



# Two Great Cities. One **HUGE** Opportunity.

The 10/35 Economic Development Alliance is a partnership between New Braunfels and Seguin EDCs with a primary goal to recruit and retain business and industry within the region. The two cities are known for their growing businesses and industry sectors, primarily due to their strategic locations along the two busiest highways in Texas, Interstate 35 and Interstate 10. The regional area has pro-growth communities, offers low taxes and generous incentives. Over 3.5 million people live within the 50-mile radius of the partnership epicenter, providing a workforce of over 2.2 million from both the Austin and San Antonio MSAs.



*New Braunfels & Seguin, Texas*  
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# Regional Strengths

## Business Advantages

- Low city and county taxes
- Aggressive incentive packages fashioned specifically for individual business needs
- Fast-track permitting through city planning and development
- Skilled, available workforce
- Workforce of more than 500,000 within 30-minute drive time
- Central Texas Technology Center, local workforce training campus
- Top ranking, world-renowned colleges and universities within 30-minute drive
- Multi-cultural, multi-lingual workforce; highly skilled and dedicated, with a strong work ethic

## Strategic Location

- Immediate access to Interstates 10 and 35, and close proximity to San Antonio and Austin
- Less than 60 minutes from the Toyota Manufacturing Facility
- Minutes from SH130, known as the better way to travel from IH-10 to Austin
- Two and one-half hours to the Port of Houston and Port of Corpus Christi
- One-day drive to trade gateways into Mexico, Central and South America
- 30 minutes from the Inland Port of San Antonio

## Unique Quality of Life

- No state income tax
- State recognized public, private and parochial schools
- State-of-the-art health care providers and facilities
- Recreational fun in the region is made up of two rivers, a lake and more than 25 parks. Entertainment can also be found at Schlitterbahn, America's most popular water park and ZDT Amusement park, home to Switchback, the world's first modern wooden shuttle coaster - meaning it goes both backwards and forwards.
- Local celebrations and festivals emphasize the importance of family, heritage and community

# New Braunfels, Texas

New Braunfels is home to many world-famous tourist attractions including the Natural Bridge Caverns, Wildlife Ranch and the country's #1 water park, Schlitterbahn. Located on IH-35 in between San Antonio and Austin, New Braunfels is less than 20 minutes from the Caterpillar Plant in Seguin and less than one hour from the Toyota Assembly Plant. New Braunfels is also home to a diverse business and industry community. Manufacturing, distribution centers, call centers, aerospace and world-class telecommunications businesses call New Braunfels home. Two local public education systems are known statewide for their academic excellence, and the addition of the Central Texas Technology Center (CTTC) has given the workforce access to post-secondary education. The regional airport is capable of handling the largest corporate jets and cargo aircraft. We are within 25 minutes of San Antonio International Airport and 45



minutes from Austin's Bergstrom Airport. An award-winning hospital and state-of-the-art health care are exemplified through the broad range of medical specialists providing quality care to all ages.

# Seguin, Texas

Located along Interstate 10, and nestled along the banks of the Guadalupe River, Seguin, Texas is strategically positioned for business and growth. Seguin is located 35 minutes east of San Antonio, 55 minutes south of Austin and offers immediate access not only to Interstate 10, but to State Highway 130, the safe, fast and reliable alternate to congested Interstate 35 in Central Texas. Numerous businesses and Fortune 500 companies have major operations located within the City of Seguin, including Continental Automotive Group, Commercial Metals Corporation (CMC), Tyson Foods, Inc., Caterpillar, Inc., Minigrip, Alamo Group, Niagara Bottling, Georgia Pacific, and Hexcel. Manufacturing is the backbone of the Seguin economy. Nearly 30% of Seguin's workforce is employed within the manufacturing sector. In fact, the City of Seguin has more manufacturing jobs per capita than any other city in the state of Texas. Seguin's continued economic prosperity is attributed to our skilled workforce, expansive labor shed, existing industries, rich heritage and pro-business style of government. It's not all about manufacturing in Seguin, we are also home to growing education and healthcare sectors as well. In 2018, US News & World Report ranked Seguin's Texas Lutheran University the #1 in Best Value School, the #2 in Best College for Veterans, and #2 in Regional Colleges West. The Guadalupe Regional Medical Center in Seguin has been nationally recognized by HealthGrades as a Five-Star recipient in total knee replacement for five years in a row, hip fracture treatment for eleven years in a row and appendectomy for three years in a row. Local schools also earn top accolades from the Texas Education Agency and work with area economic and workforce development professionals to set students up for success through the Seguin Talent Pipeline Project.



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