ISSUE
MAY 2026

LAREDO IS ON THE RISE!

Border Insight

A PUBLICATION OF THE
LAREDO
ECONOMIC DEVELOPMENT CORPORATION

Featured Article

UNION PACIFIC RAILROAD MERGER PUTS LAREDO ON THE FAST TRACK

TABLE OF CONTENTS

LAREDO
ECONOMIC DEVELOPMENT CORPORATION

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

TABLE OF CONTENTS

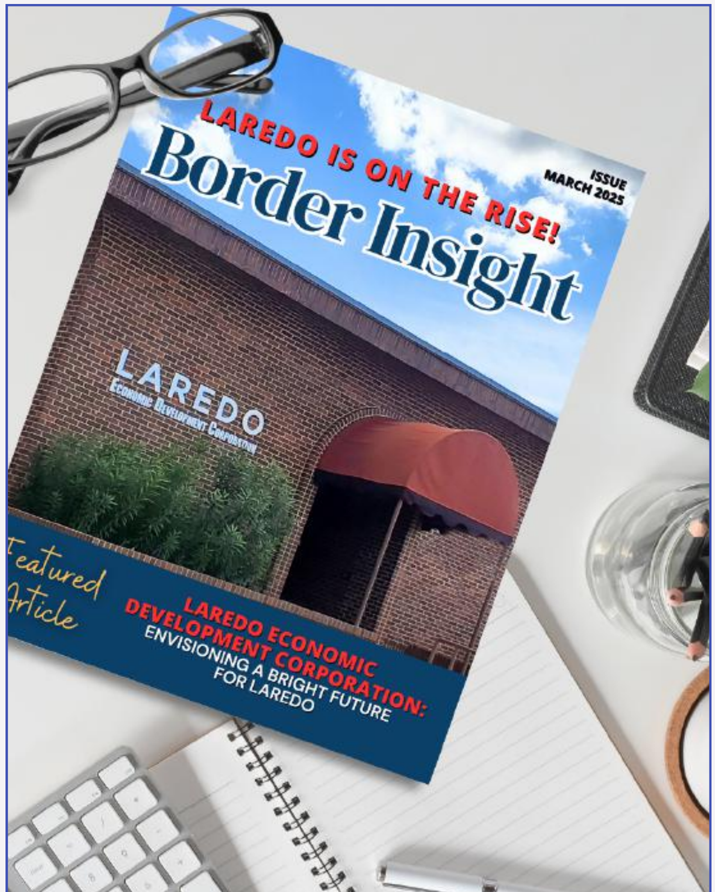
Border Insight

A publication of the Laredo Economic Development Corporation

Chief Editors & Design:

Yvette Peña

Ana L. Benavides Del Bosque



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

CONTRIBUTORS FOR THIS EDITION:

- Cesar G. Hernandez
- Maribel Villarreal
- Union Pacific Rail Road

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

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Connecting America's Freight Network:

Proposed Union Pacific - Norfolk Southern Merger Would Strengthen Laredo's Rail Gateway

Decades of strong investments and generations of dedicated employees helped Union Pacific grow the number of shipments moving across the Laredo - Nuevo Laredo rail bridge. The company has not stood still and is pursuing a merger that will transform the movement of goods across all rail gateways to Mexico.

Union Pacific's proposed merger with Norfolk Southern is one of the most significant developments in freight transportation in history. The proposed combination would create the United States' first single-line transcontinental railroad, connecting more than 50,000 route miles across 43 states from the East Coast to the West Coast.

As Chief Executive Officer, Jim Vena has said, "The merger between Union Pacific and Norfolk Southern is more than just a business deal. It's a pivotal opportunity to strengthen America's competitiveness, deliver exceptional service for our customers, enhance the safety of freight transportation and safeguard jobs." By bringing together two largely end-to-end networks with very little overlap, the combination would create a more seamless national freight network designed to strengthen the U.S. supply chain, expand market access, and support long-term economic growth.

The Texas Impact

For South Texas, these benefits would be particularly relevant in Laredo, one of the nation's most important trade gateways with Mexico. The proposed combination would strengthen Laredo's role in connecting Mexico to the broader U.S. market through a single-line transcontinental network. The post-merger system would more effectively link the U.S.-Mexico border with major markets across the country, including a Mexico/Texas–Memphis/St. Louis/Chicago corridor extending between Eagle Pass/Laredo and Chicago. For Laredo, that means a stronger position as a border gateway with more direct access to key inland and eastern markets.

That broader reach matters because the merger is designed to replace today's multi-carrier handoffs with more seamless single-line service. For cross-border shippers, that means freight moving through Laredo could reach more destinations with fewer intermediate handlings and a simpler overall service product.

The combined railroad would create new single-line service between points in the eastern and western United States that today can only be served by interline service, creating efficiencies that cannot otherwise be achieved without the merger.

Union Pacific also has plans to develop new intermodal opportunities for the region, most notably a planned Port Laredo–Croxton, New Jersey service. Upon merger approval, Union Pacific plans to operate a new eastbound train from Port Laredo to Croxton with a planned transit time of 85 hours, as well as a westbound counterpart from Croxton to Port Laredo with a planned transit time of 83 hours.

More broadly, the merger would create new intermodal opportunities from South Texas, including Laredo, to the Ohio Valley, Southeast, and Northeast, allowing freight from the border region to move more directly to major eastern distribution hubs such as Atlanta, Charlotte, Harrisburg, and New Jersey.

To support that expected growth, Union Pacific intends to invest approximately $60 million in planned merger-related investment at Port Laredo, expected to be completed within two years after the merger.

Port Laredo currently has an estimated fluid capacity of 160,000 container lifts per year and would require about 233,000 lifts per year post-merger. The planned improvements would raise that capacity to 250,000 lifts per year through the addition of 818 paved parking stalls, five support tracks totaling 11,700 feet, and two working-track extensions totaling 9,400 feet.

Taken together, those service and infrastructure improvements position Laredo for continued growth as a more efficient, better-connected gateway for cross-border freight.

These new lines, along with infrastructure investments, would be expected to support more opportunities for South Texas shippers as well as jobs for both rail workers and the many industries rail supports.

Customer Benefits and Service Improvements

This combination is expected to produce meaningful benefits for shippers, employees, communities, and the broader economy. Customers would have access to a single accountable partner for more of their rail journey, along with a broader service reach and a more integrated transportation network.

The combined system is expected to improve transit times by eliminating handoffs and interchanges, where railcars move from one carrier to another, reducing delay and inefficiency in long-distance freight movements.
As rail service becomes more competitive, the transaction is intended to create new shipping options that are more competitive with long-haul trucking.

For example, the merger would convert 10,000 existing shipping routes (“lanes”) that currently require freight to move between multiple railroads (“interline service”) into routes handled entirely by one railroad from origin to destination (“single-line service”) and could create an additional 84,000 lanes where shippers that currently rely on trucks may gain access to uninterrupted, single-line rail service for the first time.

The combined network would be positioned to provide cost-effective rail service to the chronically underserved Mississippi River Valley Watershed market, creating an additional growth opportunity for rail and for the customers it serves.

Growth, Competition, and Market Reach

Another important part of the combined network is its emphasis on growth and broader market reach. When single-line service is available, market share can grow. This transaction is designed to expand the number of lanes where customers can choose rail as a practical and cost-effective option.

That expected growth is one reason why this is an opportunity not simply to combine networks, but to reinvigorate the rail industry and better position it to support a growing U.S. economy. A more truck-competitive rail network has the potential to reduce congestion on public highways, lower emissions, and ease wear and tear on taxpayer-funded roads.

The merger would also introduce new competitive energy into the U.S. freight rail sector itself by creating a stronger single-line service option across the country. In that sense, the combination is intended not only to improve service on the combined system, but also to help rail compete more effectively for freight that would otherwise move by truck, ultimately driving transportation costs down.


THE Great CONNECTION
One seamless network.
DELIVERING for AMERICA.
Creating measurable benefits for shippers, employees, farmers, consumers and the American economy.
Shippers:
$3.5 BILLION saved annually by shippers.
Economy:
STRONGER supply chains. More RESILIENT American economy.
Employees:
Union employees at the time of the merger have a job. FOR LIFE.
Farmers:
Expanded access to NEW MARKETS: East Coast, West Coast, Great Lakes and Gulf Coast.
Taxpayers:
Moving freight by rail REDUCES congestion on taxpayer-funded roads.
Environment:
3.8 MILLION metric tons of emissions eliminated annually.
UNION PACIFIC
NS NORFOLK SOUTHERN
AmericasGreatConnection.com

Workforce Commitments and Safety Performance

The merger is also designed to prioritize workforce opportunity. Union Pacific committed that union employees holding a job at the time of the merger would continue to have one, and has supported that commitment with jobs-for-life agreements with several unions. In Jim Vena's words, "This agreement reaffirms Union Pacific's promise that all union employees who have a job when the merger closes will have one for life." It's also projected that growth from the combined network could result in approximately 1,200 new union jobs by the third year following the merger. This is one reason the merger is supported by SMART-TD, the union representing the most rail workers across all sectors in the country.

The security and safety rail workers gain through this merger would be extended to all those who come into contact with the combined network. Safety is one of the clearest reasons for this combination. A stronger single-line railroad does more than move freight more efficiently; it also reduces the friction points that can introduce delay, variability, and operational risk. Fewer handoffs between carriers, fewer intermediate handlings, and a more unified network can support more consistent service and a more controlled operating environment.

Additionally, the combined railroad would be positioned to build on the safety gains both companies have made over the last two decades by expanding the use of industry-leading technologies such as digital train inspection, automated track inspection, Physics Train Builder, and semi-autonomous switching tools.

That focus is already producing measurable results: by Union Pacific's accounting, the railroad improved its personal injury rate by 41% between the first three quarters of 2023 and the same period in 2025, while Norfolk Southern improved its FRA accident rate by 45% over that span – evidence that both companies are entering this combination with strong recent safety momentum.

A Long-Term Investment

Union Pacific views the proposed combination with Norfolk Southern as more than a corporate transaction.

It is a long-term investment in the future of American freight transportation – one designed to connect markets more directly, support economic growth, preserve strong rail careers, and create a safer, more competitive, and more resilient supply chain for customers across the country.

For Laredo, it is also an opportunity to deepen the city’s role as a critical gateway linking Mexico to the entire nation through a more seamless and better-connected rail network.

PRESS CONFERENCE

On Monday, April 27, 2026, the Laredo Economic Development Corporation (LEDC) officially launched Economic Development Week 2026 with a successful press conference held at the LEDC offices.

Community leaders, partners, and stakeholders gathered to emphasize the power of collaboration in driving regional growth and to unveil an exciting week of events dedicated to economic progress, business development, and community engagement.

Welcoming remarks were delivered by David A. Stedman, President & CEO of LEDC; Cliffe Killam, Chairman of LEDC; Mayor Victor D. Treviño; and Rogelio Treviño, Executive Director, Workforce Solutions for South Texas, who also announced the upcoming Business Expo & Job Fair.

This kickoff event set the tone for a dynamic week focused on strengthening partnerships, expanding opportunities, and advancing Laredo's economic future. LEDC is proud to work alongside its valued partners in building a stronger, more prosperous community.

2026 ECONOMIC DEVELOPMENT WEEK EVENTS:

Proclamation Day
Small Business Awards & Women Entrepreneurs Rock Series
State of Transportation & Infrastructure Forum
Luncheon Presentation
State of Economic Development Forum
Spring Membership & Networking Mixer
Texas Workforce Commission Presentation
Business Expo & Job Fair

LAREDO
ECONOMIC DEVELOPMENT CORPORATION
ECONOMIC DEVELOPMENT WEEK

PROCLAMATION DAY

To kick off Economic Development Week 2026, the Laredo Economic Development Corporation, in partnership with MileOne, proudly held the Proclamation Ceremony at MileOne on Monday, May 4th—officially launching a week dedicated to growth, collaboration, and economic progress.

The program featured welcoming remarks from Cliffe Killam, Chairman of the Laredo Economic Development Corporation and President & CEO of Killam Development, Ltd. The ceremony also included the official City of Laredo proclamation presented by Dr. Victor D. Treviño, Mayor of Laredo, followed by the Webb County proclamation delivered by Raul Reyes, MPA, CT, CIO, Treasurer of Webb County.

We were also honored to recognize the invaluable support of our partners and sponsors, including Terracon and the International Economic Development Council, whose collaboration continues to strengthen our regional impact.

This meaningful kickoff set the stage for a dynamic week of events focused on innovation, strategic partnerships, and expanding economic opportunity for the Laredo community.

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Terracon

Small Business Awards & Women Entrepreneurs Rock Series: Women in Economic Development

On Tuesday, May 5, MileOne—a Division of the Laredo Economic Development Corporation (LEDC)—proudly hosted the Women in Economic Development session in celebration of Economic Development Week 2026.

The event gathered an inspiring assembly of leaders who engaged in meaningful conversations, shared valuable insights, and offered impactful perspectives on the role of women in promoting economic development both in our region and beyond.

FEATURED GUEST SPEAKERS

- ***Nydia Robles***, Executive Director of Laredo Main Street
- ***Gabriela Morales***, Executive Director of the Southwest Border Regional Commission
- ***Devorah Karren***, Nuevo León's Port Colombia–Laredo Promotion Director

AWARD RECIPIENTS

- ***Small Resource Partner of the Year:*** TAMIU Small Business Development Center
- ***Entrepreneur of the Year:*** Angel Trevino Architecture
- ***Small Business of the Year:*** Antonio Sanchez – Speedy Gold Laredo

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STATE OF TRANSPORTATION AND INFRASTRUCTURE

On Wednesday, May 6, the Laredo Economic Development Corporation welcomed an exceptional turnout for the State of Transportation & Infrastructure and State of Economic Development Forums at Laredo College. The event brought together community leaders, transportation experts, and economic development professionals for a dynamic exchange of ideas focused on regional growth, mobility, and future opportunities..

Featured speakers included:

- Alejandro G. Meade, III, Commissioner of the Texas Department of Transportation
- Epigmanio “Epi” Epi Gonzalez, P.E., Laredo District Engineer for the Texas Department of Transportation
- Jed A. Brown, Chairman of the Webb County–City of Laredo Regional Mobility Authority.

Their leadership and expertise provided valuable insight into the strategic initiatives, infrastructure investments, and economic development efforts shaping Laredo’s future.

Through meaningful dialogue and collaboration, the forum reinforced Laredo’s critical role as a driving force in local and international commerce, highlighting the region’s continued progress as a key hub for transportation, economic prosperity, and cross-border opportunity.

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ECONOMIC DEVELOPMENT WEEK

LUNCHEON PRESENTATION

As part of the State of Transportation and Infrastructure and State of Economic Development Forum, the Laredo Economic Development Corporation (LEDC) hosted a distinguished Luncheon Presentation on Wednesday, May 6, 2026, at the Falcon Bank Executive Conference Room on the Laredo College Main Campus.

This luncheon's topic was on Special Districts to Promote Community Development. The program featured two exceptional guest speakers:

- ***T. Kirk Wilson**, Founder and President of T. Wilson & Associates*
- ***Jeff Moseley**, Former CEO of the Governor's Office of Economic Development and Tourism.*

Both speakers brought a wealth of expertise and insights to the table, captivating the audience with their in-depth analysis and forward-thinking ideas.

Kirk Wilson opened the session by discussing the strategic implementation of special districts as a means to spur community development. He emphasized the importance of leveraging local resources and fostering public-private partnerships to create sustainable growth environments. Wilson shared success stories from various regions where special districts have effectively revitalized communities, highlighting innovative approaches to infrastructure and economic planning.

Following Wilson, Jeff Moseley took the podium to explore the role of government policy in facilitating economic development. Drawing from his extensive experience, Moseley outlined key strategies for enhancing regional competitiveness and attracting investment. He stressed the significance of collaboration between governmental bodies and private enterprises, noting that a unified approach is essential for driving long-term prosperity.

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State of Economic Development Forum

As part of Economic Development Week 2026, the Laredo EDC organized the State of Economic Development Forum, which brought together business leaders, public officials, and regional stakeholders for an engaging afternoon focused on the opportunities, challenges, and future of economic growth in the Laredo region.

Hosted at Laredo College Main Campus, the forum provided attendees with valuable insights into the city's evolving economic landscape, binational partnerships, and strategic initiatives shaping Laredo's continued success as a global trade and commerce hub.

The program featured distinguished guest speakers, including Joseph Neeb, City Manager for the City of Laredo; Devorah Karren, International Affairs Director for the State of Nuevo León and Port Colombia-Laredo; and Enrique J. Cervantes, Business Development Director at London Consulting Group.

Throughout the forum, attendees gained valuable perspectives on Laredo's economic outlook and strategic development initiatives, the importance of cross-border trade and international partnerships, infrastructure and logistics opportunities, and strategies to strengthen regional competitiveness and support business expansion.

Through thoughtful discussion and strategic dialogue, the forum emphasized the critical role collaboration plays between government, education, and private industry in driving sustainable economic growth. The event further reinforced Laredo's position as a leading center for international trade, logistics, and economic development while highlighting the region's continued commitment to innovation, connectivity, and long-term prosperity.

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ECONOMIC DEVELOPMENT WEEK

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Spring Membership & Networking Mixer

The Laredo Economic Development Corporation proudly hosted its Spring Membership & Networking Mixer on Thursday, May 7, 2026, at the Tesoro Room of the La Posada Hotel.

The festive evening brought together LEDC members, business leaders, and community stakeholders for an engaging opportunity to connect, collaborate, and celebrate the strong partnerships that continue to drive economic growth across the Laredo region.

Guests enjoyed an evening filled with networking, meaningful conversations, and a vibrant spring fiesta atmosphere that highlighted the spirit and culture of the community.

The event also featured a special presentation by Dr. Luis Torres, Senior Business Economist for the Federal Reserve Bank of Dallas, San Antonio Branch.

Dr. Torres shared valuable economic insights and perspectives on regional and national trends impacting businesses and communities throughout South Texas.

The mixer served as another successful example of LEDC's ongoing commitment to fostering relationships among its members while creating opportunities for dialogue, collaboration, and strategic growth.

LEDC extends its appreciation to all attendees and partners who contributed to making the event a memorable and impactful evening.

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Texas Workforce Commission Presentation

As part of the final event celebrating 2026 Economic Development Week, the Texas Workforce Commission Presentation was held on Friday, May 8, at the Haynes Recreation Center.

The event brought together community leaders, workforce partners, and economic development stakeholders for an insightful discussion on labor trends, workforce development, and future opportunities across South Texas. The program was presented in partnership with Workforce Solutions for South Texas.

The session opened with welcoming remarks from Cliffe Killam, Chairman, Laredo EDC and President & CEO, Killam Development, Ltd., who emphasized the importance of aligning economic growth with workforce readiness to ensure long-term regional competitiveness.

Additional opening remarks were delivered by Tina Rodriguez, CPM, Director, City of Laredo's Community & Economic Development, who highlighted the City of Laredo's continued commitment to advancing workforce and economic development initiatives in support of the region's evolving needs.

The featured guest speaker, Brent Connett, Commissioner Representing the Public, Texas Workforce Commission, shared valuable insights on statewide workforce programs, labor market trends, and strategic initiatives designed to strengthen support for both job seekers and employers across Texas. His presentation underscored the importance of adapting workforce systems to meet current and future industry demands.

The event ultimately highlighted the strong and ongoing partnership between local and state organizations, reaffirming a shared commitment to building a more resilient, skilled, and competitive regional workforce for South Texas.

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Business Expo & Job Fair

Following the Workforce Commissioner Presentation, to close the 2026 Economic Development Week, on Friday, May 8th, the Job Fair took place from 12:00 noon to 3:00 p.m. inside the Haynes Recreation Center Gym, bringing together employers, job seekers, and workforce development leaders for an impactful afternoon focused on career advancement and economic opportunity.

The event officially began with welcoming remarks from Cliffe Killam, Chairman of the Laredo Economic Development Corporation and President & CEO of Killam Development, Ltd., alongside Rogelio Treviño, Executive Director of Workforce Solutions for South Texas. Their opening messages highlighted the importance of workforce readiness, business growth, and strategic partnerships in strengthening the regional economy.

We were honored by the presence of Councilwoman Melissa Cigarroa, Council Member District III, whose attendance was especially meaningful as the event was held within her district. Her support underscored the importance of local leadership and community engagement in fostering economic development and workforce success.

Throughout the afternoon, attendees had the opportunity to connect directly with employers, explore career pathways, and access resources to support job seekers and businesses.

The event concluded with closing remarks by Cliffe Killam, who reinforced the critical role of collaboration between economic development and workforce organizations in creating sustainable opportunities for the community.

In partnership with Workforce Solutions for South Texas, this successful Job Fair served as a meaningful platform to connect talent with opportunity while advancing the region's long-term economic growth.

Special recognition to the Immaculate Cut Barber Institute, who provided free haircuts throughout the event.

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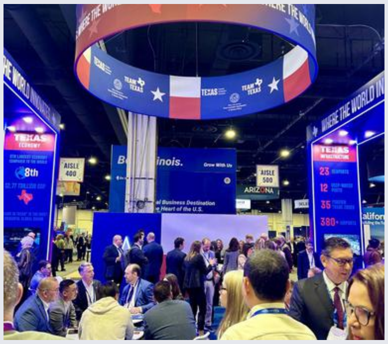
Laredo EDC Participates in 2026 SelectUSA Investment Summit

The Laredo Economic Development Corporation continued its commitment to promoting international investment opportunities by participating in the 2026 SelectUSA Investment Summit, held May 3–6 at the Gaylord National Resort and Convention Center in National Harbor, Maryland.

Representing the organization was David Stedman, who attended the premier national event focused on attracting foreign direct investment (FDI) into the United States.

Hosted annually, the SelectUSA Investment Summit brought together more than 5,000 participants, including over 2,500 international investors representing more than 90 global markets.



The summit served as a valuable platform for U.S. economic development organizations, business leaders, and government representatives to connect directly with international companies interested in establishing or expanding operations within the United States.

Through networking sessions, panel discussions, and strategic meetings, attendees explored opportunities to strengthen global business partnerships and drive economic growth.

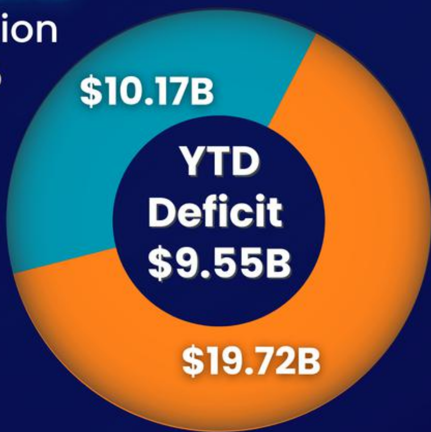
Participation in events such as the SelectUSA Investment Summit allows Laredo EDC to further strengthen relationships with global investors and showcase the city's growing economic opportunities on an international stage.

PORT LAREDO'S TRADE FEBRUARY 2026

FEBRUARY 2026 OVERVIEW

Port Laredo **Exports** totaled **$10.17** billion -3.41% from 2025

While **Imports** were valued at **$19.72** billion 13.95% from 2025



TOP TRADING PARTNERS

MEXICO $29.12B
Exports $10.16B — Fell -3.39%
Imports $18.96B — Rose 14.21%

FRANCE $110.91M
Exports $0
Imports $110.91M — Rose 37.49%

CHINA $108.27M
Exports $0
Imports $108.27M — Fell -13.95%

TAIWAN $89.81M
Exports $0
Imports $89.81M — Rose 30.32%

NICARAGUA $78.26M
Exports $8.49M — Fell -28.91%
Imports $69.77M — Rose 24.52%

FEBRUARY 2026 IN DETAIL (BY VALUE)

PORT LAREDO EXPORTS

Motor Vehicle Parts fell -20.2% compared to last year
$1.01B

Computer parts rose 230.01% compared to last year
$324.42M

Gasoline, other fuels fell -17.8% compared to last year
$277.62M

Diesel engines rose 2.98% compared to last year
$254.62M

Motor Vehicle engines rose 14.96% compared to last year
$248.88M

PORT LAREDO IMPORTS

Computers rose 146.04% compared to last year
$3.37B

Motor Vehicle Parts fell -2.58% compared to last year
$2.10B

Passenger vehicles fell -4.46% compared to last year
$1.17B

Cell phones, related equipment rose 39.97% compared to last year
$974.44M

Commercial vehicles fell -10.16% compared to last year
$640.08M

Source: US Trade Numbers-WorldCity

Compiled by Laredo Economic Development Corporation

Economic DASHBOARD
March 2026 Year-over-Year Report

LAREDO
Economic Development Corporation

*Workforce

Employment 116,197 ▲+0.15% from 2025

Labor Force 121,476 ▲ -0.19% from 2025

Unemployment Rate 4.3 ▲ -4.4% from 2025

Indicator	Mar 2026	Mar 2025	% Change (YoY)	Trend
Employment	116,197	116,023	0.15%	▲ Positive Growth
Labor Force	121,476	121,707	-0.19%	▼ Decrease
Unemployment	5,279	5,684	-7.13%	▼ Decrease
Unemployment Rate	4.3	4.5	-4.44%	▼ Decrease

*Sales Tax

Sales Tax Revenue $5.07M ▲ +1.86% from 2025

Indicator	Mar 2026	Mar 2025	% Change (YoY)	Trend
Sales Tax Revenue	$5,078,352	$4,985,807	1.86%	▲ Increase

*Bridge Traffic Distribution (Southbound)

Indicator	Mar 2026	Mar 2025	% Change (YoY)	Trend
Pedestrians	216,342	220,485	-1.88%	▼ Decrease
Non Comm. Vehicles	442,731	404,829	9.36%	▲ Increase
Buses	2,390	2,641	-9.50%	▼ Decrease
Commercial Vehicles	262,792	262,185	0.23%	▲ Increase
Non Comm. Vehicles (AVI)	163,679	154,808	5.73%	▲ Increase
Total Vehicles	707,913	669,655	5.71%	▲ Increase

Bridge Traffic Distribution (Northbound)

Indicator	Mar 2026	Mar 2025	% Change (YoY)	Trend
*Pedestrians	270,498	272,523	-0.74%	▼ Decrease
*Non Comm. Vehicles	456,137	408,867	11.56%	▲ Increase
*Buses	2,435	2,606	-6.6%	▼ Decrease
*Commercial Vehicles	266,813	265,620	0.45%	▲ Increase

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

Prepared by: Ana Laura Benavides-Del Bosque

Economic DASHBOARD
March 2026 Year-to-Date Report

LAREDO
Economic Development Corporation

*Workforce

Employment
116,252
▲-0.48% from 2025

Labor Force
121,888
▲ +0.57% from 2025

Unemployment Rate
4.6
▲ 0% from 2025

Indicator	Jan-Mar 2026	Jan-Mar 2025	% Change (YoY)	Trend
Employment	116,252	115,694	-0.48%	▼ Decrease
Labor Force	121,888	121,194	0.57%	▲ Growth
Unemployment	5,636	5,500	2.47%	▲ Risen
Unemployment Rate	4.6	4.6	0.00%	Steady

*Sales Tax

Sales Tax Revenue $17.91M
▲ % from 2025

Indicator	Jan-Mar 2026	Jan-Mar 2025	% Change (YoY)	Trend
Sales Tax Revenue	$17,911,834	$18,029,964	-0.66%	▼ Decrease

*Bridge Traffic Distribution (Southbound)

Indicator	Jan-Mar 2026	Jan-Mar 2025	% Change (YoY)	Trend
Pedestrians	610,497	510,166	19.67%	▲ Increase
Non Comm. Vehicles	1,251,150	1,157,150	8.12%	▲ Increase
Buses	6,976	7,683	-9.20%	▼ Decrease
Commercial Vehicles	723,104	726,999	-0.54%	▼ Decrease
Non Comm. Vehicles (AVI)	469,166	442,518	6.02%	▲ Increase
Total Vehicles	1,981,230	1,891,832	4.73%	▲ Increase

Bridge Traffic Distribution (Northbound)

Indicator	Jan-Mar 2026	Jan-Mar 2025	% Change (YoY)	Trend
*Pedestrians	755,910	725,406	4.21%	▲ Increase
*Non Comm. Vehicles	1,291,773	1,190,728	8.49%	▲ Increase
*Buses	7,004	7,953	-11.9%	▼ Decrease
*Commercial Vehicles	728,705	737,818	-1.24%	▼ 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

Prepared by: Ana Laura Benavides-Del Bosque

Let's Welcome

OUR NEWEST MEMBER!

Rahul Oltikar

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

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It's Where You Belong!

We congratulate LAREDO COLLEGE as Laredo EDC Member of the Month for their contribution to the development efforts in our region.

MEMBER OF THE MONTH

Rocha Media Group is a boutique social media agency focused on helping growing and mid-size businesses scale through strategic digital marketing and social media execution. We specialize in transforming business goals into impactful marketing content that is strategically delivered across social media platforms to increase visibility, engagement, and brand growth.

Founded by Victoria Rocha, who holds a Master's in Business with a background in marketing, Rocha Media combines business strategy with creative execution to help brands establish a strong and professional online presence. Our agency works closely with businesses that are ready to invest in growth, credibility, and long-term brand development.

At Rocha Media, we script, edit, and publish content tailored to your business goals and aligned with effective marketing strategies. Whether through organic social media growth or paid advertising strategies, we create and deliver content designed to connect with your audience and convert attention into results.

From content creation and social media management to strategic campaigns and brand positioning, Rocha Media Group helps businesses scale with purpose in today's digital landscape.

MILEONE

You Graduated, Now What?

MileOne recently celebrated the completion of its "You Graduated, Now What?" program, an initiative designed to help young adults prepare for their next chapter through mentorship, professional development, and community engagement. While the graduating class was small, the impact was significant, bringing together students, mentors, and resource partners committed to empowering the next generation of entrepreneurs and professionals.

Participants gained valuable guidance from local organizations and community leaders, including Laredo College Career Services, Laredo Toastmasters Club, and the TAMIU Alumni Association. Their expertise provided graduates with practical tools, career insights, and encouragement as they begin pursuing their personal and professional goals.

The program's success was also made possible through the dedication of volunteer mentors from organizations across the community. Through meaningful conversations and shared experiences, mentors helped participants build confidence, expand their networks, and explore future opportunities.

The event served as a reminder that preparing young people for success takes a collective effort. By investing in mentorship, education, and entrepreneurship, MileOne and its partners continue to create pathways that inspire future leaders and strengthen our community.

TAMIU Student Center
Ballroom 203

MILEONE

Women Entrepreneurs Rock Series

"Barbie Builds Her Future"

WOMEN IN AEC

(ARCHITECTURE, ENGINEERING, & CONSTRUCTION INDUSTRY)

Dream. Build. Lead.

THURSDAY, JUNE 18

11:00AM -1:00 PM

Geared By: PNC

MILEONE

2026

UPCOMING

EVENTS

11 JUNE	GOVERNORS SMALL BUSINESS SUMMIT – LAREDO
18 JUNE	WOMEN ENTREPRENEURS ROCK SERIES – WOMEN IN ARCHITECTURE, ENGINEERING, & CONSTRUCTION
16 JULY	WOMEN ENTREPRENEURS ROCK SERIES – WOMEN IN HEALTH
20 AUG	WOMEN ENTREPRENEURS ROCK SERIES – WOMEN IN OIL & GAS
17 SEP	WOMEN ENTREPRENEURS ROCK SERIES – HARD TRADES (HVAC, ELECTRICITY OR WELDING)

GET IN TOUCH

mileoneinc.com

UPCOMING EVENTS

2026

SEPTEMBER
22 -24

Pathways for Trade Symposium

Texas A&M International University
www.pathwaysfortrade.com

NOVEMBER
06

EDI Awards - Boots 'n Bling Gala

The Barn at Los Patios
4653 Casa Blanca Lake Rd.
www.ledc-edi-gala.com

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

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

UPCOMING ISSUES

Month	Featured Article	Topics	Closing Date
June 2026	Featured Article: Laredo College's Global Logistics Center	• Current Initiatives • Future Initiatives • Outlook	June 18th
July 2026	Featured Article: Laredo College's Raquel González Automotive Technology Center	• Current Initiatives • Future Initiatives • Outlook	July 18th

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