



Fact Sheet

Founded: Incorporated as a 501(c) 3 non-profit organization, the Amador Livermore Valley Historical Society was founded in 1963. We will be 50 years old next year. Original home was Heritage House on the grounds of the Alameda County Fair; moved to Main Street in 1984.

Mission Statement: Enriching Community Life through Education and Preservation

Governing Body: 20 member Board of Directors elected by the membership of the Museum. They serve three terms and are able to be reelected. Board meets monthly. It serves a typical board role of creating policy, raising money and hiring the Executive Director.

Staff: One full-time (40+ hours per week) Executive Director
 One part-time (28 hours per week) Director of Education
 One part-time (28 hours per week) Curator of Collections and Exhibits
 One part-time (16 hours per week) Membership Coordinator/Admin. Asst.
 68 adult regular adult volunteers, 35 special event volunteers, 12 student volunteers

Annual Budget: \$233,454

Revenues –	City contract - 59%* Special Events - 22% Memberships - 7% Education Programs – 5% Museum Store -4% Donations/Grants – 3%	Expenses –	Personnel – 64% Program Costs – 10% Special Events – 7% Prof. Services- 5% Rental/Maint. – 5% PR/Marketing – 3% Printing – 2% Supplies -2% Inventory – 1% Insurance – 1%
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Reserves: \$213, 606. Of which \$17,044 is restricted

*The Museum provides contractual services to the City of Pleasanton's Alviso Adobe. We assist them in helping to operate the facility according to standard museum practices.

Annual Attendance: 2011 – 15,101
 2010 - 14,356
 2009 - 9,963

Membership: We have 307 active, dues paying members of the Museum.

Building: We lease the building and grounds from the City of Pleasanton for \$1/year; this includes all utilities except for phone, internet, and garbage. Total square footage is about 4,500 sq. ft.

This building houses all collections storage, archives storage, staff offices, and three gallery spaces.

- The Permanent History gallery: the gallery which chronologically details the history of the community from prehistoric times to the present.
- The Community Gallery: our central hall which provides a space that can be flexible to respond to community events, etc.
- The Phoebe Apperson Hearst Gallery: Our temporary exhibit space that rotates exhibits 4 – 6 times a year on a variety of subject matters in local, state, regional and national history or other arts and humanities subjects. This includes at least two traveling exhibits each year so that visitors may experience new subject matter.
 - Some recent past examples are: Imagination Expressed with the Pleasanton Art League (PAL), Bear in Mind, Woman’s Suffrage in California, The Rail World with the Niles Canyon Railway and the Pacific Locomotive Association, Some of Our Favorite Things (favorite objects from our own collection)
 - Coming this year: What in the World (unusual objects in our collection), Imagination Expressed 2012 with PAL, Good Manners (traveling exhibit on etiquette), Wherever There’s a Fight (traveling exhibit on the establishment of social justice movements in the history of California), reprise of Some of Our Favorite Things and Treasures of the Tri Valley-toy collections.
 - In 2013 we were one of 8 sites in California chosen to host a National Endowment exhibit, Lincoln and the Constitution, that details role of the Constitution in a Presidency then and now. We will partner with the Pleasanton Library on programming for this exhibit.

Collection: The Museum preserves over 7,000 three dimensional objects spanning the history of the Pleasanton community from Native American times until the present. In addition, we are the repository for over 5,000 photographs and thousands of pages of manuscripts and a library of related local history books and school yearbooks.

Media: The Museum communicates with its members, friends and interested public with a Facebook page, Twitter, our own web site that is designed and managed in-house (www.museumonmain.org), a quarterly newsletter, and monthly e-newsletters through Constant Contact. The Museum enjoys a good working relationship with Pleasanton Patch, The Independent, the Pleasanton Weekly, the Bay Area News Group, Our Town Weekly, and the Pleasanton Gazette.