



EL PASO

OPEN FOR BUSINESS



Shaping Growth in El Paso

- 2005 BRAC Decision
- 2011 Dr. Feser Report
- 2012 Quality of Life Bond
- Southwest University Baseball Park
- Significant Transportation Infrastructure Improvements
- Significant Investment in Research Expenditures & Campus Infrastructure Improvements
(UTEP, Texas Tech, MCA, EPCC)
- Community Leader Alignment



Key to Sustaining Growth – Shared Vision



Spotlight on El Paso

#1 Lowest Crime Rate in US over 500,000 pop. 4th year in a row (*CQ Press, January 2014, FBI 2012 crime data*)

#3 Top Best City to Raise a Family (out of 50 most populated cities), (*Movoto.com Real Estate, May 2013*)

#4 Least Expensive U.S. Metros for conducting business (*Market Watch – Wall Street Journal, July 16, 2014*)

Top 20 of America's Best Performing Cities for growth in jobs, income and high-tech GDP-- among 200 largest metros
(*Milken Institute, January 2013*)

Ranked No. 2 in Top 25 Foreign Trade Zones, (*Global Trade 2013*)



MILKEN INSTITUTE

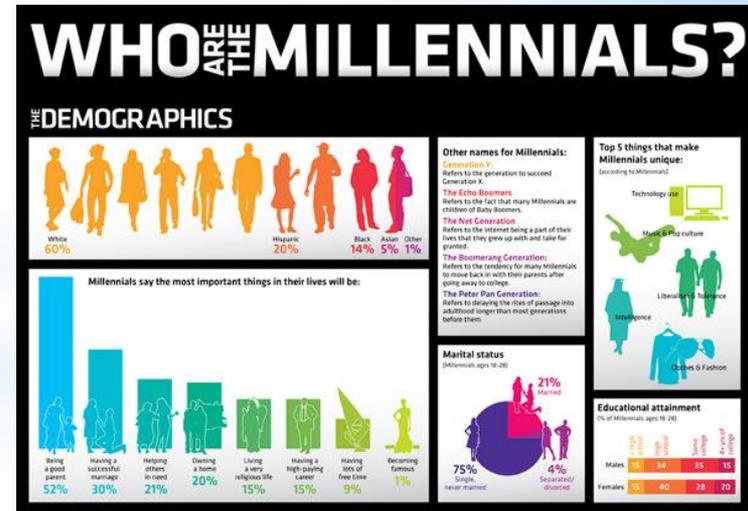


Global Trade



Nationwide Trends

- ✓ Workforce Getting Younger
- ✓ Hispanic Demographic Youngest Category
- ✓ Quality of Life -- Single Most Important Factor For Millennials
- ✓ Quality of Place – A Balance Between Work and Lifestyle



Paradigm shift – It isn't just the business case.



Strategic Components

- ✓ A great place to live and work
- ✓ A recognized community for innovation and entrepreneurial growth
- ✓ Retention of talent
- ✓ Access to customers and suppliers
- ✓ A desirable place to visit as a destination





Approach

- Business Retention and Expansion
 - Community Task Force
 - Develop Relationships
 - Identify Challenges & Opportunities
 - Facilitate Solutions
 - Mayor's Industry Roundtable Meetings
- Attract Outside Investment
 - Borderplex Economic Alliance
 - Familiarization Tours
 - Market Outreach
- Strategic Focus – Quality of Life





Prime Location For Business

El Paso's Operating Costs: **23% below the national average**

One of the lowest in the Nation (The Nation's average is 100)

El Paso's Cost of Doing Business:

	EL PASO	TEXAS	U.S.
Unit Labor Cost Index	86	96	100
Energy Index	97	92	100
State & Local Tax Index	70	78	100
Office Rent Index	52	*	100
Composite Cost of Doing Business	77	95	100

* The Study does not measure office rent at the state level.
Source: Economy.com, North American Business Cost Review 2012 Edition

Source: RS Means, 2013 Q3

El Paso's Target Industries:

- Automotive
- High Tech Manufacturing
- Financial Services
- Defense / Homeland Security
- Life Sciences
- Clean Energy



Strategic Location

El Paso Connectivity

El Paso is as easy to reach as it is to navigate, with commute times averaging 20 minutes or less. Access to rail connectivity via Union Pacific, BNSF, and Ferromex. More than 110 Million North American Consumers accessible within 24 hours by truck.

Largest U.S. City on the U.S./Mexico Border

6th Largest Texas City

Centrally located giving equal access to markets in Canada and Mexico



Regional Population of **2.5 MILLION**

Doña Ana County	Otero County
213,460	65,616
El Paso MSA ¹	
839,007	
Juaréz	
1,400,079	

El Paso MSA Includes El Paso & Hudspeth Counties

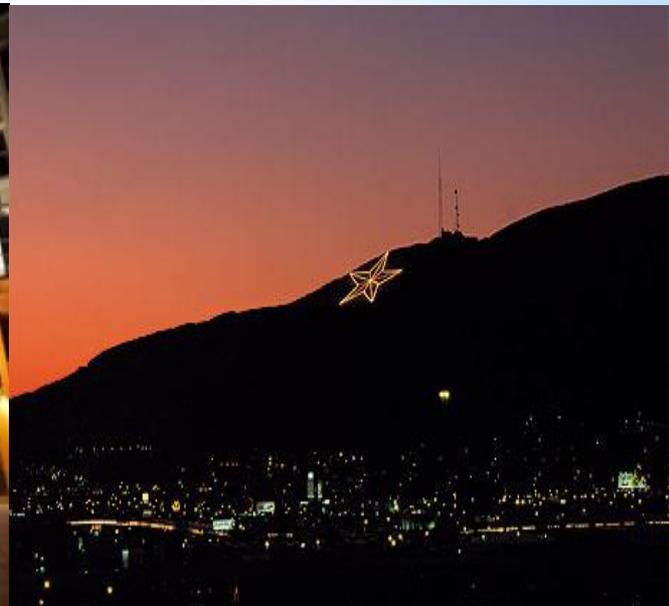




Cost of Living

93.1 + 83.6 + 88.1 + 99.2 + 90.0 + 96.8 = 93.1
(grocery) (housing) (utilities) (transp.) (health care) (Misc.) (composite index)

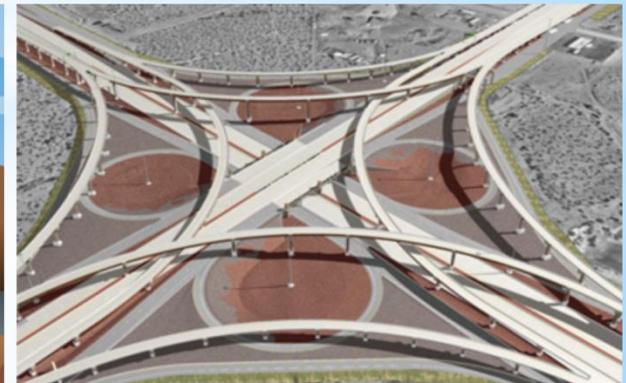
6.9 % BELOW NATIONAL AVERAGE *(3rd quarter 2014)*





Transportation Infrastructure Investment

- Texas Department of Transportation (TXDOT) has invested more than \$2 billion in transportation infrastructure throughout the City of El Paso
- Union Pacific has invested more than \$400 million in a 2,200 acre intermodal terminal facility that opened in Santa Teresa, NM this past May 2014 and is already stimulating activity and further interest in the region.
- SunMetro (Mass Transit)
 - **BRIO**: a premier form of transportation, the Rapid Transit System (RTS), offers four corridors throughout the city
 - **Streetcar**: a 4.8 mile trolley streetcar system funded & underway





El Paso Int'l Airport



El Paso International Airport **IN PERSPECTIVE**

2.7
MILLION



PASSENGERS ENPLANED & DEPLANED IN
FY2013 WHICH AVERAGES TO ABOUT

7,500

PEOPLE TRAVELING IN & OUT OF EPIA EVERY DAY

WITH
15 GATES

4 AIRLINES

57 NONSTOP FLIGHTS
PER DAY

CARGO

AIR FREIGHT THAT MOVED IN & OUT OF EPIA FOR 2013

176,758,000 lbs.

519 BLUE WHALES



FOREIGN TRADE ZONE NO. 68

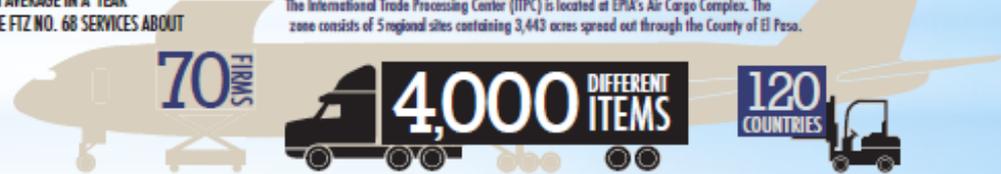
ON AVERAGE IN A YEAR
THE FTZ NO. 68 SERVICES ABOUT

70 FIRMS

The International Trade Processing Center (ITPC) is located at EPIA's Air Cargo Complex. The zone consists of 5 regional sites containing 3,443 acres spread out through the County of El Paso.

4,000 DIFFERENT
ITEMS

120 COUNTRIES



3 CARRIERS
\$60 MILLION FACILITY

288,000 SQ. FT. WAREHOUSE



OR ABOUT 5 FOOTBALL FIELDS



Fort Bliss Texas

Priorities:

- Test and Evaluation
- Training and Innovation
- Force Projection
- Partnerships
- Quality of Life
- Community Partners

- ✓ \$6 billion infrastructure investment since 2005
- ✓ Annual economic impact to El Paso = \$5.98 billion
- ✓ Largest U.S. military installation transformation since WWII
- ✓ White Sands Missile Range + Fort Bliss = 40% of U.S. Army's usable land space worldwide





What's happening now?

3,655+ jobs since
Jan 2014

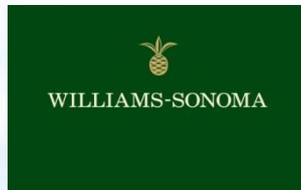


\$248+ million in total
investment since
January 2014



TEXAS TECH UNIVERSITY
HEALTH SCIENCES CENTER
Paul L. Foster School of Medicine

west elm





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