



Rio South Texas, Collaborating to Compete

Marketing Campaign
September 2009

2 Countries.
1 Region.
Many Choices.

Council Goals

1. **Unify and coordinate regional marketing efforts.**
2. Develop strategy for economic development and tourism along opportunity corridors.
3. Optimize trade opportunities from cross-border economic activities.
4. Promote regional economic development strategic planning & identify implementation strategies.
5. Provide a forum for discussion of pressing issues facing regional economic development.
6. Provide education and training for the purpose of strengthening community economic development efforts.

Region



Central – positioned for smaller, component, assembly manufacturers

Bookends – Edinburg, McAllen, Mission & Brownsville, San Benito Harlingen positioned for larger/mega projects

Shoulders – South Padre Island & Starr, smaller businesses and tourism

Challenge

The region is often overlooked as being a major player or an alternative location to other Texas metropolitan locations for a wide range of investment.

Required Action: Position the region consistent with our geographic, demographic and economic footprint.

Marketing Goals

- Goal:** Create **Top of Mind Awareness** that will distinguish this region, and its many communities, from other “South Texas regions and metro areas.
- Goal:** Land BIG projects that bring investment and jobs to the region.
- Objective:** Position Rio South Texas as a leading *metroplex* in the U.S., third largest metro in Texas, with unique attributes and opportunities.

Industry Targets

1. Auto Manufacturing & Suppliers
2. Aerospace
3. Metal Products
4. Electronics Manufacturing & Assembly
5. Medical Devices
6. Renewable Energy Products

Memberships

RSTEC will leverage marketing by joining organizations and key Industry Associations:

- TexasOne
- Industry Associations
 - National Mfg Association (NAM)
 - Society of Automotive Engineers (SAE)
 - Specialty Equipment Market Association (NEMA)
 - National Electronics Mfg. Association (NEMA)
 - Medical Device Mfg Association
 - Solar Energy Industries Association (SEIA)
- Real Estate Executives IAMC & CoreNet



Member Benefits

The biggest value of membership is maximizing resources and leveraging opportunities:

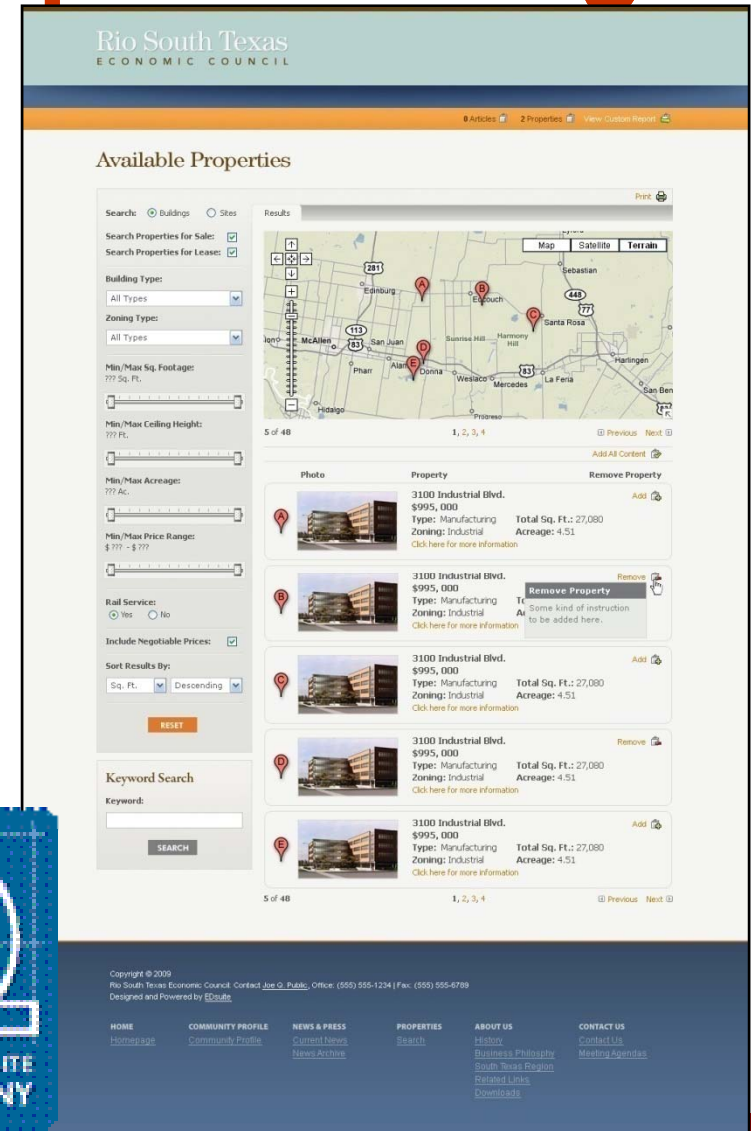
- Regional website presence with searchable property database (training provided at local level)
- Ability to post news (daily) on the website
- Google advertising to create internet presence for the Region
- Promotional campaign to over 1000 targets to create awareness of the region
- Public relations - creating and placing stories about the region
- Attend tradeshow, conference – organized and managed by the regional staff
- Attend “inbound events” – bring site consultants and companies to the region
- Participate in the Rio South Texas **“Shovel-Ready Site Certification Program”**
- Be included in Regional Proposals to prospective clients
- Industry research
- Regional membership with TexasOne
- Networking with other professionals
- RSTEC Community Familiarization Tours – visit each others community and offer perspective of how to be more competitive

Maintaining the Competitive Edge

Rio South Texas Economic Development Council Shovel-Ready Sites Program Guide

The Rio South Texas Shovel-Ready sites program has been developed to:

- 1) Help communities and economic development professionals ready their sites to be designated "Shovel-Ready" by Austin Consulting and
- 2) Promote to prospects an inventory of highly marketable and developable sites that have been assessed and designated "shovel-ready" by a third party, demonstrating that the Region is prepared to meet the needs of current and future prospects, reducing time spent on due diligence and allowing development to move forward at an accelerated rate.

Rio South Texas ECONOMIC COUNCIL

Available Properties

Search: Buildings Sites
 Search Properties for Sale:
 Search Properties for Lease:

Building Type: All Types
 Zoning Type: All Types

Min/Max Sq. Footage: ??? Sq. Ft.
 Min/Max Ceiling Height: ??? Ft.
 Min/Max Acreage: ??? Ac.
 Min/Max Price Range: \$??? - \$???

Rail Service: Yes No
 Include Negotiable Prices:

Sort Results By: Sq. Ft. Descending
 RESET

Keyword Search
 Keyword: _____
 SEARCH

Results: 5 of 48
 1, 2, 3, 4

Photo	Property	Remove Property
	3100 Industrial Blvd. \$995,000 Type: Manufacturing Zoning: Industrial Total Sq. Ft.: 27,080 Acreage: 4.51 Click here for more information	Add
	3100 Industrial Blvd. \$995,000 Type: Manufacturing Zoning: Industrial Total Sq. Ft.: 27,080 Acreage: 4.51 Click here for more information	Remove Some kind of instruction to be added here.
	3100 Industrial Blvd. \$995,000 Type: Manufacturing Zoning: Industrial Total Sq. Ft.: 27,080 Acreage: 4.51 Click here for more information	Add
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The Real South Texas

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