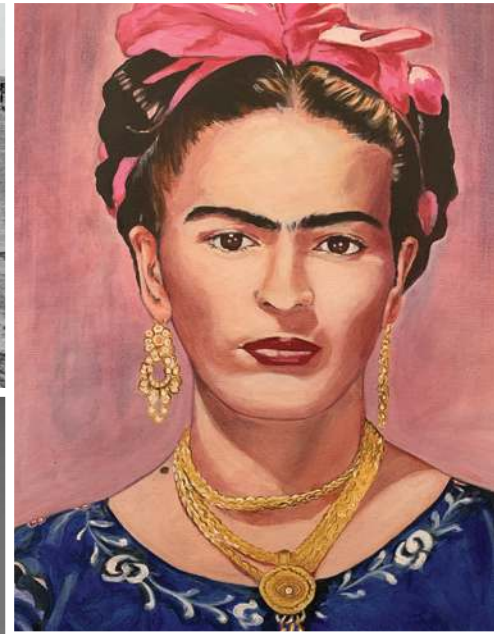


MUSEUM of
VENTURA
COUNTY

YEAR IN REVIEW

2020



STRENGTHEN THE FUTURE BY PRESERVING THE PAST



Our goal is to make MVC a place of connection and inspiration; where we can all learn more about who we are and our place in the world.



Message from Elena Brokaw The Barbara Barnard Smith Executive Director



Thank you for reading this annual report on the Museum of Ventura County's accomplishments in 2020 and plans for 2021.

Last year in this opening message, I wrote "2019 was a fantastic year for your museum."

Somehow, I don't think there are many organizations or people who would summarize 2020 that way.

Still, the Museum of Ventura County—your museum—found a way to continue to fulfill its mission over the last 12 months. While the buildings and grounds at both sites have been closed to the public for all but three weeks since March 12, MVC moved all of its programs online and has been able to reach tens of thousands of people with new education programs, discussion groups, lectures, historical articles, games, school tours, and exhibits.

In this review of the tumultuous 2020 year, you will learn what MVC offered on-site, January to mid-March, and then hear about how each area of the Museum—exhibits, education, library, etc.—did a drastic flip in the way it delivered programs. The staff team and volunteers who engineered this pivot, left no stone unturned in their quest to not only continue to serve our community, but actually increase participants. I feel extraordinarily lucky to get to work with such a talented and dedicated team.

Our goal throughout 2020 was to bring relevant programs directly into everyone's homes while so many of us were homebound. That effort led us to the realization that MVC has a whole new platform that had not been tapped: online. Now, we think of our website as our "third campus"—we produce exhibits, events, and tours in Ventura, Santa Paula, and online. While we prepare to open the grounds and galleries to once again welcome in-person participants, we know that we will never stop producing online and digital programs.

Even as MVC weathers the impacts of COVID-19, we also continue to work on our reinvention plan. That plan was designed to address both MVC's unique issues and problems that plague museums across the country. One of greatest challenges museums face today is relevance. Most people in our country walk by museums without even noticing that they are there.

Our goal is to make MVC a place that everyone knows about, that everyone can see themselves in, and that helps all of us make sense of who we are and our place in the world.

We could not do this without the support—financial and moral!—of our community. Thank you for making 2020—if not a fantastic year—at least a relevant one.

A handwritten signature in blue ink, appearing to read "Elena".

Elena Brokaw
The Barbara Barnard Smith Executive Director

Our Vision: *Inspiring vibrant communities by connecting the past, present, and future.*

Our Mission: *The Museum of Ventura County, through its collections, exhibits, educational programs and publications, celebrates the history, art, and culture of Ventura County and the Channel Islands.*

2020 EXHIBITS: FROM PHYSICAL TO VIRTUAL

2020 began with the launch of five exciting new exhibits showcased at the Ventura campus and at the Agriculture Museum in Santa Paula. After a brief exhibit of Chumash and indigenous basketry in the Fred W. Smith Gallery, the Museum opened the *Norse Myths and Legends: George Stuart Historical Figures®*. These figures had not been on display for many years and were reinterpreted to provide a deeper background of these Norse myths and legends. Accompanying this exhibit in the Huntsinger Gallery was *Legacy: Seven Decades of Ventura College Art*, showcasing diverse works from past and current college faculty, alumni, and students. In the Martin V. and Martha K. Smith Pavilion, the *Buenaventura Art Association's 34th Annual Open Competition* was juried by Aaron Westerberg. The Ojai Studio Artists presented a group exhibit, *Mending the Divide*, exploring themes of divergent ideologies and opportunities for unification. In March, on the eve of the openings of *Huelga! Photographs from the Frontlines* by Jorge Corralejo, in Ventura and Santa Paula, both museums were closed due to COVID-19.

After March 13, 2020, almost all exhibits were presented virtually including the following:

Patterns on the Land: Maps of Ventura County

3rd Annual Ventura Unified School District All Student Exhibit

Focus on the Masters: Learning to See (Funded in part by a grant from the California Arts Council)

Amendment 19: Votes for Women (Funded in part by a grant from California Humanities)

Votes for Women: A Portrait of Persistence courtesy of the Smithsonian

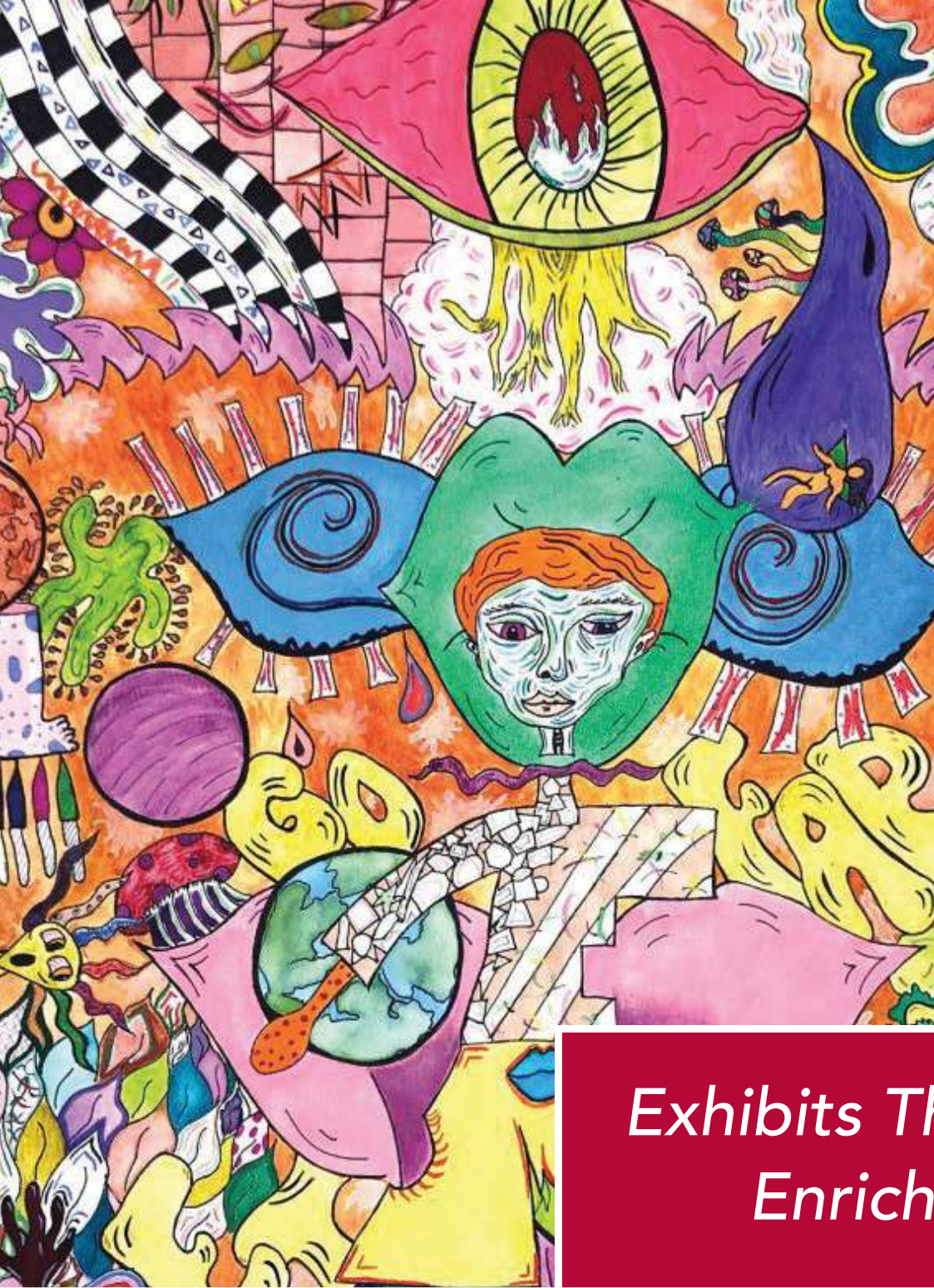
In Their Footsteps by the Collage Lab

In August, the Museum collaborated with the Ventura Botanical Gardens and showcased site-specific art installations within the gardens and in the outdoor Plaza at the Ventura campus. *Arte Forastero* featured 12 artists from throughout the county and was viewed by over 7,500 visitors during its four-month run.

MVC exhibits brought to you in part by the generous support of:

- Catherine P. Keeling
- Dan and Susan Pinkerton
- Karen and Tom Pecht
- Marina Village Shopping Center
- Doug Pinkerton





*Exhibits That Engage,
Enrich, Excite*



friday gretchen

UNMAINTAINED NEEDED

foreword by enid osborn

selected poems

"The Museum of Ventura County's impact in the community is unmatched. The museum continues to offer world-class programming as part of its member value. In 2020, the staff pushed forward with incomparable educational programs and exhibitions despite the year's many challenges. The museum's mission is more relevant than ever before, and the staff and leadership have ensured that they remain unstoppable through their collective positive spirit, innovation, and the utilization of the latest technology."

– David Damian Figueroa



MUSEUM OF VENTURA COUNTY

2020 PROGRAMS AND EVENTS

Poetry reading and launch event for local poet, Friday Gretchen's new book: <i>Unkindnesses</i>	MVC
Film screening of <i>In Tandem: The Life of Jerry and Evelyn Ackerman</i> with talk by Laura Ackerman Shaw	MVC
<i>Dig Into History</i> , a three-day celebration of the 3,500-year history, culture and archaeology at the Albinger Archaeological Museum in celebration of its 40th anniversary	ALB
Film screening of <i>On the Basis of Sex</i> , a biographical drama based on the life and work of Ruth Bader Ginsberg	MVC
Storytelling and musical performance of <i>My Little Heart, Ruthie</i> by Toni Jannotta	MVC
Reading from <i>La Conchita: A Different Kind of Paradise</i> by author Bonnie Kelm	MVC
Poetry reading and reception for 2020 Ventura County Poet Laureate, Luzmaria Espinosa	AG
<i>The Tortilla Flats Legacy Mural</i> dedication ceremony honoring the work of MB Hanrahan and Moses Mora	MVC
<i>The Inaugural Ventura County Women's Day Festival</i> in coordination with numerous community partners, including the Acorn Project, NAWBO, WEV and others	MVC
<i>Changemaker Series</i> : Dolores Huerta, Jorge Corralejo, Chief Curator Anna Bermudez, and moderator David Damian Figueroa	VIRTUAL
<i>Behind the Scenes with Ivor Davis Series</i> : Ivor Davis on the Beatles, Bobby Kennedy, and Paul Newman (3 episodes)	VIRTUAL
2020 Election Polling Site	MVC
<i>Creating Family Altars with Dr. Roberto Vargas</i> : An online presentation on the history of the Dia de los Muertos ceremony and instructions on creating at-home altars	VIRTUAL
<i>Community Dia de los Muertos Altar</i> with sand tapestry by artist Eduardo Serrato of Guanajuato, Mexico	MVC

MVC events brought to you in part by the generous support of:

- Consulado de Mexico of Oxnard
- Santa Paula Town Hall
- EJ Harrison & Sons
- Wagner Financial

MUSEUM OF VENTURA COUNTY

EDUCATION PROGRAMS



Virtual Education Programming and Agriculture Museum Programming brought to you in part by the generous support of:

- Farm Credit West
- Leslie Leavens
- Leavens Ranch, LLC
- Limoneira
- Mechanics Bank
- Montecito Bank & Trust
- Mary Leavens Schwabauer
- Smith-Hobson Foundation Fund

TOURS

In the first two months of the year, the MVC education department gave in-person tours to 1,278 students from 25 schools. 21 of these schools were Title I; these tours were provided at no charge, and included free transportation.

As the pandemic stretched into the fall, and schools continued distance learning, our educators adapted the Agriculture Museum tour, *From the Land to My Hand*, into a virtual format. This curriculum-based program for kindergarten to second grade lets students virtually experience where our produce comes from, identify plant parts in our garden, and explore the Ag Museum halls, historic images, and artifacts. In the fall, our staff and docents adapted the Chumash tour to a virtual format that features the new Chumash mural in the Evelyn and Howard Boroughs Children's Garden.

VIRTUAL LEARNING MODULES

In late March, MVC began to develop Virtual Learning Modules (VLMs), composed of original lessons, suggested online resources and activities for kids and families at-home and outdoors. A total of 15 VLMs were offered in 2020, with topics ranging from ecology to mythology.

CHILDREN'S GARDEN

The Evelyn and Howard Boroughs Children's Garden in Ventura is undergoing a transformation with funds from the Charles D. and Mary A. Bauer Foundation. As the first step, local artist MB Hanrahan painted panoramic murals depicting Chumash history and culture. The complete garden will include ethnobotanical plants, a refurbished Ap replica, archaeological dig pit, stone stacking station, nature art table, and an interactive sound space. This site will be great for family visits, and will be used extensively by the Museum's education team in presenting virtual and in-person field trips for regional schoolchildren.

GRAB & GO BAGS

In the spring, MVC answered community calls for hands-on programming with a drive-thru Grab & Go craft bag program. In partnership with the California Oil Museum, Santa Paula Art Museum, and the City of Santa Paula, MVC distributed over 1,300 educational and entertaining bags to local elementary school-kids at no cost to families. These activity-driven lessons explored popular subjects like at-home gardening, California native insects, and *Dia de los Muertos*.



SERVED 5,558
CHILDREN THROUGH
EDUCATION PROGRAMS



1,300 GRAB & GO BAGS
ASSEMBLED AND DISTRIBUTED
TO THE COMMUNITY

MUSEUM of VENTURA COUNTY

COLLECTING HISTORY TODAY

RAPID RESPONSE COLLECTING DURING A YEAR OF HISTORIC EVENTS

As Ventura County residents lived through historic events this year, the Museum worked behind the scenes to document and preserve items and stories that illustrate how our county worked, communicated, demonstrated, learned, taught, created, mourned, and helped each other. From the COVID-19 lockdowns beginning in March and continuing through the year, to the protests over the death of George Floyd and the Junipero Serra statue in Ventura, the community shared their stories, images, and videos depicting life in 2020.

The stories and materials we collected and continue to collect, will allow all of us to study and share these experiences, so that future generations will know something of our everyday lives and how COVID-19 and the events of 2020 changed them.



MUSEUMS IN TIMES OF UPHEAVAL

During the protests and demonstrations over systemic racism in the summer of 2020, museums found themselves squarely in the line of fire. Many of the nation's most well-known institutions were challenged for what many perceive as non-inclusive practices, including in what they collect, what they choose to exhibit, who they hire, and who they serve.

In response to this, MVC went through self-examination to define what our role should be during an intense time of reckoning with racism, both conscious and unconscious. In the end, we articulated four goals:

1. Inspire and promote dialogue
2. Foster a culture of the inclusion of diverse perspectives and populations
3. Document the regional activism and response through proactive collecting
4. Share the history of regional events that speak to what is happening now

MVC is working to ensure that all perspectives are shared, and that our County Museum is a place where all residents can see themselves, and make connections through thoughtful programs.



"COVID-19 has made it really hard for us to feel connected; however, the Museum of Ventura County didn't let the pandemic get in the way of bringing people together in purposeful and powerful ways. I got to meet one of my lifelong heroes, Dolores Huerta, and after that Zoom discussion, I instantly became an MVC Member even though I live 941 miles away." – Charles Anderson



"Thanks to the Museum of Ventura County, I was able to honor the dead and become part of a new community. I have a newfound hope in building bridges of empathy, affinity and understanding—especially between communities who may seem vastly different." – Anonymous



MUSEUM OF VENTURA COUNTY

LIBRARY & ARCHIVES/COLLECTIONS



DISASTER RESPONSE GRANT, VIRTUAL INTERNSHIPS, NEW COLLECTIONS PROCESSED, AND REMOTE RESEARCH ASSISTANCE

The goal of Accessible Collections guides and motivates staff working in the library, archives, and collections. When the world shut down in March due to the global pandemic, Collections staff became busy behind the scenes. During 2020, staff and volunteers were able to:

- Digitize over 2,000 items and process over 225 cubic feet of archives
- Host nine remote student interns from CSUCI, San Jose State University, UCLA, UC Santa Cruz, Beloit College, and Roanoke College
- Answer over 296 email research and image requests
- Complete 50 research requests for in-person visits during the 33 days the library was open before the Museum closed on March 13
- Migrate defunct cataloging systems and establish new cataloging programs
- Develop departmentwide standards for cataloging and collections procedures
- Apply for and receive a Sustaining Cultural Heritage grant from the National Endowment for the Humanities to support the development of a comprehensive preventive conservation and disaster response plan to protect the museum's object and library and archives collections.

In addition to this work, staff cataloged backlog items, researched and wrote social media posts, published blog posts, created quizzes and rehoused collections, much of which was completed remotely from home.

Research Library & Archives Programming brought to you in part by the generous support of:

- | | | | |
|-------------------------|---------------------|-------------------------------|-----------------------------|
| ■ Al Lowe Construction | ■ County of Ventura | ■ Ellen Brokaw | ■ The Heritage Fund at VCCF |
| ■ Pierpont Racquet Club | ■ TOLD Corporation | ■ Ventura County Credit Union | |



MUSEUM OF VENTURA COUNTY

A LEGACY GIFT FOR THE FUTURE

PLANNED GIVING

One sentence in your estate plan can make a lifetime of difference.

The Edith Hoffman Planned Giving Society was created to enable our supporters to use tax-advantageous gift planning tools to give to the Museum, and be recognized during their lifetime for their vision and commitment.

A planned gift to the Museum of Ventura County is a living tradition passed down across generations.

We invite each donor and member of the Museum to think about ways you can honor your own family's appreciation of the community and the Museum's art and culture traditions by making a legacy gift to the Museum of Ventura County today.

To leave a gift in your will, simply share with your attorney or financial planner that you would like to do so. And, if you would like to learn more about additional ways to make a planned gift to the Museum of Ventura County, contact Development Director, Eric Knight at (805) 653-0323 ext. 305 or eknight@venturamuseum.org.

EDITH HOBSON HOFFMAN SOCIETY MEMBERS

Neal Barr

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Suzanne Chadwick

Bobbi and Donald Dufau

Linda and John Edison

Mary Anne Estes Ritchie

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Tommy Slater

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Eleanor S. Armstead

Lila May Atkisson

Howard Boroughs

Lincoln and Terry Cryne

E. Louise Gooding

Barbara Hahn

Edward Leslie Inman

Eunice Manning Koch

Isabel Levitt

Bonita Celeste McFarland

William L. Orcutt

Ellen H. Roe

Miriam Schwab

Edith Wald

Ilse Weile

Helen M. Yunker



LILA ATKISSON
DOCENT MEMBER
SINCE 1984



MARY LEAVENS
SCHWABAUER
DOCENT EMERITUS
SINCE 2005



ROSEMARIE (ROSIE)
QUINT MAGNESS
DOCENT SINCE 1993

IN REMEMBRANCE

The Docent Council – the Museum's core of volunteer support – lost three long-term members this year.

Lila Atkisson loved traveling with the museum and spending time in the library, where she led the drive to develop and catalog the Museum's extensive postcard collection. Mary Leavens Schwabauer, a leader in maintaining and celebrating history, was a legend among the docents. Rosemarie Magness derived great joy working with kids in the Chumash program, and directing visitors to see her beloved George Stuart figures.

MUSEUM OF VENTURA COUNTY

COMMUNITY SUPPORT PROGRAMS

During 2020, the Museum offered several programs that provided support to our community through donations, scholarships, artist stipends and sales opportunities.

THE MASTER GARDENERS

In April, the Agriculture Museum and the UC Master Gardeners donated 41 pounds of organic produce grown on-site to Food Share. The Master Gardeners program is a national program, chartered through the United States Department of Agriculture, sponsored by the University of California Cooperative Extension of Ventura County and the University of California Hansen Trust.



THE BONITA C. MCFARLAND SCHOLARSHIP

In July, The Museum of Ventura County announced the recipients of the 2020 Bonita C. McFarland Arts Education Scholarships. The Bonita C. McFarland Scholarship is named for a generous benefactor to the arts in Ventura County. Each recipient was awarded \$2,500.

- Amelia Compton from Camarillo attending the California Institute of the Arts
- Jullianne De La Cruz from Oxnard attending Moorpark College
- Elaine Sanders from Ventura attending her final year at Cal State University Northridge
- Yasemine Zografos from Thousand Oaks attending Cal State University Northridge



ARTE FORASTERO

From August through December, the Museum collaborated with the Ventura Botanical Gardens (VBG) to open *Arte Forastero*, an outdoor installation along the garden pathways and at the Museum Plaza. Twelve artists received a stipend to cover installation expenses and an opportunity to exhibit, with over 15,000 visitors in attendance between both locations.



MVC GALLERY MARKETPLACE

In December, the Museum launched the MVC Gallery Marketplace, showcasing works of local visual artists. This vibrant online venue has provided a platform for artists to sell their work during the difficulties of exhibiting during COVID-19.



MUSEUM OF VENTURA COUNTY

ENDOWMENT FUNDS

THE BARBARA BARNARD SMITH MUSEUM OF VENTURA COUNTY EXECUTIVE DIRECTOR FUND

Supports the Museum's long-term stability by providing funding for its Executive Director position. Established 2017.

BERRY RESEARCH LIBRARY FUND

Supports the acquisition, conservation, storage, display, and accessibility of historical library materials. Established 2006.

BONITA C. MCFARLAND FUND

Supports the purchase and exhibit of fine art, promotes appreciation and awareness of art, and awards one or more scholarships annually to art students. Established 1990.

CHRISTINA ALLISON FUND

Supports operational priorities as identified by the Board of Directors. Established by bequest 2019.

FORUM OF THE ARTS ENDOWMENT FUND

Supports art installations and projects at both Museum campuses. Established 1990.

FRED W. SMITH GALLERY FUND

Supports the purchase, maintenance, and restoration of the Museum's collection of George Stuart Historical Figures®, and/or repairs and improvements to the Fred W. Smith Gallery. Established 1992 by Barbara Barnard Smith and Helen M. Smith.

HARDISON KIMBALL THILLE FAMILY FUND

Supports operational priorities as identified by the Board. Established 2017.

HELEN YUNKER COLLECTIONS PERSERVATION FUND

Supports the Museum Research Library and Collections Department, and exhibits of materials from these areas. Established by bequest 2018.

KAREN AND TOM PECHT FAMILY FUND

Supports operational priorities, as identified by the Board. Established 2018.

MIRIAM SCHWAB FUND

Supports operational priorities as identified by the Board. Established by bequest 2018.

MUSEUM OF VENTURA COUNTY—AGRICULTURE MUSEUM ENDOWMENT FUND

Supports the Agriculture Museum. Established 2019.

MUSEUM OF VENTURA COUNTY ENDOWMENT FUND

Supports Museum operations. Established 2001.

SMITH-HOBSON FAMILY COLLECTIONS MANAGER FUND

Supports the Collections Manager position. Established 2019 by Jeff Smith, Marilyn Cassidy, Barbara Stupay, and Greg Smith.

TOM AND ESTHER WACHTELL FAMILY FUND

Supports the exhibit of works from the permanent collection. Established 2018.

ENDOWMENT FUND CONTRIBUTORS

We thank the many generous donors who have made contributions to the Museum of Ventura County Endowment Fund:

Lila Atkisson

Arthur Bliss and Toy White

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Mr. & Mrs. John J. Menne

John and Stephanie Orr

Andrea Pfister

In memory of Edith Hobson Hoffman

Allan M. Pinkerton Family

Janice Petit Willis



BRIDGE BUILDER *Award*

The annual Bridge Builder Award celebrates the accomplishments of leaders who have made significant impacts on the region – those who have changed the fabric of our community, creating a new and better future.

In 2020 and 2021, MVC is celebrating the extended families of Isabel Winemiller and William Dewey Hobson, who came to the region in 1854. William Dewey Hobson is often known as “The Father of Ventura County” after he successfully campaigned for our county’s separation from Santa Barbara County in 1872. Isabel and William’s descendants have made profound impacts on our county’s built and civic environments.

As we were not able to gather in 2020, the Museum launched a series of four documentaries on the family, detailing their histories. Episodes one and two were released last year; the next two will be out in early 2021. Go to venturamuseum.org/bbag-video-series to see these films.

The gala dinner to celebrate the family will be held in Spring 2022.

THANK YOU TO OUR SUPPORTERS

The Museum of Ventura County gratefully acknowledges the following individuals, foundations, organizations and businesses for their generous support of the Museum.

\$250,000+

County of Ventura
Estate of Miriam Schwab

\$75,000 to \$249,000

City of San Buenaventura
John Hammer
Laura Peck

\$25,000 to \$74,999

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MUSEUM OF VENTURA COUNTY

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Become a member of the Museum of Ventura County and discover the rich heritage of our region at two of Ventura County's most vibrant cultural sites—the Agriculture Museum in Santa Paula and the downtown Ventura campus.

Member benefits include free Museum admission, free or discounted admission to events, lectures, and classes. Membership also supports Museum education programs, maintenance of the collection and facilities, and the Research Library. And you will be making a vital investment in your community.

For more information and to become a member, please contact the Membership Department at (805) 653-0323 ext. 330 or visit venturamuseum.org.

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DONOR WALL

When MVC doors reopen to the public in 2021, both the Museum on Main Street in Ventura and the Agriculture Museum in Santa Paula will have new donor wall installations, with identical donor recognition on each. The Museum of Ventura County is proud to have this new space which displays the names of all donors with a lifetime giving over \$50,000, the names of the MVC Endowment funds and the endowment fund supporters over \$50,000, and those who have committed to the Edith Hobson Hoffman Society planned giving program.



A COMMEMORATIVE TILE IN THE MUSEUM PLAZA

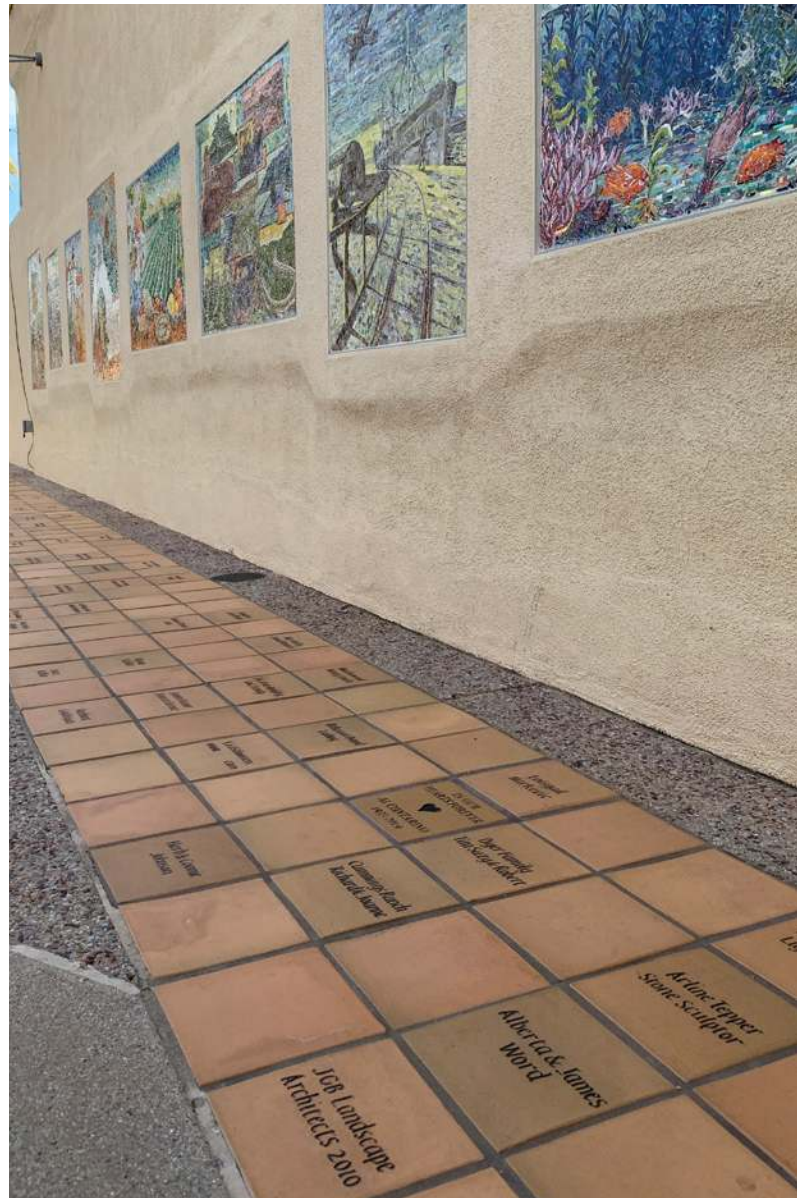
A \$1,000 gift in honor or memory of someone is recognized with installation of a commemorative tile that will remain part of the Museum for years to come.

HONORARIUMS

An Honorarium provides a meaningful, living tribute to a friend, relative, or colleague by commemorating a special occasion. Celebrate your loved one's birthday, anniversary, and other special events with an Honorarium gift to the Museum.

MEMORIALS

You can also remember a loved one or express your sympathy with a Memorial gift. A Memorial is a personal remembrance that honors a deceased friend, relative, or colleague.



MUSEUM of VENTURA COUNTY

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OVER 5,000

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SERVED 76,000

VISITORS VIRTUALLY IN 2020



10

NEW VIRTUAL EXHIBITS

17

VIRTUAL LEARNING MODULES

15

NEW HISTORIC BLOG ARTICLES, AND MORE FOR MVC WEBSITE

MUSEUM OF VENTURA COUNTY

COMING IN 2021

While the Museum remains closed to the public, we are doing lots of work behind the scenes to prepare for our reopening and continue to offer a plethora of online programs.

Our plan is to open our refreshed gardens to the public in June 2021 with family programming, and our internal galleries in July 2021 with new exhibits throughout. We are happy to announce that admission to both museums will be FREE for all of 2021!

We continue work on our long-planned exhibit on the history of the Ventura County region: a permanent exhibit at both sites that tells the story of our region's unique history. The exhibit will open in 2023, the 150th anniversary of the year that Ventura County became its own independent county.

HERE ARE SOME OF THE THINGS WE HAVE IN STORE FOR 2021:

SPRING (APRIL - JUNE)

MVC programming will focus on the themes of Change and Transformation.

Local History Happy Hour series launch	VIRTUAL
Changemaker Series lecture	VIRTUAL
<i>America's Revolution: George Stuart Historical Figures®</i>	VIRTUAL/MVC
Gardens open to the public with family programs	MVC/AG

SUMMER (JULY - SEPTEMBER)

In the summer, we will take a closer look at transportation and how it's changed our world.

<i>Tomols to Trains: County Transportation through 1900</i>	VIRTUAL/AG
<i>Huelga! Photographs from the Frontlines</i>	AG
<i>Works from the Permanent Collection</i>	MVC
<i>Where the Heart Is - Intimate Home Tours</i>	VIRTUAL
PlayWell Lego Summer Camps	MVC
Family Wellness Programs	MVC/AG

WINTER (OCTOBER - DECEMBER)

We examine regional customs, celebrations, and festivities.

<i>Arte Para La Gente: The Art of Margaret Garcia</i>	MVC/VIRTUAL
<i>Let's Take This Outside: LA and Ventura Plein Air</i>	MVC
<i>Up Close and Personal with Ivor Davis</i>	VIRTUAL
<i>Dia de los Muertos Celebrations and Altars</i>	VIRTUAL/MVC/AG

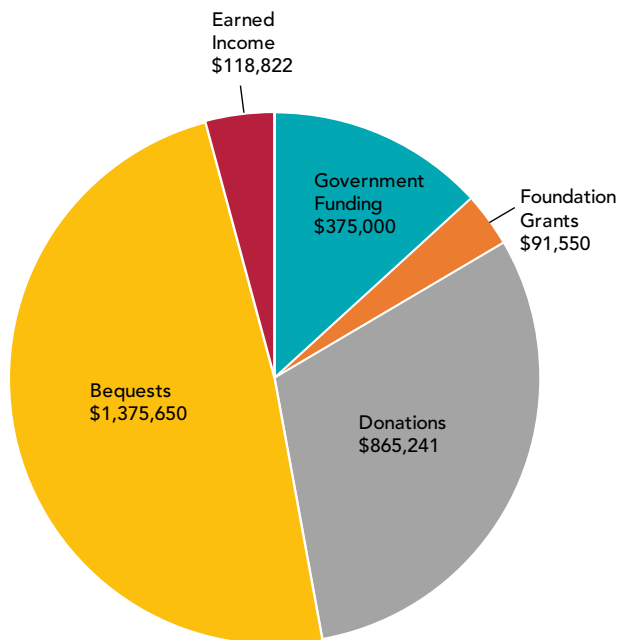
ONGOING:

Grab & Go craft bag distribution	MVC/AG
<i>MVC Insider and Storytelling Series</i>	VIRTUAL
MVC History Blog, Online Puzzles and Games	VIRTUAL

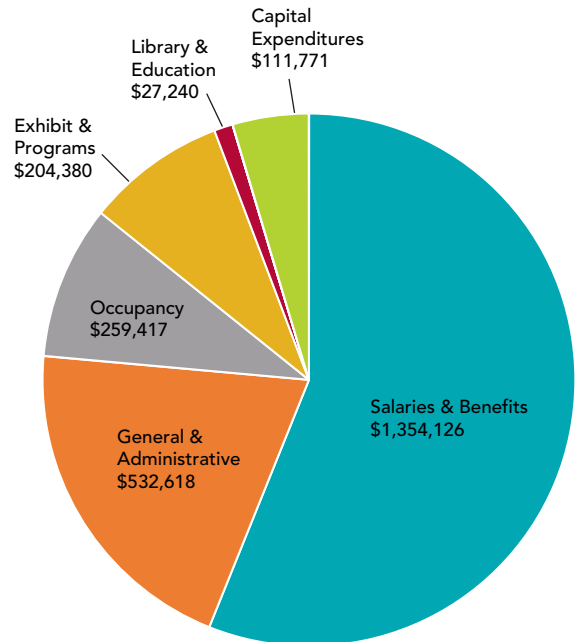
MUSEUM OF VENTURA COUNTY

2020 FINANCIALS

INCOME \$2,734,664



EXPENSES \$2,413,571



INCREASING FINANCIAL SUSTAINABILITY

In 2018 MVC adopted a five-year strategic plan built on six pillars:

- Relevant programs
- Compelling vision
- Transparent governance
- Robust partnerships
- Accessible collections
- Sustainable funding

This financial information is prepared internally and is subject to audit adjustment.

The audited financial statements for the year ended June 30, 2020 will be posted on the Museum's website when issued by the Board of Directors.

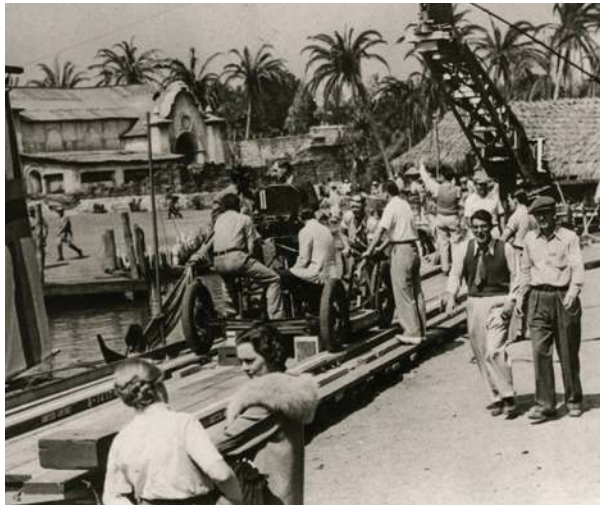
Without consistent and reliable funding, the Museum cannot achieve its goals. We are pleased to report that because of your help, we are on our way toward financial sustainability.

MVC's financial focus in the last two years has been on bolstering its endowment, increasing earned revenue from admissions, store sales, venue rental, etc., and creating prudent reserves. In 2020, we were the grateful recipients of a major bequest from the estate of Miriam Schwab. Over two-thirds of that gift went into long-term funds: our endowment building fund, and reserves. Gifts like these ensure our sustainability.

The success we have achieved thus far would not have been possible without the continued support of our government partners, the County of Ventura and the City of San Buenaventura. Both have pledged multi-year grants that enable MVC to forge forward by stabilizing operations and by delivering stellar programs and services. On behalf of the entire Ventura County community, we are grateful for this vital support.

MUSEUM OF VENTURA COUNTY

A MESSAGE FROM THE BOARD CHAIR



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Simi Valley

Jessica Arciniega, *Oxnard*

Betsy Chess, *Ventura*

David Fukutomi, *Camarillo*

Leslie Leavens, *Santa Paula*

Tom Pecht, *Oxnard*

Richard Rush, *Camarillo*

Jim Scanlon, *Camarillo*



SO PROUD

I am so very proud of our Museum.....

In an undeniably challenging year for everyone, a year where it is predicted that 1/3 of all Museums in America will be forced to close for good, our Museum pivoted rapidly and created its most exciting, relevant programming ever.

With in-person programming paused, the Museum moved to online activities and has served more people than ever and added thousands of new visitors to our website and its activities and our live streaming programs. We reimagined how we could help students, parents, and teachers in the age of COVID-19 and we significantly made Ventura County history more accessible than it ever has been through our digitization program.

We place community at the center of all that we do. We are listening to the people of Ventura County and presenting art and programs that are relevant to the most pressing issues. In partnership with area organizations, we are developing community programming with the goal of fostering greater dialogue, connecting the past, present and future. And we are working to create a welcoming environment where everyone feels at home and represented.

We have been changed by the circumstances of this last year and finances have definitely been stressed resulting in cuts and staff furloughs, but we have also been changed in many positive ways that will be reflected for years to come. We are moving forward with even more new ideas and a deeper commitment to our community.

More than ever, the Museum is grateful for the passion and engagement of our Board, staff, volunteers, artists, foundations, businesses, and donors, who together make our Museum an indispensable part of our community.

We look forward with excitement to continue our working together to build a stronger, more engaged Ventura County.

Warmest Regards,
Kate McLean
Chair, Board of Directors

BUSINESS CLUB & SPONSORSHIP INFORMATION

BUSINESS CLUB

MVC offers your company valuable opportunities to align your brand with Ventura County's most exciting cultural and historical institution.

MVC offers Business Club memberships in a range of investment levels for community leaders, so regardless of the size of your organization, you can partner with MVC and enjoy the rewards and exposure of Business Club membership. For information on the MVC Business Club, please contact Development Director, Eric Knight at (805) 653-0323 ext. 305 or eknight@venturamuseum.org.

Thank you to our 2020 Business Club members:

- | | | |
|---------------------------------------|-------------------------|-------------------------------|
| ■ Aera Energy | ■ Leavens Ranches, LLC | ■ TOLD Corporation |
| ■ California Oaks Property Management | ■ Limoneira | ■ Ventura County Credit Union |
| ■ EJ Harrison & Sons | ■ Mechanics Bank | ■ Wagner Financial |
| ■ Farm Credit West | ■ Pierpont Racquet Club | |

SPONSORSHIPS

The Museum of Ventura County relies on sponsorships to deliver valuable programming to the community. Whether a live stream event for hundreds of families, a virtual exhibit, Grab & Go bags for kids and adults, or our online content enjoyed by thousands of visitors every month, sponsorship investments allow us to provide for the community. For information on current, upcoming, and custom sponsorships, please contact Development Director, Eric Knight at (805) 653-0323 ext. 305 or eknight@venturamuseum.org.



VOLUNTEERS AND INTERNS

Docents, volunteers, and interns played an important role in supporting MVC in 2020. With support from student interns the Museum was able to digitize archives including historic photos and documents. Museum volunteers assisted in the creation of video content which allowed the education team to offer virtual fieldtrips. Docents in the research library supported the creation of the 2020 MVC Journal and historic blog posts. When safety precautions allowed for onsite work, volunteers assisted the UC Master Gardeners in their continued work of managing and enhancing the gardens located at the Agriculture Museum in Santa Paula and were instrumental in supporting the Museum in the very successful Grab & Go bag distribution in October for *Dia de los Muertos*.

Volunteer recruitment and retention is a number one priority for the coming year, and it will be essential in the Museum's mission to continue offering exciting and educational programming during a historically unprecedented time. Call (805) 653-0323 ext. 308 to learn how you can join the MVC Volunteer family.

Major funding for these programs is made possible by the City of San Buenaventura, the County of Ventura, and private and community donors.



MUSEUM OF VENTURA COUNTY

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THE AGRICULTURE MUSEUM

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