

The background of the entire page is a photograph of a park. In the center-left, there is a white gazebo with a red-tiled dome roof and a stone base. The gazebo is surrounded by lush green trees and a well-maintained lawn. In the background, a street with some buildings and a traffic light is visible under a blue sky with scattered clouds. A faint, light green geometric pattern of lines and circles is overlaid on the lower half of the image.

# 2018 ECONOMIC BENCHMARKS

NEW BRAUNFELS, TEXAS



# POPULATION

New Braunfels' population continues to grow at nearly three times the rate of Texas, adding half of one percent of the state's population. Since 2003, our city resident population has grown by 88.9%, averaging nearly 6% a year. Such growth can be attributed to our location on IH-35, between the two metropolises of Austin and San Antonio, as well as great quality of life and excellent public schools. In 2018, 1,147 new primary jobs were created from over 30 primary employers. The 2,400-acre mixed-use development, Veramendi, has finalized plans to build over 5,000 new single-family homes, and Veramendi elementary school opened this year. Boon Chapman, Seasons Group, TaskUs and Calendar Holdings recent announcements are just a few of the numerous developments taking place to support our growing population.

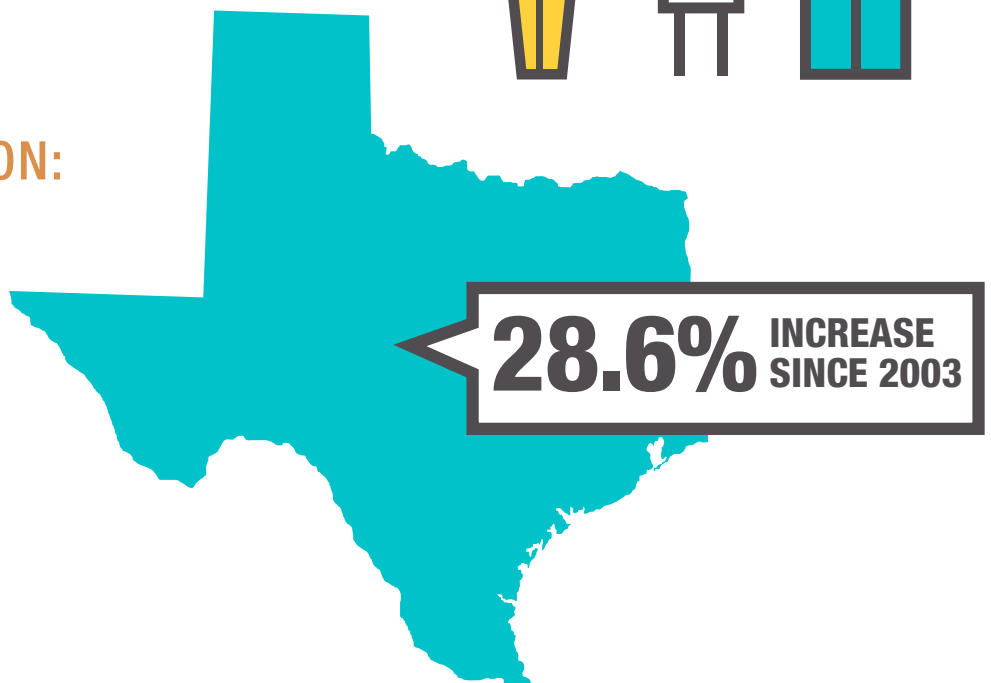
## GROWING POPULATION: CITY OF NEW BRAUNFELS

2008	<b>56,595</b>
2009	<b>58,575</b>
2010	<b>60,054</b>
2011	<b>57,740</b>
2012	<b>59,183</b>
2013	<b>60,761</b>
2014	<b>63,279</b>
2015	<b>66,394</b>
2016	<b>70,543</b>
2017	<b>73,959</b>
2018	<b>79,152</b>



## GROWING POPULATION: STATE OF TEXAS

2008	<b>24,105,417</b>
2009	<b>24,697,574</b>
2010	<b>25,010,235</b>
2011	<b>25,145,561</b>
2012	<b>25,631,778</b>
2013	<b>26,059,203</b>
2014	<b>26,448,193</b>
2015	<b>26,956,958</b>
2016	<b>27,469,114</b>
2017	<b>27,862,596</b>
2018	<b>28,304,596</b>

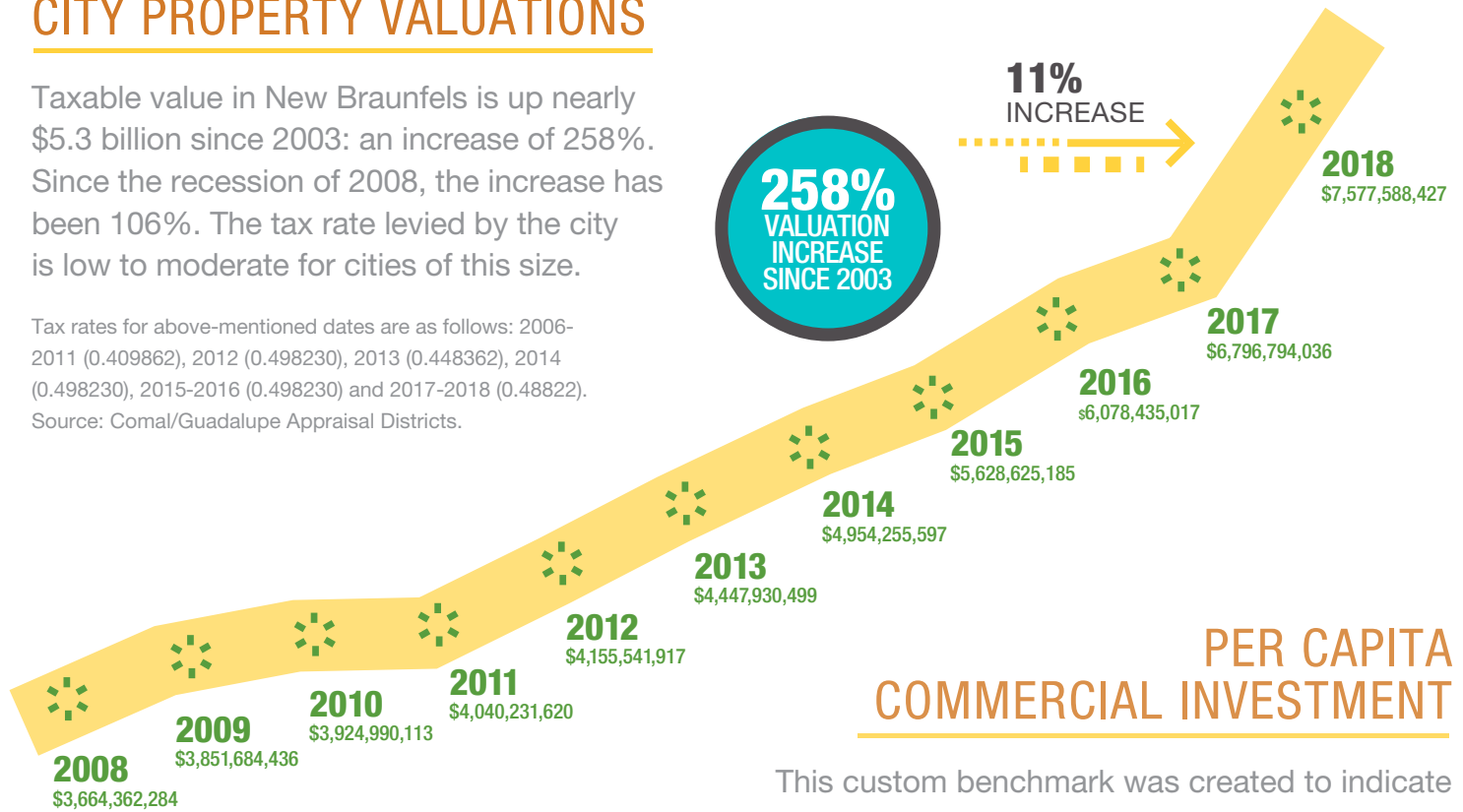


## CITY PROPERTY VALUATIONS

Taxable value in New Braunfels is up nearly \$5.3 billion since 2003: an increase of 258%. Since the recession of 2008, the increase has been 106%. The tax rate levied by the city is low to moderate for cities of this size.

Tax rates for above-mentioned dates are as follows: 2006-2011 (0.409862), 2012 (0.498230), 2013 (0.448362), 2014 (0.498230), 2015-2016 (0.498230) and 2017-2018 (0.48822).

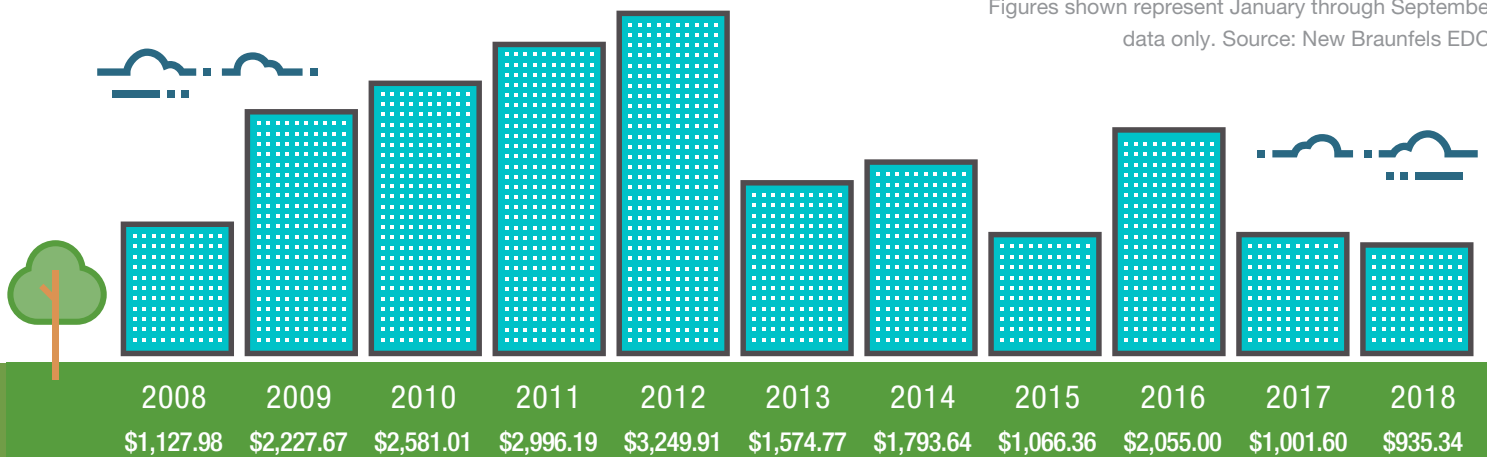
Source: Comal/Guadalupe Appraisal Districts.



## PER CAPITA COMMERCIAL INVESTMENT

This custom benchmark was created to indicate how the local economy was attracting commercial investment. The 16-year average is \$1,642.

Figures shown represent January through September data only. Source: New Braunfels EDC.



## INFRASTRUCTURE

It was a busy transportation season in 2018. The Loop 337 widening project is ahead of schedule. Highway 46 and FM 1101 increased the turn radius at the intersection to permit larger truck traffic. Also, FM 1101 widening is close to completion from Highway 46 to Creekside Crossing. Additionally, the FM 306 widening project from Hoffman Lane to Riverchase was completed this year.

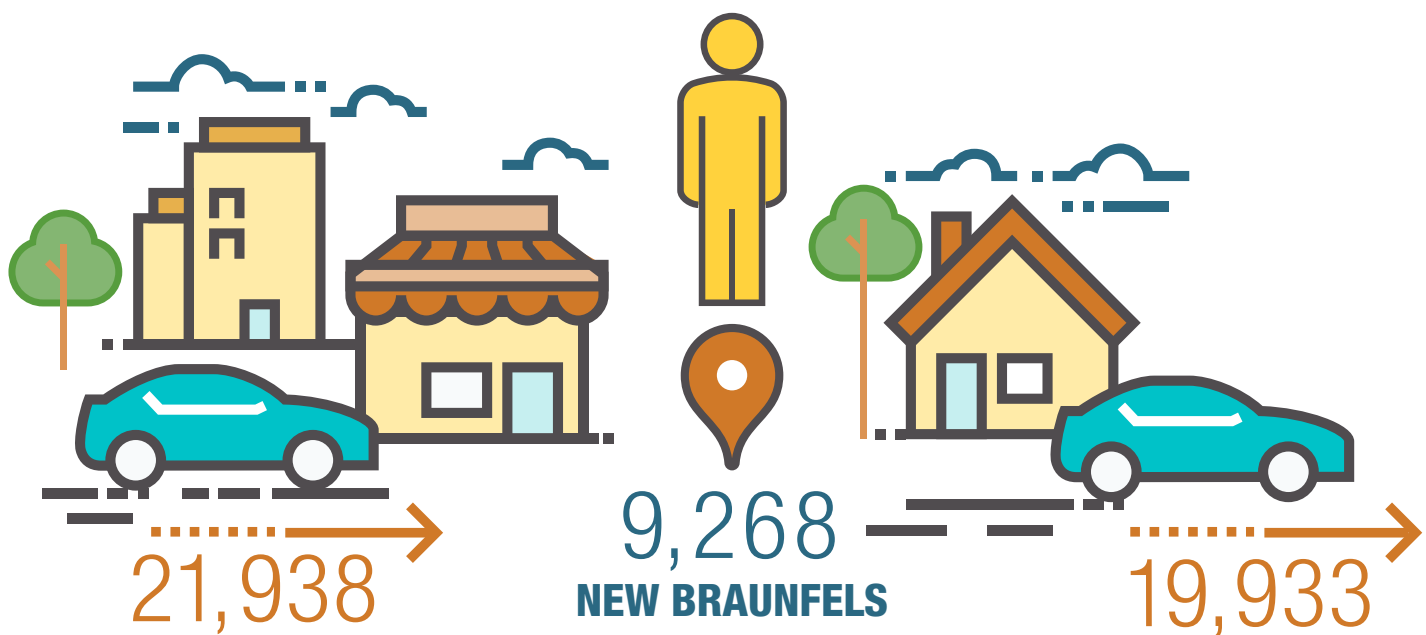
On the other side of town, Phase 1 of the Klein Road is well underway improving vehicular/pedestrian access and drainage.

# JOBS IN NEW BRAUNFELS

Since 2005, New Braunfels has enjoyed a lower unemployment rate than the nation, state, region and nearby metro areas. The rate averaged 4.45% for the past 15 years, with 2018 reporting the lowest since 2015. More importantly, the employed labor force has increased by 16,475 since 2003.

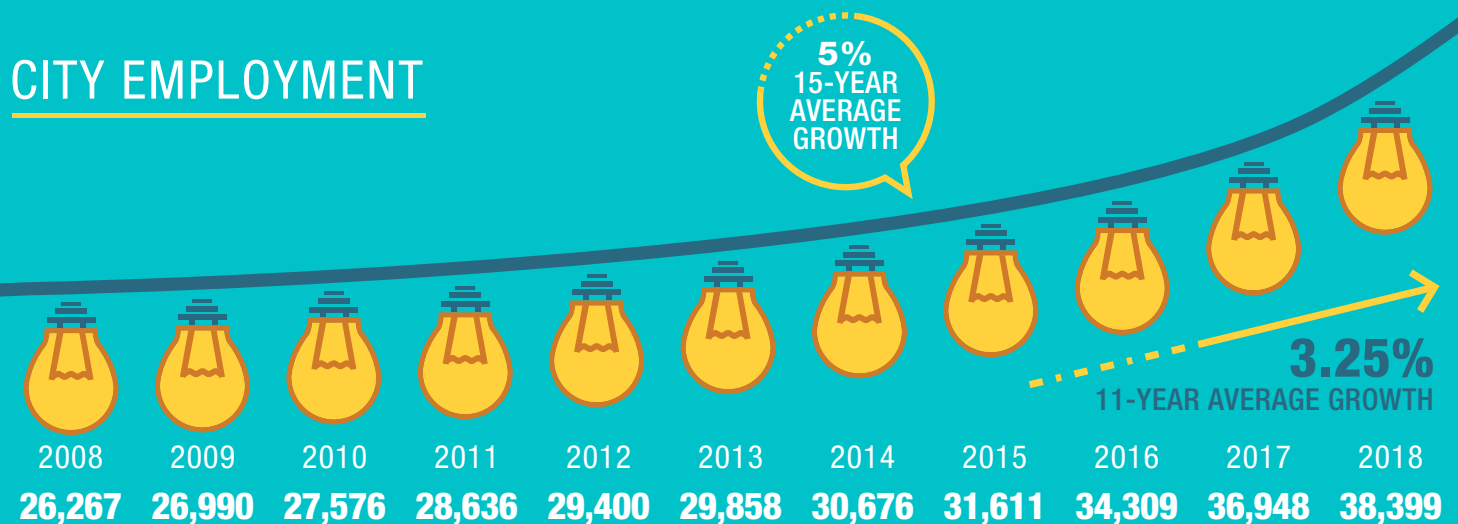
## JOB COMMUTES

Seventy percent of jobs in New Braunfels are filled by employees commuting into the area; proving that the community enjoys a larger and available labor shed. Additionally, 68% of employed citizens commute outside the city for employment.



Source: Census: On the Map.

## CITY EMPLOYMENT

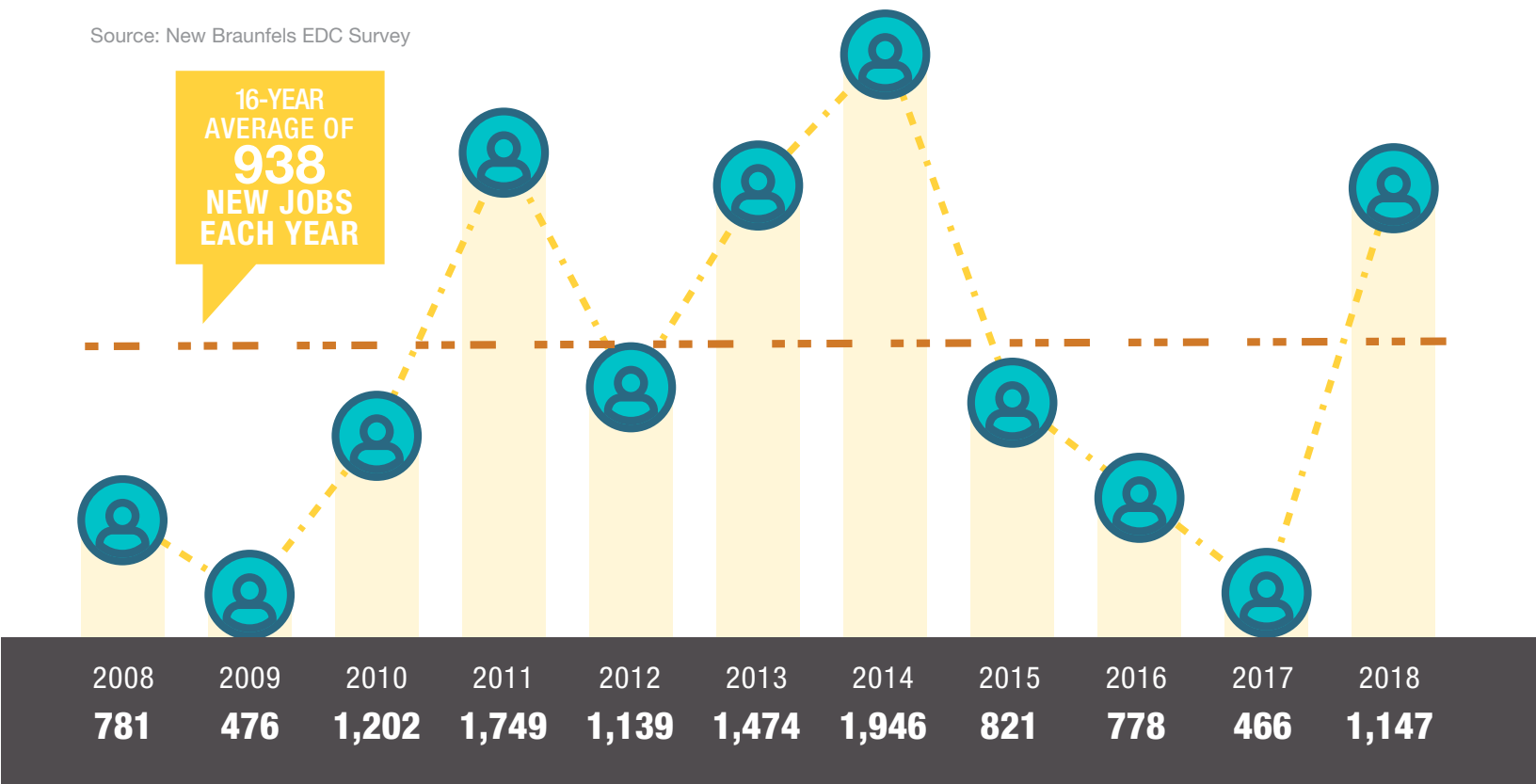


Source: Texas Labor Market Review, TRACER 2

# NEW PRIMARY JOBS

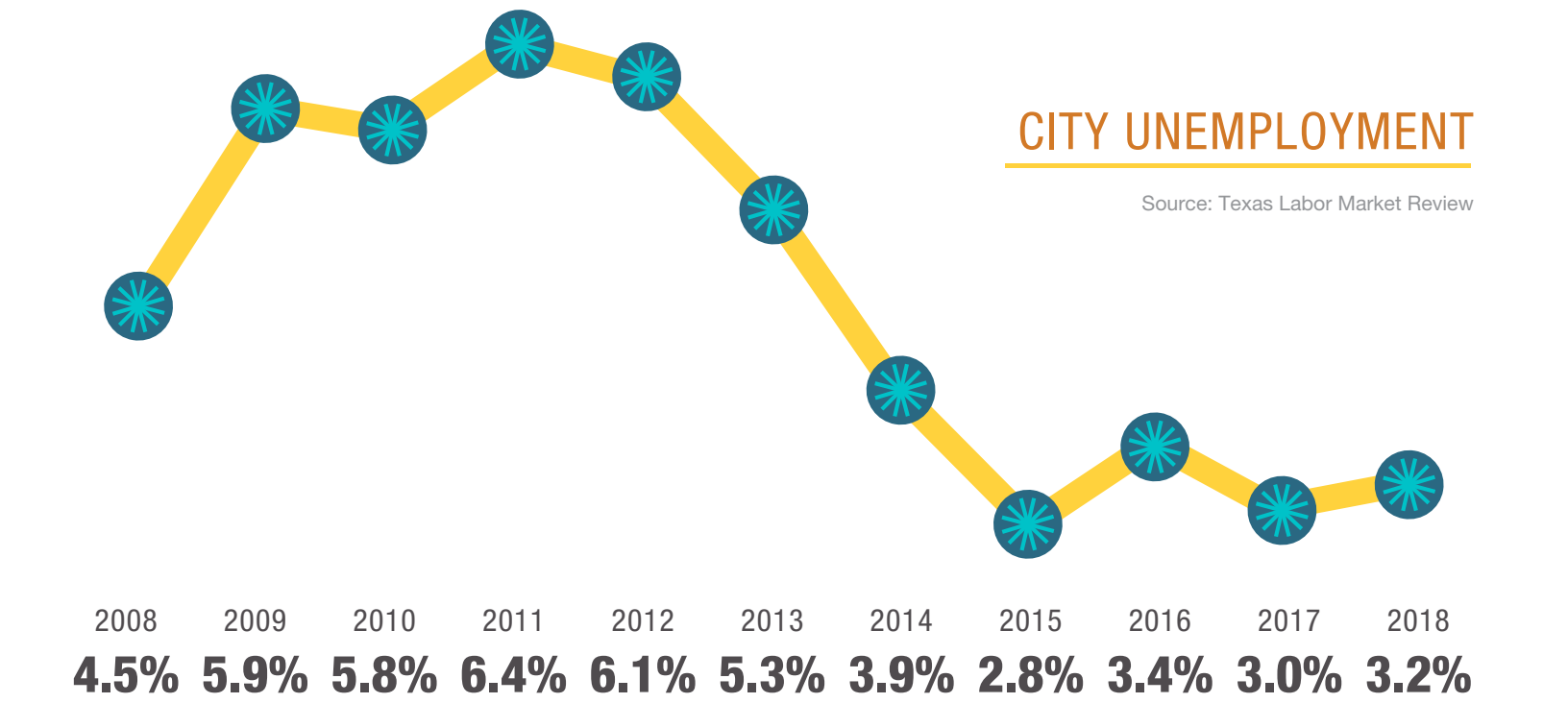
This custom benchmark has been set locally since 2003, with input from 57 primary employers. Primary employers are those producing a good or service here with a majority of that good or service sold outside the trade area. Announced new primary jobs have averaged 938 per year since 2004.

Source: New Braunfels EDC Survey



# CITY UNEMPLOYMENT

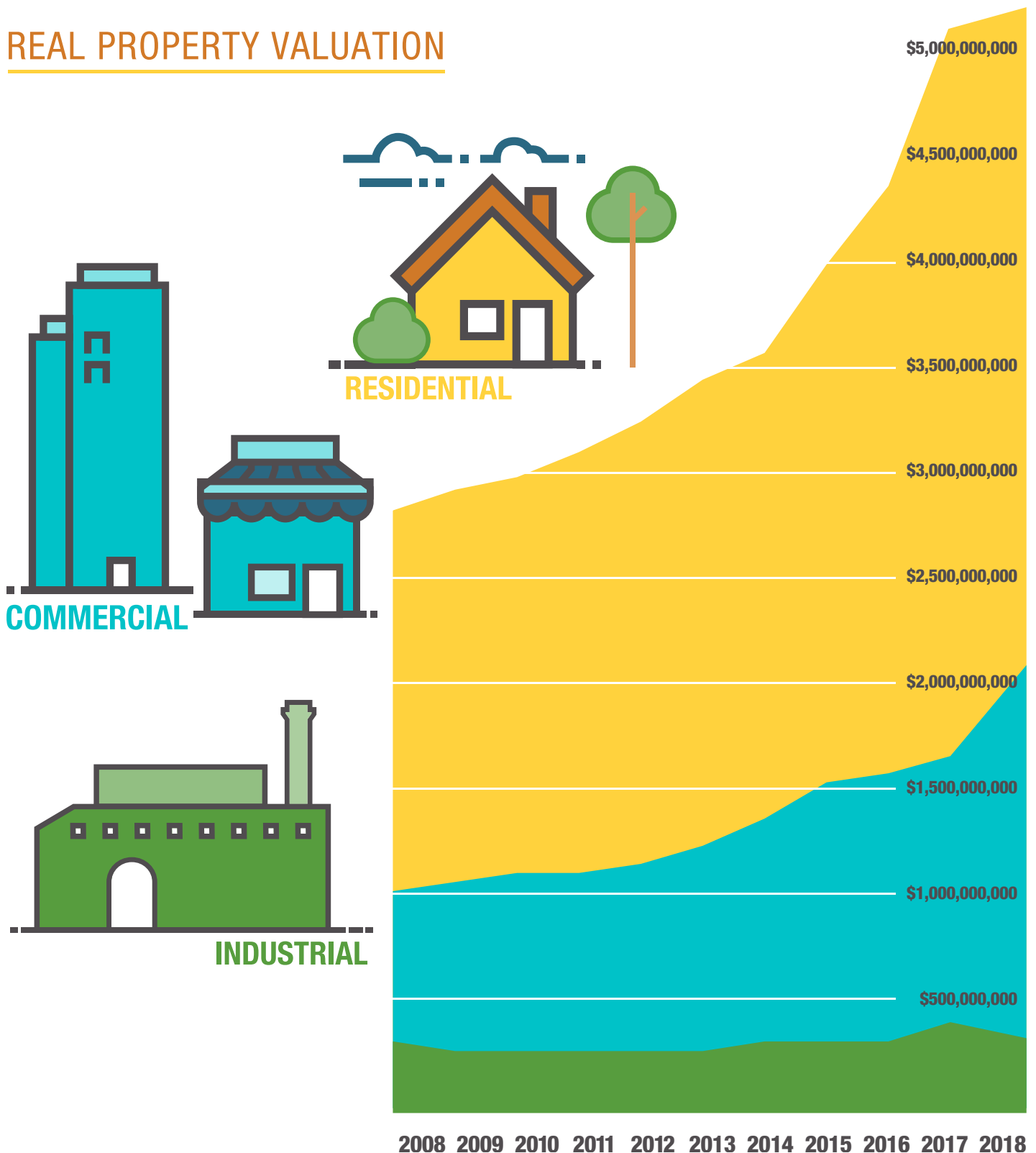
Source: Texas Labor Market Review



# PROPERTY VALUATIONS

New Braunfels property valuations increased in 2018 over \$7 million since 2003 and rose 6.9% over last year. Since 2003, the increase has been a total of 238%. There has been an increase every year.

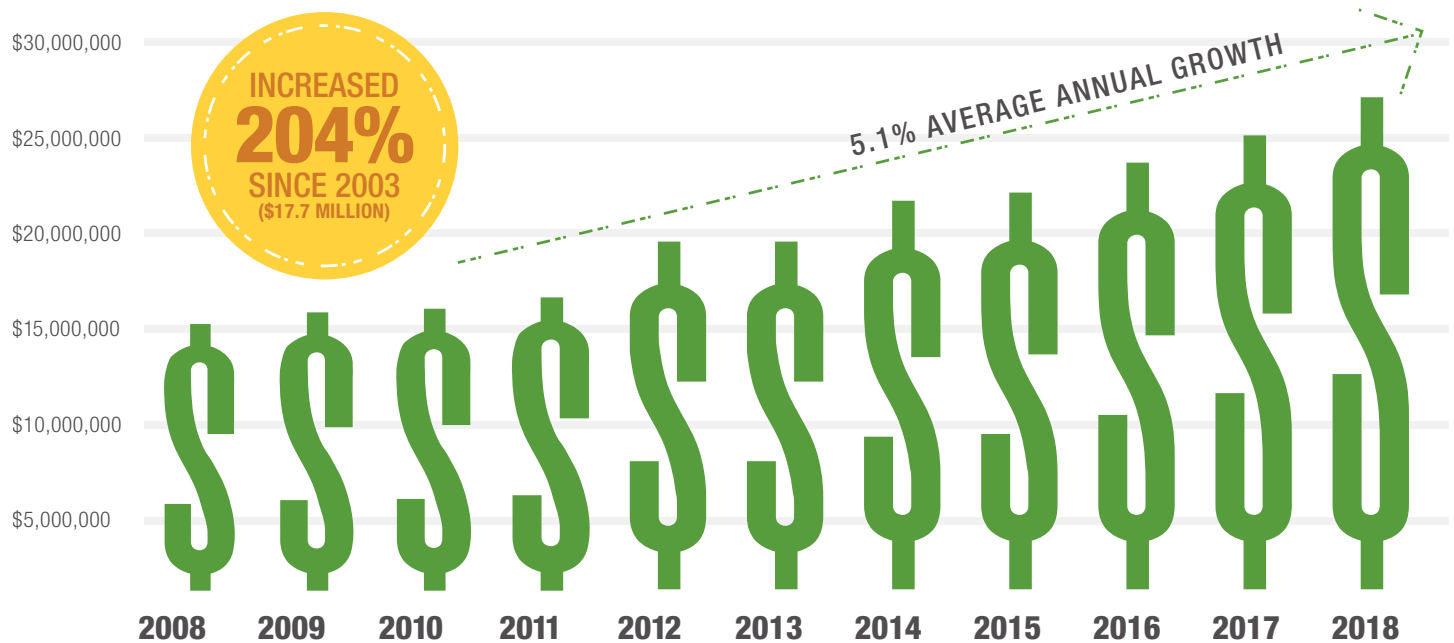
## REAL PROPERTY VALUATION



Source: Comal/Guadalupe Appraisal Districts

## SALES TAX REVENUE RECEIPTS

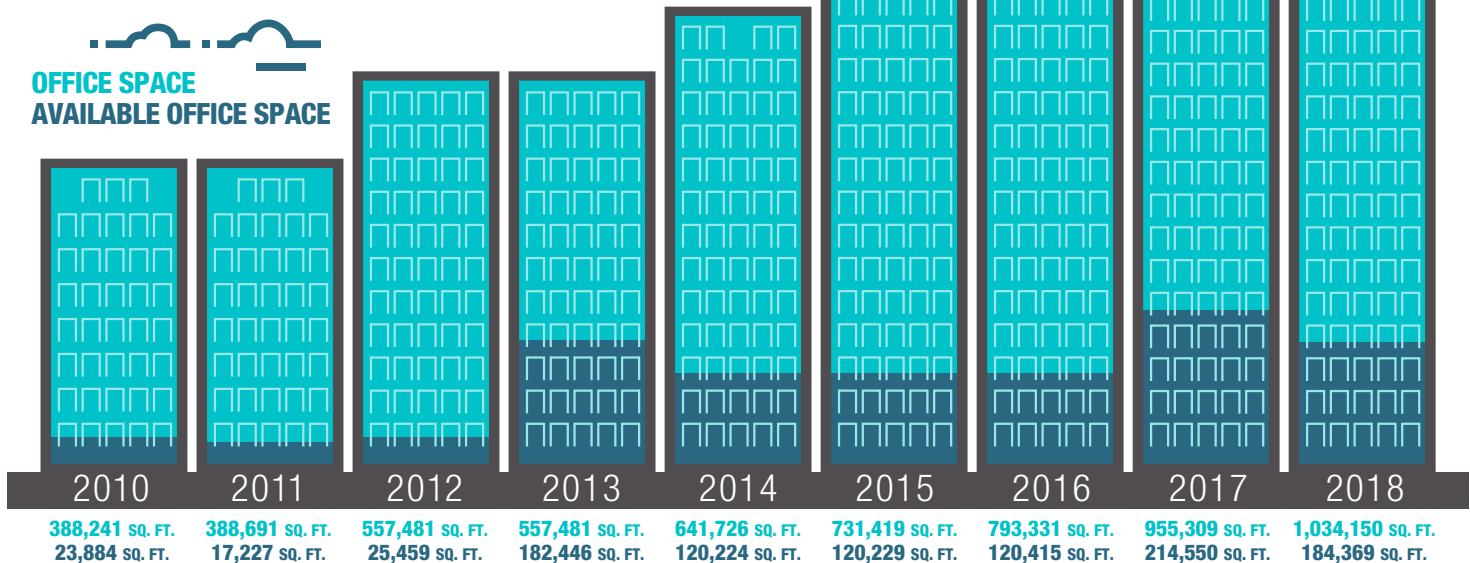
Sales tax revenues in New Braunfels have increased by 204% since 2003. Continuing in 2018, revenue set new records. Sales tax revenue is the largest local revenue source for city government services.



Source: Comptroller of Public Accounts

## AVAILABLE OFFICE SPACE

Another custom benchmark, office space inventory, has grown 148% since 2004. 2018 marks the first year that total office square footage exceeds one million. More than 8% new office space was added in 2018 from 2017.



Source: City of New Braunfels, Planning Dept.

# BUILDING PERMIT VALUE

Residential permits exceeded 1,000 homes for the sixth consecutive year. From 2014-2018, over 7,383 single-family homes were added.

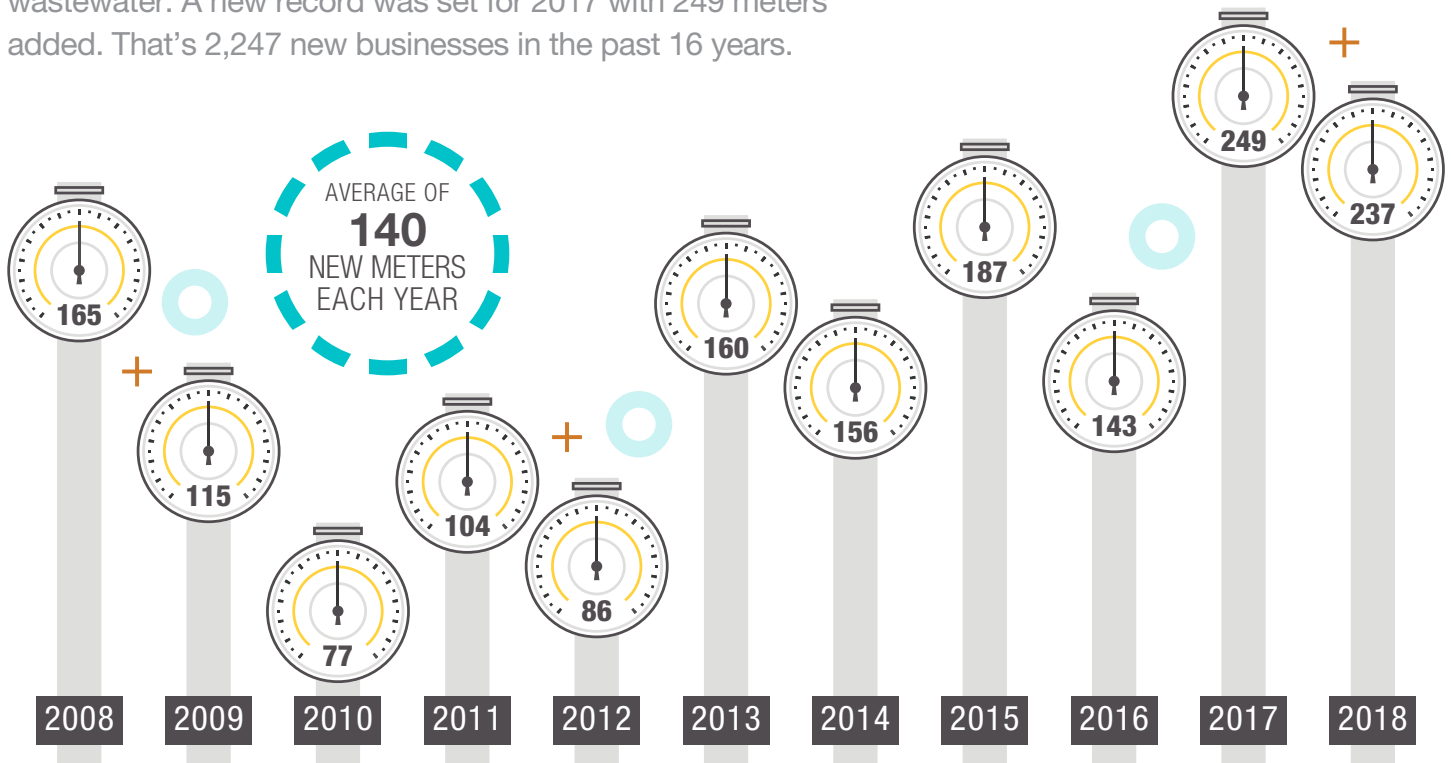


Source: City of New Braunfels, Planning & Zoning



## NEW BUSINESS METERS

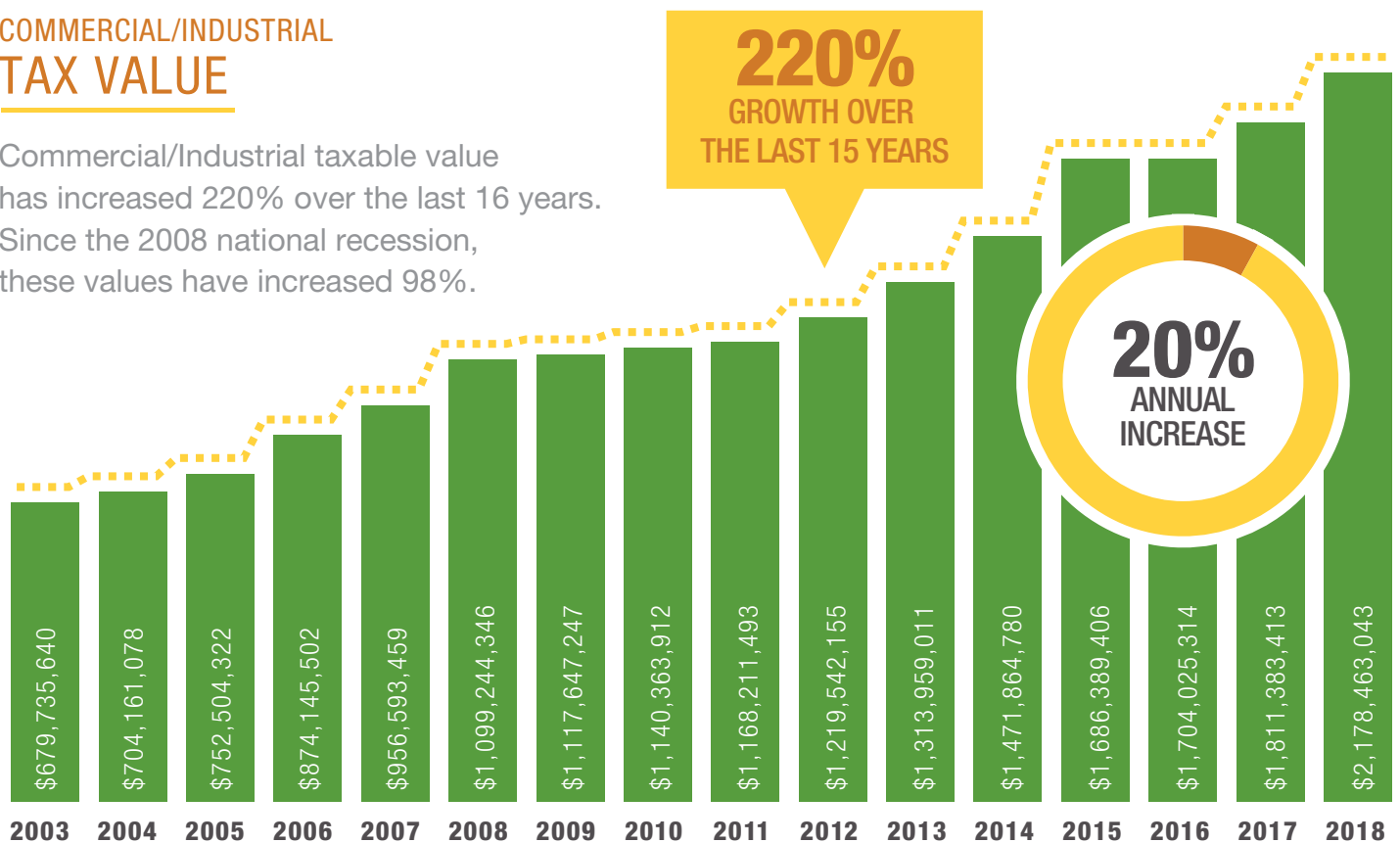
As measured by the city-owned utility for electricity, water and wastewater. A new record was set for 2017 with 249 meters added. That's 2,247 new businesses in the past 16 years.



Source: New Braunfels Utilities

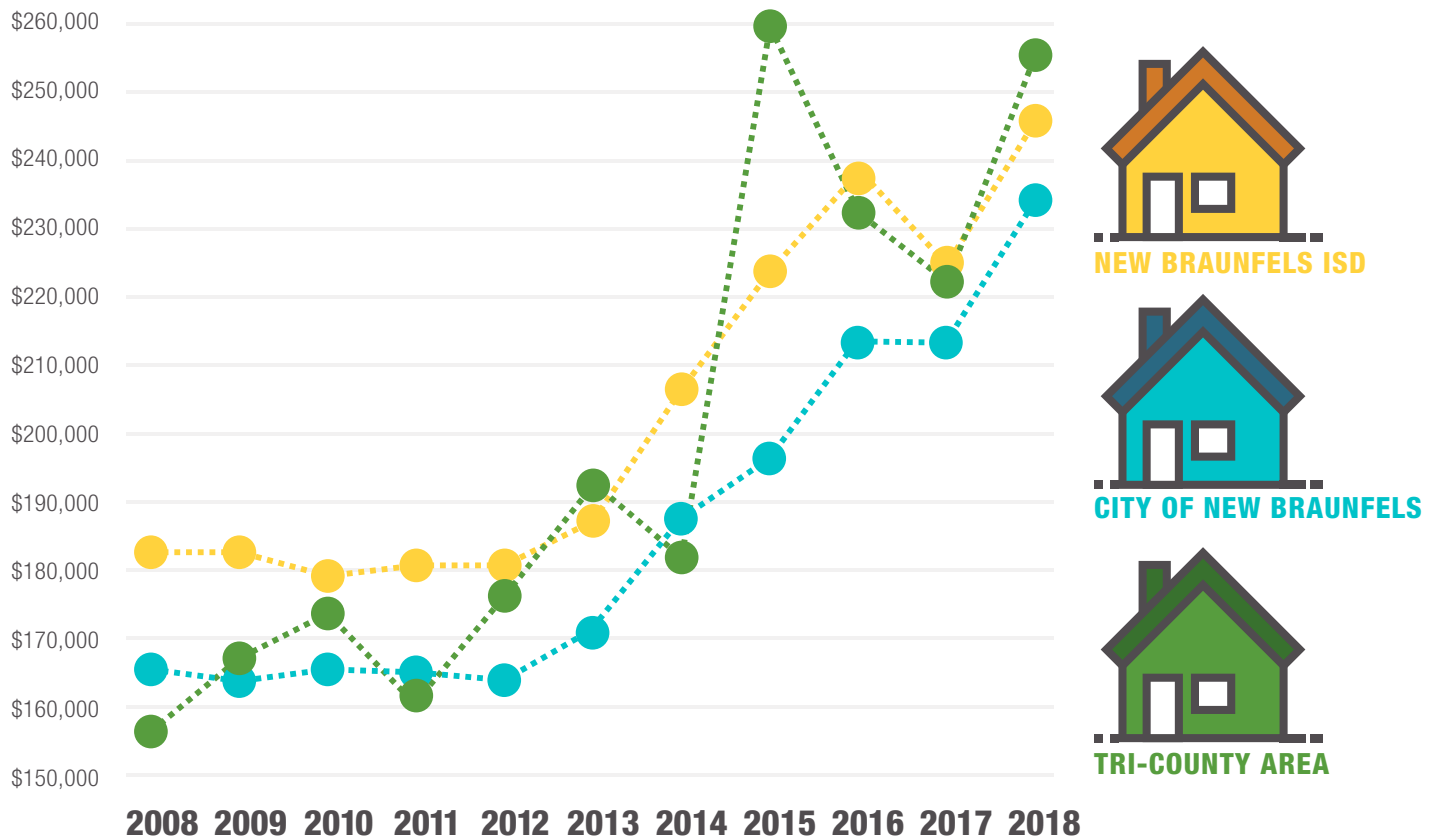
## COMMERCIAL/INDUSTRIAL TAX VALUE

Commercial/Industrial taxable value has increased 220% over the last 16 years. Since the 2008 national recession, these values have increased 98%.



Source: Comal/Guadalupe Appraisal Districts

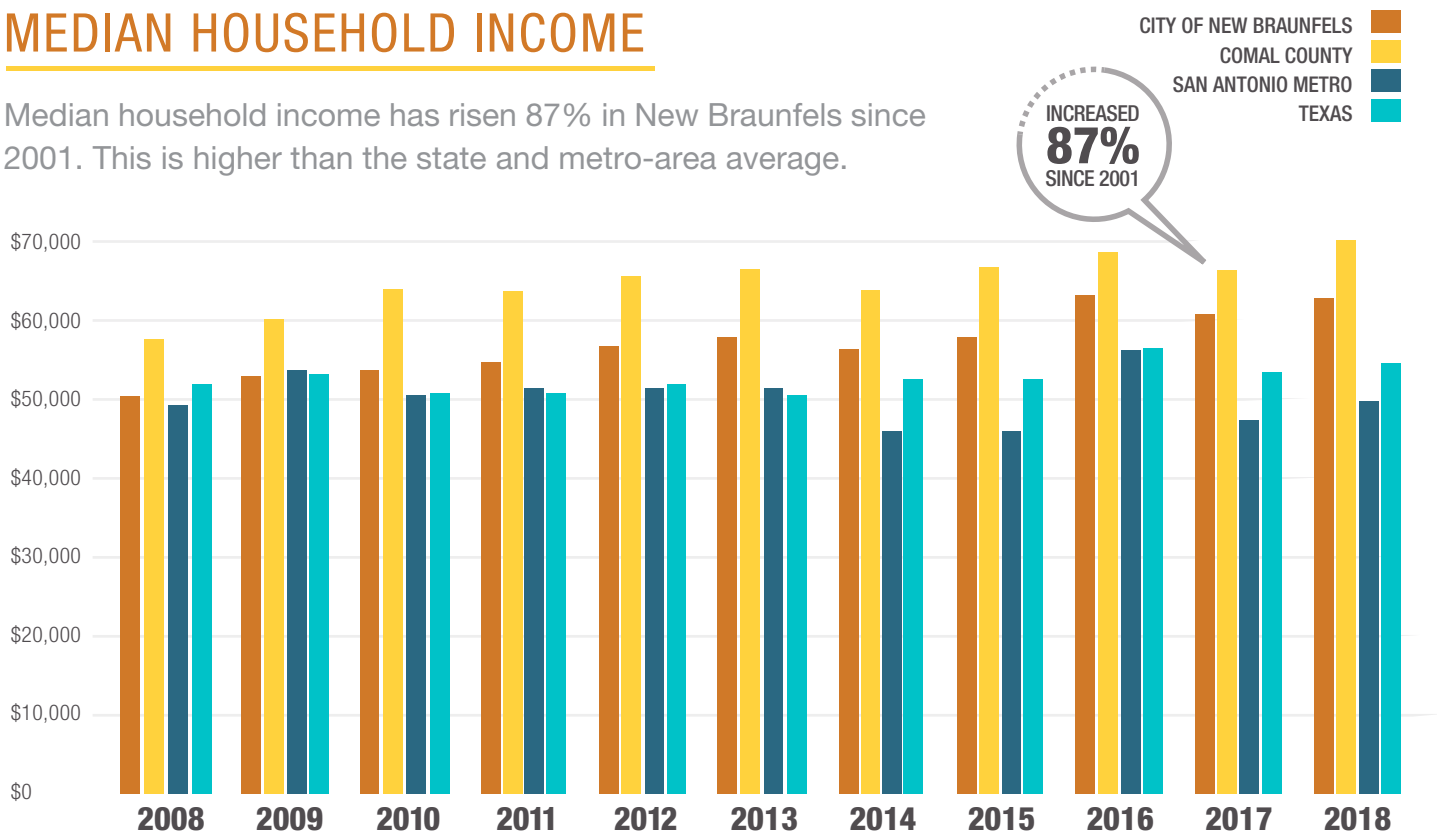
## AVERAGE HOME VALUE



Source: Canyon Lake/NB Board of Realtors and Comal Appraisal District

## MEDIAN HOUSEHOLD INCOME

Median household income has risen 87% in New Braunfels since 2001. This is higher than the state and metro-area average.



\* 2005 represent Effective Buying Power (EBI). From 2006, Median Household Income replaced EBI and is based on the previous year's statistics.

Source: Comal/Guadalupe Appraisal Districts.

New Braunfels EDC is a non-profit umbrella organization that serves as the public/private partnership involving the City of New Braunfels via their economic sales tax corporation, the Greater New Braunfels Economic Development Foundation, Comal County, New Braunfels Utilities and The Greater New Braunfels Chamber of Commerce. Our role is to provide a confidential, single point of contact, and offer corporate support for businesses looking to create new jobs in the area; either by relocating new business or helping existing ones expand.

Visit **NewBraunfelsEDC.com** to learn more about the services and incentives we offer.

**MICHAEL MEEK**  
Chamber President

**ROBERT CAMARENO**  
City of New Braunfels

**TIM ZIPP**  
GNBEDF Chairman

**NEAL LINNARTZ**  
NBEDC Board President

**CHESTER JENKE**  
Chamber Vice-President,  
Economic Development

**HOLLY COVINGTON MALISH**  
NBEDC Research and  
Marketing Director

## OUR SERVICES

- + Regional demographic and socioeconomic data
- + Site selection information through our GIS-driven New Braunfels Prospector program
- + Introductions/testimonials with industry professionals
- + Coordination of labor market analysis
- + Arrangement of community briefings and custom tours of New Braunfels
- + Introduction to community partners
- + Preparation of a customized package of Local/State “Incentives”
- + Assistance with specialized market research needs
- + Follow-through with the development process
- + Permit expediting through city departments



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