

TOMBALL

ECONOMIC DEVELOPMENT CORPORATION



**Economic Development Strategic Plan
2020-2023**



Tomball Economic Development Corporation (EDC) modified its 2020 process for strategic planning due to concerns regarding COVID-19. Prior to the board planning retreat, staff and the Opportunity Strategies LLC facilitator submitted online survey questions to community stakeholders asking for feedback regarding the EDC's future goals.

On June 22, 2020, the Tomball EDC met to consider the feedback received and develop the 2020-2023 Economic Development Strategic Plan.

The Tomball EDC will help fulfill the goals adopted by the City of Tomball in the recent Comprehensive Plan. There are six goals in the Comprehensive Plan, two of which the Tomball EDC plans to help accomplish:

- Goal #4: Community Livability
- Goal #5: Economic Development

Goal #4: Community Livability is described as: **Continue to recognize Old Town as an important economic and cultural center of the community and promote Tomball's sense of place in all projects.**

Goal #5: Economic Development is described as: **Identify areas of reinvestment and re-imagining so that all parts of Tomball contribute to a prosperous future.**

There are specific Objectives and Action Items that Tomball EDC agrees to help achieve. They include the following:

- **Objective CL 4.2: Develop a citywide plan for beautification, which would include gateways, wayfinding signage, enhanced landscaping, etc.**
- Action CL 4.2.1: Establish a program to fund community image enhancement projects in Tomball.
 - *Gateways (Signature, Primary, Secondary, Downtown)*
 - *Bridge Interchange Enhancements (Landscape, art, etc.)*
 - *Streetscape Median Enhancements (Old Town, Tomball Parkway)*
 - *Downtown Enhancements (walkways, alleyways, wayfinding, etc.)*

- **Objective ED 5.1: Reevaluate the long-term development potential of the areas abutting Tomball Parkway.**
 - Action ED 5.1.1: Re-envision Tomball Parkway to better meet the needs of the community and provide and promote complimentary land uses around this investment.
 - *Center Median, Landscape, Streetscape*
 - *Regional Detention*
 - *Infrastructure Improvements*
 - *TIF Zone*
 - Action ED 5.1.2: Compliment investments into Tomball Parkway as a source for economic growth.
 - *Real Estate Market Study*
- **Objective ED 5.3: Maintain a balance in the differing economic sectors to promote sustainable economic health for the community.**
 - Action ED 5.3.2: Pursue and encourage entertainment options for local Tomball residents.
 - *Public Private Partnerships*
- **Objective ED 5.4: Build and support partnerships with local and regional entities and economic stakeholders.**
 - Action ED 5.4.1: Continue to use City resources as a means to assist economic development, including the annual budget, the CIP, and other programs.
 - Action ED 5.4.2: Support workforce preparation in local schools and colleges.
 - Action ED 5.4.5: Evaluate opportunities to increase entrepreneurship in Tomball.
 - *Business Incubator*

Tomball EDC then revised the Mission and Vision Statements, developed the following five goals for 2020-2023, and decided on the following strategies for implementation. Metrics are included in each year's separate annual Strategic Work Plan document.



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.

2020-2023 Goals

1. Business Retention & Expansion (BRE)
2. Attraction & Recruitment
3. Development/Redevelopment of Old Town
4. Innovation & Entrepreneurship
5. Education & Workforce Development



GOAL

1

BUSINESS RETENTION & EXPANSION (BRE)

To continually engage and assist in the success of Tomball businesses.

1. Continue to develop and expand the BRE Program to enhance relationships with existing businesses and industries and determine present and future needs.
2. Facilitate coordination efforts with the City, County, and State to assist with expansion opportunities.
3. Establish programs and strategies for disaster response and recovery to enhance business resilience.
4. Develop programming that brings value and resources to area businesses.
5. Develop a comprehensive customer relationship management (CRM) system.





ATTRACTION AND RECRUITMENT

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

1. Develop an attraction and recruitment strategy based on the Target Industry Analysis (TIA) to market to industries and companies included in targets.
2. Develop marketing and branding materials that promote Tomball's quality of life and business climate.
3. Participate in selected trade missions and industry events to attract targeted industries and Foreign Direct Investment.
4. Cultivate relationships and expand networks with executives, site selectors, brokers, and developers.
5. Invest in key properties and infrastructure projects that support the growth of existing employers and the attraction of new businesses.
6. Continue to market the Tomball Business & Technology Park and South Live Oak Business Park as locations for new and expanding companies.

**GOAL
3**

**DEVELOPMENT/
REDEVELOPMENT
OF OLD TOWN**

To encourage quality investment in Tomball's Old Town.

1. Support targeted infrastructure improvements and capital projects that will encourage growth and investment in the Old Town area.
2. Invest in catalyst projects that represent significant transformative opportunities.
3. Develop and promote programs and incentives to encourage improvements to Old Town properties.
4. Support community partners specifically targeting tourists with advertising campaigns to visit Old Town and stay overnight.
5. Target and attract tourism-generating land uses, including breweries, distilleries, event venues, etc.
6. Develop a platform for engaging property owners and merchants in Old Town.
7. Partner with the Greater Tomball Area Chamber of Commerce to develop and implement a "Shop Local" initiative to support Old Town businesses.





INNOVATION AND ENTREPRENEURSHIP

To create innovative solutions to support emerging entrepreneurs.

1. Evaluate the feasibility of creating a culinary incubator space.
2. Partner with the Farmer's Market Association to leverage assets and develop complementary resources/opportunities.
3. Partner with existing businesses to develop and promote cross-industry innovation and collaboration.
4. Partner with area organizations to provide small business entrepreneurship resource workshops and training material.

GOAL**5****EDUCATION AND WORKFORCE DEVELOPMENT**

Partner with Tomball ISD, Lone Star College-Tomball, City of Tomball, Greater Tomball Area Chamber of Commerce, and local industries to further develop youth workforce initiatives.

1. Promote certification programs, apprenticeships/internships, and scholarship opportunities.
2. Develop opportunities to engage students in science, technology, engineering, arts, and mathematics (STEAM) programs with industry practitioners.
3. Support job and career fairs at local educational institutions.
4. Continue to seek and support innovative partnerships between existing employers and educators, including the Tomball ISD Academy of Energy and International Business.

