



## 2021-2022 STRATEGIC PLAN: QUARTERLY UPDATE

### GOAL 1: BUSINESS RETENTION & EXPANSION (BRE)

*TO CONTINUALLY ENGAGE AND ASSIST IN THE SUCCESS OF TOMBALL BUSINESSES.*

1. Conduct 12 BRE on-site or virtual visits per quarter.
2. Conduct an annual online business survey to identify and manage business needs.
3. Assist Tomball companies that have been in or need recovery and resilience planning:
  - a. Identify business (by sector) that have success stories and share them.
  - b. Create documentation of business lessons learned for future disaster situations.
  - c. Create segmentation discussion groups that can be immediately launched in case of next emergency situation.
  - d. Proactively decide course of action for each disaster: immediate, ongoing, post-disaster.
  - e. Continually update the Tomball Together website and promote it as a primary resource for business recovery.
4. Produce programming that meets the needs of the existing industry leaders in Tomball.
  - a. Host events as safely available.

- b. Consider business owner networking evening event.
  - c. Intentionally celebrate Tomball's legacy businesses and milestone anniversary dates.
5. Acquire customer relationship management (CRM) software and develop a comprehensive database.

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## STATUS/UPDATES

- Sixteen site visits have been conducted with the necessary follow up from each visit.
- Staff has posted three additional Success Stories on the TEDC Website. These will be updated quarterly.
- A TEDC survey was sent out and completed by 34 respondents Q4 of 2021.
- Staff continues to update the Tomball Together Website with pertinent information.
- Content has been added to the CRM platform. It is in the development stages.
- Staff hosted Chat and Cheers networking event with over 40 attendees on January 13<sup>th</sup>, 2022.

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## GOAL 2: ATTRACTION AND RECRUITMENT

### *RECRUIT AND SECURE NEW BUSINESSES/INDUSTRY THAT ARE SUITABLE FOR TOMBALL.*

1. Use Target Industry Analysis (TIA) to develop marketing and branding materials that respond to the key information needs of site selectors and appeal to the 5 industries identified in TIA: Advanced Manufacturing, Energy, Food Manufacturing, Healthcare & R&D, & High Tech.
2. Continue developing and maintaining relationships with businesses, site selectors, brokers, and developers.
3. Explore opportunities and partnerships that support the creation of a business innovation center.
4. To have 80% of available Business & Technology Park property sold or under contract.
5. Explore needed infrastructure in target areas: identify where might TEDC need to invest and entities which to partner.

6. Attend trade shows and industry events that provide opportunities to market to key industry decision makers.

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## STATUS/UPDATES

- Staff is working with a graphic designer to update all marketing materials for FY2021-22. All ads will have a focus on our top 5 industries from the TIA. (Advanced Manufacturing, Energy, Food Manufacturing, Healthcare and R&D, and High Tech)
- Staff continues to work with businesses, site selectors, developers, and area partners.
- Staff has engaged The Retail Coach to assist with developer/retail recruitment. Monthly updates/reports are received on retail activity and progress.
- 76% of TBTP property is sold/under contract.

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## 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.) that enhance Old Town's tourism readiness and experience.
2. Facilitate the redevelopment of the South Live Oak Business Park.
3. Invest in strategic anchor projects that have the potential to catalyze development in Old Town.
4. Continue to promote incentives and explore additional ways to encourage upgrades to properties in Old Town.
5. Work with Old Town merchants, business owners, and property owners to market available properties and investment opportunities.
6. Continue to partner with the Tomball Chamber to develop and execute a Shop Local initiative leveraging #TomballTogether branding.

7. Visit merchants and business owners in Old Town to determine needs and promote TEDC programs.

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## STATUS/UPDATES

- Staff has continued to meet with the Community Development Department, Project Engineers, and Landscape Architects regarding the Old Town Alleyways and the redevelopment of FM 2920.
- Staff has met with a second architect company for further renderings and master planning of the South Live Oak Business Park.
- Staff has posted on social media about available space to market Tomball properties on TEDC website.
- Staff has met with Old Town businesses regarding the Old Town monthly Sip & Stroll events being put on and discussed possible partnerships.
- Digital Marketing Campaigns have been updated and continue to promote the Business Improvement and the Façade Improvement Grant Programs.

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## GOAL 4: INNOVATION AND ENTREPRENEURSHIP

### *TO CREATE INNOVATIVE SOLUTIONS TO SUPPORT EMERGING ENTREPRENEURS*

1. Evaluate the feasibility of creating a culinary incubator space:
  - a. Consider incorporation of a food hall concept.
  - b. Continue partnership discussions with the Farmer's Market Association, Lone Star College –Tomball and Tomball ISD.
  - c. Consider a small business services component that houses co-working space, meeting rooms, etc.
2. Create a Tomball Entrepreneurship Training Workshop Series to assist new and existing small business owners.
3. Continue to explore creative coworking spaces to assist emerging entrepreneurs.

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## STATUS/UPDATES

- Feasibility Study is currently on hold due to COVID 19 impacts on the hospitality industry.
- Staff is reviewing training programs and workshop topics to assist new and existing small business owners.
- Coworking spaces are being researched and discussed with area partners.

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## GOAL 5: 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 INITIATIVES.*

1. Research and evaluate workforce programs and partner with local organizations to define areas of interest.
2. Enhance existing STEAM initiative to include apprenticeships and internships in multiple businesses and industry partners.
3. Continue to work with local/regional education institutions to support job and career fairs.
4. Explore platforms to provide to Tomball ISD that virtually connect students and instructors with industry experts to showcase real-life career duties and explore various career choices.

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## STATUS/UPDATES

- Staff continues to work with our allies to develop, discuss, and promote workforce programs that will help connect people to the training they need.
- Staff continues to work with LSC-Tomball Community Library on a Young Adult Learning Space.
- Staff is partnering with GTACC and 403 Eats to host a Job Fair on July 19<sup>th</sup>.

- Staff is working with TISD on virtual platforms that will connect students and instructors with industry experts.
- Staff is working with regional allies to produce workforce centered events within the next quarter.
- Staff worked with TISD and Baker Hughes to kick-off STEM Coaching Sessions.