

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

Pat Bryant

Nancy Burnett

Jane Cadwalader

Domenica Corbo

Don Cox

Peggy Cullen

Maggie Devenport

Jean Doig

David Feld

Ashley Flibbert

Cammy Fautnick

Barbara Giamalvo

Paula Glauz

Nancy Gnepper

Barb Goethe

Merry Gordon

Katie Gordon

Bob Gosney

Doris Gosney

Patti Goss

Jennifer Hance

Debbie Hendrix

Bradd Holcomb

Charlie Ihsen

Pat Ihsen

Dean Isaac

Abraham James

Evelyn Johnson

Stan Kansas

Kim Kasper

Dan Killoren

Rodger LaBrash

Joann Lang

Liz Lima

Lynn Lindquist

Anne Louher

Steven Louher

Kirk Manning

Alissa Mazanek

Sonji Muhammed

Connie Neeley

Kasey O'Brien

Nancy Pham

Steven Poe

Nancy Rabe

Cano Ramirez

Donna Reiner

Joan Rime

Mary Roberts

Paige Roberts

Elaine Rowles

Paula Rudnick

Gayle Simmons

Tom Solnit

Jennifer Steen

Debbie Stover

Michael Swaine

Charles Tadano

Lisa Takata

Clara Tegarden

Gina Trujillo

Danielle Vermeer

Rebecca Villicaña

Anne Wallace

Tom Wax

Nora Wigington

Youree Wilkes

Raymond Wong

Adam Yee

Joe Zvegich

Liz Zvegich



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 Mrowczynski
Michael Swaine
Jennifer Steen
Rebecca Villicana

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
Total Contributions & Grants	\$ 17,745

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
Total Earned Income	\$ 256,506

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
TOTAL INVESTMENT FUNDS	\$ 210,682

STRATEGIC *highlights*



Our 35th 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.

Celebrate the Square

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.

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	
	P	O	E	E	D A Y S
O	o	e	e	s	
I	R	N			
N	I	I			
&	A	X			
J	N				
A		R			
Z	S	E			
Z	o	m	b	e	
o	m	b	j	e	
b	j	e	s	g	
j	s	i			
	C	M	O	T	
S	U	M	T	O	
U	M	M	O	R	
M	M	O	R	I	
M	M	R	I	N	
M	M	R	I	G	
E	C	A	T	R	
T	A	M	I	H	
T	A	C	I	R	
R	O	S	S	O	
R	O	S	S	N	
S	S	S	S	R	
E	S	S	S	E	
Z	G	I	V	S	
G	I	V	E	D	
I	V	E	D	Y	
V	E	D	Y	A	
E	A				

