



June 19, 2024

Mr. Gilberto Sanchez
Airport Director
Laredo International Airport
5210 Bob Bullock Loop
Laredo, Texas 78041

Dear Gilberto:

Hubpoint Strategic Advisors, LLC ("Hubpoint") is pleased to provide this proposal for air cargo development support to the Laredo International Airport ("LRD" or "the Airport"). The proposed Scope of Work is designed to effectively promote increased activity at LRD by relevant entities of the air cargo community. Importantly, Hubpoint's promotional efforts will involve close coordination with LRD management and the Aviation Facilities Company ("AFCO") to identify, prioritize and pursue growth opportunities.

SCOPE OF WORK

Identify air cargo industry trends relevant to LRD and develop appropriate action plans

- Conduct research and analysis of air cargo industry trends, particularly at small- and medium-sized U.S. airports
- Track the continued growth of forwarder-controlled cargo airline networks in the U.S.
- Review air cargo strategies and activities of LRD's peer and competing airports
- Track Mexico nearshoring activity and assess potential impacts on LRD air cargo
- Determine impacts on LRD of evolving U.S. integrated express industry (incl. FedEx, UPS, DHL, Amazon, USPS)
- Develop action plans to manage and capitalize on trends to the benefit of LRD
- Execute action plans as directed by LRD

Promote air cargo growth at LRD

- Conduct research and analysis of select air cargo stakeholders (e.g. airlines, freight forwarders, shippers) to determine relevance to LRD and potential growth opportunities
- Prioritize cargo growth opportunities in coordination with LRD management and AFCO
- Develop promotional materials for LRD air cargo in coordination with LRD management and AFCO
- Provide advice for enhancing Air Cargo elements of FlyLaredoTexas.com website
- Conduct outreach to air cargo targets on behalf of LRD
- Lead joint presentations, meetings and outreach for both internal and external stakeholders
- Raise awareness and build relationships with air cargo eco-system (e.g. freight forwarders, ground handlers, customs brokers, government agencies)
- Support LRD at select conferences and trade shows related to air cargo and international trade



Supporting advisory services

- Support LRD in various air cargo related matters (e.g. regulatory issues, inquiries from private sector companies, inquiries from City, State, Federal officials etc.)
- Support AFCO's efforts to develop on-airport properties at LRD
- Serve as LRD's marketing and cargo development representative to collaborate with AFCO
- Ad hoc advisory services and cargo initiatives

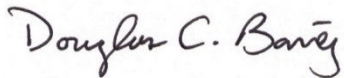
PROJECT TASKS, SCHEDULE AND FEES

Work under this contract will be task-based. Based on assessments of required activities and air cargo opportunities, Hubpoint will define specific task proposals for LRD's consideration. The task proposals will relate to the Scope of Work described above and will include details regarding deliverables, project schedule, Professional Fees and expenses. The tasks, when defined, will be fixed fee and task work will be invoiced each month on a percent completed basis.

Hubpoint proposes a budget of \$65,000 covering Professional Fees and expenses over a 12-month period commencing with the execution of a contract between the City of Laredo and Hubpoint. Any out-of-pocket expenses (e.g. travel-related costs, conference registration fees) incurred in the conduct of this contract are to be reimbursed at actual cost based on prior approval of the Airport Director.

Thank you for allowing us to present this proposal. Please let us know of any questions or comments you may have. We look forward to continuing our work with you to achieve the Airport's air cargo objectives.

Sincerely,



Douglas C. Bañez
Managing Director



Original Invoices submitted to:	Invoices paid to:
City of Laredo Accounts Payable P.O. Box 210 Laredo, Texas 78042-0210 Copy of invoice via email: Gilberto Sanchez, Interim Airport Director gsanchez@ci.laredo.tx.us	Hubpoint Strategic Advisors, LLC P.O. Box 1437 Davidson, NC 28036 Attention: Douglas Bañez, Managing Director NOTE: ACH payment details on file

Hubpoint Strategic Advisors, LLC

By: Douglas C. Bañez
Douglas C. Bañez
Managing Director

Laredo International Airport

By: _____
Gilberto Sanchez
Airport Director

City of Laredo, Texas

By: _____
Joseph Neeb
City Manager

