



Santa Cruz Valley
HERITAGE ALLIANCE



There's no place like home.
Support our heritage.

Promote . Preserve . Partner.

Spring 2013

In This Issue

2

Celebrating 10 Years

3

Promoting Heritage
Business and Leisure:
Duquesne House B&B

4-5

Support Heritage Businesses

6

Welcome Jim McManus

Uniquely Tucson
Destination Downtown
Goes Digital

7

Canoa Ranch: A Microcosm
of Place, People, and Culture

8

Free Heritage Speaker Series:
"Sky Islands of
Santa Cruz Valley"

*The Santa Cruz Valley
Heritage Alliance is a 501(c)3
non-profit organization whose
mission is to connect people
to the cultural, historic, and
natural treasures of the Santa
Cruz Valley.*

www.SantaCruzHeritage.org

Grijalva and Barber Announce Bill to Promote the Cultural and Natural Heritage of the Santa Cruz Valley

Congressman Raúl Grijalva and Congressman Ron Barber have co-sponsored legislation to designate the Santa Cruz Valley as a National Heritage Area.

The Santa Cruz Valley National Heritage Area Act of 2013 (H.R. 1349) is a non-regulatory designation made by Congress to honor and celebrate the region's contribution to America's history, while also stimulating heritage-based economic development and geo-tourism in the region. It does not impose any federal, state, or local land use restrictions or zoning and does not impact private property rights.

National Heritage Areas are places where natural, cultural, historic, and recreational resources come together to form a landscape that is nationally distinctive. There are currently 49 National Heritage Areas in the country.

"With the rich diversity of cultural, historic, natural, and recreational resources available here in the Santa Cruz Valley, we have a tremendous opportunity to promote these resources and educate the community about our shared heritage," says Vanessa Bechtol, executive director of the Santa Cruz Valley Heritage Alliance. "In doing so, we can stimulate regional economic development by not only attracting tourists dollars to the region, but also by encouraging residents to visit these heritage destinations."

The Santa Cruz Valley Heritage Alliance is identified in the legislation as the local coordinating entity for the Santa Cruz Valley National Heritage Area, and will assist residents, government agencies, non-profit groups, and private partners to collaboratively plan and implement programs and projects that recognize, preserve and celebrate the defining places, landscapes, and cultural traditions of the Santa Cruz Valley.



PHOTO CREDIT: BOB SHARP

National Heritage Areas make sound economic sense and account for \$12.9 billion in economic activity, 148,000 jobs, and \$1.2 billion in tax revenue each year.

2003-2013 Celebrating 10 Years!

This year, the Santa Cruz Valley Heritage Alliance is celebrating 10 years of promoting and preserving the unique heritage experiences of southern Arizona's Santa Cruz Valley. In 2003, a handful of foresighted individuals came together to shape the concept of the Santa Cruz Valley National Heritage Area and organized as a working group that would later become the Santa Cruz Valley Heritage Alliance.

From the beginning, one of the fundamental goals of the Heritage Alliance has been the creation of heritage-based economic development opportunities throughout the Santa Cruz Valley. By working collaboratively with community members, local governments, businesses, farmers, ranchers, and other stakeholders, the Heritage Alliance has supported and promoted local businesses in new and creative ways, such as:

Heritage Tourism - Heritage Experiences of the Santa Cruz Valley, a print map and interactive website; Discover Tucson's Heritage; Discover Green Valley - Sahuarita's Heritage; Uniquely Tucson Destination Downtown.

Heritage Foods - *Local and Heritage Foods Directory*; regional heritage food brand *Santa Cruz Valley Harvest*; heritage food workshops and festivals.

Santa Cruz Valley National Heritage Area - Working with Congress to recognize the Santa Cruz Valley as a National Heritage Area, with legislation approved in the House of Representatives twice.

We look forward to the next 10 years of promoting and preserving our region's unique character and heritage



resources, as we continue our efforts to obtain federal designation as a National Heritage Area, grow our membership program, increase our program capabilities, and connect you to the traditions, places, and landscapes that make the Santa Cruz Valley nationally distinctive.

Join us all year as we celebrate our 10th anniversary of connecting people to our shared heritage. We have planned a variety of activities that tie into the region's 10 distinctive stories. From a Heritage Speaker Series, to various heritage food events, to historical and archaeological tours, we have something for everyone!

www.SantaCruzHeritage.org/10years



\$10 for 10 years!

Become a recurring monthly donor at just \$10 a month to honor our 10 years of service to the greater Santa Cruz Valley. *That's less than 34 cents a day.* It's easy to do on our secure website at www.SantaCruzHeritage.org. Click **DONATE NOW** and celebrate 10 great years and help us grow during the next 10 years.

Promoting Heritage Business and Leisure: Duquesne House B&B

A little more than ten years ago, Nancy McCoy and her husband Ralph were on an adventurous mountain biking trip in Patagonia, when they discovered the Duquesne House Bed & Breakfast. The B&B was the only place listed in *Frommers* for the area and Nancy fell in love with it instantly. Over the next few years she planned her retirement from 19 years of teaching in Chicago and set a goal to purchase the property and run the Duquesne House B&B.

For the past ten years, Nancy and Ralph have proudly served guests at the B&B and enjoyed the quiet life of Patagonia. Nancy is active in the Santa Cruz Valley by promoting tourism, supporting environmental protection issues, and offering her hospitality to the many guests she hosts year-round.

As a member of the Santa Cruz Valley Heritage Alliance for the past five years, Nancy explains that the benefits of membership run deep. “I don’t think it is so much about what I get from my



membership. It’s more about supporting the National Heritage Area designation, and the area, and everything that the Heritage Alliance is doing.”

The most important issue for Nancy as a small business owner is obtaining congressional designation of the Santa Cruz Valley National Heritage Area. “The National Heritage Area designation will provide a big boost to our economy. Santa Cruz County is a relatively poor county but we have a wealth of cultural and biological resources.”

Patagonia is recognized as an internationally known birding destination and also features cowboy traditions, cattle ranching, wonderful hiking and biking in unspoiled areas, including the Arizona Trail, beautiful scenic drives, and rich history to experience.

Nancy’s goal for the National Heritage Area designation is to support tourism on a “small and steady scale, where people can make a living and still live in this beautiful community, this beautiful area.”

www.theduquesnehouse.com

“Our particular area, as well as the whole Santa Cruz Valley, is so culturally rich and diverse and has such biodiversity. The more I find out about what we have here, the more amazed I am.”

— Nancy McCoy, Owner Duquesne House B&B

Creating a Sense of Place: Heritage Business Membership Program

Our Heritage Business members help **ensure** that future generations can **experience** the history, cultural traditions, and natural beauty of our region. Please **support** these businesses as they **preserve** and **promote** a wide variety of heritage experiences for you and your family.



HERITAGE ARTS & CRAFTS

CactusHuggers Photography
Green Valley, AZ
520.241.1280
www.cactushuggers.com



Tumacacori Mesquite Sawmill
Tumacacori, AZ
520.398.9356
www.mesquitedesign.com



Veler Woodworking
Tucson, AZ
520.495.9818
www.velerowoodworking.com



HERITAGE CONSULTANTS

Desert Archaeology, Inc.
Tucson, AZ
520.881.2244
www.desert.com



Skylark Consulting
Tucson, AZ
520.437.5355
www.skylarkconsulting.com



HERITAGE DESTINATIONS

Arizona-Sonora Desert Museum
Tucson, AZ
520.883.1380
www.desertmuseum.org



Colossal Cave Mountain Park
Vail, AZ
520.647.7275
www.colossalcave.com



Empire Ranch Foundation
Sonoita, AZ
888.364.2829
www.empireranchfoundation.org



La Pilita Museum
Tucson, AZ
520.882.7454
www.lapilita.com



Old Pueblo Tours
Tucson, AZ
520.230.9435
www.oldpueblotours.com



Old Tucson
Tucson, AZ
520.883.0100
www.oldtucson.com



Tubac Presidio State Historic Park
Tubac, AZ
520.398.2252
www.tubacpresidiopark.com



Western National Parks Association
Tucson, AZ
520.622.1999
www.wnpa.org

HERITAGE FOODS



Bean Tree Farm
Tucson, AZ
520.572.7221
www.beantreefarm.com



Callaghan Vineyards
Elgin, AZ
520.455.5322
www.callaghanvineyards.com



Cup Café at Hotel Congress
Tucson, AZ
520.622.8848
www.hotelcongress.com/cup



Dos Cabezas Wine Works
Sonoita, AZ
520.455.5141
www.doscabezaswineworks.com



Double Check Ranch
Winkelman, AZ
520.352.6515
www.doublecheckranch.com



Flor de Mayo
Tucson, AZ
520.907.9471
www.flordemayoarts.com



Forever Yong Farm
Amado, AZ
520.398.8030
www.foreveryongfarms.com



Green Valley Pecan Company
Sahuarita, AZ
520.791.2880
www.greenvalleypecan.com

Support Heritage Businesses *(continued)*



Mano y Metate
Tucson, AZ
www.manoymetate.com



Maynards Market & Kitchen
Tucson, AZ
520.545.0577
www.maynardsmarket.com



Native Seeds/SEARCH
Tucson, AZ
520.622.0830
www.nativeseeds.org



Rio Santa Cruz Grass Finished Beef
Patagonia, AZ
520.604.6120
www.rscgrassfinishedbeef.com



Walking J Farm
Amado, AZ
520.398.9050
www.walkingjfarm.com



HERITAGE LODGING
Duquesne House Bed & Breakfast
Patagonia, AZ
520.394.2732
www.theduquesnehouse.com



Esplendor Resort at Rio Rico
Rio Rico, AZ
520.281.1901
www.esplendor-resort.com



Flying V Ranch
Tucson, AZ



Hotel Congress
Tucson, AZ
520.622.8848
www.hotelcongress.com



The Lodge at Ventana Canyon
Tucson, AZ
520.577.1400
www.thelodgeatventanacanyon.com

Meet Our New Heritage Business Members

More and more businesses are aware of the importance of heritage-based economic development. We're proud to introduce our newest Heritage Business members.

• La Pilita Museum	Non-profit museum and learning center for regional history	Tucson, AZ
• Maynards Market & Kitchen	Downtown market and restaurant in historic Train Depot	Tucson, AZ
• Velero Woodworking	Custom fine woodworking craftsman in historic warehouse	Tucson AZ
• Walking J Farm	Diverse sustainable family farm	Amado, AZ
• Western National Parks Association	Non-profit cooperating association of National Park Service	Tucson, AZ

Visit www.SantaCruzHeritage.org or call 520.882.4405 to **join** as a Heritage Business Member.

Join Today!

“The Heritage Alliance promotes the National Heritage Area designation as well as promoting businesses and tourism for the region. I became a member of the Heritage Alliance because I understand how important this work is.”

— Nancy McCoy, Owner Duquesne House B&B

Whether as a business member or an individual member, you can follow Nancy's example and join the Santa Cruz Valley Heritage Alliance today. By becoming a Heritage Alliance member, you proactively support our mission of connecting people to the cultural, historic and natural treasures of the Santa Cruz Valley. Join us and help turn the dream of a National Heritage Area into a reality. Use the enclosed membership envelope or click DONATE NOW on our website.

Welcome Jim!

Jim McManus Joins Heritage Alliance Board



Southern Arizona native Jim McManus is a busy farmer, husband, and father to two young children, but he finds time to give back to the region he loves, the Santa Cruz Valley. Jim recently joined the Heritage Alliance board of directors and is excited about the prospect of a National Heritage Area in the near future.

Jim and his wife Tina Bartsch run Walking J Farm in Amado. Their farm fresh meat and produce feeds local families and communities and the farm itself serves as an educational vehicle for volunteers and interns who are interested in raising food in a sustainable environment.

Visit Jim and Tina at one of the many farmers' markets they work each week.

- *Thursdays at the Santa Cruz River Farmers' Market*
- *Fridays at both Jesse Owens Park and the new Nogales Farmers' Market*
- *Saturdays at the Walking J Farm stand in Amado*
- *Sundays at St. Phillip's Plaza*

www.walkingjfarm.com

We also would like to thank former board members Gary Nabhan and Joy Lyndes who provided many years of dedicated service to the Heritage Alliance.

Thank you Gary and Joy for your commitment to the Santa Cruz Valley Heritage Alliance over the years.

Uniquely Tucson Destination Downtown Goes Digital

Now you can use your smartphone to explore nearly 200 of Tucson's locally owned businesses, heritage destinations, and historic buildings along the future SunLink modern streetcar route with the Uniquely Tucson Destination Downtown mobile website.

www.UniquelyTucson.com

The Santa Cruz Valley Heritage Alliance updated and merged the Uniquely Tucson project with the Metropolitan Tucson Convention & Visitors Bureau's Destination Downtown guide to create the all new Uniquely Tucson Destination Downtown. With support from the City of Tucson Historic Preservation Office, Downtown Tucson Partnership, Parkwise, and the Pima-Tucson Historical Commission, this one-of-a-kind guide connects visitors to downtown Tucson's historic buildings, heritage destinations, and locally-owned businesses.



Uniquely Tucson Destination Downtown includes fresh editorial content and heritage information, with strategic, targeted distribution to reach both locals and visitors interested in spending their dollars at locally owned and heritage businesses in the downtown Tucson area.

The new Uniquely Tucson Destination Downtown can also be viewed on your desktop computer.

Historic Hacienda de la Canoa: A Microcosm of Place, People, and Culture



Spanning thousands of years and at least six distinct archaeological and historical periods, the Canoa Ranch south of Tucson is a microcosm of place, people, and culture. Archeological evidence has established that pre-historic humans lived there as early as 2500 B.C. We also know the Hohokam resided in the area from 600 to 1450 A.D. and the Tohono O'odham called it home beginning in the 1600s.

Father Kino traveled through the Canoa site in the 1690s on his way to what would become Mission San Xavier del Bac and the city of Tucson. In 1775, Juan Bautista de Anza led a 240-person expedition to found San Francisco. The group spent its first night at La Canoa.

Mexican and Anglo settlers moved into the area in the mid-to late 1800s. During the Manning era, beginning in 1912 and lasting until the 1970s, this historic ranch served as the social and economic center of the middle Santa Cruz Valley. At that time, the ranch employed approximately 40 cowboys and had 10 families living full time on the grounds.

By the late 1960s and 70s Canoa Ranch experienced a period of great decline. In an effort to preserve this special area and its many different stories for future generations, Pima County purchased 4,800 acres in 2001 using voter-approved bonds. In 2007, the National Register of Historic Places listed the area as the Canoa Ranch Headquarters Historic District and Pima County named it the Raúl M. Grijalva Canoa Ranch Conservation Park.

Recently, Pima County restored the crumbling adobe buildings, re-established historic landscapes, and trained volunteers to give guided tours of the historic ranch. In addition to the rehabilitation of the ranch's historic structures, Canoa Ranch remains an important wildlife corridor for mule deer, javelina, bobcats, coyotes, and more than 100 species of resident and migratory birds.

Now for the first time in many years, you can visit Canoa Ranch and enjoy its beauty, explore its historic buildings, and experience its colorful past. Pima County offers tours on Tuesdays and Saturdays and you may make a reservation by emailing canoaranch@pima.gov or by calling 520-877-6004.

Once again, Canoa Ranch can help us better understand and define the distinctive culture of the many communities that make up the Santa Cruz Valley.





Santa Cruz Valley HERITAGE ALLIANCE

Please Note Our New Mailing Address

PO Box 561
Tucson, AZ 85702
520.882.4405

info@SantaCruzHeritage.org
www.SantaCruzHeritage.org



BOARD OF DIRECTORS

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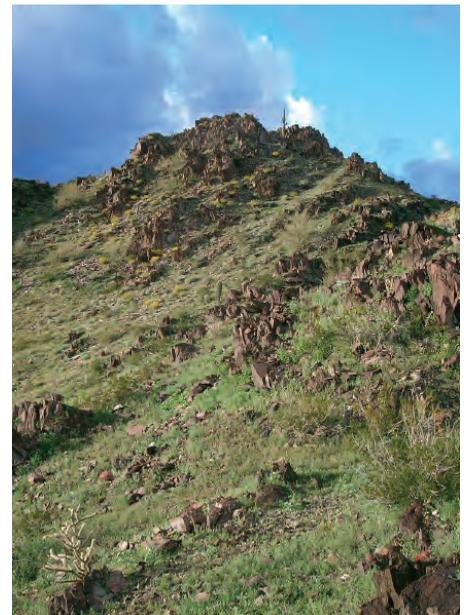
Vanessa Bechtol



Free Heritage Speaker Series - “Sky Islands of the Santa Cruz Valley” Tuesday, May 7, Noon - 1 p.m.

Joel D. Valdez Main Library
Lower Level Meeting Room
101 N. Stone Ave. in Tucson

Learn what “sky islands” are and how the rich biodiversity of these areas makes them nationally distinctive. Biologist Sergio Avila will present an insight into his wildlife research and conservation work with Sky Island Alliance. The talk is free and open to the public. Bring your own lunch and enjoy!



Experience Spring With a Medley of Heritage Happenings

Spring Heritage Social at the Duquesne House B&B

Sunday, April 21, 3 p.m. - 5 p.m.

357 Duquesne Avenue in Patagonia

Join us for a casual gathering at Patagonia's beloved Duquesne House B&B, an historic adobe inn built on Patagonia's original main street in 1898. Enjoy a Sunday afternoon stroll through the beautiful gardens and patios at the Duquesne House, savor locally-prepared refreshments, and hear from our Executive Director about our latest heritage programs and the proposed Santa Cruz Valley National Heritage Area.



This is a FREE event open to everyone, but RSVPs are required so we can plan for enough refreshments.

RSVP by April 18 to vanessa@santacruzheritage.org or 882-4405.



Spring Heritage Social at Bean Tree Farm

Saturday, April 27, 9 a.m. - 11 a.m.

Bean Tree Farm in Tucson

You're invited to a special spring gathering where we'll tour a wild foods farm and taste place-based heritage foods. **Learn** about the wild heritage foods of the Santa Cruz Valley. **See** edible plants in their native environment and tour Bean Tree Farm. **Taste** heritage foods harvested from Bean Tree Farm.

\$20 for current Heritage Alliance members, \$30 for non-members, and \$40 includes a membership and event fee. Registration required by April 19.

Return bottom portion with check payable to:

Santa Cruz Valley Heritage Alliance PO Box 561 Tucson, AZ 85702

Spring Heritage Social at Bean Tree Farm • Saturday, April 27 • 9 a.m. - 11 a.m.

Name _____
Please list each person attending

Address _____

Phone _____ email _____



Santa Cruz Valley
HERITAGE ALLIANCE

SCVHA Member Price (#) _____ x \$20 each = \$ _____

Non-Member Price (#) _____ x \$30 each = \$ _____

SCVHA Membership & event price (#) _____ x \$40 each = \$ _____

TOTALS (#) _____ \$ _____