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# Memorandum

To: Lesli Pintor

From: Blake C Pfaff

Date: January 23, 2019

Subject: Tucson Metro Chamber Overview

As requested, I have researched information pertaining to Tucson Metro Chamber and analyzed the importance of my findings. This information will help give you an overview on what Tucson Metro Chamber does, as well as information about the city of Tucson that affects the Chamber. Below you will find a summary on the Chamber’s goal in public policy, membership, target audiences, business growth, and competition.

One of the main focuses of the Chamber is supporting public policy that is favorable towards businesses. They do this through being an intermediary between businesses and government, as well as endorsing business friendly candidates. Raul Grijalva is the current congressman who represents parts of Tucson, and his endorsement of Bernie Sanders in the last election as well as a desire to “make sure the wealthiest Americans pay their fair share” goes against legislation Chamber advocates for (Grijalva).

There are companies in over 30 different industries, such as agriculture, health care, and real estate, that are members of the Chamber (Chamber website). Businesses benefit from being a member by being able to attend networking opportunities and different events. Also, partnering with the Chamber can help make small businesses voices heard.

The target audiences for the Chamber are university students, recent college graduates, and job seekers looking to relocate. Just the three public universities in Arizona (NAU, ASU, UofA) accounted for 102,000 jobs and $11.1 in total economic impact for 2015 (Capital Times). Students earning degrees in high demanding jobs such as STEM have increased 40% in the past six years. This is why the Chamber wants to focus in on college students.

The Emerging Leaders Council (ELC) is a group, filled with prominent young professionals, the Chamber supports whose mission is to rapidly grow Tucson’s business community. In order to grow the business community, more businessmen need to relocate to Tucson. Housing prices have dropped 35% from 2007-2014, which shows the lack of new citizens moving into the city (Bitter 1042). Low housing prices can be used to persuade workers to relocate from more expensive places such as Los Angeles or Seattle.

Phoenix has 3 different chamber of commerce organizations while Tucson’s only other one is the Hispanic Chamber of Commerce. The number one competitor to landing talent, especially Arizona raised people, is the city of Phoenix. Currently in Arizona, “corporate earnings that [are] distributed to shareholders [are] subject to federal and state taxes at an effective rate of 45.94 percent”, which can discourage employees and investors to living in Arizona (Schippel). However, Phoenix is seeing growth in their business community, with 99% of companies rating the business climate as excellent or good (Phoenix Chamber). Increases to property tax as opposed to state income tax has helped Phoenix.

I hope my analysis on the information pertaining to the Chamber’s membership, public policy goals, target audiences, business growth, and competition gives a clear foundation for the project ahead. If you have any further questions, please email me at [blakecpfaff@email.arizona.edu](mailto:blakecpfaff@email.arizona.edu) within 10 business days.

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