

**TOWN OF
APPLE VALLEY, CALIFORNIA
AGENDA MATTER**

Subject Item:

AUTHORIZATION TO PROVIDE FINANCIAL SUPPORT TO THE VICTOR VALLEY MUSEUM IN PARTNERSHIP WITH THE SAN BERNARDINO COUNTY MUSEUM

Summary Statement:

On September 8, 2009, Doug Shumway, Chairman of the Board of Directors of the Victor Valley Museum, made an appeal to the Town Council for financial assistance to prevent the museum's closing due to lack of revenue and funding. Mr. Shumway indicated that the museum's current business plan estimated that the museum would be depleted of operating funds by October. He asserted that the museum had been sustained by donations and fundraising up to that point, but like other non-profit agencies, it had lost support due to the dwindling economy. Mr. Shumway stated that he had made a similar appeal to the San Bernardino County Museum in recent months and the County museum had agreed to help either by taking over the facility or by providing funding to keep it open.

Subsequent to the September 8, 2009 Council meeting, San Bernardino County Museum Director Robert McKernan researched the costs of incorporating the Victor Valley Museum into the County Museum system and compiled the data into a report for review (Exhibit A). In his report, the County suggests a phased approach for incorporation. Phase I addresses a one-time cost for incorporation. Phase II identifies the ongoing cost to operate the Victor Valley Museum and includes annual offsetting revenue. According to the report, the annual offsetting revenue would be generated through admissions and facility use fees, educational program fees, and High Desert community funding support. In addition to private donations, the community funding expectation includes financial support from the Mojave Water Agency, City of Hesperia, and the Town of Apple Valley. The report estimates the Town's level of support to be \$7,500.00; dependent upon facility revenue and donations from other community stakeholders, the Town's actual level of funding is expected to be within the range of \$7,500.00 to \$15,000.00 per year. County Supervisor Brad Mitzelfelt has indicated that the County will absorb all take over and start up costs.

The Victor Valley Museum, currently located at 11873 Apple Valley Road in Apple Valley, opened in the Victorville Courthouse in 1976 and provides approximately 7,000 visitors per year with a compelling look into the rich and varied history of the High Desert. With displays of Native American artifacts, the region's mining and pioneer history, and native animal exhibits to name a few, the Museum prides itself on 33 years of continued education, enrichment and inspiration of both young and old through the preservation of local history. In recognition of its participation and support of the museum, the Town will receive its own wing or exhibit area and will be featured on all promotional museum items.

Recommended Action:

Act to approve financial support of the Victor Valley Museum in partnership with the San Bernardino County Museum, not-to-exceed \$15,000.00 per year.

Proposed by: Frank W. Robinson, Town Manager **Item Number** _____

T. M. Approval: _____ **Budgeted Item** Yes No N/A

**COST AND INTENT OF INCORPORATING THE VICTOR VALLEY MUSEUM
INTO THE COUNTY MUSEUM SYSTEM**

September 21, 2009

**Robert L. McKernan, Director
San Bernardino County Museum**

COUNTY MUSEUM MISSION

The San Bernardino County Museum maintains and develops unique cultural and natural science collections related to our region and the greater Southwest. Through responsible collection, preservation, exhibition, and education, we inspire the public to a deeper understanding of our cultural and natural history.

Purpose

The objective of this report is to determine the **one-time cost** associated with incorporating the Victor Valley Museum, as a High Desert satellite museum, into the County Museum system. Currently, the Victor Valley Museum (VVM) does not meet the current American Association of Museums (AAM) accreditation standards. The County Museum was re-accredited in April 2003. It was a heralded event as only nine percent (9%) of the U.S. museums have been accredited. Pursuant to the AAM accreditation standards, the San Bernardino County Museum will achieve this status with VVM. The accreditation criteria for a museum includes: demonstration of professional standards regarding governance, administration, budgetary commitment, sustainability, collection care, mission determined exhibitions, ethics, and alignment with AAM standards for museums.

Incorporating the VVM under the County Museum will necessitate a complete assessment of the VVM organizational structure, collection policy, acceptance, and loan policies, as well as, accessioned objects, specimens, and artifacts currently residing at the VVM. In addition, current public exhibits and their content will be assessed and adapted to the unifying mission of the San Bernardino County Museum. The VVM currently has at least two cost centers; visitor admission and a museum gift store that will have to be aligned with the County Auditor/Controller-Recorder's cash handling procedures. Furthermore, incorporation of the VVM into the San Bernardino County government will be pursuant to the County Fee Ordinance with regards to fee based programs, facility rental, and admission. Lastly, an assessment of the nonprofit groups currently utilizing the VVM would need to be reviewed, as the County Museum currently has a 501 3 © organization--the San Bernardino County Museum Association.

Phased Methodology for Incorporation

The County Museum plans a phased approach, whereby the Museum would close the VVM temporarily to: assess collections, refurbish and change-out existing public exhibits, enhance or develop new programmatic outreach, and enhance the exterior and interior environments. The temporary closure duration of the VVM facility has yet to be determined, as the scope of refurbishments is relatively unknown at this point, although the Museum's intent would be to provide an enhanced experience at the VVM in a timely period. Included in this incorporation document is an estimate for on-going funding requirements for the VVM, which integrates exhibit programs, outreach programs, maintenance, group use of the facility, and staffing.

Phase I – One-time cost for incorporation of the VVM.

Phase I includes the cost for existing Museum staff to evaluate, refurbish, and provide upgrades to the existing VVM facility. These will include, but are not limited to:

- ❖ Collection material assessments
- ❖ Accession collection inventory
- ❖ Public exhibit assessments

- ❖ Transfer of exhibit materials from the Redlands facility
 - ❖ Integrating unifying content for all exhibits
 - ❖ Integrating exhibits to a *West Mojave Desert heritage theme*
 - ❖ Renovation of the existing interior infrastructure, where needed
 - ❖ Assessment of physical plants
 - ❖ Enhancing exterior grounds
 - ❖ Development of promotional materials
- ❖ Presently, the VVM has an existing Bank Line of Credit for **\$25,000**. This debt was not assigned in the below one-time cost table, as it is unknown how much of the debt has been paid down, or what funds will be available to go against this line of credit debt by VVM, prior to County incorporation of the VVM.

ONE-TIME COST ESTIMATED BUDGET		
Staffing for Refurbishment of the VVM	FTE	Total
Exhibit Designer	0.2	
Museum Fabrication Specialist	0.25	
Curator of History	0.1	
Curator of Anthropology	0.1	
Curator of Education	0.2	
Senior Curator of Geology	0.1	
Curator of Paleontology	0.1	
Curator of Geology	0.1	
Curator of Biology	0.1	
3 Public Service Employees	6.0	
Maintenance Staff	0.2	
Total FTE (one-time)	7.45	\$93,290
Supplies and Services One-Time Cost		
	Cost	Total
Exhibit Structural Components	\$ 50,000	
Exhibit Presentation Materials	\$ 10,000	
Carpet Removal, Ceiling Tiles, Flooring, & Paint	\$ 30,000	
Collection Containers and Supplies	\$ 5,000	
Collection Shelving	\$ 7,500	
Printing and Shelving	\$ 10,000	
Miscellaneous Supplies	\$ 5,000	
Total S&S (one-time)	\$117,500	\$117,500
Contingency		\$ 25,000
TOTAL ONE-TIME COST		\$235,790

Phase II – On-going cost to operate the San Bernardino County VVM

The on-going cost estimates have been established as a baseline of operation where the facility would be open to the public Wednesday through Sunday 10:00 a.m. to 4:00 p.m. Paid staffing would be limited to a Contract Facility Manager, Contract Museum Educator, and three Public Service Employees (includes admission desk clerk, outreach and group facility use coordinator, and security staff). In addition, WEX program personnel would provide additional security and San Bernardino County Sheriff work-release program personnel would provide maintenance duties.

Phase II is intended to bring in the existing patrons which have visited the facility previous to incorporation by the County, and cultivate a new and growing audience through new exhibitions, programs, lectures, travel programs, and cultivation events. As patron and school use increases through added programs and outreach, estimated over a two to three year period, a re-examination of staffing levels, hours of operation, and programs relative to local cost should be performed. Furthermore, with more awareness in the greater High Desert communities, the revenues are likely to increase through admission, facility uses, and education programs which would increase fee based revenues. In order to off-set on-going County cost an estimated funding support by the High Desert communities and business sector has been included.

Phase II includes annual on-going cost for the High Desert satellite Museum, which includes staffing, educational outreach, programs, marketing, security, maintenance and cultivation events. In addition, incorporated in the operating cost are the supplies budget, and a nominal fixed assess cost. These will include but are not limited to:

ON-GOING COST ESTIMATED BUDGET		
Staffing at VVM	FTE	Cost
Contract Facility Manager	0.8	\$35,000
Contract Museum Educator	0.8	\$35,000
3 Public Service Employees	2.0	\$41,600
Total FTE (on-going)	3.6	\$111,600
Supplies and Services On-going Cost	Cost	
Inventory Equipment	\$ 2,000	
Network Communications (ISD)	\$ 2,500	
General Office expense	\$ 3,500	
MHZ Radio	\$ 1,000	
Postage/County Mail	\$ 5,000	
Private Mileage	\$ 2,500	
Miscellaneous Supplies	\$ 5,000	
Insurance	\$ 7,000	
Marketing/Promotion	\$10,000	
Grounds and Janitorial	\$ 2,400	
Utilities		
Southern California Edison	\$ 11,600	
Other utilities	\$ 12,500	
Total S&S (on-going)		\$ 65,000
TOTAL ON-GOING COST		\$176,600

A part of the Phase II includes offsetting estimated annual revenue generated through admissions and facility use fees, educational programs fees, and the High Desert community funding support. Although these revenues and community funding contributions are estimated, these sources of revenues to off-set operational cost of the High Desert satellite County Museum are imperative to maintain on-going operations of VVM. These estimated offsetting revenues and contributions include but are not limited to:

ANNUAL OFFSETTING REVENUE ESTIMATED BUDGET		
Facility Revenue/Income	Estimated Patron use	Estimated Revenue
Annual Admission to VVM (Year one)	15,000	\$52,500
Facility room uses and events	~ 100 events	\$14,000
Educational Programs (on-site/off-site)	~ 100	\$25,000
Annual High Desert Community support		
Town of Apple Valley		\$ 7,500
Hesperia		\$ 2,500
Mojave Water Agency		\$ 3,000
Mitsubishi		\$ 5,000
Bear Valley Fab		\$ 3,000
OMYA – California		\$10,000
Specialty Minerals		\$ 2,500
Corporate Contributions		\$ 5,000
ANNUAL OFFSETTING REVENUE		\$130,000
TOTAL ON-GOING COUNTY COST		\$46,600