

Sugarloaf Ridge State Park
2012-2013 Financial and Operations Report

Presented by Sonoma Ecology Center
(For Team Sugarloaf)

Sugarloaf Ridge State Park
2605 Adobe Canyon Rd., Kenwood, CA 95452
www.sugarloafpark.org

SONOMA ECOLOGY CENTER (TEAM SUGARLOAF)

OPERATING PLAN

July 1, 2012 – June 30, 2013

Sugarloaf Ridge State Park



HOURS OF OPERATION

- Day use hours are 7 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 11-3 Saturday and Sunday and 3-7 on Friday afternoons between May 15 and Oct. 1. The Visitor center is also open when paid staff are in the office
- The Campground is open year-round, 7 days a week

SPECIAL EVENTS

A variety of community events were hosted throughout the year including:

- Community meeting for park Neighbors
- Volunteer recognition events
- Funky Friday concerts in summer
- Robert Ferguson Observatory monthly "Star Parties"
- Brunch on Bald Mt. Fundraising Hike
- 4th of July Fireworks Viewing Hike

INTERPRETIVE ACTIIVITES

- Sonoma Ecology Center hosted over 12 K-6 school field trips to the park
- Sonoma Ecology Center hosted two weeks of summer science camp
- Interpretive Visitor Center open 3 to 7 Friday (Seasonally) and 11-3 on Saturday and 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
- Sonoma Ecology Center and UCCR reestablished 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 water bars on Pony Gate and Canyon Trails
- Repair washouts on Vista Trail
- Build up trail over wet spot on vista trail
- Repair causeway on lower bald Mountain Trail

Other Routine Maintenance included:

- Mowing High Ridge Trail to the Red Barn
- Brushing Brushy Peaks Trail
- Clearing Pony Gate Trail
- Mowing roads in McCormick
- Brushing Grandmother Oak Trail in McCormick

Along park roads we cleared all culverts, including the larger ditch on Adobe Canyon Road. We cleared culverts and added waddles to limit water damage on Bald Mt. Road. Additionally, park staff, volunteers and outside agencies took part in:

- Invasive species removal
- Cleaning storm debris
- Regular mowing and weeding on park grounds

RECREATION PROGRAMS

A variety of hikes for outdoor recreation and nature education were organized throughout the year including:

- “Bill and Dave” hikes
- Friday Nature Hikes

CONCESSION OPERATIONS

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

CAMPGROUND

The campground was open year round other than a two-day closure for high water in late November 2012. The campground was staffed by a full time manager, a seasonal assistant, and two volunteer camp hosts (starting in April 2012).

REVENUE AND EXPENDITURES (attached)

SONOMA ECOLOGY CENTER (TEAM SUGARLOAF)
REVENUE AND EXPENDITURES REPORT TO STATE OF CALIFORNIA
June 1, 2012 to June 30, 2013
NARRATIVE



SUMMARY

Sugarloaf Ridge State Park and SEC (Team Sugarloaf) earned \$305,757 in operating revenue during the period of Jun 1 to June 30 2012. Total operating costs were \$369,198, including non-recurring start-up costs such as ATV purchase, rental costs for campground manager home and expenses related to refurbishing campground manager house. Net operating loss for the year was \$(63,440.39). The loss was offset from contributions and grants, which resulted in a net income of \$1,477.61. Volunteer hours directly relating to park operations were 4147, resulting in an in-kind value to the park of \$100,570.80. Additional volunteer ours relating to Robert Ferguson Observatory were 10,262.25 resulting in \$248,859.60 in additional value.

Operations Revenue	\$330,787
Contributions and Grants	\$58,458
Direct Park Volunteer Support	\$100,570
Subtotal Revenue & Direct Support	\$489,815
Indirect Volunteer Hours (RFO)	\$248,859
Total Support	\$738,674

BACKGROUND

Sonoma Ecology Center, a 501-C3 nonprofit organization signed an operating agreement with the State of California DPR on May 24, 2012. Per the agreement, an annual operating report is required. Per our operating agreement and applicable State Codes, the SEC must use funds earned from park operations including parking fees, camping fees, tours and special events for the operation, administration, care, maintenance and improvement of the Sugarloaf Ridge State Park. Also, the our Operating Agreement allows that the SEC 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 Sugarloaf Ridge State Park Operations

Revenue includes that derived from park entrance fees, camp fees, Park special events, and merchandise sales.

Operating Expenses For Sugarloaf Ridge State Park

Expenses include all of those incurred by Sonoma Ecology Center 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 Activities

Revenue derived from Park operations was supplemented by contributions raised from sources outside of Park operations including donations, fundraising activities, and grants.

In Kind Contributions

Park volunteers are crucial to the functioning the Park. Through an arrangement with our VMNHA Team Sugarloaf partner, we have volunteer coordination for patrol, parking, Visitor Center, and kiosk operations. Our Sonoma County Trails Council partner oversees volunteer trail work. SEC and UCCR Park staff oversee additional volunteer activities related to administration, maintenance, and events. For the period June 1, 2012 through July 31, 2013, a total of 4147 volunteer hours were contributed. The State of California has established an hourly value for volunteer hours of \$24.25. Therefore, the total value of hours contributed to the park by volunteers was \$100,570.80.

Team Sugarloaf / Sonoma Ecology Center Income Statement July 2012 to June 2013

Income	
Entrance Fees	\$ 67,002.80
Camping Fees	\$ 211,969.21
Events	\$ 5,050.00
Other	\$ 695.69
Retail Sales (Including Wood)	\$ 21,039.65
Total Operating Income	\$ 305,757.35
Operating Expenses	
COGS Retail and Wood	\$ 18,404.59
Direct Payroll and Consulting for Park Staff	\$ 52,979.76
Campground Payroll	\$ 128,995.62
Sonoma Ecology Center and UCCR Staff/Management	\$ 97,637.02
Materials and Supplies	\$ 12,320.49
Vehicle Expenses	\$ 6,141.63
Conferences and Meetings	\$ 332.51
Bank and Other Fees	\$ 703.83
Office Supplies and Printing	\$ 1,739.14
Equipment Repair and Maintenance	\$ 10,832.90
Computer Services	\$ 263.22
Workshops	\$ 892.70
Insurance	\$ 817.00
Utilities	\$ 4,329.04
Telephone and Internet	\$ 2,472.37
Cleaning Service and Fees	\$ 1,629.60
Facility Repair and Maint.	\$ 3,369.74
Other Services and Fees (Trail Maint, Alarm, Septic)	\$ 12,125.45
Marketing and Public Relations	\$ 2,099.63
Staff Development	\$ 1,096.50
Rent (Camp Manager)	\$ 10,015.00
Total Expenses	\$ 369,197.74
Operating Income	\$ (63,440.39)
Other Income	
Contributions	\$ 13,461.00
CSFP Grant Allocation	\$ 51,457.00
Total Other Income	\$ 64,918.00
Net Income	\$ 1,477.61