

Sahuarita

ARIZONA

2014 RURAL POLICY FORUM

MEXICO: COMMUNITY BEST PRACTICES

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CONNECT

“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 Businesses Tourism & Attractions
 - Culture Leadership Social & Civic Groups
 - Heritage Geography 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 | Businesses | Tourism & Attractions |
| • Culture | Leadership | Social & Civic Groups |
| • Heritage | Transportation | Religious Groups |

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

3. Buzz Word: “Regionalism” is now “Cross-Border”

COMMIT

“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
- Culture
- Heritage

Tourism & Attractions
Elected Officials
Social & Civic Groups

Sister City Programs
Chamber of Commerce