



BMA Progress Report – September 2025



Agenda

1. Overview
2. Government Relations
3. Timeline
3. Media Coverage
4. Roundtable Report
5. BMA Outreach

Overview



Overview

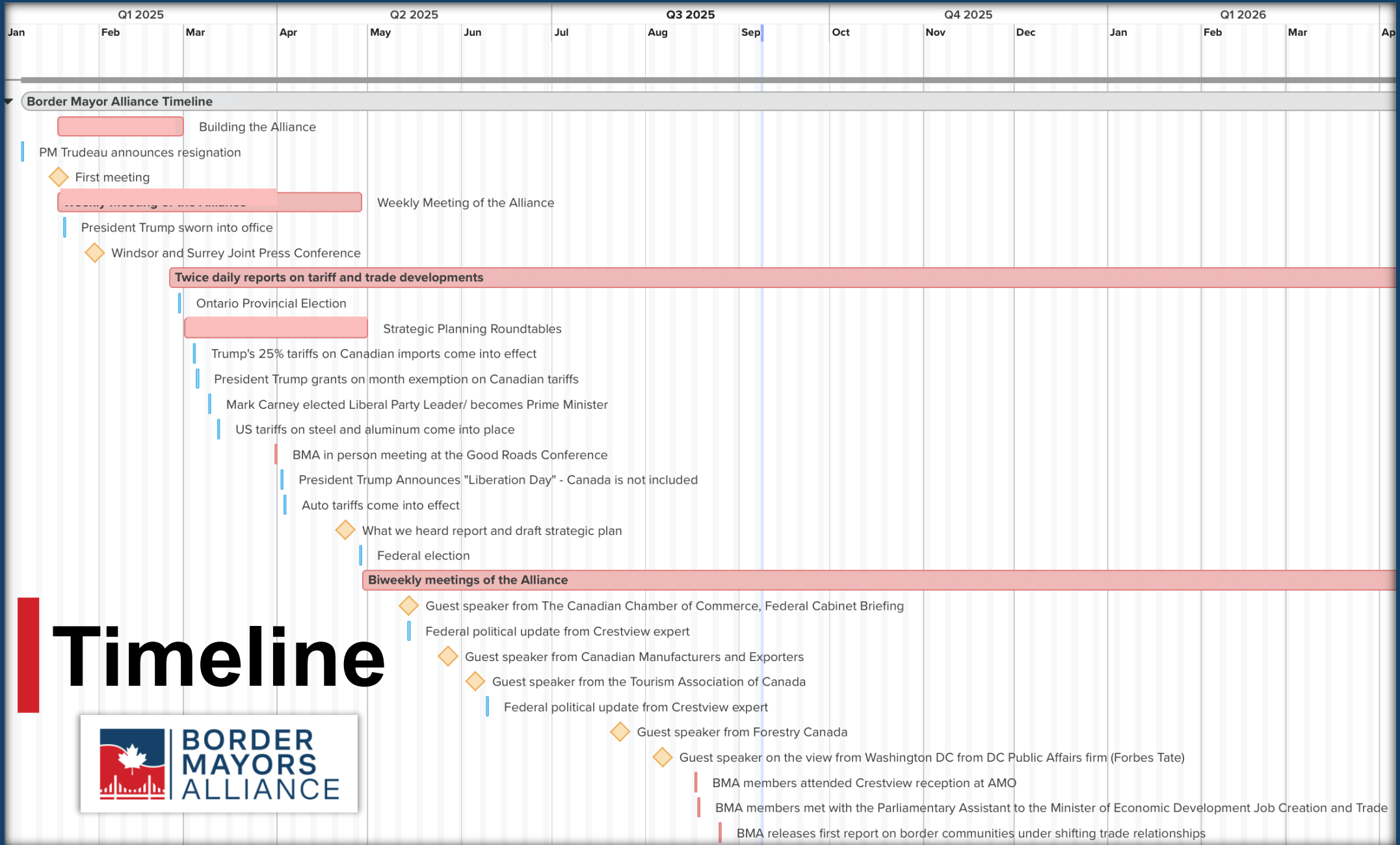
The **Border Mayors Alliance** continues to represent border cities and communities from coast to coast, protecting their economic and development interests, emphasizing the importance of international trade and highlighting the needs of border communities to the federal government.



To elevate its voice, the **Border Mayors Alliance** has increased social and news media reach, produced a new report, and streamlined its approach to ensure cross-country and cross-border solidarity.

Government Relations





Timeline



Digging deeper

Ongoing dynamics and updates by the numbers



Since inception, Crestview Strategy has provided the Border Mayors Alliance with daily briefings on U.S. tariff developments and their impacts on Canadian border cities, alongside detailed MP contact mapping, ensuring timely insights to inform decision-making, identify risks, and support advocacy.

An aerial photograph of the Ambassador Bridge in Detroit, Michigan, taken at dusk. The bridge's iconic blue towers and white suspension cables are prominent in the foreground. The city skyline is visible in the background across the river. A red vertical bar is positioned to the left of the text.

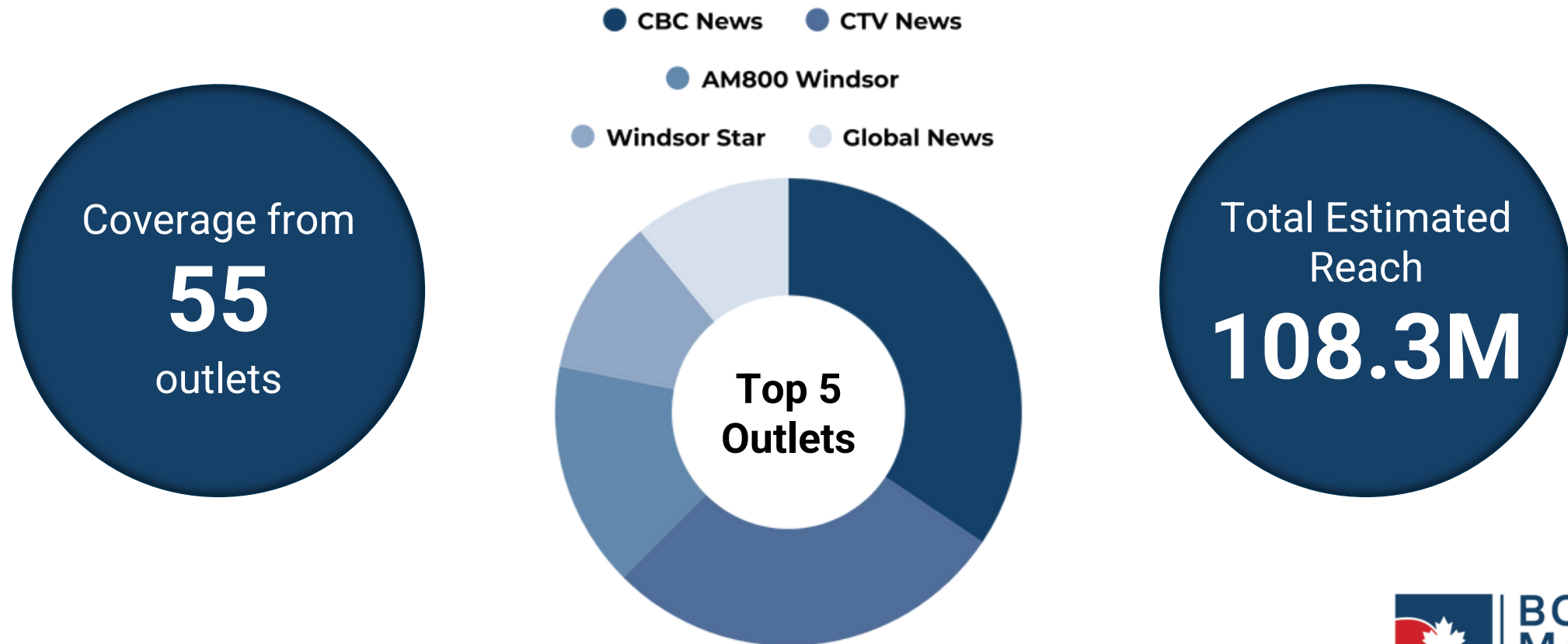
Media Coverage

AMBASSADOR
BRIDGE

Media Coverage Summary

January – September 2025

In news media, the **Border Mayors Alliance** has been beyond successful, deploying a bespoke media list, outreach to journalists, and attention across Canadian and American outlets.



Media Coverage Highlights

January – September 2025

May 6, 2025

CTV News broadcast covers the Border Mayors Alliance's preferred outcomes for the Prime Minister's meeting with President Trump



12.6M reach

July 16, 2025

Cornwall Mayor Justin Towndale on CBC's *All in a Day* Radio discusses the positive impacts the BMA has had on his community



CBCnews

3.46k Reach

Media Coverage Headlines

CTV NEWS Local CTV News App Watch CTV News Now In Pictures

Border Mayors Alliance hoping for positive news from Carney's meeting with Trump

By Jack Richardson
Published: May 06, 2025

DUTY FREE SOUNDS ALARM

Osoyoos Duty Free Store owner joins Border Mayors Alliance seeking help amid 'drastically negative' business climate

Sarah Crookall - Mar 27, 2025 / 4:00 am

WINDSOR | NEWS

Border Mayors Alliance calls for inconsistency to end

Home · Local News

Surrey's mayor with other mayors from Canada, U.S. and Mexico produce joint statement on tariffs

CBC

Border mayors say they're on the front line of the tariff war and need government help

CBC
March 21, 2025



WINDSOR | NEWS

Essex County mayors to join Border Mayors Alliance

BY MAUREEN REVAIT

Trade War

'Huge impact to our communities': Border mayors push for government help amid trade war

By Avery MacRae
Published: March 24, 2025 at 5:22PM EDT

'We will get through this': Border Mayors Alliance pushing for solutions to Canada-U.S. trade war

Daily Headlines District News

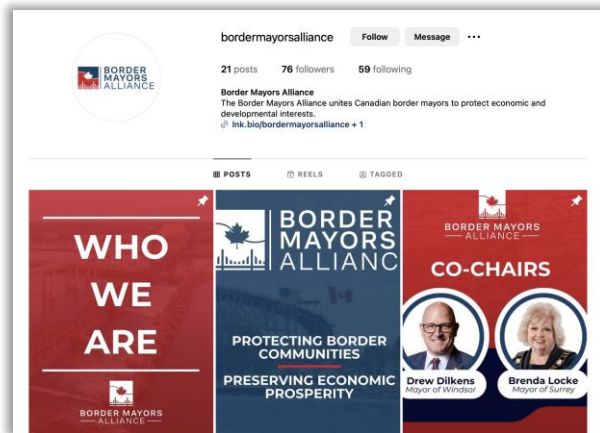
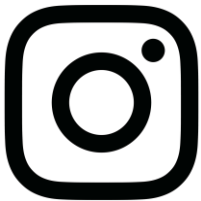
Border Mayors Alliance united in the face of unjustified U.S. tariffs

Canada News

Social Media Summary



The **Border Mayors Alliance** has been improving its presence across social media, with platforms on LinkedIn, Facebook, Instagram and X.




Social Media: Meet the Mayors

 **BORDER
MAYORS
ALLIANCE**

**MEMBER
SPOTLIGHT**

TRACEY BAILEY



Municipality: Lakeshore, ON

 **BORDER
MAYORS
ALLIANCE**

**MEMBER
SPOTLIGHT**

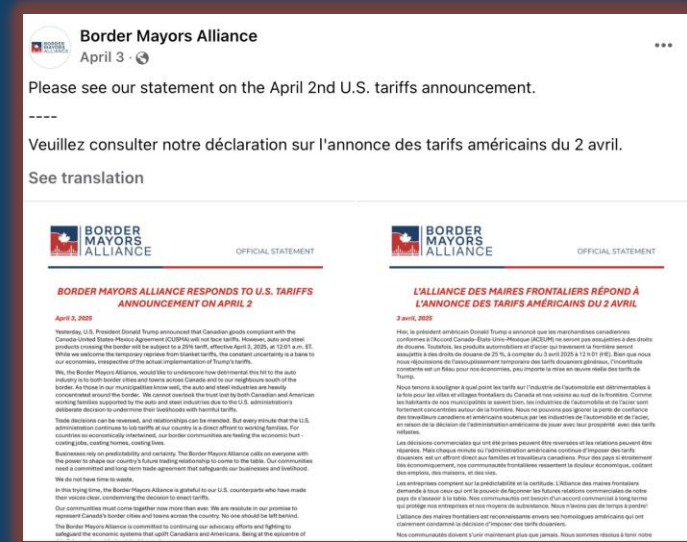
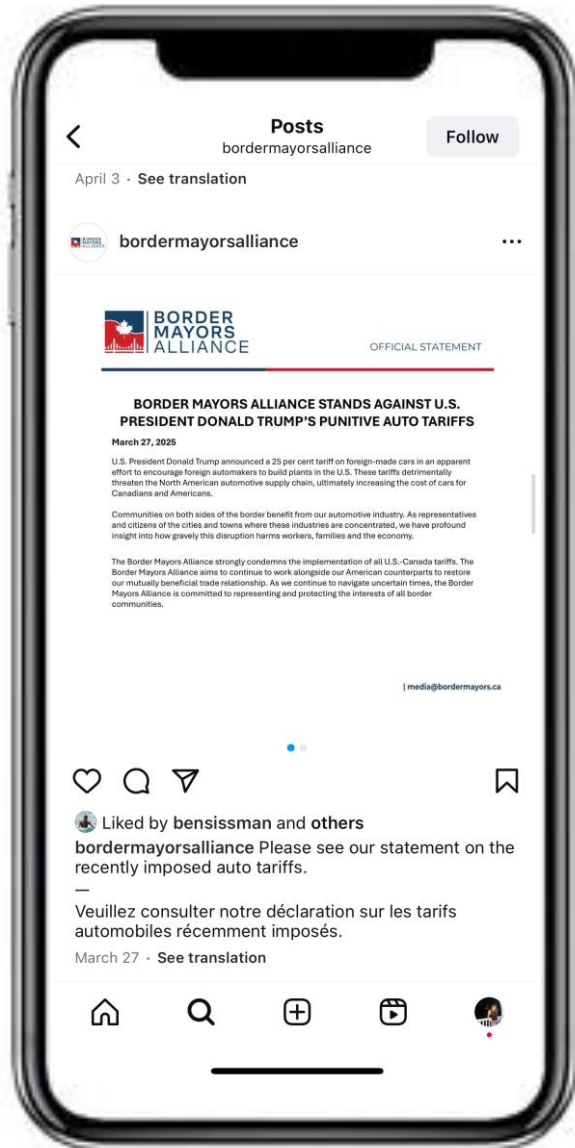
KEN BOSHCOFF



Municipality: Thunder Bay, ON

The **Meet the Mayors** initiative spotlights every member of the alliance and their communities across all platforms. This brings awareness to each unique Mayor and their mission, ensuring no community is left behind.

Social Media: Statements



Every statement released by the **Border Mayors Alliance** is shared across LinkedIn, Facebook, Instagram and X. This ensures the statements are easy to find and have a greater reach and opportunity for interaction.

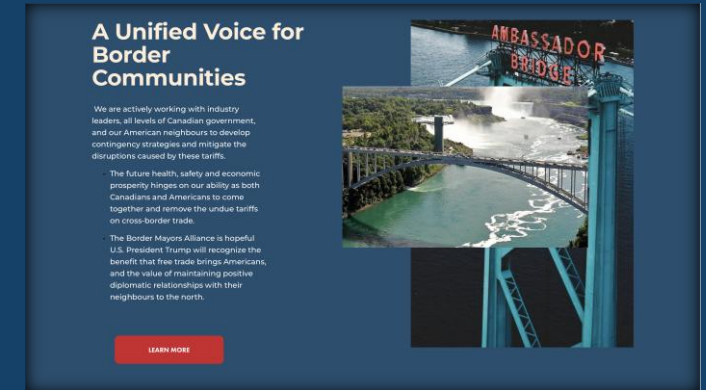
The **Border Mayors Alliance** has come together to release **six unified official statements** to date.



Website



bordermayorsalliance.com





**Roundtable
Report**

Roundtable Discussions

Align our perspectives:

🍁 RISKS

🍁 STRENGTHS

🍁 GOALS

🍁 DRIVERS

Our roundtable discussions allow us to get on the same page and agree on our priorities and asks across border communities.

These discussions provide the basis for the release of a report that will streamline our Government Relations efforts and create a media moment, while legitimizing the asks of border communities.

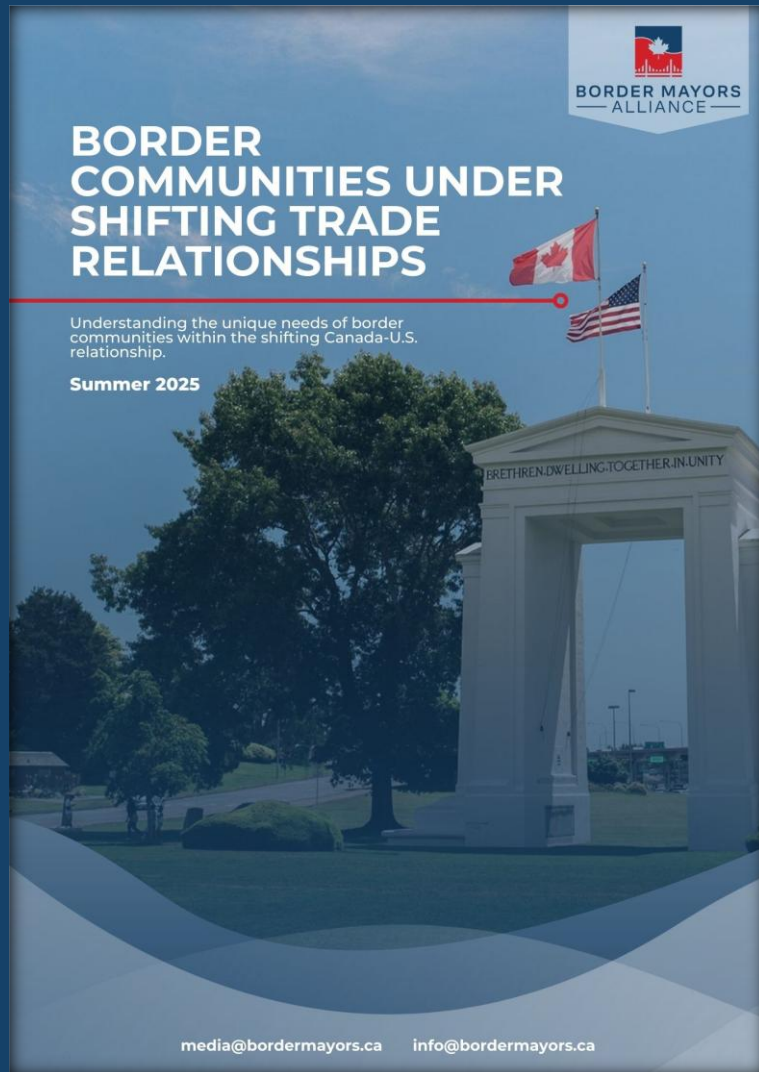
Key Themes Deducted from Roundtable Discussions:

Canada-U.S. Economic Interdependence

Border Community Identity

Political Tensions vs. People-to-People Relations

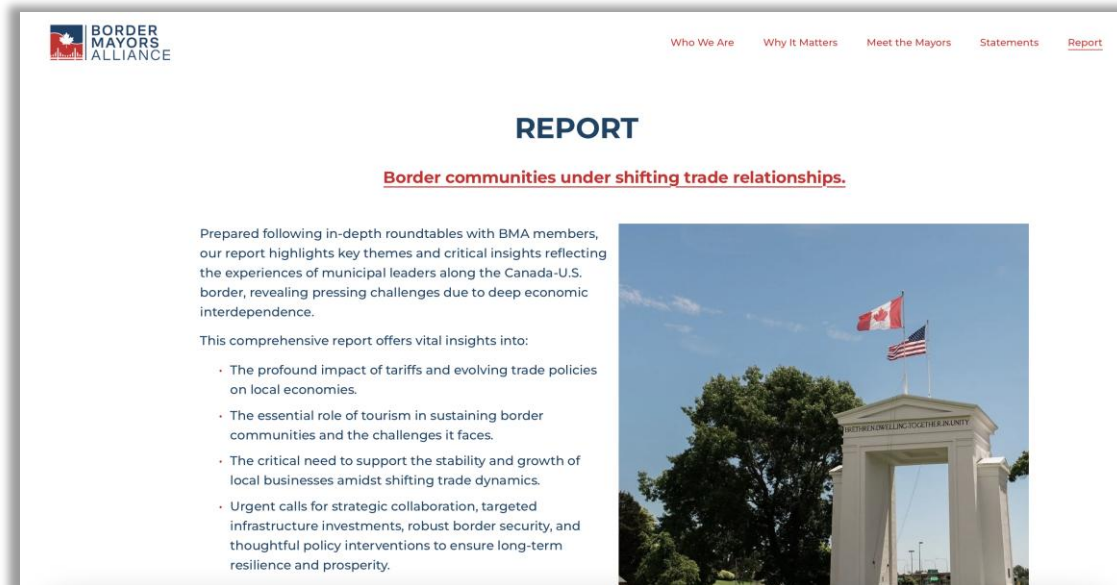
Tourism and Cultural Exchange



Report

Following in-depth roundtables, BMA prepared and released a report highlighting key themes and critical insights reflecting the experiences of municipal leaders along the Canada-U.S. border.

The report garnered media coverage and is shared on the BMA website.



Government Relations

Aligned Approach:

🍁 ADVOCACY

🍁 OUTREACH

🍁 IMPACT

🍁 PARTNERSHIPS

Our government relations program ensures the voices of border communities are heard at every level of decision-making.

Through proactive advocacy, targeted outreach, and strategic partnerships, the BMA has elevated municipal perspectives in national and binational trade conversations.

Key Government Relations Achievements:

Daily Briefings & Policy Support: 120+ tariff updates and urgent alerts delivered, shaping member responses.

Provincial Partnerships: Engagement with Brian Saunderson, Parliamentary Assistant to the Minister of Economic Development, Job Creation and Trade, to advance BMA priorities at AMO and beyond.

Cross-Border Diplomacy: Outreach to 15+ U.S. mayors and delegations to Washington, Detroit, and state capitals.

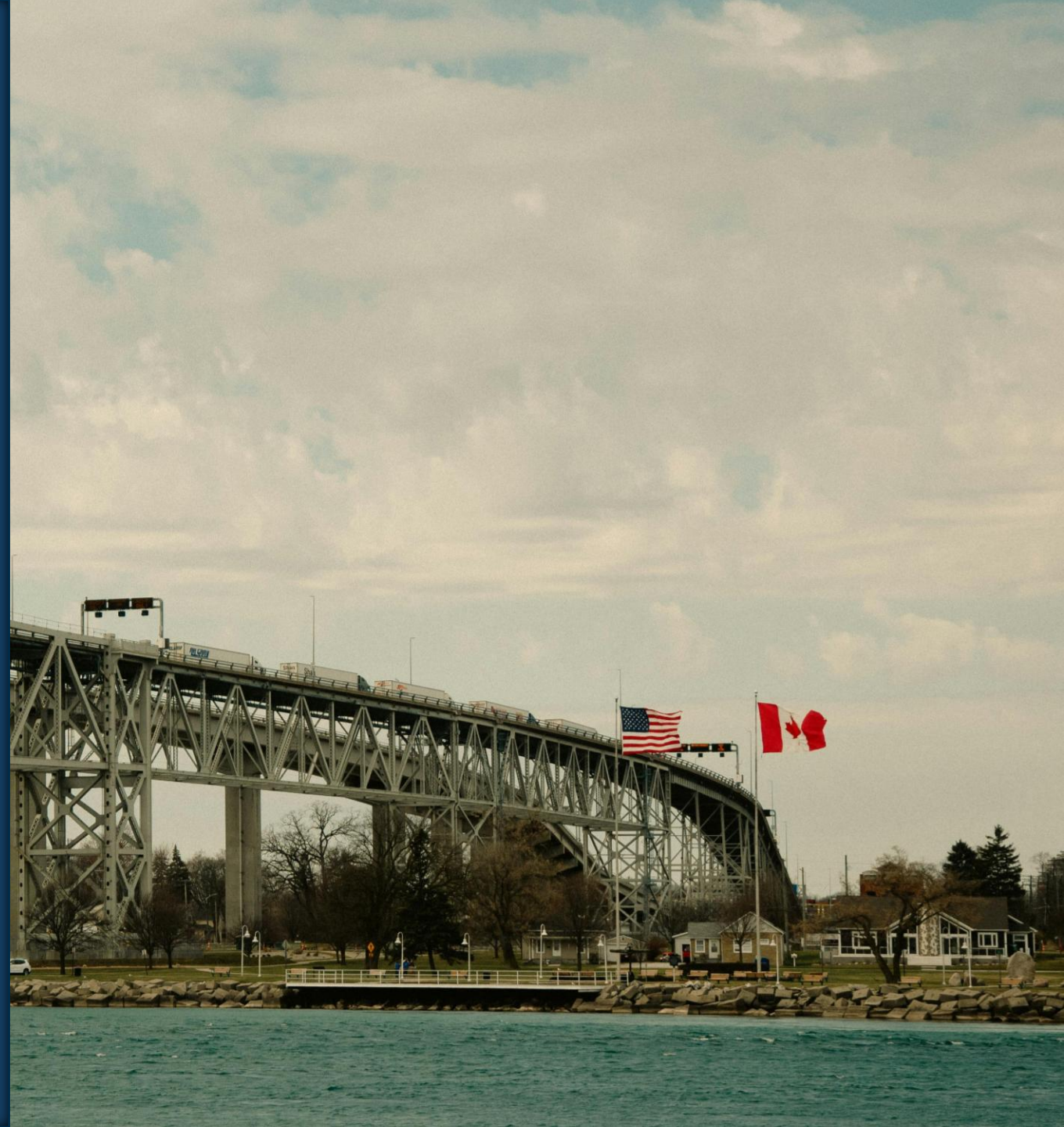
BMA Outreach

Mayor Dilkens has led diplomatic outreach to 15+ U.S. cities, engaging mayors on trade and tariff issues.

BMA leaders have also advanced priorities at USCM, FCM, AMO, and soon at the upcoming UBCM conference, reinforcing the importance of border communities in national and binational trade discussions.

BMA Outreach – By the Numbers

- **15+** U.S. mayors engaged across Detroit, Lansing, Ann Arbor, and Midwest cities
- **4** major conferences: USCM, FCM, AMO, UBCM
- **2** provincial advocacy highlights: Ontario (Brian Saunderson) and upcoming UBCM engagements
- **40+** member mayors aligned through roundtables and unified statements



FCM Conference

Mayor Dilkens attended and spoke at the annual Federation of Canadian Municipalities (FCM) conference in Ottawa.

His participation reinforced the importance of local voices in national trade discussions.

CM 2025 – By the Numbers

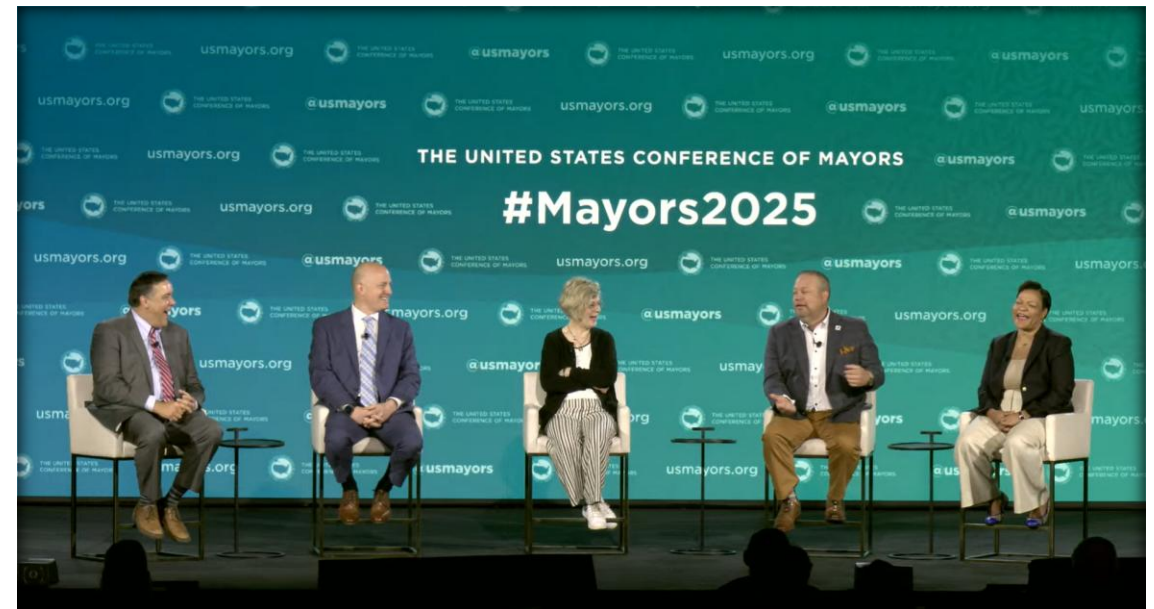
- 1 national stage secured for BMA at Canada's largest municipal conference
- 2 federal cabinet ministers engaged during the event
- 1000+ municipal leaders reached through panels and side meetings
- 1 unified BMA message delivered on tariffs and border community resilience



United States Conference of Mayors

Mayor Dilkens attended the United States Conference of Mayors 2025 in Tampa, Florida.

This allowed the BMA voice to be positioned and heard internationally, building relationships with many U.S. mayors.



Cross-border Meetings

Mayors from the BMA have undertaken a comprehensive outreach tour across the U.S. Midwest, meeting with over a dozen American mayors in key cities including Detroit, Lansing, and Ann Arbor. These meetings have centered on auto sector concerns, workforce integration, and shared economic threats.

These meetings amplify the BMA message that local leaders are essential stewards of the Canada – U.S. relationship.



Pictured: Mayor Diodati (Niagara Falls), Mayor Dilkens (Windsor), Mayor Towndale (Cornwall).



AMO Conference



BMA members from across Ontario joined Brian Saunderson, PA to the Minister of Economic Development, at the Association of Municipalities of Ontario (AMO) Annual Conference to address the challenges and needs of Canada's border communities.

Mayor Wayne Redekop of Fort Erie, Mayor Justin Towndale of Cornwall, Mayor Judy Greenwood-Speers of Frontenac Islands, Mayor Gary McNamara of Tecumseh and Mayor Matthew Wren of Brockville were in attendance.

