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12. Please provide the identifying label that best describes your organization and who you serve	Mexican-American population
13. What is the racial/ethnic makeup of your board and staff?	The LMAW Board is proudly composed entirely of Mexican American women , bringing diverse perspectives and leadership to advance its mission.
14. What is the racial/ethnic makeup of the community you serve?	Since 1967, the League of Mexican-American Women (LMAW) has dedicated its efforts to expanding access to higher education. To date, LMAW has raised and awarded more than \$4 million in scholarships to deserving students in Arizona who might not otherwise afford post-secondary education, with a particular focus on supporting the Mexican-American community. Our project, <i>Preservation of South Tucson's Historic and Cultural Heritage</i>, will focus on the City of South Tucson—a community of nearly 5,000 residents, 80% of whom identify as Latino.

15. Has your organization ever received a grant for this or any other project?	No
16. Provide a brief history of your organization	The League of Mexican-American is the result of the pooling of individual activities by a group of civic-minded women in our community. In 1967, this community action group realized that together, a more concerted effort could be made for the Mexican-American population. The original purpose of the League of Mexican-American Women was two-fold. Foremost, it was to encourage involvement in community affairs and thus affect influential roles in the areas of education, political education, civil rights, and business. Its second original purpose was to provide a cultural means where women from various occupations and interests could come together to exchange ideas and information. Matters of mutual interest and concerns such as history, traditions, social economics, and education problems, were shared to inspire the individual to greater participation and effort. The League has focused and expanded its efforts in the area of higher education by encouraging and promoting education beyond high school. This is accomplished by providing scholarships to those in need. The League raises funds through various fund raising activities, the principal and biggest fundraiser being the "Fiesta en Xochimilco" Ball. Monies raised have helped many students attend college, universities, trade schools and/or vocational schools of their choice in Arizona.
17. How many paid staff members does your organization employ?	0
18. How many unpaid volunteers or interns are at your organization?	11+

19. Please describe volunteer involvement in your organization.	Volunteering with the League of Mexican-American Women (LMAW) offers a meaningful opportunity to support higher education, cultural preservation, and community empowerment. Volunteers contribute in various capacities, including: • Scholarship Fundraising & Support - Assisting with fundraising efforts, reviewing applications, and coordinating scholarship award ceremonies to help provide financial assistance to deserving students. • Community Events & Outreach - Helping organize cultural and educational events, engaging with the community, and spreading awareness about LMAW’s mission. • Historic & Cultural Preservation - Participating in projects like the <i>Preservation of South Tucson’s Historic and Cultural Heritage</i>, collecting oral histories, identifying historic landmarks, and supporting public education efforts. • Youth Mentorship & Leadership Development - Engaging with young leaders, providing mentorship, and fostering opportunities for personal and academic growth. • Administrative & Communications Support - Assisting with social media, newsletters, and other outreach efforts to keep the community informed and involved. LMAW volunteers play a vital role in preserving heritage, expanding educational opportunities, and uplifting the Mexican-American community.
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Project Proposal	
20. Name of Project	Preserving the Heart of South Tucson: Honoring Our Historic and Cultural Heritage
21. Brief Project Summary (3-5 Sentences)	The Preservation of South Tucson’s Historic and Cultural Heritage project seeks to protect and celebrate the unique identity of South Tucson through the identification of historic landmarks, cultural traditions, and community-driven storytelling. By engaging local residents, artists, and historians, this initiative aims to ensure that the rich history and vibrant culture of South Tucson remain a source of pride and inspiration for future generations. Through educational programming, archival documentation, and multigenerational engagement, the project will create lasting resources that honor the resilience and contributions of the community.
22. Funding Amount Requested	30000
23. Project Category	Project Planning
24. Detailed Project Description	Preservation of South Tucson’s Historic and Cultural Heritage Introduction South Tucson is a small, roughly one-square mile incorporated—but non-entitlement—city. As an enclave surrounded by the City of Tucson, the disparities in Tucson’s southside community are deeply-rooted in systemic

injustices, and have existed for generations. Inequitable socio-economic conditions have affected several, if not all, the elements of a sustainable community. This area has a large population of over 80% BIPOC residents and over 40% of the population is under the age of eighteen years old.

South Tucson is deeply rooted in rich history, vibrant culture, and a unique sense of identity. Known for its architectural landmarks, vibrant murals, and enduring traditions, the city reflects a blend of Indigenous, Mexican, and Chicano influences. However, as urban development accelerates and external pressures reshape the community, the preservation of South Tucson's historic and cultural heritage is more critical than ever. The "Preservation of South Tucson's Historic and Cultural Heritage" project is a comprehensive initiative designed to safeguard the physical, cultural, and intangible assets that make South Tucson distinct. This project seeks to ensure that the city's character remains a source of pride and inspiration for current and future generations.

Importance of Project Planning

Project planning plays a vital role in preserving the heart of South Tucson, ensuring that its historic and cultural heritage is honored while allowing for sustainable growth. Unlike other cities, South Tucson does not have a dedicated historic preservation person, department, or agency to safeguard its architectural and cultural landmarks. The city has one staff member dedicated to planning efforts (Josue Licea). This makes intentional planning even more critical, as each development decision impacts the city's identity, traditions, and sense of place. Without proper planning, there is a risk of losing the unique character that defines South Tucson - its historic buildings, public art, community gathering spaces, and deeply rooted cultural traditions.

By fostering strong partnerships between city officials, nonprofits, business owners, and residents, project planning can ensure that preservation is woven into the city's future for generations to come. With no official preservation body in place, it is up to the community to advocate for thoughtful development that respects South Tucson's history while embracing a sustainable and inclusive vision for the future. The City of South Tucson will be partnering with Los Descendientes de Tucson's Executive Director Rikki Riojas, Community Leader Anna Tarazon, and Community Youth Leaders: Naomi De La Rosa Arellano and Julian Quijada Montiel to ensure community oriented preservation planning. Through intentional planning and community partnerships, South Tucson can protect its rich heritage and cultural identity, ensuring that the city's heart remains strong for generations to come.

Project Goals

The overarching goal of this initiative is to document, preserve and celebrate the historic and cultural heritage of South Tucson. Specific objectives include:

1. Identification and Protection of Historic Sites

- Identify and research key historic landmarks, buildings, and public

spaces.

- Collaborate with local historians and preservation experts to document architectural and cultural significance.

2. Community Engagement and Storytelling

- Collect oral histories from residents to capture personal narratives and community memories and identify historically important spaces that may not fall within traditional historic preservation architectural guidelines.
- Develop digital and physical archives to store and share these stories.
- Foster intergenerational dialogue to build connections between elders and youth and facilitate the transmission of cultural traditions and build connections between the importance of place and memory.

3. Advocacy for Preservation Policies

- Partner with other local governments (ie. The City of Tucson and Pima County) to establish policies that prioritize heritage preservation.
- Advocate for zoning and development practices that respect the historic character of South Tucson.
- Collaborate with regional and national preservation organizations (ie. Somos Uno) to amplify efforts.
- Partner with Los Descendientes de Tucson to conduct community outreach along with historic resource research and identification.

Key Activities

The project will be implemented through a series of interconnected activities:

1. Historic Landmark Inventory + Assessment + Focus Groups (Cafecitos)

- Conduct a comprehensive survey to identify historic buildings, public art, and culturally significant sites.
- Collaborate with local historians, cultural bearers and architects to assess the condition and historical value of each site.
- Publish an illustrated map highlighting these landmarks to promote heritage pride among South Tucson residents.
- Solicit and inventory historical photos of identified sites.
- Host (3) community charlas to gather input from South Tucson residents and business owners regarding the places and spaces important to them.
- Provide research updates to the community through updates and study sessions to the Mayor and council, emails, social media, and community meetings.
- Work with city officials to draft ordinances that protect historic sites from demolition or unsympathetic alterations.
- Establish partnerships with preservation organizations, such as the Arizona State Historic Preservation Office.
- Conduct archival research regarding the historic streetscape and changes to key historic buildings over time. Pay for copies of high quality versions of these pictures to be included in the historic

assessment report and map.

2. Community-Led Resource Identification

- Recruit volunteers to interview long-time, legacy residents, business owners and community leaders.
- Partner with Los Descendientes for oral history training for the Tucson Young Leaders
- Commit to disseminate the captured stories regarding places of significance in both English and Spanish material

Expected Outcomes

The "Preservation of South Tucson's Historic and Cultural Heritage" project aims to achieve several significant outcomes:

1. Enhanced Community Identity

- By identifying its unique history and culture, South Tucson will strengthen its identity and foster a sense of pride among residents.

2. Economic Benefits

- Heritage tourism, driven by restored landmarks and cultural festivals, will contribute to the local economy.
- Protection of historic sites through policies promoting reuse/rehabilitation over demolition of historic structures and sites will lead to greater investment in the existing landscape while maintaining naturally-occurring affordable spaces.

3. Intergenerational Connections

- Storytelling and educational programs will bridge generational gaps, fostering mutual respect and understanding while giving researchers a greater understanding of the culturally important places and spaces that fall outside of traditional preservation guidelines.

4. Increased Awareness and Advocacy

- By highlighting South Tucson's heritage, the project will raise awareness of the importance of preservation and inspire residents to re-engage with the city.
- Cultural heritage and historic site mapping will allow for new development and redevelopment that is respectful to the historic character of the area.
- New preservation ordinances and zoning recommendations will increase residents' ability to advocate for the preservation of spaces meaningful to them and in alignment with the city's general plan.

Conclusion

The "Preservation of South Tucson's Historic and Cultural Heritage" project is an ambitious yet essential initiative to protect the city's unique identity. By identifying historic landmarks, cultural traditions, and fostering

community engagement, this project will honor the past while paving the way for a vibrant future. Through collaboration, creativity, and commitment, South Tucson can remain a place where history and culture thrive, inspiring pride and connection for generations to come.

25. What is the estimated percentage of Latinx individuals who will benefit from this project?

100

26. Describe why grant funding is critical for the success of this project

Grant funding is essential to the success of the Preservation of South Tucson's Historic and Cultural Heritage project because the City of South Tucson lacks the infrastructure and resources to independently undertake such an ambitious initiative. Currently, the planning department is composed of one staff member responsible for all permitting, development, and any conversations regarding historic and cultural preservation endeavors. The city has no historic preservation specialists on staff. As a small city with limited financial capacity, South Tucson faces significant challenges in allocating funds for historic and cultural preservation projects while meeting other essential community needs, such as public safety and infrastructure maintenance. South Tucson is partnering with historic preservation organizations and advocates to fill this gap within the department. Without external funding, the city will be unable to hire preservation specialists to identify and display the city's historic and cultural assets.

Grant funding allows the project to leverage partnerships with preservation organizations, legacy residents, local artists, and community groups. An important part of these partnerships is ensuring proper and equitable compensation. These collaborations bring expertise, creativity, and additional resources to the table, maximizing the project's impact. Once historic resources have been identified, the city can begin to advocate on behalf of its residents for the preservation of these important community spaces. Furthermore, it paves the way for future projects centered around the rehabilitation and reuse of these culturally significant spaces. Multigenerational engagement is a key component of this initiative, ensuring that knowledge, traditions, and stories are passed down while fostering a sense of community pride. Studies have shown that community investment in place is deeply tied to experiences and shared memories. By involving elders, youth, and families, the project not only preserves history but also strengthens intergenerational connections that reinforce cultural identity, neighborhood pride, and sense of place. Ultimately, grant funding is not just a financial necessity; it is a means of investing in the community to take ownership of its heritage. By providing the resources needed to preserve its history and culture, the Latinos in Heritage Conservation (LHC) grant will ensure that South Tucson's unique identity remains a source of pride and inspiration for generations to come.

27. How does this project relate to LHC's mission to build a movement that affirms Latinx heritage through education, conservation, and leadership development?

This project aligns closely with LHC's mission to build a movement that affirms Latinx heritage through education, conservation, and leadership development. By identifying South Tucson's historic resources and cultural traditions, the initiative serves as a tangible representation of Latinx heritage, ensuring its visibility and vibrancy for future generations. Education is encompassed through two methods: hiring two South Tucson Young Leaders and compiling resources for historic property owners. The South Tucson Young Leaders will gain hands-on experience in identifying historic resources while also preserving intangible cultural heritage through oral history collection. These interns will work alongside preservation specialists and community members, deepening their understanding of local history and its significance. By interviewing longtime residents, documenting personal narratives, and archiving stories passed down through generations, they will play an active role in ensuring that South Tucson's past is not only remembered but honored and celebrated. Young Leaders will learn how to integrate community feedback into the preservation process, ensuring the voices of community are represented through the inclusion of community chosen spaces within the landmark inventory assessment.

Conservation efforts include mapping historic and cultural resources, a necessary step in protecting the physical and intangible assets that define the community's identity. This mapping process will serve as a foundation for future preservation efforts, from restoring historic sites to archiving oral histories that capture the lived experiences of South Tucson's residents. Through storytelling events, audio recordings, and digital archives, the project will bring to life the voices and experiences that have shaped South Tucson, ensuring that its history is accessible to future generations. These oral histories will support the landmark assessment process. Leadership development is integrated into our project by engaging local residents and cultural advocates in decision-making roles, fostering a new generation of leaders committed to heritage preservation. By hosting, focus groups (cafecitos), the project ensures that residents play an active role in shaping how their history is documented and shared. Through these efforts, the initiative not only safeguards South Tucson's rich cultural identity but also empowers the community to advocate for its heritage in meaningful and lasting ways.

28. What is the project timeline and anticipated completion date?

The "Preservation of South Tucson's Historic and Cultural Heritage" project will span one year, from May 2025 to May 2026, divided into four key phases.

Phase 1: Planning and Assessment (May 2025 – July 2025)

- Conduct a walking survey to identify and document historic landmarks, public art, and cultural assets. Engage local residents, business owners, historians, architects, and community members to establish priorities for restoration and programming and ensure a comprehensive list of culturally important spaces. Develop a detailed implementation plan.

Phase 2: Identify and Initial Engagement (August 2025 – November 2025)

- Begin the identification of priority historic sites and public art spaces. Collect oral histories from residents, transcribe oral histories, and upload onto the Los Descendientes/Mexican American Museum digital community archives. Host focus groups (cafecitos) to gather input and share updates.

Phase 3: Youth Leadership Through Cultural and Educational Outreach (December 2025 – February 2026)

- During this phase, we will implement a variety of cultural workshops, storytelling sessions, and educational programs that engage both schools and the broader community. These initiatives aim to foster a deeper understanding of cultural heritage and local history.
- Research spaces suggested for preservation by community members and integrate suggestions into the landmark assessment.

Phase 4: Advocacy and Celebration (March 2026 – May 2026)

- Collaborate with city officials to draft preservation policies and ensure future funding. Conclude the project with a celebratory event/showcase highlighting researched sites, cultural programming, and the community's achievements. Share report with City of South Tucson Mayor & Council.

29. Please describe your Project Team. Does the project team have the appropriate expertise, experience, and skills for this project?

The **League of Mexican-American Women (LMAW)** will serve as the fiscal sponsor for this project. LMAW is a 501(c)(3) nonprofit organization that has been a leader in enriching the Tucson community for over 50 years, with a strong focus on education. Since its inception, LMAW has worked to advance opportunities for students and families by providing scholarships, fostering leadership development, and supporting initiatives that celebrate and preserve Mexican-American heritage. As the fiscal sponsor, LMAW will ensure that funds are managed responsibly and directed toward impactful, community-driven efforts.

The **City of South Tucson** will serve as a key partner in this project, providing support and collaboration to ensure its success. As a historically and culturally rich community, South Tucson recognizes the importance of preserving its heritage and fostering community-driven initiatives. Despite

its limited resources, the city is committed to working alongside organizations like the League of Mexican-American Women (LMAW) and other preservation advocates to identify and protect historic landmarks, document cultural traditions, and engage residents in storytelling efforts. This partnership will help bridge gaps in historic preservation efforts and create lasting opportunities for education, conservation, and community pride.

City of South Tucson (Josue Licea, Planning Director) will serve as the City of South Tucson representative and liaison for this project.

Josué Licea, the Planning, Zoning, and Development Services Director for the City of South Tucson, is native South Tucsonan. He grew up in the City of South Tucson, has worked with the jurisdiction for over six years, and is very familiar with the community's needs, including the need to preserve local history, culture, buildings, and arts/murals. Additionally, his project management experience is sure to help move this project forward for future generations to enjoy in South Tucson's culture to-be preserved.

South Tucson Community Curator - will create experiences to gather input and feedback:

Anna Tarazon is a native Tucsonan, born and raised in the community of South Tucson. She attended Drachman School, then continued her education at Mission Manor Elementary, Sunnyside Jr High School and graduated from Sunnyside High School. Anna holds a Bachelors' of Science Degree in Human Services with a minor in Psychology. Her most formable years were spent under the apron ties of her maternal grandmother, a community 'healer' and "Partera". Dona Victoria was known for her traditional knowledge of indigenous remedios and midwifery practices. Anna continues to value and safeguard oral history and generational knowledge by being active and present in local government platforms impacting: economic development, literacy, culture and music in South Tucson. She has been employed by the Pascua Yaqui Tribe for the past 16 years and oversees the Grants and Contract Department which is tasked with aligning the annual Tribal Strategic Plan with both federal and local funding opportunities. Her most notable accomplishments is being honored with the title of "mom" to seven ranging in ages of 34 (RIP) to 6 years old.

South Tucson Young Leaders: Both Naomi and Julian will serve as community liaisons and (youth) engagement specialists for this project.

Naomi De La Rosa Arellano, a first-generation Latina from the City of South Tucson. She attended Mission View Elementary, Wakefield Middle, and Pueblo High School, graduating in the top 25 of her class. Naomi pursued her dream of studying Bilingual Elementary Education at the University of Arizona, graduating first in her class in 2022 after student teaching at Mission View. Dedicated to community service, she has mentored students through Upward Bound TRiO, volunteered with The Lapan Sunshine Foundation, and participated in educational panels. She currently serves under Supervisor Adelita Grijalva on the Pima County Board of Supervisors, working on community renewal projects, with a lifelong goal of giving back to the community that shaped her.

Julian Quijada Montiel, a sophomore at the University of Arizona where he is majoring in Mexican-American Studies and Political Science. Being born and raised in the City of South Tucson and attending Title 1 Schools from Elementary School to High School, Julian understood from a young age the inequities both residents and students face due to income inequality and redlining. Being raised by his single mother in a Mexican-American family, he learned how inaccessible political spaces and higher education was with institutions limiting your access to resources, knowledge, and power based on your income, legal status, or language skills. Julian hopes to bridge these inequities and make sure the voices of all groups of peoples are heard and acknowledged.

30. If consultants or contractors will be participating in the project, please list and explain their role and function.

Los Descendientes de Tucson will be contracted for their community outreach, research, and storage of oral histories in their digital community archive. Their mission is to promote, preserve and celebrate the unique history of the Pimeria Alta through safeguarding, documenting and educating the community on the rich heritage, historical places, and traditions of the founding cultures of Tucson. They will be lending their Executive Director and Fall 2025 and Spring 2026 interns to the City of South Tucson to assist with oral histories, community outreach, historic research, and preservation guidance.

Rikki Riojas will be lent to the City of South Tucson from Los Descendientes de Tucson to serve as the historic preservation researcher.

Rikki Riojas was born and raised in Tucson, Arizona. She has a B.A. in Mexican American Studies and History from the University of Arizona, specializing in downtown Tucson from the 1900s to today. She is currently enrolled in the University of Colorado, Denver's Historic Preservation Master's program. Riojas's focus is on community and creating sustainable and equitable relationships with community members in order to preserve and elevate the deep history and knowledge present within the barrios. Since 2019 she has been a member of Los Descendientes de Tucson. In 2023 she became the Executive Director of the Mexican American Museum run by Los Descendientes. From 2020-2025, Rikki served on the Tucson Pima County Historical Commission. As a general member and on the Plans Review, Task Force on Inclusivity, Budget, and Celebration of Tucson Committees.

Support Materials

Do not upload answers to application questions here. You must answer those questions in the space provided. Support materials should demonstrate the feasibility and appropriateness of the project. Please attach files that fit all requirements listed below. You can include additional documentation, such as the options provided, if you feel that they speak to the attainability of your goals. Additional documentation may be requested by LHC staff. Please note: all uploaded files should be saved with a file name that clearly identifies the document, e.g., Jane Smith Resume; ABC Org Consulting Proposal; View of property from Route 123. Required for all categories: Project Budget Articles of incorporation for non-profit Proposals from relevant contractors/consultants (if contractors/consultants are part of the project) Photographs that showcase the area in which your project will happen. Can be photographs of historic structures, community events, past exhibits, etc. (No more than five) Optional: Strategic Plan Architectural designs Architectural vision boards PowerPoint Presentations Letters of Support

Project Budget

[Budget_Revised.pdf](#)

Articles of incorporation for non-profit

[147C_IRS_Form_LMAW_copy.pdf](#)

Photographs that showcase the area in which your project will happen.

[MapofST.jpeg](#)

[ST.jpg](#)

[ST1.jpg](#)

[ST2.jpg](#)

[ST3.jpg](#)

Proposals from relevant contractors/consultants

[CV_-_Jan_2025_Rikki.pdf](#)

Optional Uploads

[2025-02-11_Letter_of_Support_City_of_South_Tucson_copy.pdf](#)

[LA_LHC_letter_of_support_20250208.doc_copy.pdf](#)

[LOS_LatinosHertiage_021025_copy.pdf](#)

[STP__letter_of_support_copy.pdf](#)

[TPCHC_letter_of_support_for_South_Tucson_LHC_grant_20250212_copy.pdf](#)

[SouthTucson_Overview.pdf](#)

[ST_NEWSLETTER_CURRENT124_copy.pdf](#)
