



THE BORDERPLEX ALLIANCE
2024 ANNUAL REPORT

Dear Investors,

As I reflect on 2024, I am filled with optimism and pride for what we've accomplished together in the Borderplex region.

Despite geopolitical uncertainties and the natural ebbs and flows of global markets, our region continues to shine as a beacon of opportunity, innovation, and growth. The strides we've made in 2024 are a testament to the unwavering commitment of our staff, partners, and, most importantly, you — our investors.

From transformative manufacturing to the growth of high-tech industries and the strengthening of our cross-border partnerships, the Borderplex is not just keeping pace but setting the standard for economic vitality. We've welcomed new businesses, created meaningful, well-paying jobs, and fostered an environment where innovation thrives.

These achievements are not ours alone—they belong to every one of you who believes in the potential of our region and invests in its future.

We are deeply grateful for your trust and partnership. Your support fuels our momentum and empowers us to seize new opportunities. Without you, none of this would be possible, and we never take that for granted.

Thank you for being part of this journey. Here's to celebrating our successes and charging toward an even stronger tomorrow!

With gratitude,



Jon Barela
CEO
The Borderplex Alliance



ISO CERTIFICATION

This year, we achieved ISO 9001:2015 certification, reinforcing our commitment to quality, efficiency, and industry best practices.



BOARD OF DIRECTORS

(As of Dec. 31, 2024)

CHAIR

David Osborn, *WestStar Bank*

CHAIRMAN EMERITUS

Woody L. Hunt, *Hunt Companies*

CO-CHAIRS

Jed Fanning, *Citizens Bank of Las Cruces*

Benito Fernandez, *Sistema Axis SA de CV / Controladora*

Kanimi SAPI de CV, and Ferfarms SAPI de CV

Kelly Tomblin, *El Paso Electric*

BOARD OF DIRECTORS

Benjamin Arriola, *Southwest University*

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

Richard Castro, *Castro Enterprises*

Julio Chiu, *SEISA Group*

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

Lisa Evans, *Texas Mutual*

Valerio Ferme, *New Mexico State University*

Paul L. Foster, *Franklin Mountain Management*

Art Garza, *Las Palmas del Sol Healthcare*

John Hjalmlquist, *Pizza Properties*

John Hummer, *Burrell College of Osteopathic Medicine*

Josh Hunt, *Hunt Companies*

Stanley Jobe, *Jobe Materials*

Royal Jones, *Mesilla Valley Transportation*

Jason Ketchum, *ONEGas*

Crystal Long, *GECU*

Chris Lyons, *Santa Teresa Land, LLC*

Don Margo, *HUB International*

Ryan McGrath, *Wells Fargo*

Raymond Palacios, *Bravo Auto Group*

Ana Sanchez, *El Paso Water*

William P. Sanders, *Sanders Partners*

Michael Silvas, *Ysleta del Sur Pueblo*

Gene Wolf, *Kemp Smith*

COUNCIL OF ADVISORS

Scott Adkins, *PyroCom Systems*

John Balliew, *El Paso Water*

Will Brown, *Sonny Brown Associates*

Craig Buchanan, *U.S. Bank*

Bill Burton, *Mithoff Burton Partners*

Lydia Cisneros, *ADP*

Chris Clepper, *Nusenda*

Dale Dekker, *Dekker/Perich/Sabatini*

Miguel A. Fernandez, *Plan Estrategico*

Kimball Hakes, *Hakes Brothers*

John Harris, *Memorial Medical Hospital*

Melanie Jones, *Stewart Title*

Brad Kuykendall, *Western Technical College*

Alejandro Limon, *Texas Gas Service*

Dan Longoria, *Mattress Firm*

Nancy Lowery, *Medical Center of the Americas Foundation*

Alan Malooly, *Amberlee Financial*

Miguel Servando Martinez, *Schneider Electric*

Eugenio "Pacelli" Mesta, *Exigo Architecture*

Kristi Marcum, *Bank of America/Merrill Lynch*

Michael Morales, *Raiz Federal Credit Union*

Monica Moreno, *The Job Connection*

Carlos Murguia, *REXMED*

Ceci Miles Mulvihill, *RMPersonnel*

Salomon Noble, *Intermex*

G. Paul Porras, *The Garick Group*

Angela Rosales, *SUNDT*

Jorge Ruiz, *Baker McKenzie Abogados*

VJ Smith, *Marathon Petroleum*

J.D. Salinas, *AT&T Texas*

Andrea Tawney, *Texas Tech University Health Sciences Center*

Judy Wendt, *CK Mills Properties*

Tracy Yellen, *Paso del Norte Health Foundation*

BUSINESS ATTRACTION & RETENTION

1,308

NEW JOBS

\$407.1M

REGIONAL INVESTMENT

9

COMPLETED PROJECTS

\$44.9M

ANNUAL PAYROLL

(U.S. Side)

1.69M

SF NEW/ABSORBED

61

SITE VISITS

PROSPECT MISSIONS



Medical Device & Manufacturing Exhibition	Anaheim, CA
Site Selectors Guild	Nashville, TN
Data Center World	Washington, D.C.
Southern Economic Development Council - Site Selector Conference	Atlanta, GA
Select USA	Washington, D.C.
Asia Trade Mission	Taiwan; South Korea; Japan
Site Selectors Guild Partner Summit	Charleston, SC
Team Texas Road Show	Chicago, IL
Site Selectors Guild Fall Forum	Detroit, MI
Economix Site Selector Conference	Salt Lake City, UT



BOSCH

WNC

Wistron NeWeb Corp.



thyssenkrupp

amazon



KYOEI STEEL GROUP

VINTON STEEL

Spirit of Challenge



Logistics

GLOBAL BORDER SUMMIT

FEBRUARY 22, 2024 | EL PASO, TX

ABOUT

The Global Border Summit is an immersive, all-day experience featuring world-renowned leaders who offer unparalleled insights into the geopolitical and economic forces shaping global markets and fostering economic development.

SUMMIT STATS

SOLD OUT

2 WEEKS PRIOR

sessions and luncheon were sold out



650+

individuals attended the summit



LOCAL AND REGIONAL

media coverage about the summit

Featuring Keynote Speakers



JAMES CARVILLE
AMERICA'S BEST KNOWN POLITICAL
CONSULTANT



MARY MATALIN
CELEBRATED AUTHOR, COMMENTATOR
& PRESIDENTIAL ADVISOR



SPONSORS



WOODY L. HUNT EXCELLENCE IN ECONOMIC DEVELOPMENT AWARD

OCTOBER 22, 2024 | EL PASO, TX

ABOUT

The Woody L. Hunt Excellence in Economic Development Award is a tribute to its founding chairman, businessman, and philanthropist Woody Hunt. This prestigious accolade is set to honor leaders making extraordinary contributions to improving our region's economic competitiveness.



The first recipient of this award was El Paso Electric, under the stewardship of President and CEO Kelly Tomblin.



"El Paso Electric's impact transcends power generation; they are a cornerstone in strengthening our local economy and key partners in crafting a more prosperous future for the Borderplex region."

-Jon Barela

SPONSORS



CASTRO ENTERPRISES, INC.

BORDERPLEX STRATEGIC INITIATIVES

IMPLEMENTATION PROGRESS AT A GLANCE



of the 2025 **Ascend**
Plan was **completed**



48 action items are
complete

in
2024

17 action items were
completed by the
strategy team



BUSINESS DEVELOPMENT + EDUCATION

- **1 Business Financial literacy Accelerator Program**
 - **8** startup companies
 - **\$5,000** Pitch Competition Award
 - **9** Partners and Instructors
- **Space Innovation Hub**
 - **\$19.7M** Grant from Texas Space Commission
 - **1** Planned space innovation center
 - **100** jobs expected within **3** years
- **SBA Grant for Aerospace Ecosystem**
 - **\$150K**
 - **8** Partners
 - **4** Cities represented
- **CRIT Education Seminar**
 - **20** Researchers trained
 - **4** CRIT leaders attended



WORKFORCE DEVELOPMENT + TECH EDUCATION

- **Environmental Health and Safety Internship Pilot**
 - **5** paid interns
 - **\$22,270** partner contribution
 - **2** Permanent job offers
- **New Biotech Education Program**
 - **1** New Associate's
 - **1** New Certificate
 - **1** New Internship
- **Business Services Industry Education Gap Analysis**
 - **65** programs reviewed
 - **6** companies
 - **6** education institution
- **Aerospace Education Skills Gap Project**
 - **50** partners
 - **1** completed draft
- **AI for Educators Training**
 - **2** trainings
 - **49** educators trained
 - **3** partners



SUPPLIER DEVELOPMENT

- **21 companies matched** through Buyer-Supplier Program with **6** buyers and **15** total supplier customer opportunities.
- **6 Supplier Briefs** with **415** opens, **43** business opportunities promoted
- **Supplier & Buyer Interviews**
 - **18** suppliers, **3** buyers, **2** key programs improved
- **4 Comprehensive industry asset inventory lists** and marketing documents completed



COMMUNICATIONS

ESTIMATED
+10 MILLION IMPRESSIONS

MEDIA HIGHLIGHTS 2024

Bloomberg



yahoo!
finance



KFOX 14



El Paso Times
PART OF THE USA TODAY NETWORK

EL PASO MATTERS |



2024 STAFF

(As of Dec. 31, 2024)

JON BARELA, *Chief Executive Officer*

MARCOS DELGADO, *Executive Vice President*

ARTURO WIENER, *Senior Vice President of Finance*

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

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

KATHERINE VANDERTULIP, *Vice President of Investor Relations*

DENISE AVILA, *Director of Strategic Initiatives*

CHRISTIAN DIAZ, *Vice President of Economic Development*

JUAN RODRIGUEZ, *Economic Development Analyst*

ISAAC RODRIGUEZ, *Economic Development and Strategic Analyst*

MONICA FERNANDEZ, *Accountant*

SANDRA SIDES, *Office Manager & Administrative Assistant*

KEREN CARREON, *Marketing Intern*

SIERRA DE JUAREZ



THE BORDERPLEX ALLIANCE

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