



R E D C O

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City of El Paso

Legislative Review Committee Economic Development, Planning & Tourism

July 28, 2011

REDCO Job Counts

June 2004 to June 2011



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	Min FTE	Max FTE
BRAC Active Duty	20,300	20,300
BRAC Civilian	2,806	2,806
El Paso	6,119	7,420
Juarez	15,500	17,040
TOTAL	44,810	47,616

Companies Assisted (selected)



El Paso Private Sector Job Counts

June 2004 to June 2011



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	Min FTE	Max FTE
2004	200	470
2005	510	510
2006	2,097	2,232
2007	1,417	1,429
2008	1,208	1,884
2009	30	53
2010	229	340
2011	0	0
Announced Totals	5,691	6,918
TBA Totals	428	502
Totals	6,119	7,420

Type	Min FTE	Max FTE	% of Total Max FTE
Contact Center	3,003	3,783	51.0%
White Collar (BPO, Tech Support, Engineer)	2,198	2,322	31.3%
Warehouse/Distribution	129	189	2.5%
Manufacturing & Related	709	1,046	14.1%
Service, Retail, Entertainment	80	80	1.1%
Totals	6,119	7,420	100.0%

Primary Target Industries



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**Military
Defense
Homeland Security**



**High Tech
Electronics**



Life Sciences



Automotive



**Alternative / Renewable
Energy**



Competition in Texas - 2010

Economic Development Sales Tax Communities



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*We need better tools
to close deals*

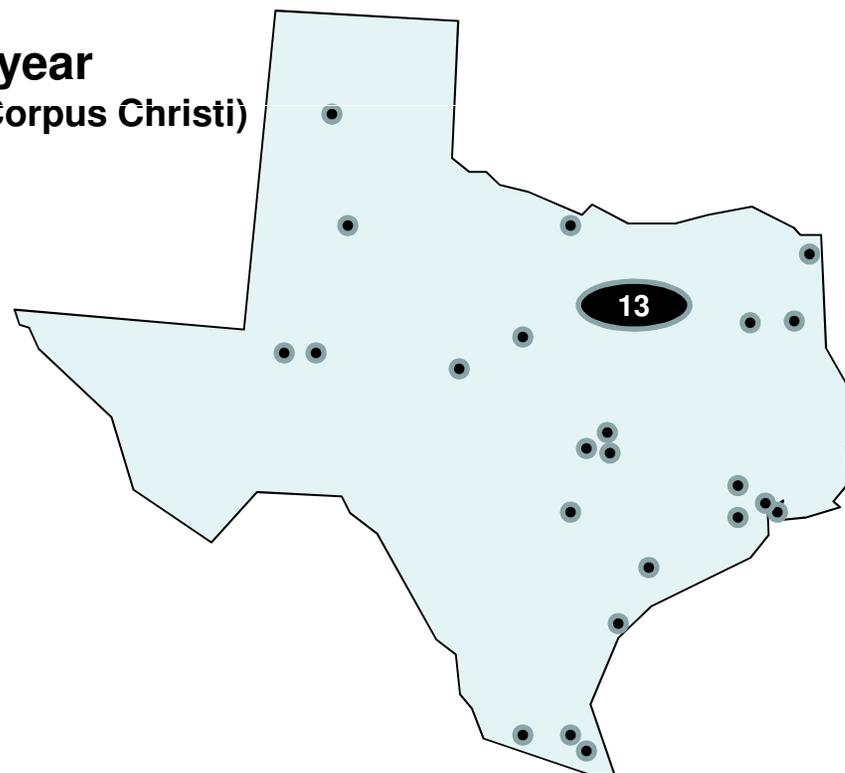
- **550 Communities in Texas collect 4A, 4B or both**

- 53 collected at least \$2.5 million
- 36 collected at least \$4.0 million

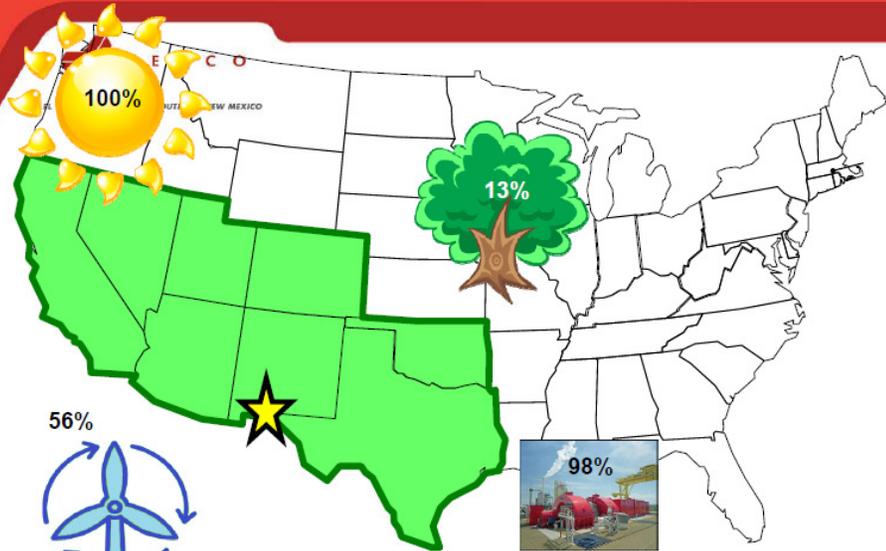
- **Of the 36 collecting at least \$4 million last year**

- **Population range: 26,027 (Southlake) – 287,245 (Corpus Christi)**

- DFW area 13
- Houston area 4
- Austin area 4
- West 4
- Lower Rio Grande Valley 3
- Panhandle 2
- Rural East 2
- Rural Northeast 2
- Gulf Coast 2



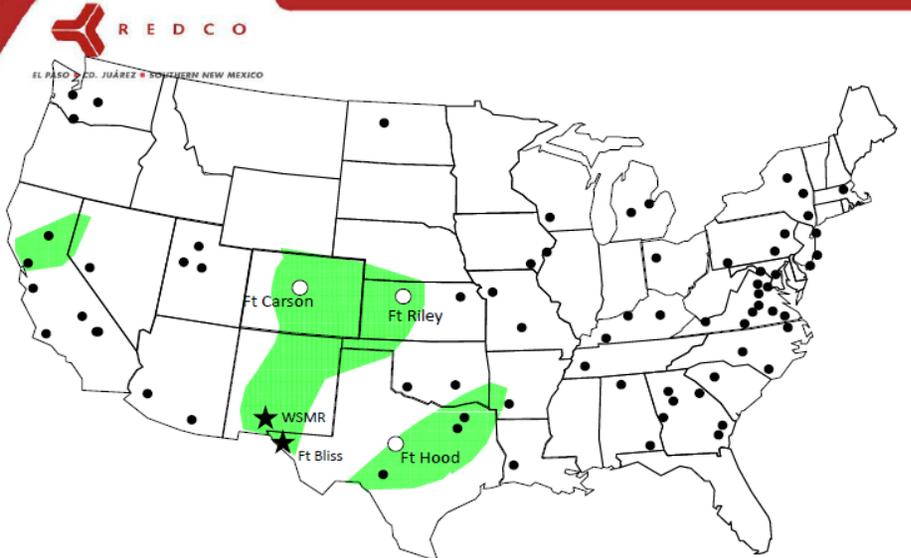
Geographic Center of Renewable Energy Generation



Region represented 39.46% of all geothermal, solar, wind and biomass generation in 2007 and 70% of SWG

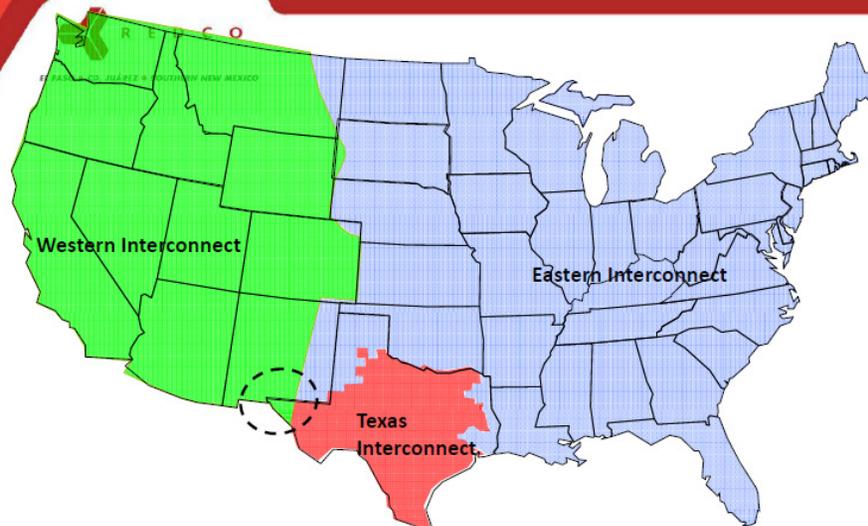
Source: US Department of Energy, EIA

Army Potential: Solar, Wind, Geothermal



Source: "Army Energy Security: The Way Ahead"; a briefing by Dr. Kevin Geiss; Program Director, Energy Security; ACSIM; 20 May, 2009

Electric Grids in the United States



Source: US Department of Energy

Clean Tech Strategy



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*EPE- City – FT Bliss
must collaborate!*

REDCo has an idea.

- **REDCo taking initiative to convene/align regional stakeholders**

- **Alternative / Renewable Energy Projects Identified**

25 solar projects; ranging in size from 0.012 MW to 100 MW; potential to generate up to 239 MW; 12 of the projects are in conceptual stage (up to 182 MW); remaining 13 projects (up to 57 MW) are in the planning, construction or operational phase and all scheduled to be on-line by 2012

3 wind projects, ranging in size from 1.3 to 88 MW; potential to generate up to 139 MW; 1 project is conceptual (50 MW); 1 in planning (88 MW) and 1 operational (1.3 MW)

2 biomass projects, 1 identified as a 90 MW waste to energy plant in planning phase; 1 methane recovery system with size and implementation timing to be determined

Perceptions of the El Paso/Juarez Region's Business Climate

A SURVEY OF LOCATION ADVISORS



Prepared for the El Paso Regional Economic Development Corporation
By Development Counsellors International

March 2011



Where The World Gets To Work
EL PASO REGIONAL ECONOMIC DEVELOPMENT CORPORATION
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The leader in marketing places

Overview

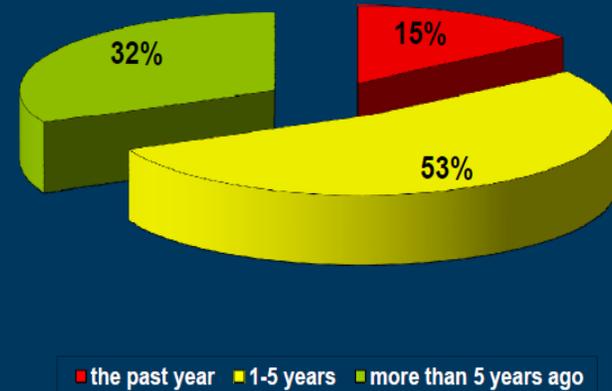
- 222 Location Advisors were invited to participate in an online survey created to determine their perceptions of El Paso/Juarez.
- Conducted by DCI using Vovici online survey software.
- Survey conducted from January 26 - 31, 2011.
- Participants were offered a Starbucks Card and a chance to win an Apple iPad.
- 64 respondents in all. Response rate is 28.8%.

Background on Respondents

Does your firm specialize with clients in any of these industry segments?
(Check all that apply.)

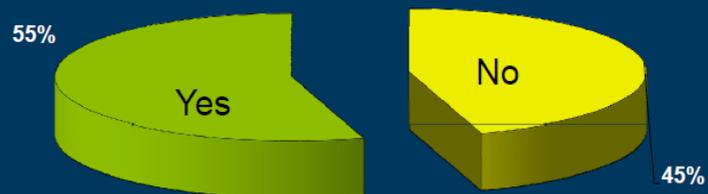
- 83% Corporate Headquarters
- 73% Back Office/Contact Centers
- 69% Data Centers
- 61% High Tech/Electronics
- 52% Alternative/Renewable Energy
- 52% Automotive
- 45% Medical Devices
- 25% Defense and Homeland Security

Most Recent Visit to El Paso/Juarez



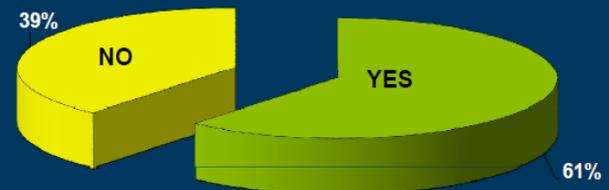
Familiarity with El Paso/Juarez

Have you ever been to the El Paso/Juarez region?



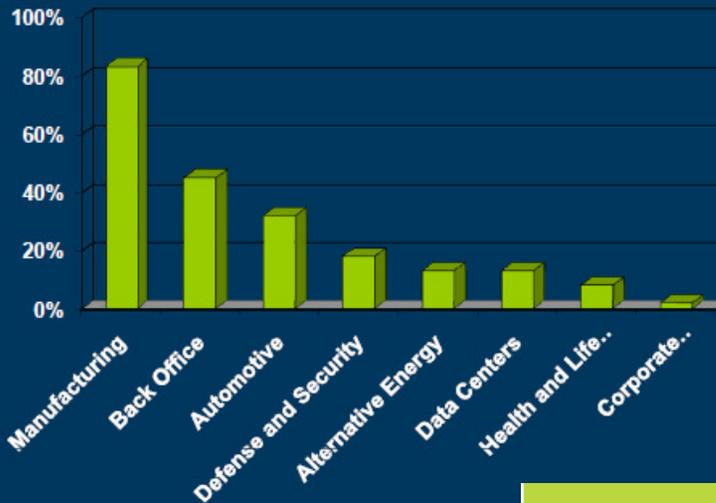
*Based on 62 respondents

Ever Explored the El Paso/Juarez Region for a Client Location



*Based on 62 responses

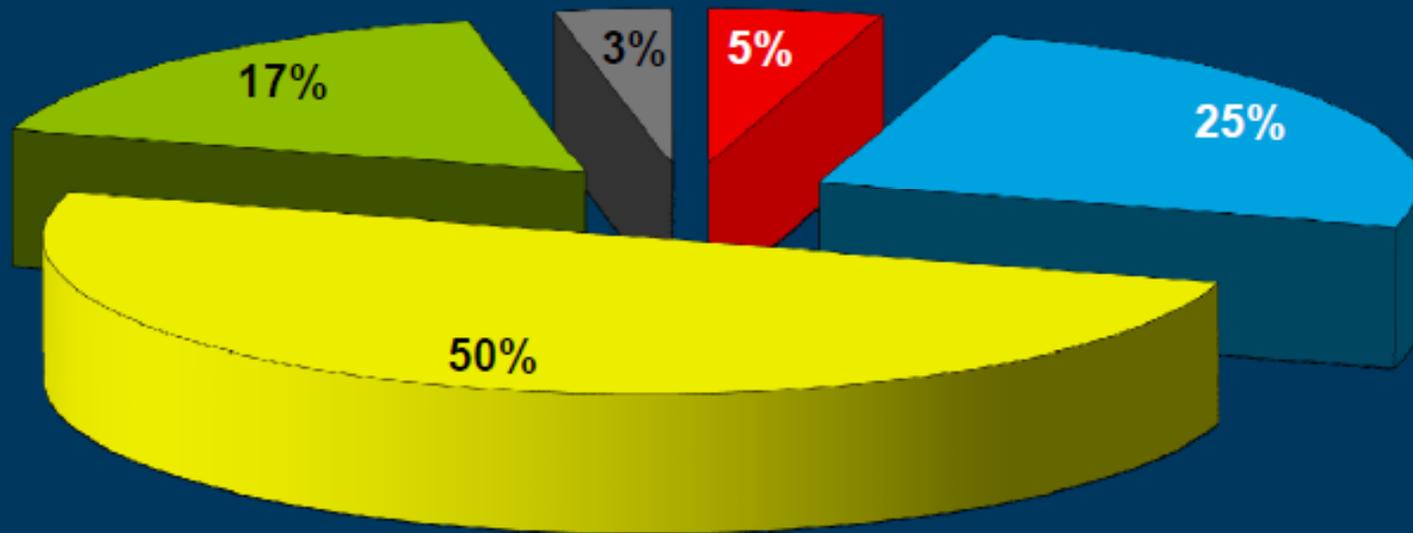
Industries Associated with the El Paso/Juarez Region



Outcomes by Project Type

Type of Project	Total Respondents	Number that chose El Paso/Juarez	% that chose El Paso/Juarez
Back Office/Call Center	15	5	33%
Manufacturing (including Automotive and Aerospace)	15	1	7%
Distribution	3	1	33%
High tech/Defense	3	0	0%
Office	1	1	100%
Totals	37	8	22%

Rating El Paso's Business Climate



■ Poor 1 ■ Fair 2 ■ Good 3 ■ Very Good 4 ■ Excellent 5

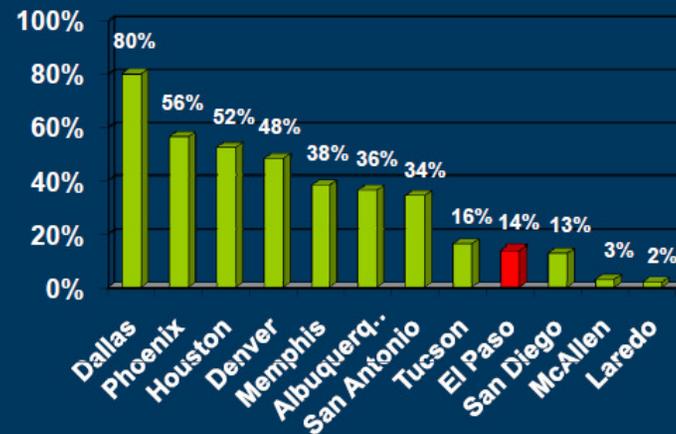
Rating the Business Climates of El Paso and Competitor Cities

Ranked by mean score (on a scale of 1-5 where 1= "Poor," and 5 = "Excellent")



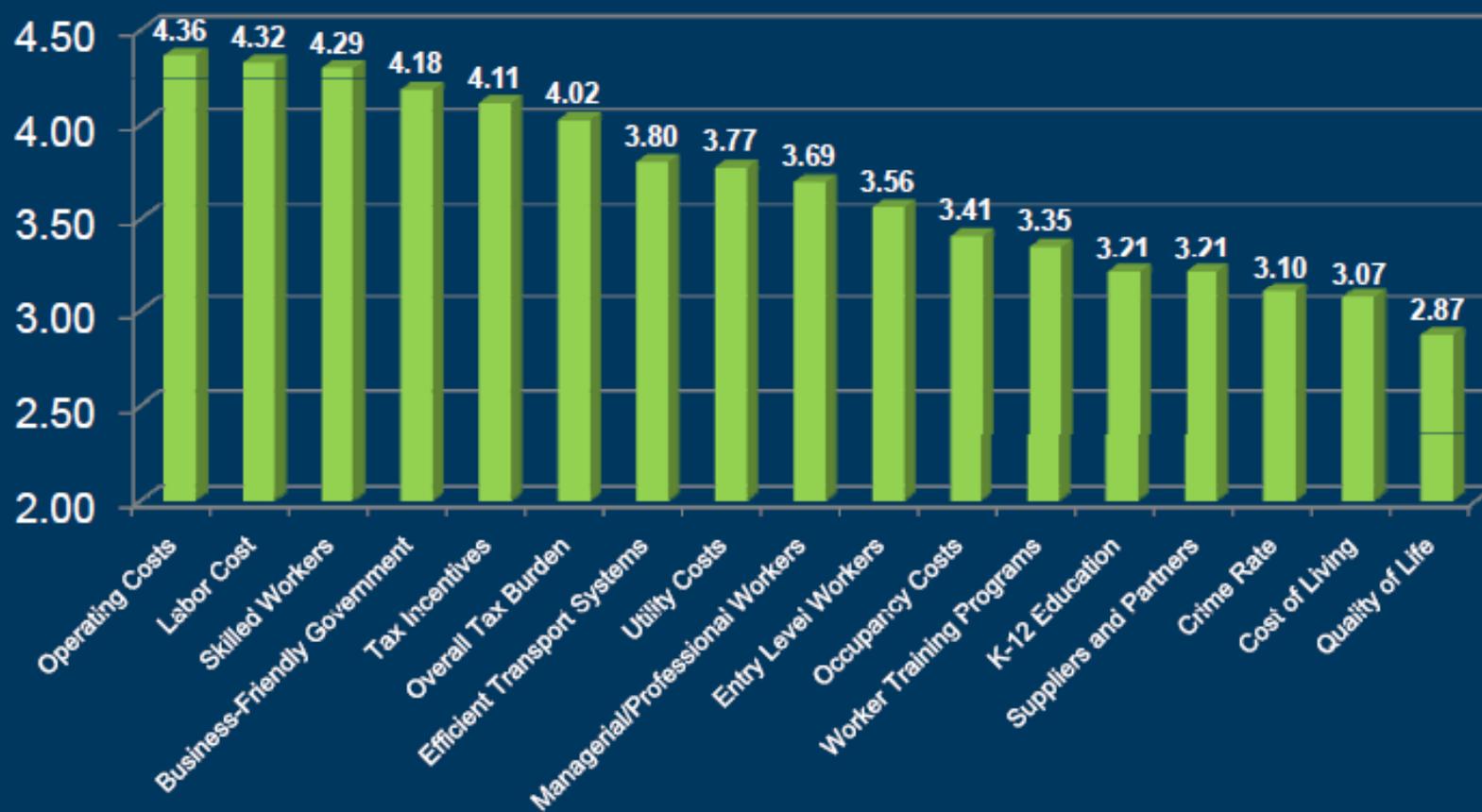
Cities considered most often for business locations: Comparing El Paso and competitors

Based on percentage of respondents

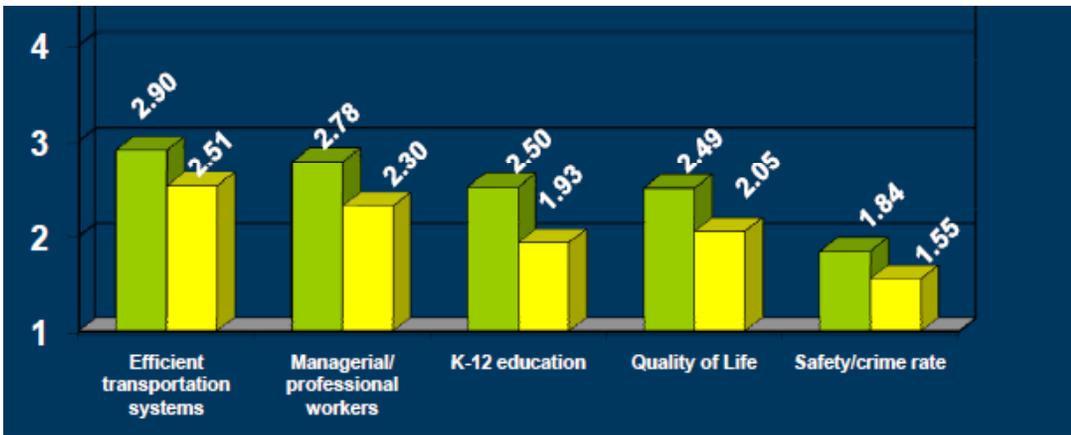
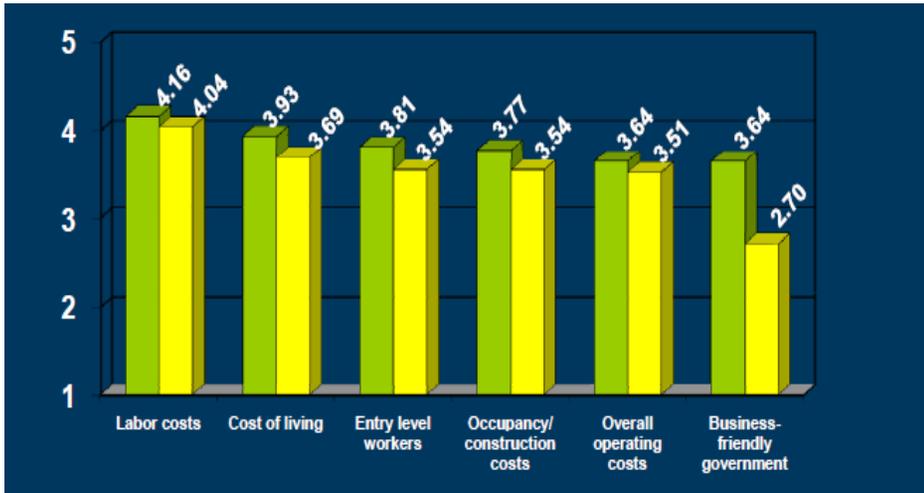


Factors in Location Decisions

Based on mean score on a scale of 1 - 5



Rating El Paso and Juarez on Site Location Factors



■ EL PASO ■ JUAREZ

Terms Associated with El Paso/Juarez

Violence/Crime/Danger	50%
Border	36%
Low cost area	27%
Affordable labor	18%
Manufacturing	16%
Mexico	16%
Multinational/ bilingual region	13%
Comment on the weather/climate ("hot")	11%

*Based on 56 respondents

Reasons El Paso/Juarez is dropped from consideration or not considered

Concerns about security and crime	57%
Market access/remote	45%
Poor perceptions	24%
Labor quality (education levels)	24%
Border issues (immigration)	16%
Ability to attract labor, relocate employees	10%
Quality of life	10%
Doesn't fit project/client demands	10%

* Based on 58 respondents

Image Correction Strategy with Site Consultants



- Visit at least 100 consultants (156 potential) remainder CY 2011
- Quarterly Updates on Security Environment (e-news)

Image Correction Strategy with Site Consultants



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Schedule (as of July 28, 2011)

Atlanta	Aug 7-10
Chicago	Aug 15-19
New York	Aug 29-Sep 2
Phoenix/LA/ Bay Area	Mid Sep
Washington DC	Early Oct

Themes/Messages

- **Juarez : city of competing realities**
- **El Paso: safest large city**
- **Industrial/commercial opportunity in El Paso/Juarez**



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BACKGROUND

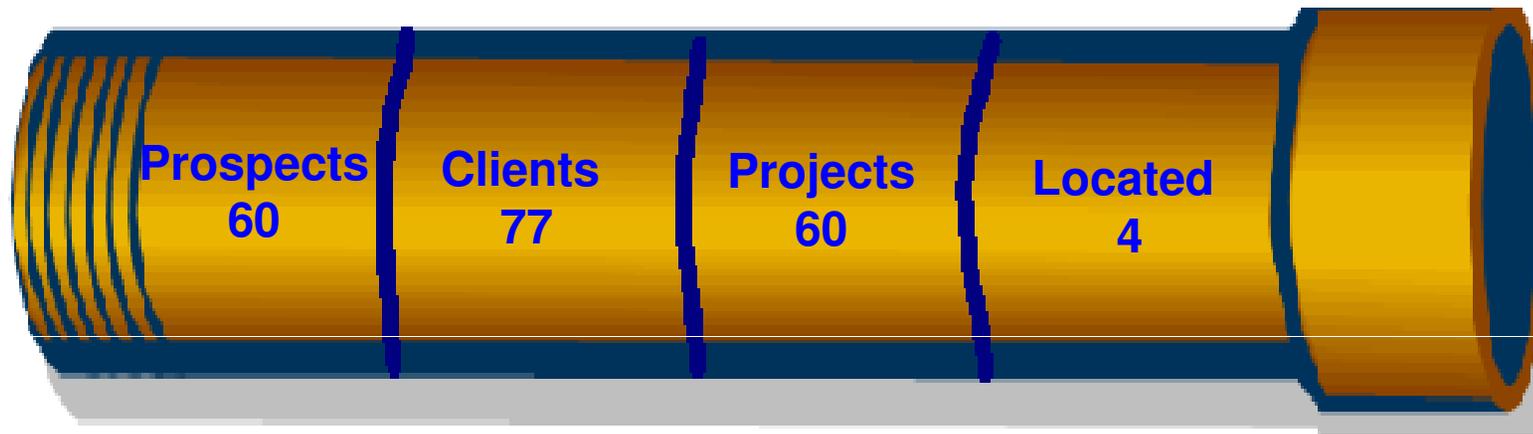
El Paso Industry Recruitment

as of June 20, 2011



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201 active files

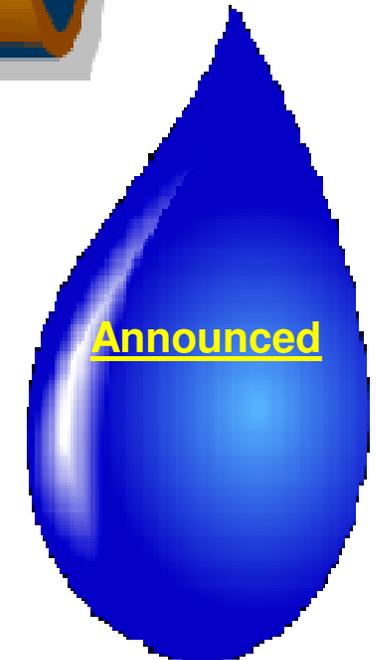


Initial Inquiries

Visited El Paso

Shortlisted El Paso

Chosen EP, but
not announced

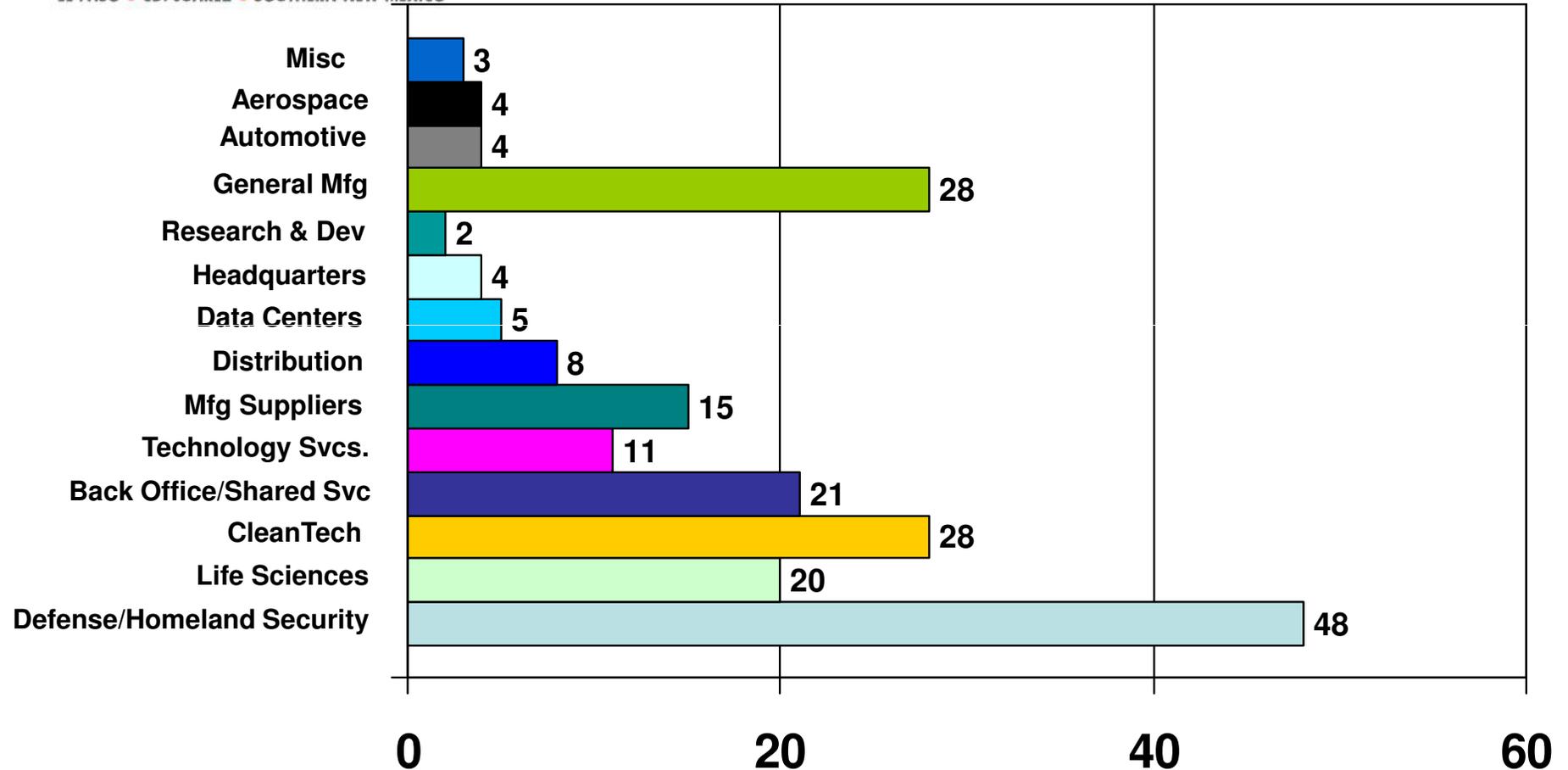


El Paso Activity



**201 Active Files
June 20, 2011**

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2011 Activity

Company Visits (thru June 20)



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Interested In:	1Q	2Q	3Q	4Q	Total 2011
El Paso	16	8			24
Juarez	0	8			8
El Paso &/or Juarez	2	1			3
Total Visits	18	17			35