



CEO HIGHLIGHTS

An Overview of Recent Activities, Operations, and Initiatives Conducted For & On Behalf of GVR Members and the Board of Directors (As of January 15, 2016)

I. Community Outreach & Public Relations

- A. Boundary Expansion – Six homes within our “new boundaries” joined GVR in 2015 - showing a demonstrated interest in GVR and its amenities.
 - Casa Primavera/Canyon View – 1
 - Colonia Real – 1
 - Madera Reserve I – 2
 - Madera Reserve II – 3
- B. We have also welcomed 16 new homes into GVR membership from within previously voluntary deed restricted HOA’s.
- C. **GVR Foundation [GVRF]**
- D. The GVR Foundation has realized success in its annual campaign and near total success in reaching its goal to fully fund eligible MAP award recipients. With one more push for support the Foundation will be able to meet the needs of eligible members applying for a grant from the Members Assistance Program. We are thankful for the generosity shown by our community. The foundation is grateful for a \$6,000 grant awarded by the Country Fair White Elephant in support of the Members Assistance Program, a donation of \$4,000 from the Rose Society of Green Valley and additional income from Jim Click Automotive, Good to go Vending, Kroger and AmazonSmile.
- E. The new GVR Foundation tri-fold brochure is available at all GVR Social Centers and delivery has begun to local organizations whose participants may show interest in supporting our programs and services.
- F. Representation of the GVR Foundation will be seen at the GV/S Chamber of Commerce 2016 Business Expo/Taste of the Valley and Fit & Fun Day.
- G. Distribution of *Southern Arizona Senior Games* catalogues to former Senior Games participants, sponsors, coordinators, GVR Social Centers and registration has begun. We are thankful to our 2016 sponsors:

1. At the Copper Level: Green Valley Recreation, Inc., GVR Foundation, Kino Landing & Country Fair White Elephant.
 2. At the Gold Level: Arroyo Gardens, Arizona Oncology, Caremore and Santa Rita Outpatient Therapy.
 3. At the Bronze Level: Acra Construction, Bill's Home Service , Green Valley Cooling & Heating, Green Valley Plumbing, Green Valley-Sahuarita Chamber of Commerce & Home Watch Care Givers.
 4. Location sponsors include: Cactus Lanes, Continental School District, Copper Fitness, Quail Creek, Torres Blancas Golf, Town of Sahuarita Parks & Recreation and Triple Play Golf.
 5. Media sponsors include: Green Valley News, KGVY
- H. **Engage!**, a collaboration of GVR, the GVR Foundation and Casa Community Services, is off to a striking start. The program has three elements: a free class on how to live a longer and healthier life, participation in a Senior Lunch Program for nutritious meals and social activities, and Adult Day Services for GVR members at a discounted rate (up to ten visits at \$20 per day as opposed to \$62 per day). The first class "Engage in your Well-Being" was held January 11 and participation was beyond expectation – hoping for a class of 12 participants the January 11 class realized 41 participants.
- I. GVR will host a Volunteer Showcase in January along with the Green Valley Sahuarita Volunteer Clearinghouse. This 9th annual complimentary event invites individuals to learn about volunteer opportunities available at over 50 regional non-profit organizations, including GVR.

II. Marketing & Communications

- A. **Internal staff operational guidelines for GVR Media & Public Relations and GVR Advertising** have been drafted. Once finalized, these important documents will guide how the GVR Corporation's staff responds to requests for information from the public and media, and will define guidelines for accepting paid advertising.
- B. **GVR Now!** The February 2016 issue is underway. The issue features a joint column on GVR financial stewardship by CEO Blumenthal and GVR Board President Joe Gunton.
- C. **GVR A&E on VisitTucson.org:** GVR's performing arts series will be listed permanently on the popular VisitTucson.org website, which actively promotes the arts food and entertainment in Southern Arizona. Promotion of GVR's performances to the greater Tucson area will raise awareness of the outstanding performances at GVR, and help promote ticket sales to a wider audience.
- D. **Branding Workshop for Clubs:** A one-hour workshop will be held on Jan.28 to assist GVR clubs with using and applying the new GVR Clubs & Activities brand.
- E. **Website:** website architecture for the new GVR website has been developed and staff is working with GVR's contract webmaster to provide content and images.
- F. **GVR's 2016 Fee Schedule Card** has been delivered and is available for realtors, interested members and GVR promotional events.

- G. **GVR's Advertising Program** options for 2016 are being explored. Possible advertising opportunities and advertising rates will be defined, and development of sales sheets and options will follow. There is great potential for advertising revenue from offering advertising opportunities in our Leisure Course Catalogues, Performing Arts Programs, electronic reader boards, and event and facility sponsorship.
- H. **E-Marketing:** GVR continues its engagement with members and visitors on Facebook. GVR now has 556 followers on Facebook. Viewing of our Facebook pages is highest on weekends and between 7-9 am and 5-6 pm. The monthly post with the greatest organic reach and click-throughs was the Jan. 12 posting of Arizona Public Media's new video on the GVR Camera Club with 412 views.

III. Recreation & Leisure Services

- A. **Fit & Fun Day and an Open House** for homeowners within GVR's newly expanded boundary is scheduled for Sunday, January 31 at the Las Campanas Social Center from noon to 3 pm. This complimentary and open to the public event showcases much of what GVR has to offer including clubs, leisure classes, sports, aquatics programs, arts and entertainment, Senior Games, the GVR Foundation, volunteers and much, much more!
- B. **2017 GVR club facility reservation holds** were completed in time for the January 8th club workshop. Annual GVR/Club Contracts have been distributed to Club presidents.
- C. **Class offerings included in the GVR winter catalog** total 295 individual class titles with 696 class offerings and 51 new class titles!
- D. **Winter Session of Leisure Classes** had 3,713 registered participants totaling \$49,693.00 (88.5% in-person/phone/mail vs. 11.5% online), as of January 8. Popular demand has necessitated the addition of classes including Basket Weaving, Ceramics and Gourd Art.
- E. **Fitness Center orientations** have increased in demand! In December, Fitness Orientations at GVR's six fitness centers were at full capacity. Canoa Ranch and Las Campanas experienced classes with attendance twice the ordinary size due to "drop-in" attendees.
- F. **CPR and AED training** among members is on the rise. Normal classes have approximately eight registrants. At the December 2015 training, we realized 23 attendants.
- G. **Volunteer Table Talks** hosted by GVR numbered 10 in the month of January. These one-on-one talks are designed to help volunteers keep up to date on current GVR policies and programs while allowing them the opportunity to share their own ideas and opinions.
- H. **Customer Service**
 - 1. To better serve GVR patrons additional registration stations were set up at West Center on Saturday January 2 through Wednesday January 6 for Tenant Card processing and class registration. The registration process was expedited and we

provided a more spacious and comfortable atmosphere for our GVR members and tenants.

2. Estimated # of Tenant Cards processed as of January 2 = 226 at West Center.
3. Estimated # of Tenant Cards at all centers combined = 327.
4. We welcome Roger Hubbard, formerly a custodian at GVR, to our Member Services Coordinator Staff where he will help to serve members visiting our GVR offices.

IV. Performing Arts

- A. **GVR Live!** ushered in the New Year with a sold out performance by *The Broadway Boys*. December performances also included *Ricky Nelson Remembered*, *Ken and Brad Kolodner* and *A Very Merry Pops* with the Tucson Symphony Orchestra – demonstrating our ongoing success in presenting a wonderful mix of artistic diversity for our patrons.
- B. **GVR Live!** Is proud to collaborate with the University Of Arizona School Of Music by presenting a new music series, *UA Musicians on Tour*. *UA Musicians on Tour* gives both graduate and undergraduate students the opportunity to perform in a professional venue and increase their opportunities for performance experience.
- C. **GVR Live!** Special Event Series *Sunset Serenades*, GVR's new fall outdoor concert series, showed great success with three sold out events!
- D. **GVR at the Movies!** continues to show new movie releases including *Mr. Holmes*, *The Man from U.N.C.L.E.*, and *The Intern*.
- E. **Performing Arts Program Volunteer Training** continues through April 2016. These training sessions have been very successful and we are benefiting from a large number of new volunteers who offer their support to the GVR Live! Performing Arts Season.
- F. **Education and Outreach** programs are vital and continue to present performances at Silver Springs and recently facilitated an outreach program at Wade Carpenter Middle School in Nogales, AZ.

V. Finance

- A. **2015 October, November and December financial statements** have been reviewed by the Fiscal Affairs Committee and are posted as Exhibits for the January 19 Board meeting.
- B. **Total combined reserves** (Operating: Capital Replacement; Initiatives & Innovation) are funded at \$6,487,500 as of December 31, 2015.

VI. Facilities

- A. **David Jund** was selected as GVR's new Director of Facilities, effective January 1, 2016. David has worked for GVR for 6-1/2 years and brings a strong background and knowledge in facilities maintenance management to the Director position. He is a team player with a positive attitude who shares our Corporation's leadership vision of

maintaining and enhancing a vibrant, cutting-edge, financially sound, and member-centric GVR.

- B. **Work Orders** – Facilities staff completed 5,047 work orders in 2015.
- C. **South Abrego**
 - Work continues on the additional new grass Volleyball court at South Abrego. Poles, nets and new perimeter fencing will be installed over the next few weeks. Other amenities will be installed throughout the month of January
- D. **Casa Paloma I**
 - To provide safer surroundings at Casa Paloma I, new pathway lighting has been installed in a low light area.
- E. **Desert Hills**
 - New pool deck drains are being replaced at Desert Hills.
- F. **Canoa Hills**
 - A major water leak in the main hot water supply line at Canoa Hills has been repaired.
- G. **Canoa Ranch**
 - A new commercial-grade pool lift chair was installed at Canoa Ranch.
- H. **Santa Rita Springs**
 - A severe blockage in the drains of the Santa Rita Springs Clay Studios was cleared.
- I. **Continental Vista**
 - One of the pool “Heat Exchanger” units failed at Continental Vista and it has been replaced.
 - New plumbing is being installed to improve water flow. This should not affect member’s use of the pool.
- J. **Las Campanas**
 - New pool deck drains are being replaced at Las Campanas.
- K. **Landscaping**
 - GVR has procured a Brush Chipper for use by our landscape crew to reduce costs and avoid frequent and time-consuming trips to the landfill in Sahuarita.