

Fiscal Year 2024*

ANNUAL MEETING REPORT

Boulder City Museum & Historical Association



**The BCMHA's fiscal year is identified by the calendar year in which it starts.
The fiscal year covered in this report is from July 1, 2024, through June 30, 2025.*

A note from John Calvert, Board Chair:

Outline of the key points of the Board Chair's address to the membership:

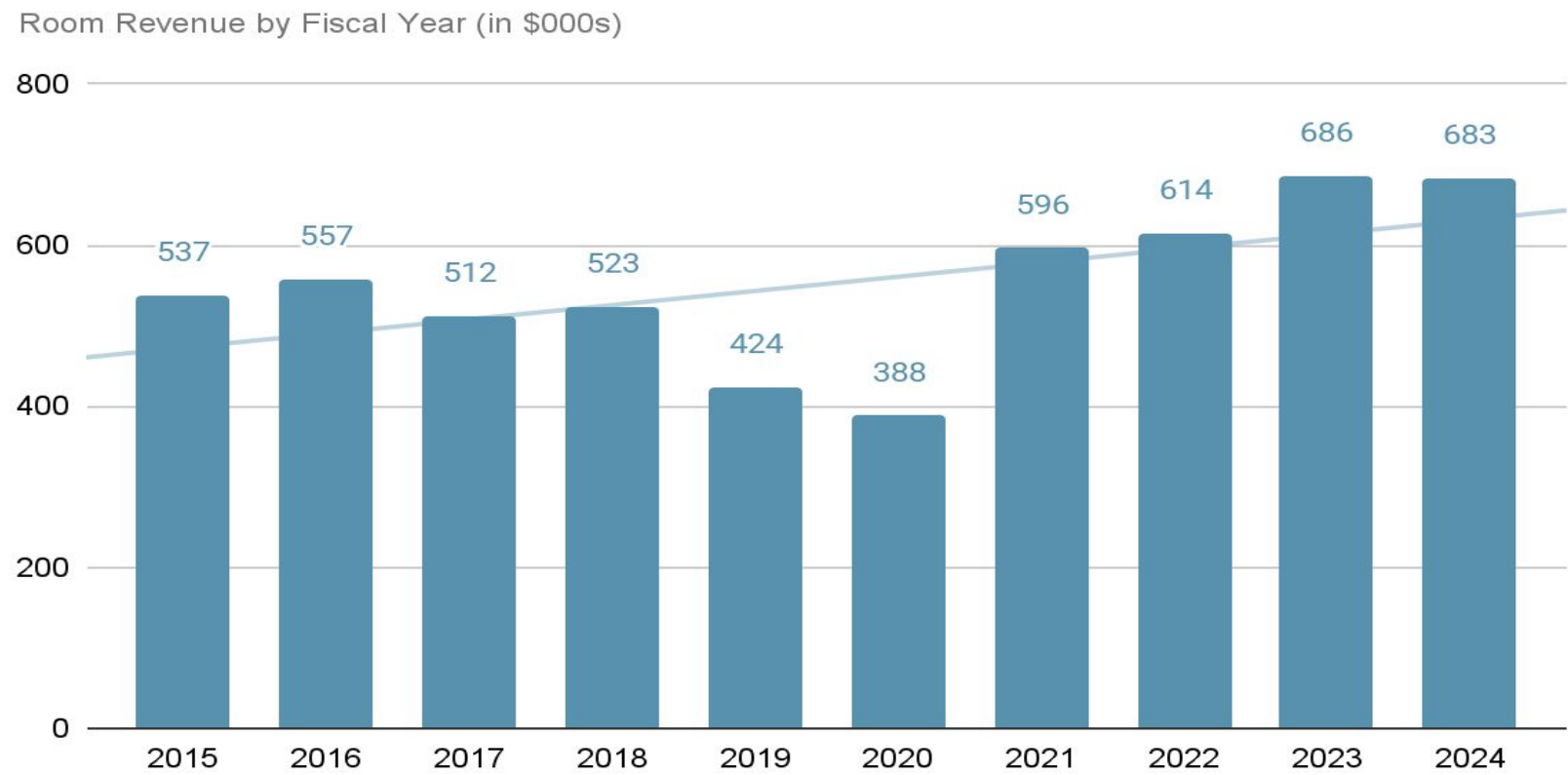
- The mortgage on the Boulder Dam Hotel has been paid off (was ≈\$950,000 in 2012).
- Dan Bunch Estate donation (approx. \$310,000 plus dozens of Desert Sands pottery pieces)
 - Funds have been allocated toward
 - Our Avenue C House Preservation Project
 - The creation of a Research Room and a Digitizing Room
 - A Desert Sands Pottery Exhibit
 - Improvements to 3 of our Permanent Exhibits
 - Our emergency savings account, thus bringing it to the minimum industry standard levels
- We are in the process of “tiering the museum’s collections,” which is something nearly every successful historical museum eventually has to do as its collection grows. This process prioritizes materials that best support our mission, and it is essential for a successful digitization program—one that creates fresh, engaging, and educational digital content. Although we continue to provide excellent care for all our materials and artifacts, we are now revising our storage, cataloging, and utilization procedures.
- We have created a Research and Educational Outreach Room to improve community access to our collections.
- We received a grant from Los Angeles Department of Water and Power for the equipment we need for our digitizing program.

Hotel Operations

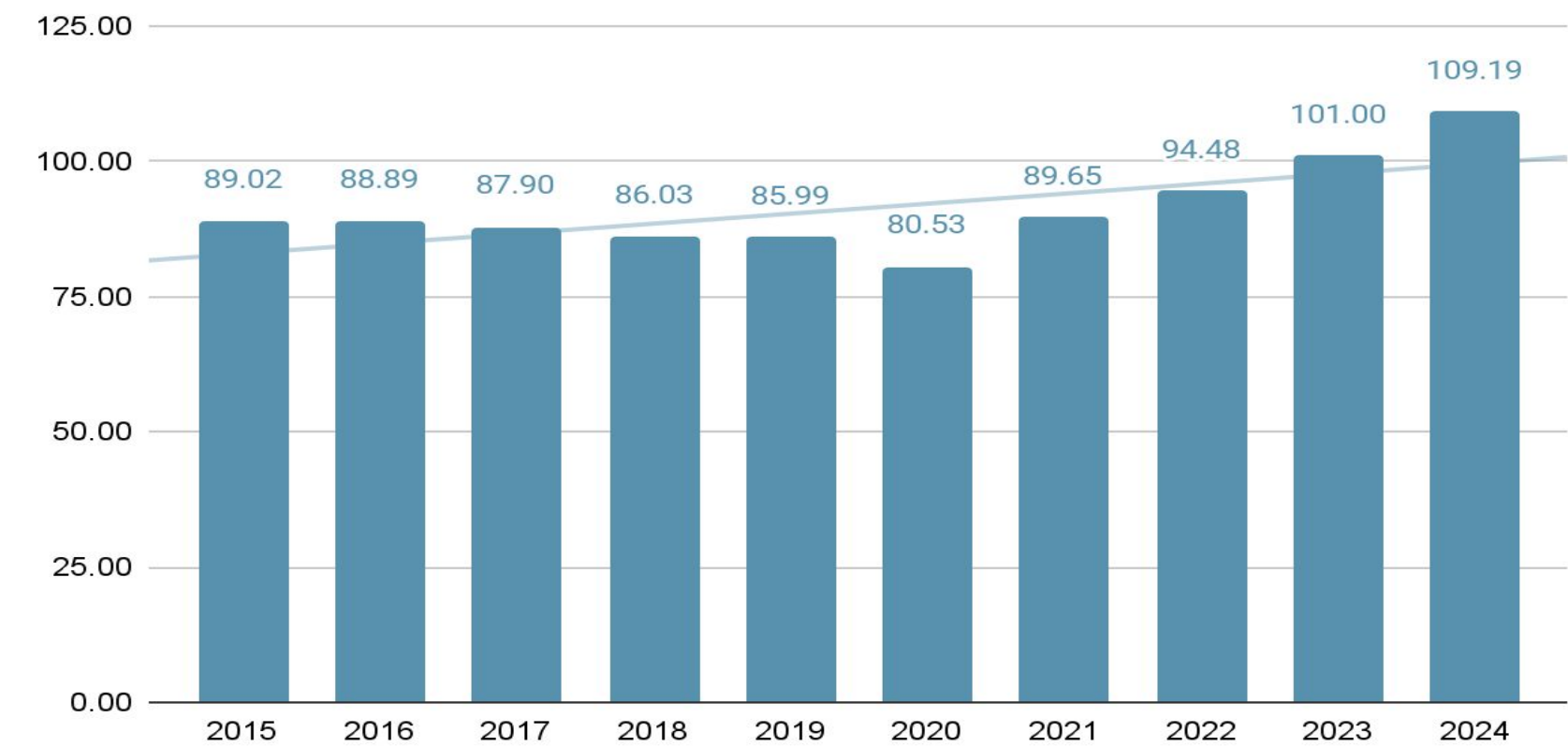
Isaac DeWolf, Hotel Manager



Boulder Dam Hotel Room Revenue: Fiscal Year 2024 was a solid year, leading FY 2023 before the summer slump hit the Vegas area in June.



Hotel Average Room Rate 10-Year History



About Hotel Profits

Hotel operations yielded a 15% profit margin of \$136,626 for the year. Like every year, we applied the hotel's operating profits to the museum's program, building, and operating expenses.

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 2024 was 40%.

How our Guests Booked Rooms in FY 2024

Through OTAs	2470 room nights
Through Our Website	1981 room nights
By Phone	1228 room nights
By Walk-In	557 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 of 5** (1065 reviews)

Booking.com - **8.9 of 10** (1034 reviews)

Expedia - **9.4 of 10** (1009 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 \$175,000 to advertise our museum, hotel, and Boulder City's historic district. The \$175,000 in advertising has translated to 1.5 million ad views and 131,000 ad clicks since the program's inception.

We were granted \$13,600 in FY 2024, translating to 95,000 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 4%. In FY 2024, we averaged 8%.

Projects

Research Room/Digitizing Center:

The former museum "special exhibit space" has been fully remodeled and converted into a dedicated Research Room and Educational Outreach Center. The project included the removal of all previous exhibits, patching and painting of walls, installation of specialized lightning designed for digitization work, and additional lighting improvements throughout the room. Rolling shelving units, new flooring and other aesthetic enhancements were added to create a functional, professional workspace that supports both research and digital preservation efforts.

Exhibit Upgrades:

We removed the previous entrance display and installed a new animatronic figure. We also built and installed an interactive exhibit that projects a live image of the viewer into a tunnel in the Taming the Red Bull room. The work involved custom enclosures for the electronics and wiring and setup.

Avenue C House:

Earlier this year, we fixed plumbing issues, patched and painted the main living spaces, installed new carpet, added lighting, and installed an HVAC system.

Now we are working with a general contractor to preserve the Avenue C house in its original configuration and massing. Current work includes removing walls that were added to enclose a portion of the porch, replacing siding, and upgrading the landscaping with new weed barrier and landscaping gravel.

The contractor began work (demolition) before obtaining the required permits. We're now working with the City and Historic Preservation Commission to obtain the required permits and put the project back on track.

Other Projects/Improvements:

- New Museum Offices on the First Floor
- Guest Room Upgrades



Museum Programs

Hava Brown, Development Officer

Memberships and Partnerships



- 160 Lifetime and Annual Members
- Lifetime Membership up by 7 with wooden art promotion (Sculptures of Paul Stoutenborough)
- Increased participating businesses offering member discounts from 3 to 13, and created a new member portal accessible through QR code on membership card
- Member events
 - Appreciation Pizza Party at Boulder Bowl
 - Collage Journaling Course (Dec. 2)

Membership Partners

The following businesses offer discounts to BCMHA members:

- Restaurant 1933
- Cleveland's Lounge
- Museum Gift Shop
- Iron Rose Plants and Vintage
- Chilly Jillyz
- BC Ace Hardware
- Grandma Daisy's
- Tony's Pizza
- Jack's Place
- Beer Zombies
- Desert Adventures
- Tom Devlin's Monster Museum
- Outpost 51 Alien Museum



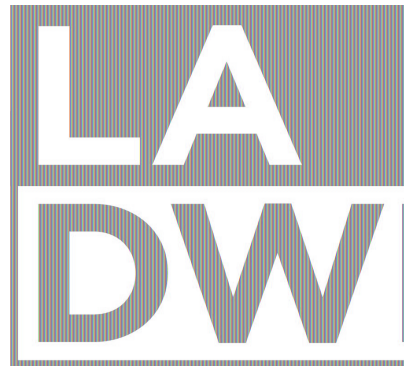
Grants and Sponsorships



BOULDER CITY

NEVADA

- City Grant - \$105,000
 - museum programs
- LADWP Grant - \$12,000
 - digitizing equipment
- LADWP Sponsorship - \$5,000
 - WalkBC Walking Tour
- LADWP Sponsorship - \$1,000
 - Museum exhibit care
- SD Gas and Electric Grant - \$1,000
 - Ave C house preservation
- Platinum Title Sponsorship - \$1000
 - museum exhibit care



PLATINUM
TITLE AND ESCROW, LLC



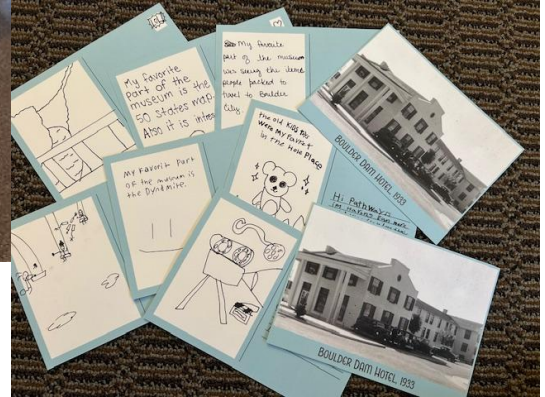
Educational Programs

School-aged kids visited the museum for education and activities. Pictured here are the Grace Christian Academy preschoolers learning about the different types of jobs at the dam as well as painting wooden hollyhocks provided by Ruben's Woodcrafts.



Educational Programs

Pathways in Gilbert, AZ brought their neuro-divergent students for an educational tour. They were enthralled with the movie. After the tour, they wrote postcards to themselves stating what their favorite part of the museum was!



Community Programs and Engagement

- Chamber Events
 - Summer Sips (July and August)
 - Wine Walks (2025-2026 Season)
 - Boulder City “Boolevard”
 - Ribbon-cutting ceremony for Research Room
- City Events
 - Volunteer Fair
- Attend Denise Ashurst’s weekly public meetings hosted at BD Co Store
- Increased email list by 30% through guest forms in the museum and signups during wine walks.

Exhibit Updates



- Characters Unlimited
 - “Roy” at museum entrance entirely **donated** (including installation!)
 - Song sung and donated by annual member Joshua Warren
- Tunnel Projection
 - Time and expertise **donated** by annual member Bari Jo Berman
- Telescope Video - TBD
- Boulder Dam work description audio - TBD

THANK YOU CHARACTERS UNLIMITED AND BARI JO BERMAN!



Collections and Research Facilities

Jennifer Smith, Archivist

Material Donations

15 donors contributed 39 items to our collections



A 1937 8mm film (without audio) titled **Boulder Dam From Start to Finish.**



A beautifully detailed drafting set used by Reclamation Service Engineer, Rufus C. Thaxton during the Hoover Dam construction project. Thaxton is 2nd from left in the above photo of men surveying land near the dam site. Frank Crowe is the man standing.

A 1935 issue of Fortune Magazine featuring the article, "Boulder Dam, A Portfolio of Watercolors by Stanley Wood."

Researchers Overview

- Total Research Projects: **31**

To date this year, the museum assisted **31 researchers** through our archives, manuscript collections, photograph collections, and subject files.

- Notable Research Projects:

While all research inquiries contribute to the telling of Hoover Dam and Boulder City history, **five projects stood out** for their depth, uniqueness, or community relevance.

Notable Research Requests

- **Broadbent Inc.: (most of their research requests are related to projects they conduct for the City of Boulder City)**
 - "McNamee & McNamee" Research
 - "Bullock Field" Research
 - "Beyond BC's Historic District" Research

 - **Dennis McBride: (previous curator for BCHD Museum)**
 - Continuing research on Teddy Fenton

 - **Sarah Lane - National Park Service:**
 - WWII Heritage City Series: Developing educational lesson plans highlighting Boulder City & Henderson
 - Requested photographs of military units stationed at Camp Sibert/Williston during WWII
-
- **Deborah Salyer - Library Media Specialist**
 - Writing a children's biography of Ida Browder
 - Accessed manuscript & photo collections

 - **Christopher MacMahon - Nevada State Railroad Museum**
 - Providing a Hoover Dam worker's hard hat on loan to their museum

Archive Volunteer Contributions

- Volunteer Highlight: We are fortunate to have the dedicated support of **Jeannie Rutherford**, whose time, commitment and expertise have greatly benefited our efforts in our collections.
- Service Summary: 218 hours contributed year-to-date
- Key Contributions:
 - Organizing and rehousing archival collections
 - Setup and ongoing maintenance of the new research room
 - Currently assisting with cataloging and updating of the museum's 3D artifact collections
 - Provides ongoing support for all archival projects

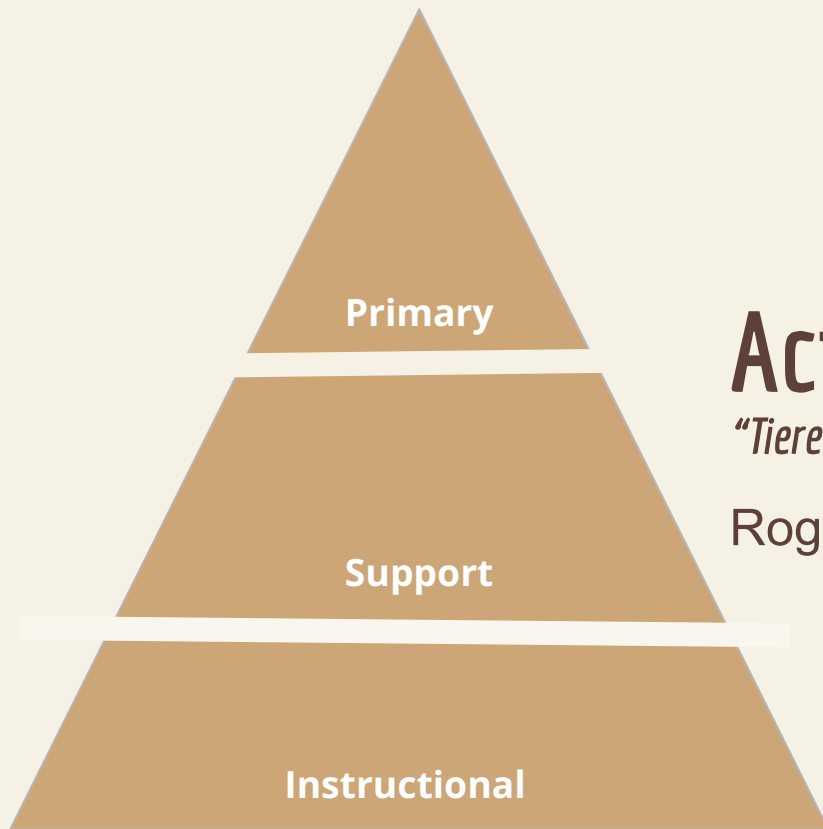
Indexing

“Establishing a sound, functional database to build an effective, useful digitizing program.”



Catalogit

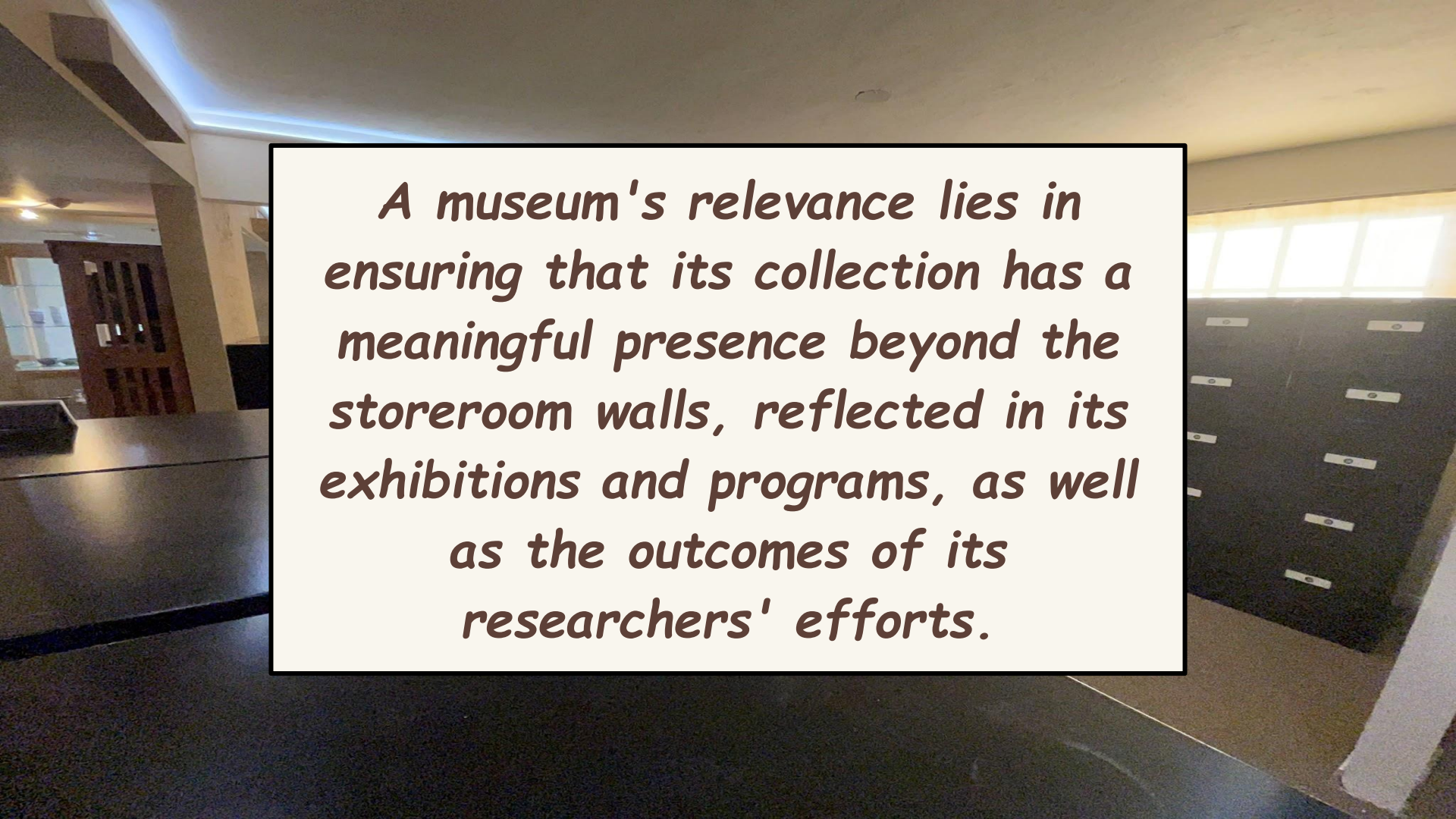
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Active Collections

"Tiered" to Maximize Artifact Care, Access, and Usefulness

Roger Shoaff, Board Liaison

The background image shows a museum's storeroom. On the left, there is a dark wooden display case with glass doors. In the center, a large white rectangular box with a black border contains text. On the right, there are tall, dark metal shelving units with many small drawers, each labeled with a white tag. The room has a light-colored ceiling with recessed lighting and a dark floor.

A museum's relevance lies in ensuring that its collection has a meaningful presence beyond the storeroom walls, reflected in its exhibitions and programs, as well as the outcomes of its researchers' efforts.

Why a tiered collections management system is right for us:

Resource Limitations:

Tiering allows us to focus on our most significant items.

Strategic Stewardship:

Not every object has equal historical or interpretive value. Tiering lets us formally distinguish between Primary, Support, and Instructional materials. (*see the next slide*)

Ethical Collecting:

Clarifies what belongs permanently in the museum to inform future collecting efforts.

Digital and Accessibility Priorities:

Digitizing all materials indiscriminately simply creates a confusing, unnavigable digital repository. Therefore, we are digitizing primary materials only, while cataloging our support and instructional materials for public access through on-site educational programs, exhibits, and researcher visits.

Digitizing helps us become more active, responsible stewards, rather than a passive storehouse.

In short, we can focus care, storage space, accessibility, and programming where it matters most.

	Primary Level	Support Level	Instructional Level
Value to mission	Has “documentary” value to our primary focus ¹ Primary materials are unique or deemed historically significant.	Has “interpretive or illuminative” value to our primary focus	Has promotional, educational, decorative, or administrative value
Provenance	Known or can be reasonably conjectured, or has been previously accessioned		Not required
Accession	Yes		No
Preservation goal	Apply high standards of care to ensure preservation in perpetuity		Provide reasonable care based on the material's nature and purpose
Digitizing	Digitize and post to the public on Catalog-It	Index on Catalog-It for on-site researchers	Index for staff and on-site researchers

¹ The BCMHA's primary focus covers Hoover Dam and Boulder City during the period between the beginning of the Boulder Canyon Project Act in the 1920s through Boulder City's incorporation in 1960.



Financial Reports

Roger Shoaff, Board Liaison

Roseanne Shoaff, Accounts Manager



Hotel Cost Center Summary for the 2024 Fiscal Year

INCOME		
	Donation/Grant Income	0.00
	Operating Income	875,725.52
	Total Income	875,725.52
EXPENSE		
	Insurances	16,238.56
	Maintenance & Repairs	38,981.83
	Operating Expenses	168,021.79
	Payroll Expenses	366,642.72
	Taxes	73,677.77
	Utilities/Technologies	75,536.61
	Total Expense	739,099.28
	Net Hotel Income	136,626.24

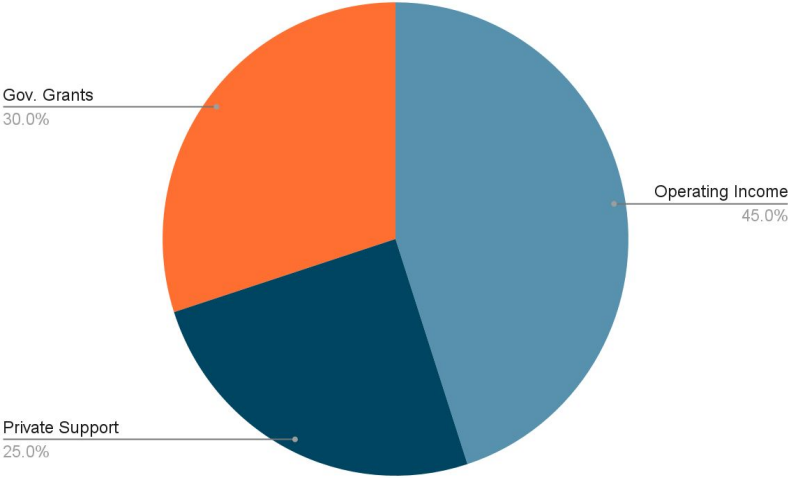
Museum Cost Center Summary for the 2024 Fiscal Year

INCOME		
	Donation/Grant Income	492,718.11
	Operating Income	27,976.79
	Total Income	520,694.90
EXPENSE		
	Insurances	8,743.83
	Maintenance & Repairs	11,189.07
	Operating Expenses	81,615.76
	Payroll Expenses	133,089.32
	Taxes	6,226.12
	Utilities/Technologies	38,191.79
	Total Expense	279,055.89
	Net Museum Income	241,639.01

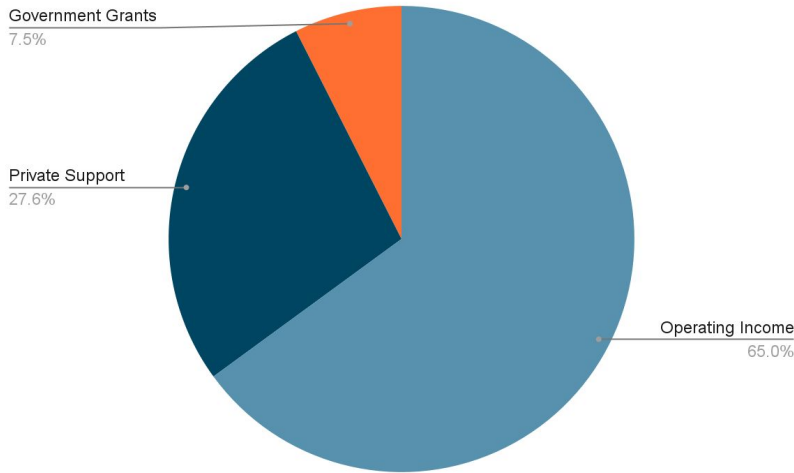
BCMHA's Profit & Loss Statement, Balance Sheet, and IRS 990 Form are available on the 'Governance' page of our website, bchdmuseum.org.

BCMHA 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 2024



Looking Ahead



Election of Directors

Three, three-year terms expire this year. The new terms will begin after the election of directors at this meeting and continue until the election of directors at our 2028 annual meeting.

As per Article 5, Section 3 of the BCMHA ByLaws, the following individuals (listed alphabetically) have either (1) chosen to seek nomination for term renewal or (2) been nominated by a member in good standing of BCMHA.

John Calvert	Current director, seeking term renewal
Margaret Howe	Nominated by member, seeking first term
Peggy Leavitt	Current director, seeking term renewal
Jeannie Rutherford	Current director serving the remainder of Autumn Dempsey's term, seeking first term

Prior to the election, all nominees will have up to 5 minutes to address the members present if they wish.

Members present will each select three of the four candidates by secret ballot. Ties will be broken by a toss of a coin, and the coin-toss loser will be offered any openings that might arise over the first year of the term.