

Goal

Position downtown to win acceptance by targeted publics as a world-class location of choice for working, living, learning, recreating, and more.

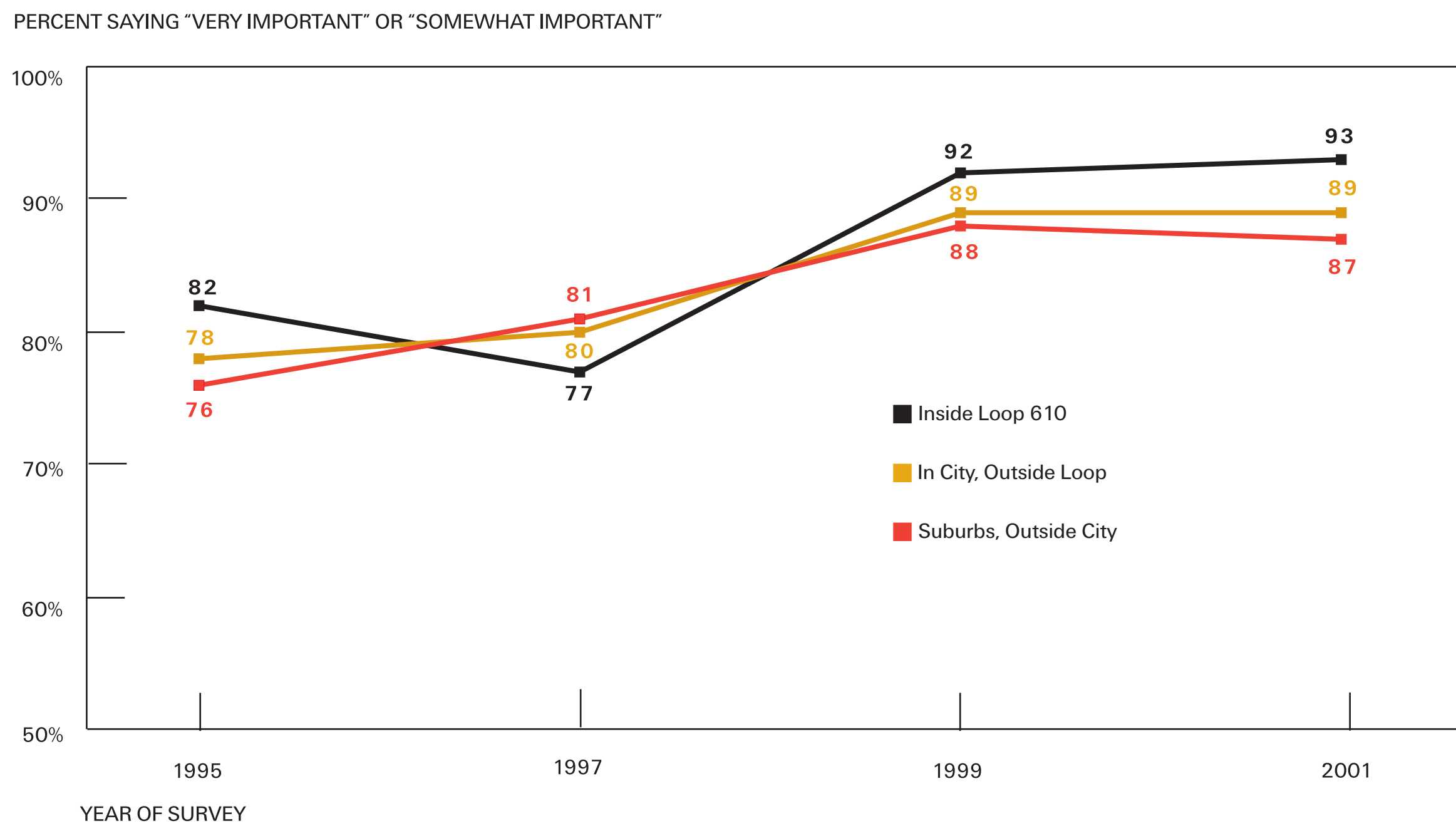
Research Approach

TARGETED PUBLIC	PRIORITY	RESEARCH ISSUES BASED ON TOP-OF-MIND CONCERNS (BROAD) (OVER A 5-YEAR PERIOD)	PROPOSED RESEARCH METHODS (TO BE VALIDATED THROUGHOUT THE PROJECT)				
			YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Property Owners	B	How has my property value increased?	WebPoll	WebPoll	Survey	WebPoll	Survey
Potential Collaborative Organizations	A	How has Downtown Houston served our constituents?	Focus Groups	Survey	Grassroots Polling	Grassroots Polling	Survey
Top Tier Tenants	C	How has the Downtown District enhanced our ability to recruit and retain?	WebGroup	Survey	WebGroup	WebGroup	WebGroup
Business Owners	A	How has my business thrived due to The District's efforts?	WebGroup	Survey	Survey	Grassroots Polling	Survey
Workers (9 to 5)	A	How has The District improved my perception that Houston is a great place to work?	Focus Groups	Grassroots Polling	Survey	Grassroots Polling	Survey
Residents	B	How has The District enhanced my quality of life?	Focus Groups	Survey	Survey	WebGroup	Survey
Low Income Residents and Neighbors	B	How has The District demonstrated commitment to diversity and local needs?	Grassroots Polling	Grassroots Polling	Survey	Grassroots Polling	Survey
Outlying Potential Residents	B	Have the trade-offs shifted between my current satisfiers (safety, good schools, parks) and value-add of a shorter commute and ability to walk to amenities, become engaged in a more vital urban neighborhood?	Grassroots Polling	Grassroots Polling	Survey	Grassroots Polling	Survey
After Hours Weekday Adults	A	Does the "wow" factor of coming downtown for recreation outweigh the potential "hassle factor"?	Grassroots Polling	Focus Groups	Grassroots Polling	Grassroots Polling	Grassroots Polling
After Hours Youth	C	Does Downtown offer what we're looking for (younger version of theme)?	Interviews	Interviews	Focus Groups	Interviews	Survey
Weekend Visitors from 'Burbs	B	Does the "wow" factor of coming downtown for recreation outweigh the potential "hassle factor"?	Interviews	Interviews	Focus Groups	1-on-1s	Survey
Out-of-towners	B	How does Houston provide a "wow" factor?	Interviews	Interviews	WebPoll	WebPoll	Survey
Journalists	B	How authentic are Houston's claims to provide a new "wow" factor?	Interviews	Interviews	Focus Groups	1-on-1s	1-on-1s
Out-of-town Decision Influencers (Investors, Sports Commissions, etc.)	B	How does Downtown Houston compare with other cities? How does Downtown Houston meet world-class standards in our key areas of interest?	1-on-1s	1-on-1s	WebPoll	WebPoll	Survey

Importance of Downtown Development

by Place of Residence (1995-2001)

“How important is it for the future of Houston to make major improvements in the downtown areas of the city?”



Source: *Houston's Economic and Demographic Transformations, 2002*. Steven Klineberg, author.

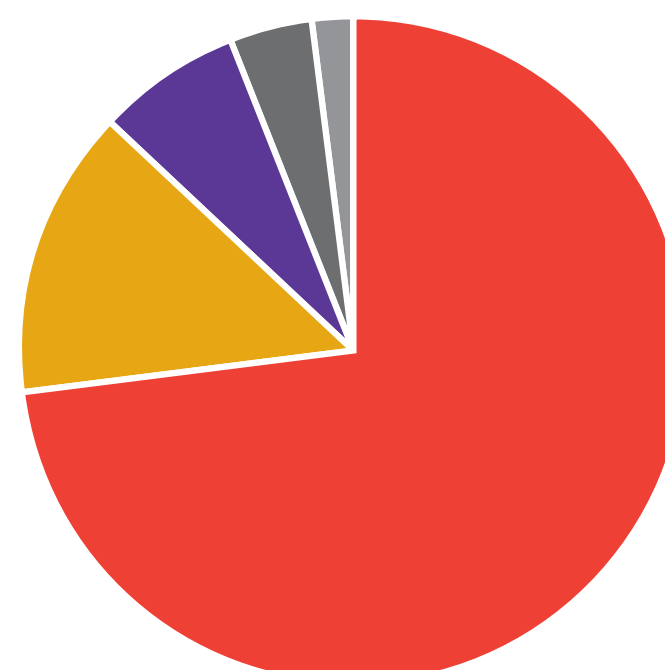
Number of Trips Generated Per Year

	2001	2005
Downtown Workers	39,137,910	41,797,815
Theater District	1,689,000	2,414,000
Sporting Events	2,800,000	5,103,500
Conventions	970,000	1,470,000
Hotels	615,654	1,412,814
Special Events	9,784,654	15,576,845
Other Visitors	12,812,475	13,413,765
Total	78,948,093	92,327,139

Source: Website – Houston Downtown District

Vision for Downtown Houston

- 73% ■ Exciting work, entertainment & living place
- 14% ■ Cultural heart of the city
- 7% ■ Competitive 21st century work environment
- 4% ■ Seat of government & courts
- 2% ■ Urban entertainment



Source: “Summary of property owner survey results,” August 2002, by Robert M. Eury.