

A special Thank You to our volunteers who give thousands of hours year over year to ensure the success of this endeavor.

Your generosity is inspiring.

Renee Aguilar  
Laura Baehr  
Vicki Beaver  
John Bello  
Barbara Brillhart-Bayer  
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Pat Ihsen  
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Evelyn Johnson  
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Sonji Muhammed  
Connie Neeley  
Kasey O'Brien  
Nancy Pham  
Steven Poe  
Nancy Rabe  
Cano Ramirez

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Lisa Takata  
Clara Tegarden  
Gina Trujillo  
Danielle Vermeer  
Rebecca Villicaña  
Anne Wallace  
Tom Wax  
Nora Wigington  
Youree Wilkes  
Raymond Wong  
Adam Yee  
Joe Zvelgich  
Liz Zvelgich



Heritage Square - where the past and present ignite imagination.



ROSSON HOUSE – HERITAGE SQUARE FOUNDATION AND GUILD

**ANNUAL REPORT 2015**

# LEADERSHIP *highlights*

## *Building on our Past, Present, and Future*

Last year we relished the creation of new branding with the intention of securing our past and preserving our future. Our staff skillfully implemented it in all aspects of communication materials and how we identify ourselves to the community.

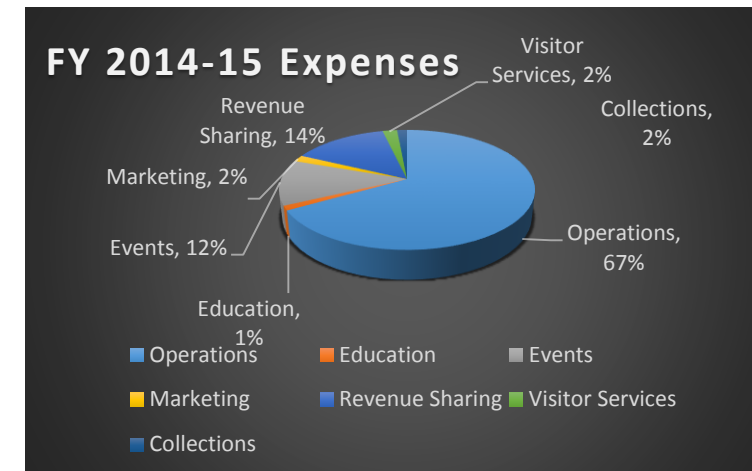
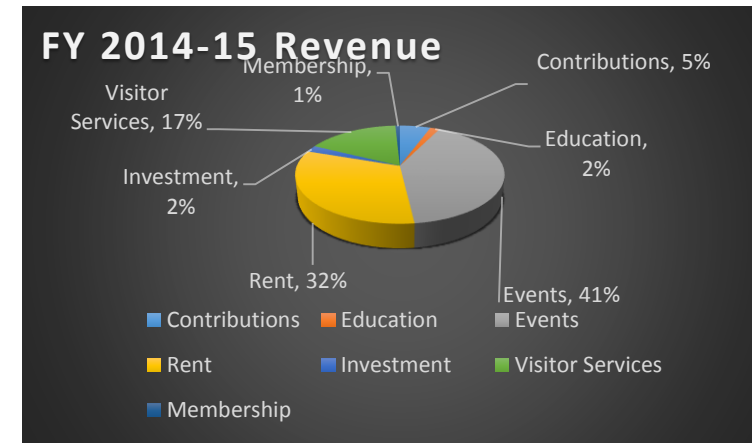
Visitors to Heritage Square are taken back in time to the early 1900s, but unwittingly, they travel back a second time to the 1970s. 35 years ago, our community made a commitment, which created a park dedicated to community and preservation. To ensure these efforts are celebrated, this year we opened "Phoenix Re:Imagined," an exhibit that not only secures another house on our Square for historical interpretation, but also invites the community to realize the work this organization has done for the last 35 years, inviting them to join us for the next 35 years and beyond.

Presently, we have money in the bank, we are expanding our program offerings, and we see increased admissions. I would like to credit our talented staff members and the fiscal investments made by the board over the last two years which have paved the way. We are just getting started. With the last couple of years showing clear profit and beating budget expectations, we will take the organization to the next level, making the proper investments to maintain our current momentum.

The future surely seems bright for Heritage Square - the Board has undergone professional training to help us secure our philanthropic obligations and our partnership with the city continues to be a model for other Foundation-run parks to aspire to. As Phoenix gets back on track to rapid growth our Square is ready to run the race alongside, not behind, with a strong image and clear purpose.

In closing, this year we saw the loss of Former Mayor Driggs, a man who personally inspired me. I am committed to securing his vision, along with the hopes of every member of the community that banded together to save this Square. With the valued support of our friends and members, that vision will surely stand the test of time.

*Raymond Wong Jr.*  
*President, Board of Directors*



We appreciate our partnership with the City of Phoenix Parks and Recreation Department and support from the Phoenix Arts and Culture Commission for operational endeavors.

Grant funding also came from Phoenix Suns Charities, the Safeway Foundation, and the Museums Association of Arizona.



### 2015 Board of Directors

Raymond Wong Jr	President
Steven Poe	Vice President
Donna Reiner, PhD	Secretary
Dean Isaac	Treasurer

Bradd Holcomb  
Abraham James  
Daniel Killoren  
Alexander Kolodin  
Alyssa Mazanek  
Marie Mrowcznski  
Michael Swaine  
Jennifer Steen  
Rebecca Villicaña

### 2015 Foundation Staff

Michelle Reid	Executive Director
Lindsey Vogel-Teeter	Curator of Education and Collections
Samantha Womack	Events and Marketing Manager
Bobby Bonner	Visitor Services and Volunteer Coordinator
Andrew Davis	Visitor Services Associate
Thomas Walsh	Museum Technician
Heather Roberts	Museum Interpreter
Sheryl Armer	Goodwill CSEP Volunteer
Kalee Anderson	ASU Intern

# FINANCIAL *highlights*

## GROWING AUDIENCES

Total Park Attendance:

**478,000**

Total Rosson House Museum Guests:

**8,343**

ACT One Culture Passes Redeemed:

**1,048**

Heritage Saturday Participants

**867**

Number of School Children Served

**2,960**

Number of Hours Given by Volunteers:

**2,353**

## Operating Funds For the Year Ending June 30, 2015

### CONTRIBUTIONS & GRANTS

Individuals	\$	5,293
Grants		10,374
Gifts in Kind		2,078
<b>Total Contributions &amp; Grants</b>	<b>\$</b>	<b>17,745</b>

### EARNED INCOME

Admission	\$	36,927
Membership		1,664
Museum Store		11,297
Educational Programs/Special Events		6,024
Interest & Other		4,812
Rentals		195,782
<b>Total Earned Income</b>	<b>\$</b>	<b>256,506</b>

**TOTAL REVENUE \$ 274,425**

### EXPENSES

Program Services	\$	38,989
Management & Operations		137,016
Rentals		71,021

**TOTAL EXPENSES \$ 247,026**

### INVESTMENT FUNDS (Balance 4/15/2015)

Heritage Square Endowment	\$	6,816
Heritage Square Operating Reserve		107,417
Money Market Account		96,449
<b>TOTAL INVESTMENT FUNDS</b>	<b>\$</b>	<b>210,682</b>

# STRATEGIC *highlights*



Our 35<sup>th</sup> Anniversary spurred us into action. With a successful foundation on which to build, our Strategic Planning Committee, Board of Directors, and staff examined the business model and took proactive steps to adjust our tactics, identify core activities, and invest for growth.

## Build on our strengths



As a unique city park with a Victorian house museum and turn-of-the-century Phoenix structures, provide an authentic, immersive, and relevant experience of early Phoenix.

Goal #1: Develop partnerships with distinguished institutions and organizations doing exemplary work and collaborate with them to share resources.

Goal #2: Regularly enhance exhibits with high quality information and interpretation.

Goal #3: Be the contextual resource of early Phoenix history.

Goal #4: Develop engaging programming for diverse audiences.

Goal #5: Explore the use of technology and other innovative approaches.

Reinforce the Heritage Square brand and identity to affirm excellence and to increase visibility and attendance.

Goal #1: Significantly expand marketing to engage a broader, more diverse local audience.

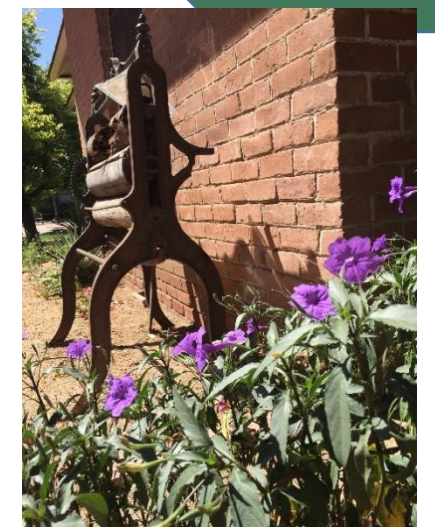
Goal #2: Using technology, become a cultural anchor for the area.

Goal #3: Increase the Square's visibility in the museum and cultural community.

## Celebrate the Square

## Invest for growth

Secure the Foundation's long-term sustainability and success by developing excellent leadership, maximizing existing revenue sources, and developing new income sources.





**PUBLIC PROGRAMS**

C H E  
 T O H O M E S C H O O L D A Y S  
 Q I N & J A Z Z O M B J E S  
 P O E F E S T  
 R I A N X  
 S R E I  
 S U M M E R C A M P  
 E T G I  
 R O S S O N R E A D S  
 A Z G I V E S D A Y  
 B U T R E A C H H E R E S A T U R D A Y S  
 G R O U P S  
 S H I  
 S T E P B A C K  
 M O T O R I N G T H R U T I M E  
 S N O W  
 W E K  
 T A G E S

