

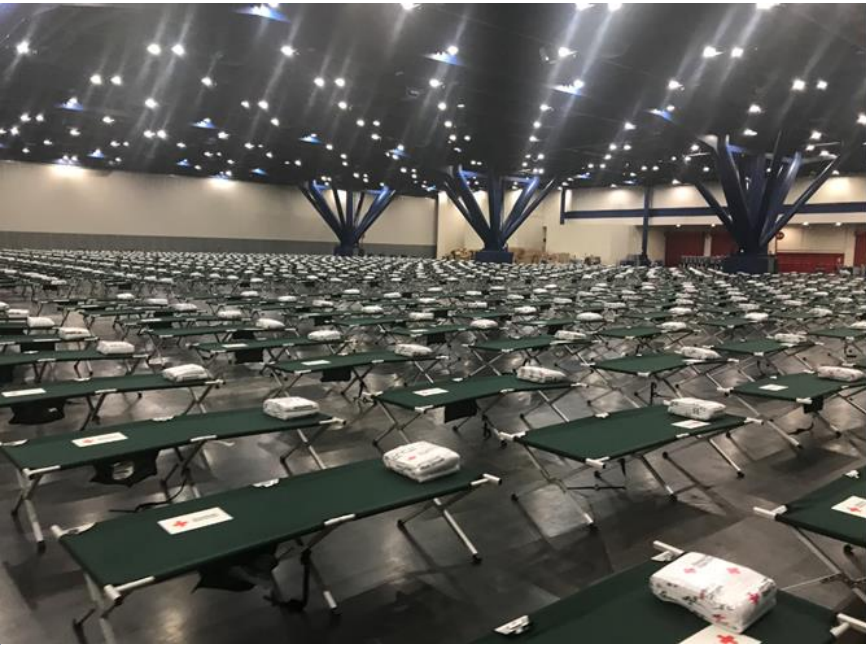
2018 Facilities Update

From Super Event To Mega Shelter 7 Months



From Mega Shelter To Super Event

7 Weeks



Houstonia. “Inside the Houston Grand Opera’s ‘Resilience Theater’ at George R. Brown”



Hilton Americas-Houston



Miller Outdoor Theatre



Jones Hall



Talento Bilingue de Houston



TBH 333 S. JENSEN DRIVE



Theater District Parking



Wortham Theatre



Financials

2018: Budget-Operating Revenues

OPERATING REVENUES

Venue Revenue

Parking Revenue

Miscellaneous Revenue

Total Operating Revenues

	2017 APPROVED BUDGET	2017 Projection	2018 Budget
	\$ 53,030,218	\$ 52,238,360	\$ 53,322,193
	17,483,266	15,165,607	17,290,855
	1,439,150	910,671	1,193,152
	\$ 71,952,634	\$ 68,314,638	\$ 71,806,200

2018: Budget-Operating Expenses

OPERATING EXPENSES

Venue Operations

2017 APPROVED BUDGET	2017 Projection	2018 Budget
\$ 42,120,124	\$ 38,937,086	\$ 40,977,838
28,428,407	27,032,412	27,295,313
16,810,007	15,437,451	15,377,416
2,453,257	2,477,569	2,706,401
1,661,500	1,588,231	1,604,500
1,141,638	655,990	1,332,076
\$ 92,614,933	\$ 86,128,738	\$ 89,293,545

Sales & Marketing

Administration

Enterprise Development

Hotel Administration

Regional Product Development

Total Operating Expenses

2018: Budget Non-Operating Revenues

NON-OPERATING REVENUES

Hotel Occupancy Tax

Interest Income

Total Non-Operating Revenues

	2017 APPROVED BUDGET	2017 Projection	2018 Budget
<i>Hotel Occupancy Tax</i>	\$ 86,290,000	\$ 83,300,391	\$ 87,000,000
<i>Interest Income</i>	\$ 370,000	663,049	675,744
Total Non-Operating Revenues	\$ 86,660,000	\$ 83,963,440	\$ 87,675,744

2018: Budget Non-Operating Expenses

NON-OPERATING EXPENSES

Debt Service

	2017 APPROVED BUDGET	2017 Projection	2018 Budget
<i>Debt Service</i>	\$ 50,623,205	50,505,710	46,017,338
<i>COH Contractual Obligations</i>	\$ 17,831,723	17,338,182	17,727,261
<i>Capital Spending</i>	7,582,651	7,625,481	2,007,997
<i>Civic Obligations</i>	13,286,760	11,507,253	7,157,650
<i>Contingency</i>	2,500,000	-	2,300,000
<i>Hotel Tax Rebates</i>	2,403,444	2,049,846	3,096,213
Net Non-Operating Revenues (Expenses)	\$ (7,567,783)	\$ (5,063,033)	\$ 9,369,285

COH Contractual Obligations

Capital Spending

Civic Obligations

Contingency

Hotel Tax Rebates

Net Non-Operating Revenues (Expenses)

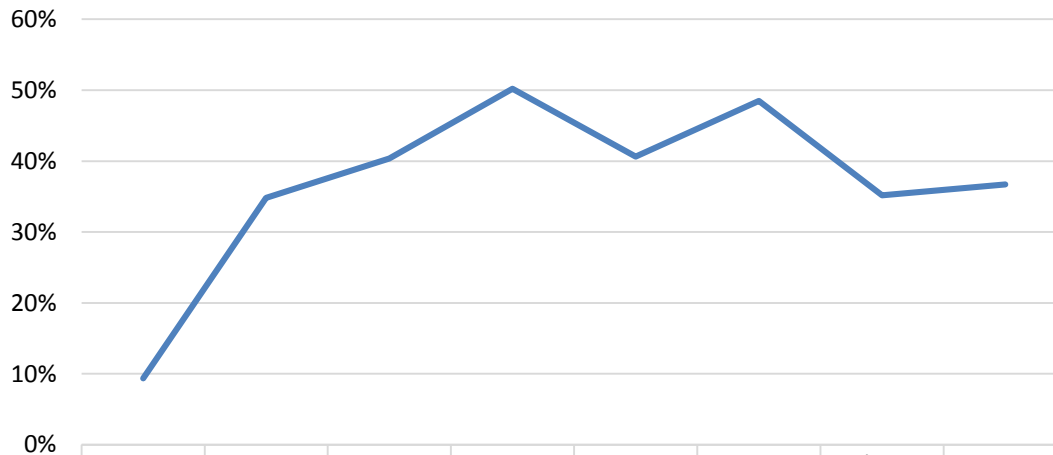
2018 Budget

	2017 APPROVED BUDGET	2017 Projection	2018 Budget
Total Revenue less Expenses	\$ (28,230,082)	\$ (22,877,133)	\$ (8,118,059)

Disaster Expense	\$ -	\$ (68,838,100)	TBD
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\$121 MILLION PAID TO DIVERSITY FIRMS

Percentage

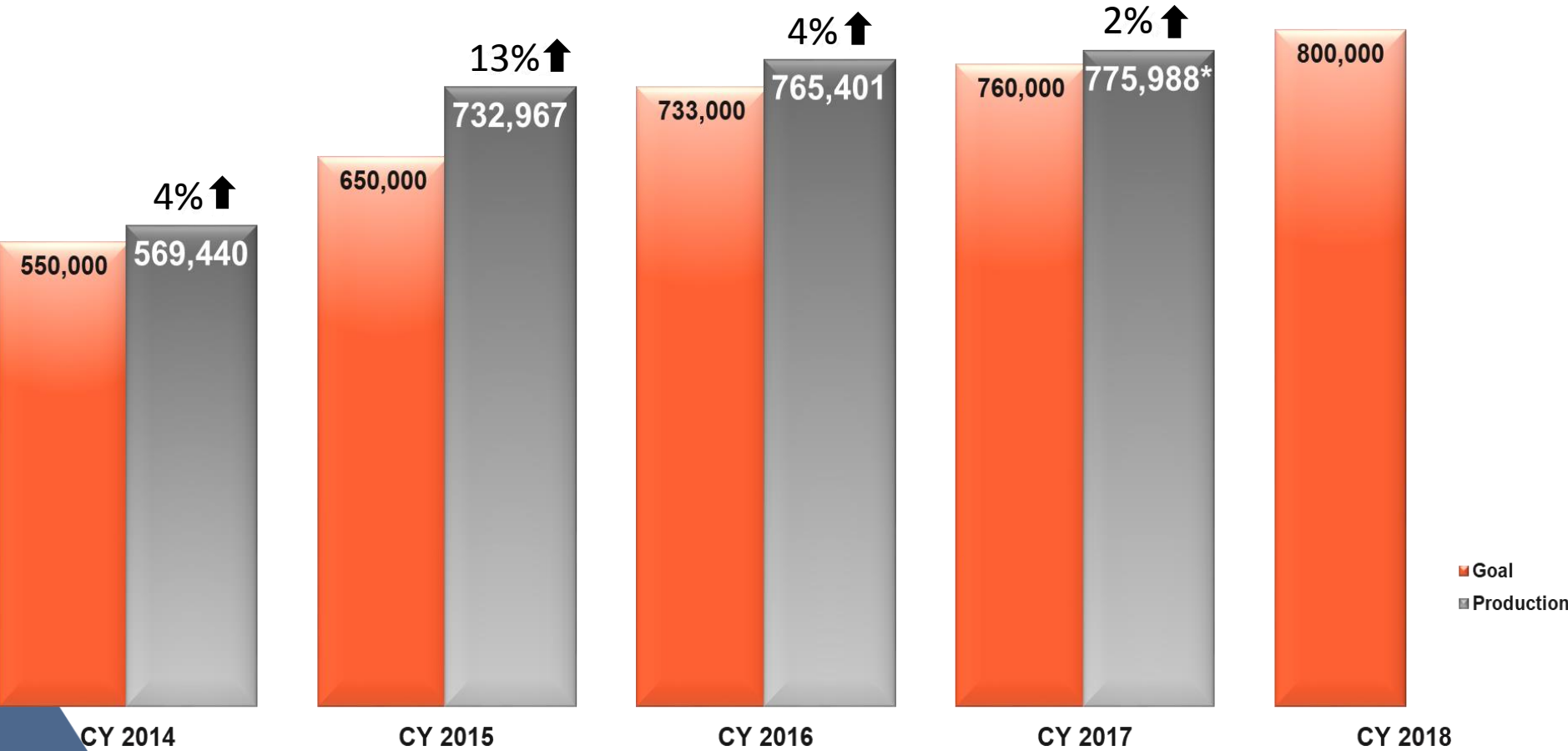


\$120,943,412
Since inception

	CY12	CY13	CY14	CY15	CY16	CY17 YTD	*CD Project	Total
Percentage	9%	35%	40%	50%	41%	48%	35%	37%

Sales

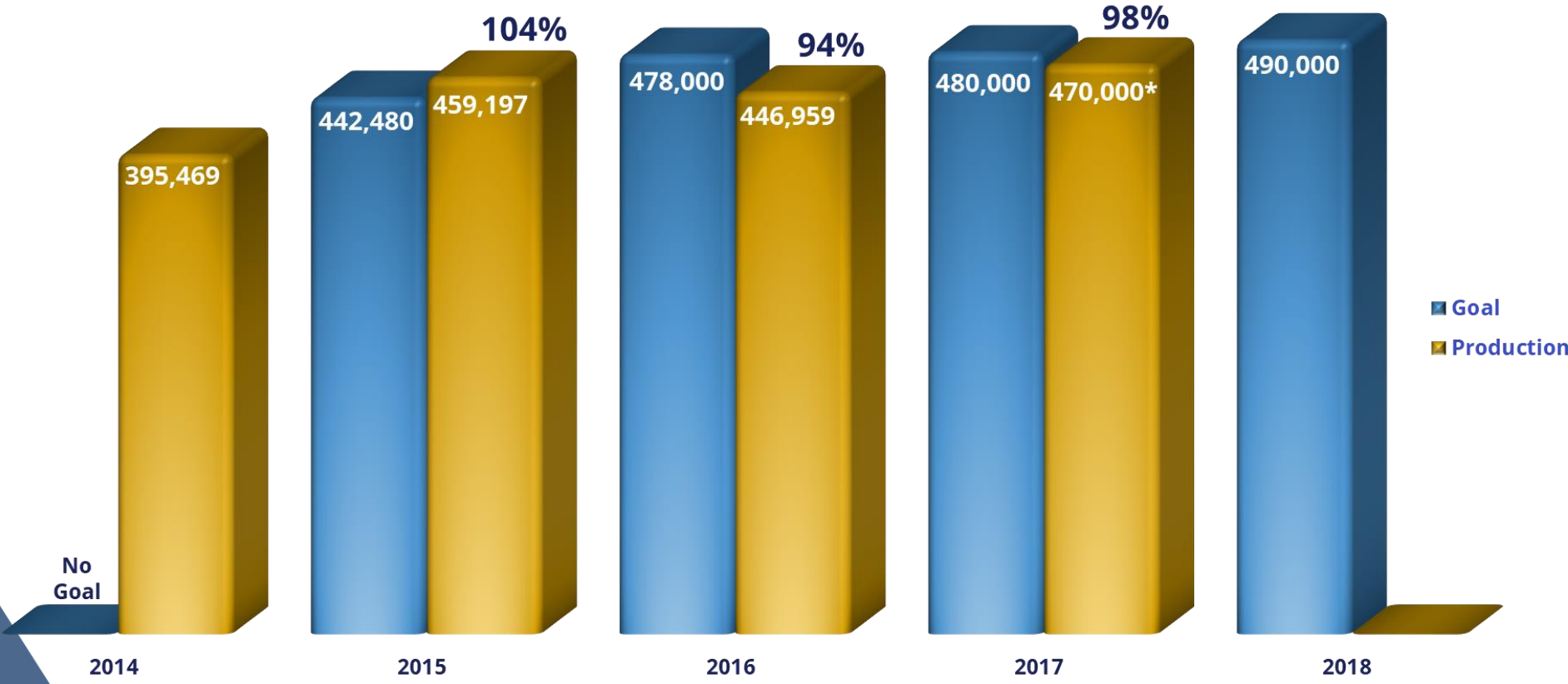
Sales Team Production



■ Goal
■ Production

*Final numbers are a projection of the bookings expected to close by Dec 31, 2017

Citywide Production

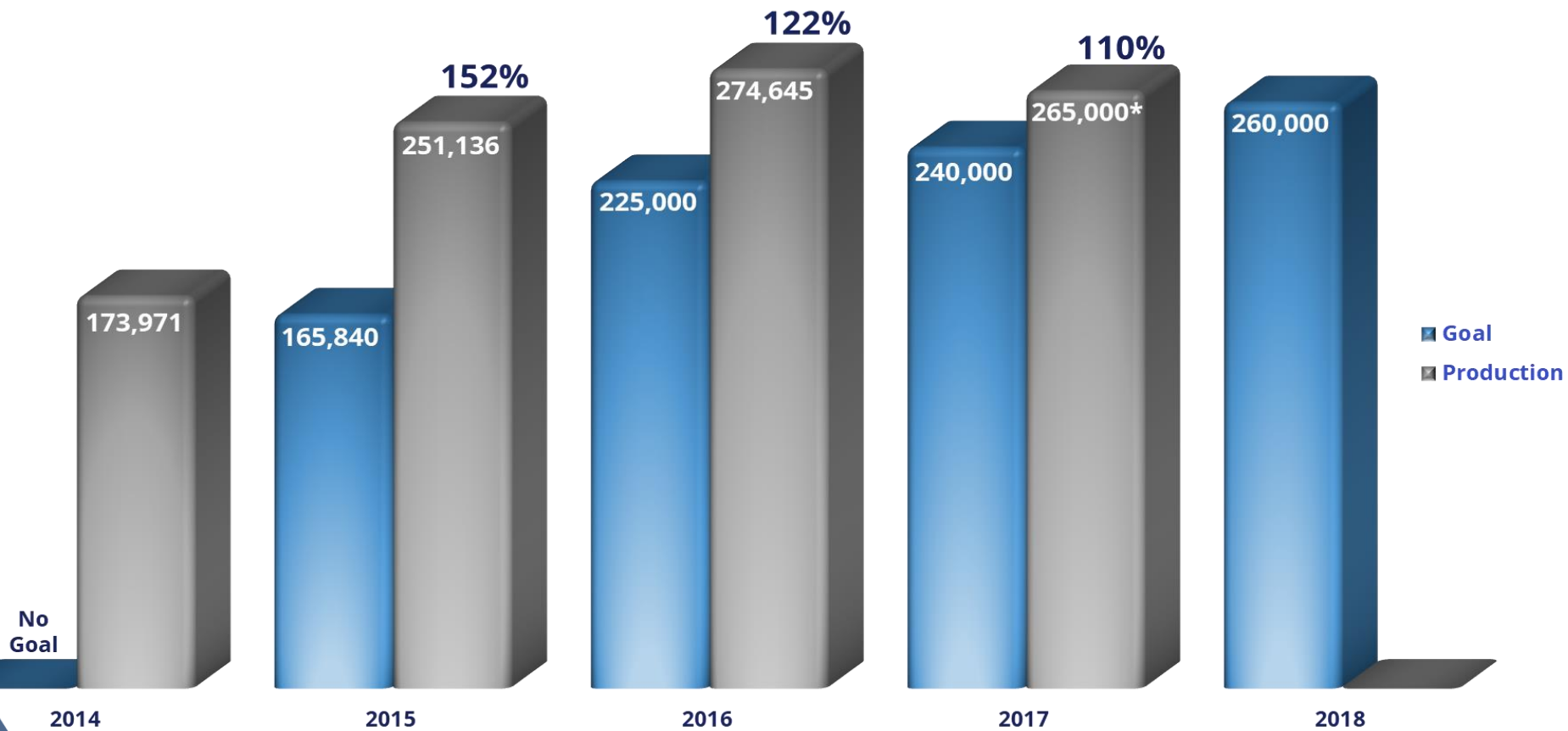


*Final numbers are a projection of the bookings expected to close by Dec 31, 2017

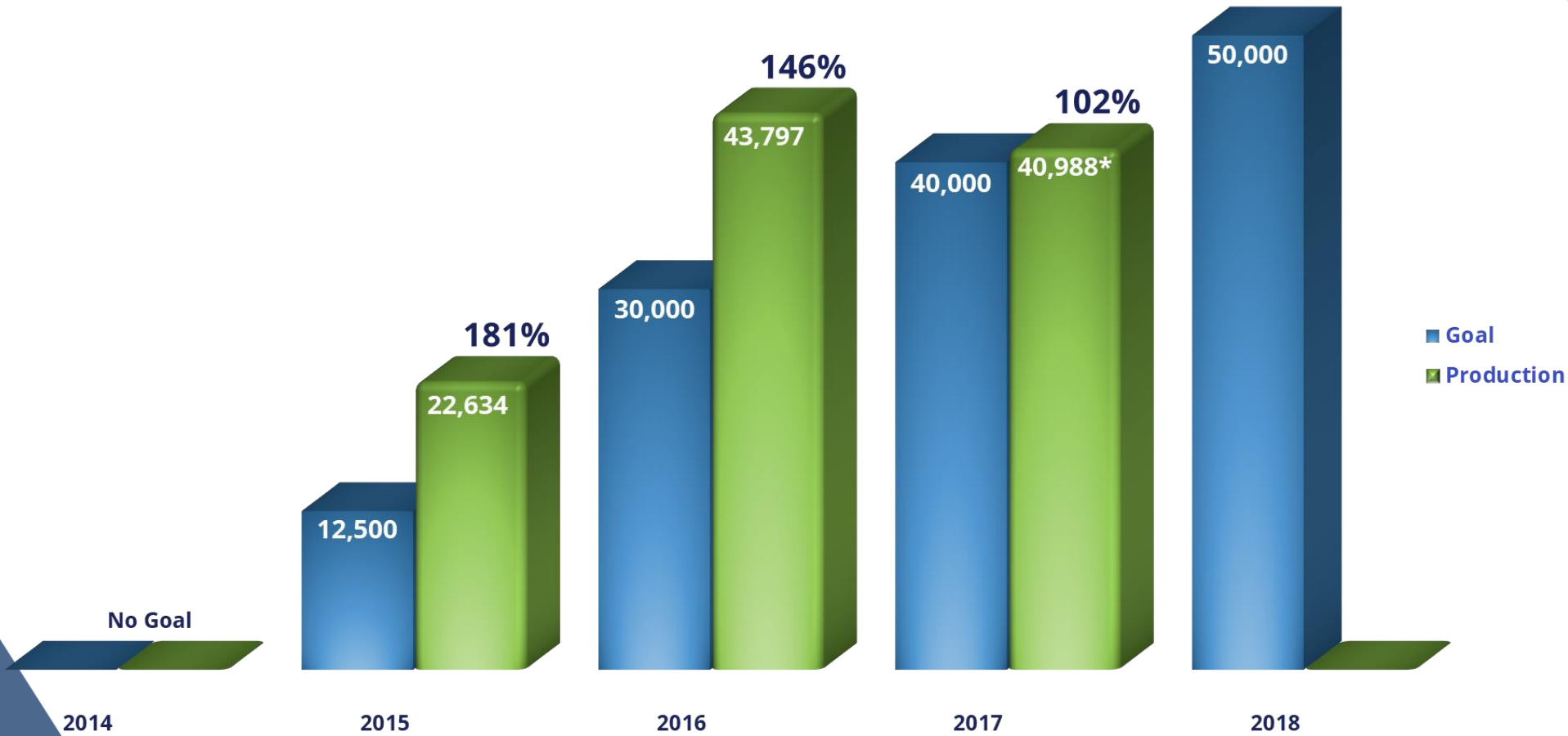
2017 Key Tentatives

Market	Meetings	Room Nights
Corporate	6	56,470
Association – Medical	6	106,076
Association – Business/Trade	5	79,553
Total	17	242,099

Non-Citywide Production



International Production



Partnerships & Event Development

World's Premier Space Commerce Conference

Annual Spaceport Summit for the Global Spaceport Alliance

Entrepreneurship Workshop & Competition

Attendees from 45 States and 31 Countries

Collaboration with NASA, BAYHEP, Rice Space Institute, GHP, Houston Airport System, and Houston Exponential



SPACECOM

SPACE COMMERCE CONFERENCE AND EXPOSITION



COMICPALOOZA

2018 Highlights

Memorial Day Weekend

Expected Attendance of 50,000+

Thousands of Hotel Room Nights



FOOD, WINE & SPIRITS FESTIVAL

Long-Term Strategy for an Annual Destination Event
Further Supports Houston's Image as a Culinary Capital
Partner with National Food & Wine Event Organizer



Houston Film Commission

Accumulative Production 2016-2017 (YTD)

Direct Expenditures
\$30,980,300

Number of Film/Video Project
418

Number of Filming Days
1,880

Feature Film Sanitatum



Netflix Series One Mississippi



Food Network Diners, Drive-Ins and Dives



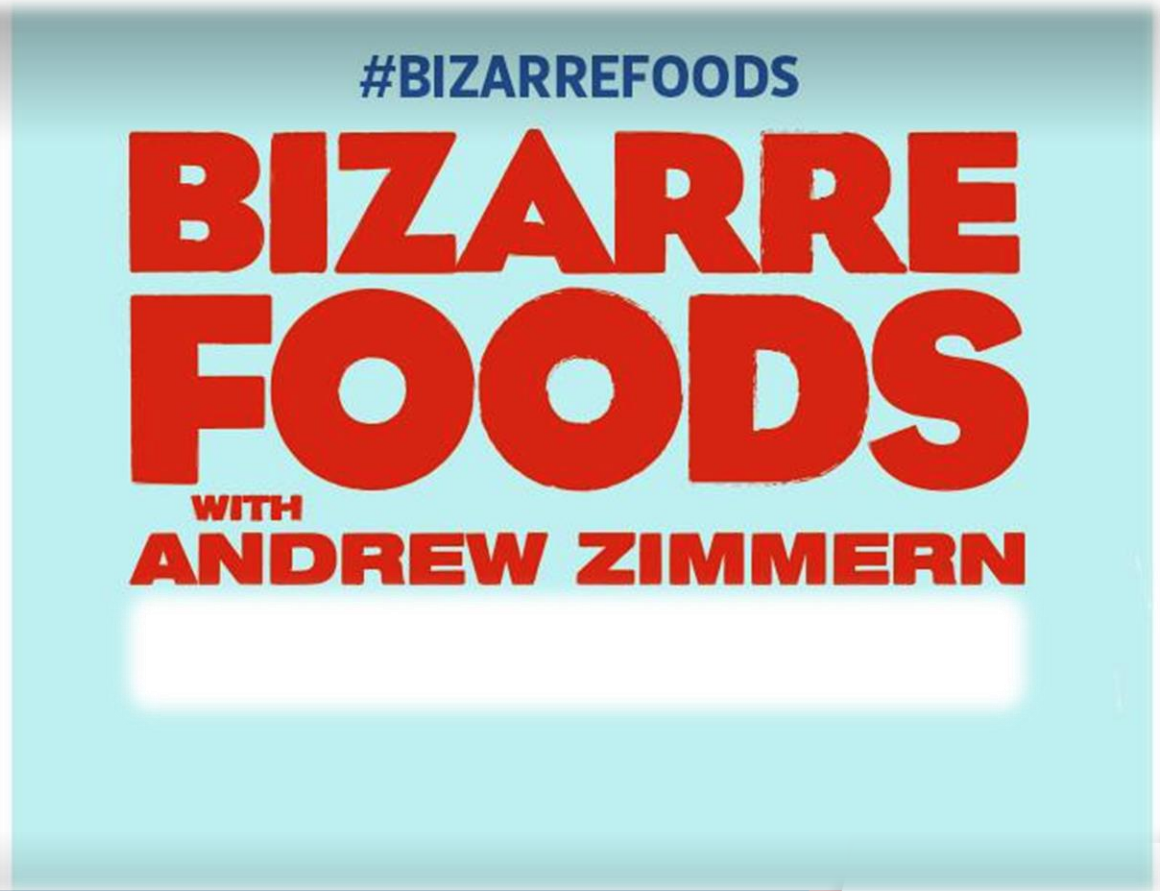
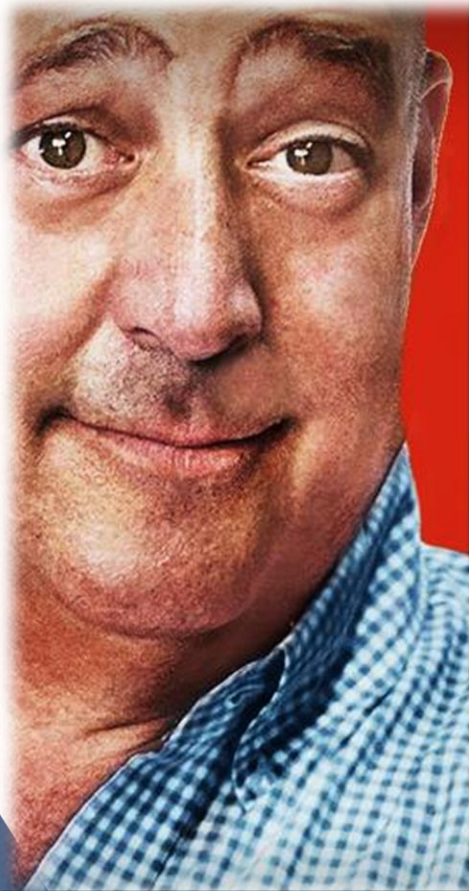
OWN Network

The Book of John Gray



Houstonfirst™

Travel Channel Bizarre Foods with Andrew Zimmern



Animal Planet's The Vet Life



Commercials:

Chrysler
Coca-Cola
Adidas
Hyundai
Nike
Reebok
Ford
Nissan
Exxon
Carl's Jr
Lexus
Acura
AETNA
United Airlines



Commercials:

HEB
BBVA Compass
Foot Locker
Wells Fargo
Cisco
Gatorade
Mercedes
Aegis Security
Verizon
Walmart
Tide Detergent
Prudential
Chevrolet
Chase



Houston Film Community Support

Houston Indian Film Festival
Houston Latino Film Festival
Houston Gospel Film Festival
Houston 48 Hour Film Festival
Houston Cinema Arts Film Festival
Mack Performing Arts Collective
First Thursdays Short Film Series
MFAH Film Department
HCC Film and Video Department
Texas Filmmaker Showcase
Art Institute Media Department
Gulf Coast Film Festival



Tourism

Tourism Overview

Total visitors to Houston Metropolitan Statistical Area (MSA) in 2016 = **20.5 Million**

Tourism generates **\$1.1 Billion** in local & state tax revenue

Tourism ranks **10th** in industry contribution to Houston's GDP

Tourism saves each Houston resident **\$650 Per Year**

Mexico is our largest international market, with **China** and **India** growing quickly

Tourism Trade – International

FOCUS ON OUR
**TOP FIVE
INTERNATIONAL
MARKETS**



Public Relations
Marketing
Travel Trade Training
Travel Trade Sales

*Hola
Houston*

Improving the Customer Experience

Visitor Information Center:

- Hobby Airport Now Open

Coming Soon:

- Tour Operator Certification
- Metro Light Rail
- Tours from Avenida Houston



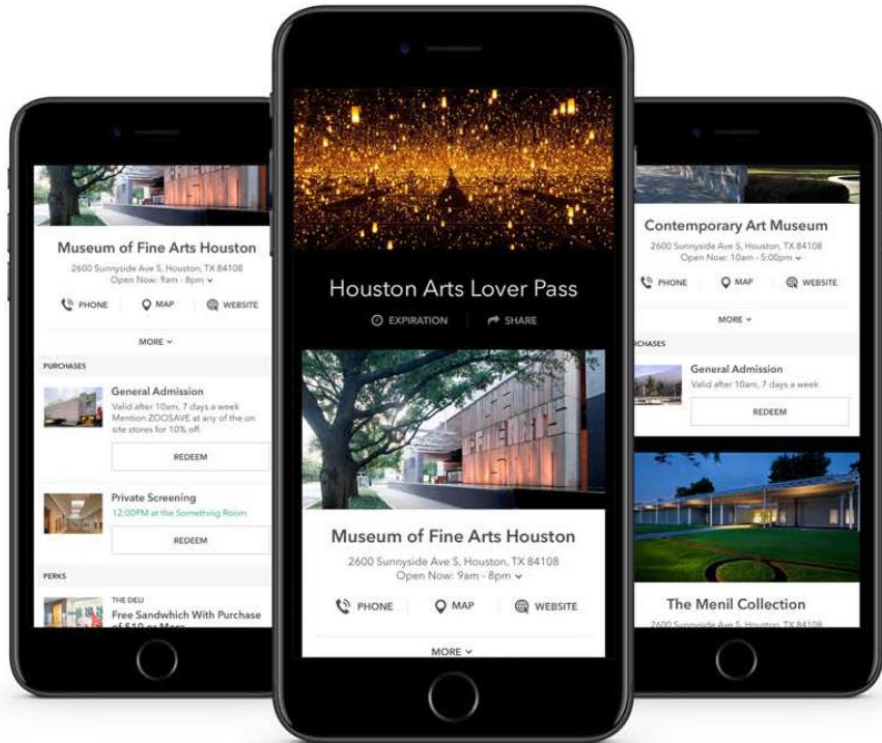
Regional Development



Visit Houston and Beyond

- Day Trips from Houston
- Marketing Program
- Trade and Consumer Show Program
- New section on our website

Tourism Development



- Educational Initiatives
- Matching Grant Program
- Tourism Summit
- Certified Tourism Ambassador Program
- **NEW - Houston Marketplace**



Discover the Unexpected.

100% OF ALL PROFITS GO TO HARVEY RELIEF FUNDS

The Houston Museum Pass

Access to eight premier museums, including exclusive perks, all delivered instantly to your phone

Starting at \$27

BUY NOW

100% of profits go to the Harvey Relief Funds



Sip Great Beer, Savor Community

100% OF ALL PROFITS GO TO HARVEY RELIEF FUNDS

The Houston Brew Pass

Tasting flights at six of Houston's top breweries

Starting at \$18.95

BUY NOW

100% of profits go to the Harvey Relief Funds



100% OF PROFITS GO TO HARVEY RELIEF FUNDS

1-Day Houston Museum Pass

- Explore the gems of Houston's Museum District
- 8 museum admissions delivered seamlessly to your phone
- Exclusive discounts and perks
- Valid for 24 hrs after first use

\$20.00 - \$27.95

ADD TO CART

LEARN MORE



100% OF PROFITS GO TO HARVEY RELIEF FUNDS

3-Day Houston Museum Pass

- Explore the gems of Houston's Museum District
- 8 museum admissions delivered seamlessly to your phone
- Exclusive discounts and perks
- Valid for 72 hrs after first use

\$38.00 - \$46.95

ADD TO CART

LEARN MORE



100% OF PROFITS GO TO HARVEY RELIEF FUNDS

30-Day Houston Museum Pass

- Explore the gems of Houston's Museum District
- 8 museum admissions delivered seamlessly to your phone
- Exclusive discounts and perks
- Valid for 30 days after first use

\$49.50 - \$64.95

ADD TO CART

LEARN MORE

Regional Product Development



Fourth Ward



San Felipe



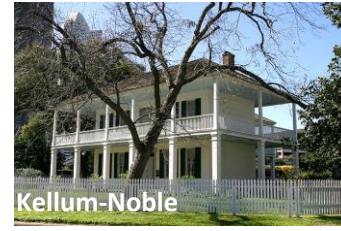
Pillot



Old Place



Yates



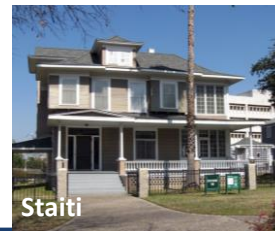
Kellum-Noble



Nichols-Rice-Cherry



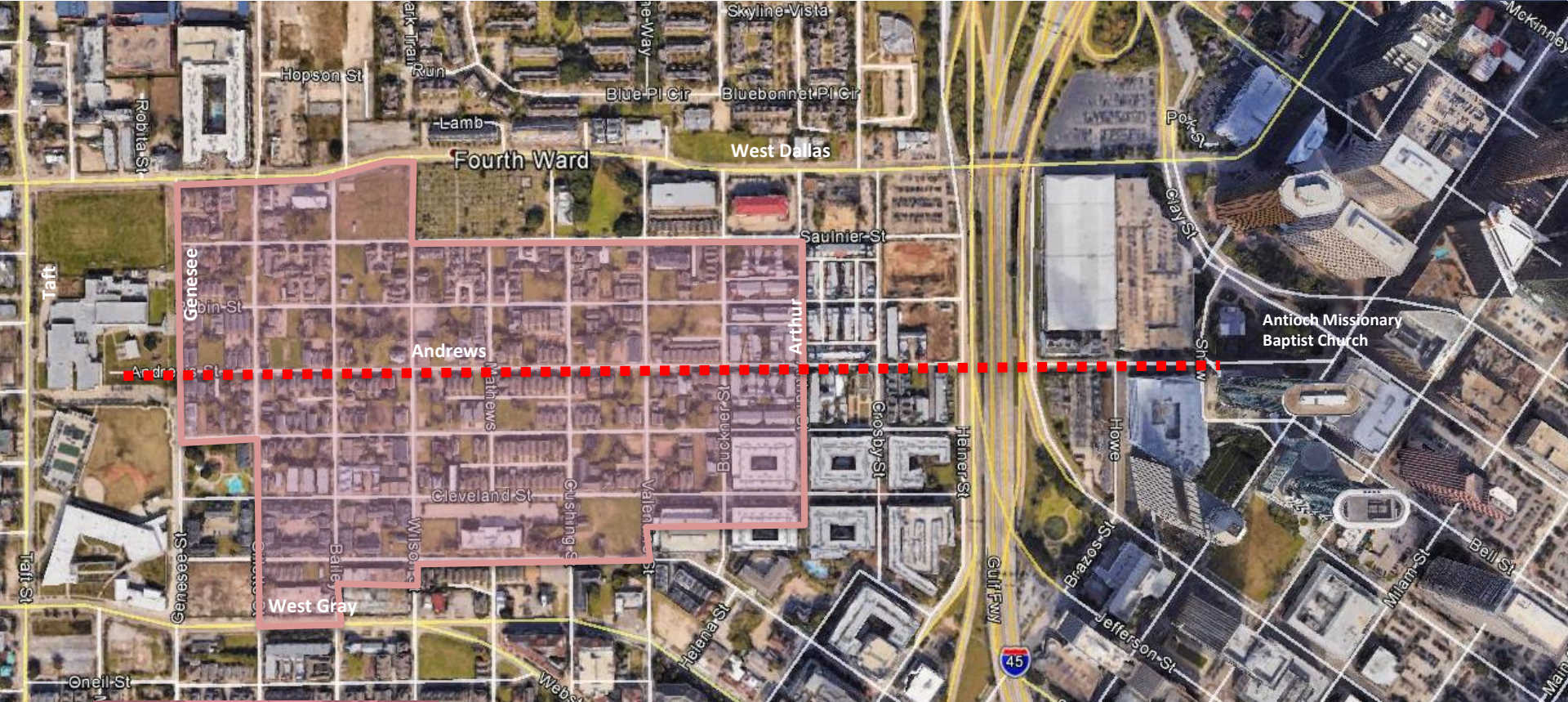
St John Church



Staiti

The Heritage Society @ Sam Houston Park

Houstonfirst™



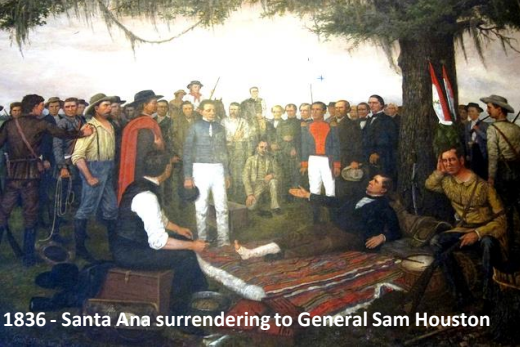
HISTORIC FREEDMEN'S TOWN

"TRAIL TO FREEDOM": A HISTORY OF THE URBANIZATION OF FREED SLAVES

FOURTH WARD
HOUSTON, TEXAS
USA



UNESCO Designation



1836 - Santa Ana surrendering to General Sam Houston



1948 - Battleship Texas



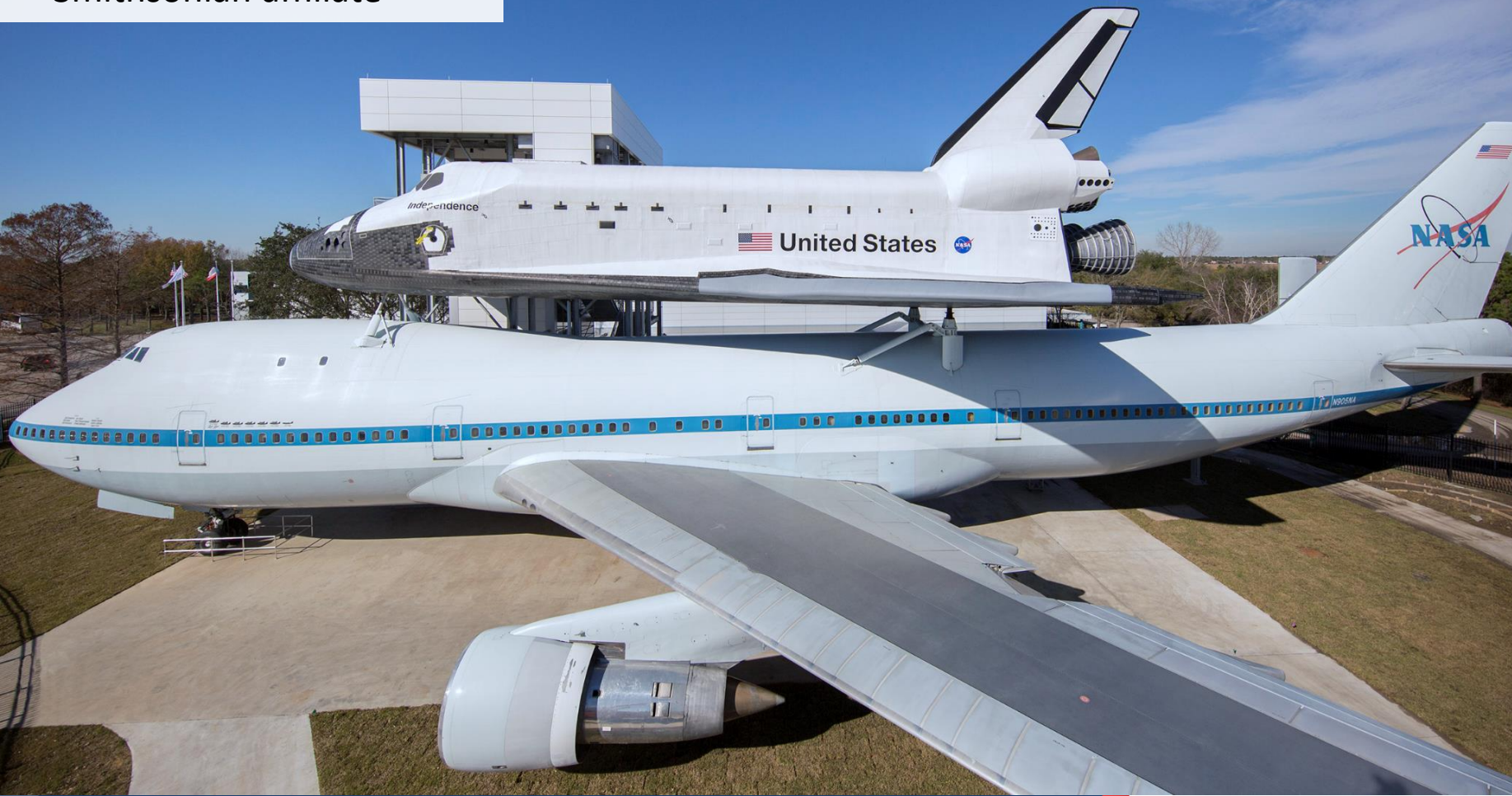
San Jacinto Monument and Museum



- Texas Parks & Wildlife Department
- San Jacinto Battleground Conservancy
- Battleship Texas Foundation
- San Jacinto Monument & Museum
- TX Historical Commission -- John Nau
- La Porte
- Deer Park

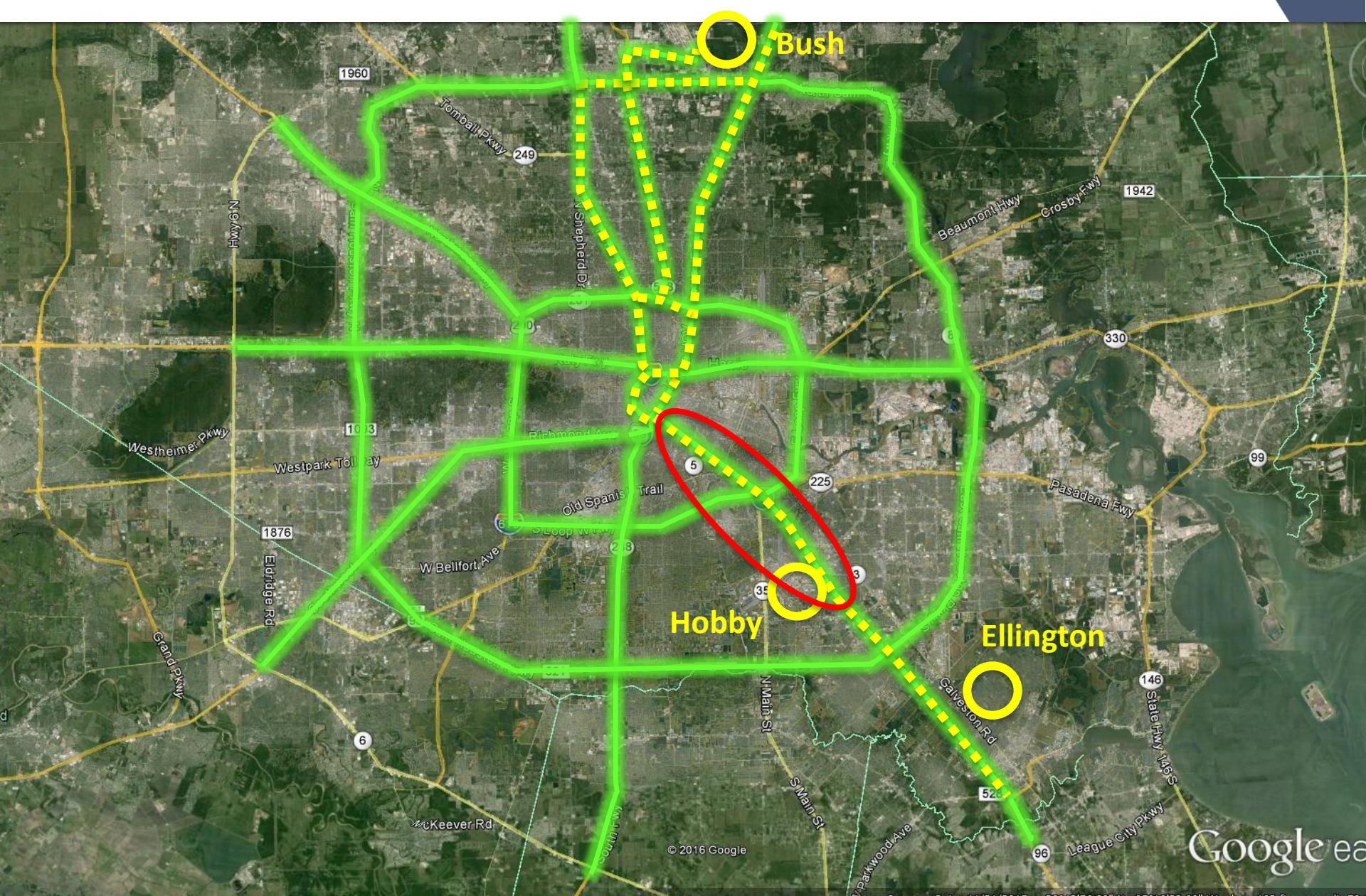
San Jacinto Battleground

- 1 Million visitors/year
- 82% from outside Houston
- \$73 Million impact/year
- Smithsonian affiliate



Space Center Houston

Houstonfirst™



Airport Freeway Corridor Enhancements

Houstonfirst™



Airport Freeway Corridor Enhancements

Houstonfirst™

Marketing, Communications & Retail Operations



HOUSTON is inspired

Experience vibrant museums and galleries in a city where creativity has no limits.
 Liu & Chai Arts Installation, Kasey Barone, GONZOLAZ, Renee Embick, Surfing Club, TheBakerCaveat, Tasha Duda Hancock, Susannah Miles

VISITHOUSTON
 #HoustonInspired



HOUSTON is tast

Experience fresh ideas and cutting-edge menus in a city where culinary innovation has no limits.
 Liu & Chai Arts Installation, Andrea Wynn, Rebecca Mason, Chris Sheppard, Greg Griffin, Seth Siegel Gardner and Terrence Gallivan

VISITHOUSTON
 #HoustonTasty



HOUSTON is inspired

Experience a city where the arts take center stage and creativity has no limits.
 Liu & Chai Arts Installation, Subhankar Dasgupta, Jodi Wiles, Alex Roper, Tracy Hume, Theaters Everywhere, Commerce Washington, Ensemble Theatre, Josh Hopkins, Houston Grand Opera, Niaz Kousaki, Houston Ballet and Terrence Cooper, Catastrophe Theatre

VISITHOUSTON
 #HoustonInspired



HOUSTON

TEXAS
 Capital of the South

Arts, food, shopping, entertainment, outdoors and more — Houston has it all!
 Planning the perfect getaway is easier than ever! Get started by building a custom travel itinerary and create your inspired Houston vacation at VISITHOUSTON.com.
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休斯顿

热情好客的牛仔们
 在阳光灿烂的休斯顿陪你一起
 上太空、吃牛排、Buy不停!

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Planee su viaje en VisitaHoustonTexas.com.

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World Series Wager with @Discover Los Angeles

Discover Los Angeles
@DiscoverLosAngeles

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esther tseng @estara...
Follow

Discover Los Angeles @discoverLA
It's more than a city. It's a vibe.
Followed by El Gran Malo and 5 others

Discover Los Angeles
November 3 at 4:16pm

We've enjoyed hangin' out with you today, Los Angeles! We want to give you a chance to experience all that Houston has to offer. And since we know you could use a W right about now, enter here to win a getaway to Houston: <http://bit.ly/la2houston>

One thing we can all agree on is that free trips = 🍷👍 Until we meet again! - Visit Houston

5.5K Views

Like Comment Share

Katy Yeager Huggins, Ted Bowen IV and 94 others

1 Share

Write a comment

Jose Herrera Thank you Houston you kept it classy! Till next year!
Like - Reply · 12 · November 3 at 4:22pm
2 Replies

Cornelia Berg Love that Houston is controlling this for a week! You guys sure have some amazing restaurants and a beautiful city... but LA still has my heart.
Like - Reply · 1 · November 4 at 1:08am

View 3 more comments

Houstonfirst™

Pack Your Bag Challenge



Season 5 Pack Your Bag Challenge



District	Council Member	Location
I	CM Robert Gallegos	Avenida Houston
B	CM Jerry Davis	North Houston Skate Park
I	CM Robert Gallegos	8th Wonder
D	CM Dwight Boykins	Emancipation Park
A	CM Brenda Stardig	Marq*E
G	CM Greg Travis	CityCentre
C	CM Ellen Cohen	Memorial Park/ Conservancy
K	CM Larry Green	Willow Waterhole
F	CM Steve Le	Viet Hoa
H	CM Cisneros	Ninfa's on Navigation
J	CM Mike Laster	Harwin
E	CM Martin	Lake Houston Wilderness Park

Retail Strategy

LAUNCH



LAUNCH

Provide opportunity to an underserved creative segment

Create an educational/networking opportunity for Houston's fashion design community

Develop downtown retail / Add value to the Avenida Houston investment

LAUNCH Pop-Up Shop Showcases Houston's Design and Artistic Talent

Andrea Bonner | 1/20/2017, 12:41 p.m.



Sydney Dao and designers/photo cred-Quy Tran

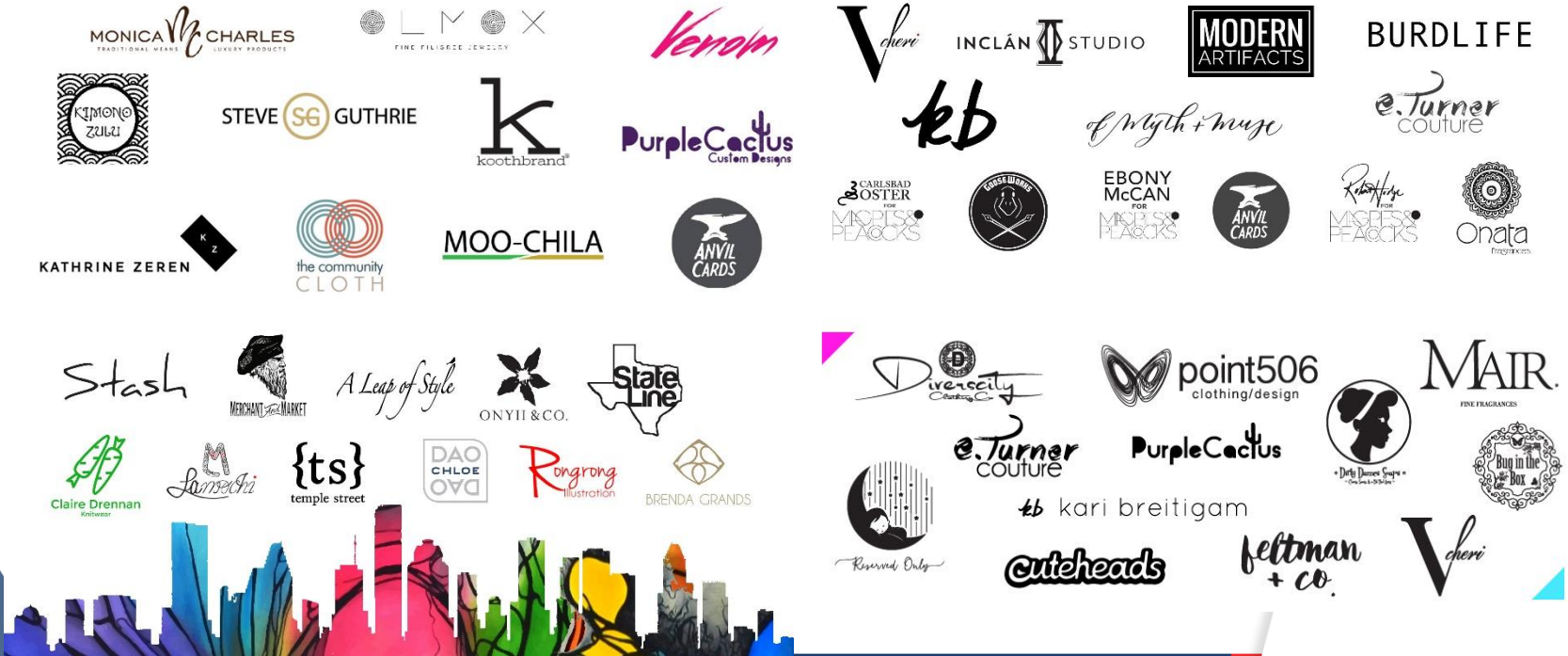


LAUNCH

59 designers, artists and artisans “launched” to date

66% of the designers are minority

100% are small businesses



Augmented Reality

- First US City to launch **Augmented Reality wayfinding APP**
- The *Visit Houston AR Browser* overlays data from VisitHouston.com to the natural world using geolocation. Where virtual data meets reality.
- Phase II updates include an **integration with Lyft/Uber** and **ability to book reservations at restaurants and more...**

