



# TOMBALL

ECONOMIC DEVELOPMENT CORP.



## BUSINESS & TECHNOLOGY PARK

**Strategic Work Plan 2024-2025**





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 2020-2025 Strategic Plan that are to be accomplished in the final year: 2024-2025.

**Tomball EDC 2020-2025) 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 9 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 using SizeUp.
6. Support “Made in Tomball” Initiatives.
7. Explore programming and financial incentives to help existing industries expand.

### **How will Goal #1 be measured in 2024-2025?**

# of Tomball businesses visited in 2024-2025: \_\_\_\_\_ (Goal is 36)

# of success stories 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 2024-2025: \_\_\_\_\_ (Goal is 3)

# of Project Grants approved for business expansions in 2024-2025: \_\_\_\_\_

Did we expand our social media reach?



## ATTRACTION AND RECRUITMENT

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

1. Continue developing and maintaining relationships with businesses, site selectors, brokers, and developers, and maintain an awareness of available real estate properties within the community.
2. Support infill and redevelopment opportunities to attract new private sector investment.
3. Explore public financing tools including Tax Increment Reinvest Zones (TIRZ) to finance infrastructure improvements and encourage development/redevelopment projects.
4. 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.
5. Create an Incentives Policy to guide the TEDC in evaluating economic incentives.
6. Use targeted recruitment techniques to pinpoint potential companies within the TEDC's target industries in areas that are favorable for relocation or expansion.
7. Refresh website and online materials to maintain up-to-date information in a dynamic and user-friendly interface.
  - a. Update target industry information, make the incentives tab easier to find, and update data and demographics.

### How will Goal #2 be measured in 2024-2025?

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 Project Grants approved under Attraction in 2024-2025: \_\_\_\_\_



## 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. 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.

### How will Goal #3 be measured in 2024-2025?

Did we explore infrastructure opportunities in Old Town Tomball?

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?



## 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 and other youth workforce programs.
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. Maintain and update a job board for High School and College Students on the TEDC Website.
  - c. Research funding partners for Internship/Apprenticeship Program.
  - d. Grow the Summer Youth Employment Program.
  - e. Work with TISD in their Teacher Externship Program

### How will Goal #4 be measured in 2024-2025?

Did we research grant funding opportunities for the P-TECH program and other youth workforce programs?

Did we in the creation of a youth workforce pathway program?

Did we support a job/career fair in the 2024-2025?

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

Did we grow the Summer Youth Employment Program?

Did we assist TISD in their Teacher Externship Program?