



PRESS RELEASE

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Downtown San Diego Meets Downtown Tijuana

Partnership to forge cross-border relationships and share best practices

DOWNTOWN SAN DIEGO – To build relationships and create connections with our counterparts south of the border, the Downtown San Diego Partnership organized a day-long learning tour of Downtown Tijuana.

The tour was designed to highlight the renaissance occurring in both Downtown San Diego and Downtown Tijuana as well as allow officials from both sides of the border to share best practices on fostering a vibrant urban center. The trip, which included stops at the site of the Tijuana Innovadora, El Cubo Fine Arts Museum, the tech accelerator MIND Hub as well as the Mercado Miguel Hidalgo, highlighted the increasing importance of the bi-national border to the region's larger economy.

Kris Michell, president and CEO of the Downtown San Diego Partnership, said Downtown San Diego's location near the Mexico border is a competitive advantage, especially as more companies are looking "south" for more cost-effective and efficient manufacturing opportunities. A greater connection between Downtown leaders and those in Downtown Tijuana will allow both cities to align their messages and attract more businesses and visitors to the burgeoning bi-national border, she said.

"This trip is the perfect way to see how Downtown San Diego and Downtown Tijuana can support each other's economic vision," Michell said. "We know that we are truly stronger together, and it is important to learn from each other so we can improve our cities and grow our regional economy."

More than 20 Downtown business and community leaders joined Michell to meet with an impressive roster of Tijuana and Baja officials, including representatives from the City of Tijuana, the Tourism Secretary of Baja California, the Tijuana Economic Development Corporation, the Tijuana Chamber of Commerce and the Business Association of the Avenida Revolucion.

Michell said the trip was just the first step in building a better connection between Downtown San Diego and Downtown Tijuana. She said her organization is already planning to host Tijuana business leaders and officials in Downtown San Diego to show its progress and highlight the growing cultural scene.

“Both Downtown San Diego and Downtown Tijuana have so much to offer to businesses and visitors,” Michell said. “We have to keep the conversation going so we can ensure that the benefits of our bi-national message are understood here at home as well as around the world.”

The Downtown San Diego Partnership is a non-profit, member-based organization that serves as the leading advocate for the revitalization and economic health of Downtown. To learn more about the Downtown Partnership, visit www.downtownsandiego.org.

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