

RANCHO LOS ALAMITOS

IMPACT REPORT FY 2020-2021



EXECUTIVE OVERVIEW

Resilience and creativity are the hallmarks of Southern California. They are abundantly represented at this unique corner of California known as Povuu'ngna, and later, as Rancho Los Alamitos. The staff and volunteers at the Rancho learned a lot about resilience and creativity over the past year. And while a lingering pandemic has undoubtedly taxed our resources and resolve, we have discovered numerous unexpected benefits, and we have become stronger and more agile.

In the fall of 2020, the Rancho's popular 4th-grade school program went virtual. We learned how to meet teachers' and students' needs remotely and deliver an exciting interactive experience to their laptops and tablets. Transitioning to a virtual learning experience allowed us to serve twice as many 4th grade students as we did with in-person school tours and to reach far beyond our walls all the way to Northern California. Currently, we are partnering with the Tongva community to adapt RLA's award-winning 3rd-grade *Tovaave* program to the virtual world. Five videos capturing different aspects of Tongva culture will give teachers the option of coming to Povuu'ngna or bringing Povuu'ngna to their classrooms. RLA's virtual school programs are so effective the National Docent Symposium invited Rancho docents to present them to an international audience next fall.



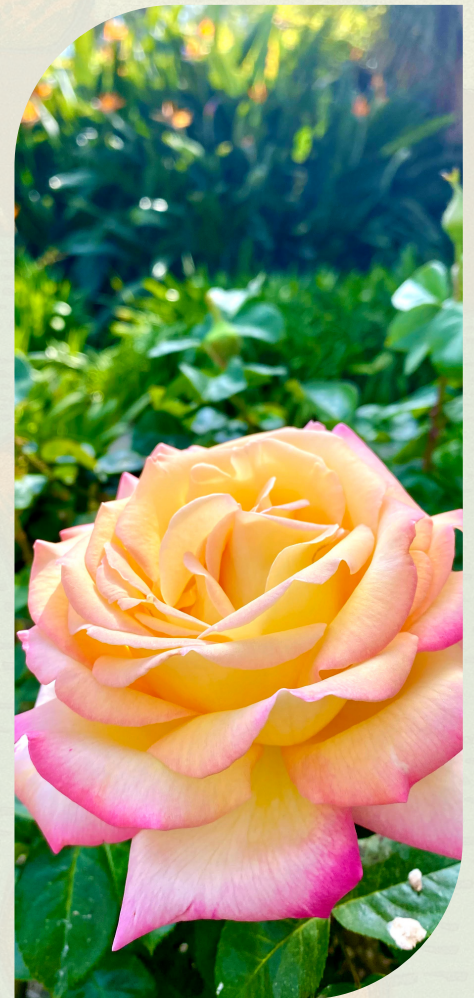
This past year, the Board of Directors, staff, and volunteers recommitted themselves to the Rancho's role in the community and our service to the public by looking at our mission, operations, and visitor experience through the lenses of diversity, equity, inclusion, and accessibility. We discovered we could do better, and we will. We are actively taking steps towards delivering on the following commitments as we move towards an even more vital and relevant future.

- Recruit board members, staff, and volunteers who reflect the diversity of our region. We want to cultivate future leaders who have knowledge and skills to ensure the fulfillment of our mission for generations to come.
- Communicate clearly and openly across our board, staff, and volunteers to build authentic inclusion and a sense of community.
- Engage in ongoing training, mentoring, and reflection across the board, staff, and volunteers, especially those who engage with the public, to create an open, respectful, and welcoming environment for all visitors. We want visitors to feel like a part of our family.

- Listen to community members about their interests, motivations, concerns, and ideas so that the visitor experience and programs are relevant and meaningful to people from diverse backgrounds.
- Undertake programs and learning experiences that inspire, build networks, and bridge diverse narratives by collaborating with community members and other organizations.
- Provide greater accessibility to our resources from both within and beyond our gates by meeting community members where they are, engaging in intentional outreach to bring the Rancho's history to people who experience significant barriers to visiting us in-person.

We've enjoyed hard-won successes this year thanks to our supporters, including the City of Long Beach, Rancho volunteers, and long-time donors. We went into the 2020-21 fiscal year with no onsite fundraisers or opportunities for earned income. We tightened our belts and looked at ways to productively prepare for the future. We undertook revitalization and restoration projects in our barnyards and gardens with armies of volunteers, forging new liaisons and partnerships. Rancho guests enjoyed safe, serene outdoor spaces in which to decompress and recharge in the company of family and friends. We successfully delivered fun and content-rich family-oriented workshops in both in-person and remote formats. In a world that discouraged large gatherings, we concentrated on grants and online fundraisers. We took a hard look at our investments and hired an advisor to make them work harder. We looked after our volunteers and staff, providing a safe place to work, an environment for learning new skills, and ongoing social interaction. And we ended the year in the black.

None of this would be possible without you, our supporters, who provide inspiration, encouragement, and the resources to carry out our mission and serve the people of Long Beach and Southern California. Thank you.



EXECUTIVE DIRECTOR
PAMELA YOUNG LEE



Mission

To educate and engage visitors by sharing our rich history, our compelling stories and our authentic connections to California's past and thus inspiring a sense of community.

Vision

To be widely recognized as a valued cultural and historical asset exploring California's past, shedding light on the present and imagining the future.

Values

RLAF values inquiry-based exploration, interactive and hands-on experiences, and educational programming, grounded in the inherent nature of the site, that sparks curiosity, informs and instructs, and instills a desire to know more.

History & Legacy

In 1968, Rancho Los Alamitos was gifted to the people of Long Beach by the heirs of Fred and Florence Bixby. In 1985, the Rancho Los Alamitos Foundation was created to partner with the City of Long Beach in preserving and sharing the rich resources of Rancho Los Alamitos Historic Ranch & Gardens. The Rancho is located on Tongva-Gabrielino land known as Povuu'ngna. The Foundation recognizes the profound significance of Povuu'ngna as the sacred place of origin of the Indigenous people who stewarded this land for thousands of years before the disruption of Spanish colonization. Beginning with these Indigenous people, the land has nurtured a great diversity of people and cultures over its long history, from the Spanish and Mexican colonists to successive waves of settlers and entrepreneurs from all over the world. Today, the Rancho is a 7½-acre historic site within the City of Long Beach, one of the most ethnically diverse cities in the United States.

Impact Data FY 2020-2021

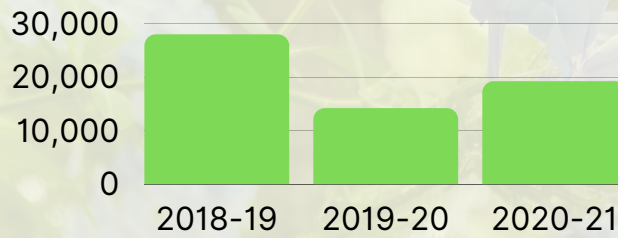
Virtual Visitors:
2,987

RLA Facebook
posts seen
100,000 times

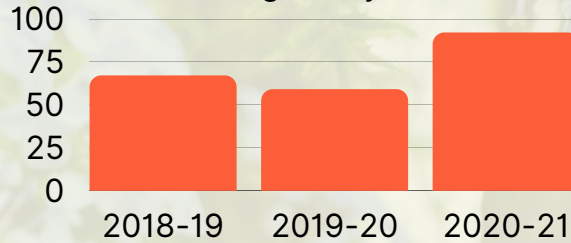
**Total
Visitors**

19,209

Total Site Visitors

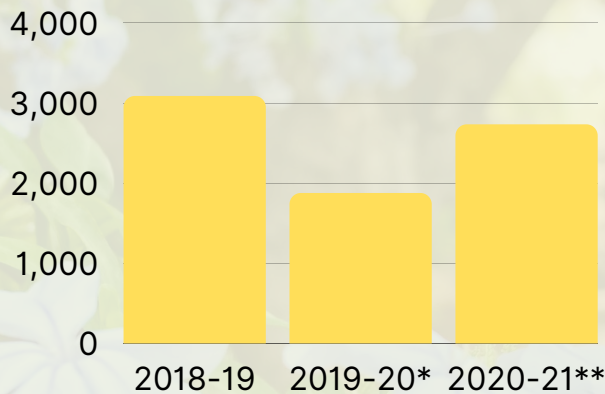


Average Daily Visitors



The 2021 Ranchos Walk culminating at RLA welcoming 420 visitors!

School Program Attendees



*Site and school closures due to COVID

** RLA only offered 4th-grade school programs

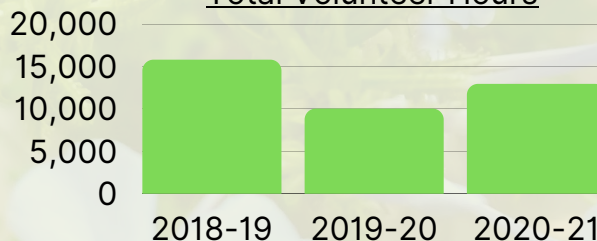


Livestock Manager, Karen Thompson, shares animal facts with visiting children.

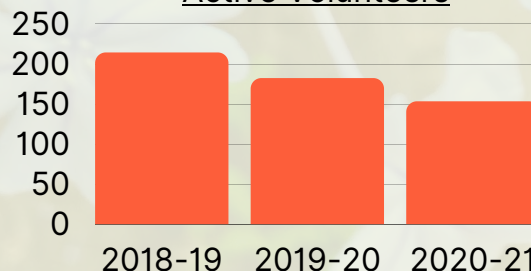
**Students
Served**

2,731

Total Volunteer Hours



Active Volunteers



Dollar Value of
Volunteer
Hours:
\$368,537 or
6.5 FTE

Volunteers

153



Volunteers enjoying time together at RLA's Volunteer Welcome Back Dinner in August.

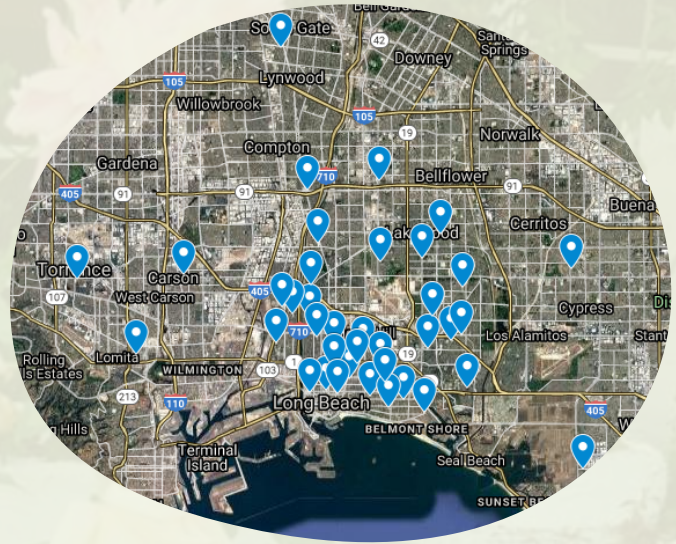
AUDIENCES

School Programs

The Rancho used a community-informed approach to transform its in-person school programs into virtual programs. The 4th-grade *Footprints on the Land* program became a menu of four real-time virtual tours engaging students throughout California. RLA reached twice as many 4th graders in FY2020-21 compared to the in-person experience of FY2018-19.

The Rancho is committed to collaboration with teachers and Indigenous educators in the development of the 3rd-grade *Tovaave: A Tongva Cultural Program*. They are transforming *Tovaave* into an asynchronous video program with learning materials for students and teachers alike. The *Tovaave* program, partially filmed by Rancho intern Clark Thompson, will be an authentic, thought-provoking educational resource for years to come.

"There were so many wonderful aspects to the virtual field trip. Most notably, we forgot that it was virtual because it felt like we were physically there at RLA."
- LBUSD Teacher



RLA served 94 classrooms from 45 schools (25 Title I) in 27 different zip codes.



RLA Docent Educators (left to right) Joanne Tajima, Roberta Rogoff, and Donna Rogahn facilitate a virtual school program for 4th graders.



Tovaave Team: (Left to Right) Cindi Alvitre, Craig Torres, Virginia Carmelo, Lazaro Arvizu, Ambyr Hardy, Katie Lowe, Donna Rogahn, Clark Thompson.

Public Programs

The Rancho created new virtual and outdoor programs, connecting multi-generational families and adults to women's history and more.

Community partnerships brought expertise and contemporary relevance to our historical programming.

Programs:

- Cooking for a Crowd
- Cool Crafts for the Holidays
- Cool Crafts on the Go
- Floral Arranging Then & Now
- Ranchos Walk
- Waa'aka': A Storytelling & Art Experience



Waa'aka': A Storytelling and Art Experience- "California is beautiful and its stories need to be told." "Every culture is important." - Participant

Ranchos Walk- "Walking with friends, and the fun at the end was wonderful. The volunteers were clapping and cheering 'you did it!'" - Participant

RLA Intern Program



Kalilah Dixon:
Long Beach Community
Internship Project



Elise Lopez-Beltran:
2021
Cottonwood Intern



Marian Navarro:
2021
Cottonwood Intern

"It has been a moment of growth in the middle of this pandemic. It has been possible due to the support that I was given. I appreciate all the hard work and time that was put into that support. I cannot put into words my thanks." - Kalilah Dixon



Julie Galarza:
2021
Cottonwood Intern



Clark Thompson:
2020
Cottonwood Intern



Lizbeth Osorio:
Getty Marrow
Undergraduate Intern

"When I was a student I learned the skills to research, write and present my findings within the classroom but as an intern at Rancho Los Alamitos, I had the opportunity to grow further out of the classroom and share those skills with the public." - Marian Navarro

SITE STEWARDSHIP

Gardens and Grounds

Rancho Los Alamitos' Garden staff and volunteer crew accomplished significant garden restoration and deferred maintenance projects that enhanced the accessibility and guest experience of RLA's nationally recognized gardens.

"I am a new volunteer. However, I can honestly say I have been welcomed and greeted in the most friendly, loving way by everyone I have met. And I have truly enjoyed with satisfaction the hard work I, and my fellow worker bees, have done." - RLA Volunteer



Farm Animals

RLA initiated a rotating livestock program exhibiting species and breeds that once lived on the ranch, including cattle, mules, donkeys, and poultry. This program provides volunteers and visitors with a greater understanding of animal husbandry and the impact of agriculture in Southern California.

"Being a volunteer roustabout gives me a great feeling knowing I'm helping to care for the animals. It also lets me share a slightly different perspective about the animals with the guests." - RLA Volunteer



Partners, Grantors, and Sponsors

Thank you to the following partners, grantors, and sponsors for your contributions. With your support, we delivered substantive educational programs, preserved our historic structures and collections, maintained our nationally-recognized gardens, cared for our livestock, and remained open to all at no charge for admission.

Corporate and Foundation Contributors

- BrightView Landscaping Services
- The Bess J. Hodges Foundation
- California Humanities, in partnership with the National Endowment for the Humanities
- California Humanities with funding from the National Endowment for the Humanities as part of the American Rescue Plan Act of 2021
- The City of Long Beach Cares Act Nonprofit Relief Funding
- Creative Productions
- Farmers and Merchants Bank
- Farmers & Merchants Bank Foundation
- HDR
- Lyon Living
- Long Beach Chamber of Commerce
- Long Beach City College Foundation
- Los Angeles County Supervisor, Janice Hahn
- Matson
- The Earl B. and Loraine H. Miller Foundation
- The National Charity League, Pacific Coast Chapter
- P2S Engineering
- The Port of Long Beach
- The Small Business Administration Paycheck Protection Program, Second Draw
- State of California Small Business COVID-19 Relief Grant for Arts & Cultural Organizations
- Synergy Oil & Gas
- TABC/Toyota
- Union Pacific Railroad
- Water Replenishment District of Southern California

Community Partners

- CSULB & the Long Beach Community Internship Project
- City of Long Beach, Office of Sustainability
- Farm Lot 59
- The Getty Foundation, the Getty Marrow Internship Program
- Historical Society of Long Beach
- Carly Lake, Illustrator, Painter & Fiber Artist
- Long Beach Unified School District
- Long Beach Suffrage 100
- Rancho Los Cerritos
- Southern California Horticultural Society
- Tongva Education Team: Cindi Alvitre, Craig Torres, Lazaro Arvizu
- Walk Long Beach
- Willmore Baking Company
- Young Musicians Foundation



Corporate Volunteers such as BrightView, TABC/Toyota, the Junior Beta Keystone Academy, and Boy Scouts from Long Beach Troop 112 helped maintain outdoor spaces. During National Public Lands Day 2021, these organizations provided in-kind landscaping services saving the Rancho thousands of dollars.

Financial Overview

In FY2020-21, the Rancho Los Alamitos Foundation continued to exercise sound financial oversight and budget management. Initially, it appeared that pandemic-related challenges, such as canceled fundraising events and other revenue-generating opportunities, would result in a year-end deficit. Still, the Foundation ended the year in the black with a \$155,897 surplus. This outcome resulted from careful reductions in spending and higher than expected revenue from contributions, grants, Museum Shop, endowment revenue, and a forgiven Payroll Protection Program (PPP) loan.

SUPPORT

Contributions and Grants	\$700,046
Management Fee	\$470,000
Total Support	\$1,170,046

REVENUE

Endowment Revenue	\$131,764
Museum Shop	\$52,175
Net Virtual Cottonwood	\$30,835
Membership	\$6,890
Total Revenue	\$221,664

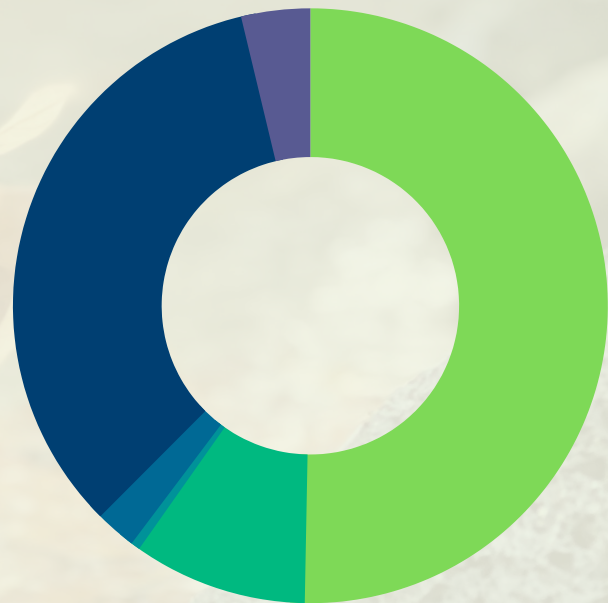
TOTAL SUPPORT AND REVENUE **\$1,391,710**

EXPENSES

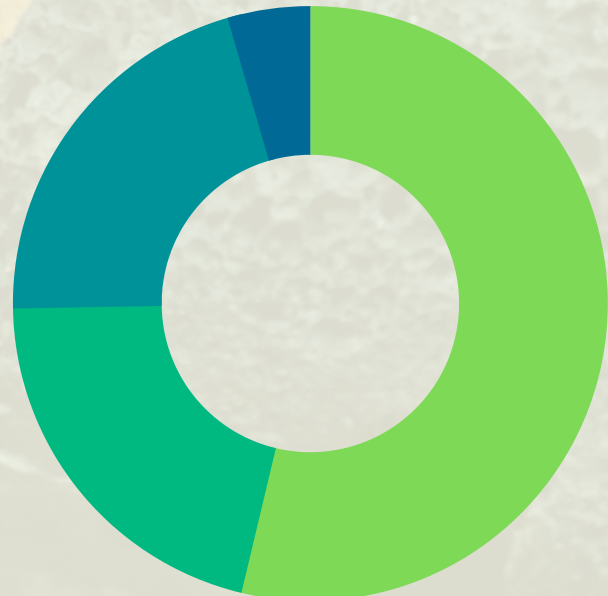
Program Services	\$663,931
Management and General	\$259,649
Fundraising	\$256,710
Museum Shop	\$55,523
Total Expenses	\$1,235,813

SURPLUS **\$155,897**

SUPPORT AND REVENUE



EXPENSES



RANCHO LOS ALAMITOS FY 2020-2021

BOARD OF DIRECTORS

Jeff Green	Chairman	Retired Businessman
Henry Taboada	Vice Chairman	Former City Manager, City of Long Beach
Doug Charchenko	Treasurer	Retired Head of Fixed Income, Wedbush Securities
Amy Bodek	Director	County of Los Angeles, Director of Regional Planning
Ron Bradshaw	Director	Former Sr VP of Real Estate Development, Bixby Ranch Company
Mary Alice Braly	Director	Community Leader
Molly Campbell	Director	Former Director, Port of New York and New Jersey; Former CFO, Port of Los Angeles
Deborah Castro	Director	President and CEO, Creative Productions
Gloria Deukmejian	Director	Community Leader; Former California First Lady
Remington Hotchkis	Director	Founder, Bixby Roasting Company
Matt Knabe	Director	Founding Partner, Englander Knabe & Allen
Julie Mendell	Director	Community Leader and Retired Educator, LBUSD, LBCC, & CSULB
Jerry Miller	Director	Consultant; Former Long Beach City Manager
O'Malley Miller	Director	Partner, Allen Matkins Leek Gamble Mallory & Natsis LLP
Cyrus Parker-Jeannette	Director	Dean Emerita, College of the Arts, CSULB
Harry Saltzgaver	Director	Executive Editor, Gazette Newspapers
Marlene Temple	Director	Community Activist; Philanthropist

