



TEDC 2025 CEDA APPLICATION

All Applications Must Be Received by August 29, 2025

The 2025 CEDA nominations will be judged in each of the five categories that have made the most significant contribution to economic development in their community and the State of Texas.

AWARD CATEGORIES

The CEDA will be awarded to one community from each of the following five population categories: (as currently marketed). Mark the population category for which you are applying. In addition to CEDA by population, applicants will be considered for five criteria awards such as: Innovativeness, Transferability, Community Commitment & Leverage, Measured Objectives and Secondary Benefits.

- ☐ Population less than 10,000
- ☐ Population 10,001 to 20,000
- ☒ Population 20,001 to 50,000
- ☐ Population 50,001 to 100,000
- ☐ Population 100,001 to 250,000
- ☐ Population 250,001 and above

☐
☐
☒
☐
☐
☐

NOMINATION:

Name of Community: City of Socorro

TEDC Member Name: Jose Quinonez (individual member, not organization)

Telephone #: 915 275-1039

Email Address: jquinonez@costx.us

Community Population (as currently marketed): 36,237

Community/Organization Linked-In Profile: <https://www.linkedin.com/in/economic-recover>

Application Submitted By: Jose Quinonez

Email Address: jquinonez@costx.us

Media Contacts: [optional]

Organization: _____ Contact Name: _____

Email Address: _____

Organization: _____ Contact Name: _____

Email Address: _____



City of Socorro Business Attraction Project

In 2023, the City of Socorro, TX initiated an economic recovery strategic plan to create a more equitable and prosperous community. One of its three primary goals is to “Catalyze a stronger, more prosperous, and diversified economy. As part of its primary goal, during the same year, Socorro obtained approval to create the newest Foreign Trade Zone (FTZ 302), which would lead to concrete results in recruiting target industries. In mid-2024, the city’s Economic Recovery Office (ERO) was contacted by Wiwynn to inquire about the benefits of a Foreign Trade Zone and the process to conduct manufacturing in a FTZ. It was clear to the ERO that Socorro was now poised to offer an attractive economic environment for global companies. The City of Socorro is the second largest city in El Paso County with over 36,000 residents and is one of the fastest growing cities in the county. The site is located 1/4 mile from I-10 and 1 mile from Loop 375 which provides easy access to the Ysleta Port of Entry.

Background

Taiwan based Wiwynn, a global leader in cloud IT infrastructure, employs over 7,000 team members world-wide. Wiwynn operates international business offices in Seattle, WA and San Jose, CA and a service center in El Paso, plus a manufacturing center in Cd. Juarez, Mexico. As a leader in cloud infrastructure, Wiwynn specializes in next generation technologies providing high-density computing and storage products, and rack solutions for data centers. On June 2, 2025, the City of Socorro announced the arrival of Wiwynn to Socorro. The manufacturing campus presents a \$152 million investment that will create 514 new jobs and retain 35 existing jobs for a combined 549 jobs.

Overview

Socorro was made aware by Borderplex Alliance (regional EDC) that Wiwynn was looking to operate a manufacturing campus in the US. The project was in competition with Dallas, Texas, and Cd. Juarez, Mexico.

Wiwynn was considering an expansion in Ciudad Juarez, Chihuahua, where they had made significant investments, totaled hundreds of millions and currently employ over 5,000 people. They had been actively working with local and state officials to further expand their presence. The labor costs in Ciudad Juarez are at least 50% lower than in El Paso area (which includes Socorro), and many Taiwanese electronics manufacturers have established factories in Cd. Juarez, ensuring a robust supply chain and ample resources. Moreover, Ciudad Juarez boasts

several industrial parks, advanced logistics infrastructure, and dedicated export processing facilities.

The ERO worked diligently with regional partners – County of El Paso and Borderplex Alliance to coordinate an incentive package that offered real and personal property tax rebates and training grants.

On June 2, 2025, a Chapter 380 agreement was executed between the City of Socorro and Wiwynn. The City of Socorro provided a \$1.2 million personal property tax rebates. That same day, the County of El Paso approved a Chapter 381 with \$2 million in real & personal property tax rebates and a training grant of \$140,000. The manufacturing campus of 868,801 square feet is split across two buildings at the Socorro Logistics Center. Wiwynn's expansion is a powerful endorsement of the region's growing reputation as a tech-forward, business friendly destination.

Innovativeness

The City of Socorro had never taken on a business attraction project. The Wiwynn project appeared on Socorro's radar in January 2024 through direct contact. Socorro was just launching its "Choose Socorro" initiative through regional events and digital platforms. The Borderplex Alliance approached the city about joining up with the county to foster a united front. The Socorro site had its challenges. The industrial park was within a Transportation Reinvestment Zone (TRZ), in which the City had dedicated its real property tax to fund road improvements. **The city could not offer a real property tax rebate due to the TRZ** and had to improvise. In lieu of this the city increased the percentage on its personal property tax rebate to 90% over 10 years. Although it was challenging to compete against other regions that also had their advantages, the City, County & Borderplex Alliance worked quickly through four months to finalize an incentive package deal that made it attractive for Wiwynn to move forward and close on the properties.

Transferability

This project is transferable to other communities, by creating a strong regional team that leveraged the EDCs to present a robust incentive package that bonds the gap for the company. The primary partners met with the company to discuss incentives, ease of doing business and orchestrating the approvals for local governments in a day, creating a synergistic aura that brought about collaboration and a strong presence at the press conference that ensures the company would be in good hands.

Transferable strategies include:

- Transparent communication between Wiwynn and the local partners through weekly online and in-person meetings
- The bundling of city and county Chapter 380/381 incentives for maximum impact
- Pre-establishment of a FTZ in Socorro to make it easier for Wiwynn to adjust its global supply chain to the changing tariff scenario.

Community Commitment and Leverage

The unified effort from the primary partners secured this business attraction project. Together both local governments ensured that a minimum of \$92 million in construction & equipment will be invested and bring a total of 549 direct jobs. The combined investment includes \$92 in construction/equipment plus \$60 million in real estate, for a total project investment of \$152 million.

The City of Socorro negotiated into the agreement a provision that requires 5% of the project's workforce would be residents of Socorro, while the remainder could be from the region or elsewhere. In so doing, it gave the project merit before Socorro's city council and the community and ensuring that the city connected Workforce Solutions Borderplex to assist in the recruitment of new hires. Wiwynn will collaborate with WSB to organize a hiring event.

The City of Socorro's commitment to this project is evidenced by a 10-year personal property tax rebate, while the County of El Paso's support was a 10 year real & personal property tax rebate plus a training grant valued at \$140,000.

Next up for the City of Socorro will be assisting Wiwynn in setting up their foreign trade zone so they can save on US customs fees and logistical costs. WSB expects to help with job hiring, while the local college may partner to provide customized training upon request.

The workforce, business environment, and civic leadership have made the Borderplex region a natural choice for Wywynn's expansion. We look forward to our expansion and strengthening our ties in the region.

- Joseph Hsu, General Manager,
Wiwynn Corporation

Measurable Objectives

This project will result in 514 new jobs and the retention of 35 existing jobs and \$152 million in capital expenditures in the city, leading to an annual payroll of over \$35 million.

Capital Investment

Value of New Construction	\$64 Million
Building Purchase	\$60 Million
Value of New Equipment	\$28 Million
Total Capital Expenditures	\$152 Million

Jobs and Payroll

Direct Jobs Created or Retained	549
Direct Annual Payroll from all Jobs	\$35 Million

Secondary Benefits to the Community

The arrival of Wiwynn to Socorro has stirred much interest from commercial and retail investors who see the opportunity to be close to the Wiwynn campus. The City's ERO has pushed out a new Chapter 380 incentives policy that falls in line with the priorities of its strategic plan for retail and commercial projects along the Nuevo Hueco Tanks Rd. retail corridor. A continued stream of investors is planning to build retail shops and restaurants to serve the growth of this western sector of the city near the Socorro Logistics Park.

An economic impact report prepared by Impact Datasource (see chart below) illustrates the total economic output of this project. The Wiwynn project over the next ten years is estimated to have an economic impact of over \$4.2 billion in capital investment, jobs, payroll, output and tax revenues, including secondary impacts to local businesses.

Total Economic Output/Increase in Gross State Product During the Facility's Operations			
Year	Direct	Indirect and Induced	Total Economic Output
2025	\$151,920,000	\$187,393,320	\$339,313,320
2026	\$167,112,000	\$206,132,652	\$373,244,652
2027	\$183,823,200	\$226,745,917	\$410,569,117
2028	\$187,499,664	\$231,280,836	\$418,780,500
2029	\$191,249,657	\$235,906,452	\$427,156,110
2030	\$195,074,650	\$240,624,581	\$435,699,232
2031	\$198,976,143	\$245,437,073	\$444,413,216
2032	\$202,955,666	\$250,345,814	\$453,301,481
2033	\$207,014,780	\$255,352,731	\$462,367,510
2034	\$211,155,075	\$260,459,785	\$471,614,861
<u>Total</u>	<u>\$1,896,780,836</u>	<u>\$2,339,679,162</u>	<u>\$4,236,459,998</u>