

# Regular Tomball EDC Agenda Item Data Sheet

Meeting Date: April 14, 2026

## Topic:

Consideration and possible action by Tomball EDC to approve, as a Project of the Corporation, an agreement with the Heart of Tomball Alliance to make direct incentives to, or expenditures for, advertising, promotion, and event marketing for Old Town Tomball, as authorized under Section 505.158 of the Texas Local Government Code. The estimated total amount of expenditures is an amount not to exceed \$53,147.00.

- Public Hearing

## Background:

The Heart of Tomball Alliance has submitted a grant request to the Tomball Economic Development Corporation in the amount of \$53,147 to expand downtown programming, marketing, and visitor circulation. The request aims to increase economic activity, support small businesses, enhance the visitor experience, and strengthen Old Town Tomball's competitiveness within the greater Houston region.

Formed in 2024 with support from TEDC and guidance from City Council, the Texas Downtown Association, and Opportunity Strategies, the Alliance represents approximately 36 downtown businesses. Its programming—particularly Shop & Stroll events—has demonstrated measurable economic impact by driving foot traffic, increasing retail sales, and reinforcing downtown as a regional destination.

The proposal focuses on expanding seven annual events supported by coordinated regional marketing, an enhanced website, and continued event programming. It also introduces a visitor safety initiative, including a circulator shuttle service during high-attendance events to improve pedestrian safety and encourage broader engagement across the district.

## Below is a breakdown of the request:

- **Marketing & Advertising (7 events @ \$2,500 + ad management): \$22,900**
- **Event Materials (Décor, signage, supplies): \$14,000**
- **Website Design & Development: \$9,997**
- **Circulator Shuttle Service (\$1,250 per event × 5 events): \$6,250**

**TOTAL GRANT AMOUNT REQUESTED: \$53,147.00**

This request aligns with the TEDC Strategic Plan, specifically **Goal 3**, which calls for exploring collaborative opportunities with the Heart of Tomball Alliance to ensure efforts reflect Old Town priorities and support the interests of local merchants.

The project qualifies under Type B sales tax legislation, as it supports marketing and promotional activities that advance new and expanded business development. Overall, the proposal represents a targeted investment in sustaining and growing the economic vitality of Old Town Tomball.

**Origination:** Heart of Tomball Alliance

**Recommendation:**

Approval of the Agreement with Heart of Tomball Alliance

**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: # Old Town Projects

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

Signed \_\_\_\_\_  
Staff Member-TEDC Date

Approved by \_\_\_\_\_  
Executive Director-TEDC Date