



TO: Mr. Larry Hecker, Chairman, Pima County Bond Advisory Committee
Pima County Bond Advisory Committee Members

FROM: Brent DeRaad, President & CEO, Visit Tucson

RE: Visit Tucson Supports Old Tucson Expansion into a Multi-Cultural Heritage
Center

DATE: Feb. 17, 2014

Please consider this memo a conveyance of my support for Old Tucson's request for \$6 million in Pima County bond funding to transform a portion of the facility into the Arizona Sonora Western Heritage Cultural Center.

Old Tucson is a local treasure. It resonates with visitors from throughout the world as they seek to experience the Old West. Old Tucson is now looking to expand its offerings by creating an on-site cultural center that will be operated by a newly-formed nonprofit foundation.

We at Visit Tucson see great value in the foundation's plans to develop exhibits, presentations and interactive programs that depict what it was like to live, work and play during Southern Arizona's territorial days. These enhancements will make Old Tucson an educational resource for local school children, while making the venue even more attractive to residents and visitors. The multi-cultural heritage center will also complement the programming and exhibits of the nearby Arizona-Sonora Desert Museum.

As noted in our memo to you regarding our support for Arizona-Sonora Desert Museum's proposed bond project, visitors engage in the following activities while visiting Pima County: *outdoor desert activities (60%), museums (57%), and western culture and attractions (55%). The transformation proposed by Old Tucson would be of interest to more than half of Tucson and southern Arizona's ^7 million overnight visitors.

*Source: Strongpoint Research, Visit Tucson's visitor inquiry study, November 2012

^Source: Tourism Economics & Longwoods International, 2013, www.azot.gov

Old Tucson is one of Pima County's top attractions. The enhancements they are proposing will make it even more enticing to visitors. We would market these changes extensively to potential Tucson visitors and would promote them heavily to travel media throughout the world.

FREE YOURSELF.



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We are particularly pleased to see the many partnerships Old Tucson/Arizona Sonora Western Foundation has already forged to deliver authentic and entertaining experiences in the proposed multi-cultural heritage center. The center would enhance visitors' understanding of our culture, climate and unique flora and fauna found only in our Sonoran Desert. Other area museums and attractions will also be promoted at the facility to encourage visitors to continue their exploration of the Sonoran West.

Thank you for considering Old Tucson's expansion via the Arizona Sonora Western Heritage Foundation for inclusion within Pima County's 2015 bond package. We believe this would be a strong investment that would attract more visitors and their expenditures to Pima County.

Please contact me (520-770-2149 or bderaad@visittucson.org) with any questions you may have regarding my support of this project. Thank you.

cc: Pima County Board of Supervisors
Mr. Chuck Huckelberry, County Administrator, Pima County
Mr. Hank Atha, Deputy County Administrator, Pima County
Mr. Tom Moulton, Economic Development & Tourism Director, Pima County
Mr. Pete Mangelsdorf, CEO, Old Tucson