

## Turning Mid-Year Momentum Into Results

Mid-year is a good time to measure progress honestly. Southern Arizona has momentum, but momentum must be converted into results. That means stronger alignment among jurisdictions, business organizations, employers, developers, utilities, educators, and civic leaders. It means preparing sites before opportunities arrive. It means treating housing as part of economic development. It means recognizing that confidence itself is part of competitiveness.

This issue of TREND Report reflects that momentum across many parts of the region. From Pima County's trade mission to Taiwan and the work underway to strengthen Southern Arizona's semiconductor pipeline, to the Growth Council's discussion on regional alignment, to local elections, development activity, infrastructure, housing, transit, interest rates, and market indicators, the message is clear: Southern Arizona is not standing still.

Our region has many of the assets that other markets work for decades to develop. We have the University of Arizona, aerospace and defense activity, optics and photonics expertise, proximity to Mexico, logistics corridors, available land, quality of life, and a commercial real estate community with a clear understanding of where opportunities are emerging. These strengths give Southern Arizona a strong foundation for the next phase of growth.

The Taiwan mission is one example of that foundation being put to work. Southern Arizona is not trying to duplicate Phoenix's semiconductor growth. Our opportunity is to build around our own strengths in workforce development, research, optics, photonics, aerospace, defense, testing, packaging, and specialized suppliers. That kind of focus strategy can help connect local assets to global supply chains and position the region for long-term investment.

The Growth Council report also points toward a more confident regional future. The discussion was not about growth at any cost. It was about responsible growth that is intentional, infrastructure-supported, market-informed, and tied to private-sector job creation. It was about how Southern Arizona can be better prepared, better aligned, and more competitive when employers, investors, developers, and housing providers are making decisions.

That preparation matters. Companies and investors look for more than available land. They look for workforce, infrastructure, housing, utilities, transportation, public-sector coordination, and a civic attitude that shows a region is ready to move forward. Southern Arizona has many of those pieces. The opportunity now is to connect them more effectively.

Housing remains central to that conversation. Communities cannot attract and retain employers without places for workers to live. At the same time, housing growth is strongest when it is connected to job centers, transportation, infrastructure, and long-term economic opportunity. Treating housing as part of economic development is not just practical; it is essential to building a stronger regional economy.

The local election coverage in this issue reinforces the importance of these choices. Marana and Oro Valley are both considering candidates with differing views on growth and development. These decisions matter because local leadership helps determine how communities plan for infrastructure, housing, business investment, and quality of life.

The market data also shows a region adjusting to a more disciplined environment. Capital is still moving, but it is selective. Projects with strong fundamentals, clear execution, and alignment with long-term demand continue to stand out. That same principle applies to regions. Communities that plan well, communicate clearly, and work together better positioned to attract investment.

# ✦ Editorial Opinion ✦



Southern Arizona's opportunity is real. The work ahead is to build on that opportunity with confidence, coordination, and a shared commitment to responsible growth. We do not need to become another region. We need to become the best version of our own—one that supports quality jobs, attainable housing, strong infrastructure, private investment, and the quality of life that makes people want to be here.

Thanks to everyone who helped shape and contribute to this issue and to all who shared their insights. Sincere appreciation as well to our production team—Patti vanLeer, Michael Rossmann, and Jack Paddock—for their consistent support and meticulous attention to detail.

Looking ahead, do not miss our August issue on Hospitality and Tourism Trends. As always, we welcome your feedback and contributions. Visit [TrendReportAZ.com](http://TrendReportAZ.com) and click “Connect” to get in touch.

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