



TOMBALL

ECONOMIC DEVELOPMENT CORP.

BUSINESS &
TECHNOLOGY PARK

Strategic Work Plan 2023-2024

TOMBALL



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 2020-2024 Strategic Plan that are to be accomplished in the final year: 2023-2024.

Tomball EDC 2020-2024 Goals:

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





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 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.
6. Activate the "Made in Tomball" Initiative.
7. Explore programming and financial incentives to help existing industries expand.

How will Goal #1 be measured in 2023-2024?

of Tomball businesses visited in 2023-2024: _____ (Goal is 48)

of business articles produced and shared: _____ (Goal is 6)

of podcasts highlighting local businesses: _____ (Goal is 2)

of Tomball businesses that were identified and shared their success stories via video: _____ (Goal is 2)

of business events that we produced for the benefit of existing business owners in 2023-2024: _____ (Goal is 3)

of Project Grants approved for business expansions in 2023-2024: _____

Did we expand our social media reach?

Did we help launch "Made in Tomball"?



ATTRACTION AND RECRUITMENT

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

1. Enhance Tomball's image as a community of choice through marketing and branding efforts.
 - a. Use creative approaches to tell Tomball's story
2. Continue developing and maintaining relationships with businesses, site selectors, brokers, and developers, and maintain an awareness of available real estate properties within the community.
3. Support infill and redevelopment opportunities to attract new private sector investment.
4. Explore public financing tools including Tax Increment Reinvestment Zones (TIRZ) to finance infrastructure improvements and encourage quality development/redevelopment projects.
5. 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.
6. Create an Incentives Policy to guide the TEDC in offering economic incentives.
7. Initiate a direct marketing campaign for target industries.
 - a. Produce a one-page marketing summary for each target industry.
 - b. Create a database of target companies and contacts.
 - c. Participate in key industry events.

How will Goal #2 be measured in 2023-2024?

Did we develop creative marketing and branding materials?

Did we explore infrastructure opportunities in Tomball?

Did we explore public financing tools?

Did we provide training workshops?

Did we create an Incentives Policy?

Did we produce a one-page marketing summary for each target industry?

Did we create a database of target companies and contacts?

of key industry events participated in: _____



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. Install signage on TEDC lots
 - c. 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.
6. Continue to partner with Old Town business owners to further develop and support the Shop and Stroll.

How will Goal #3 be measured in 2023-2024?

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

of parking strategies we implemented: _____

Did we begin planning of the First Baptist Church site?

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

Did we finalize the redevelopment plans for the South Live Oak Business Park?

Did we support Shop & Stroll events?



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. 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.
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. Create and maintain a job board for High School and College Students on the TEDC Website.
 - c. Research funding partners for Internship/Apprenticeship Program
 - d. Launch the 2023-2024 Internship/Apprenticeship Program.
 - e. Work with TISD to launch a Teacher Externship Program

How will Goal #4 be measured in 2023-2024?

Did we research grant funding opportunities for the P-TECH program?

Did we create a youth workforce pathway program?

Did we support a job/career fair in the 2023-2024?

Did we create and maintain a youth job board on our TEDC website?

Did we launch the Internships/Apprenticeships Program?

Did we assist TISD to launch a Teacher Externship Program?