



AGENDA MATERIAL

DATE 10/14/25

ITEM NO. RA 66

SERVING OUR REGION'S SOUTHEAST BUSINESS INTERESTS
Entrepreneurs Innovators Collaborators

October 10, 2025
Chair Rex Scott and Members of the Board
Pima County Board of Supervisors
130 W. Congress Street
Tucson, AZ 85701

RE: Public Hearing on Pima Prospers – Greater Vail Area Chamber of Commerce Public Comments

Dear Chair Rex Scott and Members of the Board,

On behalf of the Greater Vail Area Chamber of Commerce (GVACC), representing businesses and community stakeholders across southeast Pima County, we appreciate the opportunity to provide comments on *Pima Prospers*, Pima County's 10-year comprehensive land use plan.

GVACC commends County staff for their diligent and transparent process in developing this plan and for balancing social, environmental and economic sustainability. The Chamber recognizes there are many competing priorities and interests that shape the County's long-term vision. The inclusion of policies recognizing growth areas and emphasizing infrastructure investment is especially important for the southeast region, which remains one of the fastest-growing areas in unincorporated Pima County. The southeast's continued success depends on Pima County's support for private investment in quality community development. Pima County's intentional planning and resource allocation will ensure safe, connected communities, expanded workforce development, and reliable public investment in infrastructure. These goals are reflected in our Greater Vail Area Chamber of Commerce advocacy mission.

We respectfully urge the Board to continue to affirm the southeast (Vail, Rincon Valley and Corona de Tucson) as designated growth areas and to prioritize investment in its future, particularly through coordinated land use, transportation improvements, and business development incentives. This region is home to more than 70,000 residents and serves as an economic bridge between our region's urban and rural communities. Thoughtful implementation of *Pima Prospers* will ensure that its growth aligns with Countywide goals for livability, sustainability, and opportunity.

We also note the Planning and Zoning Commission's July recommendation to include language establishing an overall goal of 70 percent on-site mitigation on private property within the Conservation Land System. While we support the County's commitment to environmental stewardship, we recommend removing this numerical target altogether to preserve flexibility for future decision-making. Even when described as an overall goal, a fixed percentage could later be interpreted as a regulatory standard and create unintended barriers for priority developments. Maintaining Pima County's long-standing commitment

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to the environment, which increasing commitment to social equity and expanding support for economic growth, should help achieve the sustainability goal. Eliminating the 70% on-site mitigation target would allow the County to evaluate mitigation opportunities on a case-by-case basis, recognize that high biological resource off-site mitigation advances Pima County's environmental goals. Keeping the current procedures for mitigation ensures that conservation priorities are balanced with social, housing, infrastructure, and economic development needs.

GVACC appreciates the opportunity to engage in this process and looks forward to continued collaboration with County staff and the Board of Supervisors to ensure that *Pima Prospers* serves as a roadmap for sustainable growth, regional equity, and economic vitality, particularly in the southeast.

Sincerely,

A handwritten signature in black ink, appearing to read "Denise Bowls".

Dr. Denise Bowls
President & CEO
Greater Vail Area Chamber of Commerce

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