



ANTHEM MUSEUM

Keeping the history of Anthem in perspective

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Facility Master Plan Project

Anthem Museum

Why

Soon Anthem will be 25 years old. It is hard to believe. The ACC should plan, and I expect will plan, a wonderful birthday party for Anthem. What better way to celebrate than with the grand opening of the Anthem Museum. The museum could take many different shapes and designs, but my idea keeps it simple with no capital costs, some labor on the part of the ACC staff and board, and no ongoing operational expenses other than normal cleaning and maintenance.

What

Most people think of a museum as a building or set of rooms with artifacts scattered around for all to see and read. The artifacts are usually tied to a time-period or theme. My suggestion for a museum is slightly different; instead of a single building or room, I propose the museum be dispersed among the Civic Building and the Community Center. The artifacts should be well identified so that a story can be told, or a memory relived. At some future time, maybe when space becomes a premium, the artifacts could be moved to a dedicated set of rooms.

How



As it turns out, the museum has already been started. Most notable are the Anthem 20-year anniversary timeline, the AVM quilt and the 15th anniversary quilt on display at the Civic Building. If you look

around the buildings, there are several other artifacts including an overcrowded trophy case at the Community Center, an American flag and various ceremonial plaques. In the offices at both buildings are various maps and topographical information illustrating how



Anthem evolved over the years. In the "graveyard storage area" there are several pictures and other artifacts that have already been donated to Anthem, but not yet on display. What is necessary to bring this project forward is a concerted effort by the staff and board to solicit more artifacts from the residents and businesses of Anthem that have been around and are considered staples of Anthem.



Costs

There will be marketing costs associated with the 25th Anniversary Celebration. Either a token amount of funds could be seeded from the Enhancement Fund or they could be managed through the operating budget. I would not recommend anyone be hired or anything be built for the museum. Rather, existing staff should be allowed to work on the project under the leadership of a project manager to keep the effort on track. I anticipate between now and January 2024, that approximately 750 labor hours would be required, which is an average of only 10 hours per week of the existing labor pool.

Community Impact

By January 2024, the official start of the 25th anniversary, Anthem and the surrounding area will likely look different. The TSMC plant will be completed (or very near completion), the outlet mall may well be in bankruptcy if something doesn't radically change, the city of Phoenix will likely annex the I-17 frontage area of Anthem on the East side for all the business tax revenue and there will be many new housing developments in the area with new names and large amounts of people. Basically, the Anthem brand and community will be diluted as the City of Phoenix continues its movements north along I-17. Therefore, in order to remember the evolution of Anthem and the many wonderful aspects of Anthem, a memory and history needs to be developed so that future generations can share the history before it is lost. I recommend that the museum not become a room that someone charges admission, but rather it is casually enjoyed by all the residents at no charge as they use the Community Center and the Civic Building.

Marketing Plan

First to be completed would be the collection and storage of the various artifacts from the community. They should not be limited to pictures and photos but could be as elaborate as a reproduction of the giant golf ball that was on display at the corner of Anthem Way and Gavilan Peak while the Welcome Center was located there. Also, Pulte may have artifacts, documents original deeds, etc. Recorded testimonials from original owners could also be incorporated. Next would be the development of the 25th anniversary logo and anniversary celebration. Last would be completing displays, developing stories and building a museum brochure that could have a walking path of the museum artifacts. I would suggest the 25th Anniversary not be an event on one day in 2024, rather it is an all year planned set of events that would include among other things, the roll-out of the Anthem Museum.

Summarized Project Plan

1	Collect Artifacts; ACC and Board to advertise the collection or memorabilia, etc.
2	Inventory current artifacts, both in storage and on display
3	Determine an organization strategy for the museum for both buildings
4	Develop 25 th Anniversary Logo
5	Order marketing materials, give-aways, etc.
6	Determine 25 th Anniversary celebration and opening of the museum
7	Develop touring roadmap for the museum that describes the items
8	Move or install various artifacts and items
9	Advertise museum and 25 th Anniversary