

# chapter 5

## supporting resources and affected environment

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### SUPPORTING RESOURCES

This chapter inventories all National Historic Landmarks and properties listed on the National Register of Historic Places. The quality and importance of these places have already been recognized at the national level as being significant to the history and culture of the region and the nation. Additionally, resources that support the richness of living in the Little Colorado region, but that do not fit squarely into one of the seven main heritage themes, are also listed and explained.

### (LIST OF NATIONAL HISTORIC LANDMARKS AND NATIONAL REGISTER SITES FORTHCOMING)

#### Other Supporting Resources

- ♦ **Cushman Art Museum, Springerville:** A remarkable collection of Renaissance to early 20<sup>th</sup> century European art, the pieces are the gift of Renee Scharf Cushman and are on display by appointment.
- ♦ **Grand Canyon Trust, Flagstaff:** This nonprofit organization focuses its efforts on many projects including air quality and energy, forests, landscape protection and restoration, water, and culturally appropriate development projects on Native American reservations. Its extensive volunteer program allows people to engage in hands-on activities that increase their appreciation and knowledge of the region.
- ♦ **Local historical societies and museums, Gallup, Holbrook, Ramah, Snowflake, Show Low, White Mountain, Winslow:** These historical societies or heritage foundations support a range of programs, events, and sites that interpret many different aspects of life in their respective communities. Historical information and exhibits, Native American artifacts, local artists, and more are given public access and attention by these organizations.
- ♦ **Museum of Northern Arizona Ventures Program, Flagstaff:** The

Ventures Program offers a wide range of educational trips throughout the southern Colorado Plateau region. From geology to Native culture to historic roads, participants always travel with a recognized expert in the field and are afforded rare, intimate opportunities to experience and learn.

- ◆ **Northern Arizona University, Flagstaff:** The university's Ceramic Complex is home to Tozan kilns. The wood-fire kilns, which produce an unusual type of finish on clay pieces, were developed in Japan and are exceedingly rare in the Western Hemisphere (the only other known site is in British Columbia, Canada). As a result, the university has hosted a number of international ceramics workshops and conferences since their completion in 1985. The vision of the kilns' builder, master Japanese ceramist Yukio Yamamoto, included a Japanese teahouse to be built at the site. This was completed in 2002, and now hosts public programs. The university also maintains an art museum that is open to the public and sponsors a number of performing arts and film series. An Elderhostel program also operates from the campus and since 1983 has offered more than 50 programs for seniors who want to explore, learn, and really understand the life and land of northern Arizona and western New Mexico.
- ◆ **Pioneer Museum, Flagstaff:** The Arizona Historical Society operates this museum, the building of which was originally built in 1908 as a county hospital. The museum features an annual Wood Festival and an Independence Day Celebration featuring living history camps and demonstrations of early European-settler crafts such as woodworking

and candle-dipping. The collections of the museum contain farm machinery, a logging locomotive, pioneer clothing, household furnishings, and other memorabilia.

- ◆ **Roden Crater, east of Flagstaff:** Roden Crater is the vision of artist Jim Turrell. Turrell has exhibited across Europe, in Japan, as well as in the United States. His Roden Crater project is a work in progress. Initially begun in 1972, major construction began in 1999 and is ongoing. When complete, the crater will be transformed into an observatory of sorts designed specifically for viewing night skies.
- ◆ **Valle Redondo Days, Springerville and Eagar; Pioneer Days, Snowflake; Ramah Pioneer Days, Ramah:** These community celebrations bring together foods, music, sporting events, dances, crafts, and activities that celebrate the founding and history of the respective towns. Valle Redondo Days celebrate the community's connection to John Wayne, who owned the 26 Bar Ranch in Eagar as the ancient and modern culture of the ranch's current owners, the Hopi Tribe.

## AFFECTED ENVIRONMENT

How will the proposed designation affect the natural and cultural resources mentioned in this and previous chapters? This is an important question as the importance of the region's resources has already been demonstrated previously in this study. Exact and specific effects are impossible to detail at this stage of the proposed Area's development, but general effects are expected to include the following.

## **EXPECTED POSITIVE EFFECTS**

National Heritage Areas are designed, of course, to facilitate numerous positive changes in a community in regards to natural and cultural preservation efforts, education, heritage tourism development, greater support for local economies, among other benefits. The following is how.

### **An Increase in Regional Coordination of Conservation or Preservation Efforts**

As has been shown in Chapter 3, the individual natural and cultural resources of the Little Colorado River Valley are interrelated. The experience of one community with a particular type of resource may be extremely helpful for another community with a similar resource facing a similar preservation issue. The National Heritage Area can provide a forum in which these experiences are shared and assistance given.

### **An Increase in Regional Coordination of Heritage Tourism Efforts**

Heritage travelers typically like a mix of things to do and experience during their trips. Most Little Colorado communities are too small individually to host visitors with wide-ranging interests for an extended period of time. However, the diversity of the region as a whole provides plenty of opportunities to keep visitors in the region for as long as they would wish. When communities cross-promote instead of compete, more tourism dollars stay closer to home. The National Heritage Area can be influential in making the Area's different tourism opportunities known

to all communities in the Area and in marketing all of the opportunities as a diverse menu of potential experiences.

### **Additional Funding for Education, Preservation, or Heritage Tourism Efforts**

At some point, good intentions and good will need financial backing. The numerous education, preservation, and heritage tourism efforts already underway in the Little Colorado region attest to the desire of people and communities to pursue these types of projects. As most involved with the projects will say, however, adequate funding is one of the most difficult aspects of the project to develop. The National Heritage Area can be a source of matching funds for projects as well as a source of technical guidance to help ensure those funds are put to use for the maximum benefit.

### **Greater Ability to Raise Awareness of the Little Colorado River Region on a National or International Scale**

Again, while one community may not be able to attract national or international attention, the region as a whole contains a cohesive and dynamic heritage that many find intriguing. An analogous example would be the Napa Valley of California. Napa Valley contains about 10 separate cities and towns and additional parks, lakes, and National Recreation Areas, but to most people the region is simply known as Napa Valley. The American Southwest as a whole already receives many national and international visitors, but the Little Colorado region falls behind other neighboring regions in terms of the number of visitors it receives. Raised awareness, along with more developed heritage tourism

infrastructure and offerings, will make the region more well-known and understood.

### **New Investment in the Region**

Many of the potential benefits work hand-in-hand with each other. As initial conservation, education, and tourism projects are completed and the region gains wider recognition, funding agencies and foundations, as well as private individuals and entrepreneurs, will look to the Little Colorado region's success and want to contribute. The average ratio of federal dollars to other investments all National Heritage Areas taken as a whole have been able to attract is 1:8, though in some Areas the amount of non-federal investment is much higher.

### **Support of Local Economies**

The National Heritage Area will focus on the aspects of a community that make it unique and on projects that reinforce its own character. Many times what distinguishes one community from another are the types of businesses and industries found within the community and the specific look and feel of its built environment. National Heritage Areas have a history of supporting local businesses and downtown development and the proposed Little Colorado River Valley National Heritage Area has the same potential.

### **Quality of Life**

The proposed Little Colorado River Valley National Heritage Area is a place of diverse cultures, communities, and industries, yet all overlap and affect each other. A balanced approach

to projects funded or undertaken by the National Heritage Area will ensure that the quality of life in communities is enhanced or maintained. Projects that are culturally, environmentally, and economically appropriate will reinforce the values and landscape upon which the communities were initially built.

### **POTENTIAL NEGATIVES EFFECTS**

As with any endeavor, negative effects can occur along with positive effects. Because participation in any National Heritage Area program or plan is voluntary, individual communities or individual residents can weigh the potential positive and negative impacts of a particular project beforehand and choose to participate or not given their personal evaluation of the situation. As a whole, the negative impacts of designation are few and related to an increase in tourism.

A raw increase in tourism can increase negative environmental and social impacts. These amount to environmental impacts related to higher rates of use of trails, lakes, and other natural areas or the wear and tear of historic or pre-historic structures associated with an increase in the number of visitors. Regarding social impacts, in any community, there are people who welcome tourists and people who do not. Any increase in tourism may be seen as a negative impact by those who do not like tourism in general, but an increase in tourism is often welcome by those who own or work in a variety of businesses. Yet, the negative impacts of increased tourism are not expected to be serious due to several factors.

A large amount of the negative impacts associated with tourism has to do with

the pollution associated with travel. As noted elsewhere in this study, both Arizona and New Mexico are already popular tourist destinations as a whole and the I-40 corridor is heavily traveled. Enticing tourists who are already traveling through or near the Little Colorado region to make stops within the region will not add significantly to the amount of travel they are already doing. Furthermore, the goal of heritage tourism is to have visitors stay for longer periods of time in a region as opposed to simply attracting a higher number of visitors. Visitors who spend one or more nights in a community significantly increase the amount of revenue a community realizes as compared to day-tripper tourists. If visitors who come to the Little Colorado can fill their vacation time within the region, then there is less incentive for them to travel to more distant destinations, thus potentially reducing travel-related impacts, and dollars spent in one community still can still benefit the economy of the neighboring community. Because the Little Colorado region is relatively large and

its tourist offerings are diverse, no one community will receive the brunt of a dramatic increase in tourist numbers and therefore what minimal negative impacts may occur will be diffused throughout the region and remain at a level that is easy to manage. The increased revenues from overnight tourists and increased incomes from fees for tourist activities and attractions can be used in part to maintain tourist facilities and attractions. Additionally, heritage tourists, when compared to the total tourism market, tend to spend more and be more respectful of the local community and environment. Thus, their positive impacts are greater and their negative impacts are less than can be expected from the standard tourist.

While the National Heritage Area, by law, cannot interfere with development of any kind, it can choose what type of tourism development it supports as an organization. Localized tourism that respects cultural values and environmental integrity will be the types of tourism the National Heritage Area will promote.