



**SUBMITTAL TO THE BOARD OF DIRECTORS
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**

134



FROM: Paul Frandsen, General Manager

SUBMITTAL DATE: 1/15/03

SUBJECT: APPROVAL OF JENSEN-ALVARADO HISTORIC RANCH AND MUSEUM STRATEGIC BUSINESS PLAN – DISTRICT II

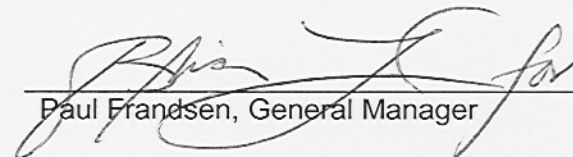
RECOMMENDED MOTION: That the Board of Directors:

- 1) Approve the attached Jensen-Alvarado Historic Ranch and Museum Strategic Business Plan; and
- 2) Direct the General Manager to implement its provisions.

BACKGROUND: Under the leadership of Supervisor Tavaglione, Park District staff has engaged in discussions with members of the Jensen family and historic preservation professionals concerning the future direction of the Jensen-Alvarado Historic Ranch and Museum (“Jensen Ranch”). At the Supervisor’s suggestion, Park District staff prepared the attached Strategic Business Plan (“Plan”), which is intended to recommend to your Board goals, objectives, and policy direction for the facility. The Plan also identifies and proposes funding for capital improvements needed to repair damaged buildings and modernize antiquated irrigation systems.

(continued on page 2)

358-Jensen Alvarado Historic Ranch & Museum Strategic Business Plan


Paul Frandsen, General Manager

FINANCIAL DATA: Not Applicable.

CURRENT YEAR COST

\$ 237,456

NET COUNTY COST

\$ 0

ANNUAL COST: \$ See Appendix A; total operating and capital expenses to be incorporated in future budgets

IN CURRENT YEAR BUDGET: yes

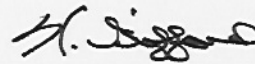
BUDGET ADJUSTMENT FY: no

SOURCE OF FUNDS: Park District General Fund, Proposition 12, and Proposition 40 (projected)

C.E.O. RECOMMENDATION:

APPROVE

County Executive Office Signature



Prev. Agn. Ref.

Dist. II

AGENDA NO.

13.1

Department Recommendation: Consent Policy
Per Executive Office: Consent Policy

**SUBJECT: APPROVAL OF JENSEN-ALVARADO HISTORIC RANCH AND MUSEUM
STRATEGIC BUSINESS PLAN – DISTRICT II**

During its development, the Plan was reviewed on several occasions by a representative of the Jensen family as well as historic preservation professionals including Dr. Vince Moses, Director of the City of Riverside Municipal Museum. Additionally, Mr. John Worden, Chairman of the Riverside County Historical Commission, reviewed the draft Plan throughout its preparation.

The Plan identifies six major needs which must be addressed at the Jensen Ranch. They are:

- 1) increase adult attendance through marketing and promotion;
- 2) recruit and train new volunteers to support interpretive programs, special events, and cataloguing of artifacts;
- 3) complete earthquake stabilization and structural improvements for the Winery/Museum building;
- 4) replace the existing antiquated water distribution system with a modern irrigation system to support the orchard and landscaping on site;
- 5) resolve outstanding issues concerning the ownership of artifacts stored and exhibited at the facility; and
- 6) assume control over the Jensen Ranch gift shop.

The ten-year Plan is divided into short-term (i.e., FY 2003 – FY 2007) and long-term (i.e., FY 2008 – FY 2012) sections. The short-term section includes specific goals, objectives, and work activities addressing each of the six major needs described above. The long-term section is presented as a more general vision statement for the future of the Jensen Ranch.

The Plan concludes with an implementation budget for the period of FY 2003 through FY 2007. While the budget projects a continuation of annual operating deficits, which always have been experienced at this facility, under current conditions the Park District general fund is capable of absorbing those losses. The capital improvements described in the Plan may be financed from existing Park District funds as well as Proposition 12) and Proposition 40 bond measure revenues. Your Board previously approved the proposed expenditure of Proposition 12 funds (approved April 3, 2001, M.O. 3.15), and a similar request will be made of your Board for Proposition 40 monies when the State issues its process guidelines.

Since a considerable period of time was required to negotiate the Plan and ensure its consideration by the Park District Advisory Commission and the Historical Commission, its implementation budget was prepared approximately 18 months ago. That budget anticipated capital expenditures in FY 2003 that will not occur until FY 2004. Please note that actual Park District capital expenses in FY 2003 will not exceed the \$35,000 included in the budget approved by your Board. Park District budget submissions for FY 2004 and beyond will include all operating and capital expenditures contained in the Plan's implementation budget.

The Plan was unanimously approved by the Riverside County Historical Commission on November 21, 2002, and by the Park District Advisory Commission on January 9, 2003.