



TheRetailCoach®

# CELLPHONE USER SURVEY MAY 2017

New Braunfels, Texas

Prepared for  
Greater New Braunfels Chamber of Commerce  
May 2017



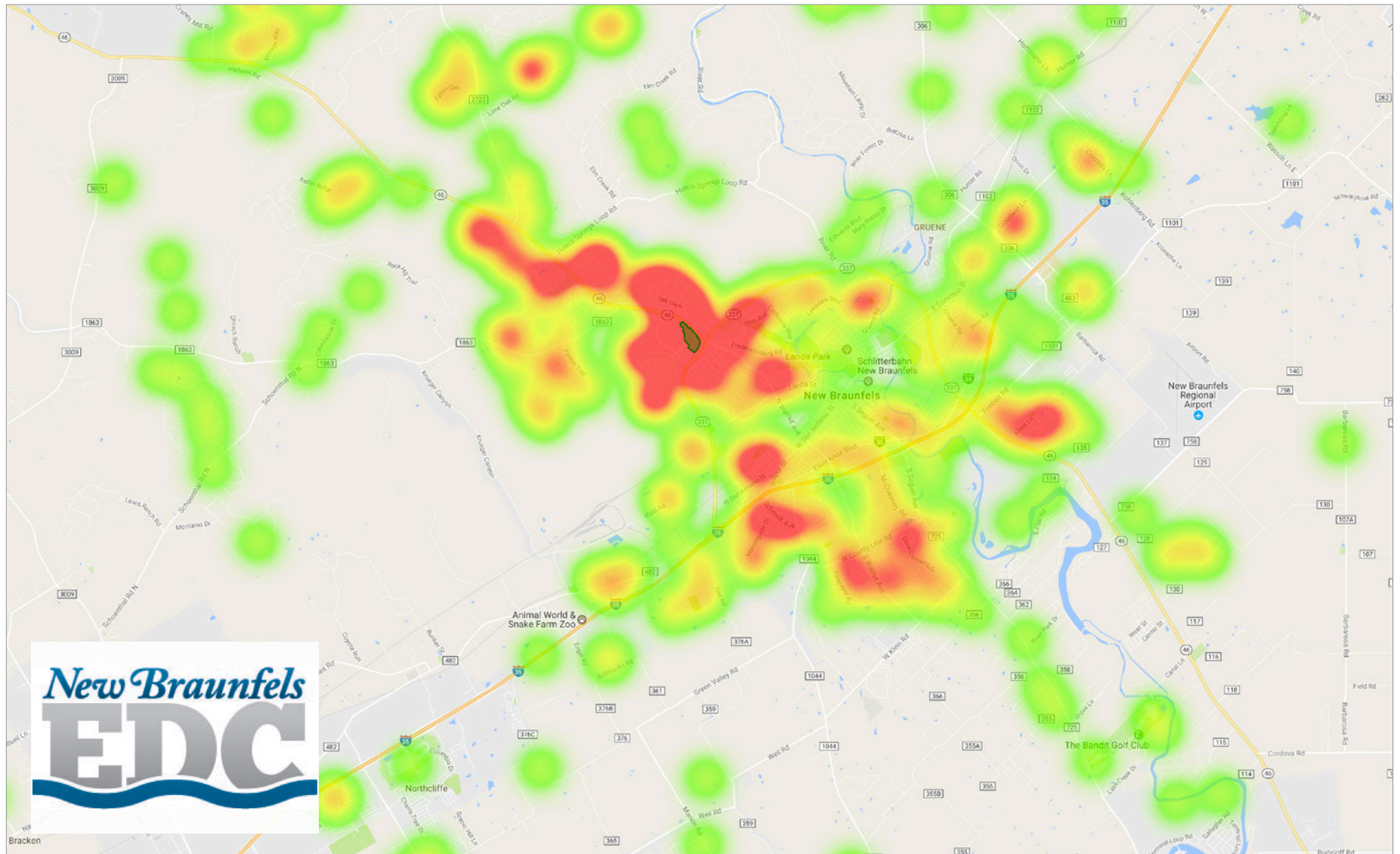


# LOOP 337 - OVERALL

New Braunfels, Texas

3+ VISITS

Heat Map



## CONTACT

**RUSTY BROCKMAN, DIRECTOR OF ECONOMIC DEVELOPMENT**

Greater New Braunfels Chamber of Commerce | 390 South Seguin Avenue | New Braunfels, Texas 78130 | 830.608.281  
rusty@nbcham.org | www.buildnb.org

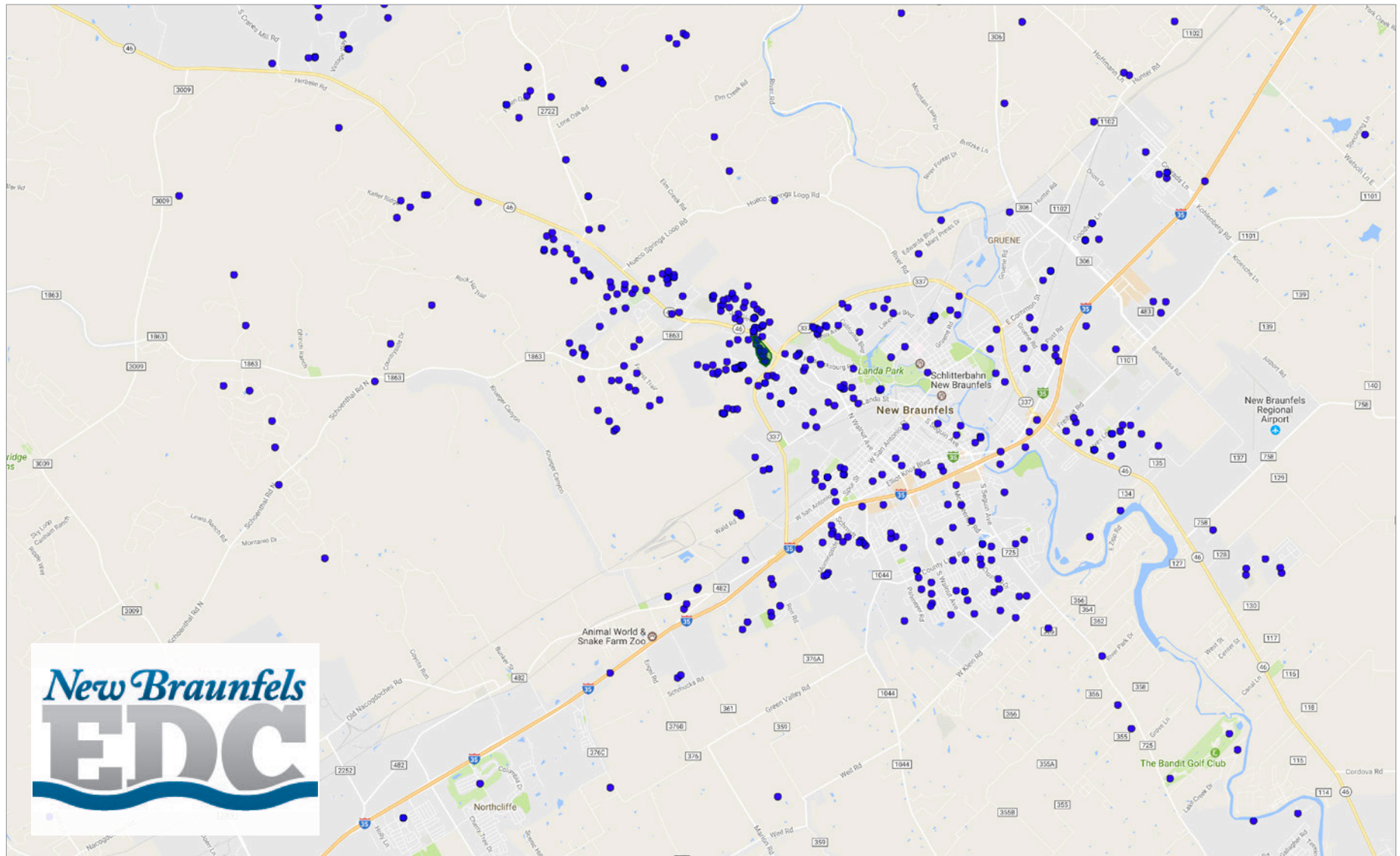


# LOOP 337 -OVERALL

New Braunfels, Texas

3+ VISITS

Pin Map



## CONTACT

**RUSTY BROCKMAN, DIRECTOR OF ECONOMIC DEVELOPMENT**

Greater New Braunfels Chamber of Commerce | 390 South Seguin Avenue | New Braunfels, Texas 78130 | 830.608.281  
rusty@nbcham.org | [www.buildnb.org](http://www.buildnb.org)

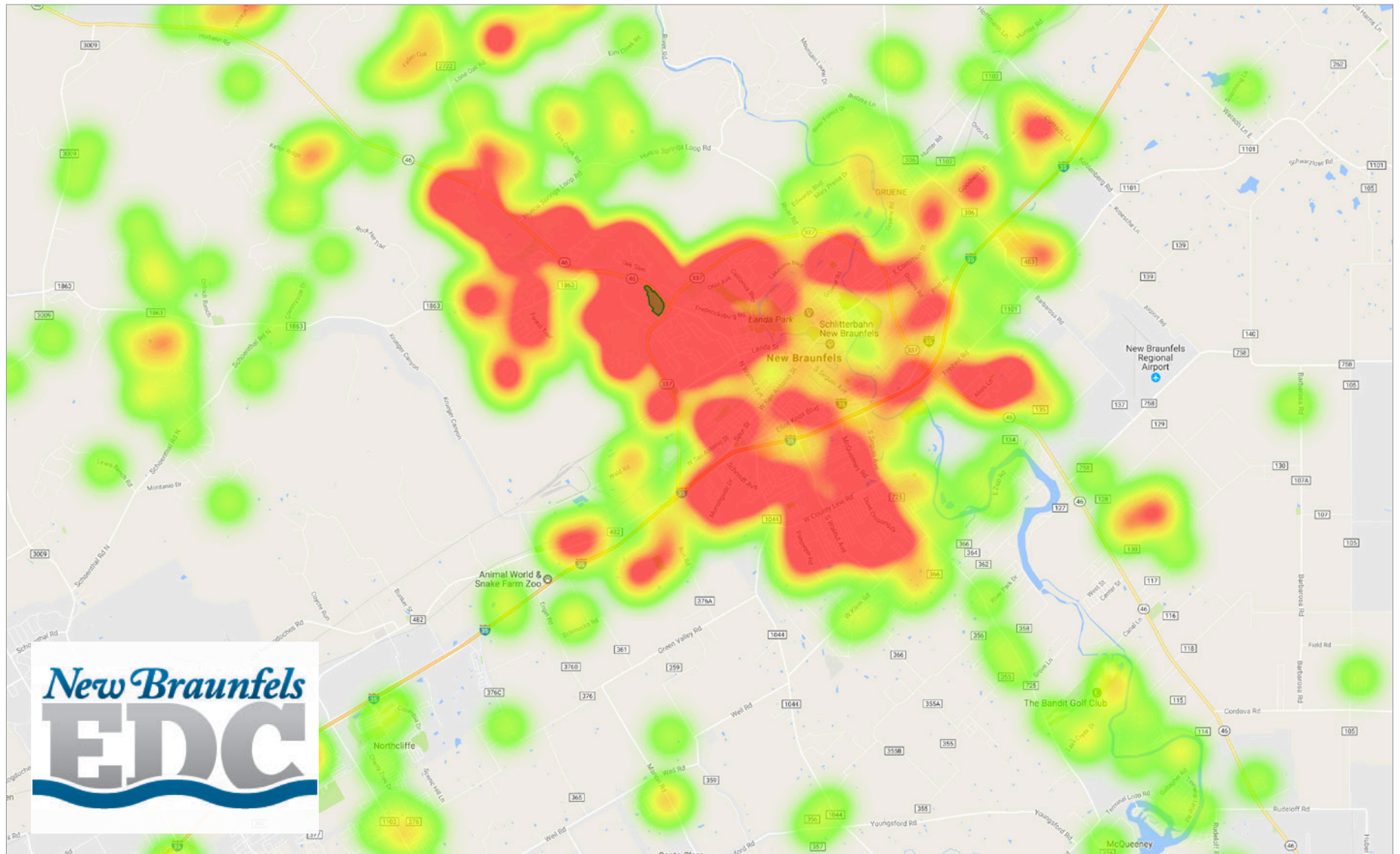


# LOOP 337 - OVERALL

New Braunfels, Texas

2+ VISITS

Heat Map



## CONTACT

**RUSTY BROCKMAN, DIRECTOR OF ECONOMIC DEVELOPMENT**

Greater New Braunfels Chamber of Commerce | 390 South Seguin Avenue | New Braunfels, Texas 78130 | 830.608.281  
rusty@nbcham.org | [www.buildnb.org](http://www.buildnb.org)

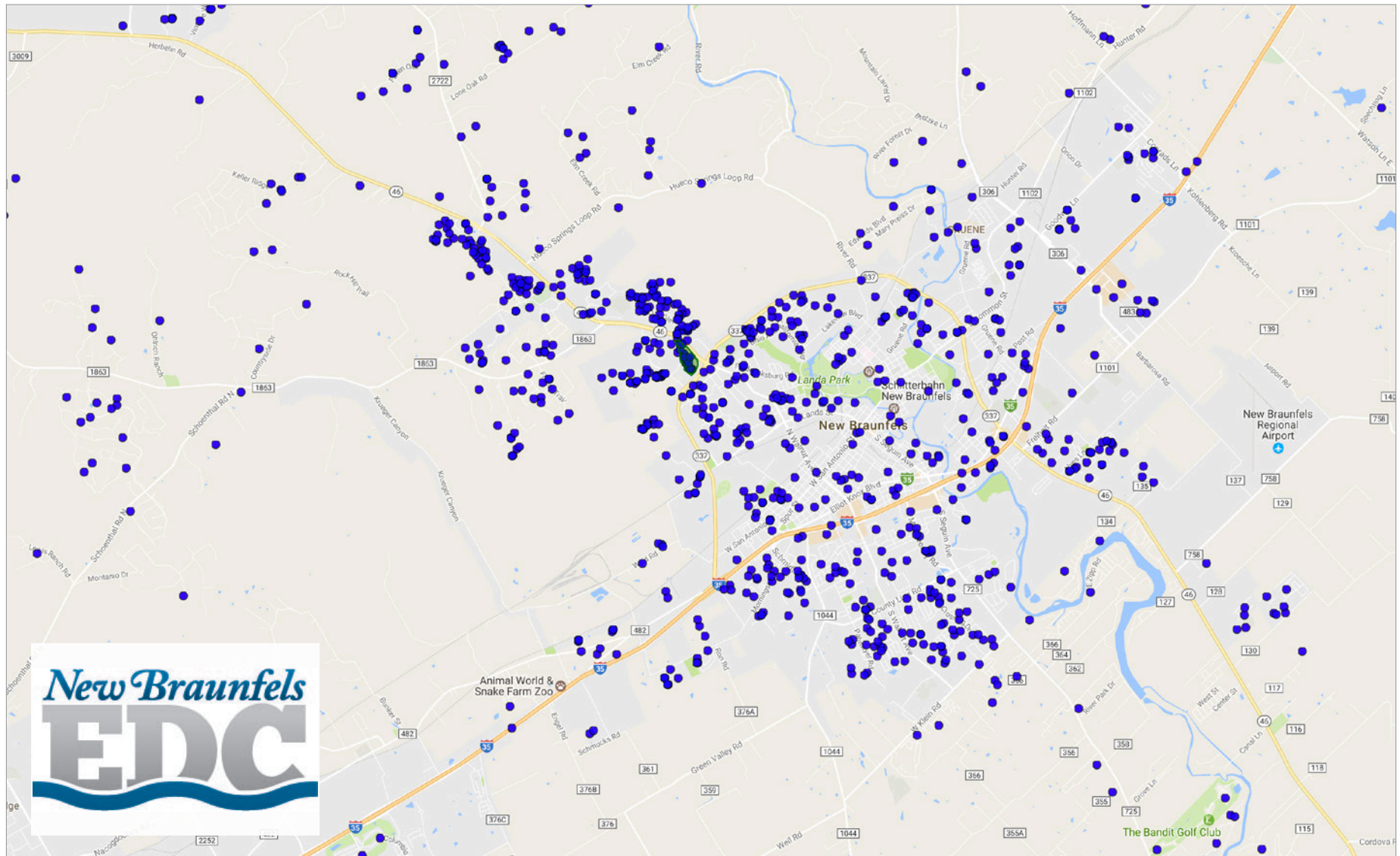


# LOOP 337 - OVERALL

New Braunfels, Texas

2+ VISITS

Pin Map



**CONTACT**

**RUSTY BROCKMAN, DIRECTOR OF ECONOMIC DEVELOPMENT**

Greater New Braunfels Chamber of Commerce | 390 South Seguin Avenue | New Braunfels, Texas 78130 | 830.608.281  
rusty@nbcham.org | [www.buildnb.org](http://www.buildnb.org)

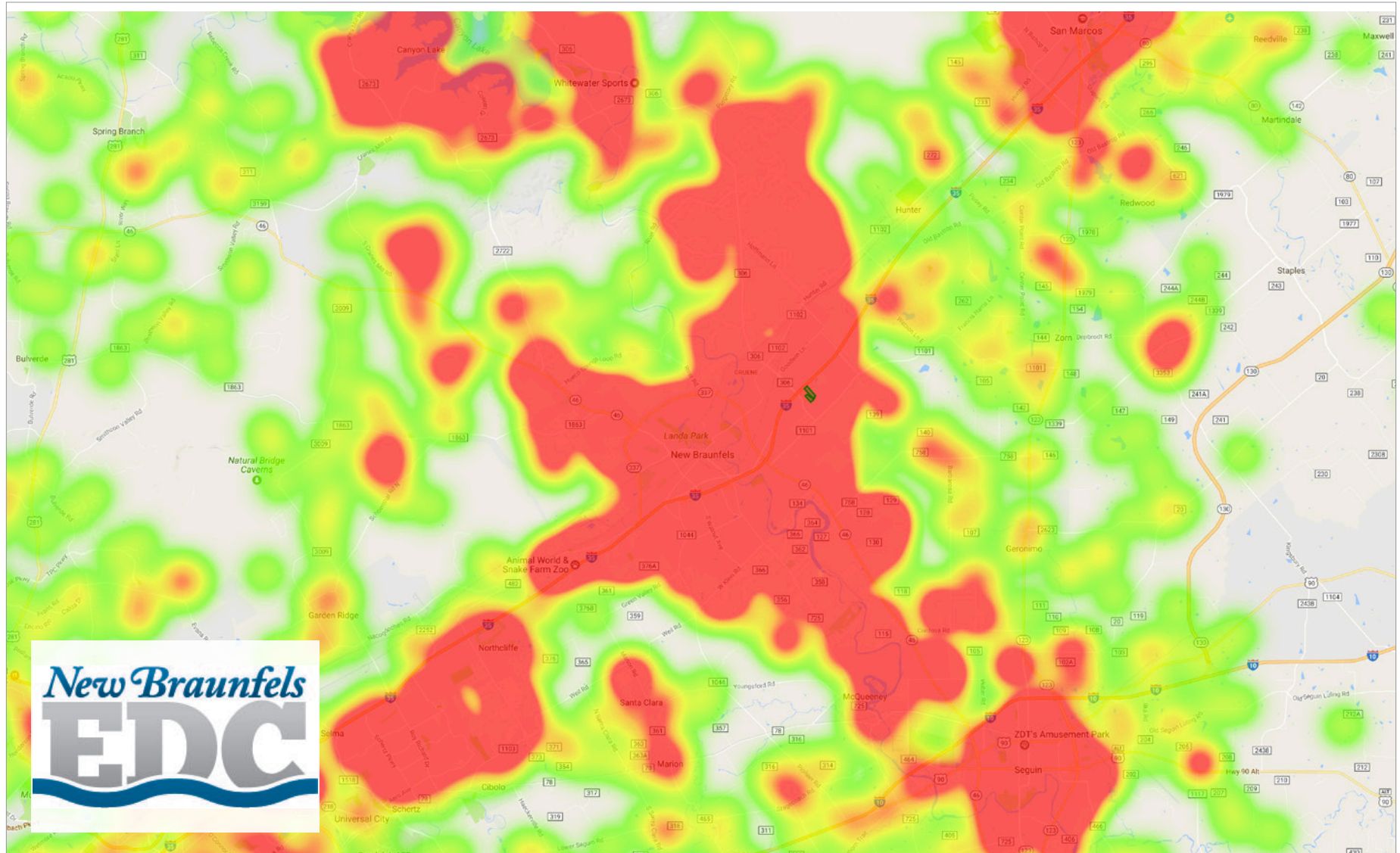


# LOOP 337 - OVERALL

New Braunfels, Texas

1+ VISITS

Heat Map



## CONTACT

**RUSTY BROCKMAN, DIRECTOR OF ECONOMIC DEVELOPMENT**

Greater New Braunfels Chamber of Commerce | 390 South Seguin Avenue | New Braunfels, Texas 78130 | 830.608.281  
rusty@nbcham.org | [www.buildnb.org](http://www.buildnb.org)

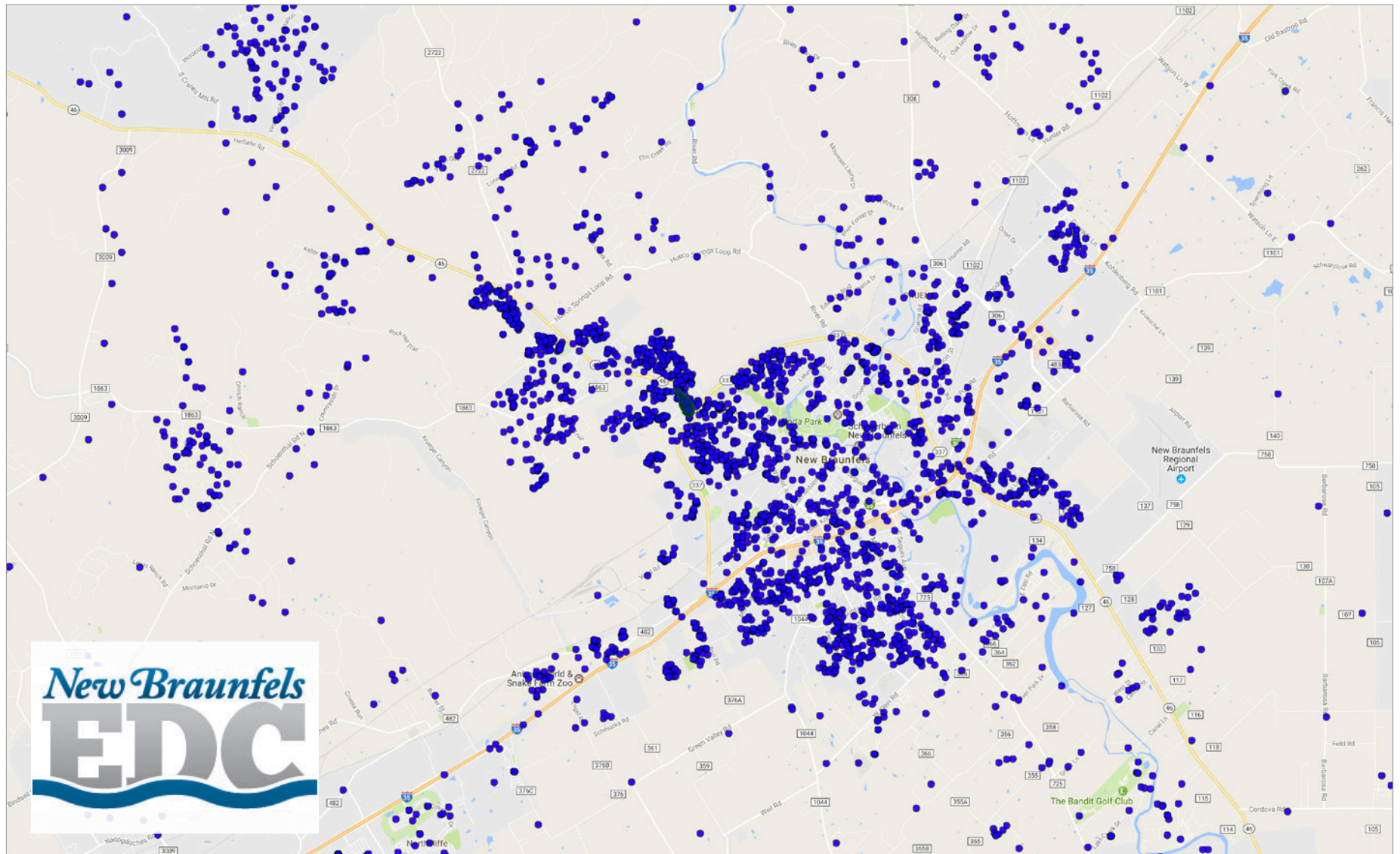


# LOOP 337 - OVERALL

New Braunfels, Texas

1+ VISITS

Pin Map



## CONTACT

**RUSTY BROCKMAN, DIRECTOR OF ECONOMIC DEVELOPMENT**

Greater New Braunfels Chamber of Commerce | 390 South Seguin Avenue | New Braunfels, Texas 78130 | 830.608.281  
rusty@nbcham.org | [www.buildnb.org](http://www.buildnb.org)

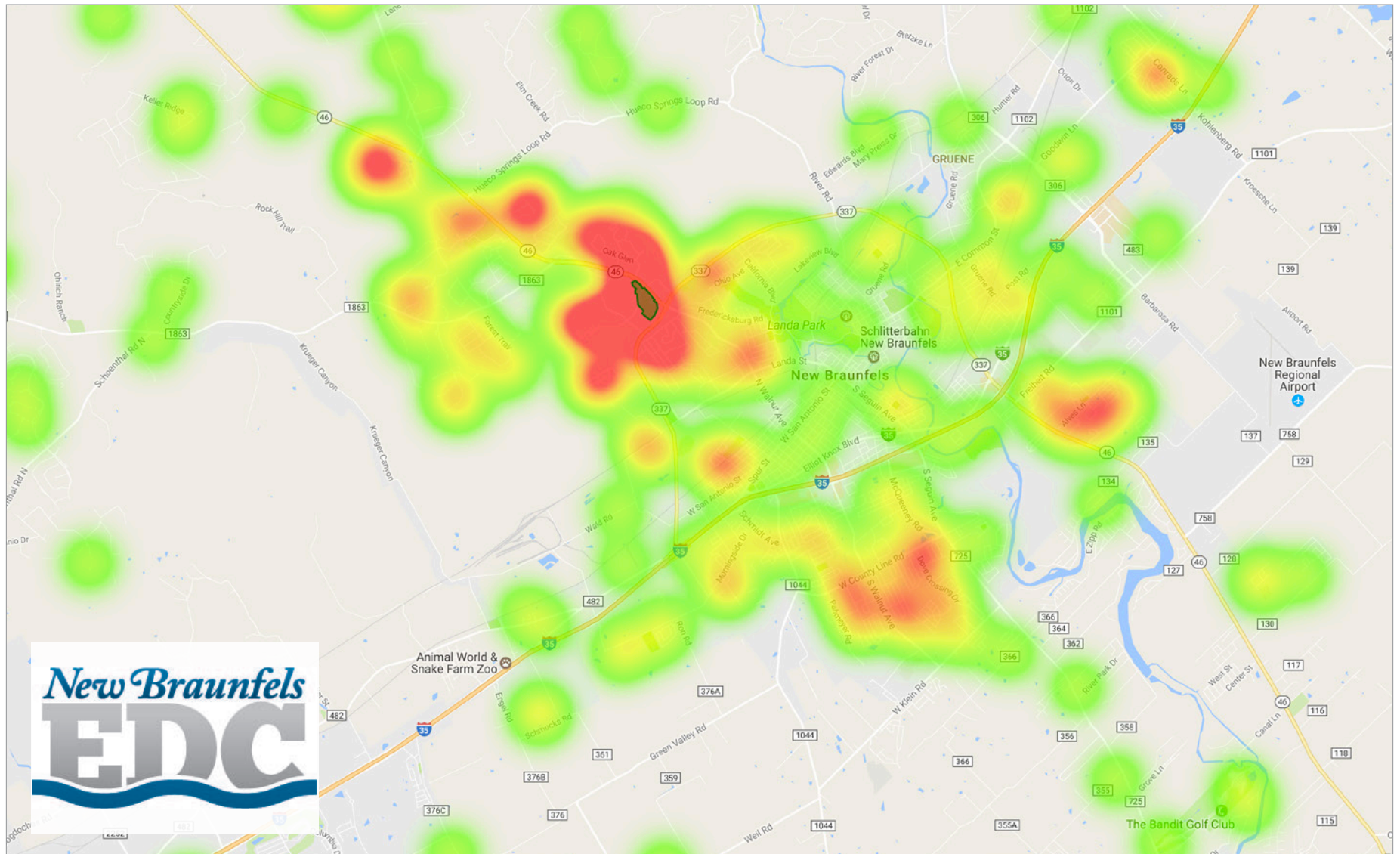


# LOOP 337 - LUNCH (11 AM-2 PM)

New Braunfels, Texas

3+ VISITS

Heat Map



## CONTACT

**RUSTY BROCKMAN, DIRECTOR OF ECONOMIC DEVELOPMENT**

Greater New Braunfels Chamber of Commerce | 390 South Seguin Avenue | New Braunfels, Texas 78130 | 830.608.281  
rusty@nbcham.org | [www.buildnb.org](http://www.buildnb.org)

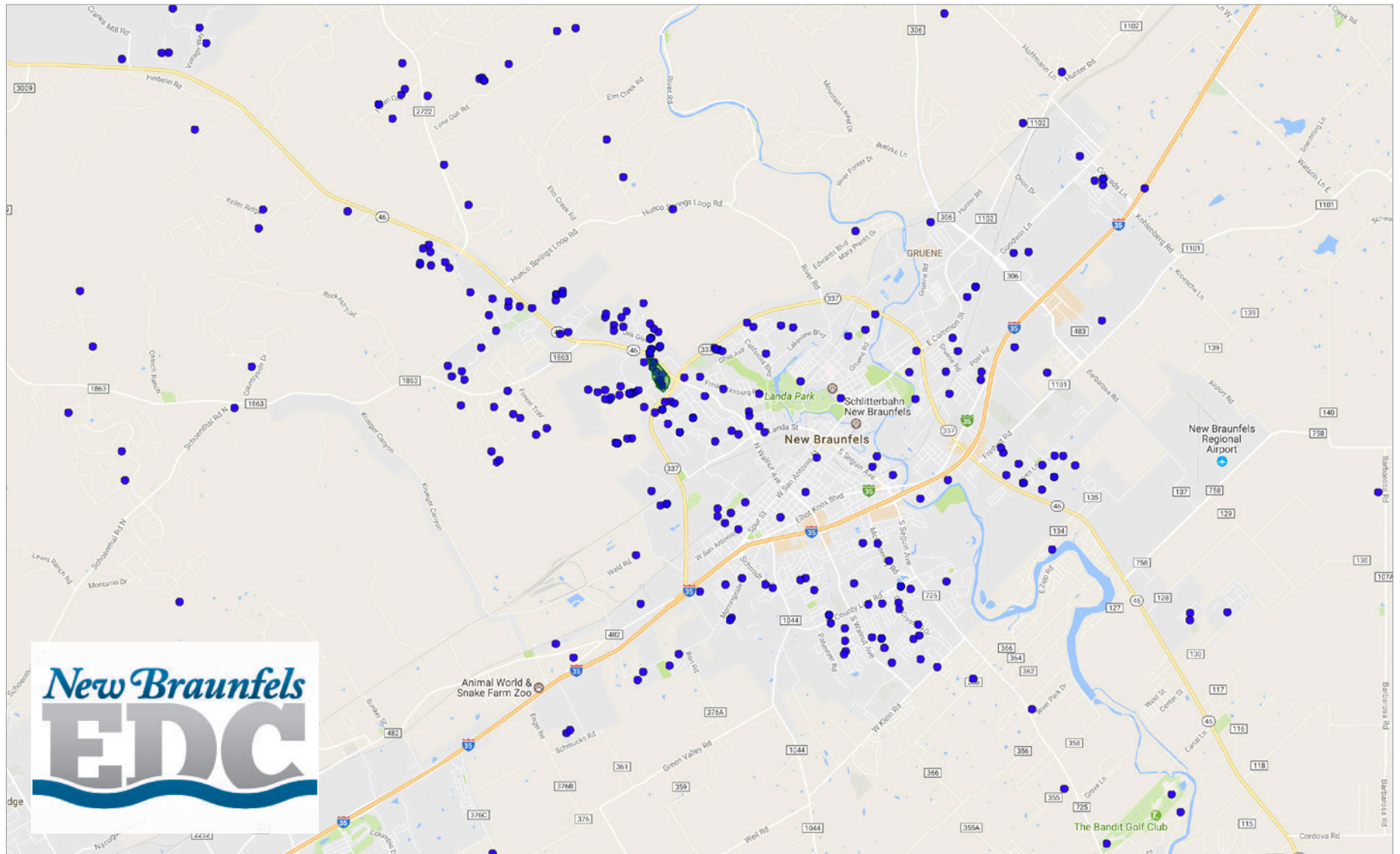


# LOOP 337 - LUNCH (11 AM-2 PM)

New Braunfels, Texas

3+ VISITS

Pin Map



## CONTACT

**RUSTY BROCKMAN, DIRECTOR OF ECONOMIC DEVELOPMENT**

Greater New Braunfels Chamber of Commerce | 390 South Seguin Avenue | New Braunfels, Texas 78130 | 830.608.281  
rusty@nbcham.org | [www.buildnb.org](http://www.buildnb.org)

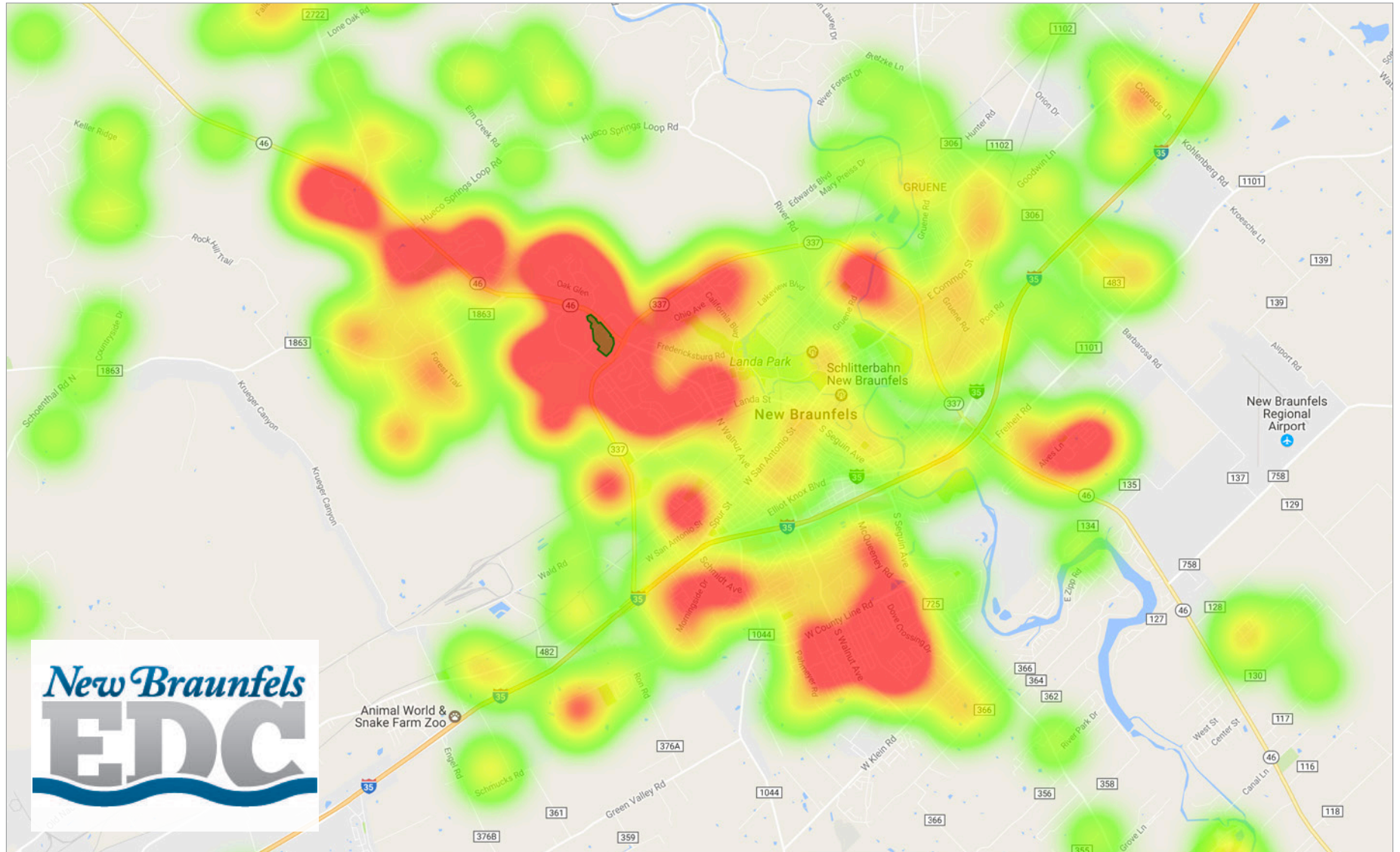


# LOOP 337 - LUNCH (11 AM-2 PM)

New Braunfels, Texas

2+ VISITS

Heat Map



## CONTACT

**RUSTY BROCKMAN, DIRECTOR OF ECONOMIC DEVELOPMENT**

Greater New Braunfels Chamber of Commerce | 390 South Seguin Avenue | New Braunfels, Texas 78130 | 830.608.281  
rusty@nbcham.org | [www.buildnb.org](http://www.buildnb.org)

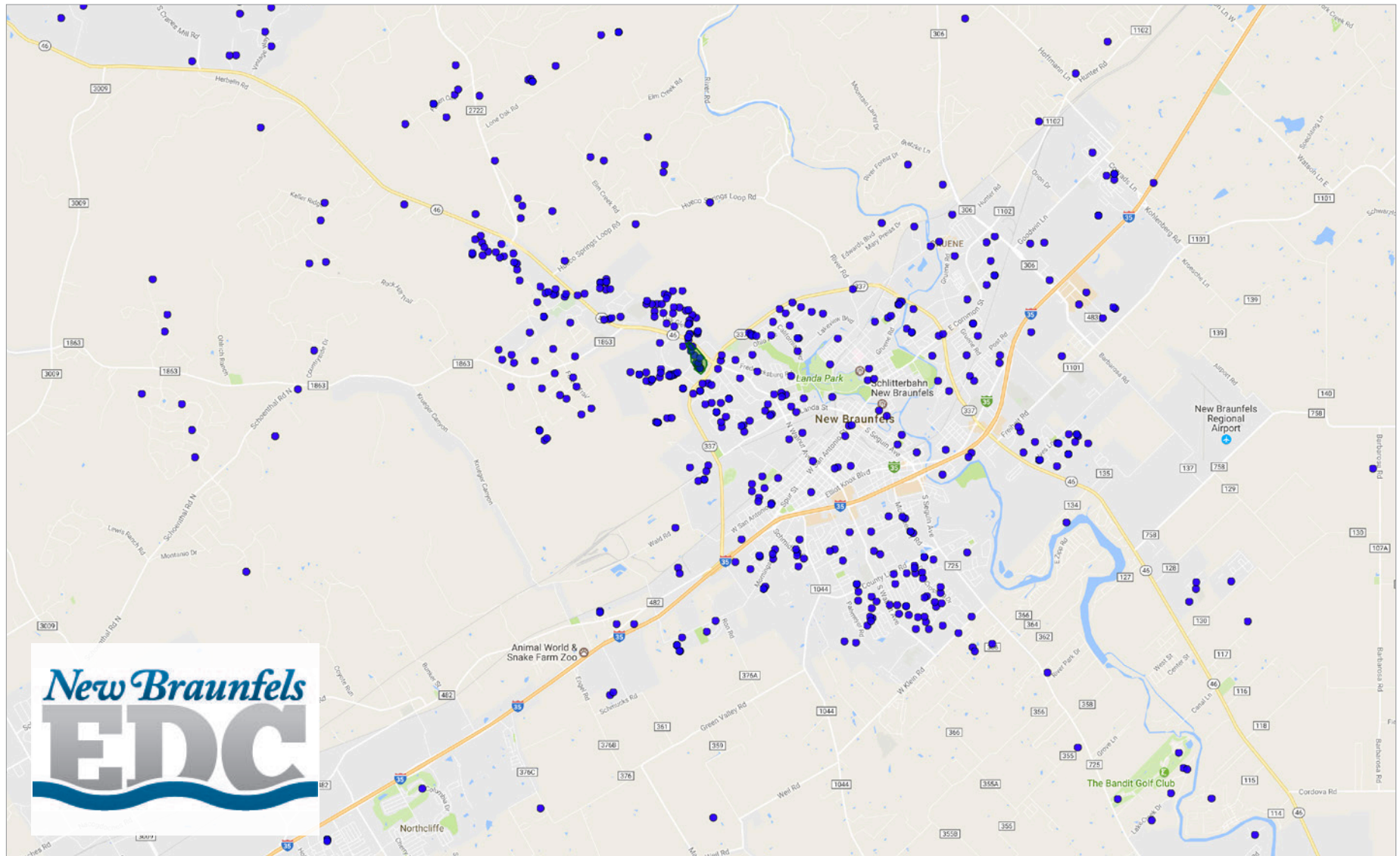


# LOOP 337 - LUNCH (11 AM-2 PM)

New Braunfels, Texas

2+ VISITS

Pin Map



CONTACT

**RUSTY BROCKMAN, DIRECTOR OF ECONOMIC DEVELOPMENT**

Greater New Braunfels Chamber of Commerce | 390 South Seguin Avenue | New Braunfels, Texas 78130 | 830.608.281  
rusty@nbcham.org | [www.buildnb.org](http://www.buildnb.org)

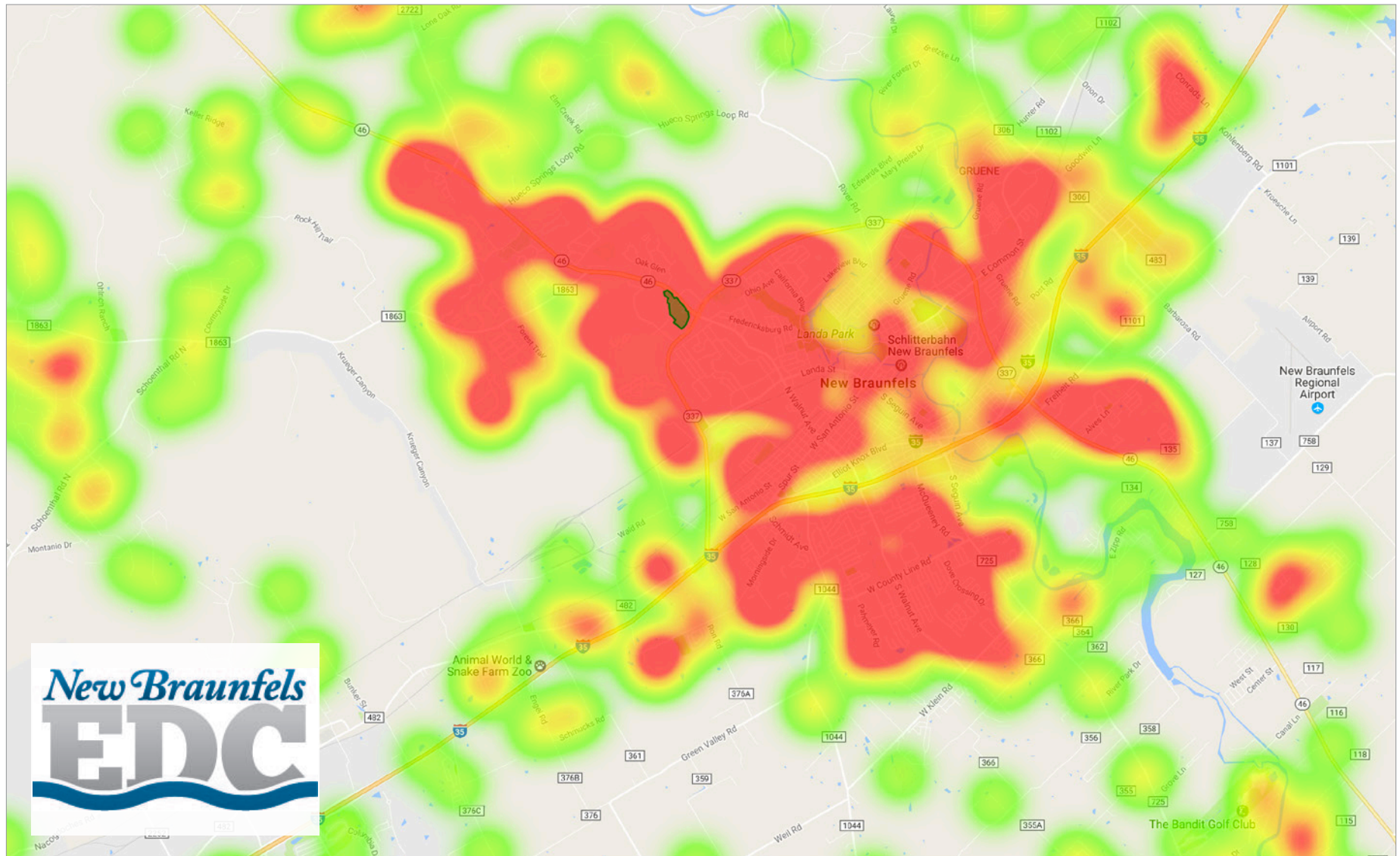


# LOOP 337 - LUNCH (11 AM-2 PM)

New Braunfels, Texas

1+ VISITS

Heat Map



CONTACT

**RUSTY BROCKMAN, DIRECTOR OF ECONOMIC DEVELOPMENT**

Greater New Braunfels Chamber of Commerce | 390 South Seguin Avenue | New Braunfels, Texas 78130 | 830.608.281  
rusty@nbcham.org | [www.buildnb.org](http://www.buildnb.org)

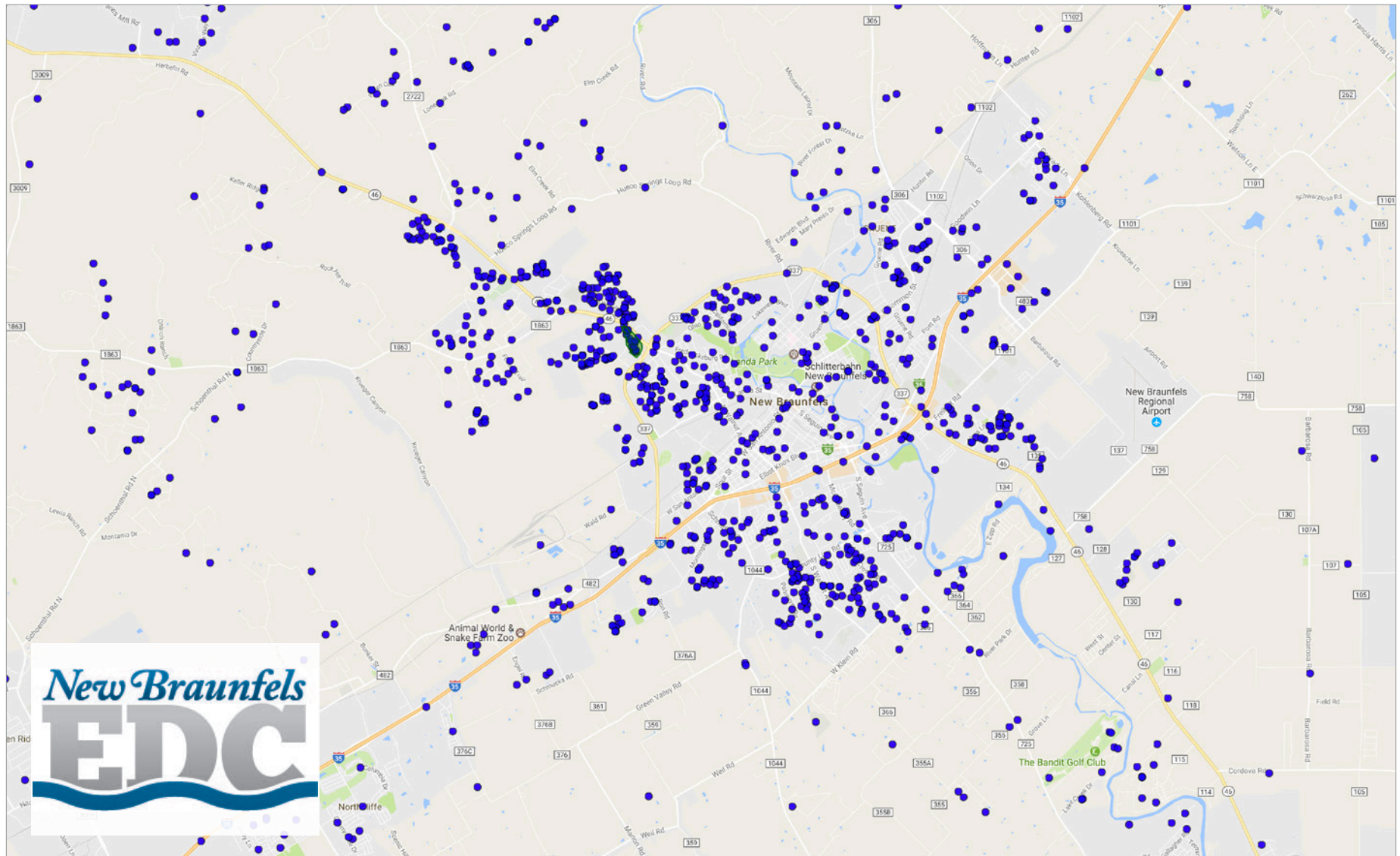


# LOOP 337 - LUNCH (11 AM-2 PM)

New Braunfels, Texas

1+ VISITS

Pin Map



**CONTACT**

**RUSTY BROCKMAN, DIRECTOR OF ECONOMIC DEVELOPMENT**

Greater New Braunfels Chamber of Commerce | 390 South Seguin Avenue | New Braunfels, Texas 78130 | 830.608.281  
rusty@nbcham.org | [www.buildnb.org](http://www.buildnb.org)

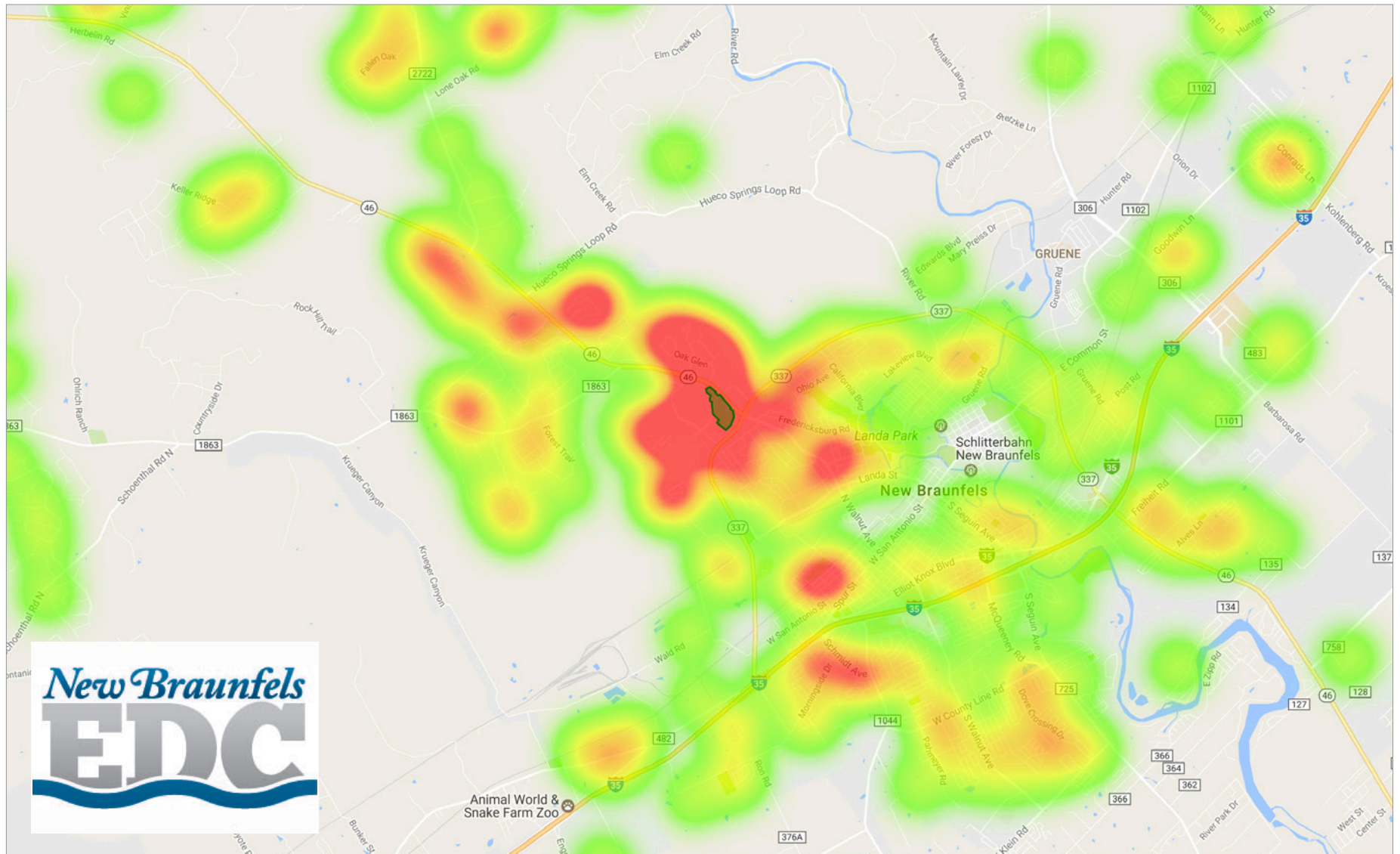


# LOOP 337 - EVENING (5PM-11PM)

New Braunfels, Texas

3+ VISITS

Heat Map



## CONTACT

**RUSTY BROCKMAN, DIRECTOR OF ECONOMIC DEVELOPMENT**

Greater New Braunfels Chamber of Commerce | 390 South Seguin Avenue | New Braunfels, Texas 78130 | 830.608.281  
rusty@nbcham.org | www.buildnb.org

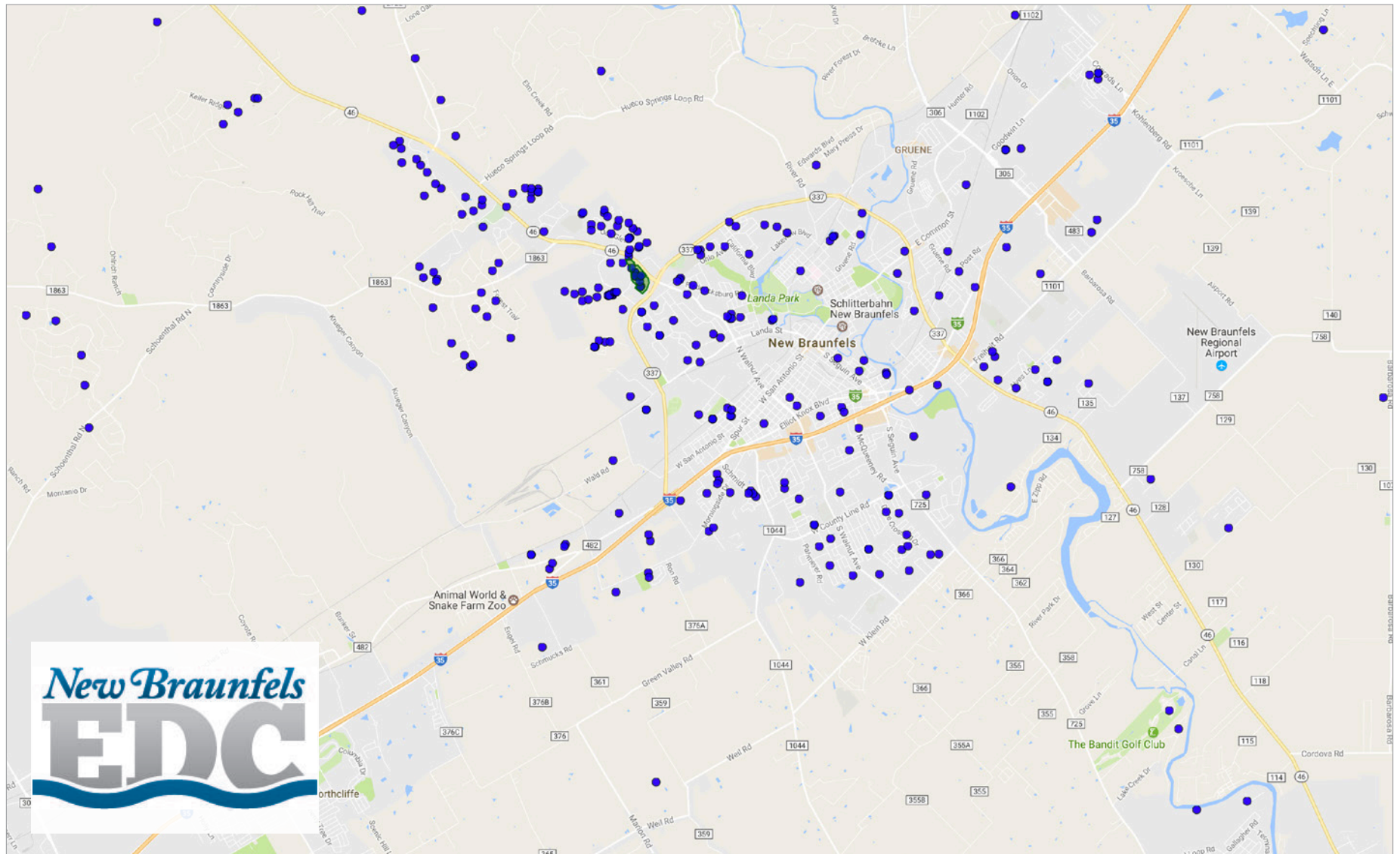


# LOOP 337- EVENING (5PM-11PM)

New Braunfels, Texas

3+ VISITS

Pin Map



## CONTACT

**RUSTY BROCKMAN, DIRECTOR OF ECONOMIC DEVELOPMENT**

Greater New Braunfels Chamber of Commerce | 390 South Seguin Avenue | New Braunfels, Texas 78130 | 830.608.281  
rusty@nbcham.org | [www.buildnb.org](http://www.buildnb.org)

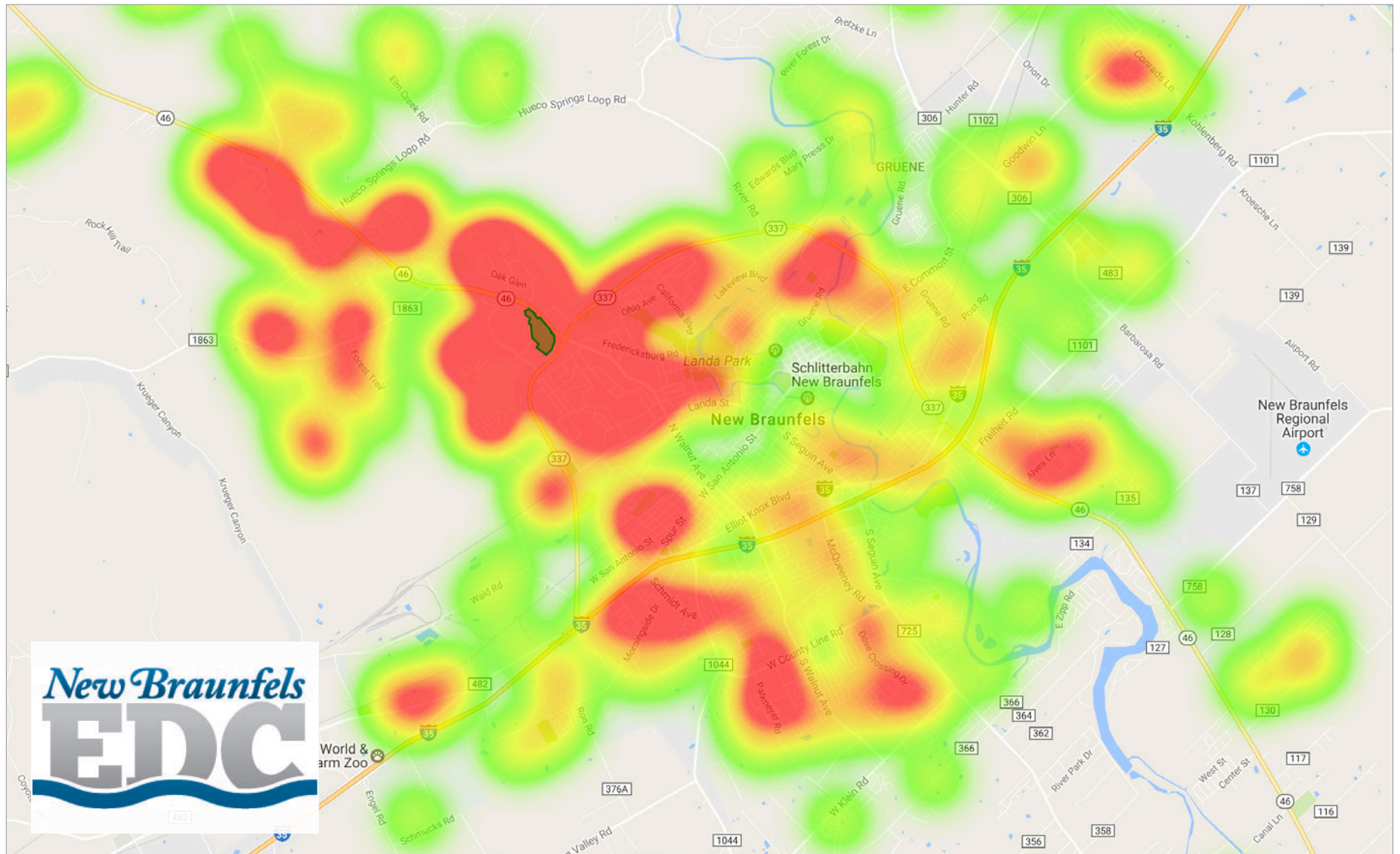


# LOOP 337 - EVENING (5PM-11PM)

New Braunfels, Texas

2+ VISITS

Heat Map



**CONTACT** RUSTY BROCKMAN, DIRECTOR OF ECONOMIC DEVELOPMENT

Greater New Braunfels Chamber of Commerce | 390 South Seguin Avenue | New Braunfels, Texas 78130 | 830.608.281  
rusty@nbcham.org | www.buildnb.org

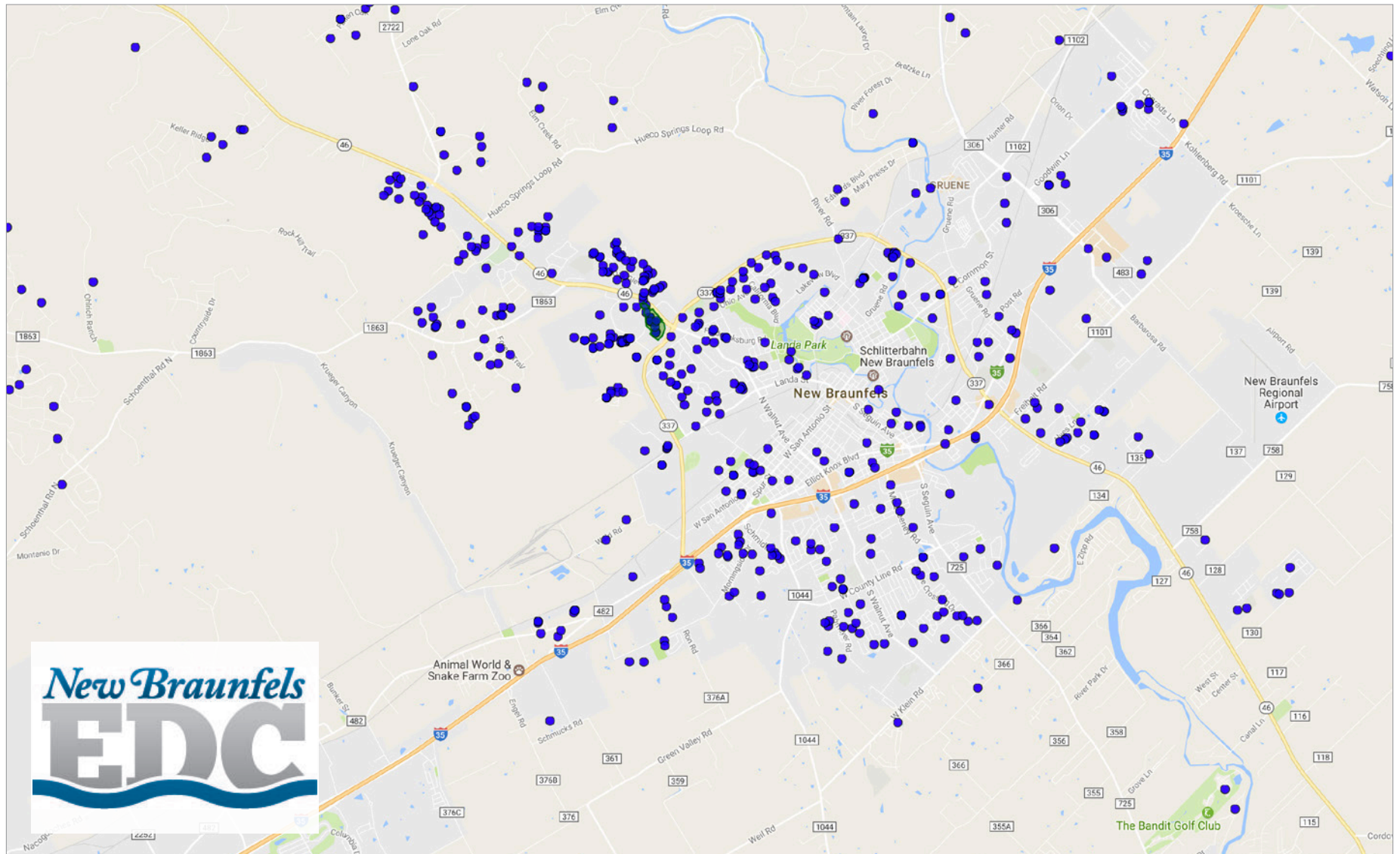


# LOOP 337 - EVENING (5PM-11PM)

New Braunfels, Texas

2+ VISITS

Pin Map



## CONTACT

**RUSTY BROCKMAN, DIRECTOR OF ECONOMIC DEVELOPMENT**

Greater New Braunfels Chamber of Commerce | 390 South Seguin Avenue | New Braunfels, Texas 78130 | 830.608.281  
rusty@nbcham.org | [www.buildnb.org](http://www.buildnb.org)

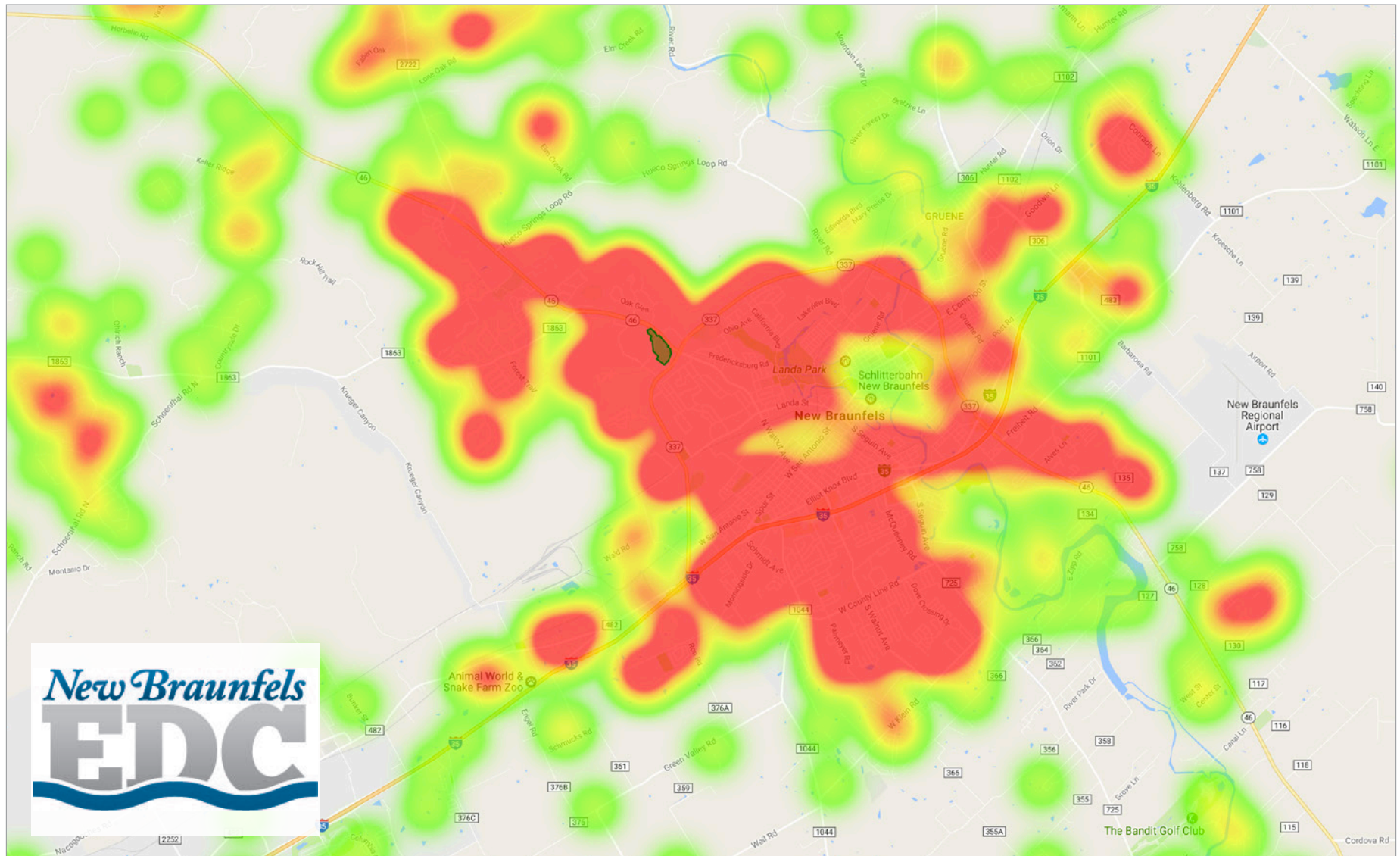


# LOOP 337 - EVENING (5PM-11PM)

New Braunfels, Texas

1+ VISITS

Heat Map



## CONTACT

**RUSTY BROCKMAN, DIRECTOR OF ECONOMIC DEVELOPMENT**

Greater New Braunfels Chamber of Commerce | 390 South Seguin Avenue | New Braunfels, Texas 78130 | 830.608.281  
rusty@nbcham.org | [www.buildnb.org](http://www.buildnb.org)

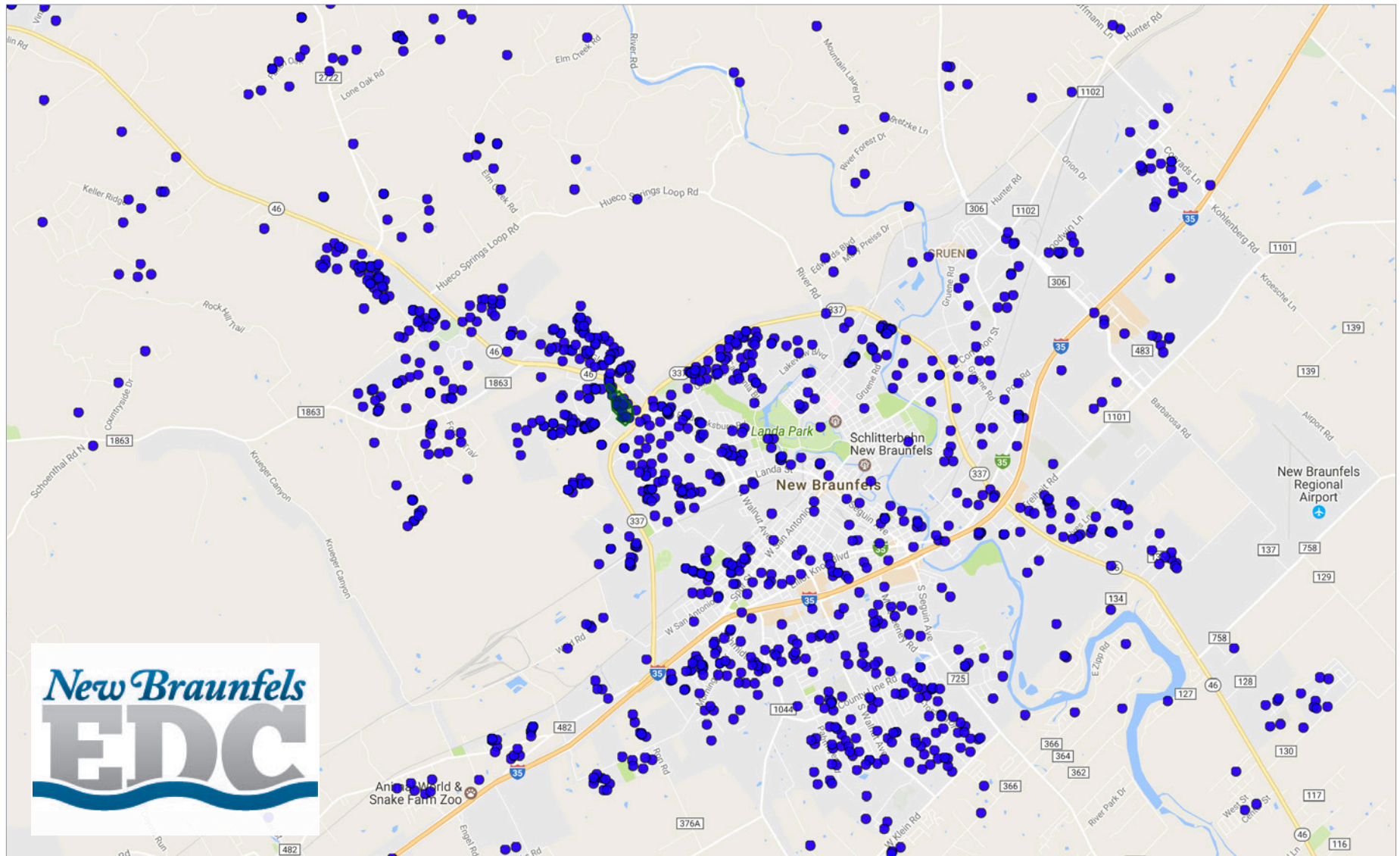


# LOOP 337- EVENING (5PM-11PM)

New Braunfels, Texas

1+ VISITS

Pin Map



## CONTACT

**RUSTY BROCKMAN, DIRECTOR OF ECONOMIC DEVELOPMENT**

Greater New Braunfels Chamber of Commerce | 390 South Seguin Avenue | New Braunfels, Texas 78130 | 830.608.281  
rusty@nbcham.org | [www.buildnb.org](http://www.buildnb.org)

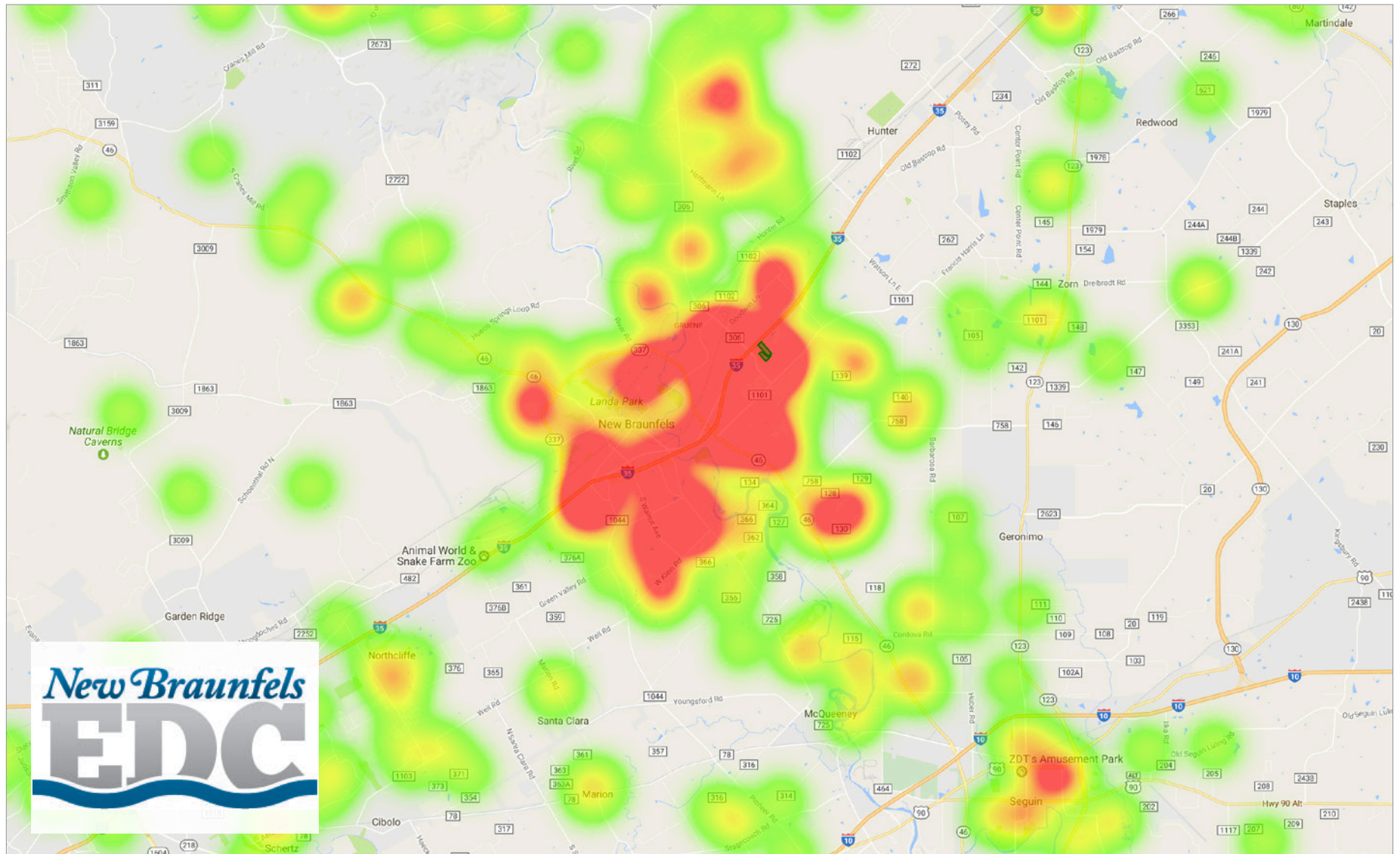


# I-35 RETAIL COORIDOR - OVERALL

New Braunfels, Texas

3+ VISITS

Heat Map



## CONTACT

**RUSTY BROCKMAN, DIRECTOR OF ECONOMIC DEVELOPMENT**

Greater New Braunfels Chamber of Commerce | 390 South Seguin Avenue | New Braunfels, Texas 78130 | 830.608.281

rusty@nbcham.org | [www.buildnb.org](http://www.buildnb.org)



## 3+ VISITS

The map displays the Central Texas region, focusing on the New Braunfels area. Numerous blue dots are scattered across the landscape, representing various locations within the EDC's service area. Major cities such as Austin, San Antonio, and Fredericksburg are labeled, along with numerous smaller towns and highways. The New Braunfels EDC logo is prominently displayed in the bottom left corner, featuring the text "New Braunfels EDC" in a stylized font with a blue wave graphic below it.

**RUSTY BROCKMAN, DIRECTOR OF ECONOMIC DEVELOPMENT**

21

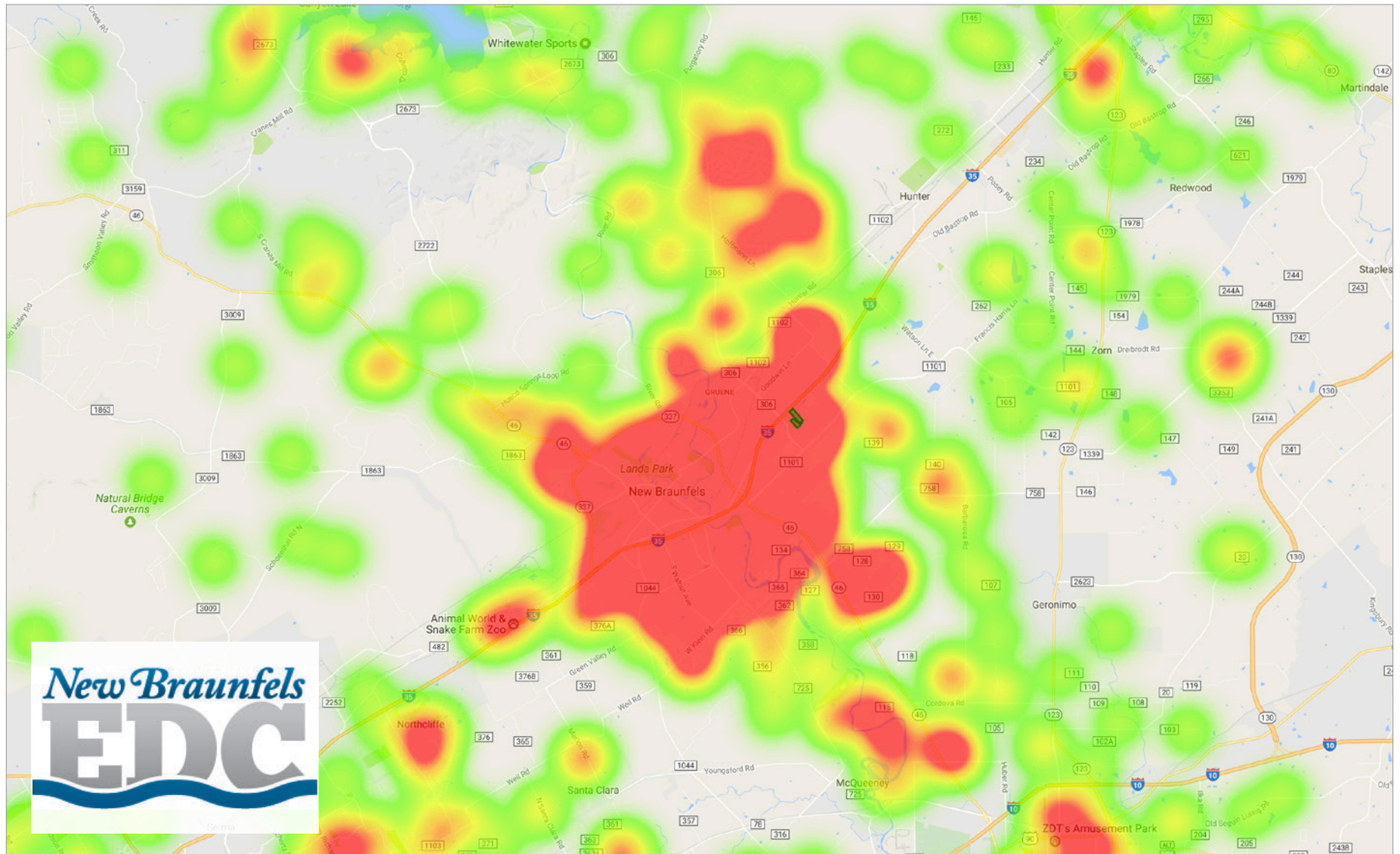


# I-35 RETAIL COORIDOR - OVERALL

New Braunfels, Texas

2+ VISITS

Heat Map



## CONTACT

**RUSTY BROCKMAN, DIRECTOR OF ECONOMIC DEVELOPMENT**

Greater New Braunfels Chamber of Commerce | 390 South Seguin Avenue | New Braunfels, Texas 78130 | 830.608.281  
rusty@nbcham.org | [www.buildnb.org](http://www.buildnb.org)

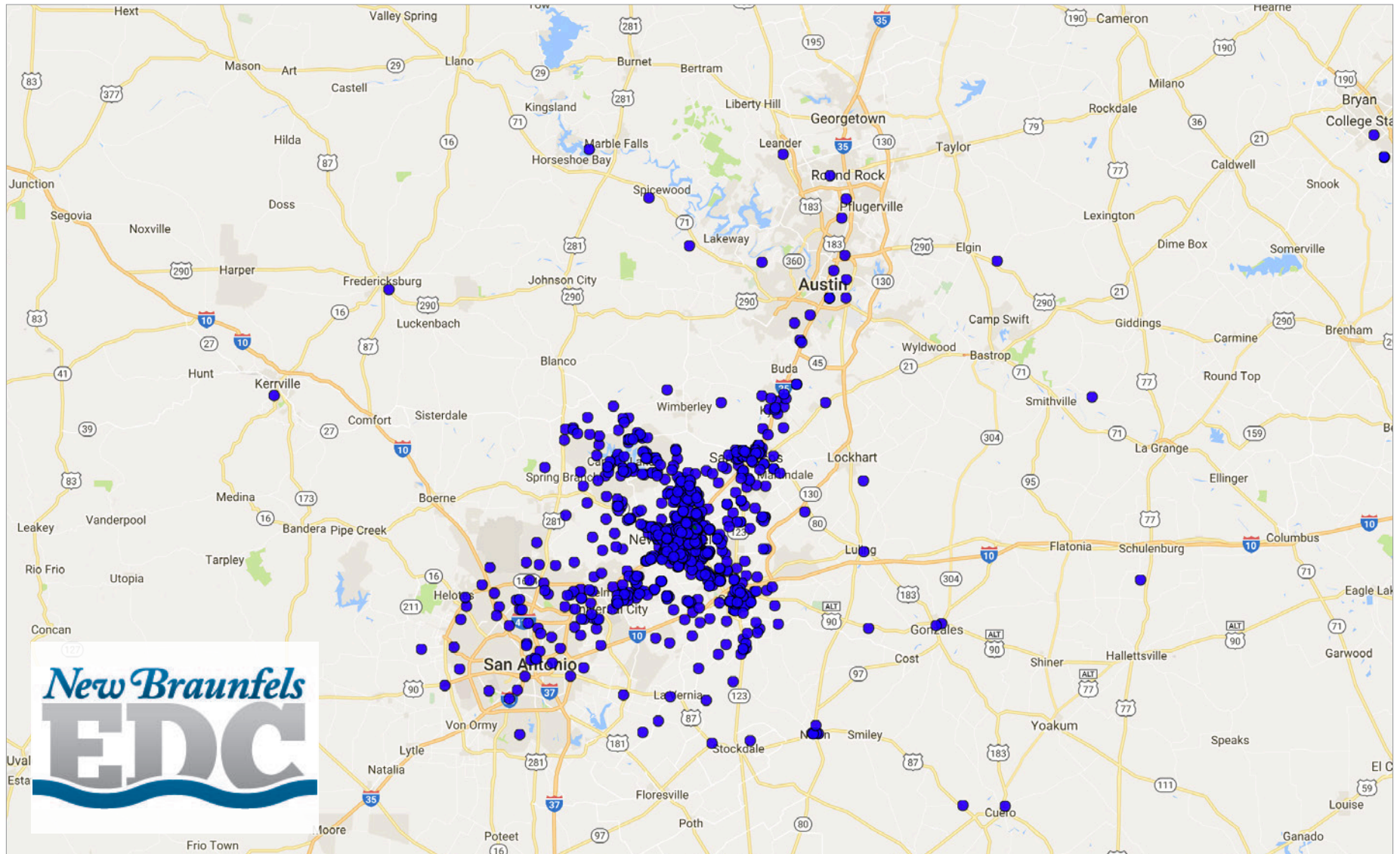


# I-35 RETAIL COORIDOR - OVERALL

New Braunfels, Texas

2+ VISITS

Pin Map



**CONTACT** RUSTY BROCKMAN, DIRECTOR OF ECONOMIC DEVELOPMENT

Greater New Braunfels Chamber of Commerce | 390 South Seguin Avenue | New Braunfels, Texas 78130 | 830.608.281  
rusty@nbcham.org | [www.buildnb.org](http://www.buildnb.org)

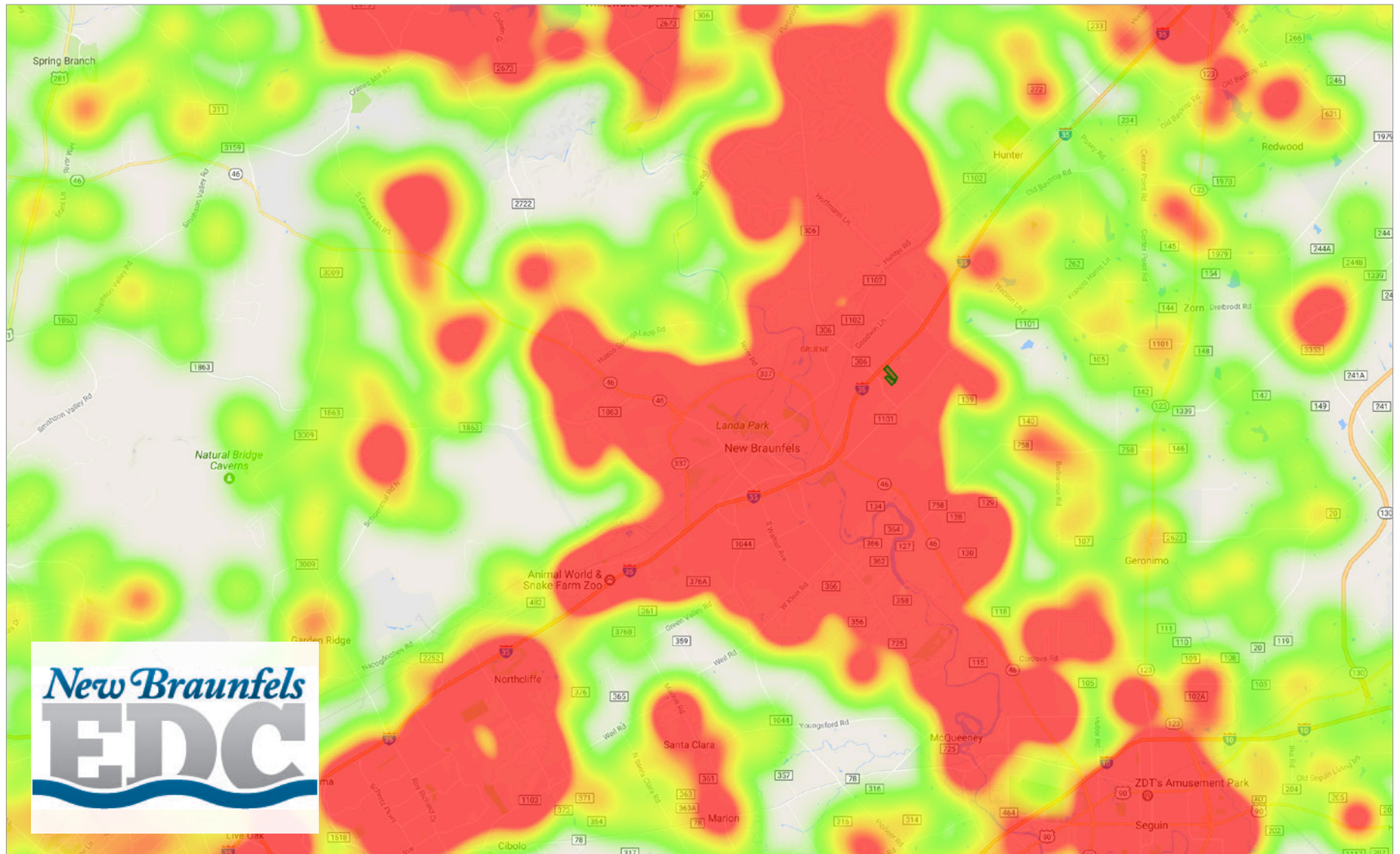


# I-35 RETAIL COORIDOR - OVERALL

New Braunfels, Texas

1+ VISITS

Heat Map



## CONTACT

**RUSTY BROCKMAN, DIRECTOR OF ECONOMIC DEVELOPMENT**

Greater New Braunfels Chamber of Commerce | 390 South Seguin Avenue | New Braunfels, Texas 78130 | 830.608.281  
rusty@nbcham.org | [www.buildnb.org](http://www.buildnb.org)

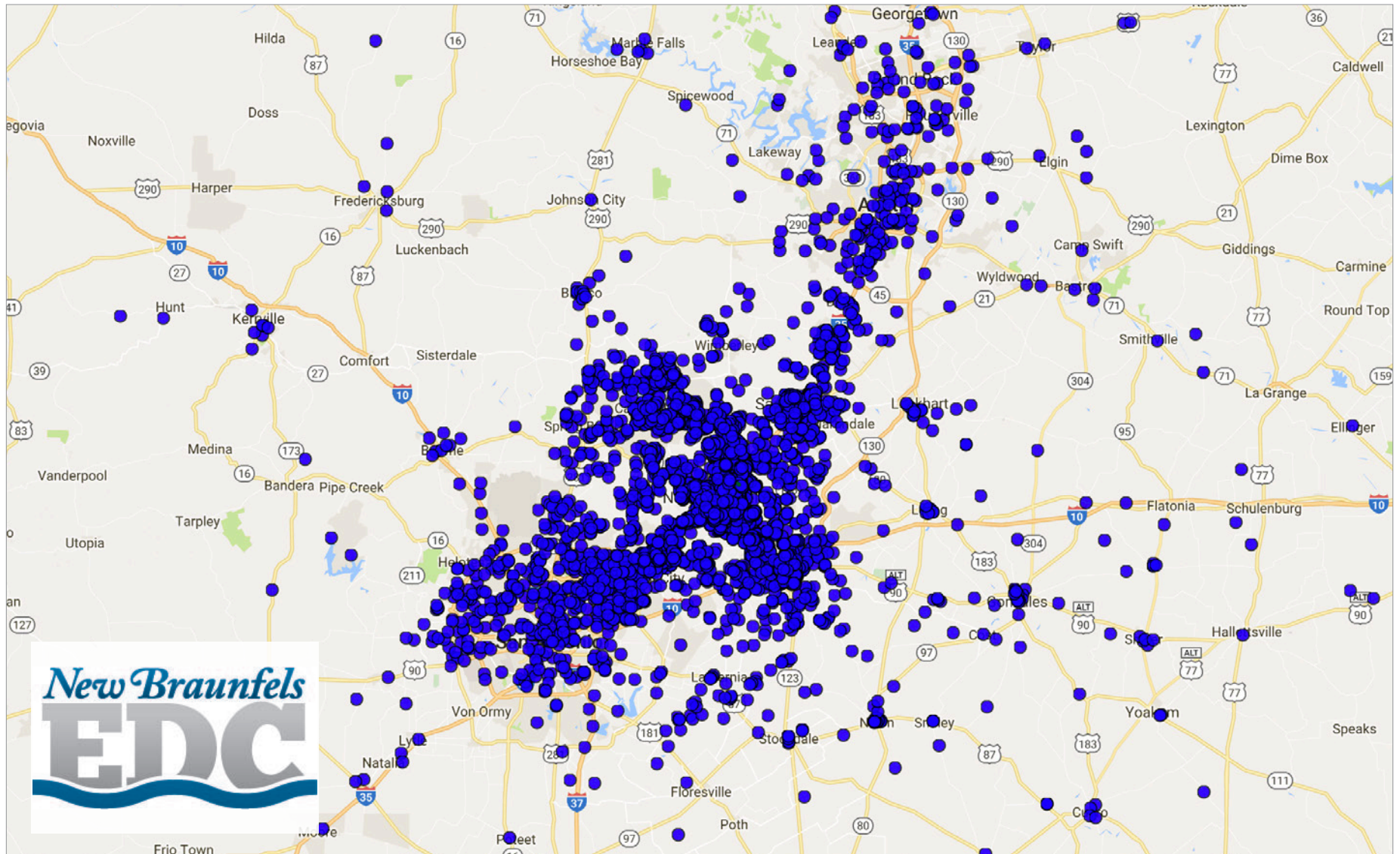


# I-35 RETAIL COORIDOR - OVERALL

New Braunfels, Texas

1+ VISITS

Pin Map



## CONTACT

**RUSTY BROCKMAN, DIRECTOR OF ECONOMIC DEVELOPMENT**

Greater New Braunfels Chamber of Commerce | 390 South Seguin Avenue | New Braunfels, Texas 78130 | 830.608.281  
rusty@nbcham.org | [www.buildnb.org](http://www.buildnb.org)

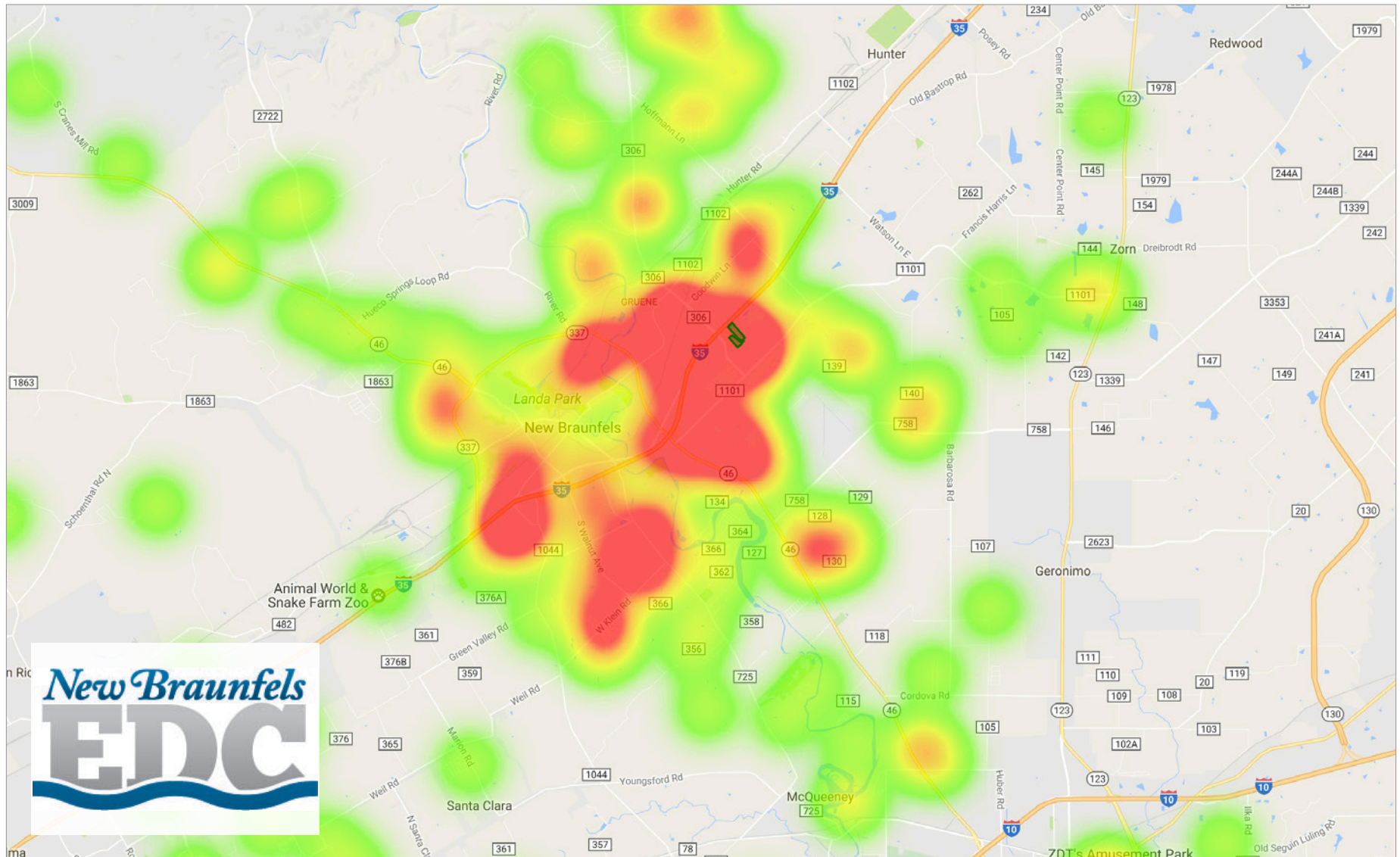


# I-35 RETAIL COORIDOR - LUNCH (11 AM-2 PM)

New Braunfels, Texas

3+ VISITS

Heat Map



## CONTACT

**RUSTY BROCKMAN, DIRECTOR OF ECONOMIC DEVELOPMENT**

Greater New Braunfels Chamber of Commerce | 390 South Seguin Avenue | New Braunfels, Texas 78130 | 830.608.281  
rusty@nbcham.org | [www.buildnb.org](http://www.buildnb.org)

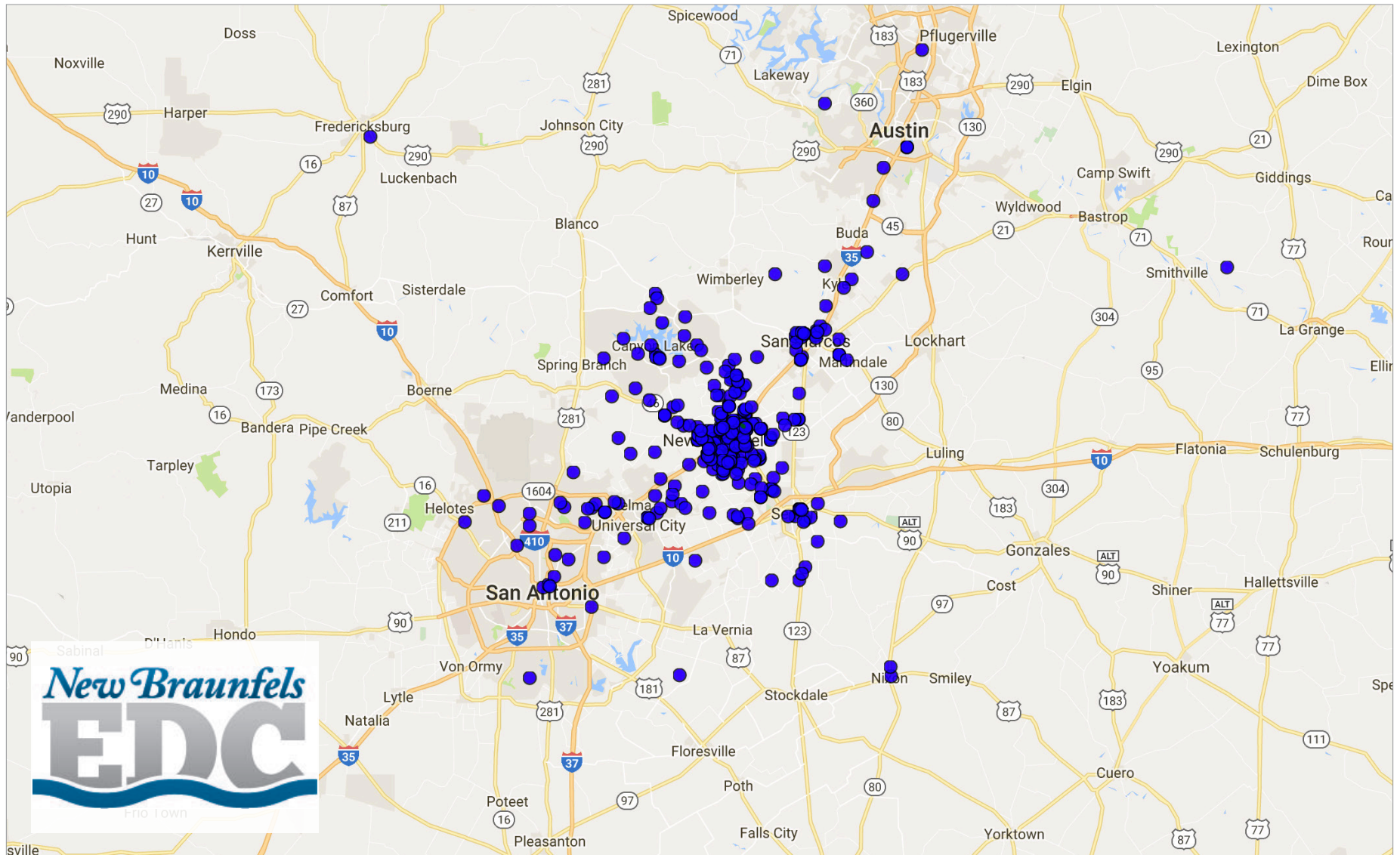


# I-35 RETAIL COORIDOR - LUNCH (11 AM-2 PM)

New Braunfels, Texas

3+ VISITS

Pin Map



## CONTACT

**RUSTY BROCKMAN, DIRECTOR OF ECONOMIC DEVELOPMENT**

Greater New Braunfels Chamber of Commerce | 390 South Seguin Avenue | New Braunfels, Texas 78130 | 830.608.281  
rusty@nbcham.org | [www.buildnb.org](http://www.buildnb.org)

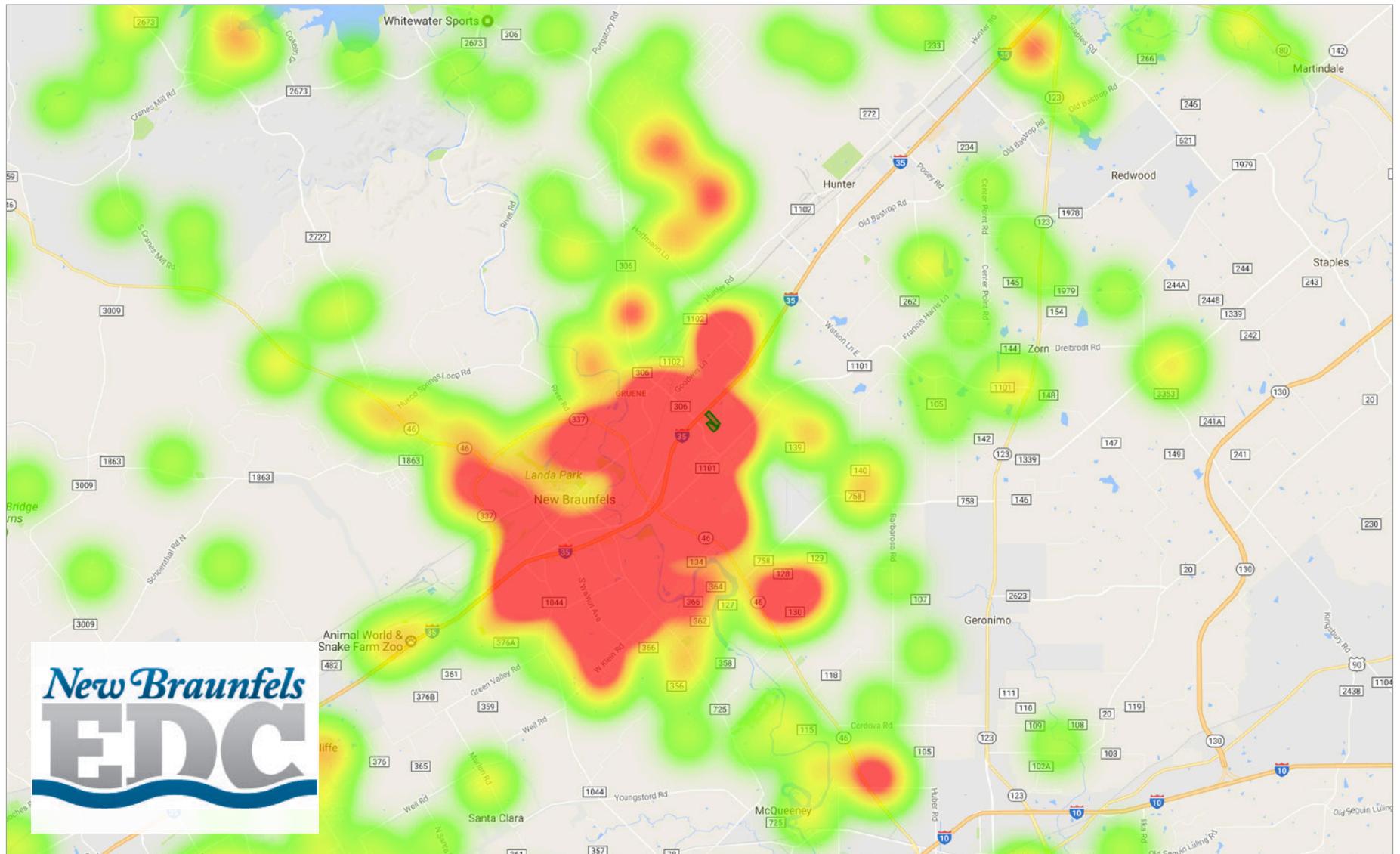


# I-35 RETAIL COORIDOR - LUNCH (11 AM-2 PM)

New Braunfels, Texas

2+ VISITS

Heat Map



**CONTACT** RUSTY BROCKMAN, DIRECTOR OF ECONOMIC DEVELOPMENT

Greater New Braunfels Chamber of Commerce | 390 South Seguin Avenue | New Braunfels, Texas 78130 | 830.608.281  
rusty@nbcham.org | [www.buildnb.org](http://www.buildnb.org)

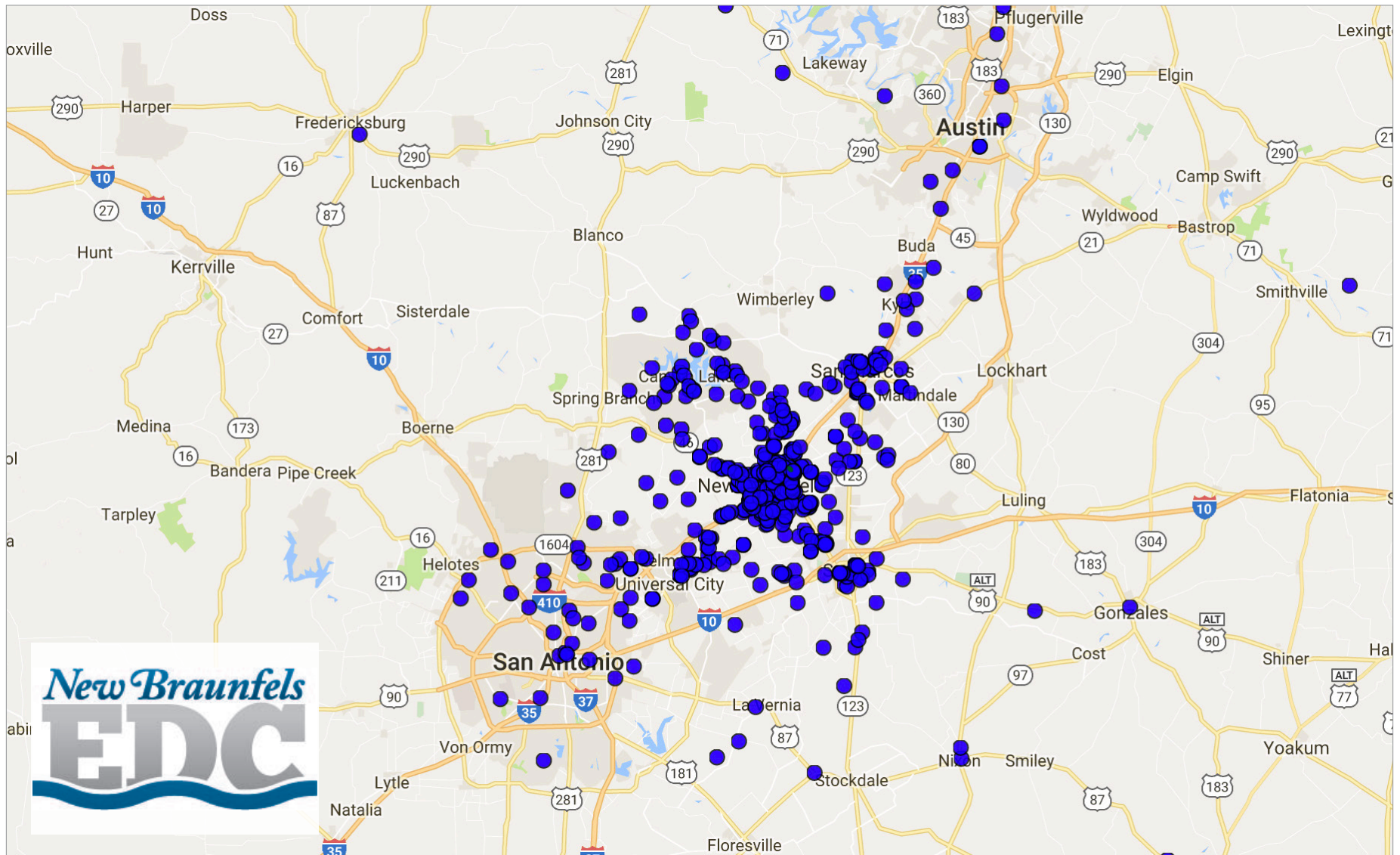


# I-35 RETAIL COORIDOR - LUNCH (11 AM-2 PM)

New Braunfels, Texas

2+ VISITS

Pin Map



## CONTACT

**RUSTY BROCKMAN, DIRECTOR OF ECONOMIC DEVELOPMENT**

Greater New Braunfels Chamber of Commerce | 390 South Seguin Avenue | New Braunfels, Texas 78130 | 830.608.281  
rusty@nbcham.org | [www.buildnb.org](http://www.buildnb.org)

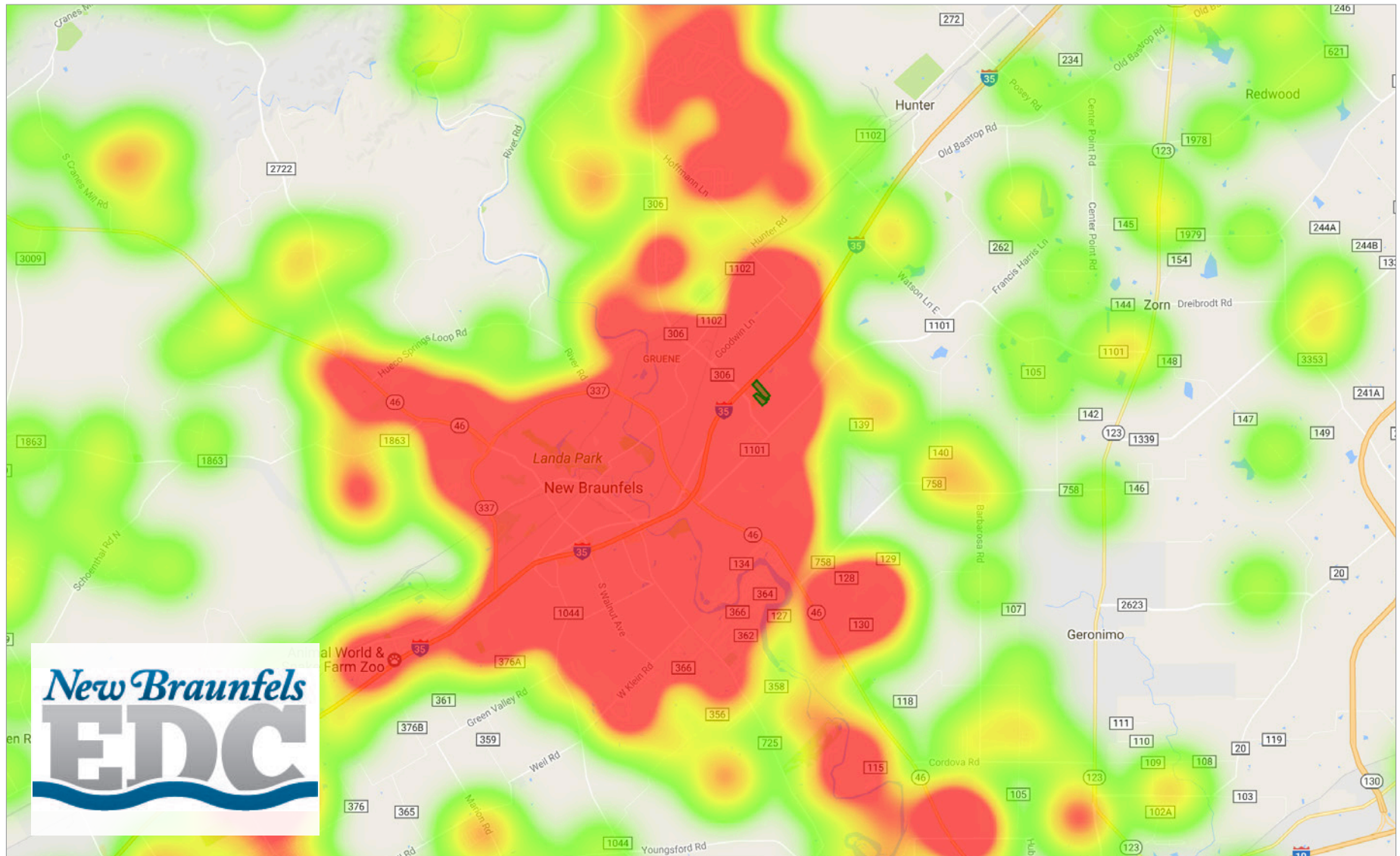


# I-35 RETAIL COORIDOR - LUNCH (11 AM-2 PM)

New Braunfels, Texas

1+ VISITS

Heat Map



## CONTACT

**RUSTY BROCKMAN, DIRECTOR OF ECONOMIC DEVELOPMENT**

Greater New Braunfels Chamber of Commerce | 390 South Seguin Avenue | New Braunfels, Texas 78130 | 830.608.281  
rusty@nbcham.org | [www.buildnb.org](http://www.buildnb.org)



## 1+ VISITS

The map displays the geographic distribution of projects funded by the New Braunfels Economic Development Corporation (EDC) across Central Texas. The projects are represented by blue dots, which are most densely clustered in the San Antonio area and more sparsely distributed towards Austin and the surrounding regions. The map includes major interstate highways (I-10, I-35, I-183) and state routes, as well as labels for various cities and towns in the region.

Greater New Braunfels Chamber of Commerce | 390 South Seguin Avenue | New Braunfels, Texas 78130 | 830.608.281  
rusty@nbcham.org | www.buildnb.org

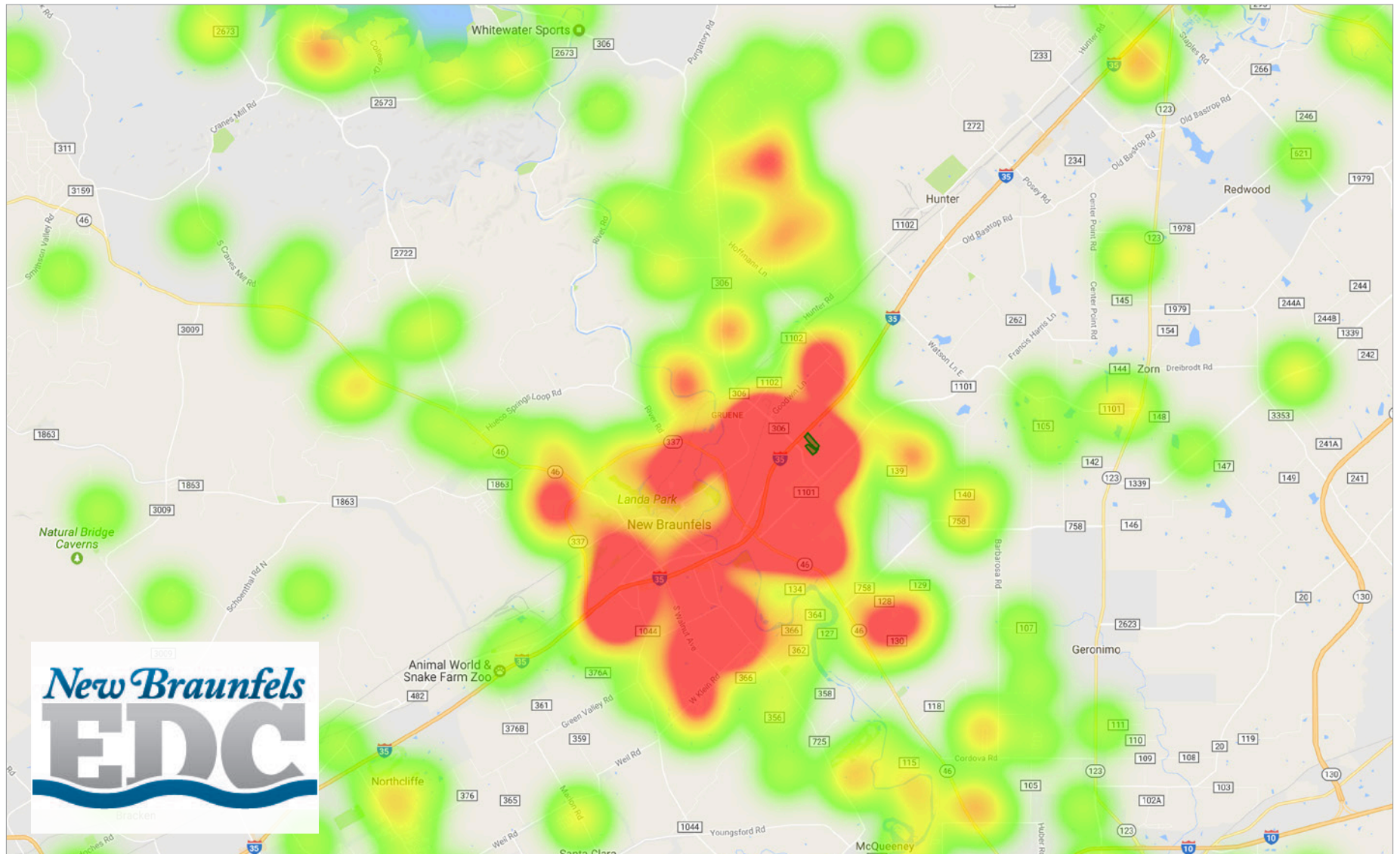


# I-35 RETAIL COORIDOR - EVENING (5PM-11PM)

New Braunfels, Texas

3+ VISITS

Heat Map



## CONTACT

**RUSTY BROCKMAN, DIRECTOR OF ECONOMIC DEVELOPMENT**

Greater New Braunfels Chamber of Commerce | 390 South Seguin Avenue | New Braunfels, Texas 78130 | 830.608.281  
rusty@nbcham.org | [www.buildnb.org](http://www.buildnb.org)



## 3+ VISITS

## CONTACT

33



## 2+ VISITS

The map displays the population density of New Braunfels, Texas, and its surrounding areas. The color scale ranges from green (low density) to red (high density). The highest density is concentrated in the central urban area of New Braunfels, particularly around the intersection of I-35 and I-10. Other areas of moderate density are visible in the surrounding suburbs. The map includes labels for major roads, local landmarks, and surrounding communities.

**New Braunfels EDC**

Greater New Braunfels Chamber of Commerce | 390 South Seguin Avenue | New Braunfels, Texas 78130 | 830.608.281  
rusty@nbcham.org | www.buildnb.org



## 2+ VISITS

The map displays the Central Texas region, focusing on the area around New Braunfels, San Antonio, and Austin. Numerous blue dots are scattered across the map, representing the locations of member businesses. The dots are most densely clustered in the New Braunfels area and along major transportation corridors. Major highways shown include I-10, I-35, I-37, and various state routes. The New Braunfels EDC logo is overlaid in the bottom left corner.

Greater New Braunfels Chamber of Commerce | 390 South Seguin Avenue | New Braunfels, Texas 78130 | 830.608.281  
rusty@nbcham.org | www.buildnb.org

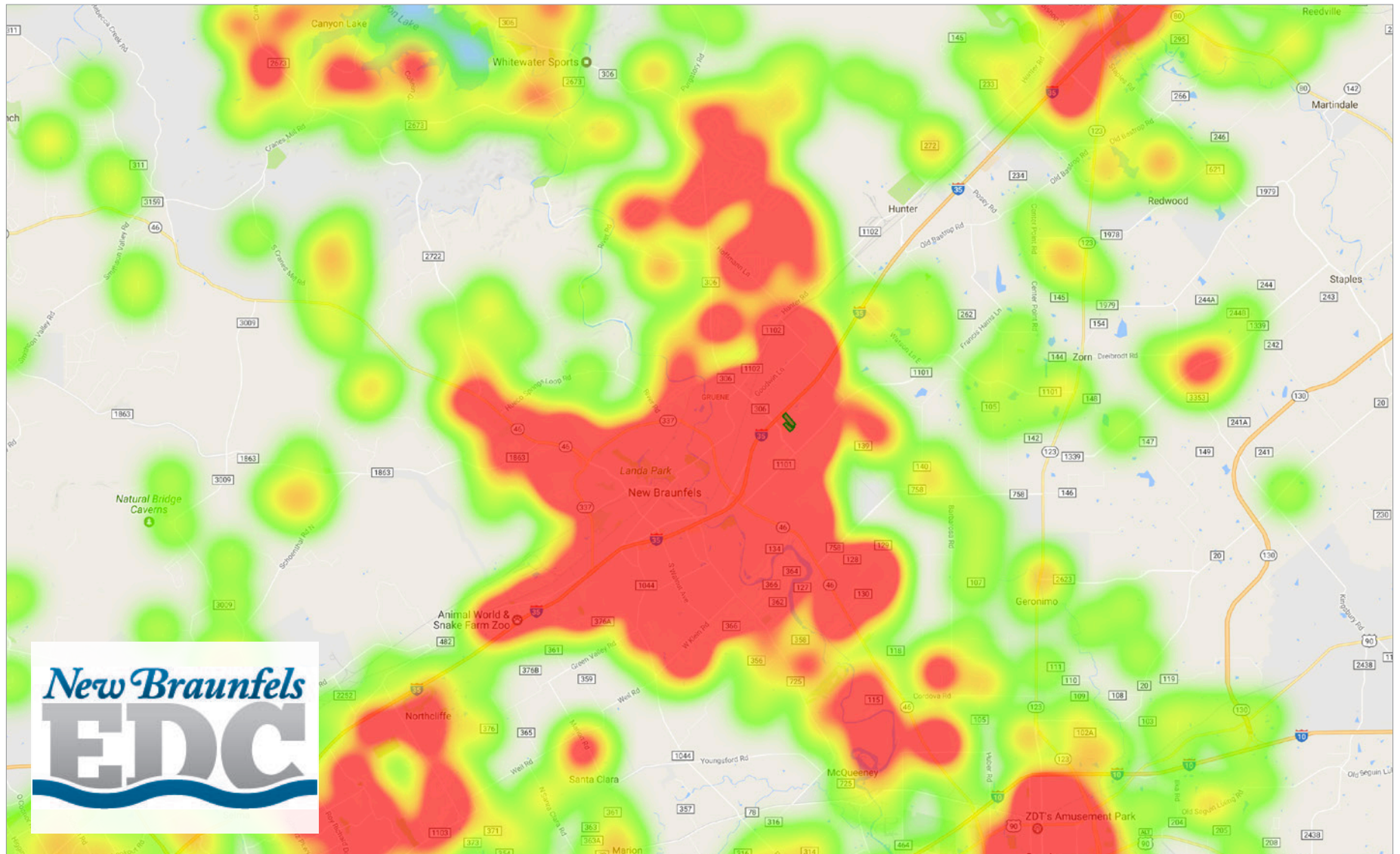


# I-35 RETAIL COORIDOR - EVENING (5PM-11PM)

New Braunfels, Texas

1+ VISITS

Heat Map



## CONTACT

**RUSTY BROCKMAN, DIRECTOR OF ECONOMIC DEVELOPMENT**

Greater New Braunfels Chamber of Commerce | 390 South Seguin Avenue | New Braunfels, Texas 78130 | 830.608.281  
rusty@nbcham.org | [www.buildnb.org](http://www.buildnb.org)

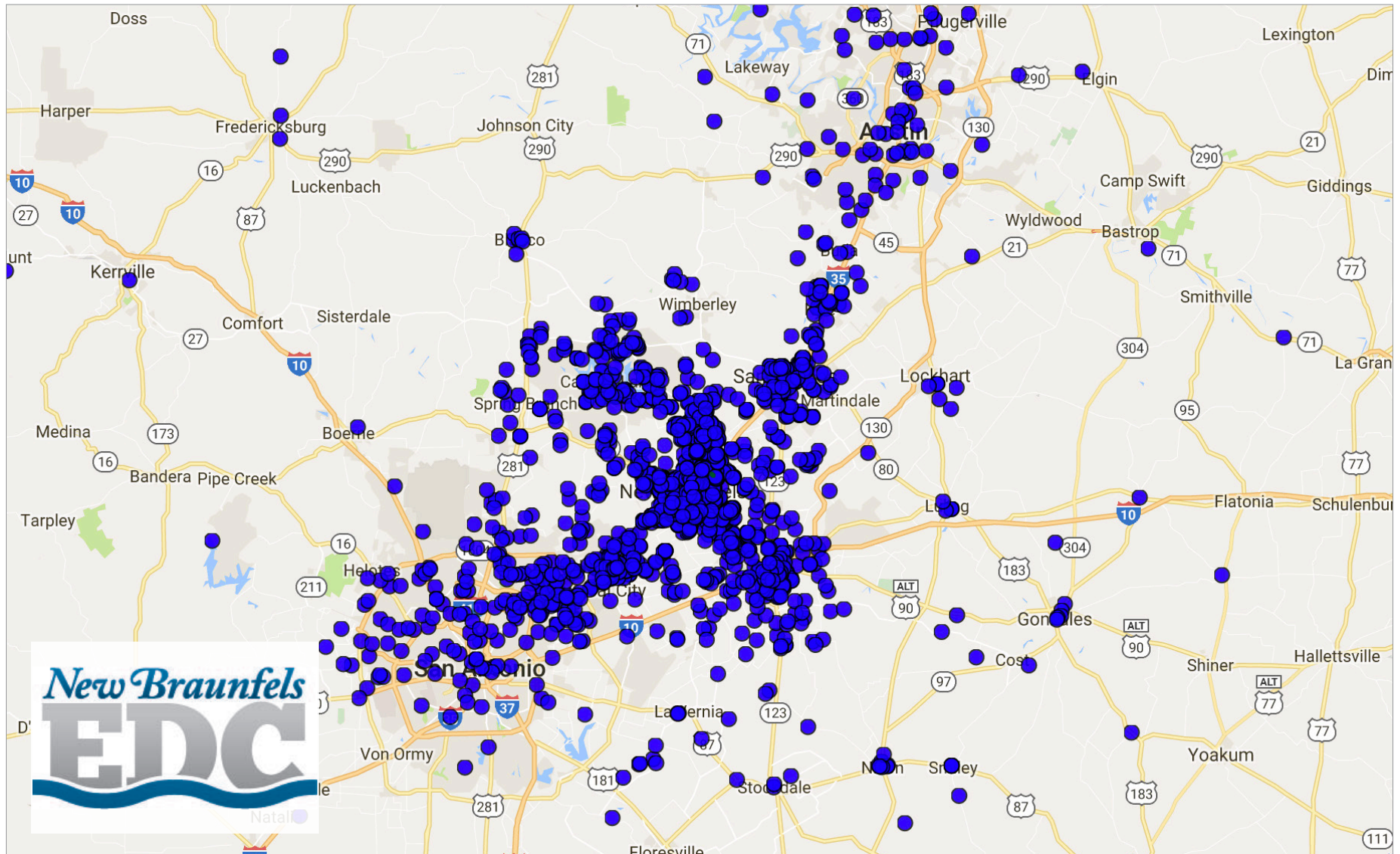


# I-35 RETAIL COORIDOR - EVENING (5PM-11PM)

New Braunfels, Texas

1+ VISITS

Pin Map



## CONTACT

**RUSTY BROCKMAN, DIRECTOR OF ECONOMIC DEVELOPMENT**

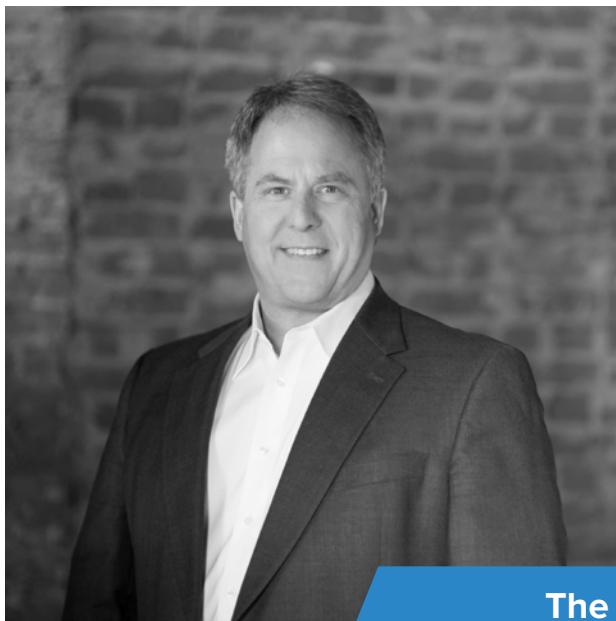
Greater New Braunfels Chamber of Commerce | 390 South Seguin Avenue | New Braunfels, Texas 78130 | 830.608.281  
rusty@nbcham.org | [www.buildnb.org](http://www.buildnb.org)



# ABOUT THE RETAIL COACH

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail360® process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.



C. Kelly Cofer  
President & CEO  
The Retail Coach, LLC

## Retail360®

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through extensive visits within our clients’ communities.

Every community is different, and there is no “one size fits all” retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community’s needs helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts—all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360® process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

### The Retail Coach –

*“It’s not about data. It’s about your success.”*



# ACKNOWLEDGEMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Nielsen 2016, ESRI 2016, U.S. Census Bureau, Economy.com, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model.

Mapping data is provided by MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.