

# 2022 – 2023 STRATEGIC PLAN: QUARTERLY UPDATE

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## 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. 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.

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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 Q1 of 2023.
- 4 new success stories have been added to the TEDC website. These will be updated quarterly.
- Staff is working with Beefy Marketing regarding TEDC Sponsored Podcasts.
- Waiting for quotes back from Moffett Productions on Video Productions.
- A business networking event ("Mix N Jingle") is planned for December 8<sup>th</sup> at Paradigm Brewing Co.
- Working with Size Up Tomball- to promote a business intelligence software that is available on the TEDC website.

## **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.
  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.
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### **STATUS/UPDATES**

- Marketing and Branding efforts continue to be updated to reflect a "We Mean Business" theme.
- Initiated a Social Media Campaign to strengthen TEDC's identity and resources.
- Participated as a presenter at Tomball Farmers Market Small Business Class: "Next Steps needed to grow your business to the next level"
- The Tomball Business & Technology Park is currently 78% sold. The sale of Lot 8 will bring us to 100%.
- Ongoing coordination with COT regarding needed infrastructure in target areas.

### **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.) 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.

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#### **STATUS/UPDATES**

- Multiple/ongoing meetings with consultants and city staff regarding alleyways.
- Facilitated numerous meetings with Old Town property owners, tenants and business owners regarding alleyway project.
- 2 Meetings with SLI Group (Build to Suit Architect Firm) regarding renderings for South Live Oak redevelopment.
- Continuing to evaluate catalyst projects including the First Baptist Church site.
- TEDC incentivized successful monthly Shop & Stroll's that were held in Old Town Tomball in June, August, and October.
- Designed the upcoming Shop Local pole banners in partnership with the GTACC.
- Developing a "Made in Tomball" program that will spotlight and support Tomball businesses and products.

#### **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 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.

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#### **STATUS/UPDATES**

- Working with Susan Dixon, Workforce Solutions -Gulf Coast Workforce Board to discuss/apply for High Demand Job Training programs.
- 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 21<sup>st</sup> century skills that students will need.
- 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.