



PHOENIXIDA

Item 2

Phoenix IDA Concept Paper

Mission/Vision

Pilgrim Rest Foundation, Inc. (PRF) endeavors to be like a city that sits on a hill; a beacon of hope for all. To achieve its vision, PRF commits to provide services that meet the whole need of men, women, and families. In conducting this mission, PRF staff will treat people with love and appreciation with a level of sensitivity that will encourage humility. The purpose of this mission is to maximize the potential of every individual with whom the PRF staff interacts and serves. PRF is a relational organization where caring for others is a primary concern as well as the health and well-being of the people in our community. We do not just provide fish to eat, we want to teach people how to become fishermen!

Organization

PRF, which is the 501 (c)(3) entity of 100-year-old Pilgrim Rest Baptist Church, was founded in 1993. Since its creation, PRF has delivered critical services in the areas of education, human services, advocacy, and health and wellness. Through its Human Services Resource Center and Education Department, PRF provides both resources and knowledge to assist individuals and families in becoming self-sufficient. Programs include but are not limited to the following: benevolence applications (rental, mortgage and utility assistance), community education and events (It Takes a Village Lecture Series, Nurturing Parenting classes, Triple P (Positive Parenting Program), Education Summit), employment services, foster care and adoption, mobile food pantry distribution, annual Feed the Children event, bus passes for the homeless, seniors and the disabled, resources for returning citizens/ex-felons, financial literacy, Supplemental Nutrition Assistance Program (SNAP), Commodity Supplemental Food Program (CSFP), Volunteer Income Tax Assistance (VITA), Community Info and Referral Services and COVID relief assistance. Additionally, we provide ongoing access to additional community resources. Our community partnerships include but not limited to St. Mary's Food Bank, APS, ADHS, City of Phoenix, DES, DCS and Arizona State University.

Project Description

Pilgrim Rest plans to build a Dreamscape Experience environment to create a one-of-a-kind learning environment for children of color and the surrounding community. The Dreamscape Experience project was mutually conceived by Pilgrim Rest and Arizona State University Preparatory Academy leaders after their initial exposure to the environment on the ASU campus. The indescribable experience left everyone breath taken and undeniably committed to finding a way of including this academic tool in the new school project. This experience and subsequent conversations led to the invitation of several community leaders to explore the Dreamscape Environment, which yielded the same feelings.

The technology offered in the Dreamscape Experience environment is new and not widely available. It is best described as “virtual reality on steroids.” Unlike more traditional virtual reality, Dreamscape offers the uniqueness of environmental factors that stimulate all senses including touch. The interaction seems more real than virtual because there are touch and feeling sensations, not to mention the use of actual tools within the environment(s). It is as close to real life as possible to the point that your senses can almost be fooled.

This project is new. With the school projected to open in August of 2022, there is a short runway to get the Dreamscape Experience environment funded and built. The environment will not only provide a learning environment for students, but also the community. The environment will be used by ASU Monday through Friday, and the community-at-large on weekends.

Need for the Project

Several years ago, Dr. Michael Crow and the late Bishop Alexis Thomas and their respective staffs began discussions on how Arizona State University and Pilgrim Rest could expand its partnership beyond the Center for the Study of Race and Democracy’s Delivering Democracy Lecture Series, to create a sustainable model of collaboration to enhance ASU’s presence and encourage lifelong learning in our community. Those early meetings have culminated in the development of Arizona State University Preparatory Academy at Pilgrim Rest, which is the first PreK to sixth grade school in the ASU system. It is also the only school that will incorporate a model of STEM plus “The Arts” to emphasize culturally significant artistic expression and experiences to connect children to their history and propel them to their destiny.

The challenges faced by young students of color are well documented. According to an article published in U.S. News & World Report, July 2021, “Students with high suspension rates are significantly more likely to be arrested and jailed as adults, especially Black and Hispanic boys.” In planning for ASU Preparatory Academy at Pilgrim Rest, substantial conversations took place to recognize these facts and develop an understanding of what type of learning environment would be needed to minimize the risk of sub-par academic achievement and disproportionate disciplinary enforcement. The results of those conversations suggest that the school needed innovative technology, uncompromised academic standards, a peer leadership model, and cultural sensitivity training for administrative staff and teachers.

The desire to add a Dreamscape Experience environment to ASU Prep at Pilgrim Rest is critical to meeting one of the primary objectives of the school project, which is offering innovative technology to students who traditionally have not had access to these tools. By building the first known Dreamscape Experience environment in a public-school setting, ASU Prep at Pilgrim Rest will establish a new benchmark for urban school design and expectations. Dreamscape will enable teachers to challenge students in unprecedented ways by creating the opportunity to transport students anywhere in the universe without leaving their campus. Students will be able to visit ancient historical sites to have firsthand experiences with cultures, which have been lost to the hands of time. In addition, the environment will enable students to explore the deepest depths of the oceans and outer regions of space! There will be no limits to the means by which students of ASU Prep at Pilgrim Rest will have their imaginations opened to the possibilities presented to them through the academic learning potential offered in the Dreamscape Experience environment. Hence, is why it is imperative that PRF receives the funding to build it.

It was reported that when Dr. Michael Crow first experienced Dreamscape he immediately determined that ASU had to find a way to participate in this technology. This encounter not only confirmed the pursuit of Dreamscape, it also initiated the partnership between ASU and Dreamscape. Through this partnership, Pilgrim Rest was introduced to Dreamscape. The first encounter with Dreamscape was so overwhelming that the Pilgrim Rest and ASU Prep representatives had the same reaction as Dr. Crow. We agreed that we must find a way to incorporate the environment on the Pilgrim Rest campus to offer this incredible academic tool to students and the community.

Population to Be Served

Authorized by Arizona State University, ASU Preparatory Academy Pilgrim Rest is a Pre-K through 6th grade elementary tuition-free public school located in the historic urban Eastlake, downtown Phoenix neighborhood on the Pilgrim Rest community campus. Academic and personal growth of learners is supported by a school model rooted in a STEM + Arts (STEAM) approach with a cross curricular social emotional learning focus on student mentorship, leadership, and wellness. Music instruction such as band, music history and choral opportunities focus on the genre of Jazz complemented by a custom visual arts program exposing young learners to global artists and perspectives. At the core of all instruction and programming to support students is a culturally responsive pedagogy and a restorative, positive behavior intervention approach. The school is designed to serve 400 students. Current demographic enrollment counts reflect a population of 80% African American/Black, 15% Mixed, 3% Latin X and 2% White learners and approximately 40% of the students will receive free or reduced lunch.

The beauty of the Dreamscape Experience project is that it is limitless in the population that it will serve. Though the primary population served will be the students of ASU Prep at Pilgrim Rest, the environment will be open to other schools and the broader community. Furthermore, the impact of the Dreamscape Experience will transcend age, gender, race, disability, and socioeconomic status. In short, everyone will be able to benefit from this environment located in the Eastlake neighborhood. It is significant that such a technologically advanced environment would be in an historically African American neighborhood where marginalized people come for diverse types of assistance. In addition to the many needed services that are offered on the Pilgrim Rest campus, community members will be exposed to technology beyond the imagination of most!

The Dreamscape Experience may be experienced in separate ways to better accommodate individuals of various ages. In the moving virtual environment, it is recommended for individuals ten and over. The stationary environment provides more flexibility for users ten and older as well as younger users.

The Dreamscape Experience is the future of learning and exploration. It is remarkable that this technological gem could stimulate people of color, young and old, to a deeper understanding of science and technology from simply experiencing the environment. One visit will potentially change how a person thinks about the possibilities of using technology, specifically virtual reality.

Goals, Objectives, and Strategies

The goals for this project are simple. We seek to expose students, parents, and community members to science, technology, and history through the Dreamscape Experience. We anticipate that hundreds of individuals per week will use the environment. Educators will deploy various methods of engagement and academic interaction with the environment to stimulate learning on various levels and disciplines for students of ASU Preparatory Academy at Pilgrim Rest. More casual users from the general population may gain exposure to the environment to explore and better understand the depths of technological advancement.

Since there are limitless groups that can benefit from using the Dreamscape Experience, we will deploy strategies for marketing the environment to the community. Both the ASU and Pilgrim Rest web sites and social media outlets will offer opportunities to introduce Dreamscape to a wide audience of potential users.

In terms of retaining and impacting participation of the population served, it is difficult to imagine that anyone who is exposed to the Dreamscape Experience would not want to repeat it. There is no doubt that everyone who is afforded an opportunity to participate in the environment will tell multiple people about the experience, which will create a steady flow of community members seeking access.

Projected Outcomes and Related Indicators

Immersive technology (Virtual reality and augmented reality—Dreamscape features) provides both cognitive and motivational benefits in the educational setting. Immersive technology possibilities are endless and ever advancing, allowing for the latest experiences to be created to align to curricula and provide opportunities for personal and academic growth as a result of the Dreamscape tech enhanced experiences. The exposure to STEM technology and deeper engagement through immersive experiences for students would function as a motivator to learn more about STEM fields, fields where African American/Black representation is disproportionately low. In addition, the virtual and augmented reality options of Dreamscape also support activation of all modalities of learning involving all human senses to help further embed learning while increasing engagement and motivation. To further articulate the benefits of Dreamscape and connect to evidence-based outcomes in education, research has shown that families with high levels of science “Funds of Knowledge” typically gained through travel, educational and personal exploration of environment, a variety of at home experiences, and daily embedded conversations, increase student achievement by building a broad base of knowledge upon which to build new learning. Immersive technology is a tool to bring such

experiences to students and families they wouldn't otherwise experience, increasing core experiential schemas crucial to high levels of learning and achievement.

In alignment with ASU Prep's mission, "To design new models of success and raise achievement for ALL learners," ASU Prep Academy Pilgrim Rest is designed to meet the needs of African American, Black, Hispanic, and other students of color most traditionally marginalized and underserved by public education. It is with this mission in mind that we believe an immersive learning environment will help to close achievement gaps by engaging students in real-world experiences provided to students through this innovative technology.

The potential outcomes of this project are too numerous to quantify because there is no other model with which to compare. However, it is safe to assume that the ASU Prep at Pilgrim teachers will establish a methodology for measuring outcomes and objectives for determining how learning was advanced and or enhanced with exposure to the Dreamscape environment. The project outcomes and indicators will continue to evolve as Arizona State University develops more experiences through its partnership with Dreamscape. In this everchanging landscape, the measured outcomes and related indicators have the potential to exceed any standards that we currently have or imagine.

To meet the basic requirements of evaluation, ASU and Pilgrim Rest will develop a satisfaction survey to obtain data related to the experience of users of the Dreamscape environment and their desire for additional opportunities to experience the same or new environments or adventures. We will seek the participation of an independent department at ASU to evaluate the results of surveys to measure satisfaction and impact.

Collaborative Partners

Arizona State University is a significant partner in this endeavor because of its collaborative relationship with the architects of the Dreamscape platform. Our relationship with ASU is the conduit through which we were introduced to Dreamscape and provides us with the potential to influence the development of future experiences to further enhance the academic trajectory of the students at ASU Prep and potentially other schools as well.

Other organizations with whom we have endeavored to partner in this quest to improve the academic performance of students are:

- Arizona Diamondbacks baseball club (contributed \$100,000)
- Salt River Project
- Chicanos Por La Causa
- Arizona Public Service

We are currently seeking or will actively seek sponsorship from these organizations to complete the project. It is our desire to receive funds to directly contribute to the procurement of the hardware, software, licensing, equipment, infrastructure, and training to build and operate the Dreamscape Experience environment on the Pilgrim Rest campus. There may be other organizations from whom we solicit assistance in securing all contributions to complete this project. However, it is our desire to collaborate with partners with whom we already have a working relationship and who understand the unique needs of our community.

Implementation Plan

ASU Preparatory Academy at Pilgrim Rest will begin its inaugural academic year in August (2022). The space for the Dreamscape Experience environment is identified and ready for conversion. We understand the conceptual design needs for the space and have spoken with ASU personnel about the costs to build out the environment.

- Timelines
 - Identify location for Dreamscape environment March 2022
 - Begin installation of network cabling May 2022
 - Prepare space for Dreamscape transformation June 2022
 - Begin procurement process for equipment June 2022
 - Begin installation of infrastructure August 2022
 - Completion of Dreamscape environment November 2022

The timeline presented is contingent upon the availability of the equipment needed for the environment. ASU will provide the names of vendors and list of equipment for procurement. Pilgrim Rest will take responsibility for securing the orders and coordinating installation according to the proper standards and protocol. All required licensing will be coordinated between Pilgrim Rest and ASU/Dreamscape.

ASU staff has developed and installed a Dreamscape environment on the ASU campus, so they have the expertise to guide Pilgrim Rest through the same process. Pilgrim Rest will rely on ASU staff to assist in the procurement, installation, and training processes to get the Dreamscape Experience environment fully operational for use by ASU Prep and the community. The Administrator of Pilgrim Rest will be the liaison for the coordination of efforts between the two entities through completion of the project.

Sustainability

Pilgrim Rest is a fixture within the Eastlake community with resources to sustain the Dreamscape Experience environment. Notwithstanding its partnership with Arizona State University, Pilgrim Rest is vested in bringing programs to the community to provide transformational opportunities to children, youth and adults that continue beyond initial investments. PRF believes that money should follow its missions, not the other way around. Therefore, PRF is not interested in initiating any programs that it does not have the means to sustain without partnerships or collaboration, if necessary. The investment made to provide a Dreamscape Experience that will continue to build its academic applications and environments will enable students and parents with opportunities to learn about history and science for many years to come.

Budget

The project budget is \$500,000 to transform an existing room on the Pilgrim Rest campus into the Dreamscape Experience environment. The budget figure was provided by Arizona State University, but, to date, a detailed description of all procurement items has not been provided. Therefore, we cannot submit an itemized budget with line items expenditures for converting the space. We anticipate that these figures will be forthcoming within the next 30 days. In the meantime, please review the following items that are part of the project's procurement scope.

- Computer Servers
- Computers
- Digital Laser Projectors
- Virtual Reality Headgear, Hand Monitors, and Foot Monitors
- Software
- Infrastructure Enhancements
 - Flooring
 - Fans
 - Mist System
 - Railing
- Joysticks and other Devices

We are seeking \$100,000 from the Phoenix IDA to contribute to the \$500,000 cost to complete the project. To date, the Arizona Diamondbacks organization has donated \$100,000 toward this endeavor. We are also requesting a similar gift from Salt River Project, which is considering our request. We hope that the Phoenix IDA will assist us with making a challenge to Arizona Public Service for another gift of \$100,000. To complete the project, Pilgrim Rest Foundation is committed to an equal donation of \$100,000, plus other in-kind contributions.

BOARD OF DIRECTORS

Pilgrim Rest Foundation, Inc.

Richard D. Yarbough, President
Pilgrim Rest Foundation, Inc.

Jerry Barnes, Vice President
Pilgrim Rest Foundation, Inc.

Tracy Kennedy, Secretary
Intel

Herb Austin
Vanguard

Rita Tucker
Retired (Motorola, Inc.)

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date:

JUN 27 2002

PILGRIM REST FOUNDATION INC
1401 E MADISON ST
PHOENIX, AZ 85034

Employer Identification Number:
86-0885862
DLN:
502162016
Contact Person:
TERRY W BREWER ID# 31227
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Form 990 Required:
No
Addendum Applies:
No

Dear Applicant:

Based on information supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from federal income tax under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3).

We have further determined that you are not a private foundation within the meaning of section 509(a) of the Code, because you are an organization described in sections 509(a)(1) and 170(b)(1)(A)(i).

If your sources of support, or your purposes, character, or method of operation change, please let us know so we can consider the effect of the change on your exempt status and foundation status. In the case of an amendment to your organizational document or bylaws, please send us a copy of the amended document or bylaws. Also, you should inform us of all changes in your name or address.

As of January 1, 1984, you are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of \$100 or more you pay to each of your employees during a calendar year. This does not apply, however, if you make or have made a timely election under section 3121(w) of the Code to be exempt from such tax. You are not liable for the tax imposed under the Federal Unemployment Tax Act (FUTA).

Since you are not a private foundation, you are not subject to the excise taxes under Chapter 42 of the Code. However, if you are involved in an excess benefit transaction, that transaction might be subject to the excise taxes of section 4958. Additionally, you are not automatically exempt from other federal excise taxes. If you have any questions about excise, employment, or other federal taxes, please contact your key district office.

Grantors and contributors may rely on this determination unless the Internal Revenue Service publishes notice to the contrary. However, if you lose your section 509(a)(1) status, a grantor or contributor may not rely

Letter 947 (DO/CG)

PILGRIM REST FOUNDATION INC

on this determination if he or she was in part responsible for, or was aware of, the act or failure to act, or the substantial or material change on the part of the organization that resulted in your loss of such status, or if he or she acquired knowledge that the Internal Revenue Service had given notice that you would no longer be classified as a section 509(a)(1) organization.

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for federal estate and gift tax purposes if they meet the applicable provisions of Code sections 2055, 2106, and 2522.

Contribution deductions are allowable to donors only to the extent that their contributions are gifts, with no consideration received. Ticket purchases and similar payments in conjunction with fundraising events may not necessarily qualify as deductible contributions, depending on the circumstances. See Revenue Ruling 67-246, published in Cumulative Bulletin 1967-2, on page 104, which sets forth guidelines regarding the deductibility, as charitable contributions, of payments made by taxpayers for admission to or other participation in fundraising activities for charity.

In the heading of this letter we have indicated whether you must file Form 990, Return of Organization Exempt From Income Tax. If Yes is indicated, you are required to file Form 990 only if your gross receipts each year are normally more than \$25,000. However, if you receive a Form 990 package in the mail, please file the return even if you do not exceed the gross receipts test. If you are not required to file, simply attach the label provided, check the box in the heading to indicate that your annual gross receipts are normally \$25,000 or less, and sign the return.

If a return is required, it must be filed by the 15th day of the fifth month after the end of your annual accounting period. A penalty of \$20 a day is charged when a return is filed late, unless there is reasonable cause for the delay. However, the maximum penalty charged cannot exceed \$10,000 or 5 percent of your gross receipts for the year, whichever is less. For organizations with gross receipts exceeding \$1,000,000 in any year, the penalty is \$100 per day per return, unless there is reasonable cause for the delay. The maximum penalty for an organization with gross receipts exceeding \$1,000,000 shall not exceed \$50,000. This penalty may also be charged if a return is not complete, so be sure your return is complete before you file it.

You are required to make your annual information return, Form 990 or Form 990-EZ, available for public inspection for three years after the later of the due date of the return or the date the return is filed. You are also required to make available for public inspection your exemption application, any supporting documents, and your exemption letter. Copies of these documents are also required to be provided to any individual upon written or in person request without charge other than reasonable fees for copying and postage. You may fulfill this requirement by placing these documents on the Internet. Penalties may be imposed for failure to comply with these requirements. Additional information is available in Publication 557, Tax-Exempt Status for Your Organization, or you may call our toll free

Letter 947 (DO/CG)

PILGRIM REST FOUNDATION INC

number shown above.

You are not required to file federal income tax returns unless you are subject to the tax on unrelated business income under section 511 of the Code. If you are subject to this tax, you must file an income tax return on Form 990-T, Exempt Organization Business Income Tax Return. In this letter we are not determining whether any of your present or proposed activities are unrelated trade or business as defined in section 513 of the Code.

You need an employer identification number even if you have no employees. If an employer identification number was not entered on your application, a number will be assigned to you and you will be advised of it. Please use that number on all returns you file and in all correspondence with the Internal Revenue Service.

If we have indicated in the heading of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

Because this letter could help resolve any questions about your exempt status and foundation status, you should keep it in your permanent records.

If you have any questions, please contact the person whose name and telephone number are shown in the heading of this letter.

Sincerely yours,

STEVEN T. MILLER

Steven T. Miller
Director, Exempt Organizations



March 1, 2022

**Mr. Juan Salgado
Phoenix IDA
PO Box 10439
Phoenix, AZ 85064**

Dear Mr. Salgado,

It was such a pleasure meeting you at the ASU Dreamscape Experience. Thank you for taking such a genuine interest in the important school project to establish ASU Prep - Pilgrim Rest on the campus of Pilgrim Rest Baptist Church.

For the last year, I have served on a community advisory committee that has assisted Principal Heidi Alexander and other members of the committee with connections to local schools, community leaders and potential supporters. It is our collective mission to ensure that this new school receives generous support to fulfill our promise that children of color from our community that will attend this school will have every possible resource to ensure a safe, holistic and supportive educational environment.

We intend to create a school that inspires these students with cutting-edge curriculum and culturally relevant art, music and creative programming. We will challenge the students to be their very best with leadership development opportunities in partnership with the students, community and their families.

The ASU Dreamscape Project is the jewel of the many important programs we have planned for this important new school. We will believe that these projects will do so much more than a playing field for kids in our community. We believe that the immersive and unique concepts will help these students reimagine a world of possibilities for themselves, their families and future generations.

To that end, the Arizona Diamondbacks Foundation is proud to pledge the first \$100,000 charitable gift as a challenge to our community. Together, we can create a school where students explore education in new and exciting ways that challenge the status quo and push each and every student to new heights.

Celebrating the 100th Anniversary of Pilgrim Rest makes this an ideal time and location to join hands and do something powerful in this community! Thank you for considering my request!

Sincerely,

Debbie Castaldo, SVP Corporate and Community Impact