



MAJESTIC VIEW
NATURE CENTER

Annual Report

January 1-December 31, 2022



Prepared by Anna Hoover



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Dear Friends,

by Anna Hoover, Nature Center Director

Looking back on 2022, it's hard to believe that we were ever closed for over a year not that long ago. But we're *back* and more connected than ever with our community!

The way that the community showed its support by attending programs, donating time and money, or simply spreading the word about all the things we do has truly been inspiring. Though our team is small, our impact is big—over 17,000 people this year—and I couldn't be more proud of the staff and volunteers who helped make that happen.

While we faced challenges with staffing, weather, and other hiccups along the road, we were able to offer many of our most popular programs and introduce some new favorites as well. These programs brought smiles to faces, encouraged stewardship practices, and helped connect people through environmental learning. We truly have a community of people and wildlife that call Majestic View "home" -- a place where they know they belong.

As we look back on 2022 and ahead to 2023, I am excited to see what new projects and surprises are to come. All that we do would not be possible without the support of our volunteers and members of the community, and it looks like more is to come.

As you read this report, I hope you enjoy a glimpse into all that we have achieved, and I hope that you are inspired to help grow our community of support. Majestic View is more than just a park; it's the hidden gem of Arvada—at least that's what we hear from many of our visitors.

With Gratitude,

Anna Hoover
Nature Center Director



2022 Year In Review



Majestic View celebrated its 20th anniversary in 2022, marking two decades of connecting people to nature through environmental programs, exhibits, and community outreach. To showcase all that the Nature Center has accomplished in 20 years, four large events were successfully held: an Earth Day Celebration, Trails Day, a Pollinator Garden Tour, and our Anniversary Celebration. These events reached over 670 people, and we look forward to hosting more of these community events in the future.



We also applied some takeaways from our programming experience during the pandemic. As we continue to offer school-aged programming, we've successfully expanded our adult programming to reach a wider range of our community. As schedules have become more flexible with hybrid workplaces, adult and family programming have become more popular, including two of our top three public programs offered. This past year we continued the seasonal bingo hunts throughout the year, which turned out to be a popular and effective way to reach community members during off hours. Themed scavenger hunts around the park get families out exploring and discovering new things about nature before they stop by for a bingo prize.

As we celebrated being reopen, reaching new people, and offering new programs throughout the year, we saw the demand for programming and Nature Center visits double from the previous year reaching 17,978 people in total. With limited staff and space capacity, we were unfortunately not able to accommodate every request, as we had to turn away over 3,400 people in 2022. To prioritize programming in 2023, we are reducing public hours on Saturdays to accommodate programs and requests.



To ensure that all 352 functions offered in 2022 were a success, the Nature Center focused on staff development to ensure high-quality interpretive opportunities and innovation with programs, projects and outreach. All educator staff have completed their Interpretive Guide Certification with the National Association for Interpretation (NAI), attended Diversity-Equity-Inclusion interpretive workshops to examine inclusive opportunities in our programming and exhibits, and attended the NAI conference to learn from interpreters from across the nation.

Explore. Discover. Learn.

As we celebrated our programs and staff, we also analyzed our interpretive exhibits on display at the Nature Center by gathering visitor feedback, and assessing the engagement level with specific displays to prioritize updates. In 2022, thanks to the generous sponsorship of the Arvada Sunrise Rotary, our first exhibit update was the addition of a bull snake animal ambassador, "Wiggles". Later in 2022 staff and volunteers—with some help from local beavers—began work on an interactive beaver lodge that visitors can crawl in and explore to learn about adaptations of these environmental engineers. Exhibit completion is expected in early 2023. Along with the beaver lodge, the nearby Church of Latter Day Saints volunteered their time and expertise to paint a mural backdrop to the beaver display and our riparian exhibit area.



In the summer of 2022, our Nature Center Specialist led a volunteer team to study the lakes in the park for water quality and to assess the biodiversity. Overall, water quality is healthy and within normal ranges, but we did discover that compared to historical data on the lakes, both Oberon and Hayes lakes have filled with silt and become shallower, mostly likely due to the increase in water-thirsty plants like cattails and invasive Russian olive trees and/or the additional silt brought in from flooding in 2013. In late fall as the water level dropped, we measured the depths of the lakes again finding that the average depth was less than 3 feet. This is a concern for wildlife that rely on the depth to survive hard freezes, such as fish and hibernating reptiles/amphibians. As staff continues to monitor the lakes, we look forward to partnership opportunities to work on restoring some of the riparian corridor along the ditches to regain stormwater and increase the water retention in the lakes.

The highlight of 2022 was the successful addition of summer camps to our program offerings. In this inaugural year, we served 48 campers over the course of four weeks, with 41 more on the waitlist. Overall feedback from campers and their families was overwhelmingly positive. Campers are excited to come back next summer and parents appreciate the opportunity we offer to have their children explore nature right here in Arvada. Scholarships were offered thanks to the support of the City of Arvada's Storm Water department and Jefferson Outdoors Foundation.



Statistics & Attendance

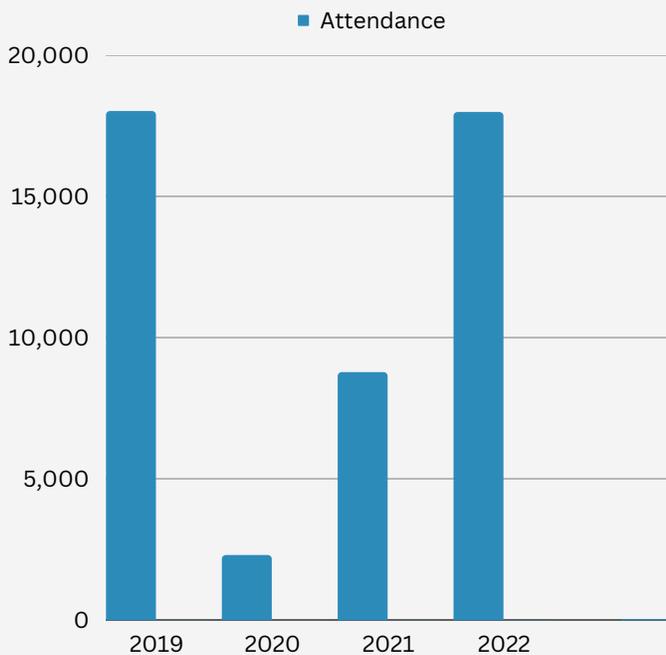
Majestic View saw another significant increase in attendance compared to the previous year, returning to pre-pandemic levels of programming.

Key Indicator	Data	Outcome
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Overall Attendance	6,351 Youth, 11,627 Adults 17,978 Total	<ul style="list-style-type: none"> • Our most popular day for walk-in visitation was Tuesday • Top 4 programs: <ul style="list-style-type: none"> ◦ Nature Playdates ◦ Meditation ◦ Astronomy ◦ Birding
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Volunteer Support	2,033 Hours (261 teaching, majority outdoor work in garden or habitat restoration)	<ul style="list-style-type: none"> • While program support has not returned to pre-pandemic levels, the park and Nature Center saw the highest volunteer hour total to date
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Number of Functions	352 functions with 4% cancellations	<ul style="list-style-type: none"> • Lowest cancellation rate to date (primarily due to weather or illnesses) • Returned to pre-pandemic level of programming
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51%

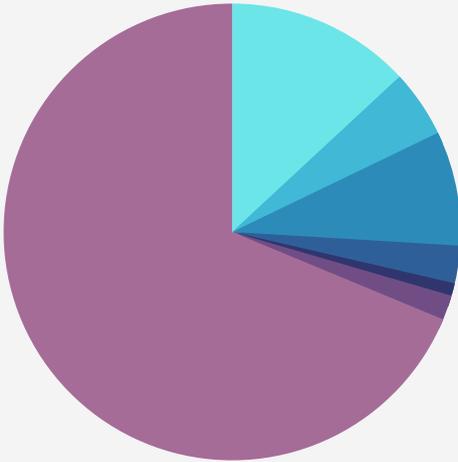
Growth in attendance compared to 2021

Grants, Donations, Volunteer Hours

2022	Information	Monetary Donation	Area of Nature Center
I. Monetary Donations			
Scientific & Cultural Facilities District	Tier III Grant	\$20,019.60	Education Class-SCFD acct
Jeffco Outdoors Foundation, Inc.	Sponsorship Jan-Jul	\$796.00	Donations Acct
Donation Box	Cash/online donation	\$4,689.00	Donations Acct
Colorado Garden Foundation	Garden Grant	\$5,000.00	Private Grant
	Total Monetary Donations	\$30,504.60	
		Value	
II. Materials & Equipment Donations			
Janet Lenore	Spotting scope and tripod	\$760.00	Programs
Anonymous Donor	Ceramic birds	\$430	gift nook
Terra Pittenger	Garden Books	\$321.00	Main Office library
Dianne Koch	Wooden Bird Carvings	\$220	Exhibit Hall
Anna Hoover	Exhibit, office, event, and program supplies & photo rights to historical aerials	\$173	Programs/Exhibit Hall
Jim Kehl	Telescope	\$100.00	Programs
Lost and Found Items (unclaimed)	Fidget toys, art supplies, etch and scetch	\$91	Programs/Kids Nook
Jessica Colby	Volunteer and Program Supplies	\$85	Programs
Anonymous Donor	Sitting stool	\$45	Exhibit Hall
Ted Hibbs	Toolbox	\$25	Programs
Anonymous Donor	Big Year (Book)	\$15	Main Office library
Kenneth Gurul	Recognizing plants (book)	\$13	Main Office library
Ian MacDonald	coloring supplies	\$12	Programs
Cady Kelly	glue bottles	\$8	Programs
Anonymous Donor	hand sanitizer	\$5.49	Programs
Kim Sereff	ecosystem poster	\$5	Programs
		\$ 2,308.61	
TOTAL 2021 MONETARY, MATERIALS AND EQUIPMENT DONATION			\$32,813.21
<i>2021 MARKET VALUE OF NATURE CENTER VOLUNTEERS (In Kind)</i>			
	2,033 hours at \$31.51		\$64,059.83
[National Standard Volunteer Rate, Bureau of Labor Statistics]			
TOTAL MONETARY, MATERIAL AND IN-KIND DONATIONS			\$96,873.04

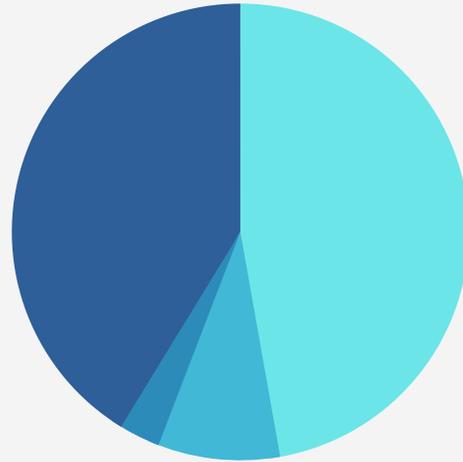
Financials

Revenue



- 68.7% City of Arvada**
- 13.1% Grants**
- 4.8% Lease Rent**
- 8.1% Programming**
- 2.7% Rentals**
- 0.8% Gift Nook/Sales**
- 1.8% Donations**

Expenses



- 41.3% Management & General**
- 47.2% Education and Outreach**
- 8.6% Facilities & land Management**
- 2.9% Marketing**

To help support our programming and staff, the Nature Center implemented the gift nook as a retail source of revenue. Items sold included water bottles, t-shirts, books, identification guides, and more for ages 3+.



Some expenses, such as the Assistant Nature Center Director, are supported through the City of Arvada's Water Utilities and Storm Water budgets.

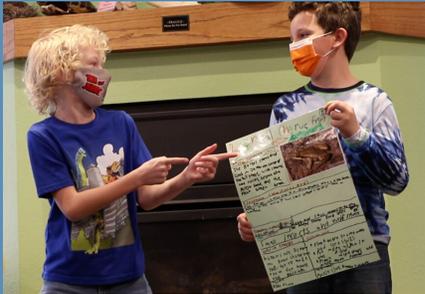
Grant revenue came from Colorado Garden Foundation and the Scientific and Cultural Facilities District to be spent towards the demonstration garden and youth programming, respectively.



Water Education Report

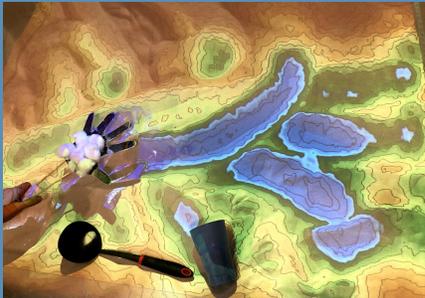
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Nature, and everything that lives in it, requires water. Majestic View staff incorporates water education in as many programming opportunities as possible, from conservation to stormwater protection. In addition to the highlight below, Nature Center staff and volunteers dedicated over 500 hours to habitat restoration and a lake study in the surrounding wetlands of the park.



Programs

In February, Nature Center staff, volunteers, and other City stormwater staff listened to a local school's third grade presentation on frogs and how to protect their lakes. The Nature Center also reached 261 students and 22 adults with direct water programming (Water Wise outreach, Enviroscope, and Wetland Discoveries programs).



Exhibits

Two hands-on, inquiry-based displays were interacted with by approximately 70% of the 8,993 Nature Center walk-in visitors.

Also offered in April was a water pollution kids nook activity to color and play a non-point source pollution game.



Camps

During Nature Center's inaugural year of summer camps, one week was dedicated to water education. Campers learned about where water comes from, how to keep it clean, who uses it and how to conserve this limited resource.

Our Team

Majestic View Staff

Anna Hoover, Nature Center Director
Jessica Colby, Nature Center Assistant Director
Mindy Debner, PT Nature Center Specialist
Matt Williams, PT Marketing Assistant
Isabelle Burke/Trisha Bartels, Summer Instructor
Jakob Messingham, Summer Intern
Dudley Weiland, PT Nature Center Specialist

Volunteers 200+

Bill Kunz

Volunteers 100-199 Hours

Steve Holmes
Tom Hartke

Volunteers 50-99 Hours

Charlie Krinsky
Joan VanDeberg
Olivia Ewert



Volunteers 15-49 Hours

Bella Frandina	Mary Vanderwert
Brenda Sterns	Madeus Frandina
Cathy Fennelly	Randy Sterns
Christine Mayer	Rene Bohn
Janet Lenore	Shannon Sawyer
Jay Gubersky	Susanne Spandau
Joe Kelly	Ted Hibbs
John Gatt	Terra Pittenger
Joyce Benson-Fox	Zach Janota
Kathy Reese	
Khiana Nelson	
Kelly Selva	
Leslie Britton	
Lydia Bryan	

Volunteer Groups (566 hours)

Latter Day Saints
Colorado Youth Leaders
Hilton Inn
Arvada West National Honor Society
Corporate Trail Building
Scout Groups



Total Hours Volunteered: 2,033

Our Partners

Scientific and Cultural Facilities District
Colorado Garden Foundation
Arvada Sunrise Rotary
Colorado Parks & Wildlife
Jefferson County Open Space
Standley Lake Nature Center
Monarch Larva Monitoring Project
National Wildlife Federation
APEX
Mad Science of Denver
Arvada Park Advisory Committee
Standley Lake Stargazing
Colorado Aquarium Society
Two Ponds National Wildlife Refuge
Audubon Rockies
Colorado Avian Raptor and Rehabilitation Institute (CARRI)
Frontline Farming
Festivals Commission

Key Sponsors



Arvada Sunrise Rotary

We thank you for your continued support in our efforts to grow and enhance to the Majestic View Nature Center.



Contact

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