



Prepared by



**Proposal for Economic Development Consulting Services**  
**City of Douglas, Cochise County, Arizona**  
**Submitted by: CleVer International Solutions**  
**Date: February 6, 2025**

---



02/06/2025  
City of Douglas  
Attention: Economic Development Selection Committee  
425 10th Street  
Douglas, Arizona 85607

Dear Selection Committee,

CleVer International Solutions is pleased to submit our proposal for economic development consulting services to the City of Douglas. We are confident that our vast experience in cross-border economic development, particularly in the areas of business international relations and tourism promotion, makes us the ideal partner for this project.

We understand the strategic advantages of Douglas's location at the U.S.-Mexico border and are eager to leverage the federal investment in the Two-Port Solution to drive growth. Our team is prepared to create tailored strategies to boost the City's economic activity by fostering cross-border relationships, attracting new investments, and promoting Douglas's cultural and tourism potential.

We look forward to working with the City to help achieve its economic and community development goals.

Sincerely,  
Cesar F. Verduzco  
President  
CleVer International Solutions  
cesar@clever-international.com  
602-300-7801



## 2. Firm Identification

- **Firm Name:** CleVer International Solutions
  - **Address:** Phoenix, AZ
  - **Phone Number:** 602-300-7801
  - **Website:** [www.clever-international.com](http://www.clever-international.com)
  - **Designated Point of Contact:** Cesar Verduzco
- 

## 3. Firm Qualifications

CleVer International Solutions has a proven track record in international economic development, specializing in building strategic cross-border relationships and identifying investment opportunities. Our firm has assisted cities and businesses in maximizing their potential, particularly in regions with strong international ties. We are highly skilled at engaging stakeholders, facilitating trade missions, and fostering new business ventures.

Our team brings a comprehensive approach to economic development by focusing on:

- Cross-border partnerships with Mexico and U.S. states
  - Business recruitment and incentives for manufacturing, agri-business, and logistics companies
  - Tourism development, cultural exchange, and sports promotion
  - Educational initiatives and academic exchanges to strengthen the region's workforce and competitiveness
-



## Team Members

Our team at CleVer International Solutions is composed of highly skilled professionals with extensive experience in cross-border economic development, international relations, and project management. Below are the key members who will be directly involved in the City of Douglas project:

- 1. Cesar F. Verduzco – President & Lead Consultant**

Cesar brings over 22 years of experience in international economic development. He has successfully led trade missions, facilitated high-level negotiations, and developed strategic partnerships in both Mexico and the U.S. His expertise in fostering cross-border relationships will be pivotal to the success of this project.

**Role:** Overall project oversight, strategic planning, and client relations.

**Calixto Mateos – Economic Development Consultant**

Calixto has a strong background in economic policy, finance advocate and urban planning, specializing in cross-border business attraction nearshoring. He has worked as a Managing Director at the North American Development Bank (NADBANK) He possesses firsthand experience in bringing the United States and Mexico by dealing with federal and local governments to develop strategies for economic growth, focusing on creating sustainable business environments.

**Role:** Economic growth strategy development, business recruitment, and infrastructure assessments.

- 2. Roberto Delahanty – Project Manager**

Roberto is a seasoned project manager with extensive experience in international project execution. He has overseen various cross-border initiatives, ensuring that projects are completed on time, within budget, and according to specifications.

**Role:** Managing day-to-day project operations, ensuring that timelines and deliverables are met.

Together, our team brings a comprehensive skill set that will ensure the success of the economic development project for the City of Douglas. Each member is committed to creating sustainable growth and fostering lasting partnerships to benefit the community.

---

## **4. Approach and Methodology**

CleVer International Solutions's approach integrates the City of Douglas's core objectives with our expertise in cross-border development and business recruitment. Our strategy will focus on the following key areas:

### **1. Strengthening Mexico and U.S. State Partnerships**

- We will foster stronger economic, cultural, and educational ties with Mexican cities such as Mexico City, Toluca, Guadalajara, Puebla, Queretaro, and Monterrey.
- We will assist in organizing opportunities and strategic meetings to build relationships with top Mexican CEOs, government leaders, and academic institutions.

### **2. Economic Growth and Business Recruitment**

- Attract manufacturing and logistics companies to Douglas by offering tailored incentives and providing site selection and infrastructure assessments for the former Food City store, creating "El Mercado" with Manny Supermarket.
- Promote the City's unique position on the U.S.-Mexico border to investors and businesses in key sectors such as agri-business and tourism.

### **3. Tourism and Signature Event Promotion**

- Increase the City's visibility in Mexico and other U.S. states by creating targeted marketing campaigns.
- Promote sports and cultural events that highlight Douglas's identity and attract international visitors, such as for the city's golf course.

### **4. Educational and Cultural Exchange**

- Facilitate academic exchange programs between Douglas and Mexican universities to improve workforce development and competitiveness.
  - Develop initiatives that promote cultural activities and support the community's diverse heritage.
-



## 5. References

Please find below contact information for three references from past projects similar in scope and complexity:

- **Alicia Marseille**  
Arizona State University  
602-820-1548  
Plastic Microfactory  
[Outcome Achieved]
  - **David Adame**  
Chicanos Por La Causa  
602-695-3245  
Position of organization and close partnerships with mexican corporations and MOUs  
[Outcome Achieved]
  - **Tina Waddinton**  
Phoenix Committee on Foreign Relations  
602-308-9257  
Provided to committee to bring foreign dignitaries to visit Phoenix  
[Outcome Achieved]
- 

## Time of Performance

CleVer International Solutions is committed to executing this project efficiently and effectively within the specified timeframe. The initial contract term will be for one year, with the option to renew based on the achievement of key deliverables and project milestones. We will collaborate closely with City representatives to develop a detailed project timeline, ensuring the delivery of milestones. The project timeline will be reviewed and adjusted as necessary, in alignment with the evolving needs and progress of the project.

---



## Past Performance

CleVer International Solutions has a proven track record of executing high-impact projects across various sectors, including sports, sustainability, and international economic development. Below are key past performances, organized by year:

1. **Arizona Governor's Trade Mission to Mexico City (2016)**

**Client:** State of Arizona

**Scope:** Facilitated Arizona Governor Doug Ducey's first visit to Mexico City.

**Key Actions:** Organized a reception with top Mexican CEOs, coordinated mission logistics, and played a central role in strategic discussions.

**Outcome:** Strengthened Arizona-Mexico relations and laid the foundation for continued collaboration between the two regions.

2. **AEM Leadership Summit in Washington, DC (2016)**

**Client:** Mexican Entrepreneurs Association (AEM)

**Scope:** Assisted in high-level discussions aimed at promoting U.S.-Mexico trade and collaboration.

**Key Actions:** Played a pivotal role in discussions at the AEM Leadership Summit, including an invitation to the White House.

**Outcome:** Promoted increased trade and business opportunities between the U.S. and Mexico.

3. **Chicanos por La Causa Trade Mission to Mexico City (2017)**

**Client:** Chicanos por La Causa

**Scope:** Facilitated a landmark agreement between Chicanos por La Causa and the Mexican Olympic Committee.

**Key Actions:** Promoted collaboration to empower Mexican-American athletes.

**Outcome:** Achieved widespread media attention and created an international partnership supporting athletes and cultural exchange.

---

4. **Phoenix Suns First Professional Basketball Game in Mexico City (2017)**

**Client:** Phoenix Suns

**Scope:** CleVer International Solutions facilitated the first professional basketball game held in Mexico City between the Phoenix Suns and San Antonio Spurs , marking a historic event for the sport in the region.

**Key Actions:** Managed the logistics for the Phoenix Suns' involvement in the game, including coordination with the NBA, Mexico City officials, and local sponsors.

**Outcome:** The game was a major success, strengthening the relationship between the Phoenix Suns and Mexico, expanding the NBA's presence in Latin America, and enhancing the sports culture in Mexico City.

5. **Phoenix Trade Mission to Mexico City (2017)**

**Client:** City of Phoenix

**Scope:** Supported a trade mission for the City of Phoenix, including mayors from seven Arizona cities.

**Key Actions:** Organized strategic meetings with Mexican CEOs to discuss economic collaboration.

**Outcome:** Fostered long-lasting intergovernmental relationships and business partnerships.

6. **Sinaloa Encanta Trade Delegation (2018)**

**Client:** State of Arizona, City of Phoenix

**Scope:** Led a delegation to Sinaloa, Mexico, to promote cross-border business connections.

**Key Actions:** Facilitated networking between agribusiness, tourism, and government leaders.

**Outcome:** Strengthened trade and partnerships between Arizona and Sinaloa, focusing on agribusiness and tourism.

---

7. **Reactivation of Professional Boxing with the WBC: Jacobs vs. Chavez Championship Match (2019)**

**Client:** World Boxing Council (WBC)

**Scope:** After a 10-year absence of professional boxing in Arizona, CleVer International Solutions reactivated professional boxing in Arizona by partnering with the World Boxing Council (WBC) to bring the first WBC professional championship match to the Footprint Center in Phoenix. This high-profile match between Daniel Jacobs and Julio Cesar Chavez Jr. helped reestablish Arizona as a key destination for professional boxing.

**Key Actions:** Coordinated with the WBC, Footprint Center, International and local boxing promoters, and government officials to bring the event to Arizona.

**Outcome:** The Jacobs vs. Chavez championship match was a resounding success, drawing a significant crowd and generating substantial media coverage for both the event and the sport in Arizona. It successfully positioned Arizona as a major hub for professional boxing.

8. **Best of the Best - WBC Green Belt Challenge Amateur Boxing Tournament (2020)**

**Client:** World Boxing Council (WBC)

**Scope:** CleVer International Solutions collaborated with the World Boxing Council (WBC) to organize and execute the **first-ever amateur boxing tournament** for the prestigious WBC Green Belt Challenge, known as **Best of the Best**.

**Key Actions:** Worked closely with WBC officials, boxing clubs, and trainers to identify top amateur athletes for the competition.

**Outcome:** Successfully spotlighted new talent in the boxing world, contributed to the development of future stars, and created a new platform for amateur boxers to compete for the prestigious WBC Green Belt.

---

9. **Lucha Libre AAA Professional Wrestling Event in Tempe, Arizona (2022)**

**Client:** Lucha Libre AAA

**Scope:** CleVer International Solutions brought the first-ever Lucha Libre AAA professional wrestling event to the United States, held at the newly built Mullet Arena in Tempe, Arizona.

**Key Actions:** Coordinated logistics, marketing, and partnership efforts to ensure the successful promotion and execution of the event. Worked closely with the Lucha Libre AAA organization and arena management to create a memorable fan experience.

**Outcome:** The event attracted large crowds and received significant media coverage, helping to expand Lucha Libre AAA's presence in the U.S. market while establishing Arizona as a key venue for international sports and entertainment.

10. **Microplastic Recycling Facility at ASU – Circular Plastics Microfactory (2024)**

**Client:** Alicia Marseille, Director, Arizona State University (ASU)

**Client:** CEO of Goodwill Central and Northern Arizona

**Scope:** CleVer International Solutions played a pivotal role as the architect for the first-ever microplastic recycling facility in Phoenix, known as the Circular Plastics Microfactory. Located at ASU's Retail Operations Center, this state-of-the-art, 10,000-square-foot facility uses advanced sorting processes to reclaim and repurpose plastics into new products.

**Key Actions:** Collaborated with ASU's Rob and Melani Walton Sustainability Solutions Service and Goodwill to design and implement the facility.

**Outcome:** Successfully launched a groundbreaking facility that contributes to sustainability and the circular economy by transforming waste into reusable products, and supported ASU's sustainability initiatives while creating new business and workforce development opportunities.

---

## 8. Conclusion

CleVer International Solutions is eager to collaborate with the City of Douglas to leverage its strategic location and build international partnerships that drive economic growth. We are confident that our past experience, combined with our tailored approach, will help the City reach its economic development goals. We look forward to the opportunity to work together.

---

### Attachments:

Résumés of Key Team Members bios link:

Cesar F Verduzco

<https://youtu.be/GyTRYa2qod0?si=XSF6ojnG6GCV7M4d>

Calixto Mateos

<https://youtu.be/i2DGT2t4gZA?si=b6oHK5TK8i2IQV-H>

Roberto Delahanty

<https://youtu.be/mVPoNWyITpQ?si=uj5gBpp9j4YUKtxg>

---



### **César F. Verduzco**

*President, CleVer International Solutions*

**Cesar Verduzco** is a seasoned professional with over 21 years of experience in Arizona, following a successful career in New York. Originally from Mexico City, he is the President and CEO of **CleVer International Solutions**, an international advisory and business development firm. The company specializes in connecting top-tier individuals and corporations, particularly from the **Forbes** list, with prime business opportunities in both the **United States and Mexico**, with a focus on **Sinaloa, Sonora, Baja California Sur, and Mexico City**.

CleVer International Solutions also provides technical expertise and operational support to both state and local governments, as well as specialized agencies, on international projects. These projects often involve management reviews, logistical support, program management, and—due to the cross-border nature of the work—cultural awareness.

With nearly 20 years of professional experience in **banking, securities, financial services, international business development, market analysis, and real estate**, Mr. Verduzco is highly regarded as a strategic advisor. He currently advises the Presidents and CEOs of notable organizations such as **Raza Development Fund, Chicanos Por La Causa, Goodwill**, and the **Mexican Olympic Committee**. His focus is on fostering international public relations and business development, as well as enhancing economic relations between the U.S. and Mexico. His expertise lies in building high-level connections between **CEOs, company presidents**, and prominent government officials—including **state governors, city mayors, senators, congressmen, council members, and community leaders**.

---



Beyond his professional endeavors, Mr. Verduzco is deeply committed to social and nonprofit initiatives. He is currently the **President of the Mexican Entrepreneurs Association (AEM)** for the **Phoenix chapter**, **Institutional Coordinator for the Mexican Olympic Committee in Arizona**, and a **business development speaker for Growing Together AZ**. He serves on the **Board of Directors for the Arizona Diamondbacks' Ambassador Council**, the **National Board of Directors for AEM-USA**, and the **Board of Directors for Arizona Autism Support**, where he spearheaded the **Autism Walk in Arizona**, a highly successful annual fundraising event that has raised hundreds of thousands of dollars to benefit the autism community.

A second-generation Mexican politician, Mr. Verduzco is actively involved with the **General Consulate of Mexico in Phoenix** and various Mexican officials. He also participated in a pilot program with local Spanish-language television to promote **financial literacy** within minority communities.

Mr. Verduzco holds a **B.S. in Business Administration**, with a specialization in **International Business** from **Mercy College** in New York. He is happily married to **Laura**, and together they have three beautiful children.

---