

ANNUAL
REPORT

CITY OF

2024



TOMBALL



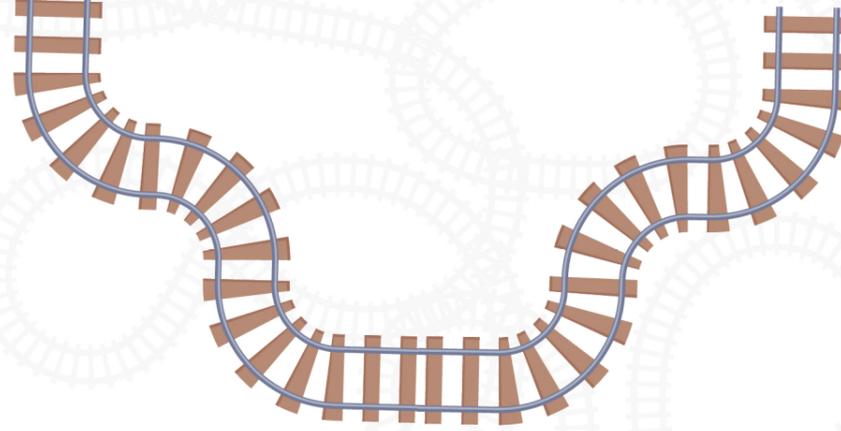
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Dear Tomball Community Members,

As we begin the new year, we are proud to present the City of Tomball's 2024 Annual Report, highlighting our accomplishments and goals. The Council and I are committed to representing everyone, incorporating public input and city staff insights to make the best decisions for our community. Below are key focus areas from 2024:



The City of Tomball remains committed to preserving our rich history while planning for a vibrant and sustainable future. It is our honor to serve this community, and we thank you for that privilege.

Sincerely,

Mayor Lori Klein-Duinen

INFRASTRUCTURE

- Commenced the South Wastewater Treatment Plant expansion.
- Completed the Drainage Master Plan.
- Increased our water supply capacity.

MAINTAINING OUR HOMETOWN FEEL

- Secured funding for the reconstruction and expansion of Main Street, including improvements to sidewalks and the replacement or addition of trees.
- Supported Tidy Up Tomball's community improvement efforts.

COMMUNICATION

- Started monthly "Mayor's Kaffeeklatsch" at the Community Center.
- Increased Community Center programs and local school outreach.
- Hosted town halls and workshops on key topics.

LOUIE'S TOGETHER PLAYGROUND

- Completed Louie's All Together Playground at Juergens Park.
- Revamped Matheson Park with new pickleball courts, a splash pad, and enhanced lighting.
- Advanced sidewalk projects to improve walkability.

GRANTS

- Secured \$1.5 million for a ladder truck and \$7 million for drainage improvements.
- Continued prioritizing grant funding to support major projects.

PRESERVATION AND FUTURE PLANS

- Published "Images of America: Tomball" in partnership with local organizations.
- Launched the Tomball Historical Preservation Initiative.
- Acquired property for potential City Municipal Complex expansion.





Dear Tomball Community,

It is with great pride that we present the 2024 City of Tomball Annual Report. Our city continues to thrive as a hub of commercial and residential growth, with new subdivisions breaking ground and commercial businesses opening their doors. Amid this progress, our community spirit remains a cornerstone of the "Tomball way," fostering a unique sense of connection and pride that sets us apart.

While growth is inevitable, the City Council remains steadfast in prioritizing the preservation of Tomball's small-town charm. Guided by community needs, council direction, and evolving growth patterns, our dedicated city staff works diligently to deliver exceptional services. We are committed to focusing on resident satisfaction, quality of life, financial health, safety and security. These priorities ensure Tomball remains the top choice for families and businesses while positioning our community to successfully navigate future challenges.

As your City Manager, I have the privilege of directing and planning the operations that support our community. I am incredibly proud of our staff, whose daily efforts directly and indirectly impact everyone who lives, works, and plays in Tomball. This annual report highlights the initiatives and goals accomplished in 2024 and provides key indicators we use to track our progress and performance.

Tomball's outlook is as exciting as it is positive, not only because of the growth we are experiencing but also because of our collective determination to preserve the qualities that make our city so unique.

Sincerely,

City Manager



CITY OF TOMBALL ★ FAST FACTS ★



Population

14,201

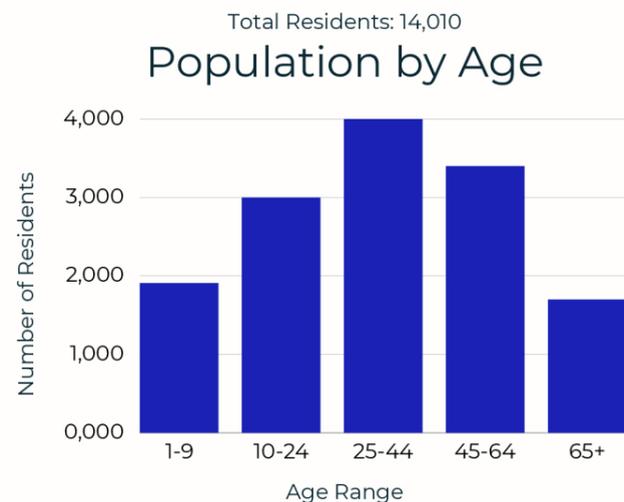
Median Age

38 Years



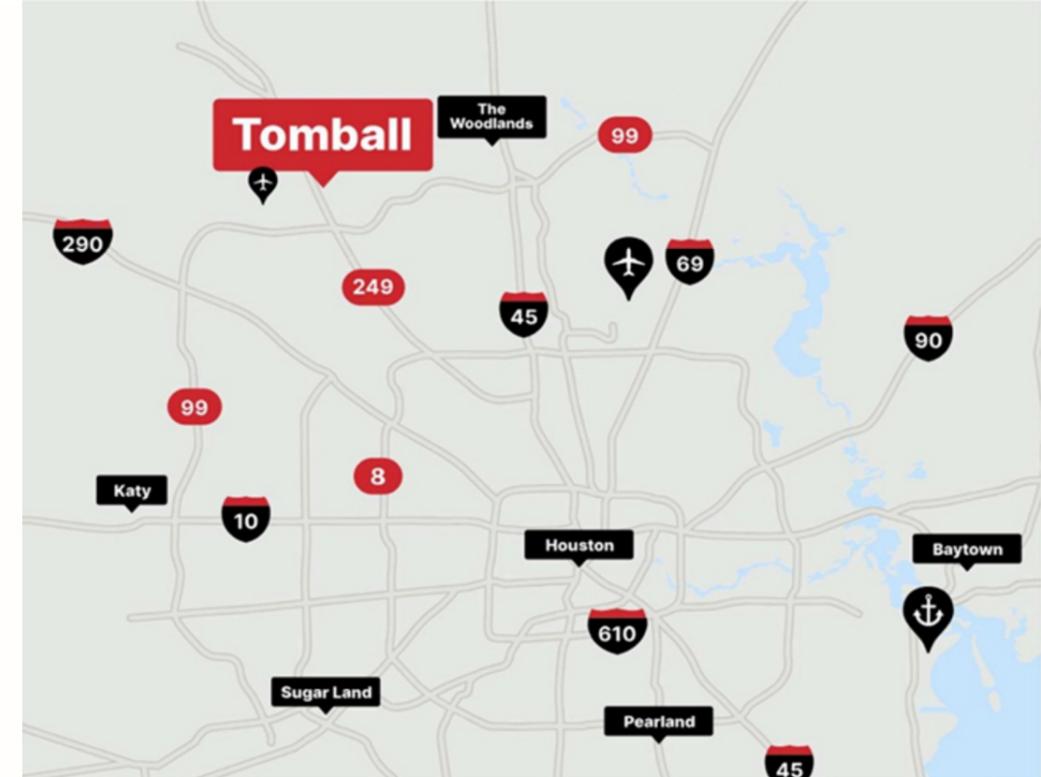
Educational Level (Pop. 25+):
with a bachelor's degree or higher

32.8%



Tomball: A Thriving City with a Rich Heritage

Tomball's history dates to the mid 1800s when European settlers arrived, drawn by the region's fertile land and dense forests. Originally named Peck, the community was renamed Tomball in 1907 in honor of Thomas Ball, whose efforts to bring the railroad spurred economic growth. The city's prosperity skyrocketed in 1933 with the discovery of oil, earning it the nickname "Oiltown USA." Over the years, energy production, commerce, and community development have shaped Tomball into the thriving, economically diverse city it is today.



A Dynamic Hub for Business and Community

Located just 32 miles northwest of Houston, Tomball has positioned itself as a key player in Harris County's business district. The city's growing population is supported by ongoing infrastructure projects, a strong business community, and a deep appreciation for its heritage. Attractions such as the historic railroad depot and museum, the German Heritage Festival, and Deck the Depot highlight the city's charm, while vibrant shopping districts and award-winning restaurants make it a sought-after destination.

This year, Tomball earned the distinction of being ranked No. 2 for the best school district in the Houston area and was recognized for having the region's top teachers. The city is also home to **HCA Houston Healthcare Tomball**, a nationally accredited healthcare provider. Additionally, the recent arrival of **Costco**, a major multinational warehouse club, reflects Tomball's continued economic growth and appeal.

Top Employers and Economic Strength

Tomball is home to several major employers, including:



Median Household Income

\$70,829



Employment Rate

54.6%



Number of Households

4,773



Employee Labor Force

6,068



Square Miles

13.4



2024 Assessed Value

\$3,461,198,348

CITY OF TOMBALL ★ MAYOR & CITY COUNCIL ★



Lori Klein Quinn, Mayor
Elected May 2022



John F. Ford, Council Position 1
Elected May 2017



Paul Garcia, Council Position 2
Elected May 2024



Dane Dunigan, Council Position 3
Mayor Pro Tem, Elected May 2022



Lisa A. Covington, Council Position 4
Elected May 2024



Randall Parr, Council Position 5
Elected May 2022

The City Council envisions major players coming together to create the future of Tomball to include:

- Pedestrian-friendly streets
- A positive business environment
- A sense of community
- A place to be proud of
- A hometown feeling with:
 - ✓ Excellent Education
 - ✓ Healthcare
 - ✓ Churches
 - ✓ Public safety
 - ✓ Utilities
 - ✓ Internet
 - ✓ Public Facilities
 - ✓ Mobility

This vision is used as a guide by the City Council to assist in developing programs and strategies for the good of the community. Future management of growth issues and budget decisions will be with these initiatives in mind.



CITY OF TOMBALL ★ CITY SECRETARY'S OFFICE ★

The City Secretary's Office plays a pivotal role in ensuring transparency, compliance, and efficiency within Tomball's local government. As mandated by the Texas State Law and the City Charter, the office oversees records management, public information requests, City Council legislation, election administration, permits, and serves as the city's official historian. In 2024, the department achieved significant milestones, strengthened public engagement, and enhanced operational efficiency.

Highlights

RECOGNITION AND CERTIFICATION

- Awarded the prestigious **Texas Municipal Clerks Association's Achievement of Excellence Award** for effective and efficient resource management.
- The City Secretary earned the **Master Municipal Clerk Certification** from the International Institute of Municipal Clerks, demonstrating advanced expertise and dedication to professional development.
- Staff members completed recertifications under the Texas Registered Municipal Clerks program.

ELECTION OVERSIGHT

- Successfully conducted the **2024 General Election and a Special Charter Amendment Election**, ensuring integrity and compliance with state laws.



EFFECTIVE RECORDS MANAGEMENT FOR ENHANCED TRANSPARENCY

- Modernized the city's electronic records system, improving accessibility and compliance.
- Conducted city-wide records management and Public Information Act training in collaboration with the Texas Attorney General's office.
- Processed 1,484 public information requests in FY 2024, with an average response time of four days.

COMMUNITY ENGAGEMENT & PARTNERSHIPS

- Organized monthly Mayor's Kaffeeklatsch events, covering topics such as hurricane preparedness, city projects, police-community partnerships, and family-friendly programs offered by the library.
- Hosted the Sam Houston Trail Ride Reception, the Boards and Commissions Banquet, and the Tomball Prays Together initiative.
- Created the Centenarian Program to honor community members who have reached 100 years of age or older.
- Hired a part-time archivist to support the Greater Tomball Area History Center in partnership with Lone Star College-Tomball.

MUNICIPAL COURT ADMINISTRATION

- Processed 4,501 total cases, including 3,510 municipal court citations filed and successfully adjudicated 2,318 of those cases.



Photo: The City Secretary Office receiving the TMCA Achievement of Excellence Award



CITY OF TOMBALL ★ COMMUNITY DEVELOPMENT ★

The mission of the Community Development Department is to implement the City's land use codes to ensure that the community is developed in accordance with the City's vision and administer permits and perform inspections in accordance with the City's adopted building codes to ensure the adequate and safe construction of residential and commercial structures.

COMMUNITY DEVELOPMENT NUMBERS

5	11,969	9	180	1,668	33	20
Board of Adjustment Cases	Building Inspections Performed	Code Amendments	Code Enforcement Cases Processed	Plan Reviews Completed	Platting Applications	Rezoning Cases



Onsite Inspector Training: Tomball's Building Division upholds high construction standards through ongoing training. Inspectors review plans, update policies, and apply building codes to ensure safe, high-quality structures that benefit residents, businesses, and the community.

HIGHLIGHTED ACCOMPLISHMENTS

- Education Provider Recognition:** Established the City of Tomball as a preferred education provider for the International Code Council.
- Updated International Building Codes:** Ensured that the city's building standards are current and promote safety.
- Developed Tree Preservation Code:** Introduced regulations to protect the city's green canopy.
- Created New Zoning Districts:** Created the Neighborhood Retail and Single-Family 7.5 Zoning Districts to better serve the community.

Updated Screening and Buffering Standards: Improved regulations to enhance community aesthetics and privacy.

Ongoing Comprehensive Plan Update: Continued efforts to revise the Comprehensive Plan and Future Land Use Map.

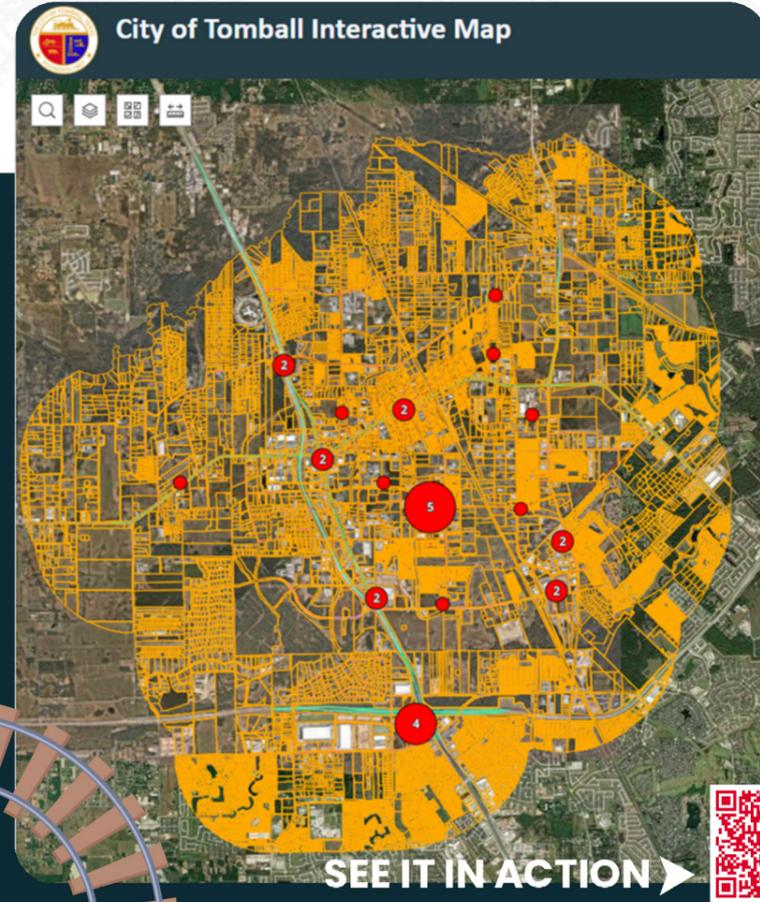
Development of Unified Development Code: Progressed in creating a consolidated code for streamlined development processes.

Launched SmartGov: Implemented a new permitting and development processing platform to enhance service delivery.

Enhanced Interactive Map: Added features to the City of Tomball Interactive Map for better public accessibility.

Timely Processing: Ensured all applications, permits, and inspections were processed within required timeframes.

Code Enforcement Weekend Coverage: Initiated weekend coverage to address code enforcement issues promptly.



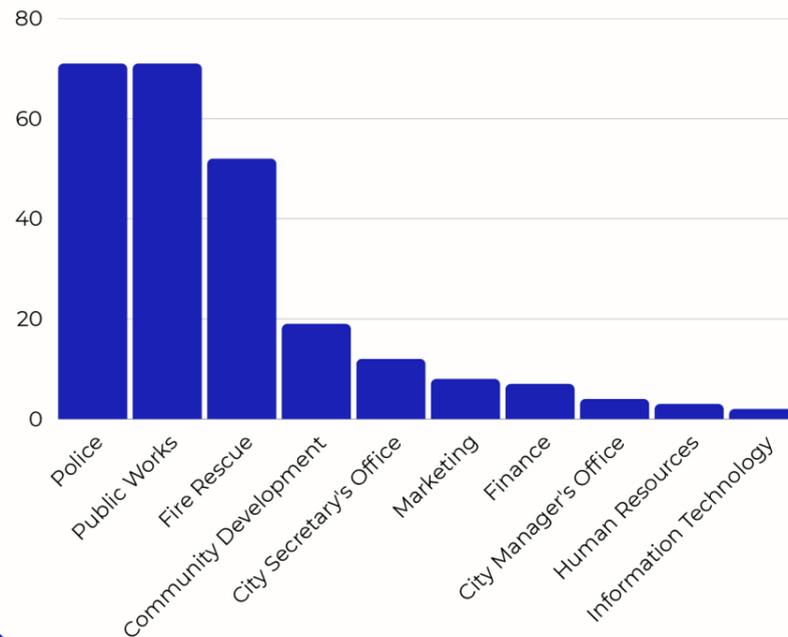
The City's interactive GIS web map provides zoning information, future land use information, utility locations, street data, thoroughfare plan information, parcel information, flood hazard data, and municipal boundaries.



CITY OF TOMBALL ★ HUMAN RESOURCES ★

The Human Resources Department is committed to cultivating a diverse and empowered workforce that drives Tomball's success. Through innovative recruitment, onboarding, training, and retention strategies, HR fosters a productive and inclusive culture aligned with the city's values.

FY 2024 City Wide Employee Distribution



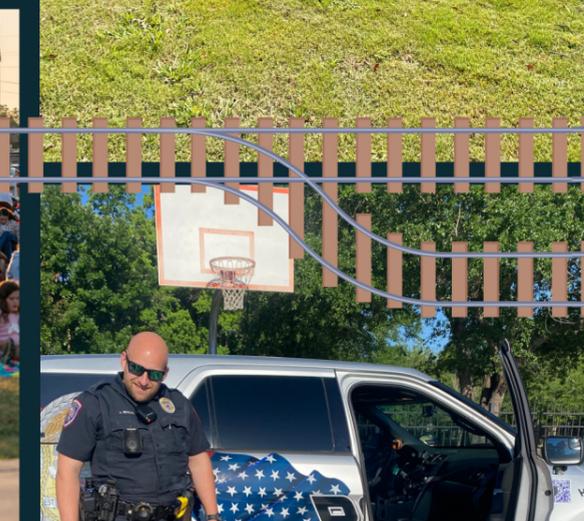
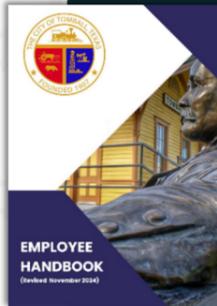
Key Accomplishments

ENHANCING EMPLOYEE DEVELOPMENT

- Hosted **26 professional development sessions**, including a communication workshop aimed at enhancing staff communication skills and identifying strengths and areas for growth.
- Introduced career pathways and wellness initiatives to support employee well-being and motivation.
- Expanded the **staff development program** with periodic training sessions.

UPDATED POLICIES AND HANDBOOK

- Successfully modernized the City's **employee handbook**, updating 33 policies to improve productivity, compliance, and accountability.
- Enhanced onboarding and retention strategies to cultivate a **resilient and efficient team** dedicated to serving the community.



CITY OF TOMBALL FINANCE DEPARTMENT

The City of Tomball's Finance Department is committed to safeguarding the city's financial strength through sound fiscal management and strategic planning. The department oversees budgeting, accounting, utility billing, and treasury operations while upholding financial integrity, transparency and supporting long-term growth.

The Finance Department upholds Tomball's financial strength through transparency and strategic planning. In 2023, the city earned:

CFOA Distinguished Budget Recognitions



Tomball earned this prestigious award for its FY 2023-2024 Budget, marking 16 consecutive years of recognition. This reflects the Finance Department's dedication to accurate, transparent, and strategic financial planning.

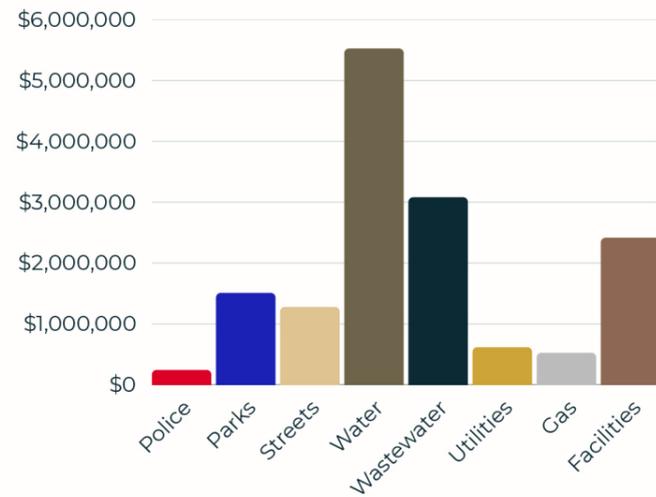
CFOA Certificate of Achievement for Excellence in Financial Reporting



For the 33rd consecutive year, Tomball received this award, highlighting its consistent excellence in financial reporting and commitment to the highest standards of fiscal integrity.

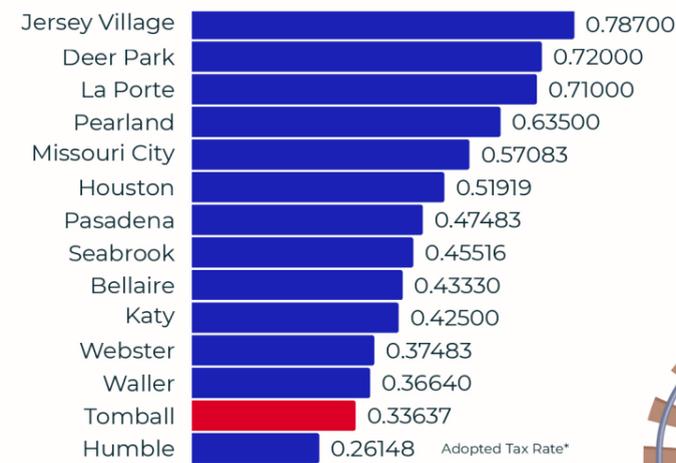
FY2024 Capital Improvement Program

The City of Tomball's Capital Improvement Program (CIP) is a multi-year strategy designed to fund essential projects that maintain and improve city facilities and infrastructure. These initiatives support growth, enhance long-term development, and improve the well-being of residents.



Municipal Tax Rate Comparison

Tomball maintains one of the lowest property tax rates in the region, with an adopted rate of \$0.336365 per \$100 of property valuation second only to Humble. This low rate ensures affordable property taxes while delivering essential services, reflecting the City Council's commitment to providing an excellent quality of life for Tomball residents.

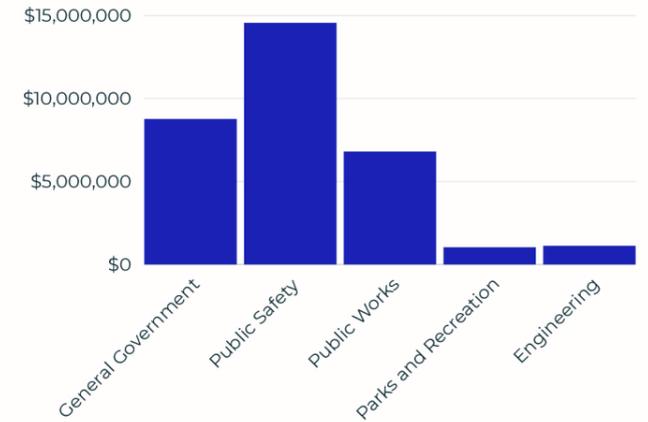
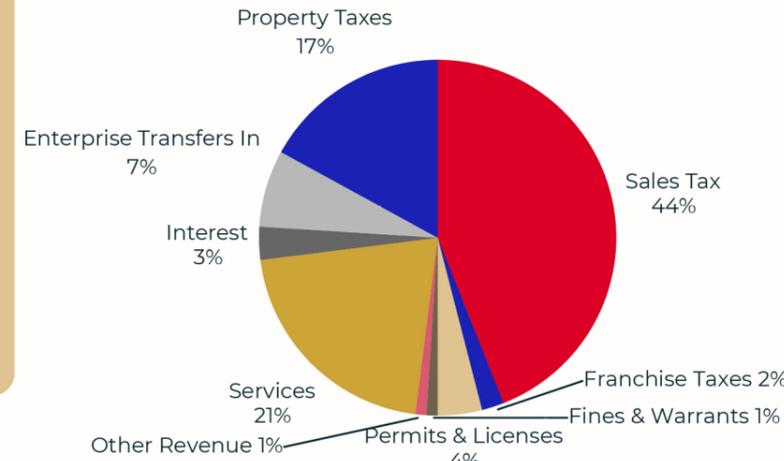


GENERAL FUND OVERVIEW

The General Fund supports essential city services such as public safety, public works, community development, and general government operations. It is funded primarily through sales tax, property tax, service fees, permits, licenses, and franchise taxes.

- Key highlights:**
- Sales tax makes up 44% of revenues, up 5.8% from last year.
 - Property tax accounts for 17%, also increased from the prior year.

FY 2024 General Fund Revenues

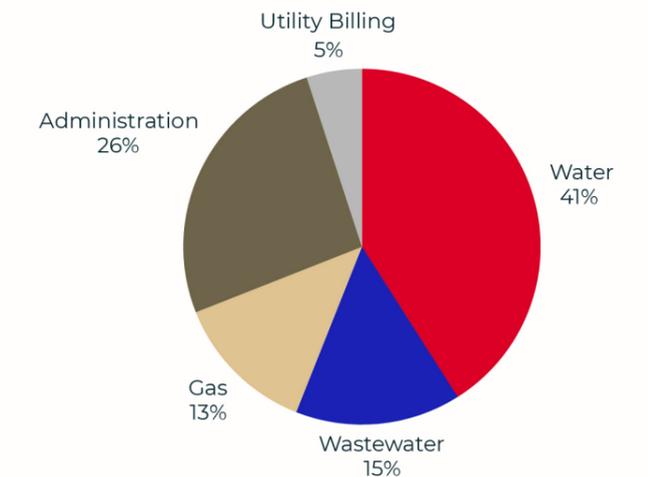
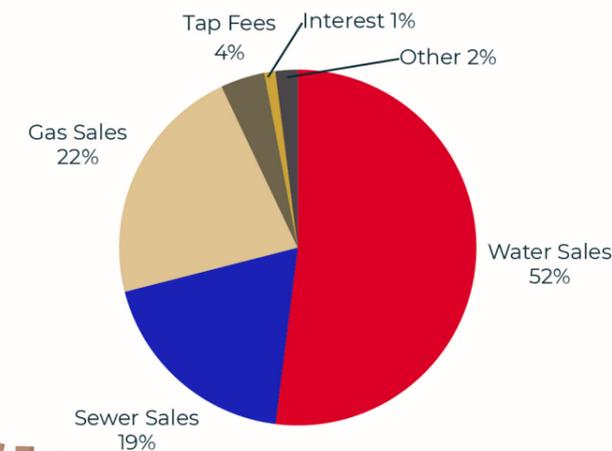


FY 2024 General Fund Expenditures by Department

ENTERPRISE FUND OVERVIEW

Tomball's Enterprise Fund supports the City-operated water, wastewater, and gas utilities and is funded by service charges. The City's Utilities staff work to maintain efficient operations, provide for infrastructure upgrades, and ensure compliance with regulations. The enterprise fund covers routine maintenance, critical projects, equipment upgrades, and personnel, ensuring reliable service for the community.

FY 2024 Enterprise Fund Revenues



FY 2024 Enterprise Fund Expenditures

★ CITY OF TOMBALL ★ POLICE DEPARTMENT

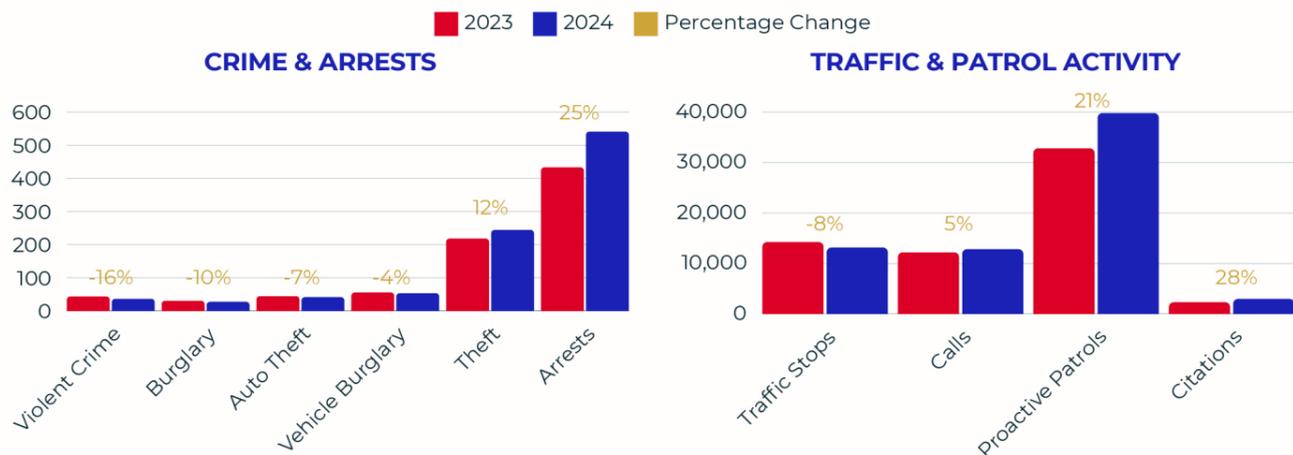
The Tomball Police Department is committed to protecting and serving the residents of Tomball by providing fair, impartial, and ethical police services to all members of the community while upholding the highest standards of integrity, professionalism, and respect.

Lone Star
College Police
Academy
Graduates



Highlights

PATROL DIVISION SUMMARY



COMMUNITY OUTREACH

- **Education & Workforce Support:** Provided transportation for 16 events for neurodivergent students and facilitated three internships through Lone Star Community College programs.
- **Community Engagement:** Hosted 12 Coffee with a Cop events, provided security for 30 major events, and conducted 151 homeless outreach contacts.
- **Public Safety & Outreach:** Deployed bike patrols six times for festivals, races, and missions. Supported four Joy Ride events and facilitated an 8-week Citizens Police Academy training for 17 participants.
- **Holiday Giving:** Organized Holiday Heroes, providing Christmas gifts to 178 children.
- **Recruitment Efforts:** Produced a regional police recruitment video and began developing a City of Tomball recruitment video for early 2025 release.
- **Local Business & Housing Outreach:** Engaged with 10 hotels, 9 nursing homes, and 8 apartment complexes, offering resources, training, and community activities.

OPERATIONAL STATS

Criminal Investigation Division

- Cases assigned: 579
- Cases cleared: 255
- Charges & warrants: 117

Property & Evidence

- Destruction orders: 859
- Items destroyed: 3,210
- Items in custody (start of year): 11,585
- Items in custody (end of year): 8,179

Records

- JustFOIA requests: 1,540
- District Attorney's requests: 999
- Municipal Court requests: 42

Courts

- Court dockets: 134

Training & Certifications

(Number of officers trained in each program)

- Advanced Law Enforcement Rapid Response Training (ALERTT): 44
- Certified ALERTT Instructors: 4
- Developing Leaders in TX Law Enforcement: 12
- Certified Drone Pilots: 5
- Texas Commission on Law Enforcement Instructor Certification: 4
- Emergency Response Awareness System: 2
- Advanced Drug Interdiction Tactics: 2
- Courtroom Testimony Training: 2



CITY OF TOMBALL ★ FIRE RESCUE ★



Highlights

RESPONSE HIGHLIGHTS

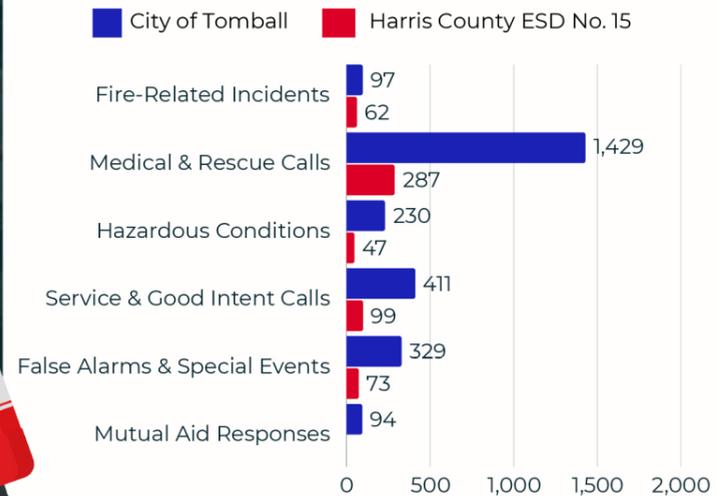
- **Total responses:** 3,158
- **Mutual aid given:** 94 | Mutual aid received: 17
- **Fire prevention education:** 69 public events | 3,677 students reached
- **Community risk reduction:** 61
- **Property saved:** \$7.65M (City) | \$1.28M (ESD district)

HARRIS COUNTY ESD NO. 15 RELATIONSHIP

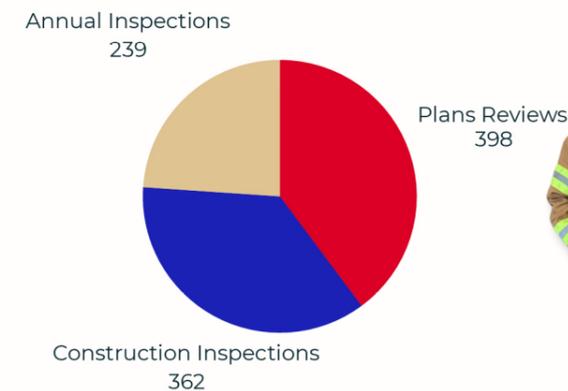
The City of Tomball Fire Rescue maintains a strong partnership with Harris County Emergency Services District No. 15 (HCESD 15). This collaboration ensures efficient fire protection and emergency response services across the shared jurisdiction. Through coordinated training, resource sharing, and mutual aid agreements, both entities work together to enhance public safety.



CALLS FOR SERVICE



FIRE PREVENTION ACTIVITIES



FIREHOUSE NO. 4 GRAND OPENING

The City of Tomball Fire Rescue and HCESD 15 celebrated the grand opening of Firehouse No. 4, which is a HCESD 15 station strategically placed to improve response times and fire protection. Designed to meet the region's needs, it enhances efficiency and ensures first responders are well-equipped to serve the growing community.



NEW CUSTOM FIRE TRUCKS

The City of Tomball and HCESD 15 invested in two customized fire trucks to enhance emergency response and meet the region's specific needs. One is stationed at Firehouse No. 4 and the other one at Firehouse No. 2, providing broad coverage and improved emergency readiness.



FIRE PREVENTION EDUCATION

Operation Prevention is a key initiative led by the City of Tomball Fire Rescue to educate and empower children on fire safety and prevention. Through engaging programs and hands-on demonstrations, the department reaches thousands of students annually, fostering a culture of safety and preparedness in the community.



★ INFORMATION TECHNOLOGY ★

The Information Technology (IT) Department is committed to delivering innovative and reliable technology solutions that empower city employees to perform their duties efficiently while ensuring optimal resource use and upholding the highest standards of cybersecurity.

The IT Department is also responsible for maintaining and safeguarding the technology infrastructure that supports city departments, ensuring the seamless delivery and utilization of essential services to the residents of Tomball.

KEY INITIATIVES

- **Migration to Government Cloud Services:** Transitioned from private to government cloud platforms, achieving higher security standards and ensuring better protection of residents' data.
- **Advanced Server Management:** Implemented a state-of-the-art platform to manage server configurations, security, and provisioning efficiently, resulting in more reliable city services.
- **Strengthened Cybersecurity:** Deployed advanced security software to safeguard the city's digital infrastructure and protect against potential threats.
- **Comprehensive IT Policy Manual:** Initiated consolidation of individual IT policies into a single, structured manual to ensure consistency, improve accessibility, enhance security, streamline updates, and standardize technology practices, strengthening compliance and operational efficiency across all departments.

CRITICAL APPLICATION UPGRADES

- **Court Software Upgrade:** Streamlined the municipal court system, ensuring a smoother and more efficient experience.
- **Mobile E-Citation System Upgrade:** Enhanced the efficiency of the electronic citation system used by law enforcement improving processing times.
- **Court Software Upgrade:** Implemented an upgraded municipal court software to enhance the efficiency of court operations and improve the overall user experience.

TOMBALL



CITY OF TOMBALL PUBLIC WORKS

The Tomball Public Works Department is dedicated to delivering essential services that enhance the quality of life for residents while fostering sustainability and growth. We strive to maintain and improve the City's infrastructure through innovative projects, efficient utility services, and the enhancement of public spaces.



PRIMARY FOCUS AREAS

- Water & natural gas distribution and supply
- Sewer collection and treatment
- Street, parks, and drainage maintenance
- City building, vehicle, and equipment maint.
- Construction management and inspection
- Environmental regulatory compliance
- Solid waste collection contract management
- Engineering management and plan review

Service & Repairs Highlights

- **Winter Storm Enzo Response:** Addressed 92 water service calls and 111 gas service calls.
- **May Flooding:** Completed 36 work orders for street closures due to flooding.
- **Hurricane Beryl Cleanup:** Removed 600 tons of debris.
- **Special Events Support:** Provided services for 38 special events.
- **Drainage Channel Projects:** Completed 5,400 feet of mowing, clearing, and digging.
- **Water Line Repairs:** Fixed 55 water service line leaks and 11 water main line leaks.
- **Gas Leak Repairs:** Addressed 29 gas leak incidents.
- **New Gas Meters:** Installed 237 new gas meters.
- **Sewer Work:** Repaired 26 sewer stops.
- **Vehicle Maintenance:** Completed 659 vehicle work orders.
- **Tree Planting:** Planted 155 trees across the city.
- **Street Drainage Maintenance:** Completed 486 drainage-related work orders.



Construction Management

Inspection of public infrastructure (roads, drainage, water, sewer, and gas mains)

NEW RESIDENTIAL DEVELOPMENT

- Raburn Reserve Section 3
- Wood Leaf Reserve Section 3

NEW COMMERCIAL DEVELOPMENT

- Costco civil construction
- Grand Parkway Town Center Subdivision

Completed Infrastructure Master Planning Operations

- Drainage master plan
- Parks master plan
- Phase I of the natural gas distribution system

REGULATORY COMPLIANCE

- Completed the Annual Water Quality Report as required by the Texas Commission on Environmental Quality (TCEQ)
- Completed the Lead and Copper Service Line Inventory as required by the Environmental Protection Agency (EPA)
- Completed wastewater permit renewals for the North and South Wastewater Treatment Plants as required by TCEQ
- Received the Excellence Award from the Texas Railroad Commission for the operation of the natural gas distribution system
- Received a score of 95 out of 100 from the Texas Municipal Intergovernmental Risk Pool audit for the natural gas distribution system

12th Annual Consolidated Recycle Day

(Partnered with HGAC and LoneStar College)

- 221 participants
- 12,061 lbs. of e-waste
- 4,000 lbs. of paper/cardboard
- 1,760 lbs. of household recyclables
- 6 truckloads of tires
- Collected batteries
- Collected used cooking and motor oil



Infrastructure Improvement

- Rudolph Road Utility Extension
- South Persimmon Water Line
- South Persimmon Drainage



EXCELLENCE IN GAS SYSTEM SAFETY AND LEADERSHIP

A gas audit evaluates the safety, operations, and compliance of a natural gas system. Tomball's gas system consistently earns top marks in audits, reflecting the city's commitment to safety. Exceeding regulatory requirements, the city conducts monthly meetings and daily briefings to proactively identify and mitigate risks. Gas Foreman DeWayne Osgood has been instrumental in maintaining system integrity. His leadership, combined with the diligence of utility locators, enhances infrastructure performance. Osgood's dedication, teamwork, and commitment to excellence earned him Employee of the Year, recognizing his invaluable impact on Tomball's gas system.

PW Employee of the Year, DeWayne Osgood (left), with City Manager David Esquivel (right).



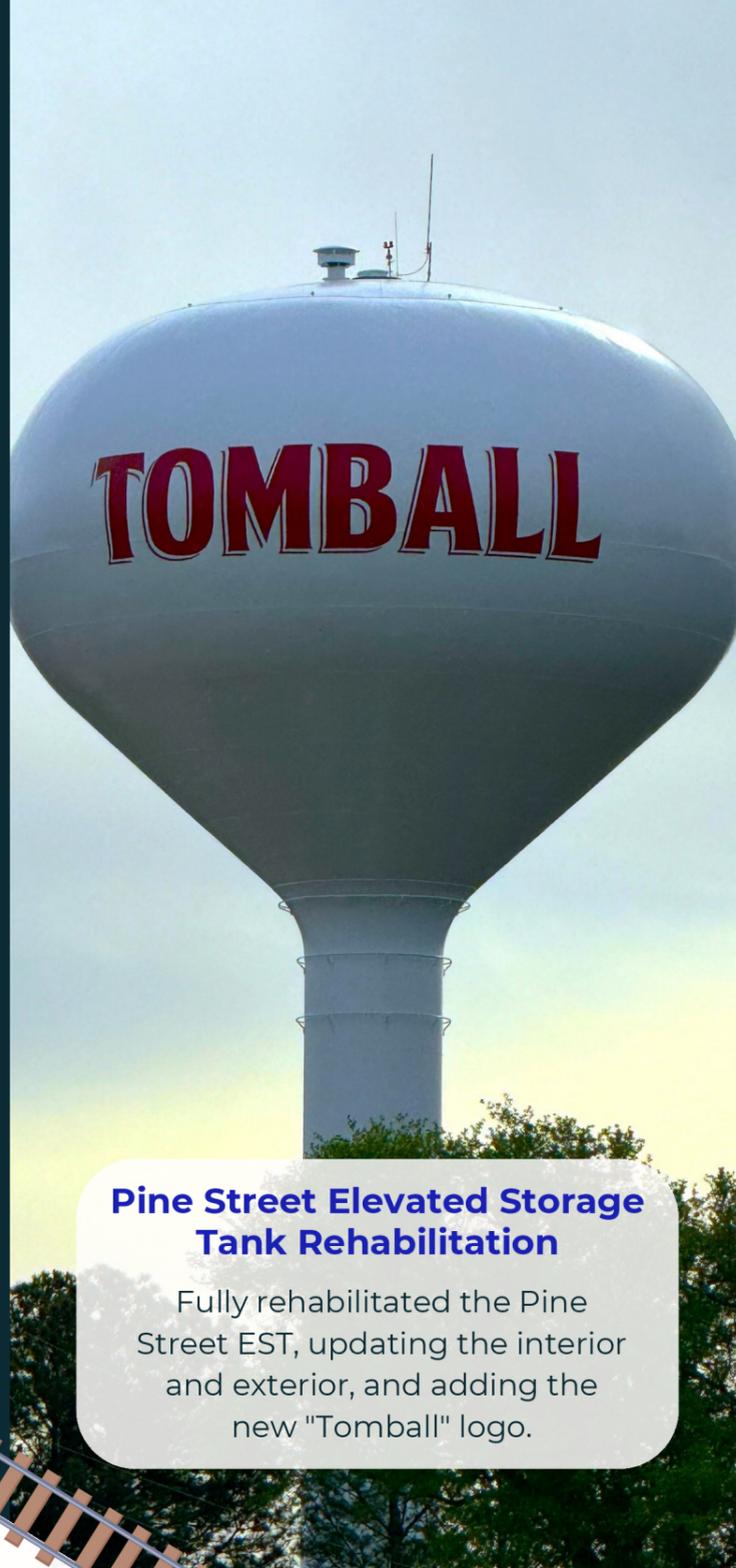
CAPITAL IMPROVEMENT PROGRAM



The City of Tomball Capital Improvement Program (CIP) enhances the quality of life for residents and supports the community's long-term vision and goals. The CIP is an ongoing, multi-year plan for major, non-routine expenditures related to new construction and facility improvements. CIP projects typically have a broad community impact and require coordination among multiple City departments and outside agencies.

★ COMPLETED CIP PROJECTS ★

- **Grand Parkway Natural Gas Gate:** Completed construction of a new natural gas gate near SH 249 and the Grand Parkway to serve the surrounding new development.
- **Jerry Matheson Park Pickleball Courts:** In response to community feedback, new pickleball courts have been added to Matheson Park, providing an inclusive and engaging recreational opportunity for players of all ages and skill levels.



Pine Street Elevated Storage Tank Rehabilitation

Fully rehabilitated the Pine Street EST, updating the interior and exterior, and adding the new "Tomball" logo.



Jerry Matheson Park Improvements Phase I

Phase I improvements were completed, including the construction of a new playground, splash pad, and pickleball courts, and repairs to the pool and upgrades to the baseball field. These enhancements were made possible through the support of community sponsors, including the TEDC, Tomball Regional Health Foundation, HCA-Tomball, and Texas Parks and Wildlife through the City's Non-Urban Outdoor Grant.



Louie's Together Playground

The construction of Louie's Together Playground, an inclusive play area inspired by the book "Louie's Together Playground" from The Able Fables series by Dr. Nicole Julia, was completed and opened in honor of Louie Munson with the support from the TEDC, Chick-fil-a and community donors and sponsors.



MLK Jr. Park Improvements

Installed a new playground with a shade structure to enhance park amenities.

★ CIP Projects in Progress ★

- FM 2920 Rehabilitation (Main Street)
- East Water Plant
- South Wastewater Treatment Expansion
- Hufsmith Water Extension
- 16" Water Line (SH 249 & Grand Parkway)
- North Sycamore St. Parking
- Baker Drive Water Plant



Performance Metrics

SOCIAL MEDIA

@CityofTomball

14,212 followers
 2,514 followers
 1,501,608 views
 855 posts
 261 posts

1,599 followers
 20,202 impressions
 1,182 posts
 14,756 members
 79 posts

@TomballisTexanForFun

21,221 followers
 575 followers
 1,601,080 views
 203 posts
 266 posts

WEBSITE

TomballTX.gov

- Active Users: 264,291
- Total Views: 738,000
- Total Event Count: 3,645,471



CITY OF TOMBALL ★ MARKETING ★

The Marketing Department is dedicated to enhancing the City of Tomball's image and fostering a strong community identity by attracting residents, businesses, and visitors. Key objectives include promoting economic growth, showcasing local attractions and culture to boost tourism, and engaging residents to build community pride. The department focuses on shaping a positive public image, developing a distinctive Tomball brand, and promoting local events to enrich the city's vibrancy. Through a robust digital presence, we highlight the city's amenities, services, and appeal, fostering effective communication and collaboration with stakeholders.



Highlights

AWARDS AND HONORS

Earned statewide recognition at the Texas Festivals & Events Association's **2024 TFEA/Kaliff Marketing Awards:**

- Gold: Best Organization Website (Marketing & Tourism)
- Silver: Best Facebook Page, Best Single Newspaper Display
- Bronze: Best Mascot



Projects, Programs, & Initiatives Successfully Implemented

MARKETING

- Executed six successful 2nd Saturday programs, attracting over 1,100 attendees.
- Hosted three Kids Club events.
- Launched multiple social media contests.
- Introduced a Downtown Tomball Exploration Guide and informational board for new visitors at the Information Center.
- Established a Saturday presence at all Farmers Markets events.
- Developed a Depot Model Train Club.



COMMUNITY CENTER

- Introduced new programming, including yoga, fitness classes, educational seminars, support groups, trivia, and youth development initiatives.
- Launched a brand-new teen initiative.
- Increased the frequency of bus trips and facility rentals.
- Expanded gaming activities and food programming.

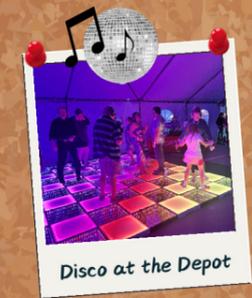


COMMUNITY ENGAGEMENT HIGHLIGHTS

- Increased social media messaging interactions by 58.3%.
- Hosted events with a combined attendance of over 33,000.
- Coordinated 1,136 volunteer hours across 16 citywide events.
- Procured and coordinated 151 event vendors.
- Welcomed over 5,000 visitors to the Depot.

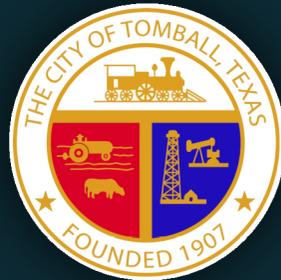


2024 EVENTS





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