

New Braunfels EDC is a non-profit umbrella 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 ones expand. Visit [NewBraunfelsEDC.com](http://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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Chamber President

**Mary Jane Nalley**  
GNBEDF Chairman

**Stuart Hansmann**  
NBIDC Board President

**Rusty Brockman**  
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Economic Development

**Holly Covington**  
Research and  
Marketing Director

**Victor Garza**  
City Economic  
Development Manager



# — 2017 — Economic Benchmarks

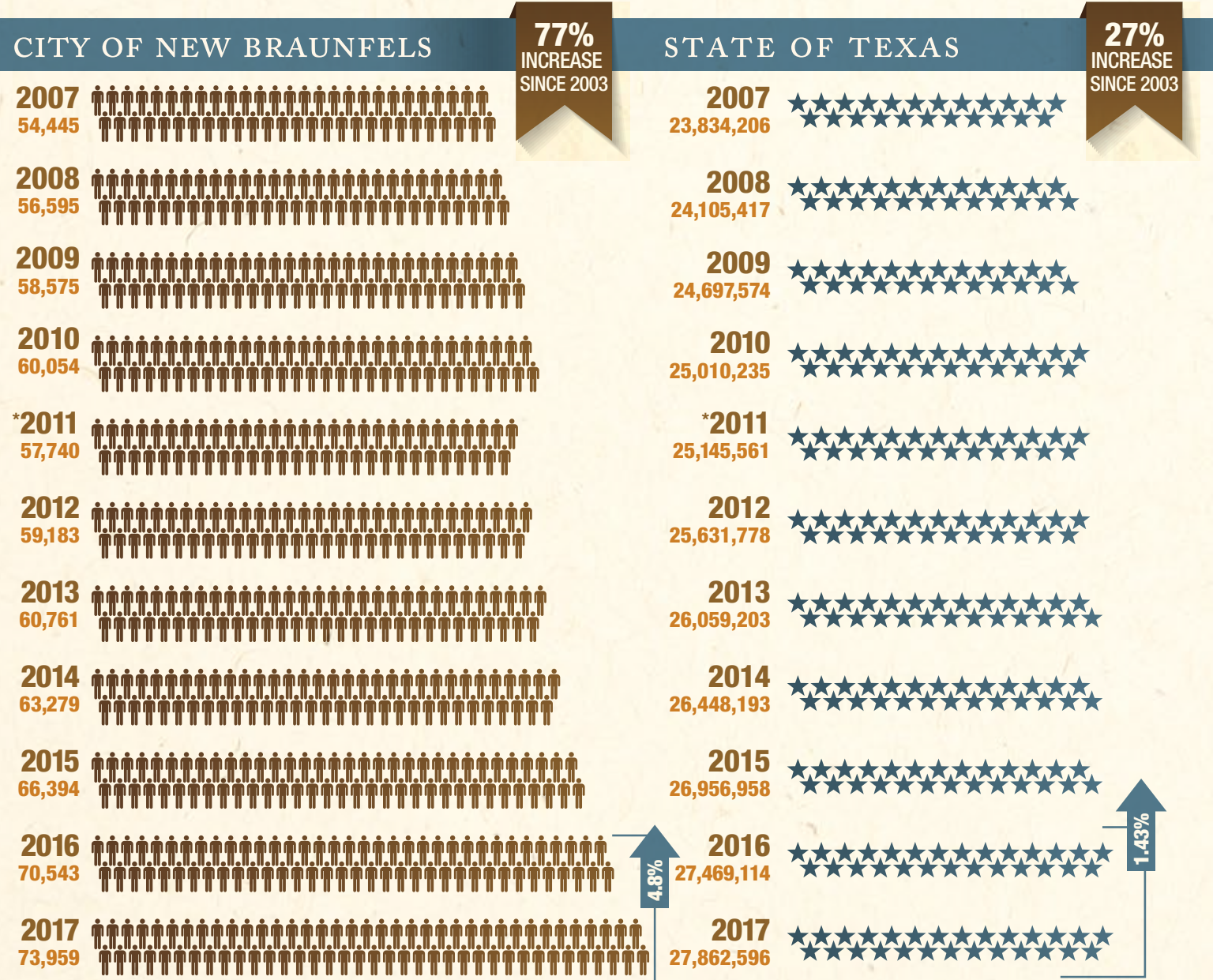
NEW BRAUNFELS, TEXAS





# Population

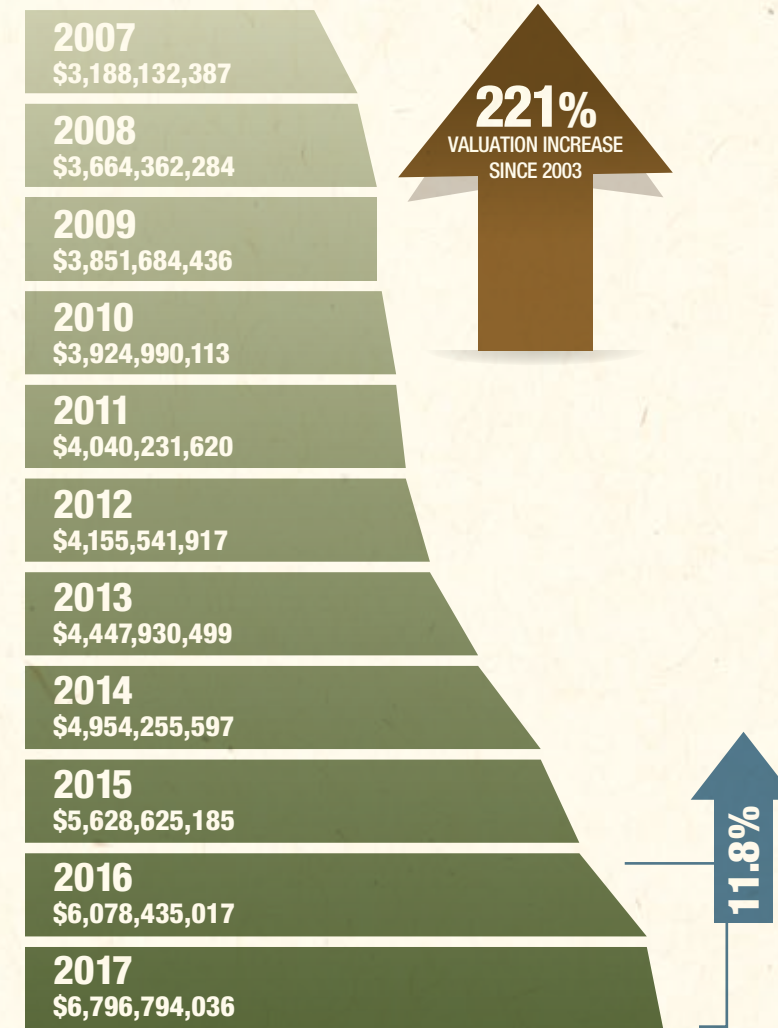
New Braunfels' population continues to grow at nearly three times the rate of Texas, adding half of one percent of the state's population. Since 2003, our city resident population has grown by 77%, averaging over 4-5% a year. Such growth can be attributed to our location on IH-35, between the two metropolises of Austin and San Antonio, as well as great quality of life and access to healthcare. In 2017, 466 new jobs were added with over 54 primary employers. CGT has hired 100 jobs to date. The 2,400-acre mixed-use development, Veramendi, has finalized plans to build over 5,000 new single-family homes, and finished construction on Veramendi elementary school. These recent announcements are just a few of the numerous developments taking place to support our growing population.



2 Source: Census. \*Represents true U.S. Census number; years 2011-2016 were estimates only.

# CITY PROPERTY VALUATIONS

Taxable value in New Braunfels is up nearly \$4.7 billion since 2003, an increase of 221%. Since the recession of 2008, the increase has been 85%. The tax rate levied by the city is low to moderate for cities this size.



Tax rates for above mentioned dates are as follows: 2006-2011 (0.409862), 2012 (0.498230), 2013 (0.448362), 2014 (0.498230) and 2015-2017 (0.498230). 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 15-year average is \$1,690.08. The per capita commercial investment for 2017 is 40% lower than last year.



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

# Infrastructure

It was a big transportation-centric year in 2017. Projects started in 2017 include the FM 306 widening from Hoffmann Lane to River Chase Way. Current projects underway or planned in the near future include:

- » FM 1101 widening project from SH 46 to FM 483
- » Loop 337 project will widen the road from Hanz Road to IH-35 South and will begin in fall 2017.
- » Streets and drainage improvements, approved by votes in a 2013 bond issue, continue to progress toward completion.
- » IH-35 repairs and overlay from Solms Road to York Creek.
- » Hwy 46 South to Seguin – IH-35 to FM 758 repairs and overlay, new guardrails and new sidewalks.

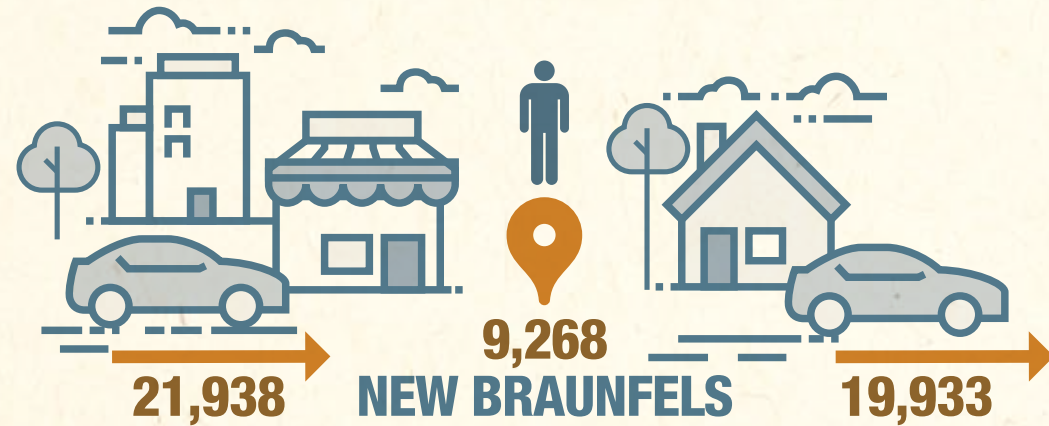


# Jobs in New Braunfels

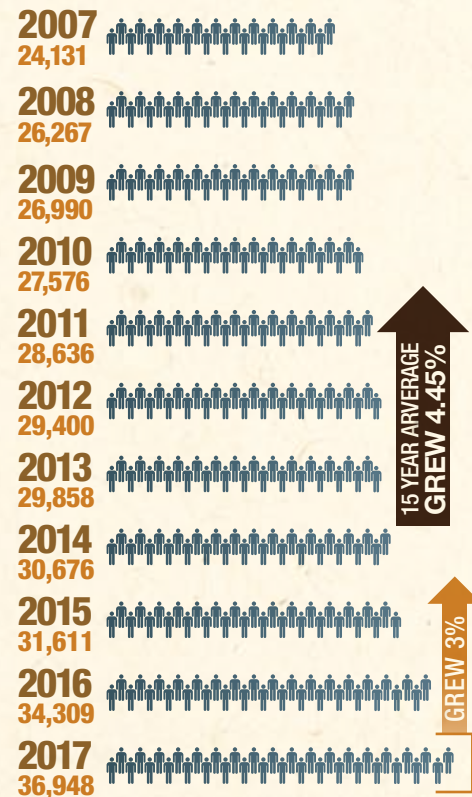
Since 2005, New Braunfels has enjoyed a lower unemployment rate than the nation, state, region and nearby metro areas. The rate averaged 4.45% for the past 15 years, with 2017 reporting the lowest since 2007. More importantly, the labor force employed has increased each month versus the previous month since the inception of record keeping.

## JOB COMMUTES

Seventy percent of jobs in New Braunfels are filled by employees commuting into the area; proving a larger and available labor shed is enjoyed by the community. Additionally, 68% of employed citizens commute outside the city for employment.



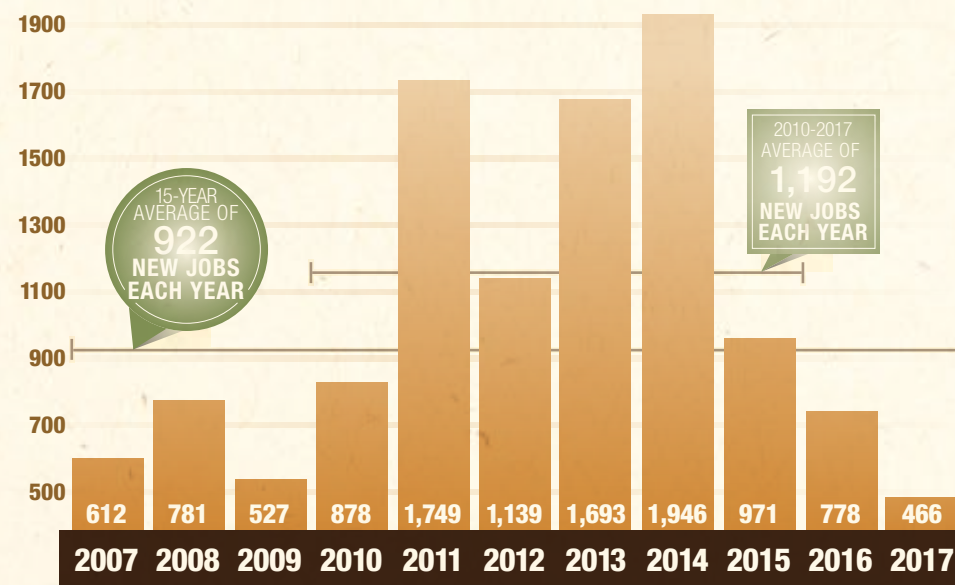
## CITY EMPLOYMENT



Source: Texas Labor Market Review, TRACER 2

## NEW PRIMARY JOBS

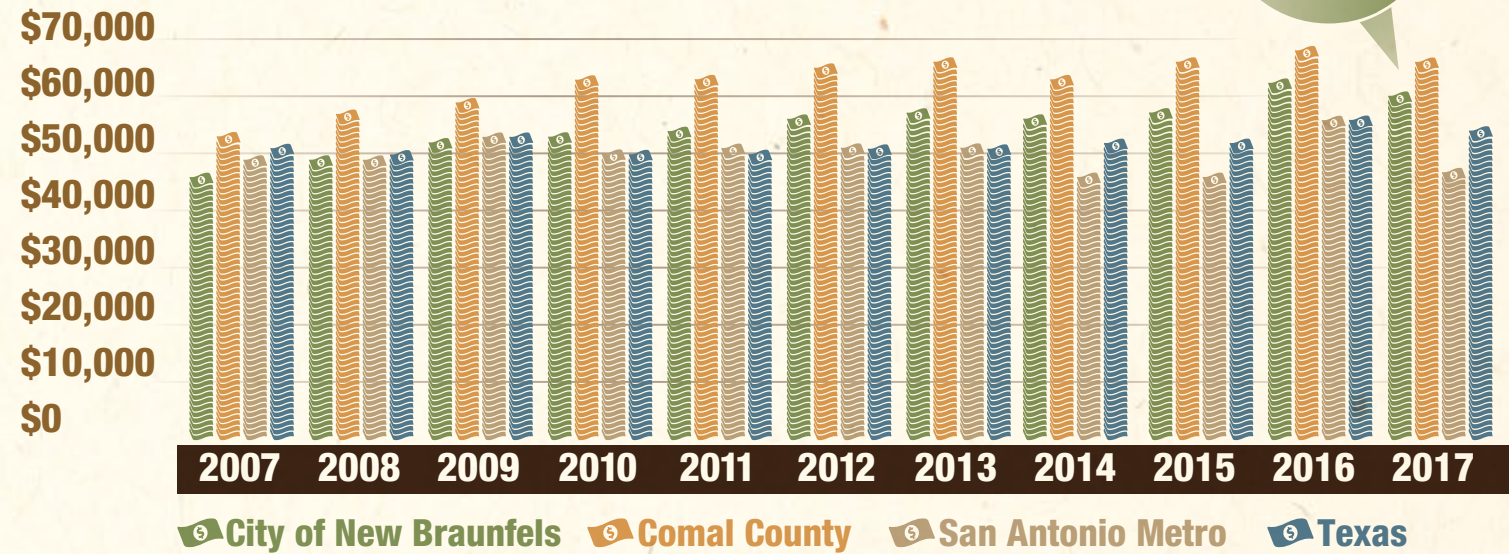
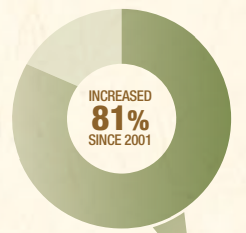
This custom benchmark has been set locally since 2003, with input from over 54 primary employers. Primary employers are those producing a good or service here with a majority of that good or service sold outside the trade area. Announced new primary jobs have averaged 922 per year since 2004.



Source: New Braunfels EDC Survey

## MEDIAN HOUSEHOLD INCOME

Median household income has risen 81% in New Braunfels since 2001. This is higher than the state and metro-area average.

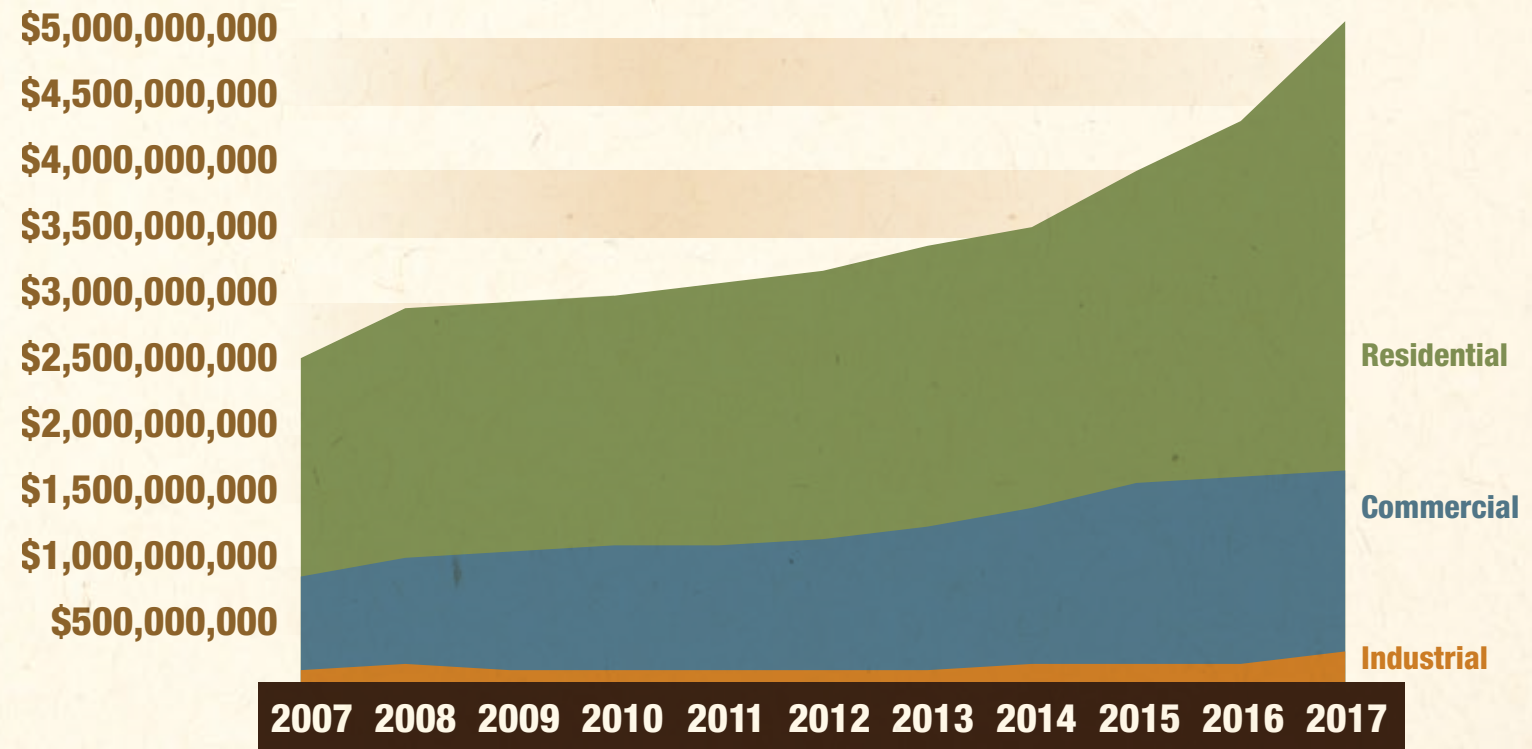


\* 2005 represent Effective Buying Power (EBI). From 2006, Median Household Income replaced EBI and is based on the previous year's statistics. Source: Comal/Guadalupe Appraisal Districts.

## Property Valuations

New Braunfels property valuations increased in 2017 to \$7 million since 2003 and rose 15.84% over last year. Since 2008, the increase has been a total of 76%, mirroring the state economy, which fared much better than other states since the recession. There has been an increase every year.

## REAL PROPERTY VALUATION

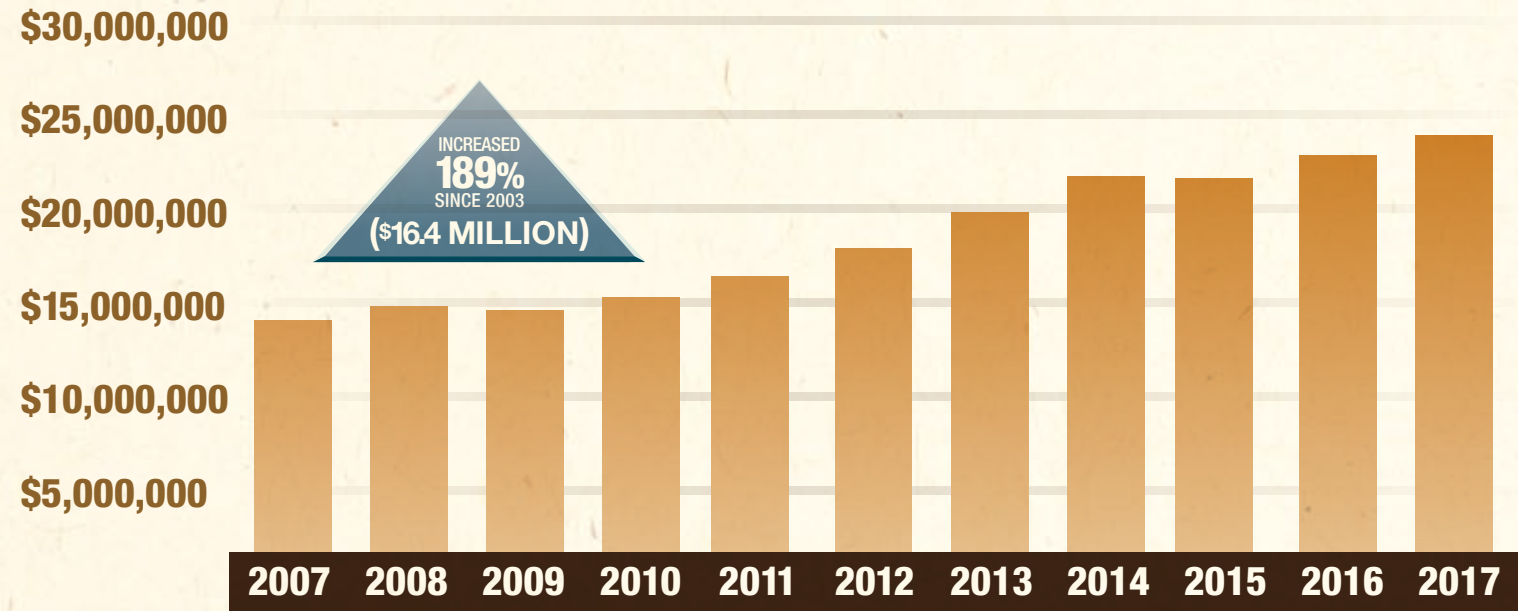


Source: Comal/Guadalupe Appraisal Districts



## SALES TAX REVENUE RECEIPTS

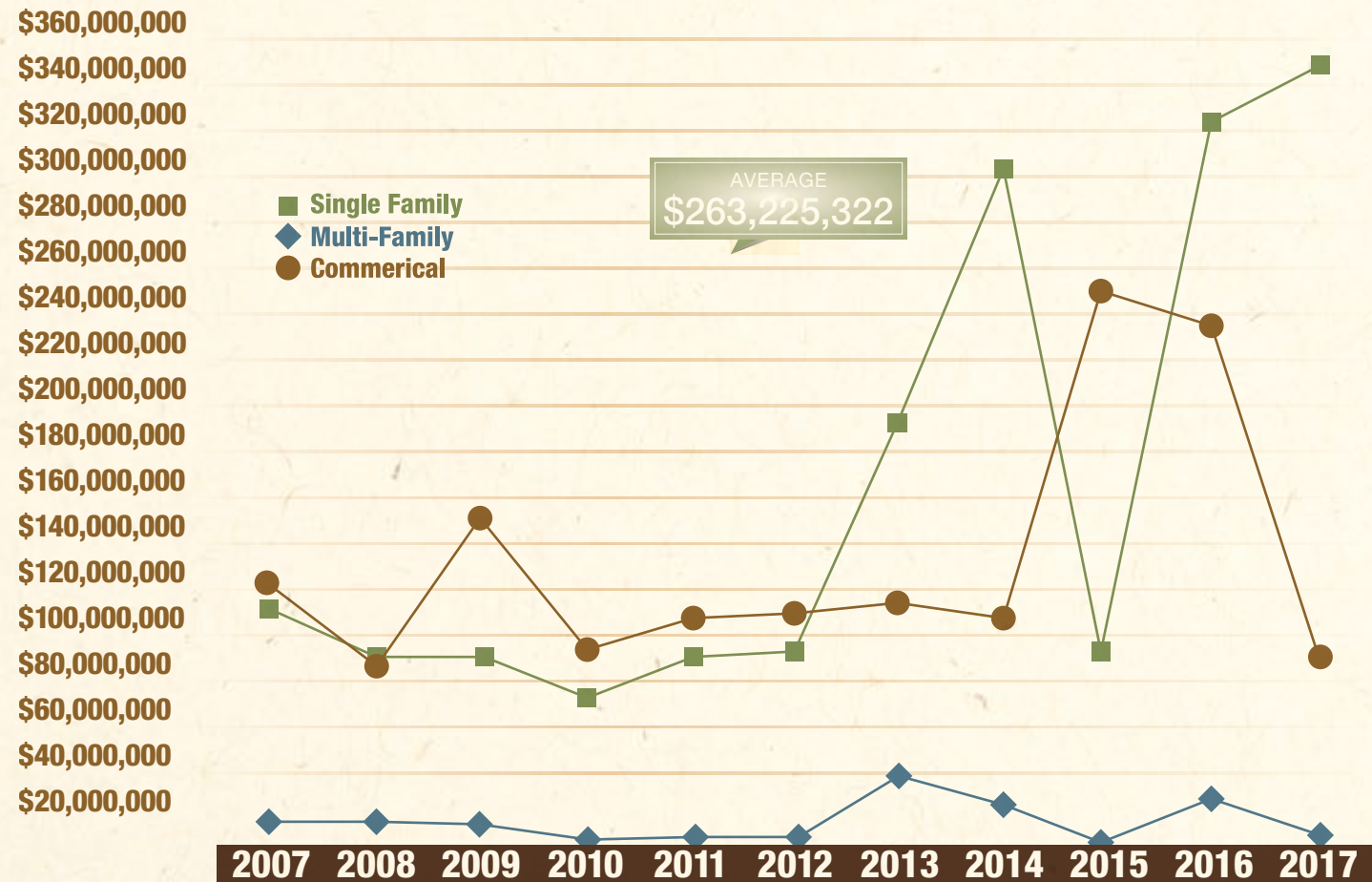
Sales tax revenues in New Braunfels have increased by 189% since 2003. Continuing in 2017, revenue set new records. Sales tax revenue is the largest local revenue source for city government services.



Source: Comptroller of Public Accounts

## BUILDING PERMIT VALUE

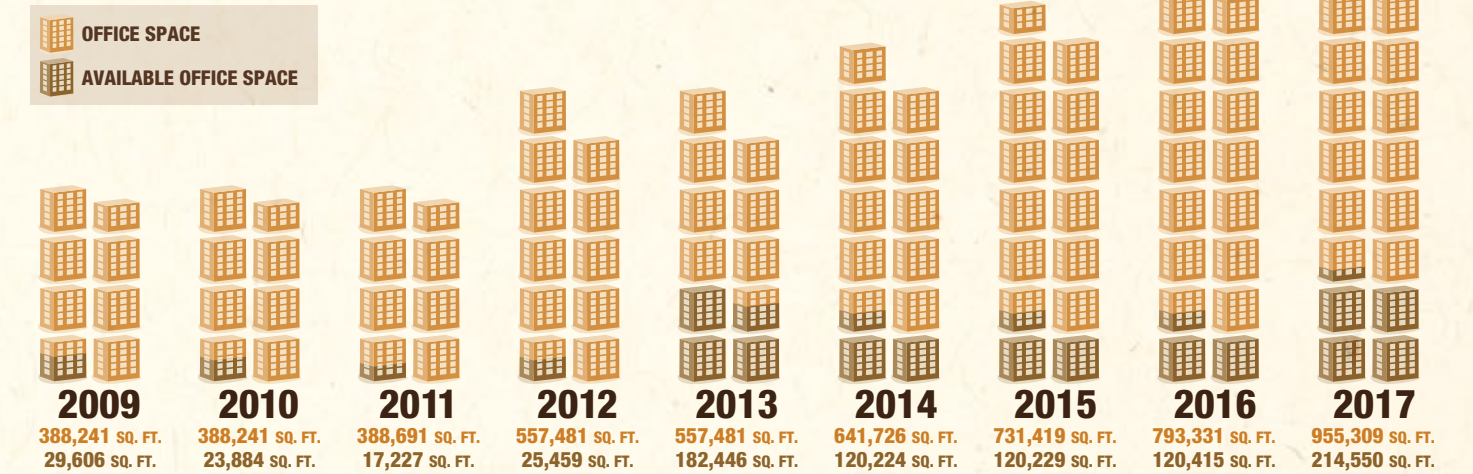
Commercial building permits set a new record in 2017. Residential permits exceeded 1,000 homes for the fifth consecutive year. From 2014-2017, over 5,500 single-family homes were added.



Source: City of New Braunfels, Planning Dept.

## AVAILABLE OFFICE SPACE

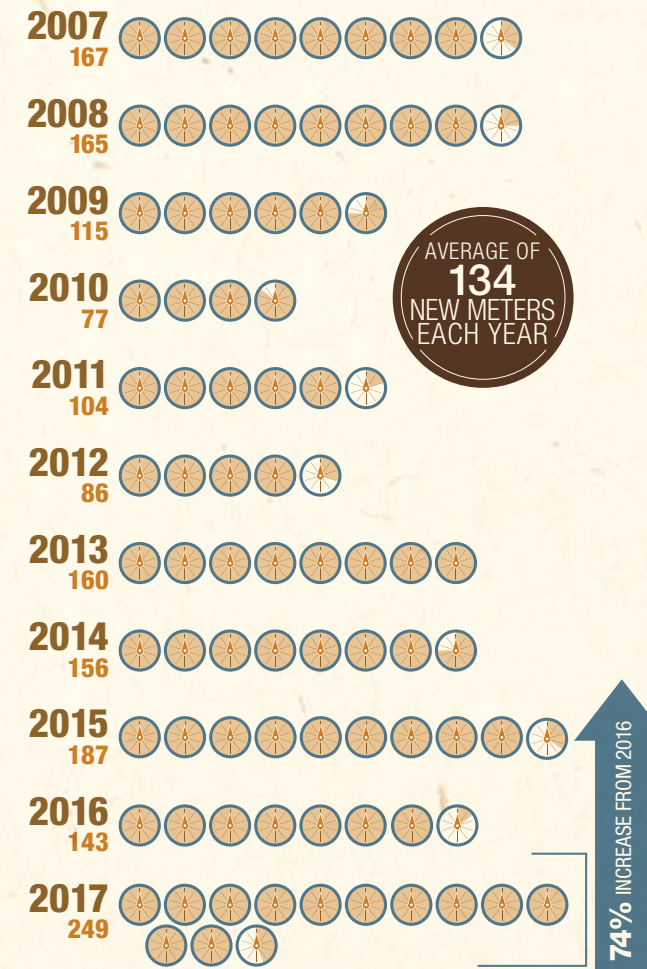
Another custom benchmark, office space inventory, has grown 217% since 2004. Companies occupy 10.5% more office space in 2017 versus 2016. Over 20% new office space was added in 2017.



Source: New Braunfels EDC Survey

## NEW BUSINESS METERS

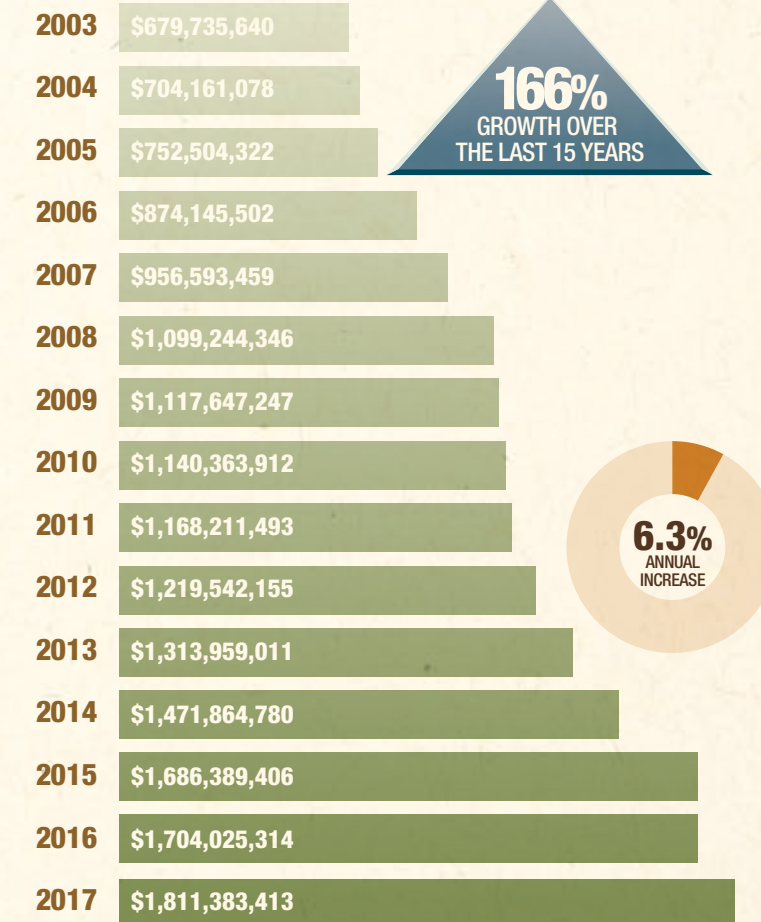
As measured by the city-owned utility for electricity, water and wastewater. A new record was set for 2017 with 249 meters added. That's 1,934 new businesses in the last decade.



Source: New Braunfels Utilities

## COMMERCIAL/ INDUSTRIAL TAX VALUE

Commercial/Industrial taxable value has increased 166% over the last 15 years. Since the 2008 national recession, these values have increased 65%.



Source: Comal/Guadalupe Appraisal Districts