



2025

**ECONOMIC DEVELOPMENT
A YEAR IN REVIEW**

**NEW BRAUNFELS
CHAMBER OF COMMERCE**
ECONOMIC DEVELOPMENT



A NOTE FROM THE CHAIR

As we move into 2026, we are seeing the results of the strategic work laid out in Confluence, our shared economic development plan. Building on the successes of 2025, most notably Lefko USA establishing its U.S. headquarters here and the major expansion of Aumovio, New Braunfels is entering a pivotal year where plans are turning into action.

Catalytic land use and redevelopment projects are now underway, including The Neue and the Co-Op Marketplace, while significant progress continues in both residential and commercial real estate through developments in Mayfair and Veramendi. These projects mark the beginning of visible transformation, as we turn dirt and bring long-term strategies to life.

This momentum reflects years of planning and collaboration, and it positions our community to capture new opportunities, attract investment, and strengthen our local economy. We are grateful for the continued partnership of our business and civic leaders as we move forward, turning today's opportunities into the foundation for New Braunfels' future growth.



Todd Blackmon
2025 GNBEDF Chair

CONFLUENCE: OUR SHARED STRATEGIC PLAN

In 2022, New Braunfels adopted a unified economic development strategic plan that aligns community priorities with data-driven analysis. The plan brings together extensive input from the business community and original research to identify the most critical threats and opportunities warranting focused attention and long-term investment.

This effort is made possible through the leadership and financial support of our Economic Development Foundation (EDF) investors. Many of these partners have committed to supporting the full five-year strategy, providing stability and accountability as the community works toward shared economic goals. In close partnership with the New Braunfels Economic Development Corporation, the City of New Braunfels, Comal County, and New Braunfels Utilities (NBU), this plan serves as a coordinated roadmap to strengthen the local economy, enhance workforce readiness, and ensure sustainable growth for the future.

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 increasing as the population of the I-35 megaregion continues to grow. Building on momentum in key industries such as autonomous mobility, advanced manufacturing, financial services, technology, and corporate headquarters will support a more balanced and resilient local economy.

2025 Outcomes

2 PROJECT WINS



Lefko, USA: 150 Jobs, \$20M Capital Investment
Aumovio: 100 Jobs, \$110M Capital Investment



KEY TAKEAWAYS

- I-35 corridor continues to be an active market for advanced manufacturing relocation and expansion.
- There is strong and growing demand for site-ready industrial locations capable of supporting significant power loads.
- Foreign direct investment interest in manufacturing remains strong across the region, reinforcing its competitive position for international firms.
- Two significant office headquarters relocation and expansion projects are in active development, with public announcements anticipated this year.

ATTRACT QUALITY JOBS IN TARGET INDUSTRIES

2025 RECRUITMENT HIGHLIGHT: TBIC GERMANY FOREIGN TRADE MISSION

In 2025, we joined the Transatlantic Business & Investment Council (TBIC) on a four-day trade mission to Germany, engaging with industry leaders across Baden-Württemberg, Rhineland-Palatinate, and Bavaria and concluding at the IAA MOBILITY Show in Munich. The purpose of this mission was to strengthen relationships with German companies already operating in our region, such as Continental/Aumovio, while advancing conversations with firms actively exploring U.S. investment opportunities. The delegation met with 12 German companies interested in expanding in the United States. The mission reinforced our region's global competitiveness and deepened transatlantic ties in key sectors, including automotive, food, and advanced manufacturing.



TBIC Germany Foreign Trade Mission



IAA Mobility Conference 2025

IMPROVE MOBILITY AND TRANSPORTATION OPTIONS

Traffic and transportation impacts can be reduced while supporting economic activity by better aligning jobs with local skills and encouraging denser mixed-use development that places people closer to employment and services.

- Mobilized the SH46 task force to advocate for accelerating the expansion of SH46 from Interstate 35 to Interstate 10.
- Worked with the city to advocate for the updated Thoroughfare Plan.

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.

2025 Outcomes

75


LOCAL
COMPANY
VISITS



112

SERVICES PROVIDED
IN 2024

● Workforce

● Infrastructure

● Data & Resources

● Business Development Connections

● Existing Business Expansions

36.6%

14.3%

37.5%

CATEGORIES OF ASSISTANCE PROVIDED

ALIGN & OPTIMIZE OUR WORKFORCE

KEY WORKFORCE TAKEAWAYS

- Hiring challenges have eased compared to prior years; however, employee retention has emerged as the primary workforce concern for many employers.
- Workforce readiness and re-skilling needs are increasing, with more job seekers requiring training to qualify for in-demand technical and skilled positions.
- Companies seeking to expand face rising real estate and construction costs and longer project timelines, slowing growth plans.
- Overall business climate sentiment remains highly favorable, with employers citing strong community culture and access to talent as major strengths of New Braunfels.



NORTHEAST LAKEVIEW COLLEGE AT NEW BRAUNFELS EXPANSION

Continued expansion of higher education offerings in New Braunfels; closed on the purchase of a 58,000 sqft building to increase access to postsecondary education and career-aligned training programs for local students and adult learners.

TSTC, TEXAS FAME, AND SKILLPOINT ALLIANCE EXPANSION

Texas State Technical College (TSTC), Texas FAME, and Skillpoint Alliance expanded advanced manufacturing and technical training in New Braunfels, graduating the first TSTC/FAME Advanced Manufacturing Technicians along with 82 additional students across high-demand programs. These efforts strengthened workforce pipelines through hands-on training aligned with local employer needs.



ALIGN & OPTIMIZE OUR WORKFORCE

ADDITIONAL WORKFORCE INITIATIVES



CareerQuest
2025



Texas CyberForge
Site Visit

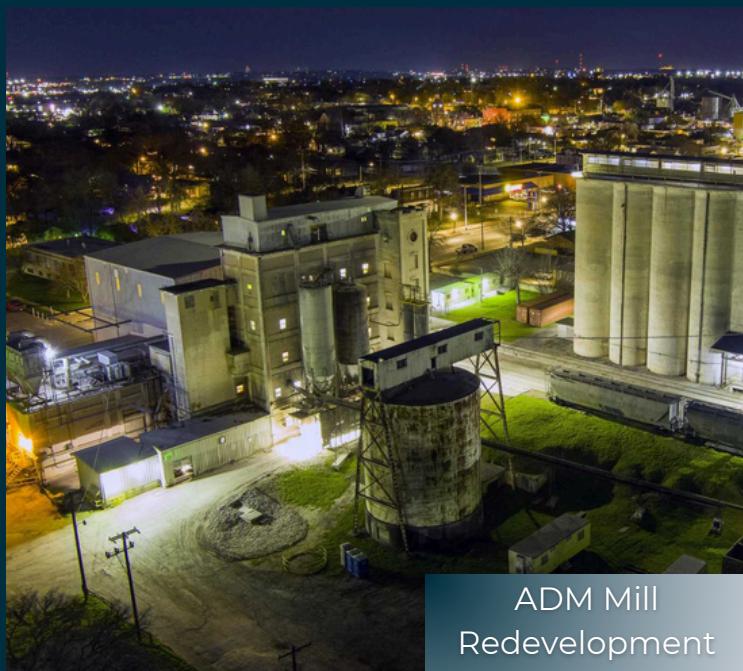


Workforce-Education
Partnership

- **Youth & Student Career Exposure:** Connected more than 1,500 middle and high school students with local employers through Youth CareerQuest, career fairs, and mock interview programs, building early awareness of skilled, technical, and professional career paths.
- **Employer Engagement & Talent Pipelines:** Hosted regional and local job fairs engaging nearly 200 employers and over 1,700 job seekers, strengthening direct hiring pipelines across multiple industries.
- **Education-Industry Alignment:** Advanced classroom-to-career connections through the Teacher Externship Program and the UT “Home to Texas” Internship Program, placing educators and students directly with regional employers.
- **Workforce Strategy & Employer Support:** Convened HR Roundtables and apprenticeship employer convenings to support recruitment, retention, compliance, and expansion of U.S. DOL Registered Apprenticeship programs.
- **Childcare & Workforce Access + Recognition:** Launched Early Matters New Braunfels to address childcare as a workforce barrier and earned multiple state and regional awards, including the 2025 TEDC Workforce Excellence Awards and the Workforce Solutions Alamo Partnership Impact Award.

EXECUTE PROACTIVE LAND USE AND DEVELOPMENT STRATEGIES

While many communities work to generate population and workforce growth, New Braunfels has the opportunity to manage growth that is naturally occurring. New development should be supported in ways that align with the community's vision and adopted strategic plans, and we must continue to facilitate collaboration with developers and the city to guide cohesive downtown development.



EMERGING OPPORTUNITIES

Focused work on these priorities in the coming year will build on the region's momentum and help keep the economy strong and resilient in 2026:

NORTHEAST LAKEVIEW COLLEGE

Northeast Lakeview College at New Braunfels has secured a new standalone campus site and plans to open a 60,000 square foot facility in 2026. This expansion will significantly increase capacity for NLC New Braunfels and reflects the college's long-term commitment to the region.



TSTC

Texas State Technical College has secured more than 100 acres along SH 46 near Seguin for a future regional campus. TSTC will also maintain a long-term presence in New Braunfels by expanding within the Central Texas Technology Center, supporting continued growth in the region.

EARLY CHILDHOOD EDUCATION

Formed a local steering committee to address childcare access, affordability, and quality as workforce barriers.



ENTREPRENEURSHIP & STARTUPS

The team evaluated multiple startup programs for potential use in New Braunfels and selected a nationally ranked accelerator. The program will support early-stage companies through hands-on coaching, investor access, and structured programming to help founders scale. Designed to strengthen the local entrepreneurial ecosystem, the accelerator is expected to launch this spring.

NEW BRAUNFELS EDC

ONGOING PROJECTS

The NBEDC Board is a volunteer board made up of seven New Braunfels residents. The board oversees the use of economic development sales tax and provides recommendations to the New Braunfels City Council on economic development initiatives. This support allows our team to carry out the Confluence strategy and invest in projects that deliver long-term community benefit. We appreciate the EDC's continued partnership and support as we move into 2026.

Since Confluence launched in 2023, the New Braunfels Economic Development Corporation has reinvested more than \$54.5 million into the community. Continued holistic support for transportation, infrastructure, small business, education, and quality of life projects will help ensure New Braunfels remains a place where residents can live, work, and thrive.



Lefko USA Headquarters



Northeast Lakeview College

NBEDC PROJECTS (SINCE 2023)

\$54.5M PROJECT FUNDING APPROVED

\$21.6M for parks and quality of life projects
\$18.4M for infrastructure projects
\$14.5M for workforce, education, and small business support

2025 NBEDC BOARD

Shane Hines
(President)

Don Austin

Jason Hurta

Kathy Meurin

Kristen Carden

Larry Hammonds

Tera Thompson

THANKING OUR EDF BOARD

The Board of Directors provides guidance and oversight for the Economic Development Foundation. Their leadership helps shape the strategic direction and execution of the Confluence Economic Development Plan, serving as an important resource for our community. We thank our board members for their time, service, and commitment to New Braunfels:

2025 GNBEDF BOARD

Todd Blackmon

Pape-Dawson
Engineers

Justin Hammack

First Commercial
Bank

Thad Rutherford

Southstar

Greg Lutz

Schertz Bank & Trust

Genifer Rucker

Resolute Baptist
Hospital

Russell Gribble

Security State Bank &
Trust

Max Harford

Veramendi

Jeff Moeller

Quiddity

Melodye Tomsu

Joeris

Keith Dalton

KDW

Cory Elrod

Legacy Commercial
Real Estate

Travis Taylor

SVN Traditions

Alice Jewell

McKenna Foundation

Douglas Miller

Miller & Miller
Insurance

Nick Reynolds

Colliers Engineering &
Design

Patrick Rose

Corridor Title

Tony Battle

Byrne Construction
Services

Thor Thornhill

HMT Engineering &
Surveying

Lance Griffin

Cemex

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
Colliers Engineering & Design
First Commercial Bank
Frost Bank - New Braunfels
GBMC Communities

McKenna Foundation
Moody Bank
Prosperity Bank
Raba Kistner, Inc.

Sage Capital Bank
Schertz Bank & Trust
Security State Bank & Trust
Terracon
Worth & Associates

SILVER INVESTORS

AmegyBank of Texas
Ash Grove
Bluebonnet Motors, Inc.
Broadway National Bank
C.C. Carlton Industries
CGT US Limited

First Lockhart Bank
Gruene Hall, Texas' Oldest
Dance Hall
HD Supply Facilities
Maintenance
HMT Engineering & Surveying
Hunter Industries, Ltd.

INK Civil
Joeris General Contractors
Karnes County National Bank
Kimley-Horn and Associates
Legacy Commercial Real Estate
Miller & Miller Insurance

NewQuest Properties
Quiddity Engineering
SME Accounting
SpawGlass
Structura, Inc.
SVN | Traditions
VIP Staffing

BRONZE INVESTORS

Alterman Inc.
Axis Structural, LLC
Barnes Gromatzky Kosarek
Architects
Bateman Holdings LLC
Binkley & Barfield
Cadence McShane Construction
Comal ISD Community Education
D.R. Horton, Inc. - San Marcos

Dominion Advisory Group
Embrey Partners, LLC
Freese and Nichols
Guadalupe Blanco River Authority
GVEC
JGI Outdoor Advertising
Krause's Cafe, LLC
Landhaus at Gruene
Langley - Banack & Pfeuffer

Marmon Mok Architecture
ME360 LLC
Mesquite Creek Landfill
Metropolitan Contracting Company
New Braunfels Herald-Zeitung
New Braunfels Title
Resolute Baptist Hospital
R-S-C-R, Inc. Consulting Engineers

Schlitterbahn Waterpark
Schumann Consulting
Sunland Group
TBA|DOUGLAS
Tri City Distributors, L.P.
Utility Engineering Group
ValMark Chevrolet
Wurstfest Association of New
Braunfels



NEW BRAUNFELS
CHAMBER OF COMMERCE

ECONOMIC DEVELOPMENT