

Executive Director's Report 2016-17
Operations, Income and Expense

2016

We were open to school and group reservations January through December, and to the general public from the end of May through December, Fridays and Saturdays. Staffing was one full-time employee to write grants, design and implement programs, cultivate donors, and serve as Executive Director. There was one part-time employee for the Friday and Saturday public open hours, and several volunteers to provide support during programs as well as site maintenance.

Expenses: \$115,000, including EDA payments and payments to Michael Lawrence

Total Unrestricted Income, including donations: \$40,000

Admissions, Group and Public; Building Rentals; and Camps: \$11,000

Restricted Grant Income: \$90,000

Total Income: \$130,000

Carry-over for 2017: \$15,000

Notes: Our annual campaign income and most of our grant money arrive in November and December. There must be a carry-over into the following year.

2017 January through June

The staffing model remained the same, with a balance required for scheduling groups, serving the public, and managing and writing grants, designing and implementing programs, doing paperwork, and maintaining the site.

Expenses: \$51,000, including EDA payments and payments to Michael Lawrence

Total Unrestricted Income: \$35,000

Admissions, Group and Public; Building Rentals, and Camps: \$10,000

Unrestricted Grant Income: \$8000

Restricted Income: \$4000

Total Income: \$39,000

Carry-over from 2017: \$15,000

Six month's subtotal: \$3,000

Notes: Our income in the first six months from admissions etc., was almost equal to what it was for the year in 2016. Out of town tourists were in particular on the rise until August 12, after which the number dropped. (No tourists for the rest of August and September, a few wedding guests and others in October.) The total admission income does not reflect the number of visitors. Adult groups, such as church groups and special interest, are often invited as non-paying guests, a means of soliciting donors and future board members, and their donations would appear in the unrestricted income amount. Other children's groups are also invited as part of our grant program requirements. Camps, such as English as a Second

Language Albemarle County camps and Albemarle County therapeutic camps, pay a supplemented rate because of grants from the Batten Foundation and others. As a non-profit providing community service, we have kept rates low. In some cases this is because the governmental budgets of the local agencies we serve have been reduced from what they were in previous years. In 2013 we cut our prices for our summer camps for the City of Charlottesville, because of their budget constraints.

Change in Operations July through October

Because of the visitation dip after August 12 we could no longer afford to run the public hours with a paid employee. We replaced that employee with five volunteers from Madison House at the University of Virginia, and with other volunteers. The previously paid employee also gave volunteer hours.

We held our first dinner fundraiser in October, which was organized to help match a \$30,000 site-safety grant due November 1. To date, the fundraiser raised \$10,045 before expenses, not including the in-kind gifts from caterers and other providers. We have currently raised approximately \$9000 from the dinner after expenses, with donations still coming in. We're adding that figure to other grants as we work to make the match.

Future Operations

Our main goal is to transform the site through interpretive signage and our audio tour into an experience that can be more self-guided, especially for adults. Since we teach the skills of exploration in a hands-on way, and offer guided tours, guidance is required that makes serving more than 30 people (walk-ins, not groups) on a public day too much for our current staffing. We always hope to provide a high level of skill-based activities, especially for children, but we recognize that the only way to boost our income is to provide other experiences that will require fewer trained staff members. Our hopes would be to hire a second employee from increased revenue.

We have improvements to the site that remain undone: soundproofing that would make our building rental prospects better, more signage and site definition, floor treatments to protect against spills, especially during building rental, and repair to the fire hydrant from damage caused by unknown automobile driver.