

2023 – 2024 STRATEGIC PLAN: QUARTERLY UPDATE

GOAL 1: BUSINESS RETENTION & EXPANSION (BRE)

To continually engage and assist in the success of Tomball businesses.

1. Conduct 12 BRE on-site or virtual visits per quarter and report feedback from visits to board.
 2. Conduct an annual online business survey to identify and manage business needs.
 3. Continue the Grow Tomball initiative to highlight and promote local businesses.
 - (a) Share success stories on the Tomball EDC website.
 - (b) Support Tomball EDC podcasts.
 - (c) Develop video success stories to be added to the Tomball EDC website.
 - (d) Expand reach using YouTube, Google SEO, Instagram Reels, and paid ads.
 - (e) Explore creative ways to increase public exposure.
 4. Produce programming that meets the needs of the existing industry leaders in Tomball.
 - (a) Host 2 networking events.
 - (b) Host 1 Outlook Luncheon.
 5. Activate the “Made in Tomball” Initiative.
 6. Explore programming and financial incentives to help existing industries expand.
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STATUS/UPDATES

- 12 site visits have been conducted with the necessary follow-up from each visit.
- A Business Retention and Expansion (BRE) Survey will be sent out Q2 of 2024.
- 5 new success stories have been added to the TEDC website. These are updated quarterly.
 - Lovett Industrial & Interchange 249

- Manna Bread from Heaven
 - Boatman Construction
 - Veolia Water Technologies & Solutions
 - French Inspection
- Staff is working with Beefy Marketing regarding TEDC Sponsored Podcasts.
 - 1 new video success story (Veolia Water Technologies & Solutions) has been uploaded to the TEDC website.
 - The Annual Economic Outlook Luncheon was held on October 18th.
 - A business networking event ("Mix N Jingle") is planned for December 7th at Paradigm Brewing Co.
 - Visit Tomball website has been launched with a specific "Made in Tomball" page.

GOAL 2: ATTRACTION & RECRUITMENT

Recruit and secure new businesses/industry that are suitable for Tomball.

1. Enhance Tomball's image as a community of choice through marketing and branding efforts.
 - (a) Use creative approaches to tell Tomball's story.
2. Continue developing and maintaining relationships with businesses, site selectors, brokers, and developers, and maintain an awareness of available real estate properties within the community.
3. Support infill and redevelopment opportunities to attract new private sector investment.
4. Explore public financing tools including Tax Increment Reinvestment Zones (TIRZ) to finance infrastructure improvements and encourage quality development/redevelopment projects.
5. Support local and emerging entrepreneurs.
 - (a) Provide workshops emphasizing financial literacy, business management, marketing, networking, recruitment, etc. that will help their businesses grow or be more profitable.

6. Create an Incentives Policy to guide the TEDC in offering economic incentives.
 7. Initiate a direct marketing campaign for target industries.
 - (a) Produce a one-page marketing summary for each target industry.
 - (b) Create a database of target companies and contacts.
 - (c.) Participate in key industry events.
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STATUS/UPDATES

- Marketing and Branding efforts continue to be updated to reflect a “We Mean Business” theme.
- Continued working with a marketing firm on a TEDC Social Media Campaign to strengthen identity and resources.
 - 244% increase of followers from Q3 - 2022 to Q3 – 2023 and over 53K Impressions
- Ongoing coordination with COT regarding needed infrastructure in target areas.
- Staff attended the Texas Downtown Association Annual Conference.

GOAL 3: DEVELOPMENT/REDEVELOPMENT OF OLD TOWN

To encourage quality investment in Tomball's Old Town

1. Partner with the City of Tomball on targeted infrastructure improvements (alleyways, parking, wayfinding, etc.)
 - (a.) Partner with stakeholders to help minimize construction disruption and to provide additional marketing assistance for those businesses who do experience disruption.
2. Continue to plan for and improve parking and pedestrian access.
 - (a.) Consider needed improvements.
 - (b.) Install signage on TEDC lots.

- (c.) Fund wayfinding in Old Town directing people to parking.
3. First Baptist Church Project:
 - (a.) Initiate planning process.
 4. Create a project and financing plan for the redevelopment of the South Live Oak Business Park.
 5. Continue to promote incentives and explore additional ways to encourage upgrades to properties in Old Town.
 6. Continue to partner with Old Town business owners to further develop and support the Shop and Stroll.
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STATUS/UPDATES

- Initial construction/phase 1 of alleyway enhancements have started as of September 2023.
- Ongoing communication and meetings held with COT Staff regarding parking projects/opportunities.
- Free Parking signage has been installed at the parking lots at First Baptist Church.
- Working on Design Contract for amenity package for alleyways.
- Purchase of ancillary site adjacent to the First Baptist Church has been made to expand TEDC ownership.
- Staff continues to work with Synchro on the vision/planning of the First Baptist Church site.
- TEDC completed the grant with Sip Hip Hooray that incentivized the successful monthly Shop & Stroll's that were held in Old Town Tomball.
- Multiple meetings held with Old Town Merchants regarding the future of the Shop and Stroll events.
- Texas Downtown Association to be in Tomball on November 15th to complete a Downtown Assessment that will help guide the Downtown Merchants on how to best move forward for future Downtown events.

GOAL 4: EDUCATION & WORKFORCE DEVELOPMENT

Partner with local/regional education institutions, City of Tomball, Greater Tomball Area Chamber of Commerce, and local industries to further develop youth workforce programs and initiatives.

1. Continue to serve on the P-TECH Steering Committee with Lone Star College-Tomball, TISD, and HCA officials.
 - a. Research grant funding opportunities for the P-TECH program.
2. Continue to serve on the TISD – CTE Advisory Board to create pathways for CTE students to enter the workforce and gain work-based learning credentials with industry partners.
3. Work with our Regional Workforce Board and Texas Workforce Commission on available resources for local industries.
4. Continue to work with local/regional education institutions to support a Grow Tomball – Youth Program.
 - (a) Work with education institutions to host job/career fairs.
 - (b) Create and maintain a job board for High School and College Students on the TEDC Website.
 - (c) Research funding partners for Internship/Apprenticeship Program.
 - (d) Launch the 2023-2024 Internship/Apprenticeship Program.
 - (e) Work with TISD to launch a Teacher Externship Program.

STATUS/UPDATES

- Working with TISD, to finalize 2023 youth workforce initiative calendar.
- Serve on the Tomball ISD – CTE Advisory Board (Semi-Annual) Meetings to ensure that Tomball ISD and industry needs are promoting the 21st century skills that students will need.
- Serve on the Lone Star College-Tomball Designer in Residence 2.0 Regional Design Team.
- Serve on the TISD P-TECH Committee Meetings to further the partnership between TISD, LSC-Tomball, and HCA.

- Working with TISD and Industry partners to develop a 2023 apprenticeship/internship pilot program.
- Working with Lone Star College-Tomball to host a community Career Fair: April 24th from 10am-3pm.
- Created a “Youth Employment Program” featured on the TEDC website for area businesses to list available job openings for Tomball youth.
- Worked with TISD to launch “Teacher Tuesdays” the first Teacher Externship Program.
 - Six CTE Teachers representing both high school and junior high campuses participated in externships with eight local businesses this summer.