



THE CHAMBER

OF SOUTHERN ARIZONA

REGIONAL OVERVIEW



ABOUT THE CHAMBER OF SOUTHERN ARIZONA

Regional development & job creation in Southern Arizona

Our mission is to drive sustainable economic growth and job creation in Southern Arizona by uniting business advocacy and economic development strategies to foster a thriving business ecosystem. We aim to position Tucson and Southern Arizona as a leading economic hub through targeted business attraction, retention programs, talent development and small business resources. Our focus includes competitive business practices, effective public policy advocacy and developing emerging business leaders.



57,000+

Jobs Supported

200+

Company Locates & Expansions

\$36B

Economic Impact

*Susan Gray, Chair of the Board,
at the 2024 Leadership Forum
(Note: Sun Corridor Inc. merged with
the Tucson Metro Chamber in 2025)*

Data as of June 2025

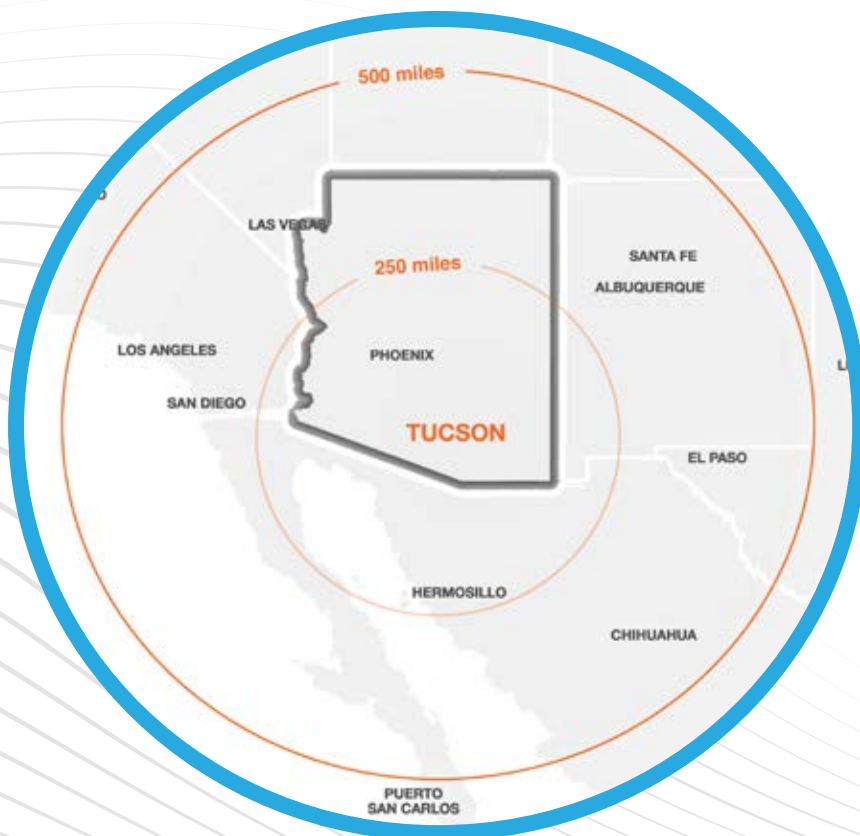
COMMUNITY | RANKINGS

Tucson: A Jewel in the Desert

Situated among five mountain ranges and lush desert landscapes, Tucson is known for mild winters, awe-inspiring sunsets, and year-round outdoor activities. While the beauty of the Sonoran Desert is a tremendous asset, the entire Southern Arizona megaregion is also **one of the most dynamic and fastest-growing major business centers in the Southwest**. Southern Arizona's business strengths include steady population growth, strong and diverse workforce, competitive tax structure, low labor costs and highly ranked education institutions.

"We are proud to have Raytheon Missiles & Defense headquartered in Tucson, Arizona. The region's workforce, infrastructure and community support are fundamental to our plans and enable us to meet the growing demand from our customers."

Wes Kremer
President (ret), Raytheon



26%

Bilingual Spanish Speakers

Census Bureau, 2022

6%

Below National Average Cost of Living

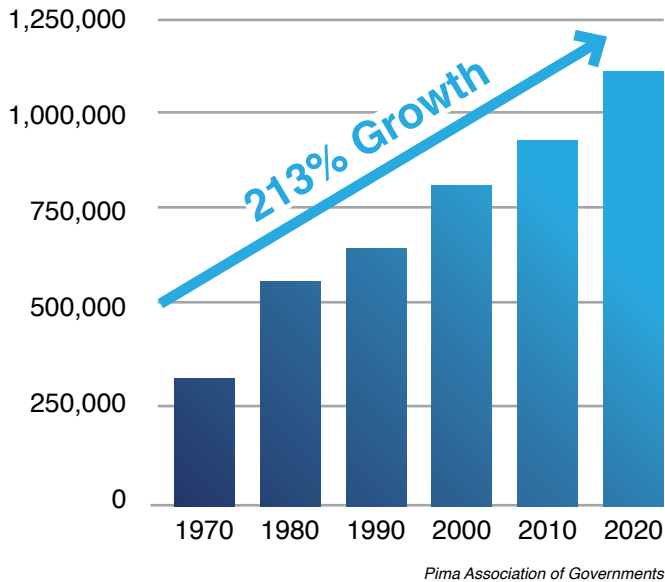
MAP Dashboard, 2023

46M

People Served Within a 500-mile Radius

COMMUNITY | RANKINGS

TUCSON MSA POPULATION GROWTH



1MM+
TUCSON MSA
POPULATION

Census Bureau, 2022

\$59.2K
MEDIAN
HOUSEHOLD
INCOME

Lightcast, 2023

\$367K
MEDIAN
HOME PRICE

*Tucson Association of Realtors,
March 2025*

TUCSON RANKINGS

#1

**FASTEST GROWING CITY FOR RECENT
BACHELOR'S GRADS**

LinkedIn Grad's Guide 2025

TOP 25

NEXT MARKET, TECH TALENT 2023

CBRE, July 2023

**BIGGEST
RISER**

**PIMA COUNTY RANKS AMONG
BIGGEST RISER FOR TALENT ATTRACTION
IN THE LAST FIVE YEARS**

Lightcast, December 2023

#6

BEST U.S. CITY FOR GEN Z

Commercial Cafe, June 2023

WORKFORCE | EDUCATION

Diverse Workforce

As one of the fastest growing megaregions in the U.S., the continuing in-migration of talent at all levels positively impacts the regional economy, and translates into increased workforce availability. The local military installations have over 11,000 active airmen and women (DMAFB, 2022) and provide a skilled veteran pool for businesses to tap.



500K
**TUCSON MSA
LABOR FORCE**

BLS, 2023

34K
VETERANS

Lightcast, 2023

6%
**LESS THAN
THE NATIONAL
MEDIAN: COST
OF TALENT**

MAP Dashboard 2024

Talent Pipeline

Southern Arizona provides a continually growing and diverse workforce that is sustained through a K-12 system that works closely with the Pima Community College, University of Arizona, Arizona State University and other higher education institutions throughout the state to ensure students are prepared to enter the workforce.

K-12 | Career and Technical Education

The Tucson Metro area is home to several K-12 schools that were ranked among the **Top 20 schools in the country** by U.S. News & World Report in 2024. These schools are consistently ranked among the best year after year. Additionally, the Pima Joint Technical Education District (JTED) provides **tuition-free career and technical education** (CTE) to high school students. Business and industry partnerships create opportunities for students to work alongside professionals through paid internships, job shadowing, and unique Master Classes with the goal to create a qualified skilled workforce for the region. JTED operates the Innovative Learning Campus, which offers industry training in disciplines including cybersecurity, mechatronics, information technology, and more in a **50,000-square-foot “collaborative” learning space**.

WORKFORCE | EDUCATION



STUDENT ENROLLMENT GRADUATE & UNDERGRADUATE



Degree Programs	Total Enrollment
300+	56,500
150+	38,700

Source: University and College Factbooks

Online/Satellite Location in Region



400+	65,400 2023
400+	2,500

HIGHER EDUCATION RANKINGS

\$800M

**IN TOTAL
RESEARCH
ACTIVITY**

*University of Arizona,
2024*

#2

**IN U.S. FOR
PUBLIC
GRADUATE MIS
PROGRAM**

*U.S. News & World
Report, 2022*

**TOP 150
COMMUNITY
COLLEGES IN
THE U.S.**

Aspen Institute, 2024

**TOP 20
PUBLIC
RESEARCH**

*The University of
Arizona, 2024*

**TOP 20
HIGH SCHOOLS
BASIS AND
UNIVERSITY HIGH**

*U.S. News and
World Report, 2024*

CUSTOMIZED PROGRAMS TO MEET YOUR COMPANY'S NEEDS

"At Banner Health, people are at the center of all we do. We are excited to partner with Pima Community College to provide student-centered education for our Career Pathways participants."

Breanna Roland
Career Pathways Sr. Manager, Banner Health

"By partnering with UA Online, we are giving our associates the competitive advantage to advance their career and their personal growth."

Michelle Trindade
GEICO Senior Vice President

STATE INCENTIVES

ARIZONA: THE BEST STATE FOR BUSINESS

Quality Jobs Tax Credit

Provides up to **\$9,000 of income or premium tax credits** over a three-year period for each net new job to the state and concurrent qualifying capital expenditures.

Qualified Facility Tax Credit

Provides **refundable income tax credits up to \$30,000** per qualifying net new job to eligible manufacturing companies that invest in one or more qualifying facilities.

Additional Depreciation

Accelerates depreciation to substantially reduce business personal property taxes.

Exemption for Machinery and Equipment & Electricity

Provides Transaction Privilege Tax (sales tax) and Use Tax exemptions.

Research & Development Tax Credit

Provides an Arizona income tax credit for increased research and development activities conducted in this state. The R&D tax credit is equal to **24% of the first \$2.5 million in qualifying expenses, plus 15% of the qualifying expenses in excess of \$2.5 million**. As of 2023, tax credit rates changed to 20% of the first \$2.5 million in qualifying expenses plus 11% of the qualifying expenses in excess of \$2.5 million.

Property Tax Reduction of 90%

In March 2022, Governor Ducey signed into law HB 2822, legislation that substantially **lowers business personal property tax liability by 90% or more**. The bill also dramatically simplifies the personal property tax structure and reduces burdens on business owners.

Source: AZCommerce.com

“Southern Arizona provides an ideal environment for businesses to thrive. With a highly-skilled workforce, premier educational institutions such as the University of Arizona and Pima Community College, proximity to a robust regional supply chain, a long history of manufacturing excellence across several industries, and a vibrant innovation ecosystem, Southern Arizona has earned a reputation as one of the fastest-growing and attractive regions for cutting-edge companies.”

Arizona Governor, Katie Hobbs

LOCAL INCENTIVES

TUCSON: GROWING BUSINESS

City of Tucson: Primary Jobs Incentive Program

The incentive provides **up to a 100% reimbursement of construction sales tax** to qualifying expenses such as the project's public infrastructure improvements, offsets to impact fees, and/or job-training. **The City may also reimburse eligible building permit fees.**

City of Tucson: Government Property Lease Excise Tax (GPLET)

The GPLET program provides eligible projects **up to eight years of property tax abatement**. This incentive is available for projects located in the Central Business District that result in a **property value increase of at least 100%**.

Foreign Trade Zone

Any property in Pima County and Southern Pinal County can be designated and activated as a Foreign Trade Zone (FTZ). This allows companies to reduce costs from customs duties, taxes and tariffs, improve global market competitiveness, and minimize bureaucratic regulations.

Rio Nuevo Tax Increment Finance District

Rio Nuevo is **the only tax increment finance district (TIF) in the state of Arizona**. In partnership with developers, investors and lenders, Rio Nuevo invests in projects designed to expand the tax base and bring patrons and new businesses to Downtown Tucson. Rio Nuevo helps defray the steep costs of major new development and property improvements.

Town of Marana: Job Creation Incentive Program

Helps businesses to locate or expand in Marana by **receiving reimbursement from reallocation of construction sales tax** on new construction or expansion projects to qualifying employers.

Town of Oro Valley: Primary Employer Incentive Program

Helps businesses to locate or expand in Oro Valley by reallocating construction sales tax revenues on new construction or expansion projects to expenses like employee relocation expenses, job training, public infrastructure, or impact fee offsets.

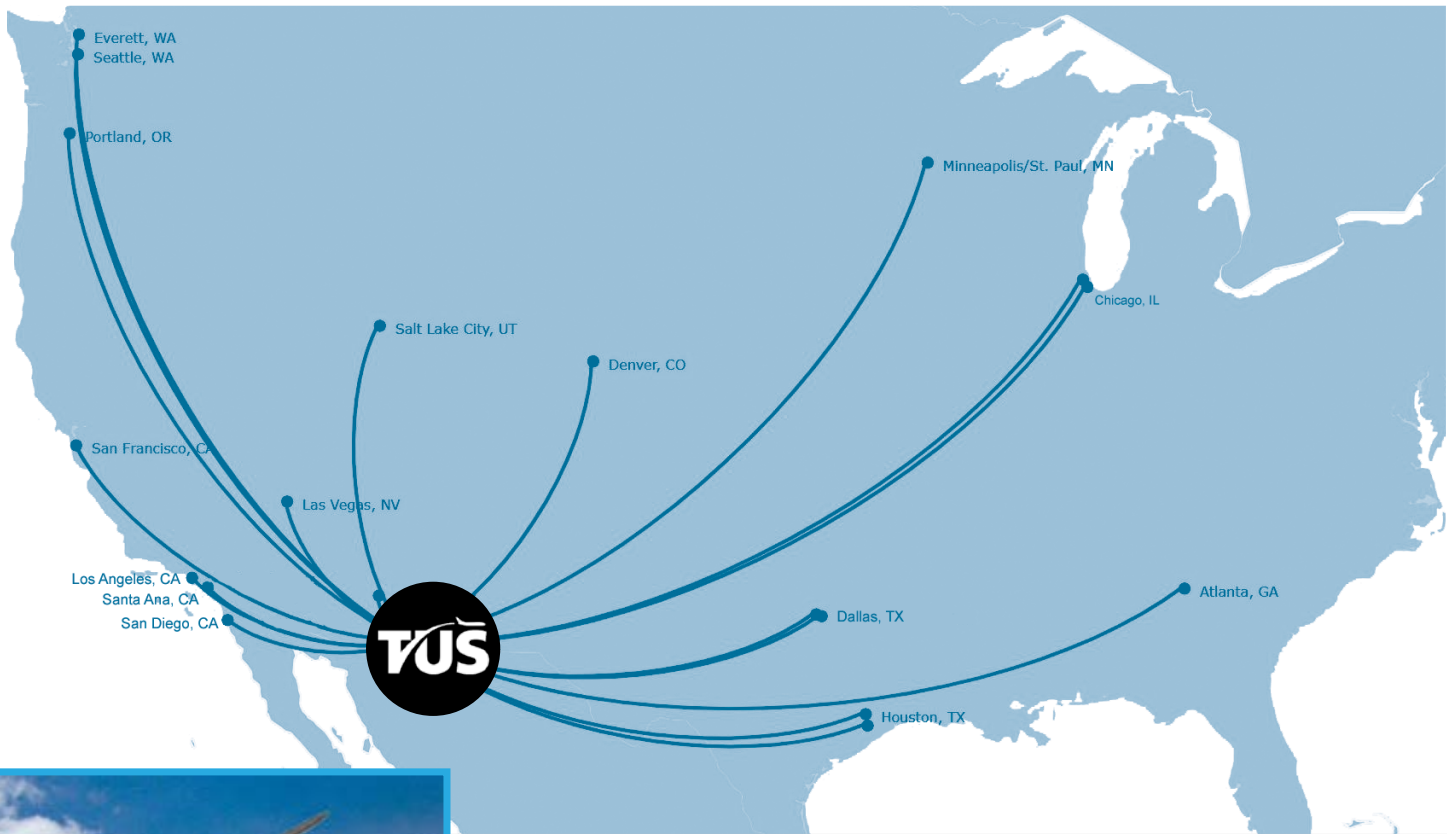
COMPETITIVE OPERATING ADVANTAGES

- No corporate inventory tax
- High-skilled, low-cost workforce
- Right-to-work state
- Low corporate income tax
- Low unionization
- Minimal regulation

REGIONAL INFRASTRUCTURE & ASSETS

AIR

Seven airlines fly nonstop to 20 destination airports from Tucson International Airport (TUS) with one-stop connections to more than 345 cities around the world. Additionally, Sky Harbor Airport (PHX) with 140+ destinations is 90 minutes away.



#1 TUS DEPARTURE GROWTH
7 AIRLINES
20 NONSTOP DESTINATIONS
24 HR CBP PROCESSING
345+ ONE-STOP CITY CONNECTIONS GLOBALLY

**HOME TO THE LARGEST F-16
ARM/DE-ARM PAD IN THE COUNTRY**



REGIONAL INFRASTRUCTURE & ASSETS



HIGHWAYS

With an average commute time of **24 minutes**, Tucson beats the national average. People spend less time traveling and more time where they want to be. Businesses benefit from close proximity to major markets and west coast ports.

1 HR to
Mexican Border

1.5 HRS to
Phoenix, AZ

6 HRS to
San Diego, CA

RAIL & INTERMODAL SHIPPING

The Port of Tucson, **the region's intermodal facility**, is **located directly on the Union Pacific main line** and provides international ocean container rail service to and from seaports in California and Mexico.

This allows companies to **avoid delays at the Port of Los Angeles and Port of Long Beach** and take advantage of **lower freight costs** by over-the-road transportation.



**LOWEST CONGESTION
COST PER COMMUTER**



**INTERNET ACCESS
3RD HIGHEST COVERAGE**



**SECOND LOWEST FOR
COMMUTE DELAYS**

LIFESTYLE | URBAN

URBAN ENERGY & CULTURE

Tucson has a variety of urban offerings, drawing in attractions to suit every need. The community's strong support has aided in the continued development of downtown. Since 2008, Downtown Tucson has experienced more than \$1.2 billion in public and private investments, with an additional half billion dollars being invested into current and proposed projects.

Tucson Meet Yourself

An annual celebration of the living traditional arts of Southern Arizona's and Northern Mexico's diverse ethnic and folk communities. The free, three-day event features hundreds of artisans, home cooks, dancers, musicians and special exhibits that celebrate and honor beauty in all its diverse, informal and everyday forms.

1st U.S. City of Gastronomy

Selected in 2015 by the United Nations Educational, Scientific and Cultural Organization (UNESCO).

Tucson Gem & Mineral Show

The Tucson Gem and Mineral Show® attracts 65,000 attendees and has included exhibits from the **Smithsonian Institution** and the **Carnegie Museum of Natural History**.

Festivals & Events

Tucson boasts **over 200 festivals and events**; it is one of the nine cities worldwide honored as a **2017 World Festival & Event City**.

1-Hour From Wine Country

Known as Arizona's wine country, **Sonoita**, was Arizona's first (and one of the first in the U.S.) to have earned the **American Viticultural Area (AVA)** designation, thanks to its rolling hills and cooler temperatures. This region is home to about 20 wineries —not to mention impressive views.



LIFESTYLE | OUTDOORS



Hiking

Tucson offers some of the Southwest's most breathtaking hiking experiences, with trails for every skill level. Among the most memorable are the stunning **waterfall hikes**—Seven Falls in Sabino Canyon rewards hikers with cascading pools nestled in canyon walls, while Tanque Verde Falls showcases dramatic desert scenery and cool mountain runoff. These iconic hikes, along with hundreds of miles of additional trails, make Tucson an unmatched destination for outdoor enthusiasts seeking adventure, relaxation and year-round sunshine.

Cycling

Bike-friendly streets and awesome off-road trails make Tucson one of Bicycling Magazine's top cycling destinations and the #2 Bike-Friendly City in the U.S. by Livability.com.

Plants & Animals

Tucson is surrounded by desert, but did you know the area has **seven of the world's nine "life zones,"** including grasslands and alpine forest?

The Chuck Huckelberry Loop

The Loop is an urban trail system made up of **131 miles of paved bike lanes and trails**. You can enter The Loop at any designated point; closed to motorized vehicles, which allows greater freedom for cyclists, pedestrians, and equestrians to roam.

5 MOUNTAIN RANGES
+40 GOLF COURSES
37K ACRES OF PARKLAND
800 MILES OF BIKING TRAILS/PATHS



Biosphere 2

This one-of-a-kind facility was named **one of the 50 must-see wonders of the world**. The **world's largest living research center** where science is addressing the challenges of food, water, energy and health.

Saguaro National Park

Tucson, Arizona is home to the **nation's largest cacti**. The giant saguaro is the universal symbol of the American West and they are found only in a small portion of the United States.

Horseback Riding

Whether you're an experienced equestrian or first-time rider, saddle up at a **guest ranch, resort or one of several stables in Tucson**.

