



2009/2010 PROPOSED PROGRAM FOCUS AREAS

HIGH WAGE JOB DEVELOPMENT

INFRASTRUCTURE/CAPACITY DEVELOPMENT

SUSTAINABILITY

TREO INITIATIVES AND PROGRAMS

- > Sales Missions:
 - Biosciences
 - Transportation & Logistics
 - Solar
 - Aerospace/Defense
- > Site Selector Marketing
- > Local Business Assistance
- > Web Marketing
- > Foreign Direct Investment:
 - Mexico
 - Canada
 - Western Europe
 - United Kingdom
- > National Marketing/Branding
- > California Job Development
- > Local Company Startups
- > Local "Tool Box" Development

- > Workforce Development Gap
- > Mobilization of Blueprint Strategies
- > Strategic Partnerships
- > Research/Analysis
- > Speed to Market Programs
 - Shovel Ready
 - Foreign Trade Zones
- > Leadership Exchange Trip
- > Legislative/Public Policy
- > Advocacy
- > Inland Port Launch*
- > Increased "Thought Leadership" on Key Issues

* Contingent on private sector funding

- > Shareholder Engagement:
 - Public
 - Private
 - Investors
- > Annual Meeting
- > Community Report Card
- > Accountability and Evaluation:
 - Successful audit/fiscal management
- > Revenue Growth:
 - Private sector investor program
 - Public sector diversification revenue model
 - Public sector participant expansion

OUTCOMES

- ▶ New or expanded employment opportunities in targeted industries
- ▶ Increased FDI, specifically in biosciences and solar
- ▶ Higher wage employment opportunities
- ▶ Greater diversity of economic base
- ▶ Increased national/international awareness of Tucson region as a business location
- ▶ More diversified lead sources
- ▶ Less reliance on State of Arizona programs

- ▶ Align workforce skills to be compatible with targeted industry requirements
- ▶ Improved market intelligence within the targeted industries
- ▶ Increase speed-to-market capabilities of real estate
- ▶ Facilitate better coordination and common measurement matrix throughout the community
- ▶ Implement strategies for Inland Port concept
- ▶ Provide possible solutions for issues impacting the regional economy
- ▶ Provide a strong unified voice on issues impacting the economy

- ▶ Improve communication and engagement from stakeholders
- ▶ Measure and evaluate our competitiveness
- ▶ Increase private sector financial support of economic development
- ▶ Equitable funding support from public sector
- ▶ Increase public sector participants