

2022 – 2023 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. 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.

STATUS/UPDATES

- 19 site visits have been conducted with the necessary follow up from each visit.
- A Business Retention and Expansion (BRE) Survey will be sent out March 2023.
- 2 new success stories have been added to the TEDC website. These will be updated quarterly.
- TEDC Podcast are scheduled with Beefy Marketing during Economic Development week in May.
- Both Video Success Stories (Tejas Chocolates & BBQ and Kinsley Armelle) have been completed and added to the TEDC Website.
- "Mix N Jingle" a business networking event was held on December 8th at Paradigm Brewing Co.
- Staff continues to work with clients to provide market data that addresses their needs.

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.
- Social Media Campaign to strengthen TEDC's identity and resources has been established and has active feedback.
- The Tomball Business & Technology Park is currently 100% sold or under contract.
- Tomball has been selected as a top three site in the Houston region for Project Viraj
 - Investment: Plant/Land/Equipment: \$100 - \$150 Million
 - Jobs: - 400 FTEs at peak employment
 - Approximately 500,000 sqft of industrial space

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.

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.
- Block Talk event held December 5th at Public Works for Old Town merchants and property owners.
- Presentation to Board of Directors by potential partners to redevelop South Live Oak.
- Working on Design Contract for amenity package for alleyways.
- Under contract to purchase First Baptist Church site.
- TEDC incentivized successful monthly Shop & Stroll's that were held in Old Town Tomball in December and February.
- 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.

STATUS/UPDATES

- Working with Susan Dixon, Workforce Solutions -Gulf Coast Workforce Board to discuss/apply for High Demand Job Training programs and Jobs & Education for Texans (Jet) Program.
- Met with Robert Andrade, Employer Engagement & Community Outreach Specialist from Texas Workforce Commission to discuss available programs with our local education institutions.
- Working on TEDC Website updates to include a Youth Initiative Page that will showcase available jobs, internships, and apprenticeships in Tomball.
- 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 TISD P-TECH Committee Meetings to further the partnership between TISD, LSC-Tomball, and HCA.
- Working with TISD and Industry partners to launch the 2023 apprenticeship/internship pilot program.