



THE BORDERPLEX ALLIANCE

2020 ANNUAL REPORT

DEAR INVESTORS,

YOUR INVESTMENT IN OUR ORGANIZATION HAS NEVER MADE A MORE SIGNIFICANT IMPACT THAN IN 2020. WHEN THE ECONOMY WAS IN TATTERS, WE CREATED HIGH PAYING JOBS AT AN UNPRECEDENTED RATE. AS CAPITAL EVAPORATED, WE GENERATED A RECORD LEVEL OF NEW PRIVATE SECTOR INVESTMENT. SIMILARLY, AS THE GLOBAL ECONOMY CONTRACTED, WE EXPANDED OUR QUALIFIED PROJECT LEADS TO NEW HEIGHTS, NONE OF WHICH WOULD HAVE BEEN POSSIBLE WITHOUT YOUR UNWAVERING SUPPORT.

EPICTETUS, THE GREEK STOIC PHILOSOPHER, NOTED THAT “WE CANNOT CHOOSE OUR EXTERNAL CIRCUMSTANCES, BUT WE CAN ALWAYS CHOOSE HOW WE RESPOND TO THEM.” TWO THOUSAND YEARS LATER, HIS ADVICE HAS NEVER BEEN MORE APT. WE RESPONDED TO 2020 BY SHARPENING OUR FOCUS, DOUBLING DOWN ON OUR STRENGTHS, AND FOSTERING OUR GRIT, TENACITY, AND PERSEVERANCE. THE RESULT IS OUR MOST SUCCESSFUL YEAR TO DATE.

IN THESE PAGES, YOU’LL FIND A DETAILED, YET COGENT ACCOUNT OF OUR YEAR. THERE IS MUCH TO CELEBRATE. MOREOVER, THIS REPORT IS A HARBINGER OF BRIGHTER DAYS AND A MORE PROSPEROUS FUTURE.

WE ARE DEFYING THE ODDS AND HAVE NO PLANS OF SLOWING DOWN. WITH YOUR SUPPORT, WE’LL MAKE 2021 ANOTHER YEAR FOR THE RECORD BOOKS.

SINCERELY,

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

JON BARELA
CEO
THE BORDERPLEX ALLIANCE

BOARD OF DIRECTORS *(As of Dec. 31, 2020)*

CHAIR

RAYMOND PALACIOS, *Bravo Chevrolet Cadillac*

CO-CHAIRS

JULIO CHIU, *SEISA Group*

ALEJANDRA DE LA VEGA FOSTER, *Grupo de la Vega*

TOM HUTCHINSON, *La Posta Group Inc.*

EXECUTIVE COMMITTEE

DAN ARVIZU, *New Mexico State University*

JUAN CARLOS BERMÚDEZ, *Parque Industrial Antonio J. Bermúdez*

RICHARD CASTRO, *Castro Enterprises*

CURTIS DINAN, *ONE Gas*

JED FANNING, *Citizens Bank of Las Cruces*

BENITO FERNANDEZ, *Sistema Axis SA de CV*

PAUL L. FOSTER, *Franklin Mountain Management*

JOHN HUMMER, *Burrell College of Osteopathic Medicine*

JOSH HUNT, *Hunt Companies*

STANLEY JOBE, *Jobe Materials*

ROYAL JONES, *Mesilla Valley Transportation*

CRYSTAL LONG, *GECU*

DON MARGO, *HUB International*

MARCELA NAVARRETE, *El Paso Water*

SALOMON NOBLE, *Intermex*

DAVID OSBORN, *WestStar Bank*

WILLIAM P. SANDERS, *Sanders Partners*

KELLY TOMBLIN, *El Paso Electric*

RUSSELL "RUSS" VANDENBURG, *TVO North America*

TRACY YELLEN, *Paso del Norte Health Foundation*

MARCO ZARAGOZA, *Windstar*

BOARD MEMBERS

BEN ARRIOLA, *Southwest University*

JOHN BALLIEW, *El Paso Water*

RICK BAUGH, *Sunland Park Racetrack and Casino*

CINDY BILBE, *Stewart Title*

WILL BROWN, *Sonny Brown Associates*

CRAIG BUCHANAN, *U.S. Bank*

BILL BURTON, *Mithoff Burton Partners*

ALVARO BUSTILLOS, *Desarrollo Económico de Cd. Juárez*

LAURA M. CONNIFF, *Steinborn & Associates Real Estate*

DALE DEKKER, *Dekker/Perich/Sabatini*

YOLANDA EUFRACIO, *FINSA*

LISA EVANS, *Texas Mutual*

JOHN HARRIS, *Memorial Medical Hospital*

JOHN HJALMQUIST, *Pizza Properties*

DREW HOY, *Hoy Family Auto*

WOODY L. HUNT, *Hunt Companies*

BOB KOTARSKI, *City Bank Texas*

BRAD KUYKENDALL, *Western Technical College*

ALEJANDRO LIMON, *Texas Gas Service*

RYAN MCGRATH, *Wells Fargo*

CECI MILES MULVIHILL, *RMPersonnel*

ROD MITCHELL, *Las Cruces Machine*

MONICA MORENO, *The Job Connection*

CARLOS MURGUIA, *REXMED*

SHAWN OLLIS, *Prudential Financial*

G. PAUL PORRAS, *The Garick Group*

ANGELICA ROSALES, *SUNDT*

JORGE RUIZ, *Baker McKenzie Abogados*

EMMA SCHWARTZ, *The Medical Center of the Americas Foundation*

DAVID SHIMP, *Las Palmas Del Sol Healthcare*

GOV. MICHAEL SILVAS, *Ysleta del Sur Pueblo*

VJ SMITH, *Marathon Petroleum*

ANDREA TAWNEY, *Texas Tech University Health Sciences Center*

FRANCISCO "PANCHO" URANGA, *Foxconn*

HECTOR VILLEGAS, *BBVA Compass Bank*

LESLIE WARD, *AT&T Texas*

JUDY WENDT, *CK Mills Properties*

GENE WOLF, *Kemp Smith*

2020 STAFF

JON BARELA, *Chief Executive Officer*

MARCOS DELGADO, *Executive Vice President*

SUSAN A. MELENDEZ, *Senior Vice President — Investor Relations*

ARTURO WIENER, *Senior Vice President of Finance*

DENISE AVILA, *Program Coordinator — Borderplex de México*

CHRISTIAN DIAZ, *Industry Council Coordinator*

KASSANDRA C. HUH, *Vice President of Workforce Development and Analytics*

NATALIE LITTLEFIELD, *Vice President of Strategy*

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

TONY RAMIREZ, *Vice President of Economic Development*

KARIN A. RIOS, *Director of Data Analytics*

SANDRA SIDES, *Office Manager and Administrative Assistant*

ORGAN MTNS.

KEY METRICS

COMPLETED PROJECTS

amazon

TJX



Altisource
YOUR ONE SOURCE™

Capgemini

TLC
associates

AIR
COMPRESSOR
SOLUTIONS

ergomotion

PRENT
THERMOFORMING

PROSPECT MISSIONS



Anaheim, CA
Medical Device Manufacturing
West



Israel
TxEDC Governor's Israel Trade
Mission



New York City, NY
Site Selectors Guild



Atlanta, GA
Site Selectors Guild



Chicago, IL
TEDC Roadshow



France, Germany, and
Switzerland
TBIC Virtual Trade Mission

**RECORD-BREAKING
YEAR FOR**

JOB CREATION

INVESTMENT

SQUARE FOOTAGE ADDED

JOBS:
5,891
NEW/RETAINED

44% increase from 2019

INVESTMENT:
\$602
MILLION

799% increase from 2019

SITE VISITS:

45

SQUARE FOOTAGE:

3,873,500 +
NEW/ABSORBED

ANNUAL PAYROLL:

\$120 +
MILLION

INVESTOR RELATIONS

25

Investor Events

- Reception Honoring Joyce Wilson
- Distinguished Speaker U.S. Ambassador to Mexico, Christopher Landau
- Virtual Investor Briefing (3)
- CEO Roundtables (3)
- Las Cruces Investor Briefing
- NASA Event With Ginger Kerrick
- Amazon Welcome to the Region Event
- Desarrollo Económico Webinar
- Remarks From Her Majesty's Consul-General, Richard Hyde of the British Consulate in Houston
- 2025 Borderplex Ascend Plan Launch
- Discussion With Governor of Texas, Greg Abbott
- Executive and Board Meetings (10)

63

Executive Committee and Board Members
Representing El Paso, Cd. Juárez and Southern New Mexico

225

Total Investors at
Year End 2020

BORDERPLEX STRATEGIC INITIATIVES



THE BORDERPLEX 2025 ASCEND PLAN launched this year. The Ascend Plan sharpens and re-focuses The Borderplex Alliance's strategy to create a more prosperous, dynamic, and competitive region. Our team queried the best minds and evidence-based strategies to create a bespoke plan suited to our unique region.

The Borderplex 2025 Ascend Plan comes on the heels of what was the region's most successful year for economic developments since The Borderplex Alliance's founding in 2013.



PROJECTS

- 2025 Ascend Plan Report and Community Presentation
- Borderplex Skills Cluster Analysis
- Prudential Business Services Education Landscape



NEW GRANTS

- \$50,000 Grant from Microsoft Techspark
- \$15,000 Grant from Prudential



NEW RESOURCES

- Gazelle.ai Economic Development Platform
- Draft Agreement to Build New B2B Supplier Platform



NEW ORGANIZATION

- Formation of Binational Technology Council
- Industry-Driven Action Plan
- New Industry Council Coordinator Added to the Team
- Bylaws Drafted

CEO LEADERSHIP ACITIVITES

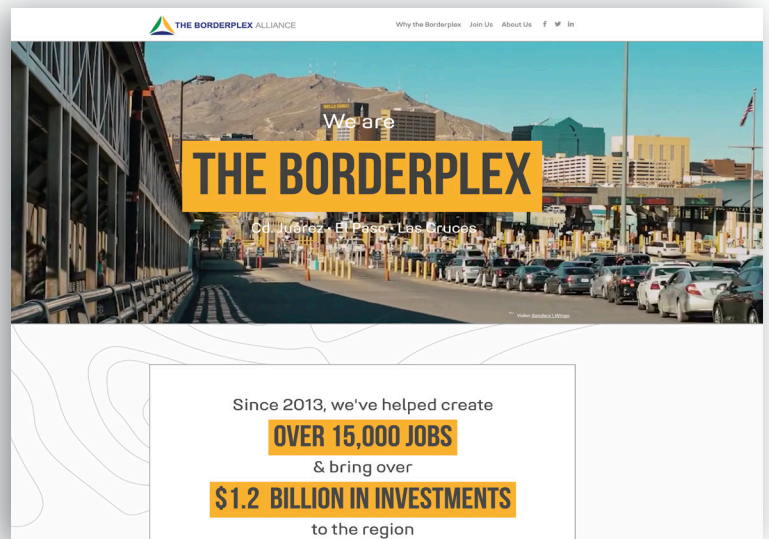
El Paso, Texas.....	Regional Economic Development Marketing Launch	Washington D.C.....	Port Funding Advocacy Meetings with Members of Congress
El Paso, Texas.....	Presented at the El Paso 2020 Urban Counties Educations and Policy Conference	Virtual.....	COVID-19 Impact on International Trade Discussion with U.S. Rep. Veronica Escobar
Austin, Texas.....	Border Trade Advisory Committee Meeting	Virtual.....	BTMP - City of El Paso Economic Development Discussion
Dallas, Texas.....	2020 Texas Association of Business (TAB) Annual Meeting and Policy Conference	Virtual.....	Call with DHS Acting Secretary, Chad Wolf
Dallas, Texas.....	TAB Board of Directors Meeting	Virtual.....	Border Trade Advisory Committee Meeting
Mexico City.....	Advocacy Trip with Mayor Dee Margo, Mexican Consul General, Mauricio Ibarra and Mexican Foreign Minister, Marcelo Ebrard	Virtual.....	"Rebuilding our Economy" with Mayor Dee Margo
El Paso, Texas.....	PSB Board of Directors Meeting	Virtual.....	Trade Working Group Review with Jeff Moseley
El Paso, Texas.....	Presentation to U.S. Customs and Border Protection	Virtual.....	Lt. Governor's Task Force "Texans Back to Work"
El Paso, Texas.....	Panelist at the Future of Immigration: 2020 Election and Beyond	Virtual.....	Meeting with Mexico's Ambassador to the U.S., Martha Bárcena
El Paso, Texas.....	Panelist at El Paso 2.0: Developing Regional Strategy	Virtual.....	COVID-19 Enhanced Public Health Response Coalition Partners Updates with Mayor Dee Margo, Tracy Yellen, and Emma Schwartz
El Paso, Texas.....	Panelist at Texas Tribune: Future of the Border Region	Virtual.....	TAB Executive Committee Zoom Meeting
		Virtual.....	MexPort/Borderplex Alliance Panel Moderator
		Virtual.....	Texas Border Summit

COMMUNICATIONS

We've completely redesigned and rethought our communications and online presence from the ground up.

In 2020, we launched a brand new website. Each line of code, paragraph of prose, and pixel is new and designed to help attract companies to the region.

We will also be moving forward with a completely new version of our award-winning newsletter.



2020 MEDIA HIGHLIGHTS



Virtual Conversation with U.S. Rep. Veronica Escobar
"What Does Our Region Need to do to
Aggressively Combat COVID-19?"

Virtual Speaker at CCAC/ Alliance Webinar: The
Borderplex Alliance, Gateway of Trade for the
Americas

Virtual USMCA in Context: Mexico's Trade Agenda

Virtual BTAC Meeting

Virtual Texans for Economic Growth

Virtual 2020 Washington Conference on the
Americas with Michael Pompeo, U.S.
Secretary of State

Virtual Briefing with U.S. Ambassador to Mexico,
Christopher Landau

Virtual Panelist at Texas Competes

Virtual MCA Foundation Board Meeting

Virtual Trade Committee Special Taskforce: TXBIZ

Virtual George W. Bush Institute Immigration Reform
Committee

Virtual Post-Election Virtual Briefing, NAE

Virtual TAB Fall Board of Directors Meeting

Virtual Immigration Policy Update and Post-Election
Strategy with Texas for Economic Growth

Virtual Amazon Welcome to the Region Event

Virtual Regional Tour with Her Majesty's
Consul-General, Richard Hyde of the British
Consulate in Houston

Virtual El Paso Business Recovery Taskforce

Virtual Military Influence on Our Region Panel with
Progress 321

Virtual Meeting with Tony Gonzalez, Texas' 23rd
Congressional District U.S. House Candidate

Virtual Panelist at the Executive Forum Meeting: El
Paso's Present and Potential Economic Climate

Virtual Spaceport America, Launching Economic
Growth with Progress 321

Virtual Webinar with John Austin, Director of Michigan
Economic Center and Desarrollo Económico de
Cd. Juárez

BORDERPLEX DE MÉXICO

CONSEJO REGIONAL PARA EL DESARROLLO DE LA EDUCACIÓN Y SUSTENTABILIDAD (CONREDES) is a program designed to create a vibrant regional economy by aligning workforce development efforts between the private and academic sectors in Cd. Juárez.

CONREDES PARTNERS



Lexmark™

Johnson & Johnson



BOSCH

• APTIV •

COMMSCOPE®

LEAR
CORPORATION



843

Students Attended the Annual
CONREDES Summit (virtual)

1,600

Views of the Summit via Social
Media

291

Internships Secured Through
the CONREDES Program

159

Students Participated in a Soft
Skills Evaluation

1,124

Students Attended 'Talent Talks'
in Partnership With UACJ and
Desarrollo Económico

4,017

STUDENTS IMPACTED BY THE
CONREDES PROGRAM

SIERRA DE JUAREZ



THE BORDERPLEX ALLIANCE

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