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)


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)
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:

<table>
<thead>
<tr>
<th></th>
<th>EL PASO</th>
<th>TEXAS</th>
<th>U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unit Labor Cost Index</td>
<td>86</td>
<td>96</td>
<td>100</td>
</tr>
<tr>
<td>Energy Index</td>
<td>97</td>
<td>92</td>
<td>100</td>
</tr>
<tr>
<td>State &amp; Local Tax Index</td>
<td>70</td>
<td>78</td>
<td>100</td>
</tr>
<tr>
<td>Office Rent Index</td>
<td>52</td>
<td>*</td>
<td>100</td>
</tr>
<tr>
<td><strong>Composite Cost of Doing Business</strong></td>
<td><strong>77</strong></td>
<td><strong>95</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

* The Study does not measure office rent at the state level.
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**

<table>
<thead>
<tr>
<th>Doña Ana County</th>
<th>Otero County</th>
<th>Juárez</th>
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<tbody>
<tr>
<td>213,460</td>
<td>65,616</td>
<td>1,400,079</td>
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</tbody>
</table>

El Paso MSA includes El Paso & Hudspeth Counties

**12 HOURS**

- Portland (9,083 mi / 14.6 km)
- San Francisco (3,073 mi / 4,944 km)
- Salt Lake City (1,429 mi / 2,299 km)
- Denver (1,001 mi / 1,610 km)
- Kansas City (1,885 mi / 3,035 km)
- Chicago (1,363 mi / 2,193 km)
- St. Louis (1,231 mi / 1,982 km)
- New York City (2,200 mi / 3,541 km)
- Charlotte (1,014 mi / 1,632 km)
- Miami (1,458 mi / 2,344 km)

**24 HOURS**

- Minneapolis (1,918 mi / 3,087 km)
- Denver (1,092 mi / 1,758 km)
- Kansas City (1,411 mi / 2,270 km)
- Chicago (1,498 mi / 2,331 km)
- St. Louis (1,620 mi / 2,605 km)
- New York City (2,115 mi / 3,403 km)
- Charlotte (1,338 mi / 2,153 km)
- Miami (1,495 mi / 2,402 km)
- Houston (790 mi / 1,271 km)
- D/FW (900 mi / 1,445 km)
- El Paso (0 mi / 0 km)
- Juárez (34 mi / 55 km)
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 International Airport

IN PERSPECTIVE

2.7 MILLION

2.7 million passengers enplaned & deplaned in FY2013, which averages to about 7,500 people traveling in & out of EPIA every day.

15

15 gates.

4

4 airlines.

57

57 non-stop flights per day.

CARGO

176,758,000 lbs.

Air freight that moved in & out of EPIA for 2013.

3 CARRIERS

$60 million facility
288,000 sq. ft. warehouse

519 BLUE WHALES

FOREIGN TRADE ZONE NO. 68

70

70 firms.

4,000 different items

120 countries

The International Trade Processing Center (ITPC) is located at EPIA’s Air Cargo Complex. The zone consists of 5 regional sites containing 3,440 acres spread out through the County of El Paso.
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