
Plan Tucson Outstanding Issues
***Issue:* Economic Development Coverage**

GOALS & POLICIES FOR REVIEW

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Explanation: At the 6-17-13 and 6-18-13 meetings on the issue of coverage of economic development issues in Plan Tucson, participants agreed that the Socioeconomic Focus Areas presented in the Final Draft of Plan Tucson be divided into two focus areas: The Economic Environment Focus Area and The Social Environment Focus Area.

Additionally there was agreement that the Economic Development element from the Final Draft of Plan Tucson be reorganized into four elements under the Economic Environment Focus Area, including Jobs & the Workforce, Business Climate, Regional & Global Positioning, and Tourism & Community Image.

The following reflects general agreement on the wording of goals related to the new Economic Environment Focus Area, and on the wording of policies related to each element within the focus area. Please note that the goals in Plan Tucson are written as outcomes for which the City strives.

While there was general agreement on the types of revisions, in some cases staff was asked to do the final wordsmithing.

GOALS

The City strives for

1. An economy that supports existing businesses and attracts new businesses to increase employment opportunities, raise income levels, expand the tax base, and generate public and private investment leading to a high quality of life for the community.
2. A local job market that provides opportunities for all Tucsonans to meet their basic needs and pursue career advancement, matched with a well-educated, well-qualified workforce that is able to meet the dynamic needs of businesses and employers.
3. A sustained increase in household income and wages, and a sustained reduction in the poverty rate, especially for Tucson's children, seniors, and disabled residents.
4. A sustainable and diversified economy that maximizes Tucson's strategic location and balances traditional import and export of resources with locally supplied goods and services to meet local demand.
5. A community whose quality of life and sense of place reflects a vibrant economy and its commitment to arts, culture, and heritage and its care for the built and natural environments.

POLICIES

Jobs & Workforce Development (JW)

- JW1** Recognize and enhance the three interrelated building blocks of a strong economy: a high quality of life and vibrant urban environment, a skilled and talented workforce, and a diversified, high-wage job market.
- JW2** Recruit, retain, and expand businesses and industries within Tucson's key economic sectors, including but not limited to aerospace and defense, bio-sciences, renewable energy, astronomy, optics and tourism to increase high-quality, high-paying job opportunities.
- JW3** Increase and promote environmentally sensitive businesses, industries, and technologies.
- JW4** Support and expand entrepreneurship through partnerships, technical assistance, and incentives.
- JW5** Expand opportunities to fulfill local needs with locally produced goods and services to help Tucson capture a greater market share and advance a sustainable economy.
- JW6** Collaborate with local institutions, including but not limited to the University of Arizona, Pima Community College, Pima County, and public and private training and technical organizations to support a well-educated, well-trained workforce with skills matched to local job opportunities and employer needs.
- JW7** Contribute to workforce stability and advancement through support of ancillary services, such as transportation, childcare, nutrition, and healthcare.

POLICIES

Business Climate (BC)

- BC1** Recognize that government plays an instrumental role in creating a business supportive climate through investment in public infrastructure and services, through its regulations and policies, and in building public-private partnerships.
- BC2** Continue to develop and implement local strategies, services, and incentives to enhance Tucson's business climate.
- BC3** Promote and support local, minority-owned, independent, and small businesses involved in the sale and purchase of locally produced goods and services.
- BC4** Provide assistance and incentives to encourage entrepreneurial efforts and technological innovations that lead to local business development and expansion.
- BC5** Foster the success of key commercial areas, including downtown; major corridors; and arts, entertainment, and business districts through targeted investment, incentives, and other revitalization strategies.
- BC6** Enhance the community attributes that are mutually beneficial to the business climate and quality of life for residents, including a safe environment, recreational opportunities, multi-modal transportation, a vibrant downtown, distinctive neighborhoods, excellent education, primary and secondary employment opportunities, and arts and entertainment venues.
- BC7** Brand and market Tucson's business climate by promoting local assets such as the downtown and University of Arizona, the modern streetcar line, Tucson's cultural heritage, diversity, and events; and the outdoor life style and scenic beauty of the Sonoran Desert.
- BC8** Support a safe, distinctive, well-maintained, and attractive community with neighborhoods made up of residences and businesses that contribute to Tucson's quality of life and economic success.
- BC9** Promote and encourage a mix of residential development throughout the city as both an economic driver and a quality of life issue to meet the diverse needs of a growing workforce.

POLICIES

Regional & Global Positioning (RG)

RG1 Increase international partnerships and trade opportunities, with particular focus on Tucson's strong economic, cultural, and geographic ties to Mexico.

RG2 Capitalize on Tucson's strategic location by maintaining and enhancing Tucson as an international port and center for commerce and logistics.

RG3 Support the expansion of passenger and freight multi-modal transportation services to better connect Tucson to regional and international markets and destinations.

RG4 Support in and around Davis-Monthan Air Force Base (DMAFB) and Tucson International Airport (TIA) existing and potential commercial, industrial, and other land use activity that

- is compatible with military and aviation operations
- contributes to the long-term viability of DMAFB and TIA
- is enhanced by proximity to air service
- produces a significant public benefit in regard to employment and revenues
- does not impair the habitability of or displace existing residences, or negatively impact health, safety, and welfare of existing residents, their homes, and their neighborhoods

[Note: This policy language was discussed and generally agreed on at Davis-Monthan-Related Policy Language Meeting on 6-19-13. Please see the link for the outcome of that meeting and in particular this policy.]

RG5 Promote Tucson as an internationally recognized center for innovation and creativity in the areas of science, technology, and the arts.

POLICIES

Tourism & Quality of Life (TQ)

- TQ1** Support and promote tourism in Southern Arizona as a major economic driver that benefits a variety of business sectors throughout the community.
- TQ2** Preserve and celebrate the beauty of Tucson’s natural landscape and the wonder of the Sonoran Desert.
- TQ3** Recognize the importance of well-maintained and attractive roadways and gateways in establishing an initial impression for visitors and generating pride among residents.
- TQ4** Promote and preserve Tucson’s cultural heritage and historic resources, including archaeology, architecture, art, landmarks, and events.
- TQ5** Promote Tucson as a premier healthy lifestyle, outdoor, and recreational destination for cycling, hiking, bird watching, astronomy, nature, desert ecology, golf, spas, wellness, and healthcare.
- TQ6** Invest in the maintenance and expansion of sports and recreational facilities, venues, and events to serve local demand and promote sports tourism.
- TQ7** Promote Tucson as a destination for epicurean adventure capitalizing on the diversity of locally-owned restaurants, authentic Mexican food, local wineries and breweries, farmers markets, and culinary expertise and events.
- TQ8** Retain, enhance, and expand the annual Gem, Mineral and Fossil Show, and make Tucson a year-round gem and mineral destination.
- TQ9** Enhance civic and convention facilities, outdoor spaces, and venues making them reflective of Tucson’s cultural heritage and desert environment, in order to draw visitors to the area and serve the local community with year-round indoor and outdoor arts, culture, and sports programming.