



Santa Cruz Meanderings

Spring 2012

Experience the Santa Cruz Valley

This spring the Santa Cruz Valley Heritage Alliance updated and reprinted our popular Heritage Experiences of the Santa Cruz Valley map and brochure, which highlights more than 100 heritage destinations throughout the southern Arizona's Santa Cruz Valley.

The Heritage Experiences mapguide, originally printed in 2007, was the first of its kind, highlighting various heritage destinations that tie in to the ten distinctive experiences or stories of the Santa Cruz Valley Heritage Area. The 2012 update of the map includes additions of unique heritage destinations.

This updated version was made possible thanks to the support of our sponsors: City of Tucson, Desert Archaeology, Inc., Esplendor Resort at Rio Rico, Metropolitan Tucson Convention & Visitors Bureau, Pima County, Southern Arizona Attractions Alliance, Town of Marana, and the Town of Sahuarita.

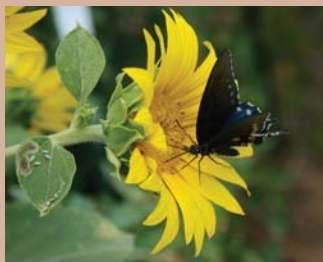
Maps are currently available at the local Visitors Centers throughout the Santa Cruz Valley, as well as from the Heritage Alliance. For more information about the Heritage Map, visit our Heritage Tourism website www.SantaCruzHeritage.org/HeritageTourism or email us at info@santacruzheritage.org.

MAP ADDITIONS

- Brandi Fenton Memorial Park at Binghampton Rural Historic Landscape
- Canelo Hills Vineyard and Winery
- DeGrazia Gallery and Chapel
- Dos Cabezas WineWorks
- Esplendor Resort at Rio Rico, an Audubon Birding Sanctuary
- Feliz Paseos Park
- Kief-Joshua Vineyards
- La Pilita Museum
- Rillito River Park
- Rincon Mountain Wilderness Area, Coronado National Forest
- San Pedro Chapel
- Santa Cruz River Park
- Sentinel Peak ("A" Mountain)
- Tucson Museum of Art Historic Block
- Tucson Rodeo Parade Museum
- Tucson Village Farm
- Tumamoc Hill and Desert Lab
- Wilhelm Family Vineyards



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!

www.SantaCruzHeritage.org



National Heritage Area Update



The Santa Cruz Valley National Heritage Area Act (HR 2037), introduced in May 2011 by Congressman Raúl Grijalva, has not made any progress in the House of Representatives. The Heritage Alliance and our broad base of bi-partisan partners will continue to push for this legislation that will provide a much-needed economic boost, as well as a national honor, to the Santa Cruz Valley and southern Arizona.

Despite the slow progress for the Santa Cruz Valley legislation in particular, support for the National Heritage Areas Program in general was recently reaffirmed with the introduction of the National Heritage Area Act of 2012 (HR 4099), which will formally authorize the National Heritage Area Program and establish criteria for the designation, management, and evaluation of the nation's existing 49 National Heritage Areas as well as future National Heritage Areas. The National Heritage Area Act has bipartisan support with 36 cosponsors, including Arizona's Rep. Grijalva and Rep. Pastor.

Formally authorizing the National Heritage Area program is a positive step forward and will be helpful in finally obtaining federal designation of the Santa Cruz Valley National Heritage Area. Learn more about how you can help this community-based effort by visiting www.SantaCruzHeritage.org/legislation.

Heritage Grains Revival

Western SARE (Sustainable Agriculture Research and Education) has awarded a two-year grant to a collaborative group to revive the production, milling, distribution, and marketing of two of the oldest grain varieties adapted to the arid Southwest—White Sonora wheat and Chapalote corn. Native Seeds/SEARCH, Tucson Community Food Bank, Hayden Flour Mills, Santa Cruz Valley Heritage Alliance, Cultivate Santa Cruz, and Tubac Historical Society will work with small-scale beginning farmers as well as low-income tortilla makers and bakers in the proposed Santa Cruz Valley National Heritage Area to increase our region's food diversity and food security in the face of climate change. Western SARE is a program of the U.S. Department of Agriculture that offers competitive grants conducted cooperatively by farmers, ranchers, researchers, and other agriculture professionals to advance farm and ranch systems that are profitable, environmentally sound, and good for communities.



Native Seeds/SEARCH

Support the Santa Cruz Valley Heritage Alliance and Win a 100% Electric Nissan LEAF!

Drive around town in high eco-style with a 100% electric Nissan LEAF and support the programs of the Heritage Alliance at the same time. Jim Click Automotive Team is sponsoring this generous community fundraiser and the Heritage Alliance keeps 100% of the proceeds from our raffle ticket sales. One lucky person will win a 2012 Nissan LEAF SL and free installation of a \$3500 charging station – a total package worth more than \$40,000! **Tickets are \$25 each or five for \$100 and must be purchased by April 20** for the April 27 drawing.

Tickets are going fast so get yours today. Call Vanessa at 520.429.1394 or visit our secure website at

www.SantaCruzValley.org and buy yours online. Please write “Nissan Raffle” in the PURPOSE line of the donation form, otherwise it will be processed as a regular donation. We will mail the ticket stubs to you before the drawing.



Nature & Heritage Festival

May 3 — 6, 2012

Discover the best birding spots in the Santa Cruz Valley, explore a beautiful 300-year-old Spanish mission, tour the U.S.-Mexican borderlands with experts, and watch exciting team roping events during the spectacular Nature & Heritage Festival, May 3 – 6. This new event, sponsored by the Santa Cruz Nature and Heritage Festival, Inc. the Santa Cruz Valley Heritage Alliance, and the Santa Fe Ranch, celebrates International Migratory Bird Day with stimulating classes and entertaining 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. Registration is \$40 per person and includes the welcome reception dinner and entertainment. All classes are free with registration. Tour fees are listed on our website. April 14 is the deadline for tour reservations. Throughout the festival, a free showcase of heritage vendor and exhibitor displays will be set up at the Esplendor Resort in Rio Rico. The showcase is open to the public. **Register today at www.SantaCruzHeritage.org/HeritageFestival2012.**



Partnering for Results with the University of Arizona



The Santa Cruz Valley Heritage Alliance is proud to partner with two University of Arizona student leadership programs this semester in several exciting projects.

The Arizona Blue Chip Program is a four-year leadership program that combines academic courses and extracurricular activities. This year 16 student teams developed competitive proposals that could be implemented by the Heritage Alliance to better engage Tucson college-aged students in heritage issues. In March, each team presented their marketing plan to a panel of community judges.

The teams were required to include a proposal, a strategy, and a technology-based marketing tool. Leah Bolton, Tony Chavez, Victoria DeHaven, and KC Ume won the 2012 competition with their iPhone app and student membership discounts.

In addition to the Blue Chip Competition, Nayan Doshi and Christian Reyes are completing internships with the Heritage Alliance as part of the UA Provost Leadership Academy, a one-year program for freshmen. Nayan is working on several heritage-based creative writing pieces and Christian is planning a heritage foods breakfast event. Watch for your invitation to the breakfast!



Find Us On Facebook and stay informed of heritage events, activities, news, and more!

Thank You

We are grateful to Kimley-Horn and Associates, Inc. for their generous in-kind contributions of computers, monitors, and a desk. We appreciate their support!



Kimley-Horn
and Associates, Inc.

Thanks also to Maynards Market & Kitchen for the delicious Farmers' Dinner they hosted in February to benefit the Heritage Alliance.

Wish List

- Large format color/photo printer (*Epson Stylus 1400 wide format photo printer*) for outreach and educational displays
- Digital camera (*10 megapixels or greater*)
- Large conference table and chairs
- Artwork for our new office
- Office desk chair with arms
- Microwave

Your Membership Works!

Our members are the most important aspect of the Santa Cruz Valley Heritage Alliance. Your membership dollars enable us to:

- expand our heritage foods program
- preserve the cultural, historic, and natural resources of the Santa Cruz Valley
- bolster our heritage-based community development efforts as we work toward achieving federal designation of the Santa Cruz Valley National Heritage Area



How you can help!

Tell your friends about the Heritage Alliance. Share this newsletter with your neighbors. Volunteer at a heritage event or activity. Give a gift membership to a family member. Support our Heritage Business Members. Visit our secure website and sign up to make a monthly donation to continue the valuable work of the Heritage Alliance. Even \$10 a month makes a big difference!

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

Thank you for continuing to support the Santa Cruz Valley Heritage Alliance. Your membership works!

Our New Home

The Heritage Alliance is moving to a new location. Our new office is in the historic Charles O. Brown house, at 40 W. Broadway in downtown Tucson. Charlie Brown, a pre-Civil War settler and prominent citizen, purchased this important Tucson landmark in 1868 and expanded the small adobe house several times between 1876 and 1888 until it covered three sides of a square. The Brown House is listed on the National Register of Historic Places and represents a classic blending of Mexican building designs and materials complete with American Victorian trim. We share the building with the Arizona Historical Society and Ben's Bells. Check our website for updated information about how to contact us and plan to join us for an office-warming celebration in May to learn what we've been working on to connect people to the cultural, historic, and natural treasures of the Santa Cruz Valley. Be sure to sign up for our e-news so you get an invitation to the party.



SCVHA Welcomes New Board and Staff Members

The Heritage Alliance is pleased to welcome Allison Cooper, Director of Marketing for the Metropolitan Tucson Convention and Visitors Bureau, to the board of directors. Allison has also served on Capitol Hill as an aide to three Senators on the Joint Economic Committee of Congress.

Suzanne Jameson has joined SCVHA as Membership and Outreach Coordinator. A native of the Santa Cruz Valley, Suzanne has directed communications and outreach programs for the City of Tucson, University of Arizona, and Native Seeds/SEARCH.

Support Heritage Businesses

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. Heritage businesses are local businesses that incorporate one of the ten themes* of the proposed National Heritage Area by encouraging the preservation, promotion, and education of the theme in daily business operations. 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



CACTUS HUGGERS PHOTOGRAPHY
Green Valley AZ
520.241.1280



TUMACÁCORI MESQUITE SAWMILL
Tumacacori AZ
520.398.9356
www.mesquitedesign.com

Heritage Consultants



DESERT ARCHAEOLOGY, INC.
Tucson AZ
520.881.2244
www.desert.com



SKYLARK CONSULTING
Tucson AZ
520.437.5355
www.skylarkconsulting.com



WESTWORDVISION
Patagonia AZ
520.394.2575
www.westwordvision.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



OLD TUCSON
Tucson AZ
520.883.0100
www.oldtucson.com

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
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www.hotelcongress.com/cup



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EL CHARRO CAFÉ
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www.flordemayoarts.com



THE PECAN STORE
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www.pecanstore.com



Heritage Lodging
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Tubac AZ
520.245.9222
www.aldea-de-artisticas.com



DUQUESNE HOUSE BED & BREAKFAST
Patagonia AZ
520.394.2732
www.theduquesnehouse.com

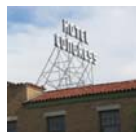


ESPLENDOR RESORT AT RIO RICO
Rio Rico AZ
520.281.1901
www.esplendor-resort.com



FLYING V RANCH
Tucson AZ
520.299.0702
info@flyingvranchtucson.com

Visit www.SantaCruzHeritage.org/BusinessMember or call 520.882.4405 to see if your business is eligible for our Heritage Business Membership.



HOTEL CONGRESS
TUCSON AZ
520.622.8848
www.hotelcongress.com



THE LODGE AT VENTANA CANYON
Tucson AZ
520.577.1400
www.thelodgeatventanacanyon.com

***National Heritage Area Themes**

- Sky Islands and Desert Seas
- Streams in the Desert
- Bird Habitats and Migratory Routes
- Native American Lifeways
- Desert Farming
- Ranching Traditions
- Spanish and Mexican Frontier
- Mining Booms
- U.S. Military Posts on the Mexican Border
- U.S. – Mexico Border Culture

Heritage Events are Blooming in Santa Cruz Valley

Spring brings desert wildflowers and a bumper crop of heritage events to the Santa Cruz Valley. Heritage events stimulate our community's economic development and enrich the lives of thousands of people every year. Take a moment to explore our region's upcoming activities and experience the diverse cultural traditions, heritage foods, and natural beauty of the Santa Cruz Valley. Visit www.SantaCruzHeritage.org for more information.

APRIL

- Arizona International Film Festival – Tucson
April 13-29
- Tucson Bird Count – Tucson
April 15-May 15
- Pima County Fair – Tucson
April 19-29
- Birdathon "Big Week"
April 20-29
- Earth Fest 2012: Patagonia Trails Day and Earth Day Celebration – Patagonia
April 20-21
- Annual Blessing of the Vines Festival – Elgin
April 21
- Together Green Volunteer Workday – Tumacacori
April 21
- La Frontera Tucson International Mariachi Conference – Tucson
April 24-28
- Blessing of the Vineyards Ceremony and Festival – Sonoita
April 28
- Cowboy Music Festival and Art Show – Tucson
April 28-29

MAY

- Cinco de Mayo – Nogales
May 5
- Sonoita Quarter Horse Races – Sonoita
May 7-8
- Fiesta Grande Street Fair – Tucson
May 7-8
- Ironwood Festival – Tucson Mason Audubon Center
May 14

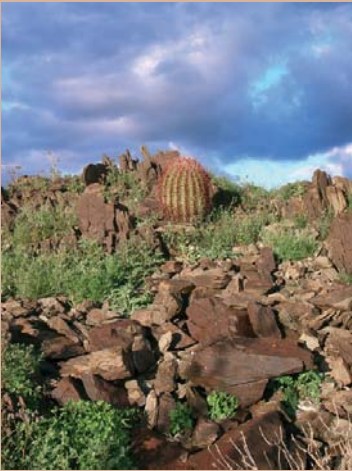




Santa Cruz Valley
HERITAGE ALLIANCE

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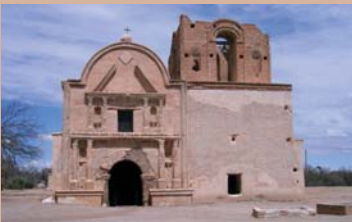


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Vanessa Bechtol



To add or remove your name
from our mailing list call
520.429-1394 or email
info@santacruzheritage.org

Save the Date! **FOOD DAY** October 24

Celebrate Food Day 2012 with the Santa Cruz Heritage Alliance on Wednesday, October 24! Mark your calendars and plan to join us for a special event highlighting the unique and delicious heritage foods of our region.

Food Day is an emerging national movement that brings together families, community organizers, educators, farmers, chefs, and local officials as a united front for change in our food system. Last year Southern Arizonans joined hundreds of thousands of Americans nationwide to celebrate Food Day. In Tucson, the Heritage Alliance's inaugural Santa Cruz Harvest Dinner, a progressive meal along the Santa Cruz River in collaboration with Lilly's Table and the Mercado San Agustin, was a resounding success, connecting the community to Tucson's local and heritage food products and traditions.



We're busy planning the details for this year's gala so watch our website and our monthly e-newsletters for more information. Hope to see you at Food Day 2012!