



# MEMORANDUM

Date: June 28, 2024

To: The Honorable Chair and Members  
Pima County Board of Supervisors

From: Jan Leshner   
County Administrator

Re: Sun Corridor, Inc. Contract Revisions for Fiscal Year 2024-2025

As you know, at the May 7, 2024 Board of Supervisors Meeting, the Board of Supervisors approved 4-1 a non-competitive outside agency funding agenda item which resulted in a reduction of funding in the amount of \$100,000 for the Pima County Economic Development Department's annual contract with Sun Corridor, Inc. for additional Economic Development support and services, from \$650,000.00 to \$550,000.00 for Fiscal Year 2024-2025.

Due to the reduction in funding for the abovementioned Fiscal Year, Pima County staff including County Administration and Economic Development met with representatives from Sun Corridor, Inc. to revise the contract's scope of work in accordance with the reduction in funding. These revisions went through several rounds of discussion before coming to a mutually agreed upon scope of work that more accurately reflects the newly established funding amount.

Below, you will find a summary of the primary revisions of the scope of work that more closely align with the new funding amount:

- Consolidated and moved multiple sections of the original scope of work into more relevant and concise sections;
- Updated verbiage to more accurately reflect Sun Corridor, Inc.'s contractual role;
- Removed a section and accompanying provisions that required Sun Corridor, Inc. to help develop and lead a comprehensive strategy for marketing and public relations on behalf of Pima County;
- Updated reporting requirements to reflect overall changes in the scope of work;
- Updated verbiage to more accurately represent the shift in need for in-person and virtual site visits.

Sun Corridor, Inc. continues to be an incredibly valued partner of Pima County in our Economic Development efforts across the region. To that end, please see attached a document entitled "Regional Economic Development Ecosystem" (Attachment 1) which helps to establish a clearer picture of roles in the regional Economic Development ecosystem. We believe this delineation helps more clearly demonstrate the relationship between Pima County and Sun Corridor, Inc., as well as our respective value propositions within the region.

JUN 28 2024 11:15 PM CLK/DFB

RM

The Honorable Chair and Members, Pima County Board of Supervisors  
Re: **Sun Corridor, Inc. Contract Revisions for Fiscal Year 2024-2025**  
June 28, 2024  
Page 2

Pima County and Sun Corridor, Inc. will continue to work together hand-in-hand to facilitate economic development opportunities for our region and to create a thriving economy for our residents through which they can evolve and grow.

County Staff stands ready to assist by providing more information should you request it.

JKL/anc

Attachment

c: Carmine DeBonis, Jr., Deputy County Administrator  
Francisco García, MD, MPH, Deputy County Administrator and Chief Medical Officer  
Steve Holmes, Deputy County Administrator  
Heath Vescovi-Chiordi, Director, Pima County Economic Development  
Joe Snell, President, Sun Corridor, Inc.

# ATTACHMENT 1

# Regional Economic Development Ecosystem



## Regional Value:

- Leverage private sector investment to achieve a 3:1 match.
  - Every \$1 invested by Pima County is matched by \$3 from the private sector
- Convene large, diverse stakeholder groups representing executives in the private and public sectors from across the region
- Preserve confidentiality throughout the site selection process required by site selectors and companies

## Contribution to the ECD Ecosystem:

- Market, brand, and sell the region nationally and internationally
  - Cultivate relationships with site selection consultants
  - Foster long-established media relationships, locally and nationally
  - Develop and execute Thrive in Tucson talent attraction campaign
  - Lead outbound sales missions with private and public sector leaders
- Provide leadership as the regional convener and thought leader on economic development strategy and competitive issues.
  - Competitive Analysis Report
  - Targeted Industry Analysis and trends
  - Public Policy trends and impacts
  - Site Selector Forums
- Leverage connectivity to diverse private, public, and academic stakeholder leaders to coordinate regional value proposition
  - Coordinate regional response to proposals on behalf of public and private partners
  - Coordinate among public and private partners, as well as regional employers to host site visits
- Conduct business retention and expansion outreach with local primary employers
  - Meet with area employers to determine opportunities and barriers to growth within the market
  - Coordinate regional retention and expansion solutions (workforce training, incentives, public relations, etc.)

## Regional Value:

- As the leading convener, navigates and coordinates within Pima County government on behalf of businesses seeking to locate or expand in Pima County
- Develop and implement programs and incentives to assist qualified businesses
- Ensure workforce development programs led by Pima County One-Stop match needs of business and industry

## Contribution to the ECD Ecosystem:

- Coordinate with critical intra-County departments on behalf of companies evaluating the region, including:
  - Development Services
  - Wastewater
  - Transportation
  - Assessor
  - Environmental Quality
  - Flood Control
  - Community & Workforce Development
- Manage and market key real estate assets owned by Pima County
- Develop plans to provide critical infrastructure in key areas identified for commercial and industrial growth in Pima County
- Coordinate unique or special Economic Development-related efforts with other Pima County departments
- Develop, update and implement the Board-approved Pima County Economic Development Strategic Plan
- Coordinate with regional jurisdictions, state and local economic development agencies, educational institutions, and other private and public stakeholders to enhance the regional economy
- Coordinate with the Pima County IDA
- Manage the Pima County Small Business Commission and provide business assistance to small businesses
- Conduct business retention and expansion outreach to local businesses throughout Pima County
- Coordinate FDI efforts through the AZ Border Counties Coalition with regional stakeholders related to Mexico and other identified markets