

Open Space Alliance 2010 Annual Report

Message from the President

The Open Space Alliance and its Board of Directors, through public outreach, fundraising activities, and financial management, provides needed support for the Open Space Division in their management of Albuquerque's major open space areas.

The past year was full of challenges and successes as the Alliance moved forward with plans focused on three broad areas: to increase our efforts in providing transportation for getting school children out to open space areas, to increase corporate donations that fund a variety of educational activities and special events, and to strengthen our membership.

This was a year for successful fundraising through our annual art sales exhibit, *OPEN SPACE: A Room with View*. There was also success in being selected for a generous grant from REI's corporate giving program. Despite the economic challenges presented to non-profit organizations, the Alliance was able to attract new members to our roster.

This was a year for a fresh, new look. The Alliance web site was completely overhauled and updated to present a better image and stronger message to the community. The new web site is exciting and informative. We are creatively embracing the future.

It has been a privilege to serve as Board President this year, and I hope you will join me in staying engaged and supporting the city's open space areas and spending some quality time at the Open Space Visitor Center.

Steven Hamp
President, Open Space Alliance

3/18/2011

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OSA Development

The Open Space Alliance's support of the city's Parks and Recreation Department, and the coordination with the Open Space Division enables our community to enjoy the richness of Albuquerque's open space areas. By sponsoring a variety of open space special events and activities through corporate partnerships and fundraising, the Alliance facilitates access to the natural, historic, cultural, and recreational aspects of open space to a wide audience. Financial support for the city's *Get Into Open Space* program brings hundreds of school children out to open space areas throughout the year for tours and learning experiences that are both educational and fun.

Membership

The Open Space Alliance membership level was down slightly in 2010. We retained a membership roster of 154 that included some new members, but also many who did not renew their membership dues. Income from membership dues in 2010 was \$1,790.

An Alliance membership is an excellent way to enjoy the various programs and events that are presented every year at the Open Space Visitor's Center and through the Open Space Division's many programs. Benefits of membership include a subscription to the

quarterly *Open Space Newsletter* that has interesting articles and a calendar of events at the visitor center and beyond. Individuals at all membership levels enjoy a variety of guided hikes, exhibits, and many other educational and entertaining ventures that enhance Albuquerque's open space experience. As an on-going benefit of membership, members are able to enjoy sneak previews of new exhibits and receive early invitations to special demonstrations and lectures.

Open Space depends on volunteers to promote stewardship and conservation. Members can contribute to the overall strength and programming of Albuquerque's amazing natural and cultural resources. The annual Open Space Alliance membership meeting is another great way to be part of the latest developments and meet with friends.

Donations

During the 2010 fiscal year, individuals generously contributed \$847 to the Alliance. These funds are an important part of the Alliance budget and help to provide the ability to offer support for open space activities. Another \$2,679 was contributed by corporate sponsors who allowed the Alliance to support substantial open space events and annual programs. The amount does not include the many in-kind donations provided by corporate sponsors of open space volunteer events each year.

Fundraising

In September through October 2010, the Alliance held its 5th Annual Art Exhibit and Sale, *OPEN SPACE: A Room with a View*. The exhibit featured original art from award winning artists with a focus on Albuquerque's open space areas. There was also the juried show of small pieces of art known as "Little Gems" from the talented Plein Air Painters of New Mexico. This fantastic effort was the organization's major fund raising activity for the year and again was successful. During the exhibit, 18 pieces of art were sold, most of which were the Little Gems. The event raised \$1,129 from sales with an additional \$569 from Plein Air Painter workshops, for a total fundraising effort of \$1,698.

Sales

The unique trail and destinations guide, *25 Outstanding Open Space Destinations*, which was produced in 2009 during the 25th Anniversary year for the Open Space Division, continues to be a good seller. Sales in 2010 amounted to \$4,475 for the Alliance. The guide features Open Space trails, trivia and much more. There is already ongoing work for a 2nd edition that is planned for release next year.

A new source of income for the Open Space Alliance was introduced in 2010. Honey from bee hives located at the Candelaria Farm Preserve and at the Open Space Visitor Center was sold at the Urban Farm and Harvest Festival in September. Sales exceeded expectations and generated \$766 of income for the Alliance. There will be long lines again next year for this delicious local product.

Grants

A major focus for the Open Space Alliance in 2010 was to increase expenditures to support school children getting an opportunity to experience open space in Albuquerque. For many years the Alliance has provided funding for bus transportation to open space areas for children as part of the city's effort to reach out to schools. This "Get On The Bus" initiative has been a great success. In 2010 the Alliance decided to triple this effort. To support this challenge, the Open Space Alliance would need additional resources. In cooperation with the Open Space Division, a grant application was submitted to REI under their corporate giving program. The focus of the REI grant was on supporting programs that engage individuals in a community. We felt that giving school children the chance to experience open space in Albuquerque and to participate in educational projects in the outdoors would fit into the REI grant definition. In July, REI announced that Open Space Alliance was awarded a \$10,000 grant for the "Get Into Open Space" program! The Open Space Division completed the materials and logistics required to launch the Get Into Open Space transportation and service project in October and began working with local schools to fulfill transportation requests. We are very proud to be able to contribute to this community effort, and we realize that good stewardship starts at an early age.

In 2010 the Open Space Alliance, in cooperation with the Open Space Division was awarded a grant from the PNM Foundation. The planned use for this grant is to make positive changes in energy use at the Open Space Visitor Center.

New Services

For the last 12 months, transformation of the Open Space Alliance web site has been one of our top areas of focus. Making changes to the site to make it more functional and engaging was a path we followed in 2010. A shift in our system, processes, and image was part of our goal in making our web site more valuable to existing and potential members. The board was fortunate to be able to work with a new board member, Criss Swaim, and another board member, Jessica Meyer to bring about change to the web site.

The board identified basic requirements for the web site and offered many ideas to improve its functionality. This information was collected by Criss and Jessica and then they formulated a plan to reconstruct the Alliance web site. The new web site was introduced in September and the board was very pleased with the final product. The board realizes that getting content and keeping the site fresh is an important part of the communication with our membership and the public. If you haven't visited the Open Space Alliance web site for a while, please check it out at <http://openspacealliance.org/>

Special Events

Members of the Open Space Alliance, along with friends and neighbors gathered to mark the Annual Membership Meeting of the Alliance on June 12, 2010 at the Open Space Visitor Center. The meeting coincided with a special event arranged for members of the Alliance. On that Saturday morning, Dr. Matt Schmader, Albuquerque Open Space Superintendent gave a wonderful talk about the “History of the Albuquerque Open Space”. The lecture highlighted some of the very interesting historical aspects of Albuquerque open space and helped to put into perspective that the direction for open space was set many years ago. Over 40 years ago the City of Albuquerque purchased its first tract of public land. Today, there is over 29,000 acres of Major Public Open Space that the city manages and that provides outstanding low-impact recreation opportunities for visitors. The informative presentation was generously welcomed by the 25 members in attendance.

Ongoing Programs

The Open Space Visitor Center is a focal point for the city’s Open Space program. It conveys a thoughtful relationship between Albuquerque’s Open Space areas and the larger community. The Visitor Center and its many wonderful activities such as the Recycled Art Fair, the Urban Farm Festival, and the Return of the Sandhill Cranes Celebration are a vital aspect of continued support by the Open Space Alliance. In the Gallery, there have been some wonderful exhibits this past year. Two that were particularly memorable were *A Place for Wild Horses* by David Cramer, and *Interwoven Traditions: New Mexico & Bauhaus* which showcased contemporary weaving.

April, May and June are one of the busiest times of the year for open space volunteers. The action starts with Spring Cleanup in the Foothills, then moves on to National River Cleanup Day and culminates with National Trails Day. Participation at these events in 2010 was remarkable, which demonstrates there is a solid base of people ready to help make improvements to our open space areas. The Open Space Alliance is pleased to be a major sponsor of these popular volunteer events.

The 2010 Summer Series was again a large success in 2010. This series of talks, events, and performances takes place primarily at the Elena Gallegos Amphitheatre and continues to be an outstanding community happening all summer long. In 2010 there were talks by the High Desert Bird Club on basic bird care, a talk on Bonsai, and even a presentation on Horned Lizards. The series included a chance to explore the Open Space outlying properties through the Sunday Hikes with trips to San Antonito in the East Mountains and the North Geologic Window in the Petroglyph National Monument. There were also hikes in the Bosque and foothills. Two hikes that were popular included one on outdoor awareness and observation, and another on wildflowers. The Open Space Alliance is proud to support program planning and provide financial support for this exciting summer series.

Financial Statement

Open Space Alliance Statement of Income & Expenses January through December 2010

	<u>Jan - Dec 10</u>
Ordinary Income/Expense	
Income	
43400 · Direct Public Support	
43410 · Corporate Contributions	2,679.10
43450 · Individual Contributions	<u>847.00</u>
Total 43400 · Direct Public Support	3,526.10
44000 · Membership Dues	1,790.00
45000 · Investments	
45030 · Interest-Savings, Short-term CD	<u>332.67</u>
Total 45000 · Investments	332.67
46400 · Other Types of Income	
46430 · Miscellaneous Revenue	<u>35.00</u>
Total 46400 · Other Types of Income	35.00
47200 · OSVC Program Income	
47235 · Honey Sales	766.00
47210 · Book Sales	4,475.26
47285 · Cash Donations	463.07
47290 · Commissions	40.50
47230 · Gallery Sales Commissions	1,109.00
47050 · Recycled Art Market	438.00
47280 · Urban Farm Fest	43.00
47260 · Workshops	314.00
47270 · Yoga	<u>2,084.00</u>
Total 47200 · OSVC Program Income	9,732.83
49000 · Special Events Income	
49020 · Plein Air Workshop	568.75
49010 · Art Sales Commissions	<u>1,128.50</u>
Total 49000 · Special Events Income	<u>1,697.25</u>
Total Income	<u>17,113.85</u>
Gross Profit	17,113.85
Expense	
66200 · Special Events Expense	
66210 · Art Show Expense	<u>425.40</u>
Total 66200 · Special Events Expense	425.40

62100 · Contract Services	
62150 · Outside Contract Services	586.76
Total 62100 · Contract Services	<u>586.76</u>
65000 · Operations	
65015 · Dia del Rio	160.45
65013 · Foothills Cleanup	242.43
65020 · Insurance - Liability, D and O	813.00
65017 · Nat'l Trails Day	995.75
65012 · Newsletter	1,747.46
65018 · Other Costs	145.87
65025 · PayPal Fees	67.22
65040 · Supplies	75.82
65070 · WebSite Expenses	0.00
Total 65000 · Operations	<u>4,248.00</u>
64000 · Print and Publications	
64200 · Printing and Copying	390.00
64100 · Postage, Mail Service	158.00
Total 64000 · Print and Publications	<u>548.00</u>
66100 · OSVC Program Expenses	
66110 · Book Sales Expense	2,530.00
66190 · Crane Weekend	292.71
66140 · Education/Workshops	154.99
66130 · Gallery Sales Expense	149.40
66135 · Garden	16.04
66195 · Miscellaneous OSVC	89.75
66170 · Recycled Art Market Expense	469.05
66180 · Urban Farm Fest	690.12
66185 · Volunteers	
66186 · Awards	274.92
66187 · Dinner/Snacks	532.87
66188 · Other	10.43
Total 66185 · Volunteers	<u>818.22</u>
Total 66100 · OSVC Program Expenses	5,210.28
68300 · Travel and Meetings	
68320 · Travel	22.50
Total 68300 · Travel and Meetings	<u>22.50</u>
Total Expense	<u>11,040.94</u>
Net Ordinary Income	<u>6,072.91</u>
Net Income	<u><u>6,072.91</u></u>