



CREATION OF A THREE-YEAR STRATEGIC PLAN FOR THE TOMBALL ECONOMIC DEVELOPMENT CORPORATION

Civic Solutions Partnership LLC

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01. COVER LETTER

Ms. Kelly Violette
Executive Director
Tomball Economic Development Corporation
kviolette@tomballtxedc.org

Re: RFQ NO. 2025-02-TEDC – Professional Economic Development Consulting Services

Dear Ms. Violette:

We are honored and genuinely excited to be selected to partner with the Tomball Economic Development Corporation on the development of its next Three-Year Strategic Plan.

Tomball is entering a pivotal period. The City has done the important work of clarifying direction through its updated Comprehensive Plan. The opportunity now is to translate that vision into focused economic development priorities that the TEDC can operationalize, measure, and adapt over time. In a competitive northwest Houston market, where many communities are pursuing the same employers, talent, and investment, clarity of role and disciplined execution will distinguish Tomball.

The TEDC's Type B authority provides meaningful flexibility. It enables strategic investment in business retention and attraction, workforce partnerships, quality of place, and catalytic initiatives such as Old Town. The strategic plan must make deliberate choices about where the TEDC will lead, where it will support, and how it will deploy its resources for maximum impact over the next three years.

Civic Solutions Partnership brings both national perspective and on-the-ground judgment to this work. Our principals have advised communities across Texas and the country while also serving in senior leadership roles inside cities and economic development organizations. That experience allows us to design strategies that are not only aspirational, but executable within real organizational, political, and fiscal constraints.

Attached is a proposed scope of work that reflects our recent discussions and aligns with the established budget parameters. The scope is structured to be collaborative and data-informed, while remaining practical and focused. It culminates in clear strategic priorities, defined performance measures, and a Year One Action Plan that provides immediate direction for staff and Board leadership.

We are excited to begin this work and to partner closely with you and the Board in shaping a strategy that is disciplined, actionable, and responsive to Tomball's evolving market position.

Thank you again for the opportunity. We look forward to the next steps and to formally launching the project together.

Sincerely,



Steven Pedigo
Co-Founder, CivicSol



Laura Huffman
CEO + Co-Founder, CivicSol

02. FIRM EXPERIENCE

CIVICSOL: ECONOMIC DEVELOPMENT STRATEGY DESIGNED FOR IMPLEMENTATION

Civic Solutions Partnership (CivicSol) is a women-owned economic development and public strategy firm focused on helping communities design and implement economic development strategies that work in practice. Our core work is economic development strategy. Over the past two decades, our principals have advised more than 100 communities across the country on business retention and expansion, target sector development, workforce alignment, downtown and corridor revitalization, and economic development organization effectiveness.

What distinguishes CivicSol is the combination of national consulting perspective and practitioner-level judgment. Our principals bring decades of experience advising communities across diverse markets, paired with senior leadership roles inside cities, chambers, and economic development organizations. This combination allows us to recognize patterns across places, apply proven approaches thoughtfully, and design strategies that reflect real organizational capacity, governance structures, and fiscal and political constraints.

Our work is grounded in a simple principle: strategy only matters if it can be executed. CivicSol focuses on clarity, prioritization, and accountability so that plans move from adoption to sustained action.

WHAT CIVICSOL BRINGS TO TOMBALL

Across our national and Texas-based work, CivicSol is known for several strengths that are directly relevant to the Tomball Economic Development Corporation.

Implementation-focused strategy

We design strategies with clear priorities, defined responsibilities, and measurable outcomes. Every plan includes a phased roadmap, performance indicators, and a Year One Action Plan that gives staff and leadership a practical starting point.

Market-informed positioning

Our approach integrates labor market intelligence, peer benchmarking, and target sector analysis to help communities make deliberate choices about where to compete. We emphasize realistic opportunities grounded in workforce availability, product readiness, and regional market dynamics.

Business retention and expansion systems

CivicSol helps EDCs move from informal outreach to structured BRE programs that surface employer needs, identify expansion opportunities, and improve coordination across City departments and partner organizations.

Type B EDC fluency

We bring deep experience working with Texas Type B economic development corporations. CivicSol understands the flexibility and constraints of Type B tools and helps EDCs align incentives, workforce investments, redevelopment efforts, and quality-of-place initiatives with clear strategic priorities.

Board- and staff-ready plans

Our strategies are designed to support governance and operations. Boards can use them to set direction and measure progress. Staff can use them to guide decisions, coordinate partners, and communicate results clearly and consistently.

WHERE THIS HAS WORKED

The following examples illustrate how CivicSol applies these strengths in communities facing dynamics similar to Tomball's.

Austin, Texas – Infrastructure Academy

CivicSol designed and launched the Austin Infrastructure Academy, a workforce platform supporting more than \$25 billion in regional infrastructure investment. The initiative aligned employers, training providers, workforce boards, and City leadership around a shared implementation model, creating clear career pathways tied to real labor demand. The Academy received the National Association of Workforce Boards' 2024 Trailblazer Award, demonstrating CivicSol's ability to connect economic development strategy, workforce systems, and implementation at scale.

Terrell, Texas – Economic Development Strategy

Located within the Dallas–Fort Worth metroplex, Terrell faced intense regional competition and pressure to define a distinct economic role. CivicSol led a comprehensive strategic planning effort combining target sector analysis, workforce alignment, stakeholder engagement, and an implementation roadmap tailored to the EDC's capacity. The resulting strategy positioned Terrell to leverage its location while maintaining community character and focusing resources where they would have the greatest impact.

Mesquite, Texas – Five-Year Economic Development Strategy

CivicSol supported Mesquite in refining its economic development approach within a competitive DFW market by clarifying priorities, strengthening business retention efforts, and aligning workforce and land use strategies with long-term goals. The plan emphasized accountability, performance measurement, and practical implementation, helping position Mesquite as one of the region's leading communities for investment.

Additional relevant examples are summarized in the Work Samples section.

WHY OUR EXPERIENCE MATTERS FOR TOMBALL

Tomball's next strategic plan must balance regional competition, evolving workforce needs, redevelopment priorities, and high expectations from Board and City leadership. CivicSol's experience across Texas and nationally positions us to help the TEDC make clear choices, align its tools effectively, and move from planning to action with confidence.

03. PROJECT TEAM

LEADERSHIP TEAM

A SENIOR, HANDS-ON TEAM

Tomball's strategic plan will be led and delivered by a small, senior team with deep experience in economic development strategy, workforce alignment, and implementation. CivicSol's approach emphasizes direct involvement by firm leadership, supported by targeted analytical and design expertise. The team is structured to provide continuity, judgment, and responsiveness throughout the project.

The individuals listed below will be directly engaged in the work, from project initiation through final plan adoption.



Steven Pedigo is a nationally recognized economic development strategist with more than 25 years of experience advising communities across the United States. He has led or contributed to over 100 economic development and workforce strategies, working with cities, regions, universities, and economic development organizations in markets ranging from fast-growing metropolitan areas to rural and emerging communities.

Steven brings a broad perspective shaped by decades of consulting across different economic contexts. He helps communities clarify competitive positioning, identify realistic opportunities, and translate analysis into focused strategic choices. His experience allows Tomball to benefit from pattern recognition across markets while tailoring recommendations to local conditions.

Steven has worked extensively in Texas and understands the governance, political, and market dynamics facing Type B economic development corporations. His involvement ensures the strategic framework reflects both national best practices and practical implementation realities.



Laura Huffman brings more than 25 years of senior leadership experience in city management, regional economic development, and public-private collaboration. Her background includes serving as Assistant City Manager for the City of Austin, Deputy City Manager for the City of San Marcos, and CEO of the Greater Austin Chamber of Commerce.

Laura specializes in translating strategy into action within real organizational and fiscal constraints. She has led downtown redevelopment efforts, workforce initiatives, and economic strategies that required close coordination between elected officials, boards, staff, and external partners. Her experience ensures Tomball's strategic plan is grounded in operational reality and aligned with how decisions are actually made and implemented.

Laura's work emphasizes clarity, accountability, and coordination—helping organizations move from ambitious goals to sustained execution.



Clara Belk brings expertise in economic research, stakeholder engagement, and strategic synthesis. She has worked on economic development and workforce strategies for communities across Texas and nationally, supporting peer benchmarking, industry analysis, engagement design, and implementation planning.

Clara plays a key role in coordinating engagement, translating data into clear insights, and ensuring that stakeholder input meaningfully shapes the strategy. Her work supports development of the Year One Action Plan, performance measures, and implementation tools that TEDC staff can use day to day.



Emily Spivak will design the final strategic plan document and create compelling visual materials that effectively communicate Tomball's economic development story to stakeholders, businesses, and the broader community.

04. PROJECT APPROACH AND TIMELINE

PROJECT UNDERSTANDING

Tomball is competing in one of the most active and crowded economic development markets in the Houston region. Many peer communities share similar assets: access to major corridors, growing populations, expanding medical and professional services, and proximity to regional employment centers. In this environment, success depends less on having a long list of initiatives and more on making clear, disciplined choices about where to compete and how to differentiate.

The Tomball Economic Development Corporation is well positioned to play a strategic role in those choices. As a Type B organization, the TEDC has flexibility to support business retention and expansion, targeted recruitment, workforce alignment, redevelopment, and quality-of-place investments. The challenge over the next three years is not identifying everything Tomball could do, but determining where the TEDC's tools and resources can have the greatest impact.

This strategic plan must therefore sharpen Tomball's competitive positioning. It should identify the business types and sectors that best align with Tomball's workforce, real estate conditions, infrastructure, and community character. It should clarify how Old Town fits into the broader economic strategy, not as a standalone project, but as part of Tomball's market identity and value proposition. And it should focus attention on strengthening existing businesses while selectively pursuing new investment that reinforces long-term goals.

Just as importantly, the plan must be practical. The TEDC's next strategy needs to translate market analysis and stakeholder input into a focused set of priorities that staff, the Board, and City leadership can act on immediately. That means clear goals, defined roles, measurable outcomes, and a Year One Action Plan that initiates progress rather than postponing it.

CivicSol's approach is designed to support these decisions. By combining targeted market analysis with direct input from employers, developers, and community partners, and by validating priorities through a structured leadership retreat, we help communities move from broad ambition to clear direction. The result is a strategic plan that helps Tomball compete effectively, invest deliberately, and move forward with confidence.

KEY STRATEGIC CHALLENGES AND OPPORTUNITIES

- **Market Position and Targeted Business Attraction.** Tomball sits in a high-growth corridor with strong potential in healthcare, professional services, light industrial, and small office users. To compete, the City needs sharper positioning, clearer target sectors, and stronger differentiation from peers along SH 249 and the Grand Parkway.
- **Business Retention and Expansion (BRE).** Existing employers drive Tomball's economy. A more structured, proactive BRE model is needed to understand needs, resolve barriers, identify expansion opportunities, and maintain consistent outreach and coordination.
- **Workforce and Talent Alignment.** Employers face talent shortages and shifting skill demands. Tomball must strengthen alignment with workforce boards, Lone Star College, ISDs, and training partners to address skills gaps and connect residents to local jobs.

- **Entrepreneurship and Small-Business Support.** Small businesses—especially in Old Town—anchor Tomball’s character and economy. Improving access to space, capital, technical assistance, and visibility will support stability and growth.
- **Redevelopment and Product Readiness.** Strategic redevelopment and infill, particularly in Old Town and other priority areas, will be important to supporting commercial, medical, and industrial growth. Aligning land use, incentives, and infrastructure with economic priorities is essential to support long-term competitiveness.
- **Regional Competition and Positioning.** Tomball competes with some of the region’s fastest-growing suburban markets. Clear market positioning is critical to attract employers, talent, and investment in a crowded landscape.
- **Organizational Effectiveness and Type B Tools.** As a Type B corporation, the EDC has flexible tools for business support, redevelopment, workforce, and quality-of-place investments. The strategy must clarify priorities, strengthen systems, and ensure programs, incentives, and partnerships align with the EDC’s future role.

SCOPE OF WORK

We propose a four-phase scope of work, running from February through June 2026, that moves from discovery to economic research and stakeholder engagement, ending with implementation. Each phase includes defined deliverables, bi-weekly check-ins, and milestone moments for feedback and alignment. Our methodology is iterative and participatory, ensuring the final strategic plan is evidence-based and stakeholder-informed

01. LAUNCHING TOMBALL’S STRATEGIC PLANNING PROCESS	<i>February - March 2026</i>
02. MAPPING TOMBALL’S ECONOMY AND MARKET POSITION	<i>March 2026</i>
03. LISTENING TO TOMBALL	<i>April - May 2026</i>
04. BUILDING THE STRATEGY AND ACTIVATING THE PLAN	<i>May - June 2026</i>

PHASE 01. LAUNCHING TOMBALL’S STRATEGIC PLANNING PROCESS

FEBRUARY-MARCH 2026

WHY THIS MATTERS

Tomball’s economy is evolving, and many partners shape that trajectory—the City, the EDC, employers, developers, small businesses, the Chamber, Lone Star College, and civic organizations. With so many actors influencing workforce, business climate, redevelopment, and small-business growth, the strategy must start with alignment. Phase 1 does this by confirming priorities, setting expectations, and ensuring the analysis and engagement that follow are focused on the strategic decisions Tomball needs to make over the next three years.

WHAT WE WILL DELIVER

1.1 PROJECT KICKOFF AND ALIGNMENT SESSION	CivicSol will facilitate a kickoff with the Tomball EDC team to confirm project goals, roles, milestones, and communication. We will share early observations and test initial priorities to ensure the work starts with clarity and alignment.
1.2 WORK PLAN, ENGAGEMENT CALENDAR, AND STEERING COMMITTEE	We will prepare a concise work plan and engagement calendar outlining tasks, deliverables, decision points, and the full schedule of interviews, roundtables, Steering Committee meetings, the retreat, Board briefings, and Council updates. This plan becomes the roadmap that keeps the project aligned and moving. CivicSol will also help establish a small Steering Committee to guide the work, validate findings, and ensure the strategy reflects Tomball’s priorities and operational realities.
1.3 REVIEW OF PLANS, DATA, AND MARKET CONTEXT	CivicSol will review the City’s Comprehensive Plan, the Tomball EDC Strategic Work Plan, incentive policies, capital plans, corridor studies, development activity, and recent market analyses. Specific attention will be given to land use and redevelopment priorities in the Comprehensive Plan, including the City’s vision for Old Town as a focal point for economic activity, small business, and placemaking. This review will surface early themes, alignment opportunities, and contextual factors that will shape Phase 02.
1.4 IN-MARKET VISIT, ECONOMIC FIELD TOUR, STEERING COMMITTEE WORKSHOP #1	<div>CivicSol will conduct an in-market visit to deepen our understanding of Tomball’s economic environment. This visit will include:</div> <div><div>→ Steering Committee Meeting #1 to confirm priorities and success measures</div><div>→ A city tour of major employment areas, business parks, commercial corridors, and Downtown/Old Town</div><div>→ 6–8 early discovery interviews with elected officials, EDC board members and other stakeholders.</div></div>

WHAT TOMBALL GAINS

→ Early alignment between the Tomball EDC, City partners, and key stakeholders

→ A clear project roadmap that drives momentum and accountability

→ A focused Steering Committee that supports coordination and decision-making

→ On-the-ground insights from employers and partners before deeper analysis begins

→ A strong foundation for building a credible and actionable strategic plan

PHASE 02. MAPPING TOMBALL'S ECONOMY AND MARKET POSITION

MARCH 2026

WHY THIS MATTERS

Phase 2 builds a clear, decision-ready understanding of how Tomball competes within the northwest Houston market. Rather than producing exhaustive analysis, this phase focuses on identifying the market dynamics, sector opportunities, and constraints that should shape Tomball’s strategic choices over the next three years.

WHAT WE WILL DELIVER

2.1 PEER BENCHMARKING ASSESSMENT	Analyze Tomball’s demographic, economic, workforce, and quality-of-place indicators relative to a set of 8-10 peer communities in the Houston region and comparable high-growth suburban markets. This analysis will clarify where Tomball is outperforming peers, where gaps exist, and which factors most influence business location and expansion decisions. As part of this analysis, we will also review Tomball’s current cluster analysis for alignment.
2.2 BUSINESS RETENTION AND EXPANSION (BRE) AND INCENTIVE PROGRAM REVIEW	CivicSol will review current BRE outreach practices, employer communication approaches, follow-up systems, and support services. We will also review the EDC’s existing incentive policy and tools to ensure alignment with recruitment, expansion, redevelopment, and small-business objectives.
2.3 LAND USE, OLD TOWN REDEVELOPMENT, AND PRODUCT READINESS REVIEW	CivicSol will review relevant land use, zoning, redevelopment, and infrastructure materials related to Old Town and other priority commercial areas identified in the Comprehensive Plan to ensure alignment with the proposed economic development study. The purpose of this review is to confirm consistency between adopted planning documents and the TEDC’s business retention, attraction, and small-business objectives.
2.4 STEERING COMMITTEE BRIEFING #2	CivicSol will brief the Steering Committee via a virtual session on key findings from the benchmarking, sector analysis, EDC review, and BRE assessment. This session will validate insights, confirm priority issues, and shape the direction of Phase 03 engagement and the Phase 04 retreat.

WHAT TOMBALL GAINS

→ A data-driven understanding of Tomball’s competitive position

→ Refined Insight into the clusters and opportunities with the strongest near-term potential

→ A practical assessment of EDC tools, systems, and operational capacity

→ A shared baseline that frames strategic choices and guides decision-making

PHASE 03. LISTENING TO TOMBALL

APRIL 2026

WHY THIS MATTERS

A strong economic development strategy reflects both market realities and the experience of the businesses and partners operating in the community. For Tomball, engagement is essential not only to gather input, but to test assumptions, surface constraints early, and build shared understanding among the TEDC, City leadership, and the private sector. Focused engagement in this phase helps ensure the final strategy is grounded, aligned, and positioned for smooth adoption and implementation.

WHAT WE WILL DELIVER

3.1 STAKEHOLDER INTERVIEW SERIES	CivicSol will conduct 10–12 structured interviews with the EDC Board, City leadership, major employers, small-business owners, developers, brokers, education and workforce institutions, and civic partners. These conversations will surface business climate needs, workforce issues, development constraints, and emerging opportunities that should shape the strategy.
3.2 BUSINESS AND STAKEHOLDER ROUNDTABLES	CivicSol will convene 6–8 roundtables with employers, small businesses, developers, brokers, and education and workforce partners. These sessions will explore Tomball’s workforce needs, business retention challenges, product readiness, small-business environment, and the experiences of Downtown and Old Town businesses. Roundtables enable stakeholders to react to early findings and identify opportunities the EDC can influence over the next three years.
3.3 ENGAGEMENT SUMMARY SYNTHESIS	CivicSol will prepare an Engagement Summary synthesizing all insights from interviews, roundtables, and survey results. It becomes a key input for the Phase 04 retreat and the development of the Strategic Framework

WHAT TOMBALL GAINS

→ Direct insight from stakeholders who shape the local economy

→ A clear understanding of business climate needs and growth opportunities

→ Practical input that validates or challenges the data

→ Stronger alignment across employers, developers, educators, and civic partners

→ A grounded foundation for the Strategic Framework and three-year plan

PHASE 04. BUILDING THE STRATEGY AND ACTIVATING THE PLAN

MAY – JUNE 2026

WHY THIS MATTERS

A strategic plan only succeeds if it helps leaders make decisions and guides action once the process is complete. For Tomball, this phase is about converting market analysis and stakeholder input into a focused strategy that clarifies priorities, aligns the TEDC’s tools and resources, and sets the organization up for effective implementation over the next three years. This phase ensures the plan is actionable, measurable, and ready to use from day one.

WHAT WE WILL DELIVER

4.1 STRATEGIC FRAMEWORK DEVELOPMENT	CivicSol will integrate baseline findings, stakeholder input, and Steering Committee guidance into a unified Strategic Framework. The framework will include a draft vision, measurable goals, priority strategies, and supporting actions. It will identify where the Tomball EDC can have the greatest impact and outline the tools, partnerships, and resources required to support implementation.
4.2 LEADERSHIP RETREAT	CivicSol will facilitate a strategic leadership retreat (consistent with RFQ requirements) with the TEDC Board, City Council, City leadership, and staff to refine and validate the Strategic Framework. The retreat will test key assumptions, confirm focus areas, clarify roles and responsibilities, and identify the 5–7 high-impact actions that should anchor the first year of implementation. This session ensures the plan is grounded, realistic, and supported by leadership before finalization.
4.3 IMPLEMENTATION ROADMAP, KPIS, AND YEAR ONE WORK PLAN	<p>CivicSol will develop a three-year Implementation Roadmap that outlines priorities, responsibilities, timelines, and partner roles. The roadmap will include a focused set of key performance indicators (KPIs) tied to the strategy’s goals, offering a practical way to measure progress in business retention and expansion, target sector development, workforce alignment, marketing, and organizational performance.</p> <p>We will also design a simple reporting structure the EDC can use to track progress, communicate results, and adjust actions as conditions evolve. A detailed Year One Work Plan will identify early wins, foundational projects, and resource needs aligned with the EDC’s capacity and tools.</p>
4.4 FINAL STRATEGIC PLAN	CivicSol will prepare the Final Strategic Plan incorporating the refined Strategic Framework, target sector strategies, business retention and recruitment actions, workforce and talent recommendations, and the three-year roadmap. The final deliverable will include full design, layout, and a professionally formatted, print-ready strategic plan suitable for publication and distribution. CivicSol will present the final plan to a joint City Council and EDC Board session, delivered in person or virtually as scheduling permits.

WHAT TOMBALL GAINS

→ A focused, implementable three-year strategy

→ A validated Strategic Framework supported by the Board and City

→ A detailed Implementation Roadmap with clear responsibilities and timelines

→ KPIs and reporting tools for tracking progress and communicating results

→ A professionally designed, print-ready plan ready for adoption and distribution

PROJECT SCHEDULE

PHASE/TASK	Feb. 2026	Mar. 2026	Apr. 2026	May 2026	Jun. 2026
01. LAUNCHING TOMBALL'S STRATEGIC PLANNING PROCESS					
1.1: Project Kickoff and Alignment Session					
1.2: Work Plan, Engagement Calendar, and Steering Committee					
1.3: Review Of Plans, Data, and Market Context					
1.4: In-Market Visit, Economic Field Tour, Steering Committee Workshop #1					
02. MAPPING TOMBALL'S ECONOMY AND MARKET POSITION					
2.1: Peer Benchmarking Assessment					
2.2: Business Retention and Expansion (BRE) and Incentive Program Review					
2.3: Land Use, Old Town Redevelopment, and Product Readiness Review					
2.4: Steering Committee Briefing #2					
03. LISTENING TO TOMBALL					
3.1: Stakeholder Interview Series					
3.2: Business and Stakeholder Roundtables					
3.4: Engagement Summary Synthesis					
04. BUILDING THE STRATEGY AND ACTIVATING THE PLAN					
4.1: Strategic Framework Development					
4.2: Leadership Retreat					
4.3: Implementation Roadmap, KPIs, and Year One Work Plan					
4.4: Final Strategic Plan					

05. REFERENCES

CivicSol's Texas portfolio demonstrates direct experience with the challenges Tomball faces—from Type B EDC tool optimization and business retention strategies to Old Town revitalization and workforce alignment with regional employers. The following three references represent communities where we have delivered implementation-focused economic development strategies that translate vision into measurable results.

AGENCY NAME	CONTACT INFO	WORK PERFORMED
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City of Austin, TX	Kirk Watson, Mayor, City of Austin kirkpwatson@gmail.com	Designed and launched the Austin Infrastructure Academy, a first-of-its-kind workforce platform connecting local talent with career pathways in construction and operations, supporting \$25 billion in regional investment
Terrell Economic Development Corporation	Carlton Tidwell, President, Terrell EDC carlton@terrelltexas.com	Led comprehensive economic development strategic planning including community engagement, target sector analysis, and implementation roadmap to balance growth objectives with community character preservation
City of Mesquite, TX	Kim Buttram, Director of Economic Development kbuttram@cityofmesquite.com	Developed comprehensive five-year economic development strategy, positioning Mesquite as one of the top five DFW cities for investment through targeted cluster analysis and workforce alignment

06. WORK SAMPLES

The following five projects demonstrate CivicSol's expertise in the specific challenges Tomball faces: workforce development tied to regional economic activity, strategic positioning within competitive metropolitan markets, business retention and expansion systems, Type B EDC tool optimization, and downtown revitalization balancing growth with character.

AUSTIN INFRASTRUCTURE ACADEMY	Demonstrates workforce platform design connecting talent to regional investment, building partnerships between employers and training providers like Lone Star College, and creating career pathways in growth sectors. The 2024 National Association of Workforce Boards "Trailblazer Award" validates an implementation-focused approach Tomball can adapt. Full report
TERRELL, TX ECONOMIC DEVELOPMENT STRATEGY	Illustrates working with Texas EDCs navigating metropolitan competition—Terrell's position within Dallas-Fort Worth mirrors Tomball's within northwest Houston. Shows comprehensive stakeholder coordination, target sector analysis identifying realistic competitive advantages, and implementation roadmaps designed for EDC capacity. Balanced leveraging metro proximity with maintaining community identity. Full report
SACHSE, TX ECONOMIC DEVELOPMENT STRATEGY	Faced circumstances directly comparable to Tomball: intense regional competition, the need to maximize existing assets, and a strong emphasis on business retention and strategic infill.

**BUDA, TX
ECONOMIC
DEVELOPMENT
STRATEGY**

Demonstrates balancing rapid growth with character preservation—Tomball's central challenge for Old Town revitalization. Shows Type B EDC tool optimization, innovation hub creation, small business support systems, and downtown activation strategies aligned with organizational capacity.

[Full report](#)

**MESQUITE, TX
ECONOMIC
DEVELOPMENT
STRATEGY**

Shows comprehensive engagement building community ownership (200+ stakeholder interviews), positioning within competitive DFW markets, targeted cluster analysis, workforce alignment with regional demand, and accountability systems EDC staff can use to track progress and communicate results.

[Full report](#)

07. BUDGET

TEAM ROLE	HOURLY RATE
Principal	\$275
Project Management and Research	\$175
Design	\$150
PHASE	SUB-TOTAL
01. LAUNCHING TOMBALL'S STRATEGIC PLANNING PROCESS	\$8,200
02. MAPPING TOMBALL'S ECONOMY AND MARKET POSITION	\$22,900
03. LISTENING TO TOMBALL	\$12,400
04. BUILDING THE STRATEGY AND ACTIVATING THE PLAN	\$39,200
Total Professional Fees	\$82,700
Travel Expenses & Non-Labor Costs	\$2,500
TOTAL NOT-TO-EXCEED COST	\$85,200

