

HOUSING AS AN ECONOMIC DEVELOPMENT STRATEGY

KEY FINDINGS FROM THE UNIDOSUS HOME INITIATIVE

Nogales is uniquely positioned to benefit from international trade, nearshoring, and major regional investments, but housing shortages threaten workforce growth, economic competitiveness, and homeownership.

NOGALES AT A GLANCE

20,000 POPULATION (2024)	93%+ LATINO POPULATION	49.4% HOMEOWNERSHIP RATE	\$43,214 MEDIAN HOUSEHOLD INCOME	43% FOREIGN-BORN RESIDENTS
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SOURCE: 2024 AMERICAN COMMUNITY SURVEY

ECONOMIC OPPORTUNITY IS GROWING

SOUTH32 HERMOSA PROJECT \$3.3 BILLION PRIVATE INVESTMENT	200-900 DIRECT JOBS	2,000 INDIRECT JOBS	\$936M ANNUAL ECONOMIC OUTPUT	80% LOCAL HIRING GOAL
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A TRANSFORMATIVE INVESTMENT THAT WILL STRENGTHEN JOBS, WAGES, LOCAL BUSINESSES AND THE REGIONAL ECONOMY.

HOUSING INVESTMENT PAYS OFF

32 NEW HOMES = BIG ECONOMIC IMPACT

\$10.1M PRIVATE INVESTMENT	30-45 CONSTRUCTION JOBS	90-100 NEW RESIDENTS	+1.3% INCREASE IN HOUSING SUPPLY	\$90K-\$110K ANNUAL PROPERTY TAX REVENUE	\$1.0M-\$1.7M ANNUAL LOCAL CONSUMER SPENDING
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HOUSING DEVELOPMENT STRENGTHENS MUNICIPAL REVENUES, SUPPORTS LOCAL BUSINESSES AND IMPROVES WORKFORCE RETENTION.

WHAT WE HEARD

- Build more workforce housing to attract and retain essential workers.
- Prepare local workers for higher-paying, in-demand jobs.
- Improve permitting processes and invest in infrastructure.
- Expand public-private partnerships and collaboration.
- Strengthen logistics and international trade advantages.
- Use the South32 investment to diversify — not depend on one industry.

FOUR POLICY PRIORITIES

- 01
- EXPAND WORKFORCE HOUSING
Increase housing supply and improve affordability.
- 02
- GROW LATINO HOMEOWNERSHIP
Expand down payment assistance, mortgage access and first-time homebuyer programs.
- 03
- INVEST IN WORKFORCE DEVELOPMENT
Partner with employers, educational institutions and workforce agencies.
- 04
- STRENGTHEN PARTNERSHIPS
Coordinate government, developers, employers, nonprofits and community partners.

“HOUSING IS ECONOMIC DEVELOPMENT.”

STRATEGIC INVESTMENTS IN HOUSING STRENGTHEN WORKFORCE RECRUITMENT, EXPAND HOMEOWNERSHIP, GROW LOCAL BUSINESSES AND BUILD LONG-TERM ECONOMIC RESILIENCE.

UNIDOSUS
HOME INITIATIVE HOME OWNERSHIP MEANS EQUITY

THE HOME INITIATIVE SEEKS TO CREATE 4 MILLION NEW LATINO HOMEOWNERS BY 2030.

SOURCES: AMERICAN COMMUNITY SURVEY (2024); IMPLAN; ARIZONA OFFICE OF ECONOMIC OPPORTUNITY; PROJECT HERMOSA (SOUTH32); STAKEHOLDER INTERVIEWS.