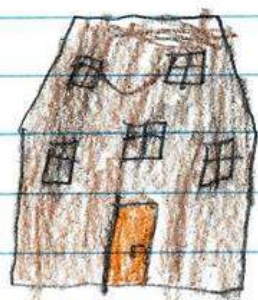


February 17, 2017

Dear Volunteers,

Thank you for letting us come and visit the Rosson House. I loved both the games and the tour of the house. I am so great ful that you take your time to volunteer for this museum.

Sincerely,  
Wyatt



#### OUR MISSION

Heritage Square – where the past and present ignite imagination

#### OUR VISION

To create a fun and engaging destination in the heart of Phoenix, through preservation, education, events and memorable experiences. To preserve the setting and structures and present historical interpretations of the people and history of the Square.

Heritage Square Foundation • 113 North 6<sup>th</sup> Street • Phoenix, Arizona • 85004

602-261-8063 • [heritagesquarephx.org](http://heritagesquarephx.org)

Heritage Square Foundation is a 501c3 Organization. Your philanthropic support ensures the sustainability of this cultural site. Thank You!

# HERITAGE SQUARE FOUNDATION

ANNUAL REPORT 2017





## A Letter from the President

Members, Volunteers, Partners and Friends:

As we mark the conclusion of another year, Heritage Square stands in a strong position. The spring brought visitors in record numbers to tour the Rosson House, and the Square continues to be one of the premier venues in Phoenix to host events and festivals. We opened a new exhibit space, Handcrafted, which welcomed new guests to the Square, showing them hands-on history. We just wrapped another edition of the Gin & Jazz event with a record number of attendees. We continued our partnerships with the world-class restaurants that attract so many visitors to the Square. And we expanded our marketing and outreach efforts to build our brand within the community and communicate our mission to new audiences.

None of these achievements would be possible without our dedicated volunteers and staff who deliver an exceptional experience to our guests, day-in and day-out, and our supporters and partners who help make it all possible. At a time when museums across the country are struggling to attract new audiences and find resources for their continued operation, the Heritage Square Foundation is on a continued upward trajectory, proving that history continues to be relevant and is an engaging way to understand the city in which we live.

Your President and Board are focused on ensuring the continued success of the Foundation for years to come. We're working with our city partners to update and modernize our long-term operating agreement. We're outlining plans to complete long-deferred maintenance on the Rosson House and put in place a sustainable plan to preserve the crown jewel of the Square. We're strengthening the financial position of the Square through continued investments in new guest offerings to drive visitorship and engagement, while strengthening our primary revenue streams of rental income and events. And perhaps most importantly, we're investing in our staff and volunteers to enable them to continue to put forth the creativity, energy, and expertise that make Heritage Square such a special place.

I want to thank you, our volunteers, partners, and friends for all you do to make this possible. The Foundation represents a special partnership, built on a shared commitment to historic preservation and interpretation, and unique within the City of Phoenix and nationally. We all share in the success this year has brought and what lies ahead.

*Dan Killoren*

## Volunteers

Vicki Beaver  
 Rene Burcham  
 Jane Cadwalader  
 Peggy Cullen  
 Paula Glauz  
 Kimberly Hatch  
 Charlie Ihsen  
 Tonia Jenny  
 Stan Kansas  
 Lynn Lindquist  
 Steven Lougher  
 Omayra Ortega  
 Nancy Rabe  
 Amanda Schlueter  
 Michelle Sarocco  
 Michael Swaine  
 Charlotte Telleen  
 Nora Wigington  
 Liz Zveglich

Barbara Brillhart-Bayer  
 Nancy Burnett  
 Heather-Noel Caudle  
 Karen Franevsky  
 Patti Goss  
 Deborah Hendrix  
 Pat Ihsen  
 Chakeia Johnson  
 Renee Levy  
 Anne Lougher  
 Jillian Mitchell  
 Audra Paletta  
 Mary Roberts  
 Gayle Simmons  
 Bonnie Still  
 Clara Tegarden  
 Ashley Wheeler  
 Joe Zveglich

## Board of Directors

Dan Killoren, PhD, President,  
 Raymond Wong, Vice-President  
 Jennifer Steen, Treasurer  
 Christina Lucas-Sheffield, Secretary  
 Ann Cothron  
 Dean Isaac  
 Alexander Kolodin  
 Gerald Cook  
 Joel Eberhart  
 Adam Driggs



## Staff

Executive Director -  
 Director of Education -  
 Collections Manager & Education Assistant -  
 Visitor Services Manager -  
 Visitor Services Assistant -  
 Director of Events -  
 Director of Development & Marketing -  
 Museum Interpreters

Michelle Reid  
 Jennifer Hance  
 Gina Trujillo  
 Flare Elliot  
 Brady Peneton  
 Erika Swift  
 Heather Roberts  
 Kathleen Vick  
 Robin McKnight  
 Valerie Saunders





## Our Major Accomplishments

**Enhanced Rosson House Tours.** In 2016 we added two VIP tours that include areas and themes previously unavailable to guests. *Restoration Tours* and *Trunks and Treasures* are becoming favorites. The *Celebrate the Holidays* events and décor in the House were also a hit, and demonstrated a renewed partnership with the Junior League of Phoenix. *Dressing Downtown*, the current textile exhibit in the House, debuted in February 2017, showcasing not only fantastic period costumes, but the Foundation's ability to gain statewide partnerships. As a result of these and other marketing initiatives, Rosson House visitation and revenue continue to rise.

**Handcrafted: ½ Museum, ½ Makerspace = All Fun!** From the moment a guest approaches the Handcrafted Bungalow, it is evident, this is not your average historic house museum. Once inside, guests unleash their creativity, using antique tools to produce crafts that draw from the themes in Rosson House tours. Since opening October 2016, Handcrafted has welcomed 5,830 visitors. One of the most special features of Handcrafted is the ability and space to do more workshop and lecture programming. To date, we have produced 8 crafting workshops and 2 lectures, with more planned for the coming months.

**Gin & Jazz Preservation Party, Year 3** Our annual signature event, Gin & Jazz was a smashing hit! Now in its third year, this 20s-themed Prohibition Party is already a favorite among downtowners and adds more to our bottom line each year.

**Motoring Thru Time and Heritage Festival** This former City festival is our premier community event for the year, and in February 2017, we welcomed 92 vintage vehicles and 12 craft and folkways demonstrators to the Square, along with entertainment by the Territorial Brass. Just under 2,000 visitors enjoyed the festival.

**We were audited - by choice!** After a review of finances last fiscal year, our Board leadership chose to undergo a full audit in 2016. This process was arduous, but the result is a more mature, fiscally aware organization. Donors and grantors can have confidence that we handle their gifts properly.

**We are investing in preserving the Rosson House.** Our Board of Directors approved a 10-year plan for maintenance and repair of the House. This plan and the commitment to fund it ensures this cultural treasure remains a resource for years to come, and enhances our strong partnership with the City of Phoenix.



## Financials

### REVENUE

Contributions & Grants		
Individuals	\$	8,607
Grants	\$	17,000
Gifts in Kind	\$	13,023
<b>Total Contributed Income:</b>	<b>\$</b>	<b>38,630</b>

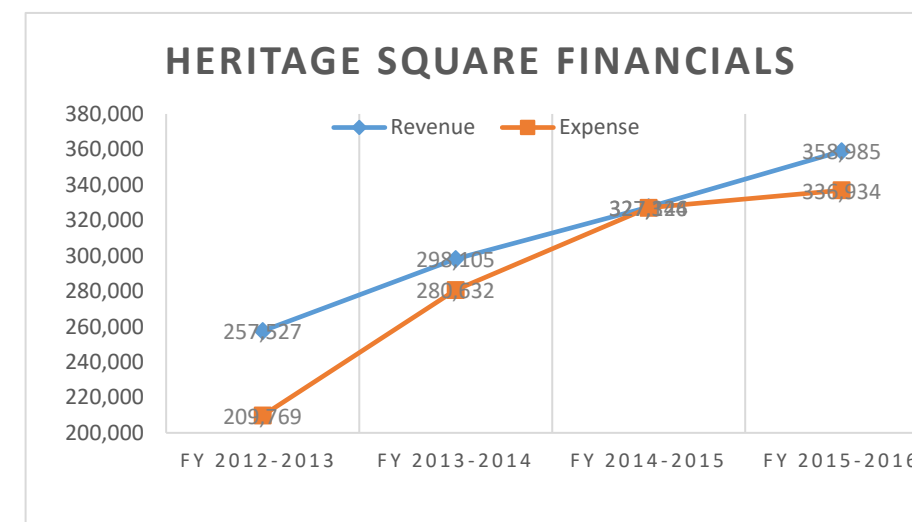
Earned Income		
Admission	\$	55,243
Membership	\$	3,435
Museum Store	\$	16,360
Education Program/Special Events	\$	28,203
Tenant Rentals	\$	90,132
Venue Rentals	\$	168,216
<b>Total Earned Income:</b>	<b>\$</b>	<b>361,589</b>

**TOTAL PROJECTED REVENUE** **\$ 400,219**

### EXPENSES

Program Services	\$	191,693
Management & Operations	\$	52,070
Collections Care	\$	12,053
Rentals & Tenants	\$	106,877
Fundraising	\$	30,542

**TOTAL PROJECTED EXPENSE** **\$ 393,235**



## Our Community Partners

