

## E-LETTER

## GYEDC Awarded Bi-National Marketing REDI Grant



As Greater Yuma EDC continues to develop a strong professional and strategy-driven organization, there has been continuous demand for improved marketing materials, as they relate to promoting directed development in our region. We are forced to compete with communities that have vastly larger resource pools and established marketing channels. Our office strives to work in collaborative and creative ways to even the playing field. In addition to the Arizona Department of Commerce Rural Economic Development Initiatives (REDI) Grant announced in January, our organization was recently awarded an additional \$8,000

REDI marketing grant to develop investment attraction materials for our bi-national manufacturing strategy.

GYEDC has identified our geographic location on the Mexico border as an asset with great potential to attract investment into the South Yuma County area, particularly in manufacturing and related sectors. We have seen a resurgence of interest and investment in the Twin-Plant manufacturing concept. Additionally, with the new \$100 million San Luis II Port of Entry and its accompanying 4-lane Area Service Highway, the region is projected for skyrocketing growth in the next several decades. It is critical that we plan and promote the area so as to appropriately take advantage of forecasted development. Communities along the U.S. – Mexico border such as Tijuana/San Diego, El Paso/Ciudad Juarez and McAllen/Reynosa have been very successful in instigating economic development through cross-border regional promotion. Yuma County has great potential to do so as well, but this requires an aggressive regional marketing campaign that promotes and embraces the assets of our bi-national regional.

The REDI Grant will be utilized to fund development of materials in three areas: Design and Printing of Collateral Marketing Materials, Integration of the New Materials into [www.greateryuma.org](http://www.greateryuma.org) and Composition of a Unique Regional Pitch Package for direct outreach. We anticipate that the complete scope of the project will be finished by July. We are confident that through this additional REDI partnership we will be able to produce marketing materials that will allow us to sell the assets our region has to offer manufacturing and related companies. The new materials will also be made available to all of our investors for personal and business usage.

## Yuma International Airport

Yuma International Airport wants Yuma and Imperial County residents to know that “They could still be sleeping.” The airport has recently begun a new advertising campaign that seeks to inform local travelers of the cost and comfort benefits of flying out of Yuma. In the past, many residents chose to start their travel plans from Phoenix or San Diego but rising gas prices, congestive traffic and long waiting lines have made these airports less practical starting points. Many travelers fail to factor in the added cost of gas, lodging and airport parking when flying out of surrounding metropolitan cities, as well.

Yuma International in comparison, offers travelers short commute times to the airport and hassle free check-in and security. The airport has also added two new cities to their flight plan - Salt Lake City, Utah and Las Vegas, Nevada to accompany flights to Phoenix and Los Angeles. With access to four major metro markets, Yuma International provides customers with the ability to reach their final destination anywhere in the U.S. from Yuma.

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## One Source Distributors Trade Show



On April 3, 2008 One Source Distributors celebrated two milestone moments in the same day. The electrical equipment and industrial automation supplier held an open house to introduce the public to its new facility on 2780 E. Palo Verde Street, while commemorating twenty-five years of service in the southern California and Arizona markets.

The trade-show has been a staple for the industrial community in Yuma for over 20 years. Brining together manufacturers and suppliers from different industry sectors to exchange ideas, discuss new products and exhibit tools and technology new to the market. One Source also provided technical representatives to answer any questions attendees may have had as well. In all, over 20 manufacturing companies attended the event and left with a lot of new information to take back to their respective companies.

Following the festivities on Thursday, attendees made their way out to the Desert Hills golf course on Friday for a round with the manufacturing rep's and One Source personnel.



## Illustrator Workshop Training

Beginning in June, Arizona Western College will begin a four day instructional training program with a focus on enhancing individuals depth of knowledge on Publisher and Photoshop programs. The workshop was created by AWC to accommodate professionals and/or companies that are seeking to improve their in-house print, multimedia and web material design.

For many companies, marketing can become a large expense when outsourcing for design is required. In response to these issues, Greater Yuma Economic Development and AWC have identified a class that will equip people with the necessary skills to create professional documents, marketing materials and other graphic design work. Other topics that will be taught include: graphic design, page layout, logos, illustrations, flowcharting and much more.

For individuals or companies that are interested please contact GYEDC @ (928) 782- 7774.

### Course Location:

**AWC Main Campus, Tech Room 4**

**2020 S. Avenue 8E**

**M/W Evenings**

**June 2, 4, 9, 11 6:00 - 7:30PM**

**Fee: \$67 includes workbook**

**AWC Contact: ccarmen.madero@azwestern.edu**

## Monthly Stat Report

March 2008	Yuma	San Luis	Somerton	Wellton
<b>Residential Permits</b>	27 - \$4,425,396	18 - \$1,218,084	5 - \$359,965	0 - \$0
<b>Total Value of Permits</b>	146 - \$22,881,722	25 - \$1,393,494	34 - \$523,537	13 - \$602,061
<b>Total City Tax Collections (2/08)</b>	\$2,977,639	\$371,361	\$99,236	\$75,693

## YBEC Releases First Publication

The Yuma Business & Education Consortium has released their inaugural publication aimed at enlightening the community on the numerous programs and initiatives taking place in Yuma between business and education. The articles in the publication will “reflect the findings and insights uncovered in meaningful discussions among members of the group of local business community members and school district superintendents.” YBEC was formed to unite business and education leaders together for a common goal of preparing Yumas’ youth for future workforce demands and addressing current educational issues.

For anyone interested in obtaining a copy of this publication please contact our office @ (928) 782-7774 or glavann@greateryuma.org.

# BORDER CROSSING PROGRAM UPDATES

Over the past several years, border-crossing wait times have increased across the country. During this time, a number of new federal program and policy changes have been implemented. In an effort to keep international trade and business running smoothly, GYEDC is keeping abreast of recent updates for our members consultation.

**US Visit:** US-VISIT is part of a continuum of security measures relating to a visitor's travel to and from the U.S. It includes eligibility determinations made by both the Departments of Homeland Security and State. Foreign visitors have their two index fingers scanned and a digital photograph taken to match and authenticate their travel documents at the port of entry. US-VISIT currently applies to all visitors to the U.S. holding non-immigrant visas, regardless of country of origin.

**ACE E-Manifest:** The Automated Commercial Environment (ACE) is a CBP system designed to facilitate legitimate cross-border trade while enhancing border security. Part 123, Customs Regulations has been amended to now require trucks entering the U.S. through all ports of entry to transmit the advance e-Manifest information through the ACE Truck Manifest system.

As of February 2<sup>nd</sup>, 2008, a new ACE update was deployed. The carrier creates a shipment record that is identified with a PAPS (Pre Arrival Processing System) shipment release type. When an electronic in-bond request is filed using the ABI (Automated Broker Interface) message QP, and the identical Shipment Control Number is reported in the QP message, the PAPS shipment will be automatically linked to the QP in-bond record. The ACE e-Manifest procedures up until this time required the carrier or his agent to link a QP in-bond shipment to an e-Manifest. Now when QP in-bond requests are created, ACE creates an un-associated shipment in the carrier's ACE account. This shipment record can be linked to the trip either by using the ACE Secure Data Portal feature or by using the Electronic Data Interchange (EDI) message.

ACE e-Manifest also maintains both previously supported methods of filing in-bond shipments.

**Western Hemisphere Travel Initiative (WHTI):** The WHTI seeks to make international travel more secure by requiring the use of passports or other acceptable travel documents by travelers entering the U.S. from Western Hemisphere countries including Mexico. Currently, border-crossers are required to present proof of both identity and of citizenship, but that requirement can be met with two separate documents, such as a birth certificate and a driver's license. When fully implemented in June, 2009, the WHTI will require that all travelers present a single document proving identity and citizenship at the border such as a passport, PASS Card, Enhanced Driver's License, or Trusted Traveler program membership.

**SENTRI Trusted Traveler Program:** Trusted Traveler programs allow expedited CBP processing along the U.S. border for pre-approved, low-risk travelers through specially designated traffic lanes. SENTRI lanes exist at ports of entry in Otay Mesa, San Ysidro, and Calexico, CA; Nogales, AZ; and El Paso, Hidalgo, Brownsville, and Laredo, TX. The application process for SENTRI includes thorough background and fingerprint checks and a personal interview with a CBP Officer. SENTRI documents comply with WHTI requirements. Recently there have been complaints by SENTRI cardholders that they are experiencing long waits or difficulties accessing the SENTRI lanes because of long lines or traffic at some ports of entry. Congressman Bob Filner has called for the addition of more SENTRI lanes at the Otay Mesa and San Ysidro ports of entry.

**PASS Card:** The PASS Card is a limited use "wallet-size" alternative passport document which conforms to WHTI standards. It can be used for land crossings at Mexico and Canada and for cruises to the Caribbean and Bermuda. The PASS Card costs less than a passport and is a government-issued proof of identity and citizenship. Applications were accepted beginning February 1<sup>st</sup>, 2008 and the first cards will be issued in the fall of 2008.

**Enhanced Driver's Licenses (EDLs):** Arizona, as well as California, Michigan, Texas, Oregon, Washington and Vermont, are working with the U.S. Department of Homeland Security to develop technologically enhanced driver's licenses. The Arizona EDL will serve as a driver's license, meet WHTI requirements and provide validation of a person's legal status. The application will be slightly more expensive than a standard license and will require proof of citizenship, identity and residence. Governor Napolitano has committed to seek legislative approval for this project. The target start date for the project is September 2008.