



Metropolitan Pima Alliance

Immersion is a non-partisan professional and leadership development program whose goal is to provide attendees in depth knowledge about each segment of Southern Arizona's construction, real estate and development sectors. Professional development, industry focused education and civic engagement are a few of the benefits participants will receive from this three-month program. Each session will be led by industry experts and community leaders from both the public and private sector, providing participants beneficial connections in addition to knowledge. Immersion hosts cohort(s) in which participants expand their knowledge of development in our region and become strong industry and community leaders.

MPA's Immersion program is created exclusively for early to mid-career professionals and future industry leaders. It is a great opportunity to learn every segment of the business and network with peers and leaders in our industry. Each class will be comprised of between 20 and 30 industry professionals and will be carefully selected to ensure a variety of disciplines and experiences are represented within it. Class participants will be selected by a panel, based upon the information provided during the application process. In order to complete the program, participants must attend each course day in full; if an absence occurs, the course must be made up in the next class.

The fall 2020 program will run from August 14th through October 23rd. Course days will take place on the second and fourth Friday of the month from 12-5:30 PM. Each course day will be comprised of two topic sessions each lasting two hours, resulting in a total of 12 topics covered over the duration of the program. Included in each course day is lunch, snacks and a hosted happy hour, allowing participants to engage in relationship building with their classmates and that day's topic presenters.

MPA is a non-profit 501c6, non-partisan membership organization dedicated to providing advocacy, education and relationship building for the land use and development community of the greater Tucson region. Unique to the region, MPA is an alliance of business, government and non-profit organizations. MPA's goals relate to improving our region's quality of life and economic vitality. Land development is the foundation of economic development and our role in the community is to advocate for balanced residential and commercial land use policies that stimulate economic development and reasonably preserves our natural environment.

Fall 2020 Tuition

Tuition includes lunch, snacks and a hosted happy hour for each course day. Additionally, all participants will be provided with the needed curriculum and materials to excel in the course. Tuition is non-refundable and is due at the time the applicant is accepted. After acceptance and payment of tuition, a participant may delay their enrollment by one session.

Private Industry MPA Member: \$550

Private Industry MPA Non-member: \$750

Public Employee MPA Member: \$350

Public Employee MPA Non-member: \$450

Non-profit/Community Partner MPA Member: \$350



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Fall 2020 Schedule

August 14th: Course 1

- 1) **Understanding the significance of land development in Southern Arizona's economy: the historical role that development plays in economic development**
-Description: This topic will introduce the concept of land development being an economic development tool. We will explore some of the impactful events and policies that have taken place over the last 30 years that have shaped the industry (ex. Multi-Species Habitat Conservation Plan, Land Trust, Prop. 207).
- 2) **Market analysis**
-Description: This topic will provide a general understanding of the residential and commercial development markets and how they are drivers of economic development.

August 28th: Course 2

- 1) **Urban/infill development vs. suburban development**
-Description: This topic will cover urban/infill development and how it differs from suburban development. While both types of development require permitting, entitlements, financing and construction, the paths to successfully executing either is quite different.
- 2) **All Things Legal: acquisitions, contracts, legal partnerships and a developer's rights**
-Description: This topic breaks down the legal and regulatory aspects involved in acquiring and developing a project as well as the role that state statutes play in the development process. The importance of due diligence will be covered along with the art of negotiating a contract and how it can protect the land/project owner's interests.

September 11th: Course 3

- 1) **The Public Process: Planning/entitlements/zoning**
-Description: This topic will introduce the concept of Specific Plans, Development Agreements, rezoning, permitting and the public approval process. Much of the land development process is following code, this topic helps to layout the path to gaining approval to move forward with a project.
- 2) **Infrastructure, the building blocks of a community: water, wastewater, roads, schools, parks and public transportation.**

-Description: For a project to be viable, it must have access to water, wastewater, utilities, roads, schools, parks and public transportation. This topic addresses the process by which use of these are granted and the interconnected role they play in creating a healthy community.

September 25th: Course 4

1) Working with the jurisdictions and neighborhoods: how the private sector interacts with the public sector to create sustainable development projects.

-Description: This topic explores the process of working with the local municipalities and neighborhoods as a project travels through the public process to gain approval by the local elected bodies. Many projects must undergo a rezoning or a specific plan amendment or a planned area development before they can begin construction.

2) Financing - public/private, capital markets, investors, appraisals, impact fees and incentives

-Description: Where and how to invest money in the development process and how to reduce the risk of investing in the real estate market.

October 9th: Course 5

1) Site Design/Development Plans/Plats, Architectural Design, Civil Plans

-Description: Great projects require great design teams to address the physical aspects of development that best use the land, zoning, and location while creating inspirational spaces. Technical aspects include: site selection and planning, optimizing building design, grading, hydrology, utilities and landscape plans

2) Construction- Selection processes/considerations, administration of the contract

-Description: Great projects also require a great construction team that builds, efficiently, safely and sustainably. This topic explores effective hiring/managing of a construction firm using qualifications based or low bid selection, ensuring a team-based approach, and the process of construction administration to successful completion.

October 23rd: Course 6

1) Property management and closing

-Description: Once a project is completed, both residential and commercial, it may need to be sold, leased and or managed. This topic explores the role that commercial brokers play in leasing and selling the land as well as managing developments and properties.

2) Wrap Up: site tour and keynote

-Description: Participants will enjoy a site tour of a development project as the conclusion of this course as well as participate in an active conversation with the Mayor of Tucson. 2020's class will be touring The Bridges project.