

# chapter 1

## introduction and background

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### INTRODUCTION

The American Southwest invokes a vivid image in the mind and stirring feeling in the heart, even among those who have never been here. Its land and legends are intricately woven into the fabric of America's past and current culture. The Little Colorado River Valley, a 26,000+ square mile watershed that straddles the northern Arizona and New Mexico border, has witnessed many seminal events in the history of the United States and is home to people whose families lived and traveled in the area for hundreds, and in some cases, thousands of years before the region became an official part of the country. The valley is home to the entire Hopi and Zuni Indian Reservations and the southern portion of the Navajo Nation as well as the descendents of early Hispanic and Mormon immigrants and those who followed in the wake of development after the region was ceded to the United States in 1848 as a result of the Mexican-American War. Rich in history – the Hopi village of Oraibi is one of the oldest, continuously inhabited communities in the present-day United States – the region is alive with some of the oldest traditions of the prehistoric and historic American

West. The open landscapes, regional arts, fabled travel routes, and time-honored lifestyles are not just things of the past. They are a vibrant part of the valley's modern-day character and embody aspects of the American identity that modern-day people still like to discover. For these reasons, the designation of the Little Colorado River Valley National Heritage Area would add considerable dimension to the stories already being told by the 37 current National Heritage Areas.

### What is a National Heritage Area?

A National Heritage Area is a non-regulatory, federal designation that recognizes the defining landscapes and regional cultural traditions of the United States. The designation helps to preserve nationally important resources through the creation of partnerships among federal, state, and local entities.

*A "national heritage area" is a place designated by the United States Congress where natural, cultural, historic and recreational resources combine to form a cohesive, nationally-distinctive landscape arising from patterns of*

*human activity shaped by geography. These areas tell nationally important stories about our nation and are representative of the national experience through both the physical features that remain and the traditions that have evolved within them.*  
(National Park Service 2008)

National Heritage Areas are different from National Parks and many other types of federally designated lands because designation does not impose additional zoning or regulations on private or public land. Because a National Heritage Area is locally initiated and managed, it is a community-based conservation strategy that recognizes that the people who live in a region are uniquely qualified to preserve its resources.

Local stakeholders manage National Heritage Areas, with planning and interpretation assistance from the National Park Service. Through annual Congressional appropriations, up to \$10 million in 50-percent match funding is available to each National Heritage Area over a period of 15 years. This seed money helps cover basic expenses, such as staffing, and also leverages money from state, local, and private sources to implement locally selected projects. A broad spectrum of local stakeholders seeks the designation of a Little Colorado River Valley National Heritage Area

based on the resulting long-term benefits to the region. Through voluntary participation and local management, and without affecting property rights, some major benefits to residents and visitors are expected to include the following:

- ◆ Development and increase of heritage tourism, and a resulting boost in economic revenues and value of local lifestyles
- ◆ Additional source of funding for locally important projects pertaining to cultural education and resource conservation
- ◆ Increased ability to effectively network with multiple organizations on a regional scale and pool resources to complete tourism, educational, and conservation projects
- ◆ Increased support for local, rural economies
- ◆ Expanded opportunities and resources for volunteer stewardship of natural resources and elements of the region's heritage
- ◆ Balanced preservation and promotion

## BACKGROUND

The following sections of this chapter provide a list of place names that appear throughout the study, a basic description and information about the study area, the study process and a

**Table 1.1.** Place names of the Little Colorado River watershed.

Name	State	Notes
<i>Counties</i>		
Apache	Arizona	—
Catron	New Mexico	—
Cibola	New Mexico	—
Coconino	Arizona	—
McKinley	New Mexico	—
Navajo	Arizona	—

Name	State	Notes
<i>Cities, Towns, Chapters, and Other Communities</i>		
Cameron Chapter	Arizona	—
Church Rock Chapter	New Mexico	—
Concho	Arizona	—
Eagar	Arizona	—
Erastus (abandoned)	Arizona	Early Mormon settlement
Flagstaff	Arizona	Coconino County Seat
Ft. Defiance	Arizona	—
Gallup	New Mexico	McKinley County Seat
Ganado Chapter	Arizona	—
Holbrook (formerly Horse Head Crossing)	Arizona	Navajo County Seat
Joseph City (formerly Allen's Camp)	Arizona	—
Kykotsmovi	Arizona	Hopi capital
Leupp Chapter	Arizona	—
McGaffey	New Mexico	—
Nahata Dziil Chapter	Arizona	—
Obed (abandoned)	Arizona	Early Mormon settlement
Pine Hill	New Mexico	—
Pinetop-Lakeside	Arizona	—
Polacca	Arizona	Hopi village
Ramah (formerly Savoia)	New Mexico	—
Sanders	Arizona	—
Show Low	Arizona	—
Sipaulovi	Arizona	Hopi village
Snowflake	Arizona	—
Springerville	Arizona	—
St. Johns	Arizona	Apache County Seat
St. Michael's Chapter	Arizona	—
Taylor	Arizona	—
Vernon	Arizona	—
Walpi	Arizona	Hopi village
Window Rock	Arizona	Navajo capital
Winslow (formerly Sunset Crossing)	Arizona	—
Zuni	New Mexico	Zuni capital
<i>Other</i>		
El Morro National Monument	New Mexico	—
Homol'ovi Ruins State Park	Arizona	Puebloan site near Winslow Reservoir first created by a Mormon-built dam south of St. Johns. Also a petroglyph and pueblo ruins site.
Lyman Lake State Park	Arizona	A 200-mile escarpment that runs basically east-west across eastern Arizona to the New Mexico border.
Mogollon Rim	Arizona	Major tributary to the Little Colorado flowing from New Mexico to the southwest and meeting the Little Colorado at Holbrook
Rio Puerco	Arizona, New Mexico	

brief history of the effort to achieve designation, documentation of the scope of public outreach and involvement, and examples of how this study supports concurrent efforts of other organizations in the region related to heritage tourism development, cultural education, and resource conservation goals. The final section describes the preparation of this feasibility study and its contents.

### **Basic Description of the Study Area: Little Colorado River Valley**

The Little Colorado River Valley is a 26,000+ square mile watershed in the American Southwest. With minor alterations, the geophysical boundary of the Little Colorado River's watershed is the boundary used for this feasibility study for designation of a National Heritage Area. The minor alterations are the inclusion of the entire San Francisco Peaks landform (the actual watershed boundary excludes a small portion of the mountain's western slope) and the exclusion of extremely small parcels of the watershed that occur in San Juan County, New Mexico, and on the White Mountain Apache Reservation in Arizona. The eastern boundary of the watershed is formed by the Continental Divide in New Mexico, the southern boundary is formed by the geological feature known as the Mogollon Rim. The western boundary is the San Francisco Peaks and the northern boundary follows the ridge of Black Mesa on the Navajo Nation. Approximately one-fifth of the watershed lies in western New Mexico while four-fifths lie in northeast Arizona. The boundary, being a watershed, does not follow political lines. The proposed Little Colorado River Valley National Heritage Area includes significant portions of

Coconino, Navajo, and Apache Counties, Arizona and McKinley, Cibola, and Catron Counties, New Mexico. It includes the entire Hopi Reservation in Arizona and the entire Zuni Reservation in New Mexico and approximately the southern half of the Navajo Nation which spans both states. An accurate population total is difficult to determine due to the irregular border, but, based in part on U.S. Census data, is estimated to be approximately 235,000 or more.

The Little Colorado River begins atop Mt. Baldy in Arizona's White Mountains and is joined by numerous tributaries along its 270+ mile northwesterly course to its confluence with the main Colorado River on the eastern edge of Grand Canyon National Park. The site of the springs that create the river's headwaters is a designated sacred site for the White Mountain Apache Tribe. Into the early 20<sup>th</sup> century, the Little Colorado flowed year-round and flooded frequently. In today's times, it flows perennially through its upper reaches but is dry throughout much of its course depending on the season and volume of recent rains or snows. The watershed contains the highest point in Arizona, the 12,633 ft. top of Mt. Humphries which is part of the San Francisco Peaks, and drops to an elevation of 2,500 ft. High elevation pine forests are found on and immediately surrounding the San Francisco Peaks, in the White Mountains which follow the Mogollon Rim, and in the Zuni Mountains in New Mexico. The rest of the watershed contains mostly pinyon-juniper forest or high desert grassland.

The region is currently home to two western Pueblo tribes, the Hopi Tribe, the Pueblo of Zuni, and the Navajo Nation. Archaeological studies and

tribal oral histories give evidence of many different people living in the watershed over time beginning approximately 10,000-12,000 years ago. After Europeans came to the Americas, the region became part of northern New Spain. Francisco Vasquez de Coronado traveled through the southeastern corner of the watershed in 1540, encountering Zunis at the pueblo of Hawikku. He continued north and east in a vain search for the Seven Cities of Cibola (also known as the Seven Cities of Gold), which was one of the most compelling, yet erroneous, myths of his time. Don Juan de Oñate also traveled through the southeast corner of the watershed, leaving his famous inscription at El Morro when he undoubtedly stopped for water at the perennial pool at the rock's base. Oñate is credited as being the first governor of what would become New Mexico and also the first to introduce sheep as ranch animals on a large scale. Sheep would forever change Navajo culture. Their legends foretold of the animal's arrival and they fully embraced the raising of sheep, the making of products from its wool, and the incorporation of sheep into their diet and spiritual beliefs. For a time, sheep raising would also become the number one industry for non-Navajos in the region as well. Oñate, however, could be a brutal ruler and he was eventually removed from his post as governor largely due to his horrendous treatment of Native Americans.

Mexico won its independence from Spain in 1821, thereby changing the land from northern New Spain to northern Mexico. The Treaty of Guadalupe Hidalgo, which ended the Mexican-American War in 1848, ceded the region to the United States. It was not until 1863, however, that the formal boundary between present-day Arizona and New Mexico was drawn

and both became official U.S. Territories. Both Arizona and New Mexico achieved statehood in 1912, making them the last of the contiguous 48 states to join the union.

Recognition of tribal rights and lands were supposed to be a part of the Treaty of Guadalupe Hidalgo, although the United States did not always honor those rights. In 1864, Kit Carson began a scorched-earth campaign against the Navajos, burning their homes and agricultural fields and killing their livestock to force them off their land. Eventually, all Navajos were rounded up and sent to Fort Sumner (also known as Bosque Redondo) in eastern New Mexico. This journey is referred to as The Long Walk. Approximately 8,000 to 9,000 people started the walk, but between 2,000 and 3,000 died either on the way or during the next four years of imprisonment. The Treaty of 1868 finally established a Navajo reservation and allowed the people to return their homelands. Today, the Navajo Nation extends from northeast Arizona into northwestern New Mexico and southern Utah and is divided politically into 110 chapters, each governed by an elected council. There is also an 88-member Tribal Council and Tribal President. The Navajo capital is in Window Rock, Arizona. The Zunis first signed an agreement with Indian Agent James Calhoun in 1850 in regards to their land and rights but it was not until 1877 that the first portion of the current Zuni Reservation was delineated by Executive Order. Today, the Zuni Tribe has an elected Tribal Council and Governor located in Zuni, New Mexico. The Hopi Reservation was not formally formed until 1882. The Reservation lands are comprised of three main mesas that the Hopi have continuously occupied beginning 1,000 years ago and the Reservation is often

referred to as the Hopi Mesas or the Mesas. From east to west, the mesas are named First Mesa, Second Mesa, and Third Mesa. There are twelve distinct villages on the Mesas, each with their own governing body. The village of Kykotsmovi, Arizona on Third Mesa is the Hopi capital. The Hopi Tribe has an elected Tribal Council and Chairman. The boundaries of all three reservations have changed since their initial designations.

The largest city in the watershed is Flagstaff, Arizona (pop. 58,000) followed by Gallup, New Mexico (pop. 19,000). With few exceptions, most other cities, towns, and communities have populations well below 6,000. The area is rural. Cattle and sheep ranching still occur in many Native and non-Native communities and tourism is a major contributor to local economies.

### **Study Process and History of Effort to Achieve Designation**

The earliest ideas for a Little Colorado River Valley National Heritage Area began along the river itself. The Center for Desert Archaeology (Center), a nonprofit, (501)(c)(3) corporation based in Tucson, Arizona, has worked on archaeological and heritage tourism projects in communities along the Little Colorado River since 2001. Some of the more long-standing and significant projects include working with the Town of Springerville on the ancestral Puebloan site of Casa Malpais, with private landowners on another ancestral Puebloan site now known as Sherwood Ranch Ruin (formerly Raven Ruin), and with the Hopi Tribe on sites within Homol'ovi Ruins State Park outside of Winslow. Individual staff members also worked at Homol'ovi before their employment with the Center for Desert Archaeology.

Late in 2003, local citizen concern for petroglyphs along tributaries to the Little Colorado River near Snowflake brought together representatives from Arizona's State Historic Preservation Office, a land company, town government, the local citizenry, and the Center for Desert Archaeology to discuss ways in which these ancient sites could be protected and preserved while still allowing for public access. A similar meeting focused on Casa Malpais and on preservation of the historic elementary school was held in Springerville at that same time. At both meetings similar concerns were raised about the challenges of protecting important sites, interpreting them for a variety of audiences, and linking the stories of one community to those of neighboring communities throughout the region. The challenge of finding the necessary funding to support these efforts was a central theme of both meetings. Center staff members were aware of the National Heritage Area program and were helping to prepare a feasibility study for the proposed Santa Cruz Valley National Heritage Area. The idea of a Little Colorado River Valley National Heritage Area was raised by Center staff members during these two meetings in 2003. It was one of several approaches to find funding and meet local preservation goals that were discussed.

During the summer of 2004, Center for Desert Archaeology staff members prepared a map that displayed the watershed boundary of the Little Colorado River and highlighted the many communities, National Parks, and tribal nations that were located within the watershed. The map was shared in an informal meeting with several town officials in Springerville, and the concept of a National Heritage Area was discussed. Based on that meeting, the Center's Executive

Director made a presentation to the October 4, 2004, meeting of the Apache and Navajo County Mayor and Council Members Association in Taylor, Arizona. There was a strong and enthusiastic response to the National Heritage Area concept among those present, and the first letter of support was written by the Association’s Chair, Jim Boles, on October 18, 2004.

Based on this initial enthusiasm, the Center for Desert Archaeology increased its public outreach efforts. By the summer of 2005, a total of eighteen local organizations and governments had given formal letters or resolutions of support for the project. The work up to this point had been undertaken by a part-time staff member, but the Center knew the tremendous effort required for a full feasibility study would require a full-time position. In the spring of 2006, the Center was awarded a grant from the Arizona State Parks Heritage Fund to support such a position.

The Center hired a Heritage Programs Coordinator within a couple of months and the amount of public outreach, involvement, awareness, and support reached a new level. The proposed National Heritage Area’s general guidelines, heritage themes, and lists of related resources (all to be discussed in greater detail in subsequent chapters) were wholly developed by members of the public.

**Scope of Public Outreach and Involvement**

The Center for Desert Archaeology used a number of methods to reach the public and seek input and support from communities throughout the watershed for the proposed Little Colorado River Valley National Heritage Area. More than 200 information packets were distributed to tribal officials, businesses, civic organizations, local governments, state and federal agencies, individuals, and educational institutions. Center staff also made many informational presentations to local governments and organizations, had information display booths at local events, sent a steady stream of press releases to local media outlets, and sent monthly updates to an ever-growing list of interested people. In addition to these methods of public outreach, the Center held seventy meetings as a means of facilitating public involvement. These efforts resulted in contact with diverse stakeholders throughout the region and a total of 57 formal letters or resolutions of support from businesses, organization, agencies, and local governments all across the proposed Area. The following tables and lists detail these efforts.

*Information Presentations*

In addition to the presentations specifically about the proposed Little

**Table 1.2.** Informational presentations given.

<b>Group</b>	<b>Location</b>	<b>Date</b>
Apache and Navajo Counties Mayor and Councilmembers Association	Taylor, Arizona	October 4, 2004
Little Colorado River Watershed Coordinating Council	Holbrook, Arizona	November 2004
Little Colorado River Watershed Coordinating Council Executive Committee	Holbrook, Arizona	March 1, 2005
Springerville Town Council	Springerville, Arizona	March 2, 2005

<b>Group</b>	<b>Location</b>	<b>Date</b>
Apache and Navajo Counties Mayor and Councilmembers Association	Holbrook, Arizona	April 4, 2005
Society for Applied Anthropology Conference	Santa Fe, New Mexico	April 6, 2005
Homolovi Chapter of the AZ Archaeological Society	Winslow, Arizona	April 21, 2005
Hopi Cultural Resources Advisory Team	Kykotsmovi, Arizona	May 19, 2005
Pinetop-Lakeside Town Council	Lakeside, Arizona	May 19, 2005
Winslow City Council	Winslow, Arizona	May 23, 2005
Arizona Statewide Historic Preservation Conference	Tucson, Arizona	June 10, 2005
Holbrook City Council	Holbrook, Arizona	June 14, 2005
Interdisciplinary Team Meeting (Hopi Dept. of Natural Resources)	Kykotsmovi, Arizona	June 20, 2005
Flagstaff City Council work session	Flagstaff, Arizona	July 11, 2005
Navajo County Board of Supervisors	Holbrook, Arizona	July 18, 2005
Little Colorado River Watershed Coordinating Council	Holbrook, Arizona	July 13, 2006
Staff of Congressman Rick Renzi	Flagstaff, Arizona	August 1, 2006
White Mountain Audubon Society	Pinetop, Arizona	November 1, 2006
Dine be iina (a Navajo shepherders' association)	Tsalie, Arizona	November 4, 2006
Winslow Chamber of Commerce	Winslow, Arizona	November 9, 2006
Diablo Trust (a partnership of two ranches)	Flagstaff, Arizona	November 10, 2006
Gallup Chamber of Commerce	Gallup, New Mexico	November 15, 2006
Local citizens at Inscription Rock Trading Company	Ramah, New Mexico	November 17, 2006
Apache and Navajo Counties Mayor and Councilmembers Association	Taylor, Arizona	January 8, 2007
TRACKS Board (hiking and trail building group)	Lakeside, Arizona	January 8, 2007
Catron County REDTT Council (Rural Economic Development Through Tourism)	Reserve, New Mexico	January 10, 2007
Cibola County REDTT Council (Rural Economic Development Through Tourism)	Grants, New Mexico	January 11, 2007
Coconino Community College Colorado Plateau Studies capstone class	Flagstaff, Arizona	January 17, 2007
St. Johns Regional Chamber of Commerce	St. Johns, Arizona	January 24, 2007
Snowflake-Taylor Chamber of Commerce	Snowflake, Arizona	January 25, 2007
Museum of Northern Arizona docents	Flagstaff, Arizona	February 13, 2007
Friends of Flagstaff's Future	Flagstaff, Arizona	February 28, 2007
Painted Desert Kiwanis Club	Holbrook, Arizona	March 8, 2007
Winslow Historical Society	Winslow, Arizona	March 9, 2007
Snowflake Academy Foundation	Snowflake, Arizona	March 13, 2007
Snowflake Town Council	Snowflake, Arizona	March 13, 2007
Winslow Historic Preservation Commission	Winslow, Arizona	March 28, 2007
Winslow Planning & Zoning Commission	Winslow, Arizona	April 9, 2007
Springerville-Eagar Chamber of Commerce	Springerville, Arizona	April 10, 2007
Eagar Town Council	Eagar, Arizona	April 10, 2007

<b>Group</b>	<b>Location</b>	<b>Date</b>
St. Johns City Council	St. Johns, Arizona	April 12, 2007
Nahata Dziil Chapter planning meeting	Sanders, Arizona	April 13, 2007
Dine be iina (a Navajo sheepherders' association)	Hard Rock, Arizona	April 14, 2007
Navajo Nation Scenic Byway 98 meeting	Page, Arizona	April 19, 2007
Sunnyside Neighborhood Association	Flagstaff, Arizona	May 10, 2007
Heber-Overgaard Chamber of Commerce	Overgaard, Arizona	May 15, 2007
Nahata Dziil Chapter tourism planning meeting	Sanders, Arizona	May 17, 2007
Homolovi Chapter of the AZ Archaeological Society	Winslow, Arizona	May 17, 2007
Arizona Historic Preservation Conference	Prescott, Arizona	June 14, 2007
Nahata Dziil Chapter Meeting	Sanders, Arizona	June 15, 2007
Southside Neighborhood Association	Flagstaff, Arizona	June 21, 2007
Houck Chapter Meeting	Houck, Arizona	July 8, 2007
Lupton Chapter Meeting	Lupton, Arizona	July 12, 2007
Hopi Pre-Commission	Flagstaff, Arizona	August 16, 2007
Coconino Community College Teaching and Learning Conference	Flagstaff, Arizona	August 16, 2007
Sipaulovi Development Corporation	Sipaulovi, Arizona	August 22, 2007
Zuni Tribal Council	Zuni, New Mexico	September 12, 2007
Navajo County Board of Supervisors	Holbrook, Arizona	September 18, 2007
Apache and Navajo Counties Mayor and Councilmembers Association	Winslow, Arizona	October 1, 2007
Northern Arizona Council of Governments	Flagstaff, Arizona	October 25, 2007
Land Team (Hopi)	Kykotsmovi, Arizona	November 21, 2007
Western Navajo Agency	Flagstaff, Arizona	December 15, 2007
Community Service Administrators (Hopi)	Kykotsmovi, Arizona	December 20, 2007
Coppermine Chapter planning meeting	Coppermine, Arizona	January 1, 2008
Little Colorado River Watershed Coordinating Council Winter Conference	Show Low, Arizona	January 31, 2008
Navajo County Farm Bureau	Snowflake, Arizona	February 26, 2008
Coppermine Chapter planning meeting	Coppermine, Arizona	March 4, 2008
Coconino Natural Resource Conservation District	Flagstaff, Arizona	March 10, 2008
St. Johns City Council	St. Johns, Arizona	March 13, 2008

Colorado River Valley National Heritage Area given to area organizations, the Heritage Programs Coordinator attended or participated in more than 20 local events, conferences, and meetings of groups dedicated to

promoting heritage tourism, local culture, or resource conservation. This served to inform her about ongoing efforts in the region and to begin to establish relationships and partnerships upon which the future Area can build.

**Table 1.3.** Information display booth at local events.

<b>Event</b>	<b>Location</b>	<b>Date</b>
Flagstaff Farmers' Market	Flagstaff, Arizona	October 1, 2006
Slide Rock State Park AppleFest	Sedona, Arizona	October 14, 2006

Event	Location	Date
Voices that Beautify the Land Conference	Flagstaff, Arizona	April 27-28, 2007
Ramah Farmers' Market	Ramah, New Mexico	June 9, 2007
Heber-Overgaard 4 <sup>th</sup> of July Celebration	Overgaard, Arizona	June 30 - July 1, 2007
Suvoyuki Day at Homolovi Ruins State Park	Winslow, Arizona	July 7, 2007
Ramah Farmers' Market	Ramah, New Mexico	October 6, 2007
Little Colorado River Watershed Coordinating Council Winter Conference	Show Low, Arizona	January 31 - February 1, 2008

### *Local Media*

The proposed Little Colorado River Valley National Heritage Area was the subject of 30 articles in newspapers throughout the proposed region and the subject of one article in *The Arizona Republic*, the paper of Arizona's capital city of Phoenix. Some of these were the result of press releases sent by the Center for Desert Archaeology and some were a result of reporters responding to public interest in the development of the project. In addition to these public media outlets, a number of articles about the project appeared in several newsletters of private organizations such as the Plateau Sciences Society and White Mountain Audubon Society.

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- ♦ Golier, Linda Marie  
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### Monthly Updates

The Center for Desert Archaeology realized that relying solely on public media outlets was not enough to keep people across such a large area adequately informed. The part-time staff member started a monthly newsletter update in March 2005 and sent three issues via email until her departure for an academic position out of state. The full-time Heritage Programs Coordinator renewed the monthly updates beginning in August 2006 and also made them available in hard copy for those who did not have access to the Internet. The list of those receiving the updates, via email or regular mail, grew every month and by February 2008 exceeded 650. All monthly updates were kept posted on the Center's website for continued public access.

### Community Working Group Meetings

In addition to these information dissemination methods, the Heritage Programs Coordinator of the Center for Desert Archaeology also held numerous community Working Group meetings. Working Group meetings were informational—the basic concept of the National Heritage Area was explained at each meeting and progress reports were given—but the main purpose of the Working Groups were to elicit public input for the development of this feasibility study and the National Heritage Area as a whole. To more effectively engage the most number of people possible, a

series of four Working Group meetings were held in each of five locations across the proposed Area: Flagstaff, Gallup, Ramah, the White Mountains, and the Winslow/Holbrook region. Meeting sites were alternated between two communities in the White Mountains and in the Winslow/Holbrook region to equalize driving distances for the people who participated. A description of what occurred at each round of meetings is given below along with date it occurred in the five locations. A total of more than 140 people participated.

#### Meeting One

**Activity:** Participants defined what they liked and disliked about their communities now and defined what they did and did not want for their communities in the future.

**Purpose:** These expressed likes and dislikes of the public became the foundations of general guidelines for the proposed Area. When the future Area is awarding grants, embarking on projects, or setting goals, it will use these guidelines to help evaluate how well a particular project will encourage the type of community the public desires.

#### **Dates and Locations:**

Flagstaff [November 30, 2006]  
 Gallup [February 22, 2007]  
 Ramah [February 23, 2007]  
 White Mountains (Lakeside) [February 26, 2007]  
 Winslow/Holbrook (Holbrook) [March 22, 2007]

#### Meeting Two

**Activity:** Participants used maps of the watershed to identify key sites, activities, and places of historical and cultural importance.

**Purpose:** After evaluating the many locations identified and reflecting on the varied meanings associated with those locations, participants developed a list of heritage themes that reflected the diversity and unity of the Little Colorado River watershed as a whole. The heritage themes developed by all five Working Group locations led directly to the seven heritage themes presented in this feasibility study.

#### **Dates and Locations:**

Flagstaff [March 29, 2007]  
 Gallup [May 3, 2007]  
 White Mountains (Lakeside) [May 9, 2007]  
 Winslow/Holbrook (Winslow) [June 7, 2007]  
 Ramah [June 8, 2007]

#### Meeting Three

**Activity:** With the seven heritage themes established, participants wrote down all activities, sites, organizations, businesses, festivals, historical events, and other resources that expressed some aspect of a particular theme.

**Purpose:** The list of resources developed for each heritage theme became the foundation for the resource lists that appear with each theme in this study. The lists also informed the contributing writers of resources throughout the watershed of which they may not have been personally aware. These lists will also serve as a database of potential future partners for the proposed Area.

#### **Dates and Locations:**

White Mountains (Springerville) [August 23, 2007]  
 Gallup [September 6, 2007]  
 Ramah [September 7, 2007]  
 Flagstaff [September 13, 2007]  
 Winslow/Holbrook (Holbrook) [September 20, 2007]

**Meeting Four**

**Activity:** The first draft of this feasibility study was made available for public review.

**Purpose:** Participants could give comments and ask questions about the study. Suggestions received during the public comment period have been incorporated into this final version of the feasibility study.

**Dates and Locations**

Flagstaff [March 26, 2008]

Winslow/Holbrook (Winslow) [April 9, 2008]

Snowflake [April 10, 2008]

White Mountains (Springerville) [April 16, 2008]

Gallup [April 17, 2008]

Ramah [April 18, 2008]

***Formal Letters of Resolutions of Local Support***

The following is a list of the 57 individuals, organizations, agencies, businesses, or governments that gave formal letters or resolutions of support for the proposed Little Colorado River Valley National Heritage Area. Many participated fully in the Working Group meetings and gave significant input towards the development of the proposed Area. (To view copies of the actual documents, see Appendix X.)

- ♦ Apache & Navajo Counties Mayors & Council Members Association
- ♦ Babbitt Ranches
- ♦ Center for Sustainable Environments
- ♦ City of Gallup
- ♦ City of Holbrook
- ♦ City of Show Low
- ♦ City of Winslow
- ♦ Coconino County Cooperative Extension
- ♦ Colorado Plateau Studies Program at Coconino Community College
- ♦ County of McKinley
- ♦ Deighton, Natasha
- ♦ El Morro Area Arts Council
- ♦ El Morro and El Malpais National Monuments
- ♦ Flagstaff Chapter of the Arizona Native Plant Society
- ♦ Gallup/McKinley County Chamber of Commerce
- ♦ Heber-Overgaard Chamber of Commerce
- ♦ Historic Route 66 Association of Arizona
- ♦ Holbrook Chamber of Commerce
- ♦ Holbrook Painted Desert Kiwanis Club
- ♦ Homolovi Chapter of the Arizona Archaeological Society
- ♦ Houck Chapter
- ♦ Hubbell Trading Post National Historic Site
- ♦ Jeffers Cattle Co., Inc.
- ♦ La Posada Hotel
- ♦ Little Colorado River Chapter of the Arizona Archaeological Society
- ♦ Little Colorado River Plateau Resource, Conservation, and Development Area
- ♦ Little Colorado River Watershed Coordinating Council
- ♦ Lupton Chapter
- ♦ Museum of Northern Arizona
- ♦ Nahata Dził Chapter
- ♦ Navajo County Board of Supervisors
- ♦ Navajo Tourism Department
- ♦ New Mexico and Arizona Land Company
- ♦ New Mexico Historic Preservation Division
- ♦ Northern Arizona University
- ♦ Old Trails Museum (Winslow Historical Society)
- ♦ Petrified Forest National Park
- ♦ Pinetop-Lakeside Chamber of Commerce
- ♦ Plateau Sciences Society
- ♦ Program in Community, Culture, and Environment Show Low Historical Society
- ♦ Show Low Main Street

- ♦ Snowflake Academy Foundation
- ♦ Snowflake Heritage Foundation
- ♦ Southwest Indian Foundation Gallup Cultural Ctr.
- ♦ Southwest Sustainable Forests Partnership
- ♦ St. Johns Chamber of Commerce
- ♦ Swift, Marguerite
- ♦ The Archaeological Conservancy
- ♦ The Field Museum, Chicago
- ♦ Town of Pinetop-Lakeside
- ♦ Town of Snowflake
- ♦ Town of Springerville
- ♦ Town of Taylor
- ♦ TRACKS
- ♦ Winslow Chamber of Commerce
- ♦ Winter Sun Trading Company and Arizona Ethnobotanical Research Association

### Supporting Concurrent Efforts of Other Organizations

Many communities in the Little Colorado River Valley recognize that tourism is a major portion of their income and a number of communities are actively planning for further tourism development. Educational and resource conservation efforts are also underway in a variety of ways throughout the watershed. The following is a partial but representative list of current initiatives by the National Park Service, local governments, and private organizations that promote heritage tourism, heritage education, or resource conservation.

- ♦ **Ancient Way Fall Festival:** This is a coordinated effort by residents, business owners, non-profits, the National Park Service, and the Zuni and Acoma Tribes all of whom live on or in the vicinity of Route 53 in New Mexico. 2007 was the eighth year of the Festival, which included a cycling race, evening hikes at El

Morro National Monument featuring a Zuni interpreter and musician, a Zuni Fall Festival and Arts Market that also featured traditional dances, an archaeology fair, outdoor barbeques, and more.

- ♦ **Arizona Game and Fish:** Since 1973, the Department has been managing Becker Lake in Springerville as a trout fishery. In 2002, the Department purchased 291 acres next to Becker Lake to increase riparian habitat along the Little Colorado River for species of special concern and ongoing development of the site is occurring. Recent recreational development includes visitor restrooms, a boat ramp, two hiking trails, and a bird blind. Stream restoration has also occurred. Management goals include providing the public with quality trout fishing and wildlife observing experiences.

- ♦ **A:shiwi A:wam Museum and Heritage Center:** This museum in Zuni has been working with local schools to develop a gardening program to teach youth the traditional methods and crops of Zuni and also to promote healthier lifestyles based on Zuni culture.
- ♦ **City of Gallup**
- ♦ **Coconino County:** The County embarked on a comprehensive Sustainable Economic Development Initiative in 2006. One of the five original Action Teams of this Initiative is devoted to sustainable tourism development.
- ♦ **Hopi village of Moenkopi and Navajo Chapter of Shonto:** Both communities are midway through plans to develop multi-faceted travel centers that will include the necessary gas stations and

convenience stores, but also cultural museums and vendor villages where local craftspeople can market their wares directly to tourists.

- ♦ **Hopi village of Sipaulovi:** Sipaulovi held its first annual arts and crafts fair, featuring the work of local craftspeople, in July 2007. The Sipaulovi Development Corporation recently hired a staff member dedicated to tourism development for the village and the larger reservation and northeast Arizona region. Plans include walking tours of Sipaulovi, business and hospitality training, and an artists' booklet and market.
- ♦ **Navajo Chapter of Leupp:** The Leupp Family Farms is an initiative of 40 families to grow traditional crops by traditional methods, thus leading to a healthier diet and lifestyle and the passing of traditional knowledge to the next generation.
- ♦ **Petrified Forest National Park:** Petrified Forest recently restored the Painted Desert Inn and updated numerous interpretive signs along current trails. An expansion of the Park was approved by Congress in 2005, thereby increasing the Park's ability to protect more resources related to the land and presenting new opportunities to study and interpret the landscape.
- ♦ **Trail of Many Tracks:** The Trail of Many Tracks is a narrated CD tour of the southern portion of the watershed from Sanders, Arizona to Zuni, New Mexico, through the White Mountains, and ending in Winslow, Arizona. The organization that developed the CD is actively seeking more effective means of marketing and distribution.

## Preparation of the Feasibility Study

This feasibility study is the result of more than two years of intensive collaboration for the express purpose of completing the study and of many prior years of partnership and cooperation among individuals, communities, and local organizations for the purpose of honoring the special heritage of this region. The Heritage Programs Coordinator of the Center for Desert Archaeology coordinated the development of the study, but many individuals and local organizations and governments supported the effort with their time, energy, resources, and knowledge.

In addition to Center staff, five writers were asked to contribute to this study. All five live within the proposed Area. Four have extensive backgrounds in particular heritage themes identified by Working Group participants as significant to this region and one has more than 20 years experience in the tourism industry. All five writers incorporated information given by the public during Working Group meetings into their drafts. The first full draft of the entire study was distributed for review and comment during a final round of Working Group meetings. Comments received during this review process were incorporated into this study as appropriate. (For a list of comments received, see Appendix X.)

This study describes the basic concept of a Little Colorado River Valley National Heritage Area. The study describes the underlying principles of the proposed Area and proposes a conceptual financial plan and general guidelines for a future management entity in Chapter 2, describes the Colorado River Valley's heritage through a set of seven themes in

Chapter 3, and evaluates the significant contributions of the region in accordance with National Heritage Area nationally distinctive criteria in Chapter 4. Chapter 5 identifies the natural and cultural resources currently available in the region and anticipates how they may be affected by designation. Chapter 6 shows the potential for further development of heritage tourism in the Little Colorado region and Chapter 7 discusses management alternatives and their anticipated impacts. Appendices include copies of all letters or resolutions of support, draft legislation for the proposed Area, public comments about the feasibility study, and two pertinent National Park Service documents.

#### *Description of The Center for Desert Archaeology*

- ♦ Arizona nonprofit corporation founded in 1989; the Center received

- its 501(c)(3) tax-exempt letter from the Internal Revenue Service in 1991
- ♦ Served as coordinator and financial administrator of the effort to develop this Feasibility Study
- ♦ Obtained funds for preparation of the Feasibility Study, supporting materials, and public outreach from the Arizona State Parks Heritage Fund
- ♦ Works throughout the Greater Southwest to conduct community-based, preservation archaeology
- ♦ The Center will relegate coordination and financial management roles to the Little Colorado Heritage Partnership, Inc., upon completion of this Feasibility Study
- ♦ The Center may participate as a member of an advisory board for the Little Colorado River Valley National Heritage Area in the future
- ♦ The Center is likely to contribute information to the future National Heritage Area and work with it as a partner