



4FRONTED

Four states. Two nations. One powerful region.

San Luis Economic Development Commission

Dr. Remy Martínez

4FrontED.org

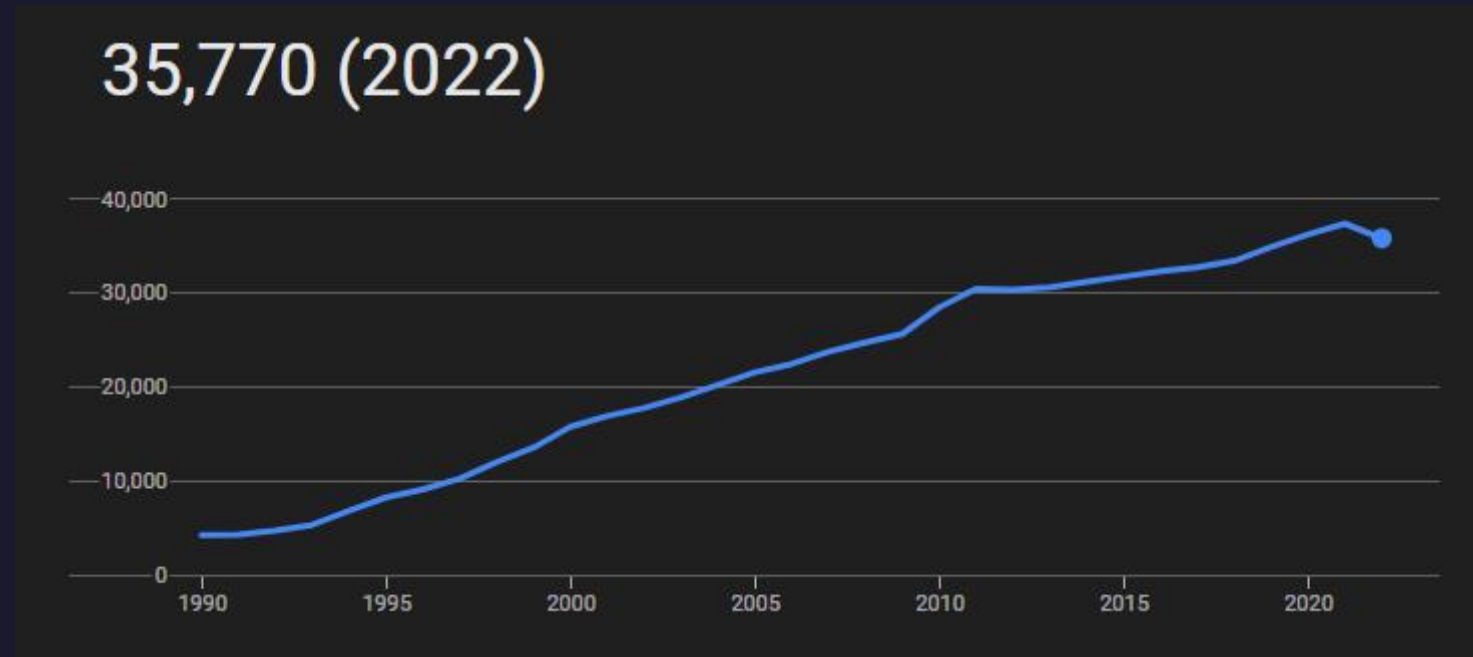
Why build a Region?

4FrontED

- 4FrontED works to foster **private and public sector** relationships locally on both sides of the U.S.-Mexico border to strengthen and further propel economic growth, and to make a global impact with leaders at the state, federal and international levels.



Potencial of a (Mega)Region



San Luis, Arizona US Census Bureau



Four States. One Powerful Region



Yuma County

178,713

Imperial County

178,713

San Luis Rio Colorado

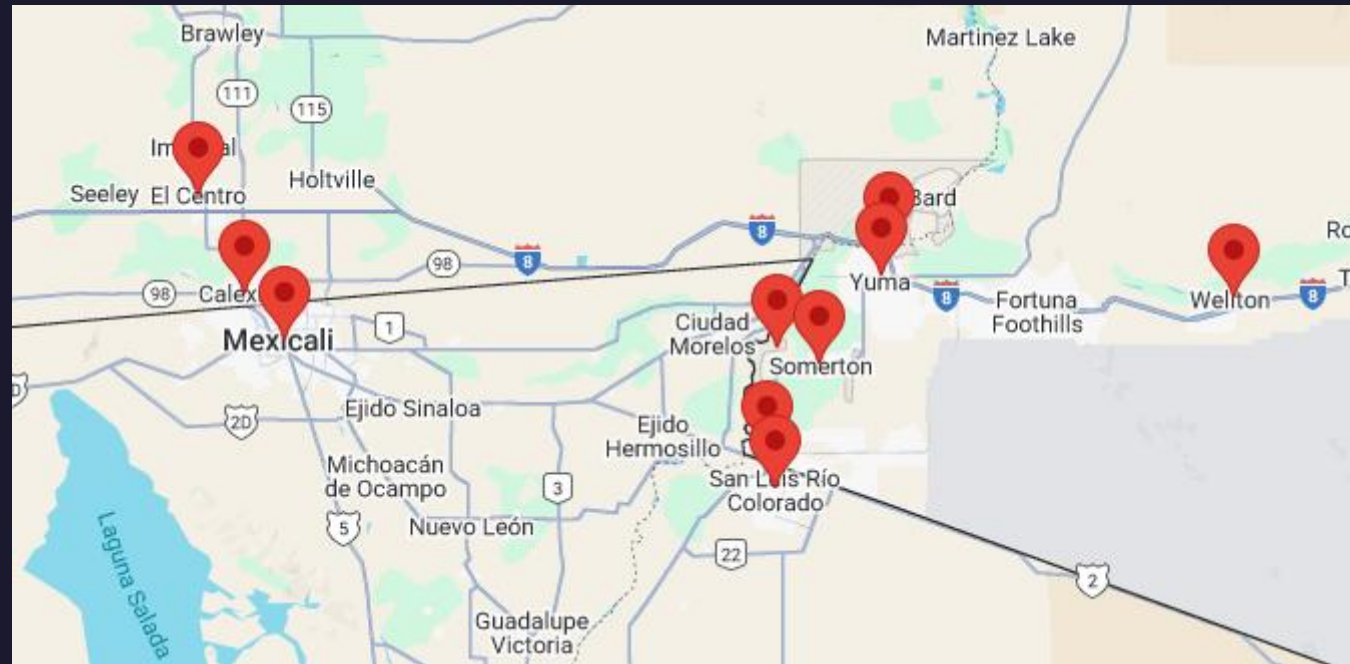
176,685

Mexicali

1,197,000




4FrontED, Geographic Proximity



4FrontED: The Business Border Case

- **Boosting Regional Economy:** The initiative focuses on improving the economic health of the Arizona-Mexico border region by increasing cooperation and collaboration between communities, businesses, and educational institutions. This includes efforts to identify and promote regional assets, improve infrastructure, and support entrepreneurship.
- **Strengthening Cross-Border Connections:** A key goal is to build stronger ties between the U.S. and Mexico through increased educational exchange programs, a shared tourism strategy, and improved border infrastructure. This involves creating partnerships between universities and colleges in both countries, as well as promoting the region as a single tourist destination
- **Developing Key Infrastructure:** The initiative prioritizes improving essential infrastructure to support economic growth and regional connectivity. This includes enhancing roadways, increasing border crossing capacity, and expanding access to utilities like natural gas and electricity.

A network diagram consisting of white circular nodes connected by thin white lines, set against a dark blue background with a subtle bokeh effect. The nodes are arranged in a complex, interconnected pattern, suggesting a network or data structure.

How to build a Region?

Region as a Sense of Place.

- Enhanced Collaboration and Cooperation: Breaking down silos: Regional associations bring together diverse stakeholders like government agencies, businesses, educational institutions, and non-profits. This fosters communication and collaboration, breaking down silos that can hinder progress.
- Shared goals and resources: By working together, members can pool resources, expertise, and knowledge to address common challenges and achieve shared goals more effectively than they could individually.
- Increased influence: A united voice on regional issues carries more weight than individual entities acting alone. This is especially important when advocating for funding or policy changes at the state or national level.
- Regional economic growth: By promoting the region as a whole, the association can attract investment, boost tourism, and create new jobs.

Region as a Sense of Place.

- Improved infrastructure: Working together allows for better planning and development of essential infrastructure like transportation, utilities, and communication networks, which benefits everyone in the region.
- Increased competitiveness: A strong regional identity and collaborative spirit can make the area more competitive in attracting businesses and skilled workers.
- Addressing Cross-Border Issues: Unique to border regions: Regional associations in border areas like 4FrontED play a vital role in addressing the unique challenges and opportunities that come with an international border.
- Binational cooperation: They facilitate cooperation on issues like trade, immigration, environmental protection, and cross-border infrastructure projects.

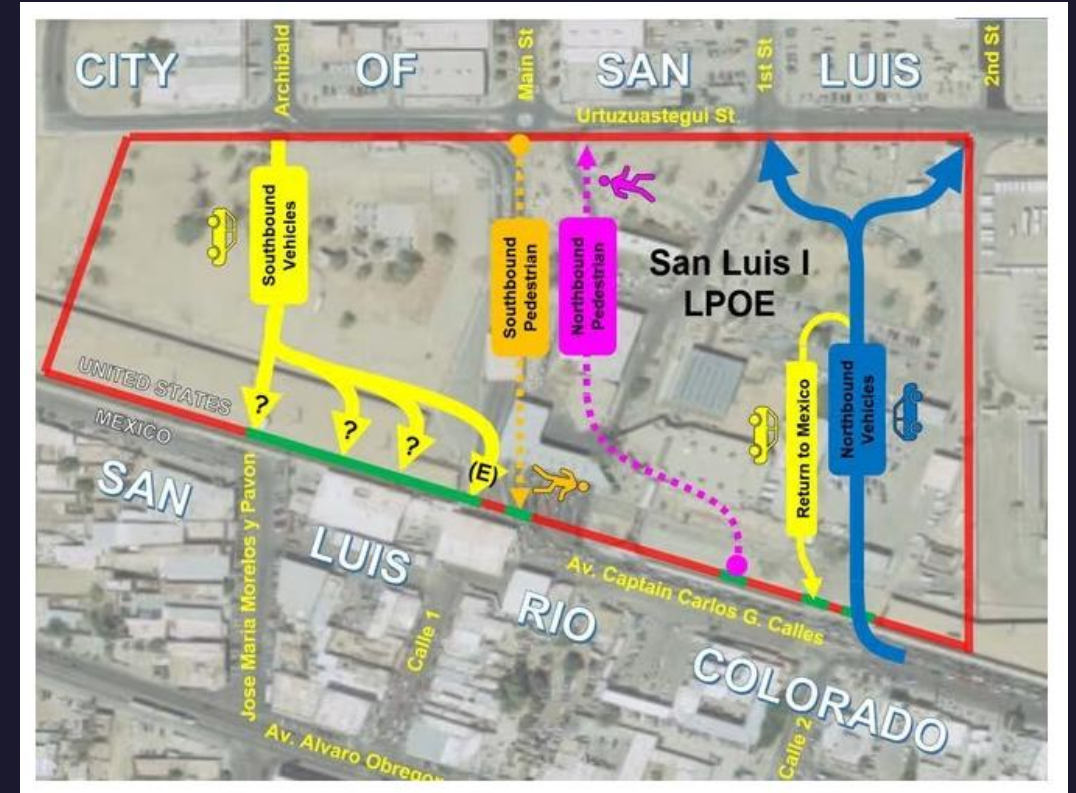
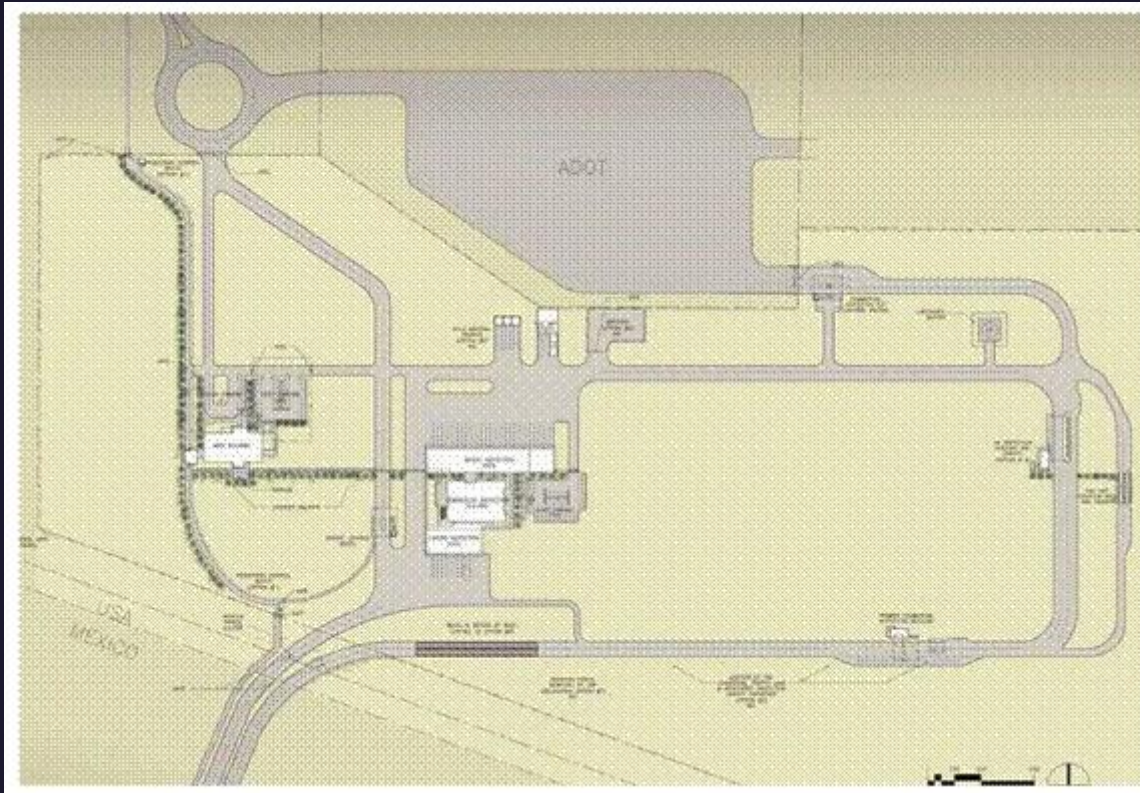


Region as a Sense of Place.

- Cultural exchange: Promoting cultural understanding and exchange between neighboring communities strengthens relationships and fosters a sense of shared identity.
- Leveraging Regional Assets: Identifying and promoting strengths: Regional associations help identify and leverage the unique assets and strengths of the region, such as natural resources, cultural attractions, and educational institutions.
- Maximizing potential: By working together, communities can maximize their potential and create a more prosperous and sustainable future for all.



San Luis II is Great!, But San Luis I its going to be huge.





City of San Luis Business Incubator

Final Phase of Calexico West POE, and New Power Plants.










El Tecnológico Nacional de México y el Instituto Tecnológico de Mexicali

TIENE EL HONOR DE INVITARLE A:

Foro Binacional de Calidad en la Educación Superior
 El objetivo es el impulso de iniciativas que promuevan la colaboración bilateral y la coordinación para mejorar la calidad en la educación superior.


4FRONTEd
 Four fronts. Two nations. One powerful region.

Jueves 17 de Octubre 2023
9:00 a 11:00 horas
Audiovisual Edificio D



Building a Region, is development of relationships.

Bike Ride More than a Ride.



8TH MAYORS' INTERNATIONAL BIKE RIDE

**SATURDAY
OCTOBER 26, 2024**

REGISTRATION: 7 AM | RIDE BEGINS: 8 AM
YUMA CIVIC CENTER | 1440 W. DESERT HILLS DRIVE, YUMA, AZ
FIRST 400 RIDERS RECEIVE A FREE T-SHIRT

PRE-REGISTRATION EVENT
SAVE TIME BY REGISTERING IN ADVANCE!
ENJOY RAFFLES, GIVEAWAYS AND MORE!

FRIDAY, OCTOBER 25 | 6-7:30 PM
PARADISE CASINO | 450 QUECHAN DRIVE, YUMA, AZ

Minors must be accompanied by an adult.
Proper documentation is required to cross the U.S. - Mexico border.
FOR MORE INFORMATION VISIT YUMAAZ.GOV/BIKERIDE



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RIDE BEGINS: 8 AM
YUMA CIVIC CENTER
1440 W. DESERT HILLS DRIVE
YUMA, AZ 85364

START
YUMA CIVIC CENTER

1ST STOP
COCOPAH KORNER

2ND STOP
SOMERTON CITY HALL

3RD STOP
GADSDEN PARK

4TH STOP
MOCTEZUMA PARK

END
BENITO JUÁREZ PARK

Next 5 years for San Luis.

- **Port Modernization and Expansion:** The ongoing \$308 million modernization and expansion of the San Luis I Land Port of Entry is a major catalyst for growth. This project will enhance efficiency, increase capacity for trade, and create jobs. Expect to see related development in logistics, warehousing, and transportation to support increased cross-border commerce.
- **Infrastructure Investments:** Continued investments in infrastructure like the Merrill Avenue improvements and the Cesar Chavez Boulevard project will support business growth and improve quality of life. These projects make the city more attractive for both residents and businesses.
- **Manufacturing Growth:** San Luis is well-positioned for growth in manufacturing, particularly in industries that support cross-border trade and take advantage of the city's location and skilled workforce. The city's efforts to attract manufacturing investment are likely to bear fruit in the coming years.

Next 5 years for San Luis.

- **Small Business Development:** San Luis is actively supporting small businesses through initiatives like the Small Business Resource Fair. This focus on entrepreneurship and small business growth will be crucial for diversifying the local economy and creating jobs.
- **Tourism and Hospitality:** With its proximity to the border and natural attractions like the Yuma Crossing National Heritage Area, San Luis has the potential to expand its tourism and hospitality sector. This could lead to new hotels, restaurants, and recreational businesses.
- **Workforce Development:** The city is investing in workforce development programs to ensure residents have the skills needed for the jobs of the future. This will be essential for attracting and retaining businesses in high-growth sectors.