

TOMBALL

ECONOMIC DEVELOPMENT CORP.

TO: Honorable Mayor and City Council

FROM: Kelly Violette
Executive Director

MEETING DATE: August 16, 2021

SUBJECT: Beefy Marketing, LLC

ITEM TYPE: Action

The Tomball Economic Development Corporation has received a request from Andrew Brockenbush, Owner of Beefy Marketing, LLC, for funding assistance through the TEDC's Rental Incentive Program for a digital marketing company.

Beefy Marketing, LLC was established in 2013 and provides marketing, branding, and web design services. According to the request letter, the company's growth is necessitating a physical space where clients can meet and collaborate with the team.

The proposed location is a 1,410 square foot lease space in the Rosewood Office Condo development located on Village Square Drive. Mr. Brockenbush plans to upgrade the space to include a dedicated podcast and video studio that will be available to the public to rent.

The goal of the TEDC's Rental Incentive Program is to assist in the establishment of new businesses in existing vacant spaces and to stimulate commercial investment in the City of Tomball. In accordance with the Rental Incentive Program Policy, the proposed performance agreement is for 25% of the base monthly rent for the first year of operation only.

The lease agreement that was submitted in conjunction with the request letter shows a three-year lease commitment with a monthly rent amount of \$ 2,000.00 for the first year and a rent increase in years two and three. The proposed grant amount is \$6,000.00, payable after the first year of operation based on landlord verification of rents paid and meeting the performance agreement criteria.

Although this project does not create primary jobs, it does promote the development and expansion of business enterprise, which is considered a permissible project as outlined in Texas Economic Development Legislation. If this project is approved, it will go to the Tomball City Council for final approval by resolution at two separate readings.