

## FOR IMMEDIATE RELEASE

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### **Brownsville Named #1 Metro in Area Development's 2024 Leading Metro Locations Report**

Brownsville, TX (December 30, 2024) – Brownsville, Texas, has been named the top metro in Area Development's 2024 Leading Metro Locations report, cementing the city's place as a rising star in the country's economic landscape. The report highlights the growing importance of Brownsville and other smaller metros, thanks in large part to high-tech investments and the transformative impact of companies like SpaceX.

"This ranking reflects the incredible strides Brownsville has made in recent years," said Gilberto Salinas, CEO of the Greater Brownsville Incentives Corporation (GBIC). "Our region is benefiting from strategic investments, a skilled workforce, and an environment conducive to long-term growth. Brownsville has become a magnet for innovative companies, and we're proud to see that success recognized on a national stage."

Brownsville's ascension to the top of the rankings is largely attributed to the monumental presence of SpaceX, which has turned the region into a high-tech manufacturing powerhouse. The company's investments in its Boca Chica facility—nearly \$3 billion—have had a profound impact on the local economy, supporting over 21,000 indirect jobs and creating a ripple effect that fuels continued growth. With SpaceX's focus on commercial launches and advanced manufacturing, the city is positioned to continue its upward trajectory.

For businesses, site selectors, and economic development professionals, the 2024 rankings highlight Brownsville as a model for how targeted investments in infrastructure, workforce development, and industry-specific growth can lead to remarkable economic outcomes. The city's strategic position along the U.S.-Mexico border and its proximity to major trade routes further strengthen its appeal for companies in logistics and manufacturing.

"We're not just rising to the top of the rankings; we're shaping the future of economic growth in the region," Salinas concluded. "Brownsville's success story is a testament to the power of collaboration, strategic investment, and forward-thinking leadership. The future is bright, and we're just getting started."

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The GBIC currently has \$500 million in combined capital investment in its economic development pipeline. It's also getting ready to break ground on a tech business park to further facilitate corporate recruitment and expand the local supplier base.

## **About the Greater Brownsville Incentives Corporation (GBIC)**

The Greater Brownsville Incentives Corporation (GBIC) seeks to promote economic growth in the southernmost region of Texas by empowering a young and skilled workforce and driving innovation to the area. It promotes economic growth by working with regional and international partners in the areas of job creation, training, innovation, and manufacturing.