

Department/Organization: Facilities

Date: Feb 5, 2014

Future Pima County Bond Election Proposed Projects

Project Name: Old Tucson Expansion by Arizona Sonora Western Heritage Foundation (ASWHF)

Location: Old Tucson 201 S. Kinney Road, Tucson AZ 85735 (a Pima County Leased Property)

Scope: ASWHF will construct themed exhibit structures and infrastructure that will transition a portion of Old Tucson from a family themed Western Town to an Arizona Sonoran Western Heritage Culture Center. The exhibit additions will require the construction of 13,000 square feet of temperature controlled appropriately themed buildings and outdoor design elements for seasonal interpretive educational programs. This is an all inclusive proposal for design and construction of buildings, fixtures and exterior elements. Additionally existing County-owned buildings will be modified to meet the requirements of the new educational programs that will be implemented. These include structures 1, 4, 17, 27 and 64 which are shown on the Old Tucson Site Plan. .

Benefits:

There will be both educational and economic development benefits. Geotourism incorporates the concept of sustainable tourism—that destinations should remain unspoiled for future generations—while allowing for ways to protect a place's character. Geotourism also takes a principle from its ecotourism cousin,—that tourism revenue should promote conservation—and extends it to culture and history as well, that is, all distinctive assets of a place. Old Tucson will become a complementary attraction to the Arizona Sonoran Desert Museum and a sustainable educational resource for the people of Pima County. Attendance at Old Tucson is projected to increase by 38% (over 60,000) when these projects are implemented. Old Tucson will employ an additional 25 FTE persons locally and provide approximately \$1,200,000 in funding for content specific programs at the University of Arizona and other local businesses. New building construction and refurbishment of existing structures will employ an additional 75 FTE.

Costs: \$8M

Bond Funding: \$6M

Other Funding: \$2M match funding that will be used for design and development of programs for the cultural park. The funding will come from capital campaigns and grants.

Fiscal Year Project Start and Finish Date: Start 2015/2016 – End 2017/2018

Project Management Jurisdiction: ASWHF wish to develop, manage, and bid this project with the oversight of Pima County Facilities and Economic Development and Tourism Departments.

Future Operating and Maintenance Costs: It is expected that the O & M will be approx. \$150,000 per year and ASWHF will be responsible for the costs.

Regional Benefits: There is no multi-cultural attraction in Southern Arizona. Old Tucson is an ideal educational backdrop for authentic experiences and exhibits that showcase Southern Arizona which would include the Native American, Mexican, African American, Chinese and European's that pioneered Southern Arizona.

Supervisor District of Project Location: District 3 – Sharon Bronson and District 5 – Richard Elias