“Value of goods traded with Mexico is 12 billion, what does that mean for my community?”
–City Official/Resident

1. Understand your community’s connection to Mexico;
   - Residents
   - Culture
   - Heritage
   - Businesses
   - Leadership
   - Geography
   - Tourism & Attractions
   - Social & Civic Groups
   - Religious Groups

2. 113,000 jobs in Arizona rely on trade, how many jobs in my community do?

3. Innovate in Arizona, Manufacture in Mexico!
Embrace

“I understand the impact of 23 million annual Mexican visitors to Arizona and my community, now what?”
–City Official/Resident

1. Community Buy-In;
   • Residents
   • Culture
   • Heritage
   • Businesses
   • Leadership
   • Transportation
   • Tourism & Attractions
   • Social & Civic Groups
   • Religious Groups

2. Economic Strategic Plan, Main Street Implementation, Shop Local Campaign...why not Mexico?

3. Buzz Word: “Regionalism” is now “Cross-Border”
“Over 50-years of common success stories between Arizona and Mexico”
—State of Arizona

1. Participate with regional and state-wide organizations that embrace cross border strategies.

2. Cross THE border!

3. Connect:
   - Businesses  Tourism & Attractions  Sister City Programs
   - Culture     Elected Officials   Chamber of Commerce
   - Heritage    Social & Civic Groups