



Washoe County
Community Services Department



**WILBUR D. MAY CENTER
ANNUAL REPORT**



Wilbur D. May
CENTER



July 1, 2015 thru June 30, 2016

ACKNOWLEDGEMENTS

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May Center Community Support

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May Center Volunteer Support

Discovery Centers of Washoe County
May Arboretum Society
Community Volunteers

TABLE OF CONTENTS

Wilbur D. May Arboretum	1
Wilbur D. May Museum	27
Financial Summary	47
Marketing & Public Relations	60
2016-17 Funding Requests	87

Wilbur D. May Arboretum & Botanical Gardens

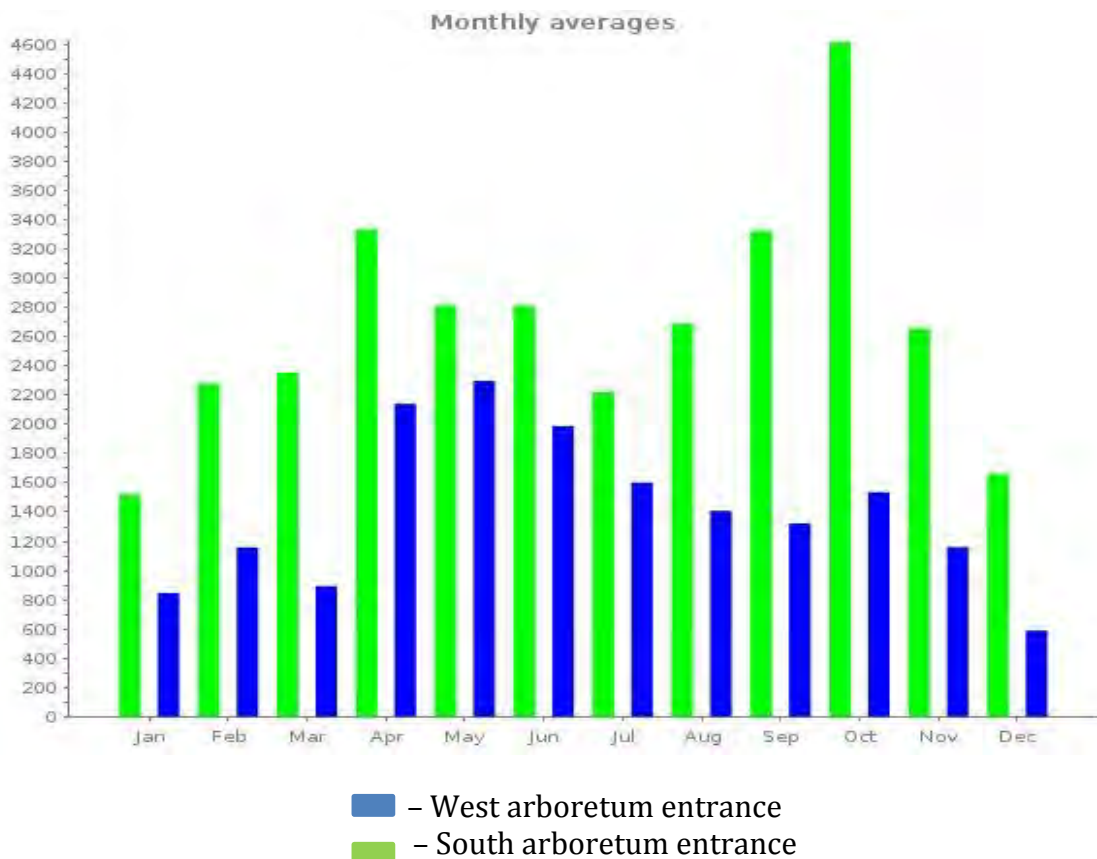


Wilbur D. May Arboretum & Botanical Gardens

Attendance

Approximately 67,000 people visited the Wilbur D. May Arboretum and Botanical Gardens during the fiscal year (July 2015 to June 2016). The total count is nearly identical to last fiscal year's attendance. The average daily attendance for both entrances is approximately 136 people per day. The chart below reflects pedestrian flow from the south and west entrances. Data was collected using two pedestrian counters at each entrance.

Arboretum Attendance
July 1, 2015 to June 30, 2016



Programs and Activities

Workshops and Volunteer Training

The Arboretum Horticulture volunteer training program was developed in 2008 to recruit and train prospective volunteers. Initially there was no fee to participate in the program and retention was relatively poor with only about 10% of students returning to volunteer. Seeing a program change was necessary, in 2015 a \$25 registration fee was imposed with a volunteer commitment of 25 hours within the year in order to participate in the series and program. In addition, citizens that cannot volunteer also have the option to attend the series for a \$75 fee with no volunteer obligation. This new model has yielded positive results with great successes in 2016. Of the 25 that registered this year, 60% paid the \$25 fee and exceeded the volunteer requirement (15 participants). Twelve percent paid the \$75 fee with no obligation to volunteer (3 participants) and the final 28% failed to meet the 25 hour volunteer requirement (7 participants). Those that fulfilled the 25 hour requirement contributed 375 hours which has a service value of \$8,456.25 and 72% continue to volunteer on a regular basis.

Providing training throughout the program were Dr. Heidi Kratsch, Horticulture Specialist from University of Nevada Cooperative Extension (UNCE); Leslie Lyles, Horticulture Consultant; Nate Daniels, Truckee Meadows Foundation; Cheryl Surface, Regional Park Planner; Jeff Knight, State Entomologist for the Nevada Department of Agriculture; Bob Holland, Washoe County Park Ranger; Eric Crump, Operations Division Director; Denise Evans, Volunteer Coordinator and Bill Carlos, Horticulturist. Phil Brazier, Horticulture Assistant assisted in the training.



Hands-on horticultural training during 2016 arboretum volunteer training class.

In addition to an 18 hour volunteer training, five free public garden tours and events were offered during the fiscal year. Ten fee-based tours were also given this year to 612 school children. The May Arboretum Society (MAS) offered several fee-based workshops and events to raise funds for the Arboretum. Other volunteer efforts included community clean-ups that totaled 236 hours of service, a value of \$5,321.50.



Volunteers working during the annual Arboretum clean-up, "Keep it Clean and Green".

Explore the Outdoors

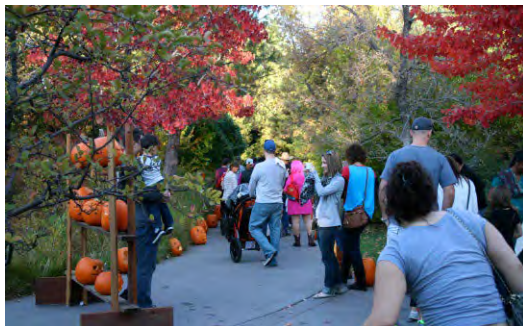
The May Arboretum participated in the Discover the Outdoors event in collaboration with KNPB. The event was held on April 16, 2016. The May Arboretum Society and Arboretum volunteers handed out over 750 tree scavenger hunts and the Society sponsored a plant your own seed activity. Over 1,000 parents and children participated in this event.



Seed planting activity and provided by the May Arboretum Society and scavenger hunt by the May Arboretum.

Great May Center Pumpkin Walk

The Arboretum and May Museum held the annual Pumpkin Walk Friday evening October 9th from 5:30 – 8:30 pm. Over 4,000 people attended the event, an increase of nearly 1,000 from the previous year. Over 80 volunteers participated in the event including Arboretum staff, Washoe County Parks Work Crew, the Senior Auxiliary Volunteer Effort (SAVE) and volunteers from a UNR Fraternity. Pumpkins for the event were donated by Moana Nursery, Rail City Garden Center, and the May Arboretum Society. The May Arboretum purchased an additional 200 pumpkins for a total of 500 pumpkins for the display. A few days prior to the event May Arboretum Society volunteers carved pumpkins as well as the Boys and Girls Club, Washoe County Academy of Arts Careers and Technology and the Charles River Group.



Gingerbread Festival

The May Arboretum Society held their 8th annual holiday Ginger Bread Festival. More than 1,200 visitors attended the event. The Annual Gingerbread House Competition was once again a crowd favorite with 26 entries in six different categories. Local celebrity judges Reno City Council Member Jenny Brekhuis and KOLO 8 News Chief Meteorologist Jeff Thompson assisted Society member Linda Conaboy in awarding 1st, 2nd and 3rd place ribbons in each category. Many in attendance made their own gingerbread house to take home while enjoying musical performances from several local school choral groups and musicians. New to the Gingerbread Festival was the arrival of Santa Claus. Children of all ages shared Christmas wishes and had their photo taken for a special memory of the day. Sponsors of this year's Gingerbread Festival were In-N-Out Burger, LP Insurance Services Inc., Model Dairy, Raley's, Sam's Club, SaveMart Supermarket, Scolari's, and WinCo Foods.



Annual Plant Sale

The annual Plant Sale was held the first weekend in June. It was organized by the May Arboretum Society in collaboration with the Arboretum. Over 40 Society members, which included Arboretum staff and Native Plant Society volunteers, assisted. The sale attracts over 200 plant enthusiasts annually. The Society arranged the use of the Washoe County Academy Arts, Careers and Technology greenhouse to “grow out” the plants prior to the sale. In exchange over 40 students were provided horticulture training on transplanting plants and care. Nearly 3,000 native and adaptive species plants were sold, raising nearly \$7,500 for the Arboretum’s renovation and restoration of Kristen’s Garden.



Party in the Garden

The May Arboretum Society held their 3rd annual “Party in the Garden” in September. The event is held every year to generate funds for the Society and Arboretum. More than 100 guests were treated to live jazz music, hors d’oeuvres and drinks served throughout the Plaza, Burke and Honey Gardens. Refreshments were donated by various local food establishments.



Party in the Garden at Burke

Arbor Day and National Public Garden Day

The Arboretum celebrated Arbor Day on April 29, 2016. An oak tree was planted in Phase II of the gardens in commemoration of the 30 Anniversary of Arbor Day. The seventh annual National Public Garden Day was held Friday, May 6th. Free arboretum guided tours were offered at both events.

Outreach

	FY 09-10	FY 10-11	FY 11-12	FY 12-13	FY 13-14	FY 14-15	FY 15-16
Number of Programs	38	46	27	31	33	19	14
Total Revenue	\$491	\$564	\$259	\$375.00	\$485.00	\$426.00	\$1,125

Bill Carlos continues to contribute to the May Center monthly newsletter as well as the May Arboretum Society quarterly newsletter. Staff was very active in the professional horticulture field and participated in many outreach opportunities. Bill Carlos stayed active and connected professionally, by serving as Vice President of the statewide Nevada Shade Tree Council and a Board Member of University of Nevada Arboretum Board .Horticulture

Assistant Phil Brazier presented at the annual Arboretum's Volunteer Horticulture Training program. Twenty-four one hour tours were also presented by the horticulturist and the assistant during this past year.

With salary savings the Arboretum was able to fund a seasonal position through July 1, 2016. A part time office assistant assisted in revising and managing tours. Revisions to the tour format included changing the route and condensing information at each tour station which allowed additional time for children to move from one circuit to the next without being rushed. Using this system, volunteers usher students to four different areas of the Arboretum. When children arrive at their stations, docents provide a ten to fifteen minute educational, hands-on presentation on topics relating to the environment, plants, water conservation and ecosystems.



Each tour is approximately an hour and a half requiring ten volunteers (four presenters and six ushers) and a coordinator. After the tours, evaluations are sent to each teacher using Survey Monkey. Three surveys were returned and all but one school thought that the information was appropriate. All three schools stated the concepts were clearly conveyed by our docents, would recommend our tours to other schools and would book a tour in the future. One teacher commented, "We especially enjoyed the tour and the docents did an excellent job! We loved the hands on activities." Another expressed, "We like that you are willing to work with our schedule" and "We are very lucky to have this resource!" Overall all the teachers who responded were very satisfied with the program and the Arboretum.

Arboretum staff also assisted Glenn Duncan Elementary school in planning, developing and maintaining their school garden. Washoe County has "adopted" the school, and Arboretum staff continues to support this project.

Operations and Projects

Maintenance

In July, El Niño brought torrential rains causing over \$24,000.00 in damage to the north side of the Arboretum. Foot-paths were washed-out and clogged culverts over flowed causing significant damage to the trails and gardens. In addition, an early unexpected snow storm in November caused an additional \$10,000 worth of damage to the collection which prompted a two day closure of the Arboretum. Crews removed fallen trees and limbs from paths, bridges and trails. After 14 days of continuous removal of debris, arborists were hired to remove broken limbs hanging high above in the trees. The trees that sustained most of the damage were trees that had not been pruned while those previously pruned weathered the storm with little damage. The May Arboretum Society received \$1,000 from a donor to replace trees damaged by the winter storm.

While the rain and snow brought some relief to the five year drought, it took its toll on the collection. Over 30 trees have died over the years as a result of the drought despite winter watering efforts. Plant mortality has been indiscriminate among the groves and gardens losing species such as oaks, maples, ash, conifers and perennials. Dead trees are still being removed and deaccessioned and replaced. For science and historical value, the genus and species names of the plants that died have been retained in our records. Staff will continue to remove and replace plants and trees as the season permits. Ten trees have been planted to date and more are scheduled.



2016 July storm damage.



November 2015 storm damage.

Rodent damage and rodent populations increased due to lush vegetation from summer rains and above normal precipitation in 2015. Rodents cause damage to irrigation control wires, mine under pavers and concrete walks and walls and defoliate certain species of trees. Staff monitors and controls the rodent population on an as-needed basis throughout the year using Integrated Pest Management practices. This is an ongoing effort due to the Arboretum's location adjacent to the foothills.

Projects

Phase III and IV of the fencing began in August. The project is still underway and is expected to be completed by the end of fall.



Phase III and IV of the fencing project at the north end of the Arboretum

DATA BASE MANAGEMENT, CURATING & ACCREDITATION

Updating plant records and curating the collection using the Arc Map GIS 10 mapping software continues for now. New software, IRIS BG, continues to be evaluated for data migration and transitioning. Gary Zaepfel, Washoe County's GIS specialist, is assisting with this project. Over 4000 plant records are being assessed by IRIS for the transition.



New Directional Signs

Three new teal colored enamel directional signs were purchased by Washoe County and were designed to match and preserve the design and style of the existing signs. Staff worked with the fabricator to reflect changes that have occurred within the gardens. Changes include addition of Honey's Garden name to one sign due to its popularity and inclusion of the Galaxy Grove memorial now situated inside the arboretum borders.



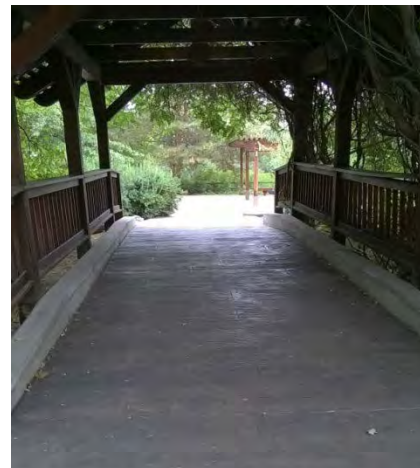
New enamel directional signs.

Honey's Garden Bridge Upgrade

Washoe County made improvements to the aging Honey's Garden bridge (\$64,112). A new 30 foot concrete stem wall was poured to replace rotten piers and decking of the footbridge. A color-stamped concrete deck was added and a new culvert installed. The improvement will provide years of service to one of the most popular gardens in the Arboretum.



During construction

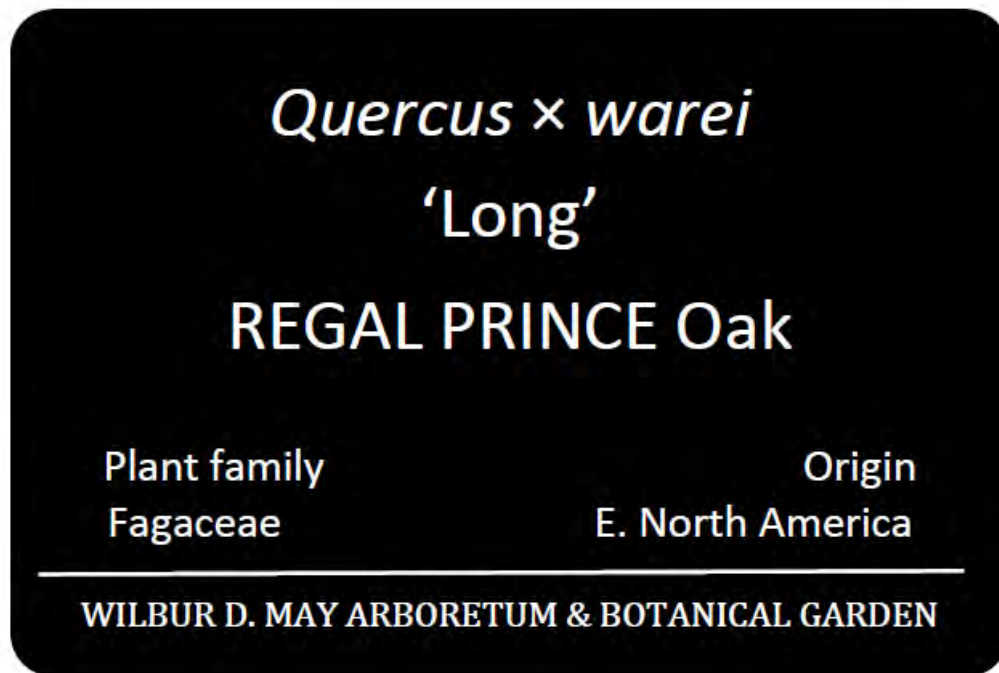


After construction

Curating

Over 30 vandal proof botanical markers were installed in the Arboretum this past spring. The Arboretum received assistance from Washoe County's Community Services Department Inmate Work Program Leader and the Crossroads Program for the installation.

The Arboretum will be upgrading and improving the design of the botanical markers this fall (below) because the older signs are inconsistent and outdated. Over three hundred markers are needed to begin the transition at a cost of \$3,500.00. The new format will include much of the same significant information (e.g., genus, species, cultivar or variety, plant family and origin) and add "Wilbur D. May Arboretum and Botanical Garden." To enhance readability the markers will also be slightly larger, 5" x 4" as opposed to 4-3/4" x 3-1/4". Over 1,000 markers in the Arboretum need upgrading.



Garden Rentals

Garden rentals were up from the previous year, along with donations. Honey's Garden continues to be the most popular garden of the six gardens.

GARDENS	FY 10-11	FY 11-12	FY 12-13	FY 13-14	FY 14-15	FY 15-16
Burke	5	9	6	6	2	4
Honey's	21	31	20	17	14	19
Plaza	4	0	1	0	0	0
Kristen's	2	2	3	1	1	2
Evans Creek	0	0	0	0	0	0
Columbus	0	0	0	0	0	0
Total Number	36	43	30	24	17	25
Total Revenue	\$15,010	\$19,535	\$12,880	\$16,200	\$12,300	14,113

Donations

Source	# Donations	\$ Amount
Adopt - A - Tree/Shrub	4	\$1,000
Memorial Bricks	4	\$990
New Memorial Trees	4	\$2,985
New Memorial Garden	1	\$15,000
General Donations	23	\$24,238
Memorial Benches	1	\$3,500
New Projects	1	\$40,000
Total Donations	52	\$87,713

	FY 10-11	FY 11-12	FY 12-13	FY 13-14	FY 14-15	FY 15-16
Donations	\$16,510	\$23,481	\$23,728	\$19,407	\$27,334	\$87,713

Volunteers

May Arboretum and May Arboretum Society volunteers, interns from Face Forward and the Nevada Youth Empowerment Project program continue to play an important and critical role in the Arboretum's operation. This year volunteers and interns averaged 484 hours of service per month, nearly achieving the 500 hour volunteer goal per month set by staff.



Arboretum Volunteers, Crossroads and Arboretum staff and May Arboretum Society Volunteers.

For the first time since engaging volunteers and interns, Arboretum and May Arboretum Society volunteer service hours exceeded intern and public service volunteer hours by over 1000 hours. This suggests formally trained volunteers and the May Arboretum Society (MAS) are providing increased support compared to previous years (3,443 versus 2,362 respectively).

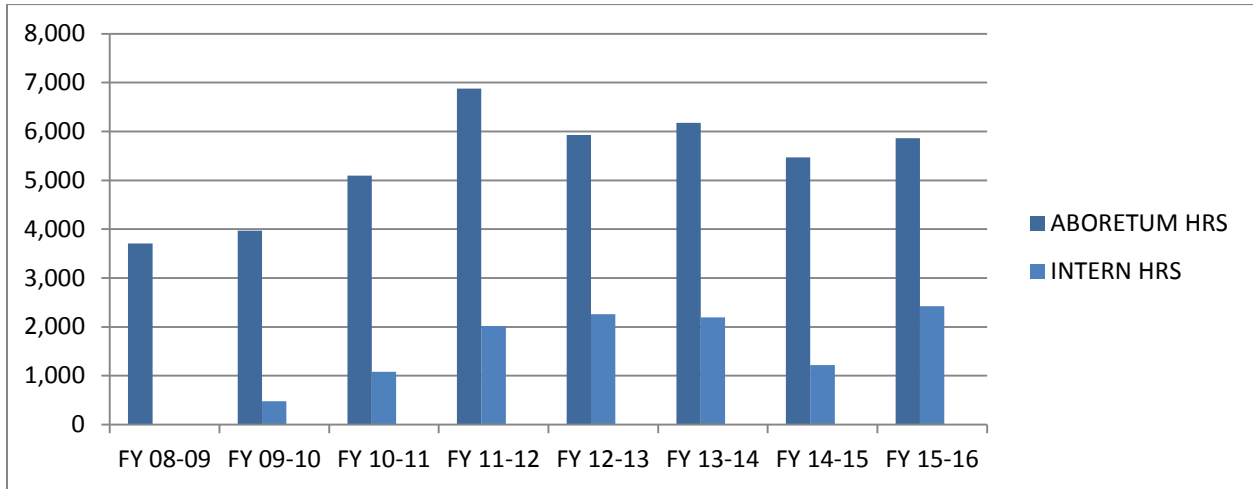
Interns were again secured from Job Corp, Children’s Cabinet and Nevada Youth Empowerment for the Arboretum this past fiscal year. The internships have assisted staff with filling the labor gap temporarily.

The total number of volunteer hours for the fiscal year, including community volunteers, interns, Crossroads Program, MAS and Arboretum volunteers, were 5,865. This is approximately 395 more hours than last year. The service value is worth approximately \$132,254.00. Staff continues to manage and train interns, Crossroads participants, former and new volunteers to make up for the loss of labor due to the budget cuts sustained over the past eight years.

Annual Volunteer Hours

	FY 09-10	FY 10-11	FY 11-12	FY 12-13	FY 13-14	FY 14-15	FY 15-16
TOTAL # VOLUNTEER & INTERN HOURS	3,970	5,095	6,875	5,926	6,174.5	5,470.5	5,865
INTERN HOURS	480	1,080	2,020	2258	2,192.0	1,218.5	2,422
DOLLAR VALUE	\$86,686	\$131,898	\$189,972	\$131,222	\$139,234	\$123,364	\$132,254

Total Arboretum Volunteer Hours



The annual Volunteer Appreciation Day was held this spring in Honey's Garden. The Arboretum recognized volunteers for their efforts by providing acknowledgements from the US Presidential offices for their extraordinary service. Several volunteers provided over 350 hours of service this past year along with long term and new volunteers providing over 100 to 200 hours. The number of hours volunteered is a true testament of their commitment and dedication to the May Arboretum.

Volunteers are needed given the current maintenance staff status. The May Arboretum is far below national standards of one full time employee (FTE) per acre. Currently the Arboretum attempts to maintain thirteen acres of Arboreta, eight acres of pasture and one and a half acres of berms with trees and shrubs and five acres of wetlands with three full time employees. Seasonal staff are utilized but this is still well below the standards. To meet the short fall, Arboretum resourcefulness continues using interns and volunteers. This year the Arboretum used the Crossroads Program to assist with the storm damage clean-up, installation of botanical markers and other projects within the Arboretum. The Crossroads Program is a collaboration that began in January of 2011 between Washoe County Department of Social Services (WCDSS) and Catholic Community Charities of Northern Nevada. The program provides a supportive living arrangement for men and women transitioning out of homelessness.

To further meet the needs of the Arboretum, next year the Arboretum will host two 11 month positions from AmeriCorps. They will assist in the development of environmental educational programs that align with the current trend of Science Technology Engineering and Math (STEM). Funding for Arboretum Environmental educators is provided by the Truckee Meadows Park Foundation.

Currently 28 volunteers and two interns work in the gardens weekly. In fiscal year 2016-2017, the Arboretum was successful in increasing the previous $\frac{3}{4}$ time Maintenance Worker II position to a full-time position. However until staff levels are increased, maintenance of the collection will suffer, potentially affecting the current accreditation.

Community Outreach

The 11th annual Community Spring Clean-Up was held this past year and other clean-ups were scheduled throughout the year to keep the gardens looking their best through the peak season. The total number of community volunteer hours for cleanups was 156 hours, which has a service value of \$3,532.50.



Community volunteers and Arboretum volunteers helping during a community clean-up, "Keep it Clean and Green"

Professional Development & Associations

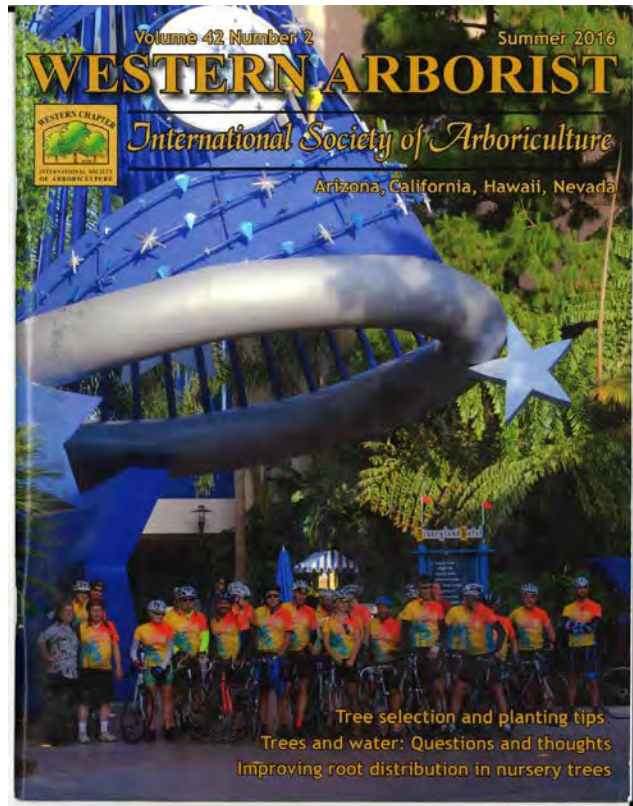
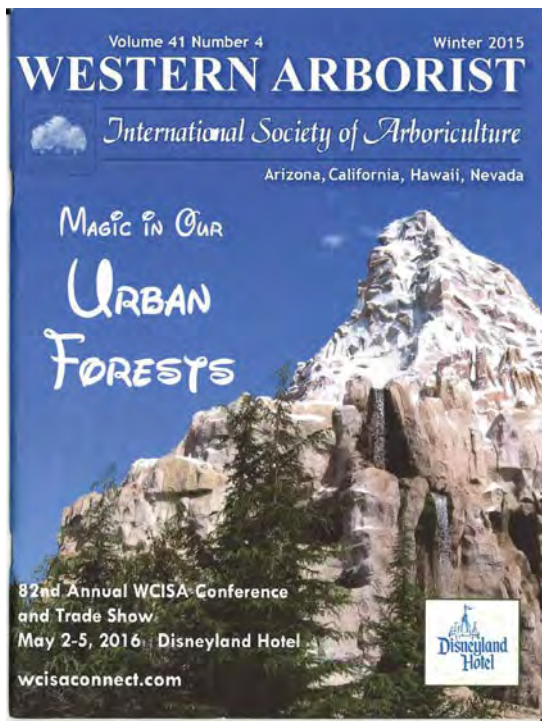
Professional Acknowledgements & Awards

The May Arboretum and Botanical Garden was highlighted in the 2015 winter edition of *Western Arborist*, a professional publication produced by the International Society of Arboriculture (ISA), (Vol. 41, No. 4, page 29) and in the summer edition (Vol. 42 pages 16 & 17). The publication encompasses Arizona, California, Hawaii and Nevada. The Arboretum was mentioned for offering its three day arborist preparatory certification classes and the Level II accreditation achievement. In the summer edition, the Arboretum was recognized for receiving the Gold Leaf Award. Bill Carlos and Rhonda Wood, ISA Past President & Disneyland Resort Arborist, were pictured in this edition. Travel arrangements and lodging for Bill to accept the award were provided by Washoe County. The national award is

designed to recognize local agencies, nonprofits, neighborhood groups and individuals who conduct outstanding Arbor Day activities and landscape beautification projects as well as urban forestry projects that have significant social, economic and or environmental benefits to the local community. Bill accepted the award on behalf of the May Arboretum and Washoe County at the ISA 83rd annual conference in Anaheim at the Disneyland Resort.



Bill Carlos, Molly Sinnott, ISA Board Member & John Crandell, President of the Northern Nevada Shade Tree Council. Right: Bill Carlos & Rhonda Wood, ISA Past President, Disneyland Resort Arborist



Professional Associations

As Vice President of the Nevada State Tree Council (NSTC), Bill Carlos assisted with the week-long Western Chapter International Arboriculture (WCISA) training that was held in October at Rancho San Rafael Regional Park. Bill presented to nearly 30 people from around the region. The Arboretum and Washoe County will assist with training again in November of 2016.

Bill Carlos is also a member of the May Arboretum Society and Chairmen of the May Arboretum Endowment Fund. Funds that are received are managed by the Community Foundation of Western Nevada. The Society determines how the funds will be dispersed in accordance with their policies. The annual interest may only be withdrawn one time per year and at the discretion of the board. The purpose of their endowment fund is to support in perpetuity the Arboretum and to promote and develop educational programs, support operations of the Arboretum, assist in the meeting of national standards staffing levels and to fulfill the mission of the society and the mission of the Arboretum.

Wilbur D. May Museum



Wilbur D. May Museum

Programs and Exhibits

2016 Main Exhibit



The Museum hosted *Ssnakes Alive!* from January – April, 2016. It featured dozens of live venomous and non-venomous snakes, interactive elements, and the opportunity for visitors to get hands-on with live snakes under the supervision of a snake handler. The educational components of the exhibition focused on snake identification, anatomy, habitat, and safety. In addition, the exhibit featured some fun elements like walking on a suspension bridge over a pit of rattlesnakes and a giant crawl-through snake. Wildlife handler Mace Loftus, who has worked with the Museum for exhibitions in the past, returned for the Snakes Alive along with his apprentice. The two interacted with the public each day during business hours and gave presentations to every school tour.

Curator Kristy Lide exercised her negotiating skills with both Wonderworks Exhibits and local animal handler Mace Loftus - providing substantial savings to the Museum. Wonderworks and Jack Hull reduced the fee by \$4,000 and provided a fully refurbished exhibit. A longstanding professional relationship with Mace and his continual support for wildlife programs hosted by the museum concluded with his fee being reduced by nearly 50%. He agreed to the fee that he was paid in 2007. Coordinating with Mace's expertise and experience with Snakes Alive in the past, Curator and contractor worked together to coordinate setup and layout of the exhibit to display elements of the show to optimum

advantage. They further collaborated on which snakes to use to effectively highlight the entire show.

Special programming during the exhibit included live rattlesnake handling demonstrations by John Potash of Get Rattled, live python and boa presentations, and bi-weekly visits from the Great Basin Herpetological Society, who brought dozens of additional live snakes for visitors to touch, hold, and learn about. This included a 14-foot python! The gallery also included cases with snake skeletons, taxidermy, and wet specimens on loan from the University of Nevada, Reno biology department. In addition, the Discovery Room volunteers conducted free arts & crafts activities during spring break for children.

Snakes Alive was extremely popular with the general public and received very positive reviews. Staff conducted approximately 80 guided tours during the exhibit for schools and other organizations. This number was down from previous years, as it was slightly more difficult to connect the exhibit to curriculum standards for the school districts. Along with the target demographic of families and children, the museum saw a significant amount of adult visitors coming without children.







Intern Jaycob Nolte with visitor during Snakes Alive.

Education Tours Snake handler Chelsea showing the best way to interact with snakes!



Mace Loftus Photography

Nevada Mustang Fine Art Show

This three-day art exhibition and sale featured wild horse-themed art work from a variety of local artists. The show included diverse mediums such as oil paintings, pastels, watercolors, photography, and mixed media. The exhibition was well-attended, bringing in nearly 400 visitors over the three days. The organizer donated a percentage of their proceeds to a local wild horse charity. The exhibition will return to the May Museum for a second year in FY 2016-17.



Great May Center Pumpkin Walk

This 4th annual event was the largest yet. More than 4,000 people attended the family-friendly evening, which featured more than 500 hand-carved pumpkins, giant Halloween inflatables, festive decorations, trick-or-treating, costumed characters, and refreshments. The event received a lot of media coverage and promotion, and pre-sale tickets accounted for more than 40% of all ticket sales.

Unfortunately, this year the event outgrew the facilities and the resources of the May Center. As a result, the Center received a significant amount of negative feedback from the community about the quality of the event, which was a blow to public perception. We do plan to continue this event annually; however, staff is working on ways to remedy the issues that we experienced during the last event so that it is a positive experience for visitors once again.



Sierra Watercolor Society – Power of Plants

This one-month art show and sale featured dozens of botanical themed watercolor paintings for sale to the public from the Sierra Watercolor Society. The show was well-attended and resulted in a few sales.



Magic at the Museum

Local Master Magician Justin Impossible conducted two children's workshops at the Museum. During each 1.5 hour class, students learned how to perform four magic tricks. They also took home props and a copy of Justin's children book *The Amazing Alexander*. 35 children attended the workshops and the response was very positive.



Entry for Entrees Food Drive

The Museum hosted an annual food drive for the Food Bank of Northern Nevada around the Thanksgiving holiday. Visitors received free admission when they donated non-perishable food items. The food drive brought in 69 pounds of food this year, which equaled 58 meals for the community.

History in the Buff

This popular Valentine's Day for adults continues to grow! For the 3rd annual event we increased the program to three nights to increase attendance. 49 couples attended the event which included a grownup scavenger hunt for nude art and artifacts, wine, and roses. More than half of attendees were 1st time visitors to the May Museum.

Sierra Watercolor Society - Magical Moments

This winter exhibition featured more than 100 original watercolor paintings from the Sierra Watercolor Society with diverse themes including landscapes, animals, portraits, and more. The show was well-attended and resulted in several sales.



Tuba Christmas

Nearly 450 visited the Museum for this annual free holiday concert. The popular event also featured homemade refreshments for sale from the Discovery Room volunteers and holiday sales in the museum store. Many attendees remarked on how lovely the newly renovated Garden Court area was for the program.



Museum Day Live!

In the spirit of the Smithsonian Museums, which offer free admission every day, Museum Day Live! is an annual event in which museums around the country offer free admission on one day. To take advantage of the offer, attendees had to register for passes online through the Smithsonian. More than 100 pass holder visited the May Museum as part of the event.

Explore the Outdoors

The annual nature themed event from KNPB (PBS) drew a large crowd to Rancho San Rafael for a day of free activities and games. The May Museum hosted free screenings of the KNPB television show "Adventure Cat," and offered discounted admission to the collection.

University District Museums - Day at the Museum

This event invited visitors to explore 11 museums on or around the University of Nevada, Reno campus. All participating museums offered free admission and activities. More than 100 people visited the May Museum as part of the event.



Sierra Watercolor Society - Make Way for Spring

This one-month watercolor exhibition and sale from Sierra Watercolor Society featured more than a dozen paintings with a spring botanical theme. The exhibition was well-attended and sales were moderate.



ARTful Women: Small Works in Fiber and Mixed Media

This exhibition and sale featured a group of female artists from Grass Valley, California, making their Nevada debut. The show included dozens of vibrant pieces of fiber and fabric art. It opened with a well-attended reception to meet the artists and get a preview of the exhibit. The six-week show was very well attended and resulted in many sales. We plan to invite the ARTful Women back for a new exhibition in 2017.



Other Events



The museum hosted school tours in the permanent collection throughout the year, from kindergarten to high school age students. Several adult organizations visited for tours as well.



The Museum Studies class from UNR visited the museum in October 2015 for a lecture and tour from Asst. Curator Samantha Szesciorcka.



An art class from the University of Nevada, Reno visited the museum in September 2015 for a sketching class.



More than 1,200 people visited the May Museum during the 34th annual Great Reno Balloon Race in 2015. The Museum offered free admission all three days.

Community Outreach

The Museum made considerable effort this fiscal year to increase outreach in the community, by having a presence at a variety of events. These opportunities are crucial for giving the museum greater exposure, increasing public perception, and attracting visitors. Our goal is to eventually be at one event each month somewhere in the community.

- *August 2015 – Museum Night at Reno Aces*

The May Museum and several other local museums had booths at a Reno Aces baseball game as part of a themed Museum Night. The evening also included announcements on the PA and advertisements in the game program. We took hands-on artifacts and animals, played a geography game with children, and gave out prizes.

- *September 2015 – University District Museums Resource Fair*

This event featured 12 museums on or around the University of Nevada, Reno campus with information booths. The event was geared toward students to inform them of the resources that the area museums offer. It was a wonderful opportunity to talk to students about the collection and internship opportunities. This will be an annual event at the University.



- *November 2015 – Wilbur D. May Lecture*

Asst. Curator Samantha Szesciorka gave a lecture on Wilbur May to the Osher Lifelong Learning Institute, which offers educational programs for adults age 50 and over. The lecture was well-attended and received and resulted in several visits to the museum by attendees. In addition, Samantha was invited to give more lectures on the Museum in the future.

Wilbur D. May: The Life and Legacy of Reno's Renaissance Man – Redfield

Thursday, Nov. 12

12 noon-1:30 p.m.

Presenter: Samantha Szesciorka

Wilbur D. May seems to have done it all. He was a world traveler, adventurer, artifact collector, artist, rancher, songwriter, aviator, philanthropist and all-around Renaissance man! Unfortunately, his history is not well known. This presentation will cover Wilbur D. May's life of adventure, his connection to the May Company store chain, his move to Reno in the 1930s, the founding of his Double Diamond Ranch and his lasting legacy in Nevada.

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- *January 2016 – Sheep Show*

The May Museum had a booth at the Wild Sheep Foundation's annual Sheep Show Convention. This three-day event is the largest event geared toward hunters in northern Nevada and attracts thousands of attendees from around the region. The Museum's booth focused on early safari history and Wilbur's hunting adventures. It displayed a variety of artifacts from the museum, including a full-size bighorn sheep to match the convention theme. During the expo, the Museum participated in the Youth Wildlife Conservation Experience, teaching children about the various species of wild sheep. The Museum donated a gift basket of items from the Museum Store for the Sheep Show's silent auction. The Museum has been invited to participate again next year.



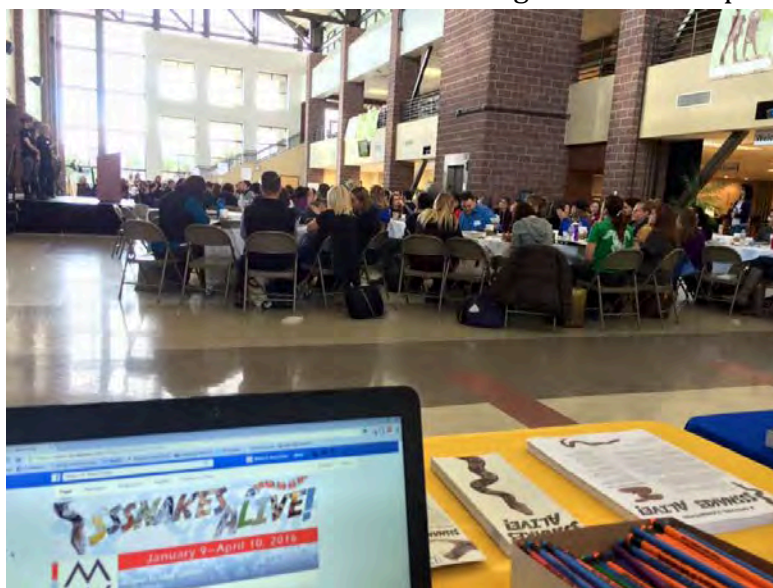
- *February 16 – Reading Week Conference*

The May Museum once again had an informational booth at the annual Reading Week Conference for educators. The event is a good opportunity to connect directly with northern Nevada teachers and promote the Museum’s traveling exhibitions and other child-friendly events.



- *March 2016 – NNCSS Social Studies Expo*

The Museum had an information booth at the Northern Nevada Council for Social Studies annual conference. More than 300 regional educators attended this event, which was focused on social studies. The May Museum booth promoted the permanent collection as well as traveling exhibits and special programs.



- *March 2016 – SEC Open House*
The May Museum had an informational booth at the annual Staff Employees Council Open House at the University of Nevada, Reno. This event is for classified employees at the University and features more than 100 local businesses, organizations, and vendors. The Museum donated a free pass and item from the gift store for the raffle.
- *March 2016 – Museum Night at Reno Bighorns*
The May Museum had an informational booth, along with several other local museums, at the Reno Bighorns museum themed game night. All the participating museums had free activities for kids and prizes.



- *April 2016 – Nevada History Day*
Asst. Curator Samantha Szesciorka was a judge for the Nevada History Day competition (for the exhibits category). This annual event has local middle and high school students researching, creating, and presenting history-based projects. As a judge, Samantha provided professional feedback to student competitors.

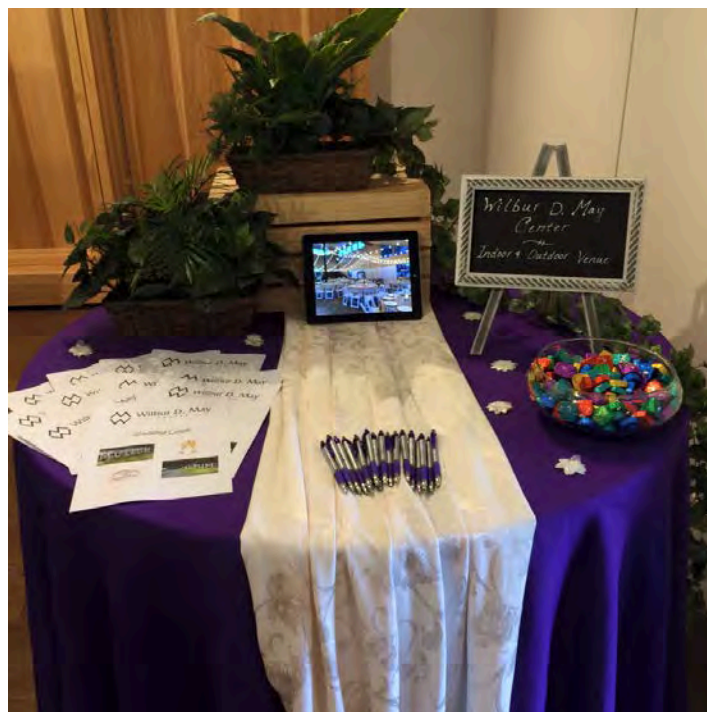
- *May 2016 – Wilbur D. May Lecture*
Asst. Curator Samantha Szesciorka gave another lecture on Wilbur May to the Osher Lifelong Learning Institute. The presentation was very well attended and received.
- *May 2016 – Wilbur D. May Lecture*
Asst. Curator Samantha Szesciorka gave a lecture on Wilbur May to the Reno Haddassah (Women’s Zionest Organization) as part of Jewish American Heritage Month.
- *June 2016 – Wilbur D. May Lecture*
Asst. Curator Samantha Szesciorka gave a lecture on Wilbur May to the Reno Rotary Club.
- *Wedding Fairs*
The May Center continues to have a presence at the major wedding fair events in Reno. These are invaluable opportunities to speak directly with potential customers looking for a venue to rent. We see a tremendous response from wedding fairs.

October 2015 – Bridal and Beauty Fair

November 2015 – My Wedding Library Fair

January 2016 – Grand Bridal Showcase

March 2016 – My Wedding Library Fair



Attendance

Museum Attendance

Museum attendance continues to increase, thanks to quality spring exhibits, a growing calendar of special programs and events throughout the year, robust marketing efforts, and increased presence in the community. Attendance for the fiscal year was a nearly 10-year high.

	FY 10-11	FY 11-12	FY 12-13	FY 13-14	FY 14-15	FY 15-16
Total Attendance	25,674	15,661	24,251	14,435	29,972	30,736

Exhibit

The Snakes Alive exhibit was much stronger with the general public than with school groups, resulting in a slightly lower attendance.

Exhibit	FY 10-11	FY 11-12	FY 12-13	FY 13-14	FY 14-15	FY 15-16
Program Title	Dragons and Dinos	King Tut	Creatures	Treasure	Grossology	Snakes Alive
Operating Days	103	91	67	67	82	66
Attendance	17,721	9,335	10,998	3,721	16,588	15,286
Revenue	\$115,781	\$73,671	\$99,916	\$34,225	\$135,021	\$136,135
Expense	*\$190,383	*\$182,308	\$194,170	\$189,748	\$201,066	\$211,975
Operating Profit	(\$74,602)	(\$108,637)	(\$94,254)	(\$155,523)	(\$66,085)	(\$75,840)
Grants/Donations	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
Profit/Loss	\$25,398	(\$8,637)	\$5,746	(\$55,523)	\$33,955	\$24,160

SNAKES ALIVE 2016

Revenue and Expense Summary
Open to Public January 9, thru April 10, 2016
66 public access days

ATTENDANCE & REVENUE DETAIL:

	Attendance and Admission						
	Adult (\$9.00)	Child (\$8.00)	Senior (\$8.00)	Group (\$6.00)	Under 3	Total Attendance	Gross Revenue
Estimated Total Attendance	2,500	3,000	1,000	4,500	900	11,900	
Estimated Admissions Revenue	\$22,500	\$24,000	\$8,000	\$27,000	\$0		\$81,500
Actual Total Actual	5,189	4,533	833	3,927	804	15,286	
Actual Total Net Revenue (after coupons)	\$46,701	\$36,264	\$6,664	\$23,562			\$113,191

REVENUE & EXPENSE DETAIL:

Revenue:

Admission Fees

Wilbur May Foundation Donation

Gift Store sales during exhibit

TOTAL REVENUE

Direct Expenses:

Seasonal Staff

Exhibit Contract-Wonderworks

Exhibit Contract-Mace Loftus-live animals

Operating Supplies

Animal Supplies

Parts and Supplies

Signs

Office Supplies

Horticultural Supplies)

Other Expense

Printing

Credit Card Fee

Rental Equipment

Advertising

TOTAL DIRECT EXPENSES

Indirect Expenses

Insurance Premiums (4 months)

Utilities (4 months)

Full time staff (Curator & Rec. Specialist)

TOTAL INDIRECT EXPENSES

TOTAL EXPENSES

OPERATING PROFIT/LOSS

	Estimate	Actual
Admission Fees	\$81,500	\$113,191
Wilbur May Foundation Donation	\$100,000	\$100,000
Gift Store sales during exhibit	\$15,000	\$22,944
TOTAL REVENUE	\$196,500	\$236,135
Seasonal Staff	\$25,000	\$24,435
Exhibit Contract-Wonderworks	\$37,500	\$37,500
Exhibit Contract-Mace Loftus-live animals	\$32,500	\$32,500
Operating Supplies	\$2,000	\$9,832
Animal Supplies	\$0	\$302
Parts and Supplies	\$2,000	\$4,031
Signs	\$0	\$280
Office Supplies	\$0	\$205
Horticultural Supplies)	\$200	\$44
Other Expense	\$1,500	\$0
Printing	\$2,000	\$1,680
Credit Card Fee	\$2,500	\$3,690
Rental Equipment	\$500	\$0
Advertising	\$5,000	\$13,628
TOTAL DIRECT EXPENSES	\$110,700	\$128,127
Insurance Premiums (4 months)	\$5,500	\$3,797
Utilities (4 months)	\$5,500	\$5,051
Full time staff (Curator & Rec. Specialist)	\$75,000	\$75,000
TOTAL INDIRECT EXPENSES	\$86,000	\$83,848
TOTAL EXPENSES	\$196,700	\$211,975
OPERATING PROFIT/LOSS	(\$200)	\$24,160

Facility Reservations

	FY 10-11	FY 11-12	FY 12-13	FY 13-14	FY 14-15	FY 15-16
# of Reservations	30	16	23	20	16	32
Revenue	\$28,855	\$22,750	\$23,907	\$19,160	\$14,385	\$44,465

Gift Store

	FY 10-11	FY 11-12	FY 12-13	FY 13-14	FY 14-15	FY 15-16
Gross Sales	\$38,210	\$36,084	\$30,504	\$20,109	\$32,161	\$44,339
Cost of Goods	\$19,544	\$15,610	\$14,005	\$11,063	\$15,842	\$20,702
Gross Profit	\$18,666	\$19,777	\$16,498	\$9,046	\$16,475	\$23,637
Margin Analysis	48.85%	56%	55%	45%	51%	53%

Art Concessions

	FY 10-11	FY 11-12	FY 12-13	FY 13-14	FY 14-15	FY 15-16
Gross Art Concessions	\$6,672	\$9,866	\$8,151	\$3,659	\$1,514	\$7,808

Volunteers

	FY 10-11	FY 11-12	FY 12-13	FY 13-14	FY 14-15	FY 15-16
# of Volunteer Hours	2,299	1,820	1,249	1,253	674	435
# of Intern Hours	40.5	668	321	433	333	421.25
\$ Value of Volunteers	\$49,988	\$54,210	\$34,760	\$32,118	\$23,232	\$20,173.25

Collection Projects

Piano Cleaning and Tuning

In November 2015, the Museum brought in a registered piano technician to clean and tune the piano in the living room. Though the piano is not played regularly, it had received some abuse from visitors. There was also a lot of debris and dust inside the piano. The technician also repaired and reinforced the lip prop which had broken several years ago.



DVD Player Upgrade

After years of use, the DVD player in the living room began to fail. The Museum upgraded to a digital player (similar to the music players in the collection), which should receive far less wear over time than the DVD player. The company that installed the new player also installed a new red button to play the movie.

Taxidermy

Fritz Richards of Old Wolf Taxidermy finished up his project to clean and restore each animal in the museum collection. Visitors enjoyed having a chance to watch Fritz work and felt as though they got a “behind the scenes” look at museum projects. In addition, the taxidermy restoration project received some media coverage. Fritz managed to identify several mounts with dermestid beetle infestations. The affected mounts were removed, isolated, frozen or fumigated, and returned to the collection. In addition, Fritz painstakingly painted and patched almost every mount in the museum.



Archiving

Museum staff and interns continue to digitize and archive as time allows. We are very near to completing the first phase of the project. The archiving project has yielded a variety of photos and documents that can be used to augment upcoming exhibitions with stories about Wilbur May. For example, we used photos from Wilbur's first safari to augment the Married to Adventure exhibition and plan to use photos Wilbur took during WW1 to augment a traveling WW1 exhibition from the National Archives in 2018.

Phase 1: Loose photos and documents. Approximately 2,500 total. **80% complete.**

Phase 2: Complete photo albums. Approximately 18 total.

Phase 3: Books and magazines. Approximately 200 total.

Phase 4: Artwork. Approximately 20 total.

Phase 5: Other Objects. Approximately 200 total.



Future Projects

- New labels for objects in collection. Some missing/outdated/incorrect.
- Stand for feast bowl.
- Repair or replace two fabric lamp shades in trophy room.

Planned Future Exhibits

Kristy has successfully negotiated with Stage Nine Exhibits of Sacramento for TOYTOPIA (2017) and HALL OF SUPERHEROES (2018). Troy Carlson of Stage Nine Exhibits came to the museum during the Snakes Alive Show to get an idea of how to accommodate the Museum and was able to conceptualize layout and setup with Kristy. With input from Mace and his long association with the Museum the meeting was of mutual benefit and advantage for future reference. This meeting was very helpful in setting the groundwork for productive negotiations between Stage Nine and the Curator for future considerations with five possible shows for review. Due to a long and equitable relationship with Jack Hull and Wonderworks Exhibitions, Sherlock Holmes and the Clock Tower Mystery is on a very positive trajectory for an opening in the Museum during the Summer/Fall of 2017.

Financial Summary



Completed Projects FY 2015-16

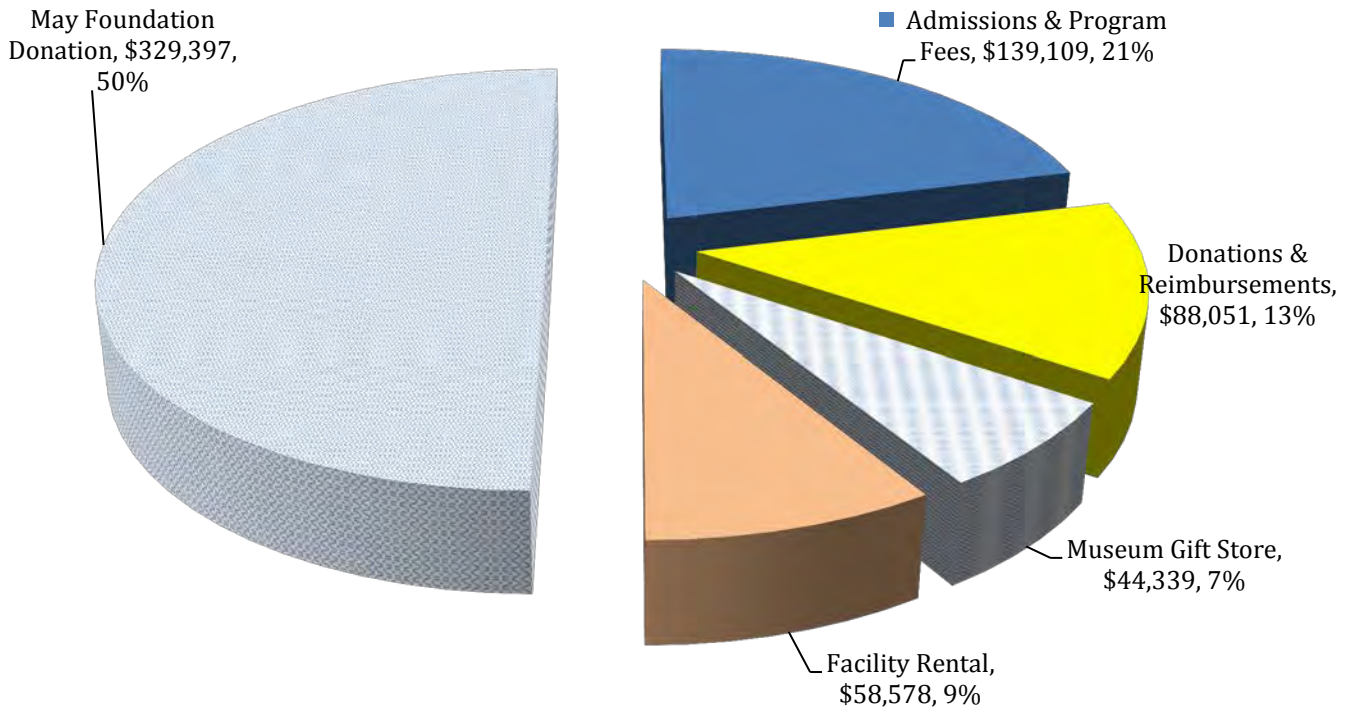
	Wilbur May Foundation Supported Projects	County General Fund & Community Donation Supported Projects
Museum-Archival project	\$1,564	
Museum-J. Olson curatorial projects	\$5,052	
Museum-Taxidermy	\$15,863	
Museum-Rack card distribution & media	\$24,498	
Museum-Reupholster bench cushions	\$3,675	
Museum-Repair to concrete entry		\$3,800
Arboretum-Purchase 6 passenger cart	\$8,750	
Arboretum-Replace beams & deck-Honey's Garden Bridge		\$64,112
Total value of completed projects	\$59,402	\$67,912

In Fiscal Year 2015-16 Washoe County completed the above projects supported by the Wilbur May Foundation and Washoe County's General Fund Infrastructure Preservation, totaling \$127,314. Exhibit and curatorial services provided by Jim Olson funded through multiple donations from the Wilbur May Foundation over the last several years are complete; all funds are fully expended.

Last year we reported the purchase of an Arboretum green house, with a total project budget of \$280,215. Permitting and installation delays have been resolved and road construction that impaired easy access to the site is complete. The green house is expected to be installed late this fall.

Wilbur D. May Museum and Arboretum Direct Operating Revenue Sources Fiscal Year 2015-16

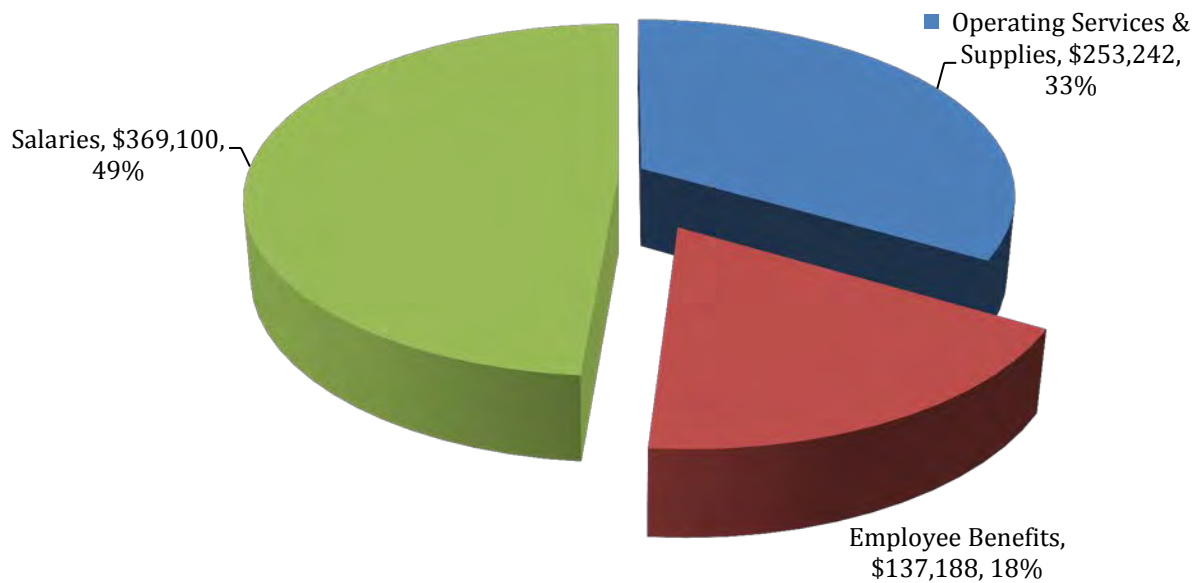
Total Revenue: \$659,474



Direct Operating Revenue Sources:	Fiscal 2015-16		Fiscal 2014-15	
	Amount	Percentage	Amount	Percentage
May Foundation Donation	\$329,397	50%	\$312,552	58%
Admissions & Program Fees	\$139,109	21%	\$146,118	27%
Donations & Reimbursements	\$88,051	13%	\$27,779	5%
Museum Gift Store	\$44,339	7%	\$32,161	6%
Facility Rental	\$58,578	9%	\$22,960	4%
Total	\$659,474	100%	\$541,570	100%

Wilbur D. May Museum and Arboretum Direct Operating Expense Distribution Fiscal Year 2015-16

Total Expense: \$759,530



Fiscal Year 2015-16 Salaries & Benefits include the following positions:

Museum:

Curator – 1 full time position

Assistant Curator- 1 full time position (effective 5-4-15)

Seasonal Positions – 5,210.75 hours (2.5 FTE), \$46,607

Arboretum:

Horticulturist – 1 full time position

Horticultural Assistant – 1 full time position

Maintenance Worker II – 1 part time position (1,248 hours)

Seasonal Positions- 4,043.5 hours (1.94 FTE), \$49,197

Note: Expense distributions remained steady in FY2015-16 compared with FY2014-15. Salaries are the same, and there was a one percent decrease in Operating Services & Supplies and an equal increase to Employee Benefits.

Wilbur D. May Center Annual Report
July 1, 2015 - June 30, 2016

SUMMARY
WILBUR D. MAY MUSEUM AND ARBORETUM
FISCAL 2015-16 OPERATIONS
(July 1, 2015 thru June 30, 2016)

All Wilbur D. May Center activities are supported and reportable through the County's financial systems.

WILBUR D. MAY MUSEUM and ARBORETUM	Arboretum Total Operations Actual	Museum Total Operations Actual	Total Operations Actual
REVENUE			
EARNED INCOME:			
Admission Fee		\$ 139,109	\$ 139,109
Gift Store Sales (including art concessions)		\$ 44,339	\$ 44,339
Facility Rental	\$ 14,113	\$ 44,465	\$ 58,578
TOTAL EARNED INCOME	\$ 14,113	\$ 227,913	\$ 242,026
GRANTS AND DONATIONS:			
Wilbur May Foundation Donations	\$ 105,000	\$ 224,397	\$ 329,397
Public Donations	\$ 87,713	\$ 338	\$ 88,051
TOTAL GRANT REVENUE	\$ 192,713	\$ 224,735	\$ 417,448
TOTAL ALL REVENUE	\$ 206,826	\$ 452,648	\$ 659,474
EXPENSE			
SALARIES:			
Full Time Salaries (3 positions)	\$ 138,349	\$ 116,678	\$ 255,027
Part Time Salaries (one 3/4 time & one 655 hrs. position)	\$ 18,269		\$ 18,269
Seasonal Positions	\$ 49,197	\$ 46,607	\$ 95,804
TOTAL SALARIES	\$ 205,815	\$ 163,285	\$ 369,100
EMPLOYEE BENEFITS:			
Group Insurance	\$ 22,048	\$ 23,276	\$ 45,324
Retirement	\$ 43,541	\$ 32,336	\$ 75,877
Medicare (hire after April 1986)	\$ 1,981	\$ 1,318	\$ 3,299
Workmens & Unemployment Compensation	\$ 6,193	\$ 6,495	\$ 12,688
TOTAL EMPLOYEE BENEFITS	\$ 73,763	\$ 63,425	\$ 137,188
TOTAL PERSONNEL COSTS	\$ 279,578	\$ 226,710	\$ 506,288
OPERATING SERVICES & SUPPLIES:			
Professional Services (Exhibit rentals/presenters)		\$ 81,710	\$ 81,710
Service Contracts	\$ 913	\$ 636	\$ 1,549
Laundry Services		\$ 399	\$ 399
Repairs & Maintenance	\$ 21,100	\$ 1,959	\$ 23,059
Software Maintenance (Point of Sale)		\$ 1,910	\$ 1,910
Operating Supplies	\$ 4,857	\$ 30,805	\$ 35,662
Small Tools	\$ 1,132	\$ 67	\$ 1,199
Animal Supplies		\$ 302	\$ 302
Parts and Supplies	\$ 3,634	\$ 4,102	\$ 7,736
Signs & Markers	\$ 3,265		\$ 3,265
Chemical Supplies		\$ 8	\$ 8
Signs and Markers		\$ 280	\$ 280
Office Supplies	\$ 907	\$ 565	\$ 1,472
Books, Subscriptions, Association Dues	\$ 36		\$ 36
Postage	\$ 66		\$ 66
Irrigation Supplies	\$ 1,514	\$ 70	\$ 1,584
Horticulture Supplies	\$ 15,220	\$ 5,960	\$ 21,180
Fuel & Lube	\$ 1,928		\$ 1,928
Printing		\$ 2,025	\$ 2,025
Rental Equipment		\$ 128	\$ 128
Auto Expense (personal use of auto-reimbursement)		\$ 18	\$ 18
Seminars, Meetings and Memberships	\$ 470		\$ 470
Licenses & Permits	\$ 100		\$ 100
Insurance Deductible & Premiums	\$ 7,723	\$ 11,392	\$ 19,115
Telephone-Land Lines Only	\$ 628	\$ 1,100	\$ 1,728
Cellular Phone	\$ 542		\$ 542
Uniforms	\$ 405		\$ 405
Credit Card Fees		\$ 4,919	\$ 4,919
Advertising		\$ 24,532	\$ 24,532
Utilities	\$ 502	\$ 14,893	\$ 15,395
Water/Sewer	\$ 260	\$ 260	\$ 520
TOTAL SERVICES AND SUPPLIES	\$ 65,202	\$ 188,040	\$ 253,242
TOTAL ALL EXPENDITURES	\$ 344,780	\$ 414,750	\$ 759,530

**WILBUR D. MAY ARBORETUM & BOTANICAL GARDEN
FISCAL 2015-16 OPERATIONS
(July 1, 2015 thru June 30, 2016)**

All Wilbur D. May Arboretum and Botanical Garden activities are supported and reportable through the County's financial systems.

WILBUR D. MAY ARBORETUM	Washoe County * General Fund Support	Public Donations & Other Sources	May Foundation Operations Support	Total Operations
REVENUE				
EARNED INCOME:				
Facility Rental	\$ 14,113			\$ 14,113
TOTAL CHARGES FOR SERVICES	\$ 14,113	\$ -	\$ -	\$ 14,113
GRANTS AND DONATIONS:				
Wilbur May Foundation Donations			\$ 105,000	\$ 105,000
Public Donations		\$ 87,713		\$ 87,713
TOTAL GRANT REVENUE	\$ -	\$ 87,713	\$ 105,000	\$ 192,713
TOTAL REVENUE	\$ 14,113	\$ 87,713	\$ 105,000	\$ 206,826
EXPENSE				
SALARIES:				
Full Time Salaries (2 positions)	\$ 93,848	\$ 10,045	\$ 34,456	\$ 138,349
Part Time Salaries (one 3/4 time position)	\$ 18,269			\$ 18,269
Seasonal Positions	\$ 6,545		\$ 42,652	\$ 49,197
TOTAL SALARIES AND WAGES	\$ 118,662	\$ 10,045	\$ 77,108	\$ 205,815
EMPLOYEE BENEFITS:				
Group Insurance	\$ 13,479		\$ 8,569	\$ 22,048
Retirement	\$ 31,156		\$ 12,385	\$ 43,541
Medicare (hire after April 1986)	\$ 1,236		\$ 745	\$ 1,981
Workmens & Unemployment Compensation			\$ 6,193	\$ 6,193
TOTAL EMPLOYEE BENEFITS	\$ 45,871	\$ -	\$ 27,892	\$ 73,763
TOTAL PERSONNEL COSTS	\$ 164,533	\$ 10,045	\$ 105,000	\$ 279,578
OPERATING SERVICES & SUPPLIES:				
Service Contracts	\$ 913			\$ 913
Repairs & Maintenance	\$ 1,628	\$ 19,472		\$ 21,100
Operating Supplies	\$ 1,643	\$ 3,214		\$ 4,857
Small Tools	\$ 176	\$ 956		\$ 1,132
Parts and Supplies	\$ 2,842	\$ 792		\$ 3,634
Signs & Markers		\$ 3,265		\$ 3,265
Office Supplies	\$ 215	\$ 692		\$ 907
Books & Subscriptions		\$ 36		\$ 36
Postage	\$ 10	\$ 56		\$ 66
Irrigation Supplies	\$ 657	\$ 857		\$ 1,514
Horticulture Supplies	\$ 3,776	\$ 11,444		\$ 15,220
Fuel & Lube	\$ 951	\$ 977		\$ 1,928
Seminars, Meetings and Memberships		\$ 470		\$ 470
Licenses & Permits	\$ 100			\$ 100
Insurance Deductible & Premiums		\$ 7,723		\$ 7,723
Telephone-Land Lines Only	\$ 628			\$ 628
Cellular Phone	\$ 542			\$ 542
Uniforms	\$ 405			\$ 405
Utilities	\$ 502			\$ 502
Water/Sewer	\$ 260			\$ 260
TOTAL SERVICES AND SUPPLIES	\$ 15,248	\$ 49,954	\$ -	\$ 65,202
TOTAL EXPENDITURES	\$ 179,781	\$ 59,999	\$ 105,000	\$ 344,780
Revenue vs Expense	\$ (165,668)	\$ 27,714	\$ -	\$ (137,954)

* Direct Washoe County General Fund support of Arboretum operations.

Wilbur D. May Center Annual Report
July 1, 2015 - June 30, 2016

**WILBUR D. MAY MUSEUM
FISCAL 2015-16 OPERATIONS
(July 1, 2015 thru June 30, 2016)**

All Wilbur D. May Museum activities are supported and reportable through the County's financial systems.

WILBUR D. MAY MUSEUM	Operations	May Foundation Operating & Exhibit Support	Total Operations
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REVENUE

EARNED INCOME:

Admission Fee	\$ 139,109		\$ 139,109
Gift Store Sales	\$ 44,339		\$ 44,339
Facility Rental	\$ 44,465		\$ 44,465
TOTAL EARNED INCOME	\$ 227,913	\$ -	\$ 227,913

GRANTS AND DONATIONS:

Wilbur May Foundation Donations *		\$ 224,397	\$ 224,397
Public Donations	\$ 338		\$ 338
TOTAL GRANT-DONATION REVENUE	\$ 338	\$ 224,397	\$ 224,735
TOTAL ALL REVENUE	\$ 228,251	\$ 224,397	\$ 452,648

EXPENSE

SALARIES:

Full Time Salaries (2 positions)	\$ 46,672	\$ 70,006	\$ 116,678
Seasonal Positions	\$ 30,924	\$ 15,683	\$ 46,607
TOTAL SALARIES AND WAGES	\$ 77,596	\$ 85,689	\$ 163,285

EMPLOYEE BENEFITS:

Group Insurance	\$ 9,281	\$ 13,995	\$ 23,276
Retirement	\$ 12,934	\$ 19,402	\$ 32,336
Medicare (hire after April 1986)	\$ 527	\$ 791	\$ 1,318
Workmens & Unemployment Compensation	\$ 2,598	\$ 3,897	\$ 6,495
TOTAL EMPLOYEE BENEFITS	\$ 25,341	\$ 38,084	\$ 63,425
TOTAL PERSONNEL COSTS	\$ 102,937	\$ 123,773	\$ 226,710

OPERATING SERVICES & SUPPLIES:

Professional Services (Exhibit rentals/presenters)		\$ 81,710	\$ 81,710
Service Contracts (Security Alarm)	\$ 636		\$ 636
Laundry Services	\$ 399		\$ 399
Repair & Maintenance	\$ 1,959		\$ 1,959
Software Maintenance (Point of Sale System)	\$ 1,910		\$ 1,910
Operating Supplies (gift store inventory & operating) **	\$ 30,805		\$ 30,805
Small Tools	\$ 67		\$ 67
Animal Supplies	\$ 302		\$ 302
Parts and Supplies (general operating)	\$ 4,102		\$ 4,102
Chemical Supplies	\$ 8		\$ 8
Signs and Markers	\$ 280		\$ 280
Office Supplies	\$ 565		\$ 565
Irrigation Supplies	\$ 70		\$ 70
Horticulture Supplies	\$ 5,960		\$ 5,960
Printing	\$ 2,025		\$ 2,025
Rental Equipment	\$ 128		\$ 128
Auto Expense (personal use of auto-reimbursement)	\$ 18		\$ 18
Insurance Deductible & Premiums	\$ 11,392		\$ 11,392
Telephone-Land Lines Only	\$ 1,100		\$ 1,100
Credit Card Fees	\$ 4,919		\$ 4,919
Advertising	\$ 5,618	\$ 18,914	\$ 24,532
Utilities	\$ 14,893		\$ 14,893
Water/Sewer	\$ 260		\$ 260
TOTAL SERVICES AND SUPPLIES	\$ 87,416	\$ 100,624	\$ 188,040

TOTAL ALL EXPENDITURES	\$ 190,353	\$ 224,397	\$ 414,750
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Revenue vs Expense	\$ 37,898	\$ (0)	\$ 37,898
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* Wilbur May Foundation donations included \$100,000 exhibit support, \$95,000 operating support, \$20,000 Assistant Curator subsidy, \$1,564 archival supplies and \$7,833 marketing support.

Washoe County Direct Cash Contributions	
Fiscal Year 2015-16	
Arboretum direct operating support	\$ 179,781
Repair concrete entry-Museum	\$ 3,800
Replace beams & deck-Honey's Garden	\$ 64,112
Community Services Dept-Regional Parks total	\$ 183,581
Facility Management Support-Arboretum	\$ 9,051
Facility Management Support-Museum	\$ 5,053
Irrigation Water-main water source	\$ 18,215
Community Services Dept-Facility Management total	\$ 32,319
Total County contribution	\$ 215,900

Facility Management support of the Museum included preventative and as-needed maintenance of all building systems, painting of the art gallery, repair of humidity, heat, fire and sewer systems, lighting fixtures, safety railings and gutters.

Facility Management support of the Arboretum included electrical and transformer repairs and installation of electrical outlets in Honey's Garden, water heater replacement and garage door repair at Arboretum Office, and preventative maintenance of office building, shade shelters, and pergola structures. The Arboretum is 100% irrigated with metered potable water.

Arboretum direct operating support decreased from prior year due to the retirement of a part time Maintenance Worker. This position was filled again in spring, and upgraded to a full time position. Irrigation Water costs decreased from prior year due to the rain and snow experienced this past winter and spring. There were 4 months in which no irrigation water was needed.

**Wilbur D. May Building Fund
Bank of America Status Report
Cash Account Activity - Fiscal Year 2015-16**

Balance as of 7-1-15 \$441,707.10

Checks issued:	#1820	\$ 152,952.30	Garden Court-Draw #2-Gill Constr.	
	#1821	\$1,125.00	Garden Court-Final draw design	
	#1822	\$3,300.00	Taxidermy-Museum-Draw #1	
	#1823	\$75,000.00	1st Qtr O & M & Exhibit Support	
	#1824	\$5,000.00	1st Qtr Asst Curator subsidy	
	#1825	\$21,847.00	Arboretum fence-Artistic Fence	
	#1826	\$7,900.00	Arboretum fence-Stodtmeister Iron	
	#1827	\$31,133.00	Garden Court-Retention-Gill Constr.	
	#1828	\$57,854.70	Garden Court-Draw #3-Gill Constr.	
	#1829	\$630.00	Garden Court-pond & fish health	
	#1830	\$1,764.29	Phil B.-travel-TRAQ training	
	#1831	\$3,235.80	Bill C.-travel-APGA Conference	
	#1832	\$5,807.71	Garden Court Draw #4-Gill Constr.	
	#1833	\$1,102.96	Travel-Samantha-NV Museums Assn.	
	#1834	\$1,563.79	Archival supplies-Washoe Co./Gaylord	
	#1835	\$75,000.00	2nd Qtr O & M & Exhibit Support	
	#1836	\$5,000.00	2nd Qtr Asst Curator subsidy	
	#1837	\$5,137.50	Taxidermy-Museum-Draw #2	
	#1838	\$3,675.00	Reupholster Museum cushions-Evco	
	#1839	\$7,833.13	Reno News/Review&rack cards-Snakes	
	#1840	\$11,500.00	KNPB/Ch. 5-Snakes Exhibit	
	#1841	\$5,052.11	Jim Olson-Garden Court Remodel	
	#1842	\$5,164.54	Folder/rack card display-annual contr.	
	#1843	\$3,525.00	Taxidermy-Museum-Draw #3	
	#1844	\$172.50	Garden Court-materials testing	
	#1845	\$8,750.00	Arboretum-6 passenger cart	
	#1846	\$5,000.00	3rd Qtr Asst Curator subsidy	
	#1847	\$75,000.00	3rd Qtr O & M & Exhibit Support	
	#1848	\$3,900.00	Taxidermy-Museum-Draw #4	
	#1849	\$5,000.00	4thQtr Asst Curator subsidy	
	#1850	\$75,000.00	4th Qtr O & M & Exhibit Support	

Total Checks Issued 7-1-15 thru 6-30-16 \$ (664,926.33)

Accrued Interest 7-1-15 thru 6-30-16 \$513.52

Wilbur May Foundation Receipts				
#1060 7-7-15	\$165,818.00	Garden Court -Museum		
#1071 8-21-15	\$3,300.00	Taxidermy-Museum-installment #1		
#1072 9-8-15	\$5,000.09	Bill & Phil travel and training-Arboretum		
#1081 10-15-15	\$1,102.96	Samantha travel-Museum		
#1089 10-26-15	\$3,675.00	Reupolster 13 Museum cushions		
#1090 11-2-15	\$1,563.79	Archival supplies-Museum		
#1091 11-2-15	\$5,137.50	Taxidermy-Museum-installment #2		
#1108 12-8-15	\$24,509.54	Marketing-FY15-16-Museum		
#1111 12-8-15	\$25,331.41	FY15-16 Misc. projects		
#1126 3-10-16	\$40,000.00	Arboretum Fence		
#1135 5-12-16	\$20,000.00	FY 16-17 Supplemental Museum Support		
#1136 5-12-16	\$50,000.00	FY16-17 Exhibit Support		
#1137 5-12-16	\$250,000.00	FY16-17 O & M & Exhibit Support		\$595,438.29

ACCOUNT BALANCE AS OF 6-30-16 \$372,732.58

<u>Fund commitments at 6-30-16:</u>				
FY 16-17 Museum position	\$20,000.00			
FY 16-17 O & M & Exhibit Support	\$300,000.00			
"Misc. Projects" funding	\$9,156.41	\$4750-Fence, \$4406.41 unallocated		
Arboretum Fence Project	\$40,000.00			
Total Commitments				<u>(\$369,156.41)</u>

Cash Reserve (to keep account active) (\$1,000.00)

Available cash after all commitments \$2,576.17

Wilbur May Foundation "Extra Money"
 Foundation Check #1111, 12-8-15,

Trust Acct.Check #	Project	Expense	Available Balance	Foundation Approval
	Donation		\$ 25,331.41	
#1843	Museum-Taxidermy-Museum-Draw #3	\$ 3,525.00	\$ 21,806.41	e-mail of 1-12-16
Pending install	Arboretum-Additional needed for fence	\$ 4,750.00	\$ 17,056.41	e-mail of 2-24-15
#1845	Arboretum-6 passenger cart	\$ 8,750.00	\$ 8,306.41	e-mail of 2-24-15-\$9,000 approved
#1848	Museum-Taxidermy-Museum-Draw #4	\$ 3,900.00	\$ 4,406.41	e-mail of 4-5-16

Wilbur D. May Museum

Fiscal Year 2015-16

- In fiscal year 2014-15 the Museum experienced an operating profit of \$37,898, just slightly above last fiscal year's profit of \$37,683.
- The "Snakes" exhibit earned slightly more revenue (\$136,135) as the "Grossology" exhibit did in fiscal year 2014-15 (\$135,021).
- Museum gift store sales increased from \$32,161 in fiscal year 2014-15 to \$44,339 in fiscal year 2015-16, a \$12,178 (38%) sales increase.
- The response to the renovated Garden Court is reflected in the 209% increase in facility rental revenue from prior year. Facility rental revenue was \$44,465 for the year.
- No Washoe County general services overhead fees were charged this fiscal year and are not expected to be re-implemented in the future.

Fiscal Year 2016-17

- Total estimated revenue for fiscal year 2016-17 is \$487,408 funded through the following sources:

Wilbur May Foundation Operating Support	\$ 95,000
Wilbur May Foundation Exhibit Support	\$100,000
Wilbur May Foundation new position support	\$ 20,000
Projected earned income	<u>\$277,408</u>
Total anticipated income	\$487,408
- In fiscal year 2016-17 the anticipated earned revenue and direct operating expenditure budget was increase to provide for the possibility of a larger, more expensive spring exhibit, or provides for the flexibility of increasing the number of exhibits should appropriate options be located and scheduling allows. With these changes and normal personnel cost changes, the total operating budget increased \$123,682.
- An operating loss of \$15,519 is forecast for fiscal year 2015-16. This is to provide a flexible expense budget for the Museum.
- Fiscal year 2016-17 budget appropriations reflect the following Museum staff:
 - ✓ Full time Curator, Kristy Lide, 100% Museum.
 - ✓ Full time Assistant Curator/Program Coordinator, Samantha Szesciorka, 100% Museum.
 - ✓ Seasonal staff.

Wilbur D. May Arboretum & Botanical Garden

Fiscal Year 2015-16

- Public donations of \$83,713 were received by the Arboretum. An increase from \$27,334 in 2014-15 or 206%. Included in the total is a \$40,000 donation to match the Wilbur May Foundation's generous support for the next phase of the Arboretum fence. Other donations supported operating, maintenance and improvements; all are reflected as part of the operating budget of the Arboretum.
- Seasonal staff costs increased \$3,591, from \$45,606 in fiscal 2014-15 to \$49,197. Supply expenses increased \$25,218, funded by public donations.
- May Arboretum Society endowment donations are not included in County operating revenue or expense information.

Fiscal Year 2016-17

- Total estimated operating support for fiscal year 2016-17 is \$357,800 funded through the following sources:

Wilbur May Foundation Operating Support	\$105,000
Washoe County Operating Support	\$241,300
Projected earned income	<u>\$ 11,500</u>
Total operating support	\$357,800
- The Arboretum's part-time (1,560 hours) Maintenance Worker II, Kelley Latham, retired mid-year. This position has been increased from part-time to full-time, an increase of 520 hours or 3 extra months of staffing.
- The total fiscal year 2016-17 Arboretum direct operating expenditure budget is \$357,800.
- Fiscal year 2015-16 budget appropriations reflect the following Arboretum staff:
 - ✓ Full time Horticulturist, Bill Carlos 100% Arboretum
 - ✓ Full time Assistant Horticulturist, Phil Brazier 100% Arboretum
 - ✓ Full time Maintenance Worker II, Bradon Franklin, 100% Arboretum
 - ✓ Seasonal staff

Wilbur D. May Center Annual Report
July 1, 2015 - June 30, 2016

SUMMARY
WILBUR D. MAY MUSEUM AND ARBORETUM
FISCAL 2016-17 OPERATIONS
(July 1, 2016 thru June 30, 2017)

All Wilbur D. May Center activities are supported and reportable through the County's financial systems.

WILBUR D. MAY MUSEUM & ARBORETUM	Arboretum	Museum	Total
	Total Operations	Total Operations	Operations
	FY 16-17 BUDGET	FY 16-17 BUDGET	FY 16-17 BUDGET

REVENUE

EARNED INCOME:			
Admission Fee	\$ 500	\$ 213,408	\$ 213,908
Gift Store Sales (including art concessions)		\$ 30,000	\$ 30,000
Facility Rental	\$ 11,000	\$ 34,000	\$ 45,000
TOTAL EARNED INCOME	\$ 11,500	\$ 277,408	\$ 288,908

GRANTS AND DONATIONS:			
Wilbur May Foundation Donations	\$ 105,000	\$ 210,000	\$ 315,000
Other Donations			\$ -
TOTAL GRANT REVENUE	\$ 105,000	\$ 210,000	\$ 315,000
TOTAL ALL REVENUE	\$ 116,500	\$ 487,408	\$ 603,908

EXPENSE

SALARIES:			
Full Time Salaries (2 positions Museum, 3 Arboretum)	\$ 185,491	\$ 121,145	\$ 306,636
Seasonal Positions	\$ 45,610	\$ 47,591	\$ 93,201
TOTAL SALARIES	\$ 231,101	\$ 168,736	\$ 399,837

EMPLOYEE BENEFITS:			
Group & Retiree Insurance	\$ 53,420	\$ 41,073	\$ 94,493
Retirement	\$ 52,333	\$ 33,683	\$ 86,016
Medicare (hire after April 1986)	\$ 1,328	\$ 685	\$ 2,013
Workmens/Unemploy. Comp	\$ 4,142	\$ 1,251	\$ 5,393
TOTAL EMPLOYEE BENEFITS	\$ 111,223	\$ 76,692	\$ 187,915
TOTAL PERSONNEL COSTS	\$ 342,324	\$ 245,428	\$ 587,752

OPERATING SERVICES & SUPPLIES:			
Professional Services (Exhibit rentals/presenters)		\$ 182,770	\$ 182,770
Banking Services		\$ 125	\$ 125
Service Contract	\$ 525	\$ 14,588	\$ 15,113
Laundry Services		\$ 250	\$ 250
Repairs & Maintenance	\$ 2,444	\$ 13,766	\$ 16,210
Software Maintenance (Point of Sale)		\$ 3,900	\$ 3,900
Operating Supplies	\$ 553	\$ 9,385	\$ 9,938
Parts and Supplies (includes Museum gift store inventory)	\$ 1,000	\$ 17,500	\$ 18,500
Chemical Supplies	\$ 250	\$ 135	\$ 385
Signs and Markers		\$ 2,300	\$ 2,300
Office Supplies	\$ 200	\$ 1,250	\$ 1,450
Books & Subscriptions		\$ 100	\$ 100
Express Courier & Postage	\$ 20	\$ 50	\$ 70
Irrigation Supplies	\$ 4,750		\$ 4,750
Horticulture Supplies	\$ 950	\$ 1,500	\$ 2,450
Weed Abatement		\$ 150	\$ 150
Tree Program	\$ 250		\$ 250
Fuel & Lube	\$ 228		\$ 228
Printing	\$ 350	\$ 2,195	\$ 2,545
Licenses & Permits		\$ 1,182	\$ 1,182
Rental Equipment & Equipment charges		\$ 500	\$ 500
Insurance Deductible & Premiums	\$ 150	\$ 500	\$ 650
Telephone-Land Lines Only	\$ 488	\$ 2,348	\$ 2,836
Cellular Phone	\$ 462		\$ 462
Auto Expense (personal vehicle mileage reimbursement)		\$ 487	\$ 487
Credit Card Fees		\$ 2,500	\$ 2,500
Advertising		\$ 12,500	\$ 12,500
Utilities	\$ 530	\$ 16,000	\$ 16,530
Water/Sewer	\$ 100	\$ 200	\$ 300
Fleet Vehicle Maintenance, replacement & fuel	\$ 2,226		\$ 2,226
TOTAL SERVICES AND SUPPLIES	\$ 15,476	\$ 286,181	\$ 301,657

TOTAL ALL EXPENDITURES -FY 2016-17 Budget	\$ 357,800	\$ 531,609	\$ 889,409
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Total Budget All Expenditures for prior year-FY 2015-16	\$ 322,112	\$ 407,927	\$ 730,039
Total Budget All Expenditures for prior year-FY 2014-15	\$ 311,636	\$ 428,054	\$ 739,690
Total Budget All Expenditures for prior year-FY 2013-14	\$ 315,869	\$ 385,520	\$ 701,389
Total Budget All Expenditures for prior year-FY 2012-13	\$ 271,838	\$ 457,954	\$ 729,792
Total Budget All Expenditures for prior year-FY 2011-12	\$ 244,746	\$ 370,153	\$ 614,899

Marketing & Public Relations



Marketing and Public Relations



"This little museum had so much to see." ~ Bay Area visitor
"Just about as close to walking in paradise as you can get." ~ Victorville, CA visitor
"I had my wedding there and it was absolutely beautiful and affordable!" ~ Reno visitor
"Always a fun day with family be it at the museum or the arboretum" ~ Reno visitor
"If you live here and never been, you are missing out." ~ Sparks visitor
"This is one of my favorite childhood memories. Glad to share it with my children."
~ Missouri visitor



Brief

The May Center's visibility in the community continues to grow as marketing efforts become more comprehensive. Attendance at the May Museum was at a nearly 10 year high this fiscal year. This is due, in part, to robust efforts to connect with audiences and create a relationship with them. Our marketing goal is to meet the audience where they are – whether that is online, watching television, in a hotel, or in the park. We have been experimenting with a variety of platforms to promote the Museum – not just to increase revenue, but to increase public perception and engagement. We are “competing” for visitors with other destinations in Reno that far exceed us in terms of staffing and funding (especially for marketing). But, I believe our efforts are beginning to pay off as we strengthen our image in the community and broaden our reach.

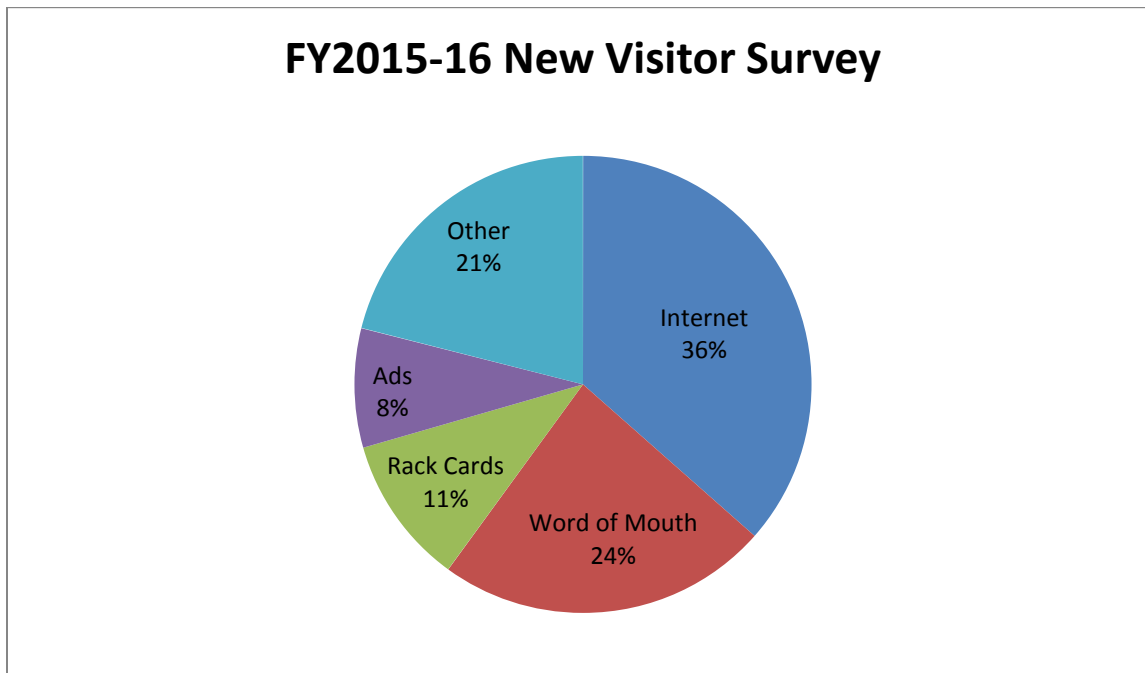
- Samantha Szesciorka
Assistant Curator

Visitor Geographic Data

Based on the lobby guest book, we can determine where some of the museum visitors come from. This fiscal year, the log book showed 44% of visitors were **not** Nevada residents. These non-Nevada visitors came from all over the United States, along with Australia, South Africa, Brazil, and a number of other countries. 56% of visitors to the museum were Nevada residents. This data shows why it is critical to market to locals as well as tourists.

New Visitor Data

This fiscal year, we saw a change in the way new visitors learned about the museum. As the following graph shows, the majority of first-time visitors said they heard about the museum online. That can mean a variety of places – some visitors said they googled “things to do in Reno,” others specified Facebook or TripAdvisor. Research shows that visitors to cultural institutions are 2.5x more likely than the average person to be “super connected” to the internet, meaning they get information about leisure activities almost exclusively online through social media and peer review sites. We’re definitely seeing that trend at the Museum and expect that to increase, which underscores the value of advertising online – which we did heavily this year. However, that doesn’t mean we should abandon more traditional advertising platforms. As the graph shows, we are also attracting new visitors with print advertisements and rack cards, particularly older visitors.



*Survey conducted 1 July 2015 – 30 June 2016 with approximately 800 visitors.

*Most popular “Other” sources were the AAA guide and signs in the park.

Paid Advertising Breakdown

Print	Internet	Other	Television
Reno News & Review	ThisIsReno.com	Billboards	KNPB
KNPB Program Guide	Facebook	Rack Cards	
Getaway Reno-Tahoe	KNPB website	Direct Mailing	
WHERE Reno-Tahoe	SpinGo	Wedding Fairs	
Kids Directory		Other Boothed Events	
Kids at Tahoe		Branded items	

May Foundation Funded: Reno News & Review, KNPB Program Guide, KNPB website, Rack Cards, KNPB-TV

Washoe County Funded: Getaway Reno-Tahoe, WHERE Reno-Tahoe, Kids Directory, Kids at Tahoe, ThisIsReno.com, Facebook, SpinGo, Billboards, Direct Mailing, Wedding Fairs, Other Boothed events, Branded items.

We are now advertising in two hotel guides in the Reno-Tahoe area. One is an annually published guide, the other is quarterly. We also dabbled with the Kids Directory guide and the Kids at Tahoe magazine for Snakes Alive ads. We increased spending on online advertising this fiscal year, which helped to reach audiences outside of the Reno area and increase attendance at events in both the museum and arboretum. Advertising dollars also go into booth rentals at a variety of events in the community, at which we can promote exhibits, events, weddings, etc.

ThisIsReno.com

One of our most ambitious new advertising contracts is entirely online. ThisIsReno.com was founded in 2009, but has quickly grown to be a leading source of online news and information for the Reno-Sparks community. Our advertising with ThisIsReno consists of ads on the website, news and events story posting, as well as sponsored posts on Facebook and Twitter. The following statistics show the reach and engagement for five months of ads. As you can see, our ads on the website were viewed by 444,962 people.

2015-12-31	Start Date	Advertisement	Views	Hovers	Clicks	CTR
2016-07-18	End Date	2016-01-May Center Snakes	59091	694	290	0.49%
444962	Total Views	2016-02-may-museum	77070	1059	180	0.23%
6560	Total Hovers	2016-03-snakes	61267	708	71	0.12%
800	Total Clicks	2016-04-snakes	24908	226	31	0.12%
0.18%	Click-Through Rate	2016-04-flowers-spring	74966	1315	77	0.10%
		2016-05-may museum	145863	2534	149	0.10%
		2016-08-May Museum	0	0	0	N/A
		2016-09-may museum	0	0	0	N/A
		2016-10-may museum	0	0	0	N/A
		2016-07-may museum 1	1797	24	2	0.11%
		2016-07-may museum 2	0	0	0	N/A

Social Media



The May Center Facebook page is the most effective social media platform for the Museum and Arboretum. The page currently has 3,400+ followers (on par with the National Automobile Museum) with 170+ people subscribed to our events listings. The demographics of our Facebook followers skew heavily toward women ages 25-34. This fiscal year we invested approximately \$700 to boost certain posts on Facebook, which led to a significant increase in reach.



The May Center Twitter has 440+ followers. The demographics of followers skews toward women whose top interests are politics and current events. The Museum participated in Ask A Curator Day in September 2015, fielding questions from Twitter users alongside 1,079 museums from 51 countries.



The May Center Instagram has 120+ followers and growing. It has become a fun platform to showcase interesting photos of behind-the-scenes things in the Museum and Arboretum. We recently highlighted western-themed artifacts in the collection with a #westernweek in conjunction with the Reno Rodeo.

Peer Review Sites

Tripadvisor – Ranked #24 out of 114 things to do in Reno.

Yelp – 4.5 out of 5

Google – 4.2 out of 5


Media Coverage

Earned media, that is news coverage that we do not pay for, remained consistent this fiscal year as in years past. Our press releases were able to generate television news coverage, newspaper coverage, and radio coverage of a number of events in the Museum and Arboretum. We averaged approximately 4.5 news stories a month, which is a conservative estimate as we cannot always monitor all news outlets.

Main Exhibit

The Ssnakes Alive exhibition did not come with a marketing kit, so we created our own graphics and promotional materials. Exhibit ads appeared weekly in Reno News & Review, monthly in the KNPB program guide, in the quarterly Getaway Reno-Tahoe hotel guide, in the monthly Kids Directory guide, the monthly Kids at Tahoe magazine, web ads and sponsored posts on ThisIsReno.com, Snakes Alive rack cards at 272 locations including the Reno-Tahoe airport, 130 fifteen second commercials on KNPB, and boosted ads on Facebook. The Museum also had three digital billboard designs airing for two months alongside Interstate 80 in Reno-Sparks.






SSNAKES ALIVE!




JANUARY 9— APRIL 10, 2016

Get up close and personal with venomous snakes and discover why their reputations are based more on fear than fact!



Wilbur D. May
MUSEUM

1595 N. Sierra Street, Reno
 (Inside Rancho San Rafael Park)
 (775) 785-5961 | maycenter.com







SSNAKES ALIVE!

OPEN NOW!




Wilbur D. May
MUSEUM



SSNAKES ALIVE!


CLOSES APRIL 10!

Get up close with live snakes and discover why their bad reputations are based more on fear than fact!



Wilbur D. May
MUSEUM

www.maycenter.com




EMBRACE YOUR FEAR

SSNAKES ALIVE!

On Display through April 10




Wilbur D. May
MUSEUM

www.maycenter.com









They're Coming.

**SSNAKES
ALIVE!**
January 9 - April 10, 2015



Wilbur D. May
MUSEUM


www.maycenter.com




SSNAKES ALIVE!




SSNAKES ALIVE!





VIP Passsss

Complimentary admission
for up to four guests!



Wilbur D. May
MUSEUM

1595 N. Sierra Street, Reno
 775-785-5961 | maycenter.com



SSSNAKES ALIVE!

www.maycenter.com

SSSNAKES ALIVE!



**EMBRACE
YOUR
FEAR**

SSSNAKES ALIVE!

JANUARY 9, 2016 - APRIL 10, 2016

Uncover the secret lives of snakes and discover why their reputations are based more on fear than fact. *Snakes Alive!* features more than 20 live venomous snakes along with dozens of interactive stations and imaginative displays.

- ✕ Walk on a suspension bridge over a pit filled with live rattlesnakes!
- ✕ Step into the dark recesses of a rattlesnake den!
- ✕ Crawl through a 25-foot model snake!
- ✕ Test your reflexes in a simulated bite station!
- ✕ See the world through infrared snake vision!



Wilbur D. May
MUSEUM

1595 N. Sierra Street, Reno
www.maycenter.com
(775) 785-5961

\$9.00 adults
\$8.00 kids
\$8.00 seniors



Newsletter

Recently, we switched from a bimonthly newsletter to a monthly newsletter. We will monitor the statistics to see if this changes the readership. Currently, the average national open rate for our industry (arts/culture/museums) is approximately 17%, so we are well above average. The newsletter continues to be an excellent way to promote events to past visitors.

Subscribers	% Change	Average Open Rate	% Change
2,423	+10%	26%	+1%

Advertisements and Marketing Materials

MUSEUM | ARBORETUM | BOTANICAL GARDEN | GIFT STORE

Meet Wilbur May: Explorer, aviator, artist, songwriter, rancher, Soldier, lover of adventure, and collector of artifacts. African tribal masks, Japanese swords, Polynesian fertility statues, American Western art, European firearms, a South American shrunken head — it's all here. Explore the world... without leaving Reno. (Pith helmets optional.)

Wilbur D. May
 CENTER

1595 N. Sierra Street, Reno
 775.785.5961 | maycenter.com

TRAVEL THE WORLD

Without Leaving Reno



MUSEUM | ARBORETUM | BOTANICAL GARDEN | GIFT STORE



Wilbur D. May CENTER

1595 N. Sierra Street, Reno
775.785.5961
maycenter.com



Travel the world... without leaving Reno!

Wilbur D. May Museum

maycenter.com



August 12 – September 18

The Power of Plants

Experience the beauty of nature through the medium of watercolor. More than 100 pieces of botanical art will be on display from the Sierra Watercolor Society.



1595 N. Sierra Street, Reno
775.785.5961
maycenter.com



*Newly remodeled
Garden Court
opening mid-July!*



1595 N. Sierra Street, Reno | 775.785.5961 | maycenter.com



Make Way
For Spring



A watercolor art show and sale to celebrate the botanical beauty of the season.

APRIL 20—MAY 15



Wilbur D. May
MUSEUM

maycenter.com



ARTful Women
Fiber & Mixed Media

MAY 21—JULY 17



Wilbur D. May
MUSEUM

maycenter.com



The Power of Plants
Art Exhibition & Sale

August 12 - September 13



Wilbur D. May
MUSEUM

maycenter.com





**Great May Center
Pumpkin Walk**

Friday, October 9

 **Wilbur D. May**
MUSEUM

maycenter.com



**Magic in the
Museum!**

**November 22 &
November 29 from
Noon—1:30pm**

Master Magician Justin Impossible will teach students how to perform 4 magic tricks! \$30.00 per child age 6-12. Includes take home props and a book! Call 785-5961 to register.

 **Wilbur D. May**
MUSEUM

*The Perfect Backdrop
for your Perfect Day*



Our newly-renovated indoor garden features lush plants, two ponds with waterfalls and Japanese koi fish, dramatic vaulted ceilings, customizable lighting options, commercial grade kitchen, Arboretum views, and more.




Wilbur D. May
— CENTER —






**The West is
Only the
Beginning...**



Wilbur D. May
MUSEUM

1595 N. Sierra Street,
Reno | 775.785.5961
maycenter.com




ART EXHIBITION & SALE
MAY 20—JULY 17, 2016

ARTful Women
Fiber & Mixed Media




Wilbur D. May
MUSEUM


1595 N. Sierra Street, Reno
775.785.5961 | maycenter.com



ARTful Women
Fiber & Mixed Media

THROUGH JULY 17



 Wilbur D. May
MUSEUM



ARTful Women
Fiber & Mixed Media

Presents a collection of small works
May 21 - July 17, 2016

Reception May 20
6 - 8 PM
~~~~~  
Interactive  
Art Demo July 17, 2 - 4 pm

 Wilbur D. May  
MUSEUM



[www.artfulwomen.net](http://www.artfulwomen.net)

DON'T LEAVE THE PARK WITHOUT  
VISITING THE MUSEUM!

FREE ADMISSION DURING THE  
GREAT RENO BALLOON RACES!



Meet Wilbur May: Explorer, aviator, artist, songwriter, rancher, Soldier, philanthropist, and collector of artifacts. Japanese swords, Polynesian fertility statues, African tribal masks, European firearms, a South American shrunken head —it's all here. Explore the world... without leaving Reno. (Pith helmets optional.)



**Wilbur D. May**  
MUSEUM



**BALLOON RACE HOURS:**  
FRIDAY, 7:00AM-3:00PM  
SATURDAY, 7:00AM-3:00PM  
SUNDAY, 7:00AM-1:00PM





*April 20 - May 15*

# Make Way for Spring

Explore the botanical beauty of the changing season in a new exhibition from Sierra Watercolor Society.

 **Wilbur D. May**  
MUSEUM

1595 N. Sierra Street, Reno  
775.785.5961  
maycenter.com

**Make Way for Spring**  
ART SHOW & SALE



 **Wilbur D. May**  
MUSEUM

Out&About

[ High/Low ]

# Reno

The Biggest Little City in the World is in the midst of a resurgence, both culturally and economically, with cosmopolitan amenities blending with hometown friendliness. Reno, Nevada, also welcomes visitors with its full slate of special events throughout the summer, including Artown, a monthlong celebration packed with daily events in July. —Guy Clifton

## GO

**Worth It:** From helicopter tours to ATV treks to kayaking excursions, **Sierra Adventures** offers a variety of ways to explore the area's natural beauty, including single-day, multiday, or combo adventures. Pair the hot air balloon ride with jet skiing (\$499) or the helicopter ride and sailing (\$349). If you prefer land-based adventures, try the ATV-and-mountain biking combo (\$249). (866) 323-8928; wildsierra.com.

**On the Cheap:** **Rancho San Rafael Regional Park**, a former working cattle ranch, has walking/jogging/bicycling paths, picnic areas with barbecue grills, an exercise course, horseshoe pits, an arboretum, and access to miles of high desert trails, all for free. It also encompasses the kid-friendly Wilbur D. May Museum (admission \$3.50-\$5). (775) 785-4512; washocounty.us/parks.

## EAT

**Indulge:** Located in a former home in the Powning District and adjacent to the Truckee River, **Beaujolais Bistro** provides a taste of French cuisine with a menu that changes daily, based on the impulses of chef-owner Bill Gilbert. Start with the charcuterie plate (\$18), which includes rillettes, Serrano ham, chorizo, and pâté; popular entrées include *onglet* (hanger) steak in a creamy béarnaise sauce, served with a side of *frites* (\$34), and the Sonoma County Poultry Liberty Duck breast, which is seared skin-down and served with a kumquat wine reduction (\$33). (775) 323-2227; beaujolaisbistro.com.

**Budget Bites:** Locals' favorite **PJ and Company** features an extensive menu and a full bar—the Bloody Mary is a popular starter. Biscuits and gravy (\$6.50) for breakfast or the cashew chicken salad (\$11.95) are popular. If you stop at nearby Reno Little Theater first and grab a PJ flier, 20 percent of the bill will be donated to the theater. (775) 323-6366; pjandco.net.

## STAY

**Big Spender:** The AAA Four Diamond **Peppermill Resort Spa Casino** is consistently voted Reno's best hotel in local newspaper reader polls. The hotel has a spa, two geothermally heated pools, and a dozen restaurants, including the eye-catching AAA Four Diamond Bimini Steakhouse. Rates for suites start at \$90. (866) 821-9996; peppermillreno.com.

**Smart Saver:** The cheerful **Circus Circus** in the heart of downtown Reno is walking distance to many of July's Artown events. It offers free parking, a fitness center, and a free airport shuttle. Rates start at \$29. (800) 648-5010; circusreno.com.

"It's a hard knock life," sung to you every time you ask your kids to clean up?

**Interesting fact:** In a typical production of the musical "Annie," the word *tomorrow* is sung 47 times.

**Tickets:** Start at \$50, [www.pioneer-center.com](http://www.pioneer-center.com)

## Pumpkin Walk

This fourth annual Halloween event with more than 500 handcarved pumpkins is from 4 to 8 p.m. Oct. 24 at

the May Center and through the outdoor paths at Rancho San Rafael Park.

**Why I suggest:** It's festive to walk along a path with pumpkins to trick or treat.

**Interesting fact:** Pumpkins are carved by local volunteers including 100 children.

**Details:** Last year tickets were \$5. Prices for the 2015 event haven't been announced yet. [www.facebook.com/](http://www.facebook.com/)

See FUN, Page 3C

6000 Bartley Ranch Road. The family event benefits Nevada Youth Empowerment Project, a local nonprofit that provides support and training to older teenage girls and young women in need.

The festival (free admission) features carnival games, petting zoo, pony rides, cupcake decorating, gold panning, face painting, bounce house, cake walk and food trucks.

For information on NYEP, visit [www.nyep.org](http://www.nyep.org).

### **MAY ARBORETUM HOSTS GARDEN PARTY**

The May Arboretum Society's annual benefit, Party in the Garden, runs from 4 to 7 p.m. Sept. 27 at the May Arboretum and Botanical Garden in Rancho San Rafael

Regional Park, 1595 N. Sierra St.

The event features small bites, coffee, microbrews, wine and silent auction. Tickets: \$40 members, \$50 public, from [www.mayarboretumsociety.org](http://www.mayarboretumsociety.org).

### **JAZMINE FEAST IN HONOR OF MOON FEST**

Beginning at 6 p.m. Sept. 27, Jazmine restaurant, 9333 Double R Boulevard, is hosting a nine-course feast of Chinese dishes in honor of the Moon Festival. This harvest festival celebrates fellowship, thanks and the hope for prosperity.

Dishes include shrimp-stuffed crab claws, stir-fried duck breast with yellow chives, and lobster with ginger and scallions. Cost: \$70

Dear Samantha, 4.12.16  
Thank you for presenting the wonderful programs that the Wilbur May Museum offers to school children and educators. Our Nevada Reading Week Conference is always more exciting when we hear about this great programs and your personal adventures.  
Thank you for your interesting door prize. See you next year.  
Sincerely, Dennise Howard  
Vendor Committee

Thank you!

I have had a wonderful time being an intern here over the past two semesters. It helped me understand more of the behind the scenes in the museum field. I have learned a variety of things during my internship, and thank you all for that. Thank you for letting me complete my internship at the May Museum, it will be an experience that I will always remember.

Thank you,

Jaycob Nolte

# ARTS & CULTURE

## SNAKE

THE SNAKE  
EXHIBIT HAD  
MY SKIN  
SLITHERING

## CHARMED

STORY AND PHOTOS BY JEAN CHAMMELL-SINGLEY

### PART ONE: A DAY AT THE MUSEUM

Daylight filters in through the skylights, and the sound of splashing water mingles with the shrieks of laughing children. Sunday afternoon at the Snakes Alive! Exhibit in the Wilbur D. May Center sounds like a jungle.

How did I end up here? I don't have kids, and I'm really, really afraid of snakes. So far, though, I'm keeping my cool. It's hard to get too worked up over little glass terrariums. Plus, the droves of children don't seem frightened, so I've got to save face. Nevertheless, I find I'll have to increase the shutter speed on my camera to compensate for the slight tremor in my hands.

The main exhibit space seems like a really great place to bring younger children. The displays are interactive but simple enough for even toddlers to engage. There's a 25-foot-long model of a snake that functions like a jungle gym for crawling over and through. It seems to be the biggest hit with the kids.

In another room, the advertised "suspension bridge over a pit filled with

live rattlesnakes" is a bit of a letdown for all but the youngest kids who've yet to figure out that all but two of the Plexiglass covered snakes on either side of the bridge aren't real. The docent patiently reminds the children not to run, and parents dutifully instruct them not to tap on the glass. I wonder at the Egyptian motif in this room full of rattlesnakes—natives of the Americas.

The sparsity and vagueness of interpretive text, in places, leaves something to be desired. But not so in the next room where I've found a wild-haired mannequin in a suit. He's covered in snakes. There's accompanying text this time. Ah, "fundamentalist Christians," that makes sense, I think. The text reads that these religious groups "handle venomous serpents in a religious frenzy, believing their faith in God will protect them from harm." The guy who started the movement in 1909 died of a rattlesnake bite in 1950. Four decades of zealously handling venomous snakes—that's a pretty good run.

I feel like I've learned a few things here today. I know that people the world over eat snakes—from reticulated pythons in China to rattlesnakes here in the States. I'd rather not have heard

about the cooking methods; I believe all animals deserve a humane death, and some of the recipes don't fit the bill. What else? I've learned that the hognoose snake (if a snake were going to be cute, it'd be this one) uses its nose to burrow in the ground in search of toads. And I've learned that kingsnakes are immune to the venom of the snakes they eat, including rattlesnakes, copperheads, and coral snakes. I walk back through the museum, softly humming "Crawling King Snake."

### PART TWO: A WALK ON THE WILD SIDE

As I make my way back into the first exhibit room, I see two young children—a boy and girl—each with a live snake. They're between me and the front door. For a moment, I stand eyeing the emergency exit. But I find I'm strangely fascinated. They handle the snakes with such ease, gently helping littler children to hold them. I start snapping photos, not aware that I'm moving closer.

As the two kids walk back through the exhibit, I realize that I'm following them to the room where the docent at

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ELATION

AND A WARRINESS

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CREATURE, BUT THESE

FEELINGS ARE ACCOMPANIED

BY LOW-LEVEL

BIZZINESS

AND THE TELLTALE STINGING

EYES THAT PROCEED TEARS.

the front desk told me the Great Basin Herpetological Society is keeping the 14-foot Burmese python this weekend. I hadn't planned on visiting this section of the exhibit. I never specifically agreed to handle live snakes when I volunteered for this story. I hadn't even known the herpetological society would be here. I don't recall it being mentioned anywhere on the website.

I want to get the names of the two snake-handling kids for my story. It'll be quick, and

then I'll leave. This room is full of people with snakes coiled around their arms, their torsos, their necks. I'm sure I seem sketchy, verging on unstable as I ask around for the kids' parents. Eventually, I locate their grandfather—Jim Beaver, vice president of the Great Basin Herpetological Society. They're here with him and their mother, Jennifer Beaver. The children are Ben and Kylie.

The Beavers are a friendly family. I'm fascinated to just talk with them about the collection of pets they keep at home. In addition to three boa constrictors, they have two bearded dragons, a bunch of leopard geckos, and a Russian tortoise. They also have two Pomeranians, which they keep away from the snakes.

Would I like to hold one of the snakes? This from little Ben, who offers the gopher snake, Sebastian. Looking down at the kid's earnest expression, I can't help but believe that he means it when he says Sebastian is friendly. I'll give it a go.

As the snake proceeds to wend its way behind my neck and through my hair, I tremble and hold my breath. The family members take turns gently reminding me to breathe. When the snake is no longer slithering across my skin, I feel a strange sense of elation and a warmth toward the little creature, but these feelings are accompanied by low-level dizziness and the telltale stinging eyes that proceed tears.

I say thanks for letting me hold Sebastian, even though I was frightened. I'm relieved to hear that scaredy cats like me inspired members of the Great Basin Herpetological Society to be at the museum. The Beavers and their



I have to admit, I'm charmed by boa constrictors Adamo and Rey.

herpetological society friends are on a hearts-and-minds mission.

I hang around and get introduced to Lightning, the corn snake, Terra, a ball python, and a California kingsnake named Puppy. The Beavers hope herpetological societies around the country will change minds and end things like the Rattlesnake Roundup in Texas, during which hundreds, sometimes thousands, of snakes are killed.

Snakes are an important part of the ecosystem. The eldest Beaver says that, with large numbers of Eastern diamondback rattlesnakes dying due to habitat loss and hunting, the Eastern U.S. is seeing an unsettling resurgence of Lyme disease. The disease is conveyed to humans through ticks, about 2,000 of which can be eaten by a single Eastern diamondback over the course of a year.

It's time to go. But there's one more thing I want to do. There are two bigger snakes I've had my eyes for the last hour or so. They're boa constrictors, and their names are Adamo and Rey. I've watched them move across the shoulders and torsos of three of the herpetological society's members. Now, I want to hold them. I'm still scared, but it's a good kind of scared this time. I smile and look into the camera as Jim Beaver takes a shot to commemorate my afternoon spent with him and his family—the human and reptile ones.

The Great Basin Herpetological Society will be present at Snakes Alive! every other weekend through the end of the exhibit on April 10. □

Dates to see the Great Basin Herpetological Society: Jan. 23-24, Feb. 6-7, Feb. 20-21, March 5-6, March 19-20, April 2-3.

7175 San Antonio Ranch Road

Washoe Valley

Nevada

89704

U.S.A.

Thursday, February 18, 2016

Dear Snakes Alive

I really liked your exhibit on snakes. The best part was holding a snake. I think you should have some more live snakes if it is not too hard. It is sunny that in the room, with the bridge and rattlesnakes in it, there are two snakes in a glass case that lay on a hot pad.

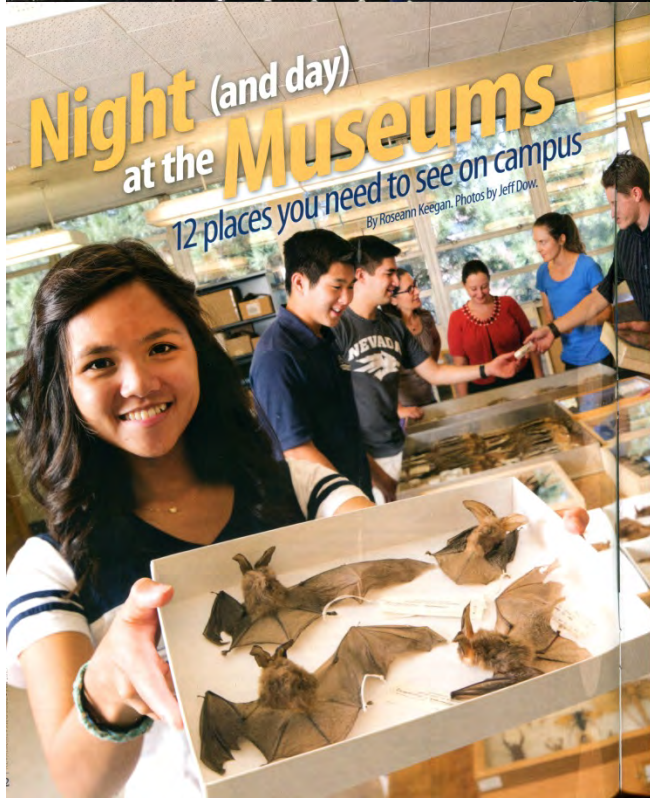
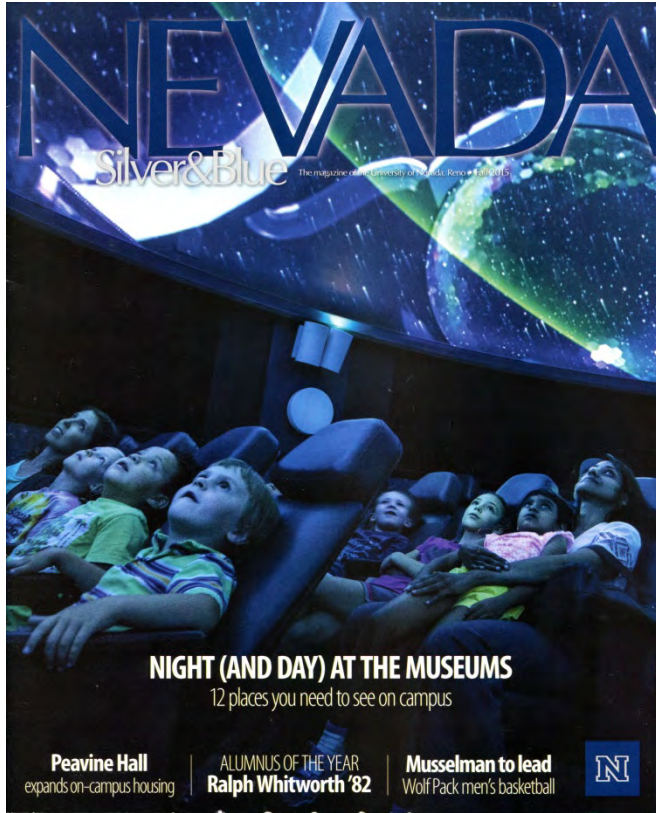
I would like to say again that your exhibit was very good. I am going to recommend Snakes Alive to my friends.

Sincerely,

William George Mayes

Grade 3

Age 9







**E**ight-year-old aspiring geologist Alyssa Ronilos stands wide-eyed in front of a sparkling display of quartz and amethyst at the W.M. Keck Earth Science and Mineral Engineering Museum. "Yeah, I'm pretty interested in this stuff," says Ronilos, on vacation in Reno with her family from Jacksonville, Fla. "You can look at rocks and figure out what they are and what they're used for. I love this!"

The W.M. Keck Museum, housed on the second floor of the Mackay Mines Building, is one of 12 museums scattered on and around campus featuring the wonders of Nevada, the University and the world. Curators from each location came together earlier this year to form a museum consortium.

"By banding together, we can move forward," says University Galleries Director Paul Baker Prindle, who also hints at possible "Night at the Museum" events as well as wine walks. "Many of the museums and galleries on campus have large collections that are, unfortunately, widely unknown. Through our collaborations, we're working to put the University District Museums on the map."

On a Saturday in May, all of the museums, including the University's Arboretum, teamed up to open their doors to the public in an effort to raise community awareness of these campus treasures that are hidden in plain sight.

"The number of museums on and around campus reflects the Nevada culture that we celebrate and embrace," says Garrett Barmore, Mackay School of Mines Endowed Curator of the W.M. Keck Museum. "We may all be separate entities, but we can focus on our strengths.

By forming a consortium, we can share those strengths and for the first time work together."

"This also helps bridge the gap between the University and the greater Reno community," Barmore says.

Visitors can see thousands of unique items, including a priceless silver collection; rare rocks and minerals; a meteorite from outer space; a collection of insects; animals and plants from around the Great Basin and the world; stunning artwork; a working

museum that houses printing presses from different eras; some of the oldest collections in Nevada dating back as far as the 1850s and medical artifacts used in Nevada, just to name a few.

"The collaboration allows us to share our resources and knowledge, and helps each of us grow and excel in our individual missions," says Donnelly Curtis, head of Special Collections at the Mathewson-IGT Knowledge Center. "Some of the campus museums serve researchers as their primary users, but we all have an additional mission to serve the larger community and enhance the cultural life of Reno families and individuals.

We think they will be surprised at what is tucked away in the museums on this campus."

All of the museums are located on campus, except the Wilbur D. May Museum, and all are within a mile of each other. Visitors are encouraged to walk from museum to museum and enjoy the beauty and history of the campus, which is a designated state arboretum and recognized as a Tree Campus USA with collections of trees and shrubs.

**"...we all have an additional mission to serve the larger community and enhance the cultural life of Reno families and individuals. We think they will be surprised at what is tucked away in the museums on this campus."**

—Donnelly Curtis, director of Special Collections

*Students and visitors enjoy browsing through the wonders on display at the University's Museum of Natural History, the only research and educational museum of its kind in the state.*

# Funding Requests



# 2016-2017 Funding Requests

## Wilbur D. May Museum

### Marketing

The Museum's annual marketing contracts have proven successful in building brand recognition within the community. Advertising with diverse media outlets allows the Museum to promote special programs and events, the museum store, and rentable spaces, as well as target specific demographics.

#### **\*Annual Renewals**

- **Certified Rack Cards** - \$5,164.54 (no price change)  
+ Reprographics Printing - \$1,000.00
- **Reno News & Review** – \$6,920 (no price change)
- **KNPB (PBS)** - \$11,253.75 (A 2% price decrease after negotiations)

#### **\*New Contracts**

There are several contracts that we initiated the previous fiscal year. They have proven to be successful in generating visibility, attendance, and revenue, but the May Museum budget cannot sustain them in the future.

The Museum began campaigns with the two hotel guides in the Reno-Tahoe. The guides generally do not overlap in locations and they have different publishing schedules. As evidenced by the visitor survey, the ads in the hotel guides have significantly increased attendance, particularly among tourists. We would like to continue to advertise in these publications as part of our larger marketing package.

**1. Getaway Reno - Tahoe** – This is a quarterly magazine-style publication. It can be found in nearly 20,000 hotel rooms throughout Reno, Sparks, Carson City, and Lake Tahoe. Because it prints more frequently, we have the benefit of being able to change our ad size and content as needed.

- 1 full page color ad
- 3 ½ page color ads
- 50 word listing
- Map point
- Social media/ e-blast/ blog
- Web listing with back link

List price: \$7500 (negotiated \$2500 nonprofit/ museum discount & additional \$500)

lump sum discount.

**Cost: \$4500**

**2. WHERE Reno/Tahoe** – This hardcover guide is printed once a year and can be found in more than 20,000 hotel rooms in Reno, Sparks, Virginia City, Lake Tahoe, and Carson City. Because it only prints once a year, we use this guide to promote the May Center as a whole and not specific exhibitions or events.

- 1 ¼ page color ad.
- 50 word listing.

**Cost: \$2,585.00**

**3. Clear Channel Airports** – This contract is for the May Center rack cards in the Reno-Tahoe Airport. The airport rack is not owned or managed by Certified. We are able to swap out rack cards as needed to promote special exhibitions.

**Cost: \$1,260.00**

**4. ThisIsReno.com** – This contract covers one year of online advertising. ThisIsReno.com is a relatively new online news source, but has grown tremendously. This contract covers monthly articles to the ThisIsReno website, digital ads on the ThisIsReno website, and sponsored posts on Facebook and Twitter. As described in the marketing report, this contract has proven to be extremely successful in reaching local visitors and promoting upcoming events and programs.

**Cost: \$3,315.00**

**Total Marketing Package: \$35,998.29**

## **Professional Development**

Due to exhibition scheduling and vacation conflicts, May Museum staff did not attend any conferences during the past fiscal year. These professional association events are crucial for keep up with best practices and standards as well as new trends in the industry.

- American Alliance of Museums Conference  
St. Louis, Missouri – May 7-10, 2017  
\$2,500 (Samantha)

- Nevada Museums Association conference  
Elko, NV – October 2017  
\$1,500 (Samantha)  
\*Samantha is currently vice president of NMA.
- Las Vegas Souvenir & Resort Gift Show  
Las Vegas, NV – September 2017  
\$2,000
- Winter Las Vegas market/ in conjunction with the Museum Store Association  
Western Chapter meeting- January 20-22  
\$1,000 (Kristy)
- Ruben Fleet Science Center San Diego, CA  
“Sherlock Holmes and the Clock Tower Mystery” /Fact Finding Tour  
February 2017  
\$1,200 (Kristy)

### **Event Refreshment Reimbursement**

The Museum hosts two to three exhibit receptions and adults-only events each year at which wine is served. Washoe County code does not permit the purchase of alcohol with County funds. Currently the wine is being purchased by Asst. Curator Samantha Szesciorka. We would like to submit receipts from future purchases to the Foundation for reimbursement. Approximate cost is no more than \$750 for the year.

## **Wilbur D. May Arboretum**

### **Interpretive Plan**

The Wilbur D. May Arboretum and Botanical Gardens hosts thirty-five significant historic and valuable gardens and is home to over 4,000 plant species. It is a unique showplace for plants and wildlife living in the transition zone between the Sierra Nevada Mountain Range and the Great Basin Desert. It is a unique garden for the area and unmatched by any other garden in the region, encompassing nearly 23 acres, with 13 of those acres serving as a living plant museum. The 30 year old gardens and plant specimens need to be showcased and presented to visitors in a new and engaging way. Effective interpretation of the Arboretum is the one key thing missing currently.

Interpreting the gardens will greatly enhance the visitor experience by providing valuable historical, natural and cultural information; evoking emotions; inspiring and educating both young and old about their natural world and enhancing the intrinsic experience of being in the arboretum and garden. This is an integral part of interpretive planning from a visitor's standpoint.

This request would provide much needed funding to develop and implement a comprehensive master interpretive plan for the Arboretum. The plan would include detailed recommendations for new signage, educational panels and exhibits, strategies to best align with social media and the Arboretum app, and overall create an interpretive approach to the implementation. This interpretive plan will include, but will not be limited to:

- Communicate through customized, professional interpretive design the importance of stewardship values, respecting our special places and protecting our cultural heritage and unique resources.
- Document and inventory existing exhibits and signage (especially in regards to selected sites, gardens and groves).
- Educate and inspire locals, as well as out of state visitors, to learn more about Wilbur May and the flora and fauna of our region.
- Develop a concise, effective and efficient strategy to carry out a design and visual communications initiative for the entire Arboretum that aligns with current policy, future growth and online interactive efforts.
- Identify goals and objectives of the interpretive design approach and integrated plan, panels, and exhibits. Design styles, themes and sub-themes, location, sizes and materials of the signs, etc.
- Confirm and identify which specific gardens and sites to showcase.
- Enhance the visitor experience by highlighting specific gardens, plants, flowers, trees, vistas and areas of the Arboretum and botanical gardens.
- Identify methodology and timeline in order to successfully implement the plan (e.g. recommended signs, panels, exhibits, themes/sub-themes, photography/illustrations, visitor profiles and experience).
- Clarify and identify the importance and distinctiveness of the property such as the variety of gardens, plants and trees, cultural history and overall significance of the area.
- Clearly identify key stories and concepts (themes and sub-themes) that we want visitors to comprehend and embrace.
- Select themes that are concise and understandable.

- Prioritize themes. Select themes and sub-themes that will engage and excite visitors of all ages.



Example of interpretive panels.

Cost for the plan only is approximately \$24,500.00. The Arboretum has funding available to provide \$5,000 toward the plan.

**Total \$19,500.**

### **New Equipment**

The use of utility carts for maintenance and operations of the Arboretum is critical, but many of the utility carts have reached or exceeded their useful life. Two of the existing carts are over 25 years old, and the rest of the fleet is over 15 years old. The Arboretum is requesting two new utility carts (Yamaha).

2 carts at \$8,250 = \$16,500

The Arboretum is requesting funding for three new 21" mowers (\$860 each) and three commercial string trimmers. The life cycle of this equipment is normally 3- 5 years, where the arboretum equipment is over 10 years old.

3 mowers at \$860 each = \$2,580

3 trimmers at \$350 each = \$1,050

**Total \$20,130 – (New Equipment)**

## **Pruning**

Funding for pruning will allow for continued contracted pruning in the Arboretum, specifically, the older trees and north section of the May Grove. This funding would provide for contracted pruning for large trees that can't be performed by Arboretum staff.

**Total: \$8,000.00**

## **Professional development**

The Western Chapter International Society of Arboriculture annual conference will be held May 8 – 11, 2017 at the Paradise Point Resort in San Diego California. Funding would provide for registration and travel expenses for two Arboretum staff.

**Total \$6,500**