



**CITY OF NEW BRAUNFELS, TEXAS
ECONOMIC DEVELOPMENT CORPORATION
MEETING
CITY HALL - TEJAS ROOM
550 LANDA STREET**



THURSDAY, OCTOBER 16, 2025 at 5:00 PM

AGENDA

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **CITIZENS' COMMUNICATIONS**

This time is for citizens to address the Board on issues and items of concerns not on this agenda. There will be no Board action at this time.

4. **TREASURER'S REPORT**

- A) Presentation and discussion on the October 2025 [25-1230](#)
Treasurer's Report

5. **ADVISORY REPORT**

- A) Presentation and Q4 update from the SPARK Small [25-1231](#)
Business Center

6. **DISCUSSION AND POSSIBLE ACTION**

- A) Presentation, public hearing, discussion, and possible [25-1232](#)
action approving an expenditure, of up to \$250,000, to
the SPARK Small Business Center to assist with the
operation of an economic development program,
pursuant to Section 505.102 of the Texas Local
Government Code.
- B) Presentation, discussion, and update on the Gruene 16 [25-1083](#)
Project

7. **EXECUTIVE SESSION**

In accordance with the Texas Government Code, Section 551.071, the Board reserves the right to retire into executive session concerning the items listed on this agenda to consult with its attorney. In addition, the Board may convene in executive session on any of the following items, with any final action being taken in open session:

- A) Deliberate issues regarding economic development [25-1251](#)
negotiations in accordance with Section 551.087 of the
Texas Government Code:

1. Project Shoot
2. The Neue
3. Project Thread
4. Project Maiden
5. Project Pluto
6. Project Geneva
7. Project Magazine

8. **ADJOURNMENT**

CERTIFICATION

I hereby certify the above Notice of Meeting was posted on the bulletin board at the New Braunfels City Hall.

Board Liaison

NOTE: Persons with disabilities who plan to attend this meeting and who may need auxiliary aids or services such as interpreters for persons who are deaf or hearing impaired, readers, or large print, are requested to contact the City Secretary's Office at (830) 221-4010 at least two (2) work days prior to the meeting so that appropriate arrangements can be made.



Economic Development Corporation Agenda Item Report

550 Landa Street
New Braunfels, TX

10/16/2025

Agenda Item No. A)

SUBJECT:

Presentation and discussion on the October 2025 Treasurer's Report

DEPARTMENT: Finance

October NBEDC Treasurer's Report

October 14th, 2025

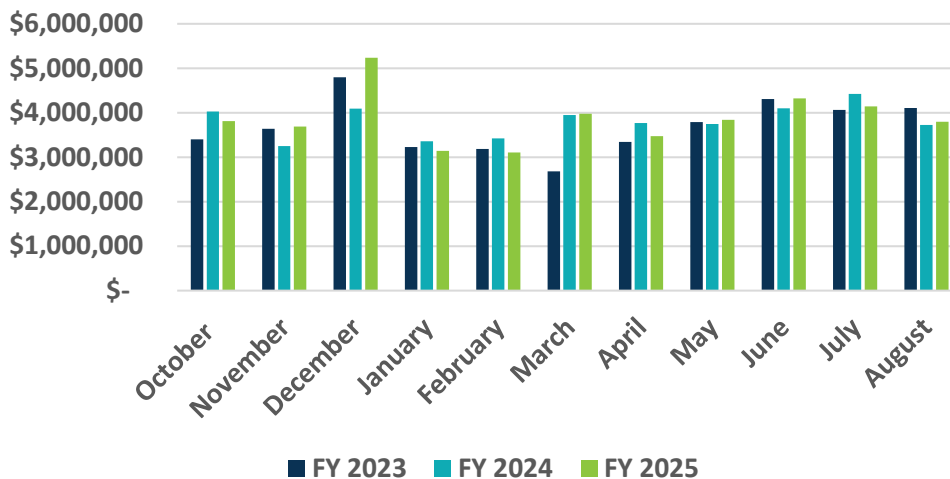
Overview

The Monthly treasurer's report provides updates on sales tax performance, projected revenue streams, projected commitments, and expenditure timing. The NBEDC's financial commitments typically span multiple fiscal years; therefore, the report is formatted to project its financial position over the next five years.

Sales Tax

Compared to August of last year, total sales tax collections increased by 1.9%. When all adjustments are removed, the current period collections increased by 5.1% compared to August of last year. FY 2025 sales tax collections are up 1.6% compared to FY 2024.

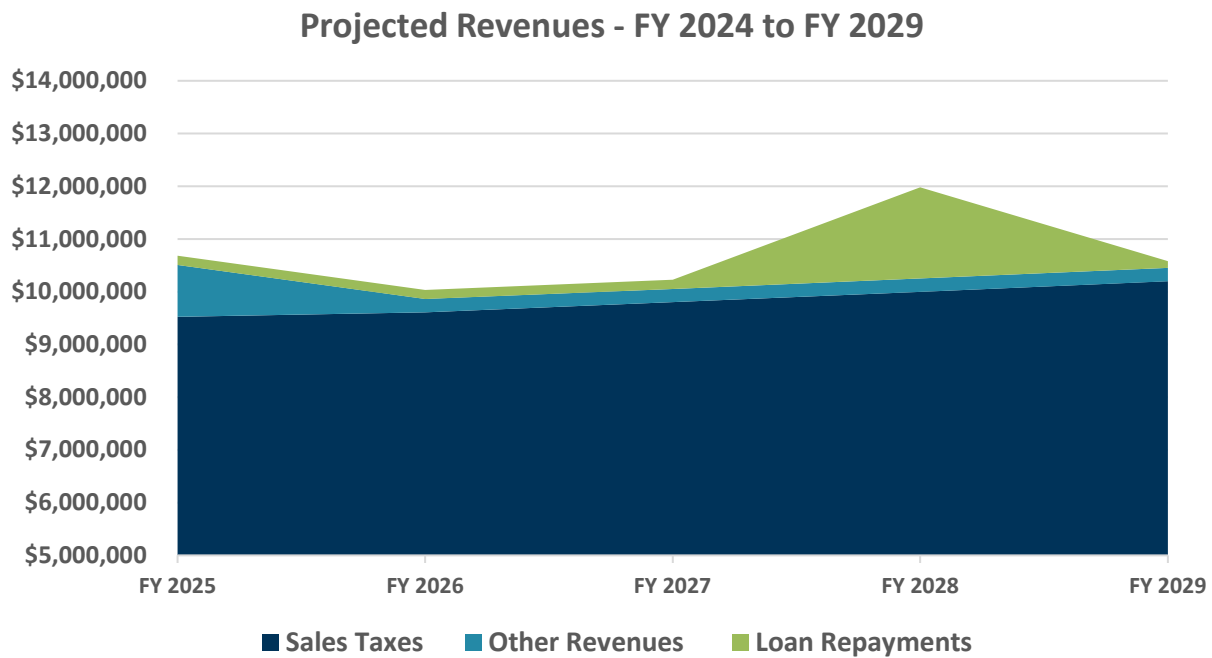
Gross Sales Tax Collections



For more information contact:

Jared Werner
Assistant City Manager
jwerner@newbraunfels.gov
830-221-4385

Revenues



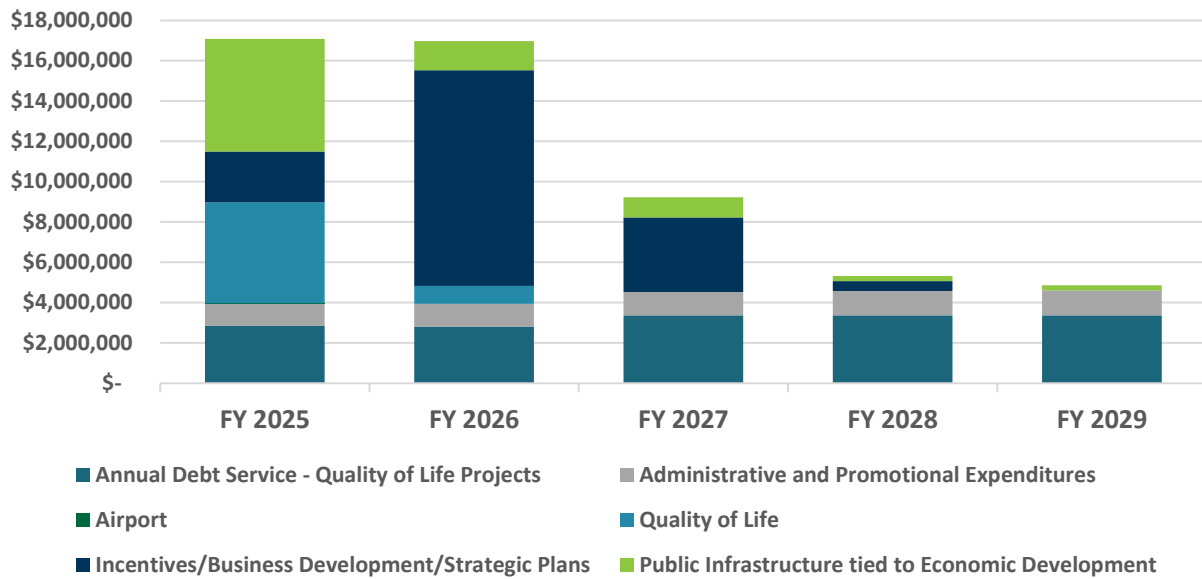
Revenue Summary					
	FY 2025	FY 2026	FY 2027	FY 2028	FY 2029
Sales Taxes	\$ 9,524,709	\$ 9,611,598	\$ 9,803,830	\$ 9,999,907	\$ 10,199,905
Other Revenues	\$ 983,540	\$ 250,000	\$ 250,625	\$ 251,252	\$ 251,880
Loan Repayments	\$ 172,954	\$ 172,954	\$ 172,954	\$ 1,728,954	\$ 128,954
Total Revenues	\$ 10,681,203	\$ 10,034,552	\$ 10,227,409	\$ 11,980,112	\$ 10,580,738

Sales Taxes- The graph and table above reflect the projected sales tax collections through FY 2029. The projections assume a growth of 2.0% annually.

Loan Repayments- The NBEDC began receiving loan repayments from the New Braunfels Regional Airport in FY 2022 (ten years) and ASA properties in FY 2023 (five years with a balloon payment in year six – recognized in FY 2028 above).

Total NBEDC Expenditures – Current Commitments

Current Commitment Projections - FY 2025 to FY 2029



Summary					
	FY 2025	FY 2026	FY 2027	FY 2028	FY 2029
Administrative and Promotional Expenditures	\$ 1,105,386	\$ 1,138,548	\$ 1,172,704	\$ 1,207,885	\$ 1,244,122
Airport	\$ 2,500	\$ -	\$ -	\$ -	\$ -
Quality of Life	\$ 5,008,161	\$ 881,426	\$ -	\$ -	\$ -
Incentives/Business Development/Strategic Plans	\$ 2,524,535	\$ 10,700,895	\$ 3,686,577	\$ 500,000	\$ -
Public Infrastructure tied to Economic Development	\$ 5,590,533	\$ 1,440,000	\$ 1,000,000	\$ 250,000	\$ 250,000
Annual Debt Service - Quality of Life Projects	\$ 2,862,406	\$ 2,808,456	\$ 3,363,564	\$ 3,365,289	\$ 3,362,439
Total Expenditures	\$ 17,093,520	\$ 16,969,325	\$ 9,222,845	\$ 5,323,174	\$ 4,856,561

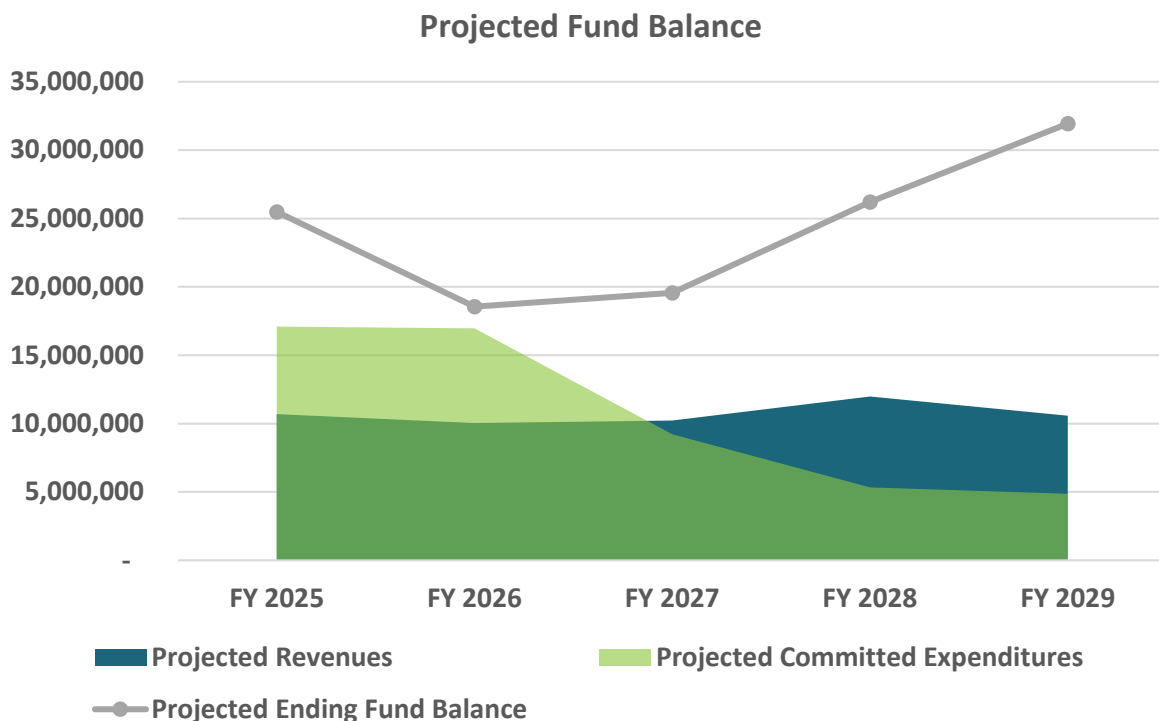
The projections above include all current commitments of the NBEDC. Please note that all numbers listed above are projections based on the project and spending timelines. Spending timelines are assessed regularly.

Future Commitments – Infrastructure/Quality of Life investments

Infrastructure Investment	Project Estimate	Previously Approved by NBEDC	Remaining Investment to be considered
Downtown ROW Enhancements - Phase 1	\$ 4,191,759	\$ 674,920	\$ 3,516,839
West Alligator Creek Trail	\$ 2,000,000	\$ 2,000,000	-
Kohlenberg Road Design Services	\$ 1,308,404	\$ 1,308,404	-
Citywide Pedestrian Improvements - Phase 1	\$ 1,850,007	\$ 1,850,007	-
Landa Lake Dam & Spillway	\$ 1,215,000	\$ 1,215,000	-
Comal River Improvements - Last Tuber's Exit	\$ 1,362,812	\$ 1,362,812	-
Castell Avenue Phase 1 - Coll Street Drainage Construction	\$ 7,200,000	\$ 7,200,000	-
Common Street Pedetrian Improvements	\$ 700,000	\$ 700,000	-
Feasibility & Conceptual Design - Dry Comal Creek Trail	\$ 485,584	\$ 485,584	-
Totals	\$ 20,313,566	\$ 16,796,727	\$ 3,516,839

Financial Summary – Revenues, Committed Expenditures, and Projected Fund Balance

The graph above summarizes estimated revenues, committed expenditures, and changes in fund balance/Reserves based on current commitments.



10/16/2025

Agenda Item No. A)

PRESENTER:

Ron Richardson, Certified Business Advisor at SPARK Small Business Center

SUBJECT:

Presentation and Q4 update from the SPARK Small Business Center

COUNCIL DISTRICTS IMPACTED: Citywide

BACKGROUND INFORMATION:

The New Braunfels Economic Corporation (NBEDC) has an active grant agreement with the SPARK Small Business Center to help support the operation of a Small Business Development Center satellite office of the University of Texas at San Antonio. The agreement spans from October 1, 2024 to September 30, 2025. As part of the agreement, SPARK representatives are to provide quarterly reports and two in-person presentations to the NBEDC each year. This presentation is the second of two due to the NBEDC - the first presentation occurred on April 17, 2025.

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>
Ending Balance (Added to Spark SBC Reserve)	\$8,093

10/16/2025

Agenda Item No. A)

PRESENTER:

Jeff Jewell, Economic and Community Development Director

SUBJECT:

Presentation, public hearing, discussion, and possible action approving an expenditure, of up to \$250,000, to the SPARK Small Business Center to assist with the operation of an economic development program, pursuant to Section 505.102 of the Texas Local Government Code.

DEPARTMENT: Economic and Community Development

COUNCIL DISTRICTS IMPACTED: Citywide

BACKGROUND INFORMATION:

SPARK Small Business Center (SPARK) supports and develops the entrepreneurial and small business environment by focusing on and providing counseling sessions, expanding access to capital, contracting and procurement opportunity, and exporting initiatives. In 2011, SPARK joined with the Small Business Development Center (SBDC) of University of Texas at San Antonio's Institute for Economic Development (UTSA) to establish the Small Business Development satellite center in New Braunfels. The satellite center is staffed by a Certified Business Advisor and a Program Specialist and offers integrated services to meet the needs of experienced small business owners as well as individuals interested in starting a business in the New Braunfels area.

As a part of the required quarterly reporting process, SPARK representatives will provide quarterly written updates and two in-person presentations to the NBEDC Board on the number of business plans created, new business starts, number of jobs created, number of jobs retained, and the amount of financing closed. Additional reporting metrics include updates on events, training, marketing, or any other supplemental work furthering the support of entrepreneurs and small businesses in the area.

If approved, this item will go to City Council for final approval in November 2025.

ISSUE:

The SPARK Small Business Center contract expires September 30, 2025 and a new one-year contract is being proposed for consideration.

STRATEGIC PLAN REFERENCE:

☒ Economic Mobility ☐ Enhanced Connectivity ☐ Community Identity
☐ Organizational Excellence ☐ Community Well-Being ☐ N/A

FISCAL IMPACT:

The funding request of \$250,000 provides the amount estimated to operate the center for one year. This amount includes utilities, rent, marketing, remaining operating expenses, and contingency allowances to operate the center at the West San Antonio Street location.

RECOMMENDATION:

Staff recommends approval of the one-year contract with SPARK Small Business Center.

**CONTRACT BETWEEN THE NEW BRAUNFELS ECONOMIC DEVELOPMENT
CORPORATION AND SPARK SMALL BUSINESS CENTER**

THE STATE OF TEXAS §
 § KNOW ALL MEN BY THESE PRESENTS:
COUNTY OF COMAL §

THIS CONTRACTUAL AGREEMENT, is made and entered into by and between the New Braunfels Economic Development Corporation, a Non-Profit Corporation of the State of Texas, hereinafter called "EDC", acting by and through its duly authorized officers, and Spark Small Business Center, formerly known as the Center for Entrepreneurship, a Non-Profit Corporation of the State of Texas, hereinafter called "SPARK", acting by and through its officers:

W I T N E S S E T H:

I.

WHEREAS, Texas Local Government Code §501.054 provides the EDC with the powers of non-profit corporations incorporated under the Texas Non-Profit Corporation Act, as amended, and Section Seven of the Bylaws of the EDC allows for the President and Secretary of the EDC to execute any contract which the Board has approved and authorized to be executed; and

II.

WHEREAS, upon the recommendation of the EDC at its meeting on **Month Day**, 2025 and the City Council of New Braunfels, Texas on **Month Day**, 2025 approved the EDC's determination that the following funds be allocated to SPARK to participate in a funding arrangement to continue operation of a Small Business Development Center ("SBDC") satellite center to the University of Texas at San Antonio's SBDC in New Braunfels:

- (1) A grant in an amount up to \$250,000 to SPARK for the costs to continue the operation of a Small Business Development Center satellite office to September 30, 2026;
- (2) The grant funds, or parts thereof, shall be distributed to SPARK within thirty (30) days after receiving a request(s) from SPARK with attached invoice from SPARK for operation of the satellite center;
- (3) SPARK shall at all times comply with the ordinances of City of New Braunfels and the laws of the State of Texas;
- (4) All funds received by SPARK from EDC as herein provided shall be expended solely for the purposes stated herein and as attached as Exhibit A with regard to the costs of establishing and operating the satellite center in New Braunfels. Any proven breach of this covenant shall be cause for immediate termination of the distribution of funds.

III.

SPARK will provide written quarterly reports, in a manner acceptable to the NBEDC, via email to the NBEDC's administrative support at the City of New Braunfels, due to the NBEDC by:

Quarter 1	1/15/2026
Quarter 2	4/15/2026
Quarter 3	7/15/2026
Quarter 4	10/15/2026

The reports will deliver information on SPARK's activities as it deems necessary, as well as information about the performance objectives and measurements as further detailed in Appendix B.

SPARK shall make at least two presentations annually, at a previously scheduled NBEDC Board Meeting, about its fulfillment of the performance measures in Appendix B by the following deadlines:

Presentation 1	4/16/2026
Presentation 2	10/15/2026

IV.

Any breach of the terms and conditions of this grant by SPARK will result in the repayment of the grant unless EDC and SPARK agree, in writing, to modify the terms of the grant.

V.

In the performance of this contract, SPARK shall not discriminate against any user, performer, or customer of the SPARK because of his/her race, color, religion, national origin, sex, disability or ancestry. Proven breach of this covenant may be regarded as a material breach of the contract causing its termination.

VI.

Employment of Undocumented Workers. During the term of this Agreement, SPARK agrees not to knowingly employ an undocumented worker and if convicted of a violation of 8 U.S.C. Sec. 1324a(f), the SPARK shall repay the amount of the Grant and any other funds received by the SPARK from the EDC as of the date of such violation within sixty (60) days after the date the SPARK is notified by the EDC of such violation, plus interest at the rate periodically announced by the Wall Street Journal as the prime or base commercial rate, or if the Wall Street Journal shall ever cease to exist or cease to announce a prime or base lending rate, then at the annual rate of interest from time to time announced by Citibank, N.A. (or by any other New York money center bank selected by the EDC) as its prime or base commercial lending rate, from the date of such notice until paid.

VII.

All communications between EDC and SPARK shall be addressed to the President of the

New Braunfels Economic Development Corporation, c/o City of New Braunfels, 550 Landa Street, New Braunfels, Texas 78130. Any communication to SPARK shall be addressed to the President, The Spark Small Business Center, 800 W. San Antonio, St. New Braunfels, TX 78130. If contact information references in this section changes, the party whose contact information is changing must notify the other party in writing of the changed contact information.

VIII.

It is understood and agreed that in the event any provision of this contract is inconsistent with requirements of law, the requirements of law will control and the parties shall revert to their respective positions, which would otherwise be enjoyed or occupied by the respective parties for the terms of this contract.

IX.

The foregoing instrument in writing between the parties herein, constitutes the entire agreement between the parties, relative to the funds made the basis hereof, and any other written or oral agreement with the EDC being expressly waived by SPARK.

IN WITNESS WHEREOF, the parties hereto execute this agreement in duplicate originals on this ____ day of _____, 2025.

NEW BRAUNFELS ECONOMIC DEVELOPMENT
CORPORATION

By: _____
Kathy Meurin, *President*

By: _____
Shane Hines, *Secretary*

APPROVED AS TO FORM:

Valeria Acevedo, City Attorney

SPARK SMALL BUSINESS CENTER

By: _____
Ron Richardson, Business Advisor

By: _____
Spark Board President

Appendix A

2025-2026 Spark Budget		
		2025-2026
<i>New Braunfels EDC Funding</i>		\$250,000
<i>Reserve Account High Yield Savings (3%)</i>		\$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		-\$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		-\$11,758
Expense Total		<u>-\$246,908</u>
Ending Balance (Added to Spark SBC Reserve)		\$8,093

Appendix B

Performance objectives and measurements

Key Measurements required in Quarterly Reporting & Presentations:

- Number of business plans created
- New business starts
- Number of jobs created
- Number of jobs retained
- Amount of financing closed
- Updates on events, training, marketing, or any other supplemental work furthering the support of entrepreneurs and small businesses in the area

Appendix C
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10/16/2025

Agenda Item No. B)

PRESENTER:

Jeff Jewell, Economic and Community Development Director

SUBJECT:

Presentation, discussion, and update on the Gruene 16 Project

DEPARTMENT: Economic and Community Development

COUNCIL DISTRICTS IMPACTED: 4

BACKGROUND INFORMATION:

Staff will provide a presentation on the Gruene 16 project to include a status update on the recent RFP/RFQ process and discuss next steps.

STRATEGIC PLAN REFERENCE:

☒ Economic Mobility ☐ Enhanced Connectivity ☐ Community Identity
☐ Organizational Excellence ☐ Community Well-Being ☐ N/A

FISCAL IMPACT:

There is no fiscal impact for this presentation and update.

Economic Development Corporation Agenda Item Report

10/16/2025

Agenda Item No. A)

SUBJECT:

Deliberate issues regarding economic development negotiations in accordance with Section 551.087 of the Texas Government Code:

1. Project Shoot
2. The Neue
3. Project Thread
4. Project Maiden
5. Project Pluto
6. Project Geneva
7. Project Magazine