



# Staff Report

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Agenda Item: Authorization for the Mayor to send a letter supporting the Clarkdale Heritage Center and Museum's request for consideration of an Arizona Centennial 2012 Legacy Project.

Staff Contact: Janet Perry, Assistant to the Town Manager

Meeting Date: November 13, 2007

Background:

Arizona commemorates 100 years of Statehood on February 14, 2012. The Arizona Historical Advisory Commission (Commission) has been expanded to oversee and promote the state's Centennial plans. This Commission's mission in that task is to showcase Arizona's beauty, history and future through a variety of 'Legacy Projects'. It is the Commission's intention that, as a result of the Legacy Projects, new research regarding Arizona's history will be available for the teaching, writing and learning about Arizona. The Commission also assesses proposed Legacy Projects for official Centennial designation and qualifies funding for those requests.

The Clarkdale Heritage Center and Museum is proposing the creation of a "Copper State Monument" as an Arizona Centennial 2012 Legacy Project. The information included here details that project scope and design. A letter of support from Council has been requested to accompany their Legacy Project application to the Commission.

This project is a separate and unique endeavor from any previously proposed or funded in Clarkdale. Should funding be awarded to the Copper State Monument Project by the Commission it would in no way impact the availability of any funding or grant requests made by the Town in the future.

Recommendation: To authorize the Mayor to send a letter supporting the Clarkdale Heritage Center and Museum's request for consideration of an Arizona Centennial 2012 Legacy Project.

(Date)

Arizona Historical Advisory Committee  
1700 West Washington, Suite 200  
Phoenix, AZ 85007

Re: Clarkdale Heritage Center and Museum application for a Legacy Project

Dear Committee Members,

The Town of Clarkdale acknowledges and applauds our state's efforts towards developing plans to commemorate Arizona's 100<sup>th</sup> Anniversary of Statehood in 2012. Our community has always held a strong identity to heritage, history and future, and it is with those ideals that we look forward to also commemorating the 100<sup>th</sup> Anniversary of Clarkdale's Founding in 2012.

We appreciate the opportunity to support the Clarkdale Heritage Center and Museum's efforts in pursuing Legacy Project certification and funding. Clarkdale is proud to hold an especially unique role in Arizona's past, and we share in the belief that the proposed Copper State Monument is a proper tribute and a wonderful opportunity to honor this extraordinary piece of our great state's history.

Thank you for your considerations of the Clarkdale Heritage Center and Museum's request for a Legacy Project designation.

Sincerely,

Doug Von Gausig  
Mayor

To: Arizona Historical Advisory Committee  
1700 west Washington Suite 200  
Phoenix, AZ 85007

Dear Committee Members

The Clarkdale Heritage Museum and its partners, request your consideration and support for the "Copper State Monument" as an Arizona Centennial 2012 Legacy Project.

Clarkdale and Arizona share the greatest legacy the state has to offer; Copper! Together we built this state from its infancy and will continue to do so in the future. Clarkdale, founded in 1912 will also celebrate its centennial the same year as Arizona, making Clarkdale the perfect place for a centennial monument to the Copper State. We have lost our image of copper and this monument will bring copper back home to the "Copper State". It was copper that brought people to Arizona and built our economy and has remained so over the years.

This will be a completely different monument as there is not another one like it in the world. It will offer a brand new informative destination to tourists and residents and tell them why we are called the "Copper State." We consider this project with its beauty in copper, fine architecture and interpretive value to be the most inspiring and memorable monument the State will have to offer. The monument will lay the ground work and bring a whole new level of educational awareness defining Arizona and explaining our greatest legacy. Finally this innovative and unique monument will give a true sense of discovery and a new view of public art expression in the state.

Since this monument will describe information about copper, Clarkdale and the history of the entire state, we felt it was necessary to add information about the location of the monument to give an understanding about the unique and forgotten history of The Town of Clarkdale. The enclosed two pages and drawings are for information only and are not part of the application.

***Clarkdale and Arizona - 2012 - a dual centennial!***

Drake Meinke, Chair  
Clarkdale Heritage Center and Museum

## Why Clarkdale, Arizona

Copper, it's all about copper! Clarkdale's and Arizona's histories are embedded in copper and both are going to be 100 years old the same year, 2012. Clarkdale is a small rural town that was built completely by the copper industry of early Arizona and was once home to the United Verde Copper Company (UVCC) owned in its entirety by U.S. Copper King and U.S. Senator William Andrews Clark. It is also Arizona's first planned company town completely built from a unified master plan that supported an industrial venture. Clarkdale was the site of the UVCC smelter that processed copper ore from Jerome which produced two billion pounds of pure copper during its existence. Today, Historic Clarkdale is the largest rural Historic District in the State of Arizona with 386 buildings listed on the National Register of Historic Places. Clarkdale rests at the center of HR 89A, one of only three historic roads in the entire state of Arizona with special regards to cultural heritage, historical contribution, and location in proximity to a historical area. All of these historical attributes are quite a distinction for a small rural town of just 3700 people and it's all due to copper.

In Arizona, most "Company Towns" were mining towns that grew haphazardly in an uncontrolled fashion. Of these company towns, none were developed solely by the company or dominated by it in the way Clarkdale was. The town was built during the period of 1912 - 1928 with forward thinking to house, support, and provide recreation to the 7,000 workers of the copper company. Clark built the town as a monument to himself with period architectural styles and the most modern conveniences in its day, such as 24 hour medical care, schools, electricity, maple floors and sewers to every house and business. The styles and unity of architecture in Clarkdale strongly reflect the history of its development as a company town. These architectural styles of homes, businesses and civic buildings progressed over the years ranging from Bungalow, Craftsman, and Eclectic period styles to Spanish Colonial, Tudor, Mission and English Cottage Revival styles. The United Verde Copper Company had complete control over the town therefore allowing for a sense of unity and continuity of design through unique architecture that can be found only in Clarkdale.

Today the town is mainly in private hands but still retains almost all of it's originality making Clarkdale a perfect place to view historical architectural styles that remain unspoiled. These styles are also seen in historic districts of cities across the U.S. but usually with severe alterations and are fractured from one neighborhood to another. The Clarkdale Historic District offers an original vision with integrity and unity coupled with an exclusive history for the tourist to see thus giving them an educated feeling about architectural styles and why this town is here.

A permanent Arizona Centennial Monument including interpretive markers will explain our history, our town's founder and tell how Clarkdale and Arizona share a legacy of copper. This centennial project will bring forth a completely new rural tourism venture, not only for Clarkdale but also for the State of Arizona. Clarkdale and Arizona are both inextricably world renowned for copper which makes Clarkdale, Arizona the perfect location for a centennial monument to the Copper State.

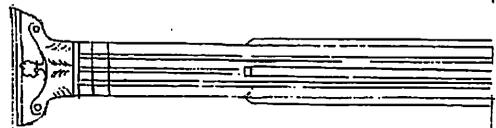
Copper is the star of our state flag and the foundation of our economy has nothing more to show for itself other than great big holes dug in the ground or giant piles of tailings. Tourists flock to these huge open pits to see and learn how man and machine extracted copper from the ground and that's about it. They understand mining because they see the holes, but what about the Copper State, what about the copper - is there anything about the worlds oldest metal here? No!

We need to fill this void and Arizona's and Clarkdale's Centennial is the perfect time to do so. It is vital that the Copper State have an exciting and gleaming monument to copper that accurately portrays the greatest aspect of Arizona's history; one built with architecture of copper, revealing its art and coupled with the copper history of Arizona and its towns. We need to tell the story about copper, name the famous copper barons, list the copper towns and point out how our industries and railroads were built by the copper of yesterday and today. We need a monument that will display the eternal beauty of copper and tell the historical legends that will give Clarkdale and Arizona a national and a global sense of place.

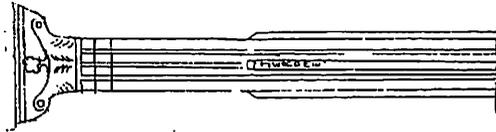
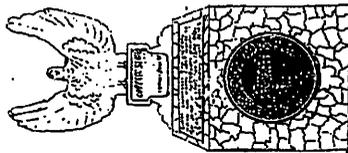
It will be the first monument of it's kind in the world and since Arizona is "The Copper State" it can be in none other location than Arizona, thus branding the entire state. Of all the monuments in Arizona, not a single one tells the history of the Copper State, copper, nor reveals the beauty of its art other than mining it from the ground. Copper has been called the eternal metal, it shares the same symbol "♀" as a Woman and the Planet Venus and is related to Aphrodite due to it's beauty. It also has so much more to tell.

We need an enduring and powerful monument to expose copper's history, its legends and tell the world, "We are the Copper State."

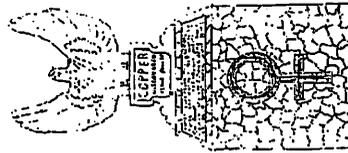
***Clarkdale - We made copper thus branding the "Copper State"***



ARIZONA



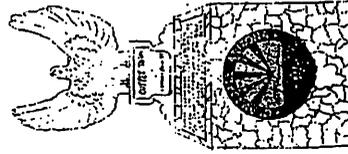
1912



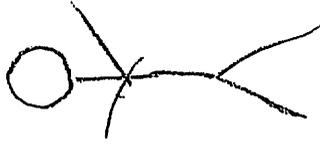
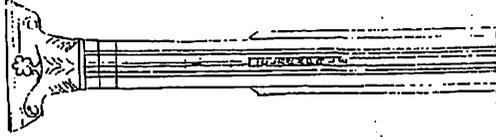
100 YEARS



2012



CLARSDALE



ARIZONA HISTORICAL ADVISORY COMMISSION

Application for Arizona Centennial 2012 Legacy Project Designation

**AHAC Mission:** Develop, encourage and coordinate a statewide plan for Arizona's centennial in 2012 including advising the legislature and state agencies on centennial history and heritage, arts and culture, assisting the governor's countdown to the centennial to support school children learning about Arizona's history and recommending activities and projects that will ensure lasting accomplishments to commemorate the centennial.

**Vision for Centennial Projects:** Commemorations that encourage all Arizonans to reflect on our unique and authentic history, to experience the rich and diverse tapestry of our heritage, and to explore our promising futures, thus ensuring a lasting legacy.

**Legacy Project Criteria:** This is a request for official designation as an Arizona Centennial Legacy Project. To be considered, the project must 1) accurately portray a significant aspect of Arizona history; 2) be accessible to a large number of visitors/users; 3) demonstrate collaboration in the planning; 4) produce an enduring product that will live on after 2012; 5) include an educational component; 6) include a plan for implementation.

Attach a maximum of three pages that address the following areas, in the order listed:

1. General description of the project.
2. Describe how this project meets the Legacy Project criteria.
3. Project timeline. Give details regarding planning and implementation.
4. Describe the project location.
5. List project partners, if applicable.
6. Attach a proposed budget, showing total project cost and funding sources.
7. Please also provide letters of support from project partners and sponsors.

These are in addition to the three-page maximum.

Name of project: The Copper State Monument

Applicant: Clarkdale Heritage Center and Museum

Contact person: Drake Meinke

Address: P.O. Box 474 Clarkdale, AZ 86324

Telephone Number: 928-649-7230

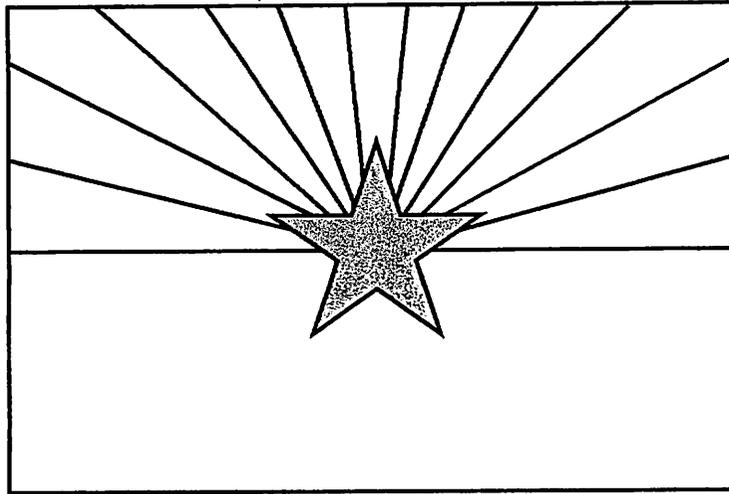
Email address: copperartmuseum@msn.com

Web Site address: \_\_\_\_\_

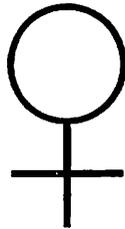
\_\_\_\_\_  
Signature (authorizing official)

\_\_\_\_\_  
Date

# Arizona & Clarkdale 100 Years



The **Star** of Arizona



# The Copper State

## The Foundation of Arizona

**Copper**

**Cattle**

**Citrus**

**Cotton**

**Climate**

## ***1. General Description of the Project***

The scope of this project is to build a permanent public art monument that will commemorate the simultaneous 100<sup>th</sup> anniversary of “The Copper State” and the founding of The Town of Clarkdale (1912). Arizona shares this distinction with only a couple of towns but none have roots in copper like Clarkdale. This will be an impressive monument located directly in the center of Clarkdale’s Historical Business District connecting the tourist to what built this community and state. It will focus on tourism development by providing a niche of stunning copper architecture and art, and by being an informative historical marker. On the monument itself will be six copper standing eagles and four columns with copper capitals embellishing the monument. Also, six plaquards just below each eagle will feature information and stories about The Copper State, Copper, the Copper Town of Clarkdale, it’s founder Senator William Clark and two area museums. These stories will tell of some of the greatest legacies in the state. Behind the monument will be six additional plaques explaining Clarkdale’s Copper Train and Railroad (Verde Canyon Railroad), mining and smelter sites, Arizona’s only remaining copper clad gas station (Clarkdale Classic) and other attractions. The monument’s plaques will give a synopsis of the stories above and the last sentence on each of the 12 plaques will tell tourists where to go for additional information; such as, “visit the Clarkdale Museum for more of Clark’s legendary history.”

The architectural monument will be a breath of fresh air to tourism and will be perfect for a dual centennial celebration of the State and Clarkdale. The columns will be made of railroad rails which are a symbol of Arizona’s railroads that were built chiefly for the copper industry. The foundation and facade of the monument will be made of local concrete and historic copper smelter slag revealing Clarkdale’s industrial might. In front of the monument will be a stylized version of the state flag built into the flat concrete with a raised solid copper star. Behind the monument will be an Arizona outline map in the flat concrete depicting Arizona’s copper company towns, mining, smelting and railroad areas all associated to copper. Also built in the concrete will be a copper historical timeline detailing copper’s milestones from the beginning of the Copper Age until present day. The monument will built in the lovely Beaux Arts style of architecture from materials used or produced by Arizona and Clarkdale’s industries. This will pique the travelers interest and provide them with the opportunity of timeless beauty through picture taking. The Clarkdale Museum will further enhance the monument with indoor visual displays.

## ***2. Describe how this project meets legacy project criteria***

The Town of Clarkdale, it’s founder and the Copper State share one thing in common: Copper. The Town was founded entirely by the copper industry and is Arizona’s first master planned community. Clarkdale’s namesake is the famous “Copper King” and U.S. Senator William A. Clark. He left one of the greatest legacies in the state to this town which he had constructed of the finest materials and teams of the best architects. Clark was one of America’s wealthiest and most powerful men and had a copper empire that spanned the entire United States. He was so wealthy that even today his private art collection is on permanent display in the Corcoran Art Gallery directly adjacent to the White House in Washington D.C. The legacy of copper in Arizona, the town of Clarkdale and Senator William Clark is practically untold and are by far some of the most exciting stories the state has to offer. This will be a collective project that will engage tourists in an authentic learning experience, which will give them a broad understanding and make them feel connected to the state and why Arizona is called the “Copper State.” This monument will bring forth many of our greatest legacies that are little known or admired into a solid and understandable landmark for the residents of the Arizona and tourists to see.

**Significant aspect of Arizona' History** - Copper had such a significance in this state that it is represented as the "Star of our State Flag" and is the first "C" of our economic foundation "Five C's." Copper is what built this State! Since 1908, Arizona has been the number one producer of copper in the U.S. and we are the only state with a copper license plate. In 1998, Clarkdale was accepted by the National Register of Historic Places due to it's historic and area significance of culture, architecture, engineering, industry, person, community planning and development. Historic Clarkdale is the largest rural Historic District in the State and its attributes are virtually undiscovered as are the legends of our founder who is listed as one of the top 10 people who built the Western USA. Over the years, people and passers-by have said that Clarkdale is a quaint community with charm and lovely architecture, but the story of "why" remained untold.

**Accessibility to Visitors/Tourists** - The monument will be built on the corner of an existing parking area with wide sidewalks in all directions that are level and accommodating to ADA requirements. The monument will face onto the intersection of a four way stop that happens to be the very heart of Clarkdale which is perfect for a public art expression. Infrastructure in the town, such as parking, restrooms, restaurants and two planned Inn's have the capacity for additional tourism and passers-by. This monument, museum displays and our accommodating town will encourage tourists to stay longer in Clarkdale thus patronizing our businesses and tourist destinations.

**Collaboration in Planning** - The project was identified as a priority through regular meetings with individual boards of the Heritage Conservancy Board, the Heritage Center and in conjunction with private businesses. These meetings created a vision to stimulate economic growth and lay the basis for future tourism to Clarkdale and the surrounding areas. All of these meetings were open to the public. This project was presented and approved at a public meeting of the Heritage Center on September 27, 2007. Local businesses have also pledged support for the monument. Clearly there is broad community support and commitment as evidenced by the forgoing and the enclosed letters of support.

**Enduring Product** - The Copper State Monument will be a permanent outdoor structure continually open to the public and a museum display that will provide a sense of discovery and meaning. It will be one of the most beautiful monuments in the state, constructed of lasting materials from Arizona's and Clarkdale's heavy industries of the past and present; concrete, railroad rails, smelter slag and copper. The Copper State Monument will offer a renewed focus for our town and state that will last indefinitely and leave everyone with memories and the knowledge of why we are nicknamed "The Copper State."

**Educational Component** - Through the use of many interpretive plaquards, inscriptions in the concrete and columns, a complete story of the Copper State will come into focus and be understandable. The monument will feature symbols, state and town seals and facts about copper which are practically unknown or forgotten. The beauty of the monument and these symbols will pique the interests of travelers thus making them stop and get out of their cars. Once at the monument tourists will read the plaquards, discover our history and find out where to go for further information. The Heritage Center and Museum, which is only one block away will provide detailed information about many of the interpretive subjects on the monument. Folks will be able to slowly stroll to the museum in the center of our historic district viewing the original architecture and sense the small town feel of Clarkdale. Travelers will also be welcomed to stop-in at the tourist and visitor's center just kitty-corner from the monument for other things to discover in the area. The monument and museum will stand to educate generations of residents and tourists about the most important aspect in Arizona. Copper!

### 3. Project Timeline

A generic timeline is given so the project can start anytime. See implementation/timeline chart below.

#### Planning

The project will start construction as soon as possible, as we would like to complete the monument long before 2012. Clarkdale needs the monument, museum acquisitions and indoor displays as a tourism destination prior to the centennial celebration and thereafter. Only the final phase of the monument will take place in 2012 just before the 100<sup>th</sup> anniversary adding wordage and markings for the centennial celebration.

#### Implementation Timeline Plan

Time Line/ Phase	Implementation Tasks	Source
Months 1-3	1 Land, architectural drawings, permits	Contract
Months 4-6	2 Design and contract plaquards and markers, Contract copper items	Contract
Months 4-6	3 Prepare grounds, Sitework and concrete inscriptions	Contract
Months 7-8	4 Buy & erect columns, affix copper embellishments and stand alone plaques	Contract
Months 9-10	5 Build bases for eagles, emplace slag facade, plaquards, electrify and security	Contract
Month 1-Open	6 Museum acquisitions purchases, cabinets & research time	Staff
January 2012	7 Placement of centennial wordage	Contract
Feb & Jun 2012	8 Centennial Celebrations - Arizona Feb 2012, Clarkdale Jun 2012	Volunteer

#### 4. Describe the project location

The project site will be located at the heart of Clarkdale's Historic District, Yavapai County on the corner of Historic Route 89A (Main St.) and 9<sup>th</sup> St. which is a four way stop. This area is surrounded by original buildings of prominent architecture, all part of the largest Rural Historic District in the state which includes historic Town Hall, the Clark Memorial Clubhouse, the former Clarkdale High School and St. Cecilia's Catholic Church. Also surrounding the site is the Chamber of Commerce's Tourist Center, Post Office, library and two planned museums.

#### 5. List project partners

Verde Canyon Railroad, Clarkdale Metals Corp., Copper Mountain Antiques, PJM Arizona LLC (Copper Art Museum), Salt River Materials Group.

#### 6. Proposed budget, project costs and funding sources

Time Line / Phase	Component	Funding Sources	Amount +/-
Months 1-3	1 Land, arch. drawings, copper items & fees	Private Investors,	\$21,000
Months 4-6	2 Design plaquards and purchase	Fundraising, Donations	\$14,500
Months 4-6	3 Labor - Site work	Preparing requests,	\$12,800
Months 7-8	4 Labor - Monument work	Grants, Volunteers,	\$10,900
Months 9-10	5 Labor - Monument work	Business In-Kind &	\$9,500
Month 1-Open	6 Museum acquisitions displays, cases, staff	services.	\$15,500
Jan & May 2012	7 Labor - Monument work & lettering		\$8,500
Feb & Jun 2012	8 Centennial Celebrations		\$2,000
	Grand Total		\$94,700.00

#### 7. Letters of support

Letters of support are attached separately.

October 15, 2007

RE: Clarkdale Heritage Center and Museum application for a grant from the Arizona Historical Advisory Committee

To Whom It May Concern:

The Verde Canyon Railroad is in full support of the Clarkdale Heritage Center and Museum's plan to install a monument to copper. The proposed monument cannot become a reality without outside funding.

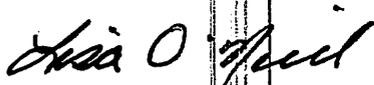
Clarkdale, Arizona's first "company town", is of such historical interest that the entire original town site is on the National Register of Historic Places. Several plaques in town point out significant buildings or vistas, and the Town has developed a brochure for self guided walking tours so that visitors can experience life in the early 20<sup>th</sup> century.

The Verde Canyon Railroad, operating on the same tracks that carried Clarkdale's copper to market in 1912, draws over 90,000 visitors per year. As history is part of the journey, a storyboard monument to copper would enhance their visit to Clarkdale.

The monument to copper will provide the visitor with a real sense of the role this historic district played in Arizona's copper foundation. The location in the business district will give a big boost to the restaurants, lounges, shops, and galleries currently in town and in development. A visit to the monument will give Verde Canyon Railroad passengers a reason to spend more time in this lovely little town.

Thank you for considering the Clarkdale Heritage Center and Museum's application for a grant to make the monument an addition to Clarkdale's historic business district.

Best regards,



Lisa O'Neill

Long time Clarkdale resident, and Sales and Marketing representative for VCRR