

THE PIVOT PLAYBOOK

SUMMARY OF RECOMMENDATIONS



COMPANY RECRUITMENT

- Capitalize on Targeted Industries to Benefit the Region
- Aggressively Market and Brand Tucson & Southern Arizona
- Increase Inventory of Large Industrial Land Parcels and Industrial Facilities
- Prioritize Roads and Infrastructure
- Develop Incentives That Match the Post-Pandemic Landscape

TALENT RECRUITMENT & RETENTION

- Leverage Current Trend Toward Moving to Mid-sized Markets Such as Tucson
- Develop an On-line Talent Portal – ThriveinTucson.com
- Demonstrate Tucson's Strengths for Young Professionals
- Create Business/Community Support for Dual Career Families

WORKFORCE DEVELOPMENT & TRAINING

- Support the Establishment of a Southern Arizona Technology and Innovation Workforce Development Fund
- Prioritize and Scale Up Micro-Pathways
- Expand CTE Dual Credit Enrollment Cap to Increase Early College Participation
- Increase Work-Based Learning and Apprenticeship Opportunities
- Expand IET Models in Adult Education
- Design for Industry 4.0

SHOVEL-READY AND REAL ESTATE OFFERINGS

- Further Identify Shovel-Ready Sites
- Evaluate Gaps and Determine What Investments Are Needed
- Strategically Market Shovel-Ready Sites

TOURISM RECOVERY

- Help Tourism Industry Businesses
- Invest in Quality-of-Life Initiatives
- Support Funding for Tourism Marketing, Promotion and Sales
- Vaccinate U.S. Residents as Quickly as Possible
- Support Opening the U.S. Borders with Mexico and Canada
- Assist Tucson Airport Authority by Flying TUS