Community and Economic Development Department

Development Discussion and Plans

Paul Melcher, Community and Economic Development Director

October 18, 2022

Town of Oro Valley

Primary Employer Development

Recruitment and Expansion

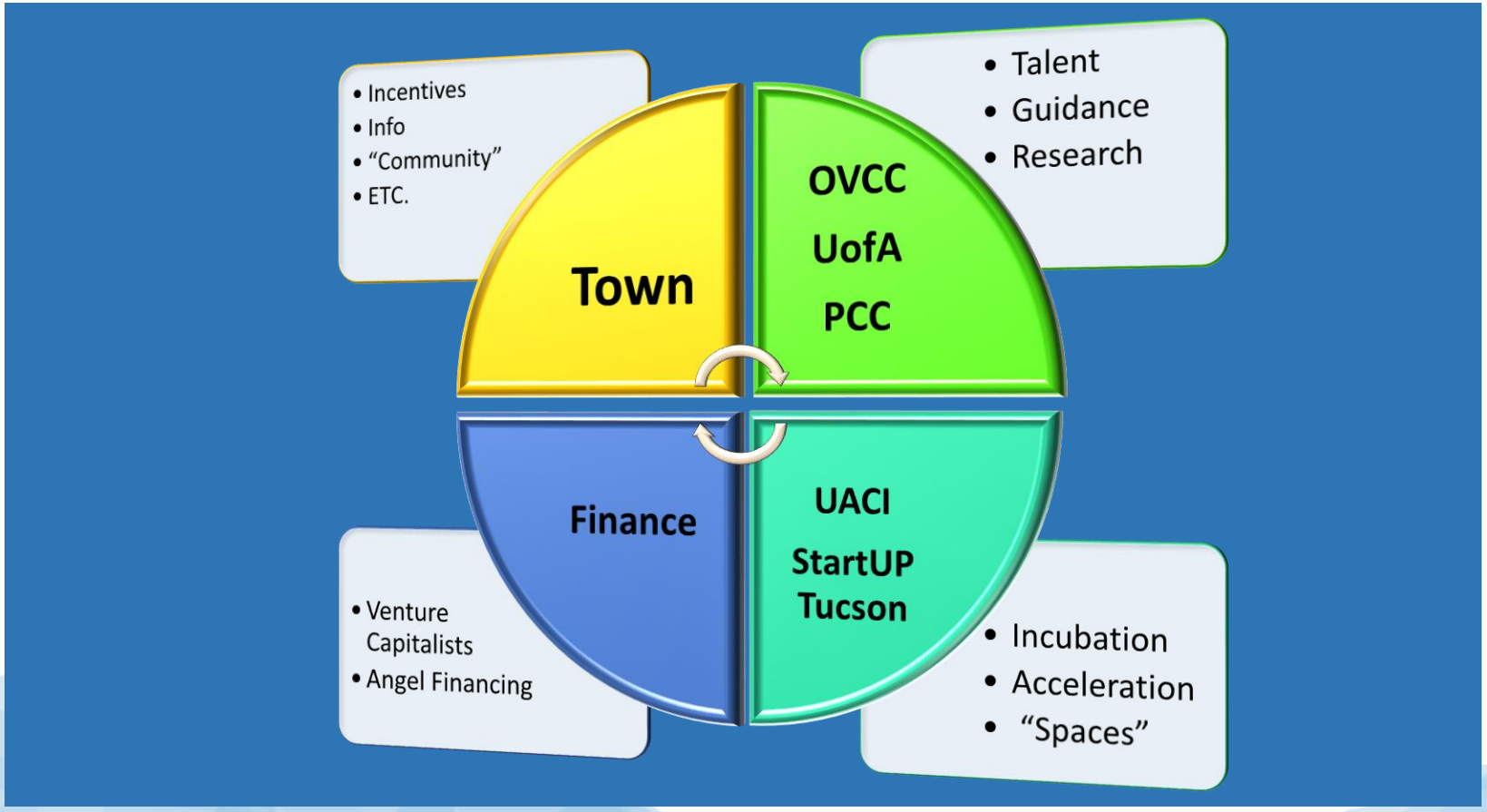
New Startups

Town of Oro Valley
www.orovalleyaz.gov

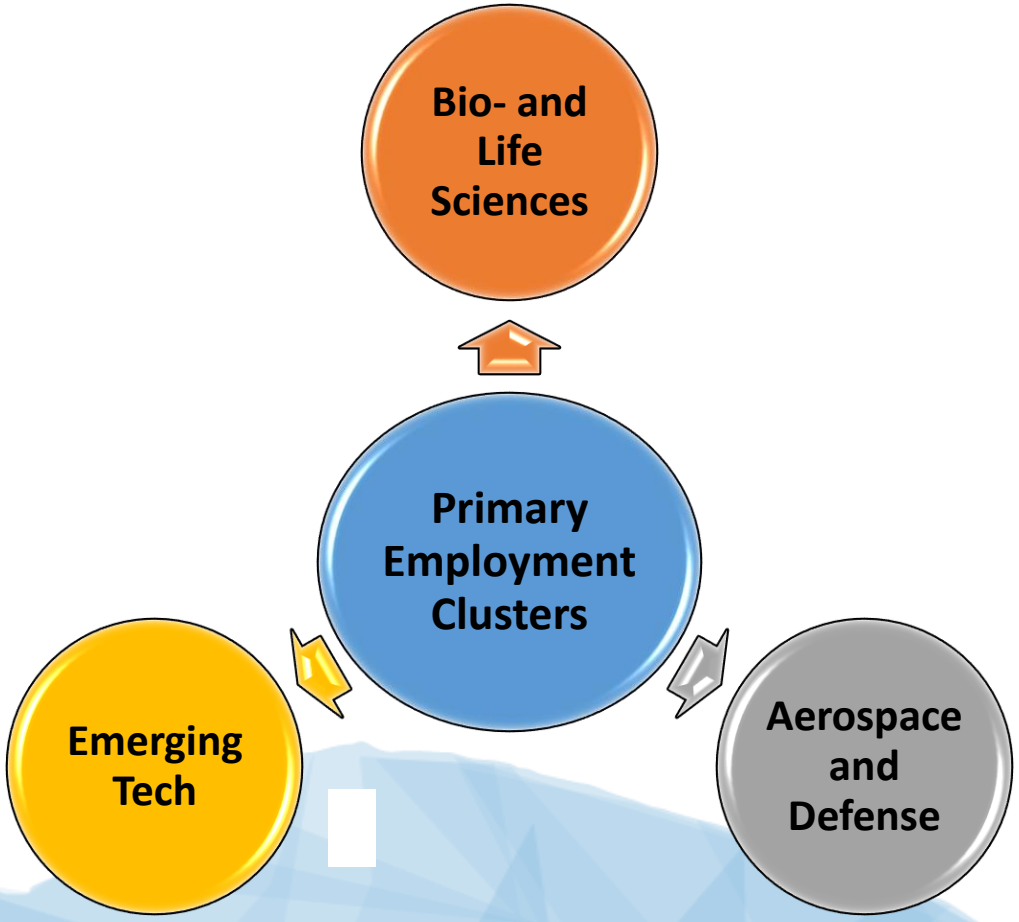
Town of Oro Valley Economic Ecosystem

Company	Approximate Number of Employees
Roche Tissue Diagnostics	1,800
Town of Oro Valley	520
Oro Valley Hospital	421
Amphitheater Public Schools	395
Casa de la Luz Hospice	160
SimpleView	450 (Worldwide)
Splendido at Rancho Vistoso	190
El Conquistador Tucson	135
Meggitt Securaplane	128
Total	**4,199**

Entrepreneurial "Ecosystem"

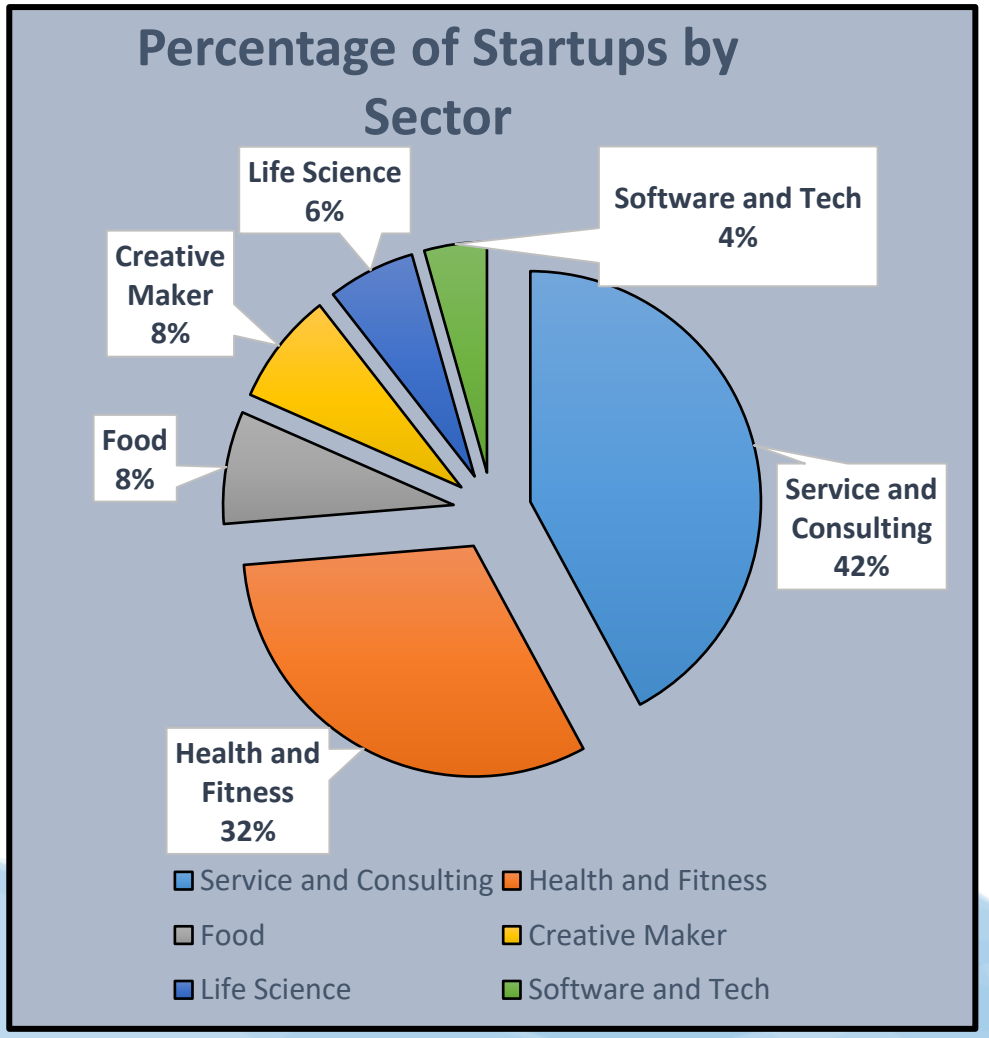


Oro Valley Primary Employer and StartUp Ecosystem Characteristics



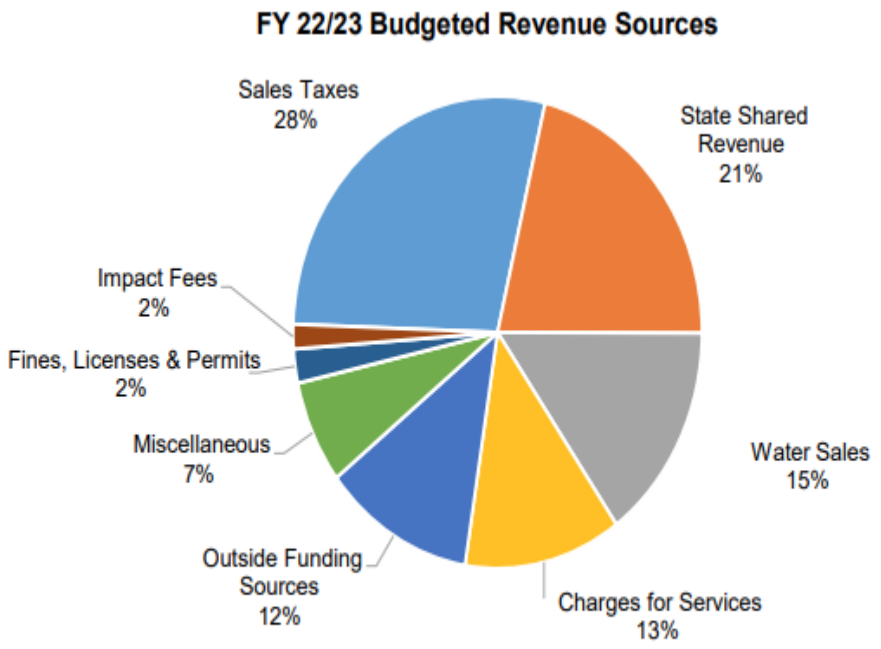
Town of Oro Valley
www.orovalleyaz.gov

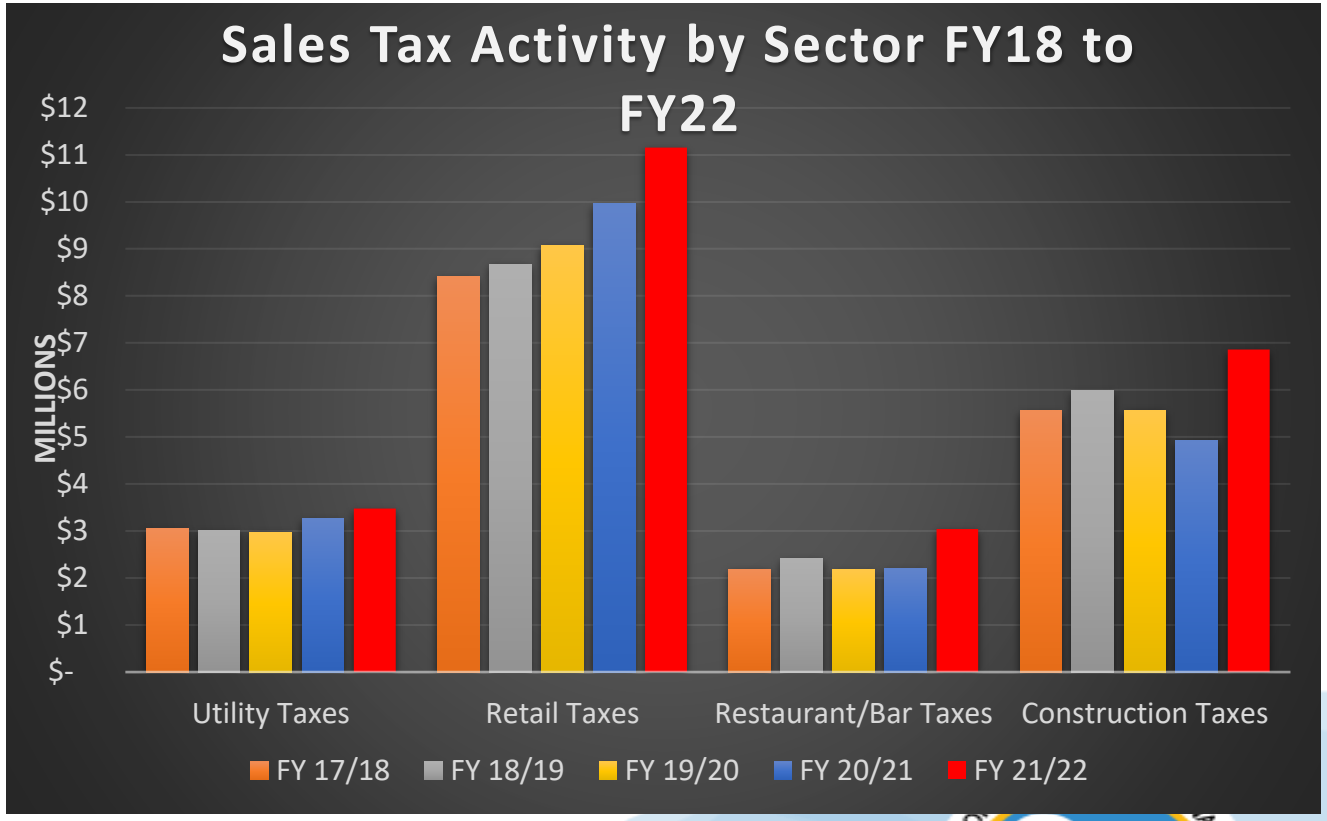
OV Small Businesses by Type



Financial	42
Health/fitness	35
Home, garden, pool	26
Insurance/real estate	30
Business & prof; legal	22
Medical	133
Barbers/beauty/dry cleaners	52
Auto	23
Apartments/Senior Living	26
Education	10
Hotels/Resort/golf/mining/family services/misc.	77

Financial Importance of Retail Sales



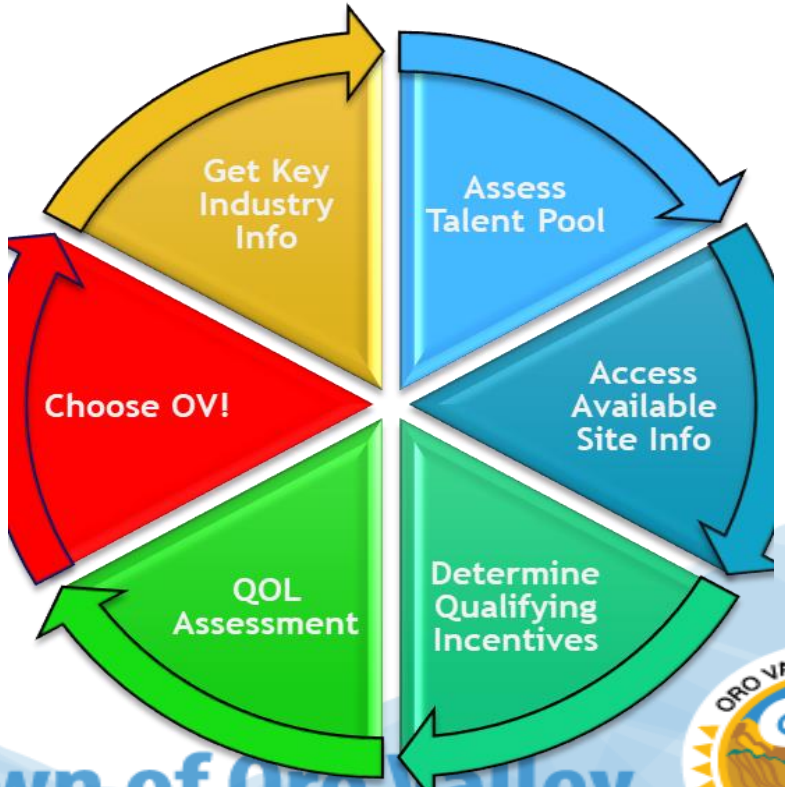


Town of Oro Valley
www.orovalleyaz.gov

Oro Valley Economic Development Objectives

Goal 1A: Implement actions to support and assist local businesses in navigating the current and projected economic conditions.

- Transition the OVSafeSteps (FY21-22)
- Changes to Town codes to assist businesses adaption to new consumers (FY22-23)



Town of Oro Valley
www.orovalleyaz.gov

Oro Valley Economic Development Objectives

Goal 1B: Implement strategies to attract, grow and retain primary employers and expand local job opportunities

- **Prioritize actions that identify and recruit high quality primary employer prospects for the Town of Oro Valley consistent with the Council-adopted Comprehensive Economic Development Strategy. (FY21-22)**
- **Develop strategies to incentivize entrepreneurial opportunities for start-up and home-based businesses, business expansion opportunities and adaptive reuse of vacant buildings (FY21-22)**
- **Evaluate the effectiveness of the 2019-2020 economic development business attraction efforts and recommend any improvements. (FY21-22)**

Oro Valley Economic Development Objectives

Goal 1C: Implement strategies to attract and retain retail, restaurant and hospitality investment and expansion in commercial centers.

- Partner with the Oro Valley Chamber of Commerce to convene an annual business summit focused on increasing the Town and community's understanding of the challenges and opportunities associated with operating a thriving business. (FY21-22)
- Leverage the growing positive relationships with local businesses to develop enhanced strategies that make Oro Valley more business friendly. (FY21-22)

Oro Valley Economic Development Objectives

Goal 1D: Implement strategies to attract and retain retail, restaurant and hospitality investment and expansion in commercial centers.

- **Produce and begin implementation of a robust Oro Valley-centric visitor attraction and marketing strategy, partnering with Visit Tucson and other stakeholders as appropriate. (FY21-22)**
- **Partner with stakeholders to develop and implement actions and strategies that highlight the Town's flourishing arts and culture opportunities to both visitors and residents. (TBD)**

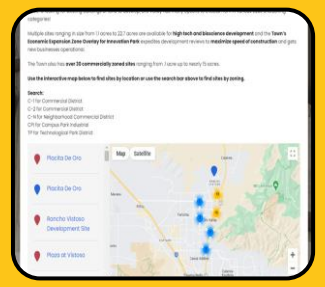
Oro Valley Economic Development Objectives

Miscellaneous Objectives with ties to ED:

- Develop strategies to expand broadband services throughout the Town.
- Conduct an assessment to determine the types of residential opportunities necessary to successfully promote a thriving and diverse economic base.
- Develop a Master Plan for the Rooney property that takes into consideration opportunities for economic growth, retention of open space and potential future municipal uses.

chooseorovalley.com

One-click access to information for users



Increase speed of site selector development decisions

Streamlined business development process

Feature content to focus on the WHY for Oro Valley: Business and QOL

Highlight BRE Programs, Business Support Partnerships

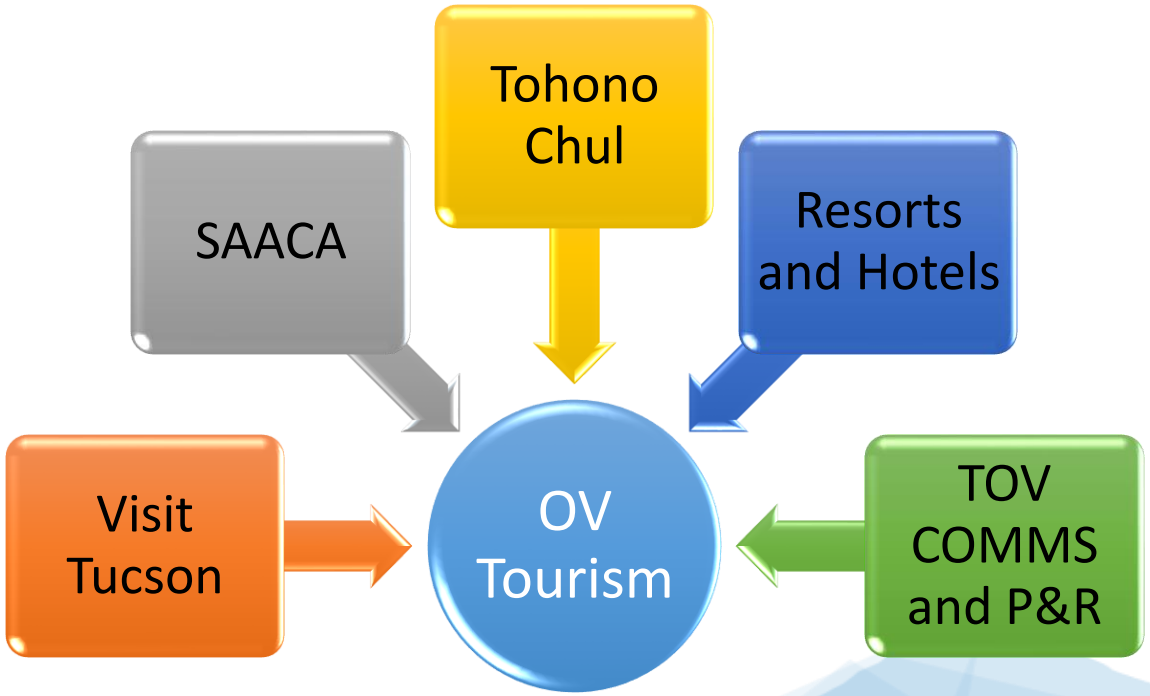
Tourism in OV

The 2021-23 Council Strategic Leadership Plan includes the following goals and objectives:

Goal: *Identify strategies to entice area residents and visitors to choose Oro Valley as a premier place to dine, shop, play and stay.* ○ *Objective: Produce and begin implementation of a robust Oro Valley-centric visitor attraction and marketing strategy, partnering with Visit Tucson and other stakeholders as appropriate.*

Goal: *Provide and/or promote Oro Valley events and experiences to attract visitors.*

Goal: *Leverage partnership with Visit Tucson to increase the number of visitors to Oro Valley.*



Tourism Strengths: Explore OV

- El Conquistador
- Westward Look
- Limited Service Hotels

- Birding: THP, RVP, Wetlands, CSP, Riverfront Park
- Hiking, Biking, Trails: Honeybee, OV Loop, CSP, Linda Vista Trails

- Youth Sporting Events
- OV-specific Amateur Events and Tourneys
- Cycling Events

- Recognized Tagline
- Versatile: *it's in our nature to BIKE, to HIKE, to RELAX*
- Marketing through VT and PC Welcome Center

Town of Oro Valley
www.orovalleyaz.gov

Leisure Traveler Itineraries

Town of Oro Valley
www.orovalleyaz.gov

Tourism Revenue

Revenue Facts:

- Estimated Bed Tax: $2.3 million vs. $500,000 investments
- Estimated Economic Impact as of June 30, 2022:
  - Group Stays: 25,326 Room nights = $11,629,199
  - Sports Stays: 4,656 Room nights = $4,725,461

$16,354,660

Resource Page

Ec/Dev Planning and Support Documents

- Town Council Strategic Leadership Plan
- TOV Comprehensive ED Strategy
- ED Commercial Project Status Report
- Primary Employer Incentive Program

EC/DevD Partners

- Oro Valley Chamber of Commerce
- UofA Center of Innovation, Oro Valley
- Visit Tucson: Oro Valley
- Sun Corridor, Inc.
- StartUp Tucson
- Pima Association of Governments
- Pima County Community College
- Oro Valley Business Club
- Visit Tucson

chooseorovalley.com
Explore OV

Paul Melcher

Community and Economic Development Director

pmelcher@orovalleyaz.gov

(520) 229-4847