



NEW BRAUNFELS EDC IS A NON-PROFIT ORGANIZATION THAT SERVES AS THE PUBLIC/PRIVATE PARTNERSHIP THAT INCLUDES COMAL COUNTY, THE CITY AND ITS TYPE B ECONOMIC DEVELOPMENT SALES TAX CORPORATION, THE GREATER NEW BRAUNFELS ECONOMIC DEVELOPMENT FOUNDATION, NEW BRAUNFELS UTILITIES, AND THE GREATER NEW BRAUNFELS CHAMBER OF COMMERCE.

New Braunfels EDC

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ABOUT US

Deep in the heart of the Texas Hill Country, on the banks of two beautiful rivers, is where you'll find New Braunfels. Founded in 1845 by German settlers, our town is overflowing with old-world heritage and 175 years of entrepreneurial spirit. Since 1845, the characteristics of "work hard and make good progress" define New Braunfels and its founding over 175 years ago. Though much has changed from 1845 to today, the core principles set forth by the founders: hard work, progress, civic pride and family devotion have remained a steadfast way of New Braunfels life.

Since 2010, New Braunfels has grown an average of 5% per year. It's no wonder our population ranks us the #9 fastest growing city in the United States (with populations over 50,000). Recent business operations such as Continental and McCoy's Building Supply are just a few of the numerous new developments taking place in the city to support our growing population.

New Braunfels Economic Development Corporation (NBEDC) is a non-profit organization that serves as the public/private partnership that includes 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 businesses or helping existing local businesses expand. Some of the programs and incentives we offer include:

- Grants and loans
- Reinvestment Zone Designation (TIF/TIRZ)
- Freeport Exemptions
- School Property Tax Relief - Chapter 313
- Industrial Development Bond Financing
- Utilities Impact Fee Waiver
- Access to State-sponsored incentive programs
- Tax Abatement Incentives

OUR ROLE IS TO PROVIDE A SINGLE POINT OF CONTACT AND OFFER CORPORATE LOCATION SUPPORT



BUSINESS

New Braunfels, Texas has long been an epicenter of trade and commerce since its birth in 1845. The home of agriculture, business and trade all have paved the way for our robust and growing industries.

More than 90% of businesses in New Braunfels are considered small business - with less than 50 employees. Of the newly 5,000 businesses in the city, 80% have been established since 2000 and 24% have started business since 2010. Residents and businesses alike are reaping the benefits of new commercial activity and enjoying low city and county taxes. Increasing sales tax revenues allows the city to invest heavily in infrastructure and quality-of-life assets desired by the current and future talent workforce.

The Small Business Development Center's (SBDC) satellite office in New Braunfels serves New Braunfels and Comal County. The office offers professional, confidential, and one-on-one business advising. The SBDC spends 1000+ hours a year advising new clients. These activities have yielded new small business starts, business expansions, created new jobs, and infused millions in capital investment to the community.

TOP INDUSTRIES

- Aviation Related Activities
- Healthcare
- Transportation
- Logistics/Distribution
- Manufacturing
- Music
- Retail
- Specialty Foods
- Telecom / Information



COMMERCIAL/INDUSTRIAL

In 2017, New Braunfels EDC embarked on an Economic Development Strategic Plan with one of the objectives to expand and strategically market new commercial/industrial development with a focus on corporate campus and Class A office space expansion in strategic or higher-density mixed-use nodes. New Braunfels' strong demographics - high levels of educational attainment, available workforce, high incomes, high real estate values - as well as quality of life, natural resources and attractive housing market make it a competitive market. Some of the notable Class-A office space in New Braunfels includes:

PARKVIEW PLAZA - Kooz Corporation completed a 58,750 sq. ft. Class A office-space building on 10 acres that was leased to PNC Bank in 2020. Plans for an additional, adjacent Class A office complex of 58,750 sq. ft. is planned. Spaces will be delivered in shall condition with minimum divisible by 5,500 sq. ft.

CITY VIEW - City View is a new Class A office building with two stories of unobstructed and spectacular views of the hill country and the city of New Braunfels. Completed in 2021, the 110,000 sq. ft. of space and eight beautiful suites (which may be combined) will meet even the most discerning client's needs.

INDUSTRIAL MARKET

TITAN INDUSTRIAL PARK - In May 2017, CFM Industrial Tower held a Grand Opening for their new 240,000 sq. ft. facility located on 28 acres within the TITAN 98 acre industrial park. Located near FM 1101 and Creekside Crossing, the industrial park plans to achieve up to 1.8 million sq. ft. of built-out. Currently available for lease is the second industrial building addition to the Titan Industrial Park. The 157,000 sq. ft. speculative building was completed in 2020 and anticipates 30 bay doors and 2 drive-in doors.

I-35 Logistics Center - Stream Realty along with USAA Real Estate Company delivered a 397,600 sq. ft. Class-A warehouse and distribution facility in 2018 in New Braunfels, Texas. Currently, the building is 100% leased.



QUALITY OF LIFE

In a recent year's New Braunfels citizen survey, 94% of respondents said they would recommend living in New Braunfels to someone else. Of the citizens surveyed, 95% rated the quality of life as excellent or good, higher than the national benchmark. Overall economic health was rated at 73%, and 45% of respondents say they believe the economy will have a positive impact on their income. Overall, New Braunfels citizens stated they have a great quality of life.

With over 300 days of sunshine, there are many attractions to see:

- Twelve (12) parks in city limits
- 18-hole & miniature golf
- Olympic & spring-fed pools
- Recreation center
- Historical areas
- Soccer & softball fields
- Tube chute on Comal River
- Water recreation - Doodlakine and Comal Rivers
- Volleyball, basketball, tennis courts
- Nearby lakes include Canyon Lake and Lake Dunlap with boating, fishing, scuba diving and water skiing
- Seven museums
- Annual festivals/events

All of this helps to make New Braunfels a desirable destination for work - or play, year-round.



TOURISM

New Braunfels is one of Texas' top tourist destinations; attracting nearly 3 million people to visit attractions such as the number-one water park in the country, Schlitterbahn, offering 65 acres of family fun along the banks of the Comal River. Wonderful varieties of recreation are afforded by the waterways in and around New Braunfels and are popular for tubing, swimming, rafting, canoeing, kayaking and fly fishing. Additionally, New Braunfels offers unique ways to get back to nature, via Natural Bridge Caverns or Natural Bridge Wildlife Ranch. Take a two-step back in time to Historic Gruene Texas or visit the vibrant and revitalizing downtown New Braunfels.

The tourism/hospitality industry in New Braunfels employs 7,764 (or 22% of total employment) in the entertainment, lodging, restaurant, transportation and travel industries. Total worker earnings paid were over \$180 million with the majority payment going to the restaurant industry. 2017 Economic Impact of New Braunfels Hospitality Industry)

The downtown area of New Braunfels is a thriving, vibrant mix of business, retail, eating and drinking establishments. The retail trade area reaches over 100,000 people and the average household income is over \$8,000. Despite the new businesses added to the downtown area, there is still over \$10 million additional retail potential for food, beverage, clothing and general merchandise stores.

THERE ARE MULTIPLE WATER RECREATION ACTIVITIES IN AND AROUND NEW BRAUNFELS



LABOR FORCE

The New Braunfels workforce is highly skilled with reliable employees. The diverse industry sector employs workers in a variety of professions including aerospace, automotive, construction, engineering, finance, healthcare, and manufacturing. In the last ten years, the workforce has increased 47% and new primary jobs has grown an average of 1,187 jobs per year since 2010.

New Braunfels boasts a 450,000 strong workforce within a 30-minute commute. Approximately 40% of citizens commute to cities such as Austin or San Antonio with an average mean travel time of 23 minutes.

Since 2005, New Braunfels has enjoyed a lower unemployment rate than the nation, state, region and metro area. More importantly, the labor force employed has increased each month versus the same month in previous years.

During the COVID-19 pandemic, the unemployment rate went from a steady 3% to 13% in April 2020. By November 2020, the unemployment rate recovered to 6%, which is working back towards the norm.



RETAIL

The retail industry in New Braunfels employs over 6,500 people, 16% of the overall labor force market share. The growth of retail can be attributed to new developments such as Westpointe Village, Town Center at Creekside, Village at Creekside, and Downtown New Braunfels. Together these developments alone will have over 3.5 million sq. ft. of retail space at full build-out. The 2020 Retail Gap Study indicated New Braunfels and Comal County are experiencing over \$40 million in retail leakage, which has decreased from over \$1 billion in retail leakage just a few years ago.

The 2020 study indicated the retail trade area remains in a more east-west movement rather than a north-south movement. The current retail trade area reaches over 100,000 and by 2024 will reach over 134,000. Estimated household income averages \$81,000/year indicating households have a large disposable income.



2019 BOND PROJECTS

In 2013, citizens of New Braunfels voted in favor of the four-proposition, \$86-million bond that would help with street improvements, drainage and flood control as well as the expansion of the Central Texas Technology Center. Again in 2018, citizens of New Braunfels voted in favor of all four propositions. The 11 projects outlined in the 2018 bond program asked for \$127 million and another \$27 million came from different sources. Both bonds were passed without raising resident's property taxes.

TRANSPORTATION INFRASTRUCTURE - \$44,512,430

- Completed: California Blvd
- Ongoing: Oak Run sidewalks, San Antonio Street (Spur to Krueger), Kerklick Lane
- Upcoming: Lakeshore Blvd, Union Street, Comal Ave, Central Ave, Grant Ave, South Street, and Lamar Elementary Area
- Goodwin/Cananda: Final design and utility coordination is ongoing
- Klein Road Phase II: Final design and utility coordination is ongoing
- Barbarosa/SOS Extension: On hold, pending additional funding
- Preliminary Engineering Study ongoing for Barbarosa and Saur Lane from FM 103 to FM 262
- North/South Collector/Business BI Extension: On hold, pending additional funding



PARKS & RECREATION - \$16,547,429

- Comal Cemetery Wall Stabilization
 - Construction is ongoing
 - Piers are completed - 137 drilled piers
 - Anticipated to be complete before end of year
- All Abilities Park Enhancements
 - Work complete at Horningsdale Park
 - Work almost complete at Landa Park - musical play features are open to the public
- Zip Family Sports Park
 - Final design is nearly complete
 - Received \$750,000 grant from TWID
 - Construction start scheduled for Summer/Fall 2021



PUBLIC SAFETY - \$50,414,750

- Fire Station #2**
 - Design complete and construction contract awarded
 - Groundbreaking held October 1, 2020
- Fire Station #3**
 - Design complete and construction contract awarded
 - Groundbreaking held September 24, 2020
- Police Department and Veterans Memorial**
 - Design complete
 - Competitive sealed proposal released on October 1, 2020
 - Anticipate construction start in January/February 2021
 - Groundbreaking in January 2021

