

Sierra Vista  
**Hispanic**  
Chamber of Commerce  
AN AFFILIATE OF THE TUCSON HISPANIC CHAMBER

December 18, 2018.

Atención Vendedores de Sonora:

¡Es con mucho gusto y orgullo que los invitamos a participar en SonoraFest 2019 que se llevara a cabo el Sábado 6, y domingo 7 de abril 2019 en el Mall de Sierra Vista!

Es horario para SonoraFest 2019 será de las 9:00 am a 6:00 pm el sábado 6 de Abril. Para el domingo 7 de abril será de las 10:00 am a 4:00 pm.

Para SonoraFest 2019 queremos que aumente el número de vendedores de Sonora a unos 60 si todo posible para que atraiga más personas asistiendo ya que para Sonora 2018 tuvimos cerca de 7,000 personas. La meta para SonoraFest 2019 es que asistan entre 12,000 y 14,000 personas.

Con el éxito de SonoraFest 2018, esperamos también que se presenten la Gobernadora Pavlovich de Sonora y el Gobernador Ducey de Arizona para SonoraFest 2019.

Dado que nomás quedan tres mesas para SonoraFest 2019, les pedimos que ya se comprometan con la Secretaría de Economía del Estado de Sonora y se registren para participar.

¡Esperamos verlos aquí nuevamente y les aseguramos que la pasaran bien y esperamos que superen sus ventas en Sonora 2019!

Atentamente,

  
Daniel C. Valle, AInstIB  
Director Internacional  
500 E. Fry Blvd, Suite M14-B  
Sierra Vista, AZ 8535  
Phone: 520-227-2734  
Email: [dan@tucsonhispanicchamber.org](mailto:dan@tucsonhispanicchamber.org)



Gobierno del Estado de Sonora

Secretaría de Economía



**Sierra Vista**  
EXTRAORDINARY SKIES.  
UNCOMMON GROUND.

Sierra Vista  
**Hispanic**  
Chamber of Commerce  
AN AFFILIATE OF THE TUCSON HISPANIC CHAMBER

March 1, 2019

Lic. Leonardo Ciscomani Freaner  
Subsecretario de Desarrollo Económico

Dear Lic. Ciscomani Freaner:

As mayor of the host city of SonoraFest 2019, it is my pleasure on behalf of Sonora's Secretary of Economy, the Tucson Hispanic Chamber of Commerce and the City of Sierra Vista to invite you to the SonoraFest 2019 Grand Opening, Ribbon Cutting Ceremony and VIP Reception on Saturday, April 6<sup>th</sup>, 2019 from 9:00 a.m. to 11:00 p.m. at the Mall at Sierra Vista in Sierra Vista, AZ.

SonoraFest 2019 is an event planned, developed and executed in a four-way partnership between the City of Sierra Vista, Sonora's Secretariat of Economy, Mexican Consulate in Douglas and the Tucson Hispanic Chamber of Commerce. It is also supported by Community Partners, the Sierra Vista Area Chamber of Commerce and The Mall at Sierra Vista.

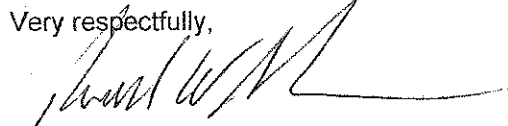
The purpose of SonoraFest is to bring Sonora to Arizona and in that way display all the good things Sonora has to offer through its business owners and entrepreneurs in the way of its culture, music, arts & crafts, food, entertainment plus enhance relations and cross border trade between the two bordering states and in the Arizona-Sonora Mega Region. This year, our emphasis is to offer our great military and Department of Defense personnel and their families stationed at Fort Huachuca, Davis-Monthan AFB and Luke AFB to "Come to Sonora in Sierra Vista." Last year's inaugural SonoraFest here in Sierra Vista drew close to 7,000 attendees from Sonora and Arizona and this year, we expect that number to be between 12,000 and 14,000!

We would be honored with your attendance and participation in two VIP events we have planned as outlined in the enclosed SonoraFest 2019 VIP Program of Events.

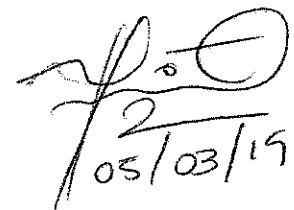
Should you require hotel reservations, we can recommend SonoraFest participating hotels here in Sierra Vista that are prepared to meet your needs.

Please RSVP to Mr. Dan Valle at [dan@tucsonhispanicchamber.org](mailto:dan@tucsonhispanicchamber.org).

Very respectfully,

  
Frederick W. Mueller  
Mayor of Sierra Vista

Enclosure

  
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**APP Program of Events**

*Saturday, April 6, 2018*

The Mall at Sierra Vista, 2200 El Mercado Loop

Sierra Vista, AZ 85635

<u>Time</u>	<u>Activity</u>	<u>Location</u>	<u>Who</u>
9:00 a.m.	VIP Reception/Registration	The Mall at Sierra Vista Special VIP Room	All VIPs
10:00 a.m.	Introduction of VIPs & Sponsors	The Mall at Sierra Vista Food Court	Daniel C. Valle, Emcee International Director, Sierra Vista Hispanic Chamber of Commerce
10:05 a.m.	Mexican and American National Anthems	The Mall at Sierra Vista Food Court	Children's Chorus of Agua Prieta, Sonora
10:10 a.m.	Welcome and Opening Remarks By Mayor of Sierra Vista	The Mall at Sierra Vista Food Court	Mayor Rick Mueller
10:15 a.m.	Remarks by President & CEO Tucson Hispanic Chamber of Commerce	The Mall at Sierra Vista Food Court	Ms. Lydia Aranda, M.A.