

# MARANA

**Community Profile**



# Mayor's Message



Mayor Ed Honea

On behalf of Marana's Town Council, I thank you for taking the time to read our Community Profile. Marana is located along the state's growth corridor between Tucson and Phoenix, putting the Town in good position for a future filled with exciting opportunities.

The focus of this publication is Marana's Strategic Plan, which was adopted by our Town Council in February 2009. The plan took many hours of staff and resident time and represents

values that have made Marana such a great community.

The entire strategic plan can be found at [www.marana.com](http://www.marana.com). The five priorities, which are discussed in greater detail in this publication, are:

**Commerce:** Marana must have a strong employment base of jobs that pay livable wages. We are a commerce-friendly community that wants to attract and retain businesses that benefit Marana and the region. To that end, Town Council, staff and community partners in early 2010 completed work on Marana's first economic roadmap, which identifies the types of industry that would be most beneficial to our residents.

**Community building:** While our community has seen tremendous growth over the past decade, we must continue to ensure that our new and long-time residents feel at home. We will work toward neighborhood connectivity through parks and bike trails and community activities. We also will offer residents many opportunities to provide their feedback on Town priorities as we all move forward together.

**Heritage:** Although Marana was incorporated just 23 years ago, our community has thousands of years of history upon which to draw. Native Americans and Spanish settlers left lasting and positive impacts on this region. We will continue honoring those who made Marana what it is today as we move forward.

**Progress/Innovation:** The Town remains committed to serving citizens in the most effective and efficient ways. We will continue our collaborative efforts throughout the region and build upon public-private partnerships that have made our community a model for others to follow.

**Recreation:** Marana's climate lends itself to healthy lifestyles and our residents take advantage through many outdoor activities. We remain committed to preserving the Sonoran Desert environment that draws so many residents and visitors to Southern Arizona.

Town Council and staff are here to serve you, our residents and business community. This Community Profile shows where Marana is and where it's going. I'm excited to be here. It's a great place to live or do business. I hope you share my optimism as we all work together to build a better Marana for now and the future.

*Ed Honea*

## Marana at a glance

Incorporated: 1977

Population: 34,500 (approximately)

Area: 120 square miles

Planning area: 242 square miles

Median household income: \$66,841

Parks: 145 acres

Trails: 39.5 miles

## About the cover

Children enjoy the Splash Pad at the Adventura Pool, one of three pools at The Ritz-Carlton, Dove Mountain. The resort opened in December 2009 with 250 rooms, suites and cabanas. The Ritz-Carlton has a destination spa, adventure programs, world-class hiking, 27 holes of Jack Nicklaus Signature Golf and indoor and outdoor dining.

## Marana Town Council

Ed Honea, Mayor

Herb Kai, Vice Mayor	Carol McGorray
Russell Clanagan	Jon Post
Patti Comerford	Roxanne Ziegler

# Marana Strategic Plan Priorities

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## Vision

Marana is the centerpiece of the Sonoran Desert experience, where fun and progress meet



# MARANA MEANS BUSINESS

**M**arana is fast becoming known as the most business-friendly community in Southern Arizona. With unrivaled access to transportation, a newly reorganized Development Services Center and a local government that values corporate investment, businesses large and small are taking note and exploring opportunities in Marana. The Marana Economic Roadmap, the community's strategic plan for economic development, identifies three target industries that will lead the way for the Town's future job growth: transportation and logistics, tourism and visitor experience, and regional industry cluster support.

### Transportation & Logistics

Marana's unique position straddling Interstate 10 just northwest of Tucson and only 90 minutes south of Phoenix contributes to its reputation as a transportation and trade hub. Running parallel to I-10 is the Union Pacific Railroad, presenting another option for the movement of goods and services. The Town of Marana has also invested tens of millions of dollars over the past decade in infrastructure improvements to the Marana Regional Airport, making it a popular facility for executive travel and general aviation. The Town continues to invest in expanding the airport's amenities and is actively seeking tenants for a nearly completed industrial park adjacent to the airport.

### Tourism and Visitor Experience

Tourism has long been a staple of the Southern Arizona economy, with visitors drawn to the community's pristine Sonoran Desert atmosphere, which is suited to being outdoors year-round. Marana has taken tourism a step further to focus on the complete visitor experience, ensuring

guests the trip of a lifetime. The new Ritz-Carlton, Dove Mountain, sets the bar high with a world-class resort hotel and outstanding hiking, golf and spa facilities. The Town of Marana is also investing in a future downtown development area, with high-end shopping, dining and entertainment, and its Heritage Park and Santa Cruz River path, offering visitors a glimpse into Marana's rich history and culture.



*Marana is home to several scenic and challenging courses, including The Gallery Golf Club.*



*The Ritz-Carlton, Dove Mountain in Marana opened its doors in December 2009.*

### Regional Industry Cluster Support

The list of major corporations that have already chosen to locate in Marana is impressive, including Sargent Controls & Aerospace, FLSmidth Krebs, Coca-Cola, Comcast, Lasertel, CalPortland, Johns Manville and Waste Management, among others. These companies join a growing list of high-wage employers who make their home in Southern Arizona, including Raytheon, IBM, Honeywell, Sanofi-Aventis and The University of Arizona, a premier research institution. Marana's unique combination of assets allows it to focus on becoming the location of choice for the many companies that provide support to these employers through materials, contracting and labor, helping these firms expand and creating a truly sustainable local economy.



*The Marana Regional Airport has more than 110,000 takeoffs and landings every year.*

*The Union Pacific Railroad moves hundreds of millions of dollars in goods through Marana every year.*

### TOP 10 EMPLOYERS

1. Marana Unified School District
2. Walmart
3. Town of Marana
4. The Ritz-Carlton, Dove Mountain
5. Sargent Controls and Aerospace
6. FLSmidth Krebs
7. Northwest Fire District
8. Marana Health Center
9. Coca-Cola
10. Comcast





# MARANA'S ADVANTAGE: PLANNING TODAY FOR TOMORROW

**It's the people of Marana who make it a special place to live, work or visit. From holiday celebrations to recreational activities to friendly businesses, Marana is known for its welcoming community spirit.**

Marana has long been recognized as a great place to raise a family, thanks in large part to its outstanding schools and lifelong educational opportunities. Starting in the Marana Unified School District, students are given opportunities for high achievement through innovative classroom technologies and partnerships with the local business community. In recent years, Marana schools have been awarded multiple statewide "A+ School" recognitions and "National Blue Ribbon" awards, and in 2007 were recognized as home of the Arizona Teacher of the Year.



Photo by Jeff Smith

*The University of Arizona campus is a short drive away from the Town of Marana.*

Higher education opportunities are a short drive from Marana at Pima Community College and The University of Arizona. With campuses throughout Pima County, PCC offers career and technical training to many Southern Arizona businesses, as well as two-year programs designed to help high school graduates succeed at traditional four-year colleges or universities. The University of Arizona, one of the world's top research institutions and home to more than 37,000 students, is also a major driver of the Southern Arizona economy. The UA serves as a learning center for the region and produces a well-qualified workforce for many of Marana's high-tech employers.

Access to superior healthcare is also a major focus of Marana's community goals. The Marana Health Center, with convenient clinics throughout Southern Arizona, recently broke ground on a three-story facility across from the Marana Municipal Complex



Town events, including Founders' Day, the Star-Spangled Spectacular and the Holiday Festival, are attended by thousands every year.

with more than 74,000 square feet of general medicine, pharmacy, dental and laboratory space. Marana is also located near the full-service Northwest Medical Center.

In one of its most exciting projects to date, the Town of Marana is working diligently with its private sector partners to develop Downtown Marana, a mixed-use area in the northern part of town that will serve as a destination

for residents and visitors.

United under the vision of outstanding shopping, dining and public spaces, Downtown Marana will be a dynamic urban core and give the Town an identity like no other community in Arizona.



Marana is home to Northwest Medical Center's Continental Reserve Urgent Care facility.



### MUSD HIGH-SCHOOL SPECIALTY CLASSES

The Marana Unified School District offers high-school students world-class opportunities, including smaller learning communities, advanced placement and dual enrollment courses and career and technical education programs. Courses are designed to prepare students for entry into college, university or direct employment.

#### SOME OF THOSE COURSES INCLUDE:

- Architectural Drafting
- Culinary Arts
- Forensics
- Graphic Design
- Hospitality Management
- Mandarin Chinese
- Marine Ecology Sports Medicine
- TV Production
- Welding



# HISTORY THRIVES IN MARANA

*Farming is an important part of Marana's past, present and future.*



## MARANA TIMELINE

- 550 to 850: Hohokam culture begins
- Late 1600s: Spanish arrive from south and Apache from northeast
- 1694: Father Kino is first known European to visit area
- 1775: Juan Bautista de Anza expedition passes through on way to founding San Francisco
- 1880: Southern Pacific Railroad arrives from north
- 1890: Name "Marana" first appears on Southern Pacific Railroad map
- 1912: Arizona becomes 48th state
- 1917: Community named Postvale; cotton industry thrives
- 1924: First Mormon settlers arrive
- 1930: Chinese farming community develops
- 1957: Marana Health Center opens
- 1961: Historic mercantile business district demolished to prepare for Interstate 10 construction
- 1977: Town is incorporated
- 1979: Start of aggressive annexation and growth
- 1999: First mayor elected by residents
- 2005: State-of-the-art municipal complex opens

**M**arana is known for its rich heritage, celebrated through well-attended community events and exciting public projects. While the Town was incorporated only a little more than 30 years ago, the Marana area has long been a center of agriculture and trade for many cultures and peoples.

Marana is one of the longest continuously inhabited areas in Arizona, beginning with the ancient Hohokam Indians who occupied vast areas along the Santa Cruz River hundreds of years ago. Archaeological finds from this time period are not uncommon in Marana, and the Town has strived to incorporate significant prehistoric features into its public projects and heritage displays.



One such project is the Marana Heritage Park, located in the northern part of the community. An exciting destination for residents and visitors alike, the park includes a working farm managed in partnership with the Marana Community Food Bank, a multiuse path for walking and biking along the Santa Cruz River, a miniature railroad for children operated during community festivals and a farmers' market every Monday afternoon. Plans also include a heritage museum, making the heritage park a tribute to yesterday's Marana.

Primarily a farming community for much of the 20th century, today's Marana is a balanced mix of progress and rich cultural history. Visitors can enjoy a wealth of heritage-related activities, from rodeo competitions to archaeological digs, many available year-round.



# MARANA LIVES ON THE CUTTING EDGE

*The new Marana Health Center is being built using stringent green standards.*



### AN AWARD-WINNING COMMUNITY

The Town of Marana won three Common Ground Awards in 2009. Common Ground Awards are given annually by the Metropolitan Pima Alliance to celebrate collaboration in the community.

The Town received awards for its Strategic Plan (public policy), Thornydale Road improvements (public works) and Yuma Wash Heritage and Silverbell Road project (archaeology and historic preservation).

The Strategic Plan, which serves as a comprehensive document that identifies Marana's vision for its future, was reviewed by the public at more than a dozen community forums. The Thornydale Road project greatly improved traffic flow, public safety and business access between Orange Grove Road and the CDO Wash. The Town preserved vital Native American artifacts while improving an important roadway during the Yuma Wash/Silverbell Road project.

Marana won three of the nine awards given at the ceremony. Seventy projects were submitted by various entities in Pima County for consideration and 26 finalists were chosen from that group.

**O**n a typical day in Marana, you'll find employees at Sargent Controls & Aerospace building their signature "quiet technology" valves that will later be installed in military submarines. Head down the street to Lasertel and you'll see engineers developing laser technology for the treatment of fungal infections. Drive across town and you'll witness the construction of the new Marana Health Center, which is being built to LEED green-building standards. Community-wide, it's evident that Marana citizens are an innovative group. Constantly looking toward a bright future, Marana is a great place to let ideas grow and become reality.

Marana is home to a number of world-class companies on the cutting edge of science and technology. These corporations provide high-quality jobs for the community and critical linkages to Marana's educational system, helping develop the next generation of innovative leaders. Partnerships between the business and educational sectors are frequent, with many companies opting to "adopt a school" and provide critical career and technological resources for students.

The Town of Marana also sees itself as setting the example for progress and innovation, especially when it comes to use of taxpayer money. Even while growing at a rate of nearly 150 percent since 2000 and building key infrastructure to handle new developments, Marana businesses and residents still enjoy a low-tax environment when compared to other similar-sized communities. Marana has many times been recognized for its creative use of funds to ensure that public projects are delivered on time, on budget and to the satisfaction of its residents.



*Marana-based Lasertel designs and manufactures high-power semiconductor lasers for a variety of applications.*



# MARANA'S GREAT OUTDOORS

**M**arana's goal to become the "Recreation Capital of Arizona" is quickly becoming a reality, with outstanding opportunities to enjoy healthy, active lifestyles available throughout the community.

Marana is home to a number of major athletic events, including the PGA TOUR's World Golf Championships Accenture Match Play Championship, which brings the world's top 64 players to Marana each year to compete for one of the largest purses in professional golf. El Tour de Tucson, a bicycle race that draws cycling professionals and novices from across the world, also crosses through Marana, as does the Tour of the Tucson Mountains, another exciting cycling event. These competitions lure tens of thousands to Marana each year to witness some of the world's top athletes competing at their highest levels.

But you don't have to be a professional athlete to enjoy all of Marana's recreational opportunities.

The Town has some of the finest golf in Arizona, available on both public and private courses. Hiking is also a major draw to the Marana area, with breathtaking vistas of the Tortolita Mountains and the entire Tucson valley awaiting adventurers of every skill level.



PARKS	ACRES	YEAR OPENED
Ora Mae Harn Park	30	1968
Crossroads at Silverbell Park	48	2010
Continental Ranch Neighborhood	16	2002
Continental Reserve	9	2003
Wade McLean Park	4	2003
El Rio Park	2	2004
Gladden Farms Park	16	2006
San Lucas	20	2008
<b>Total Acres 145</b>		



*World No. 2 Phil Mickelson talks to the media during the Accenture Match Play.*

Children, families and seniors also play important roles in Marana's reputation as a recreation capital. The Town of Marana Parks and Recreation Department offers popular special interest classes to residents and visitors of all ages, including dance, aquatics and aerobics, and sponsors a number of adult sports leagues throughout the community. Marana is also great place to get fit at your own pace, with miles of multiuse paths and trails that make seemingly distant parts of town feel connected.

And don't forget the rodeo. One of Marana's historic pastimes is still an active part of its recreational culture. Whether you're a professional cowboy or just an aspiring one, watching these athletes hone their skills under the Marana sunset is an experience you won't soon forget.





[WWW.MARANA.COM](http://WWW.MARANA.COM)



11555 West Civic Center Drive  
Marana, AZ 85653

(520) 382-1999