

Spark Small Business Center Quarterly Report to the New Braunfels Economic Development Corporation

July 1st – September 30th, 2025

Presenting Q4 & Year End 2025 performance metrics and community impact
initiatives to the New Braunfels Economic Development Corporation



Quarterly Spark Office Summary

	Quarter 3	Quarter 4	Q3-Q4 Total
Business Plans Created	13	13	26
New Business Starts/Expansions	5	9	14
Number of Jobs Created/Retained	32	52	84
Capital Infusion (Loans by banks or private sources)	\$2,537,000	\$932,850	\$3,469,850



Yearly Spark Office Summary

	2023/2024	2024/2025	Total
Business Plans Created	46	48	94
New Business Starts/Expansions	15	21	36
Number of Jobs Created/Retained	50	102	152
Capital Infusion (Loans by banks or private sources)	\$3,213,154	\$4,004,500	\$7,217,654



Community Engagement Strategy

Weekly Rotary Meetings

Consistent networking throughout quarter

Monthly Downtown Association

General meetings, collaboration with downtown businesses

Chamber Committees

Business advisory – Presentation – Elevate Your Business

Small Business of the Year

Business/Education Partnership – Upcoming Career Fair Participant

Business Expo



Spark SBC Education Updates

New Braunfels ISD

Volunteer for student mock interviews.

Northeast Lakeview –
New Braunfels

I am currently teaching an evening business course.

Comal ISD Education Foundation

Current Board member of the
Comal ISD Education
Foundation and sit on the
Incubator Sub-Committee.



InterCity Trip – Lawrence & Topeka, Kansas Action Items

1. Enhance the Spark SBC “Gateway” Experience

- Refresh the front entry and reception area to create a more welcoming first impression for visitors and clients.
- Update furniture, repair or replace the lobby TV, and display a rotating slideshow of new businesses, client success stories, and community highlights.
- This small investment will help reinforce Spark SBC as the hub of business support and showcase the vibrancy of the New Braunfels entrepreneurial community.

2. Promote Healthy Communities by Strengthening Business Support Programs

- Launch or expand business wellness initiatives (e.g., workshops on financial health, stress management for business owners, succession planning, and networking for sustainable growth).
- Partner with local healthcare providers and wellness organizations to link the idea that healthy businesses create healthy communities.
- Position Spark SBC as not only a resource for growth but also a steward of long-term community vitality.

3. Reduce Barriers and Foster Collaboration

- Work with city staff, developers, and local business leaders to identify areas where Spark SBC can advocate for cutting unnecessary “red tape” while keeping compliance intact.
- Host a quarterly Roundtable with city officials and developers at Spark SBC to ensure New Braunfels remains aligned on growth goals.



Westside Community and Spark SBC Partnership

Since June 2025, Spark SBC has partnered with Westside Community Center to provide on-location business advising services.

This strategic initiative eliminates transportation barriers for underserved entrepreneurs and expands our community reach through localized support.

So far, Spark SBC has met with over **24 clients** and the feedback has **overwhelmingly positive**. Future workshops, trainings, and lunch & learns are all being considered.



City of New Braunfels and Spark Small Business Artist Workshop Series Partnership

New Partnership Opportunity: Artist Workshop Series that strengthens the local arts ecosystem.

Proposed Program:

- Regular training sessions for artists and creative entrepreneurs.
- Featuring local and regional art industry speakers.
- Topics to include business skills, marketing, legal/IP, funding, and scaling creative work.

Spark's Role:

- Serve as lead convener and training host ("Brought to you by Spark").
- Integrate arts programming into Spark's small business education and support model.

Economic Development Impact:

- Strengthens New Braunfels' creative economy.
- Supports entrepreneurship in arts as a local industry sector.
- Enhances downtown vitality, tourism, and cultural identity.



Training & Education Programs



Date

8/6/2025

Training Program

Cybersecurity Toolkit for Small Businesses

8/13/25

Veteran Entrepreneur Resources

9/30/2025

Start Smart Webinar

New Business Launches/Expansions



Serrano Fitness Studio



Turnkey Tailgate



The Tan Turtle



River City Refillery



The Water Bar



4Z Contractors

Spark Google Reviews



Jason Ryden

13 reviews

★★★★★

2 months ago

I have nothing but good things to say about SPARK. I met with Ron Richardson who is a certified business advisor and also has his MBA. Everything that I took away from the meeting is going to be very beneficial.



Laura Evers

1 review · 1 photo

★★★★★

3 weeks ago

NEW

Quickly understood my company's purpose and goals, and in just 30 minutes helped craft 3 next-steps and build out networking.



Deborah Smith

Local Guide · 6 reviews

★★★★★

3 months ago

So far, I am incredibly impressed with my experience with SPARK and Ron Richardson. Ron was able to answer all my questions at our consultation and he followed up super quickly with the information he said he would. I look forward to working with him and SPARK through my business journey.



S

Stevie Garza

9 reviews · 1 photo

★★★★★

a month ago

Ron was great. He gave us guidance on where to begin with a great list of community resources to utilize. We plan on continuing to use this service!



Kyle Fehlis

1 review

★★★★★

a month ago

Ron was very helpful. Professional, thorough, detailed, and followed up quickly. Definitely recommend.

Spark Small Business Center 2025-2026 Budget

New Braunfels EDC Funding	\$250,000
Reserve Account High Yield Savings (3%)	\$5,000
Total Revenue	\$255,000
UTSA 1st Quarter Payment (Jan- Mar)	-\$18,000
UTSA 2nd Quarter Payment (Apr - Jun)	-\$18,000
UTSA 3rd Quarter Payment (Jul - Sep)	-\$18,000
UTSA 4th Quarter Payment (Oct - Dec)	-\$18,000
Employee Expenses/Benefits	-\$110,000
Alarm Expense	-\$600
NBU Utilities Expense	-\$2,000
Rent Expense	-\$26,000
Insurance Expense	-\$1,800
Phone/Internet Expense	-\$2,250
Equipment	-\$4,000
Office Supplies	-\$2,500
Miscellaneous office expenses	-\$5,000
Community Outreach	-\$4,000
Website Maintenance	-\$2,500
Marketing Materials, Signage, Client Photos	-\$2,500
5% contingency for unexpected expenses & opportunities	<u>-\$11,758</u>
Expense Total	<u>-\$246,908</u>
<i>Ending Balance (Added to Spark SBC Reserve)</i>	<i>\$8,093</i>