



## Heritage Business Membership Criteria

To be eligible for our Heritage Business Membership program, and therefore be featured on our website, a business or organization must meet the following criteria:

- Be located within the boundaries of the proposed National Heritage Area
- Be open to the public
- Incorporate one of the ten themes of the proposed National Heritage Area by encouraging the preservation, promotion and education of the theme in the daily business operations. There should be a clear and obvious connection to the theme.
  - Sky Islands and Desert Seas
    - Businesses that offer tour guides for hiking or horseback riding; museums highlighting desert ecosystem; organizations hosting festivals tied around the theme; lodging whose marketing is closely tied to the theme
  - Streams in the Desert
    - Parks and preserves focused on streams; organizations hosting festivals tied around the theme; lodging whose marketing is closely tied to the theme
  - Bird Habitats and Migration Routes
    - Lodging geared towards birding; businesses that offer birding tour guides; parks and gardens highlighting birding; organizations hosting festivals tied around the theme (Fiesta de los Aves, etc.)
  - Native American Lifeways
    - Museums; Native American communities and events; traditional arts such as basket weaving and jewelry; destinations featuring ruins or rock art; organizations hosting festivals tied around the theme (powwows, arts and crafts festivals, etc.); lodging whose marketing is closely tied to the theme
  - Desert Farming
    - Locally owned farms, orchards, and other producers, such as wineries; restaurants and grocery stores featuring locally grown produce; farms with guided tours; organizations hosting festivals tied around the theme (wine festivals); lodging whose marketing is closely tied to the theme
  - Ranching Traditions
    - Locally owned ranches; restaurants and grocery stores featuring locally raised products; ranches with guided tours; Dude Ranches; destinations or museums highlighting ranching; organizations hosting festivals tied around the theme (annual rodeo, etc.); lodging whose marketing is closely tied to the theme
  - Spanish and Mexican Frontier
    - Missions and presidios; museums; organizations hosting festivals tied around the theme (Anza Days, etc.); lodging whose marketing is closely tied to the theme
  - Mining Booms

- Businesses that offer tours to mining ghost towns; museums; organizations hosting festivals tied around the theme; lodging whose marketing is closely tied to the theme
- U.S. Military Posts on the U.S. Mexico Border
  - Museums; organizations hosting festivals tied around the theme; lodging whose marketing is closely tied to the theme
- U.S. Mexico Border Culture
  - Organizations hosting festivals tied around the theme (mariachi, etc.); lodging whose marketing is closely tied to the theme

**NOTE:** Membership fees for the Heritage Businesses program are **not tax deductible** because you are getting a service in return (marketing).

**Multiple Listings:** Heritage Businesses that fall under more than one category (heritage lodging, heritage outings, or heritage foods) may only be listed under one category. To be listed under multiple categories, where eligible, a heritage business will receive a 25% discount off the second heritage business membership listing.

Heritage Lodging

1 - 15 room	\$100
16 - 30 rooms	\$275
31 - 100 rooms	\$350
101 - 250 rooms	\$500
+250 rooms	\$1,000

Heritage Outings

Visitation +300k/year	\$500
Visitation 100k-300k/year	\$300
Visitation <100k/year	\$200
Nonprofit attraction	\$150

Heritage Foods & Dining

<20 seats	\$100
20 - 50 seats	\$150
+50 seats	\$250
Heritage farms/ranches/producers	\$150