



Rosarito Beach Hotel Staff Honor Don Hugo Torres

End-of-season gathering honors the longtime owner and director of the Rosarito Beach Hotel and a pioneer of local tourism on what would have been his 90th birthday



memorate his birthday.

Hugo Antonio Torres Ramírez, president of the Rosarito Beach Hotel Board of Directors, congratulated employees for their dedication and hard work throughout the summer season, helping provide visitors with a pleasant stay.

He also recognized the affection and respect employees continue to show for his father, two years after his passing. As a tribute, staff released white balloons and held a prayer in Don Hugo's memory.

Torres Ramírez also presented a trophy to the winners of the hotel's softball game and recognized the Human Resources Department for organizing the gathering.

After the cake was cut, employees took part in volleyball games on the beach and soccer matches on the hotel's lawn. The celebration concluded with music and time for employees to relax and spend time together.



Adolfo López Mateos Public Library Opens in Rosarito

Library at Centro Cultural Rosarito offers residents a space for reading, learning and cultural development

The Adolfo López Mateos Municipal Public Library is now open to the public inside Centro Cultural Rosarito, offering residents a space for reading, learning and cultural activities.

The library is intended to encourage reading, support learning and provide access to educational resources for children, teenagers, adults and families throughout the municipality.



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IMSS Opens Laboratory Sample Collection Service in Rosarito

New service at Medical Unit 21 will benefit more than 98,000 IMSS patients and reduce trips to Tijuana

The IMSS Medical Unit 21 in Rosarito has opened a new laboratory sample collection service, allowing patients to have basic laboratory tests performed locally instead of traveling to Tijuana.

The service was officially inaugurated Tuesday, September 22, by Desirée Sagarnaga Durante, regional delegate of the Mexican Social Security Institute (IMSS) in Baja California. She was joined by medical staff, laboratory specialists, local health advocates and Fabiola Macías Corona, director of Medical Unit 21.

The new service includes two sample collection stations where medical personnel will collect patient samples, reducing the need for Rosarito residents to travel to medical facilities in Tijuana.

Macías Corona said the service will benefit more than 98,000 IMSS patients in Rosarito. She noted that between 2,000 and 2,100 patients previously traveled each month to IMSS Medical Unit 7 in Tijuana for laboratory tests. Those patients included residents from Primo Tapia, Colonia Morelos and Lomas Altas.

The new facility will provide basic laboratory testing and blood sample collection.

"Starting today, the Baja California IMSS delegation is making blood sample collection services available, helping reduce waiting times for basic laboratory tests," Macías Corona said.

She thanked the medical personnel and facilities in Tijuana that had provided laboratory services to Rosarito patients over the years, including Medical Unit 7, laboratory specialist José



de Jesús Romero Beltrán, and Family Medicine Unit 33.

Sagarnaga Durante explained that IMSS facilities in Rosarito had continued providing laboratory services, but samples and patients requiring testing had previously been referred to Tijuana.

"Although patients previously had to be sent to Tijuana, laboratory services were never discontinued. What we are celebrating now is that we have the service here," Sagarnaga Durante said.

She explained that the change took time because laboratory services are provided through contracts with suppliers, which can be annual or multi-year. With the new agreement, she said, Rosarito patients will no longer have to travel to Tijuana for most laboratory services, although some specialized tests will continue to be referred elsewhere.

Sagarnaga Durante also said waiting times for laboratory services have improved significantly following the opening of the full laboratory at Family Medicine Unit 33 in Tijuana and the re-

distribution of patients among medical units and hospitals.

She said that at IMSS Medical Unit 20, waiting times for laboratory services are currently about three to four days, compared with several months a year earlier.

According to Sagarnaga Durante, the opening of the laboratory at Family Medicine Unit 33 has helped reduce the backlog of patients previously referred to Medical Unit 7, while additional laboratory capacity has also increased the availability of sample collection services.



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Construction Begins on Rosarito Desalination Plant

Major water infrastructure project is expected to strengthen water supply for Tijuana, Rosarito and Ensenada

Construction of the Rosarito desalination plant is getting underway as part of a federal and state effort to strengthen the long-term water supply for Baja California's coastal region.

During a morning press conference following President Claudia Sheinbaum's visit to Baja California, Governor Marina del Pilar Ávila Olmeda announced that construction of the project was about to begin. Government officials have described the facility as the largest desalination plant in Latin America.

The project is expected to provide

an additional source of drinking water for Tijuana, Playas de Rosarito and Ensenada. Federal officials say the plant will have a capacity of 2,200 liters per second and could increase water availability in the region by up to 45 percent.

Baja California Treasury Secretary José Andrés Pulido Saavedra said one of the first steps toward moving the project forward was resolving an international arbitration case stemming from an earlier public-private partnership contract for the desalination plant.

He explained that the previous contract was never completed and ultimately led to an international arbitration proceeding involving the Mexican government. According to Pulido Saavedra, an agreement was reached to resolve the dispute, allowing the gov-



ernment to acquire the land needed for the project.

The federal government acquired the property for approximately 596 million pesos through the National Infrastructure Fund (Fonadin), according to the state government.

Following the land acquisition, federal authorities conducted financial and technical analyses to determine the contributions required from the federal and state governments.

"The federal government said, 'I will build the entire desalination plant and deliver the water to a tank so the state can distribute it to the municipalities of Tijuana, Rosarito and Ensenada,'" Pulido Saavedra said.

The desalination plant itself represents an investment of more than 10 billion pesos in federal funds, according to state officials.

The first stage of the project was awarded to Cox Energy and Cox Wa-

ter. The first stage includes additional engineering studies, preparation of the final project design and construction of the desalination plant.

The state government will separately develop the distribution infrastructure needed to transport water from the plant's storage tank to the municipalities and, ultimately, to households.

According to state officials, the combined investment in the desalination plant and related water-conveyance infrastructure exceeds 15.6 billion pesos. The project is being financed through public investment, with officials stating that the cost will not be passed on to residents through higher water rates.

The project is scheduled to be completed in approximately 36 months. The federal government has identified the Rosarito desalination plant as a key project under the National Water Plan, aimed at strengthening water availability in the region.



Tourism Industry Welcomes Construction of Desalination Plant

Tourism businesses view water infrastructure as essential to the region's continued growth

During a visit to the Reforma neighborhood for an event marking the construction of what is being described as the largest desalination plant in Latin America, Badiola said the project is particularly important for the tourism sector.

"Everyone in the tourism industry is very happy," he said, emphasizing that water is an essential resource as the region continues to experience population growth.

He noted that Tijuana currently leads the region in population, increasing the need for long-term water infrastructure to support both residents and economic activity, including tourism.



Real de Rosarito Boulevard Expansion Reaches 45 Percent Completion

\$81.6 Million Project Will Widen and Improve a 2.6-Kilometer Section of the Roadway

Construction on the expansion and improvement of Real de Rosarito Boulevard has reached 45 percent completion, according to the Baja California Secretariat of Infrastructure, Urban Development and Territorial Reorganization (SIDURT).

The project, which includes hydraulic concrete paving and the expansion of the roadway to four lanes, represents a total investment of 81.6 million pe-

sos and directly benefits approximately 50,000 residents in the area.

Work is underway along a 2.6-kilometer stretch of the boulevard and includes the placement and compaction of the hydraulic base, preparation of the sub-base, application of an impregnation coat and installation of high-strength hydraulic concrete pavement.

The project includes approximately 15,000 square meters of hydraulic concrete pavement and 412 square meters of asphalt pavement, along with earthwork, curbs, sidewalks, manhole



adjustments, and the installation of vertical and horizontal traffic signage.

The expansion will provide four lanes, two in each direction, along with shoulders and sidewalks. According to SIDURT, the improvements are expected to help improve traffic flow toward

key areas of the municipality, including the Hisense intersection and nearby residential neighborhoods.

The project is also expected to reduce travel times and provide safer routes for motorists and pedestrians using the corridor.

Tourists Turn to Road Trips and New Travel Experiences

Baja California sees a decline in air arrivals as more visitors choose to travel by car

Tourist arrivals by air have declined in Baja California, while the number of visitors arriving by car has increased, reflecting a shift in the way travelers are choosing to experience the region, said Miguel Ángel Badiola, the state's tourism secretary.

Badiola said travelers are increasingly seeking new experiences, including

wellness and holistic activities, which are being promoted through the region's new Wellness Route.

"Specifically in Baja California, air travel has declined, while road tourism has increased significantly," Badiola said. He added that the trend provides insight into broader changes in travel patterns across the country, while destinations such as Valle de Guadalupe have adapted to meet visitors' changing interests.

He highlighted the launch of the Well-

ness Route as part of efforts to offer experiences aimed at travelers who place greater importance on their physical, mental and emotional well-being.

With the fall season approaching and tourism typically slowing down, Badiola said officials are preparing strategies such as the Wellness Route to attract visitors.

Regarding Rosarito, he said the city continues to attract tourists throughout the year because of its culinary offerings and outdoor activities, including hiking, surfing and fishing.



Business Leaders Bring Local Concerns to Senator Max García

Forum in Rosarito addresses security, tourism, border crossings, taxes and real estate concerns

Business owners, restaurateurs, entrepreneurs and real estate professionals from the region brought a range of social, economic and political concerns to Senator Max García during a forum held at the Rosarito Beach Hotel.

The meeting took place in the Maya Room at the invitation of Gustavo Torres Ramírez, president of CANACO, and focused on issues affecting the local economy and business community.

"Without security, there is no economy," García said during the forum. The senator serves on the Senate Commis-



sion for Northern Border Affairs and attended the meeting to hear concerns and suggestions from members of the local business community.

García discussed several initiatives he has presented, including a proposal to provide tax incentives to companies that hire workers over the age of 40. He said a significant portion of Mexico's

population is already over that age and that the demographic trend is expected to become more pronounced over the next decade.

Another proposal would establish an 8 percent Value Added Tax (VAT) rate in Mexico's northern border region rather than requiring the incentive to be renewed through annual decrees.

The senator also said additional initiatives are being prepared to address real estate fraud. These proposals would seek to address issues involving property claims and changes to cadastral records, with the stated goal of preventing property seizures and protecting the assets of families, particularly older adults.

Local business representatives also asked García to help bring greater federal tourism attention to Rosarito. Among their requests were increased tourism promotion and federal support for beach cleanup efforts. Participants recalled that similar efforts in the past had brought federal tourism authori-

ties to Rosarito to promote tourism and economic development.

Another concern was the time required to cross Mexico's northern border checkpoints. Business representatives asked the senator to help seek measures that could make border crossings more efficient, noting that visitors may face delays both when returning to the United States and when entering Mexico.

They said extended wait times can reduce the amount of time visitors spend in Rosarito and other local destinations.

Participants also raised concerns about the financial burden of municipal and state taxes, as well as the cost of permits required for businesses to remain in compliance and avoid fines or closures.

The forum provided local business representatives with an opportunity to present their concerns directly to a federal representative and request follow-up on issues affecting tourism, commerce and economic activity in the region.

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...continues from front page

Adolfo López Mateos Public Library Opens in Rosarito



Rosarito Mayor Rocío Adame Muñoz highlighted the importance of maintaining spaces that contribute to the

community's educational and cultural development and encouraged local families to visit and use the facilities.



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"We want these spaces to be for everyone, so our children and young people can find a place here to learn, read and develop their creativity. The library belongs to the community, and we want residents to make the most of it," Adame said.

The Adolfo López Mateos Municipal Public Library is located inside Centro Cultural Rosarito and is open Monday through Friday from 9 a.m. to 4 p.m.

The municipal government is encouraging residents to visit the library and incorporate reading and learning into their everyday lives.



Rosarito Students Recognized for National Robotics Competition

Students from Rosarito honored after representing Baja California at national robotics competition

Students from Instituto de las Américas Bilingüe were recognized for representing Baja California and Rosarito at a national robotics competition held in Orizaba, Veracruz.

Rosarito Mayor Rocío Adame Muñoz joined the school for a recognition ceremony honoring the students and congratulated them for the effort, preparation, creativity and dedication they demonstrated throughout the competition, from the regional stage through the national event.

Among those recognized were members of the Robo Girls team, a group of middle school students who developed their own projects and represented

Baja California at the national competition. Elementary school students also participated in the national event.

Adame praised the students' enthusiasm for learning and developing their technology skills, noting that experiences like these allow young people to apply what they learn, visit new places, meet students from other municipalities and states, and discover new ways of learning.

"We should always be open to learning. What matters most is the curiosity they have, their desire to learn and continue developing. Today they are representing Baja California, but they are also bringing pride to Rosarito," Adame said.

The mayor also recognized the support provided by parents and teachers throughout the students' preparation and participation, noting that their involve-



ment is essential to helping young people develop their creativity and become engaged in science and technology.

She also congratulated the teachers who guided the students throughout their preparation and participation, emphasizing the importance of creating opportunities that expand learning beyond the classroom.

During the ceremony, the students proudly displayed their medals and received certificates recognizing their participation, preparation and dedication. Instituto de las Américas Bilingüe also presented Adame with a certificate of appreciation for her

support and involvement with the students who participated in the national competition and represented Rosarito in Orizaba.

Aziel Espinoza Adame, president of the Municipal DIF Board, also received recognition for her support and involvement with the students during the experience.

Adame congratulated the students once again and encouraged them to continue developing their curiosity, creativity and interest in technology, making the most of every opportunity to learn, share and represent Rosarito with pride.

Rosarito Brings Skateboarding Legends Together for Urban Arts Festival

International skateboarding figures make their first appearance in Mexico at the second Urban Arts Festival

Rosarito brought together skateboarding enthusiasts from across Baja California for the second Urban Arts Festival, featuring an autograph and photo session with internationally recognized skateboarders making their first appearance in Rosarito.

The event was organized by Germán Martínez with support from the Municip-



pal Institute of Art and Culture (IMAC). Children, teenagers and adults arrived early to meet some of their favorite

skateboarders, including Chris Joslin, one of the event's main attractions.

Fans traveled from Mexicali, Ensenada and other municipalities to see Joslin and other professional skateboarders participating in the festival.

For several of the athletes, the event marked their first appearance in Mexico. The U.S.-based Plan B Skateboards and Trea Skateboards teams brought together skateboarders including Chris Joslin, Colin McKay, Pat Duffy and Josh Gomez, along with Nick Hold, Matthew Parra, Tre Parkson and Lazer Crawford.

Following the autograph and photo session, Joslin gave a skateboarding demonstration, showcasing the skills that have made him an internationally recognized professional and drawing an enthusiastic response from the crowd.

Attendees also had the opportunity to use the ramps installed for the event, creating an atmosphere of camaraderie among skateboarders and fans. Some participants had their skateboards signed as souvenirs of an event that brought together figures associated with the sport's 1990s era.

The celebration continued at the beach, where some attendees gathered for a traditional Mexican cookout, extending the festivities with music, art and urban culture.

Rosarito's "El Huracán" Rodriguez Wins Professional Bare Knuckle Boxing Debut

Jesús Rodríguez scores a first-round knockout in Tijuana, adding another victory to his recent run in combat sports

Rosarito athlete Jesús "El Huracán" Rodríguez made his professional debut in Bare Knuckle Boxing (BKB) with a first-round knockout victory over Ricardo "Torso" Ibarra on Saturday, September 19, at the Ti-

juana Municipal Auditorium.

Rodríguez, who trains at Bulldogs Gym Rosarito in the Ampliación Plan Libertador neighborhood, stopped Ibarra at the 2:18 mark of the first round.

Ibarra represents Demolition Fight Club, while Rodríguez entered the bout as a kickboxing athlete making his first professional appearance in bare-knuckle boxing.

Bare Knuckle Boxing is a form of box-

ing in which competitors fight without traditional boxing gloves. The discipline has gained international attention as an alternative within the combat sports world.

The Tijuana event marked the first BKB card held in Mexico and featured Rodríguez among the competitors on the main card.

The victory adds to a strong year for the young Rosarito athlete. In July, Rodríguez won his first championship at



the Torneo Nacional de las Estrellas in Mexico City.

Rodríguez continues to train at Bulldogs Gym Rosarito as he expands his career across different combat sports disciplines.

Proposal Seeks to Revive Educational Work of Fundación Cultural Horizontes

Initiative would renew academic competitions in Spanish, mathematics and public speaking for local students



Following concerns over Mexico's performance in the international PISA assessment, local education advocates are calling for renewed efforts to strengthen basic education.

Retired teacher Ramón López Arce proposed to César Rivera González, president of the Rosarito Economic Development Advisory Council (CCDER), that the educational work of Fundación Cultural Horizontes be revived. The foundation was established by the late Hugo Eduardo Torres Chabert.

For many years, the foundation worked through private-sector initiatives in coordination with education authorities to promote academic achievement in Spanish and mathematics, two core areas of basic education.

Its activities included competitions in Spanish, public speaking and mathematics for elementary and secondary students, with prizes and incentives

awarded to top performers.

According to López Arce, the competitions encouraged students to work toward academic achievement and provided an incentive for them to stand out at their schools.

He said that, in light of the challenges facing education in Mexico, renewed collaboration is needed to strengthen core academic skills, particularly in Spanish and mathematics.

Members of the Pro-Municipality Committee supported the proposal. Rivera González said he would follow up on the initiative and explore the possibility of including it in the education program operated with funding from FIDEM.



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Opera a la Mexicana Returns to Rosarito in Support of Student Scholarships

The sixth annual event organized by the Rosarito Rotary Club will raise funds for CEART scholarships and other community projects benefiting local children.

The Sixth edition of the Rosarito Rotary Club's "Opera a la Mexicana" will take place on Saturday 17 October from 6-9pm at the "Centro Estatal de las Artes" (CEART) Rosarito. All proceeds from ticket sales will be awarded in scholarships to CEART students as well as the club's other projects, all which benefit needy children in Rosarito, according to Rotary Club President Brenda Ayala. The ticket price is 600 pesos until 17 October, then 650 pesos up until the time of the event. As part of the admission price, each attendee will also enjoy a glass of local artisan wine provided by "We Know Vino," Rosarito's one and only wine bar and tasting room!

Rotary Club public relations spokes-

person Jorge Roberto Villanueva Uli-barri explained that part of the club's mission is to promote the arts, especially in the younger generations, hence the scholarships for the students will help ensure that they can continue their studies of culture and art at CEART.

Slated to perform at the "Opera a la Mexicana" are artists Ana Laura Rojas (Mezzo soprano), Alberto Estañol (Tenor), Kyra Liz (Soprano), Lidiah Cortes (Soprano), Rebeca Peralta (Soprano), Andres Myatt (Tenor), Mariano Zuñiga (Percussion) e Iván Mares (piano y dirección), acompañados por varios músicos instrumentistas.

The Rotary Club welcomes all to attend and enjoy this spectacular event showcasing top level talent, while also supporting a noble cause. Purchase your tickets today at "We Know Vino" before the admission price increases on the 17 October or <https://www.operaaalamexicana.com!>



Community Comes Together to Support Conchita Cantú Park

Piano and violin concert raises support for park maintenance and brings local families together

The Rosarito community came together to support the maintenance of Conchita Cantú Park during a fundraising evening featuring piano and violin music.

A large crowd attended the first concert held at the park in the Reforma neighborhood, with proceeds intend-



ed to help purchase tools needed for the park's upkeep. Volunteer organizer Evan Omar Hernández Sánchez thanked the community for attending and supporting the initiative.

Hernández, a resident of the Constitución neighborhood, became involved after discovering the park and seeing a sign asking for support with its maintenance. He decided to volunteer and

participate in various activities to help care for the space.

The idea for the concert emerged as a way to bring families together in a peaceful and welcoming setting while introducing more residents to the park, which is known for its large number of trees, rose bushes and other vegetation.

The park has been cared for and de-



fended for years by Conchita Cantú, who has dedicated herself to preserving the space and considers it like a child of her own.

Hernández contacted local musicians and decorated the park with lights to create a more intimate, bohemian atmosphere. Despite several challenges leading up to the event, the concert went ahead and was well received by attendees, who enjoyed three hours of classical and contemporary music. Some visitors also took photos with the musicians.

Hernández encouraged residents to visit Conchita Cantú Park and, most importantly, help take care of it. He highlighted its extensive vegetation and variety of rose bushes as features that make the park unique in Rosarito.

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