

CITY OF TUCSON

Office of Economic Initiatives



2022

Annual Report



CITY OF
TUCSON

**CONNECT
TUCSON**

CITY OF TUCSON
OFFICE OF ECONOMIC INITIATIVES

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MESSAGE FROM THE DIRECTOR

I am so pleased to share our Office of Economic Initiatives 2022 Annual Report. In it, we offer a look at what our team has accomplished over the past twelve months. As you turn the pages, I hope you will notice a theme that runs through our work, which is that we don't do this alone. We have many partners at the local, regional, and state level to help us achieve the outcomes reported here.

Equally important, we have ongoing support for economic development from the City of Tucson Mayor & Council, who set the vision and priorities for our efforts, and make our work possible. This year we have doubled the size of our team, allowing us to significantly enhance our programs and offerings to support the business community. We added a Small Business team to provide direct support to local businesses, particularly those that are independently owned and operated. The Small Business team continues to create bilingual training courses and workshops to better meet business owners where they are. We also added an International Trade Specialist to further our engagement with industries in Mexico and Canada. This capacity allows us to create cross-border business opportunities that will further strengthen the resiliency of our regional economy.

In April of 2022, Mayor & Council adopted our new Comprehensive Economic Development Strategy to express their goals and priorities for a path forward. This report is aligned with those goals so you can track the impact our team is making in the community. Finally, in all our work, we will be intentional – intentional about who we are serving and who is at the table – and focused on a more equitable and resilient future. May this report inspire you to join in our vision of Tucson as a city that inspires creativity, ignites discovery, and fosters enduring economic vitality. Onward!

Barbra Coffee, CEcD, EDFP

BUSINESS ATTRACTION & EXPANSION

KEY INDICATORS

\$1.3 B

Capital Investment

1,772

Jobs Created

\$4.76 M

Incentive Value

5

Incentive Projects

COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY

VISION

Tucson's bold, inviting, and distinctive culture inspires creativity, ignites discovery and fosters enduring economic vitality.

KEY INSIGHTS

Tucson is diverse.

Tucson is growing at a modest rate.

Tucson is skilled.

Tucson is closing the wage gap.

Tucson offers an exceptional quality of life.

GUIDING PRINCIPLES

EXISTING BUSINESSES FIRST

Supporting Tucson's major employers and clusters is where the strategy must begin, but it must bolster small businesses, too. Tucson's unique approach to assisting small businesses is rooted in a desire to make meaningful connections utilizing in-person strategies and multilingual support.

DEVELOPMENT THAT IS SUSTAINABLE

Tucson must advance initiatives that synthesize economic success with sustainability and livability. Our economic development strategy works in concert with the City's other plans to ensure quality of life for all Tucsonans.

SUPPORT ENTREPRENEURSHIP

Tucson must foster and support small business and start-up ecosystems across a variety of sectors to capitalize on emerging economic opportunities. Tucson will continue to embrace its local, independently-owned shops, enabling them to not just survive, but to thrive.

PARTNER ENGAGEMENT

Tucson must collaborate with new and existing partners to achieve its economic development goals. Developing and maintaining strong relationships with identified private-sector and anchor partners is key.

EQUITABLE APPROACH

Tucson must ensure that all economic development efforts promote equity. An equity strategy addresses people's needs based on their life and historical context. Tucson's economic development initiatives must balance job creation with the city's ethos and values.

CLUSTER DRIVEN

Industry clustering drives the competitiveness and innovation that lead to economic growth. Years of economics research have revealed the importance of building on the strengths of industry clusters to promote economic diversification and growth.

GOAL #1

GROW & EXPAND EXISTING SMALL BUSINESSES



BUSINESS EXPANSION AND RETENTION

Existing small and mid-sized local businesses benefit from the support of our dedicated Small Business Support Team, which launched in 2022.

Business owners can reach our support team through our dedicated phone line, via an online form, or by directly booking a meeting with a team member to receive personalized technical assistance in multiple languages.

Services provided include support to source and apply for financing, design and implement digital marketing, gain insights into market conditions and data, select sites for expansion, hone financial skills, and much more.

Our BizBites video series, broadcast across social media and our website, recognizes local employers and highlights what they love about being business leaders in Tucson.

Our Legacy Business Registry likewise recognizes local businesses that have withstood the test of time and are culturally significant for our city.

SMALL BUSINESS PROGRAMS



VISITED 100+ BUSINESS IN ALL
CITY WARDS



200+ HOURS OF ASSISTANCE TO
BUSINESS OWNERS AND
ENTREPRENEURS



1000+ HOURS OF TRAINING BY
SMALL BUSINESS OWNERS



22 BUSINESSES IN THE LEGACY
BUSINESS REGISTRY



25 COMMUNITY ENGAGEMENT
AND OUTREACH EVENTS

Our Small Business Support Team creates and facilitates workshops and training programs that directly address the needs of small business owners. Each course includes one-on-one follow-up opportunities to further tailor support and instruction.



SAZON EMPRESARIAL
A COMPREHENSIVE SPANISH-
LANGUAGE FOOD BUSINESS
ACCELERATOR



PLANEANDO PARA TU NEGOCIO
A SPANISH-LANGUAGE FINANCIAL
EDUCATION TRAINING



SMALL BUSINESS DIGITAL ACADEMY
A DIGITAL MARKETING SKILLS FOR
BUSINESS OWNERS COURSE



ACADEMIA DE BELLEZA
AN IN-DEPTH, BILINGUAL
ACCELERATOR PROGRAM FOR
BEAUTY INDUSTRY
ENTREPRENEURS



BUSINESS NAVIGATORS

This initiative provides support and assistance to small business owners and entrepreneurs, focused on underserved segments of the population.



400+ ENGAGEMENTS THROUGH THE SMALL BUSINESS ASSISTANCE LINE AND ONLINE FORM

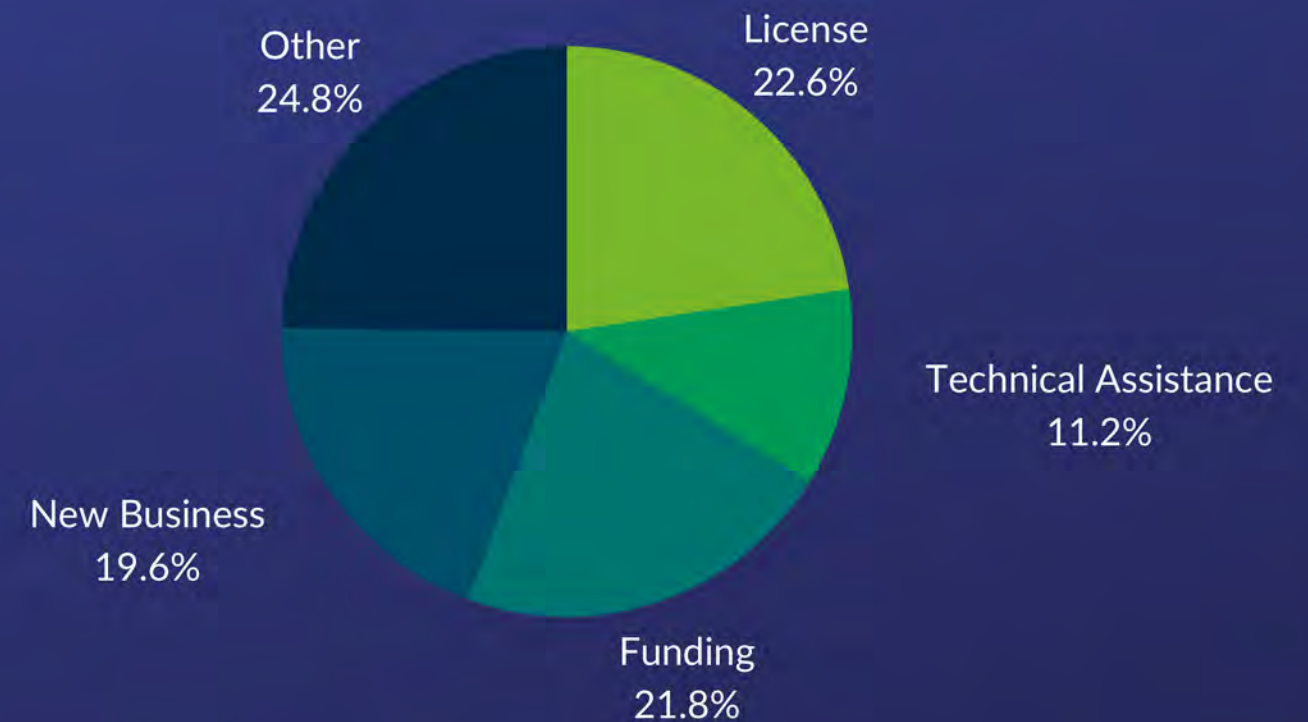


ADDED A TEAM OF 3 BUSINESS NAVIGATORS WITH MULTI-LINGUAL CAPABILITIES



\$855K SUBMITTED SMALL BUSINESS LOANS AND GRANTS

Types of inquiries responded to through the Small Business Assistance Line



GOAL #2

ATTRACT INVESTMENT



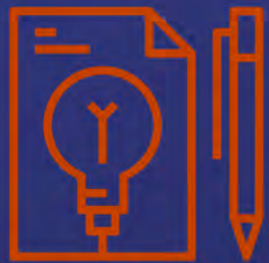
PROJECT PIPELINE TOTALING 35,145 JOBS AND \$76.7 BILLION IN CAPITAL INVESTMENT



HOSTED FIVE CORPORATE SITE VISITS



ENTITLED 2,160-ACRE "H2K" PAD WITH ARIZONA STATE LAND DEPARTMENT FOR THE PURPOSE OF ATTRACTING "MEGA PROJECTS" REQUESTING 500 ACRES OR MORE



MAYOR AND COUNCIL AUTHORIZATION TO ENTER INTO DEVELOPMENT AGREEMENT WITH AMERICAN BATTERY FACTORY AND SION POWER

Business Attraction Incentives

Northwest Medical Center
on Houghton
\$94 Million Investment
572 New Jobs



American Battery
Factory
\$1.2 Billion Investment
1,000 New Jobs

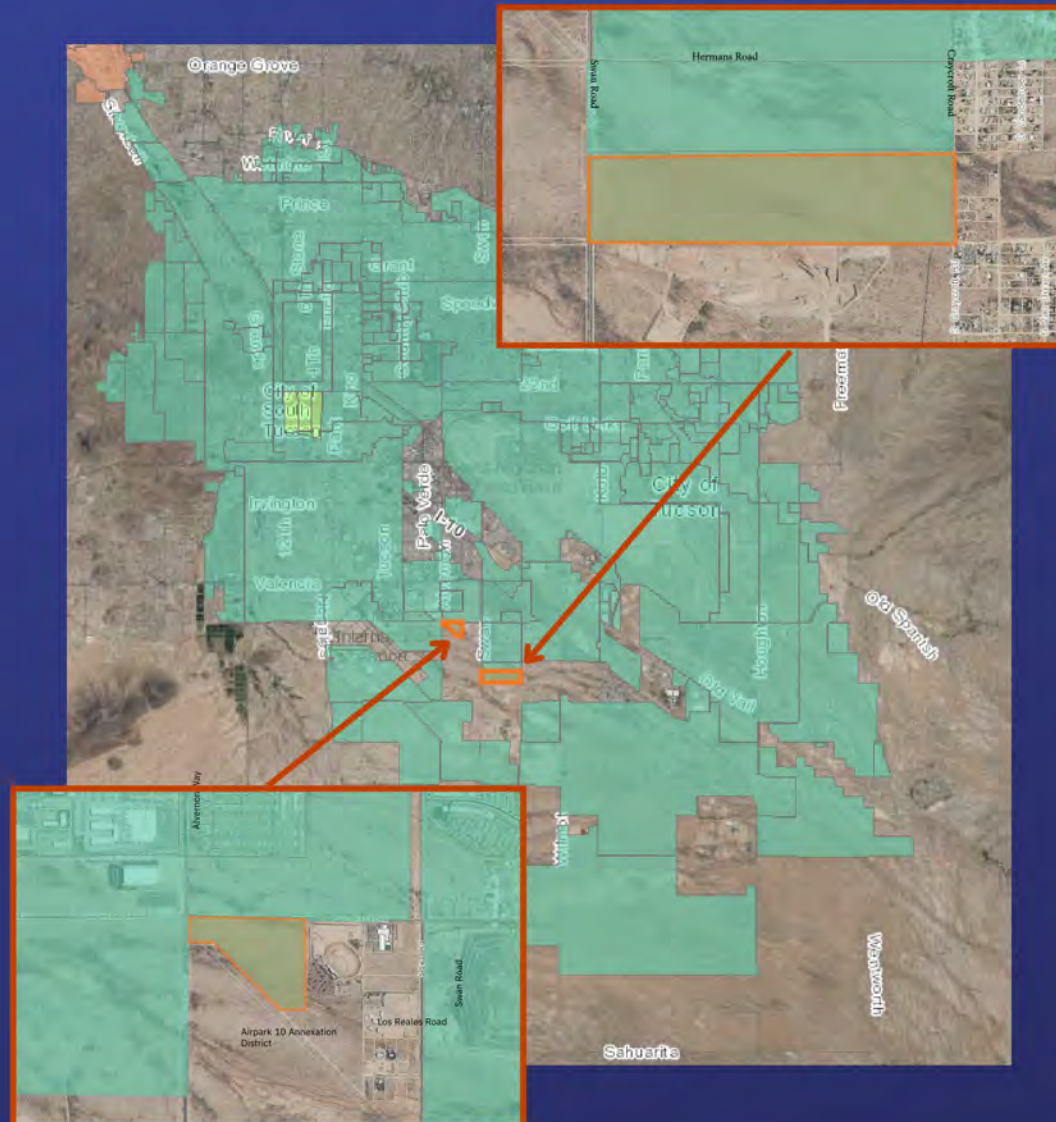
Sion Power
\$81 Million Investment
25 New Jobs
100 Retained Jobs



ANNEXATION

May 19th, 2022 - Airpark 10 Annexation District was adopted bringing 79.99 acres into the City. One million square feet of industrial space proposed.

October 5th, 2022 - Sonora Campus Swan Annexation District was adopted bringing 164 acres into the City. Tucson Airport Authority future industrial development.



International Trade

PROGRAMS



International Business Attraction in Tucson

Welcomed 17 International Business and Dignitaries to Tucson



International Business Development

Attended 5 Industry Trade Shows in Mexico, DC and Los Angeles



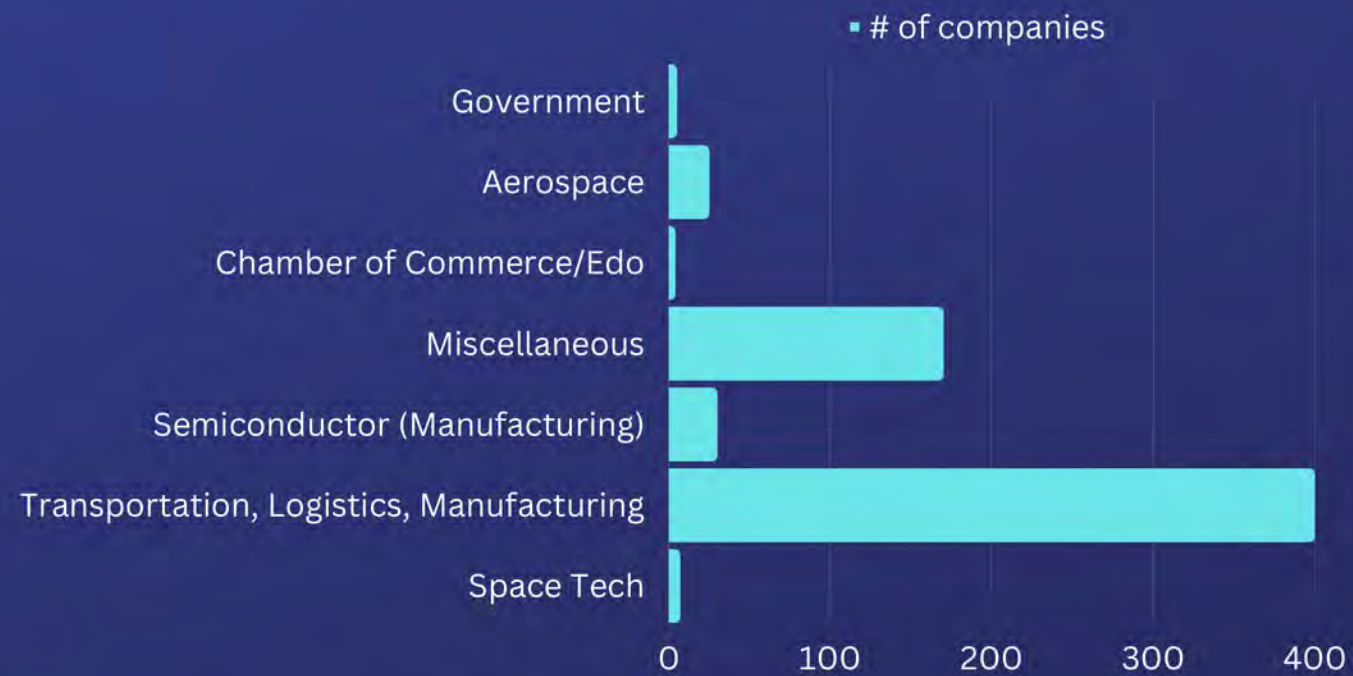
Import/Export Assistance Programs

Created three new import/export education programs.

Top International Markets Engaged



Top Industries Engaged



International Trade Partnerships













GOAL #3

ENTREPRENEURSHIP



As a recipient of the Economic Development Administration's "Build Back Better Regional Challenge grant," the City now co-leads a regional coalition for developing industry-sector growth in three areas: sustainable agriculture, water resources, and clean energy.

The award formalized the coalition, precipitated multiple projects amongst the members, and created an ecosystem of institutions that can propel development, entrepreneurship, and sustainability in Southern Arizona.

SACCAR envisions a future where both our community and economy have the skills and resources needed to meet the challenges of climate change.

Notable Progress:

\$500,000 award to help formalize the Coalition

Technical meetings for internal organization & development

TENWEST Festival introduces SACCAR to the public

Co-location of members in Yuma

SACCAR COALITION MEMBERS



GOAL #4

ECONOMIC MOBILITY

WORKFORCE GRANTS

The Office of Economic Initiatives manages the Economic & Workforce Development Grant program to support local organizations that provide technical assistance and resources to small and medium-sized companies and start-ups, and support job training and educational programs for at-risk youths and adults in order to enhance wage attainment and increase the availability of skilled labor for local employers.

Fiscal Year 2021-2022:

- \$279,000 Adult Workforce Development
- \$38,450 Youth Workforce Development
- \$110,925 Long-term Workforce Development
- \$112,625 Small Business Assistance

Fiscal Year 2022-2023:

- \$100,000 Adult Workforce Development
- \$120,000 Youth Workforce Development
- \$235,000 Long-term Workforce Development
- \$155,000 Small Business Assistance



THRIVE IN THE 05

A collaboration of innovations in Community-Based Crime Reduction, Choice Neighborhoods, and Workforce & Economic Development in the 85705 zip code.



2022 HIGHLIGHTS

Five new tamper proof trash cans provided by the City's Department of Transportation and Mobility were installed.

Continued partnership with Tucson Clean and Beautiful by providing trees and plants to beautify the Thrive area.

Cyclovia was held in the Thrive area, attracting many people to the '05.

Visual Improvement Program applications received, with most recent applicants: We Care Tucson, Monterey Court and Mountain View Motel.

2022 THRIVE IN THE 05 HIGHLIGHTS



Tucson Inn Hotel sign restoration was completed, and Pima Community College hosted a Lighting Ceremony on Dec. 14.



Thrive in the 05 Business Meeting Forums were held in August and November, with Pima Community College and the City of Tucson sharing resources and support.



A Painting Block Party was held on Nov. 19 at Jacinto and Kelso streets, in Miracle Manor. Community members painted two roundabouts.

GOAL #5 ENHANCE TUCSON'S BRAND

SPECIAL EVENTS GRANTS

The Office of Economic Initiatives manages the Special Events grant program to increase the capacity and reach of special events that build community, develop the local economy and tourism industry, and enrich quality of life.

Grants are recommended by the Economic and Workforce Development Selection Committee and approved by Mayor and Council.

\$59,000
FY 2022 Awarded

8
Events Funded

\$140,000
FY 2023 Awarded

13
Events Funded

2022 SPECIAL EVENTS HIGHLIGHTS



TenWest Festival
November 2022
Conference attendees: 1,200
Street Fest attendees: ~6,000



El Tour de Tucson
November 2022
Riders: 7,500



DUSK Music Festival
November 2022
Attendees: 13,000+

MARKETING



Followers: 1,498
Reach: 6,115 (up 771%)



Followers: 734
Page Views: 655 (up 689%)
Unique visitors: 309



Followers: 526
Profile visits (up 173%)
Top tweet earned 1,355 impressions



Followers: 151
Page reach: 2,563 (up 595%)
Top free post reached 2,609
Top paid post reached 23,500



Connect Tucson, Google, and Facebook ads
Impressions: 80,355
Clicks: 937



Website monthly users: 1,500
Monthly webinars: 300+ registrations
Bi-monthly newsletter: 3,481 contacts; 31% open rate



Scan to engage with us!

ECONOMIC DEVELOPMENT TEAM



BARBRA COFFEE
DIRECTOR



KEVIN BURKE
DEPUTY DIRECTOR



TAMMY TRUJILLO
PROJECT MANAGER



IRENE MESSINA
EXECUTIVE ASSISTANT



MIKE CZECHOWSKI
PROJECT MANAGER



ALMA PERALTA
INTERNATIONAL TRADE



CHRIS MAZZARELLA
PROJECT MANAGER



FRANCISCA VILLEGAS
SMALL BUSINESS PROGRAM MANAGER



NARDA FLORES
BUSINESS NAVIGATOR



NICOLE SANDERSON
BUSINESS NAVIGATOR

AWARDS & ACCOLADES



4TH BEST CITY FOR GENERATION Z
-THE NEW YORK TIMES

#8 CITY WITH THE LARGEST GROWTH IN HIGH-PAYING JOBS
-STESSA

BEST PLACE TO LIVE WHEN YOU CAN WORK FROM ANYWHERE
-BANKRATE.COM

TOP 100 BEST PLACES TO LIVE
-US NEWS



BARBRA COFFEE TOP 50 ECONOMIC DEVELOPERS IN THE NATION

MIKE CZECHOWSKI EARNS IEDC CERTIFIED ECONOMIC DEVELOPER DESIGNATION

FRANCISCA VILLEGAS UA ELLER COLLEGE OF MANAGEMENT HONOREE, "ORDINARY WOMEN DOING EXTRAORDINARY THINGS."

AAED GOLDEN PROSPECTOR AWARD FOR MARKETING BROCHURE

ECONOMIC INITIATIVES TEAM



First row left to right: Barbra Coffee, Nicole Sanderson, Narda Flores, Francisca Villegas. Second row left to right: Kevin Burke, Alma Peralta, Chris Mazarella. Third row left to right: Irene Messina, Mike Czechowski.

PHOTO CREDITS

Cover: Cirrus Visual Communication

Small Business Trainings: City of Tucson

Business Attraction: Northwest Hospital, American Battery Factory by Dan VanOrman and Paul Charles, Sion Power by Martha Lochert Photography

International Trade: Alma Peralta

Annexation Map: MapTucson

Tucson Inn sign: Alison Miller

Thrive in the 05 : Tammy Trujillo

TenWest: Liz Pocock

El Tour: Perimeter Bicycling Association of America

Dusk: Dusk Music Festival

