

# Regular Tomball EDC

## Agenda Item

### Data Sheet

Meeting Date: January 13, 2026

#### Topic:

Presentation by Ray Methvin of Insyteful regarding the Target Industry Analysis Report prepared for the Tomball Economic Development Corporation.

#### Background:

The Tomball Economic Development Corporation (TEDC) has been working with Ray Methvin, CEO of Insyteful, to update our Target Industry Analysis (TIA) report. TEDC previously partnered with Insyteful in 2020 to conduct a comprehensive analysis aimed at identifying and supporting industries that align with Tomball's competitive advantages, workforce strengths, and long-term economic potential. This type of analysis provides critical insight into the industries most likely to be attracted to our area, informs business recruitment strategies, and helps position Tomball as a competitive destination for investment.

Since the original report, significant shifts including the impacts of COVID-19 and broader economic changes have altered regional market dynamics, making a data refresh both timely and necessary. The updated TIA reflects current conditions and will serve as a practical tool for TEDC staff, guiding targeted business attraction efforts and informing marketing materials. Upon completion, the updated analysis will be published on the TEDC website to support transparency and strategic alignment.

**Origination:** Kelly Violette, Executive Director

**Recommendation:** Presentation item only.

**Party(ies) responsible for placing this item on agenda:** Kelly Violette

#### FUNDING (IF APPLICABLE)

Are funds specifically designated in the current budget for the full amount required for this purpose?

Yes: \_\_\_\_\_ No: \_\_\_\_\_ If yes, specify Account Number: # \_\_\_\_\_

If no, funds will be transferred from account # \_\_\_\_\_ To account # \_\_\_\_\_

Signed \_\_\_\_\_

Staff Member-TEDC

Date \_\_\_\_\_

Approved by \_\_\_\_\_

Executive Director-TEDC

Date \_\_\_\_\_