

# 2025 Economic Benchmarks

## New Braunfels, Texas

# DEMOGRAPHICS

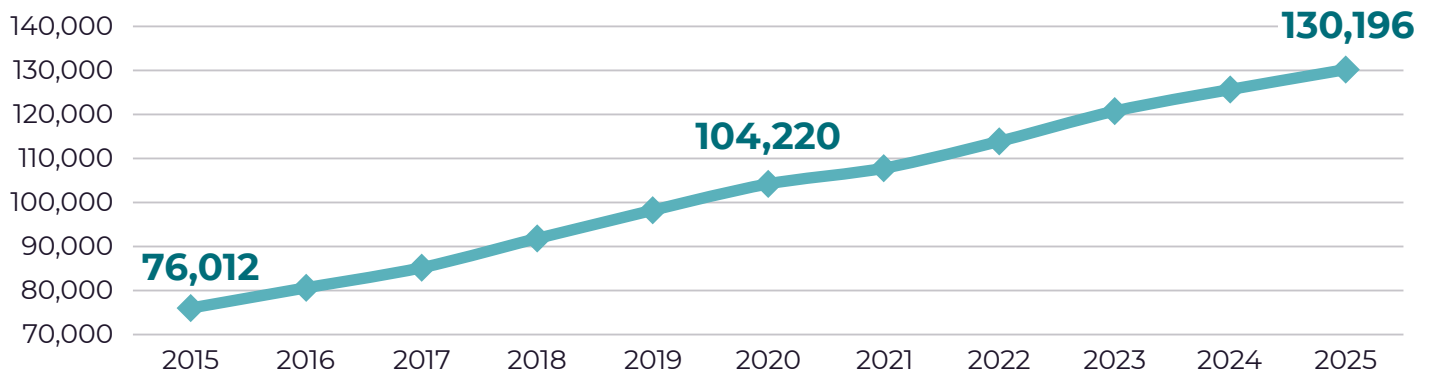
## POPULATION

Since 2015, New Braunfels' population has increased by 71%, a rate more than three times higher than that of the State of Texas. This rapid growth reflects the community's high quality of life, strong public school system, and strategic position along the San Antonio–Austin corridor. Major developments such as Veramendi and Mayfair, along with corporate expansions by companies like Lefko and Aumovio, underscore New Braunfels' appeal as a desirable place to live, work, and invest.

### POPULATION GROWTH CITY OF NEW BRAUNFELS

**71%**

**INCREASE  
SINCE 2015**

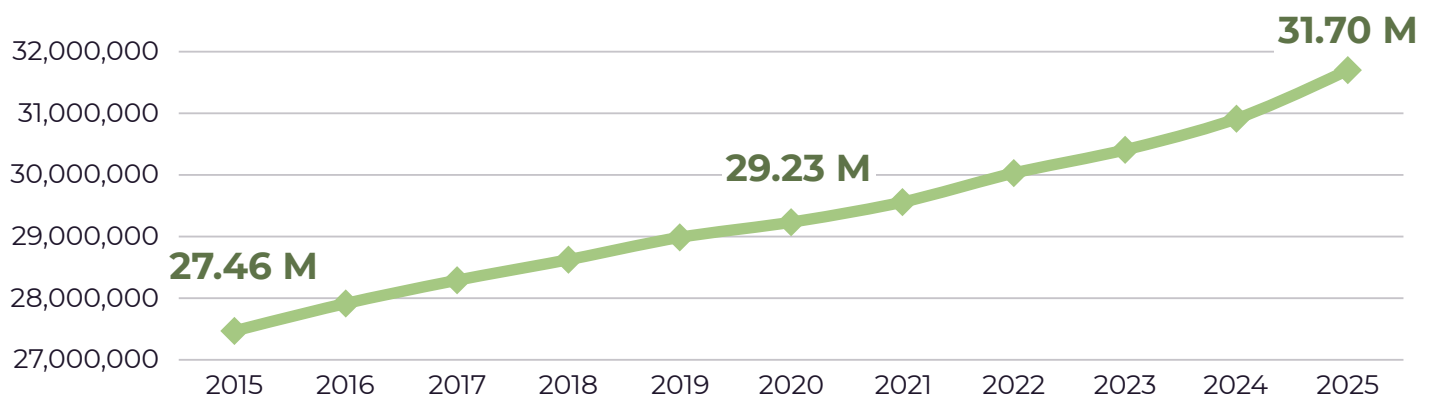


Source: Lightcast, 2025

### POPULATION GROWTH STATE OF TEXAS

**15%**

**INCREASE  
SINCE 2015**

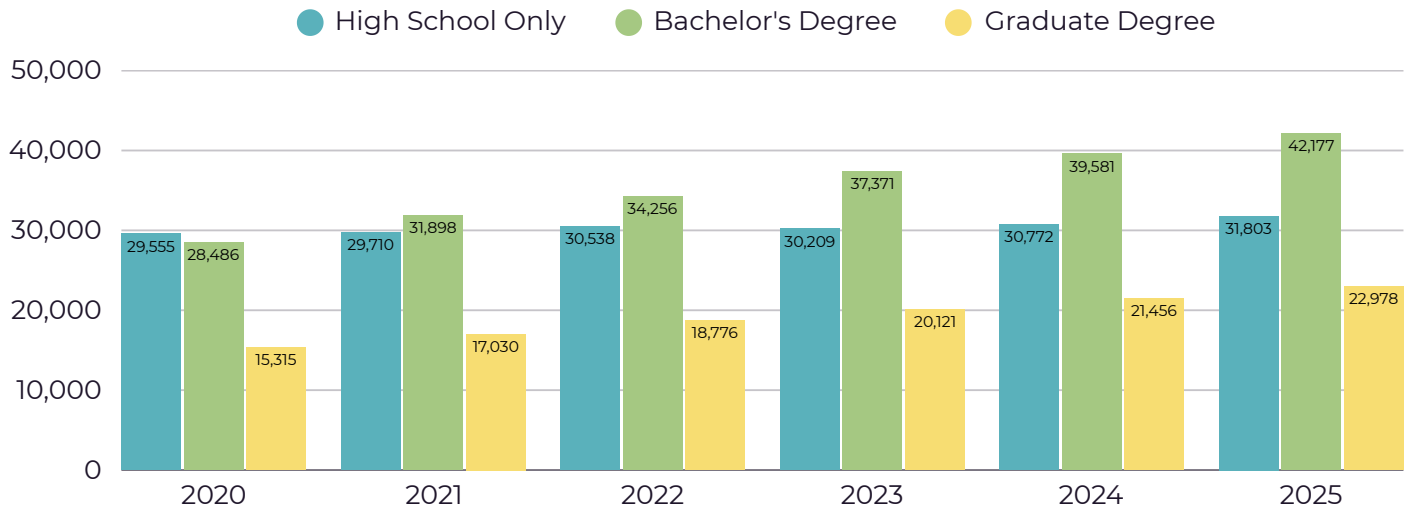


Source: Lightcast, 2025

# EDUCATIONAL ATTAINMENT

New Braunfels is supported by an increasingly well-educated workforce. In 2025, 43.4% of county residents held a Bachelor's degree or higher, which is 9.2 percentage points above the Texas statewide average of 34.2%. **Since 2020, the number of residents with a Bachelor's degree has grown by 39%, while residents holding a graduate degree or higher have increased by 40%**, demonstrating a steady rise in educational attainment within the community.

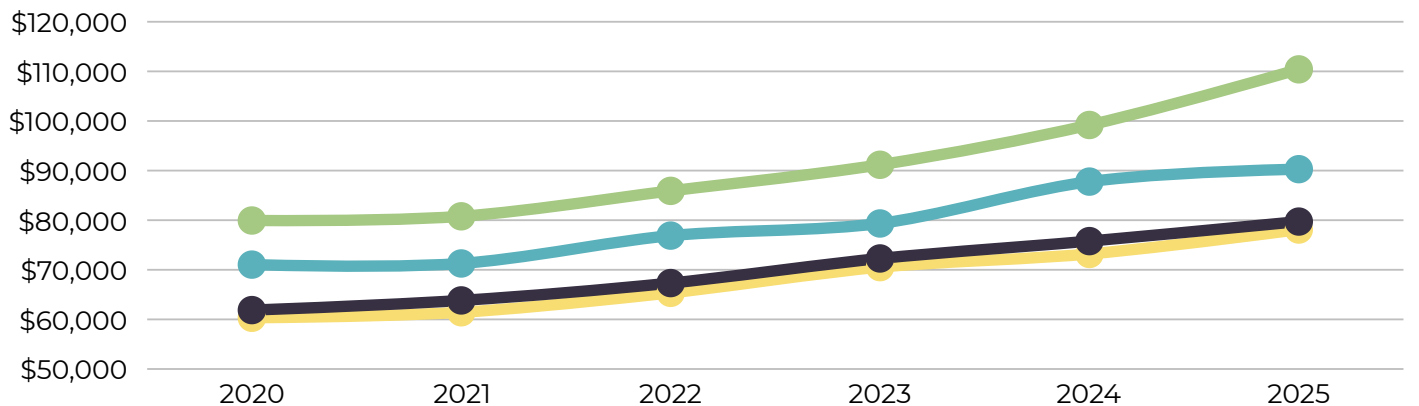
## POPULATION BY EDUCATION LEVEL



Source: Lightcast, 2025. Geography: Comal County, Texas

## MEDIAN HOUSEHOLD INCOME

Median household income in New Braunfels rose by 3% in 2025 and is up 11% since 2020. Citywide median household income is well above the statewide and metro area averages, and Comal County ranks in the top 5% of all Texas counties for median household income.



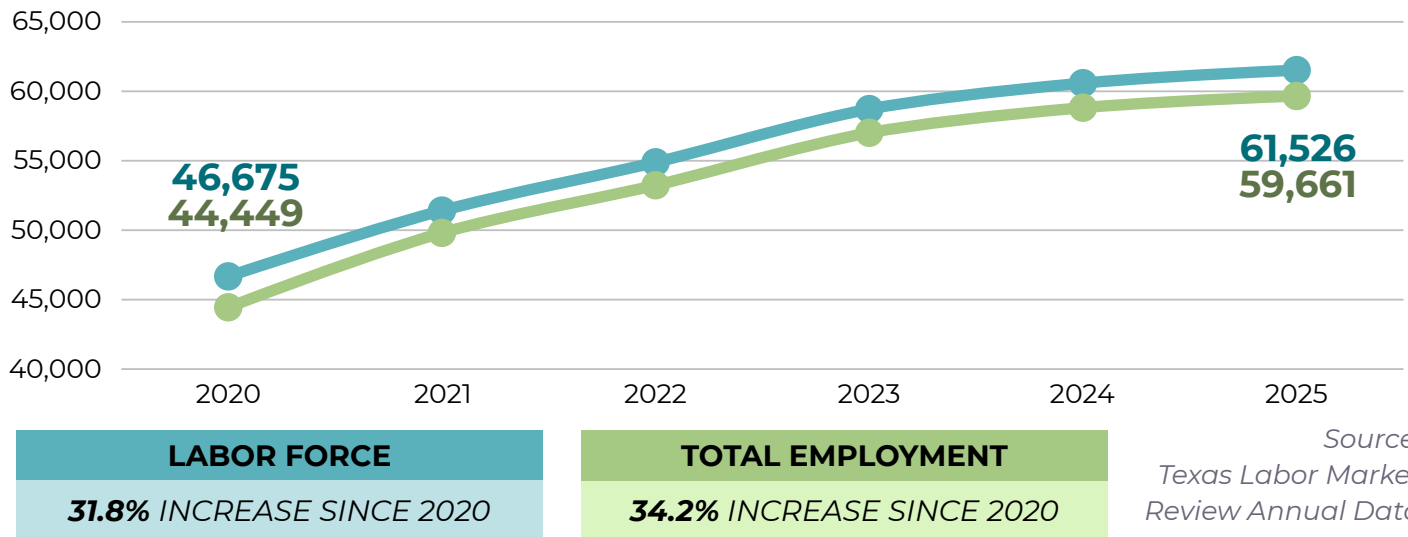
CITY OF NEW BRAUNFELS	COMAL COUNTY	SAN ANTONIO METRO	STATE OF TEXAS
2025: \$90,284	2025: \$110,408	2025: \$78,112	2025: \$79,721

Source: U.S. Census Bureau American Community Survey

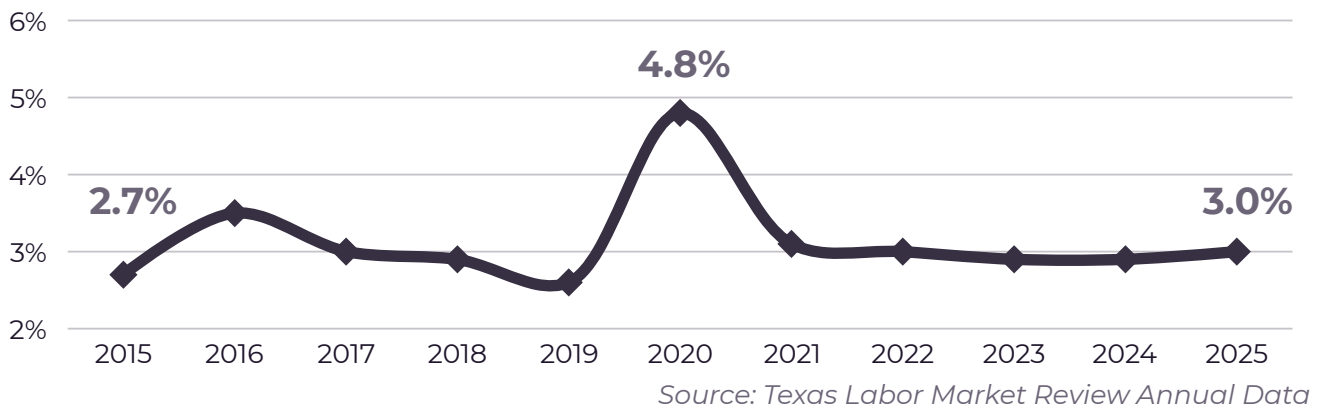
# JOBS

New Braunfels consistently outperforms national, state, and nearby metropolitan areas in labor market performance. Since 2015, the city's unemployment rate has averaged 3.1%, reflecting a strong and stable job market. In 2025, unemployment stood at 3.0%, with total city employment reaching 59,661 workers. Since 2020, the city's labor force has increased in size by 31.8%, while the total number of employees has increased by 34.2%.

## LABOR FORCE & EMPLOYMENT CITY OF NEW BRAUNFELS

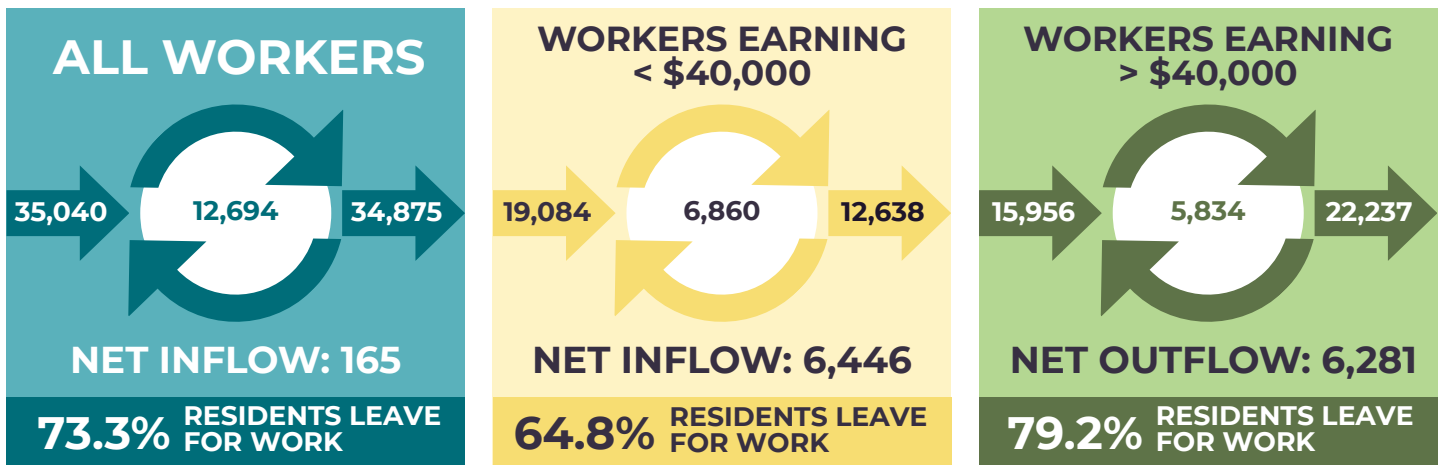


## UNEMPLOYMENT RATE CITY OF NEW BRAUNFELS



# COMMUTING

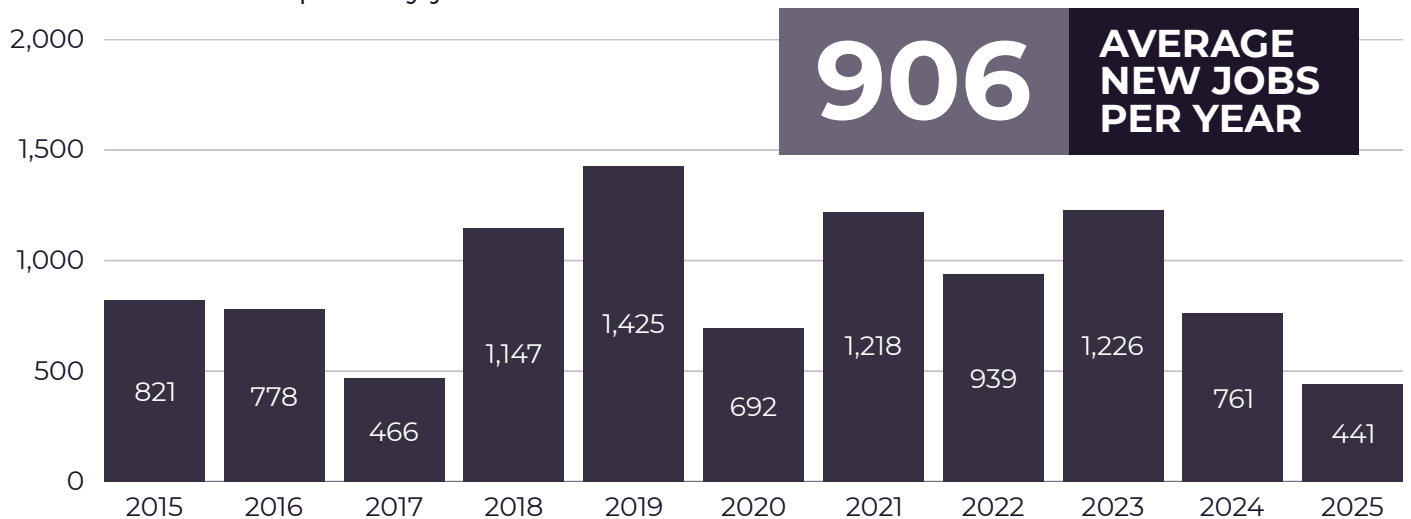
New Braunfels employers draw workers from across the San Antonio–Austin corridor, though most residents still commute out for work. In 2023, slightly more workers commuted into the city than residents commuting out, resulting in a small net inflow of 165 workers overall, even as 73.3% of residents left the community for their jobs. This dynamic varies by income: for workers earning under \$40,000, the city had a net inflow of 6,446 workers, while for those earning over \$40,000, New Braunfels saw a net outflow of 6,281 workers, indicating that residents with higher-paying jobs still leave for work. This trend underscores the importance of our work to recruit new companies and support local business expansion: ensuring more residents can live and work in New Braunfels.



Source: U.S. Census Bureau OnTheMap, 2023

# NEW PRIMARY JOBS

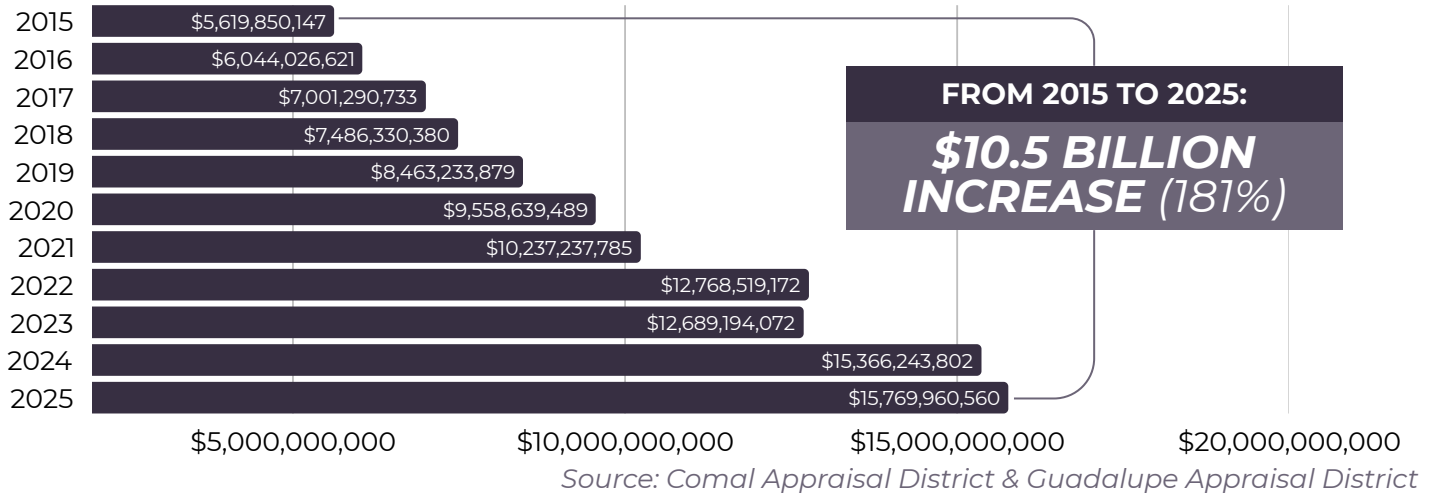
Primary employers produce goods or services sold outside the local trade area, bringing new income into the community. New Braunfels currently tracks 45 primary employers and has averaged 906 new primary job announcements per year since 2015, though yearly totals fluctuate because many new jobs, such as those in retail, restaurants, entertainment, professional services, or small local businesses, serve the local market and are not counted as primary jobs.



Source: Greater New Braunfels Chamber Annual Major Employer Survey.

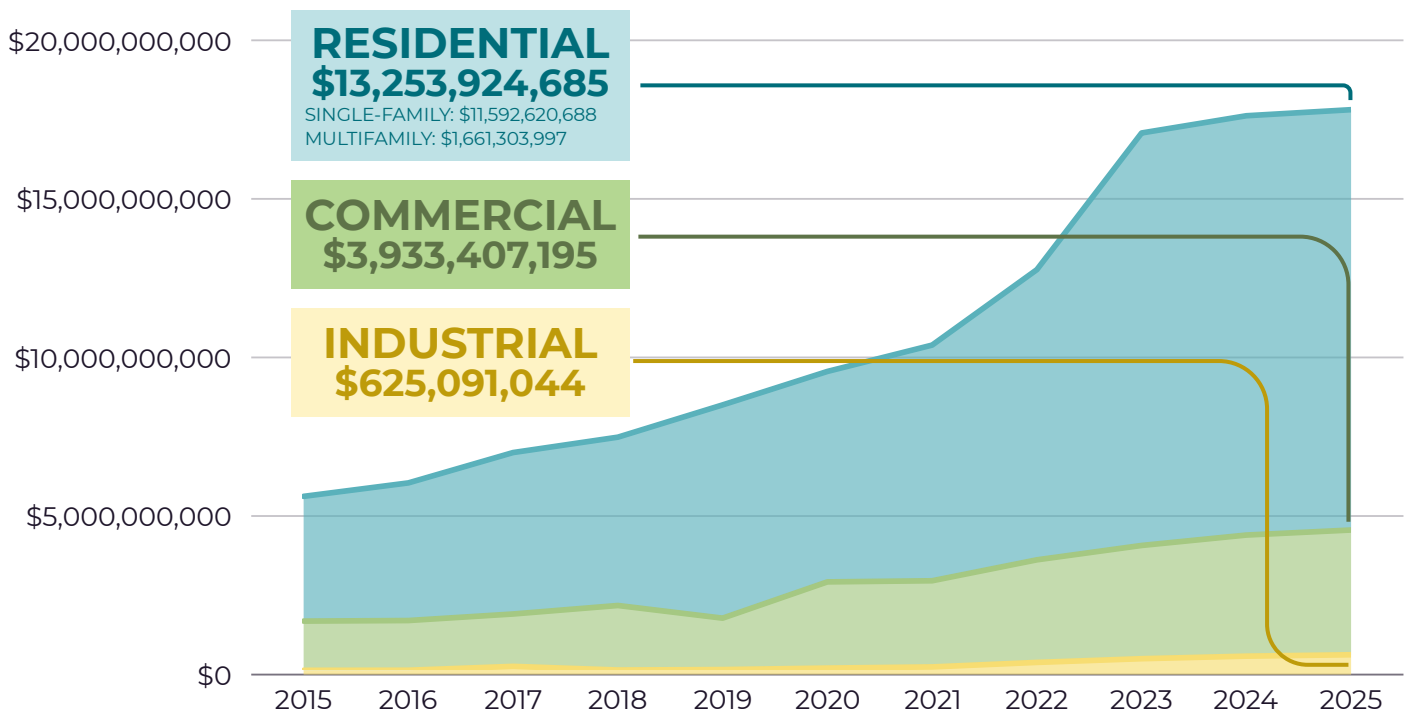
# TAXES & REVENUES

Taxable value in New Braunfels is up by over \$10.15 billion since 2015, representing an increase of approximately 181% in the ten-year period. The City of New Braunfels maintains a competitive, lower-than-average tax rate compared to similar-sized benchmarking cities across Texas.



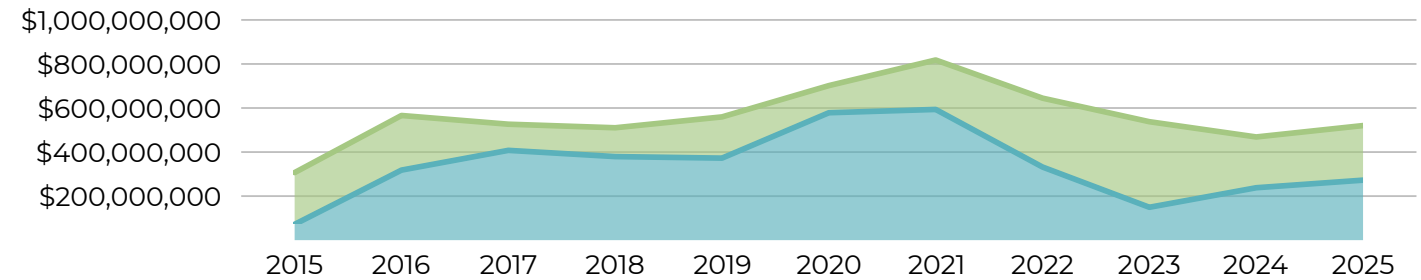
## PROPERTY VALUE BREAKDOWN

New Braunfels continues to see robust market valuation growth across all property types. Residential market valuation has increased by over \$31 million year over year. Commercial market valuation increased by over \$115 million in the same period.



# BUILDING PERMIT VALUES

In 2025, building permit values in New Braunfels totaled over \$520 million.

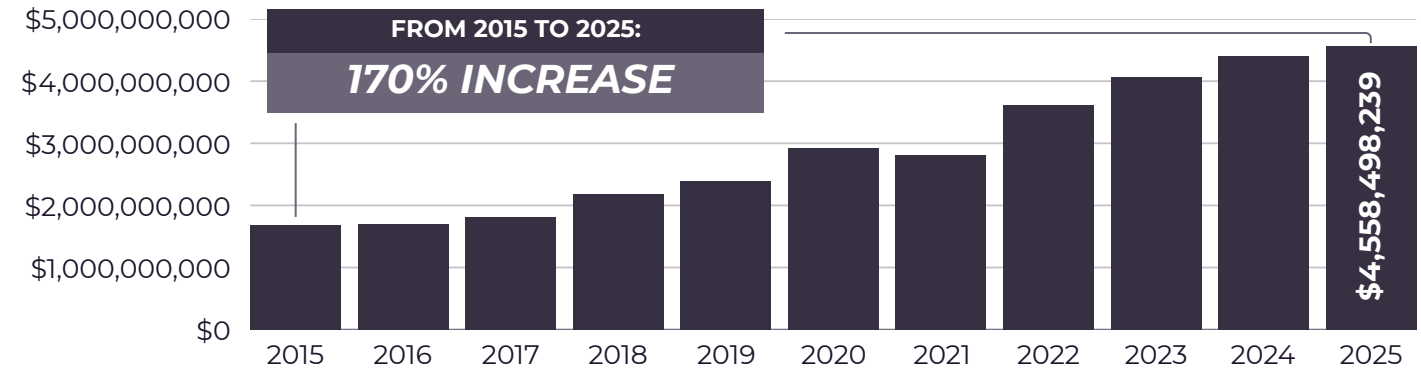


SINGLE FAMILY RESIDENTIAL	COMMERCIAL & MULTIFAMILY	GRAND TOTAL
2025: \$272,428,682	2025: \$247,831,636	2025: \$520,260,318

Note: Multifamily residential is reported as part of commercial development for permitting purposes.  
Source: City of New Braunfels Planning & Zoning Department

# COMMERCIAL TAX VALUE

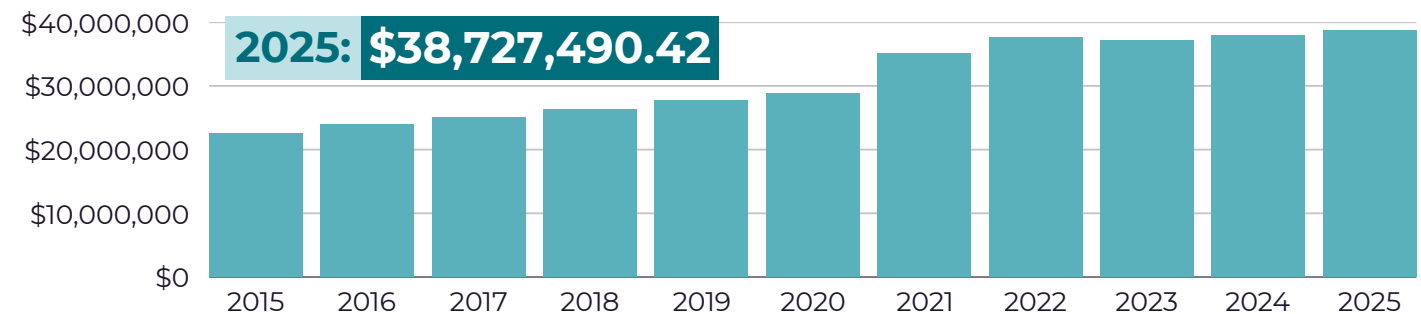
In 2025, the combined commercial and industrial tax value increased by 3.62% year-over-year. Since 2015, values have increased 170%, indicating significant economic expansion.



Source: Comal Appraisal District & Guadalupe Appraisal District

# SALES TAX REVENUES

Sales tax revenues increased year-over-year in 2025. Sales tax revenue was \$38,727,490.42, an all-time high for the City of New Braunfels and a 2.3% increase from 2024. Sales Tax is the largest local revenue source for city government services.

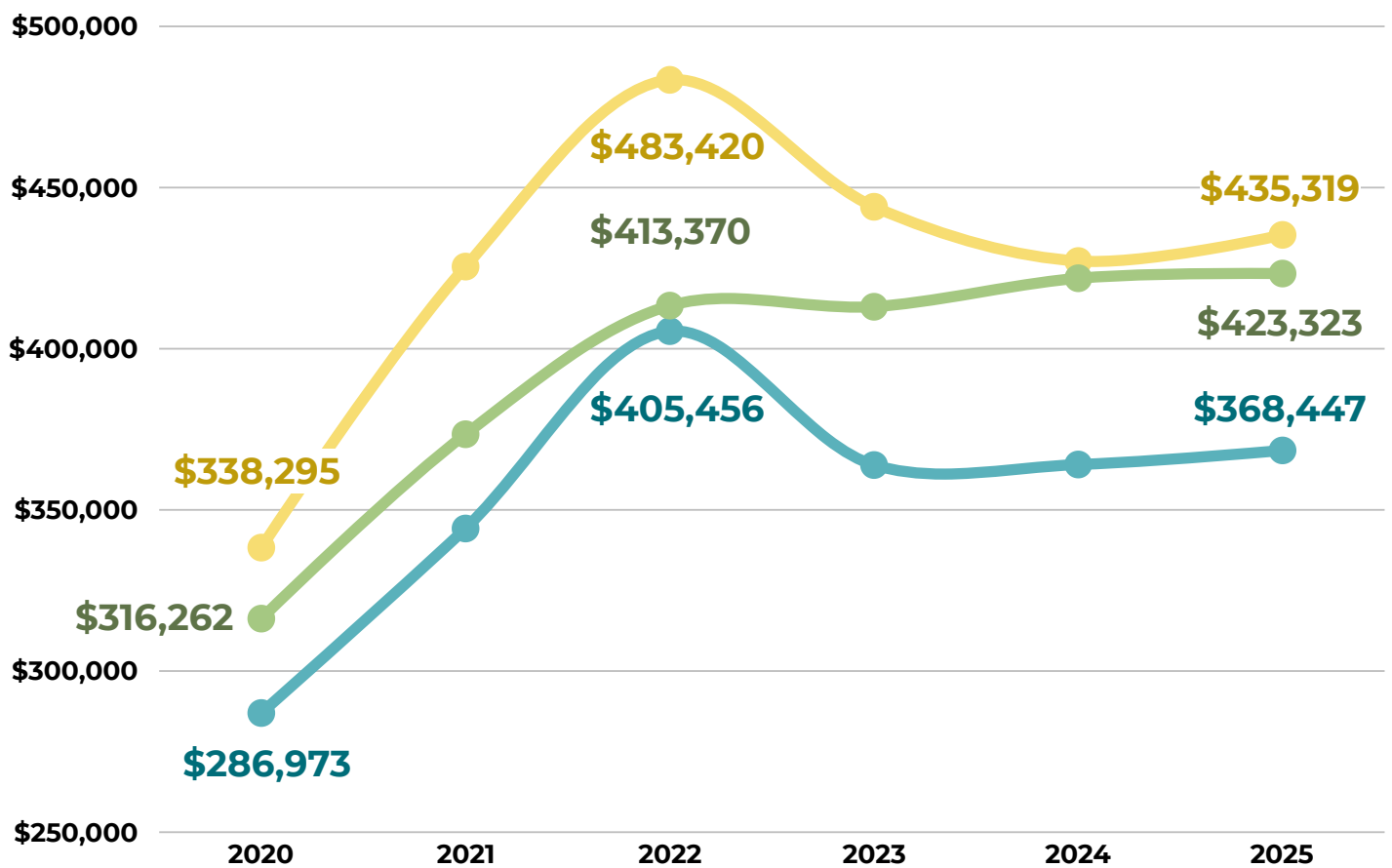


Source: Comal Appraisal District & Guadalupe Appraisal District

# REAL ESTATE

## MEDIAN HOME VALUES

Median home values in the City of New Braunfels remain below the statewide average, though they have steadily trended upward. Meanwhile, the surrounding tri-county region (Comal, Guadalupe, and Hays) consistently records the highest home values in the area, exceeding both the city and the statewide median in recent years.

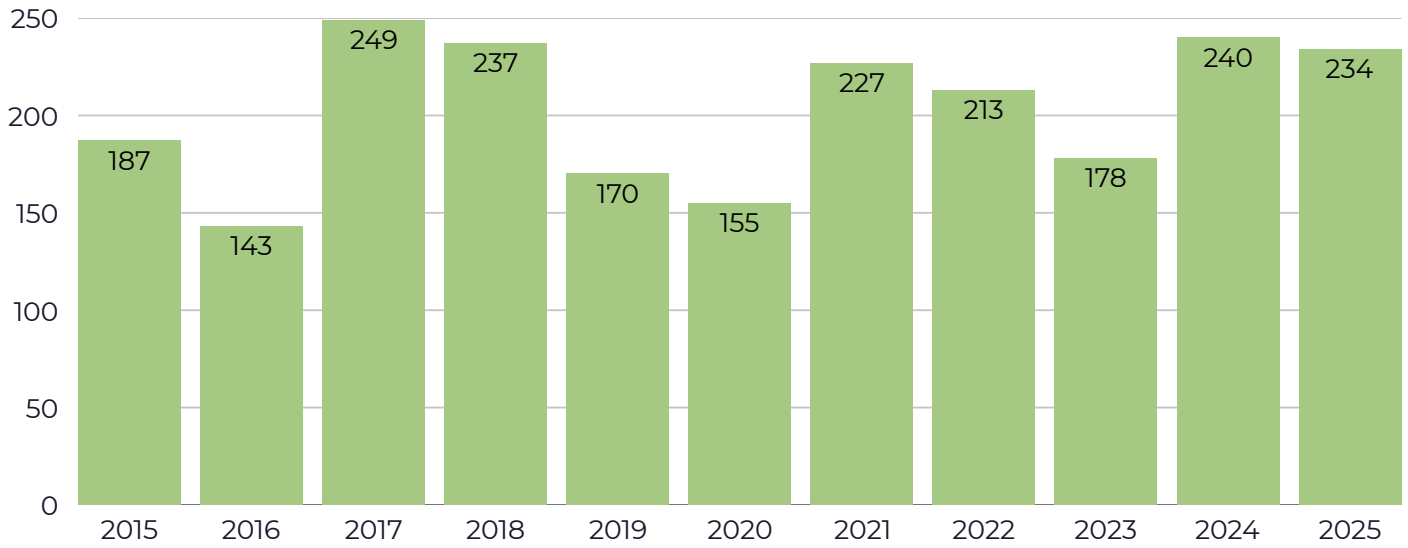


<b>CITY OF NEW BRAUNFELS</b>	<b>\$368,447</b>
<b>TRI-COUNTY AREA (COMAL, GUADALUPE, HAYS)</b>	<b>\$435,319</b>
<b>STATE OF TEXAS</b>	<b>\$423,323</b>

Source: Texas A&M Real Estate Research Center, Annual Totals

# NEW BUSINESS METERS

New Braunfels meters are measured by the city-owned utility for electricity, water, and wastewater. In 2025, NBU registered 234 new businesses, gaining 2,233 since 2015.

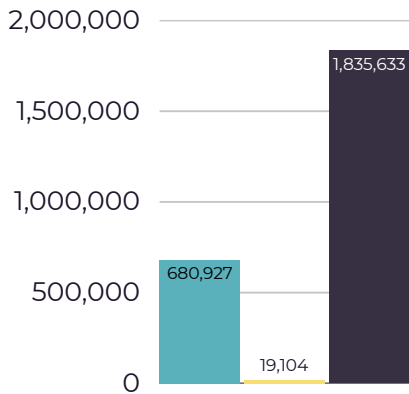


Source: New Braunfels Utilities Annual Data

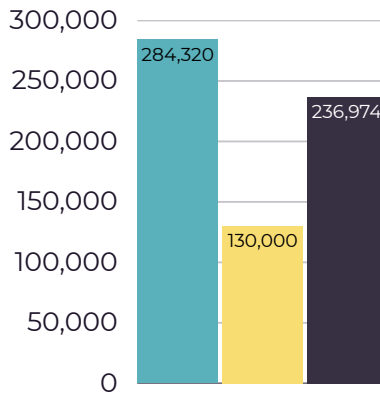
# REAL ESTATE CONSTRUCTION RATES

There are multiple developments underway across our area that will significantly expand the capacity of retail, office, and industrial real estate to meet the high demand in our area.

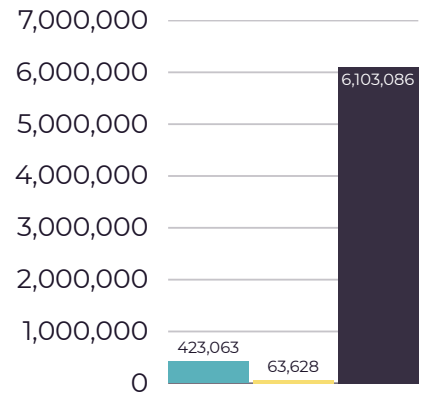
## COMAL COUNTY DELIVERIES 2024-2025



## COMAL COUNTY UNDER CONSTRUCTION 2026-2027



## COMAL COUNTY PROPOSALS 2026-2027



Source: CoStar Commercial Real Estate Data

# TOTAL REAL ESTATE PIPELINE



# LOOKING AHEAD

New Braunfels continues to advance the goals of the Confluence Strategic Plan by attracting high-quality employers, strengthening workforce pipelines, and investing in infrastructure that supports long-term economic growth. Major wins such as the Lefko USA headquarters relocation, the AUMOVIO advanced manufacturing expansion, new higher education investments from Northeast Lakeview College and TSTC, and workforce initiatives like Early Matters New Braunfels demonstrate strong progress toward building a more resilient and globally competitive regional economy.

## KEY MILESTONES AND WINS

### MAJOR PROJECT WINS

- Lefko USA HQ: 150 jobs, \$20M investment in advanced manufacturing
- AUMOVIO expansion: 100 jobs, \$110M investment in autonomous mobility technology
- 64 active projects across manufacturing and corporate sectors

### WORKFORCE & TALENT PIPELINES

- Northeast Lakeview College: 58,000 sq. ft. expansion in New Braunfels
- TSTC / Texas FAME: First Advanced Manufacturing Technician cohort graduated
- 1,500+ students connected to employers through career programs

### GLOBAL INVESTMENT & RECRUITMENT

- 165 new investment leads, a 39% increase from 2024
- 15 corporate site visits and 6 recruitment missions completed
- German trade mission: Met with 12 firms exploring U.S. expansion

### COMMUNITY INVESTMENT

- Early Matters New Braunfels launched to address childcare workforce gaps
- \$54.5M in NBEDC funding approved since 2023
- 75 business retention visits supporting local employers

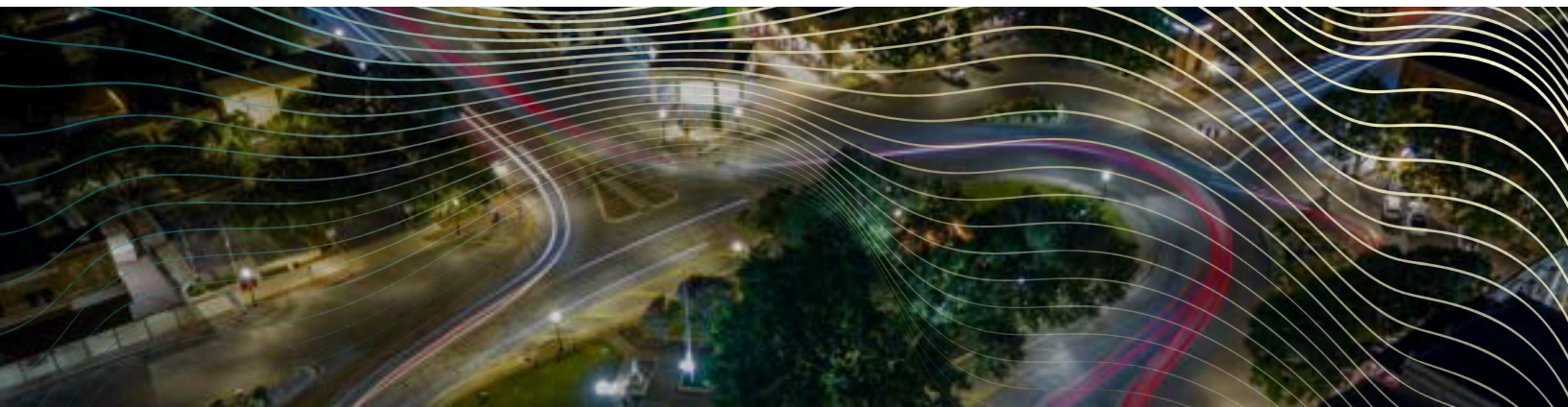
## FUTURE OPPORTUNITIES

As the implementation of our strategic plan continues, partners will continue advancing business retention and expansion, workforce development, infrastructure investment, and strategic redevelopment projects while addressing emerging priorities such as childcare availability and long-term transportation connectivity.

# ABOUT US

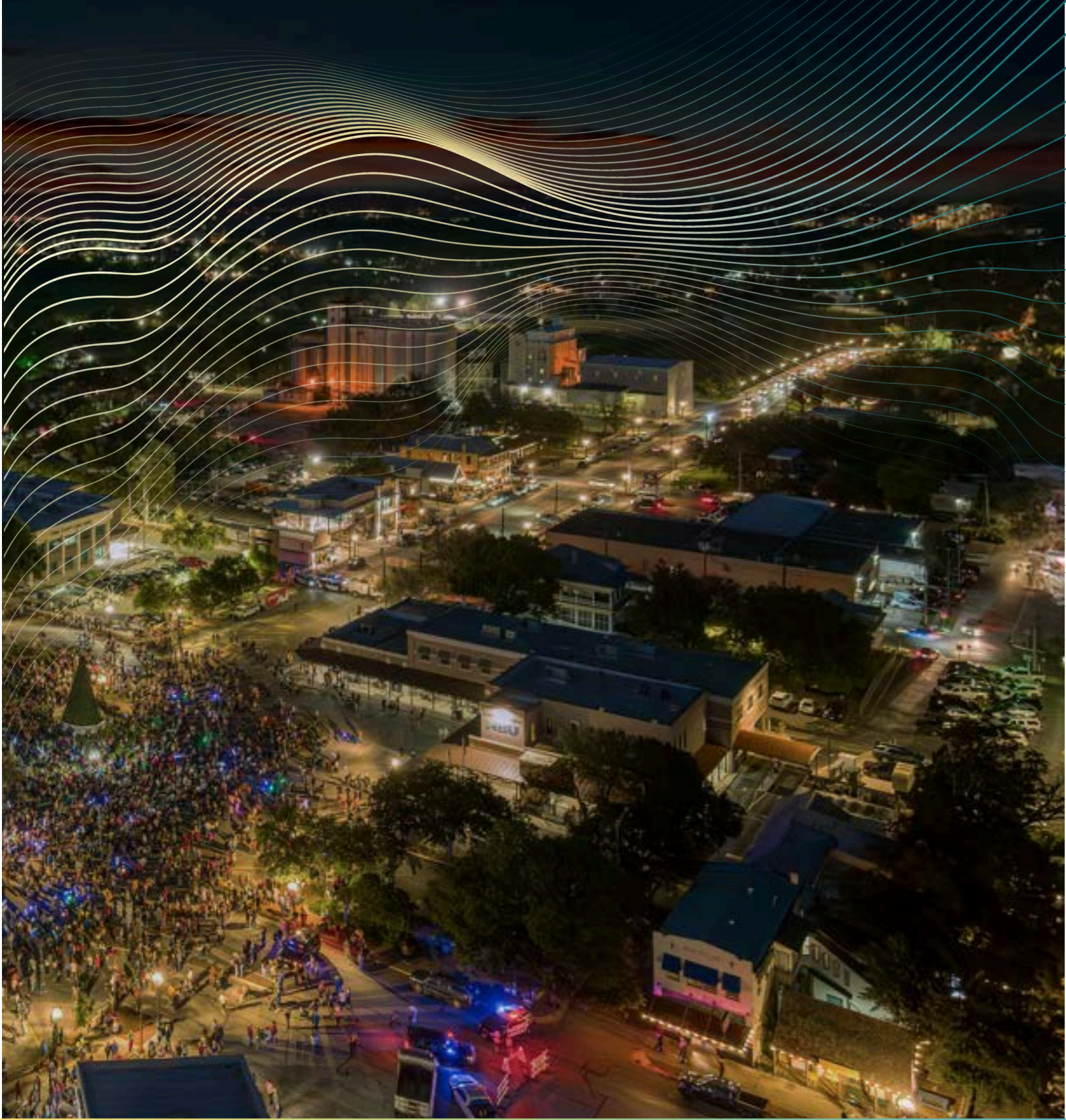
The New Braunfels Chamber provides a confidential, single point of contact for businesses looking to create new jobs in New Braunfels. We manage partnerships with businesses & local government, which operate from a shared strategic plan. Our partners include the City of New Braunfels and its EDC, Comal County, NBU, and the Economic Development Foundation.

**Visit [NBChamber.com/Economic-Development](https://www.nbchamber.com/Economic-Development) to learn more about how we can help grow your business.**



## OUR SERVICES

- Regional demographic and socioeconomic data
- Site selection information through our GIS-driven New Braunfels Real Estate Finder
- 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



## **CONTACT US**

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New Braunfels, Texas 78130

[nbchamber.com/economic-development](http://nbchamber.com/economic-development)