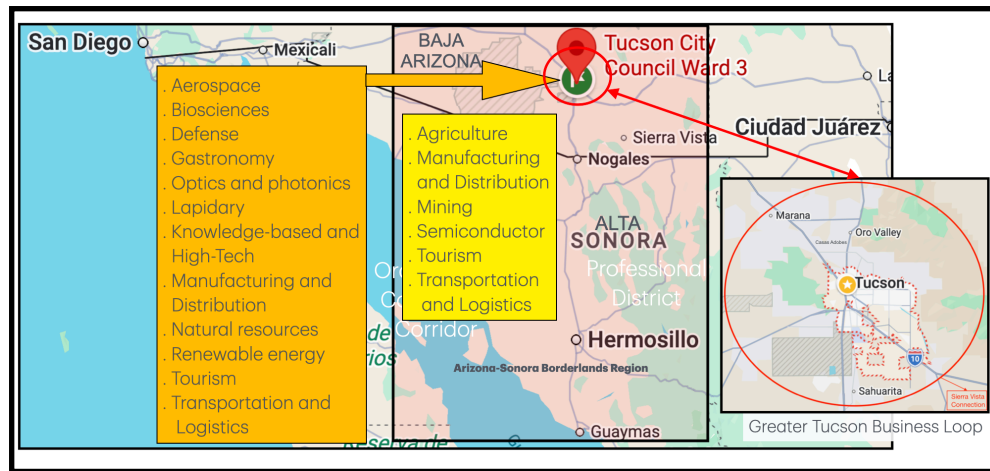


Economic Development Approach for Ward 3 and the Arizona-Sonora Borderlands Region



Why?...

Economic development is a high priority for Ward 3 and the City of Tucson. Ward 3 faces higher levels of poverty than the other wards. The City has recently faced budget deficits. Many individuals and families are facing economic vulnerability, which leads to homelessness. The City must strive to provide opportunities for young people through higher-paying jobs to preserve a family culture and prevent a loss of talent to other areas beyond the Arizona-Sonora Borderlands Region. “When Ward 3 rises, so does the City.”

How?...

Ward 3 is well-positioned to be the commercial and industrial center for the City of Tucson because of flat land and access to road and rail transportation and logistics infrastructure. The City is well positioned to promote itself as the capital of the Arizona-Sonora Borderlands Region, with Ward 3 as the hub. The Region stretches from Casa Grande to Guaymas, and over to Agua Prieta/Douglas. The Greater Tucson Business Loop includes Casas Adobes, Marana, Oro Valley, and Sahuarita, with a connection to Sierra Vista.

The Region is rich in multiple industries that can provide a wide range of professional and vocational equitable and sustainable employment opportunities. The extensive natural, intellectual, human, and financial capital within the Region can be put to extensive use to strengthen the economy, especially in partnership with the University of Arizona. The Region’s future is with young people.

What?...

To build a vibrant economy in the future, the City and Region must first integrate and leverage existing assets. From there, at least six major economic development opportunities are prominent in the Region, with a hub in Ward 3:

1. **Gastronomy** - the industry offers an opportunity for food processors within Ward 3, the City, and the Arizona-Sonora Borderlands Region to promote specialty products nationwide and internationally through supply chains originating from organic farms in both Baja Arizona and Alta Sonora - ideal for both small and large businesses.
2. **Lapidary** - promote local gem, mineral, and jewelry processing capabilities nationwide and internationally.
3. **Mining** - be a “center of excellence” as an *innovator* for environmentally preserving technologies for the future.
4. **Travel and tourism** - leverage a base in Tucson for travel and tourism across the Region of natural beauty, “Wild West” culture, and the “Best 23 miles of Mexican Food.”
5. **Knowledge-based** industry opportunities in research, design, and engineering activities as “centers of excellence” in data, information systems, and artificial intelligence; resource-efficient large-scale data centers (for outside of Tucson); specific mining technologies for the present (for outside of Tucson); health, biomedical sciences, and pharmaceuticals; building resilience to climate change; transportation technologies in the desert region; and maquiladora consulting in conjunction with Alta Sonora.
6. **High-tech** opportunities in artificial intelligence in mobility and robotics; cybersecurity; energy; and hydrology. Robotics opportunities include agriculture, healthcare, manufacturing, and textiles.