

**NOTICE OF SPECIAL TOMBALL CITY COUNCIL AND THE  
TOMBALL ECONOMIC DEVELOPMENT CORPORATION BOARD OF  
DIRECTORS MEETING  
CITY OF TOMBALL, TEXAS**



**MONDAY, AUGUST 17, 2020**

**4:00 P.M.**

**Notice is hereby given of a meeting of the Tomball City Council and the Tomball Economic Development Corporation, to be held on Monday, August 17, 2020 at 4:00 P.M., City Hall, 401 Market Street, Tomball, Texas 77375, for the purpose of considering the following agenda items. All agenda items are subject to action. The Tomball City Council and the Tomball Economic Development Corporation reserves the right to meet in a closed session for consultation with attorney on any agenda item should the need arise and if applicable pursuant to authorization by Title 5, Chapter 551, of the Texas Government Code.**

**1.0 Call to Order**

- 1.1 IN ACCORDANCE WITH ORDER OF THE OFFICE OF THE GOVERNOR ISSUED MARCH 16, 2020, THE CITY COUNCIL OF THE CITY OF TOMBALL, TEXAS AND THE TOMBALL ECONOMIC DEVELOPMENT CORPORATION WILL CONDUCT THE MEETING SCHEDULED FOR AUGUST 17, 2020, 4:00 P.M., AT 401 MARKET STREET, TOMBALL, TEXAS, 77375. IN ORDER TO ADVANCE THE PUBLIC HEALTH GOAL OF LIMITING FACE-TO-FACE MEETINGS (ALSO CALLED "SOCIAL DISTANCING") TO SLOW THE SPREAD OF THE CORONAVIRUS (COVID-19), THERE WILL BE LIMITED PUBLIC ACCESS TO THE LOCATION DESCRIBED ABOVE. THIS MEETING AGENDA AND THE AGENDA PACKET ARE POSTED ONLINE AT <https://tomballtx.gov/Archive.aspx?AMID=38>; A RECORDING OF THE MEETING WILL BE MADE AND WILL BE AVAILABLE TO THE PUBLIC IN ACCORDANCE WITH THE OPEN MEETINGS ACT UPON WRITTEN REQUEST.**

The public toll-free dial-in numbers to participate in the telephonic meeting are any one of the following (dial by your location): +1 346 248 7799 US (Houston); +1 253 215 8782 US (Tacoma); +1 669 900 9128 US (San Jose); +1 646 558 8656 US (New York); +1 301 715 8592 US (Germantown); or +1 312 626 6799 US (Chicago) – Meeting ID 989 1447 2560. The public will be permitted to offer public comments telephonically, as provided by the agenda and as permitted by the presiding officer during the meeting.

2.0 Public Comments and Receipt of Petitions *[At this time, anyone will be allowed to speak on any matter other than personnel matters or matters under litigation, for length of time not to exceed three minutes. No Council/Board discussion or action may take place on a matter until such matter has been placed on an agenda and posted in accordance with law.]*

3.0 Workshop Session:

3.1 The Tomball City Council and the Tomball Economic Development Corporation will enter into a Workshop Session for the following purposes:

- Consideration and Discussion regarding the Tomball Economic Development Corporation’s 3-Year Strategic Plan and Annual Work Plan
- Consideration and Discussion regarding the Tomball Economic Development Corporation Budget for Fiscal Year 2020-2021

4.0 Adjournment

### CERTIFICATION

I hereby certify that the above notice of meeting was posted on the bulletin board of City Hall, City of Tomball, Texas, a place readily accessible to the general public at all times, on the 13th day of August 2020 by 4:00 p.m., and remained posted for at least 72 continuous hours preceding the scheduled time of said meeting.

Doris Speer

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Doris Speer  
City Secretary, TRMC

This facility is wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretive services must be made 48 hours prior to this meeting. Please feel free to contact the City Secretary's office at (281) 290-1002 or FAX (281) 351-6256 for further information.

AGENDAS MAY ALSO BE VIEWED ONLINE AT [www.ci.tomball.tx.us](http://www.ci.tomball.tx.us).

Special Joint  
Agenda Item  
Data Sheet

Meeting Date: August 17, 2020

**Topic:**

**Background:**

**Origination:**

Kelly Violette, Executive Director, Tomball Economic Development Corporation

**Recommendation:**

**Party(ies) responsible for placing this item on agenda:**

Kelly Violette, Executive Director, Tomball Economic Development Corporation

**ACTION TAKEN**

| <b>Approval</b><br><input type="checkbox"/> Yes <input type="checkbox"/> No | <b>Readings Passed</b><br><input type="checkbox"/> 1 <sup>st</sup> <input type="checkbox"/> 2 <sup>nd</sup> | <b>Other</b> |
|---|---|--------------|
|---|---|--------------|



# Special Joint Agenda Item Data Sheet

Meeting Date: August 17, 2020

**Topic:**

The Tomball City Council and the Tomball Economic Development Corporation will enter into a Workshop Session for the following purposes:

- Consideration and Discussion regarding the Tomball Economic Development Corporation’s 3-Year Strategic Plan and Annual Work Plan
- Consideration and Discussion regarding the Tomball Economic Development Corporation Budget for Fiscal Year 2020-2021

**Background:**

**Origination:**

Kelly Violette, Executive Director, Tomball Economic Development Corporation

**Recommendation:**

**Party(ies) responsible for placing this item on agenda:**

City Secretary

**ACTION TAKEN**

|   |   |              |
|---|---|--------------|
| <b>Approval</b><br><input type="checkbox"/> Yes <input type="checkbox"/> No | <b>Readings Passed</b><br><input type="checkbox"/> 1 <sup>st</sup> <input type="checkbox"/> 2 <sup>nd</sup> | <b>Other</b> |
|---|---|--------------|

**ATTACHMENTS:**

- TEDC Board Approved 2020-2023 Strategic Work Plan
- TEDC Board Approved Annual Work Plan
- FY 20-21 Board Approved TEDC Budget
- Budget Acct Descriptions



# 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





## **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.





# TOMBALL

ECONOMIC DEVELOPMENT CORPORATION



## Strategic Work Plan 2020-2021





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.



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 2020-2023 Strategic Plan that are to be accomplished in the first year: 2020-2021

**Tomball EDC 2020-2023 Goals:**

1. BUSINESS RETENTION & EXPANSION (BRE)
2. ATTRACTION & RECRUITMENT
3. DEVELOPMENT/REDEVELOPMENT OF OLD TOWN
4. INNOVATION & ENTREPRENEURSHIP
5. 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.
2. Conduct an annual online business survey to identify and manage business needs.
3. Assist Tomball companies that have been impacted by COVID-19.
  - (a) Identify businesses that have successfully pivoted during COVID-19 and share their success stories.
  - (b) Continually update the Tomball together website and promote it as a primary resource for business recovery.
4. Produce programming that meets the needs of the existing industry leaders in Tomball.
  - (a) Host a business information resource forum/event for existing business owners.
  - (b) Host quarterly Business Roundtable meetings to connect local business owners and further develop relationships.
  - (c) Intentionally celebrate Tomball's legacy businesses and milestone anniversary dates.
  - (d) Expand the Economic Outlook Luncheon
5. Acquire customer relationship management (CRM) software and develop a comprehensive database.

### How will Goal #1 be Measured in 2020-2021?

# of Tomball businesses visited in person or virtually in 2020-2021? \_\_\_\_\_ (goal is 48)

Did we conduct an online business survey to identify and manage business needs?

# of Tomball businesses that we identified and shared their stories of triumph and thriving during COVID-19? \_\_\_\_\_

Did we host a business forum or event for the benefit of existing business owners in 2020-2021?

# of Quarterly Business Roundtables hosted in 2020-2021? \_\_\_\_\_

Did we expand the Economic Outlook Luncheon?

# of Tomball businesses we celebrated their years of service in 2020-2021? \_\_\_\_\_

Did we acquire a CRM database?



## ATTRACTION AND RECRUITMENT

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

1. Use Target Industry Analysis (TIA) to develop marketing and branding materials that respond to key information needs of site selectors and appeal to industries identified in TIA.
2. Attend trade shows and industry events that provide opportunities to market to key industry decision makers.
3. Continue developing and maintaining relationships with businesses, site selectors, brokers, and developers.
4. Explore opportunities and partnerships that support the creation of a business innovation center.
5. To have 95% of available Business & Technology Park property sold or under contract.
6. Secure an occupant for the vacant South Live Oak Business Park Building.

### How will Goal #2 be Measured in 2020-2021?

# of Targets in TIA we developed marketing materials and ad campaigns around? \_\_\_\_\_ # of trade shows and industry events attended? \_\_\_\_\_

Did we explore opportunities in 2020-2021 for a business innovation center?

% of Business & Technology Park sold or under contract by end of 2020-2021? \_\_\_\_\_ (goal is 95%)

Did we secure an occupant for South Live Oak Business Park Building?



## GOAL 3: 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.) that enhance Old Town's tourism readiness and experience.
2. Invest in strategic anchor projects that have the potential to catalyze development in Old Town.
3. Continue to promote improvement grants and explore additional ways to encourage upgrades to properties.
4. Research Case Studies of successful Texas downtown revitalization efforts and develop strategy recommendations.
5. Work with Old Town property owners to market available properties and investment opportunities.
6. Partner with the Tomball Chamber to design and execute a Shop Local initiative, perhaps leveraging #TomballTogether branding.

### **How will Goal #3 be Measured in 2020-2021?**

Did we support targeted infrastructure improvements in Old Town?

Did we invest in anchor projects?

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

Did we research Case Studies of successful Texas downtown revitalization efforts?

Did we work with property owners to market properties and opportunities?



## INNOVATION AND ENTREPRENEURSHIP

*To create innovative solutions to support emerging entrepreneurs.*

1. Evaluate the feasibility of creating a culinary incubator space:
  - a. Consider incorporation of a food hall concept.
  - b. Continue partnership discussions with the Farmer's Market Association, Lone Star College –Tomball and Tomball ISD.
  - c. Consider a small business services component that houses co-working space, meeting rooms, etc.
2. Create a Tomball Entrepreneurship Training Workshop Series to assist new and existing small business owners.
3. Continue to explore creative coworking spaces to assist emerging entrepreneurs.

### **How will Goal #4 be Measured in 2020-2021?**

Did we fully explore the feasibility of creating a culinary incubator?

Did we consider the incorporation of a food hall concept?

Did we consider a small business services concept?

Did we create a Tomball Entrepreneurship Training Workshop Series?

Did we explore creative coworking spaces to assist emerging entrepreneurs?





**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. Research and evaluate workforce programs and partner with local organizations to define areas of interest.
2. Enhance existing STEAM initiative to include multiple businesses and industry partners.
3. Continue to work with TISD and LSC-Tomball to support job and career fairs.

### **How will Goal #5 be Measured in 2020-2021?**

Did we evaluate workforce programs and partner with others to define areas of interest?

# of additional partners/businesses we enhanced the STEAM initiative to include? \_\_\_\_\_

Did we support a youth job fair with TISD in the 2020-2021 school year?

Did we support a career fair with Lone Star College - Tomball in the 2020-2021 school year?



Facilitated by



**Tomball Economic Development Corporation  
2020-2021 Proposed Budget  
October 1, 2020 to September 30, 2021**

|   | 9/30/2018<br>Actual<br>Rev./Exp. | 9/30/2019<br>Actual<br>Rev./Exp. | 2019-2020<br>Approved<br>Budget | 2019-2020<br>Year End<br>Projected | 2020-2021<br>Proposed<br>Budget |
|---|----------------------------------|----------------------------------|---------------------------------|------------------------------------|---------------------------------|
| <b>Beginning Fund Balance</b>             | \$ 17,615,063                    | \$ 20,352,059                    | \$ 24,799,619                   | \$ 24,799,619                      | \$ 24,799,619                   |
| <b>REVENUE</b>                            |                                  |                                  |                                 |                                    |                                 |
| Sales Tax                                 | \$ 4,135,137                     | \$ 4,168,199                     | \$ 4,000,000                    | \$ 3,850,000                       | \$ 3,850,000                    |
| Interest                                  | 290,474                          | 551,967                          | 425,000                         | 375,000                            | 350,000                         |
| Grants                                    | 5,500                            | 5,500                            | 5,500                           | 5,500                              | 5,500                           |
| Other- TBTP                               | 949,334                          | 2,596,223                        | -                               | 421,243                            | -                               |
| <b>Total Revenue</b>                      | <b>\$ 5,380,445</b>              | <b>\$ 7,321,889</b>              | <b>\$ 4,430,500</b>             | <b>\$ 4,651,743</b>                | <b>\$ 4,205,500</b>             |
| <b>Total Available Resources</b>          | <b>\$ 22,995,508</b>             | <b>\$ 27,673,948</b>             | <b>\$ 29,230,119</b>            | <b>\$ 29,451,362</b>               | <b>\$ 29,005,119</b>            |
| <b>EXPENDITURES</b>                       |                                  |                                  |                                 |                                    |                                 |
| <b>Administrative</b>                     |                                  |                                  |                                 |                                    |                                 |
| <b>Salary and Benefits</b>                |                                  |                                  |                                 |                                    |                                 |
| Salary-Executive Director                 | \$ 109,001                       | \$ 120,685                       | \$ 126,745                      | \$ 126,745                         | \$ 129,332                      |
| Salary-Asst. Director                     | 69,948                           | 80,615                           | 84,675                          | 84,675                             | 86,405                          |
| Benefits-Executive Director               | 41,871                           | 50,206                           | 45,009                          | 45,009                             | 45,693                          |
| Benefits-Asst. Director                   | 43,465                           | 52,031                           | 46,284                          | 46,284                             | 45,972                          |
| Wages- Full-Time                          | 9,840                            | 40,527                           | 45,188                          | 41,188                             | 42,058                          |
| Wages- Overtime                           |                                  |                                  | 3,000                           | 1,200                              | 3,024                           |
| Benefits- Full-Time                       | 806                              | 24,281                           | 25,771                          | 20,000                             | 18,529                          |
| <b>Total Salaries and Benefits</b>        | <b>\$ 274,930</b>                | <b>\$ 368,345</b>                | <b>\$ 376,673</b>               | <b>\$ 365,101</b>                  | <b>\$ 371,012</b>               |
| <b>Other Personnel Expenditures</b>       |                                  |                                  |                                 |                                    |                                 |
| Auto Allowances                           | \$ 8,400                         | \$ 8,400                         | \$ 8,400                        | \$ 8,400                           | \$ 8,400                        |
| Phone Allowance - Executive Director      | 768                              | 768                              | 900                             | 900                                | 900                             |
| Phone Allowance - Assistant Director      | 768                              | 768                              | 900                             | 900                                | 900                             |
| Local Travel Expense                      | -                                | 256                              | 450                             | 200                                | 400                             |
| Dues and Subscriptions                    | 6,044                            | 7,514                            | 9,000                           | 9,000                              | 9,000                           |
| Seminar/Conference Registrations          | 7,607                            | 15,224                           | 18,000                          | 5,700                              | 18,000                          |
| Travel and Training                       | 13,461                           | 19,527                           | 30,000                          | 10,550                             | 30,000                          |
| <b>Total Other Personnel Expense</b>      | <b>\$ 37,048</b>                 | <b>\$ 52,456</b>                 | <b>\$ 67,650</b>                | <b>\$ 35,650</b>                   | <b>\$ 67,600</b>                |
| <b>Service and Supply Expenditures</b>    |                                  |                                  |                                 |                                    |                                 |
| Contracted Administrative Services        | \$ 25,000                        | \$ 25,000                        | \$ 25,000                       | \$ 25,000                          | \$ 25,000                       |
| Bank Charges & Postage                    | 585                              | (344)                            | 1,000                           | 500                                | 1,000                           |
| Insurance                                 | 2,166                            | 1,743                            | 2,200                           | 6,000                              | 18,000                          |
| Computer Equipment & Maintenance          | 4,592                            | 2,910                            | 5,000                           | 5,000                              | 5,000                           |
| Communications Services                   | 2,933                            | 3,286                            | 4,500                           | 3,800                              | 4,500                           |
| Legal Fees                                | 24,562                           | 7,333                            | 30,000                          | 30,000                             | 30,000                          |
| Lease Expense-GTACC                       | 21,289                           | 22,842                           | 25,000                          | 25,000                             | 37,000                          |
| Office Equipment & Supplies               | 1,876                            | 10,752                           | 10,000                          | 4,000                              | 10,000                          |
| <b>Total Service and Supply Expense</b>   | <b>\$ 83,003</b>                 | <b>\$ 73,522</b>                 | <b>\$ 102,700</b>               | <b>\$ 99,300</b>                   | <b>\$ 130,500</b>               |
| <b>Total Administrative Expenditures</b>  | <b>\$ 394,982</b>                | <b>\$ 494,324</b>                | <b>\$ 547,023</b>               | <b>\$ 500,051</b>                  | <b>\$ 569,112</b>               |
| <b>Indirect Economic Development Exp.</b> |                                  |                                  |                                 |                                    |                                 |
| Chamber Guide                             | \$ 8,354                         | \$ 8,354                         | \$ 8,400                        | \$ 8,400                           | \$ 8,400                        |
| Area Street Maps                          | (3,875)                          | -                                | -                               | -                                  | 3,875                           |
| Marketing                                 | 95,354                           | 63,450                           | 87,000                          | 87,000                             | 87,000                          |
| Economic Impact Model License             | 4,052                            | 4,174                            | 4,300                           | 4,299                              | 4,430                           |

|   |               |               |                |                |                |
|---|---------------|---------------|----------------|----------------|----------------|
| Event Sponsorships                            | 6,354         | 6,212         | 29,000         | 6,000          | 29,000         |
| Promotional Items                             | 4,928         | 6,574         | 6,500          | 6,500          | 6,500          |
| Printing                                      | 3,978         | 4,503         | 6,500          | 6,500          | 6,500          |
| Website and GIS                               | 13,397        | 14,620        | 36,000         | 31,900         | 36,000         |
| Professional Services                         | 102,506       | 136,670       | 520,000        | 220,000        | 520,000        |
| Miscellaneous                                 | 8,065         | 15,555        | 15,000         | 11,000         | 15,000         |
| Total Indirect Expenditures                   | \$ 243,113    | \$ 260,113    | \$ 712,700     | \$ 381,599     | \$ 716,705     |
| <b>City Debt Service</b>                      |               |               |                |                |                |
| Southside Sewer Plant (1999 CO-2/15/2019)     | \$ 188,148    | \$ 188,148    | \$ -           | \$ -           | \$ -           |
| Utilities Expansion (2002 CO-2/15/2022)       | 370,000       | 370,000       | 370,000        | 370,000        | 370,000        |
| Business Park Infrastructure (Series 2013)    | 533,613       | 536,113       | 533,463        | 533,463        | 535,663        |
| Medical Complex/Persimmon (Series 2016)       | -             | -             | 222,222        | 222,222        | 222,222        |
| Total Debt Service                            | \$ 1,091,761  | \$ 1,094,261  | \$ 1,125,685   | \$ 1,125,685   | \$ 1,127,885   |
| <b>Grants, Loans &amp; Other Expenditures</b> |               |               |                |                |                |
| Project Grants                                | \$ 335,632    | \$ 361,735    | \$ 2,500,000   | \$ 227,000     | \$ 2,500,000   |
| Sales Tax Reimbursement Grants (380)          | 48,989        | 52,312        | 60,000         | 50,139         | 50,000         |
| Property Acquisition                          | -             | -             | 6,000,000      | 5,002,018      | 2,500,000      |
| Business Improvement Grants- Current Year     | 134,850       | 73,559        | 350,000        | 250,000        | 350,000        |
| Business Improvement Grants- Prior Year       | 188,879       | 91,000        | 160,000        | 81,169         | 215,300        |
| Old Town Façade Grants- Current Year          | -             | -             | 200,000        | 107,000        | 250,000        |
| Old Town Façade Grants- Prior Year            | -             | -             | -              | -              | 130,000        |
| Business Park Expenses                        | 73,720        | 434,471       | 775,000        | 315,000        | 775,000        |
| Total Grants/Loans/Other                      | \$ 782,070    | \$ 1,013,078  | \$ 10,045,000  | \$ 6,032,326   | \$ 6,770,300   |
| Total All Expenditures                        | \$ 2,511,925  | \$ 2,861,775  | \$ 12,430,407  | \$ 8,039,661   | \$ 9,184,002   |
| Revenues Over (Under) Expenditures            | \$ 2,868,520  | \$ 4,460,114  | \$ (7,999,907) | \$ (3,387,918) | \$ (4,978,502) |
| Other Income/Losses on Investments            | \$ 131,524    | \$ 12,554     | \$ -           |                |                |
| Ending Fund Balance                           | \$ 20,352,059 | \$ 24,799,619 | \$ 16,799,712  | \$ 21,411,701  | \$ 19,821,117  |

## TEDC Debt Service Schedule

|              | Series 1999       | Series 2002         | Series 2013            | Series 2016         | Annual Payments         |
|--------------|-------------------|---------------------|------------------------|---------------------|-------------------------|
| 2016         | \$ 188,148        | \$ 370,000          | \$ 528,012.50          |                     | \$ 1,086,160.50         |
| 2017         | \$ 188,148        | \$ 370,000          | \$ 530,912.50          |                     | \$ 1,089,060.50         |
| 2018         | \$ 188,148        | \$ 370,000          | \$ 533,612.50          |                     | \$ 1,091,760.50         |
| 2019         | \$ 188,148        | \$ 370,000          | \$ 536,112.50          |                     | \$ 1,094,260.50         |
| 2020         |                   | \$ 370,000          | \$ 533,462.50          | \$ 222,222          | \$ 1,125,684.50         |
| 2021         |                   | \$ 370,000          | \$ 535,662.50          | \$ 222,222          | \$ 1,127,884.50         |
| 2022         |                   | \$ 370,000          | \$ 537,662.50          | \$ 222,222          | \$ 1,129,884.50         |
| 2023         |                   |                     | \$ 539,462.50          | \$ 222,222          | \$ 761,684.50           |
| 2024         |                   |                     | \$ 546,012.50          | \$ 222,222          | \$ 768,234.50           |
| 2025         |                   |                     | \$ 547,312.50          | \$ 222,222          | \$ 769,534.50           |
| 2026         |                   |                     | \$ 548,412.50          | \$ 222,222          | \$ 770,634.50           |
| 2027         |                   |                     | \$ 548,737.50          | \$ 222,222          | \$ 770,959.50           |
| 2028         |                   |                     | \$ 548,275.00          | \$ 222,222          | \$ 770,497.00           |
| 2029         |                   |                     | \$ 551,925.00          | \$ 222,222          | \$ 774,147.00           |
| 2030         |                   |                     | \$ 549,056.25          | \$ 222,222          | \$ 771,278.25           |
| 2031         |                   |                     | \$ 549,600.00          | \$ 222,222          | \$ 771,822.00           |
| 2032         |                   |                     | \$ 549,075.00          | \$ 222,222          | \$ 771,297.00           |
| 2033         |                   |                     | \$ 548,100.00          | \$ 222,222          | \$ 770,322.00           |
| 2034         |                   |                     |                        | \$ 222,222          | \$ 222,222.00           |
| 2035         |                   |                     |                        | \$ 222,222          | \$ 222,222.00           |
| 2036         |                   |                     |                        | \$ 222,222          | \$ 222,222.00           |
| 2037         |                   |                     |                        | \$ 222,226          | \$ 222,226.00           |
| <b>Total</b> | <b>\$ 752,592</b> | <b>\$ 2,590,000</b> | <b>\$ 9,761,406.25</b> | <b>\$ 4,000,000</b> | <b>\$ 17,103,998.25</b> |

**2017-2019:**

Southside Sewer Plant (1999 CO-2/15/2019)  
 Utilities Expansion (2002 CO- 2/15/2022)  
 Business Park Infrastructure (Series 2013)

**2020-2022:**

Utilities Expansion (2002 CO- 2/15/2022)  
 Business Park Infrastructure (Series 2013)  
 Series 2016, Medical Complex Drive-Section 4B, Persimmon Street

**2023-2033:**

Business Park Infrastructure (Series 2013)  
 Series 2016, Medical Complex Drive-Section 4B, Persimmon Street

**2034-2037:**

Series 2016, Medical Complex Drive-Section 4B, Persimmon Street

# Tomball Economic Development Corporation

## FY 2020-2021 Budget

### Account Descriptions

#### **REVENUE**

- Sales Tax: Those revenues received from the State of Texas and through the City of Tomball for the \$0.005 portion of the \$0.020 sales tax revenues collected within the City limits of Tomball.
- Interest: Those revenues received from financial institutions for balances on hand and from funds that have been invested.
- Grants: Those revenues received from additional sources such as CenterPoint Energy for support of the Corporation's activities, including the Annual Economic Outlook Event, marketing collateral, and continuing education.
- Other: Those revenues received from the sale or lease of TEDC-owned property.

#### **EXPENDITURES**

##### **Administrative:**

- Salaries - Administrative: The amount reimbursed to the City of Tomball for the salary paid to the Executive Director and Assistant Director of the Tomball Economic Development Corporation. This amount includes holiday, vacation, sick, and longevity pay.
- Benefits: The amount reimbursed to the City of Tomball for the benefits paid to, or on behalf of, TEDC staff. This amount includes social security taxes, medicare taxes, employer matched funds to the Texas Municipal Retirement System, health insurance premiums, and worker compensation insurance.
- Wages- Other: Wages for nonexempt (hourly) TEDC employees.
- Wages- Overtime: Wages for hours worked, by non-exempt employees, during any FLSA-defined workweek, which exceed 40 hours and are approved in advance by the Executive Director.

##### **Other Personnel Expenditures:**

- Auto Allowances: Monthly stipends allocated to cover business travel expenses and mileage within a 50-mile radius of Tomball.
- Phone Allowances: Monthly stipends allocated to cover business-related cell phone expenses for eligible TEDC staff.

- Local Travel Expenses: The amount allocated to cover business travel expenses and mileage within a 50-mile radius of Tomball for non-exempt TEDC staff.
- Dues and Subscriptions: Fees charged for memberships and related expenses to professional organizations, subscriptions and software.
- Seminar/Conference Registrations: Fees for the Tomball Economic Development Corporation staff and board members to attend conferences, events, and professional training seminars.
- Travel and Training: The costs associated with attending classes, seminars, events, trade shows and for related travel expenses. This includes hotel rooms where overnight stay is reasonable, the cost of related meals, airfare, and car rental where reasonable, parking and toll fees, and for mileage. Reimbursable mileage for exempt staff is limited to a destination that exceeds a 50-mile radius of the City of Tomball.

### **Service and Supply Expenditures**

- Contracted Administrative Services: The cost of administrative services provided to the Tomball Economic Development Corporation by City of Tomball personnel as indicated in the Administrative Services Agreement entered into between the Tomball Economic Development Corporation and the City of Tomball.
- Bank Charges: The various service charges for maintaining a bank account, including wire transfer fees, safekeeping fees for investments, and actual operating account fees based on the account analysis.
- Insurance: The cost of surety bonding fees and insurance premiums for the following types of insurance: General Liability, Errors and Omissions, and Property Content at 29201 Quinn Road, Suite B, Tomball, Texas.
- Computer Equipment and Maintenance: The cost of computer equipment and related expenses.
- Communication Services: The cost of telephone service, including land line phone base rate charges, DSL service, and long-distance charges.
- Legal Fees: Expenses incurred for legal services related to document and agreement preparation and obtaining advice and opinions from legal counsel related to Tomball Economic Development Corporation business activities.
- Lease Expense-GTACC: Payment to the Greater Tomball Area Chamber of Commerce for leased office space at 29201 Quinn Road, Suite B, Tomball, Texas.
- Office Equipment & Supplies: The cost of various office supplies, postage, and equipment.

## **Indirect Economic Development Expenditures:**

- Chamber Guide: Expenses related to the TEDC advertisement and publication of a map of the Tomball area in the annual Greater Tomball Area Chamber of Commerce magazine.
- Area Street Maps: The expenses incurred for the production and publication of maps of Tomball and the surrounding area that are issued free of charge to individuals and businesses to promote travel, tourism, and the commercial industry in Tomball.
- Marketing: Expenses related to marketing Tomball to attract business, industry, and visitors, including advertisements in printed and digital publications, information packages, brochures, and related marketing collateral material.
- Economic Impact Model License: The annual licensing fee for the economic impact analysis model utilized by the TEDC to calculate the economic impact of a prospect firm/project and related costs and benefits to the City of Tomball.
- Event Sponsorships: Costs to sponsor/co-sponsor events that foster relationships with businesses, site location consultants, brokers, real estate professionals, regional allies, and others influencing business location and capital investment decisions.
- Promotional Items: The costs associated with TEDC promotional products, giveaways, and event favors.
- Printing: The cost of printing various items including, but not limited to, Notice of Project/Public Hearing, brochures, presentation boards, community profiles, business resource guides, stationary, etc.
- Website and GIS: Costs to maintain the Tomball Economic Development Corporation's website, including web hosting, property database services, analytics platforms, and online GIS software.
- Professional Services: Consulting fees, engineering fees, photography, graphics and design services, and other professional services incurred in expanding the economic base of Tomball.
- Miscellaneous: Other expenses including, but not limited to, meals with potential business developers, name plates for Board meetings, post office box fees, etc.

## **City Debt Service**

- Southside Sewer Plant (1999 CO-2/15/2019): Contributions to debt repayment for the wastewater treatment plant built on the south side of Tomball to accommodate expanded industry in the City. Final debt payment was made in 2019.
- Utilities Expansion (2002 CO-2/15/2022): Contributions to debt repayment for the extension of utilities from FM 2920 south on Hufsmith-Kohrville Road to Holderrieth Road, west to SH 249 and north to Theiss Road.

- Business Park (Series 2013): Contributions to debt repayment for the construction of utilities, roads, drainage facilities, etc. for the Tomball Business and Technology Park Project located at the northwest corner of Hufsmith-Kohrville and Holderrieth Roads.
- Medical Complex/Persimmon (Series 2016): Contributions to debt repayment for the construction of utilities, roads, drainage facilities, etc. for the extension of Medical Complex Drive Segment 4B and South Persimmon Street from Agg Road/Medical Complex Drive south to the Tomball Business & Technology Park.

### **Grants, Loans & Other Expenditures**

- Project Grants: Grant funds designated by the Tomball Economic Development Corporation's Board of Directors and approved by the Tomball City Council waiting for contract fulfillment in order to be disbursed.
- Sales Tax Reimbursement Grants (380): Sales tax reimbursements made in accordance with economic development incentive agreements approved by the Tomball Economic Development Corporation's Board of Directors and the Tomball City Council.
- Property Acquisition: Costs associated with the acquisition of land related to the development of the Tomball Business and Technology Park.
- Business Improvement Grants- Current Year: Funds allocated to enhance the economic development of the City of Tomball through matching grants for façade or exterior improvements to buildings, sign improvements, landscaping, or other exterior property improvements.
- Business Improvement Grants- Prior Years: Improvement grant funds approved in prior fiscal years waiting for contract fulfillment in order to be disbursed.
- Old Town Façade Grants: Funds allocated to enhance the economic development of the City of Tomball through grants to property and business owners seeking to rehabilitate commercial buildings located in the Old Town Tomball area.
- Business Park Expenses: Expenses related to the development and maintenance of the Tomball Business & Technology Park.