ISSUE
NOVEMBER 2025

LAREDO IS ON THE RISE!

Border Insight

A Strategic Partner for Business Expansion In Rio South Texas Region

COSTEP
Council for South Texas Economic Progress



Featured Article

COSTEP: COUNCIL FOR SOUTH TEXAS ECONOMIC PROGRESS

TABLE OF CONTENTS

05-09

- COSTEP: A VISION ROOTED IN REGIONAL PROGRESS
- 2025: STRENGTHENING INDUSTRY, INNOVATION & CONNECTIVITY
- RIO SOUTH TEXAS REGION POWERED BY COSTEP
- 2026 AND BEYOND

13-21

- LEDC REPRESENTS LAREDO AT FORO INDEX NLD 2025, CELEBRATING 20 YEARS OF INDEX NUEVO LAREDO
- REGIONAL COLLABORATION - LOS DOS LAREDOS
- ALFA PERSPECTIVAS BINACIONALES: LAS NUEVAS VOCES DE NORTEAMERICA FORUM
- LEDC ATTENDS BUCKLAND–AUMOVIO GRAND OPENING CEREMONY
- SIETE II AT PINNACLE INDUSTRY CENTER GROUNDBREAKING
- SITEPRO RENTALS RIBBON CUTTING
- YEAR-TO-DATE, PORT LAREDO'S TRADE AUGUST 2025
- ECONOMIC DASHBOARD - SEPTEMBER 2025 YEAR-OVER-YEAR REPORT
- ECONOMIC DASHBOARD - SEPTEMBER 2025 YEAR-TO-DATE REPORT

EXCELLENCE IN ECONOMIC DEVELOPMENT AWARDS
2025 BRONZE WINNER
MAGAZINE & NEWSLETTER CATEGORY

INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL

23-24

- LET'S WELCOME OUR NEWEST MEMBERS
- LEDC MEMBER OF THE MONTH - MEDINA ELECTRIC COOPERATIVE, INC.

26-30

- BUILDING THE NEXT GENERATION OF INNOVATORS: MR. KEVIN MARTINEZ'S MILEONE EXPERIENCE
- M1 MEMBER OF THE MONTH - ANGEL TREVIÑO ARCHITECTURE, PLLC
- EMPOWERING THE NEXT GENERATION OF INNOVATORS: YES CAMP SESSION 2
- INSPIRING INNOVATION AT THE PALOMINO PITCH FEST

31-34

- UPCOMING EVENTS YOU WON'T WANT TO MISS!

TABLE OF CONTENTS

Border Insight

A publication of the Laredo Economic Development Corporation

Chief Editors & Design:



Yvette Peña

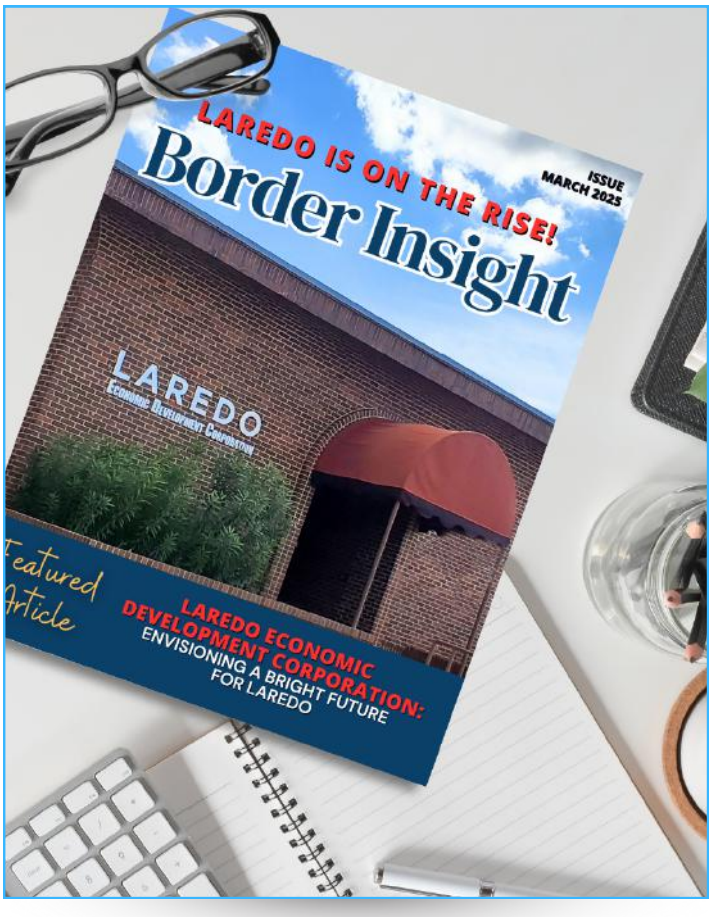


Ana L. Benavides Del Bosque

CONTRIBUTORS FOR THIS EDITION:

- Cesar G. Hernandez
- Maribel Villarreal
- Council For South Texas Economic Progress (COSTEP)

Laredo Economic Development Corporation
P.O. Box 2682 (616 Leal St.)
Laredo, Texas 78044-2682
Phone: (956)722-0563
1-800-820-0564
E-mail: info@laredoedc.org
www.laredoedc.org



For Advertising and Graphics:
Ana L. Benavides Del Bosque
(956) 722-0563
abenavides@laredoedc.org

Advertisement Guidelines:

Standard Advertisements:

- **All ads must be submitted in PNG format.**
- **Advertisements should be non-political.**
- **Submissions are required by the designated closing date.**

Exclusive Package:

- **All ads must be provided in PNG format.**
- **This package includes video content and must be non-political.**
- **It must be used within one year of purchase.**
- **All ads are due by the designated closing date.**

COSTEP
Council for South Texas Economic Progress

COSTEP: A Vision Rooted in Regional Progress

For decades, Rio South Texas has stood at the crossroads of trade, talent, and innovation. What began as a fertile agricultural valley evolved into one of the most interconnected binational regions in North America, a place where industry thrives, ideas move freely, and communities advance together.

COSTEP, the Council for South Texas Economic Progress, was founded to harness this momentum and guide it with strategic purpose. Built on a long-standing commitment to collaboration and regionalism, COSTEP emerged as a response to a single, powerful truth:

"No city, county, or institution can fully unlock its economic potential alone, but together, the region becomes a global force".

From its earliest years, COSTEP acted as a catalyst for development, helping local communities expand infrastructure, strengthen education, and build the capacity required to compete in a rapidly changing world. Over time, this commitment translated into a unified message to investors: the Rio South Texas Region is open for business, aligned for growth, andequipped for the future.

Today, COSTEP continues to honor that legacy while driving forward a modern vision: one centered on industry diversification, cross-border coordination, innovation ecosystems, and long-term prosperity for both sides of the Rio Grande. In an era defined by nearshoring, supply-chain recalibration, and global competitiveness, COSTEP's founding principle remains unchanged:

"Progress begins when a region moves together".





2025: Strengthening Industry, Innovation & Connectivity

The past year marked a defining chapter for COSTEP and the Rio South Texas Region. As global shifts accelerated nearshoring, expanded manufacturing capacity, and increased demand for resilient supply chains, COSTEP transformed strategy into measurable action through dozens of high-impact engagements across North America and Mexico.

Building the Foundations of a Binational Industrial Ecosystem COSTEP investment attraction shifted from passive promotion to **direct engagement with decision-makers.**

- ✅ **Meetings with INDEX Reynosa** and Mexico's IMMEX manufacturing sector.
- ✅ **Familiarization tours with Canadian investors i**n Matamoros.
- ✅ **Presentations at CANACINTRA Matamoros.**
- ✅ **Project Mesquite Quick-Tour**, supporting a tech company evaluating a U.S. landing site.
- ✅ **Project Lonesome Dove Quick-Tour**, aiding a U.S. manufacturer to relocate from China.

Building the Foundations of a Binational Industrial Ecosystem
Recognizing that workforce readiness is central to competitiveness, COSTEP participated in regional talent efforts such as:

- ✅ **RGV Focus Leadership Meetings** focused on strengthening educational pathways.
- ✅ **Tri-Agency Convener sessions** where COSTEP plays a leadership role in aligning education, training, and workforce initiatives across the region.

Strengthening Relationships with Industry and Government The past twelve months also expanded COSTEP's diplomatic and governmental footprint. Among the most notable engagements:

- ✅ **Meeting with Texas Governor Greg Abbott** reinforcing state-level support for promoting Rio South Texas as an investment destination.
- ✅ **Strategic discussions with JETRO, Texas authorities, and TxEDC,** advancing ties with Japanese industry and state agencies.
- ✅ **A US$100,000 incentive to TxEDC** to strengthenstatewide investment attraction.

COSTEP representatives also had meetings at the international stage with:

- ✅ **The Secretary of Energy of Tamaulipas** to address cross-border energy needs.
- ✅ **The Embassy of Mexico in France** and the **International Chamber of Commerce in Paris,** showcasing the region during global engagements at the Paris Air Show.

Promoting the Region on the Global Stage
COSTEP's presence at high-profile international trade and investment events demonstrated a proactive and modern approach to regional promotion. Over the past year, COSTEP participated in:

- ✅ **SelectUSA Mexico City Edition.**
- ✅ **Site Selectors Guild Conference in Orlando.**
- ✅ **Area Development Conference in San Antonio.**
- ✅ **Business Facilities LiveXChange in New Orleans.**
- ✅ **SelectUSA Summit in Washington, DC.**
- ✅ **VivaTech 2025 in Paris.**
- ✅ **Paris Air Show.**

Regional Collaboration and Industry Expansion
COSTEP also led efforts to strengthen binational value chains through agreements such as:

- ✅ **MOU between COSTEP and CANACINTRA Nacional**, integrating 50,000+ Mexican industrial firms into binational collaboration.
- ✅ **Presentations of the Rio South Texas Region Binational Auto Cluster** in Matamoros, Reynosa, Laredo, and INDEX Reynosa.
- ✅ **Regional presentations to Canadian delegations.**
- ✅ **MOU between COSTEP and Index Nacional.**

A Year Defined by Acceleration, Integration & Vision Taken together, the more than 60 events, missions, presentations, conferences, and investment tours conducted throughout 2024–2025 reveal a region in motion, and an organization prepared to lead. COSTEP is not simply reacting to global trends.**It is shaping the economic future of the Rio South Texas Region through binational collaboration, strategic intelligence, and a unified regional message.**





Signing of a Memorandum of Understanding (MOU) with INDEX Nacional Mexico A strategic alliance was formalized between Mexico's most influential export-manufacturing association and the most active economic development organization in South Texas. This agreement establishes a permanent framework for collaboration to advance binational competitiveness, strengthen talent mobility, facilitate nearshoring projects, and enhance operational integration across supply chains in both countries. Through this MOU, COSTEP and INDEX will work jointly on market intelligence, investment attraction, specialized training, and alignment between industry, education, and government. It is a partnership that reinforces a shared vision: **to position the Mexico–Texas corridor as North America's most dynamic, connected, and future-ready manufacturing region.**

Building the Foundations of a Binational Industrial Ecosystem COSTEP brought together industry leaders, manufacturers, economic development organizations, and universities to coordinate a regional response to new investment opportunities. Through the development of the **Industrial Data System (IDS)**, an unprecedented database mapping industrial capabilities across South Texas and Northern Tamaulipas, the region now presents itself to the world as a **single, integrated production platform.**

Launching the Binational Higher Education Advisory Council (BHEAC) Recognizing that talent is the foundation of competitiveness, COSTEP formalized the region's first-ever **Binational Higher Education Advisory Council**, uniting universities, colleges, and technical institutions on both sides of the border.

BHEAC's first initiative, the **Strategic Inventory of Educational Offerings**, began mapping academic programs, research strengths, and workforce pipelines in a way that aligns education directly with emerging industrial demand. This initiative bridges the gap between **industry needs and academic output,** strengthening the region's long-term talent strategy.

RIO SOUTH TEXAS
REGION

Powered by
COSTEP

A Region on the Rise: The Economic Powerhouse of Rio South Texas

Stretching from the Gulf of Mexico to the ports of entry in Laredo and beyond, the Rio South Texas Region is one of the most strategically positioned economic corridors in North America. With more than **1.3 million workers**, a robust cross-border manufacturing platform, and high-capacity logistics infrastructure, the region is rapidly advancing as a preferred destination for companies seeking efficiency, talent, and proximity to global markets.

A Gateway for Global Trade

Powered by 18 international bridges, including some of the busiest commercial crossings in the United States, Rio South Texas Region offers unmatched connectivity for goods moving between Mexico's industrial heartland and the U.S. consumer market. The region's logistics strengths support industries such as automotive, aerospace, electronics, medical devices, energy, metal mechanics, and agribusiness.

A Binational Talent Advantage

Few regions in the country can match the depth of talent produced in South Texas and Northern Tamaulipas. Bilingual, young, highly skilled, and culturally fluent, the workforce forms one of the strongest competitive advantages for companies establishing operations in the region.

A Diverse and Expanding Economy

From energy and healthcare to education, retail, tourism, technology, and manufacturing, the region's economic base continues to diversify. Cities like Brownsville, McAllen, Harlingen, Edinburg, and Laredo anchor growing metropolitan areas, while surrounding communities contribute land availability, industrial parks, workforce housing, and an expanding base of small and medium enterprises.

Quality of Life at the Border

With competitive housing costs, rich cultural amenities, a strong education network, and proximity to destinations like South Padre Island, the region offers an appealing quality of life for entrepreneurs, executives, and families alike.

Rio South Texas Region is not just "on the rise"; it is redefining what binational economic growth looks like for the 21st century.





2026 and Beyond

The RoadAhead: StrategicInitiatives Shaping the Future of Rio South Texas

As the global economy continues to shift, the Rio South Texas Region is preparing for a new wave of investment, industrial innovation, and cross-border collaboration. COSTEP is leading this transition through forward-looking projects designed to expand capacity, strengthen competitiveness, and position the region as a continental leader in nearshoring and logistics.

Advanced Manufacturing & Nearshoring Acceleration

COSTEP is aligning local assets to support the next generation of advanced manufacturing. Efforts include promoting industrial-ready sites, supporting cross- border supplier development, and leveraging the Industrial Data System to attract Tier 1 and Tier 2 suppliers in automotive, aerospace, and high-tech industries.

Integrated Regional Talent Strategy

Building on BHEAC's foundational work, COSTEP will scale a binational talent pipeline initiative that aligns curriculum, certifications, apprenticeships, and internships with the real needs of industry. This effort aims to deliver a future-ready workforce prepared for automation, Industry 4.0 technologies, and emerging job categories.

Strengthening Logistics & Transportation Corridors

The region is poised to support major enhancements in commercial mobility, including expanded customs capacity, multimodal logistics platforms, cold-chain infrastructure, and intermodal connectivity. These projects will improve supply chain reliability for companies operating across North America.

A Unified Regional Narrative for Global Investors

COSTEP will continue strengthening the region's visibility through targeted outreach, international missions, strategic partnerships, and high-level engagement with corporate leaders worldwide. The goal: **position Rio South Texas Region as the most reliable, cost- effective, and talent-rich investment destination along the U.S.–Mexico border.**

As the Rio South Texas Region accelerates into a new era of binational competitiveness, COSTEP stands ready to guide companies, investors, and partners seeking to expand in one of North America's most dynamic corridors. Whether you are exploring market entry, evaluating industrial sites, strengthening supply chains, or building cross-border partnerships, COSTEP offers the intelligence, connectivity, and regional leadership needed to make every step a strategic one.

Partner with COSTEP and unlock the full potential of the Rio South Texas Region.

RIO SOUTH TEXAS REGION
Powered by COSTEP

One Region
Two Countries
One Future

Alma L. Saldana Cruz
Office: 956.971.3321
Mobile: 956.599.8850
Email: asaldanacruz@costep.org

www.costep.org

The Most Convenient Place to Invest in America



Expand your operations to Rio South Texas Region.

- + 140 Industrial Parks
- + 400 Manufacturing Companies Established
- Strategic sectors: Automotive, Aerospace, Electric-Electronic, Medical, Energy, Logistics
- World-class connectivity:
  - 9 International Airports
  - 3 Maritime Ports
  - 18 International Bridges
  - 1 Spaceport



Invest in Rio South Texas Region and let COSTEP guide you to expand with confidence.

Global +1 (956) 682-6371
USA +1 (800) 949-6371
Contact: Adam Gonzalez
agonzalez@costep.org
(956) 971-3304

COSTEP
Council for South Texas Economic Progress

A Strategic Partner for Business Expansion in Rio South Texas Region

GTSI
Global Tooling Specialties, Inc.

OUR PRODUCTS

Our product line of specialized and quality tools ranges from assembly-line robotics and material handling to cutting tools and safety equipment.

SERVICES & BENEFITS

We supply specialized, quality tools, parts, and machinery while offering costs savings and better lead times, in order to provide world class service to our customers.

OUR COMMITMENT

Customers buy from us because we simplify the procurement process, serving as an industry partner by being more efficient and setting the highest standards in training and education.

Alma Acevedo
President & CEO

Get in Touch with Us Today! 📞 (956) 753-5020

Follow us on

33RD ANNIVERSARY

Pathways For Trade

The North American Logistics & Manufacturing Symposium

"Connecting the Americas: Infrastructure, Industry, Innovation"

September 22-24, 2026

Laredo, Texas

SAVE THE DATE

LAREDO
ECONOMIC DEVELOPMENT CORPORATION

More information visit us at:

www.pathwaysfortrade.com



LEDC Represents Laredo at Foro Index NLD 2025, Celebrating 20 Years of Index Nuevo Laredo

The Laredo Economic Development Corporation (LEDC) was honored to sponsor and proudly represent the City of Laredo at the Foro Index NLD 2025, held on November 5–6 at the Centro Cultural in Nuevo Laredo, Tamaulipas.

This year's forum marked a significant milestone—the 20th Anniversary of Index Nuevo Laredo, a key organization supporting the region's manufacturing and maquiladora industry. The event brought together industry leaders, government officials, and economic development professionals to exchange insights on competitiveness, innovation, and cross-border collaboration.

The two-day forum featured specialized conferences and panels on talent management, economics, foreign trade, cybersecurity, and environmental sustainability. Attendees also enjoyed valuable networking opportunities with sector leaders and major companies.

Adding to the event's relevance, participants heard from renowned experts, including Victoria Holtz, Erick Guerrero, Eduardo Reyes Díaz Leal, Andrés Velázquez, and Eduardo Vázquez, who shared their perspectives on the evolving landscape of binational industry and economic development.



By participating in Foro Index NLD 2025, LEDC reaffirmed its commitment to strengthening binational partnerships and promoting regional economic growth.

The organization was proud to be part of a celebration that highlights two decades of progress and cooperation within the Texas–Tamaulipas manufacturing corridor.



Regional Collaboration - Los Dos Laredos

Earlier this month, during the INDEX 3rd Forum in Nuevo Laredo, David Stedman, President and CEO of the Laredo Economic Development Corporation (LEDC), took part in a binational coordination meeting aimed at strengthening collaborative efforts between Laredo and Nuevo Laredo. The discussion centered on improving communication, sharing regional initiatives, and identifying opportunities for joint participation and mutual support at upcoming trade shows.

The meeting brought together key regional leaders committed to advancing cross-border economic development. Attendees included Adam Gonzalez, CEO of COSTEP; Alma Saldana, AED of COSTEP; Lorena Cavazos, Secretary of Economic Development for Nuevo Laredo; Iván Torres, Director of International Trade and Industrial Development for the City of Laredo; Felipe Romero of Port Laredo; Sergio Gracia, President of Mexico Industry; and Cesar G. Hernandez, COO of MileOne.

Through open dialogue and shared priorities, the session reinforced the commitment of both cities to work together in promoting competitiveness, economic growth, and regional prosperity across the border.

- Improving communication
- Sharing regional initiatives
- Identifying opportunities for collaboration and mutual support at upcoming trade shows



ALFA Perspectivas Binacionales: Las Nuevas Vocesde Norteamerica Forum

LEDC President and CEO David Stedman attended ALFA's Perspectivas Binacionales: Las Nuevas Voces de Norteamérica forum, where leaders from both sides of the border discussed emerging trends shaping U.S.–Mexico trade. Hosted by the Association of Logistics & Forwarding Agents (ALFA), the event emphasized collaboration and the evolving logistics landscape supporting North America's competitiveness.

Featured speakers included Pedro Casas (American Chamber Mexico), Lila Abed (Inter-American Dialogue), and Alma Caballero (McLarty Associates). Supported by sponsors such as IBC Bank and Brittingham Development, the forum reaffirmed the vital role of Laredo and Nuevo Laredo as key gateways driving regional integration and growth.

LEDC Attends Buckland–Aumovio Grand Opening Ceremony

LEDC attended the grand opening of Buckland's new 105,000 sq. ft. logistics facility in Laredo, marking a significant investment in the region's growing trade capacity. CEO Kelley Zylstra highlighted the company's long-term partnership with AUMOVIO and its commitment to binational operations.

Notable attendees included Mayor Pro Tempore Vanessa Perez, and James "Cinco" Cocke of Huffman Development, along with Buckland's regional management team.

The new facility enhances services such as just-in-time shipping, OEM-focused logistics, and customs and compliance support, further strengthening Laredo's position as a key logistics hub.



Siete II at Pinnacle Industry Center Groundbreaking

LEDC participated in the groundbreaking ceremony for Siete II at the Pinnacle Industry Center, marking a significant milestone in Laredo's growing industrial landscape.

The event highlighted the collaboration between Forum CRE, the Siete II partners, and the Redline Architecture team, who are leading this next phase of high-performance industrial development.

Attendees included Carlo A. Molano Longoria, SIOR, Carlos Montoya of Forum CRE, and developers Kurt A.J. Kraus and Tyler Kraus, along with other industry leaders celebrating the project's launch.

The new Class A facility will offer 156,000 sq. ft., 32-foot clear heights, concrete-tilt construction, and sit on a 10-acre M1-zoned site, with completion expected in Q3 2026.

The ceremony underscored strong confidence in Laredo's continued growth and its increasing competitiveness as a logistics and industrial hub—reflecting shared commitment and momentum toward elevating the region's industrial capabilities.



IBC BANK®

Your Prosperity, Our Priority

VISA® CREDIT CARDS

Cards are issued by First Bankcard®, a division of First National Bank of Omaha.

IBC MORTGAGE

EQUAL HOUSING LENDER NMLS #421821

MEMBER FDIC/INTERNATIONAL BANCSHARES CORPORATION

IBC INSURANCE AGENCY

NOT A DEPOSIT | NOT FDIC INSURED | NOT INSURED BY ANY FEDERAL GOVERNMENT AGENCY
NOT GUARANTEED BY THE BANK | MAY GO DOWN IN VALUE

IBC Insurance Agency, Ltd., a wholly-owned subsidiary of IBC-Laredo

IBC INVESTMENT SERVICES

Securities offered through LPL Financial, Member FINRA/SIPC. Insurance products offered through LPL Financial or its licensed affiliates. IBC Bank and IBC Investment Services are not registered broker/dealers and are not affiliated with LPL Financial.

NOT A DEPOSIT | NOT FDIC INSURED | NOT INSURED BY ANY FEDERAL GOVERNMENT AGENCY
NOT GUARANTEED BY THE BANK | MAY GO DOWN IN VALUE

IBC MERCHANT SERVICES

Powered by Bā·sys MEMBER FDIC/INTERNATIONAL BANCSHARES CORPORATION

TREASURY MANAGEMENT

MEMBER FDIC/INTERNATIONAL BANCSHARES CORPORATION

SMALL BUSINESS LOANS

MEMBER FDIC/INTERNATIONAL BANCSHARES CORPORATION EQUAL HOUSING LENDER

ibc.com | Follow us

SitePro Rentals Ribbon Cutting



SitePro Rentals officially opened its new Laredo location with a ribbon-cutting ceremony on Friday, November 21.

The celebration brought together community leaders, nonprofit partners and members of the local business community to welcome the company to the region.

As part of the event, SitePro Rentals presented $2,500 checks to four local organizations: the Boys & Girls Club, Communities in Schools, the South Texas Food Bank and the Washington Birthday Celebration Association.

Carole Sherwood, CEO of Habitat for Humanity, delivered the invocation and highlighted the many nonprofits that have already benefited from SitePro's generosity.

Founded in 2021 and headquartered in Lewisville, Texas, SitePro Rentals is a wholly owned subsidiary of Sammons Industrial, an employee-owned family of businesses known for its values of service, community engagement, and integrity. Sammons Industrial includes SitePro Rentals, Briggs Equipment, Briggs Earth & Ag, Briggs Truck & Rail, Precision Warehouse Design, and Sync Storage, all dedicated to supporting industrial operations with dependable, single-source solutions.

Company leaders emphasized that this strong corporate foundation enables SitePro to meet the needs of growing markets while investing meaningfully in local communities. SitePro offers a comprehensive fleet of well-maintained equipment—including industrial air lifts, forklifts, skid steers, concrete and masonry tools—as well as essential job site supplies.

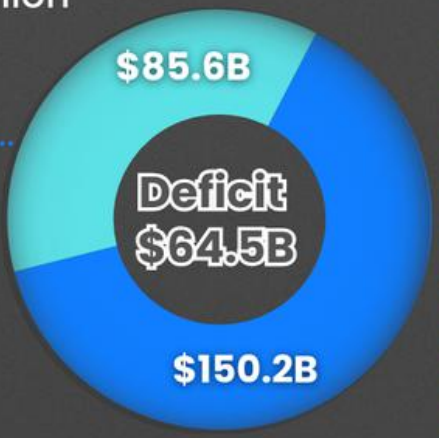
More than an equipment provider, SitePro positions itself as a true job site partner. With its expanding footprint in Laredo and across Texas, the company aims to deliver faster turnaround times, flexible delivery options and expert support tailored to the needs of South Texas. As a new member of the Laredo business community, SitePro Rentals reaffirmed its commitment to building long-term relationships, supporting local organizations and helping customers get the job done right.

YEAR-TO-DATE, PORT LAREDO'S TRADE AUGUST 2025

AUGUST 2025 OVERVIEW

Port Laredo **Exports** totaled **$85.6** billion
+% from August 2024

While **Imports** were valued at **$150.2** billion
+ % from August 2024



TOP TRADE PARTNERS

MEXICO $229.4B
Exports $85.54B Imports $143.9B
Fell 0. 75% Rose 7.89%

CHINA $1.1B
Exports $1.14M Imports $1.08 B
Rose 354.2% Fell 15.07%

FRANCE $760.9M
Exports $0 Imports $760.9 M
Rose 7.63%

JAPAN $701.7M
Exports $9.15M Imports $692.5M
Rose 7.28% Rose 64.49%

NICARAGUA $578.9M
Exports $96.15M Imports $482.76M
Rose 2.8% Fell 1.01%

PORT LAREDO EXPORTS

Motor Vehicle Parts fell -1.52% compared to last year
$9.53B

Gasoline, other fuels rose 24.11% compared to last year
$3.21B

Diesel engines fell -13.39% compared to last year
$2.01B

Civilian aircraft, parts rose 100.37% compared to last year
$1.89B

Montoe Vehicle Engines rose 45.5% compared to last year
$1.74B

PORT LAREDO IMPORTS

Motor Vehicle Parts fell -2.43% compared to last year
$17.55B

Computers rose 166.29% compared to last year
$17.28B

Passenger vehicles rose 9.1% compared to last year
$11.24B

Cell phones, related equipment rose 35.22% compared to last year
$5.97B

Commercial vehicles fell -24.74% compared to last year
$5.7B

Source: US Trade Numbers-WorldCity

Compiled by Laredo Economic Development Corporation

Economic DASHBOARD
September 2025 Year-over-Year Report

LAREDO ECONOMIC DEVELOPMENT CORPORATION

*Workforce

Employment
117,115
▲ +2.03% from 2024

Labor Force
122,895
▲ +2.81% from 2024

Unemployment Rate
4.7%
▲ +17.5% from 2024

Indicator	Sep 2025	Sep 2024	% Change (YoY)	Trend
Employment	117,115	114,784	2.03%	▲ Positive Growth
Labor Force	122,895	119,532	2.81%	▲ Growth
Unemployment	5,780	4,748	21.74%	▲ Risen
Unemployment Rate	4.7%	4.0%	17.5%	▲ Risen

*Sales Tax

Sales Tax Revenue $5.6M
▲+6.35% from 2024

Indicator	Sep 2025	Aug 2024	% Change (YoY)	Trend
Sales Tax Revenue	$5,694,711	$5,354,818	6.35%	▲ Increase

*Bridge Traffic Distribution (Southbound)

Indicator	Sep 2025	Sep 2024	% Change (YoY)	Trend
Pedestrians	198,637	190,720	4.15%	▲ Increase
Non Comm. Vehicles	435,883	413,996	5.29%	▲ Increase
Buses	2,293	2,520	-9.01%	▼ Decrease
Commercial Vehicles	242,006	237,045	2.09%	▲ Increase
Non Comm. Vehicles (AVI)	159,917	150,061	6.57%	▲ Increase
Total Vehicles	680,182	653,561	4.07%	▲ Increase

Bridge Traffic Distribution (Northbound)

Indicator	Sep 2025	Sep 2024	% Change (YoY)	Trend
*Pedestrians	247,644	233,362	6.12%	▲ Increase
*Non Comm. Vehicles	441,161	420,160	5.00%	▲ Increase
*Buses	706	2,517	-72.0%	▼ Decrease
*Commercial Vehicles	243,125	239,740	1.41%	▼ Decrease

Data Sources:

*Texas Labor Market Information *Texas State Comptroller *City of Laredo Bridge System
*U.S. CBP-Inbound Traveler & Conveyance Data *U.S. DOT-Bureau of Transportation Statistics

Economic DASHBOARD
September 2025 Year-to-Date Report

LAREDO ECONOMIC DEVELOPMENT CORPORATION

*Workforce

Employment
116,217
▲ +2.54% from 2024

Labor Force
121,897
▲ +2.96% from 2024

Unemployment Rate
4.7%
▲ +8.5% from 2024

Indicator	Jan-Sep-2025	Jan-Sep-2024	% Change (YoY)	Trend
Employment	116,217	113,339	2.54%	▲ Positive Growth
Labor Force	121,897	118,398	2.96%	▲ Growth
Unemployment	5,680	5,059	12.28%	▲ Risen
Unemployment Rate	4.7%	4.3%	8.5%	▲ Risen

*Sales Tax

Sales Tax Revenue $51.5M
▲ + 5.83% from 2024

Indicator	Jan-Sep-2025	Jan-Sep-2024	% Change (YoY)	Trend
Sales Tax Revenue	$51,509,904	$48,673,917	5.83%	▲ Positive Growth

*Bridge Traffic Distribution (Southbound)

Indicator	Jan-Sep-2025	Jan-Sep-2024	% Change (YoY)	Trend
Pedestrians	1,780,590	1,738,507	2.42%	▲ Increase
Non Comm. Vehicles	3,749,810	3,740,487	0.25%	▲ Increase
Buses	23,182	24,777	-6.44%	▼ Decrease
Commercial Vehicles	2,221,752	2,266,210	-1.96%	▼ Decrease
Non Comm. Vehicles (AVI)	1,367,241	1,326,192	3.10%	▲ Increase
Total Vehicles	5,994,744	6,031,474	-0.61%	▼ Decrease

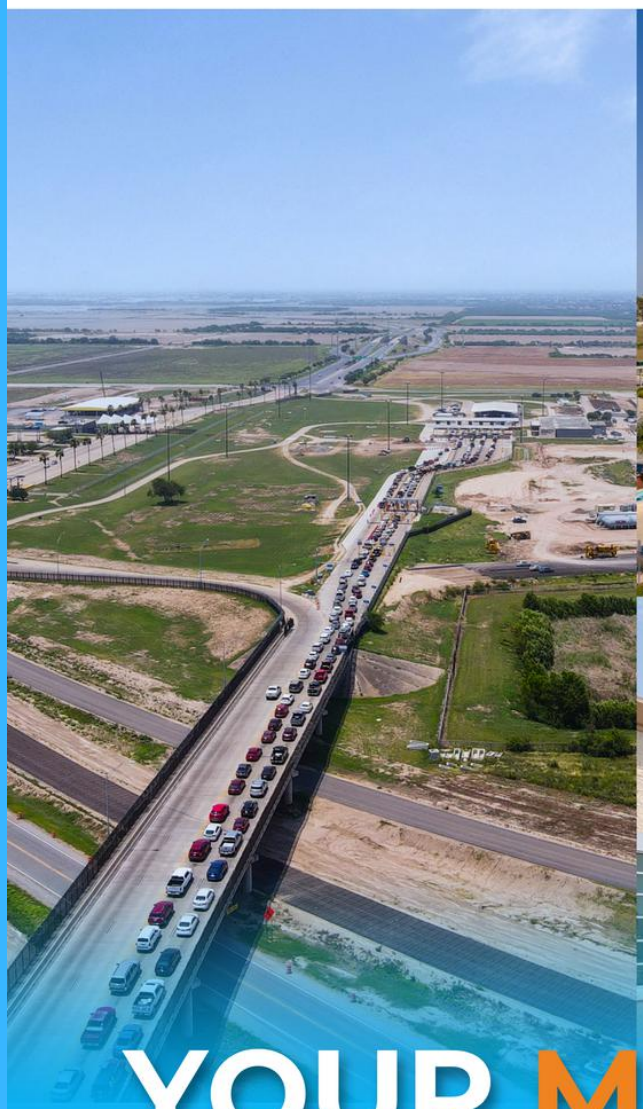
Bridge Traffic Distribution (Northbound)

Indicator	Jan-Sep-2025	Jan-Sep-2024	% Change (YoY)	Trend
*Pedestrians	2,215,609	2,142,100	3.43%	▲ Increase
*Non Comm. Vehicles	441,161	3,779,163	-88.33%	▼ Decrease
*Buses	18,410	25,990	-29.17%	▼ Decrease
*Commercial Vehicles	2,237,748	2,295,684	-2.52%	▼ Decrease

Data Sources:

*Texas Labor Market Information *Texas State Comptroller *City of Laredo Bridge System
*U.S. CBP-Inbound Traveler & Conveyance Data *U.S. DOT-Bureau of Transportation Statistics

INDUSTRY / WORKFORCE / INVESTMENT







YOUR MISSION STARTS HERE

MEDC

Mission Economic Development Corporation

801 N BRYAN RD.| MISSION, TX

956.585.0040

MISSIONEDC.COM

Let's Welcome

OUR NEWEST MEMBER!

ALDRETE
STRATEGIC
PARTNERS LLC



LEDC MEMBER OF THE MONTH

Laredo EDC proudly recognizes a distinguished Member in its monthly Border Insight for:

- The company's commitment to the betterment of the community
- Special Efforts above and beyond the normal scope of job and performance services

MEDINA ELECTRIC COOPERATIVE, INC.

Your Touchstone Energy® Cooperative

Exceed Member Expectations in Everything We Do

We congratulate Medina Electric Cooperative, Inc. is the Laredo EDC Member of the Month for their contribution to the development efforts in our region.



Empowering Laredo's Next Entrepreneurs

NEW BUSINESS SCHOLARSHIP

Have a business idea ready to take off?

The MileOne Entrepreneur Scholarship provides Laredo entrepreneurs with the resources and support to launch with confidence.

Award Details:

- $1000 in startup funding
- 4 dedicated mentor sessions & resources
- networking opportunites
- 1 year of membership

Deadline

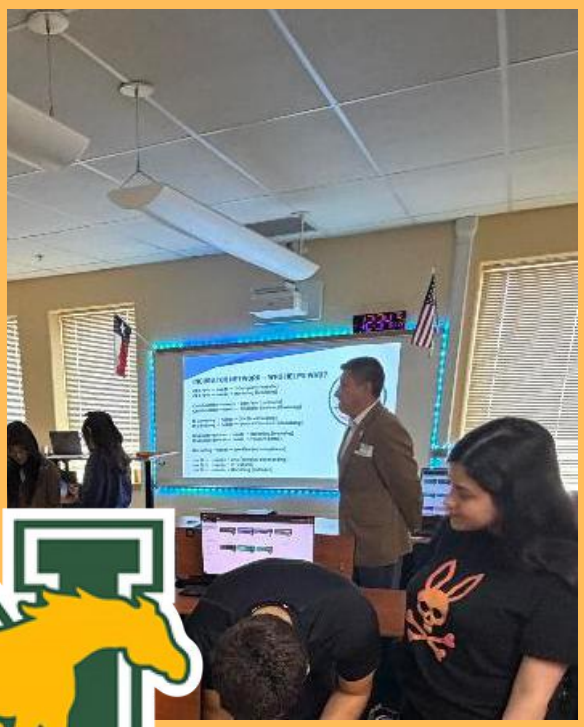
5 JANUARY, 2025

Pick Up Your Application

1312 Houston St.
Laredo TX 78040

www.mileoneinc.com 956-413-8855 mvillarreal@mileoneinc.com





Building the Next Generation of Innovators: Mr. Kevin Martinez's MileOne Experience

This summer, Mr. Kevin Martinez from J.W. Nixon High School joined the MileOne International Business Assistance Center through a partnership with Workforce Solutions for South Texas for a weeklong immersive experience. During his time at MileOne, Mr. Martinez shadowed several local business owners who operate within the incubator, gaining valuable insight into their entrepreneurial journeys, challenges, and successes. The hands-on experience showcased how mentorship, support, and access to resources empower entrepreneurs to transform ideas into thriving businesses.

Inspired by what he learned, Mr. Martinez brought that experience directly into the classroom, leading a lesson on entrepreneurship and economic incubators. His students explored how innovation, community, and collaboration create opportunities for real-world success. The session highlighted the importance of connecting education with the local business ecosystem to prepare students for the future of work and innovation in Laredo.

MileOne COO César Hernández also visited the class to share words of encouragement and professional insight, reinforcing MileOne's mission to inspire, educate, and empower the next generation of Laredo innovators. Partnerships like this exemplify how connecting educators, students, and business leaders builds stronger communities and keeps the spirit of entrepreneurship alive across South Texas.

MEMBER OF THE MONTH

ANGEL TREVIÑO ARCHITECTURE, PLLC

Born and raised in Laredo, Texas, Angel Treviño grew up surrounded by the work ethic and determination of his parents and grandparents.

As the oldest of three children, he watched his parents pursue their education while working full-time jobs, supported by his grandparents, who were migrant workers that helped raise him on South Texas ranches.

These early experiences shaped Angel'svalues, creativity, and commitment to his community.





"A successful industrial project begins long before design. It starts with choosing the right site."

Angel began his education at Laredo Community College and later enlisted in the Army National Guard as an 11B Infantryman to continue his studies. While initially majoring in civil engineering at UTSA, he discovered architecture, a discipline that united his strengths in art, science, and mathematics.

He excelled in the program, placing in school design competitions and contributing to a design-build project that was later published in Texas Architect Magazine.

His design perspective was shaped further through traveling studios in Guanajuato and Mexico City at UNAM, as well as Portugal during his Master of Architecture program at Arizona State University.

"I design facilities that support efficiency, durability, and long-term operational success."

MEMBER OF THE MONTH

ANGEL TREVIÑO ARCHITECTURE, PLLC

After nearly two decades of experience working for award-winning architectural firms in San Antonio, Austin, Denver, and Laredo, with a portfolio that includes industrial, commercial, civic, recreational, and interior projects, Angel returned home with a clear mission: to become a licensed architect in his hometown and contribute to Laredo's growth through thoughtful, community-focused design.

In 2025, he achieved that milestone and founded Angel Treviño Architecture, PLLC. He is a member of the American Institute of Architects (AIA) and holds NCARB certification, reinforcing his commitment to national standards of excellence.





"I returned to Laredo because I believe in its potential, and I want my work to contribute to that future."

Bringing together the knowledge he gained throughout his career in Texas and Colorado, Angel chose to return to the community that shaped him and invest his experience back into Laredo. His focus is to support the city's continued growth through thoughtful, locally rooted architecture—work that reflects the pride, resilience, and spirit of the place he calls home.

A defining service of Angel's firm is its focus on feasibility studies and site selection guidance, helping industrial and commercial clients evaluate zoning, logistics flow, utilities, and development constraints to choose sites that truly support their operational needs.

In addition to his work with MileOne and the Laredo EDC, Angel is a proud member of the Laredo Chamber of Commerce and a participant in the 2026 Elevate Laredo Leadership Program, further strengthening his commitment to Laredo's future.



Empowering the Next Generation of Innovators: YES Camp Session 2

The MileOne International Business Assistance Center (IBAC) proudly hosted Session 2 of its Youth Entrepreneurs Skills (YES) Camp, continuing its mission to inspire and empower the next generation of female leaders through ESTEAM (Entrepreneurship, Science, Technology, Engineering, Arts, and Mathematics). This session welcomed the Girl Scouts of Laredo & South Texas for a dynamic, hands-on experience focused on creativity, leadership, and innovation.



A highlight of the camp was an interactive coding workshop led by David and Robert of SOLVEIT, whose passion for technology and community growth turned complex digital concepts into fun, confidence-building experiences. Their mentorship sparked curiosity and collaboration, encouraging participants to explore how innovation can drive real-world solutions.

At MileOne, we are committed to creating meaningful opportunities for the leaders of tomorrow. The bright participants of YES Camp were each provided with AT&T laptops—a gift that empowers them to continue learning and innovating beyond the camp.



MileOne also extends a heartfelt thank-you to LUNA CPA for providing a thoughtful lunch and to Union Pacific, whose generous support continues to make programs like YES Camp possible. Their partnership helps expand opportunities for young women to explore ESTEAM pathways and shape the future of innovation.

Through programs like YES Camp, MileOne reaffirms its mission to cultivate entrepreneurship, cross-border collaboration, and community-driven innovation—proving that when creativity, technology, and mentorship come together, the possibilities for the next generation are limitless.

Inspiring Innovation at the Palomino Pitch Fest

Innovation took center stage at Laredo College's first-ever Palomino Pitch Fest, a dynamic event designed to nurture the entrepreneurial spirit of students and aspiring business leaders. Hosted by the LC Small Business Incubator and Career and Innovation Center, the competition gave participants an opportunity to transform their business ideas into actionable ventures with real community impact.



Over the course of a five-week series of workshops through the LC Entrepreneurship Incubator, participants refined their ideas with guidance from faculty, business experts, and community leaders. Sessions on marketing, social media strategy, and business pitching helped prepare them to take the stage with confidence and purpose.



Representing MileOne, Chief Operating Officer César Hernández joined the panel of judges, contributing valuable entrepreneurial insight and community perspective. His participation highlighted MileOne's ongoing commitment to supporting local innovation, cross-sector collaboration, and the growth of emerging entrepreneurs along the U.S.–Mexico border.

The event culminated in an inspiring showcase where students and community entrepreneurs presented bold, creative, and socially driven pitches. Judges recognized standout presentations and awarded seed funding to help the winners turn their innovative concepts into reality. The excitement and energy reflected the growing entrepreneurial ecosystem in Laredo — one fueled by education, mentorship, and opportunity.

MileOne congratulates all the Palomino Pitch Fest participants and applauds Laredo College for empowering the next generation of business leaders. Through programs like this, our community continues to cultivate creativity, leadership, and economic growth—helping bright ideas take flight.

LAREDO COLLEGE
EST. 1947

MILEONE

8 YEARS OF LAUNCHING DREAMS



YEARS

Networking | **Horsd'oeuvres & Drinks** | **Door Prizes**

18 December, 2026
5:30 PM – 8:30 PM

MILEONE
1312 Houston St.

Celebrate eight years of innovation, mentorship, and community with us! We invite all members, partners, and friends to raise a glass to the next chapter of entrepreneurship in Laredo!

EVENT SCHEDULE 2025

8 DEC	TOY DRIVE ENDS
18 DEC	MILEONE 8 YEAR CELEBRATION
5 JAN	MILEONE ENTREPRENEURSHIP SCHOLARSHIP ENDS

MILEONE

THE HOLIDAYS ARE A SPECIAL TIME TO BE THANKFUL FOR ALL OF THE WONDERFUL BLESSINGS IN OUR LIVES

Merry Christmas

FROM ALL OF US AT

LAREDO
ECONOMIC DEVELOPMENT CORPORATION

59 Years

SERVING
LOS DOS LAREDOS

BOOTS 'N BLING

ECONOMIC DEVELOPMENT INDUSTRY (EDI) AWARDS

GALA

LAREDO ECONOMIC DEVELOPMENT CORPORATION

59 Years

SERVING LOS DOS LAREDOS

Boots 'n Bling

FRIDAY, NOVEMBER 6, 2026

7-12 MIDNIGHT

THE BARN AT LOS PATIOS

4653 Casa Blanca Lake Rd.

Laredo, Texas



SAVE THE DATE

For more information, visit our website at https://ledc-edi-gala.com/ or contact the LEDC staff at (956) 722-0563

LAREDO
ECONOMIC DEVELOPMENT CORPORATION

For more information contact:
Ana L. Benavides – Del Bosque at
abenavides@laredoedc.org

Looking to Boost Your Visibility?

ADVERTISE WITH US!

BEST DEAL

Inside Front OR Inside Back Cover Size 8.5"w x 11"h (Vertical) - full color	**$1500** (1x Rate)
2 Page Spread Size (2) 8.5"w x 11"h (Vertical) - full color	**$2500** (1x Rate)
1 Page Size 8.5"w x 11"h (Vertical) - full color	**$750** (1x Rate)
1/2 Page Size 8.5"w x 5.5"h (horizontal) - full color	**$500** (1x Rate)

All ads must be in png format and due by the specified closing date.

UPCOMING ISSUES

Month	Featured Article	Topics	Closing Date
December 2025	**Featured Article: Council For South Texas Economic Progress (COSTEP)**	• Who they are • History • Outlook/ Services/ Programs/ Projects	**December 18th**
January 2026	**Featured Article: LEDC and MileOne Year End Review**	• Success Stories • Landed Projects • Outlook	**January 18th**

LAREDO
ECONOMIC DEVELOPMENT CORPORATION

59 Years

SERVING
LOS DOS LAREDOS

MILEONE
INTERNATIONAL BUSINESS ASSISTANCE CENTER

Pathways For Trade Symposium



LAREDO IS ON THE RISE!
Border Insight

BOOTS 'N BLING
ECONOMIC DEVELOPMENT INDUSTRY (EDI) AWARDS
GALA

~ Follow Us! ~

Accredited Economic Development Organization
International Economic Development Council

(956) 722-0563 info@laredoedc.org www.laredoedc.org