

# Partner Externally To Tell The Arizona Story







The UA played a pivotal role in the Space Race to land a man on the moon.



The science of  
tree rings was  
invented at the  
University of  
Arizona



A group of diverse young adults, mostly in their late teens or early twenties, are gathered in a room with a wall of horizontal wooden slats. They are all looking towards a person whose back is to the camera in the foreground. Several of the individuals are holding small, round, light-colored wooden discs. The group includes people of various ethnicities and styles of dress, such as a woman in a red baseball cap with a white 'A' logo, a man in a grey t-shirt with the text 'COME RUN WITH US', and a man in a red and black patterned shirt. The atmosphere appears to be one of a workshop or a shared activity.

WE HAVE GREAT STORIES!





WE HAVE GREAT STORIES!





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A detailed illustration of a satellite in orbit above the Moon. The satellite features a large, flat, grey solar panel on the left, a blue solar panel on the right, and a large, metallic, bowl-shaped antenna. A probe is extended from the satellite, with its tip touching the grey, cratered surface of the Moon. The background is a deep black space filled with numerous small, colorful stars. The text "WE HAVE GREAT STORIES!" is overlaid in white, bold, sans-serif capital letters at the bottom of the image.

**WE HAVE GREAT STORIES!**

# UA ATTRACTIONS



- 25 Attractions both on campus and off campus
- John Denker first brought the group together in February 2016
- Coordinate marketing, produced brochure with map for “general public” campus visitors



# UA ATTRACTIONS

## College of Science Outreach Sites



- Flandrau Science Center & Planetarium
- Biosphere 2
- Richard F. Caris Mirror Lab
- Tree Ring Lab
- Tumamoc Hill
- Mt. Lemmon SkyCenter







# TOURISM IN SOUTHERN ARIZONA





## Southern Arizona Parks & Forests





# TOURISM IN SOUTHERN ARIZONA

- \$2.3 Billion Annual Direct Travel Spending in Pima County (2017)
- 25,500 travel related jobs in Pima County
- UA Annual Budget 2016-17: \$1.3 Billion
- UA Jobs: ~11,000
- State of Arizona, Pima County, City of Tucson work together. Now UA works with our regional partners.



# TOURISM IN SOUTHERN ARIZONA

- Visit Tucson
- Southern Arizona Attractions Alliance (SAAA)
- Pima County Office of Attractions & Tourism



# TOURISM IN SOUTHERN ARIZONA

## Visit Tucson



- Promotes regional tourism – works with resorts, attractions, shows, facilities, restaurants, etc.
- Funded by Pima County and the City of Tucson
- Strong and growing partnership with UA
- John Denker on the Board for Visit Tucson

# TOURISM IN SOUTHERN ARIZONA

## Visit Tucson





# TOURISM IN SOUTHERN ARIZONA

## Visit Tucson

- Visit Tucson budget last year: \$8.1 million
- Return On Investment: \$25 for every \$1 invested in Visit Tucson to promote regional tourism

**Conclusion: Marketing Works!**

# **TOURISM IN SOUTHERN ARIZONA**

## **Southern Arizona Attractions Alliance (SAAA)**

- 86 different Attractions in Southern Arizona, from Tucson to Tombstone to Bisbee
- UA Attractions joined SAAA in 2017
- Strong and growing partnership with UA
- Wendi Rountree and Shipherd Reed on the Board of SAAA.
- Produce “Tucson Attractions” Passport every year to promote regional attractions
- Rolling out digital promotion platform to reach visitors on their phones: [ExploreTucsonAttractions.com](https://ExploreTucsonAttractions.com)



# WHAT DOES UA OFFER OUR PARTNERS?

## A unique experience – captivating stories



# WHAT DOES UA OFFER OUR PARTNERS?

## A unique experience – captivating stories

- Professionals know: tourists are looking for something they can't find anywhere else
- UA delivers “unique” in spades, especially for science tourism
- Each outreach site is an opportunity to tell our fascinating science stories



# WHAT DOES UA OFFER OUR PARTNERS?

## A unique experience – captivating stories

- Nobody else has a Biosphere 2
- Nobody else has a Mirror Lab
- Nobody else has the original Tree Ring Lab
- Nobody else has Tumamoc Hill
- Nobody else has a SkyCenter
- Nobody else leads NASA missions
- Few have their own Science Center & Planetarium



# THE TREE RING LAB STORY

THE UNIVERSITY OF ARIZONA  
**Giant Sequoia AD 212-1913**

In 1913, a team from the University of Arizona, led by a graduate student, A.D. Douglass, the founder of the Laboratory of Tree-Ring Research, discovered the section in the trunk of a tree which was cut in the winter of 1913 by a forest worker in the Sequoia National Park. It is the only section of a tree trunk that has been cut in the winter of 1913.

The superintendent of Sequoia National Park, Captain John B. Smith, offered a grant to the University of Arizona to study the tree. The grant was used to pay for the transportation of the section to the University of Arizona, where it was cut in the winter of 1913 by a forest worker in the Sequoia National Park. It is the only section of a tree trunk that has been cut in the winter of 1913.

The section, which was cut from the base of the tree, measures 18 feet in diameter and weighs approximately 2 tons. The section was cut in the winter of 1913 by a forest worker in the Sequoia National Park. It is the only section of a tree trunk that has been cut in the winter of 1913.

In 1913, the year after the discovery of the tree, the University of Arizona was founded. The tree was cut in the winter of 1913 by a forest worker in the Sequoia National Park. It is the only section of a tree trunk that has been cut in the winter of 1913.

Although it was whole when removed in 1913, the section was later cut into two parts. It was necessary to divide the section into parts to make it easier to handle. It is the only section of a tree trunk that has been cut in the winter of 1913.





## Explore Arizona Expo and Storytelling Event

Mesa Convention Center  
May 12, 2018

Organized by KJZZ, Phoenix  
Public Radio



# Recap:

## Stories + Attractions + Partnerships= Building the UA Brand

- UA offers one-of-a-kind experiences
- Visit Tucson and SAAA want visitors to have those experiences, and to tell their friends and family
- Visitors become our “brand ambassadors”
- When people in Arizona and the USA and the world know what we do here, we’ll attract the best students

# The Power of Partnering

- Partners help us tell our stories.
- Many kinds of external partners, they all amplify our voice.
- Who can you partner with?



# Thank you for your time and attention

## Any Questions?

### Special Thanks To:

#### UA College of Science

Joaquin Ruiz, Vice President for Innovation, Dean

Elliott Cheu, Associate Dean

Kellee Campbell, Executive Director, Flandrau Science Center & Planetarium

#### Marketing & Brand Management

John Denker, Senior Director of Marketing

Misha Harrison, Creative Director

Adrienne Barela, Copywriter/Content Manager



**THANK YOU TO  
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