



ECONOMIC YEARBOOK

2025



MESSAGE

Querétaro is today one of the municipalities with the greatest economic dynamism in the country. It is a city of culture, tradition, and innovation, proudly recognized as a UNESCO World Heritage Site. Its sustained growth, modern infrastructure, human talent, and quality of life make our city an ideal place to live, invest, and undertake new ventures. This is no coincidence: it is the result of a development model based on planning, collaboration, and a forward-looking vision.

Through this administration, we are driving Plan Orden, a comprehensive strategy to ensure an orderly and sustainable path for economic growth. We are committed to building a Querétaro that is competitive, but also sustainable and inclusive; a municipality where development reaches everyone and is built responsibly, leveling the playing field and ensuring that opportunities are available to all Querétaro residents.

In this context, having precise, updated, and reliable information is essential. The 2025 Economic Yearbook is a key tool that compiles valuable data to support decision-making across the public, private, academic, and social sectors.

For this edition of the Yearbook, we have integrated data from municipal, state, and federal sources, as well as from civil society. In addition, it includes evaluations and analyses from renowned organizations such as the Mexican Institute for Competitiveness (IMCO), Standard & Poor's, KPMG, and PRODENSA, which strengthen both the depth and rigor of its content. Because by working together—government, private sector, and academia—we reinforce the economic ecosystem and create more and better opportunities for the people of Querétaro.

This year, we also wanted to innovate in the presentation of the Economic Yearbook: it is now available through an interactive web platform, enabling dynamic consultation and broadening access to the municipality's strategic information.

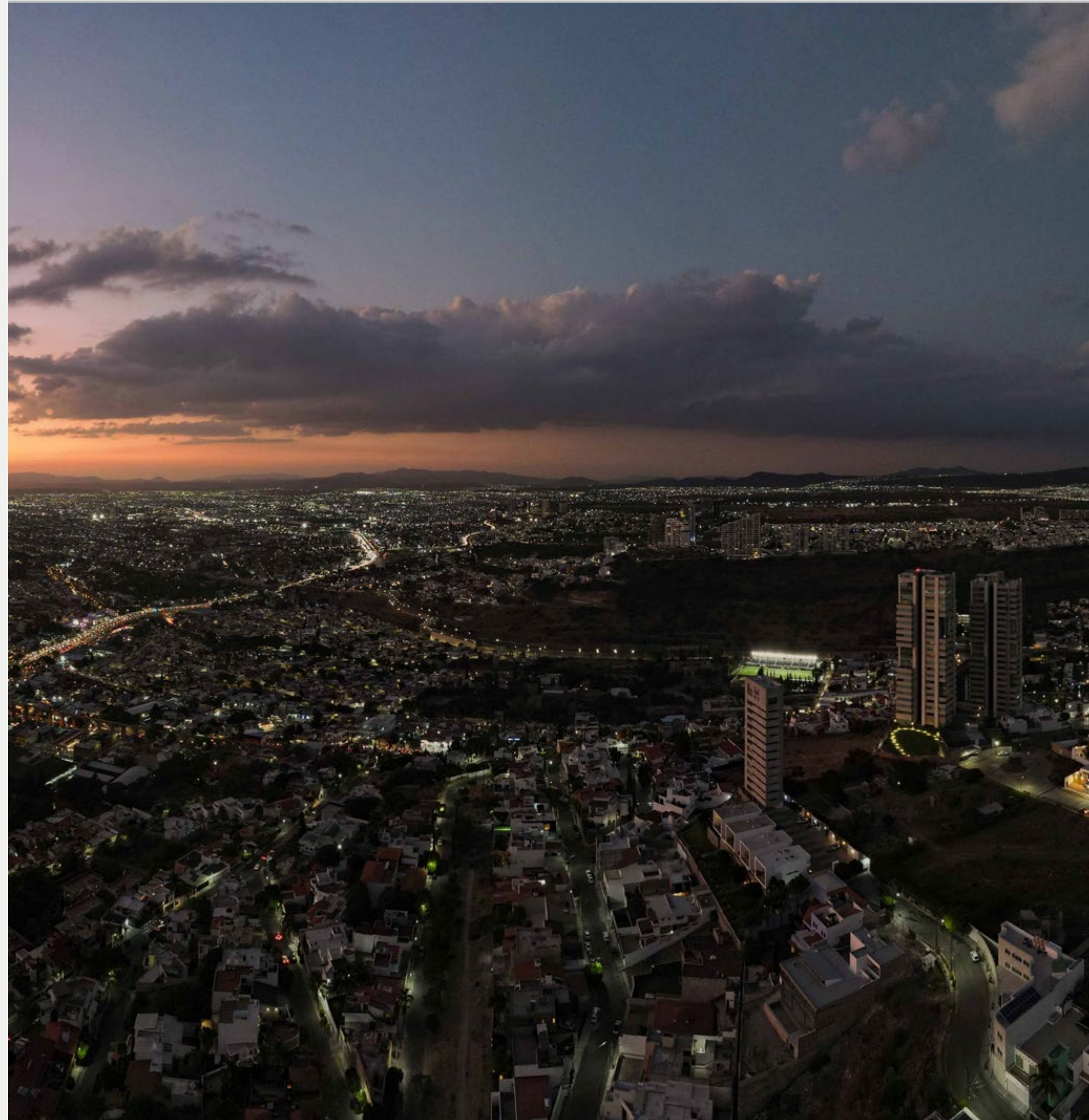
The Economic Yearbook not only reflects what Querétaro has achieved, but also points to where we are heading: toward a capital built with order, where we work every day to create the best future in the city's history. Querétaro is a beacon of national leadership, with public policies focused on promoting the talent of its people and improving their quality of life.

This is an instrument that will help us stay on course and continue making informed, responsible decisions with a long-term vision.

I invite you—residents of Querétaro, entrepreneurs, business leaders, investors, and citizens—to take full advantage of this tool so that, together, we can continue building a Querétaro of order, sustainable growth, and a future for all.

Mtro. Felipe Fernando Macías Olvera

Municipal President



MESSAGE

The growth of Querétaro is not a matter of chance, but the result of the effort, innovation, and vision of those who build it day by day. This Yearbook is a testimony to the economic growth that defines our city and to the potential that drives us toward the future. Under the leadership of our Municipal President, Felipe Fernando Macías Olvera, we will continue to build a strong and diverse economy that supports the goals of Querétaro's people.

From public institutions, the private sector, and the academic and social spheres, we make decisions every day, always considering their impact on the development of our municipality and their short-, medium-, and long-term effects. In short, in Querétaro, we do not improvise.

This is particularly relevant considering that our city's sustained growth brings with it significant challenges in terms of achieving orderly, inclusive, and sustainable development that protects the quality of life of Querétaro's residents. In this regard, it is the responsibility of all sectors to collaborate so that growth becomes a factor of well-being, peace, and social harmony.

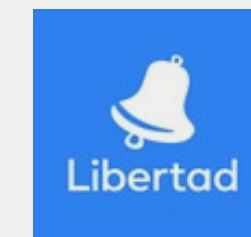
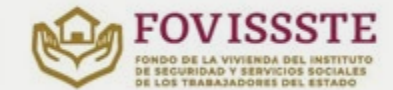
In this context, in order to make the best decisions and to design, plan, and implement actions across all areas of public life—from academia to economic development, from social policy to health and education—it is essential to have clear and accurate information about our city.

For the first time in the history of the Municipal Economic Yearbook, we established partnerships with public and private organizations, as well as renowned institutions, to strengthen the information contained in the final document. This process of compilation began in December of last year, which means that today we present 9 months of meticulous work. In an unprecedented effort, we forged strategic partnerships with 86 sources of information, including municipal, state, and federal agencies, as well as the private sector. This collective endeavor aimed to produce a reference material of real value for those who wish to contribute to Querétaro's economic ecosystem.

We are confident that with this Yearbook, it will be possible to continue making the best decisions to keep writing the story of a city that grows in a sustained, sustainable, and inclusive way, with an ever-increasing quality of life for its inhabitants—a capital that moves forward with order, clarity, and a firm step toward the future.

Alejandro Sterling Sánchez

Secretary of Economic Development of the Municipality of Querétaro





5. QUERÉTARO: FAMILY AND SOCIAL LIFE

5.1. HOME AND FAMILY

5.2. RECREATION, SPORTS, AND CULTURE

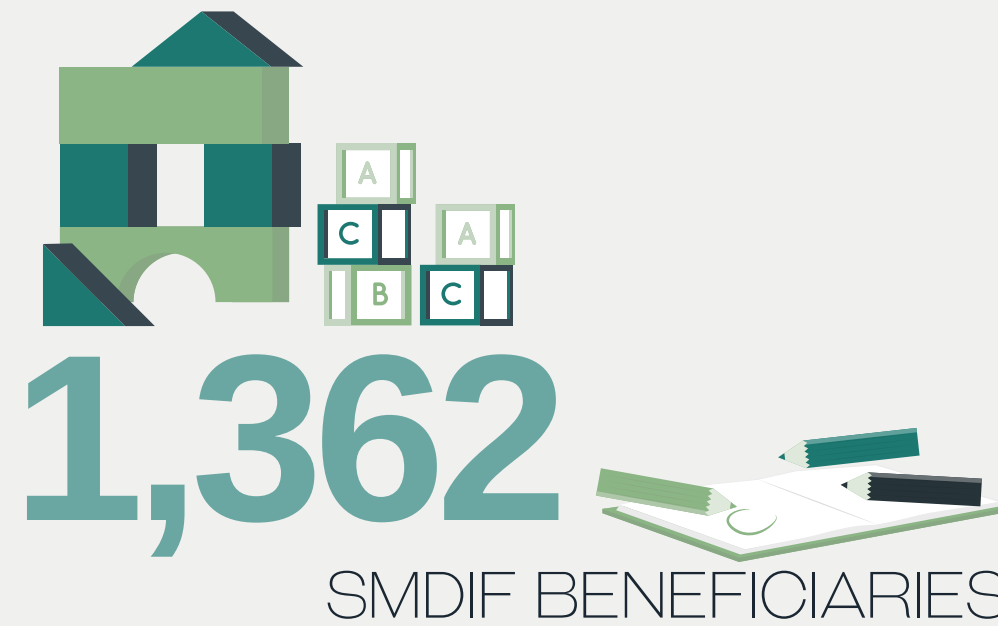
5.1. FAMILY AND HOME

The family is the fundamental unit for the integral development of the individual. It is the most relevant social structure, as belonging to a family is essential for a person's psychological and social growth.

The concept of family has undergone transformations over time, in response to the social, cultural, religious, and legal changes in each country. Traditionally, it was defined as a group consisting of a mother, a father, and their biological children.

This definition has evolved in the contemporary context, as various family models now coexist. Today, the family is understood as the environment in which a person feels cared for and supported, without this necessarily implying blood ties or direct kinship.

The care and protection of children are essential tasks for the comprehensive development of families and society as a whole. For this reason, there are various specialized areas responsible for ensuring children's well-being, protection, and full development.



Childcare Centers

The Municipal System for the Integral Development of the Family (SMDIF) offers support services through daycare centers, preschool education programs, and playrooms, aimed at children from 45 days old to 4 years of age.

Children are provided with a safe space that fosters the development of various skills such as crawling, walking, waving hello and goodbye, playing according to their developmental stage, and acquiring language, among others.

Playrooms

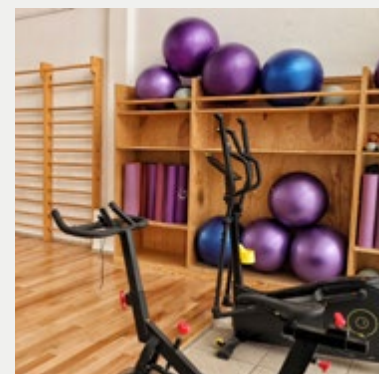
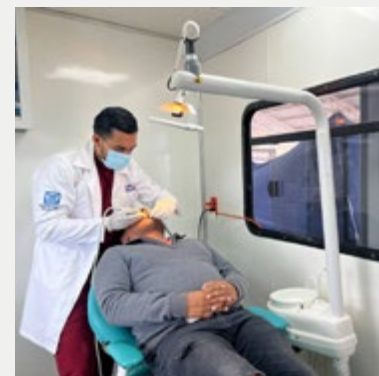
These are spaces specifically designed to promote the integral development of children through play. They operate Monday through Friday from 2:00 p.m. to 10:00 p.m., offering recreational activities and supervised care provided by trained staff.

“Bötsi” Comprehensive Childhood Centers

To support working parents and improve the quality of life for citizens by creating greater opportunities, the comprehensive development of children is promoted through enriching spaces designed for children between 3 and 11 years of age.

Servicios de apoyo del SMDIF, 2024	
Name/Address	Beneficiaries
Daycare Centers 79	
Bötsi Santa Rosa Jáuregui	43
Bötsi Félix Osores (Loma Bonita)	36
Playrooms 62	
Bötsi Josefa Vergara Calle Bosques de Cedro n.º110, Col. Villas de Cimatarío	22
Bötsi Centro Histórico Calle 20 de Noviembre s/n esq. Zaragoza, Col. Centro	37
Bötsi Meni Av. Zaragoza n.º755, Col. Vistas de San José en San José el Alto	3
Preschools 1,080	
Preschool Bolaños Calle Géminis s/n, esq. Zodiaco, Col. San José el Alto. Delegación Cayetano Rubio	80
Preschool Cerrito Colorado Calle Teotihuacanos esq. Totonacas, Col. Cerrito Colorado. Delegación Félix Osores Sotomayor	152
Preschool Menchaca I Calle Río Guaymas s/n, esq. Río Blanco, Col. Menchaca. Delegación Epigmenio González Flores	46
Preschool Menchaca II Calle Río Hondo s/n, Col. Menchaca. Delegación Epigmenio González Flores	110
Preschool Peñuelas Calle Estibadores n.º9, Col. Peñuelas. Delegación Epigmenio González Flores	86
Preschool Reforma Agraria Calle José María Lozano n.º1, Col. Reforma Agraria. Delegación Josefa Vergara y Hernández	196
Preschool San José el Alto Calle Quintana Roo s/n, Col. San José el Alto. Delegación Epigmenio González Flores	200
Preschool Tepetate Calle Jiménez n.º18, Col. Lindavista. Delegación Centro Histórico	76
Preschool Historic Center Calle 20 de Noviembre s/n, esq. Av. Zaragoza, Col. Centro Histórico. Delegación Centro Histórico	59
Preschool Zapata Vive Calle Bosques de Cedro n.º110, Col. Villas de Cimatarío. Delegación Centro Histórico	75
Comprehensive Development Centers 141	
Bötsi Santa Rosa Jáuregui	43
Bötsi Félix Osores	36
Bötsi Josefa Vergara	22
Bötsi Centro Histórico	37
Bötsi Meni	3

Source: General Directorate of the Municipal DIF System, 2025.



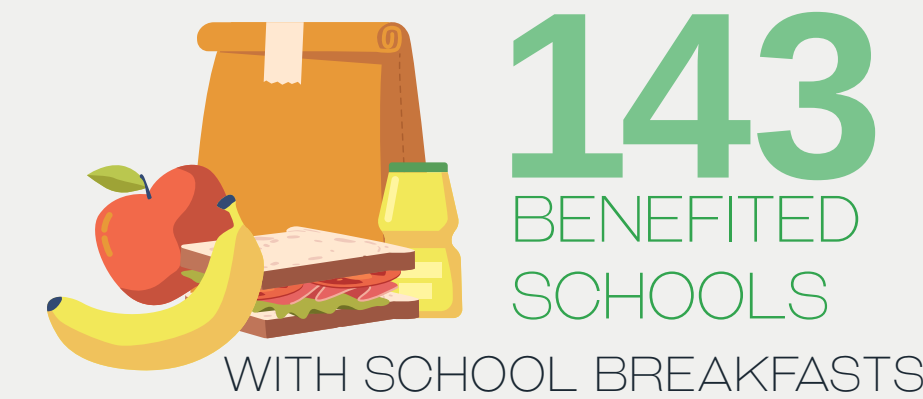
SMDIF Support and Services, 2023 and 2024

Program	Total Support and Services Provided		Beneficiaries	
	2023	2024	2023	2024
Yimpathí Shelter	34,348	19,717	3,097	2,310
Food and Community Development	1,558,571	1,610,576	15,040	13,955
Functional Support	89,017	51,643	42,565	49,435
Community Care	44,427	50,552	3,450	5,851
Assistance to Vulnerable Populations	15,323	11,790	2,535	8,390
Comprehensive Development Centers	44,056	42,264	2,720	1,221
Regional Comprehensive Rehabilitation Center (CIRR)	35,508	21,777	8,713	11,550
Family Care Centers (CAF)	7,195	7,292	1,040	1,119
Municipal Dining Hall ¹	730,400	528,680	14,091	9,284*
Comprehensive Senior Development	179,445	182,861	15,420	17,370
General Directorate	79,804	33,187	30,648	2,930
Doctor With You ¹	27,953	28,989	26,530	19,645
Doctor With You Medical Center NZAKI	1,856	5,500	815	3,871
Office for the Protection of Girls, Boys, and Adolescents	118,492	65,631	19,537	19,158
Office for the Protection of Older Adults	2,519	3,785	1,905	2,504
COVID Testing	108	–	108	–
Loan of Concentrators	151	150	143	149
Liaison with Civil Society Organizations	700	715	56	58
Total	2,969,873	2,665,109	188,413	168,800

Source: General Directorate of the Municipal DIF System, 2025.
¹Data as of September 30, 2024. Programs discontinued due to change in administration.

Social Assistance Support and Services

The Municipal DIF System has various areas focused on assisting vulnerable populations. The services offered include school breakfasts, healthcare services, shelters, social support, and rights protection through the Office for the Protection of Girls, Boys, Adolescents, and Older Adults.



Schools Benefiting from School Breakfasts by Delegation, 2023 and 2024

Delegation	2023	2024
Historic Center	4	6
Epigmenio González Flores	11	14
Felipe Carrillo Puerto	29	29
Félix Osores Sotomayor	5	6
Josefa Vergara y Hernández	7	6
Santa Rosa Jáuregui	76	77
Villa Cayetano Rubio	5	5
Total	137	143

Source: General Directorate of the Municipal DIF System, 2025.

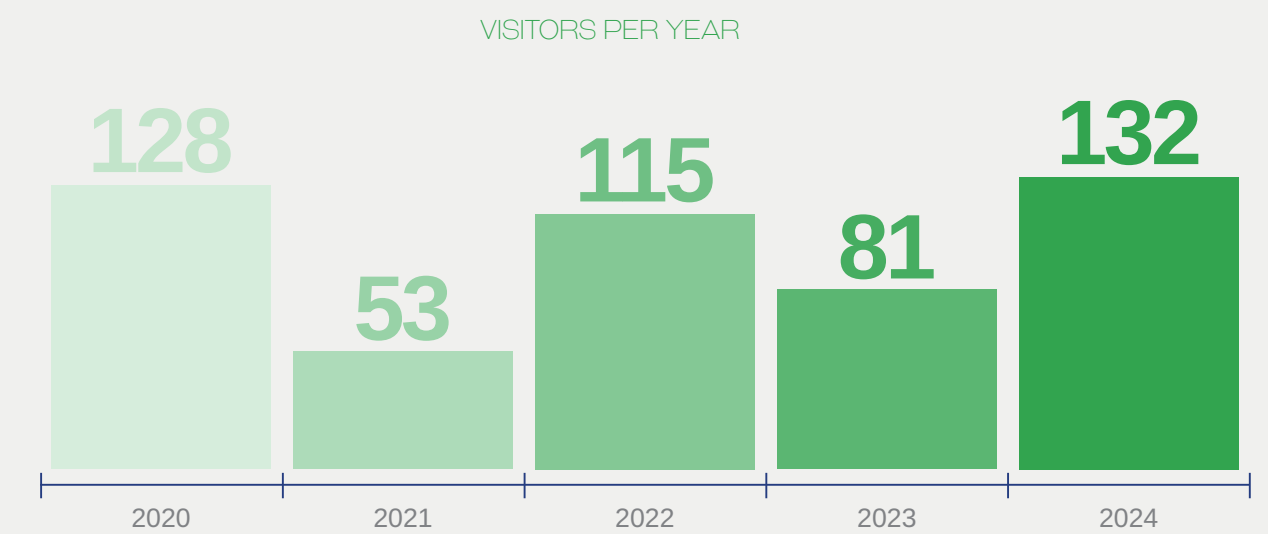


Querépolis Park

This is a space designed with interactive zones where children face various scenarios and challenges through which they gain knowledge about risk prevention and emergency response. This environment promotes self-care and a culture of prevention through activities such as:

- Training in civil protection, first aid, fire prevention, and the development of Family Civil Protection Plans.
- Identifying and correcting hazards at home and at school.
- Learning about the roles of institutions that make up the emergency response system.

Querépolis Park, 2020–2024



Source: Prepared by the authors using data from the Municipal Civil Protection Coordination, 2025.

Facilities of the DIF

162 Total number of facilities

Facilities Where SMDIF Provides Services and Support to Vulnerable Populations, 2024

General Directorate	1
Querétaro Civic Center Office: Blvd. Bernardo Quintana No. 10,000, Annex Letter A, Col. Centro Sur	
Health Prevention and Strengthening Coordination	12
Querétaro Civic Center Office: Blvd. Bernardo Quintana No. 10,000, Annex Letter A, Col. Centro Sur	
Social Work Offices: Agapito Pozo s/n, Col. Centro, Santa Rosa Jáuregui	
Social Work Offices: Guadalupe Victoria No. 103, Col. Felipe Carrillo Puerto	
Social Work Offices: Av. de la Luz No. 602, Col. Cerrito Colorado	
Social Work Offices: Río Nautla No. 313, Col. Menchaca	
Social Work Offices: Av. del Río No. 1, Col. Hércules	
Social Work Offices: Calle 21, No. 1,000, Col. Lomas de Casa Blanca	
Social Work Offices: Francisco I. Madero No. 81, Col. Historic Center	
MC Social Work Office: (Senior Center) Veraguas s/n, Col. Lázaro Cárdenas	
CIRR: Calle 20 de Noviembre s/n, Col. Valle Dorado 2da. Secc., Santa Rosa Jáuregui	
Headquarters: (Médico Contigo Central Offices) Galaxia No. 543, Col. Universo 2000	
Social Work Offices: Calle 2 No. 821, Col. Historic Center	
Civil Society Organizations Liaison Coordination	1
Querétaro Civic Center Office: Blvd. Bernardo Quintana No. 10,000 (Annex Letter A), Col. Centro Sur	
Comprehensive Senior Development Coordination	8
Senior Center Nänxu: Calle Humildad No. 120, Col. El Parque	
Senior Center Casona: San José No. 401, Col. Felipe Carrillo Puerto	
Epigmenio González Cultural Center: Av. Monte Sacro s/n, Col. San Pedrito Peñuelas	
Carrillo Puerto Cultural Center: Av. Alfonso Reyes s/n, Col. El Tintero	
Senior Center Josefa Vergara y Hernández: Calle Santiago de Veraguas s/n, Col. Lázaro Cárdenas	
Senior Center Cayetano Rubio: Av. del Río No. 1, Col. Hércules	
Independent Group of Older Adults Meeting Center Menchaca 2: Calle 18 de Julio s/n, corner with Cerro del Peñón, Col. Menchaca	
Senior Center La Estacada: Calle Michoacán s/n, corner with Laredo and Guerrero, Col. Centro, Santa Rosa Jáuregui	
Food and Community Development Coordination	78
Headquarters: Calle Coba No. 101, corner with Blvd. Gobernadores, Col. Vista Azul	
Community Care Coordination	41
Headquarters: Av. Constituyentes Ote. No. 3, Col. San Francisquito	
Palo Alto Classroom: Calle Ébano s/n, Col. Palo Alto, Santa Rosa Jáuregui	

La Palma Classroom: Known Address, Col. Santa Rosa Jáuregui
La Versolilla Classroom: Calle Principal s/n, Col. La Versolilla, Santa Rosa Jáuregui
Ojo de Agua Classroom: Calle Fuentes s/n, Col. Ojo de Agua, Santa Rosa Jáuregui
Cerro Colorado Classroom: Known Address, Col. Cerro Colorado, Santa Rosa Jáuregui
Charape de los Pelones Classroom: Calle Principal s/n, Col. Charape de los Pelones, Santa Rosa Jáuregui
Santa Catarina Classroom: Calle Francisco Márquez s/n, Col. Santa Catarina, Santa Rosa Jáuregui
Corea Classroom: Calle Tumen s/n, Col. Corea, Santa Rosa Jáuregui
Juriquilla Classroom: Calle 3 de Mayo No. 10, Col. Centro, Santa Rosa Jáuregui
Jurica Classroom (Incubator): Calle Camelinas s/n, Col. Centro, Santa Rosa Jáuregui
Lomas de San Pedrito Peñuelas Classroom: Calzada de las Lágrimas s/n, corner with del Biombo, Col. San Pedrito Peñuelas
Montenegro Classroom: L2, M4, Z1, Calle Independencia s/n, Col. Centro, Santa Rosa Jáuregui
Pintillo Classroom: Calle Las Rosas s/n, Col. Centro, Santa Rosa Jáuregui
Puerto de Aguirre Classroom: Calle Puerto Bonito s/n, Col. Puerto de Aguirre, Santa Rosa Jáuregui
Bosques del Cimatario Classroom: Calle Bosque Oriental s/n, Col. Bosque de La Sierra
San Isidro El Alto Classroom: Calle Principal s/n, Col. San Isidro, Santa Rosa Jáuregui
Cerro Prieto Classroom: Calle Zaragoza s/n, Col. Felipe Carrillo Puerto
El Nabo Classroom: Known Address s/n, Col. El Nabo, Santa Rosa Jáuregui
El Zapote Classroom: Known Address s/n, Col. Felipe Carrillo Puerto
Santo Niño de Praga Classroom: Calle Palmita s/n, corner with Las Trojes, Col. Santo Niño de Praga
10 de Abril Classroom: Calle Hacienda El Jacal s/n, Col. 10 de Abril
Miguel Hidalgo Classroom: Calle Villas de San Agustín No. 341, Col. Miguel Hidalgo
La Huerta Classroom: Calle Limones s/n, Col. La Huerta
Fernando de Tapia Classroom: Calle Rubén Darío s/n, Col. Fernando de Tapia
Rubén Jaramillo Classroom: Calle Ingenio Azúcar s/n, Col. Rubén Jaramillo
Yimpathí Shelter: Vicente Guerrero No. 2, Col. Historic Center
CAF Alameda: Calle Cima s/n, Col. Peñuelas
CAF Historic Center: Allende No. 72, Col. Historic Center
CAF Cerro de la Cruz: Rosario Castellanos s/n, Col. Cerro de la Cruz
CAF El Patol: Known Address s/n, Col. Comunidad El Patol, Santa Rosa Jáuregui
CAF El Salitre: 5 de Febrero s/n, corner with Vasco de Quiroga, Col. El Salitre
CAF El Jofrito: State Road s/n, Col. Comunidad Jofrito, Santa Rosa Jáuregui
CAF La Barreta: Known Address s/n, Col. Comunidad La Barreta, Santa Rosa Jáuregui

CAF La Joya: Known Address s/n, Col. Comunidad La Joya, Santa Rosa Jáuregui	
CAF Morelos: Antonio Soto y Gama s/n, corner with Juan Aldama, Col. Morelos	
CAF Santa Rosa Jáuregui: Av. 20 de Noviembre s/n, Col. Valle Dorado, Santa Rosa Jáuregui	
CAF Purísima: Calle Jacarandas No. 60, Col. Comunidad La Purísima	
CAF Reforma Lomas: Calle Antonio Carranza No. 100, Col. Reforma Agraria	
CAF Santa María Magdalena: Calle Hidalgo s/n, corner with Brasil, Col. Santa María Magdalena	
CAF San Pedro Mártir: Amazonita No. 704, Col. San Pedro Mártir	
Comprehensive Development Centers	13
Bötsi Comprehensive Childhood Center Santa Rosa Jáuregui: Calle Prolongación Guillermo Prieto s/n, corner with 21 de Marzo, Col. Independencia, Santa Rosa Jáuregui	
Bötsi Comprehensive Childhood Center Félix Osos: Iztaccíhuatl No. 100, Col. Loma Bonita	
Bötsi Comprehensive Childhood Center Epigmenio González: Calle Real de España s/n, Col. San José el Alto	
Bötsi Comprehensive Childhood Center Josefa Vergara y Hernández: Calle Bosques de Cedro No. 110, Col. Villas del Cimatario	
Bötsi Comprehensive Childhood Center Historic Center: 20 de Noviembre s/n, corner with Zaragoza, Col. Barrio la Cruz	
DIF Preschool Bolaños: Calle Géminis s/n, corner with Zodiaco, Col. Bolaños	
DIF Preschool Cerrito Colorado: Calle Teotihuacanos s/n, corner with Totonacas, Col. Cerrito Colorado	
DIF Preschool Menchaca I: Calle Río Guaymas corner with Río Blanco s/n, Col. Menchaca I	
DIF Preschool Menchaca II: Calle Río Hondo s/n, Col. Menchaca II	
DIF Preschool Peñuelas: Calle Estibadores No. 9, Col. Peñuelas	
DIF Preschool Reforma Agraria: Calle José María Lozano No. 1, Col. Reforma Agraria	
DIF Preschool San José el Alto: Calle Quintana Roo s/n, Col. San José el Alto	
DIF Preschool Tepetate: Calle Jiménez No. 18, Col. Lindavista	
Office for the Protection of Girls, Boys, and Adolescents	6
Headquarters: José María Pino Suárez No. 49, Col. Historic Center	
Universo 2000 Offices: Calle Galaxia No. 514, Col. Universo 2000	
Santa Rosa Jáuregui: Calle 16 de Septiembre No. 22, Col. Valle Dorado 2da. Secc., Santa Rosa Jáuregui	
Courts: Calle Circuito Moisés Solana No. 1001, Col. Prados del Mirador	
Meni Day Center: Calle Zaragoza No. 755, Col. Vistas de San José el Alto	
Njhöya Day Center and Bötsi Comprehensive Childhood Center: Calle Emeterio González No. 4, Col. Hércules	
Office for the Protection of Older Adults	2
Senior Center Josefa Vergara: Calle Santiago de Veraguas corner with Boulevard Valle del Cimatario, Col. Cimatario	
Nänxu Day Center: Calle Humildad No. 120, Col. Fracc. El Parque	

Source: General Directorate of the Municipal DIF System, 2025.

Strengthening Families

The Municipal Institute for the Family promotes the integration, development, and strengthening of the family unit by encouraging unity, harmonious coexistence, mutual support, and the preservation of community values.

Based on a work approach that integrates educational actions, intervention, research, and family and community strengthening, the challenges and needs faced by families in the municipality were addressed from various perspectives

1. Educational Activities for Human and Family Development

In 2024, through workshops, conferences, courses, and parent school programs, values and fundamental principles of the family unit were promoted, supporting the development of intrafamily skills and encouraging practices that foster emotional bonding. These initiatives also contributed to strengthening harmonious coexistence, emotional health care, and violence prevention.

Family members from the seven delegations of the Municipality of Querétaro participated in these educational activities, with 75.2% of participants being women and 24.9% men.



Source: Prepared by the authors using data from the Municipal Institute for the Family, 2025.



Training activities for human and family development, 2024

Workshop/Conferences/Course	Actions	Beneficiaries		
		Women	Men	Total
Workshop				
Affectionate Parenting	40	60	61	121
Family Strengthening, Integration, and Development	4	33	10	43
Recovery After Separation or Divorce	43	40	28	68
Nutritional Health for Older Adults	6	20	6	26
Total	93	153	105	258

Conferences				
Primary Prevention of Sexual Violence Against Children and Adolescents	6	175	39	214
Building a Home	6	60	23	83
Understanding My Teenager	9	2,707	1,122	3,829
Life Project Construction	3	673	372	1,045
Affectionate Parenting and Disability	5	152	32	184
Communication, Rules, and Family Responsibilities	7	1,259	312	1,571
Childhood Wounds	11	1,426	59	1,485
The Responsibility of Being Parents	40	8,174	2,618	10,792
Education on Affection and Sexuality	9	1,713	400	2,113
Sexuality and Affection	13	457	432	889
Violence-Free Family Contexts	6	162	45	207
Dating: Myths and Realities	12	253	258	511
Healthy Couples, Strong Families	3	1,314	219	1,533
Axiological Teaching	7	125	21	146
The Value of Educating in Values	8	151	17	168
Digital Violence Prevention	22	1,730	651	2,381
Total	167	20,531	6,620	27,151

Parenting School				
Parenting School	21	-	116	116
A Look Within	12	11	-	11
Total	33	11	116	127

Source: Municipal Institute for the Family, 2025.

2. Family Intervention Actions

These initiatives were aimed at developing intrafamily skills and resolving conflicts that cause distress and hinder the full development of families. Participation consisted of 72.5% women and 27.5% men.

938 FAMILY INTERVENTION ACTIONS

559 BENEFICIARIES

- Family and Couples Conseling
- Family Guidance and Advisory Services
- Support Circles
- Global Building Families Program

868 Family Counseling, Advisory, and Guidance Services, 2024

448 FAMILY COUNSELING

252 COUPLES COUNSELING

168 FAMILY GUIDANCE AND ADVISORY SERVICES

340 Beneficiaries

Source: Municipal Institute for the Family, 2025.

Support Circles, 2024				
Circle	Actions	Beneficiaries		
		Women	Men	Total
A Journey Within	6	9	2	11
Embracing Loss	10	10	1	11
Captain Mom	8	4	-	4
How to Make Good Things Happen to You	11	10	1	11
Underage Single Mothers	5	9	-	9
Total	40	42	4	46

Source: Municipal Institute for the Family, 2025.

The Building Families program aims to strengthen intrafamily skills as a means of support to face challenges related to stress and parenting of children between 8 and 12 years of age.

109 **64**

173 Beneficiaries

30 ACTIONS

GLOBAL BUILDING FAMILIES PROGRAM, 2024

Source: Municipal Institute for the Family, 2025.

3. Family and Community Strengthening Actions

In 2024, actions were implemented to promote participation, shared responsibility, and social commitment among the public, private, and social sectors across the 7 delegations of the Municipality of Querétaro. Through 6 tools, the fundamental role of the family in social life was emphasized, highlighting the need to support and strengthen it on an ongoing basis.

8,486 BENEFICIARIES

435 FAMILY AND COMMUNITY STRENGTHENING ACTIONS

- Municipal Distinction for Family and Community Responsibility
- Municipal Family Support Network
- Families in Network
- Dissemination of Content and Board Games
- Family and Community Integration Events
- Participation in Forums



177 Municipal Family Support Actions, 2024

2,671 **960**

Activities	Actions	Beneficiaries		
		Women	Men	Total
Municipal Family Support Network	45	53	10	63
Families in Network	132	2,618	950	3,568

TOTAL BENEFICIARIES **3,631**

Source: Municipal Institute for the Family, 2025.

• Municipal Distinction for Family and Community Responsibility

The goal is to create incentives that encourage the adoption of policies and practices aimed at work-life balance, prevention of psychosocial risks, workplace equity, mobility, social responsibility, and the strengthening of family and community bonds for the benefit of employees and their families.

In 2024, a total of 40 actions were carried out, and 6 companies were recognized with the distinction after demonstrating the implementation of good practices and policies in these areas. As a result, 1,557 people benefited, including 631 women and 926 men.

Municipal Distinction for Family and Community Responsibility, 2024

N°	Company	Neighborhood / Delegation
1	Kenworth del Bajío S.A. de C.V.	San Isidro Miranda/Josefa Vergara y Hernández
2	Vida y Familia A.C.	Arboledas del Parque/Epigmenio González Flores
3	Porcelanite Lamosa S.A. de C.V.	Felipe Carrillo Puerto/Felipe Carrillo Puerto
4	Universidad Cuahtémoc	Lindavista/Historic Center
5	Centro de Atención para Niños con Daño Cerebral A.C.	Los Arcos/Villa Cayetano Rubio
6	El Puente de Esperanza I.A.P.	Industria/Felipe Carrillo Puerto

Source: Municipal Institute for the Family, 2025.

Dissemination of Content and Board Games

Through the communication channels managed by the Institute, content was disseminated in 2024 to promote values, practical tools, and reflections that enrich family interaction, parenting, emotional care within the household, and the prevention of risky behaviors.

To encourage family bonding and learning, the agency also designed and distributed educational materials to strengthen emotional ties, including four new board games: UNO, Connected as a Family, Emotion Memory Game, and Maidens and Knights.

Information Dissemination, 2024		
Activities	Actions	Beneficiaries
Publications		203
Board Games	4	741
Total	207	741

Source: Municipal Institute for the Family, 2025.



Family and Community Integration Events, 2024						
Event	Actions	Beneficiaries			Venue	Delegación
		Women	Men	Total		
Healthy and Safe Bonds for Raising Happy Children	1	191	30	221	Querétaro Civic Center Auditorium	Josefa Vergara y Hernández
Balancing Family and Work Life	1	30	15	45	CANACO	
FAMILIARizARTE Award: "My Family Is My Safe Connection"	1	44	24	68	Fray Luis de León School	Historic Center
2nd Municipal Family Congress: "Family, the Safe Connection"	1	615	387	1,002	Men's and Women's Penitentiary Center	Epigmenio González Flores
Family Film Forum	2	185	223	408	Miguel Hidalgo Elementary School	Santa Rosa Jáuregui
Christmas Family Rally	2	174	112	286	Mano Amiga School	Epigmenio González Flores
Total	8	1,239	791	2,030		

Source: Municipal Institute for the Family, 2025.



4. Research on Family Dynamics

The 2024 Family Survey of the Municipality of Querétaro made it possible to generate statistical information on the characteristics of families and their relationship with protective and risk factors that impact the social sphere.

Participation in Forums, 2024					
Foro	Actions	Beneficiaries			Organizer
		Women	Men	Total	
Distinction Award Ceremony	1	230	70	300	SMDIF San Luis Potosí
Congress on Sexual Violence Within the Family	1	189	11	200	Fundación Renace PAS
Orange Fair	1	24	3	27	Tecnológico de Monterrey
Total	3	443	84	527	

Source: Municipal Institute for the Family, 2025.

5.2. RECREATION, SPORTS AND CULTURE

In the Municipality of Querétaro, the Ministry of Sports and the Ministry of Culture aim to plan and manage projects, programs, and actions related to physical culture, sports, and recreation, with the purpose of promoting a healthy lifestyle and combating sedentary behavior among the population.

Both agencies also maintain sports infrastructure in optimal condition, ensuring the effective exercise of cultural rights through various activities. In 2024, a total of 33 cultural centers remained in operation across the different municipal districts.

Cultural Centers, 2024	
Municipal Public Libraries	
1	Bicentenario Calle Melchor Ocampo n.º 3-B. Col. Centro. Santa Rosa Jáuregui • 442 291 1084
2	Dr. Félix Osores Sotomayor Calle Totonacas n.º 400. Col. Cerrito Colorado • 442 218 5027
3	Epigmenio González Flores Calle Monte Sacro s/n. Col. San Pedrito Peñuelas • 442 243 1710
4	Gildardo Rangel Andrade Av. Emeterio González n.º 400. Col. Hércules • 442 234 7191
5	Josefa Ortiz de Domínguez Filomeno Mata n.º 12. Col. Centro • 442 212 5691
6	Ing. Juan de Dios Bátiz Paredes Calle Antonio Carranza n.º 100. Col. Reforma Lomas • 442 222 2845
7	Mariano Azuela Calle Capulín n.º 51. Col. Felipe Carrillo Puerto • 442 210 1970
8	Mtro. Enrique Burgos Mondragón Av. Lago n.º 212. Col. El Rocío • 442 257 1809
9	Rosario Castellanos Calle Emiliano Zapata s/n esq. calle Vicente Guerrero. Col. Centro. Santa Rosa Jáuregui

Community Cultural Centers	
1	Bicentenario Calle Melchor Ocampo n.º 13-B. Col. Centro. Santa Rosa Jáuregui • 442 291 10 84
2	Cayetano Rubio Av. Hércules n.º 45. Col. Hércules • 442 234 63 03
3	Dr. Félix Osores Sotomayor Priv. Cerro Bravo n.º 102 esq. 12 de Diciembre. Col. Santa Ana • 442 199 16 28
4	Dr. Ignacio Mena Rosales Calle 5 de Mayo n.º 40. Col. Centro Histórico • 442 214 02 62
5	Epigmenio González Flores Calle Centéotl n.º 122. Col. Desarrollo San Pablo • 442 195 93 63
6	Felipe Carrillo Puerto Priv. Gabriela Mistral n.º 130. Col. Carrillo Puerto • 442 217 45 59
7	Josefa Vergara y Hernández Av. Pasteur s/n esq. Av. 24. Col. Presidentes • 442 262 01 33

Cultural Centers	
1	Epigmenio González Flores Calle Monte Sacro s/n. Col. San Pedrito Peñuelas • 442 243 17 10
2	Felipe Carrillo Puerto Calle Alfonso Reyes s/n. Col. Plutarco Elías Calles (El Tintero) • 442 221 04 01
3	La Vía Calle Héroes de Nacozari s/n esq. Calle Estío. Col. Las Rosas • 442 224 88 61
4	Mtro. Enrique Burgos Mondragón Av. Lago n.º 212. Col. El Rocío • 442 257 18 09
5	Mtro. Ignacio Padilla Calle Cándido Avilés s/n esq. Calle Alberto Terrones. Col. Constituyentes • 442 215 13 70

Artistic Groups	
1	Ballet Folklórico Santiago de Querétaro Héroes de Nacozari s/n esq. Calle Estío, Col. Las Rosas • 442 224 88 61
2	Banda Sinfónica Juvenil Santiago de Querétaro Héroes de Nacozari s/n esq. Calle Estío, Col. Las Rosas • 442 224 88 61
3	Coro Infantil Santiago de Querétaro Héroes de Nacozari s/n esq. Calle Estío, Col. Las Rosas • 442 224 88 61
4	Orquestas Infantil y Juvenil Santiago de Querétaro Héroes de Nacozari s/n esq. Calle Estío, Col. Las Rosas • 442 224 88 61
5	Coro Santiago de Querétaro Calle 16 de Septiembre n.º 44-B Pte. Col. Centro Histórico • 442 212 07 53
6	Camerata Santiago de Querétaro Calle 16 de Septiembre n.º 44-B Pte. Col. Centro Histórico • 442 212 07 53

Museums	
1	Capilla de Maximiliano Circuito Cerro de las Campanas s/n. Parque Nacional Cerro de las Campanas. Col. Centro Histórico • 442 215 90 31
2	Cerro de las Campanas y Capilla de Maximiliano Circuito Cerro de las Campanas s/n. Parque Nacional Cerro de las Campanas. Col. Centro Histórico • 442 215 90 31

Theaters and Galleries	
1	Galería Perímetro Alameda Hidalgo Av. Constituyentes s/n. Col. Centro Histórico • 442 214 27 83
2	De la Ciudad Calle 16 de Septiembre Pte. n.º 44. Col. Centro Histórico
3	Rosalío Solano Calle 16 de Septiembre Pte. n.º 44. Col. Centro Histórico
4	Rosario Sánchez de Lozada Calle 16 de Septiembre Pte. n.º 44. Col. Centro Histórico

Source: Ministry of Culture, 2025.

In 2024, a total of 8 cultural workshops were offered across the 7 municipal districts, showing a 12.6% decrease in the number of participants. The most in-demand disciplines were: human development, accounting for 23.5% of participation; dance, 23.0%; music and singing, 18.1%; visual and plastic arts, 14.4%; and the remaining 21.0% corresponded to other subjects and activities.

With the purpose of maintaining and strengthening public participation in the cultural life of the municipality, the Ministry of Culture organized a series of events throughout the year, bringing together over 125,000 people in a wide variety of artistic, recreational, and community activities.



Workshops Held, 2024										
District/Facility	Performing Arts	Visual and Plastic Arts	Dance	Music and Singing	Human Development	Vocational Training Workshops	Other Workshops	Field Workshops	Total	
Historic Center										
Dr. Ignacio Mena Rosales Community Cultural Center	4	21	16	26	12	-	-	14	93	
Ignacio Padilla Cultural Center	1	5	5	1	4	1	-	-	17	
Old Train Station	13	3	-	5	1	-	6	-	28	
Epigmenio González Flores										
Epigmenio González Flores Community Cultural Center	1	-	4	1	3	-	-	4	13	
Epigmenio González Flores Community Cultural Center	-	5	12	-	17	-	3	5	42	
Felipe Carrillo Puerto										
Felipe Carrillo Puerto Cultural Center	1	7	10	8	12	1	-	-	39	
Félix Osores Sotomayor										
Dr. Félix Osores Sotomayor Community Cultural Center	1	5	6	7	9	1	6	2	37	
Mtro. Enrique Burgos Mondragón Cultural Center	-	5	16	8	18	3	1	10	61	
Josefa Vergara y Hernández										
Josefa Vergara y Hernández Community Cultural Center	-	2	14	10	3	2	7	-	38	
Santa Rosa Jáuregui										
Bicentennial Community Cultural Center	2	5	8	9	18	-	1	-	43	
Villa Cayetano Rubio										
Villa Cayetano Rubio Community Cultural Center	-	4	8	3	4	-	-	-	19	
TOTAL	23	62	99	78	101	8	24	35	430	

Source: Ministry of Culture, 2025.

Cultural Events Held in the Municipality, 2024		
Event	Number of Activities	Approximate Number of Visitors
Artistic Activities (in community cultural centers and cultural facilities)	251	15,518
Events at the De la Ciudad Theater	128	59,375
493rd Anniversary Festival of Santiago de Querétaro	48	833,933
Christmas Festival	60	23,648
Day of the Dead Festival	17	124,145,917
Querétaro Experimental International Festival	126	81,535
Municipal Gallery	23	7,824
Perimeter Gallery	7	34,600
Letra Capital	25	1,850
Performances by Student Groups	81	19,833
Performances by Professional Groups	83	14,937
Total	849	125,238,970

Source: Ministry of Culture, 2025.

In 2024, the Ministry of Sports maintained the operation of various spaces dedicated to physical exercise. These facilities, distributed across different areas of the municipality, are part of a comprehensive strategy to promote healthy habits among the population.



Sports Facility Infrastructure in the Municipality, 2024

1 Reforma-Lomas Community Development Center				29
2 Synthetic soccer fields	1 Synthetic seven-a-side soccer field	2 Synthetic six-a-side soccer fields	4 Half-court basketball courts ("21" courts)	
2 Multi-purpose courts with roof structure	1 Tennis court	1 Tartan running track	1 Jogging track	
1 Indoor gym	1 Outdoor gym	1 Skating track	1 Children's playground	
1 Recreational area	6 Multi-purpose rooms	1 Cafeteria	2 Snack stands	
1 Swimming pool				

2 Bicentennial Stadium				5
1 Synthetic soccer field	1 Running track	2 Locker room areas	1 Outdoor gym	

3 El Pantano Park				5
1 Dirt seven-a-side soccer field	1 Jogging circuit	1 Multi-purpose court	1 Recreational area	
1 Outdoor gym				

4 Ara Park				6
1 Multi-purpose court	1 Jogging track	1 Outdoor gym	1 Children's playground	
1 Recreational area	1 Snack stand			

5 Belén Sports Complex				13
1 Seven-a-side soccer field	1 Multi-purpose court	1 Fronton court	3 Squash courts	
1 Jogging track	1 Outdoor gym	1 Children's playground	1 Recreational area	
1 Multi-purpose room	1 Snack stand	1 Swimming pool		

6 Cerrito Colorado Community Development Center				12
2 Synthetic grass soccer fields	1 Seven-a-side soccer field	1 Children's playground	2 Basketball courts	
1 Outdoor gym	1 Jogging circuit	1 Skating track	1 Recreational area	
1 Auditorium	1 Cafeteria			

7 Josefa Ortiz de Domínguez Sports Complex				17
1 Seven-a-side soccer field	4 Multi-purpose courts	3 Tennis courts	2 Fronton courts	
1 Fronton rebound wall	1 Baseball field	1 Outdoor gym	1 Children's playground	
1 Recreational area	1 Petanque area	1 Cafeteria		

8 Paseos de San Miguel Sports Complex				1
2 Seven-a-side soccer fields	2 Multi-purpose courts	1 Jogging track	1 Outdoor gym	
1 Recreational area	2 Multi-purpose rooms	1 Cafeteria	1 Swimming pool	

Continues >

Sports Facility Infrastructure in the Municipality, 2024

9 José María Truchuelo Sports Complex				17
2 Seven-a-side soccer fields	1 Multi-purpose court	2 Basketball courts	1 Beach volleyball court	
2 Fronton courts	1 Padel court	1 Tennis court	1 BMX/skate track	
2 Squash courts	2 Racquetball courts	1 Jogging track	1 Recreational area	

10 El Sol Sports Complex				13
2 Seven-a-side soccer fields	2 Multi-purpose courts	2 Tennis courts	2 Squash courts	
1 Jogging track	1 Outdoor gym	1 Recreational area	1 Multi-purpose room	
1 Snack stand				

11 Jurica Sports Complex				7
1 Soccer field	1 Multi-purpose court	1 Baseball field	1 Jogging track	
1 Outdoor gym	1 Recreational area	1 Snack stand		

12 Rubén Jaramillo Park				4
1 Seven-a-side soccer field	1 Multi-purpose court	1 Recreational area	1 Outdoor gym	

13 La Estación Sports Complex				6
1 Six-a-side soccer field	1 Multi-purpose court	1 Outdoor gym	1 Recreational area	
1 Indoor covered multi-purpose court	1 Snack stand			

14 San Pablo Sports Complex				9
1 Soccer field	1 Multi-purpose court with roof structure	1 Baseball field	1 Partial jogging circuit	
1 Indoor gym	1 Outdoor gym	1 Skating track	1 Recreational area	
1 Snack stand				

15 Venustiano Carranza Park				10
1 Dirt seven-a-side soccer field	1 Synthetic grass five-a-side soccer field	1 Multi-purpose court	1 Children's playground	
1 Jogging track	1 Outdoor gym	1 Beach volleyball court	1 Skating track	
1 Recreational area	1 Cafeteria			

16 Jurica Sports Complex				7
1 Synthetic grass five-a-side soccer field	1 Multi-purpose court	1 Basketball court	1 Baseball field	
1 Outdoor gym	1 Children's playground	1 Recreational area		

17 Santa Rosa Jáuregui Community Development Center				15
1 Soccer field	1 Multi-purpose court	1 Synthetic grass five-a-side soccer field	1 Beach volleyball court	
1 Jogging track	1 Children's playground	1 Outdoor gym	1 Skateboarding area	
3 Multi-purpose rooms	1 Recreational area	1 Auditorium	1 Cafeteria	
1 Snack stand				

18 Holland Park				13
1 Multi-purpose court	1 Jogging track	1 Outdoor gym	2 Children's playgrounds	
2 Recreational areas	6 Iron pergolas			

19 Las Américas Sports Complex				4
1 Synthetic grass five-a-side soccer field	1 Outdoor gym	1 Play area	1 Multi-purpose court	

20 Maxei Sports Complex				10
1 Seven-a-side soccer field	2 Multi-purpose courts	1 Outdoor gym	1 Five-a-side soccer field	
1 Children's basketball court	1 Children's playground	1 Jogging track	1 Skating track	
1 Snack stand				



Continues >



Sports Facility Infrastructure in the Municipality, 2024

21	Solidaridad Park	5
1 Multi-purpose court	1 Skating track	1 Jogging circuit
1 Outdoor gym		1 Children's playground
22	La Joya Park	6
1 Seven-a-side soccer field	1 Tennis court	1 Multi-purpose court
1 Jogging circuit	1 Outdoor gym	1 Recreational area
23	Villas de Santiago Park	4
1 Six-a-side soccer field	1 Multi-purpose court	1 Outdoor gym
		1 Children's playground
24	La Purísima Sports Complex	4
1 Soccer field	1 Multi-purpose court	1 Jogging track
		1 Multi-purpose room
25	Alfalfaes Park	3
3 Seven-a-side soccer fields		
26	Bolaños Court	2
1 Soccer field		1 Children's playground

MUNICIPAL SPORTS FACILITIES, 2024 **239**

Source: Ministry of Sports, 2025.



In the same year, the Ministry of Sports provided sports equipment to leagues and clubs in the Municipality of Querétaro as part of efforts to strengthen organized sports and support community-based athletic activities.

Sports Equipment Provided to Leagues and Clubs, 2024

Equipment	Total
Basketballs	40
Soccer balls	329
Volleyballs	35
12-player game jerseys	3
Cones	90
Boxing bags	1
Agility ladders	5
Boxing gloves	3
Medals	842
Softball balls	5
Tennis balls	10
Uniforms	172
Total	1,535

Source: Ministry of Sports, 2025.

Bicentennial Park

Located in the Santa Rosa Jáuregui district, this area is one of the main green lungs of the Municipality of Querétaro. It spans 158 hectares, of which 60.0% is dedicated to the amusement park, while the remaining 40.0% preserves native flora and a wide variety of fauna.

In 2024, the park welcomed a large number of visitors who enjoyed various attractions such as water slides, swimming pools, paddle boat rentals, pedal karts, and hydrobikes, in addition to rides such as the Rapids River, Train, Carousel, Little Frog, Commando, Caterpillar, Dino, Play Pontoon, Haunted House, and Roller Coaster, among others.

Admission costs \$65.00 MXN per person. Food is allowed (except beverages), and visitors may bring bicycles and leashed pets.

Bicentennial Park, 2024

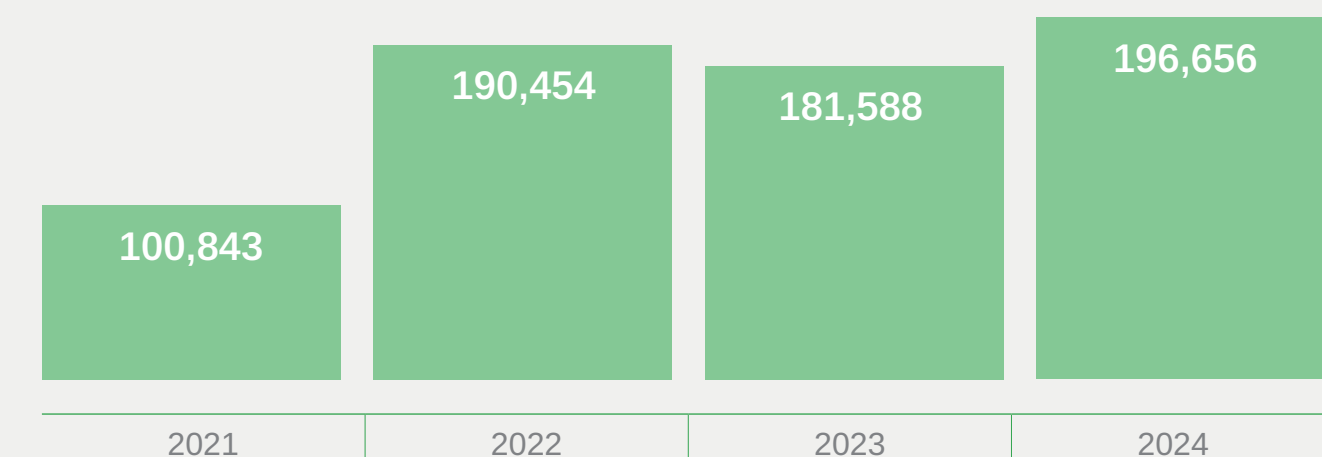
Year	Visitors	Economic Impact
2021	Closed to the public due to the pandemic	331,413
2022	75,426	5,597,270
2023	177,321	9,773,434
2024	154,686	10,884,964

Source: General Directorate of the Decentralized Public Agency Bicentennial Park, 2025.

Alfalfaes Park

Located in the Félix Osoreo Sotomayor district, this space is ideal for physical and recreational activities. It features an artificial lake, playgrounds, a swimming pool, seven-a-side soccer fields, a workout area equipped with exercise machines, beach volleyball courts, skateboarding and BMX tracks, as well as barbecue areas, picnic tables, and a café.

Visitors to Alfalfaes Park, 2021-2024



Source: Ministry of Finance, 2025.



“Este programa es público, ajeno a cualquier partido político. Queda prohibido el uso para fines distintos a los establecidos en el programa”.