



**MESA REGIONAL
FOUNDATION**
FOR ACCESSIBILITY, DIVERSITY & INCLUSION

Annual Report FY 22/23

mesaadi.org

MESSAGE FROM OUR BOARD CHAIR

Mesa is a community that values and respects its diverse cultures and is committed to ensuring a more accessible and inclusive city.

The Mesa Regional Foundation for Accessibility, Diversity, and Inclusion actively supports the commitment demonstrated by the City of Mesa. From our “Level Up” Summer Camp that provides neurodivergent youth with professional pathways and social development through game design; to our Student Tourism Exploration Program, which inspires Mesa’s future hospitality workforce by introducing students to career opportunities within the industry; our foundation proudly stands alongside the city's ambitious mission to create an environment where dreams can take flight and aspirations find their home.

As we march forward, we continue to break down barriers, cultivate understanding, and ignite the spirit of inclusion. Embracing cutting-edge technology and purposeful education, we are shaping a tomorrow where everyone can thrive. Join us in this transformative endeavor, as we forge a brighter, more inclusive path for the city we love and the world beyond.

Dedicated to Service,
Ron Williams



Join us in our
mission of
becoming the
most accessible
and welcoming
city in the nation

WHAT WE BELIEVE

The foundation mission and vision statements, along with 8 core values will guide the foundation's programming and fundraising efforts moving forward.

BOARD OF DIRECTORS

Executive Committee:

Ron Williams, Chair || Laura Capella, Vice Chair || Vanessa Gonzalez, Secretary || Julie Herman, Treasurer || Alison Brooks, President

Members of the Board

Andrea Alicoate || Marc A. Beasley || Gabrielle Buckley || Lance Fite || Marc Garcia || Alana Chávez Langdon || Jacob Martinez || Rodney Reese || Nadia Khalighi || Brett Heising || Kate Yordi || Dan Radacosky



MISSION

To celebrate diversity and promote a more accessible and inclusive community



VISION

The Mesa region is universally regarded as one of the most accessible, inclusive and welcoming communities in the nation.



VALUES

Transparency - Innovation - Efficiency - Acceptance - Unbiased - Non-partisan
Meaningful - Influential



HIGHLIGHTS & MILESTONES

Added 6 new board
members

October 2022 - May 2023

S.T.E.P. Program
Kick Off

OCTOBER 2022

Strategic Planning Session

OCTOBER 2022

2nd Annual Camp Level Up

JUNE 2023



Spectrum IPA
Launched

APRIL 2023

Spectrum IPA Downtown
Mesa Happy Hour
Celebrating World Autism
Awareness Day

APRIL 2023



PERFORMANCE



Website

Visitors

2,209

Page Views
4,812

Subscribed
160



Facebook

Page Reach

35,074

Page Visits
853

Followers
158



Instagram

Page Reach

5,956

Page Visits
349

Followers
136

Paid ad reach
32,929
Paid impressions
59,657

Donation Total
\$128,462

S.T.E.P. Enrollment : 53

Camp Level Up Enrollment: 31

STUDENT TOURISM EXPLORATION PROGRAM



EXPANSION OF THE S.T.E.P. PROGRAM TO FIVE MESA AREA HIGH SCHOOLS



The Mesa Regional Foundation for Accessibility, Diversity, and Inclusion is thrilled to have completed another successful year with the Student Tourism Exploration Program (S.T.E.P.). This esteemed program has expanded its reach and now encompasses five prominent schools in Mesa: Dobson, Red Mountain, Westwood, Mountain View, and East Valley Academy. A generous contribution from Amazon assisted in making this expansion possible.

Running from October 2022 to April 2023, S.T.E.P. offered participating students an extended period to immerse themselves in the world of tourism and hospitality. Throughout its duration, students visited important Mesa destinations including Phoenix Mesa Gateway Airport, Sloan Park, Augusta Ranch Golf Course, and Mesa Arts Center. These excursions served as valuable learning opportunities, allowing students to gain firsthand experience and insights into the operations of diverse tourism and hospitality establishments.

As a result of their participation in S.T.E.P., the measurable outcomes have been exceptional. An impressive 80.4% increase was observed in students' understanding of the responsibilities of a Destination Marketing Organization (DMO). Moreover, there was a significant 30% increase in students' comprehension of the profound impact tourism has on their community. The feedback from students has been overwhelmingly positive, as indicated by the unanimous agreement of 100% of participants who expressed their willingness to recommend S.T.E.P. to future students interested in pursuing careers in tourism and hospitality. This endorsement underscores the program's effectiveness in igniting passion and enthusiasm for the industry among young minds.

We look forward to expanding the program even further in the coming years.



MESA REGIONAL FOUNDATION FOR ACCESSIBILITY, DIVERSITY & INCLUSION

STUDENT TOURISM EXPLORATION PROGRAM





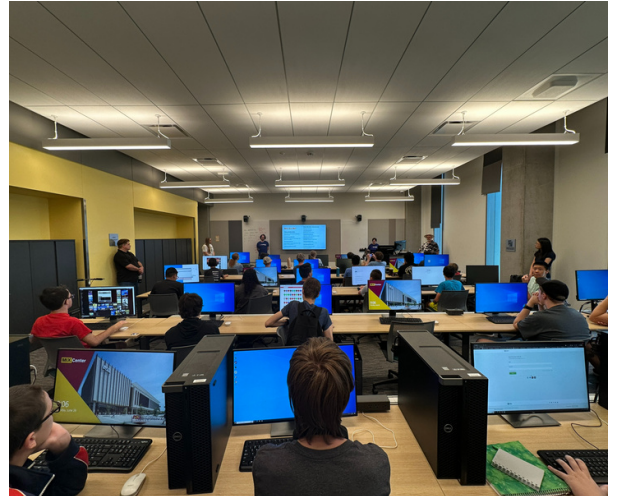
CAMP LEVEL UP CONTINUES WITH MORE STUDENTS AND SPECIALIZED TRACKS

Camp Level Up saw an even greater turnout this year, with 31 enthusiastic campers participating in the program. The increase in participants reflects the growing recognition and support for the camp's mission to empower neurodivergent youth.

In 2023, Amazon became a significant donor, generously contributing to the camp's expansion. With Amazon's backing, along with the continued support of the Abbett Family Foundation, we have been able to further develop and enrich the experience with customized learning and more onsite support.

In collaboration with Eline Studios, we have introduced new tracks for the campers, making the experience more tailored to the camper's interests and ability. Eline Studios' expertise has been invaluable in creating these specialized tracks, enriching the overall camp experience and providing campers with a more personalized learning journey. In addition, students are receiving onsite support from Arizona State University student workers who will be interacting with the students during the instruction, as well as the aftercare programming. This was made possible by a generous donation from the Abbett Family Foundation.

These updates signify our ongoing commitment to the growth and development of Camp Level Up. We look forward to adding more programs under the "Camp Level Up" umbrella this coming year.



CAMP LEVEL UP



My son gained skills to improve his productivity, social skills and technical skills, all while having fun with caring adults. I recommend Camp Level Up for students who enjoy gaming and want to improve their skill level.

- Camp Level Up Parent

Visit Mesa | ASU Herberger Institute | Endless Studios | Copa Health
Mesa Regional Foundation for Accessibility,
Diversity & Inclusion



MESA REGIONAL FOUNDATION FOR ACCESSIBILITY, DIVERSITY & INCLUSION

SPECTRUM IPA

Annually, to honor National Autism Awareness Month, Visit Mesa, 12 West Brewing, and Chupacabra Taproom issue Spectrum IPA. Released on World Autism Awareness Day, a portion of the proceeds benefit Mesa ADI.

New in April 2023, several downtown Mesa breweries and restaurants participated in Spectrum IPA Happy Hour, donating part of their proceeds to the foundation.





MESA REGIONAL FOUNDATION

FOR ACCESSIBILITY, DIVERSITY & INCLUSION

