

# Central Houston

## STRATEGIC FRAMEWORK

### Central Houston's Foundation

#### PURPOSE

Central Houston's purpose is to foster a thriving hub of commerce, culture, and living within Downtown and the Central City.

A thriving Central City is the "soul" of a great metropolitan area and no other organization advocates specifically for the Downtown and the Central City.

#### VISION

Central Houston and its partners will strengthen Downtown as being at the forefront of advancing Houston as a great global city.

Over the next 20 years, PLAN Downtown will guide Central Houston and its partners to set the groundwork for urban vitality, continued growth, and enrichment of the Downtown experience for all visitors and Houstonians.

#### ROLE

Central Houston is a visionary, action-oriented collaborator and accelerator for and through the private and public sector.

Its influential membership and collaborative approach allow it to provide sustainable vision, invest in long-term projects, and provide support for large risks.

#### VALUES

- ▶ STRATEGIC COMMUNITY INVESTOR
- ▶ COLLABORATOR
- ▶ ALWAYS DO WHAT IS RIGHT
- ▶ RESPECT OTHERS
- ▶ PURPOSE-DRIVEN

### Long-Term Mission

#### Leading the development of Downtown and the Central City as a world-class urban place

- ▶ Plan and coordinate private and public development of needed elements (residential, shopping, education, etc.)
- ▶ Ensure Downtown is the civic heart of Houston through events and attractions
- ▶ Coordinate leadership strategy, information flow, and policy changes to address homelessness

#### Driving economic development and employer attraction

- ▶ Engage stakeholders and listen to their needs to retain a robust employer base
- ▶ Lead efforts to identify and recruit new employers
- ▶ Coordinate and advocate policy and regulatory changes that impact economic development

#### Maintaining and enhancing regional access and connectivity at all levels

- ▶ Improve regional accessibility through partners across the Houston area
- ▶ Enhance multi-modal connectivity within and between Central City districts
- ▶ Embrace and plan for the disruption through emerging technologies

#### Sustaining a governance and organizational capability for Downtown and the Central City

- ▶ Plan for the leadership and management of the three Downtown organizations
- ▶ Collaborate with City of Houston, Houston First, Harris County, and surrounding TIRZ and Districts on long-term and emerging issues
- ▶ Recruit and engage civic leaders

### 3–5 Year Strategic Priorities

#### Maximizing the once-in-a-lifetime opportunity for civic enhancements related to the North Houston Highway Improvement Project, in active collaboration with partners

PLAN Downtown Strategies Referenced: 1, 2, 8, 9, 10

#### Advancing a re-envisioned regional commuter system and improved multi-modal functionality of Downtown's street grid in the context of advancing technologies

PLAN Downtown Strategies Referenced: 1, 3, 8, 9, 10

#### Facilitating the creation of a technology and innovation corridor\* in the Central City

PLAN Downtown Strategies Referenced: 5

*\* The innovation corridor includes Downtown, Midtown, and the Texas Medical Center*

#### Initiating a three-year plan to recruit new employers to Downtown and improve two-way communications about the benefits and challenges of being located in the Central City

PLAN Downtown Strategies Referenced: 4