

Real Estate & Tourism

Rocky Point, MX

# PENASCO

M A G A Z I N E

BILINGUAL EDITION

EDITION / EDICIÓN 66



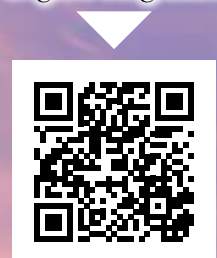
Is open puente fronterizo LUKEVILLE-SONOYTA  
*Quick rundown on Bank Trusts*



*Encantame*  
 SOLEIL

**ENCANTAME SOLEIL**  
**#1 SELLING RESORT 2023**

Digital Magazine

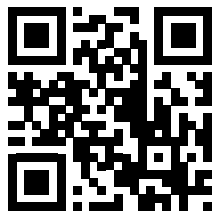


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# INVEST IN MEXICO

## The New American Dream

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in The Sea of Cortez



Information: [eloy@ecbdiversity.com](mailto:eloy@ecbdiversity.com)



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**Costa Divina** is a low density Ocean Front development located at master community **Islas de Mar** in **Rocky Point, Mexico**. 42 **Condos** from **1 to 3 bedrooms**. Only **10 minutes** from **down town**, **160 acres** of navigable lagoons, **Golf course**, **restaurants**, etc.



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24/7 GATED COMMUNITY



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FIREPLACE IN EACH CONDO



WIFI IN COMMON AREAS



GYM FULLY EQUIPED



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JACK NICKLAUS SIGNATURE GOLF COURSE



FIBER OPTICS IN EACH CONDO



CONDOS ORIENTED TOWARDS SUNSET

**LOWEST  
PRICE**

Developed by:



**COSTA DIVINA**

*Islas del Mar*

# Directorio / Directory

REAL ESTATE & TOURISM ROCKY POINT, MX  
**PEÑASCO**  
M A G A Z I N E®

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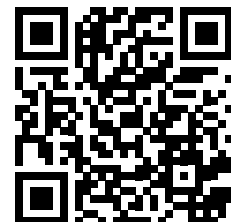


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# Editorial



**E**n Peñasco Magazine nos esforzamos en cada edición para que llegue hasta sus manos y a través de la red de internet la mejor información del qué hacer y a dónde ir en Puerto Peñasco, así como consejos prácticos para nuestro turista que nos visita a través del paso fronterizo Lukeville/Sonoyta.

Esperamos que a los interesados en conseguir un pedacito de tierra cerca del Mar de Cortez, la información que aquí ponemos a su disposición sea de utilidad y les ayude a tomar decisiones acertadas en su proceso de compra de alguna propiedad en este bello puerto asentando a la vista de las maravillosas aguas del Mar de Cortez.

De igual manera a nuestros turistas de casa, de otras ciudades de Sonora y fuera de ella, sabemos que encontrará en cada complejo turístico y de servicios la calidad característica del pueblo mexicano, su alegría, espontaneidad y amabilidad de cada mexicano.

A nuestros patrocinadores les estaremos proveyendo de información valiosa para la toma de decisiones en su ardua tarea de hacer prosperar sus empresas y con ello a Puerto Peñasco y sus habitantes.

Sean una vez más bienvenidos, disfruten de cada rincón, de cada playa, mirador, de la variedad de restaurantes, bares, actividades acuáticas y del ambiente familiar que Puerto Peñasco les brinda.

Los invitamos a enviar a nuestros correos sus fotos, lugar de donde nos visitan y sus buenas experiencias sobre su estadía, haremos todo lo posible por subirlas en las siguientes ediciones.

¡Siempre GRACIAS!

**A**t Peñasco Magazine, we strive in each edition to provide you with the best information on what to do and where to go in Puerto Peñasco. Also, to give practical tips for our tourists who visit us via the Lukeville/Sonoyta border crossing.

We hope that for those of you interested in getting a piece of land near the Sea of Cortez, the information provided here will be useful and will help you make the right decisions for buying a property in this beautiful port, overlooking the beautiful Sea of Cortez.

Likewise, to our tourists from home, other cities in Sonora and beyond, we know that you will find the characteristic service quality of the Mexican people; the joy, spontaneity and friendliness of every Mexican in each tourist complex.

To our sponsors, we will be providing valuable information for decision making in the arduous task of making your businesses prosper, and so prospering Puerto Peñasco and its inhabitants.

Once again, welcome. Enjoy every corner, every beach, every viewpoint, the variety of restaurants, bars, water activities and the family atmosphere that Puerto Peñasco offers you.

We invite you to send us your photos, where you are visiting us and the good experiences about your stay. We will do our best to upload them in the following editions.

As always, THANK YOU!

*Dora Icela Ramírez Romero*  
Directora General / CEO

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Cover Photo  
Encantame Soleil

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## ENCANTAME RESORTS

**T**he ONLY Beachfront Master Planned Community in Rocky Point has been **setting record sales for the last six years!** We have 600 meters of beach front property with approximately 150 acres total located on the **best beach in Rocky Point:** Playa Encanto, located just 15 minutes east of downtown, and 15 minutes from our international airport.

The city recently designated this area as Nuevo Peñasco, as this is where all the new growth of the city is heading.

Our first Development **ENCANTAME TOWERS** was the **NUMBER ONE SELLING RESORT for FOUR YEARS IN A ROW!** The Resort is in the final stages of completion with the third and final building almost 50% delivered. By this Summer will be fully completed with 313 luxury beach front condos, with all three Towers soaring to 24 stories.

These buildings are the highest towers in all of Rocky Point as well as the entire state of Sonora. Number one in amenities including the only two sky top pools in Rocky Point, two heated lazy rivers, kids slides, wellness center: Yoga Room, Massage Rooms, and FITNESS CENTER overlooking the ocean.

If that were not enough, we will have five dining options: the only Starbucks in town, Santo Coyote Restaurant (with two locations in Guadalajara as well as one in Los Angeles), Wingman Restaurant, Level 24 Bar and Café, and another Sky Top restaurant (yet to be named) adjacent to our sky pool on the 24th floor of our west building.

Encantame Towers has become the *high bar standard of beachfront resorts in Rocky Point.* We have resales available fully furnished for immediate occupancy with long term owner financing, or assumable long term developer financing. We have a few remaining penthouses in our final tower with *special close out financing.*

### ENCANTAME ESTATES

Our second Development, **ENCANTAME ESTATES** was the **NUMBER ONE SELLING HOME SUBDIVISION in 2022 and 2023.** Fully gated with paved roads, underground utilities, including city water, fiber optic internet, with a Racket Club, Aquatic Center and direct beach access to Playa Encanto. We are over 80% sold out. With five year developer financing and as little as 30% down owning a lot in a beachfront master plan community is easier than you think.

When purchasing a lot, you have three options: 1. Purchase a lot now and wait to build on it later. 2. Build your custom dream home, or 3. Let us build the home for you! You can choose from three floorplans: 2 bed, 2.5 bath, 3 bed 3.5 bath, or a 4 bed 4.5 bath home. All homes will feature a 2 car garage. You can buy just the home, or you can add on a rooftop sky deck with half bath, and/or a pool in your back yard.

Our 4 bed, 4.5 bath model is currently under construction. Later this year we will be introducing the details of these beautiful homes. We will be offering the only long-term no qualify financing for homes in Rocky Point! We have two owners ready to break ground on their Custom Homes and based on the beautiful homes they are building and the three homes we will be offering, Encantame Estates is destined to become the “Beverly Hills” of Rocky Point.

### ENCANTAME SOLEIL

Our third Development, **ENCANTAME SOLIEL** was the **NUMBER ONE SELLING RESORT IN 2022 and 2023.** It is located just east of ENCANTAME TOWERS. Our second beachfront luxury condo resort offers 12 different floorplans with pre-construction prices starting in



the mid \$200ks with long-term no qualify twenty-year developer financing with as little as 30% down and rates as low as 5.9%. Our prices and long-term financing make it possible to be able to own a luxury beachfront condo within anyone's budget.

Encantame Soleil will also feature three soaring towers with the first Sky Top Restaurant with a glass express elevator. The first tower, *Rendezvous* is currently 90% sold out with close out developer financing with as little as 20% down and a free mini storage. Our second tower *Jubilee* was released last July, and we are already nearly 50% sold out.

The third tower *Residence* at Soleil will be a Non-Rental building located right next to the beach. Non-rental means that no nightly rentals are allowed, only long-term leases. This building will have its own set of amenities, but owners of this building will be allowed to use the rest of the amenities within the resort.

Why are we doing a non-rental building? Because approximately 50% of our owners do not rent and want more privacy. We will be introducing a new 3G floor plan in this building right on the sea wall with all 3 bedrooms facing the ocean. Residence at Soleil will be the only Non-Rental with Room Service, Aqua Bar, multiple restaurants to choose from and all the amenities a 5-star resort has to offer. This exciting building and concept will be released later, stay tuned for more information.

Having the Third Tower, a NON-RENTAL will mean there will only be two towers of nightly rentals at the resort. This means a higher occupancy rate for owners who rent their condos as they will be competing with less inventory in the rental pool. This means a better investment for buyers who wish to rent.

If that was enough, while two resorts are under construction and one is nearing completion, we have built phase one of our Encantame Commercial Plaza. Our first business opening will be an upscale convenience store. Other businesses will be opening later this year.

We have announced this year that we have added an executive 9-hole par 3 golf course as part of our master plan along with a golf driving range. Later we will be building a bowling center along with Phase II of the Commercial Plaza.

In addition, our Racket Club will be opening with nine pickleball courts, two tennis courts and a sports court. This will be a shared amenity with all the resorts at ENCANTAME RESORTS. We have other plans to build out the remaining 150 acres. Stay tuned for future details....

Why is **ENCANTAME RESORTS** the **NUMBER ONE SELLING RESORT FIVE YEARS IN A ROW?** Because **MG Developments** delivers a



quality product and has a **29-year successful track record** and is the **most experienced and most successful developer in Rocky Point.**

They were involved with the Pinacate condominiums, Princesa, Sonoran Spa, Sonoran Sea, Puerta Privada (currently the only Non-Rental in Rocky Point). Real Center Mall in Guadalajara, Real View Towers in Guadalajara, Cinepolis movie theatres/Commercial plazas in Rocky Point and in Caborca. With NINE completed successful residential and commercial properties and soon to be TEN with Encantame Towers, MG Developments is a company you can trust!

If you would like additional pressure free information about any of our resorts at **ENCANTAME RESORTS**, please give us a call at **(480) 445-9200** or visit us at **encantameresorts.com**



## A quick guide to Bank Trusts (Fideicomisos)

**A**re you a US citizen or from another country dreaming of having a piece of Mexico's stunning coastline? Here's a quick rundown on bank trusts (fideicomisos), your alternative for acquiring Mexican property in restricted areas such as coastal zones:

1. **Ownership Solution:** Non-Mexican citizens can acquire property in restricted zones through a fideicomiso. A Mexican bank acts as a trustee holding the property title for the foreign buyer.
2. **Trust Structure:** The fideicomiso grants full control to the beneficiary (foreign buyer) while the bank holds the legal title. The trust spans 50 years initially, renewable indefinitely.
3. **Responsibilities:** The beneficiary manages the property, pays taxes, and can sell, lease, or pass it to heirs. Setup, annual, and renewal fees apply.
4. **Legal Protection:** Fideicomisos ensure legal protection for foreign property owners within Mexican law.
5. **Transaction Process:** Buying or selling property in a fideicomiso involves a simple transfer of trust rights between beneficiaries.

Ready to own a piece of paradise? Understanding these essentials is vital for non-Mexican buyers eyeing Mexican coastal property. Seeking advice from legal and real estate experts versed in Mexican regulations is the key to a smooth ownership journey.

Contact us today to learn more!  
[www.alianzaescrow.com](http://www.alianzaescrow.com)  
Liliana Cota





# Bank Trusts (Fideicomisos)

The trust is constituted by an autonomous patrimony that is legally non-seizable, being subject to compliance with a specific purpose, which is the administration of the assets.

## INTERVENERS



### TRUSTOR

Owner of the assets and the transferor may be a natural or legal person.



### TRUSTEE

Whoever receives the assets and manages them can only be a corporation (legal person) regulated by the banking law under the regulation of the SBS.



### TRUSTEE

Beneficiary of the trust, it can be a natural or legal person who receives the benefit.



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# COSTA DIVINA

## NOW DELIVERING!

**C**osta Divina, a majestic, unique, and luxury boutique project with first class amenities. It is currently in the final stages of building 42 Luxury Condominiums: 24 of them golf and lagoon front, 18 of them facing the Ocean front with fabulous views of the Sea of Cortes.

### PRICES & GAINS

- **PRICES:** Our prices are between a 15% and a 20% lower than our main competitors per SqFt. Prices: 1 bed condos (\$350k), 2 beds (starting at \$490k) and 3 beds (starting at \$720k).  
**GAINS:** Our units in between \$75,000 and \$150,000 (USD) less expensive than our main competitors in the market. Meaning this that by investing in Costa Divina you can eamazing capital gains

### LOCATION & DISTANCES

- **LOCATION:** located at **Islas del Mar**, gated, golf course, navigable lagoons, 24 hrs. security, ocean front, underground utilities.
- **DISTANCES:** far enough (5 miles) to feel safe and tranquil, close enough (7 miles) to have Rocky Point restaurants, stores, leisure next to you. 7 mins from sandy Beach, 12 mins from down town. Right at the main intersection of roads coming from both Arizona and California.

### AMENITIES & EXCLUSIVITY

- **AMENITIES:** Costa Divina is a gated within a gated community, 24/7 security, heated swimming pool, kids pool, jacuzzi, roof deck, barbeques, private Gym, walking paths, water front, guests parking lot, etc.

### UNIQUE & BOUTIQUE

- **UNIQUE:** Worldwide recognized Architect, Robert Swaback designed Costa Divina to be the only development in Rocky Point facing the big four: **Ocean, Lagoon, Sonoran Desert and Golf**. Also, has stunning sunrise and sunset views every day.
- **BOUTIQUE:** condo sizes, outdoor patios, 11 feet ceilings, quartz/marble countertops, individual covered garage spaces, top brands for appliances & air conditioning, common areas, amazing landscaping, gate house for double security and designs, make Costa Divina a boutique development.

### RELIABLE & COVID FREE

- **RELIABLE:** DILMAR the Developer, belongs to worldwide power/energy giant **IBERDROLA**. Also, Costa Divina, has the **ARIZONA PUBLIC REPORT** approved by the government of Arizona.
- **COVID FREE:** 6 acres for just 42 units (low density), no el-



evators, walkable, common areas plenty of space, barbeque separated in 2 areas to have independent parties, large pools, large Gym.

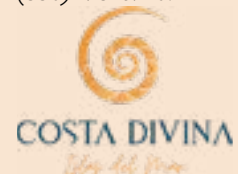
### MEET THE TEAM:

Costa Divina is managed by ECB DIVERSITY, whose founder and General Manager is Eloy Cañadas with more than 20 years of experience managing & selling new construction in Spain, USA and Rocky Point. Rest of the members of ECB managing Costa Divina are Luis Guevara (Administration Manager), Alexia Robles (Office Manager) +52 (638) 384-7126 [officemanager@costadivina.info](mailto:officemanager@costadivina.info) & Andrés Caballero (Sales Manager) +52 (558) 195-6978.

MX +52 (638) 112-8706

USA +1 (602) 517-4746

[sales@costadivina.info](mailto:sales@costadivina.info)



Monday-Friday 9:30 am - 6:00 pm. Saturday 10 am - 3 pm  
Sunday by appointment.



# RESTAURANTES RESTAURANTS



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9:00 am – 10:00 pm  
Monday – Thursday

9:00 am – 11:00 pm  
Friday- Saturday-Sunday

Malecón Kino 37  
Puerto Peñasco, Sonora

638 383-5710

Sramigorb@gmail.com



Sr. Amigo Restaurant



**Alaburguer Con El Chef**  
638-105 3465

**Aladinos**  
Av. Constitución y Simón Morúa  
638-383 2175 Ext. 2

**Al Capone's**  
Av. Sinaloa S/N  
638-388 6737

**Ap Coffe Bar**  
Malecón Kino #14  
638-114 6568

**Aquí Es Con Flavio**  
Malecón Kino #10  
638-383 5292

**Asadero Sonora**  
Constitución #194  
638-383 8839

**Asadero La Salsa**  
Malecón Kino y Ulloa  
638-380 0721

**Avocato Burrito Republic**  
Calle Constitución y Privada  
Ferrocarril S/N  
638 388 56 97

**Bld. 301**  
Bld. Benito Juárez S/N  
638-383 4816

**Chef Mickey's Place**  
Bld. Freemont  
638-383 8928

**Citrón**  
Int. Las Palomas Resort  
Bld. Costero 150, Sandy Beach  
638-108 1000

**Cocina Express**  
Constitución y Sonora S/N  
638-383 3458

**Colins Cantina**  
Int. Princesa de Peñasco  
638-382 8020

**Diego's Tiki Bar**  
Bld. Paseo de la Duna  
638-156 9413

**Duke's Sport Bar**  
Plutarco Elías Calles e/14 y 15  
638-690 2509

**El Buzo**  
Bld. Benito Juárez y Obregón  
638-383 2555

**El Conchal**  
Bld. Benito Juárez

**El Delfín Amigable**  
Av. Alcantar #44  
638-383 2608

**El Malecón**  
Malecón Kino  
638-388 7855

**Emilianos**  
Interior de Sonoran Sun  
638-380 8050

**Fortune Chinese**  
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638-388 0168

**Fresh Co.**  
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638-383 3737

**Frutopía Peñasco**  
Nicolás Bravo y Fco. I. Madero  
638-128 1630

**Gama Mariscos**  
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638-383 5680

**Garufa Steakhouse**  
**Paseo a Las Olas S/N**  
**Costa Diamante**  
**638 688 0101**

**Grapes & Barley**  
Jose Alcantar #20  
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**Ichiraku Ramen**  
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de Dominguez  
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**JAPI Pasta**  
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Place #87  
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**La Arena 3c**  
Interior Palamidas Casino, Paseo  
Las Glorias #1 Final Calle 13  
638-388 7729

**La Casa Del Capitán**  
Fraccionamiento del Cerro  
S/N  
638-383 5698

**La Curva**  
Bld. Kino S/N  
638-383 3470

**La María Bistro**  
Int. Las Palomas Resort  
Bld. Costero 150, Sandy Beach  
638-108 1000

**La Mestiza Soul**  
Calle Río Suchiate esq. Ave.  
Oriente Brisas del Golfo  
638-109 2000

**La Palapa de Don Márgaro**  
Miguel Hidalgo esq. Los  
Naranjos Col. Centro  
638-688 2587

**Las Olas**  
Bld. Benito Juárez #287  
638-383 1510

**Latitude 31**  
Bld. Benito Juárez S/N  
638-383 4311

**La Negrita**  
Ignacio Comonfort y  
Cuauhtemoc  
638-127 7970

**Lobsters & Ribs**  
Bld. Freemont y Jalisco  
638-103-5800

**Los Magueyales**  
Calle 13  
638-690 1344

**Lucky's Cantina**  
Malecón Kino #9 Local 17  
638-383 8420

**Mare Blu Ristorante**  
Camino a La Cholla  
638-383 0605

**María Bonita**  
**Interior Hotel Viña del**  
**Mar**  
**638-383 5911**

**Mariscos Las Plebes**  
Miguel Hidalgo y Javier Mina  
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**Margarita Mermaids**  
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### ¿No aparecen los datos de tu restaurante?

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y con gusto lo incluiremos en nuestra próxima edición.

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• The Tides - Golf Club  
• Pool Bar  
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#### Mi Barrio Urban Kitchen

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638 127-0033 & 638 114-8719

#### Moo Steakhouse & Grille

Malecón Kino / Ignacio  
Zaragoza

#### Mulberry Restaurant Bistro

Zaragoza #7, El Puerto  
638-116 2633

#### Oktopus

Malecón Kino  
638-388 0599

#### Pane & Vino Ristorante

Fraccionamiento del Cerro S/N  
638-105 7455

#### Pedro´s Restaurante Malecón Kino Local #13 638-383 8889

#### Pizzería Cheikys

Blvd. Samuel Ocaña esq/ Juan  
Escutia  
638-388 0808  
Constitución y No-Reelección  
638-388 5511  
Melchor Ocampo 192  
638-383 3627

#### Pizza, Wings & Burguers

Paseo Las Olas Magestic Place  
#84  
638-380 2903

## Bares / Pubs

#### Bar Boo Bar

Malecón Kino S/N  
638-383 3078

#### Bar - Restaurant Banditos

Paseo Las Olas  
638-382 8585

#### Bryan's Sport Bar

Freemont Placita Alaina  
638-383 5365

#### Changos Seafood & Beer

Paseo Las Olas  
638-383 8661

#### Pollo Lucas

Blvd. Benito Juárez S/N  
638-383 8172

#### Puesta Del Sol Paseo Balboa #100 Interior Hotel Playa Bonita 638-383 2157

#### Restaurante Regina Blvd. Benito Juárez y 20 de Noviembre 638-383-1414

#### Restaurant Lolitas

Campeche #73  
638-383 7550

#### Rey Sol

Blvd. Benito Juárez #9  
638-690 5200

#### Rocky Point Comida China

Plutarco Elias Calles Esq Calle 17  
638-388 5940

#### Roger Pizza

Primo de verdad / Baja Cali-  
fornia y Campeche. Cerro La  
Ballena  
638-380 2803

#### Sapporo Sushi

Calle 3 #81  
638-388 6870

#### Sazón Poblano

Miguel Hidalgo #654 y Ave.  
Cedros  
638-388 3775

#### Sonoran Grill Int. Sonoran Spa Resort 638-382 8089

#### Iguana Banana

Malecón Kino #26

#### Kraken Sport Bar

Blvd. Freemont y Sinaloa  
638-688 3018

#### Lucky's Cantina

Malecón Kino #26  
623-444 5772

#### Mannys Beach Club

Av. Coahuila y Calle Mariano  
Matamoros  
638-383-3605

#### Sr. Amigo

Malecón Kino, El Puerto  
638-383 5710

#### Stanza Restaurant

Blvd. Benito Juárez y Lázaro  
Cárdenas  
638-383 4252

#### Steak & Cheese Puerto Peñasco

Paseo Las Glorias  
638-116 1264

#### Sushi Sun

Calle 13 #131  
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638-383 0032

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638-388 0779

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638-688-3764

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# PICKELBALL IN PUERTO PEÑASCO

## What is your story?

**B**arney McCallum and Bell were the geniuses behind this inventive game. From Bainbridge Island, Washington, USA. Their objective? To blend elements of ping-pong, badminton, and tennis to create a family-friendly sport.

Pickleball arrived in Puerto Peñasco approximately 8 years ago.

Gay Lynn Gustafson, AKA GIGI, a retired Physical Education Teacher, was the first person in Puerto Peñasco to paint pickleball lines at Michigan Market or La Curva courts.

Pickleball is a sport for all ages, able bodied or even in a wheelchair. This Sport helps improve heart health, enhance muscle and bone strength, increase balance and coordination, boost brain health, and lengthen lifespans. Balance is a key measure of being physically fit.

Pickleball Rocky Point is located at 92 Avenue Luis Encinas, Puerto Peñasco, Mexico.

(638) 380-6460  
info@pickleballrockypoint.mx



The courts are open from 8:00 a.m. to 10:00 p.m., 365 days a year.

This allows individuals to enjoy the sport at their convenience and promotes a healthy lifestyle for all community members. The location's accessibility and hours of operation make it a convenient option for both residents and tourists looking to engage in physical activity. By promoting the sport of pickleball, we can bring people together in a fun and healthy way, creating a stronger sense of community.

Additionally, this can lead to economic benefits for the city through increased tourism and local engagement.





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# 6 ESTRATEGIAS EMPRESARIALES QUE FUNCIONAN

**E**l mundo empresarial es cada vez más dinámico y competitivo, donde las estrategias efectivas son esenciales para el éxito y el crecimiento sostenible de las empresas. Identificar y adoptar las estrategias correctas es crucial para asegurar la supervivencia y prosperidad futura. A continuación, algunas estrategias empresariales que han demostrado su eficacia:

**Enfoque en la Experiencia del Cliente:** Centrarse en el cliente es clave. Las empresas exitosas brindan una experiencia excepcional, desde el primer contacto hasta la postventa, con servicios personalizados y resolución proactiva de problemas.

**Innovación Constante:** Las empresas líderes abrazan la innovación en todos los niveles, no solo en productos, sino también en procesos y modelos de negocio. Esto permite anticiparse a las necesidades del mercado.

**Cultura Organizacional sólida:** Una cultura empresarial positiva es un activo

valioso. Empresas con ambientes colaborativos, inclusivos y que valoran el crecimiento personal de sus empleados, tienen equipos más comprometidos y eficientes. Al tener un buen ambiente de trabajo se reduce la alta rotación de personal.

#### **Estrategia de Marketing Digital:**

En la era digital, tener una fuerte presencia en línea es fundamental. Una estrategia de marketing digital integral, que incluya redes sociales, SEO y contenido de calidad, es esencial para el éxito.

**Alianzas Estratégicas:** Colaborar con otras empresas puede ser poderoso. Las alianzas estratégicas abren nuevas oportunidades de mercado, comparten recursos y fortalecen la posición competitiva de ambas partes. Aquí aplica la frase: "si quieres llegar rápido ve solo, si quieres llegar lejos hazlo acompañado".

#### **Adaptabilidad y Resiliencia:**

En un entorno cambiante, la capacidad de adaptarse rápidamente es esencial. Las empresas que pueden hacer ajustes estratégi-

cos y mantenerse resilientes frente a desafíos inesperados prosperan a largo plazo.

Hasta la próxima,

Leonardo López Rivas  
Director de Genesia Publicidad  
[www.genesia.com.mx](http://www.genesia.com.mx)



Leonardo López Rivas  
Autor





# 6 BUSINESS STRATEGIES THAT WORK

**T**he business world is becoming increasingly dynamic and competitive, where effective strategies are essential for the success and sustainable growth of companies. Identifying and adopting the right strategies is crucial to ensure survival and future prosperity. Here are some business strategies that have proven to be effective:

1. **Focus on Customer Experience:** Focusing on the customer is key. Successful companies provide an exceptional experience, from first contact to post-sale, with personalized services and proactive problem solving.
2. **Constant Innovation:** Leading companies embrace innovation at all levels, not only in products, but also in processes and business models. This allows them to anticipate market needs.
3. **Strong Organizational Culture:** A positive corporate culture is a valuable asset. Companies with collaborative and inclusive environments that value the personal growth of their employees have more committed and efficient teams. Having a good work environment reduces high employee turnover.
4. **Digital Marketing Strategy:** In the digital age, having a strong online presence is critical. A comprehensive digital marketing strategy, including social media, SEO and quality content, is essential for success.
5. **Strategic Alliances:** Collaborating with other companies can be powerful. Strategic alliances open up new market opportunities, share resources and strengthen the competitive position of both parties. The phrase "if you want to go fast go alone, if you want to go far go together" applies here.
6. **Adaptability and Resilience:** In a changing environment, the ability to adapt quickly is essential. Companies that can make strategic adjustments and remain resilient in the face of unexpected challenges thrive in the long run.

See you next time,

Leonardo López Rivas  
Director of Genesia Publicidad  
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**¿Tienes una actividad que no aparece aquí?**

# Actividades Divertidas en Puerto Peñasco

Mándanos la información a [penascomagazine1997@gmail.com](mailto:penascomagazine1997@gmail.com) y con gusto la agregamos en la próxima edición.



- Paseo en Banana
- *Banana Boat Ride*



- Pickleball
- *Pickleball*



- Tirollesa
- *Zipline*



- Kayaking
- *Kayaking*



- Moto Acuática
- *Jet Ski's*



- Paracaidas en Lancha
- *Parasailing*



- Sandboarding
- *Sandboarding*



- Paseo a Caballo
- *Horseback Riding*



- Golf
- *Golf*



# Fun Activities of Rocky Point



- **Visita al Pinacate**
- **Pinacate Tours**



- **Isla San Jorge**
- **San Jorge Island**



- **Stand Up Paddleboarding**
- **Stand Up Paddleboarding**



- **Pesca Deportiva**
- **Sport Fishing**



- **Paseo en Barco al Atardecer**
- **Sunset Trip**



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# TIPS FOR U.S. CITIZENS CROSSING THE LUKEVILLE/SONOYTA BORDER INTO ROCKY POINT, MEXICO

1. Bring your passport and that of your entire family, including infants.
2. Have an international automobile insurance, you can get it online.

You can find insurance at gas stations in Gila Bend and at the Gastrak station in Lukeville. You can also find it in Ajo. If you can afford it, it is advisable to pay for full coverage

3. Respect the speed limits in Mexico: you should drive slowly in the city and not exceed 60 miles (100 km) on the highway to avoid being stopped by a federal authority.
4. Travel preferably during the day, the border crossing is closed from midnight to 6 a.m. (check holidays, they may be extended a little longer).
5. If you need to go to the restroom before entering Mexico, you can find it at the Gastrak station a few steps from the Lukeville-Sonoyta border. Entering Mexico you will find a restroom at the gas station in Sonoyta, after that there are no more restrooms until you get to Puerto Peñasco.
6. When you arrive at the Mexican Customs inspection (en-

tering Mexico) respect the traffic light (green to stop for a brief inspection) and red to move forward (although the authorities may also signal you to stop). It is only a routine inspection, they ask you what you are carrying and where you are going. If you are carrying high value items you must declare them before crossing, look for an alternate lane on your right to do so.

7. Prohibited items in Mexico: You must not cross weapons, ammunition and drugs, even for an empty bullet casing you can be detained by the authorities. Nor should you carry more than \$10,000 dollars without declaring it first.
8. Checkpoints in Mexico: You can find several checkpoints, do not panic, the officers are very friendly; however, if you suffer abuse of authority you can communicate from your cell phone with the following dialing 089 to report it.
9. Do not throw garbage on the road. If you find a Red Cross operation, your donation will be very welcome.
10. If you are stopped by a municipal authority for exceeding the speed limit, pay your fine at the police station.
  - Do NOT offer a bribe!





# IMPORTANT NOTICE!

**F**rom the month of March of September, the timetable for the border crossing of Arizona-Sonoyta border crossing has been expanded to two hours longer for all border crossings:

**Friday**  
The hours of operations are as follows:  
6:00 A.M. to 10:00 P.M.



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Title is held in a Bank Trust. \$479,900



**VISTA DE ORO**  
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448 Sq Mts. \$185,000



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House + 2 apartments in the back,  
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3 Properties in 1 Lot, Total of 5BR 5BA,  
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## DOBLE CAMPEONATO PARA PUERTO PEÑASCO EN EL ESTATAL DE VOLEIBOL DE LOS JUEGOS CONADE

La selección de voleibol de sala de Puerto Peñasco logró coronarse campeona de la etapa estatal de los Juegos Nacionales de la Comisión Nacional del Deporte (CONADE), luego de obtener el triunfo, en cerrada final ante su similar de Hermosillo.

Los dirigidos por Carlos Grajeda y Luis Enrique Bernal, derrotaron a los hermosilenses en tres sets, con parciales de 25-16, 25-14 y 15-13, duelo que resultó por demás dramático.

La selección que representó a Puerto Peñasco está integrada por Carlos "Bambam" Grajeda, Diego Espinoza, Joel Álvarez, Jasiel Álvarez, Israel Juárez, Juan Valenzuela, Lauro Contreras, Sebastián Osorio, Diego Casillas y el refuerzo de San Luis Río Colorado Emmanuel Núñez, quienes fueron tejiendo sus triunfos hacia el campeonato, primero derrotaron a su similar de la Liga Premier, en la eliminatoria municipal, con parciales de 25-16 y 25-12, para ser el representante de Peñasco en la etapa regional.

En esa instancia, vencieron en dos sets (25-21 y 25-13), al equipo de San Luis Río Colorado, para instalarse a la etapa estatal.

A los peñasquenses les tocó situarse en el grupo B de la competencia estatal, grupo en el que tuvieron que enfrentar a Hermosillo y Magdalena de Kino.

En la fase de grupos, el resultado del primer encuentro fue adverso ya que sucumbieron ante la escuadra de Hermosillo 2 sets a 1, pero luego derrotaron a su similar de Magdalena, también por 2 sets a 1.

Peñasco logró clasificar como segundo lugar de su grupo, lo que los llevó a enfrentarse al primer lugar del grupo A, el selectivo de Navojoa, al que vencieron en 3 sets, para meterse a la gran final, misma que quedó configurada para que Puerto Peñasco volviera a medir fuerzas con los representantes de la capital sonoreNSE.



*Se coronan en voleibol de sala en la categoría 2006 - 2007*





*Carlos "Bambam" Grajeda y Diego Espinoza  
son bicampeones estatales en la playa*

En el partido decisivo, los papeles se invirtieron, ya que Puerto Peñasco logró quedarse con el triunfo.

"Bambam" Grajeda, Diego Espinoza y Joel Alvarez formarán parte de la selección Sonora en el Macro Regional.

Dentro de la eliminatoria estatal de los Juegos Nacionales CONADE 2024, la dupla formada por Carlos "Bambam" Grajeda y Diego se convirtieron en bicampeones, al ganar por segundo año consecutivo en la disciplina de voleibol de playa de la categoría 2007-2008.

Este dúo dinámico logró pasar por encima de sus similares de Cajeme y de Álamos, en la etapa de grupo, para luego derrotar en la gran final al representante de Guaymas, con lo que podrán viajar a la eliminatoria de la etapa Macro Regional, a celebrarse en La Paz, Baja California Sur.

Los representantes de la Liga Municipal de Voleibol de Puerto Peñasco, hicieron público el agradecimiento al Gobierno de Puerto Peñasco que encabeza el Lic. Jorge Pivac Carrillo por el respaldo a los jóvenes seleccionados en todas y cada una de las etapas, apoyo que fue un aliciente más para lograr quedarse con los dos campeonatos estatales.

Por: L.C.C. Gabriel Piñuelos M.  
Fotos cortesía: CODESON

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### PESCA DEPORTIVA EN PUERTO PEÑASCO

Mero del Golfo o garropa	Jurel de Castilla
Mero de leopardo o sardinera	Cabrilla de roca
Serrano estriado o mero	Cochi
Pargo o guachinango	Lenguado
Lubina o corvina	Corvina de aleta corta
Cabrilla pinta	Corvina de boca naranja
Cabrilla piedrera	Corvina golfina
Baqueta	Verrugato
Lubina blanca o corvina	Cabrilla pinta
Sierra	Cuero Amarillo
Dorado	Roncador

### SPORTS FISHING IN PUERTO PEÑASCO

Gulf grouper	Yellowtail
Leopard grouper	Spotted bay bass
Black sea bass	Triggerfish
Red snapper	Cortez Halibut
Sea bass	Short fin Corvina
Spotted Cabrilla	Orangemouth corvina
Flag Cabrilla	Gulf weakfish
Gulf coney	California corvina
White sea bass	Spotted cabrilla
Sierra	Longjaw leatherjack
Mahi-Mahi	Yellowfin croaker

### TABLA DE TEMPERATURAS / AVERAGE TEMPERATURES

MES	TEMPERATURA AGUA	TEMPERATURA AIRE
<i>Month</i>	<i>Water Temperature</i>	<i>Air Temperature</i>
Enero / January	56 F	52 F
FEBRERO / February	60 F	55 F
MARZO / March	62 F	59 F
ABRIL / April	66 F	66 F
MAYO / May	72 F	71 F
JUNIO / June	77 F	77 F
JULIO / July	85 F	85 F
AGOSTO / August	86 F	86 F
SEPT. / September	82 F	83 F
OCT. / October	74 F	75 F
NOV. / November	65 F	63 F
DIC. / December	59 F	56 F

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# Total coordinación en favor de la seguridad pública en PP

**Policía Municipal, Estatal, Semar y Sedana, garantizan presencia permanente en favor de la paz**

**A**mparado en la premisa de que es esencial equilibrar el poder policial con la protección de los derechos individuales para mantener una convivencia justa y libre, además de armoniosa, el director de Policía y Tránsito Municipal de Puerto Peñasco, comisario Raúl Enrique Quintero Barrón, asume el compromiso.

Empeña su palabra para hacer que visitantes y residentes locales se sientan realmente como en su casa siempre y cuando todos respeten y den cumplimiento a las leyes y reglamentos vigentes en México.

Afirma que la transparencia, la rendición de cuentas y la formación continua son claves para fortalecer la relación entre la policía y los ciudadanos, construyendo así una sociedad segura y justa, en lo que corresponde a este importante destino turístico, generador de trabajo y bienestar para mexicanos y extranjeros.

El comisario se siente muy bien acompañado por todos los niveles de gobierno y al asegurar que su corporación policiaca cuenta con los suficientes elementos para servir, dice que existe el apoyo permanente de la Policía Estatal de Seguridad Pública, la Agencia Estatal de Investigación Criminal y la Guardia Nacional, en su división Carreteras y en lo operativo.

Igual de importante es la coordinación de la corporación municipal con la Secretaría de Marina y con la Secretaría de la Defensa Nacional, todos los cuales participan regularmente en operativos conjuntos para dar seguridad a visitantes y

a todo Puerto Peñasco.

Consideró el funcionario policial muy importante informar a los visitantes extranjeros qué es lo que no deben traer de su país de origen, destacando en primer lugar armas, municiones y sustancias sicotrópicas ilegales, por lo cual recomienda a los visitantes revisen muy bien sus vehículos antes de ingresar a México.

Lo importante, finalizó el funcionario, es que se sientan seguros. Tenemos por delante un arduo trabajo de reconstrucción de la confianza y la percepción ciudadana sobre las fuerzas del orden.

La policía desempeña un papel fundamental en la sociedad al mantener el orden y proteger a los ciudadanos. Su presencia garantiza la seguridad pública y disuade la comisión de delitos.

### Algunos Productos ilegales en México:

- Armas
- Municiones (incluso cartuchos vacíos)
- Sustancias prohibidas
- Productos explosivos

### ¿Cuánto producto puedo cruzar a México?

Tratándose de pasajeros mayores de 18 años, un máximo de diez cajetillas de cigarrillos, veinticinco puros o doscientos gramos de tabaco; hasta tres litros de bebidas alcohólicas y seis litros de vino.

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## Total coordination in favor of public safety in PP

### Municipal, State, Semar and Sedena Police guarantee permanent presence in favor of peace

**B**ased on the premise that it is essential to balance police power with the protection of individual rights in order to maintain a fair, free and harmonious coexistence, the Director of Police and Municipal Transit of Puerto Peñasco, Commissioner Raúl Enrique Quintero Barrón, has assumed this commitment.

He pledges to make visitors and local residents feel at home as long as everyone respects and complies with Mexico's laws and regulations.

He affirms that transparency, accountability and continuous training are key to strengthening the relationship between the police and citizens. This is part of building a safe and just society pertaining to this important tourist destination, a generator of jobs and well-being for Mexicans and foreigners.

The Commissioner feels very well supported by all levels of government, and, in assuring that his police force has sufficient elements to serve, he says there is permanent support from the State Public Security Police, the State Criminal Investigation Agency, as well as the National Guard, in its Highway Division and in operations.

Equally important is the coordination of the municipal corporation with the Secretary of the Navy and the Secretary of National Defense, all regularly conducting joint operations to provide security to visitors and all of Puerto Peñasco.

The police official considers it very important to inform foreign visitors what they should not bring from their country of origin, highlighting first and foremost weapons, ammunition and illegal psychotropic substances. The Commissioner recommends that visitors check their vehicles thoroughly before entering Mexico.

The important thing, concluded the official, is that they feel safe. We have an arduous task ahead of us to maintain and improve public confidence and perception of law enforcement.

The police play a fundamental role in society by maintaining order and protecting citizens. Their presence ensures public safety and deters crime.



*Raúl Enrique Quintero Barrón*  
*Director of Police and Municipal Transit of Puerto Peñasco*

Some illegal products in Mexico. Check your vehicles and luggage for:

- Weapons
- Ammunition (including empty cartridges)
- Prohibited substances
- Explosive products

How much product can I bring into Mexico?

For passengers over 18 years of age:  
a maximum of ten packs of cigarettes,  
twenty-five cigars or two hundred grams of tobacco;  
up to three liters of alcoholic beverages and six liters of wine.

Tu Hotel / Resort o Compañía de rentas no está en la lista?  
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# Guía de Hospedaje / Hosting Guide

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 Desde \$119 USD  
 Tarifa entre semana /  
 No incluye impuestos

### CASA BLANCA

Condos: 9  
 Paseo de las Dunas s/n  
 Desde: \$142 USD  
[rentals@casablancagolfvillas.com](mailto:rentals@casablancagolfvillas.com)

### CONDOMINIOS PINACATE

Condos 49  
 Paseo Las Glorias # 1  
 Final calle 13  
 Desde: \$69 USD  
 Tarifa entre semana /  
 No incluye impuestos

### ENCANTO

Carretera Pto Peñasco-Caborca  
 Km.23 Playa Miramar.  
 Desde: \$110 USD  
 No incluye impuestos

### ESMERALDA

Paseo de las dunas s/n  
 Desde \$175 USD  
 Tarifa estándar  
 No incluye impuestos  
[rentals@esmeralda1.com](mailto:rentals@esmeralda1.com)

### LAS GAVIOTAS

Condos 13  
 Melissa Cristina esq.  
 con Elijas Calles s/n  
 Desde: \$119 USD  
 No incluye impuestos

### LAS PALMAS

Condos 8  
 Av. Paseo las Glorias #2 local 36  
 Desde: \$109 USD  
 No incluye impuestos

### LAS PALOMAS BEACH & GOLF RESORT

Condos 455  
 Blvd. Costero #150  
 Desde: \$221 USD  
 MX 01 800 108 1000  
 US 1 866 360 2324  
[www.laspalmasresort.net](http://www.laspalmasresort.net)

### LUNA BLANCA

Condos 47  
 Km. 24 carretera  
 Puerto Peñasco - Caborca  
 Desde: \$130 USD  
 No incluye impuestos

### PALACIO DEL MAR

Habitaciones 50  
 Matamoros Ave.  
 Desde: \$109 USD  
 No incluye impuestos

### PRINCESA DE PEÑASCO

Condos 143  
 Camino a la Choya K.m. 3.7  
 Desde: \$89 USD  
 Tarifa entre semana /  
 No incluye impuestos

### SONORAN SEA

Condos 208  
 Camino a la Choya K.m. 3.7  
 Desde: \$99 USD  
 Tarifa entre semana /  
 No incluye impuestos

### SONORAN SKY

Condos 65  
 Blvd. Costero # 600  
 Desde: \$99 USD  
 Tarifa entre semana /  
 No incluye impuestos

### SONORAN SPA

Condos 202  
 Camino a la Choya K.m. 3.7  
 Desde: \$117 USD  
 Tarifa entre semana /  
 No incluye impuestos  
[www.sonoranspareservations.com](http://www.sonoranspareservations.com)

### SONORAN SUN

Condos 151  
 Camino a la Choya K.m. 4  
 Desde \$99 USD  
 Tarifa entre semana /  
 No incluye impuestos

## COMPAÑÍAS DE RENTA

### CASAGO

US 602-288 8966  
 MX 638-383 0700  
[www.casago.com](http://www.casago.com)

### CASTAWAYS VACATION RENTALS

US 602-445 6222  
 MX 638-388 0101  
[www.castawaysrockypoint.com](http://www.castawaysrockypoint.com)

### FMI RENTALS

US 602-288 8629  
 MX 638-388 0773  
[www.fmirentals.com](http://www.fmirentals.com)

### KIVOYA

US 623-999 5111  
 MX 638-107 1107  
[www.kivoya.com](http://www.kivoya.com)

### OCEANO RENTALS

US 602-391 2799  
 MX 638-383 0801  
[www.oceano-rentals.com](http://www.oceano-rentals.com)

### SANDY BEACH RENTALS

US 480-319 7900  
 MX 638-382 8282  
[www.sandybeachrentals.net](http://www.sandybeachrentals.net)

### SEA RENTS

US 602-464-3365  
 MX 638-388-5879  
[www.searents.com](http://www.searents.com)

## HOTELES

### ALEXANDER

Habitaciones 23  
 Emiliano Zapata # 89  
 Col. Ferrocarrilera  
 MX 638-388 0044  
 Desde \$500.00 MX

### BAJA HOTEL

Habitaciones 69  
 Matamoros y Campeche,  
 El Mirador  
 MX 638-383 6878  
[www.hotelbaja.net](http://www.hotelbaja.net)  
 Desde \$50.00 USD

### COSTA ELEGANTE

Habitaciones: 30  
 Av. Matamoros # 10,  
 El Mirador  
 MX 638-383 6690  
[costaelegantehotel@gmail.com](mailto:costaelegantehotel@gmail.com)  
 Desde: \$1,200.00 MX

### DUBAY SUITES

Habitaciones 12  
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 Desde \$800.00 MX  
 E: [suitesdubay@hotmail.com](mailto:suitesdubay@hotmail.com)

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Calle 19 & Plan de Iguala  
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 Desde: \$100 USD

### HOTEL LLUVIA DEL MAR

Habitaciones 59  
 Blvd. Benito Juárez  
 Col. López Portillo  
 MX 638-383 1510  
[www.hotelluviadelmar.net](http://www.hotelluviadelmar.net)  
 Desde: \$945.00 MX

### HOTEL PALMA DE ORO

Habitaciones 31  
 Av. Luis Encinas # 251 - Esq. Calle 24,  
 Col. Ferrocarrilera  
 MX 638-388 7186  
[palmadeorohotel@hotmail.com](mailto:palmadeorohotel@hotmail.com)  
 Desde: \$700.00 MX

### DESIERTO

Habitaciones 112  
 Av. Constitución y Simón Morúa s/n  
 MX 638-383 6175  
[www.hotelparaiso.com.mx](http://www.hotelparaiso.com.mx)  
 Desde: \$720.00 MX

### HOTEL POSADA LA ROCA

Habitaciones 16  
 Primero de Junio #2 y  
 Malecón Kino

MX 638-383 3199  
[posadalaroca@hotmail.com](mailto:posadalaroca@hotmail.com)  
 Desde: \$35.00 USD

### MAR Y SOL MOTEL

Habitaciones 31  
 Blvd. Benito Juárez # 371  
 MX 638-383 3190  
[marysolmotel@hotmail.com](mailto:marysolmotel@hotmail.com)  
 Desde: \$600.00 MX

### MAYAN PALACE (GRUPO VIDANTA)

Habitaciones 280  
 Km. 24 carretera  
 Puerto Peñasco - Caborca  
 MX 638-383 0400  
 Con membresía desde \$9,000.00 MX con  
 impuestos  
[www.mayanpalace.com.mx](http://www.mayanpalace.com.mx)

### PEÑASCO DEL SOL HOTEL

Habitaciones 208  
 Paseo Las Glorias # 1 - Calle 13 Final  
 US 1 888 683 0067  
 MX 638-383 0302  
[www.penascodelsolhotel.com](http://www.penascodelsolhotel.com)  
 Desde: \$139.00 USD  
 No incluye impuestos

### PLAYA BONITA

Habitaciones 124  
 Paseo Balboa # 100  
 US 888-232 8142  
 MX 638-383 2586  
[www.playabonitaresort.com](http://www.playabonitaresort.com)  
 Desde: \$117.00 USD

### PLAZA PEÑASCO

Habitaciones 119  
 Av. Sinaloa entre Mier y Terán  
 MX 638-383 5910  
[www.plazapenasco.com.mx](http://www.plazapenasco.com.mx)  
 Desde \$950.00 MX

### THE BEST WESTERN LAOS MAR

Habitaciones 94  
 Paseo Balboa # 90, Sandy Beach  
 US 877-736 5005  
 MX 638-383 4700  
[www.bestwestern.com.mx](http://www.bestwestern.com.mx)  
 Desde: \$96.00 USD

### VIÑA DEL MAR

Habitaciones 110  
 Av. Primero de Junio y  
 Malecón Kino  
 MX 638-383 0100  
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 Desde: \$700.00 MX



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# CASA HOGAR PUERTO PEÑASCO

## Asilo de Ancianos para nacionales y extranjeros

### Cruzada en favor del adulto mayor en Puerto Peñasco, para el último tramo de su vida

Aunque el gran Miguel de Unamuno rebosaba optimismo cuando reflexionaba sobre la vejez y decía que “Jamás un hombre es demasiado viejo para recomenzar su vida”, lo cierto es que la realidad plantea a la humanidad actual condiciones con elevadas dosis de incertidumbre y desesperanza.

Aún así, la gente de Puerto Peñasco ha mantenido con vida durante 30 años al Asilo de Ancianos del Sagrado Corazón de Jesús (antes llamado “José Dávalos”) bajo el manto protector de la vecina parroquia San Francisco de Asís, a cargo actualmente del sacerdote diocesano José Francisco Millán Ruelas.

Y es en este tiempo, cuando de acuerdo con la Organización Mundial de la Salud (OMS) entre 2000 y 2050 la cantidad de personas de 80 años o más aumentará casi cuatro veces hasta alcanzar los 395 millones, que asilo e Iglesia de Puerto Peñasco toman sus providencias y anuncian acciones para que junto con la sociedad y gobierno se haga algo.

La urgencia radica en que este incremento de gente mayor en el mundo entero tiene una relación directa con el número de ancianos que no podrán valerse por sí mismos los cuales, se espera crezcan en la misma proporción.

Y lo más novedoso que plantean es dar cobertura también a la población adulta mayor del vecino Estados Unidos, considerando que en el puerto radica una importante cantidad de extranjeros. El sacerdote Millán Ruelas hace un llamado a la población interesada en el tema a que se acerque al Asilo a recabar información, conocer sus instalaciones y las condiciones difíciles en las que operan.

Plantea que la ayuda puede darse de muy diversas formas, ya sea en materiales de construcción para la rehabilitación del vetusto edificio, en materiales o insumos de higiene, salud, comestibles o donativos



económicos, porque de lo que se trata es de apoyar los que sí pueden pagar de alguna forma a quienes no tienen ninguna posibilidad de aportar algo.

Son personas, seres humanos que necesitan o necesitarán alguna forma de asistencia a largo plazo, en un asilo o en estadias prolongadas en hospitales debido a enfermedades degenerativas, deterioro físico, fragilidad, entre otros, que dificultan el desarrollo de actividades de la vida diaria de manera independiente.

Son centros de socialización valiosos para las personas mayores. La in-

teracción diaria con otros residentes y el personal crea un ambiente enriquecedor que combate la soledad y promueve conexiones significativas. Esta red de apoyo emocional es esencial para el bienestar psicológico de los ancianos.

En conclusión, los asilos de ancianos no solo son centros de atención y cuidados, sino también comunidades que fomentan la conexión y el bienestar emocional de las personas mayores. Su utilidad va más allá de la atención física, abordando aspectos cruciales para garantizar una calidad de vida óptima en la última etapa de la vida y la gente de Puerto





Peñasco intenta que todo esto sea una realidad.

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- ☎ Tel. (638) 383-2599 para informes y apoyos.

**APOYO URGENTE:**

- Electricistas que donen su trabajo para realizar el cambio de cableado eléctrico en general
- Material eléctrico para el cambio de cableado
- Aparatos de aires acondicionados
- Personas expertas y materiales para impermeabilizar los techos del asilo

Fotos cortesía: Eva Leuthy

Lista de necesidades

Fruta

salsa de ostión, café instantáneo, chocolate de abuelita, canela de palo, piloncillo, galletas dulces, maizenas de sabores

salchicha, jamón, carne, pollo

Empanizador

leche en polvo, media crema, lechera, leche carnation, cremora para café

crema corporal, desodorante hombre y mujer, pasta de dientes, toallas húmedas, rastrillos para rasurar, champú

cloro, fabuloso, guantes, cubrebocas, aromatizante, detergente líquido p/ ropa, suavizante p/ ropa



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# CASA HOGAR PUERTO PEÑASCO

## Nursing Home for nationals and foreigners

### Crusade in favor of the elderly in Puerto Peñasco, for the last stages of their lives

**A**lthough the great Miguel de Unamuno was brimming with optimism when he reflected on old age and said that, "A man is never too old to restart his life", the truth is that reality presents humanity today with conditions of high doses of uncertainty and hopelessness.

Even so, the people of Puerto Peñasco have kept the Assisted Living Home of the Sacred Heart of Jesus (formerly called "José Dávalos") alive for 30 years under the protective mantle of the neighboring parish of San Francisco de Asís, currently under the care of diocese priest, José Francisco Millán Ruelas.

And it is at this time, when, according to the World Health Organization (WHO), between the years 2000 and 2050, the number of people aged 80 and over will increase almost four times to 395 million. The Assisted Living Home and the Church of Puerto Peñasco have taken their providence

and announced actions so that, together with society and government, something is done.

The urgency lies in the fact that this increase in elderly populations worldwide means also that the number of elderly people who will not be able to fend for themselves will increase.

And, the most innovative thing they are proposing is to also cover the elderly population of the neighboring United States, considering that a significant number of foreigners live in the port. Priest, Millán Ruelas, makes a call to the population interested in the subject to approach the Assisted Living Home to gather information, to know its facilities and the insufficiencies in their operation.

He states that help can be given in many different ways; in construction materials for the rehabilitation of the old building,

and, in supplies for hygiene, health, food or economic donations. The idea is for those who can pay in some way assist those who are unable to contribute anything.

They are people, human beings who need or will need some form of long-term assistance; in a nursing home or in prolonged hospital stays, due to degenerative diseases, physical deterioration, frailty, among others, and conditions that make it difficult to develop activities of daily living independently.


Assisted Living Homes are valuable socialization centers for the elderly. Daily interaction with other residents and staff creates an enriching environment that combats loneliness and promotes meaningful connections. This emotional support network is essential to the psychological well-being of the elderly.

In conclusion, nursing homes are






not only centers of care and attention, but also communities that foster connection and emotional well-being for the elderly. Their usefulness goes beyond physical care, addressing crucial aspects to ensure an optimal quality of life in the last stage of life, and the people of Puerto Peñasco are trying to make all of this a reality.

 [www.asilodeancianossagradocorazon.com](http://www.asilodeancianossagradocorazon.com)

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 PHONE. (638) 383-2599 for information and support

#### WE NEED YOUR URGENT SUPPORT FOR:

- Electricians to donate their labor for general electrical rewiring.
- Electrical material for rewiring
- Air conditioning equipment
- Experts and materials to waterproof the roofs of the nursing home.

Photos by: Eva Leuthy

**Sagrado Corazón de Jesús**  
Ayuda de Ancianos  
Patrocinado Por Ayuda de Ancianos  
de Puerto Peñasco, A.C.



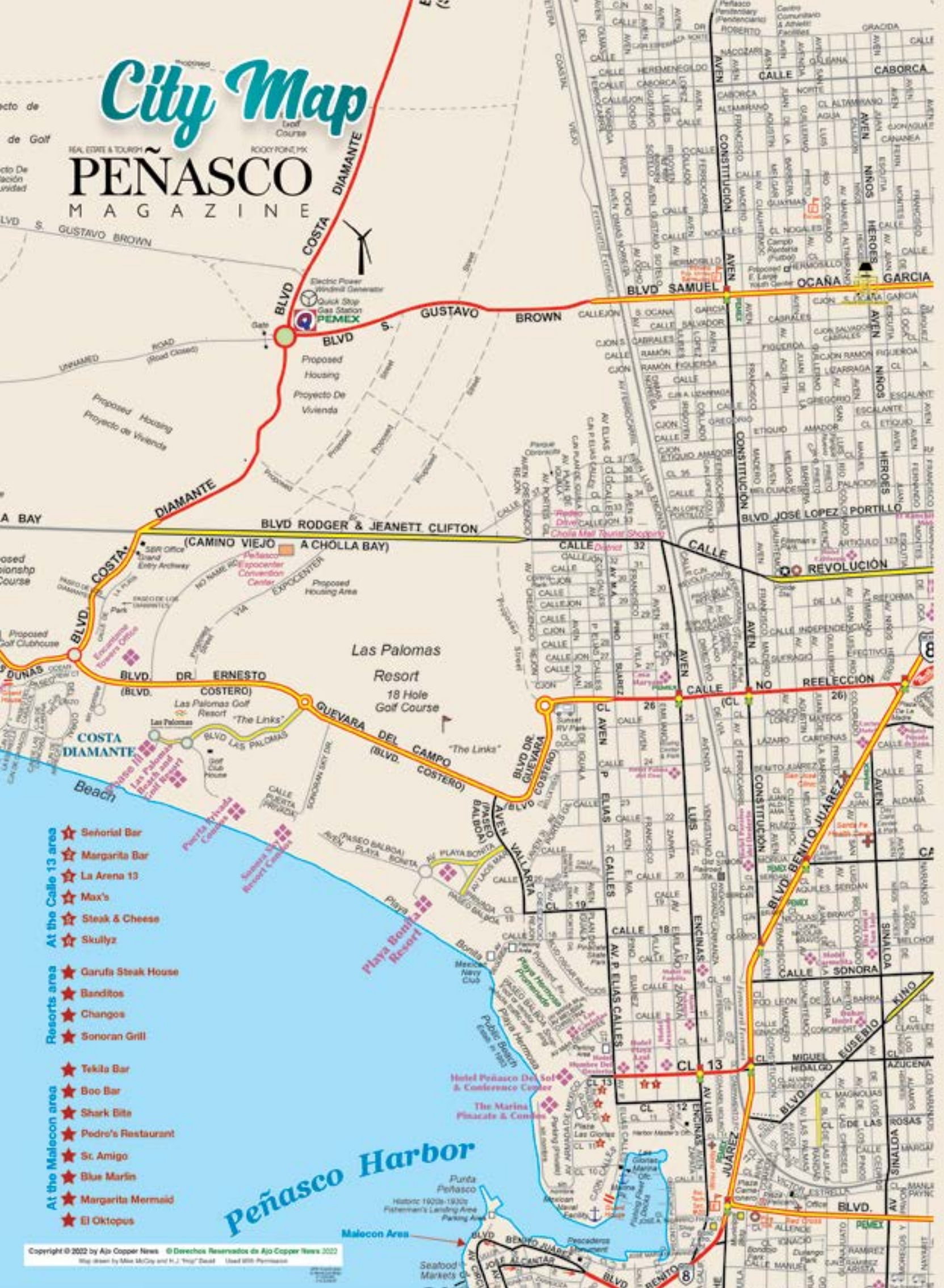
Assisted Living

## Support Shopping List:

	Fruit
	oyster sauce, instant coffee, abuelita hot chocolate tablets, cinnamon sticks, raw brown sugar, cookies, Maizcena packets
	hot dogs, ham, beef, chicken
	breadcrumbs/breading
	powdered milk, media crema, condensed milk, carnation milk, coffee creamer
	body lotion, men & women's deoderant, toothpaste, baby wipes, razors, shampoo
	bleach, fabuloso, gloves, surgical face masks, room fragrance spray, liquid laundry detergent, fabric softener

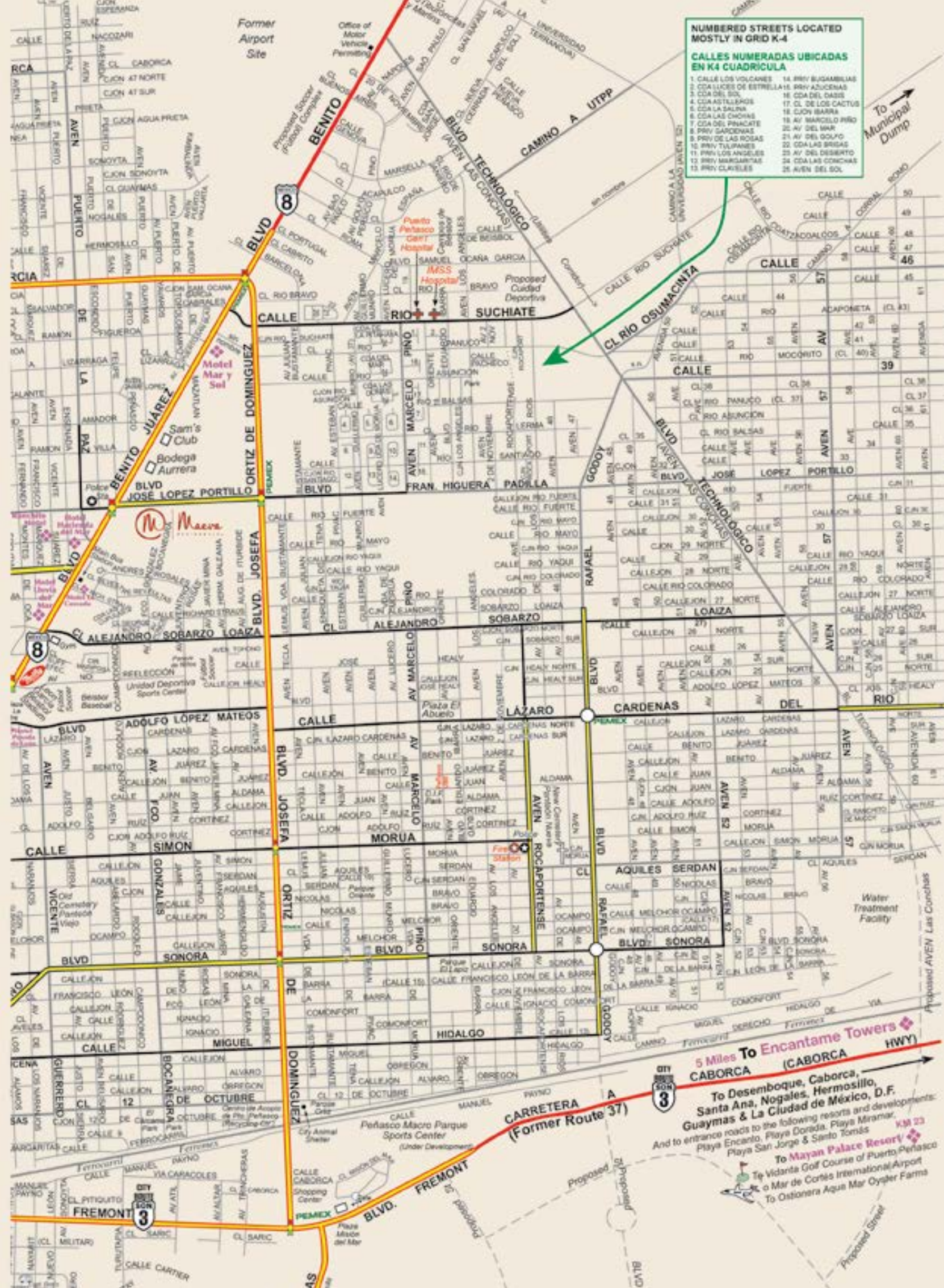
# City Map

REAL ESTATE & TOURISM  
**PEÑASCO**  
 MAGAZINE



- At the Calle 13 area**
- ★ Señorial Bar
- ★ Margarita Bar
- ★ La Arena 13
- ★ Max's
- ★ Steak & Cheese
- ★ Skullyz
- Resorts area**
- ★ Ganufa Steak House
- ★ Banditos
- ★ Changos
- ★ Sonoran Grill
- At the Malecon area**
- ★ Tekila Bar
- ★ Boo Bar
- ★ Shark Bite
- ★ Pedro's Restaurant
- ★ St. Amigo
- ★ Blue Marlin
- ★ Margarita Mermaid
- ★ El Oktopus

- NUMBERED STREETS LOCATED MOSTLY IN GRID K-4**
- CALLES NUMERADAS UBICADAS EN K4 CUADRICULA**
- |                       |                        |
|-----------------------|------------------------|
| 1 CALLE LOS VOLCANES  | 14 PRIV BUGAMBILIAS    |
| 2 CALLES DE ESTRELLAS | 15 PRIV AZUCENAS       |
| 3 CALLE DEL SOL       | 16 CALLE DEL OASIS     |
| 4 CALLE ATLAS         | 17 CALLE DE LOS CACTUS |
| 5 CALLE LA SALINA     | 18 CUON BARRA          |
| 6 CALLES CHOCAS       | 19 CALLE MARCELO PINO  |
| 7 CALLE DEL PINACATE  | 20 CALLE DEL MAR       |
| 8 PRIV DE LAS ROSAS   | 21 CALLE DEL GOLFO     |
| 9 PRIV TULIPANES      | 22 CALLES BRISAS       |
| 10 PRIV LOS ANGELES   | 23 CALLE DEL DESERTO   |
| 11 PRIV MARGARITAS    | 24 CALLES CONCHAS      |
| 12 PRIV CLAYTONS      | 25 AVEN DEL SOL        |



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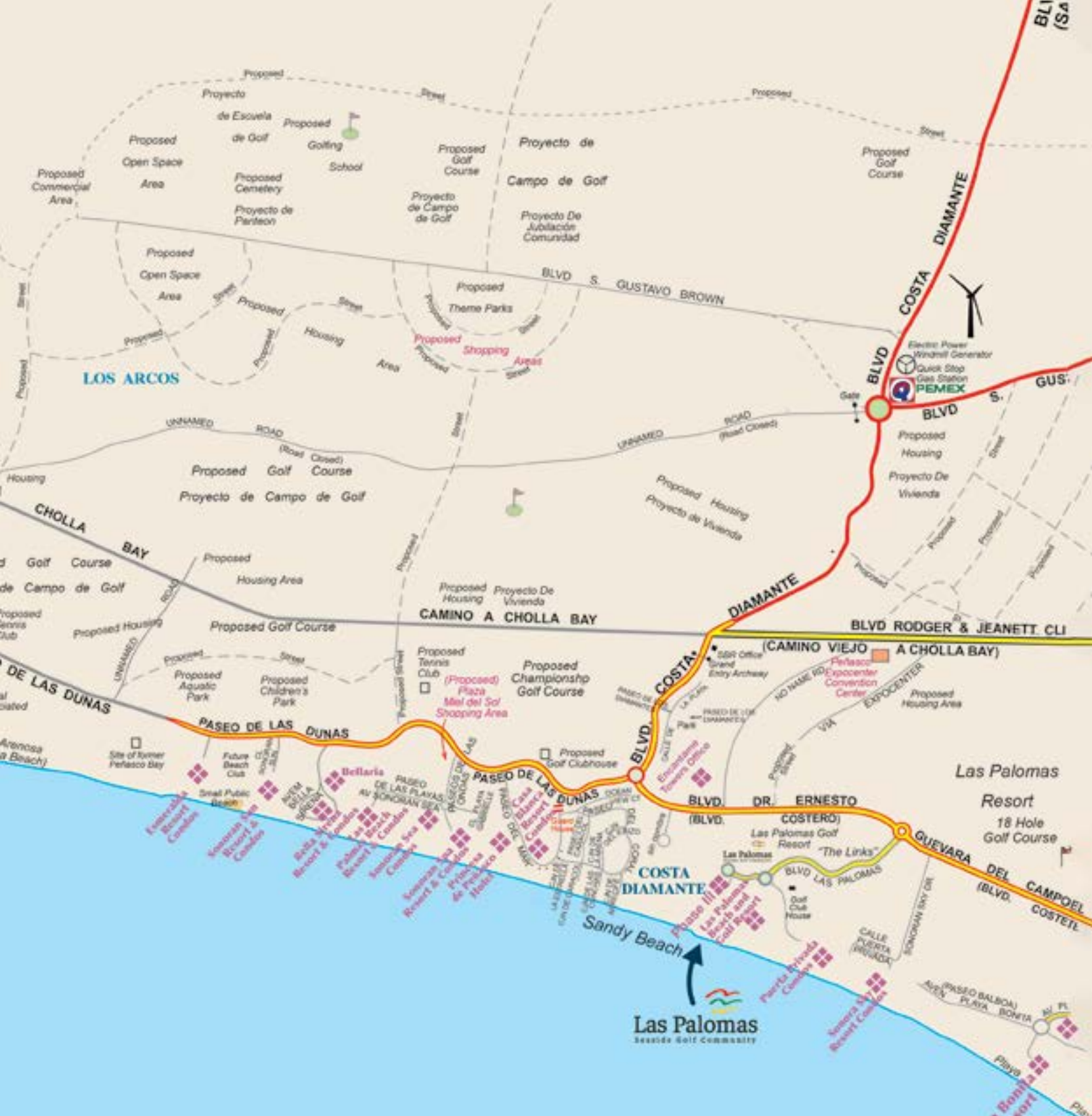
Te Vidanta Golf Course of Puerto Peñasco  
 o Mar de Cortés International Airport  
 To Ostoneira Agua Mar Oyster Farms

Visitor's Note:  
Street names are sometimes not  
signposted in Cholla Bay



# Project Map

Real Estate & Tourism Rocky Point, MX  
**PEÑASCO**  
MAGAZINE



# PUERTO PEÑASCO (ROCKY POINT)



# CALENDARIO DE MAREAS

Las mareas del norte del Golfo de California son de las más grandes del mundo: en Puerto Peñasco pueden sobrepasar los 7 metros (23 pies) de altura. Las mareas máximas coinciden con las fases de la luna nueva y llena y son conocidas como mareas vivas. La amplitud de la marea disminuye gradualmente desde su máximo alcance de 10 metros (33 pies) en el delta del río Colorado hasta menos de 2 metros (7 pies) en el centro del Golfo. Las mareas del norte del Golfo de California son de tipo irregular semidiurno, lo que significa que usualmente hay dos mareas bajas por día, cada una de altitud diferente. En el calendario, a los dos costados de las semanas, se señala la altura de las mareas en metros y en pies, mientras que las líneas horizontales indican la hora del día. Cabe mencionar que este calendario no se puede utilizar para estimar las mareas por debajo de la región central del Golfo de California.



# TIDE CALENDAR

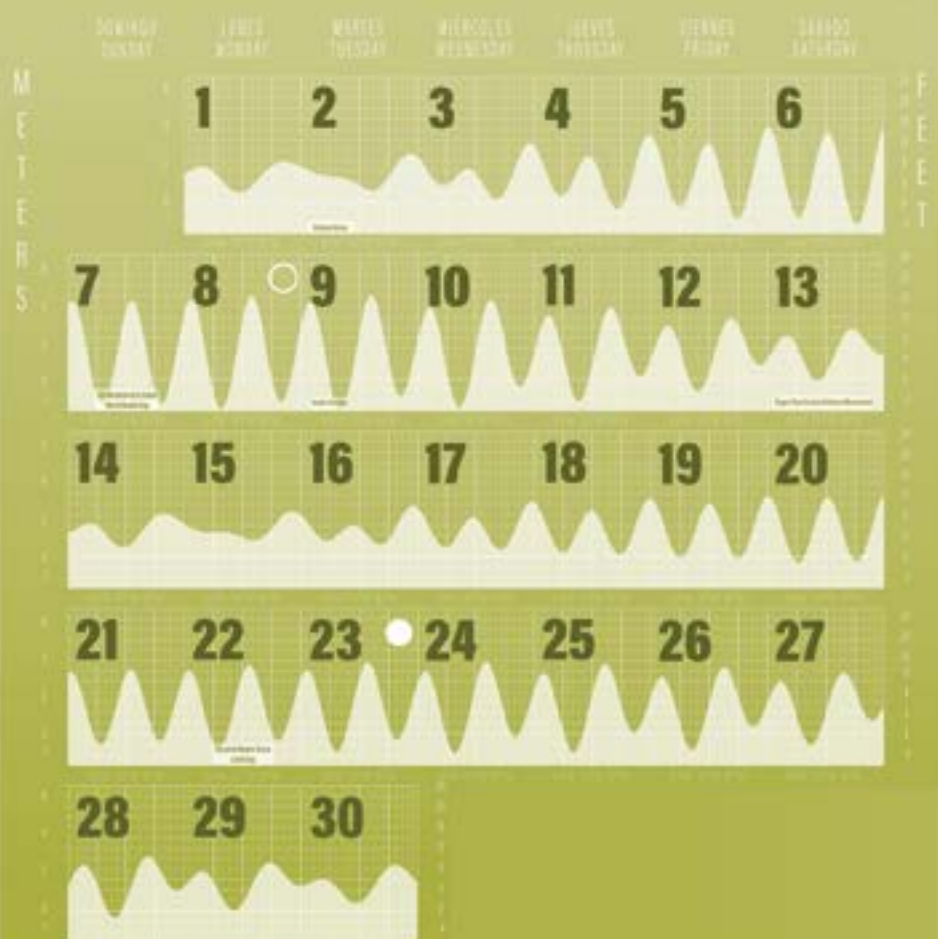
The tides in the northern Gulf of California are among the greatest in the world with tide ranges exceeding 23ft (7m) at Puerto Peñasco. Maximum tides coincide with new and full moon phases (known as spring tides) and tidal amplitude decreases gradually from a maximum range of 33 ft (10m) at the Colorado River Delta to less than 7ft (2m) in the central Gulf. Tides in the northern Gulf of California are of the irregular semidiurnal type, meaning that there are usually two high tides and two low tides per day, each of a different height. On the calendar, on both sides of the weeks, the height of the tides is indicated in meters and feet, while the vertical lines indicate the time of day. It should be noted that this calendar cannot be used to estimate the tides below the central region of the Gulf of California. In the case of the coast of Baja California, readings must be adjusted to Pacific time.

## ABRIL 2024 APRIL



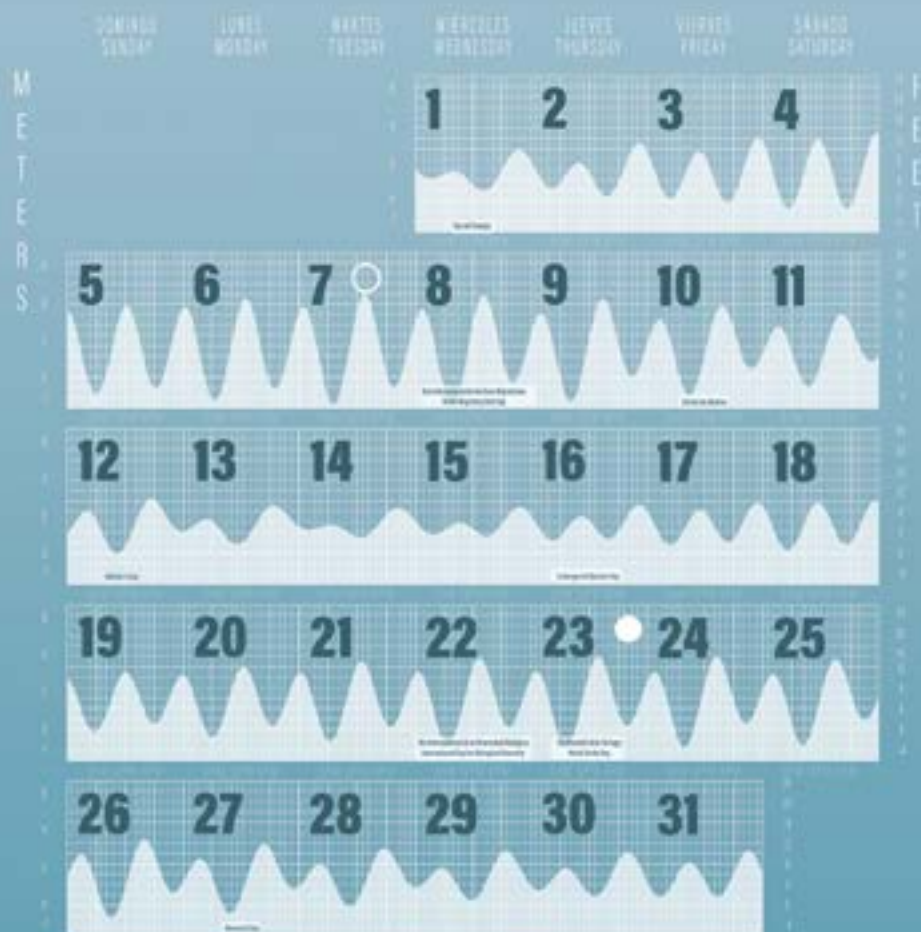
	PUERTO PEÑASCO	SAN FELIPE
DAYTIME TEMP TEMP. DEL DÍA	86.7 F 30.4 °C	81 F 27.2 °C
SEA TEMP TEMP. DEL MAR	87.6 F 31.8 °C	82.3 F 28.8 °C
AVG. RAINFALL LLUVIA PROMEDIO	0 inches 0 mm	103 inches 1 mm
WIND SPEED VEL. DEL VIENTO	8 mph 13 km/h	8.2 mph 13.3 km/h

DATE/TIME ALL TIME IS INCLUDING STANDARD TIME (MST)





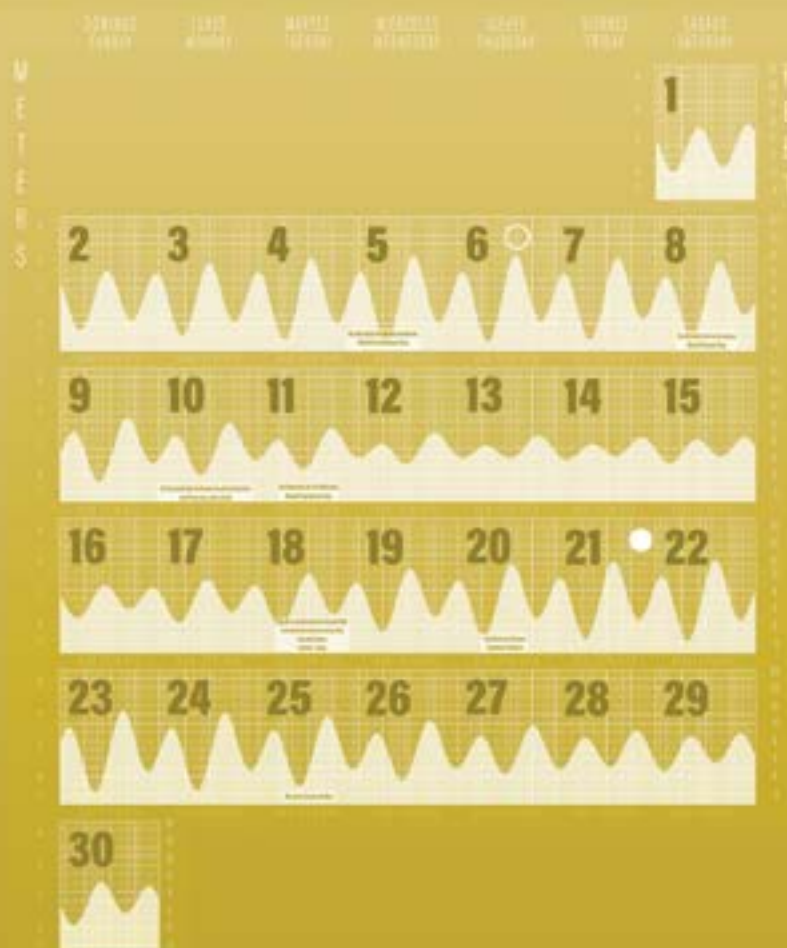
# MAYO 2024



	PUERTO PEÑASCO	SAN FELIPE
DAYTIME TEMP TEMP DEL DÍA	83.7 F 29.3 °C	85.6 F 29.9 °C
SEA TEMP TEMP DEL MAR	72.3 F 22.4 °C	71.8 F 22.1 °C
AVG. RAINFALL LLUVIA PROMEDIO	0 inches 0 mm	0.03 inches 1 mm
WIND SPEED VEL. DEL VIENTO	7.9 mi/h 12.6 km/h	8.2 mi/h 13.3 km/h

DATA IN METERS ALL TIME IS MOUNTAIN STANDARD TIME (MST)

# JUNIO 2024



	PUERTO PEÑASCO	SAN FELIPE
DAYTIME TEMP TEMP DEL DÍA	100.1 F 38.4 °C	85.6 F 29.9 °C
SEA TEMP TEMP DEL MAR	71.5 F 22.5 °C	71.8 F 22.1 °C
AVG. RAINFALL LLUVIA PROMEDIO	0 inches 0 mm	0.03 inches 1 mm
WIND SPEED VEL. DEL VIENTO	7.9 mi/h 12.6 km/h	8.2 mi/h 13.3 km/h

DATA IN METERS ALL TIME IS MOUNTAIN STANDARD TIME (MST)

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San Luis, Sonora

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Colonia Comercial CP 83449  
(653) 534.1956 | (653) 534.2836

### Sucursal San Luis R. C.

San Luis, Sonora

Avenida Nuevo León y Calle 32  
Colonia Altar CP 83490  
(653) 535.4387

### Sucursal Peñasco

Puerto Peñasco, Sonora

Bld. Josefa Ortiz y Cj. Río Suchiate  
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### Sucursal Hermosillo

Hermosillo, Sonora

Campeche #476-A  
Col. Pimentel CP 83188  
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### Sucursal Mexicali

Mexicali, Baja California

Bld. Castellón #2095  
Col. Hidalgo CP 21389  
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### Sucursal Cd. Obregón

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