



**CITY OF
TUCSON**

**CONNECT
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NEWS RELEASE

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CITY OF TUCSON OFFICE OF ECONOMIC INITIATIVES LAUNCHES NEW WEBSITE TO SHOWCASE BUSINESS OPPORTUNITIES

The City of Tucson Office of Economic Initiatives recently launched its independent website, ConnectTucson.com, which offers resources, tools and analytics to attract and grow business in Southern Arizona. ConnectTucson.com is primed to assist businesses in all stages - starting up, moving to Tucson and expanding. With a library of more than 90 resources, ConnectTucson.com can help businesses find a location, access funding sources, review available incentives, and more.

City of Tucson Economic Initiatives Director Barbra Coffee said ConnectTucson.com is a place for both prospective and existing businesses to engage and access resources to help them be successful, whether during site search and due diligence phases or during growth and expansion phases.

"It was important to us to create a site that shows what Tucson has to offer businesses, and that gives those who aren't here a compelling reason to get here," Coffee said.

ConnectTucson.com offers real-time map data and individualized business analysis in a user-friendly format. Some highlights include a new business checklist that produces a list of resources to help new ventures get up and running; a site selection tool, which shows a list of available locations; and the SizeUp Business Insights Tool that provides market research data, giving small business a way to map competitors, customers, and demographics.

"We are excited to share with the community a new tool to promote our amazing city, as well as recruit and attract new businesses," said Tucson Mayor Regina Romero. "ConnectTucson.com does exactly what its name suggests. It provides accessible information to businesses so they can be successful, grow, and strengthen our local economy."

ConnectTucson.com also provides a collection of economic development success stories, including Caterpillar's relocation to downtown Tucson and Raytheon's recent expansion, adding more than 1,900 new jobs. Follow news and events from the Office of Economic Initiatives on its affiliate social media platforms, Twitter (@connect_tucson) and LinkedIn (Connect Tucson).

About the City of Tucson Office of Economic Initiatives:

The City of Tucson Office of Economic Initiatives coordinates the City's economic development programs for the purpose of attracting jobs and investment to the City of Tucson. It also offers local small business and entrepreneurial assistance and encourages workforce development in order to foster a long term sustainable and diverse local economy. For more information or to contact the Office of Economic Initiatives, visit ConnectTucson.com.

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