

Special Tomball EDC Agenda Item Data Sheet

Meeting Date: July 8, 2025

Topic:

Consideration and possible action by Tomball EDC to approve a professional services agreement with Webb Mgmt. for a Feasibility Study of the First Baptist Church Redevelopment Project.

Background:

This item requests Board approval to engage Webb Mgmt to conduct a feasibility and business planning study for the former First Baptist Church site. The 4.6-acre property is under consideration for redevelopment as a multipurpose venue including arts and entertainment spaces, a banquet facility, and leasable commercial or nonprofit space. A study is needed to evaluate market demand, refine the concept, and develop an operations plan.

Webb Mgmt is a nationally recognized consulting firm with deep experience in cultural facility planning. They have completed over 500 projects across North America, including numerous projects in the Houston region such as the Theatre Under the Stars (TUTS), Cynthia Woods Mitchell Pavilion, and Midtown Arts & Theater Center (MATCH). Their work is known for being data-driven, actionable, and community-informed.

The scope includes a kickoff meeting, market and competitive analysis, stakeholder engagement, and business planning. Webb will evaluate demand, recommend programming and operational models, and prepare a five-year pro forma budget. The study also includes an economic impact analysis and final report presentation.

The project will be completed over five months at a cost of \$60,000, including \$52,500 in professional fees and \$7,500 for travel.

Origination: Kelly Violette, Executive Director, Tomball Economic Development Corporation

Recommendation: Staff recommends approval.

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 _____	Approved by _____
Staff Member-TEDC _____	Executive Director-TEDC _____
Date _____	Date _____