



TUCSON METRO CHAMBER

BOMA & IREM

January 28, 2014

GROSS METRO PRODUCT

MSA RANK (1)	CITY	GMP (2)	GMP RANK
48	Birmingham, AL	\$58,992,000,000	3
49	Buffalo-Cheektowaga-Niagara Falls, NY	\$47,057,000,000	7
50	Salt Lake City, UT	\$72,072,000,000	2
51	Rochester, NY	\$47,317,000,000	6
52	Grand Rapids-Wyoming, MI	\$43,862,000,000	8
53	Tucson, AZ	\$33,353,000,000	10
54	Honolulu, HI	\$56,561,000,000	4
55	Tulsa, OK	\$47,891,000,000	5
56	Fresno, CA	\$31,890,000,000	11
57	Bridgeport-Stamford-Norwalk, CT	\$86,338,000,000	1
58	Worcester, MA-CT	\$33,826,000,000	9
	Average	\$50,832,636,364	

1- The MSA rank by population as of July 1, 2012, as estimated by the United States Census Bureau

2- Gross Metro Product statistics: IHS Global Insight as reported in *U.S. Metro Economies*, U.S. Conference of Mayors

11/10/2013

Book Cover

A Community Economic Survival Guide

When the Boomers Bail

How Demographics will Sort
Communities into Winners and Losers



Mark Lautman



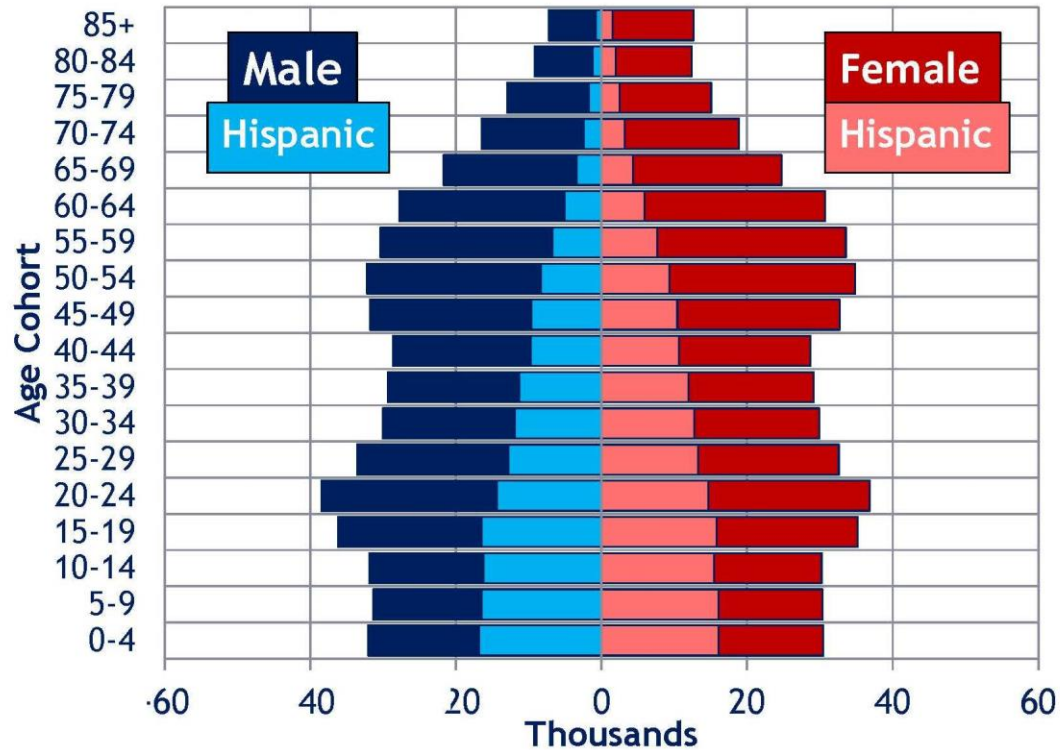
When the Boomers Bail

Mark Lautman

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METRO TUCSON POPULATION, 2010 CENSUS



Eller



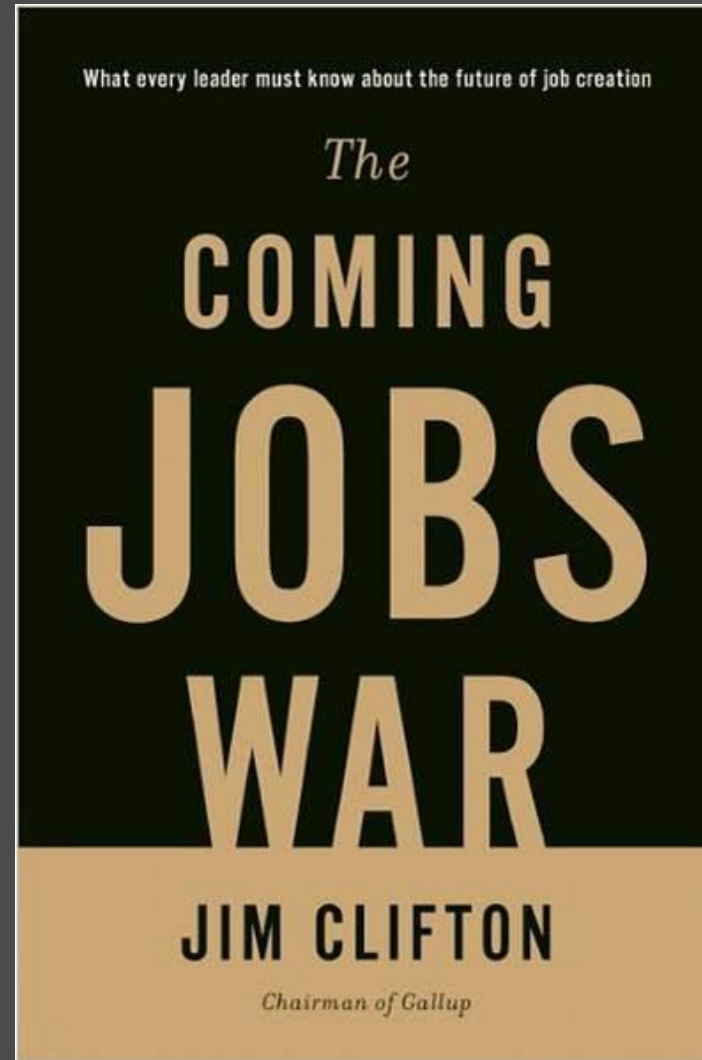
The best weapon in the
war on poverty is a job.

McKinsey Global Institute

- 7 million jobs lost since December 2007
- 60 month projected length of jobless recovery since July 2009 (official end of the recession)
- 20% of men in population not working (7% in 1970)

McKinsey Global Institute

- 21 million jobs needed by 2020 to return to full employment
- 9.3 – 22.5 million – the range of projected job growth in three McKinsey scenarios
- 1.5 million – the estimated shortage of college grads in the workforce in 2020



“The jobs war is what should get city leaders up in the morning, what they should work on all day and what should keep them from getting to sleep at night.”

*Jim Clifton, **The Coming Jobs War***

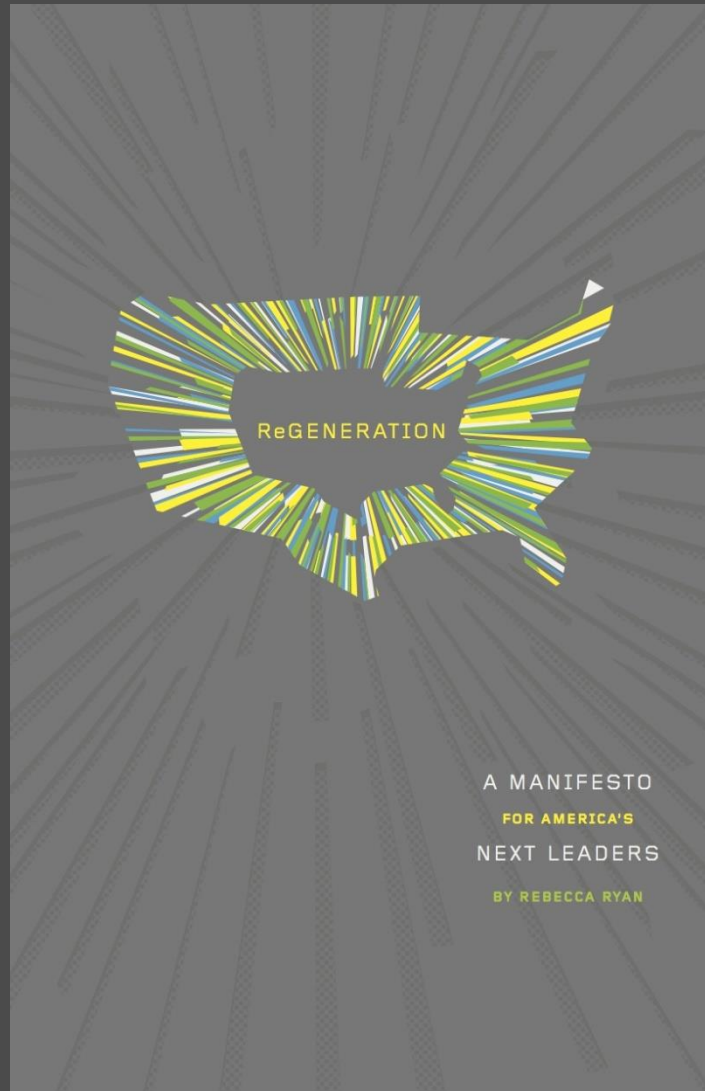
“Cities need to develop a job growth attitude, align their local forces and declare an all-out war.”

*Jim Clifton, **The Coming Jobs War***

- 1. Recognize that the most important solutions are local. Weak local leaders will look to Washington for solutions.**
- 2. The entire city must wage a war for jobs.**
- 3. Align efforts citywide and include local “tribal leaders”.**

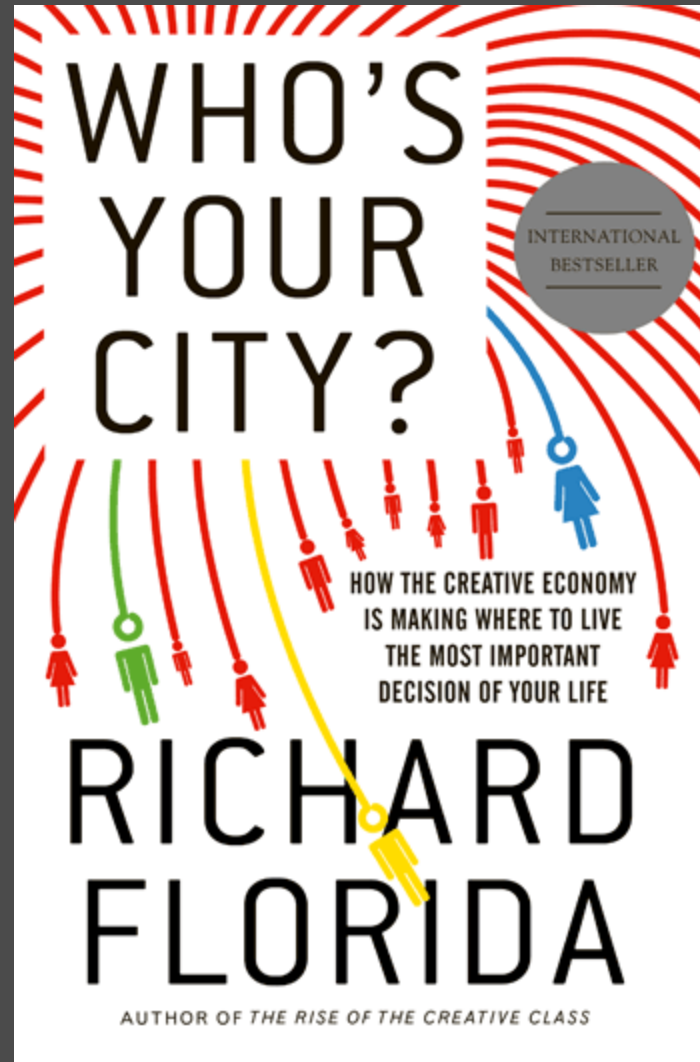


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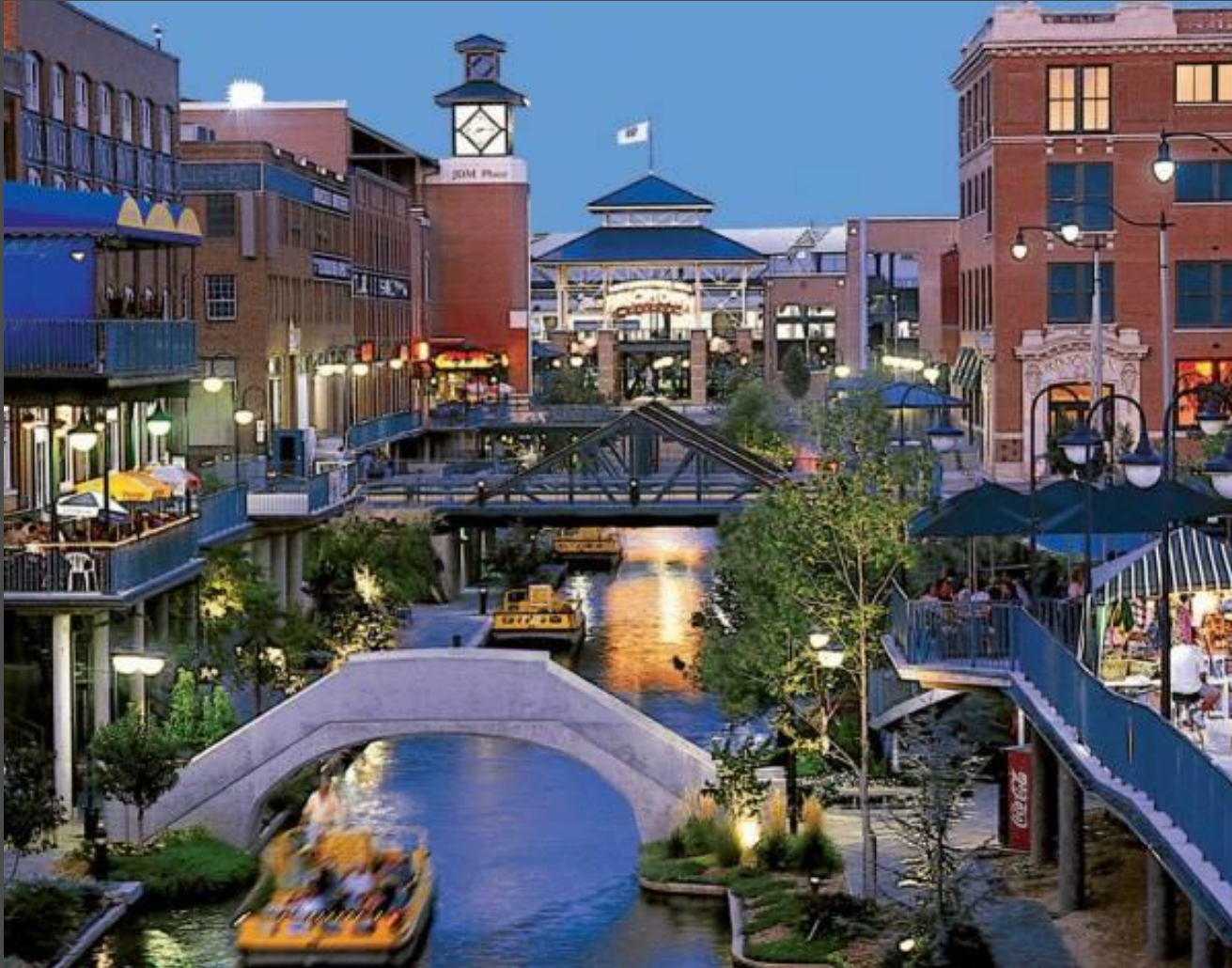
- **Cost of lifestyle**—Can I afford to live here?
- **Earning**—What is the quality and diversity of job and career opportunities? Can you get a job? Is this a good place to start a business?
- **Vitality**—Is this a vibrant, healthy community?
- **Learning**—Is this a smart community that values education?
- **Around town**—How easy is it to get around and out of town?
- **Social capital**—Does your community engage all people?
- **After hours**—What's there to do after work and on the weekends?

Downtown





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DAVID ROBILLARD PHOTOGRAPHY

**“The future belongs to
those who show up.”**

Ronstadt Transit Center meetings

- **January 28; February 10**
- **11:30 a.m., first floor City Hall**

30%

Business Expansion and Retention (BEAR) Project

Assets and Opportunities

- University of Arizona
- Military Assets
- Mining
- Climate
- Airlift
- International Trade Corridor
- Rio Nuevo District/City of Tucson Cooperation



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