

C I T Y O F E L P A S O
ECONOMIC DEVELOPMENT OVERVIEW





PRESENTATION OVERVIEW

El Paso is the largest metro area along the Texas-Mexico border which boasts a best-in-class, business friendly operating environment while also offering a great living experience. Through coordinated efforts with regional partners, the City of El Paso continues to lead Texas and the United States in a myriad of categories.

El Paso is a state, national and global LEADER

National Medal	Institute of Museum and Library Services		#2 Best Run City in Texas	WalletHub	
Excellence Award	Texas Municipal Library Director's Association		Best of Texas Awards Winner	Center for Digital Government	
Top 10 Cities for Spring Travel	CCRA Travel Commerce Network		Top 25 Cities with Best Work-Life Balance	SmartAsset.com	
Ranked #1 Lowest Cost of Living	Forbes.com		Exemplar City in 100 Resilient Cities Global Network	Rockefeller Foundation	
#5 Best Small Cities	Bloomberg.com		Best Run City in Texas	WalletHub	
2nd Fastest Employment Rate	Texas A&M Real Estate Center		Top Ranked Smartly Resourced City	Governing and Living Cities	
Best Airport by Region	Airports Council International		Best Large Cities for Families	Apartment List	
#1 Affordable City	GoBankingRates		Best Places to Live for Quality of Life	US News and World Report	
#1 Foreign Trade Zone	US FTZ Board		Top Ten 2017 Digital Cities	Center for Digital Government	
Overall Top 10 City	Governing and Living Cities				

NORTH AMERICAN BORDERPLEX

*** LAS CRUCES, NM**

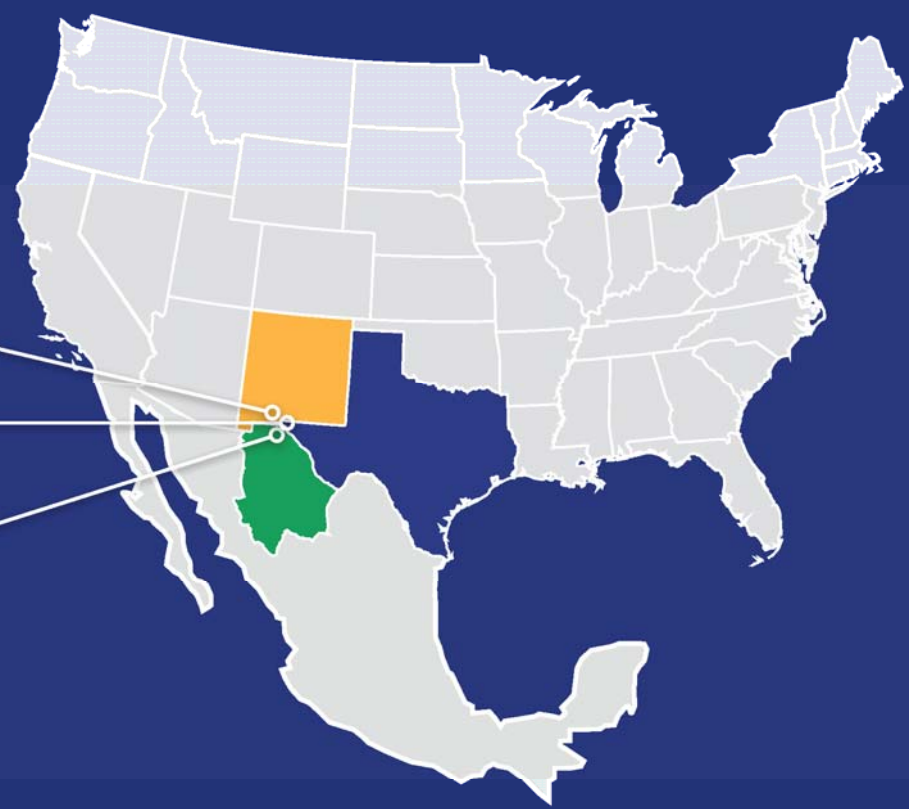
Population: 213,849

*** EL PASO, TX**

Population: 838,527

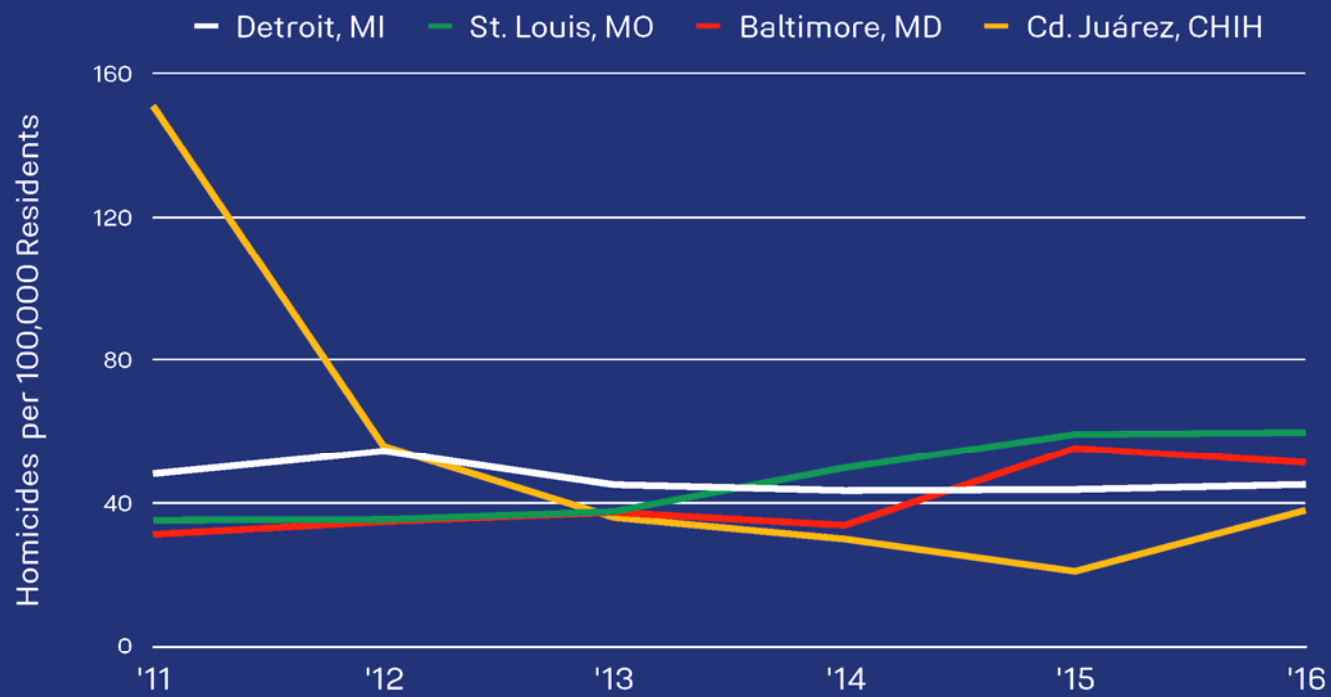
CIUDAD JUÁREZ, MX

Population: 1.4 million



SOURCE: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates. Cd. Juárez population, Desarrollo Económico De Ciudad Juárez, A.C.
NOTE: (*) indicates metropolitan statistical area population

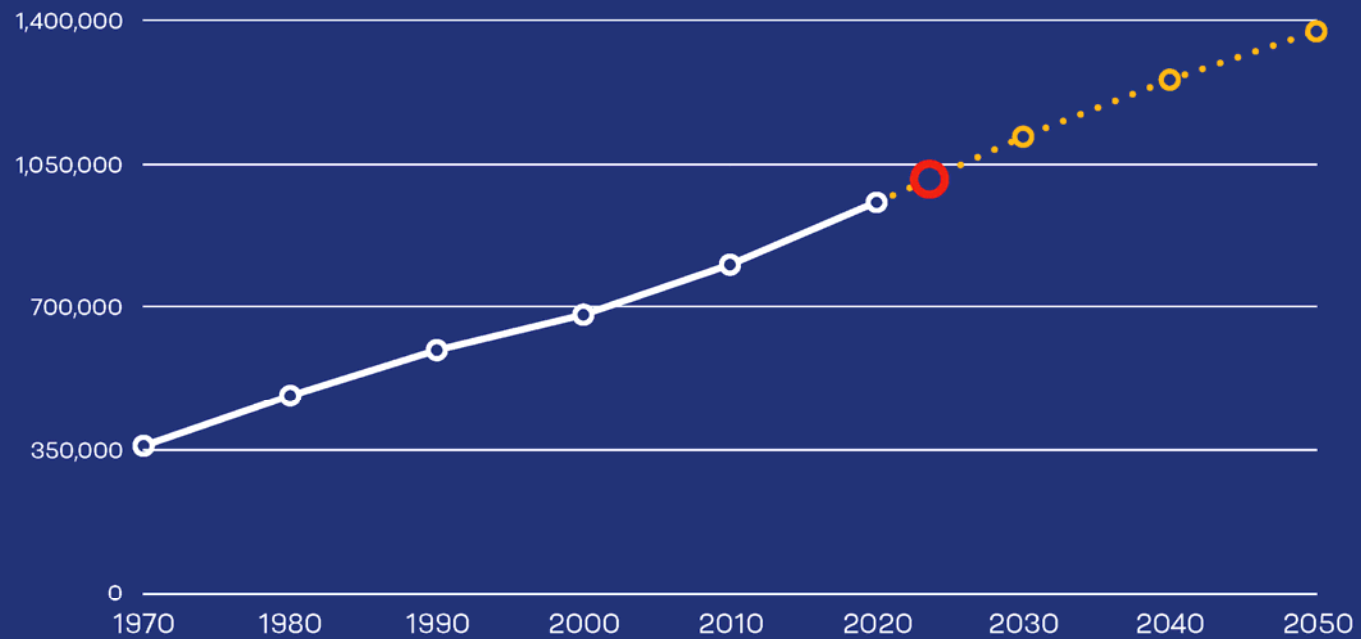
SAFETY: CD. JUÁREZ



Source: Mesa de Seguridad y Justicia, FBI.

El Paso:

ESTIMATED POPULATION GROWTH

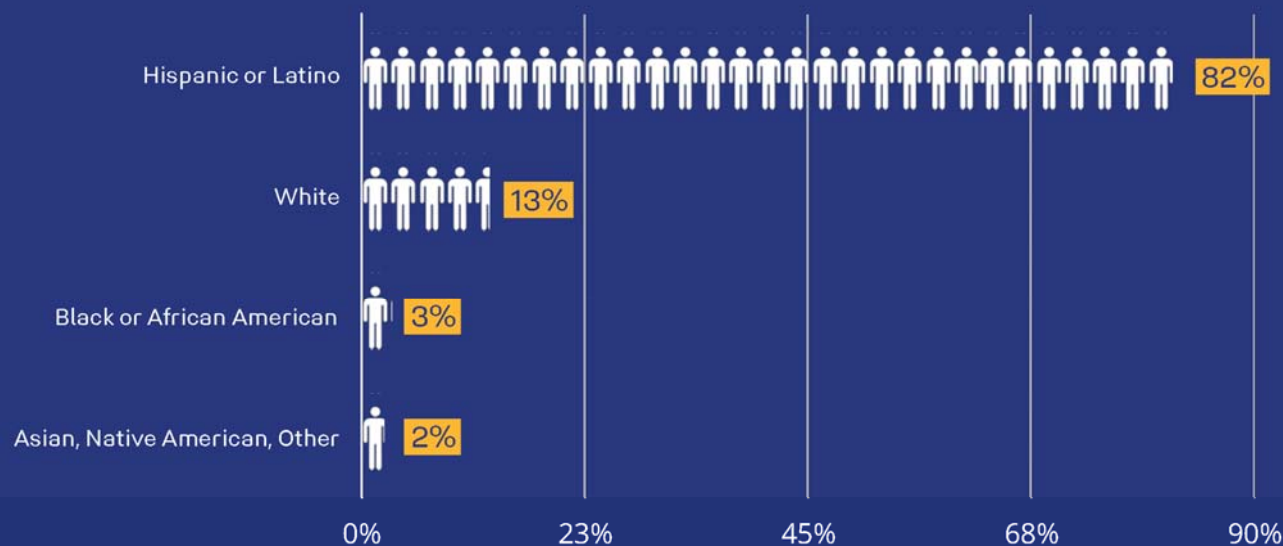


Source: U. S. Census Bureau; Texas State Demographer's Office

El Paso:

FEATURES A POPULATION WITH A LARGE HISPANIC, BILINGUAL COMMUNITY

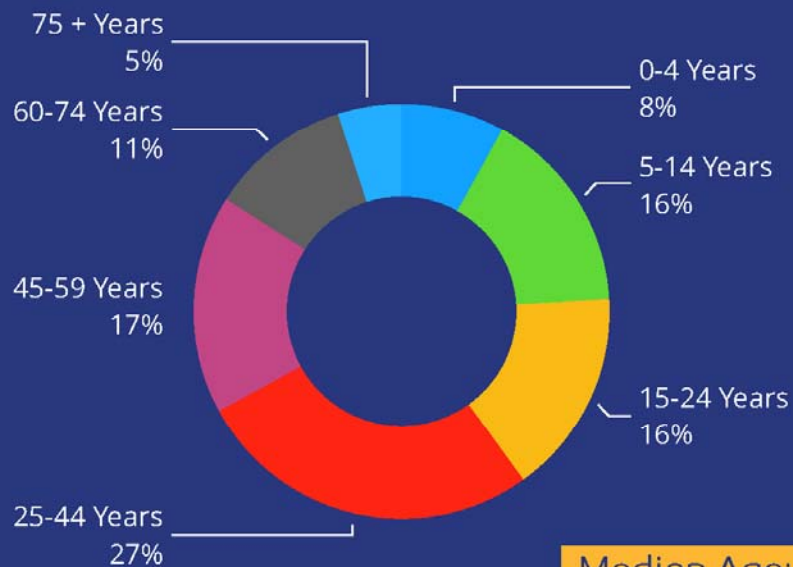
70% of the Population is Bilingual



Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

El Paso:

FUTURE IS BRIGHT: 40% OF POPULATION IS UNDER 25



Median Age: 32

Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates.



UNIVERSITIES & POST SECONDARY INSTITUTIONS

		 Tecnológico de Monterrey	
 TEXAS TECH UNIVERSITY.		 UNIVERSIDAD TECNOLÓGICA DE CIUDAD JUÁREZ	
 BURRELL COLLEGE OF OSTEOPATHIC MEDICINE at New Mexico State University		 TEC. DE JUÁREZ Forjando el futuro, transformando vidas.	
		 NM STATE DACC NMSU Doña Ana Community College	

An aerial photograph of a suburban neighborhood during the 'golden hour' of sunset. The sun is low on the horizon, casting a warm, golden glow over the scene. The sky is filled with soft, wispy clouds. In the background, a range of mountains is visible under the twilight sky. The foreground and middle ground show a dense residential area with numerous houses, streets, and some greenery. The overall atmosphere is peaceful and scenic.

**What does SUPPORTING
A HIGH QUALITY OF LIFE
look, feel like?**

NATIONAL TRENDS

Workforce is Getting Younger

- Median Age in El Paso – **31 Years**
 - Hispanic Demographic is the Youngest Category
 - Ranked **8th** in top cities for Millennial home buyers (**USA Today**)

Quality of Life—Important Factor for Millennials + Families

Quality of Place—A Balance Between Work and Lifestyle



TRANSFORMING EL PASO INTO
A DESTINATION
LOCATION



CONNECTING EL PASO

AND THE GREATER REGION



AIR SERVICE

Increase the number of direct flights



ROADS

Partnership with Texas Department of Transportation to improve existing road and develop new roads



BRIDGES

El Paso received \$32 million in state transportation funding to help provide the resources needed to increase security measures and expedite the flow of cross-border traffic



TRANSIT ORIENTED DEVELOPMENT

Create developments that are integrated into a walkable neighborhood and located near quality public transportation

STRATEGIC REGION-WIDE
DEVELOPMENT

KEY INDUSTRY SECTORS



WORLD CLASS MANUFACTURING SECTOR

\$93.1 BILLION

U.S. - Mexico Trade
(17% of all Trade with Mexico)

360+

Manufacturing
Operations

70+

Fortune 500
Companies

\$8 BILLION

Annual Purchases

75+

Related Facilities in El
Paso / Las Cruces



TOP MANUFACTURING HUBS IN NORTH AMERICA

RANK	AREA	EMPLOYMENT
1	Los Angeles / Long Beach / Anaheim	504,646
2	Chicago / Naperville / Elgin	411,724
3	San Diego / Carlsbad / Tijuana	330,933
4	El Paso / Las Cruces / Cd. Juárez	292,688
5	Detroit / Warren / Dearborn / Windsor	287,882
6	Seattle / Tacoma / Bellevue / Vancouver	273,340
7	Dallas / Forth Worth / Arlington	269,983
8	Houston / The Woodlands / Sugar Land	220,013
9	Minneapolis / St. Paul Bloomington	295,615
10	Boston / Cambridge / Newton	174,567*

Source: Bureau of Labor Statistics; Statistics Canada; INEGI

Note: Seasonally adjusted, June 2017 employment. (*) indicates that is not SA.

MANUFACTURING PRESENCE IN THE REGION

LARGEST REGIONAL MILITARY COMPLEX IN THE UNITED STATES

Population Supported by
Fort Bliss

163,303

72,000

Veterans Live in the
Region

\$7 BILLION

Impact to Local Economy

HQ

1st Armored Division

1 OUT OF 16

Jobs in El Paso Tied to Military

40%

Of U.S. Army's Usable
Land Space

3.2 MILLION Acres



EMERGING LIFE SCIENCE SECTOR

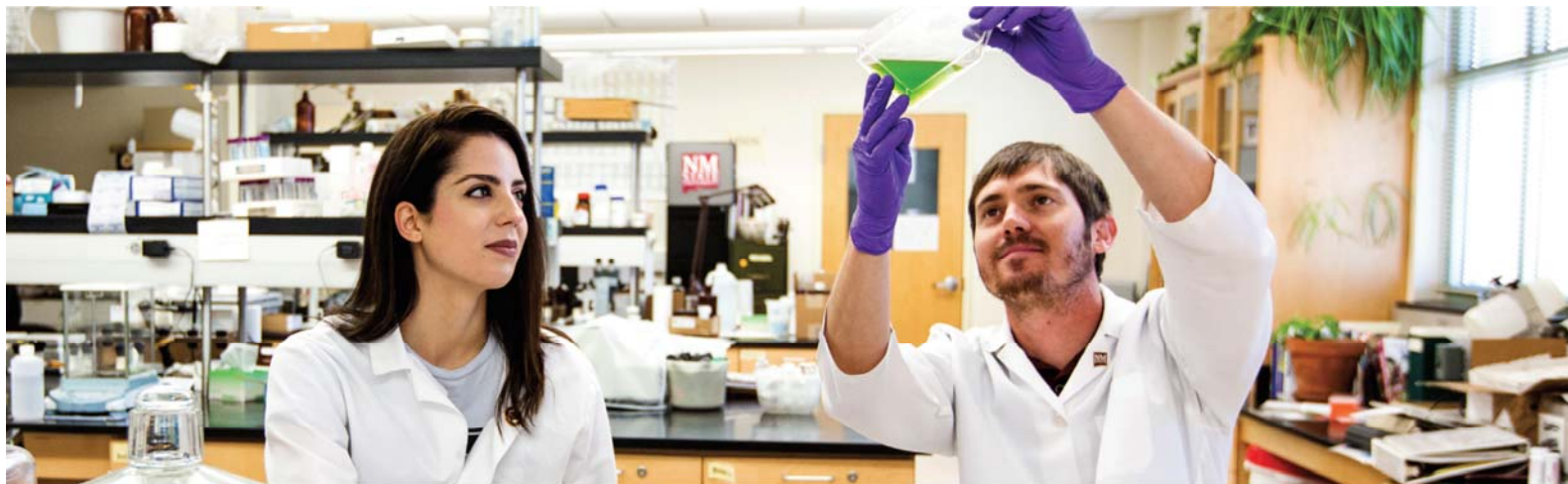
MEDICAL SCHOOLS

- Texas Tech, Paul Foster School of Medicine
- Burrell College of Osteopathic Medicine
- UACJ, School of Medicine
- Texas Tech, Hunt Dental School

NURSING SCHOOLS

- University of Texas – El Paso, School of Nursing
- New Mexico State University, School of Nursing
- Texas Tech, Gayle Greve Hunt School of Nursing
- UACJ, School of Nursing
- FEMAP, School of Nursing
- El Paso Community College, School of Nursing
- Doña Ana Community College, Nursing Program





RESEARCH



*Medical
Center of the
Americas
Foundation*



*New Mexico IDEA
Network of
Biomedical
Research*



TIER 1

Research Facility

*Border Biomedical Research
Center*

- **\$14.1 MILLION** Research Award to aid underrepresented groups
- **\$6 MILLION** Post Therapeutic Research Award



*Cancer Prevention and
Research Institute of Texas*

- **\$6 MILLION** Cancer Research Award

LIFE SCIENCE CLUSTER

				
 GE Healthcare				
				 Medtronic
				

VIBRANT BUSINESS SERVICES SECTOR

35+

Business Services
Operations

BILINGUAL Workforce

FIBER Access

No weather related
interruptions with an
average of

297

sunny days per year

MOUNTAIN

Time Zone

17,550+

Employees



BUSINESS SERVICES OPERATIONS

 Hewlett Packard Enterprise	 Prudential	 FRED LOYA INSURANCE	 CONDUENT	 TriWEST HEALTHCARE ALLIANCE®
 dataXport <small>be more efficient save in the process</small>	 genpact <small>Transformation happens here</small>	 Capgemini	 Allstate. <small>You're in good hands.</small>	 APOGEE HEALTH, LLC
 curacubby	 LanguageLine Solutions™	 dish	 xerox	 DATAMARK INCORPORATED
 verizon	 COMPETITIVE EDGE Research & Communication	 AT&T	 FULLBEAUTY BRANDS®	 HGS INDIA GLOBAL SOLUTIONS
 CYRACOM. <small>How Interpretation Should Be</small>	 FIVESTARS	 CONVERGYS	 DIAL AMERICA	 alorica
 GENERAL DYNAMICS Information Technology	 TELERX® <small>Best Connections. Best Outcomes.</small>	 GC Services™	 charles SCHWAB	 ADP®

CHAPTER 380

INCENTIVE POLICY

City Strategic Plan

Approved November 2015

- Emphasis on Quality of Life
- Veteran Employment
- Wage Growth
- Partnerships with higher education

Target Industry Sectors

- Defense and Aerospace
- Life Sciences
- Tourism
- Advanced Manufacturing
- Advanced Logistics
- Business Support Services
- Destination Retail

Bonus Incentives for:

- Locating in downtown or the MCA
- Establishing a headquarters
- Veteran hiring programs/initiatives
- Higher wages
- Partnerships with educational entities
- Research and Development
- Workforce Training
- Mentorship and Internship Opportunities

***EACH INCENTIVE AGREEMENT IS
PERFORMANCE BASED + PROJECT
SPECIFIC**



CHAPTER 380

PROPERTY AND SALES TAX REBATES

- Granted on all or a portion of the increased taxable value of City's portion of real property and/or personal property tax over base year value.
- Granted on all or a portion of the City's 1% sales tax. A rebate type of incentive that is administered by the City of El Paso

77

PROJECTS*

\$1.20

BILLION*

In capital investment

5,298

JOBS CREATED*

9,695

JOBS RETAINED*

*Timeframe: 2014 - Current

INFILL DEVELOPMENT INCENTIVE POLICY PROGRAM

Approved May 2017

The purpose of the City's Infill Development Incentive Policy is to provide financial incentives to develop vacant and underutilized properties within the City limits.

25

PROJECTS

2012 - Current

\$50.8

MILLION

In capital investment
(2012 – Current)

FOR EVERY \$1 THE CITY PAYS IN INFILL PROJECTS...WE RECEIVE \$40 IN INVESTMENT

TRANSIT-ORIENTED DEVELOPMENT (TOD) POLICY

Approved May 2017

Policy to provide incentives to link higher-density, walkable neighborhoods to transit stations and corridors.

Incentives may include:

- Incremental property tax rebate
- Sales tax rebate
- Building and construction fees sales tax rebate
- Permit fee rebates

24

PROJECTS
(2012 – Current)

\$47.2

MILLION

In capital investment



WHERE DO YOUR TAX DOLLARS GO?



SCHOOL
DISTRICT
46%



CITY
26%



COUNTY
15%



UMC
(COUNTY)
8%



EPCC
5%

CHAPTER 380

PROPERTY AND SALES TAX REBATES

El Paso County	Canutillo ISD	EPCC	UMC
\$9,167,870	\$30,985,262	\$2,868,425	\$5,102,300

Total
\$48,123,859



***Amounts listed above are projections and are subject to change.**

18 YEAR AGREEMENT – TENET HOSPITALS – CAPITAL INVESTMENT \$185M – LIFE SCIENCES

CHAPTER 380

PROPERTY AND SALES TAX REBATES



El Paso County	EPISD	EPCC	UMC
\$520,050	\$1,504,915	\$162,712	\$289,429

Total
\$2,477,108

***Amounts listed above are projections and are subject to change.**

11 YEAR AGREEMENT – WHOLE FOODS – CAPITAL INVESTMENT \$16.4M – RETAIL

ECONOMIC DEVELOPMENT AGREEMENTS

BENEFIT TO TAXING ENTITIES

Creates and Retains Jobs

- High paying jobs
- Career opportunities
- Keeps and grows local talent in the Greater El Paso area

Expands Tax Base

- Increase number of commercial businesses paying taxes
- Offers relief to the residential tax payer
- Provides additional funding for future projects
- Induces opportunities for local businesses to support incoming industry

Keeps El Paso Competitive

- Regional approach
- Higher wages, large talent pool
- Most affordable city in the nation

Revitalize the community

- Utilize Infill and Transit-Oriented Development economic development incentives to encourage growth throughout El Paso
- Revise Chapter 380 agreement to reflect the current market conditions

STRATEGIC PARTNERSHIPS

STATE OF TEXAS

Governor's Office of Economic Development

- Texas Economic Development Guide – Site Selection
- Texas Enterprise Zone
- Texas Enterprise Fund
- Texas Military Preparedness Commission

Texas Workforce Commission

- Skills for Veterans
- Skills Development Fund
- JET Grant Program

Texas Comptroller of Public Accounts

- State Convention Center Hotel Incentive
- Texas Hotel Occupancy Tax Rebate
- Texas Sales And Use Tax Rebate



DOWNTOWN INVESTMENTS

- Incentivized **21** projects in the downtown area representing nearly **\$307 million** in private investment
- **12** projects are completed, and **9** are underway.
- **6** of the **21** incentivized projects are found in the downtown historic district
- **5** are found on the National Register of Historic Places





QUALITY OF LIFE: PROFESSIONAL SPORTS



**EL PASO
CHIHUAHUAS**

- *Location:* Southwest University Park
- MiLB Pacific Coast League
- Triple-A Affiliate San Diego Padres



**FC JUÁREZ
SOCCER TEAM**

- *Location:* Estadio Olímpico Benito Juárez
- *Ascenso MX Runner-Ups*
- *May 2015*



**EL PASO
LOCOMOTIVES**

- *Location:* Southwest University Park
- Spring 2019



D O W N T O W N

35

PROFESSIONAL SPORTS

- Southwest University Park: Opened April 2014
- Since opening **2.7** million+ attendee
- Averaged **7,894** visitors per game in 2017
- February 2015 – Southwest University Park awarded LEED Gold by the U.S. Green Building Council
 - The first Minor League ballpark to earn this certification
- “Best New Ballpark of the Year” – Baseballparks.com. 2014
- Hosted 2015 Triple-A National Championship
- Set to host Triple-A Baseball All-Star Game July 8-10
- Recently announced the addition of an United Soccer League team to the region



INCENTIVIZED PROJECTS

Private Investment since 2013 continues to spur more than:

- **354+** new residential units
- **1,700+** hotel rooms by 2020
- **95,000+** square feet of new and rehabilitated office/retail spaces
- City, County and DMD grants and incentives available

PUBLIC INVESTMENT

- **4.8** mile trolley streetcar system, **\$97** million investment connecting Downtown to Uptown
- Three of the Rapid Transit System (RTS) corridors will be feeding into Downtown
- Paseo de las Luces, part of the Sun City Lights pedestrian and street enhancement project series



- 19- Story Class A+ Tower
- 262,000 SF Office
- 13,000 SF Retail
- 854 Parking spaces
- Projected Opening – 2020

HUNT PLAZA



COMMUNITY EVENT SPACE



GROUND LEVEL PARK-LIKE GATHERING AREAS



OUTDOOR SEATING & DINING

H.O.T. STATE INCENTIVES (HOTELS)



Paso Del Norte (1912):

- State H.O.T. Revenue + Sales Use Tax
- \$70 million in private investment
- 300+ hotel rooms
- Expected completion by 2020



Plaza Hotel (1930):

- State H.O.T. Revenue + Sales Use Tax
- \$80 million in private investment
- 130+ hotel rooms
- 540 car parking garage
- Expected completion by 2020



Urban Marriott Courtyard (2018):

- State H.O.T. Revenue + Sales Use Tax
- \$18 million in private investment
- 140 hotel rooms



GREAT WOLF LODGE

“A FAMILY RESORT”



GREAT WOLF LODGE
ADDITIONAL BENEFITS



WORKFORCE
DEVELOPMENT
OPPORTUNITY



SUPPORTS
BUSINESS
RECRUITMENT



YEAR-ROUND
FAMILY RESORT



NATIONAL +
INTERNATIONAL
MARKETING



REGIONAL
DESTINATION



UNIQUE
CONVENTION
SPACE



DRAW FOR
FORT BLISS
SOLDIERS +
FAMILIES



STRONG
COMMUNITY
PARTNERSHIP



PUBLIC PRIVATE
PARTNERSHIPS

REIMAGINING COHEN STADIUM

STRATEGIC REGION-WIDE
DEVELOPMENT

STRENGTHEN REGIONAL RELATIONSHIPS



THANK YOU

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