



State of the City

2023 Annual Report



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The City of New Braunfels' State of the City Report is published by the Greater New Braunfels Economic Development Foundation, a 501c3 nonprofit created in 2005 to generate private sector support for economic development in New Braunfels. This is done through partnerships with the Chamber and its professional staff. The Chamber also manages partnerships with the City of New Braunfels via its Economic Development Corporation, Comal County, and NBU.

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SVN Traditions	Travis Taylor
Veramendi Development Co.	Peter James, Chair-Elect

New Braunfels City Council

Mayor	Neal Linnartz
District 1	Andrés Campos
District 2	Christopher Willis
District 3 & Mayor Pro Tem	Harry Bowers
District 4	Lawrence Spradley
District 5	Mary Ann Labowski
District 6	April Ryan

GNBEDF Executive Staff

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Robert Camareno City Manager

Robert Camareno has a passion for public service and is honored to be the City Manager for the City of New Braunfels. Robert was born and raised in New Braunfels and graduated from New Braunfels High School. He then proudly served in the United States Marine Corps and received two meritorious promotions.

Robert holds a Bachelor of Science degree in Accounting from the University of Phoenix and started his professional career as an accountant with a large certified public accounting firm in Arizona. He then moved into the public sector serving in a number of financial and management positions for cities in Arizona and Texas.

Prior to coming home, Robert was the City Manager in Buda, Texas and in 2008 was hired as the New Braunfels Assistant City Manager and promoted to City Manager in 2013. He is responsible for the day-to-day operations of the organization with more than 800 employees and a budget of more than \$419 million.



Greg Lutz Chair, GNBEDF

Greg Lutz has been in the lending and professional relationship management field in New Braunfels for over 30 years. Having been involved with the Chamber for over 20 years, Greg has served on, and has chaired, numerous committees. Greg believes in giving back to his community and has been honored to serve as Chair of the Board for your EDF.

Thank you to our 2023 EDF Platinum Investors

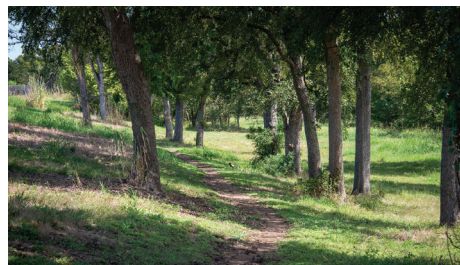


On the Cover

Street maintenance and repair continues to be a leading request from citizens and a top priority for the City. Over the past several years the City has made significant investment in equipment that will increase the capacity of the street division and improve efficiency and productivity.

Strategic Plan

The City of New Braunfels is in the process of developing its next organizational Strategic Plan. This will be a living document that guides the City's decision making and is used for government transparency and accountability. It will define:



Citizen Input

An important part of the process is citizen feedback. This was accomplished through a community survey, focus groups, stakeholder interviews, comments gathered on the community engagement web page, and a series of community forums.

Results from the Community Survey

Top 5 Things The City Does Well

- Maintaining outdoor spaces, parks, and trails
- Public Safety
- Engagement with communities and residents
- Business environment for large businesses
- Preserving natural resources

Top 5 Things The City Could Do Better

- Affordable housing
- Sustainable practices and programs
- Equity and inclusion
- Jobs and workforce development
- Infrastructure investment

Comprehensive Plan

While the Strategic Plan guides the organization of the City of New Braunfels and the public services we provide, the Comprehensive Plan, Envision New Braunfels, touches everything in the community such as land use, schools, tourism, and natural resources among others. Envision New Braunfels was adopted by City Council in August of 2018 after more than 8,700 residents provided feedback.

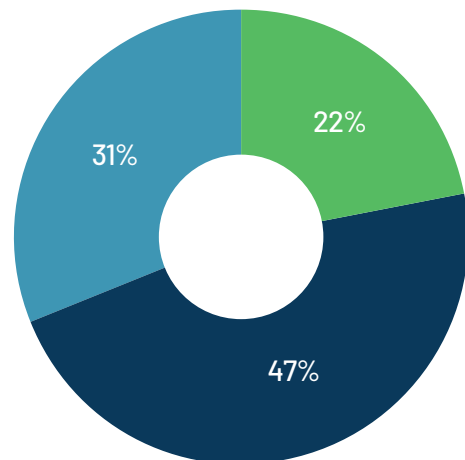
Plan Elements



Status Report

Comprehensive Plan Action Items Complete or Ongoing

78%



● Complete or ongoing ● In Process ● Pending

Land Development Ordinance

The Land Development Ordinance is a rewrite of the Zoning, Subdivision Platting, Historic Preservation, and Sign Ordinances. The current codes are outdated, difficult to understand, and ineffective in response to rapid change and new development needs. The Land Development Ordinance will make the new codes easier to understand, add flexible alternatives, provide for more predictable development, and help implement Envision New Braunfels.

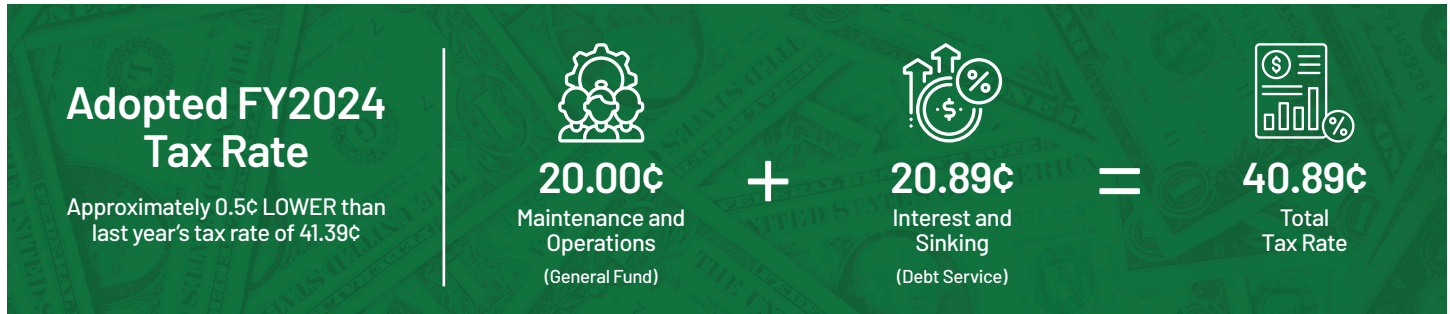
Status Report

Project Scope & Anticipated Timeline



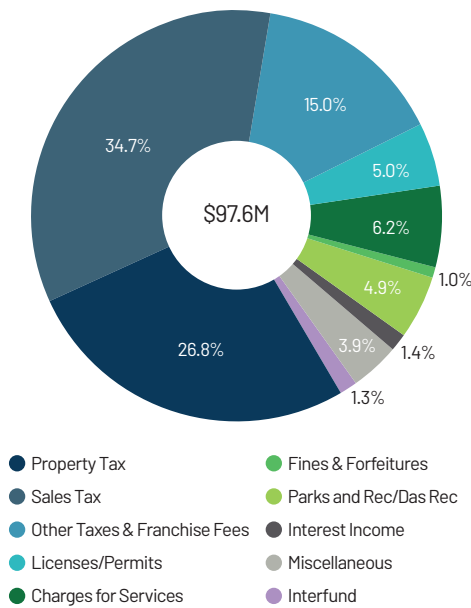
Budget

Tax Rate

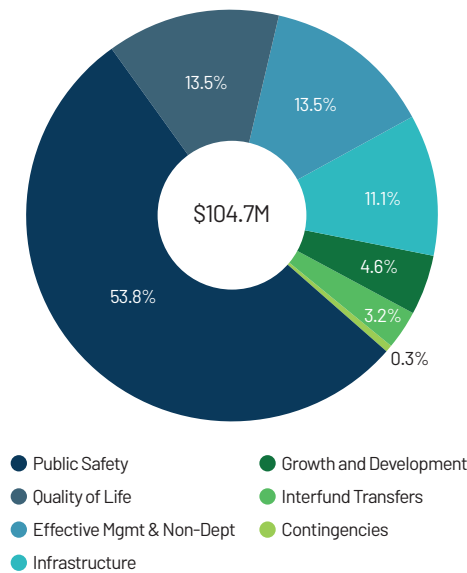


General Fund Revenues, Expenses & One-Time Investments

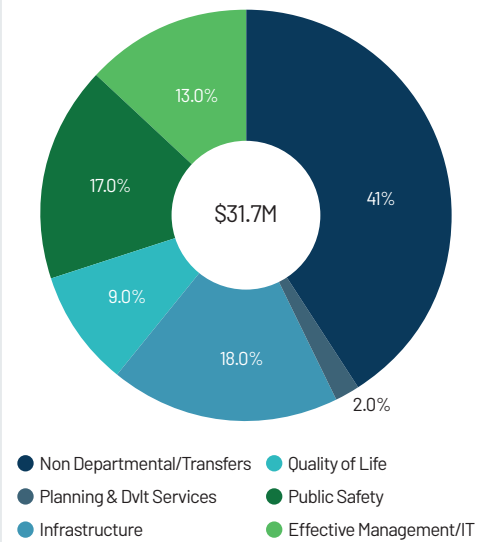
FY2024 General Fund Revenues



FY2024 General Fund Expenditures



FY22-FY24 Combined One-Time Investments



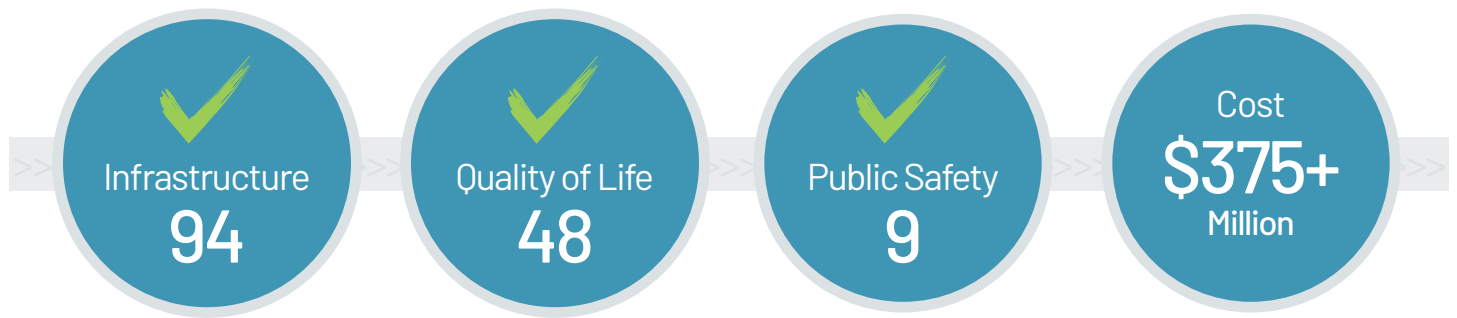
Your Tax Dollar

- Infrastructure - \$.11
- Quality of Life - \$.14
- Public Safety - \$.54
- Growth & Development - \$.05
- Effective Management - \$.13
- Interfund Transfers - \$.03



Capital Investment

Projects Completed Since 2012



CITY OF NEW BRAUNFELS
BOND2023

Propositions **3** Current Bond Projects **10** Cost **\$140+ Million**

All three bond propositions passed on May 6, 2023 supporting transportation, parks & recreation, and public library facilities



Proposition A – Transportation
\$99,330,000

Eight Citywide Street Projects and Programs



Proposition B – Parks & Recreation
\$12,155,000

Mission Hill Park Phase II



Proposition C – Library Facilities
\$28,560,000

Southeast Public Library Branch



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