



Santa Cruz Valley
HERITAGE ALLIANCE

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**HERITAGE TOURISM GUIDE AWARDED GRANT
FROM FREEPORT-MCMORAN COPPER & GOLD FOUNDATION**

The Santa Cruz Valley Heritage Alliance has been awarded a grant from Freeport-McMoRan Copper & Gold Foundation. The Heritage Alliance will use the \$11,000 grant to develop and promote a Green Valley-Sahuarita Heritage Tourism Guide, which will be available online.

“We would like to extend our sincere thanks to the Freeport-McMoRan Copper & Gold Foundation for supporting the Heritage Tourism Guide and for recognizing the significant impact that tourism has on our local economy,” says Vanessa Bechtol, Executive Director for the Santa Cruz Valley Heritage Alliance.

To promote heritage tourism and stimulate economic development throughout the greater Green Valley-Sahuarita region, the heritage tourism guide will identify heritage attractions, such as parks or museums, as well as businesses such as restaurants featuring local and heritage food products, hotels in historic buildings or highlighting the natural environment, and businesses featuring traditional arts and crafts.

In addition to promoting the region to national and international tourists, the tourism guide will better connect Green Valley and Sahuarita residents with the variety of heritage destinations in the community. With a large percentage of the population relatively new to the Green Valley-Sahuarita region, the tourism guide will educate residents about the unique cultural, historic, and natural treasures in the community.

“We look forward to carrying-out this project to instill a stronger sense of place among Green Valley and Sahuarita residents, and to support heritage-based economic development through increased heritage tourism to the region.”

The Heritage Alliance is one of seven local organizations receiving grants from the Freeport-McMoRan Copper & Gold Foundation, totaling \$300,000. Freeport’s Community Investment Fund was established in August to focus on projects that create a sustainable community benefit.

The mission of the Santa Cruz Valley Heritage Alliance 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 and living traditions. For more information visit www.SantaCruzHeritage.org.

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