

# 2021

## MEMBERSHIP INFORMATION GUIDE



## Dear Partnership members and prospective members,

After entering a new decade with optimism and momentum around the Partnership's strategic plan, Houston Next, 2020 presented regional and global challenges that fundamentally changed the way that we live and work.

COVID-19 dealt many hurdles; however, facing unprecedented challenges is not new to Houstonians. When presented with the impossible, time and time again, Houston has proven that those who call this city home exemplify a spirit of resiliency and innovation that has positioned us as a great global city.

The Partnership has long-supported the growth of industry and innovators throughout the greater Houston region by convening leaders with one goal in mind - to make Houston greater. While the world around us is rapidly changing, the Partnership remains committed to our high-impact, mission-driven work that drives Houston's future growth.

Our organization recognizes that a critical part of moving Houston forward will be in prioritizing diversity, equity, and inclusion across everything we do. While the issues of racial inequity and systemic racism are not unique to Houston, we have an opportunity as Houstonians to lead the way in reforming broken systems, partnering with communities, offering support and removing barriers.

We face daunting issues in the aftermath of the pandemic and economic downturn, but Houston is uniquely equipped to lead the major metros of the world in modeling how we move forward. To lead the way, the Partnership needs the active engagement and support of business leaders like you.

The tremendous growth Houston has experienced over the past 20 years has undoubtedly been fueled by the civic, business and philanthropic leaders who have been up for the challenge. Whether you are a current member or just learning about the Partnership, we hope that you find value in our efforts to advance Houston as the truly global city it is and will get involved in our work.

Regards,

**Bob Harvey**

President and CEO

# About the Partnership

The Greater Houston Partnership is where civic-minded leaders come together with one goal in mind: **TO MAKE HOUSTON THE BEST PLACE TO LIVE, WORK AND BUILD A BUSINESS**

As the world confronts economic and social challenges that will define generations to come, the pecking order of great global cities is being worked out now - **MAKING THE PARTNERSHIP'S WORK MORE CRITICAL THAN EVER.**

## STRATEGIC VISION

All of the Partnership's actions are derived by our strategic plan, **Houston Next**, a bold vision that focuses our efforts around the intersection of three focus areas of impact, which empowers Houston's business community to accelerate the region's progress as a great metro of the world.

As we pursue these priorities, it is critical to view our efforts through the lens of racial equity, advancing bold solutions to strengthen Houston as a diverse, inclusive and equitable city.

## MEMBER-DRIVEN

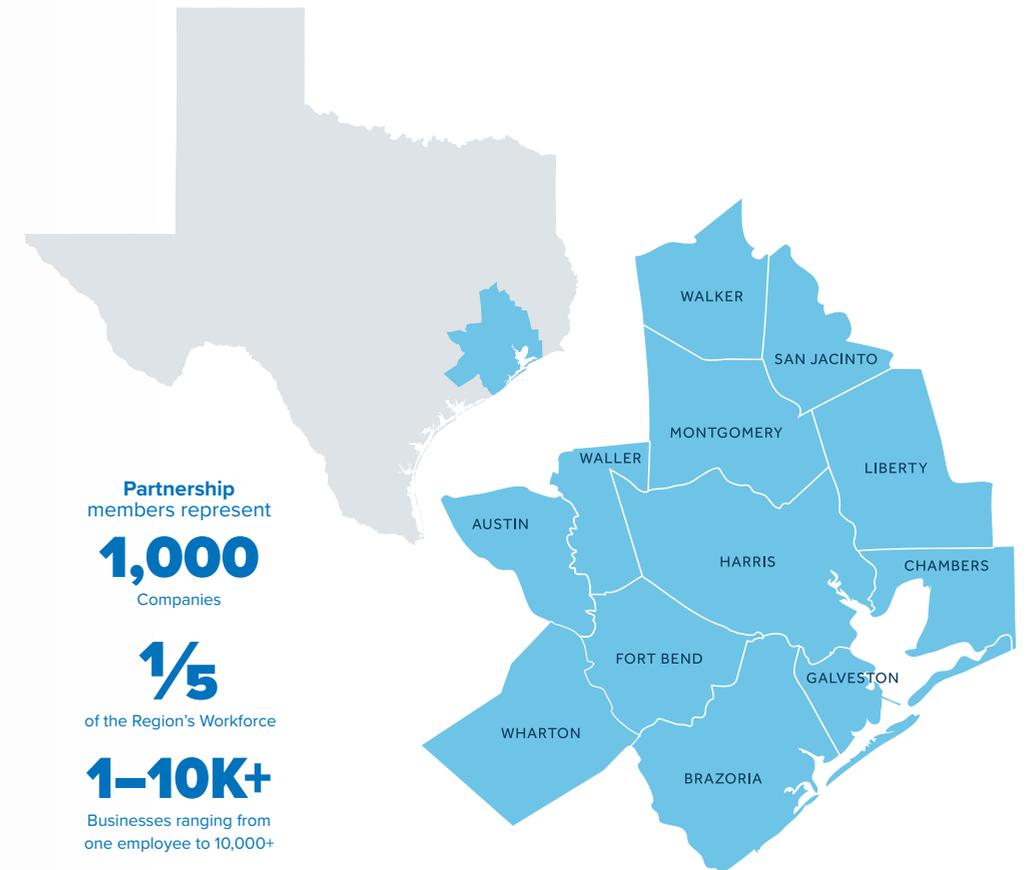
Membership with the Partnership provides:

- Unparalleled opportunities to connect with business and community leaders
- Insights into critical information that aids in making informed business decisions
- A forum to elevate and promote Houston's prominence on a national and global scale



*"We business leaders and concerned citizens are the potential catalysts for change in our community. Houston's brightest days are in front of us. We are well positioned to lead. That starts with each of us through the work we do in our companies - and the work we do here at the partnership to advance Houston as a great global city."*

**- Amy Chronis, 2021 Partnership Board Chair and Houston Managing Partner, Deloitte**



For more information, contact us at [member.engagement@houston.org](mailto:member.engagement@houston.org) or visit [houston.org](http://houston.org).

# Partnership Expertise

## How does the Partnership work to strengthen Houston's economy and businesses?

Alongside our members, community organizations, elected officials and economic development allies, the Partnership:

**PROMOTES**  
economic development, investment and trade



**ADVOCATES**  
for sound public policy at all levels of government



**CONVENES**  
a diverse set of regional leaders on key issues  
impacting the greater Houston community



## Economic Development

Leveraging the strength of Houston's existing industry clusters and talented workforce, the Partnership works to attract leading global companies to Houston, creating jobs and growing the region's GDP. We also connect foreign companies and entities with members of the Houston business community for investment and trade opportunities. Fueled by member expertise, the Partnership develops and supports strategic initiatives that further the region's economic competitiveness and promotes Houston as a great global city.

## Public Policy

Strong public policy at all levels of government is critical to a flourishing business community and an integral part of the Partnership's work to make Houston greater. The Partnership acts as the primary business advocate for the greater Houston region by convening civic-minded business leaders, subject-matter experts, elected officials and community organizations to shape solutions to the region's most pressing issues.

## UpSkill Houston

UpSkill Houston is the Partnership's nationally recognized, employer-led initiative that mobilizes the collective action of employers, educators and community-based leaders to strengthen the talent pipeline the region's employers need to grow their businesses and to help all Houstonians develop relevant skills and connect to good careers that increase their economic opportunity and mobility. It works with employers to implement skills-based hiring practices and develops programs and practices to equip residents with the skills and credentials they will need to navigate and be successful in the changing economy.

## Diversity, Equity and Inclusion

A more equitable and inclusive Houston strengthens not only our community, but also positions the region to be more economically competitive as a global city. While the issues of racial inequity and systemic racism are not unique to Houston, the Partnership is committed working alongside the business community to lead the way in reforming broken systems, partnering with communities, offering support and removing barriers.

## Research

Since 1940, the Partnership's Research team has presented unvarnished information about the Houston region, making it the go-to source for authoritative data and analytics. Companies can harness the Partnership's regional facts and insights on the Houston economy to develop business strategies that aid growth.

## Member Engagement

Partnership members make up a significant portion of the region's workforce. When members engage in the Partnership's impact work and harness our business insights, resources and programming, Houston's business community as a whole is strengthened.

# Convening & Influence

The Partnership regularly hosts influential local, national and global leaders. These gatherings provide an excellent venue for substantive conversations and ceremonial exchanges that lead to business expansion, increased trade and investment and the advancement of public policy in the region.

Through member expertise and collaboration, the Partnership convenes key leaders to tackle emerging civic and community issues that influence the long-term business trajectory.

## BRINGING ELECTED OFFICIALS AND BUSINESS LEADERS TOGETHER

The Partnership offers avenues for high-caliber business leaders to bring their priorities to fellow members, elected officials and community organizations to shape solutions to the region's most pressing issues.

## HOSTING REGIONAL AND INTERNATIONAL DELEGATIONS

Partnership Tower serves as Houston's front door to leading companies and international dignitaries seeking to expand their business or build trade ties in our region. As the region's premier business organization, the Partnership also leads trade and business recruitment missions to key markets domestically and abroad.

## PRESIDENT'S ROUNDTABLE

This quarterly invitation-only gathering provides insights on the Partnership's latest strategic initiatives through updates from President and CEO Bob Harvey and presentations from board members centered on the leader's engagement in the advancement of the Partnership's mission.



# 2021 Committees & Initiatives

The impact work of the Greater Houston Partnership happens through Committees and Initiatives, which convene business and community leaders to engage in the Partnership's priorities to create significant economic and social impact across the region.

## GOVERNANCE COMMITTEES

Board of Directors  
Executive Committee  
Audit and Risk  
Economic Development and Trade Steering Committee

Executive Compensation  
Finance and Investment  
Membership  
Nominating

President's Advisory Council  
Public Policy Steering Committee  
Racial Equity

*Invitation only.*

## PUBLIC POLICY ADVISORY COMMITTEES

Business Issues  
Energy  
Health Care  
Higher Education

Public Education  
Sustainability  
Transportation and Infrastructure

*Committee eligibility is tied to membership level and open to qualified businesses and employees. Chair approval is required.*

## ECONOMIC DEVELOPMENT AND TRADE COMMITTEES

### Regional Economic Development Advisory Committee (REDAC)

Aerospace and Aviation	Life Sciences
Digital Tech	Manufacturing and Logistics
Energy 2.0	Real Estate
Headquarters (HQ)	
Recruitment	

### International Investment and Trade Advisory Committee

Foreign Direct Investment  
International Trade Development

*Bold indicates Advisory Committee. Eligibility is tied to membership level and open to qualified businesses and employees. Chair approval is required.*

## INITIATIVES

Energy Transition  
Greater Houston HUB  
(Higher Ed United with Business)  
One Houston Together  
UpSkill Houston

*Participation in Initiatives is by invitation only.*

# 2021 Committees & Initiatives

## PUBLIC POLICY ADVISORY COMMITTEES

**BUSINESS ISSUES:** Addressing policy issues carrying tax and fiscal consequences

**ENERGY:** Strengthening Houston's position as the Energy Capital of the World, while lowering emissions

**HEALTH CARE:** Improving access and quality of care to build a healthier Houston

**HIGHER EDUCATION:** Growing and strengthening Houston's higher education ecosystem

**PUBLIC EDUCATION:** Focusing on public education quality, school finance and improving outcomes for all students

**SUSTAINABILITY:** Promoting responsible growth and advancing Houston as a global model for resilience

**TRANSPORTATION AND INFRASTRUCTURE:** Promoting solutions to meet the region's transportation and infrastructure needs

## INITIATIVES

**ENERGY TRANSITION:** Prioritizing efforts that will position Houston to lead the global energy transition to a more efficient and sustainable, low-carbon future while simultaneously accommodating global demand growth

**GREATER HOUSTON HUB (HIGHER ED UNITED WITH BUSINESS):** Creating sustainable partnerships between industry and universities to strengthen Houston's higher education ecosystem and address the region's talent needs

**ONE HOUSTON TOGETHER:** Harnessing the collective commitment and resources of Houston's businesses and institutions to advance bold solutions to strengthen Houston as the most diverse, inclusive and equitable city in the United States

**UPSKILL HOUSTON:** Mobilizing business, education and community leaders to partner in building a skilled workforce with opportunity for all

## ECONOMIC DEVELOPMENT AND TRADE COMMITTEES

**REGIONAL ECONOMIC DEVELOPMENT ADVISORY COMMITTEE (REDAC):** Furthering the region as a strong, regional business ecosystem and destination through business attraction, retention and company formation efforts and initiatives

**AEROSPACE AND AVIATION:** Developing and executing collaborative strategies to further enhance the regional ecosystem of commercial aerospace and aviation

**DIGITAL TECH:** Advancing Houston's growing innovation ecosystem and technology workforce

**ENERGY 2.0:** Supporting the regional growth and development of the new and existing energy industry

**HEADQUARTERS (HQ) RECRUITMENT:** Advancing Houston as a premiere HQ market and Americas HQ City

**LIFE SCIENCES:** Positioning Houston as a global leader and Third Coast for life sciences

**MANUFACTURING AND LOGISTICS:** Boosting the region's competitiveness as a worldwide leader in advancing manufacturing and logistics

**REAL ESTATE:** Promoting Houston's commercial real estate assets domestically and globally

**INTERNATIONAL INVESTMENT AND TRADE ADVISORY COMMITTEE:** Furthering the region as a great global city and international trade and investment hub

**FOREIGN DIRECT INVESTMENT:** Developing strategies for attracting investment and generating new FDI business opportunities

**INTERNATIONAL TRADE DEVELOPMENT COMMITTEE:** Fostering international trade by promoting trade programs, seminars and missions with foreign partners and consulates, and leveraging Houston's global port, airports and rail infrastructure

# Research & Intelligence

Keeping a pulse on Houston's economy, key industries and resources is critical in today's ever-changing business environment.

Members receive a first look or exclusive access to valuable and timely economic data and analysis, regional insights, and business resources that can help their organization make informed decisions.

## **HOUSTON: THE ECONOMY AT A GLANCE**

Monthly critical, fact-based commentary on global, national and regional economic data to help the Houston business community make informed decisions

## **KEY ECONOMIC INDICATORS**

Regular updates about Houston's key economic indicators like home sales, employment, aviation, vehicle sales and the Purchasing Managers Index

## **THE HOUSTON REPORT**

The Partnership's monthly newsletter containing news and information on the ever-advancing Houston region

## **HOUSTON FACTS**

Straightforward data and information that answer frequently asked questions about the Houston region

## **GLOBAL HOUSTON**

Examining Houston's place in the global market and providing insight on our top 20 trade partners

## **EMPLOYMENT FORECAST**

A look at employment growth and job creation for the Houston region in the year ahead

## **HOUSTON ECONOMIC HIGHLIGHTS**

Designed to impart a quick understanding of the changes in Houston's economy over the past decade

## **HOUSTON BUSINESS INSIDER THE OFFICIAL ECONOMIC DEVELOPMENT GUIDE**

A key resource for companies and site selectors alike offering an in-depth look at Houston's economy and business climate

## **BUSINESS RELOCATION AND EXPANSION INFORMATION**

## **DEMOGRAPHIC AND WORKFORCE DATA**

## **NEW BUSINESS ANNOUNCEMENTS**

## **HOUSTON RANKINGS**



# Business Development & Acumen

Partnership events and programming are recognized for delivering the highest quality thought leader expertise at the regional, state and national levels. These events offer a wide array of formats for members to connect with fellow Partnership members and hear insight and analysis from top experts on Houston's major industries and issues.

## MAJOR EVENTS

The Partnership is known for our Signature Events, which provide the Houston community opportunities to see, hear and engage with leading business and political minds, who offer thoughtful perspective and insight on the region's most pressing topics.

## VIRTUAL MEET-UPS

Complimentary to all member company employees, Virtual Meet-ups, formerly known as Councils, revolve around eight timely topics and feature discussion and networking components. Virtual Meet-ups are held February - November with breaks during the summer months.

- Arts, Culture, Tourism and Sports
- Diversity, Equity and Inclusion
- Economic Development
- Education and Workforce
- Energy
- Health Care
- Innovation
- Quality of Life

## BUSINESS RESOURCE GROUPS

Business Resource Groups (BRGs) are the best way to leverage your company's membership for employee enrichment. Members enjoy BRGs for the valuable program content and opportunities to connect with like-minded colleagues. BRGs are also a platform for professional, leadership and business development, empowering employees to bring added knowledge back to their companies.



**BUSINESS BEYOND BORDERS:** For employees doing business internationally



**BUSINESS DEVELOPMENT:** For sales and business development professionals



**EXECUTIVE WOMEN'S PARTNERSHIP (EWP):** For qualified senior female executives (application required)



**FUTURE OF TEXAS:** For government relations and public affairs professionals



**HOUSTON YOUNG PROFESSIONALS & ENTREPRENEURS:** For early-career professionals seeking development opportunities



**REGIONS & NEIGHBORHOODS:** For professionals interested in community development and investment



**SMALL BIZ MATTERS:** Curated resources, digital programming, and a valuable platform to champion business connections and information



**TALENT RESOURCES GROUP:** For HR leaders, Diversity, Equity and Inclusion executives and talent attraction professionals



**WOMEN'S BUSINESS ALLIANCE:** For female mid-level managers and allies

\*In light of the ongoing pandemic, the Partnership continues to host innovative virtual events and programming, maintaining high quality speakers and conversations the organization is known for. The Partnership plans to resume in-person gatherings in 2021 when safe to do and will follow all local and CDC guidelines to maintain the safety of our guests and staff.

Visit [houston.org](https://houston.org) for all upcoming events.

# Business Development & Acumen

## **MEMBERSHIP DIRECTORY**

All members receive a listing on the Partnership's membership directory with links to your company website and a brief company description. The Partnership's membership directory is one of the top ten most visited pages on houston.org, which garners nearly 700,000 annual visitors.

## **POSITIONING**

Partnership members are recognized for their dedication to the Houston region. The Partnership offers many opportunities for you to convene with like-minded business leaders to make an impact on the Houston region.

## **EXPOSURE/BRANDING**

Want more brand exposure and targeted marketing opportunities? Consider sponsoring a Signature Event, Business Resource Group or Virtual Meet-Up.



# How will you make the most out of your membership?

Members benefit by engaging in Partnership activities in ways that are most valuable to their company. These benefits offer all employees the opportunity to build invaluable connections while creating enrichment opportunities that make an impact on both your business and the greater Houston region.

## CONVENING & INFLUENCE

The Partnership brings together community-minded business leaders to champion the greater Houston region's growth through impact groups focused on strategic initiatives, key industries and public policy efforts.

## RESEARCH & INTELLIGENCE

Members are first to receive unparalleled expert insight and analysis on economic data, regional statistics and other timely tools and resources that help businesses grow and prosper.

## BUSINESS DEVELOPMENT & ACUMEN

Membership at the Partnership leads to expanded personal and professional relationships, access to career-enhancing knowledge, and a platform for networking with others who share your business goals, interests, issues, markets and industry.



### ASSOCIATE | \$1,000

Channeling connections and business acumen



### LIMITED PARTNER | \$3,000 ADVISORY PARTNER | \$5,000

Enriched engagement avenues



### SENIOR ADVISORY PARTNER | \$10,000 GENERAL PARTNER | \$30,000

Expanded pathways for impact



### MANAGING PARTNER | \$60,000 EXECUTIVE PARTNER | \$120,000+

Premier membership positioning



# Associate Level Membership

Members at all levels play a vital role in supporting the Partnership's mission to make Houston one of the best places to live, work and build a business. The Partnership's base level Associate membership offers tailored pathways designed for companies and their employees to make impactful connections and develop business acumen that helps businesses thrive.

## **ASSOCIATE LEVEL | \$1,000 ANNUAL DUES**

### **BENEFITS:**

Investment in the Partnership's mission  
Listing on houston.org Membership Directory  
Consideration for speakers bureau  
Access to information on Houston economy, industry and markets  
Digital learning and online programming

Complimentary tickets to virtual Signature Events\*  
Access to member-exclusive Virtual Meet-Ups at no charge  
Virtual networking and professional development opportunities

Connections to nine Business Resource Groups:

- Business Beyond Borders
- Business Development
- Executive Women's Partnership (EWP)  
Open to qualified senior female executives, application required
- Future of Texas
- Houston Young Professionals & Entrepreneurs (HYPE)
- Regions & Neighborhoods
- Talent Resources Group
- Small Biz Matters
- Women's Business Alliance (WBA)

*\*The Partnership plans to resume in-person gatherings in 2021 when safe to do and will follow all local and CDC guidelines to maintain the safety of our guests and staff. Virtual broadcasts of the Signature Events will be complimentary for all Partnership members unless otherwise noted.*



# Limited and Advisory Partner Level Memberships

An investment in the Partnership illustrates your company's commitment to advancing Houston as a great global city. Beginning at the Partner levels, additional benefits offer organizations enriched engagement in the Partnership's work and expanded avenues for community investment.

## **LIMITED PARTNER LEVEL | \$3,000 ANNUAL DUES**

### **ALL ASSOCIATE LEVEL BENEFITS PLUS:**

- Opportunities for participation on a Partnership Committee (for qualified businesses and employees)
- Company listing on Partners List

## **ADVISORY PARTNER LEVEL | \$5,000 ANNUAL DUES**

### **ALL PREVIOUSLY LISTED BENEFITS PLUS:**

- Access to up to two Partnership Committees (for qualified businesses and employees)
- Elevated company listing on Partners List



# Senior Advisory and General Partner Level Memberships

Houston's civic leaders lay the groundwork to foster a thriving business environment, which places Houston among top metros around the world. Companies investing at the Senior Advisory Partner level and higher are committed to influencing Houston's growth and positive trajectory through their investment in the greater Houston region.

## SENIOR ADVISORY PARTNER LEVEL | \$10,000 ANNUAL DUES

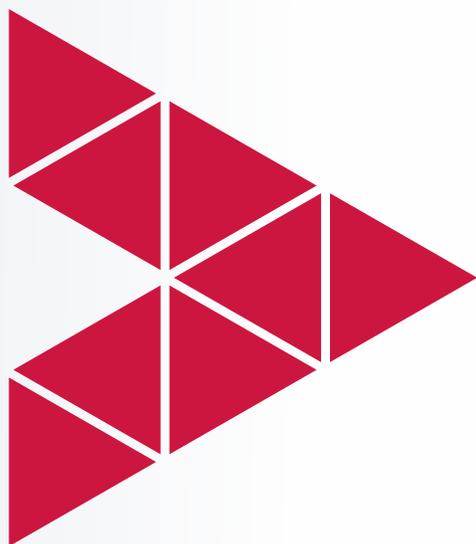
### ALL PREVIOUSLY LISTED BENEFITS PLUS:

- Eligible for Board of Directors
- Special opportunities for C-suite executives who want to convene on a platform supporting the advancement of Houston
- Eligible to attend quarterly President's Roundtable Series (one C-suite representative per event)
- Access to up to three Partnership Committees (for qualified businesses and employees)
- Increased access to information, Partnership expertise, and presentations
- Ability to schedule onsite presentation on the Houston Economy
- Annual member engagement plan check-ins

## GENERAL PARTNER LEVEL | \$30,000 ANNUAL DUES

### ALL PREVIOUSLY LISTED BENEFITS PLUS:

- Priority access to quarterly President's Roundtable Series (one C-suite representative per event)
- Unlimited access to Partnership Committees (qualified businesses and employees)
- On-site presentations by Partnership staff:
  - Membership Briefing
  - Employee Fairs
  - Houston Economic Update
  - Why Houston



# Managing and Executive Partner Level Memberships

The Partnership's premier membership levels convene the region's top business leaders to advance strategic initiatives. Managing and Executive Partners are at the apex of the Partnership's work to showcase Houston as a truly global city.

## **MANAGING PARTNER LEVEL | \$60,000 ANNUAL DUES**

### **ALL PREVIOUSLY LISTED BENEFITS PLUS:**

- Nomination for Board of Directors
- Eligible to sit on Governance Committees (by invitation)
- Leadership opportunities for CEO and C-suite executives
- Reserved access to quarterly President's Roundtable Series (one C-suite representative per event)

## **EXECUTIVE PARTNER LEVEL | \$120,000+ ANNUAL DUES**

### **ALL PREVIOUSLY LISTED BENEFITS PLUS:**

- Appointment to Partnership Executive Committee
- Nomination for Board of Directors
- Complimentary Annual Meeting sponsorship
- VIP Access at Signature Partnership Events
- Broad exposure across all Partnership communication platforms, including:
  - Partnership Tower Lobby Video Wall (company description included)
  - Houston.org
  - Partnership Annual Report
  - Partnership Membership Guide

# Get Involved

Member engagement drives powerful impact at the Greater Houston Partnership. When Partnership members immerse themselves in the organization it's a win-win for both their business and the greater Houston region.

Members find the most value in the Partnership when they fully engage in our resources and programming, and benefit from investing in our work that strengthens Houston's business community as a whole.

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NOW THAT YOU'VE SEEN WHAT PARTNERSHIP MEMBERSHIP CAN DO FOR YOUR ORGANIZATION, **IT'S TIME TO GET ENGAGED.**

**BUILD** your company's engagement plan by attending Membership 101

**CONNECT** with our Membership team who will help you maximize your member benefits

**UPDATE** your email preferences to receive regular updates on Partnership events and research, as well as our economic development and advocacy work - delivered straight to your inbox

**VISIT** the member-only Portal for exclusive content and resources

**FOLLOW** the Partnership on social media for real-time news and event coverage

**JOIN** the member-exclusive LinkedIn group

**STAY** up to date with the latest news, data and publications at [Houston.org](http://Houston.org)

## HAVE QUESTIONS?

Contact the member engagement team at [member.engagement@houston.org](mailto:member.engagement@houston.org)



## EXECUTIVE PARTNERS



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AUSTIN | BRAZORIA | CHAMBERS | FORT BEND | GALVESTON | HARRIS |  
LIBERTY | MONTGOMERY | SAN JACINTO | WALKER | WALLER | WHARTON