

2019 ECONOMIC BENCHMARKS

NEW BRAUNFELS, TEXAS

POPULATION

New Braunfels' population continues to grow over 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 102%, 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 2019, 1,425 new primary jobs were created from over 60 local employers. The 2,400-acre mixed-use development, Veramendi, has finalized plans to build over 5,000 new single-family homes. Recent announcements by PNC, Go! Retail and McCoy's Building Supply are just a few of the numerous developments taking place to support our growing population.

GROWING POPULATION: CITY OF NEW BRAUNFELS

2009	58,575
2010	60,054
2011	57,740
2012	59,183
2013	60,761
2014	63,279
2015	66,394
2016	70,543
2017	73,959
2018	79,152
2019	84,612



GROWING POPULATION: STATE OF TEXAS

2009	24,697,574
2010	25,010,235
2011	25,145,561
2012	25,631,778
2013	26,059,203
2014	26,448,193
2015	26,956,958
2016	27,469,114
2017	27,862,596
2018	28,304,596
2019	28,702,243

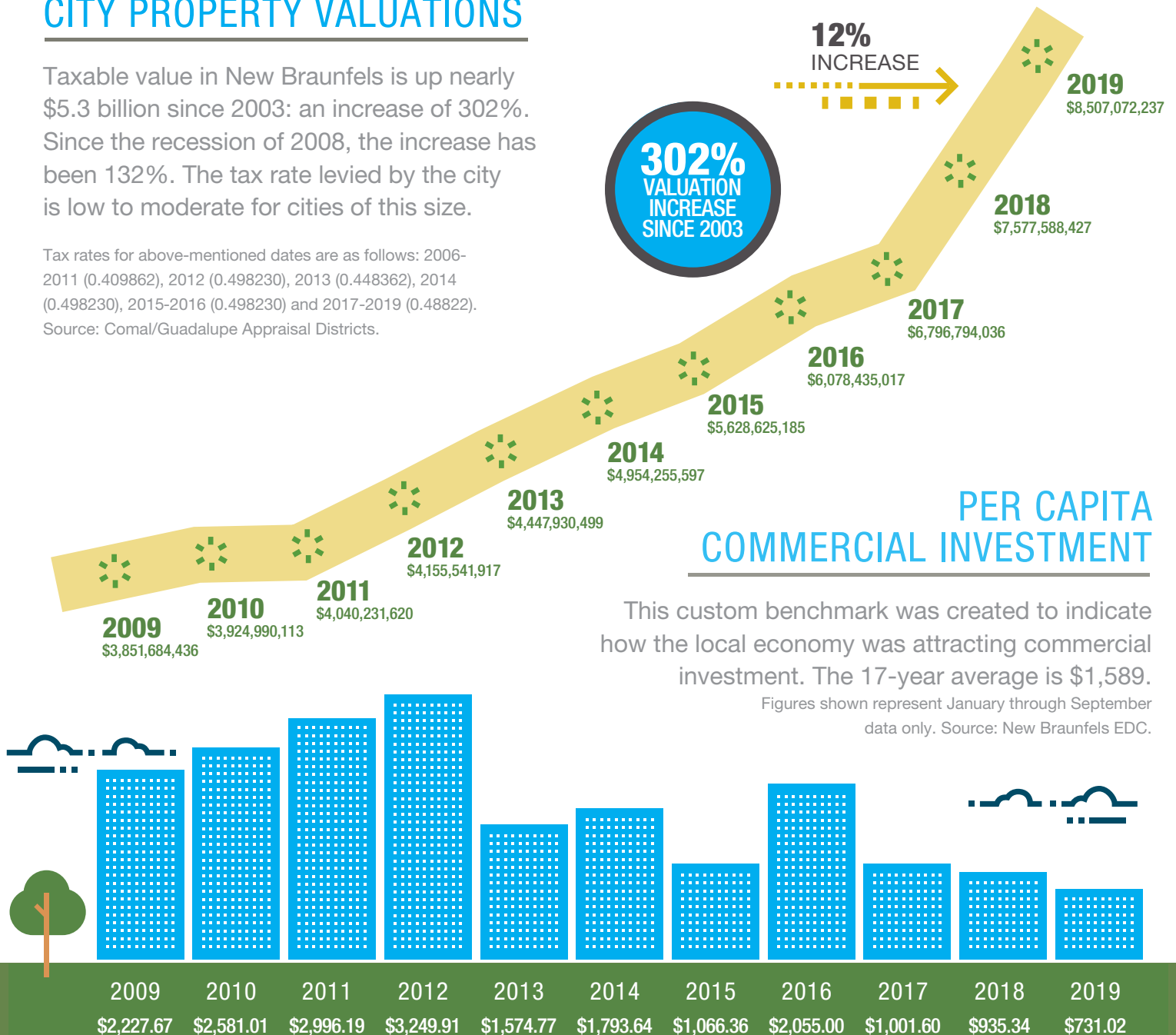


CITY PROPERTY VALUATIONS

Taxable value in New Braunfels is up nearly \$5.3 billion since 2003: an increase of 302%. Since the recession of 2008, the increase has been 132%. 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 2017-2019 (0.48822).

Source: Comal/Guadalupe Appraisal Districts.



INFRASTRUCTURE

Transportation remained a focus in 2019. First, the Loop 337 widening project is well ahead of schedule and will be nearly complete by mid-year 2020. The 2019 Bond Election, Proposition 1 (transportation infrastructure) was overwhelmingly approved by the voters. The proposition included the second phase of Klein Road to continue the work from the 2013 Bond Election. Additionally, the reconstruction of Goodwin Lane from FM 306 to Conrads Lane and Conrads Lane to IH-35 will improve access by adding a major arterial access feeder to the grid.

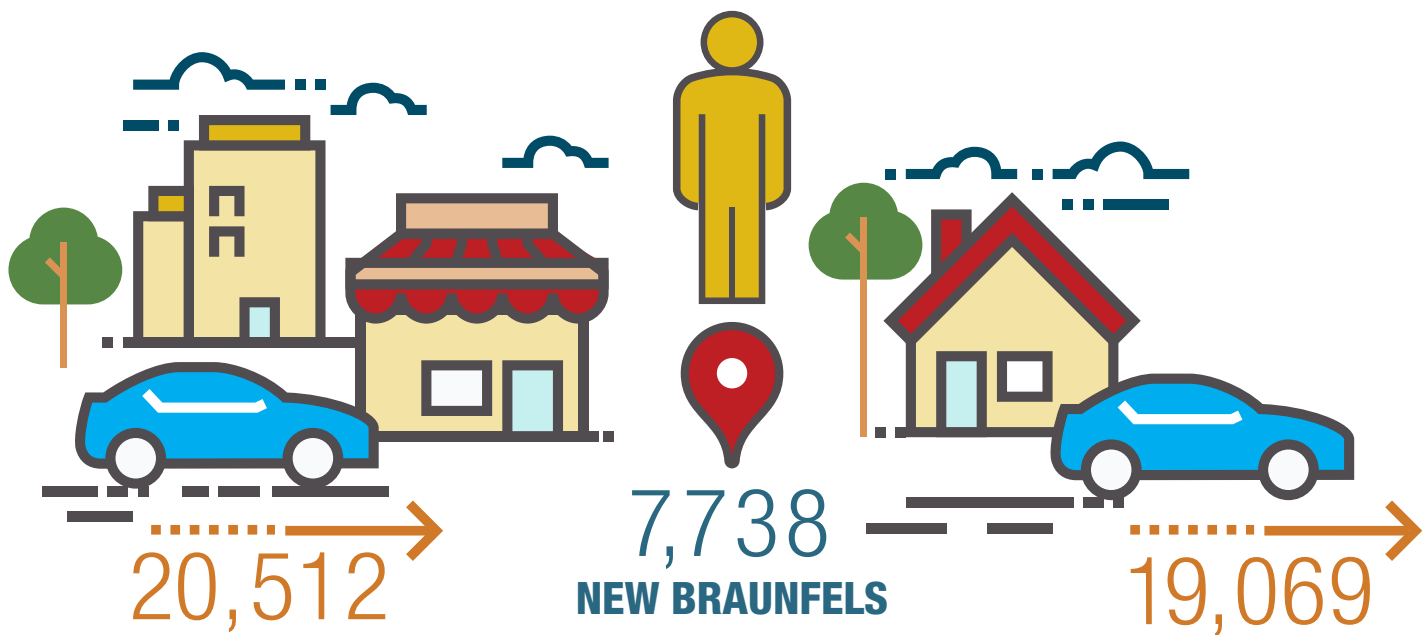
TXDOT is also busy improving the intersection from Buc-ee's/Creekside to IH-35 as well as a complete redesign and build of the IH-35 and Kohlenberg Lane interchange and overpass.

JOBS IN NEW BRAUNFELS

Since 2003, New Braunfels has enjoyed a lower unemployment rate than the nation, state, region and nearby metro areas. The rate averaged 4.3% for the past 17 years, with 2019 reporting the lowest since 2015. More importantly, the employed labor force has increased by 184% since 2003.

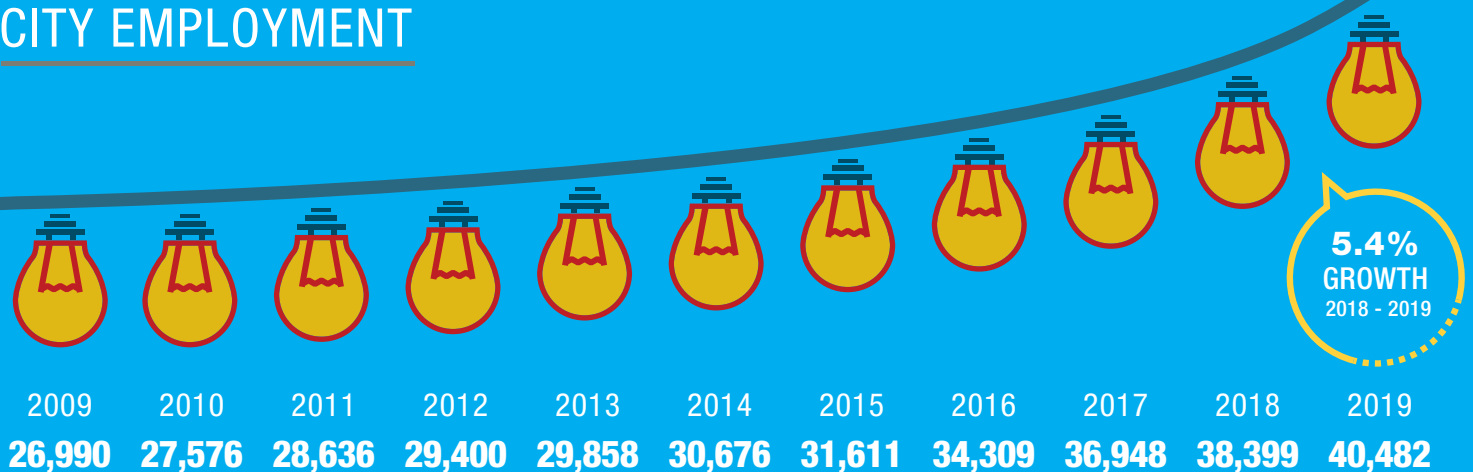
JOB COMMUTES

Seventy-three 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, 71% of employed citizens commute outside the city for employment.



Source: Census: On the Map.

CITY EMPLOYMENT

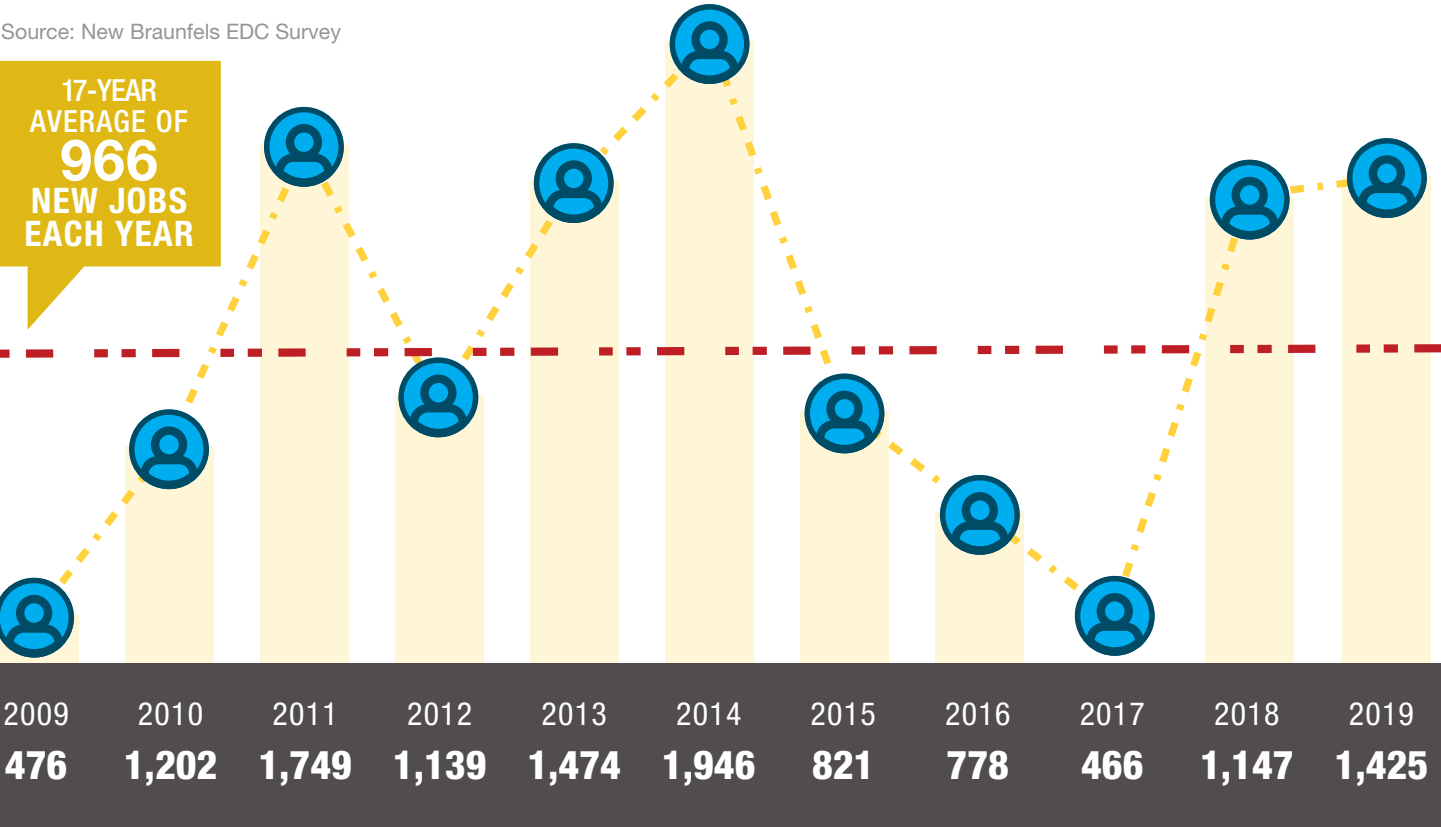


Source: Texas Labor Market Review, TRACER 2

NEW PRIMARY JOBS

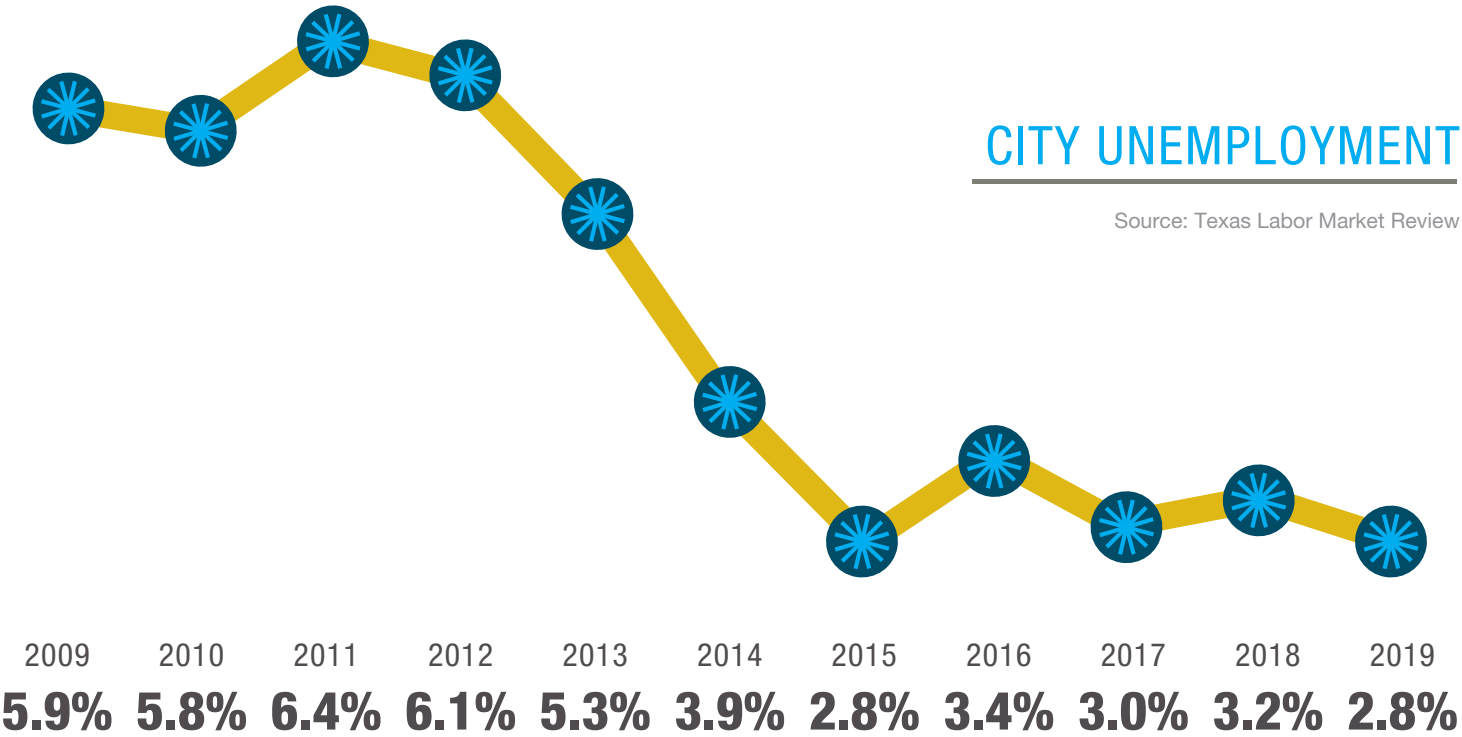
This custom benchmark has been set locally since 2003, with input from 59 primary employers. Primary employers are those producing a good or service here with a majority of that good or service sold outside the trade area. Announced new primary jobs have averaged 966 per year since 2004.

Source: New Braunfels EDC Survey



CITY UNEMPLOYMENT

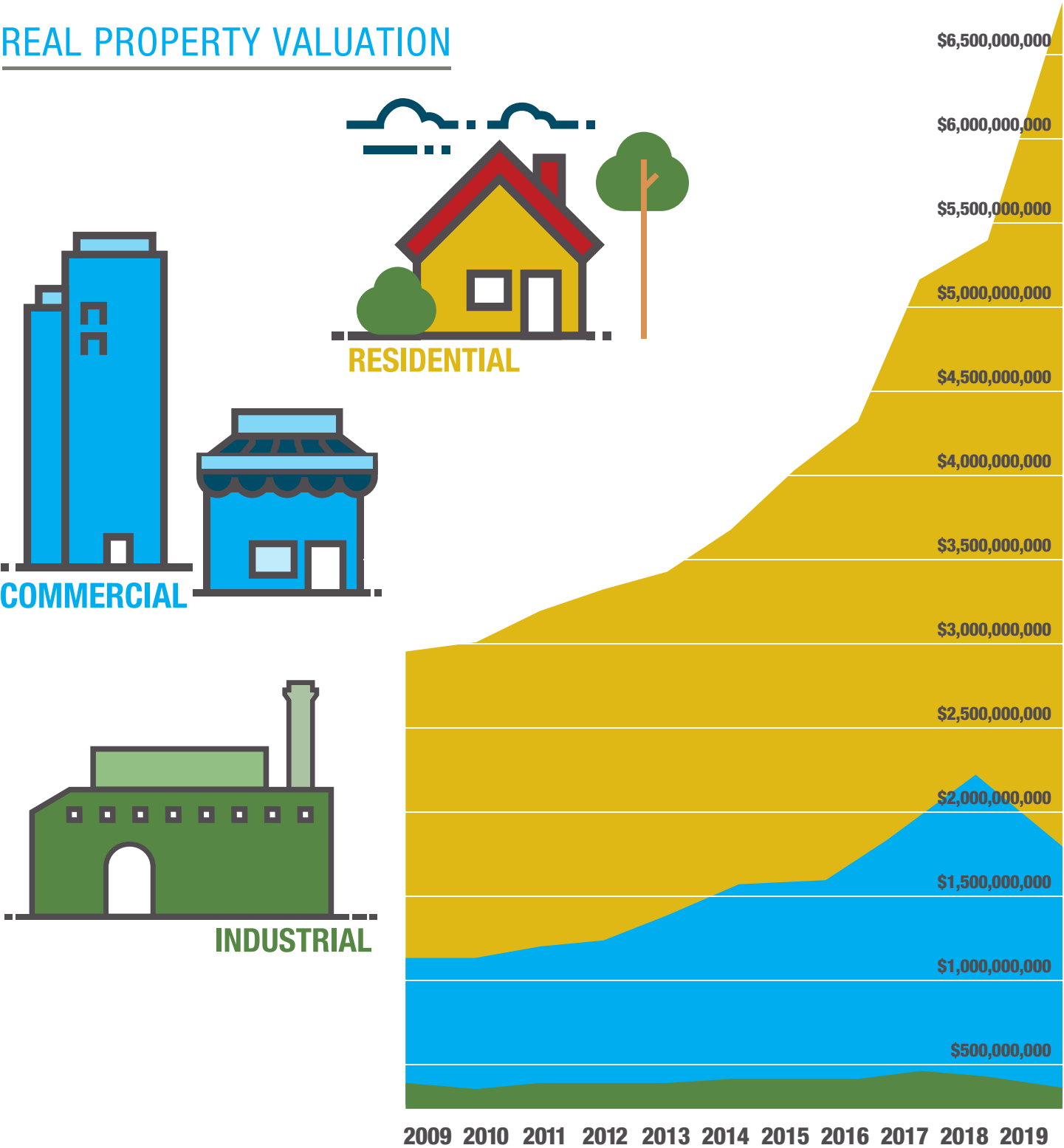
Source: Texas Labor Market Review



PROPERTY VALUATIONS

New Braunfels property valuations increased in 2019 over \$6.2 billion since 2003 and rose 12.5% over last year. Since 2003, the increase has been a total of 280%. There has been an increase every year.

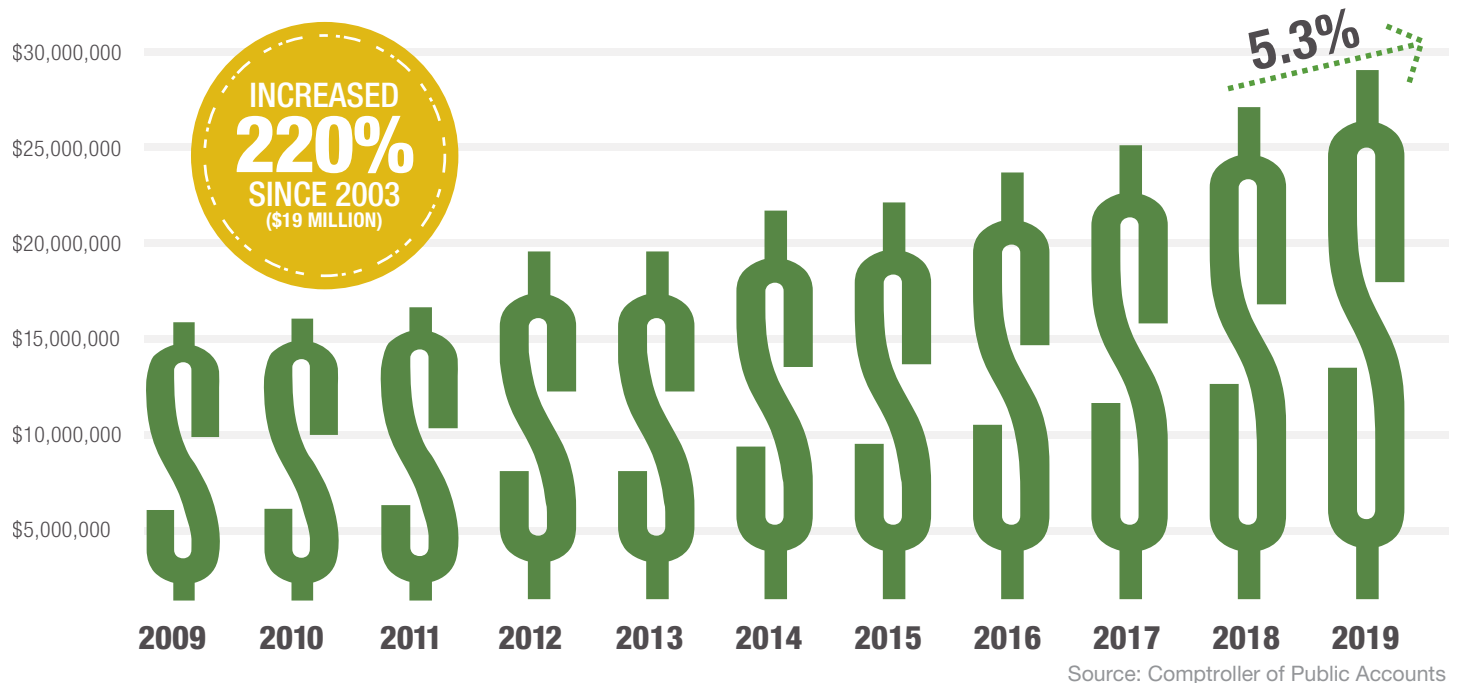
REAL PROPERTY VALUATION



Source: Comal/Guadalupe Appraisal Districts

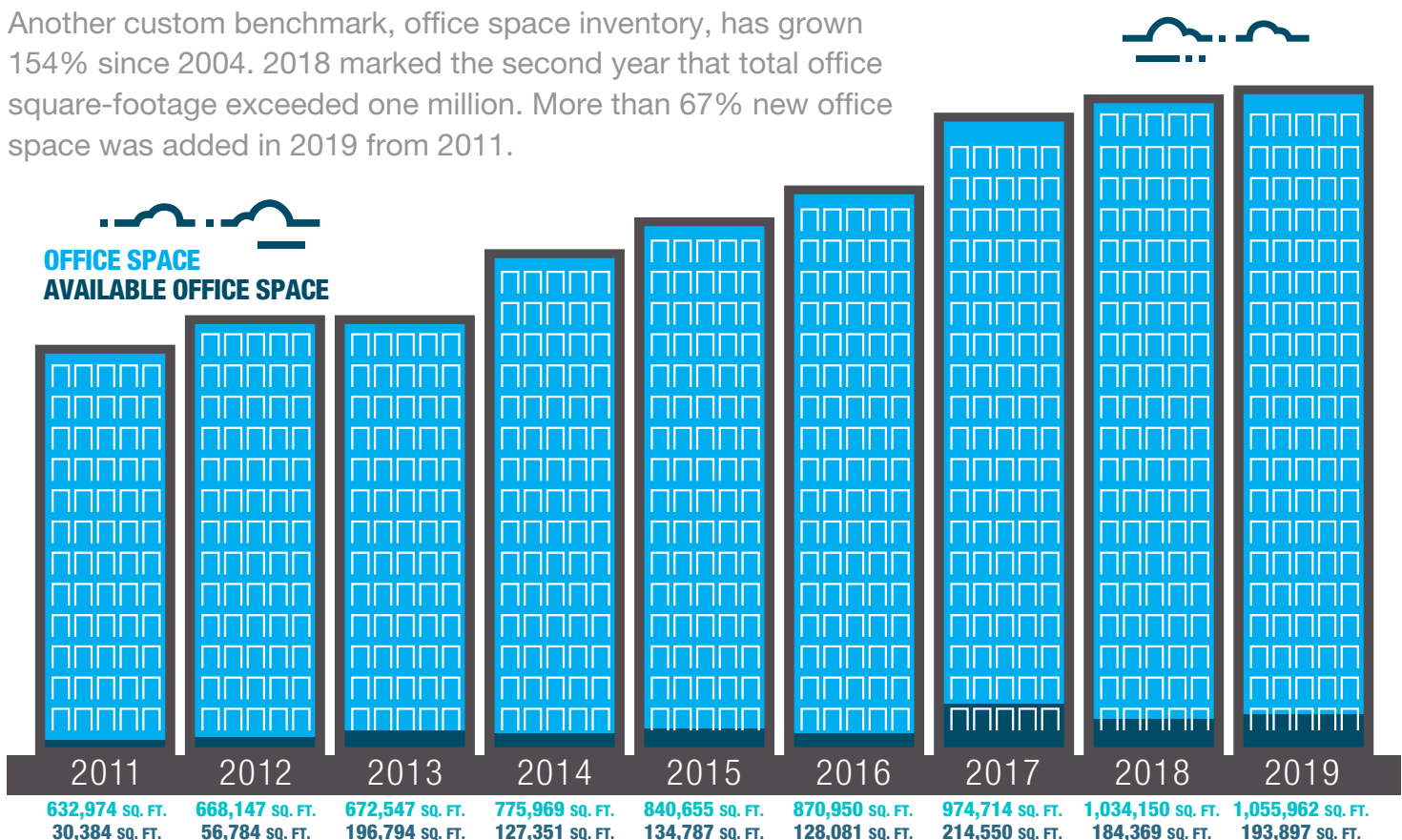
SALES TAX REVENUE RECEIPTS

Sales tax revenues in New Braunfels have increased by 220% since 2003. Continuing in 2019, revenue set new records. Sales tax revenue is the largest local revenue source for city government services.



AVAILABLE OFFICE SPACE

Another custom benchmark, office space inventory, has grown 154% since 2004. 2018 marked the second year that total office square-footage exceeded one million. More than 67% new office space was added in 2019 from 2011.



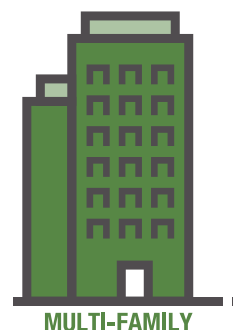
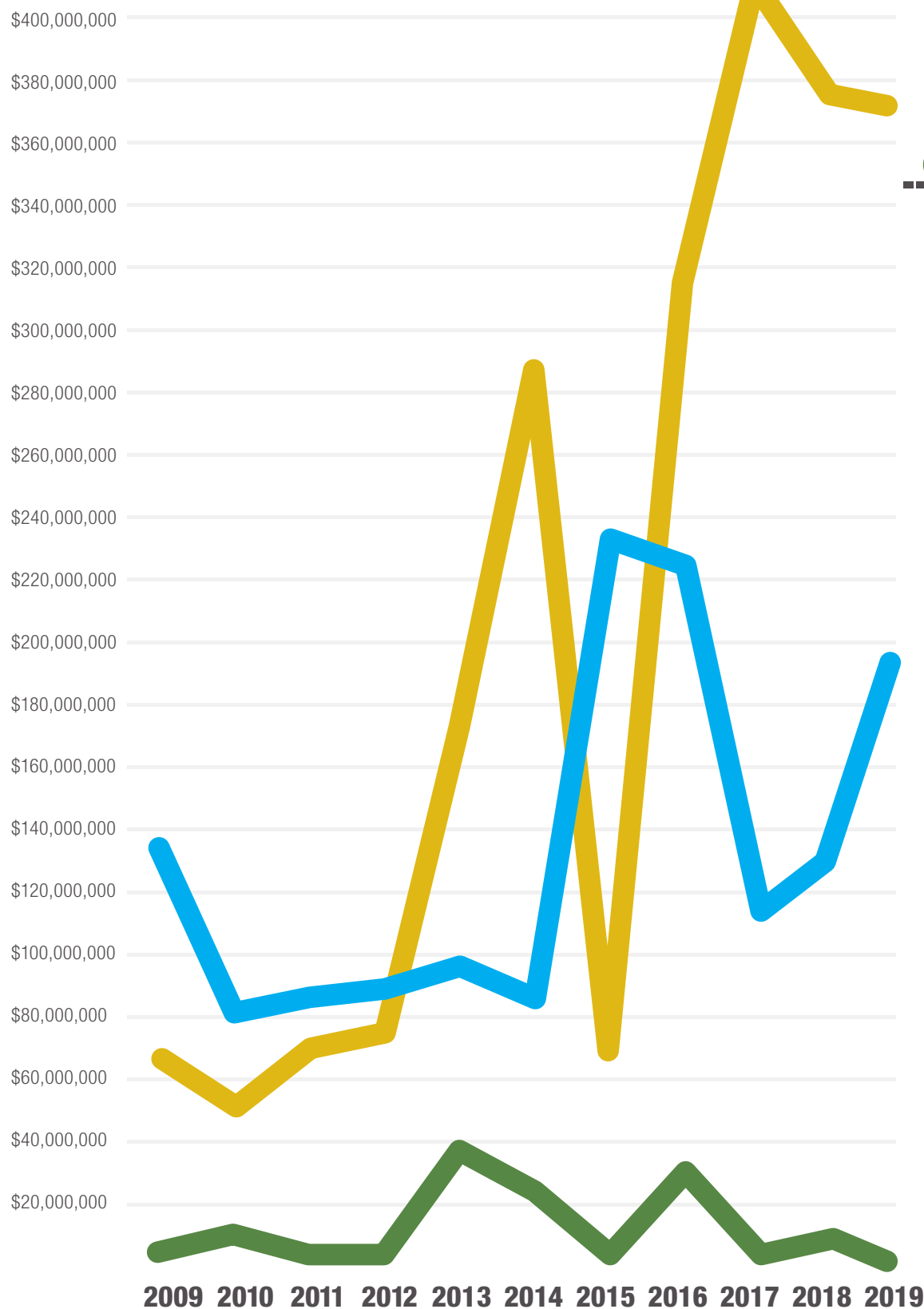
Source: City of New Braunfels, Planning Dept.

BUILDING PERMIT VALUE

Residential permits exceeded 1,000 homes for the seventh consecutive year. Since 2010, over 13,000 single-family homes were added.

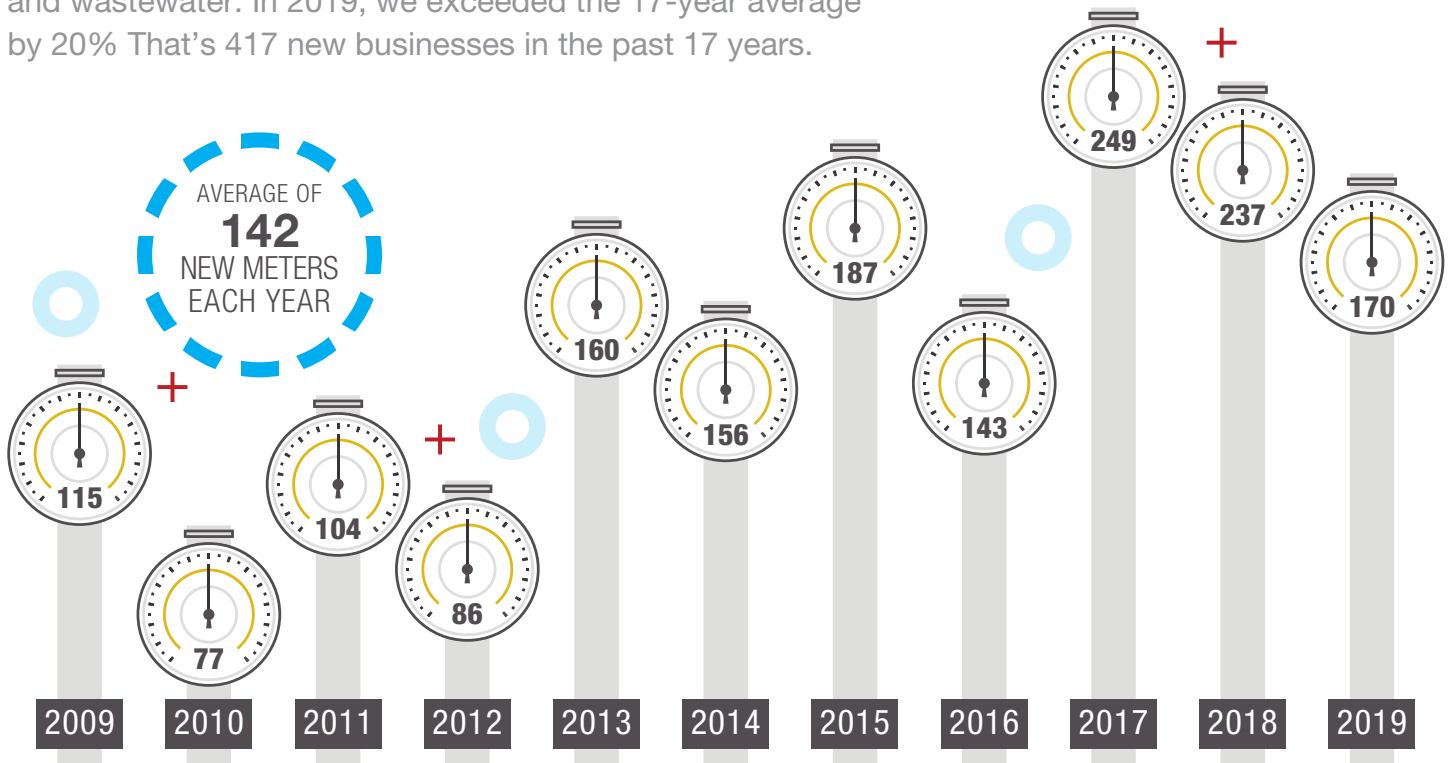
MORE THAN 1,000

SINGLE-FAMILY HOMES ADDED
2018-2019



NEW BUSINESS METERS

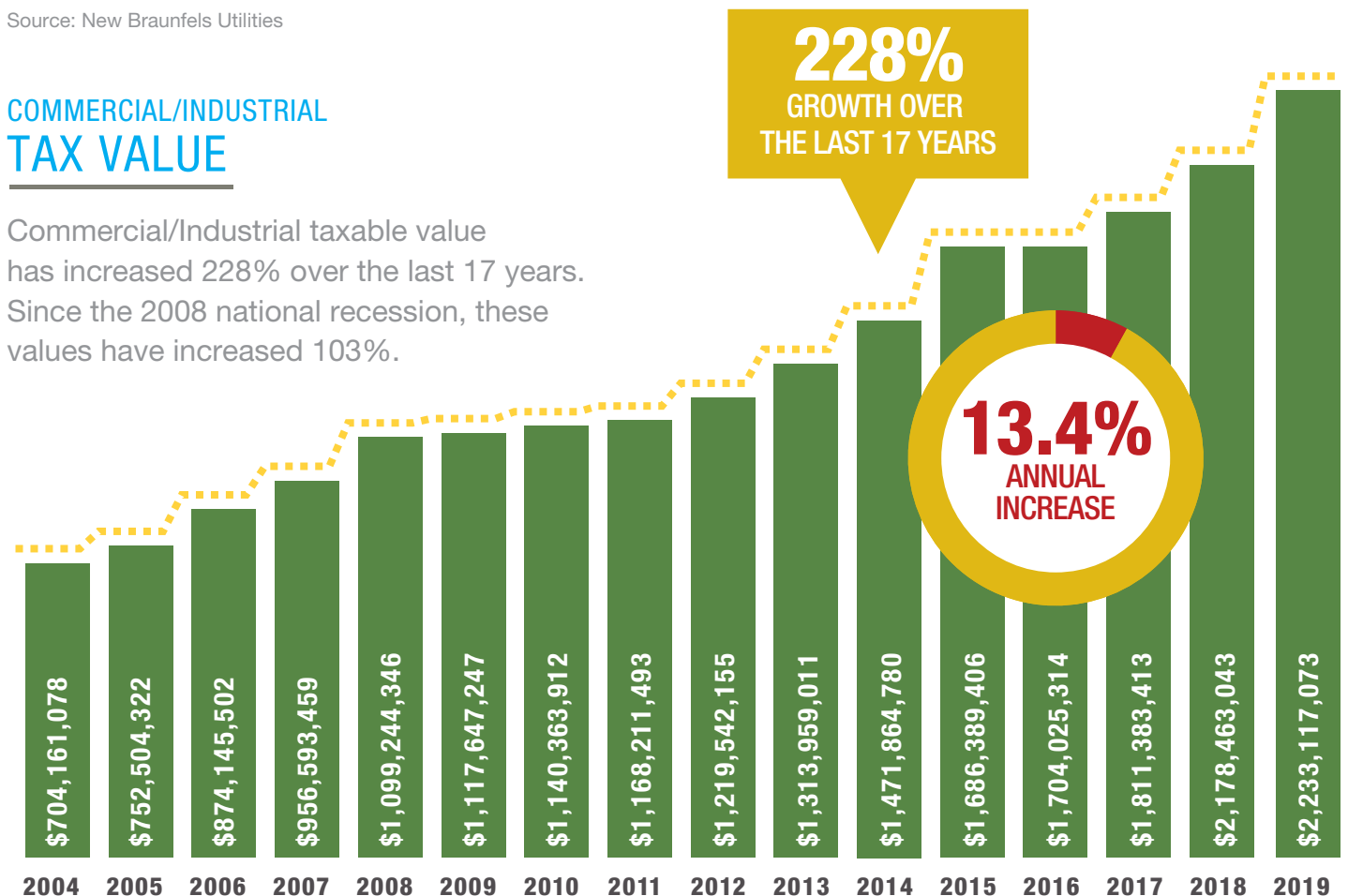
As measured by the city-owned utility for electricity, water and wastewater. In 2019, we exceeded the 17-year average by 20% That's 417 new businesses in the past 17 years.



Source: New Braunfels Utilities

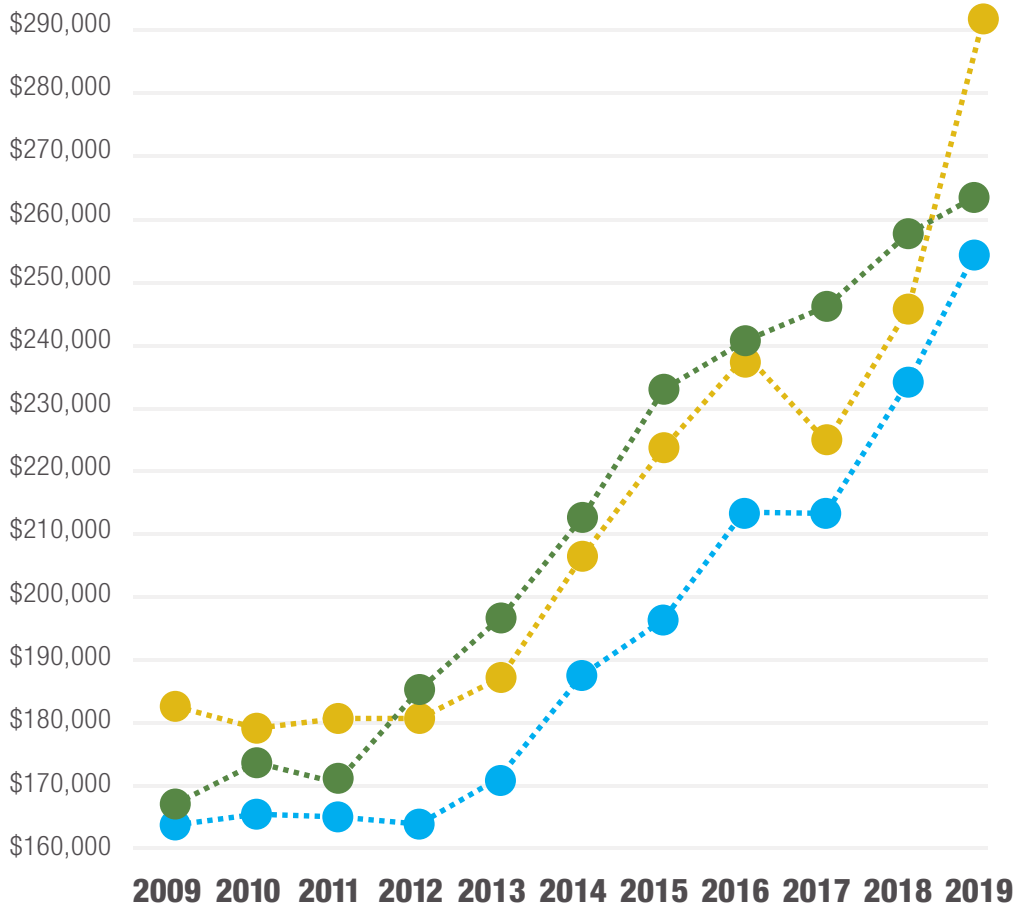
COMMERCIAL/INDUSTRIAL TAX VALUE

Commercial/Industrial taxable value has increased 228% over the last 17 years. Since the 2008 national recession, these values have increased 103%.



Source: Comal/Guadalupe Appraisal Districts

AVERAGE HOME VALUE



NEW BRAUNFELS ISD



CITY OF NEW BRAUNFELS

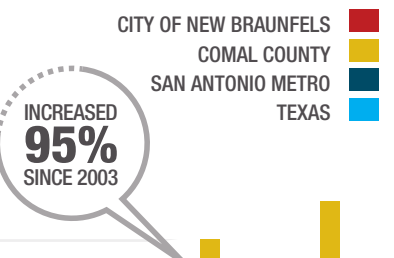
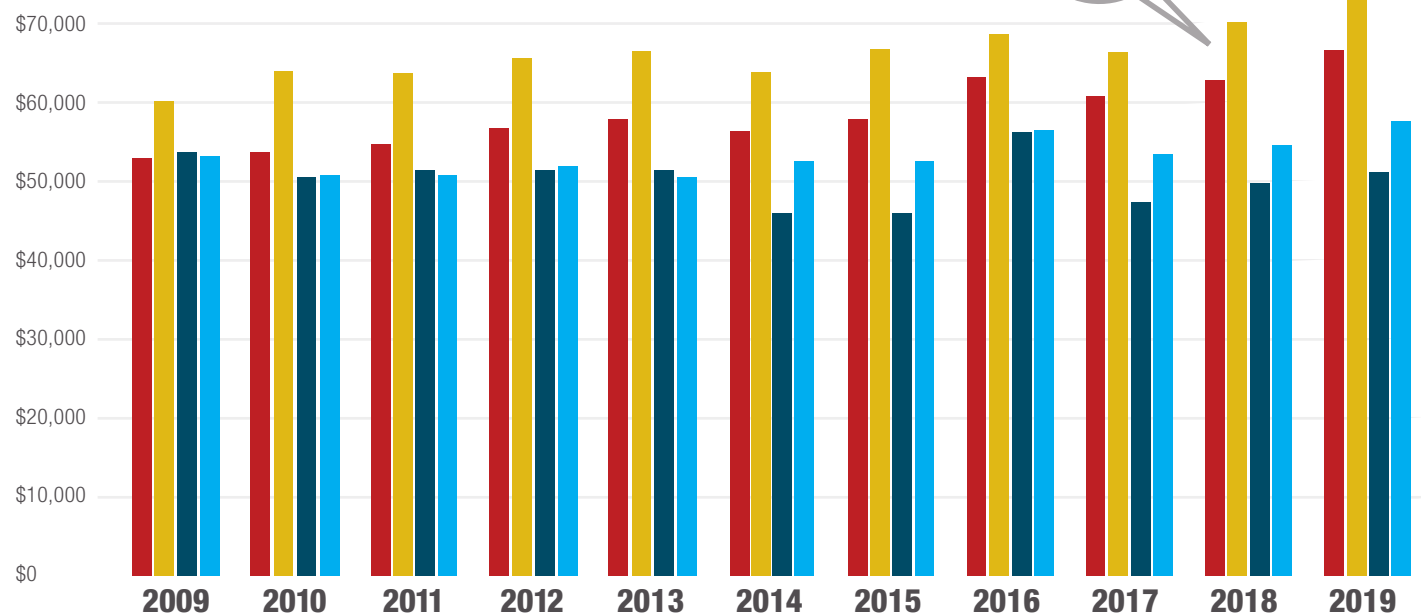


TRI-COUNTY AREA

Source: Four Rivers Assc of Realtors and Comal Appraisal District and Texas A&M Real Estate Center.

MEDIAN HOUSEHOLD INCOME

Median household income has risen 95% in New Braunfels since 2003. 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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