

ONE TEAM ONE VOICE

in the city with no limits



Houstonfirst.

Building a world-class city

- ADLA improvements to create a walkable destination



Building a world-class city

- New office building with a 2,000-car garage



Building a world-class city

- Hotel boom – 8 currently under development downtown



Building a world-class city

- More restaurants, more green space, more fun



Building a world-class city

- Nau Center for Texas Cultural Heritage



Building a world-class city

- GRB Master Plan
- Theater District Master Plan
- Miller Outdoor Theatre Master Plan
- Tourism Development Master Plan



Outcome of GHCVB board vote

The Greater Houston Convention & Visitors Bureau (GHCVB) board of directors agreed to align with Houston First Corporation (HFC) to create a single, clear voice that speaks for all of Houston – a central, one-stop organization promoting conventions, tourism, film and the performing arts.



Unanimous endorsements

The GHCVB board joined the HFC board in unanimously voting to approve the new alignment. Likewise, the GHCVB's executive committee and the Hotel and Lodging Association of Greater Houston also unanimously supported the one team philosophy.



Benefits

- A single voice promoting Houston as a world-class convention and tourism destination.
- A sales structure focused solely on the Houston regional pitch, which will create a one-stop shop for the customer.
- The GHCVB board approves the regional sales and marketing plan and budget, giving the hospitality industry a stronger role in designing Houston's future.



Additional details

- The agreement took effect July 1.
- All 90 GHCVB employees have become employees of HFC. There are no plans for layoffs.
- The GHCVB will submit candidates for the HFC board.
- The GHCVB board of directors and executive committee will remain in place.
- The GHCVB continues its search for a successor to its retiring chief executive.

