



Robert L. McKernan
Director

Mission Statement

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



GOALS

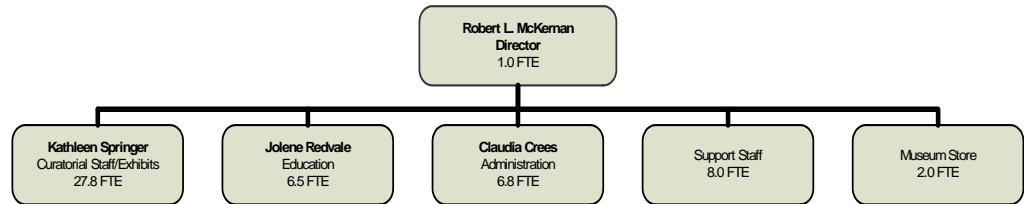
IMPROVE CUSTOMER SERVICE BY ENHANCING PUBLIC AWARENESS OF MUSEUM SERVICES AND PROGRAMS

IMPROVEMENT OF PUBLIC EXHIBITS AT THE COUNTY MUSEUM



COUNTY MUSEUM

ORGANIZATIONAL CHART



DESCRIPTION OF MAJOR SERVICES

The Museum provides cultural and natural science educational programs and activities for the public at its main facility in Redlands, as well as the following seven regional sites: Agua Mansa Cemetery in Colton, Casa de Rancho Cucamonga (John Rains House) in Rancho Cucamonga, Daggett Stone Hotel in Daggett, Asistencia Mission in Redlands, Mousley Museum of Natural History in Yucaipa, Yorba-Slaughter Families Adobe in Chino, and Yucaipa Adobe. These programs and activities involve the preservation of cultural and natural heritage collections, display of permanent and special exhibitions, and care and preservation of historical sites depicting the history and culture of San Bernardino County and the greater southwest region.

Museum programs (including school programs, research symposiums, museum internships, special events, and guest lecture series) promote learning and awareness through community outreach, partnerships with educational institutions, and research that enhances both the collections and educational services. Approximately 2.0 million permanent and loaned collections are preserved for the benefit of the public and the scientific community. The County Museum has been accredited from the American Association of Museums since February 23, 1973. In 2002, the Museum received its decennial accreditation that will continue through 2012. The Museum continues to rank among the top regional museums in California and contains an encyclopedic collection of cultural and natural heritage in public trust from the greater Southwest region.

The Museum is comprised of the following divisions: Education, Exhibitions, Anthropology, History/Archives, Biological Science, and Geological Sciences. All divisions provide educational services for families, general public, school groups, educators, and scholars at the main Museum facility and historic sites. Furthermore, all divisions have active discipline related research programs that contribute directly to public benefit by enhancing museum exhibit content through primary information acquired through research activities. In addition, the Biological Science and the Geological Sciences divisions conduct scientific field research and studies for public and private agencies. This field research results in valuable collections being accessioned into the museum collections that are curated and exhibited for public education at the main facility and historic sites.

2008-09 SUMMARY OF BUDGET UNITS

	Operating Exp/ Appropriation	Revenue	Local Cost	Revenue Over/ (Under) Exp	Staffing
General Fund					
County Museum	4,144,827	1,520,579	2,624,248		50.1
Enterprise Fund					
Museum Store	93,546	100,000		6,454	2.0
Total - All Funds	4,238,373	1,620,579	2,624,248	6,454	52.1

GOALS, OBJECTIVES, AND PERFORMANCE MEASURES

GOAL 1: IMPROVE CUSTOMER SERVICE BY ENHANCING PUBLIC AWARENESS OF MUSEUM SERVICES AND PROGRAMS.

- Objective A: Increase public visitation and use of the main museum and historic sites.*
- Objective B: Expand community cultivation and outreach events to increase awareness and support of the County Museum and Historic Sites.*
- Objective C: Create more temporary and permanent exhibitions for display at the Main Museum.*
- Objective D: Increase school group visitations and outreach programs to schools.*

MEASUREMENT	2006-07 Actual	2007-08 Actual	2008-09 Target	2008-09 Estimate	2009-10 Target
1A. Percentage increase in Museum visitors (number of visitors).	3.7% (82,445)	10.1% (90,810)	20.7%	7.0%	10%
1B. Percentage increase in participants at cultivation events (number of participants).	28.6% (1,800)	22.2% (2,200)	9.7%	9.7%	9.0%
1C. Creation of new temporary and permanent exhibitions at Main Museum.	N/A	N/A	New	12	24
1D. Number of school groups visits and outreach programs available to schools.	N/A	N/A	New	150	175

Status

The County Museum continues to select specific goals/objectives to enhance customer service for county and regional residents in accordance with the department's Board of Supervisors adopted five-year Strategic Plan. A prime enhancement to customer service will be the opening of the Museum's new Hall of Geological Wonders and the continued phased redesign of all the Museum's permanent public exhibit spaces. Predicated on museum industry standards related to facility expansion, an anticipated increase in visitation would be approximately 20% with the opening of the Hall, with potentially greater visitation resulting from redesign of the Museum's public spaces and improved public programming. Due to unforeseen delays in construction, the opening date of the Hall of Geological Wonders has been extended to December 2009. Because of the additional time needed to complete the facility, it is very unlikely that the department will be able to accomplish its original target of a 20.7% increase in visitors for 2008-09.

Cultivation events are the benchmark to the success of Museum educational programming to outreach throughout the communities of San Bernardino County and the region. The department has developed several cultivation events at its main campus, including the Wildlife Art Festival, Multi-Cultural Day, 1850-1890 Family Day, free admission days (first Sunday of each month), and various Family Fun Days. Cultivations at the Museum's historic sites include Adobe Days and community outreach events. One of the department's objectives for 2009-10 is to increase the number of cultivation events. These events educate the public of the rich culture of San Bernardino County and will help promote the new Hall of Geological Wonders.

Twelve new collection-based exhibits were recently made available for public display from the Museum's collections, including, but not limited to the following: Piece of My Heart, Feast for the Eyes, All That Glitters, Sticks and Stones, Duck Stamp Art, Hanging with the Museum, Gadgets & Gizmos, and Cuentos de mi Familia. To advance customer service, the department plans to increase the number of temporary exhibitions from the Museum's collections. Some of the new exhibits will be as follows: Morongo Baskets, First People, Wonders of Natural World, and Mesoamerican. The Museum's permanent public exhibitions are conspicuously improving with new venues at the following three public exhibit areas of the Museum: Crossroads in History Hall, outdoor train and mining exhibits, and the Hall of Geological Wonders.

2007-08 ACCOMPLISHMENTS

- ❖ *Continued with construction of the Hall of Geological Wonders*



Hall of Geological Wonders

- ❖ *Initiated exhibit fabrication for the Hall of Geological Wonders*



Paleontologist excavating fossil for future exhibit display

- ❖ *Phase I refurbishment completed for the Hall of History*

- ❖ *Approximately 2.1 million visits to the Museum Website*

- ❖ *Approximately 91,000 people visited the County Museum*



Children's Fun Day at the Museum

- ❖ *2,200 participants of cultivation events at the Museum historic sites*

The Museum's initiative to expose more visitors, particularly school groups, to the county's cultural and natural heritage has grown considerably. Through enhanced programming, which includes tours, Family Fun days, lectures, and gallery programs, K -12 students have gained a greater knowledge and appreciation of the cultural and natural heritage of the county and region. These outreach programs have demonstrated to be a vital educational tool for students. The department plans to increase its efforts and is therefore anticipating additional school group visits in 2009-10.

GOAL 2: IMPROVEMENT OF PUBLIC EXHIBITS AT THE COUNTY MUSEUM.

Objective A: Secure contributions to assist with the interior exhibits for the new Hall of Geological Wonders.

MEASUREMENT	2006-07 Actual	2007-08 Actual	2008-09 Target	2008-09 Estimate	2009-10 Target
2A. Amount of contributions for the Hall's interior exhibits.	\$500,000	\$500,000	\$1,565,000	\$2,900,000	\$1,300,000

Status

With significant support and funding by the County Board of Supervisors, construction of the Hall of Geological Wonders commenced in December 2006 and was completed in January 2009. Realizing this major expansion at the County Museum in more than thirty-years, the department instituted key initiatives to acquire external funding for the Hall's interior exhibits and public exhibitions. A summary of this funding is as follows:

- In 2006-07, the San Bernardino County Museum Association gifted \$500,000 in matching funds to initiate the Museum's Capital Campaign Program for the Museum's new exhibit and programmatic development.
- As part of the 2007-08 budget process, the Board approved \$500,000 from the county general fund to finance fabrication of life-like fauna's (large fossils) to be exhibited at the Hall of Geological Wonders.
- During the 2008-09 budget adoption, the Board earmarked an additional \$500,000 of county funding for the Hall's exhibit fabrication.
- In July 2008, the Museum secured a grant from the Institute of Museum and Library Services (IMLS) in the amount of \$238,755 for the Hall of Geological Wonders.
- Through Board approval, the Museum received a \$1,935,000 California Cultural Heritage Endowment (CCHE) grant from the State of California in December 2008, expressly for exhibit fabrication and installations for the Hall of Geological Wonders.

In addition to the above, the department is anticipating further contributions from the Museum Association's Capital Campaign Program of approximately \$200,000 in 2008-09 and \$1,300,000 in 2009-10.

The Hall's exhibits will depict the paleontology and geology of San Bernardino County and the region. The facility will house twenty-four public exhibit venues utilizing approximately 9,500 square feet of the Hall's 12,000 square feet. Planned exhibits include the following: "Life to Death to Discovery", "Plate Tectonics", "Regional Minerals", "Earth's Test Kitchen", "Early Earth/Deep Time", "Rock Cycle Theater", and "The Earthquake Experience". In addition, large fossil animals such as Mastodons, Tertatron, and Dire Wolf are also be fabricated and installed at the Hall of Geological Wonders.

2009-10 REQUESTS FOR ADDITIONAL GENERAL FUND FINANCING

Brief Description of Policy Item, CIP, or BPI reserve funds request	Budgeted Staffing	Appropriation	Dept. Revenue	Local Cost
1. Capital Improvement Program (CIP) funds for refurbishment of the Museum's two remaining public exhibit Halls. With completion of the Hall of Geological Wonders and phase I redesign of the Crossroads in History Hall, the County Museum will become a greater destination for residents of the County and region. The remaining two public exhibit Halls that have not been refurbished are the Hall of Birds (renamed Life in the Air) and Hall of Mammals (renamed Life on the Land). The Halls' subject matter and content are popular attractions with Museum visitors; however, very little upgrades have been completed in these two public Halls since initial installation in 1975. To provide greater customer service, enhance learning quality for K through 12 school groups, and to improve the overall visitor experience at the Museum, the Department proposes to refurbish the Hall of Birds (approx. 7,500 square feet) and the Hall of Mammals (approx. 5,000 square feet). The proposed renovations for the two public space areas would be accomplished largely with Museum exhibit staff, thus reducing the amount of financing needed. Refurbishment and completion of the two Halls is decisive to improving customer service and visitation through redesigned exhibitions of the County's significant natural heritage. Approval of this request would complete the total interior refurbishment of the County Museum.		\$350,000	-	\$350,000
2. This Policy Item request is for one-time funding to finance the cost of producing/developing new educational materials for Museum visitors. As the new 12,000 square foot Hall of Geological Wonders nears public opening, the Department proposes to develop new educational materials to enhance the experience of K-12 school students and families that visit the Museum. These materials will provide life long learning to visitors of all ages through "Opportunity Travel Guide" materials that explore the County's cultural and natural heritage; thereby, promoting Museum patrons to visit the riches of San Bernardino County's historic places, diverse cultures, and magnificent diverse landscapes. These materials would be multifaceted by integrating all exhibit content into the public State school standards to improve learning for school age children in non-formal settings, and increase all County and regional residents' knowledge and appreciation of the outstanding heritage that exists in the County and the region. Approval of this request would create greater use of the Museum by more residents and provide a guide for exploring the County and region.		\$150,000	-	\$150,000

MEASUREMENT	2006-07 Actual	2007-08 Actual	2008-09 Target	2008-09 Estimate	2009-10 Target
P1. Increased visitor participation at each of the museum's main halls.					25%
P2. Number of Opportunity Travel Guides dispersed.					500

2009-10 PROPOSED FEE ADJUSTMENTS

DESCRIPTION OF FEE REQUEST	SERVICE IMPACTS
<p>1. Admission to Main Museum. The department is proposing the following increases to the museum admission fees: Adults (from \$6.00 to \$8.00) Seniors (from \$5.00 to \$6.00) Active Military (from \$5.00 to \$6.00)</p> <p>2. Increases in hourly billing rates are being proposed as follows: Professional, curatorial, supervisory personnel (\$78 to \$84) Field Laboratory and office personnel (from \$36 to \$40) Senior research technicians (from \$58 to \$62)</p>	<p>Museum admission fees have not increased since 2003-04. However, the county has invested significantly in the past four years with funding for the new Hall of Geological Wonders and phased refurbishments to the existing Museum exhibit space. The department proposes a fee increase in adult admissions, although it is recommended that the current fee for children and school groups be maintained.</p> <p>Fees for the Museum's research revenue programs have not been increased since 2006-07; consequently, revenues have not kept pace with cost of living increases for employees. Therefore, the department recommends a modest increase to all three hourly rates for the provided services.</p>

If there are questions about this business plan, please contact Robert McKernan, Museum Director, at (909) 307-8427.