



Maryvale Revitalization Corporation

A 501(c)(3) non-profit corporation

January 2015

MRC Turns 10!

It was 2004. Dwight Amery was head of a neighborhood group, Maryvale U.N.I.T.E., Claude Mattox was City of Phoenix Councilman, and Jim Miller was Director of Real Estate for John F. Long Properties. Dwight was interested in leaving his current job and working full time to do what he loved best...serving the community and improving Maryvale. The City of Phoenix was considering a \$50 million bond to improve the area. Councilman Mattox and Amery set up a meeting with Miller to discuss setting up a new company to benefit the revitalization of the Maryvale area. With seed money provided by John F. Long Properties, Maryvale Revitalization Corporation (MRC) was born in January 2005.



Over the past ten years, MRC has made more than a dent in the social and physical revitalization of the Maryvale community. We've won WESTMARC's Best of the West Award for Service to Communities (2007) and Top Non-Profit Providing Service to Communities (2010). At least 1,038 homes have been improved, more than 30,000 graffiti sites have been covered and over 10,000 illegal signs have been removed. Since 2010, 644 youth have attended the Think Twice Curfew Diversion class – giving them a chance to understand the reasons behind City curfews. Our

Maryvale Merits Program has been adopted by the City of Phoenix and spread across the city. MRC has made six educational videos and provided both youth and adult leadership training classes.

Volunteer hours weren't tracked before 2010, but in just the past four years, MRC has had over 8,000 volunteers performing over 35,000 hours of service which can be valued at over \$685,000.

MRC is proud to present this Tenth Anniversary edition of our newsletter and celebration of ten years of service to the community.



Mission Statement:

Our mission is to promote and facilitate the revitalization of the Maryvale community.

Vision:

Our vision is a strong vibrant and inviting community that reflects its diversity and is respected and admired by the entire city. Strong enhanced relationships between all residents, the City of Phoenix, businesses, educators, non-profits, and our faith based community will foster a balanced approach to renewed pride, image, appearance and values. We believe this exciting journey will accomplish our vision of a better place to live, work, play and raise families.

2014 N U M B E R S	13	Jacori Rufus College Scholarships
	59	Think Twice Curfew Diversion Students
	80	Homes Improved
	100	Golfers Playing in Tournament
	110	Game Changers Teen Attendees
	165	Artists in Maryvale Cre8s
	175	Celebrate Maryvale! Attendees
	1,218	Volunteers
	2,979	Volunteer Hours Donated
	140,000 +	Books, Videos & Music CD Delivered
	\$59,580	Value of Volunteers Hours



Jacori Rufus



Nancy Santos receiving her Jacori Rufus Scholarship at the *Celebrate Maryvale!* breakfast.



Councilman Valenzuela goes way up in sky for golf ball drop sponsored by Red Mountain Retail Group.

2014 Jacori Rufus Memorial College Scholarship Charity Golf Tournament

One hundred golfers came to Maryvale Golf Course for the fundraiser which provides scholarships for worthy Maryvale area students. For the third year in a row the event raised over \$20,000 for the fund. Golfers enjoyed lunch at Macayo's Desert Sky following the event, where silent auction and raffle winners were announced.



This year's event included a ball drop sponsored by Red Mountain Retail Group . The winner received \$1,200—of which the winner donated \$700 back to the fund.

Major sponsors were Quik Trip, USA Pawn, Red Mountain Retail Group and Hooters West Phoenix.

The Jacori Rufus Memorial Scholarship Fund was cre-

ated in 1999, not only to honor the memory of Rufus, but to help local youth achieve their goal of attending college.

To date, the fund has provided 32 student scholarships .



Celebrate Maryvale! Dignitary and Awards Breakfast

MRC hosted this 19th annual event honoring community leaders, youth and businesses.

The event, sponsored by Red Mountain Retail Group, was held in April at Ak-Chin, Desert Sky Pavilion.

Awards for Proof Positive, Educating Excellence, Business of the Year, Maryvale Hero, Woman of the Year and Man of the Year were presented at the event. The event hosted 175 attendees and had a great meal provided by Macayo's Desert Sky.



Keynote Speaker Ariel Arismendez



Items on sale at the event!



2014 Maryvale Woman and Man of the Year
Crystal Hamilton Jose Lopez



Congressional Flag Presented to Veteran



Game Changers Teen Conference and Leadership Events 2014

The 2nd Annual Game Changers Teen Conference was held in 2014. It included two Captains' Dinners at Macayo's Desert Sky, in addition to the conference at Grand Canyon University. Over 100 youth attended the full day event at GCU, which featured Miss Arizona 2014, Arlin Guadian, as keynote speaker. The teen captains helped select breakout session topics for the day, and experts on the subjects spoke during the sessions.

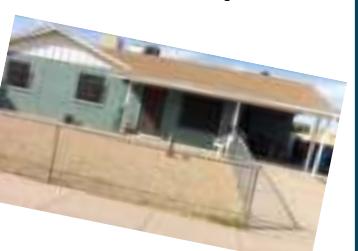


The Captains' Dinners featured several business leaders who volunteered to act as mentors to the attending youth.



Community cleanups are another part of our Curb Appeal program.

2014 saw a number of homes being improved in the community.



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MRC coordinated and helped host the Maryvale-Estrella Mountain Police Precinct community appreciation event in November 2014



More Pictures From 2014



Removing graffiti in the community.

Educational Videos

MRC continued its work in providing educational videos to the community.

In addition to completing the filming on Bullying, which drew over 1,500 hits on YouTube in three weeks, we started filming Dangers of Underage Drinking. In 2015 we'll begin the Human Trafficking video.



Part of Game Changer Planning Team

Maryvale Cre8s Art Program a Huge Hit!



Musicians on display at Ak-Chin Pavilion.

In 2014, MRC kicked off the expansion of our Urban Art Program by renaming it Maryvale Cre8s—starting the year with dozens of youth painting eight life-size musicians. They were displayed at Ak-Chin Pavilion, and over 200,000 concert goers saw the artwork. Tim McGraw even autographed his figure while he was there in concert this year!



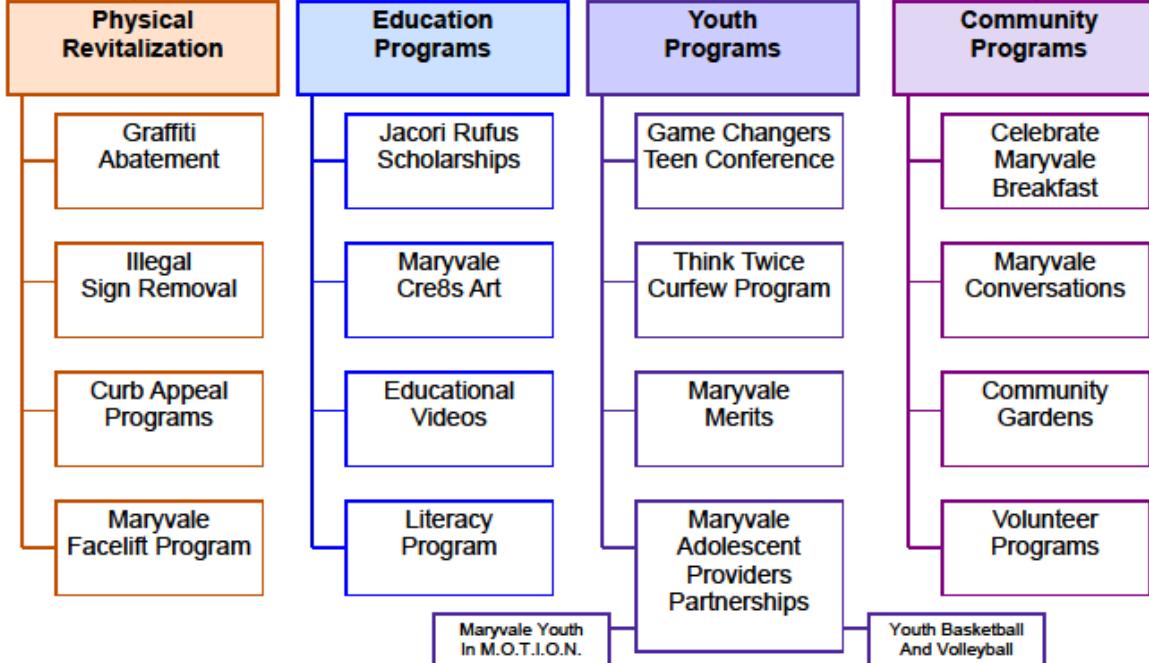
Other Cre8s events included painting bowling pins, creating golf ball animals, repairing and remodeling clocks, creating ceramic tile art, painting 55 gallon steel drums as artistic trash cans and cutting some in half as decorated planters. Additionally, tires were painted as planters as were regular planters for our community gardens. Posters were created and provided artwork at Maryvale Hospital and Palo Verde Library, and MRC hosted painting classes at Maryvale Community Center and Desert West Park. 2014 also saw the start of free painting classes for all ages (artists have ranged from 3 to 59) at Hooters West Phoenix.

In order to help raise funds for additional projects, Artwork was sold at the *Celebrate Maryvale!* breakfast and at the Jacori Rufus charity golf tournament. 2015 will see the beginning of youth crafts days. Not only are the participants learning and creating the artwork, but beautifying Maryvale in the process.





Maryvale Revitalization Corporation Programs & Activities



MRC continues to work in the Maryvale community. We also have programs that stretch across Phoenix and the Valley of the Sun. *Come join us to help those in need!*

2015 is kickoff of Friends of MRC Council!

Under the leadership of Live Nation's Brandon Sirochman, and help from Bryan Haverkorn and Jeff Gauvn, the Friends of MRC Council has been created. The group is a wide cross section of the community including former MRC Board members, business leaders and dedicated community advocates. The group will focus on helping MRC with in-kind donations, provide program and event support, review current programs for improvement along with possible new programs. They will also help with smaller scale fundraisers for MRC in the community. Brandon said, "Looking forward to making an impact with this group. I am excited myself!". His co-vice chairs echo that excitement..