



**FOR IMMEDIATE RELEASE**  
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**Victor Garza Selected as City's Economic Development Manager**

**New Braunfels, Texas** — The City of New Braunfels has selected Mr. Victor Garza, J.D. CEcD, as its new Economic Development Manager.

Mr. Garza comes to New Braunfels from his previous position as Director of Existing Business, Talent and Entrepreneurship of the Greater San Marcos Partnership (GSMP). The GSMP is a public-private partnership that serves as the regional economic development organization for the City of San Marcos, and Hays and Caldwell Counties.

He joined the GSMP after working as Executive Director of the Refugio County Community Development Foundation where he was responsible for economic development for the Refugio County region. He has previously served as a Policy Fellow with the National Sustainable Agriculture Coalition and as a Regional Coordinator with the National Community Reinvestment Coalition in Washington, D.C.

Garza earned his Certified Economic Developer (CEcD) designation from the International Economic Development Council in 2016. He also has a professional certification as a Team Leader in the Economic Gardening® program.

A founding member, Garza sits on the Board of the San Marcos Young Professionals. He has a Bachelor's Degrees in Political Science and Criminal Justice from the University of Texas San Antonio and a Juris Doctorate Degree from Syracuse University College of Law.

“Victor’s experience will be a tremendous asset to us as we manage this period of robust growth in our area,” said City Manager Robert Camareno. “He has also served as a board member of the City of San Marcos Commission on Youth and Children, been the Chair of the Career and Technology Education Advisory Board of San Marcos Consolidated ISD, on the Government Affairs Committee at the San Marcos Chamber of Commerce as well as a participant in many volunteer organizations. His history of civic engagement extends beyond his professional career and his practice of emersion in his community will certainly help him to bring a well-rounded perspective to his position with our city.”

The Economic Development Manager acts as a liaison between the development community, Chamber of Commerce and City staff to coordinate and evaluate major development activities within the City and the City’s extra-territorial jurisdiction. In working with the business community, City advisory boards, the Chamber of Commerce and other groups, the Economic Development Manager helps create, analyze and manage strategies that maintain and enhance the long-term economic vitality of the City. Garza will assume these duties with the City of New Braunfels in early December.

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