



Arizona Heritage Alliance
2016 - 2020 Strategic Plan
Accomplishments Updated December 2020

MISSION

Arizona Heritage Alliance's mission is to preserve and enhance Arizona's historic, cultural, and natural heritage. To accomplish our mission, we actively:

- Protect the integrity and voter intent of the Arizona Game & Fish Heritage Fund
 - Monitor state legislative and agency activity
 - Pursue sustainable and dedicated funding sources for Arizona's historic, cultural, and natural initiatives, programs, and activities
 - Educate Arizonans on the benefits of our state's wildlife, open space, parks, and historic and cultural resources
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GOALS

Goal #1: Continue to actively protect the integrity and voter intent of the Arizona Game & Fish Heritage Fund

Three Year Objectives:

- Attend Game & Fish Commission meetings
- Meet with Game & Fish Department Director
- Hold joint meeting with the Game & Fish staff and commissioners
- Continue to monitor Game & Fish Heritage Fund spending of land acquisition funds
- Continue to monitor Game & Fish Heritage Fund grant allocations

Accomplishments (PY 2016 – PY 2020):

- ⇒ In 2018, supported the Verde River/West Clear Creek Conservation Area proposed by the Nature Conservancy and passed by the Arizona Game & Fish Commission. The proposed partnership between the Game & Fish Department and the Nature Conservancy offered a unique opportunity for protecting and enhancing a significant swath of water resources, streamside forests, and wildlife habitat in the Lower Verde Valley. We felt it was important to protect both Park Central Farm and Shield Ranch with conservation easements in order to preserve connectivity of habitat along the Verde River corridor for three miles and the confluence of the river with West Clear Creek.
- ⇒ Have an appointment Alliance Board of Director (currently Director Bill McLean) to attend (via in person and/or by phone) the monthly Game & Fish Commission meetings and update the Board accordingly.
- ⇒ Have met with the various Game & Fish Department Public Information Officers over the last four years.
- ⇒ Sent email announcements regarding the Game and Fish Heritage Fund Grant Applications to our 3,000+ email database.
- ⇒ Over the past four years have regularly posted information, programs and the AGFD's Heritage Fund updates on the Alliance's Facebook page as well as posts on the Alliance's website and in the Alliance's e-newsletter and alerts.
- ⇒ At the 2020 Alliance's Annual Board Meeting, invited Arizona Game and Fish Director Ty Gray and Wildlife Specialist, Ryan Babel as our guest speakers

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Goal #2: Actively monitor state legislative and agency activity

Three Year Objectives:

- Meet with targeted legislators and executive branch representatives
- Continue to track, analyze, and respond to proposed legislation
- Send “Action Alerts” to Alliance’s e-mail database as appropriate
- Meet with Arizona State Parks Director
- Have a strong presence at annual Environmental Day at the Capitol
- Hold a Summit with like-minded partners to establish an environmental platform that covers wildlife, open space, parks, and historic and cultural resources as well as discuss common issues, collaborative opportunities, and other concerns

Accomplishments (PY 2016 – PY 2020):

- ⇒ On December 13, 2016, hosted 30+ parks and cultural heritage advocates from across the state for a very successful roundtable discussion sharing both their advocates priorities for the coming year as well as expressing any concerns for the future of conservation, wildlife, preservation, open space, parks, and heritage.
- ⇒ 2016 – 2020 Actively participated in the Sierra Club – Grand Canyon Chapter Environmental Day at the Capitol including meeting with having a table, meeting with Legislators and attending various committee meetings.
- ⇒ Tracked, analyzed, and responded to legislation during the last four Legislative Sessions.
- ⇒ Organized a letter-writing campaign for opposing HB2369 (elimination of the Arizona State Parks Board).
- ⇒ Sent emails to legislators and the Governor as needed
- ⇒ Updated Alliance’s marketing collateral including the Fact Sheet and Informational Packets, Power Point Presentation and Infographics for the Legislative sessions.
- ⇒ Sent "Action Alerts" as needed to 3,000+ email data base.
- ⇒ Had a representative (s) regularly attend the Arizona State Parks & Trails Board meetings and report back to the Board regarding any key issues or projects for support and/or of concern.
- ⇒ Met with Ben Stewart from Arizona State Parks & Trails in early January 2018 to discuss State statutes that the agency will be presenting for removal and/or editing during the 2019 Legislative Session.
- ⇒ Created list of Legislative Champions as well as a list of potential nonprofit and governmental partners for the Alliance's reference.
- ⇒ At the 2019 Alliance’s Annual Board Meeting, invited Arizona State Parks & Trails Director Robert Broscheid as the guest speaker.
- ⇒ As the start of the 2019 legislative session, the Alliance's legislative task force worked tirelessly with our bill sponsors to gain bi-partisan support to restore the State Parks Heritage Fund and to plan for and attend committee hearings and meetings with individual legislators throughout the session.
- ⇒ In January 2020, the Alliance's Legislative Task Force, chaired by former legislator Russ Jones of Yuma, met virtually to discuss the Alliance’s next steps and develop a strategy for the 55th Legislative session to ensure that the State Parks Heritage Fund is fully-funded to its original \$10 million each year. However due to the pandemic, our bills never made it to the Governor.
- ⇒ As part of the strategy, the Alliance continued to work through all of 2020 with the Arizona State Public Lands Coalition, an influential group of conservation advocates, to draft a campaign for 2021.

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Goal #3: Aggressively pursue sustainable and dedicated funding sources for Arizona's historic, cultural, and natural initiatives, programs, and activities

Three Year Objectives:

- Support adoption of State Historic Tax Credit in 2017 Arizona Legislature
- Investigate the interest and feasibility with the Game and Fish Commission to create a "Wildlife Heritage Partnership Program" to build a fund (outside of Audubon) that provides some type of funding mechanism that general wildlife enthusiasts can contribute too (such as a \$25 fee that could be assessed by the Commission on all those individuals who joined or paid for a wildlife tour)
- Initiate steps to launch citizen's initiative in 2018

Accomplishments (PY 2016, PY 2017 and PY 2018 (to date):

- ⇒ Formed a Legislative Task Force to develop a plan to support and reinstate the Arizona State Parks Heritage Fund bill and over the last four years, the Task Force held numerous stakeholder meeting to discuss opportunities for re-introducing the Heritage Fund as well as identify possible legislative champions to sponsor the bill.
- ⇒ In 2019 **Senate Bill 1241 (state parks board; heritage fund)** was introduced by Representative Joanne Osborne and officially signed by Governor Doug Ducey in June of 2019. Although the State Parks Heritage Fund was back in statute, there was no funding attached to it. As a result, our legislative task force, chaired by former legislator Russ Jones of Yuma, immediately started working to create a funding source for the Fund until the encumbrances are removed from Lottery dollars in 2029.
- ⇒ As part of the strategy for Legislative Session 54 in 2020, Arizona Heritage Alliance was invited to join forces with the Arizona Wildlife Federation, Chispa AZ, League of Conservation Voters, and Resolute Consulting as part of the coalition to support protecting Arizona Public Lands which include funding the State Parks Heritage Fund.
- ⇒ At the start of the 54th Legislative Session in January 2020, the Alliance supported the two "money" Arizona State Parks Heritage Fund bills: SB1350 (state parks; lottery; heritage fund) and HB2551 (appropriation; state parks; heritage fund). In February of 2020, SB1350 was approved in the Committee of the Whole with the Appropriations amendment (\$1 million, NOT \$10 million) and on March 5, 2020, it passed the Senate and then crossed over to the House where it was assigned to the Natural Resources, Energy, and Water Committee. It was scheduled to be heard on Tuesday, March 17, but of course the hearing was not held. HB2551 successfully passed the House and was single-assigned to the Senate Appropriations Committee but never made it on the agenda. On May 21, 2020 the 54th Legislative Session adjourned sine die along with the two bills.
- ⇒ Since June 2020, the Legislative Task Force, with the strong support of the Arizona Public Lands Coalition, has been working on a strategy for introducing another set of bills in January 2021 to fund the Arizona State Parks Heritage Fund.

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Goal #4: Consistently educate Arizonans about the benefits of our state's wildlife, open space, parks, and historic and cultural resources by maintaining a broad-base public relations and diverse communication plan

Three Year Objectives:

- Continue to maintain and expand database of stakeholders, partners, and supporting organizations
- Compile and disseminate quarterly e-newsletter
- Maintain and keep current website
- Maintain robust Facebook presence
- Distribute press releases as needed
- Launch webinar that can be easily accessed by individuals, organizations, and governmental agencies
- Participate in key conferences and forums
- Leverage the Alliance's 25th Anniversary in 2017/2018

Accomplishments (PY 2016 – PY 2020):

- ⇒ Maintained membership in Arizona Forward and Arizona Parks and Recreation Association.
- ⇒ Became a member of the National Trust for Historic Preservation in 2018.
- ⇒ Distributed quarterly e-newsletters and advocacy alerts throughout the entire four years to keep our 3000+ membership database up to date about our programs and activities.
- ⇒ Maintained a robust website by adding numerous posts, updating all pages as needed, adding a "sign up for newsletter" feature, fixing broken links, maintaining compliance for taking credit cards, adding a page with Officers and Board members' bios and photos, etc.
- ⇒ Daily posts on Facebook page and grew Facebook followers or likes to 973.
- ⇒ Expanded our partnership and met with Central Arizona Conservation Alliance (CAZCA) representatives Laural Arndt (Project Manager, Sun Corridor Legacy Program, Sonoran Institute) and Stacie Beute (Conservation Alliance Program Lead, Desert Botanical Garden) to learn about the CAZCA's "Open Space Strategy".
- ⇒ Attended the 2016 and 2017 Arizona Rural Policy Forum
- ⇒ Sponsored, had a booth, coordinated a session on the Heritage Fund and/or attend the annual Arizona Historic Preservation Conference.
- ⇒ Wrote special features for newsletter highlighting history of the Alliance.
- ⇒ Promotional giveaway (disposable binoculars) and 25th Anniversary stickers
- ⇒ In 2018, attended
 - The Arizona Forward Statewide Sustainability Summit "Discover: Rio Reimagined"
 - Met with Dale Larsen, Chair of the Arizona State Parks Board, along with President Janice Miano and Vice-President Jim McPherson to strengthen our partnership with the ASP Board and discuss future opportunities.
 - Hosted a meeting with the board members of the Arizona State Parks Foundation to discuss our partnership and opportunities.
 - Met with Tom Savage, Legislative Associate, the League of Arizona Cities to discuss partnership along with opportunities.

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- ProMusica Arizona Chorale & Orchestra invited the Alliance to join Sierra Club (Grand Canyon Chapter) and Black Canyon Heritage Park to participate at ProMusica's "Mountain Days: The John Muir Musical Concert" on Lani Lott, Alliance executive director, set up a table each day to share information about the Alliance and the two State Parks Heritage Fund bills.
- ⇒ On September 21, 2019, we were honored to be recognized at the prestigious Arizona Forward Environmental Excellence Awards presented by SRP with the Award of Distinction in the "Healthy Communities: Parks & Trails" category for the ***Restoration of the Arizona State Parks Heritage Fund***.
- ⇒ 2020 was not just the year of COVID-19, but on the bright side, it's the 30th Anniversary of the Arizona Heritage Fund. To commemorate this milestone:
 - The Alliance presented Bob Broscheid, Director of Arizona State Parks & Trails, a banner to display at the Parks Visitor Center celebrating the anniversary.
 - President Janice Miano and Board Member Bill McLean presented a similar banner to the Arizona Game and Fish Commission.
 - Members of both the Senate and the House read from their perspective floors a Heritage Fund Resolution. During the Senate reading by Senators Brophy McGee, Kerr, Pratt, Alston, Navarrete, Peshlaki, and Gonzales, President Janice Miano and Board Members Sam Kathryn Campana and Cheyenne Walsh proudly watched from the Senate Gallery.
 - At the 2020 Arizona Preservation Foundation and the Arizona State Office of Historic Preservation - *Arizona Preservation in Place virtual conference*, the Alliance was recognized with the Governor's Heritage Preservation Honor Award for the Restoration of the Arizona State Parks Heritage Fund.
 - The Alliance is creating a new publication: "30 Projects – 30 Districts – 30th Year Anniversary of the Arizona State Parks Heritage Fund." The objective for this communication piece is to identify 30 historic preservation, parks, and trails projects – one each in Arizona's 30 state legislative districts.

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Goal #5: Continue to uphold and strengthen a viable, proactive organization to carry forward the Alliance's mission and goals

Three Year Objectives:

- Ensure a diverse, engaged and active Board of Director
- Support the position of Executive Director and expand staffing as needed
- Reconstitute the Committee/Task Force structure to support the implementation of the Alliance's goals and objectives
- Increase membership
 - Review cities and towns membership level and make revisions accordingly
 - Review current membership levels and make revisions accordingly
 - Update membership brochure
 - Continue with year-end membership/appeal drive

Accomplishments (PY 2016 – PY 2020):

- ⇒ Maintained in good standing with the Arizona Corporation Commission.
- ⇒ Filed 990 each year.
- ⇒ Filed Quarterly Lobbyist Reports to the Arizona Secretary of State.
- ⇒ Held Board meetings (in-person and/or via phone or Zoom conference) with full quorum.
- ⇒ Held our December Annual Board of Directors Meeting each year.
- ⇒ Prepared and distributed new Board Member Orientation Binders.
- ⇒ Appointed a Legislative Task Force Chair and maintained membership on the Task Force.
- ⇒ Appointed an 25th Anniversary Task Force.
- ⇒ Formed an Advisory Board Committee in early 2018
- ⇒ April 2019, Janice Miano, President of the Alliance, graduated from the Leading for Change "Leaders Fellowship" program designed to elevate emerging community leaders' expertise in leading for change. U.S. Senator Kyrsten Sinema presided over this year's graduation and presented Janice with her diploma.
- ⇒ Welcomed new Board members - Matthew Aguilar, Natalya Brown, Steve Farley, Sreekar Krishna, Bill Mundell, Cheyenne Walsh and Dale Wiebusch.
- ⇒ Long standing Board member Ms. Barbra Barnes joined the Advisory Board Committee in 2019.

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Goal #6: Raise the necessary resources (financial and in-kind) to support annual program of work and staffing needs

Three Year Objectives:

- Implement bi-annual appeal campaign
- Secure corporate donations/grants
 - EFAZ, SRP, APS, TEP, Freeport-McMoRan, Sundt Company
 - Mine the websites of Arizona Forward, Arizona Preservation Foundation, and other affiliate organizations for potential contributors
- Research possible project-based grants and submit proposals
 - Arizona Humanities (webinar; 25th Anniversary), Arizona Lottery Community Sponsorship Grant, REI
- Explore other funding opportunities
 - Summit Hut Bag token fundraiser
 - Arizona Heritage Alliance's annual Summit

Accomplishments (PY 2016 – 2020 PY):

- ⇒ Successfully implemented bi-annual appeal campaigns each year.
- ⇒ Received corporate support in 2016 and 2017 from Tucson Electric Power
- ⇒ Received \$800+ from participating in Tucson's Summit Hut Bag Token fundraiser
- ⇒ Participated in EFAZ for 2016 through 2020 (EFAZ has been dissolved and funds fully distributed).
- ⇒ Submitted a request for corporate support to Arizona Public Service in 2017 (not granted but will be resubmitting early 2018)
- ⇒ Prepared and applied for the 2018 Maricopa County Combined Charitable Campaign.
- ⇒ Received a charitable donation from Beth Woodin's estate.
- ⇒ Received a charitable donation from Bonnie Bariola (sponsorship for 2019 Historic Preservation Conference in Prescott)
- ⇒ Received a \$7,000 grant from the Western Conservation Foundation in 2019 and \$13,000 grant in 2020.