



# 4FRONTED BINATIONAL MEGAREGION

*Nazzer O. Méndez* | EXECUTIVE DIRECTOR



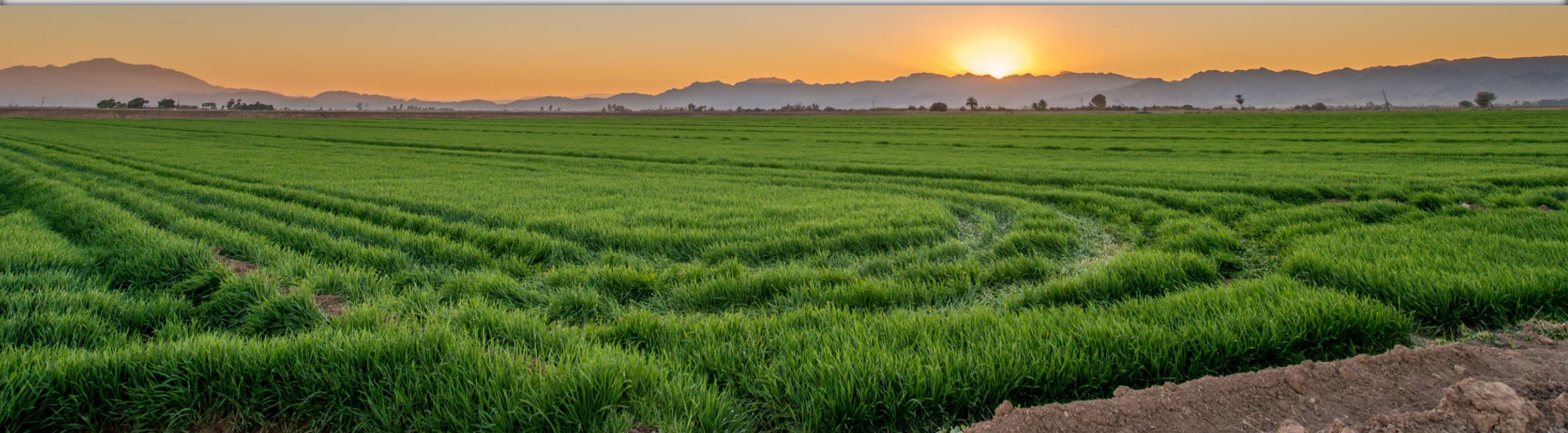


# 4FRONTED

Four states. Two nations. One powerful region.

CREATED IN 2014 BY A GROUP OF MAYORS, YUMA COUNTY SUPERVISORS & LEADERS FROM THE U.S. - MEXICO REGION

- PROGRAM / NON-PROFIT -





# GOVERNING GROUP:



**DOUGLAS NICHOLLS**  
MAYOR OF YUMA



**MARTIN PORCHAS**  
YUMA COUNTY SUP.



**NIEVES RIEDEL**  
MAYOR OF SAN LUIS



**GERARDO ANAYA**  
MAYOR OF SOMERTON



**SCOTT BLITZ**  
MAYOR OF WELLTON



**IAN McGAUGHEY**  
YUMA COUNTY



**JAY SIMONTON**  
CITY OF YUMA



**RALPH VELEZ**  
CITY OF SAN LUIS



**LIZANDRO GALAVIZ**  
CITY OF SOMERTON



**RICHARD MARSH**  
TOWN OF WELLTON



# STAFF:



ALEJANDRO FIGUEROA  
YUMA COUNTY



JEFF BURT  
CITY OF YUMA



ANGELICA CASTRO  
CITY OF YUMA



JENNY TORRES  
CITY OF SAN LUIS



MARLENE LARA  
CITY OF SOMERTON



RICHARD MARSH  
TOWN OF WELLTON



# EXECUTIVE DIRECTOR:

AGROBAJA Y 4FRONTED PRESENTAN EL WEBINAR

## LA MEGAREGIÓN BINACIONAL

MIÉRCOLES 15 DE JULIO 2020  
9 AM (PST) GRATUITO

**NAZER O. MÉNDEZ**  
DIRECTOR EJECUTIVO, 4FRONTED



HISTORIAS  
**568 KM**  
FRONTERIZAS

EPISODIO 6

**Nazer Mendez** ←  
El negociador binacional

Host: *Marisol Vindola*

Special Guest:  
**NAZER MÉNDEZ**

**4FRONTED**  
The Power of 4 Regions and 2 Nations

**Las Suculentas**  
Radio Show

**L.C.I. Nazer O. Méndez**  
Director Ejecutivo  
**4FRONTED**

Nazer se ha desarrollado profesionalmente en el sector público y privado en la denominada megaregión Sonora - Arizona. Nazer está convencido de la importancia del trabajo en equipo y considera a la relación binacional México - Estados Unidos como fundamental para la prosperidad de ambos países.



(Photo: Visit Yuma)



# FOCUS AREAS:



**ECONOMIC DEVELOPMENT**



**INFRASTRUCTURE**



**TOURISM**



**EDUCATION**



# THE BINATIONAL MEGAREGION:

**CA** | IMPERIAL COUNTY:  
CALEXICO & EL CENTRO

**AZ** | YUMA COUNTY: YUMA, WELLTON, SOMERTON,  
SAN LUIS, AND THE COCOPAH & QUECHAN TRIBES

**BC** | MEXICALI



**SON** | SAN LUIS RIO COLORADO



# A POWERFUL REGION:



**1.65 M** POPULATION

Median Age: 32

(Phoenix, +San Antonio, +San Diego, +Dallas / ½ of B.C.)

Yuma County: 213,787  
Imperial County: 181,215  
SLRC: 199,021  
Mexicali: 1,049,792

(U.S. Census Bureau, '19/ INEGI, '20 )

(Photo: City of Somerton, AZ)



# A POWERFUL REGION:

**\$95B** GDP

Yuma County: \$8 B  
Imperial County: \$8 B  
Sonora: \$39B  
Baja California: \$40B

(Fred Economic Research / INEGI, '19)

**\$4.2 T** USD

(Germany, Italy, France, U.K.)

**5<sup>th</sup>**

GDP California: \$2.9 trillion USD  
GDP Mexico: \$1.3 trillion USD

(Forbes, 2018)

500 millas / 804 KM

IMMEDIATE ACCESS TO A MARKET OF **53M** CONSUMERS



# TEAM PLAYER:



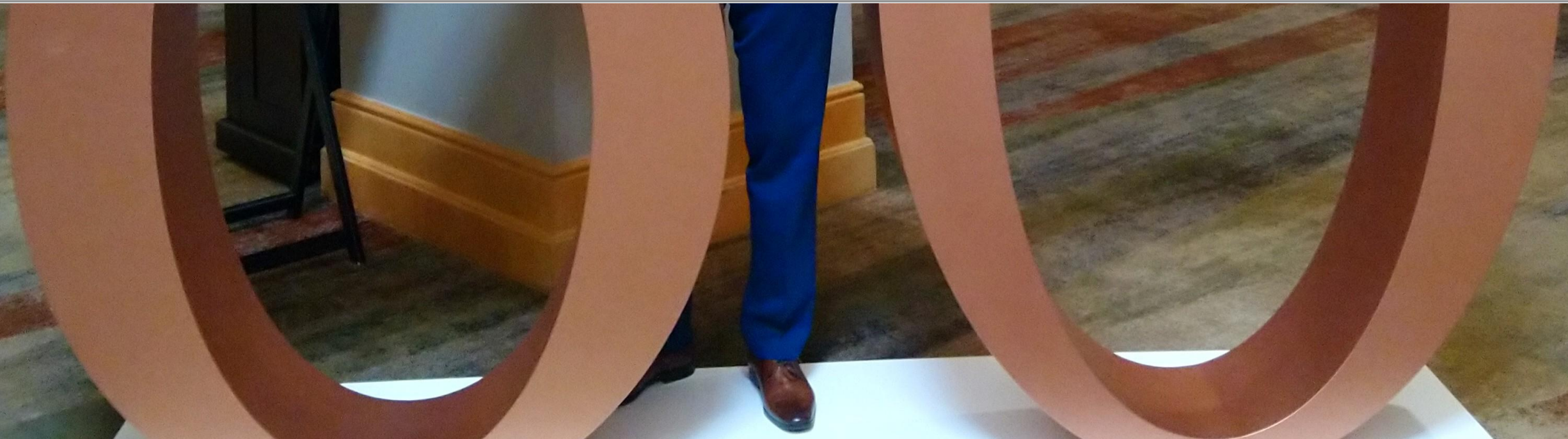


# MEMBERSHIPS:



**ARIZONA-MEXICO**  
COMMISSION

**CABC**





# CITY OF SAN LUIS, AZ:



PROMOTE THE COMMERCIAL USE OF SAN LUIS II POE AND  
THE BENEFITS OF THE UNIFIED CARGO INSPECTION





# CITY OF SAN LUIS, AZ:

**HIGHLIGHT THE IMPORTANCE OF THE MODERNIZATION PROJECT OF  
SAN LUIS I POE AND ITS POSITIVE IMPACT ON THE ENTIRE BINATIONAL  
MEGAREGION**



# CITY OF SAN LUIS, AZ:



Yuma, Arizona, Estados Unidos  
02 de diciembre de 2021

**MESA DIRECTIVA:**

Douglas Nicholls,  
Alcalde de Yuma, AZ  
Pdte. de la Mesa Directiva

Martín Porchas  
Supervisor  
Condado de Yuma, AZ

Gerardo Sánchez  
Alcalde  
Ciudad de San Luis, AZ

Gerardo Anaya  
Alcalde  
Ciudad de Somerton, AZ

Cecilia McCollough  
Alcaldesa  
Pueblo de Wellton, AZ

Dr. Horacio Duarte Olivares  
*Administrador General de Aduanas*  
Ciudad de México

Estimado Dr. Duarte,

En nombre de la mesa directiva de [4FrontED](#), solicito el amable apoyo de la Administración General, que usted dignamente encabeza, para extender el horario de operaciones de la Aduana Fronteriza de San Luis Río Colorado, Sonora, a 24 horas, los 7 días de la semana.

Como es de su conocimiento, las restricciones de viajes no esenciales entre EE.UU., Canadá y México se levantaron de manera parcial a partir del 08 de noviembre de 2021. Esto ha permitido la reactivación paulatina de los sectores productivos en ambos lados de la frontera, por lo que consideramos urgente la unificación de los horarios de operación de nuestros puertos fronterizos, debido a la dinámica de nuestra megaregión, que implica: el cruce diario de trabajadores agrícolas, emergencias médicas, turismo, comercio, entre otros.

MEETING WITH JUBENTINO HERNANDEZ, FORMER ADUANA ADMINISTRATOR, TO REQUEST THE **EXTENSION OF HOURS OF OPERATIONS OF ADUANA 1 - SLRC, SONORA | DEC, 2021**



# CITY OF SAN LUIS, AZ:



## RAISE GRANT – LETTERS OF SUPPORT SIGNED BY THE 4FRONTED GOVERNING GROUP 2021, 2022, 2023



# CITY OF SAN LUIS, AZ:



**VALLEY LEADERSHIP EVENT IN SAN LUIS, AZ | APRIL, 2023**



# BINATIONAL AGENDA:



(200<sup>TH</sup> Anniversary of Diplomatic Relations US-Mexico | December 2022)



(NAD Bank Meeting in Tucson, AZ | April 2022)



# BINATIONAL AGENDA:



(Expo Manufactura in Monterrey, NL | Feb. 2022)



(Mexicali EDC swearing-in ceremony in Mexicali | March 2022)



(4FrontED GGM in Wellton | May 2022)



(Meeting with State of Baja representatives | August 2022)



# BINATIONAL AGENDA:



(Press conference Expo AgroBaja | Feb. 2020)



(Culinary Tour "Nice Tour Meet You" | October 2022)



# BINATIONAL AGENDA:



(6<sup>th</sup> Mayors' International Bike Ride | October 2022)



(1<sup>st</sup> Mexico International Date Palm Festival in SLRC | November 2022)



(4FrontED GGM at Yuma City Hall | January 2023)



# VIRTUAL EVENTS - 2022

## Creative Industries in the 4FRONTED Binational Megaregion

**Vol. I**  
 April 07, 2022 — Via Zoom  
 10:30 a.m. (Arizona time)

<b>Marco Martinez O'Daly</b> Urban Economist, Smart City University.	<b>Alejandra Mondaca Fimbres</b> Association of Architects of San Luis Rio Colorado, Sonora.
<b>Adry del Rocio</b> 3D Urban Artist.	<b>Fernando Felix</b> Coordinator of the Historic Downtown Mexicali Program.

**Moderator:** **Arlyn Galaviz**  
Mayor's Program Administrator  
City of Yuma, AZ.

## Creative Industries in the 4FRONTED Binational Megaregion

**Vol. II**  
 May 12, 2022 — Via Zoom  
 10:30 a.m. (Arizona time)

<b>Matt Molenaar</b> President, MGM Design.	<b>Marcus Carney</b> Executive Director, Visit Yuma.
<b>Rodrigo Martinez (aka "El Rocks")</b> Entrepreneur, Communicologist and Musician.	<b>Ramon Leon</b> Photojournalist.

**Moderator:** **Marlene Lara**  
Director of Economic Development,  
City of Somerton, AZ.



## WORKING ACROSS BORDERS in the 4FRONTED BINATIONAL MEGAREGION

**SEPTEMBER 1, 2022**  
 10:00 A.M. (ARIZONA TIME)

**VIA ZOOM**

**MODERATOR:**

**ADRIANA LLORENZ**  
Executive Director, Mexicali EDC
 **LAURA L. BIEDEBACH**  
Consul General of the U.S. in Nogales, Sonora
 **JOSE A. LARIOS**  
Consul of Mexico in Yuma, Arizona



# VIRTUAL EVENTS - 2021

## Tourism

IN THE  
**4FRONTED**  
BINATIONAL MEGAREGION

A VIRTUAL PANEL

**NOVEMBER 18, 2021** **3:00 P.M. (AZ TIME)**

**KIM G. SABOW**  
President & CEO,  
Arizona Lodging &  
Tourism Association

**MARCUS CARNEY**  
Executive Director,  
Visit Yuma

**NANCY P. MINOR**  
Director,  
COTUCO-Mexicali

**DANIEL SOHN**  
CEO, Imperial Valley  
Regional Chamber  
of Commerce

**TANIA CASTILLO**  
Director, Dpt. of Tourism  
of the City of San Luis  
Rio Colorado

**ALEJANDRO  
CORRALES FELIX**  
Entrepreneur /  
Influencer

**MODERATED BY:  
ALEJANDRO FIGUEROA**  
Director of Economic Development  
& Intergovernmental Affairs,  
Yuma County, AZ

**4FRONTED**  
The Power of 4 Regions and 2 Nations

## 3RD BINATIONAL TRADE

WEBINAR SERIES: INFRASTRUCTURE

New Power Generating Plant and Binational Projects.

**Sept 22**

**AYUNTAMIENTO DE SAN LUIS RÍO COLORADO**

Wednesday / 11:00 a.m. PST

**Arq. Jorge René Arce Flores**  
Urban development and ecology director

WEBINAR SERIES: INFRASTRUCTURE

"SWG: Contributing to Economic Development in the Greater Yuma Region"

**Sept 29**

**SOUTHWEST GAS CORPORATION**

Wednesday / 11:00 a.m. PST

**Brittney Schmidt**  
Yuma District Operations Manager

Supplying Renewable Energy to the Binational Region

**aps**

September 14, 2021 | 11:00 a.m. PST

**Daniel Ortega**  
Southwest Division Manager

## 2ND BINATIONAL TRADE

WEBINAR SERIES: Logistics

**April 21**

**R.L. JONES**  
CUSTOMHOUSE BROKERS

Wednesday / 11:00 a.m. PST

**Russell L. Jones**  
President/CEO of R.L. Jones Management Group

**April 07**

**Fly YUMA**  
INTERNATIONAL AIRPORT

Wednesday / 11:00 a.m. PST

**Gladys D. Brown, C.M., C.A.E.**  
AIRPORT DIRECTOR  
Yuma International Airport & Rolle Airfield

**Abril 14**

**Aeropuerto Internacional de Mexicali**

Miércoles / 11:00 a.m.

**Lic. Victor Manuel Garcia Bertin**  
Director de Aeropuerto Internacional de Mexicali, B.C.



CONTACT US:

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[nmendez@4fronted.org](mailto:nmendez@4fronted.org)



(Photo: City of SLRC, Sonora)



| Stronger Together!



(Photo: City of Somerton, AZ)