

REMOTE TUCSON

Bringing bright, new (fully-employed) talent to Tucson through incentives-based national recruitment



discover unexpected adventure

There is no better time to join our creative, quirky, and delightfully affordable community. We've made the process seamless.

**STARTUP
TUCSON**

PROGRAM OVERVIEW

As an economic development organization, part of Startup Tucson's mission to contribute to the positioning of Tucson as a city that nationally known as a great place to work, play, and live.

Remote Tucson is a coordinated community initiative to entice talented individuals who are currently employed in a high-paying remote work positions to permanently relocate to Tucson while continuing to work remotely for those same employers, therefore stimulating our local economy.

Through a comprehensive platform, remote workers will discover the attractiveness of Tucson as a new home. Combined with a powerful communications strategy, the platform will showcase the attributes of the Tucson community and will include a cultivated list of perks and incentives to make the choice to relocate seamless.

The platform will also include a soft-landing program, connecting these individuals with others in community to help them truly feel at home. The program will require an application and only high-value workers and economic contributors will be selected to participate.

We see this project as an opportunity to put a positive message about our community to a broader audience and also directly contribute to economic development.

BENEFITS TO TUCSON

Boost Local Economy

Remote Workers will be a net-positive for our economy without taking any jobs from local residents. (Estimated an additional \$32,573.60 per participant). With higher disposable income, they will want to take advantage of the lower cost of living, restaurants, and cultural events.

Change the Narrative

While Tucson had previously been making national news for our growing tech and innovation sector, we could use a reboot after COVID-19. We have an opportunity to change the narrative from retirement or snowbird destination to a thriving mid-tier city for top talent to settle and grow their families.

Increase Younger Demographics

Currently Tucson is losing millennials and Gen-Z residents at higher rates than other similar-sized cities, despite having many of the life-style assets highly-valued in this demographic. This program will reverse this trend in a tangible, measurable, and low-cost way.

Community Unity

Tucson has been taking steps to create a single unified brand and message about our community to highlight on the national platform to attract site-selectors, workforce, tourists and investment. Working on a unified campaign with many community partners with only further those efforts.

WHY REMOTE?

"Remote work is not a trend, it is here to stay." In a recent study 98% of respondents reported that they would prefer to work remotely at least some of the time for the rest of their careers (State of Remote Work, 2020). This is only accelerated by recently news that companies like Twitter and Facebook intend to allow workers to remain remote indefinitely.

Unlike traditional "talent attraction", under this program, workers stay employed in their current positions allowing them to continue to have pull in outside markets, maximizing their lifetime economic impact in Tucson. Not only are they funneling outside dollars into the economy, but as a remote employee, the likelihood of increased travel to and from headquarters (from the employee and other members of their company) and the potential to encourage company functions to take place in Tucson, such as corporate meetings and conferences to stimulate business tourism, is only increased.

Remote workers do not replace current opportunities for local residents, and therefore are net positives for growth and economic development.

REMOTE WORKERS, BY THE NUMBERS

In studying Remote Workers, researchers have found that they:

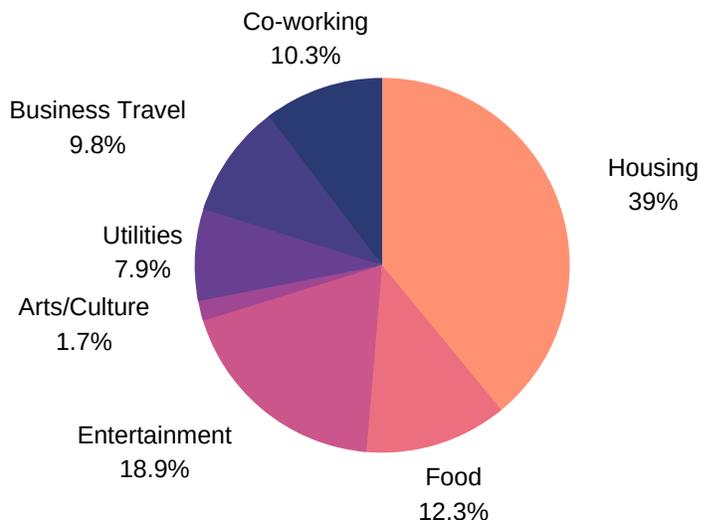
- Have significantly more leisure time (an annual total of 11.9 billion hours per year) and therefore spend more of their income on local businesses, such as restaurants and cultural events.
- Have a lower environmental impact. Remote Workers have smaller commutes and tend to choose environmentally friendly options such as co-working, biking, and walking.
- Remote Workers tend to be happier residents. 73% of respondents report that flexible working improves personal well-being and the ability to balance work with outside activities. They tend to stay in jobs longer and be more productive.
- The majority of remote workers are between 18 and 55 without dependent children.

AVERAGE ANNUAL ECONOMIC CONTRIBUTION (per Millennial Individual)

Basics: \$19,307.70

Local Arts + Entertainment: \$6,705.90

Remote Business: \$6,560



WHY NOW

An opportunity has arisen that we cannot miss. For the first time in a generation-- talented professionals are looking to leave major metropolitan hubs in favor of smaller, mid-sized cities.

Tucson is perfectly positioned to entice these workers with our low-cost of living, quality lifestyle and cultural assets. Competitor cities are already mobilizing to take advantage of the moment (Savannah, Tulsa, Buffalo, Chattanooga); Tucson cannot be left behind at this critical juncture.

While the individuals we seek will be employed, we see them as assets to our innovation community through their levels of education, experience, and technical skills. Their engagement in our innovation community as peers, mentors, and industry connectors will add incredible value to our ecosystem as a whole.



ARIZONA NAMED #1 FOR REMOTE WORKERS

A recent study ranked our nation's cities on which are best for remote workers. In that study Arizona ranked in the #1 position, with Tucson specifically ranking in the top 10.

The study looked at factors such as cost of living, internet connectivity, and commute time savings and community amenities such as coffee shops and coworking spaces. Now is a great time to take advantage of the press!

<https://www.highspeedinternet.net/best-cities-for-remote-workers/>

WHY STARTUP TUCSON

Startup Tucson currently plays the organic role of a "landing pad" for new young tech talent that has moved to Tucson. In our role as the "hub of the ecosystem" and through our work with TENWEST Impact Festival, we have a large network of community relationships -- from industry, to economic development, to arts and culture, to tourism -- to facilitate a wide range of perk packages and create a truly unique soft-landing program. We also have the technical capacity to build and host a digital platform for the program.

To be successful, the project must be run smoothly with seamless coordination between dozens of community partners. Additionally, the marketing and promotions must be high-quality and unified in order to be cost effective and serve the multifaceted needs of the many contributing partners (i.e. tourism, innovation ecosystem, site selection, etc).

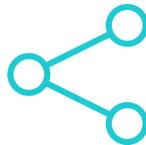
Startup Tucson has vast experience working with many partners to bring elevated, collaborative, high-quality projects to life and is perfectly positioned to ensure this project's success.

OUR WORK

Coordination



Cultivation of Perks Packages



Soft-Landing Services



Ambassador Matching

Organization



Info-Sessions & Site Vists



Website Development & Maintenance



Application Management

Communication



Marketing Campaign



PR Campaign



Production & Curation of Dual-Purpose Assets

GRAND VISION

over time, build the program to

100 ANNUAL RECRUITS

selected from

2500 ANNUAL APPLICANTS



BUSINESS TRAVEL



BED NIGHTS



POSITIVE PRESS ABOUT TUCSON



INCREASED % YOUNG PROFESSIONALS

\$3,257,360

DIRECT ANNUAL ECONOMIC IMPACT



ONE-TO-ONE MATCH PROGRAM

We would like to concurrently invest in our existing young people through a Matching Program.

This innovative matching initiative helps to ensure that we are holistically addressing the problem of brain-drain from multiple angles -- local cultivation of talent AND talent attraction.

CURRENT ASK

FISCAL SPONSORS

Back the Initiative

We are looking for a number of key partners truly invested in the vision of the program to support its development and outreach. We are asking for minimum commitments of \$5,000.

Benefits include:

- Logo placement
- Earned Media/PR
- 1 Year of Free Ecosystem Community Member Benefits (ask us!)

*25% of cash sponsorships will be reinvested in program maintenance

Underwrite a Recruit

While we can run the program without specific fiscal incentives, other cities who have seen success with the program by offering between \$2,000 - \$10,000 per recruit. If organizations are interested, we can use fiscal sponsorship to help defray moving costs and increase the benefits for the talent recruits.

IN-KIND COLLABORATOR

Offer a Perk

We are currently seeking organizations and individuals who can offer a perk to add to our benefits package.

Adding a Perk is a great, low-cost lead-gen and marketing value-add for the sponsoring organization.

Marketing Support

We are currently seeking marketing and communications partners to assist with campaign development and a promotional video development, which we believe will be key for outreach success. Shared rights to assets created is an option.

CROSS-PROMOTIONAL PARTNER

Help Us Spread the Word

In order for maximum impact of the program, we need the message to circulate far and wide. As a cross-promotional partner you commit to:

- Sending out two dedicated mailers to your audiences
- At least 5 social media posts
- Being a Personal Ambassador for the Program throughout the Community

COMMITTEE MEMBER

Many Hands Make Light Work

Help us recruit and organize Perks, applications, and program roll out efforts.



S U C C E S S

KEY PERFORMANCE INDICATORS

Earned Media

Local, regional, and national earned media covering the program and awareness of Tucson as a whole.

Marketing Outreach

Coordinated marketing to secure views, website traffic, social media mentions and shares.

Applications

Number of eligible applicants to complete the online application.

Successful Recruitment

Number of successful relocation within 6 months of acceptance.

Program Satisfaction

Self-reported satisfaction of the program from program participants, generating positive testimonials and reviews.

Economic Impact in Dollars

Calculation of economic impact in dollars, including annual travel, supporting local businesses, and housing.

TIMELINE

- BETA Website Launch**
August 2020
- Packages Finalized**
August and September 2020
- Marketing Development**
August and September 2020
- Program Launch**
September 2020
- First Remote Workers Selected**
October to December 2020
- Rolling Acceptance**
2021 and beyond
Goal of 10 workers by Spring 2021

COMMS STRATEGY

SNOWBALL RECRUITMENT

START LOCAL, EXPAND NATIONAL, LEVERAGE INFLUENCERS

To maximize cost-per-click and program success, our initial marketing strategy will be focused on encouraging current residents to "nominate" a friend or family member who has wanted to move to Tucson, but would benefit from the additional incentives. This strategy gains local buy-in and improves the chances of a long-term relocation and investment in our community. This strategy also relies on Startup Tucson, TENWEST's and our collaborator's extensive partner and influencer networks.

EARNED MEDIA

CHANGE THE NARRATIVE WITH BOLD ACTION

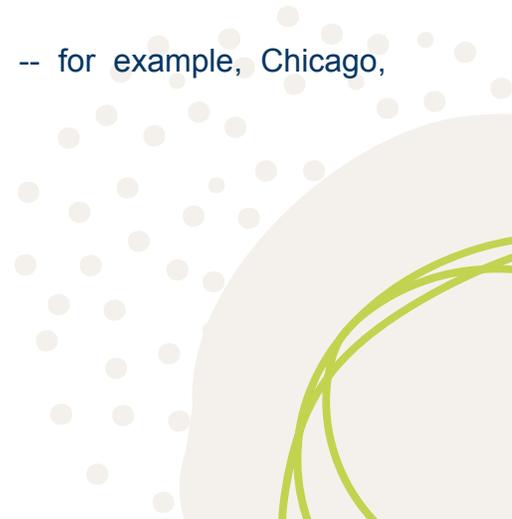
We will engage national media outlets in collaboration with our cross-promotion partners to attract local, regional, and national media. This is vital in repositioning Tucson, in light of recent negative press.

TARGETED MARKETING

SOCIAL CAMPAIGNS

We will use modern social media targeting strategies to focus marketing efforts on key demographics:

- Between the ages of 21 - 45
- Currently employed professional (in particular in technology sectors)
- Education-level
- Located in cities that are a direct flight or drivable to Tucson -- for example, Chicago, California, Sonora Mexico, Seattle, Portland



OUR STAFF



LIZ POCOCK, JD

Liz Pocock has over nine years of experience in economic development, community building and non-profit organizational management. Licensed in Arizona, Liz received her J.D. from UA and is now teaching there as an Adjunct Professor of Entrepreneurship for the Eller Business School. Prior to joining Startup, Liz was the Supervising Research Attorney and Development Director for the National Law Center where she implemented international legal commercial reform and training projects for the State Department, USAID, and the World Bank. Outside of Startup, Liz is a trained mediator, Downtown Tucson Partnership Board Member, Google Women Techmaker and a member of the SBDC and Pima Community College Business Advisory Groups. She is currently serving on the Tucson Convention Center Commission. She was a Tucson 40 under 40 recipient in 2019 and 2020 Tucson Women of Influence.



DRE THOMPSON, MA

Dre Thompson is the Executive VP at Startup Tucson and the Festival Director of TENWEST Impact Festival. Dre's prior work includes owning her own creative agency, being a founding member of two startup companies, being a research faculty and master trainer at New York University Department of Population Health, a researcher at the Chicago-based social science think-tank Chapin Hall, and numerous nonprofits and social service agencies. Dre is also an Adjunct Instructor at the Arizona State University. Dre serves as the Governance Chair on the Board of Tucson Young Professionals.



KENESHIA RAYMOND

Keneshia is the Program Manager at Startup Tucson. For 10+ years, she has provided online and in-person education through her current company Blissful Creatives. Previously, she was the VP of WedTech Summit—the first of its kind technology conference. After developing successful conferences and summits, and speaking at various events and conferences, she knew she wanted to do even more. She found a love for tech, mentoring and educating small businesses, early-stage startups with a focus on women in business.



SOPHIA GONZALEZ

As the Community Coordinator, Sophia oversees the hospitality and functionality of the Roy Place Business Innovation Hub. With an urban development and experiential education lens and with a background in food festivals, cultivation, and ecosystem, she is energized to enter the entrepreneurial ecosystem to make, facilitate, and encourage connections across Tucson, the region, and beyond. Innovation and creativity are already taking place here and she is eager to affirm and draw out the good work and actors committed to making Tucson an exciting place to grow.

OUR BOARD



DAVID SMALLHOUSE
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HARRY GEORGE
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JOANN MCMASTER
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KATINA KOLLER
VISTAGE AND LA SUPREMA

FLETCHER MCCUSKER, UA VENTURE CAPITAL

Startup Tucson is honored to have some of the most active community builders, investors, and entrepreneurs of Tucson serving on our board.

Through their leadership and vision, Startup Tucson has become one of Tucson's most well-regarded nonprofits, winning Best Nonprofit in 2019 through the Copper Cactus Awards.

Our board has laid a vision for an organization that is economically impactful, while remaining entrepreneur-centric.

2019 Winner Best Nonprofit



Thank You

WE CAN'T WAIT TO PARTNER



STARTUP
TUCSON