

Feasibility Study for the SANTA CRUZ VALLEY NATIONAL HERITAGE AREA

1. INTRODUCTION AND BACKGROUND

- What is a National Heritage Area?
- The Santa Cruz Valley: A Unique Region and Mix of Cultures
- A Two-Year Grass-Roots Effort
- Coalition Building
- Public Outreach
- Local Fundraising
- Local Entities Involved in Designation Effort
- Preparation of This Feasibility Study

2. PROPOSED CONCEPT

- Principles
- Goals
- Proposed Boundaries
- Descriptions of Involved Entities

3. SUPPORTING RESOURCES

- Natural, Open-Space, and Outdoor Recreation Resources
- Heritage Resources

4. INTERPRETIVE THEMES AND RELATED RESOURCES

- The Heritage of a Desert Frontier
- Theme Centerpieces: Designated National Treasures
- Sky Islands and Desert Seas
- Streams in the Desert
- Bird Habitats and Migration Corridors
- Native American Lifeways
- Spanish and Mexican Frontier
- Desert Farming
- Ranching Traditions
- Mining Booms
- United States Military Posts on the Mexican Border
- United States-Mexico Border Culture

5. POTENTIALS FOR DEVELOPING HERITAGE AND NATURE TOURISM

- Nature and Heritage Attractions
- Current Economic Impacts
- Potentials for Growth

6. PLAN FOR MANAGEMENT ENTITY

- Management Structures of Existing National Heritage Areas
- Federally Appointed Commissions
- Locally Appointed Commissions
- Departments of Public Universities
- Nonprofit Corporations
- Plan for Management Entity of the Santa Cruz Valley National Heritage Area
- Board of Directors
- Staff
- Partnership Council
- Partnership Council
- Rationale for Management Entity Plan

7. CONCEPTUAL FINANCIAL PLAN

- Capability to Fund
- Earned Income Policies
- Trademark and Revenues
- Unearned Income Policies
- Federal Match Funding
- Operating Budgets for First Two Years
- Initial Revenue Sources
- Funding Strategy
- Consideration of the Economic Sustainability of the Heritage Area
- State Funding Sources
- 2012 Statehood Celebration
- State Heritage Areas
- Pima County Heritage/Cultural Tax
- Consistency of Financial Plan with Continued Economic Activity
within the Region
- Summary

8. EVALUATION ACCORDING TO FEDERAL CRITERIA

9. CONCEPTUAL ALTERNATIVES

- Alternative 1: Continuing Existing Activities
- Alternative 2: Create the Santa Cruz Valley National Heritage Area
- Alternative 3: Create a Private-Sector, Self-Designated Heritage Area
- Evaluation

10. VISION STATEMENT

APPENDICES:

- A. DESCRIPTIONS OF IMPORTANT HISTORIC PROPERTIES
- B. DESCRIPTIONS OF IMPORTANT ARCHAEOLOGICAL SITES
- C. DESCRIPTIONS OF IMPORTANT ARCHAEOLOGICAL SITE CLUSTERS
- D. PARTICIPANTS IN THE WORKING GROUP
- E. ENDORSEMENTS
- F. DRAFT OF DESIGNATION BILL