

# Business Plan



ARIZONA  
COMMERCE  
AUTHORITY

MAY 18, 2012

# Strategic Framework

**Vision:** Arizona is the top location for high-quality business growth.

**Mission:** To grow and diversify Arizona's economy and create quality jobs for its citizens by supporting and attracting businesses in targeted, high-growth clusters, with an emphasis on base industries throughout Arizona.

**Strategy I:**  
Attract Businesses to Arizona

**Strategy II:**  
Grow Arizona Businesses

**Strategy III:**  
Create New Arizona Businesses

## ACA in Action

**1** Increase **Awareness** of Arizona's Attractiveness

**2** Enhance Arizona's **Competitiveness**

**3** **Coordinate** Arizona's Economic Development

**4** Make Arizona a Preferred Location for Target Industries: **A&D, Semiconductors, Optics, Biosciences, Solar Energy**

**5** Make Arizona a Leading Hub in **High-Quality Manufacturing and Advanced Business Services**

**6** Foster **Innovation** and Support Entrepreneurship

**7** Become a Preferred Trading Partners with **Mexico & Canada**

**8** Support Employer-focused, Demand-driven **Workforce Development**

**9** Develop **Infrastructure** to Support Economic Growth

**10** Integrate **All Areas** of Arizona Into the State's Growth

## Culture

Transparency / Accountability

ROI

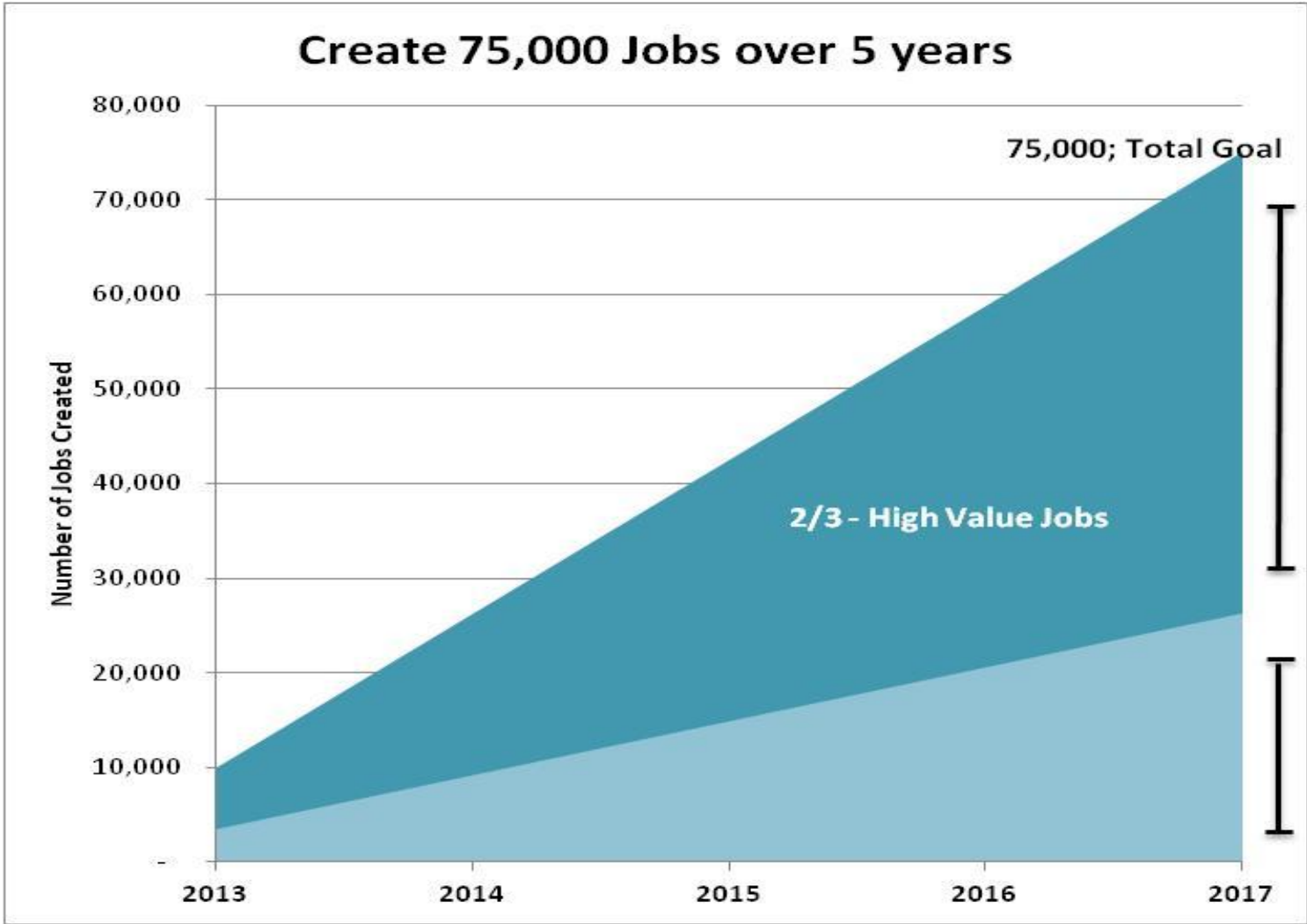
Leadership

Public-Private Engagement

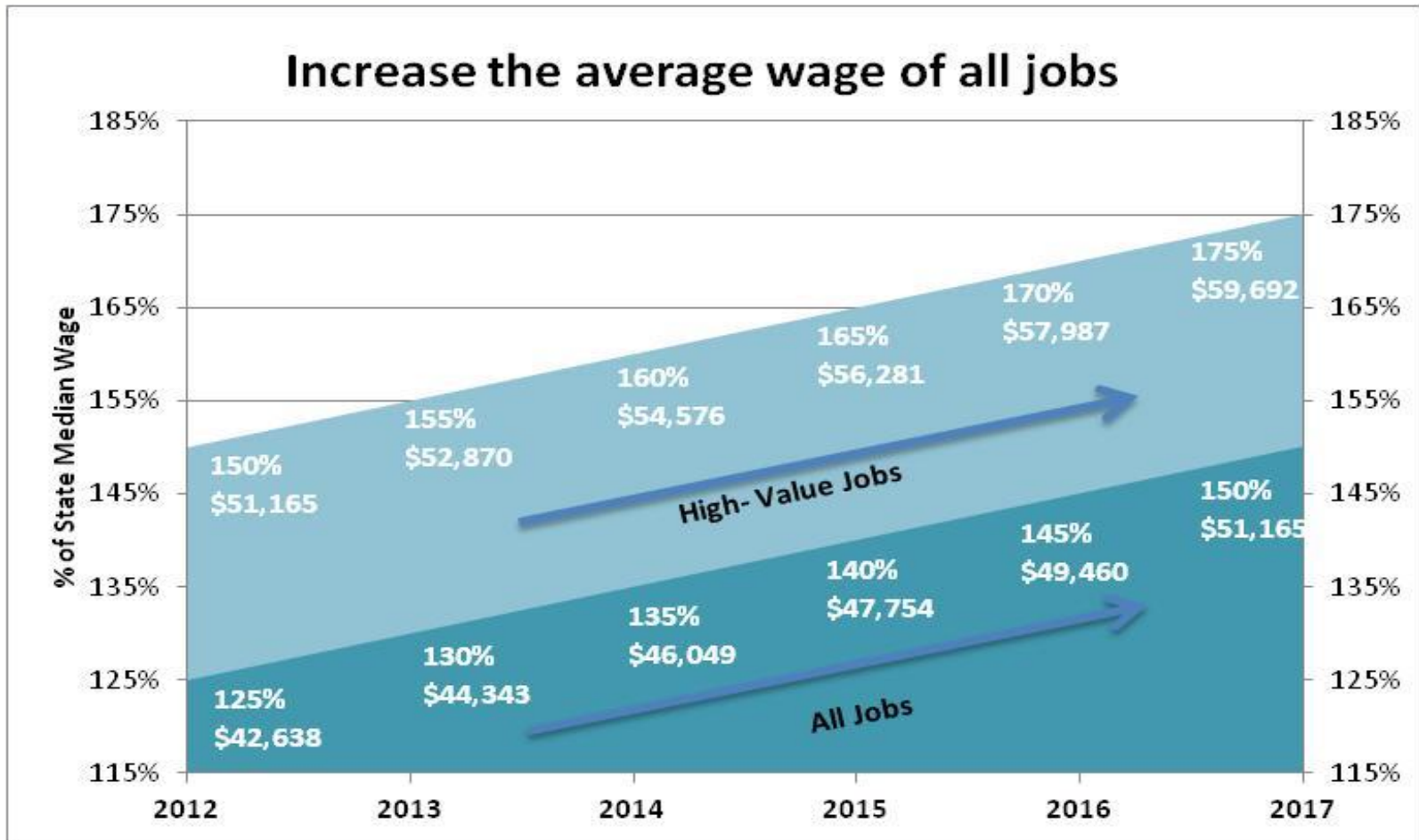
Long-Term Vision / Short-Term Action

Collaboration

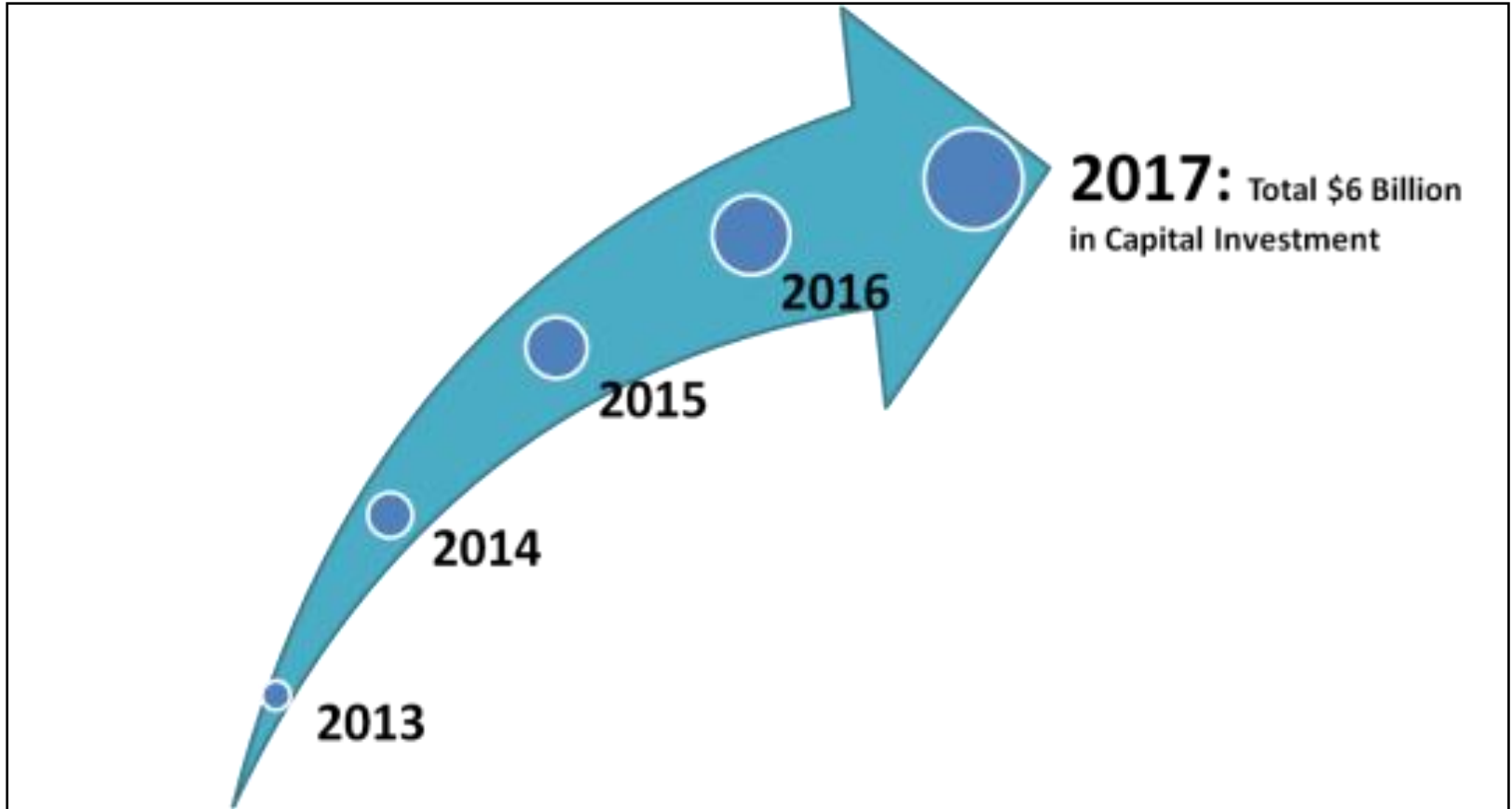
# Job Creation



# Average Wages



# Capital Investment





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