

# Comal County Economic Profile



Comprehensive Economic Development Strategy  
October 2012

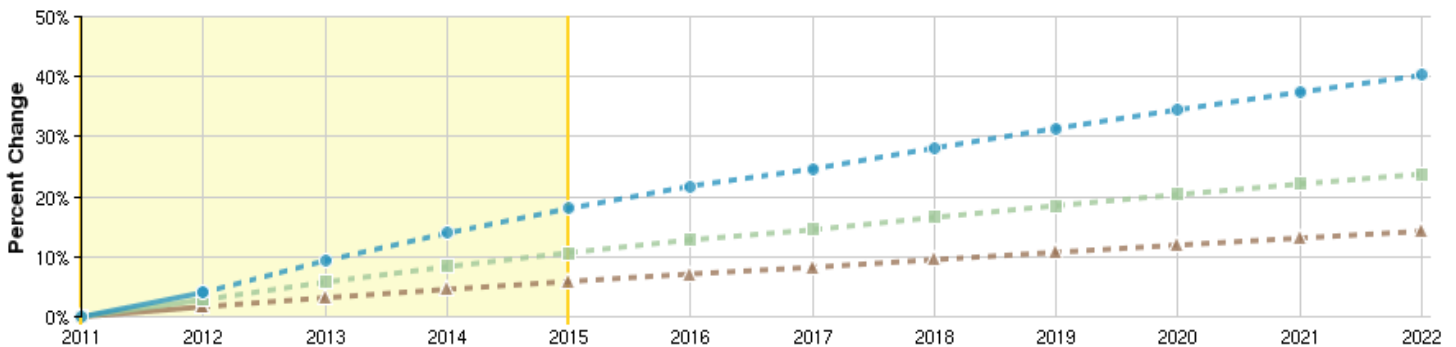
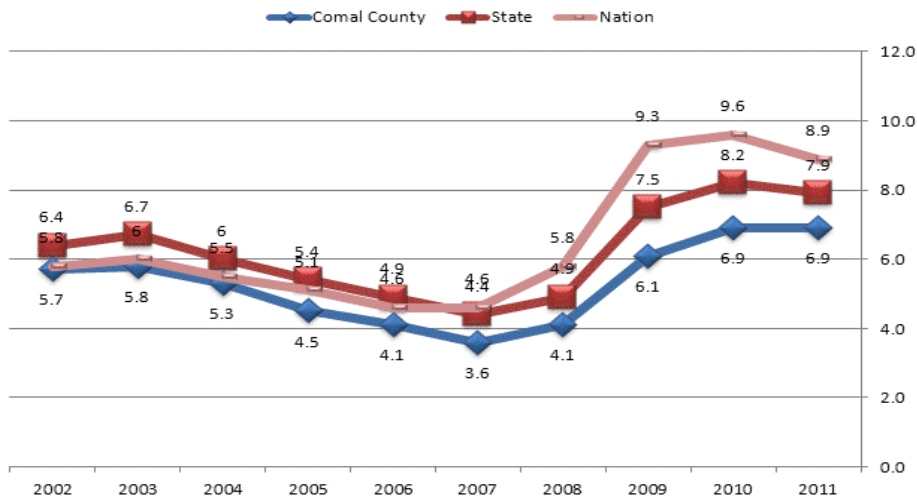
## Labor Force Data

The Comal County unemployment rate averaged to 6.9 percent in 2011, the same rate averaged in 2010.

Comparing Comal County to the state and nation, the Texas unadjusted (actual) unemployment rate averaged 7.9 percent in 2011, while the nation's unadjusted (actual) unemployment rate was 8.9 percent in 2011.

### Regional Trends

Source: Department of Labor



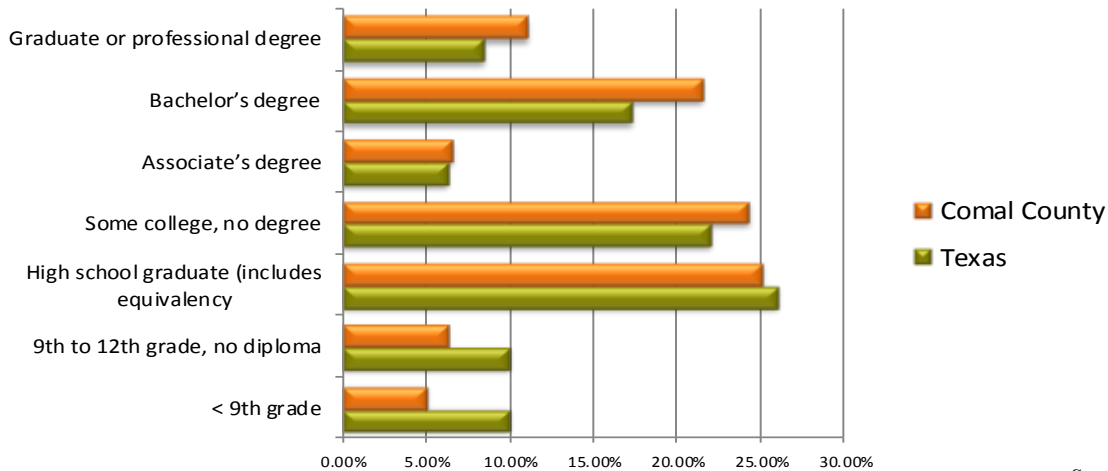
Region	2011 Jobs	2015 Jobs	% Change
Comal	59,882	70,683	18.0%
State	14,681,471	16,247,350	10.7%
Nation	176,769,254	187,155,067	5.9%

Source: EMSI, Economic Modeling

# Population, Educational Attainment, and Industry Data

	Total Population	% Population 20-54	Median Age	Households	Median Household Income	Per Capita Income
US	303,965,272	48.7%	36.9	76,254,318	\$51,914	\$27,334
Texas	24,311,891	49.4%	33.4	8,539,206	\$49,646	\$24,870
Comal County	102,836	44.5%	42.0	38,984	\$64,752	\$31,862

Source: 2010 US Census



Source: 2010 US Census

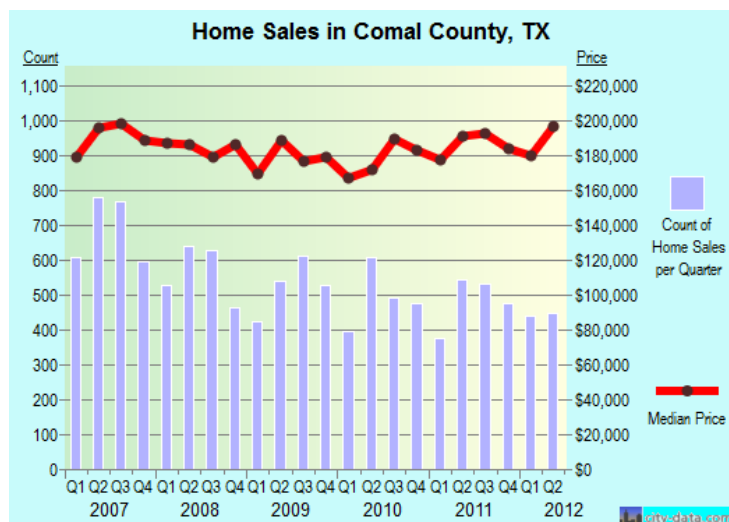
Industry	2012 Jobs	Avg. Earnings (2012)
Agriculture, Forestry, Fishing and Hunting	1,003	\$23,251
Mining, Quarrying, and Oil and Gas Extraction	402	\$56,113
Utilities	187	\$64,947
Construction	5,853	\$46,775
Manufacturing	3,146	\$53,808
Wholesale Trade	3,938	\$57,679
Retail Trade	7,469	\$28,757
Transportation and Warehousing	1,985	\$51,071
Information	596	\$53,509
Finance and Insurance	4,408	\$29,269
Real Estate and Rental and Leasing	3,539	\$14,777

Industry	2012 Jobs	Avg. Earnings (2012)
Professional, Scientific, and Technical Services	3,040	\$41,691
Management of Companies and Enterprises	580	\$75,333
Administrative and Support and Waste Management and Remediation Services	2,609	\$26,056
Educational Services (Private)	842	\$21,107
Health Care and Social Assistance	5,315	\$41,853
Arts, Entertainment, and Recreation	1,990	\$19,479
Accommodation and Food Services	6,170	\$16,858
Other Services (except Public Administration)	3,551	\$22,811
Government	5,673	\$51,440
Unclassified Industry	6	\$42,939

Source: EMSI, Economic Modeling

## Economic Strengths and Priorities

- Economic development along the I-35 corridor is growing the suburban cities of Garden Ridge, Selma, Schertz, and New Braunfels together.
- Communities throughout Comal County are focusing on developing on key economic clusters:
  - Retail is being developed in Schertz and New Braunfels to serve growing populations and alleviate leakage to the Forum in Live Oak/Selma and San Antonio.
  - Smart manufacturing is being developed in Schertz and New Braunfels by leveraging proximity to IH-35 and IH-10 (Schertz) and the technical skills within the workforce.
  - IT is an emergent cluster for the County, with Schertz successfully recruiting the Capital Group data center (\$65 million in taxable value)
  - New Braunfels has developed a strong competencies in call centers and back office operations with Home Depot, Checks In The Mail, and the Scooter Store.
  - Distribution and logistics is a significant cluster due to proximity to two interstates - IH-35 is particularly mature. The cluster is thriving from Schertz parkway northeast to the Walmart distribution center north of New Braunfels, and Sysco and Ashley Furniture facilities in between.
  - Medical cluster is also emergent. New Braunfels has been catalyzed by Christus Santa Rosa's investment in upgrading their hospital; Resolute Healthcare's new hospital and clinic; the New Braunfels Regional Rehabilitation Hospital; and the growing medical district in north New Braunfels. A new \$12 million "boutique" hospital being built on IH-35 and Schertz Parkway and Schertz boasts a growing concentration of healthcare practitioners and specialties.
- The proximity of Comal County to Randolph AFB (northeast Bexar County) results in strong demand for housing (active duty and retirees) and a highly skilled workforce.
- Comal County will house two stations, Schertz and New Braunfels, on the Lone Star Rail District San Antonio and Austin commuter rail (final design/construction phases begin 2015/2016).
- \$8.5 million (additional \$1.5 million planned) in improvements to the New Braunfels Regional Airport have improved competitiveness.
- Comal County has seen downstream economic impacts from the Eagle Ford Shale play, such as expansion of Salof Companies in New Braunfels.
- Alamo Colleges has improved education access with the opening of the Northeast Lakeview Campus (northeast Bexar County) and establishment and expansion of the Central Texas Technology Center serving New Braunfels and Seguin.



### Resources

US Department of Commerce (<http://www.bea.gov/index.htm>); TexasAhead (<http://www.texasahead.org/>); Window on State Government (<http://www.window.state.tx.us/taxinfo/sales/>); Texas Industry Profiles (<http://www.texasindustryprofiles.com/apps/cnp/index.asp>).

## Economic Development Challenges

- The Comal County population is old relative to the state and nation. Median age for Comal County is 42.0 versus 33.4 for Texas and 36.9 for the US.
- Proximity to San Antonio leads to retail leakage and loss of taxable sales.
- Rapid development is challenging communities to retain historical heritage and maintain identity.
- The City of New Braunfels is working to alleviate drainage problems and infrastructure issues .
- Traffic congestion along IH-35 is challenging throughout the county as development along the corridor continues. The area is developing into a critical logistics and international trade hub.



Alamo Area Council of Governments  
8700 Tesoro Dr., Suite 700  
San Antonio, TX 78217-6228  
Ph: (210) 362-5200  
Fx: (210) 225-5937

**[www.aacog.com](http://www.aacog.com)**