

HOUSTON
museum
DISTRICT

houstonmuseumdistrict.org

April 16, 2015

City Hall Annex 900 Bagby, First Floor
Houston, TX 77002

Dear Council Member Cohen,

I am writing this letter on behalf of the Houston Museum District Association to express our support for the proposed annexation of the Museum District by T.I.R.Z. #2, commonly referred to as Midtown. We believe that the annexation of the Museum District into T.I.R.Z. #2 will aid in achieving our goals of improving the public infrastructure, streetscape, and greenspace surrounding the museums to create a unique and memorable *destination* for Houston's most popular tourist attraction, as well contributing to the growth of the institutions themselves through its support.

As you are well aware, the Houston Museum District is an association of 19 museums and cultural centers located in a concentrated area near the Mecom Fountain. We are one of the most visited cultural centers in the country and attract nearly 7 million visitors per year. The district is situated in a unique area that is well positioned to take advantage of Houston's transit infrastructure to serve tourists and residents alike, but is currently hampered by inadequate infrastructure connecting our institutions.

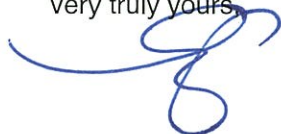
We believe a partnership with T.I.R.Z. #2 will aid in improving the infrastructure and streetscape surrounding the museums that complements existing transit options to create a cohesive, interconnected, and branded Museum District that allows pedestrians, motorists, bicyclists, and transit riders to access our institutions safely and conveniently, while providing connectivity to Downtown and Midtown. Those improvements can also spur private, mixed-use development to foster a true, vibrant, mixed use neighborhood, creating the ultimate destination for tourists and residents alike. T.I.R.Z. #2 has demonstrated a proven ability to partner with public and private entities to successfully develop the type of infrastructure we seek. Therefore, we believe an annexation will serve in the best interests of our museums and Houston as a whole.

Our organization is also committed to growing the profile of our world class institutions. The Buffalo Soldiers National Museum, Asia Society Texas Center, and Houston Museum of African American Culture were all supported by T.I.R.Z. #2.

It is for those reasons that the Houston Museum District Association wholeheartedly supports the annexation of the Museum District into T.I.R.Z. #2.

If you have any questions or concerns, please do not hesitate to contact me.

Very truly yours,



Gary Tinterow, Chairman
Houston Museum District Association