

Sugarloaf Ridge State Park 2014-2015 Financial & Operations Report



Presented by Sonoma Ecology Center
(For Team Sugarloaf)
Sugarloaf Ridge State Park
2605 Adobe Canyon Rd., Kenwood, CA 95452
www.sugarloafpark.com



SONOMA ECOLOGY CENTER (TEAM SUGARLOAF)

OPERATING PLAN July 1, 2014– June 30, 2015 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, 11 am – 3 pm on 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.
- The Campground is open year-round, 7 days a week, weather permitting.

SPECIAL EVENTS

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

- 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
- Easter egg hunt in campground

INTERPRETIVE ACTIVITIES

- Sonoma Ecology Center hosted over 22 K-8 school field trips to the park
- Sonoma Ecology Center hosted one week of summer science camp
- 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
- 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:

- Rebuild lower bald Mt. 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.
- Cleaning up and revegetating two pot grow sites
- Removing Yellow Star thistle from several locations in the McCormick Addition
- Removing Yellow Star thistle from Pearson Road, Hillside, Meadow, Vista, and Grey Pine in the main park.
- Mowing roads in McCormick Addition

Above activities were performed by SEC staff, UCCR staff, Volunteers and crews from SAY and CCC.

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.

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
- A new Quest Hike

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 for a couple of days. The campground was staffed by a full time manager, a seasonal assistant, and a volunteer camp hosts.

VOLUNTEERS

Sugarloaf volunteers contributed 9238 hours; with a value of \$224,011 at the State of CA equivalent rate of \$24.25 per hour.

Team Sugarloaf / Sonoma Ecology Center Income Statement

July to June

	2013	2014	2015	% Change		
				13-14	14-15	13-15
Operating Revenue						
Entrance Fees	\$ 67,003	\$ 88,797	\$ 117,455	33%	32%	75%
Camping Fees	\$ 211,969	\$ 223,840	\$ 237,027	6%	6%	12%
Events	\$ 5,050	\$ 28,608	\$ 42,278	466%	48%	737%
Other	\$ 696	\$ 387	\$ 8,566	-44%	2113%	1131%
Retail Sales (Including Wood)	\$ 21,040	\$ 32,625	\$ 50,589	55%	55%	140%
Total Operating Revenue	\$ 305,757	\$ 374,257	\$ 455,915	22%	22%	49%
Operating Expenses						
COGS Retail and Wood	\$ 18,405	\$ 23,532	\$ 21,775			
Direct Payroll and Consulting for Park Staff	\$ 52,980	\$ 87,979	\$ 81,835			
Campground Payroll and Management	\$ 128,996	\$ 84,160	\$ 134,874			
Staff/Management (SEC)	\$ 97,637	\$ 152,994	\$ 102,125			
Janatorial Supplies		\$ 1,917	\$ 1,886			
Event Costs		\$ 800				
Materials and Supplies	\$ 12,320	\$ 15,689	\$ 23,380			
Vehicle Expenses	\$ 6,142	\$ 7,330	\$ 9,374			
Conferences and Meetings and Travel	\$ 333	\$ 3,247	\$ 698			
Bank and Other Fees	\$ 704	\$ 2,759	\$ 5,461			
Office Supplies and Printing	\$ 1,739	\$ 4,895	\$ 6,139			
Equipment Repair and Maintenance	\$ 10,833	\$ 7,867	\$ 8,761			
Computer Services	\$ 263	\$ 8	\$ 360			
Workshops	\$ 893	\$ -	\$ 2,412			
Insurance	\$ 817	\$ 4,430				
Utilities	\$ 4,329	\$ 7,582	\$ 10,230			
Telephone and Internet	\$ 2,472	\$ 5,351	\$ 5,700			
Cleaning Service and Fees	\$ 1,630					
Membership and Dues			\$ 585			
Facility Repair and Maint.	\$ 3,370	\$ 4,619	\$ 6,055			
Other Services & Fees (Trail Maint, Alarm, etc.)	\$ 12,125	\$ 19,569	\$ 22,569			
Marketing and Public Relations	\$ 2,100	\$ 160	\$ 1,147			
Staff Development	\$ 1,097		\$ 41			
Development Expense			\$ 4,017			
Volunteer Expenses		\$ 2,567	\$ 8,994			
Rent (Camp Manager)	\$ 10,015	\$ 1,800	\$ 11,750			
Total Expenses	\$ 369,198	\$ 439,256	\$ 470,169	19%	7%	27%
Operating Income	\$ (63,440)	\$ (64,999)	\$ (14,254)			
Other Income						
Contributions	\$ 13,461	\$ 16,364	\$ 14,832			
CSPF Grant Allocation	\$ 51,457	\$ 37,141	\$ 12,350			
Total Other Income	\$ 64,918	\$ 53,505	\$ 27,182			
Net Income	\$ 1,478	\$ (11,494)	\$ 12,928	-878%	-212%	775%