

notebook

+ AUGUST 2004

6



The Seventh Avenue Streetscape is a partnership between the City of Phoenix, the Seventh Avenue Merchants Association, the Melrose Neighborhood, the Arizona Department of Transportation, and Arizona State University to create a more compelling and pedestrian-friendly streetscape.

what's in our notebook:

"GOT ART?" – CREATIVITY, ECONOMIC DEVELOPMENT AND THE FUTURE OF MARICOPA COUNTY



Judy Jolley Mohraz
President and CEO

Please choose one or more answers to the following question:

A vibrant arts and culture scene is vital to a community because:

- a) it helps build a sense of "place"*
- b) it enhances the quality of life*
- c) it provides parents with interesting places to take children in the heat of the summer*
- d) it is key to future economic development*

If you chose *a* and *b*, you reflect longstanding undeniable wisdom about the role of arts and culture. If *c* struck you as right, read on. And if you chose *d*, you are reflecting the new thinking of cities and economic development groups across the country.

The blue ribbon Maricopa Arts and Culture Task Force worked for nine months and determined that there is a powerful business case for strong, vibrant arts and cultural offerings in a community that wants to build a thriving 21st century economy.

The task force report, *Vibrant Culture - Thriving Economy*, also compared the greater Phoenix area to similar urban regions and asked whether our community is positioned to compete effectively. How do we compare with cities like Atlanta, Austin, Charlotte, Denver, Indianapolis, Portland, Salt Lake City, San Diego and Seattle that boast creative cultures that attract high-salaried knowledge workers and innovative businesses?

These cities offer clear links between economic competitiveness and a vital arts and culture scene. The offerings range from street festivals to large, established arts and cultural institutions. Zoos, theaters and edgy grassroots arts organizations are just as important today in attracting and retaining scientists, innovators, and high tech workers as enlightened economic policies.



Crowds at the 2004 Scottsdale Arts Festival stroll the grounds of the Scottsdale Center for the Arts.

The comparative study with benchmark cities determined that the 300 plus local arts and culture organizations are generally fragile and under funded. No regional arts and culture vision prevails, and despite dazzling new performing arts centers, the Valley is not branded as a thriving creative community. I urge you to read the full text of *Vibrant Culture - Thriving Economy* on either the Piper or Flinn foundation Web sites, www.pipertrust.org/publications or www.flinn.org, or call us for a printed copy.

Virginia Piper loved arts and culture. She supported this field in her lifetime and mandated that the Trust support it in its grantmaking. It is entirely fitting that the Piper Trust, along with three other Arizona foundations, is committed to supporting stronger, better funded organizations, a regional vision for arts and culture, and innovative approaches to marketing the richness of arts and culture in the Valley.

This *Piper Notebook* highlights a few of the Trust grants that serve as building blocks in the countywide effort to create a flourishing cultural scene. We never want anyone to come to our Valley and ask, "Got art?" We want to attract tourists and workers alike because they *know* we've got art. And for those of you who chose answer *c*, there is no question – in the heat of the summer or any other season – there are no better places to entertain children and enrich all of our lives. ♦

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< On the Cover

More than 300 nonprofit organizations throughout Maricopa County offer arts and cultural opportunities for residents, tourists and arts professionals.





Alliance for Audience Board
members (left to right)
Kevin Moore, Jenny Millinger,
David Harrison, Mollie Lakin-
Hayes and Executive Director
Matt Lehrman.

ALLIANCE FOR AUDIENCE: GET YOUR TICKETS HERE!

Imagine being able to go online the day of an event you'd like to attend and get discounted tickets for the performance; consult a comprehensive calendar of all arts and cultural events in the region; or purchase a universal certificate that can be used to attend arts and cultural events throughout the Valley.

Thanks to the collective vision of arts leaders across the region, this portal to information and tickets is quickly becoming a reality. Calling itself a "convention and visitors bureau for the arts," Alliance for Audience – a new, collaborative nonprofit organization – expects to offer these services and others as it seeks to generate more than \$1 million in new ticket sales for the region's arts and cultural organizations over the next three years.

"The opportunity for collaboration among the region's arts and cultural organizations is tremendous."

– Kevin Moore

"The opportunity for collaboration among the region's arts and cultural organizations is tremendous," said Kevin Moore, general manager of the Arizona Theatre Company and founding chairman of the alliance. "Never before has there been a single arts organization

with the capability to create and execute a strategic marketing plan."

The alliance, incorporated in September 2003, offers arts and cultural organizations throughout the Valley an opportunity to build their audiences.

"Our goal is to dramatically raise the profile of the region's arts and cultural offerings to both resident and tourist populations, while creating new and numerous avenues for its members to sell their many exciting events, activities and services," said Matt Lehrman, alliance executive director.

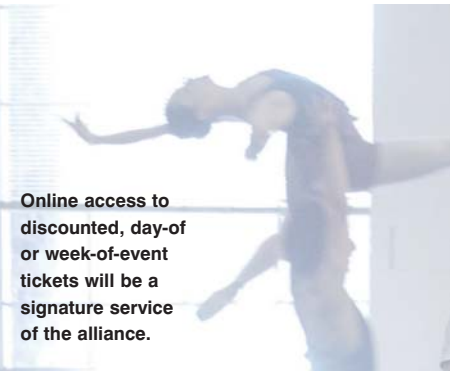
The idea for the alliance emerged out of more than two years of discussion among representatives of a variety of the region's arts and cultural organizations about challenges in arts marketing. The Arizona Commission on the Arts and the Phoenix Office of Arts and Culture led this effort.

"These discussions gave way to the opportunity for a collaborative solution to address profound issues in methods of ticketing, scarcity of marketing resources and a shared imperative to engage the participation of new audiences," said Moore. "The decision to create an alliance offered a creative, practical and professional way to pursue these goals."

With business plan in hand, the arts leaders approached The Virginia G. Piper Charitable Trust to request funding to hire a full-time executive

director for the new Alliance for Audience and to support a portion of the operating costs and infrastructure, including computers and technology, office equipment and printing, a part-time administrative assistant, and a grant writer. The Trust responded in November 2003 with a three-year grant of \$250,000.

“It is exciting to see these groups come together to establish an independent organization whose mission is focused solely on arts participation,” said Carol Kratz, Trust program officer. “The alliance is a wonderful example of collaboration at its finest.”



Online access to discounted, day-of or week-of-event tickets will be a signature service of the alliance.

Alliance for Audience’s innovative approach will focus first on two core business activities: providing an online ticket selling service that includes the opportunity to purchase discounted “day-of or week-of-event” tickets and developing a comprehensive calendar of the region’s arts and cultural events. Future services will include a universal arts certificate that can be used throughout the region and the development of an innovative sales strategy that provides a fundraising opportunity for youth and social service organizations while promoting ticket sales for arts and cultural organizations. The alliance is working toward a September 2004 launch of its online ticketing services and a comprehensive calendar of arts and cultural events in the region.

Many are looking forward to the availability of alliance services.

Work and personal schedules preclude Mark and Suzanne Isham of Gilbert from holding season tickets or planning ahead to attend special exhibits and events. The ability to spontaneously decide to attend an event holds great appeal.

“Being able to access a master calendar of all arts and cultural events within the greater Phoenix area and order discount tickets for ‘day-of-event’ performances will definitely make us more inclined to choose arts and cultural events as part of our weekend entertainment,” said Suzanne.

“And who knows? With this kind of flexibility and affordability, we may even be able to attend events during the week,” added Mark.

Existing patrons also look forward to the “one-stop shopping” alliance services will provide.

“Having all the information about arts and cultural events in the region housed in one place will make it easy to look at the full range of offerings at any given time,” said Carol Whiteman, a long-time Valley resident and arts and culture patron. “With such a definitive list of arts and culture events, I’ll want to see and do even more than I do now.”

“With such a definitive list of arts and culture events, I’ll want to see and do even more than I do now.”

– Carol Whiteman

To date, more than 60 arts, cultural, tourism and hospitality related organizations have indicated their intent to partner with the alliance to help elevate the region’s appeal as a cultural destination.

“This is an exciting and important time for the region’s arts and cultural community,” said Lehrman. “We’ve long recognized that preserving the vitality of arts in our community requires a concerted commitment to expand the scope of our audiences. Now, through this collaborative venture, we have the means to creatively pursue that goal.” ♦

In 2000 . . .	<p>The U.S. nonprofit arts industry generated \$134 billion in total economic activity.</p> <p>Maricopa County nonprofit arts organizations contributed nearly \$344 million to the region’s economy.</p>
	<p>A vital arts and culture sector is essential to competing in a high-skill, high-innovation economy in a great, livable place.</p> <p>“Quality of life” is the first determinant of where businesses locate, followed by the availability of skilled professionals.</p> <p>300-plus nonprofit organizations throughout Maricopa County offer arts and cultural opportunities for residents, tourists and arts professionals.</p> <p>The Phoenix region ranks 17th among the country’s 29 largest metro regions in artistic concentration, despite being the 5th largest U.S. city.</p> <p>Without arts and culture at its best, the Valley cannot be competitive with other national and Global communities.</p>



The 550-seat Virginia G. Piper Repertory Theater begins to take shape.

PARTNERING FOR THE ARTS: GROWING CULTURE INSTEAD OF CACTUS AND COTTON ACROSS THE VALLEY

The old adage about the four Cs – copper, cattle, cotton and climate – driving Arizona’s growth over the decades has been expanded in the Valley to a fifth C – culture. Throughout Maricopa County, new arts and culture centers are rising out of the desert, underscoring the important role arts and culture will play in the future of the Valley’s communities. Many organizations are supporting this growth, but three examples of public/private partnerships from the East Valley, Central Phoenix and the West Valley underscore the ambitious cultural centers currently on the drawing boards or under construction.

Mesa Arts Center – Building the Arts in Mesa’s Heart

“The new Mesa Arts Center will be Mesa’s gathering place, a downtown landmark and destination, the heart and soul of the Mesa Town Center, the anchor of the arts and cultural district, and an engine for economic development in downtown Mesa,” said Joanie Flatt, president of the Mesa Arts and Entertainment Alliance.

The vision for an arts center began more than 40 years ago when Mayor Bert Brown initiated the first arts study in 1958. While there was great interest, the idea didn’t gain the needed support because other community issues and challenges took precedence.

“For many years, arts groups here made do with inadequate facilities for visual and performing arts. Many began to acknowledge that something needed to be done . . .”

– Joanie Flatt

“For many years, arts groups here made do with inadequate facilities for visual and performing arts,” said Flatt. “Many began to acknowledge that something needed to be done if the city were to remain vital and viable.”

The Mesa Arts and Entertainment Alliance, established in 1995, began to build public and political support for the creation of an arts center in Mesa, Arizona’s third largest city. The alliance’s first success came in 1998 when Mesa voters approved a “quality of life” sales tax increase, \$90.8 million of which was dedicated to the construction of a new center.

“It is interesting to note that it was under the leadership of Mayor Wayne Brown, Bert Brown’s son, that the quality of life tax passed,” said Gerry Fathauer, Mesa’s arts and cultural director. “It is fitting that Wayne will complete the job his father started.”

To ensure the quality of the project, alliance board members undertook a \$3.7 million capital campaign – Building the Arts in Mesa’s Heart – to complete the center’s two small theaters.

Aerial view of
Mesa Arts Center
Shadow Walk.



“Without funding from the capital campaign, the project would need to be completed with public funds only,” explained Wayne Brown, co-chair of the campaign with wife Kathye, and former mayor of Mesa. “Being able to complete only the exterior work on the two smaller theaters would severely affect programs and limit educational opportunities.”

The campaign kicked off in October 2001, but by spring 2002, the campaign had plateaued at \$2.1 million.

The alliance approached The Virginia G. Piper Charitable Trust to request a challenge grant to support the project and reinvigorate the campaign.

The Trust responded with a lead challenge grant of \$500,000.

“The grant gave us tremendous visibility and generated new excitement for the project,” said Brown. “By summer 2003, we not only reached our campaign goal, but exceeded it by \$1.1 million, for a total of \$4.8 million.”

“This new arts center is a project Mrs. Piper would have loved,” said Carol Kratz, Trust program officer. “Mesa citizens worked for 40 years to bring this center to fruition and because the process for developing and building it was so inclusive, we

“... because the process for developing and building it was so inclusive, we are confident that it will reflect of the needs of the community.”

– Carol Kratz

are confident that it will reflect of the needs of the community.”

The center, which sits on seven acres, includes four theaters, a studio building with 14 visual and performing arts classrooms, and five art galleries with a lecture hall – all surrounding a public gathering place called the “Shadow Walk.” Now 75 percent complete, the new center will open in April 2005 with a dedication ceremony. The grand opening for the four theaters – including the 550-seat Virginia G. Piper Repertory Theater – will take place next fall. The center is expected to draw more than 2,000 people daily to attend performances, gallery exhibits, classes and special events. More than 700 art classes, 500 performances and 20 exhibits will take place at the center each year.

“The Mesa Arts Center will be the largest arts center in the state of Arizona and the only center offering comprehensive performing arts, visual arts and arts education programming on one state-of-the-art campus,” said Fathauer. “It took the political courage of former Mayor Wayne Brown and the support of thousands of citizens to make it happen. It means a great deal to the community and the region.” ♦

Phoenix Art Museum
model showing a
portion of the planned
expansion.



Phoenix Art Museum – Shaping the Future Through Art

One of the youngest arts institutions of renown in the country, the 160,000 square-foot Phoenix Art Museum is the largest visual arts museum in the Southwest.

With a mission to educate and expose – in an entertaining and enlightening way – the broadest possible segment of its population to the historical and aesthetic values of the visual arts, the museum’s collection boasts nearly 17,000 works emphasizing Asian, European, modern and contemporary, Latin American and Western American art, and fashion design.

“I am proud to head an institution with over 85 dedicated, talented staff members and over 2,000 wonderful volunteers to help share our treasures,” said Jim Ballinger, Sybil Harrington director of the museum. “We couldn’t do what we do without their passion and dedication.”

Phoenix Art Museum hosts about 350,000 visitors annually, including thousands of children on school tours. Nearly 20,000 members enjoy museum benefits each year including free admission, special previews and discounts in The Museum Store and Art Museum Café.

“Test after test shows that kids active in the arts do better academically,” said Ballinger. “We have a responsibility to the schools, especially because of the economic constraints on them. It’s also about audience-building for the future.”

Despite its success, the museum faces space and infrastructure challenges if it is to remain a “point of pride” in the community. It has outgrown its current facilities and needs improved access, better parking and greater visibility on Central Avenue.

“Test after test shows that kids active in the arts do better academically.”

– Jim Ballinger



Phoenix Art Museum patrons enjoy an exhibition of Philip C. Curtis paintings. Mr. Curtis was sent to Arizona in 1936 by the Works Progress Administration (WPA) in New York to start the Phoenix Art Center which became the Phoenix Art Museum in 1959.

“Outside the building, there is not a warm or welcoming sense of arrival for those who visit the museum,” said Ballinger. “You park in a poorly accessible lot, walk across a public street and aren’t sure where the front door is. We also hear complaints from patrons about having to take down our contemporary art to make room for large special exhibitions when they arrive. All that is about to change.”

As a result of Phoenix voters’ approval in 2001 of \$18.2 million in bond funds to expand the museum’s facilities, the Phoenix Art Museum launched a \$33.2 million capital and endowment program. Through the Shaping the Future Through Art campaign, the museum’s board set out to raise the remaining \$15 million to complete the project.

In an effort to leverage additional funds, The Virginia G. Piper Charitable Trust awarded a \$1.25 million challenge grant over five years to support the museum’s 50,000-square-foot expansion.

“We are pleased to be able to help strengthen and advance one of Arizona’s anchor institutions,” said Carol Kratz, Trust program officer. “We share the museum’s commitment to ensure that quality programming,



“The power and beauty of art cannot be overestimated.”

– Jim Ballinger

innovative visual arts and outstanding exhibitions are available to all.”

Groundbreaking for the expansion is expected in late 2004/early 2005. The project will be complete in 2006.

“Dynamic cultural organizations are central to the kind of vibrant, livable place that attracts highly skilled workers and the companies that employ them,” said Ballinger. “The power and beauty of art cannot be overestimated. The creative arts contribute to the economic, social and intellectual vitality of a community and create a desirable environment in which to live, work and recreate. We are eager to maximize our contribution to the greater Phoenix metropolitan area and the state of Arizona.” ♦

West Valley Fine Arts Council – Building Community Through the Arts

“The West Valley is an exciting place to be right now,” said Marcia Ellis, founder of the West Valley Fine Arts Council. “The establishment of a new regional center for the arts will change the face of the West Valley and foster economic and community development by creating culture.”

In 2001, the council approved a multi-year strategic plan to enhance and increase its capacity to serve the growing West Valley arts audience. Recognizing that the region’s projected growth will require a broader array of cultural programming that far exceeds the capacity of existing facilities, the council embarked on a \$6 million campaign to build a multi-purpose regional arts center.

“As our community rapidly increases in population, its civic and cultural infrastructure must evolve to keep pace with the needs of our citizens,” said Cecil Miller, campaign cabinet chairman. “The council already uses many venues throughout the region for its programs, but they

“The establishment of a new regional center for the arts will change the face of the West Valley and foster economic and community development by creating culture.”

– Marcia Ellis

are generally inadequate and do not meet technical needs or audience comfort.”

Julie Richard, the council’s new executive director, believes the center will be especially appealing to families.

“The West Valley Center for the Arts will be a place for families

to come and experience the arts together; a place for children to come after school for classes, a place for community theatres, choruses and bands. It is a ‘must have’ if we are to build a community of quality . . . a place where people come and purchase their first house and stay to buy their second and third.”

To raise the needed funds, the council sought contributions from individuals, businesses, corporations, government agencies and foundations. Council members approached The Virginia G. Piper Charitable Trust to request campaign support for the center’s construction.

A Trust award of \$250,000 in February 2002 allowed the council to sign a contract with an architect to design phase one of the center. The grant also challenged prospective donors and facilitated an additional \$2.5 million in cash and pledges from 74 new donors. To date, the council has secured a little more than \$3.8 million of its \$6 million campaign goal.

“The council effectively developed partnerships with West Valley cities and arts groups, SRP, Suncor Development Corporation, Estrella Mountain Community College and others,” said Carol Kratz, Trust program officer. “We are pleased to see this project move forward and are confident that the

This West Valley
Center for the Arts
rendering reflects the
architectural design.



center will provide quality arts opportunities and arts education for everyone in the West Valley.”

“Over and over, it’s been proven that one factor in judging the greatness of community is the availability of experiences in the cultural arts,” said Dustin Jones, the council’s board chairman. “That is why the arts are a key component in locating and retaining high quality businesses and a quality work force to support them. In this way, creative capital drives financial capital and the result is improved economic vitality and quality of life.”

“Over and over, it’s been proven that one factor in judging the greatness of community is the availability of experiences in the cultural arts.”

– Dustin Jones

Completion of the capital campaign is set for fall 2005. The council hopes to break ground on the project in spring 2005 and open in fall 2006. The center will be located on the northeast corner of Estrella Mountain Community College’s existing campus.

“The arts bring our lives into focus,” said Ellis. “They give meaning to the past, enrich the present and cultivate the future. Through arts and culture, a community strengthens its heart, recharges its soul and expands its mind. This new center will tie the West Valley together by connecting its regional community to the arts. There is no doubt that the West Valley’s time has come.” ♦



Artistic Director Jewell Parker Rhodes stands in front of what will be the Virginia G. Piper Center for Creative Writing.

THE VIRGINIA G. PIPER CENTER FOR CREATIVE WRITING: NURTURING CITIZEN-ARTISTS

“Simply put, the ASU Creative Writing Program changed my life.”

– Tayari Jones

“Simply put, the ASU Creative Writing Program changed my life,” said Tayari Jones, a graduate of the program who has already written and published award-winning fiction. The recipient of the Hurston/Wright Award, which honors Black college fiction writers, Jones largely credits the program for her early success. “The mentoring I received was tremendous,” said Jones. “Once I finished my first novel, *Leaving Atlanta*, staff was right there, working with me and showing me the ropes of publishing. And I ended up doing a 15-city book tour to promote the book!”

Stories like these reveal the heart and soul of Arizona State University’s creative writing program, one of the top 20 programs in the country. Aspiring to even greater excellence, the program has set its sights on becoming one of the top five programs in the nation.

In 2002, Michael Crow, ASU’s newly-appointed president, and David Young, the dean of the College of Liberal Arts and Sciences, identified the university’s creative writing program as one of its potential stars.

“Arizona State University has long fostered an environment that attracts exceptional writers,” said Crow. “The faculty is a group of dedicated, master writers who are passionate about creative expression and the written word.”

The accolades are impressive. Faculty accomplishments include Guggenheim and National Endowment for the Arts fellowships, Pushcart Prizes, inclusion in all major contemporary literary anthologies, National Book Award finalists, a Pulitzer Prize and several Pulitzer Prize nominations.

“We encouraged faculty to dream big about what it would take to elevate the program,” said Young. “Creative writing is one of ASU’s strongest programs. The time has come for us to take the next step toward becoming a national leader.”

Recognizing the economic, intellectual and cultural importance of building a great university connected to the country’s fifth largest city, ASU began conversations with community leaders and organizations throughout the Valley about its strategic priorities.

It was through such conversations that the university forged a partnership with The Virginia G. Piper Charitable Trust. The Trust recognized that a great university must have stellar humanities programs as well as top technology, business and science programs. President Crow

was already well on his way to achieving these goals in science, technology and business. Now it was time to strengthen a program of excellence in the humanities.

"This aspiration meshed with the Trust's goal to support what Virginia Piper cared about deeply," said Judy Jolley Mohraz, Piper Trust president. "She loved the written word and was a gifted writer."

In September 2003, a \$10 million grant from the Piper Trust launched the creation of the Virginia G. Piper Center for Creative Writing at ASU.

To guide ASU's creative writing program, Professor Jewell Parker Rhodes became the center's artistic director. Author of several novels and one of the leading voices in African-American literature, Rhodes – who joined ASU's faculty in 1997 – is committed to promoting the singular strengths of the university's creative writing program.

"The center will elevate the university's creative writing program to international prominence and enrich the intellectual and artistic life of the entire community," said Rhodes.

In addition to creating the center, Trust funds will be used to establish an international writers exchange program, an endowed chair to attract distinguished authors for residency programs, a scholars

program to recruit students from around the world, an enrichment program to support faculty fellowships, and renovation of the former president's house that will open this fall as the Virginia G. Piper Writers' House.

"We applaud ASU's aspirations to make the creative writing program internationally recognized," said Mohraz. "We have no doubt that the center will enrich the intellectual life of the university and that of the larger community. We also know that Virginia Piper would be delighted that her legacy includes support of a program to educate future generations of exceptional writers."

Rhodes agrees.

"Mrs. Piper wanted a community that was wholesome, creative and inquiring," said Rhodes. "I see my job as making the Phoenix metropolitan area a literary, cultural destination on par with Chicago or New York."

Within the next five years, if aspirations are realized, it may be impossible to think of ASU without thinking of its outstanding creative writing program.

"Our program is young, vibrant and built on excellence," Young said. "It is poised to become a national and international leader, invigorating

"The center will elevate the university's creative writing program to international prominence and enrich the intellectual and artistic life of the entire community."

– Jewell Parker Rhodes



ASU's Creative Writing program brings in exceptional authors like Denise Chávez who reads from her novel *Last of the Menu Girls*.

intellectual and creative activity with innovative new programs that promote the notion of the citizen-artist.”

Ultimately, the goal is for ASU to be recognized as the most innovative and prominent center for creative writing in the United States.

“In order to be a truly outstanding university, ASU must both challenge the mind and awaken the spirit,” said Crow. “Throughout history, creative writing has enlightened, entertained and connected us to each other and to our inner selves. Through powerful and diverse voices, it has the potential to shape who we are as individuals and as a society.” ♦

Phoenix
byoo
rocks!



Harmony
Age 9

Harmony Walker's
drawing from the
Wild Child pages of
Wild Times Magazine.

PHOENIX ZOO: WHERE ART, NATURE AND COMMUNITY CONNECT

Phoenix Zoo rocks!” proclaimed nine-year-old Harmony Walker on the drawing she recently submitted to the *Wild Child Pages* of the zoo’s magazine, *Wild Times*.

This sentiment echoes the feelings of children, teens and adults who visit the Phoenix Zoo – one of the most popular year-round attractions in metro Phoenix, hosting an average of one million visitors annually.

“I like the alligators and the petting zoo,” said Maddy Cybert, 12, of Phoenix. “The best thing about the zoo is that it gives you opportunities you wouldn’t normally get, especially living in the city.”

“It’s a wonderful place that has exhibits and activities the whole family can enjoy,” added Melissa Jessen of Coeur d’Alene, Idaho, who was visiting family members in Phoenix. “We always make time for the zoo when we’re in town.”

The Phoenix Zoo is the nation’s largest privately-owned, nonprofit zoological park, located on 125 acres in Phoenix’s Papago Park. It opened in 1962 as the “Maytag Zoo,” named after famed appliance leader, Robert E. Maytag.

So what makes the zoo so popular?

“While zoos have, over the years, given millions of people the chance to see elephants, giraffes, zebras and other animals in person that they wouldn’t have otherwise experienced, the most family-friendly ones aren’t just about

“It’s all about creating a memorable, hands-on experience that grows both knowledge and affection.”

– Jeff Williamson

looking at wildlife and moving on,” explained Jeff Williamson, Phoenix Zoo CEO. “The most successful zoos are those that provide visitors with a chance to have intimate experiences that encourage active caregiving and nurture appreciation of animals and their homes. It’s all about creating a memorable, hands-on experience that grows both knowledge and affection.”

The success of interactive features in zoo environments was recently affirmed in a survey *Child Magazine* conducted that ranked the Phoenix Zoo as the nation’s fifth most family-friendly and kid-pleasing. Rankings were based on features at more than 150 zoos that are part of the American Zoo and Aquarium Association.

One of the features *Child Magazine* highlighted in its Phoenix Zoo profile was the Virginia G. Piper Enchanted Forest, a unique exhibit designed for children five and younger. Kids can splash through Critter Creek searching for colorful fish and other creatures; explore Rock Island with its wide array of plants of different textures, scents and colors; hang out in Happy

Homes Activity Center and have a tea party with puppets; or visit the Busy Bee Toddler Play Area and climb over a miniature replica of the Papago Buttes. The zoo is also among the few to offer classes for children as young as 18 months.

The Virginia G. Piper Charitable Trust provided a \$300,000 capital grant to create the Enchanted Forest, a learning environment where parents can bring their young children to experience the natural world. The exhibit opened in June 2003.

“The seed that’s now planted will allow us to grow in new directions and emphasize what is most important and needed for an ever-changing and evolving community audience,” said Nancy Grace, the zoo’s vice president of development.

Piper Trust staff agrees.

“This is an absolutely wonderful environment for young children and their caregivers.”

– Marilee Dal Pra

“This is an absolutely wonderful environment for young children and their caregivers,” said Marilee Dal Pra, Piper Trust program officer. “The Enchanted Forest is a preschool environment that seeks to provide opportunities to stimulate wonder,

discovery and a desire to learn through active exploration.”

In addition, the Phoenix Zoo also exports learning experiences to other communities, preschools and school environments. More than 100,000 children experience educational programs both on- and off-site each year.

“One of our core strategies is to leverage the zoo’s programs and staff expertise to deliver a wide range of educational off-site services and conservation education activities to the community and the state of Arizona,” explained Williamson. “Passive exhibition of exotic animals as a stand alone strategy no longer holds enough appeal to sufficient audiences to sustain our existence.”

Partnering with local organizations to expand offerings is a key strategy. The zoo collaborates with Arizona State University, Desert Botanical Garden, Southwest Human Development and many more nonprofits. All of these efforts serve to attract a larger and wider range of audiences than the Zoo could achieve alone.

“The Phoenix Zoo is constantly striving to develop ideas and strategies that address the changing needs and desires of its visitors,” said Grace. “The Enchanted Forest project became a launching pad and test bed for our evolution of kid-friendly, informal learning experiences. It will help inform continued revitalization of the entire zoo.”

During the past year, Williamson participated on the Maricopa Regional Arts & Culture Task Force and is committed to working with other



**Petting zoo
inhabitants gather
for feeding time.**

nonprofit arts and cultural organizations to ensure that the zoo continues to be an important piece of Phoenix’s cultural fabric.

“We recognize that strong public/private partnerships will help make our long-term impact on the community far more meaningful,” said Williamson. “While philanthropic support is critical, we plan to actively engage leaders from business, government and the community to invest in the zoo and all Valley arts and cultural organizations. That’s when we can say that we’ve not only contributed to raising the cultural bar, but that the Phoenix Zoo has been a key player in creating a ‘Vibrant Culture – Thriving Economy.’ ” ♦

Zoo Facts

The Phoenix Zoo is home to more than 1,400 animals, including:

- 400 species of mammals;
- 500 species of birds; and
- 500 species of reptiles and amphibians.

More than 1200 species of plants make up the zoo’s botanical collection.

The zoo participates in 32 species survival plans.


The zoo participates in and supports 40 different ongoing research, conservation and science programs.

There are 95 viewing exhibits on four distinct trails: Africa, Arizona, Tropics and the Children’s Trail.

And, most importantly . . .

There are 1,576 free parking spaces!

GRANT ANNOUNCEMENTS



Children create their own blanket designs at the Heard Museum.

Early Childhood

Total grants awarded in this area: \$2,255,000

Foundation for Blind Children

www.the-fbc.org

12 Months / \$300,000

To purchase and renovate property adjacent to the Phoenix office to expand services including early childhood intervention programs.

John C. Lincoln Health Foundation

www.jcl.com

36 Months / \$1,000,000

To expand Mendy's Place, a pediatric emergency care facility at John C. Lincoln Hospital – Deer Valley.

Maggie's Place

www.maggiesplace.org

18 Months / \$125,000

To establish a new shelter in the East Valley for at-risk pregnant women and their infants.

Phoenix Children's Hospital Foundation

www.phoenixchildrens.com

24 Months / \$130,000

To expand and enhance pediatric resident and physician training in the Healthy Steps program.

Southwest Autism Research & Resource Center

www.autismcenter.org

24 Months / \$700,000

To support the establishment of a new, expanded facility to better serve autistic children.

Youth

Total grants awarded in this area: \$2,640,000

Community Bridges

www.cbridges.com

12 Months / \$280,000

To support a therapeutic, transitional housing program for homeless, pregnant/postpartum women and their children.

Hacienda, Inc.

www.haciendainc.org

24 Months / \$480,000

To construct a freestanding pediatric skilled nursing facility in South Phoenix.

HomeBase Youth Services

www.hbys.com

24 Months / \$650,000

To build a new outreach center and renovate transitional living facilities for homeless youth.

Junior Achievement of Arizona, Inc.

www.jaaz.org

36 Months / \$230,000

To expand Exchange City, a hands-on learning program for fifth and sixth grade students.

Whispering Hope Ranch Foundation

www.whisperinghope

ranch.org

36 Months / \$1,000,000

To expand and enhance a camp facility, which serves children with physical and developmental disabilities.

Older Adults

Total grants awarded in this area: \$455,000

Community C.A.R.E. Connections, Inc.

www.4ccc.org

24 Months / \$215,000

To support board development and the Technical Assistance for Seniors Homebound program which provides computers, Internet connections and training to homebound older adults.

Grant announcements continues >



Entrance to the Phoenix Zoo

Foundation for Senior Living
www.fsl.org

12 Months / \$240,000

To acquire and rehabilitate a training facility for paraprofessional staff working with older adults.

Arts & Culture

Total grants awarded in this area: \$410,000

Arizona Museum for Youth Friends, Inc.
www.ci.mesa.az.us/amfy

12 Months / \$200,000

To complete Artville, a new permanent exhibition for children under five.

National Arts Strategies
www.artsstrategies.org

12 Months / \$5,000

Tuition grant for the executive director of the Phoenix Zoo to attend an executive program for nonprofit leaders of major arts organizations at Stanford Business School.

National Arts Strategies
www.artsstrategies.org

12 Months / \$5,000

Tuition grant for the president and CEO of the Arizona Science Center to attend an executive program for nonprofit leaders of major arts organizations at Stanford Business School.

Phoenix Theatre
www.phoenixtheatre.net

12 Months / \$200,000

To purchase upgraded ticketing, telephone and accounting system software to increase efficiency and patron services.

Other

Total grants awarded in this area: \$4,084,500

Community Information & Referral

www.cirs.org
24 Months / \$20,000

To further develop the Homeless Management Information System for agencies serving homeless children, adults, families and older adults.

Bourgade Catholic High School

www.bourgade.org

36 Months / \$3,000,000

To renovate and expand the school facility.

Notre Dame Preparatory High School

www.diocesephoenix.com

12 Months / \$1,000,000

To support the new school located in northeast Scottsdale.

Scottsdale Center for the Arts

www.scottsdaleperformingarts.org

12 Months / \$39,500

To underwrite the Virginia G. Piper Steinway Concert Series for 2004-2005.

Piper Fellows Applications Due September 15

Interested in becoming a Piper Fellow? Applications for the 2005 fellowships are due by September 15. The program underwrites up to five fellowships annually in support of local nonprofit leaders' professional development and renewal. Information about the program and the application process is available on our Web site, www.pipertrust.org. Trust president, Judy Mohraz, will be happy to answer questions about the process or completing the application.

Report Links Vibrant Arts and Culture Sector to Economic Prosperity



Without a significantly more vibrant arts and culture sector, the Valley cannot be competitive with other key regions in the country that are positioning arts and culture to fuel their economic prosperity. This is the primary conclusion of a report released in June by the Maricopa Regional Arts and Culture Task Force.

In *Vibrant Culture - Thriving Economy*, the 30-member task force

comprised of leaders from the corporate, arts, public, educational and philanthropic sectors, make a compelling case illustrating the benefits other regions accrue from strong investments in arts and culture, and how the Valley must take dramatic steps forward to succeed in the competitive environment of the new economy.

For a copy of either the summary or full report, visit www.flinn.org (Arts section) or www.pipertrust.org/about_us/publications/index.shtml (News and Media section).

Trust Holds Mentoring Seminar

Earlier this year The Virginia G. Piper Charitable Trust held a mentoring seminar for Valley nonprofits. Dr. Wayne D. Parker, director of research and evaluation for the Trust, reviewed current research on the elements of successful mentoring. Madeleine Stilwell, COO of Big Brothers/Big Sisters of Central Arizona and Randy Mettler, executive director of Arizona Quest for Kids shared their perceptions on the challenges of implementing a mentoring program, some of the nuts and bolts problems, and how they deal with them. The PowerPoint presentation used at the seminar is posted on the Trust's Web site at www.pipertrust.org/publications/other_publications.

ABOUT THE TRUST



Virginia G. Piper

The Virginia G. Piper Charitable Trust was established through the philanthropy of Virginia G. Piper, a long-time Paradise Valley resident and widow of Paul V. Galvin, founder of Motorola. After moving to Arizona in 1969 following her marriage to Kenneth M. Piper, Mrs. Piper devoted the next 30 years of her life to supporting Arizona organizations committed to children, older adults, health care and medical research, education, arts and culture, and religion. Since her death in 1999, the Trust continues her legacy by making grants in these six areas to nonprofit organizations whose work enhances the lives of people in Maricopa County.

The Virginia G. Piper
Charitable Trust
6720 N. Scottsdale Road,
Suite 350
Scottsdale, Arizona 85253
(480) 948-5853
www.pipertrust.org



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Research and Evaluation

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Editor, Writer / Valerie Osowski
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Laura Durant, Valerie Osowski,
Eddie Shea

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VIRGINIA G.
PIPER
CHARITABLE TRUST

6720 North Scottsdale Road
Suite 350
Scottsdale, Arizona
85253

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