

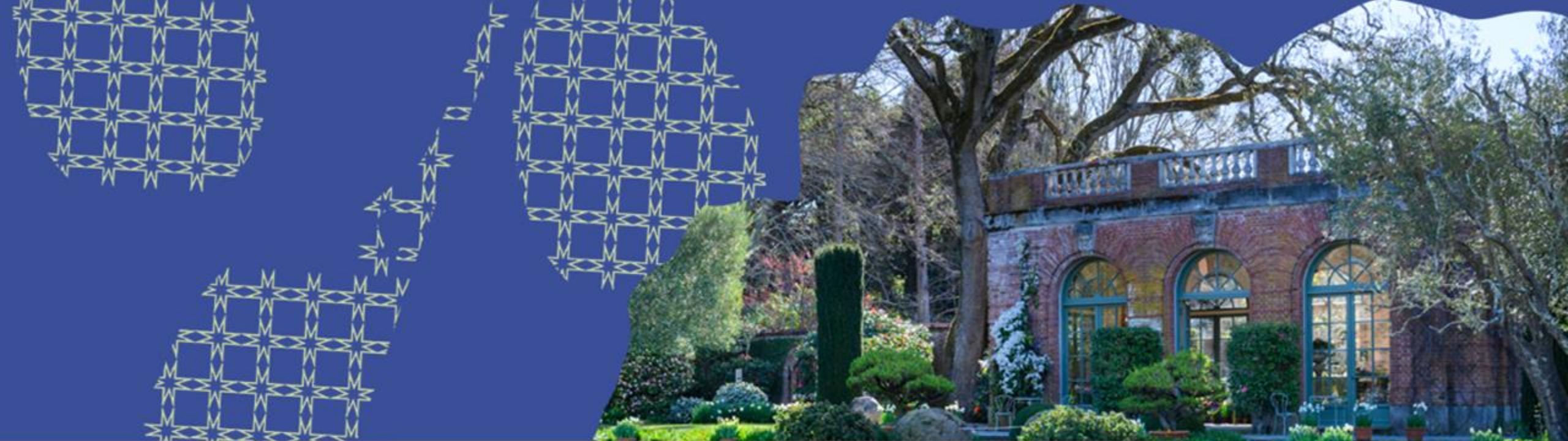


San Mateo County Board of Supervisors

Tuesday, July 12, 2022



filoli



Our Mission

To connect our rich history with a vibrant future through beauty, nature, and shared stories.





Our Vision

We envision a time when all people honor nature,
value unique experiences, and appreciate beauty in
everyday life.



We acknowledge that Filoli is located on the unceded ancestral homeland of the Ramaytush Ohlone people who are the original inhabitants of the San Francisco Peninsula.



Filoli has
emerged
from the
pandemic a
stronger and
more
relevant
organization



Goals

People &
Culture



Visibility &
Branding



Infrastructure
Investments



Fundraising &
Financial Strength



Learning &
Engagement



Cross Cutting Principles

Filoli's strategic plan builds on a century of tradition and focuses on engagement of all kinds.

- ❖ **Diversity, Equity, Accessibility, and Inclusion:**

Filoli is open to all and works tirelessly to create a place that welcomes and respects everyone

- ❖ **Sustainability:**

Filoli integrates sustainable environmental, operational and financial practices to preserve the estate for generations to come.

- ❖ **Organizational Excellence:**

Filoli achieves the highest standards and benchmarks in its industries and lead the nation with new programs, talent and partnerships.



About Filoli

Open 7-day/week, year round

654 Acres

16 acres of formal gardens

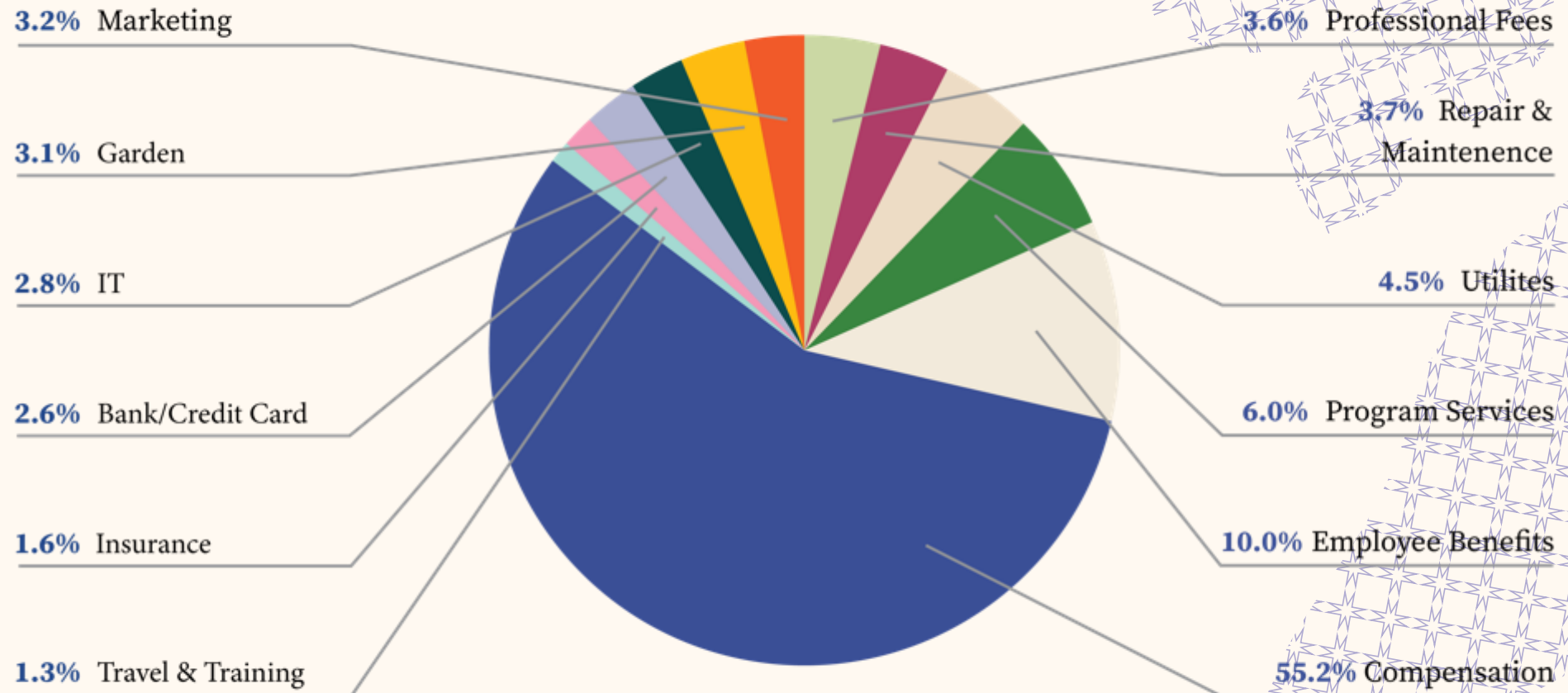
54,000 sqft House

Partnership with National Trust
for Historic Preservation

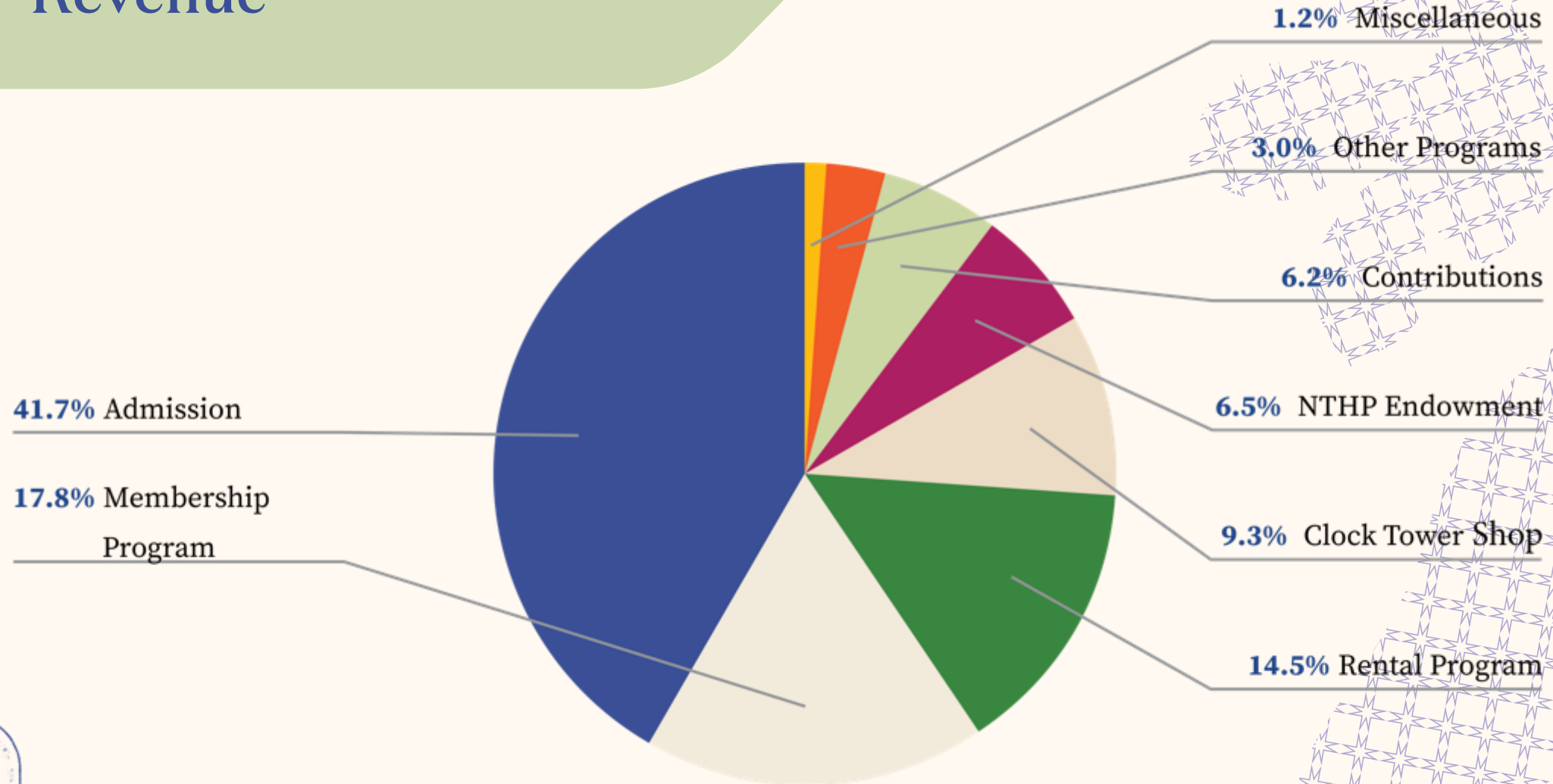
Independent 501 (c)(3) Nonprofit



Expense



Revenue

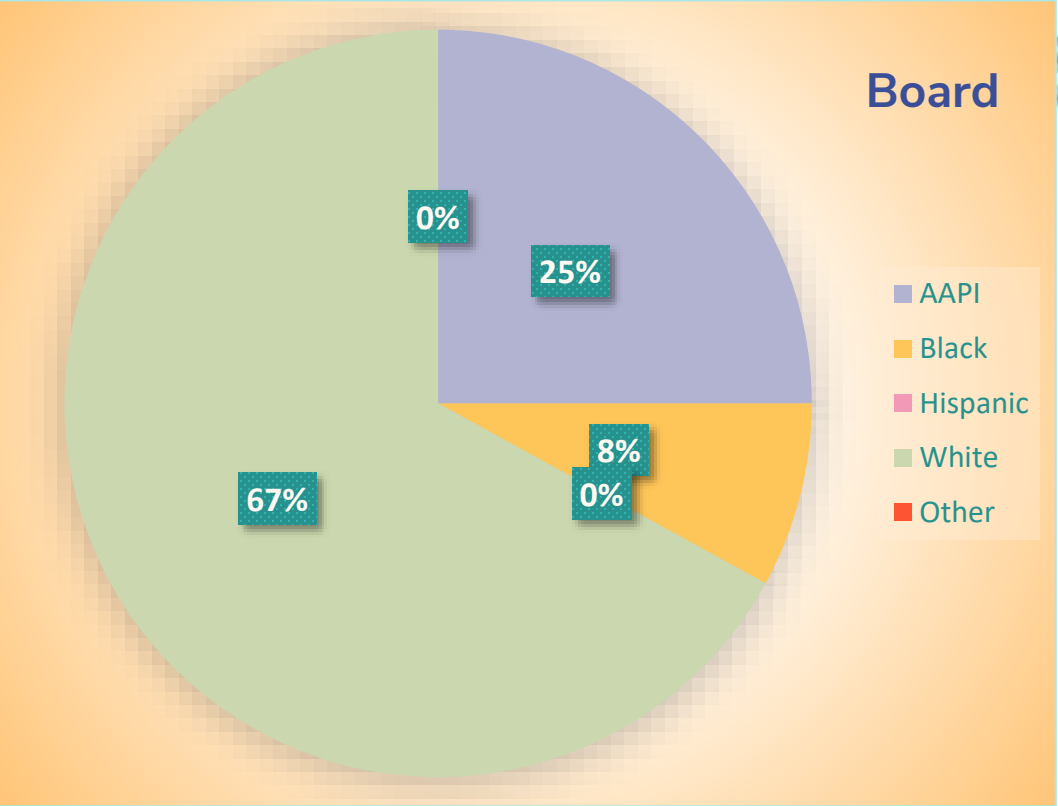
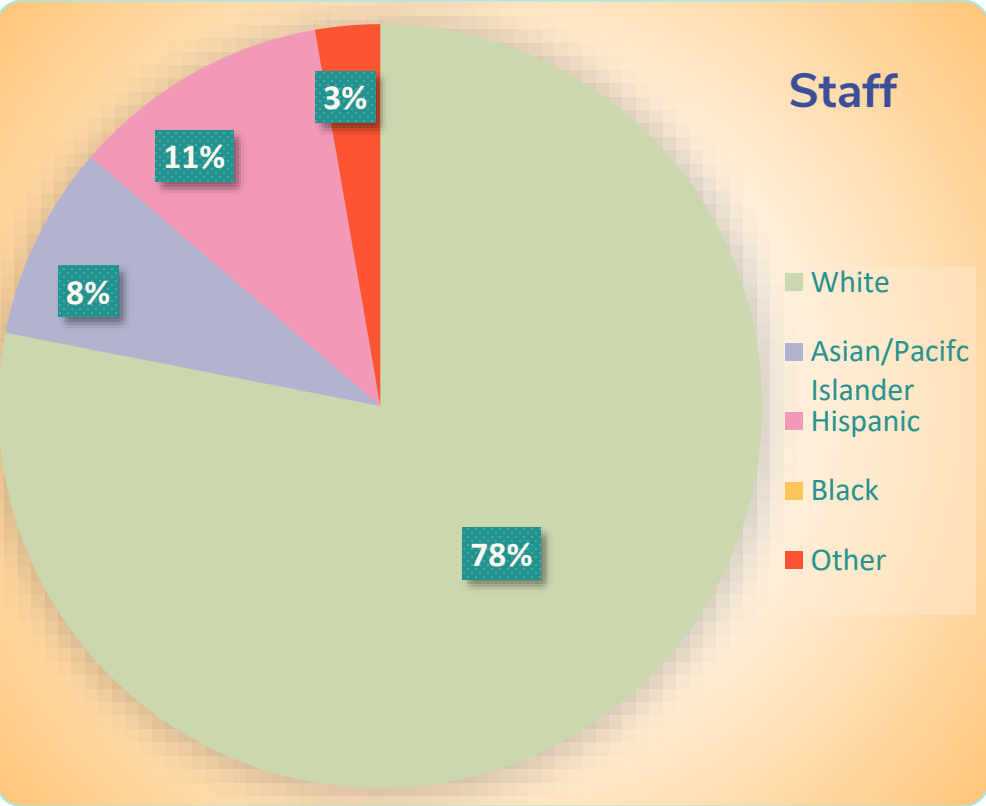


DEAI Statement

Filoli is dedicated to nurturing and growing diversity, equity, accessibility, and inclusion in all that we do. Our core mission is to connect our rich history with a vibrant future through beauty, nature, and shared stories. **We strive to create a sanctuary for healing and building connections for all people. We are open to all and work tirelessly and collaboratively to create a place that welcomes and respects everyone.** We strive to live our credo authentically to fight for a just cause, love your fellow man, live a good life.

~ Board approved Feb 2020

Staff & Board Demographics



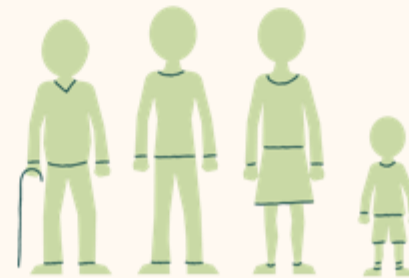
Filoli Visitor Demographics



45.6%
of visitors traveled
over 20 miles to
visit Filoli



45.5%
of visitors are
between the ages of
18 and 44 years old



31.2%
of visitors
have children
under 18 Years

Ethnic Makeup



42.6%
Caucasian/White

31.0%
Asian

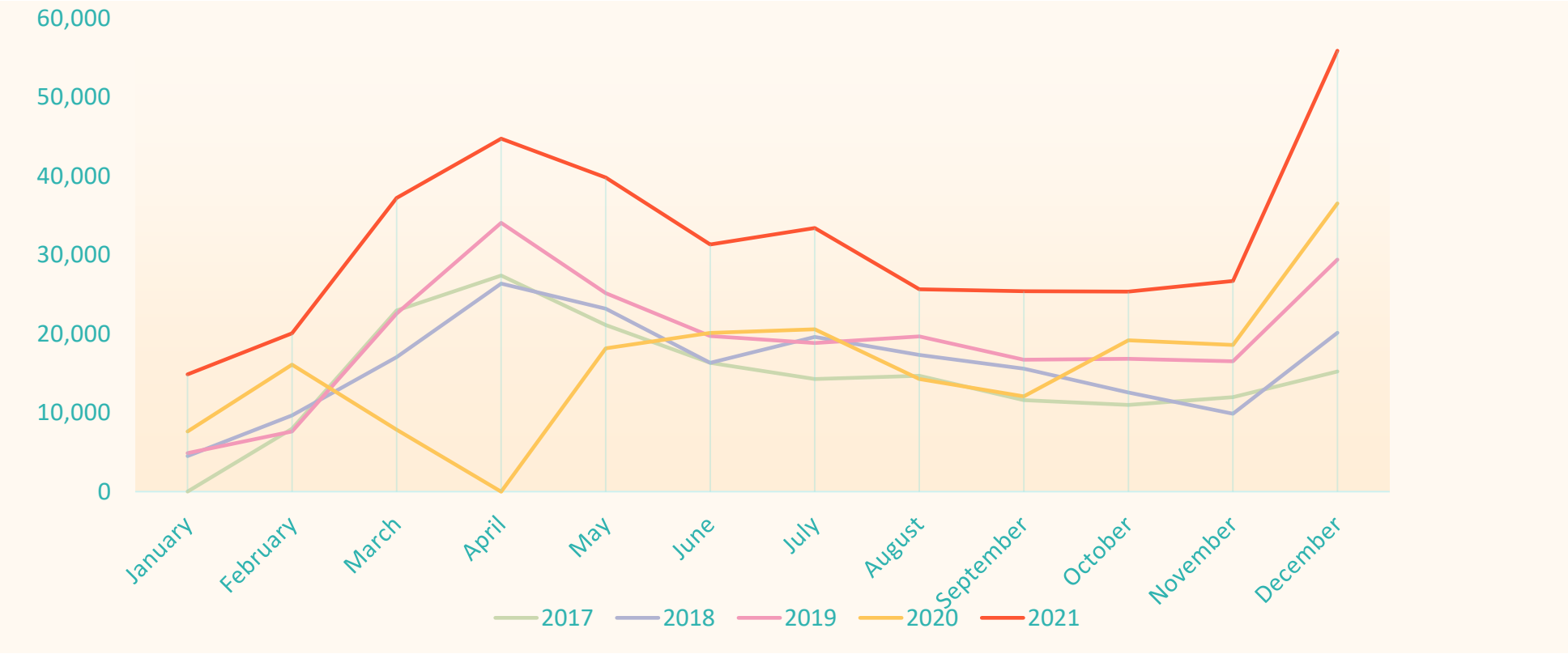
17.9%
Hispanic/Latinx

5.1%
Other

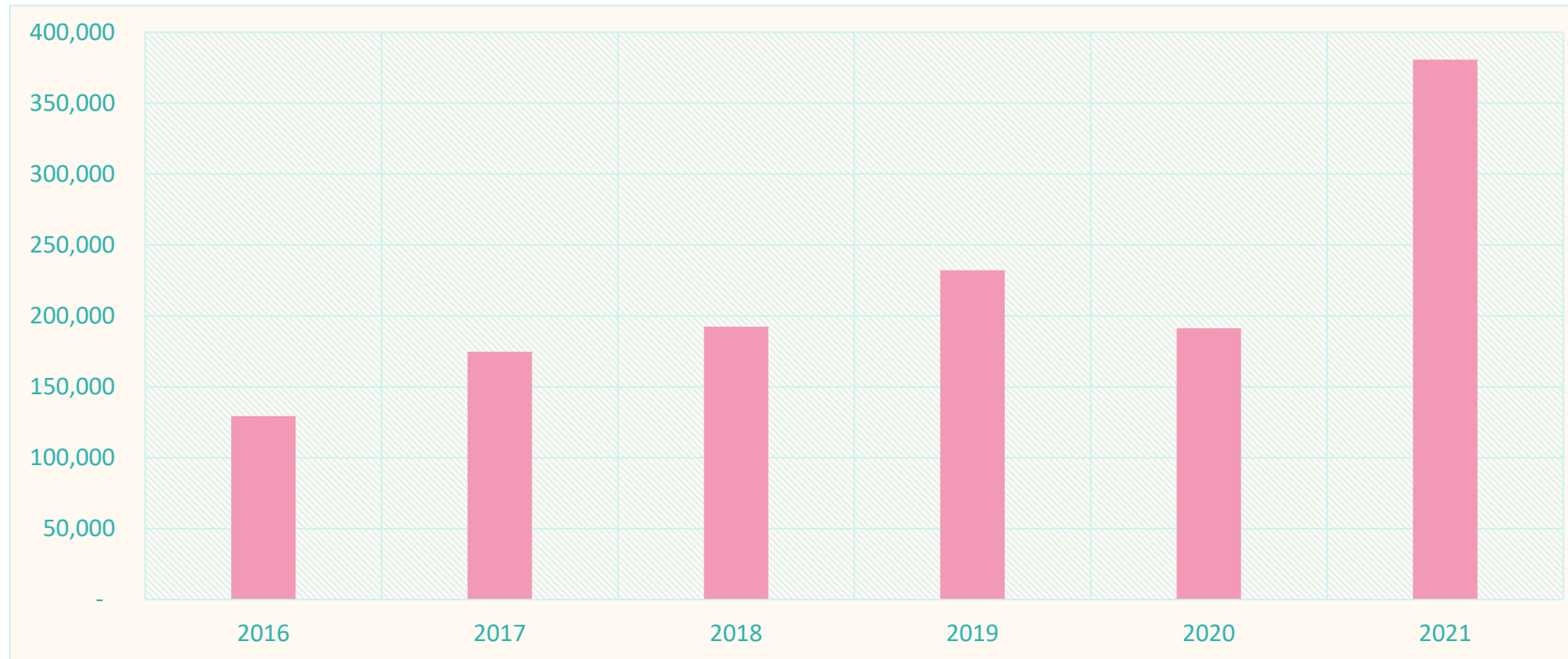
3.3%
Black



Attendance



Attendance





Two Goals

1. Serve San Mateo County

45% of visitors and members are from San Mateo County

Offer FREE admission through

- Museums for All (anyone with SNAP benefits eligible)
Library Check-out Program
- Service Learning Volunteer Program

2. Attract Regional and National Tourists

Partner with SF Peninsula

Economic Contributor

- ❖ National Leader

Received accreditation from the American Alliance of Museums in 2021

- ❖ Tourists eat, drink, and stay in San Mateo County

- ❖ Employee over 70 staff (and growing)

In 2021, Filoli committed to paying a base pay of a Living Wage (\$28 in 2021, increasing to \$31 in 2022)





Youth Programs Preschool

- Serves nonprofit and government funded preschools
- Preschools visit 3 times per school year
- Up to 16 preschools in 2022/23

Funded through contributions





Youth Programs Teens

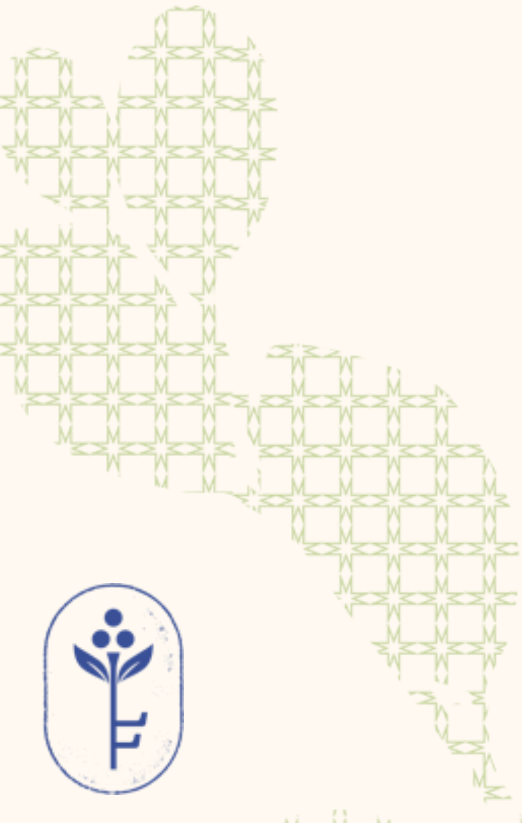
- Pilot in 2022/23
 - Teens participate in multiple visits or service learning project
 - Culminates in paid internships in hospitality or horticulture
 - Seeking 2-3 partners
- Funded through contributions



History Vegetable Garden Opens to Public

Opens August 2022

Features Food
Cultures



Site Master Plan

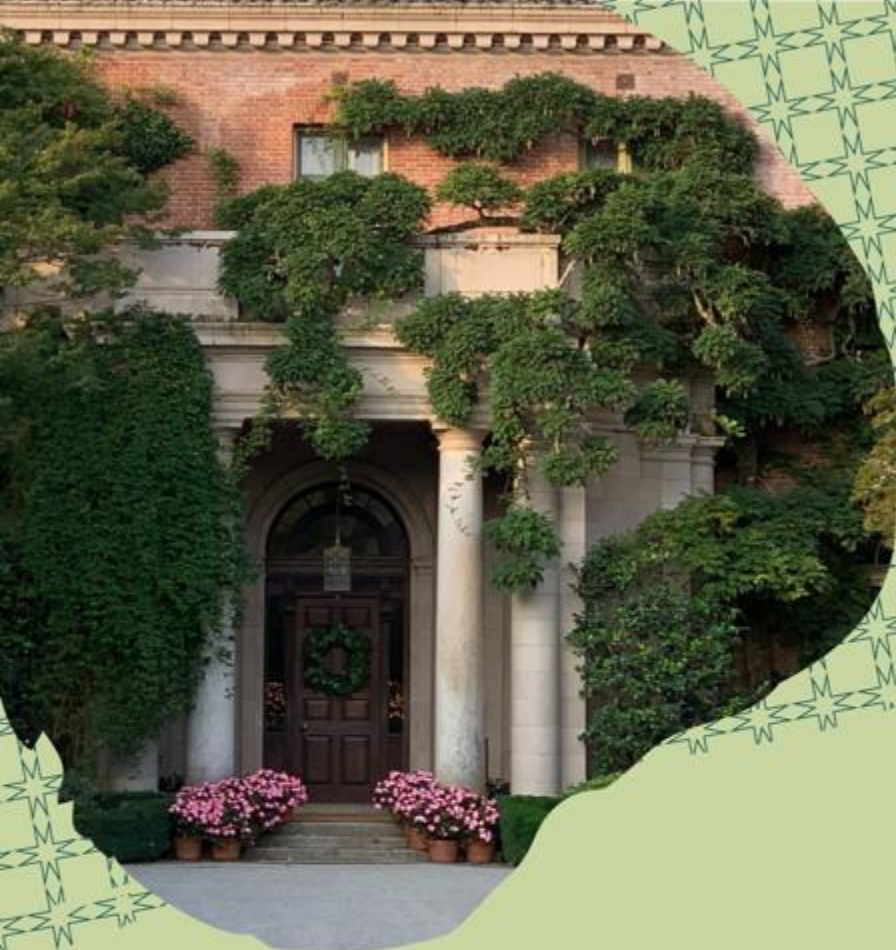
Fall 2022

Master Plan designed to provide access to full property

Includes:

- Natural Resources Management Plan
- Cultural Landscape Plan
- Historic Structures Report





filoli

Thank you!

