

**2011-2012**

**STRATEGIC WORK PLAN**

**GOALS AND OBJECTIVES**

**Tomball Economic Development Corporation**

*Mission:* The mission of the Tomball Economic Development Corporation is to promote economic growth in the City of Tomball through the attraction of new business and industry and the retention of existing businesses by providing the resources that enable development and advance the general well being of the community.

**GOAL 1: PROMOTE BUSINESS RETENTION AND EXPANSION**

**Activities:**

- A. Maintain a structured business retention and expansion program:
  - 1. Establish a Business Visitation Program to build relationships with existing businesses and industries and determine present and future needs.
  - 2. Follow up and maintain ongoing contact with existing businesses and industries.
  - 3. Develop resource material to distribute to area businesses.
- B. Partner with post secondary institutions to identify and encourage workforce training opportunities.
- C. Encourage and assist, where possible, the development of additional tourist attractions in the historical downtown and depot area, as well as other appropriate locations in Tomball.
- D. Maintain and promote the Business Improvement Grant Program which is designed to encourage owner reinvestment in

existing businesses.

1. Explore opportunities to develop “catalyst” projects that will promote significant reinvestment in underutilized commercial centers.

## **GOAL 2: ATTRACT NEW BUSINESS AND INDUSTRY**

### **Activities:**

- A. Work with public and private sectors in developing industrial land, business parks, and ready-to-use facilities to achieve Tomball’s focused growth.
- B. Work with the City of Tomball to remove potential barriers to new or expanded industrial/business development: oil & gas issues, infrastructure needs, permitting and land use ordinances, and mobility issues.
- C. Maximize the economic benefits from Lone Star College and Tomball’s medical district:
  1. Encourage the development of businesses in these areas that promote and support these assets.
- D. Continue utilizing a marketing plan to promote a positive and pro-business image of Tomball:
  1. Revise and update web site on regular and on-going basis.
  2. Advertise in business publications and journals of targeted industries/markets.
  3. Develop professional collateral materials for targeted market campaigns.
- E. Maintain detailed property databases of available sites and buildings and utilize the Greater Houston Partnership’s GIS system to locate additional pertinent information.
- F. Continue to stress the importance of David Wayne Hooks Memorial Airport as an asset to business/industry.
- G. Encourage the continued development of Tomball Marketplace as a regional shopping center.

H. Continue to more clearly define the incentive program.

I. Develop relationships and maintain contact with sources of new client referrals.

### **GOAL 3: COORDINATE ECONOMIC DEVELOPMENT EFFORTS IN TOMBALL, THE REGION, AND THE STATE**

#### **Activities:**

A. Maintain and promote coordination/liaison with Tomball Economic Development Corporation (TEDC) allies

B. Develop feedback mechanisms to "shareholders"

C. Support efforts to develop local entrepreneurs and small businesses:

1. Refer start-up businesses to the Small Business Development Center (SBDC) at Lone Star College System.

2. Follow-up and coordinate efforts with SBDC and Service Corps of Retired Executives (SCORE).

D. Monitor the local and regional business mix to identify gaps and/or opportunities.

E. Partner with utility and other service providers to ensure high quality, sustainable service provision.

F. Prepare annual budget to include operations, marketing, capital improvements, and grant program.

G. Maintain public files of TEDC minutes, resolutions, reports, financials, contracts, agendas, and notices for approved projects and public hearings.

H. Administer incentive and infrastructure funding policies.

I. Work with the City of Tomball on implementation of its tax abatement policy, comprehensive plan, and livable centers study.