



Santa Clara Valley Gem and Mineral Society

P.O. Box 54, San Jose, California 95103-1422

(408) 265-1422

August 20, 2008

Dear Mr. Sean Morley of Morley Bros,

Thank you for your time last Thursday evening at the Santa Clara County Fairgrounds Redevelopment Community Outreach session. In response to your request for more information about our club and annual event we have prepared the following summary. Additionally, we have included demographic information and preliminary high level requirements for reference.

About SCVGMS

The Santa Clara Valley Gem and Mineral Society (SCVGMS) is a non-profit corporation founded in 1954 and organized for educational and charitable purposes under Section 501(c)(3). The purpose of the society is to foster an interest and appreciation for rocks and minerals by furthering knowledge of the earth sciences in our members and our community.

Our organization provides a valuable resource for the community, and we are committed to furthering the education of our members, young people, and the general public. We fund at least two scholarships every year for Earth Science students at local colleges and universities; in 2009, four scholarships will be granted to deserving students.

We are members of the California Federation of Mineralogical Societies (CFMS) and the American Federation of Mineralogical Societies (AFMS). Membership in these societies helps our organization stay informed about cutting edge issues in the state and federal legislature and other topics. We are also a member of the North Bay Field Trip Association and we are affiliated with the CFMS Field Trip CO-OP.

Many of our members actively participate in one or more of our seven specialized monthly study groups, where they can learn more about mineralogy or fossils, practice jewelry making and beading, or engage in lapidary art such as cutting, polishing, or faceting stones.

SCVGMS has also been approved to implement the AFMS *Future Rockhounds of America*, a juniors program, and efforts are underway to reorganize our Juniors members group to better serve community needs.

The Breccia, our award-winning newsletter, is published a minimum of 10 times a year and is distributed throughout California and the United States. The Breccia can be accessed through our website (<http://www.scvgms.org>) to view our club news as well as articles on varying topics of interest.

A 501(c)3 Non-Profit Organization

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and affiliated with*

The American Federation of Mineralogical Societies

Annual Show

The first SCVGMS show was held in 1955. Fifty-three shows have been held since then, forty-five of those at the Santa Clara County Fairgrounds. The show offers the community an opportunity to view unique collections, meet subject matter experts, and learn more about rocks, minerals, gems, fossils, meteorites, jewelry, artisans, earth science, and lapidary arts.

With the addition of our Kids Area a few years ago, we provide a fun education experience for many children who might not otherwise have exposure to earth sciences. We are proud of our partnership with the Girl Scouts of Santa Clara County, and the Cub Scouts and Boy Scouts of the Santa Clara County Council. We actively solicit Santa Clara County School Districts to promote the opportunity for school field trips to our annual show. Though there are opportunities throughout the show, the Kids Area is where we concentrate learning activities for children and foster curiosity about earth sciences. Given current budget cutbacks and the continuing trend of below average national test scores in our local schools, our show with its Kids Area, offers a valuable combination of hands-on access, educational stimulation, and exposure to knowledgeable experts. (Club members are available throughout the year to give classroom presentations on various earth science topics; these presentations can serve as a valuable supplement to a school's academic curriculum.)

At the show, each school field trip leader is given a list of questions that the Kids Area can address to help direct their group through the area, focusing on the information which is most relevant to their grade level science requirements and STAR testing. Every pre-registered scout attending the show is given a packet enabling them to earn a badge based on their participation during the show. Each child attending, depending on the program they want to complete, receives a starter rock collection and show patch, and the information and guidance they need to complete the educational goal they choose. Attendance at our 2008 Show included 2,600 adults and over 2,100 children. For the 2009 show, we are planning to further expand our Kids Area.

CFMS Show

The CFMS also holds an annual show with participating clubs from California, Nevada, and Arizona. The CFMS Show is hosted by individual member clubs on a rotating basis and includes a CFMS convention, display competitions, a newsletter competition, and a multiple club annual meeting.

The 2009 Show

In 2009, we will hold our 54th Annual Gem and Mineral Show, 'Nature's Showcase', at the Santa Clara County Fairgrounds. This year we are honored to host the annual CFMS Show for the fifth time, and the combined shows will be a big event. There will be two huge exhibit halls filled with gem and mineral displays and exhibits, live demonstrations by members of our study groups, more than 60 dealers, engaging speakers, and many fun

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and educational activities in the Kids Area. CFMS (<http://www.cfmsinc.org/>) is comprised of 137 clubs. Club members and rock and mineral enthusiasts will travel from all over California and nearby states to attend this show!

Our marketing plan for 2009 includes an increase in the size of our Kids Area, enabling double or triple the number of local children to experience this event than in previous years.

In Summary

Our Kids Area is one of our most significant forms of public outreach and education. We recognize that teachers are given a monumental task to educate the children of Santa Clara Valley, and we seek to support their efforts. Many teachers bring their classes to the Kids Area at our annual show because it provides an educational environment for children to learn about a variety of earth science-related subjects in a fun, interactive way that children love. The Kids Area is a hands-on environment where children are immersed in an educational experience that is both fun and informative. SCVGMS is committed to continued community outreach to the teachers and students of Santa Clara Valley.

Access to a reasonably-priced venue, comparable to the current fairgrounds site, is essential to the success of this educational event. If the size of the new venue does not meet our requirements, we will have no choice but to eliminate the Kids Area from future events. We may also be forced to reduce the number of attending vendors, which would limit our ability to continue offering scholarships to local colleges and universities.

Website

Visit the SCVGMS Web site (<http://www.scvgms.org/>) to learn more. You can download copies of the Breccia (newsletters), see the latest news and event notices, and obtain more information about our annual show and the Kids Area.

Contact Information

You can reach us at info@scvgms.org or by standard US mail at:

SCVGMS
P.O. Box 54
San Jose, CA 95103-0054

Also, feel free to call:

SCVGMS President Randy Harris, (831) 438-5150
SCVGMS Vice President Rick Kennedy, (408) 529-9690
SCVGMS Board of Director Member Chris Cherry, (925) 200-0384

SCVGMS Show demographic information

Historic show attendance information:

- 2006 show attendance - 1800
- 2007 show attendance - 2600
- 2008 show attendance - 4700

2007 Show Kids Area demographics: Total children attending the show: 700

- Cub Scouts - 170+
- Brownies Girl Scouts - 300+
- Juniors Girl Scouts - 200+
- Children not associated with above groups - 20

2008 Show Kids Area demographics: 2100+ children attended the show

- Cub Scouts - 300+ earned their Geologist belt loop and academic pin
- Webelos Cub Scouts - 300+ earned their geologist belt loop, academic pin, and Geologist Pin
- Boy Scouts - 100+ earned their Geology merit badge
- Brownies Girl Scouts - 300+ earned their Hobbies Try It
- Juniors Girl Scouts - 300 earned their Rocks Rock badge
- Schools - 600+ 2nd-5th grade students from 6 school districts
- Children not associated with above groups - 150+

NOTE: Many of these children have very little, if any, earth science exposure in school, as pointed out in the October 25, 2007, San Jose Mercury News article “*Lower grades get little science in class-US-Berkeley study reveals that California lags behind*” by Paul Thissen.

PRELIMINARY HIGH LEVEL REQUIREMENTS FOR THE VENUE

Event Requirements:

- Use of fairground facilities for a five-to-six day period between February and April of each calendar year
- Capacity requirements to accommodate 2009 projected attendance is 10,000 people over three days
- Capacity requirements to accommodate 2009 projected attendance includes 4,000 - 5,000 children

Preliminary Site Requirements:

- Marquee for advertisement and announcement of event
- Rental rates consistent with current fairground pricing
- Square footage adequate to accommodate our annual event
- A building that can be locked, secured, guarded, and monitored
- Building accessibility by vehicles requiring high vertical clearance
- Minimum two roll-up access doors with 12-14 - foot wide entrances
- Oversized vehicle entrance into building(s); overnight parking within building required for security monitoring/guarding
- Sufficient electrical supply including drops, wall outlets, floor outlets
- Public address system in the building(s) (if multiple buildings, must be able to connect each system for combined announcements)
- Ticket booth at each building
- Raised stage area within building strategically located to meet event needs
- Ground floor 20 - foot ceiling height
- Floor reinforced to support heavy display items
- Movable room partitions allowing separation of areas within the venue
- If multiple floors are incorporated into the design, freight and passenger elevators (with disabled access) will be required
- Rentable tables, chairs, curtains, forklift (with onsite storage during events)
- Kitchen facility in place of county vendor services
- Break room for event staff with running water and sink
- Parking for event staff
- Parking for event vendors
- Parking for event attendees
- Increased number of parking spaces for persons with disabilities
- Restroom facilities to accommodate high number of disabled persons and parents/guardians with children/families requiring constant attendance
- Camping facilities capable of housing a vehicle and/or trailer combination, up to 55-feet in total length
- Camping facilities must include 120-volt electrical access, potable water, and dump station or sewer