



**CITY OF NEW BRAUNFELS, TEXAS  
ECONOMIC DEVELOPMENT CORPORATION  
MEETING  
CITY HALL - COUNCIL CHAMBERS  
550 LANDA ST.**



**THURSDAY, JUNE 18, 2026 at 4:00 PM**

**AGENDA**

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **EXECUTIVE SESSION**

In accordance with the Texas Government Code, Section 551.071, the Board reserves the right to retire into executive session concerning the items listed on this agenda to consult with its attorney. In addition, the Board may convene in executive session on any of the following items, with any final action being taken in open session:

- A) Deliberate issues regarding economic development [26-662](#)  
negotiations in accordance with Section 551.087 of the  
Texas Government Code:
  1. Gener8tor
  2. Gruene 16
  3. Project Shoot
  4. Project Thread
  5. Project Icon
  6. Project Casa
  7. Project Sherpa
- B) Deliberate the purchase, exchange, lease or value of [26-663](#)  
real property in accordance with Section 551.072, Texas  
Government Code:
  1. New Braunfels Sports Complex Lot 3 Blk1 SS14.62  
ACS & New Braunfels Sports Complex Lot 2 Blk 1 3.45  
ACS

4. **APPROVAL OF MINUTES**

- A) Approval of the May 21, 2026 regular meeting minutes. [26-660](#)

5. **CITIZENS' COMMUNICATIONS**

*This time is for citizens to address the Board on issues and items of concerns not on this agenda. There will be no Board action at this time.*

**6. TREASURER'S REPORT**

- A) Presentation and discussion on the June 2026 [26-661](#)  
Treasurer's Report.

**7. PUBLIC HEARING, DISCUSSION, AND POSSIBLE ACTION**

- A) Public hearing, discussion, and possible action to [26-699](#)  
approve an expenditure of up to \$2,400,000 for  
additional construction costs of Castell Avenue Phase 1 -  
Coll Street Drainage Improvement, pursuant to 501.103  
of the Texas Local Government Code.
- B) Public hearing, discussion, and possible action to [26-700](#)  
approve an expenditure of up to \$1,400,000 for final  
design of AAMPO Gruene Multimodal Improvements,  
pursuant to 505.152 of the Texas Local Government  
Code.
- C) Public hearing, discussion, and possible action to [26-701](#)  
approve an expenditure of up to \$1,200,000 to Gener8tor  
for a multi-year entrepreneurship incubator project,  
pursuant to 505.102 of the Texas Local Government  
Code.
- D) Discussion and possible action to approve the first [26-609](#)  
amendment of the Purchase Contract between Mildred  
V. Bartels, Jerald D. Voges, and the New Braunfels  
Economic Development Corporation and an expenditure  
of up to \$10,000 to extend the project feasibility period,  
pursuant to 505.102 of the Texas Local Government  
Code.

**8. ADJOURNMENT**

**CERTIFICATION**

I hereby certify the above Notice of Meeting was posted on the bulletin board at the New Braunfels City Hall.

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Board Liaison

NOTE: Persons with disabilities who plan to attend this meeting and who may need auxiliary aids or services such as interpreters for persons who are deaf or hearing impaired, readers, or large print, are requested to contact the City Secretary's Office at (830) 221-4010 at least two (2) work days prior to the meeting so that appropriate arrangements can be made.

# Economic Development Corporation Agenda Item Report

**6/18/2026**

Agenda Item No. A)

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**SUBJECT:**

Deliberate issues regarding economic development negotiations in accordance with Section 551.087 of the Texas Government Code:

1. Gener8tor
2. Gruene 16
3. Project Shoot
4. Project Thread
5. Project Icon
6. Project Casa
7. Project Sherpa



# Economic Development Corporation Agenda Item Report

550 Landa Street  
New Braunfels, TX

**6/18/2026**

Agenda Item No. B)

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## **SUBJECT:**

Deliberate the purchase, exchange, lease or value of real property in accordance with Section 551.072, Texas Government Code:

1. New Braunfels Sports Complex Lot 3 Blk1 SS14.62 ACS & New Braunfels Sports Complex Lot 2 Blk 1 3.45 ACS



# Economic Development Corporation Agenda Item Report

550 Landa Street  
New Braunfels, TX

**6/18/2026**

Agenda Item No. A)

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**SUBJECT:**

Approval of the May 21, 2026 regular meeting minutes.

**DRAFT - MINUTES  
OF THE NEW BRAUNFELS ECONOMIC DEVELOPMENT CORPORATION  
REGULAR MEETING OF THURSDAY, MAY 21, 2026**

**AGENDA**

**1. CALL TO ORDER**

**President Shane Hines called the meeting to order at 5:10PM.**

**2. ROLL CALL**

**Present: Shane Hines, Tera Thompson, Don Austin, and Atanacio Campos**

**Absent: Kristen Carden, Larry Hammonds, and Cory Elrod**

**Also in attendance: Mayor Neal Linnartz**

**3. APPROVAL OF MINUTES**

A) Approval of the April 16, 2026, regular meeting minutes.

**President Hines introduced this item. Director Austin motioned to approve the April 16, 2026 regular meeting minutes, Director Campos seconded, and the motion was approved unanimously.**

**4. CITIZENS' COMMUNICATIONS**

*This time is for citizens to address the Board on issues and items of concerns not on this agenda. There will be no Board action at this time.*

**President Hines introduced this item. Jim Holster, resident, spoke at this time.**

**5. TREASURER'S REPORT**

A) Presentation and discussion on the May 2026 Treasurer's Report

**President Hines introduced this item. Jared Werner, Assistant City Manager, presented an update on sales tax revenue, noting increased collections and that FY 2026 collections are currently exceeding FY 2025. He also reviewed updated revenue collections, current commitments, projected fund balance through FY 2030, and projected FY 2026 expenditures by project. Mr. Werner noted no new expenditures had been added since the last meeting and answered questions from the Board.**

**6. PRESENTATIONS**

- A) Presentation and discussion on a possible expenditure of additional construction costs for the Castell Avenue Phase 1 - Coll Street Drainage Improvement project

**President Hines introduced this item. Garry Ford, Director of Transportation & Construction Services, presented on this item. Mr. Ford presented an update on project objectives, timeline, proposed improvements, and future funding needs. Staff answered questions from the Board. No action was taken.**

- B) Presentation and discussion on a proposed expenditure to support Gener8tor - an entrepreneurship, workforce development, and local innovation accelerator project.

**President Hines introduced this item. Jonathan Packer, President & CEO of the New Braunfels Chamber introduced Robert Pieroni with Gener8tor. Mr. Pieroni provided an updated overview of the program, including services offered, timelines, performance metrics, and key requirements. Mr. Pieroni answered questions from the Board. No action was taken.**

## **7. PUBLIC HEARING, DISCUSSION, AND POSSIBLE ACTION**

- A) Public hearing, discussion, and possible action to approve an expenditure of up to \$405,000 for final design of AAMPO Citywide Pedestrian Improvements Phase 2, pursuant to 505.152 of the Texas Local Government Code.

**President Hines introduced this item. Mr. Ford presented on this item and provided an update on the project including scope, timeline, and funding needs. President Hines opened this item up to public hearing. No comments were made. Director Campos motioned to approve, Director Austin seconded, and the motion was approved unanimously.**

- B) Public hearing, discussion, and possible action to approve an expenditure of up to \$700,000 for the construction of AAMPO Citywide Pedestrian Improvements Phase 1, pursuant to 505.152 of the Texas Local Government Code.

**President Hines introduced this item. Mr. Ford presented on this item and provided an update on the project including scope, timeline, and funding needs. President Hines opened this item up to public hearing. Mr. Jim Holster, resident, made a comment at this time. Director Thompson motioned to approve, Director Campos seconded, and the motion was approved unanimously.**

- C) Public hearing, discussion, and possible action to forgive the New

Braunfels National Airport loan remaining balance of \$644,770, pursuant to 501.103 of the Texas Local Government Code.

**President Hines introduced this item. Jeff Jewell, Director of Economic & Community Development, presented on the proposed loan forgiveness, including the loan details, estimated costs, project background, and next steps. He updated the Board on project improvements, revenue, and the financial impact of the forgiveness, noting it would increase net revenue for future operations and projects. President Hines opened this item up to public hearing. No comments were made. Director Campos motioned to approve, Director Austin seconded, and the motion was approved unanimously.**

## **8. EXECUTIVE SESSION**

**The Board adjourned to Executive Session at 5:58PM and Executive Session was opened at 5:58PM.**

In accordance with the Texas Government Code, Section 551.071, the Board reserves the right to retire into executive session concerning the items listed on this agenda to consult with its attorney. In addition, the Board may convene in executive session on any of the following items, with any final action being taken in open session:

- A) Deliberate the purchase, exchange, lease or value of real property in accordance with Section 551.072, Texas Government Code:
1. New Braunfels Sports Complex Lot 3 Blk1 SS14.62 ACS & New Braunfels Sports Complex Lot 2 Blk1 3.45 ACS

**President Hines introduced this item. The Board discussed, and no action was taken.**

- B) Deliberate issues regarding economic development negotiations in accordance with Section 551.087 of the Texas Government Code:
1. Gener8tor
  2. Gruene 16
  3. Project Shoot
  4. Project Thread
  5. Project Icon
  6. Project Casa
  7. Project Hammer

**President Hines introduced this item. The items were addressed in the following order: Gener8tor, Gruene 16, Project Shoot, Project Thread, Project Icon, Project Casa, and Project Hammer. The Board discussed, and no action was taken.**

C) Deliberate pending/contemplated litigation, settlement offer(s), and matters concerning privileged and unprivileged client information deemed confidential by Rule 1.05 of the Texas Disciplinary Rules of the Professional Conduct in accordance with Section 551.071, of the Texas Government Code, specifically:

1. Lefko USA, Inc.

**President Hines introduced this item. The Board discussed, and no action was taken. President Hines adjourned Executive Session at 6:31PM**

**9. ADJOURNMENT**

President Hines adjourned the meeting at 6:31PM.

By: \_\_\_\_\_  
SHANE HINES, PRESIDENT



# Economic Development Corporation Agenda Item Report

550 Landa Street  
New Braunfels, TX

**6/18/2026**

Agenda Item No. A)

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**PRESENTER:**

Jared Werner, Assistant City Manager

**SUBJECT:**

Presentation and discussion on the June 2026 Treasurer's Report.

**DEPARTMENT:** Finance

## June NBEDC Treasurer's Report

June 18<sup>th</sup>, 2026

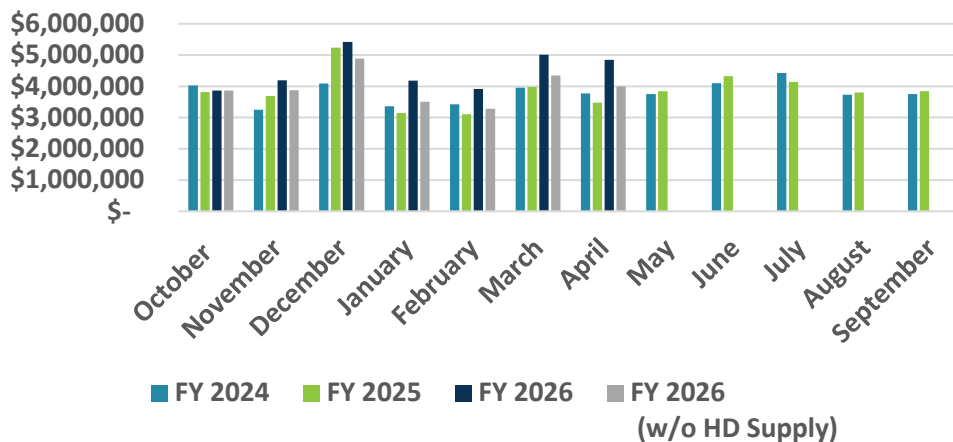
### Overview

The Monthly treasurer's report provides updates on sales tax performance, projected revenue streams, projected commitments, and expenditure timing. The NBEDC's financial commitments typically span multiple fiscal years; therefore, the report is formatted to project its financial position over the next five years.

### Sales Tax

Compared to April of last year, total sales tax collections increased by 39.5%. The significant increase is partially due to the addition of HD Supply sales tax. When the revenue related to HD Supply sales tax is removed, total collections increased by 15.0% compared to last April. When all adjustments are removed, the current period collections increased by 24.4% (0.9% without HD Supply) compared to April of last year. FY 2026 total sales tax collections are up 18.9% compared to FY 2025.

Gross Sales Tax Collections

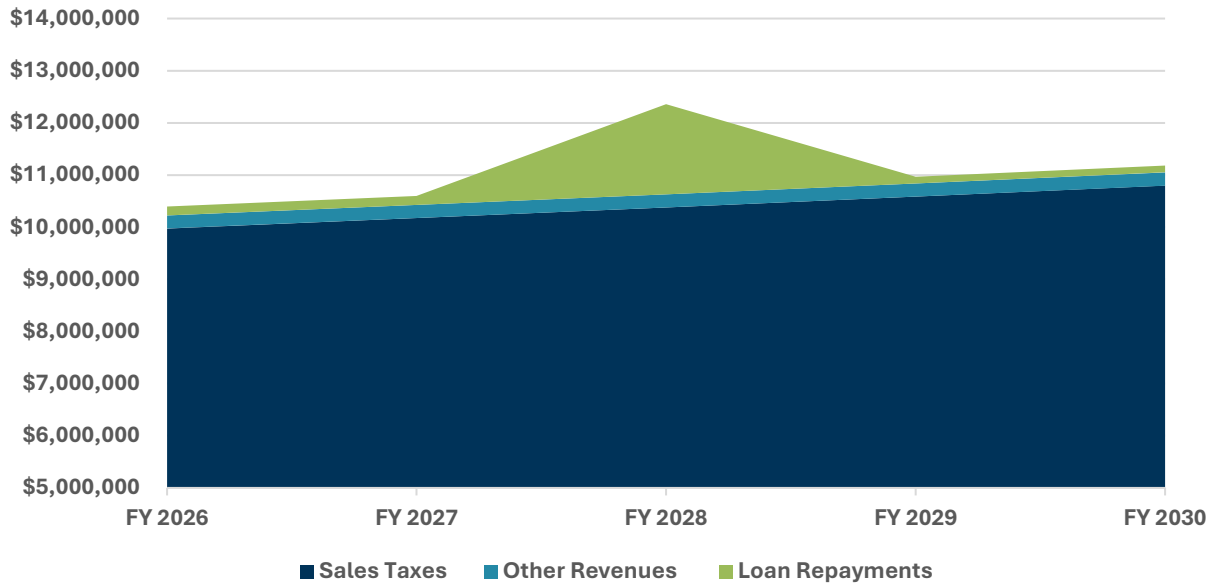


For more information, contact:

Jared Werner  
Assistant City Manager  
[jwerner@newbraunfels.gov](mailto:jwerner@newbraunfels.gov)  
830-221-4385

## Revenues

Projected Revenues - FY 2026 to FY 2030



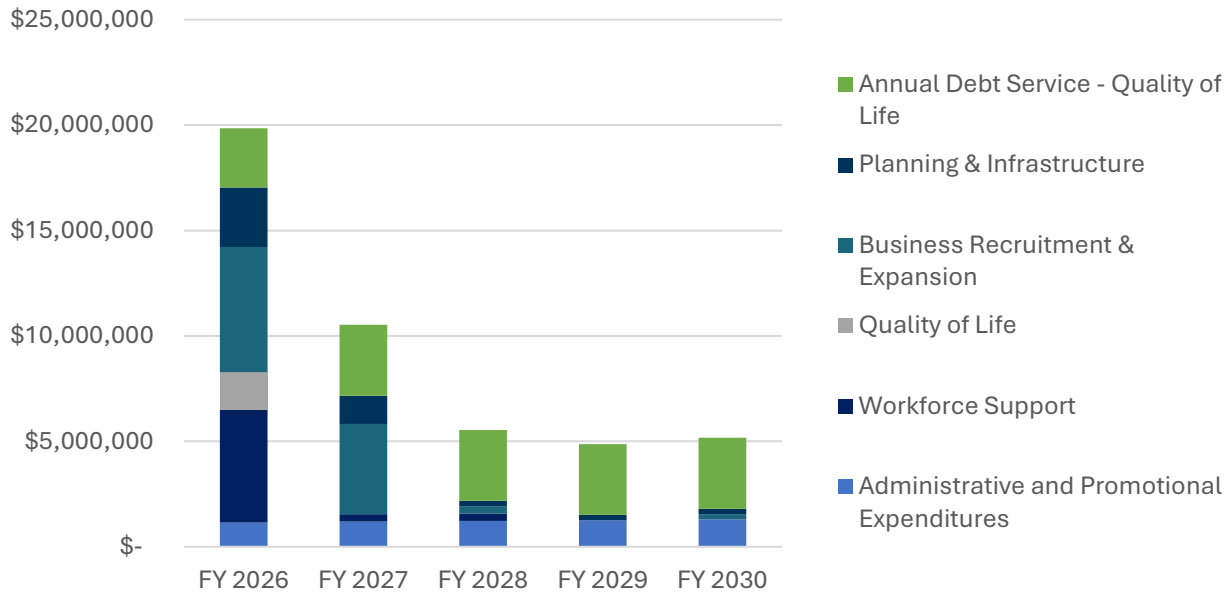
Revenue Summary					
	FY 2026	FY 2027	FY 2028	FY 2029	FY 2030
Sales Taxes	\$9,974,715	\$10,174,210	\$10,377,694	\$10,585,248	\$10,796,953
Other Revenues	\$250,000	\$250,625	\$251,252	\$251,880	\$252,509
Loan Repayments	\$172,954	\$172,954	\$1,728,954	\$128,954	\$128,954
<b>Total Revenues</b>	<b>\$10,397,669</b>	<b>\$10,597,789</b>	<b>\$12,357,900</b>	<b>\$10,966,082</b>	<b>\$11,178,416</b>

**Sales Taxes**- The graph and table above reflect the projected sales tax collections through FY 2030. The projections assume a growth of 2.0% annually.

**Loan Repayments**– The NBEDC began receiving loan repayments from the New Braunfels Regional Airport in FY 2022 (ten years) and ASA properties in FY 2023 (five years with a balloon payment in year six – recognized in FY 2028 above). At the April 16<sup>th</sup> EDC meeting, a presentation was given to discuss the proposal to forgive the remaining balance of this loan.

## Total NBEDC Expenditures – Current Commitments

Current Commitment Projections- FY 2026 to FY 2030



Summary					
	FY 2026	FY 2027	FY 2028	FY 2029	FY 2030
<b>Administrative and Promotional Expenditures</b>	\$ 1,155,382	\$ 1,190,043	\$ 1,225,745	\$ 1,262,517	\$ 1,300,393
<b>Workforce Support</b>	\$ 5,350,000	\$ 350,000	\$ 350,000	\$ -	\$ -
<b>Quality of Life</b>	\$ 2,713,823	\$ 250,000	\$ 250,000	\$ 250,000	\$ 250,000
<b>Business Recruitment &amp; Expansion</b>	\$ 1,640,058	\$ 3,186,576	\$ 350,000	\$ -	\$ 250,000
<b>Planning &amp; Infrastructure</b>	\$ 6,241,686	\$ 2,183,946	\$ -	\$ -	\$ -
<b>Annual Debt Service - Quality of Life</b>	\$ 2,808,456	\$ 3,363,564	\$ 3,365,289	\$ 3,362,439	\$ 3,364,839
<b>Total Expenditures</b>	<b>\$ 19,909,405</b>	<b>\$ 10,524,129</b>	<b>\$ 5,541,034</b>	<b>\$ 4,874,956</b>	<b>\$ 5,165,232</b>

The projections above include all current commitments of the NBEDC. Please note that all numbers listed above are projections based on the project and spending timelines. Spending timelines are assessed regularly.

### FY 2026 Projected Project Expenditures

#### Administrative and Promotional Expenditures

Chamber of Commerce	\$ 699,996
CONB	\$ 455,386
<b>Administrative and Promotional Expenditures</b>	<b>\$ 1,155,382</b>

#### Quality of Life

Last Tuber's Exit Design & Construction	\$ 180,664
Dry Comal Hike and Bike Trail	\$ 225,401
Landa Lake Dam Design & Construction	\$ 987,105
West Alligator Creek Trail	\$ 380,854
South Castell Co-Op	\$ 250,000
Downtown ROW Enhancements	\$ 268,042
Headwaters	\$ 421,757
<b>Quality of Life</b>	<b>\$ 2,713,823</b>

#### Workforce Support

SPARK	\$ 250,000
Alamo Colleges District - Northeast Lakeview College	\$ 5,000,000
O&M Zipp Sports Park	\$ 100,000
<b>Workforce Support</b>	<b>\$ 5,350,000</b>

#### Business Recruitment & Expansion

Calendar Holdings, LLC	\$ 36,576
Detex	\$ 553,482
Downtown NBU site acquisition	\$ 500,000
Continental ED Incentive/Aumovio	\$ 100,000
Lefko Incentive	\$ 450,000
<b>Business Recruitment &amp; Expansion</b>	<b>\$ 1,640,058</b>

#### Planning & Infrastructure

Citywide Pedestrian Improvements	\$ 484,934
Streets and Utility Design Standards Master Plan	\$ 175,000
Castell Ave - Coll Street Drainage Design	\$ 99,669
Kohlenberg Road Intersection Improvements	\$ 750,000
Dry Comal Creek Floodplain Remapping	\$ 240,000
Common Street Pedestrian Improvements	\$ 563,725
Neue Incentive	\$ 1,100,000
EPS - Gruene 16 Feasibility Study	\$ 270,509
Union Pacific Railroad Company	\$ 2,557,850
<b>Planning &amp; Infrastructure</b>	<b>\$ 6,241,686</b>

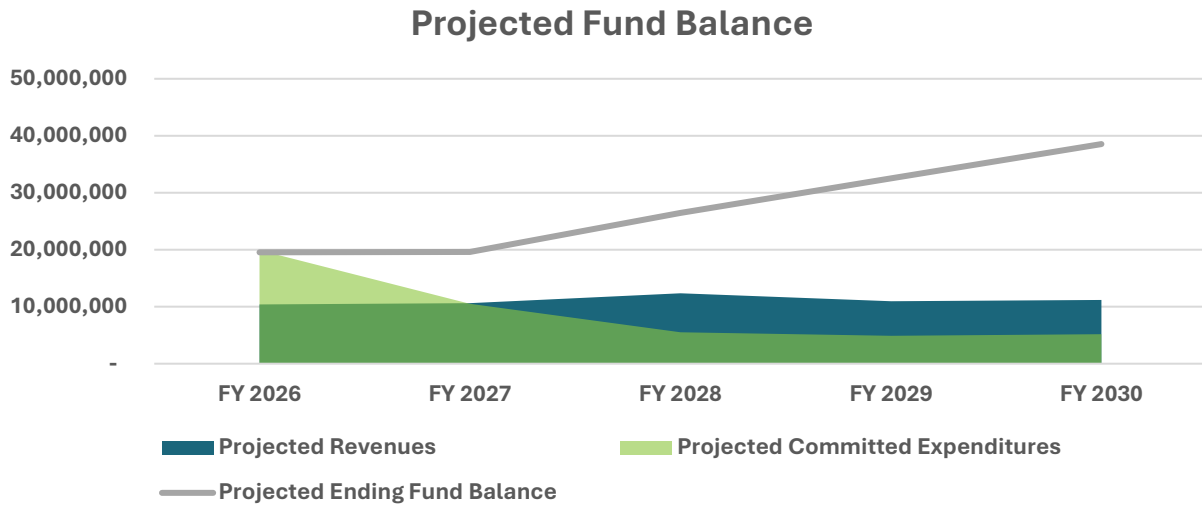
#### Annual Debt Service - Quality of Life Projects

Existing Debt Service	\$ 2,808,456
<b>Annual Debt Service</b>	<b>\$ 2,808,456</b>

**Total FY 2026 Projected Expenditures \$ 19,909,405**

## Financial Summary – Revenues, Committed Expenditures, and Projected Fund Balance

The graph above summarizes estimated revenues, committed expenditures, and changes in fund balance/Reserves based on current commitments.



6/18/2026

Agenda Item No. A)

**PRESENTER:**

Scott McClelland, Assistant Director of Transportation &amp; Construction Services

**SUBJECT:**

Public hearing, discussion, and possible action to approve an expenditure of up to \$2,400,000 for additional construction costs of Castell Avenue Phase 1 - Coll Street Drainage Improvement, pursuant to 501.103 of the Texas Local Government Code.

**DEPARTMENT:** Transportation & Construction Services**COUNCIL DISTRICTS IMPACTED:** 5**BACKGROUND INFORMATION:**

In the Fall of 2021, the New Braunfels Economic Development Corporation (NBEDC) contracted with Kimley-Horn to provide a preliminary engineering design and streetscape plan for South Castell Avenue from Bridge Street to Business 35. The findings from the engineering report were presented to the NBEDC in December 2022 and phases were identified as next steps. Phase 1 detailed the need for drainage improvements on Coll Street between Castell Avenue and the Comal River. As part of the 2023 Bond Project prioritization process, this phase was ranked as the number one project priority by the NBEDC.

On March 9, 2023, NBEDC approved funding for Kimley-Horn to complete the final design of the Castell Avenue Phase 1 Project. The NBEDC received an update on this project at its workshop meeting on January 24, 2024. At that time, 60% design plans were presented and a cost estimate was provided. Three alternatives were offered to the NBEDC for consideration: 1. Adding proposed trees only; 2. Adding enhanced landscaping with plantings and hardscapes; and 3. Completing underground electric and telecommunication conversions and adding street lighting. The NBEDC Board agreed to add all three alternatives to the project. For the utility companies to begin with their design of the underground conversion, a commitment for construction funding was required.

On February 14, 2024, the NBEDC held a public hearing and approved \$7.2M in construction funding. While the construction estimate at the time was based on 60% of design, staff has been updating the Board on the project cost as the design has progressed, and additional cost estimates have been prepared.

Construction bidding for this project was completed April 2, 2026. Four bids were received from qualified contractors and evaluated by staff. Based on the bid from the selected best value contractor, a funding gap of \$2.4M has been identified beyond the construction funding of \$7.2M approved by NBEDC in February 2024. The total construction cost and construction administration for Phase 1 of the Castell Street improvements is now estimated at \$9.6M.

The NBEDC received a presentation about this project expenditure at its May 21, 2026 meeting. This project falls under the *Planning and Infrastructure* category in the NBEDC Strategic Priorities. If approved, the New Braunfels City Council will consider action in July or August 2026 to approve the expenditure and award the construction contract.

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**ISSUE:**

The final bids for the Castell Street reconstruction - Phase 1 were received. The final amount is \$2.4M greater than the original \$7.2M estimate from February 2024 for a total of \$9.6M.

**STRATEGIC PLAN REFERENCE:**

Economic Mobility  Enhanced Connectivity  Community Identity  
 Organizational Excellence  Community Well-Being  N/A

**FISCAL IMPACT:**

The original \$7.2M expenditure has been incorporated into financial forecasting as a debt issuance with \$600,000 of estimated annual debt service. An additional \$2.4M will cost approximately \$200,000 in additional annual debt service. The NBEDC currently has approximately \$10.3M of annual revenue with approximately \$2.8M in annual debt service. The additional expenditure will increase annual debt service payments to approximately \$3M per year.

The NBEDC has available funds to approve this expenditure.

**RECOMMENDATION:**

Staff recommends approval of the project expenditure to fund the additional construction of Castell Avenue Phase 1 - Coll Street Drainage Improvement.

**CONTRACT BETWEEN THE NEW BRAUNFELS ECONOMIC DEVELOPMENT CORPORATION AND THE CITY OF NEW BRAUNFELS, TEXAS**

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THE STATE OF TEXAS                   §  
  §       KNOW ALL MEN BY THESE PRESENTS:  
COUNTY OF COMAL                   §

THIS CONTRACTUAL AGREEMENT (the "Agreement") is made and entered into by and between the New Braunfels Economic Development Corporation, a Non-Profit Corporation of the State of Texas, hereinafter called "EDC", acting by and through its duly authorized officers, and the City of New Braunfels, Texas, a Texas municipal corporation, hereinafter called "CITY," acting by and through its officers:

WITNESSETH:

I.

WHEREAS, Texas Local Government Code §501.054 provides the EDC with the powers of non-profit corporations incorporated under the Texas Non-Profit Corporation Act, as amended, and Section Seven of the Bylaws of the EDC allows for the President and Secretary of the EDC to execute any contract which the Board has approved and authorized to be executed; and

II.

NOW THEREFORE, under the authority granted to the EDC by §501.103 of the Texas Local Government Code and upon the recommendation of the EDC which occurred on June 18, 2026, the City Council of New Braunfels, Texas on XXXXXXXXX, approved the EDC's determination that an amount up to \$2,400,000 be allocated to the CITY for costs associated with additional construction costs of Castell Avenue Phase 1 – Coll Street Drainage Improvement. Said funds shall be provided by EDC to the City under the following conditions:

- (1) Up to \$2,400,000 of the funds shall be allocated from sales tax funds by the EDC to CITY to pay for the construction of Castell Avenue Phase 1 – Coll Street Drainage Improvement as indicated in Exhibit A;
- (2) The total of \$2,400,000 of EDC funds, or parts thereof, shall be distributed to CITY within thirty (30) days after receiving an invoice.
- (3) CITY shall at all times comply with the ordinances of City of New Braunfels and

the laws of the State of Texas; and

- (4) All funds received by CITY from EDC as herein provided shall be expended solely for the purposes stated herein.

III.

In the performance of this contract, CITY shall not discriminate against any person because of his/her race, color, religion, national origin, sex, disability or ancestry. Breach of this covenant may be regarded as a material breach of the contract causing its termination.

IV.

It is expressly understood and agreed by both parties hereto that each acts independently of each other, and neither has the authority to bind the other or to hold out to a third party that it is the authority for the other. The parties hereto understand and agree that the City shall not be liable for any claims, which may be asserted by any third party occurring in connection with the performance of the EDC.

Nothing contained herein shall be deemed or construed by the parties hereto or by any third party as creating the relationship of employer-employee, principal agent, joint ventures or any other similar such relationships, between the parties hereto.

V.

Employment of Undocumented Workers. During the term of this Agreement, CITY agrees not to knowingly employ an undocumented worker and if convicted of a violation of 8 U.S.C. Sec. 1324a(f), the CITY shall repay the amount of the Grant and any other funds received by the CITY from the EDC as of the date of such violation within sixty (60) days after the date the CITY is notified by the EDC of such violation, plus interest at the rate periodically announced by the Wall Street Journal as the prime or base commercial rate, or if the Wall Street Journal shall ever cease to exist or cease to announce a prime or base lending rate, then at the annual rate of interest from time to time announced by Citibank, N.A. (or by any other New York money center bank selected by the EDC) as its prime or base commercial lending rate, from the date of such notice until paid.

VI.

All communications between EDC and CITY shall be addressed to the President of the New Braunfels Economic Development Corporation, c/o City of New Braunfels, 550 Landa Street,

New Braunfels, Texas 78130 with a copy being sent to the President of the EDC at his/her residential or business address. Any communication to the CITY shall be addressed to the City Manager, 550 Landa Street, New Braunfels, Texas 78130.

VII.

It is understood and agreed that in the event any provision of this contract is inconsistent with requirements of law, the requirements of law will control and the parties shall revert to their respective positions, which would otherwise be enjoyed or occupied by the respective parties for the terms of this contract.

VIII.

The foregoing instrument in writing between the parties herein, constitutes the entire agreement between the parties relative to the funds made the basis hereof, and any other written or oral agreement with the EDC being expressly waived by CITY.

IN WITNESS WHEREOF, the parties hereto execute this agreement in duplicate originals on this XXXX day of XXXXXX 2026.

CITY OF NEW BRAUNFELS  
ECONOMIC DEVELOPMENT CORPORATION

By: \_\_\_\_\_  
Shane Hines, *President*

Date: \_\_\_\_\_

By: \_\_\_\_\_  
Larry Hammonds, *Corporate Secretary*

Date: \_\_\_\_\_

CITY OF NEW BRAUNFELS, TEXAS

By: \_\_\_\_\_  
Robert Camareno, *City Manager*

Date: \_\_\_\_\_

ATTEST:

By: \_\_\_\_\_  
Gayle Wilkinson, *City Secretary*

Date: \_\_\_\_\_

APPROVED AS TO FORM:

By: \_\_\_\_\_  
NEED, *City Attorney*

Date: \_\_\_\_\_

## Castell Avenue Phase 1 – Coll Street Drainage Improvements



Existing 100-year storm flooding

### Project Objectives:

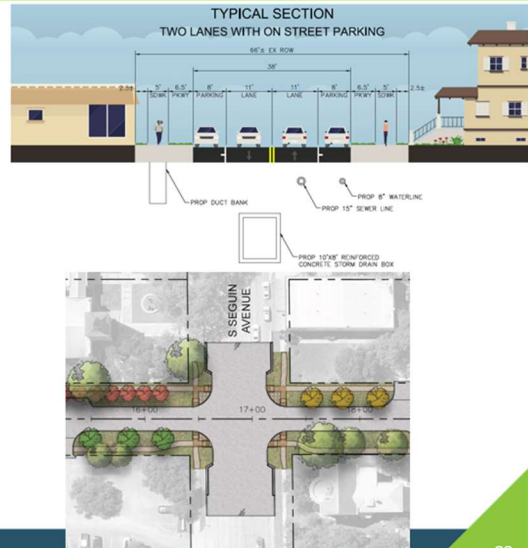
- Combine efforts for future infrastructure needs identified for Castell Avenue and Downtown Right of Way Enhancements
- Increase downstream drainage infrastructure capacity
- Enhance pedestrian walkability, safety, and comfort

## Castell Avenue Phase 1 – Coll Street Drainage Improvements



### Proposed Improvements:

- Roadway Reconstruction
  - New curbs, bulb-outs, and pavement
- Underground Storm Drain System
- Concrete Sidewalk (both sides)
- Water & Sewer Utility Replacements (Joint Bid w/NBU)
- Enhanced Landscaping and Trees
- Underground Electric & Telecommunication Conversion



# Castell Avenue Phase 1 – Coll Street Drainage Improvements



## ▲ Funding

- \$649,500: Design – NBEDC
- \$7,200,000: Construction – NBEDC\*
- \$2,400,000: Additional Construction Costs

- Project refinement through 100% design
- Area constraints and complexity
- Construction cost escalation
- Construction administration

## ▲ Schedule

- Secure funding for Construction: June 2026
- Begin Construction: Fall 2026



\* Approved on 2/15/24

21

DRAFT

**6/18/2026**

Agenda Item No. B)

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**PRESENTER:**

Scott McClelland, Assistant Transportation & Construction Services Director

**SUBJECT:**

Public hearing, discussion, and possible action to approve an expenditure of up to \$1,400,000 for final design of AAMPO Gruene Multimodal Improvements, pursuant to 505.152 of the Texas Local Government Code.

**DEPARTMENT:** Transportation & Construction Services

**COUNCIL DISTRICTS IMPACTED:** 4

**BACKGROUND INFORMATION:**

The Alamo Area Metropolitan Planning Organization (AAMPO) Gruene Multimodal Improvements project will address pedestrian and Americans with Disabilities Act (ADA) improvements in the Gruene Historic District and surrounding area to enhance safety and connectivity. The project includes:

- Shared-use paths on Gruene Road and Hunter Road
- Sidewalks along key corridors
- Intersection improvements at Gruene Road and Rock Road
- Bike lane, landscaping, and other enhancements in key areas

Section 505.152 of the Texas Local Government Code permits the New Braunfels Economic Development Corporation (NBEDC) to invest in expenditures related to open space improvements to roads and streets. The NBEDC has previously supported project expenditures for pedestrian improvements, including those recently completed on Common Street and Union Avenue.

This funding request will address extensive stakeholder outreach, Gruene area specialized design and aesthetic improvements, final design, required state coordination, and bidding phases of the project. The final design request is \$1,400,000. If approved, the New Braunfels City Council will consider action in July 2026.

AAMPO has pledged \$5,568,740 toward 80% of the construction costs, with the remaining 20% to be matched in the future.

The tentative project schedule includes:

- Final Design Contract Awarded: Summer 2026
- Construction Let Date: 2031, with potential for acceleration
- Secure Funding for 20% Construction Match: In alignment with Construction Let Date

**ISSUE:**

Continue ongoing enhancements of pedestrian infrastructure throughout the City.

**STRATEGIC PLAN REFERENCE:**

- Economic Mobility  Enhanced Connectivity  Community Identity
- Organizational Excellence  Community Well-Being  N/A

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**FISCAL IMPACT:**

The NBEDC has an appropriate fund balance to approve this expenditure.

**RECOMMENDATION:**

Staff recommends approval of this project expenditure to fund the final design of the AAMPO Gruene Multimodal Improvements project.

**CONTRACT BETWEEN THE NEW BRAUNFELS ECONOMIC DEVELOPMENT CORPORATION AND THE CITY OF NEW BRAUNFELS, TEXAS**

---

THE STATE OF TEXAS                   §  
  §       KNOW ALL MEN BY THESE PRESENTS:  
COUNTY OF COMAL                   §

THIS CONTRACTUAL AGREEMENT (the "Agreement") is made and entered into by and between the New Braunfels Economic Development Corporation, a Non-Profit Corporation of the State of Texas, hereinafter called "EDC", acting by and through its duly authorized officers, and the City of New Braunfels, Texas, a Texas municipal corporation, hereinafter called "CITY," acting by and through its officers:

WITNESSETH:

I.

WHEREAS, Texas Local Government Code §501.054 provides the EDC with the powers of non-profit corporations incorporated under the Texas Non-Profit Corporation Act, as amended, and Section Seven of the Bylaws of the EDC allows for the President and Secretary of the EDC to execute any contract which the Board has approved and authorized to be executed; and

II.

NOW THEREFORE, under the authority granted to the EDC by §505.152 of the Texas Local Government Code and upon the recommendation of the EDC which occurred on June 18, 2026, the City Council of New Braunfels, Texas on XXXXXXXXX, approved the EDC's determination that an amount up to \$1,400,000 be allocated to the CITY for costs associated with final design of AAMPO Gruene Multimodal Improvements. Said funds shall be provided by EDC to the City under the following conditions:

- (1) Up to \$1,400,000 of the funds shall be allocated from sales tax funds by the EDC to CITY to pay for the final design of AAMPO Gruene Multimodal Improvements as indicated in Exhibit A;
- (2) The total of \$1,400,000 of EDC funds, or parts thereof, shall be distributed to CITY within thirty (30) days after receiving an invoice.
- (3) CITY shall at all times comply with the ordinances of City of New Braunfels and

the laws of the State of Texas; and

- (4) All funds received by CITY from EDC as herein provided shall be expended solely for the purposes stated herein.

III.

In the performance of this contract, CITY shall not discriminate against any person because of his/her race, color, religion, national origin, sex, disability or ancestry. Breach of this covenant may be regarded as a material breach of the contract causing its termination.

IV.

It is expressly understood and agreed by both parties hereto that each acts independently of each other, and neither has the authority to bind the other or to hold out to a third party that it is the authority for the other. The parties hereto understand and agree that the City shall not be liable for any claims, which may be asserted by any third party occurring in connection with the performance of the EDC.

Nothing contained herein shall be deemed or construed by the parties hereto or by any third party as creating the relationship of employer-employee, principal agent, joint ventures or any other similar such relationships, between the parties hereto.

V.

Employment of Undocumented Workers. During the term of this Agreement, CITY agrees not to knowingly employ an undocumented worker and if convicted of a violation of 8 U.S.C. Sec. 1324a(f), the CITY shall repay the amount of the Grant and any other funds received by the CITY from the EDC as of the date of such violation within sixty (60) days after the date the CITY is notified by the EDC of such violation, plus interest at the rate periodically announced by the Wall Street Journal as the prime or base commercial rate, or if the Wall Street Journal shall ever cease to exist or cease to announce a prime or base lending rate, then at the annual rate of interest from time to time announced by Citibank, N.A. (or by any other New York money center bank selected by the EDC) as its prime or base commercial lending rate, from the date of such notice until paid.

VI.

All communications between EDC and CITY shall be addressed to the President of the New Braunfels Economic Development Corporation, c/o City of New Braunfels, 550 Landa Street,

New Braunfels, Texas 78130 with a copy being sent to the President of the EDC at his/her residential or business address. Any communication to the CITY shall be addressed to the City Manager, 550 Landa Street, New Braunfels, Texas 78130.

VII.

It is understood and agreed that in the event any provision of this contract is inconsistent with requirements of law, the requirements of law will control and the parties shall revert to their respective positions, which would otherwise be enjoyed or occupied by the respective parties for the terms of this contract.

VIII.

The foregoing instrument in writing between the parties herein, constitutes the entire agreement between the parties relative to the funds made the basis hereof, and any other written or oral agreement with the EDC being expressly waived by CITY.

IN WITNESS WHEREOF, the parties hereto execute this agreement in duplicate originals on this XXXX day of XXXXXX 2026.

CITY OF NEW BRAUNFELS  
ECONOMIC DEVELOPMENT CORPORATION

By: \_\_\_\_\_  
Shane Hines, *President*

Date: \_\_\_\_\_

By: \_\_\_\_\_  
Larry Hammonds, *Corporate Secretary*

Date: \_\_\_\_\_

CITY OF NEW BRAUNFELS, TEXAS

By: \_\_\_\_\_

Robert Camareno, *City Manager*

Date: \_\_\_\_\_

ATTEST:

By: \_\_\_\_\_

Gayle Wilkinson, *City Secretary*

Date: \_\_\_\_\_

APPROVED AS TO FORM:

By: \_\_\_\_\_

NEED, *City Attorney*

Date: \_\_\_\_\_

## EXHIBIT A

# AAMPO Gruene Multimodal Improvements



### Project Scope

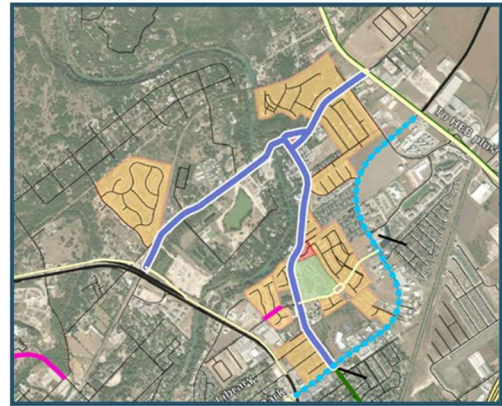
- Pedestrian and ADA improvements in the Gruene Historic District and surrounding area to enhance safety and connectivity
  - 10' shared-use paths on Gruene and Hunter Roads
  - 6' sidewalks along key corridors
  - Intersection realignment at Gruene Road & Rock Road
  - Bike lane enhancements and landscaping/pavers

### Funding

- \$1,400,000 - Final Design - *NBEDC*
- \$5,468,740 - 80% Construction - AAMPO
- \$1,521,185 - 20% Construction - *NBEDC*

### Schedule

- Final Design Contract Awarded - Spring 2026
- Construction Let Date - 2031 *potential for acceleration*
- Secure funding for 20% construction match



**6/18/2026**

Agenda Item No. C)

**PRESENTER:**

Jonathan Packer, President & CEO, New Braunfels Chamber of Commerce  
Michele Boggs, Senior VP of Economic Development, New Braunfels Chamber of Commerce

**SUBJECT:**

Public hearing, discussion, and possible action to approve an expenditure of up to \$1,200,000 to Gener8tor for a multi-year entrepreneurship incubator project, pursuant to 505.102 of the Texas Local Government Code.

**DEPARTMENT:** Economic & Community Development

**COUNCIL DISTRICTS IMPACTED:** Citywide

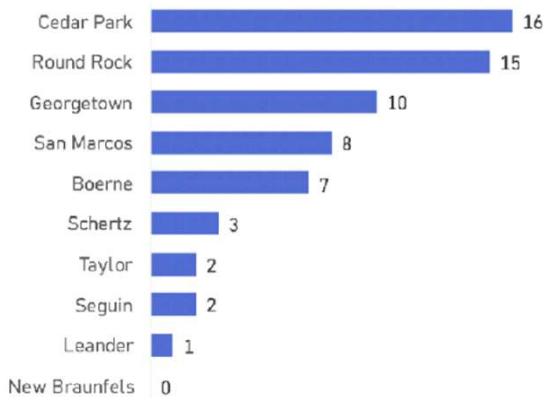
**BACKGROUND INFORMATION:**

Gener8tor, founded in 2012, provides accelerator support to catalyze community, mentorship, network, conviction, and capital to bridge startup ideas with opportunities. With over 400 cohorts, Gener8tor is involved in 50 communities, has supported over 2,100 startups, raised over \$2.9B, and created over 14,000 jobs with their efforts.

Gener8tor has identified a capital access gap for New Braunfels startups:

**# of Companies Receiving Funding (03/12-03/22)\***

\*e.g., seed, early stage, private equity, debt financing, etc.



This data signals a gap in startup capacity, capital readiness, and access to investor networks.

The Gener8tor program aims to build entrepreneur capacity through hands-on coaching and guidance, increase startup density by supporting investment-ready companies, and connect local entrepreneurs to regional and national capital networks. The Gener8tor incubator program includes mentor networking, routine meetings with peers and investors, a showcase event, and ongoing support.

The New Braunfels Gener8tor program would provide two cohorts a year, for three years, that include training, community building, networking opportunities, mentor connections, discussions of financing goals and milestones, investment accelerators, and presentation pitches. The program would also include:

- Employ a full-time employee in New Braunfels to facilitate the program

- 
- Host quarterly entrepreneurship and networking events in the City
  - Occupy office space within the City limits to ensure the accelerator program is operating within the community
  - Develop a Lunch & Learn Series program to assist local startups
  - Process at least 25 applications per year for the New Braunfels cohorts
  - Develop and host an in-person showcase event where program graduates pitch in front of a crowd of investors, entrepreneurs, and community members.

The NBEDC received an initial presentation on the Gener8tor program at its January 15, 2026 regular meeting and a follow-up presentation on May 21, 2026.

Section 505.102 of the Texas Local Government Code permits the NBEDC to contract with other organizations to assist with the development and operation of economic development programs.

This project is identified in the NBEDC Strategic Plan within Strategy Four: *Business Recruitment and Retention*. Focusing on keeping local talent engaged in the community rather than moving to larger startup hub cities is how New Braunfels can retain more creative and technical talent.

If approved, the New Braunfels City Council will consider action in July or August 2026.

**ISSUE:**

The Gener8tor program will provide additional support to entrepreneurs and local innovation needs in New Braunfels.

**STRATEGIC PLAN REFERENCE:**

- Economic Mobility
- Enhanced Connectivity
- Community Identity
- Organizational Excellence
- Community Well-Being
- N/A

**FISCAL IMPACT:**

The NBEDC has appropriate fund balance to approve this expenditure. The Gener8tor program will be a three-year program. The expenditure will cover this duration.

**RECOMMENDATION:**

Staff recommends approval of the project expenditure to fund the Gener8tor entrepreneurship, workforce development, and local business accelerator project for three years.

# gener8tor

**NEW BRAUNFELS  
CHAMBER OF COMMERCE**



**E S T A B L I S H E D 1 9 1 9**

**A Strategic Partnership to Accelerate Entrepreneurship,  
Workforce Development, and Local Innovation in New Braunfels**

# CAPITAL ACCESS GAP FOR NEW BRAUNFELS STARTUPS

The Data Shows:

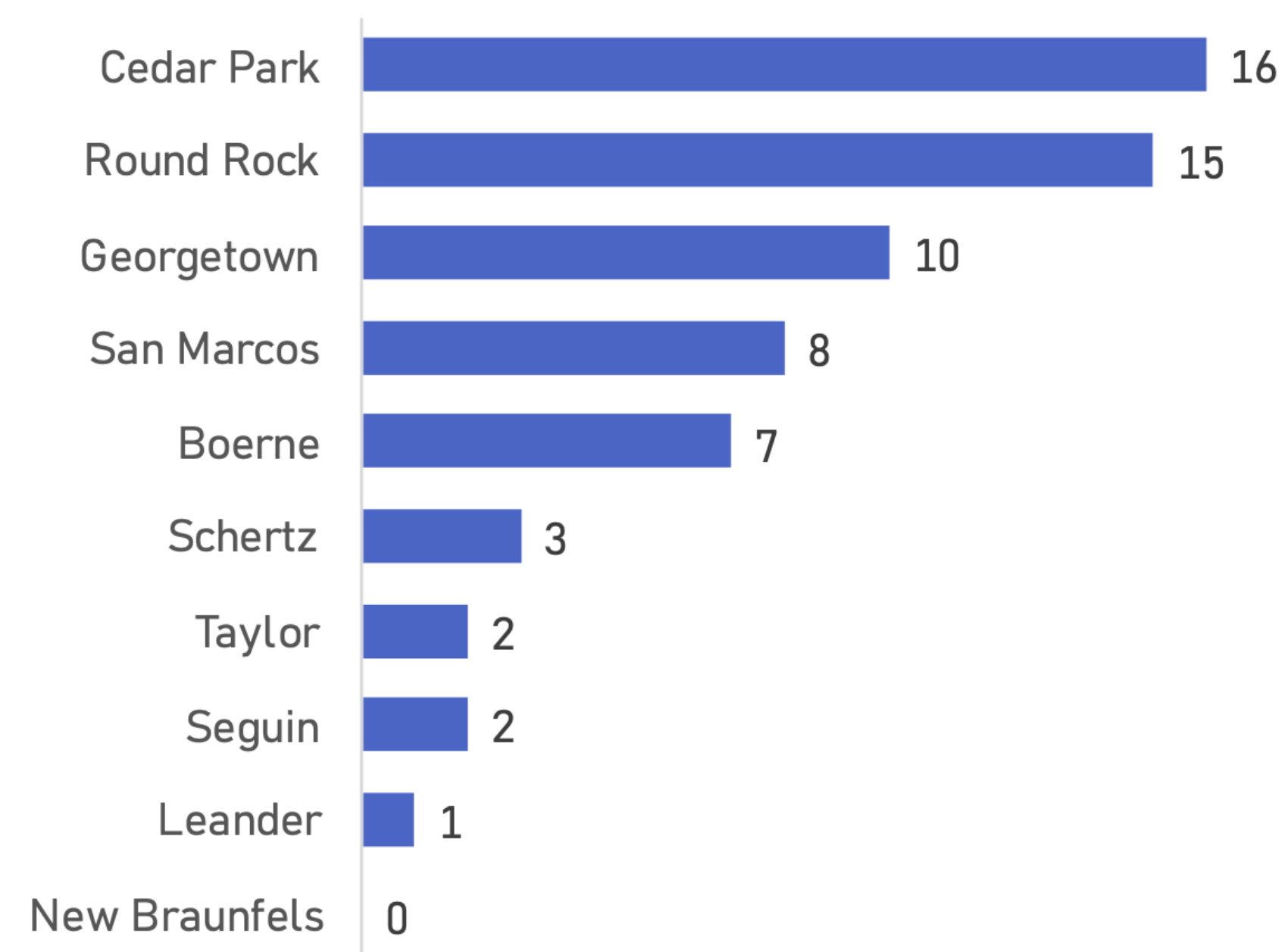
- Over the past decade, peer communities of similar size across the I-35 corridor have been far more successful at securing external startup funding (angel, venture, private equity, debt).

Why This Matters

- The absence of funded startups **does not reflect a lack of talent or ambition** in New Braunfels.
- Instead, it signals a gap in **startup capacity, capital readiness, and access to investor networks.**
- Without intentional infrastructure and services, locally rooted startups struggle to progress to the scale required to attract investment.

## # of Companies Receiving Funding (03/12-03/22)\*

\*e.g., seed, early stage, private equity, debt financing, etc.





# IMPLICATION FOR NEW BRAUNFELS

To change these outcomes and advance the goals of **The Confluence**, New Braunfels must:

- Build founder capacity through hands-on coaching and guidance
- Increase startup density by supporting investment-ready companies
- Connect local entrepreneurs to regional and national capital networks

Intentional investment in startup support infrastructure is required to convert entrepreneurial activity into funded, scaling companies rooted in the community.

CONFLUENCE

# ADVANCING THE **CONFLUENCE** STRATEGY FOR STARTUP SUCCESS

gBETA: A practical approach to building startup capacity, increasing startup density, and connecting New Braunfels founders to capital

- **Build startup capacity and readiness** by providing founders with targeted education, mentorship, and operational guidance focused on customer validation, business models, fundraising, and growth strategy.
- **Connect local founders to capital pathways** by linking them to gener8tor's national network of mentors, angel investors, venture capital firms, and corporate partners—resources typically unavailable to early-stage companies outside major metro hubs.
- **Advance feasibility toward a startup hub model** by delivering programming that can serve as the foundation for a long-term entrepreneurial center or innovation hub in New Braunfels.
- **Drive measurable economic outcomes** by increasing the number of companies that secure seed, venture, or private equity funding and by growing self-employment and startup-led job creation as a share of total employment.



## OUR MISSION

**To be the best partner for  
a community to invest in  
its best and brightest**

---

gener8tor supercharges startup growth through its nationally ranked accelerator programs, infusing capital, mentorship, and tailored support into high-growth companies.

# gener8tor STORY

2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024 2025 2026

In 2012, gener8tor founders Troy Vosseller and Joe Kirgues were attorneys working on VC deals. They experienced first-hand a number of challenges in the VC market:

- *80% of the VC went to startups in CA, MA, and NY*
- *Traditional VC approaches overlooked founders who didn't fit the traditional profile*
- *Startups suffered from a lack of efficient early-stage capital and mentorship support*

gener8tor formed as a new mechanism to capitalize on the talent and opportunity in places and with people that VCs had been overlooking. Today, gener8tor has worked with 2,100+ startups and alumni have raised over \$2.9B+.



**Troy Vosseller**

Co-Founder  
troy@gener8tor.com



**Joe Kirgues**

Co-Founder  
joe@gener8tor.com

## Our Mission

To be the best partner for a community to invest in its best and brightest



# WHAT IS **gener8tor** ?

We run accelerators to catalyze community, mentorship, network, conviction, and capital to bridge an ecosystem's genius with opportunity.



## Investment Accelerators

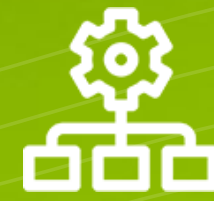
Investment in the best startups in the world, selected from thousands of applicants for a twelve-week accelerator for high growth companies.



## Pre-Accelerators (Non-Equity)

gBETA is a free, seven-week accelerator for early-stage companies with local roots.

gALPHA is a venture-creation workshop to help entrepreneurially minded students and technologists create high-growth startups



## Corporate Programming

Programs to support the formation and growth of corporate venture capital funds and innovation departments.



## Skills Accelerators

Virtual technical skill training programs for job seekers looking to obtain in-demand jobs.



## Creative Accelerators

Accelerators for artists & musicians focusing on creating placemaking in our communities.





# gener8tor's RANKINGS

**#1** most active accelerator investor in the Midwest

**Top 3** most active accelerator investor outside of major U.S. tech markets

**Top 5** most active accelerator investor in the United States

**Top 10** most active accelerator investor in the world

According to Pitchbook Data from January 1, 2024 forward



EASTCOMPANY



**2022 Global Winner**

*gener8tor named Venture Capital Firm of the Year*

Certified



Corporation

# DELIVERING A FOUNDER-FRIENDLY, UNIQUELY gener8tor EXPERIENCE

## OTHER ACCELERATORS



LARGE COHORTS (>20) START-UPS

COHORTS OF NO MORE THAN 5-7 COMPANIES

TEMPLATED CONTENT DESIGNED TO BE GENERALLY APPLICABLE TO STARTUPS

CONTENT AND MENTORSHIP TAILORED TO EACH INDIVIDUAL STARTUP NEEDS

LOOK, FEEL, CONTENT AIMED AT THE CA, MA, NY-BASED START-UP

PARTNERSHIPS WITH LOCAL ORGANIZATIONS ENHANCES EXPERIENCE AND OUTCOMES

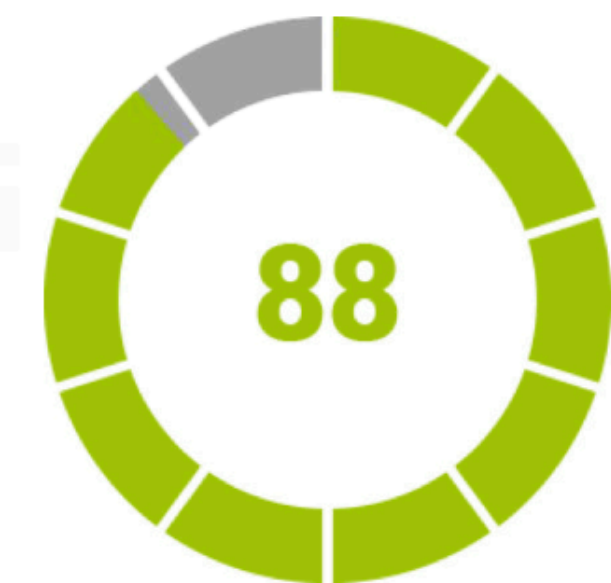
MORE GENERAL MENTOR AND INVESTOR CONNECTIONS

DEEP INDUSTRY EXPERIENCE & NETWORK

## AVERAGE NET PROMOTER SCORE



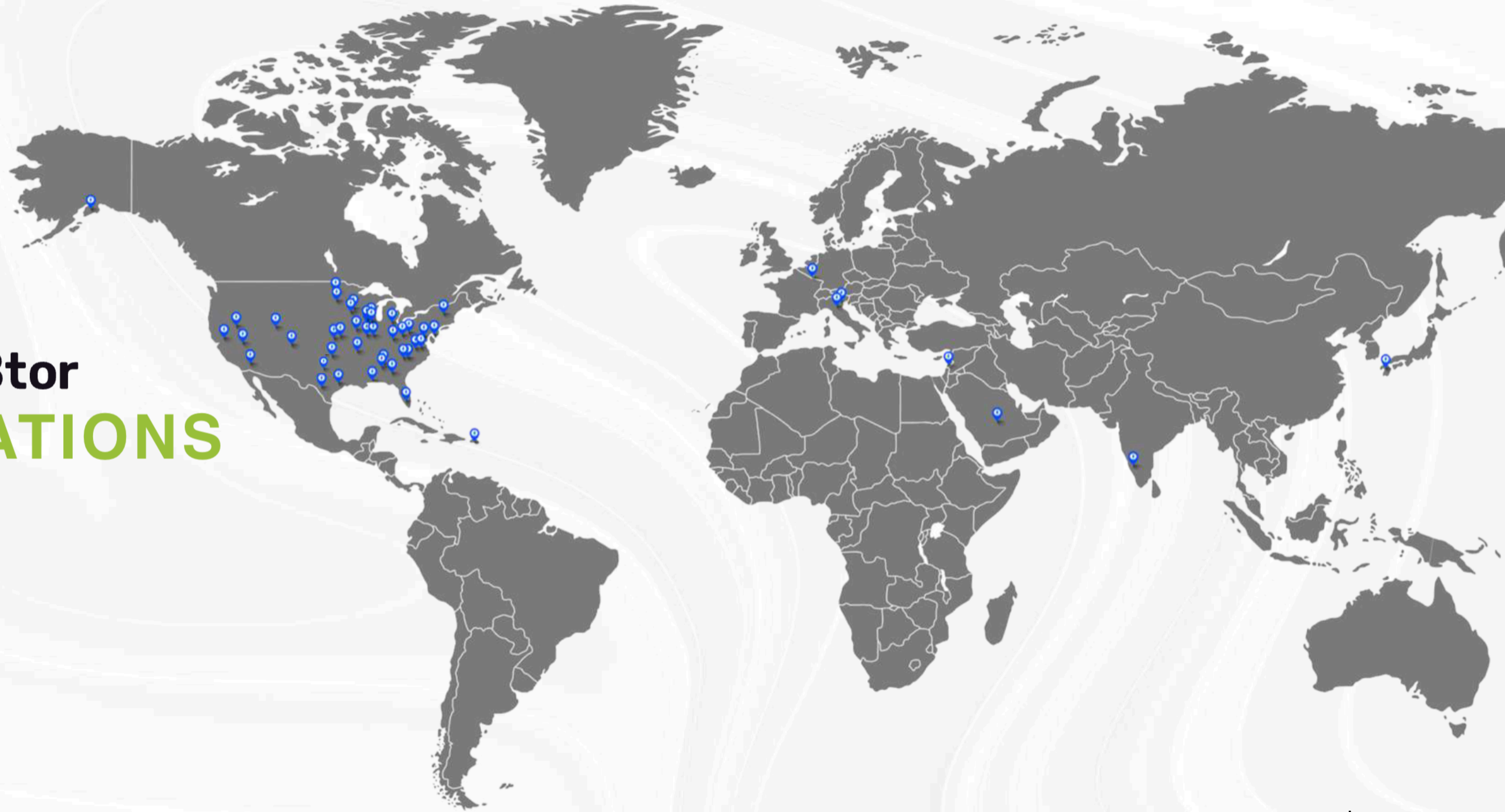
OTHER ACCELERATORS



gener8tor



# gener8tor LOCATIONS



# **gener8tor** BY THE NUMBERS

**2012**  
Founded

**444**  
Accelerator  
Cohorts

**50**  
Communities

**2,100+**  
Startups

**\$2.97B+**  
Follow-on Financing

**15,300+**  
Jobs



# gener8tor UNIVERSITY PARTNERSHIPS



# GENER8TOR'S CORPORATE INNOVATION NETWORK WILL PROVIDE SUPPORT TO FUND PORTCOS

**300+** PEER LEADERS ACROSS INDUSTRIES

**50+** CORPORATE MEMBERS

**10k+** STARTUPS IN OUR GLOBAL NETWORK





# Race, Place and Gender

gener8tor

46%

Startups with a Founder of Color

39%

Startups with a Woman Founder

16%

Startups with a Woman of Color Founder

92%

Startups Outside a Major Tech Hub

USA Avg.

2.6%

Startups with a Founder of Color

2.3%

Startups with a Woman Founder

<1%

Startups with a Woman of Color Founder

20%

Startups Outside a Major Tech Hub





**g** BETA  
New Braunfels

gBETA is a free, seven-week accelerator for early-stage companies with local roots. Each program is capped at five teams, and requires no fees and no equity. gBETA accelerates the growth of early-stage companies through its network-driven program. gBETA supports five teams per cohort and requires no fees and no equity.

# PROPOSED ACCELERATOR SNAPSHOT



## Startups

*10 startups per year*



## Mentor Swarm

*30+ speed networking meetings between each of the startups and subject matter experts, serial entrepreneurs, investors, program alumni, and community stakeholders.*



## Biweekly Meetings

*Two weekly, one-hour meetings with the gener8tor team*



## Weekly Meals

*Guest speakers Goal setting*



## Investor Swarm

*One-on-one pitches scheduled with dozens of unique investors*



## Showcase Event

*Showcase once per year with hundreds of community members*



## Ongoing Support

*Most valuable investor longterm*

# TIMELINE & ACTIVITIES

## Kickoff (2 Days)

Two days of training and community building, including introductions, a syllabus review, legal basics, executive summaries, VC math, and 1-1 team meetings.

## Weeks 1

Two 1-1 team meetings, a Lunch & Learn on market research, and a Mentor Swarm with five mentors.

## Weeks 2

Two 1-1 team meetings, a Lunch & Learn on revenue models and pricing, and a Mentor Swarm with five mentors.

## Weeks 3

Two 1-1 team meetings, a Lunch & Learn on comparables, and a Mentor Swarm with five mentors.

## Week 4

Two 1-1 team meetings, a Lunch & Learn on financing goals and milestones, and a Mentor Swarm with five mentors.

## Week 5

Two 1-1 team meetings, a Lunch & Learn on networking, pitch practices, and a Mentor Swarm with five mentors.

## Week 6

Two 1-1 team meetings, a Lunch & Learn on investment accelerators, and investor pitches.

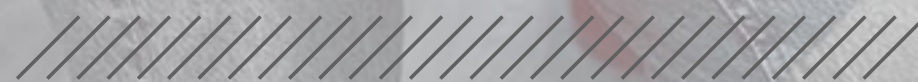
## Weeks 7

Investor pitches and Pitch Night for the community



# KEY PROGRAM REQUIREMENTS

- Develop a **landing page** hosted on gener8tor's website to provide information about the project and allow startups to apply.
- **Employ at least one full-time employee** in New Braunfels, further contributing to local job creation.
- Host startup or entrepreneurship meet-up or **networking event** per quarter in the City.
- **Occupy space** within the City limits of New Braunfels to ensure the accelerator program is operating within the community.
- Offers free, open-to-the-public **office hours** that provide entrepreneurs, students, and community members direct access to mentorship and startup support.
- **Develop a Lunch & Learn Series program** (or an equivalent offering) to assist local startups, held 12 times per year, serving 100's of companies annually.
- **Receive 25 applications** from local applicants per gBETA New Braunfels Program cohort, with 2 cohorts per year.
- **Select 10 local startups annually** across both gBETA New Braunfels Program cohorts, with 5 local startups selected per cohort.
- Develop an **in-person showcase event** where the program graduates pitch in front of a crowd of investors, entrepreneurs, and community members.



# STRENGTHENING LOCAL ECOSYSTEMS



## gBETA GREELEY, CO 12-MONTH COMMUNITY EVENTS & COHORT SUPPORT

**60+**  
*Founder  
Office  
Hours*

**6**  
*Scrappy Hour  
Ecosystem  
Events*

**120+**  
*Scrappy  
Hour  
Attendees*

**14**  
*Community  
Lunch &  
Learn  
Events*

**100+**  
*Mentors,  
Investors  
& Funders*

**120+**  
*Fall 2024  
Showcase  
Attendees*



# gener8tor ALUMNI RESOURCES

## Ongoing Conference Series

gener8tor provides vertical-specific events featuring conference programming and curated one-on-one pitch sessions between startups and corporate venture capital. gener8tor alumni receive first priority for meetings with and are first in line for speaking opportunities.

## Monthly Deal-Flow Emails

Each month, gener8tor releases a report that includes all alumni of the gener8tor family of accelerators that are actively raising capital. The report contains an overview, contact information, website, etc. gener8tor also provides concierge reports based on industry, geography, etc. and is always happy to facilitate introductions.

## Lightning Rounds

gener8tor's Lightning Rounds connect startups with accelerators and investors via quarterly quick-pitch opportunities. Lightning Rounds is completely free for startups.

## Reboot Programs

Our targeted "reboot" programs help companies at the stages they are at, when they need an extra jolt of support.

## Corporate Innovation Network

gener8tor works under contract with 50+ corporate partners that are members of our CIN network. gener8tor opens this network of corporate partners to participating startups and graduates of our accelerator programs.

## Office Hours

Regular office hours are provided year-round by gener8tor staff for one-on-one monthly meetings with Program Directors.



# gener8tor OUTCOMES

## OPERATIONS

- *Two cohorts per year (Fall & Spring)*
- *Seven (7) week accelerator program per cohort*
- *Community Office Hours*
- *Lunch & Learns with 100's of companies annually*
- *Community Showcase Event*
- *1 FT Program Manager*

	YEAR 1	YEAR 2	YEAR 3
	10 Companies	20 Companies	30 Companies
	\$50K average follow on venture capital per startup (one seed round)	3 Seed Rounds	10 Seed Rounds, 1 Series A Rounds
	20 Jobs	50 Jobs	90 Jobs





gBETA's goal is that one-third of graduates will go on to participate in a full-time, equity-based accelerator OR raise a seed round of at least \$50,000.

## gBETA METRICS



	May 2026	November 2025	May 2025
<b>Metric Hit</b> <small>Companies graduated 1+ year ago who have either raised \$50K, participated in an equity-based accelerator, or been acquired</small>	42%	43%	44%
<b># Accelerator Participants</b>	160	156	145
<b># Seed Rounds</b>	528	494	457
<b>\$ Raised</b>	\$1,103,954,988	\$941,168,216	\$845,290,294
<b># Exits</b>	36	33	29
<b># Jobs</b>	7,390	6,480	5,621
<b># Cohorts</b>	308	278	255
<b># Companies</b>	1,572	1,423	1,306
<b># Shut Down</b>	309	291	209
<b># Metrics Hit All-Time</b>	564	527	486
<b>% Metric Hit All-Time</b> <small>% of all companies who graduated, even recently, who have either raised \$50K, participated in an equity-based accelerator, or been acquired</small>	36%	37%	37%



**g** BETA BY THE NUMBERS  
ROUND ROCK

**Companies Served**

5

**Total Jobs Created**

46

**Funds Raised**

(Dilutive Funding + Non-Dilutive Funding)

\$617,500

**Dilutive Funding**

\$615,000

**Non-Dilutive Funding**

\$2,500

\* FIRST PROGRAM COHORT WAS 2026



# BY THE NUMBERS

**Companies Served**

50

**Total Jobs Created**

242

**Funds Raised**

(Dilutive Funding + Non-Dilutive Funding)

\$14,292,250

**Dilutive Funding**

\$9,950,000

**Non-Dilutive Funding**

\$4,239,750

**Economic Impact**

Funding Raised + (AL Payroll x 5) (Current AL Companies Only)

\$25,155,718

\* FIRST PROGRAM WAS SUMMBER 2021 (9 CHORTS)



# BY THE NUMBERS

**Companies Served**

25

**Total Jobs Created**

113

**Funds Raised**

(Dilutive Funding + Non-Dilutive Funding)

\$9,550,000

**Dilutive Funding**

\$6,250,000

**Non-Dilutive Funding**

\$3,300,000

**Economic Impact**

Funding Raised + (AL Payroll x 5)

\$14,638,040

\* FIRST PROGRAM WAS FALL 2024 (5 CHORTS)





# g BETA BY THE NUMBERS

**Companies Served**

34

**Total Jobs Created**

96

**Funds Raised**

(Dilutive Funding + Non-Dilutive Funding)

\$3,588,932

**Dilutive Funding**

\$2,998,932

**Non-Dilutive Funding**

\$590,000

\* FIRST PROGRAM WAS 2021 (7 CHORTS)



# BETA BY THE NUMBERS MADISON

**Companies Served**

**101**

**Total Jobs Created**

**593**

**Funds Raised**

(Dilutive Funding + Non-Dilutive Funding)

**\$218,653,271**

**Dilutive Funding**

**\$185,104,000**

**Non-Dilutive Funding**

**\$33,549,271**

\* FIRST PROGRAM COHORT WAS 2019 (20 COHORTS)



WE LOOK FORWARD TO PARTNERING!  
THANK YOU



6/18/2026

Agenda Item No. D)

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**PRESENTER:**

Jeff Jewell, Director of Economic & Community Development

**SUBJECT:**

Discussion and possible action to approve the first amendment of the Purchase Contract between Mildred V. Bartels, Jerald D. Voges, and the New Braunfels Economic Development Corporation and an expenditure of up to \$10,000 to extend the project feasibility period, pursuant to 505.102 of the Texas Local Government Code.

**DEPARTMENT:** Economic & Community Development

**COUNCIL DISTRICTS IMPACTED:** 4

**BACKGROUND INFORMATION:**

At the New Braunfels Economic Development Corporation (NBEDC) workshop on June 15<sup>th</sup>, 2023, the Board committed to a process to undertake predevelopment and feasibility work for the eventual development of the Gruene 16, Block 1, Lots 1-3 property. This property was purchased by the NBEDC in 2016 for HD Supply's planned expansion, which the company did not ultimately pursue. The envisioned process works with key stakeholders to conceptualize the project and objectives, develop a basic "vision" for the project, determine the market demand for the project as envisioned, and develop high level building and infrastructure budget estimates to determine the overall feasibility of the development concept(s) that receive the most support. This is intended to be the first steps in the feasibility and development concepts stage, with a second stage proposed to ultimately solicit a developer and negotiate a development agreement to bring the project to fruition. The NBEDC Board directed staff to move forward with the proposal.

The NBEDC, at its regular meeting on August 17, 2023, approved an expenditure to Economic & Planning Systems, Inc. (EPS), to begin the planning for a possible public/private partnership addressing the Gruene 16 property.

EPS facilitated a workshop with the NBEDC Board in November 2023 and addressed objectives for the site, identified key questions for additional research, and established parameters for the next steps of the potential public/private partnership. EPS facilitated another workshop with the NBEDC Board in May 2024 and reviewed the completed feasibility study, City Council and NBEDC goals, economic, demographic, and market trends, discussed broker insights, highlighted opportunistic land uses, and reviewed themes and concepts discovered during the study.

The NBEDC approved Phase 2 funding at its July 18, 2024 meeting. Phase 2 included urban planning, test fitting the site, completing financial feasibility studies, and drafting a Request for Proposals/Request for Qualifications for solicitation of development proposals on the site.

Phase 2 identified the potential and significant contribution of available five parcels (total of ~8.7 acres) on Gruene Road - all adjacent to the Gruene 16 property- to the overall project and vision. EPS advised the addition of these parcels would greatly enhance development opportunities of the Gruene 16 project and yield greater flexibility in how the site could be developed. These parcels were then added to the urban planning and test fitting analysis. The inclusion of the parcels provides a greater footprint and yielded four different

---

development scenarios with different development concepts and users.

On May 15, 2025, the NBEDC approved an initial amount of \$75,000 to secure the additional parcels for a nine-month feasibility period (\$50,000) and to cover due diligence costs for the properties (\$25,000). These parcels were then included in the RFP/RFQ process for developer consideration. If notice of termination was provided before the initial feasibility period expired, \$35,000 of the \$50,000 earnest money would be returned to the NBEDC and \$15,000 retained by the sellers.

At the February 19, 2026 regular meeting, the NBEDC approved an expenditure of \$26,800 to extend the project feasibility period for an additional 90 days to continue project development, planning and negotiations with the development team. The initial nine-month period with extension will end July 24, 2026. City Council approved this expenditure on March 23, 2026. If the project was terminated sometime after this period up until July 24, 2026, the sellers would retain an additional \$10,000 of additional earnest money for a total of \$25,000 for the option period of one year.

The first amendment of the Purchase Agreement will extend the feasibility period for an additional 180 days (to January 20, 2027) for an amount of \$10,000.

If approved, the next steps include:

1. City Council consideration at a meeting in July
2. If approved by Council:
  - a. Amendment will be signed by all interested parties
  - b. Additional \$10,000 will be sent to property owners

**ISSUE:**

Additional time is required to continue project feasibility and development planning on the site. The existing extension will cease July 24, 2026; this amendment will extend the Purchase Agreement for an additional 180 days for \$10,000.

**STRATEGIC PLAN REFERENCE:**

- Economic Mobility  Enhanced Connectivity  Community Identity  
 Organizational Excellence  Community Well-Being  N/A

**FISCAL IMPACT:**

Up to \$100,000 has been previously approved by the NBEDC and City Council for the initial contract and extension options. The NBEDC is proposing to release the initial \$25,000 to the buyer for the contract period and 90-day option that expires July 24, 2026. The NBEDC is also proposing an additional \$10,000 of the initially approved \$100,000 to the buyer for 180 more days of the option period.

**RECOMMENDATION:**

Staff recommends approval of this first Amendment to the Purchase Contract to extend the project feasibility and development planning for two, 90-day periods.