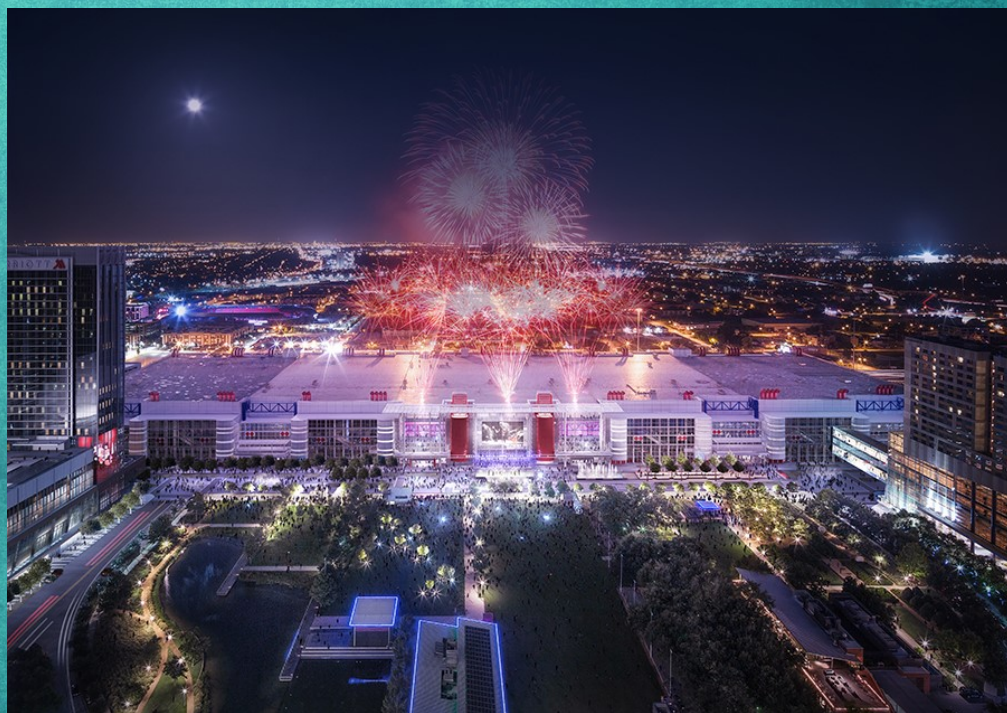


ONE TEAM, ONE VOICE FOR 2015

**Proposed Annual Budget
& Business Plan 2015
Houston First Corporation**



December 2014

Building a World-Class City, Together

- HFC, GHCVB teams are working in unity as never before



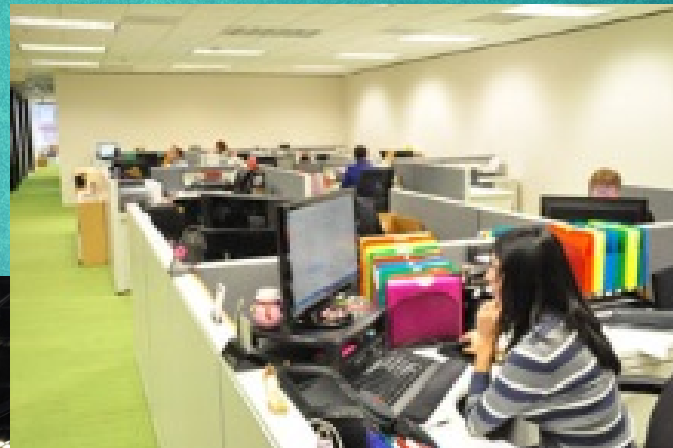
A Single, Clear Voice for Houston

- We are creating:
 - One single, clear voice for the Houston product
 - A central one-stop shop for customers
- Teams are aligned and united:
 - In convention sales
 - In tourism
 - In marketing
 - In services
- All 72 GHCVB employees are HFC employees.
- Search underway for GHCVB chief destination officer.



Three Major Divisions

- Sales and Marketing
- Operations
- Support Services



Sales & Marketing

- Sales and Service
- Tourism
- Film
- Marketing



Our Approach for 2015

- Collaborative strategy for regional business
- Align international sales with domestic sales accounts to bid jointly on targeted business
- Weave consumer sales efforts into long-range booking goals
- Create new sales print collateral, direct mail campaigns, increase exposure in trade publications, enhance digital presence



Our Approach for 2015, cont'd

- Establish Tourism Department to reflect return to major travel trade shows
- Focus on domestic and international leisure promotion
- Improve visitor experience in transportation, signage, product development
- Increase attention to niche markets (culinary, medical, cruise)



Our Approach for 2015, cont'd

- Re-establish Houston as top U.S. leisure market for Mexico
- Strengthen position as culinary and cultural capital
- Foster Houstonians' increasing advocacy for their city
- Engage more film scouts for specific projects



Operations

- Convention Center
- Theaters
- Hilton Americas-Houston



In 2015...Building a World-Class City

- GRB Master Plan continues to become reality
- Theater District Master Plan finalized
- Miller Outdoor Theatre Master Plan finalized



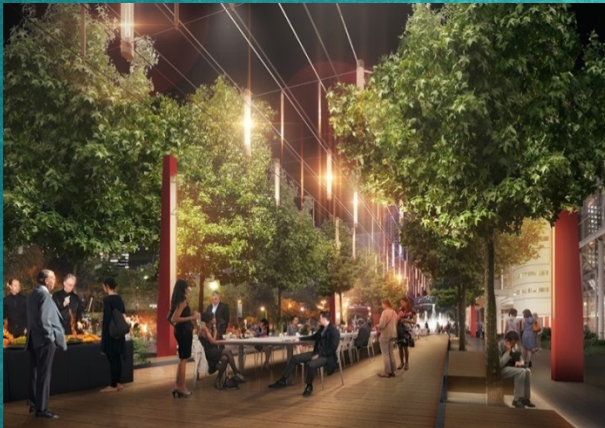
Building a World-Class City Takes More Hotels

- Hotel boom – 8 currently under development downtown – 2,500 more rooms



Building a World-Class City in Our Convention District Takes Amenities

- More restaurants, more green space, more fun



Building a World-Class City in Our Theater District Takes Improvements

- Renovating Brown Theater at Wortham
- Upgrading electronic marquees
- New parking solution system
- Miller Outdoor Theatre rigging



Building a World-Class City Takes More Attractions

- Nau Center for Texas Cultural Heritage

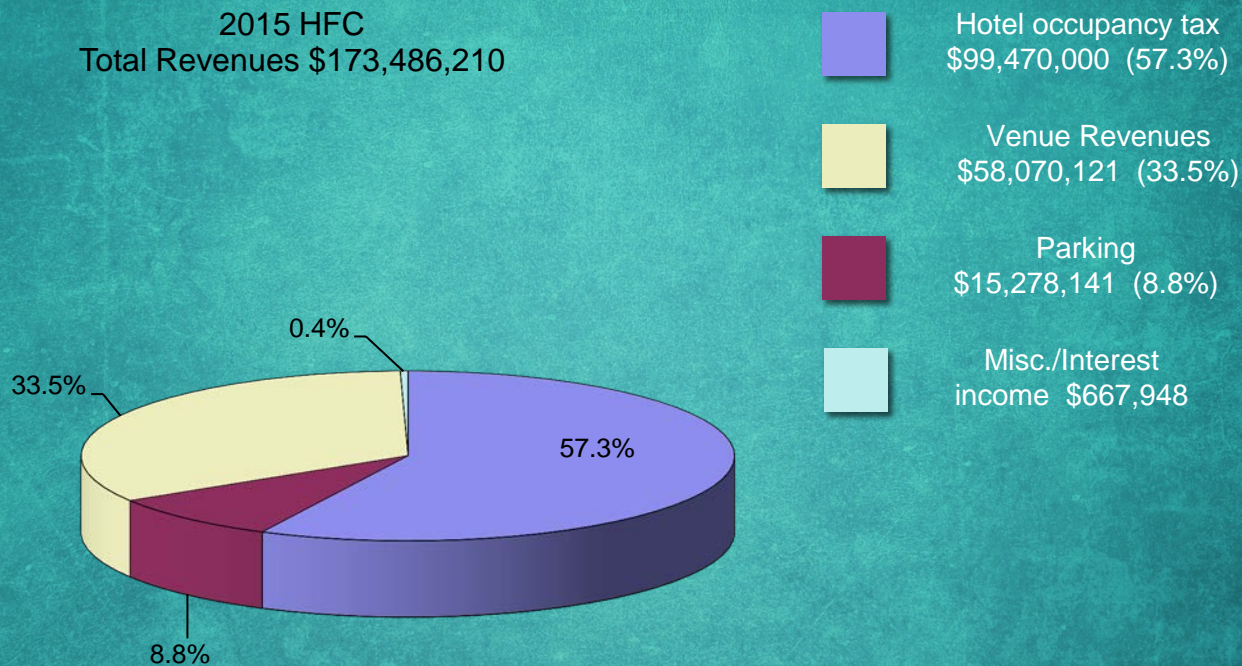


Building a World-Class City Takes More Attractions

- Sunset Coffee Building at Allen's Landing

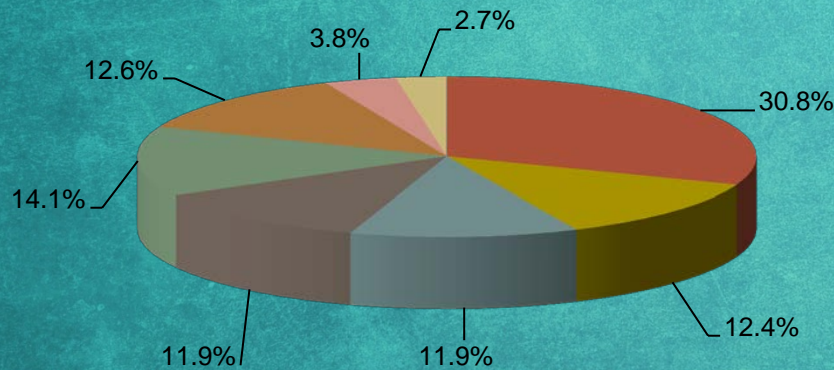


Budget Highlights – Revenues



Budget Highlights – Expenses

2015 HFC
Total Expenses \$173,079,476



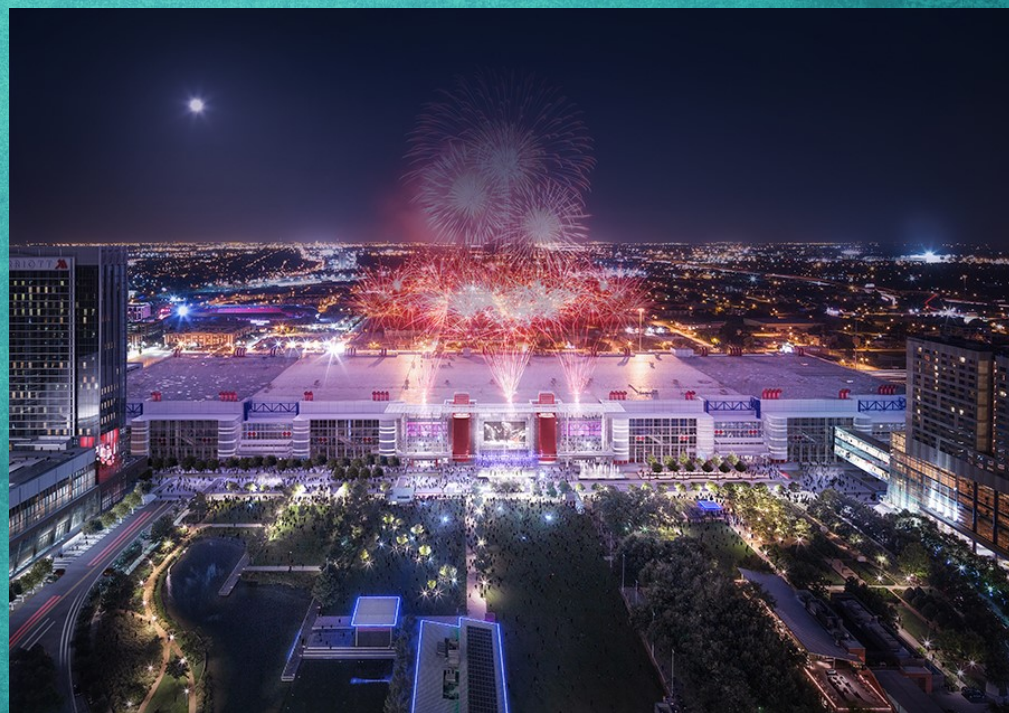
- Debt Service
\$47,028,614 (30.8%)
- Administration
\$18,905,924 (12.4%)
- Theater District
\$18,191,147 (11.9%)
- Convention District
\$18,152,576 (11.9%)
- Capital Projects
\$21,551,217 (14.1%)
- Sales & Marketing
\$19,187,092 (12.6%)
- Other expenses
\$5,770,410 (3.8%)
- Enterprise Development
\$4,076,564 (2.7%)

Super Bowl 2017 Update



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