

2019 DEMOGRAPHIC PROFILE

NEW BRAUNFELS, TEXAS





OPPORTUNITIES DON'T JUST GROW HERE.

Communities like New Braunfels are unique. Refined by old-world German and Hispanic heritage and complemented by an affordable and unmatched quality of life, it's no wonder we now rank as the second fastest-growing community in the United States. New Braunfels also boasts exceptional transportation networks, multiple universities within a 30-minute drive and a pro-business leadership, tax and regulatory environment. New companies such as Continental, PNC, McCoy's Building Supply, Calendar Holdings and TaskUs have already realized the advantages of a growing, well-trained, 500,000-person-strong workforce. These recent expansions and relocations have further strengthened our industry bases in manufacturing, healthcare, logistics and distribution, and aviation businesses. Plus, with over 300 days of sunshine a year and 550+ acres of outdoor water recreation, including Schlitterbahn (America's #1 waterpark), New Braunfels is the premier destination for work — and play — year-round.

CENTERED BETWEEN AUSTIN AND SAN ANTONIO

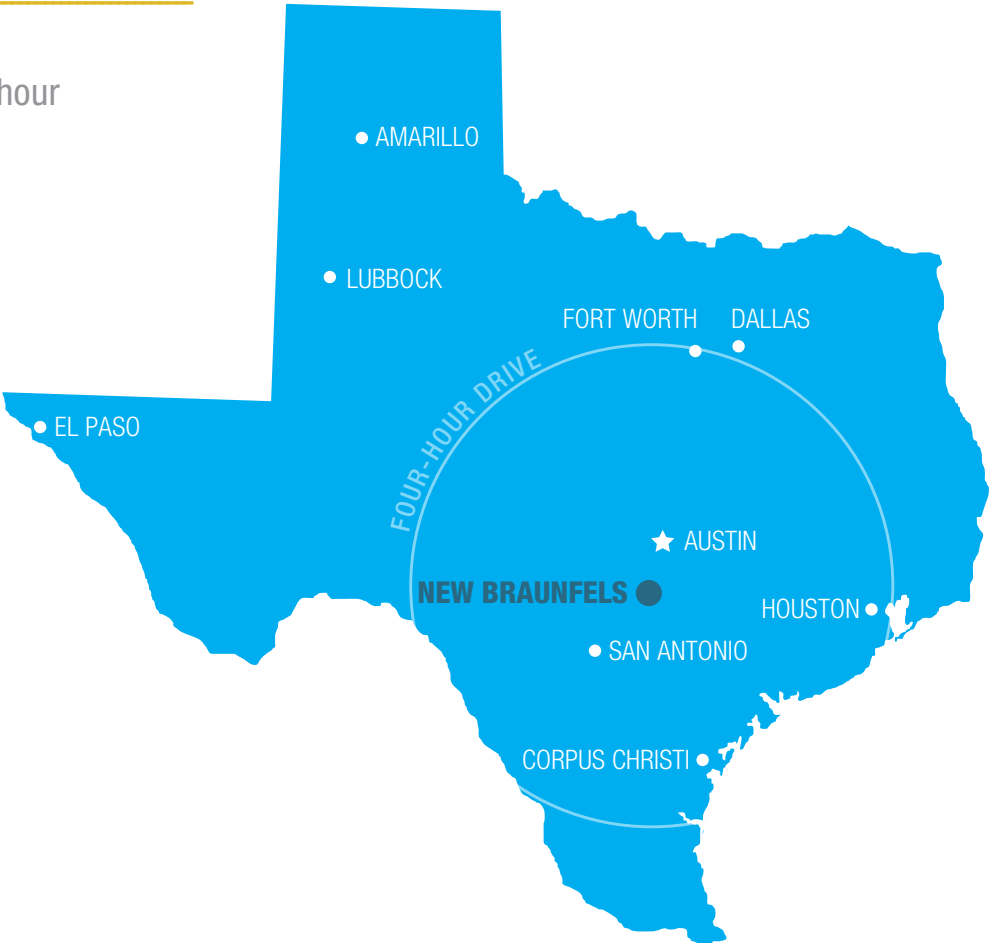
Each year, more than three million visitors come to New Braunfels to explore the shopping and recreational activities steeped in German and Hispanic culture and heritage. The city’s strategic location has created opportunities for growth in the global market and an ability to satisfy the needs of the international shopper.

Located almost equal distance between the Alamo (San Antonio) and the State Capitol (Austin), New Braunfels has easy access to major highways with IH-35 running through the city’s center and IH-10 only 10 minutes east. New Braunfels’ strategic location is only a three-hour drive to trade gateways into Mexico, Central and South America. Additionally, New Braunfels is close to nearby air (including two international airports within an hour), rail and bus services.

DISTANCE TO MAJOR CITIES

New Braunfels is within a four-hour drive of over 12 million people.

San Antonio	30 miles
Austin	45 miles
Houston	178 miles
Corpus Christi	176 miles
Laredo	196 miles
Dallas	245 miles
Monterrey	431 miles
Mexico City.	781 miles
Los Angeles	1,383 miles
New York.	1,786 miles



HIGHWAYS SERVING AREA

New Braunfels is located on Interstate 35 (north-south system) and nine miles from Interstate 10 (east-west system) — connected by State Highway 46. Loop 337 circles the city, connecting IH-35 north and south. A proposed SH-130 connector is being assessed by local officials to accommodate future traffic congestion from San Antonio to Austin.

BUS

Greyhound/Trailways – seven northbound and six southbound daily

MOTOR FREIGHT CARRIERS

Saia, YRC Worldwide and XPO serve the city. FedEx has a large terminal servicing the New Braunfels and Comal County area.

RAILROADS

Union Pacific – 36 daily freight trains (18 northbound and 18 southbound) with a local switch

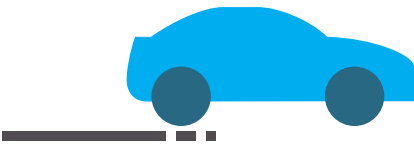
AIR SERVICE

Non-commercial jet service is available at New Braunfels Regional Airport. Commercial service is available at San Antonio International Airport, only a 25-minute drive, served by most major carriers (11). Austin-Bergstrom International Airport is 45 minutes north and is served by 16 major carriers.

TRAFFIC COUNTS

TRAFFIC INTERSECTION	# OF CARS
IH-35N	98,734
IH-35S & Walnut	101,233
IH-35 & Hwy 46	98,734
Hwy 46E & FM 1101	32,754
Hwy 46W & Loop 337	28,446
Hwy 46E & FM 758.	34,933
Hwy 46W & FM 2722.	20,256

Source: Costar, 2020



NEW BRAUNFELS REGIONAL AIRPORT

The extension of FM 306 near a new retail development, Town Center at Creekside, has paved the way for easier access to the New Braunfels Regional Airport (BAZ). The new Airport Master Plan gives a targeted direction to increase airport traffic and business development on the 250+ acre property. With more than \$5 million in improvements in the 5,000 sq. ft. terminal building, the New Braunfels Regional Airport continues to provide a safe and efficient portal with upscale, quality service.

Runway 17/35 is 5,364 x 100 ft. Weight Limitations - Single wheel: 35,000 lbs.
Runway 13/31 is 6,503 x 100 ft. Weight Limitations - Single wheel: 60,000 lbs.

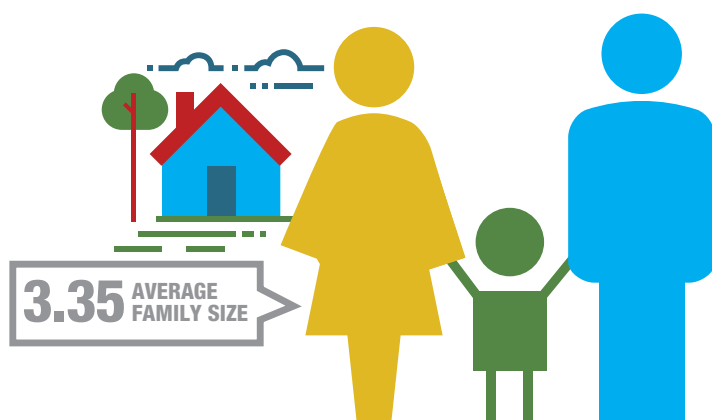


GROWING POPULATION

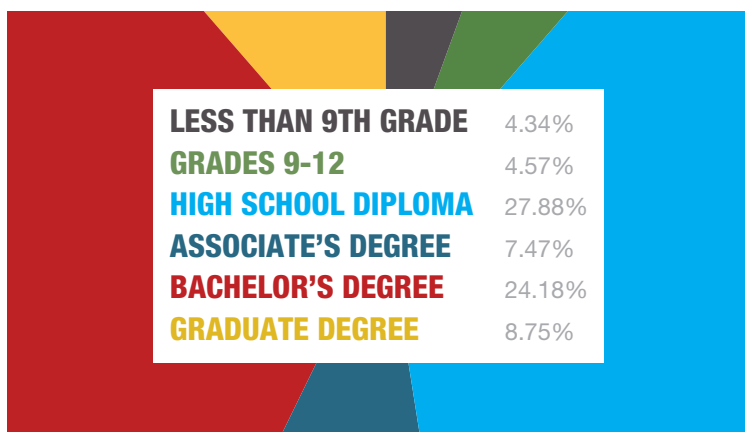
Comal County is ranked as the second fastest-growing county and New Braunfels is the second fastest-growing city in the nation; both are experiencing an unprecedented growth rate — growing at an average of 6% per year; a 102% increase in the last decade. The city's population surpassed 70,000 in 2015 and is projected to reach 90,000 by 2021. Founded in 1845 by German settlers, New Braunfels' population includes many German and Hispanic descendants.

2018 POPULATION:

CITY: 84,162 COUNTY: 148,373

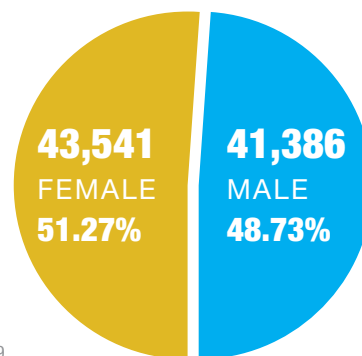


POPULATION BY EDUCATIONAL ATTAINMENT



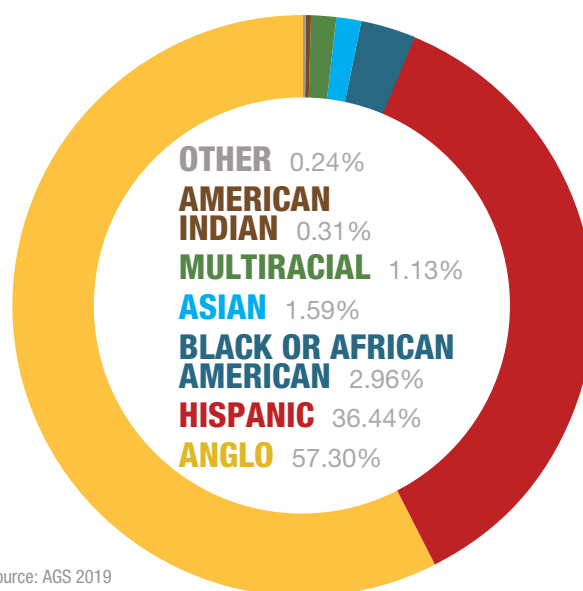
Source: AGS 2019

POPULATION BY GENDER



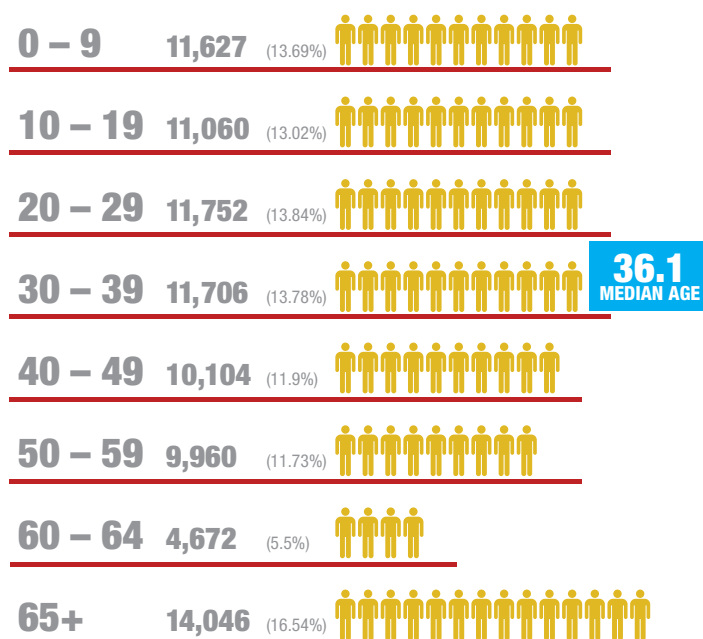
Source: AGS 2019

POPULATION BY RACE-ETHNICITY



Source: AGS 2019

POPULATION BY AGE



Source: AGS 2019

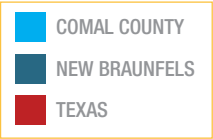
SKILLED, RELIABLE WORKFORCE

The center of a well-trained, available workforce, New Braunfels touts a strong work ethic among its population. The diverse industry sector employs workers in a variety of professions including: aerospace, automotive, construction, engineering, finance, healthcare and manufacturing. In the last 16 years, the workforce has increased by 85% and new primary jobs have more than doubled since 2003, averaging 966 primary jobs per year.

MAJOR EMPLOYERS

EMPLOYER (PRODUCT OR SERVICE)	EMPLOYEES
COMAL ISD SCHOOL DISTRICT	3,006
SCHLITTERBAHN WATERPARK	2,300
WAL-MART DISTRIBUTION CENTER	1,215
NEW BRAUNFELS ISD	1,044
COMAL COUNTY	792
SYSCO	780
HUNTER INDUSTRIES, LTD.	765
CITY OF NEW BRAUNFELS	646
HD SUPPLY FACILITIES MAINTENANCE	538
RUSH ENTERPRISES, INC.	521
RESOLUTE HEALTH	487
CHRISTUS SANTA ROSA - NEW BRAUNFELS	440
TASKUS	430
CBE	350
IBEX CORPORATION	328
GRUENE, TEXAS	315

Source: NBEDC



WORKFORCE CIVILIAN LABOR FORCE



EMPLOYED



UNEMPLOYED

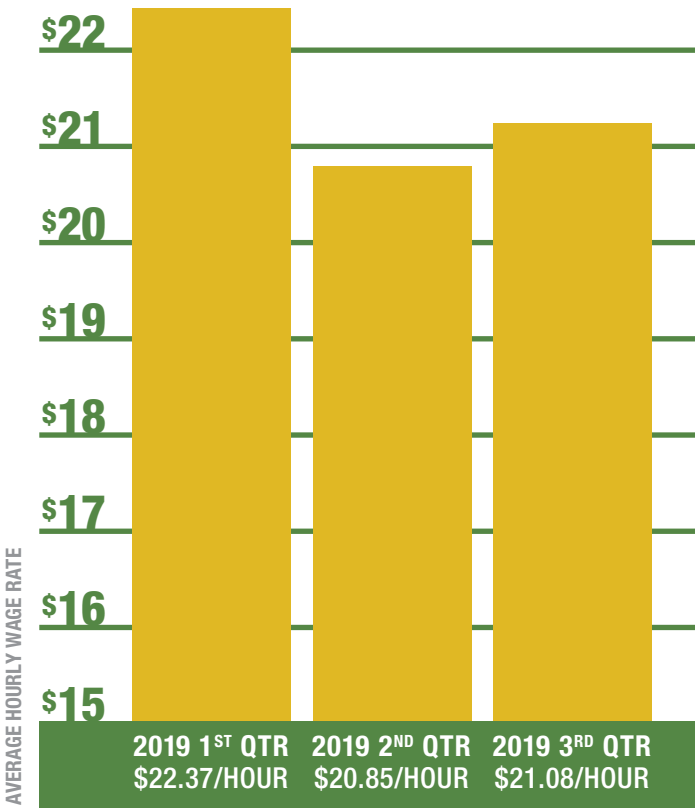


UNEMPLOYMENT RATE



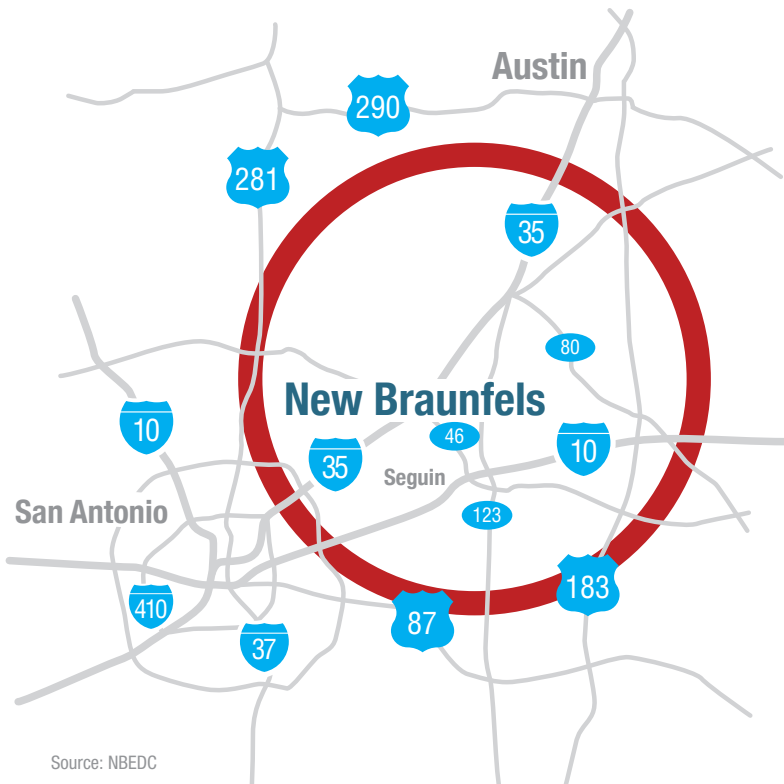
Source: TWC October 2019

COMAL COUNTY WAGE RATES



Tri-county (Comal, Guadalupe and Hays)
Average Weekly Wage is \$21.04/hr.

Source: Texas LMCI Tracer, 2020



500,000+ WORKFORCE WITHIN
A 30-MINUTE COMMUTE

COMMUTE TO WORK

89.1%
CAR, TRUCK, OR VAN:
DROVE ALONE



8.4%
WORKED AT HOME



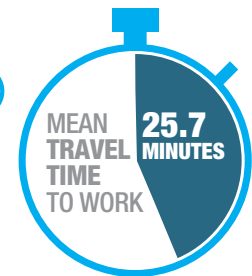
7.7%
CAR, TRUCK, OR VAN:
CARPOOLED



1.4%
OTHER MEANS



0.7%
WALKED



Source: Census.gov, 2018 ACS 1-year average

AFFORDABLE COST OF LIVING, UNIQUE QUALITY OF LIFE

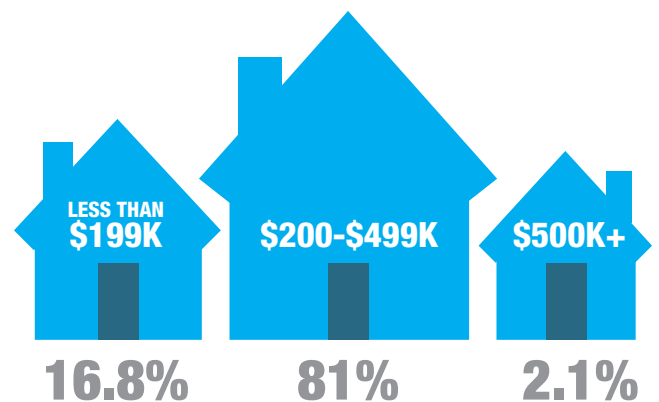
An affordable cost of living is enhanced by low city, county and school district taxes to create a composite cost of living score that matches the national average. New Braunfels is considered a great place to live, work and play.

AFFORDABLE COST OF LIVING

HOME PRICE	REQUIRED ANNUAL FAMILY INCOME	REQUIRED WEEKLY FAMILY WAGE	REQUIRED HOURLY FAMILY WAGE
\$150,000	\$41,780	\$803	\$20.09
\$175,000	\$47,910	\$921	\$23.03
\$200,000	\$54,040	\$1,093	\$25.95
\$225,000	\$60,170	\$1,157	\$28.93
\$250,000	\$66,300	\$1,275	\$31.88
\$275,000	\$72,430	\$1,393	\$34.82
\$285,000	\$74,882	\$1,440	\$36.00
\$300,000	\$78,560	\$1,511	\$37.77
\$325,000	\$84,691	\$1,629	\$40.72
\$350,000	\$90,821	\$1,747	\$43.66

Source: Comal Appraisal District, Four Rivers Association of Realtors

MEDIAN HOME PRICE: \$240,000



Source: September 2019, Four Rivers Association Realty

UTILITIES



ELECTRICITY

Supplier: Multiple ERCOT Sources
Distributor: NBU
Avg Monthly Bill: Residential: \$84.48/1,200 kwh



WATER/WASTEWATER

Supplier: Wells, Surface Water/Aquifer
Distributor: NBU
Avg. Monthly Bill: Residential: \$22.10/6,000 gallons
Commercial: \$90.68/30,000 gallons



NATURAL GAS

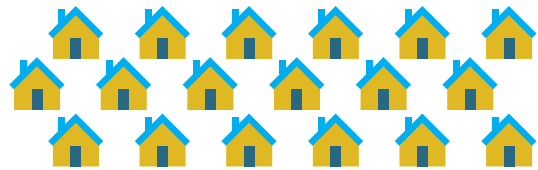
Supplier: Enterprise Products Partners
Distributor/Source: CenterPoint Energy
Avg. Monthly Bill: Residential: \$25
Commercial: contracts available

HOUSING



RENTER-OCCUPIED UNITS: 10,836
MEDIAN COST: \$1,171

MEDIAN COST & MORTGAGE RATES



HOUSING UNITS WITH A MORTGAGE: 18,945
MEDIAN COST: \$1,654

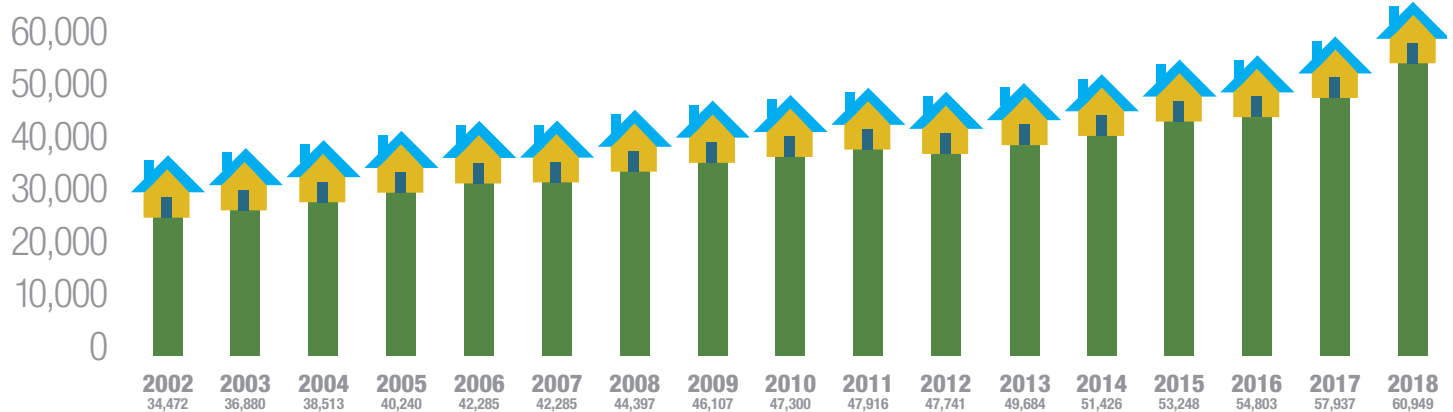
Source: Census 2013-2017 ACS

PER CAPITA AND HOUSEHOLD INCOME

	NEW BRAUNFELS 2018	COMAL COUNTY 2018	HAYS COUNTY 2018	GUADALUPE COUNTY 2019	NB % CHANGE FROM 2010
MEDIAN HOUSEHOLD INCOME	\$73,023	\$76,203	\$65,943	\$74,459	+30%
PER CAPITA INCOME	\$33,762	\$37,782	\$31,742	\$32,594	+30%
TOTAL HOUSEHOLDS	29,781	53,182	75,164	54,789	+50%
MEDIAN FAMILY INCOME	\$82,828	\$90,982	\$81,720	\$86,902	+25%
% BELOW POVERTY LEVEL	6.6%	6.1%	16%	7.9%	-0.46%

Source: Census.gov, 2018 1-year estimates

COMAL COUNTY HOUSING UNITS

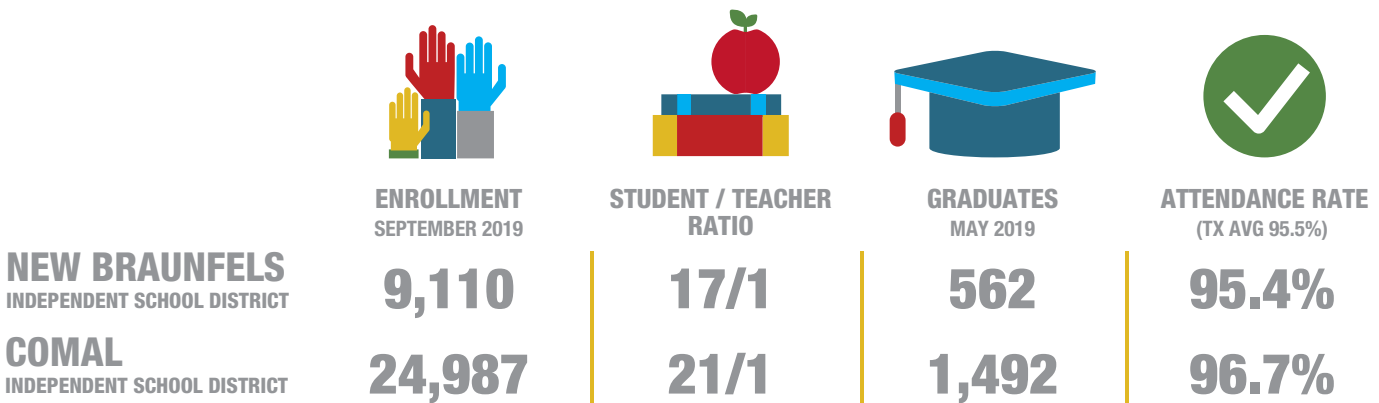


Source: Census.gov, 2018 1-year estimates

MAKING ROOM FOR FUTURE GENERATIONS

New Braunfels and Comal County have two school districts: New Braunfels ISD (NBISD) and Comal ISD (CISD). New Braunfels ISD is primarily within the city limits while Comal ISD spans 589 square miles of Central Texas and includes parts of five Central Texas counties: Comal, Bexar, Hays, Kendall, and Guadalupe. Employing more than 1,200 workers and enrolling 8,925 students, NBISD encompasses 15 campuses. CISD is one of Texas' fastest-growing districts, with 30 schools, and since 2009 has grown by 8,000 students. Both school districts are Academically Acceptable by TEA ratings.

Higher Education has also grown in New Braunfels. Howard Payne University currently offers Bachelor and MBA classes to the community. In 2016, Wayland Baptist University placed its entire nursing school in New Braunfels. By working closely with Alamo Colleges/CTTC, Howard Payne University, Texas Lutheran University and Wayland Baptist University aim to provide current and future diverse curriculum to meet the needs of our community.



PRIVATE, PAROCHIAL AND SPECIAL SCHOOLS IN NEW BRAUNFELS

- + Calvary Baptist Academy
- + Cross Lutheran School
- + New Braunfels Christian Academy
- + St. John Paul II Catholic High School
- + Sts. Peter & Paul Catholic School

NEARBY COLLEGES/ UNIVERSITIES

- + Howard Payne University
- + Texas Lutheran University
in Seguin, 13 miles east
- + Texas State University in
San Marcos, 16 miles north
- + Wayland Baptist University

COLLEGES AND UNIVERSITIES IN SAN ANTONIO*

(36 miles south of New Braunfels)

- + Our Lady of the Lake University
- + San Antonio College
- + St. Mary's University
- + The University of Texas at San Antonio
- + Trinity University
- + University of the Incarnate Word

*This list does not include all campuses in the San Antonio area.

CENTRAL TEXAS TECHNOLOGY CENTER (CTTC)

Located in New Braunfels, the Central Texas Technology Center (CTTC) provides higher education opportunities. It serves as a regional workforce development campus for New Braunfels, Seguin and the surrounding areas. The Center offers a wide range of academic, technical, and continuing education programs, and includes associate degrees from The Alamo Colleges. Students can complete licensing and certification requirements in many trade programs through specialized curriculum. Funded initially by a 2002 EDA grant and local development boards, the CTTC recently expanded with an additional \$1.25 million EDA grant in 2014 – coupled with a voter-approved \$4 million from the 2013 New Braunfels Bond Program and local funds from New Braunfels and Seguin EDCs. The approved money was used to fund a 30,000 sq. ft. expansion of the CTTC, doubling its current footprint to add capacity for additional students. It opened for classes in September 2016.



PROPERTY TAX RATES

Ad Valorem Taxes by Taxing Authority Rate per \$100 Valuation on 100% of Current Market Value

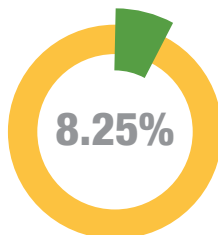
CITY OF NEW BRAUNFELS	\$0.48822	\$\$\$
COMAL COUNTY	\$0.377915	\$\$\$

COMAL ISD	\$1.32	\$
NEW BRAUNFELS ISD	\$1.29	\$
STATE OF TEXAS	\$0.00	

TOTAL TAX RATE IF IN CISD	\$2.19	\$
TOTAL TAX RATE IF IN NBISD	\$2.16	\$

SALES TAX

- » 6.25% STATE
- » 1.5% CITY
- » 0.5% COUNTY



NO PERSONAL OR CORPORATE INCOME TAX IN TEXAS

PROPERTY TAX COMPARISON

BASTROP ISD **\$1.37**

COMAL ISD **\$1.32**

HAYS/BUDA ISD **\$1.46**

NBISD **\$1.29**

NEISD (SAN ANTONIO) **\$1.29**

PFLUGERVILLE ISD **\$1.47**

SCHERTZ ISD **\$1.42**

SEGUIN ISD **\$1.38**

New Braunfels Economic Development Council (NBEDC) is a non-profit umbrella organization that serves as the public/private partnership involving the City of New Braunfels via the Type 4B Board (NBIDC), Greater New Braunfels Economic Development Foundation (GNBEDF), Comal County, New Braunfels Utilities (NBU) and The Greater New Braunfels Chamber of Commerce (GNBCC). 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 **BusinessInNewBraunfels.com** to learn more about the services and incentives we offer.

MICHAEL MEEK
President, Chamber

ROBERT CAMARENO
City of New Braunfels

TIM ZIPP
Chairman, GNBEDF

NEAL LINNARTZ
NBEDC Board President

CHESTER JENKE
Chamber, VP, EDC

HOLLY COVINGTON MALISH
Director, Chamber, EDC, Research and Marketing

JEFF JEWELL
City of New Braunfels
Economic and Community 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 and state “incentives”
- + Assistance with specialized market research needs
- + Follow-through with the development process
- + Permit expediting through city departments



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