

# Community Academy: Community and Economic Development



Town of Oro Valley

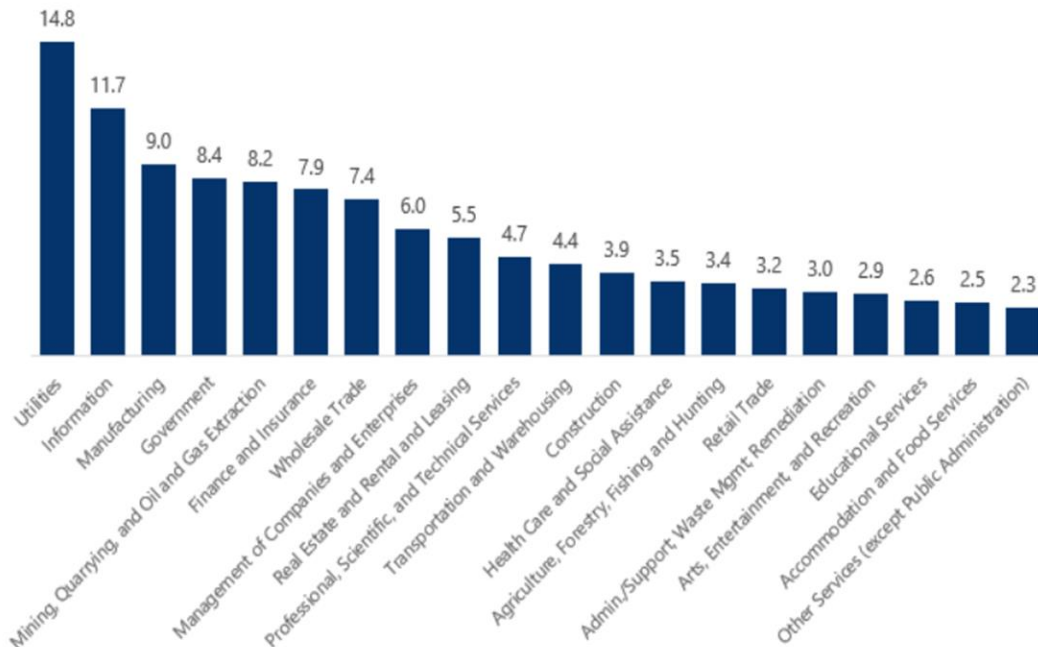
# Town of Oro Valley Economic Ecosystem: Large Employers

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
<b>Total</b>	<b>4,199</b>



# Value of Primary Employment

Jobs Multipliers by Sector, United States



Source: Emsi, Camoin Associates

## DIRECT IMPACT



Bioscience Industry  
Employment

**2.14M**

## TOTAL IMPACT

Employment **10.3M**

Wages & Benefits **\$796B**

Economic Output **\$2.9T**

State & Local Taxes **\$102B**

Federal Taxes **\$169B**

**Town of Oro Valley**  
www.orovalleyaz.gov



# Multiplier Effect: Local Spending

## Bioscience Job Value

**\$66,810 Median Salary for 3,000 FTEs**

- \$59,988 Estimated Income after Taxes
- \$54,988 Estimated Annual Spend
- \$164,964,000 Estimated Total Annual Spend

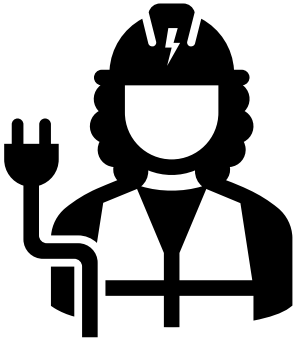
## Bioscience Job Value

**\$100,000 to \$149,000**

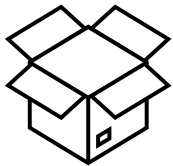
- \$110,501 Estimated Income After Taxes
- \$85,078 Estimated Annual Spend
- 600 FTEs = \$66,300,600 Estimated Total Annual Spend



# Manufacturing Considerations



Logistics



Packaging



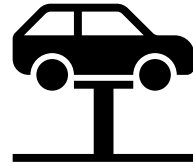
HVAC/FAC



Janitorial



Construction



Fleet



Materials



F and B



Finance





# Primary Employer Development

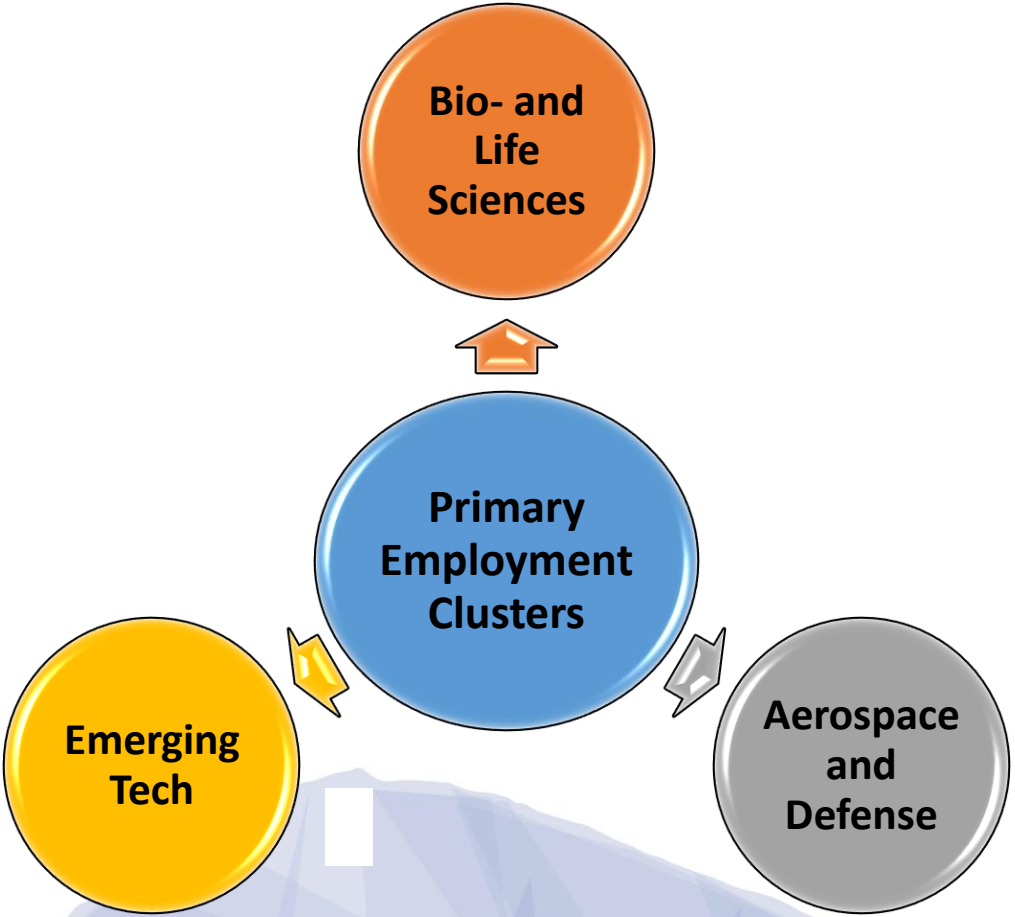
## Recruitment and Expansion



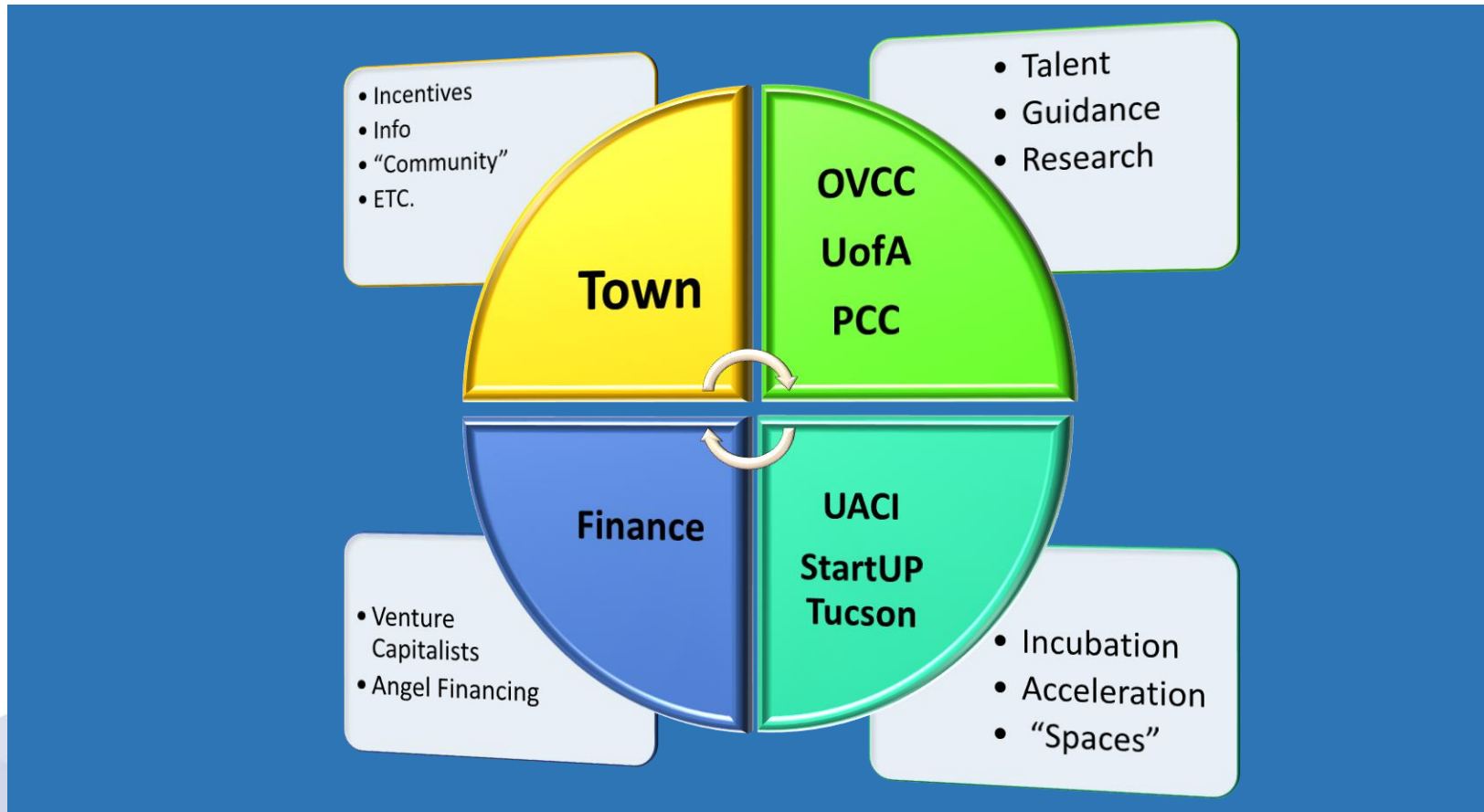
## New Startups



# Oro Valley Primary Employer and StartUp Ecosystem Characteristics



# Entrepreneurial “Ecosystem”

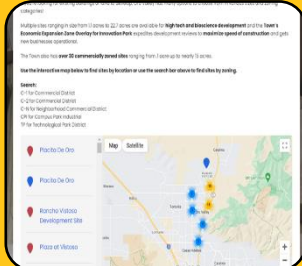




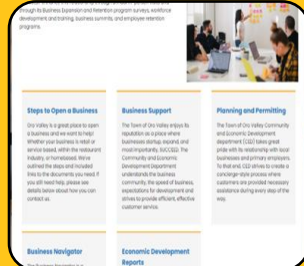
# chooseorovalley.com



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

Town of Oro Valley  
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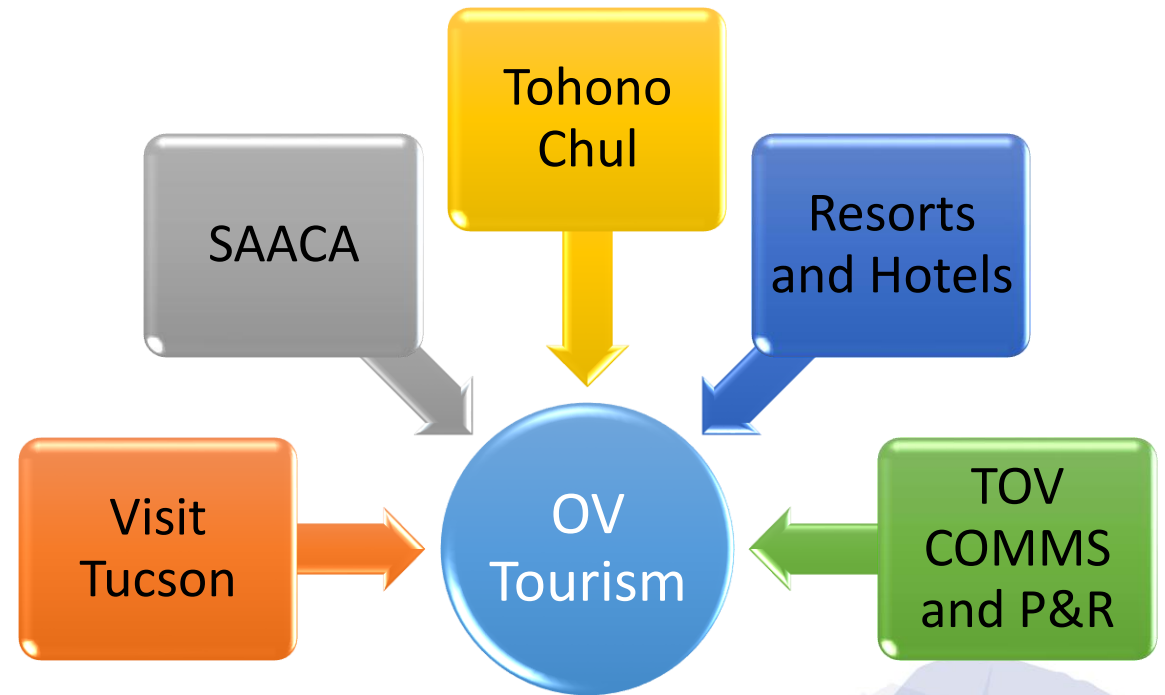
# Tourism in OV

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



## Group Stays

- El Conquistador
- Westward Look
- Limited Service Hotels



## Outdoors

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



## Sports

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

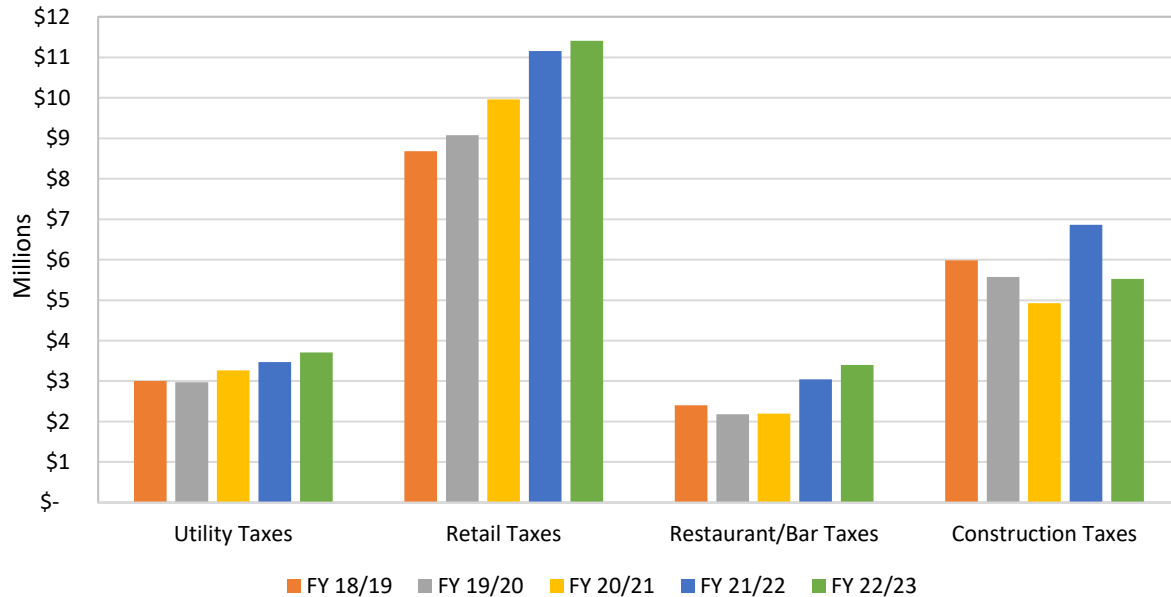


- Recognized Tagline
- Versatile: *it's in our nature to BIKE, to HIKE, to RELAX*
- Marketing through VT and PC Welcome Center

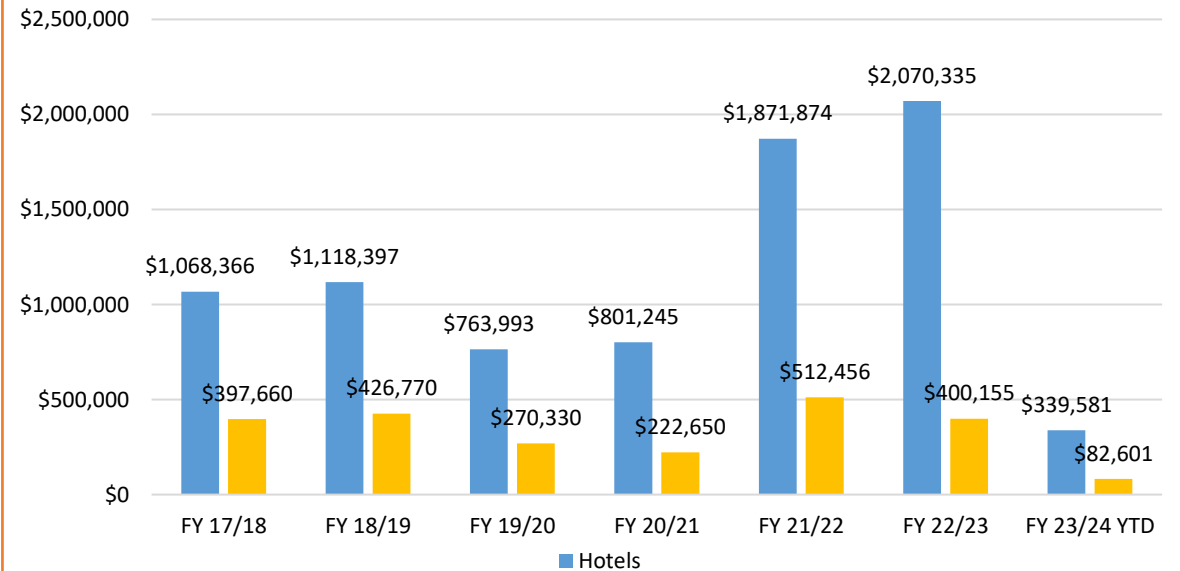


# Sales/Bed Tax Summaries

Sales Tax Activity by Sector - FY 18/19 through FY 22/23



Oro Valley Bed Tax Collections FY 22/23





## Revenue Facts:

- Estimated Bed Tax: \$2.47 million vs. \$500,000 investments
  - Estimated Economic Impact as of June 30, 2023:
    - ❑ Group Stays: 24,069 Room nights = \$9,390,791
    - ❑ Sports Stays: 3,136 Room nights = \$1,967,879
- \$11,358,670**





## 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](#)





Thank you!

Questions?



# Contact

[chooseorovalley.com](http://chooseorovalley.com)  
Explore OV

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