

STATE OF TEXAS

COUNTY OF COMAL

TO: The Mayor and City Council of the City of New Braunfels, Texas

**PETITION REQUESTING CREATION
OF THE NEW BRAUNFELS TOURISM PUBLIC IMPROVEMENT DISTRICT (NBTPID)**

The undersigned signatories who are qualified petitioners for owners of real property in the hereinafter described tourism public improvement district hereby request that the City Council of the City of New Braunfels, Texas, approve the creation of a New Braunfels Tourism Public Improvement District (NBTPID) to commence on July 1, 2026, and expire on September 30, 2035. under the Public Improvement District Assessment Act, V.T.C.A. Local Government Code, Chapter 372 (The ‘Act’), so that the powers granted under the Act may be exercised by the City of New Braunfels.

LODGING PROPERTY OWNERSHIP ENTITY NAME _____
COUNTY OF COMAL

Signature of Qualified Petitioner Date

Printed name of Qualified Petitioner

_____ Title of signatory to this document

Name of lodging property and lodging property address (es); may attach a separate sheet for multiple addresses

The Qualified Petitioner whose signature appears represents and warrants that he or she is authorized to enter into a binding agreement concerning the operation of a lodging on behalf of the owner of the above named lodging and to execute this Petition on behalf of the named lodging property ownership group. Petitions should be returned on or before **January 30, 2026.**

*Return original executed petitions to: **Attention:**
Tanya Pence
New Braunfels Convention & Visitors Bureau
390 South Seguin Avenue
New Braunfels, Texas 78130*

In support of this petition, the qualified petitioners show and understand the following:

- (1.) District Name.** “New Braunfels Tourism Public Improvement District.”
- (2.) District Location.** The District is located wholly within the City of New Braunfels, TX (the “City”), a Texas home rule municipality. The boundaries of the proposed assessment district shall solely include contiguous and non-contiguous lodging properties with 5 or more rooms within the City of New Braunfels. The exception to this is any lodging entity whose majority of annual revenue is derived from tickets and/or passes to an attraction shall not be included.
- (3.) Purpose of the District.** The purpose of the District is to enhance services, in particular, special supplemental services relating to District marketing, business recruitment, and promotional activities authorized by the Act for the promotion of the district, including the provision of incentives by the New Braunfels Tourism Public Improvement District Corporation through the New Braunfels Convention and Visitors Bureau to organizations to encourage them to bring large scale events and citywide meetings to New Braunfels, and to fund supplemental marketing initiatives by the New Braunfels Tourism Public Improvement District Corporation, that are overseen by the New Braunfels Convention and Visitors Bureau, to increase event, group, leisure, and lodging and convention activity within the City.
- (4.) Method of Assessment.** The method of assessment, which may specify included or excluded classes of assessable property, is based on the sale of lodging nights by lodging properties with 5 or more rooms located within the District and who do not derive the majority of their revenue from tickets and/or passes to an attraction. The annual assessment rate for all lodging properties with 5 or more rooms within the district shall not exceed two percent of the price paid to lodging properties for a room, which reflects the special benefits accruing to the property due to the services provided by the District. The assessment does not apply to preexisting contracts for room nights or pre-paid lodging reservations, that were executed before the date the NBTPID assessment was approved by the City Council unless the contract is subject to change or modification that would allow a unilateral change by the lodging property in the fees applicable to the contract.
- (5.) Estimated Cost: No Bonded Indebtedness.** During a proposed ten (10) year period, the estimated annual cost of improvements and services provided by the District are estimated to range from nine hundred thousand dollars to two million dollars (\$900,000 to \$2,000,000) annually; however, in no event shall the assessment rate exceed two percent of the price paid to lodging properties for a taxable room night in a lodging property. The district shall not incur bonded indebtedness. See the attached ten (10) year service plan that indicates total estimated collections for each year of the Service Plan. The service plan and assessment rate are subject to annual review by the New Braunfels Tourism Public Improvement District Corporation Board of Directors and are subject to an annual public hearing and approval by the New Braunfels City Council.
- (6.) Apportionment of Cost Between the District and the Municipality as a Whole.** The District shall pay the cost of the supplemental services described in this petition by assessment against lodging properties with 5 or more rooms within the District and who do not derive the majority of their annual revenue from tickets and/or passes to an attraction.
- (7.) District Management.** The District shall be overseen by the New Braunfels Tourism Public Improvement District Corporation, a nonprofit corporation organized under Texas law and exempt from federal income tax under the provisions of Section 501(c) of the Internal Revenue Code. The said corporation will carry liability insurance in amounts and cover risks as required by the City and will indemnify the City against losses resulting from acts or omissions of the corporation and any of its contract or employed staff. The New Braunfels City Council will review and approve the service plan and assessment rate annually, determine and levy assessments, and conduct other functions as required by the Act. The New Braunfels Tourism Public Improvement District Management Corporation in partnership with the New Braunfels Convention and Visitors Bureau will manage the District pursuant to a three-way contract with the City. During the annual approval of the Service Plan by the City Council, the New Braunfels Tourism Public Improvement District Management Corporation shall have the authority, with city council approval, to make adjustments of the percentage of the funds within each of the approved budget categories of the adopted service plan.

- (8.) **Board of Directors.** NBTPID lodging owners and owner representatives will serve as the board of directors. The board will recommend an annual service and assessment plan, along with a corresponding budget, to the governing body of the municipality. However, the district shall be managed through a contract between the City, the New Braunfels Convention and Visitors Bureau and the New Braunfels Tourism Public Improvement District Management Corporation. The Board of Directors of the New Braunfels Tourism Public Improvement District Corporation has the power to conduct meetings, control the affairs, and establish policies for the Corporation, as well as make rules not inconsistent with the laws of the State of Texas, for the guidance of the officers and management in the affairs of the Corporation.
- (9.) **District Dissolution.** The District shall automatically dissolve in ten years, unless it is renewed or dissolved through the petition and approval process as provided by the Act.
- (10.) **Request for Creation of the New Braunfels Tourism Public Improvement District.** The persons signing this petition request and concur with the establishment of the District and authorize the New Braunfels Tourism Public Improvement District Management Corporation to implement the detailed provisions and conditions of the District, providing that assessments will not exceed two percent of the price paid to lodging partners for a taxable room night in a lodging property and the initial term of the District will not exceed ten years.
- (11.) **Sufficiency of Petition.** This petition will be sufficient if it is signed by:
- (a) The qualified petitioners who represent:
 - a. More than 60 percent of the appraised value of real property liable for assessment under the proposal, as determined by the current roll of the appraisal district in which the property is located; and
 - b. More than 60 percent of:
 - i. All lodging properties that are liable for assessment under the proposal; or
 - ii. The area of all real property that is liable for assessment under the proposal.
- (12.) **Action Requested.** The petitioners hereby request that the City Council do the following:
- (a) Determine that this petition meets the requirements of the Act;
 - (b) Make findings by resolution as to the advisability of the nature of the proposed improvements and/or services, the estimated cost, the boundaries of the improvement district, the method of assessment, and the apportionment of the expenses between the proposed district and the City as a whole;
 - (c) Give proper notice and hold a public hearing on the advisability of establishing the district and providing the proposed services;
 - (d) By no later than April 13, 2026, adopt a resolution authorizing the establishment of the improvement district in accordance with its findings as to the advisability of the improvements and/or services;
 - (e) Establish the Assessment Rate and approve the Assessment Roll for the District;
 - (f) Take any and all other steps necessary to the establishment of the district; and
 - (g) Work with the New Braunfels Tourism Public Improvement District Management Corporation regarding other details and provisions to implement the district.
- (13.) **Headings.** The headings of the paragraphs contained in this Petition are for the convenience of the reader and do not constitute a part of this Petition. This petition may be executed in multiple counterparts.