

**U.S. – MÉXICO
BORDER MAYORS
ASSOCIATION**



**ASOCIACIÓN DE
ALCALDES FRONTERIZOS
MÉXICO – U.S.**

April 19, 2012

Ms. Julie Rodriguez
Associate Director
Office of Public Engagement
White House
Washington, DC

Dear Ms. Rodriguez:

I would like to express our support of the Presidential Executive Order to increase tourism into the United States. We applaud the administration for taking these important steps to bolster job creation by better promoting the United States as a tourism destination and improve secure visa processing.

It is vital that you include México in your new Tourism Strategy. Please consider that the Southwest Border region of the United States is heavily dependent on trade and tourism from México. Increasing tourism from our neighbor south of the border is critically important to the overall economy of the United States.

Furthermore, I encourage the administration to continue to advocate for investing in our ports of entry infrastructure which is in desperate need of technological upgrades and additional personnel. More than six million pedestrians, ten million passenger vehicles and eight-hundred commercial vehicles crossed into El Paso in FY 2011. Cross border trade has surpassed \$70 billion per year in our community alone.

The U.S. – México Border Mayors Association has made the reduction of border wait times while insuring that security is not compromised our number one priority due to the negative impact this has not only in our local economies but also the nation.

Please do not hesitate to call me if you have any questions or if I can be of any assistance.

Sincerely,


John F. Cook
Chair

cc: Border Mayors

