



EXHIBIT

Board of Directors

January 19, 2016

Proposed Joint Project/Fundraiser Greater Green Valley Community Foundation (GGVCF) Green Valley Recreation, Inc. (GVR) & GVR Foundation (GVRF)

TITLE: 1st Annual INTERNATIONAL COMMUNITY SHOWCASE

THEME: 'Arizona Southern Comfort: Living Well Beyond Boundaries' (title placeholder)

RATIONALE:

The proposed collaborative project/fundraiser would be an informative and fun social, entertaining and educational event that generates a new revenue stream for the GVR Foundation (GVRF) and the Greater Green Valley Community Foundation (GGVCF). It will also stimulate economic development that benefits GVR and Greater Green Valley, plus elevate the profile of GVRF and GGVCF attracting new donors. Specifically:

- GGVCF and GVRF require new revenue streams in order to undertake a broad range of activities that meet their respective charitable purposes.
- GVRF and GGVCF need to reposition themselves to interest NEW DONORS. The Non-Profit Learning Institute (NPLI) Executive Roundtables and recent news articles report that the next generation of NEW DONORS are cause motivated.
- Economic development is essential to the future well-being of Greater Green Valley. The event will bring business and tourist interest to the local area.
- The economic corridor between Southern, Arizona and Mexico presents an opportunity for fundraising and economic development.

CONCEPTUAL FRAMEWORK:

The event is designed as a multi-pronged approach in three (3) distinct areas of community:

- **Collaborative Development:** GVR and GGVCF will be at the forefront of a new way of doing business through local and regional collaboration that can energize and rejuvenate Southern Arizona. This event will highlight those relationships, including cross-border interactions.
- **Social & Cultural Investment:** Social investment is a form of economic and cultural capital in which social networks are central to the common good. Encouraging the building of social capital fosters development of local communities.

- **Economic Development & International Community Philanthropy:** GGVCF, GVR and GVRF look to mobilize economic and human resources, information and ideas to build real networks of collaboration that support Greater Green Valley residents, communities and business interests. GVRF's Web Property idea, and GGVCF's Community Tours and Nonprofit Learning Institute (NPLI) regional outreach are opportunities that integrate resources in promoting local tourism in a constructive way. By leveraging the cache of participating organizations to capture the attention of seasonal visitors beyond that generated through normal business transactions will reinvest in Southern Arizona regional economic development.

PROJECT/FUNDRAISER TYPE:

- First time, two (2) day event
- Revenue generation opportunities:
 - Admission fees
 - Vendor fees
 - Sponsorships
 - Advertising
- Featured vendor types in Southern Arizona and Nogales, Sonora:
 - Cultural performances of indigenous people; youth and international talent highlighted.
 - Keynote and inspirational speaker series
 - Ethnic and international foods
 - Live musical performances
- Vendors:
 - local businesses
 - tourist sites
 - artisans
 - nonprofit organizations

VENUE: GVR West Center Campus

PARTICIPATING PARTNERS: GGVCF, GVR, GVRF (potentially more partners)

REVENUE SHARING PARTNERS: GGVCF & GVRF

DATE: March 11-12, 2017 (Saturday/Sunday)

- Held during peak season for 'snowbirds' and tourists
- Held during GVR Foundation's 2017 'Southern Arizona Senior Games'

RECOMMENDATION

Endorse moving forward with plans to host the 1st Annual INTERNATIONAL COMMUNITY SHOWCASE in March 2017 at GVR West Center in collaboration with the GVR Foundation and the Greater Green Valley Community Foundation as outlined in this Exhibit.