TEDC 2026 CEDA APPLICATION

All Applications Must Be Received by August 28, 2026

The 2026 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: McAllen Economic Development Corporation (MEDC)

TEDC Member Name: Ralph Garcia - McAllen EDC (individual member, organization)

Telephone #: **956-682-2875**

Email Address: Ralph@mcallenedc.org

Community Population (as currently marketed): 144,982

Community/Organization Linked-In Profile: www.linkedin.com/company/mcallentxedc/

Application Submitted By: **Josh Vasquez - McAllen EDC**

Email Address: **Josh@mcallenedc.org**

Media Contacts: [optional]

Organization: MEDC Contact Name: Roy Cantu

Email Address: roy@mcallenedc.org

Organization: _____ Contact Name: _____

VALEO:

A $225 Million Turning Point for McAllen

The Nomination in One Minute

The Valeo recruitment began in 2024 under the confidential name Project December. McAllen Economic Development Corporation (MEDC), the community's lead economic development organization, recognized the opportunity through its relationship with Valeo's Rio Bravo operation and led the effort from early recruitment through public announcement. Valeo's announcement and groundbreaking for its new McAllen, Texas, facility both took place on March 24, 2026.

MEDC brought together the site, infrastructure, workforce, education, development and public-sector partners needed to win a nationally competitive U.S. project. The result is a $225 million advanced manufacturing investment - the largest single industrial investment announced in Hidalgo County history - and a powerful proof point for McAllen's future.



Conceptual rendering of the planned Valeo facility in McAllen. Courtesy of Valeo.

$225M
Five-year Investment

500
Direct Jobs

March 24, 2026
Announcement + Groundbreaking

Tier 1
Automotive Supplier

I. Innovativeness

MEDC rewrote the economic development playbook for a border community. Moving beyond conventional incentive-based recruitment, MEDC transformed McAllen's border location, binational relationships, and local talent into a unified advanced manufacturing strategy. As lead recruiter and coordinator, MEDC aligned business retention, site readiness, workforce development, and public-private leadership around one competitive vision.

Central to the strategy was MEDC's relationship with Valeo's Rio Bravo operation. MEDC recognized the opportunity early and positioned McAllen and Rio Bravo as one integrated platform—combining U.S. market access and supply-chain resilience with established industrial experience and cross-border expertise. Education and workforce partners were also engaged early to create local talent pathways and support long-term industry growth.

Valeo is the proof that MEDC's strategy works. Its McAllen facility will be the first in North America to manufacture these advanced components, placing the city at the forefront of technology-intensive production. MEDC did more than land a major employer; it created a repeatable model for attracting suppliers, generating future investment, and establishing advanced manufacturing as a lasting economic sector for McAllen and the Rio Grande Valley.

II. Transferability

MEDC's approach can be used by other Texas communities. It does not depend on a one-of-a-kind incentive or confidential technology. It depends on relationships, preparation and a lead organization that can bring the community together around one response.

The Valeo recruitment shows why business retention and recruitment belong together. Regular contact with Valeo's Rio Bravo operation built trust and helped MEDC recognize the U.S. opportunity early. When the search became competitive, MEDC understood the company's public priorities and could respond with speed and purpose.

Why It Transfers

The same sequence works in communities of different sizes: listen to employers, prepare the site, prove the workforce, organize one response and stay engaged after the announcement. The McAllen model also shows that a border community can win high-value U.S. production while strengthening - not replacing - established operations in Mexico.

For communities entering a new industry, proof matters more than promises. Prepared land, named partners, clear decision paths and measurable workforce commitments reduce risk for the employer. They also give public leaders a practical way to track performance.

Competitive Distinction

This is more than a site-and-incentive story. McAllen connected its binational advantage to advanced manufacturing, graduate retention and stronger household opportunity and created a model other communities can repeat.

The partnerships and protocols built for Valeo remain in place for future expansions, suppliers and new prospects. Each successful project makes the next one easier to win, allowing McAllen's advanced manufacturing strategy to build momentum over time.

The McAllen Advanced Manufacturing Recruitment Playbook

Listen through retention	Use regular visits with existing regional employers to surface opportunities before public competition.
Reframe regional assets	Translate border proximity into a binational platform for expertise, resilience and customer access.
Prepare the site	Align land, utilities, construction sequencing and permitting so a company can move with confidence.
Make workforce visible	Bring education and workforce partners in early with credible classroom-to-career pathways.
Coordinate one response	Provide unified execution across MEDC, the City, County, developer and educational partners.
Measure beyond the ribbon	Track investment, hiring, graduate retention, credentials, suppliers and follow-on recruitment.

III. Community Commitment & Leverage

MEDC was the lead economic development organization that brought Valeo to McAllen and carried the project from opportunity to reality. MEDC directed the recruitment strategy and connected Valeo with the City of McAllen, Hidalgo County, the development team, utilities, educators and workforce partners. Together, the team worked through the practical details that turned interest into a successful project.

This one-team response gave Valeo a clear path through issues that can delay a complex project. Instead of managing separate conversations, the company had a coordinated community partner. McAllen's leverage came from aligned leadership, prepared assets and dependable execution - not financial tools alone.



Leveraged Partner	Contribution to Execution
MEDC	Opportunity identification, recruitment strategy, partner coordination and long-term account service.
City + County	Public leadership, infrastructure alignment and a competitive framework tied to investment and performance.
Developer + Utilities	Build-to-suit execution, prepared industrial land and coordinated site delivery.
Education + Workforce	Talent validation, internships, applied learning, training pathways and graduate connection.
Valeo + Regional Platform	Tier 1 market credibility, global customer access and binational expertise anchored by Rio Bravo.

The workforce partnership is meant to last beyond the first round of hiring. Internships, applied projects and work-based learning can introduce students to a global employer before graduation. Valeo gains a growing local talent pipeline, while McAllen keeps more of the graduates its schools and universities have diligently prepared.

IV. Measured Objective

Valeo's announcement and groundbreaking both took place on March 24, 2026, confirming the project is within the nomination eligibility period. Valeo's public announcement establishes the main commitments, while the UTRGV impact model adds measures of community benefit. The modeled scenario is kept separate from Valeo's announced investment so the nomination does not double count results.

Success will be measured in two ways: whether the project is delivered as announced and whether local residents gain access to the opportunity. That means tracking investment and employment alongside local hiring, internships, advancement and supplier growth.

Objective	Contribution to Execution	How Success Will Be Seen
Capital Investment	$225 million over five years	Confirm annual progress against the announcement
Direct Employment	Up to 500 publicly announced jobs	Track hires, local placement, retention and advancement
Site and Manufacturing Start	November 2026	Track site activity, hiring and manufacturing readiness
Talent Pipeline	Internships and graduate placement	Measure conversions, credentials and career progression
Ecosystem Growth	Supplier and follow-up activity	Document vendors, expansions and recruitment leads



Regular milestone reviews will help MEDC and its partners spot gaps early and adjust outreach, training and supplier-development efforts. The same MEDC-led service-after-the-sale discipline that helped land Valeo will protect the project's long-term value.



V. Secondary Benefits

Valeo's greatest value will be measured by what grows around it. McAllen is gaining an anchor employer that can help establish advanced manufacturing as a lasting regional sector - creating skilled careers, giving local graduates a reason to stay and showing other manufacturers that the community can deliver.

From One Facility to an Advanced Manufacturing Sector

Valeo Anchor
A Tier 1 manufacturer chooses McAllen

Skilled Talent
Local workers gain industry experience

Supplier Opportunity
Vendors gain a reason to locate nearby

New Investment
Strengthens the manufacturing ecosystem

Community Growth
More careers, spending and tax capacity

Independent Economic Impact Model

UTRGV modeled a conservative scenario using $100 million in company investment, $40 million in construction and 500 permanent direct jobs. These estimates are presented separately from Valeo's $225 million public commitment.

Annual Operating Impact

1,272	$107.3M	$230M	$430.3M	$11.4M
Job Supported	Labor Income	Value Added	Economic Output	State + Local Taxes

Ten-Year Cumulative Impact

13,800	$990M	$2.12B	$3.95B	$105M
Job-Years	Labor Income	Value Added	Economic Output	State + Local Taxes

What the Ten-Year Numbers Mean

13,800 Job-years	One job supported for one year, added across the decade. This is a cumulative measure - not 13,800 jobs at one time.
$990M in Labor Income	Earnings supported over ten years, helping families spend, save, buy homes and invest in education.
$2.12B in Value Added	The region's contribution to economic growth after purchased inputs are removed - a measure similar to regional GDP.
$3.95B in Economic Output	The modeled value of business activity generated across the regional economy as company and household spending circulates.
$105M in State + Local Taxes	Modeled public revenue that can help support services and infrastructure across the community and state.

Why Valeo Can Attract Suppliers and Future Growth

A Tier 1 automotive supplier creates a new center of demand. Vendors that serve Valeo may see value in locating closer to the McAllen operation to shorten delivery times, respond faster and reduce transportation risk. Even when suppliers do not relocate immediately, local firms gain an opportunity to compete for work, adopt higher standards and enter advanced manufacturing supply chains.

Valeo also gives MEDC a powerful recruitment asset, proof that McAllen can support a major technology-focused manufacturer. The combination of an experienced workforce, university and college pipelines, prepared industrial sites and the McAllen-Rio Bravo platform can help MEDC pursue suppliers, related manufacturers and future expansions. Each success adds skills, customers and credibility, allowing an advanced manufacturing cluster to develop over time.



THE AWARD CASE

MEDC did more than land one facility. It established an anchor for McAllen's advanced manufacturing sector - a platform for skilled careers, supplier growth, follow-on investment and greater household opportunity across the region.

Public sources: Valeo/PR Newswire (Mar. 24, 2026); RGV Business Journal (Mar. 25, 2026); GM Authority (Mar. 25, 2026); UTRGV Newsroom (Mar. 30, 2026); Texas Tribune (Mar. 25, 2026). Economic-impact figures: UTRGV study supplied to MEDC.


Manufacturing Plant
McAllen, TX
Valeo
226,000 SF
Phase 1
Phase 1 + Phase 2
CIL CAPITAL
Development Solutions
Valeo
CITY OF McALLEN
McAllen
DEERE




Manufacturing Plant
McAllen, TX.
Valeo
226,000 SF
Phase 1
337,000 SF
Phase 1 + Phase 2
Future Expansion
+$225M
Investment
CIL CAPITAL
Development Solutions
CITY OF McALLEN
McAllen
Valeo
CAT
140H


Valeo
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McAllen
ECONOMIC DEVELOPMENT CORPORATION
CITY OF McALLEN
Valeo