

MESSAGE FROM THE MAYOR

It was an honor to serve District 4 as a City Representative for six years, and it is an even greater privilege to be serving as El Paso's first four-year term Mayor. Having knocked on 17,132 doors to get elected, I can tell you my grassroots style of campaigning for this job gave me a tremendous understanding of the diverse people I represent.

My yardstick for El Paso's progress is based on economic development. One of the early successes of this administration was the regional economic summit, which united the community, enabling us to strive toward common goals. For the first time in El Paso's history, we have a Lyceum consisting of advisory cabinets for Manufacturing, Medical, Military & Defense, "Next Generation" Economy, Tourism and Transportation. I must compliment all the volunteer experts, representing the best and the brightest minds of our community, for donating their time and expertise. It is my vision that the cabinets will focus the community's energies on these areas and set our road map to success: a better El Paso for our children and grandchildren.

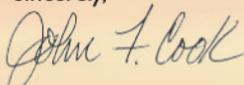
Approachability, accessibility and accountability are key ingredients to a government the people can trust. To keep my fingers on the pulse of the community, I have arranged my schedule to assure that my office is more open and accessible to all citizens. In keeping with the City's pursuit to provide citizens with quality services at the best tax dollar value, the City of El Paso has a balanced budget for the first time in ten years. It is more than coincidence that the budget was prepared by our City Manager, Joyce Wilson. She and her staff of over 6,200 employees work daily to ensure wise fiscal management and continuity of high-caliber services.

Having lived in this community for over 35 years, my wife and I believe in serving our less fortunate El Pasoans. Your First Lady has committed to serving meals to the homeless every month. It has been my honor, along with other members of this City Council, to help in this mission. She worked to organize the first citywide Thanksgiving dinner that united corporate El Paso, the faith-based community and over 1,000 volunteers to prepare and serve a delicious meal to almost 5,000 less fortunate people. Undeniably, the greatest show of caring for our fellow man came when our community responded to the Katrina and Rita hurricanes that ravaged the country. The collective response was overwhelming and heart-warming, proving that it is better to give than to receive. I am proud of El Pasoans and proud to be one.

The future for our community is bright, as a once in a lifetime opportunity is upon us. The culmination of various collective efforts – from the new growth at Fort Bliss and the Regional Economic Development Corporation's labors to attract new companies, to the new desalination plant currently under construction – will mean successful economic growth for El Paso. We are looking to enhance commerce and mobility in our area and into our sister city, Ciudad Juárez, by placing the International Mass Transit service into motion – a first of its kind in the U.S. I have been working to enhance our relationships with the regional mayors from El Paso County, Doña Ana County and Cd. Juárez. I believe a regional approach will position all of us to compete in what is now a global economy. We must believe and understand that we live in the 3rd largest manufacturing region in North America and that our future is dependent upon our ability to compete with other regions.

I am truly humbled at the responsibility you have entrusted to me to lead our city. I encourage you to believe as I do that the stars are in alignment and it is our turn to shine!

Sincerely,



John F. Cook
Mayor

