

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:

A bi-annual newsletter from the Santa Cruz Valley Heritage Alliance

Volume 1, Issue 2

November 2007

Santa Cruz Valley Heritage Area Approved by House of Reps.

After four years of building a broad base of bipartisan support, the Santa Cruz Valley National Heritage Area designation is a step closer to becoming a reality. On October 24, 2007 the U.S. House of Representatives approved legislation to create a Santa Cruz Valley National Heritage Area.

The Santa Cruz Valley Heritage Alliance applauds Congressman Raúl Grijalva and Congresswoman Gabrielle Giffords for supporting legislation that not only celebrates our rich cultural heritage, but also supports heritage-based economic development throughout the Santa Cruz Valley.

"I am proud to have brought this bill from the Santa Cruz Valley to the floor of the House of Representatives," said Rep. Grijalva in a press release.

As the local coordinating entity identified in the bill, the Heritage Alliance will assist residents, government agencies, non-profit organizations, and private partners to collaboratively plan and implement projects that honor the historic places, working landscapes, and cultural traditions of the Santa Cruz Valley.

"The Santa Cruz Valley's designation as a National



Rep. Grijalva greets Marana Mayor Ed Honea and Oro Valley Mayor Paul Loomis at the April '07 press event. Photo by WestWordVision, Inc.

Heritage Area will preserve the deep connection between our precious natural resources, our unique cultural traditions and our fragile historic places," explains Rep. Giffords.

All programs and projects of the National Heritage Area are conducted on a completely voluntary basis. The designation as a National Heritage Area does not have any regulatory authority and therefore does

not affect land use, zoning, property taxes, or private property rights.

"With today's vote, Congress is making sure that preservation and conservation efforts will be based on voluntary decision-making at the local level. This is participatory democracy at its best," says Rep. Giffords.

Upon designation, the non-profit Heritage Alliance will serve as the managing entity to assist the region's stakeholders to achieve their own preservation goals by building partnerships and bundling local funding to match federal funding and other grant sources.

Prior to designation, the Heritage Alliance is already working to build regional capacity for heritage educa-



Rep. Giffords and Jonathan Mabry, Chair of the Heritage Alliance. Photo by WestWordVision, Inc.

Continued on page 4

A Note from the President of the Board of Directors

A few weeks ago I gave a presentation about the Santa Cruz Valley National Heritage Area to a local Chamber of Commerce, and was struck by the amount of support from local businesses in the community. It reminded me of the immense level of enthusiasm and excitement that has been generated through the National Heritage Area designation process. These businesses get it! They understand the economic benefits and the enhanced quality of life associated with the proposed National Heritage Area.

On average, National Heritage Areas double tourist dollars spent, the number of local tourism-related jobs, and taxes generated by tourism within 10 years of designation as a

National Heritage Area.

As you would expect, National Heritage Areas attract heritage travelers; people who respect the diversity and character of communities throughout the United States. These types of tourists place art, heritage and other cultural activities at the top of their list for reasons to travel and extend a visit. They seek the type of authentic experiences that destinations throughout the Santa Cruz Valley have to offer.

Heritage businesses make a significant difference in the Santa Cruz Valley, for both residents and visitors, by increasing awareness of our cherished local heritage. These businesses help us live our historic and cultural traditions with greater

choices for heritage dining, historic lodging, recreation, and much more!

With the staggering number of people visiting and moving to Southern Arizona, I can't think of a better way to keep our character and roots alive than through the proposed Santa Cruz Valley National Heritage Area. The National Heritage Area will help us enhance our quality of life, stimulate heritage-based economic development, and retain our unique character in the face of such rapid growth.

With the recent approval of the Santa Cruz Valley National Heritage Area by the House of Representatives, we're well on our way to keeping the spirit of our valley alive!

- Paula Schaper, President



Visit our website to learn more about military posts, such as Fort Lowell and Camp Lowell. *U.S. Military Posts on the Mexico Border* is just one of the ten distinctive stories of the proposed Santa Cruz Valley National Heritage Area.



Meet the Board!

Featured member from our Board of Directors

Bill Doelle, Treasurer for the Santa Cruz Valley Heritage Alliance, is our featured member of the Board of Directors. Bill is the owner of Tucson-based Desert Archaeology, Inc. and the founder and President of the non-profit Center for Desert Archaeology.

Desert Archaeology conducts cultural resources research. The Center for Desert Archaeology is a non-profit organization that promotes the stewardship of southwestern archaeology and historic resources through active research, preservation, and public education.

As one of the founding members of the Heritage Alliance, Bill has been instrumental in moving the

National Heritage Area effort forward. Through his work with the Center for Desert Archaeology, Bill supported the creation and publication of the Feasibility Study for a Santa Cruz Valley National Heritage Area, completed in July 2005.

Bill's interest and involvement in the Heritage Alliance is partly due to the archaeological history that can be interpreted through the Heritage Area concept. "Recent archaeological research along the Santa Cruz River has shown that maize was being cultivated some 4,000 years ago. Such revelations are of worldwide scientific significance," explains Bill. "The Santa Cruz Valley National Heritage Area will provide ways to



Bill Doelle on top of Casa Malpais in Springerville, AZ.

share this rich past so much more effectively with residents and visitors."

The Governor's Archaeology Advisory Commission awarded Bill with its Professional Archaeologist award for 2007! Bill was cited for his "integrity, vision, and dedication to public participation in historic preservation." Congratulations Bill, we are proud to have you as a part of the Heritage Alliance team.

Bill can be reached at bill@santacruzheritage.org.

Preservation Success Story: Presidio San Agustín del Tucson Comes to Life

By Gayle Hartmann, Tucson Presidio Trust for Historic Preservation.

As part of the Rio Nuevo project's attempt to restore a sense of place and a sense of history to Tucson's downtown, the northeast corner of the Presidio San Agustín del Tucson has been reconstructed, opening in May 2007.

This reconstruction took great pains to be as authentic as possible. Archaeological excavations revealed the exact locations of the walls and watchtower as well as telling us the size and shape of the adobe bricks that were used in the construction.

Only a corner of the presidio could be reconstructed, the remainder lying under modern streets and buildings, including the Pima County Courthouse and the Tucson City Hall. Thus, included in the reconstruction is a wonderful mural that gives the viewer the sense of looking south into the remainder of the original presidio.

The presidio, or walled adobe fortress, was established by the Spanish military in 1775, with construction starting in 1776. The fort consisted of 10-foot high adobe walls and two 20-foot high adobe towers on the northeast and southwest corners. It was about 11 acres in size, making it the largest presidio in what is now the southwestern United States.

This presidio was the first structure built by Europeans on the east

side of the Santa Cruz River. The only other European-built structures in the Tucson area in the late 1700s were the original San Xavier Mission (much smaller and less imposing than the current mission) and a small chapel on the west side of the



Dante Sandoval stands guard over the cannon on the tower at the Presidio San Agustín del Tucson. Photo by Richard Whitmer.

Santa Cruz River at the foot of Sentinel Peak (now called "A" Mountain). At that time, southern Arizona was at the northern frontier of the Spanish empire, and the presidio and missions represented the Spanish attempt to bring military order to

the region as well as to "save the souls" of the Native Americans who already lived here.

Whatever we may now think of the Spanish motives, the reconstructed presidio gives us a glimpse into a lifeway that is very different from most American cities. The visitor can see the tiny room that represents the home of a military family, the simple barracks where the soldiers lived, the munitions room, and the presidio warehouse where foods and other goods were stored. In addition, a Sonoran row house from the late 1800s has been restored as part of the presidio complex. It also provides a view into Tucson's unique past.

The presidio is located on the corner of Church and Washington Streets in downtown Tucson and is open Wednesday-Sunday, 9 a.m. to 4:30 p.m. Admission is free. On weekdays metered parking is available on nearby streets; parking is free on weekends. Stop by! It's worth a visit.

Editor's Note: This is the first in a series of "Local Preservation Success Stories" that the Heritage Alliance will feature in our newsletters and on our website.

Tumacácori National Historical Park Celebrates 100 years!

On September 15, 1908, President Theodore Roosevelt issued the proclamation that established Tumacácori as a National Monument. A full year of events celebrating "100 Years of Preservation" is being planned for 2008. Activities will include a monthly lecture series, the dedication of an Emory Oak tree in front of the park's visitor center on March 8th, and a week-long celebration in September, beginning with an historic Mass at the Tumacácori Mission Church on Sunday, September 14th. Other events that week will include the dedication of the new museum, food and craft demonstrations, lectures and panel discussions and a day of hands-on historic preservation demonstrations. The park is in the process of developing a web page and as more information becomes available, details will be posted. For more about Tumacácori National Historical Park and centennial events, go to www.nps.gov/tuma.

Where we've been...where we're going

From Nogales to Marana and everywhere in between, we've traveled throughout the Santa Cruz Valley educating residents and stakeholders about the proposed Santa Cruz Valley National Heritage Area and the heritage education and promotion projects of the Heritage Alliance. Check out where we've been and who we've talked to this summer and fall:

- Anza Days, Tubac Presidio State Park
- Arizona Office of Tourism
- City of Tucson Ward VI Go Green II Open House
- Empire Ranch Foundation Roundup
- Marana Heritage Park, Farm Grand Opening
- Nogales-Santa Cruz County Chamber of Commerce
- Oro Valley Historic Preservation Commission
- Pascua Yaqui Tribal Council
- Pima County Farm Bureau
- Santa Cruz Valley School District #35
- Tucson Culinary Festival

Look for us at the following upcoming events:

- Dec. 1-2, 2007 La Fiesta de Tumacácori 10am – 5pm both days at Tumacácori National Historical Park

- Dec. 11, 2007 Green Valley Rotary Club
- Feb. 4, 2008 Southwest Garden Club, Green Valley

Schedule a presentation!

Want to learn more about the programs of the Heritage Alliance and the proposed Santa Cruz Valley National Heritage Area? Please contact Vanessa at 429-1394 or vanessa@santacruzheritage.org to schedule a presentation or Question & Answer meeting for your club, organization, department, or community.

Join Today!

Your support is needed to help us carry out our vision of creating a future that includes the cultural traditions, historic places and natural treasures of the Santa Cruz Valley!

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

Heritage Area Approved by House: continued from front page

tion, promotion, and preservation. A recently completed example is the region's first heritage tourism map highlighting the numerous heritage destinations within the proposed Santa Cruz Valley National Heritage Area. Maps are available to the public free of charge at local Visitor Centers in Tucson, Green Valley, Tubac and Nogales, and also through the Heritage Alliance.

"Ever since Congress established heritage areas over twenty years ago, heritage tourism has been growing. Today, it has become a significant economic engine. These areas are worthwhile not only as a way to help local economies, but as a crucial tool in preserving our communities' links to their past," states Rep. Grijalva.

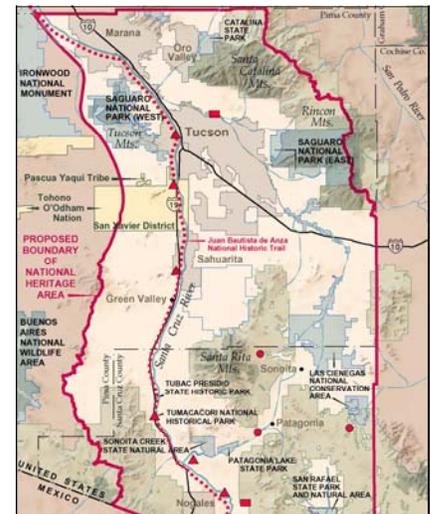
The legislation is now in the hands of the Senate. Hearing from

constituents is the best way to encourage our Senators to make this legislation a priority. You can help by calling or writing to Senators Jon Kyl and John McCain, urging them to support legislation in the Senate to designate a Santa Cruz Valley National Heritage Area. Faxing is the best way to get your letters to Senator Kyl and Senator McCain.

Also be sure to thank Rep. Grijalva and Rep. Giffords for co-sponsoring the legislation that was approved by the House of Representatives on October 24th!

Contact :

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The Honorable John McCain
U.S. Senator for Arizona
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Fax: (202) 228-2862

Tastes of the Santa Cruz Valley: A workshop about local heritage foods

The *Tastes of the Santa Cruz Valley Workshop*, hosted by the Santa Cruz Valley Heritage Alliance and to be held in Spring 2008, brings together local food producers, restaurants, groceries, farmers markets, conservation farms, food banks, related non-profits and the general public to plan the development of a local farm-to-chef network and a regional food brand, and educate the community about the rich history of heritage foods in the Santa Cruz Valley.

For the purpose of this program, heritage foods of the Santa Cruz Valley are defined as:

Locally produced foods tied to the region's history and cultural identity.



Sample Program for 6 hour workshop:

Heritage foods and food histories: Presentations may include: ethnobotany, promoting heirloom seeds, San Xavier Farmer's Coop, Kino Heritage Fruit Trees, medicinal native foods, herberías, ranching traditions.

Break with heritage foods for snacks.

Finding and using local heritage foods: Presentations may include: wild harvested foods, preparing and serving locally produced foods, farmer's markets.

Lunch and presentation - Food history tied to what is served for lunch.

Regional food branding: Examples of branding may include Canyon Country Fresh, AZ or samples from VT.

Workgroup and discussion: Regional brand (pros and cons, name ideas, concept development); network and directory; geographic area; missing key participants (general markets or specific individuals); potential sources of funding.

Exhibits and food sampling: Informational exhibits by participants, food and drink tasting, book vendors (local cookbooks, local food histories, etc.).

Are you interested in attending the Tastes of the Santa Cruz Valley Spring 2008 workshop? Do you know a farmer, rancher or chef who might be interested? Do you want to volunteer your knowledge of local heritage foods? Sign up now!

To sign up for the workshop and have your name added to the mailing list to receive announcements and updates about the Heritage Foods Program and Workshop, call us at (520) 429-1394 or email heritagefood@santacruzheritage.org.

Visit us at www.santacruzheritage.org to learn more!

Open to the general public, as well as private businesses, the objectives of the workshop are three-fold.

1. Education - The first panel of presentations will focus on heritage education about food histories and the region's long history of agriculture.
2. Networking - The second panel will focus on finding and using local heritage foods. This networking will allow both producers and consumers to learn where to find heritage foods, including which restaurants cook with local heritage foods and which producers and grocery stores sell local heritage foods.
3. Marketing - The final panel will provide a case study of a successful regional food brand. The "Canyon Country Fresh" brand from northern Arizona will guide future discussions about the potential for regional food branding in the Santa Cruz Valley. This will assist local producers with marketing and help local consumers know they are getting Santa Cruz Valley fresh foods!

2008 Historic Preservation Conference to be held in Nogales

The Santa Cruz Valley Heritage Alliance is delighted to be a partner in planning the 2008 Annual State-wide Historic Preservation Partnership Conference in Nogales, Arizona. The June '08 conference will be held at the Esplendor Resort in Rio Rico.

Although the full conference schedule is still being worked out, the Heritage Alliance will give several

presentations on the proposed Santa Cruz Valley National Heritage Area, including a discussion about the economic benefits of National Heritage Areas and new regional opportunities for increased heritage tourism throughout the proposed Santa Cruz Valley National Heritage Area.

The Heritage Alliance will also host two tours of the proposed Na-

tional Heritage Area. The tours will highlight various heritage destinations in the region, including missions and presidios, and preserving historic and working ranches.

Stay tuned for more information. Conference details will be posted on the conference website as they are available. www.azpreservation.org.



National Heritage Area designations help preserve distinctive local traditions and cultural landscapes that integrate regions and make them unique.



New Heritage Business Membership Program Launched

As the local coordinating entity for the proposed Santa Cruz Valley National Heritage Area, the Santa Cruz Valley Heritage Alliance invites you to join our recently launched Heritage Business Membership program. The Heritage Business Membership program offers local businesses an opportunity to promote their heritage business or destination while also supporting local efforts to promote the rich heritage of the Santa Cruz Valley.

Your annual Heritage Business membership connects you with local residents and visiting heritage tourists by offering:

- A link to your website on Heritage Alliance website
- Subscription to newsletter
- Listing in newsletter edition
- Listing in an e-newsletter
- Invitation to special events

Why should you become a Heritage Business Member? Designation of the

Santa Cruz Valley National Heritage Area, which has been approved by the House of Representatives and awaits consideration by the Senate, is anticipated within the next year. Designation as a National Heritage Area will likely provide a significant boost to heritage and nature tourism in the region.

A recent study by Michigan State University showed that, on average, National Heritage Areas across the country have doubled tourist dollars spent, number of tourism-related jobs, and taxes generated by tourism within ten years of designation. Now that's impressive!

In addition, a 2001 report by the Travel Industry Association of America concluded that visitors to historic sites stay longer and spend more money than other kinds of tourists.

To qualify as a *Heritage Business* your business must

relate to one of the ten themes of the proposed Santa Cruz Valley National Heritage Area (visit our website to learn about the themes), must be located within the proposed Santa Cruz Valley National Heritage Area, and must be open to the public. Lodging in historic buildings are also eligible Heritage Businesses.

Other examples of Heritage Businesses include heritage attractions such as historic sites or buildings or parks highlighting birding or riparian habitat.

Contact us to learn more about eligibility and how the Heritage Business Membership program can support your business while also increasing awareness of our cherished cultural and natural heritage.

For more information call (520) 429-1394 or email info@santacruzheritage.org. We look forward to hearing from you!

Thank You to Our Newest Members!

Thanks to all of you, our Fall 2007 Membership Campaign was a huge success! Thank you for your continued support.

Not a member yet? Use the enclosed envelope to join this grassroots effort.

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Town of Sahuarita

Explore our New Website: www.santacruzheritage.org!

Take a look at our new website, and learn even more about our local heritage. Our new and improved website, designed and built by the creative team at WestWordVision, now offers increased heritage education resources for the community:

from highlighting the heritage experiences and destinations throughout the region, to exploring our local heritage foods, to recruiting businesses to join our recently launched Heritage Business Membership program.

Additional resources that will soon be added to the website include a section designed especially for teachers, with downloadable PowerPoint presentations, fact sheets, quizzes, and so much more! We can always use help preparing these materials, so please let us know if you would like to volunteer to create any fact sheets or quizzes about our cultural resources, historic sites, and natural treasures.

We are also working on improving our section *En Español*, which provides heritage education and resources for our Spanish speaking communities.

Stay tuned for an interactive map that allows viewers to learn about heritage destinations and plan itineraries for day trips or weekend adventures throughout the Santa Cruz Valley!

The new website target launch date is Friday Nov. 23. Stay tuned!

Santa Cruz Valley
HERITAGE ALLIANCE

Home A Nationally Distinctive Region
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NEWS UPDATE
Oct. 24, 2007
HERITAGE AREA
APPROVED BY HOUSE!

The U.S. House of Representatives approved legislation today to designate a Santa Cruz Valley National Heritage Area. [More...](#)

LUMINARIA NIGHTS FIESTA DE NAVIDAD
December 2, 2007
5 pm to 9 pm

Tubac's annual celebration of the Holiday Season! The village streets are lined with thousands of traditional luminarias. Shops stay open until 9pm. Join us for lots of great gift ideas, Santa Claus, music and holiday cheer!

SANTA CRUZ VALLEY HERITAGE ALLIANCE
The mission of the Santa Cruz Valley Heritage Alliance, a 501(c)3 not-for-profit organization, is to connect people to the cultural, historic, and natural treasures of the Santa Cruz Valley through education, preservation and promotion of its unique resources.

To help carry out this mission, the Alliance has developed a concept and a Feasibility Study for a Santa

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Marana Heritage River Park Opens Community Farm

By Ora Mae Harn, Town of Marana.

Several months ago the Town of Marana and the Community Food Bank entered into a contract to lease ten acres of farm land in the Marana Heritage River Park so the Community Food Bank could plant a community garden.

Dana Helfer with the Food Bank was awarded grant funds to install an irrigation system on the farm, and the ground has since been prepared for planting. The Town will supply the water for the project. The first harvest is expected in Jan. 2008.

The farm's produce will be used to help supplement what is available at the food bank and sold at a farmer's market in Tucson, and will also be available on the farm itself.

On Oct. 13th a burlap ribbon was cut to mark the grand opening of the new Marana Farm. The weather was perfect and the crowd was filled with children and elders who happily told stories of Marana's past. People of all ages planted the farm's first seeds and took part in the magic that is created by planting a seed in the earth.



Most of the 300-acre Heritage River Park will remain as open space and habitat for the many species of birds and wildlife in the area. A proposed plan for 25 acres includes a museum, a railroad with a depot, pavilions, corrals for livestock, and antique farm and ranch equipment. The park already has several facilities in use including the Heritage House, barn, horse corral and well house.

The Town hopes to partner with other organizations to promote the heritage of our community and the many communities along the Santa Cruz Valley who have contributed to the existence of Marana. We appreciate the support of the Heritage Alliance in our efforts to identify who we are and where we came from.



Santa Cruz Valley
HERITAGE ALLIANCE

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from our mailing list call
520.429.1394 or email
info@santacruzheritage.org

Heritage Alliance Partners with UA Honors College

The Heritage Alliance is pleased to announce our newest partnership with the University of Arizona's Honors College!

The Honors College's "Honors Civic Engagement Team" program seeks to place small, interdisciplinary teams of Honors students with local governments and non-profits to give organizations real help with projects that might not otherwise be completed or undertaken, and to give students real work experience and responsibilities.

The Honors Civic Engagement Team program has put together a team of four honors students who are helping with our Heritage Foods Program for the Fall 2007 and Spring 2008 school semesters. The Team and their areas of study includes:

- Ariana Brocius - Latin American Studies and Spanish
- Erin Daly - Regional Development
- Sadie Mills - Anthropology and Biology
- Julie Swarstad - Anthropology and Creative Writing

During the Fall semester, the students are learning about the Santa Cruz Valley's heritage foods. They are in the process of interviewing local producers, chefs and grocery stores to begin compiling a Santa Cruz Valley Heritage Foods Directory.

The Heritage Foods Directory will include listings of local producers, restaurants that feature local heritage foods, grocery stores where local heritage foods are available, recipes to sample heritage foods, and oral histories of local heritage foods.

During the Spring 2008 Tastes of the Santa Cruz Valley workshop, a draft Heritage Foods Directory will be available for comments and suggestions. All participants in the workshop will receive a copy of the final directory. The Heritage Foods Directory will also be available to the public. Email heritagefood@santacruzheritage.org for more information.

Ariana, Erin, Sadie and Julie are doing a fantastic job and we are thrilled to partner with the UA Honors College!