

2023

WHY DOWNTOWN

HOUSTON



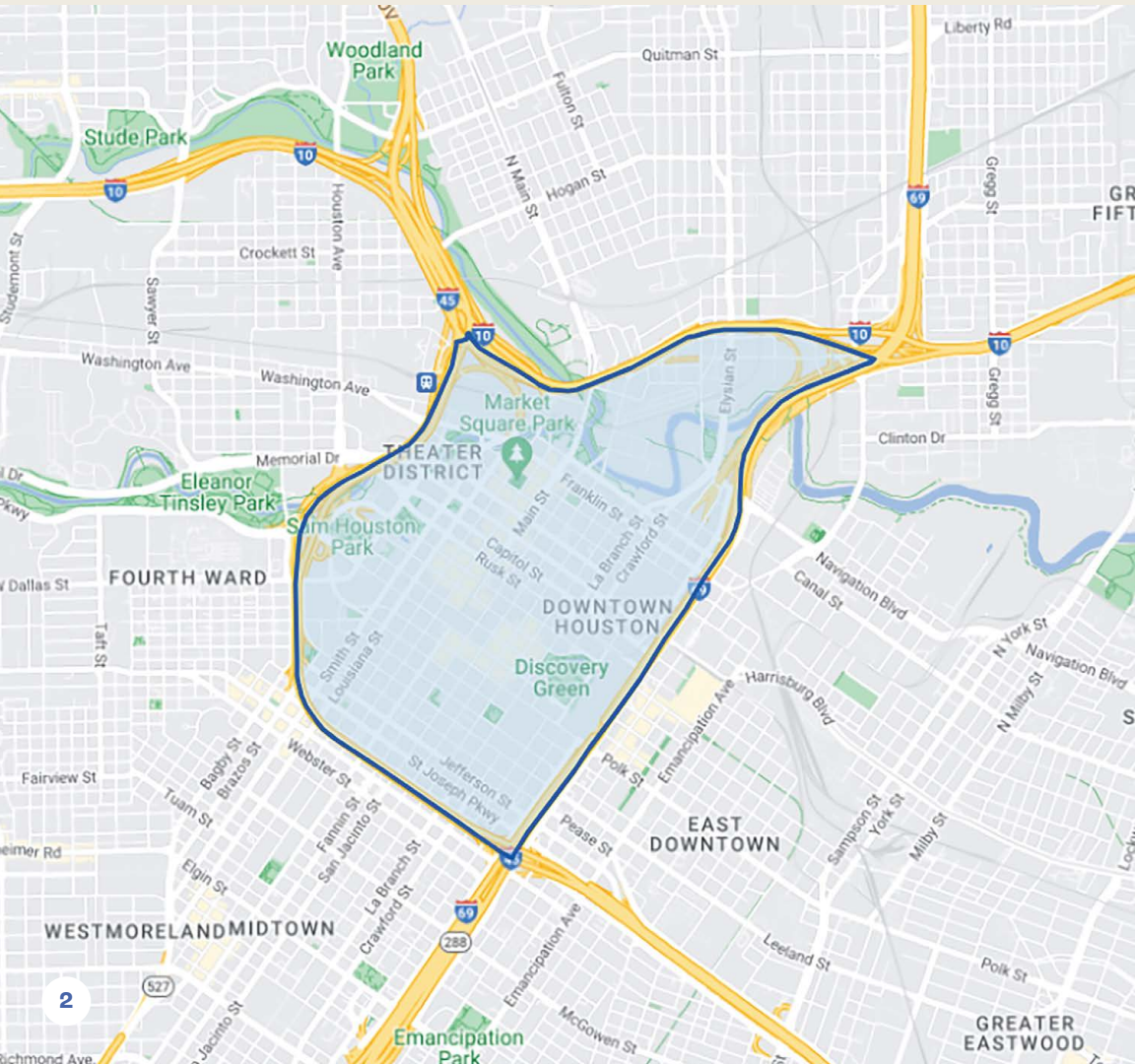
Central Houston



TABLE OF CONTENTS

Neighborhood at a glance	02
Residential	04
Employment	08
Visitors & Hospitality	12
Retail	14
Transportation	16
Clean & Safe	18
Working with Central Houston, Inc.	20

NEIGHBORHOOD AT A GLANCE



Why Downtown Houston

In the heart of Houston, the Downtown community is a thriving place for arts, business, culture and innovation. Strategically centered, Downtown Houston offers unparalleled accessibility, serving as a gateway to the city's diverse neighborhoods and beyond. The iconic skyline, graced with architectural marvels, mirrors the city's continuous evolution and growth. Downtown Houston is filled with gems such as the Buffalo Bayou among many other parks and greenspaces, the world-class Theater District, six food halls and home to the World Series Champions, the Houston Astros.

The energy of Downtown Houston extends well beyond office hours, as the urban pulse quickens with vibrant restaurants, entertainment venues, cultural events and nightlife options that create an exhilarating backdrop that encapsulates the city's spirit.

Downtown Houston offers all the amenities and choices of an urban setting along with a clean and safe (arguably the cleanest Downtown in the country!) community. Comprised of the Theater District, Historic District, Central Business District and the Convention District, Downtown Houston offers a place for everyone and every business.



Light Rail
(Miles)

23



Tunnels &
Skybridges (Miles)

6.5



Residents
(2-Mile Radius)

78,852



Parks
& Greenspaces

20



Parking
Spaces

83,345



Sports
Stadiums

3



Students

15,739



Performing Arts
Organizations

9



Live Music
Venues

4



Religious
Institutions

12



Fortune 500
Headquarters

10



Sq Ft Of Office
Space (Millions)

52.6



Companies

3012



Bars
& Restaurants

250+

RESIDENTIAL

DEMOGRAPHICS Breakdown by category

36 years old

Median Age

1.37

Household Size

\$98,422

Median Household Income

Total Population

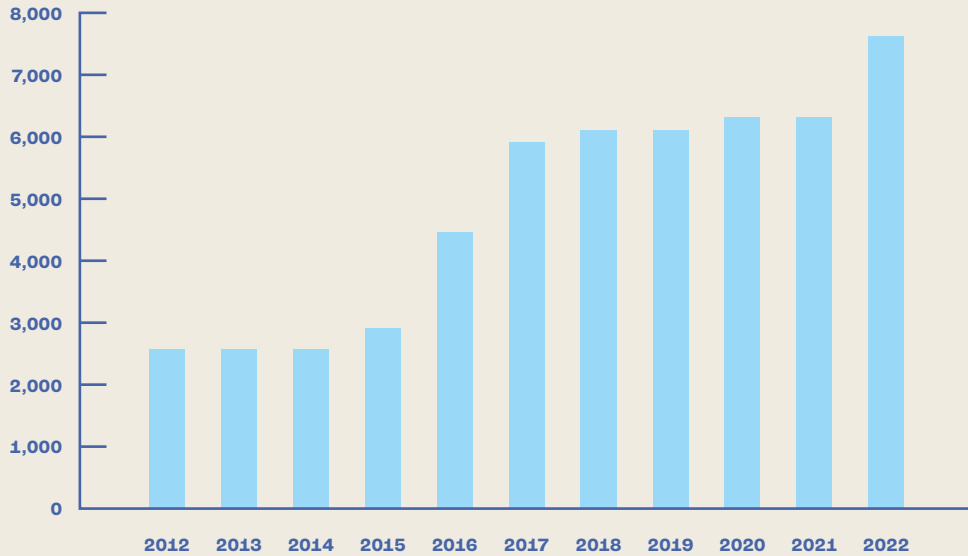
11,787

2023 YTD (Jan 23 - Jun 23)

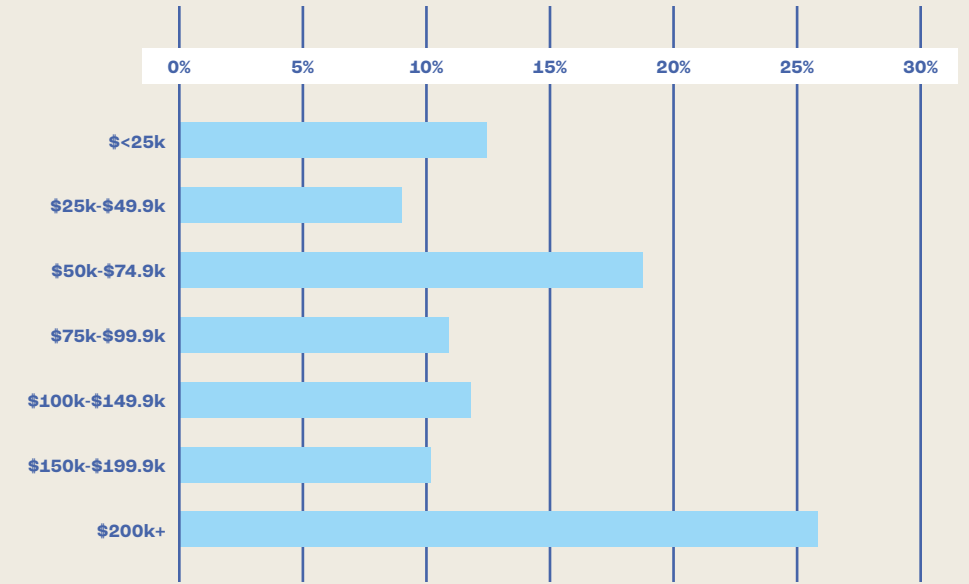
Did you know?

There are an additional 78,852 residents in a 2-mile radius of Downtown Houston

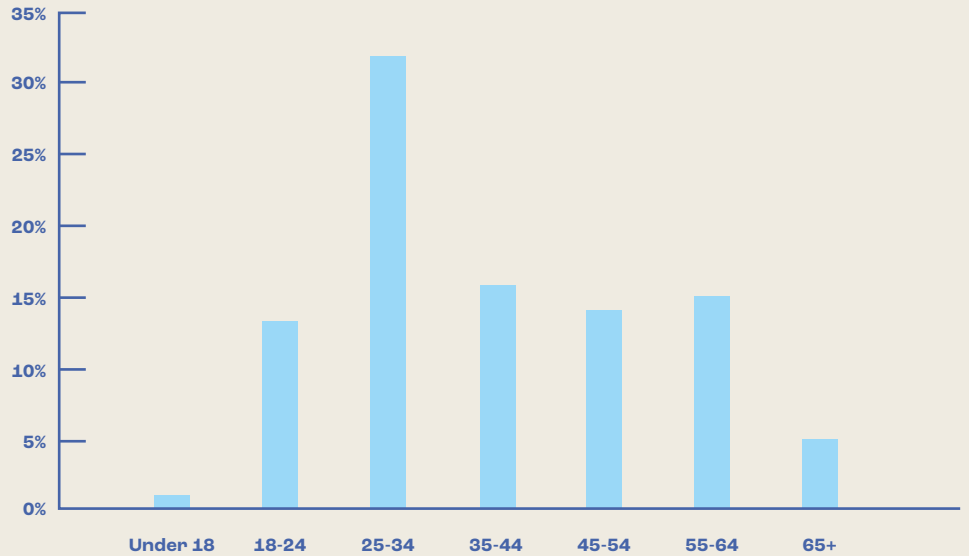
Growth in Units Over Time



Income Distribution



Age Distribution





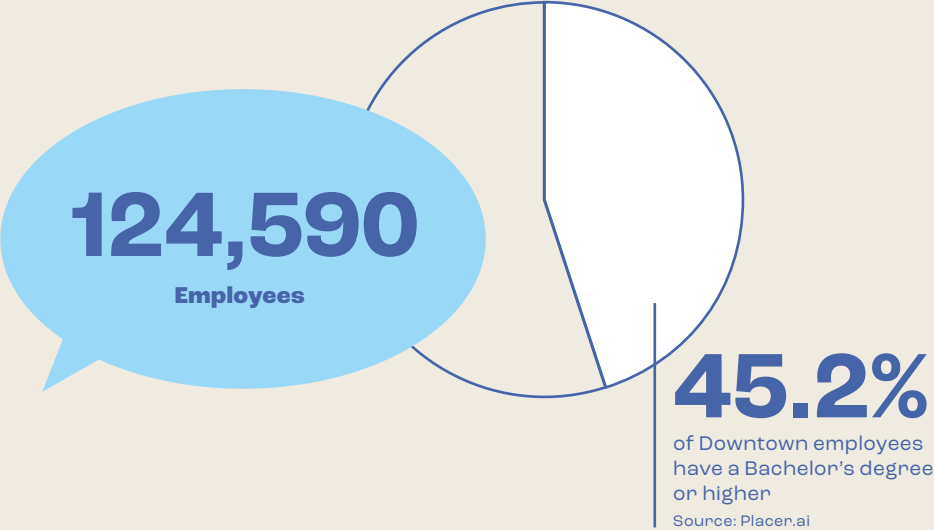
Did you know?

The types of residents attracted to Downtown living are young urban professionals, empty nesters, reverse commuters and, yes, even small families. Residents here are looking for new experiences, they love being at the heart of the action, whether that's courtside at a Rockets game or taking in a Broadway show.

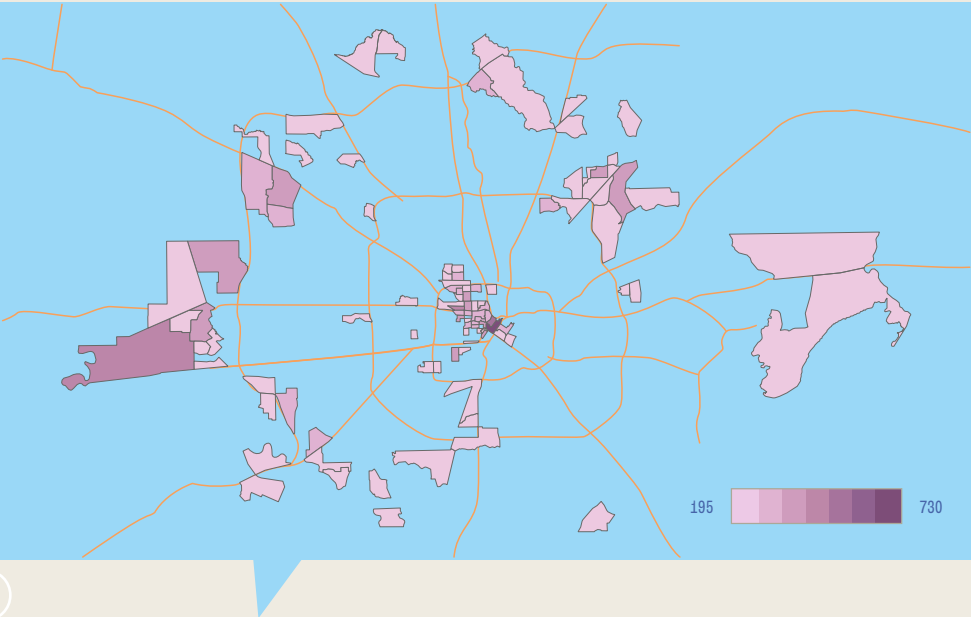
Residential Developments

PROPERTY NAME	ADDRESS	# OF UNITS	RBA	YEAR BUILT	# OF STORIES	RENT TYPE
The Mill	2315 Navigation Blvd	340	100,000	2024	6	Market
Caroline Lofts	2515 Caroline St	119	69,000	2023	3	Market/ Affordable
RoseMary's Place	3300 Caroline St	149	149,000	2024	4	Affordable
Sovereign at the Ballpark	101 Crawford St	229	229,000	2023	6	Market
The Laura	100 Jensen Dr	360	360,000	2023	5	Market
Warehouse District	813 McKee St	489	—	2023	5	Market
New 2100 Memorial Apartments	2100 Memorial Dr	197	225,000	2024	—	Affordable Senior
Elev8	1801 Smith St	372	150,000	2023	20	Market
Residences at the Allen	759 Gillette St	115	150,000	2023	35	Market
800 Bell	800 Bell St	400	1,200,000	—	46	—
Niels & Mellie Esperson Buildings	808 Travis St	10-100	599,000	1941/2014	27-19	—
Knowles-Rowland House	2019 Crawford St	31	—	2024	—	Affordable

EMPLOYMENT



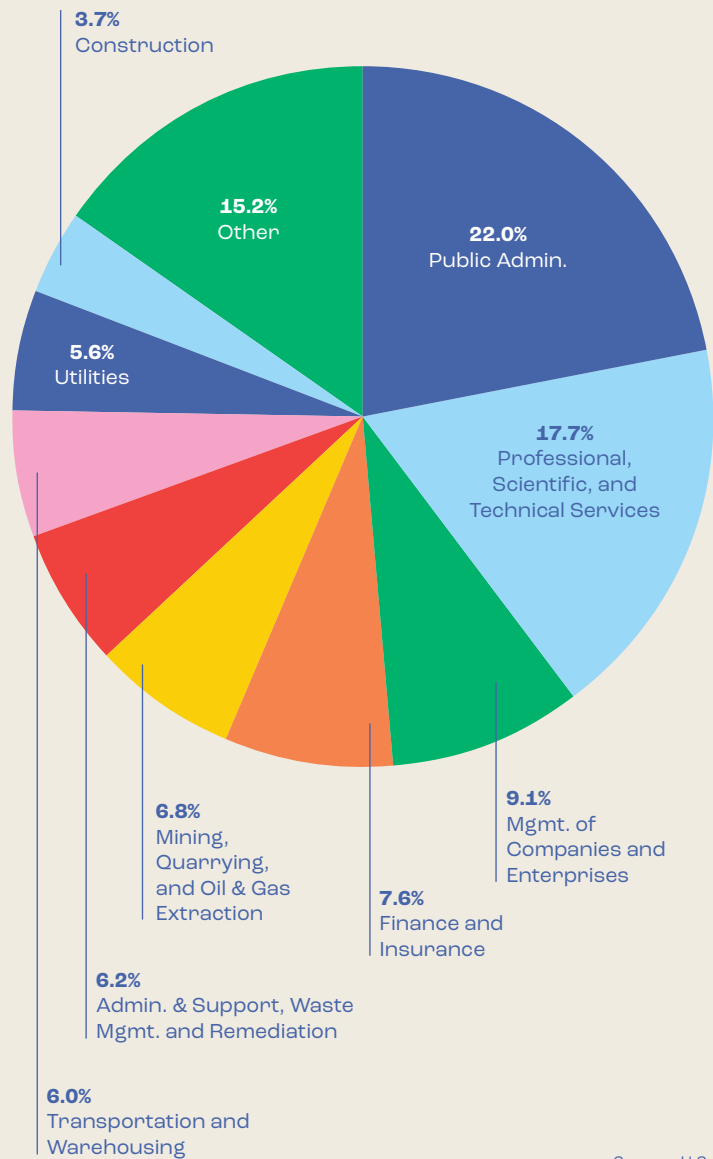
Home Location Of Employees



Major Leases Signed

TENANT		BUILDING NAME	ADDRESS	SF LEASED	LEASE TYPE
Heim Payne & Chorush	Law firm focusing on patent infringement and class action antitrust cases	609 Main at Texas	609 Main St	57,139	Sublet
MP2 Energy LLC	Shell Energy North America subsidiary. Full-service energy company	2 Houston Center	909 Fannin St	35,059	Direct
Unknown		One Allen Center	500 Dallas St	27,498	Direct
Paloma Natural Resources	Houston-based private oil and gas company	1100 Louisiana	1100 Louisiana St	22,997	Direct
Proman USA, Inc	Methanol production and managing natural gas operations	JPMorgan Chase Tower	600 Travis St	22,008	Direct
MossAdams	Accounting, consulting, wealth management	One Allen Center	500 Dallas St	21,286	Direct

Employment Composition



Source: U.S. Census Bureau

Did you know?
60%
of residents also
WORK DOWNTOWN

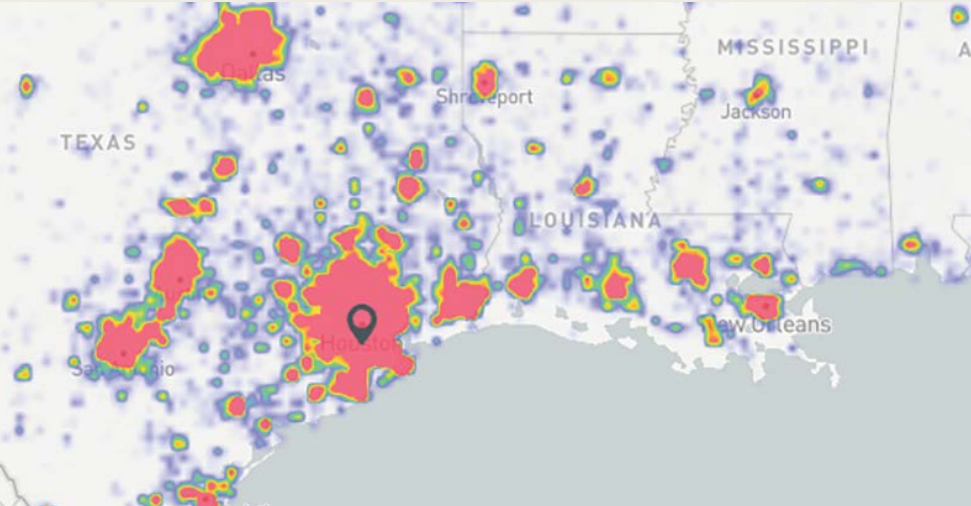


VISITORS & HOSPITALITY

8.2M
Visitors
per year

DEMOGRAPHICS

Where people travel from



SPORTS

Stadiums	Total Capacity	2023 Total Home Attendees
Minute Maid Park	41,000	2,474,028
Toyota Center	18,000	668,865
Shell Energy Stadium	21,000	226,610
TOTAL	80,000	3,369,503

*Minute Maid data through 66 home games. Toyota Center for 2022-2023 NBA season. Shell Energy Stadium as of Aug. 21, 2023. Shell Energy Stadium Total Home attendance is Dynamo (12 games) and Dash (8 games) combined for the 2023 season.



Did you know?

Minute Maid attendance has increased since before Covid.

THEATER VISITS

Venue		Total Capacity	Annual Visitors
Alley Theatre	Hubbard Theatre	774	200,000
	Neuhaus Theatre	296	
The Hobby Center for the Performing Arts	Sarofim Hall	2,650	350,000
	Zilkha Hall	500	
	Jones Hall	2,912	
	Bayou Music Center	2,800	
Wortham Theater Center	Alice & George Brown Theater	2,405	400,000
	Roy & Lillie Cullen Theater	1,100	
TOTAL		13,437	950,000

Source: Placer.ai

Hotel Rooms
8,451

64.3%
Occupancy Rate

\$204.91
ADR

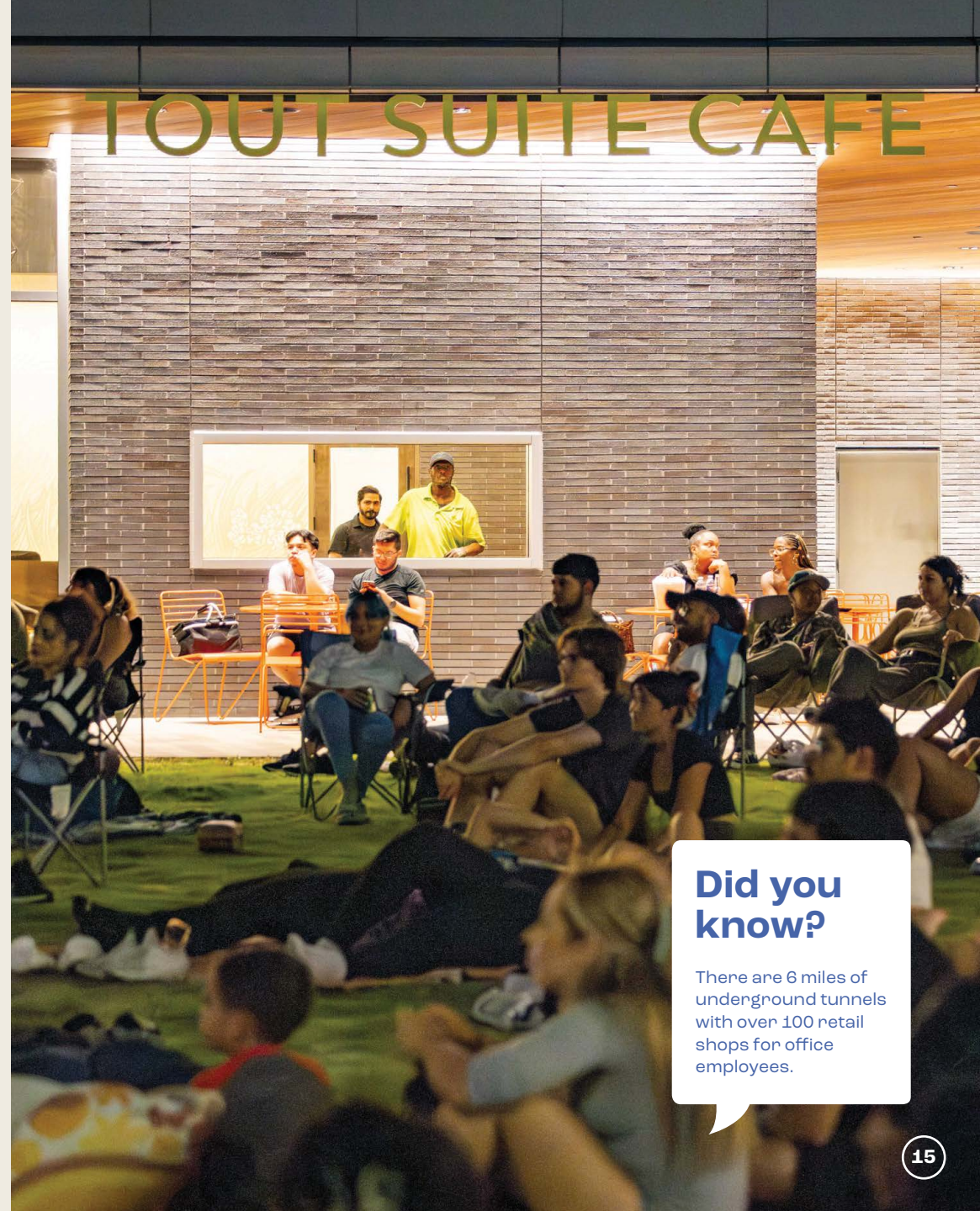
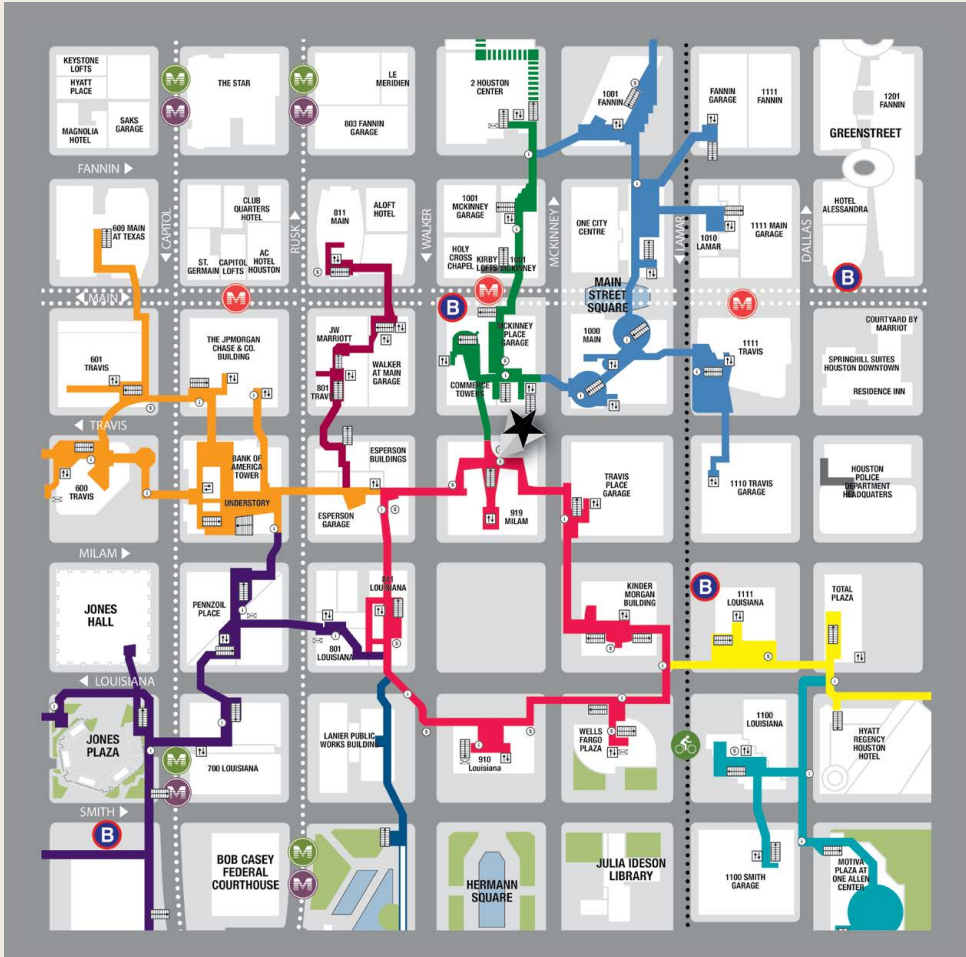
\$131.66
RevPAR

Source: CoStar

RETAIL

Above...and below

There are over 400 active storefronts at street level and another 150 below ground.



Did you know?

There are 6 miles of underground tunnels with over 100 retail shops for office employees.

TRANSPORTATION

QUICK FACTS

Houston has
Airport toll road
access.

Downtown is a Central
location 4 hours away
on domestic flight
from any major city.

In June 2023 METRO
ridership increased
16% YOY and weekend
ridership increased
over 30% YOY.

Downtown is the only
place in the city that
you can get to from
anywhere by transit
(bus, train, walk, etc).

Houston has
3
interstates




CLEAN & SAFE



Cleanliness

06/01 to 08/18
Clean Stats 2023

 Total Biohazard Cleanup
716

 Graffiti/Stickers Removed
168

 Pressure Washing
235

 Blockfaces Cleaned
11,869

Trash Tonnage Collected

Aug 22'	Sep 22'	Oct 22'	Nov 22'	Dec 22'	Jan 23'	Feb 23'	Mar 23'	Apr 23'	May 23'	Jun 23'	Jul 23'	TOTAL
139.46	151.67	159.81	150.86	170.35	157.87	117.64	159.8	151.65	161.57	131.32	162.32	1814.32



235 hours
Pressure washing

1,814 tons
Trash collected

WORKING WITH US



The economic development team of Central Houston can provide a variety of services to assist in helping establish your business in Downtown Houston.

TYPES OF SERVICES PROVIDED

- A 'Welcome' Package of information related to running your business in Downtown Houston
- Qualitative and quantitative information about the Downtown consumer base
- Insight into underrepresented/opportunity niches
- Property owner/commercial brokerage contacts
- Ombudsman services for City of Houston staff and other Downtown stakeholder groups
- Assistance identifying unforeseen costs associated with starting a business in Downtown
- Assistance navigating regulatory hurdles
- Identifying clustering and co-tenancy opportunities
- Site selection assistance
- Information about business development resources, financial incentives, and other programs.

CENTRAL HOUSTON

1221 McKinney Street, Suite 4250
Houston, Texas 77010

713.650.1470

centralhouston.org