



# 2024

## ECONOMIC DEVELOPMENT A YEAR IN REVIEW



# A NOTE FROM THE CHAIR

As we embark on the third year of Confluence, our shared economic development strategic plan, it's an opportune moment to reflect on our progress and set our sights on the future of New Braunfels.

Thanks to the strong foundation laid in the first two years, we're now well-positioned for even greater success as we approach the midpoint of this five-year plan. With multi-year catalytic projects bearing fruit and exciting new developments taking shape, we find ourselves at a pivotal moment in our city's journey. Now is the time to continue with this momentum and advance even further in the six strategic priorities of the Confluence plan.

This progress wouldn't be possible without the collaboration and commitment of our investors.

Thank you for your continued partnership as we work together to build a strong, sustainable economic future for New Braunfels!



*Peter James*

Peter James  
2024 GNBEDF Chair

# 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

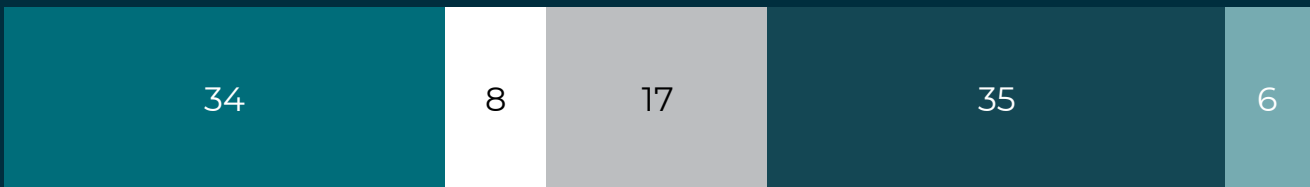
Through the Chamber's dedicated Business Retention & Expansion program, visits with our existing local businesses are up over five times per year since before the implementation of Confluence. 2024 continued to build on our successes with even greater involvement in our business community.

2024 Outcomes



**100** SERVICES PROVIDED  
IN 2024

- Workforce
- Infrastructure
- Data & Resources
- Business Development Connections
- Existing Business Expansions



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.



Co-Op Market



Mayfair



# 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.



## ENTREPRENERUSHIP & 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

### **Todd Blackmon**

Pape Dawson Engineers

### **Robert Camareno**

City of New Braunfels City  
Manager

### **Barron Casteel**

New Braunfels Chamber  
Chair of the Board

### **Keith Dalton**

KDW Ltd.

### **Cory Elrod**

Legacy Commercial Real  
Estate

### **Justin Hammack**

First Commercial Bank

### **Allison Humphries**

New Braunfels Chamber  
Immediate Past Chair of the  
Board

### **James Ingalls**

INK Civil

### **Peter James**

Veramendi

### **Alice Jewell**

McKenna Foundation

### **Ryan Kelso**

New Braunfels Utilities

### **Sherman Krause**

Comal County Judge

### **Neal Linnartz**

City of New Braunfels Mayor

### **Greg Lutz**

Schertz Bank & Trust

### **Kathy Meurin**

New Braunfels EDC  
Chairwoman

### **Douglas Miller**

Miller & Miller Insurance

### **Jeff Moeller**

Quiddity Engineering

### **Jonathan Packer**

Greater New Braunfels  
Chamber of Commerce

### **Patrick Rose**

Corridor Title

### **Genifer Rucker**

CHRISTUS Santa Rosa

### **Jason Smith**

SpawGlass

### **Travis R. Taylor**

SVN | Traditions

### **Thor Thornhill**

HMT Engineering & Surveying

### **Melodye Tomsu**

Joeris

### **Don Watkins**

Cadence McShane

### **Burt Wellmann**

Colliers Engineering & Design



# 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**