

RESOLUTION NO. 2026-R____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF NEW BRAUNFELS TEXAS, AUTHORIZING THE CREATION OF THE NEW BRAUNFELS TOURISM PUBLIC IMPROVEMENT DISTRICT APPLICABLE TO HOTEL PROPERTIES WITH FIVE OR MORE ROOMS WITHIN THE CITY OF NEW BRAUNFELS; MAKING CERTAIN FINDINGS AS TO THE ADVISABILITY OF THE IMPROVEMENTS AND SERVICES TO BE PROVIDED WITHIN THE DISTRICT; RESOLVING OTHER MATTERS IN CONNECTION THEREWITH AS REQUIRED BY CHAPTER 372 OF THE TEXAS LOCAL GOVERNMENT CODE; AND PROVIDING A REPEALING/SAVINGS CLAUSE, SEVERABILITY CLAUSE AND AN EFFECTIVE DATE.

WHEREAS, Chapter 372 of the Texas Local Government Code, Public Improvement District Assessment Act, (the “Act”), authorizes the creation of public improvement districts and the levy of assessments on property within them to pay the costs of public improvement projects that confer a special benefit on the property within the districts; and

WHEREAS, Section 372.0035 of the Act authorizes the creation of public improvement districts with common characteristics or uses for projects in municipalities, specifically authorizing the creation of a tourism public improvement district made up of one or more hotels within the City limits; and

WHEREAS, the City of New Braunfels, Texas (“City”) received a petition for the creation of the New Braunfels Tourism Public Improvement District (the “District”) from the owners of over sixty percent of the hotels within the City on January 30, 2026 (the “Petition”); and

WHEREAS, the Petition has been examined, verified and found to meet the requirements of Section 372.005(b-1) of the Act, and the Petition is found to be sufficient for consideration by the City Council of the City of New Braunfels, Texas (the “City Council”); and

WHEREAS, it is contemplated that no bond funding will be used for the District; and

WHEREAS, after providing the notices required by Section 372.009 of the Act, the City Council, on March 23, 2026, conducted a public hearing on the advisability of the improvements and services to be provided within the District; and

WHEREAS, after all persons having an interest in the creation of the District were given the opportunity to be heard, the City Council closed the public hearing; and

WHEREAS, the City Council has determined that the approval of this Resolution is in the best interest of the City and its residents.

NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF CITY OF NEW BRAUNFELS, TEXAS THAT:

SECTION 1. The Petition submitted to the City on January 30, 2026, was filed with the City Secretary and complies with Section 372.005 of the Act.

SECTION 2. Pursuant to the requirements of the Act, the City Council, after considering the Petition for the proposed District and the evidence and testimony presented at the public hearing, hereby finds and determines as follows:

- (a) Advisability of the Services and Improvements Proposed for the District. It is advisable to create the District to provide the services and improvements described in this Resolution, and the services and improvements will contribute to the economic growth of the City.
- (b) Nature of the Services and Improvements. The purpose of the District will be to provide special supplemental services related to the District, limited to advertising, promotion, activities and business recruitment activities that are authorized by the Act for improvement and promotion of the District, including supplemental marketing to increase hotel activity and the provision of supplemental sales activities including but not limited to incentives by the District to organizations to encourage them to bring their meetings and events to New Braunfels. The District will supplement and enhance the existing marketing and sales services provided by the Greater New Braunfels Chamber of Commerce, Inc. within the area of assessment and may include contracts for services with third-party entities such as marketing firms and other agencies.
- (c) Estimated Cost of the Authorized Improvements; No Bonded Indebtedness. During the proposed ten-year period the District will be in place, the estimated annual cost of improvements and services provided by the District are estimated to range from approximately \$320,000 to \$1,450,000 annually; however, in no event shall the assessment amount exceed two percent of the price paid to hotels for a taxable room night in a hotel. The District shall not incur bonded indebtedness.
- (d) Boundaries. The District will be located wholly within the City, a Texas home-rule municipality. A map of the boundaries is included in Exhibit A. The boundaries of the District shall solely include hotel properties with 5 or more rooms within the City, as described in the District Boundaries list, which is attached hereto as Exhibit B. An exception to inclusion in the District is provided to any lodging entity whose majority of revenue is derived from tickets and/or passes to an attraction. Such an exception shall not prevent such a lodging property from voluntarily contributing to or supporting the work of the District. The hotels listed on the District Boundaries list will make up the assessment roll for assessment in accordance with the Method of Assessment listed below.
- (e) Method of Assessment. The District assessment will be levied on hotels with 5 or more rooms located within the City. The total cost of the services and improvements to be provided shall be apportioned during the year based on a rate of two percent of the amount of taxable room-nights sold at qualifying hotels located within the

District. Accordingly, those qualifying hotels that sell more rooms will pay a greater portion of the assessment since those properties benefit more from the incentives and the promotion and marketing services provided by the District. Room night sales that are not subject to the City's hotel occupancy tax shall not be subject to the District assessment. The amount of the assessment must be reviewed and approved annually by the City Council.

- (f) Apportionment of Cost between the City and the District. The District shall pay the cost of the supplemental services described in the Petition by assessment against the hotels with five or more rooms within the district. The City will not be obligated to provide any funds to the District other than from assessments levied on the District hotel properties.
- (g) Management of the District. The District shall be managed in accordance with an agreement that between the City and the New Braunfels Tourism Public Improvement District Corporation that will be executed after the creation of the District and the Corporation.
- (h) Advisory Body. There is no City advisory body for the District. The City will assign responsibility for the Service Plan to the Board of Directors for the to-be-formed New Braunfels Tourism Public Improvement District Corporation (NBTPIDC), which will have a board of directors composed of hoteliers within the District.

SECTION 4. The District is authorized and created as a Public Improvement District under the Act, and named the New Braunfels Tourism Public Improvement District, in accordance with the findings set forth in this Resolution as to the advisability of the services and improvements. The District shall be subject to the terms, conditions, limitations and reservations contained in the findings of this Resolution, the Act and other applicable laws.

SECTION 5. The City Secretary is directed to coordinate the filing of a copy of this Resolution with the county clerks of Comal County not later than the seventh day after the date of adoption of this Resolution. This Resolution shall take effect, and the District shall be deemed to be established effective upon adoption of this Resolution. The District may be terminated as provided by law. The assessments that will provide funding for the District shall apply to taxable hotel room night sales on eligible hotels within the District beginning July 1, 2026.

SECTION 6. The recitals contained in the preamble hereof are hereby found to be true, and such recitals are made a part of this Resolution for all purposes and are adopted as a part of the findings of the City Council.

SECTION 7. Should any section, subsection, sentence, clause or phrase of this Resolution be declared unconstitutional and/or invalid by a court of competent jurisdiction, it is expressly provided that any and all remaining portions of this Resolution shall remain in full force and effect. The City Council hereby declares that it would have passed this Resolution, and each section, subsection, clause or phrase thereof, regardless of whether any one or more sections, subsections, sentences, clauses or phrases is declared unconstitutional and/or invalid.

SECTION 8. All provisions of any resolution in conflict with this Resolution are hereby

repealed to the extent they are in conflict. Any remaining portions of such resolutions shall remain in full force and effect.

SECTION 9. It is found, determined and declared that the meeting at which this Resolution is adopted was open to the public and public notice of the time, place and subject matter of the public business to be considered at such meeting, including this Resolution, was given, all as required by Chapter 551 of the Texas Government Code.

SECTION 10. This Resolution shall become effective immediately upon its passage.

PASSED AND APPROVED on this 23rd day of March 2026.

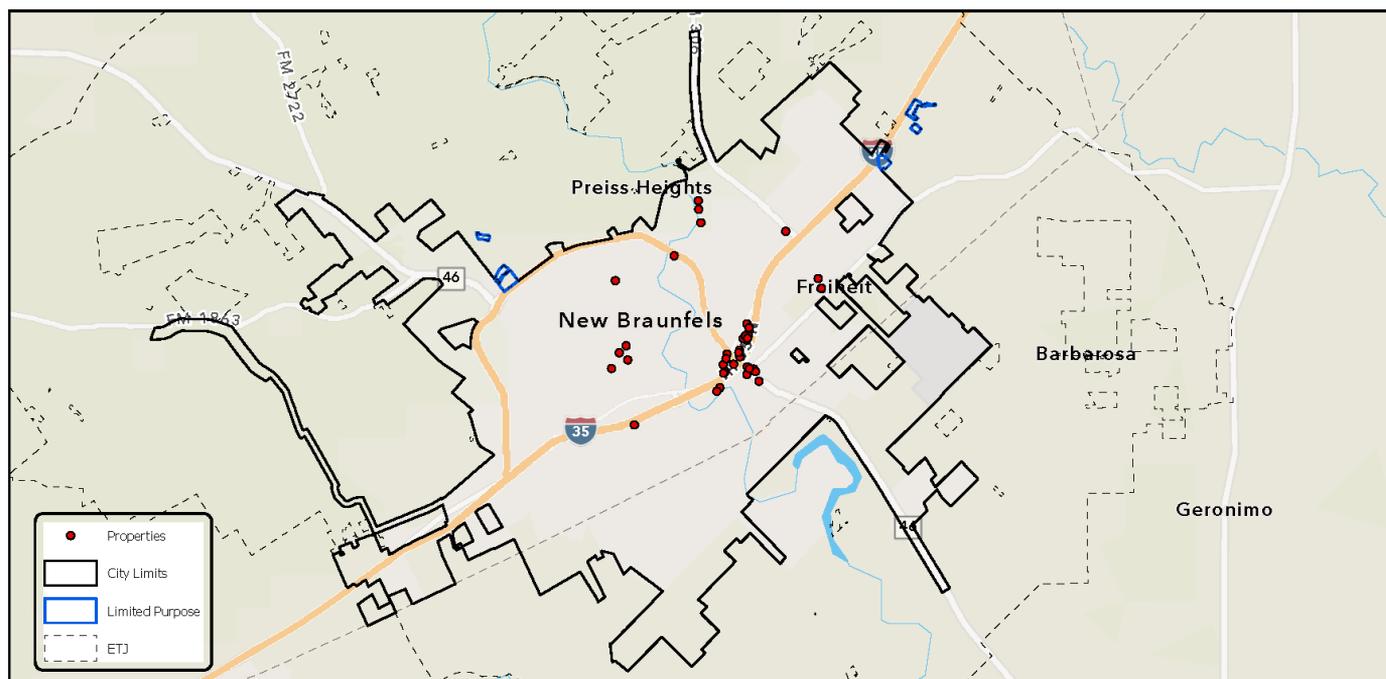
NEAL LINNARTZ, Mayor

ATTEST:

GAYLE WILKINSON, City Secretary

Exhibit A District Boundaries and Map

The district boundaries are made up of all hotels within the City limits of New Braunfels with 5 or more hotel rooms. An exception to inclusion in the District is provided to any lodging entity whose majority of revenue is derived from tickets and/or passes to an attraction. Such an exception shall not prevent such a lodging property from voluntarily contributing to or supporting the work of the District. A list of such hotels is provided in the following pages along with a map of the City of New Braunfels city limits. All hotels included on the provided list are included in the District boundaries.



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New Braunfels Tourism Public Improvement District

Source: City of New Braunfels GIS
Date: 2/10/2008



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EXHIBIT B

District Hotels within the City Boundaries

New Braunfels Tourism Public Improvement District

All properties are proposed to be subject to an assessment of two percent (2%) of taxable hotel night stays.

Hotel	Property Address	Zipcode
AMERICINN BY WYNDHAM	1254 FM 1101	78130
AMERICAS BEST VALUE INN	808 State Hwy 46 S	78130
BEST WESTERN INN & SUITES	1493 IH 35 N	78130
CANDLEWOOD SUITES	1471 IH 35 N	78130
COMFORT SUITES	1489 IH 35 N	78130
CORATEL INN & SUITES	979 IH 35 N	78130
COUNTRY INN & SUITES	1483 IH 35 N	78130
COURTYARD BY MARRIOTT	750 IH 35 N	78130
DAYS INN	963 IH 35 N	78130
EDELWEISS INN	1063 IH 35 N	78130
FAIRFIELD INN	1465 IH 35 N	78130
GARDEN INN	1051 N Business 35	78130
GRUENE MANSION INN	1275 Gruene Rd	78130
GRUENE RIVER HOTEL & RETREAT	1235 Gruene Rd	78130
GRUENE RIVER INN	1111 Gruene Rd	78130
HACIENDA DEL RIO (Formerly Gruene Outpost)	1273 River Terrace	78130
HAMPTON INN & SUITES	575 State Hwy 46 S	78130
HEIDELBERG LODGES	1020 N Houston Ave	78130
HILL COUNTRY INN & SUITES (Formerly Surestay)	510 State Hwy 46 S	78130
HILTON GARDEN INN	1501 IH 35 N	78130
HOLIDAY INN EXPRESS & SUITES	1436 N Business 35	78130
HOMEWOOD SUITES	620 Oxford Dr	78130
HOME2SUITES	2162 Stephens Place	78130
HOWARD JOHNSON	201 Loop 337	78130
LA QUINTA INN & SUITES	365 State Hwy 46 S	78130
MICROTEL INN & SUITES	1175 N Business 35	78130
MOTEL 6	1275 IH 35 N	78130
PRINCE SOLMS INN	295 E San Antonio St	78130
RODEWAY INN	1209 IH 35 N	78130
SCHMITZ BED & BREAKFAST/GUADALUPE HOTEL	471 Main Plaza	78130
SLEEP INN & SUITES	1477 IH 35 N	78130
SOPHIE'S GASTHAUS	487 W San Antonio St	78130
SPRINGHILL SUITES	738 IH35 N	78130
STUDIO 6 NEW BRAUNFELS	1214 N Business 35	78130
SUPER 8 NEW BRAUNFELS	815 IH 35 S	78130
THE FAUST HOTEL	240 S Seguin Ave	78130
TRAVELODGE INN	375 State Hwy 46 S	78130
WINGATE HOTEL	245 FM 306	78130