Recognized as the prime motivating force for all economic development efforts directly and indirectly impacting Starr County

2026 ORGANIZATIONAL AND STRATEGIC WORK PLAN

Building on our Success
Leading the Next Generation of Growth

Shaping the Starr County Economy for over 50 years

MISSION, VISION AND GUIDING PRINCIPLES

Mission: Drive economic growth, foster opportunity, and improve quality of life for Starr County residents through industry recruitment, infrastructure investment, and workforce development.

Vision 2026: Starr County is a recognized hub for advanced manufacturing, cross-border trade, logistics, clean energy, and technology, powered by strong infrastructure and a ready workforce.

Guiding Principles: Collaboration, transparency, innovation, and inclusivity.

Strategic Priorities for 2026

A. Economic and Industrial Development

- Recruit semiconductor, auto-cluster, and advanced manufacturing industries to Starr County.
- Market Starr County's Foreign Trade Zone advantages to global investors.
- Launch a new marketing and branding campaign showcasing Starr as "Texas' Next Industrial Frontier."
- Build stronger site readiness initiatives (partner with our municipalities to prepare our industrial parks, shovel-ready sites, permitting streamlining).

B. Infrastructure & Trade

- Finalize International Drive/FM 755 expansion to support industrial traffic.
- Advance Roma-Miguel Aleman Suspension Bridge revitalization project through engineering and state/federal funding.
- Support continued efficiency upgrades at both the Starr County Bridge and Starr-Camargo Bridge to expand cross-border flows.
- Help Starr County secure drainage and roadway infrastructure funding through TxDOT, FEMA, and GLO partnerships.

C. Broadband and Digital Innovation

- Help the RGV Broadband Coalition secure funding and begin implementation of Texas Middle Mile projects in Starr County.
- Help launch community broadband access centers in rural areas.
- Expand fiber optic workforce training cohorts through STC and Workforce Solutions.
- Form a regional and Starr County specific AI and Cybersecurity Working Group to prepare local businesses and workforce for digital transformation.

D. Workforce and Talent Pipeline

- Host two major job fairs (Spring and Fall 2026).
- Develop apprenticeship pipelines for: advanced manufacturing technicians, broadband and IT specialists, healthcare professionals.
- Partner with ISD's and STC to enhance STEM and career pathways for youth.

E. Regional, Binational and Policy Partnerships

- Lead One County, One Voice advocacy at the State and National Level
- Join binational trade missions with our partners including CoStep to promote Starr in Mexico's auto and energy corridors.
- Advocate for federal/state policies that support border infrastructure, small businesses, and rural economic development.

Organizational Capacity

- Expand SCIF membership and private-sector partnerships.
- Improve board engagement through quarterly strategic progress reports.
- Strengthen staff capacity with training in project management, grant writing, and data analysis

2026 Key Initiatives

- Launch marketing campaign
- Hold SCIF Annual Meeting
- Prepare Economic Summit "Starr 2050"
- One SCIF Talks "AI and the Starr County Frontier"
- One regional job fair.
- Participate in binational trade mission
- Annual Impact Report

Success Metrics

I. Jobs: Number of higher-wage jobs created/retained.

II. Investment: Total dollar value of private and/or public investments we assist in attracting into Starr County.

III. Workforce: Residents trained and placed in key industries.

IV. Infrastructure: Progress on drainage infrastructure, roads, bridges, and broadband.

V. Community Impact: Engagement in fairs, events, and partnerships.