



New Braunfels
EDC

2020
**ECONOMIC
BENCHMARKS**

NEW BRAUNFELS, TEXAS

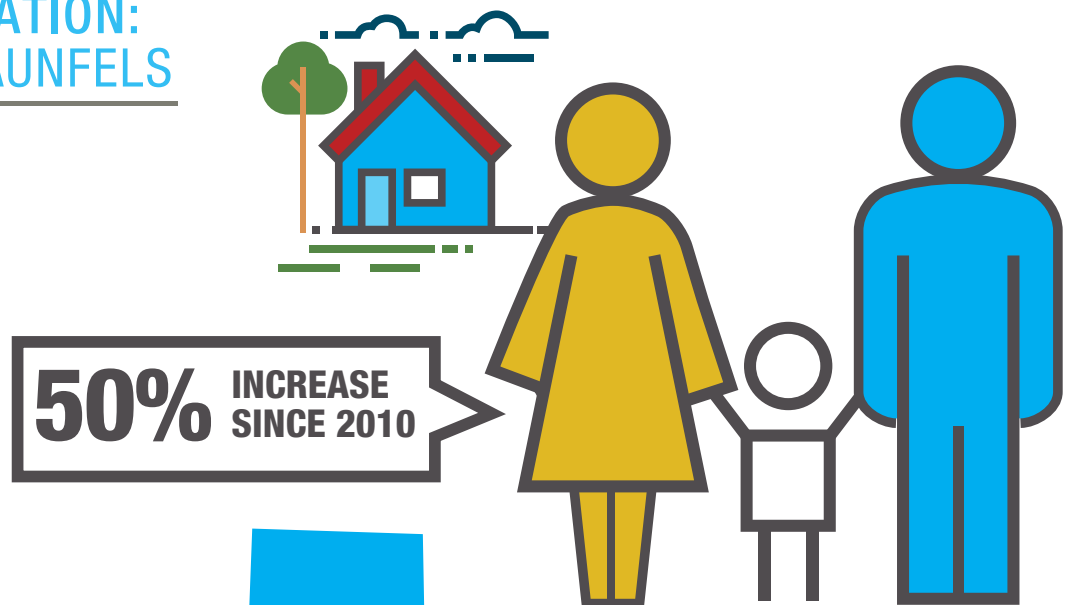
THOMAS SANDS

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 2010, our city resident population has grown by 50%, averaging nearly 5% 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. Veramendi, a 2,400-acre mixed-use development, is on track to build over 5,000 new single-family homes to accommodate the growing community. Recent announcements by Continental and McCoy's Building Supply are just a few of the numerous developments taking place to support our growing population.

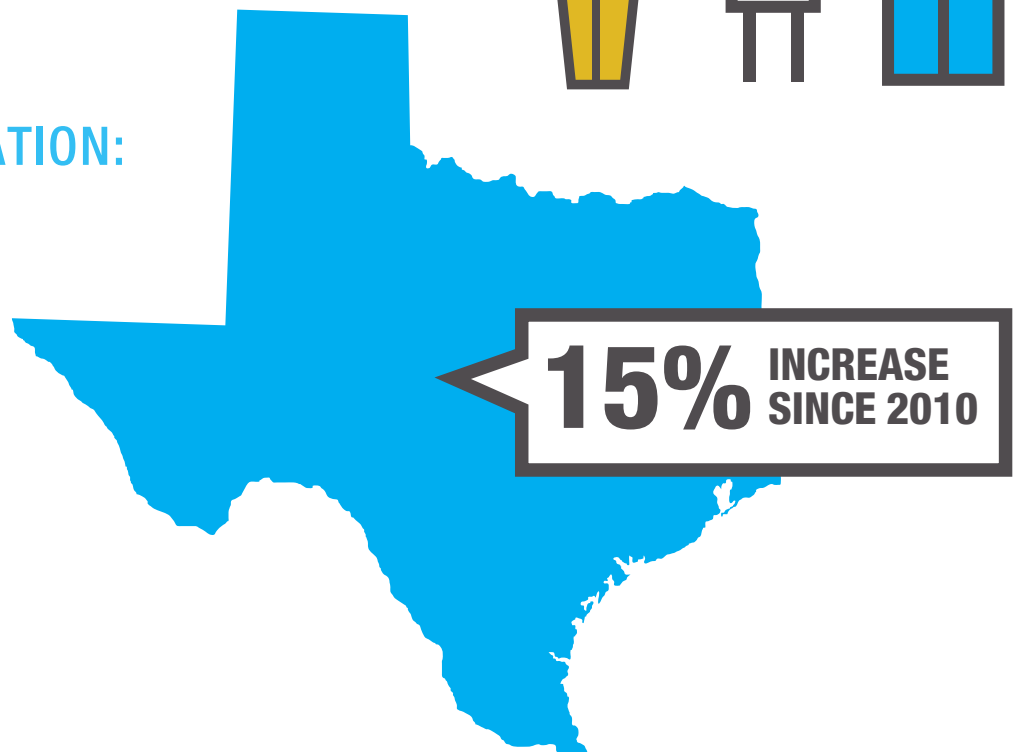
GROWING POPULATION: CITY OF NEW BRAUNFELS

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
2020	90,209



GROWING POPULATION: STATE OF TEXAS

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
2020	28,995,881



Source: Office of State Demographer

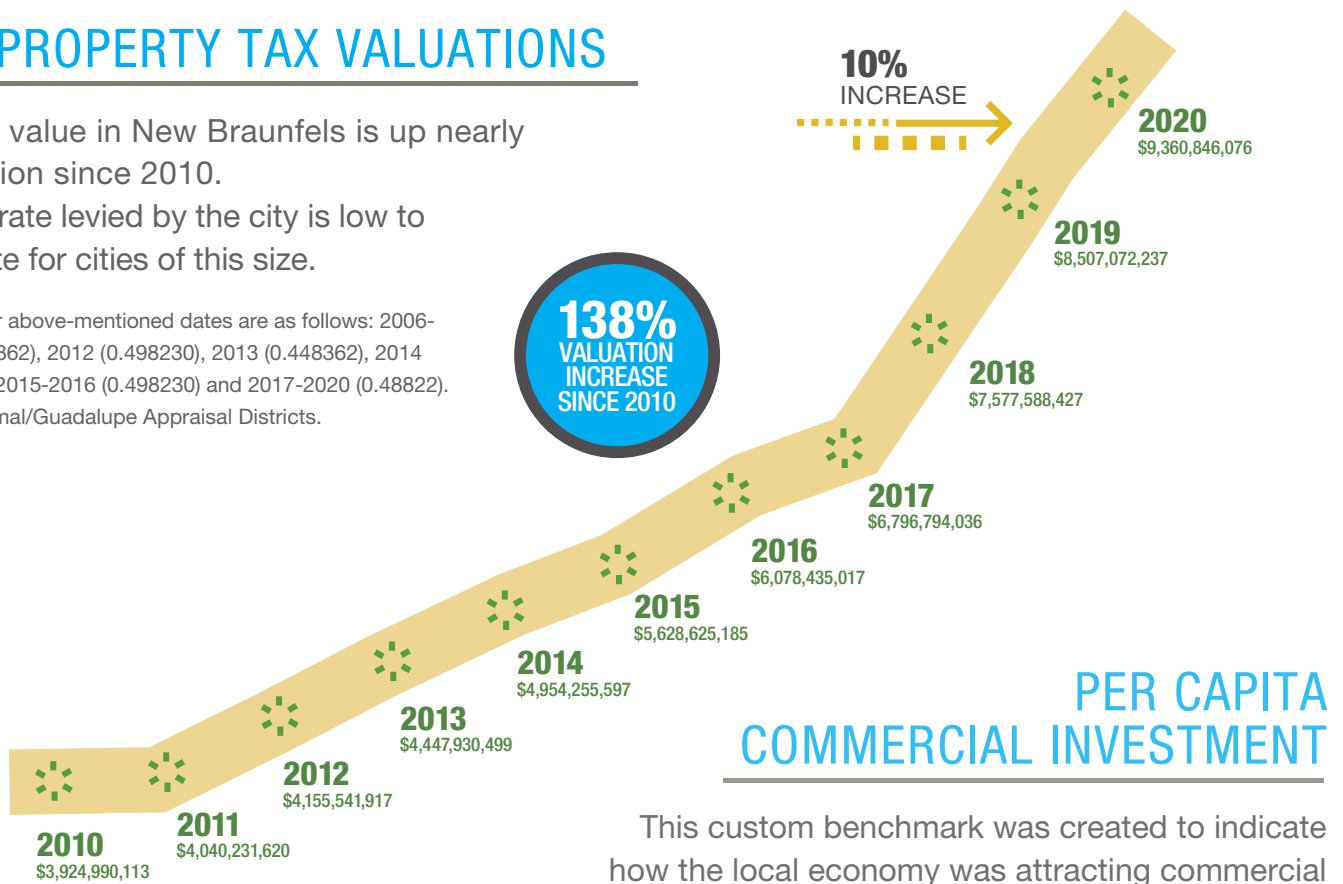
CITY PROPERTY TAX VALUATIONS

Taxable value in New Braunfels is up nearly \$5.4 billion since 2010.

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).

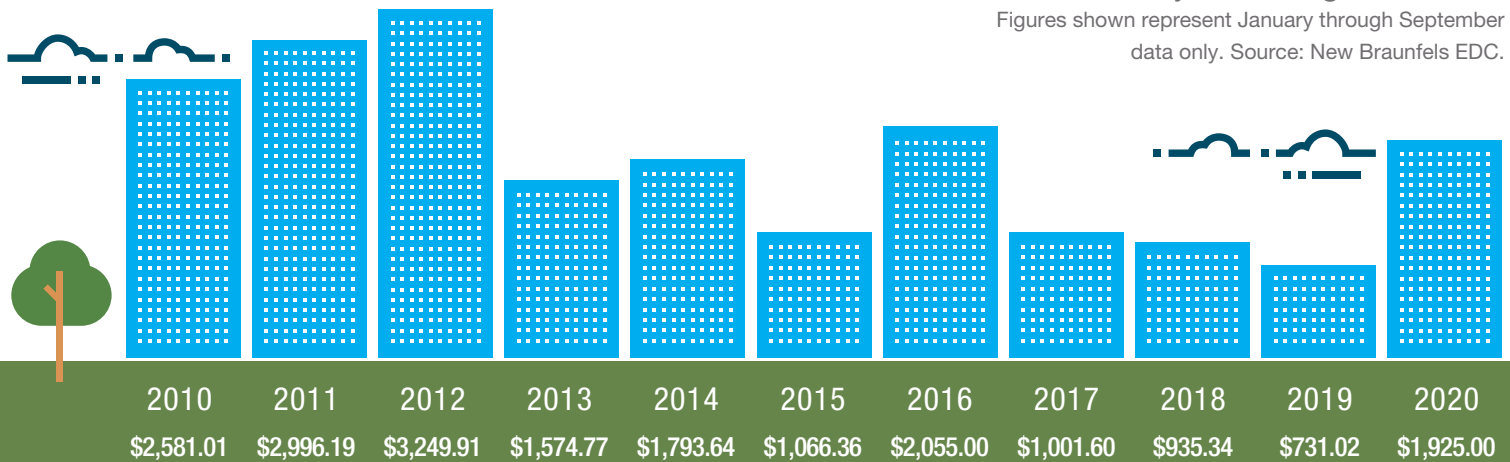
Source: Comal/Guadalupe Appraisal Districts.



PER CAPITA COMMERCIAL INVESTMENT

This custom benchmark was created to indicate how the local economy was attracting commercial investment. The 10-year average is \$1,810.

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



INFRASTRUCTURE

Transportation infrastructure made marked improvements in 2020. The Loop 337 widening project is complete and a second phase, River Road overpass, is set to begin in early 2021. The 2019 Bond Election, Proposition 1 (transportation infrastructure) — overwhelmingly approved by the voters — continues to add value to local roadway infrastructure. The proposition included the second phase of Klein Road to continue the work from the 2013 Bond Election. 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.

The Conrads Bond Project will also tie very well into the TxDOT Kohlenberg Lane interchange and overpass – which is currently under construction and is a 3-year project. The Kohlenberg 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 to IH-35 at Buc-ees is underway with a scheduled completion date of early 2022.

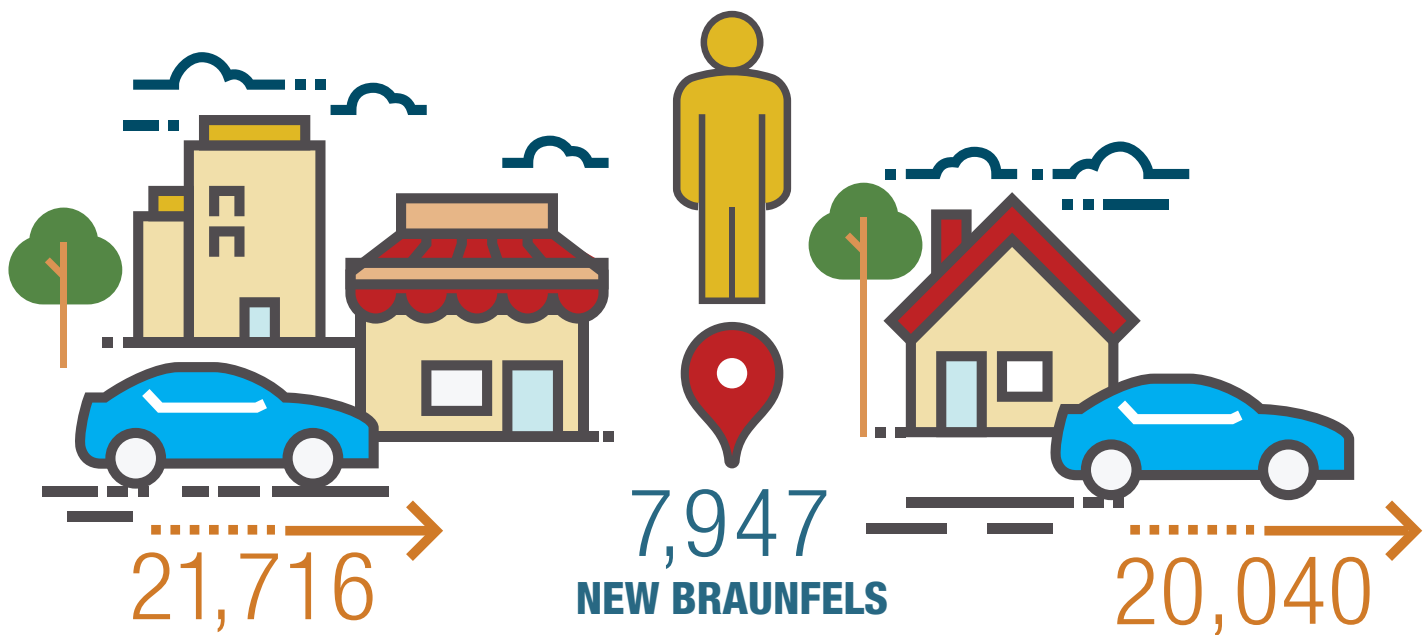
JOB IN NEW BRAUNFELS

Since 2003, New Braunfels has enjoyed a lower unemployment rate than the nation, state, region and nearby metro areas. The rate averaged 4.3% between 2003 and 2019.

Due to the pandemic, the 2020 unemployment rate reached over 13% but quickly recovered and is now below 6%. In 2020, primary employers invested over \$160 million in capital projects.

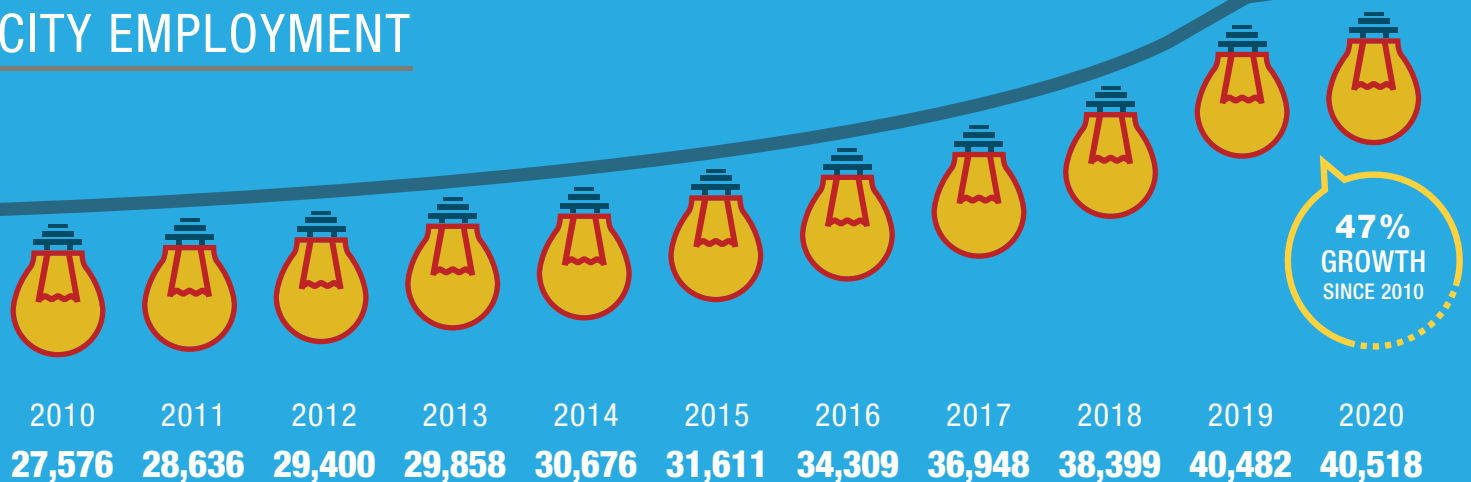
JOB COMMUTES

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, 72% of employed citizens commute outside the city for employment.



Source: Census: 2018 On the Map.

CITY EMPLOYMENT

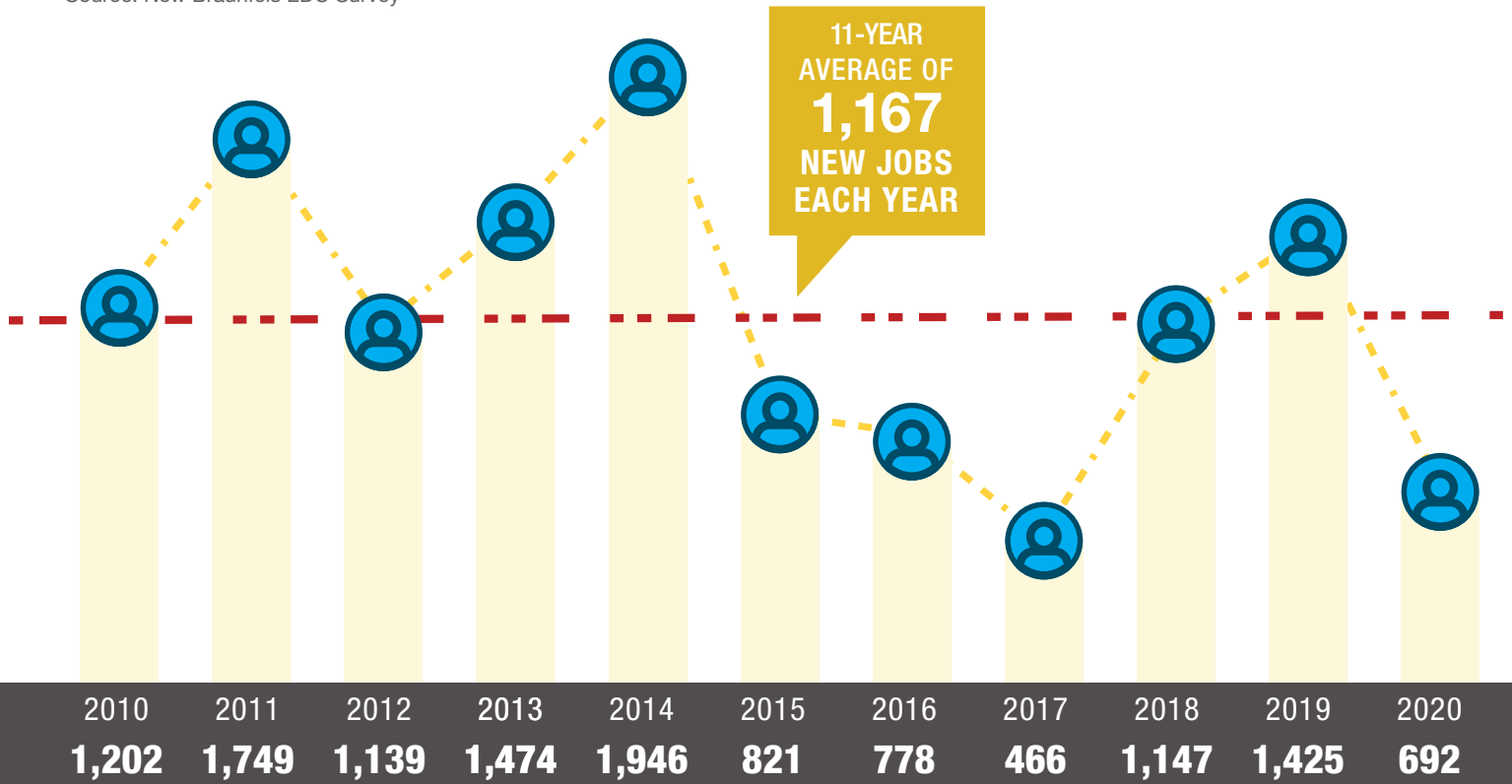


Source: Texas Labor Market Review

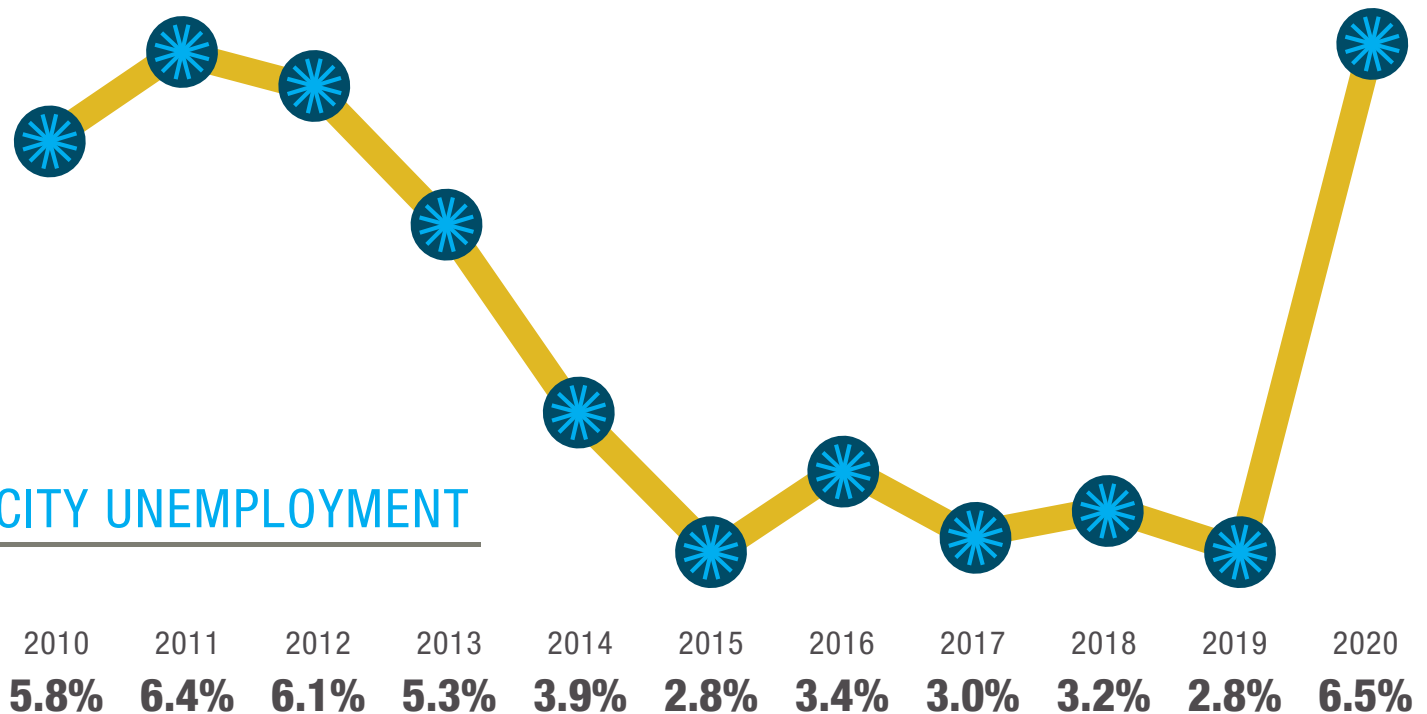
NEW PRIMARY JOBS

This custom benchmark has been set locally since 2003, with input from 61 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 1,167 per year since 2010.

Source: New Braunfels EDC Survey



CITY UNEMPLOYMENT



Source: Texas Labor Market Review

PROPERTY VALUATIONS

New Braunfels property valuations increased in 2020 over \$6.4 billion since 2010 and rose 13% over last year. Since 2010, the increase has been a total of 132%. There has been an increase every year.

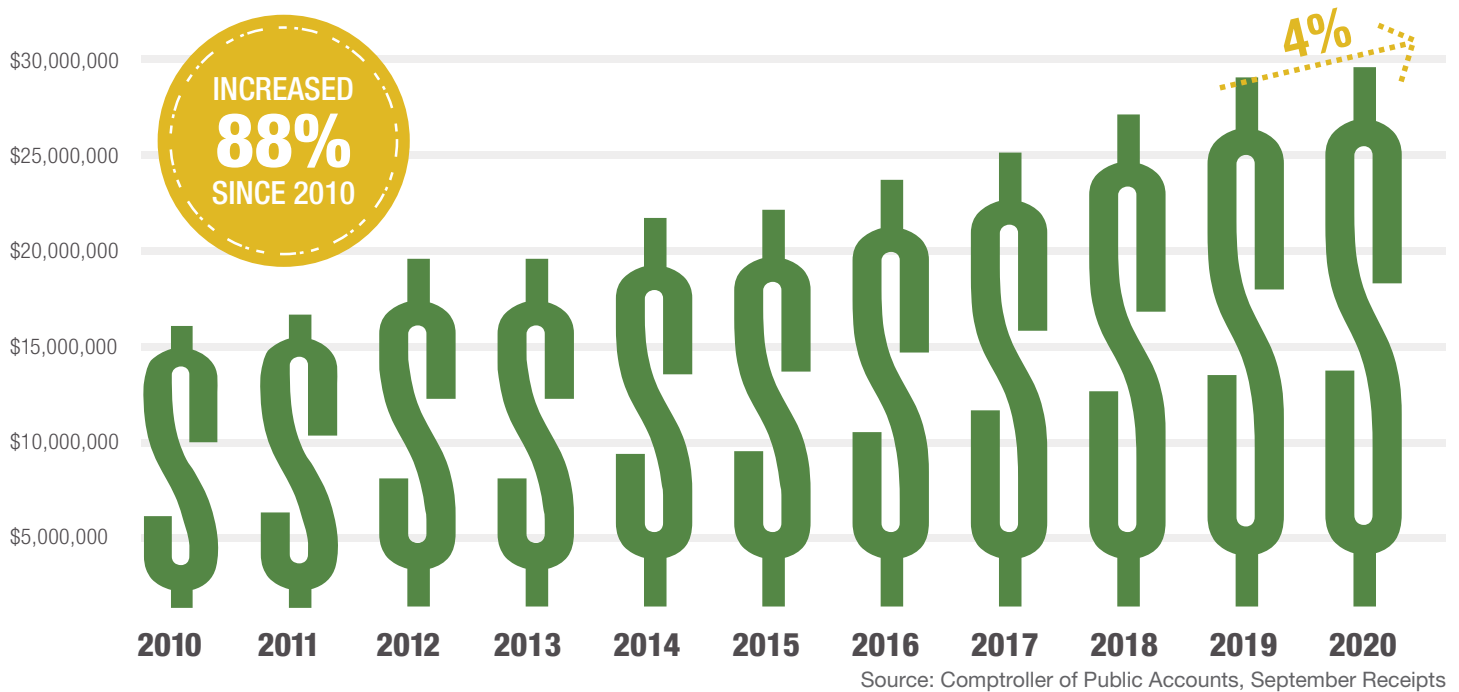
REAL PROPERTY VALUATION



Source: Comal/Guadalupe Appraisal Districts

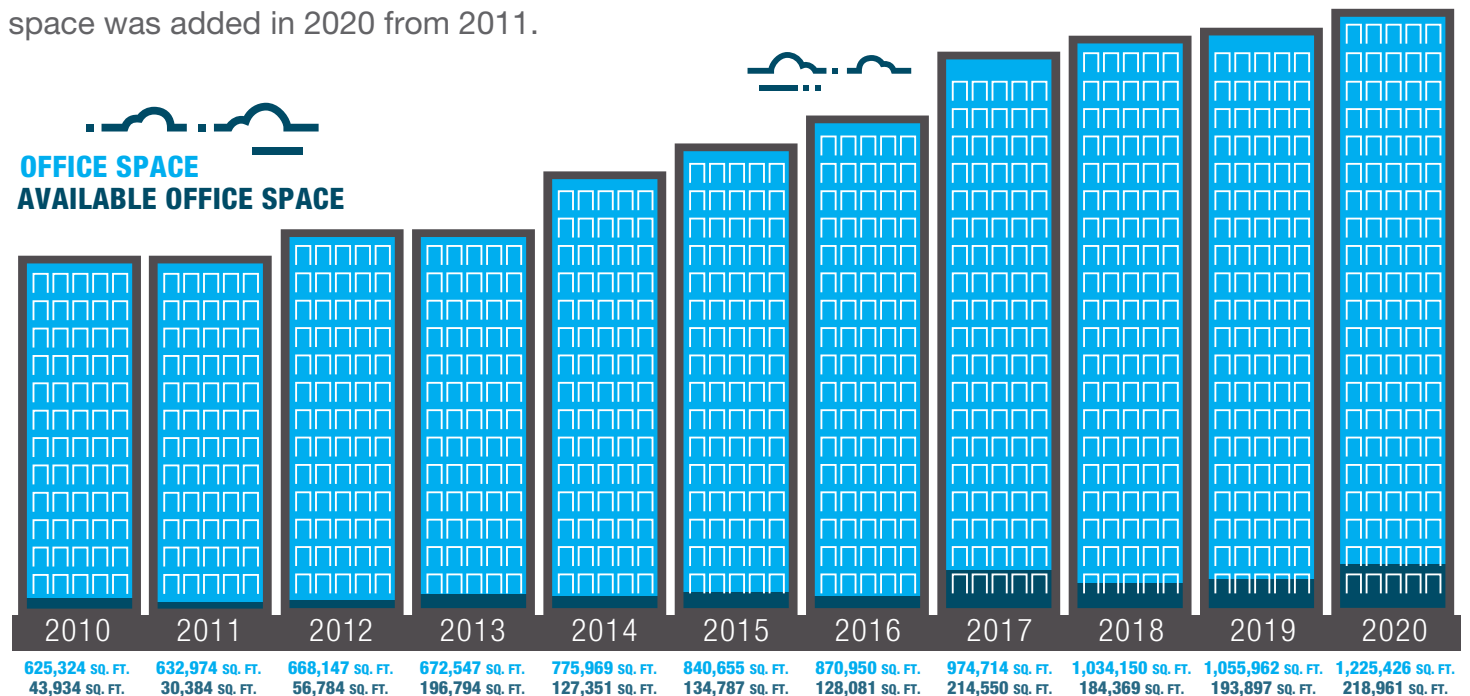
SALES TAX REVENUE RECEIPTS

Sales tax revenues in New Braunfels have increased by 88% since 2010. In 2020, sales tax revenue set new records despite a pandemic. Sales tax revenue is the largest local revenue source for city government services.



AVAILABLE OFFICE SPACE

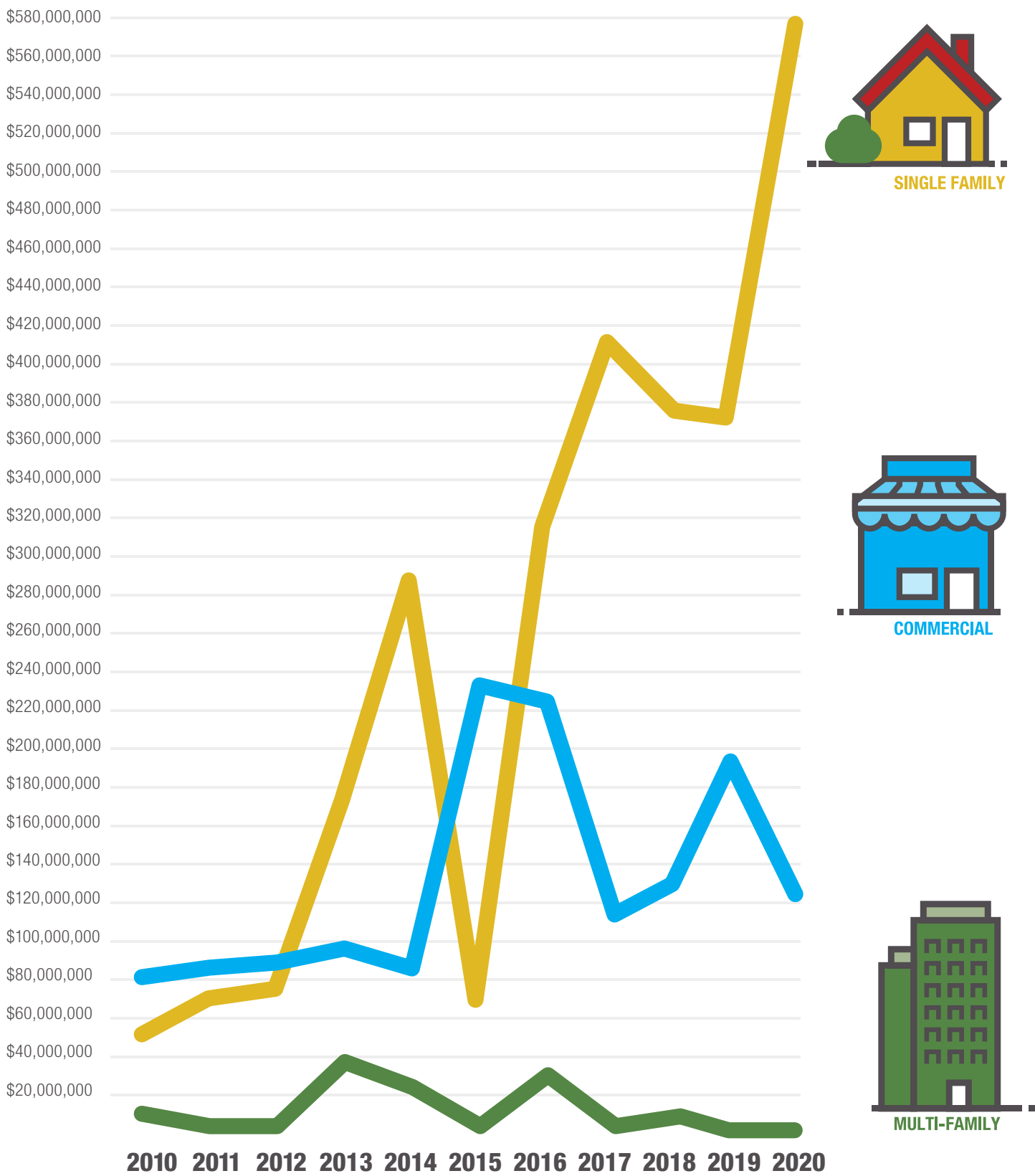
Another custom benchmark, office space inventory, has grown 96% since 2011. 2020 marked the second year that total office square-footage exceeded one million. More than 16% new office space was added in 2020 from 2011.



BUILDING PERMIT VALUE

Residential permits exceeded 2,000 permits in 2020, a record. Since 2010, more than 15,202 single-family homes were added.

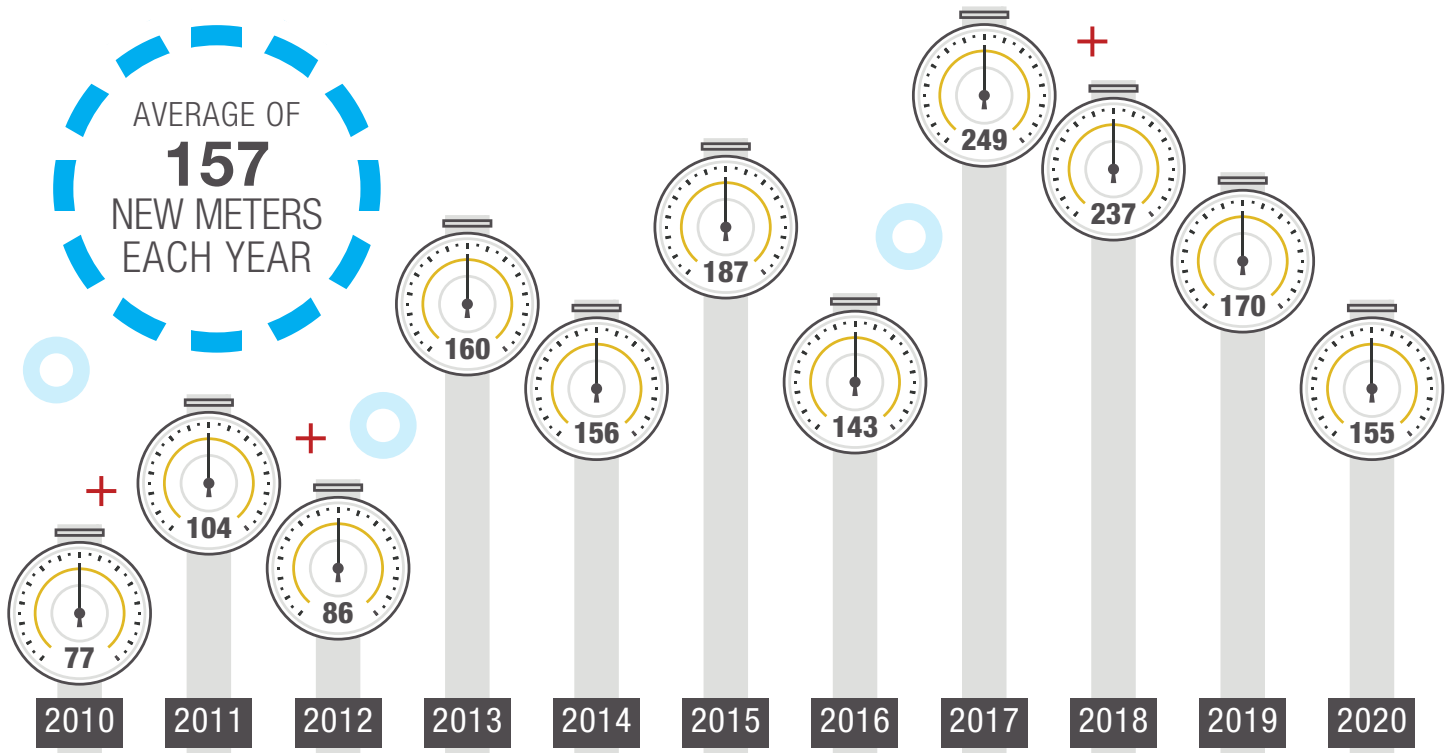
MORE THAN **3,125**
SINGLE-FAMILY HOMES ADDED
2019-2020



Source: City of New Braunfels, Planning & Zoning

NEW BUSINESS METERS

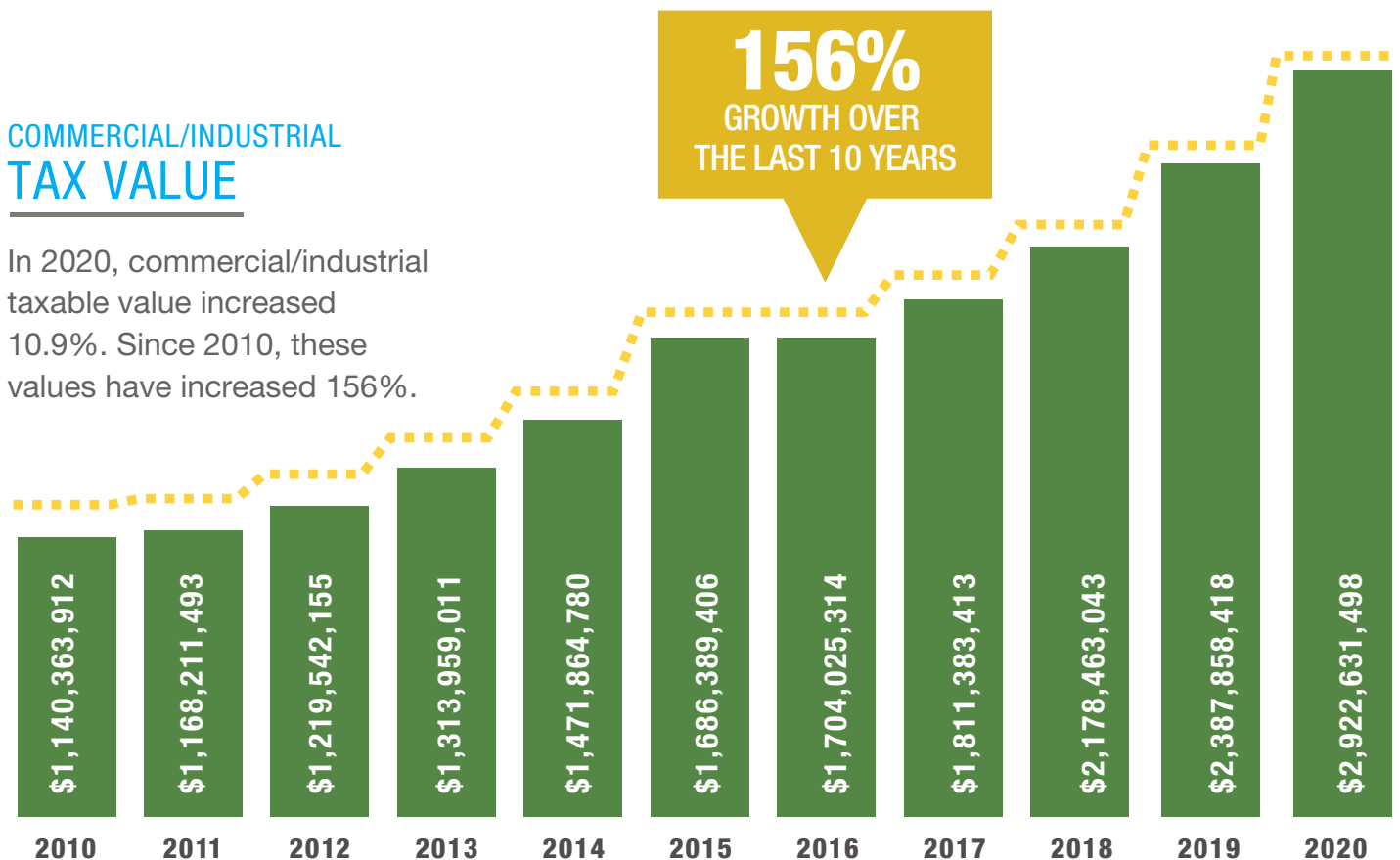
New Braunfels meters are measured by the city-owned utility for electricity, water and wastewater. In 2020, we equaled the 11-year average; that's 1,724 new businesses in the past 11 years.



Source: New Braunfels Utilities

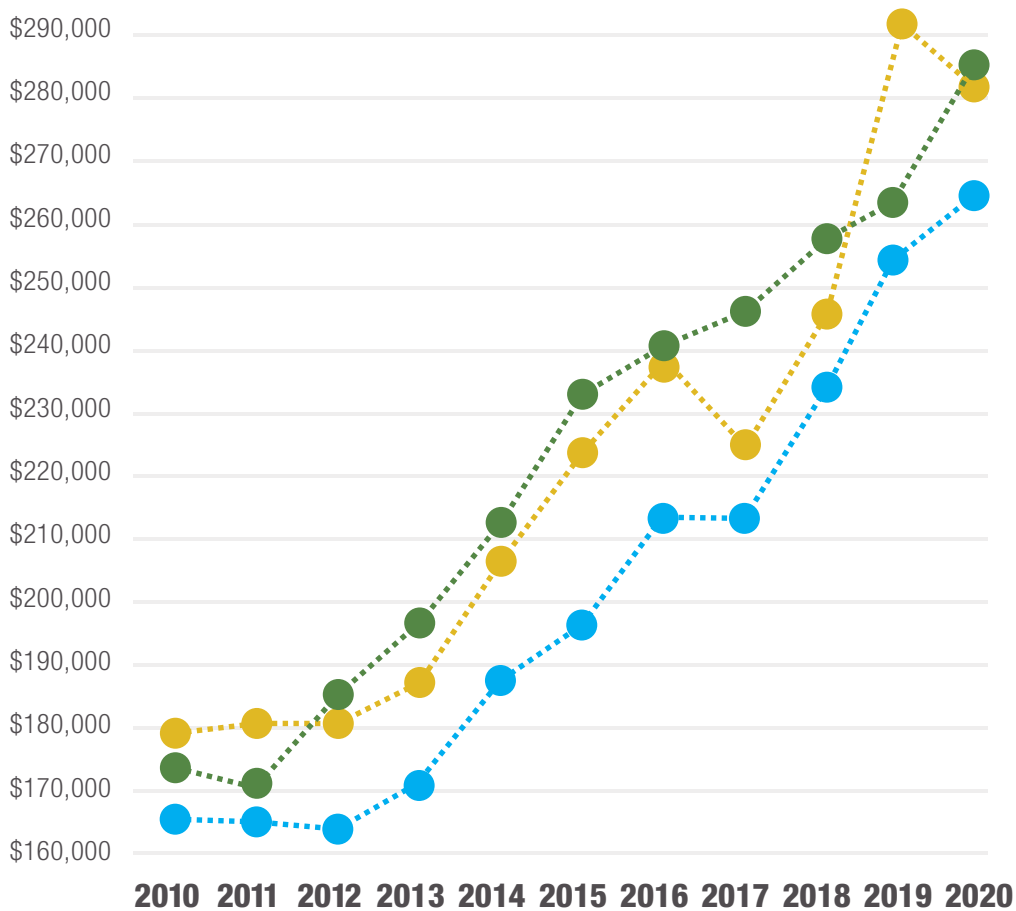
COMMERCIAL/INDUSTRIAL TAX VALUE

In 2020, commercial/industrial taxable value increased 10.9%. Since 2010, these values have increased 156%.



Source: Comal/Guadalupe Appraisal Districts

AVERAGE HOME VALUE



NEW BRAUNFELS ISD



CITY OF NEW BRAUNFELS



TRI-COUNTY AREA

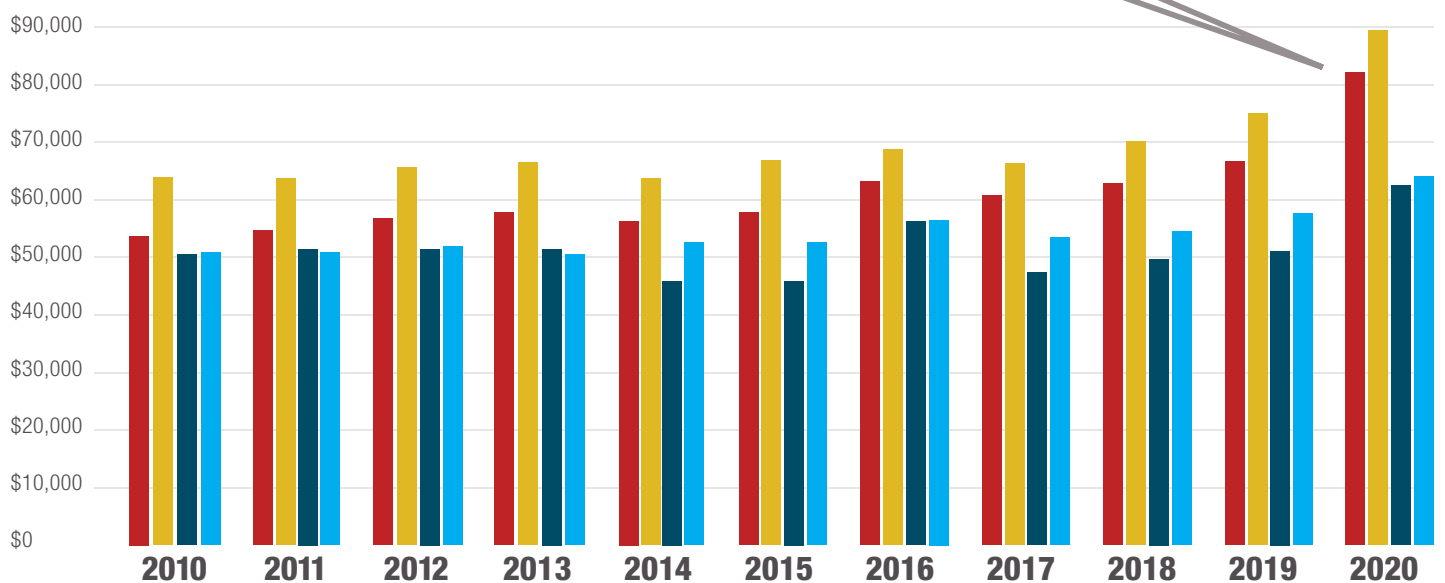
Source: Comal Appraisal District and Canyon Lake/NB Board of Realtors

MEDIAN HOUSEHOLD INCOME

Median household income rose 26.3% in New Braunfels over 2019. This is higher than the state and metro-area average.

INCREASED
55%
SINCE 2010

CITY OF NEW BRAUNFELS
COMAL COUNTY
SAN ANTONIO METRO
TEXAS



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

New Braunfels EDC is a non-profit 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 local businesses 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

Cover painting by James Sampsel.



390 South Seguin Avenue
New Braunfels, Texas 78130
866.927.0905

info@BusinessInNewBraunfels.com

NewBraunfelsEDC.com