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# MEMORANDUM

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Date: June 1, 2020

To: The Honorable Chairman and Members  
Pima County Board of Supervisors

From: C.H. Huckelberry  
County Administrator

A handwritten signature in black ink, appearing to read "CHH", is written over the printed name "C.H. Huckelberry".

Re: **Post COVID-19 Update of the County Economic Development Plan**

Given the severe disruption that has occurred to the local economy as the result of COVID-19, it would be appropriate to modify our current Economic Development Plan and make necessary changes and/or modifications to activate the economy. Recent information from Moody's Analytics indicates that the Tucson Region is among the top ten best areas to recover from the economic impacts of the coronavirus. We need to reposition our Economic Development Plan to counter the disruption that has occurred and to best position the region for future accelerated economic growth. Our Pima County Back to Business (PCB2B) Task Force assembled a variety of business interest that can be utilized in recovery and growth acceleration.

I would expect that Sun Corridor Inc. will take the lead in such an effort with a small group of Sun Corridor Chairman's Circle and Board of Directors members leading the effort. We need to be in a position to actively support such an effort with our resources in the areas of planning, graphics, regulatory reform and communications.

It is likely that in addition to job migration there may also be a population migration where existing large urban centers will have their residents seek relocation to less populated area such as Tucson. Recent Google analysis associated with home price searches indicate that Tucson leads the list of number of cities where home prices and home searches were the highest. Hence, we need to ensure that with economic expansion and/or growth we retain the qualities that make Tucson a desirable place to live.

Our pre-COVID economic development strategies were sound and they remain sound post-COVID however, we need to be in a position to take advantage of more than likely rapid job relocation and population shift opportunities. We need to do this while we continue to practice the best public health strategies to make Pima County and the Tucson Region a safe place to work and live.

CHH/lab

Attachment

c: Jan Leshar, Chief Deputy County Administrator  
Carmine DeBonis, Jr., Deputy County Administrator for Public Works  
Francisco García, MD, MPH, Deputy County Administrator and Chief Medical Officer,  
Health and Community Services  
John Moffatt, Director, Economic Development Office  
Joseph Snell, President and CEO, Sun Corridor Inc.  
David Welsch, Executive Vice President, Sun Corridor Inc.  
Laura Shaw, Senior Vice President of Marketing, Sun Corridor Inc.

# Ranked: The 10 US Cities Best Positioned To Recover From Coronavirus (And The 10 Worst)



**Laura Begley Bloom** Senior Contributor ◉

ForbesWomen

*Transformative Travel: I look at how travel can change lives.*

The coronavirus pandemic has impacted cities across the country with varying force. New York City has been hardest hit, and it's no secret that the Big Apple is going to be one of the places that will have the most challenging time bouncing back from the coronavirus pandemic, no matter when things subside. But which cities will have the best coronavirus recovery? And which other cities will struggle? [Moody's Analytics has issued a report](#) that examines the potential to recover from coronavirus among the top 100 metro areas in the US—and while some of the results are to be expected, some are more surprising.

“The most dynamic recoveries may well bypass traditional powerhouses and take place instead in areas that either were or were poised to lead the way in 2020 before everything changed,” writes Adam Kamins, senior regional economist at Moody's Analytics and the author of the report.

Moody's grouped the 10 cities best positioned to recover quickly from the coronavirus pandemic and the 10 cities with the worst chance of recovering from the coronavirus pandemic. “Note that they are sorted alphabetically in order to avoid assigning false precision to our calculations,” Kamins told Forbes Women.

***READ MORE: “Ranked: The 20 Places Americans Are Dreaming About Right Now”***



A new list has ranked the cities that are best positioned to recover from coronavirus—and the worst ...

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## Best Cities for a Coronavirus Recovery

Among the 10 best cities are small college towns, which are particularly well-poised for a recovery. “Durham, North Carolina and Madison, Wisconsin could enjoy a surge in growth in the years to come,” says Kamins.

Fast-growing tech hubs in the West and South will also lead in the post-coronavirus era. “Silicon Valley is nobody’s idea of an up-and-coming area. But there is a notable contrast between the San Jose metro area, with its sprawling tech campuses, and tightly packed San Francisco,” says Kamins, who notes that Raleigh, North Carolina could also prove to be more attractive in a new, post-COVID-19 world.

## The Ultimate Coronavirus Travel Deal: This Island Wants To Pay You To Come Visit

BETA

By Laura Begley Bloom

Cities that were fast-growing pre-coronavirus will continue their rise. “Denver and Salt Lake City are well-positioned to retake their crown as two of the fastest-rising metro areas in the US,” says Kamins.

While Washington DC is one of the more densely populated metro areas in the nation, its highly educated workforce and even its architecture will pay off. “Its longstanding height limit on buildings [will help] leave it in better shape than the rest of the region,” says Kamins.

Other cities on the top 10 best list include Boise, Idaho; Durham, North Carolina; Provo, Utah; and Tucson, Arizona. Read on for the full list of best cities for recovery.

***READ MORE: “Flight Attendants Warn: Leisure Travel Needs To Stop Now”***



## **Worst Cities for a Coronavirus Recovery**

A significant number of cities in the Northeast made it to the bottom of the list. “The region of the country that I think is worse off is going to be the Northeast,” says Kamns. “You've got New York, Philadelphia, New Haven—three of the 10. It is a highly educated area, but so many large urban centers have an outsize share of residents living in big cities. That may be difficult to sustain, especially in the short term.”

And despite the fact that New York City has a large, skilled workforce, there are factors that will hold it back. “Riding the subway, dining in crowded restaurants and attending Broadway shows may be viewed as inherently risky for some time, consistent with the city's status as the single-most economically exposed metro area,” writes Kamins.

Honolulu made it onto the worst list, Kamins says, because of its exposure to tourism.

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By **Laura Begley Bloom**

Kamins says he was surprised by some of the cities on the worst list, including McAllen, Texas and Stockton, California. “McAllen is more densely populated than most areas with [a lot of] poverty and low degrees of educational attainment. And inland California is much worse off economically than coastal California. Plus, a place like Stockton is a little bit more compressed. There's not as much space there. So there's a bit more risk,” says Kamins. “We think that in the aftermath of COVID-19 or even while the pandemic is still going on

over the next couple of years, potentially, if there's no vaccine, that these are areas that might be less attractive.”

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Other places on the list of 10 worst cities to recover include Detroit, Los Angeles, Miami and Tampa, Florida. Read on for the full list of worst cities for recovery.

## **The Data**

In analyzing the cities, Moody's Analytics looked at population density and plotted it against two measures of workforce quality, both using educational attainment. In the first comparison, Moody's used data to compare population density against the share of jobs that require either a college or graduate degree. “Those economies that can provide high-paying jobs to would-be city residents are especially well positioned,” writes Kamins.

Moody's also looked at CBSAs (core-based statistical areas), a US geographic area defined by the Office of Management and Budget (OMB) that consists of one or more counties (or equivalents) anchored by an urban center of at least 10,000 people plus adjacent counties that are socioeconomically tied to the urban center by commuting. In this case, Moody's used educational attainment and the [average density across counties](#) that was used to calculate regional exposure to COVID-19.

## **The Impact of Coronavirus on Big Cities**

One of the biggest impacts the country might witness, post-coronavirus, is a migration away from living in big cities. “The generation that is growing up today could remember the impact of the COVID-19 pandemic on large, densely populated urban areas and be more likely than its predecessors to opt for less densely packed pastures in the decades to come,” notes Kamins.

Kamins believes that this will also impact where business is done. “Firms will need to follow those workers,” writes Kamins. “Places that are more spacious, rely more heavily on car travel and provide ample access to single-family

housing are likely to emerge as more attractive as a result, especially among those who choose to bypass the highly urbanized Northeast.”

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Austin, Texas is a city to watch in the post-coronavirus era. GETTY

## **Beyond the Lists**

Other urban areas that didn't make the top 10 list—but are places to watch—include Austin, Texas; Seattle; and Minneapolis. “Meanwhile, the draw of suburban areas should not be overlooked,” says Kamins. “The Silver Spring, Maryland; Montgomery-Bucks-Chester County Pennsylvania; and Cambridge, Massachusetts metro divisions could become appealing alternatives to their neighboring cities in a world in which physical proximity is viewed as inherently risky.”

And while they didn't make it into the top 10 list, Omaha and Des Moines could also succeed. Kamins points out that more isolated places in the Midwest will benefit from the fact that they face few land constraints.

Kamins also believes that the coronavirus fallout could damage some of the nation's other dynamic economies in the future, including Boston and San Francisco—which didn't make the 10 worst list, but will also fare poorly in the post-coronavirus era. "Each place is resilient enough to eventually find its footing again, but out-migration could pick up in the medium term," writes Kamins.

Here are the 10 best and 10 worst cities for recovery. Note that Moody's sorted the cities alphabetically in order to avoid assigning false precision to the calculations.



Boise, Idaho will be one of the cities best poised to bounce back from coronavirus. GETTY

## **Top 10: Cities Best-Positioned to Recover From Coronavirus**

*(Note: These are alphabetically sorted—not listed in order)*

Boise, Idaho

Denver, Colorado

Durham, North Carolina

Madison, Wisconsin

BETA

Provo, Utah

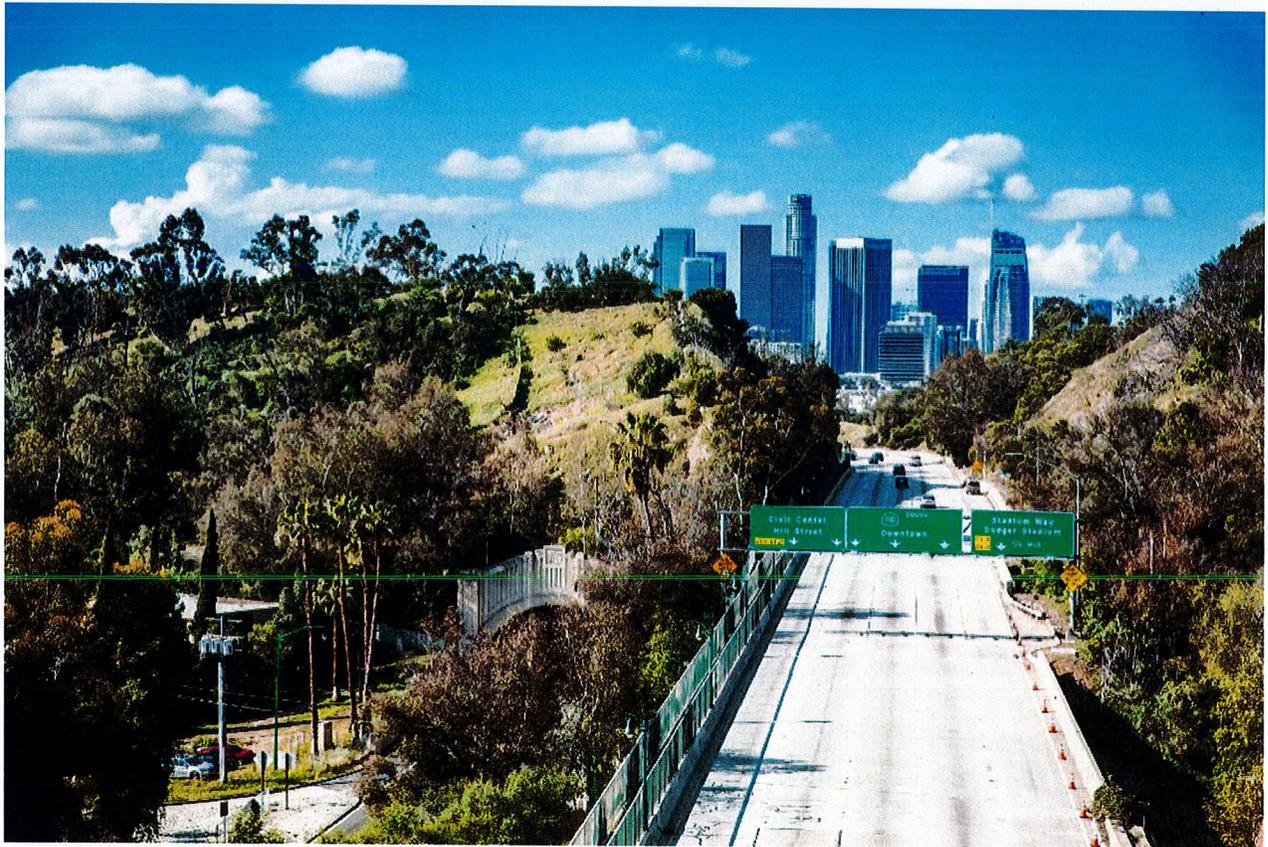
Raleigh, North Carolina

Salt Lake City, Utah

San Jose, California

Tucson, Arizona

Washington DC



Los Angeles is predicted to be among the worst cities to recover from coronavirus. GETTY

## **Bottom 10: Cities Worst-Positioned to Recover From Coronavirus**

*(Note: These are alphabetically sorted—not listed in order)*

Detroit, Michigan



## Full coverage and live updates on the Coronavirus

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**Laura Begley Bloom**

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I'm a travel and lifestyle authority and a content strategist who works with brands to create powerful storytelling. In this column, "Transformative Travel," I look at... **Read More**

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ADVERTISEMENT

# Tucson Ranks #1 in U.S. in Google Search for "Homes for Sale" Since COVID-19

BizTUCSON May 20, 2020 1 minute read

Americans are resuming their house hunting online after taking a pause during the initial stages of the COVID-19 outbreak. One way to track potential buyer interest: internet searches.

## 10 Metros With the Largest Spikes in Google Searches

The following cities have seen the largest increases in Google searches for the term "homes for sale" since reaching a 2020 low earlier this year.

1. Tucson, Ariz.
2. Rochester, N.Y.
3. Jacksonville, Fla.
4. Miami
5. Seattle
6. Grand Rapids, Mich.
7. Memphis, Tenn.
8. Milwaukee
9. New Orleans
10. Cincinnati, Ohio

Source: [LendingTree](#)

LendingTree's team analyzed Google search data to see how popular the search term "homes for sale" is in 50 of the nation's largest metros. Overall, searches for the term "homes for sale" have risen in every metro tracked, compared to their 2020 lows at the onset of the coronavirus outbreak in the U.S..

By the end of April, the number of property searches had rebounded by 54%.

The metros with the largest percentage increase in Google searches for "homes for sale": Tucson, Ariz. (up 164.71% by the end of April compared to its 2020 low); Rochester, N.Y. (up 118.92%); and Jacksonville, Fla. (up 96.08%).

From March to April, Tucson, New Orleans, and Miami posted the largest month-over-month increases in property search growth.

"There are probably people who think there are going to be bargains in the marketplace," says Tendayi Kapfidze, LendingTree's chief economist, about the property search rebound. "They might be anticipating that there will be fewer buyers competing because many people have had a disruption to their incomes or are uncertain about the outlook for their jobs. The low interest rates also make it an attractive time."

Source: "[LendingTree Finds That Google Searches for 'Homes for Sale' Rebounding From 2020 Lows,](#)" LendingTree (May 12, 2020)

**Lois Burlingham**

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**From:** Jan Lesher  
**Sent:** Thursday, May 28, 2020 5:04 PM  
**To:** Chuck Huckelberry  
**Subject:** FW: for our discussion tomorrow  
**Attachments:** Tucson #1 Home search.pdf

**From:** Bill Kelley <bkelly@diamondven.com>  
**Sent:** Thursday, May 28, 2020 4:32 PM  
**To:** Jan Lesher <Jan.Lesher@pima.gov>  
**Subject:** for our discussion tomorrow

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This message and sender come from outside Pima County. If you did not expect this message, proceed with caution. Verify the sender's identity before performing any action, such as clicking on a link or opening an attachment.

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New York City is going to be one of the worst cities to recover from coronavirus.

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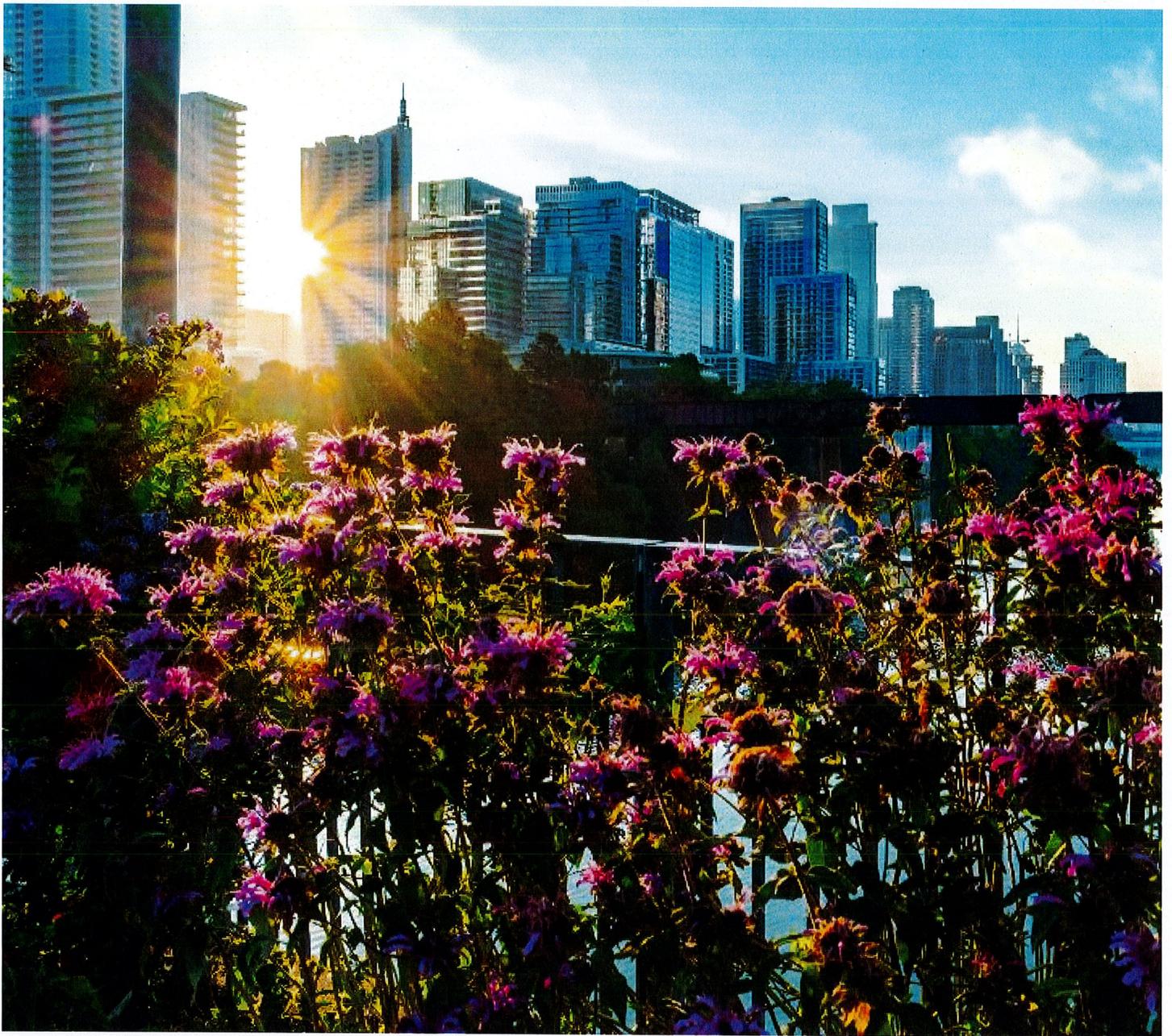
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GETTY

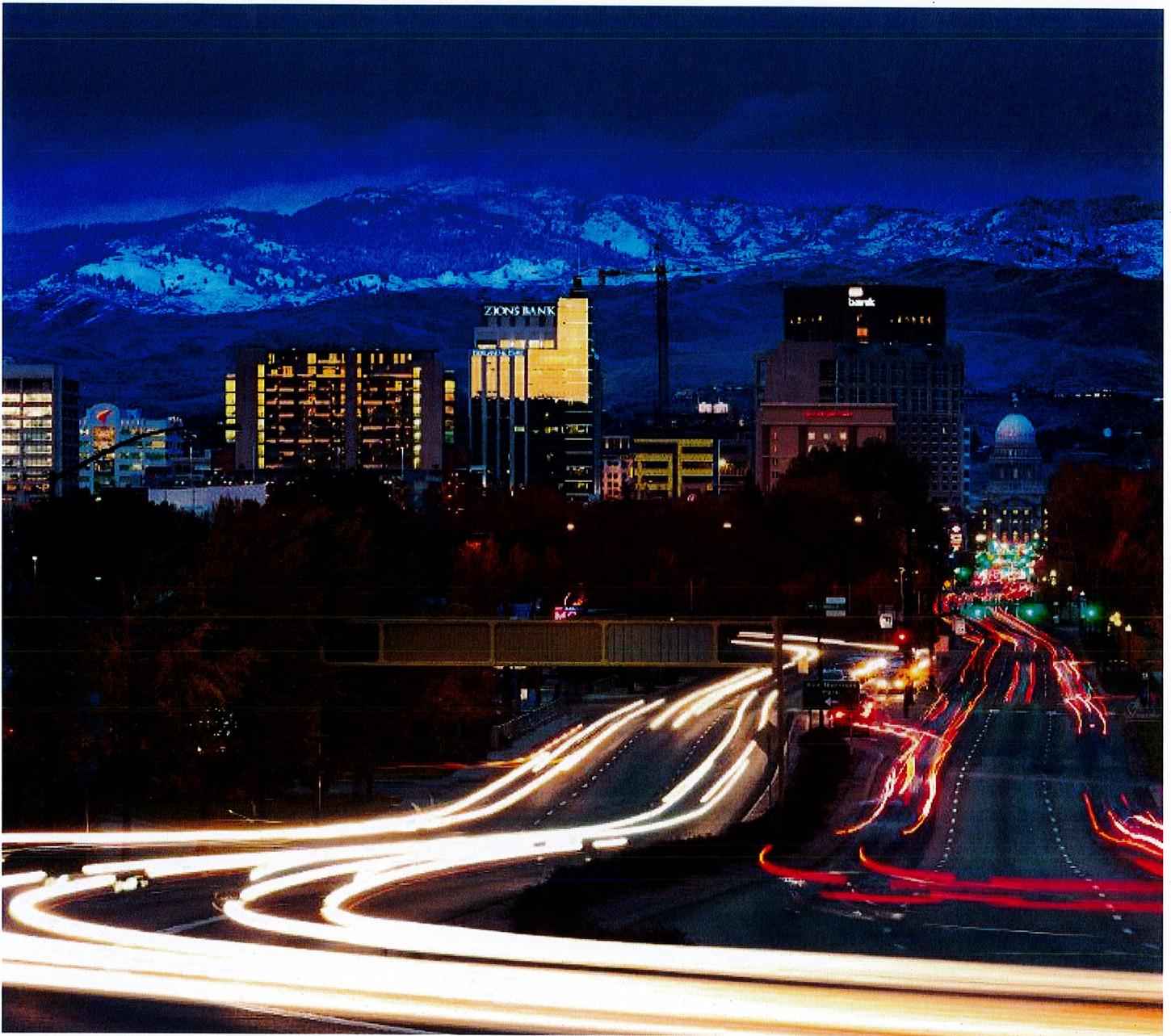
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Salt Lake City, Utah

San Jose, California

Tucson, Arizona

Washington DC

