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
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Charlie Ihsen
Pat Ihsen
Dean Isaac
Abraham James
Evelyn Johnson
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Nancy Rabe
Cano Ramirez
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Joan Rime
Mary Roberts
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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 Zvelgich
Liz Zveglich
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

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

Contributions, 5%
Education, 2%
Rent, 32%
Investment, 2%
Visitor Services, 17%
Membership, 1%
Visitor Services, 2%
Collections, 2%
Revenue Sharing, 14%
Marketing, 2%
Events, 41%
Operations, 67%
Education, 1%
Marketing, 2%
Revenue Sharing, 14%
Visitor Services, 2%
Collections, 2%
Operations, 67%
Marketing, 2%
Revenue Sharing, 14%
Visitor Services, 2%
Collections, 2%

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.

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

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.

STRATEGIC highlights

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

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

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
Total Investment Funds: $ 210,682
PUBLIC PROGRAMS

HOME SCHOOL DAYS

HOMESTEAD POE FEST

GROUPS STEP BACK IN TIME

HISTORY WEEK

HERITAGE SATURDAYS

SUMMER CAMP

ROSSON READS

AZ GIVES DAY

Victorian Secrets
A Glimpse of the Unmentionable