

# Comprehensive Economic Development Strategy Update



July 21, 2025



# AGENDA

1. Purpose
2. Process & Priorities
3. Benefit Cost Analysis Methodology
4. Notable Projects
5. Next Steps

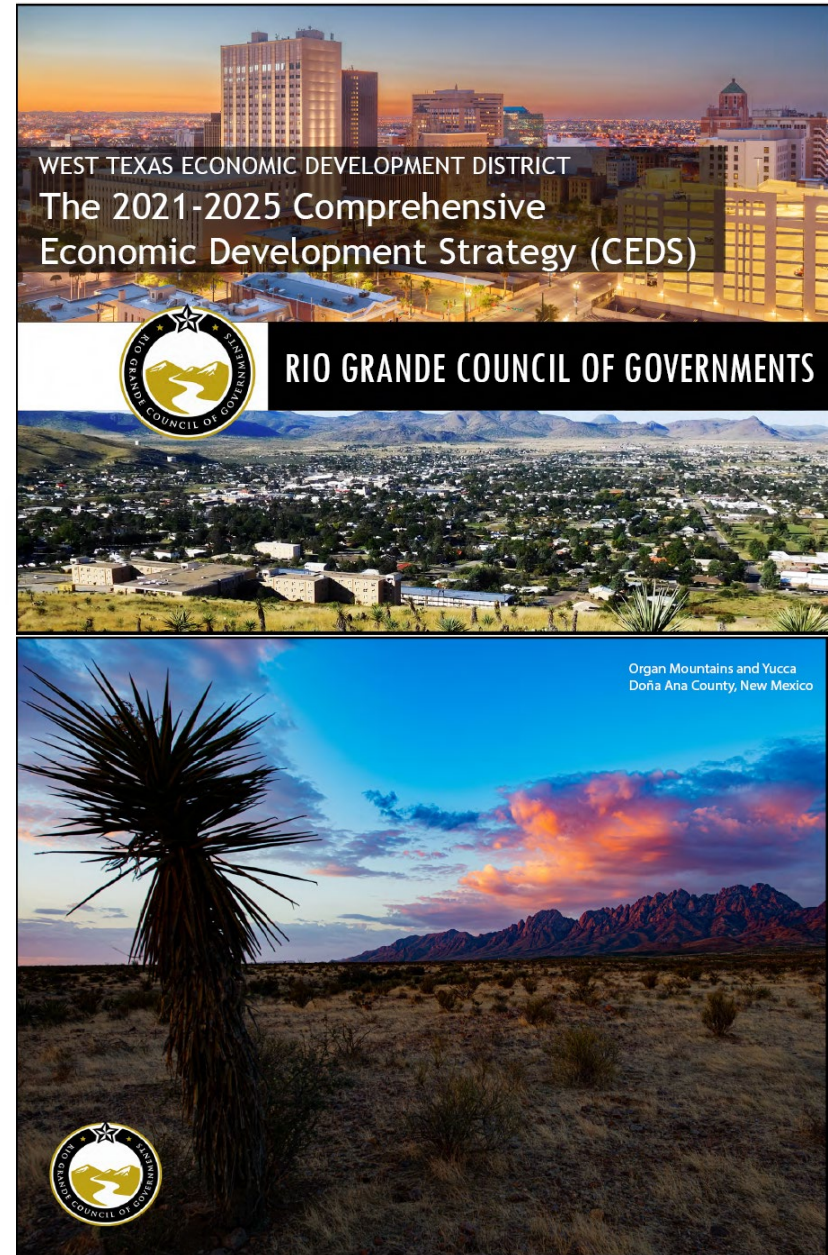
***Goal 1: Cultivate an environment conducive to strong Economic Development***





# CEDS Reminders

- Regional strategic document for economic development
- Rio Grande Council of Governments
- Every 5 years- US EDA
- EDA Grant requirement
  - Funding for Economic Development projects
  - Results oriented regional vision



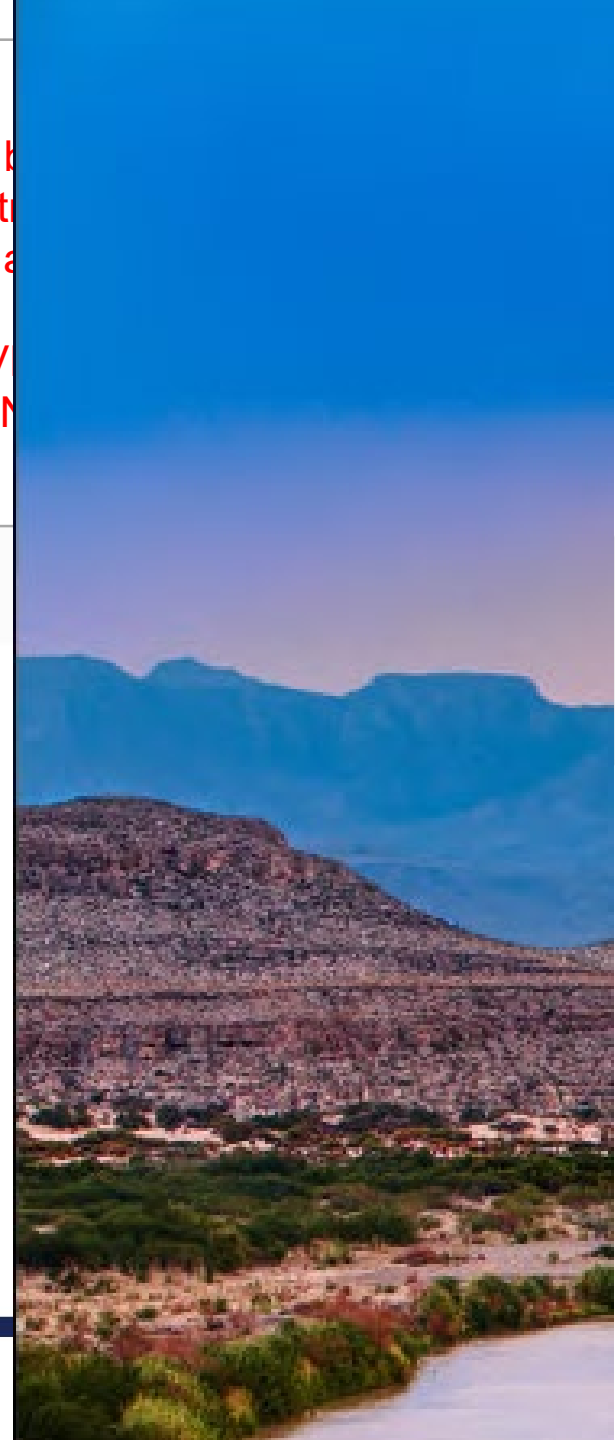
# Comprehensive Economic Development Strategy

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## Prioritize Regional Projects and Programs

- Consolidate projects and programs in Council-approved planning documents and City Department CIP
- Incorporate programs serving industry development and growth
- Implement a Benefit-Cost Analysis (BCA) methodology
- Establish a growth direction for City revenue- generating assets





## Align Regional Policies and Strategies

- Serves as a mechanism to collaborate with CEDS jurisdictions and Mexico
- Align Economic Development incentives with City land strategy and programs to CEDS
- Tracks progress of regional projects, impacts, and identifies future opportunity

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## Secure New Funding Sources

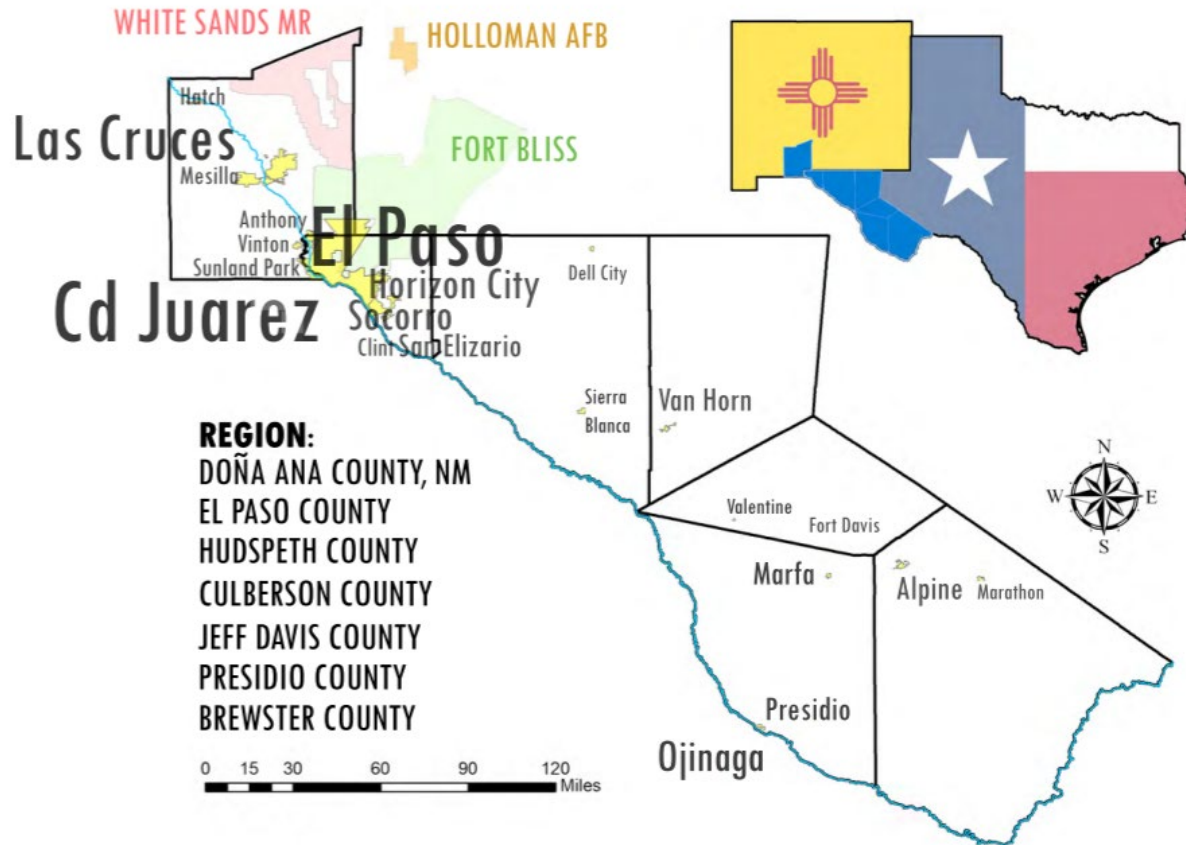
- Projects prioritized in the CEDS qualify for various state and federal funding opportunities (e.g., Build Back Better)
- Expand tax base through business retention and expansion
- Co-investment (FDI, philanthropy, private sector, partnerships)

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# CEDS Region



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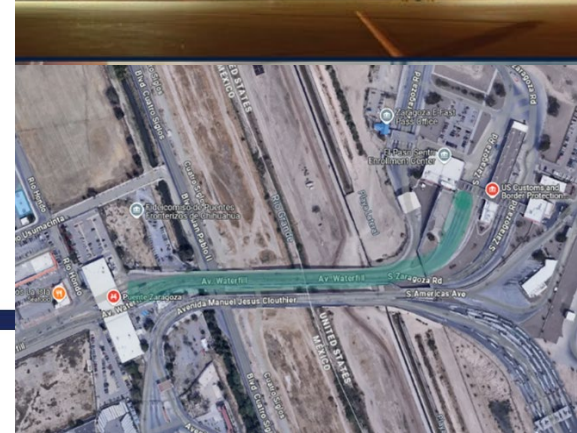
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## Key Partners:

- US Economic Development Administration
- Rio Grande Council of Governments
- Ciudad Juarez Municipal Government
- 50+ Private Sector participants
- 28 Governments
- EPCC, UTEP
- 30+ Non- profits

# Target Industries

- Advanced Manufacturing and Critical Supply Chains
- Aerospace and Defense
- Critical Infrastructure
- Energy and Resource Resilience
- Economic Resilience
- Small Business and Entrepreneurship





# Process & Priorities

65 Subcommittee members



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- Feedback and expertise
- Project submissions
- Implementation and tracking

# Project Submission Process

CEDS Project Intake Form

Economic & International Development

EP  
TX

CITY OF EL PASO

Project Description \*

Provide a brief summary (2–4 sentences) describing the purpose, goals, and main activities of the project.

Alignment with CEDS Priorities

Which CEDS Goal(s) or Priority Area(s) Does the Project Address? \*

☐ Housing

☐ Infrastructure

☐ Economic Resilience

☐ Workforce Development

☐ Energy Resilience

☐ Funding Implementation

☐ Technology

☐ Small Business and Entrepreneurship

☐ Culture and Heritage

Geographic Area/Region Impacted \*

Indicate the primary city, county, or region the project will serve.

[GovOS: CEDS Project Intake Form](#)

## Project Eligibility

- ✓ Project must align with CEDS priorities
- ✓ Basic project information (project title, sponsor, description)
- ✓ Cost estimate
- ✓ Geographic area impacted
- ✓ Expected objectives and outcomes

## Project Readiness Categories

Economic Development Projects (EDP)

Economic Development Strategies (EDS)

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# Project Prioritization via Benefit-Cost Analysis (BCA)

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## Economic Development Projects (EDP)

- Projects with completed engineering design and feasibility studies
- Shovel-ready projects with stakeholder input
- Projects ready for funding implementation (grants, appropriations, TED Fund)

## Project Sponsors

- Project sponsors (government, nonprofit, private sector agencies) will submit EDP and EDS
- All EDP and EDS require a project sponsor
- **CEDS process will NOT include a BCA for EDS**



# Prioritization Process

1

Analyze new projects submitted weekly

2

Classify into EDP and EDS

3

**All EDP are ranked** through the BCA Methodology.  
EDS are indexed and added to the document

4

Neutral 3<sup>rd</sup> party assessment



# Benefit Cost Analysis (BCA) Methodology

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## Project Ranking Criteria:

|                                      |   |
|--------------------------------------|---|
| ↓ ↑ <b>Project Readiness:</b>        | Design, right of way/facilities, funding availability, defined implementation timeline  |
| ↓ ↑ <b>Private Investment:</b>       | Amount (\$USD) committed to the project   |
| ↓ ↑ <b>Jobs:</b>                     | Direct, indirect and induced FTE (weighed by wages)                                     |
| ↓ ↑ <b>Revenue Generated:</b>        | Amount (\$USD) in revenue generated by project for project sponsor                      |
| ↓ ↑ <b>Project Sponsor Capacity:</b> | Project cost ratio (\$USD) in relation to project sponsor budget                        |
| ↓ ↑ <b>External Funding:</b>         | Amount (\$USD) grants, philanthropy, public-private partnerships                        |
| ↓ ↑ <b>Economic Impact:</b>          | (\$USD), Study completed, creates resilience  |
| ↓ ↑ <b>Local Public Funding:</b>     | Amount (\$USD) from local tax payers  |
| ↓ ↑ <b>Other External Factors:</b>   | Political environment, public support, alignment to Federal priorities, social benefits |



# Advanced Manufacturing District

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|     |                                  |  |
|-----|----------------------------------|--|
| ↑   | <b>Project Readiness:</b>        | Design, right of way/facilities, funding availability, defined implementation timeline |
| ↓ ↑ | <b>Private Investment:</b>       | \$0 USD committed to the project   |
| ↓ ↑ | <b>Jobs:</b>                     | 73 Direct, 400+ indirect and TBD induced (Technicians)                                 |
| ↓ ↑ | <b>Revenue Generated:</b>        | (\$ TBD USD) in leases   |
| ↑   | <b>Project Sponsor Capacity:</b> | Project cost (\$60M USD) in relation to City budget ( $\$60M/1.4B=0.042$ ) <0.05       |
| ↓ ↑ | <b>External Funding:</b>         | Amount (40 \$USD) grants, philanthropy, public-private partnerships                    |
| ↑   | <b>Economic Impact:</b>          | (\$USD), Study completed, creates resilience   |
| ↓ ↑ | <b>Local Public Funding:</b>     | (\$6M USD) from local tax payers   |
| ↓ ↑ | <b>Other External Factors:</b>   | Political environment, public support, alignment to Federal Priorities,                |



# Benefit Cost Analysis (BCA) Methodology

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## Project Ranking Criteria: Project Sponsor Capacity Ratio

| Ratio       | Risk level | Interpretation  |
|-------------|------------|---|
| <0.05       | Low        | Well within sponsor's capacity. Likely manageable even without major external funding               |
| 0.05 – 0.10 | Moderate   | Acceptable if there's clear external funding or demonstrated execution history.                     |
| 0.10 – 0.20 | Elevated   | Should be scrutinized for feasibility, match funding, and contingency planning.                     |
| > 0.20      | High       | Likely unsustainable without heavy outside funding. Could stress sponsor's resources or operations. |

# Notable Submitted Projects

7/1/2025

1. Ysleta-Zaragoza Port of Entry Modernization
2. Advanced Manufacturing District
3. International Project: Libramiento Ferroviario (Ciudad Juarez and NMBA)

+60 Additional project submissions

+8 Ciudad Juarez project submissions

- Integrated Council-approved planning documents including CID CIP, Airport CIP, International Bridges CIP, and others

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Proposed Ysleta-Zaragoza Port improvements by State of Chihuahua



# Next Steps

- Next Steering Committee Meeting: August
- Public outreach: Summer and Fall 2025
- Projects submissions deadline for final ranking: September
- **CEDS Document Publication: October 2025**
  - Public comment period: October 2025
- **CEDS final document approval by City Council: November 2025**
- **CEDS Submission to EDA: December 2025**

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## MISSION



Deliver exceptional services to support a high quality of life and place for our community.

## VISION



Develop a vibrant regional economy, safe and beautiful neighborhoods and exceptional recreational, cultural and educational opportunities powered by a high performing government.



## VALUES

Integrity, Respect, Excellence,  
Accountability, People

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## MISIÓN



Brindar servicios excepcionales para respaldar una vida y un lugar de alta calidad para nuestra comunidad

## VISIÓN



Desarrollar una economía regional vibrante, vecindarios seguros y hermosos y oportunidades recreativas, culturales y educativas excepcionales impulsadas por un gobierno de alto desempeño



## VALORES

Integridad, Respeto, Excelencia,  
Responsabilidad, Personas

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