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Career & Workplace

Boerne region at the center of new economic hot spot

An alliance with San Antonio's lead economic development group has opened the door to more potentially lucrative deals.



Image: San Antonio Business Journal

Boerne is well positioned as the Interstate 10 corridor north of San Antonio continues to attract more interest from companies and talent.

GABE HERNANDEZ | SABJ



By [W. Scott Bailey](#) – Senior Reporter, San Antonio Business Journal
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The Interstate 35 corridor, including San Antonio and Austin and key points in between, continues to be a major focus for economic development recruiters and site selection experts. But to the west in Kendall County, Boerne and Comfort are [drawing increasing attention](#) from companies and talent searching for an ideal landing spot.

That area is getting an assist from the Alamo City and its economic development strategists and stakeholders are already seeing the payoff of forging such an alliance.

“We’re continuing to see a lot of interest in Kendall County. It hasn’t slowed,” said Amy Story, president and CEO of the Boerne Kendall County Economic Development Corp. “We’ve got a healthy list of projects, businesses that are considering here. We’ve got a couple good-size expansions that we’re working on.”

Unlike New Braunfels and other [high-growth communities](#) along the I-35 corridor, Boerne and Comfort are not tucked between two major cities. Still, Kendall County is on site selectors’ radar as more companies and talent consider the area.

While Kendall County officials are limited in what they can say about ongoing recruitment efforts, Story did say her group is currently pursuing a “large capital expenditure project” and a decision on that potential win for the region is expected soon.

Comfort, unlike Boerne, has more available land for certain types of projects. That could work in its favor.

“There is very little industrial zoning in Boerne,” Story said.

Meanwhile, Boerne is working to foster [new business and talent development](#) that could boost its recruitment efforts. In June, the city gained Das Greenhaus, a new startup incubator that is already at 90% occupancy.

“I believed that if we created this space, that there would be interest. It’s been great to see the validation of that,” Story said.

There are certain needs that, if fulfilled, could make Kendall County an even more attractive landing spot. They include more physical infrastructure.

“We need spaces where companies can immediately move in,” Story said. “There is absolutely a demand.”

The county’s economic development group has aligned with greater: SATX and its regional recruitment strategy. That decision [is paying dividends](#).

“We’ve seen good project leads that have come out of that,” Story said.

That strategy has continued to evolve. And Story insists concerns about internal competition have been put to rest as her team is working two active leads it’s received through that alliance.

“it's been very collaborative, rather than competitive,” she said. “This year, we've seen more meaningful project leads.”

THE LIST

Chambers of Commerce

Number of business members

Rank	Prior Rank	Chamber name
1	1	The San Antonio Chamber of Commerce
2	2	Greater New Braunfels Chamber of Commerce Inc.
3	3	The Greater Boerne Area Chamber of Commerce
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