Mission San Juan Capistrano

ANNUAL REPORT

2015-2016

THE POWER OF PLACE
To Our Friends of the Mission
This past year Mission San Juan Capistrano continued to shine bright in its ability to serve, inspire, educate and impact. The following are highlights of the Mission's accomplishments made possible by the support of a community of highly engaged volunteers, partners, staff, and supporters. It was a year in which service, safety, experience, and stewardship prevailed in guiding the organization's priorities and programming. It is at this time we are pleased to share some of the best that 2015-2016 had to offer:

Positive Year End Financial Status
For the seventh year in a row, the Mission's audit came back with positive findings for transparency and outstanding fiscal stewardship. The Mission ended its fiscal year on a positive, raising much-needed funds for the site's care, conservation, student scholarships and more.

The Great Flyover
The 2016 St. Joseph's Day and Return of the Swallows festivities fell on a weekend and with that came the opportunity to enhance the day's itinerary celebrating the famed migration of the swallows to the Mission. The flyover featured four vintage World War II aircraft flying over the Mission before an enthusiastic crowd of over 3,000 visitors who also enjoyed entertainment, lectures, tours, and more.

Nest Reenactment Exhibit
In order to attract the swallows to the Mission, Dr. Charles R. Brown, cliff swallows expert, led Phase II of the swallows experiment, which necessitated the construction of man-made nests in a colony-like setting similar to the one that existed on the Ruins of the Great Stone Church prior to its 1990s stabilization. That exhibit continues to showcase how the nests might have looked, as well as serving the secondary purpose of attracting new families to nest at the Mission.

Celebrating the Acjachemen People
The Mission Preservation Foundation and staff are committed to protecting and celebrating the landmark's rich Catholic and early California history. As part of that commitment the Mission developed a catalogue that also outlines all the concerted efforts to strengthen the site's interpretation of the indigenous people's history and contributions to the building of the Mission. Additionally, to ensure that the public is aware of their contributions, a free information card is now given to visitors to inform them about the role of the Native American community in the building of the Mission.
Taking Care of Art
Preserving the historic art collection is a key goal of the Mission’s Art Guild. As part of this effort, three small 19th century paintings were conserved this year:

*The Scourge of Jesus*, Artist Unknown, 19th century
*Our Lady of Refuge*, Artist Unknown, 19th century
*Suzanna and the Elders*, Artist Unknown, 19th century

These 3 paintings were evaluated as part of a 2013 conditions assessment funded by a grant from the California Missions Foundation and through the efforts of Mission San Juan Capistrano’s Women’s Guild. The Mission’s Art Guild has now grown to become an important means to support the care and stewardship of the Mission’s art collection. The Mission also successfully accessioned a new art piece, *Bells at the Mission*, by artist Kevin Davidson, because of its commitment to ensure the Mission’s art collection continues to grow.

Spanish Colonial Room Newly Refurbished
The West Wing building’s Spanish Colonial Room was upgraded to allow visitors to further learn about the Mission’s founding period from 1776 to 1821 by way of experiencing special works from the Mission’s art collection. The newly refurbished room now addresses Spain’s colonization of California, the purpose of the missions in forming Spanish communities, and the changes and challenges the indigenous people faced in the wake of colonization. The exhibit room also showcases the West Wing building’s remaining historical architectural elements, like its original on-site 1790s era wine vat.

The following recently conserved artworks are now featured in the Spanish Colonial Room as part of the long-term display:

*Veronica Wipes the Face of Jesus*, Artist Unknown, 19th century
*Our Lady of Sorrows*, Artist Unknown, 19th century
*Saint Anthony Holding the Infant Jesus*, Artist Unknown, 19th century
*The Pieta*, Artist Unknown, 19th century
*Jesus Wearing the Crown of Thorns*, Artist Unknown, 18th century

New Mission Art Tour Now Offered
Due to the growing interest in protecting the art collection at the Mission, and given the fact that over 32 paintings have been conserved since 2005, the new Art Walk Tour was added to the Mission’s itinerary and debuted during the 2016 Preservation Week festivities for San Juan Capistrano. Offered every Friday, the free tour is given by trained volunteers who guide visitors through the site and highlight recently conserved historic art telling stories of their meaning and sharing along the way the work involved with their conservation.

Twelfth Annual Battle of the Mariachis
This wonderful event celebrated 12 years as one of the most renowned and recognized mariachi festivals on the West Coast. Mariachi groups traveled from across Southern California and beyond to compete before a panel of distinguished mariachi experts. Guests enjoyed a full day of riveting performances, excellent food and the tradition of mariachi music. This special event is only made possible because of the generosity of Erma Jean “EJ” Tracy on behalf of her late husband, Tom Tracy.

2016 – A Summer of “Sold Out” Concerts
The 2016 Music Under the Stars concert series was sold out earlier than ever before. Due to the record sellout, the Mission is increasing the number of tables being sold in 2017. Please be sure to visit the Mission’s five-year calendar of events to see the upcoming programs and concert line up already scheduled throughout this year and next.
Mission Supports the American Cancer Society
The Mission team of volunteers, staff, and supporters formed a team to walk in honor of friends and loved ones who have suffered or faced a battle with cancer. The team also walked in honor of St. Peregrine, the patron saint of cancer sufferers, to support the fight against cancer. Over $4,500 was raised by the team at the American Cancer Society Relay for Life event and by way of the summer Stretch and Strength classes at the Mission. Please visit our website at missionsjc.com for those remembered by staff.

Clark Beckham and the Romance of the Mission Gala a Huge Success
American Idol Top Ten and Season XIV runner-up, Clark Beckham joined forces with long standing community partner, The Ritz-Carlton, Laguna Niguel to raise critical funds for the preservation of the Mission. Joining them were the Mission Preservation Foundation, individual supporters such as Bill and Chris Griffith, Sheila and Jim Peterson and so many more. The spectacular evening was highly successful in bringing an engaged community together for an evening to remember.

Front Courtyard Restrooms Rehabilitated
The Mission successfully updated and repaired the front courtyard restrooms to an appreciative public. The project included cleaning, repointing and stabilizing all the masonry, installing a new lime-based parapet cap, repairing inappropriate cement repairs, making adobe and plaster repairs, installing new fixtures and plumbing, termite treating the building, and installing new toilets, sinks and furnishings for improved utility, maintenance, and privacy.

Special Summer Photography Hours Offered
The Mission extended its closing hours to allow local photography students and professionals to enjoy an extended hour and capture the late sunlight during summer photo sessions.

Heritage Tourism Program
For a second straight year, over $35,000 was raised by the Mission to support the historic downtown or Mission business district. This marketing co-op successfully reached hundreds of thousands to remind them of all the unique shopping, dining and museum and tour experiences offered in San Juan’s historic downtown. Overall, marketing for the Mission generated over 14 million impressions. Information about the downtown district was also specifically distributed to over 300 locations and to the three airports of Orange County, San Diego and Ontario with the hopes of generating additional support in the area. Additionally, cross promotional partnerships were developed. For instance, a two-for-one admission program was initiated with the Festival of Arts Pageant of the Masters as a partner.

New Website
A new, more beautiful and user-friendly official Mission website debuted to the appreciation of guests, staff, and volunteers.

New Commercial Filming Processes
The Mission saw an increase in the number of commercial film shoots, and in doing so raised much needed additional funds for preservation and maintenance.

Development of an ‘App Underway
The Mission announced it would develop a “smart phone app” to give visitors another means of discovering and touring the site during their visit. It is envisioned that the app will be made public in time for the 2017 Swallows Day festivities.

United States Conference of Catholic Bishops Special Tour
The Mission proudly hosted nearly 40 United States Bishops for a private tour and fellowship as part of the annual United States Conference of Catholic Bishops Tour held this year at Christ Cathedral.
New Site Furnishings
To continually improve the aesthetics, the Mission replaced its aged barrel trash cans with vintage-era looking waste and recycle cans.

Upgrading the Mission Store Lights
Lighting improvements were carried out in the Mission Store’s Devotional Room and exterior to ensure the best possible shopping experience.

First Ever Member Appreciation Week at the Mission
In August, the Mission hosted a week-long celebration of its nearly 10,000 members of the Mission Preservation Society with 15% off in the Mission Store. The event was a great success and is the beginning of an annual tradition giving back to those who support the Mission’s care and maintenance.

Educating Students
Nearly 58,000 students experienced a field trip to the Mission this school year. The overall count was 71,517 including teachers and chaperones who came to experience inspired learning about the early California mission system right here at Mission San Juan Capistrano.

Improving Safety Processes
The organization was firmly committed to strengthening the safety efforts on-site to ensure a better response in the event of an emergency. From installing new radios in certain job posts to training staff and volunteers better on what to do in an emergency, the Mission took a great step toward facilitating programs and projects that benefited safety overall.

A Place of Volunteerism
From July 1, 2015 through June 30, 2016 there were over 300 volunteers who donated 7,967 hours to support the access, operations and mission of the Mission as a place of inspiration, education and preservation.

A Closing Message
It was a remarkable year for the seventh of Saint Serra’s original missions. With work endeavors focused on service, stewardship, safety and experience, the Mission team rallied in support to generate care and maintenance of this premiere California mission.

For your investment of time, care and support, we are grateful. It is only because an engaged community cares that we can look forward to ensure this Mission continues as a place of peace, beauty and unparalleled meaning.

Sincerely,
On behalf of the Mission Preservation Foundation

Mechelle Lawrence Adams
Executive Director, Mission San Juan Capistrano

George O’Connell
President, Mission Preservation Foundation

Reverend Monsignor J. Michael McKiernan
Pastor/Rector, Mission Basilica, San Juan Capistrano
2015-2016
Financials
Mission San Juan Capistrano

SUMMARY OF GIVING, FISCAL YEAR 2015-2016
Cash
$1,177,891.12
Gifts-in-Kind Special
$236,505.11
GRAND TOTAL
$1,414,396.23

PROGRAM/CATEGORY
Adopt-A-Class
$108,902.87
Gala 2015 (Preservation)
$564,407.48
Gardens
$950.00
Gate House Preservation Project
$25,000.00
Education Programs
$50.00
Event Sponsors
$182,508.98
Mission Store
$407.00
Museum, Artifacts & Exhibits
$44,370.20
Preservation/Membership
$414,408.16
Sala Preservation Project
$5,187.00
Serra Chapel Conservation Project
$5,273.06
Unrestricted
$62,931.48
GRAND TOTAL
$1,414,396.23

PERCENTAGE OF MONEY RECEIVED PER GIVING CATEGORY FOR FISCAL YEAR 2015-2016
## COMBINED STATEMENT OF ACTIVITIES FOR FISCAL YEAR ENDING JUNE 30, 2016

### REVENUES

**Revenue and other support**

- Admissions: $1,519,330
- Tours and photo income: $767,367
- Mission signature events: $591,929
- Private events: $276,395
- Auxiliary Activities: $35,750
- Memberships: $345,550
- Contributions and gifts in-kind*: $779,007
- Grants: $66,671
- Educational program fees: $108,023
- Merchandise sales, net of cost of goods sold**: $928,186
- Interest: $6,291
- Other: $(289)

**Total revenue and other support**: $5,424,210

*Contributions are distributed between Revenue accounts
(Mission signature events, development events, contributions and gifts in-kind).

**The revenue for the Mission Store is included in the merchandise sales.**

### EXPENSES

**Program services**

- Conservation: $645,382
- Education: $435,086
- Accessibility and sustainability: $2,028,841
- Total program expenses: $3,109,309

**Support services**

- Management and administration: $1,079,917
- Development and fundraising: $1,136,581
- Total support services: $2,216,498

**Total expenses**: $5,325,807

**Increase in net assets**: $98,403

**Net Assets**

- Net assets, beginning of year: $8,368,128
- Net assets, end of year: $8,466,531

**Increase in net assets**: $98,403

## COMBINED STATEMENT OF FUNCTIONAL EXPENSES FOR FISCAL YEAR ENDING JUNE 30, 2016

### EXPENSES

**Compensation and related expenses**

- Salaries: $254,522
- Payroll taxes: $18,166
- Group insurance/benefits: $33,394
- **Total compensation and related expenses**: $306,082

**Auto expenses**: $403
**Bank charges**: $684
**Cemetery expense**: $1,519
**Computer supplies**: $80
**Conferences and seminars**: $226
**Depreciation**: $96,558
**Donations paid**: $10,225
**Dues and subscriptions**: $272
**Furniture and equipment**: $3,767
**Insurance**: $977
**Leases**: $553
**License, permits and taxes**: $511
**Marketing and development**: $37,772
**Office supplies**: $717
**Outside printing**: $7,876
**Outside services**: $115,654
**Postage**: $8,087
**Private events**: $5,290
**Professional services**: $8,185
**Public relations**: $184
**Recruitment**: $66
**Repairs and maintenance**: $36,949
**Scholarship funding**: $112,224
**Security**: $6,075
**Special events**: $14,707
**Supplies**: $1,520
**Utilities and telephone**: $1,136,581

**TOTAL EXPENSES**: $645,382

The Independent Auditor’s Report was prepared by Redwitz Inc. and reflects an unqualified opinion.
The Independent Auditor’s Report was made public on October 6, 2016 and is available for public review at the Mission San Juan Capistrano Administrative Office by request. (949) 334-1312