



2022
THE ENERGY
CORRIDOR DISTRICT'S
ANNUAL
REPORT

THRIVE

HERE.™

“

The District is a
great place to work,
live and thrive.





Message From The Executive Director

Greetings Energy Corridor Stakeholders,

With 2022 in the rear-view mirror, our focus in 2023 is continuing to competitively position this vibrant business district for growth. The staff and I look forward to partnering with each of you to ensure the corridor's long-term economic success.

In 2022, there were many accomplishments. The Energy Corridor District successfully launched our "Redefining Energy" campaign. This campaign represents a comprehensive rebranding of the Energy Corridor to reflect the full spectrum of the energy sector. The idea is simple. The Energy Corridor represents all things energy—from traditional energy to energy transition—including innovation, technology, engineering, and all other synergistic industries. We believe energy can be defined how you chose to define it and the District will continue to tell that story into 2023 and beyond.

Likewise, in 2022, the District welcomed Enbridge as the newest major employer. We announced the relocation of Baker Hughes' corporate headquarters and shared news of Midway's plan to redevelop an unoccupied 70-acre site. Additionally, 2022 saw the launch of The Woodlands-Energy Corridor pilot commuter bus service and strong engagement with key public agency leadership on matters of flood resiliency. Lastly, the District hosted our largest ever tree lighting celebration presented by ConocoPhillips and in partnership with Kiewit and Shell Energy. With over 1,500 participants, we lit our 50-foot holiday tree display to bring in the holiday season.

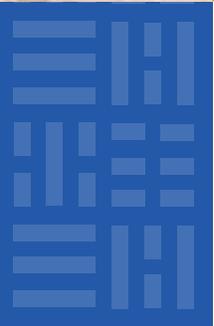
As we settle into 2023, I am confident the Energy Corridor is well-positioned to continue spearheading Houston's advancements as the Energy Capital of the World. Our efforts here at the District will continue to be focused on the critical drivers of energy sector and its synergetic industries, commercial real estate, infrastructure, and placemaking.

I hope that you will join us on this journey to make the Energy Corridor the best place to work, live and thrive.

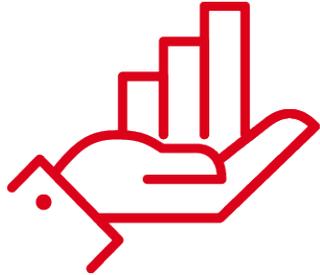
All the best to you in 2023!

Elijah J. Williams

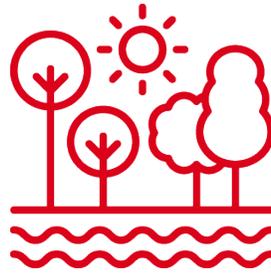
Elijah J. Williams
Executive Director



Core Services

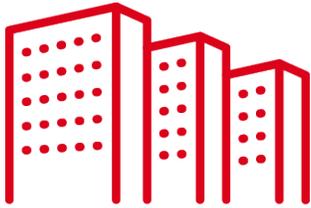


ADVOCACY, ECONOMIC
DEVELOPMENT, LEADERSHIP
& MARKETING



BEAUTIFICATION
& MAINTENANCE

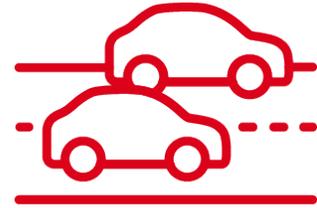




**PLANNING,
INFRASTRUCTURE
& IDENTITY**



**PUBLIC SAFETY
& SECURITY**



**TRANSPORTATION
& MOBILITY**



District by the Numbers

**7 FORTUNE 500
OR GLOBAL 500**

companies with Global or Americas
headquarters in the Energy Corridor



2K ACRES

stretching along I-10 from Kirkwood to
west of Barker-Cypress Road

26K ACRES

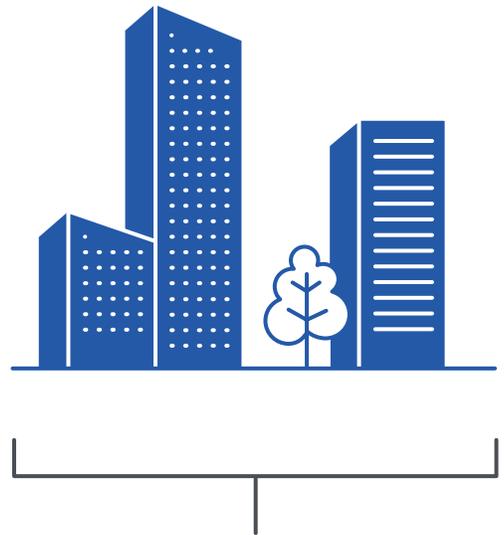
of parks, trails and recreational areas
in and around the Energy Corridor



**50+
ACRES**

of contiguous, vacant land
prime for development

56K JOBS
in the Energy Corridor



20M SQ FT
of Class A office space

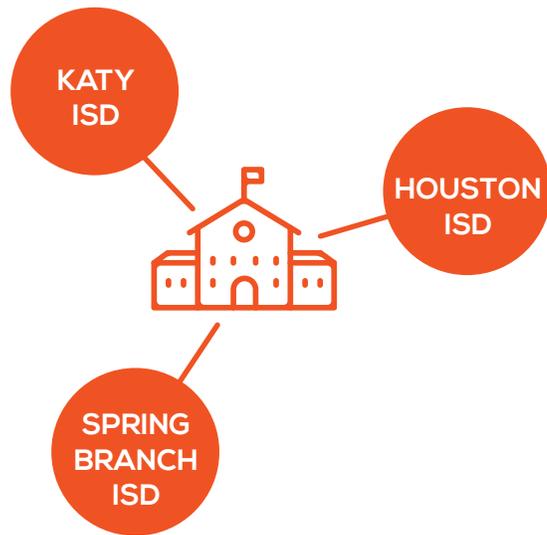




3.8M SQ FT
of retail and dining space



3 SCHOOL DISTRICTS



average response time for The Energy Corridor District Public Safety Team



DID YOU KNOW...

the Energy Corridor is becoming the population center of Houston?

We are the center of the region's highly educated workforce and residential communities.



FORTUNE 500 & GLOBAL 500 COMPANIES WITH GLOBAL OR AMERICAS HEADQUARTERS IN THE ENERGY CORRIDOR

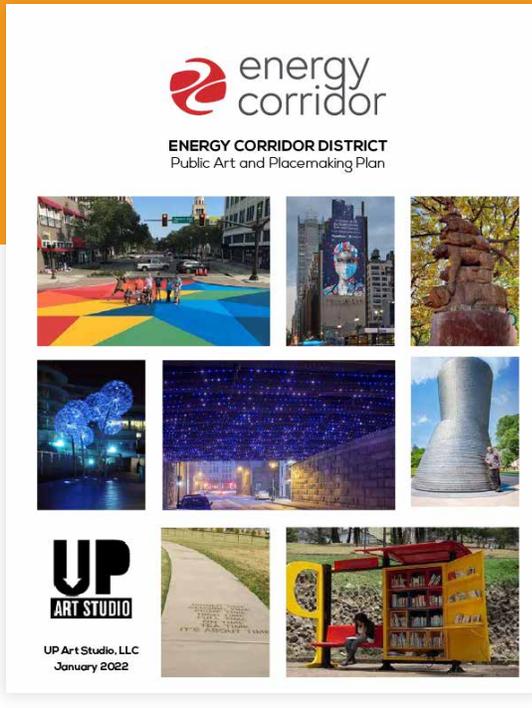




OTHER MAJOR ENERGY CORRIDOR EMPLOYERS



The Best of 2022



PLANNING & INFRASTRUCTURE

LEADERSHIP & ADVOCACY



PUBLIC SAFETY



ECONOMIC DEVELOPMENT

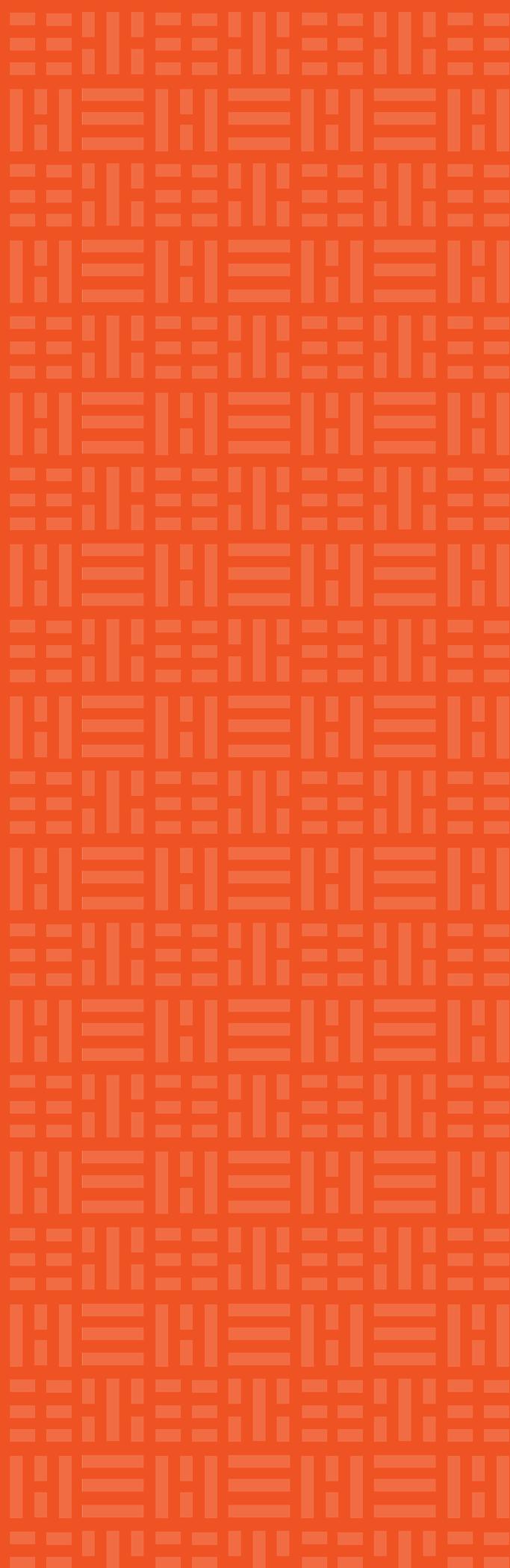
MARKETING



ACTIVATION



**A place where
businesses thrive,
residents care for
one another and
visitors enjoy the
richness created by
the diverse people
of the area.**





Big News in 2022

WATERMARK DISTRICT

Midway will transform the old ConocoPhillips complex into a state-of-the-art, walkable, mixed-use campus. This site will offer high-end retail, chef-run restaurants, a luxury hotel, Class A office space and quality multi-family residential units.



NEW DISTRICT EMPLOYERS



Baker Hughes announced its corporate headquarters would move to the District.

Enbridge moved its gas transmission and midstream services headquarters to the District.



Redefining Energy

In 2022, we embarked on a mission to “Redefine Energy,” giving our look and feel a 21st-century update to illustrate what it’s like to work, live and thrive here. The District is building a vibrant environment, attractive not only to the traditional energy industry but to all the businesses that support it and have grown alongside it, including health care, life sciences, retail, restaurants and more.

In late September, we redefined the District’s decades-long story as the heart and soul of the Energy Capital of the World with our brand rollout. The marketing campaign included an engaging new website, billboards in high-traffic areas of Houston, a revamped social media presence and other assets tailored specifically for corporate and community audiences. We have reinforced this new brand with advocacy for stakeholders, partnerships, large community events and thought leadership panels, which collectively expanded the District’s economic strength.

INITIAL BRAND ROLLOUT MARKETING RESULTS



385,337
Podcast Impressions



1.2M+
Social Media Impressions
7,909
Social Media Clicks



1.7M+
Radio Impressions



14.4M+
Billboard Impressions



650,015
Google Ad Impressions
935
Google Ad Clicks

Houston is working toward steadily becoming the Energy Transition Capital of the World, and the District is endeavoring to remain its headquarters. Long home to some of the most prominent oil and gas companies, the District, in tandem with these energy powerhouses, is now embracing the transition. Initiating partnerships with stakeholders, major employers and elected officials, the District aims to be the environment where businesses expand, setting the standard for the newest technologies and innovations that define all things energy.



Planning for the Future

The Energy Corridor District has spent the past year working with local and state officials, local businesses and other stakeholders to **ensure investment in public areas and infrastructure**. This will create a robust future for the business community, visitors and residents, guaranteeing the District remains a vibrant, critical economic engine for Houston.

As part of these efforts, the District released a report detailing how **public art** could enhance the area and will begin implementing some of these ideas in 2023. The District also engaged stakeholders to get their input on **designs for gateways** that will create a better sense of place for the Energy Corridor. The release of the **District's Streetscape Design Guide** will further help with **placemaking**. The District will also use a **\$250,000 Houston-Galveston Area Council grant** to study **Memorial Drive infrastructure** and move toward improvements for that area.

The District also began exploring how to **improve mobility** within and around the Energy Corridor and will complete a comprehensive study in 2023.

These and other steps taken by the District in 2022 will put us on a path toward **continued success and economic viability**.



Partnering, Advocating and Sharing

The Energy Corridor District is only as good as its business community, employers, employees and residents. In an effort to build these relationships and ensure projects and initiatives reflect our stakeholders' needs, the District has spent 2022 engaging with diverse segments of the population.

The District shared information with this critical sector and provided a platform to exchange ideas, challenges and successes with three commercial real estate stakeholder meetings. From updates on Harris County's flood control plan to a special presentation from **Midway Executive Vice President David Hightower** on the company's expansive plans for the Watermark District, the District made the meetings informative, fruitful and interesting. These efforts will continue in 2023 as the District adapts the concept to engage with other stakeholders, including small- and medium-sized businesses.

The District also brought officials from the **Harris County Flood Control District** and the **U.S. Army Corps of Engineers** to share information about the efforts made since Hurricane Harvey to improve drainage, strengthen the reservoirs and future plans for further infrastructure fortification. The District also held quarterly public safety meetings where the **Harris County Precinct 5 Constable's Office** and the **Houston Police Department** shared crime statistics and provided safety tips.

The District added value to the energy transition conversation taking place in the city and the region, seeking opportunities to ensure we remain the heart and soul of Energy Capital of the World as it evolves. The District led, sponsored and participated in conversations, panel discussions and meetings about energy transition and environmental, social and corporate governance (ESG) solutions and ideas with other major employers and elected officials. These conversations included a District-sponsored panel in partnership with **Bisnow**, featuring BP-owned **Blueprint Power** and **Lee & Associates**. The Energy Corridor District Executive Director, Elijah J. Williams, participated in an ESG-focused fireside chat at an **American Council of Engineering Companies (ACEC)** event held in Houston and presented at a Greater Houston Partnership forum devoted to Energy 2.0. The District held additional meetings with **BP, Shell and other major District stakeholders** to discuss partnership opportunities and ensure the Energy Corridor's leadership in the energy transition.

The District has advanced these efforts through its sponsorship of city-wide events, including the State of the City address.

Cultivating and Building Community

The Energy Corridor District embodies community—a place where businesses thrive, residents care for one another and visitors enjoy the richness created by the diverse people of the area. In 2022, the District strengthened that community. In addition to more traditional meetings and partnerships, the District held events integrating businesses into the broader community and supporting local retail and restaurants.

In the spring, the District sponsored the **Kolache Factory 5K Fun Run**. During the summer, the District shut down streets in the Grisby area, opening a fun, artisan-filled market and creating a festival atmosphere with live music and by raffling off gift cards to area restaurants, including **Blue Agave Cantina**, the **Original Lupe's Tortilla**, **Lomonte's Italian Restaurant** and **Watson's House of Ales**. Hundreds turned out to shop, enjoy the street music and sip margaritas.

In the fall, the District partnered with Houston City Council Member Mary Nan Huffman and the Houston Public Library to hold a grand opening and ribbon-cutting for the **Kendall Public Library and Community Center**. The District also partnered with former Harris County Precinct 4 Commissioner R. Jack Cagle to hold an outdoor movie night and an autumn festival.

Working with the **Your Neighborhood Farmers Market** and a local property owner, the District brought a farmers market to the area. The market, open each week at the corner of Eldridge Parkway and Briar Forest Drive, brings fresh, locally grown produce, artisan crafts, homemade baked goods and signature festivals to the Energy Corridor.

In the winter, the District decorated public

right-of-ways for the holiday season and sponsored events, such as the **Charlie Brown Fun Run**. On December 1, the District held its 2nd Annual Tree Lighting Celebration, presented by **ConocoPhillips**. Some 1,500 people joined to light a 50-foot tree powered by **Shell Energy's** 100% renewable electricity plan, shop at the Candy Cane Lane Nutcracker Market, sponsored by District employer **Kiewit**, and see three musical performances, including the Westside High School choir. **Flip N' Patties**, **Watson's House of Ales** and **Petit Café** brought their delicious foods to the event, and the **Hyatt Regency Houston West** hosted the celebration. The District also announced six recipients of \$30,000 in donations as part of its 12 Days of Christmas initiative: **Family Point Resources**, the **Outreach Center of West Houston**, **Memorial Assistance Ministries**, **Literacy Now**, the **Houston Fire Department's Operation Stocking Stuffer** and **Girls on the Run Houston**.

The community's support of these events is evidence of their importance. In 2023, the District will create more opportunities for employees, businesses, neighbors and visitors to gather.



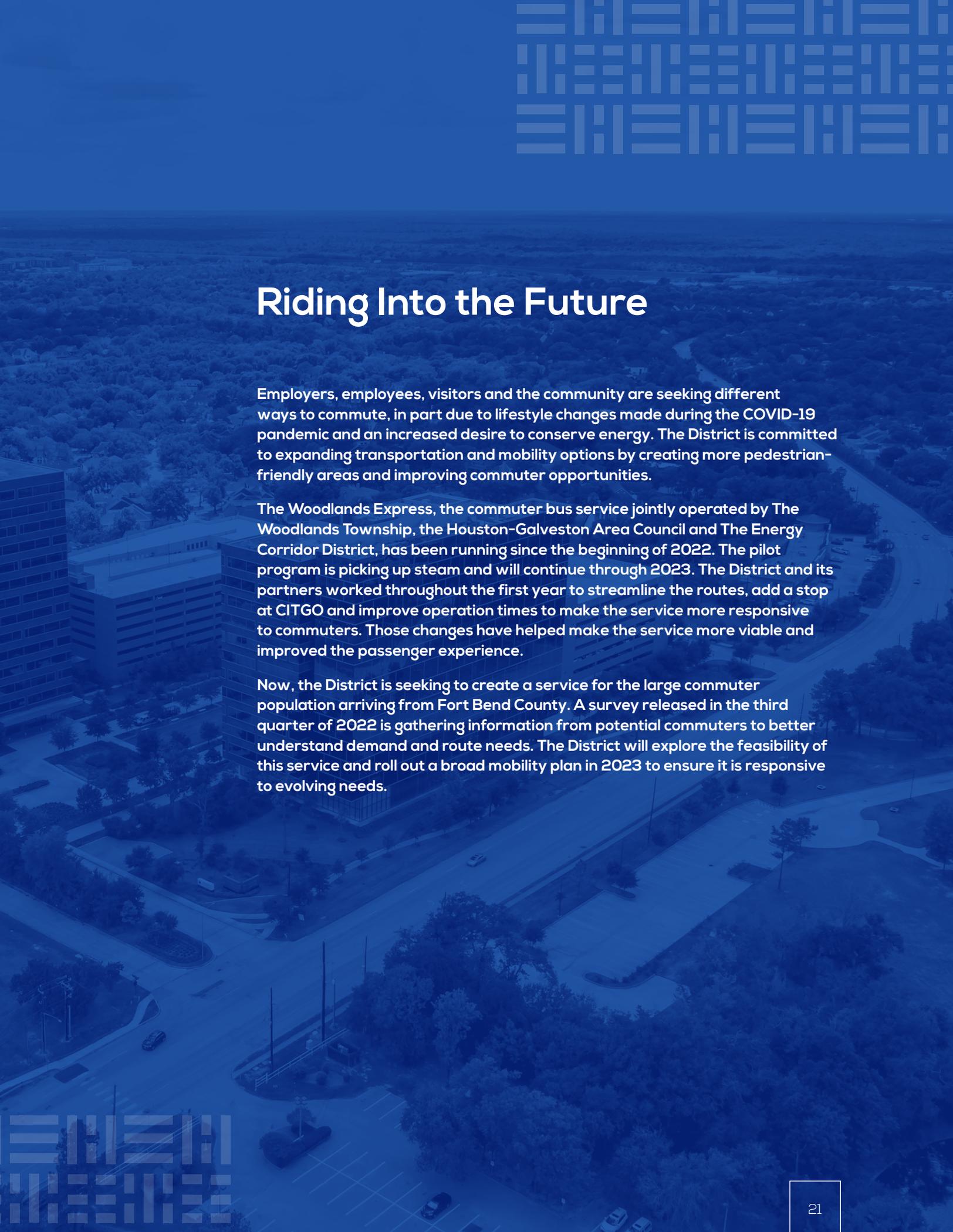


“ There is no power for change greater than a community discovering what it cares about.

MARGARET J. WHEATLEY





The background of the page is an aerial photograph of a city, likely Houston, with a blue color overlay. In the top right and bottom left corners, there are decorative patterns consisting of horizontal and vertical lines of varying lengths, creating a grid-like effect.

Riding Into the Future

Employers, employees, visitors and the community are seeking different ways to commute, in part due to lifestyle changes made during the COVID-19 pandemic and an increased desire to conserve energy. The District is committed to expanding transportation and mobility options by creating more pedestrian-friendly areas and improving commuter opportunities.

The Woodlands Express, the commuter bus service jointly operated by The Woodlands Township, the Houston-Galveston Area Council and The Energy Corridor District, has been running since the beginning of 2022. The pilot program is picking up steam and will continue through 2023. The District and its partners worked throughout the first year to streamline the routes, add a stop at CITGO and improve operation times to make the service more responsive to commuters. Those changes have helped make the service more viable and improved the passenger experience.

Now, the District is seeking to create a service for the large commuter population arriving from Fort Bend County. A survey released in the third quarter of 2022 is gathering information from potential commuters to better understand demand and route needs. The District will explore the feasibility of this service and roll out a broad mobility plan in 2023 to ensure it is responsive to evolving needs.

2023: Focus on Implementation

The District accomplished a great deal in 2022, including critical planning and foundation building to ensure continued economic growth. 2023 will be the year when plans advance to completion.

The District's branding, partnership-building and advocacy efforts will continue through sponsorships, stakeholder meetings, marketing, thought leadership and other opportunities. Moreover, the District will continue to hold community-wide events designed to create a sense of place that links businesses, workers and residents in a festive atmosphere. This will culminate in our third-ever tree lighting celebration!

Energy transition and the District's role in this critical arena will expand and solidify in 2023 with a plan to bring it to life. The District will work with stakeholders, elected officials and partners to further strengthen the business environment that has long made the Energy Corridor a critical economic hub.

The District will use 2023 to further redefine energy, creating leadership opportunities and a firm space in all things energy. Stakeholder relationships and networking efforts with the community, in the form of public events, business partnerships and charitable advocacy, will work together to guarantee the District remains a vibrant, economically relevant place to work, live and thrive!





Thank You to Our Partners

All Energy Corridor District Stakeholders

City Council Member Amy Peck

City Council Member Greg Travis

City Council Member Mary Nan Huffman

City Council Member Tiffany Thomas

City of Houston

Congresswoman Lizzie Fletcher, TX-7

Former Harris County Commissioner Precinct 4,
R. Jack Cagle

Greater Houston Partnership

Harris County Constable Precinct 5, Constable
Ted Heap

Harris County Flood Control District

Harris County Precinct 3, Commissioner Tom
Ramsey

Harris County Precinct 5 Constable’s Office

Houston-Galveston Area Council

Houston Police Department, Westside and
Northwest Commands

Houston Public Library

Mayor’s Office

- Public Works
- Economic Development
- Planning Department
- Department of Neighborhoods

Mayor Sylvester Turner

METRO

Scenic Houston

State of Texas, Governor Abbott’s Office of
Economic Development and Tourism

Texas Department of Transportation (TxDOT)

Texas State Representative Jim Murphy, District
133

Texas State Representative Lacey Hull, District
138

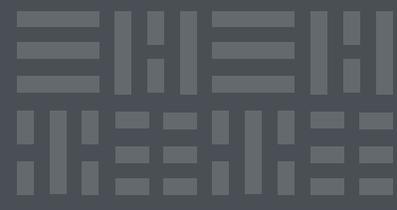
The Woodlands Township

Transportation Advocacy Group–Houston Region

United States Army Corps of Engineers (USACE),
Galveston District

West Houston Association

*The list appears in alphabetical order



THRIVE
HERE.™



energycorridor.org