

**MISSION**

To promote economic development in the City of Tomball through the attraction of new business and industry and the retention of existing businesses by providing the resources that enhance the general well-being of the community.

**VISION**

Tomball is the community of choice for businesses, residents, and visitors, offering a dynamic economy, strong labor force, and unmatched living and working environment.

The following Strategic Work Plan outlines the items from the 2020-2026 Strategic Plan that are to be accomplished in the final year: 2025-2026.

**Tomball EDC 2025-2026 Goals:**

1. BUSINESS RETENTION & EXPANSION (BRE)
2. ATTRACTION & RECRUITMENT
3. DEVELOPMENT/REDEVELOPMENT OF OLD TOWN
4. EDUCATION & WORKFORCE DEVELOPMENT
5. OPERATIONS





## BUSINESS RETENTION & EXPANSION (BRE)

*To continually engage and assist in the success of Tomball businesses.*

1. Conduct 9 BRE on-site or virtual visits per quarter and report feedback from visits to board.
2. Continue the Grow Tomball initiative to highlight and promote local businesses.
  - a. Develop and promote business success stories.
  - b. Continue using YouTube, Google SEO, Instagram Reels, and paid ads.
  - c. Explore creative ways to increase public exposure.
3. Produce programming that meets the needs of the existing industry leaders in Tomball:
  - a. Host annual Mix & Jingle.
  - b. Host annual Outlook Luncheon.
  - c. Partner with City to host a Business Forum to showcase TEDC and City resources to local businesses.
4. Utilize Incentive Policy to help existing industries expand and improve grant awareness.
5. Partner with City on quality-of-life projects to retain and attract industry.

### How will Goal #1 be measured in 2025-2026?

# of Tomball businesses visited in 2025-2026: \_\_\_\_\_ (Goal is 36)

# of written success stories produced and shared: \_\_\_\_\_ (Goal is 6)

# of video success stories produced and shared: \_\_\_\_\_ (Goal is 2)

# of business events that we produced for the benefit of existing business owners in 2025-2026: \_\_\_\_\_ (Goal is 3)

# of Project Grants approved for business expansions in 2025-2026: \_\_\_\_\_

Quality of life projects approved: \_\_\_\_\_

TOMBALL ECONOMIC DEVELOPMENT CORPORATION  
2025-2026 STRATEGIC WORK PLAN

1. 39 Tomball businesses have been visited for BRE on-site or virtual visits.

2. TEDC has developed and promoted 8 written success stories.

- TPC Real Estate (The Yard)
- Walsh & Albert/Metal Zinc
- Niky's Mini Donuts
- City of Tomball & TEDC Collaboration
- Coaches Cigar Lounge
- LeMaster Law Firm
- Victory Pie Company
- Klauber Manufacturing Company

TEDC has produced and shared 3 video success stories.

- City of Tomball & TEDC Collaboration Video
- Summer Youth Employment Program Videos
- Tomball Foodie Video

3. TEDC has produced programming that meets the needs of existing industry leaders in Tomball

- Annual Outlook Luncheon was held on October 21, 2025
- Annual Mix & Jingle held on December 11, 2025, at Paradigm Brewing Co. from 5:00 – 7:00 pm
- Collaborated with TISD on the Realtors Forum that was held on October 22, 2025
- Partnered with Regions Bank to host a series of Financial Seminars:
  - Seminar #1: Protect Your Business from Fraud – September 23, 2025
  - Seminar #2: How to Obtain Business Credit – October 21, 2025
  - Seminar #3: How Businesses Use Credit – November 4, 2025

4. 5 Project Grants have been approved for business expansions.



## Attraction and Recruitment

Attract and secure new businesses and industries that align with Tomball's economic goals and community character.

1. Attract and secure new businesses and industries that align with Tomball's economic goals and community character.
2. Support targeted infill and redevelopment projects to stimulate private sector investment in underutilized areas.
3. Explore public financing tools including Tax Increment Reinvestment Zones (TIRZ) to fund infrastructure improvements that catalyze development and redevelopment.
4. Host webinars and provide training programs that empower local entrepreneurs and support the growth of emerging businesses.
5. Apply the TEDC Incentive Policy as a framework for offering competitive and strategic economic incentives.
6. Conduct an updated Target Industry Analysis to ensure alignment with evolving market trends and economic priorities.
7. Collaborate with Tomball ISD to plan and execute a Developers and Realtors Day to showcase opportunities and foster connections.

### How will Goal #2 be measured in 2025-2026?

Did TEDC support infill and redevelopment projects aimed at attracting new private sector investment?

Did TEDC explore TIRZ and TIRZ locations with the City?

Did TEDC host or support educational programming for local entrepreneurs and start-ups?

Was the Incentive Policy used to guide decisions regarding attraction-related economic incentives?

Total Number of Attraction Projects/Grants Approved (FY 2025-2026):\_\_\_\_\_

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1. TEDC has hosted 2 Webinars of a 4-part Webinar Series to support educational programming for local entrepreneurs and start-ups:
  - Webinar #1: Smart Social Media for Small Business Growth hosted by Amanda Trickey, Modern Marketing & Media – held on September 25, 2025
  - Webinar #2: From Fragile to Fearless: The 5 Practices of Cultures That Thrive Under Pressure to be hosted by Brian Wallace, HR Strategies Now – held on November 25, 2025
  - Webinar #3: AI for Small Business: A Deep Dive Into ChatGPT, Prompt Tricks & Emerging AI Tools, Andrew Brockenbush, Beefy Marketing – to be held on February 17, 2026
2. TEDC has collaborated with TISD on the Realtors Forum that was held on October 22, 2025.
3. TEDC Board of Directors approved the Tomball EDC Incentive Policy on January 13, 2026.
4. TEDC Board of Directors were presented the Tomball EDC Target Industry Analysis by Insyteful on January 13, 2026.
5. 12 Project Grants have been approved for attraction projects.
6. Hosted International German Company on October 10<sup>th</sup>.
7. Attended Size-Up training (virtually) to improve on our client hub, learn how to use analytics, ROI Calculator, and the new tools that are offered to our small business. Size up is a tool that the TEDC pays a subscription for to allow small business owners the opportunity to get the market research and business intelligence they need to succeed.
8. Met with Quebec Delegation of Houston November 7th.
9. Hosted 3 site visits with Taiwanese manufacturer under the project name Project Snowflake.

**GOAL**

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## **DEVELOPMENT/REDEVELOPMENT OF OLD TOWN**

*Foster high-quality investment and redevelopment in Tomball's historic Old Town district.*

- 1. Strategic Infrastructure Improvements:**
  - a.** Continue collaborating with the City of Tomball on targeted infrastructure enhancements such as alleyway upgrades, expanded parking solutions, improved wayfinding signage, and pedestrian-friendly features.
- 2. Parking and Mobility Planning:**
  - a.** Advance efforts to improve access and connectivity in Old Town by initiating a comprehensive parking and mobility study.
- 3. First Baptist Church Project:**
  - a.** Identify and engage project partners.
  - b.** Launch the design of Phase 1, focusing on the Main Sanctuary and 1949 Chapel, and establish the sequencing for future redevelopment phases.
  - c.** Evaluate potential programming and long-term operational models.
  - d.** Identify viable funding mechanisms to support the project.
  - e.** Conduct a traffic impact analysis to inform site access and flow.
  - f.** Finalize architectural renderings and an overall site development plan.
- 4. South Live Oak Business Park Project:**
  - a.** Develop a detailed project and financing strategy.
  - b.** Engage potential development partners and define development concepts.
  - c.** Undertake a feasibility study to assess market demand for hospitality, entertainment, and mixed-use components.
- 5. Incentive Promotion and Property Upgrades**
  - a.** Continue marketing incentive programs and explore new tools to stimulate investment and improvements in Old Town properties.
- 6. Community and Stakeholder Engagement**
  - a.** Seek partnership opportunities to actively engage the community in Old Town projects and broader redevelopment efforts.
  - b.** Explore collaborative opportunities with the Downtown Heart of Tomball Alliance to ensure redevelopment efforts reflect Old Town priorities and support the interests of local merchants.

## **How will Goal #3 be measured in 2025-2026?**

Did TEDC support or provide targeted infrastructure improvements in Old Town?

Did TEDC initiate and complete a Comprehensive Parking and Mobility Study for Old Town?

Did TEDC host at least two public workshops to share study findings and gather feedback?

Did TEDC select FBC project partners?

Did TEDC finalize Phase 1 schematic design for FBC?

Did TEDC define and document a phased development timeline for FBC?

Did TEDC evaluate programming and operations for FBC?

Identify at least two potential funding mechanisms for FBC Redevelopment.

Finalize the traffic impact analysis.

Deliver complete renderings and master site plan for board and council approval.

Did TEDC create a project and financing plan, explore potential development partners and plans, and conduct a feasibility study to determine demand for hospitality and entertainment uses for the South Live Oak Business Park Project?

Did TEDC promote or provide improvement grants and other property upgrade ideas in Old Town?

Did TEDC explore partnership opportunities with community/stakeholder groups and the Downtown Heart of Tomball Alliance?

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1. CenterPoint Energy is in the process of replacing the existing power poles in Old Town and the alleyway landscaping design is pending the completion of CenterPoint construction.
2. Alleyway entryway monument structures and seat walls have been constructed at the north and south 100 block and the north 200 block alleys.
3. TEDC has been working with AIG Technical consulting firm and has initiated the Parking and Mobility Study. A Parking and Mobility Stakeholder Group has been established and 2 meetings with the consultants have occurred. Meeting #1 was held on June 26, 2025. Meeting #2 was held on August 8, 2025. This study is currently pending the Tomball Legacy Square Feasibility Study findings.
4. TEDC is currently working with Studio Red Architects on the schematic design phase of the Tomball Legacy Square Project.
5. TEDC has selected Webb Management to conduct the Feasibility Study for the Tomball Legacy Square Redevelopment Project, and the study has been initiated.
  - Phase 1 of the Feasibility Study has been completed and was presented to the Tomball Legacy Square Advisory Committee on January 15, 2026.
6. TEDC has held 2 public meetings regarding the Tomball Legacy Square Redevelopment Project. On July 10, 2025, a public meeting was held at the site with over 200 attendees. A Special Joint TEDC and Tomball City Council Meeting was held on October 2, 2025, for the consultants to present the findings of the first public meeting and to review the scope of the Feasibility Study.
7. TEDC has formed a Board Committee that consists of 3 TEDC Board Members who have had multiple meetings to guide the redevelopment process.
8. The TEDC Board of Directors appointed the 12 member Tomball Legacy Square Advisory Committee at the November 18, 2026, board meeting.
  - The Tomball Legacy Square Advisory Committee had its first meeting on January 15, 2026.
  - The Tomball Legacy Square Advisory Committee will have its second meeting on February 19, 2026.
9. TEDC has continued to update the Tomball Legacy Square webpage on the TEDC website to provide information and updates regarding the redevelopment project.
10. The BR&E Committee has approved 20 Business Improvement Grants in the 2025-2026 fiscal year
11. The BR&E Committee has approved 3 Old Town Façade Improvement Grants in the 2025-2026 fiscal year.

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## **EDUCATION AND WORKFORCE DEVELOPMENT**

*Partner with local/regional education institutions, City of Tomball, Greater Tomball Area Chamber of Commerce, and local industries to further develop youth workforce programs and workforce initiatives.*

1. Serve as Liaison between Industry & Education partners.
  - a. P-TECH Steering Committee with Lone Star College-Tomball, TISD, and HCA officials.
  - b. TISD - CTE Advisory Board to create pathways for CTE students to enter the workforce and gain work-based learning credentials with industry partners.
  - c. Lone Star College Core Design Team for reimaging and design of Lone Star College – Tomball.
2. Work with our Regional Workforce Board and Texas Workforce Commission on available resources for local industries.
3. Partner with local/regional education institutions to:
  - a. Host job/career fairs.
  - b. Maintain a job board for High School and College Students on the TEDC Website.
  - c. Research funding partners for Internship/Apprenticeship Program.
  - d. Work with TISD on their Teacher Externship Program.
4. Summer Youth Employment Program (SYEP):
  - a. Hire intern and integrate them into the SYEP process.
  - b. Expand the program by securing additional participating businesses and student interns.
  - c. Produce marketing materials to promote program.
  - d. Host business meetings at critical check points.
  - e. Conduct post-interviews with student interns.
  - f. Speak at education institutions to promote the program.

### **How will Goal #4 be measured in 2025-2026?**

Did we continue to serve as Liaison between Industry & Education partners?

Did we work with our Regional Workforce Board and Texas Workforce Commission on available resources for local industries?

Did we partner with local/regional education institutions to: Host job/career fairs, \_\_\_\_\_ maintain a job board for High School and College Students on the TEDC website, \_\_\_\_\_ research funding partners for internship/apprenticeship program, \_\_\_\_\_ and work with TISD in their Teacher Externship Program? \_\_\_\_\_

Did we hire an intern and integrate them, \_\_\_\_\_ expand the program by securing additional businesses and student interns, \_\_\_\_\_ produce marketing materials, \_\_\_\_\_ host business meetings at critical check points, \_\_\_\_\_ conduct post-interviews with student interns, \_\_\_\_\_ and speak at education institutions to promote the Summer Youth Employment Program (SYEP)? \_\_\_\_\_

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1. TEDC has partnered with Lone Star College – Tomball to host a Community Career Fair to be held on April 28, 2026, at Lone Star College – Tomball Beckendorf Conference Center from 11:00 – 2:00.
2. TEDC partnered with Lone Star College – Tomball on an Employer Partnership Luncheon that was held on November 5, 2025.
3. TEDC hired an intern, Ava Simmons for Summer 2025 and is currently hosting Ava for the TISD practicum.
4. TEDC completed a mid-point check-in with SYEP businesses on July 17, 2025.
5. TEDC completed site visits with SYEP businesses and met with the interns in July 2025.
6. TEDC met with President of North Houston Association to collaborate on regional workforce goals.
7. TEDC has partnered with SHSU Polytechnic College to build the next generation workforce discussion.
8. TEDC has completed the 2025 Summer Youth Employment Program and continues to move forward promoting and engaging with potential applicants for the 2026 Summer Youth Employment Program.
9. Serve on LSC-Tomball Education Design Lab on a special Reimagining Community Colleges Design Challenge project and the GPA+ initiative.
10. Serve on TISD Academy of Healthcare Steering Committee. Attended meeting on September 11, 2025.
11. TEDC has formed a SYEP Committee using participating businesses, interns, and community stakeholders. Committee met on Oct. 27<sup>th</sup> and Nov. 13<sup>th</sup> and January 15<sup>th</sup>.
12. Working with TISD to connect Tomball businesses to Career & Technical Education Internship Openings.
13. Opened the 2026 Summer Youth Employment Program.
  - Currently we have 33 businesses enrolled as participating businesses
  - 65 internship opportunities across multiple industries
14. Scheduled Q&A Hour for SYEP interns to be able to ask questions about SYEP. To be held on February 24<sup>th</sup> 3PM-4PM via Zoom.
15. TEDC has updated all SYEP print marketing materials for businesses and interns.
16. TEDC completed updates to SYEP webpage with new marketing videos and tutorials.
17. Continue to speak and meet with our educational partners regarding SYEP.



## OPERATIONS

*Strengthen Organizational Communication, Education, and Transparency.*

1. Enhance the TEDC's visibility, internal knowledge, and stakeholder engagement through consistent communication, training, and public outreach.
  - a. Encourage Board/Council attendance at training sessions including the annual State of Texas Economic Development Sales Tax Workshop.
  - b. Maintain and regularly update the TEDC website and digital materials to ensure accurate, accessible, and user-friendly content.
  - c. Conduct a Board Development Workshop titled "Understanding the Economic Development Process", and invite City Council, City leadership, and other strategic partners.
  - d. Provide monthly TEDC updates at City Council Workshops.
  - e. Deliver a keynote update at a Greater Tomball Area Chamber of Commerce Luncheon annually.
2. Identify staffing needs by assessing gaps, cross-training opportunities, and potential role adjustments to support organizational growth and flexibility.
3. Develop a succession planning framework and invest in staff development, training, and wellness to strengthen leadership continuity, retention, and overall team performance.
4. Conduct regular compensation surveys to benchmark salaries and benefits against industry standards, ensure internal equity, and support competitive, transparent, and data-informed compensation practices.

### **How will Goal #5 be measured in 2025-2026?**

Did TEDC provide training workshops for Board and Council?

Did TEDC maintain/evolve website and online materials?

Did TEDC offer an Economic Development Process Overview Workshop?

Did TEDC give regular updates to City Council?

Did TEDC speak at a GTACC Luncheon?

Did TEDC complete a staffing and workload assessment?

Did TEDC create a succession plan?

Did TEDC invest in development/training opportunities to staff?

Did TEDC establish a standard schedule for compensation surveys (e.g., biennial or annual)?

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1. TEDC's social media presence has ramped up considerably, actively promoting numerous programs, initiatives, and community involvement opportunities.
2. TEDC has provided a Texas Economic Development Council Sales Tax Training opportunity for Board and Council members that was held on November 14, 2025 in Houston, Texas.
3. TEDC has maintained and enhanced the website with updates to the Summer Youth Employment Program webpage as well as the addition of the Tomball Legacy Square webpage.
4. Plans are underway to develop a Board Workshop titled "Understanding the Economic Development Process", which will include participation from City Council, City leadership, and strategic partners.
5. Monthly updates continue to be provided at City Council Workshops, ensuring alignment between TEDC activities and City objectives.
6. A keynote update will be delivered at an upcoming Greater Tomball Area Chamber of Commerce luncheon in 2026 to share TEDC achievements, development updates, and future priorities.
7. Work has begun on a succession planning framework that supports leadership continuity and staff growth.
  - Staff Development Session was held on January 14, 2026 to identify framework for future growth of the Organization.
8. TEDC Staff has attended Texas Economic Development Council, International Economic Development Council, and American Planning Association conferences and trainings. Staff will attend Community Development Institute Advanced Course on March 4-5, 2026 and has offered this course for training to the TEDC Board of Directors.