

Oro Valley Report  
Activity for the Period  
Jan 1, 2012-March 31, 2012

1) Facilitate High Wage Job Creation and Capital Investment

Strategies:

- Attend 2 sales mission/ trade shows related to the bioscience and/or the aerospace defense industry.
  - TREO staff attended Medical Device & Manufacturing/ Aerocon Conference in Anaheim/CA. During the conference, TREO Business Development staff met with multiple prospects. Two additional meetings were set up during the conference. As a result, Project Semisweet was opened. The client company engineers and manufactures custom made magnetic components mainly for the semiconductor industry, but also for the aerospace and defense industry
- Conduct 4 outreach meetings with regional primary employers to discuss current and future issues associated with operations, workforce, sales, local government, and other important matters. These meetings will focus on businesses within the four targeted industries and primary employers which produce goods and services in excess of what can be consumed by the local market.
  - Project Surge - TREO is working with a local electronics company to double their operations in Tucson and has held discussions with the County to explore FTZ status and streamline their permitting process. TREO is also assisting with the permit review process.
  - David Welsh and Amanda Jacobs conducted a site visit with Ventana/Roche and met the new Chief Financial Officer, Ann Fonfara.
  - Project Revival/ Project Revival 2 - Bombardier announced that its Tucson Service Center is expanding, adding 200 new jobs. The jobs will be comprised of airplane mechanics, production line and other highly-skilled technical positions. There has been an additional meeting between TREO, Bombardier and Pima County officials to discuss future expansion plans.
  - Project Bruker Nano - Bruker Nano, a nano-technology company, moved into its new 45,000-sf facility and expanded its workforce by 10 employees bringing total employee number to 90. TREO provided technical assistance for this expansion, including connections with the City of Tucson. TREO is providing ongoing assistance related to talent recruitment.

- Project Yellow - This project could be the region's largest expansion in recent history. Project Caterpillar/Tucson is a manufacturing company looking for a location to construct a new facility to assemble two product lines. Caterpillar already has a proving ground operation in Sahuarita which could give us a competitive advantage over other regions. This project requires 75+ acres with the projected hiring of 1,000 manufacturing jobs over a three-year ramp up period. Total capital investment is projected to be \$500 million. TREO has put together a comprehensive proposal package which was sent in December and followed up with an additional information package since.
- Project Fresh Start - TREO staff met with jurisdictions to assist with permitting. Staff also provided intensive research results regarding workforce and TANF benefits and real estate assistance.
- Project Life – This is a Fortune 100 company considering a move out of the market. In an effort to retain this company, TREO is assisting with workforce training programs and other support. This project would retain 60 jobs. It is a direct lead.
- Target – TREO staff attended a tour of the Target.com facility along with 25 commercial and industrial brokers in January. The tour was led by the new General Manager of the facility, Winnie Wintergrass. Discussion centered on the success of the facility and ways TREO can assist with growth and expansion.

## 2) National / International Marketing of Region

Strategies:

Host 2 site selectors regionally, including presentation of Oro Valley.

- Project Memory: TREO representatives met with Amanda Jacobs, Economic Development Manager and David Williams, Planning Manager to discuss potential Oro Valley sites and zoning requirements with the client.

Communicate with Oro Valley on TREO initiatives via the “Monday Memo” and monthly meetings with the Economic Development Manager.

- Monthly meeting held on 01/03 between David Welsh and Amanda Jacobs
- Monthly meeting held on 02/07 between David Welsh and Amanda Jacobs
- Meeting held on 02/09 with Town Manager Greg Caton
- Monthly meeting held on 03/06 between David Welsh and Amanda Jacobs
- Quarterly Economic Development Update with Public Sector partners held on 03/21/2012

- Continue national public relations outreach to position Tucson Region as a business center by conducting 2 press trips, one out-bound and one in-bound.
  - At its annual meeting in September of 2011, TREO unveiled its promotional video entitled “Tucson – What makes a great place” TREO’s goal was to visually showcase Southern Arizona’s considerable assets – both its natural beauty as well as its industry strengths – in order to promote the area as a desirable location for new and expanding businesses. This project originated in-house, with TREO internally planning a creative strategy and specific project goals and parameters. We set out to make a short but memorable video that would show off the Tucson region and highlight our strengths in research innovation, available workforce, and downtown revitalization.

From its debut in front of nearly 600 local business and community leaders at TREO’s Annual Luncheon, we’ve had very enthusiastic response from the community. This video has already received broad exposure through our network of regional partners (Pima County, Oro Valley and Metropolitan Tucson Convention & Visitors Bureau) which have showcased it on their own websites. In addition, one of the region’s largest bioscience employers, Ventana Medical Systems, a member of the Roche Group, has placed this video on their corporate website as a powerful recruitment tool. The video had been showcased on other websites throughout the community as well - commercial brokers, sports retailers, realtors, and technology parks - providing a polished common touch point for branding of the Tucson business community

### 3) Advocacy on Competitiveness Issues

- Update the regional Economic Blueprint and appoint one Town official to participate on the Steering Committee
  - TREO staff continues to work with the Pima County Bond Advisory Council (PCBAC) to advocate for the inclusion of infrastructure and other investments necessary for primary job creation and economic vitality in any future bond packages. TREO commissioned the report entitled, “*Implications of Aerospace Industry Trends on Pima County.*” The analysis provides an overview of projected major growth in the commercial aerospace industry and what is necessary for the Tucson region to take advantage of the potentially substantial economic opportunities that growth represents. The analysis was distributed to the Pima County Bond Advisory Council as well as the TREO Board of Directors, Pima County Board of Supervisors, and regional partners.

Last year, TREO led a delegation to Huntsville to learn how the public sector supports key industries and what the Tucson region can do in the future to aggressively compete for growth and expansion. Following that trip and after discussions with TREO's board, the Pima County Board of Supervisors voted unanimously to acquire adequate land around Raytheon to provide a buffer for its testing operations. This was a key demonstration of the region's support and recognition of Raytheon's importance to the local economy. It will contribute to the community's efforts to retain this vital piece of our economic base. The importance of this vote cannot be overstated. It shows the national and international business world that we support our major industries and are willing to provide adequate infrastructure for growth and expansion.

- TREO will pay for one Town official's participation in any Leadership Exchange Trip conducted in FY 11-12.