

# **Boulder City Museum and Historical Association**

*Owners/Operators of the Boulder Dam Hotel and the  
Boulder City/Hoover Dam Museum*

## **Annual Report for the 2023 Fiscal Year**

*September 1, 2024*

(11 pages)

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*A note from John Calvert, Board Chair:*

What a year Fiscal Year 2023 was! We unveiled two exhibit redesigns in our Permanent Exhibit, added several new exhibits to our 31ers Educational Outreach Room, hosted a Gala Celebration of the Boulder Dam Hotel's 90th Birthday, and restored four of the windows in our Six Companies House on Avenue C with a grant from Boulder City and the Nevada State Historic Preservation Office. We also welcomed new tenants to our restaurant space, Restaurant 1933, who are now open for breakfast and lunch daily and for dinners on Thursday, Friday, and Saturday.

Over the past few years, we've faced challenges head-on, and guess what? We've conquered them! Thanks to our incredible board, we've not only survived but thrived. Today, the future looks brighter than ever. From making strides on our mortgage and Ave C house project to welcoming more visitors and embracing cutting-edge museum technology, BCMHA is on the cusp of greatness. We're preserving history, but we're also paving the way for an exciting future.

On behalf of the BCMHA Board of Directors and staff, I want to thank all our members, donors, sponsors, guests, and customers who make our programs possible and our efforts so rewarding. It is a pleasure for all of us to serve Boulder City and welcome visitors to our historic town.

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### ***About our Fiscal Year:***

*The BCMHA's fiscal year runs from July 1 through June 30 and is identified by the calendar year in which it starts. The fiscal year covered in this report is FY 2023, which is from July 1, 2023 through June 30, 2024.*



## OUR MISSION

The Boulder City Museum and Historical Association is an educational organization established to preserve, interpret, curate, and communicate the histories of Hoover Dam and Boulder City, Nevada. The BCMHA provides collections-based research and learning opportunities designed to advance a greater public understanding of the Boulder Canyon Project and its influence on local, regional, and national history. The BCMHA's collections, artifacts, exhibits, research facilities, and programs are inseparably linked to serve and educate a diverse public of varied ages, backgrounds, and knowledge. The BCMHA holds and maintains its collections in the public trust for the enrichment of both current and future generations.

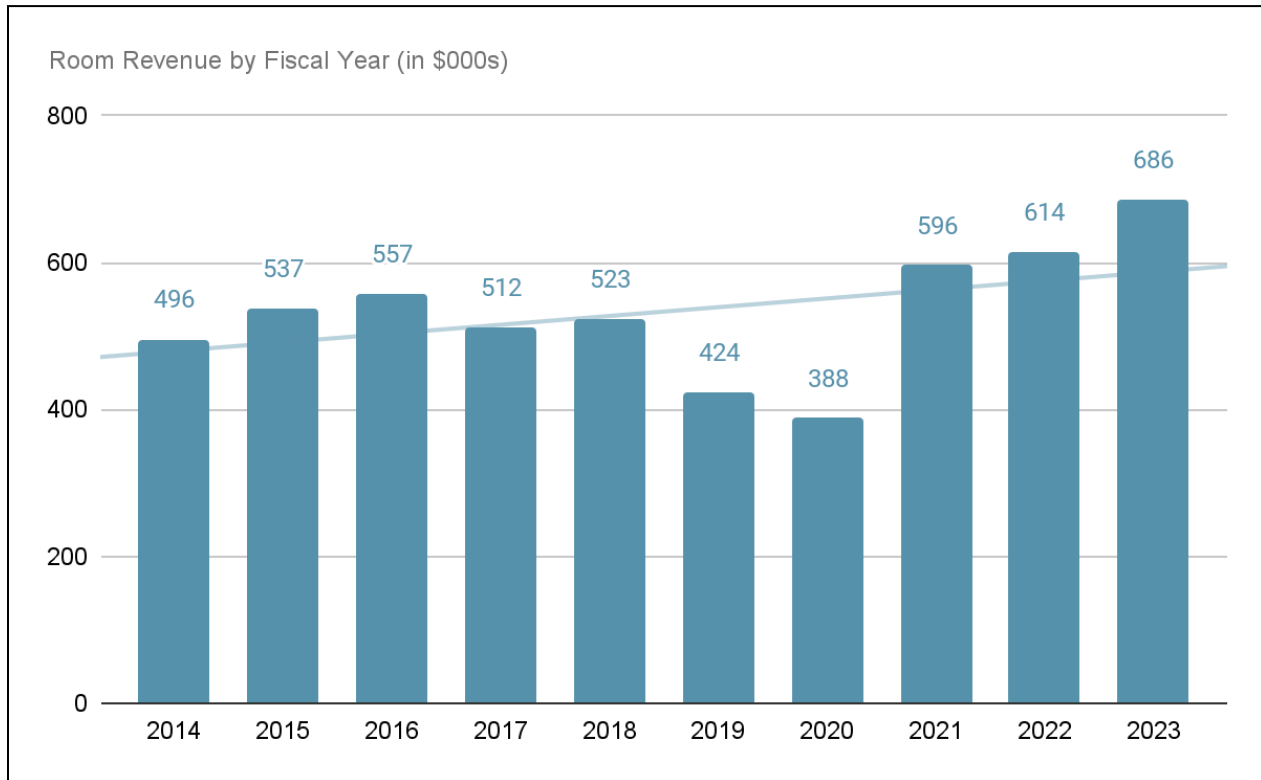
# BCMHA Programs

## 1. Boulder Dam Hotel Operations

### Guest Room Bookings

We returned to our pre-pandemic growth rate in FY 2021, and we are pleased to report that the trend has continued through FY 2023, as shown here:

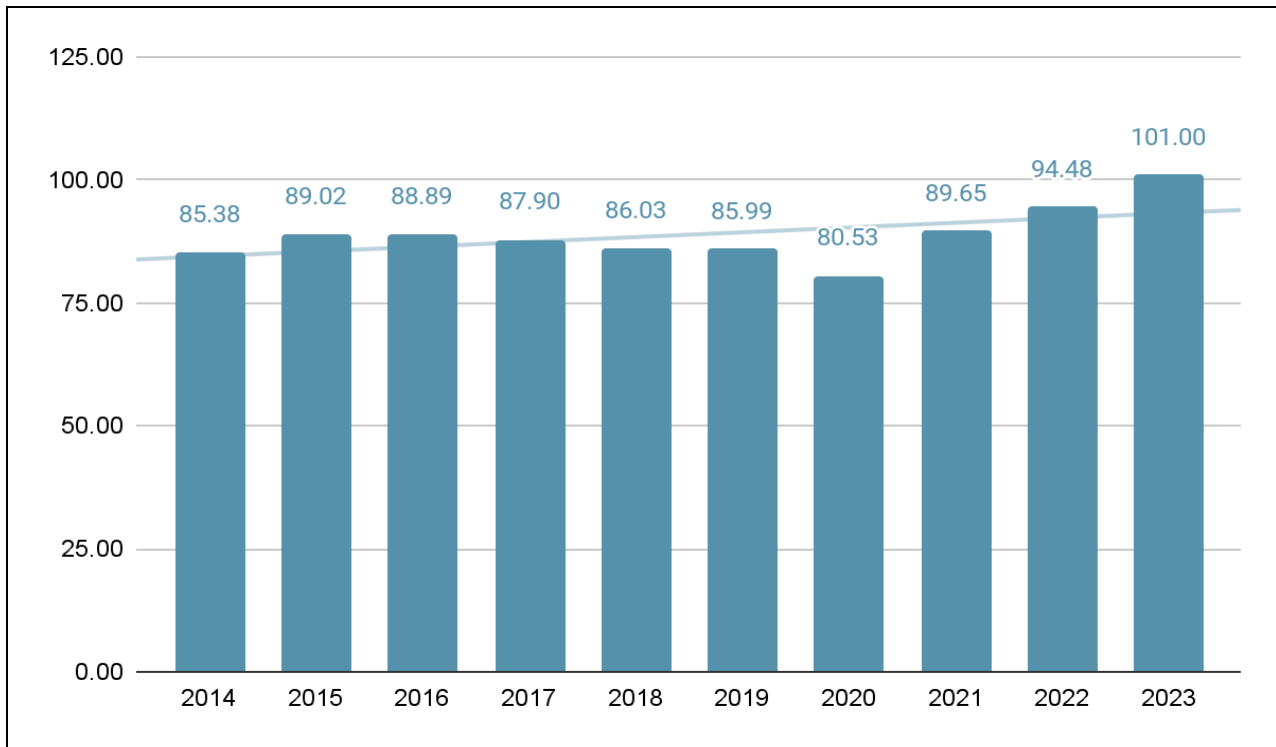
Hotel Room Revenue 10-Year History



*Notes:*

- 1. Revenues were negatively affected by the night-time construction project along Arizona Street in fiscal years 2017 and 2018.*
- 2. Revenues were negatively affected by the Covid pandemic in fiscal years 2019 and 2020.*

## Hotel Average Room Rate 10-Year History



### About Hotel Profits

Hotel operations yielded a 12% profit margin of \$103,000 for the year. Like every year, we applied the hotel's operating profits to the museum's building and operating expenses. See the Financial Summary starting on page 8.

### OTA (Expedia, Priceline, etc) Ratio

The ratio of reservations between Online Travel Agencies (OTAs) and direct bookings impacts our finances. The commissions related to online bookings make us less profitable when OTAs acquire too large a share of reservations. We strive to keep our OTA bookings under 50%. The industry average is 51%, and our ratio for FY 2023 was 45%.

### How our Guests Booked Rooms in FY 2023

Through OTAs	3037 room nights
Through Our Website	1709 room nights
By Phone	1467 room nights
By Walk-In	588 room nights

### Online Ratings

We maintain our position as the top-rated hotel in Boulder City with #1 ratings in cleanliness, location, staff, and value. Our online scores (out of 5) at the most prominent hotel rating sites are currently:

- Google - **4.6** (966 reviews)
- Booking.com - **4.4** (1219 reviews)
- Expedia - **4.8** (1,002 reviews)

### Google Ads Grant

The Google Ads Grant program provides free Google Ads to select charitable organizations. We applied and qualified for this program in January of 2018. Since then, we have been granted \$162,000 to advertise our museum, hotel, and Boulder City’s historic district. The \$162,000 in advertising has translated to 1.39 million ad views and 124,000 ad clicks since the program's inception.

We were granted \$13,500 in FY 2023, translating to 81,000 ad views and 7,500 ad clicks.

To continue qualifying for the Ad Grants Program, we must maintain a minimum CTR (click-through rate) of 5%. The average CTR for our industry is 3.7%. In FY 2023, we averaged 9.2%.

### Room Rate Strategies

Earlier this year, we started using an AI program that adjusts room rates to maximize revenue. It is too soon to tell exactly how the program affects rates and bookings in the long term, but we are gathering data that will be valuable to us in the future, regardless of whether we continue using the software.

### Hotel/Facility Projects

HVAC: Our guest room HVAC units were installed in 2008 and are reaching the end of their lifespans. We began replacing them in 2021 and plan to continue replacing the remaining units in 2024/25. The overall cost is approximately \$45,000.

Room Improvements: We have been working on several room improvements, including refrigerators in every room, automatic closet lights, and quiet bathroom fans. Each improvement may seem small, but when taken together, they increase the hotel’s earning potential by improving our guests’ stay.

Restaurant: While we were between tenants, we completed approximately \$22,000 of significant improvements to the restaurant space. These improvements included plumbing, electrical, HVAC, refrigeration, cook line hood, fire suppression, tile, and grout.

### Hotel Tenants

Cleveland’s Lounge	Ground Level
Restaurant 1933	Lobby Level
BC Art Guild Gallery	1st Floor
Doug Smith Consultants	1st Floor
Dam Short Film Festival	1st Floor
Integrity Bookkeeping	2nd Floor
Healing Hands Esthetics	2nd Floor
Alice Denton	2nd Floor

## **2. Museum Operations**

### Permanent Exhibit

The museum hosted 33,640 visitors in FY 2023. We rehabilitated two exhibits, added several artifacts throughout the museum to enhance the experience, and installed a new set of environment and culture exhibits curated primarily for students but educational for visitors of all ages.

### Rotating Exhibits

In October 2018, we initiated our Rotating Exhibits Program. So far, we have displayed exhibits for the BC Library, Bureau of Mines Collection, Garden of Growth Boulder City, the Water Filtration Plant, the Boulder Theatre, Boulder City's First Businesses, and the Boulder Dam Hotel's 90th. Currently on display is A Tale of Two Dam Cities.

### School Trips/Clubs

We welcomed 291 students from six Clark County and two out-of-state schools, and we contributed educational materials to eight out-of-state schools.

### Walking Tour

We had 4,130 people take our audio walking tour, WalkBC. The Los Angeles Department of Water and Power, which built the Water and Power building on Nevada Way, sponsors the tour.

### Tour Companies

Tour companies visit our museum every day, except for some holidays. They include Pink Jeep Tours, American VIP Tour, Las Vegas Tours, Comedy on Deck Tours, Go City Tours, Kayal Tour—Lake Mead, National Park Express, Greyline Tour Fallout Las Vegas, Boulder City Express, and more.

### Google Reviews

4.6 of 5 (492 reviews)

## **3. Collections**

### Donations of Material Items

873 items were donated to the BCMHA's collections by 34 donors in FY 2023.

### House Plaques

To date, we have distributed 40 plaques to properties within the historic district and provided historical information to the property owner with most of those plaques.

### Researchers

We received 40 research requests and completed 24 by the end of the fiscal year. The remaining 16 requests are ongoing.

## Digitizing

We currently have 24,473 entries in our software database and 12,677 items available to view on our website through our Collections HUB.

## Projects

Four windows on our Six Companies House were restored through a grant from the Nevada State Historic Preservation Office and the City of Boulder City. Additionally, our maintenance tech was trained on the restoration procedures and is now certified to complete the balance of the windows.

## **4. Development**

### MAP Museum Assessment Program

We are completing Phase Three of our MAP program through the American Association of State and Local History. The program focuses on practical, ethical, and strategic standards related to the care and management of our collections. It also encourages us to examine our resources and refine our plans.

### Volunteer Program

Six volunteers completed 850 volunteer hours in educational outreach, exhibit work, archival organization/research, and project work.

### Grants Received in FY 2023

City of Boulder City	\$85,000 for Museum Programs and Operations \$20,000 for Digitizing Program
Google	\$13,500 In-Kind for Google Ad Campaign

### Program Sponsorships Received in FY 2023

Railroad Pass	\$1,000 for Permanent Exhibit Care
San Diego Gas & Electric	\$2,000 for Educational Programs
Los Angeles Dept. of Water & Power	\$6,000 for Walking Tour and Exhibit Care

### Donations Received in FY 2023

Individual Donations/Memberships	\$24,000
Boulder Dam Credit Union	\$10,000 for Debt Reduction

Note: We received all the grants we applied for in FY 2023.

## FY 2023 Financial Summary

### Hotel Cost Center Summary for the 2023 Fiscal Year

<b>INCOME</b>		
	Donation/Grant Income	0
	Operating Income	874,595
<b>Total Income</b>		
<b>EXPENSE</b>		
	Advertising/Promotion	565
	Guest Amenities/Laundry/Linens	81,502
	Improvements	13,945
	Insurances	16,033
	Maintenance	58,393
	Operating Equipment/Supplies/Fees	109,979
	Management Contracts	47,970
	Payroll Expense	296,750
	Taxes - Room Tax	73,077
	Utilities/Cable/Phone/Internet	73,078
<b>Total Expenses</b>		<b>771,292</b>
<b>Net Hotel Income</b>		<b>103,303</b>



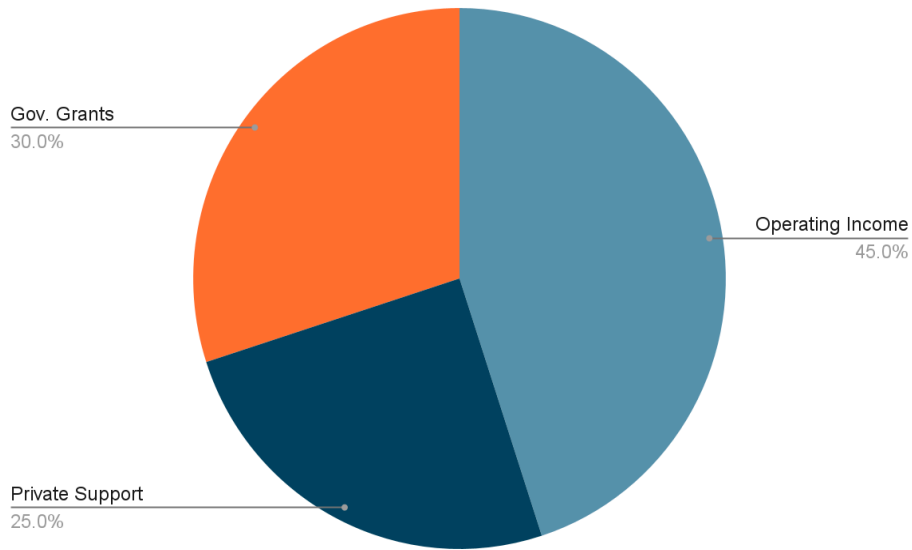
Museum Cost Center Summary for the 2023 Fiscal Year

<b>INCOME</b>		
	Interest Income	6,746
	Operations Income	20,875
	Cost of Goods Sold	(3,666)
	Grant Income - Government	105,000
	Other Income - Members, Donors, Sponsors	42,942
	<b>Total Income</b>	<b>171,897</b>
<b>EXPENSE</b>		
	Accounting/Professional Services	9,995
	Advertising/Promotion/Google Ads	5,767
	Insurances	8,696
	Interest Expense - Long Term	10,928
	Maintenance	13,772
	Operating Equipment/Supplies/Fees	14,013
	Management Contract	31,830
	Payroll Expense	103,052
	Programs - Development, Walking Tour, Fenton House	11,881
	Taxes - Property	3,596
	Utilities/Cable/Phone/Internet	29,821
	<b>Total Expenses</b>	<b>243,351</b>
	<b>Net Museum Income</b>	<b>(71,454)</b>
<b>BCMHA (Hotel and Museum Combined) Net Income</b>		<b>31,849</b>

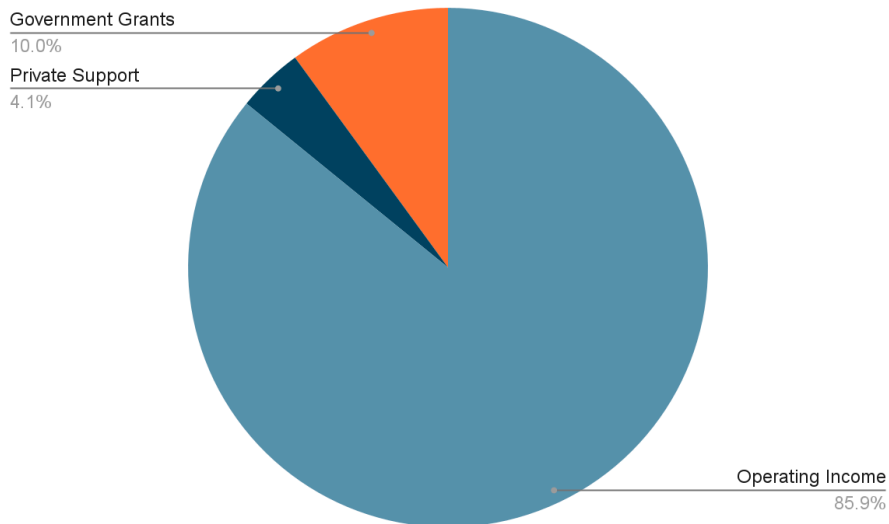
The BCMHA's IRS FORM 990 is posted on [bchdmuseum.org/governance](http://bchdmuseum.org/governance).

## **Funding Sources**

Average Mix of Funding Sources for U.S. Museums  
*American Association of Museums Data*



Actual Mix of BCMHA's Funding Sources for FY 2023



The BCMHA Annual Report 2023 was prepared by BCMHA staff:

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The BCMHA Board of Directors:

John Calvert, Chair

Tami McKay, Secretary

Cheryl Waites, Director

Leslie Woodbury, Director

Paxton Fleming, Director

Peggy Leavitt, Director

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Lori Mooney, Treasurer

Cynthia Anderson, Director

David Cohen, Director

Sherri Jorgensen, Director

Autumn Dempsey, Director

The BCMHA is a 501(c)(3) private, nonprofit corporation that owns and operates the Boulder City/Hoover Dam Museum, the Boulder Dam Hotel, and the Fenton House at 640 Avenue C. We also maintain an extensive archive of historical photographs, manuscripts, oral histories, biographical files, subject files, three-dimensional artifacts, primary source materials, and a small library. Our collections are open to researchers by appointment.