



Creating a future that includes the cultural traditions, historic places, working landscapes, and natural treasures of southern Arizona's 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 and living traditions.

The Heritage Alliance is the local organization responsible for coordinating projects for the Santa Cruz Valley National Heritage Area.



Santa Cruz Meanderings:

News from the Santa Cruz Valley Heritage Alliance

Volume 4, Issue 2

Fall 2010

Time is Running Out for National Heritage Area Designation

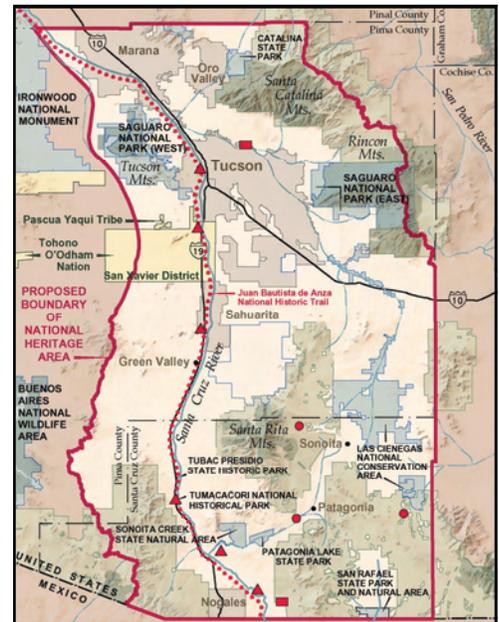
For the past seven years, community and business leaders in Pima and Santa Cruz counties have found common ground and worked together for a congressional proclamation that will benefit every niche of every community in the greater Santa Cruz River Valley. The concept that has brought together elected officials, tribal communities, business groups, nonprofits, landowners, and the tourism industry is the proposed Santa Cruz Valley National Heritage Area.

Co-sponsored by Rep. Raúl Grijalva and Rep. Gabrielle Giffords, the Santa Cruz Valley National Heritage Area Act (HR 324) was approved by the House of Representatives in September 2009. The legislation is awaiting action in the Senate, where it will die if our Senators do not take action to support it.

In November 2008 the Santa Cruz Valley National Heritage Area Act was pulled out of a public lands omnibus bill (Celebrating America's Heritage Act) at the request of Senator Kyl. The omnibus bill was later approved by Congress and included several other National Heritage Areas, but not the Santa Cruz Valley National Heritage Area. Our current Santa Cruz Valley National Heritage Area bill (HR 324) is at risk of the same fate. Senator Kyl's staff has indicated that he is philosophically opposed to Heritage Areas.

Although Senator McCain has publicly expressed support for the Heritage Area, he has yet to take a position and actively support the legislation in the Senate.

We are calling on all partners and supports to **contact Senator Kyl and Senator McCain immediately** to urge



Proposed Santa Cruz Valley National Heritage Area.

them not to defeat the Santa Cruz Valley National Heritage Area Act by inaction.

If the Santa Cruz Valley National Heritage Area is to become a reality, you must contact our Senators and ask them to support it.

Tucson Regional Economic Opportunities, five regional Chambers of Commerce, Arizona Tourism Alliance, Southern Arizona Lodging and Resort Association, Metropolitan Tucson Convention and Visitors Bureau, Southern Arizona Homebuilders Association, and dozens of other business associations and individual businesses have called upon our Senators to support the National Heritage Area designation that will promote heritage-based economic development opportuni-

In Memory of Ora Mae Harn, V.P. and Founding Board Member

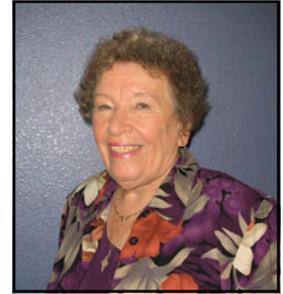
Our dear friend and Vice President of the Board, Ora Mae Harn, passed away July 28, 2010 at the age of 77, after several years of fighting cancer. We will miss Ora's vibrant personality and her enthusiasm for ensuring that future generations are able to share our unique personal and community histories.

Ora was instrumental in shaping the Town of Marana into what it is today. She served as councilwoman and mayor of Marana, executive director of the Marana Health Center, director of the Marana Community Food Bank, and much more.

Ora was one of the founding members of the core group of people involved in the grass-roots effort working toward the vision of a National Heritage Area designation in the Santa Cruz Valley. She helped develop our heritage area concept and the critical local support that has sustained the effort since 2003 and led us to the brink of designation today.

Her vision has been to increase awareness of Marana's proud heritage within the larger story of the Santa Cruz Valley. The Marana Heritage Park, and soon the designation of the Santa Cruz Valley National Heritage Area, will be parts of her legacy appreciated by future generations of southern Arizonans.

In 2009, Ora founded the Marana Heritage Conservancy to help discover, preserve and promote the traditions, cultures, historic places, working landscapes and natural treasures in the Marana "Sphere of Influence" through education, preservation, fundraising and community outreach. For more information visit www.maranaheritageconservancy.org.



Featured Member of the Board: Linda Mayro

Our featured member of the Board of Directors is Linda Mayro. As an undergraduate at Douglass College of Rutgers University, Linda focused her studies in the social sciences exploring how different communities of people are shaped by their heritage, traditions, and their environment. After moving west to Tucson to attend graduate school at the University of Arizona, Linda completed an MA degree in anthropology and archaeology and began her career at the Arizona State Museum in cultural resources management, historic preservation, and conservation.

Linda has worked for Pima County since 1988 and is today the manager of the Pima County Office of Cultural Resources and Historic Preservation. This office provides cultural resources management, technical and administrative review services for compliance with historic preservation laws and regulations, regional land-use planning, and coordination with local, state, federal, and tribal governments. She also oversees implementation of the County's Historic Preservation Bond Program involving the establishment of the Juan Bautista de Anza National Historic Trail, and the rehabilitation of historic properties throughout Pima County such as Agua Caliente Ranch and Canoa Ranch. The bond program also has resulted in the successful purchase of archaeological

sites for conservation, including Honey Bee Village, Los Morteros, and Tumamoc Hill. She also recently concluded a 9-year term as Arizona Advisor to the National Trust for Historic Preservation.

Linda is the Chair of the Heritage Alliance's Designation Committee, working closely with our Executive Director and other Board members to obtain federal designation as a National Heritage Area. She has served on the Board of Directors since 2003 and is a key part of our talented team.

In 2007, Linda testified before the House Committee on Natural Resources in support of the House bill to designate the Santa Cruz Valley National Heritage Area. According to Linda, "the Santa Cruz Valley is a region with a great depth of history where the intersection of culture, history, heritage, and environment reveals itself in a natural and cultural landscape that may be still experienced in the same ways as those who lived here in times past. The Santa Cruz Valley is a nationally distinctive landscape that certainly deserves this honor and recognition by Congress as a National Heritage Area."



Oral History Projects Unite Partner Organizations

The Cienega Watershed Partnership (CWP) has partnered with several other non-profit organizations, including the Santa Cruz Valley Heritage Alliance, to create an Oral History Work Group. The Oral History Work Group is a collaborative effort to combine skills, resources, and knowledge to more effectively collect, manage, and disseminate the oral histories in the Cienega watershed and adjacent areas, such as the greater Santa Cruz River watershed.

The Oral History Work Group is still forming, but the current participating members include Amerind Foundation, Bureau of Land Management's Tucson Field Office, Cienega Watershed Partnership, Colossal Cave Mountain Park, Empire Ranch Foundation, Santa Cruz Valley Heritage Alliance, U.S. Forest Service, Coronado National Forest, and Vail Preservation Society. Saguaro National Park, the University of Arizona, the Arizona Historical Society, and Pima County have expressed interest in the project, as have other volunteer and professional oral historians.

Oral histories are important because in an area like southern Arizona with a rapidly increasing population, such stories offer connectivity between newer residents in new communities to long-term residents in historic communities. Oral histories educate newcomers about the area, bring history alive for school-children, and promote heritage values.

Common oral history issues and challenges

The Oral History Work Group identified several common issues and challenges with regards to gathering and preserving oral histories. Challenges include developing training opportunities, especially hands-on, that improve interview techniques and expose members to new and appropriate technologies in managing, converting, storing, and utilizing data. Additional challenges include designing effective dissemination techniques to connect communities with their histories, make historical educational programs available to schools, and ensure that interviewees and their families have access to their histories.

Oral History Work Group accomplishments

Since its creation in April 2010, the Oral History Work Group has initiated a collaborative approach that will result in sharing resources and results, and avoiding duplication. Tools have been compiled to aid members in their work, ranging from an inventory

form for an eventual shared database, to a contributed hours form for matching grants. A webpage is under construction, to be accessed on the CWP website www.cienega.org and in the meantime, the Heritage Alliance has created an Oral History webpage at www.SantaCruzHeritage.org/OralHistory.

Program plan for 2010 and 2011

The work group received an \$11,000 grant from the BLM to be used for three training workshops and for support in inventorying, converting (from analog to digital format), and transcribing taped interviews.

Participants in the Oral History Work Group are creating an inventory of existing oral histories and will create a common database of oral histories. During Fall 2010 the work group will use the BLM grant to convert analog tapes to digital format, and to transcribe existing oral histories.

A training workshop held Sept. 23 offered training in interview techniques and best practices. A training workshop in the use of new and appropriate technologies is scheduled for late-2010 or early-2011. Training on the best practices for using oral histories in public programs and education will be the third workshop, which will be held within the first few months of 2011.

The net result of these efforts will be increased accessibility of existing and future oral history interviews for educational and research purposes. Please visit our website for updated information or to get involved. www.SantaCruzHeritage.org/OralHistory



Construction of the Colossal Cave buildings by the Civilian Conservation Corps in the mid-1930s. Courtesy of Colossal Cave Mountain Park.

Heritage Area at Risk (continued from cover)

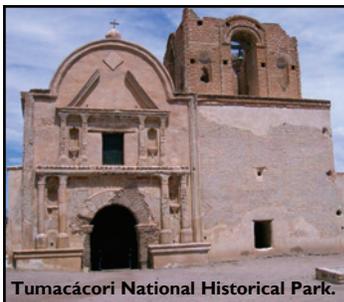
ties throughout southern Arizona. It's time for Arizona's Senators to listen.

What is a National Heritage Area?

National Heritage Areas (NHA) are designated by Congress as a place where "natural, cultural, historic and recreational resources combine to form cohesive, nationally distinctive landscapes arising from patterns of past and present human activities shaped by geography. These patterns make the regions representative of the national experience through the physical features that remain and the cultural traditions that have evolved in the areas" (National Park Service, 2004). From the missions and presidios dotting the Santa Cruz River, to the mosaic of Native American ruins, to Territorial military forts and pioneer ranches, to the 4,000-year agricultural heritage and place-based heritage food products, the Santa Cruz Valley is a nationally distinctive landscape that warrants both promotion and celebration. The NHA will stimulate local heritage-based economic development by marketing regional heritage tourism, and promoting place-based foods, arts, crafts, and other traditional products.

The proposed boundaries of the Santa Cruz Valley National Heritage Area, including eastern Pima county and Santa Cruz county, were selected because they mark an area that is a source of identity for residents, is a coherent natural and cultural landscape, and contains sufficient nature and heritage resources of national significance to support a NHA designation and promote heritage tourism.

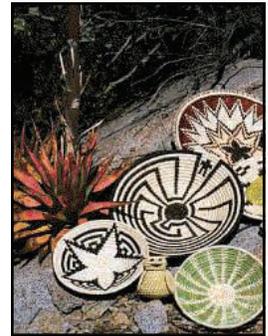
The term "National Heritage Area" is far too often misinterpreted to mean an area or zone where land will be regulated. In reality it is a tourism and economic development designation involving absolutely no regulatory authority to impose land use restrictions. The boundary does not impose any local, state or federal land use regulations; it simply identifies an area eligible to participate in the Heritage Area's programs and grants.



Tumacácori National Historical Park.

In fact, in Section 9 of the legislation, private property

rights are explicitly protected and the Heritage Area is required to obtain written permission from a private property owner before engaging in any project on their property or including any private property or business on our heritage tourism maps or other promotional materials.



Why southern Arizona needs this designation

Among the litany of benefits of the NHA designation include its impact on regional heritage tourism. A 2004 study found that visiting a National Heritage Area was the primary purpose of 57% of visitors to seven different NHAs across the country. This doubling of tourism impacts business revenues, tourism-related jobs, and taxes generated.

In 2007 the tourism industry contributed \$19.3 billion to Arizona's economy. Spending by tourists also generated 171,500 travel industry jobs and generated \$2.7 billion in local, state and federal tax revenues. Surveys indicate that the unique culture and nature related activities that visitors to southern Arizona experience are far above the national norm, which speaks to the potential for increasing heritage tourism to Pima and Santa Cruz counties with the designation as a Santa Cruz Valley NHA.

If the Santa Cruz Valley National Heritage Area is to become a reality, you must contact our Senators and ask them to support it.

How does the Heritage Area function?

The Santa Cruz Valley Heritage Alliance was created in 2004 to serve as the local coordinating entity for the NHA. We are responsible for promoting the heritage area and coordinating heritage education projects, with extensive public input and participation.

As our name suggests, we are an **alliance** comprised of local citizens and business interests that includes developers, ranchers, farmers, business owners, economic development organizations, tribal and government representatives, education and non-profit organizations, and more. Everybody has a seat at the table and is invited and encouraged to participate.

Heritage Area at Risk (continued from previous page)

As a federally designated National Heritage Area, we will be eligible to apply for a matching grant program offered through the National Park Service. Each year, the Heritage Alliance will solicit proposals for heritage projects throughout the Heritage Area. A community-based Advisory Council will be created to review project applications and make recommendations to the Board of Directors. Both the Board of Directors and Advisory Council are open for participation by all interested parties.

Take action – Heritage Area at risk

Senator Kyl and Senator McCain need to hear from constituents (that's you!) to support the Santa Cruz Valley National Heritage Area Act and to ensure its passage in the Senate. Please take a stand for this legislation that spurs regional, heritage-based economic development by making a brief phone call to our Senators today.

Simply state that you "encourage Senator McCain/Kyl to support the Santa Cruz Valley National Heritage Area Act (HR 324) by moving this legislation through the Senate this year." Also mention that the

designation spurs regional, heritage-based economic development. Both Senator Kyl and Senator McCain need to hear from you that you support this designation, so please make that call today!

Please call Senator Kyl's Washington, D.C. office at (202) 224-4521 or Tucson office at (520) 575-8633.

Please call Senator McCain's Washington, D.C. office at (202) 224-2235 or Tucson office at (520) 670-6334.

Additional contact information for our Senators and Representatives is available on our website www.SantaCruzHeritage.org/Senate.

As a community, residents, businesses, non-profit organizations, and elected officials have come together and made a conscious decision to utilize our unique heritage assets to jump start heritage-based economic development. Please continue to participate in this grass-roots community effort by contacting our Senators for their support.

THANK YOU TO A FEW OF OUR SPECIAL PARTNERS:

Acacia Restaurant – Many thanks to Chef Albert Hall at Acacia for hosting our chef's meeting in May to gather input on our regional heritage foods brand project. www.acaciatucson.com or (520) 232-0101.

Canelo Hills Vineyard and Winery – Canelo Hills Vineyard and Winery has supported the work of the Heritage Alliance on several occasions and we are grateful for their support. Check out Canelo Hills for wine made from 100% Arizona grapes. www.canelohillswinery.com or (520) 455-5499.

Desert Archaeology, Inc. – We are extremely grateful for the generous support and expertise provided by Desert Archaeology, Inc. Desert Archaeology and the Center for Desert Archaeology spearheaded the initial effort to launch the Santa Cruz Valley National Heritage Area in 2003 and continue to be a key supporter every year. Thank you Desert Archaeology! www.desert.com or (520) 881-2244.

Farmers Investment Co. (FICO) – FICO has been an important supporter and active participant of the Heritage Alliance and the proposed Santa Cruz Valley National Heritage Area since its inception in 2003. Thank you FICO/Green Valley Pecan Co. for your continued support! (520) 791-2062 or www.greenvalleypecan.com.

acacia
at st. philips



Desert Archaeology, Inc.
3975 N. Tucson Blvd., Tucson, AZ 85716

Featured Heritage Business Members

Aldea de Artística

Aldea de Artística offers studio and gallery space for working artists in the National Historic District of Tubac, AZ. Featuring vacation rentals and artists lodging, Aldea de Artística exemplifies Tubac's tagline, Where Art and History Meet.



In 2006 Nancy Valentine launched Aldea de Artísticas -- a working artists village -- in Old Town Tubac as an intentional working artists village committed to preserving and enhancing the tradition, the sense of place, and the economic viability and vitality of the artistic and historic assets of Tubac.

For more information contact Nancy Valentine at (520) 245-9222 or tubacval@msn.com or visit www.aldea-de-artisticas.com.

Colossal Cave Mountain Park

Colossal Cave, which is on the National Register of Historic Places, had been used for centuries by pre-historic peoples when it was "discovered" in 1879. Thanks to the Civilian Conservation Corps, who constructed the buildings, walkways, and wiring in the mid-1930's, today's tours of the cave are very comfortable. The tour route is a half mile long and takes about 45-50 minutes to complete. As your guide relates the Cave's history, legends, and geology, you walk down and back up about six and a half stories and see beautiful cave formations like stalactites, stalagmites, flowstone, boxwork, and helictites.



For more information visit www.colossalcave.com or call (520) 647-7275.

Desert Archaeology, Inc.

Desert Archaeology, Inc. is an Arizona small business that creatively integrates scientific research, pub-

lic outreach, and legal compliance in cultural resources research and consulting services through offices in Tucson and Phoenix. The company has been in the forefront of cultural resources management since 1982, serving a diverse set of clients— from government agencies to private firms.

Desert Archaeology has successfully completed over 1,750 projects in the Greater Southwest, ranging from small surveys to large excavations. Learn more about Desert Archaeology at www.desert.com or (520) 881-2244.



WestWordVision

Founded in 1997, WestWordVision is a full-service asset development and marketing communications firm that creates authentic strategies and tools for clients who are interested in performing at peak levels in the marketplace based on their unique character and vision.

The company's Heritage Program was developed to help communities invest their inheritance from the past towards a healthy return on their future economy and quality of life. WestWordVision's strategic planning process, the Genis Factor™, is more thorough than traditional marketing and branding because it extracts critical information from a human community's "organizational blueprint" to craft powerful communications programs and develop sustainable strategies for growth and change. To find out more call Paula Schaper (520) 394-2575 or visit www.westwordvision.com.



Heritage Business Membership Promotes Local Businesses & Supports Heritage

Through our **Heritage Business Membership** program, the Heritage Alliance has created a unique way to support local businesses that promote the rich cultural and natural heritage of southern Arizona's Santa Cruz Valley. Join us as a Heritage Business member today!

Visit www.santacruzheritage.org/businessmember or call Vanessa at (520) 429-1394 to see if your business is eligible for our Heritage Business Membership.

Que Pasa? Calendar of Upcoming Heritage Events

With cooler temperatures come lots of activities! Check out the busy fall schedule of heritage events throughout southern Arizona's Santa Cruz Valley.

For more information (location, times, cost, contacts, websites, etc.) for the following events, please visit our online calendar of annual heritage events at www.SantaCruzHeritage.org.

OCTOBER 2010

Agua Linda Farm Fall Festival – weekends all month
Tucson Oktoberfest, Sept. 30 – Oct. 3
Rialto Theatre 90th Birthday Bash, Oct. 8
Tucson Meet Yourself, Oct. 8 – 10
Patagonia Fall Festival, Oct. 8 – 10
Juan Bautista de Anza Days, Oct. 16
Empire Ranch Roundup, Oct. 23
Marana Fall Harvest Festival, Oct. 23
Tucson Culinary Festival, Oct. 28 – 31
Tucson Bluegrass Festival, Oct. 29 - 31

NOVEMBER 2010

Tucson Celtic Festival, Nov. 5 – 7
Tubac: An Art Experience, Nov. 6 - 7
All Souls Procession, Nov. 7
Holiday Craft Market, Nov. 19 - 21
Sahuarita Pecan Festival, Nov. 20 - 21
Amado Chili Cook-off, Nov. 20
Holiday Nights, Tohono Chul Park, Nov. 26 - 27
American Indian Heritage Powwow and Craft Market, Nov. 27 - 28

DECEMBER 2010

Luminaria Nights: Fiesta Navidad (Tubac), Dec. 3 – 4
Holiday Nights, Tohono Chul Park, Dec. 3 – 4
La Fiesta de Tumacácori, Dec. 4 – 5
Fourth Ave. Winter Street Fair, Dec. 10 – 12
New Year's Competition Powwow, Dec. 30 – Jan. 1

—The Santa Cruz Valley—
is COOKING on
NOVEMBER 20-21

SAHUARITA
PECAN FESTIVAL

1
WEEKEND
2
EVENTS

AMADO
CHILI COOK-OFF

Tradition, food and fun!

Sahuarita
Pecan Festival
Saturday and Sunday
November 20 and 21, 2010
9 am – 4 pm

Inaugural Amado
Chili Cook Off
Saturday, November 20, 2010
9 am – 6 pm

www.SahuaritaPecanFestival.com www.AmadoAz.com

Historic Rialto's 90th Birthday Bash

Join the Rialto Theatre and Tucson Historic Preservation Foundation on October 8 for the Rialto's 90th Birthday Bash and a screening of the 1924 silent film "The Mine with the Iron Door," which was filmed in Tucson. This 1920s Red Carpet Night includes a prohibition parking lot cocktail party and an early twentieth century Vintage -Rancho Tucsonia Fashion Show for VIP ticket holders.

- VIP Ticket \$50 —6:30 pm. Cocktail Party & Fashion Show.
- General Ticket \$20—8pm. Film screening with free popcorn.

Contact the Rialto for tickets at (520) 740-1000 or www.rialtotheatre.org.

Membership matters—join today!

Together with our loyal members, the Santa Cruz Valley Heritage Alliance has carried out a variety of successful heritage education, promotion and preservation programs over the past several years. With your support as a member, we will continue to carry out our program goals for 2010-2011, which include federal designation of the Santa Cruz Valley National Heritage Area, promoting heritage tourism, launching a new regional food brand, and continuing community education opportunities through presentations, workshops, publications, and public events.

Please visit our website to make your tax deductible donation online or print a membership form.

www.SantaCruzHeritage.org



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HERITAGE ALLIANCE

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

Tohono Village Supports Native Artists

Located on a picturesque property in Tubac, AZ is Tohono Village, which is wholly owned and operated by the Economic Development Authority of the Tohono O'odham Nation (formerly known as Papago). Within Tohono Village are a Trading Post/gallery, a Gift Shop, and several traditionally inspired structures that provide a venue for events and educational purposes. The Village concept welcomes visitors while sharing native culture.

The preservation and sharing of native art forms and culture is a central component. Art, native crafts, and traditional Tohono O'odham food ingredients are available at Tohono Village. Prominently featured are baskets made by Tohono O'odham weavers, recognized as some of the finest native basket makers. Among other Tohono O'odham artists featured are prominent tribal member Michael Chiago, an accomplished water-

color painter, as well as Terrol Drew Johnson, who produces fine contemporary baskets and sculptural pieces.

Various artists from numerous other tribes are also represented and Tohono Village offers a variety of items such as jewelry, pottery, beadwork, woodcarvings and more. Tohono Village is honored to represent several award-winning native artists.

Through cultural outreach and education, Tohono Village sustains native artists while sharing and preserving both traditional and evolving native culture. It is located at 10 Camino Otero in Tubac, AZ. Tohono Village hours are 10-5, seven days a week. For more information visit www.TohonoVillage.com or call (520) 398-2223.

