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CALIFORNIA



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August 3, 2017

The Honorable Eric Garcetti, Mayor
City of Los Angeles
City Hall, Room 303

The Honorable City Council
Office of the City Clerk
City Hall, Room 303

RE: ANNUAL REPORT ON DEPARTMENT OF CULTURAL AFFAIRS FUND
844, ACCOUNT 30273M (Hollyhock House)

In accordance with Ordinance No. 183821, approved by the Mayor and City Council in 2015, the Department of Cultural Affairs (DCA) is submitting this report on DCA Fund 844, Account 00273M (Hollyhock House). Ordinance No. 183821 permitted all fees charged for admission to Hollyhock House to be “allocated for programming, staffing, maintenance and restoration of Hollyhock House.” This report provides an update of these funds, reflecting revenues and expenditures from October 2015 through December 2016.

BACKGROUND

Frank Lloyd Wright’s Hollyhock House, a significant part of Los Angeles’ architectural history and a National Historic Landmark, is managed by the Department of Cultural Affairs (DCA). The Hollyhock House (House) and Barnsdall Park were given to the City by Aline Barnsdall in 1927 as a memorial to her father. In 2010, the House underwent extensive restoration of vital infrastructure systems (drainage, roof membranes, mechanicals) and the visual impact of interior surfaces and architectural details that had been altered or lost over the past 50-75 years and was reopened for public visitation in February of 2015. The funding for this approximately \$4.5 million project was spearheaded by a grant from the California Cultural and Historical Endowment initiated by Project Restore and matching funds from the City of Los Angeles. The historical integrity of the project was managed by DCA, the architectural mechanics by Bureau of Engineering, and the implementation by the Department of General Services (GSD) and specialist consultants.

VISITATION

DCA has found the public response to the restoration efforts to be overwhelmingly positive. The public has expressed appreciation for the restored interiors and visitor ship continues to grow. In 2016, a total of 20,247 visitors toured Hollyhock House. In addition to these visitors who toured either on self-guided or volunteer docent-led tours, DCA has

hosted numerous professional groups for special tours and participated in the ICONIC Houses Conference hosted by the Getty Museum. From January 1- June 30, 2017, Hollyhock House had 12,339 visitors, placing it on track to exceed that of 2016.

ADMISSION FEES

The current general admission fees for entrance to Hollyhock House are: \$7 per adult, \$3 for senior/students and \$2 for persons under 17 years of age, last revised in 2007 (Ordinance No. 179189). An operational expense analysis reveals that the cost per visitor to keep the house operational is approximately double the \$7 admission fee.

A comparative analysis of fee structures at similar cultural institutions was undertaken by Hollyhock House staff. Examples included local, national, and international sites, all of which are either National Historic Landmarks or UNESCO World Heritage Sites. While institutions vary in scope and offerings, Hollyhock House consistently fell below the compared institution entrance fee. Nearly all entrance fees were double the current Hollyhock House entrance fee and some even higher (\$12-\$15 vs. \$7 per adult admission).

DCA will be requesting to increase the admission fees to \$12 for adults and \$6 for senior citizens and students in 2017 and then to \$15 for adults and \$10 for senior citizens and students in 2019 to tour the Hollyhock House. If approved, these potential increases in revenue will help offset the cost for operational needs.

HOLLYHOCK HOUSE UPDATES

- **UNESCO World Heritage List:** Hollyhock House continues to play a pivotal role in supporting the serial nomination of ten Frank Lloyd Wright sites for inclusion on the World Heritage List. During the meeting in Istanbul, Turkey in the summer of 2016, the World Heritage Council expressed its interest for a Frank Lloyd Wright nomination, but desired a clearer expression of the Outstanding Universal Value for the justification of the series. DCA staff has been working with the National Park Service, International Council on Monuments and Sites, and the Frank Lloyd Wright Building Conservancy to meet the expectations of the World Heritage Council. The National Park Service is unable to comment at this time on the status of the nomination. DCA will continue its efforts with securing this designation since the number of visitors is expected to increase by approximately 10% once UNESCO designation is assigned.

Upcoming Improvements/Maintenance:

- **Living Room Restoration:** In October 2017, the final component to the restoration of the living room will commence. This will consist of skim coating and recreating the original colors of the plaster ceiling.

FINANCIAL STATUS

Revenue:

The primary (main) source of revenue for this reporting period is admission ticket sales. The revenue received for 2015 was \$13,296. The revenue received for 2016 was \$107,694 with a combined revenue total for 2015 and 2016 of \$120,990.

Expenditures:

Expenditures since the inception of the Fund focused on closing some of the gaps left by the 2010-14 restoration and preventive maintenance. Preventive Maintenance included:

- **Hardwood Floors Refinishing:** Due to the high number of visitors, it was necessary to refurbish the hardwood floors in 2016. Even though guests are required to don shoe covers to enter the house, floors were dulled by the amount of visitor traffic. Additionally, the gallery floor was refinished, an area not addressed in the restoration.
- **Living Room Art Glass Skylight:** The art glass skylight above the fireplace, an important focal point of the living room and unique Frank Lloyd Wright architectural design feature, was not included in the 2010-14 restoration due to budget constraints. The restoration included recreating four art glass panels that had been removed in the 1946-48 renovation of Hollyhock House by Lloyd Wright, the architect's son. The project also involved cleaning and conservation of the grill and five original art glass panels. Safety measures were implemented by replacing heavy opaque glass panels with opaque Plexiglas replacements. Contracts for the following two projects are in process, with an expected completion date of July 1, 2017.
- **Doors and Windows:** Recreated doors and windows in Hollyhock House and the garage (now the Visitor Center) have weathered since the restoration and require renewal of the finishes to keep them in sound condition. Due to the specific materials involved, the application is not available commercially and requires a specialist to formulate and apply. Preventing the deterioration of these visually important elements is vital to both the upkeep and visitor appreciation of Hollyhock House.
- **Installation of Air Conditioning System:** During the summer and fall, interior temperatures in the house can exceed 90 degrees. Due to the heat last summer, one visitor fainted and volunteer docents expressed significant discomfort. As a result, a heat stress policy was implemented and the house is now closed when the internal temperature exceeds 90 degrees. To avoid closure and to preserve/conservate the integrity of the house, DCA will be installing an air conditioning system through a custom application using existing ducts and with no compromise to the historic integrity of the structure. As an added benefit, it

will maintain a more consistent temperature and eliminate pollution/dirt contamination via open doors and windows.

RECAP OF FINANCIAL STATUS

TOTAL REVENUE (INCOME) \$120,990

TOTAL EXPENDITURES

Annual Maintenance and Restoration \$37,800

HH Skylight and Condition Report	\$12,000
Art Glass Restoration	\$ 9,450
GSD	\$ 5,619
Hardwood floor renewal	\$ 7,800
Project Restore Adm.	\$ 2,931

Finish renewal of restored doors/window frames \$16,000
(contract in process)

Hollyhock House central air conditioning/maintenance \$73,000
(quote received and being evaluated/install by July 2017)

TOTAL EXPENDITURES \$126,800*

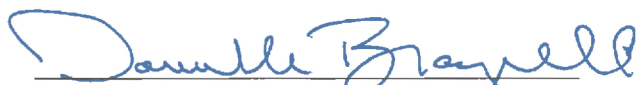
*Deficit will be addressed with 2017 projected revenue.

RECOMMENDATION

Note and file this report.

FISCAL IMPACT

There is no impact to the General Fund 100 as this report is for informational purposes only.


DANIELLE BRAZELL, General Manager
Department of Cultural Affairs