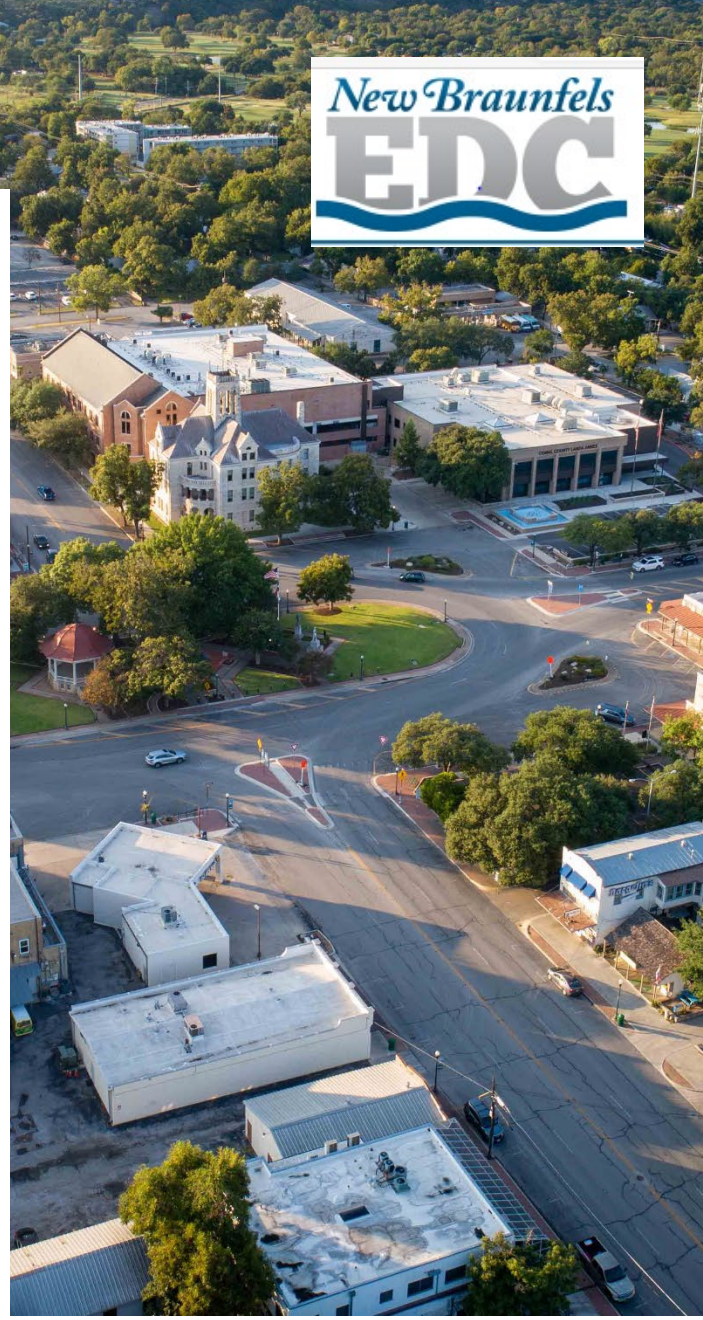




FY26 ANNUAL REPORT



**NEW BRAUNFELS
ECONOMIC DEVELOPMENT
CORPORATION**

Prepared by: City of New Braunfels

Background

Annual Administrative and Professional Services Contract

The City provides professional and administrative support services to the NBEDC on an annual basis through an annual services contract. These services include various administrative, financial, legal, professional, project and asset management duties to carry out the NBEDC's work in the New Braunfels community. The NBEDC approved the FY26 contract on September 30, 2025 for \$455,386. The New Braunfels City Council approved the contract on October 27, 2025.

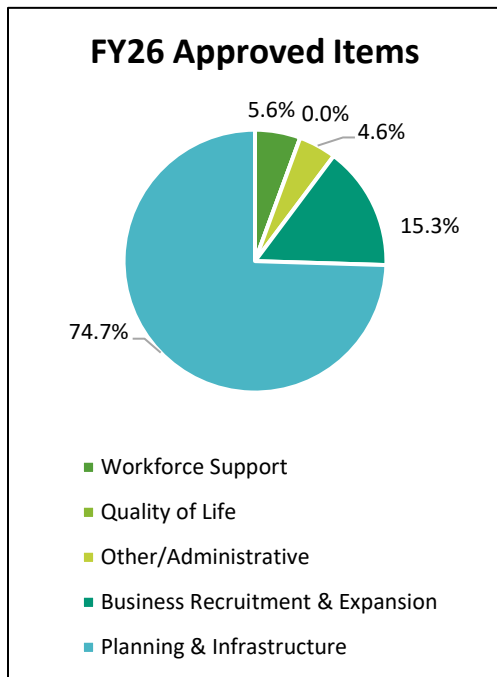
In FY26, an item- capital improvement planning, design, and construction management for NBEDC-funded initiatives- was added to reflect the expanded capital project management support necessary for the various projects the NBEDC has in various stages of development. The NBEDC also included a review of the annual capacity and adjustment of sales tax rebates and contributions to Tax Increment Reinvestment Zones and economic development agreements.

FY26 Accomplishments

FY26 Expenditures

As of July 31, 2026, a total of \$7,963,427.88 has been expended by the NBEDC for projects approved in FY26 and earlier.

Approved Items and Project Funding



As of July 31, 2026, a total of sixteen (16) items have been approved by the NBEDC for a funding total of \$9,812,186.

Workforce Support Projects

- Annual SPARK Contract, \$250,000
- Zipp Park Maintenance & Operations, \$300,000

Quality of Life

None this FY

Other/Administrative

- Annual Contract with City of New Braunfels – Professional & Administrative Support, \$455,386

Business Recruitment & Expansion

- Continental/Aumovio Expansion Project – Fee Waivers, \$300,000
- Continental/Aumovio 2nd Amendment to Incentive Agreement, No Additional Funds Required
- Generator Transfer Agreement with Worth & Associates, Property Transfer
- New Braunfels National Airport Loan Forgiveness
- Gener8tor Entrepreneur Incubator Accelerator – 3-year program, \$1,200,000

Planning & Infrastructure Projects

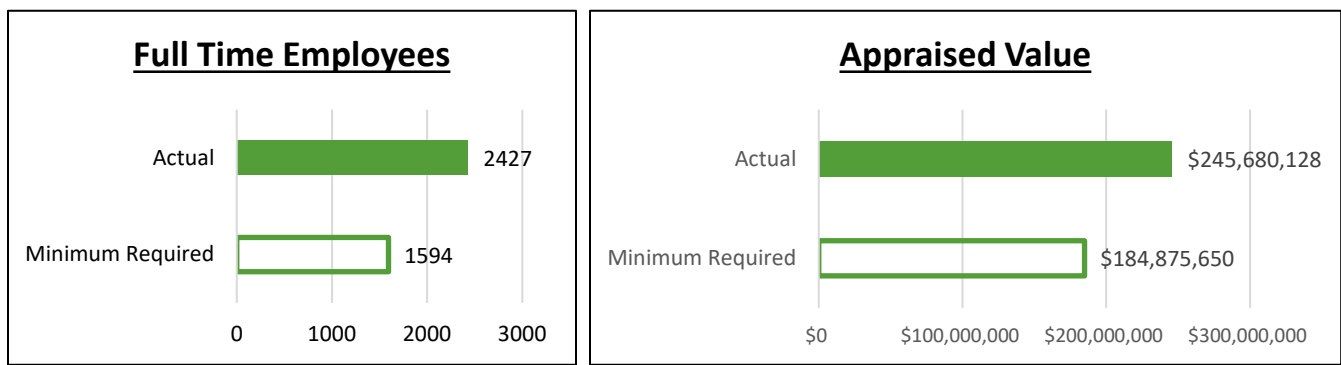
- Guenther Street and West San Antonio Street Improvements/Neue Project, \$2,200,000
- Streets & Utility Design Master Plan, \$175,000
- Additional Feasibility Extension for Gruene 16, \$26,800
- AAMPO Citywide Pedestrian Improvements, Phase 2 – Final Design, \$405,000
- AAMPO Citywide Pedestrian Improvements, Phase 1 – Construction, \$700,000
- Castell Avenue Phase 1, Coll Street Drainage – Additional Construction, \$2,400,000

- Amendment & Feasibility Extension for Gruene 16, No Additional Funds Required
- AAMPO Gruene Multimodal Improvements – Final Design, \$1,400,000

As of July 30, 2026, two of the sixteen items approved by the NBEDC have yet to be considered for final approval by the City Council (Gruene Multimodal Improvements and Gener8tor Entrepreneurship Incubator). Both items are scheduled for City Council agendas before the end of the fiscal year.

Administrative, Performance Monitoring, and Contract Fulfillment

All state and county compliance reports were completed on time.



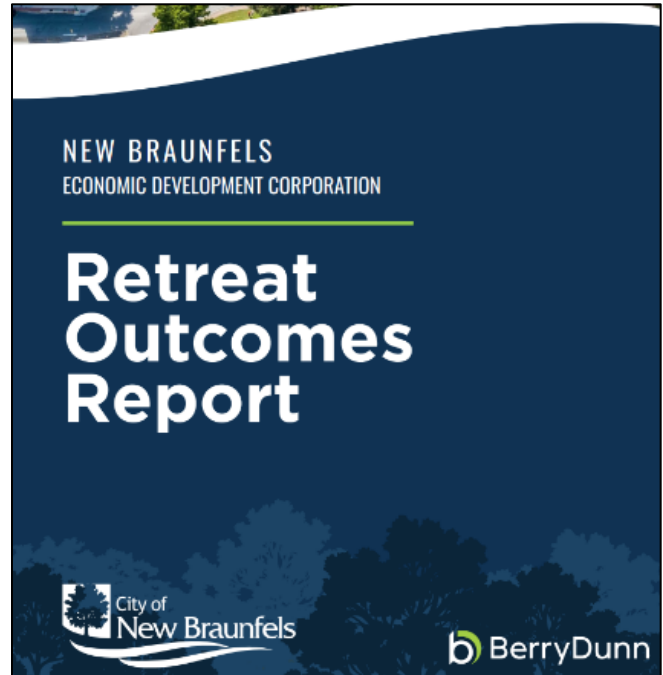
The City undertakes contractual audits of existing economic development agreements for the NBEDC and those existing with the City. Audits happen at various times throughout the year given the timelines specified in the agreements. For calendar year 2024, a total of 2,427 full-time employees were attributed to active NBEDC incentive and City 380 agreements – 833 full-time employees over the required amount. Additionally, a total of \$245,680,128 in appraised value of real and business personal property was attributed to active NBEDC incentive and City 380 agreements - \$127,978,180 over the required amount.

Calendar year 2025 compliance efforts are underway and full-time employee counts and appraised value totals will be available soon.

New Braunfels maintained the Economic Development Transparency Star awarded by the Texas Comptroller’s Office. The transparency star program recognizes local governments and affiliated entities for going above and beyond in their transparency efforts. New Braunfels is one of only thirty-two (32) Texas Government entities with this specific Economic Development award.

Strategic Planning

The NBEDC strategic planning effort was initiated in August 2025 to assist the Board with gaining consensus, prioritizing funding, connecting objectives from Confluence and the City's Strategic Plan, and establishing strategic priorities and goals. Staff worked with the consultant, Berry Dunn, to work through three phases of the project. The strategic planning workshop took place on November 3, 2025, and meeting participants completed activities, discussions, and brainstorm. On February 19, 2026, the NBEDC unanimously approved the Strategic Plan Document which includes the following four strategic priorities:



1. *Workforce Support*

Expand and align talent pipelines for target industries by increasing skills attainment, improving career pathways, and strengthening supportive infrastructure, including housing and childcare, to foster a robust and attractive talent ecosystem.

2. *Planning & Infrastructure*

Make thoughtful and strategic investments in capital planning processes as well as infrastructure development in areas including transportation, drainage, public spaces, and trails to create an attractive environment for business growth and development and talent acquisition.

3. *Quality of Life*

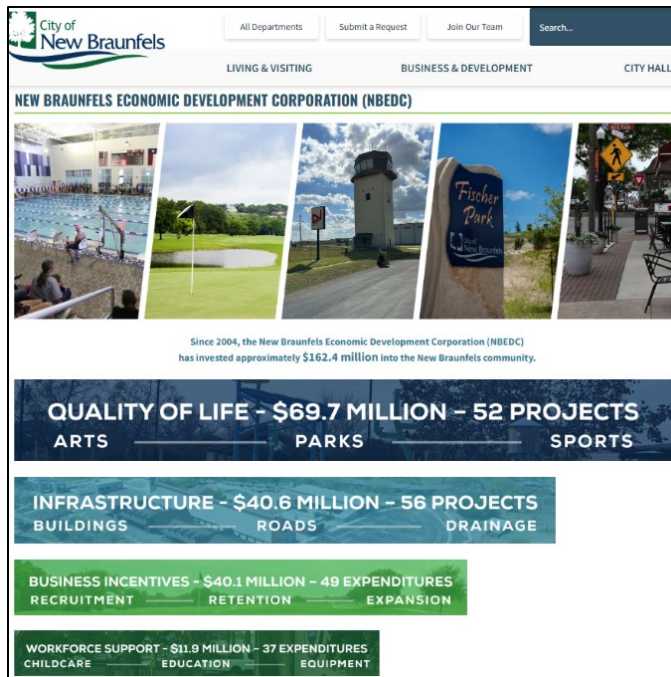
Enhance sense of place and quality of life by advancing investments that preserve New Braunfels' character and improve downtown amenities, create outdoor spaces, and support catalytic projects for the community.

4. *Business Recruitment & Expansion*

Grow a diverse, high-value economy by proactively attracting target industries, supporting new and existing businesses, and enabling business expansion through capital access, innovation, and market development.

All NBEDC project expenditures are now categorized as one or more of these four strategic priorities.

NBEDC Webpage Overhaul



Staff worked to research, overhaul, and rebuild the City's NBEDC webpage:

www.newbraunfels.gov/nbedc

Staff undertook the project to provide a historic look into the NBEDC/NBIDC's efforts over the years and to share information about the corporation's investments and expenditures. The effort required a historic compilation of previous NBEDC/NBIDC projects with descriptions, amounts funded and narratives about the projects.

The webpage now includes:

- Detailed project expenditures from 2004 to present
- Categorization of all project expenditures into the newly established NBEDC Strategic Priority categories
- Aggregated totals for expenditures
- Project descriptions and historical backgrounds to include prior funding efforts
- Overview of economic development corporations
- Additional resources, data, and links

Downtown-Centered Efforts

The City maintains an active role in planning, coordinating, collaborating and investing in downtown New Braunfels. Guided by community-based planning efforts and stakeholder involvement, the City actively produces and promotes downtown-based events, designs and constructs critical infrastructure projects and works with private parties to ensure that planned projects contribute to the continued economic vitality of the area and New Braunfels. The projects below, which are in various stages of development, require significant involvement from a variety of city staff to advance through feasibility/study phase, permitting, and construction.

- Downtown Right of Way and Pedestrian Improvements
- Guenther and West San Antonio Street Improvements

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- Downtown Managed Parking Program and revenue reinvestment program
 - Downtown Programming
 - Downtown Street Trees Improvement and Replacement
 - Curb Management Study & Policy
 - TIRZ 3 Administration and Management

Development of Additional Projects

All projects listed below will contribute to the quality of life, infrastructure, and overall economic health of New Braunfels. These projects, in various stages of development, require a wide array of departments to plan, develop, and execute:

- Dry Comal Creek Floodplain Remapping Project
- TIRZ 4: Zipp Sports Park – Creation, Management, & Facilitation
- West End Area Plan, TIRZ 5: West End – Creation, Management, & Facilitation
- Arts & Culture Master Plan – Creation, Adoption, & Phased Implementation
- Castell Avenue Phase 1, Coll Street Drainage Improvement Project
- TIRZ 2: River Mill and Area Developments
- New Braunfels National Airport Updates
 - Apron Reconstruction Project
 - Terminal Feasibility Study
 - Air Traffic Control Tower – Preliminary Design
- Hike, Bike, & Pedestrian Planning
- Workforce Study Partnership with Seguin EDC via Regional Workforce Education Alliance
- Streets and Utility Design Master Plan
- Gruene 16 Project
- Northwest Parks Master Plan

Completed NBEDC-Funded Projects

- Zipp Sports Park
- Landa Lake Dam Construction
- Citywide Pedestrian Improvements – Package 2
- Alligator Creek Trail West – *completed at the end of FY25*
- Common Street Sidewalk Improvements – *completed at the end of FY25*
- Last Tuber's Exit – *completed at the end of FY25*
- Citywide Pedestrian Improvements – Package 1 – *completed at the end of FY25*

380 Agreements and Tax Abatement

The following economic development agreements are administered, facilitated, and maintained on behalf of the City of New Braunfels in support of NBEDC priorities and the City of New Braunfels 2024-2029 Strategic Plan:

- 380 Agreement with Continental/Aumovio – supports Business Recruitment & Expansion
- 380 Agreement with Early Matters NB – supports Workforce Support & Quality of Life Priorities
- 380 Agreement with The New Braunfels Hotel Company – supports the City Strategic Plan:
Community Identity – Historic Preservation Priority
- 380 Agreement with TaskUs – supports Business Recruitment & Expansion
- 380 Agreement with TopGolf (via TIRZ 1) – supports Business Recruitment & Expansion
- 380 Agreement with Costco Wholesale Corporation – supports Business Recruitment & Expansion
- Tax Abatement with Continental/Aumovio – supports Business Recruitment & Expansion Priority