



News Release

Contact: Chester Jenke

New Braunfels EDC - VP, Economic Development

Email: chester@innewbraunfels.com

Phone: (830) 608-2811

Phone: (830) 216-2635

For Immediate Release

October 18, 2019

Calendar Holdings Announces 2nd Expansion within 12 Months

Expanding operations by 29,120 sq. ft and five additional jobs

New Braunfels, TX - (October 18, 2019) Calendar Holdings (AKA Go! Retail) has announced a 2nd expansion in New Braunfels within 12 months, adding five additional jobs and expanding into an additional 29,120 sq. ft. of warehouse space.

This past July, Go! Retail opened into a 250,000 sq. ft. distribution warehouse in New Braunfels and committed to hire 65-70 employees to help fill customer orders of the company's line of calendars, games and toys. They were granted a job-based, performance-based incentive of \$550,000 based on the evidence that the addition of Go! Retail Group to New Braunfels connected perfectly with the NBEDC Strategic Plan of adding more and better jobs to New Braunfels.

For the second expansion of the New Braunfels location, the New Braunfels Economic Development Corporation (NBEDC) has granted an additional job-creation, performance-based incentive of \$54,000 to expand their warehouse space by 29,120 sq. ft. and hire an additional five employees. These new funds in addition to the original incentive in July 2019 now total \$604,000 and have added a total capital investment of over \$12 million.

The company's operations center fits well into the NBEDC strategic plan of improving the quality of life in New Braunfels," said Chester Jenke, VP of Economic Development. "Go! Retail is the kind of business we want to bring to New Braunfels because they provide residents with well-paying jobs that result in a nice quality of life.

About the company

Under the Go! Retail Group brand, Calendar Holdings LLC is a 25-year old company headquartered in Austin along with two other distribution centers and operates 750 "pop-up" stores throughout the US and International markets.

To apply in person, visit the facility located at 175 Southwestern, Suite 110 or visit www.goretailgroup.com

#