

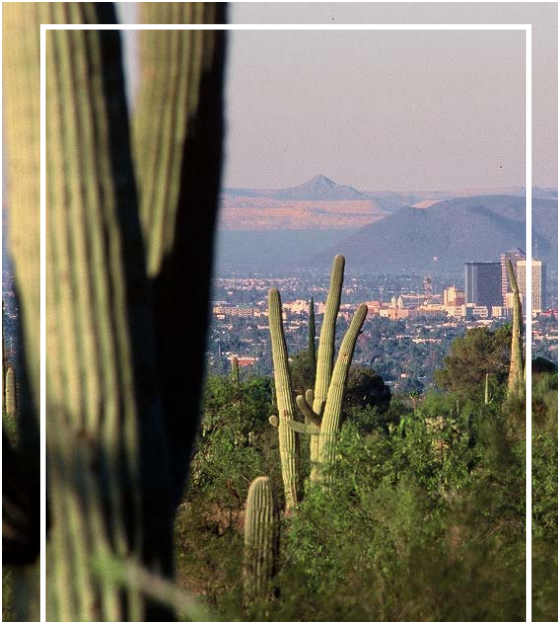
Tucson Regional Economic Blueprint

Presentation to Leadership and Investors



September 14, 2006

**James J. McGraw, President/CEO
KMK Consulting Company, LLC**



By The Numbers



- 7 – Most overpriced housing market
- 29 – Worst city for dating
- 40 – America's worst city for crime
- 76 – Nice round - NOT

By The Numbers



- 1 – Space Science program in the U.S.
- 4 – Most entrepreneurial city
- 8 – Fittest city
- 11 – Hottest city
- 14 – Research University
- 16 – Heart hospital
- 22 – Best city to live and work
- 76 – Great Round!

Web Survey



- www.treoaz.org
- Under 'Quick Links', click 'Learn more about TREO's Economic Blueprint'

SWOT



WHAT MATTERS MOST

Young Professionals



- Weather and Beauty
 - Sports and Culture
 - Research University
 - 11th Hottest City
 - Second Mid-Size City for Entrepreneurs
- *Is it Tucson or is it Austin?*

Competition



- Learning about others
- Learning about ourselves

Orlando



- Business destination or Disney World?
- Bold thinking, focused leadership and big investment
- \$300 Million for 300 jobs over ten years

Blueprint



- Balanced
 - Implementable
 - Funded
 - Sustainable
- *Broad based collaborative leadership*

KMK Team



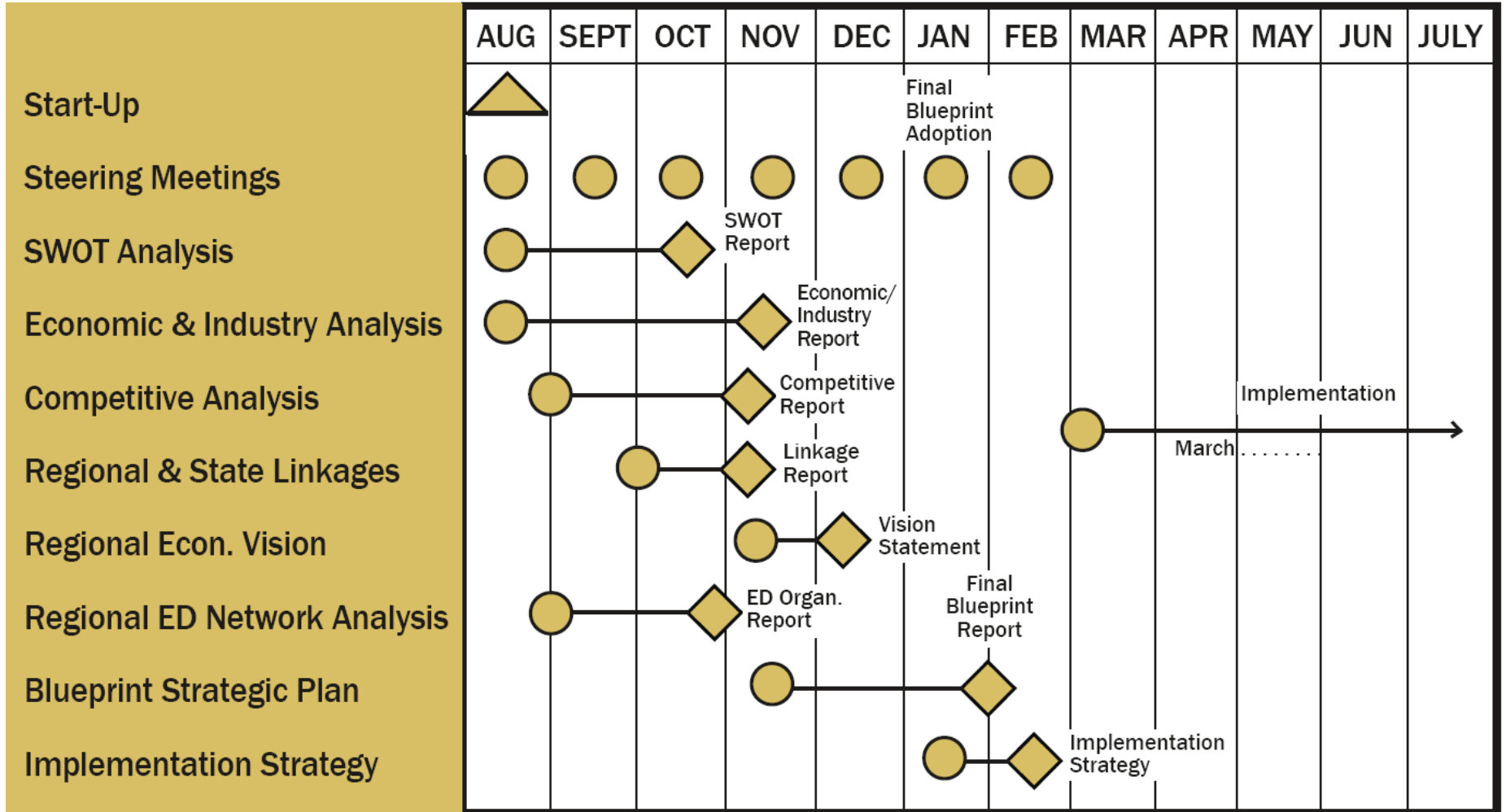
- KMK Consulting Company, LLC – Cincinnati
- Donald T. Iannone & Associates – Cleveland
- Io, Inc. – Phoenix
- Ady International – Chicago
- Robert J. Grow – Salt Lake
- PricewaterhouseCoopers – Washington, DC

Blueprint Consulting Team Effort

✓ Lead
✗ Assist

Project Activity	KMK Consulting	DT Iannone Associates	IO, Inc.	PWC Consulting	Ady International	Robert Grow
Lead Contractor	✓					
Project Management	✗	✗				
SWOT Analysis	✗	✗				
Econ. Base Analysis		✗				
Driving Ind. Analysis		✗		✓		
Competitive Analysis	✓	✓	✗		✓	
Reg. & State Linkages	✗	✗	✓			
Reg. Econ. Vision	✗	✓				✗
Blueprint Plan	✗	✗				
Implement. Strategy	✗	✗				
Follow-on Advice	✗	✓				

Tucson Regional Economic Blueprint Timeline



Early Themes



- Housing costs/wage rates
- Image
- Culture
- Workforce
- Water
- University of Arizona
- Leadership

Leadership



- Public or private?
- Whose job is it anyway?
- *The attitude to collaborate*
- *The willpower to succeed*
- *The wisdom to sustain the journey*

Growth



*Welcome to Tucson –
Be Sure to Close the Gate Behind You*

Guiding Principles For This Blueprint Process



- Economic inclusion
- Strategic analysis to support good decision making
- Honest examination of strengths and opportunities
- Positioning the Tucson region
- Reflect key linkages North and South
- Priorities that are both important as well as feasible

Commit To The Journey



- To being a participant
- To having skin in the game
- To an attitude of total collaboration

Tucson Regional Economic Blueprint

