

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 2020-2026 Strategic Plan that are to be accomplished in the final year: 2025-2026.

Tomball EDC 2025-2026 Goals:

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





BUSINESS RETENTION & EXPANSION (BRE)

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

1. Conduct 9 BRE on-site or virtual visits per quarter and report feedback from visits to board.
2. Continue the Grow Tomball initiative to highlight and promote local businesses.
 - a. Develop and promote business success stories.
 - b. Continue using YouTube, Google SEO, Instagram Reels, and paid ads.
 - c. Explore creative ways to increase public exposure.
3. Produce programming that meets the needs of the existing industry leaders in Tomball:
 - a. Host annual Mix & Jingle.
 - b. Host annual Outlook Luncheon.
 - c. Partner with City to host a Business Forum to showcase TEDC and City resources to local businesses.
4. Utilize Incentive Policy to help existing industries expand and improve grant awareness.
5. Partner with City on quality-of-life projects to retain and attract industry.

How will Goal #1 be measured in 2025-2026?

of Tomball businesses visited in 2025-2026: __ (Goal is 36)

of written success stories produced and shared: _____ (Goal is 6)

of video success stories produced and shared: _____ (Goal is 2)

of business events that we produced for the benefit of existing business owners in 2025-2026: _____ (Goal is 3)

of Project Grants approved for business expansions in 2025-2026: _____

Quality of life projects approved: _____

TOMBALL ECONOMIC DEVELOPMENT CORPORATION
2025-2026 STRATEGIC WORK PLAN

1. 44 Tomball businesses have been visited for BRE on-site or virtual visits.

- Engaged with an additional 29 businesses at the SYEP Orientation Meeting

2. TEDC has developed and promoted 8 written success stories.

- TPC Real Estate (The Yard)
- Walsh & Albert/Metal Zinc
- Niky's Mini Donuts
- City of Tomball & TEDC Collaboration
- Coaches Cigar Lounge
- LeMaster Law Firm
- Victory Pie Company
- Klauer Manufacturing Company

TEDC has produced and shared 4 video success stories.

- City of Tomball & TEDC Collaboration Video
- Summer Youth Employment Program Videos
- Tomball Foodie Video
- Tomball Shopping Video

3. TEDC has produced programming that meets the needs of existing industry leaders in Tomball

- Annual Outlook Luncheon was held on October 21, 2025
- Annual Mix & Jingle held on December 11, 2025, at Paradigm Brewing Co. from 5:00 – 7:00 pm
- Collaborated with TISD on the Realtors Forum that was held on October 22, 2025
- Partnered with Regions Bank to host a series of Financial Seminars:
 - Seminar #1: Protect Your Business from Fraud – September 23, 2025
 - Seminar #2: How to Obtain Business Credit – October 21, 2025
 - Seminar #3: How Businesses Use Credit – November 4, 2025
- Collaborated with GTACC to host the 2026 Women's Business Summit on April 17, 2026

4. 5 Project Grants have been approved for business expansions.



ATTRACTION AND RECRUITMENT

Attract and secure new businesses and industries that align with Tomball's economic goals and community character.

1. Attract and secure new businesses and industries that align with Tomball's economic goals and community character.
2. Support targeted infill and redevelopment projects to stimulate private sector investment in underutilized areas.
3. Explore public financing tools including Tax Increment Reinvestment Zones (TIRZ) to fund infrastructure improvements that catalyze development and redevelopment.
4. Host webinars and provide training programs that empower local entrepreneurs and support the growth of emerging businesses.
5. Apply the TEDC Incentive Policy as a framework for offering competitive and strategic economic incentives.
6. Conduct an updated Target Industry Analysis to ensure alignment with evolving market trends and economic priorities.
7. Collaborate with Tomball ISD to plan and execute a Developers and Realtors Day to showcase opportunities and foster connections.

How will Goal #2 be measured in 2025-2026?

Did TEDC support infill and redevelopment projects aimed at attracting new private sector investment?

Did TEDC explore TIRZ and TIRZ locations with the City?

Did TEDC host or support educational programming for local entrepreneurs and start-ups?

Was the Incentive Policy used to guide decisions regarding attraction-related economic incentives?

Total Number of Attraction Projects/Grants Approved (FY 2025–2026):_____

1. TEDC has hosted a 4-part Webinar Series to support educational programming for local entrepreneurs and start-ups:
 - Webinar #1: Smart Social Media for Small Business Growth presented by Amanda Trickey, Modern Marketing & Media – held on September 25, 2025
 - Webinar #2: From Fragile to Fearless: The 5 Practices of Cultures That Thrive Under Pressure presented by Brian Wallace, HR Strategies Now – held on November 25, 2025
 - Webinar #3: AI for Small Business: A Deep Dive Into ChatGPT, Prompt Tricks & Emerging AI Tools, presented by Andrew Brockenbush, Beefy Marketing - held on February 17, 2026
 - Webinar #4: Healthy Culture as a Catalyst: The Wellness Advantage, presented by Rob Marmmerstein, CEO, HCA Houston Healthcare Tomball – held on April 16, 2026
2. TEDC has collaborated with TISD on the Realtors Forum that was held on October 22, 2025.
3. TEDC Board of Directors approved the Tomball EDC Incentive Policy on January 13, 2026.
4. TEDC Board of Directors were presented the Tomball EDC Target Industry Analysis by Insyteful on January 13, 2026.
5. 13 Project Grants have been approved for attraction projects.
6. Hosted International site visit with German Company on October 10, 2025.
7. Attended Size-Up training (virtually) to improve on our client hub, learn how to use analytics, ROI Calculator, and the new tools that are offered to our small business. Size up is a tool that the TEDC pays a subscription for to allow small business owners the opportunity to get the market research and business intelligence they need to succeed.
8. Met with Quebec Delegation of Houston November 7, 2025.
9. Hosted 3 site visits with Taiwanese manufacturer under the project name Project Snowflake.
10. Hosted a site visit with Quebec manufacturing company on February 11, 2026.



DEVELOPMENT/REDEVELOPMENT OF OLD TOWN

Foster high-quality investment and redevelopment in Tomball's historic Old Town district.

1. Strategic Infrastructure Improvements:
 - a. Continue collaborating with the City of Tomball on targeted infrastructure enhancements such as alleyway upgrades, expanded parking solutions, improved wayfinding signage, and pedestrian-friendly features.
2. Parking and Mobility Planning:
 - a. Advance efforts to improve access and connectivity in Old Town by initiating a comprehensive parking and mobility study.
3. First Baptist Church Project:
 - a. Identify and engage project partners.
 - b. Launch the design of Phase 1, focusing on the Main Sanctuary and 1949 Chapel, and establish the sequencing for future redevelopment phases.
 - c. Evaluate potential programming and long-term operational models.
 - d. Identify viable funding mechanisms to support the project.
 - e. Conduct a traffic impact analysis to inform site access and flow.
 - f. Finalize architectural renderings and an overall site development plan.
4. South Live Oak Business Park Project:
 - a. Develop a detailed project and financing strategy.
 - b. Engage potential development partners and define development concepts.
 - c. Undertake a feasibility study to assess market demand for hospitality, entertainment, and mixed-use components.
5. Incentive Promotion and Property Upgrades
 - a. Continue marketing incentive programs and explore new tools to stimulate investment and improvements in Old Town properties.
6. Community and Stakeholder Engagement
 - a. Seek partnership opportunities to actively engage the community in Old Town projects and broader redevelopment efforts.
 - b. Explore collaborative opportunities with the Downtown Heart of Tomball Alliance to ensure redevelopment efforts reflect Old Town priorities and support the interests of local merchants.

How will Goal #3 be measured in 2025-2026?

Did TEDC support or provide targeted infrastructure improvements in Old Town?

Did TEDC initiate and complete a Comprehensive Parking and Mobility Study for Old Town?

Did TEDC host at least two public workshops to share study findings and gather feedback?

Did TEDC select FBC project partners?

Did TEDC finalize Phase 1 schematic design for FBC?

Did TEDC define and document a phased development timeline for FBC?

Did TEDC evaluate programming and operations for FBC?

Identify at least two potential funding mechanisms for FBC Redevelopment.

Finalize the traffic impact analysis.

Deliver complete renderings and master site plan for board and council approval.

Did TEDC create a project and financing plan, explore potential development partners and plans, and conduct a feasibility study to determine demand for hospitality and entertainment uses for the South Live Oak Business Park Project?

Did TEDC promote or provide improvement grants and other property upgrade ideas in Old Town?

Did TEDC explore partnership opportunities with community/stakeholder groups and the Downtown Heart of Tomball Alliance?

1. Alleyway entryway monument structures and seat walls have been constructed at the north and south 100 block and the north 200 block alleys.
2. TEDC has been working with AIG Technical consulting firm and has initiated the Parking and Mobility Study. A Parking and Mobility Stakeholder Group has been established and 2 meetings with the consultants have occurred. Meeting #1 was held on June 26, 2025. Meeting #2 was held on August 8, 2025. This study is currently pending the Tomball Legacy Square Feasibility Study findings.
3. TEDC is currently working with Studio Red Architects on the schematic design phase of the Tomball Legacy Square Project.
4. TEDC has selected Webb Management to conduct the Feasibility Study for the Tomball Legacy Square Redevelopment Project, and the study has been initiated.
 - Phase 1 of the Feasibility Study has been completed and was presented to the Tomball Legacy Square Advisory Committee on January 15, 2026.
 - Phase 2 of the Feasibility Study has been completed and presented to the Tomball Legacy Square Advisory Committee, TEDC Board of Directors, and Tomball City Council on May 12, 2026.
5. TEDC has held 2 public meetings regarding the Tomball Legacy Square Redevelopment Project. On July 10, 2025, a public meeting was held at the site with over 200 attendees. A Special Joint TEDC and Tomball City Council Meeting was held on October 2, 2025, for the consultants to present the findings of the first public meeting and to review the scope of the Feasibility Study.
6. TEDC has formed a Board Committee that consists of 3 TEDC Board Members who have had multiple meetings to guide the redevelopment process.
7. The TEDC Board of Directors appointed a 12 member Tomball Legacy Square Advisory Committee at the November 18, 2025, board meeting. TLSAC has had meetings on the following days:
 - January 15, 2026
 - February 19, 2026.
 - March 19, 2026
 - April 16, 2026
 - May 12, 2026
 - Next meeting to be held June 25, 2026
8. TEDC has continued to update the Tomball Legacy Square webpage on the TEDC website to provide information and updates regarding the redevelopment project.
9. The Tomball EDC has installed a new parking sign on Main Street directing people to the Tomball Legacy Square parking lots.
10. TEDC has had ongoing meetings with Synchro regarding concept and site design for South Live Oak.
11. The Tomball EDC Board of Directors approved a marketing grant with the Heart of Tomball Alliance.
12. The BR&E Committee has approved 37 Business Improvement Grants in the 2025-2026 fiscal year
13. The BR&E Committee has approved 3 Old Town Façade Improvement Grants in the 2025-2026 fiscal year.



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 programs and workforce initiatives.

1. Serve as Liaison between Industry & Education partners.
 - a. P-TECH Steering Committee with Lone Star College-Tomball, TISD, and HCA officials.
 - b. TISD - CTE Advisory Board to create pathways for CTE students to enter the workforce and gain work-based learning credentials with industry partners.
 - c. Lone Star College Core Design Team for reimaging and design of Lone Star College – Tomball.
2. Work with our Regional Workforce Board and Texas Workforce Commission on available resources for local industries.
3. Partner with local/regional education institutions to:
 - a. Host job/career fairs.
 - b. Maintain a job board for High School and College Students on the TEDC Website.
 - c. Research funding partners for Internship/Apprenticeship Program.
 - d. Work with TISD on their Teacher Externship Program.
4. Summer Youth Employment Program (SYEP):
 - a. Hire intern and integrate them into the SYEP process.
 - b. Expand the program by securing additional participating businesses and student interns.
 - c. Produce marketing materials to promote program.
 - d. Host business meetings at critical check points.
 - e. Conduct post-interviews with student interns.
 - f. Speak at education institutions to promote the program.

How will Goal #4 be measured in 2025-2026?

Did we continue to serve as Liaison between Industry & Education partners?

Did we work with our Regional Workforce Board and Texas Workforce Commission on available resources for local industries?

Did we partner with local/regional education institutions to: Host job/career fairs, _____ maintain a job board for High School and College Students on the TEDC website, _____ research funding partners for internship/apprenticeship program, _____ and work with TISD in their Teacher Externship Program? _____

Did we hire an intern and integrate them, _____ expand the program by securing additional businesses and student interns, _____ produce marketing materials, _____ host business meetings at critical check points, _____ conduct post-interviews with student interns, _____ and speak at education institutions to promote the Summer Youth Employment Program (SYEP)? _____

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1. TEDC partnered with Lone Star College – Tomball to host a Community Career Fair held on April 28, 2026, at Lone Star College – Tomball Beckendorf Conference Center.
2. TEDC partnered with Lone Star College – Tomball on an Employer Partnership Luncheon that was held on November 5, 2025.
3. TEDC hired an intern, Ava Simmons for Summer 2025 and is currently hosting Ava for the TISD practicum.
4. TEDC completed a mid-point check-in with SYEP businesses on July 17, 2025.
5. TEDC completed site visits with SYEP businesses and met with the interns in July 2025.
6. TEDC met with President of North Houston Association to collaborate on regional workforce goals.
7. TEDC has partnered with SHSU Polytechnic College to build the next generation workforce discussion.
8. TEDC has completed the 2025 Summer Youth Employment Program and continues to move forward promoting and engaging with potential applicants for the 2026 Summer Youth Employment Program.
9. Serve on LSC-Tomball Education Design Lab on a special Reimagining Community Colleges Design Challenge project and the GPA+ initiative.
10. Serve on TISD Academy of Healthcare Steering Committee. Attended meeting on September 11, 2025.
11. TEDC has formed a SYEP Committee using participating businesses, interns, and community stakeholders. Committee met on Oct. 27th and Nov. 13th and January 15th.
12. Working with TISD to connect Tomball businesses to Career & Technical Education Internship Openings.
13. 2026 Summer Youth Employment Program:
 - 47 participating businesses
 - 92 internship opportunities across multiple industries
 - 250 internship applications received
14. SYEP Q&A Hour for parents or interns to be able to ask questions about SYEP held on February 24th 3PM-4PM via Zoom.
15. TEDC held a Summer Youth Employment Program Business Orientation lunch on April 9, 2026.
16. TEDC has updated all SYEP print marketing materials for businesses and interns.
17. TEDC completed updates to SYEP webpage with new marketing videos and tutorials.
18. Continue to speak and meet with our educational partners regarding SYEP.
19. TEDC met with Gulf Coast Workforce Solutions and Texas Workforce Solutions to see how to collaborate on the SYEP.



OPERATIONS

Strengthen Organizational Communication, Education, and Transparency.

1. Enhance the TEDC's visibility, internal knowledge, and stakeholder engagement through consistent communication, training, and public outreach.
 - a. Encourage Board/Council attendance at training sessions including the annual State of Texas Economic Development Sales Tax Workshop.
 - b. Maintain and regularly update the TEDC website and digital materials to ensure accurate, accessible, and user-friendly content.
 - c. Conduct a Board Development Workshop titled "Understanding the Economic Development Process", and invite City Council, City leadership, and other strategic partners.
 - d. Provide monthly TEDC updates at City Council Workshops.
 - e. Deliver a keynote update at a Greater Tomball Area Chamber of Commerce Luncheon annually.
2. Identify staffing needs by assessing gaps, cross-training opportunities, and potential role adjustments to support organizational growth and flexibility.
3. Develop a succession planning framework and invest in staff development, training, and wellness to strengthen leadership continuity, retention, and overall team performance.
4. Conduct regular compensation surveys to benchmark salaries and benefits against industry standards, ensure internal equity, and support competitive, transparent, and data-informed compensation practices.

How will Goal #5 be measured in 2025-2026?

Did TEDC provide training workshops for Board and Council?

Did TEDC maintain/evolve website and online materials?

Did TEDC offer an Economic Development Process Overview Workshop?

Did TEDC give regular updates to City Council?

Did TEDC speak at a GTACC Luncheon?

Did TEDC complete a staffing and workload assessment?

Did TEDC create a succession plan?

Did TEDC invest in development/training opportunities to staff?

Did TEDC establish a standard schedule for compensation surveys (e.g., biennial or annual)?

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1. TEDC's social media presence has ramped up considerably, actively promoting numerous programs, initiatives, and community involvement opportunities.
2. TEDC has provided a Texas Economic Development Council Sales Tax Training opportunity for Board and Council members that was held on November 14, 2025 in Houston, Texas.
3. TEDC has maintained and enhanced the website with updates to the Summer Youth Employment Program webpage as well as the addition of the Tomball Legacy Square webpage.
4. Monthly updates continue to be provided at City Council Workshops, ensuring alignment between TEDC activities and City objectives.
5. TEDC Staff was the keynote speaker at the Greater Tomball Area Chamber of Commerce First Friday Luncheon on March 6, 2026.
6. Work has begun on a succession planning framework that supports leadership continuity and staff growth.
 - Staff Development Session was held on January 14, 2026 to identify framework for future growth of the Organization.
 - TEDC Board of Directors approved a Marketing & Communications Manager position and an Economic Development Coordinator position and TEDC Staff is in the interview process.
 - TEDC Staff held virtual and in-person interviews with applicants for the Marketing and Communications manager position and have made an offer.
 - TEDC Staff is in the process of conducting virtual interviews for the Economic Development Coordinator position and will hold in-person interviews over the next two weeks.
7. TEDC Staff has attended Texas Economic Development Council, International Economic Development Council, Southern Economic Development Council, American Planning Association, and Community Development Institute conferences and trainings.