

VALLEY OF THE MOON NATURAL HISTORY ASSOCIATION

REVENUE AND EXPENDITURES REPORT TO STATE OF CALIFORNIA

May 1, 2017– April 30, 2018

NARRATIVE

SUMMARY

Jack London State Historical Park (“the Park”) generated \$401,517 in park operational revenue for the period of May 2017 through April 22018. Total operating costs for the Park were \$800,049 leaving a deficit of \$398,532 from operations.

The Valley of the Moon Natural History Association (“the Association”) more than offset these losses with \$421,213 in fundraising activities and other income. This resulted in a net gain of \$22,681. Jack London Park Partners, therefore, has demonstrated the wherewithal to raise sufficient funds to support the operation of the Park for the foreseeable future.

BACKGROUND

Valley of the Moon Natural History Association, a 501-C3 nonprofit organization, entered into an Operating Agreement with the State of California, Department of Parks and Recreation to operate Jack London State Historic Park effective May 1, 2012. The Operating Agreement provides that an annual revenue and expenditure report will be provided to the State of California for the period May 1 through April 30.

According to Public Resources Code 5080.42, the Association must use revenues derived from operation of the Park, including entrance fees, parking fees, interpretive tours, concessions and special events only for the operation, administration, care, improvement, and maintenance of the Park.

The Operating Agreement also states that the Association may additionally contribute in-kind services and funds raised from outside entities for the care, maintenance, operation, administration, improvement or development of the Park.

NOTES

Support and Revenue from Jack London State Historic Park Operations Revenue includes that derived from Park entrance fees, museum entrance fees, group and interpretive tours, venue rentals, Park special events, concessions (horseback riding) and merchandise sales (net of COGS).

Operating Expenses for Jack London State Historic Park Expenses include all of those incurred by the Association to operate the Park including personnel, administrative services and supplies, maintenance, events, interpretation activities and all other matters incident to the development, control, and operation of the Park.

Funds/Support Raised from Outside Entities:

Revenue derived from Park operations was supplemented by the Association’s contribution of funds raised from sources outside of Park operations including its

membership drive, fundraising activities and grants from outside entities. In addition, the Association also contributed other revenue consisting of contracts with outside parties for volunteer coordination services, interest and investment income.

In-Kind Contributions:

The Association's volunteers are vital to the operation of the Park. For the above mentioned time period, it should also be noted that local citizens have contributed a total of 14,948 volunteer hours. Since the State of California has established an hourly rate of \$28.46 for volunteer hours, the total value of the hours contributed by the Association's volunteers was an additional \$425,420.

	A	B	C	D
1	JACK LONDON STATE HISTORIC PARK			
2	AS OPERATED BY VALLEY OF THE MOON NATURAL HISTORY ASSOCIATION			
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4	CONTRACT YEAR 1: MAY 1, 2017 - APRIL 30, 2018			
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7	SUPPORT AND REVENUE FROM JLSHP OPERATIONS			
8	Park fees			
9	Entrance/parking			\$187,210
10	Venue rental			\$68,755
11	Tours (interpretive)			\$5,399
12	Concessions			\$6,674
13	Events income			\$104,915
14	Merchandise sales (net of cost of sales)			\$28,564
15	Total support and revenue from Operations			\$401,517
16				
17	EXPENSES FOR JLSHP			
18	Personnel expense			\$537,756
19	Maintenance and materials			\$37,865
20	Staff and volunteer expenses			\$7,609
21	Grants to other nonprofits			\$0
22	Contract services / professional fees			\$34,098
23	Advertising and promotion			\$222
24	Bank and merchant fees			\$11,333
25	Dues and subscriptions			\$275
26	Events expense			\$106,295
27	Insurance			\$15,649
28	Office supplies			\$4,384
29	Postage			\$2,035
30	Printing and reproduction			\$6,797
31	Communications			\$11,311
32	Computers and software			\$7,057
33	Furnishings and equipment			\$106
34	Utilities			\$14,298
35	Other operating expenses			\$2,959
36	Total expenses			\$800,049
37				
38	Net from JLSHP operations			(\$398,532)
39				
40				
41	FUNDS/SUPPORT RAISED FROM OUTSIDE ENTITIES			
42	Contributions			\$84,713
43	Memberships			\$116,404
44	Sponsorships			\$9,850
45	Grants			\$26,757
46	Fundraising events			\$162,191
47	Other income			\$21,298
48				\$421,213
49				
50	Net Gain/(Loss)			\$22,681