

San Juan Economic Development Corporation

“The Spirit of South Texas”



Presentation Highlights:

- City of San Juan & the McAllen Metroplex Population Profile
- Leading Employers
- Unique Strategic Regional Location
- Economic Direction & Industry Cluster
- Unique Opportunities in the City of San Juan



San Juan & the McAllen Metroplex Population Profile

City	Population
McAllen	134,719
Mission	80,452
Hidalgo	11,711
Edinburg	81,029
Pharr	73,185
San Juan	35,204
Alamo	18,761
Donna	16,204
Total	451,265

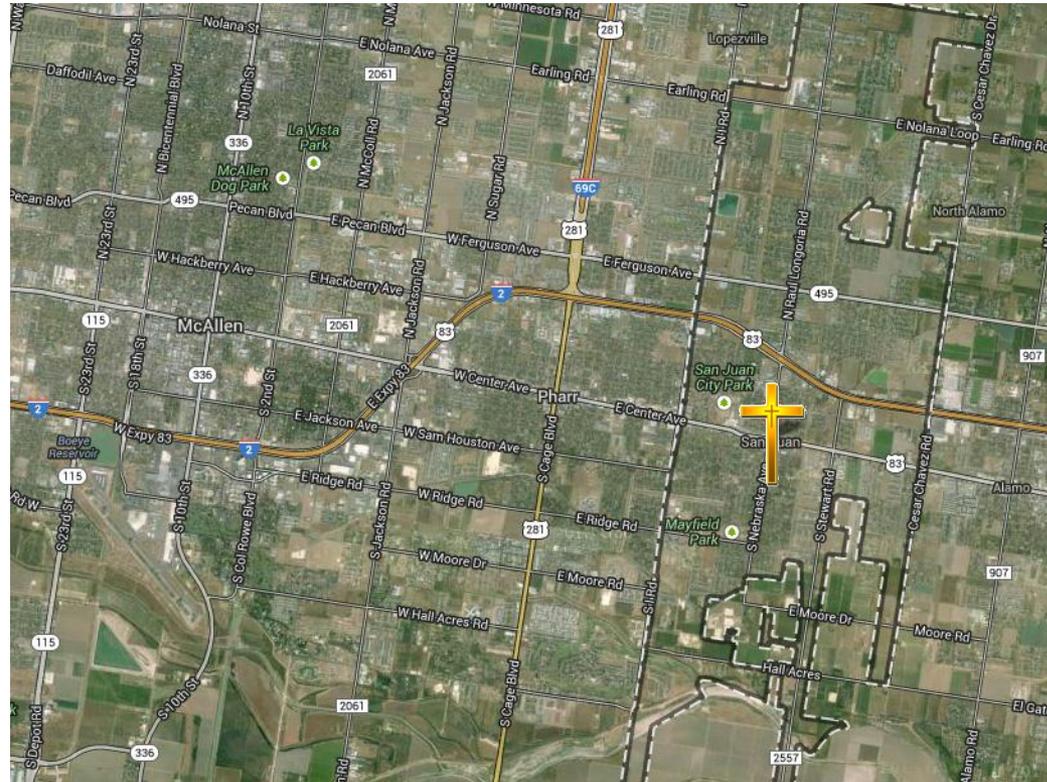


Leading Employers in San Juan

- **Largest Employers**
 - Education/Government
 - Warehousing/Logistics
- **Growing Employment Opportunities**
 - Luxury Automobile Dealership Industry
 - Tourism (Religious, Heritage, Birding, & Nature)
 - Retail (High-End & Midmarket's)
- **Opportunity to Nurture**
 - Medical and Allied Health Fields
 - IT/Global Securities
 - Other STEM (Science, Technology, Engineering, Mathematics) Fields

Unique & Strategic Regional Location

- Adjacent to the McAllen Metroplex, a main hub for retail, international commerce, trade, and banking in South Texas
- Proximity to McAllen Miller International Airport
- Easy access to North and South Interstate 69 (former Highway 281) that leads to an international port of entry to Mexico
- Adjacent to Rio Grande Valley East to West corridor, Interstate 2 (previously known as Expressway 83)



Economic Development Two-Prong Approach:

I. Strengthen Initiatives Geared Towards External Market Demand

- Ideal location, less congested to expand and capture the purchasing power that comes from the McAllen Metroplex, the South Texas region, and Northern Mexican affluent markets.
- Over a million visitors to the *Basilica of Our Lady of San Juan Del Valle - National Shrine* with minimal seasonality effects (religious industry).



I. Strengthen Internal Market Demand (developing a new economic-base)

- Align EDC & ISD efforts to produce more and better job opportunities to mitigate structural labor issues for a 21st century economy.
- Develop knowledge-base economy.
 - Focus on developing relevant regional clusters
 - “Economic Gardening” & business recruitment
 - Develop Innovation technology incubator (private sector, **colleges & universities**, ISD, & EDC)



San Juan Industry Cluster:

(Anchor for High-End Retail Development)

San Juan's industry cluster of high-end, luxury car dealerships attract high-end purchasing power market(s) into the area with **over \$115 million in gross sales for 2012.**



Mercedes-Benz



Opportunities for Development

Strengthen & Expand Market:

1. External Market Demand:

- *Strengthen* cluster of high-end luxury car dealerships
- *Expand* hospitality Industry into business-class hotels
- *Develop* high-end retail along Hwy 2 “Golden Corridor” (“Zona Dorada”)

2. Internal Market Demand:

- *Opportunities for mid-market retail development*
- *Plentiful commercial land availability with high traffic counts*

Thank you!



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