Our Past is Our Future
Transforming Old Tucson into a Multi-Cultural Living History Museum
A project of the Arizona Sonora Western Heritage Foundation

- Discover Territorial Tucson and become a citizen of the Territorial West.
- Explore the challenges of daily life and meet the multi-cultural citizens who were ranchers, shopkeepers, merchants, miners, teachers and farmers that called the southwest their home.
- Continue the stewardship of a Pima County Community Asset.
- Engage with the local community and experience life first hand from the Mexican-American War to Statehood.
- Get caught up in the historic moments taking place around you.
- Come visit Old Tucson, and be a part of the Tucson Mountain Park experience.
Creating an Interactive Multi-Cultural Living History Museum at Old Tucson

Who Are We?
The Arizona Sonora Western Heritage Foundation (ASWHF) a 501(c)(3), is an Arizona nonprofit corporation created to develop multi-cultural interpretive public education opportunities at Old Tucson.

What Will We Offer?
ASWHF interpretive programs will offer visitors experiences that help them understand the bravery, inventiveness and complexity of life in the Old West and its new beginnings, focusing on these courageous borderland people from 1850 -1890.

How Will We Educate Visitors?
Families are seeking authentic experiences for their vacations and local discoveries. ASWHF intends to provide this experiential adventure at Old Tucson by re-using existing structures and creating new structures to provide interactive exhibit space. Visitors will learn about the everyday lives of real people who lived in the region at that time.

Real People Sharing…
- Real Stories that have been passed down through historical documents (e.g., maps, newspaper articles, photographs, and personal journals)
- Customs and Folklore that were part of their daily personal lives (e.g., oral traditions, rituals, art, music, food and cultural artifacts)
- Real Working Skills for the Trades of the Southwest – horse shoeing, saddle making, adobe brick making, tortilla making, basket making
- Cattle and Ranch-Hand Skills – branding, roping,
- Edible Sonoran Desert Plants – mesquite tree pods, prickly pear pads, saguaro fruits, cholla buds, Mormon Tea, fresh palo verde pods
- Celebrations – music, singing, dancing of the native people and early settlers

Educational Benefits to Tucson
Learn about the interaction of these culturally diverse people who lived, worked and survived in this harsh Sonoran desert. Learn how their struggles and successes laid the groundwork for the opportunities we enjoy today. Old Tucson will provide:
- Educational outreach through programs and experiences of this early settlement in the southwest
- Increased appreciation for the rich cultural heritage of the settlement of Pima County and establishment of Tucson
- Preservation of history and enhance the opportunities of western-themed films
- Foster appreciation for diverse peoples, their stories and their different cultural perspectives which influenced and established the Sonoran region; consisting of Native Americans, Mexicans, Asians, Jewish merchants, Mormon settlers, Europeans, among others
- Educational outreach highlighting the richness of the natural environment of the Sonoran desert through geo-tourism and the social behavioral science of the Sonoran region.

How Will The Bond Help?
ASWHF needs capital improvements to be able to house the living history programs. Old Tucson currently has limited usable structures to provide educational programs.
- To transform Old Tucson into a Multi-Cultural Living History Museum, preservation and reconstruction, programming, training and research will be developed
- ASWHF is actively working at obtaining private donations
- The bond will allow the transformation of Old Tucson to occur sooner, bringing more jobs, tourists and economic development to Tucson
- More tourists can be encouraged to visit our region as there is a concentration of tourist attractions near Old Tucson. Old Tucson lies within Tucson Mountain Park, is bordered by the Saguaro National Park and near the world renowned Arizona Sonoran Desert Museum

Some Community Collaborators Include:
- Ha:San Preparatory and Leadership School
- John E. White Elementary School
- Readwest Foundation, Inc.
- Southern Arizona Attractions Alliance
- Sunnyside Unified School District
- Tucson Chinese Cultural Center
- Tohono O’odham Nation Cultural Center and Museum
- The Tucson Mormon Battalion Monument Foundation
- Pascua Yaqui Tribe
- Pima County Board of Supervisors
- Vail School District
### Timeline of Foundation Activities

<table>
<thead>
<tr>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015 Plans</th>
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<tbody>
<tr>
<td>• Evaluate feasibility of a not-for-profit 501(c)(3) to promote multi-cultural, heritage and living history</td>
<td>• Discussions with community collaborators to develop authentic programs that represent the multi-cultural diversity of the southwest</td>
<td>• Received IRS approval of 501(c)(3) designation</td>
<td>• Expand board members</td>
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<td>• Evaluate feasibility of repurposing Old Tucson Studios to express the true history of the Southwest</td>
<td>• Defined the scope and purpose of ASWHF</td>
<td>• Continued to expand community partners and collaborators</td>
<td>• Interview and hire non-profit expert to lead ASWHF and make operational</td>
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<td>• Meetings with U of A, K-12 school districts, ethnic, religious and cultural non-profits to explore community collaboration</td>
<td>• Presenting ASWHF concept throughout community</td>
<td>• Expand and convene the Advisory Committee</td>
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<td>• Filed applications with the Arizona Corporation Commission and the IRS 501(c)(3) for ASWHF</td>
<td>• Formed initial Foundation Board</td>
<td>• Work with Pima County on best approach for ASWHF to operate Old Tucson on behalf of the public</td>
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<td>• Established the Foundation Advisory Committee</td>
<td>• Convened the Advisory Committee to: Provide progress updates; Develop the focus for the foundation; Develop programs; Develop recommendations for 2015 priorities</td>
<td>• Submit proposal to Pima County outlining transfer of lease</td>
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<td>• Evaluated Old Tucson operational calendar to accommodate new program and purposes</td>
<td>• Begin program development for ASWHF activities at Old Tucson</td>
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<td>• Presented to Pima County Bond Committee</td>
<td>• 2015 heritage youth summer camp</td>
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<td>• Meet with Pima County and Board of Supervisors to discuss transition control of Old Tucson to Foundation</td>
<td>• Continue to collaborate with community partners</td>
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<tr>
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<td></td>
<td>• Begin planning for 2015 heritage youth summer camp</td>
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### Programs, Events and Experiences

Our programs meet: the Arizona Academic Standards for Social Studies; Customized programs for students’ age group; Western historians, re-enactments and hands-on activities; “hands on” approach to learning and experiencing the West.

#### Planned Programs
- The Newspaperman
- The Undertaker
- Women of the Territory
- Doctor/Dentist Territorial Medicine
- Military in Southern Arizona, Buffalo Soldiers, Civil War, Mormon Battalion
- Banking the Territory
- Native American Life, Apache History
- Territorial African American Life

#### Planned Events
- Western Movie Fest in partnership with the Readwest Foundation, encouraging Western Reading
- Native American Art Festival
- Woodcarvers Show in partnership with the Southwest Woodcarvers Association
- Old Tucson All - Indian Pow Wow
- Civil War presentation and reenactments in partnership with the Arizona Civil War Society
- Farming and Settling in Territorial Tucson
- Ranching in Territorial Tucson

#### Current Programs
- Courthouse Proceedings
- Lawmen of the Old West
- The General Mercantile
- Old West Transportation
- How the Rail changed the West
- Native American Experience
- Adobe Brick Making
- Life of a Miner
- Schools on the Frontier
- The Chuck Wagon-King of the Range
- History of the Stage Coach
- Christmas in the Old West
- George W.P. Hunt, First Governor of Arizona
- Richard Sloan, Last Territorial Governor of Arizona
- Thomas Rynning, Captain of the Arizona Rangers
- Owner Wister, Western Fiction Writer
Education and Training

The UA College of Science has identified a need for programs with hands-on experience. ASWHF plans to establish partnerships with the UA and Arizona State Museum including providing both grant monies and other funding to complete projects required for the content of the educational programs at Old Tucson. Both undergraduate and graduate students will be utilized to staff the educational programs.

Programs developed by the Foundation will represent the following values: accessibility, educational excellence, environmental integrity, good governance, higher education and regional identity. The Foundation will contribute to broad-based prosperity by increasing its employment base and attracting more out-of-area visitors to positively impact the economy of Pima County.

Positive Social Impact

Appreciating Multicultural Histories

Southern Arizona’s cultural diversity will be expanded upon through integrative reviews of our ethnic groups’ local histories. A positive social impact will come from varied reassessments of regional development from harsh realities and sometimes discriminatory conditions served by the law in the 19th century to a much more inclusive situation in the 21st century. Visitors will feel a sense of achievement by learning how interethnic relations have improved over time and how details of historical darkness can turn educationally empowering to help sustain social equality and the rich multicultural atmosphere Tucson is so proud of today:

- Reflecting on the “true” pioneer and adventure spirit of the “Old West” as contrasted by educational programs that provide candid appraisals of multi-ethnic narratives as a long-term achievement to our region.
- Using progressive time-period statements (e.g. movies) as encouraging reminders to rewrite history over time to instill flexibility, ease, and even comedy toward necessary historical reinterpretations.
- Increasing extent of community involvement regarding local history, languages, and cultures.
- Fostering solidarity and debate among groups with commonalities and enabling communication between people with differing historical views.
- Transforming people’s sense of identity in contribution to the development of friendship and social bonding across various gaps of polarization.

Expanding Economic Development

Economic Benefits to Tucson

Old Tucson is already a major destination and an internationally known brand. With its proximity to the Arizona Sonoran Desert Museum and location in the Tucson Mountain Park, Old Tucson is well positioned to be an additional geo-tourism attraction in the Tucson Mountain Park area.

More Jobs

- Old Tucson Company currently operates with 72 full time equivalent employees. This number is expected to double as programs are implemented over a six-year period.

Affordable and Accessible

Admission to the Multi-Cultural Heritage Center at Old Tucson will be comparable to similar education-based attractions in Pima County. Reduced pricing for educationally based groups will be incorporated into the admission structure to ensure all have accessibility to the programs offered by the Foundation.

More Visitors and Tourism to Tucson

- Old Tucson annual attendance is currently 180,000. Attendance is projected to increase to 250,000 over a six-year period with 40% generated from Southern Arizona and 60% from visitors to the region.
- Operating days will be increased as attendance increases and infrastructure is added to provide shade and climate controlled areas. Old Tucson is currently closed during the summer months.

Tucson Tourism Statistics

2013 Overnight Visitation to Arizona
Source: Tourism Economics

- 39.1 Million
- Leisure 83% / Business 17%
- Domestic at 33.8 Million - up 1.9%
- Top States of Origin: AZ, CA, TX, IL, NM
- International at 5.3 Million – up 5.3%
- Top 5 Countries of Origin: Mexico, Canada, Germany, UK, France
- Improved destination marketing

2014 Year to Date Visitation to Tucson
Source: Arizona Office of Tourism as of 7/17/2014

- ‘Group’ lead volume - Up 14%
- Hotel Occupancy – Up 2.3%
- Resort Occupancy – Up 11%
  (Based on FY 7/12-6/13 vs. 7/13-6/14)

2015 Tourism Growth Projections:
Source: PKF Hospitality Research, July 2014

- Tucson is predicted to lead the Nation in Tourism Demand Growth at 7.1%
- Improving local economy
- Pent-up tourism demand

Arizona Sonora Western Heritage Foundation
Immersing Living History & Experiential Learning Programs into the Old Tucson Landscape

Legend
- New Buildings
- Existing Buildings
- Repurposed Buildings
- Theme Areas
- Railroad
- Plaza

Note: Exhibits and structures shown are conceptual and subject to change
“The smell of coffee filled the air as we walked into the Jewish Mercantile at Old Tucson. The shopkeeper, dressed in a leather apron, greeted my family with a friendly smile and asked if we had brought anything for trade today. The curious look on my 9 year old’s face gave the shopkeeper the perfect opportunity to share the role of exchange of goods in the history of his shop. And what a great tale he shared through old photographs! My 7 year old really enjoyed using the old scale to weigh out his goods (candy). The real shock was finding out the cost of all of that candy was only a nickel in 1860.”

“Memories of greeting customers who were neighbors, restocking shelves, living behind the store, came flooding back as I was greeted by the shopkeeper of the Chinese grocery store at Old Tucson. The aroma of Chinese food coming from the back of the store reminded me of how my parents and grandparents were trendsetters in what is now called live/work space. ‘Wow, cool! I would like to go to the store and just sign an I.O.U!’ exclaimed my teenager as the shopkeeper described how Chinese grocers often extended credit to families, trusting that neighborhood customers would pay when they could. Neighbors helping neighbors in tough times. Maybe there is something we can learn from old practices and other cultures.”
Immersing Living History & Experiential Learning Programs into the Old Tucson Landscape

Note: Exhibits and structures shown are conceptual and subject to change
Long Kee Chinese Grocery Store Project

This is an example of a new exhibit for the multi-cultural living history museum at Old Tucson. The process of determining whether an exhibit can be located in an existing renovated building or if a new structure is required, will follow a multi-step evaluation by the ASWHF advisory committee. Volunteers from local cultural and historic groups will collaborate with Old Tucson administrators, planners and designers to program the space, and provide guidance for the displays and historic demonstrations. These new exhibits can provide a setting where future special events of a relevant theme or heritage group can be highlighted.

Conceptual Floor Plan

Historic Images

History of the Chinese Grocery

By the 1860’s Chinese begin to arrive in the Arizona Territory to work as miners. As mining jobs closed in the early 1880’s, many of the Chinese begin farming and merchant activities. By 1885, 150 acres were under cultivation by Chinese farmers, where they would both grow and sell their produce. As the Chinese men began to bring their wives from China, nuclear family life developed. Many families developed grocery stores, which became the backbone of development for the Chinese community in Tucson.

Day to Day Discovery

Visit the Long Kee Chinese Grocery Store to discover how groceries were once displayed and sold. Find the types of vegetables, fruits, spices and goods that were available. Interact with the local grocer and his family, hear their stories and see the prices that groceries once were. Discover how the Chinese both lived and worked in their grocery stores.

Special Events at the Long Kee Chinese Grocery Store

Below is a list of proposed events that could be offered at the Chinese Grocery Store to provide a living history education

- Chinese Cooking
- Cooking for Chinese Holidays
- Chinese Immigration
- Chinese Celebrations

Estimated Costs to Provide the Living History and Building

- Construction Cost: $300,000 (800 sf)
- Arts and Props Cost: $15,000

Developed in collaboration with the Tucson Chinese Cultural Center Historic Committee

Note: Exhibits and structures shown are conceptual and subject to change
Letters of Support

Richard Elias, District Five Pima County Supervisor

October 1, 2014

ArizonSonora Western Heritage Foundation

Dear Mr. Camarillo,

I am pleased to lend my support to the expansion of Old Tucson Studios into an Arizona Sonora Western Heritage Center. This is a rare move that will attract more visitors to this facility and provide local residents and visitors with a benevolent and welcoming atmosphere that will resonate for years to come.

Making Old Tucson a place to learn about the Native American origins of our area and to understand continued development as a crossroad for goods and cultures under Spanish, Mexican and United States governance will provide young and old with information about our rich heritage that is not easily obtained anywhere else.

The University of Arizona and local school districts have a direct interest in seeing this type of development come to fruition. The SFWF, however, can contribute to the Western Heritage Center and inform students and visitors about the richness of our area.

This is a bold and innovative change that has great potential to provide visitors with an active learning experience. I encourage all community members to take an active role in making this dream a reality.

As a second-generation resident of this area and a fifth-generation Tucson-resident, I think the prospect of offering a hands-on, colorful and educational experience to this area with friends and visitors at the Arizona Sonora Western Heritage Center.

Sincerely,

Richard Elias
District Five Pima County Supervisor

Arizona Sonora Western Heritage Foundation

Office of the Superintendent
2201 East Crest Road
Tucson, Arizona 85716
Telephone (520) 742-2121
Fax (520) 742-0173

Joe Camarillo
Community Outreach and Special Projects Manager
211 S. Kinney Road
Tucson, AZ 85730

Dear Mr. Camarillo,

We are delighted to hear of your progress and strongly support the mission of the Arizona Sonora Western Heritage Foundation. For the benefit of tourism and economic development, we support your endeavor in securing bond monies to enhance one of Tucson’s most treasured and long-standing attractions.

The Southern Arizona Attractions Council is committed to support the bond initiative in 2015 for ASWARF at Old Tucson as well as other attractions seeking bond monies.

We wish you continued success.

Sincerely,

Rami March
President, Southern Arizona Attractions Council

“Making Old Tucson a place to learn about the Native American origins of our area and its subsequent continued development as a crossroads for goods and cultures under Spanish, Mexican and United States governance will provide young and old with information about our rich heritage that is not easily obtained elsewhere.”

Richard Elias, District Five Pima County Supervisor
Dear Mr. Camarillo,

I am writing to confirm our Center’s support for the proposed bond initiative of the Arizona Sonora Western Heritage Foundation. I am particularly encouraged by the Foundation’s vision to create a multi-cultural heritage center, extending the offerings at Old Tucson to include the history and traditions of the many diverse cultural groups who contributed to the rich history of Tucson.

The Foundation’s expanded vision will provide opportunities to reach many people through the rich history of our region’s diverse educational heritage. As you know, Old Tucson would greatly benefit from experiencing the enhanced presentations by docents sharing the contributions of local groups to the rich history of the greater Tucson area.

We greatly appreciate the invitation of the Foundation for our continued support of Old Tucson. We are pleased to offer our continued support of Old Tucson and the Tucson area will provide unending avenues with which to enrich the educational experiences of our students.

Sincerely,

[Signature]

Arizona Sonora Western Heritage Foundation

13801 E Benson Highway
Tucson, Arizona 85750

Phone: 520-908-5300 520-908-5301 (Fax)

October 12, 2014

Arizona Sonora Western Heritage Foundation

Dear Mr. Camarillo,

I am writing to confirm our Center’s support for the proposed bond initiative of the Arizona Sonora Western Heritage Foundation. I am particularly encouraged by the Foundation’s vision to create a multi-cultural heritage center, extending the offerings at Old Tucson to include the history and traditions of the many diverse cultural groups who contributed to the rich history of Tucson.

The Foundation’s expanded vision will provide opportunities to reach many people through the rich history of our region’s diverse educational heritage. As you know, Old Tucson would greatly benefit from experiencing the enhanced presentations by docents sharing the contributions of local groups to the rich history of the greater Tucson area.

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[Signature]

Arizona Sonora Western Heritage Foundation

13801 E Benson Highway
Tucson, Arizona 85750

Phone: 520-908-5300 520-908-5301 (Fax)
Arizona Sonora Western Heritage Foundation

Letters of Support

STEVEN A. ANDERSON
Writing as Steven Law
1303 E. South Kinney Road
Tucson, AZ 85735
www.stevenlaw.com

October 14, 2014

Pima County Bond Advisory Member:

I am writing to support the efforts of the Arizona Sonora Western Heritage Foundation to secure Bond funding to improve Old Tucson as a historical and cultural center for southern Arizona. Nowhere in this country is there a better history of the Old West, and that era of Western Cinema, than Old Tucson. It is not just a local or state attraction, but also a national treasure. I’ll even extend it as far as global, because when people from around the world come to Tucson, they visit Old Tucson.

Although additions and improvements at Old Tucson are needed, I couldn’t imagine having our Festival anywhere else, as the historical western atmosphere is exactly what is needed for our event. We are bringing 350 people to this inaugural event, and as we grow from year to year, we will need more accommodations. Other festivals of this kind attract as many as 4,000 guests at each event, and we need to be able to accommodate that kind of attendance. The visitors coming to the festival will provide a tremendous economic impact to the city of Tucson as guests will stay in Tucson hotels, eat at Tucson restaurants, and shop in Tucson’s stores. Bond investment will be a terrific economic boost for Tucson and a tremendous move towards the preservation of its history.

Thank you for considering helping with this needed growth. I am confident the return on investment will be exponential in the near future.

Sincerely,

Steven Anderson
President, ReadWest Foundation, Inc.

Louis David Valenzuela
Member of the Pascua Yaqui Tribe
Yosme Artist/Traditional mask carver

October 14, 2014

Mr. Joe Camarillo
Arizona Sonora Western Heritage Foundation
c/o 201 South Kinney Road
Tucson, AZ 85735

Dear Mr. Camarillo,

I am writing you in support of the efforts of the Arizona Sonora Western Heritage Foundation. In working with you, I see how the programs and events at Old Tucson are bringing our various cultural communities together.

As a member of the Pascua Yaqui Tribe, I appreciate the opportunities available to present the Yosme culture, art and history as an important part of our southwest heritage. As Old Tucson attracts a world-wide audience to Tucson, this naturally creates an incredible multi-cultural center for all visitors. In working together as I have come to realize that Old Tucson presents a perfect and authentic setting for our people to share and educate visitors and locals of the traditions and history of the Yosme.

I look forward to continuing to work with you at Old Tucson, along with the Pascua Yaqui Elder’s Council, as we establish a strong partnership towards achieving the mission and vision of the Arizona Sonora Western Heritage Foundation. I strongly urge the members of the Pima County Bond Advisory Committee to support our efforts to create a premier multi-cultural and educational center at Old Tucson.

Continued Success,

Louis David Valenzuela
Member of the Pascua Yaqui Tribe
Yosme Artist/Traditional mask carver

“Nowhere in this country is there a better history of the Old West, and that era of Western Cinema, than Old Tucson. It is not just a local or state attraction, but also a national treasure...Although additions at Old Tucson are needed...we are bringing 350 people to this inaugural event, and as we grow from year to year, we will need more accommodations...Bond investment will be a terrific economic boost for Tucson and a tremendous move towards the preservation of its history.”

Steven Anderson, President, ReadWest Foundation, Inc.
Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 205, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov,charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Sincerely,

[Signature]
Director, Exempt Organizations
Arizona Sonora Western Heritage Foundation Advisory Committee

Patrick Lyons, Ph.D.  Director, Arizona State Museum
Joaquin Ruiz, Ph.D.  Dean, College of Science, University of Arizona
Les Roe  Southern Arizona Director, Arizona Historical Society
Michael Reinschmidt  Director, Tohono O’odham Cultural Center and Museum
JP Jones, Ph.D.  Dean, Social and Behavioral Science, University of Arizona
Lydia Breunig, Ph.D.  Director, Community Outreach Social and Behavioral Science, University of Arizona
Richard Fe Tom, AIA  Past President, Tucson Chinese Cultural Center
Tom Moulton  Director, Economic Development and Tourism, Pima County
Linda Mayro  Director, Office of Sustainability and Conservation, Pima County
Corey Knox  Real World Research, Women’s Studies and Science Education Researcher, University of Arizona
Annie Sykes  Vice President, National Association for the Advancement of Colored People
Joe Camarillo  Old Tucson Company

Current Arizona Sonora Western Heritage Foundation Board Members

Bill Ridenour
Pete Mangelsdorf
Brian Deatherage
Priscilla Storm

Transformation of Old Tucson

Old Tucson Before ASWHF  Old Tucson After ASWHF

Living History  Western Theme Park

Old Tucson Multi-Cultural Living History Museum