

Regular Tomball EDC Agenda Item Data Sheet

Meeting Date: November 12, 2024

Topic:

Consideration and possible action to approve strategically located billboards aimed at enhancing the overall visibility and economic growth of our downtown district.

Background:

Many downtown businesses have expressed a need for greater marketing assistance to help draw visitors to the area. Investing in billboards is a direct response to their requests and demonstrates our commitment to supporting the economic well-being of all businesses in Old Town Tomball.

Outdoor advertising, such as billboards, is a time-tested method for reaching a broad audience. By situating billboards at high-traffic locations near main roads leading into Tomball, we can attract both local residents and visitors, encouraging them to explore the historic and vibrant offerings of Old Town Tomball.

Benefits:

1. High Visibility and Reach:

Billboards provide continuous exposure, 24/7, unlike other media that might only be seen at certain times. A well-placed billboard can be viewed by thousands of drivers daily, positioning Old Town Tomball as a key destination in their minds.

2. Targeted Marketing:

By strategically placing the billboards on major routes into the area, we can specifically target potential visitors traveling from nearby cities or popular routes. This targeted approach ensures that people who might be inclined to stop and visit Old Town are reached effectively.

3. Increased Foot Traffic and Economic Impact:

Encouraging more people to visit Old Town Tomball can lead to significant economic benefits for local businesses. More visitors mean more shoppers, diners, and participants in local activities, all of which contribute to the growth and prosperity of our community.

4. Enhanced Community Image:

Eye-catching and attractive billboards that promote the unique charm, events, and attractions of Old Town Tomball can help build a strong community image. This supports the town's reputation as a vibrant and inviting place to visit, contributing to long-term tourism and local pride.

Proposed Billboard Details:

- **Design Theme:** Highlight Old Town Tomball's rich history, local shops, dining experiences, and cultural events. The design should be vibrant and inviting, using compelling imagery that showcases the essence of the town.

• **Proposed Placement Locations:**

1. “Welcome to Old Town Tomball” theme billboard on FM 2920

- Panel ID: 008009 (FM 2920 NS 20ft E/O Sycamore)

2. “Discover Old Town Tomball” theme billboard on FM 1488

- Panel ID: 009927 (FM 1488 NS 0.4mi W/O Egypt Community F/W)

- **Duration:** A one-year contract to measure impact and gather data on visitor growth and engagement.

Origination: Kelly Violette, Executive Director

Recommendation: Staff recommends approval.

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: X No: _____ If yes, specify Account Number: # Professional Services

If no, funds will be transferred from account # _____ To account # _____

Signed _____ Approved by _____
Staff Member-TEDC Date Executive Director-TEDC Date