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# Board of Supervisors Memorandum

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February 2, 2016

## Sister Region Relationship with Puerto Peñasco, Sonora, Mexico

### Introduction

The Pima County Economic Development Plan, 2015 through 2017, incorporates numerous strategic initiatives to advance Pima County's economic development efforts. In particular, Chapter 8 "Enhancing our Relationship with Mexico" defines various actions that should be taken to take full advantage of our emerging relationship with the country of Mexico. As noted in the Economic Development Plan, *"...on average, Mexican consumers spend an estimated \$8.0 Million per day in Arizona."* Puerto Peñasco is a desirable attraction for many Pima County residents and visitors.

### Background

On January 25 and 26, Mayor Ernesto "Kiko" Munro visited Pima County for meetings with various local officials and was provided information regarding certain Pima County facilities of interest, such as the wastewater reclamation facility, the Kino Complex, Port of Tucson, and The University of Arizona Tech Parks, as well as our water reclamation facilities. Mayor Munro took office on September 16, 2015 as the municipal president for the community of Puerto Peñasco, Sonora. The visit to Pima County by Mayor Munro was complemented by Supervisor Ray Carroll's visit to Rocky Point, Mexico. To complement Mayor Munro's visit, Supervisor Ray Carroll visited Puerto Peñasco, Sonora and toured the Technical University of Puerto Peñasco, visited the municipal water company, toured the Pinacate Reservoir, and met with business leaders and city economic development staff. This "exchange" between elected officials represents an important advancement in strengthening the relationship between the City of Puerto Peñasco and Pima County.

Mayor Munro has an ambitious list of initiatives he proposes to advance during his term of office which began on September 16, 2015. These initiatives include:

1. Working with federal officials in the United States and Mexico on modernizing the Lukeville border crossing;
2. Exploring the implementation of a desalinization plan to improve the reliability of water service;
3. Increasing the safety of the community of Puerto Peñasco to enhance tourist attraction for United States and Canadian visitors;
4. Initiating a health tourism project;
5. Implementing the "Homeport", a cruise ship departure and arrival destination;
6. Achieving the distinction of a Destination Management Organization; and
7. Implementing the Public Beach Project *"Mi playa"* between the *"Mirador and Las Conchas"* communities.

The Honorable Chair and Members, Pima County Board of Supervisors  
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These initiatives represent direct complements to Pima County's Economic Development Plan action items. Our action items concentrate on exploring opportunities for increased location of distribution companies in Pima County to provide engineering, quality assurance and distribution support for the *maquiladora* industry in Mexico. Our Economic Development Plan efforts will also emphasize increased border crossing activity for complement free trade opportunities and emphasizing the tourism industry.

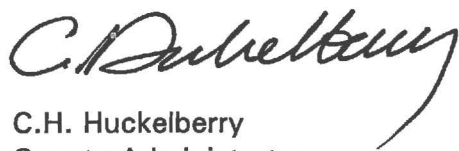
Pima County's Cooperation Coordination

In an effort to solidify Pima County's relationship with the new administration of Puerto Peñasco, Sonora, a Proclamation has been developed that acknowledges the desires of the Pima County Board of Supervisors to significantly collaborate with Mayor Munro's administration to achieve our mutually desired goals. The Board of Supervisors, in adopting the Economic Development Plan, acknowledged the importance of our mutually beneficial relationship with the country of Mexico, particularly with communities in the State of Sonora, such as Puerto Peñasco.

Recommendation

In recognition of the significant advancements that a truly cooperative relationship with Puerto Peñasco will have for Pima County, I recommend the Board of Supervisors adopt the attached Proclamation. I understand Mayor Kiko Munro will be in Tucson to accept this proclamation at the Board's February 2, 2016 meeting.

Respectfully Submitted,



C.H. Huckelberry  
County Administrator

CHH/mjk – January 28, 2016

Attachment

- c: John Bernal, Deputy County Administrator for Public Works  
Jan Leshner, Deputy County Administrator for Community and Health Services  
Tom Burke, Deputy County Administrator for Administration  
Dr. John Moffatt, Strategic Planning Director

## **PROCLAMATION**

WHEREAS, the Pima County Board of Supervisors pride themselves in forming partnerships with governmental and nongovernmental entities to foster amicable working relationships and promote benefits for the residents of the Pima County region; and

WHEREAS, the Pima County Board of Supervisors believe in the importance of the Sister Cities movement that has been successfully used throughout the United States, including ongoing productive interactions between the City of Tucson and Sonoran communities of Puerto Peñasco and Ciudad Obregón, Jalisco community of Guadalajara, and Sinaloa community of Mazatlán; and

WHEREAS, such partnerships establish meaningful connections that have enhanced the quality of life for both partnering communities through cooperation, surplus equipment donation, and information sharing on issues of technology, environmental sustainability, law enforcement, fire services, hazardous materials response, disaster response, public health and the provision of medical care; and

Whereas, Pima County's adopted Economic Development Plan, 2015 through 2017, emphasizes the tremendous opportunities that must be pursued with the country of Mexico to increase the location of employers on both sides of the international border that will expand the maquiladora industry, facilitate reliable supply chains for materials and manufacturing-related services, enhance medical tourism, and expand the attractiveness of leisure time tourism in both countries; and

WHEREAS, the Honorable Mayor Ernesto "Kiko" Munro of Puerto Peñasco, Sonora, Mexico visited with members of the Board of Supervisors and Pima County staff to express his city's desire to establish a productive and mutually beneficial relationship with Pima County, and Supervisor Ray Carroll visited Puerto Peñasco and met with local officials with similar expressions of friendship and willingness to establish a mutually beneficial relationship; and

WHEREAS, Mayor Munro's 2015-2018 Strategic Projects listing for Puerto Peñasco positively aligns with Pima County's Economic Development Plan in building mutually-benefitting industrial parks, strengthening ecotourism, health tourism, and exploration of desalination services that improve water service delivery for residents and visitors alike, and improving law enforcement for safe tourist destinations in this bi-national region, augmenting United States, Mexican and Canadian markets by increasing economic prosperity through education, health and employment that will positively impact the North American continent; and

WHEREAS, Pima County is interested in developing an International "Sister Region" program where both entities can address issues of mutual interest that expand economic prosperity in both regions;

WHEREAS, many Pima County residents and visitors frequently visit the beaches and resorts in Puerto Peñasco and contribute to that region's economic development, as well as place demands on the City's public services including water systems, landfills and roadways; and

WHEREAS, many Sonoran residents, including those from Puerto Peñasco, regularly visit Pima County and contribute to the local economy and to the cultural exchanges that are of interest to Pima County residents.

NOW, THEREFORE, BE IT PROCLAIMED, that Pima County, Arizona joins with Puerto Peñasco, Sonora, Mexico, to form

## **"A SISTER REGION"**

relationship patterned after the "Sister City" structure; and the Board of Supervisors and the Mayor of Puerto Peñasco, Sonora, Mexico hereby encourage their respective staffs to exchange information, cooperate with one another, and jointly develop a mutually satisfactory working relationship between the two regions – all designed to increase economic opportunity and prosperity.

PASSED AND ADOPTED, THIS 2nd DAY OF FEBRUARY, 2016.

ATTEST

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Robin Brigode, Clerk of the Board

The Honorable Sharon Bronson, Chair, Pima County Board of Supervisors, District 3

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The Honorable Richard Elías, Vice Chairman, Pima County Board of Supervisors, District 5

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The Honorable Ramón Valadez, Acting Chairman, Pima County Board of Supervisors

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The Honorable Ally Miller, Member, Pima County Board of Supervisors, District 1

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The Honorable Ray Carroll, Member, Pima County Board of Supervisors, District 4

C.H. Huckelberry, County Administrator