

# 7070800000—Cultural Services

## Parks & Recreation

Monica Nino, County Administrator

| General Fund                     | 2017-2018<br>Actual | 2018-2019<br>Adjusted | 2019-2020<br>Requested | 2019-2020<br>Recommended | Increase/<br>(Decrease) |
|----------------------------------|---------------------|-----------------------|------------------------|--------------------------|-------------------------|
| <b>Expenditures</b>              |                     |                       |                        |                          |                         |
| <i>Other Charges &amp; Uses</i>  | \$449,965           | \$715,540             | \$563,389              | \$501,050                | (\$214,490)             |
| <i>Total Appropriations</i>      | \$449,965           | \$715,540             | \$563,389              | \$501,050                | (\$214,490)             |
| <b>Earned Revenues By Source</b> |                     |                       |                        |                          |                         |
|                                  | \$0                 | \$0                   | \$0                    | \$0                      | \$0                     |
| <b>Net County Cost</b>           | \$449,965           | \$715,540             | \$563,389              | \$501,050                | (\$214,490)             |

### Purpose

This budget contains contributions to organizations that provide cultural services.

The San Joaquin County Historical Society & Museum (SJCHSM) acquires, conserves, and manages historic buildings, artifacts, and documents owned by the County. In addition, the SJCHSM has a contractual arrangement with the County to operate the museum located in Micke Grove Park and to provide public access, exhibits, and educational services at the museum.

The Micke Grove Zoological Society (MGZS) assists in enhancing Micke Grove Zoo and providing the following Zoo-related services: management of an educational program; care and maintenance of the program’s animal collection; management of the volunteer program; operation of the Zoo snack bar; and administration of the membership and adoption programs.

### Major Budget Changes

#### Other Charges

- \$10,000 One-time contribution to SJCHSM for an additional 0.25 Full-Time Equivalent (FTE) for part-time Archivist to address the collection inventory project.
- \$6,750 One-time contribution to SJCHSM for consultant services for development of a Master Plan.
- (\$231,240) Decrease in one-time funding to SJCHSM for outstanding retirement costs paid in 2018-2019.

### Board Strategic Priorities 2019-2020 through 2021-2022

The 2019-2020 recommended budget for Cultural Services focuses on the implementation of the Board Strategic Priorities as adopted by the Board on April 9, 2019. The Board Strategic Priorities for fiscal years 2019-2020 through 2021-2022 are a continuation of the Board’s original five key priorities established in 2015. The Board has updated and augmented the goals associated with these strategic priorities to reflect the Board’s direction related to water issues, health, collaboration, and homelessness. As stewards of County property and assets, both SJCHSM and MGZS address the Boards’ Strategic Priority to “promote good governance and increase organizational capabilities” by working collaboratively with County departments and other community organizations to safeguard County property and provide enhanced services to the public.

### Program Discussion

#### San Joaquin County Historical Society & Museum

The 2019-2020 County contribution to SJCHSM is recommended at \$401,050, which is a decrease of \$214,490 from the 2018-2019 adjusted budget. This decrease is primarily due to a decrease in one-time funding for outstanding retirement costs paid in 2018-2019, partially offset by one-time funding for additional part-time help, and one-time funding for consultant services. The recommended budget also includes in-kind County support services of approximately \$237,975, for facilities and grounds maintenance; irrigation and potable water; liability insurance; and waiver of parking fees for SJCHSM members and volunteers.

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The recommended County contribution of \$401,050 excluding the in-kind County support services, represents approximately 37.5% of the SJCHSM 2019-2020 proposed operating budget of \$1.1 million. Expectations of the County are that the SJCHSM would continue to accomplish the following objectives:

1. *Mark historical sites and stimulate research in the cultural and natural heritage of the County.*
2. *Assist the County in the collection, restoration, and preservation of historical materials and to make these available to the public through the operation of the museum. This would include maintaining a comprehensive inventory and catalog of existing collections, new acquisitions, and disposing of those no longer of value.*
3. *To undertake programs and activities, including museum operations and educational tour programs, which provide for the collection, preservation, and interpretation of the history of the County; the surrounding area; and the history of all cultures and heritage of all people.*
4. *Capitalizing, where possible, on reimbursement for services provided.*

For 2017-2018, the SJCHSM reported the following:

### Volunteer Hours of Service

|                                   |                      |
|-----------------------------------|----------------------|
| <i>Board of Trustees</i>          | <i>3,360</i>         |
| <i>Committees</i>                 | <i>576</i>           |
| <i>Docent Council</i>             | <i>11,220</i>        |
| <i>Friends of the Museum</i>      | <i>920</i>           |
| <i>Tractor &amp; Ag Equipment</i> | <i>3,744</i>         |
| <b><i>Total</i></b>               | <b><i>19,800</i></b> |

### Museum Visitation

|                     |                      |
|---------------------|----------------------|
| <i>Weekends</i>     | <i>5,814</i>         |
| <i>Weekdays</i>     | <i>2,113</i>         |
| <i>Tours</i>        | <i>6,221</i>         |
| <b><i>Total</i></b> | <b><i>14,148</i></b> |

In 2018-2019, the SJCHSM continued to preserve and restore artifacts that reveal the County’s heritage, including the Ledbetter Family Barn; more than 50,000 historic artifacts and documents; and the 1848 Charles Weber cottage, which is the oldest building in the County.

As of March 2019, the number of memberships for the SJCHSM was 1,346, which includes individual, family, and corporate memberships.

In 2018-2019, the SJCHSM began development of a Strategic Plan to include five long-term goals:

1. *Enhance the visitor experience to engage diverse audiences.*
2. *Upgrade collection practices to meet Museum Industry Standards.*
3. *Diversify sources of revenue to build financial sustainability.*
4. *Build community and regional awareness.*
5. *Strengthen the capacity and effectiveness of the Board of Trustees.*

### Micke Grove Zoological Society

The 2019-2020 County contribution to the MGZS is recommended at \$100,000, which is the same amount awarded in 2018-2019.

In 1999, the County and MGZS entered into an agreement (A-99-599), which outlines the responsibility of the County to provide for the maintenance, operation, and security of the park, and where MGZS, as a non-County organization, will provide charitable events and activities for the purpose of assisting Micke Grove Zoo, and affirms MGZS’ fiduciary responsibility over funds raised to ensure prudent money management of donated funds.

As part of the agreement, the County and MGZS annually agree upon the number of free admissions provided as part of MGZS’ membership program. As of March 2019, the number of MGZS memberships was 941, which includes individual and family memberships.

During 2018-2019, County funding enabled the MGZS to sustain educational programs, activities, and promotional services.

### Zoo Education Program

The 2019-2020 MGZS Zoo Education Program is budgeted at \$125,000, which is approximately 58.7% of the MGZS 2019-2020 budget of \$213,000. Marketing and promoting the Zoo and its programs; providing services to Zoo visitors through snack bar operation; and administrative costs constitutes the remainder of the MGZS budget.

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### Supplemental Requests

#### San Joaquin County Historical Society & Museum

SJCHSM submitted a funding request for \$79,089 for the following:

##### *Master Plan*

One-time funding of \$15,000 toward consultant costs for the development of a comprehensive master plan.

The 2019-2020 recommended budget has been augmented by \$6,750 in one-time funding in order to partially address this request based on County's proportional share of the SJCHSM budget.

Funding for the remainder of the request totaling \$8,250 has not been included in the recommended 2019-2020 budget.

##### *IT Upgrades*

One-time funding of \$15,000 for upgrades to IT equipment and software.

Funding for this request has not been included in the recommended 2019-2020 budget.

##### *Staff Reorganization*

Ongoing augmentation of the base funding level of \$49,089 for increased salary and benefits costs associated with changing the Archivist position from part-time to full-time.

Approval of the \$49,089 augmentation of the base funding level would bring the ongoing base funding level to \$433,389.

At the recommendation of the County Administrator's Office, SJCHSM will research, develop, and implement an appropriate fee structure for the public conducting research of the archival documents and collections housed at the museum. Objectives of this effort are to identify and recuperate costs associated with the Archivist's time and expertise as utilized by researchers accessing archival objects and documents. It is anticipated that this new fee structure would be implemented during 2019-2020.

The recommended budget has been augmented by \$10,000 in one-time funding in order to provide for an additional 0.25 FTE Archivist to work on completion of the collection inventory project, partially addressing this request with no impact on the base funding level. Progress on the project will be assessed at midyear.

Funding for the remainder of the request totaling \$39,089 has not been included in the recommended 2019-2020 budget.

#### Micke Grove Zoological Society

A one-time funding request totaling \$100,000 has been submitted by the MGZS to provide County assistance for the ongoing Zoo Education Program offered by MGSZ.

The recommended budget has been augmented by \$100,000 in order to address this request.