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Memorandum

Memo: MC13-021

DATE: May 14, 2013

TO: MAYOR AND CITY COUNCIL

FROM: DAVE BIGOS, MAYOR AND COUNCIL ASSISTANT *DB*

THRU: RICH DLUGAS, CITY MANAGER *RD*
NACHIE MARQUEZ, COMMUNICATIONS & PUBLIC AFFAIRS DIR. *NM*

SUBJECT: Resolution No. 4691

RECOMMENDATION:

Request approval of Resolution No. 4691 authorizing the submittal of a \$3,000,000.00 Pass-Through Indian Gaming Grant application from The East Valley Jewish Community Center to the Gila River Indian Community.

BACKGROUND/DISCUSSION:

The grant funding sought by The East Valley Jewish Community Center is intended to help develop the Center for Holocaust Education and Human Dignity, a facility that will offer education and outreach programs on the Holocaust. The attached Tribal application provides a detailed account of the request.

PROPOSED MOTION:

Move to approve Resolution No. 4691 authorizing the submittal of a \$3,000,000.00 Grant application from The East Valley Jewish Community Center to the Gila River Indian Community.

Attachments:

- Resolution 4691
- City Application
- Tribal Application and/or Related Documentation on behalf of The East Valley Jewish Community Center

RESOLUTION NO. 4691

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CHANDLER, ARIZONA, AUTHORIZING THE MAYOR TO SUBMIT AN APPLICATION FOR AN INDIAN GAMING REVENUE SHARING GRANT TO GILA RIVER INDIAN COMMUNITY ON BEHALF OF THE EAST VALLEY JEWISH COMMUNITY CENTER IN THE AMOUNT OF \$3,000,000.00.

WHEREAS, pursuant to A.R.S. § 5-601.02, Indian tribes entering into a tribal-state gaming compact shall contribute monies to “. . . cities, towns and counties . . . for government services that benefit the general public, including public safety, mitigation of impacts of gaming, and promotion of commerce and economic development”; and

WHEREAS, those Indian tribes entering into a tribal-state gaming compact have various grant application procedures for evaluating which cities, towns and counties, and which government services, will receive gaming revenue sharing contributions pursuant to A.R.S. § 5-601.02; and

WHEREAS, it has become a relatively common practice for cities to authorize the submission of grant applications for such Indian gaming revenue sharing grants on behalf of 501(c)(3) nonprofit organizations that are deemed to be providing government related services that benefit the general public; and

WHEREAS, The East Valley Jewish Community Center, a 501(c)(3) nonprofit organization, has requested that the City authorize the submission of an application for such Indian gaming revenue sharing grant funding to Gila River Indian Community on its behalf in the amount of \$3,000,000.00; and

WHEREAS, the deadline for accepting applications for grant funding by Gila River Indian Community is June 7, 2013; and

WHEREAS, the funding sought by The East Valley Jewish Community Center is intended to develop the Center for Holocaust Education and Human Dignity, a facility that will offer education and outreach programs on the Holocaust; and

WHEREAS, the City Manager’s Office has reviewed the application materials prepared by The East Valley Jewish Community Center and believes that the funding request described in such application materials qualifies as being for government related services that benefit the general public and is consistent with the City’s Administrative Regulation regarding such grant applications.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Chandler, Arizona, that:

1. The East Valley Jewish Community Center is hereby authorized to submit the application materials prepared by The East Valley Jewish Community Center that are attached hereto, together with this Resolution, to Gila River Indian Community.
2. The Mayor is hereby authorized to execute the application, in the form attached hereto, in conjunction with the grant application to be submitted to Gila River Indian Community on behalf of The East Valley Jewish Community Center.
3. Within ten (10) days of the City's receipt of any grant funds from Gila River Indian Community pursuant to a grant application submitted on behalf of The East Valley Jewish Community Center, City staff is directed to mail a check to The East Valley Jewish Community Center covering one hundred percent (100%) of the funds received by the City from Gila River Indian Community pursuant to such application.
4. The City, by virtue of this Resolution, is simply acting as a financial conduit between the Gila River Indian Community and The East Valley Jewish Community Center, and is in no way:
 - (a) Agreeing or obligating itself to monitor or report on the expenditure of any grant funding distributed to or on behalf of The East Valley Jewish Community Center; or
 - (b) Guaranteeing or warranting the accuracy, completeness or truthfulness of the information set forth in the application materials prepared by The East Valley Jewish Community Center; or
 - (c) Supervising, or taking any responsibility regarding, the actions or activities undertaken by The East Valley Jewish Community Center; or
 - (d) Representing that The East Valley Jewish Community Center, either has, or does not have, other sources of funding relating to the intended use of grant funding set forth in this Resolution, including funding from grant applications made on behalf of The East Valley Jewish Community Center, to other Indian tribes.

PASSED AND ADOPTED by the City Council of the City of Chandler, Arizona, this ____ day of _____, 2013.

ATTEST:

CITY CLERK
APPROVED AS TO FORM:

MAYOR

CITY ATTORNEY (46)

CERTIFICATION

I HEREBY CERTIFY that the above and foregoing Resolution No. 4691 was duly passed and adopted by the City Council of the City of Chandler, Arizona, at a regular meeting held on the ____ day of _____, 2013, and that a quorum was present thereat.

CITY CLERK

PRELIMINARY INFORMATION REGARDING REQUEST
THAT THE CITY OF CHANDLER PASS-THROUGH AN
APPLICATION FOR AN INDIAN GAMING REVENUE
SHARING GRANT ON BEHALF OF NON-PROFIT
ORGANIZATION

1. Requestor Name: East Valley JCC / Center for Holocaust Education and Human Dignity
2. Address: 908 N. Alma School Rd, Chandler, AZ 85224
3. Contact Person and Contact Information: Steve Tepper
480-847-0588
teppers@evjcc.org
4. Date of obtaining 501(c)(3) non-profit organizational status and verification of such status at time of the request. Dec. 1989, still in good standing as of this date
5. Describe the nexus between Requestor and the City of Chandler and its residents. EVJCC is a community center located in Chandler that serves all age groups with educational, social and cultural programs.
6. Specifically, but concisely, describe how the grant funding sought by Requestor will be utilized (please do not just refer to general description included in the application materials). Funding will be used to help develop the Center for Holocaust Education and Human Dignity. This facility will be located in Chandler and will offer education and outreach programs on the Holocaust and other genocides to all of AZ with emphasis on students.
7. Describe how the use for which funding is sought will provide "government (related) services that benefit the general public, including public safety, mitigation of impact of gaming and promotion of commerce and economic development". (See A.R.S. § 5-601.02(H)(4)). The City of Chandler did an economic impact study which projected an economic impact of approx \$16.4 million as well as providing much needed education and training to the state.
8. Describe how the use for which funding is sought will benefit Chandler residents as a whole rather than simply benefiting a particular individual, entity or class of individuals. The facility will be open to the public and the outreach efforts will directly involve many students and adults.

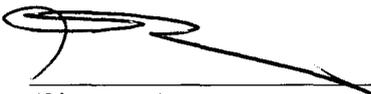
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(CHEHD)

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9. Verify that no portion of the funding sought will be used to in any way promote or teach any religious or political viewpoint or cause. SM (initial)
10. Identify the Tribe that Requestor wishes the City to submit application materials on Requestor's behalf, and the deadline for such application submittal. Gila River Indian Community - June 7, 2013
11. Identify any application for Indian gaming revenue sharing grant submitted on Requestor's behalf by another city, town or county, and the amount of funding sought. None at this time
12. Attach to the request all information that is to be submitted to the Tribe on Requestor's behalf.
13. Agree that, to the fullest extent permitted by law, Requestor shall defend, indemnify and hold harmless the City of Chandler, its Mayor and Council, officials, officers and employees from and against all losses, claims, suits, actions, payments and judgments, demands, expenses, damages, including consequential damages and loss of productivity, attorney's fees, defense costs or actions of any kind and nature relating to, arising out of, or alleged to have resulted from the City of Chandler's processing or consideration of this request to pass through an application for an Indian gaming revenue sharing grant on behalf of Requestor, or in passing through any grant funds awarded pursuant to such application.

SM (initial)

By signing below, Steve Tepper ~~(name)~~, asserts that he or she has the authority to execute the application on behalf of Requestor, has read, understands and agrees to be bound by Sections 9 and 13 of this application, and otherwise certifies that the information provided herein is believed to be true and correct.


 (Signature)
Steve Tepper
 (Print)
Executive Director
 (Title)
May 2, 2013
 (Date)

STATE OF ARIZONA)
)ss
County of Maricopa)

SUBSCRIBED AND SWORN to before me this 2 day of May,
2013 by Steve Tepper.

Sharon Bayer
Notary Public

My Commission Expires:



GILA RIVER INDIAN COMMUNITY GRANT APPLICATION

A. NARRATIVE

1. Purpose of Grant

a) Describe the proposed program or project.

Background: In November, 2009, Chandler's East Valley Jewish Community Center (EVJCC) announced plans to build a Center for Holocaust Education and Human Dignity (CHEHD/Center), dedicated to educating the public about issues of human dignity, tolerance, and the history of genocide. The project is contemplated as a museum of national stature and, to that end, one of the foremost international Holocaust scholars and museum conceptual developers, Michael Berenbaum, has been retained as the project's Educational Consultant. A planned 100,000 square foot facility is to include 15,000 square feet of exhibit space for permanent and traveling exhibits as well as an auditorium, meeting space, and areas for quiet reflection. The City of Chandler is supporting the CHEHD as an integral part of the revitalization of the area surrounding the EVJCC. Evidencing its support, in December 2010, the Chandler City Council approved an initial development agreement of up to \$2 million for infrastructure support. Center exhibits will focus on Holocaust history and education, an exploration of other genocides, and rotating programming on current diversity and tolerance issues. The Center will be unique in that, rooted in the Southwest, it will incorporate the Native American experience to show the common thread of human perseverance in the face of grave injustice. The principal goal of the project is to educate the public about the history of genocide and intolerance so that people of all backgrounds, and particularly the young, will find the inspiration to take action on today's social justice issues. This is an ambitious, large project, but the groundwork has been laid over several years. Over 100 volunteers and donors are involved in the project, serving on over twenty committees addressing museum theme, design, construction, funding, and educational content and programming. The EVJCC, a 501(c)(3) corporation, serves as fiduciary for the CHEHD. The CHEHD will sit on already purchased property adjacent to the EVJCC at the intersection of Ray and Alma School Roads.

Capability of grant requestor to handle the project: The EVJCC is not new to education on these issues and is uniquely situated to spearhead this project. As a prelude to the Center coming to fruition, the JCC has, since 2006, utilized its own and other community facilities for Holocaust and tolerance programming, both internally generated and as a host to traveling exhibits. In 2008 and again in 2012, Center docents instructed almost 40,000 people from throughout Arizona about the Holocaust, hosting and building upon the traveling *Anne Frank, A History for Today* exhibit. Other recent programs have included *A Month to Stamp Out Hate* about the genocide in Darfur, *Praying with Lior* about how a child with special needs experienced inclusion into the heart of the community, the original documentary, *Our Story*, which tells the stories of Holocaust survivors in the Phoenix area, and the *Power of One* program which sponsored a showing of *Nicky's Family*, an internationally recognized film about Sir Nicholas Winton who rescued large numbers of Jewish Czechoslovakian children during WWII. The film program drew a capacity crowd of 750. With private funding, the EVJCC recently acquired and transported to Arizona a Macedonian railcar of a type and age used in WWII human transports.

GILA RIVER INDIAN COMMUNITY GRANT APPLICATION

The EVJCC recently unveiled the railcar to a crowd of 2500 people who toured the car. Funds are currently being sought from other sources for the restoration of the railcar. As a result of the EVJCC's activities, approximately 20 Arizona government agencies have requested personnel programming and training regarding the Holocaust and themes of human dignity and tolerance. The EVJCC has also worked closely with area high school educators to develop school programming on these topics.

Purpose for which funds are being sought: The EVJCC is looking to add the GRIC as an integral partner in the next phase of the development of the CHEHD which will include construction of a building and physical creation and installation of exhibits. The \$3 million being sought in this grant application will begin our \$32 million capital campaign. A preliminary architectural plan for the CHEHD has already been developed by RSP Architects, the acclaimed design firm that created the innovative Musical Instrument Museum in North Phoenix. The proposed design includes a variety of creative educational spaces. A theatre will be used for speakers, films, and lectures. Classrooms will allow museum visitors to study with educators and docents and permit immediate access to the artifacts, documents and physical proof of the genocides that have occurred. Exhibit areas will be utilized for both permanent and traveling exhibits which will encourage return visitors as there will always be something new to learn. In addition to the CHEHD's educational areas, the plans outline the creation of areas for quiet reflection and reading. These spaces take into account the extreme emotional responses people often have when learning about the Holocaust and other genocides. Giving visitors the opportunity to reflect on what they are experiencing will encourage them to embrace the messages of *Nicky's Family* and *The Power of One*: be knowledgeable of the past, work together as a community to ensure that such atrocities do not happen again, and appreciate that a single individual, working for good, can accomplish an extraordinary amount. These are powerful messages that will be instilled in visitors to the CHEHD. In addition to supporting the goal of building construction, the funds being sought from the GRIC will assist in the physical development of the exhibits. The "storyline" content of the exhibits, including educational programming and preliminary renderings, are complete and fabrication of the exhibits will commence when funding is received, coinciding to a large extent with the opening of the Center.

b) Describe how the proposed program or project satisfies one or more of the "priority areas" identified by the Gila River Indian Community.

Economic Development focus: The EVJCC is situated in the heart of Chandler at the crossroads of Alma School and Ray Roads, approximately 10 miles from the Gila River Indian Community and minutes from Wild Horse Pass Resort and many of the GRIC's major Community Enterprises including its resorts, casinos, new outlet shops, equestrian center, golf courses, race driving school, and other recreational opportunities. The CHEHD will be constructed on property adjacent to the EVJCC. By reasons of both proximity and a mutual interest in economic growth, Chandler, its community-based institutions (including the EVJCC), and the GRIC are natural development partners. It is anticipated that the CHEHD will be a regional "destination" museum, bringing a large number of visitors to the area who would not otherwise have sought out this location. A 2009 Economic and Revenue Impacts study commissioned by the City of Chandler in anticipation of its commitment to the CHEHD project forecasted an annual economic impact on the City of Chandler from the completed CHEHD of \$16.4 million

GILA RIVER INDIAN COMMUNITY GRANT APPLICATION

dollars. The EVJCC is working on an ongoing basis with the City of Chandler Economic Development Department, with Chris Mackay, Chandler's Director of Economic Development, serving on several critical project committees. The study concluded that the Center would attract about 250,000 visitors each year with an estimated twenty percent of those being visitors from outside the area. It is anticipated that visitors to the CHEHD will be seeking area lodging, dining, and entertainment opportunities to supplement their visit to the Center, many of which would be offered by or within the parameters of the GRIC. It is thus expected that the CHEHD also would be a healthy contributor to the economy of the GRIC. A GRIC financial partnership would also lend itself to an appropriate naming opportunity at the CHEHD. This public recognition of the partnership would provide both increased visibility for the GRIC and added incentive for museum visitors to patronize the GRIC's many enterprises.

Education focus: The CHEHD's principal goal is to educate the public about issues of human dignity, tolerance and the history of genocide. The CHEHD will join just six other similar Holocaust museum projects in the United States, and is intended to be a regional resource for accurate information and creative programming about these topics. In part because of its unique Southwest location, the CHEHD is being planned to incorporate solid exhibit and programming content regarding the Native American historical experience and its relevance to the museum's broad mission of educating and promoting dialogue on issues of social justice. To our knowledge, this will be the first time that a Native American storyline will be incorporated into the same permanent exhibit as a Holocaust storyline. The CHEHD has gathered a team of extraordinary professionals to carry this project to fruition. Michael Berenbaum, the CHEHD's Educational Consultant, is one of the foremost international Holocaust scholars and museum conceptual developers. Kim Klett, Southwest Regional Educator for the United States Holocaust Memorial Museum and local educator, is leading a team of educators developing exhibit and programming content. The educational content of the curriculum will provide much needed enhancement to what is currently being offered in the State's public schools. The CHEHD's partnership with local schools to reach students in Grades 7-12 is an excellent example of the project's reach for excellence. Local educators designed creative and effective lesson plans around the traveling exhibits *Anne Frank*, *A History for Today*, *A Month to Stamp Out Hate*, and the Macedonian Rail Car. These partnerships are working in conjunction with the City of Chandler, one of the project's strongest supporters. The City's allocation of \$2 million in project funding, plus staff time from the Offices of Diversity and Economic Development, is strong testimony to the importance and necessity of this project. Thousands of area schoolchildren have already participated in programming of a type to be offered through the CHEHD, examples of which are set forth above. It is anticipated that children from the GRIC community will be similarly engaged. By way of example, the CHEHD is currently preparing programming for a traveling exhibit regarding the WWII-era railcar. When the CHEHD is constructed, the railcar will become a permanent exhibit within the museum. The target audience for that project is Arizona youth, although it is anticipated that the adult community will be consequently accessed as discussion is generated. Speakers at the unveiling of the railcar included Valley Holocaust survivors and Colonel Edward Shames, one of the first American officers at the liberation of Dachau concentration camp. The attendees' reaction to seeing the railcar and hearing the extraordinary stories of those who lived through that period underscore the value of visual artifacts and a thoughtful setting that generates discourse, which the CHEHD intends to provide. The programming that has already been presented and that will be presented has found that

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personal stories, both first-person and passed down through the generations, are an extremely effective way to powerfully communicate ideas.

c) Identify the needs/problems to be addressed, target population and number of people to be served by the project.

Economic: The City of Chandler has identified the area of the planned museum as a prime target for economic re-vitalization. The shopping center adjacent to the project area houses many independently owned restaurants and stores, as well as the EVJCC. The EVJCC preschool is a Quality First provider, accredited by the premier early childhood educational accrediting organization, National Association for the Education of Young Children. The City of Chandler is eager for the CHEHD to become a reality and an anchor project for the area. Currently, Chandler has two museums, the Chandler Museum and the Railroad Museum; neither is of the planned size and focus of the CHEHD. As stated above, the Economic Development Study commissioned by Chandler estimates the likely number of museum visitors as approximately 250,000 annually. This figure would include school-age children, their families, visitors from around the region, and persons coming to the area for the primary purpose of visiting and/or meeting at the Center.

Educational: The need for Holocaust education in the southwest region is great. There is no Arizona legislation regarding teaching of the Holocaust and Arizona state curriculum grades 7-12 generally introduces information about the Holocaust only as a small segment of world history study. ([http://www.ade.state.az.us/standards/sstudies/.](http://www.ade.state.az.us/standards/sstudies/)) Several neighboring states are well beyond Arizona in their inclusion of Holocaust study into their curriculum. California, Nevada and Texas have legislation regarding the teaching of the Holocaust in the K-12 educational system. California has created a comprehensive curriculum that focuses on Human Rights, beginning in kindergarten and continuing through High School. In addition, California has an extensive plan in place for teacher training to maximize effective teaching of this powerful subject. New Mexico and Colorado both delineate specific aspects of the Holocaust to incorporate into the Grades 8-12 curriculum. Education on the Holocaust lags behind in Arizona although the 2010 census ranks Maricopa County as the fourth largest county in the nation with a population approaching 4 million, greater than that of 23 states. The CHEHD will engage the next generation on the critical social and justice issues of our time by providing an historical context to intolerance and social justice, fostering dialogue among students and within families and communities, doing so with thoughtful programming that incorporates the shared experiences of many nations and peoples. Based on the strong positive reception that's already been evidenced to EVJCC programming on the themes of Holocaust education and human dignity, it is anticipated that school age children in the middle and upper grades will be a prime target audience of the museum's educational programming. Within the City of Chandler and immediately surrounding communities, there are over 70,000 children in the middle and high school age ranges. When the entire Valley population is included, that figure rises to over 440,000 students in this age range. There are over 118,000 students enrolled in college-level and above courses at Arizona State University, Mesa Community College and Chandler-Gilbert Community College, alone. Additionally, the CHEHD will exist as a resource for the entire community and region, as well as for visitors to the area for both business and pleasure. It is

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integral to the mission of the CHEHD to provide to future generations much needed education and accurate information concerning the Holocaust and other genocides.

d) Describe the project goals and objectives, and your plan to meet them.

GRIC funding is sought to provide partial support for two project goals:

Goal #1: Build a permanent structure on the plot of land just south of the East Valley Jewish Community Center, located at the intersection of Alma School and Ray Roads in Chandler, Arizona, that will house the Center for Holocaust Education and Human Dignity.

Plan: Begin construction on the 100,000 square foot facility which will include a 32,000 square foot museum. The CHEHD will offer over 15,000 square feet of exhibit space for permanent and traveling exhibits as well as an auditorium, meeting space, and areas for quiet reflection. This facility will be shared with the EVJCC. Because of the shared staff, shared resources, and shared space, we will be providing economies of scale on both the capital and operating budgets. Groundbreaking will occur when we meet 80% of the funding goals, in order to ensure success of the project. Architectural plans have been developed by RSP Architects, the acclaimed design firm that created the innovative Musical Instrument Museum in North Phoenix.

Funding: Construction of the facility will require approximately \$37 million from start to completion. The CHEHD has partnered financially with the City of Chandler and has been invited to participate in the grant processes of the Arizona Humanities Council and the Jewish Community Foundation, and is awaiting approval of a Letter of Intent submitted to the Righteous Persons Foundation. In addition, funding has been secured from several private foundations and individual donors. With an appropriate financial contribution, donors, foundations, and partners will be offered naming opportunities throughout the CHEHD.

Importance: The CHEHD must be built to house the artifacts of the Holocaust for future generations. The railcar and other artifacts are powerful visual reminders of the atrocities of the Holocaust. While we are fortunate to have survivors in our community, we are the last generation who will have the opportunity to listen to live personal accounts from this horrific era. During the railcar's recent display in 2012, Colonel Shames was escorted to view the car. Throughout his entire talk about liberating the infamous concentration camp, Dachau, he had kept his composure. However, when he saw the railcar, his voice began to shake, his knees buckled, and Commander Walters from the Chandler Police Department had to physically support him. It is these powerful reactions that need to be preserved to help future generations understand the history and the need to work together to stop genocide. The railcar and the other exhibits on display in the CHEHD will remain as important historical evidence when the telling of personal stories ends.

Goal #2: Educate the public about issues of human dignity, tolerance and the history of genocide. (The quotes used in this section are from the Complete Conceptual Program that was developed by The Berenbaum Group, LLC in November, 2012.)

Plan: A Complete Conceptual Program was developed by The Berenbaum Group, LLC at the end of 2012, outlining specific educational goals and objectives for each area of the CHEHD.

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The Program states that the “Museum must primarily be a storytelling institution” that, through its “design and exhibition (will) be driven by the story as integrated into the ethos of contemporary society.” To that end, the Artifacts Committee and Educational Committee, integral parts of the CHEHD, are working industriously to obtain film, video narrative, verbal histories, and artifacts that will illustrate this story. What has been remarkable is how so many people from around the world have stepped forward with their remembrances, their personal items, and their photographs to enhance the story being told at the CHEHD. The CHEHD is unique in its plan for simultaneously telling the story of the Holocaust, the Native American experience, and 20th century genocide.

Educational Outreach: Since 2006, the EVJCC has used its own and other community venues for Holocaust and tolerance education, including the Chandler Center for the Arts. In 2008 and again in 2012, Center docents instructed over 50,000 people from throughout Arizona about the Holocaust, hosting and building upon the traveling *Anne Frank, A History for Today* exhibit. The lessons from the Holocaust translate across race, culture, and religion. The Native American experience will be portrayed through the eyes of the specific tribes that have ties to the Southwest region, in part employing local narratives to tell the larger story. “The issues (raised) regarding xenophobia will be localized, (addressing) the issues most affecting Arizona.” The educational purpose is to present the experiences of suffering and injustice in a way that “create[s] empathy, understanding, and comprehension that ultimately result[s] in mutual respect, compassion and resonance.”

e) Define the project as a new or continuing program.

The physical construction of the CHEHD will take place as soon as the goals of the funding schedule are met. However, as noted above, the EVJCC has been offering programming within the core themes of the CHEHD over the last several years. Funds are currently being sought from other sources for restoration of the Holocaust-era railcar and construction of and programming surrounding the railcar. As previously noted, it is intended that the railcar exhibit will travel throughout the region and find its permanent home within the CHEHD when it is built. Similarly, it is intended that, pending completion of the museum, other exhibits will be created which may also travel around the State and the region until they, too, find a permanent home within the constructed museum.

f) Identify other organizations, partners or funders participating in the project and their roles (see attachments section).

- City of Chandler - financial partner, in kind services, consultant
- Chandler Unified School District - education partner and consultant
- Mesa and Gilbert School Districts - educational partners
- Chandler Police Department – educational partner, in kind services and consultant
- The Rosenbluth Family Foundation - financial partner

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- Kim Klett, Southwest Regional Educator, United States Holocaust Memorial Museum - volunteer/Education committee co-chair
- Breslow Family Foundation – financial partner

g) Indicate any application to and/or awards made by a Tribe other than the Gila River Indian Community for state shared revenues for this and/or any other projects/programs.

None, as of this date.

h) Provide a timetable for implementation.

The project schedule is that the next 24-36 months will be devoted to raising the necessary capital for the entire project. Physical construction of the site is anticipated to begin when 80% of the funding is achieved.

i) Identify long-term funding resources or project sustainability.

This project is anticipated to be self-sustainable through revenues and partnership with the EVJCC because of shared staff and resources. The 100,000 square foot facility will house both agencies in order to maximize the use of space as well as a flow of customers from one agency to the other. An important aspect of the funding plan is our Expansion Proforma, an estimated operating budget for the CHEHD's first year of business. The Expansion Proforma was developed based on the EVJCC's prior exhibits, attendance at those events as well as conservative estimates of future performance. The budget developed for the CHEHD projected a modest first year attendance of approximately 43,000 visitors, generating just under \$382,000 in visitor revenue. It allotted for approximately 600 members, generating just under \$52,000 in membership revenue. However, the 2009 Economic and Revenue Impacts study commissioned by the City of Chandler estimates an annual attendance of approximately 250,000 visitors, with 20% coming from out of state. This difference of about 210,000 visitors would result in a significant increase in anticipated revenue. At a general admission price of \$12 per visitor, visitor admissions would generate \$2,520,000 per year, a net gain of \$2,138,000 annually, as compared to the CHEHD's own first year budget. It is further anticipated that expenses will not increase at the same rate as revenue because of the sharing of resources with the EVJCC. Many of the expenses will remain the same as the number of visitors increases, including, for example, many professional fees, salaries, and occupancy costs.

2. Reports: Describe your plan to document progress and results. Interim and final reports will be required for every grant awarded.

Funding received from the GRIC will be a significant foundational block for our capital campaign. The GRIC's partnership in the vision of an educational center that will foster understanding of diversity and respect for differences will lead the way for other potential donors to lend their support to the CHEHD and bring this project to fruition. As money is acquired, the

GILA RIVER INDIAN COMMUNITY GRANT APPLICATION

EVJCC, acting as fiduciary for the CHEHD, will keep the GRIC updated with progress reports of the type and frequency required in accordance with grant guidelines. The CHEHD is in the process of hiring a professional fundraiser to handle the capital campaign and it is anticipated that this addition to the project team will speed up acquisition of the funds necessary for this project to go forward.

B. ATTACHMENTS:

Required attachments:

1. A resolution from the applicable governing body in support of the proposed project.
2. A proposed budget for the program or project.
3. List of other funders, potential funders and amounts committed or requested in support of the proposed project.

Optional Attachments:

1. Letters of support that substantiate need for the project and collaboration with other organizations.

CENTER FOR HOLOCAUST EDUCATION AND HUMAN DIGNITY**FIRST YEAR PROFORMA BUDGET**

Donations and grants			244,000
Fundraising and special events			300,000
Membership and attendance revenue (Note 1)			477,000
TOTAL REVENUE			1,021,000
Payroll, payroll taxes and insurance			652,000
Professional fees			23,500
Program activities and supplies			120,000
Occupancy costs			204,000
Dues, licenses and fees			16,500
TOTAL EXPENSES			1,016,000
NET INCOME (LOSS)			5,000
			-
Note 1: Based on 43,000 paying attendees and 600 members. Also includes estimated bookstore revenue.			

CENTER FOR HOLOCAUST EDUCATION AND HUMAN DIGNITY

PROJECT DEVELOPMENT AND CONSTRUCTION

	Request from GRIC	City of Chandler	Fundraising Goal	Total Cost of Project
Architectural, testing & inspections				1,888,000
Municipal, water and sewer fees				904,000
Sitework				3,453,000
Building Construction				12,906,000
Furnishings, fixtures, equip & exhibits				13,000,000
A/V & security access equipment				500,000
Signage, security, & legal consultant fees				237,000
Museum consultant				1,300,000
Builders risk insurance				102,000
Fundraising costs				450,000
Contingency				2,260,000
	<hr/>			
	3,000,000	2,000,000	32,000,000	37,000,000



February 28, 2013

To Whom It May Concern:

We are proud to be a collaborating agency with the Center for Holocaust Education and Human Dignity (CHEHD). Our role in the project allows us the opportunity to assist with clerical needs, programming oversight, insurance and act as the fiduciary agency.

The staff at the East Valley JCC supplies much needed assistance for the CHEHD. All written communication, mailings, flyers and advertisements are developed and handled by our administrative staff. In addition, we supply paid staff members to collaborate with the CHEHD volunteers to oversee, plan and host events throughout the Valley to promote the museum.

While the CHEHD is in the planning stages, the JCC manages the financial aspects of the museum and supplies the needed insurance.

Sincerely,

A handwritten signature in black ink, appearing to read "CAR", written over the word "Sincerely,".

Charlie Reidhead
Controller



Chandler • Arizona

Where Values Make The Difference

Chandler



2010

February 28, 2013

To Whom It May Concern:

We are proud to be a collaborating agency with the Center for Holocaust Education and Human Dignity (CHEHD). Our role in the project allows us the opportunity to assist with logistical support, marketing, in kind public relations assistance and graphic designing.

The staff at the City of Chandler supplies much needed assistance for the CHEHD. We work closely with Steve Tepper, the Executive Director of the JCC and the CHEHD to help with marketing events that promote the CHEHD. In addition, we supply paid staff members as volunteers to collaborate with the CHEHD team to design promotional materials and to oversee, plan and host events throughout the Valley to promote the museum.

The City of Chandler welcomes the Center for Holocaust Education and Human Dignity into our town looks forward to continuing our collaborative relationship

Sincerely,

Leah Powell, Community Resources & Diversity Manager
City of Chandler
Mail Stop 600
PO Box 4008
Chandler, AZ 85244
Phone: 480-782-4352, Fax: 480-782-4350
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**Neighborhood Resources Division
Community Development**
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www.chandleraz.gov*

Location:
235 South Arizona Avenue
Chandler, Arizona 85225



The Arizona Relay Service provides free 24-hour telephone access for the deaf, hard of hearing, deaf-blind and hearing of speech
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