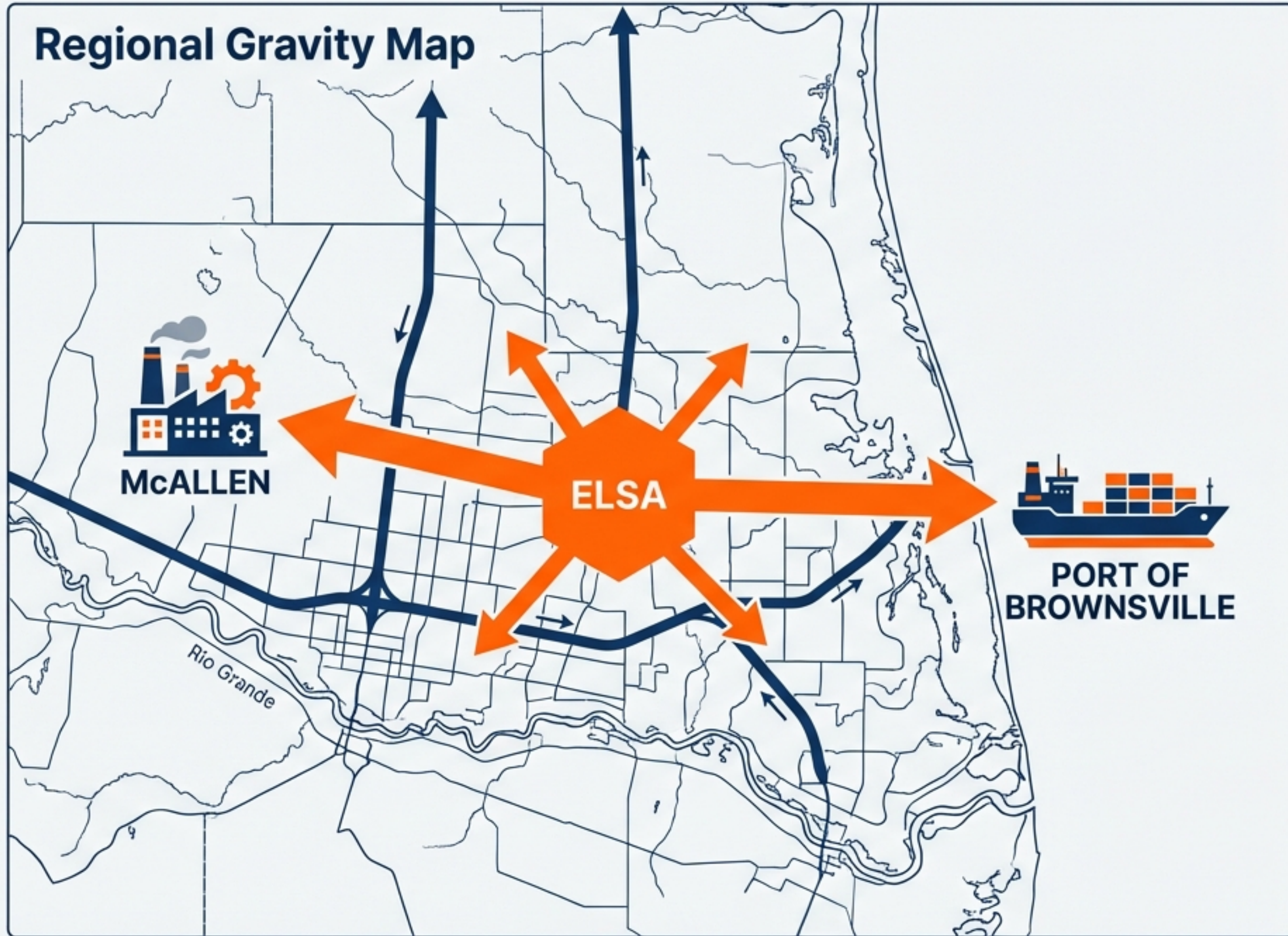


ELSA ECONOMIC DEVELOPMENT CORPORATION

Building the Workforce Corridor

A Strategic Workforce Pipeline &
Regional Connectivity Blueprint
for Elsa, Texas



Regional Gravity Map



EAST: Port Pipeline

-  **\$20B+** Active Pipeline
-  • **SpaceX:** \$13B impact, 24K jobs, 350+ suppliers
-  • **Saronic Shipyard:** \$3.2B prospect, 10K jobs, \$75.5K avg wage
-  • **Rio Grande LNG:** \$18.4B investment

WEST: Advanced Manufacturing

-  • **Valeo:** \$225M investment, 500 direct jobs
-  • Features ISO-8 Cleanroom technology

REGIONAL STATUS



Key Insight: The Valley is competing for high-tech production, advanced aerospace, and autonomous maritime operations—not just traditional manufacturing.

Defining the Gap: The Structural Disconnect

Geographic Readiness



SH 107 expansion
via TxDOT

Active water &
broadband
investments

4,500 Edcouch-Elsa
ISD students

**The One-Line Reality:
Elsa has the people, the
location, and the corridor —
but no organized system
to connect its residents to
the advanced careers
growing across the RGV.**

The Workforce Void



Zero formal
career navigation



Zero employer
roundtables



Zero post-
secondary
pipeline connections

**TxDOT is building the geographic corridor.
No one has built the workforce corridor.**

Diagnosing the Root Causes

1. CTE Without Pathways

Skills lack destinations. ISD welding classes exist, but do not connect to Keppel AmFELS.

3. Regional Disconnect

Elsa is missing from the active workforce conversations at the Port and McAllen.

5. Awareness Void

Residents simply don't know about \$75.5K shipyard jobs or ISO-8 cleanroom careers.

2. Zero Strategy

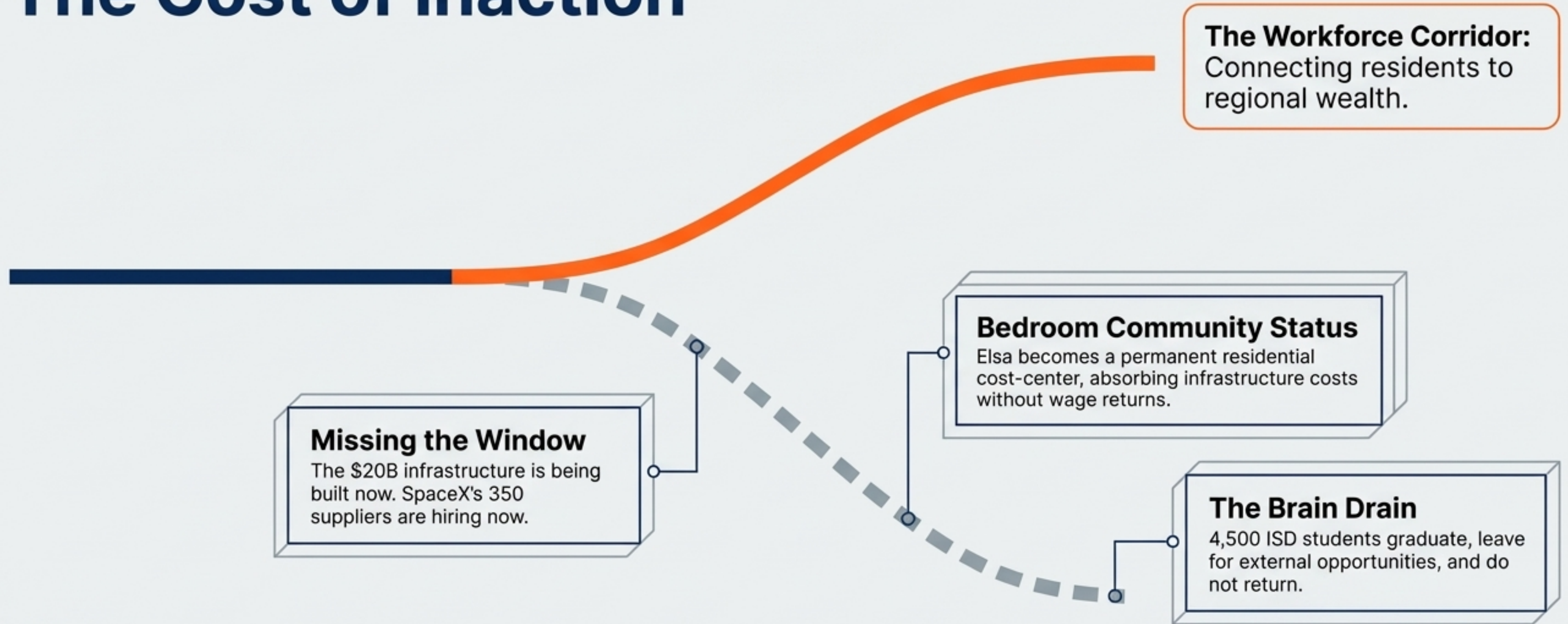
Beyond one PEWD Leadership Academy, Elsa is a clean slate with no existing workforce programs.

4. Transit Barriers

Infrequent transit service limits physical access to regional hubs without personal vehicles.



The Cost of Inaction



Key Insight: Every year without a workforce system is a year of graduates leaving and employers growing without Elsa at the table.



Elsa is a workforce-connected corridor community.

We are building a workforce pipeline for what is happening now, what is coming next, and what is still on the horizon. We are not waiting for regional growth to reach us. We are connecting our people to it — and that is how we grow.

The 5 Strategic Goals

THE WORKFORCE CORRIDOR

01

Target Sectors

Build pipelines for advanced manufacturing, shipbuilding, aerospace, and energy.

02

Transform CTE

Turn educational dead-ends into destinations via apprenticeships and employer ties.

03

Establish Partnership

Formalize ties with GBEDC, Texas A&M RAMI, and manufacturers.

04

Create Navigation

Build local career awareness infrastructure (Expos, Guides).

05

Own the Identity

Deploy the connected-corridor as Elsa's primary economic recruitment pitch.

Sector Targeting Matrix: Where We Focus

SECTOR	WHAT'S HAPPENING NOW	WHAT'S ON THE HORIZON	PIPELINE PARTNERS
Advanced Mfg	Valeo ISO-8 cleanroom surge	Cleanroom tech & software-defined components	TSTC Weslaco, UTRGV TMAC
Maritime/Defense	Keppel AmFELS shipbuilders	Saronic autonomous vessels (10K jobs)	A&M RAMI, GBEDC
Aerospace	SpaceX's 350+ local suppliers; Linde \$100M plant	Broader space-adjacent tech cluster	TSTC, GBEDC
Energy	Rio Grande LNG (\$18.4B) & Bechtel trades	Cross-border energy infrastructure	STC, Union Apprenticeships
Healthcare	#1 regional employer (DHR, Knapp)	Specialty care	STC, UTRGV

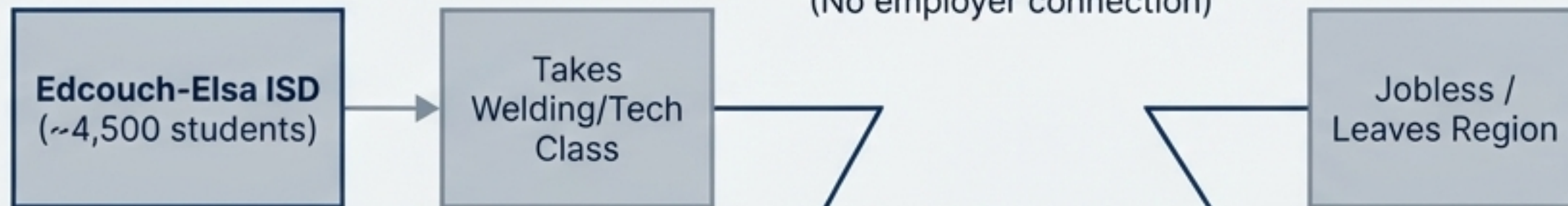
We will continue to support our massive healthcare sector, but advanced industrial is the generational gap we must act on immediately.

Education Alignment: Dead-End to Destination

Next Steps

Bridge Builder

The Current State

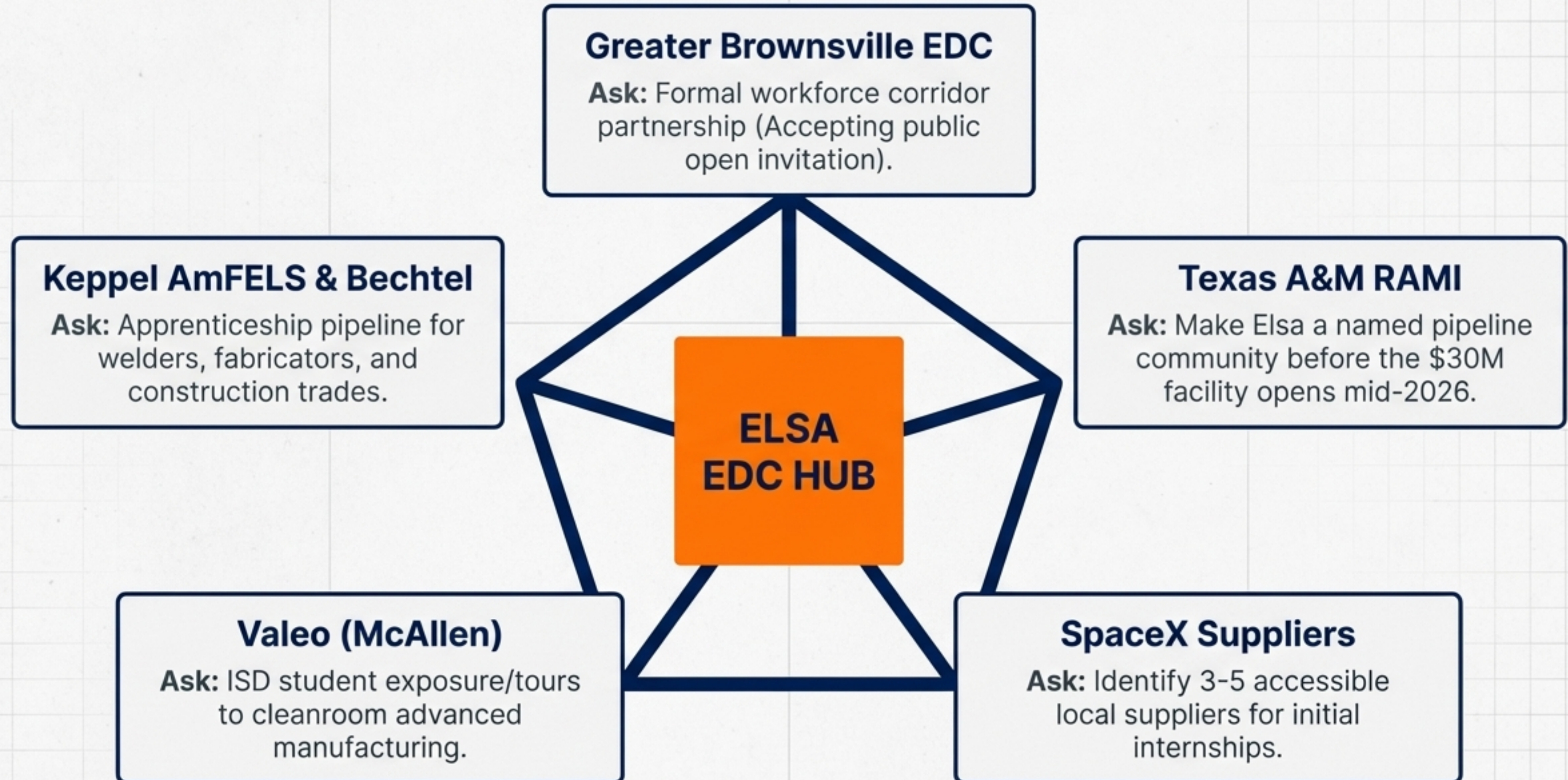


The Future State

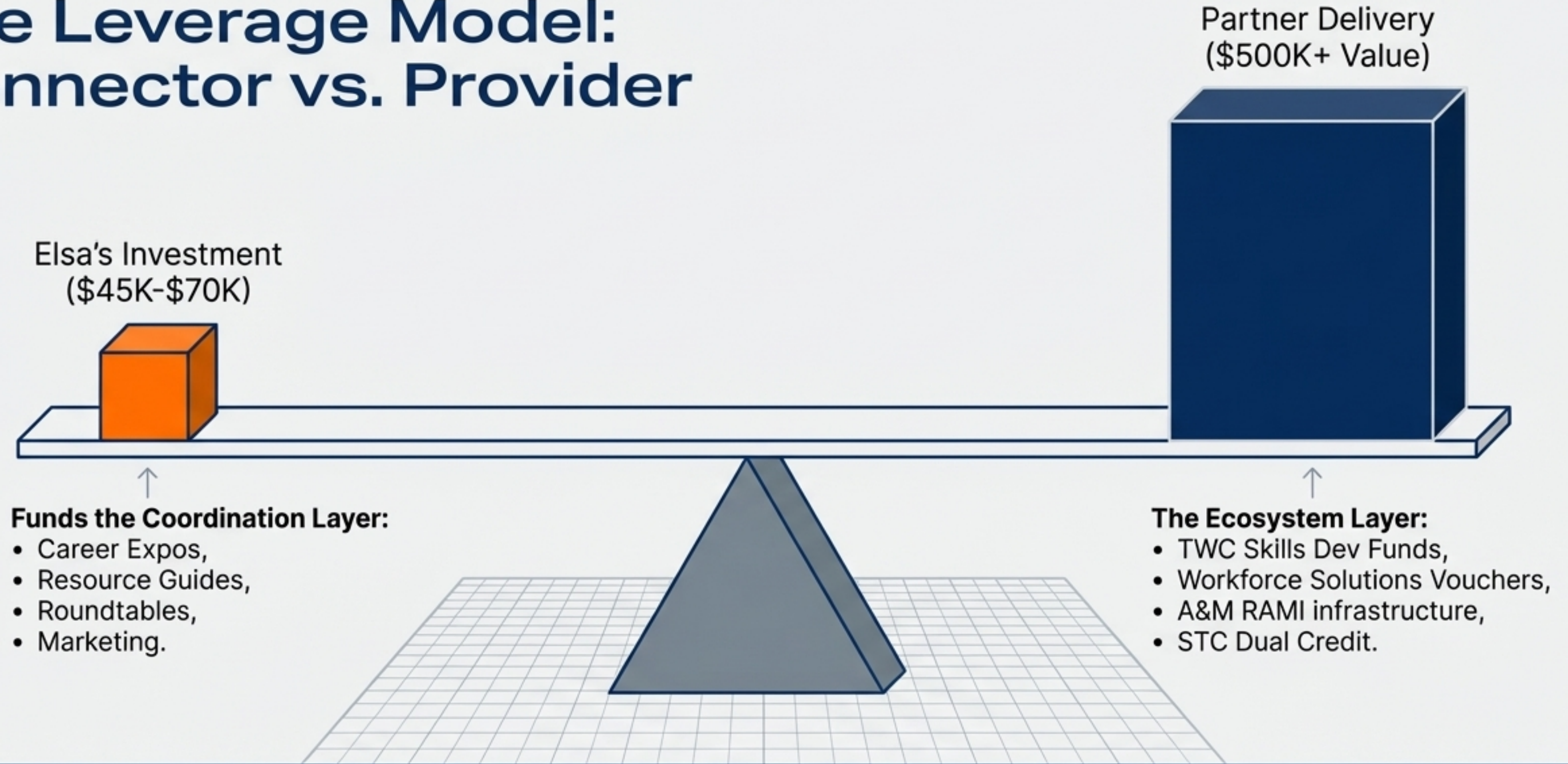


1. Audit CTE against regional demand.
2. Attach an employer to every pathway.
3. Start middle school career exposure.

The Regional Employer Network Map



The Leverage Model: Connector vs. Provider



The Connector Model. We do not have the budget to run training programs, nor should we. Elsa funds the connection; the ecosystem funds the delivery. A 7:1 Minimum ROI.

Tactical Solutions for Navigation & Access



Elsa Career & Industry Expo

Biannual physical event bringing regional employers (Port, Mid-Valley, McAllen) directly to Elsa residents.



Workforce Resource Guide

A digital/print map explicitly showing "What's out there, what it pays, and how to start."



Growth Signal Podcast

Leverage existing EDC media infrastructure to broadcast career success stories and employer interviews.

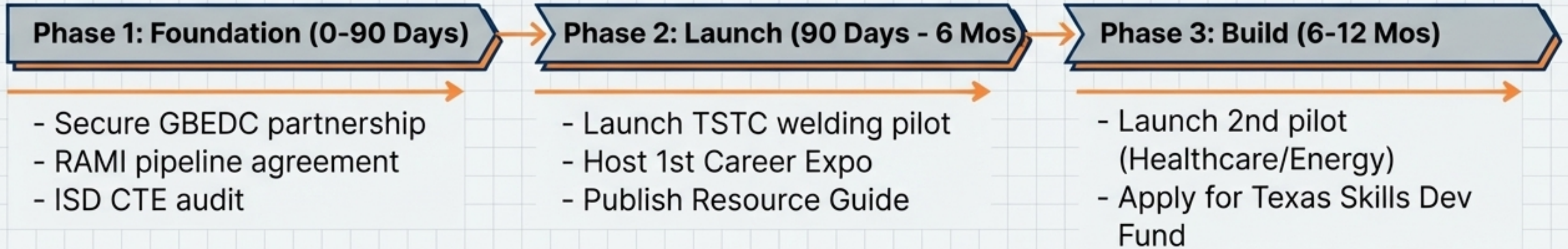


Mobile Enrollment Hubs

Partner with Workforce Solutions RGV to bring intake, vouchers, and UTRGV SBDC services physically into town.

24-Month Action Plan & Metrics

The Action Plan



The Metrics Shift

Year 1 (Activity Metrics)

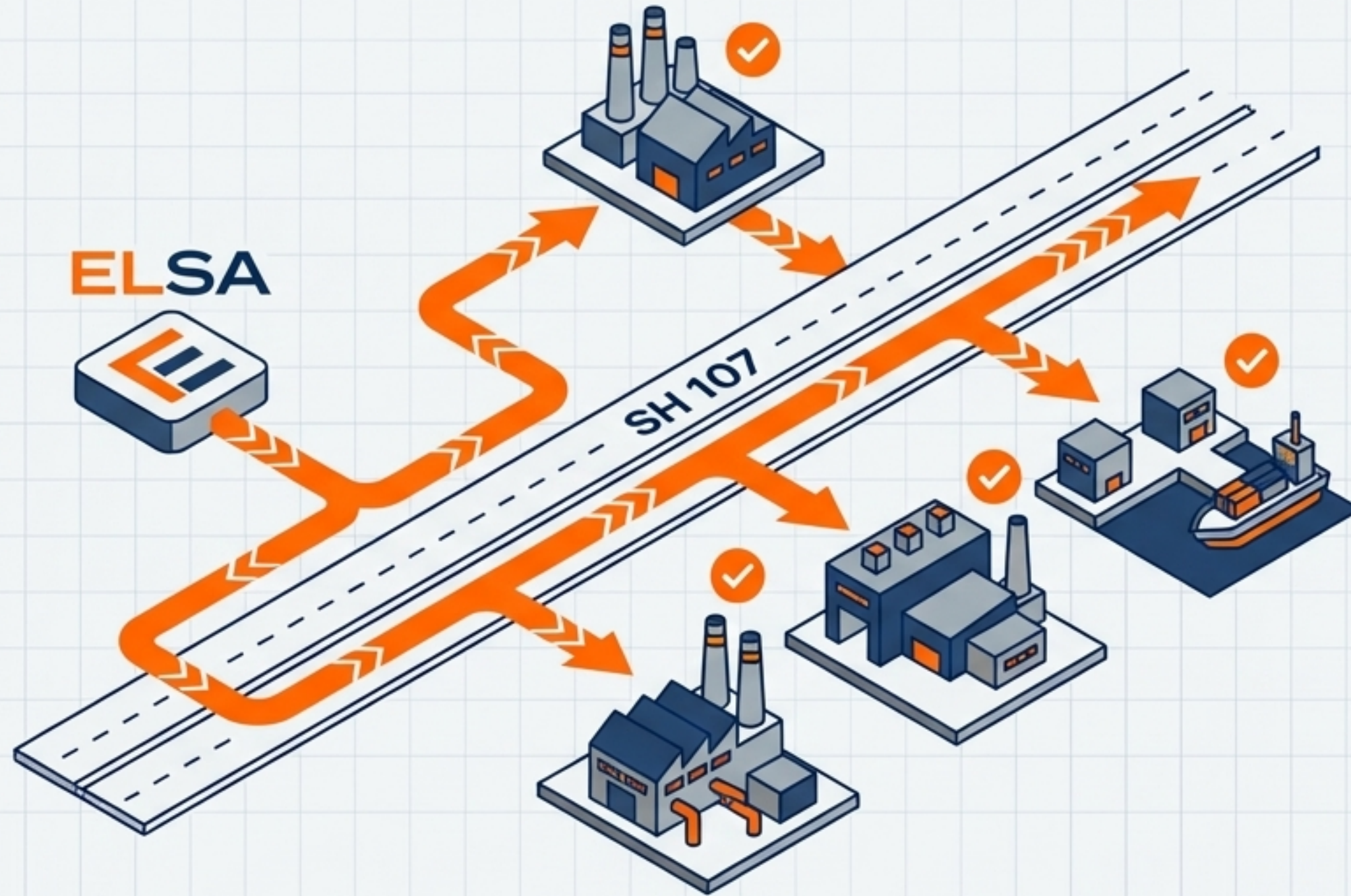
- Track 8+ MOUs
- 2 Career Expos hosted
- 100+ engaged residents

Year 2 (Outcome Metrics)

- Track 50+ certifications
- 25+ job placements
- Rising median wages



The Bottom Line



- 1. TxDOT is building the road. Elsa is building the workforce pipeline to match.**
- 2. Billions of dollars are flowing into the Valley. Our residents will not watch these careers fill up from the outside.**
- 3. We don't need a massive budget to build a massive pipeline. We just need the discipline to be the ultimate connector.**

CALL TO ACTION: Approve Phase 1 Foundation Timeline & immediate outreach to Greater Brownsville EDC.