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

<table>
<thead>
<tr>
<th>City</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>McAllen</td>
<td>134,719</td>
</tr>
<tr>
<td>Mission</td>
<td>80,452</td>
</tr>
<tr>
<td>Hidalgo</td>
<td>11,711</td>
</tr>
<tr>
<td>Edinburg</td>
<td>81,029</td>
</tr>
<tr>
<td>Pharr</td>
<td>73,185</td>
</tr>
<tr>
<td><strong>San Juan</strong></td>
<td><strong>35,204</strong></td>
</tr>
<tr>
<td>Alamo</td>
<td>18,761</td>
</tr>
<tr>
<td>Donna</td>
<td>16,204</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>451,265</strong></td>
</tr>
</tbody>
</table>
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.
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!