

Advisory Team Briefing

4th Quarter 2025

Q4 2025 Advisory Report

Pipeline Report

Advisory Team Briefing | 4th Quarter 2025

New Leads by Industry

Q4 2025 | 1 OCT – 31 DEC



Q4 2025

- 21 leads for Q4
- 86% of leads – manufacturing
- Working with 5 new active projects, all in manufacturing

Lead Disqualification

Q4 2025 | 1 OCT – 31 DEC

- Large power requirements
- Lots of projects seeking greenfield megasites (over 300 acres)
- Projects require deepwater port access and/or complex logistical requirements

| Reason Disqualified | |
|---------------------|----------------------|
| Reason | Number of DQ factors |
| Real Estate | 20 |
| Logistics | 5 |
| Rail | 6 |
| High utility use | 8 |
| Strategic fit | 2 |
| Other | 2 |

Project Disqualifications (based on real estate solution)

| Existing Buildings | Land |
|--|--|
| 575,000 SF existing building with 28 MW existing power | 150 acre greenfield with deepwater port siding |
| 80,000 SF existing building with heavy air CO2 permit | Vacant land collocated with a rare earth metals mining facility |
| 250,000 SF building that can be donated as corporate relocation incentive | 500 acre greenfield with active rail line or rail spur |
| 20,000 SF existing office building within 20 minutes of a commercial airport | 5 acre greenfield with 50MW existing power with a pathway to 180+ MW by 2029 |

Annual EDC Project Recap

In 2024: Over \$11.75M reinvested into the community

| Project | Funding | Description |
|---------------------------------------|-----------------|---|
| Headwaters at the Comal | \$2,300,000 | Final phase of construction and delivery for Headwaters project. |
| Gruene 16 Due Diligence | \$75,000 | Due diligence for public land project. |
| Northeast Lakeview College Phase 1 | \$1,200,000 | Grant funding for NLC NB campus relocation and expansion. |
| HD Supply Performance Agreement | % over duration | Review of existing corporate job creation performance agreement. |
| Dry Comal Creek Floodplain Remap | \$240,000 | Funding engineering and study for floodplain mapping projects. |
| Northeast Lakeview College Phase 2 | \$3,800,000 | Funding for final single-phased approach to unlock faster expansion for NLC at new 60K SF campus. |
| Lefko USA Performance Agreement | \$950,000 | Performance agreement for high-wage job creation and U.S. headquarters construction for Lefko USA. |
| Continental Fee Waivers | \$300,000 | Fee waivers for 100+ job expansion of existing Continental autonomous mobility facility. |
| Annual Contract with City of NB | \$455,386 | Annual professional services contract renewal. |
| Annual SPARK Contract | \$250,000 | Annual contract with SPARK small business development center. |
| Downtown Utility Infrastructure Grant | \$2,200,000 | Funding public infrastructure projects such as underground utilities and street parking for catalytic downtown redevelopment project. |

Business Retention and Expansion (BRE)

Q4 2025 – Meetings and Services Provided

17 BRE Visits

(75 year end)

- US Aviation
- Green Guys Recycling
- Faust Hotel
- Pakmule
- Seagull PME
- 3C Industrial
- Answerbase
- and several new start-up companies.

Assistance/Services Provided

- 5 Workforce
- 6 Data/Resources
- 12 Professional connections

Business Retention and Expansion (BRE)

Q4 2025 – Workforce Activity

Milestones

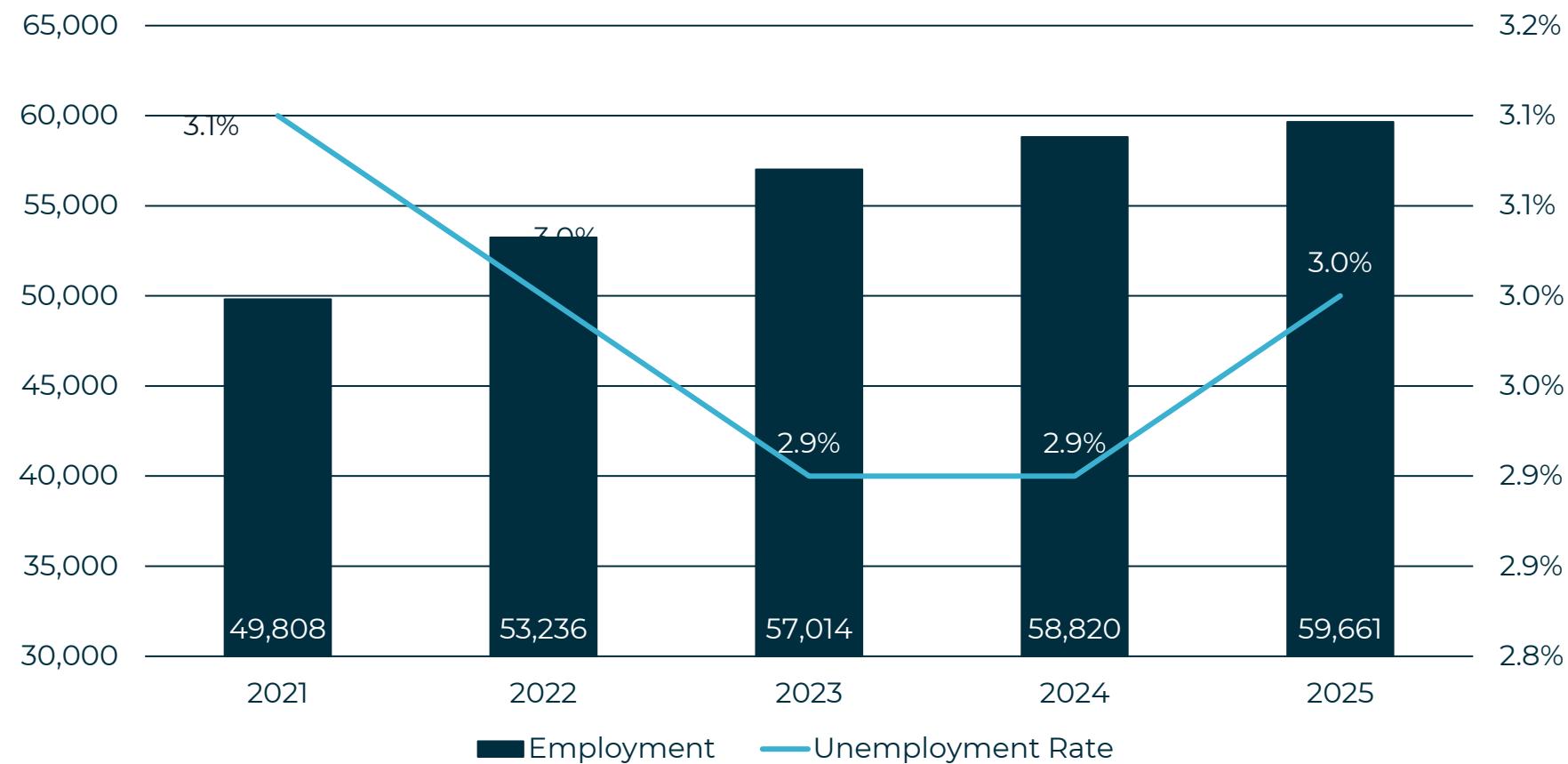
- The 2nd Annual Youth CareerQuest event was held, engaging more than 1,000 local eighth-grade students with over 50 employers and higher education providers through hands-on demonstrations and interactive experiences designed to introduce students to a wide range of future career opportunities.
- The team met with 17 local companies for Business, Retention, and Expansion visits to include US Aviation, Green Guys Recycling, Faust Hotel, Pakmule, and several new start-up companies.
- Key insights from local company visits indicate that tariff exposure continues to be a significant concern for manufacturers, and multiple firms highlighted the need for stronger start-up ecosystem support.
- The Early Child Care Task Force convened and approved the Early Matters New Braunfels program concept and Director position description, and initiated development of a funding request to support the program's launch.
- Hosted Regional Job Fair with 32 employers, and 246 job seekers. 68% of job seekers were from 78130 and 78232.

Economic Indicators

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New Braunfels Employment

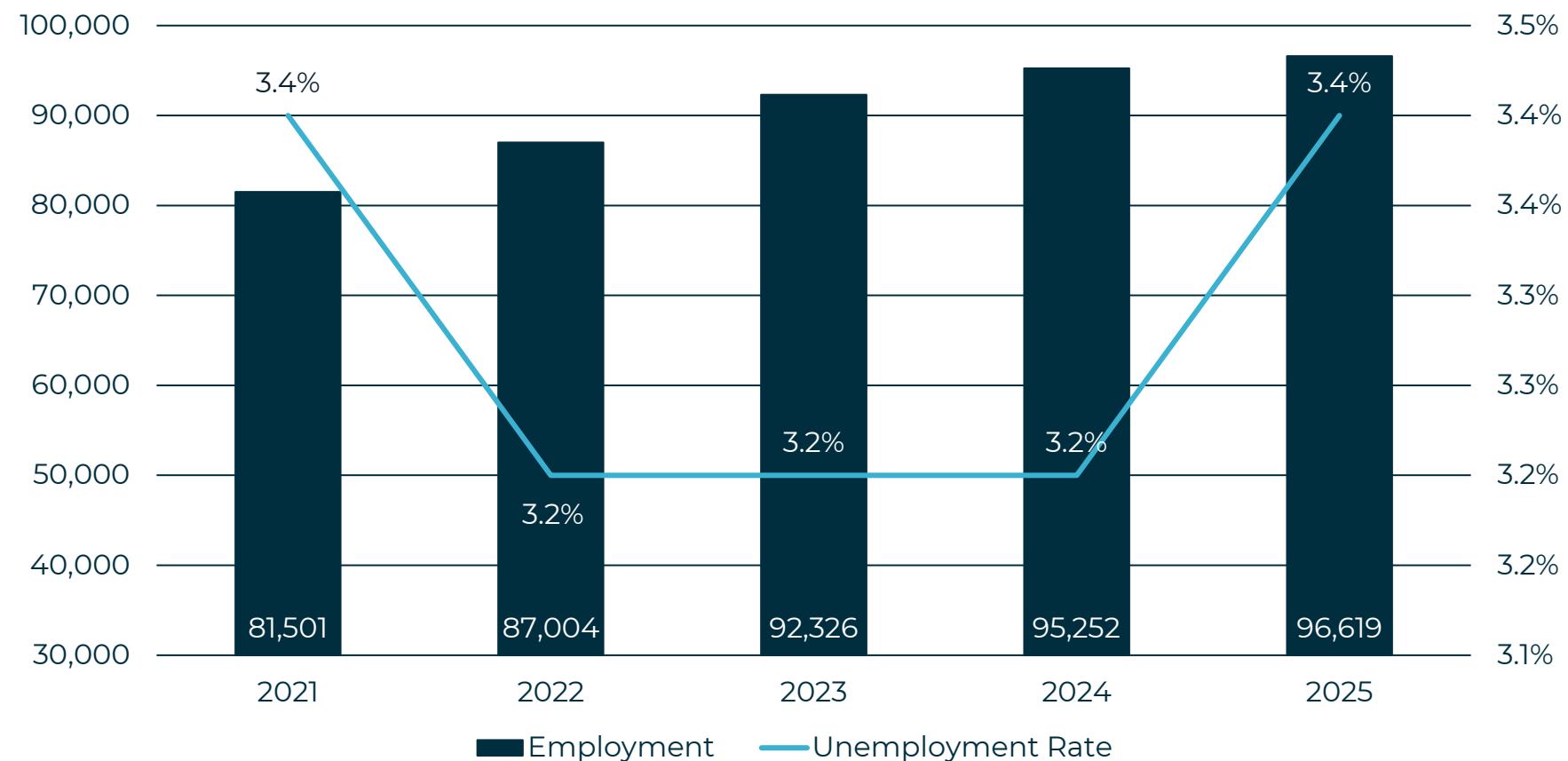
December 2021 - 2025



Source: Texas LMI LAUS

Comal County Employment

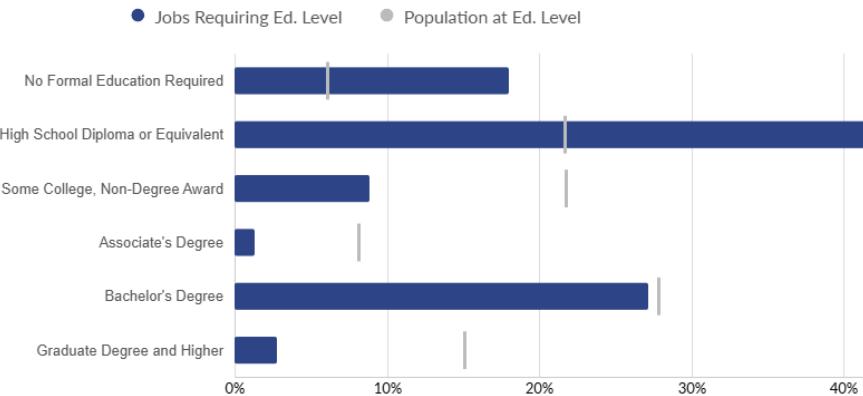
December 2021 - 2025



Source: Texas LMI LAUS

Underemployment

Underemployment



| Education Level | Jobs Requiring Ed. Level | Population at Ed. Level | Difference |
|-----------------------------------|--------------------------|-------------------------|------------|
| No Formal Education Required | 18% | 6% | 12% |
| High School Diploma or Equivalent | 42% | 22% | 20% |
| Some College, Non-Degree Award | 9% | 22% | -13% |
| Associate's Degree | 1% | 8% | -7% |
| Bachelor's Degree | 27% | 28% | -1% |
| Graduate Degree and Higher | 3% | 15% | -12% |

Source: Lightcast

Job Posting Analytics

4,680

Unique Postings ?

9,991 Total Postings

1,165

Companies Posting ?

1,165 Total Companies

18 Days

Median Posting Duration ?

2 : 1

Posting Intensity €



Source: Lightcast

Top Posted Occupations

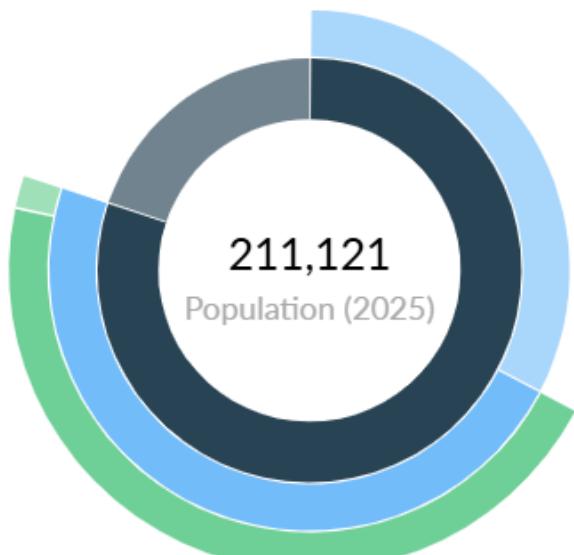
| Occupation (SOC) | Total/Unique (Oct 2025 - Dec 2025) | Posting Intensity | Median Posting Duration |
|--|------------------------------------|-------------------|-------------------------|
| Registered Nurses | 1,635 / 633 | 3 : 1 | 17 days |
| Retail Salespersons | 318 / 140 | 2 : 1 | 19 days |
| Home Health and Personal Care Aides | 334 / 119 | 3 : 1 | 32 days |
| Heavy and Tractor-Trailer Truck Drivers | 165 / 91 | 2 : 1 | 17 days |
| Customer Service Representatives | 267 / 82 | 3 : 1 | 18 days |
| First-Line Supervisors of Retail Sales Workers | 125 / 72 | 2 : 1 | 15 days |
| Radiologic Technologists and Technicians | 173 / 66 | 3 : 1 | 15 days |
| Food Service Managers | 143 / 63 | 2 : 1 | 20 days |
| Maintenance and Repair Workers, General | 119 / 61 | 2 : 1 | 18 days |
| Medical and Health Services Managers | 129 / 58 | 2 : 1 | 18 days |

Source: Lightcast

Labor Force Breakdown

Comal County, September 2025

Sep 2025 Labor Force Breakdown



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Population

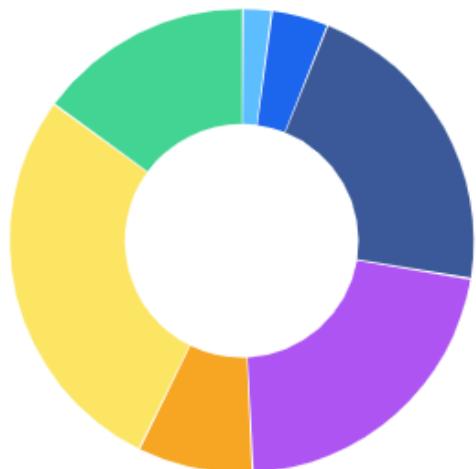
| | |
|---|---------|
| ● 16+ Civilian Non-Institutionalized Population ? | 169,068 |
| ● Not in Labor Force (16+) ? | 68,877 |
| ● Labor Force ? | 100,191 |
| ● Employed ? | 96,365 |
| ● Unemployed ? | 3,826 |
| ● Under 16, Military, and institutionalized Population | 42,053 |

Source: Lightcast

Educational Attainment

Comal County, June 2025

Concerning educational attainment, 27.7% of Comal County, TX residents possess a Bachelor's Degree (6.2% above the national average), and 8.0% hold an Associate's Degree (0.8% below the national average).

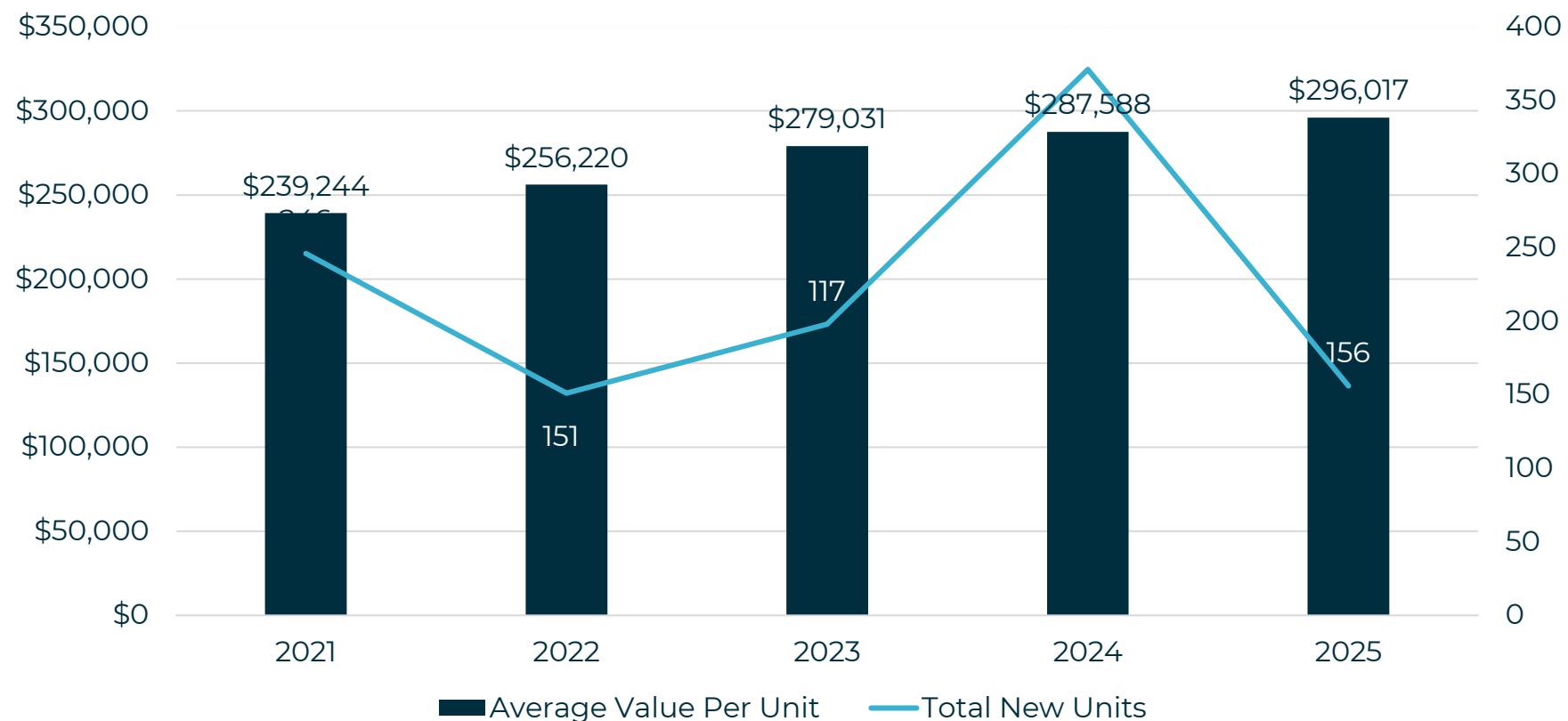


| | % of Population | Population |
|----------------------------|-----------------|------------|
| Less Than 9th Grade | 2.0% | 2,875 |
| 9th Grade to 12th Grade | 4.0% | 5,650 |
| High School Diploma | 21.6% | 30,772 |
| Some College | 21.6% | 30,866 |
| Associate's Degree | 8.0% | 11,471 |
| Bachelor's Degree | 27.7% | 39,581 |
| Graduate Degree and Higher | 15.0% | 21,456 |

Source: Lightcast

Comal County Septic Permits

October 2021 – October 2025



Source: Texas A&M Real Estate Research Center