

An aerial photograph of a river with several people tubing and kayaking. The water is a vibrant blue-green color, and the surrounding area is lush with green trees. A thick, dark teal wavy line runs vertically down the left side of the image, partially overlapping the text.

2022 ECONOMIC BENCHMARKS

NEW BRAUNFELS, TEXAS



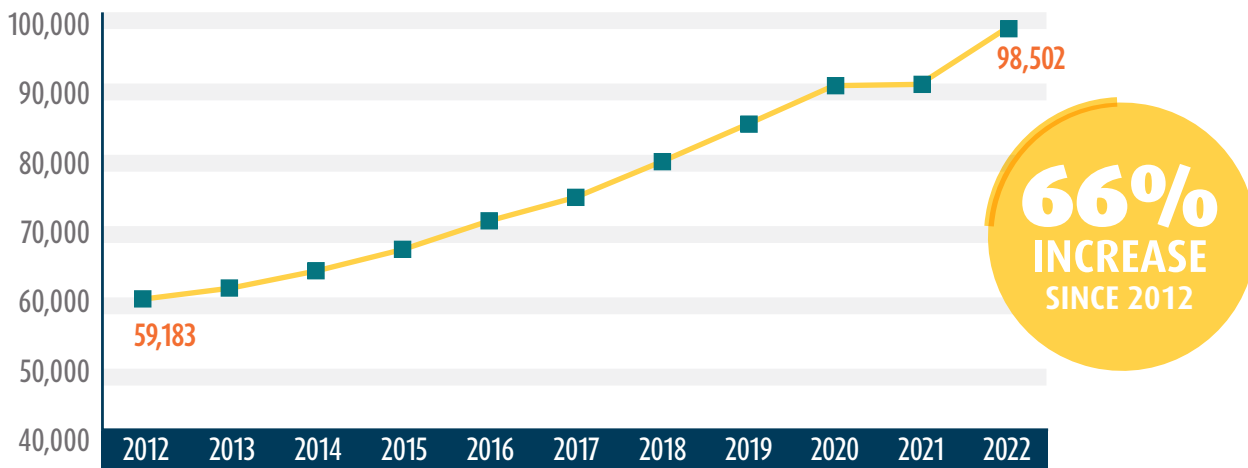
NEW BRAUNFELS CHAMBER
ESTABLISHED 1919

DEMOGRAPHICS

POPULATION

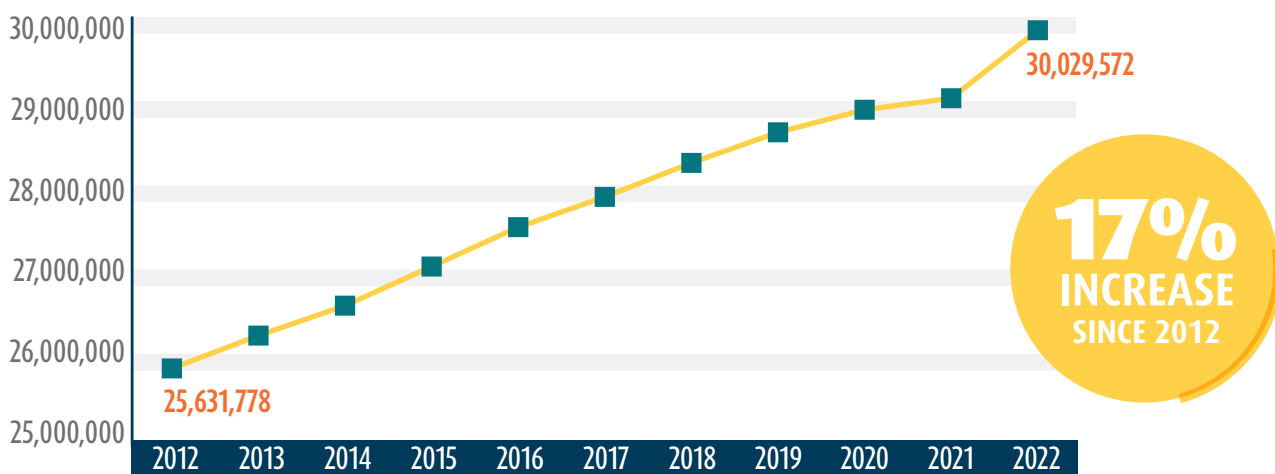
New Braunfels' population has grown by 66% since 2012, a growth rate that is nearly four times the State of Texas. This growth can be attributed to the exceptional quality of life, excellent public schools, and our prime location in the San Antonio-Austin corridor. Large-scale developments like Veramendi and Mayfair as well as corporate expansions like Continental, TaskUs North American Headquarters, and McCoy's Building Supply are validation that New Braunfels is an attractive place for residents and companies alike.

GROWING POPULATION: CITY OF NEW BRAUNFELS



Source: Applied Geographic Solutions, 2022.

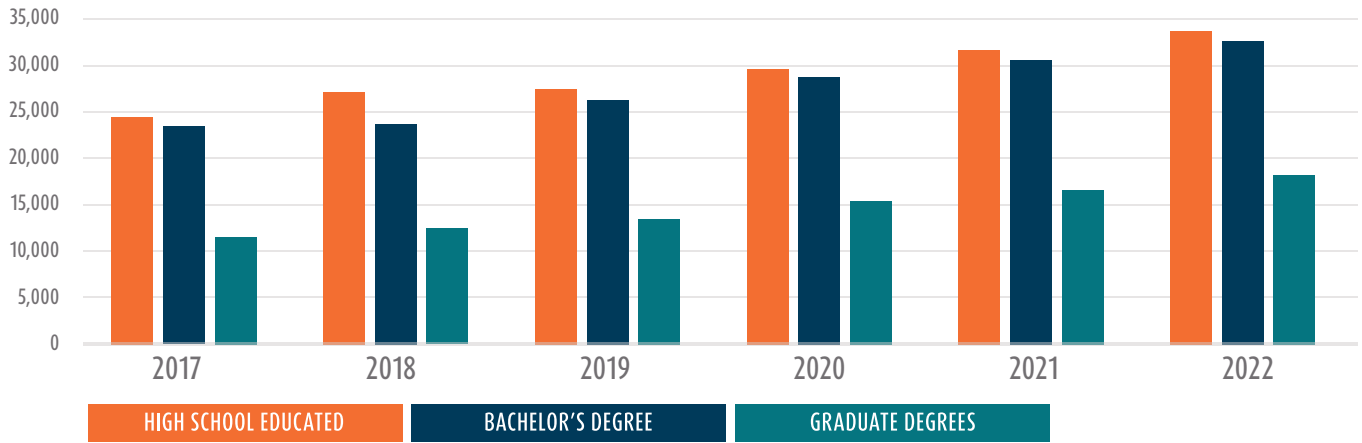
GROWING POPULATION: STATE OF TEXAS



Source: U.S. Census Bureau.

EDUCATIONAL ATTAINMENT

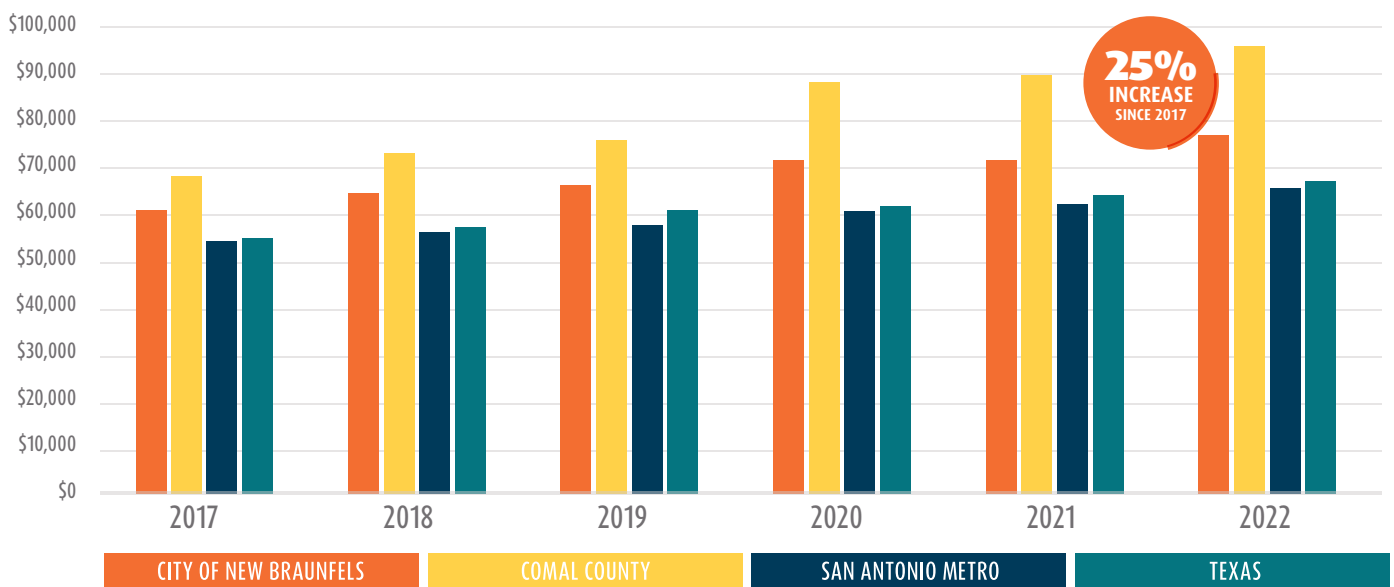
New Braunfels has a highly educated workforce, and the population of educated workers has been steadily increasing. The number of residents with a Bachelor’s degree has increased 41% since 2017, and the number of residents with a graduate degree or higher has increased 34% in the same period.



Source: Lightcast

MEDIAN HOUSEHOLD INCOME

Median Household Income in New Braunfels rose by 8% in 2022 and is up 25% since 2017. This is higher than both the San Antonio Metro and State of Texas averages.

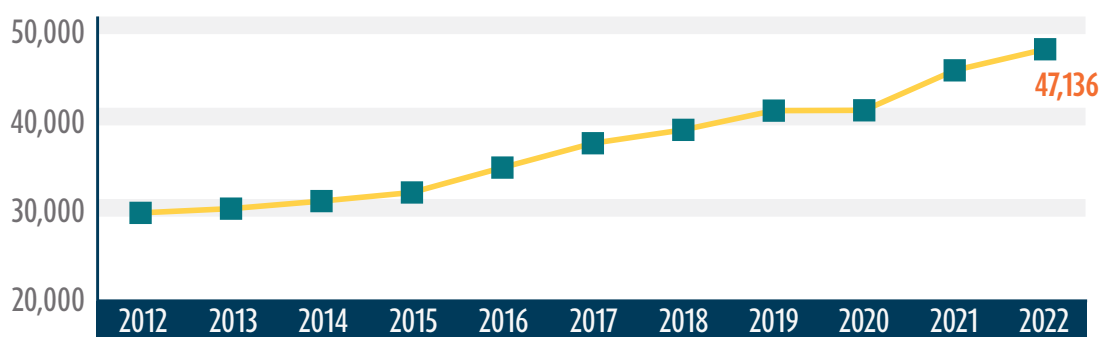


Source: 2021 ACS 5-year Estimates, U.S. Census

JOBS

The unemployment rate in New Braunfels is lower than the national, statewide, and nearby metro area averages. New Braunfels' unemployment rate has averaged 4% since 2012. In 2022, the unemployment rate was 3.1%, with city employment standing at 47,136 employees.

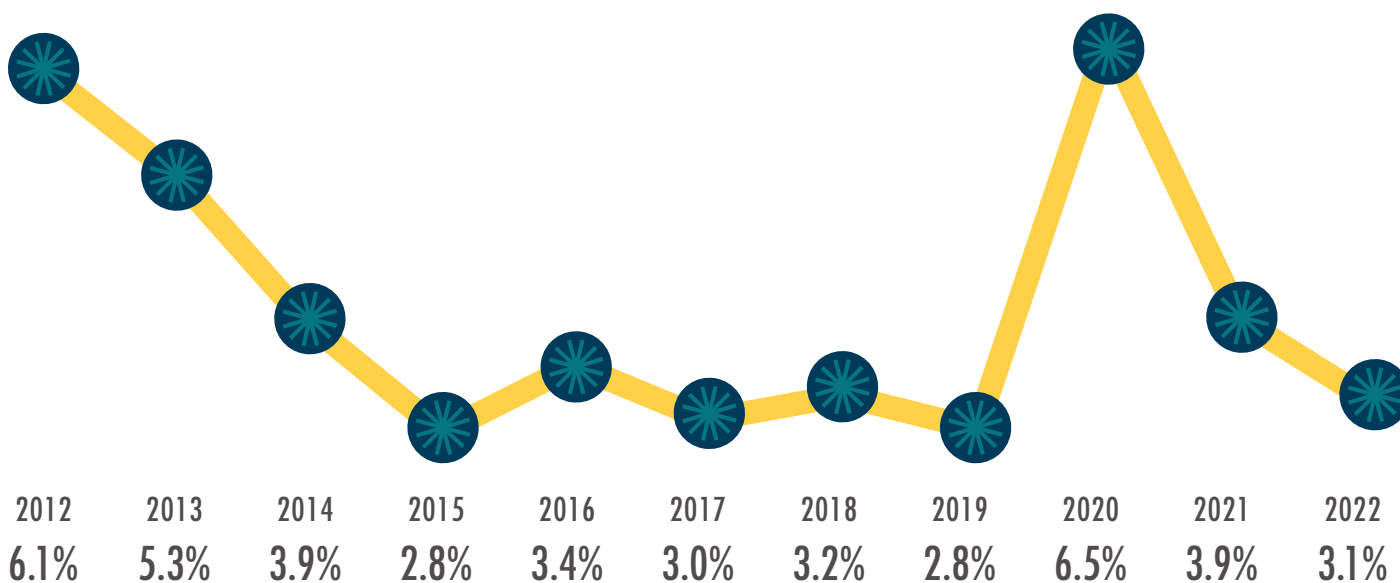
NEW BRAUNFELS EMPLOYMENT



60%
GROWTH
SINCE 2012

Source: Texas Labor Market Review

NEW BRAUNFELS UNEMPLOYMENT

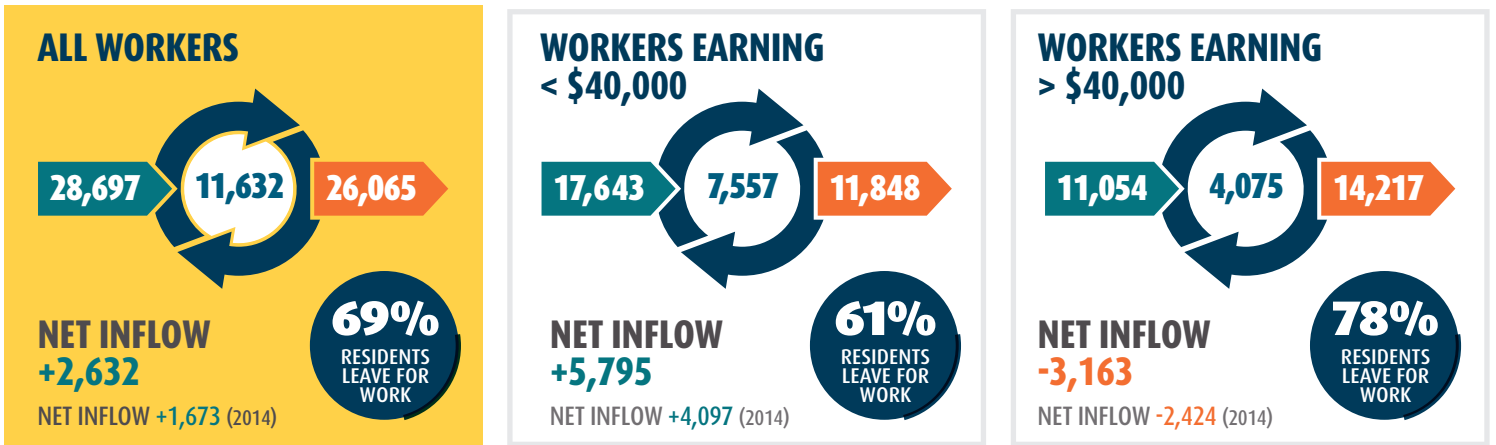


Source: Texas Labor Market Review

COMMUTING

New Braunfels employers benefit from a large labor shed. Overall, New Braunfels has a new inflow of commuters, but 69% of residents still leave the community for work. When breaking down by income, lower-wage jobs have a net inflow, while higher-wage jobs have a net outflow.

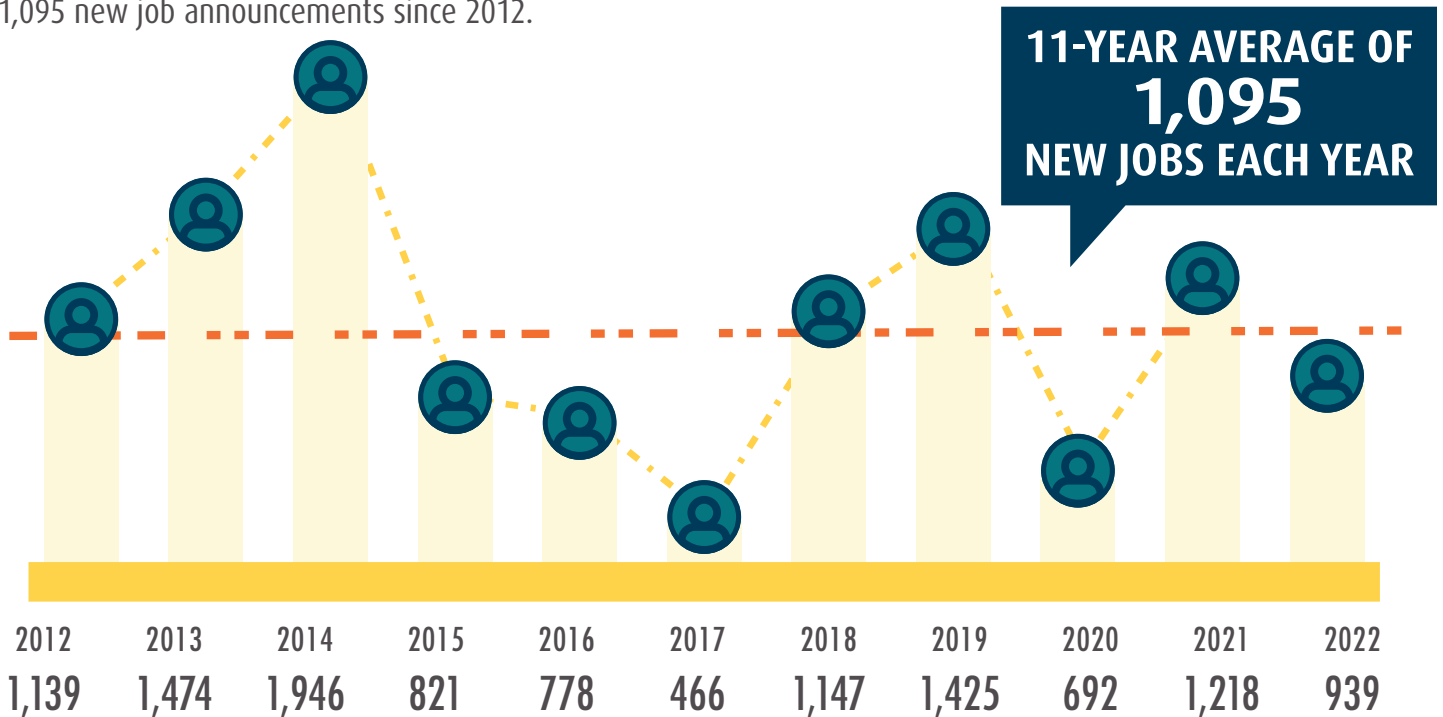
COMMUTING TRENDS: INFLOW & OUTFLOW OF WORKERS BY ANNUAL EARNINGS (2019)



Source: Census OnTheMap, 2019

NEW PRIMARY JOBS

Primary employers generate wealth in a community by producing a good or service that is mostly sold outside the trade area. We currently track 45 primary employers in New Braunfels and have averaged 1,095 new job announcements since 2012.

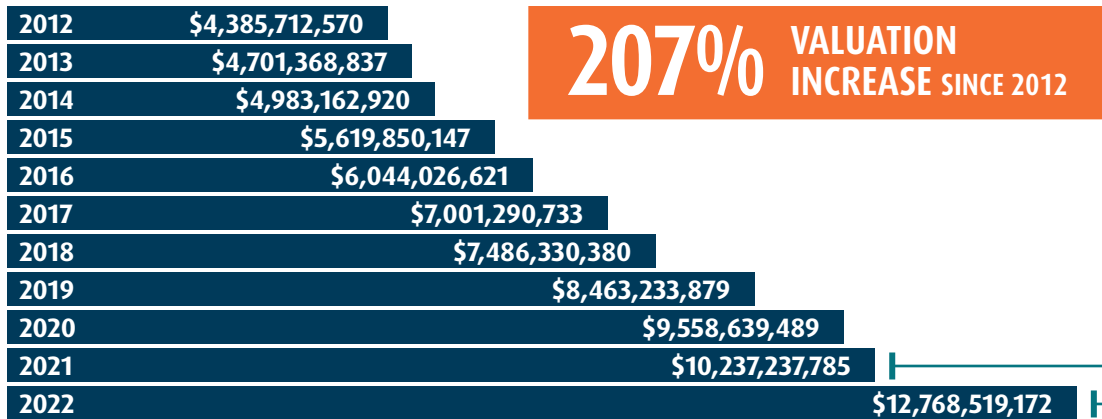


Source: New Braunfels Chamber of Commerce, 2022

TAXES & REVENUES

CITY PROPERTY TAX VALUATIONS

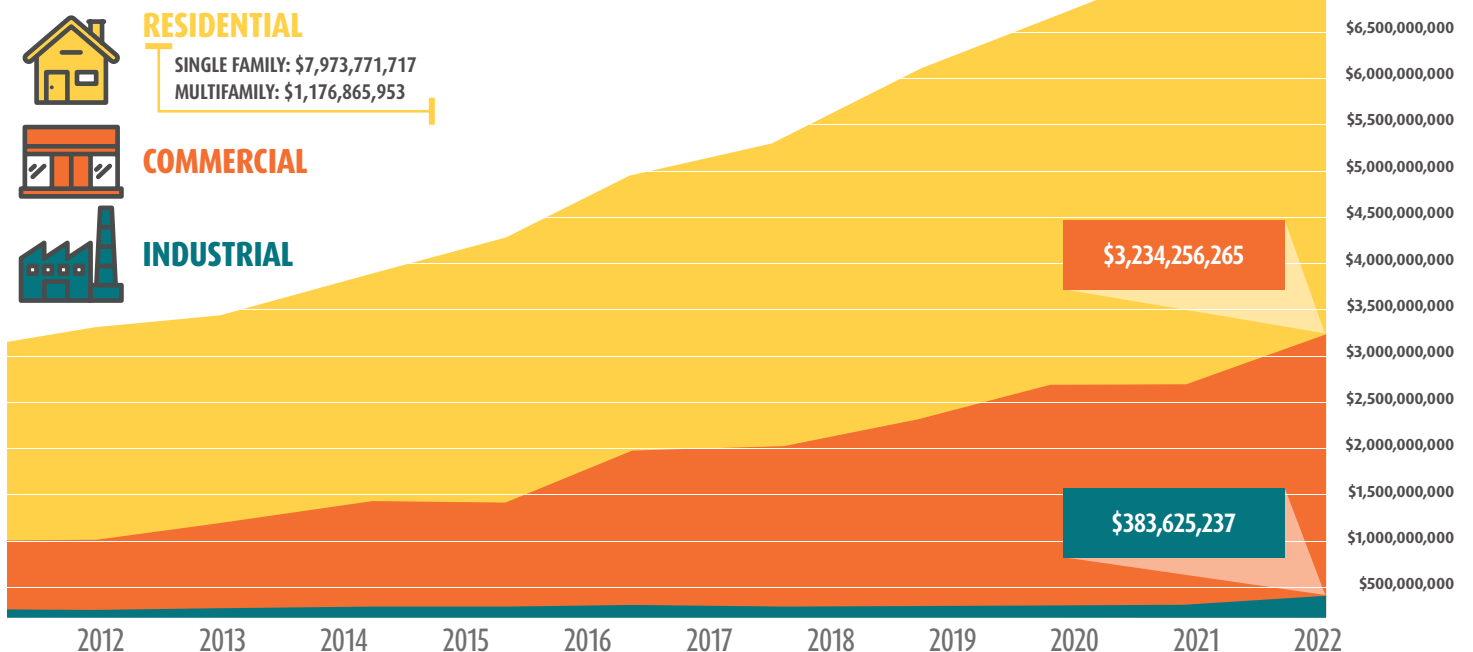
Taxable value in New Braunfels is up nearly \$8.6 billion since 2012. The tax rate levied by the city is low to moderate for cities of this size.



Source: Comal Appraisal District and Guadalupe Appraisal District

CITY REAL PROPERTY VALUATION BREAKDOWN

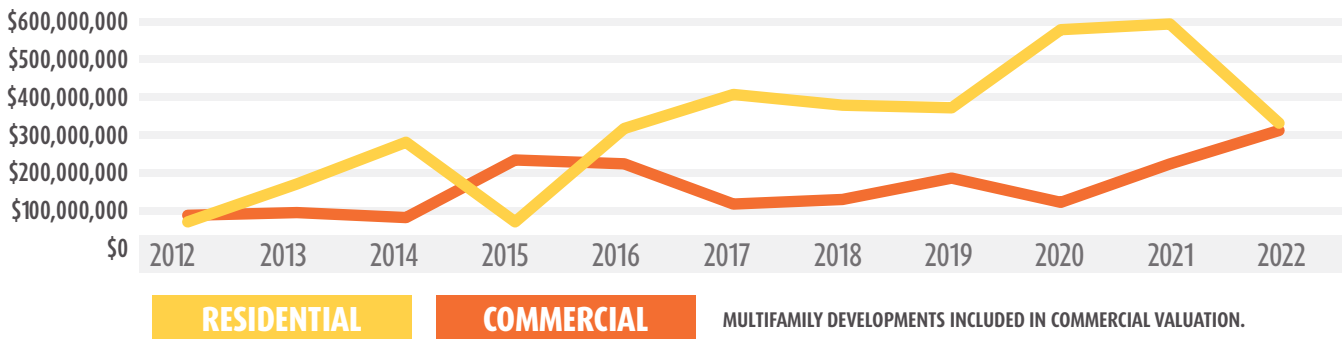
New Braunfels continues to see robust valuation growth across all property types. Residential valuation has increased by nearly \$6.0 billion since 2012. Commercial valuation increased by over \$2.2 billion in the same period.



Source: Comal Appraisal District and Guadalupe Appraisal District

BUILDING PERMIT VALUE

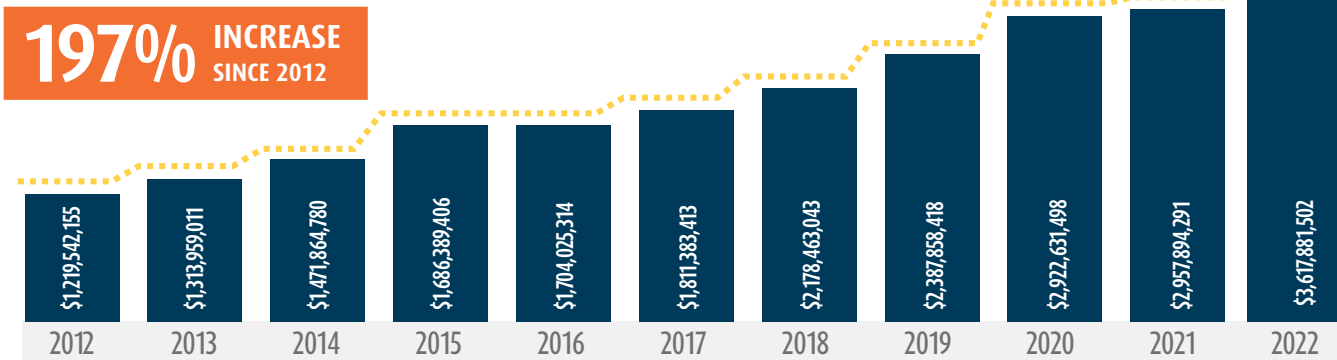
In 2022, building permit values in the City of New Braunfels totaled \$644,763,581, an increase of 237% since 2012.



Source: City of New Braunfels Planning Department

COMMERCIAL & INDUSTRIAL TAX VALUE

In 2022, combined commercial and industrial tax value increased 22% compared to 2021.

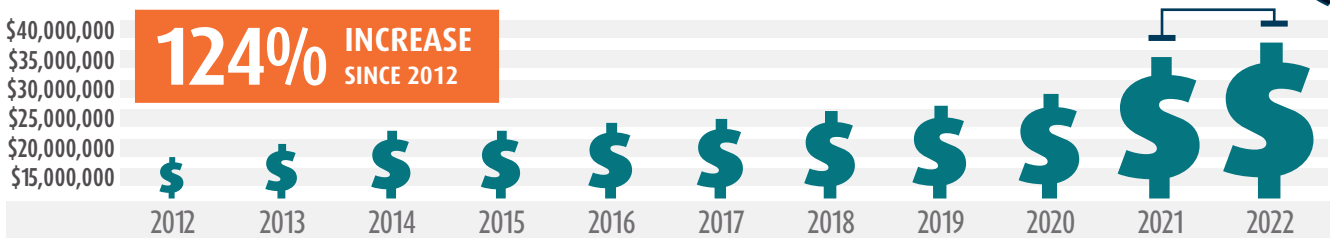


Source: Comal Appraisal District and Guadalupe Appraisal District

SALES TAX REVENUE RECEIPTS

Sales tax revenues in New Braunfels have increased by 124% since 2012. In 2022, Sales tax revenue set a record of \$37,589,985. Sales Tax is the largest local revenue source for city government services.

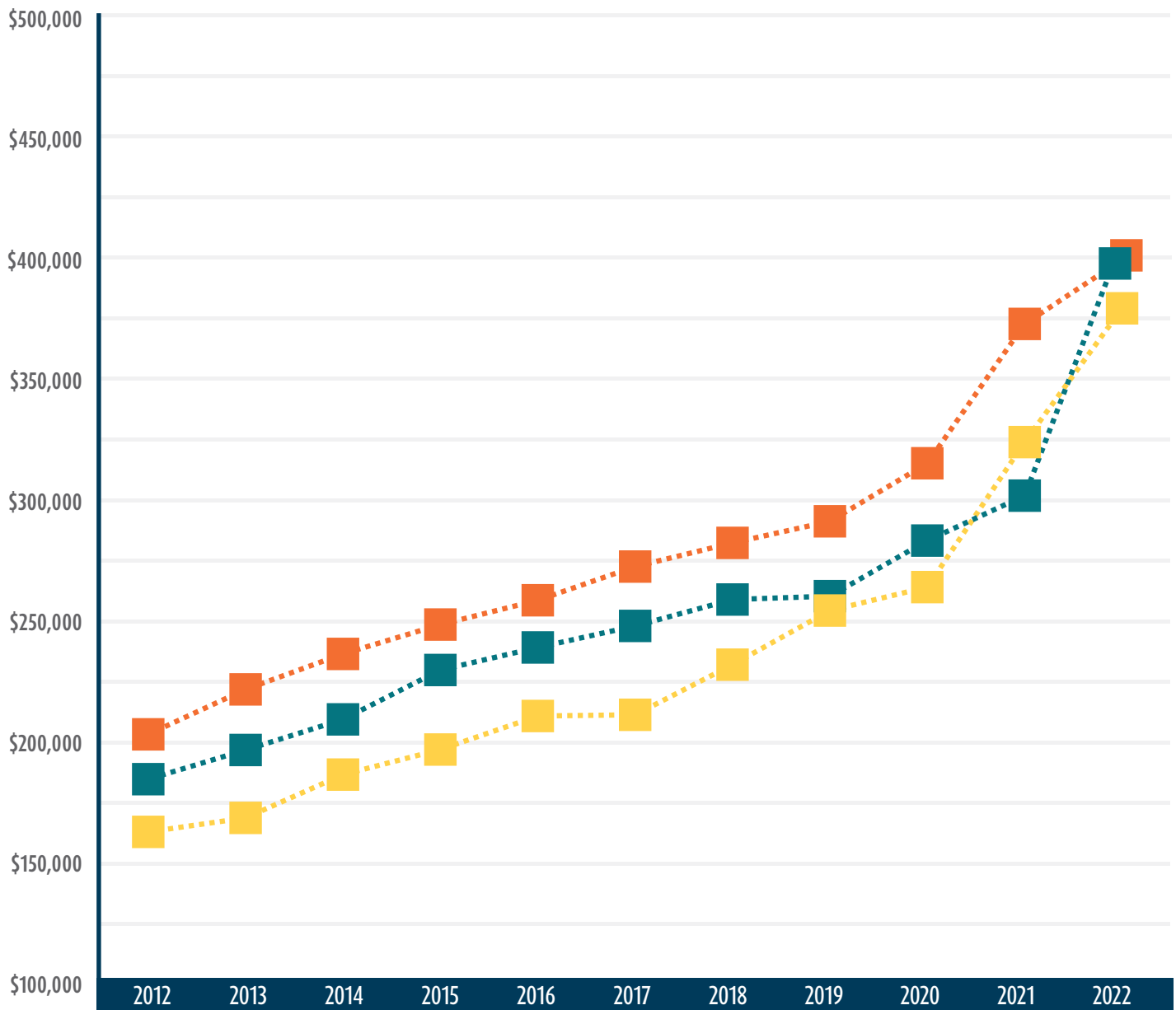
7% INCREASE FROM 2021-22



Source: Texas Comptroller, September Receipts

REAL ESTATE

AVERAGE HOME VALUATIONS

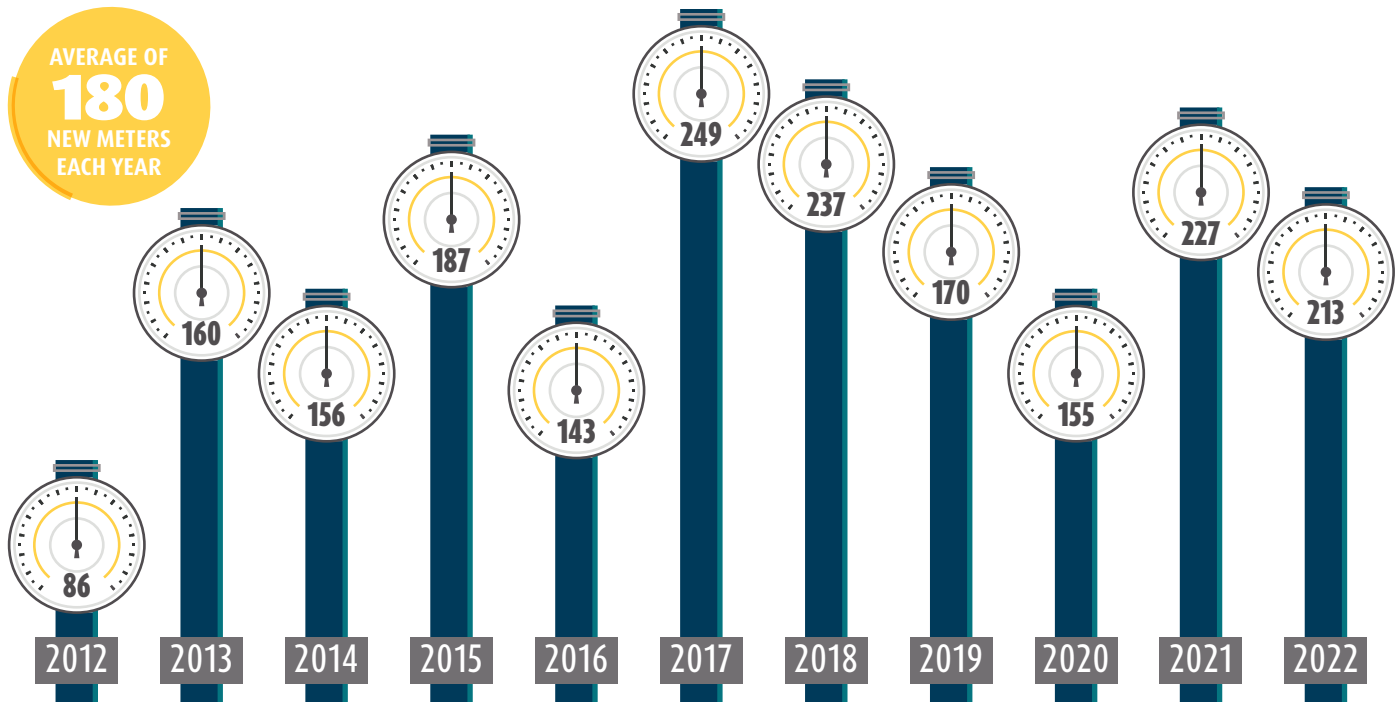


CITY OF NEW BRAUNFELS	\$380,000
TRI-COUNTY AREA (COMAL, GUADALUPE, HAYS)	\$414,717
STATE OF TEXAS	\$413,687

Source: Canyon Lake / New Braunfels Board of Realtors and Texas A&M University Texas Real Estate Research Center

NEW BUSINESS METERS

New Braunfels meters are measured by the city-owned utility for electricity, water, and wastewater. In 2022, we surpassed the 11-year average and gained 1,983 new businesses since 2012.



Source: New Braunfels Utilities

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.



Source: CoStar

INFRASTRUCTURE PROJECTS

Due to the rapid growth of the community, the City of New Braunfels has seen a significant amount of road, service, and development-related infrastructure expansion since 2017. For the following selected projects, over \$221 million has been invested by both the City and TXDOT for improving roads, increasing traffic capacity and improving connectivity, while approximately \$173 million has been spent on increasing or expanding existing city services.



ROADS

- 1** LOOP 337 EXPANSION (2021 COMPLETION)
- 2** IH-35 AT FM306
- 3** IH-35 AT CONRADS/KOHLBERG
- 4** KLEIN ROAD
- 5** LOOP 337/RIVER ROAD OVERPASS
- 6** FM725
- 7** SH46 WEST

SERVICES

- 8** WATER TREATMENT PLANT
- 9** FIRE STATION 2
- 10** FIRE STATION 3
- 11** FIRE STATION 7
- 12** NBPD HEADQUARTERS
- 13** COUNTY JAIL
- 14** COUNTY COURTHOUSE EXPANSION

MASTER-PLANNED COMMUNITIES

- 15** VERAMENDI
- 16** MAYFAIR
- 17** TOWN CREEK
- 18** SOUTH CASTELL
- 19** RIVERMILL
- 20** CREEKSIDE

The New Braunfels Chamber provides a confidential, single point of contact to businesses looking to create new jobs in New Braunfels. We manage partnerships with businesses & local government and 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 BusinessInNewBraunfels.com 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 Prospector program
- + 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



NEW BRAUNFELS CHAMBER
ESTABLISHED 1919

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