

# LOCATE IN SUPERIOR, AZ

## Small Town. Global Impact.



**SUCCEED IN  
SUPERIOR AZ**  
People + Business Thrive Here

[www.SucceedinSuperiorAZ.com](http://www.SucceedinSuperiorAZ.com)



Superior, AZ, is a small town with a global impact. Companies from across the world thrive here, leveraging a talented local and regional labor market and the unmatched operating advantages of the Phoenix Metro Area. An idea and business friendly community that genuinely cares about its people, a Superior location is the key to your business success.

## Introduction

Located 40 minutes east of the vibrant and rapidly expanding Phoenix Metro Area, Superior, AZ is a highly desirable community for both residents and businesses seeking the advantages of small town charm with urban access and global reach. People and business succeed here.

Superior presents a prime opportunity for high-quality companies seeking a startup, expansion or new facility location. With its close proximity to the Phoenix Metro Area, an idea and business friendly environment and within an easy commute for nearly 1.2 million talented and skilled workers of the region's 2.7+ million talent pool, Superior offers an unparalleled setting for exceptional business growth and innovation.<sup>1</sup>

The Town's scenic mountainous landscapes, clean air and outdoor recreational activities contribute to a very desirable quality of life for executives, business owners and employees alike. With competitive property costs, a pro-business climate, and a commitment to sustainable growth, Superior presents a compelling case for firms seeking a thriving and dynamic environment to succeed.

In January 2025, Business View Magazine ranked Superior as Arizona's Best Managed Town with a population of less than 10,000 – a testament for how well the community works with its residents and employers.<sup>2</sup> We invite you to learn more about Superior and put us at the top of your list when considering a location for your new or expanding facilities.

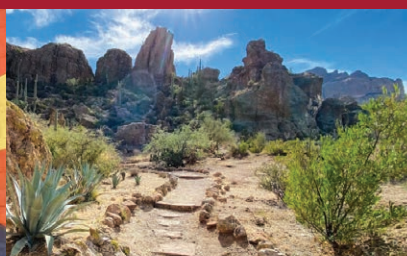


## Location, Location, Location

A Superior location offers direct access to the Phoenix Metro Area and major markets throughout the Western United States:

- Proximity to the Phoenix Metro Area: Located just 40 minutes east of the Phoenix Metro Area, Superior provides easy access to the amenities and opportunities of a major metropolitan area while maintaining its small-town charm.
- Region's Well-Developed, Modern Freeway System: Superior benefits from a well-developed freeway system with connectivity to major interstate routes, ensuring efficient travel and goods transport.

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- U.S. 60: This federal highway runs through Superior, providing direct access to Phoenix and beyond. This route is essential for both commuting and commercial transport.
- Proximity to Phoenix International Sky Harbor: Superior is conveniently located just 60 minutes

from Phoenix International Sky Harbor Airport, which directly connects this dynamic region to every continent across the world. More than 130 domestic and over 25 international destinations are conveniently served by 25 commercial airlines from Sky Harbor.<sup>3</sup>



## Business and Industry

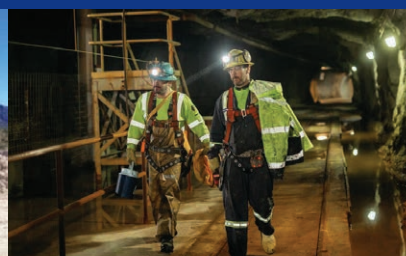
Arizona is a top destination for businesses looking to expand or relocate.

With a vibrant and envied economy, pro-business policies and proactive support from government and institutions, the state offers abundant opportunities for growth.

Companies located in the state benefit from an expanding skilled workforce, significant R&D investments, modern infrastructure and global access.

With thriving industries and a high quality of life, Arizona is the ideal place to build a successful future.

The Phoenix Metro Area – Arizona’s economic engine – boasts a dynamic and highly diversified economy, with key industries including technology, manufacturing, education, defense, healthcare, aerospace and aviation and finance. The region’s Gross Domestic Product (GDP) was \$593.9 billion in 2025, showcasing strong economic growth.<sup>4</sup>



Major employers such as Intel, Virgin Galactic, Honeywell, Boeing, Carvana, ON Semiconductor, Charles Schwab, Stryker, Banner Health, Vanguard, American Express, Amazon, Meta, Alphabet, Microsoft, Apple, TSMC, GoDaddy and Avnet have established significant operations in the area. Emerging industries like renewable energy, AI-driven biomanufacturing, battery technologies and storage and electric vehicle manufacturing also are expanding, contributing to the region's dynamism and diverse economy. In 2024, CBRE reported that tech industry employment in the Phoenix Metro Area had increased more than 17% between 2018 and 2023. That level of growth continues unabated and companies are finding the talent they need and want within the region.<sup>5</sup>

Within this dynamic environment, Superior is a small town with a global impact. Historically, the town

thrived on its rich copper deposits, a legacy that continues to shape its economic landscape today. The Resolution Copper project, one of the largest undeveloped copper deposits in the world, has the potential to supply 25% of the nation's copper exports, if not more.

But Superior is more than a mining town; it is home to other global companies including:

- Headquartered in Paris, France, Imerys is a leading global producer of synthetic graphite powder, widely used in industrial-scale applications for lithium-ion batteries and fuel cells.
- Omya, established in 1882 and headquartered in Oftringen, Switzerland, specializes in the production of industrial minerals, with a primary emphasis on calcium carbonate and dolomite.

### Key Regional Industries



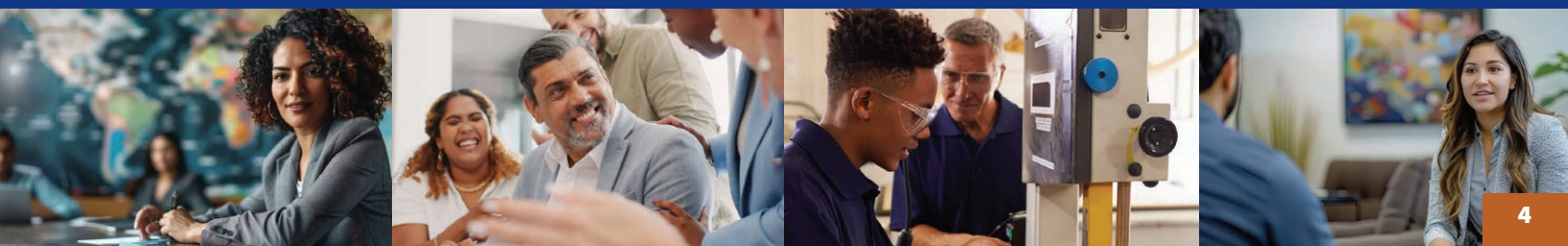
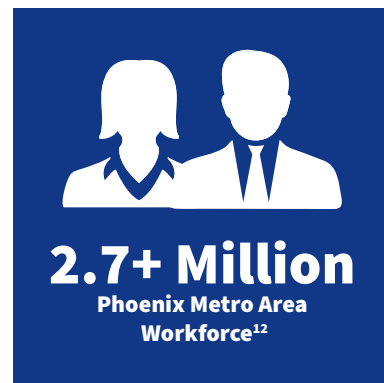


## People and Talent

In 2025, Superior and its surrounding areas have seen significant growth in skilled labor, particularly in sectors such as healthcare, technology and manufacturing.<sup>6</sup> The proximity to the Phoenix Metro Area, which boasts a workforce of over 2.7+ million nonfarm employees and an unemployment rate of just 4.1%, further enhances Superior's appeal.<sup>7</sup> With the region's diverse job market and strong talent pipeline from local universities, businesses in Superior can tap into a wealth of experienced professionals and emerging talent.<sup>8</sup>

## Phoenix Metro Area Population

The 10th largest metropolitan area in the U.S. with a highly diverse population is home to more than five million people.<sup>9</sup> The region's workforce of 2.7+ million is employed across a broad range of economic sectors and occupations.





**\$465,000**

Phoenix Metro Area  
Median Sales Price<sup>15</sup>



**\$231,000**

Superior, AZ  
Median Sales Price<sup>16</sup>

## Quality of Life

### Housing

Superior, AZ, offers a range of housing options and neighborhoods that cater to various lifestyles and budgets. The Town's scenic beauty and strong sense of community make it an ideal place to live, work and play.

### Education

Superior, AZ, the broader Pinal County and Phoenix Metro Area offer outstanding educational resources from K-12 to postsecondary institutions. These educational opportunities are vital for families seeking quality education and companies looking to attract a skilled workforce.

Locally, the Superior Unified School District boasts a commendable graduation rate of approximately 94%, and 70% of these high school graduates pursue higher education, attending colleges and universities in Arizona and across the U.S. and world. Areas of excellence include STEM education, community engagement and arts and athletics.<sup>17</sup>

A Superior location also ensures an abundance of postsecondary degree programs as well as technical workforce development and training.

#### **Cobre Valley Institute of Technology (CVIT):**

Provides career and technical education to high school students in Gila and Pinal counties. Programs in fields like healthcare, welding and electrical installation are offered through partnerships with institutions like Central Community College and Eastern Arizona College. CVIT's dual enrollment opportunities enable students to earn both high school and college credits, preparing them for Arizona's workforce while supporting the economic growth of Superior and nearby communities.<sup>18</sup>



**Central Arizona College (CAC):** A community college providing a range of associate degrees, bachelor's degrees and professional certificates. CAC annually enrolls 5,000 students across its five campuses in Pinal County as well as in its online degree and certificate programs. In addition, CAC offers 20 certificate and degree programs, providing employers and students with flexible learning options, as well as provides specialized programs in technical fields, information technology and engineering, preparing students for high-demand careers in these sectors. Each year, CAC awards approximately 1,200 associate degrees, bachelor's degrees and professional certificates.<sup>19</sup>

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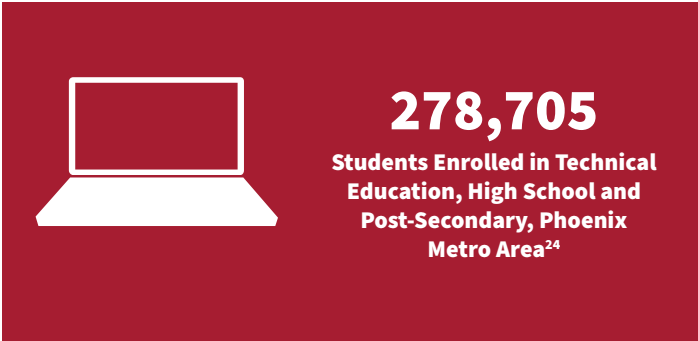
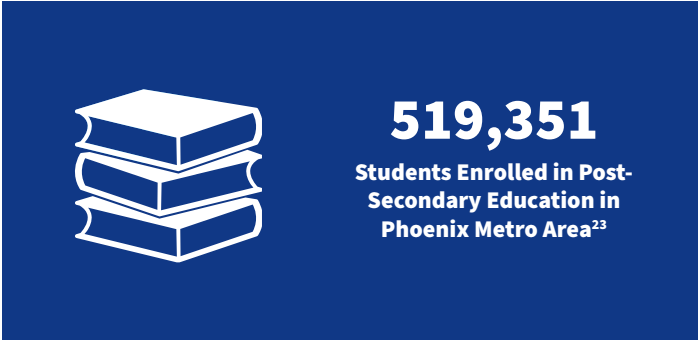
### Phoenix Metro Area – Higher Education Hub:

The Phoenix Metro Area is home to more than 20 colleges and universities, including Arizona State University, University of Arizona and Maricopa Community Colleges.<sup>20</sup>

**Arizona State University (ASU):** Is a leading public research university known for its innovation and academic excellence. In 2025, ASU was named the world’s most innovative university for the eleventh consecutive year by U.S. News & World Report. This venerable institution excels in research, sustainability, entrepreneurship and interdisciplinary studies.<sup>21</sup>

More than 100,000 students pursue their higher education at ASU across its campuses and online programs. The university awards approximately 20,000 bachelor’s degrees, 5,000 master’s degrees and 500 Ph.D. degrees annually. For employers, workers and residents of Superior, ASU’s Main Campus in Tempe, AZ and ASU Polytechnic in Mesa, AZ are a very short commute.<sup>22</sup>

Students attending ASU’s Main Campus gain hands-on experience in artificial intelligence (AI) programs in machine learning, robotics and data science, preparing students for advanced careers in technology, while ASU Polytechnic offers students hands-on education in fields like AI, robotics,



cybersecurity and digital manufacturing, with advanced facilities including flight simulators and semiconductor labs, supporting real-world learning. These educational institutions collectively support the development of a skilled and knowledgeable workforce, and this collaborative effort enhances the attractiveness of Superior, AZ, and Pinal County for individuals, families and businesses alike.

### Degree Attainment in Phoenix Metro Area

Graduates with an AA Degree<sup>25</sup>



Graduates with a Bachelor’s Degree<sup>26</sup>



Graduates with a Master’s Degree or Higher<sup>27</sup>



Professional Certificates Issued<sup>28</sup>





## Healthcare

Superior, AZ, is well-equipped to meet the healthcare needs of its residents through a combination of local facilities and regional medical centers. Coupled with local clinics, pharmacies and support services, Superior's healthcare infrastructure ensures that residents receive the care they need, close to home.

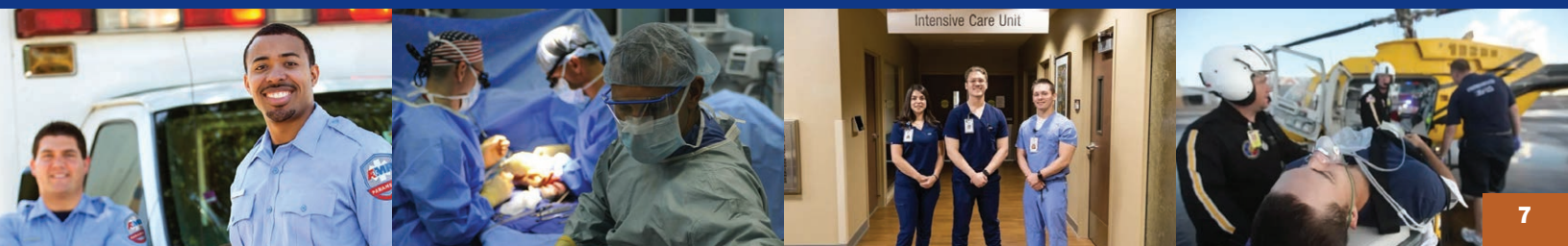
This healthcare system not only enhances the quality of life for Superior's residents but also makes the Town an attractive location for families and businesses seeking a supportive and health-conscious community.

**Cobre Valley Regional Medical Center (CVRMC):** Is an important healthcare provider serving Superior and the broader region. CVRMC provides comprehensive medical services, from emergency

care to specialty treatments, ensuring that Superior's community has access to high-quality healthcare. With its main hospital located in nearby Globe, AZ, CVRMC is easily accessible to Superior residents, offering a range of medical services designed to meet diverse healthcare needs. CVRMC also has a health clinic located within Superior.<sup>29</sup>

**Air Medical Transport Services:** For Superior residents who require more expansive acute, trauma care or specialty healthcare, several air medical transport services are available which serve the Town and surrounding areas, airlifting from the Superior Municipal Airport.

**Additional Healthcare Services:** Superior residents also have access to a wide range of varied medical services, including in-home care, rehab and physical therapy and access to specialists.





## Public Safety

The Town of Superior is dedicated to ensuring the safety and well-being of its residents through a comprehensive network of high caliber police, fire and emergency medical services, supported by a diverse range of community programs and state-of-the-art technologies.

The safety and security of its community is a cornerstone of the Superior Town Government, and the Superior Police Department and Superior Fire Department are committed to providing professional, timely and effective services, supported by advanced technology and comprehensive training.

With a strong focus on community engagement and preparedness, Superior's various public safety programs ensure a secure, resilient environment for all residents.



### Superior Police Department:

Is committed to maintaining law and order, preventing crime and fostering a safe environment for all residents.

The department emphasizes community engagement and proactive policing strategies and has the full range of public safety services and technologies found in cities of all sizes, including community policing, crime prevention and emergency response.

Superior's police department actively collaborates with other local, state and federal agencies as well, and its team of officers and staff benefit from ongoing training.

**Emergency Services and Preparedness:** Superior's emergency services provide comprehensive support during disasters and critical incidents, ensuring community resilience and preparedness.

Through the most advanced emergency management, public alert systems and interagency cooperation, Superior is able to ensure effective responses during emergencies that may arise.



### Superior Fire Department:

Is dedicated to protecting lives, property and the environment through comprehensive fire protection and emergency response services.

The department is staffed by highly trained firefighters and emergency medical personnel, all of whom participate in ongoing training. Programs and services include emergency medical services, fire prevention and education and fire suppression.

As with the Superior Police Department, the Superior Fire Department collaborates with neighboring jurisdictions through mutual aid agreements.



## Living in and Experiencing Superior

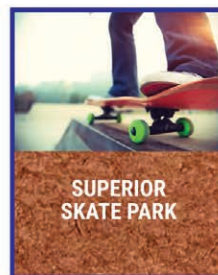
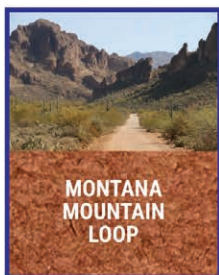
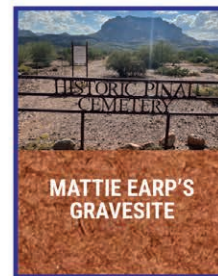
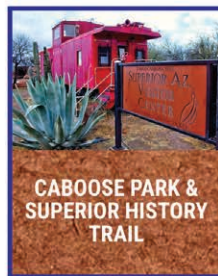
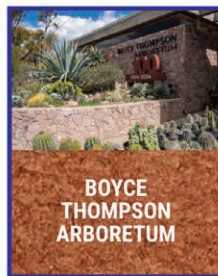
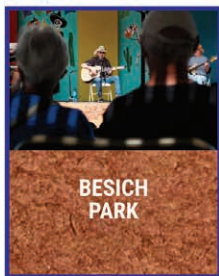
In addition to the magnificent mountainous surroundings and the wealth of trails, waterways, landmark parks and open spaces, Superior also is home to the renowned Boyce Thompson Arboretum and numerous points of interest.

The Town provides an inviting mix of outdoor adventure, history and small-town charm. Explore the area's rich mining heritage at local museums, take in the stunning mountain vistas or set out on a hike through some of Arizona's most picturesque trails. Whether you're an outdoor enthusiast or a history buff, Superior offers a bounty of opportunities to connect with nature and the past.

In 2024, Superior was ranked nationally as one of the top U.S. small towns to visit, both by Smithsonian Magazine and World Atlas.<sup>30</sup>



Superior's rich history and natural landscapes provide residents and visitors with experiences that make it a truly exceptional place to live, work and explore.



Superior also offers a thriving arts and culture scene that celebrates its heritage and community spirit. Visitors can enjoy local galleries, colorful murals depicting the Town's history and dynamic themed festivals, art and one-of-a-kind activities that draw visitors from throughout Arizona and the U.S.

In addition, Superior hosts a variety of local and national festivals and events, each celebrating the Town's unique culture, history, cuisine and community spirit. These festivals and events also provide opportunities for local businesses to thrive.

To learn more about Superior, please visit: [www.SucceedinSuperiorAZ.com](http://www.SucceedinSuperiorAZ.com)



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