



ECONOMIC DEVELOPMENT CORPORATION  
2020-21 ANNUAL REPORT

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**Kelly Violette**  
**CEcD, PCED, AICP**  
*Executive Director*



**Tiffani Wooten, CEcD**  
*Assistant Director*



**Tori Gleason**  
*Economic Development  
Coordinator*

To promote economic development in the City of Tomball through the attraction of new business and industry and the retention of existing businesses by providing the resources that enable and advance the general well-being of the community.

MISSION

VISION

Tomball is the community of choice for businesses, residents, and visitors, offering a dynamic economy, strong labor force, and unmatched living and working environment.

The Tomball Economic Development Corporation (TEDC) is a non-profit organization formed in 1994, after citizen approval of the 4B Economic Development Tax. The TEDC is a legal entity with the statutory authority to spend economic development sales tax dollars. Tomball's total City sales tax rate is 2¢, with 0.5¢ allocated for the reduction in property tax and 0.5¢ allocated for economic development.

The Corporation is city-chartered and governed by a seven member, City Council appointed, board of directors. Annual revenues of the Corporation have grown steadily from approximately \$800,000 in the 1994-1995 fiscal year (first full year) to over \$4 million currently.

The Corporation's funds are reinvested into the Tomball community as qualifying companies receive financial assistance in the form of cash grants to defray the costs of purchasing land, buildings, equipment, and improvements for relocation or expansion in the City of Tomball. The TEDC works to bring new, quality businesses and manufacturing to Tomball while still supporting the high-tech corporate industry and family owned and operated businesses. The Corporation's ultimate goal is to create primary jobs that infuse new dollars into the local economy by creating or selling products or services that are ultimately used locally or exported to regional, statewide, national, or international markets.

## EXECUTIVE DIRECTOR'S MESSAGE

**W**elcome to the 2020-2021 Tomball Economic Development Corporation Annual Report. Guided by our strategic initiatives and commitment to serve, our team responded to challenges presented by COVID-19. Using innovative tools, we found ways to support our local businesses, TEDC stakeholders, and the Tomball community in the midst of an unprecedented pandemic.

More than ever, the past year revealed the value of collaboration. The TEDC and our partners have worked hand-in-hand since the onset of COVID-19 to provide information and resources to those impacted. With the assistance of our allies, the TEDC helped create new programs to provide valuable services for our citizens and business owners. This cooperation demonstrates Tomball's strong culture of community, of which we are quite proud.

Despite the challenges faced in 2020, economic growth in Tomball did not wane. The Tomball Business & Technology Park continued to attract new tenants, with several projects completed throughout the year or currently under construction. The expanding diversity of industries that call the Park home demonstrates its versatility and depth.

Investments in Old Town Tomball progressed, leading to new commerce surrounded by classic main street charm. Residential growth is moving forward at a rapid pace, with more than 2,200 homesites planned or under construction. Tomball has never been more desirable!

I am proud that our Tomball EDC team adjusted to the shifting economic landscape to provide critical support to our community. Their dedication and hard work embody the mission of the TEDC – serving our business community's needs. The team's efforts were instrumental in expanding Tomball Together, an initiative created at the onset of COVID-19. What started as an informational website became an effort that exemplifies the spirit of the Tomball community in good times and in bad.

After a year full of ups and downs, Tomball experienced a tremendous loss in March 2021. Tomball's City Manager, Rob Hauck, a champion of our efforts and an inspiration to all, was fatally injured in a single-vehicle crash. Known for his generosity, charisma, and valuable insight, Rob is missed greatly, however his impact on Tomball will be ever lasting.

I am humbled and grateful to be a part of such an amazing community. We are Tomball Together!

Sincerely,



**Kelly Violette, CEcD, PCED, AICP**  
Executive Director

*In Memory of our  
Partner and Friend*



**ROBERT S. HAUCK**  
City Manager  
1966-2021



# Operating Revenue

(FY 2021 ADOPTED)

 BEGINNING FUND BALANCE  
\$24,799,619

 SALES TAX  
\$3,850,000

 INTEREST INCOME  
\$350,000

 TOTAL AVAILABLE RESOURCES  
\$29,005,119

# Expenditures

 ADMINISTRATIVE  
\$569,112

 CITY DEBT SERVICE  
\$1,127,885

 TOTAL EXPENDITURES  
\$9,184,002

 INDIRECT ECONOMIC  
DEVELOPMENT EXPENSES  
\$716,705

 GRANTS, LOANS,  
& OTHER EXPENDITURES  
\$6,770,300

 ENDING FUND BALANCE  
\$19,821,117

# 2020-21 Annual Work Plan Forms Core Goals for TEDC

Strategic initiatives, key partnerships, and targeted objectives highlight the TEDC's 2020-21 Strategic Work Plan. Developed from the 2020-23 strategic plan, the TEDC took actionable approaches to key goals. Maintaining flexibility in changing business environment, the TEDC achieved goals that supported existing businesses, recruited new companies, invested in Old Town, and spurred entrepreneurship and workforce efforts.

## Business Retention and Expansion (BRE)

### **Continually Engage and Assist in the Success of Tomball Businesses**

This initiative was designed to grow existing Tomball businesses and help them recover from the COVID-19 pandemic. Through in-person and virtual site visits, needs assessment surveys, and programming connecting community with industry, BRE efforts showcase the TEDC's engagement. The creation of TomballTogether.com served as a critical resource for businesses needing information on COVID-19 recovery resources.

## Attraction and Recruitment

### **Recruit and Secure New Businesses and Industry Suitable for Tomball**

The TEDC achieved attraction and recruitment goals by developing and maintaining relationships with businesses, site selectors, brokers, and developers. Through virtual connections, these goals were still met during the pandemic. Targeted marketing materials helped highlight Tomball's business-friendly environment, thriving Tomball Business & Technology Park, and newly acquired South Live Oak Industrial Park.

## Development/Redevelopment of Old Town **Encourage Quality Investment in Tomball's Old Town**

Partnering with local stakeholders and businesses, the TEDC pursued enhancements that furthers Old Town Tomball's commerce and charm. Infrastructure improvements, anchor projects, and shop local initiatives served as catalysts for Old Town's ongoing renaissance.

## Innovation and Entrepreneurship

### **Create Innovative Solutions to Support Emerging Entrepreneurs**

The TEDC continued to evaluate ways to promote entrepreneurship, such as creative co-working spaces, training workshops, and partnerships with area educational institutions. Programs designed to assist small businesses impacted by COVID-19 were implemented. Evaluating the feasibility of a culinary incubator space and food hall concept remained part of the strategic plan.

## Education and Workforce Development

### **Partner with Tomball ISD, Lone Star College-Tomball, City of Tomball, Greater Tomball Area Chamber of Commerce, and Local Industries to Further Develop Youth Workforce Initiatives**

Utilizing key partnerships, the TEDC continued to advance workforce development for the Tomball community. Enhancing successful events, such as Science, Technology, Engineering, Arts, and Mathematics (STEAM) camps and career fairs, was a key objective towards achieving this goal. While impacted by COVID-19, the TEDC still found ways to impact workforce efforts.

PROJECT GRANTS

2020-2021	SQ. FOOTAGE	JOBS CREATED	JOBS RETAINED	JOBS RELOCATED	CAPITAL INVESTMENT	TEDC INVESTMENT
CCJ COLLABORATIONS	10,500	55	0	0	\$4,000,000.00	\$254,205.00
TCG CAPITAL, LLC	44,000	3	0	0	\$4,000,000.00	\$254,205.00
INVACOR SOLUTIONS, LLC	27,000	59	0	13	\$3,850,000.00	\$108,000.00
HOUSTON POLY BAG I, LTD	34,000	12	68	0	\$3,731,031.00	\$18,000.00
CITY OF TOMBALL - MATHESON PARK	0	0	0	0	\$1,500,000.00	\$300,000.00
POWER NOW, LLC	9,000	15	0	15	\$500,000.00	\$45,000.00
THE HUTSON GROUP	0	0	0	0	\$97,600.00	\$48,800.00
KINSLEY ARMELLE	25,200	14	0	16	\$400,000.00	\$45,000.00
DUNNCO PROPERTIES II, LTD	5,225	20	0	0	\$2,158,857.00	\$54,760.00
B. SMITTYS, LLC	8,000	13	0	0	\$1,300,000.00	\$30,301.00
<b>TOTALS</b>	<b>162,925</b>	<b>191</b>	<b>68</b>	<b>44</b>	<b>\$21,537,488.00</b>	<b>\$1,023,516.00</b>

BUSINESSES IMPROVEMENT GRANTS (BIG)

 **24** BUSINESSES WERE ASSISTED IN 2020-21

 TEDC INVESTMENT  
**\$283,538**

 FAÇADE IMPROVEMENTS  
**\$92,662**

 LANDSCAPING IMPROVEMENTS  
**\$213,082**

 PROPERTY IMPROVEMENTS  
**\$1,148,216**

 SIGNAGE IMPROVEMENTS  
**\$118,057**

 TOTAL PROJECT CAPITAL INVESTMENT **\$1,572,018**

OLD TOWN FAÇADE IMPROVEMENT GRANTS (FIG)

 PROJECT TOTALS  
**\$454,903**

 TEDC GRANT TOTALS  
**\$121,827**

# Paradigm Brewing Co.



**A** unique project highlights recent development in the Tomball Business & Technology Park. Paradigm Brewing broke ground in February on a 10,500 square-foot brewery, which also includes space for a restaurant, packaging, and distribution. Co-owned by industry veterans, Chris Juergen and Josh Schwaiger, Paradigm Brewing will add an exciting food and beverage dimension to the Park. The brewery will open in late 2021 and is anticipated to create 55 jobs within the first two years of operation.



**T**he TEDC and the City of Tomball are partnering to fund an extension of South Persimmon Street to improve connectivity throughout Tomball and provide quick access to the growing Tomball Business & Technology Park. A key north-south thoroughfare, South Persimmon Street will extend from FM 2920 through the entire Park when complete.

Also included is a four-lane extension of Medical Complex Drive from South Persimmon to connect with Hufsmith-Kohrville Road. The project underscores TEDC's ongoing collaboration with the City. The new roads are anticipated to open in the third quarter of 2021.



South Persimmon Street / Medical Complex Drive Extension

# Old Town Façade Improvement Grant Program

**T**he Old Town Façade Improvement Grant (FIG) Program furthers the TEDC's strategic goal to encourage development in Old Town Tomball. The FIG program offers matching grant funds on projects that renovate, restore, and enhance facades and structures in Old Town. FIG projects support the character of Old Town Tomball, while improving the integrity and appearance of the building.





## Business Improvement Grant Program



Via matching grants from the TEDC, the Business Improvement Grant (BIG) Program helps property owners and businesses make improvements to buildings and property in Tomball. The BIG program encourages investments that enhance the aesthetics of the community, providing a more welcoming business environment and increasing commercial property values. Specific projects eligible for the BIG program include property, signage, facades, and landscaping.

## TomballTogether.com

**T**omball Together, an initiative created at the beginning of the COVID-19 pandemic, served as a valuable resource throughout 2020 and into 2021. With collaboration from the Greater Tomball Area Chamber of Commerce, TomballTogether.com has stayed up to date with information, resources and programs to assist businesses navigate the changing economic climate.

## Grow with Google

**S**parked by the necessity for businesses and residents to grow their technological skills during the pandemic, the TEDC partnered with Google and local stakeholders to offer Grow with Google digital skills workshops. Grow with Google helped the community learn skills helpful in navigating the challenges of COVID-19 by improving their online presence to reach customers and grow business through online content promoting products and services.

Grow with **Google**  
PARTNER





# Ten Days of Tomball Together

**T**en Days of Tomball Together, held November 13-22, was created as a shop local event to rally the community and support local businesses hit hardest by the pandemic. A partnership between the TEDC, Chamber, and Tomball Business & Professional Women, Ten Days of Tomball Together poured money back into the local economy and raised money for scholarships. More than 60 Tomball-area businesses participated.



*Ten Days of Tomball Together*

November 13 - 22

*Mystery Shopper Poem*

**Crisp, Beautiful Fall Weather  
Is The Forecast For Our  
Ten Days of Tomball Together**

**Shop Local, Shop Small  
This is Your Task  
But Keep Your Eyes Open For Those  
With a Tomball Together Mask**



**Sip, Shop, Stroll, Stay  
Our Mystery Shoppers Will Be  
Out And About On Saturdays**

**Are You The Mystery Shopper?  
Is What You Should Inquire  
One Hundred Dollars Could Be Yours  
To Do As You Desire!**

*Tomball Together  
Community Forever!*



## PROJECTS & DEVELOPMENTS



### JDR Cable Systems

Subsea power cable company, JDR Cable Systems, relocated their United States headquarters from Houston to the Tomball Business & Technology Park. Developed by Welcome Group, JDR moved into a newly constructed 65,000 square-foot facility with 45,000 square feet of assembly space and 20,000 square feet of office. A TEDC grant helped bring the company and its 45 employees to Tomball.

### Turnstone Texas Group

Turnstone Texas Group completed the construction of five tilt-wall buildings on 9.4 acres along Highway 249 in Tomball. The development consists of two dock-high buildings at 22,500 square feet and 26,250 square feet, two crane ready tilt-wall buildings at 16,000 square feet and 12,000 square feet, and a 15,000 square-foot building. The TEDC provided a grant to assist with infrastructure costs on the \$8.2 million capital investment.



### Kinsley Armelle

E-commerce jewelry company, Kinsley Armelle, decided to make the Tomball Business & Technology Park its corporate headquarters. The company was awarded a grant from the TEDC to invest in improvements to their 25,000 square-foot office to streamline operations. With more than 200,000 customers and carried by more than 4,000 vendors worldwide, Kinsley Armelle has immediate plans to grow its team in Tomball.

## Power Now

Power Now, a company specializing in the sale, service, and installation of generators relocated its headquarters from Cypress to 215 S. Persimmon Street in Tomball. The company, which brought more than a dozen jobs to Tomball, purchased a 9,000 square-foot facility and has utilized a TEDC grant to make property improvements. The facility helps Power Now optimize processes and houses the only offsite Briggs & Stratton training facility in the United States.



## Element Sportsplex

Element Sportsplex, a state-of-the-art indoor sports facility, announced intentions to open on Theis Lane in Tomball. The 45,000 square-foot complex plans to include volleyball and basketball courts, concession stands, a pro shop, office space, and a lobby for visitors. Infrastructure costs are being aided by a TEDC grant on the \$4.7 million capital investment. The facility, which will also be the home to Texas Legacy Volleyball Club, plans to open in 2021.

## Jerry Matheson Park

The TEDC has committed \$300,000 to the improvement of Jerry Matheson Park on Ulrich Road in Tomball. The Matheson Park master plan includes a splash pad, zip line, walking trail, and four lighted pickleball courts. This project, which is set to get underway in 2021, would continue TEDC's mission to improve quality of life in Tomball.







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# See the Fresh Face of Tomball EDC

Announcing the launch of the all new Tomballtxedc.com



The TEDC unveiled a dynamic website to match the community and business atmosphere it represents. Launched in February 2021, the updated Tomballtxedc.org brings to life information, resources, news, and more portraying the Tomball economic story.





**TOMBALL**  
ECONOMIC DEVELOPMENT CORP.

## Your Skilled Workforce Is Already Here

Learn more on the all new [Tomballtxedc.com](http://Tomballtxedc.com)



**TOMBALL**  
ECONOMIC DEVELOPMENT CORP.

## Home to a Diverse Set of Thriving Industries

Learn more on the all new [Tomballtxedc.com](http://Tomballtxedc.com)



**TOMBALL**  
ECONOMIC DEVELOPMENT CORP.

## A Dynamic Economy Powered by Community

Learn more on the all new [Tomballtxedc.com](http://Tomballtxedc.com)

Highlighted by key tools for site selectors, developers, industry, and local stakeholders, the new and improved website is a comprehensive resource for anyone looking to do business in Tomball. Tools to search properties, examine the labor force, explore demographic data, and compare Tomball to other communities are updated and user-friendly.

Highly detailed, yet easily navigable, the new website presents a clear picture of Tomball's welcoming environment. Tomball has so much to offer and it all can be found at [Tomballtxedc.org](http://Tomballtxedc.org).



**T**he Tomball Economic Development Corporation was awarded four 2020 Excellence in Economic Development Awards from the International Economic Development Council (IEDC), a record number for the TEDC. Honors included Bronze Excellence Awards for the following economic development initiatives:

- 2019 Annual Report
- Business Improvement Grant Program
- Science, Technology, Engineering, Arts, and Mathematics (STEAM) Camp
- Tomball Together website

The awards were announced during IEDC's Virtual Annual Conference in October 2020.

Excellence in Economic Development Awards recognize the world's best economic development programs and partnerships, marketing materials, and the year's most influential leaders. Awards are judged by a diverse panel of economic and community developers from around the world. IEDC received more than 500 submissions from 4 countries.

**T**omball Economic Development Corporation staff participated in several professional development programs to enhance economic development and leadership skills. Executive Director Kelly Violette and Assistant Director Tiffani Wooten completed the Advanced Economic Development Leadership (AEDL) program, earning a Master Practitioner designation from Texas Christian University, Clemson University, University of New Mexico, and the University of Southern Mississippi.

The entire TEDC team participated in Community Development Institute (CDI) Texas. Economic Development Coordinator Tori Gleason completed the second of a three-year program. Year two curriculum focused on implementing economic development strategies that align with primary focuses of TEDC. Having completed all three years of CDI, Violette and Wooten participated in Advanced CDI training focused on the application of community and economic development principles.

Gleason was also selected as a member of Leadership North Houston Class XXVI, which encourages exchange of best practices and strengthens leadership foundations. Gleason and the leadership class selected a class project to provide essential items the homeless moving into temporary housing through H.O.P.E. Haven, a non-profit supporting the homeless.



# TOMBALL

ECONOMIC DEVELOPMENT CORP.

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