

# Sugarloaf Ridge State Park 2016-2017 Financial & Operations Report



Presented by Sonoma Ecology Center  
Sugarloaf Ridge State Park  
2605 Adobe Canyon Rd., Kenwood, CA 95452  
[www.sugarloafpark.org](http://www.sugarloafpark.org)



# SONOMA ECOLOGY CENTER (TEAM SUGARLOAF)

## OPERATING RESULTS July 1, 2016– June 30, 2017 Sugarloaf Ridge State Park

### HOURS OF OPERATION

- Day use hours are 6 am to 10 pm in the main park; 6 am to 8 pm below the entry Kiosk.
- Open 365 days per year
- Visitor Center Official Hours are 9 am -5pm on Saturday and Sunday and 3-7 pm on Friday afternoons between May 1 and Sept. 30. From Oct through April, the Visitors Center is open from 11-3, Saturday, Sunday and most holidays. The Visitor Center is also open when other volunteers or paid staff are in the office.

### INTERPRETIVE ACTIVITIES

- Sonoma Ecology Center hosted over 27 K-8 school field trips to the park
- Sonoma Ecology Center hosted one week of summer science camp and a 3 day youth backpacking class
- Interpretive Visitor Center open 3 pm to 7 pm Friday (Seasonally) and 9-5 on Saturday (Seasonally), 11-3 Saturday Sunday year round. Trained docents assist visitors in understanding the park and its features.
- Regular nature hikes were held throughout the year. Topics included
  - Natural History
  - Plant Ecology
  - Wildflower Hikes
  - Mushroom Hikes
  - General Ecological Hikes
  - History Hikes
  - Geology Hikes
  - Fitness and Therapy Hikes (Parks Rx Program)
- Sonoma Ecology Center and UCCR held Saturday Campfire Programs

### MAINTENANCE ACTIVITIES

Nonprofit staff and volunteers repaired and maintained the trails in the park. Repair activities were managed by Sonoma County Trails Council and included:

- Repair lower Bald Mt. Trail, Vista Trail and Brushy Peaks Trail
- Repair washouts on Hillside Trail, Canyon Trail, Brushy Peaks, Vista Trail, and Headwaters Trail.

Other Routine Maintenance included:

- Mowing High Ridge Trail to the Red Barn
- Brushing Brushy Peaks Trail, Headwaters, Red Mountain, Meadows, Hillside, Bald Mt. and Goodspeed trail within the main part of park.
- Brushing Quercus, Headwaters, Maple Glen and Wildcat in the McCormick Addition.
- Mowing roads in McCormick Addition

Along park roads we cleared all culverts, including the larger ditch on Adobe Canyon Road.

## CONCESSION OPERATIONS

The Robert Ferguson Observatory continued to operate under a concession agreement with the state.

## CAMPGROUND

The campground was staffed by a two part-time managers and a volunteer camp hosts. The Campground is managed by United Campgrounds Conferences and Retreats. (UCCR) under contract with Sonoma Ecology Center.

Team Sugarloaf / Sonoma Ecology Center Income Statement										
July to June										
	2013	2014	2015	2016	2017	% Change				
						13-14	14-15	15-16	16-17	13-17
<b>Operating Revenue</b>										
Entrance Fees	\$ 67,003	\$ 88,797	\$ 117,455	\$ 127,341	\$ 183,920	33%	32%	8%	44%	174%
Camping Fees	\$ 211,969	\$ 223,840	\$ 237,027	\$ 269,924	\$ 268,559	6%	6%	14%	-1%	27%
Events	\$ 5,050	\$ 28,608	\$ 42,278	\$ 37,203	\$ 18,495	466%	48%	-12%	-50%	266%
Other	\$ 696	\$ 387	\$ 8,566	\$ 7,437	\$ 3,097	-44%	2113%	-13%	-58%	345%
Retail Sales (Including Wood)	\$ 21,040	\$ 32,625	\$ 50,589	\$ 60,801	\$ 47,689	55%	55%	20%	-22%	127%
<b>Total Operating Revenue</b>	<b>\$ 305,757</b>	<b>\$ 374,257</b>	<b>\$ 455,915</b>	<b>\$ 502,706</b>	<b>\$ 521,760</b>	<b>22%</b>	<b>22%</b>	<b>10%</b>	<b>4%</b>	<b>71%</b>
<b>Operating Expenses</b>										
COGS Retail and Wood	\$ 18,405	\$ 23,532	\$ 21,775	\$ 27,442	\$ 34,317					
Direct Payroll and Consulting for Park Staff	\$ 52,980	\$ 87,979	\$ 81,835	\$ 105,874	\$ 122,469					
Campground Payroll and Management	\$ 128,996	\$ 84,160	\$ 126,778	\$ 134,326	\$ 118,622					
Staff/Management (SEC)	\$ 97,637	\$ 152,994	\$ 129,649	\$ 86,157	\$ 90,824					
Janitorial Supplies		\$ 1,917		\$ 5,733	\$ 2,962					
Event Costs		\$ 800		\$ 3,830	\$ 3,259					
Materials and Supplies	\$ 12,320	\$ 15,689	\$ 23,380	\$ 8,072	\$ 6,703					
Vehicle Expenses	\$ 6,142	\$ 7,330	\$ 9,374	\$ 5,170	\$ 15,249					
Conferences and Meetings and Travel	\$ 333	\$ 3,247	\$ 698	\$ 518	\$ 2,716					
Bank and Other Fees	\$ 704	\$ 2,759	\$ 5,461	\$ 5,106	\$ 7,043					
Office Supplies and Printing	\$ 1,739	\$ 4,895	\$ 6,139	\$ 6,256	\$ 12,419					
Equipment Repair and Maintenance	\$ 10,833	\$ 7,867	\$ 8,761	\$ 11,597	\$ 5,188					
Computer Services	\$ 263	\$ 8	\$ 360	\$ 780	\$ 960					
Workshops	\$ 893	\$ -	\$ 2,412	\$ 3,934	\$ 5,971					
Insurance	\$ 817	\$ 4,430			\$ 2,643					
Utilities	\$ 4,329	\$ 7,582	\$ 10,230	\$ 11,214	\$ 6,974					
Telephone and Internet	\$ 2,472	\$ 5,351	\$ 5,700	\$ 8,167	\$ 8,828					
Cleaning Service and Fees	\$ 1,630				\$ 556					
Membership and Dues			\$ 585	\$ 707	\$ 458					
Facility Repair and Maint.	\$ 3,370	\$ 4,619	\$ 6,055	\$ 25,834	\$ 13,125					
Other Services & Fees (Trail Maint, Alarm, etc.)	\$ 12,125	\$ 19,569	\$ 14,021	\$ 37,388	\$ 56,571					
Marketing and Public Relations	\$ 2,100	\$ 160	\$ 1,147	\$ 1,208	\$ 4,456					
Staff Development	\$ 1,097		\$ 41							
Development Expense			\$ 4,017	\$ -	\$ 318					
Volunteer Expenses		\$ 2,567			\$ 2,290					
Rent (Camp Manager)	\$ 10,015	\$ 1,800	\$ 11,750	\$ 17,825	\$ 5,148					
<b>Total Expenses</b>	<b>\$ 369,198</b>	<b>\$ 439,256</b>	<b>\$ 470,169</b>	<b>\$ 507,141</b>	<b>\$ 530,070</b>					
<b>Operating Income</b>	<b>\$ (63,440)</b>	<b>\$ (64,999)</b>	<b>\$ (14,254)</b>	<b>\$ (4,435)</b>	<b>\$ (8,310)</b>					
<b>Other Income</b>										
Contributions	\$ 13,461	\$ 16,364	\$ 14,832	\$ 5,863	\$ 9,417					
CSFP Grant Allocation	\$ 51,457	\$ 37,141	\$ 12,350	\$ -						
Total Other Income	\$ 64,918	\$ 53,505	\$ 27,182	\$ 5,863	\$ 9,417					
<b>Net Income</b>	<b>\$ 1,478</b>	<b>\$ (11,494)</b>	<b>\$ 12,928</b>	<b>\$ 1,428</b>	<b>\$ 1,107</b>					
Volunteer Hours				9464	8877					
Volunteer Time Value (9464 hours @ \$27.59)				\$ 261,108	\$ 244,913					