

McALLEN, TEXAS:

Simply the place to be

Lush tropical landscapes sway gently in warm coastal breezes. Bright sunshine frames year-round activities like golf and birdwatching. But McAllen, Texas, nestled in deep South Texas, is more than just another beautiful destination.

Innovative business and investment opportunities, a rapidly expanding medical education and research industry, and premier luxury retail locations pair with a constant flow of visitors from throughout the region, Mexico and the United States spurring residential and commercial development. In addition, expanding educational opportunities and a quality of life that is unmatched in few communities make McAllen, Texas simply the place to be for anyone wishing to make their business a success.

"McAllen is a powerhouse city, fueled by international trade, medical tourism, retail and growth in the field of higher education," said Rebecca Olaguibel, the City of McAllen's Director of Retail and Business Development. "As a matter of fact, McAllen generates more than \$3 billion in gross retail sales every year."

One reason the City of McAllen continues to set the standard and

raise the bar for retail and business development is the unique approach developed by City leaders to work in partnership with investors to quickly move projects through the process to be able to go from plans to permits in record time. Led by a cohesive team of city management and elected officials who are pro-business, this attitude and process has propelled McAllen's continued growth and success.

That means there's an open door for developers with the right ideas.

One such project is the new and innovative 2,500-acre North McAllen Tres Lagos subdivision, developed as a TIRZ in partnership with Hidalgo County. The development features 5,000 single-family homes, 200+ acres of public parks, pools, sports fields, playgrounds, picnic areas, and over 20 miles of hike and bike trails. Commercial development also compliments the distinctive project with an impressive 1.5 million square feet of retail space slated for the master planned community. Rounding out the amenities and convenience of this exciting development is the new Texas A&M Higher Education Center McAllen campus. Tres Lagos is one of many developments, projects and business

plans that highlight just how creative the city can become when working in concert with developers.

Other creative approaches to development include the recently expanded, Simon-owned, La Plaza Mall. While other malls across the country are shuttering, La Plaza's aggressive 250,000 square foot expansion proudly showcases two new parking garages and first-to-market retail stores and restaurants, including Kendra Scott, Zara, H&M, as well as Buddy V's, Carlos Bakery, Texas de Brazil and Yard House. As the premier retail destination in South Texas, the mall is a draw for the 18 million visitors from Mexico, South Texas and beyond the city welcomes annually.

Retail and entertainment dominate the McAllen landscape. Shoppers may enjoy one of McAllen's newest power centers, Shops at 29, anchored by Dave & Busters, Ulta, and Burlington. Palms Crossing, a development by Washington Prime Group, now in its third phase of development, conveniently located steps away from the McAllen Convention Center, offers fabulous shopping, dining and entertainment within its 580,000 square foot campus. Along McAllen's famous

10th Street, an eclectic six-mile stretch of home-grown restaurants and retail, there is a cafe or boutique for just about any taste. Development, growth and opportunity are on every corner in McAllen.

Of course, it is not all work and no play in McAllen. Not only does McAllen feature favorites like Dave and Buster's and a recently opened TopGolf in the area, the McAllen Performing Arts Center has already upped the entertainment options for the area with international acts and Broadway musicals that bring the world to McAllen's doorsteps. Tony Bennet, Julio Iglesias, Peter Cetera, the Moscow Ballet, and Les Miserables are just some of the shows that have been featured at the facility that continues to astound every artist who has performed there in terms of its beauty and scope.

"McAllen is a place where developers can truly partner with a community to create something special we can all be proud of," concluded Olaguibel. With a booming economy and business development at an all-time high, anyone seeking to invest in a solid market, the growth and opportunities found in McAllen make it simply the place to be.

Highest Retail Sales Tax Revenue in the MSA and Region

- State of Texas Comptroller's Office

Ranked #1 Boomtown cities of rising salaries

- CNBC, 2018

Ranked Top 10 City in the U.S. with the biggest influx of people, most work opportunities, and hottest business growth

- Att.net, 2018

McAllen MSA now fifth largest metropolitan statistical area in Texas, surpassing El Paso

- U.S. Census Bureau, 2016

McAllen MSA ranked first in job creation at a state level according

- Real Estate Center, 2017

