

# HOUSTON BUSINESS INSIDER

The Metro Region's Official  
Economic Development Guide  
2023

Up-To-Date  
Data on the  
Economy,  
Workforce,  
Demographics  
and More

PLUS  
Innovation  
Ecosystems  
and the Future  
of Energy



GREATER HOUSTON  
PARTNERSHIP

Houston

CityBook





# MEET YOUR NEW COMMUTE

**METRO's Star Vanpool** is the time and money-saving alternative to driving. Instead of wasting the day in rush hour traffic, improve your commute by traveling on our region's HOV network, while avoiding traffic and promoting cleaner air.



Star Vanpools reduce vehicle miles traveled in the Houston region by 48 million miles per year.



Passengers can text, listen to music, sleep, or just enjoy time to focus on the day ahead when they are not participating as the driver.





**Ranked as one of the top five vanpools in the country, METRO Star Vanpool programs** serve not only Harris County, but Brazoria, Chambers, Fort Bend, Galveston, Liberty, Montgomery and Waller Counties.



**Registered riders are eligible for a guaranteed ride home** in case of emergency. For information on how to start or join a vanpool, email us at [Star@RideMETRO.org](mailto:Star@RideMETRO.org), call 713-224-RIDE (7433).



**Riders (usually 5 to 15 per vanpool) share the cost** of the van, fuel, maintenance, parking and tolls. Employers often help defray these costs.



**A dedicated METRO Star Vanpool team works directly with riders to design a route** tailored to their commute, using HOV and diamond lanes to reduce travel times, and to help commuters find others interested in the program. METRO also works with employers to promote and support Star Vanpool routes.

## VANPOOLS BENEFIT Employers and Employees

**ATTENTION EMPLOYERS!** Encouraging your employees to share a ride will help them arrive on time, reduce their drive-time stress, and ease congestion on the road and in your company's parking lot. There are also tax benefits to you and your employee when you share the cost of the ride. Launching your company's program is free and easy. Just contact us at 713-244-RIDE (7433) or [Star@RideMETRO.org](mailto:Star@RideMETRO.org), and we'll take it from there.

**ATTENTION EMPLOYEES!** On average, it will cost you \$4 to \$10 per day to ride in a METRO Star Vanpool (even less if your employer provides a transportation benefit). This estimate is based on the number of miles from the Star Vanpool meeting place to your work site and includes van lease, liability insurance, 24/7 roadside assistance, routine maintenance and repairs, gasoline, parking and toll costs.



Learn more at [StarVanpool.com](http://StarVanpool.com), send an email to [Star@RideMETRO.org](mailto:Star@RideMETRO.org) or call 713-224-RIDE (7433).







# DRIVE YOUR EMPLOYEES TO WORK

At **METRO**, our mission is to provide the people of our region with safe, clean, reliable, accessible and friendly public transportation services. And as a **METRO RideSponsor**, you'll have the power to supercharge your company's benefits, by offering employees a superior daily commute. Your staff will save time on the road, money on parking and begin their day with less stress.

Providing transit benefits to your employees can help you attract and retain top talent, and using the METRO Q<sup>®</sup> Fare Card means you pay only for the transit trips used!

## **Who is eligible?**

- Private employers
- Non-profits
- Public agencies
- Federal government agencies
- Educational institutions





## No-Cost Startup

No capital investment is required to become a METRO Corporate RideSponsor. **You choose your subsidy allocation, and the subscription process is automated.** A METRO representative will train your company administrator and is always available to assist and answer questions.



## Employer-paid Benefits

Employers can allocate up to \$270 per month for employees to commute using public transit or vanpool for a tax-free transit benefit for employees.



## Employee-paid Benefits

Employers can offer employees the option of exchanging up to \$270 per month in taxable salary for a **tax-free transit or vanpool benefit.**



## Payroll Tax Savings

Both employer-paid and employee-paid benefits are **exempt from payroll taxes.** So, everyone saves!

## EMPLOYEE EXPERIENCES

**"I work in Downtown Houston, and I have been a METRO rider for more than 18 years.** I started riding METRO within a year after moving to Houston and experiencing the daunting rush hour traffic and excessive amount of time it took to get into and out of Downtown. **Riding METRO allows me the opportunity to read, relax, and nap** if needed while someone else does the driving. The buses are clean, comfortable, reliable and it is a tremendous savings because **my company supplements 100% of the cost.**"

**-Weldon G.**

**"I ride the METRORail each day to work in the Texas Medical Center.** I park my car a few miles away and then take the METRORail to work because it's easy and convenient. **I do not have to deal with the hassle of traffic or finding a parking space.** I appreciate the METRO services!" **-Gilan K.**

## METRO'S EMERGENCY / GUARANTEED RIDE HOME

METRO offers its riders two programs, which provide a way home in the event of an emergency or if no METRO service is available. Both programs are **FREE** to registered riders and designed to get them home safely. Join METRO's RideSponsor Program today!



Learn more about becoming a **METRO RideSponsor** by emailing [Client.Services@RideMETRO.org](mailto:Client.Services@RideMETRO.org) or call **(713) 739-4015.**







THE WOODLANDS AREA  
ECONOMIC DEVELOPMENT PARTNERSHIP  
UNMATCHED OPPORTUNITY. UNRIVALED COMMUNITY



CELEBRATING

25

YEARS

GROWING JOBS

[www.edpartnership.net](http://www.edpartnership.net) | 281.363.8130





# The Woodlands, Texas ranked #1 Community to Live in the U.S.\*

\*FOR THE 2ND YEAR IN A ROW BY NICHE.COM



Located 25 miles north of Houston, TX



6.1 Million SF of Premium Class A Office Space



Top Industries: Healthcare, Education & Energy



84 Major Employers with 100+ Employees



Educated Workforce: 63% have a Bachelor's Degree or higher



High quality of life with 7,665 acres of green space and a 1,000-acre urban walkable town center



EDC OF THE YEAR  
AWARDED BY:



OUR GOLD PARTNERS IN ECONOMIC DEVELOPMENT:



*Howard Hughes*



# *Where Opportunity and Growth intersect*

Situated between downtown Houston and The Woodlands, the North Houston District is the ideal location to grow your business. The opportunities are endless, with accessible office spaces, competitive pricing, and a spirit of entrepreneurial growth.







In the North Houston District, I-45 North and Beltway 8 intersect minutes from Bush Intercontinental Airport. Parks and trails intersect with public art and area amenities.

Businesses thrive here, and employees enjoy access to expanding transportation, entertainment, and dining options.

Safety and security are priorities, and we engage with business owners, office workers, residents, and stakeholders to build a healthy, positive, community-focused future.

The North Houston District -  
Where Opportunity and Growth Intersect



[northhouston.org](http://northhouston.org)



North Houston District







A Next-Generation  
Spacesuit designed by  
Collins Aerospace

# CONTENTS

## HOUSTON BUSINESS INSIDER

|                           |  |                        |
|---------------------------|--|------------------------|
| 10 Welcome to Houston     | 30 Cover Story:<br>Innovation Ecosystems<br>and the Future of Energy | 48 Life Sciences       |
| 12 Regional Economy       | 38 Innovation  | 52 Manufacturing       |
| 14 The Region             | 42 Business Headquarters   | 54 Aerospace           |
| 20 A Gateway to the World | 46 Energy  | 58 Business Climate    |
| 24 Live. Work. Play.      |  | 62 Access to the World |

Greater Houston Partnership Chair-**Thad Hill**; Greater Houston Partnership Vice Chair-Marc Boom; President and CEO-**Bob Harvey**; Senior Vice President and Chief Economic Development Officer-**Susan Davenport**; Senior Vice President and Chief Development Officer-**Katie Pryor**; Senior Vice President, Workforce Development-**Peter Beard**; Senior Vice President of Diversity, Equity & Inclusion-**LaTanya Flix**; Senior Vice President, Chief Marketing Officer-**Clint Pasche**; Senior Vice President and Chief Policy Officer-**Taylor Landin**; Senior Vice President, Research-**Patrick Jankowski**; Senior Vice President and Executive Director of HETI-**Jane Stricker**; Vice President of International Investment & Trade-**John Cypher**; Vice President, Human Resources-**Maurisa Lenz**; Vice President of Research-**Roel Gabe Martinez**; Vice President of Finance & Accounting – **Anna Miguel**; Vice President, Marketing and Communications-**A.J. Mistretta**; Vice President, Membership and Engagement-**Nichelle Poindexter**; Vice President of Regional Economic Development-**Craig Rhodes**; Vice President of Events & Programs-**Christie Stewart**

For more information on GHP Publications contact A.J. Mistretta at 713-844-3664 or [amistretta@houston.org](mailto:amistretta@houston.org).

Copyright © 2022 Greater Houston Partnership. All rights reserved.

Here is Houston is a registered trademark of the Greater Houston Partnership. To order additional copies, add your name to our mailing list, or submit a change of address, please call Greater Houston Partnership, at 713-844-3600.

For more information on Houston CityBook, please visit [houstoncitybook.com](http://houstoncitybook.com) or contact Jeff Gremillion at 832-514-3001 ext 101 or [jeff@houstoncitybook.com](mailto:jeff@houstoncitybook.com).

Houston CityBook Managing Editor—**Evan Black**;  
Houston CityBook Creative Director—**Patrick Magee**

*On the cover: The Ion, photographed by Geoffrey Lyon*



Making Houston Greater.





# Conroe, Texas

**MORE  
IS MADE HERE**

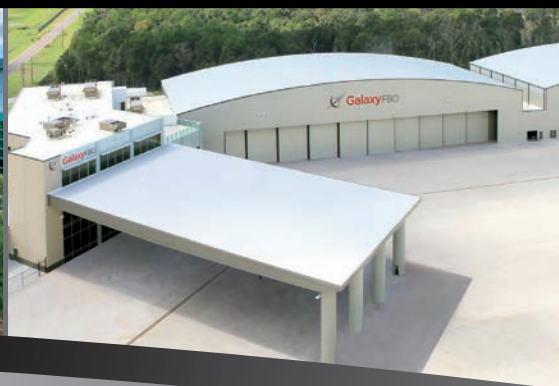
Come discover your *more* in a premier business destination.

- ✓ Skilled labor and excellent schools
- ✓ Two pad-ready industrial parks: 1,655-acre Conroe Park North and 248-acre Deison Technology Park
- ✓ Regional airport with U.S. Customs facility
- ✓ Just north of Houston and The Woodlands
- ✓ Near George Bush Intercontinental Airport and Port of Houston
- ✓ Incentives to qualified projects
- ✓ World-class medical services
- ✓ Foreign-Trade Zone 265: Conroe Park North General-Purpose Zone
- ✓ Live, work, and enjoy life in Conroe, Texas

## ROBUST WORKFORCE



## CONVENIENT MOBILITY



## STRONG QUALITY OF LIFE



INTERNATIONAL ECONOMIC  
DEVELOPMENT COUNCIL  
**AEDO**  
Accredited Economic Development Organization



**CEDC**  
CONROE ECONOMIC DEVELOPMENT COUNCIL

(936) 538-7118 | [ConroeEDC.org](http://ConroeEDC.org)



# HOUSTON: TRULY GLOBAL

We hail from every part of the country and every corner of the world. We embrace a dynamic array of cultures, cuisines and customs, weaving them into Houston's social fabric and global outlook.

It's this global convergence of people, industries and perspectives that gives Houston our competitive edge. Over the last two decades, there has been a remarkable transformation in Houston. Today, the nation's fourth-largest city has become a sophisticated, modern global metro filled with talented people who have an undeniable spirit. While our shared roots are proudly planted in Texas, Houston's reach and influence is truly global.

There's a reason Houston is called the city of the future. In 2050, all of America is projected to look like Houston today — ethnically, racially and globally diverse. One in four of the region's 7.2 million residents is foreign born. Over the last decade, metro Houston added 1.2 million new residents, a 17% increase, one of the fastest rates of population growth among the nation's largest metros.

In Houston, solving the problems that matter the most is what we do each and every day. From groundbreaking cancer treatments and medical breakthroughs to leading the energy

transition and lowering the world's carbon footprint — in Houston, we're not afraid to roll up our sleeves to get the job done.

Houston offers a well-developed suite of key global industries — energy, life sciences, manufacturing, logistics and aerospace. As these industries digitize, Houston is becoming a hotbed of rapid technological development thanks to our access to customers and expertise.

A thriving global city, Houston's ties stretch to all corners of the world. The region's geographic location makes it easy to move both goods and people and offers the most convenient access to Latin America of any major U.S. city. With one of the largest ports in the country and two international airports, Houston connects companies to the world.

We are pro-growth and opportunity-rich, with a distinctly business-friendly environment at both the state and local level. Costs of doing business are significantly lower than in other major metropolitan areas, and the State of Texas has one of the lowest tax burdens in the nation.

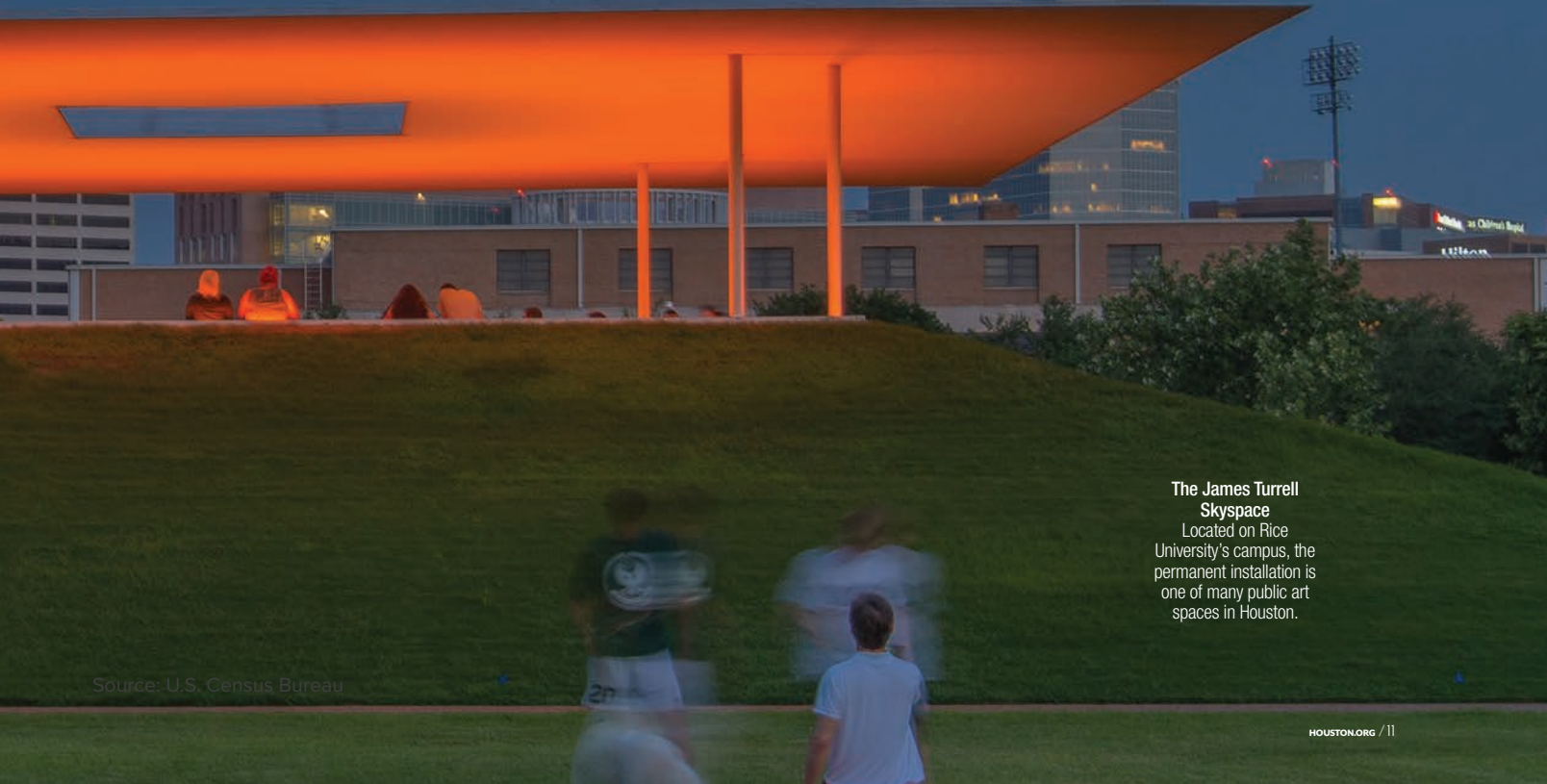
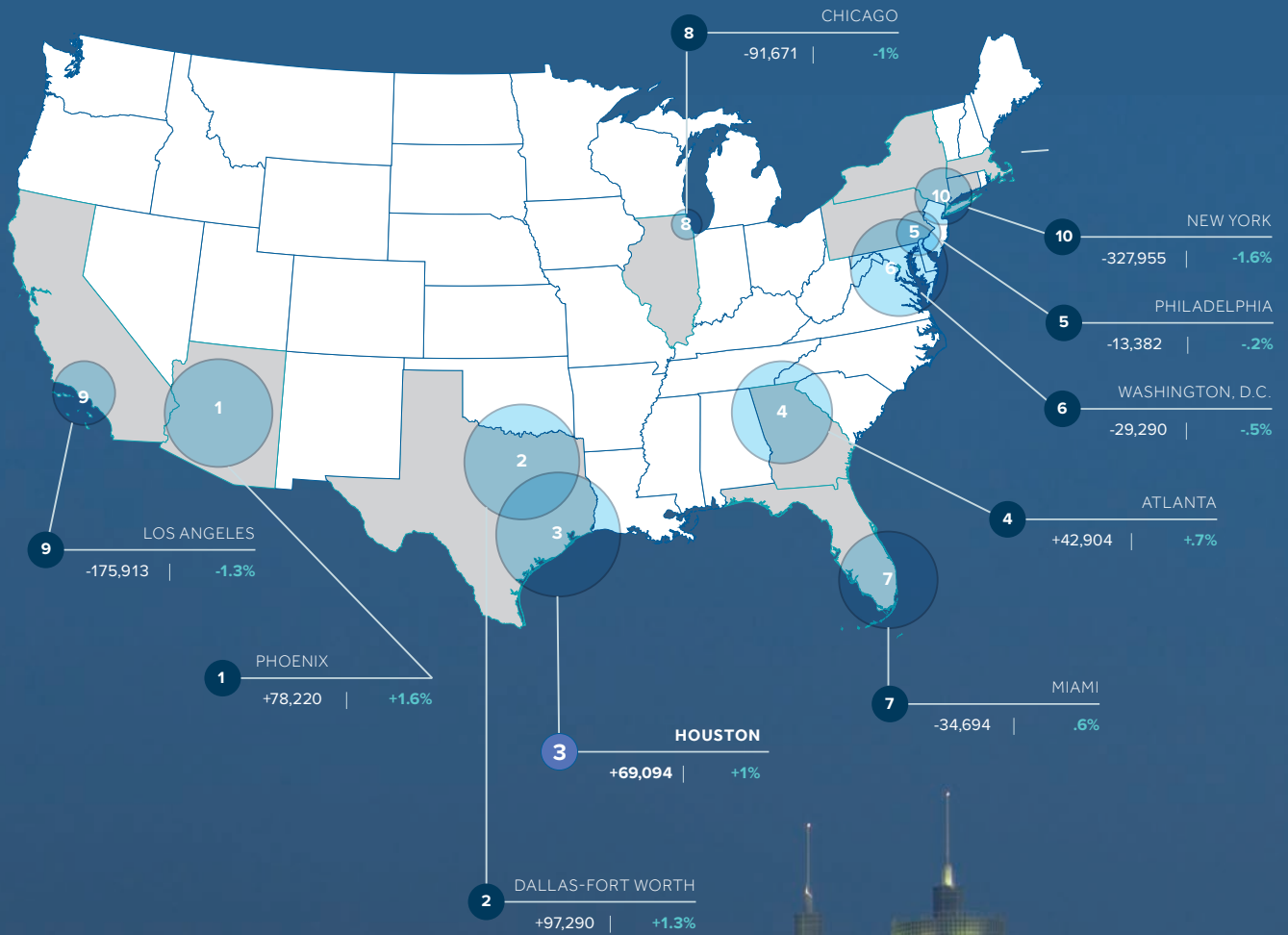
Houstonians enjoy one of the lowest costs of living among major U.S. cities, while maintaining an incredibly high quality of life with world-class culture, sports and culinary attractions.

**FASTEST RATE OF  
POPULATION GROWTH AMONG  
THE 10 MOST POPULOUS U.S.  
METROS FROM '10 TO '20.**



# Major U.S. Metro Population Growth 2020-2021

(Rank by % Change)



**The James Turrell Skyspace**  
 Located on Rice University's campus, the permanent installation is one of many public art spaces in Houston.

Source: U.S. Census Bureau



**Partnership Tower**  
The view from the rooftop of the downtown tower that houses the Greater Houston Partnership, Visit Houston and others

# REGIONAL ECONOMY

## DYNAMIC ECONOMY FOR CONTINUED GROWTH

With a regional gross domestic product (GDP) of \$455.2 billion, Houston is the nation's seventh-largest metro economy and has grown significantly by nearly 100 billion (inflation-adjusted) over the past decade. If the MSA were an independent nation, it would rank as the world's 27th-largest economy.

Over the past decade, the Houston region has demonstrated remarkable growth and resilience.

- **1.2 million** new residents
- **500,000+** jobs created
- **Nearly \$100 billion** increase in GDP

The Perryman Group notes that by the end of the next decade, the region's:

- population will hit **8.4 million**
- payroll employment will reach **4.0 million**
- GDP will top **\$1.0 trillion**

### 2020 Gross Domestic Product

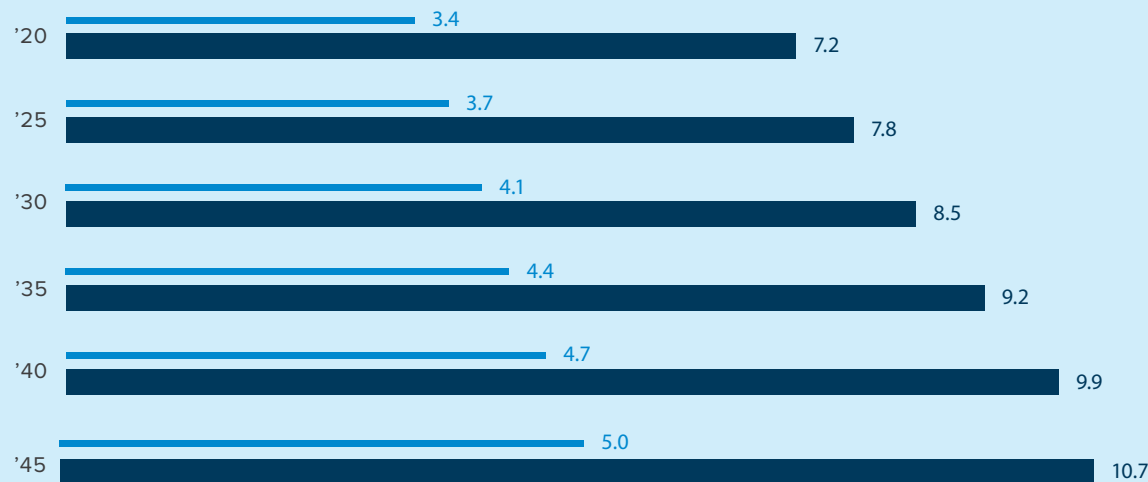
| Metro Area       | \$ in Billions |
|------------------|----------------|
| New York         | 1,500          |
| Los Angeles      | 880            |
| Chicago          | 539            |
| San Francisco    | 525            |
| Washington, D.C. | 485            |
| Dallas           | 477            |
| <b>HOUSTON</b>   | <b>455</b>     |
| Boston           | 412            |
| Philadelphia     | 382            |
| Atlanta          | 378            |

Source: U.S. Bureau of Economic Analysis



## Population and Employment Forecast

Houston-The Woodlands-Sugar Land MSA (Millions) ■ Population □ Employment



Source: 2018 Perryman Economic Forecast, released November 2018

## Houston's Top Employers

### More Than 20,000 Employees

|                                |                              |
|--------------------------------|------------------------------|
| H-E-B                          | UT MD Anderson Cancer Center |
| Houston Methodist              | Walmart                      |
| Memorial Hermann Health System |                              |

### 10,000 to 19,999 Employees

|                        |                           |                          |
|------------------------|---------------------------|--------------------------|
| ExxonMobil             | Schlumberger              | United Airlines          |
| HCA Houston Healthcare | Shell Oil Co.             | UT Health Science Center |
| Kroger                 | Texas Children's Hospital | Wood Group               |
| Landry's               |                           |                          |

### 5,000 to 9,999 Employees

|                            |                           |                                      |                                 |
|----------------------------|---------------------------|--------------------------------------|---------------------------------|
| AT&T                       | Dow Chemical Co.          | Lone Star College                    | Target Corp.                    |
| Baker Hughes, a GE Company | Harris Health System      | Michael E. DeBakey VA Medical Center | Texas A&M                       |
| Baylor College of Medicine | Home Depot                | National Oilwell Varco               | University of Houston           |
| BP America                 | Houston Community College | Occidental Petroleum                 | UT Medical Branch Health System |
| Chevron                    | JPMorgan Chase            | S&B Engineers and Constructors       | Walgreens                       |
| CHI St. Luke's Health      | KBR                       |                                      |                                 |

### 2,000 to 4,999 Employees

|                                 |                                |                             |                               |
|---------------------------------|--------------------------------|-----------------------------|-------------------------------|
| Academy Sports & Outdoors       | ConocoPhillips                 | HP Inc.                     | Rice University               |
| Air Liquide USA                 | CVS Health                     | Jacobs                      | Sam Houston State University  |
| American National Insurance Co  | Daikin/Goodman                 | KBR                         | Sam's Club                    |
| Apache                          | Deloitte                       | Kelsey-Seybold Clinic       | San Jacinto Community College |
| Ascend Performance Materials    | Enterprise Products Partners   | Kinder Morgan               | Sysco Corp.                   |
| Bank of America                 | Fiesta Mart                    | Lewis Food Town Inc.        | TechnipFMC                    |
| Bechtel Corporation             | Fluor Corp.                    | Lowe's Cos.                 | Texas Home Health             |
| Ben Taub Hospital               | The Friedkin Group, Inc.       | Luby's*                     | Turner Industries             |
| Brinker International           | Goodwill Industries of Houston | LyondellBasell              | Universal Plant Services      |
| Cameron, a Schlumberger Company | Grocers Supply Company         | Macy's                      | Wells Fargo                   |
| CenterPoint Energy              | Group 1 Automotive             | Marathon Oil Corp.          |                               |
| Chevron Phillips Chemical Co.   | Halliburton                    | NASA - Johnson Space Center |                               |
| Comcast                         | Hewlett Packard Enterprise     | Phillips 66                 |                               |

Note: This list reflects 2019 and does not account for increased employment or layoffs due to the coronavirus. The list excludes government employers (except hospitals, universities and research centers) and fast food chains. \*Luby's local employment numbers for 2019. The company liquidated in August 2020.

Source: Greater Houston Partnership Research, 2020



THE REGION

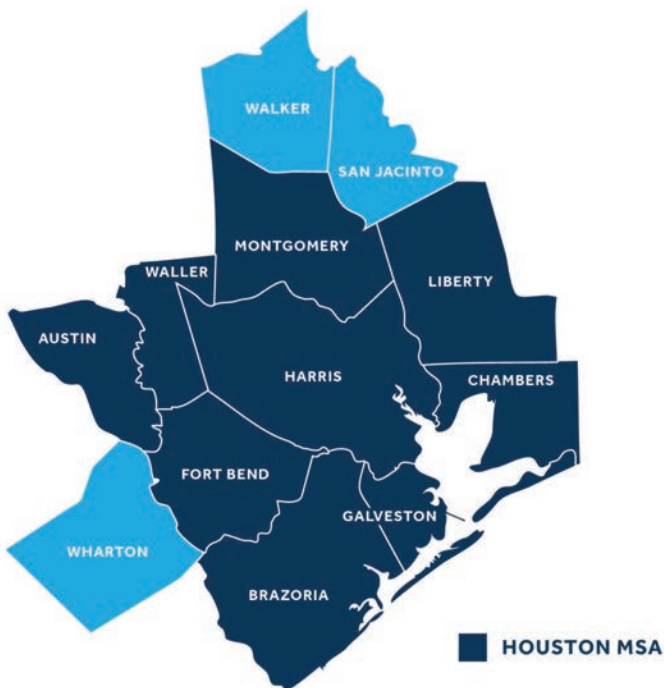
Johnson Space Center  
NASA's educational  
facility is the area's  
number-one attraction for  
international visitors.

# A DYNAMIC REGION

The Greater Houston region is one of the most dynamic in the country, featuring a variety of distinct and diverse communities to establish your business and call home. From the bustling urban core to master-planned suburban neighborhoods, Houston offers something for everyone.

The Greater Houston Partnership is proud to represent the following 12 counties:

- |                  |                   |                    |
|------------------|-------------------|--------------------|
| <b>AUSTIN</b>    | <b>GALVESTON</b>  | <b>SAN JACINTO</b> |
| <b>BRAZORIA</b>  | <b>HARRIS</b>     | <b>WALKER</b>      |
| <b>CHAMBERS</b>  | <b>LIBERTY</b>    | <b>WALLER</b>      |
| <b>FORT BEND</b> | <b>MONTGOMERY</b> | <b>WHARTON</b>     |



## Population Growth

|   |   |
|---|---|
| <b>AUSTIN</b><br>2011   28,604<br>2021   30,380       | <b>LIBERTY</b><br>2011   75,990<br>2021   97,621      |
| <b>BRAZORIA</b><br>2011   319,147<br>2021   379,689   | <b>MONTGOMERY</b><br>2011   471,415<br>2021   648,886 |
| <b>CHAMBERS</b><br>2011   35,699<br>2021   48,865     | <b>SAN JACINTO</b><br>2011   26,780<br>2021   27,878  |
| <b>FORT BEND</b><br>2011   606,064<br>2021   858,527  | <b>WALKER</b><br>2011   68,409<br>2021   77,977       |
| <b>GALVESTON</b><br>2011   295,605<br>2021   355,062  | <b>WALLER</b><br>2011   44,101<br>2021   59,781       |
| <b>HARRIS</b><br>2011   4,179,568<br>2021   4,728,030 | <b>WHARTON</b><br>2011   41,287<br>2021   41,721      |





# Houston real estate has a new home.



Senior Vice President of Global  
Relocation & Referral Services

Anne Incorvia

📞 713.561.6829

[anne.incorvia@elliman.com](mailto:anne.incorvia@elliman.com)

[elliman.com](http://elliman.com)

 **Douglas Elliman**  
REAL ESTATE

Houston | Dallas | Austin | Aspen | Beverly Hills

**Global Relocation & Referral Services**



Texas Southern University Proud graduates from one of nine Houston-area universities

# YOUNG & TALENTED

## Talent

The Houston metro area is the most racially and ethnically diverse region in the United States, and the fifth most populous with 7.2 million people. The region offers a large and highly skilled labor force of more than 3 million workers, larger than that of 35 states.

Houston is home to more than 1.1 million millennials (adults between the ages of 24 and 35). The number of young adults in that age group has grown 25 percent in the last decade. Houston's millennial population continues to grow; the city is among the top 10 in the U.S. for attracting millennials and retaining college graduates.

- 300,000+** educated millennials
- 52,000** engineers
- 243,000+** tech professionals
- 700,000+** corporate professionals
- 243,000+** tech professionals

## Universities & Colleges

The Houston region has more than 40 two-year community colleges and four-year universities, including three Tier 1 Universities: Rice University, University of Houston and nearby Texas A&M University in College Station. Houston-area colleges and universities educate more than 417,000 students and graduate nearly 100,000 students annually.

The region also has 50 trade, vocational and business schools specializing in law, health care, welding, process technology and various other disciplines that enroll an additional 20,000 students, according to the National Center for Education Statistics.



# EL CAMPO, TEXAS

**NOT YOUR AVERAGE SMALL TOWN!**

**LAND AVAILABLE IN THREE DESIGNATED OPPORTUNITY ZONE TRACTS**

## CONTACT US ABOUT:

- JOB CREATION & DEVELOPMENT INCENTIVES**
- **LARGE ACREAGE AVAILABLE TODAY WITH KCS RAIL & I-69 ACCESS**
- **FOREIGN TRADE ZONE**
- **JOB TRAINING ASSISTANCE**
- **INFRASTRUCTURE CONSTRUCTION ASSISTANCE**
- **PRO BUSINESS ENVIRONMENT**
- **WE ARE READY TO HELP YOU!!**

**540 Acre Rail-Served Industrial Park**

**SW International Gateway Business Park**  
El Campo, TX



**WE ARE THE NEXT HOME FOR YOUR BUSINESS AND YOUR FAMILY!**

**Retail Space Available Adjacent to Planned Class A Apartment Complex**



**EL CAMPO means LAND.**

**And we have plenty!**

- Opportunity Zones
- Tax Incentives
- Shovel-Ready Land
- Skilled, Quality Workforce
- Location Services
- Two Week Plan Review



**GROWTH IS OUR BUSINESS**

City Development Corporation of El Campo  
www.elcampoeco.org • cgibson@elcampoeco.org

**979-320-7727**





**THE POPULATION**



**Meta-Four Poetry**  
The city's premier youth poetry slam team represents the city at national competitions.

# AMERICA'S MOST DIVERSE CITY

Houston's international roots run deeper than our regional economy. In fact, the New York Times and Los Angeles Times have declared Houston "America's Most Diverse City." Houston has no ethnic majority and welcomes people from around the world. In terms of racial and ethnic composition, the Houston of today resembles what America will look like in 40 years.

The Houston metro area is home to an estimated 1.6 million – or one in four – foreign-born residents. These residents accounted for roughly one-third of the area's population growth over the last

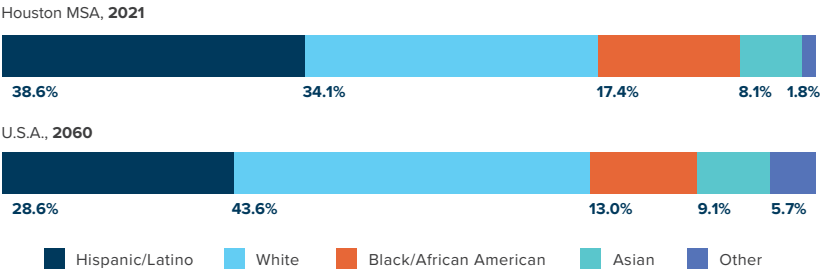
decade. Without them, the region's GDP would be lower by 29%. More than 145 languages are spoken across Houston, and four in 10 Houstonians speak a language other than English at home.

Houstonians have a sense of shared community, commitment and mutual respect that many American cities are searching for today. People of all faiths, cultures, backgrounds and members of the LGBTQ+ community find Houston to be an inclusive and welcoming city. Houston hosts several cultural festivals and parades, including Pride Houston, Japan Festival Houston and the Greek Festival.



**City Hall**  
The building lights up during Pride month.

**Race/Ethnicity: Houston Now (2021 and the U.S. in 2060)**



Source: U.S. Census Bureau



# A CHARMING PAST



# A SOARING FUTURE



**KEN TISDEL**  
FOUNDER & CEO | LCG GLOBAL

## TESTIMONIAL



We relocated LCG Global to Downtown Richmond Texas, with the desire to move closer to where our employees and clients live. Richmond serves as the County seat of Fort Bend County and has continued to grow and enhance its mobility and the needed infrastructure to entice families and businesses. Our small-town charm, great schools, close distance to Houston, and an abundance of the skilled-tech-related workforce made moving to Richmond a no-brainer.



## COME DISCOVER RICHMOND!


### RICHMOND'S TARGET INDUSTRIES:

- ENERGY
- HEALTHCARE & SOCIAL SERVICES
- REAL ESTATE, FINANCE, AND INSURANCE
- PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES
- BUSINESS SERVICES

#### For more information, Please contact:

Jerry W. Jones Jr., Economic Development Director  
(281)342-5456 [jjones@richmondtx.gov](mailto:jjones@richmondtx.gov)





George Bush Intercontinental  
IAH serves tens of millions of  
passengers annually, providing  
global access to goods and people.

# GATEWAY TO THE WORLD

Houston is a great global city, with ties reaching around the world. The region's geographic location provides easy access for both goods and people. From the Port of Houston and the Houston Airport System to a host of multi-national entities doing business around the clock, Houston is where you want to be to connect your business to the world.

## Global Trade

Houston's economy is deeply tied to global trade and foreign

investment. The region has trading relationships with more than 200 countries and territories. The Houston-Galveston Customs District handled trade valued at \$273.1 billion in 2021, up more than 40 percent from the previous year.

- The custom's district ranks first in total tonnage in the nation.
- The Port of Houston ranks third in the country in total value of foreign cargo handled.
- Houston has the largest export market in the U.S.

Direct flights to **193 destinations** around the globe and official government representation from **90+ nations, the third largest in the U.S.**

**140 Houston-based companies** operate **2,900 foreign subsidiaries**

More than **1,700 Houston companies report foreign ownership**

**16 foreign banks** operate in Houston, representing nine nations

**5,000+ Houston-area firms**, foreign government offices and nonprofit organizations involved in **international business**

**15 foreign trade and commercial offices** and more than **35 foreign chambers of commerce and trade associations**

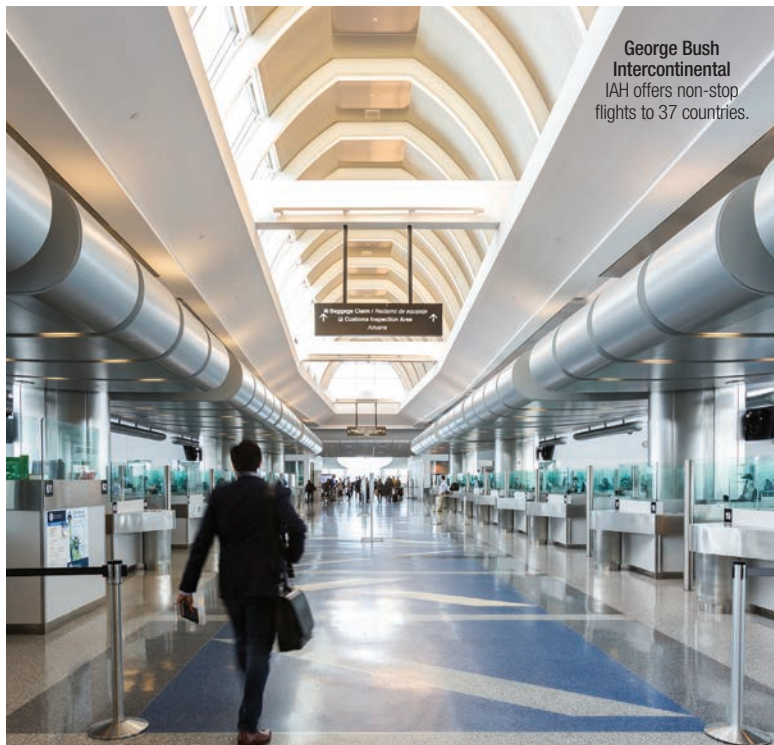
**19 sister-city relationships** promoting business opportunities across five continents



## Top Trade Partners (in billions) in 2021

|   |   |
|---|---|
|  CHINA<br>24.7             |  NETHERLANDS<br>13.8   |
|  MEXICO<br>21.6            |  GERMANY<br>11.9       |
|  BRAZIL<br>16.9            |  JAPAN<br>11.5         |
|  REPUBLIC OF KOREA<br>16.2 |  UNITED KINGDOM<br>9.8 |
|  INDIA<br>13.9             |  COLOMBIA<br>7.1       |

Source: WISERTrade from US Census Bureau, Foreign Trade Division. Retrieved May 2021



George Bush Intercontinental IAH offers non-stop flights to 37 countries.

## Select International Companies with a Presence in Houston

ABB



Allianz

BASF  
The Chemical Company

ThyssenKrupp

DAIMLER

IKEA



HITACHI

Deutsche Telekom  
Leistungen



Panasonic



LONZA



NISSAN



ENGIE



Reliance  
Industries Limited



SIEMENS

Prudential

UiPath

SINOCHEM



Equinor

TOSHIBA

TOYOTA



TOTAL  
COMMITTED TO BETTER ENERGY



CRÉDIT AGRICOLE

Mitsui USA



HYUNDAI

# INTERNATIONAL COS. GREW JOBS BY 21% IN TEXAS OVER 5-YEAR PERIOD

Foreign companies operating in Texas grew jobs in the Lone Star State by 21% in the five years that ended in 2019.

That's according to a report released by the Global Business Alliance trade group that shows foreign direct investment (FDI) accounts for more than 678,000 jobs in Texas, with roughly 30% of those in the manufacturing sector. Roughly 1,820 international companies have operations in Texas and firms based in the United Kingdom, Japan and France support the largest number of FDI jobs in the state.

The 21% increase in FDI employment between 2014 and 2019 outpaced overall private sector employment in Texas, which grew by just 12% during the period. International companies account for about 6.2% of the state's total employment, higher than the U.S. average of 5.9%, the report shows.

Nationwide, FDI supported 69% of the new manufacturing jobs created in the five-year period. Overall FDI employment in the U.S. increased 20%, compared with a 9% increase in private sector employment. Firms from Japan, Canada, Germany, the U.K. and France lead the way in foreign direct investment in the U.S.

With two international airports and the nation's No. 1 port by tonnage, Houston is Texas' global gateway. Roughly 1,700 firms operating in the region report foreign ownership and more than 90 countries have a consulate or other official government representation here.

Houston ranks No. 19 on the 2021/2022 Global Cities of the Future list from fDi Intelligence. Houston was one of only two U.S. cities on the most recent list, which ranks major global cities based on foreign direct investment.



**George Bush  
Intercontinental  
Airport**  
Travelers are greeted  
with a display of  
international goodwill.



# LIVE. WORK. PLAY.

The Houston region offers a low cost of living while maintaining an incredibly high quality of life with amenities you expect to find in a world-class city. Houstonians, no matter what age or background, enjoy countless activities and opportunities. Houston is a welcoming and global city, filled with exceptional dining, arts, hotels, sports and events. In fact, GQ magazine dubbed Houston the “Capital of Southern Cool.”

## Cost of Living

Houston’s overall living costs are 26.9% below the average of the nation’s 20 most populous metropolitan areas, ranking it the second most affordable, according to the Cost of Living Index from the Council for Community and Economic Research (C2ER). Houston’s overall living costs are 6.2% below the average for all U.S. metros.

Texas is one of the few U.S. states that does not have

an individual income tax and ranks among the best states for individual tax rates. Houston also has one of the lowest personal and per-family tax burdens among major U.S. cities. Housing costs in Houston are 36% below the average for the nation’s 20 most populous metro areas, and 8.6% below the average for all U.S. metros. Excluding the two most expensive housing markets, New York and San Francisco, which tend to skew the average, Houston’s housing costs are still 41% below the major metro average.

## Living Cost Comparison

Houston offers a low cost of living while maintaining a high quality of life with the amenities expected in a world-class city.

| Metro Area     | Percent above/below the U.S. |
|----------------|------------------------------|
| New York       | 137.7                        |
| San Francisco  | 83.6                         |
| Boston         | 55.1                         |
| Seattle        | 54.6                         |
| Washington, DC | 54.5                         |
| Los Angeles    | 50.5                         |
| San Diego      | 46.1                         |
| Miami          | 19.3                         |
| Chicago        | 18.2                         |
| Denver         | 11                           |
| Philadelphia   | 4.9                          |
| Atlanta        | 4.8                          |
| Dallas         | 4.7                          |
| Detroit        | 2.1                          |
| Phoenix        | 1.2                          |
| Tampa          | -1.2                         |
| Minneapolis    | -2.7                         |
| <b>HOUSTON</b> | <b>-8.6</b>                  |
| St. Louis      | -14.3                        |



**Go Fly a Kite**  
Clockwise from left:  
Hermann Park's Kite  
Festival, the Menil  
Collection, red velvet  
churros at Bosscat  
Kitchen

## Health Care

Houston's Texas Medical Center (TMC) is the world's largest medical complex by number of hospitals, number of physicians, square footage and patient volume. TMC's dozens of member institutions are consistently recognized by U.S. News and World Report as some of the best hospitals and universities in the nation. Prominent institutions include MD Anderson Cancer Center, Texas Heart Institute and Baylor College of Medicine, among other premier training, research and clinical institutions.

## Urban Development

Houston's large and growing footprint has led to a resurgence in urban living. The city's signature neighborhoods, such as Downtown, EaDo, Uptown, Midtown and Montrose, offer residents access to urban living at affordable costs. Projects like the Uptown District and Avenida Houston in downtown are just a few examples of how the city continues to invest in increasingly walkable dining and entertainment districts.

## Outdoor Recreation

Houston is one of America's greenest cities, ranking first in total park acreage among major U.S. metros. The region boasts 350 miles of interconnected bikeways, 380 developed city parks and 170 open spaces. In fact, Houston is home to two of the nation's 10 largest urban public parks, Cullen Park and George Bush Park. Over the past decade, Houston has seen a nationally recognized green space renaissance. Several of the city's signature parks, including Memorial, Hermann, Buffalo Bayou, Levy Park and Discovery Green, have implemented master plans to further expand their offerings to Houston-area residents and visitors. The Memorial Park Master Plan is one of the largest and most visionary urban parks projects currently underway in the U.S. In 2020, the Houston Botanic Garden opened on a 132-acre expanse in southeast Houston, promising to be a new outdoor centerpiece for the city.

Several years ago, the Houston Parks Board and Houston Parks and Recreation Department embarked on

a \$220 million project to connect 150 miles of hike-and-bike trails and parks along the city's eight bayous. Now, an incredible 3,000 acres of unused land is being converted to public park space and 1.5 million Houstonians will soon live within 1.5 miles of the Bayou Greenways. The City of Houston has also adopted a plan aimed at drawing private investment to revitalize city parks primarily in underserved communities.

## Shopping & Entertainment

Houston is a shopping mecca and home to over 8,000 retail centers. From lavish malls, like The Galleria and Memorial City, to "storefront neighborhoods," like Post Oak, Highland Village, Uptown Park, River Oaks District and Rice Village, Houston's shopping scene is as vibrant and diverse as the city itself.

## Sports

Houston is a great place to play. You can enjoy countless activities without the premium price of other major cities.





From team sports to extreme sports, Houstonians are loyal and embody a winning spirit. Houston has played host to the nation's — and the world's — largest sporting events, including the Super Bowl, NCAA Finals, MLB All-Star Game, Copa America Centenario and the NBA All-Star Game. Locally, Houstonians cheer on the '17 World Series Champion Astros at Minute Maid Park, the Rockets at Toyota Center, the Texans at NRG Stadium, the Dynamo and the Dash soccer teams at PNC Stadium and the rustlers at the Houston Livestock Show and Rodeo (the world's largest live entertainment and livestock exhibition).

## Global Cuisine

Known as the Culinary Capital of the South, Houston delivers on its reputation. Houston restaurants feature outstanding regional dishes as well as diverse international cuisine. With more than 12,000 restaurants and bars representing dozens of countries and domestic regions, Houston's global ties are prominent across 80 different culinary categories. Houston was ranked

among Wallethub's Best Foodie Cities in America in 2021 and included in *Harper's Bazaar's* list of "The 20 Best Places to Travel in 2020." Houston's reputation as a culinary hotspot was one of the reasons Bravo decided to film its 19th season of *Top Chef* in H-Town.

## Public Transportation

Houston's mass transit network, METRO, serves an area of 1,303 square miles with 21 transit centers, 8,964 bus stops and 27 Park & Ride lots. Ridership in 2022, including bus, rail and Park & Ride, is expected to top 48.4 million passengers. As the city grows, METRO is actively working to improve mobility, enhance connectivity and support vibrant communities through its METRONext plan.

## Arts & Culture

Houston is one of the few cities in the U.S. with resident companies in all four major performing arts — drama, ballet, opera and orchestra. Houston's world-renowned cultural scene includes more

than 500 institutions devoted to the performing and visual arts, science and history. The region's nonprofit arts and culture industry generated over \$1.1 billion in total economic activity, according to the '17 Arts & Economic Prosperity report by Americans for the Arts.

Houston's Theater District, located in downtown Houston, spans 17 blocks, and its four flagship theaters house 13,000 seats. The Alley Theatre, Hobby Center for the Performing Arts, Jones Hall and Wortham Theater Center host seven renowned performing arts organizations as well as many smaller programs.

The Houston Museum District is one of the country's most visited and diverse cultural centers with 19 museums. These museums provide rich experiences in art, history, culture, nature and science. The district is divided in four walkable zones, each of which includes a group of museums. Since 2018, investments in the Houston Museum District, including completed projects and some in progress, total more than \$800 million.





**Stick Your Neck Out**  
Clockwise from top left: The Houston Zoo, Children's Museum and Houston Arboretum and Nature Center





# 5 FAVORITE FAMILY-FRIENDLY ACTIVITIES IN HOUSTON



It's a question just about every family struggles with: what can we do this weekend? Fortunately, in the nation's fourth-largest city — home to hundreds of vibrant parks, dozens of top-rated museums and five pro sports teams — residents have a lot to choose from when it comes to exploring this dynamic region. Here are five fabulous, family-friendly activities in Houston.

**EXPLORE A MUSEUM** For families who are seeking respite from the heat or rain, Houston has a lot of indoor options to keep kids of all ages entertained. Popular options include Children's Museum Houston, featuring hands-on galleries and a multitude of exhibits and programs for children through age 12, and the nearby Houston Museum of Natural Science, where families can view more than a dozen permanent exhibit areas showcasing space science, Native Americans and paleontology, as well as the Wortham IMAX Theatre, the Cockrell Butterfly Center and the Burke Baker Planetarium.

Parents can find several other options in and around Houston's world-renowned Museum District, including the Asia Society Texas Center, the Buffalo Soldiers National Museum and many others.

**TAKE IN A PERFORMANCE** Families can also head to the Theater District, which features major symphony, ballet, opera and theater companies of worldwide acclaim. Parents can find dozens of kid-friendly performances at Theatre Under the Stars (TUTS), one of the largest nonprofit producers of musical theater in the country staging Broadway classics, world premieres and new works at the Hobby Center for the Performing Arts downtown as well as the Houston Ballet, one of the best — and largest — ballet companies in the U.S.

**LAUNCH INTO SPACE CITY** Families can go to the moon, stars and beyond at Space Center Houston, the official visitor center of NASA's Johnson Space Center.

Located less than half a mile away from JSC in Clear Lake, Space Center Houston features educational exhibits, historical galleries and live presentations.

For a different look at the sky, families can take in stargazing at the George Observatory, the Houston Museum of Natural Science's satellite facility at Brazos Bend State Park. The observatory houses the largest telescope available for public viewing in the Houston area.

## SPEND THE DAY (OR WEEKEND) AT A NEARBY PARK

Houston's vibrant parks and green spaces play a huge role in the region's high quality of life for all residents, including families. With over 360 parks and more than 200 green spaces within the City of Houston alone, families have a variety of places to visit.

That includes Hermann Park, a 717-acre park located eight miles from downtown featuring a lake, wetlands area, a Japanese Garden, the Centennial Gardens and numerous trails and picnic spots to explore. Popular kid-friendly amenities include the nationally recognized Houston Zoo and the Hermann Park Railroad. Families can also pack a picnic and attend a show at Miller Outdoor Theatre.

Other popular park options to visit include the recently renovated, 12-acre Discovery Green near the George R. Brown Convention Center, and the 160-acre Buffalo Bayou Park, which includes family-friendly activities such as hike-and-bike trails, paddle craft and bike rentals and an underground Cistern. Work is currently underway on the Buffalo Bayou's East Sector — encompassing the four-mile stretch from U.S. 59 to the Port of Houston Turning Basin. The plan includes 40 miles of new and improved waterfront trails and bikeways and 200 acres of parks and unique public spaces woven between public land and infrastructure.

For a fun kid-friendly weekend adventure, Houstonians can find nature trails, campsites and more at several state parks and national forests, including Brazos Bend State Park, Galveston Island State Park and Sam Houston National Forest, which covers 163,037 acres across Huntsville, Conroe, Cleveland and Richards, Texas.

**CHEER ON YOUR FAVORITE TEAM** Home to five pro sports teams, as well as semi-pro and collegiate teams, Houstonians can cheer on their favorites year-round. Families can take in the action at Minute Maid Park downtown to cheer on the Houston Astros from April through the fall, watch the Texans play at NRG Stadium in the fall, grab courtside seats to see the Houston Rockets at Toyota Center in the winter and spring, or head to PNC Stadium in EaDo to watch the Dynamo and Dash play throughout the year.

And for families who want to take in a major annual event featuring rodeo competitions, a carnival and more, the Houston Livestock Show & Rodeo is a family favorite.





# How **Innovation Ecosystems** Are Supporting the Global Energy Transition

New commercial ecosystems are emerging as the energy transition gathers speed. They are successful when — as in Houston — industry leaders, policymakers and entrepreneurs collaborate.



**The Ion**

Opened in 2021 in a renovated former Sears, The Ion fosters a community and culture where corporate innovators, academic partners, community partners, startups, and entrepreneurs come together to solve some of the world's greatest problems, per its mission.







# “The next 1,000 unicorns

won't be search engines or social media companies,” said Larry Fink, Blackrock chairman and CEO, in his annual ‘Letter to CEOs.’ “They’ll be sustainable, scalable investors.” As turbulence on international energy markets picks up, and the drive towards net-zero accelerates, capital is on the move too.

From electric mobility to energy storage, climate change to the circular economy, sustainable tech is now a mainstay in major portfolios. GlobalData estimates suggest investment activity in sustainable tech exceeded \$12 billion in the third quarter of 2021, with venture capital (VC) and private equity pumping \$50 billion into sustainable initiatives over the whole year.

As investment patterns shift, so too will commercial landscapes. Houston, host to oil giants like Shell and TotalEnergies, has a long-established reputation as the U.S. energy capital – but the complexion of that energy is changing. Since 2017, more than \$4.3 billion worth of VC has poured into the city, with the average VC deal quadrupling in value.

## A recipe for success

Houston’s momentum highlights that the leading energy hubs of tomorrow





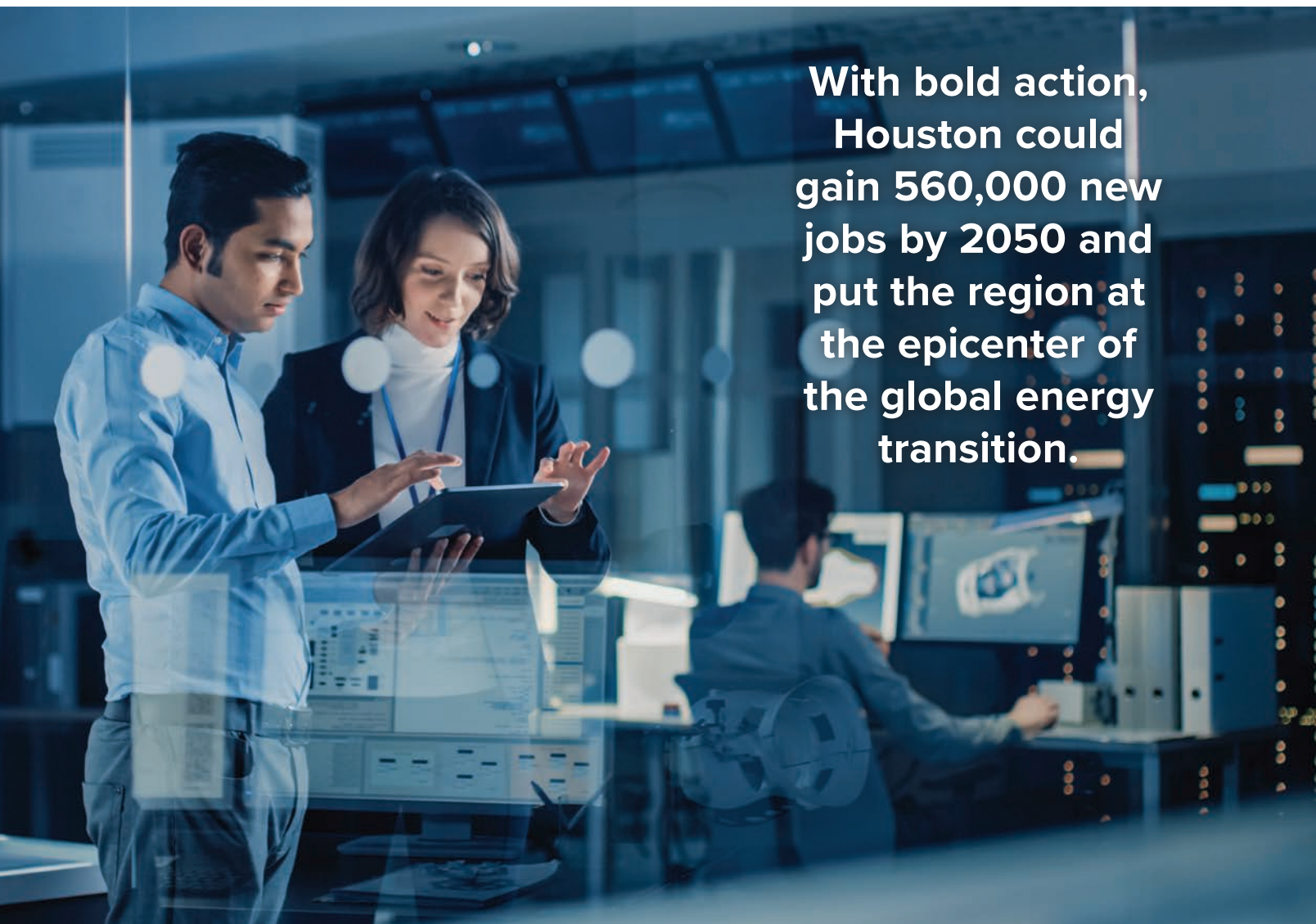
are underpinned by a vibrant commercial and innovation ecosystem today. Economics, policy and business overlap to help the region's sustainable tech scene flourish, and as the diversity of companies that are placing roots there demonstrates, it is just getting started.

Start with economics. Low living costs make Houston a much more attractive place to start and grow a new business compared with traditional tech hubs like San Francisco. The city's talent base is highly educated (with more than 40 universities, community colleges and higher education institutions in the surrounding region, producing 100,000 graduates annually) and growing (Houston's population has grown by more than one million over the past decade). Its extensive infrastructure, built to store and transport energy, is being leveraged and adapted to make it fit for the changing needs of a growing energy transition hub. Little wonder nearly 800 companies have launched expansion and relocation projects in Houston over the past two years –

including 80 energy tech start-ups from all over the globe.

Such increased expansion and relocation activity is ramping up thanks to enthusiastic input from the region's industry leadership. The Houston Energy Transition Initiative (HETI), launched by the Greater Houston Partnership in 2021, sets out decisive action to accelerate global solutions for an energy-abundant, low-carbon future. HETI estimates that with bold action, Houston could gain 560,000 new jobs by 2050 and put the region at the epicenter of the global energy transition. HETI's steering committee has set up sector-specific working groups in areas where Houston has a distinct competitive advantage: 1) Carbon capture, use and storage; 2) clean hydrogen; 3) industrial decarbonization and 4) capital formation. With energy companies flocking to Houston in search of funding, these groups are greasing the wheels of commerce. A capital formation white paper recently published by the group offers a road map for Houston's energy transition finance ambitions.





**With bold action, Houston could gain 560,000 new jobs by 2050 and put the region at the epicenter of the global energy transition.**

### **From individuals to ecosystem**

This spirit of mutual support is bearing fruit. “We look forward to catalyzing the Houston ecosystem’s support for climate-tech start-ups as we work together towards a sustainable future for all,” said Emily Reichert, CEO of Greentown Labs, North America’s largest climate-tech and cleantech incubator. Reichert’s announcement of a Greentown Labs campus in Houston marked the incubator’s first expansion outside its Boston base. Following its launch on Earth Day 2021, it now provides resources, lab facilities and networking opportunities for more than 60 Houston companies. With over 40,000 feet of space, there is room for many more.

Greentown Labs is not alone. Other start-up development organizations such as the Rice Alliance Clean Tech Accelerator and Eunike Ventures offer capital and mentorship to help dozens of energy tech companies in the Houston area scale up. Coworking spaces and networking events organized at The Ion’s sprawling innovation complex are helping

start-ups to collaborate – and big business is getting in on the act: Halliburton Labs and Equinor and Techstars Energy Accelerator lay on mentoring and expansion opportunities for Houston’s ever-growing roster of clean energy start-ups. It points to what makes Houston’s energy transition ecosystem so powerful: commercial groups turn up looking to leverage the region’s unique benefits, then help it to grow further by bringing their own expertise and impetus to innovate.

An inflow of young, growing businesses shows the ecosystem is working. A prime example is Solugen, a biochemical manufacturer pioneering low-carbon techniques to turn corn syrup into raw components for industrial chemicals. Founded in 2016, the company was runner-up in Fast Company’s 2022 list of the World’s Most Innovative Companies, and is already valued at \$1.8 billion. According to cofounder Gaurab Chakrabarti, relocating to Houston helped fuel Solugen’s rapid ascent. “Our margins were 70–80% compared to 20% in Silicon Valley, and we thank Houston for



that,” he said. “While we have offices in Boston and elsewhere, we have found the best entrepreneurs in Houston, allowing us to scale up in a timely manner compared to what would have taken years in Silicon Valley.”

Solugen is not alone. Cemvita Factories’ novel technology, which captures and converts carbon emissions into usable fuels and chemicals, has received financial backing from Mitsubishi Heavy Industries, Sumitomo Corp of America and Occidental Petroleum Corp. Syzygy Plasmonics is developing new techniques to power chemical reactors with LED light rather than heat, massively reducing industrial carbon emissions. The company has just announced a joint-development project to produce green hydrogen in South Korea via electrical chemical reactors. The cutting-edge plasmonics and nanotechnology science it will deploy is the culmination of decades of collaboration with Houston’s renowned Rice University.

As Houston’s clean energy ecosystem expands, the message to budding entrepreneurs from those already benefitting is clear: it could help you too. “I think a lot of international investors are looking at our start-up scene,” said Trevor Best, cofounder and CEO of Syzygy Plasmonics. “I think that if the next few years go right, Houston can absolutely solidify its position not only as the energy capital of the world but as the energy transition capital of the world as well.”

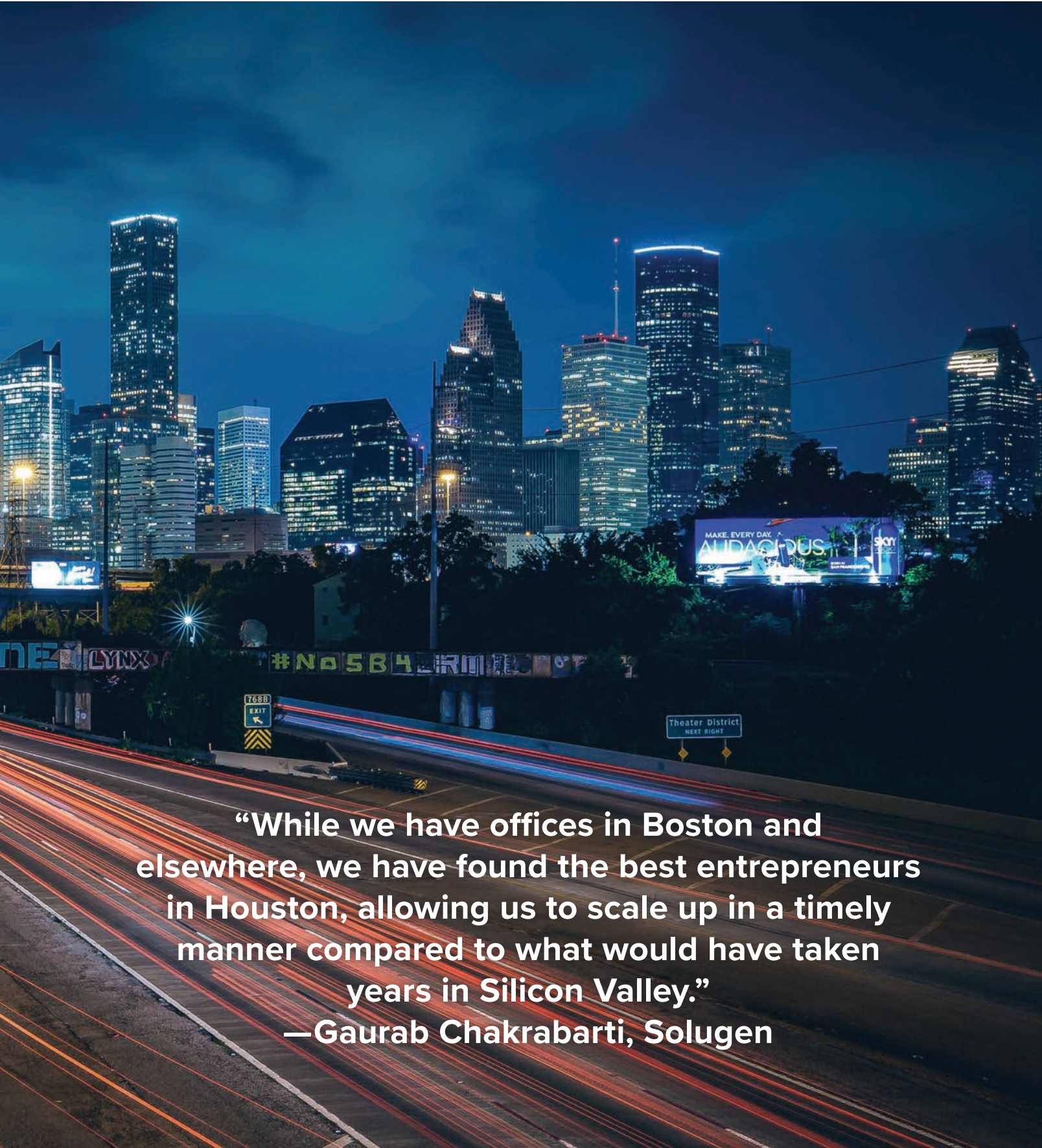
### The road ahead

The result is a diversity and vibrancy in Houston’s energy sector that puts even the golden years of the early 20th century in the shade. The explosive growth of Houston’s energy transition ecosystem has created unprecedented collaboration across universities, start-ups, incubators, investors and corporates to enable the development and scaling of impactful solutions to climate change.

The momentum evident from Houston’s innovative approach offers grounds for optimism across the US and a blueprint for similar efforts across the world, but the energy transition is ongoing; its momentum must endure and accelerate. Cities across the world will be watching to see how Houston brings this blueprint to life.







**“While we have offices in Boston and elsewhere, we have found the best entrepreneurs in Houston, allowing us to scale up in a timely manner compared to what would have taken years in Silicon Valley.”**

**—Gaurab Chakrabarti, Solugen**



Chevron  
Employees  
at Chevron's  
headquarters  
downtown

# BUILDING HOUSTON'S INNOVATION AND TECHNOLOGY ECOSYSTEM

Houston has long been known as a center of corporate and institutional innovation in areas such as energy, aerospace, and life sciences. Houston is home to hundreds of technology and R&D centers, academic research institutes, and civic research centers. Houston's workforce includes 235,800 tech jobs. In recent years, Houston's technical and engineering strengths have given rise to a thriving ecosystem of digital technology companies and life science startups. The region is home to more than 8,800 tech-related firms, including more than 800 venture-backed startups.

## Houston Venture Capital Funding (\$ Millions)

| PRIMARY SECTOR               | '17   | '18   | '19   | '20   | '21    | TOTAL           |
|------------------------------|-------|-------|-------|-------|--------|-----------------|
| HEALTH CARE                  | 206.7 | 192.7 | 262.3 | 256   | 518.43 | <b>1,497.42</b> |
| INFORMATION TECHNOLOGY       | 156   | 121.6 | 168.2 | 201.7 | 632.09 | <b>1,291.45</b> |
| BUSINESS PRODUCTS & SERVICES | 35.6  | 62.1  | 54.7  | 35.78 | 302.31 | <b>489.95</b>   |
| ENERGY                       | 12.1  | 63.3  | 128.5 | 39.9  | 79.18  | <b>327.6</b>    |
| CONSUMER PRODUCTS & SERVICES | 7.6   | 7.9   | 54.0  | 45.1  | 13.32  | <b>122.75</b>   |
| MATERIALS & RESOURCES        | 1.7   | 27.3  | 32.4  | 58.6  | 426.48 | <b>546.43</b>   |
| FINANCIAL SERVICES           | ----  | 1.5   | 2.2   | 25.2  | 48.39  | <b>77.63</b>    |



## Funding

Houston companies have received over \$4.35 billion in venture capital funding since 2016, according to PitchBook. That figure includes a record \$2.02 billion received in 2021.

## Talent

Houston ranks among the best cities for young entrepreneurs thanks to a large supply of young talent and strong university systems. The region is home to more than 300,000 educated millennials and 215,000 STEM professionals. With more than 243,000 tech workers, Houston has the 11th-largest tech sector in the U.S., with a \$29.2 billion impact to the regional economy. Nearly two-thirds of Houston's high-tech workers are employed in industries other than computers and software.

## Houston's Startup Ecosystem

Houston is home to more than 800 venture-backed startups in consumer and business services, health care, data analytics, software, biotech and energy sectors. A strong network of more than 50 incubators, accelerators, makerspaces and coworking spaces has helped strengthen the ecosystem in recent years. These hubs of innovation have created momentum and a critical mass of support for more startups.

## Civic Initiatives

The nonprofit Houston Exponential (HX) was formed in 2017 to grow the city's digital startup ecosystem. Through its \$40 million HX Venture Fund of Funds, the organization is investing in venture capital firms that in turn invest in promising startups in order to foster digital innovation in Houston and bolster the region's tech sector.

## Select Incubators and Workspaces in Houston

DivInc Houston Accelerator  
East End Maker Hub  
Gener8tor  
Golden Section  
Venture Studio  
Greentown Labs  
Halliburton Labs  
Impact Hub

Ion Aerospace Innovation Accelerator  
Ion Smart and Resilient Cities Accelerator  
JLABS by Johnson & Johnson  
LSA Global (Latino Startup Alliance)

MassChallenge  
OwlSpark  
Plug & Play  
Technology Center  
Sesh Coworking  
TMC Innovation Institute  
University of Houston RED Labs

## Select Academic Research Organizations

The entrepreneurship programs at Rice University and University of Houston are consistently ranked as two of the nation's best, according to the Princeton Review.

Rice University ranks third in the U.S. for graduate entrepreneurship.

- Rice's Owlspark Accelerator has helped launch dozens of companies.
- Rice Business Plan Competition is the richest pitch competition in the country, with awards in '20 totaling \$1.1 million.
- In September '20, the Rice Alliance announced the creation of a new clean energy accelerator to support early-stage energy startups from around the world.

University of Houston ranks second in the U.S. for undergraduate entrepreneurship.

- RED Labs startup incubator/accelerator has launched 24 companies.
- Graduate students manage the university's million-dollar Cougar Venture Fund.



UNIVERSITY of  
**HOUSTON**  
UH ENERGY



The Welch Institute  
Advanced Materials  
Rice University



collaboration

**Step by Step**  
Rice's Ion building is located in a former Sears in Midtown.

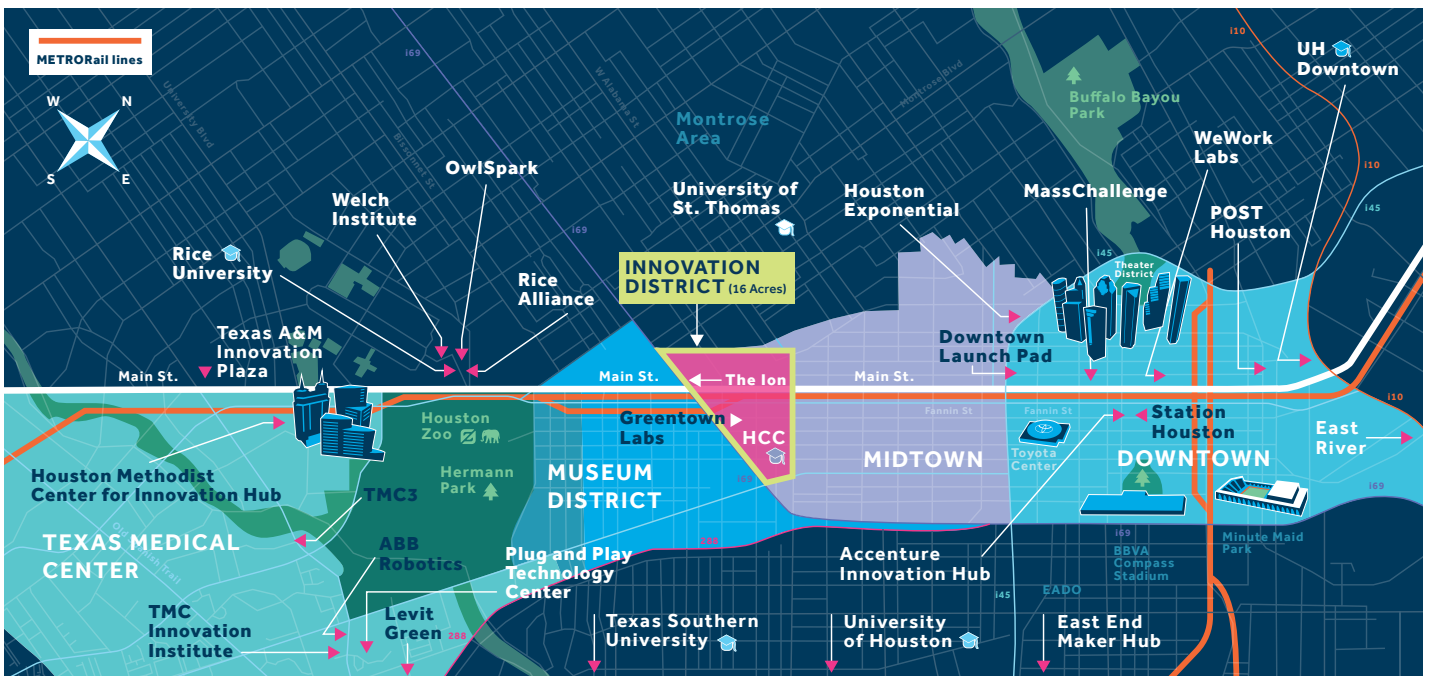
# HOUSTON'S INNOVATION CORRIDOR

Houston's Innovation Corridor is at the center of an extraordinarily powerful social and economic convergence. The four-mile-long Corridor is linked by light-rail, bike lanes and sidewalks, and it also offers easy access to key industry and institutional players along with an unparalleled array of amenities.

Anchored on the south end by the world's largest medical complex, the Texas Medical Center, along with top-ranked universities, the Corridor runs north along Houston's light-rail line through the 700-acre Hermann Park and oak-lined boulevards of the Museum District. It continues past the eclectic Montrose neighborhood and through Midtown,

home to a millennial-friendly mix of housing, dining and recreational options. The Corridor reaches its northern limit in downtown, the nexus of corporate headquarters, financial institutions and professional service firms, and a wide variety of cultural and recreational amenities.

In 2021, Rice University, along with a coalition of community leaders, opened the first phase of a new Innovation District near the center of the Corridor in Midtown Houston. Anchoring the 16-acre district is The Ion, which serves as the central hub of innovation. At nearly 300,000 square feet, The Ion brings together entrepreneurs, corporations and academic institutions to collaborate





A  
CLOSER  
LOOK

# METRO HOUSTON LEADS TEXAS IN TECH JOB GROWTH

Houston is among the leading U.S. cities when it comes to tech job growth, according to a new report.

The Bayou City ranks No. 1 in Texas and No. 5 nationwide in terms of increase in tech job postings between the first six months of 2021 and the same period earlier this year. That's according to a report from the tech site Dice which found that tech job postings rose 83% year-to-year.

Other Texas cities showed significant increases in postings with San Antonio coming in at No. 6 nationwide with an 80% jump and Dallas at No. 15 on the list with a 58% increase in posts. With a 111% increase in tech job posts, Orlando was No. 1 on the Dice list.

The report shows that tech job postings increased 52% nationwide year-over-year.

Houston also ranks among the top 10 cities in terms of total tech job postings, coming in at No. 9. When it comes to states, Texas is behind only California in total tech job postings.

There are more than 243,000 tech jobs in Houston representing nearly 8% of the total metro workforce, according to a recent analysis by the Partnership.

Several tech companies are among Houston's largest employers including Asurion, AWS, Dell, High Radius, HPE, HP Inc., IBM, PROS, BMC Software, Siemens, Honeywell, Oracle and Microsoft. At least two dozen VC-backed startups valued over \$100 million are based in the metro area. Over the last five years Houston startups have received roughly \$4.35 billion in venture funding, including \$2.02 billion last year alone.



University of Houston's Cullen College of Engineering  
One-third of Houstonians 25 years or older is a college graduate — a rate higher than the national average and Texas' state average.



HEADQUARTERS

# AMERICA'S HEAD-QUARTERS CITY

Houston is a major corporate center, ranking third in the nation in Fortune 500 — and fifth in Fortune 1000 — headquarters. There are 23 companies on the Forbes Global 2000 list that are headquartered in Houston and 83 on the most recent Inc. 5000 list.

**Six major business districts** are accessible within minutes of executive and international airports.

**244.8 million square feet of total office space**, with more than 40 million square feet in Downtown alone.

A total of **2 million square feet of office space is under construction** (as of Q2 2022).

Aggressive **landlord and developer incentives** creates exceptional buyer values competitive with top HQ cities.

## Fortune 500 Companies Headquartered in Houston



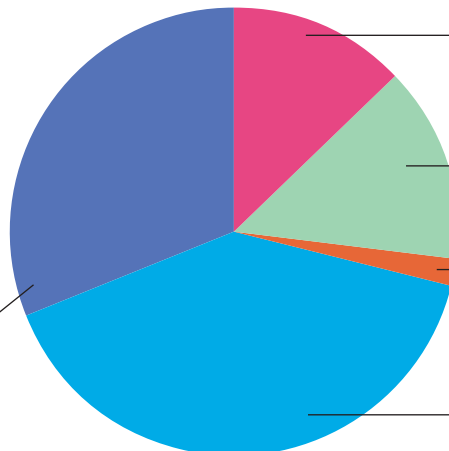
Source: Fortune, 2021

## Headquarters and Corporate-Related Occupations

### Talent

Houston has the professional and corporate services talent to support some of the world's largest companies. The region is home to over 700,000 corporate professionals, including administrative, accounting, finance and legal.

**305,590 employees**  
Sales



**153,730 employees**  
Business and Financial Operations

**146,730 employees**  
Management

**22,710 employees**  
Legal

**467,400 employees**  
Office and Administrative Support





**Hewlett Packard Enterprise**  
The company's new headquarters opened in April of 2022 in the Houston suburb of Spring.

A  
CLOSER  
LOOK

## 3 NEW FORTUNE 500 COS. MAY HELP HOUSTON BUILD HQ MOMENTUM

When ExxonMobil revealed plans in January 2022 to relocate its corporate headquarters from North Texas to its campus near Spring in the Houston area, the energy giant became the third Fortune 500 company in a little over a year to announce an HQ move to metro Houston. Following decisions from Hewlett Packard Enterprise in December 2020 and NRG Energy in May 2021, ExxonMobil's move slated for completion in 2023 will make the region home to 25 Fortune 500 companies, the third largest concentration in the nation.

Companies are currently grappling with what their real estate and talent needs will look like beyond the pandemic. No longer as tied to traditional sector hubs on the East or West Coasts, firms are increasingly eyeing opportunities in the South and Southwest, following a population base that has slowly migrated to these regions in recent decades. Amid the shuffle, cities such as Houston could experience significant gains, according to Peter Rodriguez, Dean of the Jones Graduate School of Business at Rice University.

Rodriguez said the recent Fortune 500 announcements are a point of validation for Houston—that the city has a sufficient talent pool ready to meet the needs of companies operating at the global level. “Fortune 100s and 500s build and better one another and it's great for people to associate us in Houston with great companies,” he said.

Rodriguez said that while major companies today can grow

and expand wherever they feel is appropriate for their business model, their headquarters location is certainly often at the top of the list. Houston is likely to see direct and indirect job growth tied to its stable of Fortune 500 companies in the years ahead.

HQ announcements like the one from HPE may help Houston attract fresh attention from tech companies and those in other sectors. Likewise, moves such as Tesla's HQ relocation to Austin helps build credibility for the whole region, Rodriguez said.

Houston isn't the only Texas city to gain new headquarters with Austin and Dallas luring major firms from California and other parts of the country in recent years. Rodriguez said while Houston may not immediately gain from relocations to the other Lone Star State cities, there is a regional impact that helps drive talent development and recognition across the Texas Triangle. “It validates the state as a place where companies can grow and prosper,” he said.

A steady supply of quality talent along with stable government regulations and low taxes will continue to lead the list of factors companies consider when weighing HQ locations. But, Rodriguez said, the population shifts to the South and Southwest coupled with advances in technology mean companies are eyeing cities in this region in a new light.

“If Houston can capitalize on this period, we can set the trajectory for the next 40 to 50 years of growth,” he said.





**Cityscape**  
Houston's downtown skyline peers over Discovery Green park.

A  
CLOSER  
LOOK

# FORTUNE 500 CEOs DISCUSS WHY THEY CHOSE HOUSTON FOR THEIR HQS

The ease of doing business, diversity and quality of life are just a few of the characteristics that draw companies and talent to Houston, according to two Fortune 500 CEOs.

Jay Brown, President and CEO of Crown Castle International Corp., and Jim Fish, President and CEO of WM, discussed efforts to attract talent and leading global businesses to Houston during a spring 2022 Greater Houston Partnership webinar series.

Recent corporate headquarters relocation announcements from ExxonMobil, NRG Energy, Archaea Energy and Bucha Bio are testaments to Houston's robust economic development.

"It's not a coincidence that folks are moving from high-tax states," Fish said.

Crown Castle could have chosen any other city as their headquarters with 100 offices nationwide, but "Houston's characteristics rose to the top against all of the other choices that we had," said Brown, who also chairs the Partnership's Economic Development and Trade Steering Committee. He said Houston checked their list with its pro-business environment, work-life balance, beautiful weather year-round, location, cost of living, diversity and talent.

WM, founded in Chicago in 1971 and formerly known as

Waste Management, moved to Houston in 1998. In 2016, Fish said the company looked at 20 cities as leadership explored whether Houston was the right city for their headquarters. A team examined and ranked each city based on 15 criteria, including tax structure, diversity, education, weather, traffic, culture and air service.

"Maybe surprisingly, maybe not. Houston came up as number one," Fish said.

Fish believes Houston offers an impressive quality of life that other cities can't compete with. He said continued investment in that area will help attract millennials and members of the Gen Z generation, the future of the workforce.

"It is critically important that the city where we choose to headquarter is attractive to those generations, and you have to have more than just a job for them to move here," Fish said.

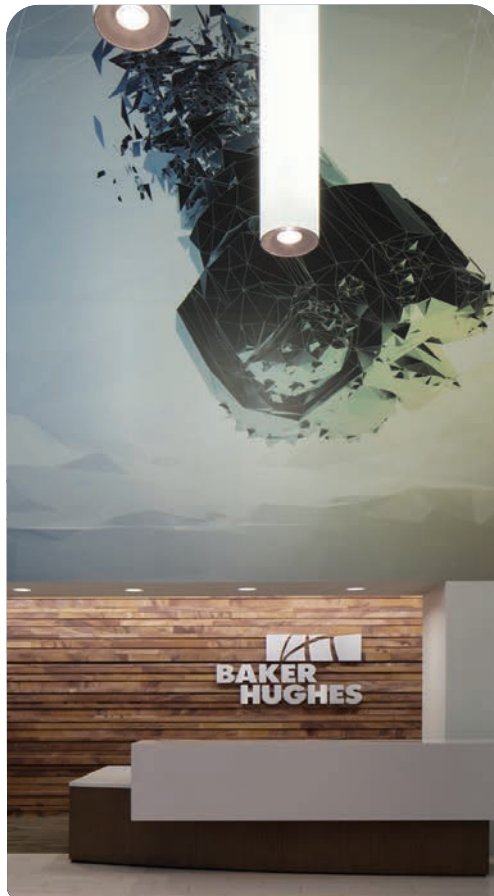
Another opportunity lies in telling the story of Houston, said Brown and Fish.

"[Houston] has been an incredible place to grow professionally over the last nearly 30 years," Brown said. "I want that for others when I think about the next generation of business leaders. I think there's a very unique experience that can be had in Houston."



## From local shops, to Fortune 500 companies, Tomball is focused on business!

A skilled workforce, low property taxes, and a well-connected transportation system provide an ideal backdrop for your business to prosper. The Tomball Economic Development Corporation promotes job creation by encouraging attraction, expansion and retention of businesses through: assisting with site selection; identifying incentives, connecting to workforce resources, and providing business and industry data.



**Skilled Workforce**



**Low Property Taxes**



**Well-connected  
Transportation System**



**Gulf of Mexico**  
The Atlantis platform was the deepest moored floating oil and gas production facility in the world at the time of its installation.

# ENERGY CAPITAL OF THE WORLD



Houston is the Energy Capital of the World and the “brain trust” for virtually every segment of the oil and gas industry, including exploration, production, transmission, marketing and supply, with a growing focus on renewable forms of energy technology. Houston employs a quarter of the nation’s jobs in oil and gas extraction. The region is home to more than 4,700 energy-related firms and is at the forefront of foreign investment in energy, particularly in Mexico. Additionally, Houston’s petrochemical sector has experienced record-level growth, with roughly \$50 billion of facility construction recently completed or underway.

Two-thirds of the global integrated oil companies, such as ExxonMobil, Shell and Chevron, have operations here. More than

half of all oil field service firms based outside of North America have offices in Houston, and around one-fifth of the world’s national oil companies, including Saudi Aramco and Gazprom, have operations in Houston.

As these companies work to diversify technologies and generation mix, Houston’s high concentration of energy expertise and experience has meant a large number of relocations to the region in recent decades. The metro offers access to three million workers and more engineers than any other U.S. metro. Today, Houston is working to become the energy transition leader, capitalizing on its talent base and industry know-how to help guide the world to a low-carbon future.

## ENERGY 2.0

As the brain trust of the global energy industry, Houston’s ecosystem offers a competitive advantage to energy companies working in solar, wind, biomass and other renewables activities. The region has a growing base of solar energy sources and is home to more than 100 solar-related companies. Texas continues to pave the way by leading the nation in installed wind capacity by state, and Houston is home to 30-plus wind related companies.

In 2021, the Greater Houston Partnership released its blueprint for leading the transition from traditional fuel sources to

low carbon and no-carbon energy. The strategy sets out three initial objectives for the region: jumpstarting emerging technologies and markets where Houston has a strategic advantage, attracting and supporting companies in established yet rapidly growing “new energy” industries and creating an environment that encourages investment in — and deployment of — a wide range of value chains. The latter includes everything from nature-based solutions and cleaner production of natural gas to breakthroughs in hydrogen development, geothermal energy and advanced materials.

**4,700+** energy-related firms  
in Houston

More than **600** exploration and  
production firms and **1,100** oilfield  
service companies

**Potential to create more than  
500,000 new energy jobs** by 2050

**136+** online wind projects  
across Texas

**65+** energy tech companies



# GREENTOWN HOUSTON'S SUCCESS A TESTAMENT TO LOCAL ENERGY 2.0 COMPANIES LEADING ENERGY TRANSITION

Greentown Houston's success in its first year proves the world's energy capital is fostering the next generation of companies that will help lead the global energy transition.

In April 2022, Greentown celebrated its one-year anniversary by announcing they're now home to more than 60 startups, including several that relocated from outside the U.S., after opening their doors with only 16. According to InnovationMap, it took Greentown Labs' headquarters in Boston years to gain that many members.

As Greentown searched for its first out-of-state location, Houston was the one city that made sense, according to Emily Reichert, CEO of Greentown Labs.

"[Houston] was the only city that had the engineering strength, talent, and assets to broaden our impact and help to accelerate the energy transition through innovation and entrepreneurship," Reichert said in April.

Many of Greentown Houston's members have reached milestones of their own, including Syzygy Plasmonics, which has experienced significant growth in its four years. The company, which uses photoreactor technology instead of heat to drive chemical reactions, recently announced it leased a building in the Houston suburb of Pearland for its headquarters and manufacturing facility. According to the startup, the "technology has the potential to electrify the chemical industry, shifting it to renewable electricity, and cost-effectively reducing its carbon footprint." The U.S. Department of Energy's National Renewable Energy Laboratory recognized Syzygy Plasmonics as the most outstanding venture in the commercialization stage during the 2022 Industry Growth Forum.

Cemvita Factory, another Greentown Houston member, announced a \$5 million investment from United Airlines



Ventures to develop sustainable aviation fuel sources this year. The company uses biotech to convert carbon dioxide emissions into various useful chemicals.

In a newsletter released in April, Juliana Garaizar, Head of Houston Incubator and VP of Innovation, thanked members and supporters for the climatetech hub's achievements.

"We are very hopeful about the future and bringing more climate solutions to Houston and the world at a faster pace, consolidating our role as the Energy 2.0 capital," she said.

Greentown's success is just one example of how Houston is paving the way in the global energy transition. The city is also making progress in building a more sustainable region under its Climate Action Plan.

June 2022 marked one year since the Partnership released the Houston Energy Transition Initiative (HETI) plan, a strategic regional blueprint for leading the global energy transition to a low-carbon future. In addition, the Center for Houston's Future released a report that reveals how the region is poised to become a global clean hydrogen hub.

Another example of the region's commitment is the industry giants investing and collaborating with clean energy startups and building partnerships with academic institutions, including Shell's \$10 million gift to establish the University of Houston's Energy Transition Institute and their partnership with Prairie View A&M.

Reichert believes Houston is well-positioned to be a leader if global corporations with either operations or headquarters in Houston continue investing in climate change solutions.

"We have the potential to decarbonize not just one city, but create a model for similar cities across the globe, and build the diverse and inclusive energy workforce of the future we need in the process," she said.





**TMC Innovation Institute**  
The site of research and  
medicine breakthroughs

# BIOTECH AND LIFE SCIENCES

As a hub for medical device manufacturing, pharmaceuticals and health research, Houston has more than 1,900 life sciences companies, cutting-edge health care facilities and research institutions. The health care and life sciences industries collectively employ more than 375,000 workers — well over the number employed in Houston's energy sector.

The region's growth in employment, high concentration of key scientists, National Institutes of Health (NIH) funding, quality and quantity of educational institutions, medical research and health services institutions, and number concentration of high-tech workers recently landed the region a spot on real estate giant JLL's list of top life sciences markets in the nation.

## Texas Medical Center

Houston is home to the largest medical center in the world — Texas Medical Center (TMC). Bringing together the brightest minds, TMC nurtures cross-institutional collaboration, creativity and innovation through its 60-plus member institutions. From some of the world's leading hospitals to the world's largest steam and chilled water facility, Houston institutions are making an impact worldwide.

## Innovation

In the field of health and medical technology, the TMC Innovation Institute coordinates the efforts of several life science-focused incubator and accelerator programs. The organization aims to help startup companies commercialize new medical technologies by providing access to the vast resources of the world's largest medical center. Venture capital and private equity investment in Houston life science startups totaled nearly \$1.5 billion over the last five years, the region's largest sector of VC funding. Additionally, the TMC Venture Fund aims to invest \$25 million in early-stage health care tech companies in Houston.

## The Future

In 2021, TMC broke ground on TMC Helix Park, formerly known as TMC3, a multi-institutional 30-acre research campus that will bring together the best institutions in clinical care, research and industry. The campus is projected to create 27,000 jobs and bring \$5.4 billion to Texas' economy.





**Texas Medical Center features:**

**10 million patient visits** per year

**50 million** developed square feet

**\$3 billion in construction projects** recently completed or underway

**106,000+** employees

**8th-largest business district** in the U.S.

**No. 1 cancer center** and the largest children's hospital in the U.S.

Nationally ranked in **14 specialties**



**Med Center**  
A surgery at one of Texas Medical Center's many hospitals.





A  
CLOSER  
LOOK

# HOUSTON ORGANIZATIONS GAINING RECOGNITION FOR INNOVATION IN LIFE SCIENCES

Houston is known for its world-class institutions and professional talent in the healthcare and life sciences industries, so it comes as no surprise that healthcare systems, academic institutions and medtech startups are being recognized for their innovations. Here are just a few examples:

### Brain-Controlled Robotic Arm for Stroke Patients

The University of Houston recently made news with its creation of a robotic arm that can be controlled by a patient’s brainwaves – it’s considered a gamechanger for stroke patients. According to UH, engineering professor Jose Luis Contreras-Vidal and his team developed the portable brain-computer interface (BCI) exoskeleton to restore upper limb function. Contreras-Vidal’s innovation differs from similar technologies because the brain-controlled robotic arm doesn’t require surgery and is available to a patient both at home and in a clinic. Most neuro technologies are limited to a lab or clinic and are expensive and hard to operate, according to UH.

Brain-controlled robotic arm can be used by stroke patients to recover the use of a limb. “The broader impact and commercial potential of this project is to advance national health by accelerating development, efficacy and use of brain-controlled robotic rehabilitation after stroke by capitalizing on the benefits of non-invasive brain interfaces that extract information about the patient’s motor intent and the real-time assessment of impairment and recovery of motor function,” said Contreras-Vidal.

### Robotic-assisted Heart Surgery

HCA Houston Healthcare Medical Center successfully completed a robotic-assisted coronary angioplasty, according to InnovationMap. The technology allows doctors to perform the procedure inside a radiation-protected cockpit by using a

joystick to robotically place catheters, angioplasty balloons, and stents to clear a blockage and restore blood flow. Doctors say the robot-assisted surgery is safer and more precise.

Earlier this year, two other HCA Houston Healthcare hospitals also celebrated milestones. The hospitals performed their first peripheral lung biopsies using robotic-assisted technology, according to InnovationMap. The technology allows doctors to go through the lung’s natural airways, lowering the risk of complications. It also supports the early diagnosis of lung disease when used as a screening tool due to the technology’s ability to examine hard-to-reach areas.

### Robotic Device for Failing Hearts

Houston-based medtech startup, CorInnova, was recently accepted into an international accelerator program, MedTech Innovator. CorInnova has created what they describe as the world’s first minimally invasive robotic cardiac-assist device that treats acute heart failure without touching the blood. The device’s ability to collapse and self-expand makes it a less invasive option compared to other devices, according to the company. Existing devices also have higher risks of side effects, including elevated risk of stroke, blood damage and kidney problems.

According to MedTech Innovator, their accelerator programs aim to promote the growth of early and mid-stage startups by working closely with stakeholders across the industry.

CorInnova has previously been a part of accelerator programs at TMC Innovation and is currently a resident at JLABS @ TMC. JLABS provides startups access to a medical device prototype lab and highly specialized tools to further advance their innovations.

Houston ranks No. 13 in CBRE’s latest analysis of the nation’s top 25 life sciences markets.



# MAKING HOUSTON GREATER

The Greater Houston Partnership is the region's premier business organization, representing 12 counties and more than 900 member companies that work together to advance Houston as a great global city. The Partnership is an Accredited Economic Development Organization as designated by the International Economic Development Council, and a certified World Trade Center.

## Our Services

The Greater Houston Partnership's economic development and international investment team is a one-stop shop to confidentially assist your business growth and relocation needs. The Partnership works with the region's top business and civic leaders, including more than 35 economic development agencies at the state and local level.

### REAL ESTATE

Initiate property searches

### SITE TOURS

Coordinate site-selection visits and regional briefings

### PERMITS

Advocacy for projects and regulatory issues

### INCENTIVES

Assist in evaluating and applying for benefits

### RESEARCH

Provide data on key business and site factors

### ACCESS

Direct access to top business and civic leaders

For more information about Houston's business climate, or expanding in the region, visit [HOUSTON.ORG](http://HOUSTON.ORG)







**People Power**  
The region's workforce  
includes 223,000  
industrial workers.



# A MANUFACTURING POWERHOUSE

Houston is one of the most important industrial bases in the world. There are more than 6,900 manufacturers in the region producing \$70.3 billion in products annually. The skilled workforce includes more than 214,000 industrial workers, and Houston subsector specialties include fabricated metal, machinery and chemical manufacturing. One out of every 13 workers in metro Houston is employed in manufacturing, and the sector accounts for more than 14 percent of the region's GDP.

**No. 2 among U.S. metros for manufacturing GDP**

**Nearly 1 in 3 manufacturers in Texas call Houston home**

**27 million consumers within 300 miles** and roughly half of the U.S. population within 1,000 miles

**NO. 3 GLOBAL COMPETITIVE CITY IN MACHINERY AND EQUIPMENT**

## Manufacturing Employment in Houston

Number of jobs

Fabricated Metal Product Manufacturing

**45,411**

Machinery Manufacturing

**38,929**

Computer and Electronic Product Manufacturing

**12,671**

Chemical

**39,324**

Nonmetallic Mineral Products

**6,943**

Other Manufacturing

**25,430**

Food

**16,606**

Plastics and Rubber Products

**10,855**

Petroleum and Coal Products

**7,853**

Electrical Equipment and Appliances

**5,878**

Transportation Equipment

**3,368**

**TOTAL MANUFACTURING | 214,773**

Source: Texas Workforce Commission, Current Employment Statistics, 2021



# NEW GENERATION OF STARTUPS AIM TO FUEL RESURGENCE OF ADVANCED MANUFACTURING

An autonomous rover dubbed the “layout Roomba” that marks architectural and engineering designs directly onto unfinished concrete floors is one of many examples of the innovation happening in Houston’s advanced manufacturing sector. The city boasts a thriving tech ecosystem and is considered a global manufacturing powerhouse due to its central geographic location, unparalleled infrastructure and talented workforce.

Funding is now flowing into Houston to help drive the next wave of manufacturing innovation. According to the Partnership’s 2022 Houston Tech Report, more than 900 investors have funded over 1,500 venture capital transactions in the Houston region over the last five years. Data shows that 8.6% of all VC deals are funding manufacturing projects with another 8.7% funding AI and machine learning ventures.

“I think Houston is a great place to start a company. It hosts a diverse pool of exceptional talent, a reasonable cost of living and a welcoming start-up community,” said Derrick Morse, CEO and founder of Rugged Robotics. “Houston is also home to a number of innovative companies that solve really hard and really important problems.”

Rugged Robotics, a Houston startup company founded in 2018, hopes to revolutionize the construction industry by tackling the challenge of field layout by using its small robot to create a more detailed, more accurate and faster way of doing the work. Traditionally, a construction worker must do the marking manually using tape measures, chalk lines and surveying equipment. Morse, a construction industry veteran, said he saw a need to solve a pain point in the construction industry.

“By focusing on the problem, and by developing a practical solution, we’ve unlocked a very exciting opportunity,” Morse said.

Rugged Robotics is operating out of the East End Maker Hub, a makerspace and manufacturing center in Houston’s East End. Morse said it was a no-brainer to choose the incubator as they started growing.

“The East End Maker Hub was initially attractive for two reasons,” Morse said. “First, access to the machine tools and rapid prototyping equipment we were familiar with at TXRX, and second, flexibility.” He added that the flexibility of the leases allows the company to move into bigger spaces as they evolve.

June 2022 marked one year for the \$38 million innovation hub. At the time, Urban Partnerships Community Development Corporation said the facility is 95% occupied with 49 tenants from candle making to biotech/manufacturing, a sign of a successful first year. The East End Maker Hub aims to create

1,000 new companies over the next five years to boost Houston’s advanced manufacturing jobs. Houston has one of the largest manufacturing workforces in the country with more than 213,100 workers, but it declined by 8.6% between 2015 and 2020, according to the Partnership’s analysis.

“We’ve retained or created over 330 jobs thus far and aim for 500 in the coming years. We’re a model for how to use public funding to jump start development to support the entrepreneurial ecosystem,” said Natasha Azizi, Executive Director of UP CDC and East End Maker Hub.

The East End Maker Hub is part of several landmark projects to position Houston as a national leader in tech innovation. According to the Houston Tech Report, venture capital investments have grown from \$423 million in 2017 to \$2.02 billion in 2021, a near five-fold increase and an unprecedented 47.4% growth rate per year.

Rugged Robotics recently raised \$9.4 million in Series A funding to help the company hire more people, expand its products and more.

“We’ve built an amazing foundation, and I’m excited by the road ahead. Our team is truly inspiring. I can’t wait to see what we’re capable of,” Morse said.

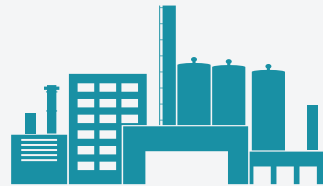


Making the Cut  
Rugged Robotics'  
"Layout Roomba"



# Pasadena

A PLACE WITH GROWING ENERGY



Second-Largest City  
in Greater Houston Metro Area

**Largest** petrochemical complex  
in the U.S.

**No. 1 U.S. port** in foreign  
waterborne tonnage, Port Houston

**Industry giants** like BP, Boeing  
and Nestle Water

**Easy access** to 2 International  
Airports and Houston Spaceport

**Top 5** Community College - San  
Jacinto College. Home to University  
of Houston - Clear Lake and Texas  
Chiropractic College

# AEROSPACE AND AVIATION

Years before the historic Apollo 11 mission in 1969, Houston was a pioneering hub in the aerospace and aviation sector. But the mission didn't stop at the moon. Over the decades, Houston scientists and engineers have helped with some of the world's biggest space endeavors, including running mission control for the International Space Station for 20 years. Some of the sharpest minds in aerospace and aviation technology continue to chart a vibrant future for Houston centered around NASA's Johnson Space Center and one of the world's only truly urban commercial spaceports.

## Talent

The thousands of NASA employees and civilian contractors supporting JSC's operations have created a rich talent pool of aerospace expertise, positioning Houston as a leader in the emerging commercial realm of space flight. In addition, Rice Space Institute has helped to establish Rice University's international reputation in all areas of space research by investing in efforts to further the development of new ideas and innovation in space exploration and utilization.

## The Next Frontier

Houston Spaceport is an FAA-licensed, urban commercial spaceport offering unprecedented access to a thriving aerospace community. In addition to serving as a future launch and landing site for suborbital, reusable launch vehicles, Houston Spaceport offers laboratory office space, including technology incubator space and large-scale hardware production facilities.

As a center for collaboration and innovation, Houston Spaceport is unique among the other federally licensed spaceports. Located in the fourth largest city in the U.S. and a major hub for aerospace and aviation activities, no other spaceport can boast such a connection.

Forming a part of the Houston Airport System and situated at Ellington Airport, the spaceport fits seamlessly into one of the world's largest international travel infrastructures. In addition to improving existing facilities and services, the spaceport continues to find new and groundbreaking ways to increase value for tenants and partners.



A photograph showing the interior of the Gemini V spacecraft. The view is from an elevated angle looking down into the cabin. A mannequin wearing a bright orange space suit is seated in the center. The cabin is filled with various instruments, control panels, and equipment. The walls and ceiling are made of dark, ribbed metal. A red label with the text "GEMINI V" is visible on the right side of the cabin. The overall lighting is dim, with a warm orange glow emanating from the mannequin's suit.

**NASA**  
The Gemini V spacecraft is on display at Space Center Houston.


**350 space, aviation and aerospace related firms and institutions**

**\$1.3 billion in total trade** in aviation

**11,000+ NASA Johnson Space Center employees and contractors**

**100+ active astronauts** and astronauts in training





**Moonwalk**  
Collins Aerospace's  
Next-Generation  
Spacesuit

A  
CLOSER  
LOOK

# 2 HOUSTON COMPANIES LAND MAJOR NASA CONTRACT TO DESIGN NEXT-GEN SPACESUITS

NASA has selected two aerospace companies with a Houston presence to move forward in developing next-generation spacesuits and spacewalk systems. The June 2022 announcement marked the latest in a series of high-profile developments that are reigniting Houston's aerospace industry.

Axiom Space, which broke ground in early 2022 on its headquarters at Houston Spaceport, and Collins Aerospace, which is building a manufacturing facility and startup incubator at Houston Spaceport, will compete for task orders under the Exploration Extravehicular Activity Services (xEVAS) contract. The contract has a maximum potential value of \$3.5 billion through 2034.

"With these awards, NASA and our partners will develop advanced, reliable spacesuits that allow humans to explore the cosmos unlike ever before," said Vanessa Wyche, NASA's Johnson Space Center Director. "By partnering with industry, we are efficiently advancing the necessary technology to keep Americans on a path of successful discovery on the International Space Station and as we set our sights on exploring the lunar surface."

The spacesuits will be for the International Space Station crew, astronauts on Artemis missions and future human missions to

Mars. According to a company press release, Collins Aerospace says its new suits, designed by astronauts, are lighter and more adaptable, allowing for increased mission times.

"Collins was there when the first man walked on the moon, and we'll be there when humankind goes back," said Phil Jasper, president of Mission Systems for Collins Aerospace.

Axiom Space will design its spacesuits to provide increased flexibility and specialized tools for exploration and scientific needs, according to the company.

"We are immensely pleased that NASA recognizes the value Axiom Space is providing across a range of human spaceflight activities, from our recent private astronaut mission to the ISS to the design and development of Axiom Station, and now to providing this critical system and associated services for astronauts in LEO [low Earth Orbit] and beyond," said Michael Suffredini, Axiom Space's President and CEO.

Houston Spaceport is located 20 miles south of Downtown Houston at Ellington Airport and describes itself as the world's first truly urban commercial spaceport. The Houston Airport System is building the spaceport in phases collaborating with private sector tenants.

PHOTO COURTESY / OF COLLINS AEROSPACE



# CityBookMedia

Many Stories. One Voice.



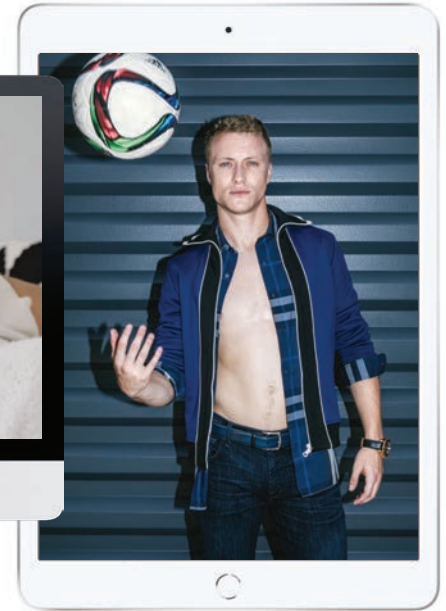
## Houston CityBook

Beautiful lifestyle and culture magazine, proudly and exclusively for Houston



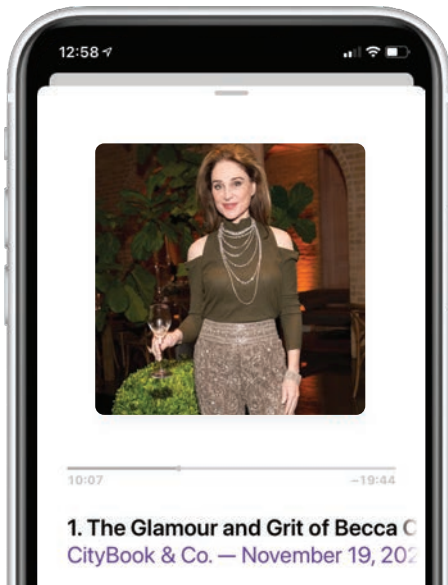
## HoustonCityBook.com

The city's smartest, sexiest and fastest-growing daily news website



## CityBook Digital

Dispatches on arts, dining and much more, in your inbox three times a week



## CityBook & Co.

Podcast celebrating icons and upstarts in America's most fascinating city



## CityBook Custom

Distinguished publications created with the region's most prestigious partners



## Plus

Highly engaging social media, exclusive events for influencers and VIPs, and more!



Energy Corridor  
A meeting at BP's  
headquarters





# HOUSTON BUSINESS CLIMATE

Houston offers a competitive business environment at a favorable cost. By many measures, Houston is a tier-one city with tier-two costs. The city is also unabashedly pro-growth. As a testament to the city's strong business climate with low costs and low regulations, Houston remains one of the top four cities in the nation for business relocations and expansions.

## Regulatory Advantages

The City of Houston has set priorities to support growth and innovation. The city has no local minimum wage, permitting is fast and friendly, and the cost of doing business in Houston is well below the U.S. major-metro average. Additionally, Houston has no personal or corporate income tax.

## Union & Labor Costs

Texas is a right-to-work state, ensuring a choice among quality union and non-union skilled labor. Houston boasts one of the lowest unionization rates nationwide with only 2.2 percent of its private workers unionized, significantly lower than the national rate of 6.5 percent.

## Taxes

Texas and Houston understand the need for a stable, friendly and transparent tax structure. Texas is one of the few states without a personal, state, or corporate income tax, which makes the cost of doing business very competitive. In 2015, Governor Greg Abbott signed House Bill 32, which permanently reduced the Texas Franchise Tax (Margin Tax) rates by 25 percent. Houston is a cost-effective location for any company looking to establish a presence or expand their current business. Houston's tax structure makes it a low-cost center for doing business. Plus, the personal tax burden in the Houston area consistently

ranks among the lowest in the nation, which makes it an attractive place for people of all backgrounds to live and work.

## An Exceptional Quality of Life

Houston offers superb executive and professional lifestyle opportunities within minutes of major employment centers across the region. Houston's low cost of living means your money goes further in this region than other major global cities.

- Cost of living consistently below the national average
- Access to world class healthcare at the Texas Medical Center's institutions of excellence
- Limitless outdoor amenities (350-plus miles of bikeways, 67,000 acres of parks, 200-plus days of sunshine each year, two yacht clubs and 150-plus public and private golf courses)
- Countless pathways to careers and entry into top colleges and universities through nationally ranked K-12 public, private, charter and magnet schools
- Home to one of the nation's largest collections of fine art, museums, visual and performing arts including symphony, theaters, and countless live music venues
- Estate style homes, luxury condos, master-planned communities, waterfront or ranch style living — Houston has it all

CONTINUED FROM PREVIOUS PAGE

## Utilities

The majority of Texas enjoys a deregulated energy market, thus providing electricity customers with a selection of retail electric providers and open-market competition. Electric power is distributed across the region by CenterPoint Energy, Entergy Texas, and AEP. Each of these PUC-regulated transmission and distribution utilities are the “local wires company” who ensure a high level of performance with minimal business disruptions in their respective geographic markets.

## State & Local Business Incentives

Houston offers a highly competitive business environment at a favorable cost. The region is a national leader in business relocations and expansions thanks in large part to its pro-growth attitude. A range of local and state incentives are available to qualifying companies to support new, expanding and relocating activities.

## Industrial Space

Houston is the nation’s sixth-largest industrial market, due in part to its large and high-growth population and its central geographic advantages as a hub for the Americas. Access to three air cargo airports, four deep-water seaports, three class-1 railroads and a vast network of interstates and interstate-quality highways help move products quickly.

The Houston region boasts more than 560 million square feet of industrial space for manufacturing, logistics and distribution and flex space in urban and rural locations. The Houston region has experienced a significant increase in construction of large-scale, industrial properties to accommodate growth of national fulfillment and regional distribution companies such as Amazon, Best Buy, Daikin, Dollar Tree, FedEx, HomeDepot, Ikea, UPS, and others.

With millions of square feet of new product recently completed or under construction, rents remain affordable for companies looking to execute new leases.

## Office Space

Houston is the nation’s sixth-largest office market, with more than 226 million square feet of net rentable area and six major business districts that create significant value and cost savings in

contrast with other major metropolitan areas.

Due to a soft office market with a large surplus of available Class A properties, many tenants negotiate highly competitive rates for effective rents. Houston also offers one of the nation’s lowest costs of finish-out for office properties across major metropolitan cities.

Land prices in Houston are cheaper than comparable sites in other major U.S. cities. Houston is one of the most affordable cities for tenants to build new office space. In a 2018 study by JLL, Houston was one of the least expensive markets to build out new offices. In recent years, Houston has also seen a significant uptick in new co-working and collaboration spaces across the region. To meet the need of tech firms, startups and small collaboration labs for global companies, new facilities have opened courtesy of StationHouston, WeWork, Headquarters, The Cannon and others. Maker space is also available at several locations across the region.

## Space for Every Type of Company

- Six major business districts are accessible within minutes of executive and international airports.
- 116+ million square feet of Class A office, many full of corporate and lifestyle amenities.
- Houston ranks 10th in the number of Energy Star-certified buildings which represent annual savings of \$40 million in utilities and emissions.
- Aggressive landlord and developer incentives create exceptional buyer values competitive with top HQ cities.

## Office Space Costs

Second Quarter 2020

| URBAN AREA          | AVERAGE ASKING PRICE<br>(\$ PER SQUARE FOOT*) | VACANCY<br>RATE (%) |
|---------------------|---|---------------------|
| ATLANTA, GA         | \$30.78                                       | 22.6                |
| BALTIMORE, MD       | \$26.23                                       | 16.1                |
| CHICAGO, IL         | \$34.70                                       | 20.7                |
| DALLAS, TX          | \$30.82                                       | 24.8                |
| DENVER, CO          | \$32.46                                       | 20.5                |
| FORT LAUDERDALE, FL | \$37.29                                       | 18.0                |
| <b>HOUSTON, TX</b>  | <b>\$30.88</b>                                | <b>26.8</b>         |
| LOS ANGELES, CA     | \$44.85                                       | 18.5                |
| PHILADELPHIA, PA    | \$28.40                                       | 17.4                |
| SAN FRANCISCO, CA   | \$79.93                                       | 20.2                |
| WASHINGTON, DC      | \$42.83                                       | 20.9                |

Source: Jones Lang LaSalle







**Museum District**

Fast-paced development continues in the city's cultural centers, and across the region.



# STRATEGIC ACCESS TO MOVE PEOPLE & GOODS

Whether by land, air or sea, Houston offers an impressive array of logistical and distribution channels that businesses count on to meet the demands of today's fast-paced marketplace. With a location that's equidistant from the East and West coasts, and just hours by air from any metro area in the country, Houston is an ideal hub for companies that need national distribution for their products. Companies that locate in Houston can reach nearly 50% of the U.S. population within a 1,000-mile radius.

## Airports

The Houston Airport System ranks as one of the largest multi-airport systems in North America. The system is comprised of George Bush Intercontinental Airport (IAH), William P. Hobby Airport (HOU) and Ellington Airport (EFD). Scheduled and charter passenger carriers fly directly to approximately 180+ domestic and international destinations from Houston.

## Railroads

As one of the nation's busiest rail centers, the Houston region has three class-one railways with a rail network of more than 800 miles of track. Fourteen mainline tracks radiate from Houston and approximately 2,200 trains per week travel within the Houston region's rail network. The widespread coverage of BNSF, KCS and Union Pacific and others connects Houston with all major markets across the country.

## Ports

Houston was the top U.S. metro exporter in 2019 by weight, and is home to a number of ports, including the ports of Houston, Galveston, Freeport and Texas City.

The Port of Houston is the number-one port in the U.S. in terms of foreign waterborne tonnage, and the number-one break bulk port in America. An environmental and security leader, Port Houston was the first U.S. port to achieve both ISO14001 and ISO28000 certifications. Port Houston is the largest container port on the Gulf Coast, handling 69% of Gulf Coast container traffic in 2018 and ranked the sixth largest U.S. container port by total TEUs in 2018. The region's ports are investing heavily to increase container and break-bulk cargo capacity.

## Daily Nonstop Destinations from Houston

180+ Nonstop Destinations



**STRATEGICALLY  
LOCATED HUB FOR  
THE AMERICAS**



**George Bush Intercontinental**  
Houston's airport system is one of the nation's largest.

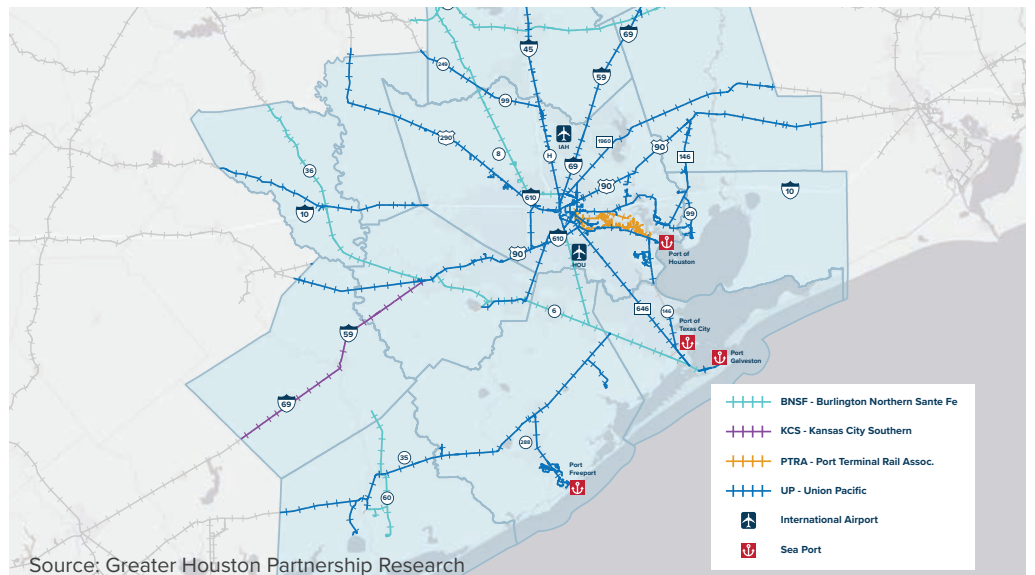


## Highways

Houston's extensive highway system is well integrated with the Port of Houston, Houston Intercontinental Airport (IAH), Hobby Airport, Ellington Airport, and the mainline railroads serving the city.

Houston is at the crossroads of Interstate Highways 10, 45 and 69. When connections are complete, I-69 will link Canada, the U.S. industrial Midwest, Texas and Mexico.

Houston has a "three-loop system," enabling easy connections across the region including Interstate 610, Beltway 8 and Highway 99.



# ECONOMIC DEVELOPMENT ORGANIZATIONS

Bay Area Houston Economic Partnership  
bayareahouston.com

Baytown/West Chambers County Economic Development Foundation  
baytownedf.org

Brookshire Economic Development  
brookshiretexas.org

Conroe Economic Development Council  
conroeedc.org

CenterPoint Energy  
centerpointenergy.com

Central Houston, Inc.  
centralhouston.org

City Development Corporation of El Campo  
elcampoeco.org

City of Alvin  
alvin-tx.gov

City of Brenham  
cityofbrenham.org

City of Cleveland  
clevelandtexas.com

City of Deer Park  
deerparktx.gov

City of Friendswood  
ci.friendswood.tx.us

City of Fulshear  
fulsheartexas.gov

City of Houston Economic Development  
houstontx.gov

City of Huntsville  
huntsvilletx.gov

City of Jersey Village  
jerseyvillagetx.com

City of La Porte  
laportetx.gov

City of League City  
leaguacity.com

City of Magnolia  
cityofmagnolia.com

City of Meadows Place  
cityofmeadowsplace.org

City of Missouri City  
missouricitytx.gov

City of Mont Bellevue  
montbelvieu.net

City of Nassau Bay  
nassaubay.com

City of Pasadena  
ci.pasadena.tx.us

City of Richmond  
richmondtx.gov

City of Rosenberg  
rosenbergecodev.com

City of Santa Fe  
ci.santa-fe.tx.us

City of Seabrook  
seabrooktx.gov

City of Sugar Land  
sugarlandtx.gov

City of Texas City  
texascitytx.gov

Cy-Fair Houston Chamber of Commerce  
cyfairchamber.com

Dayton Community Development Corp.  
daytontx.com

East End District  
eastenddistrict.com

East Montgomery County Improvement District  
emctx.com

Economic Alliance Houston Port Region  
allianceportregion.com

The Economic Development Alliance for Brazoria County  
brazoriacountyeda.com

Energy Corridor Management District  
energycorridor.org

Entergy Texas  
entergy-texas.com

Freeport Economic Development Corp.  
freeport.tx.us

Fort Bend County  
fortbendcountytx.gov

Galveston Economic Development Partnership  
gedp.org

Greater Fort Bend Economic Development Council  
fortbendcounty.org

Greater Houston Partnership  
Houston.org

Greater Northside Management District  
greaternorthside.org

Harris County  
harriscountytx.gov

Houston East End Chamber of Commerce  
eecoc.org

Houston Intercontinental Chamber of Commerce  
houstonicc.org

Houston Northwest Chamber of Commerce  
Houstonnwchamber.org

Houston-Galveston Area Council  
h-gac.com

Katy Area Economic Development Council  
katyedc.com

La Marque Economic Development Corporation  
lmedc.com

Lake Houston Economic Development  
lakehouston.org

The Lone Star College System  
lonestar.edu

Matagorda County Economic Development Corp.  
mcedc.net

North Houston Association  
north-houston.com

North Houston District  
northhouston.org

Oak Ridge North Economic Development Corporation  
oakridgenorthedc.com

Pasadena Economic Development Corp.  
pasadenaedc.com

Pearland Economic Development Corp.  
pearlandedc.com

Port Freeport  
portfreeport.com

Port of Galveston  
portofgalveston.com

Port Houston  
porthouston.com

San Jacinto College District  
sanjac.edu

Sealy Economic Development Corporation  
sealyedc.com

Tomball Economic Development Corporation  
tomballtxedc.org

Union Pacific Railroad Company  
up.com

Uptown Houston District  
uptown-houston.com

Waller County Economic Development Partnership  
wallercounty.org

West Houston Association  
westhouston.org

Westchase District  
westchasedistrict.com

Wharton County  
whartonedc.com

The Woodlands Area Economic Development Partnership  
edpartnership.net



# Pearland.



Welcome to the city who welcomes the world.

One of the nation's fastest-growing cities. Pearland is an innovative and diverse community that's like no other. Globally connected and ideally located. Pearland is strategically focused on creating a compelling destination for life science and healthcare, office and headquarters, manufacturing, and happy residents.



*Pearland. The forward-thinking, smart address for the future.*

[PearlandEDC.com](http://PearlandEDC.com)

# 1661 TANGLEWOOD



**Timeless  
Exclusive  
Permanent**

## **59 LUXURY RESIDENCES IN HOUSTON, TEXAS**

Patiently held in reserve for 70 years, 1661 Tanglewood builds upon the founding Farrington-Miller family tradition of bold vision. Accommodating every comfort of urban high rise living, these mansions in the sky offer interiors of exceptional character, generous proportions and a considered lifestyle. Discover the latest landmark in the continuing story of Tanglewood.

Martha  
Turner

**Sotheby's**  
INTERNATIONAL REALTY

**Ruthie Porterfield  
Mary Elizabeth Hahnfeld**  
713.622.1661

**1661Tanglewood.com**

*The images are artist's renderings and are provided for illustrative purposes and are conceptual only.*