

**NOTICE OF REGULAR TOMBALL ECONOMIC DEVELOPMENT
CORPORATION MEETING**



**Tuesday, July 14, 2026
5:30 PM**

Notice is hereby given of a meeting of the Tomball Economic Development Corporation, to be held on Tuesday, July 14, 2026 at 5:30 PM, City Hall, 401 Market Street, Tomball, TX 77375, for the purpose of considering the following agenda items. All agenda items are subject to action. 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.

THE TOMBALL ECONOMIC DEVELOPMENT CORPORATION OF THE CITY OF TOMBALL, TEXAS, WILL CONDUCT THE MEETING SCHEDULED FOR JULY 14, 2026, 5:30 PM, AT 401 MARKET STREET, TOMBALL, TEXAS, 77375. 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): **+1 312 626 6799 US (Chicago); +1 646 876 9923 US (New York); +1 301 715 8592 US; +1 346 248 7799 US (Houston); +1 408 638 0968 US (San Jose); +1 669 900 6833 US (San Jose); or +1 253 215 8782 US (Tahoma) - Meeting ID: 811 3739 8430 Passcode: 539444.** 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.

- A. Call to Order
- B. Invocation
- C. Pledges
- D. 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 - GC, 551.042.]

E. Reports by TEDC Staff:

F. Reports and Announcements

- [1.](#) Tomball Legacy Square Advisory Committee Meeting – June 25, 2026
- [2.](#) SYEP Mid-Point Meeting – June 24, 2026
- [3.](#) Summer 2026 Newsletter
- [4.](#) Tomball EDC Personnel Update

G. Approval of Minutes

- [5.](#) Regular Tomball EDC Meeting of June 9, 2026
- [6.](#) Special Tomball EDC Meeting of June 11, 2026
- [7.](#) Special Joint City Council and Tomball EDC Meeting of June 11, 2026
- [8.](#) Special Tomball EDC Meeting of June 12, 2026

H. New Business

- [9.](#) Presentation of Letter of Support from the Greater Tomball Area Chamber of Commerce for the Tomball Legacy Square Project.
- [10.](#) Consideration and possible action by Tomball EDC to approve the Tomball Economic Development Corporation 2026-2029 Strategic Work Plan.
- [11.](#) Presentation by AIG Technical Services regarding Phase I of the Old Town Parking and Mobility Study.
- [12.](#) The Tomball Economic Development Corporation will enter into a Workshop Session to discuss the Draft Fiscal Year 2026-2027 Tomball Economic Development Corporation Budget.
- [13.](#) EXECUTIVE SESSION: The Tomball Economic Development Corporation Board will meet in Executive Session as authorized by Title 5, Chapter 551, Texas Government Code, The Texas Open Meetings Act, for the following purpose:
 - Section 551.072, - Deliberations regarding real property: Deliberate the purchase, exchange, sale, lease, or value of real property.

- Section 551.087, - Deliberation regarding Economic Development negotiations.

- 14. Reconvene into regular session and take action, if necessary, on items discussed in Executive Session.

I. Adjournment

C E R T I F I C A T I O N

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 8th day of JULY 2026 by 5:30 PM, and remained posted for at least 72 continuous hours preceding the scheduled time of said meeting.

Kelly Violette
Executive Director

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 contact the City Secretary's office at (281) 290-1019 for further information.

AGENDAS MAY BE VIEWED ONLINE AT www.ci.tomball.tx.us.

Regular Tomball EDC Agenda Item Data Sheet

Meeting Date: July 14, 2026

Topic:

Tomball Legacy Square Advisory Committee Meeting – June 25, 2026

Background:

Origination:

Recommendation:

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

FUNDING (IF APPLICABLE)

Are funds specifically designated in the current budget for the full amount required for this purpose?

Yes: _____ No: _____ If yes, specify Account Number: # _____

If no, funds will be transferred from account # _____ To account # _____

Signed _____	Approved by _____
Staff Member-TEDC _____	Executive Director-TEDC _____
Date _____	Date _____

Regular Tomball EDC Agenda Item Data Sheet

Meeting Date: July 14, 2026

Topic:

SYEP Mid-Point Meeting – June 24, 2026

Background:

Origination:

Recommendation:

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

FUNDING (IF APPLICABLE)

Are funds specifically designated in the current budget for the full amount required for this purpose?

Yes: _____ No: _____ If yes, specify Account Number: # _____

If no, funds will be transferred from account # _____ To account # _____

Signed _____	Approved by _____
Staff Member-TEDC _____	Executive Director-TEDC _____
Date _____	Date _____

Regular Tomball EDC Agenda Item Data Sheet

Meeting Date: July 14, 2026

Topic:

Summer 2026 Newsletter

Background:

Origination:

Recommendation:

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

FUNDING (IF APPLICABLE)

Are funds specifically designated in the current budget for the full amount required for this purpose?

Yes: _____ No: _____ If yes, specify Account Number: # _____

If no, funds will be transferred from account # _____ To account # _____

Signed _____	Approved by _____
Staff Member-TEDC _____	Executive Director-TEDC _____
Date _____	Date _____

Regular Tomball EDC Agenda Item Data Sheet

Meeting Date: July 14, 2026

Topic:

Tomball EDC Personnel Update

Background:

Origination:

Recommendation:

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

FUNDING (IF APPLICABLE)

Are funds specifically designated in the current budget for the full amount required for this purpose?

Yes: _____ No: _____ If yes, specify Account Number: # _____

If no, funds will be transferred from account # _____ To account # _____

Signed _____	Approved by _____
Staff Member-TEDC _____	Executive Director-TEDC _____
Date _____	Date _____

Regular Tomball EDC Agenda Item Data Sheet

Meeting Date: July 14, 2026

Topic:

Regular Tomball EDC Meeting of June 9, 2026

Background:

Origination: Kelly Violette, Executive Director

Recommendation:

Approval of the Minutes for the Meeting of June 9, 2026

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

FUNDING (IF APPLICABLE)

Are funds specifically designated in the current budget for the full amount required for this purpose?

Yes: _____ No: _____ If yes, specify Account Number: # _____

If no, funds will be transferred from account # _____ To account # _____

Signed _____	Approved by _____
Staff Member-TEDC _____	Executive Director-TEDC _____
Date _____	Date _____

**NOTICE OF REGULAR TOMBALL ECONOMIC DEVELOPMENT
CORPORATION MEETING**



**Tuesday, June 9, 2026
5:30 PM**

Notice is hereby given of a meeting of the Tomball Economic Development Corporation, to be held on Tuesday, June 9, 2026 at 5:30 PM, City Hall, 401 Market Street, Tomball, TX 77375, for the purpose of considering the following agenda items. All agenda items are subject to action. 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.

THE TOMBALL ECONOMIC DEVELOPMENT CORPORATION OF THE CITY OF TOMBALL, TEXAS, WILL CONDUCT THE MEETING SCHEDULED FOR JUNE 9, 2026, 5:30 PM, AT 401 MARKET STREET, TOMBALL, TEXAS, 77375. THIS MEETING AGENDA AND THE AGENDA PACKET ARE POSTED ONLINE AT:

[HTTPS://TOMBALLTX.GOV/ARCHIVE.ASPX?AMID=38](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): +1 312 626 6799 US (Chicago); +1 646 876 9923 US (New York); +1 301 715 8592 US; +1 346 248 7799 US (Houston); +1 408 638 0968 US (San Jose); +1 669 900 6833 US (San Jose); or +1 253 215 8782 US (Tahoma) - Meeting ID: 841 3497 4209 Passcode: 483405. 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.

A. Call to Order

President Covington called the meeting to order at 5:30 p.m.

PRESENT

President Lisa Covington
Secretary Wayne Hall
Treasurer Latrell Shannon

Member Angie Johnson
Member Becky Clepper

EXCUSED ABSENT
Vice President Danny Hudson
Member Cody Miller

OTHERS PRESENT
Kelly Violette
Tiffani Wooten
McKayley Dannelley
John Kelley
Sakura Moten
Bragg Farmer
Tom Condon
Kyle Bertrand
Andrew Brockenbush
Mark Redlingshafer
Kaela Olson (via Zoom)
Tori Gleason (via Zoom)

B. Invocation

Board Member Johnson led the invocation.

C. Pledges

Kelly Violette led the pledge of allegiance to both flags.

D. 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 - GC, 551.042.]*

No public comments were received.

E. Reports and Announcements

F. Reports by TEDC Staff:

Kelly Violette and Tiffani Wooten provided an overview of the following:

1. Introduce new TEDC Marketing and Communications Manager, John Kelley

2. FY 26-27 TEDC Budget Update

G. Approval of Minutes

3. Special Joint Tomball EDC and Tomball City Council Meeting of May 12, 2026

Motion made by Member Clepper, Seconded by Secretary Hall to approve the minutes of the Special Joint TEDC and Tomball City Council Meeting of May 12, 2026.

Voting Yea: Secretary Hall, Treasurer Shannon, Member Johnson, Member Clepper.

The motion carried unanimously.

4. Regular Tomball EDC Meeting of May 12, 2026

Motion made by Member Clepper, Seconded by Secretary Hall to approve the minutes of the May 12, 2026, TEDC Board Meeting.

Voting Yea: Secretary Hall, Treasurer Shannon, Member Johnson, Member Clepper.

The motion carried unanimously.

H. New Business

5. Presentation by Bragg Farmer, Finance Director, regarding the Tomball EDC 2025-2026 Fiscal Year financial statements.

Presentation item only; no Board action required.

6. Election of Officers: President, Vice President, Secretary, Treasurer

Motion made by Member Clepper, Seconded by Treasurer Shannon.

Voting Yea: Secretary Hall, Treasurer Shannon, Member Johnson, Member Clepper.

Secretary: Wayne Hall

The motion carried unanimously.

7. Consideration and possible action by Tomball EDC to approve, as a Project of the Corporation, a Business Improvement (MEGA) Grant for Black Forest Flex Park, LLC to make direct incentives to, or expenditures for, building and site improvements for new or expanded business enterprise to be located at 27210 Hwy 249, Bldg. A, Tomball, Texas 77375. The estimated amount of expenditures for such Project is \$50,000.00.

Public Hearing

President Covington opened the public hearing at 6:04 p.m. No comments were received. Public hearing was closed at 6:04 p.m.

Motion made by Secretary Hall, Seconded by Member Johnson to approve a Business Improvement (MEGA) Grant for Black Forest Flex Park, LLC, Bldg. A as mentioned above in an amount not to exceed \$50,000.00.

Voting Yea: Secretary Hall, Treasurer Shannon, Member Johnson, Member Clepper.

The motion carried unanimously.

8. Consideration and possible action by Tomball EDC to approve, as a Project of the Corporation, a Business Improvement (MEGA) Grant for Black Forest Flex Park, LLC to make direct incentives to, or expenditures for, building and site improvements for new or expanded business enterprise to be located at 27210 Hwy 249, Bldg. B, Tomball, Texas 77375. The estimated amount of expenditures for such Project is \$50,000.00.

Public Hearing

President Covington opened the public hearing at 6:27 p.m. No comments were received. Public hearing was closed at 6:27 p.m.

Motion made by Treasurer Shannon, Seconded by Member Clepper to approve a Business Improvement (MEGA) Grant for Black Forest Flex Park, LLC, Bldg. B as mentioned above in an amount not to exceed \$50,000.00.

Voting Yea: Secretary Hall, Treasurer Shannon, Member Johnson, Member Clepper.

The motion carried unanimously.

9. Consideration and possible action regarding the Tomball Legacy Square Advisory Committee (TLSAC).

Presentation item only; no Board action required.

10. EXECUTIVE SESSION: The Tomball Economic Development Corporation Board will meet in Executive Session as authorized by Title 5, Chapter 551, Texas Government Code, The Texas Open Meetings Act, for the following purpose:

- Section 551.072, - Deliberations regarding real property: Deliberate the purchase, exchange, sale, lease, or value of real property.
- Section 551.087, - Deliberation regarding Economic Development negotiations.
- Section 551.074, - To deliberate the appointment, employment, evaluation, reassignment, duties, discipline, or dismissal of a public officer or employee, to wit: TEDC Staff.

The Tomball Economic Development Corporation Board of Directors recessed at 6:41 p.m.

9. Reconvene into regular session and take action, if necessary, on items discussed in Executive Session.

The Tomball Economic Development Corporation Board of Directors reconvened at 7:47 p.m.

G. Adjournment

Motion made by Member Johnson, Seconded by Treasurer Shannon to adjourn the meeting.

Voting Yea: Secretary Hall, Treasurer Shannon, Member Johnson, Member Clepper.

The motion carried unanimously. Meeting adjourned at 7:47 p.m.

C E R T I F I C A T I O N

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 3rd day of JUNE 2026 by 5:30 PM, and remained posted for at least 72 continuous hours preceding the scheduled time of said meeting.

Kelly Violette
Executive Director

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 contact the City Secretary's office at (281) 290-1019 for further information.

AGENDAS MAY BE VIEWED ONLINE AT www.ci.tomball.tx.us.

PASSED AND APPROVED this the 14th day of July 2026.

President, Tomball EDC Board

Secretary, Tomball EDC Board

Regular Tomball EDC Agenda Item Data Sheet

Meeting Date: July 14, 2026

Topic:

Special Tomball EDC Meeting of June 11, 2026

Background:

Origination: Kelly Violette, Executive Director

Recommendation:

Approval of the Minutes for the Special Meeting of June 11, 2026

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

FUNDING (IF APPLICABLE)

Are funds specifically designated in the current budget for the full amount required for this purpose?

Yes: _____ No: _____ If yes, specify Account Number: # _____

If no, funds will be transferred from account # _____ To account # _____

Signed	_____	Approved by	_____
	Staff Member-TEDC		Executive Director-TEDC
	Date		Date

**NOTICE OF SPECIAL TOMBALL ECONOMIC DEVELOPMENT
CORPORATION MEETING**



**Thursday, June 11, 2026
8:30 AM**

Notice is hereby given of a meeting of the Tomball Economic Development Corporation, to be held on Thursday, June 11, 2026 at 8:30 AM, Tomball Regional Health Foundation, 13302 Medical Complex Drive, Tomball, Texas 77375, for the purpose of considering the following agenda items. All agenda items are subject to action. 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.

THE TOMBALL ECONOMIC DEVELOPMENT CORPORATION OF THE CITY OF TOMBALL, TEXAS, WILL CONDUCT THE MEETING SCHEDULED FOR JUNE 11, 2026, 8:30 AM, AT 13302 MEDICAL COMPLEX DRIVE, TOMBALL, TEXAS, 77375. THIS MEETING AGENDA AND THE AGENDA PACKET ARE POSTED ONLINE AT:

[HTTPS://TOMBALLTX.GOV/ARCHIVE.ASPX?AMID=38](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.

A. Call to Order

President Covington called the meeting to order at 8:53 a.m.

PRESENT

President Lisa Covington
Vice President Danny Hudson
Treasurer Latrell Shannon
Member Wayne Hall
Member Angie Johnson
Member Becky Clepper

EXCUSED ABSENT

Member Cody Miller

TEDC STAFF PRESENT

Executive Director – Kelly Violette

Assistant Director – Tiffani Wooten

Marketing and Communications Manager – John Kelley

Administrative Assistant – McKayley Dannelley

TEDC Intern – Ava Simmons

OTHERS PRESENT

Dane Dunagin

Bruce Hillegeist

Brandy Beyer

Teresa Latsis

Karla Sandoval

Amanda Kelly

- B. 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 - GC, 551.042.]*

No public comments were received.

- C. New Business

1. Workshop Discussion Only: The Tomball Economic Development Corporation Board of Directors will enter into a Strategic Planning Workshop.

Discussion item only; no Board action required.

- D. Adjournment

Board President Lisa Covington adjourned the meeting at 10:54 a.m.

C E R T I F I C A T I O N

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 5th day of JUNE 2026 by 8:30 a.m., and remained posted for at least three consecutive business days preceding the scheduled time of said meeting.

Kelly Violette
Executive Director

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 contact the City Secretary's office at (281) 290-1019 for further information.

AGENDAS MAY BE VIEWED ONLINE AT www.ci.tomball.tx.us.

PASSED AND APPROVED this the 14th day of July 2026.

President, Tomball EDC Board

Secretary, Tomball EDC Board

Regular Tomball EDC Agenda Item Data Sheet

Meeting Date: July 14, 2026

Topic:

Special Joint City Council and Tomball EDC Meeting of June 11, 2026

Background:

Origination: Kelly Violette, Executive Director

Recommendation:

Approval of the Minutes for the Special Joint Meeting of June 11, 2026

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

FUNDING (IF APPLICABLE)

Are funds specifically designated in the current budget for the full amount required for this purpose?

Yes: _____ No: _____ If yes, specify Account Number: # _____

If no, funds will be transferred from account # _____ To account # _____

Signed	_____	Approved by	_____
	Staff Member-TEDC		Executive Director-TEDC
	Date		Date

**NOTICE OF SPECIAL JOINT CITY COUNCIL AND TOMBALL
ECONOMIC DEVELOPMENT CORPORATION MEETING**



**Thursday, June 11, 2026
11:30 AM**

Notice is hereby given of a meeting of the Tomball City Council and Tomball Economic Development Corporation, to be held on Thursday, June 11, 2026 at 11:30 AM, Tomball Regional Health Foundation, 13302 Medical Complex Drive, Tomball, Texas 77375, for the purpose of considering the following agenda items. All agenda items are subject to action. 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.

THE TOMBALL ECONOMIC DEVELOPMENT CORPORATION OF THE CITY OF TOMBALL, TEXAS, WILL CONDUCT THE MEETING SCHEDULED FOR JUNE 11, 2026, 11:30 AM, AT 13302 MEDICAL COMPLEX DRIVE, TOMBALL, TEXAS, 77375. THIS MEETING AGENDA AND THE AGENDA PACKET ARE POSTED ONLINE AT:

[HTTPS://TOMBALLTX.GOV/ARCHIVE.ASPX?AMID=38](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.

A. Call to Order

Mayor L. Klein-Quinn called the meeting of the City of Tomball Council to order at 12:16 p.m.

CITY COUNCIL PRESENT

Mayor Lori Klein Quinn
Council 1 Shelley Michna
Council 2 Paul Garcia
Council 3 Dane Dunagin
Council 4 Lisa A. Covington
Council 5 Randy Parr

CITY STAFF PRESENT

City Manager – David Esquivel
Assistant City Manager – Sakura Moten
City Secretary – Thomas Harris III
Assistant City Secretary – Shannon Bennett
Public Works Director – Drew Huffman

President Lisa Covington called the meeting to order at 12:17 p.m.

PRESENT

President Lisa Covington
Vice President Danny Hudson
Treasurer Latrell Shannon
Member Wayne Hall
Member Angie Johnson
Member Becky Clepper

EXCUSED ABSENT

Member Cody Miller

TEDC STAFF PRESENT

Executive Director – Kelly Violette
Assistant Director – Tiffani Wooten
Marketing and Communications Manager – John Kelley
Administrative Assistant – McKayley Dannelley
TEDC Intern – Ava Simmons

OTHERS PRESENT

Bruce Hillegeist
Brandy Beyer
Tom Condon
Kyle Bertrand
Patrick Rummel
Dennis Winkler
Collen Pye
Teresa Latsis
Karla Sandoval
Amanda Kelly

- B. 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*

**Special Joint Tomball City Council and Tomball Economic Development Corporation
Meeting**

June 11, 2026 | Minutes

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Item 7.

on a matter until such matter has been placed on an agenda and posted in accordance with law - GC, 551.042.]

No public comments were received.

C. New Business

1. Workshop Discussion Only: The Tomball Economic Development Corporation Board of Directors and Tomball City Council will enter into a TEDC Strategic Planning Workshop.

Discussion item only; no Board action required.

D. Adjournment

Mayor Pro Tem Paul Garcia adjourned the meeting at 4:38 p.m. on behalf of the Council.

Board President Lisa Covington adjourned the meeting at 4:38 p.m. on behalf of the TEDC.

C E R T I F I C A T I O N

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 5th day of JUNE 2026 by 8:30 a.m., and remained posted for at least three consecutive business days preceding the scheduled time of said meeting.

Kelly Violette
Executive Director

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AGENDAS MAY BE VIEWED ONLINE AT www.ci.tomball.tx.us.

PASSED AND APPROVED this the 14th day of July 2026.

President, Tomball EDC Board

Secretary, Tomball EDC Board

Regular Tomball EDC Agenda Item Data Sheet

Meeting Date: July 14, 2026

Topic:

Special Tomball EDC Meeting of June 12, 2026

Background:

Origination: Kelly Violette, Executive Director

Recommendation:

Approval of the Minutes for the Special Meeting of June 12, 2026

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

FUNDING (IF APPLICABLE)

Are funds specifically designated in the current budget for the full amount required for this purpose?

Yes: _____ No: _____ If yes, specify Account Number: # _____

If no, funds will be transferred from account # _____ To account # _____

Signed	_____	Approved by	_____
	Staff Member-TEDC		Executive Director-TEDC
	Date		Date

**NOTICE OF SPECIAL TOMBALL ECONOMIC DEVELOPMENT
CORPORATION MEETING**



**Thursday, June 12, 2026
8:30 AM**

Notice is hereby given of a meeting of the Tomball Economic Development Corporation, to be held on Thursday, June 12, 2026 at 8:30 AM, Tomball Regional Health Foundation, 13302 Medical Complex Drive, Tomball, Texas 77375, for the purpose of considering the following agenda items. All agenda items are subject to action. 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.

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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.

A. Call to Order

President Covington called the meeting to order at 8:53 a.m.

PRESENT

President Lisa Covington
Vice President Danny Hudson
Treasurer Latrell Shannon
Member Wayne Hall
Member Angie Johnson
Member Becky Clepper
Member Cody Miller

TEDC STAFF PRESENT

Executive Director – Kelly Violette
Assistant Director – Tiffani Wooten
Marketing and Communications Manager – John Kelley
Administrative Assistant – McKayley Dannelley
TEDC Intern – Ava Simmons

OTHERS PRESENT

Drew Huffman
Sakura Moten
Bruce Hillegeist
Ross Winkler
Teresa Latsis
Karla Sandoval
Amanda Kelly

- B. 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 - GC, 551.042.]*

No public comments were received.

C. New Business

1. Workshop Discussion Only: The Tomball Economic Development Corporation Board of Directors will enter into a Strategic Planning Workshop.

Discussion item only; no Board action required.

D. Adjournment

Board President Lisa Covington adjourned the meeting at 1:23 p.m.

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 5th day of JUNE 2026 by 8:30 a.m., and remained posted for at least three consecutive business days preceding the scheduled time of said meeting.

Kelly Violette
Executive Director

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AGENDAS MAY BE VIEWED ONLINE AT www.ci.tomball.tx.us.

PASSED AND APPROVED this the 14th day of July 2026.

President, Tomball EDC Board

Secretary, Tomball EDC Board

Regular Tomball EDC

Agenda Item

Data Sheet

Meeting Date: July 14, 2026

Topic:

Presentation of Letter of Support from the Greater Tomball Area Chamber of Commerce for the Tomball Legacy Square Project.

Background:

The Greater Tomball Area Chamber of Commerce Board of Directors recently voted to formally express its support for the Tomball Legacy Square Project and has submitted a letter reflecting its position. The letter recognizes Legacy Square as a transformational investment in Tomball that will preserve an important historic property, create a destination for arts and culture, strengthen the local economy, and enhance the community's quality of life. This presentation provides an opportunity for the TEDC Board to formally receive the Chamber's letter of support and acknowledge its continued partnership in advancing this significant community initiative.

Origination: Greater Tomball Area Chamber of Commerce

Recommendation:

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

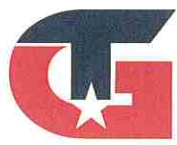
FUNDING (IF APPLICABLE)

Are funds specifically designated in the current budget for the full amount required for this purpose?

Yes: _____ No: _____ If yes, specify Account Number: # _____

If no, funds will be transferred from account # _____ To account # _____

Signed _____	Approved by _____
Staff Member-TEDC _____	Executive Director-TEDC _____
Date _____	Date _____



June 24, 2026

Board of Directors
Tomball Economic Development Corporation
29201 Quinn Road, Suite A
Tomball, Texas 77375

Tomball EDC Board:

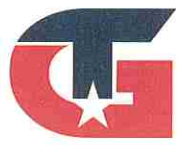
On behalf of the Board of Directors of the Greater Tomball Area Chamber of Commerce, we are pleased to express our strong support for the Tomball Economic Development Corporation's (TEDC) Legacy Square project.

Our Board believes Legacy Square represents a transformational investment in Tomball's future and an opportunity to create a lasting community asset that will serve residents, businesses, and visitors for generations to come. As our community continues to grow, so does the need for spaces that celebrate community, culture, and creativity. Legacy Square fills an important void by creating a destination that supports local artists, showcases the arts, and creates cultural assets that will enrich the quality of life for residents and visitors in Tomball.

Legacy Square will establish a dedicated arts and cultural destination that celebrates creativity, fosters community engagement, and provides meaningful opportunities to connect through the arts. Beyond its cultural value, the project is expected to generate positive economic impacts by increasing visitation, supporting local businesses, attracting new investment, and further enhancing Tomball's reputation as a vibrant and distinctive destination.

We are also encouraged by the project's thoughtful commitment to preserving and repurposing the historic buildings on the former First Baptist Church property. These structures are deeply woven into Tomball's history and collective memory. The multi-use facility creates more opportunities for businesses and local non-profit organizations, including the chamber, to utilize the space to celebrate and enjoy the Tomball community.

The Legacy Square planning process has included strong community engagement. The TEDC has invited broad participation from residents, business leaders, community organizations, and other stakeholders throughout the project's development in order to shape a vision that reflects the desires and values of the Tomball community.



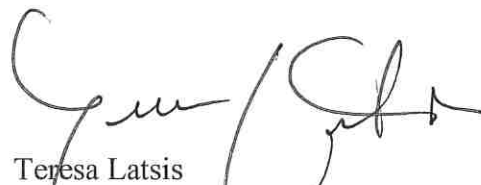
The Greater Tomball Area Chamber of Commerce Board of Directors supports the TEDC's vision for Legacy Square and believes the project will become a signature destination and source of community pride. By blending arts, culture, history, and public gathering spaces, Legacy Square will strengthen Tomball's identity, enrich the community experience, and contribute to the city's continued economic vitality.

We respectfully encourage Tomball EDC and The City of Tomball to continue supporting this important project.

Sincerely,



Bruce Hillegeist
President & CEO



Teresa Latsis
Chair of the Board

CC: Kelly Violette, CEcD, Executive Director

Regular Tomball EDC

Agenda Item

Data Sheet

Meeting Date: July 14, 2026

Topic:

Consideration and possible action by Tomball EDC to approve the Tomball Economic Development Corporation 2026-2029 Strategic Work Plan.

Background:

At its February 11, 2026 meeting, the Tomball Economic Development Corporation (TEDC) Board of Directors selected Civic Solutions Partnership to prepare an updated three-year Strategic Work Plan to guide the Corporation's economic development efforts. Over the past several months, the consultant has worked closely with TEDC staff, the Board of Directors, City Council, the Strategic Plan Steering Committee, community stakeholders, business leaders, and educational partners to develop a comprehensive strategic framework for the organization. The planning process included stakeholder interviews, benchmarking against peer communities, economic and demographic analysis, a review of existing programs and policies, Steering Committee meetings, and a joint strategic planning retreat with the TEDC Board and City Council.

The Strategic Work Plan is intended to serve as the TEDC's guiding policy document for the next three years, establishing organizational priorities while providing flexibility to respond to changing economic conditions and emerging opportunities. The plan also includes measurable performance indicators that will allow the Board to monitor progress toward achieving its strategic objectives.

The final Strategic Work Plan is presented to the Board for review, discussion, and consideration of adoption. Upon adoption, the plan will serve as the framework for TEDC's annual work plans, budget development, program implementation, and performance reporting over the next three years.

Origination: Kelly Violette, Executive Director, Tomball Economic Development Corporation

Recommendation:

Approval of the TEDC 2026-2029 Strategic Work Plan.

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

FUNDING (IF APPLICABLE)

Are funds specifically designated in the current budget for the full amount required for this purpose?

Yes: _____ No: _____ If yes, specify Account Number: # _____

If no, funds will be transferred from account # _____ To account # _____

Signed _____

Staff Member-TEDC

Date _____

Approved by _____

Executive Director-TEDC

Date _____

TOMBALL, TEXAS — AT A GENERATIONAL MOMENT

TOMBALL EDC ECONOMIC DEVELOPMENT STRATEGIC PLAN

July 2026



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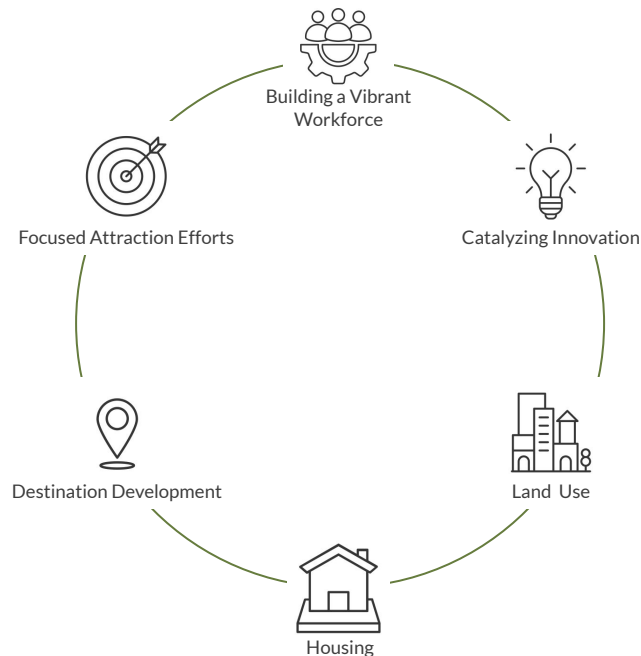
4 STRATEGIC PLAN

01. THE BIG PICTURE

A NEW PARADIGM FOR ECONOMIC DEVELOPMENT

Economic development today is about shaping the conditions that determine whether a place thrives: the workforce that powers it, the downtown that anchors it, the housing that supports it, the infrastructure that enables it, the small businesses that give it character, and the targeted sectors that build its long-term economic base. Chasing the next deal is no longer enough on its own.

This matters especially for Tomball. The city sits inside one of the largest and fastest-growing regional economies in the United States—a position that generates momentum and pressure in equal measure. Meeting it takes a strategy that treats target-sector development, business retention, workforce alignment, downtown placemaking, redevelopment, and organizational capacity as one connected system. Run as separate programs, they deliver far less.



THE MOMENT

Tomball is in motion—population growing twice as fast as Texas, with income and employment rising faster than the state. But momentum alone doesn't define a community's economic position. The indicators below show both halves of the story: the strength of Tomball's growth, and the gaps that strength hasn't yet closed.

Tomball's growth tracks regional demand more than a distinctive draw.

Item 10.

Demographics, household structure, and income closely mirror northwest Houston averages, with family size (3.23) and median household income (\$78,562) both landing within a few percentage points of state benchmarks, suggesting the region is pulling Tomball along rather than Tomball anchoring its own niche.

Educated talent is choosing Tomball.

Tomball leads the peer set in educated in-migration at 25.5%, but talent is commuting outward. Daytime economic activity is tied to the broader metro labor market rather than to local employers, with average commute times of 33.4 minutes running nearly six minutes longer than the Texas average of 27.5.

Wages are climbing faster than the state.

Median earnings are up 43.5% since 2019, well above Texas and U.S. rates, but median household income at \$78,562 still ranks among the lowest in the peer set of suburban Houston communities, behind The Woodlands (\$135,645), Pearland (\$135,469), and Sugar Land (\$133,466).

Employment is expanding at twice the Texas rate.

However, specialization in higher-skill, higher-wage occupations remains thin, with creative-class employment at 1.74%—essentially aligned with the Texas average of 1.79% rather than concentrated above it.

Housing costs are among the lowest in the peer set.

Median rent, at \$1,226, is the lowest of any peer community, but the share of rent-burdened households is the highest at 60%. Affordability pressure is concentrated where incomes are tightest.

External pressures could erode the very character that makes Tomball Tomball if left unaddressed.

Water costs are projected to rise four to five times within five years, state preemption of local land use authority, tax cap constraints.

THE TAKEAWAY : A Generational Opportunity to Shape What Comes Next.

The big picture comes down to a single conclusion: Tomball is at a threshold most communities never reach. A rare convergence of public investment is reshaping its physical core just as population, talent, and employment surge, and windows like this don't stay open long.

What happens next isn't predetermined. Fast growth left on its own tends to erase what makes a place distinct—more rooftops, more traffic, less character. Directed with intent, that same growth can sharpen Tomball's identity, anchor more of its economy at home, and turn today's assets into lasting advantage.

Tomball is unusually equipped to take the second path. Its institutional partnership runs deeper than most peers': the EDC, City, Chamber, and educational partners already pull in the same direction, and that capacity, more than any single asset, is what lets a community act on a moment instead of being carried by it. The rest of this plan is how to put it to work.

02.

OUR ENGAGEMENT: WHAT WE DID

WHAT WE ACCOMPLISHED

We mapped Tomball’s economy and competitive position, and conducted a focused engagement with the people closest to the work—to ensure the strategy is grounded in real data and real conditions.

Reviewed Tomball's planning and policy foundation, including the City’s Comprehensive Plan, the TEDC Strategic Work Plan, incentive policies, and recent market analyses, to surface opportunities and contextual factors shaping the strategy.

Conducted a competitive benchmarking assessment, comparing Tomball to ten peer communities across the Houston region and Texas to identify Tomball’s distinctive position and competitive gaps.

Integrated the existing Target Industry Analysis, confirming priority sectors of Biotechnology & Life Sciences, ICT, Advanced Manufacturing, and Food Production & Processing—and aligning strategy recommendations to these defined targets.

Conducted a BR&E, incentive, and land use review—assessing the TEDC’s existing tools, programs, and incentive policies to evaluate strategic readiness across business retention, recruitment, and product development.

Convened a Steering Committee of TEDC Board members, City leadership, and key partners across multiple working sessions to validate findings, test priorities, and ensure the strategy reflects Tomball’s operational realities and political context.

Conducted one-on-one stakeholder interviews and roundtables, engaging city, community, and business leaders to surface opportunities, constraints, and ideas from across Tomball’s economic base.

Conducted an in-market site visit and economic field tour covering Old Town, the Business and Technology Park, the SH-249 healthcare and key corridors to understand Tomball’s economic geography on the ground.

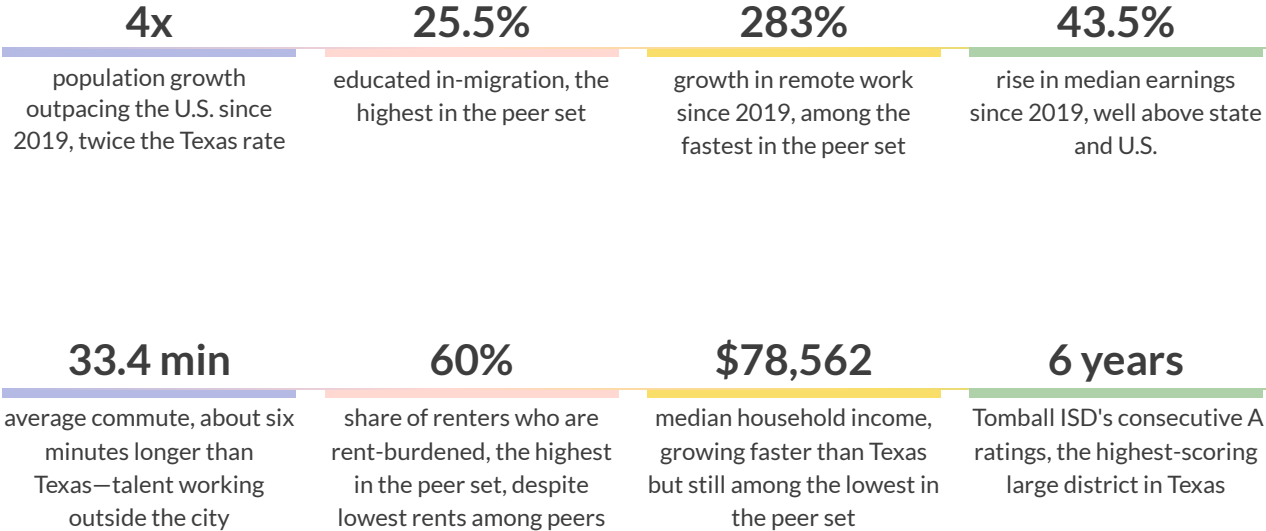
Conducted a Joint Retreat with the City Council, EDC Board and Steering Committee to move from strategy to action by aligning leadership around priorities, trade-offs, and what it will take to execute.

03. DISCOVERY INSIGHTS

DATA PROFILE:

TOMBALL BY THE NUMBERS

These indicators show both the momentum and the strategic question—a community growing fast, attracting talent, and improving its income, while still working to translate that growth into a more distinctive economic role within northwest Houston.



Five key themes emerged from our engagement.

1

Tomball is growing, but the question is, what comes next?

Tomball's growth reflects regional demand more than a distinct community draw, and the strategic opportunity is to translate volume into definition.

2

Attracting talent, exporting work

Tomball is leading its peers in attracting educated residents, but most of them still find their workday outside the city.

3

Employed, but not deeply specialized

Tomball's workforce is fully employed, but not yet concentrated in the higher-wage sectors that lift incomes and anchor a distinctive economic identity.

4

Tomball institutions are built to execute

One of Tomball's most distinctive assets is institutional: a working partnership across the EDC, City, Chamber, Lone Star College - Tomball, and Tomball ISD.

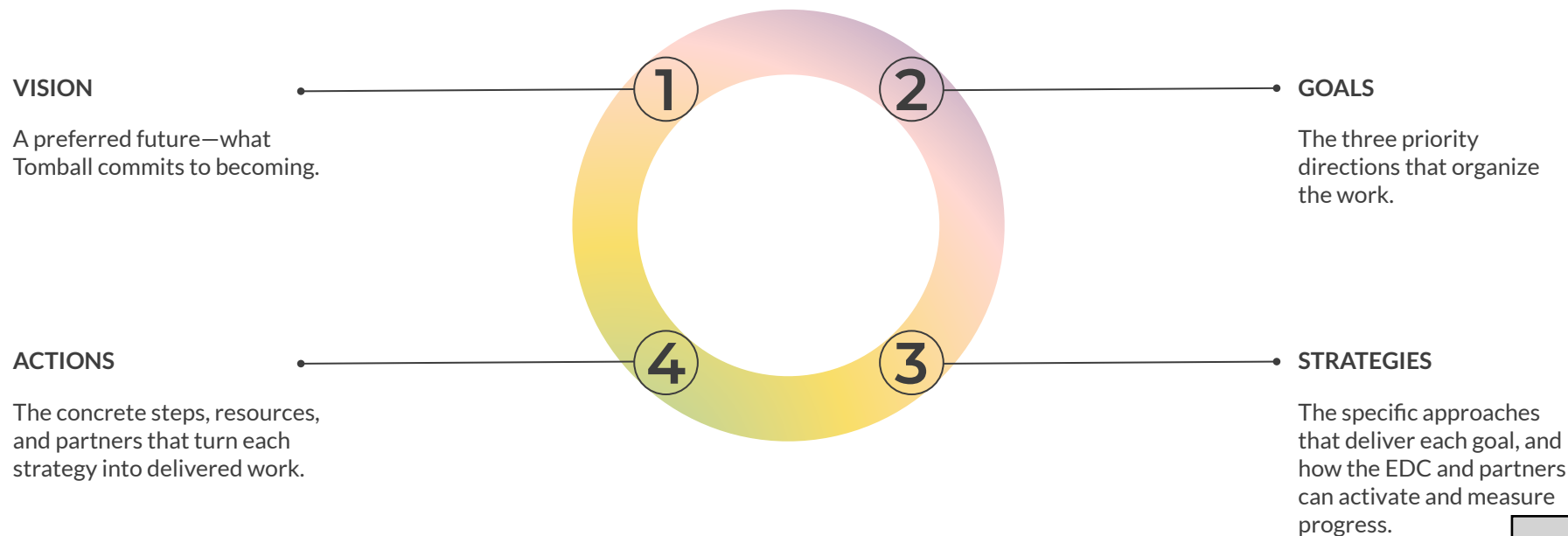
5

A Generational Window

The convergence of public investment now underway gives Tomball a rare chance to physically reshape itself so these investments are coordinated, sequenced, and executed together.

04. STRATEGIC PLAN

ELEMENTS OF THE STRATEGY: HOW THIS PLAN IS ORGANIZED



MADE IN TOMBALL.

Channeling a generational moment of growth into a sharper economy, a stronger sense of place, and the capacity to carry what comes next—so that what makes Tomball Tomball grows more pronounced, not less.

MADE IN TOMBALL.

Three goals to channel Tomball’s momentum into a sharper economy, a stronger sense of place, and the foundation to carry what comes next.

GOAL 1
**BUILD THE TOMBALL ECONOMY OF
THE NEXT GENERATION.**

Specialize the local economy in the sectors that match Tomball’s workforce and assets, take care of the employers already here, and build the talent and small-business ecosystem that turns residential success into local economic activity.

GOAL 2
**MAKE PLACE AND EXPERIENCE
TOMBALL’S COMPETITIVE ADVANTAGE.**

Capitalize on the generational window of public investment in Old Town, Legacy Square, and Tomball’s signature events to give the community a downtown and a calendar of experiences that no peer suburb can replicate.

GOAL 3
**BUILD CAPACITY TO CARRY THE
GROWTH.**

Strengthen and expand the TEDC’s marketing, organizational, and partnership capacity to successfully deliver the organization’s strategic goals as Tomball continues to grow.

HOW WILL WE KNOW IF WE'RE SUCCEEDING?

THE ECONOMY IS SPECIALIZING, NOT JUST GROWING.	Recruitment and retention are concentrating in the four priority sectors—biotechnology and life sciences, food production and processing, ICT, and advanced manufacturing—and higher-wage jobs are growing faster than headcount alone.
RESIDENTS ARE FINDING THEIR WORKDAY IN TOMBALL.	Workforce partnerships among Tomball employers, Lone Star College, and Tomball ISD are connecting residents to local jobs, and existing employers are choosing to expand here rather than leave.
THE GENERATIONAL INVESTMENTS ARE LANDING AS ONE.	Main Street, Legacy Square, and the City Hall decision are advancing as a coordinated set that reinforces each other—not separate projects on parallel tracks.
TOMBALL IS A PLACE PEOPLE COME TO, NOT THROUGH.	Old Town and Tomball’s signature events—the Farmers Market, German Fest—are drawing visitors, spending, and identity that no peer suburb can replicate.
GROWTH IS BEING SERVED, NOT OUTPACED.	Investment in roads, utilities, water, and drainage is keeping pace with the service population, so recruited growth can actually be delivered.
THE TEDC IS BUILT TO DELIVER.	The organization’s staff, tools, and partnerships match the ambition of the plan, and the EDC–City–Chamber–Lone Star College – Tomball–Tomball ISD partnership is moving in the same direction at the same time.

GOAL 1: BUILD THE TOMBALL ECONOMY OF THE NEXT GENERATION.

Specialize the local economy in the sectors that match Tomball's workforce and assets, take care of the employers already here, and build the talent and small-business ecosystem that turns residential success into local economic activity.

WHY IT MATTERS

Item 10.

Tomball is winning the residential competition. Educated residents are choosing the city at higher rates than its peers, population is growing twice as fast as Texas, and remote work has surged. The local economy has yet to catch up: most residents commute outward, median earnings trail comparable peers, and the Business and Technology Park that anchored a decade of recruitment is essentially built out. Closing that gap will take deliberate work on several fronts at once.

The foundations are already in place. Four priority sectors are named—biotechnology and life sciences, ICT, food production and processing, and advanced manufacturing—each aligned with Tomball's workforce, infrastructure, and property base. Lone Star College–Tomball runs the training that feeds the SH-249 healthcare corridor and the manufacturers around it. Tomball ISD pulls families in and produces the next generation of the workforce. And the Type B EDC has the tools—incentives, Old Town redevelopment capacity—to operate at the scale the moment requires.

This goal builds upon the strong foundation the TEDC and its partners have already established. Rather than creating entirely new initiatives, it strengthens existing workforce, business retention, recruitment, infrastructure, and small business efforts by making them more coordinated, measurable, and strategically aligned with Tomball's long-term economic vision.

Build the Tomball Economy of the Next Generation.

- 1.1 Concentrate recruitment around Tomball's four priority sectors to build a steady pipeline of high-fit prospects.
- 1.2 Enhance and formalize the TEDC's existing Business Retention and Expansion (BRE) program by standardizing processes, strengthening data collection, and expanding performance reporting to support employer retention, expansion, and informed economic development decisions.
- 1.3 Formalize and expand existing sector partnerships by establishing recurring industry advisory meetings with employers and our educational institutions.
- 1.4 Support both halves of Tomball's small-business economy—Old Town identity businesses and cluster-adjacent firms that scale jobs and tax base.
- 1.5 Continue and strengthen the TEDC's strategic infrastructure partnership with the City to support future economic growth.

Four target sectors anchor Tomball’s economic strategy.

SECTOR	WHY IT MATTERS	CURRENT STRENGTHS
Biotechnology & Life Sciences	Tomball can serve as a lower-cost, less-congested complement to the Houston medical district—drawing mid-sized clinical support, diagnostics, and applied bioscience firms rather than core research labs. Population growth and an aging demographic keep demand for specialized care climbing.	An expanding ecosystem of outpatient centers, diagnostic imaging, and laboratory services; proximity to the Houston medical ecosystem; and Lone Star College–Tomball health sciences and allied health programs feeding lab tech, medical technologist, and clinical roles.
Food Production & Processing	Strong north–south and east–west corridor access positions Tomball for specialty and value-added food production—niche processors, packaging, distribution, and cold-chain firms serving a fast-growing consumer base.	Existing food distributors, processors, bakeries, and specialty producers; industrial sites suited to small-batch and mid-scale operations; a workforce aligned to production, packaging, and logistics; and the Farmers Market as a launch platform for emerging producers.
Information & Computer Technology (ICT)	Houston's tech ecosystem generates demand for satellite operations and support centers seeking suburban talent and lower costs—and Tomball's other target sectors all need IT services, cybersecurity, and data infrastructure.	A workforce pipeline through Lone Star College and regional partners in support, network, and security roles; established infrastructure and a stable business climate; and cross-sector demand that makes Tomball a natural support hub for applied technology.
Advanced Manufacturing	Newly added large industrial sites let Tomball compete for modern manufacturing that needs scale, high-capacity utilities, and flexible zoning—especially higher-value precision work (measuring and controlling devices, lab instruments, electromedical equipment) tied to healthcare and energy.	A deep regional base—more than 37,500 manufacturing workers across nearly 1,000 establishments and roughly \$13B in annual output within the 60-minute drive region; strong supplier networks; and training through Lone Star College, San Jacinto College, and Texas A&M in welding, machining, instrumentation, and quality control.

Concentrate recruitment around Tomball's four priority sectors to build a steady pipeline of high-fit prospects.

WHY IT MATTERS

Tomball competes for employers in one of the country's most active suburban markets, against peers along SH-249 and the Grand Parkway with larger budgets, larger sites, and more visible identities. A recruitment posture also needs product to sell, and with the Business and Technology Park essentially built out, the EDC's South Live Oak site is the marketable land that keeps Tomball competitive for the projects these sectors generate. The path to winning isn't volume—it's fit. Tomball's four priority sectors (biotechnology and life sciences, food production and processing, ICT, and advanced manufacturing) align with the city's workforce, infrastructure, and property base in ways few peer suburbs can match. The work now is to build the recruitment posture that turns those sectors into a steady pipeline of qualified prospects, coordinating the EDC's tools, sites, and partnerships around them. A disciplined, sector-focused posture is also what gives the EDC its clearest answer when asked the essential question: where are we concentrating, and why?

WHAT'S NEEDED?

- Put the incentive policy's target-sector priority to work.
 - ↳ Uses the priority review and enhanced terms the updated policy gives target-sector projects, so incentive dollars follow the growth Tomball has chosen.
- Build a one-page recruitment profile for each priority sector and include them on the EDC website.
 - ↳ Gives staff and partners a sharp, prospect-facing pitch grounded in the Target Industry Analysis: what Tomball offers each sector and why a firm fits here.
- Run focused outreach to high-fit prospects in the four sectors.
 - ↳ Converts the collateral into an active pipeline and concentrates limited staff time on prospects that match the strategy.
- Bring the South Live Oak site to market as shovel-ready product for target-sector recruitment.
 - ↳ Replaces the built-out Business and Technology Park with competitive, marketable land the EDC can pitch to priority-sector prospects, once the board sets its position on the site's use and disposition.
- Attend relevant target-sector trade shows and participate in Texas Governor's trade missions when possible.
 - ↳ Puts Tomball in front of site selectors and target-sector prospects where deals take shape, generating leads that inbound inquiries rarely produce.

GOAL 2: MAKE PLACE AND EXPERIENCE TOMBALL'S COMPETITIVE ADVANTAGE.

Capitalize on the generational window of public investment in Old Town, Legacy Square, and Tomball's signature events to give the community a downtown and a calendar of experiences that no peer suburb can replicate.

WHY IT MATTERS

Item 10.

In a region full of growing suburbs with comparable demographics, cost structures, and corridors, every economic development organization eventually faces the same question: why here? Tomball's answer is unusual. Most northwest Houston peers can build new—new master-planned communities, corporate parks, mixed-use centers. Few can manufacture what Tomball already has: an Old Town with genuine history and decades of small-business presence, a Farmers Market that draws thousands every weekend, a German Fest that brings the region in twice a year, a Heart of Tomball Alliance running coordinated programming, and the kind of lived-in character that signals to talent, employers, and visitors that Tomball is somewhere, not just near somewhere.

What makes this moment different is the convergence of public investment now reshaping the physical foundation of that identity. The TxDOT reconstruction of 2920/Main Street will rebuild the spine of Old Town. Legacy Square has the potential to become a cultural and community anchor of a kind Tomball has never had, if it is executed with the discipline its scale demands. And a decision on City Hall's location is in play that will influence downtown parking, land use, and investment. These pieces are converging in roughly the same window, and none reaches its full potential alone. Each shapes what the others can become.

This goal treats place and experience as economic development. It commits to an Old Town that works as Tomball's most active marketing asset and small-business platform; to Legacy Square executed with the discipline its scale requires; and to the signature events and programming as economic infrastructure that builds the brand, supports small business, and gives people reasons to choose Tomball. Place and experience are where Tomball's competitive advantage lives: the one thing a peer suburb cannot build new.

Make Place and Experience Tomball's Competitive Advantage.

- 2.1 Resolve the Legacy Square and City Hall decisions that will shape Old Town's next decade.
- 2.2 Lead Legacy Square's activation with the discipline its scale demands—clear scoping, sound financing, and programming built in from the start.
- 2.3 Strengthen Old Town's physical fabric and small-business base through the Main Street reconstruction.
- 2.4 Treat Tomball's events and cultural programming as economic infrastructure that builds the brand and supports small business.

GOAL 3: BUILD CAPACITY TO CARRY THE GROWTH.

Strengthen and expand the TEDC's marketing, organizational, and partnership capacity to successfully deliver the organization's strategic goals as Tomball continues to grow.

WHY IT MATTERS

Item 10.

A strategy delivers only as much as the organization behind it can execute. Tomball is asking itself to do an unusual amount over the next three years—recruit in four target sectors, enhance the structured BR&E program, formalize and expand sector partnerships with Lone Star College and Tomball ISD, expand the small-business agenda, lead Old Town placemaking, manage Legacy Square, and sustain the signature events that anchor the city's identity. Delivering that agenda depends on three capacities the EDC controls directly: a marketing posture that tells Tomball's story consistently, the organizational discipline that converts strategy into delivered results, and the partnerships that align the EDC with the City, its institutions, and the wider community.

The first two are where the EDC's reach extends furthest. Tomball's external story is told inconsistently today: the EDC, the Chamber, elected officials, and partner organizations speak in language that doesn't always align, leaving a gap between what the city has accomplished and how site selectors, talent, and visitors perceive it. As Tomball continues to grow, the TEDC's existing responsibilities are expanding in both scale and complexity. Successfully delivering this next phase will require continued investment in organizational systems, performance measurement, communications, and partnerships. Building the systems, governance, and reporting capacity to carry that work is what makes this plan deliverable rather than merely aspirational.

Partnerships are the third. Much of this plan depends on the EDC working in concert with the City, Lone Star College, Tomball ISD, the Chamber, and the broader community—and on the civic infrastructure that lets the board, Council, and public move together rather than at cross-purposes. Core physical infrastructure, the other system this growth depends on, lives in Strategy 1.5, alongside the recruitment its Type B investment enables. Goal 3 concentrates on the capacity that wraps around every other goal: telling Tomball's story well, building an EDC equal to its strategy, and deepening the partnerships that carry the work beyond what the EDC can do alone.

Build Capacity to Carry the Growth.

- 3.1 Lead a coordinated economic development marketing and communications effort so public perception reflects the community's accomplishments and competitive advantages.
- 3.2 Grow the TEDC's organizational capacity in step with the strategy—systems, governance, and financial discipline.
- 3.3 Deepen the partnerships and civic engagement that carry the work beyond what the EDC can do alone.

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TOMBALL, TEXAS — AT A GENERATIONAL MOMENT
ECONOMIC DEVELOPMENT STRATEGIC PLAN

June 2026

MADE IN TOMBALL.

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01.

Executive Summary

Tomball, Texas — At a Generational Moment

Tomball is one of the fastest-growing communities in northwest Houston, and it sits at a moment few cities ever see. Population is expanding twice as fast as Texas and four times as fast as the United States. Educated residents are choosing Tomball over peer suburbs, income is rising faster than the state, and employment is growing at twice the Texas rate. Layered on top is a convergence of public investment—the 2920/Main Street reconstruction, Legacy Square, and the City Hall location decision—opening a once-in-a-generation window to physically reshape the community for the next thirty years.

But growth alone does not define long-term economic position. Across demographics, household structure, and income, Tomball's growth largely tracks regional demand rather than a distinct community niche. Educated talent is arriving, but most residents commute outward for work, and daytime activity ties to the broader metro labor market more than to local employers. Employment is expanding, but specialization in higher-wage occupations remains thin, and median household income still ranks among the lowest in the peer set. Tomball is capturing regional demand without yet capturing regional value.

What makes this moment different is what Tomball already has. Tomball ISD has earned an A rating for six consecutive years and is the highest-scoring large district in Texas. The Farmers Market and German Fest anchor community identity. Old Town has real bones and real character. A healthcare cluster anchors SH-249. And a deep working partnership across the EDC, City, Chamber, Lone Star College–Tomball, and Tomball ISD is the institutional capacity that makes ambitious strategy executable.

This is the Tomball EDC's strategic plan to convert that momentum into definition: the target sectors that match Tomball's workforce and assets, the business retention and workforce alignment that connect residents to local jobs, the placemaking that capitalizes on the generational window, and the organizational capacity at the TEDC to deliver it. The goal is to use Tomball's momentum to strengthen what already makes the community distinctive—its economic base, its downtown character, its institutional partnerships, and its capacity to shape growth on its own terms. Growth is arriving regardless. This plan decides how much of it becomes lasting local value. Moments like this are rare. Tomball is standing in one.

02.

The Big Picture

A New Paradigm for Economic Development

Economic development today is about shaping the conditions that determine whether a place thrives: the workforce that powers it, the downtown that anchors it, the housing that supports it, the infrastructure that enables it, the small businesses that give it character, and the targeted sectors that build its long-term economic base. Chasing the next deal is no longer enough on its own.

This matters especially for Tomball. The city sits inside one of the largest and fastest-growing regional economies in the United States—a position that generates momentum and pressure in equal measure. Meeting it takes a strategy that treats target-sector development, business retention, workforce alignment, downtown placemaking, redevelopment, and organizational capacity as one connected system. Run as separate programs, they deliver far less.

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External pressures could erode the very character that makes Tomball Tomball if left unaddressed.

Water costs are projected to rise four to five times within five years, state preemption of local land use authority, tax cap constraints.

The Takeaway: A Generational Opportunity to Shape What Comes Next

The big picture comes down to a single conclusion: Tomball is at a threshold most communities never reach. A rare convergence of public investment is reshaping its physical core just as population, talent, and employment surge, and windows like this don't stay open long.

What happens next isn't predetermined. Fast growth left on its own tends to erase what makes a place distinct—more rooftops, more traffic, less character. Directed with intent, that same growth can sharpen Tomball's identity, anchor more of its economy at home, and turn today's assets into lasting advantage.

Tomball is unusually equipped to take the second path. Its institutional partnership runs deeper than most peers': the EDC, City, Chamber, and educational partners already pull in the same direction, and that capacity, more than any single asset, is what lets a community act on a moment instead of being carried by it. The rest of this plan is how to put it to work.

03.

Our Engagement: What We Did

What We Accomplished

We mapped Tomball’s economy and competitive position, and conducted a focused engagement with the people closest to the work—to ensure the strategy is grounded in real data and real conditions.

- Reviewed Tomball’s planning and policy foundation, including the City’s Comprehensive Plan, the TEDC Strategic Work Plan, incentive policies, and recent market analyses, to surface opportunities and contextual factors shaping the strategy.
- Conducted a competitive benchmarking assessment, comparing Tomball to ten peer communities across the Houston region and Texas to identify Tomball’s distinctive position and competitive gaps.
- Integrated the existing Target Industry Analysis, confirming priority sectors of Biotechnology & Life Sciences, ICT, Advanced Manufacturing, and Food Production & Processing—and aligning strategy recommendations to these defined targets.
- Conducted a BR&E, incentive, and land use review—assessing the TEDC’s existing tools, programs, and incentive policies to evaluate strategic readiness across business retention, recruitment, and product development.
- Convened a Steering Committee of TEDC Board members, City leadership, and key partners across multiple working sessions to validate findings, test priorities, and ensure the strategy reflects Tomball’s operational realities and political context.
- Conducted one-on-one stakeholder interviews and roundtables, engaging city, community, and business leaders to surface opportunities, constraints, and ideas from across Tomball’s economic base.
- Conducted an in-market site visit and economic field tour covering Old Town, the Business and Technology Park, the SH-249 healthcare and key corridors to understand Tomball’s economic geography on the ground.
- Conducted a Joint Retreat with the City Council, EDC Board and Steering Committee to move from strategy to action by aligning leadership around priorities, trade-offs, and what it will take to execute.

Peer Communities and Benchmarking Pillars

We benchmarked Tomball against ten peer communities, the county, and the state to understand its competitive position across five key pillars.

People & Diversity • Talent • Economic Vitality • Innovation • Quality of Place

Allen, TX	Buda, TX	Cedar Park, TX	Conroe, TX
Friendswood, TX	Fulshear, TX	Pearland, TX	Stafford, TX
Sugar Land, TX	The Woodlands, TX	Harris County, TX	Texas

Benchmarking Metrics

PEOPLE & DIVERSITY	TALENT	ECONOMIC VITALITY	INNOVATION	QUALITY OF PLACE
Population size and growth	Median Age	Gross Domestic Product (GDP)	Share of remote workers	Mean commute time
BIPOC LQ, % and growth	Prime Talent Pool LQ	Number of jobs	Growth rate of remote workers	Commute mode
Foreign-born % and LQ	Educational attainment	Growth in number of jobs	Percentage of homes with internet connection	Number of housing units
Average family size	Associate's degree and above, LQ	Labor force participation rate	Share of employment in creative class occupations	Percent of occupied housing units
Average household size	Bachelor's degree and above, LQ	Labor force participation rate, by sex	Growth rate of employment in creative class occupations	Percent of vacant housing units
Households with children	In-Migration by Age	Unemployment rate	State corporate tax rate	Homeowner vacancy rate
Married-couple households	In-Migration by Educational Attainment	Median earnings		Median house value
Household income and growth	Employed population with health insurance	Median earnings, by sex		Median rent value
Per Capita Income		Growth in median earnings		Share of rent-burdened households
Poverty				Share of home-burdened households

04.

Discovery Insights

Our Opportunity

The headline numbers tell a simple story: Tomball is growing fast. The strategy begins with the more detailed story underneath them.

Across the data and the engagement, that fuller picture comes into view. Tomball has captured the region's growth, and the next task is converting it into local value, lasting specialization, and a distinct economic identity. Each of those gaps is also an opening, and the insights that follow name the advantages that make acting on them realistic.

The five insights synthesize what we heard and what the data confirms, and the strategic questions they raise form the evidence base for the framework in the next section.

Data Profile: Tomball by the Numbers

These indicators show both the momentum and the strategic question—a community growing fast, attracting talent, and improving its income, while still working to translate that growth into a more distinctive economic role within northwest Houston.

4x	population growth outpacing the U.S. since 2019, twice the Texas rate
25.5%	educated in-migration, the highest in the peer set
283%	growth in remote work since 2019, among the fastest in the peer set
43.5%	rise in median earnings since 2019, well above state and U.S.
33.4 min	average commute, about six minutes longer than Texas—talent working outside the city
60%	share of renters who are rent-burdened, the highest in the peer set, despite lowest rents among peers
\$78,562	median household income, growing faster than Texas but still among the lowest in the peer set
6 years	Tomball ISD’s consecutive A ratings, the highest-scoring large district in Texas

Sources: American Community Survey, 2024 5-Year Estimates. Peer set: Allen, Buda, Cedar Park, Conroe, Friendswood, Fulshear, Harris County, Pearland, Stafford, Sugar Land, The Woodlands.

Insight 1: Tomball Is Growing, But the Question Is What Comes Next

Tomball's growth reflects regional demand more than a distinct community draw—and the strategic opportunity is to translate volume into definition.

Tomball is one of the fastest-growing communities in the peer set. Population has expanded twice as fast as Texas and four times as fast as the United States since 2019. Households are arriving, employment is expanding, and economic momentum is genuinely building. But the data also shows something quieter underneath the growth numbers: across measures of demographic composition, household structure, age, and economic profile, Tomball's growth largely tracks broader northwest Houston patterns rather than reflecting a distinct community niche.

This came up in nearly every conversation. Stakeholders described the growth as both exhilarating and unsettling—a sense that Tomball is changing faster than it ever has, and that the choices made in the next three years will define what the community looks like for the next twenty. The phrase “keep Tomball Tomball” surfaced again and again, and meant something slightly different to everyone who said it: safety and freedom of movement, locally owned businesses, walkable streets, room for families, the small-town feel inside a big-city metro. What was consistent was the underlying emotion—a genuine love for what Tomball is, paired with a worry that growth, if not actively shaped, could erode it.

The strategic opportunity is to give Tomball's growth definition. Growth is already arriving. Tomball's choice is how much of it becomes local value: clearer target sectors, stronger local employment, deeper institutional capacity, and a more defined role within the northwest Houston market. Doing nothing carries its own cost. A community that does not actively shape its growth still gets the growth—it simply gives up the chance to choose what that growth becomes.

“Growth is happening in Tomball like crazy. Right now is the time to make sure we do it right—that we manage the growth.”

SOURCE: STAKEHOLDER ENGAGEMENT

Insight 2: Attracting Talent, Exporting Work

Tomball is leading its peers in attracting educated residents—but most of them still find their workday outside the city. The opportunity is to convert residential success into local economic activity.

Tomball is winning the residential competition. The community leads its peer set in educated in-migration, with 25.5% of new arrivals holding a bachelor's degree or higher. Remote work has grown 283% since 2019—among the fastest rates in the peer set. Younger families are choosing Tomball—households with children make up 36% of the total, above the national rate—and the school district's reputation is pulling households into the city at twice the Texas growth rate. By every measure of residential appeal, Tomball is performing.

And there is room to more deeply connect economic development with residents' quality of life and success. Mean commute time is 33.4 minutes—six minutes longer than the Texas average—and over 70% of Tomball commuters drive alone, most of them outbound to jobs elsewhere in the metro. Total employed residents stand at roughly 6,300, the smallest in the peer set, and labor force participation is the lowest of any community benchmarked. The Business and Technology Park, which has been the EDC's primary engine of local job creation for a decade, is now essentially built out. The legacy product that anchored Tomball's first wave of recruitment

has done its job—and the next wave will require new product, new partnerships, and a clearer answer to where the next generation of employers will land.

The strategic opportunity is to convert residential momentum into economic anchoring. Tomball’s talent pipeline is real—Lone Star College–Tomball, the school district’s reputation, the healthcare corridor on SH-249, the educated residents arriving every month. Connecting that talent to local employers means deliberate work on several fronts at once: a more structured retention and expansion model that takes care of the employers already here; targeted recruitment in the priority sectors that match the city’s workforce and infrastructure; and the redevelopment and product readiness work that determines whether there is somewhere for the next generation of employers to go. Tomball has won the talent. The work ahead is giving that talent somewhere local to spend the workday.

“We looked to the EDC to provide jobs—and the Business Park has done that. The Business Park is now pretty well full.”

SOURCE: STAKEHOLDER ENGAGEMENT

Insight 3: Employed, But Not Specialized

Tomball’s workforce is fully employed, but not yet concentrated in the higher-wage sectors that lift incomes and anchor a distinctive economic identity. The opportunity is to specialize, not just to grow.

The employment picture is healthy—unemployment is low, employment is growing twice as fast as Texas, and household income is climbing faster than the state. But the data shows what’s missing: labor force participation is the lowest in the peer set, creative-class employment sits near the national average rather than above it, and median earnings hold at roughly \$49,000. Tomball’s workforce is fully employed, but not yet specialized in the higher-wage occupations that drive income upward.

Stakeholders reflected the same picture, and a real appetite for traded-sector employers that bring multiplier effects, expand the tax base, and create the jobs that retain a generation. The foundations are in place. The SH-249 healthcare corridor is anchored by HCA, Houston Methodist, and St. Luke’s, with Lone Star College–Tomball feeding it through allied health programs. Advanced manufacturing has a regional footprint, and new large industrial sites let the city compete for projects it could not host before. And the four priority sectors already named—biotechnology and life sciences, information and computer technology, food production and processing, and advanced manufacturing—align with Tomball’s workforce, infrastructure, and property base.

The opportunity is to convert a fully-employed economy into a specialized one: disciplined execution against the priority sectors, deeper connection between the healthcare cluster, advanced manufacturing, and Lone Star College’s training pipeline, and a recruitment posture built around fewer, higher-value targets. Specialization can also help close the participation gap—some of Tomball’s lowest-in-the-peer-set rate reflects household choice, but some reflects unmet opportunity for residents who would work locally if good jobs were closer to home. Tomball’s economy doesn’t need to be different so much as deeper.

“We don’t need another ice cream shop or nail salon. Our focal point needs to be on the businesses that move the needle on tax base and jobs.”

SOURCE: STAKEHOLDER ENGAGEMENT

Insight 4: Institutions Built to Execute

One of Tomball's most distinctive assets is institutional—a working partnership across the EDC, City, Chamber, Lone Star College–Tomball, and Tomball ISD.

Tomball functions as a working partnership. The EDC and Chamber are co-located and operate alongside the City and educational partners with clear, complementary roles—the City delivering core services from public safety and utilities to infrastructure, planning, parks, and libraries; the EDC carrying business retention, recruitment, and quality placemaking; Lone Star College–Tomball and Tomball ISD carrying the talent pipeline; and the Chamber carrying the small-business community that gives Tomball its character. The five organizations share information, increasingly share a strategic agenda, and have together made Tomball's recent run of growth possible. This is the operating model that lets the community move in the same direction at the same time.

What makes the partnership go beyond coordination is the EDC's willingness to fund infrastructure as part of economic development. Tomball's Type B bylaws allow it, and the EDC has used that authority deliberately, funding water, wastewater, drainage, and other capital projects that the City could not absorb on the rate-payer side without prohibitive utility-rate increases. This posture is less common among Type B EDCs, many of which focus their resources on incentives and recruitment alone. Tomball's leaders see it differently: the recruited growth has to be served, and the EDC's resources are most strategic when they enable the systems that growth depends on.

This institutional capacity is Tomball's asset multiplier. Strategy is only as ambitious as the systems that can execute it, and Tomball's systems are built to execute. The next phase of strategy can therefore be bolder than it could otherwise be, because the partnership exists to carry it, and the same partnership is what will need to hold as Tomball makes the harder choices ahead about target sectors, Legacy Square, Old Town, and how the EDC's tools are deployed for maximum impact. Tomball doesn't just have assets. It has the institutional ability to use them.

"You can't outpace what you can serve."

SOURCE: STAKEHOLDER ENGAGEMENT

Insight 5: A Generational Window

The convergence of public investment now underway gives Tomball a rare chance to physically reshape itself—and the strategic question is how well these investments are coordinated, sequenced, and executed together.

Tomball sits at the intersection of three major public investments arriving in the same window. TxDOT's reconstruction of FM 2920/Main Street—designed to Tomball's own specifications rather than the standard agency template—will rebuild the spine of Old Town for the next generation. Tomball Legacy Square is the largest active development question the EDC has ever managed and could become the cultural anchor that ties Old Town to the rest of the city. And a decision on City Hall's future location is in play that will shape downtown land use, parking, and investment. Each shapes what the others can become, and all are advancing now.

The same window contains real pressures. Pumping fees for water are projected to rise four to five times within five years as Tomball transitions away from its salt-dome groundwater advantage. Delivering high-quality services to a rapidly growing community—public safety, utilities, infrastructure, parks—requires careful

sequencing of every dollar against an expanding service population. The 2920 reconstruction will bring multi-year construction disruption to downtown access and foot traffic. And the steady pressure of rapid in-migration—the same pressure that creates the opportunity—tests whether Tomball’s small-town character can hold.

The strategic implication is urgency. Tomball has already shown it can shape growth on its own terms—the Main Street design negotiated with TxDOT is an outcome other Texas cities rarely get, and it happened because city leadership engaged early and stayed at the table. The same intentionality will determine how Tomball Legacy Square and the City Hall relocation decision come together: whether they advance as a coordinated set of moves that reinforce each other, or as separate projects on parallel tracks. The investments are coming. The strategy is about how well they land.

“The importance of this plan to the future of our town cannot be understated. We’re at such a crossroads right now.”

SOURCE: STAKEHOLDER ENGAGEMENT

From Insights to Action

The five insights converge on one finding: for Tomball, the real question is what to make of the growth already arriving. The momentum is real and the assets are rare, yet neither guarantees a distinct economic future. That outcome depends on choices—to specialize the economy, to anchor more of the workday at home, and to coordinate the public investments now underway so they reinforce one another.

That is the question the strategic framework answers. What follows is that framework: a vision, three goals, and the strategies built to deliver them.

05.

Strategic Plan

A Framework for Tomball's Future

This is the Tomball Economic Development Corporation's Strategic Plan to direct the city's economic development efforts on the community's behalf. It sets the EDC's own priorities for the next three years and the work the EDC will lead, in partnership with the City of Tomball and subject to City Council's approval and support. It is not a commitment of the EDC to the City's broader capital program, and where it calls for coordination with the City, that coordination runs on economic development priorities the EDC sets here.

Tomball's strategy is grounded in what we heard, what we measured, and what the moment calls for.

With the diagnosis settled, the question turns to deployment: how the TEDC and its partners direct their capacity over the next three years.

The agenda that follows is built around what the TEDC can credibly deliver: an economy more specialized than it is today, a place and experience that draws people to Tomball rather than past it, and an organizational foundation strong enough to carry the growth ahead.

No single move carries the plan. Progress comes from advancing all three fronts at once, each reinforcing the others—and much of that work is already underway.

Elements of the Strategy: How This Plan Is Organized

Vision

A preferred future—what Tomball commits to becoming.

Goals

The three priority directions that organize the work.

Strategies

The specific approaches that deliver each goal, and how the EDC and partners can activate and measure progress.

Actions

The concrete steps, resources, and partners that turn each strategy into delivered work.

Vision Statement

MADE IN TOMBALL.

Channeling a generational moment of growth into a sharper economy, a stronger sense of place, and the capacity to carry what comes next—so that what makes Tomball Tomball grows more pronounced, not less.

Made in Tomball

Three goals to channel Tomball’s momentum into a sharper economy, a stronger sense of place, and the foundation to carry what comes next.

GOAL 1

Build the Tomball Economy of the Next Generation.

Specialize the local economy in the sectors that match Tomball’s workforce and assets, take care of the employers already here, and build the talent and small-business ecosystem that turns residential success into local economic activity.

GOAL 2

Make Place and Experience Tomball’s Competitive Advantage.

Capitalize on the generational window of public investment in Old Town, Legacy Square, and Tomball’s signature events to give the community a downtown and a calendar of experiences that no peer suburb can replicate.

GOAL 3

Build Capacity to Carry the Growth.

Strengthen and expand the TEDC’s marketing, organizational, and partnership capacity to successfully deliver the organization’s strategic goals as Tomball continues to grow.

How Will We Know If We’re Succeeding?

The economy is specializing, not just growing.

Recruitment and retention are concentrating in the four priority sectors—biotechnology and life sciences, food production and processing, ICT, and advanced manufacturing—and higher-wage jobs are growing faster than headcount alone.

Residents are finding their workday in Tomball.

Workforce partnerships among Tomball employers, Lone Star College, and Tomball ISD are connecting residents to local jobs, and existing employers are choosing to expand here rather than leave.

The generational investments are landing as one.

Main Street, Legacy Square, and the City Hall decision are advancing as a coordinated set that reinforces each other—not separate projects on parallel tracks.

Tomball is a place people come to, not through.

Old Town and Tomball’s signature events—the Farmers Market, German Fest—are drawing visitors, spending, and identity that no peer suburb can replicate.

Growth is being served, not outpaced.

Investment in roads, utilities, water, and drainage is keeping pace with the service population, so recruited growth can actually be delivered.

The TEDC is built to deliver.

The organization’s staff, tools, and partnerships match the ambition of the plan, and the EDC–City–Chamber–Lone Star College–Tomball–Tomball ISD partnership is moving in the same direction at the same time.

Goal 1: Build the Tomball Economy of the Next Generation.

Specialize the local economy in the sectors that match Tomball's workforce and assets, take care of the employers already here, and build the talent and small-business ecosystem that turns residential success into local economic activity.

WHY IT MATTERS

Tomball is winning the residential competition. Educated residents are choosing the city at higher rates than its peers, population is growing twice as fast as Texas, and remote work has surged. The local economy has yet to catch up: most residents commute outward, median earnings trail comparable peers, and the Business and Technology Park that anchored a decade of recruitment is essentially built out. Closing that gap will take deliberate work on several fronts at once.

The foundations are already in place. Four priority sectors are named—biotechnology and life sciences, ICT, food production and processing, and advanced manufacturing—each aligned with Tomball's workforce, infrastructure, and property base. Lone Star College–Tomball runs the training that feeds the SH-249 healthcare corridor and the manufacturers around it. Tomball ISD pulls families in and produces the next generation of the workforce. And the Type B EDC has the tools—incentives, Old Town redevelopment capacity—to operate at the scale the moment requires.

This goal builds upon the strong foundation the TEDC and its partners have already established. Rather than creating entirely new initiatives, it strengthens existing workforce, business retention, recruitment, infrastructure, and small business efforts by making them more coordinated, measurable, and strategically aligned with Tomball's long-term economic vision.

Strategies at a Glance

- 1.1** Concentrate recruitment around Tomball's four priority sectors to build a steady pipeline of high-fit prospects.
- 1.2** Enhance and formalize the TEDC's existing Business Retention and Expansion (BRE) program by standardizing processes, strengthening data collection, and expanding performance reporting to support employer retention, expansion, and informed economic development decisions.
- 1.3** Formalize and expand existing sector partnerships by establishing recurring industry advisory meetings with employers and our educational institutions.
- 1.4** Support both halves of Tomball's small-business economy—Old Town identity businesses and cluster-adjacent firms that scale jobs and tax base.
- 1.5** Continue and strengthen the TEDC's strategic infrastructure partnership with the City to support future economic growth.

Target Sectors

Four target sectors anchor Tomball's economic strategy.

SECTOR	WHY IT MATTERS	CURRENT STRENGTHS
Biotechnology & Life Sciences	Tomball can serve as a lower-cost, less-congested complement to the Houston medical district—drawing mid-sized clinical support, diagnostics, and applied bioscience firms rather than core research labs. Population growth and an aging demographic keep demand for specialized care climbing.	An expanding ecosystem of outpatient centers, diagnostic imaging, and laboratory services; proximity to the Houston medical ecosystem; and Lone Star College–Tomball health sciences and allied health programs feeding lab tech, medical technologist, and clinical roles.
Food Production & Processing	Strong north–south and east–west corridor access positions Tomball for specialty and value-added food production—niche processors, packaging, distribution, and cold-chain firms serving a fast-growing consumer base.	Existing food distributors, processors, bakeries, and specialty producers; industrial sites suited to small-batch and mid-scale operations; a workforce aligned to production, packaging, and logistics; and the Farmers Market as a launch platform for emerging producers.
Information & Computer Technology (ICT)	Houston's tech ecosystem generates demand for satellite operations and support centers seeking suburban talent and lower costs—and Tomball's other target sectors all need IT services, cybersecurity, and data infrastructure.	A workforce pipeline through Lone Star College and regional partners in support, network, and security roles; established infrastructure and a stable business climate; and cross-sector demand that makes Tomball a natural support hub for applied technology.
Advanced Manufacturing	Newly added large industrial sites let Tomball compete for modern manufacturing that needs scale, high-capacity utilities, and flexible zoning—especially higher-value precision work (measuring and controlling devices, lab instruments, electromedical equipment) tied to healthcare and energy.	A deep regional base—more than 37,500 manufacturing workers across nearly 1,000 establishments and roughly \$13B in annual output within the 60-minute drive region; strong supplier networks; and training through Lone Star College, San Jacinto College, and Texas A&M in welding, machining, instrumentation, and quality control.

Source: Insyteful, 2025–2026

Strategy 1.1

Concentrate recruitment around Tomball's four priority sectors to build a steady pipeline of high-fit prospects.

WHY IT MATTERS

Tomball competes for employers in one of the country's most active suburban markets, against peers along SH-249 and the Grand Parkway with larger budgets, larger sites, and more visible identities. A recruitment posture also needs product to sell, and with the Business and Technology Park essentially built out, the EDC's South Live Oak site is the marketable land that keeps Tomball competitive for the projects these sectors generate. The path to winning isn't volume—it's fit. Tomball's four priority sectors (biotechnology and life sciences, food production and processing, ICT, and advanced manufacturing) align with the city's workforce, infrastructure, and

property base in ways few peer suburbs can match. The work now is to build the recruitment posture that turns those sectors into a steady pipeline of qualified prospects, coordinating the EDC's tools, sites, and partnerships around them. A disciplined, sector-focused posture is also what gives the EDC its clearest answer when asked the essential question: where are we concentrating, and why?

WHAT'S NEEDED?

Put the incentive policy's target-sector priority to work.

Uses the priority review and enhanced terms the updated policy gives target-sector projects, so incentive dollars follow the growth Tomball has chosen.

Build a one-page recruitment profile for each priority sector and include them on the EDC website.

Gives staff and partners a sharp, prospect-facing pitch grounded in the Target Industry Analysis: what Tomball offers each sector and why a firm fits here.

Run focused outreach to high-fit prospects in the four sectors.

Converts the collateral into an active pipeline and concentrates limited staff time on prospects that match the strategy.

Bring the South Live Oak site to market as a shovel-ready product for target-sector recruitment.

Replaces the built-out Business and Technology Park with competitive, marketable land the EDC can pitch to priority-sector prospects, once the board sets its position on the site's use and disposition.

Attend relevant target-sector trade shows and participate in Texas Governor's trade missions when possible.

Puts Tomball in front of site selectors and target-sector prospects where deals take shape, generating leads that inbound inquiries rarely produce.

Align the board, regional and state partners, and community on what Tomball recruits and why.

Builds shared understanding of the target sectors so the pitch stays consistent across organizations and the EDC can confidently pass on off-strategy deals.

Strategy 1.2

Enhance and formalize the TEDC's existing Business Retention and Expansion (BRE) program by standardizing processes, strengthening data collection, and expanding performance reporting to support employer retention, expansion, and informed economic development decisions.

WHY IT MATTERS

The employers already in Tomball drive the local economy more than any future recruitment will. The healthcare anchors on SH-249, the manufacturers and energy firms, the trades and engineering companies, and the supply-chain businesses along the corridors employ residents, generate sales tax, and shape the city's reputation as a place to do business. A strong business retention and expansion program keeps that base growing through regular visits with key employers, documented intelligence on their growth plans, fast response when barriers or expansion needs surface, and close coordination with the City on permitting and infrastructure. Built to the scale Tomball's employer base now requires, BRE often generates more expansion than recruitment delivers—and the patterns it surfaces point to the policy improvements and EDC investments worth making, sharpening every other strategy in this goal.

WHAT'S NEEDED?

Formalize the existing BRE Program by documenting existing procedures, establishing annual performance measures, and strengthening organizational continuity.

Creates a consistent, recognizable program that can be measured, refined, and sustained over time, regardless of staff transitions.

Refine the existing business portfolio by categorizing employers into strategic tiers to guide visit frequency and engagement priorities.

Keeps anchors and major employers seen every year, with scaling target-sector firms and the Old Town base covered at a lighter touch, so coverage is planned rather than reactive.

Standardize the existing business visit process through a consistent visit questionnaire and centralized documentation of business intelligence.

Captures growth plans, workforce needs, and early signs of risk in one shared record, giving staff an early-warning signal on individual firms and the recurring patterns that point to policy improvements and EDC investments worth making.

Continue coordinated expansion facilitation with the City by proactively addressing permitting, infrastructure, and development challenges identified through BRE visits.

Clears the permitting and infrastructure barriers that most often stall a growing employer, coordinating with the City before an expansion breaks ground.

Strategy 1.3

Formalize and expand existing sector partnerships by establishing recurring industry advisory meetings with employers and our educational institutions.

WHY IT MATTERS

Workforce is increasingly the first question employers ask. Whether Tomball wins target-sector projects, keeps the employers it has, and converts educated residents into local workers depends on a coordinated workforce strategy that connects the programs already in place. The assets to lead are here: Lone Star College–Tomball runs allied health, technical, and trades programs aligned with the priority sectors, and Tomball ISD operates career and technical pathways inside the only A-rated large district in Texas. This strategy strengthens and formalizes coordinated sector partnerships, beginning with healthcare, advanced manufacturing, and ICT, where employers, Lone Star College, and Tomball ISD meet regularly to align training, internships, and career pathways with target-sector demand. Sector partnerships are where workforce alignment actually happens—the point at which Tomball’s workforce story becomes a competitive advantage in its own right.

WHAT’S NEEDED?

Continue sector partnership tables with employers, LSC–Tomball, and Tomball ISD, starting with healthcare, advanced manufacturing, and ICT.

Creates a standing forum where the people who hire, train, and teach meet regularly to align coursework, internships, and pathways around each priority sector.

Share target-sector intelligence with LSC and Tomball ISD to guide program decisions.

Feeds what the BR&E program and recruitment pipeline learn about local hiring into curriculum choices, keeping training aligned with where the jobs are heading.

Continue and grow the nationally recognized Summer Youth Employment Program, expanding mentorship, apprenticeship, and career-pathway opportunities.

Builds on the broad workforce program the EDC already runs, connecting Tomball youth to local employers across the economy, with target-sector employers among the placements where the fit is there.

Strategy 1.4

Support both halves of Tomball’s small-business economy—Old Town identity businesses and cluster-adjacent firms that scale jobs and tax base.

WHY IT MATTERS

Small business is part of Tomball’s identity and a real part of its economic engine. The definition matters. Old Town’s restaurants, boutiques, and Farmers Market vendors express Tomball’s small-business character and deserve sustained support. But the small-business economy is bigger than retail: the IT firms serving the medical and energy sectors, the trades and engineering companies that will build out Legacy Square and the new industrial sites, the suppliers tied to advanced manufacturing, and the entrepreneurs growing into the openings the target sectors create. This strategy supports both halves—the Old Town businesses that anchor identity and the cluster-adjacent firms that scale jobs and tax base. The EDC’s tools, from façade grants and technical assistance to capital access and Chamber partnerships, should serve that fuller definition, with clear pathways from start-up to expansion.

WHAT’S NEEDED?

Stand up the Target-Sector Business Growth Grant for existing small and mid-size firms in the priority sectors.

Extends support to priority-sector firms that add jobs but fall below traditional abatement thresholds, sizing a tool to the businesses those thresholds miss.

Continue, evaluate, and strategically enhance small business support programs, including Business Improvement Grants, Façade Improvement Grants, and the Rental Incentive.

Keeps steady support flowing to the restaurants, boutiques, and vendors that give Old Town its character and draw visitors downtown.

Strengthen coordination among existing business support partners by creating a more seamless “front door” for entrepreneurs and expanding awareness of available resources.

Gives any business one clear place to start, online and in person, and a visible path from start-up to expansion, whichever half of the economy it belongs to.

Strategy 1.5

Continue and strengthen the TEDC’s strategic infrastructure partnership with the City to support future economic growth.

WHY IT MATTERS

Tomball’s recruitment success has outpaced parts of the City’s service capacity, and the trajectory ahead will only intensify demand on roads, utilities, water, and drainage: population growing twice as fast as Texas, employment expanding at twice the state rate, new industrial sites coming online, Old Town redevelopment underway. The EDC’s Type B authority to invest in core infrastructure has been a quiet engine of Tomball’s success, letting major capital obligations move forward without prohibitive utility-rate increases on residents and existing businesses. This strategy sustains that posture as a deliberate EDC–City partnership—shared planning, shared sequencing, and shared transparency about which investments serve economic development priorities and which belong to the City’s broader capital agenda. The aim is coordination: infrastructure serving recruited growth, Old Town redevelopment, and new industrial sites planned as one picture rather than negotiated piece by piece.

WHAT'S NEEDED?

Align the EDC's infrastructure priorities with the City's master plan and CIP through standing joint planning.

Gets the EDC's economic-development infrastructure onto the City's planning documents so it's funded on schedule, while keeping the EDC's commitments limited to the projects that serve economic development rather than the City's broader capital list.

Establish shared EDC–City sequencing and transparency on which investments serve economic-development priorities.

Replaces project-by-project negotiation with a clear, shared view of which investments serve recruited growth and which belong to the City's broader capital agenda.

Assess infrastructure readiness at South Live Oak and incoming industrial sites, and evaluate financing tools such as a TIRZ.

Determines what roads, utilities, and drainage the EDC's target-sector sites need before recruitment depends on them, and tests whether a tool like a TIRZ can fund that work.

Measuring Impact and Success

Target-Sector Job Growth

Track the number and share of jobs in Tomball’s four priority sectors: biotechnology and life sciences; food production and processing; information and computer technology; and advanced manufacturing.

New and Expanded Target-Sector Firms

Monitor the number of target-sector firms that locate, expand, or make secondary investments in Tomball each year.

Average Wage in Target Sectors

Track average annual wages for target-sector jobs to confirm that recruitment and incentives are delivering quality employment and fiscal return.

Business Retention and Expansion (BRE) Outcomes

Track the number of one-on-one BRE engagements conducted with anchor and target-sector employers, and the expansions they help advance.

Work-Based Learning Participation

Monitor student participation in career fairs, mentorships, apprenticeships, and the Summer Youth Employment Program with priority-sector employers.

Small-Business Support

Track the number of businesses assisted through the Target-Sector Business Growth Grant, façade grants, and technical assistance.

Goal 2: Make Place and Experience Tomball's Competitive Advantage.

Capitalize on the generational window of public investment in Old Town, Legacy Square, and Tomball's signature events to give the community a downtown and a calendar of experiences that no peer suburb can replicate.

WHY IT MATTERS

In a region full of growing suburbs with comparable demographics, cost structures, and corridors, every economic development organization eventually faces the same question: why here? Tomball's answer is unusual. Most northwest Houston peers can build new—new master-planned communities, corporate parks, mixed-use centers. Few can manufacture what Tomball already has: an Old Town with genuine history and decades of small-business presence, a Farmers Market that draws thousands every weekend, a German Fest that brings the region in twice a year, a Heart of Tomball Alliance running coordinated programming, and the kind of lived-in character that signals to talent, employers, and visitors that Tomball is somewhere, not just near somewhere.

What makes this moment different is the convergence of public investment now reshaping the physical foundation of that identity. The TxDOT reconstruction of 2920/Main Street will rebuild the spine of Old Town. Legacy Square has the potential to become a cultural and community anchor of a kind Tomball has never had, if it is executed with the discipline its scale demands. And a decision on City Hall's location is in play that will influence downtown parking, land use, and investment. These pieces are converging in roughly the same window, and none reaches its full potential alone. Each shapes what the others can become.

This goal treats place and experience as economic development. It commits to an Old Town that works as Tomball's most active marketing asset and small-business platform; to Legacy Square executed with the discipline its scale requires; and to the signature events and programming as economic infrastructure that builds the brand, supports small business, and gives people reasons to choose Tomball. Place and experience are where Tomball's competitive advantage lives: the one thing a peer suburb cannot build new.

Strategies at a Glance

- 2.1** Resolve the Legacy Square and City Hall decisions that will shape Old Town's next decade.
- 2.2** Lead Legacy Square's activation with the discipline its scale demands—clear scoping, sound financing, and programming built in from the start.
- 2.3** Strengthen Old Town's physical fabric and small-business base through the Main Street reconstruction.
- 2.4** Treat Tomball's events and cultural programming as economic infrastructure that builds the brand and supports small business.

Strategy 2.1

Resolve the Legacy Square and City Hall decisions that will shape Old Town's next decade.

WHY IT MATTERS

Old Town's next decade turns on a small set of decisions that are still open. Legacy Square, the most consequential property the EDC controls, needs a settled position on its use and future. And a decision on City Hall's location is in play that touches the same downtown blocks—parking, land use, and the EDC's own property. This strategy moves those decisions forward. It commits the EDC to setting its own position on its property, working shared

decisions with the City through a common table, and carrying forward the Legacy Square vision the EDC has pursued for years. This is the EDC's plan for its own property, developed as a partner to the City and grounded in the EDC's priorities for it.

WHAT'S NEEDED?

Adopt a board resolution stating the EDC's position on the use of its Legacy Square property, and submit it to the City's City Hall feasibility analysis.

Clarifies the EDC's long-term vision for the property so the City's City Hall feasibility analysis can account for it when weighing relocation alternatives.

Establish a Legacy Square Project Action Committee as a standing joint Council–EDC table for the decisions the two bodies share.

Gives the City and the EDC one forum to align on shared decisions before they reach separate votes, so the district advances through coordination rather than on competing tracks.

Define the EDC's path forward for its Old Town property.

Sets out the steps the EDC will take to advance the vision for its property, keeping the direction it has pursued for years moving steadily forward.

Strategy 2.2

Lead Legacy Square's activation with the discipline its scale demands—clear scoping, sound financing, and programming built in from the start.

WHY IT MATTERS

Legacy Square is the largest and most complex development the TEDC has taken on, and one of the largest public-realm investments Tomball has ever made. Once the EDC settles its position on the property, the work turns to execution—and execution at this scale is where ambitious civic projects most often falter. What gets built, who runs it, how it's financed, and how it's programmed once open will shape downtown's trajectory for a generation. This strategy leads that work with the discipline its scale demands: clear scoping around the arts vision the property was acquired for, a sound financial model sequenced against the EDC's other obligations, a dedicated cultural partner accountable to real performance targets, and direct engagement with neighbors and the community throughout. Done well, Legacy Square becomes the cultural anchor that defines the next era of downtown.

WHAT'S NEEDED?

Finalize the Phase 1 scope and site plan, preserving the main auditorium for performing and visual arts.

Locks the first phase around the arts vision the property was acquired for, giving partners, neighbors, and funders a concrete plan to respond to instead of rumor.

Secure a dedicated cultural partner through a formal solicitation, and set the operating structure and performance terms that keep the partnership accountable.

Uses an RFQ or RFP to choose who runs and programs the venue, tied to one-year and three-year targets the partner must prove up to, so Legacy Square has a sustainable operating model rather than only a building.

Resolve the use of the North Oxford property.

Settles an open question on the EDC's own land, including whether North Oxford can house a community-center use if that need has to be met, keeping it from stalling the rest of the plan.

Settle the financing model and sequence Legacy Square against the EDC's other capital obligations.

Sizes the project against everything else the EDC must fund, so Legacy Square advances on sound financial footing rather than crowding out other priorities.

Engage neighbors and the community directly with clear information.

Replaces the social-media vacuum with real detail delivered face-to-face, building the local support a project this visible needs to succeed.

Build Legacy Square's activation plan for opening day.

Programs the venue before it opens, so Legacy Square draws people from day one instead of waiting to find its audience.

Strategy 2.3

Strengthen Old Town's physical fabric and small-business base through the Main Street reconstruction.

WHY IT MATTERS

Old Town is Tomball's most concentrated economic asset—the few walkable blocks where small business, identity, talent attraction, and visitor draw converge. It is also entering its most consequential stretch in decades. Main Street's reconstruction will rebuild the district's spine, and multi-year construction will test the businesses that give the district its character. As growth pressures mount around the rest of the city, the link between Old Town's physical condition and its economic performance will only tighten. This strategy connects the physical investments now underway to the small-business, parking, walkability, and public-realm work that decides whether the district gains from this period or merely survives it. The EDC plays the connector here rather than the builder of every piece, aligning incentives, infrastructure, and partners around a shared picture of what Old Town becomes next.

WHAT'S NEEDED?

Build the alleyway pedestrian network, timed to Main Street construction.

Turns the alleys into Old Town's walkable spine while Main Street is torn up, keeping foot traffic moving to businesses through the disruption.

Activate the Business Stabilization Program to support Old Town businesses through the Main Street reconstruction.

Provides targeted assistance to help businesses navigate the temporary impacts of construction, including reduced access, parking challenges, and decreased foot traffic, through marketing, signage, and other stabilization tools.

Coordinate the Old Town public-realm plans with the City: parking, drainage, wayfinding, and mobility.

Aligns the plans that already exist but lack funding and sequencing, so the pieces advance as one effort instead of competing for attention.

Run coordinated downtown business visits and revitalization outreach through the reconstruction period.

Keeps the EDC in regular contact with Old Town businesses as construction proceeds, catching stress early and connecting owners to the stabilization tools and support the district's health depends on.

Strategy 2.4

Treat Tomball's events and cultural programming as economic infrastructure that builds the brand and supports small business.

WHY IT MATTERS

Tomball's signature events are among its most productive economic assets. The Farmers Market draws thousands every weekend and works as both a small-business platform and one of the truest expressions of the city's identity. German Fest brings the region in twice a year, putting Tomball on visitors' calendars and feeding sales across the city. The Heart of Tomball Alliance keeps the district active between major events. And Legacy Square, once open, will demand programming at a scale Tomball has not yet operated. Together, these events and the programming around them give people a reason to make Tomball a destination rather than a route. This strategy treats events and cultural programming as part of the economic development portfolio, backing the partners who run them with investment, infrastructure, and coordination. Legacy Square, once open, will draw on that same programming capacity. In a region where every suburb can build, Tomball's calendar is one of the few things that cannot be copied.

WHAT'S NEEDED?

Back the partners who run Tomball's signature events with investment, infrastructure, and coordination.

Strengthens the Farmers Market, German Fest, and Heart of Tomball Alliance, the groups already delivering Tomball's biggest draws, by resourcing their events as economic infrastructure.

Expand nighttime activation and downtown hours to grow foot traffic and sales.

Gives residents and visitors more reasons to be downtown after hours, turning evening activity into spending at Old Town businesses.

Work with the City on consistent nighttime-activation and noise policy, and build neighborhood-compatibility standards into EDC event grants.

Replaces the back-and-forth between promoting nightlife and curbing it with steady rules, and uses the EDC's own grants to keep activation compatible with the neighborhoods around Old Town.

Measuring Impact and Success

Old Town Business Vitality

Track active storefronts and ground-floor occupancy across Old Town to confirm the district stays healthy through the Main Street construction period.

Old Town Investment and Sales Activity

Monitor sales-tax receipts and visitor spending in Old Town over time as a measure of the district's economic performance.

Signature Event Attendance

Track attendance across the Farmers Market, German Fest, and Heart of Tomball programming as a gauge of Old Town's draw.

Legacy Square Progress and Activation

Track Legacy Square's phase milestones through construction, then programming and attendance once the venue opens.

Goal 3: Build Capacity to Carry the Growth.

Strengthen and expand the TEDC’s marketing, organizational, and partnership capacity to successfully deliver the organization’s strategic goals as Tomball continues to grow.

WHY IT MATTERS

A strategy delivers only as much as the organization behind it can execute. Tomball is asking itself to do an unusual amount over the next three years—recruit in four target sectors, enhance the structured BR&E program, formalize and expand sector partnerships with Lone Star College and Tomball ISD, expand the small-business agenda, lead Old Town placemaking, manage Legacy Square, and sustain the signature events that anchor the city’s identity. Delivering that agenda depends on three capacities the EDC controls directly: a marketing posture that tells Tomball’s story consistently, the organizational discipline that converts strategy into delivered results, and the partnerships that align the EDC with the City, its institutions, and the wider community.

The first two are where the EDC’s reach extends furthest. Tomball’s external story is told inconsistently today: the EDC, the Chamber, elected officials, and partner organizations speak in language that doesn’t always align, leaving a gap between what the city has accomplished and how site selectors, talent, and visitors perceive it. As Tomball continues to grow, the TEDC’s existing responsibilities are expanding in both scale and complexity. Successfully delivering this next phase will require continued investment in organizational systems, performance measurement, communications, and partnerships. Building the systems, governance, and reporting capacity to carry that work is what makes this plan deliverable rather than merely aspirational.

Partnerships are the third. Much of this plan depends on the EDC working in concert with the City, Lone Star College, Tomball ISD, the Chamber, and the broader community—and on the civic infrastructure that lets the board, Council, and public move together rather than at cross-purposes. Core physical infrastructure, the other system this growth depends on, lives in Strategy 1.5, alongside the recruitment its Type B investment enables. Goal 3 concentrates on the capacity that wraps around every other goal: telling Tomball’s story well, building an EDC equal to its strategy, and deepening the partnerships that carry the work beyond what the EDC can do alone.

Strategies at a Glance

- 3.1** Lead a coordinated economic development marketing and communications effort so public perception reflects the community’s accomplishments and competitive advantages.
- 3.2** Grow the TEDC’s organizational capacity in step with the strategy—systems, governance, and financial discipline.
- 3.3** Deepen the partnerships and civic engagement that carry the work beyond what the EDC can do alone.

Strategy 3.1

Lead a coordinated economic development marketing and communications effort so public perception reflects the community’s accomplishments and competitive advantages.

WHY IT MATTERS

What Tomball has built and how the outside world sees it have drifted apart. Site selectors, employers weighing relocation, talent considering the suburb, and visitors choosing where to spend a weekend form their impressions from a story told by many uncoordinated voices: the EDC, the Chamber, elected officials, the school district, the Heart of Tomball Alliance, and the property owners active in the market. Closing that gap is high-leverage work

that doesn't require waiting for the rest of the plan to finalize. This strategy commits to a coordinated marketing and regional positioning approach: a unified Tomball story articulated by the EDC and adopted by partners, sector-specific value propositions for the four priority sectors, an active digital and earned-media presence, and a posture toward the state's referral system that ensures Tomball is in the right rooms when projects are searching for a home. For Tomball, marketing is execution: the channel through which every other goal reaches the audiences it depends on.

WHAT'S NEEDED?

Develop and consistently communicate a unified Tomball story and value proposition across the TEDC, City, Chamber, and community partners.

Sets a single Tomball story the EDC articulates and partners adopt, so the city reaches site selectors, talent, and visitors with one coherent voice without the EDC absorbing others' marketing.

Build a marketing and communications plan with sector-specific value propositions for the four priority sectors.

Turns the brand into an operating plan, including the positioning case for each priority sector that the recruitment one-pagers then carry to prospects.

Continue expanding the TEDC's digital presence and proactive communications by building upon existing marketing efforts and increasing awareness of Tomball's economic development successes.

Fills the information vacuum that lets misinformation spread, putting accurate, timely word out through the EDC's website, channels, and earned media.

Strengthen Tomball's posture in the state site-selection and referral system.

Keeps Tomball visible to the state and regional partners who match projects to communities, so the city is considered when prospects are searching.

Strategy 3.2

Continue strengthening the TEDC's organizational capacity through enhanced systems, governance, financial planning, and performance measurement.

WHY IT MATTERS

The next phase of Tomball's growth will require greater coordination, enhanced organizational systems, and increased capacity to successfully build upon the TEDC's strong foundation of economic development initiatives. None of it is out of reach, but all of it requires organizational capacity that grows in step with the strategy. This strategy builds that capacity deliberately: data and dashboard systems that track progress and flag issues early, sharper governance norms among the Board, Council, and EDC staff, transparent annual reporting on performance and incentive outcomes, and the staffing and financial planning the next phase of growth will require. A high-functioning EDC is the precondition for delivering everything else in this plan, and one of Tomball's most strategic investments in its own future.

WHAT'S NEEDED?

Stand up data and dashboard systems to track progress and flag issues early.

Gives the board and staff a live view of progress against the plan, surfacing problems early enough to act on them.

Continue publishing and enhancing the TEDC's Annual Report by incorporating strategic plan performance measures, organizational outcomes, and incentive program results.

Turns the EDC's internal assessments into one public report on results and incentives, building the Council and community trust that protects the program at budget time.

Continue fostering strong governance practices by clearly defining the roles and responsibilities of the Board, City Council, and staff while maintaining effective communication and collaboration.

Defines who decides what across the Board, Council, and staff, keeping the three aligned as the workload grows.

Plan staffing and financial capacity against the growing pipeline.

Matches the EDC's staff and budget to a widening pipeline, so capacity scales with the work instead of lagging it.

Strategy 3.3

Deepen the partnerships and civic engagement that carry the work beyond what the EDC can do alone.

WHY IT MATTERS

The EDC cannot deliver this plan alone, and it was never meant to. Nearly every goal depends on partners doing their part: the City on infrastructure and permitting, Lone Star College and Tomball ISD on workforce, the Chamber on small business, and the County and regional players on projects that cross jurisdictional lines. Those relationships are strong, but they work best when tended deliberately rather than assembled deal by deal. Just as important is the civic infrastructure beneath them, the trust and communication that let the Board, Council, and public move in the same direction. Tomball has seen what the alternative costs, when an information vacuum fills with misinformation and public support frays just as a project needs it most. This strategy invests in the relationships and civic capacity that hold the rest of the plan together—tending the institutional partnerships, widening the circle of people engaged in Tomball's future, and creating the occasions for shared learning and convening where collaboration is built.

WHAT'S NEEDED?

Strengthen existing partnerships through intentional communication, coordinated planning, and shared implementation of strategic initiatives.

Keeps the EDC's relationships with the City, Lone Star College, Tomball ISD, the Chamber, and the County in active coordination, so the partners each goal depends on are aligned before a project needs them.

Provide ongoing professional development, peer learning opportunities, and strategic exchanges for Board members, City Council, staff, and community partners.

Builds collaboration through shared learning and regular contact, giving the EDC, the City, and the community a standing way to align before decisions harden.

Broaden civic engagement and expand community and business ambassadors for Tomball and Old Town.

Widens the circle of people invested in Tomball's future and equips residents and employers to advocate for the city and vouch for it to the prospects recruitment brings in.

Measuring Impact and Success

Marketing and Digital Reach

Track growth in the EDC's digital presence and earned media: website traffic, channel engagement, qualified leads generated, social media reach, newsletter engagement, video views, and media placements that carry Tomball's story.

Prospect Activity

Monitor qualified prospect inquiries and the referrals Tomball receives through the state and regional site-selection system.

Reporting and Transparency

Track whether the consolidated annual performance and incentive report is published on schedule and the dashboard kept current, including updates on strategic plan implementation progress, project completion, budget implementation, and grant utilization.

Partnership and Civic Engagement

Track the convenings and best-practice trips held each year, the community and business ambassadors developed, partnership initiatives completed, joint funding opportunities, employer participation, and educational partnerships expanded.

06.

Acknowledgments

Tomball EDC Board of Directors

Lisa Covington, President

Danny Hudson, Vice President

Latrell Shannon, Treasurer

Becky Clepper, Board Member

Angie Johnson, Board Member

Cody Miller, Board Member

Wayne Hall, Board Member

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Lori Klein Quinn, Mayor

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Paul Garcia, Council Member, Position 2

Dane Dunagin, Council Member, Position 3

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Steering Committee

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Becky Clepper, TEDC Board of Directors

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TOMBALL ECONOMIC DEVELOPMENT CORPORATION

INCENTIVE POLICY BENCHMARK AND RECOMMENDATIONS

THE SHORT VERSION

Tomball updated its incentive framework at the start of 2026, and the new structure holds up well against peers. The Chapter 380 Incentive Policy Framework adopted in January and the Chapter 312 Tax Abatement Policy readopted in February work together as a single system, and two features in that system, a clear demonstration-of-need test and a net-positive fiscal return requirement, put Tomball ahead of several larger Texas cities we reviewed.

This is not a case for rewriting a policy that was just adopted. It is a focused read on where the policy is already strong and where a small number of targeted refinements would raise its return. We benchmarked Tomball against five Texas peers, Pearland, Conroe, Sugar Land, Allen, and Fulshear, and against best-practice guidance from the Government Finance Officers Association, the Pew Charitable Trusts, the Texas Comptroller, and GASB Statement 77. We recommend four refinements: have TEDC staff weigh job quality when they evaluate projects, build the named target sectors into the incentive criteria, extend support to early-stage target-sector firms, and tighten how the policy recaptures public dollars when a deal underperforms. We also recommend two structural moves that matter more than any single refinement: establish the incentive policy as the City's economic development policy, with a clear rationale for why incentives exist, and bring the tax abatement resolution into alignment with it.

THE CASE FOR A DISCIPLINED INCENTIVE POLICY

Incentives serve a public purpose. They bring investment and jobs that would not otherwise happen. That premise is built into Tomball's Chapter 380 framework and into Texas law, which authorizes public incentives to promote economic development the market would not deliver on its own. A good program is measured less by how generous it is than by how reliably it turns public dollars into benefits that would not have come for free.

The policy's real work, then, is to set the terms on which incentives are offered, not simply to decide whether to offer them. A disciplined policy sets the conditions that protect the public return: a credible demonstration that the project needs the help, a fiscal test showing the city gains more than it gives, a standard for the quality of the jobs created, accountability when commitments are missed, and transparency about results. The Government Finance Officers Association, the Pew Charitable Trusts, and the Texas Comptroller identify these as the principles of sound incentive practice, and we apply them to every recommendation in this memo.^{1, 10, 8}

For Tomball, the stakes are concrete. The city is growing quickly inside one of the most competitive economic markets in the country, and it has just adopted a Comprehensive Plan, named the industries it wants to attract, and refreshed this incentive framework. The opportunity now is to make the policy disciplined and aligned, not just competitive, so that incentives draw growth toward the sectors and places Tomball has chosen rather than subsidizing what would have happened anyway. The refinements that follow are meant to sharpen that alignment, not to second-guess a framework TEDC has already gotten substantially right.

WHY WE LOOKED, AND HOW

TEDC asked CivicSol to evaluate its incentive program against peer practice. We selected five benchmark cities from Tomball’s established peer set. Pearland, Conroe, and Sugar Land are Houston-area neighbors with active Chapter 380 programs and primary-employer recruiting. Allen is one of the most frequently cited Texas municipal incentive operations and sets a useful high mark. Fulshear is the closest match on size and growth pace, a small, fast-growing city that adopted a new policy in 2025. Because all five operate at a larger scale than Tomball, we benchmarked on policy design rather than program budget.

For each city we worked from the adopted policy documents and official economic development materials, not marketing summaries, and we have cited every comparison to its primary source. Where a peer does not publish a feature, we treated that absence as a finding rather than assuming the feature exists out of view. The full methodology, peer profiles, and best-practice detail are set out in the companion Research and Assessment memo.

WHAT THE COMPARISON SHOWS

The table below maps Tomball and the five peers across the design dimensions that determine whether an incentive policy protects the public interest while staying competitive. Reading down the rows, the pattern is clear. Tomball already leads on fiscal discipline. The whole peer set, Tomball included, is thin on job-quality standards, formula-based recapture, and public reporting. And the cities that take their target sectors seriously build those sectors into the incentive itself rather than naming them and stopping there.

HOW TOMBALL COMPARES WITH FIVE TEXAS PEERS

Dimension	Tomball	Pearland	Conroe	Sugar Land	Allen	Fulshear
Min. threshold (new facility)	\$2M + 25 jobs; \$1M expansion	\$1M + 20 jobs; \$500K + 10 exp.	Tiered \$1M-\$25M+, 10-150+ jobs	Abatement \$4M added; grants \$15M / 10-75 jobs	None published	Any one of \$5M, 25 jobs, or \$100K sales tax
Wage standard	None	None (benefits req.)	\$15/hr flat	\$61,240 avg salary	None published	125% of county living wage
Abatement max (% / years)	100% / 10 yrs	100% / 10 yrs	Sliding scale / 10 yrs	100% / 10 yrs (tiered)	Not published / 10 yrs	Not capped (380 rebate 50%)
Target sectors	Named, not yet used	Named	Named; retail excluded	Named + lower bar for life sci.	"Primary business" only	Named + priority weighting
But-for / need test	Yes, explicit	No explicit	Partial	No explicit	SBGP only	No explicit
Net-positive fiscal test	Yes	Feasibility study only	Qualitative cost-benefit	Yes + 7-10% ROI	Modeled, no threshold	Yes
Clawback	Discretionary	Discretionary + interest	Discretionary, full	Discretionary	Contract-level	Discretionary
Public reporting	No deal-level report	Org reports only	Internal / regulatory	Posts agreements + dashboard	Periodic impact study	Posts agreements
Evaluation method	Case-by-case	Case-by-case	Case-by-case	Case-by-case	Case-by-case (SBGP scored)	Case-by-case
Small-biz scaling support	Primary-job grant; place-based	Not a feature	Not a feature	Innovation fund	Primary-business grant	Generic small-biz grant

WHAT TOMBALL ALREADY DOES WELL

Two provisions deserve to be protected, not touched. Section 7 of the Framework requires every applicant to justify why the incentive is necessary for the project to proceed, framed around the financial return an investor would otherwise require. That is a real demonstration-of-need test, and it mirrors the "but-for" principle that GFOA names as the core of a sound incentive policy and that Texas itself codifies in the JETI statute.^{1,9} Pearland, Sugar Land, Allen, and Fulshear do not state an explicit need test of this kind.^{2,4,5,6}

Section 8 is stronger still. It requires that a project's direct and indirect revenues to the City exceed the total incentive before an award is made, with sensible carve-outs for the small grant programs where that test does not fit. Only Sugar Land states a comparably clear net-positive test among the peers, and it pairs the test with a minimum rate-of-return screen.⁴ GFOA and the Comptroller both treat this kind of cost-benefit test as best practice.^{1,8} Tomball should keep both provisions exactly as written. The geographic prioritization tied to the 2025 Comprehensive Plan and the performance-agreement-and-recapture structure are also well-constructed and need no revisiting.

LESSON ONE: THE POLICY DOES NOT YET WEIGH JOB QUALITY

Tomball's grants reward "primary jobs" and define a full-time position as 2,000 hours a year, but the policy does not weigh job quality.

Peers handle this in different ways. Fulshear ties grant-eligible jobs to a multiple of the Fort Bend County living wage; Sugar Land sets a minimum average salary on its direct grants; Conroe uses an hourly floor.^{6,4,3} Each of these is a hard threshold, and a hard threshold is a blunt instrument, especially when pegged to a county-wide average. In a market like Houston, where the average wage is lifted by energy, engineering, and corporate headquarters, a county-average floor would screen out food manufacturing and other industrial employers that bring real investment and solid jobs. That is the wrong outcome for the target industries Tomball actively recruits.

- **Why it matters:** the goal is not to exclude employers but to let job quality count. The better path for Tomball is to have TEDC staff weigh job quality, wages relative to the relevant industry, benefits, full-time status, and opportunities for advancement, as one factor among others when they evaluate a project and form a recommendation. That rewards strong jobs and informs the City's choices without setting a single number that disqualifies the industrial and manufacturing users the City most wants to attract.

LESSON TWO: THE TARGET SECTORS ARE NAMED BUT NOT YET USED

The Framework names four target industries, biotechnology and life sciences, food production and processing, information and computer technology, and advanced manufacturing, and ties them to the Comprehensive Plan. That is the right list and the right instinct. The gap is that the incentive tools do not treat a target-sector project any differently from a generic one. Eligibility and award size stay open and case-by-case, so naming the sectors currently carries no consequence.

The leaders put their lists to work. Sugar Land gives life sciences a lower jobs threshold than other applicants, a direct signal of where the city wants to compete.⁴ Fulshear gives its target categories explicit priority in review.⁶ Allen restricts its incentives to "primary businesses" that import wealth into the local economy.⁵

- **Why it matters:** A target list that does not change what an applicant receives is a statement of preference, not a tool. Tomball already did the analytical work to identify these sectors, including in the Target Industry Analysis. Aligning the policy's list to that analysis and attaching a real advantage to target-sector projects would let the City direct scarce dollars toward the growth it actually wants.

LESSON THREE: SMALL-BUSINESS SUPPORT COULD REACH EARLIER-STAGE TARGET-SECTOR FIRMS

Tomball's dedicated small-business incentives are mostly about place and appearance. The Business Improvement Grants cover facades, signage, landscaping, and property improvements; the Old Town program covers facades; the New Business Rental program offsets first-year rent. These are good programs for a healthy commercial district and should continue. And the City is not starting from zero on primary employers: the Job Creation/Retention grant carries no minimum investment or job threshold and is used regularly by smaller primary employers, so a growing company does not have to clear a large-project bar to get help.

The narrower opportunity is the earliest stage. A target-sector startup, say a biotechnology or advanced-manufacturing firm building out lab or production space, may not yet be creating jobs at the pace a job-creation grant rewards, and its early needs, equipment and space, are not what the place-based grants cover. Peers fill this in their own ways: Allen scopes its small-business grant to primary businesses that export wealth, excluding retail and restaurants; Sugar Land runs a dedicated innovation fund.^{5,4}

- **Why it matters:** the companies most likely to become Tomball's next mid-size employers often need help before they are hiring at scale. Extending support to that early stage, building on the Job Creation/Retention grant rather than alongside the facade programs, would connect the City's small-business spending to its target-sector strategy.

LESSON FOUR: THE INCENTIVE POLICY AND THE ABATEMENT RESOLUTION ARE NOT YET ALIGNED

The Chapter 380 Incentive Policy Framework carries the City's strategy: the target industries, the priority places, the demonstration-of-need test, and the net-positive fiscal test. The Chapter 312 tax abatement resolution, readopted in February, runs on the traditional, generic abatement structure and never references those target sectors, those priority areas, or that strategic rationale. The two documents do not conflict, but the abatement reads as an off-the-shelf instrument sitting beneath a strategy-rich policy.

- **Why it matters:** a property tax abatement of up to 100 percent for as long as ten years is the single most valuable tool the City offers. When the most valuable tool does not reflect the City's own economic strategy, the strategy and the spending can drift apart. Aligning the two ensures the biggest incentive serves the sectors and places the City has chosen, and it lets the City speak with one voice about what its incentives are for.

LESSON FIVE: RECAPTURE AND REPORTING ARE WHERE TOMBALL CAN LEAD

Two features are thin across the entire peer set, which makes them opportunities rather than deficiencies.

The first is recapture. Tomball's policy provides for clawback, but it is discretionary, written as what the City "may" do, with no formula tying the amount recovered to the size of the shortfall. Every peer we reviewed is the same: discretionary, often all-or-nothing, with no proportional standard.^{2,3,4,5,6} GFOA's guidance favors specific, measurable remedies that recover public cost in proportion to missed commitments.¹ Because no peer has adopted a proportional formula, Tomball can lead simply by writing one.

The second is public reporting. TEDC conducts annual compliance assessments internally, but its public reporting does not yet show how individual incentive deals are performing. The fix is not a new publication. TEDC already produces an annual report, and a short incentive-performance section within it, showing jobs and investment committed against jobs and investment delivered, would do the job. Most peers do not report at this level. Sugar Land is the exception worth copying: it posts its active Chapter 380 agreements and maintains a public

performance dashboard.⁴ GASB Statement 77 already requires governments to disclose tax abatement agreements and their recapture provisions, and the Texas Comptroller maintains public databases of both abatements and Chapter 380 agreements.^{7,8} Adding the deal-level view would put TEDC ahead of peers at low cost.

RECOMMENDATIONS

1. **Establish the incentive policy as TEDC's economic development policy.** Open the Framework with a clear statement of purpose and rationale: what incentives are for, the public-purpose and return discipline that governs them, and how the policy advances the Comprehensive Plan. Position it as the strategic anchor for TEDC's incentive tools, aligned with the City's separate tax abatement policy rather than replacing it. Why it matters: it tells applicants, Council, and residents why TEDC offers incentives and what it expects in return, and it gives every tool a strategic anchor.
2. **Have TEDC staff weigh job quality in evaluation.** Rather than set a wage threshold, direct TEDC staff to weigh job quality, wages relative to the relevant industry, benefits, full-time status, and opportunities for advancement, as a factor when they evaluate applications and form recommendations, with room to favor higher-quality jobs. We are deliberately not recommending a wage floor. A single floor, especially one pegged to the Harris County average, would exclude target industries like food manufacturing that pay below that average yet deliver real investment and quality jobs. Why it matters: it lets the City reward good jobs and inform its decisions without disqualifying the employers it most wants to recruit.
3. **Put the target sectors to work.** Reconcile the Framework's target-industry list with the findings of the Target Industry Analysis so the City tells one consistent story, then give target-sector projects a concrete advantage, whether priority review, enhanced terms, or a defined weight in evaluation. Why it matters: it turns a list of preferences into a recruiting tool.
4. **Add flexibility to the existing grant for early-stage target-sector firms.** The Job Creation/Retention grant already reaches smaller primary employers, so a new program is not needed. The narrow opportunity is the earliest stage: target-sector firms not yet hiring at scale, or whose early needs are equipment and space rather than payroll. Allow the existing grant to support those needs for primary employers in the target industries. Why it matters: it serves the firms most likely to become the City's next employers without duplicating a grant that already works.
5. **Move recapture from discretionary to proportional.** Rewrite the recapture provision so the amount recovered scales with the size of the jobs or investment shortfall, rather than leaving it fully to discretion. Why it matters: a proportional clawback is fairer to applicants, easier to enforce, and would make Tomball a leader among peers that all rely on discretion.
6. **Add an incentive-performance section to the annual report.** Rather than a separate publication, fold a short deal-level summary into TEDC's existing annual report, showing, for each active agreement, commitments against delivered results. This aligns with GASB 77 and the Comptroller's reporting and, given how thin peer reporting is, would distinguish TEDC at minimal cost. Why it matters: transparency builds council and community trust in the program and protects it during budget scrutiny.

7. **Consider a light scoring guide for staff review (optional).** A simple, weighted rubric applied to the existing evaluation factors would add consistency to case-by-case decisions without removing the discretion the board values. Pew notes a scorecard is a recognized way to rate projects against program goals. Why it matters: it makes staff recommendations more consistent and easier to defend, and it is optional, since case-by-case review is common and defensible.

SOURCES

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3. City of Conroe, "Tax Abatement Policy: Guidelines & Criteria," adopted November 8, 2018. <https://cms3.revize.com/revize/conroetx/Documents/Services/Legal/Legal%20Notices/Conroe%20Tax%20Abatement%20Polic.pdf>; Conroe EDC, "Economic Incentives 2023." <https://www.conroeedc.org/business/incentives>
4. City of Sugar Land Economic Development, "Direct Business Incentives," "Tax Abatement," and "Sales Tax Rebate Agreement." <https://sugarlandecodev.com/incentive/direct-business-incentives>; "Incentives & Financing Overview" (2025). <https://ctycms.com/tx-sugar-land-ed/docs/incentive-flyer-2025-1.pdf>; Chapter 380 Agreements. <https://www.sugarlandtx.gov/2244/Chapter-380-Agreements>
5. Allen Economic Development Corporation, "Business Incentives in Allen, TX." <https://www.allenedc.com/business-assistance/incentives>; "Small Business Grant Program Guidelines" (2025). <https://www.allenedc.com/hubfs/SBGP%20-%20Guidelines%202025-2.pdf>
6. City of Fulshear, "Economic Development Incentive Policy," adopted June 2025. <https://www.fulsheartexas.gov/home/showpublisheddocument/5789/638846142277770000>; Fulshear Development Corporation, "Small Business Grant Program" (September 2025). <https://www.fulsheartexas.gov/home/showpublisheddocument/6271/639026016359570000>
7. Governmental Accounting Standards Board, Statement No. 77, "Tax Abatement Disclosures," issued August 2015. <https://gasb.org/page/ProjectPage?testId=176166392168>
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9. Texas Comptroller of Public Accounts, "Texas Jobs, Energy, Technology and Innovation Act (JETI) FAQ." <https://comptroller.texas.gov/economy/development/prop-tax/jeti/faq.php>
10. Pew Charitable Trusts, "Lessons From a Decade of Studying State Economic Development Tax Incentives," August 8, 2025. <https://www.pew.org/en/research-and-analysis/articles/2025/08/08/lessons-from-a-decade-of-studying-state-economic-development-tax-incentives>

TOMBALL ECONOMIC DEVELOPMENT CORPORATION

SUGGESTED REDLINE EDITS AND REVISIONS

This document turns the memo's recommendations into adoption-ready language for the Chapter 380 Incentive Policy Framework, the City's economic development policy. Part 1 lists each proposed edit with its exact insertion point. Part 2 shows the edits in place as a redline. Part 3 lists the changes we recommend folding into the Chapter 312 tax abatement resolution at its next scheduled review. Proposed insertions appear in red; any deleted text appears in red with strikethrough. Sections not shown are unchanged.

We have not marked up the Chapter 312 abatement resolution. It was readopted in February 2026 and is frozen for two years under the Texas Tax Code, and amending it early requires a three-quarters vote of the City Council. The right path is to align it at its next review, using the guidance in Part 3, rather than reopen it now.

A note on job quality: an earlier draft proposed a minimum wage tied to the Harris County average wage. We have removed that floor. A county-average threshold would screen out target industries such as food manufacturing that pay below the county average yet bring real investment and quality jobs. Instead, the edits below make job quality a factor that TEDC staff weigh in evaluation, wages relative to the relevant industry, benefits, full-time status, and advancement, with room to favor higher-quality projects and no fixed threshold.

PART 1: PROPOSED LANGUAGE AND INSERTION POINTS

Statement of purpose and rationale. Insert into Section 1 (Purpose). Establishes this Policy as the City's economic development policy, states why the City offers incentives, and cross-references that any Chapter 312 tax abatement operates under and consistent with this Policy and the Comprehensive Plan.

Job quality as a staff evaluation factor. Insert into Section 1 (Evaluation of Projects). TEDC staff weigh the quality of the jobs a project creates, wages relative to the relevant industry, benefits, full-time status, and advancement, and may favor higher-quality projects. This is a factor in staff evaluation, not a fixed wage threshold, so target industries such as food manufacturing are not excluded by a single benchmark.

Build target sectors into the criteria. Insert into Section 3 (Prioritization), after the target industries list. Target-industry projects receive priority and may qualify for enhanced terms, and TEDC reconciles the list with its Target Industry Analysis.

Early-stage flexibility in the existing grant. Insert into Section 5.F.v (Job Creation/Retention). Allow the grant to support early-stage primary employers in the target industries whose early needs are equipment and space rather than payroll, so a new program is not required.

5. Proportional recapture. Insert into Section 10. Where a project partially meets its commitments, recapture is calculated in proportion to the shortfall rather than as full forfeiture, as the agreement specifies.

6. Incentive-performance section in the annual report. Insert into Section 9 (Administration). TEDC includes in its existing annual report a deal-level summary reporting, for each active agreement, commitments against delivered results and total incentive value.

7. Optional staff scoring guide. Insert into Section 1 (Evaluation of Projects). Staff may apply a standardized scoring guide that informs, but does not replace, case-by-case discretion.

PART 2: CHAPTER 380 INCENTIVE POLICY FRAMEWORK (REDLINE)

SECTION 1: PURPOSE

Purpose. The Tomball Economic Development Corporation (TEDC) is committed to the attraction and retention of high-quality jobs in all parts of the city and to enhance the quality of life for its citizens. TEDC also seeks public-private partnerships to grow Tomball's tax base, expand economic activity, and build a fiscally sustainable community. TEDC will, on a case-by-case basis, consider providing incentives and grants to promote economic development, as described herein. This document outlines the general process and procedures used to evaluate and approve incentives.

This Policy is the City of Tomball's economic development policy. It states why the City offers incentives, to bring investment and jobs that would not occur without public participation and that advance the goals of the 2025 Comprehensive Plan, and it sets the terms on which incentives are provided. The City offers incentives not to subsidize activity that would happen anyway, but to secure public benefit the market would not deliver on its own, and it expects a measurable return for every dollar committed. Every incentive tool described in this Policy, including any tax abatement granted under Chapter 312 of the Texas Tax Code, is intended to operate under and consistent with this Policy and the Comprehensive Plan.

SECTION 1: EVALUATION OF PROJECTS

Evaluation of Projects. All applicants and projects will be evaluated by TEDC staff based on a variety of factors including, but not limited to, jobs created, jobs retained, ad valorem property tax, sales tax, hotel occupancy tax, industry sector, geographic location, and other significant public benefits. Staff recommendations pertaining to the use of the incentives described herein shall be guided by this Policy. Among these factors, TEDC staff weigh the quality of the jobs a project creates, including wages relative to the relevant industry, benefits, full-time status, and opportunities for advancement, and may give preference to projects offering higher-quality jobs. This is a factor in staff evaluation, not a fixed wage threshold, so that target industries such as food manufacturing and other industrial users are not excluded by a single benchmark. TEDC staff may also apply a standardized scoring guide that weights these factors to support consistent recommendations. The scoring guide informs, and does not replace, the case-by-case discretion of TEDC and the Tomball City Council.

SECTION 3: PRIORITIZATION

TEDC has a specific list of target industries. TEDC prioritizes attracting and retaining businesses within its designated target industries including: Biotechnology & Lifesciences, Food Production & Processing, Information & Computer Technology, and Advanced Manufacturing.

Projects in TEDC's target industries receive priority in the evaluation of incentive applications and may qualify for enhanced incentive terms, including longer terms or higher award levels, where the project advances the goals of the Comprehensive Plan. TEDC will periodically reconcile this target industry list and the priority places identified above with its most recent Target Industry Analysis and Comprehensive Plan, so that the policy and the City's economic strategy stay aligned.

SECTION 5.F.V: JOB CREATION/RETENTION PERFORMANCE-BASED GRANT PROGRAM

Job Creation/Retention Performance-Based Grant Program. This program provides financial assistance to qualifying expanding, new, or relocating companies in the form of cash grants for projects that create or retain primary jobs. Only "primary employers" are eligible to receive a job creation/retention cash incentive. TEDC may

use this grant flexibly to support early-stage primary employers in the target industries whose early needs are equipment or space rather than immediate payroll, before they are creating jobs at the scale this grant otherwise rewards.

SECTION 9: ADMINISTRATION OF TEDC INCENTIVE POLICY

TEDC staff will be the primary administrators of this incentive policy. As needed, TEDC will present updates to Tomball City Council regarding incentive Projects, compliance with Performance Agreements, and other related issues. TEDC will include in its annual report an incentive-performance summary for the public and the City Council that reports, for each active agreement, the jobs and capital investment committed against the jobs and capital investment delivered, and the total value of incentives provided. This summary supports the City's disclosure obligations under GASB Statement No. 77 and applicable Texas reporting requirements.

SECTION 10: INCENTIVE AGREEMENTS AND RECAPTURE

Incentives awarded by TEDC shall be evidenced by a written Performance Agreement with the party responsible. The particular terms and conditions of such agreements may vary with the specific project and incentive(s). Applicants are advised that their failure to meet the terms and conditions of an incentive agreement may result in termination of the agreement, reduction of project incentives, and/or required repayment ("recapture") of any prior project incentives received by the project owner. Where a project partially meets its performance requirements, recapture shall be calculated in proportion to the shortfall in jobs created, jobs retained, or capital investment, rather than as a full forfeiture, unless the Performance Agreement provides otherwise. Each Performance Agreement shall state the method used to calculate recapture.

###

Special Joint Agenda Item Data Sheet

Meeting Date: July 14, 2026

Topic:

Presentation by AIG Technical Services regarding Phase I of the Old Town Parking and Mobility Study.

Background:

The TEDC has engaged AIG Technical Services to prepare a comprehensive Parking and Multimodal Mobility Study for Old Town Tomball. The study was initiated to accomplish two primary objectives:

- Support the redevelopment of the former First Baptist Church property (Tomball Legacy Square) by evaluating future parking demand, traffic circulation, and access; and
- Develop a comprehensive parking and mobility strategy that addresses the broader needs of Old Town Tomball, including future redevelopment, special events, pedestrian connectivity, and long-term transportation planning.

The project consists of three phases:

- **Phase I – Comprehensive Parking Study**
- **Phase II – Multimodal Mobility Plan**
- **Phase III – Downtown Bollard Plan**

Throughout the development of Phase I, AIG Technical and TEDC staff have worked closely with a stakeholder advisory group representing a broad cross-section of Old Town interests. The stakeholder group has met on three separate occasions to review existing conditions, discuss parking challenges and opportunities, evaluate preliminary findings, and provide local insight that has helped shape the study recommendations.

Input from this group has been instrumental in ensuring that the study reflects not only technical analysis, but also the day-to-day experiences of downtown businesses, property owners, event organizers, residents, and community partners.

Completion of Phase I represents an important milestone in the overall study and establishes the foundation for the next phase of work, which will focus on multimodal mobility, traffic circulation, pedestrian connectivity, and future transportation improvements throughout the study area.

This presentation is for informational purposes and to receive Board feedback as the project moves into Phase II.

Origination: Kelly Violette, Executive Director

Recommendation:

Presentation item only; no action is required.

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

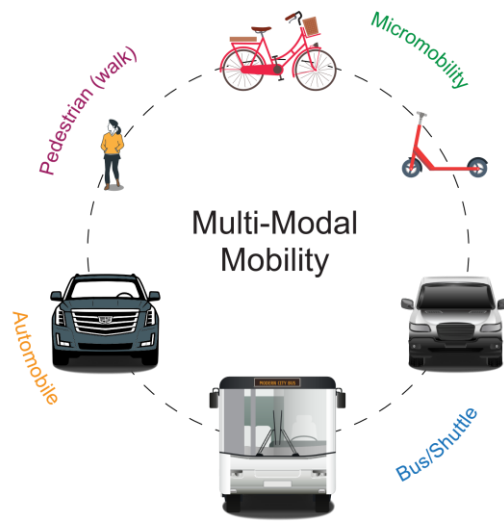
FUNDING (IF APPLICABLE)

Are funds specifically designated in the current budget for the full amount required for this purpose?

Yes: _____ No: _____ If yes, specify Account Number: # _____

If no, funds will be transferred from account # _____ To account # _____

Signed _____	Approved by _____
Staff Member-TEDC _____	Executive Director-TEDC _____
Date _____	Date _____



Item 11.

TOMBALL

ECONOMIC DEVELOPMENT CORP.

Parking & Multimodal Mobility Study

Phase 1: Comprehensive Parking Study

Phase 2: Multimodal Mobility Study

Phase 3: Downtown Bollard Plan

Purpose

Item 11.

Purpose

- Identify parking shortages and needs.
- Develop solutions to improve parking availability.

PROJECT STUDY GOALS:

1. **Comprehensive Parking Study**
 - a) Evaluate existing conditions (2025)
 - b) Evaluate proposed conditions (2030)
2. Multimodal mobility study
3. Bollard plan

PARKING STUDY LIMITS

Hufsmith Rd, James St, Baker Dr and Chestnut St



Legend

-  Old Town Boundary
-  Parking Exempt Area Per Ordinance Sec. 50-79
-  Study Area Limits



Existing Conditions – Supply

Parking Supply Summary: Overall Study Area

Parking Supply category	Parking Stalls
Existing Private Parking	1,037
Existing Public Parking	1,022
On-street Parking	633
Off-street Parking	389
Total Existing Parking Supply	2,059

Legend

- Roads

Existing On-street Parkings

Angled

Parallel

Perpendicular
- Existing Off-Street Parkings

Private

Public

Public, Park

Exempt Parking Per Ordinance Sec. 50-79



Existing Conditions – Demand Approach

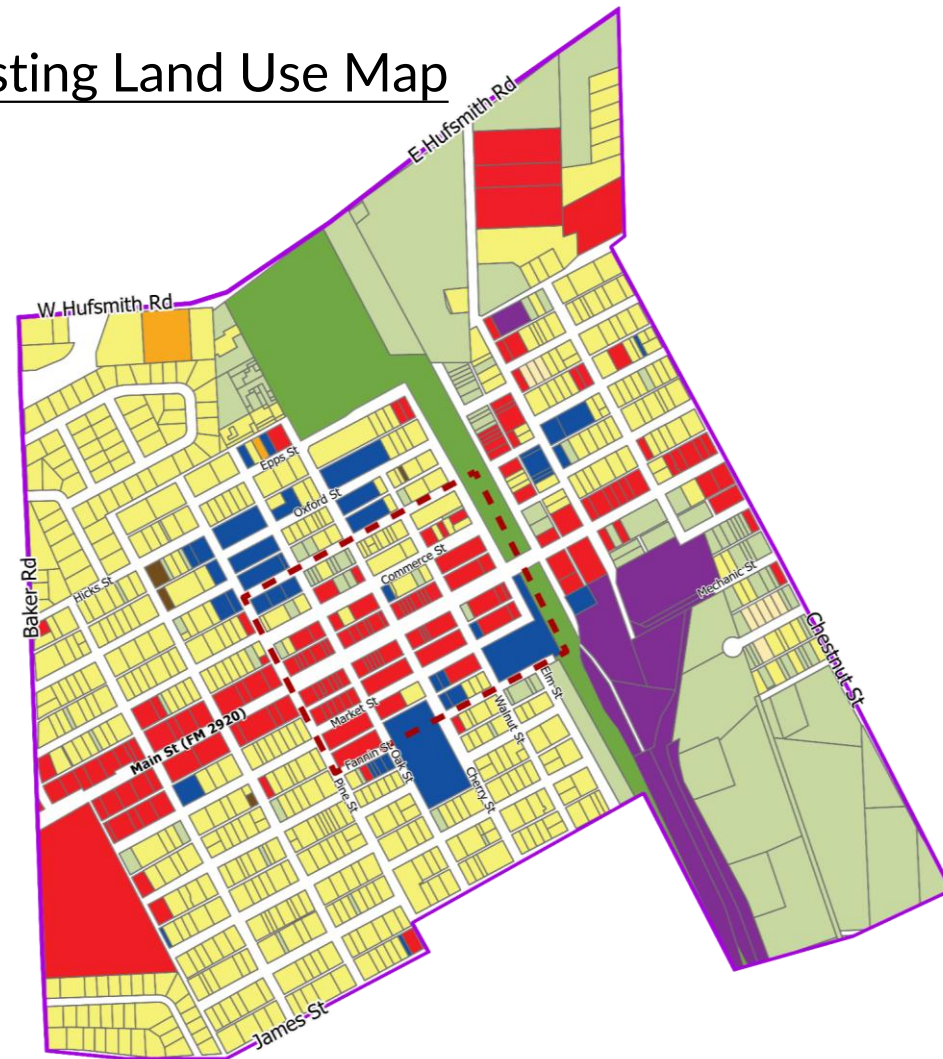
Item 11.

Parking Demand Estimation

- Existing land use types
- Adopted parking ratios
- Gross Parking Demand Estimate = Self-Park Demand

Existing Land Use Map

Existing Land Use



Existing Conditions – Demand Approach

Item 11.

Parking Demand Estimation

- Time of Day
- Day of Week
- Business Types

City of Houston Shared Parking Matrix

City of Houston - Shared Parking Table									
Class	Type of Use	Typical Weekday				Typical Weekend			
		Mid-night to 7 AM	7 AM to 5 PM	5 PM to 9 PM	9 PM to Mid-night	Mid-night to 7 AM	7 AM to 5 PM	5 PM to 9 PM	9 PM to Mid-night
Class 1. Office	Office	5%	100%	30%	5%	0%	10%	0%	0%
	Financial facility	0%	100%	10%	0%	0%	25%	0%	0%
Class 2. Residential	Apartment	100%	25%	50%	95%	100%	65%	50%	85%
	Hotel or motel	100%	10%	50%	85%	100%	10%	50%	75%
Class 3. Health Care Facilities	Clinic (medical complex)	5%	100%	50%	5%	0%	10%	0%	0%
	Clinic (medical or dental)	0%	100%	25%	0%	0%	25%	0%	0%
	Veterinary clinic	0%	100%	5%	0%	0%	25%	0%	0%
Class 4. Industrial, Commercial Manufacturing	All	10%	100%	50%	10%	10%	25%	10%	0%
Class 5. Religious and Educational	Church	0%	5%	25%	0%	10%	100%	40%	0%
	Nursery/day care	0%	100%	5%	0%	0%	5%	0%	0%
	School	0%	100%	5%	0%	0%	10%	0%	0%
	Library	0%	100%	10%	0%	0%	25%	0%	0%
	Art gallery/ museum	0%	75%	50%	0%	0%	100%	60%	0%
	Movie theater	0%	10%	50%	75%	0%	50%	80%	100%
Class 6. Recreation and Entertainment	Bowling alley	0%	10%	50%	85%	0%	40%	75%	100%
	Theater, auditorium or arena	—	—	—	—	—	—	—	—
	Sports club or health spa	50%	25%	100%	10%	10%	50%	10%	5%
	Dessert shop	0%	25%	100%	75%	0%	25%	100%	85%
Class 7. Food and Beverage	Small restaurant	10%	50%	75%	40%	15%	75%	100%	50%
	Neighborhood restaurant	10%	50%	75%	40%	15%	75%	100%	50%
	Restaurant	10%	50%	75%	40%	15%	75%	100%	50%
	Tavern or pub	0%	0%	25%	75%	0%	10%	80%	100%
	Small bar	0%	0%	25%	75%	0%	10%	80%	100%
	Bar, club or lounge	0%	25%	75%	75%	0%	40%	80%	100%
Class 8. Retail Services	All (excluding shopping center)	5%	50%	75%	10%	5%	100%	75%	10%
Class 9. Automobiles	Auto parts and supply store	0%	50%	75%	0%	0%	100%	50%	0%
All others		100%	100%	100%	100%	100%	100%	100%	100%



Existing Conditions – Demand Approach

Item 11.

EMPTY

BALANCED

FULL



Self-Parking



Shared Parking



~~Shared Global Parking~~

Existing Conditions – Results

Existing Net Demand - Overall Study Area

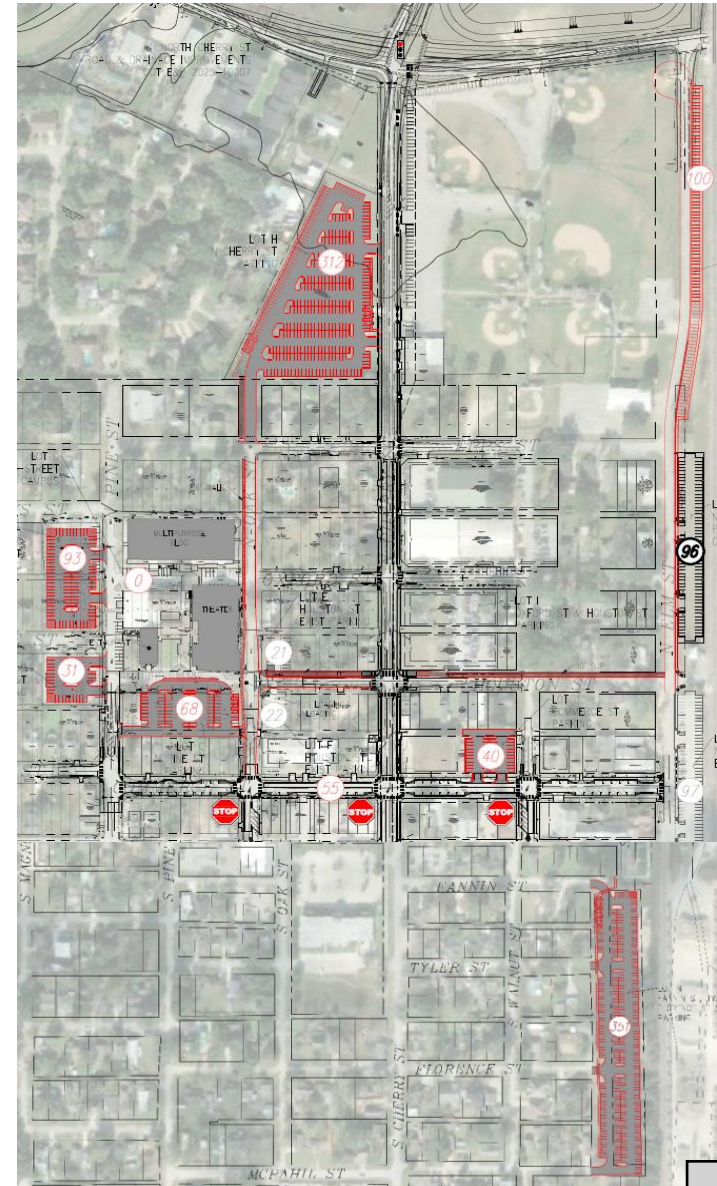
Existing Conditions	Overall Study Area	
	Non-Shared Parking	Public Parking Shared
Net Parking Demand	1,856	1,578
Public Parking Supply	1,022	1,022
Net Parking Capacity (Deficit/Surplus)	-834	-556



Proposed Conditions (2030) - Supply

Item 11.

- New Parking Facility Strategy & Approach
 - on-street vs off-street
 - Surface lot vs garage
 - Public Property vs Acquisition of Private Property
 - Lease options (shared maintenance cost on private parking lots)



Proposed Conditions (2030) – Demand

Item 11.

Additional Methods of Evaluation

- Used 2% growth rate
- Known development
 - Legacy Square – (Programed Demand)
 - Theater Capacity: 1,000 Seats
 - 1949 Chapel: 4,333 GSF Restaurant
 - Fellowship Hall: 30,081 GSF Multipurpose Use

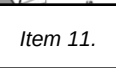
Future Net Demand - Overall Study Area

Existing Conditions	Overall Study Area	
	Non-Shared Parking	Public Parking Shared
Net Parking Demand	2,132	1,854
Public Parking Supply	1,870	1,870
Net Parking Capacity (Deficit/Surplus)	-262	16





TOTAL = 1,020 (23)
STANDARD PARKING STALL= 9'x19' ; STANDARD DRIVE AISLE= 25'



Item 11.

Next Steps

Item 11.

Stakeholder Decision

Finalize proposed parking strategies

Select proposed parking location for Legacy Square

Overlay of event schedule and determine if add't capacity is req'd

Vet Legacy Square Parking Requirement

Update and finalize the future parking demand

Multimodal Mobility Study

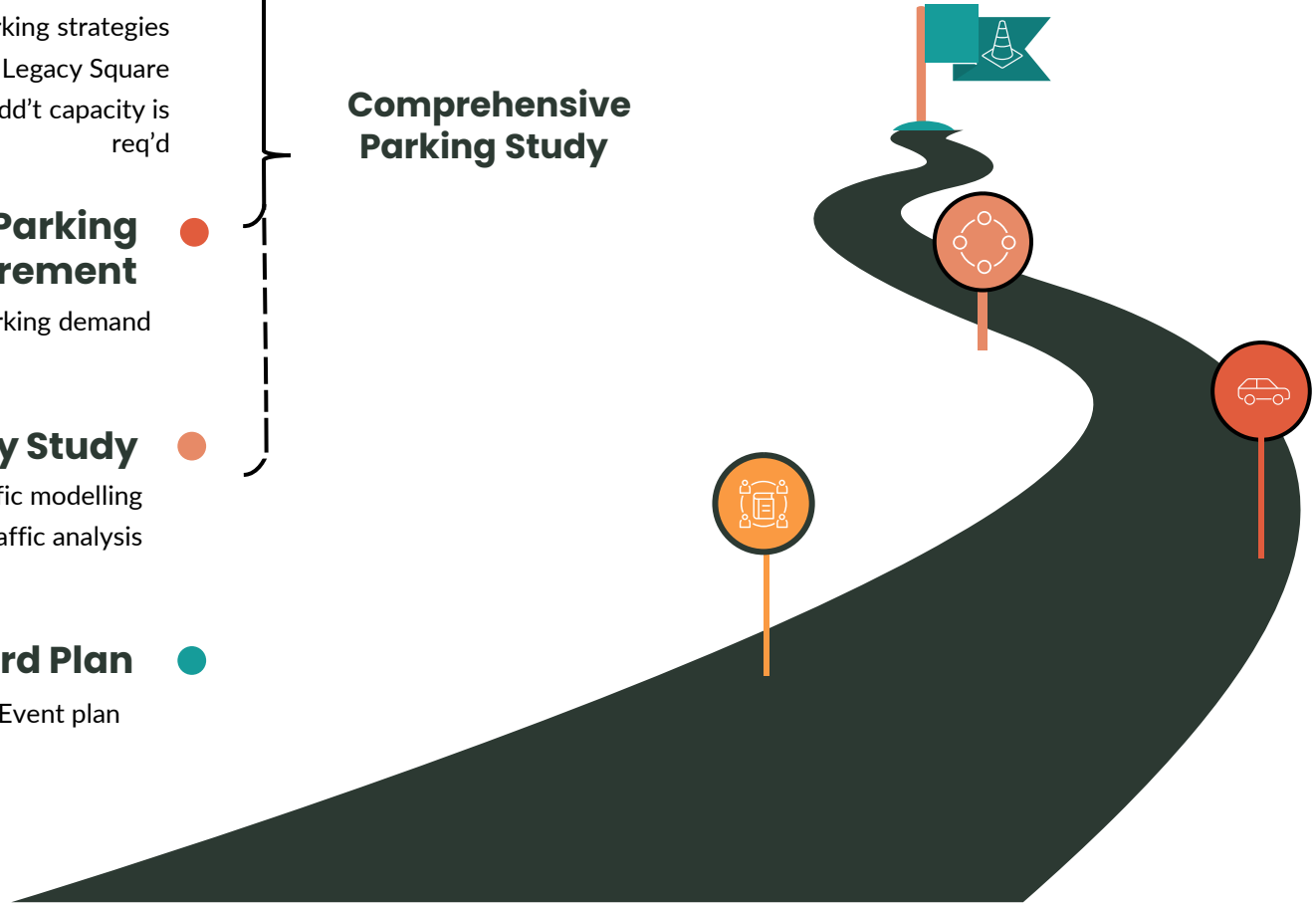
Traffic modelling

Traffic analysis

Downtown Bollard Plan

Event plan

Comprehensive Parking Study



Regular Tomball EDC Agenda Item Data Sheet

Meeting Date: July 14, 2026

Topic:

The Tomball Economic Development Corporation will enter into a Workshop Session to discuss the Draft Fiscal Year 2026-2027 Tomball Economic Development Corporation Budget.

Background:

Origination: Kelly Violette, Executive Director, Tomball Economic Development Corporation

Recommendation:

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

FUNDING (IF APPLICABLE)

Are funds specifically designated in the current budget for the full amount required for this purpose?

Yes: _____ No: _____ If yes, specify Account Number: # _____

If no, funds will be transferred from account # _____ To account # _____

Signed	_____	Approved by	_____
	Staff Member-TEDC		Executive Director-TEDC
	Date		Date

FY 2027 TEDC BUDGET WORKSHOP



Budget Schedule

- TEDC Workshop 7/14/2026
- CoT/TEDC Workshop (Draft Budget) 8/3/2026
- TEDC Board Consideration 8/11/2026
- CoT/TEDC Workshop & Consideration 8/17/2026

FY 27 Budget

Administrative

- Proposed 3% Cost of Living Adjustment
- Any merit increases to be determined by board
- Benefits: Projected increase of 10% for Medical & Dental
- Dues & Subscriptions: \$24,000 (updated software & add. staff)
- Insurance: Awaiting TML figures (surety bonding fees and insurance premiums including General Liability, Errors & Omissions, and Property)
- CoT Contracted Admin Services: \$55,345
- Lease expense: \$85,200

FY 27 Budget

Indirect Economic Development Exp.

- Marketing: \$175,000
- Economic Impact Model License: \$5,134
- Event Sponsorships: \$35,000
- Website & GIS: \$26,000

FY 27 Budget

Indirect Economic Development Exp.

- Professional Services: \$660,000
 - On call engineering: \$50,000
 - CoSTAR: \$14,000
 - AIG Parking & Mobility (carryover) \$150,000
 - Professional Design Services: \$5,000
 - Public Relations (as needed): \$5,000
 - Strategic Work Plan: \$25,000
 - Multiview: \$30,000
 - Aerial Imagery: \$1,000
 - Cherry Street Parking Design: \$360,000
 - Miscellaneous: \$20,000

FY 27 Budget

City Debt Service

- Business Park Infrastructure (Series 2013): \$548,738
- Medical Complex/Persimmon (Series 2016): \$222,222
- Southside Sewer Plant Expansion (2025): \$1,500,000

Total: \$2,270,960

COT Funding Requests for Discussion

- Cherry Street Pocket Park: \$200,000
 - Phase I engineering, demo, sidewalks
- Collins Strong Project: \$300,000
 - Phase I engineering and architectural survey
- Main Street Utility Relocations: additional \$1 million
 - \$1 million committed in FY 2025
 - Currently in design phase

FY 27 Budget

Project Grants: \$9.5 million

- Committed funds: \$ 7,987,974
 - City commitments: \$4,804,321
 - Main Street Utility Relocations (\$2 million), Tree Upsizing (\$875,000 carryover), and City Property Acquisition (\$1.9 million carryover)
- FY 27 CoT Request
 - Cherry Street Park: \$200,000 (Phase I Engineering, demo, sidewalks)
 - Collins Strong Project: \$300,000 (Phase I engineering & architectural survey)
- New Project Grants: \$1,000,000 (any new board approved grants)

FY 27 Budget

- Property Acquisition: \$500,000 (placeholder only)
 - Discussion/Direction needed
- Old Town Projects: \$705,000
 - Billboards: \$48,636
 - Banners: \$5,000
 - Alley Enhancements: \$650,000 (carryover- landscaping/lighting/monuments)
- Summer Youth Employment Program: \$250,000
 - Discussion/Direction needed regarding increasing amount

FY 27 Budget

South Live Oak Campus Complex (50 acres)

Proposed Budget: \$600,000

- Highest & Best Use Study: \$50,000
- Replat: \$50,000
- Civil Engineering (infrastructure): \$330,000
- Traffic Impact Study: \$75,000
- Pipeline Coordination: \$25,000
- Other/unknown: \$70,000

Tomball Legacy Square

Proposed Budget: \$8,000,000

- Replat & ROW abandonment: \$25,000
- Planned Development District: \$30,000
- Demo: \$500,000
- Environmental Remediation: \$100,000
- Design/Construction: \$7,350,000

FY 27 Budget

Other Items to consider

FY 27 Budget

- Rental Incentive – separate line item?
- Cherry Street Parking Lot:
Construction: \$1.8 million

FY 27 Budget

Questions?

Tomball Economic Development Corporation
FY 2027 Draft Budget
October 1, 2026 to September 30, 2027

	FY 2024 Actuals	FY 2025 Actuals	FY 2026 Approved Budget	FY 2026 Year End Projections	FY 2027 Proposed Budget
Beginning Fund Balance	\$ 25,352,256	\$ 29,208,378	\$ 27,187,381	\$ 27,187,381	\$ 26,165,594
REVENUE					
Sales Tax	\$ 5,878,329	\$ 6,138,942	\$ 6,300,000	\$ 6,300,000	\$ 6,500,000
Interest	\$ 1,301,135	\$ 1,240,447	\$ 1,000,000	\$ 1,000,000	\$ 1,000,000
Grants	\$ -	\$ -			
Other - Land Sales and Lease Payments	\$ 324,711	\$ 333,924		\$ 292,416	\$ 267,061
Total Revenue	\$ 7,504,175	\$ 7,713,313	\$ 7,300,000	\$ 7,592,416	\$ 7,767,061
Total Available Resources	\$ 32,856,431	\$ 36,921,691	\$ 34,487,381	\$ 34,779,797	\$ 33,932,655
EXPENDITURES					
Administrative					
Salaries - Administrative	\$ 398,209	\$ 410,801	\$ 498,856	\$ 498,856	\$ 546,461
Wages - Full-Time	\$ 52,102	\$ 49,804	\$ 51,146	\$ 51,146	\$ 52,727
Wages - Overtime		\$ 1,914	\$ 3,567	\$ 1,000	\$ 3,500
Wages - Other (Intern)		\$ 3,389	\$ 9,000	\$ 11,500	\$ 15,000
Benefits	\$ 180,029	\$ 198,053	\$ 206,215	\$ 206,215	\$ 321,000
Total Salaries and Benefits	\$ 630,340	\$ 663,961	\$ 760,784	\$ 768,717	\$ 938,688
Other Personnel Expenditures					
Auto Allowances	\$ 17,161	\$ 21,239	\$ 25,800	\$ 24,800	\$ 22,800
Phone Allowances	\$ 2,758	\$ 2,642	\$ 2,700	\$ 2,700	\$ 3,600
Travel and Meals (formerly Local Travel & Travel/Training)	\$ 13,829	\$ 15,335	\$ 15,500	\$ 6,500	\$ 17,000
Dues and Subscriptions	\$ 13,726	\$ 16,823	\$ 20,000	\$ 15,000	\$ 24,000
Training (formerly Seminar/Conference Reg)	\$ 8,083	\$ 27,890	\$ 16,000	\$ 13,000	\$ 16,000
Total Other Personnel Expense	\$ 55,557	\$ 68,931	\$ 80,000	\$ 62,000	\$ 83,400
Service and Supply Expenditures					
Contracted Administrative Services	\$ 25,000	\$ 55,000	\$ 55,345	\$ 55,345	\$ 55,345
Service Charge (formerly Bank Charges & Postage)	\$ 103	\$ 130	\$ 250	\$ 250	\$ 250
Postage (New Account)	\$ -	\$ -	\$ 250	\$ 250	\$ 250
Insurance	\$ 26,862	\$ 72,700	\$ 93,000	\$ 93,000	\$ 93,000
Computer Equipment & Maintenance	\$ 3,480	\$ 9,146	\$ 12,000	\$ 10,000	\$ 12,000
Internet & Phone Services (formerly Communications Services)	\$ 4,844	\$ 5,899	\$ 7,000	\$ 5,800	\$ 6,000
Professional Services - Legal Fees	\$ 3,708	\$ 4,090	\$ 30,000	\$ 15,000	\$ 30,000
Lease Expense-GTACC	\$ 26,040	\$ 73,807	\$ 85,200	\$ 85,200	\$ 85,200
Office & Computer Supplies	\$ 9,255	\$ 13,025	\$ 14,000	\$ 14,000	\$ 20,000
Office Moving/Remodeling Exp.	\$ -	\$ 100,461	\$ -	\$ -	\$ -
Total Service and Supply Expense	\$ 104,298	\$ 334,259	\$ 297,045	\$ 278,845	\$ 302,045
Total Administrative Expenditures	\$ 790,195	\$ 1,067,151	\$ 1,145,829	\$ 1,109,562	\$ 1,324,133
Indirect Economic Development Exp.					
Marketing	\$ 143,502	\$ 112,380	\$ 150,000	\$ 150,000	\$ 175,000
Economic Impact Model License	\$ 4,698	\$ 4,839	\$ 4,984	\$ 4,984	\$ 5,134
Event Sponsorships	\$ 25,962	\$ 18,917	\$ 29,000	\$ 12,000	\$ 35,000
Printing & Binding	\$ 2,669	\$ 9,399	\$ 6,500	\$ 5,000	\$ 12,000
Website and GIS	\$ 18,448	\$ 24,318	\$ 26,000	\$ 23,000	\$ 26,000
Professional Services	\$ 262,790	\$ 416,451	\$ 565,000	\$ 450,000	\$ 660,000
Grow Tomball Initiative	\$ 13,900	\$ 15,500	\$ 20,000	\$ 16,500	\$ 20,000
Miscellaneous	\$ 18,276	\$ 21,048	\$ 15,000	\$ 15,000	\$ 15,000
Total Indirect Expenditures	\$ 490,245	\$ 622,852	\$ 816,484	\$ 676,484	\$ 948,134

	FY 2024 Actuals	FY 2025 Actuals	FY 2026 Approved Budget	FY 2026 Year End Projections	FY 2027 Proposed Budget
City Debt Service					
Business Park Infrastructure (Series 2013)	\$ 546,013	\$ 547,313	\$ 548,413	\$ 548,413	\$ 548,738
Medical Complex/Persimmon (Series 2016)	\$ 222,222	\$ 222,222	\$ 222,222	\$ 222,222	\$ 222,222
Southside Sewer Plant Expansion (2025)		\$ 1,000,000	\$ 1,500,000	\$ 1,500,000	\$ 1,500,000
Total Debt Service	\$ 768,235	\$ 1,769,535	\$ 2,270,635	\$ 2,270,635	\$ 2,270,960
Grants, Loans & Other Expenditures					
Project Grants	\$ 378,033	\$ 505,251	\$ 8,318,381	\$ 2,500,000	\$ 9,500,000
Sales Tax Reimbursement Grants (380)	\$ 11,379	\$ 66,018	\$ 100,000	\$ 329,490	\$ 640,000
Property Acquisition	\$ 2,121	\$ 4,338,964	\$ 1,000,000	\$ -	\$500,000
Business Improvement Grants- Current Year	\$ 162,121	\$ 92,400	\$ 350,000	\$ 300,000	\$ 350,000
Business Improvement Grants- Prior Year	\$ 116,336	\$ 59,078	\$ 250,000	\$ 61,525	\$ 125,000
Old Town Façade Grants- Current Year	\$ -	\$ -	\$ 250,000	\$ 116,508	\$ 250,000
Old Town Façade Grants- Prior Year	\$ 47,553	\$ 13,160	\$ 190,000	\$ 90,000	\$ 50,000
Old Town Projects		\$ 267,023	\$ 700,000	\$ 255,000	\$ 705,000
South Live Oak Redevelopment Complex (50 acres)	\$ 97,609	\$ 83,749	\$ 500,000	\$ 150,000	\$ 600,000
Tomball Business & Technology Park Expenses	\$ 16,955	\$ 346,827	\$ 100,000	\$ 105,000	\$ 50,000
Tomball Legacy Square		\$ 420,813	\$ 3,000,000	\$ 350,000	\$ 8,000,000
Summer Youth Employment Program	\$ -	\$ 81,490	\$ 250,000	\$ 250,000	\$ 250,000
Total Grants/Loans/Other	\$ 832,107	\$ 6,274,773	\$ 15,008,381	\$ 4,507,522	\$ 21,020,000
Total All Expenditures	\$ 2,880,782	\$ 9,734,310	\$ 19,241,329	\$ 8,564,203	\$ 25,563,227
Revenues Over (Under) Expenditures	\$ 4,623,393	\$ (2,020,997)	\$ (11,941,329)	\$ (971,787)	\$ (17,796,166)
Other Income/Losses on Investments	\$ 50,701	\$ -	\$ 50,000	\$ 50,000	\$ 50,000
Ending Fund Balance	\$ 29,924,948	\$ 27,187,381	\$ 15,196,052	\$ 26,165,594	\$ 8,319,428

TEDC Debt Service Schedule

	Series 1999	Series 2002	Series 2013	Series 2016	Series 2025	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	\$ 1,000,000	\$ 1,769,534.50
2026			\$ 548,412.50	\$ 222,222	\$ 1,500,000	\$ 2,270,634.50
2027			\$ 548,737.50	\$ 222,222	\$ 1,500,000	\$ 2,270,959.50
2028			\$ 548,275.00	\$ 222,222	\$ 1,500,000	\$ 2,270,497.00
2029			\$ 551,925.00	\$ 222,222	\$ 1,500,000	\$ 2,274,147.00
2030			\$ 549,056.25	\$ 222,222	\$ 1,500,000	\$ 2,271,278.25
2031			\$ 549,600.00	\$ 222,222	\$ 1,500,000	\$ 2,271,822.00
2032			\$ 549,075.00	\$ 222,222	\$ 1,500,000	\$ 2,271,297.00
2033			\$ 548,100.00	\$ 222,222	\$ 1,500,000	\$ 2,270,322.00
2034				\$ 222,222	\$ 1,500,000	\$ 1,722,222.00
2035				\$ 222,222	\$ 1,500,000	\$ 1,722,222.00
2036				\$ 222,222	\$ 1,500,000	\$ 1,722,222.00
2037				\$ 222,226	\$ 1,500,000	\$ 1,722,226.00
2038					\$ 1,500,000	\$ 1,500,000.00
2039					\$ 1,500,000	\$ 1,500,000.00
2040					\$ 1,500,000	\$ 1,500,000.00
2041					\$ 1,500,000	\$ 1,500,000.00
2042					\$ 1,500,000	\$ 1,500,000.00
2043					\$ 1,500,000	\$ 1,500,000.00
2044					\$ 1,500,000	\$ 1,500,000.00
Total	\$ 752,592	\$ 2,590,000	\$ 9,761,406.25	\$ 4,000,000.00	\$ 29,500,000	\$ 46,603,998.25

Southside Sewer Plant (1999 CO-2/15/2019)
 Utilities Expansion (2002 CO- 2/15/2022)
 Business Park Infrastructure (2013 CO - 2033)
 Medical Complex Drive-Section 4B, Persimmon Street (2016 CO - 2037)
 Southside Sewer Plant Expansion (2025 CO - 2044)

Tomball Economic Development Corporation

FY 2026 - 2027 Budget

Account Descriptions

Item 12.

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, Assistant Director, and Coordinator 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: Wages for non-exempt (hourly) TEDC employees. Also includes overtime for hours worked during any FLSA-defined workweek, which exceeds 40 hours and are approved in advance by the Executive Director.

Other Personnel Expenditures:

- Auto Allowances: Monthly stipends for the Executive Director, Assistant Director, and Coordinator 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.

- Travel and Meals (formerly Local Travel and Travel and Training): The amount allocated to cover business travel expenses 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.
- Dues and Subscriptions: Fees charged for memberships and related expenses to professional organizations, subscriptions and software.
- Training (formerly Seminar/Conference Registration): Fees for the Tomball Economic Development Corporation staff and board members to attend conferences, events, and professional training seminars.

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.
- Service Charges (formerly Bank Charges & Postage): 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.
- Postage: Postage fees.
- Insurance: The cost of surety bonding fees and insurance premiums including General Liability, Errors and Omissions, and Real and Personal Property.
- Computer Equipment and Maintenance: The cost of computer equipment and related expenses.
- Internet & Phone Services (formerly Communication Services): The cost of telephone service, including land line phone base rate charges, DSL service, and long-distance charges.
- Professional Services - 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, Tomball, Texas 77375.
- Office & Computer Supplies: The cost of various office supplies, postage, and equipment.
- Office Moving/Remodeling Expense: Costs incurred to relocate the TEDC offices to Suite A of the 29201 Quinn Road building including moving and storage fees, design, construction, repairs, cleaning, office furniture and furnishings.

Indirect Economic Development Expenditures:

Item 12.

- Marketing: Expenses related to marketing Tomball to attract business, industry, and visitors, including advertisements in printed and digital publications, information packages, brochures, promotional items, 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.
- Printing & Binding: 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/architectural fees, photography, graphics and design services, and other professional services incurred in expanding the economic base of Tomball.
- Grow Tomball Initiative: Expenses related to developing a Grow Tomball initiative to highlight and promote local businesses, entrepreneurs, and products.
- 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

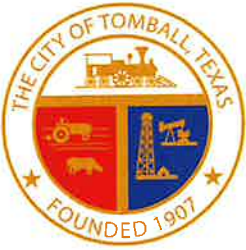
- Southside Sewer Plant (1999 CO-2/15/2019): Contributions to debt repayment for the wastewater treatment plant built on the south side of Tomball to accommodate expanded industry in the city. Final debt payment was made in 2019.

- 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. Final debt payment was made in 2022.
- 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.
- Southside Sewer Plant Expansion (2025 CO - 2044): Contributions to debt repayment for the expansion of the Holderrieth wastewater treatment plant to accommodate expanded growth of industry in the City.

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 for economic development projects.
- 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 Year: Improvement grant funds approved in the prior fiscal year 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.
- Old Town Façade Grants- Prior Year: Improvement grant funds approved in the prior fiscal year waiting for contract fulfillment in order to be disbursed.
- Old Town Revitalization Projects: Targeted infrastructure improvements in Old Town Tomball including alleyways, parking, wayfinding, etc.
- South Live Oak Redevelopment & Maintenance: The costs associated with the redevelopment and maintenance of the South Live Oak Business Park Project.

- Business Park Expenses: Expenses related to the development and maintenance of the Tomball Business & Technology Park. Item 12.
- Tomball Legacy Square: Expenses related to the redevelopment and maintenance of the former First Baptist Church complex.
- Summer Youth Employment Program (SYEP): Funds allocated to enhance a workforce development initiative through paid internships in a variety of industries, giving hands-on-experience to create a crosswalk between existing industry and future workforce.



City of Tomball

Item 12.

Lori Klein Quinn
Mayor

David Esquivel, PE
City Manager

June 23, 2026

Kelly Violette, Executive Director
Tomball Economic Development Corporation
29201 Quinn Road, Suite B
Tomball, Texas 77375

RE: FY 2026-2027 (FY27) City/TEDC Funding Request Letter

Kelly,

The City of Tomball and Tomball Economic Development Corporation have a long history of cooperation, investment, and working together to bring about projects that have generated a tremendous return for our community. To continue our efforts, the City of Tomball is requesting the TEDC consider funding the following new projects:

- **Cherry Street Pocket Park** (\$200,000) – Phase I engineering, demo, and sidewalks associated with construction to enhance downtown area and provide additional recreational opportunities. The following is for informational purposes only:
 - Phase II (\$180,000): Fencing, deck, turf.
 - Phase III (\$90,000): Lights, furniture, miscellaneous.
- **Collins Strong Project** (\$300,000) - Phase I engineering and architectural survey associated with the construction of a potential pavilion that also anchors the Depot.
 - Phase II (amount to be determined): Engineering, architect, civil construction (drainage, parking), and pavilion/meeting area/restroom.

In addition to this request, the City and TEDC have agreed to the continued funding of the following:

- **FM 2920 Utility Relocates** (\$4,000,000 Over 3 Years, Approved FY 2024-2025)
 - Project is currently in design phase. \$1,000,000 commitment allocated in FY 2024-2025. \$1,000,000 commitment allocated in FY 2026-2027. \$2,000,000 commitment remaining.
- **FM 2920 Upsizing of Trees** (\$1,500,000 One-Time, Approved FY 2024-2025)
 - Contract issued, with \$625,000 upfront commitment in FY 2025-2026 for purchase and initial growth. \$875,000 commitment allocated in FY 2026-2027.
- **Real Property Acquisition/Design/Construction** (\$2,300,000 One-Time, Approved FY 2025-2026)
 - \$371,568 commitment allocated in FY 2025-2026. \$1,928,432 commitment remaining.
- **Annual Administrative Services Fee** (\$55,345, Previously Approved)
- **Annual Business Park/Medical Complex Debt Service Contribution** (\$770,960 Previously Approved)
- **Annual SWWTP Debt Service Contribution** (\$1,500,000 Previously Approved)

Please let me know if you require any additional information regarding these projects or the City's funding request.

Sincerely,

David Esquivel
City Manager

Regular Tomball EDC Agenda Item Data Sheet

Meeting Date: July 14, 2026

Topic:

EXECUTIVE SESSION: The Tomball Economic Development Corporation Board will meet in Executive Session as authorized by Title 5, Chapter 551, Texas Government Code, The Texas Open Meetings Act, for the following purpose:

- Section 551.072, - Deliberations regarding real property: Deliberate the purchase, exchange, sale, lease, or value of real property.
- Section 551.087, - Deliberation regarding Economic Development negotiations.

Background:

Origination: Kelly Violette, Executive Director, Tomball Economic Development Corporation

Recommendation:

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

FUNDING (IF APPLICABLE)

Are funds specifically designated in the current budget for the full amount required for this purpose?

Yes: _____ No: _____ If yes, specify Account Number: # _____

If no, funds will be transferred from account # _____ To account # _____

Signed	_____	Approved by	_____
	Staff Member-TEDC		Executive Director-TEDC
	Date		Date

Regular Tomball EDC Agenda Item Data Sheet

Meeting Date: July 14, 2026

Topic:

Reconvene into regular session and take action, if necessary, on items discussed in Executive Session.

Background:

Origination: Kelly Violette, Tomball Economic Development Corporation, Executive Director

Recommendation:

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

FUNDING (IF APPLICABLE)

Are funds specifically designated in the current budget for the full amount required for this purpose?

Yes: _____ No: _____ If yes, specify Account Number: # _____

If no, funds will be transferred from account # _____ To account # _____

Signed	_____	Approved by	_____
	Staff Member-TEDC		Executive Director-TEDC
	Date		Date