

# 2024 – 2025 STRATEGIC PLAN: ACCOMPLISHMENTS

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## **GOAL 1: 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. Conduct an annual online business survey to identify and manage business needs.
3. Continue the Grow Tomball initiative to highlight and promote local businesses.
  - (a) Share success stories on the Tomball EDC website.
  - (b) Support Tomball EDC podcasts.
  - (c) Develop video success stories to be added to the Tomball EDC website.
  - (d) Expand reach using YouTube, Google SEO, Instagram Reels, and paid ads.
  - (e) Explore creative ways to increase public exposure.
4. Produce programming that meets the needs of the existing industry leaders in Tomball.
  - (a) Host 2 networking events.
  - (b) Host 1 Outlook Luncheon.
5. Provide resources/access to information to assist local businesses with demographic and market data using SizeUp.
6. Support “Made in Tomball” Initiative.
7. Explore programming and financial incentives to help existing industries expand.

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## **STATUS/UPDATES**

- 18 site visits have been conducted with the necessary follow-up from each visit.
- A Business Retention and Expansion (BRE) Survey was sent out Q4 of 2024

- 2 new success stories have been added to the TEDC website. These are updated quarterly.
  - Keep it Simple and Pink
  - Baker Hughes STEM
- All video success stories have been uploaded to the new TEDC YouTube page to help broaden exposure.
- 1 new video success story (Keep it Simple and Pink) has been uploaded to the TEDC website under the new Media Page.
- Business networking event “Mix and Jingle” was held on December 12<sup>th</sup> at Paradigm Brewing Co.

## **GOAL 2: ATTRACTION & RECRUITMENT**

### ***Recruit and secure new business/industry that are suitable for Tomball.***

1. Continue developing and maintaining relationships with businesses, site selectors, brokers, and developers, and maintain an awareness of available real estate properties within the community.
2. Support infill and redevelopment opportunities to attract new private sector investment.
3. Explore public financing tools including Tax Increment Reinvest Zones (TIRZ) to finance infrastructure improvements and encourage development/redevelopment projects.
4. Support local and emerging entrepreneurs.
  - (a) Provide workshops emphasizing financial literacy, business management, marketing, networking, recruitment, etc. that will help their businesses grow or be more profitable.
5. Create an Incentives Policy to guide the TEDC in evaluating economic incentives.
6. Use targeted recruitment techniques to pinpoint potential companies within the TEDC's target industries in areas that are favorable for relocation or expansion.
7. Refresh website and online materials to maintain up-to-date information in a dynamic and user-friendly interface.
  - (a) Update target industry information, make the incentives tab easier to find, and update data and demographics.

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## STATUS/UPDATES

- Ongoing coordination with COT regarding needed infrastructure in targeted areas.
- TEDC has hosted a 4-part webinar series to help emerging entrepreneurs and existing business owners to be more profitable.
  - 1<sup>st</sup> Webinar March 26<sup>th</sup> - The E-Com Growth Roadmap - presented by Josh Orr, Capital Commerce
  - 2<sup>nd</sup> Webinar June 11<sup>th</sup> – Security in an Insecure World - presented by James Morrison, Intelisys
  - 3<sup>rd</sup> Webinar September 26<sup>th</sup> – How to Effectively Use AI tools for your small business - presented by Andrew Brockenbush, Beefy Marketing
  - 4<sup>th</sup> Webinar December 12<sup>th</sup> – Catalytic Leadership for 2025 – presented by Dr. William Attaway, Catalytic Leadership
- Marketing and Branding efforts continue to be updated to reflect a “We Mean Business” theme.
- Staff is working with a consultant on a formal Incentive Policy. Presentation of Policy at the 2025-2026 Strategic Plan Workshop on March 25<sup>th</sup>.
- Targeted marketing is accomplished through custom audience targeting optimization through MultiView:
  - 1,142,857 Display Impressions
  - 400,000 Video Impressions
  - TEDC ads are performing at an .07% CTR which is above the industry average of .05%
- The TEDC website has been updated with the creation of a new “Media” page as well as updates to the SYEP page.
- Staff continues to work with Beefy Marketing on the TEDC Social Media Campaign to strengthen identity and resources.

### **GOAL 3: DEVELOPMENT/REDEVELOPMENT OF OLD TOWN**

#### ***To encourage quality investment in Tomball's Old Town***

1. Partner with the City of Tomball on targeted infrastructure improvements (alleyways, parking, wayfinding, etc.)
  - (a.) Partner with stakeholders to help minimize construction disruption and to provide additional marketing assistance for those businesses who do experience disruption.
2. Continue to plan for and improve parking and pedestrian access.
  - (a.) Consider needed improvements.
  - (b.) Fund wayfinding in Old Town directing people to parking.
3. First Baptist Church Project:
  - (a.) Initiate planning process.
4. Create a project and financing plan for the redevelopment of the South Live Oak Business Park.
5. Continue to promote incentives and explore additional ways to encourage upgrades to properties in Old Town.

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#### **STATUS/UPDATES**

- Ongoing coordination with Public Works regarding downtown parking, alleyway improvements, construction schedule, and communication methods.
- Wayfinding is being explored by the city under the comprehensive plan update.
- Staff continues to work with consultants on the vision/planning of the First Baptist Church Site.
- Ongoing meetings with potential development partners regarding South Live Oak.

- Working with consultant on a market analysis proposal and scope for South Live Oak and Old Town redevelopment.
- 9 Business Improvement Grants have been awarded to Tomball businesses/property owners.

#### **GOAL 4: EDUCATION & 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 initiatives.***

1. Continue to serve on the P-TECH Steering Committee with Lone Star College-Tomball, TISD, and HCA officials.
    - a. Research grant funding opportunities for the P-TECH program and other youth workforce programs.
  2. Continue to serve on the TISD – CTE Advisory Board to create pathways for CTE students to enter the workforce and gain work-based learning credentials with industry partners.
  3. Work with our Regional Workforce Board and Texas Workforce Commission on available resources for local industries.
  4. Continue to work with local/regional education institutions to support a Grow Tomball – Youth Program.
    - (a) Work with education institutions to host job/career fairs.
    - (b) Maintain and update a job board for High School and College Students on the TEDC Website.
    - (c) Research funding partners for Internship/Apprenticeship Program.
    - (d) Grow the Summer Youth Employment Program.
    - (e) Work with TISD to launch a Teacher Externship Program.
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## STATUS/UPDATES

- Serve on the P-TECH Steering Committee, Tomball ISD Advisory Board, and Lone Star College-Tomball Designer in Residence 2.0 Regional Design Team.
- Working with Lone Star College-Tomball to host a community Career Fair scheduled for April 16, 2025.
- Staff continues to update the job board on the TEDC website for High school and college aged students.
- Met with the Dean of Academic Affairs with Lone Star College – SYEP Program
- Met with the Director and Internship Manager of lifePATH to see how to make the SYEP Program more inclusive to serve neurodiverse college students.
- Spoke at Tomball ISD Counselors Meeting to broaden exposure on the SYEP Program.
- Spoke at Tomball ISD Star Academy to 10<sup>th</sup> and 11<sup>th</sup> grades on the SYEP Program.
- Updated the SYEP page on the TEDC Website to include 9 business spotlights to broaden industry knowledge.
- Posted TEDC SYEP Internship Job Posting-Received 30 applications
- Launching the 2025 Summer Youth Employment Program.
  - 19 participating businesses
  - 30 Intern Positions available
  - Student application window opens March 3rd