

JACK LONDON STATE HISTORIC PARK		
S OPERATED BY VALLEY OF THE MOON NATURAL HISTORY ASSOCIATIC		
CONTRACT YEAR 1: MAY 1, 2016 - APRIL 30, 2017		
SUPPORT AND REVENUE FROM JLSHP OPERATIONS		
Park fees		
Entrance/parking		\$226,930
Venue rental		\$44,750
Tours (interpretive)		\$7,364
Concessions		\$7,970
Events income		\$113,972
Merchandise sales (net of cost of sales)		\$35,643
Total support and revenue from Operations		\$436,629
EXPENSES FOR JLSHP		
Personnel expense		\$560,707
Maintenance and materials		\$36,660
Staff and volunteer expenses		\$14,496
Grants to other nonprofits		\$0
Contract services / professional fees		\$71,451
Advertising and promotion		\$1,964
Bank and merchant fees		\$10,921
Dues and subscriptions		\$779
Events expense		\$72,632
Insurance		\$14,609
Office supplies		\$3,220
Postage		\$1,410
Printing and reproduction		\$10,150
Communications		\$12,754
Computers and software		\$7,024
Furnishings and equipment		\$28
Utilities		\$15,278
Other operating expenses		\$3,500
Total expenses		\$837,583
Net from JLSHP operations		(\$400,954)
FUNDS/SUPPORT RAISED FROM OUTSIDE ENTITIES		
Contributions		\$73,879
Memberships		\$89,924
Sponsorships		\$54,238
Grants		\$40,267
Fundraising events		\$181,498
Other income		\$17,357
		\$457,163
Net Gain/(Loss)		\$56,209