



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 programs and promotion of the proposed Santa Cruz Valley National Heritage Area, which is also an official Arizona Centennial Legacy Project!



Santa Cruz Meanderings:

News from the Santa Cruz Valley Heritage Alliance

Fall 2011/Winter 2012

Creating Economic Development Opportunities Throughout the Greater Santa Cruz Valley

Since its inception in 2003, one of the major goals of the Santa Cruz Valley Heritage Alliance (Heritage Alliance) has been the creation of economic opportunity throughout the Santa Cruz Valley. We are supporting and promoting local businesses in new and creative ways, as well as the more traditional means of including them on our website and as part of our publications such as our heritage tourism map.

When you peruse our list of accomplishments featured in this newsletter, many of them have provided direct opportunities for local businesses to increase their exposure and reach in the region. Some examples are:

- Developed a regional heritage tourism map Heritage Experiences of the Santa Cruz Valley
- Created an award-winning regional heritage website that promotes heritage business members, events, tourism, food traditions, and more.
- Published the Local & Heritage Foods Directory to help guide consumers to local producers, restaurants, grocers, and farmers markets.
- Created a regional food brand to increase awareness of locally-grown and heritage food products.
- Formed new public-private partnerships to create the Uniquely Tucson walking map.
- Developed the “Discover Tucson’s Heritage” and “Discover Green Valley-Sahuarita’s Heritage” tourism

guides to support heritage-based businesses in those communities.

A combination of strategies have been used to expand exposure for local businesses from production of maps and tourism guides to development of complex and important programs such as our Heritage Foods Program. This program has featured workshops, production of a local foods directory and has expanded into the development of a regional food brand to further promote local food products.

Our website and newsletters highlight a wide variety of businesses from local farms and ranches, to bed and breakfasts, hotels, restaurants, consulting firms, museums, and wineries.

The geographical reach for our programs follows the Santa Cruz River Valley from the border city of Nogales, to Sonoita, Patagonia, Tubac, Green Valley, Sahuarita, through Tucson and to Marana and Oro Valley on the north. Our programs also involve the culture and history of the Tohono O’odham Nation and the Pascua Yaqui Tribe, both near Tucson.



Creating Economic Development: continued from cover page

The Heritage Alliance will continue to strive for designation as a National Heritage Area to further increase our grant funding base and provide additional opportunities to fund promotional activities and highlight our impressive variety of local businesses throughout the Santa Cruz River Valley.

Your continued support with our congressional delegation is critical as we continue to move toward designation. National Heritage areas nationwide have increased economic opportunity for the local businesses within their boundaries. We are working tirelessly toward national designation so we may better serve our local businesses and communities during these challenging economic times.

What is heritage-based economic development?

Using a community's heritage assets to grow the local economy!

Our "heritage" is the valued objects and qualities that have been passed down from previous generations. These include **tangible culture** such as historic buildings, monuments, landscapes, books, artifacts; **intangible culture** such as folklore, traditions, language, knowledge; and **natural heritage** including culturally-significant landscapes, and biodiversity.

Santa Cruz Valley National Heritage Area: A heritage-based economic development strategy for southern Arizona communities

The Santa Cruz Valley National Heritage Area (NHA) is a bi-partisan effort that will stimulate local heritage-based economic development by marketing regional heritage tourism, encouraging the adaptive re-use of historic buildings to revitalize communities, and promoting place-based foods, arts, crafts, and other traditional products.

Growing interest in National Heritage Areas is due to their proven success as an economic development strategy through increased heritage tourism, which results in tourism-related increases in jobs, business incomes, and tax revenues. The National Heritage Area concept is popular because it provides a framework for voluntary heritage preservation, education, and promotion through local decision-making, with residents of the region setting the agenda for implementing heritage area programs themselves.

Outreach and stakeholder meetings to develop the concept and goals of the Santa Cruz Valley NHA began in 2003 and have involved more than 150 meetings since then. In 2005 we invested in the first-ever comprehensive inventory and feasibility study of the region's heritage assets, the Santa Cruz Valley National Heritage Area Feasibility Study. The feasibility study was paid for by contri-

butions from local government, businesses, organizations, and individuals, and is recognized by the National Park Service as a model feasibility study.

The Heritage Alliance and our regional partners successfully coordinated with the U.S. House of Representatives, under the sponsorship of Congressman Raul Grijalva, with Congresswoman Gabrielle Giffords as co-sponsor, to approve federal designation of the Santa Cruz Valley National Heritage Area in 2007 and again in 2009. In both cases the legislation was held up in the Senate.

The Santa Cruz Valley National Heritage Area Act (HR 2037) was introduced yet again in May 2011 by Congressman Grijalva. We will continue to push for our Senators to support this legislation that will provide a much-needed economic boost, as well as a national honor, to the Santa Cruz Valley and southern Arizona.

Visit our website to see the impressive list of bipartisan, broad-based endorsements and supporters of the Santa Cruz Valley NHA.

Learn more about the NHA legislation and how you can help this community-based effort on our website www.SantaCruzHeritage.org/legislation or by contacting Vanessa Bechtol at (520) 429-1394 or Vanessa@SantaCruzHeritage.org.

Growing A Heritage Foods Program

Our Heritage Foods program is both educational and tasty! With this program, we are working to increase community awareness of the agricultural heritage, food traditions, and availability of locally-grown heritage foods throughout the Santa Cruz Valley and southern Arizona. Heritage foods are “locally produced foods tied to the region’s history and cultural identity.”

Regional Food Brand

In 2008 the Heritage Alliance began exploring interest and feasibility of developing a regional food brand to better market southern Arizona’s locally grown and heritage food products. Last year we hosted a series of stakeholder meetings to develop the brand name and logo.

Today, we are excited to share with you our regional food brand “Santa Cruz Valley Harvest: The fresh taste of our heritage!” The food brand will be used to assist local producers, restaurants, and grocers with their marketing by utilizing the catchy brand name and logo that consumers can recognize as a trademark for local, fresh, heritage foods. Stay tuned for more information about the food brand, as we are awaiting notification of a grant award that will help fund this program going in to 2012.

Please join us at the soft launch of the food brand, which will coincide with our Food Day 2011 celebration “Santa Cruz Harvest Dinner” in Tucson on Sunday, October 23, 2011. Visit our website to learn more about the Regional Food Brand program and the special dinner to celebrate Food Day: www.SantaCruzHeritage.org/FoodBrand.

Local & Heritage Foods Directory

With a grant from the Tohono O’odham Nation in 2009, the Heritage Alliance published the region’s first Local & Heritage Foods Directory to help guide consumers to local producers, restau-

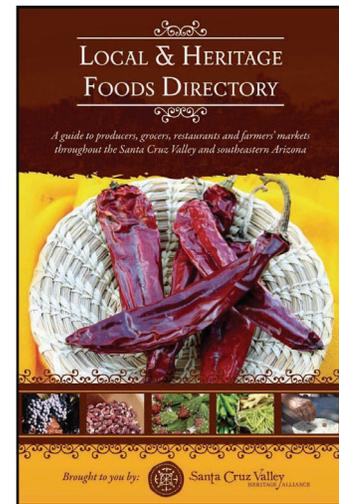
rants, grocers, farmers markets, and includes food histories and information about the agricultural heritage of the Santa Cruz Valley. The directory highlights 80 local businesses that are connected with locally-grown and place-based heritage food products.

The Local & Heritage Foods Directory is free to new members of the Heritage Alliance, or can be purchased \$5.00 each. Mention this article and get one for only \$3.00 (while supplies last)! Learn more about the directory and see an online listing at www.SantaCruzHeritage.org/Directory.

Other past programs and events we’ve hosted as part of our Heritage Foods Program include:

Santa Cruz Valley Organic Farm and Garden Tour

On September 12, 2010 the Heritage Alliance co-sponsored a Santa Cruz Valley Organic Farm and Garden Tour, along with Baja Arizona Sustainable Agriculture, the Community Food Bank, Mariposa Community Health Center, and Somos La Semilla. More than 500 people attended the self-guided farm tour, learning about desert farming techniques, composting, use of greenhouses, and more. The goal of the tour was to educate people about the benefits of locally grown foods and inspire people to grow some of their own. Participating farms included Avalon Gardens in Tumacácori, Agua Linda Farm in Amado, Forever Yong Farm in Amado, Arivaca Community Garden in Arivaca, University of Arizona Extension Service Vegetable Garden in Green Valley, Continental Elementary School Garden, and Green Valley Pecan Co. in Sahuarita.



Continued on page 7.

Heritage Tourism Program Thrives

The Heritage Alliance is connecting residents and tourists to the cultural, historic and natural treasures from Nogales to Marana, and everywhere in between, through our Heritage Tourism Program. By highlighting the heritage aspect of local businesses, parks, museums, and other destinations, the Heritage Tourism program encourages residents to support the local economy while also learning about what makes their community unique. This instills a stronger regional identity and sense-of-place for residents, positively impacting their quality of life.

Our Heritage Tourism Program is also important in marketing the region to tourists. Why do we want tourists, let alone heritage tourists, to visit our beautiful Santa Cruz Valley? For starters, tourism has a \$2.3 billion economic impact on the greater Tucson region annually, which results in about 40,000 jobs. Furthermore, heritage tourists in particular spend more money per trip than other types of tourists. On average, heritage tourists spend \$944 per trip versus only \$611 for non-heritage travelers. Cultural and heritage travelers also average five trips per year, compared to only four trips for non-heritage travelers.

"Heritage is one of the region's key destination drivers and the Heritage Alliance's tourism projects enhance our ability to celebrate this unique aspect for visitors, making us a desirable tourism destination."

- Rick Vaughan, Metro Tucson Convention & Visitors Bureau

That means more business income for our local businesses, more tax revenues generated for our local and state governments, and more jobs created and sustained in our community.

All of the projects in our Heritage Tourism program are available to the public for free. Pick up one of these unique tourism guides and learn something new about the history and culture of your community.

Heritage Experiences of the Santa Cruz Valley

Launched in 2007, the Heritage Experiences of the Santa Cruz Valley map and brochure identifies

nearly 100 heritage destinations throughout the Santa Cruz Valley.

The interactive, online version of the heritage tourism map was a finalist for the Governor's Tourism Award in 2009, bringing state-wide recognition to the tourism opportunities in Pima and Santa Cruz counties.

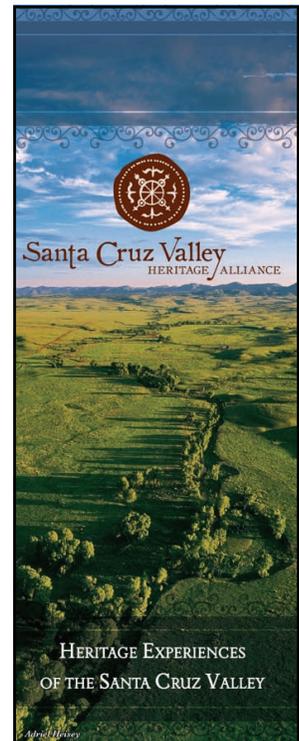
The Heritage Experiences mapguide is the first of its kind, highlighting various heritage destinations that tie into the ten distinctive experiences or stories of the Santa Cruz Valley Heritage Area. Residents and visitors alike can use the map to experience sky islands and desert seas, streams in the 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.

Maps are currently available at the local Visitors Centers throughout the Santa Cruz Valley, as well as from the Heritage Alliance. For more information or to learn where you can get a copy of the Heritage Map, visit our Heritage Tourism website www.SantaCruzHeritage.org/HeritageTourism or email us at info@santacruzheritage.org.

Discover Tucson's Heritage

In partnership with the City of Tucson, the Heritage Alliance created the Discover Tucson's Heritage tourism guide to support local heritage-based businesses in the greater Tucson region. The guide highlights more than 200 local businesses under the categories of Annual Events, Crafts, Destinations, Food, Lodging, and Music.

As a special bonus, we merged all these categories in to a special Downtown section to emphasize



Heritage Tourism Program continued

all of the heritage businesses, destinations, and events located in downtown Tucson.

The Discover Tucson's Heritage guide is available for preview and download from our website www.SantaCruzHeritage.org/DiscoverTucson. Each category can be viewed individually or you can download the full tourism guide as one pdf file. We encourage you to share the website or the pdf files of the guide with your friends and family to help support Tucson's heritage businesses, destinations, events, and traditions.

This guide is a work in progress and will continue to be updated with additional heritage businesses and events. Feel free to contact us with additional eligible listings.

Discover Green Valley-Sahuarita's Heritage

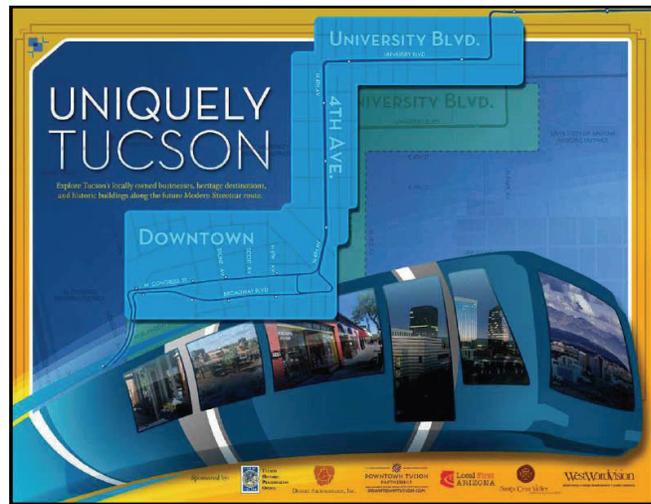
With the support of a generous grant from the Freeport McMoRan Copper and Gold Foundation, the Heritage Alliance created the Discover Green Valley-Sahuarita's Heritage tourism guide. Featuring 20 heritage-based businesses in the Green Valley – Sahuarita region, this guide not only markets the region to heritage travelers, but also helps Green Valley and Sahuarita residents learn about their community's rich history.

The Discover Green Valley-Sahuarita's Heritage guide is available for preview and download from our website www.SantaCruzHeritage.org/DiscoverGreenValley. Please share the website or the pdf files of the guide with your colleagues, friends, and family to help support Green Valley and Sahuarita's remarkable heritage businesses, destinations, events, and traditions.

This guide is a work in progress and will continue to be updated with additional heritage businesses and events. Feel free to contact us with additional eligible listings.

Uniquely Tucson

In May 2011 the Heritage Alliance partnered with the City of Tucson Historic Preservation Office, Desert Archaeology, Inc., Downtown Tucson Partnership, Local First Arizona, and WestWordVision, Inc. to create a one-of-a-kind walking map connecting the University to downtown Tucson.



The “Uniquely Tucson” map encourages users to explore Tucson's locally-owned businesses, heritage destinations, and historic buildings along the future Modern Streetcar route. The map highlights 215 local businesses on University Blvd., 4th Ave., Congress St., and Broadway Blvd. As west-side development progresses, the map will be updated to expand west of I-10, where the modern streetcar route will continue to the Mercado San Agustin.

Uniquely Tucson maps are available at the Tucson Visitors Center and the offices of all the project partners listed above. The map is also available in the lobby of the Historic Y at 738 N. 5th Ave. Visit the project website www.SantaCruzHeritage.org/UniquelyTucson for a description of each historic neighborhood featured on the map, as well a links to where you can get a copy.

Nature & Heritage Festival—Coming May 2012

Save the date for the inaugural “Nature and Heritage Festival: Birding and History Along the Santa Cruz” May 3-6, 2012 in at the Esplendor Resort in Rio Rico, AZ.

The festival coincides with International Migratory Bird Day and includes classes and guided tours on topics such as birding, history and ecology of the Santa Cruz River, Spanish history and the missions, ranching heritage, downtown historic Nogales, and more. Join us for education and recreation along the beautiful Santa Cruz River! Details will be updated soon on the festival website:

www.SantaCruzHeritage.org/HeritageFestival2012.

Heritage Businesses Engage Consumers in Culture and History

The Santa Cruz Valley is blessed with a rich historic past, deep-rooted cultural traditions, and a breath-taking natural environment unlike any other. This rich cultural and natural heritage thrives today, in part, due to the many businesses and organizations who strive to keep it alive.

We are pleased to partner with the following "Heritage Businesses" to ensure that future generations get to experience the beautiful historic buildings, captivating cultural traditions, and wondrous natural beauty of the Santa Cruz Valley.

Please support these businesses as they continue to preserve and promote a variety of unique heritage experiences for you and your family.

Heritage Consultants

Desert Archaeology, Inc.
www.desert.com



DESERT ARCHAEOLOGY, INC.

Skylark Consulting
www.skylarkconsulting.com



WestWordVision, Inc.
www.westwordvision.com



Heritage Crafts

Tumacacori Mesquite Sawmill
www.mesquitedesign.com



Heritage Destinations

Arizona-Sonora Desert Museum
www.desertmuseum.org



Colossal Cave Mountain Park
www.colossalcave.com



Old Tucson Studios www.oldtucson.com



Heritage Foods

Bean Tree Farm www.beantreefarm.com



Callaghan Vineyards
www.callaghanvineyards.com



Cup Café at Hotel Congress
www.hotelcongress.com/cup



Double Check Ranch
www.doublecheckranch.com



El Charro Café www.elcharrocafe.com



Flor de Mayo www.flordemayoarts.com



The Pecan Store www.pecanstore.com



Heritage Lodging

Aldea de Artisticas www.aldea-de-artisticas.com



Duquesne House Bed & Breakfast
www.theduquesnehouse.com



Flying V Ranch (520) 299-0702.



Hotel Congress
www.hotelcongress.com



The Lodge at Ventana Canyon
www.thelodgeatventanacanyon.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.

Heritage Foods: continued from page 3.

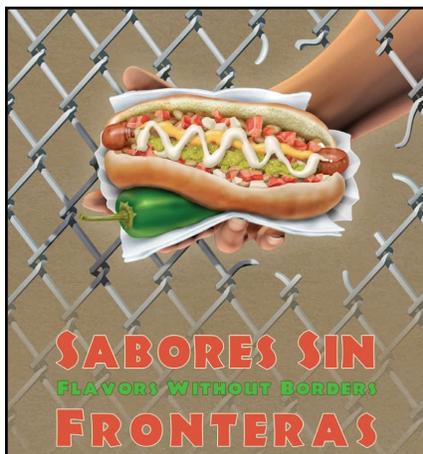
In 2009 and 2010 the Heritage Alliance sponsored the first **Local & Heritage Food Marketplace** at the annual Tucson Meet Yourself Festival to make healthy, local foods available to the estimated 100,000 festival attendees.

Our first event for the Heritage Foods Program was a sold-out heritage **foods workshop and exposition** at the Desert Diamond Casino in May, 2008. The workshop featured educational presentations from Native Seeds/S.E.A.R.C.H., San Xavier Cooperative Farm, Arizona-Sonora Desert Museum, Bean Tree Farm, Tucson Farmers' Markets, Chef Janos Wilder, and Gary P. Nabhan, an internationally-celebrated nature writer, seed saver, conservation biologist and sustainable agri-

culture activist, and now a member of the Heritage Alliance's Board of Directors.

Later that year, we co-sponsored the Sabores Sin Fronteras/Flavors Without Borders **symposium and heritage food festival** to document, celebrate and conserve farming and food folkways that span the U.S./Mexico borderlands from Texas and Tamaulipas on the east to Ambos Californias on the west.

The Heritage Alliance continues to partner with the Sabores Sin Fronteras through several workgroups focused on collaborative cross-border field studies and documentation; culinary practices and agri-tourism; publications; and events (workshops, food festivals, etc.).



Broad-based Financial Support—a locally-grown effort

Since 2003, when the Santa Cruz Valley Heritage Alliance was a mere sparkle in the community's eye, your financial support has allowed us to carry out our mission by engaging in a variety of successful programs and partnerships.

The impressive list of accomplishments highlighted in this newsletter would not have been possible without the support of local governments, private businesses, nonprofit partners, and individual donors like you!

With local government funding practically dried up and foundation support greatly reduced, we need the support of the local community more than ever.

Local businesses can join our special Heritage Business Membership program, and individuals can make tax deductible donations to support our heritage-based economic development and community education programs.

Visit our website www.SantaCruzHeritage.org, click on the Donate Now button, and become an integral part



of our mission to connect people to the heritage resources of the Santa Cruz Valley.

Make your financial gift today to support our programs and allow us to continue to offer free programs that benefit our entire community. Thank you for your continued support!

"Like" us on facebook

We've joined the world of social media with our non-profit page on facebook. "Like" us and stay informed of heritage events, activities, photos, and more! Log in to your facebook account and search for Santa Cruz Valley Heritage Alliance to get connected with us.

THANK YOU Tagg Running events, Farmers Investment Co., and the Green Valley Pecan Co. for selecting the Heritage Alliance as the nonprofit beneficiary for their July 16 Breeze in the Trees 5k!



Use your smartphone to scan our QR code and go directly to our website to donate instantly!





Santa Cruz Valley
HERITAGE ALLIANCE

P.O. Box 3445
Tucson, Arizona 85722
Ph: 520.429.1394
info@santacruzheritage.org
www.SantaCruzHeritage.org



Board of Directors

Barb Dolan, *President*
Jonathan Mabry, Ph.D., *V.P.*
Dan Judkins, *Secretary*
Bill Doelle, Ph.D., *Treasurer*
Lisa Carrico
Jerry Dixon
Joy Lyndes
Linda Mayro
Marty McCune
Gary P. Nabhan, Ph.D.
Nils Urman
Rick Vaughan

Vanessa Bechtol, *Executive Director*



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

Celebrate Food Day at the Santa Cruz Harvest Dinner

Lilly's Table, Mercado San Agustin, and the Santa Cruz Valley Heritage Alliance invite you to Food Day 2011. The **Santa Cruz Harvest Dinner** on Sunday, October 23 is a progressive dinner from a farm to a market to a restaurant, along the Santa Cruz River. Each of the three stops will provide one course of the meal (appetizers, entrée, and dessert), and educational information about growing food, accessibility of locally-grown food, and the historic food traditions of the region.

Food Day is a nation-wide event that brings together families, community organizers, educators, farmers, chefs and local officials as a united front for change in our food system.



www.SantaCruzHeritage.org/FoodDay

The Santa Cruz Harvest Dinner will also feature the public unveiling of the Heritage Alliance's regional food brand, "Santa Cruz Valley Harvest: The fresh taste of our heritage" with a free re-usable grocery bag for all guests!

This dinner is made possible thanks to our sponsors: Bean Tree Farm, Canelo Hills Vineyard & Winery, Chiva Risa Ranch, Cultivate Santa Cruz, Cup Café, Double Check Ranch, Fiore di Capra, Flor de Mayo, Green Valley Pecan Co., La Cocina, Mano Y Metate, Native Seeds/SEARCH, Pasco Kitchen, Renee's Organic Oven, Sabores Sin Fronteras, Sprouts Farmers Market, Sunflower Farmers Market, Tucson CSA, Tucson Farmers Markets, Tucson Originals, and others!

Tickets can be purchased online or at (520) 429-1394. Seating is limited!