

TOMBALL

ECONOMIC DEVELOPMENT CORP.



Strategic Work Plan 2025-2026

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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 2020-2026 Strategic Plan that are to be accomplished in the final year: 2025-2026.

Tomball EDC 2020-2026 Goals:

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





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. Continue the Grow Tomball initiative to highlight and promote local businesses.
 - a. Develop and promote business success stories.
 - b. Continue using YouTube, Google SEO, Instagram Reels, and paid ads.
 - c. Explore creative ways to increase public exposure.
3. Produce programming that meets the needs of the existing industry leaders in Tomball:
 - a. Host annual Mix & Jingle.
 - b. Host annual Outlook Luncheon.
 - c. Partner with City to host a Business Forum to showcase TEDC and City resources to local businesses.
4. Utilize Incentive Policy to help existing industries expand and improve grant awareness.
5. Partner with City on quality-of-life projects to retain and attract industry.

How will Goal #1 be measured in 2025-2026?

of Tomball businesses visited in 2025-2026: __ (Goal is 36)

of written success stories produced and shared: ____ (Goal is 6)

of video success stories produced and shared: ____ (Goal is 2)

of business events that we produced for the benefit of existing business owners in 2025-2026: ____ (Goal is 3)

of Project Grants approved for business expansions in 2025-2026: ____

Quality of life projects approved: ____



ATTRACTION AND RECRUITMENT

Attract and secure new businesses and industries that align with Tomball's economic goals and community character.

1. Attract and secure new businesses and industries that align with Tomball's economic goals and community character.
2. Support targeted infill and redevelopment projects to stimulate private sector investment in underutilized areas.
3. Explore public financing tools including Tax Increment Reinvestment Zones (TIRZ) to fund infrastructure improvements that catalyze development and redevelopment.
4. Host webinars and provide training programs that empower local entrepreneurs and support the growth of emerging businesses.
5. Apply the TEDC Incentive Policy as a framework for offering competitive and strategic economic incentives.
6. Conduct an updated Target Industry Analysis to ensure alignment with evolving market trends and economic priorities.
7. Collaborate with Tomball ISD to plan and execute a Developers and Realtors Day to showcase opportunities and foster connections.

How will Goal #2 be measured in 2025-2026?

Did TEDC support infill and redevelopment projects aimed at attracting new private sector investment?

Did TEDC explore TIRZ and TIRZ locations with the City?

Did TEDC host or support educational programming for local entrepreneurs and start-ups?

Was the Incentive Policy used to guide decisions regarding attraction-related economic incentives?

Total Number of Attraction Projects/Grants Approved (FY 2025–2026):_____



DEVELOPMENT/REDEVELOPMENT OF OLD TOWN

Foster high-quality investment and redevelopment in Tomball's historic Old Town district.

1. Strategic Infrastructure Improvements:
 - a. Continue collaborating with the City of Tomball on targeted infrastructure enhancements such as alleyway upgrades, expanded parking solutions, improved wayfinding signage, and pedestrian-friendly features.
2. Parking and Mobility Planning:
 - a. Advance efforts to improve access and connectivity in Old Town by initiating a comprehensive parking and mobility study.
3. First Baptist Church Project:
 - a. Identify and engage project partners.
 - b. Launch the design of Phase 1, focusing on the Main Sanctuary and 1949 Chapel, and establish the sequencing for future redevelopment phases.
 - c. Evaluate potential programming and long-term operational models.
 - d. Identify viable funding mechanisms to support the project.
 - e. Conduct a traffic impact analysis to inform site access and flow.
 - f. Finalize architectural renderings and an overall site development plan.
4. South Live Oak Business Park Project:
 - a. Develop a detailed project and financing strategy.
 - b. Engage potential development partners and define development concepts.
 - c. Undertake a feasibility study to assess market demand for hospitality, entertainment, and mixed-use components.
5. Incentive Promotion and Property Upgrades
 - a. Continue marketing incentive programs and explore new tools to stimulate investment and improvements in Old Town properties.
6. Community and Stakeholder Engagement
 - a. Seek partnership opportunities to actively engage the community in Old Town projects and broader redevelopment efforts.
 - b. Explore collaborative opportunities with the Downtown Heart of Tomball Alliance to ensure redevelopment efforts reflect Old Town priorities and support the interests of local merchants.

How will Goal #3 be measured in 2025-2026?

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

Did TEDC initiate and complete a Comprehensive Parking and Mobility Study for Old Town?

Did TEDC host at least two public workshops to share study findings and gather feedback?

Did TEDC select FBC project partners?

Did TEDC finalize Phase 1 schematic design for FBC?

DID TEDC define and document a phased development timeline for FBC?

Did TEDC evaluate programming and operations for FBC?

Identify at least two potential funding mechanisms for FBC Redevelopment.

Finalize the traffic impact analysis.

Deliver complete renderings and master site plan for board and council approval.

Did TEDC create a project and financing plan, explore potential development partners and plans, and conduct a feasibility study to determine demand for hospitality and entertainment uses for the South Live Oak Business Park Project?

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

Did TEDC explore partnership opportunities with community/stakeholder groups and the Downtown Heart of Tomball Alliance?



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. Serve as Liaison between Industry & Education partners.
 - a. P-TECH Steering Committee with Lone Star College-Tomball, TISD, and HCA officials.
 - b. TISD - CTE Advisory Board to create pathways for CTE students to enter the workforce and gain work-based learning credentials with industry partners.
 - c. Lone Star College Core Design Team for reimaging and design of Lone Star College – Tomball.
2. Work with our Regional Workforce Board and Texas Workforce Commission on available resources for local industries.
3. Partner with local/regional education institutions to:
 - a. Host job/career fairs.
 - b. Maintain a job board for High School and College Students on the TEDC Website.
 - c. Research funding partners for Internship/Apprenticeship Program.
 - d. Work with TISD on their Teacher Externship Program.
4. Summer Youth Employment Program (SYEP):
 - a. Hire intern and integrate them into the SYEP process.
 - b. Expand the program by securing additional participating businesses and student interns.
 - c. Produce marketing materials to promote program.
 - d. Host business meetings at critical check points.
 - e. Conduct post-interviews with student interns.
 - f. Speak at education institutions to promote the program.

How will Goal #4 be measured in 2025-2026?

Did we continue to serve as Liaison between Industry & Education partners?

Did we work with our Regional Workforce Board and Texas Workforce Commission on available resources for local industries?

Did we partner with local/regional education institutions to: Host job/career fairs, ____ maintain a job board for High School and College Students on the TEDC website, ____ research funding partners for internship/apprenticeship program, ____ and work with TISD in their Teacher Externship Program? ____

Did we hire an intern and integrate them, ____ expand the program by securing additional businesses and student interns, ____ produce marketing materials, ____ host business meetings at critical check points, ____ conduct post-interviews with student interns, ____ and speak at education institutions to promote the Summer Youth Employment Program (SYEP)? ____



OPERATIONS

Strengthen Organizational Communication, Education, and Transparency.

1. Enhance the TEDC's visibility, internal knowledge, and stakeholder engagement through consistent communication, training, and public outreach.
 - a. Encourage Board/Council attendance at training sessions including the annual State of Texas Economic Development Sales Tax Workshop.
 - b. Maintain and regularly update the TEDC website and digital materials to ensure accurate, accessible, and user-friendly content.
 - c. Conduct a Board Development Workshop titled "Understanding the Economic Development Process", and invite City Council, City leadership, and other strategic partners.
 - d. Provide monthly TEDC updates at City Council Workshops.
 - e. Deliver a keynote update at a Greater Tomball Area Chamber of Commerce Luncheon annually.
2. Identify staffing needs by assessing gaps, cross-training opportunities, and potential role adjustments to support organizational growth and flexibility.
3. Develop a succession planning framework and invest in staff development, training, and wellness to strengthen leadership continuity, retention, and overall team performance.
4. Conduct regular compensation surveys to benchmark salaries and benefits against industry standards, ensure internal equity, and support competitive, transparent, and data-informed compensation practices.

How will Goal #5 be measured in 2025-2026?

Did TEDC provide training workshops for Board and Council?

Did TEDC maintain/evolve website and online materials?

Did TEDC offer an Economic Development Process Overview Workshop?

Did TEDC give regular updates to City Council?

Did TEDC speak at a GTACC Luncheon?

Did TEDC complete a staffing and workload assessment?

Did TEDC create a succession plan?

Did TEDC invest in development/training opportunities to staff?

Did TEDC establish a standard schedule for compensation surveys (e.g., biennial or annual