

ARIZONA-MEXICO COMMISSION

Strategic Plan

2026-2027



Executive Summary

MISSION: The Arizona-Mexico Commission's mission is to improve the economic prosperity and quality of life for all Arizonans through strong, public/private collaborations in advocacy, trade, networking and information.

The AMC's unique model of connecting business, government, and community leaders from both sides of the border is critical in addressing challenges and seizing opportunities for innovation in our broader region. Building on a 67year legacy, the AMC has identified the following key priorities to ensure the organization remains a trusted voice and a binational convener for our region:



Operational Excellence

We will foster a culture of continuous improvement to achieve operational excellence and long-term sustainability.



Elevate Member Engagement

We will provide meaningful opportunities for connection and collaboration across the state and region.



Catalyst of the Arizona-Mexico Relationship

We will play a prominent role in strengthening our relationship with Mexico while promoting our impact locally, nationally and internationally.

The vision and goals of this strategic plan reflect these pillars, laying out the strategies to guide execution.

Operational Excellence

Goal 1: Optimize Board Participation

Strategies:

- Drive strategic alignment with the board
- Activate (new) organizational committees as organization grows and needs arise.

Goal 2: Manage Operations and Financial Health

Strategies:

- Strengthen operational and financial policies.
- Add additional capacity to maintain AMC's organizational effectiveness.

Goal 3: Retain & Grow Active Membership & Sponsorship

Strategies:

- Increase membership revenue from \$230,000 to \$450,000 by 2027.
- Diversify and broaden sponsorships and investors.
- Maximize member value and alignment with the AMC's mission.

Elevate Member Engagement

Goal 1: Cultivate Strategic Partnership Opportunities

Strategies:

- Partner with member organizations that complement the AMC's priorities
- Leverage Chamber Nation to provide digital connection opportunities.

Goal 2: Produce High-Impact Engagements for Members & Sponsors

Strategies:

- Curate thought-leadership forums addressing priority binational issues
- Facilitate exclusive industry access and learning exchanges.

Goal 3: Maximize Binational Committee Participation & Coordination

Strategies:

- Synchronize committee advocacy with executive level policy priorities.
- Utilize the committee charter to advance quality coordination with Sonora.

Catalyst of the Arizona-Mexico Relationship

Goal 1: Amplify the AMC's Brand as a Premier Voice of the AZ-MX Partnership

Strategies:

- Tell the story of the Arizona-Mexico partnership through year-round storytelling.
- Strengthen the AMC's digital presence and position as a thought leader.

Goal 2: Become the Trusted Resource for AZ-MX Information and Data

Strategies:

- Publish collateral and reports that highlight progress and updates in key areas, especially trade.

Goal 3: Promote a Strong, Prosperous Binational Relationship with Mexico

Strategies:

- Advocate for policies that strengthen North American competitiveness, including the USMCA.
- Expand cross-border gatherings and information-sharing opportunities.