



Bisbee Mining & Historical Museum, *in association with the Smithsonian Institution*

# Newsletter

Issue #75, Winter 2016

## Nonprofits - What are we?

I don't have all the answers, I'm a nonprophet! Despite the misspelling... do you really know what a nonprofit organization is? According to [www.nonprofit.pro](http://www.nonprofit.pro), there are legal definitions and there are common perceptions of what people mean when they refer to an organization as nonprofit (excerpted here). Let's start with perceptions.

A nonprofit is a tax-exempt organization that serves the public interest. In general, the purpose of this type of organization must be charitable, educational (= us), scientific, religious, or literary.

Legally, a nonprofit organization is one that does not declare a profit and instead utilizes all revenue available after normal operating expenses in service to the public interest.

A nonprofit organization can have members, can offer products and services, needs revenue, should market itself, and must be concerned about customer satisfaction whether in those it serves or in those who contribute donations in support of the nonprofit's operations, programs, and services. The public expects to be able to make donations to these organizations and deduct these donations from their federal taxes.

When I first started working as the Museum Director for the Bisbee Council on the Arts & Humanities, the nonprofit governing authority of the Museum, a good friend and mentor gave me very simple, but very necessary, advice: a nonprofit that doesn't turn a profit doesn't stay a nonprofit for long! A nonprofit is a business that must serve the public interest and it will succeed or fail as any business will, depending on how well it is operated.

## Arizona Nonprofits: *Economic Power, Positive Impact*

OK, we've acknowledged the not- and non-element of nonprofits, but that doesn't mean that nonprofits are insignificant in Arizona's economic grand scheme of things. *Arizona Nonprofits: Economic Power; Positive Impact (2016)*, a study by the Phoenix Philanthropy Group, the ASU Lodestar Center for Philanthropy and Nonprofit Innovation, the Alliance of Arizona Nonprofits, and the L. William Seidman Research Institute, is an eye-opener as to the nonprofit contributions to Arizona. Thank

you Laurel Kimball, my friend and founding member of the Phoenix Philanthropy Group, for allowing us to share this information. Based on this report...

Did you know that there are more than 21,000 nonprofits registered in Arizona?

Did you know that in 2014 our nonprofit sector generated more than \$22.4 billion to Arizona's gross state product?

Did you know that despite our exemption from corporate income tax, nonprofits directly and indirectly generated approximately \$2.1 billion in state and local taxation?

Did you know that nonprofits are Arizona's 5<sup>th</sup> largest non-government employer and are responsible for 364,266 direct and indirect paid jobs and directly pay more than \$7.7 billion in wages?

Did you know that 1 in 16 jobs in Arizona is in a nonprofit?

Arizona's major nonprofit sectors are human services (23.7%), public and social benefit (20.3%), religion (19.3%), and education (12.4%). Did you know that arts, culture and humanities follow with 7.9%, the 5<sup>th</sup> largest nonprofit sector?

Did you know that Arizona's arts, culture, and humanities nonprofits contribute \$318.6 million to the gross state product?

Did you know that despite our exemption from corporate income tax, arts, culture, and humanities nonprofits directly and indirectly generated \$24.5 million in state and local taxation?

Did you know that our arts, culture, and humanities nonprofits provide 5,036 paid jobs and directly pay \$191.5 million in wages?

Summed up in these impressive numbers, our 'nonprofits make Arizona an attractive place to live, visit, and do business. Nonprofits are the trusted vehicles through which Arizonans express their values.'

Learn more about our nonprofits at [www.aznonprofitimpact.org](http://www.aznonprofitimpact.org); share this information with your friends - its impressive!

## What do nonprofits have to do with me?

Socially, nonprofits have a profound influence on our lives, especially mine. I was born in one, baptized in another. Once, a long time ago in the pages of my personal history, I was a

***The educational mission of the Bisbee Mining & Historical Museum is to preserve and communicate the history of and historical ideas upon individuals and community life. The Museum encourages visitors to re***



Brownie Scout. I travelled the world with my family through nonprofit sponsorship. I was educated in a number of them and received numerous scholarships from nonprofits allowing me to complete my university degrees. Nonprofits made me healthy when I was sick, married me to the father of my son, and have given me solace and direction when confused. Throughout my career I have worked for nonprofits, which have allowed me to pay my bills and raise my son with dignity and respect. I am a member of and serve on the boards of numerous nonprofits, helping my community. Nonprofits sustain my creativity and humor and sooth my soul through arts and culture. Nonprofits have molded who I am and have given me a life I love. What about you?

## So... What does our nonprofit Museum actually do?

As a public trust, the Bisbee Mining & Historical Museum is a community history museum and we deeply believe in our role in our community. As common traditions fade, we assumed the stewardship of teaching our community and visitors to our community the importance of not only preserving our history, but understanding the history we seek to preserve and to make sense of the lessons it offers today.

As one of our community's primary cultural institutions, we also play a central role in the economic well-being and revitalization of our community. With the closure of its copper mines in the 1970s, Bisbee reinvented itself by capitalizing on its history and beautifully preserved architectural landscape and aligning itself with the growth of Arizona's tourism industry. Today's Bisbee prospers because of this transformation and the lively diversity of its residents, whose creative energy is rooted in a powerful blend of historic preservation and the arts. This is the interesting split personality of a community history museum such as ours: honoring our sense of place, yet paying our bills as a tourism attraction.

To accomplish our mission and goals, we partner with many local, state, and national organizations both to sustain the unique sense of place of the community in which we live and work and to enhance the tourism experience. We are proud to be part of the "best historic small town" in the nation as voted upon by the USA Today poll this year!

## OK... What have we done in our public interest?

With only a couple of staff to get things done (2.65 FTEs to be precise!), we thrive through partnerships with others who like to do fun and interesting projects! Here's a few projects we've done over the years.

### ▪ Historic Preservation:

Beginning with museum rehabilitation projects, over the years we have raised the funding for and have partnered with the State Historic Preservation Office, Phelps Dodge Corporation, the Copper Queen Library, and the City of Bisbee to replace the leaky corrugated steel roof with copper, have done exterior windows/doors rehabilitation, added new and upgraded electrical systems, new rest rooms, brought the building into Americans with Disability Act compliance, added new security systems, and installed new energy-saving climate control for our national landmark building.

Looking outside our walls, we undertook to restore the urban 'pocket park' in which we are located to it's 1930's beauty. For the Grassy Park Revitalization Project we partnered with Freeport Minerals Co., Copper Queen Branch, City of Bisbee, University of Arizona Waterwise Program, and Bisbee residents and businesses. The result: the park is now an welcoming environment for play, picnicking, relaxation, chess and checkers, and is enjoyed by our families and visitors alike. Gracing the newly restored park are numerous artworks by local artists.

### ▪ Exhibition:

In creating our award-winning exhibit *Digging In: Bisbee's Mineral Heritage*, we partnered with the Smithsonian Institution, Phelps Dodge Corporation, National Endowment for the Humanities, Cleveland H. Dodge Foundation, Institute of Museum & Library Services,



**Bisbee, Arizona. Long a world-class, copper-mining center, Bisbee's history traces the effects of industrial history**  
**cognize the similarities and differences to their own lives and to tie our shared past to our present.**

Cochise College, Arizona State University, the University of Idaho, and Southwest Scenic Industries. As a follow-up project, we designed and constructed the *Digging Deeper* Interpretive Center at the open-pit overlook, partnering once again with the Smithsonian Institution and Freeport Minerals Co., Copper Queen Branch. Having learned so much in our partnership with Smithsonian Exhibits, we decided to use that experience to redo the exhibition *Bisbee Urban Outpost on the Frontier*. Keeping with the original story (which is excellent), we partnered with the Arizona Office of Tourism and Scenic Industries to bring new life to our interpretation to the story of an urban outpost on the Western frontier. We have also created a number of small, temporary exhibits at the Copper Queen Library and the Copper Queen Hotel.

#### ▪ Programming:

Although combining 'kids' + 'summer vacation' + the 'museum' in a single thought would not be my idea of a brilliant combo pack, perhaps the most fun I have had in years was last year's Museum Boot Camp, a two-week summer camp for kids. Finding an absolutely delightful set of kitchen utensils that were made into kazoo instruments in our artifact collections, the kids and I created the 'Qusical Cooking Museum & Exhibition,' combining our historic kazoo kitchen instruments with the collection of instruments we created out of egg beaters, whisks, pie tins, spoons, graters, you name it! We also initiated the highly interactive and totally fun hide-and-seek game in the Museum's exhibits! In this effort, we partnered with the Copper Queen Library and the Learning Experiential Activities Program.

In partnership with KBRP Radio, Museum research Docent Charles Bethea hosts the Copper Chronicles, a syndicated weekly radio stories of Bisbee history that he researches, writes, and narrates.

#### ▪ The Museum's Website:

Accessibility to information in our collections is a priority for us, so through a number of internships with the University of Arizona, South History Program, a wonderful and dedicated group of graduate students worked on creating a keyword searchable database for our oral history collection. This collection of over 460 first-person narratives are now available on our website - [www.bisbeemuseum.org](http://www.bisbeemuseum.org) in our members-only section. Also available is our 6-mm film collection. Coming soon.... we are working on adding approximately 14,000 archival images from our photographic collection, also with accompanying keyword search capability!

#### ▪ Tourism:

Again partnering with KBRP Radio, the Museum researched, designed, and produced self-guided Bisbee Historic District Walking Tour guides with QR code links to Copper Chronicle stories (highlighted in our last newsletter).

In an unusual partnership, the Museum and the City of Bisbee Visitors Center have looked at today's economic reality and have brought back a Visitor Information Office to the Historic District by sharing the Museum's front office, the 1914 Paymaster Office. We are also sharing the expense for an Office Manager to assist both the Museum Director and the City's Tourism Manager! The Bisbee Chamber of Commerce is also working with us to keep the Visitor Information Office open on weekends and Federal holidays.

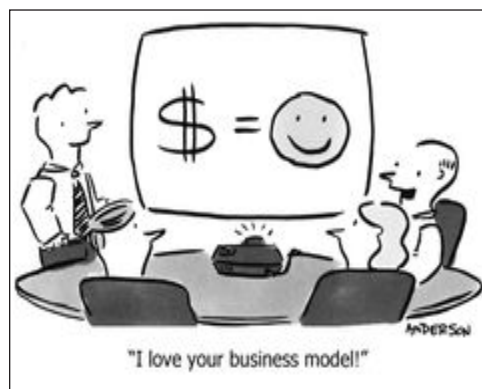
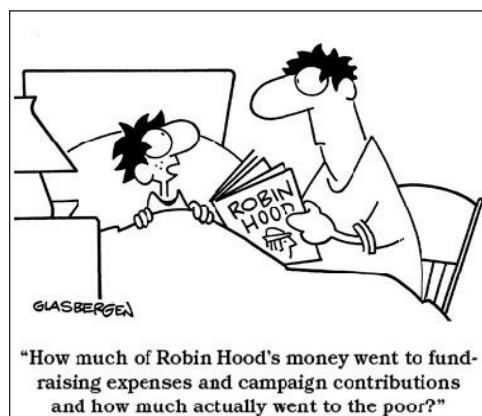
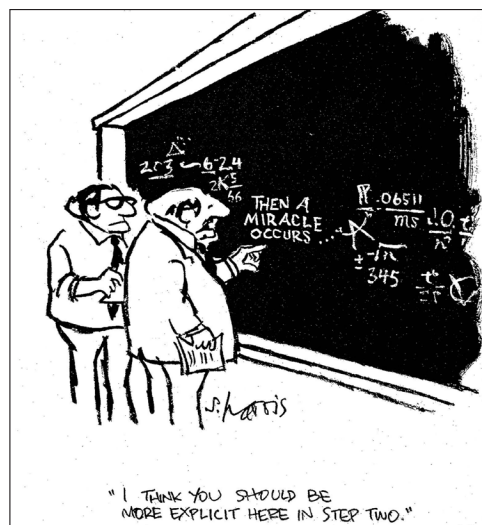
A new initiative now underway, spearheaded by the President of our Board of Directors and newly elected Mayor, David Smith, the Bisbee Council on the Arts & Humanities will serve as nonprofit umbrella for the creation of the Bisbee Arts & Culture District. For this initiative, dial up your Facebook and stay tuned!

#### ▪ Collegial

The Museum founded Cochise County Museum Association and developed a small museum curriculum for Cochise College Lifelong Learning Center. One final fun partnership, the Museum assisted the Anivachchi Rescate y Resguardo de la Cultura, Historia y Tradicion del Municipio de Naco, Sonora, Mexico in establishing their museum!

***These are some of the activities your membership has been supporting!***

Carrie Gustavson, Director



## Heritage Keeper Members

Chris & Gretchen Bachman • Justice Financial • Jack Ladd • The Warne Foundation

**Remember us in your will & in your estate planning.  
A bequest can perpetuate your annual gift!**

Let's say your annual gift to the Bisbee Mining & Historical Museum is \$500, the entry level into our Heritage Keeper membership status. A bequest to us of just \$10,000 can be endowed so that it distributes approximately \$500 each year (5% of the principal) to support our work. Even a small bequest, when endowed, can have a significant impact on funding our important programs. Ask us about the many endowment opportunities available to you and how you can create a meaningful legacy through a well-planned charitable bequest. For further information, contact Carrie Gustavson, Director, at (520) 432-7071 or by email at [carrie@bisbeemuseum.org](mailto:carrie@bisbeemuseum.org) for details and references.

**We would like to thank the following for their wonderful support**

**Alice Metz Bequest**

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**Joy & John Timbers Bequest**

**Nonprofits... What are we & what do we do...**



**Bisbee, Arizona 85603  
PO Box 14**



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