

Downtown New Braunfels Parking Revenue Reinvestment Annual Plan – FY 2026-2028



Summary

This document outlines the Downtown New Braunfels Parking Revenue Reinvestment Annual Plan for fiscal years 2026-2028. This plan is intended as a policy document to ensure that parking revenue is strategically reinvested to enhance the downtown area for residents, businesses, and visitors. It details the Downtown Board's reinvestment priorities, the Downtown Beautification & Maintenance Program, the plan's alignment with city strategic goals, and the program's administration and reporting structure. The financial projections provide a current and projected forecast of anticipated revenue, expenditures, and ending balances.

Background

The City of New Braunfels launched a managed parking program in Downtown in July 2025. As part of the program, the City established a dedicated Parking Revenue Fund to ensure that parking revenue generated in Downtown was reinvested directly back into the district to enhance the parking and visitor experience, support local businesses, and improve the public realm with focused infrastructure projects.

The managed parking program was implemented to better manage a limited public resource - parking spaces - and to improve access to Downtown destinations. The program is intended to:

- Promote fairness and better use of a limited public resource
- Make convenient parking spaces available to more users
- Improve turnover and access for customers, visitors, and short-stay uses
- Reduce cruising for parking and related congestion
- Prevent the need to overbuild additional parking supply

Annual parking revenue - after program management and enforcement expenses - is projected at approximately \$370,000 per year based on net revenue received through the managed parking program from July 2025 through March 2026.

Reinvestment Priorities

To guide reinvestment decisions, the Downtown Board established a Downtown Parking Revenue Advisory Standing Committee. The committee evaluated potential uses for revenue and developed recommendations that were subsequently approved by the Downtown Board. The three priority reinvestment categories are:

Pedestrian Safety & Comfort

Example projects: crosswalk restriping and enhancements, completion of missing sidewalks, pedestrian safety improvements such as bulbouts and traffic calming improvements, seating and public gathering spaces, trees shade structures and landscaping, and ADA curb improvements

Improved Parking Experience

Example projects: restriping of parking spaces including ADA spaces, wayfinding signage and pedestrian kiosks, parking maps and digital resources, parking space striping and lot improvements, public art and placemaking features, parking education efforts, lighting improvements in parking lots and the pedestrian realm

Additional Parking Supply

Example projects: reconfiguring existing public parking lots to gain additional spaces, leasing private property for public parking opportunities, due diligence for structured parking solutions

Downtown Beautification & Maintenance Program

A new Landscaping & Maintenance Worker position was approved by the Downtown Board, working 40 hours per week in Downtown performing:

Cleaning

- Sidewalk and curb cleaning
- Trash and debris removal
- Cleaning crosswalk striping benches railings and trash receptacles
- Leaf blowing and debris removal
- Power washing as needed

Landscaping

- Tree mulching and landscape maintenance
- Tree removal and replacement
- Planting trimming and installing new landscaping

Maintenance

- Minor hardscape repairs such as resetting pavers or repairing benches
- Painting and general maintenance of public fixtures
- Maintenance of public furnishings and amenities
- Banner installation and seasonal décor
- Graffiti abatement and migratory bird abatement

These services ensure that the Downtown area remains attractive, safe, and welcoming while preserving the condition of public infrastructure.

Alignment with City Strategic Goals

This Revenue Reinvestment Plan supports the City's Strategic Plan goals of Enhanced Connectivity, Community Identity, Organizational Excellence, and Community Well-Being. Planned investments will improve walkability and pedestrian safety, enhance placemaking

through landscaping and public art, and leverage cross-department collaboration to deliver visible improvements in Downtown using diversified revenue sources. These efforts contribute to an improved quality of life for residents, businesses, and visitors while reinforcing Downtown New Braunfels as a vibrant and welcoming community destination.

Program Administration and Reporting

The Economic and Community Development (ECD) Department will oversee implementation of the Parking Revenue Reinvestment Plan. Responsibilities include:

- Hosting monthly coordination meetings with the beautification team to identify focus areas and develop work plans
- Conducting routine inspections and responding to maintenance issues as they arise
- Implementing projects within the priority categories identified by the Downtown Board
- Prioritizing projects that can be completed efficiently while delivering visible improvements
- Preparing quarterly progress reports for the Downtown Board's Parking Revenue Committee summarizing completed projects maintenance activities and reinvestment outcomes

The program will also maintain flexibility to address weather-related damage, emergency repairs, and other maintenance needs as they arise or are identified.

Financial Projections (FY 2026-2028)

The following charts provide a breakdown of projected revenue, expenditures, and balances for the Downtown New Braunfels Parking Revenue Reinvestment Plan over the next three fiscal years. All figures are estimates and subject to change based on actual revenue and project costs.

Revenue Breakdown

Fiscal Year	Revenue Available for Reinvestment
2025-2026	\$373,833
2026-2027	\$391,311
2027-2028	\$399,183

Expenditure Categories

Fiscal Year	Pedestrian Safety & Comfort	Improved Parking Experience	Parking Supply
2025-2026	\$243,750	\$45,000	\$50,000
2026-2027	\$280,000	\$65,000	\$65,000
2027-2028	\$216,500	\$75,000	\$65,000

Projected Ending Balance

Fiscal Year	Projected Ending Balance
2025-2026	\$35,083
2026-2027	\$16,394
2027-2028	\$59,077