







Over the past 15 years, Downtown has experienced what is arguably the greatest resurgence in the city's history. Central Houston has fostered more than \$9 billion of development across a broad mix of urban uses: new parks and public spaces, new and renovated hotels, new multi-family residential developments, new and renovated office towers, renovations and expansions to convention and theater facilities and continued investments in government facilities, infrastructure and transit. As a result, space management, operations and programming have become an even larger priority. Streetscape amenities such as lighting, banners and vehicular and pedestrian wayfinding systems as well as community programming and events are integral in creating a quality place to live, work and visit.

Founded in 1983 by Downtown business leaders to ensure that the central city remains a vital and progressive place for commerce, culture and living, for more than 36 years the organization has conceived and implemented remarkable solutions for the complex challenges of our city. A booming Downtown is the soul of a great metropolitan area: Central Houston's focus is long term and big picture.

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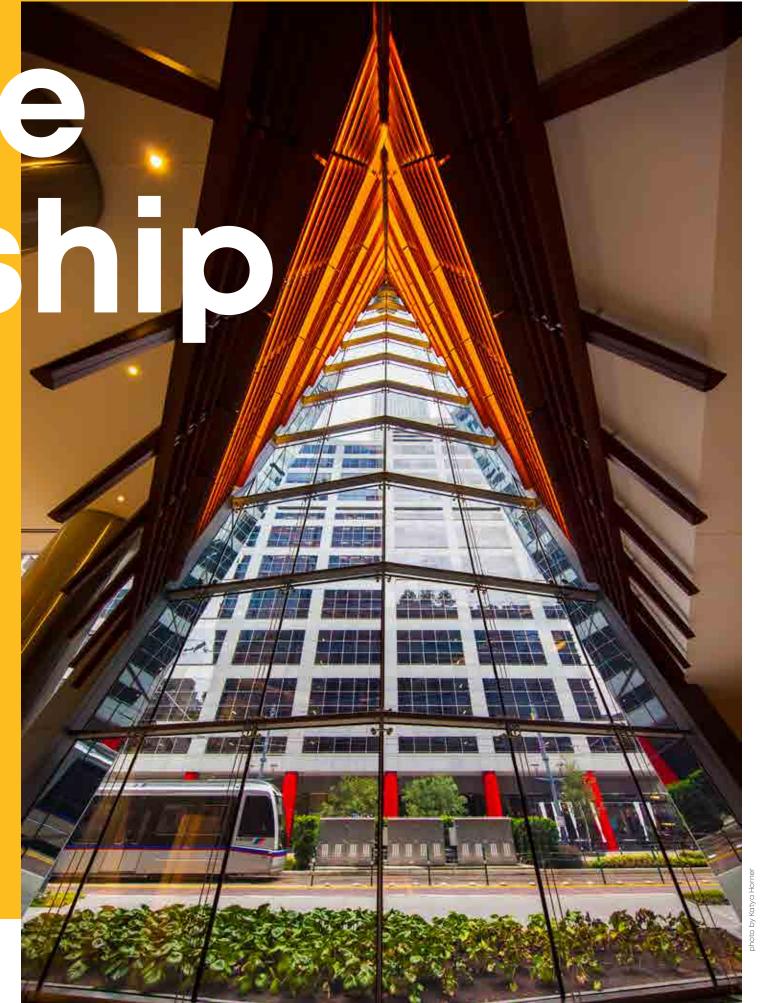
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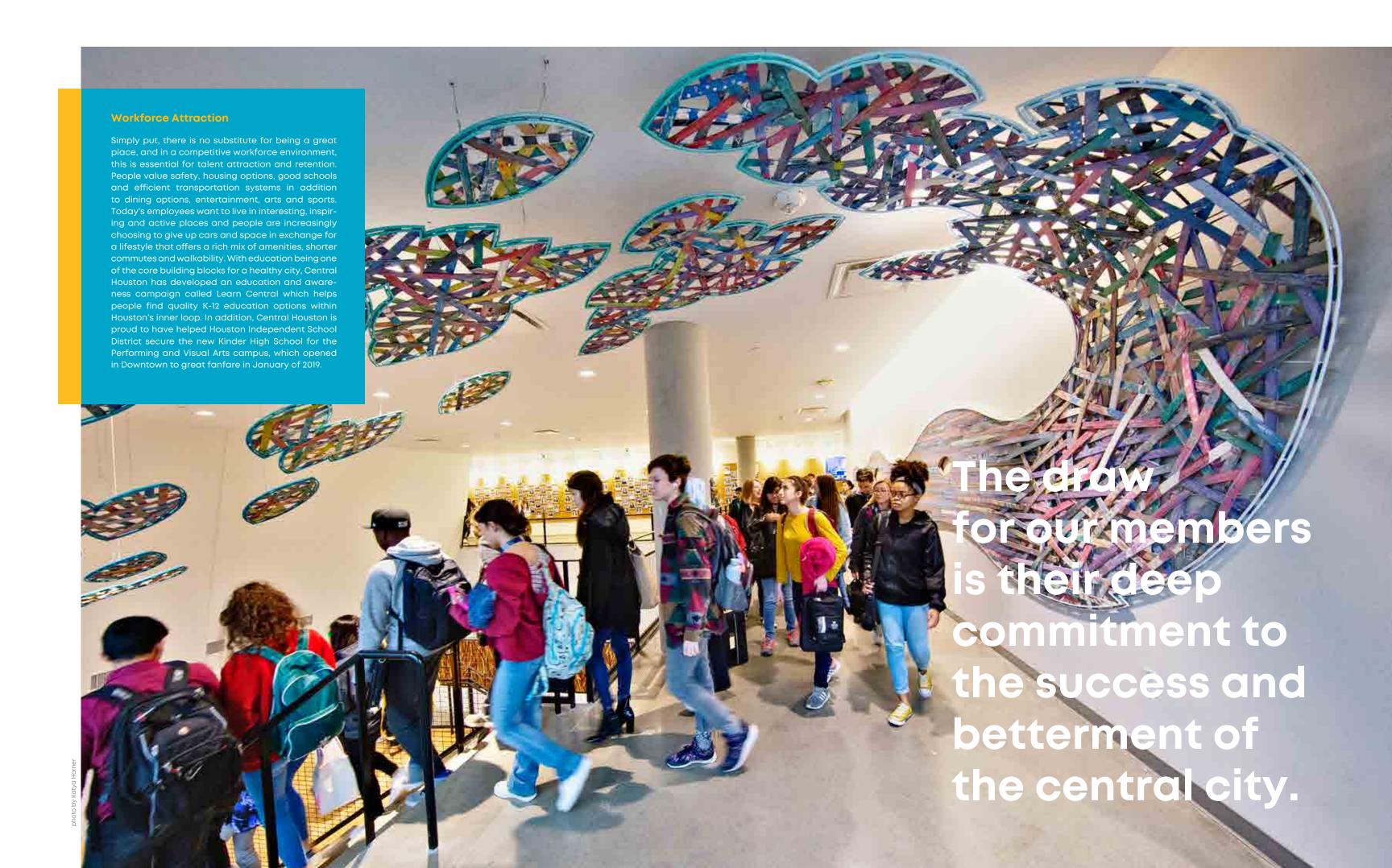
With the long-term outlook as a principle focus, **Central Houston coordinates and collaborates** with public and private entities to ensure responses to issues and implementation of projects result in a stronger Downtown and central core.

and streetscape.

make permanent and positive change. and diverse board and membership, the organization is always looking for better solutions and isn't afraid to shake things strides it has over recent years. up to get the necessary results.

This sense of vision has a proven track As we look to the future, Central Houston record, with notable assets in place will continue its course, though it might across the Downtown Houston skyline ont be the most obvious or easiest, striving to help elevate Houston further. Even with the great progress achieved over Leadership and unparalleled exper- the past few decades, there's much tise are key reasons Central Houston more that can be done to ensure that has been able to move the needle and Houston stays competitive with other major urban areas, both in the US and Due to an extraordinarily high caliber across the globe. As those other cities continue to grow, evolve and improve, Houston must continue to make the







Central Houston remains strong because of our track record—built on credibility and momentum.

Membership in Central Houston is an mid-market businesses, with not-forincredible way to unify the voice of business, institutional and community leaders, so we can have a powerful impact in moving Downtown and the central city in a positive direction. By As a Central Houston member, we joining Central Houston, you lend your support to advocacy efforts that benefit our overall economy, while staying informed on pertinent issues.

Central Houston members are some of the most influential people in the region. Membership covers the breadth of Houston's business community, from one person start-ups to multinational giants, small businesses and profit organizations, foundations and governmental organizations all part of the diverse membership mix.

offer many ways for you to share ideas with other members of the Downtown community, including public officials, property owners, residents and retailers. Your involvement can range from serving on our board, participating in long-range planning sessions, forums and committees to networking and attending informational meetings.

It's our members' thoughts, vision and experiences that drive what we do. Join us to help find the answers and solutions to shape Houston's future.

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One of the fundamental differentiators between **Central Houston** and other organizations: we have the ability to get things done.



Live it Up Downtown's explosion of residential development is arguably the greatest shift to its urban core since the city began its renewal back in the mid 1990's. Due to the success of the Downtown Living Initiativea program which awards \$15,000 per unit in tax rebates to developers who create homes or multifamily projects—Downtown's residential population has tripled over the past few years and will continue to grow. What makes Downtown different from other areas of Houston is that it is the only place in the city where a resident has everything they need within walking distance. Not just bars and restaurants, theater, sports and award-winning parks, but medical, worship, fitness and transportation. Happen

The thriving central core of Houston today is the result of Central Houston's projects and efforts.

Central Houston played an important and fund convention hotels, such as role in the design and funding of the initial master plan for Buffalo Bayou and developed improvements from Sabine to Allen's Landing. The organization initiated streetscape improvement plans and worked with the Metropolitan Transit Authority (METRO) on the development of multiple transit plans, following the 1983 referendum defeat.

Central Houston dedicated efforts to make Main Street Square, a pedestrian and transit hub at the epicenter of Downtown in coordination with the Main Street light rail project, and later, helped facilitate the development of Discovery Green and Market Square Park. Remarkably successful endeavors such as Minute Maid Park, Toyota Center and BBVA Compass Stadium all got their start with the assistance of Central Houston.

Central Houston also had the foresight for creating game-changing growth in the Convention District, now called Avenida Houston, by working with the Texas Legislature in 1993 to put incentives in place which helped to facilitate

the Hilton Americas and the Marriott Marquis, and also implemented a Downtown Living Initiative, with the partnership of the City of Houston, which has resulted in tripling Downtown's residential population in just three years.

Today, as it has for more than three decades, Central Houston has kept its focus on the future of Houston, embracing Downtown and beyond. Strategic priorities include progressing projects such as the once-in-a-lifetime opportunity for civic enhancements related to the North Houston Highway Improvement Project; building a robust innovation ecosystem as part of the city's "innovation corridor"; advancing multi-modal accessibility; support of The Way Home campaign to end homelessness; and continuing to invest in the creation of an active, pedestrianfriendly Downtown that will entice new businesses, employees and residents to locate in the central city.

The organization actively seeks the ideas and voices of top business leaders and city officials to collectively visualize and facilitate the necessary factors that ensure these impactful ideas become a reality.

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Accomplishments

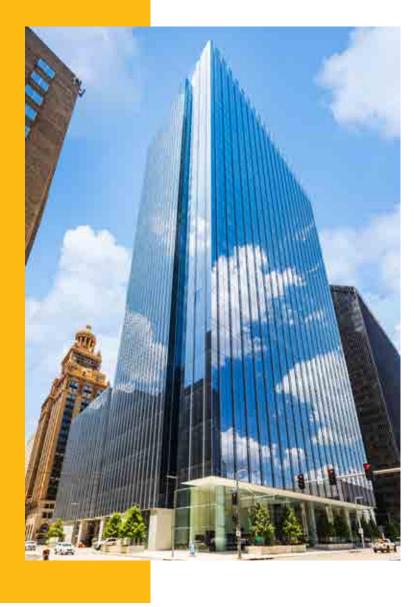
The depth and breadth of the accomplishments realized over the past 36 plus years is due to the efforts of not only Central Houston but our many partners.

1980s

- 1983 Texas Special METRO Circulator
 1984 Buffalo Bayou Sesquicentennial Park Design Competition
- 1985 Houston Police Department Mounted Patrol
- 1005 Trace for Device towns
- 1985 Trees for Downtown
- 1986 Buffalo Bayou Master Plan & Buffalo Bayou Partnership
- 1987 Banner Ordinance and Program
- 1987 Design Plan for Downtown
- 1987 Main Street Proud Street Program
- 1987 Creation of Theater District
- 1988 Successful METRO rail referendum
- 1988 Albert Thomas Convention Center (Bayou Place)
 Redevelopment RFP
- 1988 Opening of Buffalo Bayou Park Sabine to Bagby
- 1989 Work to create Houston Downtown Management District— (resulted in Chapter 375 of the local government code)
- 1989 Opening of Phase I Buffalo Bayou Sesquicentennial Park

1990s

- 1990 Creation of Houston Downtown
 - Management Corporation
- 1991 Creation of Houston Downtown Public Improvement District
- 1991 Downtown Police Center-1111 Rusk
- 1991 METRO Monorail urban design
- 1992 Houston Area Community Development Corp.
- 1993 Convention Center Hotel rebate legislation
- 1993 Houston Coliseum redevelopment RFP
- 1993 Convention Hotel RFP
- 1994 Gaming research
- 1994 Downtown Development Framework Plan
- 1994 Downtown Business Development Program
- 1995 Main Street Task Force and plan
- 1995 Creation of Houston Downtown Management District1995 Creation of TIRZ#3 Market Square
- for The Rice redevelopment
- 1996 Arena research & study
- 1996 Downtown ballpark planning & referendum
- 997 Ground-breaking on ballpark
- 1997 Opening of Bayou Place
- 1998 Main Street Coalition formation
- 1998 Groundbreaking Downtown Transit Streets program
- 998 Opening Phase II Buffalo Bayou Sesquicentennial Park
- 1999 Downtown arena development planning



2000s

- 2000 Opening of Minute Maid Park
- 2000 Successful Downtown arena referendum
- 2000 Main Street Light Rail planning and design
- 2001 Emergency Response Task Force
- 2001 Toyota Center groundbreaking
- 2002 Creation of Downtown Scenic District
- 2002 Main Street Square development
- 2003 Opening of expansion of George R. Brown Convention Center
- 2003 Opening of Hilton Americas Hotel
- 2003 Blueprint Houston formed
- 2004 Opening of Main Street Square and METRO light rail
- 2004 Super Bowl XXXVIII
- 2004 MLB All Star Game
- 2004 Downtown Development Framework
- 2004 Blue Ribbon Commission on Homelessness formed
- 2004 Urban Collaborative Program
- 2005 Hurricane Housing Task Force planning support
- 2005 Discovery Green Conservancy formed
- 2005 Intown Living Task Force
- 2006 NBA All Star Game
- 2006 Dynamo Soccer Stadium location and preliminary studies
- 2006 Homeless Strategic Plan and Rapid
- Re-housing Initiative
- 2006 Urban Corridor Planning
- 2007 Downtown Sustainability Initiative2007 METRO Phase 2 LRT planning
- 2008 Access/Transportation Priorities Task Force
- 2008 Discovery Green opens
- 2008 Supportive Housing Task Force and plan
- 009 Transit Corridors Ordinance adopted



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2010s

2010 Market Square Park re-opens

2011 NCAA Final Four

2011 HSPVA Downtown site designation
2011 George R. Brown Master Plan Update

2012 Downtown Living Initiative

2013 The Way Home Permanent Supportive

Housing Initiative

2015 Learn Central Initiative
2015 Coordination of the L-(5/L-1)

planning by TxDOT

2013–2015 Plan Houston, participation in the

process of creating a general

plan for Houston

2015 Downtown Leadership Summit

2015 Formation of CHIME, young professional

membership program of Central Houston

2017 Super Bowl LI

2017 Plan Downtown rollout2019 Kinder HSPVA opens

2019 MassChallenge expands to Houston





