

**NOTICE OF JOINT CITY COUNCIL AND TOMBALL ECONOMIC
DEVELOPMENT CORPORATION
CITY OF TOMBALL, TEXAS**



**Thursday, October 02, 2025
11:00 AM**

Notice is hereby given of a Special Joint meeting of the Tomball City Council and Tomball Economic Development Corporation, to be held on Thursday, October 02, 2025 at 11:00 AM, City Hall, 401 Market Street, Tomball, Texas 77375, for the purpose of considering the following agenda items. All agenda items are subject to action. The Tomball City Council 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 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: 840 8392 6864 Passcode: 119600. 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. 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.]*
- C. New Business
 - 1. Presentation by TEDC staff regarding initial community engagement for the Tomball Legacy Square Project, including the July 10 public meeting, Board Member Committee meetings, and programming interviews.
 - 2. Presentation and discussion by Webb Management regarding the kickoff of the Tomball Legacy Square Feasibility Study.

3. Presentation by Studio Red Architects of initial concept designs for the Tomball Legacy Square Project, based on community input and adaptive reuse of the former First Baptist Church campus. Concepts are preliminary, presented for discussion and direction, and will be further informed by the Webb Feasibility Study.

D. 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 26th day of September 2025 by 5:00 p.m., and remained posted for at least three consecutive business days preceding the scheduled time of said meeting.

Thomas Harris III, TRMC
City Secretary

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.

Special Joint Agenda Item Data Sheet

Meeting Date: October 2, 2025

Topic:

Presentation by TEDC staff regarding initial community engagement for the Tomball Legacy Square Project, including the July 10 public meeting, Board Member Committee meetings, and programming interviews.

Background:

The Tomball Legacy Square Project represents a transformative opportunity to repurpose the former First Baptist Church campus into a vibrant, multiuse community asset. Recognizing the importance of broad input in shaping this vision, the TEDC has launched the initial phase of its community and stakeholder engagement process. This early work is designed to capture priorities, explore possibilities, and begin aligning the project vision with the needs and aspirations of the community.

On July 10, 2025, a public meeting was held to introduce the project to the community and gather preliminary input from residents, business owners, and other stakeholders. This meeting marked the first opportunity for the public to provide feedback on potential uses, programming ideas, and priorities for the redevelopment. A full public comment report from this meeting is included in the backup material.

Following the public meeting, Board Member Committee Meetings were held on July 11, 2025, and September 12, 2025. These sessions provide a forum for reviewing early community feedback, discussing potential adaptive reuse strategies, and beginning to consider operational and financial factors. The committee meetings are an important step in ensuring that the Board's direction is informed by both public input and organizational priorities.

In addition to these meetings, interviews have been conducted with potential users of the future redeveloped facilities. These conversations with cultural organizations, event organizers, and prospective tenants are helping to build a clearer picture of programming opportunities and future demand. Summaries of these interviews are included in the backup material.

It is important to note that this is only the beginning of the community engagement process. Additional opportunities for public input and stakeholder involvement will be provided as concept designs are refined and the Webb Management feasibility study advances. The feedback gathered so far will serve as a foundation for these future discussions and for ongoing project development.

Origination: Kelly Violette, Executive Director

Recommendation: Staff recommends that the Council/Board receive this presentation and review the attached materials to understand the initial input received to date, with the recognition that community engagement is an ongoing and evolving process central to the success of the Tomball Legacy Square Project.

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 _____

Staff Member-TEDC

Date

Approved by _____

Executive Director-TEDC

Date

Tomball Legacy Square Updates

- Potential user interviews conducted 4/30/25 & 5/14/25
 - Symphony North Houston
 - Tomball Art League
 - Main Street Crossing
 - From the Ashes Theater
- 1st Public Meeting held on 7/10/25
- Feasibility Study proposal approved on 7/8/25
 - Webb Management
 - Kickoff meeting 10/2/2025
- Formation of Tomball Legacy Square Board Committee composed of Danny Hudson, Latrell Shannon, and Wayne Hall
 - 1st meeting on 7/11/25
 - 2nd meeting 9/12/25

Public Meeting #1

- 7/10/25
 - Various stations
 - Uses
 - Architectural styles
 - Site Plan/Layout
 - Landscape Character
 - Parking & Mobility
 - 200 attendees
 - 111 comment cards
-



Responses



Item 1.

TOMBALL
ECONOMIC DEVELOPMENT CORP.

PUBLIC MEETING

**Redevelopment
of the First
Baptist Church**

401 OXFORD STREET
TOMBALL, TEXAS 77375
THURSDAY JULY 10, 2025
5:00 P.M. - 7:00 P.M.

Potential Uses

PERFORMANCE

- Symphony
- Drama
- Live Music Events
- Traveling Shows
- Plays
- Musicals
- Summer Camps
- Pageants



DINING

- Formal
- Indoor/Outdoor
- Bar
- Dessert
- Casual
- Food Trucks
- Cafe



OUTDOOR

- Bier Garten
- Playground
- Garden
- Lawn
- Shaded Structures
- Film
- Festivals
- Water Feature
- Recreation
- Covered Walkways



ART GALLERY

- Exhibition Studio
- Design Studio
- Classroom
- Featured Artist Space
- Workshop
- Gift Shop



Item 1.

RETAIL

- Boutiques
- Specialty
- Personal Care
- Beverage / Cafe
- Gifts / Commodity
- Health and Wellness



BANQUET HALL

- Conferences
- Corporate Events
- Town Hall
- Weddings
- Fundraisers / Galas



OFFICES

- Traditional
- Co-working Spaces
- Business Center
- Artist Studios
- Rehearsal Rooms
- Community Rooms



Sticker Counts

Item 1.

185

PERFORMANCE

- Symphony
- Drama
- Live Music Events
- Traveling Shows
- Plays
- Musicals
- Summer Camps
- Pageants



113

OUTDOOR

- Bier Garten
- Playground
- Garden
- Lawn
- Shaded Structures
- Film Festivals
- Water Feature
- Recreation
- Covered Walkways



97

DINING

- Formal
- Indoor/Outdoor
- Bar
- Dessert
- Casual
- Food Trucks
- Cafe



77

ART GALLERY

- Exhibition Studio
- Design Studio
- Classroom
- Featured Artist Space
- Workshop
- Gift Shop



49

BANQUET HALL

- Conferences
- Corporate Events
- Town Hall
- Weddings
- Fundraisers / Galas



Item 1.

48

OFFICES

- Traditional
- Co-working Spaces
- Business Center
- Artist Studios
- Rehearsal Rooms
- Community Rooms



32

RETAIL

- Boutiques
- Specialty
- Personal Care
- Beverage / Cafe
- Gifts / Commodity
- Health and Wellness





Landscape Character

Sticker Counts



56



37



23

19



18



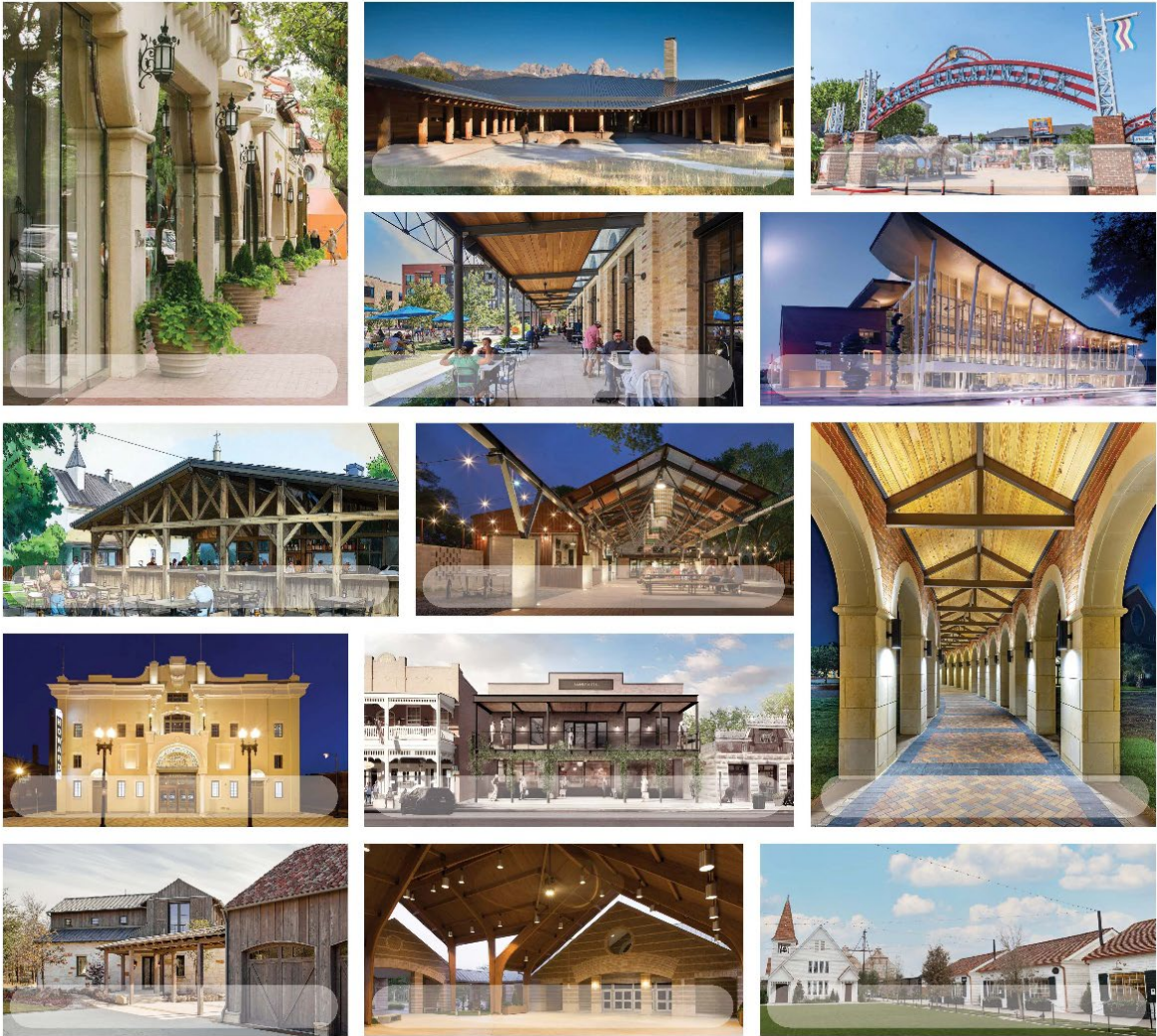
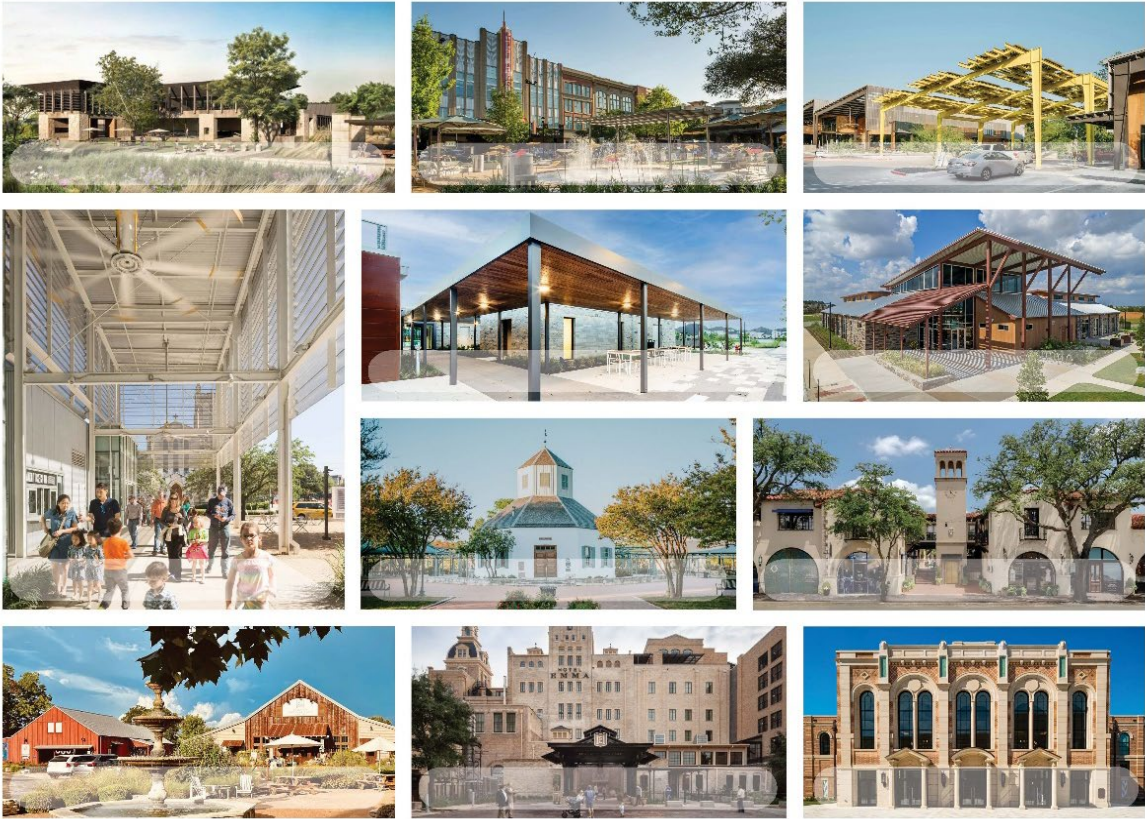
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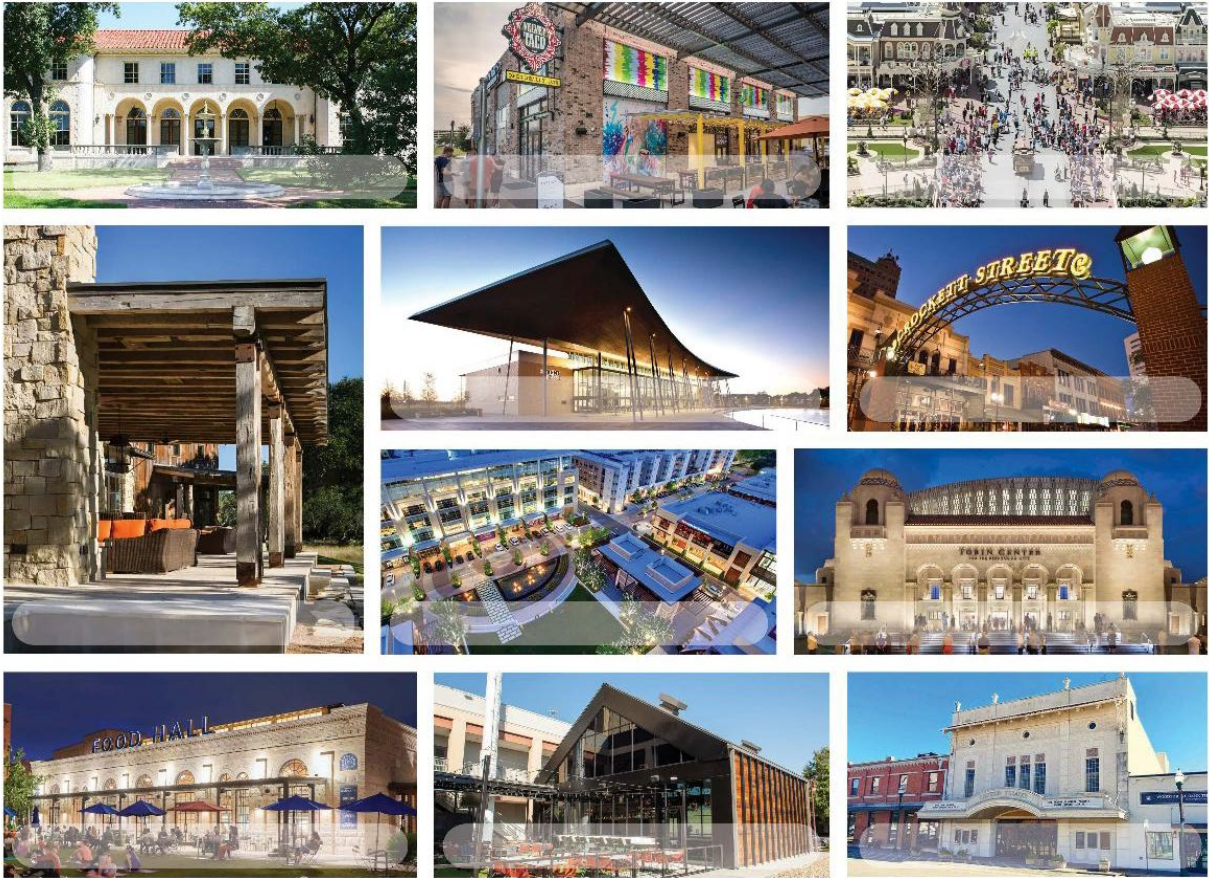
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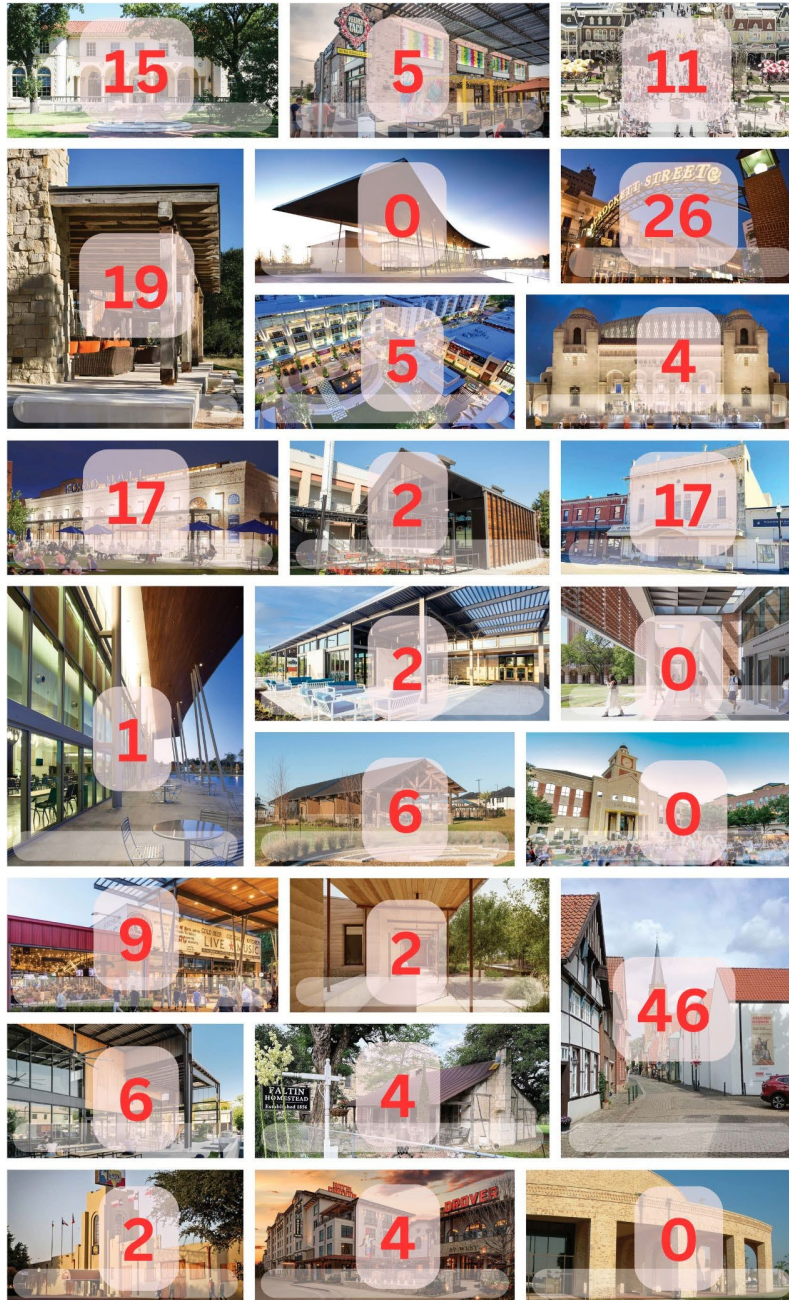
Architectural Styles



Architectural Styles



ARCHITECTURAL STYLE



ARCHITECTURAL STYLE



Item 1.

Sticker Counts

Top image

46



Item 1.

39





26



24

19







17

Overall Feedback

LEGACY SQUARE
TOMBALL, TEXAS

COMMENTS

Love the idea of restaurants, entertainment
and retail shops.
Please hurry before I get too old so I can
enjoy! #A

TOMBALL
ECONOMIC DEVELOPMENT CORP.

STUDIO
RED
ARCHITECTS

CLARK CONDON

LEGACY SQUARE
TOMBALL, TEXAS

COMMENTS

Tomball Art Gallery
a must!

TOMBALL
ECONOMIC DEVELOPMENT CORP.

STUDIO
RED
ARCHITECTS

CLARK CONDON

LEGACY SQUARE
TOMBALL, TEXAS

COMMENTS

TOMBALL ART DESTINATION

TOMBALL
ECONOMIC DEVELOPMENT CORP.

STUDIO
RED
ARCHITECTS

CLARK CONDON

Item 1.

COMMENTS

Item 1.

LOVE THE IDEA OF ARTS, ENTERTAINMENT,
& CULTURE CENTER. I'D LIKE TO SEE THE
SITE EXPRESS IT'S GERMAN CONNECTION IN
ARCHITECTURE. ALSO, PLAYS & CONCERTS WOULD BE
A BOON FOR TOMBALL. PLEASE USE STUDENTS
FOR WORK & DESIGN TO GIVE THEM INTERNSHIP
WITH CONTRACTORS & MAKE THIS "OUR" TOWN
LEGACY - MADE BY "OUR" HANDS



CLARK CONDON

COMMENTS

would love cooking classes in the
Kitchen

We need the German theme
architecture + landscape!



CLARK CONDON

Feedback: Programming & Desired Uses

- Tomball Art Destination- art gallery/studios, event center, classes
- Events, markets, concerts, family amenities, and flexible space expectations.
- Unique restaurants & beer garden
- Playground space

Design Themes

Incorporate German style design

Preserve Tomball's historic/ small-town character

Preference for classic, rustic-style architecture (avoid modern)

Desire for comfortable, shaded outdoor gathering spaces

Concerns about parking and traffic impacts

Emphasis on community-oriented, family-friendly design





Venue Design & Amenities



Incorporate German-feel

Requests for shade, seating, restrooms, aesthetics that reflect Tomball's character

Desire for flexible / multi-use venue space

Excitement for the project

Comments expressing pride, optimism, and enthusiasm for downtown activation

Parking & Mobility Comment Themes

Need additional parking capacity

Need more sidewalks

Concerns about traffic congestion

Interest in pedestrian/bike access

Desire for safer crossings/signage



Concerns & Considerations

Existing Playground

Citizen's committee

Cost, maintenance, neighborhood impact, preserving small-town charm

Concerns about cost / taxpayer impact

Fear of insufficient parking

Concerns about noise or crowds

Next Steps:

- Tomball Legacy Square Webpage is live
- Creation of a citizen stakeholder committee
 - 12 members (including 2 youths)
 - Plus 1 city councilmember and 3 TEDC Board Committee Members
 - Open application process with defined criteria for serving (e.g., residency, business ownership, community involvement, diversity of background).
 - Advertise via social media and other platforms.
 - Board to review and approve applicants to ensure fairness & transparency.
 - Staggered terms to maintain continuity while rotating membership:
 - 1 and 2-year terms initially
 - Draft application form and selection criteria.
 - Develop operating guidelines (roles, attendance, conflict of interest, replacement process).
 - Publish application timeline and outreach plan to recruit diverse candidates.
 - Schedule first committee meeting and orientation session.



Questions??

MEETING REPORT NO. 01

Date:	May 19, 2025	Project Number:	2452
To:	Team	Project:	Tomball Legacy Square
From:	Jared Wood	Subject:	Programming Kickoff
Location:	Tomball Economic Development	Date and Time:	04/30/25 and 05/14/25

DISTRIBUTION: (* = Distribution – Those present underlined)

<u>Name</u>		<u>Name</u>		<u>Name</u>	
<u>Jared Wood*</u>	SRA	<u>Tiffani Wooten*</u>	TEDC	<u>Dana Daigle</u>	TAL
<u>Pete Ed Garrett*</u>	SRA	<u>Steve Sands</u>	SNH	<u>Denise Gilbert</u>	TAL
<u>Chris Castaneda*</u>	SRA	<u>Wayne Krennerich</u>	FTA	<u>Lina Jarnagin</u>	TAL
<u>Kelly Violette*</u>	TEDC	<u>Stephanie Burke</u>	FTA	<u>Lorel Hohl</u>	TAL
<u>Tori Gleason*</u>	TEDC	<u>Matt Davis</u>	MSC	<u>Elizabeth Bartlett</u>	TAL

COMMENTS:

The following summarizes the meeting and any decisions and major points of discussion. If the summary is inconsistent in any way with your understanding of the meeting please notify the author in writing within (5) working days of receipt of this report. If no comments or exceptions are received within this time, this report will be assumed to be correct and accepted by all and it will become a matter of record.

Item	Discussion
1.00	The purpose of the meetings was to meet with potential user groups of the Legacy Square Tomball project to find out their programmatic wants and needs.
	Symphony North Houston Interview 4/30/2025:
1.01	<ul style="list-style-type: none"> Currently have 5 concerts during the year 7 rehearsals prior to each concert Perform at Salem Lutheran Church Attendance is 250-500 Would like to charge for tickets in the future Would like to have a resident home Would like to accommodate 65-75 orchestra on stage. Harp, Piano, and Percussion to be included if possible. No Chorus has been used Would like to work with other groups (For Example: Nutcracker with ballet group, musicals with theater groups, etc) Interested in Candlelight Concerts with 4-5 Musicians Would like to record and do video. (Live stream 4K desired) Would like to have video in concerts. Need place to store equipment (stands, and percussion) – 2 rooms 10x10 would be nice. Musician Chairs will be needed. Would like a grand piano. Would like office space. Business center to print and copy music would useful Would like to do concerts in the park and outdoor fundraisers.

Item	Discussion
1.02	Comments on acoustics and aesthetics at Salem Lutheran <ul style="list-style-type: none"> • Horrible Acoustics • PA ok but perform with natural acoustics. • Would rather have theater seats in lieu of pews
1.03	Types of music they play was discussed: <ul style="list-style-type: none"> • Dr. Karl Blench is the Conductor. Have played some of his work. • David Adickes work (artist that did the Sam Houston Statue in Huntsville) • John Williams "The Cowboys:. • Americano Concerts • Beethoven, Vivaldi, Mozart
1.04	Really like the acoustics at Cyfair ISD VPAC that was done by Jaffe Holden Acoustics.
1.05	Concerned about lighting and it being in musicians faces.
1.06	Would like to be in the building by January 2027 because Salem Lutheran will be under construction starting Summer of 2026. The team noted it will probably be Fall 2027 before the building is ready.
Tomball Art League Interview 05/14/2025:	
1.07	Dana Daigle – President Denise Gilbert – Treasurer Elizabeth Bartlett – Publicity Director
1.08	League started in 1979/80. Under the umbrella of the Lone Star Art Guild. Currently 74 Members in the League and growing
1.09	Many different types of art are done and when judged there are different categories (professional, semi-professional, and students) <ul style="list-style-type: none"> • Oils • Portraits • Acrylics • Pastels • Watercolors • 3D Work • Sculpture • Needle Felting • Digital • Chinese Brush Painting • Sketching
1.10	<ul style="list-style-type: none"> • Just completed a show at Lone Star College Tomball Library. 180 entries, 200-300 people. • Upcoming Show in August "Brush Stroke and More" – limit 30 artists, 26 signed up. Each get 4 panels to display and will be doing live art. • Currently display in banks. Easel for the month.
1.11	Would like to have: <ul style="list-style-type: none"> • Gallery Space (work to be up for sale all the time, change out quarterly, space for 3D too) • Featured Artist space in Gallery • Office Space • Workshop space for 25-30 people (1-2 day, 4-5 times year but would like to do more. 10:00-4:00 typically)

Item	Discussion
	<ul style="list-style-type: none"> • Classroom (2 per day. 1 in morning and 1 in evening. M-Th, 8 different teachers, 14 students average – 20 max) • Camera and screen for demo artist. 30 people need to see what a watercolor artist is doing for example. Also good for recording and virtual teaching. • Storage (Easels 6'x10') • Art Group Space (paint day etc) • Courtyard space (Sip and Stroll, receptions) • Need good lighting • Sink for washing brushes. • Coffee Bar and counter for food to be brought in. • Internet Access • Light box space • Community Lecture Space • Artist Studio Space • Computer Use Space. • Gift shop • Café nearby would be great.
1.12	Ok with sharing space but gallery needs to be closed off.
1.13	Currently have (60) 36" wide x 7 to 8 foot tall panels for display. Fiber type with aluminum poles that accordion out and fit in their trailer. Also mentioned the wire panels with hooks as an option since they can hold more weight.
1.14	<p>Example Facilities:</p> <ul style="list-style-type: none"> • Brookwood (Restaurant and Gallery) • The Compound in Long Beach (Gallery Café with Art on walls, Gift Shop, Studio) • Brenham Gallery • Watercolor Society Downton
1.15	Want to include students to draw families. Home Schoolers participate.
1.16	Suggested reusing stained glass and steeple from existing buildings.
1.17	<p>Annual Lone Star Art Guild – May be held in Tomball June 2026.</p> <ul style="list-style-type: none"> • 2-day event – All Art Leagues in State of Texas • Will need 10,000 SF Space • Over 500 Entries
	Main Street Crossing Interview 05/14/2025:
1.18	<ul style="list-style-type: none"> • Existing space holds 150. 200 per fire code. • Open 20 years • Café Style seating on 1 level. (10 dining height tables for 8, then bar height) • Has relationships with booking artist. Average of 85% full and can book \$20K artist. • 27-28 concerts a month • January had 28 shows and a total of 5 open seats. • Would like to work with larger venues. Targeting 15 offsite shows a year. Currently go to Stafford Center 1150 seats and The Centrum 750 seats. Would prefer to stay in Tomball. • Food and Drinks served (pizzas, burgers, salads, 50-60 beers varieties, 20 varieties of wine) • Older more mature demographic. Family friendly. • Has their own sound system. Many bands bring their own console and monitors.

Item	Discussion
	<ul style="list-style-type: none"> • Bands load in and out the same day. • Does not take a cut or provide staff for merchandise. • Not interested in outdoor events unless there is a way to sell tickets and gated. Makes money on ticket sales.
1.19	<p>Needs:</p> <ul style="list-style-type: none"> • VIP Room • Dressing Rooms (2 Minimum, 3 better) One for band and one for star. Or Male/Female. • Business Office • (2) showers and toilets. • Place to park Prevost Bus and 18' Trailer. No need for 18 wheelers currently.
1.20	Noted City Winery as the only other project that is similar, but they sell high end food and seat 300.
1.21	Ok with using EDC concessions unless they become a primary booking company and then they would want to negotiate more.
From the Ashes Interview 05/14/2025:	
	<ul style="list-style-type: none"> • Local Theater group with 7 board members • Casts up to 40-50 (Matilda, Noises Off) • Goal to start a Senior Adult program. • Work with MTI on licensing. MTI can also provide music and digital scenery projections. • Plays and musicals. • Would love to partner with the symphony to have live music. • Would like to collaborate with the symphony to provide chorus. • Would like a small black box type space for non-musicals. Intimate Audience of 40. • Would like to have 7 mainstage shows. 6 shows typical for a performance. Perform for 3 weeks. • For Musicals they add a Sunday matinee, so they do 9 shows in 3 weeks. A larger space is desired. • Rehearse 6 weeks minimum before a show. Prefer 8-10 weeks. • Want to have a children's program that is youth led and run including technical. Would like to have 4 per year. 2 summer and 2 spring. • Education of all kinds. Youth and adult. Introductory clinics and workshops (acting, voice, auditioning) • Summer camps. ½ day education. ½ day rehearsal. 2 separate classes going on a day. • Typically use Playhouse 1960 (155 seats) and have worked in Matchbox 1 (80 seats). • Currently paint the back wall of the stage. • Currently use On the Stage Ticket Program.
	<p>Needs/Wants:</p> <ul style="list-style-type: none"> • Proscenium stage with house curtain • Like to have an elevated bridge that they don't have to build on back wall (Hello Dolly, Into the Woods, Sound of Music, Oliver used one) • Like Calipers (outdoor setup and used for scenery changes) • Be able to play recorded music (used on Newsies and Little Shop) • Choral Mics (so they only have to mic the 15-20 principals) • Facility sound and lighting people available • Workshop area would be useful if possible (saw, cut, nail, paint)

<u>Item</u>	<u>Discussion</u>
	<ul style="list-style-type: none">• UIL stage system of stock stuff.• Storage for costumes and Z racks.• 2 Dressing for minimum of 10 principals or Male/Female with cubbies• 1 Large Chorus Dressing Room with cubbies• Dedicated Rehearsal/Classroom Space• Dedicated Storage and Toilets• Office Space• Small practice rooms with piano for voice lessons.• Concessions (Ok with City Running and Alcohol ok)

END OF MEETING REPORT

Tomball Legacy Square Public Meeting

Master Report – Public Comments (July 10, 2025)

Design Category

Comment 1:

Please, please, please – NO MID CENTURY MODERN ARCHITECTURE on STEROIDS.
Please, be inspired by Texas architectural history.
No neo-classical Spanish Colonial style please, please.

Comment 2:

Outdoor space needs covering that is permanent & not susceptible to weather.
Umbrellas are not a good idea:
- They have to be maintained
- Can be stolen
- Need to be taken down during wind
Need covering spaces to avoid heat & rain

Comment 3:

Keep the Tomball feel. We are not Town Center, Market Street, or Magnolia (Waco).
Tie-in w/ German Heritage
Architecture where Fire Ant Brewery is nice – it would be good to expand that look & feel to this area & other areas that will be revitalized

Comment 4:

My comments are in regard to the architecture and coming from the perspective of a destination marketer. I feel there is an opportunity to lean into the German heritage to make this location even a tourist destination for Texans. Texas is filled with rich Spanish/Mexican heritage but Tomball has a unique opportunity to leverage the distinctive German roots. I would love to see that honored & I believe it would draw not only tourism but also film.

Comment 5:

RE: Architecture
Please keep the Hill Country in the Hill Country.
Tomball is in the coastal plains, doorway to the beautiful forests.

Comment 6:

For architecture – please design something timeless. Not kitsch, not hokie.
I prefer modern design that respects the original architecture of the place, but elevates it.

Comment 7:

Whatever concept ends up, incorporate large shady trees, especially around seating areas.

Project Name Category

Comment 1:

Tomball Art Destination

Comment 2:

Tomball Cultural Center

Comment 3:

Tomball Art Destination

Comment 4:

I like the name Legacy Sq.

Comment 5:

Heritage Park

Comment 6:

HERITAGE PLAZA
Multipurpose

Comment 7:

Project Name Idea: Herzhof
(meaning courtyard of hearts)

Comment 8:

Heritage Park

Comment 9:

TOMBALL ART DESTINATION

Parking & Mobility Category

Comment 1:

Move farmers market to depot area, with some treatment of ground in case of prior rain. Free up parking at Cherry & Market Street for businesses & farmers market.

Comment 2:

Work w/ TxDOT to get turn lanes on to N. Elm (largest parking lot on Elm St).
Also 'walk across 2920' at Elm St. (safety reason) — to event area on Market St.

Comment 3:

404 Commerce – NOT VACANT.
Does not want multilevel parking in #92.

Comment 4:

OLD TOWN → HISTORIC DOWNTOWN (note: we are not Spring)
Please find a spot where a parking garage can be built – bottom floor could be retail or city offices / flea market?
Top floor would be a new point - point of interest.
Can you put the church in a different color so we know our reference point.

Comment 5:

Traffic is a major concern for us & many others on Epps St!!
Attention to Stop Signs & Speed Control around adjacent streets.

Comment 6:

Close Oxford St. to vehicular traffic. Construct an open-air cover for the full block w/ connections to the Sanctuary and the Rec Center.
Match/reflect/respect the existing museums bldgs.

Comment 7:

Consider sidewalks and pedestrian paths linking parking & shopping on Main Street. This will serve to distribute the parking load, enhancing safety and walkability and link the available parking at First Baptist with eateries and shopping.
Also consider mature tree planting to shade parking and paths.

Comment 8:

Parking – Wow! Nice job!
2 ideas:

- build upward to accommodate the extra needed
- utilize a small bus/trolley system to accommodate remote parking (shuttle)

Comment 9:

Wow! I don't know where to begin. As a house who backs directly to this, it's hard to envision any of this. These photos look like something from Woodlands Waterway. I certainly don't see 'Tomball Community' in any of those architectural designs. A Food Court? Seriously, a joke.

On a different note, I would like to see some of the schools open for parking during festivals with a shuttle. A pedestrian bridge would be welcome. Also, dog parks for small/large dogs and maybe an agility course would be nice.

Comment 10:

- * Please no multi-story parking facility when next to residential house
 - * no 2+ story structures or facilities with LOTS of lights right next to residential houses
 - * No Dining → this would create massive nonstop traffic
- tnulisch@yahoo.com, 832-423-4939

Comment 11:

0

Comment 12:

Go vertical with parking + use Tomball trolleys to move people around

Comment 13:

Please Please Please do NOT MAKE the little playground into a parking lot! Let it be a green space.

Comment 14:

NO MORE PARKING LOTS!!

NO RESTAURANTS WITH FRYOLATORS

We would like to see spaces for the community – for artmaking, studios, performance spaces, spaces for young people like a club, gym, climbing wall.

Comment 15:

- ① No more parking LOTS!
- ② Playground on Pine should be GREEN PARK
- ③ Building A should become venue for regional music/theater
- ④ No PARKING GARAGE!!! (see #1 – it will be the end)
- ⑤ Do we need a 1,000-person venue? I would say Tomball is about 'small and authentic.' If we need fancy-big, we go to the Woodlands!
- ⑥ The parking garage is based on an 'exclusive' parking model; we should calculate with a shared-use parking approach.

Comment 16:

Save the park!

The children's park on Pine St. should be kept a green space and have benches. No more parking lots.

Comment 17:

Parking #55 → House next to the comments Parking #55

I live @ 507 Kane St. next to parking lot #55.

Wheel stops are desperately needed along the parking along my fence. I moved into the house mid-Sept 2024 & I have had to replace multiple pickets AND I have had to pour new concrete for the fence posts because vehicles of all sizes DO NOT stop when they pull up to the fence – some keep going thus push into the fence. This is dangerous for me, my family to include 3 grandsons who routinely play in the backyard.

* I will donate the wheel stops if the city will install them. Please.

Please no 2-story or more parking garage

Comment 18:

A city trolley through this area past Juergens Park, to the library, etc. would be a wonderful addition to town.

General Comments Category

Comment 1:

Green Space / Commercial mix

- Music, arts, food, wine, beer, coffee
- Trees, green space, large trees, brewery, coffee house
- Keep historic charm
- Walkability & connection to existing & growing downtown Tomball food & shop & drinks

Comment 2:

All Good Guys Keep up the Great Work
Go Tomball!

Comment 3:

- Love the name Legacy Square
- Please include the public in the steering committee as participating members
- Include wayfinding signage to push folks into Old Town retail & restaurants
- Thank you for planning for parking here & all over Old Town
- Love the green space concept between (existing) Sanctuary + Chapel

Comment 4:

Y'all these ideas are great. I love it
All roads lead to Tomball

Comment 5:

Build BIG! For the next 25 years so we don't see similar issues in 10 years

Concerns Category

Comment 1:

Please consider the inconvenience that two large buildings... if on a concert day on 1,000 tables, this would not bring in revenue only 4 days a month, and the Tomball Art League comes.

Second, we suggest that a portion of the building be set aside also for an art gallery... or a portion be set aside for paintings, the planners would not suffice for long... cramming over cars.

Actually the building would lose capacity.

Comment 2:

Buffer/Brick wall near back of alley

Sound barrier for residence on Epps St. Please

Comment 3:

Keep the house next to the playground a residential home.

Be extremely transparent to the public.

Notify surrounding homeowners of any changes in advance.

Keep in mind that this is a residential area of homes passed from the very foundation of Tomball, TX.

No community center or homeless shelters.

Comment 4:

I work with the visually impaired community.

Would be happy to bring more information about more access to Art Community & Tactile Art.

Comment 5:

Long term: How will it stay profitable?

Will you sell it to a promoter?

15 years from now who will do the upkeep & maintenance — will it affect our tax rate?

Comment 6:

Safety of Visually Impaired Community

- White cane walkers – sidewalk

- Braille/tactile map of area

Comment 7:

What an atrocity!

Multi-level parking lots?

1,000 seat venue?

Flattening the little kids park?

If you do this, you will be cursed for eternity

Comment 8:

Cooking classes

Keep “Old Town” feel (Nothing Modern - throws off the feel)

Sound barrier for back houses

Be sensitive to back homeowners

Involve citizens in Committee Focus Group

I don’t think many know the “current” plan as EDC controlling it all.

Comment 9:

I know it costs to keep up green spaces, but we need them for our climate.

We need shade & spaces for rains when it rains. I like the nods to German heritage even modernized.

All of our old timers in this area & Klein knew the families who settled & farmed these spaces.

Would love performing arts spaces & social spaces to make Tomball a destination + something unique.

I also like the globe in the steeple — perhaps it can be preserved & included somehow to represent our current multicultural population. Thanks! ■

Comment 10:

I’m very concerned about the noise this development will bring and how it will affect nearby houses.

This development borders a residential area — do you care about people who live here?

No screens. Stick with existing noise ordinance laws — quiet after 10.

Pocket park on existing playground.

(Margin note: looks like it is already named.)

Uses Category

Comment 1:

Relocate City/County building from south of Main Street to new church property complex. Re-purpose city, county property to commercial use. Link all the existing detention ponds with hike/bike trails for recreational use. Landscape the wet bottom detention ponds for water powl, butterfly gardens,

Comment 2:

Preserve the natural atmosphere of the chapel. It would make a lovely wedding and reception venue. For Building B, if it needs to be torn down that's ok. But if it could be repurposed into a conference center, or event center that would be great. Currently, Tomball does not have a useful place for small to mid-size events and meetings.

Comment 3:

Tomball Art Destination.

Comment 4:

Excited about the prospect of a Tomball Art Destination! Love the idea of local concerts, an art gallery, classes, dance exhibitions. Tomball needs to be an art destination. Visual and performing arts center.

Comment 5:

Bavarian Main Street Disney. Performing arts for all ages. Family-friendly place to enjoy - playscapes without playgrounds, seating comfort for all, landscape that is easily maintained (plant and structure wise).

Comment 6:

So - please keep the playground and upgrade it to a pocket park. Something for all the kids on the other side of Main Street. Food venues/etc not acceptable. I'm all for music/art/farmers market/etc but not what I'm seeing on these boards. Lastly a 10 foot tall brick or stucco barrier to the homes behind it.

Comment 7:

1) Keep church playground and make it public. 2) Keep the trees! 3) Need more sidewalks in neighborhood area surrounding new space.

Comment 8:

Involve citizens in the development committee. Please protect the park on Pine. Community center, arts space with studios for local artists, art class, music classes for young people.

Comment 9:

Mostly interested in seeing unique restaurants & beer garden. Not commercial and plastic. Looking for German feel to architecture. Alsace/Lorain style.

Comment 10:

Tomball Art Gallery a must.

Venue Category

Comment 1:

I would love to see a place for performances like the symphony, concerts, or theater/ballet. I think outdoor spaces with shade and places to sit are important. It would be great to have outdoor art too. Perhaps art that could be interacted with. Sculpture (modern), some greenery (not just concrete).

Comment 2:

Exterior table/chairs (comfy) with fans and/or heaters.

Comment 3:

1,000 seats venue? In Tomball? This is a beautiful peaceful artistic place. Your idea is ugly.

Comment 4:

I do not believe Tomball should plan for 1,000 seating music venue – 300, yes... maybe. Who is going to run these venue items... personnel, salaries, benefits...

Comment 5:

Before you build that theatre you should think about building community spaces like a maker's space, artist's studios, spaces for music gatherings. There is a music circle in Tomball that doesn't have a place to meet.

Comment 6:

We need to make Tomball art destination that includes a gallery and a space for classes/exhibitions. Need a venue for concerts, plays, and musicals.

Comment 7:

No thousand seat venue. Multi-use w/ green space – eat, shop, dine, art.

Comment 8:

No 1,000 seat music venue. A small music venue which seats 300 people. Have shows on Thurs, Fri, Sat & maybe a Sunday afternoon. You can use the gym – have tables & chairs. Tomball cannot support a 1,000 seat venue.

FBC Redevelopment Committee Meeting Minutes

Subject Tomball Economic Development Corporation – First Baptist Church Redevelopment Committee Meeting

Date / Time July 11, 2025 – 9:00 a.m.

Location 29201 Quinn Road, Suite A, Tomball, TX 77375

Attendees Danny Hudson – TEDC Board Member
 Latrell Shannon – TEDC Board Member
 Wayne Hall – TEDC Board Member
 Kelly Violette – TEDC Executive Director
 Tiffani Wooten – TEDC Assistant Director
 Tori Gleason – TEDC Economic Development Coordinator

1. Meeting started at 9:06 a.m.
2. General discussion and feedback regarding 7/10/2025 Public Meeting.
3. The committee reviewed comment cards and public input.
4. The committee discussed the feasibility proposal from Webb Management and the consensus was to move forward with the study as authorized by the TEDC Board of Directors on 7/8/2025.
5. The committee discussed the next steps in the public engagement process.
 - a. The suggestion was made to have the TEDC Board of Directors consider creating and appointing members to a community stakeholder group.
6. The committee discussed the appraisal report from Verum AV Solutions for the proposed purchase of the existing audio and visual equipment in the Main Sanctuary. Consensus was to move forward with the purchase of the existing audio and visual equipment as authorized by the TEDC Board of Directors on 5/13/2025.
7. Meeting concluded at 10:54 a.m.

Tomball Legacy Square Board Committee Meeting Minutes

Subject	Tomball Economic Development Corporation – Tomball Legacy Square Board Committee Meeting Minutes
Date / Time	September 12, 2025 – 1:00 p.m.
Location	Zoom
Attendees	Danny Hudson – TEDC Board Member Latrell Shannon – TEDC Board Member Wayne Hall – TEDC Board Member Kelly Violette – TEDC Executive Director Tiffani Wooten – TEDC Assistant Director

1. Meeting started at 1:06 p.m.
2. General discussion and feedback regarding creation of a citizen stakeholder committee.
 - a. Committee Size & Composition
 - b. Selection Process
 - c. Meeting Frequency & Operations
 - d. Terms of Service
 - e. Next Steps
3. Meeting concluded at 2:07 p.m.

Tomball Legacy Square Board Committee 9/12/2025 Meeting Consensus

Meeting Attendees: Wayne Hall, Danny Hudson, Latrell Shannon, Kelly Violette, Tiffani Wooten

Discussion Topic: Creation of a citizen stakeholder committee

1. Committee Size & Composition

- 12 stakeholder members (community representatives), of which, 2 members should be youths to ensure younger voices are represented.
- Balance of residents, business owners, civic/nonprofit leaders, and subject-matter experts.
- In addition to the 12, the following should be included: the 3 existing Board committee members and 1 City Council member.

2. Selection Process

- Open application process with defined criteria for serving (e.g., residency, business ownership, community involvement, diversity of background).
- Advertise via social media and other platforms.
- Board to review and approve applicants to ensure fairness and transparency.

3. Meeting Frequency & Operations

- Bimonthly meetings (every two months) during the initial phases.
- Meetings will likely transition to monthly as the project moves forward and then shift to quarterly once the committee moves into a long-term oversight/activation role.
- Chair/Vice-Chair to be elected to run meetings.
- Meeting Minutes to be kept and approved.
- Committee to submit written quarterly updates to the Board.
- Board to conduct annual review of committee.
- Structure should allow flexibility to adapt to project stages while balancing engagement and workload.

4. Terms of Service

- Staggered terms to maintain continuity while rotating membership:
 - Half of the members serve 1-year terms.
 - Half serve 2-year terms.
- Rotation ensures fresh perspectives while retaining institutional knowledge.

5. Next Steps

- Draft application form and selection criteria.
- Develop operating guidelines (roles, attendance, conflict of interest, replacement process).
- Publish application timeline and outreach plan to recruit diverse candidates.
- Schedule first committee meeting and orientation session.

Special Joint Agenda Item Data Sheet

Meeting Date: October 2, 2025

Topic:

Presentation and discussion by Webb Management regarding the kickoff of the Tomball Legacy Square Feasibility Study.

Background:

As part of the Tomball Legacy Square Project—the redevelopment of the former First Baptist Church campus—the TEDC has engaged Webb Management Services (Webb Mgmt) to conduct a comprehensive feasibility study. The study will evaluate the business, operational, and financial viability of proposed uses for the site, including a multipurpose arts and entertainment venue, restaurant/banquet hall, and leased spaces for community-oriented businesses and organizations.

10/2/2025 Kickoff Meeting

The planning process will formally begin with a kickoff meeting between Webb Mgmt, the Tomball EDC, and City of Tomball leadership. This meeting will serve as an opportunity to answer initial questions, confirm that all parties are aligned on the scope of services and deliverables, and review the proposed schedule and logistics for the study. The kickoff discussion will also set the foundation for ongoing collaboration and communication throughout the planning process, ensuring that the study reflects community priorities and provides clear, actionable guidance for the project’s future.

Study Objectives

The feasibility study will include market analysis of potential audiences and users, an assessment of existing and competing facilities in the region, evaluation of potential users and tenants for the redeveloped campus, and analysis of broader forces and trends impacting cultural and entertainment facilities. The study will also include financial modeling, pro-forma operating budgets, and economic impact projections.

Following the kickoff, Webb Mgmt will begin data collection, community engagement, and stakeholder outreach. Deliverables will include detailed operating and financial plans, along with recommendations for sustainable programming and facility management. The study is scheduled to span approximately five months.

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 Date Executive Director-TEDC Date



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July 17, 2025

Kelly Violette, CEcD, PCED, AICP
Executive Director
Tomball Economic Development Corporation
29201 Quinn Road, Suite A
Tomball, TX 77375

Dear Kelly,

This letter will serve as the Agreement between the Tomball Economic Development Corporation (hereinafter referred to as the "Client") and Webb Management Services ("Webb Mgmt") to proceed with a facility feasibility study pursuant to the proposal submitted to Client on June 20, 2025 and attached to this letter.

The following terms and conditions are provided in addition to those expressed in the proposal, offered to clarify and solidify our working arrangement.

1. Webb Mgmt will issue invoices at the beginning of each month based on the work completed in the prior month and any costs associated with that work. Invoices will be issued by email in PDF format and payment is due upon receipt thereof. Total fees for this engagement shall not exceed \$60,000, unless approved by Client in writing.
2. Webb Mgmt shall, at its own cost and within a reasonable period of time, correct any errors and/or omissions in services provided, to Client's reasonable satisfaction.
3. Client may, by written notice to Webb Mgmt, terminate Webb Mgmt without assigning any reason. Upon receipt of written notice of termination, Webb Mgmt shall cease work immediately and shall not perform any services beyond that date without prior written authorization from Client.
4. Webb Mgmt may terminate their services under this Agreement upon thirty (30) days written notice, if the Client fails to substantially

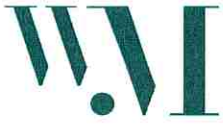
Webb Mgmt
212 929 5040
info@webbmgmt.org
webbmgmt.org



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perform any terms of this agreement. Client may correct such failure(s) within thirty (30) days of written notice to terminate from Webb Mgmt, at which point the Agreement will remain in effect.

5. If Client elects to terminate Webb Mgmt, Webb Mgmt shall submit to the Client within ten (10) days a final invoice for services rendered and any non-cancelable commitments made as of the date of termination, plus costs for any services provided following the date of termination that Client approved in writing. Payment is due upon receipt of the final invoice.
6. If Webb Mgmt is terminated for materially failing to comply with the terms of this Agreement, the Client shall provide written notice of termination and the reason(s) therefore. Webb Mgmt shall have ten (10) business days after receipt of notice of termination to correct such failure(s). If such failure(s) is not corrected to the satisfaction of Client, this Agreement shall be terminated immediately.
7. Notwithstanding the above, Webb Mgmt shall not be relieved of liability for damages sustained by Client by virtue of any breach of the Agreement by Webb Mgmt. However, Client may not withhold any payments to Webb Mgmt for the purpose of set-off. Payment for all invoices is due upon receipt thereof.
8. Termination shall not prejudice or affect any party's accrued rights, claims and liabilities.
9. Webb Mgmt agrees to defend, indemnify, protect and hold harmless Client and its subsidiaries, boards, employees, agents and servants from and against any and all suits, claims, demands, or damages of whatsoever kind or nature, to the extent that they arise out of any sole negligent act, willful omission, or failure to exercise such care as is customary by Webb Mgmt, its agents, servants and employees in the performance of any and all services pursuant to this Agreement.
10. Webb Mgmt assumes responsibility for liability arising out of its conduct whether by action or inaction. Client does not assume any responsibility for the acts of Webb Mgmt, its officers, employees,

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agents or servants. Neither party shall be liable to the other for consequential, incidental, punitive or other types of such extended damages or losses arising out of the conduct of each party's officers, employees, agents or servants.

Please signify your acceptance by returning a signed copy of this contract.

Yours sincerely,

Duncan Webb, President
Webb Management Services

For the Tomball Economic Development Corporation



Proposal for **Tomball Arts Center Feasibility Study**

June 6, 2025

CONTACT

Duncan Webb
Webb Mgmt
800 West End Ave Ste 11A
New York, NY 10025
212 929 5040
duncan@webbmgmt.org

webbmgmt.org



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Study Brief

The City of Tomball EDC has purchased the former First Baptist Church near downtown and is working on a plan to redevelop the 4.6-acre site to include a multipurpose arts and entertainment venue, a restaurant/banquet hall, and leased spaces for appropriate community businesses and organizations.

Studio Red has been engaged to develop a schematic design for the project, but there is a recognition that the project needs a business plan to affirm the facility concept, shape various components to be included in the project, and then determine how the three project elements should be programmed, operated, and financially sustained.

Webb Mgmt is pleased to respond to this opportunity with a proposal that describes our skills, relevant experience, and approach to this assignment. We are specialists in the development and operation of cultural facilities, with a strong track record of delivering inclusive, objective, and high-value studies. Additionally, we have extensive experience in the Houston region.

The heart of this proposal is a detailed description of the work we would undertake, engaging with the public and collaborating with the Tomball Economic Development Corporation (EDC) and community leaders to develop a strong and sustainable concept and plan for new facilities.



Firm Profile

Webb Mgmt is a leading provider of advisory services for the development and operation of cultural facilities, organizations, agencies, and districts. Our 500+ clients include municipalities, colleges and universities, nonprofit arts organizations, community and private foundations, commercial developers, economic development agencies, and various friends of the arts.

Our mission is to advance the arts and culture sectors with sound planning and research. We value:

- A passion for finding **achievable and sustainable strategies** for every assignment, organization, and community.
- The **integrity to pursue the right answer** as opposed to the easy answer.
- A commitment to **collaboration and partnerships**.
- A belief in the positive and **beneficial impacts of the arts and creative industries** on people, communities, and society.

Our work is not intended to sit on a bookshelf, but rather to provide direction, a detailed roadmap, and, oftentimes, a fundraising tool for those charged with turning project concepts into reality. Founded in 1997, our firm has provided planning and analysis for arts and cultural projects across North America for over 25 years. Our team, headed by principal Duncan Webb, has training in arts administration, programming, business, finance, and research.

Altogether, our experience combined with our specific expertise delivering objective, research-based projects means that we are very well suited to lead the work outlined in this proposal.



Firm Services



CULTURAL FACILITY DEVELOPMENT & OPERATIONS

One side of our practice is focused on the development and operation of arts, cultural and entertainment facilities.



CULTURAL RESEARCH & PLANNING

The other side of our practice provides research and advisory services to the arts sector.

Needs Assessment: Studies that consider whether and what facilities should be developed, improved or expanded based on market conditions and opportunities.

Business Planning: Plans for the operation of new, improved or expanded facilities that address how they should be programmed, operated, and financially sustained. This work is often completed right after the needs assessment, those two pieces combining to form a full facility feasibility study. Business planning often includes qualitative and quantitative economic and social impact projections.

Project Development: Once a project has been defined and begins to advance, we inform clients on specific issues such as financing options, real estate and site issues, project team selection and management, operating partnerships, executive search support, operational costs, project management, and bridge or start-up programming.

Facility Strategic Planning: Comprehensive strategic plans for existing arts, cultural, and entertainment facilities that inform long-range planning with internal and external analyses, the formulation of strategy and the creation of detailed implementation plans.

Research: Primary and secondary organizational and sector-wide research, including audience satisfaction, market capacity, and programming demand. Services include surveys, focus groups, demographic research, audience analysis, mapping, and benchmarking.

Strategic Planning: Strategic planning for cultural organizations and facilities addressing capacity building, audience development, earned revenue growth, capitalization, organizational evolution, staff re-organization, and board development.

Cultural Planning: Comprehensive community cultural planning addressing community cultural needs, cultural infrastructure, cross-sector collaboration, cultural asset evaluation and mapping, policy development, gap analyses, and funding mechanisms.

Cultural District Planning: Studies that evaluate the need and opportunity for the development of cultural districts, addressing market conditions, the built environment, branding and identity, district management and funding strategies.

Mergers, Acquisitions & Consolidations: Studies, strategies and ongoing advice on the combination of nonprofit arts organizations.

Executive Counsel: Coaching, executive search, board management, and other short-term assignments that provide specific research and advice on an immediate basis to answer specific questions.



Project Team



Duncan Webb

PRESIDENT | DUNCAN@WEBBMGMT.ORG

Duncan M. Webb founded Webb Mgmt to provide management consulting services to the arts and cultural industries and has led the firm since 1997, completing more than 450 assignments for the advancement of cultural communities, organizations, and facilities.

Duncan's career in the arts began onstage in a 1969 production of Gilbert and Sullivan's *Patience*. After college, he became a banker, spending seven years in commercial lending and international finance. In 1986, after many years of volunteer work in the arts, he came into the field as a producer of experimental, industrial, and commercial theatre, with such credits as the Canadian premieres of *Changing Bodies*, *Children of a Lesser God*, *Blood Brothers*, *Orphans*, *Marshall Bravestarr*, and *Barbie and the Rockers*. He also developed marketing and sponsorship programs for the Canadian premiere of *Les Miserables*.

A Certified Management Consultant (CMC), Duncan has been an active speaker and published writer on arts management and the development, operation, and financing of arts facilities. Webb's book, "Running Theaters: Best Practices for Managers and Leaders" was the first book ever written on the management of performing arts facilities. It was recently translated into Mandarin and is being used to inform cultural development throughout China. A second edition was published in May 2020.

Duncan is also an adjunct professor in the Arts Administration graduate program at Baruch College (CUNY).

Number of Cultural Facility Projects

450+

Years of Experience | Arts Administration

20+

Years of Experience | Cultural Facility Planning

30+

Years of Experience | Arts Administration Teaching

25+

Education

Bachelor's Degree in Economics,
University of Western Ontario

Master's Degree in Business
Administration, University of Toronto

Key Project Experience

Cultural Facilities Master Plan &
Covid-19 Arts Stabilization Plan for
the City of Arlington | Arlington, TX

Cultural Infrastructure & Creative
Spaces Implementation Strategy
Project | Mississauga, ON

Feasibility Study for Fairfax City
Center West Performing Arts Center
| Fairfax, VA

Feasibility Study for Performing
& Visual Arts Facilities | Howard
County, MD

Feasibility Study for an African
American Cultural Center | Virginia
Beach, VA

Feasibility Study for Cultural & Civic
Facilities for Downtown Westminster
| Westminster, CO

Cultural Plan Update for the City of
Lee's Summit | Lee's Summit, MO

Feasibility Study for a Cultural Arts
Center | Haverhill, MA

Feasibility Study for Performing
& Visual Arts Facilities | The
Woodlands, TX

Feasibility Study for Expanded
Performing & Visual Arts Facilities at
the Goddard Center | Ardmore, OK



Project Team



Stacey Cooper McMath

SENIOR CONSULTANT | STACEY@WEBBMGMT.ORG

Stacey Cooper McMath is an expert in public sector policy, grantmaking, cultural research, and strategic initiatives. She specializes in facilitation, strategic planning, and advisory services for local arts agencies and funders. In 2020 she was named a Women in Power Leadership Fellow by the Belfer Center for Innovation at the 92nd Street Y.

Prior to joining Webb Mgmt in 2022, Stacey served for eight years as Director of the Programs Unit in the New York City Department of Cultural Affairs. She led the agency's grantmaking team in a full equity audit of the \$28M Cultural Development Fund and implemented improvements to New York's competitive funding process. In her policy work she supervised two demographic studies of the cultural workforce in New York City, two reports on the impact of COVID-19 on the agency's constituents, and a data-driven analysis of \$300M in grant funding. She was a collaborator on *CreateNYC*, the City's 2017 cultural plan, and in 2018 she launched the Mayor's Grant for Cultural Impact, supporting dynamic partnerships between government and arts organizations.

Before joining the New York City Department of Cultural Affairs as a Program Officer in 2008, Stacey served as a general manager and management consultant. As the general manager at chashama she worked to transform vacant real estate into artist studios, rehearsal spaces, and film locations. Early in her career she produced theatrical projects for Target Margin Theater, Voice & Vision Theater, Studio 42, and Polybe + Seats.

She has taught in the theater and arts administration departments at Marymount Manhattan College, Columbia University, and Barnard College.

Years of Experience | Arts Administration

20

Years of Experience | Public Sector Grantmaking, Arts Initiatives & Planning

13

Years of Experience | Teaching in Higher Education

10

Education

Bachelor's Degree in American History, Barnard College

Master's Degree in Theatre Management & Producing, Columbia University

Key Project Experience

Assessment and Capacity Building for the Cultural Alliance of Niagara | Niagara County, NY

Strategic Plan for the Montgomery County Arts and Cultural District | Dayton, OH

Strategic Plan for the Clemente Soto Velez Cultural and Educational Center | New York, NY

Grantmaking Strategic Redesign and Implementation Plan for ArtsinStark | Canton, OH

San Diego Cultural Plan: Facilities and Leasehold Equity Audit | San Diego, CA

Strategic Plan for the Goshen Theater | Goshen, IN

Strategic Plan for the Keene Colonial Theater | Keene, NH

Operational and Fee Study of the Poway Center for the Performing Arts | Poway, CA

Performing Arts Center Feasibility Study for Osceola County | NeoCity, FL

Needs Assessment and Strategic Plan for The Center for Creativity at the Rialto | Westfield, NJ

Project Team



Alli Arnold

PROJECT MANAGER | ALLI@WEBBMGMT.ORG

Alli Arnold is a knowledgeable arts and culture project manager with over a decade of combined experience in arts administration, programming, research, and strategic planning in public and private sectors.

She has overseen the commissioning of new public artworks in numerous government-owned buildings and mixed-use spaces throughout the greater New York City area. Prior to joining Webb Mgmt, Alli was a manager in the Metropolitan Transportation Authority's Arts & Design Department, where she acted as a connector between artists, fabricators, and construction teams, leveraging her skills in data analysis and research in order to provide thoughtful, creative, and data-driven solutions to design challenges.

Before joining the MTA, Alli worked for the Brooklyn Academy of Music (BAM), a multi-disciplinary arts nonprofit located in publicly owned buildings. While there, she was the project lead for their Robert W. Wilson Public Art Initiative, researching artists for long-term commissions, submitting artwork for public design and community board approval, and overseeing fabrication and installation plans.

She is also an experienced grants panelist, most recently serving on the 2025 NYSCA/NYFA Artist Fellowship Panel, awarding unrestricted cash grants to photography artists in New York State. Alli holds a Bachelor of Arts in Art History and French from Loyola University Chicago and a Master of Arts in the Connoisseurship of Fine & Decorative Art from the University of Manchester's Sotheby's Institute of Art program in London. She is currently finishing her capstone project for a Master of Science in Data Analysis & Visualization from the Graduate Center at CUNY.

Years of Experience | Arts Administration

12

Years of Experience | Public Sector Arts Programming & Research

7

Years of Experience | Research & Data Analysis

5

Education

Bachelor's Degree in Art History & French, Loyola University Chicago

Master's Degree in the Connoisseurship of Fine & Decorative Art, University of Manchester's Sotheby's Institute Program

Master's Candidate in Data Analysis & Visualization, The Grad Center at CUNY

Key Project Experience

Market Update for Performing Arts Facilities Feasibility Study | Johns Creek, GA

Business Planning & Program Research for the City of Edina's Art Center | Edina, MN

Feasibility Study for New Performance Facilities | DuPage County, IL

Needs Assessment Study for Performance Facilities | Vancouver, WA

Strategic Operating Plan for the Collins Center for the Arts at the University of Maine, Orono | Orono, ME

Percent for Art Project Management for the Arts & Design Department of the MTA | New York City, Long Island, & Westchester County, NY

Project Management for the Robert W. Wilson Public Art Initiative at the Brooklyn Academy of Music | Brooklyn, NY



Relevant Experience

Webb Mgmt has completed over 500 feasibility studies, business plans, strategic plans, master plans, and research assignments, all focused on the arts and cultural sectors. Provided here is a list of some of our relevant, regional, and recent assignments, followed by more detailed descriptions of three noteworthy projects to help further illustrate our process and experience.

Recent, Regional, and Relevant Assignments

Cultural Center Redevelopment Plan, Charlotte County, FL (2025)
 Performing Arts Center Feasibility Study, Chattanooga, TN (2025)
 Cultural Hub Feasibility Study, Paradise, CA (2025)
 Armory Arts Center Renovation Business Plan, Hudson, MA (2024)
 Arts Facility Feasibility Study & Master Plan, DuPage County, IL (2024)
 Arts Center Business Plan, Edina, MN (2024)
 Performing Arts Center Feasibility Study, City of Pompano Beach, FL (2024)
 Montana Center for the Arts Feasibility Study, Bozeman, MT (2024)
 Performing Arts Center Feasibility Study, Osceola County, FL (2023)
 Downtown Arts District Master Plan, Arlington, TX (2022)
 New Arts Center Expansion Feasibility Study, Newton, MA (2022)
 Community Arts Center Feasibility Study, Flower Mound, TX (2022)
 Kiawah Island Arts Center Feasibility Study, Town of Kiawah Island, SC (2022)
 The Bridge at 211 Renovation Business Plan, Salem, MA (2021)
 Community Arts Center Feasibility Study, Bedford, TX (2019)
 Brown Homestead Arts Centre Business Plan, St. Catharines, ON (2019)
 Goddard Center Strategic Plan, Ardmore, OK (2018)
 Arts District Business Plan, Park City, UT (2017)
 Buddy Holly Center for the Arts Feasibility Study, Lubbock, TX (2016)
 York County Arts Center Feasibility Study, Rock Hill, SC (2014)



Sample Projects

1

Theatre Under the Stars (TUTS)

HOUSTON, TX | 2021

Theatre Under the Stars (TUTS) is a renowned producer and presenter of musical theater, but the core of the organization is now focused on the design and delivery of musical theater training programs for young people, with a particular focus on young people with special needs. TUTS currently runs a comprehensive set of programs in various facilities in downtown Houston. These spaces have significant physical and scheduling challenges and limitations.

Webb Mgmt was hired by TUTS to evaluate an opportunity brought forward by the developers of the Rice University Innovation District to develop a new home for the TUTS education programs as a part of this mixed-use development in midtown Houston.

The first phase of the study evaluated the market opportunity for TUTS to have new facilities at this location. We considered potential internal and external demand for new facilities and surveyed the competitive landscape. We also evaluated the opportunity for TUTS to build a stronger brand and identity at this new location, leading to positive recommendations on the feasibility of the project.

We then developed a business plan for the proposed Education Center, including programming plans, defining staffing and operating requirements, and building a financial model for the organization's operation of these new facilities. We also projected the economic impact of the project on the surrounding area.



Photography courtesy of TUTS



Sample Projects

Webb Mgmt has worked in The Woodlands on several projects over the last ten years.

Following a period of continued growth (including in the arts and culture sector), and in response to a desire to develop amenities for The Woodlands community and its region, The Woodlands Township hired Gensler and Webb Mgmt in 2017 to reassess the feasibility of various cultural development opportunities, including visual, performing arts, and other possibilities. Webb Mgmt conducted research, geo-demographic analysis, surveys, and community engagement to identify a series of development opportunities for the region.

With those opportunities in mind, a business plan was developed for new performing arts facilities in The Woodlands, which were to include several performance spaces as well as secondary spaces for rehearsal and teaching.

In 2019, Webb Mgmt came back to The Woodlands to help negotiate a development and operating agreement between the Township and a dedicated nonprofit manager for the Cynthia Woods Mitchell Pavilion.

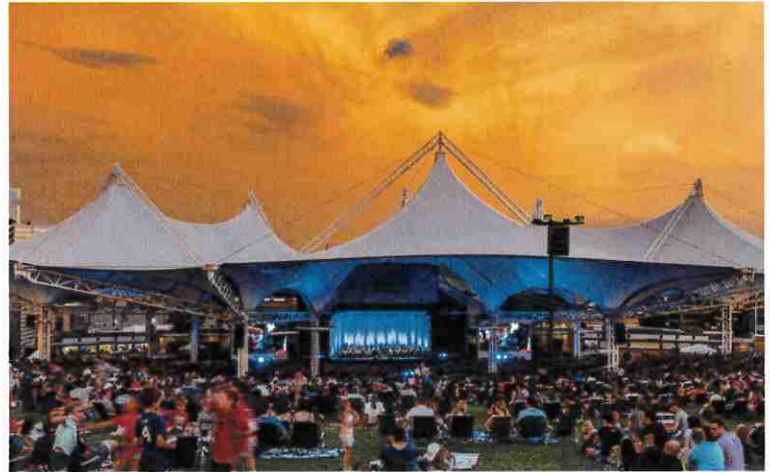
A few years later, in 2021, Webb Mgmt completed one more assignment related to this project: an analysis and recommendations on the ideal seating capacity for the main venue in the project in order to attract a high level of touring Broadway and other commercial entertainment.

Today, the Cynthia Woods Mitchell Pavilion enriches the lives of The Woodlands Township

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The Woodlands Township

THE WOODLANDS, TX | 2017, 2021



Photograph courtesy of Cynthia Woods Mitchell Pavilion

residents through access to high-quality arts, entertainment, and seasonal arts education programs. Additionally, the venue serves as a regional destination, proving to be an important resource for economic development in the township and the county.



Sample Projects

In 2011, Webb Mgmt was hired by the Independent Arts Collaborative (IAC), a nonprofit arts organization comprised of representatives from Houston-based cultural organizations, to test the feasibility of a pre-conceived plan for multi-tenant, performance, and exhibition facilities to be located in Midtown Houston. With a desire to jump-start the redevelopment of Midtown with multi-purpose arts facilities, IAC chose Webb Mgmt to conduct a careful examination of the competitive landscape of existing facilities, user demand for new facilities, and the greater socioeconomic impacts of developing arts facilities in Midtown Houston.

Webb Mgmt conducted a needs assessment that evaluated the demand for cultural arts facilities in the market and weighed supply and demand against the broader goals of the City and its robust arts community. Our work validated the plans for the new performance and exhibition facilities.

Representatives from 38 arts organizations expressed the need for flexible performance, exhibition, education, meeting, and administrative space. Existing venues in the market were lacking in affordable and available rental spaces. Most notably, the City was eager for a catalytic project in Midtown that would promote a true arts district, support local arts organizations, and reinforce Main Street as a hub for education, commerce, and culture.

Our analyses resulted in adjustments to the original plan, and included recommendations for over 10 performance, exhibition, classroom, and administrative spaces. In May 2014, construction began on the Midtown Arts & Theater Center (MATCH). MATCH is comprised of four performance spaces, three rehearsal studios, a 3,000-sqft gallery space, and offices for up to 60 arts

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Midtown Arts & Theater Center

HOUSTON, TX | 2011



Photograph courtesy of OJB Landscape Architecture

professionals. The first performances at MATCH took place in early October 2015.



Scope of Services

Here is a description of the services we would offer to support this project for the City of Tomball EDC.

Kick-Off Meeting: We will begin the planning process with a kick-off meeting with the Tomball EDC and City of Tomball leadership. Together, we will finalize the study schedule and logistics, including the organization and transmission of any recent regional plans, along with any other relevant background information.

Forces & Trends: We will identify and report on broader issues in the arts and live entertainment sector that may have a bearing on the development of new arts and cultural facilities in Tomball, including trends in arts audiences and consumer behavior, the evolving role of the arts in economic and community development efforts, and the role of technology in the development and delivery of live arts and entertainment experiences.

Market Analysis: Using local and regional data from Esri (a market research company) and other sources, we will assess the audience potential for new facilities in Tomball and the wider region in terms of population characteristics and size, with the following specific tasks:

- **Market Area Definition:** We will define primary and secondary market areas for programs that might occur in the newly redeveloped facilities based on the mapping of audience addresses provided by various groups active in the area, and incorporating knowledge from our experience in the region.
- **Resident Market:** We will conduct a demographic analysis of the defined market area(s), focusing on characteristics associated with arts participation. We will then discuss the area(s) in terms of population size and propensity to participate in the arts, considering age, education, socio-economic status, and other key demographic indicators.
- **Non-Resident (Seasonal/Tourist) Market:** We will also consider the size and characteristics of the non-resident segment of the market, including tourists, part-time/seasonal residents, those visiting friends and relatives, and other types of visitors. We will test the attractiveness of this market segment in terms of development plans for traditional and cultural tourism in the area.

Existing Facilities & Competitive Analysis: We will inventory and evaluate the condition of existing and planned arts, entertainment, and other community facilities in and around Tomball, collecting information on the facilities' capacities, features, programming, quality, and accessibility, with the aim of identifying gaps and opportunities for the redeveloped First Baptist Church site.

Uses & Users: We will identify and connect with potential users of proposed redevelopment, reaching out to representatives of local cultural organizations, arts educators, festival managers, special event planners, restaurant and banquet hall operators, potential tenants and other key stakeholders to assess their demand for various types of facilities and how they might use those spaces.

Alignment with Local & Regional Goals: We will speak with local and regional leadership to



determine if and how recommended facilities might align with local and regional goals in areas such as economic development, recruiting workers and companies to Tomball, and enhancing residents' quality of life and sense of place.

Workshop & Report: We will present our findings up to this point in a workshop setting, reviewing each component of our analysis and how that work has led to our affirmation of the project concept and recommendations on components.

Define Goals & Practices: We will define the vision and operating goals for recommended facilities, covering subjects such as community access, cost recovery, maximizing utility, and community benefits.

Precedents & Benchmarking: We will continue researching comparable venues to inform the business planning effort. Key areas of our research will include programming and operating partnerships, space utilization, food and beverage operations, rental pricing mechanisms, and overall financial performance.

Activity Profile & Programming Plan: We will prepare an activity profile for all programmable spaces in the project, listing types and levels of use by internal programs and departments. We will also suggest how activity levels will grow over the first five years of operation and propose a marketing strategy to help the new venue attract audiences and programs.

Facility Management Plan: We will suggest how recommended spaces should be operated in areas of scheduling, external rentals, capital planning, financial systems, safety and security, marketing, and food and beverage operations.

Staffing Plan: We will identify staffing requirements with compensation ranges and recommended hiring dates required to program and operate the new facilities.

Pro-forma Operating Budget: Using all of the conclusions, assumptions, and projections established to this point, we will construct a pro-forma operating budget that begins one year before new facilities open, and then forecasts the first five years of operation of new facilities. We will identify all sources of operating revenues and expenses, an appropriate capital reserve, and the likely result of operations.

Economic Impacts: Using data from the Americans for the Arts' Arts & Economic Prosperity Report 6 and the U.S. Bureau of Labor's RIMS II input/output model, we will forecast the economic impact of recommended facilities on Harris County, including the impacts of new facility operations and the ancillary spending associated with new venue audiences. We will also suggest qualitative impacts on the project for the more likely development options.

Critical Path Plan: We will create a critical path plan that identifies key steps and milestones related to fundraising, physical planning, and preparations for the opening of new facilities.

Report & Presentation: We will review and discuss the findings and recommendations of the business planning work in a workshop setting and deliver a draft report. We will incorporate feedback from the client and issue a final report that includes of the study's work.



Community Engagement

Feasibility studies require engagement plans that allow us to collect all of the information necessary to direct the project and provide key stakeholders with the right opportunities to participate in the effort. To that end, we would work with Tomball EDC leadership to finalize the right engagement strategy before we begin the study, considering the following elements:

Meetings & Communications Strategy: During the kick-off meeting for this planning process, we will work with project leadership to finalize the details of the plan's schedule and preferred communication logistics, including setting the community engagement strategy.

Individual Interviews/Focus Groups: As noted, at the out-set of the study process we will work with the leadership team to coordinate an extensive set of one-on-one and group meetings with a broad cross-section of the Tomball community, including arts and cultural leaders and workers, and leaders from the business, political, tourism, and downtown sectors.

Public Meetings: We will facilitate up to two public gatherings during the study to share information on our process, findings, and recommendations with audiences determined by the project's leadership team. These presentations will invite comments in an open and inclusive setting.

Digital Surveys/Engagement: We could support the use of web-based survey tools to collect information from study participants and the public. If desired, we would also provide suggestions and recommendations for distributing the survey and potential channels for outreach.

Deliverables

Over the course of the study, we would deliver the following information to the EDC and City of Tomball leadership:

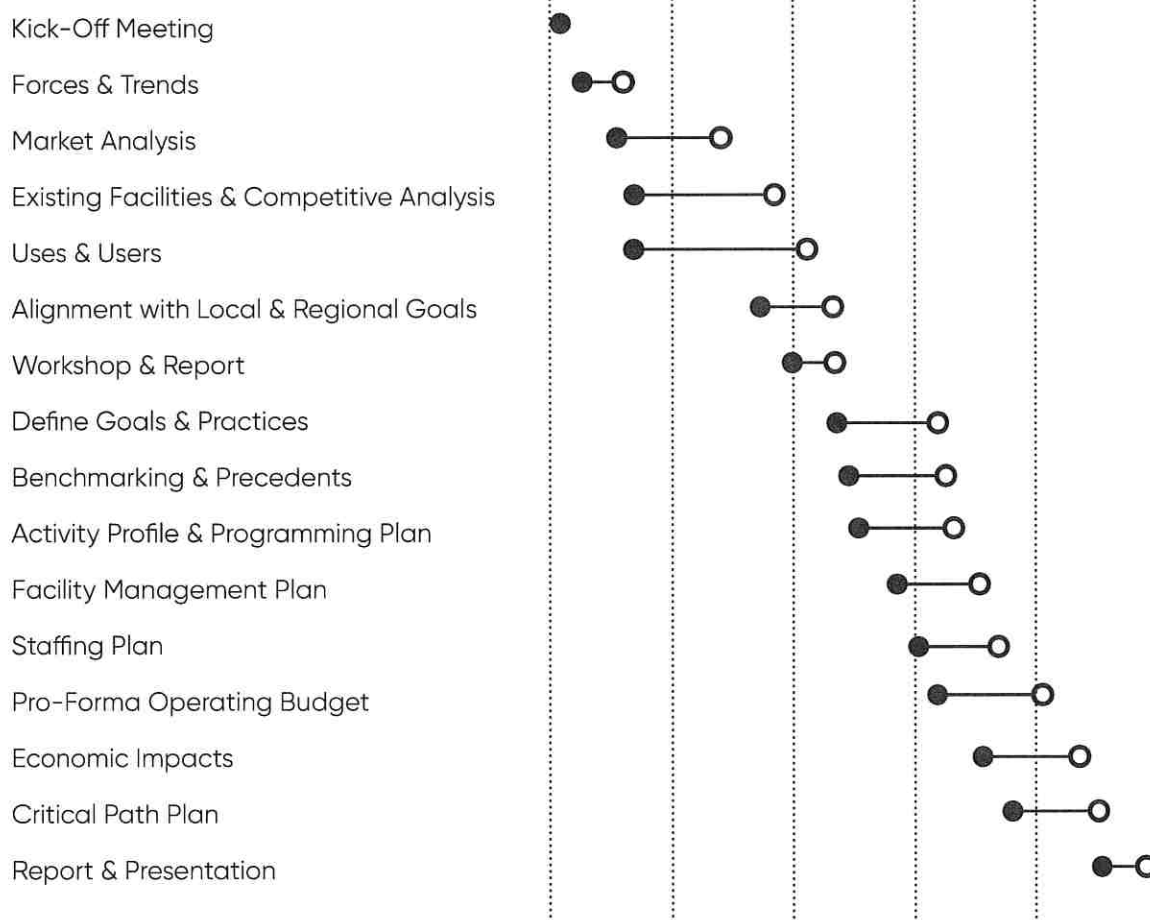
- A PDF reports that detail research, conclusions, and recommendations along with an Executive Summary that describes the process and results.
- Research, data, and materials used to analyze the market, the competitive situation for arts programming and facilities in the region, market capacity, and comparable projects.
- A multi-tab Excel-based workbook with detailed pro-forma operating budgets.
- Any survey data and interview notes



Project Schedule

TASKS

MONTHS





Fee Proposal

We propose \$52,5000 in professional fees to complete the services described above. We project an additional \$6,000 in travel expenses for this project, based an estimate of four trips at \$1,500 per person per trip.

We will bill fees monthly based on the progress of the study. Expenses will be billed monthly as incurred with no mark-up.

This proposal is valid for a period of sixty days from date of issue.

Special Joint Agenda Item Data Sheet

Meeting Date: October 2, 2025

Topic:

Presentation by Studio Red Architects of initial concept designs for the Tomball Legacy Square Project, based on community input and adaptive reuse of the former First Baptist Church campus. Concepts are preliminary, presented for discussion and direction, and will be further informed by the Webb Feasibility Study.

Background:

The Tomball Legacy Square Project focuses on the redevelopment of the former First Baptist Church campus. As part of this initiative, Studio Red Architects was engaged to prepare concept designs that explore opportunities for repurposing the existing structures and reimagining the site as a community and economic development asset.

Initial Concept Designs

Studio Red Architects will present several initial concept designs for consideration and discussion. These concepts:

- Reflect community feedback and incorporate public comments received to date;
- Explore adaptive reuse opportunities for existing structures on the campus;
- Aim to balance community needs with long-term operational and financial feasibility.

These designs are **conceptual only** and are not intended as final recommendations. They are being presented to facilitate discussion and provide direction from the Board/Council.

Next Steps

Refinements and adjustments are anticipated as the project moves forward. In particular, the forthcoming Webb Feasibility Study will provide additional financial and operational analysis that may influence design direction. As such, the concepts should be viewed as **working drafts** subject to further evaluation.

Origination: Kelly Violette, Executive Director

Recommendation: Staff recommends that the Council/Board receive the presentation from Studio Red Architects, provide feedback, and offer direction to guide refinement of the Tomball Legacy Square concepts as the project advances.

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 _____

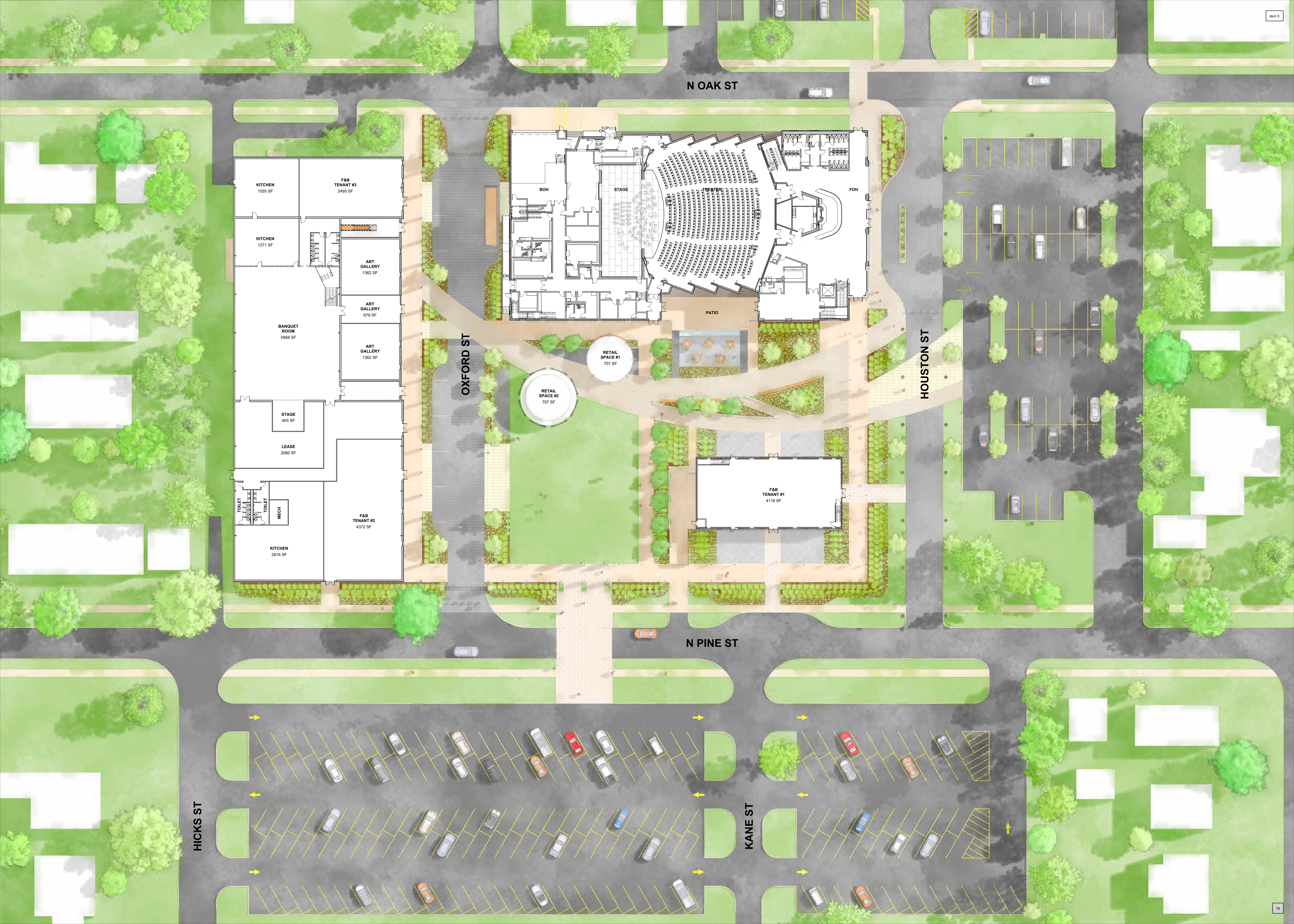
Staff Member-TEDC

Date _____

Approved by _____

Executive Director-TEDC

Date _____



N OAK ST

OXFORD ST

HOUSTON ST

N PINE ST

HICKS ST

KANE ST

KITCHEN
1555 SF

F&B
TENANT #3
2495 SF

KITCHEN
1271 SF

ART
GALLERY
1362 SF

ART
GALLERY
679 SF

ART
GALLERY
1362 SF

BANQUET
ROOM
5868 SF

STAGE
405 SF

LEASE
2060 SF

TOILET

TOILET

MECH

KITCHEN
2816 SF

F&B
TENANT #2
4372 SF

RETAIL
SPACE #2
707 SF

RETAIL
SPACE #1
707 SF

F&B
TENANT #1
4118 SF

BOH

STAGE

FOH

PATIO





































