



Developers' Dream in South Texas: McAllen thrives as epicenter of the Rio Grande Valley

BY BRANDI SMITH

It's got a booming economy. Business development is at an all-time high, people are hustling and bustling. Welcome to McAllen, a mid-sized Texas border town with a big-city attitude.

"The growth in McAllen is amazing," comments Rebecca Olaguibel, the city's Director of Retail and Business Development. "It's an exciting time to be in McAllen."

While McAllen's population hovers at just more than 142,000, according to the 2020 U.S. Census, the number of people in town swells each day as an estimated 39,000 commuters drop into town to conduct business, shop, dine, and enjoy the city's amenities.

"McAllen has consistently ranked in the Top 20 retail sales tax generators in the state of Texas for the past few decades," Olaguibel shares. "And, as of 2015, McAllen MSA is now the fifth largest metropolitan statistical area in Texas, surpassing El Paso."

Even the pandemic shutdowns couldn't dampen the city's economic successes.

"Closing out our fiscal year, we have earned epic retail sales tax revenues," says Olaguibel. "We've seen our numbers go up in both retail sales tax and construction."

They're expected to jump even higher when fully vaccinated foreign travelers are able to drive across the U.S. border with Mexico in early November. McAllen's two international bridges have been closed to everyone but essential workers since March 2020.

"Direct international flights have been a game changer for our travelers and we are delighted that our international bridges will open soon to welcome those travelers who prefer the ease of driving in," Olaguibel says, adding that the city has added more international flight opportunities for consumers to visit.

Our consumers are spending at big-box retailers and smaller locally owned businesses alike, both of which McAllen has plenty to offer.

“We have seen some fantastic growth from our small locally owned businesses. We’ve created an environment in McAllen so that they can grow and thrive,” says Olaguibel.

The city has also gone above and beyond, creating the Refresh 50/50 Revitalization Grant for storefront improvements, for example.

“From city hall all to our development services departments, which includes engineering, planning, zoning, and permits, we’re all aligned in the same goal,” Olaguibel stresses. “We want to help small businesses be successful.”

Knowing the economy’s all about balance, city leaders also welcome larger retailers.

“I like to call McAllen a developer’s dream in south Texas because we have the formula that they need to be successful here,” says Olaguibel.

Exhibit A: Tres Lagos, a 2,800-acre master-planned community. It broke ground in 2016 and is now home to more than 1,800 people. The project is already expanding to include a 70,000-square-foot retail space called The Shoppes at Tres Lagos.

“We’re excited about Tres Lagos because it’s not only going to generate more interest for that community, it’s generating jobs, increasing our property tax base and generating retail sales tax revenue, which are key to McAllen,” Olaguibel says. “On top of all that, Tres Lagos adds quality of life not only to their residents but to the entire city.”

That last bit is key in McAllen. Along with a booming economy and plentiful educational opportunities, the city can offer its residents security. SmartAsset.com recently ranked McAllen the No. 9 Safest City in the United States. That’s backed up by the FBI Uniform Crime Report, which documented McAllen’s 11th consecutive year with a declining crime rate. In fact, it hit a 36-year low in 2020!

McAllen is one of those rare development gems, flying under the radar in deep south Texas and nestled in the Rio Grande Valley.

“McAllen has built in consumers, excellent leaders, and a great economy,” says Olaguibel. “We can prove that investors and developers would be successful and sustained here in McAllen.”

For more information about development opportunities within the City of McAllen, email Rebecca Olaguibel at rmolaguibel@mcallen.net.



NATIONWIDE RETAIL INVESTMENT SALES

STABILIZED MULTI-TENANT | **VALUE-ADD MULTI-TENANT** | **SINGLE-TENANT**

VALUATION | REPOSITIONING | CAPITAL MARKETS – LOAN SOURCING/RE-FINANCE | RECEIVERSHIP & PROPERTY MANAGEMENT | DUE DILIGENCE



INFO@FREG.COM



888.848.1671



FRIEDMANREALESTATE.COM