

Marana's Economic Roadmap

About the Roadmap

The Town of Marana and its leadership are committed to building a sustainable community and high-performing organization. To achieve this objective, a strategic, proactive approach has been implemented to address all facets of the community. In fall 2008, the Town Council and management staff completed a visioning and strategic planning process that resulted in the Marana Strategic Plan. This Plan identifies five Focus Areas where the Town's efforts and resources should be directed.

The Strategic Plan recognizes the importance of and provides policy direction for Marana to take steps to build a diverse and thriving local and regional economy that will create career-oriented jobs and community wealth.

The Marana Economic Roadmap has been developed to complement and support the Marana Strategic Plan. Like that plan, the *Roadmap* contains an Action Plan that contains Focus Areas, Goals, Initiatives and Action Strategies and identifies Target Industries and Activity Centers.

Focus Areas



Target Industries

Target Industries are defined as potential businesses or industries that might choose to locate in Marana because of its economic assets and opportunities. Target industries were identified in order to avoid taking a "shotgun" approach to business development.

While Marana will gladly welcome any business that complements the community's vision and values, there are limited resources available to proactively develop new employment opportunities. Marana's existing and potential assets were carefully examined in order to define its competitive advantage.

Only those business segments or, Target Industries, where Marana can be most successful will be aggressively pursued through the allocation of resources. The Current Target Industries where opportunities exist now are:

- Transportation Logistics
- Tourism and Visitor Experience
- Regional Industry Cluster Support

In addition, two other Target Industries were identified that offer potential in the future. Marana will be taking steps to build its capacity and competitiveness in:

- Environmental Technology
- Bio- and Medical Sciences/ Analytical Instruments (medical devices, etc.)

Activity Centers

Activity Centers are defined areas of current or future concentrated development that offer unique economic development opportunities. Activity Centers were identified in order to focus resources and provide special areas where different types of economic opportunities can be targeted and accommodated. Marana has a myriad of assets from the high Sonoran Desert setting to the high intensity I-10 corridor. While very different, both provide a unique platform for economic opportunities.

The nine Activity Centers identified are:

- **Heritage Center**
- **Dove Mountain Area**
- **Tangerine Road & I-10**
- **Tangerine Road Technology Corridor**
- **Marana Airport**
- **Downtown Marana**
- **South Marana**
- **Twin Peaks Interchanges**
- **Transportation Logistics**

To implement the plan effectively, a community-wide effort by citizens, the business community, and government will be required.

