

Border Restrictions and Impact on Border Commerce



San Diego/ Tijuana
Smart Border Coalition
Border Restrictions Brief

7/9/2020

In San Ysidro...

- 725 Businesses, 6039 employees
- 577 of 725 businesses completely closed
- 80% of businesses closed by end of March
- 15 restaurants switched to carry out or delivery
- 500 employees previously worked for restaurants
- 4600 employees work for CLOSED businesses
- Businesses open are at 85-90% sales loss



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In San Ysidro...

- Over \$800M in sales each year
- 95% of those sales, on San Ysidro Blvd., come from border crossers
- 65% of “outlets” shoppers from Mexico (25% from Asia)



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**Spikes in COVID Infections are
not due to re-opening...**

**Spikes are due to
irresponsible people**



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Border Restrictions

- Interaction between US and Mexico is happening – restricting tourists is arbitrary and not based on any health consideration
- nearly 1,000,000 US citizens live in Mexico. In the case of CaliBaja, tens-of-thousands of them are crossing the border every day.
- 13.2 million Legal Permanent Residents – many of whom, in our region, cross frequently.

Border Restrictions



Our Mission is to Enrich, Lead and Foster the San Ysidro Business Community and our Bi-National Region.

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June 10, 2020

The Honorable Chad F. Wolf
Acting Secretary
U.S. Department of Homeland Security
Washington, D.C. 20528

Re: **TERMINATION OF CROSS-BORDER TRAVEL RESTRICTIONS ON OR BEFORE JUNE 22, 2020**

Dear Secretary Wolf,

Regardless of measures across the United States to "recover" or "re-open" from the COVID-19 crisis, border communities from San Ysidro, CA to Brownsville, TX cannot – and will not – begin to recover without the restrictions at our land ports of entry (POE) being terminated. We are asking – praying – the current restrictions on non-essential travel between the U.S., Mexico and Canada expire on or before June 22, 2020.

The San Ysidro Chamber of Commerce represents 736 businesses within a 2-mile radius of the World's busiest Land POE. We are truly a binational region. 45% of our 6,000 employees are lawful US employees, living in the community of Tijuana. San Ysidro historically provides for \$2 million in DAILY sales. 95% of those sales on San Ysidro Blvd are made by those crossing the border from Mexico. Border restrictions to essential travel have decreased our border crossing by 70%. Our community, alone, is losing over \$1.8M every day that border restrictions are in place.

Mexican officials announced, on June 1, 2020, that more than 5,000 companies have implemented protocols that would allow them to reopen critical operations. As California and Mexico lift restrictions based on improved health results, our local, county and state officials have implemented policy, practices and procedures to keep our businesses, employees and community safe in the face of infected visitors. We ask for the opportunity to enact these policies while re-establishing our livelihood.

Restricting daily travelers between our countries, who invest in binational commerce through the goods and services they acquire, is leaving border communities economically paralyzed.

The critical action of lifting border restrictions will allow for businesses to thrive and ensure the security of what is left of our border's economic vibrancy.

We thank you, in advance, for your time, leadership and cooperation in this regard. We look forward to your positive response to how Homeland Security can help save our livelihood.

Sincerely,


Jason M-B Wells
Executive Director

Border Restrictions



Embajador Christopher Land... · 6h
1/2 Attention US citizens on both sides of the 🇺🇸-🇲🇪 border! We're still in the midst of a pandemic, but hundreds of thousands of people PER DAY are crossing the land border—and fully 90% are US citizens or green card holders. Whichever side of the border you live on, this is ...

35 355 1,221



Embajador Christopher Landau ·
@USAmbMex

2/2 ... NOT the time to cross to shop, eat, or visit family on the other side. Only "essential" travel is permitted over the land border. If US citizens continue to make casual cross-border trips, the restrictions will increase, not decrease. Please act responsibly! 🇺🇸 🤝 🇲🇪



Martha Garcia @1315martha · 1d
En respuesta a @USAmbMex

Yo vivo en la frontera y desde marzo no podemos cruzar a Estados Unidos, desafortunadamente los que viven en Estados Unidos si pueden cruzar a Mexico

1 7



Embajador Christopher Lan... · 22h
Se supone que no debería de ser así - las restricciones son recíprocas. Hemos expresado a las autoridades mexicanas nuestro deseo de se apliquen de manera recíproca para proteger la salud de todos los habitantes de la zona fronteriza. Saludos.

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San Ysidro (South Bay) Recovery

1. **A fully functioning border** – including all facilities at San Ysidro we just spent \$741M reconfiguring;
2. Greater **State and County** relief;
3. More **proactive** approach from government and providers for businesses outreach;
4. Relief programs open to **non-profits helping** our **businesses** survive;
5. Investment in **infrastructure**;
6. Implement a **Cali-Baja Recovery Task Force**.



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