

Regular Tomball EDC Agenda Item Data Sheet

Meeting Date: February 10, 2026

Topic:

Presentation by the Tomball Legacy Square Board Committee regarding Phase 1 of the Webb Management Feasibility Study.

Background:

Phase One of the Tomball Legacy Square Feasibility Assessment has been presented to the full Advisory Committee for review and feedback. This phase focused on market conditions, community needs, existing facilities, and alignment with City and TEDC goals. Below is a summary of key findings and recommendations from the Phase One Assessment:

Key Findings

- The analysis identified a clear **potential audience** for performances, education programs, meetings, and community events within Tomball and the surrounding 30-minute drive area, supported by population growth and above-average spending on arts and entertainment.
- There is demonstrated **demand from local and regional arts organizations** for performance, exhibition, education, and event spaces, alongside identified gaps in the existing facility inventory.
- Development of new or enhanced facilities at Legacy Square aligns with **community and economic development goals**, including improving quality of life, strengthening Tomball's regional identity, expanding arts education opportunities, and supporting the creation of a cultural district in Old Town Tomball.

Key Recommendations

- Develop a **flexible main performance space** with a capacity of approximately 800–1,000 seats to accommodate a range of programming, including performances, speakers, film, and special events.
- Provide **dedicated exhibit space** to showcase local and regional artists, ideally curated in partnership with established arts organizations.
- Establish an **arts education center** with rehearsal, teaching, and support spaces to serve multiple disciplines and education partners.
- Incorporate an **outdoor event and gathering space** that can support community events, festivals, and passive use, while integrating public art and strengthening Legacy Square's role as a civic destination.

Phase Two: Business Plan

Phase Two of the Legacy Square study will build upon the findings and recommendations from Phase One by developing a detailed **business and implementation plan**. This phase will evaluate operating models, governance and staffing needs, programming strategies, facility management, and financial feasibility. Phase Two will also include a pro-form operating budget, assessment of economic impacts,

benchmarking against comparable facilities, and identification of a critical path for implementation to inform future decision-making.

Origination: Tomball Legacy Square Board Committee

Recommendation: Presentation item only; no Board action required.

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 _____