

# OFFICE OF ECONOMIC DEVELOPMENT

## 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

**6<sup>th</sup>**  
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       |
| <b>El Paso MSA<sup>1</sup></b> |              |
| 839,007                        |              |
| Juaréz                         |              |
| 1,400,079                      |              |

El Paso MSA includes El Paso & Huidspeth Counties



## SPOTLIGHT

**#1**

Lowest Crime Rate in U.S. Over 500,000 Population  
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**

America's Best Performing Cities For Growth In Jobs, Income And High-tech GDP-Among 200 Largest Metros

*Milken Institute, January 2013*

**#1**

"Can-Do Capital" for Livability, Sustainability, Infrastructure and Business Opportunity

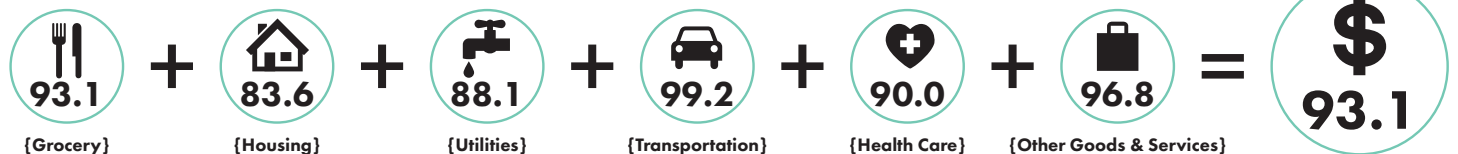
*Newsweek, September 2011*

**#4**

Best Mid-Size City for Job Growth

*Forbes, May 2012*

## COST OF LIVING



**6.9% BELOW THE NATIONAL AVERAGE**

Composite Index (Nation's Average is 100)  
\*3rd Qtr. 2014

# QUALITY OF LIFE




**Triple A-Baseball in Downtown El Paso:**

- A new **\$50 million** ballpark in the heart of downtown El Paso
- Designed by Populous, with seating capacity of 8,500 with 20 luxury suites, and approximately 300 club seats



**Medical Center of the Americas (MCA):**

- **\$120 million** Children's Hospital
- Texas Tech **\$11 million** nursing school
- Future MCA projects will total **\$157 million** in investment



# FORT BLISS

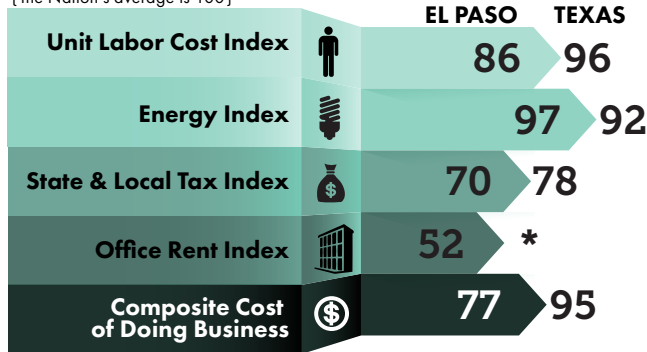
Second Largest Installation In The U.S. Army, 1.12 Million Acres

- ★ Largest controlled airspace and houses the longest Army runway
- ★ Overall business output is \$5.998 billion annually
- ★ Only installation with training areas that can accommodate all current DoD weapons systems.
- ★ One of Army's premier strategic deployment platforms

| ★ EMPLOYMENT ★  |               |
|-----------------|---------------|
| Active Military | 29,204        |
| Civilians       | 11,283        |
| Reserve         | 4,355         |
| <b>Total</b>    | <b>44,842</b> |

# OPERATING COSTS

**COST OF DOING BUSINESS:**  
(The Nation's average is 100)



**23% BELOW THE NATIONAL AVERAGE**  
One of the lowest in the Nation (The Nation's average is 100)

**TARGET INDUSTRIES**

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

\*The study does not measure office rent at the state level.  
Source: Economy.com, North American Business Cost Review 2012 Edition & RS Means, 2013 Q3

# RETAIL

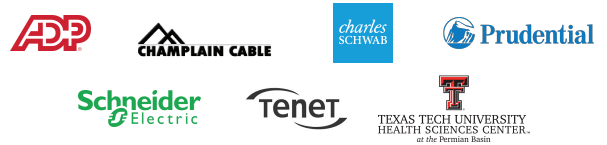
New to market retail announcements:



- Population: 2.5 Million+ (within 50 mile radius)
- Cross border shopper: 20 million+ northbound border crossings in 2013
- Average household income: \$55,012
- 250,000+ daily traffic counts on Interstate 10
- 110,000+ students at 33+ institutions of higher learning in the region (Colleges, Universities and Technical Schools in El Paso, TX, Las Cruces, NM and Ciudad Juarez, MX)

# LABOR MARKET

Spotlight on Major Job Announcements since January 2014:



|                               |                                |   |
|-------------------------------|--------------------------------|---|
| <b>2,103+</b><br>JOBS CREATED | <b>4,101+</b><br>JOBS RETAINED | <b>\$83+</b><br>MILLION IN TOTAL INVESTMENT |
|-------------------------------|--------------------------------|---|

LABOR MARKET FOR EL PASO MSA, TEXAS & U.S.

|         | LABOR       | EMPLOYMENT  | UNEMPLOYMENT | RATE |
|---------|-------------|-------------|--------------|------|
| El Paso | 323,890     | 301,352     | 22,538       | 7.0  |
| Texas   | 13,044,241  | 12,389,786  | 654,455      | 5.0  |
| U.S.    | 155,903,000 | 146,941,000 | 8,962,000    | 5.7  |

\*not seasonally adjusted