



Oro Valley Rotary Club

March 14, 2024

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Town of Oro Valley

What is Economic Development?

According to Wikipedia:

In the economics study of the public sector, economic and social development is the process by which the **economic well-being and quality of life of a nation, region, local community, or an individual** are improved according to targeted goals and objectives.



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Town of Oro Valley

Economic Vitality

Establish relationships

▶ **Primary Employers**

- ❖ Bio and Life Sciences
- ❖ Emerging Technology
- ❖ Aerospace and Defense

▶ **Large and Small Local Businesses**

- ❖ Retail
- ❖ Services
- ❖ Office
- ❖ Medical

▶ **Start-Ups & Entrepreneurs**

- ❖ Creation of new primary employers & workforce
- ❖ FREE classes through Partnership with Start Up Tucson
- ❖ University of Arizona Center for Innovation





- ▶ **Enhanced Business Retention & Expansion Program**
 - ❖ 200+ business visits with Mayor & Oro Valley Chamber
 - ❖ FREE marketing on Oro Valley Business Navigator

- ▶ **Annual Business Survey**

- ▶ **Annual Business Summit in Partnership with Oro Valley Chamber**
 - ❖ Fosters business collaborations
 - ❖ Networking
 - ❖ Idea Generation



chooseorovalley.com

The image displays five screenshots of the chooseorovalley.com website interface, each with a corresponding feature description in a blue box below it.

- Screenshot 1:** Shows the 'EMERGING INDUSTRIES' section with a search bar and navigation icons. Below it is a blue box with the text: "One-click access to information for users".
- Screenshot 2:** Shows a search results page for 'Emerging Industries' with a map of the Oro Valley area. Below it is a blue box with the text: "Increase speed of site selector development decisions".
- Screenshot 3:** Shows a 'Business Support' page with sections for 'Steps to Open a Business', 'Business Support', and 'Planning and Permitting'. Below it is a blue box with the text: "Streamlined business development process".
- Screenshot 4:** Shows a 'Lifestyle' page with a video player and text about the Oro Valley lifestyle. Below it is a blue box with the text: "Feature content to focus on the WHY for Oro Valley: Business and QOL".
- Screenshot 5:** Shows a 'Business Support' page with a 'Business Navigator' and 'Economic Development Reports' section. Below it is a blue box with the text: "Highlight BRE Programs, Business Support Partnerships".

New businesses 2023/2024

▶ Fitness

- BFT (Body Fit Training)
- Blue Lemon Health & Wellness
- Stretch Lab

▶ Medical

- Blue Lemon Health & Wellness
- Desert Lotus Medical Clinic
- Esteem Behavioral Health Care
- Integrative Touch and Healing Center
- Oracle & Magee Dental
- Oro Valley Pediatric Dentistry
- Oro Valley Urgent Care
- Pima Eye Institute
- Pima Heart & Vascular
- Small Steps in Wellness

▶ Restaurants

- Cabali Tiki
- Cold Beers & Cheeseburgers
- Nautical Bowls
- Pure Poke
- Snooze A.M. Eatery

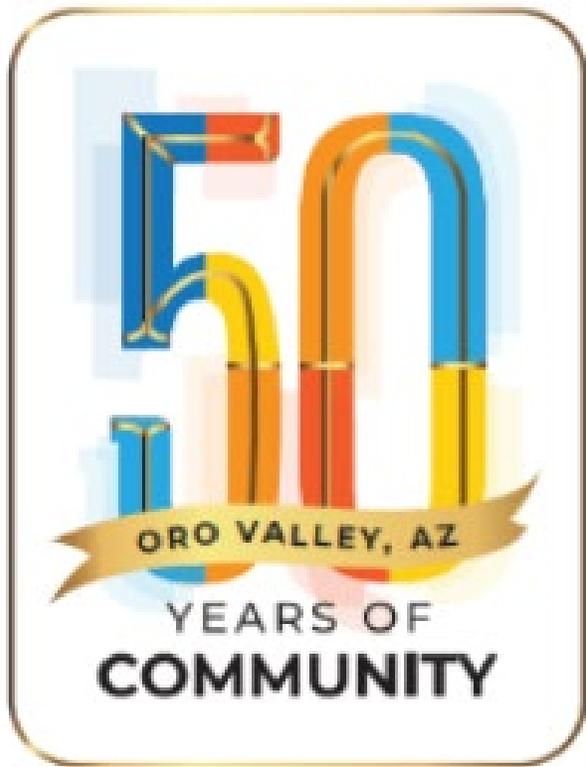
▶ Retail

- AT&T (coming soon)
- Brian's Bike Shop
- Dollar Tree in OVMP (coming soon)
- GNC
- Harbor Freight
- Pet Supplies Plus (coming soon)
- Stacks Book Club
- Verizon

▶ Services

- Il Sons for Men (coming soon)
- 3 Degrees Infrared Sauna
- Exhibition Hub Art Center (Van Gogh)
- Hampton Inn OVMP (coming soon)
- La Posada (coming soon)
- NuPoint Marketing
- Surf Thru Express Car Wash (coming soon)
- The Bailey Veterinary Clinic
- Timeless Play
- Urgent Vet (coming soon)





April 6th: 50th Anniversary Parade

- ▶ 9:00 a.m. Ironwood Ridge High School to Oro Valley Public Library

April 13th: 50th Anniversary Community Celebration

- ▶ 12:00 p.m. James D. Kriegh Park
- ▶ Free
- ▶ family-friendly
- ▶ live entertainment
- ▶ kids' crafts & games
- ▶ food trucks
- ▶ Fireworks finale at 9:30 p.m.

50 Businesses for 50 Years

- ▶ One Night Stay at El Conquistador Tucson, A Hilton Resort
- ▶ Two passes to Tohono Chul
- ▶ \$25 Noble Hops Gift Card
- ▶ Other business prizes

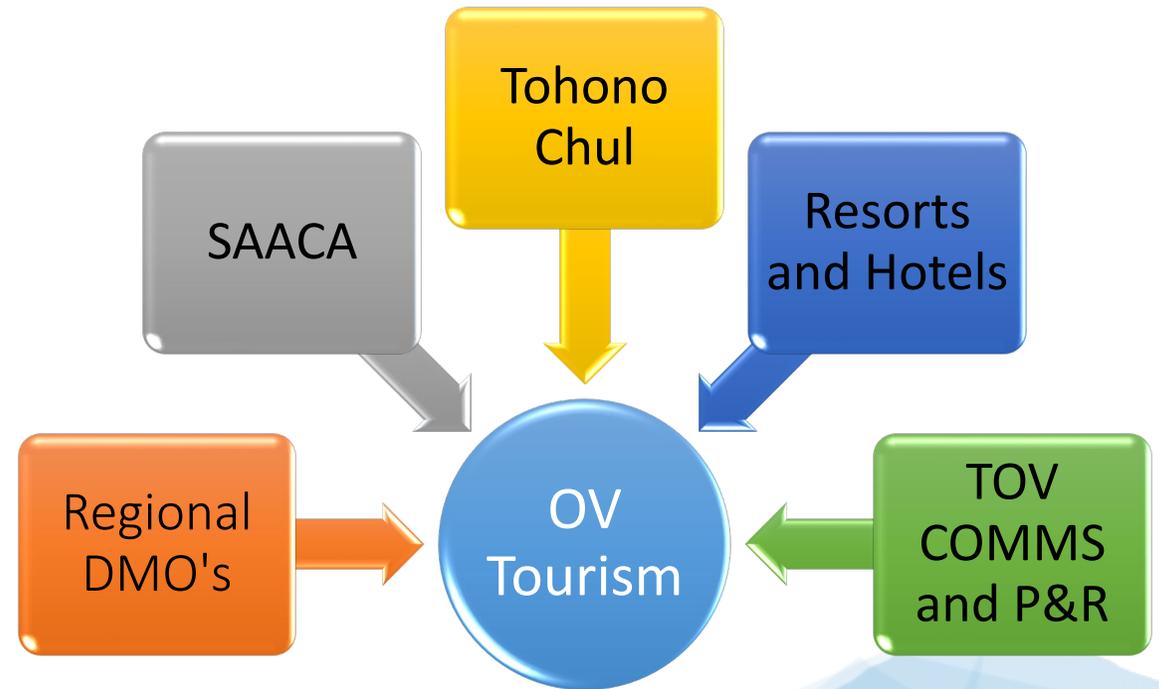
Tourism in OV

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 regional Destination Marketing Organizations 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

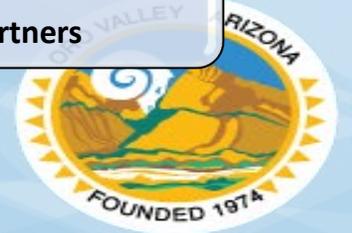


Sports

- Youth Sporting Events
- OV-specific Amateur Events and Tournaments
- Cycling, Running Events

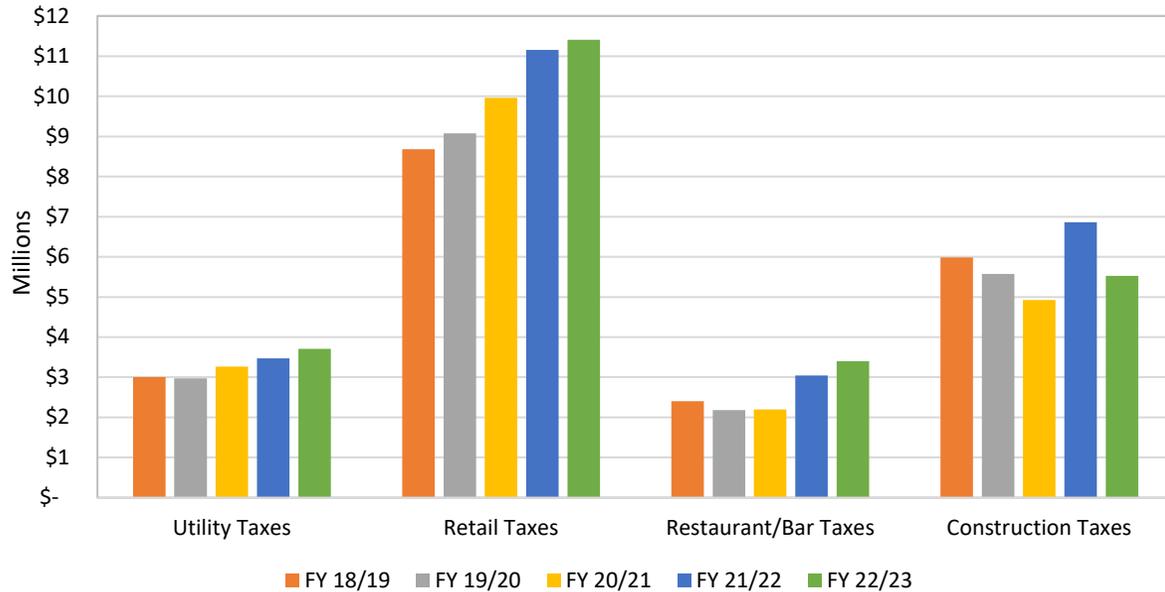


- Recognized Tagline
- Versatile: *it's in our nature to BIKE, to HIKE, to RELAX*
- Marketing through Regional DMO's, Arizona Office of Tourism, and regional partners

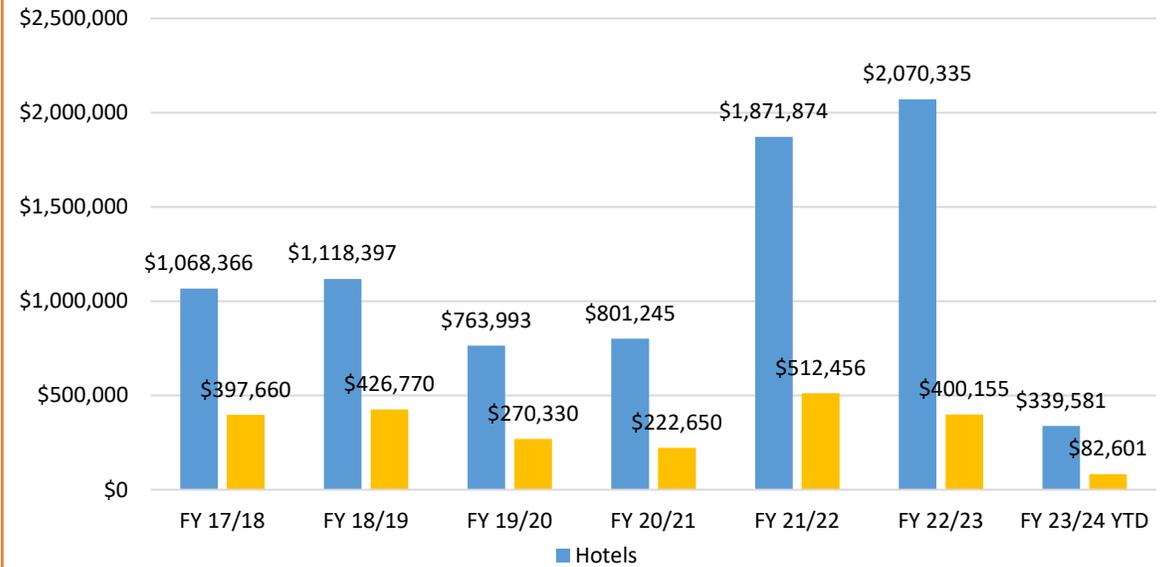


Sales/Bed Tax Summaries

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



Oro Valley Bed Tax Collections FY 22/23

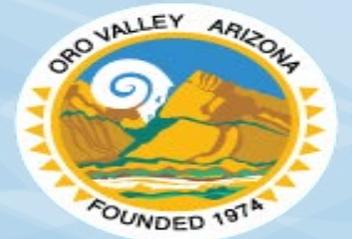


January 2024
 Arizona Office of Tourism
 Transient Lodging Tax Rates: Arizona Communities



Community	County	Tax Rates				
		City-Additional	City	County	State	Total
Oro Valley	Pima ³	6.0%	2.5%	0.55%	5.5%	14.55%

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Targeted Traveler Personas

Arizona Office of Tourism's Deep Dive into Traveler Personas

YOUR ADVENTURE BEGINS IN ORO VALLEY

Paul Richardson, "Surreal Sunset"

Day trips for Natural History Lovers

Explore the history and stories of the people and cultures that first inhabited these visual wonders while experiencing Southern Arizona's otherworldly beauty for yourself.

Hike Honey Bee Canyon Park
Experience the Sonoran Desert and discover petroglyphs created by the Hohokam people over a thousand years ago. There is plenty of unique Sonoran Desert vegetation to discover along the hiking trail. When you come to the fork in the trail, take the trail on the right and hike for about a mile for amazing petroglyphs. They're right off the trail and at eye level. It's an easy hike the whole family will enjoy. Just minutes from Oro Valley

Arizona-Sonora Desert Museum
Set in the arid landscape just outside Tucson, the Arizona-Sonora Desert Museum showcases the desert's flora, fauna, and history through live-animal and multimedia exhibits. The museum spreads across 98 acres (39.7 hectares) of natural desert landscape and contains more than 230 species of animals and 1,200 kinds of plants. 45 minutes from Oro Valley.
BONUS: Saguaro National Park West Visitor Center is less than two miles away from the Museum!

Tohono Chul
Named One of the World's Ten Best Botanical Gardens by Travel + Leisure Magazine. Discover the secrets of the desert and gain knowledge of the natural and cultural heritage of the region through a variety of lectures, guided tours, and special events year-round. Bonus: Their Garden Bistro features locally sourced, seasonal dishes you'll only find in Oro Valley! Just minutes from Oro Valley.

Colossal Cave Mountain Park
Listed on the National Register of Historic Places, Colossal Cave offers cave tours, historical and caving museums, picnicking, camping, hiking trails, and Western trail rides. About 45 minutes from Oro Valley via I-10.
BONUS: Saguaro National Park East is just 10 minutes up the road from Colossal Cave!

Camping at Catalina State Park
Epic views of the Santa Catalina Mountains await both tent campers and RV campers at Catalina State Park. With more than 5,500 acres and eight hiking trails, this dog-friendly local treasure offers opportunities for hiking, swimming (seasonal), mountain biking, bird watching and more. Just minutes from the center of Oro Valley.

Stay with us!
Oro Valley is the perfect home-base to explore Southern Arizona, and there are lodging options for every budget. The **El Conquistador Tucson**, a **Hilton Resort**, and the **Westward Look Wyndham Grand Resort and Spa** are the crown jewels of any visitor experience. If you prefer vacation rental properties (e.g. Airbnb and VRBO), Oro Valley has hundreds to choose from. You'll also find trusted brands like Fairfield Inn, Holiday Inn and WorldMark.

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Top Five Travel Personas



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What is Voluntourism, and Why Is It Important?



- ▶ [Voluntourism](#) – a combination of volunteering and tourism – is when individuals and groups help support the local communities of the destinations where they're meeting.
- ▶ Voluntourism is essential for a variety of reasons. Not only does it help attendees connect with local cultures and support different charitable causes in accomplishing their goals, but it also provides a unique team-building experience. What better way to create a positive memory of a meeting than working together to do some good?

