



THE BORDERPLEX ALLIANCE

2023 ANNUAL REPORT

Dear Investors,

As we celebrate the 10th anniversary of The Borderplex Alliance, I am filled with gratitude and excitement for the future. This milestone marks a decade of unwavering commitment to driving economic development and advocating for policies that strengthen the bond between the United States and Mexico along our shared border.

Over the past year, our region has witnessed remarkable growth and resilience. The Borderplex Alliance has been at the forefront of this progress, working tirelessly to attract new investments, create jobs, and foster a thriving business environment. Our efforts have been fueled by the support and trust of our invaluable investors, who share our vision of a prosperous and interconnected border region.

As we reflect on our achievements, we are proud of the positive impact we have made in the lives of countless individuals and families. Through our initiatives, we have brought hope and opportunity to our communities, empowering them to reach their full potential. The Borderplex Alliance remains dedicated to advocating for policies that promote cross-border collaboration, facilitate trade, and enhance the competitiveness of our region on the global stage.

Looking ahead, we are filled with optimism for the future. The Borderplex Alliance will continue to be a catalyst for economic growth, innovation, and regional advocacy. We are committed to working hand in hand with our partners, stakeholders, and the communities we serve to build a brighter tomorrow.

Thank you for your ongoing support and belief in our mission. Together, we will continue to shape a future filled with jobs, hope, and boundless opportunities for all.

Sincerely,

A handwritten signature in white ink that reads "Jon". The signature is fluid and cursive, with a large initial 'J'.

Jon Barela, CEO

HIGHLIGHTS



NEW BOARD OF DIRECTORS

JON BARELA, CEO

The Borderplex Alliance

Nov 2023



NEW BOARD OF DIRECTORS

MARCOS DELGADO, EXECUTIVE VICE PRESIDENT

The Borderplex Alliance

May 2023

KEVIN B. BOBERG
EXCELLENCE IN ECONOMIC DEVELOPMENT AWARD

SPONSORS



EL PASO CLIMATE CHARTER

Prop K Defeated



FEATURED

Make it Here Campaign

El Paso, Texas
In the Middle of Everything

FEATURE STORY: GOVERNOR'S REPORT



THE LONE STAR STATE DOES THINGS BIG. LEADERSHIP LOOKS TO KEEP BUSINESS GROWTH GOING WITH TAX CUTS, INCENTIVES SUPPORT, AND TOP TALENT.

BY ANNE COCHRAN

From a skilled growing workforce to low taxes and competitive incentives, everything is bigger and better in Texas. From a civilian workforce of more than 14 million, to unrivaled investment in accessible infrastructure, to one of the nation's largest deal-closing funds—Texas is proud to offer the most advantageous business climate for expanding and relocating companies. It's why Toyota and Charles Schwab have moved their corporate headquarters from California to Texas. Apple has broken ground on a new Austin campus that will initially house 5,000 employees with the ability to grow to 15,000. Tesla relocated their headquarters to Texas, and SpaceX has continued to invest throughout the state in office development, and space launch facilities.

Texas offers businesses the freedom to be successful and for their employees to be successful. Texas has no personal or



“Robust economic development is the focus of our 88th legislative agenda.”

—GOVERNOR ABBOTT

Here comes the heat! Corporate state income tax and a reasonable regulatory climate. When combined with steady employment and income growth, forecasters rank Texas first in the nation for five-year growth projections.

Headset Packard moved its headquarters from San Jose to Houston. Oracle relocated its headquarters from Redwood City to Austin. Amazon chose Houston as one of its coveted “tech hubs.” Elon Musk moved from California to be closer to his Austin, Texas, southern California and relocated Tesla headquarters to Texas.

Business facilities recently spoke with Texas Governor Greg Abbott about the latest for business and what he sees for the state going forward.

Greg Abbott: Ever since brave pioneers first settled Texas, our great state has offered the freedom and opportunity to succeed that cannot be found elsewhere. Today, Texas is home to the best business climate in the nation, that's why our economy is booming.

MAKE IT HERE

THE BORDERPLEX ALLIANCE
IN THE MIDDLE OF EVERYTHING

EL PASO, TEXAS
BORDERPLEXALLIANCE.ORG

Thank You!
for

10 Years

of fostering jobs, hope, and opportunity for the *Borderplex* region



BOARD OF DIRECTORS

(As of December 31, 2023)

(* Denotes New Executive Committee or Board of Directors Member)

CHAIR

Julio Chiu, *SEISA Group*

CHAIRMAN EMERITUS

Woody L. Hunt, *Hunt Companies*

CO-CHAIRS

David Osborn, *WestStar Bank*

Tom Hutchinson, *La Posta Group Inc.*

EXECUTIVE COMMITTEE

Ben Arriola, *Southwest University**

Juan Carlos Bermudez, *Parque Industrial Antonio J. Bermudez*

Richard Castro, *Castro Enterprises*

Leslie Cervantes, *New Mexico State University**

Alejandra De la Vega Foster, *Grupo de la Vega*

Jed Fanning, *Citizens Bank of Las Cruces*

Benito Fernandez, *Sistema Axis SA de CV*

Paul L. Foster, *Franklin Mountain Management*

Art Garza, *Las Palmas Del Sol Healthcare**

John Hjalmsquist, *Pizza Properties**

John Hummer, *Burrell College of Osteopathic Medicine*

Josh Hunt, *Hunt Companies*

Stanley Jobe, *Jobe Materials*

Royal Jones, *Mesilla Valley Transportation*

Jason Ketchum, *ONE Gas*

Crystal Long, *GECU*

Don Margo, *HUB International*

Ryan McGrath, *Wells Fargo*

Raymond Palacios, *Bravo Chevrolet Cadillac*

Ana Sanchez, *El Paso Water**

Salomon Noble, *Intermex*

William "Pablo" Sanders, *Sanders Partners*

Gov. Michael Silvas, *Ysleta del Sur Pueblo*

Kelly Tomblin, *El Paso Electric*

Gene Wolf, *Kemp Smith*

Tracy Yellen, *Paso del Norte Health Foundation*

BOARD MEMBERS

Lizzie Appleton, *Appleton Moving Company*

Scott Adkins, *PyroCom Systems*

John Balliew, *El Paso Water*

Jorge Barrera, *Conterra Networks*

Will Brown, *Sonny Brown Associates*

Craig Buchanan, *U.S. Bank*

Bill Burton, *Mithoff Burton Partners*

Lydia Cisneros, *ADP*

Chris Clepper, *Nusenda Credit Union*

Dale Dekker, *Dekker/Perich/Sabatini*

Lisa Evans, *Texas Mutual*

Eduardo Garcia, *Horizon Economic Development Corporation*

Kimball Hakes, *Hakes Brothers*

John Harris, *Memorial Medical Center*

Melanie Jones, *Stewart Title*

Alejandro Limon, *Texas Gas Service*

Dan Longoria, *Mattress Firm*

Nancy Lowery, *The Medical Center of the Americas Foundation*

Eugenio "Pacelli" Mesta, *Exigo Architecture*

Ceci Miles Mulvihill, *RMPersonnel*

Alan Malooly, *Amberlee Financial*

Kristi Marcum, *Bank of America/Merrill Lynch*

Carlos Martinez, *AT&T Texas*

Michael Morales, *Raiz*

Monica Moreno, *The Job Connection*

Carlos Murguia, *REXMED*

Robert Nathan, *Schneider Electric*

G. Paul Porras, *The Garick Group*

Angelica Rosales, *SUNDT*

Jorge Ruiz, *Baker McKenzie Abogados*

Keith Schroeder, *Novipax*

Javier Sotelo, *Sentry*

VJ Smith, *Marathon Petroleum*

Andrea Tawney, *Texas Tech University Health Sciences Center El Paso*

Judy Wendt, *CK Mills Properties*

BPA STAFF

JON BARELA, *Chief Executive Officer*

MARCOS DELGADO, *Executive Vice President*

ARTURO WIENER, *Senior Vice President of Finance*

JOHN A. MEZA, *Vice President of Communications & Government Affairs*

KATHERINE, VANDERTULIP, *Vice President of Development & Investor Relations*

NATALIE LITTLEFIELD, *Senior Vice President of Strategy & Business Development*

DENISE AVILA, *Director of Strategic Initiatives*

CHRISTIAN DIAZ, *Vice President of Economic Development*

TRACY HUHN, *Economic Development Analyst*

JUAN RODRIGUEZ, *Data Analyst*

ISAAC RODRIGUEZ, *Economic Development & Strategic Analyst*

MONICA FERNANDEZ, *Accountant*

SANDRA SIDES, *Office Manager & Administrative Assistant*

BUSINESS ATTRACTION & RETENTION



PROSPECT MISSIONS



Japan External Trade Organization	<i>Austin, TX</i>
Medical Device & Manufacturing Exhibition	<i>Anaheim, CA</i>
Southern California Road Show	<i>Orange County, CA</i>
Select USA	<i>Washington D.C.</i>
TxEDC Domestic Mission	<i>New York; New Jersey</i>
Team Texas Road Show	<i>Chicago, IL</i>
TxEDC European Mission	<i>Europe</i>
Battery Show North America	<i>Detroit, MI</i>
North American Auto Show	<i>Detroit, MI</i>
2023 Economix Site Selector Conference	<i>Atlanta; North Carolina</i>

EATON

Akorbi
PEOPLE ■ TECHNOLOGY ■ LANGUAGE

Monti
INCORPORATED

CONDUENT

HOTA

FLAGSTONE
FOODS

GRUPO BAFAR

LEAR
CORPORATION

WAGNER **CAT**

THURSDAY | FEB. 23 | EL PASO, TX

SOLD OUT
2023
GLOBAL BORDER SUMMIT

Keynote speaker

GORDON BROWN

FORMER PRIME MINISTER OF THE UNITED KINGDOM



Borderplex Alliance 2023 Confidential



THANK YOU TO OUR SPONSORS!

MATTRESS FIRM



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BORDERPLEX STRATEGIC INITIATIVES

IMPLEMENTATION PROGRESS AT A GLANCE



of the 2025 Ascend Plan is **complete**



40 action items are **complete**

in
2023

13 action items were completed by the strategy team



BUSINESS DEVELOPMENT + EDUCATION

- **1** Business Financial literacy Accelerator Program
 - **14** small businesses participating and receiving \$1,000 each upon completion;
 - **8** professional instructors and presenters.
- **Borderplex Commitment Equal Pay Campaign** launched; **1** new website, **1** employer toolkit, **5** partners.



WORKFORCE DEVELOPMENT + TECH EDUCATION

- Creation of **2** new engineering graduate courses and **1** certification program in **Product Design and Development**
- **Binational Technology Council** conducted **1** **Industry 4.0** training program for manufacturing suppliers and educators
 - **20** completion certificates to date;
 - Strategy team gave **9** presentations for **27** educators and **21** company representatives



SUPPLIER DEVELOPMENT

- **11** companies matched through **Buyer-Supplier Program**, with **6** Buyers and **42** total supplier customer opportunities.
- **1** supplier familiarization tour; **7** company visits; **5** interested in expansion and **1** expansion.
- **5** supplier briefs developed with 400 opens.



SIERRA DE JUÁREZ



THE BORDERPLEX ALLIANCE

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