

Application of Criteria for Pima County Bond Project Proposals

Directions: The Pima County Bond Advisory Committee adopted criteria for project inclusion. For each resubmitted and new bond project proposal, please answer how the project meets the criteria below. If certain criteria do not apply to the project, please answer not applicable. The total response for each project should be no longer than two pages in Arial size 11 font. Please do not submit exhibits or attachments. The completed form should be e-mailed to Deseret.Romero@pima.gov on or before July 15, 2013.

Project Name: Tumamoc Hill Area Regional Visitors Center

1. **Broad Demonstrated Support by Public:** The Tucson area has attempted to develop a regional visitor center for some years to revitalize tourism and to further economic development in downtown Tucson and in the region. With the construction of the streetcar now nearing completion with its beginning point on the west side of the Santa Cruz River and its other terminus at the University of Arizona, there is an opportunity to site a regional visitor center near Tumamoc Hill at the "Birthplace of Tucson" where our region's many natural, cultural, and science-based attractions can be showcased. There is considerable public and stakeholder interest in providing visitors and residents a one-stop point of access to information about educational opportunities, activities, and information related to these destinations.
2. **Has Regional Public Benefit:** Development of a regional visitor center sited on the Santa Cruz River near Tumamoc Hill will help to advance efforts to enhance economic development in our community by revitalizing tourism in our region. It will become the central hub for public outreach, education, and tourism for the entire region, promoting high visitation that will benefit local restaurants and hotels. It will provide a central location to market, coordinate and direct visitors/ residents to area attractions and high traffic will encourage future investments and reinvestment in the West side, and the Center is consistent with and complements the City of Tucson's vision to create Tucson Origins Heritage Park that includes re-creation of the San Agustin Mission Convento and Mission Gardens.
3. **Partnerships:** At this time, there is strong interest moving this forward in partnership with Pima County by the University of Arizona, the City of Tucson, the Friends of Tucson's Birthplace, the Metropolitan Tucson Convention and Visitor Bureau, the Santa Cruz Valley Heritage Alliance, the Rio Nuevo District, local area attractions, and others.
4. **Other Funding Sources or Matches:** None specifically identified at this time, but possible funding could be provided by partners and private investment.
5. **Education and Workforce Training:** The Center is intended to provide educational program to the public as well as visitors to the region. There will be ample opportunity for workforce training at this Westside Center.

6. Impact on Operating and Maintenance Costs for Governments and Commitment to Fund These Ongoing Costs: Operations and Maintenance costs would be borne by the management entity established for the Center, those participating as partners in the Center, and possible private sector support from related development in the area.
7. Advances Board Adopted Principles of Sustainability and Conservation: When the Board adopted principles in Sustainability and Conservation in 2007, Pima County has made great strides in advancing these goals, and promoting tourism as economic development is one of the sustainable means of economic development that expends few resources. It is also anticipated that design and construction of the Center itself will be to LEED standards, incorporating solar technology and water harvesting to reduce energy and water consumption and water use, and the Center itself will provide educational programming related to how traditional knowledge and modern technology can advance sustainable desert living. By placing the Center along the streetcar line and riverpark near downtown Tucson, public transportation use and pedestrian and bicycle use can be maximized.
8. Previously Authorized Large-scale Bond Projects or Programs that are Now Short of Funding: Not applicable to this project.
9. Phasing of Large Projects: This is a new project that complements the City's Tucson Origins Heritage Park and the Mission Gardens project that was previously funded by 1997 County bonds.
10. Project or Program is a Capital Improvement, Not a Repair or Maintenance Project: This is a new capital project