



Creating a future that includes the cultural traditions, historic places, working landscapes, and natural treasures of the Santa Cruz Valley!

The Santa Cruz Valley Heritage Alliance is a 501 (c) 3 non-profit organization dedicated to connecting people to the cultural, historic, and natural treasures of the Santa Cruz Valley through education, preservation and promotion of its unique resources. The Heritage Alliance is the local, grassroots organization that will manage the proposed Santa Cruz Valley National Heritage Area.



www.santacruzheritage.org

Santa Cruz Meanderings:

News from the Santa Cruz Valley Heritage Alliance

Volume 1, Issue 1

June 2007

Grijalva and Giffords Introduce National Heritage Area Bill

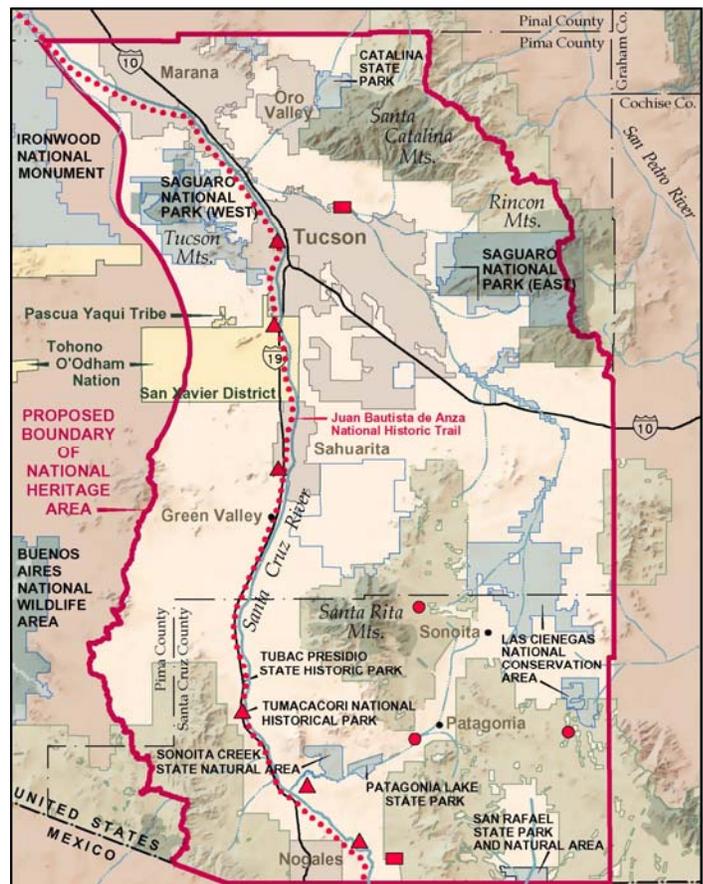
The Santa Cruz Valley Heritage Alliance applauds Congressman Raúl Grijalva and Congresswoman Gabrielle Giffords for introducing legislation to designate the Santa Cruz Valley as a National Heritage Area. The Santa Cruz Valley National Heritage Area Act was introduced in the U.S. House of Representatives April 17th, and identifies the Santa Cruz Valley Heritage Alliance as the management entity for the National Heritage Area. The Heritage Alliance will assist residents, government agencies, non-profit groups and private partners to collaboratively plan and implement projects that preserve and celebrate the defining places and cultural traditions of the Santa Cruz Valley.

Obtaining congressional designation is an opportunity for residents and visitors to promote and celebrate the diverse cultural heritage and inspiring natural wonders of the Santa Cruz Valley. From the missions dotting the Santa Cruz River, to the mosaic of Native American ruins, to the rich natural heritage of wetland cienegas and Sky Island mountains, the Santa Cruz Valley is a nationally distinctive landscape that warrants protection, promotion and celebration.

Designation as a National Heritage Area will boost nature and heritage tourism and provide federal, local and private funding help to protect and promote the cultural and natural treasures of the Santa Cruz Valley.

The National Park Service describes a National Heritage Area as a place "where natural, cultural, his-

toric and recreational resources combine to form cohesive, nationally distinctive landscapes arising from patterns of past and present human activities shaped by geography." With its combination of cultures, history, languages, traditions, and landscapes, the Santa Cruz Valley is just that!



The non-regulatory boundaries of the proposed Santa Cruz Valley National Heritage Area include communities from Nogales to Marana.

A Note from the President of the Board of Directors

Welcome to the first issue of the Santa Cruz Valley Heritage Alliance's newsletter, *Santa Cruz Meanderings*. We want to keep you informed about the good things happening with our organization and throughout the Santa Cruz Valley.

After years of hard work, we are pleased to announce that our National Heritage Area bill was introduced in the House by Congressman Grijalva and Congresswoman Giffords. Our April 11th press conference announcing the legislation at Tumacácori National Historical Park was wildly successful with over 130 people in attendance. We are hopeful that the legislation will proceed rapidly through the Subcommittee on National Parks, For-

ests and Public Lands, of which Congressman Grijalva serves as Chair. As the bill progresses, we will need you to fax letters of support to your elected officials in Washington. See page 3 for contact information.

We have launched a membership campaign to allow you to become an integral part of this grassroots effort. Please consider becoming a member and help us preserve and promote the special places, stories and traditions of the Santa Cruz Valley. We now have an on-line membership feature - simply visit our award-winning website www.santacruzheritage.org and select the DonateNow button to join today.

Be sure to take a moment to read the article on page 7 about our Heri-

tage Foods Program. The Santa Cruz Valley celebrates a long and abundant tradition of agriculture, and the list of heritage foods is impressive. Heritage foods can be found at local farmer's markets, restaurants and farms.

We welcome your input, comments and questions. Please stay in touch with us by calling Vanessa Bechtol, our Programs Manager at 520.429.1394 or send us an email at info@santacruzheritage.org. In the meantime, we will continue to keep you, our supporters, donors and partners, informed through future issues of this newsletter and through our website at www.santacruzheritage.org.

- Paula Schaper, President



Visit our website to learn about streams in the desert, such as the Sonoita Creek, above. *Streams in the Desert* is just one of the ten distinctive stories of the Santa Cruz Valley National Heritage Area.



Heritage Alliance hires first staff position

The Santa Cruz Valley Heritage Alliance is pleased to announce the January hiring of Vanessa Bechtol as Programs Manager. Vanessa is responsible for implementing nature and culture heritage programs, managing community relations, and working closely with the Board of Directors to obtain congressional designation as a National Heritage Area.

Vanessa joins the Alliance with several years experience working with landowners, community leaders, and elected officials in the shared pursuit of preserving southern Arizona's rich natural and cultural heritage. Vanessa earned her Bachelor of Arts in Latin American Studies and Master of Science in Planning from the University of Arizona.

Vanessa can be reached via email at vanessa@santacruzheritage.org or via phone at 520-429-1394.



Featured member from our Board of Directors

Ora Mae Harn, Vice President of the Board of Directors for the Santa Cruz Valley Heritage Alliance, is our featured member of the Board. Ora is the former Mayor of the Town of Marana and is often referred to as the Matriarch of Marana due to her effortless work to improve the quality of life in Marana. She is also recognized as a leader in corporate and political communities throughout the region.

"The root of Marana's heritage is the Santa Cruz River," says Ora, "which is why I joined the Board of Directors of the Heritage Alliance in 2002."

"People and industry came to Marana from the south along the Santa Cruz River. To understand our history we need to look at the whole Santa Cruz Valley history. I want to be a part of telling that story, and that is what the Santa Cruz Valley Heritage Alliance is all about."

Ora Mae Harn can be reached via email at ora@santacruzheritage.org.



A few of our 2006 accomplishments

From organizational capacity building to designing a logo, to seeking federal designation as a National Heritage Area, the Heritage Alliance's remarkable accomplishments in 2006 can be attributed to the quiet yet persistent work of its Board of Directors. The successes of this all-volunteer board and the diversity of its membership speak volumes to the broad community support for balancing the preservation and promotion of the Santa Cruz Valley.

Among the capacity building accomplishments in 2006 include: hiring our first paid staff person, estab-

lishing an office in Tucson, securing long-term financial support, and holding a strategic planning workshop for the Board of Directors.

In May 2006 we hosted our largest fundraiser yet, with nearly 200 people joining us at the historic Arizona Inn. At the fundraiser the Heritage Alliance received three-year funding commitments from the Town of Oro Valley, the Town of Marana, the City of Tucson and Pima County.

The August 2006 Strategic Planning workshop resulted in the identification of numerous potential heri-

tage projects to focus on in 2007 (see page 4), and concluded with the selection of our logo and adoption of our mission statement: *Connecting people to the cultural, historic, and natural treasures of the Santa Cruz Valley through education, preservation and promotion of its unique resources!* As we move forward in 2007 and beyond, this mission statement will guide our work, from project selection to community outreach.

The new Heritage Alliance logo was designed by the board at the 2006 Strategic Planning workshop.



Contact Congress to support the national heritage area legislation

Call to action: do your part to designate a Santa Cruz Valley National Heritage Area!

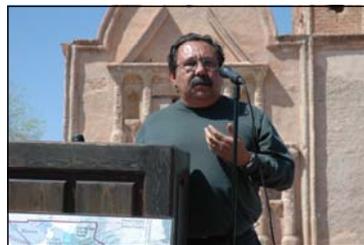
Although getting the designation bill introduced in the House of Representatives is an immense and triumphant hurdle we've crossed, we've only just begun! As congressional hearings are set and the Heritage Alliance continues to coordinate with our congressional leaders, we urgently need your support to get legislation introduced in the Senate. Hearing from constituents is the best way to encourage our Senators to make this legislation a priority. You can help by writing to Senators Jon Kyl and John McCain, urging them to sponsor legislation in the Senate to designate a Santa Cruz Valley National Heritage Area, and to make this bill a priority.

Write your Congressional leaders today and ask them to support the designation bill. ***Faxing is the easiest and quickest way to get your letters to Congress.*** Also be sure to thank Congressman Grijalva and Congresswoman Giffords for co-sponsoring legislation in the House.

A few points to highlight:

- Broad community support—every local government, tribe, state park, and federal land-managing agency within the proposed boundaries supports the designation.
- Participation is voluntary.
- Boundaries are not regulatory, and will not impact private property rights, land use zoning, property taxes, or the right to renovate or remove existing buildings on private property.
- Designation supports heritage-based economic development.

Contact the Heritage Alliance at info@santacruzheritage.org or (520) 429-1394 for more letter writing pointers.



Contact:

The Honorable Jon Kyl
U.S. Senator for Arizona
730 Hart Senate Bldg.
Washington, DC 20510
Phone: (202) 224-4521
Fax: (202) 224-2207

The Honorable John McCain
U.S. Senator for Arizona
241 Russell Senate Office Bldg.
Washington, DC 20510
Phone: (202) 224-2235
Fax: (202) 228-2862

The Honorable Raúl Grijalva
U.S. Representative, 7th District, AZ
1440 Longworth HOB
Washington, DC 20515
Phone: (202) 225-2435
Fax: (202) 225-1541

The Honorable Gabrielle Giffords
U.S. Representative, 8th District, AZ
502 Cannon House Office Building
Washington, DC 20515
Phone: (202) 225-2542
Fax: (202) 225-0378

2007 Program Goals

Obtaining federal designation as a National Heritage Area is our top priority for 2007, but that isn't stopping us from charging ahead with heritage projects. Check out some of our program goals for 2007.

Kino Fruit Tree Project

The Kino Heritage Fruit Trees Project, managed by the Arizona-Sonora Desert Museum, aims to research, locate, propagate and re-establish historically-accurate fruit cultivars to the mission orchard area.

From a cultural history perspective, the establishment of European-style orchards and fields by Spanish missionaries catalyzed a process of agricultural transformation for native Tohono O'odham and Sobaipuri farmers. These trees represented a critical part of the fusion of cultures that took place on mission lands around the Greater Southwest.

The Arizona-Sonora Desert Museum has partnered with Desert Survivors Nursery to propagate cuttings taken from historic stock of black mission fig, white pomegranate and quince trees for re-planting the orchard at Tumacácori National Historic Park. Reintroducing Spanish-era stock into the orchard and mission gardens will directly contribute to the interpretive, educational, and preservation objectives of the mission of Tumacácori NHP, as well as the mission of the Heritage Alliance.



Jesús Garcia and Ann Rasor plant the first Kino heritage fruit tree at the Tumacácori orchard, March 2007.

Jesús Manuel García-Yáñez, Arizona-Sonora Desert Museum, at (520) 883-3089 or jgarcia@desertmuseum.org.

Pascua Yaqui Culture on Website

With the support of a generous grant from the Pascua Yaqui Tribe, we'll be adding a cultural education component to our website. Among the first features on the website will be the history and culture of the Pascua Yaqui (Yoeme) in the Santa Cruz Valley. We are also hoping to compile the history and culture of the Tohono O'odham people. To honor our cross-border connections, we will provide a new page on our website featured in Spanish.

Heritage Foods

The combination of the region's rich history in agriculture, dating back 4,000 years, and the fact that culinary tourism represents nearly 20% of all tourism in the U.S., make the Heritage Alliance's *Heritage Foods Program* a natural fit for our mission. We are exploring several projects to celebrate and learn about the region's heritage foods and agri-tourism opportunities. See page 7 for a more detailed description of the Heritage Foods Program.

Reaching Out

Community participation is what enables the Heritage Alliance to successfully preserve and promote the cultural and natural treasures of the Santa Cruz Valley. From public meetings, to special presentations, to exhibits at local events and festivals, we strive to reach out to every community and interest group in the region.

With the legislation to designate a national heritage area now in Congress, and new heritage projects in the works, we encourage you contact us if you would like a presentation to learn more about the Santa Cruz Valley National Heritage Area, the role of the Heritage Alliance as the management entity, or one of the heritage promotion projects in which we are involved.

Whether you are an interested member of the community, a business owner, an elected official, agency staff, a nonprofit organization, or a representative of a stakeholder group, we look forward to scheduling a presentation or a Question & Answer meeting with you.

Join Today!

Your support is needed to carry out our program goals for 2007 and continue coordinating with our Congressional leaders to pass the legislation designating a Santa Cruz Valley National Heritage Area.

Please use the enclosed envelope to make your tax deductible donation and become a member today.

We are also looking for opportunities to participate in public meetings and exhibit at local festivals and other public events. Call or email us today! (520) 429-1394 or vanessa@santacruzheritage.org.

Explore the Heritage Experiences of the Santa Cruz Valley

The Heritage Alliance is pleased to announce the launch of our **Heritage Experiences of the Santa Cruz Valley** map and brochure, which identifies heritage destinations throughout the Santa Cruz Valley. The *Heritage Map* is the first of its kind, highlighting various heritage destinations that tie into the ten distinctive themes or stories of the proposed National Heritage Area.

Residents and visitors alike can use the map to experience sky islands and desert seas, streams in the desert, bird habitats and migration routes, Native American lifeways, desert farming, ranching traditions, the

Spanish and Mexican frontier, remnants of mining booms, U.S. military posts on the Mexico border, and the U.S.-Mexico border culture.

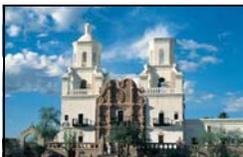
Although the Heritage Alliance has a limited number of *Heritage Maps* to distribute, we are working hard to raise funds to cover printing costs for additional prints so we can widely distribute the region's first map dedicated to the historic, cultural, and natural treasures of the Santa Cruz Valley! For more information or to learn where you can get a copy of the *Heritage Map*, email the Heritage Alliance at info@santacruzheritage.org.



The Heritage Experiences Santa Cruz Valley Map identifies heritage destinations throughout the Santa Cruz Valley. From wine tasting and bird watching, to the Titan Missile Museum National Historic Landmark, the opportunities to experience the rich historic, cultural and natural wonders of the region are endless.



The Santa Cruz Valley in southern Arizona is a naturally defined region with a unique history that is an important part of the national story.



A locally supported grassroots effort—thanks to our donors!

The effort to designate a Santa Cruz Valley National Heritage Area has been widely supported by the various local jurisdictions across the Santa Cruz Valley. From Nogales to Marana, our major donors include nearly every local government in the region.

Since the completion of the Feasibility Study in 2005, the Alliance secured a generous \$50,000 donation from the

Pascua Yaqui Tribe. The City of Tucson, Metropolitan Tucson Convention and Visitors Bureau, Pima County, Town of Marana and Town of Oro Valley have also made three-year funding commitments totaling \$44,000 each year!

These funding commitments allowed the Alliance to hire staff, set up an office, and move forward with outreach to Congressional leaders. The Alliance

needs continued support to initiate heritage projects and to support our ongoing meetings and coordination with Congress and their staff.

Visit our website at www.santacruzheritage.org to make your online donation today! Just click on the DonateNow button and help the Heritage Alliance celebrate the Santa Cruz Valley's heritage!

MAJOR DONORS	2003-2005	2006	2007 (Committed)	2008 (Committed)
Arizona Office of Tourism	\$10,000			
City of Nogales	\$5,000			
City of Tucson	\$5,000	\$15,000	\$15,000	\$15,000
Esplendor Resort at Rio Rico	\$1,000			
Metropolitan Tucson Convention and Visitors Bureau	\$9,000	\$5,000	\$5,000	\$5,000
Pascua Yaqui Tribe		\$50,000		
Pima County	\$10,000	\$15,000	\$15,000	\$15,000
Santa Cruz County	\$10,000			
Town of Marana	\$5,000	\$5,000	\$5,000	\$5,000
Town of Oro Valley	\$5,000	\$4,000	\$4,000	\$4,000
Town of Sahuarita	\$5,000			
Tubac Golf Resort	\$1,000			
Tucson-Pima County Historical Commission	\$3,000			

INDIVIDUAL DONORS

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Are you interested in learning more about the **Heritage Foods of the Santa Cruz Valley** project? Do you know a farmer or chef who might be interested? Do you want to volunteer your knowledge of local heritage foods? **Would you like to sign up for the Fall Heritage Foods workshop?** Let us know by contacting Vanessa at (520) 429-1394.

Heritage Foods of the Santa Cruz Valley

The Santa Cruz Valley is one of the longest continually cultivated regions in the United States, with an agricultural history extending back more than 4,000 years. This agriculture heritage can still be experienced today through the local foods produced throughout the Santa Cruz Valley. At wineries, pick-your-own farms and orchards, farmer's markets, and restaurants, residents and visitors can sample "heritage foods" tied to the rich history of the region.

Through its Heritage Foods program, the Santa Cruz Valley Heritage Alliance will partner with other local organizations on heritage foods education, preservation, and promotion through its website, heritage tourism map, workshops, food events, and farm-to-chef networking.

The Heritage Alliance is planning a Heritage Foods workshop this Fall, bringing together local food producers, restaurants, restaurant organizations, food co-ops, grocery stores, farmers markets, seed banks, conservation farms, food banks, and related non-profits to plan the development of a local farm-to-chef network and a regional food brand.

An important outcome of this workshop will be a new directory listing food producers in the Santa Cruz Valley, as well as local restaurants,

grocery stores, and food co-ops who are interested in buying locally-grown foods. This will make it easier for local producers to add diversity and stability to their businesses by forming well-chosen partnerships with restaurants and food retailers. It will also make it more convenient for chefs and grocers to offer the freshest foods possible to their customers – by buying directly from the producers that best suit their needs.



ness of locally grown foods and their heritage in the Santa Cruz Valley.

The Heritage Alliance also plans to organize special food events featuring local chefs preparing dishes using heritage food ingredi-

Heritage Foods Program

- ◆ Heritage foods workshop
- ◆ Farmer-to-chef network
- ◆ Santa Cruz Valley regional food brand
- ◆ Heritage Foods directory
- ◆ Education through website page for heritage foods
- ◆ Promotion of Kino Fruit Trees Project

Other information in this directory will include background information about local heritage foods and heirloom varieties, loca-



tions and schedules of area farmers markets, and a seasonal availability chart for the Santa Cruz Valley.

The Heritage Foods workshop will also be an opportunity to gauge interest and obtain input on the development of a regional food brand to mark food packages, grocery displays, and menu items, which will increase consumer aware-

ents. Culinary tourism itineraries will also be developed for the website.

Although the Heritage Foods program is still in the early planning stages, the Heritage Alliance is seeking community input and feedback regarding how the program could develop, who appropriate sponsors, partners, and participants are, and what outreach efforts are available for educating potential partners and the public about the Heritage Foods of the Santa Cruz Valley program.

Contact the Heritage Alliance if you are interested in participating, or if you would like to share your knowledge of local heritage foods. Stay tuned for more on the heritage foods program!





Santa Cruz Valley
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To add or remove your name
from our mailing list call
520.429.1394 or email
info@santacruzheritage.org

Join the Heritage Alliance today—it's easy!

The time has never been better for you to become a member of the Santa Cruz Valley Heritage Alliance. With numerous heritage projects in the works and federal designation on the horizon, now is the time to join. The month of May marks the kick-off of our first membership campaign—and we hope you'll be a part of it!

We have just added a new feature to our web site www.santacruzheritage.org—a **DonateNow** button. This button allows you to donate online and become a member instantly! Our DonateNow button is a major step forward into the growing world of e-philanthropy.

We are very excited to offer this feature because it offers a safe and easy way for our supporters to contribute to our work and the ability to reach new supporters in a low-cost way.

The DonateNow feature is made possible through Groundspring.org, a nonprofit Internet foundation, utilizing the newest

secure technology developed for e-commerce to ensure that a donor's information is kept private and secure.

Visit www.santacruzheritage.org and become a member of the Santa Cruz Valley Heritage Alliance today!

Heritage Alliance Wish List

Now that we have staff and an office, we need supplies! Call us if you can donate any of the following to help us get started:

- Small copy machine
- Color laserjet printer
- Easel

Thank you *World Care* and *Goodman's Interior Structures* for your donations of office supplies! We appreciate your support.