

ECONOMIC BENCHMARKS

NEW BRAUNFELS, TEXAS

2021

POPULATION

New Braunfels' population has grown by 57% since 2011, a growth rate over three times the State of Texas. This growth can be attributed to exceptional quality of life, excellent public schools, and a prime location on the San Antonio-Austin corridor. Veramendi, a 2,400-acre mixed-use development, is on track to build over 5,000 new single-family homes as well as provide retail and office opportunities. Corporate announcements like Continental, McCoy's Building Supply, and TaskUs Headquarters are validation that companies see what residents see.

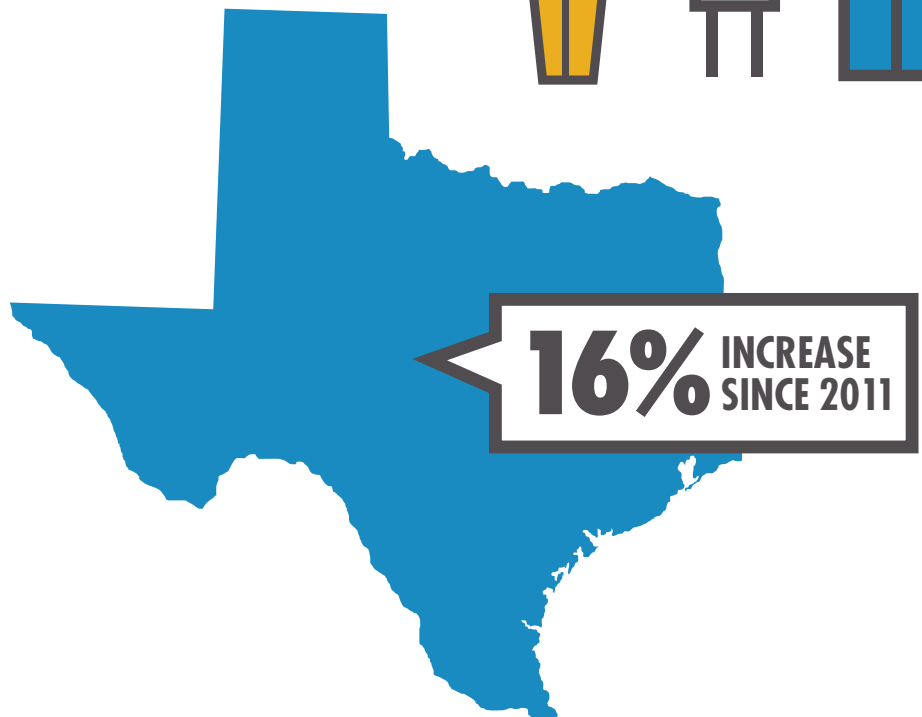
GROWING POPULATION: CITY OF NEW BRAUNFELS

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
2020	90,209
2021	90,403



GROWING POPULATION: STATE OF TEXAS

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
2020	28,995,881
2021	29,145,505

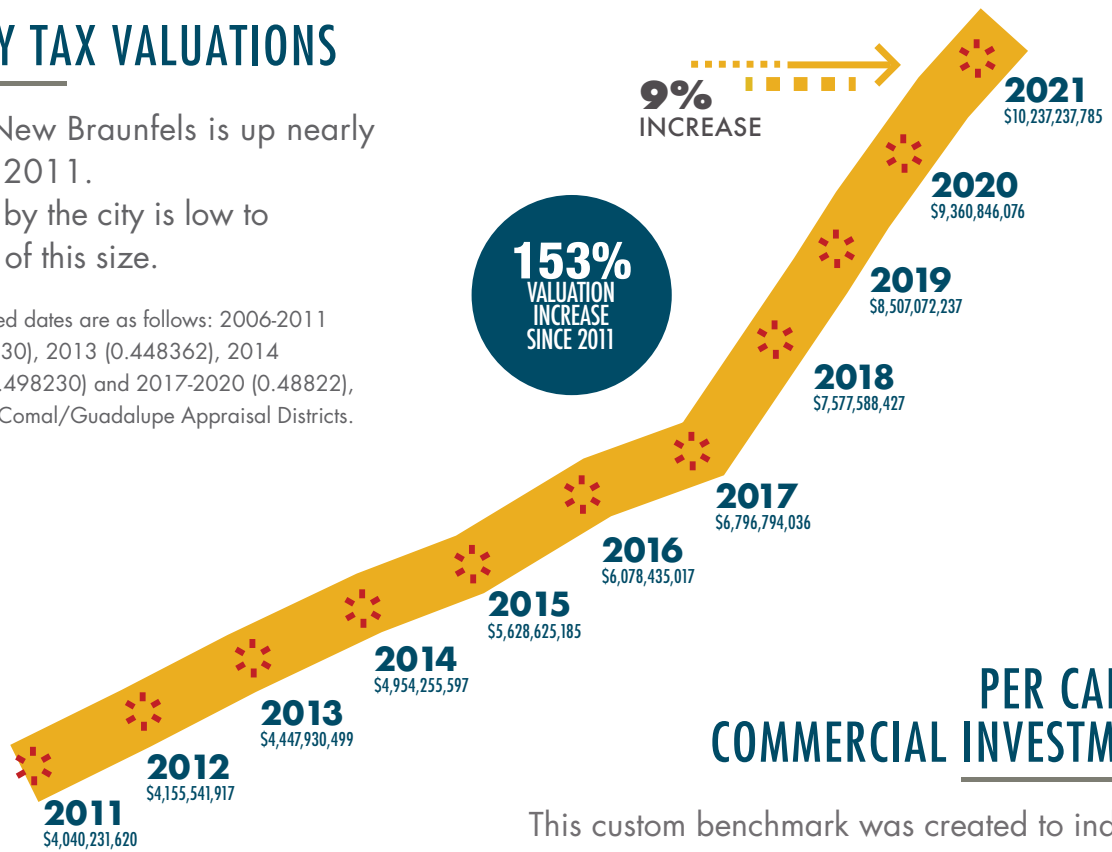


Source: Census, Population Estimates.

CITY PROPERTY TAX VALUATIONS

Taxable value in New Braunfels is up nearly \$5.3 billion since 2011.
The tax rate levied by the city is low to moderate for cities of this size.

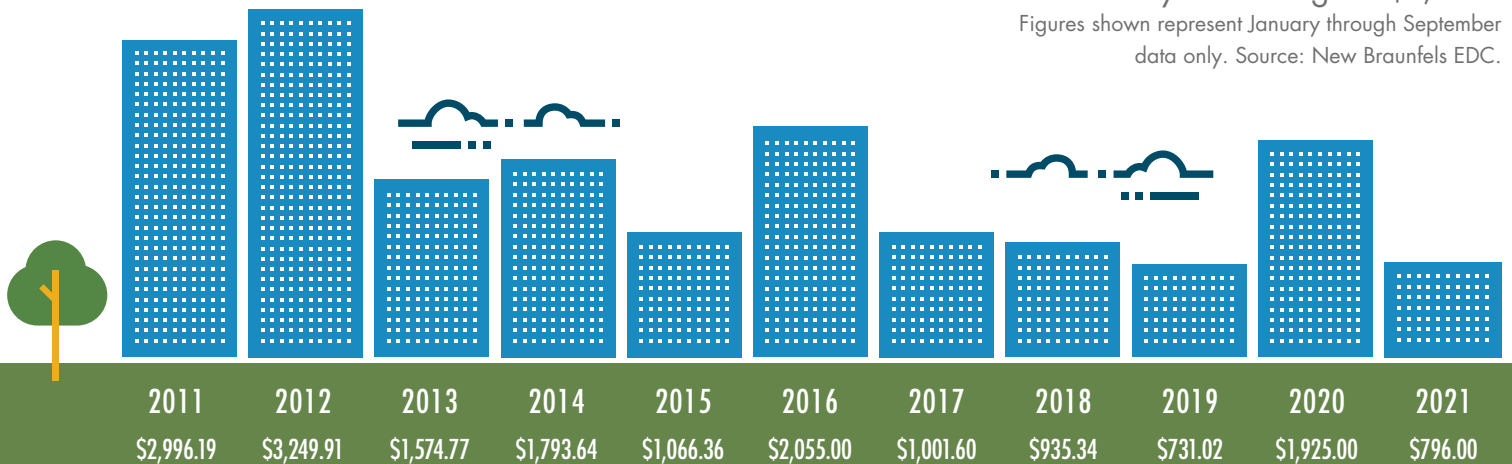
Tax rates for above-mentioned dates are as follows: 2006-2011 (0.409862), 2012 (0.498230), 2013 (0.448362), 2014 (0.498230), 2015-2016 (0.498230) and 2017-2020 (0.48822), 2021 (0.483194). Source: Comal/Guadalupe Appraisal Districts.



PER CAPITA COMMERCIAL INVESTMENT

This custom benchmark was created to indicate how the local economy was attracting commercial investment. The 10-year average is \$1,513.

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



INFRASTRUCTURE

We continue to build the transportation capacity that is required to support our growth. Major developments include the Loop 337 River Road overpass, the second phase of Klein Road, and the reconstruction of Goodwin Lane from FM 306 to Conrads Lane.

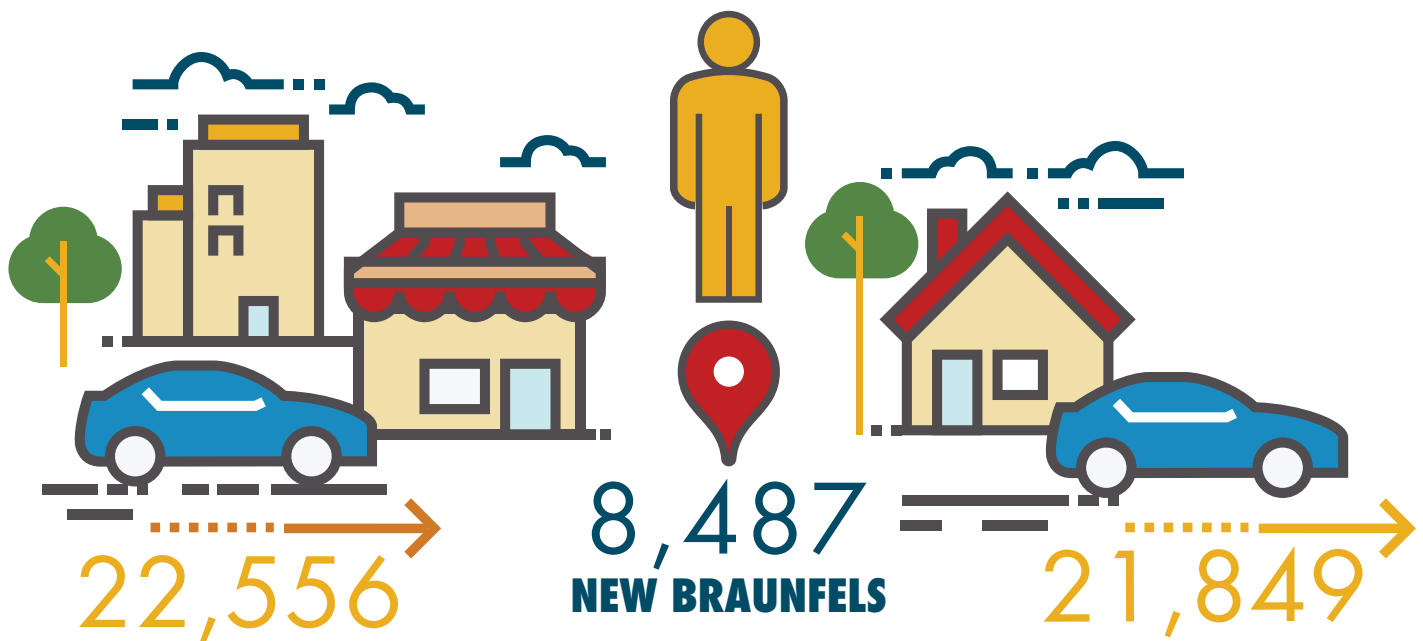
The Conrads project will also tie into the TxDOT Kohlenberg Lane interchange and overpass – which is currently under construction and is a 3-year project. This interchange will improve large transport traffic from the Titan Industrial Park and the new Continental Facility. Additionally, TxDOT's new design of the intersection at Creekside Way and IH-35 is scheduled for completion in early 2022.

JOBS IN NEW BRAUNFELS

The unemployment rate is lower in New Braunfels than the nation, state, and nearby metro areas. The rate averaged 4.3% between 2003 and 2019. In 2020, the rate reached over 13% but quickly stabilized and is now below 4%.

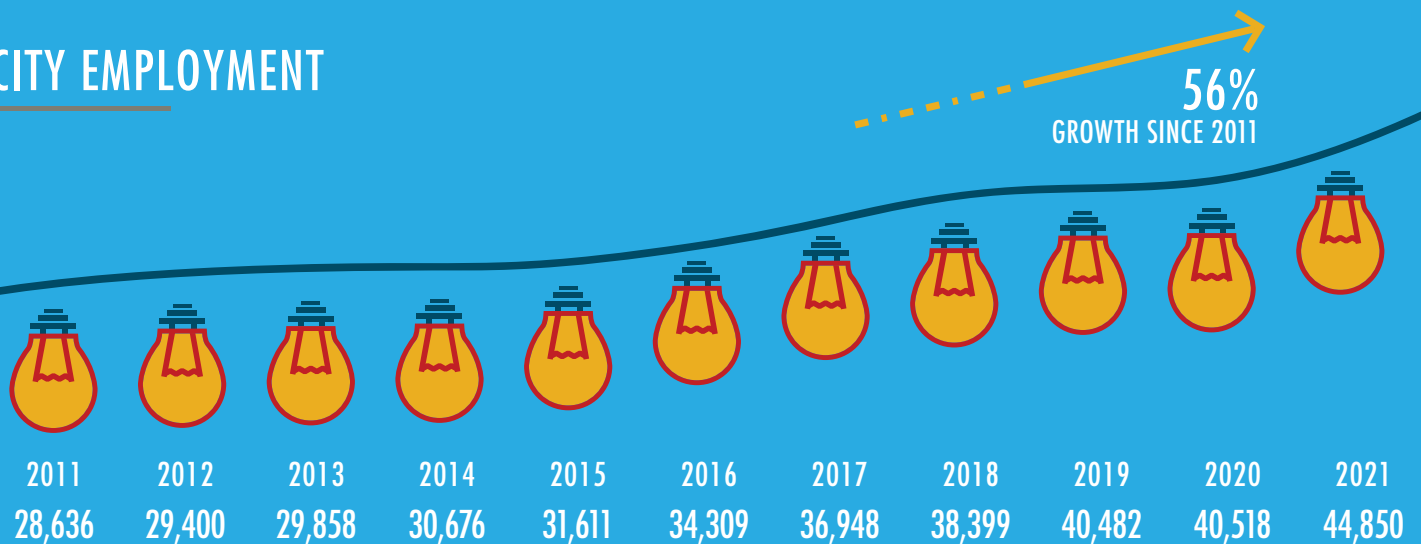
COMMUTING

New Braunfels employers benefit from a large laborshed with 72% percent of jobs filled by employees commuting in. On the flip side, 72% of employed residents commute outside the city for their work.



Source: Census: 2019 On the Map.

CITY EMPLOYMENT

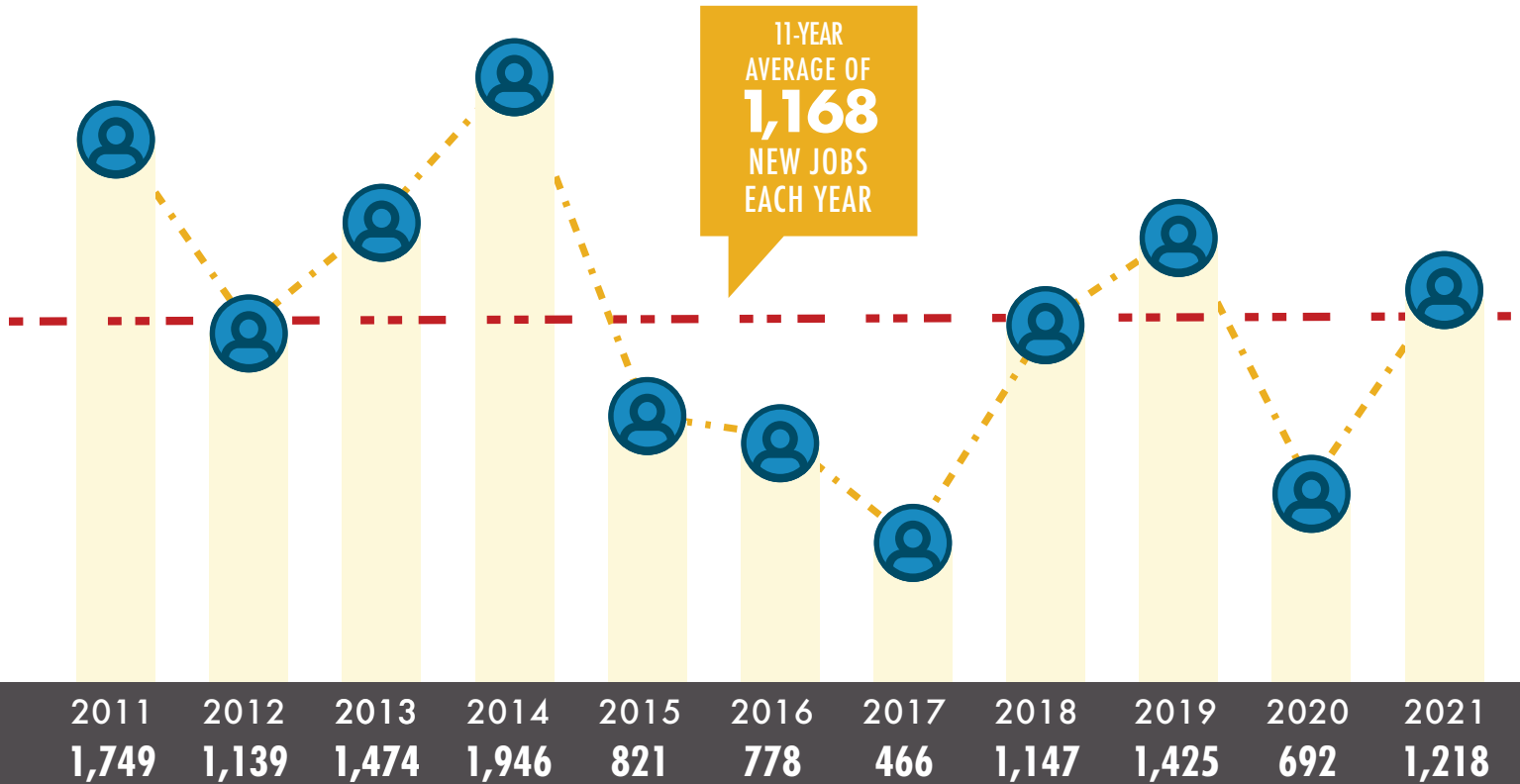


Source: Texas Labor Market Review

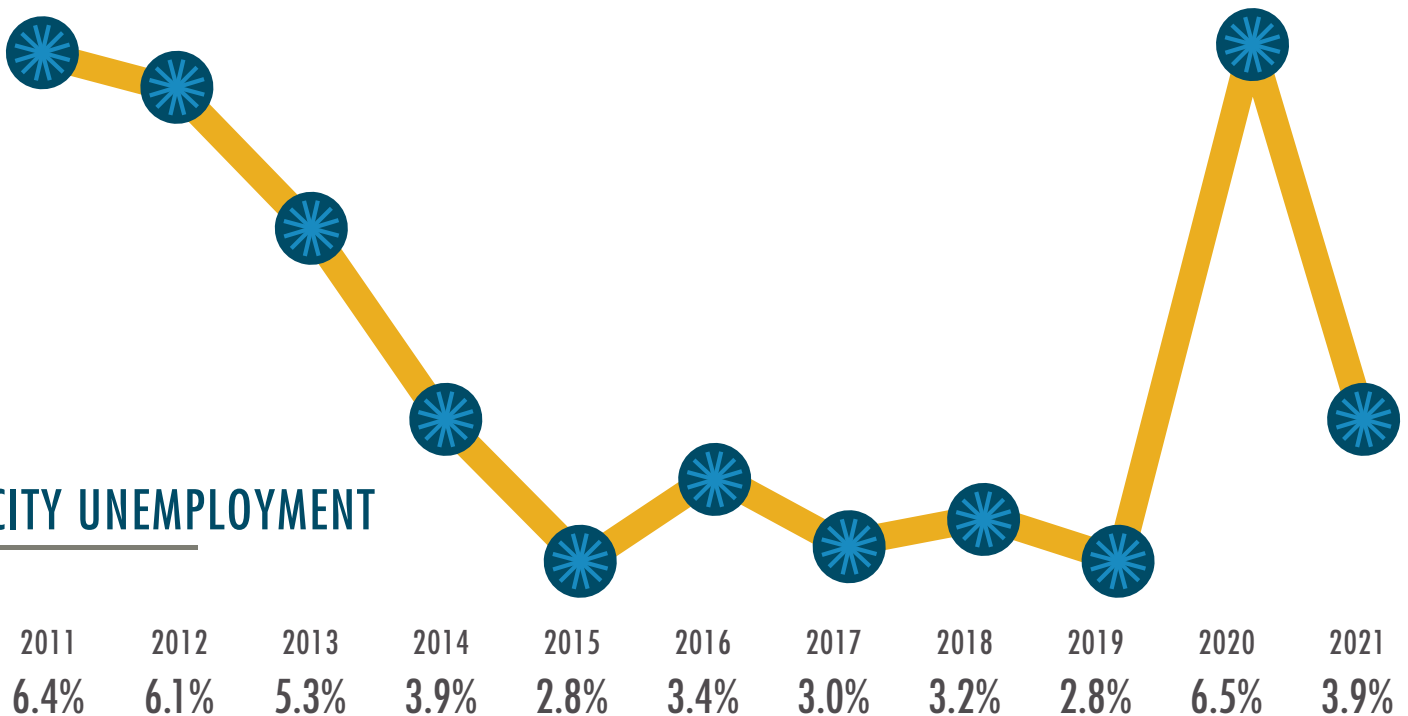
NEW PRIMARY JOBS

Primary employers generate wealth in a community by producing a good or service that is mostly sold outside the trade area. We currently track 62 primary employers in New Braunfels and have averaged 1,168 new job announcements since 2011.

Source: New Braunfels EDC Survey



CITY UNEMPLOYMENT

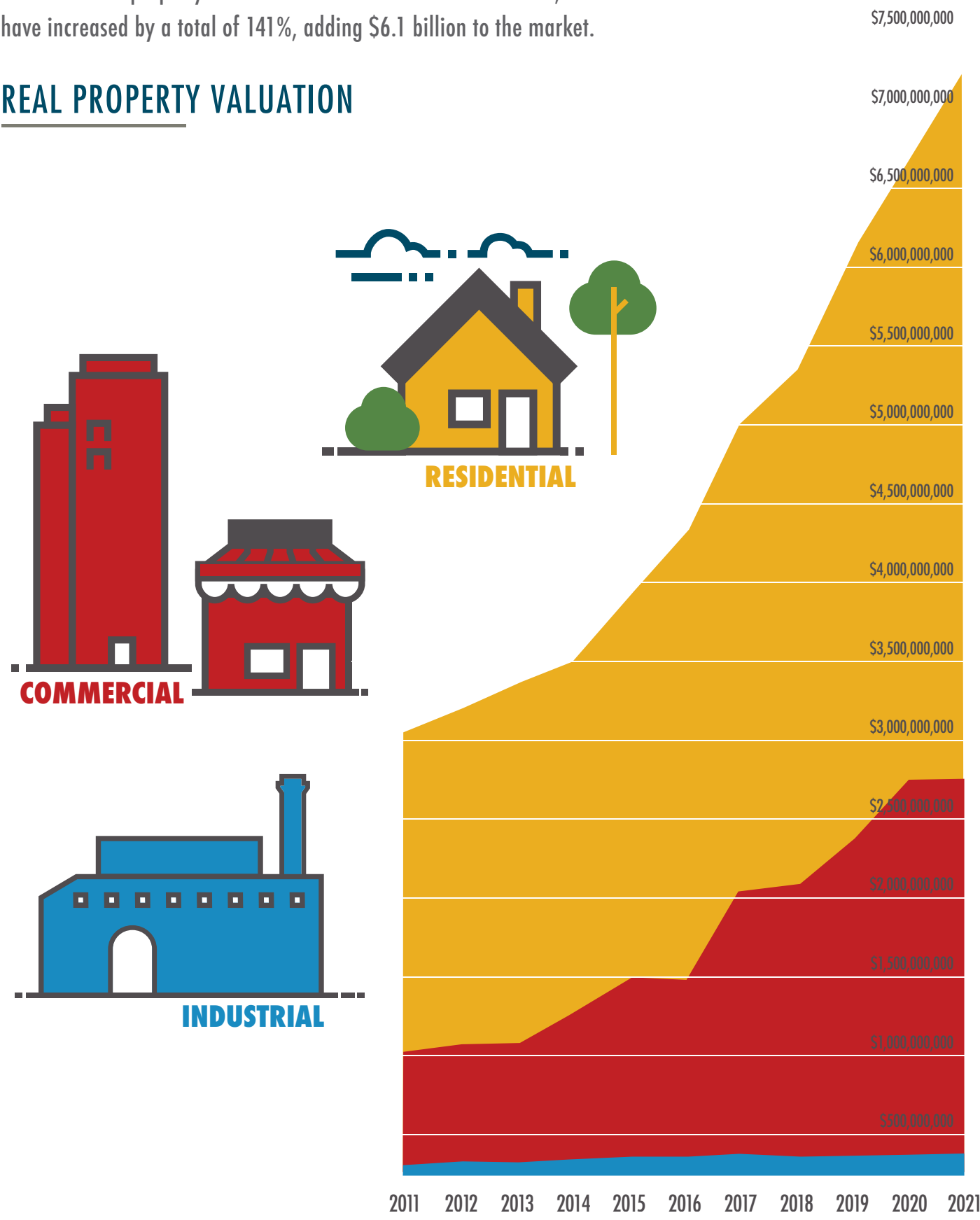


Source: Texas Labor Market Review

PROPERTY VALUATIONS

New Braunfels property valuations rose 12% in 2021. Since 2011, valuations have increased by a total of 141%, adding \$6.1 billion to the market.

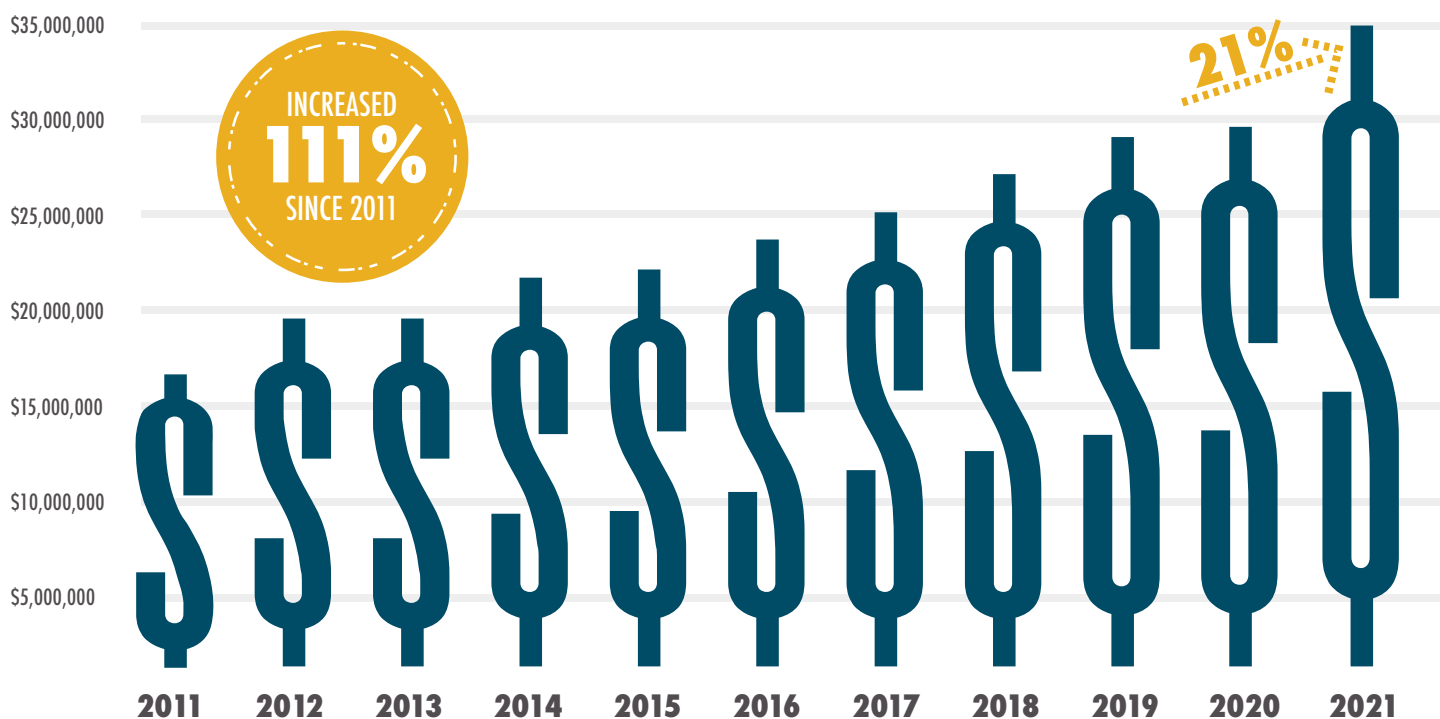
REAL PROPERTY VALUATION



Source: Comal/Guadalupe Appraisal Districts

SALES TAX REVENUE RECEIPTS

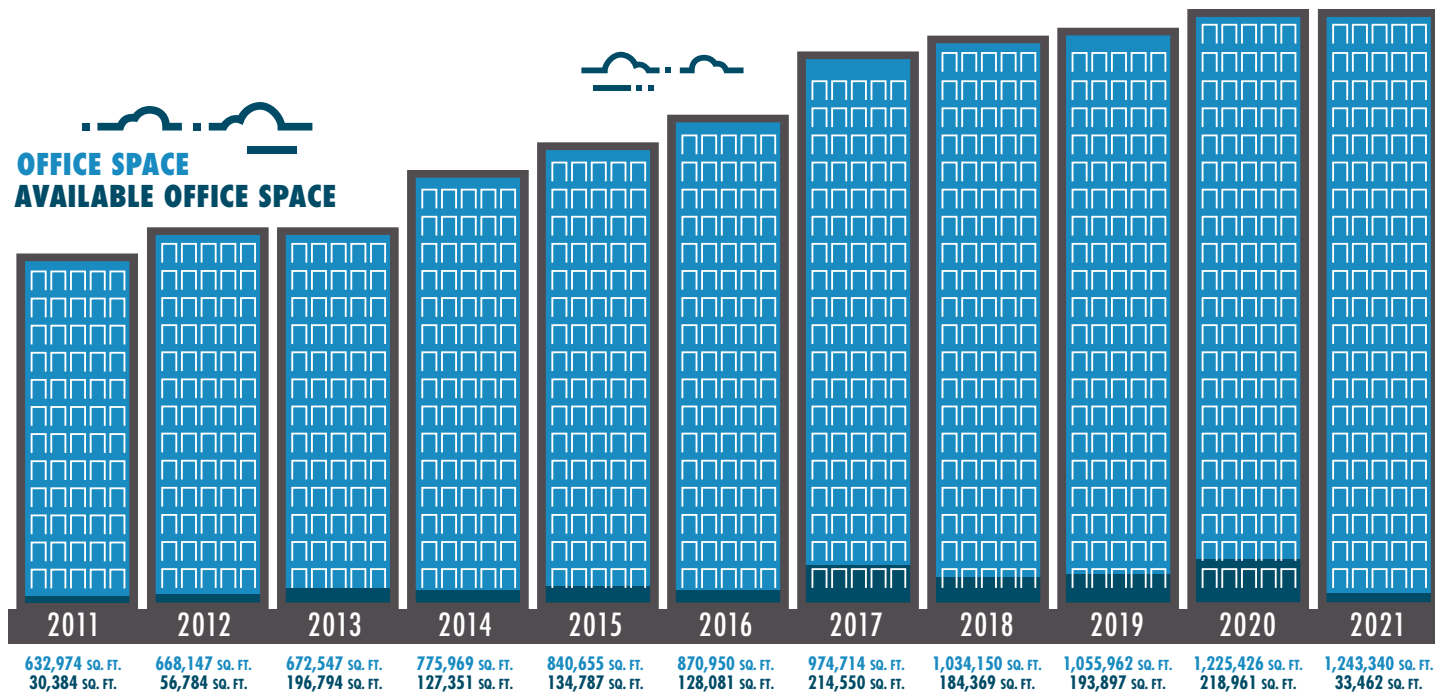
Sales tax revenues in New Braunfels have increased by 111% since 2011. In 2020, sales tax revenue set new records despite a pandemic. Sales tax revenue is the largest local revenue source for city government services.



Source: Comptroller of Public Accounts, September Receipts

AVAILABLE OFFICE SPACE

Another custom benchmark, our office space inventory exceeds one million square feet and has grown 111% since 2011. Most of this inventory was created before 2020 and we have seen significant absorption in the market.

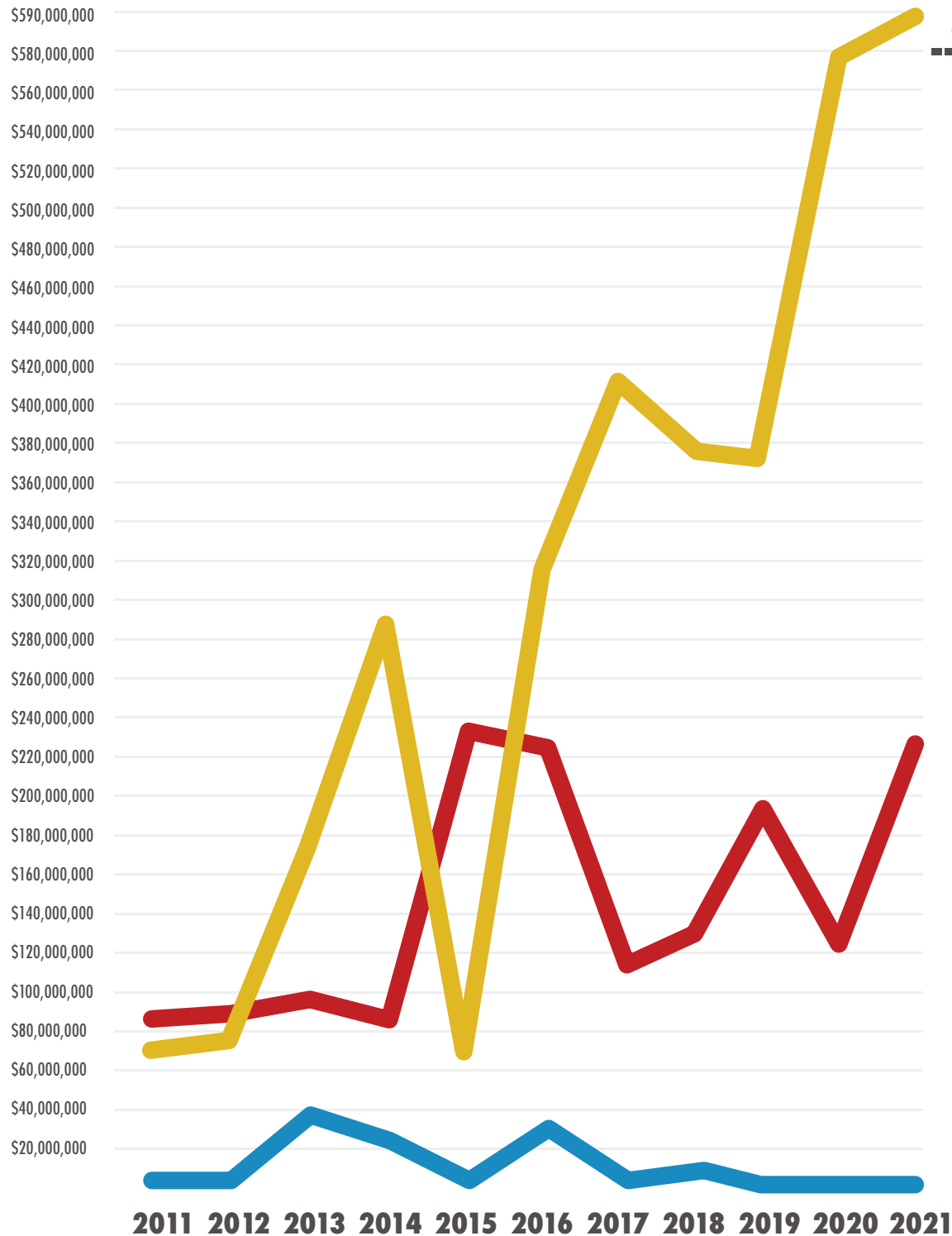


Source: City of New Braunfels, Planning Dept.

BUILDING PERMIT VALUE

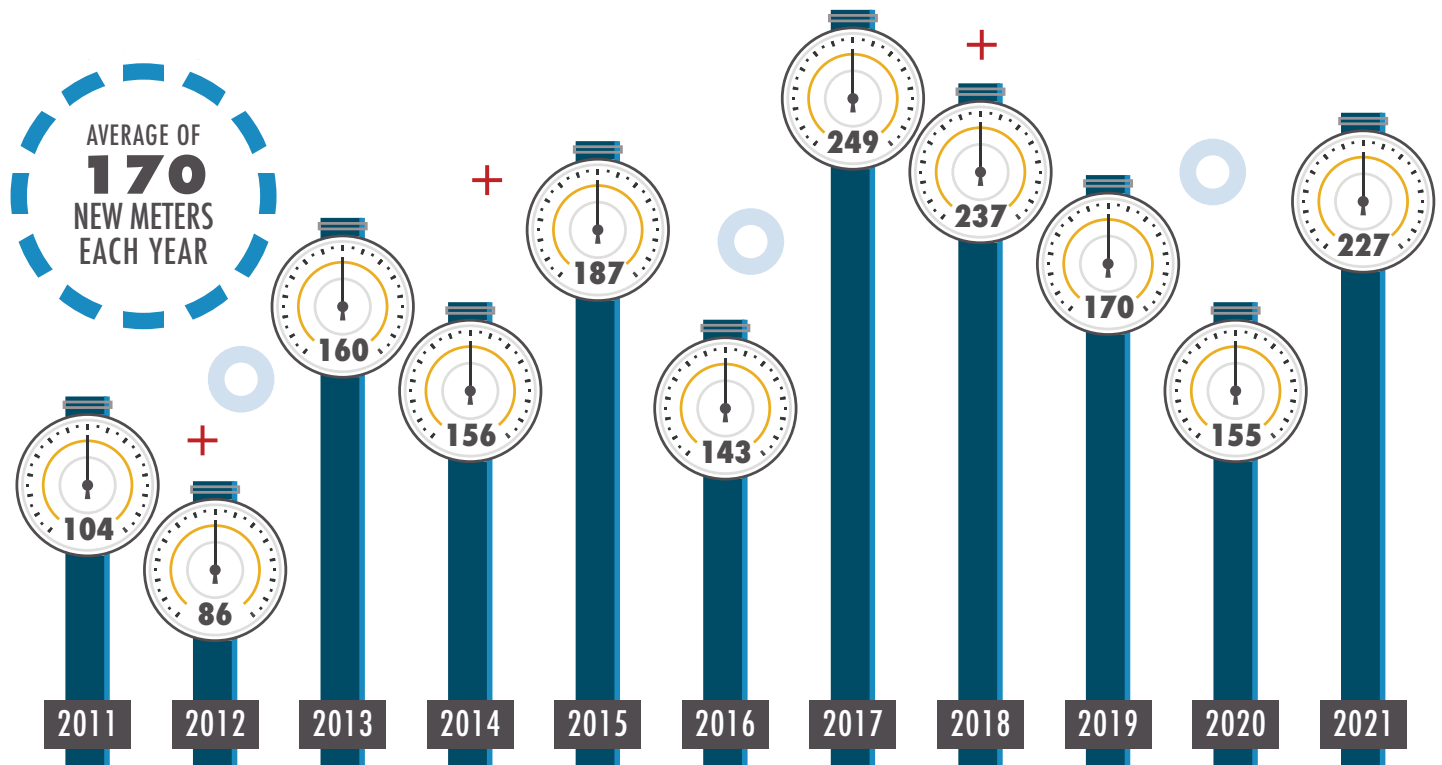
Since 2011, more than 35,760 single-family homes have been added.

MORE THAN **1,800**
SINGLE-FAMILY HOMES ADDED
2020-2021



NEW BUSINESS METERS

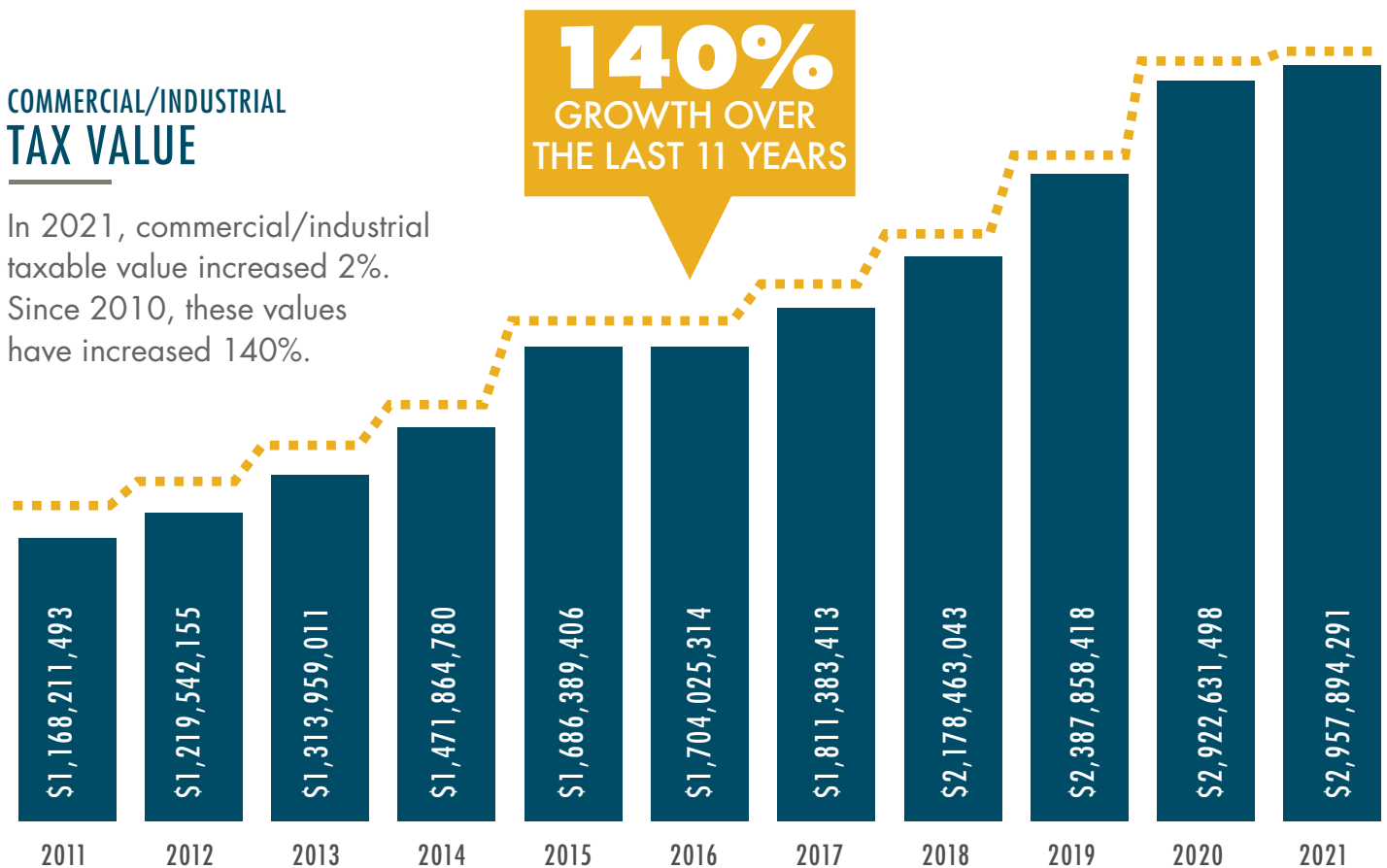
New Braunfels meters are measured by the city-owned utility for electricity, water and wastewater. In 2021, we surpassed the 11-year average; that's 1,874 new businesses in the past 11 years.



Source: New Braunfels Utilities

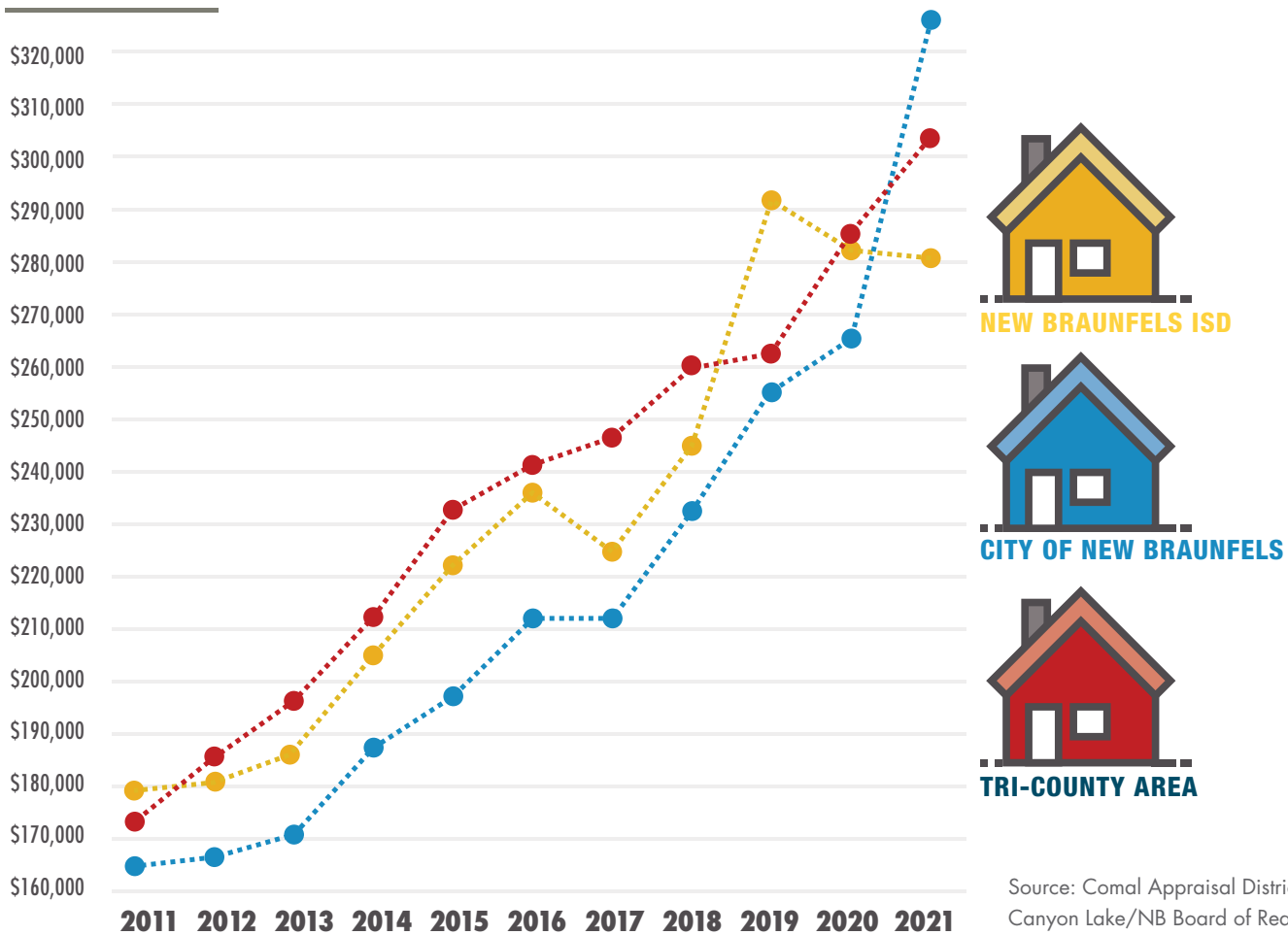
COMMERCIAL/INDUSTRIAL TAX VALUE

In 2021, commercial/industrial taxable value increased 2%. Since 2010, these values have increased 140%.



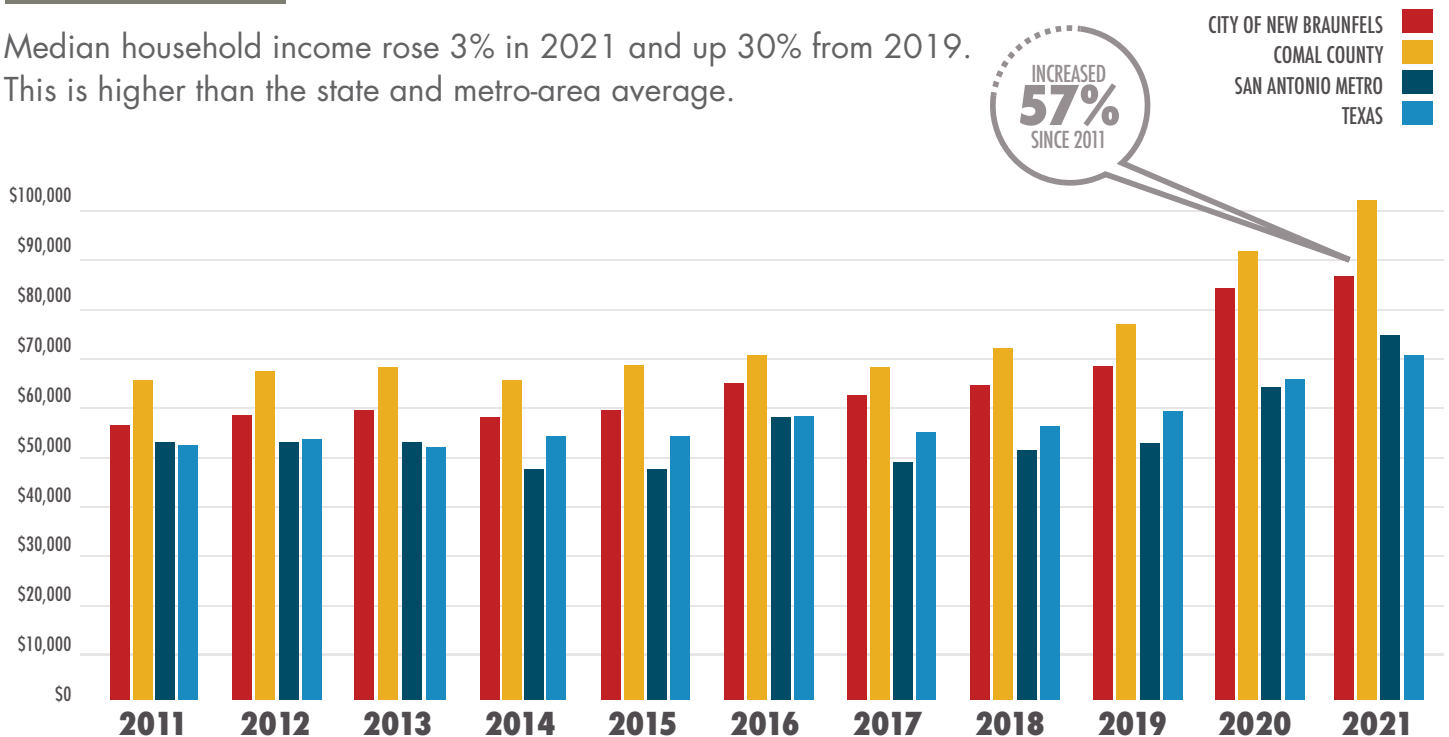
Source: Comal/Guadalupe Appraisal Districts

AVERAGE HOME VALUE



MEDIAN HOUSEHOLD INCOME

Median household income rose 3% in 2021 and up 30% from 2019. This is higher than the state and metro-area average.



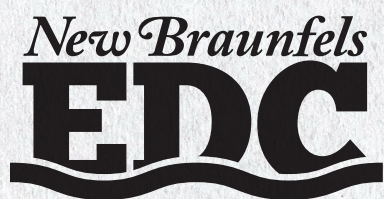
Source: Census.gov, ACS 3-yr estimate, DP03

New Braunfels EDC is a public/private partnership involving the City of New Braunfels, Comal County, the Greater New Braunfels Economic Development Foundation, New Braunfels Utilities, and the New Braunfels Chamber of Commerce. We provide a confidential, single point of contact to businesses looking to create new jobs in New Braunfels.

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

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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