DOWNTOWN HOUSTON+

downtown district

Board of Directors Meeting

March 5, 2026

Houston Downtown Management District
Board of Directors Meeting
March 5, 2026

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MINUTES OF THE REGULAR MEETING
OF THE
HOUSTON DOWNTOWN MANAGEMENT DISTRICT

February 5, 2026

THE STATE OF TEXAS §
§
COUNTY OF HARRIS §

The Board of Directors of the Houston Downtown Management District (the "District") convened in person on February 5, 2026 at 12:00 p.m. for a regular meeting session, open to the public, in the H-Town Conference Room located inside the District's office at 1221 McKinney Street, Suite 4250, Houston, TX 77010, and the roll was called of the duly appointed members of the Board, to-wit:

BOARD MEMBERS

Sean Alley	Roland Kennedy
Leslie Ashby	Spencer Lightsy
Kinder Baumgartner	Sean Liu
Genora Boykins	Ben Llana
Clay Crawford	Nick Massad
Marcus Davis	Sherea McKenzie
Jacques D'Rovencourt	Tyler Merritt
Kelly Foreman	Kenny Meyer
Irma Galvan	Brandon Oliver
Marian Harper	Edna Ramos
C.C. Huang	Frem Reggie
Angus Hughes	Joey Sanchez
Antoinette "Toni" Jackson	Richard Torres
Robbi Jones	Reggie Wilson

and all of the above were present, with the exception of Directors Davis, Foreman, Galvan, Harper, Liu, Meyer, and Oliver.

Also present were Kris Larson, President/CEO; Allen Douglas, COO & General Counsel; Jana Gunter, Director of Finance; all with the District; and staff members Jenna Beasley, David Cisneros, Brett DeBord, Allie Fraser, Sandra Gonzalez, Jacque Gonzalez-Garcia, Keith Gould, James Kennedy, Amanda Marquez, Dusty McCartney, Kim Mickelson, Jamie Perkins, Albert Sanchez, and Ann Taylor, all with the District. In addition, Clark Lord, outside counsel to the District, with Bracewell was present.

Members of the Block by Block Team were also present, including Team Lead Leola Maxey, and Ambassadors Preston Burnett, Emmitt Dixon, Thomas Fulbright, Hose Garcia-Goolsby, Jeffrey Grant, Zion Nicholis, Olin Omokaro, Horace Papillon, Dimitris Simpson, and Roxanne Walters.

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Guests attending from the public included Humberto Martinez with Space City Birria; Danielle Page and Robert Wilson with the City of Houston; and Linda Trevino with METRO.

WELCOME & QUORUM

Chair Leslie Ashby presided over the meeting and welcomed all directors, staff, and meeting attendees. Jamie Perkins served as Assistant Secretary. Quorum was established and the meeting began at 12:11 PM.

PUBLIC COMMENT

Chair Ashby opened the floor for public comment. No comments were received.

APPROVAL OF MINUTES

The Board considered approval of the December 2025 minutes. Hearing no questions or corrections, Chair Ashby called for a motion to approve the minutes of the December 11, 2025 Board of Directors meeting. The motion was moved by Director Ramos and seconded by Director Crawford. The minutes were approved as presented.

ITEMS PERTAINING TO FINANCE AND ADMINISTRATIVE MATTERS

Review and Acceptance of Unaudited Financial Statements and Ratification of Expenditures

Chair Ashby invited Treasurer Richard Torres to share highlights of the unaudited financial statements and check registers for the month prior. Treasurer Torres reviewed with the Board the financial statements and check registers for the month ending December 31, 2025. He paused for questions.

Hearing none, Chair Ashby entertained a motion for the Board to accept the December 2025 financial statements and check registers. Director Crawford moved the motion, and Director Kennedy seconded, and the financial statements and check registers for December 2025 were accepted, as presented.

Fourth Quarter Investment Report

Treasurer Torres presented the Fourth Quarter/FY25 Investment Report to the Board and invited questions upon conclusion. No questions were raised and no discussion occurred. Chair Ashby called for a motion to accept the report; moved by Director Sanchez and seconded by Director Kennedy, and the Board accepted the Fourth Quarter/FY25 Investment Report as presented.

Report from the Chair regarding the CEO’s 2025 Performance Review

Chair Ashby provided a report on the CEO's 2025 Performance Review. She summarized the review process, which included input from the District Board that was subsequently provided to the CHI Personnel Committee for consideration.

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She concluded by noting that the CHI Personnel Committee returned a favorable review of the CEO's 2025 performance. No questions were raised and no discussion occurred. Both Chair Ashby and Vice Chair Jones thanked the Board for their input and participation. No further action was required.

Downtown Clean & Safe Program

Keith Gould and James Kennedy were invited to share a presentation highlighting the Downtown Houston+ Clean and Safe program. Mr. Kennedy reviewed the 2025 year-end safety statistics, noting the Safety Team of 44 staff logged 118,494 Ambassador engagements, 7,954 outreach engagements, and 8,684 SEAL Security Hotline calls, with 45 individuals successfully housed through DTH+ outreach programs.

Next, Mr. Gould reported on the 2025 Clean Team's performance, highlighting that the 53-person team removed over 1,674 tons of waste, 18,321 bio-hazards, and 7,777 instances of graffiti — achieving the program's highest internal cleanliness score since 2022. Mr. Gould concluded by introducing Leola Maxey, Team Leader for Block by Block.

Ms. Maxey gave special recognition to Ambassadors Preston Burnett, Emmitt Dixon, Thomas Fulbright, Hose Garcia-Goolsby, Jeffrey Grant, Zion Nicholls, Olin Omokaro, Horace Papillon, Dimitris Simpson, and Roxanne Walters for their outstanding contributions to keeping downtown clean and safe. The Board thanked each Ambassador and Block by Block for their hard work. No further action was required.

Acknowledge Staff Member Milestone Anniversary

Chair Ashby called on President Larson to recognize Keith Gould for his 10 years of service. President Larson offered words of appreciation on behalf of the organization and presented Mr. Gould with a recognition award in honor of this milestone. No further action was needed.

Committee Preference Survey

Chair Ashby invited President Larson to continue. President Larson reviewed the structure of the District's Standing and Collaborative Committees and encouraged Board members to volunteer for committee participation. He concluded by inviting the Board to participate in a survey on Committee preferences, noting that the survey would be distributed on February 6, 2026.

PROGRAM AUTHORIZATIONS

Operations & Maintenance

Brett DeBord presented an action item requesting Board authorization of an expenditure of up to $150,000 to pilot a replacement lighting program for the existing vehicular wayfinding signage in Downtown Houston. He explained that the current fixtures, originally installed in 2015-2016, are beginning to experience minor issues, and this pilot program will evaluate newer technologies and methods to support a smooth transition to updated fixtures.

Discussion did not take place and no questions were asked. A motion was made, moved by Director Hughes; seconded by Director Kennedy; and the Board approved this request as presented.

PROJECT SPOTLIGHT: VIA FUTBOL UPDATE

Chair Ashby invited Jacque Gonzalez-Garcia to provide an update on the Via Futbol initiative. Ms. Gonzalez-Garcia apprised the Board that this pedestrian mobility and activation plan is designed to support Houston's role as a FIFA World Cup 2026 host city. She confirmed that Downtown Houston will serve as the central transportation hub, coordinating light rail, airport shuttles, and hotel transfers, with work advancing in partnership with consultants Better Block, SWA, and Momentum Transport Consultancy. Ms. Gonzalez-Garcia concluded with an outline of next steps, which include delivering a final design draft by March 4, 2026, moving into procurement in April, and overseeing full installation by May 2026. Questions were raised and answered. No further action was required.

CHI TOP 20 FOR 2026

President Larson reviewed the CHI Top 20 for 2026 with the Board. Questions were raised and discussion occurred. No further action was required.

STRATEGIC ALIGNMENT UPDATES + DASHBOARDS

President Larson noted that due to time constraints, he was unable to present the Strategic Alignment Updates and encouraged Board members to review them at their convenience.

OTHER BUSINESS & ADJOURNMENT

Hearing no further business, Chair Ashby announced that the next Board meeting is scheduled for Tuesday, March 5, 2026 at the District's office. She also announced that Collaborative Committees will resume this month, with the Connect and Thrive Committees meeting on February 17th and 18th respectively. The meeting was adjourned at 1:30 PM.

Jamie Perkins, Assistant Secretary
Houston Downtown Management District

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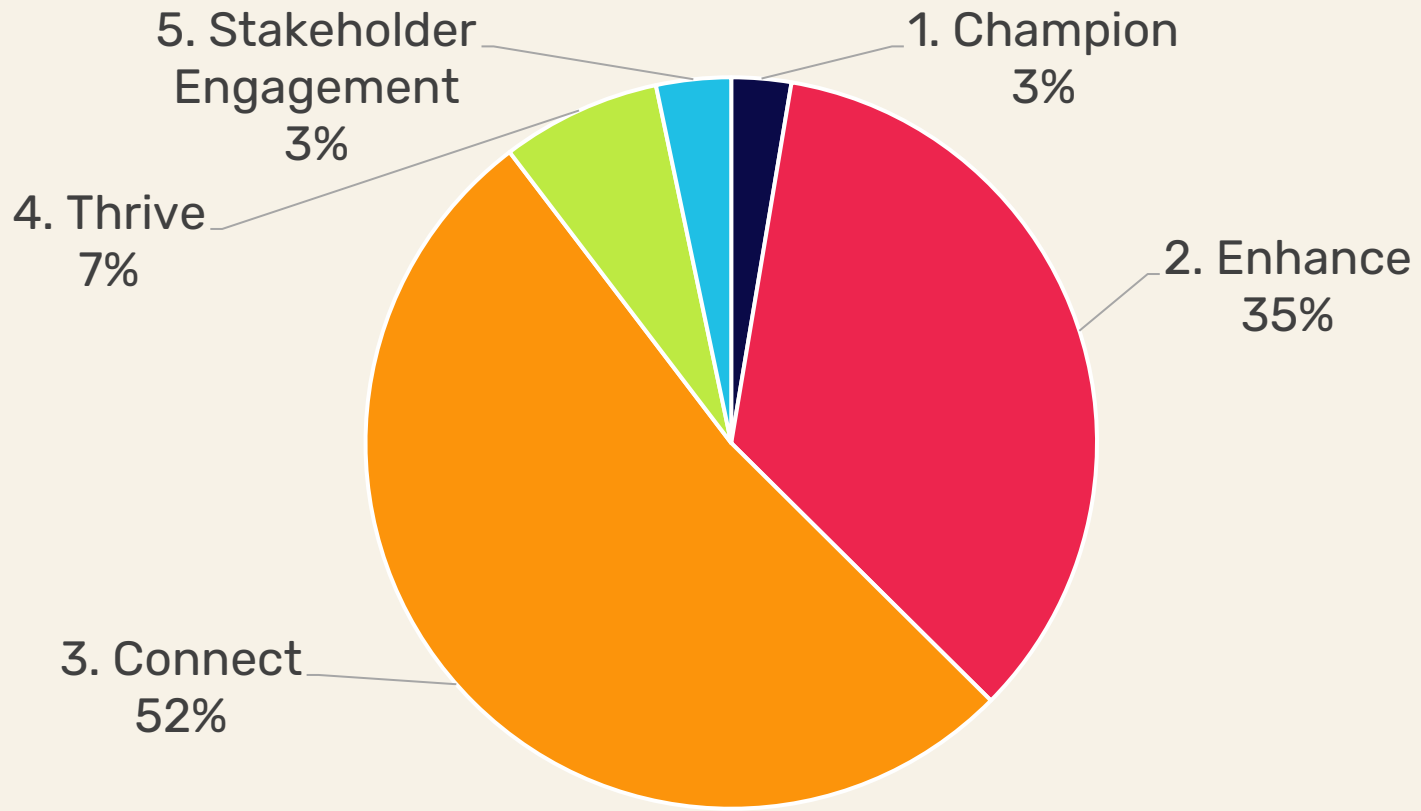
HDMD FINANCIAL SUMMARY

JANUARY 2026

March 5, 2026

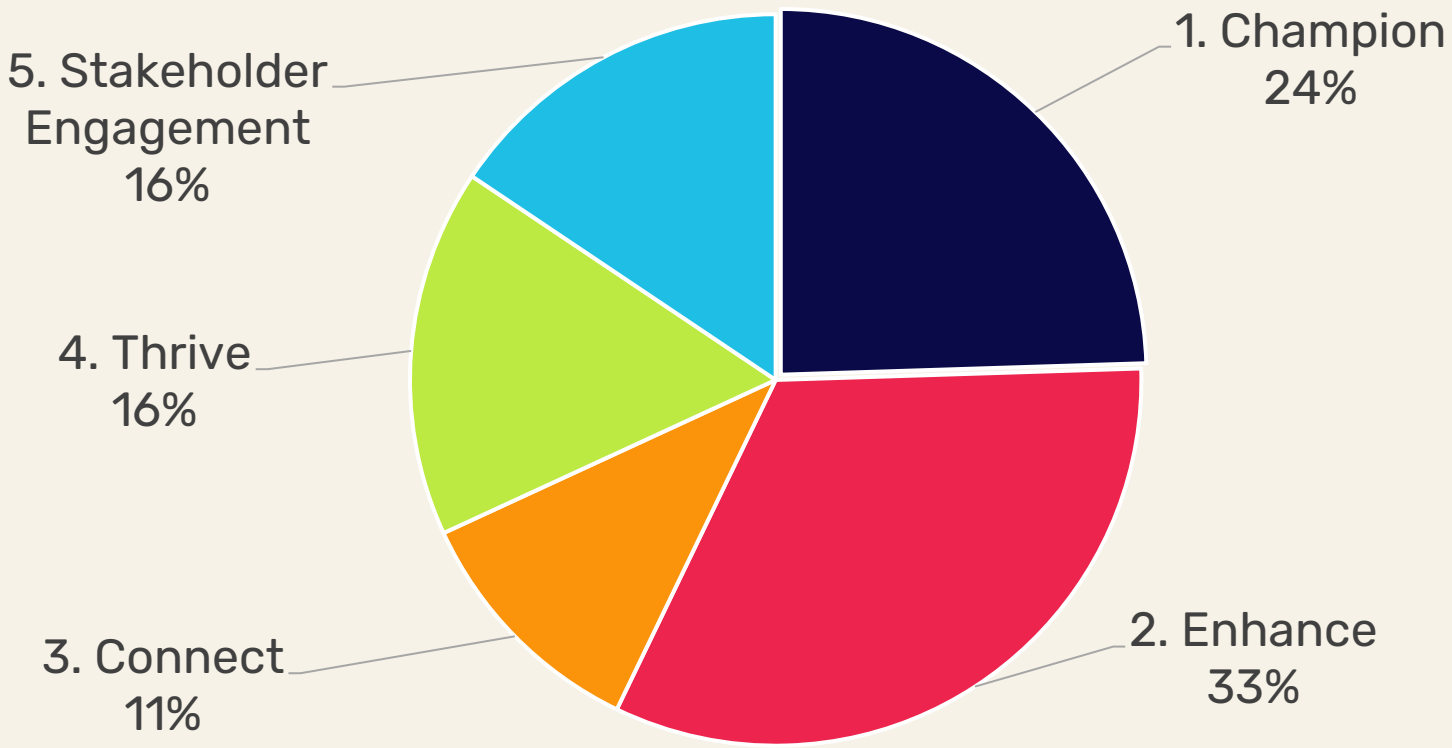
DOWNTOWN HOUSTON+

2026 ANNUAL BUDGET



Total $42,594,424

JANUARY 2026 OPERATING EXPENSES



Total $725,331

Budget Expended 2% at January 31, 2026

YTD BALANCE SHEET

January 2026

- Assets
  - Cash Balance is $8.95M
  - TexPool Investments $2.7M
  - 2025 Assessments Receivable $10.2M
    - 69% have been collected
- Liabilities
  - Reserves for Property Value Protests are $3.85M
- Fund Balance
  - Unrestricted Operating Fund Balance is $18.4M
  - Capital Restricted Fund Balance is $4.1M

JANUARY 2026 REVENUE AND EXPENSES

- Revenue collections are tracking consistent with projections.

- Year-to-date expenses are below budget due primarily to timing of invoices received for contracted services and seasonal program activity.

CHECK REGISTER

January 2026

- Total checks issued were $2.7 million
  - Jerdon Enterprise, LP - $742K – Main Street Promenade
  - Central Houston, Inc. - $457K – December admin contract services
  - DPR Downtown Houston Block 73 – $261K - 2024 DLI Rebate
  - Fort Bend County Treasurer's Office - $150K – Fort Bend Transit
  - Houston Pennzoil Place - $146K – assessment refund
  - DecorIQ LLC - $142K – holiday décor
  - Seal Security Solutions, LLC - $121K – contract Services
  - Gulf Coast Pavers - $82K – contract services

DOWNTOWN HOUSTON+

NCTP CPAs
OPERATIONAL & FINANCIAL CONSULTING

To Management
Houston Downtown Management District

Management is responsible for the accompanying financial statements of the Houston Downtown Management District (the District), which comprise the governmental fund balance sheets and statements of net position as of January 31, 2026 and 2025, and the related statements of activities for the months then ended, in accordance with accounting principles generally accepted in the United States of America. We have performed a compilation engagement in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA. We did not audit or review the financial statements, nor were we required to perform any procedures to verify the accuracy or completeness of the information provided by management. Accordingly, we do not express an opinion, a conclusion, nor provide any form of assurance on these financial statements.

Management has elected to omit substantially all the disclosures required by accounting principles generally accepted in the United States of America and the required supplementary information that the Government Accounting Standards Board (GASB) requires to be presented to supplement the basic financial statements. If the omitted disclosures, and GASB required supplementary information were included in the financial statements, they might influence the user's conclusions about the District's financial position, results of operations, and cash flows. Accordingly, the financial statements are not designed for those who are not informed about such matters.

The Variance Analysis on page 4 is presented to supplement the basic financial statements. Such information is presented for purposes of additional analysis and, although not a required part of the basic financial statements. The Variance Analysis is the responsibility of management and were derived from and relate directly to the underlying accounting and other records used to prepare the financial statements. The supplementary information was subject to our compilation engagement. We have not audited or reviewed the supplementary information and do not express an opinion, a conclusion, nor provide any assurance on such information.

Sincerely,

nctp cpas, pllc

Houston, Texas
March 2, 2026

Houston Downtown Management District
Governmental Fund Balance Sheets and
Statement of Net Position
For the period ended January 2026, and January 2025

	2026			2025		
	Operating Year to Date	HDMD Capital Year to Date	Total (Memo Only)	HDMD Operating Year to Date	HDMD Capital Year to Date	Total (Memo Only)
Assets						
Cash	11,438,694	230,086	11,668,780	10,290,318	5,471,101	15,761,419
Assessments Due	10,175,547	-	10,175,547	10,186,677	768,738	10,955,414
Accounts Receivable	477,001	6,024,815	6,501,815	600,071	135,671	735,742
Prepaid Expense	67,485	108,000	175,485	48,403	116,775	165,178
Property & Equipment, Net	553,831	302,497	856,327	539,546	120,988	660,534
Right of Use Lease Assets, Net	2,081,701	-	2,081,701	2,396,480	-	2,396,480
Intercompany Rec/Pay	1,429,295	(1,429,295)	-	(437,026)	437,026	-
Total Assets	26,223,552	5,236,103	31,459,655	23,624,469	7,050,298	30,674,767
Liabilities						
Accounts Payable & Accrued Expenses	1,631,646	1,170,492	2,802,137	2,549,005	648	2,549,653
Lease Liabilities	2,328,798	-	2,328,798	2,611,318	-	2,611,318
Deferred Revenue	-	-	-	-	-	-
Reserve for Refunds due to Property Protests	3,849,280	-	3,849,280	2,253,262	146,605	2,399,867
Total Liabilities & Deferred Revenue	7,809,723	1,170,492	8,980,215	7,413,585	147,253	7,560,837
Fund Balances						
Unreserved, Undesignated	17,990,386	-	17,990,386	16,053,208	-	16,053,208
Unreserved, Designated for Catastrophy	423,443	-	423,443	397,568	-	397,568
Reserved for Capital Projects	-	4,065,612	4,065,612	-	6,663,153	6,663,153
	18,413,829	4,065,612	22,479,441	16,450,776	6,663,153	23,113,929
Total Liabilities, Deferred Revenue & Fund Balances	26,223,552	5,236,103	31,459,655	23,864,361	6,810,406	30,674,767

Houston Downtown Management District
Statement of Activities
For the period ended January 2026, and January 2025

		YTD Actual	2026 Budget	% Budget Received	% Year Elapsed	Notes
Revenue						
Assessment Revenue		-	18,391,688	0%	8%	1
Operations Revenue		114,142	2,228,923	5%	8%	2
Project Revenue		9,020	19,258,750	0%	8%	3
Other Income		502	-	N/A	8%	
Interest Income		10,335	514,429	2%	8%	4
Total Revenues		**$ 133,999**	**$ 40,393,790**	0%	8%	
				% Budget Expended		
Expenses						
Goal 1. Champion						
1a. Cultivate Relations Across Sectors to Drive Catalytic Opportunities		-	-	0%	8%	
1b. Design Parks and Open Spaces Made Possible by NHHIP		4,459	176,715	3%	8%	
1c. Plan Collaboratively for Evolving Edges, Connections & Major Attractions		2,442	35,578	7%	8%	
1d. Excel in Hosting Major Sporting Events		5,165	62,660	8%	8%	
1e. Explore Opportunites to Manage and Mitigate Climate Change		-	400,000	0%	8%	
1f. Champion Safe, Connected Transit and Non-Motorized Options		165,639	457,347	36%	8%	5
	Total Goal 1:	$ 177,705	$ 1,132,300	16%	8%	
Goal 2. Enhance						
2a. Maintain and Enhance Downtown's Cleanliness & Appearance		129,154	6,838,392	2%	8%	
2b. Grow and Enhance Downtown's Trees, Planters & Green Spaces		18,060	1,452,861	1%	8%	
2c. Enhance Downtown Wayfinding to Connect Visitors to Key Destinations		3,583	328,654	1%	8%	
2d. Deploy Ambassador Teams to Enhance Visitor Experience & Public Safety		5,185	2,778,698	0%	8%	
2e. Expand Collaboration & Apply Prove Strategies to Keep Downtown Safe		39,402	2,106,911	N/A	8%	
2f. Shape Perceptions and Narratives to Strengthen Downtown's Reputation		4,405	54,544	8%	8%	
2g. Address the Needs of People Experiencing Homelessness		30,938	1,285,550	2%	8%	
2h. Prepare and Respond to Emergencies		6,113	79,090	8%	8%	
	Total Goal 2:	$ 236,841	$ 14,924,700	2%	8%	
Goal 3. Connect						
3a. Plan and Build Public Infrastructure that Promotes Safety and Equity		1,924	38,340	5%	8%	
3b. Collaborate with Partners to Connect People to Downtown Destinations		1,628	36,601	4%	8%	
3c. Work with Property Owners to Beautify Corridors & Improve Connectivity		3,296	60,377	5%	8%	
3d. Facilitate Pop-Ups and Activations to Enliven Public Realm		-	-	0%	8%	
3e. Focus Public Realm Investments on Key Corridors than Enhance Connectivity		1,454	18,032,856	0%	8%	
3f. Use Public Art and Placemaking to Improve Walkability		-	100,000	0%	8%	
3g. Prioritize Pedestrian Lighting on Key Corridors		12,303	355,830	3%	8%	
3h. Maintain Sidewalks & Hardscapes to Ensure Downtown Remains Accessible		3,041	798,661	0%	8%	
3.i Implement an Events Strategy that Engages Diverse Audiences		55,931	2,950,478	2%	8%	
3j. Leverage Partners to Bring High-Impact Experiences to Downtown		-	10,000	0%	8%	
3k. Create Programs and Strategies to Connect Employes & Residents with Parks		-	10,000	0%	8%	
	Total Goal 3:	$ 79,576	$ 22,393,143	0%	8%	
Goal 4. Thrive						
4a. Promote Downtown as the Region's Hub for Business, Entertainment & Culture		4,829	72,738	7%	8%	
4b. Partner with Local Agencies to Elevate Downtown Houston's National Image		-	20,000	0%	8%	
4c. Partner to Shape Downtown's Economic Vision & Strategy		-	24,000	0%	8%	
4d. Promote Downtown as a Desirable, Livable Neighborhood		6,309	106,023	6%	8%	
4e. Support Retention & Recruitment of Downtown Office Tenants		-	100,000	0%	8%	
4f. Foster a Strong Storefront Economy by Targeting Recruitment in Key Areas		-	-	0%	8%	
4g. Create Targeted Marketing & Incentives to Improve Storefronts & Attract Tenants		69,666	1,918,349	4%	8%	
4h. Promote New Attractions that Broaden Downtown's Offerings		18,831	506,706	4%	8%	
4i. Serve as the Leading Source for Downtown Market Intelligence		948	11,542	8%	8%	
4j. Expand Data and Reporting to Deliver Deeper Insights to Stakeholder's		17,502	267,936	7%	8%	
	Total Goal 4:	$ 118,084	$ 3,027,293	4%	8%	
Goal 5. Stakeholder Engagement						
5a. Establish a Stakeholder Engagement Process to Guide Downtown's Future		71,481	960,600	7%	8%	
5b. Create and Engagement Structure that Allows Stakeholders to Inform & Advise		(37)	21,750	0%	8%	
5c. Advance Branding & Marketing Campaigns to Elevate Downtown's Profile		16,500	40,000	41%	8%	6
5d. Offer User-Friendly Digital Platforms the Promote Downtown		-	31,000	0%	8%	
5e. Enhance Communications to Boost Awareness of HDMD & Downtown Events		8,277	115,135	7%	8%	
5f. Develop Materials & Programs to Welcome New Companies, Employees & Residents		4,681	76,539	6%	8%	
5g. Create Tools to Welcome & Orient New Companies, Employees & Residents		-	18,000	0%	8%	
5h. Highlight the People, Businesses & Initiatives in Downtown		4,327	53,564	8%	8%	
5i. Engage Residents to Strengthen the Downtown Community		7,896	100,401	8%	8%	
	Total Goal 5:	$ 113,125	$ 1,416,989	8%	8%	
Total Expenses		$ 725,331	$ 42,894,424	2%	8%	
Depreciation Expense		14,437	188,158			
Fund Balance Allocation			2,688,792			
Excess of Revenue over a GAAP basis		$ (605,770)	-			

Houston Downtown Management District
Statement of Activities
For the period ended January 2026, and January 2025

		2025 YTD Actual	Fav (Unfav) Variance	% Var
Revenue				
Assessment Revenue		-	-	N/A
Operations Revenue		67,364	46,778	69%
Project Revenue		-	9,020	N/A
Other Income		8,874	(8,372)	-94%
Interest Income		29,947	(19,612)	-65%
Total Revenues		**$ 106,185**	**$ 27,814**	**26%**
Expenses				
Goal 1. Champion				
1a. Cultivate Relations Across Sectors to Drive Catalytic Opportunities		-	-	N/A
1b. Design Parks and Open Spaces Made Possible by NHHIP		4,574	115	3%
1c. Plan Collaboratively for Evolving Edges, Connections & Major Attractions		1,628	-813	-50%
1d. Excel in Hosting Major Sporting Events		2,979	-2,186	-73%
1e. Explore Opportunites to Manage and Mitigate Climate Change		5,475	5,475	100%
1f. Champion Safe, Connected Transit and Non-Motorized Options		18,645	-146,995	-788%
	Total Goal 1:	$ 33,301	$ (144,404)	-434%
Goal 2. Enhance				
2a. Maintain and Enhance Downtown's Cleanliness & Appearance		142,566	13,412	9%
2b. Grow and Enhance Downtown's Trees, Planters & Green Spaces		63,012	44,952	71%
2c. Enhance Downtown Wayfinding to Connect Visitors to Key Destinations		2,956	(627)	-21%
2d. Deploy Ambassador Teams to Enhance Visitor Experience & Public Safety		4,496	-689	-15%
2e. Expand Collaboration & Apply Prove Strategies to Keep Downtown Safe		173,650	134,249	77%
2f. Shape Perceptions and Narratives to Strengthen Downtown's Reputation		1,800	(2,605)	-145%
2g. Address the Needs of People Experiencing Homelessness		21,537	(9,401)	-44%
2h. Prepare and Respond to Emergencies		8,301	2,187	26%
	Total Goal 2:	$ 418,318	$ 181,477	43%
Goal 3. Connect				
3a. Plan and Build Public Infrastructure that Promotes Safety and Equity		2,324	400	17%
3b. Collaborate with Partners to Connect People to Downtown Destinations		1,318	(310)	-23%
3c. Work with Property Owners to Beautify Corridors & Improve Connectivity		3,692	396	11%
3d. Facilitate Pop-Ups and Activations to Enliven Public Realm		-	-	N/A
3e. Focus Public Realm Investments on Key Corridors than Enhance Connectivity		15,425	13,971	91%
3f. Use Public Art and Placemaking to Improve Walkability		-	-	N/A
3g. Prioritize Pedestrian Lighting on Key Corridors		8,224	(4,079)	-50%
3h. Maintain Sidewalks & Hardscapes to Ensure Downtown Remains Accessible		6,958	3,918	56%
3.i Implement an Events Strategy that Engages Diverse Audiences		49,791	(6,140)	-12%
3j. Leverage Partners to Bring High-Impact Experiences to Downtown		-	-	N/A
3k. Create Programs and Strategies to Connect Employes & Residents with Parks		13	13	100%
	Total Goal 3:	$ 87,745	$ 8,169	9%
Goal 4. Thrive				
4a. Promote Downtown as the Region's Hub for Business, Entertainment & Culture		10,589	5,760	54%
4b. Partner with Local Agencies to Elevate Downtown Houston's National Image		-	-	N/A
4c. Partner to Shape Downtown's Economic Vision & Strategy		327	327	100%
4d. Promote Downtown as a Desirable, Livable Neighborhood		2,775	(3,534)	-127%
4e. Support Retention & Recruitment of Downtown Office Tenants		-	-	N/A
4f. Foster a Strong Storefront Economy by Targeting Recruitment in Key Areas		-	-	N/A
4g. Create Targeted Marketing & Incentives to Improve Storefronts & Attract Tenants		8,969	(60,697)	-677%
4h. Promote New Attractions that Broaden Downtown's Offerings		32,772	13,941	43%
4i. Serve as the Leading Source for Downtown Market Intelligence		1,137	189	17%
4j. Expand Data and Reporting to Deliver Deeper Insights to Stakeholder's		10,524	(6,978)	-66%
	Total Goal 4:	$ 67,092	$ (50,992)	-76%
Goal 5. Stakeholder Engagement				
5a. Establish a Stakeholder Engagement Process to Guide Downtown's Future		72,808	1,328	2%
5b. Create and Engagement Structure that Allows Stakeholders to Inform & Advise		104	141	135%
5c. Advance Branding & Marketing Campaigns to Elevate Downtown's Profile		-	(16,500)	N/A
5d. Offer User-Friendly Digital Platforms the Promote Downtown		861	861	100%
5e. Enhance Communications to Boost Awareness of HDMD & Downtown Events		5,237	(3,040)	-58%
5f. Develop Materials & Programs to Welcome New Companies, Employees & Residents		1,577	(3,104)	-197%
5g. Create Tools to Welcome & Orient New Companies, Employees & Residents		3,484	3,484	100%
5h. Highlight the People, Businesses & Initiatives in Downtown		3,279	(1,048)	-32%
5i. Engage Residents to Strengthen the Downtown Community		6,992	(905)	-13%
	Total Goal 5:	$ 94,343	$ (18,782)	-20%
Total Expenses		$ 700,800	$ (24,532)	-4%
Depreciation Expense				
Fund Balance Allocation				
Excess of Revenue over a GAAP basis				

Houston Downtown Management District
Budget Notes
For the month ended January 31, 2026

Revenue Overview

1) Assessment Revenue

Assessment revenue was invoiced in November 2025 in accordance with the District's annual billing cycle. Collections are tracking consistent with expectations at this stage of the fiscal year.

2) Operations Revenue

Operations revenue reflects reimbursements from downtown parks and is invoiced in the month following service delivery. Any month-to-month variance is timing-related and expected to normalize as reimbursements are received.

3) Project Revenue

Project revenue includes funding related to the Main Street Promenade (FTA grant) and the Downtown Overlay Project (TxDOT). January activity will be invoiced in February and recognized as reimbursement revenue at that time. Variances in this category are timing-driven due to the reimbursement structure of these grants.

4) Interest Income

Interest income is below the January forecast due to lower-than-anticipated interest rates and the timing of investment activity. Management continues to monitor market conditions and cash positioning.

Operating Budget

Expenses

Goal 1 – Champion Major Projects, Initiatives, and Investments that Improve Downtown

Major initiatives include Cool Corridors, strategic planning and design in collaboration with downtown partners, and coordination of major national and international events.

Variance Context:

Year-to-date expenses in this category reflect early-year project activity and the timing of strategic initiatives. Spending is generally aligned with the annual plan.

Goal 1f – Champion Safe, Connected Transit

The District funded the $150,000 pledge for the Fort Bend Transit grant in January. This represents approximately 33% of the annual budget allocated to this category.

Variance Context:

The variance in this category reflects a planned early-year commitment and is timing-related relative to the annual budget.

Goal 2 – Enhance and Maintain a Comfortable, Welcoming, and Well-Managed Public Realm

Major initiatives include park maintenance, trash collection, sidewalk sweeping, floral displays, wayfinding, public safety efforts, homelessness response, and emergency preparedness and response.

Variance Context:

Expenses in this category are pacing consistent with service contracts and seasonal activity. Variances are primarily timing-related and expected to normalize over the course of the year.

Goal 3 – Drive Vibrancy Through Improved Street-Level Connectivity, Walkability, and Inclusive Programming

Major initiatives include the Main Street Promenade, Downtown Overlay Project coordination, and event programming.

Variance Context:

Project-related expenses fluctuate based on construction schedules and programming calendars. Current variances reflect the timing of project milestones and event activity.

Goal 4 – Foster a Vital and Thriving Economy Through Business Growth and Residential Expansion

Major initiatives include economic development grant programs (DLI, Thrive, Vinyl, and Al Fresco), retention and recruitment of Downtown office tenants, quarterly research reporting, and marketing initiatives.

Variance Context:

Grant disbursements and marketing initiatives occur periodically throughout the year. Current spending levels are consistent with expected program rollout timing.

Goal 5 – Develop a Hivemind of Intelligence and Goodwill Through Stakeholder Engagement

Major initiatives include stakeholder engagement and communication efforts, including digital platforms, wayfinding initiatives, and field guid

Goal 5c – Advance Branding & Marketing Campaigns

The District funded $16,500 in media expenditures for the leadership team in January. This represents approximately 41% of the annual budget allocated to this category.

Variance Context:

The variance reflects front-loaded spending and is consistent with planned marketing deployment schedules.

Company name: Central Houston
Report name: Check register
Created on: 2/2/2026
Location: District--HDMD and Funds

Bank	Date	Vendor	Document no.	Amount	Cleared
HDMD Operating 3643 - JP Morgan Chase, N	**Account no: 1890323643**				
	1/6/2026	VEN-00937--DPR Downtown Houston-Block 73	36143	260,533.00	In transit
	1/7/2026	VEN-00032--Central Houston, Inc	36144	456,622.87	In transit
	1/7/2026	VEN-00545--HOGG PALACE	36145	8,284.98	In transit
	1/7/2026	VEN-00545--HOGG PALACE	Voided - 36099	-8,284.98	In transit
	1/9/2026	VEN-00941--907 Commerce Lp	36146	48.73	In transit
	1/9/2026	VEN-00944--Anna Mod	36147	73.22	In transit
	1/9/2026	VEN-00708--BOP HERITAGE LLC	36148	41,571.28	In transit
	1/9/2026	VEN-00945--Christopher Campos	36149	61.69	In transit
	1/9/2026	VEN-00943--Commerce Hutchins LP	36150	16.67	In transit
	1/9/2026	VEN-00780--FINGER FSC MCKINNEY LTD	36151	41,096.10	In transit
	1/9/2026	VEN-00938--Foley Building Development	36152	122.52	In transit
	1/9/2026	VEN-00083--Harris County Treasurer		10,370.00	In transit
	1/9/2026	VEN-00584--HORNBERGER BROS PPTIES INC	36153	629.90	In transit
	1/9/2026	VEN-00942--Houston Pennzoil Place	36159	87,805.94	In transit
	1/9/2026	VEN-00939--James Stafford	36155	193.57	In transit
	1/9/2026	VEN-00495--Linebarger Goggan Blair & Sampsor	36156	347.46	In transit
	1/9/2026	VEN-00940--Mass Enterprises	36157	22.61	In transit
	1/9/2026	VEN-00318--STERLING EXPRESS SERVICES		-25.00	In transit
	1/9/2026	VEN-00289--UTS, LLC	36158	6,346.21	In transit
	1/12/2026	VEN-00380--ABC Home & Commercial services		154.43	In transit
	1/12/2026	VEN-00530--Antoine Holmes		1,040.00	In transit
	1/12/2026	VEN-00016--Bartlett Tree Experts		280.00	In transit
	1/12/2026	VEN-00021--Bracewell		26,156.25	In transit
	1/12/2026	VEN-00525--Brandon Kpotie		1,430.00	In transit
	1/12/2026	VEN-00526--Charles Franklin		1,040.00	In transit
	1/12/2026	VEN-00569--Christina LaFour		520.00	In transit
	1/12/2026	VEN-00374--CoStar Realty Information, Inc.		1,687.26	In transit
	1/12/2026	VEN-00519--David Russell		260.00	In transit
	1/12/2026	VEN-00327--DirecTV		123.39	In transit
	1/12/2026	VEN-00517--Franklin Burnett		260.00	In transit
	1/12/2026	VEN-00081--Hamilton Plumbing Services		335.00	In transit
	1/12/2026	VEN-00082--Hardy & Hardy		18,000.00	In transit
	1/12/2026	VEN-00500--Houston Public Media		14,192.82	In transit
	1/12/2026	VEN-00102--Incontrol Construction LLC		18,744.00	In transit
	1/12/2026	VEN-00532--Ivan Sosa-Castillo		1,040.00	In transit
	1/12/2026	VEN-00527--Jacob Pena		520.00	In transit
	1/12/2026	VEN-00520--Jennifer Kennedy		1,264.00	In transit
	1/12/2026	VEN-00595--Joe O'Neal		1,820.00	In transit
	1/12/2026	VEN-00947--Levy Premium Foodservice		4,922.25	In transit
	1/12/2026	VEN-00947--Levy Premium Foodservice		3,344.40	In transit
	1/12/2026	VEN-00146--Lincoln Colwell		1,910.00	In transit
	1/12/2026	VEN-00523--Marcus Labbe		780.00	In transit
	1/12/2026	VEN-00721--Mario Maldonado		260.00	In transit
	1/12/2026	VEN-00529--Moises Alfaro		1,950.00	In transit
	1/12/2026	VEN-00604--Nancy Jones		520.00	In transit
	1/12/2026	VEN-00890--New answerNet Inc. dba Westpark Communications		89.00	In transit
	1/12/2026	VEN-00179--Orkin		105.89	In transit
	1/12/2026	VEN-00185--Pfeiffer & Son, LTD.		5,221.50	In transit
	1/12/2026	VEN-00189--Placer Labs Inc		15,480.00	In transit
	1/12/2026	VEN-00200--Raffle Parking Company		900.00	In transit
	1/12/2026	VEN-00219--Seal Security Solutions, LLC		80,359.11	In transit
	1/12/2026	VEN-00220--SEARCH Homeless Services		40,182.59	In transit
	1/12/2026	VEN-00318--STERLING EXPRESS SERVICES		75.00	In transit
	1/12/2026	VEN-00318--STERLING EXPRESS SERVICES		25.00	In transit
	1/12/2026	VEN-00251--Texas Outhouse		598.58	In transit
	1/12/2026	VEN-00946--Texscape Services		2,002.63	In transit
	1/12/2026	VEN-00265--Thomas Printworks		1,257.98	In transit
	1/12/2026	VEN-00269--TML Intergovernmental Risk Pool		44,228.38	In transit
	1/12/2026	VEN-00504--Today's Landscape		17,215.32	In transit
	1/12/2026	VEN-00271--Touch Agree Property		2,572.80	In transit
	1/12/2026	VEN-00277--Triple R Brothers		111.10	In transit
	1/12/2026	VEN-00287--URS Inc. - Utility Restoration Services, Inc		12,030.00	In transit
	1/12/2026	VEN-00534--Vestis Group, Inc		228.82	In transit
	1/12/2026	VEN-00754--Viking Fence Co.		390.75	In transit

Company name: Central Houston
Report name: Check register
Created on: 2/2/2026
Location: District--HDMD and Funds

Bank	Date	Vendor	Document no.	Amount	Cleared
	1/21/2026	VEN-00404--AT&T		1,015.33	In transit
	1/21/2026	VEN-00497--BIII GStreet LLC		21,529.18	In transit
	1/21/2026	VEN-00386--Blumenthal		1,150.00	In transit
	1/21/2026	VEN-00425--Centra 417 San Jacinto LLC		3,125.00	In transit
	1/21/2026	VEN-00037--City of Houston-Dept of Public Works		2,593.61	In transit
	1/21/2026	VEN-00393--CKP Communications Group LLC		1,000.00	In transit
	1/21/2026	VEN-00922--Datafy LLC		15,000.00	In transit
	1/21/2026	VEN-00949--DecorIQ LLC		142,113.32	In transit
	1/21/2026	VEN-00695--Engage by Cell		830.00	In transit
	1/21/2026	VEN-00126--Keith Gould		55.78	In transit
	1/21/2026	VEN-00166--Miner, LTD		265.00	In transit
	1/21/2026	VEN-00185--Pfeiffer & Son, LTD.		1,633.90	In transit
	1/21/2026	VEN-00192--Power Pest Corp dba Texas Bird Services		8,470.00	In transit
	1/21/2026	VEN-00219--Seal Security Solutions, LLC		38,774.00	In transit
	1/21/2026	VEN-00271--Touch Agree Property		2,598.40	In transit
	1/21/2026	VEN-00279--TXU Energy		7,550.31	In transit
	1/21/2026	VEN-00534--Vestis Group, Inc		226.38	In transit
	1/21/2026	VEN-00534--Vestis Group, Inc		-226.38	In transit
	1/21/2026	VEN-00299--We 68 LLC		5,224.65	In transit
	1/21/2026	VEN-00303--Wholesale Electric Supply		395.00	In transit
	1/26/2026	VEN-00530--Antoine Holmes		780.00	In transit
	1/26/2026	VEN-00404--AT&T		2,166.73	In transit
	1/26/2026	VEN-00525--Brandon Kpotie		1,560.00	In transit
	1/26/2026	VEN-00526--Charles Franklin		1,300.00	In transit
	1/26/2026	VEN-00569--Christina LaFour		260.00	In transit
	1/26/2026	VEN-00322--Color Specialist Landscaping, Inc		10,405.00	In transit
	1/26/2026	VEN-00954--Concentric Community		10,000.00	In transit
	1/26/2026	VEN-00954--Concentric Community		15,000.00	In transit
	1/26/2026	VEN-00519--David Russell		1,040.00	In transit
	1/26/2026	VEN-00784--DOGGETT WAREHOUSE SOLUTION		597.13	In transit
	1/26/2026	VEN-00908--Federal 1221, LLC		250.00	In transit
	1/26/2026	VEN-00758--Fort Bend County Treasurers Office		150,000.00	In transit
	1/26/2026	VEN-00517--Franklin Burnett		260.00	In transit
	1/26/2026	VEN-00323--Gulf Coast Pavers, Inc		81,500.00	In transit
	1/26/2026	VEN-00082--Hardy & Hardy		5,087.50	In transit
	1/26/2026	VEN-00083--Harris County Treasurer		10,370.00	In transit
	1/26/2026	VEN-00593--Hyatt Regency Houston		250.00	In transit
	1/26/2026	VEN-00102--Incontrol Construction LLC		5,650.00	In transit
	1/26/2026	VEN-00532--Ivan Sosa-Castillo		1,040.00	In transit
	1/26/2026	VEN-00527--Jacob Pena		520.00	In transit
	1/26/2026	VEN-00520--Jennifer Kennedy		1,388.75	In transit
	1/26/2026	VEN-00115--Jerdon Enterprise, LP		741,539.95	In transit
	1/26/2026	VEN-00595--Joe O'Neal		1,820.00	In transit
	1/26/2026	VEN-00952--Lyric Market Operations LLC		250.00	In transit
	1/26/2026	VEN-00911--Mamajuana Cafe		1,000.00	In transit
	1/26/2026	VEN-00523--Marcus Labbe		520.00	In transit
	1/26/2026	VEN-00721--Mario Maldonado		487.50	In transit
	1/26/2026	VEN-00913--Megan O'Brien		250.00	In transit
	1/26/2026	VEN-00529--Moises Alfaro		1,820.00	In transit
	1/26/2026	VEN-00604--Nancy Jones		260.00	In transit
	1/26/2026	VEN-00200--Raffle Parking Company		900.00	In transit
	1/26/2026	VEN-00875--Rogelio Ruiz		260.00	In transit
	1/26/2026	VEN-00875--Rogelio Ruiz		260.00	In transit
	1/26/2026	VEN-00560--SASHA SHEPARD		260.00	In transit
	1/26/2026	VEN-00219--Seal Security Solutions, LLC		1,813.32	In transit
	1/26/2026	VEN-00953--Slow Drip Tx, LLC		250.00	In transit
	1/26/2026	VEN-00563--TEXAS PRIDE DISPOSAL		2,093.29	In transit
	1/26/2026	VEN-00504--Today's Landscape		22,574.92	In transit
	1/26/2026	VEN-00276--Trik Motorsports		1,700.00	In transit
	1/26/2026	VEN-00290--Verizon Wireless		641.48	In transit
	1/27/2026	VEN-00851--PREMIER TOWER LP	36160	2,582.10	In transit
	1/27/2026	VEN-00851--PREMIER TOWER LP	Voided - 36014	-2,582.10	In transit
	1/27/2026	VEN-00878--Robert C. Rubio		-500.00	In transit
	1/28/2026	VEN-00878--Robert C. Rubio		500.00	In transit
	1/28/2026	VEN-00872--SCA Sam Houston Hotel LP	36161	2,143.83	In transit

Company name: Central Houston
Report name: Check register
Created on: 2/2/2026
Location: District--HDMD and Funds

Bank	Date	Vendor	Document no.	Amount	Cleared
	1/28/2026	VEN-00872--SCA Sam Houston Hotel LP	Voided - 36084	-2,143.83	In transit
	1/28/2026	VEN-00850--WEINROTH CONSULTANCY LTD	36162	57.50	In transit
	1/28/2026	VEN-00850--WEINROTH CONSULTANCY LTD	Voided - 36020	-57.50	In transit
	1/29/2026	VEN-00934--712 Jones Realty LLC		-2,253.73	In transit
Total for HDMD Operating 3643				**2,560,660.34**	
HDMD Capital x3635 - JP Morgan Chase, N.A Account no: 1890323635					
	1/12/2026	VEN-00292--Victor Stanley		29,404.00	In transit
	1/21/2026	VEN-00208--Renfrow Metalsmiths, LLC		5,876.00	In transit
	1/26/2026	VEN-00504--Today's Landscape		10,421.70	In transit
	1/26/2026	VEN-00504--Today's Landscape		6,447.29	In transit
	1/26/2026	VEN-00504--Today's Landscape		10,421.70	In transit
Total for HDMD Capital x3635				**62,570.69**	
			Total	**$2,623,231.03**	

ACTION ITEM	Authorize an amendment to the existing professional services agreement with Better Block and authorize up to $500,000 for implementation of the “Via Futbol” Temporary Roadway Conditions project for the 2026 FIFA Men’s World Cup.

SERVICE PLAN	2026-2035
Account Code	773.300
Budget & Year	$500,000 2026

REQUEST	Not to exceed $500,000

DESCRIPTION	In December 2025, the Board authorized a professional services agreement with Better Block to develop the Via Futbol program framework for temporary roadway conditions associated with the 2026 FIFA Men’s World Cup. That planning effort is nearing completion. Through detailed data mapping and analysis, Better Block, with the assistance of their subconsultant Momentum, has identified recommended route closures, preferred pedestrian pathways, anticipated peak activity days, and priority corridors to safely accommodate visitors and residents. Staff now requests authorization to implement the temporary improvements identified through that work, which will include: • Barricades and pedestrian protection • Temporary ADA ramps and accessible pathways • Ground plane murals and graphic enhancements • Temporary wayfinding signage This request includes amending the existing Better Block agreement to allow the firm to serve as Owner’s Representative during implementation. In this role, Better Block will coordinate with District Operations and Programming staff to support permitting, installation, event operations, and deinstallation. Staff also requests authorization to sole-source materials and services necessary to deliver these temporary improvements.

DISCUSSION	This request represents the implementation phase of the Via Futbol initiative previously authorized by the Board. Maintaining Better Block's involvement ensures continuity between the planning recommendations and on-the-ground execution, preserving design intent and alignment with the data-driven framework developed in 2025–2026. The temporary roadway and pedestrian enhancements will create safe, ADA-compliant connections between key Downtown destinations during World Cup activities while reinforcing existing District investments in the public realm. Approval of this amendment and implementation funding will allow staff to proceed with coordinated installation, operations oversight, and removal of the temporary improvements in support of a safe and welcoming Downtown experience.

DBE PARTICIPATION	TBD



DOWNTOWN HOUSTON+

STRATEGIC ALIGNMENT PLAN UPDATES

March 2026

GOAL 1

Champion major projects, initiatives and investments that improve Downtown.

1.6 Explore opportunities to integrate emergent technologies and resiliency by improving infrastructure to manage and mitigate the effects of climate change.

Highlight: DTH+ submitted a federal Economic Development Administration (EDA) Disaster Resiliency Grant application to advance infrastructure improvements that strengthen economic resilience and climate adaptability in the Warehouse District. The $1.2 million proposal would advance previous planning work which had identified flooding and infrastructure issues needing correction, due to elevations and proximity to Buffalo Bayou. If awarded, the plan will fund preliminary design and a new style of economic analysis to determine the most cost-effective improvements. The plan also aligns with NHHIP and North Canal Projects, which are slated to have a positive impact on catastrophic flooding in the Warehouse District.

Participating Agencies:

downtown district | Downtown Redevelopment Authority

1.7 Partner with METRO, the City of Houston, and others to plan and support a variety of safe and efficient mobility options for people to get to, from, and around Downtown, including a robust transit network and non-motorized transportation.

Highlight: Earlier this year, DTH+ finalized an agreement with METRO to re-pave intersections along the east-west light rails Downtown. This agreement concludes a longstanding issue that stemmed from the City of Houston not formally accepting the project following its original completion, leaving maintenance responsibility for pavers unclear. Under the news partnership, METRO will reimburse the HDMD to repair failing areas using its existing vendor.

Participating Agency:

downtown district

GOAL 2

Enhance and maintain a comfortable, welcoming, and well-managed public realm.

2.3 Partner with local agencies to provide an exceptional network of parks and greenspaces in Downtown.

Highlight: Late in 2025, Mayor Whitmire convened city leaders and partners, including DTH+ and the Hobby Center, to address the underused Tranquillity Park. Asked to lead the park repositioning, DTH+ developed conceptual plans to overhaul and activate the park within a year. After favorable review by the Mayor, the City of Houston authorized DTH+ to implement improvements, coordinate operations, pursue funding, and potentially assume long-term maintenance and management.

Participating Agencies:

Central Houston | downtown district | Downtown Redevelopment Authority

2.6 Deploy welcoming ambassador teams within the public realm to improve visitor experiences and augment public safety.

Highlight: To support increased visitation during Rodeo season, DTH+ refreshed Ambassador team uniforms with custom belt buckles to enhance visibility, approachability, and brand recognition within the public realm during Downtown's highest-traffic periods. The updated uniforms are designed to reinforce a welcoming presence for visitors and strengthen the Ambassadors' role as highly visible, trusted points of contact for wayfinding, general information and assistance. This seasonal uniform deployment supports a more cohesive visitor experience, increases the perceived presence of Downtown services during peak demand and uplifts the Ambassadors' dual role in hospitality and public safety support across key corridors and gathering areas.

Participating Agency:

downtown district



GOAL 3

Drive vibrancy through improved street-level connectivity, a commitment to walkability, and inclusive programming strategies.

3.1 Plan, design, and construct public infrastructure that supports safety and equity.

Highlight: DTH+'s major streets resurfacing project is underway, improving 80+ blocks, and prioritizing some of the most heavily traveled and in-need corridors. Improvements include asphalt resurfacing & restriping to curb, gutter plus additional repairs where needed. Now halfway into the project's scheduled duration, the project was forecasted to be completed at a lower cost than the amount of the H-GAC / TxDOT grant. To maximize the use of available grant funds, DTH+ has coordinated with the City of Houston to identify another 35 blocks to add to the scope. This change order was sent to TxDOT for approval in mid-February. If approved by TxDOT, the leveraged funds could now translate into 120 blocks of improved roadway completed before the previous deadline of May 31, 2026.

Participating Agency:

Downtown Redevelopment Authority

3.9 Support efforts to enable a more festive game day atmosphere better integrated into the built environment.

Highlight: In preparation for the 2026 FIFA World Cup, DTH+ initiated development of a World Cup Business Playbook to help Houston-area businesses prepare for and capitalize on match-day activity. The Playbook translates the scale and dynamics of this global mega-event into clear, actionable guidance that supports festive, coordinated, and visitor-ready environments integrated into the public realm. Content includes operational readiness, branding and activation opportunities, access and logistics considerations, and cultural context to help businesses anticipate international fan expectations.

Participating Agency:

Downtown Redevelopment Authority

GOAL 4

Foster a vital and thriving economy through business growth, residential expansion, and enhanced reasons to be in Downtown.

4.5 Work with local government build partnerships to reform regulatory processes to expedite timetables and decrease barriers to entry.

Highlight: Working in partnership with the Mayor's Office and following our February presentation, we are advancing a formal ordinance for a Council vote this month to secure a master license for the Main Street Promenade. This move directly supports our goal to reform regulatory processes and decrease barriers to entry for local businesses. By centralizing the licensing, we can offer a seamless experience for those looking to establish or expand outdoor dining. This will be complemented by Alfresco Grants, administered by our staff with HDMD funds, specifically to assist businesses with their "more space" on Main Street. The ordinance also introduces high-quality design standards for furniture and lighting to ensure a durable aesthetic. Beyond physical improvements, this framework empowers us to refine maintenance and launch new programming, fostering a more cohesive, inviting downtown environment.

Participating Agency:

downtown district

4.15 Be the go-to organization for Downtown market research and intelligence.

Highlight: At the end of January, we published the Year-End 2025 Market Report, delivering a comprehensive overview of Downtown's performance and trends across 2025. Released within one month of year-end, the report synthesizes insights on visitation, employment, development, retail and residential activity, and real estate into a digestible annual narrative. In February, we also met with the Thrive Committee to discuss enhancing the report's distribution process, ensuring data and key updates are more accessible and actionable for stakeholders. This edition reinforces our role as the primary source for Downtown market intelligence.

Participating Agencies:

Central Houston · downtown district · Downtown Redevelopment Authority



GOAL 5

Develop a hivemind of intelligence and goodwill by genuinely engaging and convening stakeholders.

5.1 Develop a representative engagement structure that provides stakeholders the opportunity to inform decision making and advise on the direction of Downtown.

Highlight: : Motivated by 2026's new Top 20 Agenda for Action, DTH+'s Board committee structure was reviewed to ensure alignment with evolving organizational needs. Building on the collaborative model introduced in 2022, committees were realigned to focus on discrete Top 20 objectives and to better match members' interests and expertise. A brief survey was distributed to Board members to capture assignment preferences, including standing and time-limited committees. Based on responses, 2026 committee assignments are being prepared, with some adjustments made to strengthen overall effectiveness, engagement, and appropriate governance-level oversight.

Participating Agencies:

Central Houston | downtown district | Downtown Redevelopment Authority

5.6 Improve and expand external communications to increase awareness of CHI, its actions, and general Downtown happenings.

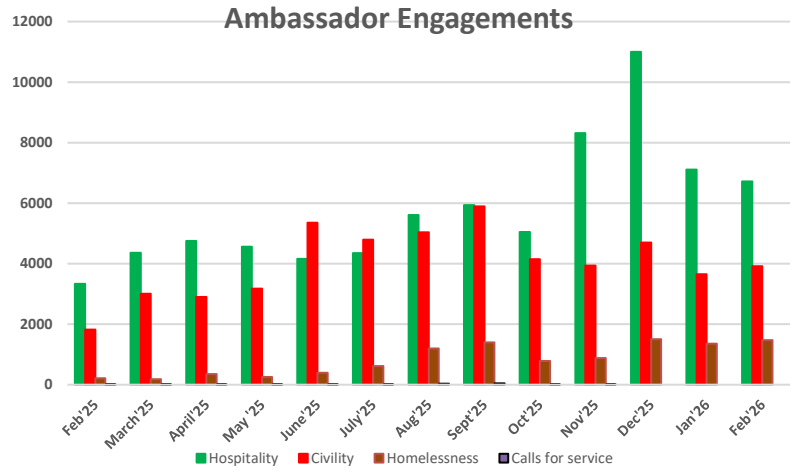
Highlight: In February, 15 positive earned media placements (AKA: good PR) ranged from the "Huge To-Do List" revealed at CHI's Outlook Breakfast, to interviews with Texas Monthly, Houstonia, and three local TV newscasts about prepping for FIFA World Cup. DTH+ partnered with CM Mario Castillo on two broadcast stories about taming Houston's summer heat with innovative shade strategies. A mouth-watering TV profile previewed chef Omar Pereney's Petite Lucie in Market Square Park. Mayor Whitmire's State of the City announced Tranquillity Park's revival, and an article from Greater Houston Partnership leveraged research from DTH+ on Houston's evolving energy industry. The upshot: Downtown is "the convening center," shrinking distance between energy customers, investors, technical talent, and service providers, accelerating deal-making and collaboration.

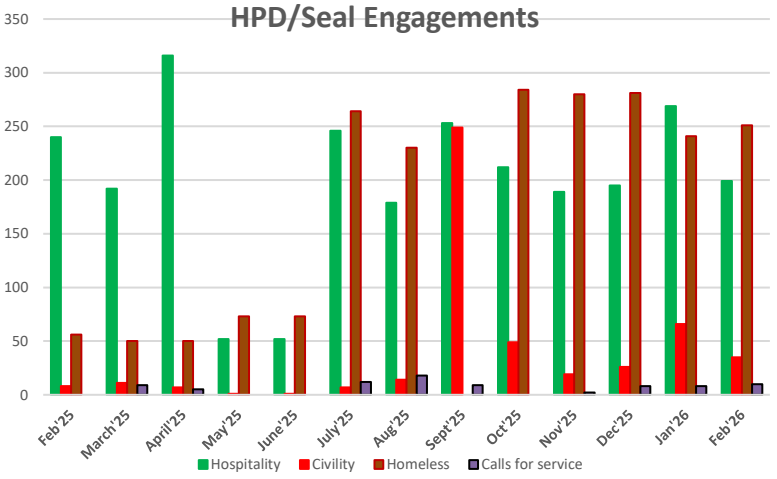
Participating Agencies:

Central Houston | downtown district | Downtown Redevelopment Authority

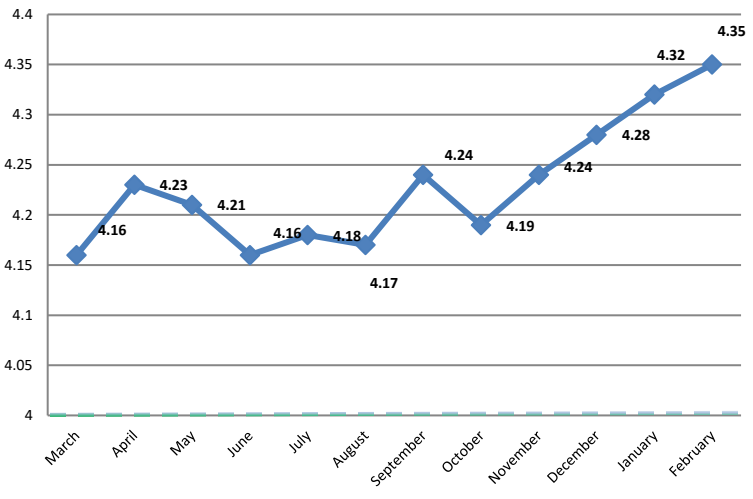
Engagements	Homeless Count	Sidewalk Cleaning	Garbage Disposed (Tons)	BF Clean/Graffiti/Bio
25,299	**225**	**4.34**	**250**	**34689/1502/3203**
Total	Average	Average	Total	Total

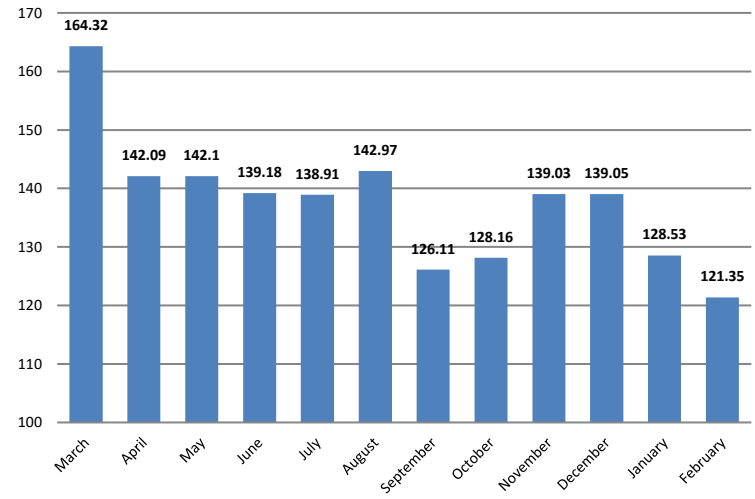
Safety & Quality Control

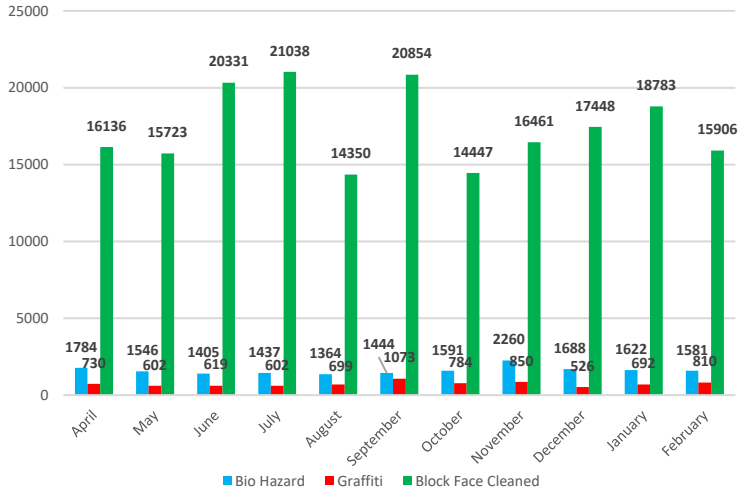












Engagement Metrics

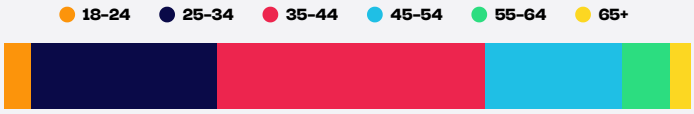
February 2026

SOCIAL

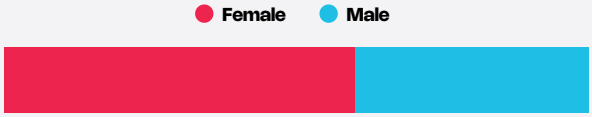
Social Metrics

	Instagram	Facebook	X	TikTok	LinkedIn
Total Reach	1.7M	739,186	29,027	92,000	7,206
Total Impressions	149,430	364,260	4,891	4,239	3,759
Total Followers (+Increase)	201,707 (+133)	169,053 (+612)	159,947	11,072 (+184)	5,707 (+82)

Followers by Age



Followers by Gender

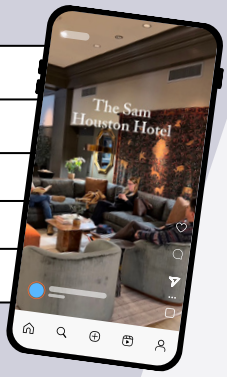


Top Content of the Month

Sam Houston Hotel

The reel highlighted the transformation of the Sam Houston Hotel, showcasing its recent renovation and refreshed interiors. It featured updated guest rooms, modern design elements, and the on-site restaurant, The Pearl, highlighting how the historic property blends its original charm with a polished, contemporary look.

Plays	134,723
Likes	436
Comments	10
Shares	66
Saves	114



WEBSITE

Top 3 Viewed Pages

1 Calendar — 17,688 Visits

Unique Visitors	Views/User	Avg. Time
10,633	1.66	29s

2 Tunnels — 11,715 Visits

Unique Visitors	Views/User	Avg. Time
7,097	1.65	52s

3 Parking — 8,450 Visits

Unique Visitors	Views/User	Avg. Time
5,453	1.55	15s

