

# Old Mission San Jose Report

June 30, 2022

## Mission Statement

- Provide a memorable and educational experience for all Museum Visitors.
- Deliver a quality 4<sup>th</sup> Grade learning experience consistent with CA educational standards.
- Offer a holy and inspiring space for religious celebration.
- Provide guests of weddings, liturgies, and concerts an appreciation for the beauty and sanctity of the Mission Church.
- Maintain a stock of highly valued mission-related and religious gifts, books, and educational material for purchase.

## Museum Activities

### Gift Shop Sales

- Religious items include rosaries, books, crucifixes, medals, statues, holy cards, bibles, greeting cards, special religious celebratory gifts, e.g., 1<sup>st</sup> Holy Comm., Confirmation, Baptism, etc.
- Educational Materials include 4th grade Student Packets, books, booklets, maps, videos, etc.
- Souvenirs include jewelry, postcards, ornaments, magnets, ceramics, etc.
- Digital inventory management (Square) includes online sales.

ANALYSIS: After two COVID-impacted years, 2022 Gift Shop Revenue is well above pre-COVID levels, due primarily to pent-up demand post-COVID, enhanced marketing, 225 publicity and events, and improved merchandise selection.

<b>Gift Shop Merchandise Sales</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022 Jan thru June</b>
	\$74K	\$62K	\$56K	\$12K	\$39K	\$54K

### Admissions

- Full and half-day school tours offered at 10:00am, 3 days a week. Peak season Nov. through May. We currently have nine volunteer docents.
- Guided tours offered on the second weekend of the month for the public.
- Self-guided tours available during operating hours: 5 days a week, Wed-Fri 10:00am – 3:00pm, Sat-Sun 10:00am – 4:30pm.

ANALYSIS: After two COVID-impacted years, 2022 Admissions Revenue is above pre-COVID levels, due primarily to fee increase, enhanced marketing (especially to schools), post-COVID interest in school field trips, 225 pilgrimages, and improved field trip options.

<b>Admissions Revenue</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020 Jan thru Feb</b>	<b>2021* Mar thru Dec</b>	<b>2022 Jan thru June</b>
	\$105K	\$94K	\$85K	\$24K	\$37K	\$59K

\* Gift Shop opened July 1, 2021. Admissions in March through June were guided tours conducted through online reservations.

<b>Total Visitors</b>	<b>2019</b>	<b>2020 Jan thru Feb</b>	<b>2021* Mar thru Dec</b>	<b>2022 Jan thru June</b>
	17,950	4,900	3,905	6,703

### Historic R&D

Requests for historic birth/baptism/death records received approx. 1 per month. Occasional requests for information from academic researchers or museum colleagues. The Mission does not have sufficient resources to respond to most requests.

## Mission Church Activities

### Liturgy

- Mass celebrated at 8:00am 7 days a week. Special Masses for feast days such as Santa Cruzan, Founders' Day, Quinceañeras, and funerals. Pilgrimages honoring 225<sup>th</sup> anniversary.
- Baptisms held monthly on Sunday afternoon
- Weddings average 1 per month on Saturdays.

ANALYSIS: Other than the Mission [website](#), no attempt has been made to market the Mission Church for weddings.

<b>Wedding Income</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022 Jan thru May</b>
	\$3,300	\$2,000	\$4,000	\$1,100	\$500	\$0

### Events

- [Concerts](#) include annual performances by 2-4 outside choirs, e.g., San Francisco Chamber Choir, Mission Peak Chamber Choir; Ron McKean organ concert; 1-2 chamber music concerts (Music at the Mission).

ANALYSIS: Mission Church has been a popular venue for a few long-time customers. Fees increased and website booking and review process formalized in 2021.

<b>Concert Income</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022 Jan thru June</b>
	\$3,780	\$3,200	\$2,000	\$2,188*	\$950	\$1,050

\* Donations from Ron's free organ concert 2/8/20

- [Solar Illumination](#) for free public viewing

<b>Solar Illumination Attendance</b>	<b>10/2017</b>	<b>10/2020</b>
	200 (estimated)	187 (live via Zoom) 1,600 (YouTube views)

- [Las Posadas](#) is a community event run jointly with the Fremont Cultural Arts Council every Dec. 15-23. A procession of 20-30 people begins at Mission every night, carrying the Nativity creche. On the final night, the Mission hosts organ music, piñata party and refreshments. This tradition has been enjoyed the past 39 years and was held virtually in 2020 and 2021.
- [Founders' Day](#) features special Mass in Mission Church, guided tours, reception after Mass. Prior to 2010, this was a large community 2-day fundraising event called "*Mission Days*." In 2022, the 225<sup>th</sup> anniversary of the Founding was celebrated year-long with special events and a two-day festival and Mass. Fund raising in support of the restoration and preservation has been a secondary goal of the year's activities.

### Donations

- Revenue from occasional bequests, grants, and donations were used to cover general expenses in recent years. Support from CRMSJ has been limited. 225 anniversary donations to date are estimated and designated for restoration project fund.

Donations	2017	2018	2019	2020	2021	2022 Jan thru May
	6,180	5,253	4,000	3,452	\$12,545	\$1,240 for operations \$34,000 for restoration

### Accomplishments, Repairs and Upgrades of 2021 to Date

Museum & Gift Shop	Church	Cemetery	Patio Garden
Digital inventory management system (Square) installed in Gift Shop	Chandelier lighting upgraded to LED	Additional solar path lighting added	Olive tree replaced 2021
Expanded school tour offerings to full- and half-day with hands-on activities	Kneelers added 2021		Path lighting repaired 2022
Implemented online tour reservations for schools	Wifi installed 2021		
Added once/month second weekend Guided Tours	Chandeliers cleaned 2022		
Created year-long 225 <sup>th</sup> Anniversary special events	Cameras for video recording installed 2022		
Developed dedicated <a href="#">225 website</a>			
Started regular lecture series			
Started regular newsletter			
New tour video completed 2022			
Instituted partnerships with local "Passport" museums			

All digital phone system upgrade			
Wifi installed 2021			
Fiber optic internet service installed			
Termite treatment 2021			
Oak trees trimmed 2021			
Gutters repaired 2022			

### Public Relations Activities

Social Media

- [Website](#) mostly managed by Nancy. Dedicated [225 Anniversary website](#) created for 2022.
- [Facebook page](#) “Mission San Jose and Museum” started March 2020

Facebook Followers	6/2021	6/2022
	197	642

- Other social media used to market events such as Illumination and organ concerts and 225 events.
- Monthly newsletter, Mensajero, begun in January 2022 to promote 225 anniversary events. Received by over 1,000 subscribers. Roughly one quarter of the subscribers are greater Bay Area Teachers. Will continue publishing in 2023 at regular intervals.

Print Media

- Tri City Voice, free weekly newspaper, willingly publishes Mission San Jose events and operational updates. Published press releases average about one/month.

## Future State: Achieving the Vision

The Old Mission San Jose Complex is recognized and celebrated as the historical centerpiece for the City of Fremont and the religious cornerstone for St. Joseph Parish community.

	Needs	Initiatives
<b>Museum Activities</b>		
Gift Shop Sales	Increase in-store sales	<ul style="list-style-type: none"> <li>- Continue to improve marketing</li> <li>- Continue promotions through print media (TCV)</li> <li>- Continue to improve merchandise selection</li> </ul>
Tours	Increase Self-guided Visitors	<ul style="list-style-type: none"> <li>- Host revolving exhibits and special activities</li> <li>- Deepen partnerships with "Passport" museums</li> <li>- Advertise in local hotels</li> <li>- Continue regular Facebook posts</li> </ul>
	Increase School Tours	<ul style="list-style-type: none"> <li>- Continue school tour innovations</li> <li>- Continue targeted marketing</li> </ul>
	Increase Guided Public Tours	<ul style="list-style-type: none"> <li>- Add Guided Tours for tour companies</li> <li>- Add child participation activities</li> </ul>
<b>Mission Church Activities</b>		
Liturgy	Improve worship experience	<ul style="list-style-type: none"> <li>- Deep clean interior</li> <li>- Develop maintenance plan for artwork &amp; interior walls</li> </ul>
Events	Increase community participation	<ul style="list-style-type: none"> <li>- Host quarterly lectures</li> <li>- Hold one Illumination Event/year</li> <li>- Continue annual Organ Concert</li> <li>- Continue Las Posadas</li> </ul>
<b>Public Relations</b>		
Website	Draw more people to website	<ul style="list-style-type: none"> <li>- Evolve main website to 225 style</li> <li>- Publish 225 Speaker Series lecture videos</li> </ul>
Facebook	Increase views	<ul style="list-style-type: none"> <li>- Continue to post interesting facts, images, and invite people to "like" our page</li> <li>- Seek dedicated Facebook editor</li> </ul>
Newspaper	Increase visibility	<ul style="list-style-type: none"> <li>- Submit regular historical articles</li> <li>- Continue to post all events</li> </ul>
<b>Donations</b>		
	Increase online donations	<ul style="list-style-type: none"> <li>- Make donation opportunity more prominent on main website and target specific needs</li> </ul>
	Increase donations to CRMSJ	<ul style="list-style-type: none"> <li>- Inform potential donors of corporate matching</li> <li>- Strengthen CRMSJ fund raising capability</li> </ul>
	Increase endowments	<ul style="list-style-type: none"> <li>- Promote bequests in newsletter and online</li> </ul>
<b>Physical Plant Repairs and Upgrades</b>		
	Improve physical condition of Mission complex	<ul style="list-style-type: none"> <li>- Continue to implement 3/30/2022 "Restoration Needs Plan"</li> <li>- Develop periodic preventive maint. plan for Ralph</li> </ul>