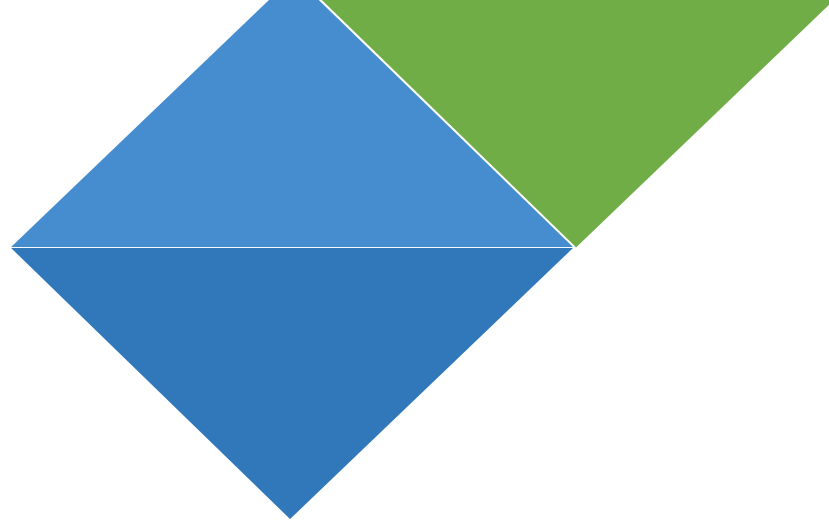


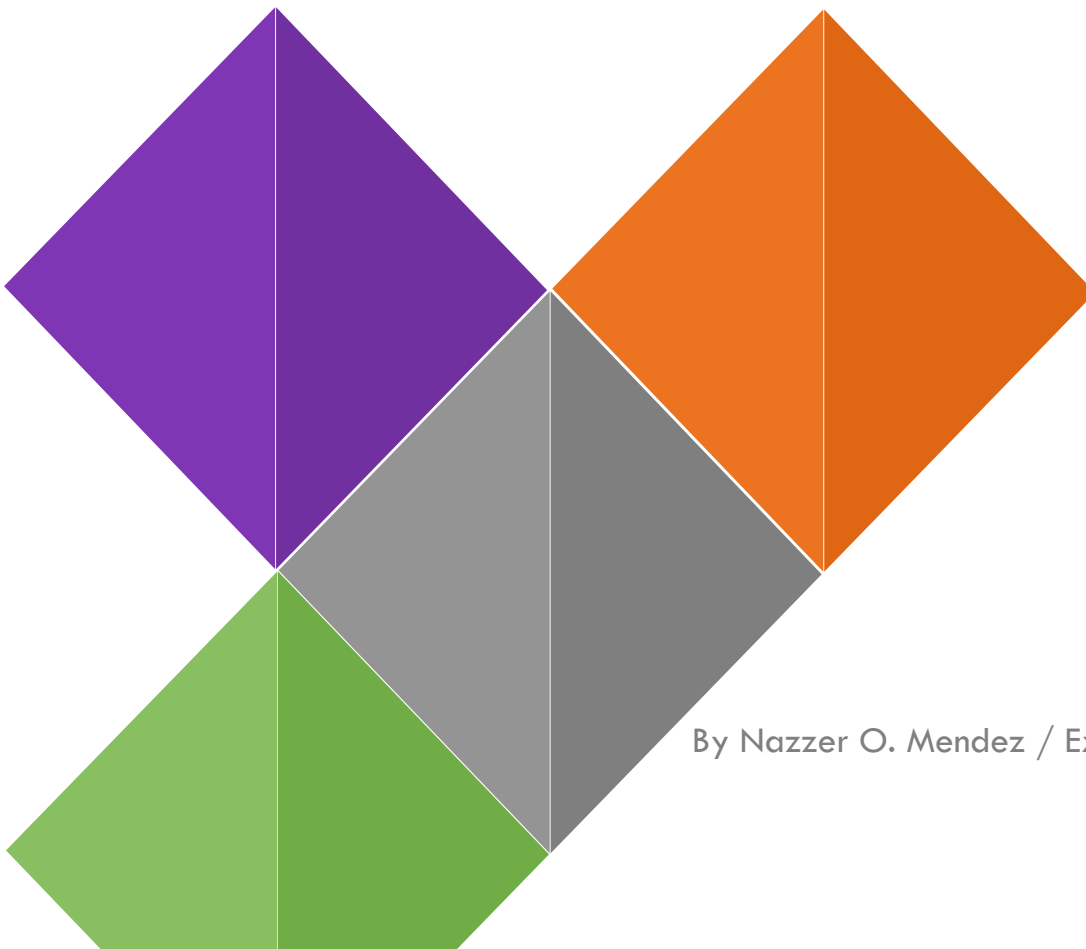


4FRONTED
Four states. Two nations. One powerful region.



2019

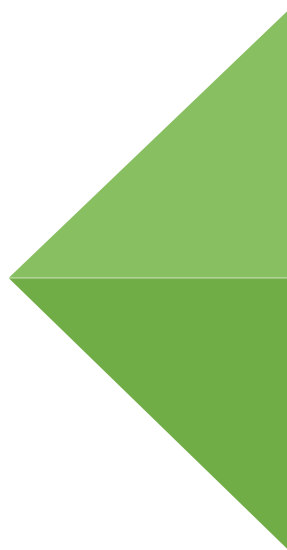
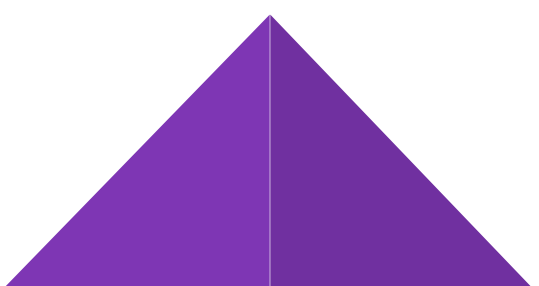
ANNUAL REPORT



By Nazzar O. Mendez / Executive Director



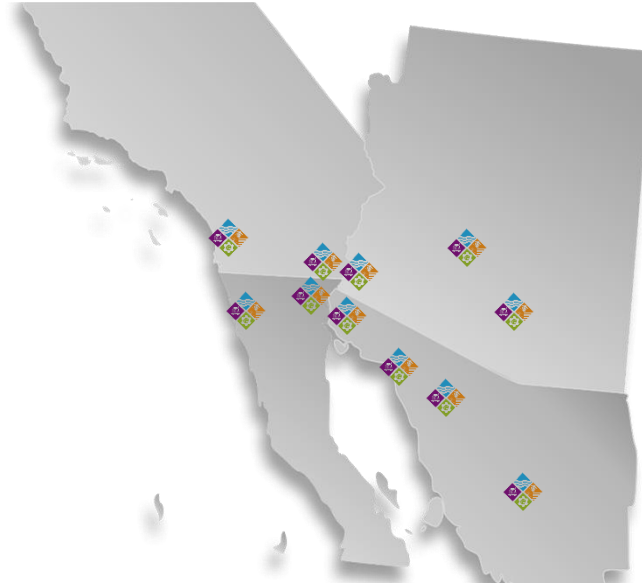
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MEETINGS & EVENTS:

Since I started my tenure as 4FrontED Executive Director on April of 2019, I have participated in 90 meetings, events¹ and conference calls to promote our binational megaregion, explore ways of collaboration, networking, among others.

Since April of 2019, 4FrontED had representation in +13 cities and towns in the U.S. and Mexico, including: Yuma, Wellton, Somerton, San Luis, Calexico, Phoenix, Tucson, San Diego, San Luis Rio Colorado, Hermosillo, Caborca, Puerto Peñasco, Mexicali and Ensenada.²



4FRONTED GOVERNING GROUP MEETINGS (GGM):

- Town of Wellton on May 20, 2019.
- Yuma County Administration Building on July 22, 2019.
- City of Yuma on November 25, 2019.



Note: minutes of every 4FrontED GGM have been sent separately by email to the members.

¹ For more details about expenses, please see **Annex 1** (budget prepared by Jenny Torres, City of San Luis)

² For more details about meetings and events, please see **Annex 2**.

MEMBERSHIPS:

In 2019, 4FrontED became member of the following agencies (yearly memberships):

1. Arizona-Mexico Commission / AMC (since June, 2019). The AMC membership represents for 4FrontED: business opportunities, exposure, networking, increase connections, member-priced events, among others.
2. Canada-Arizona Business Council / CABC (since August, 2019). The CABC membership represents for 4FrontED: business opportunities (several companies from Canada are related to the agriculture sector in Yuma County, Imperial County and the Mexicali area), exposure, member-priced events.



SPONSORSHIPS:

In 2019, 4FrontED sponsored two events:

- 1) *Cuatro Fronteras Conference* organized by Mayaquing
 - Type of sponsorship: \$55 USD for advertising
 - Venue: *Salón Ozara* in Mexicali, Baja California on September 10, 2019.
 - Goal accomplished for 4FrontED: exposure in the Mexicali area.
- 2) *Binational Customs Forum* organized by OPRODE, in conjunction with 4FrontED, GYPA and GYEDC.
 - Type of sponsorship: \$428 USD for multimedia and interpretation services.
 - Venue: *Araiza Hotel* in San Luis Rio Colorado, Sonora on October 28, 2019.
 - Goals accomplished for 4FrontED: team player, media exposure in the SLRC area, networking and new allies.

TEAM PLAYER:

In 2019, 4FrontED strengthened the relationship with four agencies that promote economic development and tourism in the binational megaregion:

- Greater Yuma Economic Development Corp. (GYEDC)
- Greater Yuma Port Authority (GYPA)
- Organismo Promotor de Desarrollo Económico de San Luis Río Colorado, Sonora (OPRODE)
- Department of Tourism of the City of San Luis Rio Colorado, Sonora.

The group pursues the recognition of the 4FrontED binational megaregion as a strong and unique economic corridor in the US – Mexico border area, while attracts investment.

Some of the meetings and events attended / organized as a team, are listed below:

1. COPARMEX National Conference (organized by COPARMEX – Mexicali)
Mexicali, Baja California | August 21, 2019.
2. 2019 Arizona - Sonora Megaregion Meeting - Work Session (organized by Maricopa Association of Governments and the League of Arizona Cities and Towns).
Tucson, Arizona | August 22, 2019.
3. Guided tour: Ensenada Sea Port (organized by OPRODE)
Ensenada, Baja California | September 5, 2019.
4. Smart Border Coalition Meeting
San Diego, California | October 03, 2019.
5. Binational Customs Forum
San Luis Rio Colorado, Sonora | October 28, 2019.



Additional information about the group's binational agenda:

<http://oprode.gob.mx/noticias/>

Video of the *Binational Customs Forum*:

<https://www.facebook.com/investinsanluis/videos/539910563408376/UzpfSTlxMDQzMDUxOTk3OTE2OTA6MjU4MDgyNTY5ODgwNjMwMg/>

Note: detailed reports previously sent by email to the members.

EXPANDING THE 4FRONTED NETWORK:

4FrontED has expanded its network and connections, gaining more visibility in the binational megaregion. Some of the new allies are listed below:

- Greater Phoenix Economic Council
- City of Calexico | Economic Develop.
- Arizona Hispanic Chamber of Commerce | Phoenix, AZ
- Consulate General of Mexico | Phoenix, AZ
- Consulate of Mexico | Calexico, CA
- Smart Border Coalition | Phoenix, AZ
- Arizona Sister Cities | Phoenix, AZ
- Chicanos por la Causa | Phoenix, AZ
- Pima County
- Pinal County
- Visit Yuma
- Visit Tucson
- Wilson Center | Washington, D.C.
- Dpt. of Education of the State of Sonora

- SLRC POE, Sonora (Aduana)
- Ensenada Sea Port | Baja California
- SEDECO | Baja California
- City of Mexicali (Gobierno #23)
- Mexicali Economic Development Corp.
- Ensenada Economic Development Corp.
- City of Puerto Peñasco
- COPARMEX | SLRC
- COPARMEX | Mexicali
- CANACINTRA | SLRC
- AgroBaja, among others.

GOOD BINATIONAL PRACTICES:



On October 19, 2019, took place the “4th Mayors’ Binational Bicycle Ride” through the scenic southwest region shared by Yuma, Somerton, San Luis and San Luis Rio Colorado (SLRC).

A delegation of +350 people, led by the Mayors of Yuma, Somerton, San Luis and SLRC, a Yuma County Supervisor, council members and other local authorities participated during the ride. The City of SLRC hosted a finisher’s celebration at Juarez Plaza, next to San Luis Rio Colorado’s City Hall, with live music, local craft and food vendors, and medals for bicyclists.



This event represented a great opportunity to celebrate our shared heritage and the communities that are included in the 4FrontED Binational Megaregion.

As 4FrontED Executive Director, I supported the organizing team (City of Yuma, City of Somerton, City of San Luis, City of SLRC, all police departments involved, among others) with meeting participations, invitations and flyer, advertising campaign, press releases, assistance during the event, photography, follow-up, among others.



On October 28, 2019, was held the *Binational Customs Forum* in SLRC, Sonora. The event was organized by OPRODE, in conjunction with 4FrontED, GYPA and GYEDC.

The main goal of the forum was to promote San Luis II Commercial Port of Entry and the advantages to use Ensenada Sea Port. Speakers:

- Miguel A. Cannobio, Mexican Customs Deputy Administrator in SLRC, Sonora
- Chris Leon, U.S. Customs and Border Protection Assistant Director in San Luis, AZ
- Mario Jauregui, Spindle Cooling and Warehousing LLC. Managing Partner
- David Perez Tejada, Ensenada Sea Port Administrator.

Around 200 people attended the event, including Santos Gonzalez Yescas, Mayor of SLRC; Jose A. Larios, Consul of Mexico in Yuma; Ross Jones, RL Jones, representatives of 4FrontED, media, among others.

As 4FrontED Executive Director, I collaborated with OPRODE, GYEDC and GYPA, organizing preliminary meetings, participation during a press conference, invitations, advertising campaign, event's agenda, follow-up meeting, among others.



MEDIA:

On July 9th, 2019, the City of San Luis, Arizona sent a press release to its media partners to promote the 4FrontED social media accounts. Tadeo de la Hoya, City Manager, in conjunction with Francia Alonso, Public Information Officer, worked on this matter (<https://www.sanluisaz.gov/CivicAlerts.aspx?AID=321>).



On August 7th, 2019, Lucy Valencia, Intergovernmental Affairs Coordinator of the City of Yuma, interviewed the new 4FrontED Executive Director.

- To check out the full interview in English (7&7):
<https://www.youtube.com/watch?v=JF2CtIFILD0&t=545s>
- To check out the full interview in Spanish (*Noticias de la Ciudad de Yuma*):
<https://www.youtube.com/watch?v=FRLxgpyLyzc>



Since August, 2019, OPRODE from SLRC is continuously promoting the collaboration efforts made by the 4FrontED members (<http://oprode.gob.mx/noticias/>)

On August 12, 2019, Ellie Burgueño, Director of *Beyond Borders Radio*, interviewed 4FrontED Executive Director to know more about the binational effort, its mission, areas of work, events, activities in the Mexicali area (<https://www.facebook.com/BeyondBordersGazette/videos/367444740845498/>)



On September 26th, 2019, the City of SLRC issued an article to highlight the collaboration efforts among the members of the 4FrontED binational megaregion in regards of tourism (<https://sanluisrc.gob.mx/comunicacion/notas/trabaja-4fronted-en-promover-la-region>)

WEBSITE:

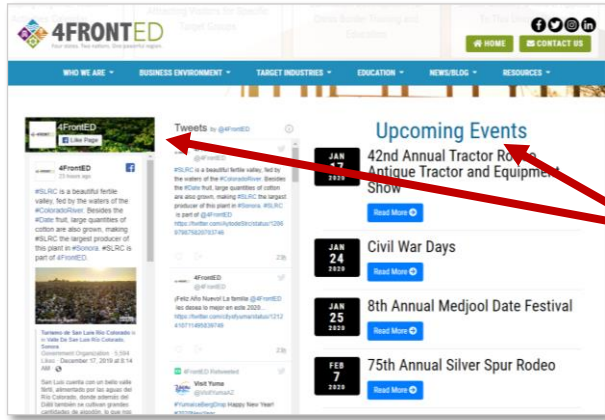
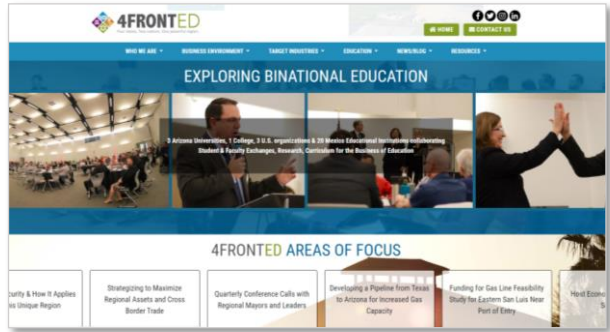
Since April of 2019, I have been working with Matt Molenaar, President of MGM Design, to update the 4FrontED website. Changes included new images on the slideshow, new photos on tabs and subtabs, Spanish section editing, updated data and contact information, inclusion of social media accounts, new section (Education), among others.

It is important to highlight that most of the photos shown on the website have been provided by the Cities of Yuma, Somerton, San Luis, San Luis Rio Colorado, the Town of Wellton and Visit Yuma. Public Relations, media and marketing departments have greatly contributed to these changes.



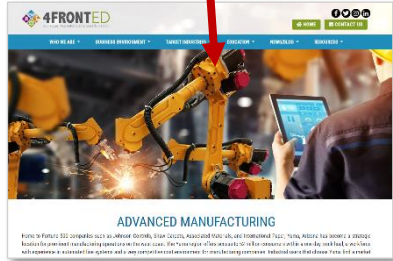
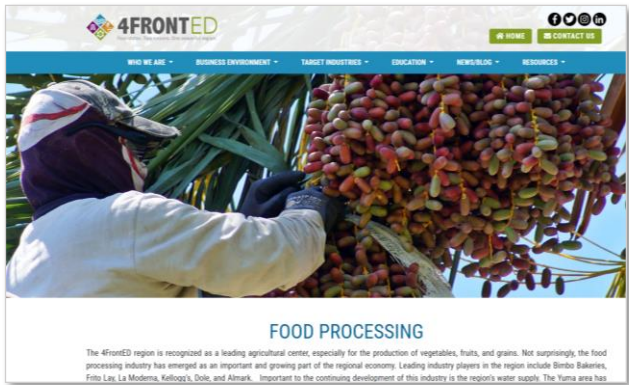
New slideshow on homepage (8 new photos)

New elements on homepage



Social media accounts and the "Events" section is now shown on homepage

New photos on most of the web's tabs and sub-tabs



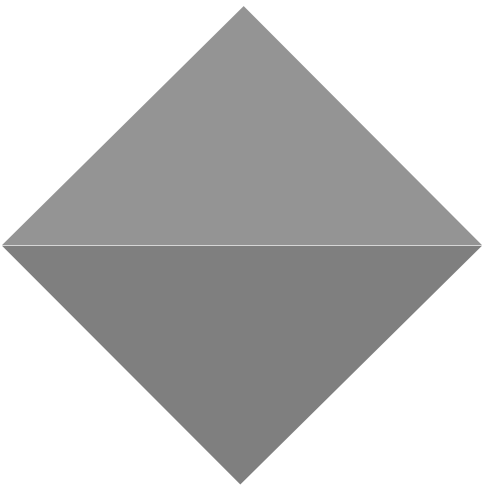
New section: Education



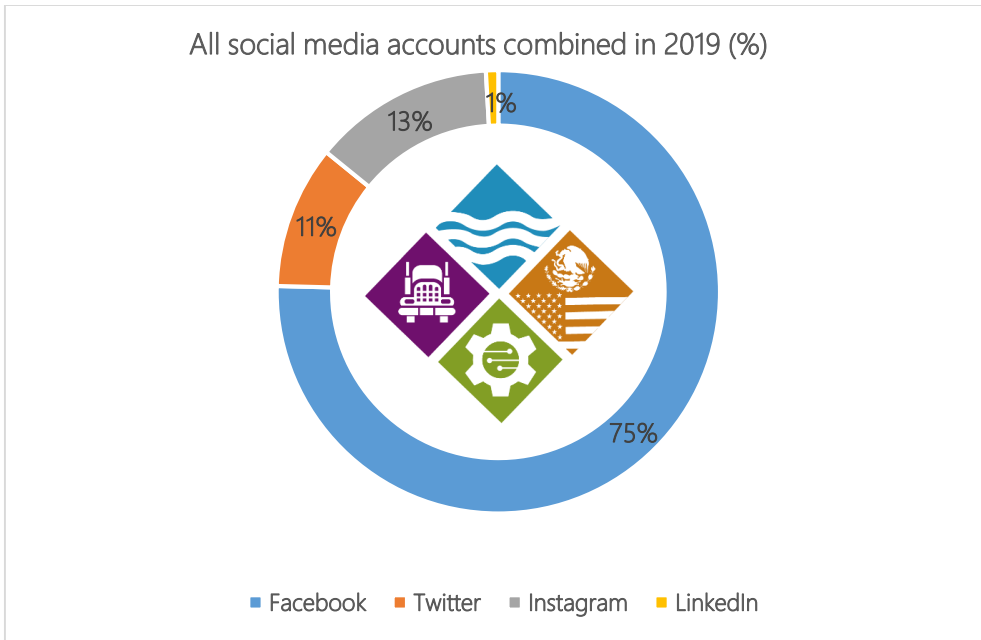
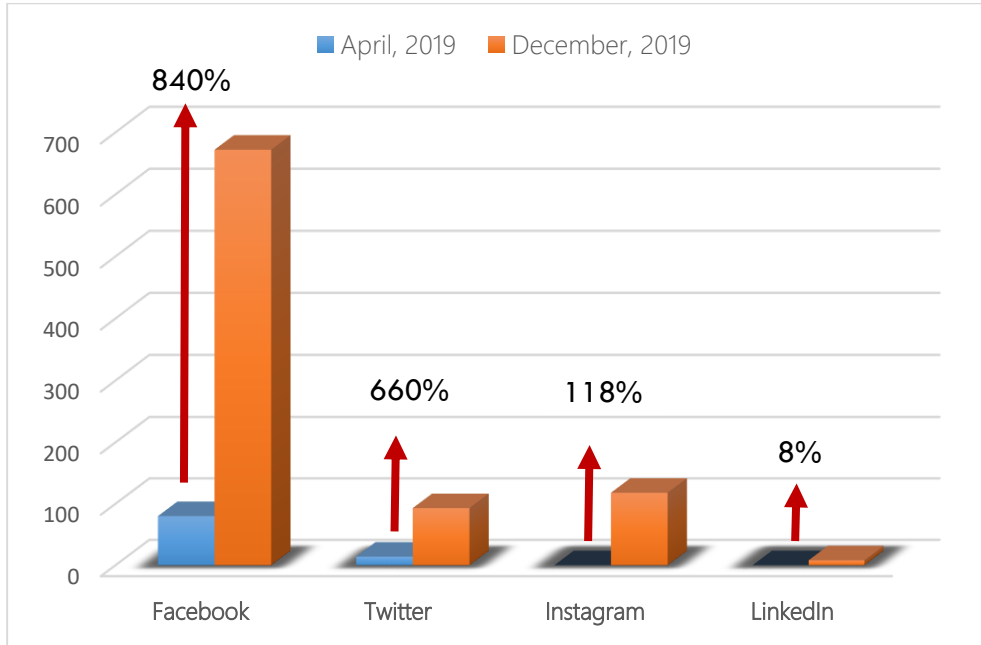
SOCIAL MEDIA ACCOUNTS:

Nowadays, social media is a very important tool for all kind of agencies and individuals. For example, it allows companies to reaching their audience and strengthened their brand, attracting the attention at all levels (local, national and international), to create marketing campaigns (easy to track), among others.

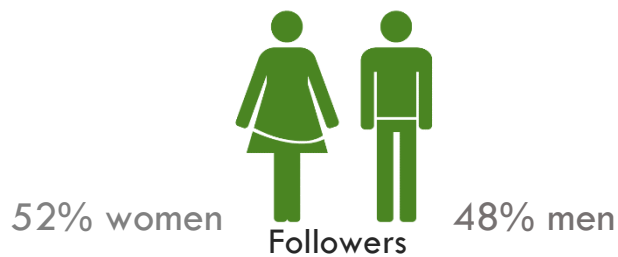
4FrontED manages four social media accounts: *Facebook, Twitter, Instagram (NEW) and LinkedIn (NEW).*



Followers comparative (April, 2019 vs December, 2019):



Facebook is the most popular social media account for 4FrontED. The insights for this particular social media platform are described next:



Follower's location by country (presence): Mexico 69% / USA 30%



Followers located in the binational megaregion: Yuma 14%, SLRC 13%, Mexicali 8%, San Luis 3%, Somerton, Wellton, Calexico and El Centro 1%.

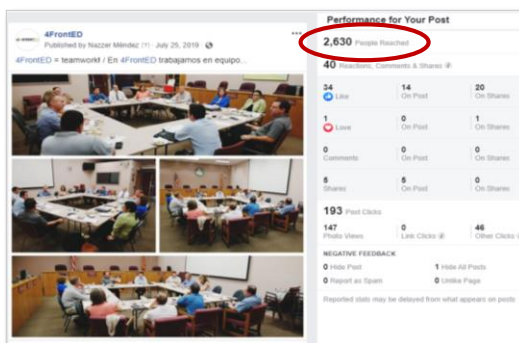


Top 3 follower's age: 35-44 (15%), 25-34 (11%) and 45-54 (8%)

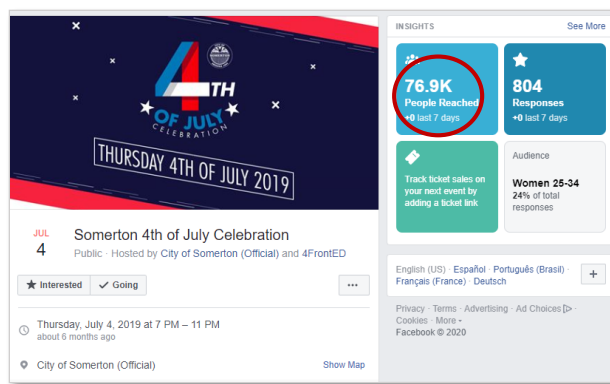
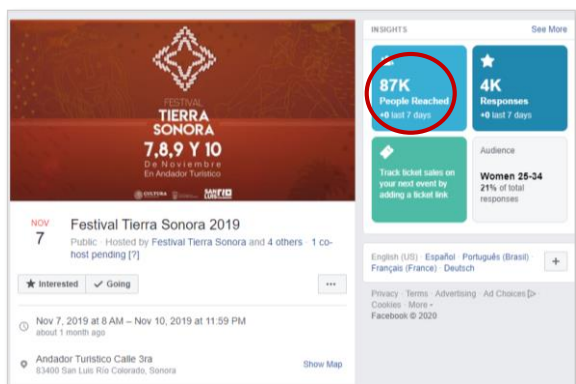


Languages spoken by the followers: Spanish (63%), English (24%), others.



The most popular posts from April to December, 2019:



The two events posted through the 4FrontED Facebook page (co-hosted) that reached more audience from April to December, 2019:



Ads on 4FrontED:

Recent Ads on 4FrontED				+ Create Ad
Ads activity is reported in the time zone of your ad account.				
	Page Likes Four states, two nations, one powerful region / ... Promoted by Nazzer O. Méndez on Oct 16, 2019 Completed	5,116 People Reached	135 Page Likes	\$29.72 Spent at \$3.00 per ... View Results
	Page Likes Are you part of 4FrontED? Promoted by Nazzer O. Méndez on Aug 20, 2019 Completed	3,649 People Reached	161 Page Likes	\$25.00 Spent at \$3.00 per ... View Results

From April to December of 2019, 100% of the 4FrontED posts were organic and two ads were paid in order to increment the number of followers and get more exposure (\$54.72 USD total in 2019).

AREAS OF OPPORTUNITY:

- Calexico, El Centro, Cocopah and Quechan Tribes, are not currently participating in the 4FrontED effort. The new government of the City of Mexicali is now starting ways of collaboration, particularly in tourism and economic development.
- Re-organize the 4FrontED Governing Group Meetings: establish a new method for GGM meetings to get quorum and take decision on a proper manner (conference calls, schedule meetings during office hours, etc.).
- Media presence as a team: creating new and diverse content for media and social media, including information and events from all counties/cities/towns that encompasses the 4FrontED binational megaregion.
- Improve the communication channels among the counties/cities/towns that encompasses the 4FrontED binational megaregion.

GOALS FOR 2020:

Some of the 4FrontED goals for 2020 include:

- Keep promoting the 4FrontED effort in the binational megaregion and beyond regarding economic development, infrastructure, tourism and education.
- Create more synergies to promote San Luis II Port of Entry.
- Start a collaboration with authorities / agencies located in Calexico, El Centro, Cocopah and Quechan Tribes.
- Develop a plan with the City of Mexicali to promote economic development and tourism.
- Work to attract foreign direct investment (FDI).
- Focus on manufacturing industries located in the binational megaregion.
- More interaction with media partners (newspapers, radio stations on both sides of the border).
- Demographic research for the binational megaregion. Three proposals have been requested already (UofA, NARP and Axis-Tijuana).

- Promote the designation of a *Binational Safety Corridor* from Yuma County to Puerto Peñasco, Sonora, including SLRC.
- Increase the number of Sisterhood Agreements.

POTENTIAL EVENTS TO SPONSOR:

The potential events to sponsor during the first semester of 2020:

1) Expo AgroBaja:

- Type of sponsorship: 4FrontED presentation / Q&A Session + USMCA Conference (to be confirmed by AgroBaja). Sponsorship may include, but is not limited to, pay for speaker's transportation, lodging and meals expenses.
- Venue: AgroBaja grounds in Mexicali, Baja California.
- Dates: on March 5-7, 2020.
- More information: <https://www.agrobaja.com/>

2) Binational Trade Forum:

- Type of sponsorship: sponsorship may include, but is not limited to, venue, media and interpretation services, marketing materials and coffee service.
- Venue: TBD, Yuma area.
- Dates: April 8, 2020 (tentatively).
- Note: this event would be organized by 4FrontED, in conjunction with OPRODE, GYPA and GYEDC.

4FrontED is always open for new expansion opportunities and collaborations. Let's keep working in the same direction, with a global vision of prosperity for our communities, states and nations.

