

January 8 Memorial Foundation - CRITERIA

1. Broad Public Support: January 8, 2011 is a day etched into the consciousness of all Pima County residents that drew immediate international responses and support to Tucson. Three years later, the tragedy continues to resonate with citizens around the world. Local news media coverage has consistently demonstrated that the public is interested in how Tucson will be developing a permanent memorial. The Metropolitan Tucson Convention and Visitors Bureau has also confirmed that visitors to Tucson continue to express interest in the tragedy, request information on where the events took place, and ask about Tucson's plans for the memorial. A permanent Memorial downtown will demonstrate Tucson's commitment to remembering and commemorating the losses and the many heroes of that day. It will also provide an everlasting historical celebration of Tucson's commitment to publically share our unique spirit and the support we received throughout the world.

2. Has Regional Public Benefit: As demonstrated at other national memorials, Tucson's January 8 Memorial could attract visitors from around the world to remember what happened at Congresswoman Giffords' "Congress on Your Corner" and to commemorate Tucson's "Together we thrive" spirit. This tragedy was a historic event that was the first assassination attempt on a female member of congress, the first loss of a congressional staff member in the line of duty, the loss of a Federal judge, and the loss and wounding of so many local citizens. A significant downtown memorial should bring visitors to the historical, cultural, and governmental heart of our community and bring mutual benefit to all the other institutions and businesses in the region.

Other national memorial sites have demonstrated that these types of memorials are significant economic development generators with annual visitor counts ranging from 320,000 at the *United Flight 93 National Memorial* in rural southwestern Pennsylvania (Source: National Park Service) to more than 4 million at the *Vietnam Veterans Memorial* (Source: National Park Service)

3. Partnerships: The January 8 Memorial Foundation is currently in discussions with the following entities regarding partnerships in the development of the memorial:

- Pima County
- City of Tucson
- Rio Nuevo District
- Pima County Public Library
- Arizona State Library, Archives and Public Records
- The University of Arizona, Special Collections
- Tucson Pima Arts Council
- Tucson Museum of Art

4. Other Funding Sources or Matches: Once there is a commitment to the Memorial site(s), the following potential additional funding sources will be pursued: private local and national foundations, local and national corporate sponsors, federal appropriation, individual citizens.

5. Education and Workforce Training: The Memorial will provide national educational resources for communities dealing with similar tragedies with specific management tools, experiences, and stories to educate the public on how to prepare and manage similar events. There will also be educational resources for local schools to link students to lessons in civics, history, mental health, local government, and national debates on issues surrounding the tragedy. In addition, this event reinforced the value of training, practice, and communication

tools for first responders and will include resources to ensure that future similar events can be managed effectively.

6. Advances Board Adopted Principles of Sustainability and Conservation: The Memorial will support and demonstrate three specific aspects of the County’s program: “Preserve cultural resources” by restoring historic elements within the memorial scope; “Health and Wellness” by creating an inviting outdoor pedestrian oriented experience that will encourage individual physical and mental health; and “promote social well-being” through community spaces that will encourage healthy community interaction.

7. Previously Authorized Large-scale Bond Projects or Programs that are Now Short of Funding: NA

8. Phasing of Large Projects: The Memorial is envisioned as a multi-phased project with various components developed with other community partners. Once the sites are committed to the Memorial plan, a specific phasing plan will be developed in partnership with all participants and stakeholders.

9. Impact on Operating and Maintenance Costs for Governments and Commitment to Fund These Ongoing Costs: We are currently in discussions with several entities to develop a sustainable partnership to operate and maintain the memorial components.

10. Project or Program is a Capital Improvement, Not a Repair or Maintenance Project:

The Memorial will be a new capital improvement.