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

THE HOUSTON TECH REPORT
HOUSTON: A CITY OF INNOVATION

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 (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

Impact to Metro GDP (5.8%)  
Net Tech Employment  
VC-backed Tech Startups  
Total Venture Capital in '20
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.

**HOUSTON’S BUSINESS CLIMATE**

Home to:
- World’s largest medical center (Texas Medical Center)
- #1 U.S. port (Port Houston)
- NASA’s Johnson Space Center and Houston Spaceport
- 22 Fortune 500 headquarters
- No personal & corporate income tax
- Low cost of living
- #3 Global City of the Future (fDi Intelligence)
- #1 Metro Exporter in the U.S.
- #4 GDP
- #3 Largest U.S. City
- #1 International Airports
- #1 Foreign Consulates
- 1 in 4 Houstonians is Foreign-born
- Fastest growing major metro
- Most Diverse City in America
- 2 International Airports
- 90+ Foreign Consulates
- 2 Metro Exporter in the U.S.
- 2 Life Sciences
- 2 Advanced Manufacturing
- 2 Aerospace
- 2 Energy 2.0

**STRONG, DIVERSE ECONOMY**

Home to:
- World’s largest medical center (Texas Medical Center)
- #1 U.S. port (Port Houston)
- NASA’s Johnson Space Center and Houston Spaceport
- 22 Fortune 500 headquarters

**AT A GLANCE**

**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.

GROWTH FUNDING AND EXITS

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.

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.

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.

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

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

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

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

### Houston Venture Capital Funding ($ Million)

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

Source: Partnership Analysis of Pitchbook data

### Average Venture Capital Deal Value in Houston (12-Month Avg)

<table>
<thead>
<tr>
<th>$ MILLIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>'16</td>
</tr>
<tr>
<td>1.6</td>
</tr>
</tbody>
</table>

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 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.

Energy and Life Science startups are the largest recipients of venture capital funding in Houston. In recent years, Houston has emerged as a national leader in Oncology and Clean Technology.

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...

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.
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.

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.
TECH ECOSYSTEM SUPPORT

EDUCATION & TRAINING

A strong university system produces 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)

RESEARCH CENTERS

As a growing hotbed of digital transformation, Houston has a 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 supercomputer; 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
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
- MassChallenge
- Plug & Play Technology Center
- Rice Alliance Clean Energy Accelerator

**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**

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

**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)
### Houston is Home to 8,800 Tech-Related Firms, Including More Than 700 Venture-Backed Startups.

<table>
<thead>
<tr>
<th>Company</th>
<th>Main Industry</th>
<th>Related Industries</th>
<th>Description</th>
<th>Founded</th>
<th>Employees</th>
<th>Total Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>highradius</td>
<td>IT</td>
<td>Saas, Logistics</td>
<td>Software-as-a-Service (SaaS) company which leverages Artificial Intelligence-based Autonomous Systems to help companies automate Accounts Receivable and Treasury processes.</td>
<td>2006</td>
<td>1001–5000</td>
<td>$175M</td>
</tr>
<tr>
<td>liongard</td>
<td>IT</td>
<td>Cyber Security</td>
<td>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.</td>
<td>2015</td>
<td>75</td>
<td>$22.8M</td>
</tr>
<tr>
<td>GoExpedi</td>
<td>Logistics</td>
<td>Supply chain Mgmt.</td>
<td>E-commerce platform using innovative supply chain model for rapid-delivery of critical parts in the oil and gas industry.</td>
<td>2017</td>
<td>51–100</td>
<td>$50.3M</td>
</tr>
<tr>
<td>solugen</td>
<td>Biotechnology</td>
<td>Manufacturing</td>
<td>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.</td>
<td>2016</td>
<td>100–250</td>
<td>$55.2M</td>
</tr>
<tr>
<td>INNOVAPPTIVE</td>
<td>IT</td>
<td>Cyber Security</td>
<td>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.</td>
<td>2015</td>
<td>75</td>
<td>$22.8M</td>
</tr>
<tr>
<td>SYZYGY PLASMONICS</td>
<td>Aerospace</td>
<td>Space Travel</td>
<td>Builder, owner, and operator of the world’s first commercial space station.</td>
<td>2015</td>
<td>50–100</td>
<td>$150M</td>
</tr>
<tr>
<td>AXIOM SPACE</td>
<td>Electronic Equipment and Instruments</td>
<td>Manufacturing</td>
<td>Developing an ecosystem of cloud-based subsea robots, software, and subsea services delivered in a modern business model to the offshore industry.</td>
<td>2014</td>
<td>50–100</td>
<td>$23M</td>
</tr>
</tbody>
</table>
Houston is known for its 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.

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

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.

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

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

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

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

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

Tech Employers

- < 100
- 100
- 200
- 300
- 400
- 500
- 600
- 700
- 800
- 900
- 1,000
- 1,500
- 2,000
- 2,500
- 3,000
- 3,500
- 4,000

Major Companies

- Gyrodata
- Siemens
- The Cannon
- AWS
- BMC Software
- IBM
- Halliburton Labs
- Lockheed
- Boeing

Infrastructure

- George Bush Intercontinental Airport
- William P. Hobby Airport
- Houston Spaceport
- Port of Houston

To view an interactive version of this map, click here.
EXCEPTIONAL QUALITY OF LIFE

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.

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.

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.
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 or 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