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Muckenthaler Cultural Center



**Annual Report 2009**  
*For the 2008-2009 Fiscal Year*



## *Muckenthaler*

### **MISSION**

Our mission is to provide our community experiences that stimulate creativity and imagination, and to conserve the heritage of the Muckenthaler Estate.

### **ARTISTIC VISION STATEMENT**

We are a celebration of the human spirit through the arts.

### **THE MUCKENTHALER ESTATE**

Commissioned at an original cost of \$34,000, the Muckenthaler home was built by Walter and Adella Muckenthaler in 1924 on eight acres located atop a hill in Fullerton. Designed by architect Frank Benchley, the Italian Renaissance-Revival structure is reminiscent of buildings constructed for San Diego's 1915 Exposition in Balboa Park. The 18-room mansion was donated to the city in 1965 by Harold and Adella Muckenthaler, who wished to see the home used as a cultural center for the public to enjoy. In 1999, the Muckenthaler villa was designated a historical landmark by the National Register of Historic Places.

# Lemons Out of Lemonade

## EXECUTIVE REPORT

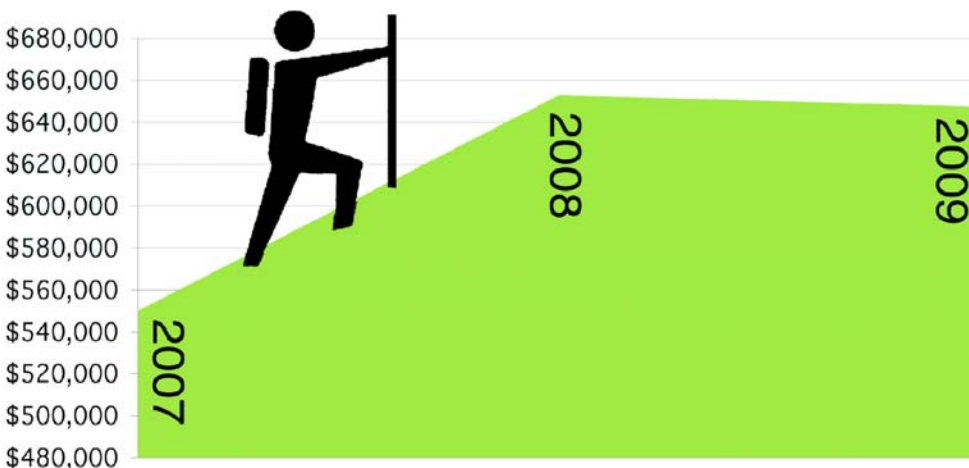
By Executive Director Zoot Velasco

The end of this fiscal year marks my second year at the helm of the Muckenthaler. It's a terrible time for non-profits in general and arts non-profits in particular as the economy fell to depression-era levels. We lost 47% of our individual donor income (similar organizations lost massive amounts of support as people's interests shifted to social service organizations), and had to adjust our mid-year budget predictions. Yet we ended the year with a budget down only \$5,000 from last year. That's less than a 1% loss. Having lost 20% of donations, how did we do this?

1. A new contract with Colette's, our catering partner that allows us to get more revenue from the weddings here (recession-proof business).
2. The staff increased our grant-funded programs/foundation support by almost \$50,000 in the last quarter of the year (thanks in large part to in-roads we made with foundations last year).
3. Drastically cutting expenses, leaving almost \$100,000 surplus, will increase our endowment and create more free programs for next year.

This doesn't excuse the fact that we need to work on bringing back donors and increase members. We are moving into a phase of unprecedented growth and have big goals for our 50th anniversary in 5 years, and these can only happen with a great deal of continued growth. However, our first goals were reached. When we completed our new strategic plan as a community in 2007, we set a goal of making a diverse set of programs that would be open to the entire community and show the Muck as a relevant and needed organization in the community with the power to effect great change in the cultural life of North Orange County.

We have shown our relevance and the community is on-board as we move forward. We can gauge that by the achievements mentioned below. 2010 will be a time of cementing support and users of our programs as we move into a new capital campaign.



**Even with individual donations down 47%, very little was lost since last year (less than 1%) in this economic downturn because of our new contracts and grants.**

# *Achievements in 2008-2009*

## **COMMUNITY**

- **2009 Fullerton Chamber of Commerce "Quality of Life" Award** for non-profit of the year in the city- a testament to our great staff, volunteers and sponsors.
- Faces of Fullerton, Fullerton Collaborative, Rotary events, Village Youth Partnership, and Chamber Holiday Follies, among others.
- **Key leadership in community and county groups: the Fullerton Collaborative** (Zoot was vice president of the board), Village Youth Partnership Gang Taskforce (founded by Zoot and city councilwoman Pam Keller), Rotary Club of Fullerton, Arts Orange County, Orange County Community Foundation, Faces of Fullerton Steering Committee, Fullerton Theatre League, Orange County Puppet Guild and South Coast Storytellers Guild, among others.



## **FINANCIALLY**

- A **new contract with Colette's Catering**, our catering partner, gives us greater fees from rental events and puts us in compliance with neighborhood and city guidelines for events.
- New drains installed on **Adella's lawn** and new sod improves our reception space. Colette's split the costs.
- A **new Iron Gazebo** added to the Italian Garden by Colette's Catering (as a donation) improves our garden and wedding ceremony space.

- **Founder's Circle** created to build endowment funds and begin campaign for new building.
- Our **Motor Car Festival** (chaired by Nick David) had a **record year** in its Concours Sunday with record attendance raising \$25,000 for youth programs and securing thousands more in corporate sponsorship for Muck programs.
- Our **2nd Moonlight Masquerade Ball** was a great success raising more than \$70,000 and netting \$47,000 for youth programs.
- City of Fullerton has put a **redesign of our Master Plan** created in 1987 in this year's budget. This is the first step in our capital project moving forward.

## CLASSES

- **New Theatre Class** added for older adults with our partner, the North Orange County College District Older Adults Program.
- **New contract/partnership with Crittenton Services** provides Muck classes at two of their sites.
- A **culinary class** for non-profit organizers to fight childhood obesity, taught by Zoot as part of the Fullerton Collaborative.

## EVENTS

- **Expanded** from 40 events last year to 60 events this year.
- Our **Jazz Festival** (produced by Eric Futterer with Glen Cashman as artistic director and input from Howard Rumsey).
- First **Orange County Choreographers Showcase** event (Partnered with Cal State Fullerton Dance Department and Robin Johnson).
- Korean "**Across The Pacific**" performance (Partnered with Korean Cultural Center, and produced with board member Chung Lee and artist/instructor Young Shin Kim).
- A gallery exhibit showing Alfredo Zalce's work (Partnered with city Morelia, Mexico, through the Sister City Association).
- A **Theatre Director's Roundtable** (all the NOC theatre executives) with Bob Jensen, Dean of Fullerton College Arts Department. Our plan is to produce a theatre festival region-wide in October 2010.
- A **Musical Families Program** that provides 45 youth and family tickets to concerts, tours and post-concert talks with the artists to 45 youth and families of the Boys & Girls Clubs and Crittenton.

## STATISTICS

- **Down 52%** 848 students attended 34 classes in 287 hours of programs. We expect this to improve in 2010 due to restructuring of our education programs.
- **No Change** ~950 people attended our Winter Holiday Open House.
- **Up 4%** 2,513 attendees to our Motor Car Festival.
- **Up 10%** 72 weddings and rental events, with an average size of 150 who view the galleries and are exposed to Muck program information up.
- **Up 16%** 5,165 visitors went through our galleries (excluding the thousands from our performing events and festivals who see the exhibits that day).
- **Up 21%** 25,321 patrons this year total.
- **Up 28%** 450 attendees to our Masque Ball Gala.
- **Up 30%** We had 63 programs and 34 classes this year.
- **Up 40%** 2,795 attendees to performing arts events.
- **New Success** ~1800 people attended our Spring Holiday Open House (New Event- this doubles winter holiday event).



## MEMBERSHIP

943 total members **Up 5%** of which only 250 are fully-paid members **Up 172%**.

We have not updated our membership list as we should. We have since asked our members to keep their dues current, and will decide in future whether to send notices to those whose dues have lapsed.

# List of 2008-2009 Programs

63 total events

## GALLERIES

*July- September 2008*

1. Orange County Juried Photo Exhibition
2. Clay In California 2008

*October- December 2008*

3. National Watercolor Society Permanent Collection Exhibition
4. Muck Teacher's Show

*January-March 2009*

5. Progress & Ideals 21st Century Arts & Crafts

*April 2009*

6. Annual Fullerton Teen Arts Competition

*May 2009*

7. Gasoline Alley: Contemporary Automotive Art
8. Pine Design 2009: Cub Scout Pinewood Derby Cars

*June 2009*

9. The Muckenthaler Student Art Show

## SPECIAL EVENTS

10. *September 2008* Casa Romantica Train Tour
11. *September 2008* 3rd Annual Bicycle Festival & CycloCross Races (Free Festival)
12. *October 2008* Salon Lujon & Fullerton Community Bank present 2nd Annual Moonlight Masquerade Ball
13. *October 2008* Mike Oates Farm Dinner
14. *November 2008* Little Tokyo Train Tour
15. *December 2008* Winter Holiday Festival & Open House
16. *February 2009* Jazz Festival Subscriber Wine & Cheese Reception, and Book Signing Event
17. *February 2009* Colette's Farm Dinner
18. *March 2009* Community Artists Auditions
19. *March 2009* San Juan Capistrano Train Tour

- |                                  |  |
|----------------------------------|--|
| <b>20.</b> <i>April 2009</i>     | Target presents Spring Holiday Festival & Monster Egg Hunt |
| <b>21.</b> <i>May 2009</i>       | Senior's Day, Nouveau Chamber Ballet                       |
| <b>22.</b> <i>May 2009</i>       | Mother's Day, Nouveau Chamber Ballet Brunch & Tea          |
| <b>23.</b> <i>May 2009</i>       | Chamber Sunset Mixer                                       |
| <b>24.</b> <i>May 2009</i>       | Zoot In "Token Cracker" Performance                        |
| <b>25.</b> <i>May 2009</i>       | 15th Annual Motor Car Festival - Hot Rods                  |
| <b>26.</b> <i>May 2009</i>       | 15th Annual Motor Car Festival - Concours D'Elegance       |
| <b>32.</b> <i>May- June 2009</i> | 4th Annual Jazz Festival (6 concerts)                      |

## **SECONDS @ THE MUCK PERFORMANCES**

- 37.** *July-October 2008/June 2009 (Monthly, 5 shows)*  
Second Thoughts Poetry Readings (2nd Tuesdays in 2008/2nd Mondays in 2009)
- 42.** *July-October 2008/June 2009 (Monthly, 5 shows)*  
Second Run Film Series (2nd Mondays in 2008/2nd Tuesdays in 2009): *The Amazing Grace* (Nigeria), *Iron Giant*, *Breaking Away*, *Little Shop of Horrors*, *Rear Window*
- 51.** *July-October 2008/June 2009 (Monthly, 9 shows)*  
Muckentellers Storytelling Series (2nd Wednesdays/Thursdays in 2008/ 2nd Wednesdays 2009- 9 total): South Coast Storytellers, Antonio Sacre, Lan Tran, Michael McCarty, Karen Golden
- 58.** *July-August 2008/June 2009 (Monthly, 7 shows)*  
MucKids Series 2nd Saturday Mornings: Joe Monti Magic, Future Shock Hip Hop, Lizard Wizard, Asha's Baba, Clownzilla, Rogue Artists Puppets
- 
- 59.** *July 2008 Second Sunday Festival*  
American Piano Princess, Linda Gentile
- 60.** *August 2008 Second Sunday Festival*  
Korean Cultural Center Presents
- 61.** *September 2008 Second Sunday Festival*  
Agua Luna Dance Company
- 
- 62.** *October 2008 Second Sunday Festival*  
Janet Klein & Her Parlor Boys (A Ragfest Preview Event)
- 63.** *June 2009 Second Sunday Festival*  
The Eric Eckstrand Ensemble Swing Band

# CLASSES

	<i>Class</i>	<i>Teacher</i>	<i>Season</i>	<i>Start Date</i>	<i>Hours</i>	<i>Session</i>	<i>Total</i>
<b>1</b>	Ceramics	Willie T	Fall	Tue/Thu	1	4	4
<b>2</b>	Ceramics	Willie T	Spring	Tue/Thu	1	4	4
<b>3</b>	Ceramics	Young Shin K	Fall	Mon	2	6	12
<b>4</b>	Ceramics	Young Shin K	Spring	Mon	2	6	12
<b>5</b>	Doesn't Everybody Love Monsters	Katherine E	March	Tue	1	4	4
<b>6</b>	Doesn't Everybody Love Monsters	Katherine E	April	Tue	1	4	4
<b>7</b>	Mosaic Monsters Boot Camp	Katherine E	July	Mon-Fri	2	5	10
<b>8</b>	Mosaic Monsters Boot Camp	Katherine E	August	Mon-Fri	2	5	10
<b>9</b>	I Can Art Camp	Katherine E	August	Mon-Fri	3	5	15
<b>10</b>	I Can Art	Katherine E	March	Wed	1	4	4
<b>11</b>	Best Art Camp Ever	Willie T & Katherine E	June	Mon-Fri	5	5	25
<b>12</b>	Best Art Camp Ever	Willie T & Katherine E	Early August	Mon-Fri	5	5	25
<b>13</b>	Best Art Camp Ever	Willie T & Katherine E	Late August	Mon-Fri	5	5	25
<b>14</b>	Camp da Vinci	Katherine E	June	Mon-Fri	4	5	20
<b>15</b>	Camp da Vinci	Katherine E	July	Mon-Fri	4	5	20
<b>16</b>	Camp Jabberwocky, Extreme Art Journaling	Katherine E	July	Mon-Fri	3	5	15
<b>17</b>	Kids Mosaics	Katherine E	March	Tue	1	4	4
<b>18</b>	Mosaic Madness	Katherine E	April	Tue	1	4	4
<b>19</b>	Mosaic Madness	Katherine E	May	Tue	1	4	4
<b>20</b>	Mosaic Madness	Katherine E	June	Tue	1	6	6
<b>21</b>	Mosaic Garden Bench	Katherine E	June	Tue	2.5	6	15
<b>22</b>	Garden Spheres	Katherine E	April	Tue	2.5	2	5
<b>23</b>	Metal Journaling Treasure Book	Katherine E	June	Sat & Sun	2.5	1	2.5
<b>24</b>	Melt Me Fused Glass	Katherine E	March	Fri or Sun	6	2	12
<b>25</b>	Mosaics 101	Katherine E	March	Sat & Sun	3	1	3
<b>26</b>	Stepping Stone	Katherine E	April	Sat	7	6	42
<b>27</b>	Wheel Throwing	Willie T	Fall	Wed	7	6	42
<b>28</b>	Wheel Throwing	Willie T	Spring	Wed	7	6	42
<b>29</b>	Handbuilding Ceramics	Rowan H	Fall	Tue	2.5	12	30
<b>30</b>	Handbuilding Ceramics	Rowan H	Spring	Tue	2.5	6	15
<b>31</b>	Punchong Style Ceramics	Young Shin K	Fall	Tue	4	8	32
<b>32</b>	Punchong Style Ceramics	Young Shin K	Spring	Tue	4	8	32
<b>33</b>	Katherine's Club (Mosaics)	Katherine E	April	Tue	2.5	15	37.5
<b>34</b>	Hip Hop Dance	Tiffany Bong	June	Tue	2	12	24

**Total Hours      287**

# List of 2009–2010 Programs

(2010 Events Projected)



## GALLERIES

*July–September 2009*

1. Morelia Mexico Sister City Show of Alfredo Zalce
2. Clay In California 2009

*October–December 2009*

3. Contemporary Quilts
4. Hi Fiber: Fiber Arts Show

*February–March 2010*

5. Heavy Metal: Contemporary Decorative Metalwork
6. Green Baskets: Design Planters

*April 2010*

7. Annual Fullerton Teen Arts Competition

*May 2010*

8. Gasoline Alley: Car Concepts
9. Pine Design 2009: Cub Scout Pinewood Derby Cars

*June 2010*

10. The Muckenthaler Student Art Show



## SPECIAL EVENTS

11. *August 2009*

12. *September 2009*

13. *September 2009*

14. *October 2009*

15. *October 2009*

16. *October 2009*

17. *November 2009*

18. *November 2009*

19. *December 2009*

20. *January 2010*

21. *February 2010*

22. *February 2010*

23. *March 2010*

24. *March 2010*

25. *March 2010*

Best of Summer Smokin' Farm Dinner

Dancing With The Beatles:

Cal State Dance Department Show

Camarillo Ocktoberfest Car Show Train Tour

DreamShapers Presents The OC Storytelling Festival

Wicked VIP Party with Gregory Maguire  
and performances.

Salon Lujon & Colette's Catering present  
3rd Annual Moonlight Masquerade Ball

Iron Chef Chili Farm Dinner

Riverside Train Tour

Target presents Winter Holiday Festival &  
Open House

Albuquerque Pueblo Train Tour

Jazz Festival Subscriber Wine & Cheese Reception  
and Book Signing Event

TBA Farm Dinner

Community Artists Auditions

TBA Train Tour

New Art Auction Fundraiser

- 26.** *April 2010* Spring Holiday Festival & Monster Egg Hunt
- 27.** *May 2010* Mother's Day, Eric Ekstrand Swing Band Brunch & Tea
- 28.** *May 2010* Rotary Lunch
- 29.** *May 2010* Chamber Sunset Mixer
- 30.** *May 2010* 15th Annual Motor Car Festival- Hot Rods
- 31.** *May 2010* 15th Annual Motor Car Festival- Concours D'Elegance
- 37.** *May- June 2009* 4th Annual Jazz Festival (6 Shows)
- 38.** *June 2010* TBA Train Tour

## SECONDS @ THE MUCK PERFORMANCES

- 42.** *July–October 2009/June 2010 (Monthly, 5 shows)*  
Moontide Press Second Thoughts Poetry Readings
  - 46.** *July–October 2009 (Monthly, 4 shows)*  
Davis Barber Productions Second Run Film Series (2nd Tuesdays)- *Chicano Rock, Osama, Shorts from the Greats, Chaplin with Live Piano*
  - 51.** *July–October 2009/June 2010 (Monthly, 5 shows)*  
Muckentellers Storytelling Series (2nd Wednesdays/Thursdays in 2008/ 1st Thursdays 2010): Linda King Pruitt, Vicki Juditz, Angela Lloyd, Olga Loya, TBA
  - 55.** *July–August 2009 (Monthly, 4 shows)*  
MuckKids Series 2nd Saturday Mornings: Future Shock Hip Hop, Saxophobia, Santa Ana Zoomobile, Zoot's World
- 
- 59.** *July–October 2009 (Monthly, 4 shows)*  
Life Design Financial presents Muck After Dark (2nd Thursdays): Monette Velasco Broadway Greats, Across The Pacific Korean Dance, La Habra Ukelele Ensemble & Tahani, Joe Monti Magic
  - 60.** *July 2009 Fullerton Community Bank Second Sunday Festival*  
Brasil Brazil
  - 61.** *August 2009 Fullerton Community Bank Second Sunday Festival*  
Orange Empire Chorus Acapella Singing Festival
- 
- 62.** *September 2009 Fullerton Community Bank Second Sunday Festival*  
Going South Band (Country)
  - 63.** *October 2009 Fullerton Community Bank Second Sunday Festival*  
Linda Gentile Great American Ragtime Show
  - 64.** *June 2010 Second Sunday Festival*  
World Dance Festival



## **EXECUTIVE DIRECTOR**

*Zoot Velasco*

Zoot started his 12-year career as a dancer, mime and actor in 1982. He holds a B.A. degree in dance performance from St. Mary's College. He toured his one-man stage shows internationally, appeared in commercials, film and television, and taught in schools, juvenile halls, prisons, malls and hospitals under 16 grants and numerous commissions. He created and produced programs, including the 1992 CAC- LA Riot Recovery Program in Watts with the California Arts Council and the 1994 Los Angeles Earthquake Recovery Program. He received a California Arts Council Multi-Cultural Community Leadership Fellows award and a City of Pasadena Fellows award and many

commendations from the City of L.A., Long Beach, Ventura and Oxnard for his community work. From 1994–2000, he managed a prison arts program creating the first inmate music CDs produced in prison, the first youth deterrent program in the form of a play and handmade books in museum collections at the Getty, Hammer and Library of Congress. In 2000, he managed all cultural programs in the Harbor area and opened four new art centers for the City of Los Angeles Cultural Affairs Department. In 2002, he left the City to work as a non-profit arts consultant raising more than two million dollars for a dozen organizations and planned four new youth centers. He served as a long-term consultant for Bethune Theatredanse in 2003, a dance company of disabled youth. At the helm of the Unusual Suspects Theatre Company in 2004, he developed the theatre program at juvenile facilities countywide, helping raise over \$650,000. As interim director at Homeland Cultural Center in his neighborhood in Long Beach, he created a strategic plan that doubled the budget, space and programs in 2006. He started his tenure at the Muckenthaler in mid-June, 2007. He says it was love at first site!

## **DIRECTOR OF EXHIBITIONS**

*Matthew Leslie*

As Director of Exhibitions, Matthew Leslie coordinates traveling shows and organizes original exhibitions for the Center's two floors of galleries, as well as publishing the Center's quarterly newsletter and designing exhibition-related graphics and gallery publications. He is also the founder of the Muckenthaler's Annual Bicycle Festival. His museum career began at the Newport Harbor Art Museum (now OCMA) while earning his B.A. in studio art at the University of California, Irvine. He currently chairs the Muckenthaler's Visual Arts Committee, and is a founding board member of the Santiago Creek Watershed Preservation & Restoration Project.

## **DIRECTOR OF ADMINISTRATION**

*Janette Pyun*

As the Director of Administration, Janette Pyun oversees administration of the office at the Muckenthaler Cultural Center. She started her museum career six years ago as a volunteer, when she decided to fulfill her desire to give back to the community by offering her services at the Muckenthaler Cultural Center, and worked her way up to her

present position after being an administrative assistant, membership coordinator, and executive assistant. Having always enjoyed visiting museums throughout her youth, this proved to be a great opportunity to give back where she had received much in the past. Janette has a B.A. degree in architecture from the University of California, Berkeley.

## **DIRECTOR OF MARKETING**

*Kevin Staniec*

Before joining the Muckenthaler Cultural Center family, Kevin worked for the Autry National Center and the Orange County Museum of Art. Kevin also created *ISM: a community project*, an international arts non-profit organization, which produces art fundraisers and publishes limited edition art books benefitting the youth of our society through the creative enrichment of our community. He has worked with the Long Beach Museum of Art, Orange County Center for Contemporary Art, Skirball Cultural Center and many galleries across America. Kevin earned his B.F.A. from the School of Film and Television at Chapman University. He also received a minors in English, with an emphasis on Creative Writing.

## **ADDITIONAL STAFF**

Lynn D. Thornley, Administrative Associate

Rick Fuentes, Facility Supervisor

Jamille Mohammed, Security

Takashi Takemoto, Groundskeeper

Ann Milazzo, Weekday Receptionist

Karen Lucas, Weekend Receptionist

## **TEACHERS**

Katherine England, Visual Arts Education Coordinator

Willie Tabata, Director of Clay Arts

Additional Instructors include Artists in Residence Young Shin Kim and Rowan Harrison.

Our partnership with the North Orange County Community College District, School of Continuing Education – Older Adults Program, led by Lorraine Wicks

## **ACTIVE VOLUNTEERS**

*Center Circle Guild* was established in 1967 and includes almost 150 volunteers. They are involved in fundraising, and manage the gift shop, docent duties and everything in between. The guild is led by Kathryn Baptista and Ginger Tomes.

*Car Festival Committee* works tirelessly year round to produce our annual signature fundraiser, the Car Festival now in its 14th year. The committee of more than 40 individuals is led by board member Nick David.

Hundreds of others volunteer at the Muck through the National Charity League to take tickets at events and help with various fundraisers. We also receive help from Chamber of Commerce members, Boy Scouts, Girl Scouts, high schools, key clubs and other local non-profits.

# *Current Board*



## **BOARD PRESIDENT**

*Jane Parker*

Jane holds a B.A. degree from the University of Michigan in English and Art History. She has been a long-time community volunteer in Fullerton with the Junior Assistance League, National Charity League of Fullerton, and Meals On Wheels. She started the first 'garden guild' in 1989 with more than 100 members. She organized field trips and lectures so successfully that she was soon recruited to the board. Enthusiastically she supported and initiated the 'privatization' of the foundation in 1990 and successfully negotiated a contract with the city that changed management of the center to the foundation in 1994. She helped inaugurate the Car Show Festival. She was

elected board president in 2001 (her fourth term in this position).

## **OUR BOARD OF DIRECTORS**

*Peggy Albert, Vice President*

*Marianne Dolan, Vice President*

*Carol Danforth Futterer, Vice President*

*Craig Walker, Vice President*

*Susan Williams, Treasurer*

*Pam Clark, Secretary*

*Kathryn Baptista, Committee Chair*

*Nick David, Committee Chair*

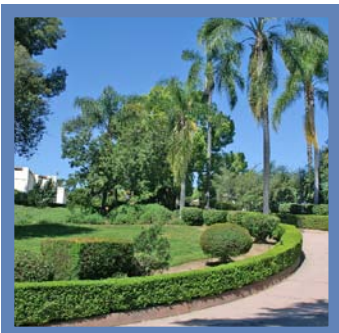
*Ginger Tomes, Committee Chair*

## **AT LARGE**

Bob Carver, Andy Ersek, Sharon Ettinger-McLaughlin, Chung Lee, Joanie Stein, Jerry Mackey, Fred Ouweleen, David Schindele, Dave Skaien, Cathy Stebbins

## **ADVISORY BOARD**

Barbara Gregory, Henry Jones, Drew McClelland, James R. Phillips, Wayne Wedin





## *Donors*

### **SPONSORS**

The City of Fullerton, Harold & Shirley Muckenthaler & The Muckenthaler Family, Colette's Catering, Salon Lujon, Fullerton Community Bank, The Muckenthaler Car Festival Committee, The Muckenthaler Center Circle, The Muckenthaler Gala Committee, The Jane Deming Endowment, Orange County Community Foundation, John W. Carson Foundation, S.L. Gimbel Foundation, Don & Peggy Albert, Automobile Club of Southern California, Chevron, IEHD Video Productions, Goffin Public Relations, Life Design Financial, Walker & Associates, Benchmark Productions, Moon Tide Press, At Home In Magazines, Davis Barber Productions, Experian, Target, The Rotary Club of Fullerton, National Charity League, Boys & Girls Club of Fullerton, Phelps Family Foundation, Meguiars Car Products, Volvo of Orange County, McCoy Mills Ford, Ganahl Lumber, Blake Smith, John Phelps, Doug & Ann Myles

R.C. Baker Foundation, CM School Supply, Columbia Steel, Inc., Golden West Pipe & Supply, HSBC North America, Maly's Of California, Inc., Smokewood Enterprises, Southern California Gas Company, Jim Blake, DeEtte Crow, Thomas George, Eunice Harris, Mary Jane Joslin, Peter & Thelma Karagines, Sr., Marcia Ryan, Stewart Shanfield

Bomel Construction, DeSales Law Corporation, Century 21, Discovery, Merrill & Associates, Dick & Cynthia Foster, Myrna Livingston CPA, Transwest Ford, Bridgford Foods, Freidrich Associates, North Orange County Community College District, School of Continuing Education - Older Adults Program



## GRANTS

- **\$22,000** Total – *Orange County Community Foundation*
  - **\$15,000** – *S.L. Gimbel Foundation*  
Gallery School Tours/Musical Families Program
  - **\$7,000** – *Jane Deming Foundation*  
Musical Families Program
- **\$10,000** – *Sheryl Muckenthaler Drayton Memorial Fund*  
MucKids & Muckentellers Programs
- **\$10,000** – *John W. Carson Foundation*  
Scholarships/Musical Families Program
- **\$5,000** – *Rotary Club of Fullerton*  
Musical Families Program
- **\$2,500** – *California Arts Council*  
Arts In Education Planning Grant
- **\$2,000** – *National Charity League*  
Holiday Festival
- **\$2,000** – *Target*  
Holiday Festival
- **\$700** – *Poets & Writers*  
Storytelling Series



# Financials

INCOME	1st Q	2nd Q	3rd Q	4th Q	Total 08-09	Total 07-08	Proj 09-10
<b>DONATED</b>							
Center Circle Maint./Donations	\$3,250	\$3,250	\$3,250	\$3,250	\$13,000	\$12,750	\$13,000
City of Fullerton	\$34,379	\$34,379	\$34,379	\$34,379	\$137,517	\$137,507	\$137,500
Individual Donations	\$7,239	\$6,441	\$3,840	\$12,432	\$29,952	\$55,932	\$30,000
Community Organizations			\$2,024		\$2,024	\$984	\$2,000
Corporations	\$19,500	\$2,800	\$14,769	\$9,453	\$46,522	\$48,221	\$50,000
Endowment					\$0	\$0	\$0
Foundations	\$2,500	\$2,500		\$25,000	\$30,000	\$13,350	\$30,000
Interest		\$17	\$45	\$52	\$114	\$4,230	\$0
Membership	\$700	\$1,315	\$1,825	\$1,840	\$5,680	\$9,090	\$8,000
In-Kind	\$7,000		\$5,266		\$12,266	\$18,103	\$15,000
<b>TOTAL DONATED</b>	<b>\$74,568</b>	<b>\$50,702</b>	<b>\$65,398</b>	<b>\$86,406</b>	<b>\$277,075</b>	<b>\$300,167</b>	<b>\$285,500</b>
<b>FUNDRAISERS</b>							
Masque Ball	-\$2,783	\$22,791	-\$130	-\$450	\$19,428	\$42,682	\$25,000
Car Show			\$855	\$4,010	\$4,865	\$39,511	\$5,000
Other Fundraisers	\$1,484	\$661	\$2,361		\$4,506	\$9,080	\$7,500
<b>TOTAL FUNDRAISERS</b>	<b>-\$1,299</b>	<b>\$23,452</b>	<b>\$3,086</b>	<b>\$3,560</b>	<b>\$28,799</b>	<b>\$91,273</b>	<b>\$37,500</b>
<b>EARNED</b>							
Classes	\$16,479	\$7,061	\$11,372	\$39,717	\$74,629	\$65,760	\$93,000
Facilities Rentals	\$1,219	\$39,100	\$45,225	\$33,535	\$119,079	\$150,828	\$130,000
Percent of Catering	\$61,712	\$30,510	\$15,945	\$7,648	\$115,815		\$120,000
Event Admission	\$7,208	\$1,968	\$2,520	\$18,604	\$30,299	\$34,751	\$15,000
Vendors & Sales	\$150	\$535	\$465	\$456	\$1,606	\$10,128	\$2,000
<b>TOTAL EARNED</b>	<b>\$86,767</b>	<b>\$79,173</b>	<b>\$75,527</b>	<b>\$99,960</b>	<b>\$341,428</b>	<b>\$261,467</b>	<b>\$360,000</b>
<b>TOTAL INCOME</b>	<b>\$160,036</b>	<b>\$153,327</b>	<b>\$144,011</b>	<b>\$189,926</b>	<b>\$647,301</b>	<b>\$652,907</b>	<b>\$683,000</b>

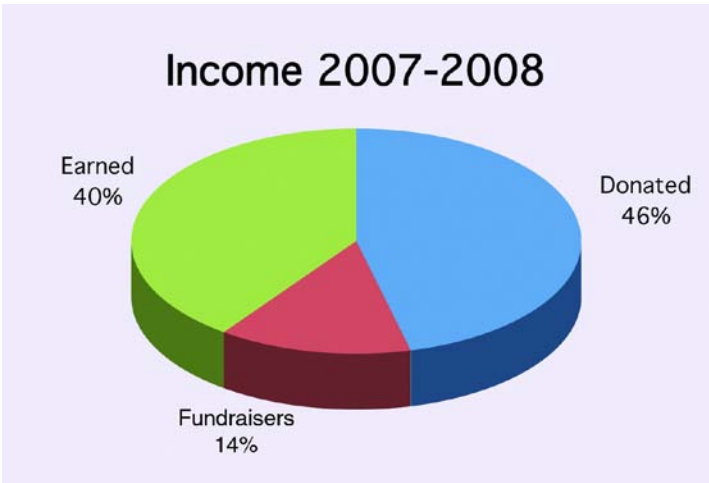
## NOTES:

**Endowment** Funds (\$0 is being used) will not be withdrawn the next 5 years in order to help pay back an earlier loan against the endowment and build it for the capital project.

Fundraiser (**Masque Ball and Car Show**) income looks lower than actual because much of this income is in corporate sponsorship and individual sponsorship.

**Percent of Catering** is new this year with our new contract with Colette's Catering.

EXPENSE	1st Q	2nd Q	3rd Q	4th Q	Total 08-09	Total 07-08	Proj 09-10
<b>MAINTENANCE</b>							
Studio	\$4,600	\$3,200	\$3,900	\$3,900	\$15,600		\$0
Building	\$4,277	\$3,052	\$2,202	\$1,438	\$10,969	\$8,921	\$14,500
Grounds	\$4,179	\$10,923	\$10,881	\$3,696	\$29,679	\$33,793	\$20,000
Italian Garden Gazebo	\$7,000				\$7,000		
Janitorial	\$3,911	\$2,075	\$3,763	\$2,859	\$12,608	\$13,182	\$12,000
<b>TOTAL MAINTENANCE</b>	<b>\$23,967</b>	<b>\$19,250</b>	<b>\$20,746</b>	<b>\$11,893</b>	<b>\$75,856</b>	<b>\$55,896</b>	<b>\$46,500</b>
<b>CLASSES</b>	<b>\$18,693</b>	<b>\$7,175</b>	<b>\$7,174</b>	<b>\$10,594</b>	<b>\$43,637</b>	<b>\$60,118</b>	<b>\$75,000</b>
<b>PRODUCTION</b>							
Equipment Rentals & Repairs		\$230			\$230	\$27,284	\$2,000
Postage	\$2,504	\$1,359	\$4,334	\$2,623	\$10,819	\$13,093	\$10,000
Printing (Catalogues and Guides)	\$4,568	\$8,575	\$4,861	\$3,275	\$21,279	\$37,443	\$20,000
Performing Arts	\$7,990	\$2,300		\$17,110	\$27,400	\$50,637	\$15,000
2008 Jazz Festival	\$3,198				\$3,198		
Fundraisers						\$5,786	\$7,500
Galleries	\$571	\$194	\$854	\$2,082	\$3,701	\$22,187	
Marketing	\$3,164	\$2,326	\$1,363	\$2,204	\$9,057	\$21,227	\$12,000
<b>TOTAL PRODUCTION</b>	<b>\$21,994</b>	<b>\$14,983</b>	<b>\$11,412</b>	<b>\$27,294</b>	<b>\$75,683</b>	<b>\$177,657</b>	<b>\$66,500</b>
<b>ADMINISTRATIVE</b>							
Auto Expense		\$228	\$430	\$371	\$1,030	\$356	1200
Supplies - Office & Events	\$2,347	\$2,565	\$2,812	\$2,044	\$9,768	\$7,809	\$10,000
Insurance (Commercial Package)	\$1,919	\$1,250	\$5,571	\$2,720	\$11,460	\$10,951	\$13,000
Licenses & Permits		\$20	\$211		\$231	\$2,348	\$300
Dues and Subscriptions/Legal	\$250		\$605	\$100	\$955	\$3,301	\$1,000
Accountant Fees			\$1,487		\$1,487		\$7,000
Bank Fees	\$1,051	\$1,104	\$462	\$911	\$3,527	\$4,341	\$4,500
Utilities (Electric, Gas)	\$4,643			\$12,797	\$17,440	\$27,959	\$25,000
Telephone	\$465	\$146	\$370	\$1,759	\$2,740	\$4,538	\$5,000
Development	\$272	\$385	\$295	\$801	\$1,753	\$4,161	\$3,000
Miscellaneous Expenses	\$766	\$1,620	\$205	\$3,561	\$6,152	\$12,346	\$5,000
<b>TOTAL ADMINISTRATIVE</b>	<b>\$11,714</b>	<b>\$7,318</b>	<b>\$12,448</b>	<b>\$25,064</b>	<b>\$56,543</b>	<b>\$78,110</b>	<b>\$75,000</b>
<b>IN KIND DONATION</b>							
Van			\$5,266		\$5,266		
<b>PERSONNEL</b>							
Professional Development	\$785	\$915	\$255	\$823	\$2,778		3500
Benefits	\$568		\$4,742	\$2,938	\$8,248		\$12,000
Insurance-Work. Comp	\$573	\$912	\$866	\$1,046	\$3,396	\$3,555	\$5,000
Insurance Health	\$1,535	\$3,462	\$3,223	\$3,381	\$11,601	\$5,587	\$16,000
Payroll Service	\$637	\$520	\$638	\$527	\$2,321	\$1,670	\$2,500
Payroll Taxes	\$4,046	\$5,415	\$5,234	\$5,742	\$20,437	\$62,811	\$30,000
Salaries and Wages	\$52,666	\$65,936	\$54,659	\$68,409	\$241,669	\$184,599	\$287,500
<b>TOTAL PERSONNEL</b>	<b>\$60,809</b>	<b>\$77,159</b>	<b>\$69,616</b>	<b>\$82,866</b>	<b>\$290,450</b>	<b>\$258,222</b>	<b>\$356,500</b>
<b>TOTAL EXPENSES</b>	<b>\$137,176</b>	<b>\$125,885</b>	<b>\$126,663</b>	<b>\$157,711</b>	<b>\$547,435</b>	<b>\$630,003</b>	<b>\$619,500</b>
<b>SURPLUS</b>	<b>\$22,860</b>	<b>\$27,442</b>	<b>\$17,349</b>	<b>\$32,215</b>	<b>\$99,866</b>	<b>\$22,904</b>	<b>\$63,500</b>



Earned income increases as donated income shrunk in this economy keeping us afloat.



We saved much money on our production, administrative and class costs, even as we hired more staff to take care of our growing programs, gave cost of living increases and provided a more comprehensive benefits plan to staff (all included in personnel costs).

**NOTE: Surplus** is money that is earmarked for programs in 2009-2010 fiscal year with grant and sponsorship money that came in 2008-2009 fiscal year. Therefore, this money is not profit or "extra money" but will be spent on next year's programs.

# Strategic Plan Update

*In 2007 we created a new strategic plan for the Muckenthaler. The following is an update of our goals:*

## MEMBERSHIP

We wanted to double our membership in 3 years, and although new membership is way up, many old members have not renewed. We have to make a priority of trying to bring back old members that have fallen away.

## BOARD DEVELOPMENT

Will be a top priority in 2010 as we move into a new capital campaign.

## FUNDRAISERS

We have successfully separated the gala from the Car Show by creating the Moonlight Masquerade Ball as a second fundraiser, increasing greatly our fundraising potential. We also added the small but successful (and easy to produce) Farm Dinners. In March 2010, we will add a new art auction fundraiser.

Other fundraising that has proven effective is establishing grant funded programs that serve youth and seniors, which more importantly serves our mission. We have been successful at getting new grant funds. This year we started our Founder's Circle Legacy Club to enlarge our endowment program and a memorial endowment program. The latter has brought in over \$15,000 this year into our endowment.

In the future we hope to expand on film rentals which we have started marketing, on-line giving, endowment and on corporate support. We will continue to sell block tickets to events with



groups; collect and recycle cell phones for cash and get money from Grocery tapes programs with Ralph's and Albertsons.

## **MARKETING**

This year we hired a dedicated marketing director to continue our successful strategy of slick annual color brochures, color postcards for each month, quality color newsletters, listings in community calendars, timely press releases, cross promotion with theatres, Fullerton College, word-of-mouth advertising, and other strategies from last year. Kevin, our new marketing director, along with Jason, a volunteer from JVJ Designs, has also revamped our website, social networking, and e-blasts, and created new events for the under-30 crowd.



## **FACILITY AND GROUNDS**

Our Facility and Grounds position have switched from contract to staff, saving us money. The Adella Lawn has been redone with new drains and sod. Colette's donated a new Iron gazebo to the Italian Garden. We are still working on restarting the Garden Club.

## **CAPITAL CAMPAIGN**

Our new building Capital Campaign has progressed nicely picking up support through a "Legacy Breakfast" unveiling plans for the new building and renovations. We have been put into the City's budget for a revisioning of our master plan, the first step to getting the project rolling. We are on target to have the project up and running by our 50th anniversary in 2015. There will be more about the project in next year's report, as it is still in very early planning stages.



## RENTALS

We renegotiated Colette's Contract, giving us more money from the rental events. We are still working on attracting filming to the Muck.

## CITY CONTRACT

A new city contract is still being negotiated with some delays but it's still a smooth partnership and most issues have been ironed out.

## CLASSES

Our classes is now modeled to match the public school's sessions. We changed our structure from contract teachers working on a percentage to hourly contractors and employees, which puts us in a position to be able to offer more classes to more students at much lower prices while paying teachers fairly and still making enough for the Muck to pay our administrative costs and marketing of the classes. This restructuring sets us up for great growth potential and partnerships, like the one we started at the end of the fiscal year with Crittenton Services providing art programs for their school and group home. We are working on other partnerships with schools, churches,

tutoring groups and community centers. With our new structure we can offer high quality art classes at lower prices than these groups can offer themselves. We continue to work at better marketing of our classes. We are also developing standardized "VAPA-compliant" curriculums for these classes.

## NEIGHBORHOOD

Homeowners issues with noise from our events, that were very prevalent 2 years ago, have been completely mitigated. We received only two complaints last year, compared to five complaints each week last year. We now have regular quarterly meetings with homeowners at the Muck.



## CONCLUSION

Considering the economic climate, we did very well but only because of our wedding income, new contract, and new grants and programs. In this economy, donors would rather give money to social service non-profits (understandably) and some donor money just dries up. It is imperative that we find ways to increase our donors. Corporations, who see us active in the community, winning awards, and bringing in tens of thousands of patrons, should see the benefit of sponsoring programs at the Muck as an investment in the soul of the community. There are many painless ways to give, such as leaving endowment gifts, giving the Muck tickets and memberships to clients or family as gifts, and just supporting the programs by buying tickets to them and fundraisers. As we reach for a large capital campaign over the next five years we hope to re-energize the Fullerton community to see the Muck as a regional hub for the arts, conferences, weddings, events and filming that can bring many people into Fullerton to dine, shop and live.



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Muckenthaler Cultural Center

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