



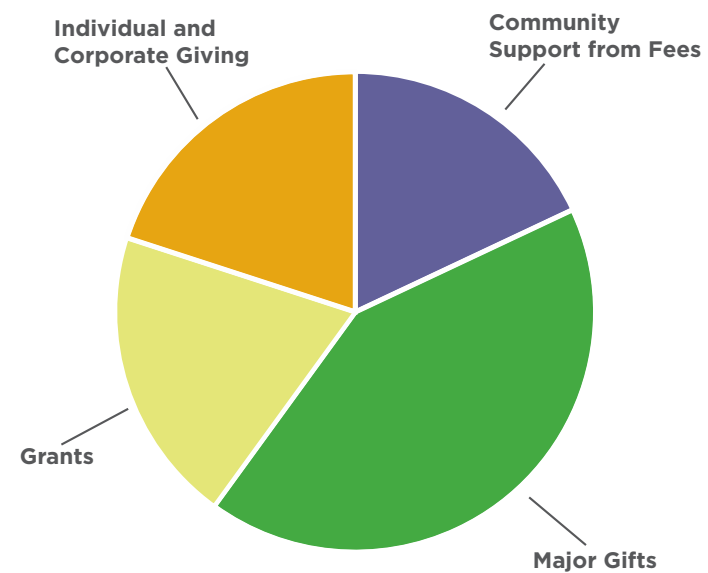
Dear Jones Center friends,

I'm truly honored to be serving in my second year as Executive Director of The Jones Center. I am so pleased to be working with such a dedicated and talented staff. Under the guidance of The Jones Center's Board of Directors, we continue to focus on providing quality services and facilities, supporting programming that provides for the needs of diverse communities, developing partnerships that support the Jones Legacy, and creating a world-class sustainable organization. We appreciate our loyal patrons and the Northwest Arkansas community for supporting this Center and continuing Bernice's vision. **YOUR** investment in The Jones Center will ensure our programs continue to operate at the high standard of quality our guests have come to expect and enjoy. As Bernice always said, "The Jones Center is here for you!"

Sincerely,
Matthew Tronzano, Executive Director

The operating expenses for The Jones Center were \$2.3 million in 2009.

Fiscal Year '09 Funding Sources



We are grateful to The Jones Trust for providing The Jones Center's beautiful building and campus that enables us to serve Northwest Arkansas. The Trust maintains the facilities and grounds, and pays all utilities and maintenance costs. Their generosity means every dollar raised by The Jones Center goes to providing crucial programs which enhance our lives.

The Trust's gift continues the legacy established by Harvey and Bernice Jones. In addition, The Jones Center receives support from foundations, corporations, individual donors and community support through fees.



About The Jones Center

The Center's purpose is to provide crucial educational, cultural, recreational, economic and civic programming for all ages, races and socioeconomic status. Through the Center's core initiatives, we strive to be a catalyst of social awareness and change.

Organizational Goals

- Provide quality services and facilities.
- Support programming for our diverse community.
- Develop partnerships that support the Jones Legacy.
- Create a world class sustainable organization.

Strategic Priorities

- Facilitator in region for community issues.
- Provide a broader range of classes.
- Provide structured youth programming.
- Secure corporate sponsorships to secure ongoing community investment.
- Become a National Model.
- Continue to build strong business and community partnerships.

"The Jones Center is an important community amenity that has made a tremendous positive difference in the lives of innumerable families." - The Economic Impact of The Jones Center by the University of Arkansas Sam M. Walton College of Business

The Center of Community

The Jones Center's recreational, educational and entertainment facilities and programs under our one roof are unmatched. They include: a junior size Olympic pool, a fun pool, the region's only ice arena, gymnasium and indoor track, a fitness center, walking trail and a community park. In addition, we're pleased to offer family friendly events and programs as well as hosting your child's birthday, family reunions and school field trips.



Spring Break Week

Spring Break Week at The Jones Center is an exciting week of national acts and special live performances for children of all ages. Spring Break Week attracts 20,000 - 30,000 visitors and encourages them to "Learn, Play & Belong". Our goal is to provide area children and their families in the NWA region, elementary through middle school age, with a quality week full of entertaining and engaging events and activities.

Summer Youth Academy

In 2009, The Jones Center launched Summer Youth Academy, an eight week interactive, educational and recreational program for children ages 9-12. The Academy is an identified need as reported in Governor Beebe's Task Force on Best Practices for After-School and Summer Programs. The day camp featured themed weeks with a structured curriculum including: Art, Drama & Stage, Cooking for Kids, The Great Outdoors, Sports & Fitness and Science. Nearly 500 children participated throughout the summer. An estimated 60% of the students enrolled were considered low income with some special needs children.



Backpack Day

1,500 backpacks were delivered to targeted Springdale schools filled with essential school supplies. These backpacks help ensure the children and families have all the proper materials they need to excel in education.



The Center of Education

The Jones Center is the One Center for fitness, water aerobics and exercise & wellness. Some of our unique offerings include: CPR certification, child birth education, water exercise, and basic life support. The Jones Center provides enriching educational opportunities for adults and children, including access to technology vital in today's world. Our self-enrichment courses include a variety of computer classes, recreational dance & fitness classes and hobbies.

The Center of Business

The Jones Center's approach to serving the multi-faceted needs of the community result in growth, not just for individuals, but for your business/organization. We offer a conference center, meeting rooms with full A/V capabilities, auditorium, and on-site catering for your next business meeting.

The Team Adventure Center provides a wide range of experiential opportunities, prompting creative thinking, team building, and the development of other critical skills for your business/organization. The Team Adventure Center's certified staff will work with you and your team to customize a training to meet your desired outcomes and objectives.

