

# iSOMOS UNO!

A Cultural Heritage Strategy for Tucson

iSomos Uno! is a joint planning effort led by the Office of Mayor Regina Romero and the Office of the City Manager, in collaboration with the Arts Foundation for Tucson and Southern Arizona, and with professional support from consulting firm Lord Cultural Resources and a steering committee of arts, culture, and history sector leaders.

## AT-A-GLANCE: STATE OF CULTURE IN TUCSON

### Public Engagement

Understanding public perspectives and creating a shared vision based on the needs and desires of those who live, work, play, create, visit and learn in the city is central to developing a cultural heritage strategy for Tucson. Overall, a variety of engagement methods were used to connect with and gather input from over 2,000 individual participants in Tucson.

From October 2023 to March 2024

**1,748**   
completed public surveys

**35**   
one-on-one interviews with community & opinion leaders

**12**   
Community engagement **workshops & gatherings** organized and attended with over 235 residents engaged

**3**   
VIRTUAL OFFICE HOURS  
Attended by **8** participants

**2,000+**   
individual participants

**3**   
pop up events

### Survey Highlights

**85%**

agree or strongly agree that "The City of Tucson should invest more public funding in Heritage, History, Arts and/or Cultural sites, programs, or activities."

**86%**

rate the overall quality of Heritage, History, Arts, and Cultural offerings in the City of Tucson as excellent or good

**53%**

would like to see more History, Heritage, Arts, or Cultural programs, tours, classes or workshops

### Economic and fiscal impact of the creative economy and arts and culture industries

Collectively, Tucson's arts and culture and creative economy industries contribute

**52,184 jobs**

Tucson's arts and cultural economy directly generates

**\$49.5 million**

in annual tax revenue for the City of Tucson

Tucson's core arts and cultural industries annually contribute

**\$4.1 billion**

to the City's economy. This accounts for 7.3% of Tucson's overall economy

Cultural tourism generates approximately

**\$431 million**

in annual out-of-town visitor spending

## Emerging Insights



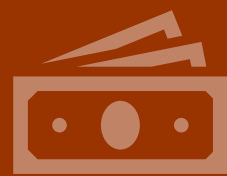
Tucson's community dedication to history, heritage, arts and culture is a huge asset, but the **lack of funding hinders the sector's sustainability, growth and potential** for greater impact.



Tucson's **deep history and rich cultural heritage** deserves to be more widely shared and understood through an intentional and holistic narrative.



Tucson's rich **food heritage** plays an integral role in the cultural ecosystem and there is an overlooked opportunity to deepen this asset through cross-sector engagement.



Exploring **new funding mechanisms to increase sustainable financial support** will be critical to advancing the city's cultural ecosystem.



There is large **potential for growth and further investment** in Tucson's thriving creative economy.



**A municipal focal point is needed** to support both public, external-facing needs, and the internal needs of increased cohesion and collaboration within the sector.



Residents would like to see more **equitably distributed cultural and creative programs** that foster a sense of belonging throughout Tucson's diverse neighborhoods.



There is a need for more **cultural venues and facilities** that serve the cultural heritage, artistic, and creative communities.

What's next?  
Development of final strategy  
and implementation plan

**iSOMOS UNO!**  
A Cultural Heritage Strategy for Tucson