

A large, ancient tree with thick, gnarled roots in front of a red and white building. The tree's trunk is massive and splits into several large, spreading roots that extend across the ground. The building behind it has a red roof and white walls with arched windows. The scene is set outdoors with green grass and other trees in the background.

**Rancho Los Alamitos
Annual Report 2021-2022**

Executive Director's Message



If the last few years have confirmed anything, it is that the only constant is change. The people who have cared for the land now known as Rancho Los Alamitos have a long history of adapting to change to achieve their goals. This past year, with the energy and commitment of its volunteers, community and civic partners, members, donors, and staff, Rancho Los Alamitos embraced new techniques for serving our public and achieving our mission in a world that has changed forever.

RLA's staff and docents learned how to deliver compelling virtual programming during the pandemic, which allowed the organization to continue serving its constituents and reach beyond the boundaries of the seven-and-a-half-acre site.

Live remote visits to the Rancho enriched students' learning for 84% of Long Beach's elementary schools. The site served 57 schools, from San Juan Capistrano to Alhambra. As health department regulations eased, RLA offered a variety of remote and in-person family-friendly, outdoor programs focusing on nature, sustainability, and the area's inextricable history with water. With the aid of innovative and inspired university interns, RLA learned more about the daily lives of early 20th-century ranch workers. We also learned about the people who visit the ranch today – who they are, where they live, and what they expect from Rancho Los Alamitos. These and similar projects provide the tools for delivering on the Rancho's DEI commitments and its continued relevancy to the community.

None of this would be possible without the efforts and support of generous and forwarding-thinking individuals, organizations, and civic leaders who have provided time, talent, leadership, and funding. The Rancho's friends and supporters saw us through a remarkable year that included the most financially successful Cottonwood Award Luncheon in the fundraiser's decade-long history and the replacement of the site's decrepit 1993 Astro van with a donated 2023 Toyota Tacoma 4x4 Crew Cab Long Bed. We carried out the vital and all-but-invisible work of nurturing and preserving the grounds and buildings of a precious historical, cultural, and horticultural resource – a legacy to the people of Southern California. We are honored to be on this journey in service to the community with such loyal and inspiring colleagues.

Pamela Young Lee

Rancho Los Alamitos

Our History

The heirs of Florence and Fred Bixby gifted Rancho Los Alamitos to the people of Long Beach in 1968, and the site opened to the public in 1970. Beginning in 1986, the Rancho Los Alamitos Foundation assumed management of the historic site, partnering with the City of Long Beach to preserve and share its rich resources. The Rancho is located on Tongva-Gabrielino land known as Povuun'gna. The Foundation recognizes the profound significance of Povuun'gna 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 seven-and-a-half acre historic site within the City of Long Beach, one of the most ethnically diverse cities in the United States.

Our 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.

Our 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.

Our Values

RLAF values inquiry-based exploration, interactive and hands-on experiences, and educational programming that sparks curiosity, informs and instructs, and instills a desire to know more.



**Combined total followers on Facebook, Instagram, Twitter, and LinkedIn.*



Hands-on experiences at the Native Plant Dyes and Cool Crafts Roundup Workshops

New and Engaging Public Programs

RLA programs include workshops, exhibits and family activities that emphasize sustainability and highlight the precious resources of our site including gardens, native plants, water, and history.



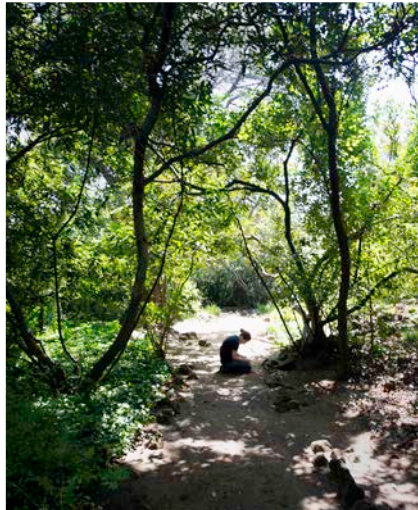
**Cool Crafts Roundup
Workshop Series**

Children and their caregivers connected to the Rancho's stories of water, nature, and sustainability through hands-on experiences.



A Seat At The Table

Young adults, high school students, educators, and the public explored women's history and exchanged ideas for civic engagement today.



Nature Journaling Workshop

Surrounded by nature, participants used art and journaling to contemplate lessons from Rancho history related to sustainability and the precious role of water on this hilltop.



**Native Plant Dyes:
A Family-Friendly Workshop**

Using dyes made from California native plants found at the Rancho, participants created colorful silk bandanas and discussed the interconnectedness of water, plants, and people.



Ranchos Walk

Participants walked from Rancho Los Alamitos to Rancho Los Cerritos (RLC) for a festive celebration. Two historical city water facilities, Reservoir Hill and Willow Springs Park, offered shorter routes to RLC.



Holiday Open House

Holiday guests experienced the Rancho's historical Christmas Eve traditions through the eyes of its ranch workers, exploring themes of family and cultural diversity.

Rancho Internships

• Scholarship • Work Force Development • Diversity • Collaboration



RLA offers paid internships that engage students in projects that give them valuable skills for their future studies and careers while providing tangible benefits to the Rancho and its operations.



Jaqueline Nunez-Jimenez, CSULB
Long Beach Community Internship Project

Learning and engagement were enhanced for 4th-grade students through the support materials Jaqueline developed for RLA's virtual school tours.



Julie Haltom, CSULB
2022 Cottonwood Scholar

RLA visitors of all ages will gain new insights into the lives and daily experiences of the Rancho's early 19th century Mexican workers through Julie's research into primary resources. Her work includes recommendations for sharing ranch workers' experiences using RLA artifacts and buildings.



Matthew Castner, Cal Poly Pomona
Southern California Horticultural Society Intern

Visitors to RLA's 1927 Olmsted Brothers-designed Rose Garden will benefit from Matt's painstaking work researching, identifying, mapping, and tagging the over 170 heritage roses in the historic garden. Matt's work not only benefits visitors, but facilitates planning and care of a significant Southern California rose garden.



Rue Cepeda-Partida, CSULB
2022 Cottonwood Scholar

Through Rue's innovative guest self-check-in and automated visitor survey, RLA acquired new and more accurate information regarding daily visitors' motivations, interests, and demographics. The ongoing collection of this information will support RLA's DEI actions, as well as relevance to the region we serve.

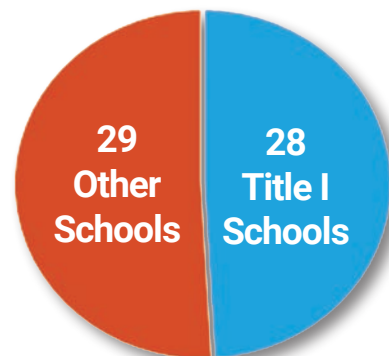
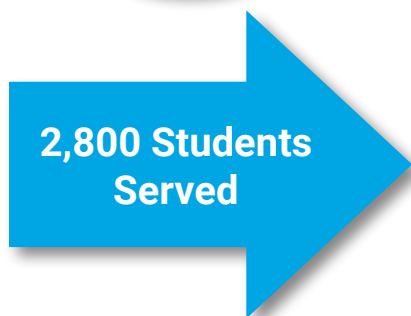
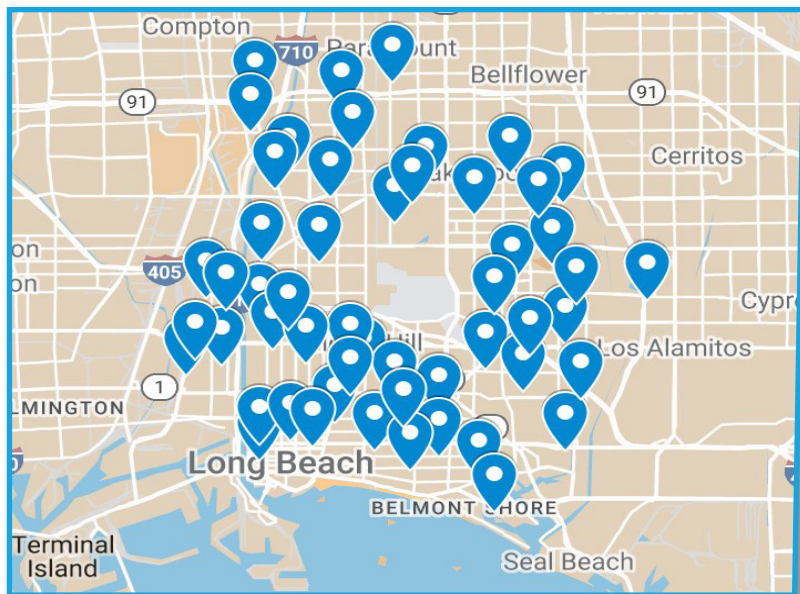
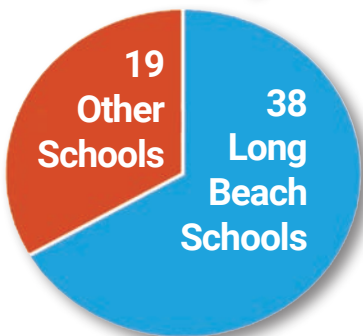


I developed more confidence as a public speaker. Most importantly, interning at the Rancho gave me a fascinating introduction to public history. Before giving the walking tour, I had only presented my research in an academic setting. As I created the walking tour, I had to focus on a new set of objectives, like keeping the information brief but thorough and making it relatable. Having public history experience presents me with new options as I exit my master's program. I can pursue job opportunities outside of academia.

- Julie Haltom, CSULB, 2022 Cottonwood Scholar

School Programs

- *Tovaave: A Tongva Cultural Program* for 3rd Graders
- *Footprints on the Land Program* for 4th Graders



- We sustained engagement with our new virtual school programs, leading 55 virtual school tours for classes as far south as San Juan Capistrano, as far north as Alhambra, and as far east as Claremont.
- Almost half the schools we served this year (28 of 57) receive Title I funding, indicating about half the students we served this year attend schools in underserved areas of Long Beach and beyond.
- We served 84% of the elementary schools in Long Beach Unified School District.

What teachers say about our tours ...



• *True to our standards* • *Engaging and relevant* • *Presenters were very knowledgeable*

Rancho Volunteers Are ...

- Smart • Talented • Generous • Dedicated • Indispensable • Invaluable
- Kind • Friendly • Thoughtful • Engaging • Good-Looking!



One hundred sixty-four Rancho Volunteers worked **12,550 hours** in 2021-2022 in all aspects of the site's operation. The value of their contribution equates to **\$375,860** or **6.0 FTEs**.



Rancho Docents at the 2022 National Docent Symposium



In September, the National Docent Symposium welcomed participants from museums and cultural institutions throughout the United States and Canada. Eight RLA docents and one staff member attended. The 2022 Symposium focused on diversity in docent programs, strategies to increase inclusion, accessibility and engagement in public tours, and ongoing docent enrichment.

The three-day conference included sessions that featured best practices from participating groups. Through a competitive application process, the National Docent Symposium Council invited Rancho docents to present a breakout session on RLA's virtual school tours and a Showcase of Ideas table about Tovaave: A Tonga Cultural Program.

RLA's participation added an important voice from historic sites and history museums to a slate of presenters consisting primarily of art museums and institutes.

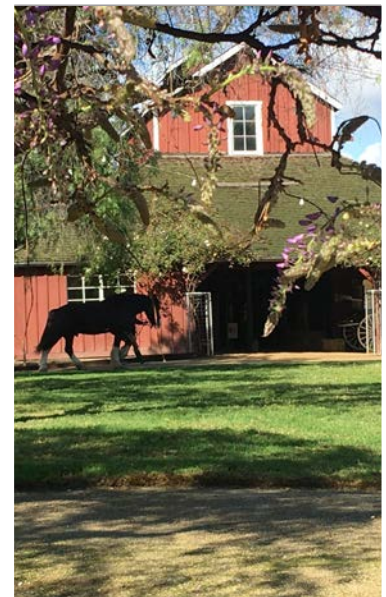


My motivation for volunteering at the Rancho is rooted in my love and respect of nature and its power to soothe the stressed psyche. Sharing the Rancho's connection to the past reminds us of what's important in life-taking the time to appreciate natural beauty with the people you love.

- Yvette Newborn

Gardens & Livestock

- Four Acres of Nationally Significant Historic Gardens
- Historic Barnyard with Horses, Goats, Sheep, and more



Financial Overview



In FY2021-22, the Rancho Los Alamitos Foundation exercised sound financial oversight and budget management. Despite a volatile economic outlook, RLA increased its gift shop revenue, its membership income, and its revenue from the organization’s major fundraising event. RLA also slightly reduced its expenses while maintaining high standards of programming excellence and site care. The Foundation ended the year in the black with a \$24,290 surplus.

SUPPORT

■ Contributions & Grants	\$ 514,486
■ Management Fee	\$ <u>470,000</u>
Total Support	\$ 984,486

REVENUE

■ Endowment Revenue	\$ 72,841
■ Museum Shop	\$ 57,758
■ Net Cottonwood	\$ 103,196 *
■ Membership	\$ <u>10,540</u>
Total Revenue	\$ 244,335

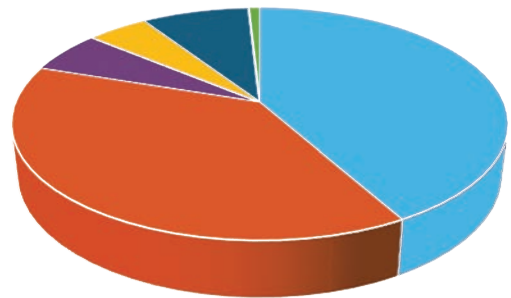
TOTAL SUPPORT & REVENUE **\$ 1,228,821**

EXPENSES

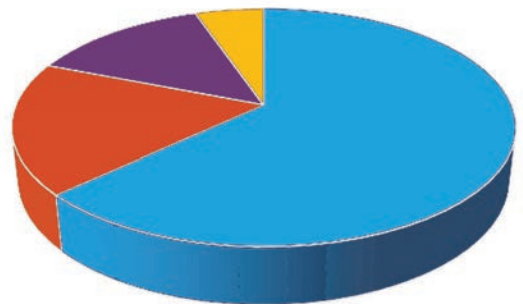
■ Program Services	\$ 759,453
■ Management & General	\$ 215,900
■ Fundraising	\$ 165,589
■ Museum Shop	\$ <u>63,589</u>
Total Expenses	\$ 1,204,531

SURPLUS **\$ 24,290**

SUPPORT & REVENUE



EXPENSES



**The highest grossing Cottonwood in the event’s history.*



... one added bonus [of volunteering at the Rancho] is the new family that I have acquired by meeting other RLA volunteers. These RLA volunteers are AWESOME and have truly become lifelong friends.

- Joanne Tajima

Grantors & Sponsors

ACTA
The AES Corporation
Bess J. Hodges Foundation
Bixby Hill Community Association
Boeing Employee Community Fund
CA Humanities
California State University, Long Beach
Creative Productions
Crown Castle
DENSO Products and Services Americas, Inc.
Don Temple Family Charitable Foundation
Downtown Long Beach Business Alliance
Farmers & Merchants Bank
Farmers & Merchants Bank Foundation
Halbert Hargrove
J&L Jewelry
Long Beach City College
Long Beach City College Foundation
Long Beach City Councilman, Daryl Supernaw (4th District)
Long Beach City Councilwoman, Suzie Price (3rd District)
Long Beach Convention & Visitor's Bureau
Long Beach Entertainment Center
Long Beach Navy Memorial Heritage Association
Long Beach Playhouse
Long Beach Public Library Foundation
Long Beach Ronald McDonald House
Long Beach Unified School District
Long Beach Water Department
Los Angeles County Supervisor, Janice Hahn
Maxson & Associates
Memorial Medical Center Foundation
The Earl B. and Loraine H. Miller Foundation
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P2S Engineering Inc.
Port of Long Beach
Rancho Los Cerritos
Shadden Group
Signal Hill Petroleum
State Farm
Synergy Oil & Gas & Lyon Living
TABC/Toyota

Community Partners

California State University, Long Beach
Carly Lake, Illustrator, Painter & Fiber Artist
City of Long Beach, Office of Sustainability
Historical Society of Long Beach
Long Beach Unified School District
Long Beach Suffrage 100
Nathan Pinto, Sound Engineer, Producer,
Recording Artist
Rancho Los Cerritos
Southern California Horticultural Society
Tongva Education Team:
Cindi Alvitre, Craig Torres, and Lazaro Arvizu
Walk Long Beach
Willmore Baking Company



Board of Directors

Chairman

J. Jeffrey Green, Monterey (2009)
Retired Businessman

Vice-Chairman

Henry Taboada, Long Beach (2015)
Former City Manager, City of Long Beach

Treasurer

Douglas Charchenko, Long Beach (2014)
Retired Head of Fixed Income, Wedbush Securities

Members

Cindi Alvitre, Costa Mesa (2021)
Lecturer & NAGPRA Coordinator, CSULB; Tongva Elder

Amy Bodek, Long Beach (2015)
Director of Regional Planning, County of Los Angeles

Ronald A. Bradshaw, Newport Beach (2001)
Former Sr. V.P. of Real Estate Development,
Bixby Ranch Company

Mary Alice Braly, Long Beach (1995)
Community Leader

Molly Campbell, Long Beach (2020)
Former Director, Port of New York and New Jersey
Former CFO, Port of Los Angeles

Deborah Golian Castro, Long Beach (2014)
President and CEO, Creative Productions

Gloria Deukmejian, Long Beach (1999)
Community Leader, Former California First Lady

Remington Bixby Hotchkis, Santa Ynez (2018)
Founder/CEO, Bixby Roasting Company

Matt Knabe, Long Beach (2017)
Founding Partner Englander, Knabe & Allen

Gerald "Jerry" Miller, Long Beach (2011)
Consultant, Former Long Beach City Manager

O'Malley Miller, Esq., Los Angeles (2006)
Retired Partner, Allen Matkins Leck Gamble Mallory & Natsis, LLP

Cyrus Parker-Jeannette, Orange (2017)
Dean Emerita, College of the Arts, CSULB

Harry Saltzgaver, Long Beach (2018)
Executive Editor, Gazette Newspapers

Marlene Temple, Long Beach (2016)
Community Activist, Philanthropist

The date in parentheses following each board member's name indicates when their tenure began.





Special thanks to Doug Cox for providing so many of the photos in this report.

THE rancho

LOS ALAMITOS | a place for all time

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