



ECONOMIC DEVELOPMENT A YEAR IN REVIEW

CONFLUENCE:

OUR SHARED STRATEGIC PLAN

Our economic development team embarked on a collaborative process to engage the business community, evaluate our region's competitive position, and create a comprehensive roadmap for shaping our economic future. The result of this effort is the Confluence Economic Development Strategy, which outlines six strategic priorities designed to drive focused, proactive, and intentional investments. These priorities are interconnected, offering numerous opportunities for alignment and collaboration among partners.

This annual report highlights the progress made during the second year of the five-year Confluence plan. None of this work would be possible without the support of our EDF investors, many of whom have committed to backing the entire five-year strategy. A full list of these dedicated partners can be found at the end of this report.

CONFLUENCE STRATEGIC PRIORITIES

- 1 ATTRACT QUALITY JOBS IN TARGET INDUSTRIES
- 2 ALIGN & OPTIMIZE THE WORKFORCE
- 3 CREATE COMPETITIVE OFFICE & INDUSTRIAL SPACES
- 4 IMPROVE MOBILITY & TRANSPORTATION OPTIONS
- 5 EXECUTE PROACTIVE LAND USE & DEVELOPMENT STRATEGIES
- 6 SUPPORT THE SUCCESS OF STARTUPS

ATTRACT QUALITY JOBS IN TARGET INDUSTRIES

High-skill, high-wage jobs are growing across the I-35 megaregion. Positive momentum in our key industries of advanced manufacturing, financial services, information technology, and regional headquarters will help us achieve a more diverse, healthy economic ecosystem.

2024 Outcomes



64

Active Projects



14 Site Visits

27% Increase from 2023



9

Recruitment Missions



1.39M+

Digital Ad Impressions



54 BRE Visits

5% Increase from 2023



107

New Leads

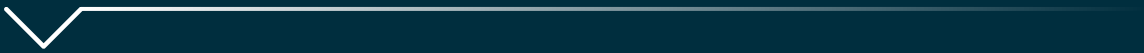
KEY TAKEAWAYS

- Two high-tech manufacturing projects in advanced stages of negotiation: one expansion and one relocation.
- Increased demand in projects seeking development-ready sites with sufficient utility capacity.
- Significant foreign direct investment (FDI) interest in the manufacturing sector within our region, driven by opportunities presented by the IRA and CHIPS Act in 2024.

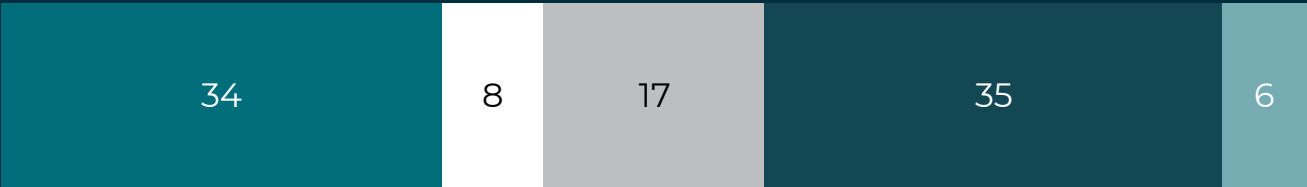
ALIGN & OPTIMIZE OUR WORKFORCE

Through the Chamber’s dedicated Business Retention & Expansion program, visits with our existing local businesses are up over five times per year since before the implementation of Confluence. 2024 continued to build on our successes with even greater involvement in our business community.

2024 Outcomes



100 SERVICES PROVIDED
IN 2024



CATEGORIES OF ASSISTANCE PROVIDED

ALIGN & OPTIMIZE OUR WORKFORCE

KEY WORKFORCE TAKEAWAYS

- Over half of the companies we visited are seeking workforce assistance
- Childcare is still impacting companies' ability to attract and retain employees
- A majority of local companies cite retention as a larger issue than recruitment
- Companies seeking solutions and advocacy in navigating infrastructure development
- Jobs paying less than \$21/hour are difficult to fill



EXPANDED OFFERINGS AT CENTRAL TEXAS TECHNOLOGY CENTER

Northeast Lakeview College at New Braunfels is expanding its course offerings and footprint in New Braunfels. Their enrollment has increased more than 100%.

TSTC created two new programs at the New Braunfels Campus: Industrial Systems Technician and Welding Technology certifications.

YOUTH CAREER EXPO

Led and planned the inaugural Youth CareerQuest Expo, introducing over 500 8th graders to career pathways from 28 local companies.



ALIGN & OPTIMIZE OUR WORKFORCE

ADDITIONAL WORKFORCE INITIATIVES



Governor's Small
Business Summit



Teacher
Externship Program



Skillpoint Alliance
Ambassador Award

- Partnered with Skillpoint Alliance to launch a Certified Production Technician Program in New Braunfels. Subsequently, our team was awarded the 2024 Skillpoint Alliance Community Ambassador Award.
- Hosted the Governor's Small Business Summit and Women's Business Summit, achieving record-breaking attendance.
- Launched New Braunfels' first teacher externship program, connecting 40 educators with six local employers to foster collaboration and real-world learning experiences.
- Hosted four regional job fairs featuring 240+ employers and 600+ job seekers. This program was awarded an IEDC Economic Excellence award and was recognized as one of the best new regional workforce initiatives in the United States.
- Established a quarterly New Braunfels Human Resources Roundtable Program, attracting an average of over 25 attendees per session.

IMPROVE MOBILITY AND TRANSPORTATION OPTIONS

We can mitigate traffic impacts without stifling economic growth by focusing on the alignment of jobs and resident skills to capture more local talent, along with facilitating denser mixed-use development opportunities that put people closer to jobs and services.

2024 Outcomes



Common Street
Pedestrian Improvements



West Alligator
Creek Trail



South Castell Ave

NBEDC-FUNDED TRANSPORTATION & INFRASTRUCTURE PROJECTS

In 2024, the New Braunfels Economic Development Corporation approved over \$10.1 million for new transportation and infrastructure projects throughout the community:

- \$700,000 for Common Street pedestrian improvements
- \$7.2 million for South Castell Avenue road infrastructure projects
- \$2 million for West Alligator Creek trail construction
- \$200,000 for AAMPO citywide pedestrian improvements

These projects supplement the dozens of EDC funded projects from past years that are currently in various phases of construction.

EXECUTE PROACTIVE LAND USE AND DEVELOPMENT STRATEGIES

While other communities must stimulate growth, New Braunfels is afforded the opportunity to guide and steer the growth that is naturally occurring. We must support new developments that align with the community's vision and comprehensive strategic plans.



EMERGING OPPORTUNITIES

Our targeted efforts to advance these four key priorities in the upcoming year will continue to build on the success of our region and continue to keep the economy vibrant and prosperous.

NORTHEAST LAKEVIEW COLLEGE

NLC New Braunfels is in the final stages of acquiring new real estate. This will allow a major expansion of the campus. Northeast Lakeview's goal to add multiple new programs of study that align with area workforce demand is a major opportunity for higher education in our region.



TSTC

Working closely with partners in Seguin to advance a new regional campus. We will advocate to secure funding for TSTC's appropriations request in the upcoming legislative session.

EARLY CHILDHOOD EDUCATION

Deploy an advisory committee that will implement selected solutions from EarlyMatters' comprehensive roadmap.



ENTREPRENEURSHIP & STARTUPS

Collaborated with a consultant to identify seven potential opportunities to operationalize local startup support.

NEW BRAUNFELS EDC

ONGOING PROJECTS

Since the beginning of Confluence in 2023, the New Braunfels Economic Development Corporation has invested more than \$42 million back into our community. Supporting transportation, infrastructure, small business, and quality of life projects will continue to position New Braunfels as a community of choice for residents to live, work, and thrive.



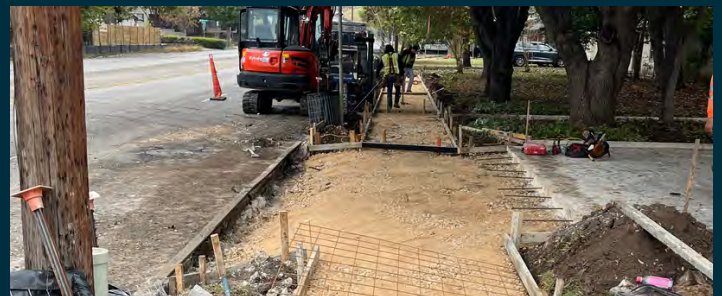
Northwest Parkland Acquisition



Co-Op Marketplace



Kohlenberg Road Improvements



Citywide Pedestrian Improvements

NBEDC PROJECTS (SINCE 2023)

\$42.7M PROJECT
FUNDING
APPROVED

\$19.3M for parks, open spaces, and pedestrian improvements
\$15.9M for infrastructure projects
\$7.5 for workforce & small business support

2024 NBEDC BOARD

Kathy Meurin (President)	Shane Hines
Larry Hammonds	Don Austin
Kristen Carden	Jason Hurta
	Tera Thompson

THANKING OUR EDF BOARD

The Board of Directors guides the work of the Economic Development Foundation. Their contribution to the strategic vision and implementation of the Confluence Economic Development Plan is a valuable asset to our community. We want to thank our board members for their service and support of our community's potential:

2024 GNBEDF BOARD

Tony Battle

Byrne Construction Services

James Ingalls

INK Civil

Jonathan Packer

Greater New Braunfels
Chamber of Commerce

Todd Blackmon

Pape Dawson Engineers

Peter James

Veramendi

Patrick Rose

Corridor Title

Robert Camareno

City of New Braunfels City
Manager

Alice Jewell

McKenna Foundation

Genifer Rucker

CHRISTUS Santa Rosa

Barron Casteel

New Braunfels Chamber
Chair of the Board

Ryan Kelso

New Braunfels Utilities

Jason Smith

SpawGlass

Keith Dalton

KDW Ltd.

Sherman Krause

Comal County Judge

Travis R. Taylor

SVN | Traditions

Cory Elrod

Legacy Commercial Real
Estate

Neal Linnartz

City of New Braunfels Mayor

Thor Thornhill

HMT Engineering & Surveying

Greg Lutz

Schertz Bank & Trust

Melodye Tomsu

Joeris

Justin Hammack

First Commercial Bank

Kathy Meurin

New Braunfels EDC
Chairwoman

Don Watkins

Cadence McShane

Allison Humphries

New Braunfels Chamber
Immediate Past Chair of the
Board

Douglas Miller

Miller & Miller Insurance

Burt Wellmann

Colliers Engineering & Design

Jeff Moeller

Quiddity Engineering

THANKING OUR INVESTORS

Our economic development efforts wouldn't be possible without the support of our Economic Development Foundation Investors. These businesses and organizations are critical to the success of Confluence's five-year implementation process. We thank our investors for their support and look forward to the opportunities made possible by their investment.

PLATINUM INVESTORS



GOLD INVESTORS

Byrne Construction Services
Cadence McShane Construction
Colliers Engineering & Design
First Commercial Bank

Frost Bank - New Braunfels
McKenna Foundation
Moody Bank
Prosperity Bank

R. L. Worth & Associates
Raba Kistner
Sage Capital Bank
Schertz Bank & Trust
Security State Bank & Trust

SILVER INVESTORS

AmegyBank of Texas
Bartlett Cocke General
Contractors
Bluebonnet Motors
Broadway National Bank
C.C. Carlton Industries

CGT US Limited
Chase Bank
GBMC LLC: Yaupon by Agave
Pat S. Molak Corp - Gruene
Happy State Bank

HMT Engineering & Surveying
Hunter Industries
INK Civil
Joeris General Contractors
Kimley-Horn
Legacy Commercial Real Estate

M & S Engineering, LLC
Miller & Miller Insurance
Quiddity Engineering
SpawGlass
Structura
SVN | Traditions

BRONZE INVESTORS

Alterman Inc.
Axis Structural
BGK Architects
CHRISTUS Trinity Clinic
Comal ISD Community Education
D. R. Horton
Dominion Advisory Group
Douglas Architects, Inc.
Embrey Partners, LLC
Espada Real Estate

Freese and Nichols
Guadalupe Blanco River Authority
Guido Construction
GVEC
JGI Outdoor Advertising
Marmon Mok Architecture
ME360
Metropolitan Contracting
Mesquite Creek Landfill

Natural Bridge Wildlife Ranch
New Braunfels Herald-Zeitung
New Braunfels Title
Open studio architecture
Reagan Burrus, PLLC
Resolute Health
R-S-C-R, Inc.
Schlitterbahn Waterpark
Seidel Construction

Stoddard General Contractors
Sunland Group
Terracon Consultants
Tri City Distributors
Urban Civil
Utility Engineering Group
ValMark Chevrolet
Wells Fargo Bank
Wurstfest Association of New
Braunfels



NEW BRAUNFELS
CHAMBER OF COMMERCE



ECONOMIC DEVELOPMENT