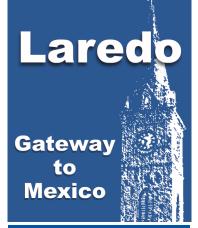
Volume 13, Issue 1 April 2011

Chamber of Commerce Laredo, Texas



#### **Important Facts:**

- The Port of Laredo is the largest port of entry on the U.S.-Mexico border, and the third largest inland border port of entry behind Detroit, MI and Buffalo, NY.
- The Port of Laredo handles 39% of U.S.-Mexico trade on the U.S. Southern Border.
- Over 9,000 trucks cross at the Port of Laredo daily.

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# Vision 2011

## **Economic Outlook Report**

## **Formulating a Vision**

The Purpose of the Vision 2011 Conference and Trade Mission

During the past two centuries, Laredo has been at the crossroads of U.S.-Mexico trade and commerce. As the city of 236,091 inhabitants enters the second decade of the new millennium, Laredo will continue to shape the destiny of the region. Tremendous efforts are underway to maintain a competitive business environment. In this regard, extensive participation by the business community will hallmark how well we are prepared to address both the increase in growth and commerce.

The Laredo Chamber of Commerce, over 700 members strong, has a vision and goal to foster the ongoing betterment of the community and region as well as encourage and promote the maintenance of a competitive business sector. There are three prime factors that bode well for the future of Laredo: first is the growing active work force, second the continued diversification of all economic sectors, and third, a significant public-private infrastructure initiative to enhance all areas of the region's transportation corridors and support services.

The 2011 Vision Conference intends to focus on the dynamic commercial viability of the city and the traditional linkages with counterparts in Mexico and the South Texas region. The membership of the Laredo Chamber of Commerce looks forward to continued regional and transnational cooperation. Thus, this publication is a snapshot of Laredo's recent growth and trade activities.

## 2010: A Year of Slow Recovery in Laredo

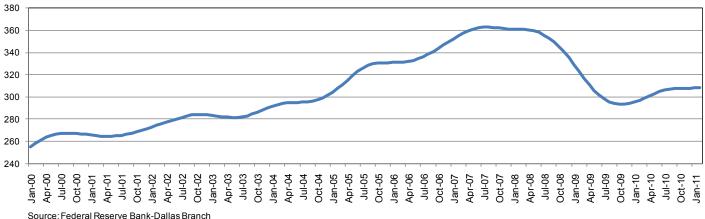
By Pablo Camacho-Gutierrez, Assistant Professor of Economics, Division of International Banking and Finance Studies, A.R. Sanchez Jr., School of Business, Texas A&M International University

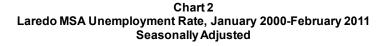
This section discusses the statistics on international trade and local economic indicators that characterize Vision, but it also assesses the performance of Laredo's economy during 2010. In addition, this section includes all nominal variables in both current and constant dollars. The city average Consumer Price Index for all-urban consumer (CPI-U, with base period 1982-84) was used to convert current to constant dollars. However, the CPI-U was normalized so that currents dollars are as of 2000.

Laredo's economy experienced a slight recovery during 2010. Chart 1 (see p. 2) shows the seasonally-adjusted Metro Business-Cycle Index (MBCI) for Laredo MSA (MBCI-Laredo)—published by the Federal Reserve Bank of Dallas—which summarizes "movements in locally measured nonagricultural employment, the unemployment rate, inflation-adjusted wages and inflation-adjusted retail sales." (Fed Dallas.) Chart 2 (see p. 2), on the other hand, shows the seasonally adjusted monthly unemployment rate for Laredo MSA. According to both charts, the economy in Laredo started a recession during the third quarter of 2007, which then ended at the beginning of the fourth quarter of 2009. Indeed, economic activity in Laredo reached through during October and November 2009, when both seasonally adjusted series MBCI and unemployment rate leveled off.

(Continued on page 2)









Sourde: Seasonally adjusted by author with data from Bureau of Labor Statistics

From December 2009 to December 2010, economic activity in Laredo increased by 4.66 percent according to the MBCI-Laredo. (See Table 1) Similarly, over the same period of time, the unemployment rate dropped by 0.78 percentage points. However, the increase in economic activity in Laredo during 2010 was neither strong, nor consistent. During the first half of 2010, economic activity increased at a rate of 3.60 percent while the unemployment rate declined by 1.08 percentage points. In contrast, during the second half of 2010, economic activity increased at a rate

#### Table 1

Period	Business-Cycle Index: Percent Rate of Change*	Unemployment Rate: Percentage Points of Change**
Dec 2009 - Dec 2010	4.66%	-0.78
Dec 2010 - Jun 2010	3.60%	-1.08
Jun 2010 - Dec 2010	1.02%	0.30
Avg. 2009 - Avg. 2010	-0.31%	0.10

Source: Author's calculations with data from \*Federal Reserve Bank-Dallas Branch and \*\*Bureau of Labor Statistics of 1.02 percent while the unemployment rate increased by 0.30 percentage points. In addition, comparing the overall economic activity in 2009 and 2010, Laredo's economic activity declined by 0.31 percent but the unemployment rate increased by 0.10 percentage points. Nonetheless, the outlook was completely different between 2010 and 2009; i.e., Laredo's economy was in a recession phase in 2009 while it was in a recovery phase in 2010. In sum, the economic recovery experienced in Laredo during 2010 was not enough to bring either economic activity or unemployment rate back to the 2009 levels. Laredo's economy is far from reaching its pre-recession economic activity level. (Vision 2010 stated: "In might take a couple of years before Laredo's economy recovers the level of economic activity that it observed before this recession.") The State of Texas upcoming biennium budget (2012-2014) contains deep cuts into state programs that will further slow down the economic recovery in Laredo.

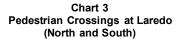
#### Vision 2011

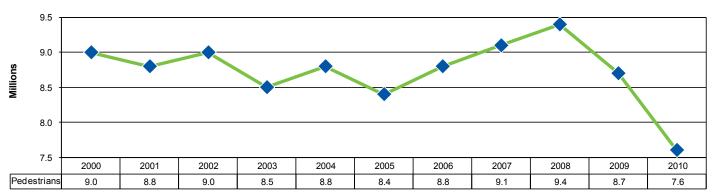
#### International Crossings

Pedestrian crossings dropped by 12.53 percent in 2010 (Chart 3 p. 3). There were 7.6 million pedestrian crossings in 2010; 1.1 million fewer pedestrian crossings occurred in 2010 than in 2009. Compared to its peak level in 2008,

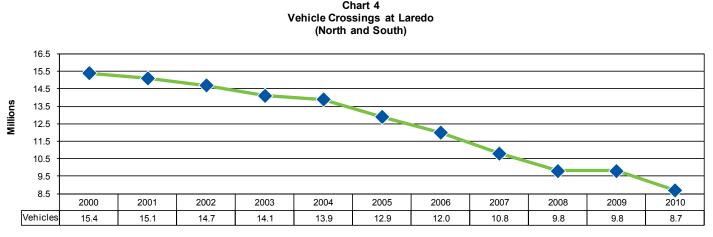
there were 1.8 million fewer pedestrian crossings in 2010, which represents a 19.15 percent reduction.

Vehicle crossings dropped by 11.53 percent in 2010, and thus continue its downward trend that began in 2000 (Chart 4). There were 8.7 million vehicle crossings in 2010; 1.1 million fewer vehicle crossings occurred in 2010 than in

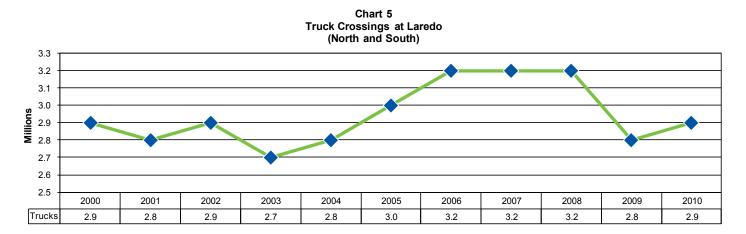




Source: Laredo Bridge System and Mexico's Oficina de Caminos y Puentes data compiled by the Texas Center at Texas A&M Intern ational University.



Source: Laredo Bridge System and Mexico's Oficina de Caminos y Puentes data compiled by the Texas Center at Texas A&M Intern ational University.



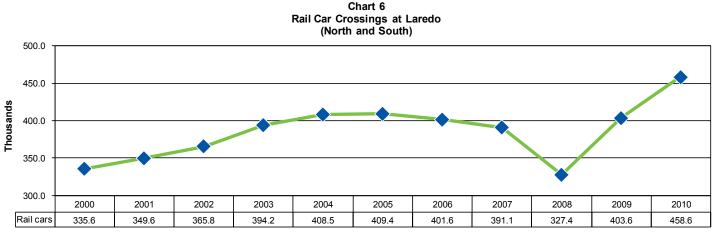
Source: Laredo Bridge System and U.S. Customs Service data compiled by the Texas Center at Texas A&M International University.

#### Page 4

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2009. Compared to its peak level in 1999, 6.9 million fewer vehicle crossings occurred in 2010, which represents a 44.23 percent reduction.

Truck crossings increased by 3.69 percent in 2010 (Chart 5 p. 3). There were 2.9 million truck crossings in 2010; that is, 100,000 more crossings than in 2009. Truck crossings in 2010 fell short of its peak level—3.2 million crossingsreached in 2006-2008. Truck crossings grew from 0.8 to 1.5 million crossings over the period from 1990 to 1995, and then grew at an ever higher rate from 1995 to 1998 reaching 2.8 million crossing in year 1998. From 1998 to 2010, truck crossings have fallen between the range of 2.7 to 3.2 million crossings. Indeed, 2.9 million truck crossing took place in 2010, 2002 and 2000.



Source: Data provided by railroad companies and compiled by the Texas Center at Texas A&M International University.

Rail car crossings grew by 13.62 percent in 2010 and set a historical high of 458,600 (Chart 6). The previous peak was reached at 409,400 rail car crossings in 2005. The growth in rail car crossings during 2010 was preceded by an increase of 23.27 percent in 2009.

Gross landed weight-as in commercial air cargoincreased by 57.51 percent in 2010-ending a downward trend that started in back in 2006 (Chart 7). In 2010, 419.3 million pounds of air cargo arrived at Laredo International airport, a gain of 153.1 millions of pounds over 2009. Air cargo, in 2010, fell short of its historical peak of 459.4 millions of pounds in 2000. Indeed, the 2010 air cargo level is similar to its 1998 level-i.e. 411.8 millions of pounds.

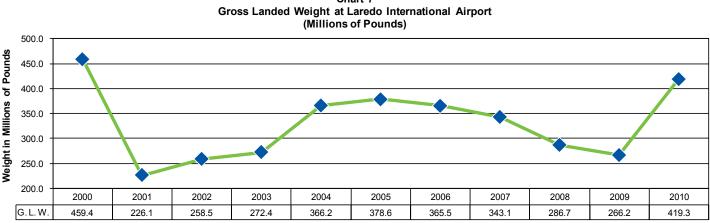


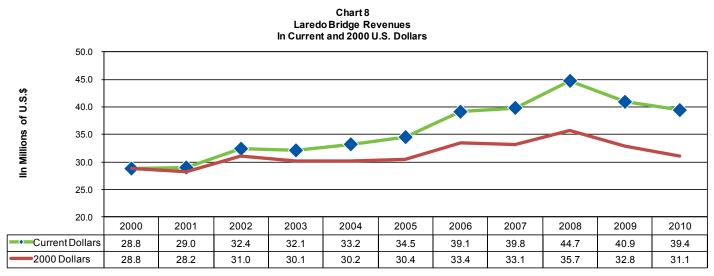
Chart 7

Source: Data provided by the Laredo International Airport.

#### Vision 2011

International bridge revenues dropped in real terms by 5.07 percent in 2010 (Chart 8). In current dollars, international bridge revenues dropped to \$39.4 million; that is, \$1.5 million below its 2009 level, which represents a drop of 3.51 percent in nominal terms. In real terms, bridge revenues have remained flat since 1999. From 1999 to

2010, bridge revenues grew by 10.58 percent in real terms; i.e. at an average annual rate of 1.08 percent. In contrast, from 1990 to 1999, bridge revenues grew by 116.39 percent in real terms; i.e. at an average annual rate of 10.01 percent.

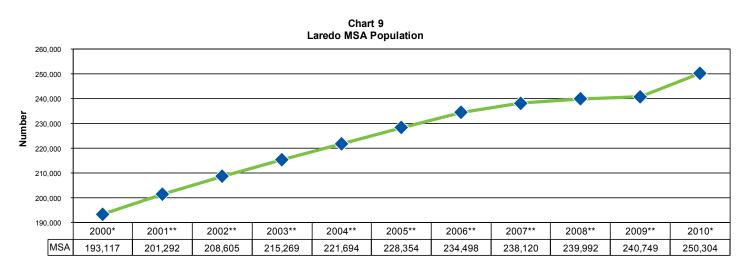


Source: Laredo Bridge System data compiled by the Texas Center at Texas A&M International University.

#### Population and Construction Sector

Laredo has experienced an extraordinary economic growth over the past two decades, which induced a high population growth rate and thus a boom in the construction sector. Laredo has almost doubled its population over the last two decades; i.e., Laredo's population in 1990 and 2010 was 133,239 and 250,304, respectively (Chart 9). In 2010, population increased by 3.97 percent with respect to 2009. Population growth in Laredo has exceeded that of the state of Texas and the United States. Over the period 1990-2009, the average annual population growth rate in Laredo, Texas, and the U.S. was 4.14, 2.41 and 1.26 percent, respectively. Compared to the 1991-2000 decade, Laredo's population growth rate has declined over the period 2001-2010. The average annual population growth rate over the period 1991-2000 was 3.79 percent; in contrast, the same figure over the period 2001-2010 was 2.64 percent.

(Continued on page 8)



Source: \*U.S. Census Bureau, 2000 Census Count and 2010 Census Redistricting Data (Public Law 94-171) Summary File \*\*The Texas State Data Center, The Texas State Population Estimates and Projections Program (for July 1, 2001 - January 1, 2009)

## Is It Business as Usual in Laredo?

By Dr. Pablo Camacho-Gutierrez

This section presents and discusses the structure of Laredo-MSA—Metropolitan Statistical Area—economy. In particular, it highlights its main sectors in terms of their contribution to the local area Gross Domestic Product (GDP) and their number of employees. The goal is to provide a brief overview of the strengths, weaknesses, opportunities, and threats that Laredo faces. The data sources used in this section are the Regional Economic Accounts from the Bureau of Economic Analysis (Laredo-MSA GDP, in millions of chained 2005 dollars) and the State and Metro Area Employment, Hours, & Earnings from the Bureau of Labor Statistics (all employees by industry in Laredo-MSA, in thousands).

In terms of their contribution to the local area GDP in 2009, the top-seven main sectors of the Laredo-MSA economy are: government (25.88 percent); transportation and warehousing excluding postal service (13.70 percent); retail trade (9.23 percent); real estate and rental and leasing (8.42 percent); health care and social assistance (7.99 percent); mining (5.74 percent), and wholesale trade (5.59 percent). Given the economic relevance of such sectors, this section includes their recent evolution over time. Furthermore, disaggregated data of selected sectors are also included.

All top-seven economic sectors, with the exception of mining, grew from 2001 to 2009. (See Chart 1) In particular, wholesale trade and government are the sectors whose contribution to Laredo GDP grew the most over the entire period. Government, health care and social assistance, and real estate and rental leasing grew in 2008 and 2009—during the most recent recession. In 2009, government and health care and social assistance grew by more than five percent, whereas transportation, retail trade, and mining decreased by more than five percent; wholesale trade shrunk by 0.29 percent, and real estate and rental and leasing increased by 1.61 percent.

State and local governments account for about 75 percent of the government sector in Laredo-MSA economy. (See Chart 2) All components of the government sector grew from 2001 to 2002. However, the pace of growth of federal civilian increased after 2007 while the pace of growth of state and local government declined after 2005.

The observed increase in transportation and warehousing is due to the increase in truck transportation. (See Chart 3) From 2001 to 2008, truck transportation grew by 96.10 percent. In contrast, over the same period of time, warehousing and storage dropped by 15 percent; similarly, transit and ground passenger transportation dropped by 32.14 percent.

The real estate and rental and leasing sector grew by 9.82 percent from 2001 to 2008, which is explained by the 14.23 percent decrease in rental estate and by the 55.88 percent increase in rental and leasing services. The observed increase in the health care and social assistance sector is due to the increase in ambulatory health care services, which grew by 48.97 percent from 2001 to 2008. On the other hand, hospitals and nursing and residential care facilities stayed stagnant, while the contribution from social assistance remained small.

In terms of the number of individuals that each sector em-

ploys in 2010 (See Table 1), the top-six sectors are: government; education and health services; retails trade; transportation and utilities; leisure and hospitality, and professional and business services. Notice that the classification of sectors differs from the used above. In 2010, the total number of employees in Laredo was 87,800. In 2010, out of the 22,800 employees in the government sector, 17,300 were employed by the local government, 2,000 by the state government, and 3,400 by the federal government.

All top-six employer-sectors in Laredo created more jobs in 2010 than in 1990. (See Chart 4) However, over that period of time, the observed job increases were in: education and health services (297.32 percent); professional and business services (154.17 percent); government (130.30 percent), and transportation and utilities (113.21 percent). These exceeded population growth of 87.86 percent. On the other hand, leisure and hospitality (90.24 percent) and retail trade (29.67 percent) fell short of population growth.

Retail trade, and transportation and utilities suffered from the 1995 crisis in Mexico. Retail trade had a sluggish recovery however the transportation and utilities quickly recovered. Employment growth rate in transportation and utilities decreased after 2000. Employment dropped after 2007 in retail trade, transportation and utilities, and leisure and hospitality—during the last recession. In contrast, employment continued growing after 2007 in government, education and health services, and professional and business services.

As a result, from 1990 to 2010, education and health services, and government increased their share in total employment in Laredo, from 3.6 to 8.18 percent and from 22.30 to 25.97 percent, respectively. (See Table 1) In contrast, from 1990 to 2010, the retail trade sector shrunk its share in total Laredo employees from 20.50 to 13.44 percent.

According to this brief overview of the Laredo-MSA economy, the government sector has been its major strength. As a result of the budget cuts that are likely to occur in the near future, the government sector is now a threat to Laredo. These budget cuts may affect education and health services, which provided 14,300 jobs in 2010. In contrast, in recent years, mining has been a weak sector in Laredo; however, it represents now an opportunity due to the Eagle Ford shale. Transportation is a strength sector for Laredo in terms of both its contribution to the local area GDP and number of employees. Therefore, steps should be taken to maintain the observed growth in truck transportation. Retail trade, like transportation, is a major sector in Laredo; however, it has registered a weak performance in recent vears. Nonetheless, given its economic size, even a small increase in the retail sector would bring significant gains to Laredo. As a result, steps should be taken to reactivate retail trade in Laredo.

The performance of the different economic sectors in Laredo is expected to be altered in the future. Therefore, it should no longer be business as usual in Laredo.  $\mathcal{V}$ 

—By Pablo Camacho-Gutierrez, Assistant Professor of Economics, DIBFS, A.R. Sanchez Jr., School of Business, Texas A&M International University

## Vision 2011

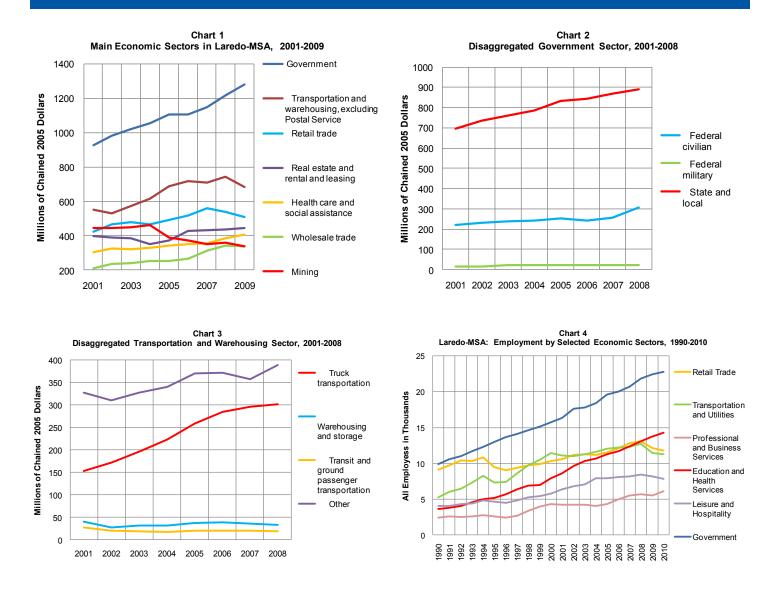
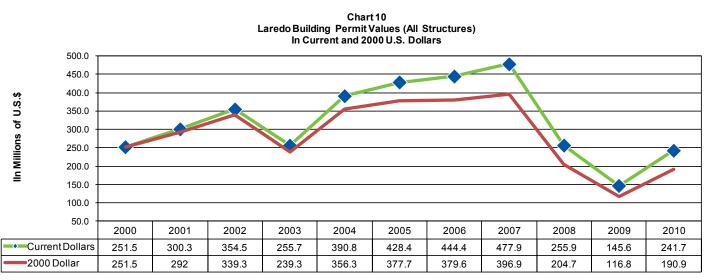


Table 1 Employment in Laredo MSA, 1990 and 2010 (All Employees in Thousands)

Sector	1990 All Employees in Thousands	2010 All Employees in Thousands	1990 Share in Total (%)	2010 Share in Total (%)	Percentage Points Increase in Share
Education and Health Services	3.6	14.3	8.11	16.29	8.18
Financial Activities	2.0	3.9	4.50	4.44	-0.06
Government	9.9	22.8	22.30	25.97	3.67
Information	0.5	0.6	1.13	0.68	-0.44
Leisure and Hospitality	4.1	7.8	9.23	8.88	-0.35
Manufacturing	1.3	0.8	2.93	0.91	-2.02
Mining, Logging, and Construction	3.0	3.5	6.76	3.99	-2.77
Other Services	1.0	2.3	2.25	2.62	0.37
Professional and Business Service	es 2.4	6.1	5.41	6.95	1.54
Wholesale Trade	2.2	2.6	4.95	2.96	-1.99
Transportation and Utilities	5.3	11.3	11.94	12.87	0.93
Retail Trade	9.1	11.8	20.50	13.44	-7.06



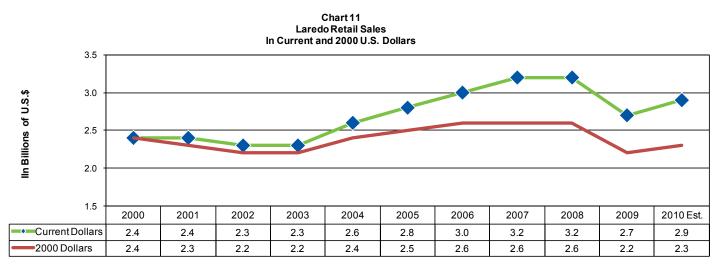
Source: City of Laredo's data compiled by the Texas Center at Texas A&M International University.

In 2010, the total value of building permits increased by 63.37 percent in real terms (Chart 10). In current dollars, total building permits increased to \$241.7 million in 2010; that is, 96.1 million worth of more building permits were granted in 2010 than in 2009, which represents an increase of 66.05 percent-in nominal terms. The growth in Laredo's total value of building permits from 1990 to 2007 mirrors the boom in its construction sector. Indeed, significant declines in Laredo's total building permits values occurred in 1996 and 2003 but did not alter its long term growth trend. Over the period 1990 to 2007, building permits increased by an average annual rate of 8.44 percent in real terms. In contrast, the real value of total building permits sharply dropped in 2008 and 2009 by 48.4 and 42.9 percent, respectively. As a result, in real terms, total building permits values in 2010 falls short of its 2008 level.

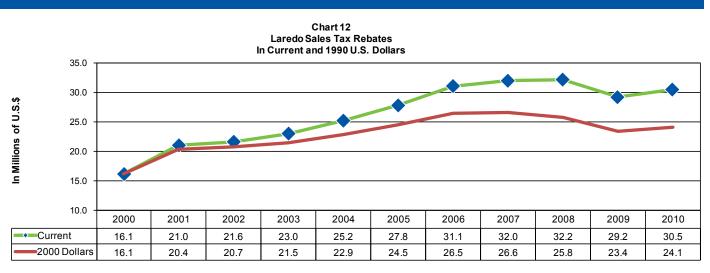
#### **International Trade and Commerce**

It is estimated that in 2010 retail sales in Laredo were \$2.9 billion, that is, \$0.2 billion more than in 2009 (Chart11). According to such estimate, retail sales in Laredo grew by 4.93 percent in real terms during 2010. In current dollars, retail sales reached a maximum at \$3.2 billion in 2007, remained at the same level in 2008, and then drop to \$2.7 billion in 2009. In real terms, retail sales in Laredo have remained stagnant since 2000. Even more, in constant dollars, the level of retail sales in Laredo in 2010 is the slightly lower than its level in 1992.

Laredo sales tax rebates increased to \$30.5 million in 2010, that is, \$0.7 million more that in 2009 (Chart 12 p. 9). In constant dollars, sales tax rebate grew by 2.99 percent in 2010. Sales tax rebates, in real terms, level off during 2006 and 2007 and then drop in 2008 and 2009 by 3.01



Source: Texas Comptroller of Public Accounts



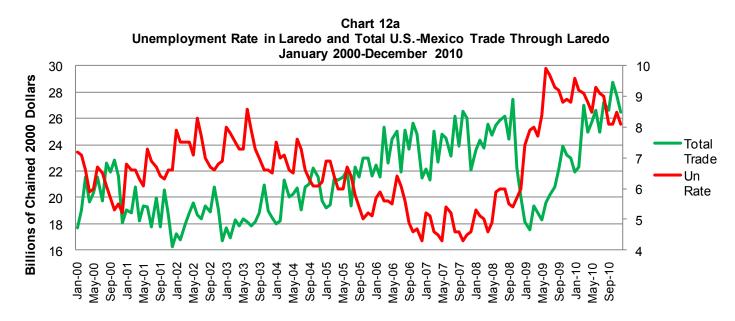
Source: Texas Comptroller of Public Accounts

and 9.30 percent, respectively. From 1990 to 2006, sales tax rebates grew by 139.90 percent in constant dollars; indeed, the average annual real growth rate over such period is 6.00 percent. In contrast, from 2006 to 2010, sales tax rebates dropped by 9.32 percent in constant dollars. As a result, the constant dollar value of sales tax rebates in 2010 falls short of its corresponding level in 2005.

Expansion of U.S.-Mexico trade is a determinant of the economic growth in Laredo. In 2010, total U.S.-Mexico trade increased to \$393.0 billion, up from 305.5 billion in 2009 (Charts 13 and 14 p. 10). In addition, the port of Laredo handled 39.0 percent of the trade by land between U.S.-Mexico, down from 39.3 percent in 2009 (Chart 16 p. 11). In other words, the U.S.-Mexico trade pie got bigger in 2010, but Laredo's slice got smaller. Nevertheless, total U.S.-Mexico trade in 2010 is higher than its pre-recession levels, and its outlook is positive as both U.S. and Mexico's economies increase their activity in 2011.

#### **Final Note**

The Laredo economy does not depend solely on international trade. Chart 12a shows the times series behavior of the unemployment rate in Laredo and of the dollar value in 2000 chained dollars—of the total U.S.-Mexico trade that crosses through the Port of Laredo, from January 2000 to December 2010. Prior to 2009, there is an inverse relationship between unemployment rate and international trade. As international trade increased the unemployment rate dropped. It also shows that international trade has exceeded its pre-recession level. In contrast, the unemployment rate remains high and far from its pre-recession level. An overview of the composition of the Laredo economy is provided in the main article on page 6 of this publication.  $\nu$ 



#### U.S.-Mexico Trade in 2010 and the Port of Laredo by Baldomero G. Garcia

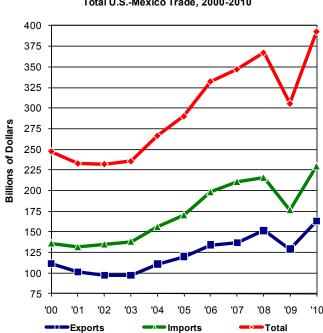
At the start of 2010, trade figures for the United States and Mexico were up, thus continuing the upward trend of trade dollar value. This signaled the end of the recession's negative effect on trade which ran from the fourth quarter of 2009 and lasted up to the middle of the fourth quarter in 2009 when trade returned to a positive trend.

Chart 13 exhibits the rebound that occurred for U.S.-Mexico trade in 2010. Increases in both U.S. export to Mexico and U.S. imports from Mexico contributed to the increase in total trade dollar value. All figures are presented in unadjusted U.S. dollars unless noted otherwise.

U.S. exports experienced a drop of 14.9 percent in 2009, but it recovered with a 26.6 percent (\$163.3 billion) in 2010. As with exports, U.S. imports also experienced a dip of 18.2 percent in 2009, but registered a gain of 30.1 percent (\$229.7 billion). These increases translated into an a total trade value of \$393.0 billion a 28.6 percent gain for 2010 (See Chart 14).

In Chart 15 (see p. 11), the trade data is shown monthly. Evident on the chart was a drop in both exports and imports between October 2008 and October 2009. Afterwards from that period on, both exports and imports experienced growth in the double-digits.

The Port of Laredo, historically known as the number one inland port on the southern U.S. border, continued in that spot in 2010. The Port of Laredo ended in first place



Source: U.S. Census Bureau, Foreign Trade Division, Data Dissemination Branch, Washington, D.C.

with El Paso, TX a distant second and Otay Mesa Station, CA a very distant third (see Table 2 p. 11).

The Port of Laredo handled \$121.3 billion in the total trade dollar value between the trading partners or 39.0 percent of the value of trade along the U.S.-Mexico border for the 2010 year (see Chart 16, p. 11). In comparison, El Paso percent share was 17.9 percent while Otay Mesa was 10.0 percent.

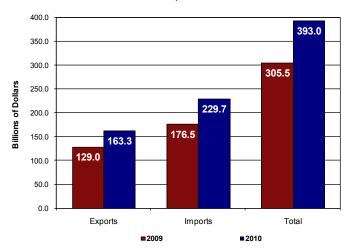
These border ports of entry—listed in Table 2—are the top ten ports of the total 28 border ports on the U.S.-Mexico border. All these ports had total trade figures of over \$1 billion in 2010. Together the total trade dollar value of the merchandise processed at these ten ports equaled \$239.3 billion which comprised 98.5 percent of the total trade dollar value handled on the southern ports of entry—\$311.0 billion.

Six of the top ten border ports of entry are located in the state of Texas. There are two in California. Arizona and New Mexico have one each in the top ten listing (see Table 2 p. 11).

As for the composition of trade that passed through the Port of Laredo, the following is a list of the top five U.S. merchandise exported and imported through the port:

Exports

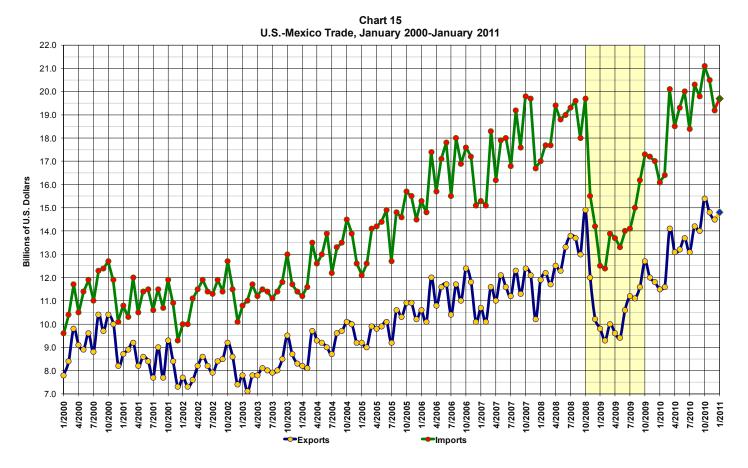
- · Other parts and accessories
- Other parts and accessories of bodies (including cabs)
- Motor vehicles for the transport of persons, n.e.s.
- Other apparatus for transmission or reception of voice, images or other data, including apparatus for communication in a wired or wireless network (such as a local or wide area network)



#### Chart 14 U.S.-Mexico Trade, 2009 vs. 2010

Source: U.S. Department of Commerce data compiled by the Texas Center at Texas A&M International University.

Chart 13 Total U.S.-Mexico Trade, 2000-2010



Source: U.S. Department of Commerce data compiled by the Texas Center at Texas A&M International University.

• Compression-ignition internal combustion piston engines (diesel or semi-diesel engines) of a kind used for the propulsion of vehicles of division 78

#### Imports

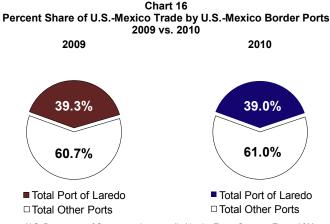
- Motor vehicles for the transport of persons, n.e.s.
- Motor vehicles for the transport of goods, n.e.s.
- Other parts and accessories
- Road tractors for semi-trailers
- Telephone sets, including telephones for cellular networks or for other wireless networks.



Source: U.S. Department of Commerce data compiled by the Texas Center at Texas A&M International University.

As for 2011, January trade figures between the trading partners look promising for the year. U.S. exports to Mexico is up for the month of January 2011 by 28.7 percent and U.S. imports from Mexico for the same period is up 22.4 percent (see Chart 15). If the trend continues, another record breaking year is highly possible.  $\nu$ 

-Baldomero G. Garcia, Program Manager, Texas Center for Border Economic and Enterprise Development, Texas A&M International University



Source: U.S. Department of Commerce data compiled by the Texas Center at Texas A&M International University.

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## Vision 2011: Economic Outlook Report

## Partnership

By Ray M. Keck III, President Texas A&M International University Laredo, Texas



The Vision 2011: Economic Outlook Report is a joint effort between the Laredo Chamber of Commerce and Texas A&M International University. The Chamber of Commerce and Texas A&M International University share the common goal of providing business/economic information and analysis to decision makers on a timely basis. We believe that informed decisions taken today by businessmen and women, public officials, and policy makers will determine Laredo's opportunities of tomorrow.

The Laredo Chamber of Commerce and Texas A&M International University are committed to pursuing partnerships, including conferences, workshops, research projects and reports, that will enhance Laredo's ability to meet the challenges and opportunities of the future.

Reach us at our Web Site: http://www.tamiu.edu.

#### **Texas A&M International University's**

Texas Center for Border Economic and Enterprise Development

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