



CITY OF HOUSTON - CITY COUNCIL

Meeting Date: 2/13/2018

ALL

Item Creation Date: 1/5/2018

MYR - GHP Membership Renewal 2018

Agenda Item#: 1.

Summary:

RECOMMENDATION from the Chief Development Officer for approval of payment to the **GREATER HOUSTON PARTNERSHIP** for Premium Corporate Membership at the managing partner level for Calendar Year 2018 \$80,000 - Special Revenue Fund

Background:

Subject: Motion approving payment to the Greater Houston Partnership for corporate membership at the managing partnership level.

RECOMMENDATION:

Approve a motion authorizing payment to the Greater Houston Partnership for premium corporate membership at the managing partner level.

SPECIFIC EXPLANATION:

Historically the City of Houston had a contract with the Greater Houston Partnership (GHP) to promote economic development and other specified services, which renewed annually at a cost of \$376,125.00. In November 2014, GHP requested that the Mayor's Office not renew the contract moving forward but rather obtain GHP services through membership. In 2016, the City of Houston negotiated an enhanced membership package with GHP, consisting of managing partner membership, research services and event attendance for a total amount of \$80,000.00. This membership option was in lieu of a contractual relationship. The City renewed membership in calendar year 2017.

For calendar year 2018, the City of Houston Chief Development Officer recommends that City Council approve an expenditure of \$80,000.00, which covers the expanded managing partner membership level at GHP and key services prioritized by the City of Houston, but that are available to all GHP's membership. Expanded membership encompasses the opportunity to make custom research requests for economic development purposes, in addition to other benefits. Enhanced membership does not include membership on the Board of Directors or the Executive Committee of the GHP.

GHP has worked since 1989 to promote Houston as the location of choice for conducting business, with a focus on increasing Houston's economic prosperity. The GHP will continue to make its research capabilities available on a systematic basis to the City of Houston, Houston First and the Greater Houston Convention and Visitors Bureau to facilitate the creation of professional, sophisticated marketing reports that include economic and demographic data to sell the benefits and capabilities of the City to various convention, corporate meeting and sports related groups.

In addition, GHP will continue to host major business and community events that help market the City of Houston and specific assets, such as the State of the City and State of the Airports events. As part of its membership, the City of Houston is given opportunities to participate in additional events with high promotional value.

Fiscal Note:

Funding for this item is included in the FY2018 Adopted Budget. Therefore, no Fiscal Note is required as stated in the Financial Policy Ordinance No: 2014-1078

A handwritten signature in black ink, appearing to read "A. Icken", is written over a horizontal line.

Andy Icken, Chief Development Officer

Prior Council Action:

Amount of Funding:

\$80,000.00 - Tourism and Promotion Special Revenue Fund (2429)
(Funded by Hotel Occupancy Tax Promotion Funding Only)

Contact Information:

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ATTACHMENTS:

Description

[PCA 2017-056](#)

[RCA GHP Membership Renewal INVOICE](#)

[RCA Funding Information](#)

Type

Backup Material

Backup Material

Financial Information