



Santa Cruz Valley
HERITAGE ALLIANCE



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

Promote . Preserve . Partner.

Spring 2014

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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.

Tucson: An International Culinary Destination

By Vanessa Bechtol, Executive Director, Santa Cruz Valley Heritage Alliance

Cholla buds. Tepary beans. White Sonora wheat. Black mission figs. Local grass-fed beef. Chiltepin peppers. These are just a few of the heritage foods found in southern Arizona's Santa Cruz Valley, including the Tucson basin.



Chapalote corn – the oldest variety of corn in North America

The Santa Cruz Valley Heritage Alliance has devoted extensive time, energy, and resources over the past 10 years to preserve, promote, and celebrate the unique natural and cultural heritage of the region, including our rich agricultural heritage and food traditions.

Now, we're enthusiastically supporting Tucson's bid to be designated as a UNESCO City of Gastronomy. The Alliance is honored to be the lead non-profit partner in this community effort to recognize our long-standing food traditions by promoting Tucson as an international culinary destination.

Celebrate the Treasures of Home with a Spring Donation

The Mission San Xavier del Bac outlined against the flaming streaks of a desert sunset . . . the snow-white blossom on a towering saguaro . . . the sound of a mariachi band trumpeting through the streets of Barrio Viejo . . . the full-flavored sweetness of a black mission fig. . . the native fibers of a Tohono O’odham basket. . .

There’s no place like home, and our home is abundant with heritage experiences like these. People come from all over the world to explore our unique wealth of historical, cultural, and natural treasures – but you and I are incredibly lucky to experience them in our own backyard!

Today, appreciation for our region’s history, foods, and cultural traditions are experiencing an unprecedented resurgence. It’s breathing new life into our local economy while also preserving our invaluable heritage.

The Santa Cruz Valley Heritage Alliance is proud to be at the forefront of this exciting movement. And as our region goes through another wave of bustling growth, we need you alongside us.

Please make a donation to the Santa Cruz Valley Heritage Alliance today. It’s a critical moment to make sure the exquisite fabric of our cultural and natural heritage is woven into our shared future.

The Santa Cruz Valley Heritage Alliance is the only organization dedicated to preserving and celebrating the Santa Cruz River watershed and all its cherished heritage resources.

Without these resources, Tucson and the greater Santa Cruz Valley just wouldn’t be the place we love – the one that sparks our imaginations, rewards us with beauty, and makes us proud of our regional identity. Without you, the home that has cradled generations could disappear.

Join us! You can be one of the visionaries that future generations will thank when they bite into a locally grown fig or watch the “White Dove of the Desert” shift colors under the setting sun. **Please use the enclosed envelope to make your donation today.**

With thanks,



Vanessa Bechtol, Executive Director



San Xavier Mission © Flickr/JR_P; Harvest Dinner © Melanie Emerson; Saguaro © Flickr/AL_HikesAZs

Let Us Be Your Guide!

Interactive Heritage Tourism Mapguide Now Features Even More to Explore



It's here! We've updated our interactive heritage tourism mapguide using Google Maps – connecting you with more heritage destinations.

Simply go to www.SantaCruzHeritage.org/tourismmap/ to pull up the interactive map on your desktop, smartphone, or tablet.

The *Heritage Experiences of the Santa Cruz Valley* mapguide features numerous heritage destinations tying into the 10 distinctive themes of the proposed Santa Cruz Valley National 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 U.S.-Mexico border culture.

Experience Spring Heritage Events

APRIL

• Yaqui Easter Ceremonies

Old Pascua, Tucson

March 5–April 20

www.pascuayaqui-nsn.gov

• Cowboy Music Festival & Art Show

Old Tucson

April 12-13

(520) 883-0100, www.oldtucson.com

• Fiesta Grande Street Fair – Tucson

April 26-27

www.fiestagrandeaz.com

• Blessing of the Vineyards Ceremony and Festival – Sonoita

April 26

(520) 455-5893, www.sonoitavineyards.com

• La Frontera's Tucson International Mariachi Conference – Tucson

April 30-May 3

(520) 838-3908, www.tucsonmariachi.org

Join the Alliance at the Arizona Historic Preservation Conference

Join us June 11-13 at the 2014 Arizona Historic Preservation Conference in Rio Rico. The Heritage Alliance is pleased to contribute to the conference by planning two panel presentations:

Economic Impacts of Heritage Tourism featuring Vanessa Bechtol, Santa Cruz Valley Heritage Alliance, and Charles Flynn, Yuma Crossing National Heritage Area

Preserving Food Traditions featuring Santa Cruz Valley Heritage Alliance, San Xavier Coop Farm, and Native Seeds/S.E.A.R.C.H.

To register or learn more, please visit azpreservation.com

Our Old Pueblo Is Well On Its Way to Becoming a *City of Gastronomy*

Continued from cover

Joining a Creative Cities Network

The City of Gastronomy title is a part a UNESCO network of “Creative Cities” working together toward a common mission for cultural diversity and sustainable urban development.

Joining the Creative Cities Network as a City of Gastronomy will highlight Tucson’s cultural assets on a global platform. It will also promote Tucson’s diverse cultural products in national and international markets by drawing attention to our vibrant community’s:

- numerous restaurants and chefs featuring indigenous ingredients used in traditional cooking;
- traditional food markets and traditional food industry; and
- tradition of hosting gastronomic festivals, awards, and contests.

A Long and Flavorful History

Tucson is located in the Santa Cruz River Valley, one of the longest continually cultivated regions in the United States with an agricultural



Quince, a mission-era fruit



Flatbread made with white Sonora wheat, a heritage grain

heritage extending back more than 4,000 years. Over that long timespan, the valley has also been a corridor for the cultural diffusion and exchange of foods and culinary traditions. This reciprocal exchange of Old World and native foods resulted in a uniquely blended cuisine that makes Tucson worthy of a City of Gastronomy title.

Here in the Santa Cruz Valley, Native American, Spanish Colonial, Mexican, and American Territorial heritages and traditions intersect with the natural landscape in ways unique to the American story.

Our heritage foods are among the many living traditions that thrive today as a source of identity and vitality for the people who live here. Food traditions help define and bond communities.

They also provide diversity essential to healthy, resilient ecosystems. Through the promotion of heritage foods, consumers can help contribute to preservation of local food varieties and traditions while also supporting the local economy.

A Hub for Culinary Tourism

Culinary tourists are an emerging and lucrative niche in the travel market. Through the promotion of Tucson's rich food traditions and culinary scene as a City of Gastronomy, we will tap into the culinary tourism market and reach visitors motivated by unique cultural experiences.

The distinctive cuisine that residents and visitors can experience in Tucson is based on the heritage foods produced in the city's local foodshed – the Santa Cruz Valley. Our designation as a City of Gastronomy will boost recognition for the food traditions of the proposed Santa Cruz Valley National Heritage Area.

As the ancient hearth of Southwestern cuisine, the Santa Cruz River Valley continues to produce a diversity of local foods that provide a direct link to the region's history and cultural identity. Our agricultural heritage can still be experienced today through these local foods. At wineries, restaurants, farmers' markets, and pick-your-own farms and orchards, residents and visitors can taste history by experiencing heritage foods.



Tucson is located in the Santa Cruz River Valley, one of the longest continually cultivated regions in the United States with an agricultural heritage extending back more than 4,000 years.

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This reciprocal exchange of Old World and native foods resulted in a uniquely blended cuisine that makes Tucson worthy of a City of Gastronomy title.

Through our Heritage Foods Program, the Santa Cruz Valley Heritage Alliance has increased community awareness of local and heritage foods throughout the greater region, particularly in Tucson. Our Heritage Foods Program includes educational materials and workshops, as well as promotion of local and heritage foods through our website, heritage tourism map, food directory, special events, annual heritage foods dinner, and farm-to-chef networking.

Tucson's uniquely blended cuisine is worthy of the title and honor of a world-class City of Gastronomy. The Alliance will continue to work with Mayor Jonathan Rothschild to further Tucson's nomination for this exciting international recognition.

Only five cities worldwide have been designated UNESCO Cities of Gastronomy: Popayán, Colombia; Chengdu, China; Östersund, Sweden; Jeonju, South Korea; and Zahlé, Lebanon. Stay posted at our website later this spring to read Tucson's nomination document and learn more about the designation: www.SantaCruzHeritage.org

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



Baer Joinery
Tucson, AZ
520.358.0911
www.baerjoinery.com



Creative Spirit Artists Gallery
Patagonia, AZ
520.394.2100
www.azcreativespirit.com



Murray Bolesta Fine Art Prints
Green Valley, AZ
520.241.1280
www.murraybolesta.zenfolio.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



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



Fox Tucson Theatre
Tucson, AZ
520.547.3040
www.foxtucsontheatre.org



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



Old Tucson
Tucson, AZ
520.883.0100
www.oldtucson.com



Patagonia Area Business Foundation
Sonoita, AZ
888.794.0060
www.patagoniaaz.com



Presidio San Agustin del Tucson
Tucson, AZ
520.837.8119
www.tucsonpresidio.com



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



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



Tumacacori National Historical Park
Tumacacori, AZ
520.398.2341
www.nps.gov/tuma



Western National Parks Association
Tucson, AZ
520.622.6014
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 WineWorks
Sonoita, AZ
520.455.5141
www.doscabezaswineworks.com

Support Our Heritage Businesses *(continued)*



Double Check Ranch
Winkelman, AZ
520.357.6515
www.doublecheckranch.com



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



Green Valley Pecan Company
Sahuarita, AZ
520.791.2582
www.greenvalleypecan.com



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



Sonoita Vineyards
Elgin, AZ
520.455.5893
www.sonoitavineyards.com



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

HERITAGE LODGING

(*National Register of Historic Places)



A Room With A View
Lake Patagonia, AZ
877.533.8439
www.patagoniaview.com



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



Flying V Ranch*
Tucson, AZ
520.299.0702



Hotel Congress*
Tucson, AZ
520.622.8848
www.hotelcongress.com



The Nogales Palace
Nogales, AZ
520.233.7140
www.facebook.com/TheNogalesPalace

Welcome New Heritage Business Members!

Heritage-based economic development is crucial to the Santa Cruz Valley. By working collaboratively with community members, businesses, farmers, and other stakeholders, we've supported and promoted local businesses in new and creative ways. We're proud to introduce our newest Heritage Business members.

• Fox Tucson Theatre	Historic performing arts theater	Tucson, AZ
• Nogales Palace	Historic lodging on the border	Nogales, AZ
• Patagonia Area Business Association	Linking economic opportunities and natural resources	Sonoita, AZ
• Presidio San Agustin del Tucson	Reconstruction of a 1775 Spanish fort	Tucson, AZ
• Tumacácori National Historical Park	Mission complex and heritage orchard	Tumacácori, AZ

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

Join 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. Use the enclosed membership envelope or click **DONATE NOW** on our website.



Santa Cruz Valley

HERITAGE ALLIANCE

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520.882.4405

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www.SantaCruzHeritage.org

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Vanessa Bechtol

Play for a Jeep and Help the Santa Cruz Valley!

It's a win-win: You get a chance at a Jeep Cherokee and the Santa Cruz Valley Heritage Alliance keeps the proceeds to preserve local heritage!

The Alliance is participating in the Jim Click Jeep Cherokee raffle. To send proceeds our way, simply buy your raffle tickets from us using the form below (or contact Vanessa at Vanessa@santacruzheritage.org or (520) 882-4405). **Tickets are 5 for \$100 or \$25 each.** *Tickets must be purchased by October 30, 2014 for the November 13, 2014 drawing.*

JEEP CHEROKEE RAFFLE

Name _____

Address _____

Phone _____

E-mail _____

Total amount enclosed (\$25 each or 5 tickets for \$100) _____

Return form and check to SCVHA, PO Box 561, Tucson, AZ 85702. Upon receipt, we'll mail the ticket stub back to you at the address provided above.

