

TOMBALL

ECONOMIC DEVELOPMENT CORP.

BUSINESS & TECHNOLOGY PARK

Strategic Work Plan 2022-2023

MISSION

To promote economic development in the City of Tomball through the attraction of new business and industry and the retention of existing businesses by providing the resources that enhance the general well-being of the community.

VISION

Tomball is the community of choice for businesses, residents, and visitors, offering a dynamic economy, strong labor force, and unmatched living and working environment.

The following Strategic Work Plan outlines the items from the 2020-2023 Strategic Plan that are to be accomplished in the third year: 2022-2023.

Tomball EDC 2020-2023 Goals:

1. BUSINESS RETENTION & EXPANSION (BRE)
2. ATTRACTION & RECRUITMENT
3. DEVELOPMENT/REDEVELOPMENT OF OLD TOWN
4. EDUCATION & WORKFORCE DEVELOPMENT





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. Develop a Grow Tomball initiative to highlight and promote local businesses.
 - (a) Share success stories on the Tomball EDC website.
 - (b) Create Tomball EDC podcasts.
 - (c) Develop video stories to be added to the Tomball EDC website.
4. Produce programming that meets the needs of the existing industry in Tomball.
 - (a) Host business networking events to continually engage community stakeholders.
5. Provide resources/access to information to assist local businesses with demographic and market data.

How will Goal #1 be Measured in 2022-2023?

- # of Tomball businesses visited in 2022-2023 (Goal is 48)
- Did we conduct an online business survey?
- Did we develop a Grow Tomball initiative?
 - Success Stories (Goal is 6) - Podcast (Goal is 2) - Video stories (Goal is 2)
- # of business events produced f in 2022-2023 (Goal is 4)
- # of Project Grants approved for business expansions in 2022-2023



ATTRACTION AND 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.
2. Continue developing and strengthening ties with business allies, site selectors, brokers, and developers.
3. Support infill and redevelopment opportunities to attract new private sector investment.
4. Support local and emerging entrepreneurs.
 - (a) Partner with local landowners, developers, and investors to create co-working spaces.
 - (b) Provide training opportunities.
5. To have 100% of available Business & Technology Park property sold or under contract.
6. Explore needed infrastructure in target areas: identify where TEDC need to invest and entities with which to partner.

How will Goal #2 be Measured in 2022-2023?

- Did we continue to promote Tomball as a community of choice through marketing and branding efforts?
- Did we support infill and redevelopment opportunities?
- Did we support entrepreneurs and encourage co-working spaces?
- Did we provide entrepreneurial training opportunities?
- % of Business & Technology Park sold or under contract by end of 2022-2023
- # of Project Grants approved for new businesses?
- Did we explore infrastructure opportunities?





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.) that enhance Old Town's tourism readiness and experience, starting with alleyway assistance.
 - a. Partner with stakeholders to help minimize construction disruption and to provide additional marketing assistance for those businesses who do experience disruption.
2. Initiate the redevelopment of the South Live Oak Business Park Project.
3. Continue to promote incentives and explore additional ways to encourage upgrades to properties in Old Town.
4. Invest in strategic anchor projects that have the potential to catalyze development in Old Town.
5. Continue to partner with the Greater Tomball Area Chamber of Commerce to further develop and support a shop local initiative.

How will Goal #3 be Measured in 2022-2023?

- Did we support or provide targeted infrastructure improvements in Old Town?
- Did we help minimize construction disruptions and provide marketing assistance?
- Did we pursue redevelopment plans for the South Live Oak Business Park site?
- Did we provide assistance and/or incentives to encourage upgrades to properties in Old Town?
- Did we invest in anchor projects?
- Did we partner with the Chamber to support a shop local initiative?





EDUCATION AND 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 initiatives.

1. Research and evaluate workforce programs and partner with local organizations to define areas of need and interest.
2. Enhance existing STEM initiative to reach more industry partners.
3. 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 a job board for High School Students on the TEDC Website
 - (c) Continue to work with industry partners to create pathways for CTE students to enter the workforce.
 - (d) Create an apprenticeship/internship program.

How will Goal #4 be Measured in 2022-2023?

- Did we evaluate workforce programs and partner with others to identify areas of need/interest?
- Did we expand our reach through STEM initiative?
- Did we support job/career fairs?
- Did we create a high school job board?
- Did we create a youth workforce pathway program?
- Did we create an apprenticeship/internship program?

