

Advisory Team Briefing

1st Quarter 2025

Q1 2025 Advisory Report

Pipeline Report

Advisory Team Briefing | 2nd Quarter 2025

New Leads by Industry

Q1 2025 | JAN 1 – MAR 31



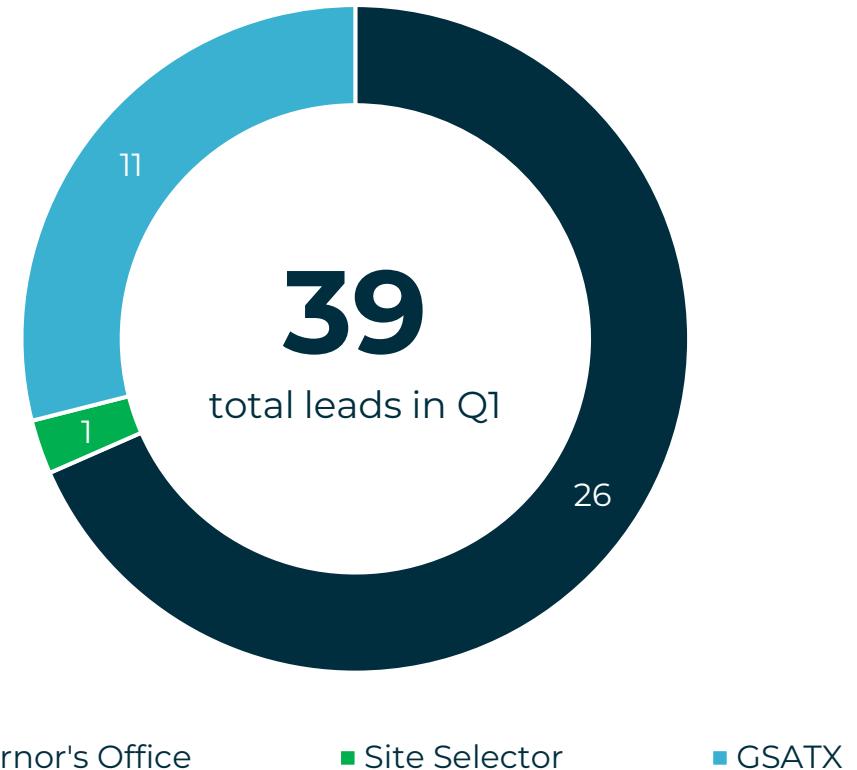
Q1 2025

- 39 leads for Q1
- 10 leads converted to projects
- 79% of leads in manufacturing

- Manufacturing
- Tech
- Other
- Distribution & Logistics
- Bioscience

New Leads by Source

Q1 2025 | JAN 1 – MAR 31



Lead Disqualification

Q1 2025 | JAN 1 – MAR 31

- Large power requirements
- Lack of large real estate options (both existing buildings and greenfield sites)
- Manufacturing process has negative environmental impacts

Reason Disqualified	
Reason	Number of leads
Real Estate	15
Logistics	2
Rail	1
High Utility Use	7
Strategic fit	5

Real Estate Disqualification

Existing Building (Industrial)	Land
900,000 sq ft	12 acres with direct adjacency to sugar corn farm
760,000 sq ft	1,000 acres with 12 MW of power readily available
20,000 sq ft within 50 miles of a deepwater seaport	100 acres with 63 MW power available
10,000 sq ft standalone shell with 150+ parking spaces	55 acres in a non-residential area with air right permit

Active Projects

Ongoing

Project Name	Project Description & Status Update	Lead Source	Capital Investment	New Jobs	Stage
Ellie	Manufactures plastic blow molding of fuel tanks	Greater: SATX	\$25,000,000	150	Negotiation
Nemo	Local expansion driven by increased demand for product and new contract with innovative technology company	BRE – Local Expansion	\$100,000,000	100	Negotiation
Bovine	Project Bovine is a Canadian (Manitoba) company looking to expand and relocate to the United States for its manufacturing, distribution, and headquarters. The company produces livestock handling equipment and zero-turn lawn mowers. This project is a part of the company's strategic growth plan to become USA made and relocate our entire manufacturing operation to the United States.	Governor's Office	\$49,000,000	250	Shortlist

Confluence Midcourse Assessment Data

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Confluence Strategic Plan: Six Priorities

1. Attract quality jobs in target industries
2. Create competitive office and industrial spaces
3. Align and optimize the workforce
4. Support the success of startups
5. Improve mobility and transportation options
6. Execute proactive land use & development strategies

Attract Quality Jobs in Target Industries

Median Household Income



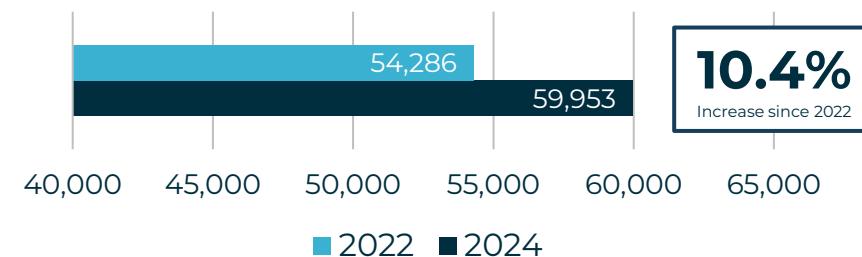
Annual New Primary Jobs Created



Average Annual Wage



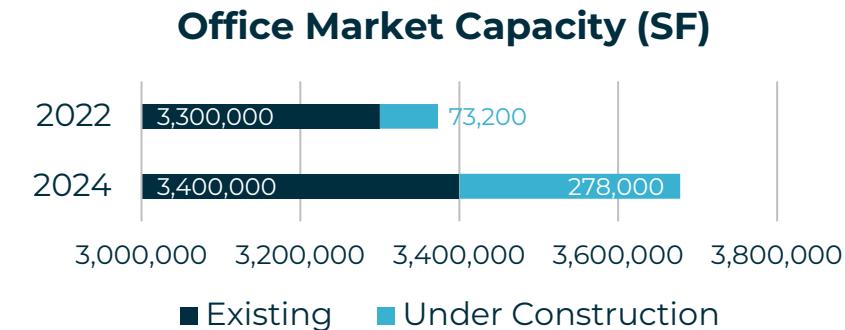
City Labor Force Growth



Takeaway:

As the size of the labor force grows, primary job growth has accelerated. Both wage and household income growth has increased significantly, reflecting the addition of high-wage, high-skill jobs in the community.

Create Competitive Office & Industrial Spaces



Takeaway:

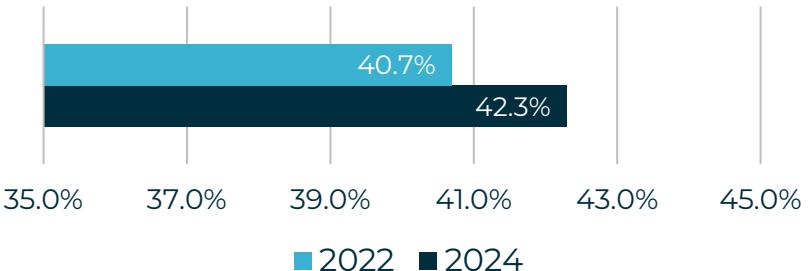
Capacity has continuously been added to our market, especially in our industrial market. While construction costs have slowed development nationwide, our submarket continues to lead among industrial and office SF growth per capita in the San Antonio MSA.

Align & Optimize the Workforce

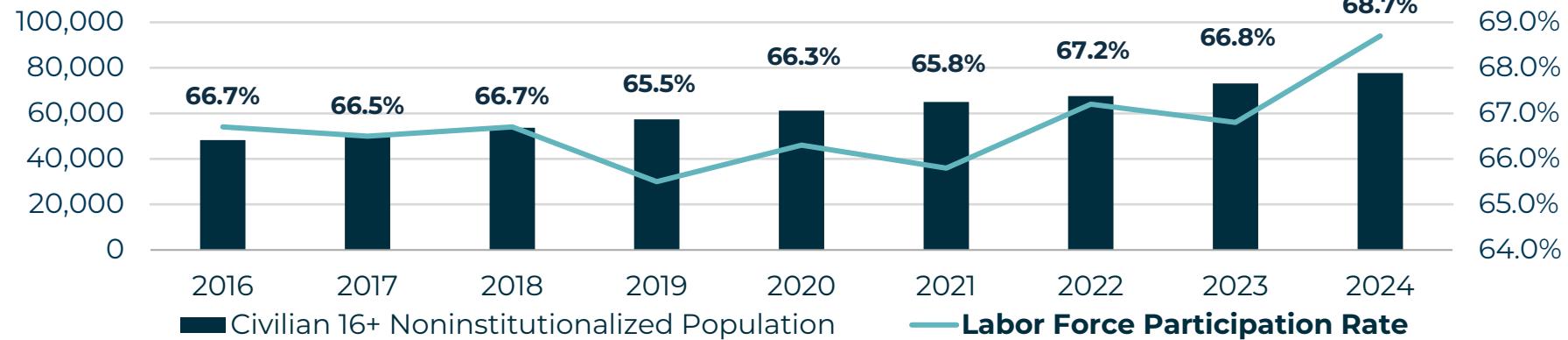
328

Business Retention &
Expansion assists for
existing businesses

% Population with Bachelor's Degree or Higher



Labor Force Participation Rate



Takeaway:

The establishment of a dedicated BRE program, coupled with the growth of highly-educated residents in New Braunfels, is helping to synchronize our residents and workforce.

Align & Optimize the Workforce

New Workforce Initiatives & Wins:

- **4** new full-time higher education and workforce training program offerings in New Braunfels: NLC NB, TSTC, TX FAME, and Skillpoint Alliance
- **Youth Career Expo**, 500 students, 28 employers
- Created **Teacher Externship Program**, 30 teachers 6 employers in first year
- Hosted 13 **Local and Regional Job Fairs** with over 2600 job seekers attending and an average of 50 employers
- Launched **HR Round Tables**, 28 participating employers
- Received **TEDC Workforce Excellence Award**

Support the Success of Startups

2025: SPARK Performance

- **104** new clients advised at the SPARK Small Business Development Center
- **315** attendees at **10** UTSA small business training events and seminars
- **\$982K** capital infusion for startups

Note: Data represents YTD figures for SPARK SBDC's fiscal year beginning 10/1/2024.

Expansion of SPARK Service

- New Braunfels is growing—so must our entrepreneurial support.
- SPARK is uniquely positioned to lead this expansion.
- Create a plan that builds on SBA support and closes key service gaps.

Improve Mobility & Transportation Options

2025: Mid-Confluence

- **\$12.7M** NBEDC commitments for transportation infrastructure projects since 2022
- **120+** miles of pedestrian and trail infrastructure in New Braunfels
- **Numerous** advocacy efforts successfully completed or in progress, including:
 - Successful advocacy and passage of the **2023 City Bond**, which included **\$99.3 million for transportation-related projects**
 - Formation of a **SH-46 Task Force** to focus on future connection between New Braunfels and Seguin
 - Creation of **regional transportation priorities** for advocacy in 2023 and 2025 sessions of the **Texas Legislature** in Austin

Source: City of New Braunfels, New Braunfels Chamber.

Execute Proactive Land Use and Development Strategies

2025: Mid-Confluence

- **\$22M+ anticipated annual tax base increase** from upcoming catalytic developments
 - Includes sales, inventory, hotel occupancy, and property taxes
- **400** new downtown hotel keys in development
- **Finalization** of updated Land Development Ordinance (LDO), rollout anticipated by the end of 2025

Emerging Opportunity: Early Childhood Education

State of Play

From 2023-2024, the EDF partnered with Early Matters San Antonio to report on the current state of Early Childhood Education in the New Braunfels region. This report identifies five key findings:

- 1) Severe Staffing Shortages Are Limiting Capacity
- 2) Rising Costs Undermine Financial Sustainability
- 3) Enrollment Is Impacted by Both Staffing and Public Pre-K
- 4) Quality Improvement Is Stalled by Workforce Challenges
- 5) Interest in Expansion—If the System Gets Support

Early Childcare & Education Task Force

Convening key stakeholders to determine which strategies and programs to implement to address the shortage and affordability of early childcare.

2025 Projections – Corporate Relocation Trends

Key Site Selection Trends for 2025:

- **Energy Availability and Cost** – Access to reliable and affordable energy. Companies are increasingly evaluating the capacity and sustainability of local power grids when choosing locations.
- **Workforce Availability and Skills Alignment** – With the rapid evolution of technology and automation, businesses are seeking locations with a highly skilled workforce.
- **Policy Impacts and U.S. Manufacturing Growth** – The introduction of steep tariffs will increase costs for imported goods, create uncertainty, and potentially dampening growth. Conversely, these tariffs might encourage more manufacturing and FDI in the U.S., as companies seek to produce domestically to avoid additional costs.