

## **Application of Criteria for Pima County Bond Project Proposals**

Directions: The Pima County Bond Advisory Committee adopted criteria for project inclusion. For each resubmitted and new bond project proposal, please answer how the project meets the criteria below. If certain criteria do not apply to the project, please answer not applicable. The total response for each project should be no longer than two pages in Arial size 11 font. Please do not submit exhibits or attachments. The completed form should be e-mailed to [Deseret.Romero@pima.gov](mailto:Deseret.Romero@pima.gov) on or before July 15, 2013.

### **Project Name: Mission San Xavier East Tower Restoration**

- **Broad Demonstrated Support by Public:**

Several tourism studies of the last decade show that Mission San Xavier ranks high as a destination among visitors to Southern Arizona. A 2005 Arizona Office of Tourism study that surveyed 18 cultural sites, including San Xavier, found that for both in-state and out-of-state visitors "visiting cultural sites" was the most important heritage activity during their trip. After "visiting family & friends" "cultural, arts and heritage activities" ranked as the "most influential" reason to visit.

A 2009 study by the UA's Eller College showed that 2.3 million overnight Mexican visitors created nearly \$1 billion in economic activity during 2007-2008 in Pima County, accounting for more than 5 percent of Pima County's taxable sales. San Xavier was the seventh most visited attraction in Southern Arizona by Mexican tourists. Many view San Xavier as an important part of their cultural heritage.

In 2011 Patronato established a docent tour program at San Xavier. In its first full year of record keeping, the docent program documented tours to more than 20,000 visitors to the Mission - explaining the history and cultural diversity of the Southwest. This number captures only a portion of visitors to San Xavier - the tours run only in the mornings, 6 days per week. Patronato has established a guestbook, signed by thousands of visitors each year.

Patronato's restoration work received a Centennial Award in 2012 in Historic Preservation from the state of Arizona. It has also received a National Preservation Award from the National Trust for Historic Preservation.

- **Has Regional Public Benefit:**

New *Visit Tucson* statistics show the Pima County tourism industry creates \$2.4 billion in direct travel spending per year and supports 22,000 tourism jobs.

Cultural sites create a lasting impression with visitors, leading to repeat trips to our area. As the most important intact cultural & historical site in Pima County, San Xavier is a lynchpin of our area's tourism industry, thereby positively impacting our economic development.

- **Partnerships:**

Patronato has an agreement with the Catholic Diocese of Tucson and the nonprofit San Xavier Mission to act as owner representative for the continued restoration of the church building. The Patronato works closely with Visit Tucson, the area's destination marketing organization. Visit Tucson's director of tourism for leisure travel is a member of Patronato's board of directors.

Folklorist Jim Griffith, a community treasure and founder of Tucson Meet Yourself, is a long-time member of Patronato's board. A number of Arizona organizations, including the Southwestern Foundation for Education and Historic Preservation, the Silver & Turquoise Board of Hostesses, the Green Foundation, the Young Foundation & the Shamrock Foundation have been consistent supporters of the restoration in the past.

- Other Funding Sources or Matches:

Patronato has initiated a capital campaign to raise funds for the East Tower restoration. At this time, the campaign has funds and commitments totaling close to \$400,000 of the estimated \$3 million project cost with the expectation of raising \$1.5 million. Board members have pledged and/or donated \$200,000 to date.

- Education and Workforce Training:

The project will create up to eight additional jobs in construction and building rehabilitation, teaching important skills that can be applied to other projects of new construction or historic restoration. Most of these jobs will be filled by local members of the Wa:k community on the Tohono O'odham reservation.

- Advances Board Adopted Principles of Sustainability and Conservation:

The project will help conserve an important cultural and historical icon. Our contractor is the fourth generation of the Morales family to work on the restoration of San Xavier, preserving historic knowledge of the church's structure.

- Previously Authorized Large-scale Bond Projects or Programs that are Now Short of Funding:

Not applicable.

- Phasing of Large Projects:

Not applicable.

- Impact on Operating and Maintenance Costs for Governments and Commitment to Fund These Ongoing Costs:

It is expected that an expanded Patronato endowment will fund ongoing and future maintenance costs. The present fund is nearly \$1 million, and as preservation work nears completion, the board's focus will shift to raising the endowment total.

- Project or Program is a Capital Improvement, Not a Repair or Maintenance Project:

This is a restoration of a priceless cultural resource that will also enhance the safety of visitors to the historic site.