



THE HOUSTON TECH REPORT

CHARTING THE INNOVATION LANDSCAPE OF AMERICA'S FOURTH LARGEST CITY.

HOUSTON: A CITY OF INNOVATION

The nation’s fourth largest city is one of the youngest, fastest growing, and most diverse populations anywhere in the world. This global diversity creates a genuine cultural identity and way of life that is uniquely Houston and world class.

While our shared roots are proudly planted in Texas, Houston’s reach and influence is truly global. Not only because of the substantial foreign investment in our region or the logistics capabilities that provide unparalleled access to foreign markets, but also the groundbreaking innovation that is helping solve the world’s greatest challenges.

Houston has been a center for world-changing innovations in energy, life sciences and aerospace for over a century. With science and engineering breakthroughs ingrained in the fabric of

Houston’s economy, the region has become a thriving hub of digital technology talent and companies thanks to our access to customers and expertise.

A strong educational system with nationally ranked universities, graduate schools, and community colleges produces a large supply of young talent. Our exceptional quality of life offers the cultural, recreational and entertainment amenities of a modern, cosmopolitan city, but at a cost of living well below the national average.

It is no surprise that some of the most important corporations in the world are run out of Houston. But we are also disruptive entrepreneurs, tireless innovators, and bold creatives.



ACCELERATING CHANGE

Long known and admired as the energy capital of the world and the most diverse city in the United States, with a broad STEM-trained workforce and a robust corporate presence, Houston’s tech innovation potential lagged— until recently.

Four years ago, recognizing the opportunity to capitalize on its cultural and economic strengths, and the need to develop its startup ecosystem and infrastructure to drive a 21st century economy, civic leaders acted, with the founding of Houston Exponential (HX). Born from the Innovation Task Force of the Greater Houston Partnership

and the Mayor’s Task Force on Innovation, HX is a non-profit organization created to accelerate the growth of Houston’s innovation ecosystem.

Over the past four years, HX has helped unlock the collaborative potential of founders and investors in the startup scene, local government, academic institutions, and the corporate sector to connect, promote and to attract talent and capital. Houston’s size, economic strength, and diverse and collaborative culture make it one of the most promising such efforts in the world.

HOUSTON’S INNOVATION ECOSYSTEM

In the last four years, startup development organizations (SDOs), including workspaces, incubators and accelerators have emerged throughout the city. These key institutions create density and drive collisions among founders, investors and talent, significantly increasing the rate of startup formation and growth.

As the ecosystem has grown, it has benefitted from increased venture capital investment from both inside and outside the region, thanks to the creation of the \$50 million HX Venture Fund, and to the work of Houston Exponential and Houston’s SDOs to curate connections between startups and sources of capital. In late 2020, HX launched

the HTXTechList.com database to further facilitate these connections. As a result of these and other efforts, venture capital investment has increased 250% over the past four years to \$753 million in 2020, one of many signs that Houston has reached an inflection point in the development of its tech economy.

Large tech firms have taken notice of this growth, with Microsoft, Google and Amazon increasing their presence in the region, while others including Bill.com, Nuro and Hewlett Packard Enterprises relocating or expanding here.

TRACKING HOUSTON’S TECH ECONOMY

BY THE NUMBERS

\$28 B

Impact to Metro GDP (5.8%)

235,800

Net Tech Employment

700+

VC-backed Tech Startups

\$753 M

Total Venture Capital in '20

HOUSTON'S BUSINESS CLIMATE

Houston is well-positioned to become a national leader in tech innovation. It possesses the corporate, workforce, and infrastructural requirements, including innovation-minded companies, a vast support system of business professionals and corporate decision-makers, and business and quality of life amenities necessary to support a robust tech ecosystem.

Technological cluster strengths across the energy, life sciences and healthcare, manufacturing, logistics, and aerospace industries present immediate opportunities for investing in scalable companies that enable digital transformation, while the heavy corporate and industry presence in the city make Houston a natural place for industrial IOT, logistics, robotics, and cyber security concentrations.



GLOBAL CITY

90+
Foreign Consulates

#1
Metro Exporter in the U.S.

2
International Airports

AT A GLANCE

STRONG, DIVERSE ECONOMY

#4 Largest U.S. City

3 M Jobs

\$478.8 B GDP

Home to:

WORLD'S LARGEST MEDICAL CENTER (TEXAS MEDICAL CENTER)

NASA'S JOHNSON SPACE CENTER AND HOUSTON SPACEPORT

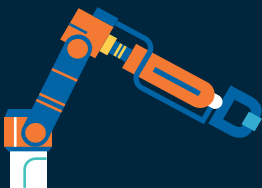
#1 U.S. PORT (PORT HOUSTON)

22 FORTUNE 500 HEADQUARTERS

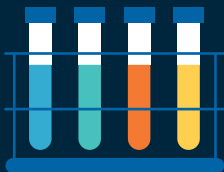
Industry Convergence:



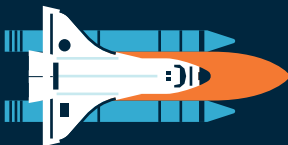
Energy 2.0



Advanced Manufacturing



Life Sciences



Aerospace

BUSINESS CLIMATE

NO PERSONAL & CORPORATE INCOME TAX

LOW COST OF LIVING

#3 Global City of the Future (fDi Intelligence)

POPULATION

7.1 M
Residents

1 IN 4
Houstonians is Foreign-born

FASTEST GROWING MAJOR METRO
MOST DIVERSE CITY IN AMERICA

VENTURE CAPITAL FUNDING

Despite all of Houston’s economic strengths, in ’17, the City ranked 19th nationally in total Venture Capital Investment. A citywide effort in recent years has transformed the tech innovation scene and helped to channel investment capital into tech startups like never before.

VC Investment has grown from \$284 million in ’16 to \$753 million in ’20, a nearly three-fold increase and an unprecedented 66% growth rate per year.

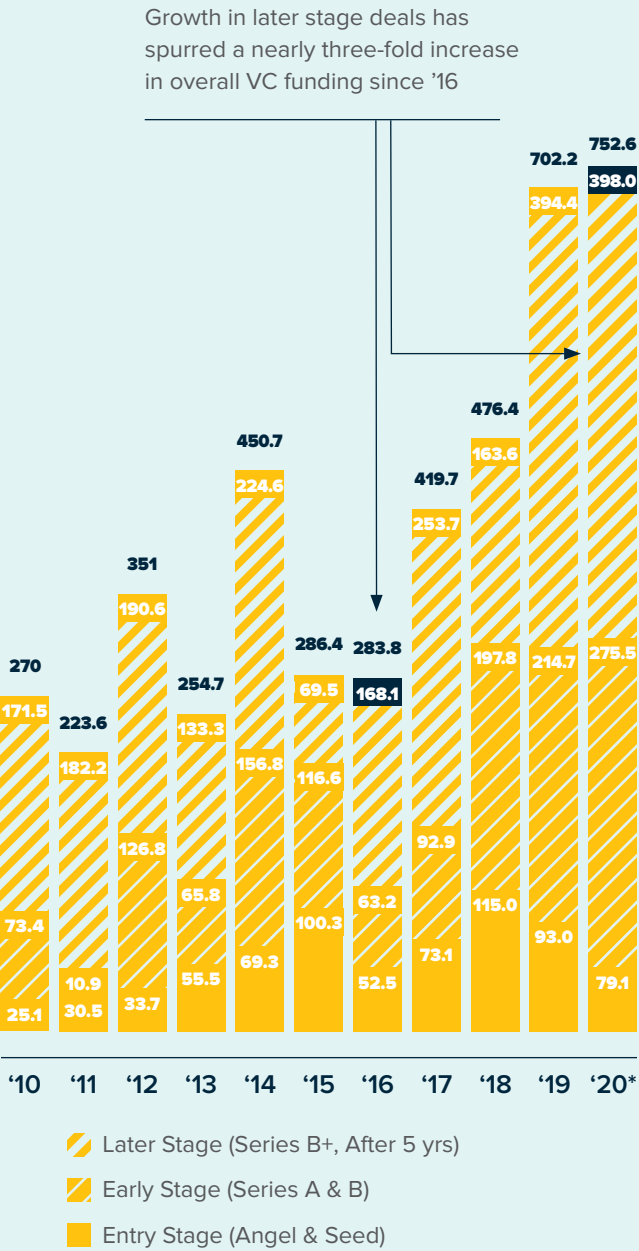
HOUSTON COMPANIES HAVE RECEIVED **\$2.6 BILLION** IN VENTURE CAPITAL FUNDING OVER THE LAST FIVE YEARS, INCLUDING **\$753 MILLION** IN ’20, A RECORD HIGH FOR THE REGION.

HX VENTURE FUND

One catalyst for this activity was the creating of the HX Venture Fund in 2017, a \$50 million fund of funds model designed to attract investment activity in Houston. The Fund attracted marquee corporate Limited Partners and has made several investment in leading funds across the country. This activity has spurred new interest in Houston’s recent success as a startup ecosystem and has been a catalyst for exponential growth.



VC DEAL VOLUME IN HOUSTON (\$, MILLION)

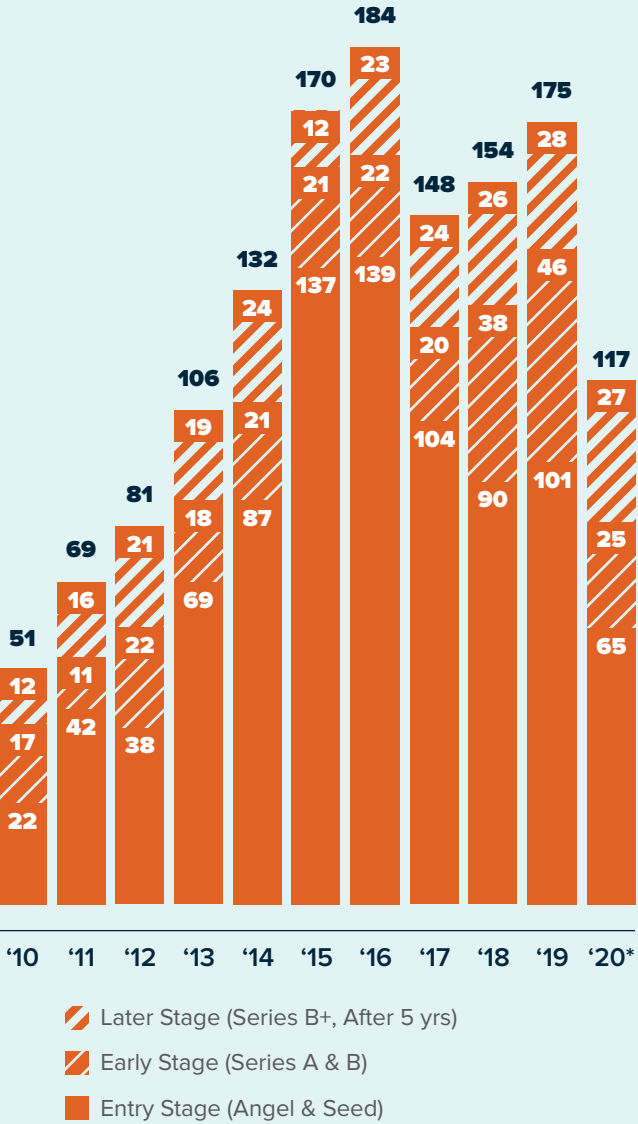


Venture Capital investment surpassed \$753 million in ’20, a record for Houston.

Source: Partnership Analysis of PitchBook Data
Updated: 3/1/2021

VC DEAL COUNT IN HOUSTON

Though overall deal count peaked in ’16 during a wave of early stage fundings, the share of deals has shifted toward later stage companies in the last five years.



On average, Houston startups have closed 156 VC deals per year since ’16.

Source: Partnership Analysis of PitchBook Data
Updated: 3/1/2021

INDUSTRIES AND VERTICALS

TOP INDUSTRIES RECEIVING VENTURE CAPITAL

Maturing tech startups in the Houston ecosystem are receiving more lucrative deals than ever before. Houston-based companies generated \$2.63 billion in total venture capital funding from '16 to '20. The region's annual VC haul nearly tripled in that time with the average deal size increasing from \$1.6 million to \$6.4 million.

Growth reached across all industries of Houston's innovation economy, but the trend is most pronounced in the region's top three sectors for VC funding.

- ① **HEALTH CARE** jumped from the third highest funded industry in '15 to the top funded industry for the last four years. Heath tech, life science, and biotechnology companies have thrived in recent years, anchored by the Texas Medical Center and the TMC Innovation Institute. Health Care companies accounted for **37 percent** of all VC funding in '19.
- ② **INFORMATION TECHNOLOGY** more than doubled from **\$73 million** in '15 to **\$177 million** in '19.
- ③ **ENERGY**, the top industry for funding in '15, fell to third in '19 with **\$131 million**, a 58 percent increase.

\$2.6 B

VC Raised in Houston since '15

2.9X

Information Technology funding nearly tripled from '16 to '20.

1 IN 3

VC Dollars went to Health Care in '20



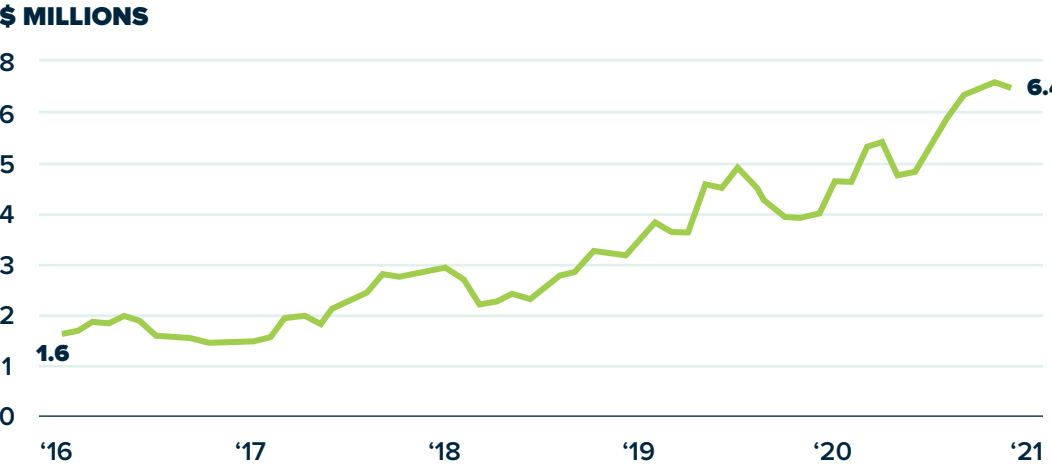
Texas Medical Center Demo Day 2019

HOUSTON VENTURE CAPITAL FUNDING (\$ MILLION)

PRIMARY SECTOR	'16	'17	'18	'19	'20	TOTAL
HEALTH CARE	124.1	206.7	192.7	262.3	256.0	1,041.8
INFORMATION TECHNOLOGY	79.4	156.0	121.6	168.2	201.7	727.0
BUSINESS PRODUCTS AND SERVICES (B2B)	32.1	35.6	62.1	54.7	150.1	334.5
ENERGY	27.7	12.1	63.3	128.5	39.9	271.4
CONSUMER PRODUCTS AND SERVICES (B2C)	18.1	7.6	7.9	54.0	45.1	132.6
MATERIALS AND RESOURCES	0.1	1.7	27.3	32.4	34.3	95.8
FINANCIAL SERVICES	2.4	—	1.5	2.2	25.5	31.6
TOTAL	283.8	419.7	476.4	702.2	753.6	2,634.6

Source: Partnership Analysis of PitchBook data

AVERAGE VENTURE CAPITAL DEAL VALUE IN HOUSTON (12-MONTH AVG)



Source: Partnership Analysis of Pitchbook Data

HOUSTON'S TECH STRENGTHS

Emerging technologies don't always conform to standard industry classifications. In order to gauge Houston's strengths across overlapping tech fields, we turn to tech verticals, a more granular classification system for the markets that venture capitalists most commonly target. Tech verticals include dozens of specialties, and a single promising company might operate in several vertical markets at once.

In Houston, certain niche markets show special promise and are overrepresented in the region's ecosystem compared to the national average.

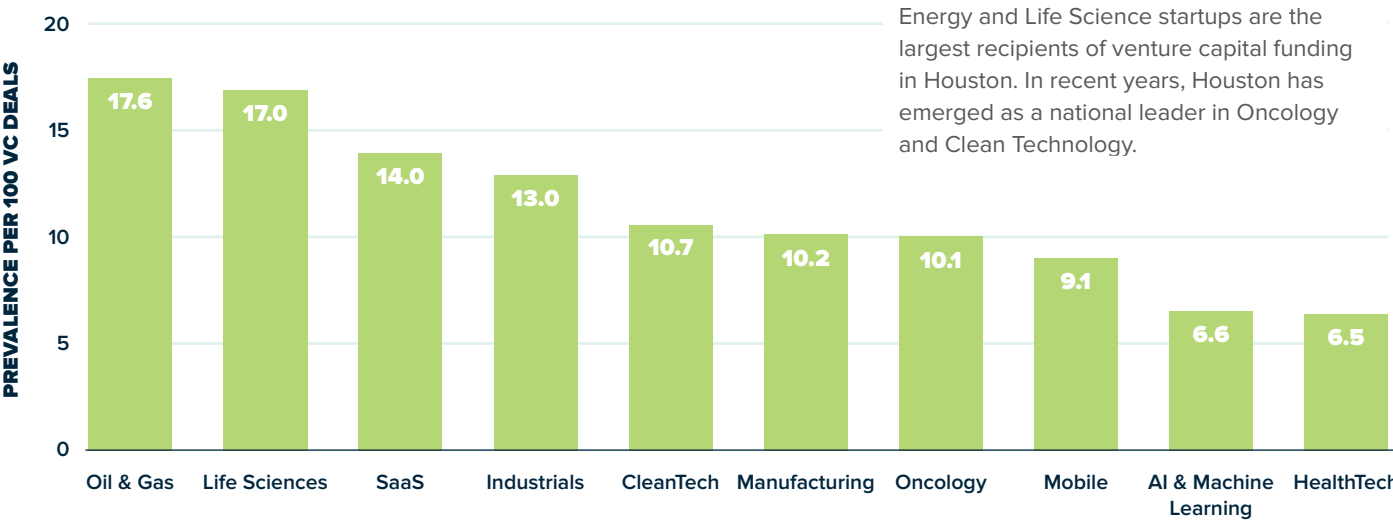
- Oil & Gas Technology
- Life Sciences
- Oncology
- CleanTech
- Advanced Manufacturing
- Space Technology
- FemTech
- B2B Payments

In particular, Oil and Gas, Oncology and Life Science startups enjoy unique advantages because of the energy and medical institutions that have planted such deep roots in Houston.

On average, 17 out of 100 VC deals in Houston goes to a life science company. That's up from the national average for Life Science of 10 out of 100 deals. On average, 17 out of 100 VC deals goes to Oil and Gas technology in Houston. Nationally, the O&G average is more like 1 out of 100 deals.

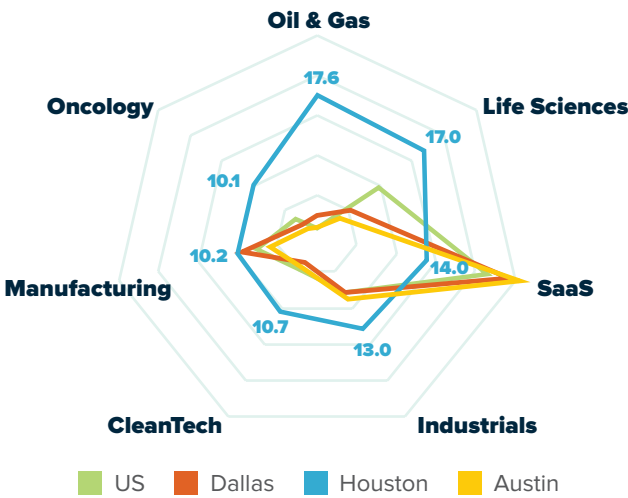
Houston is also above average in Clean Energy deals, which overtook Oil and Gas in '19 to be Houston's third most commonly funded tech vertical. Houston's top vertical by deal frequency, Software-as-a-service, has been on the rise, moving up from fifth place 10 years ago.

TECH VERTICALS PER 100 VC DEALS



Source: Partnership Analysis of PitchBook data

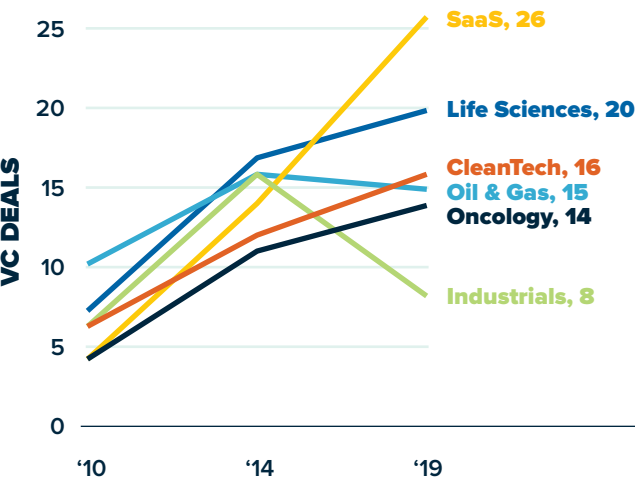
TECH VERTICALS PER 100 VC DEALS



Houston's tech footprint stands apart from other Texas cities.

In Houston, startup founders focus on the fundamental challenges of our time. Energy, life science and industrial technologies dominate Houston's tech scene. Life Science deals are twice as concentrated in Houston as they are in the U.S. overall. SaaS companies are also prevalent, and growing...

10-YR TECH TRENDS



Over the last decade, SaaS startups have gained ground in Houston's ecosystem, rising from the No. 5 most prevalent VC target in '10 to the No. 1 vertical in '19.

Also in '19, CleanTech eclipsed Oil & Gas as the top energy-related technology vertical by deal count.

Source: Partnership Analysis of PitchBook data



TECH WORKFORCE

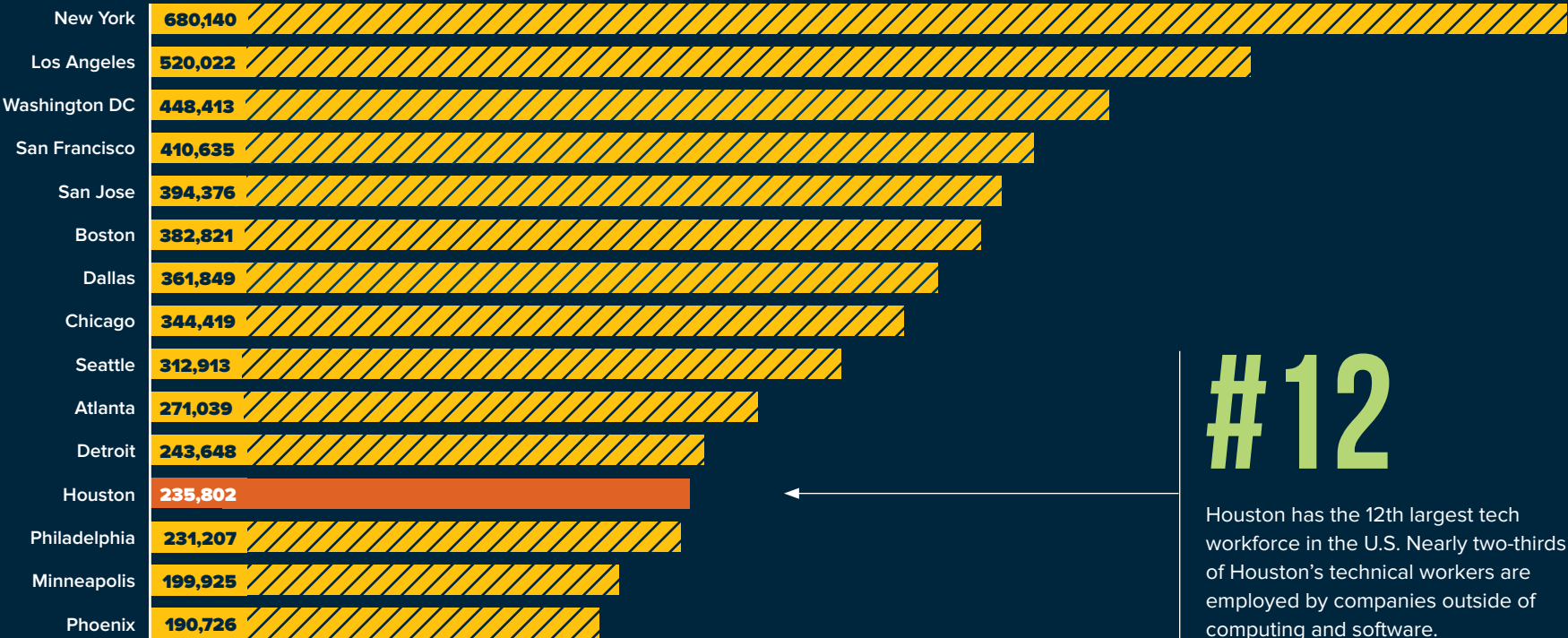
Much of Houston’s success is driven by a deep bench of talent. The region offers one of the nation’s highest densities of engineers, corporate and IT workers experienced in designing and managing some of the world’s most complex systems.

With more than 235,000 tech workers, Houston has the 12th largest tech sector in the U.S., according to the Computing Technology Industry Association. Houston’s tech industry generates \$28.1 billion to the region’s GDP.



ABB Robotics courtesy of TMC Innovation

METRO COMPARISON: NET TECH WORKFORCE, ‘19

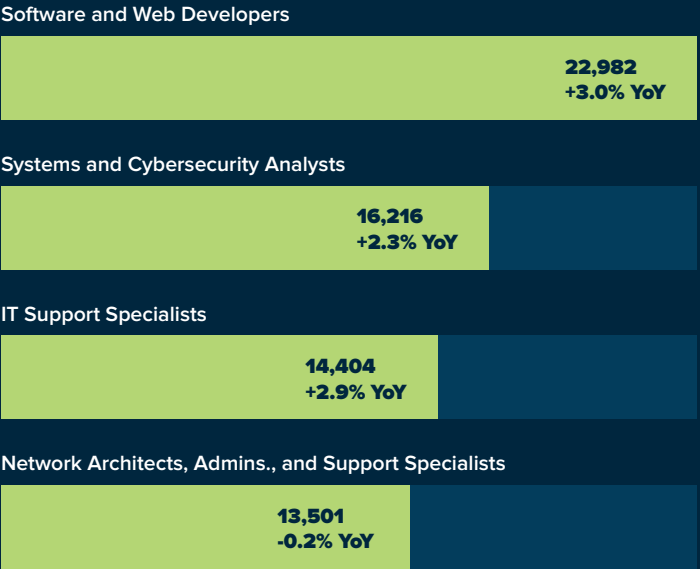


Source: CompTIA Cyberstates 2020.

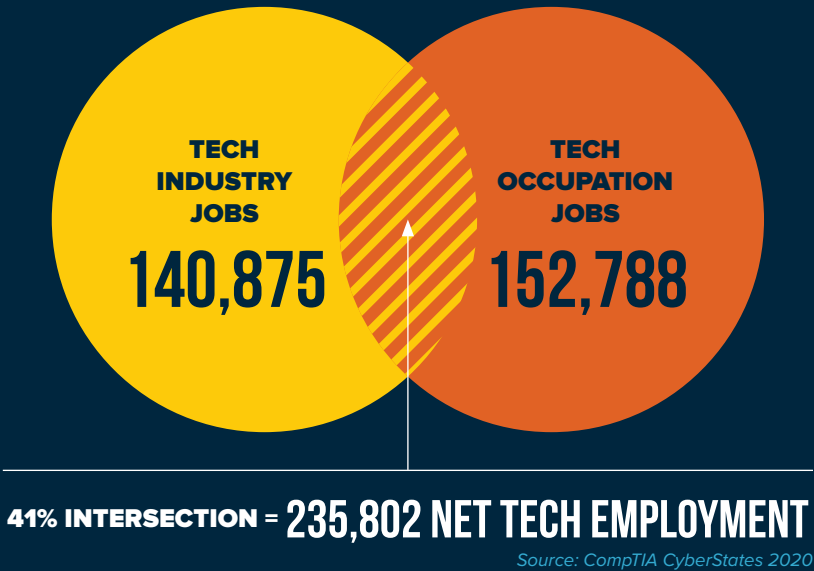
#12

Houston has the 12th largest tech workforce in the U.S. Nearly two-thirds of Houston’s technical workers are employed by companies outside of computing and software.

LEADING TECH OCCUPATIONS



TECH INDUSTRY JOBS VS. TECH OCCUPATIN JOBS



LARGE TECH EMPLOYERS

COMPANY	EMPLOYEES
HP ENTERPRISE	2,600
HP INC.	2,000
IBM	1,600
SIEMENS	1,600
BOEING	1,400
HONEYWELL	1,100
LOCKHEED MARTIN	950
PROS	700
BMC SOFTWARE	560
ORACLE	490
MICROSOFT	480
GOOGLE	470
DELL	420
AWS	380
QUORUM SOFTWARE	370
ION GEOPHYSICAL	310
HCSS SOFTWARE	300
ALERT LOGIC	270
HIGHRADIUS	270

TECH ECOSYSTEM SUPPORT

EDUCATION & TRAINING

A strong university system produce a large supply of young talent.

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

Rice University's entrepreneurship program at the Jones Graduate School of Business supports student innovation through the Rice Alliance for Technology and Entrepreneurship. The organization sponsors programs involving technology commercialization, entrepreneurship education and the launch of student-run technology companies. The Rice Business Plan Competition is the richest pitch competition in the country, with awards in '19 totaling \$3 million. Participating companies in the 19-year history of the competition have raised more than \$2.3 billion in capital.

The University of Houston's Cyvia and Melvyn Wolff Center for Entrepreneurship at the Bauer College of Business aims to teach students how to run their own businesses from the inception of an idea through its implementation. Students with promising concepts are accepted into Red Labs, the University of Houston's startup incubator/accelerator program. At the graduate level, students manage the million-dollar Cougar Venture Fund, working with an advisory board of entrepreneurs, angel investors and venture capitalists to analyze and invest in early stage technology companies

40+

Universities and Colleges

5

Nationally-ranked Universities and Graduate Schools

3

Tier-One Universities (Rice University, University of Houston, Texas A&M University)

AMONG THE LARGEST COMMUNITY COLLEGE SYSTEMS IN THE U.S.

(Lone Star College and Houston Community College)

444,600+

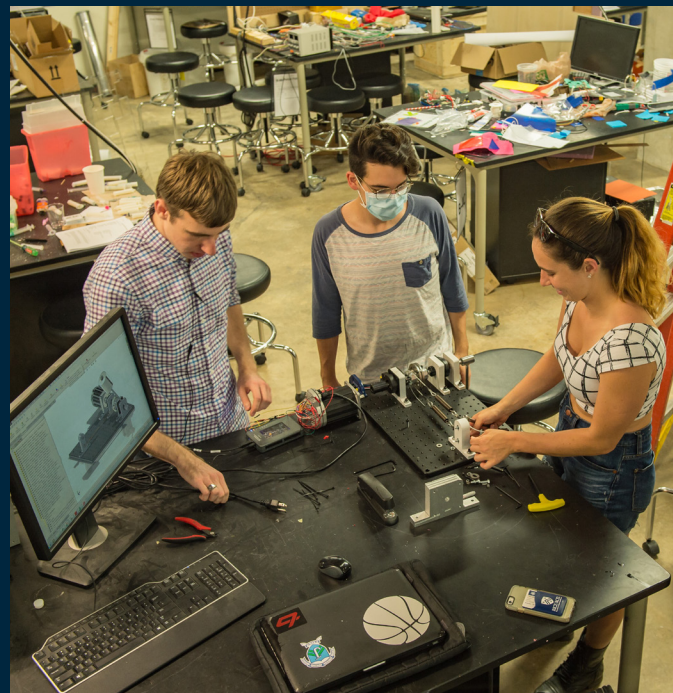
Students Enrolled (Fall '19)

RESEARCH CENTERS

As a growing hotbed of digital transformation, Houston has vast network of academic and commercial R&D activities. The region is home to more than 40 corporate research centers, including 24 within the energy sector. Facilities such as BP's Center for High-Performance Computing, home to the world's most powerful commercial super computer; MD Anderson Cancer Center, with over 120 research labs searching for a cure to cancer; and NASA's Human Health and Performance Laboratory, where scientists study the effects of prolonged spaceflight on the human body, have given the city a reputation for innovative breakthroughs in science and technology.

SELECT R&D CENTERS IN HOUSTON

- Accenture Innovation Center
- Baker Hughes Center for Technology Innovation
- BP Center for High-Performance Computing
- Hewlett Packard Enterprise Innovation Lab
- Houston Advanced Research Center (HARC)
- LyondellBasell Houston Technology Center
- Microsoft Technology Center
- NASA Johnson Space Center
- Rice University Welch Institute for Advanced Materials
- Rice University Carbon Hub
- Shell Technology Center Houston
- The University of Texas MD Anderson Cancer Center
- University of Houston Energy



University Students courtesy of Rice University



University of Houston courtesy of dabfoto



Rice University Students courtesy of Visit Houston

TECH ECOSYSTEM SUPPORT

Houston is home to at least 53 Startup Development Organizations (SDOs), including non-profits, incubators/accelerators, coworking spaces and makerspaces. In a sign of the ecosystem’s frenzied growth over the past few years, more than 30 SDOs have either opened or announced upcoming plans to open since January ’17.

LANDMARK PROJECTS

The **Ion**, a 270,000-square-foot office and collaboration center that will house startups, corporations, venture capitalists, business accelerator programs, academics and others.

The **East End Make Hub**, a 300,000-plus-square-foot industrial makerspace in Houston’s East End that houses startups and the innovation arms of major corporations.

SELECT INCUBATORS AND ACCELERATORS

- The Ion Aerospace Innovation Accelerator
- The Cannon
- Capital Factory
- DivInc
- Downtown Launchpad
- East End Maker Hub
- Gener8tor
- Greentown Labs
- Halliburton Labs
- Ion Smart Cities Accelerator
- Johnson and Johnson Center for Device Innovation
- Mass Challenge
- Plug & Play Technology Center
- Rice Alliance Clean Energy Accelerator



Downtown Launchpad courtesy of Central Houston



The Ion courtesy of Rice Management Company



TMC Innovation Institute courtesy of Texas Medical Center



Courtesy of Quy Tran/The Cannon

INVESTORS

Houston-based institutional investors have a at least \$300 billion under management. That includes wealth managers, Venture Capital & Private Equity firms, Foundations, Pensions, Endowments, and investment banks.

TOP VC INVESTORS IN HOUSTON

INVESTOR	HQ	VC DEALS ('17-'20)
CAPITAL FACTORY	Austin, TX	29
TMC INNOVATION	Houston, TX	25
HOUSTON ANGEL NETWORK	Houston, TX	23
JLABS	San Diego, CA	19
MASSCHALLENGE	Boston, MA	15
MERCURY FUND	Houston, TX	12
GOOSE CAPITAL	Houston, TX	10
TECHSTARS	Boulder, CO	10
SCF VENTURES	Houston, TX	8
CARNRITE VENTURES	Houston, TX	7
TEXAS HALO FUND	Houston, TX	7
Y COMBINATOR	Mountain View, CA	6
PLUG AND PLAY TECH CENTER	Sunnyvale, CA	5
SOSV	Princeton, NJ	5
ATX VENTURE PARTNERS	Austin, TX	4

DIVERSITY & INCLUSION

As the Most Diverse City in America, Houston’s global ties are reflected in the very people who call Houston home. In terms of racial and ethnic composition, the Houston of today resembles what America will look like in 40 years.

Houstonians have a sense of shared community, commitment, and mutual respect. People of all faiths, cultures, backgrounds, and members of the LGBTQ+ community find Houston to be an inclusive and welcoming city.

#11

Best City for Women Entrepreneurs (Inc.)

#6

Best City for Diversity in STEM (Smart Asset)

#2

Best State for Black Entrepreneurs (FitSmallBusiness)

#5

in Nation for Minority-Owned Startups (Self)

STARTUPS TO WATCH

HOUSTON IS HOME TO 8,800 TECH-RELATED FIRMS, INCLUDING MORE THAN 700 VENTURE-BACKED STARTUPS.



Main Industry: FinTech
Related Industries: Artificial Intelligence, Machine Learning

Software-as-a-Service (SaaS) company which leverages Artificial Intelligence-based Autonomous Systems to help companies automate Accounts Receivable and Treasury processes.

Founded: 2006
Employees: 1001–5000
Total Funding: \$175M



Main Industry: IT
Related Industries: Cyber Security

Automation platform that gives Managed Service Providers complete visibility across the IT stack. With a global partner base, Liongard is changing the way MSPs manage and protect thousands of businesses worldwide.

Founded: 2015
Employees: 75
Total Funding: \$22.8M



Main Industry: Logistics
Related Industries: Supply chain Mgmt.

E-commerce platform using innovative supply chain model for rapid-delivery of critical parts in the oil and gas industry.

Founded: 2017
Employees: 51–100
Total Funding: \$50.3M



Main Industry: Biotechnology
Related Industries: Manufacturing

Specialty chemicals company that applies industrial biotechnology and green chemistry principles to re-design the production of a variety of end-use and novel chemicals.

Founded: 2016
Employees: 100–250
Total Funding: \$55.2M



Main Industry: IT
Related Industries: Saas, Logistics

Software solutions that provide simple access to real-time, mission critical data that is leading the world’s largest brands in Oil & Gas, Utilities, Chemicals, Mining, and Manufacturing confidently into the digital revolution.

Founded: 2012
Employees: 101–250
Total Funding: \$17.8M



Main Industry: Energy 2.0/ Industrial Technology
Related Industries: Sustainability/ Clean Energy

A new type of photocatalytic chemical reactor powered by light instead of heat, reducing both cost and carbon emissions for the products that are created.

Founded: 2017
Employees: 1–10
Total Funding: \$5.8M



Main Industry: Aerospace
Related Industries: Space Travel

Builder, owner, and operator of the world’s first commercial space station.

Founded: 2015
Employees: 50–100
Total Funding: \$150M



Main Industry: Electronic Equipment and Instruments
Related Industries: Manufacturing

Developing an ecosystem of cloud-based subsea robots, software, and subsea services delivered in a modern business model to the offshore industry

Founded: 2014
Employees: 50–100
Total Funding: \$23M

HOUSTON'S TECH ECOSYSTEM

Houston is known for our large geographic footprint with a diversity of talent and business hubs across the broader region. While innovation activity occurs across the region, there are dense areas of high activity.

1 TEXAS MEDICAL CENTER

The world's largest, is at the forefront of advancing life sciences through cross-institutional collaboration, creativity, and innovation. TMC's Innovation Institute features over 200K square feet of accelerator and incubator space aimed to help startup companies commercialize new medical technologies.

- Johnson & Johnson Jlabs
 - Johnson & Johnson Center for Device Innovation
- AT&T Foundry
 - TMCx
 - TMC3

2 DOWNTOWN HOUSTON

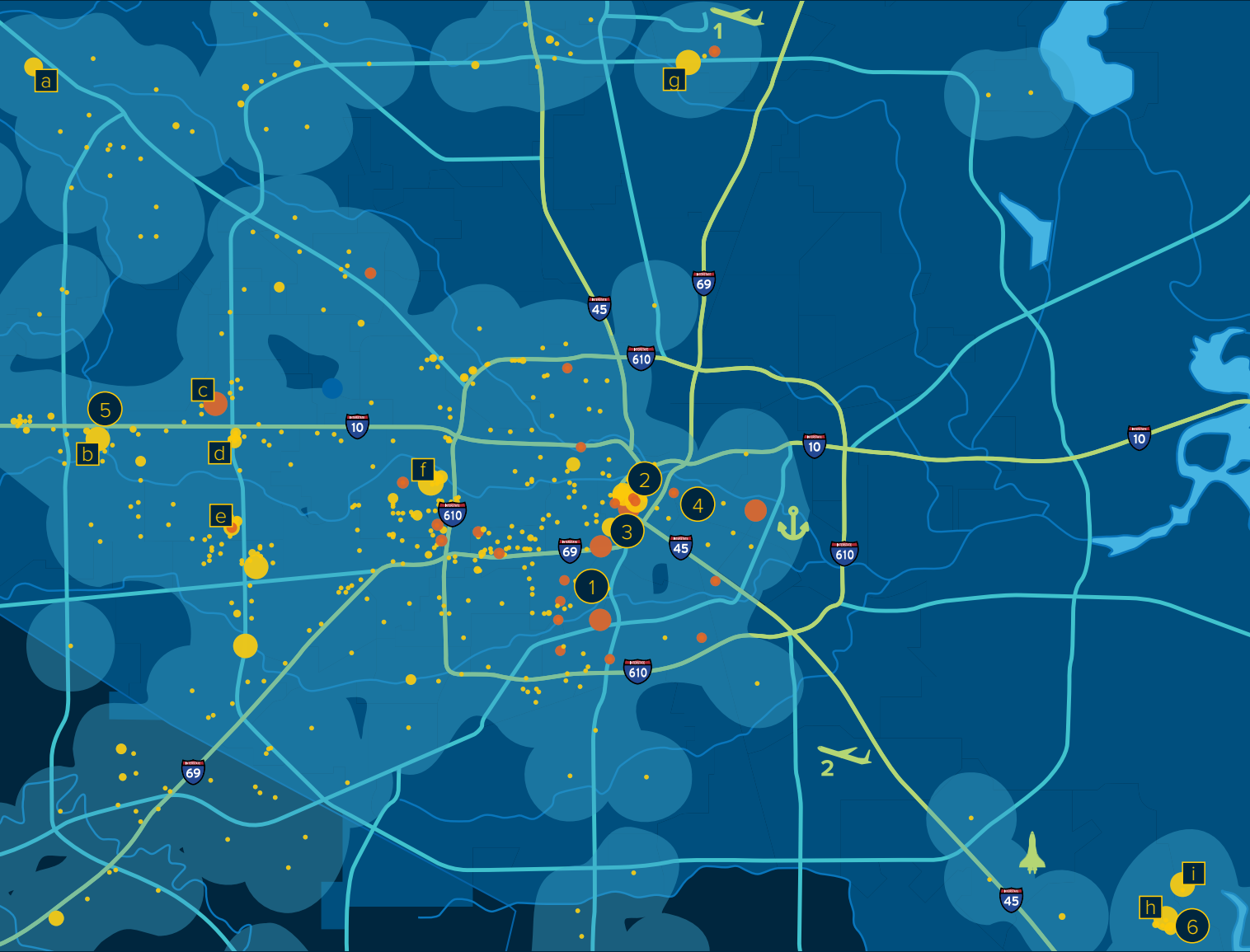
Home to Fortune 500 companies, a dynamic entertainment scene and a growing residential population, Downtown Houston has become one of the most active central business districts in the nation. The Downtown Launchpad is home to global startup accelerators and incubators, and coworking.

- Downton Launchpad
 - MassChallenge
 - ImpactHub
- gener8tor
 - The Cannon (Downtown)

3 HOUSTON INNOVATION DISTRICT

Houston's Innovation District sits in the center of a 4-mile long, rail-transit oriented, corridor connecting Houston's innovation ecosystem. The Ion, a 270,000-square-foot \$100 million innovation district, will serve as the center of Houston's innovation corridor and be home to academic and corporate R&D centers as well as startup accelerators, labs, and coworking space.

- Ion Smart and Resilient Cities Accelerator
 - NASA/DivInc Aerospace Accelerator
- Station Houston
 - Greentown Labs
 - Chevron Technology Ventures



MAP LEGEND

Tech Employers

- > 1,000
- 700
- 500
- 200
- < 0

SDOs



Major Companies

- [a] Gyrodata
 - [b] Siemens
 - [c] The Cannon
 - [d] AWS
 - [e] BMC Software
- [f] IBM
 - [g] Halliburton Labs
 - [h] Lockheed
 - [i] Boeing

Infrastructure

- 1 ✈️ George Bush Intercontinental Airport
- 2 ✈️ William P. Hobby Airport
- 🚀 Houston Spaceport
- ⚓ Port of Houston

4 EAST END

The industrial neighborhood East of Downtown is quickly becoming a hotbed for advanced manufacturing, prototyping and logistics startups. Anchored by the TX/RX makerspace and the Headquarters coworking office, the area will soon be transformed by two new developments the \$xx million East End Makerspace project, and the East River Development.

- TX/RX Labs
 - The Headquarters
- East End Maker Hub
 - East River

5 ENERGY CORRIDOR

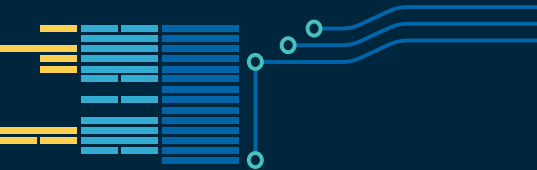
The beating heart of America's energy industry, the Energy Corridor is a 7-mile in West Houston that is home to multitude of the world-leading energy companies, including R&D centers, and energy innovation infrastructure.

- The Cannon
 - CityCentre (Microsoft, AWS)
- BP
 - ConocoPhillips
 - BakerHughes

6 NASA/CLEAR LAKE

Home to Houston's thriving aerospace technology sector, NASA's Johnson Space Center and the surrounding area host many of the world's leading aerospace companies, one of the world's only truly urban commercial spaceports and a burgeoning commercial space sector.

- Boeing, Lockheed Martin, SpaceX
 - Houston Spaceport
- NASA Johnson Space Center
 - Intuitive Machines



EXCEPTIONAL QUALITY OF LIFE



Turrell Skyspace / Photo by dabfoto



Free Press Summer Fest courtesy of Visit Houston



Buffalo Bayou Park / Photo by Bryan Malloch

The Houston region offers a low cost of living while maintaining an incredibly high quality of life with the amenities you expect to find in a world-class city.

ARTS & CULTURE

Houston is one of the few cities in the U.S. with resident companies in all four major performing arts. Houston’s world-renowned cultural scene include more than 500 institutions devoted to the performing and visual arts, science and history.

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.

OUTDOOR RECREATION

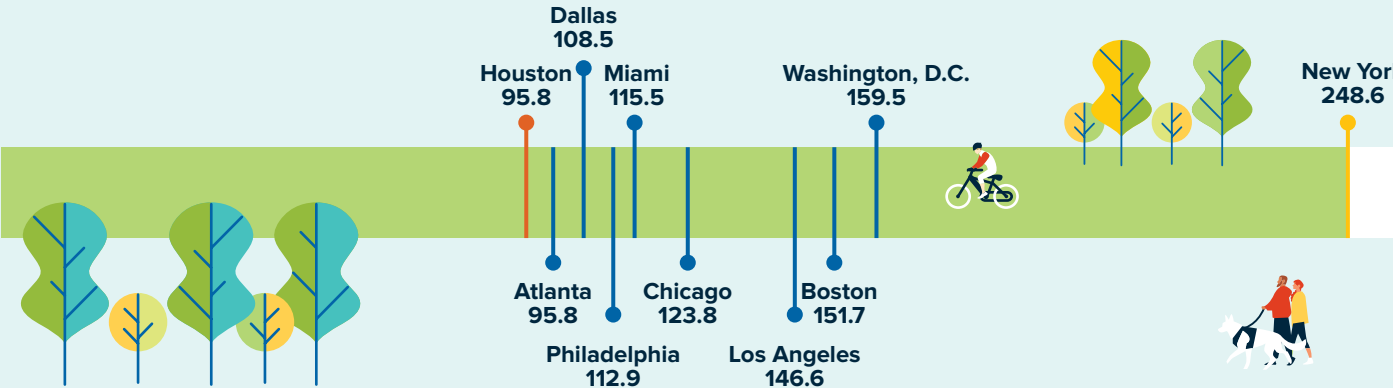
Houston is one of America’s greenest cities. The region boasts 500 miles of interconnected bikeways, 380 developed city parks and 170 open spaces. In fact, Houston is home to two of the nation’s 10 largest urban public parks, Cullen Park and George Bush Park.

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, 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.

COST OF LIVING

Houston is one of the most affordable major cities in the U.S. with overall living costs 25.4 percent below the average of the nation’s 20 most populous metropolitan areas.



Source: Council for Community & Economic Research, Q3/2020

DINING

Houston restaurants feature outstanding regional dishes as well as diverse international cuisine. The region’s reputation of being a culinary hotspot is recognized by the James Beard Foundation with 13 semifinalist nominations for this year’s awards.

Numerous dining options, and the increasing number of food halls in the Houston area, earned the city a spot on “The 20 Best Places to Travel in 2020,” compiled by Harper’s Bazaar.



Truck Yard / Photo by Bryan Malloch

URBAN DEVELOPMENT

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



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JOIN HOUSTON'S INNOVATION ECOSYSTEM

HOUSTON IS A CITY THAT HAS BEEN LEADING THE WAY FOR DECADES, WITH **BREAKTHROUGH INNOVATIONS** THAT HAVE TRULY CHANGED THE WORLD.

Over the past few years, we have been working to transform an already incredible economy into one that competes as a leading digital tech city.

Visit us for more information on Houston's innovation ecosystem, or if you are considering relocating on expanding your business.



HOUSTON.ORG

Since 1840, the Greater Houston Partnership has strived to make the region the best place to live, work and build a business.

Our economic development team can assist in site selection analysis, incentive evaluation and application, aid in the permitting process, provide key data on business facilities and help connect you with civic, industry, and innovation ecosystem leaders.

We serve over 1,100 member companies in the 12-county Houston region.



HOUSTONEXPONENTIAL.ORG

Houston Exponential (HX) is a non-profit organization created to accelerate the growth of Houston's innovation ecosystem by creating pathways for innovation to flow at scale. HX aligns ecosystem support around strategic initiatives that are connecting, attracting, and promoting startups, investors, corporations, government, and universities. HX also maintains several online platforms including:

- **HTXTechList.com**, a searchable database for startups and investors
- **HTXTalent.com**, an ecosystem-wide jobs board.
- Interactive maps and a calendar of events at **HoustonExponential.org**

