

Meta Selects Borderplex for State-of-the-Art, AI-Optimized Data Center

This \$1.5 billion+ investment will support 1,800 skilled trade jobs at peak construction

EL PASO, Texas, October 15, 2025 – The Borderplex Alliance, an economic development agency representing the El Paso, Texas, in partnership with the State of Texas, El Paso County, and the City of El Paso, is thrilled to announce that Meta, a global technology leader behind Facebook, Instagram and WhatsApp, has selected the Borderplex region in El Paso for its next state-of-the-art, AI-optimized data center. This transformative project represents more than \$1.5 billion in investment and will support 100 operational jobs and 1,800 construction jobs at peak development.

Spanning nearly 1.2 million square feet and featuring Meta's cutting-edge design, this data center will be optimized to support AI workloads as part of the highly-advanced infrastructure that helps bring Meta's AI technologies and apps to life. This landmark investment underscores the Borderplex region's exceptional workforce, strategic location, and business-friendly environment. The AI-optimized data center will drive long-term economic growth and reinforce the region's ambitions to take on a leadership role in the AI economy.

"Texas is the epicenter of innovation," said Governor Greg Abbott. "Meta's \$1.5 billion investment in El Paso further cements our great state as the nation's leader in artificial

intelligence and innovation while creating new, good-paying jobs for Texans. Alongside companies like Meta and critical partners like the Borderplex Alliance, we will continue to lead the world in innovation as we build an even stronger and more prosperous Texas than ever before.”

“We are excited to bring our next-generation, AI-optimized data center to El Paso—right in the heart of the Borderplex region that embodies innovation, talent, and opportunity. We chose El Paso as the home for our next data center for a variety of reasons including strong talent, robust energy resources and great community partners. We’re grateful for the partnership across the community to date and we are excited to continue our partnership with El Paso for years to come,” said Brad Davis, Director, Data Center Community & Economic Development at Meta.

El Paso County Judge Ricardo A. Samaniego said, "This historic investment by Meta highlights El Paso County's growing reputation as a hub for innovation and economic opportunity. By creating hundreds of jobs and supporting our local infrastructure, this project will elevate our region, empower our talented workforce, and drive sustainable growth for years to come. My thanks to the Borderplex Alliance for working with El Paso County over the last few years to make this project a reality."

“El Paso is proud to be the home for Meta’s new data center — a project that represents innovation, investment, and opportunity for our community, " said El Paso Mayor, Renard Johnson. "This project will create high-quality jobs and generate lasting economic benefits for our region. Attracting major employers like Meta is a key priority of my administration, and we're grateful to all our partners who have worked to make this investment a reality."

Jon Barela, CEO of the Borderplex Alliance, stated, "Meta's decision to build its AI-optimized data center in the Borderplex is a game-changer for our region. This collaboration among Meta, the Borderplex Alliance, the State, County, and City exemplifies how our region's strengths, including our people, our connectivity, and our vision, drive transformative economic opportunities. It showcases our ability to attract world-class companies and create opportunities for our talented workforce. This project will propel our economy forward, foster high-tech jobs, create great jobs, and help further position our region as a leader in the next generation of technology-driven industries."

The Borderplex Alliance, State of Texas, El Paso County, and City of El Paso remain united in their commitment to fostering economic development and creating opportunities that elevate the region.

For more information about the Borderplex Alliance, visit borderplexalliance.org.

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