



# About the Partnership

**Mission:** The Greater Houston Partnership works with and on behalf of the business community to make Houston one of the world's best places to live, work, and build a business.

## 1840

Houston Chamber of Commerce

## 1927

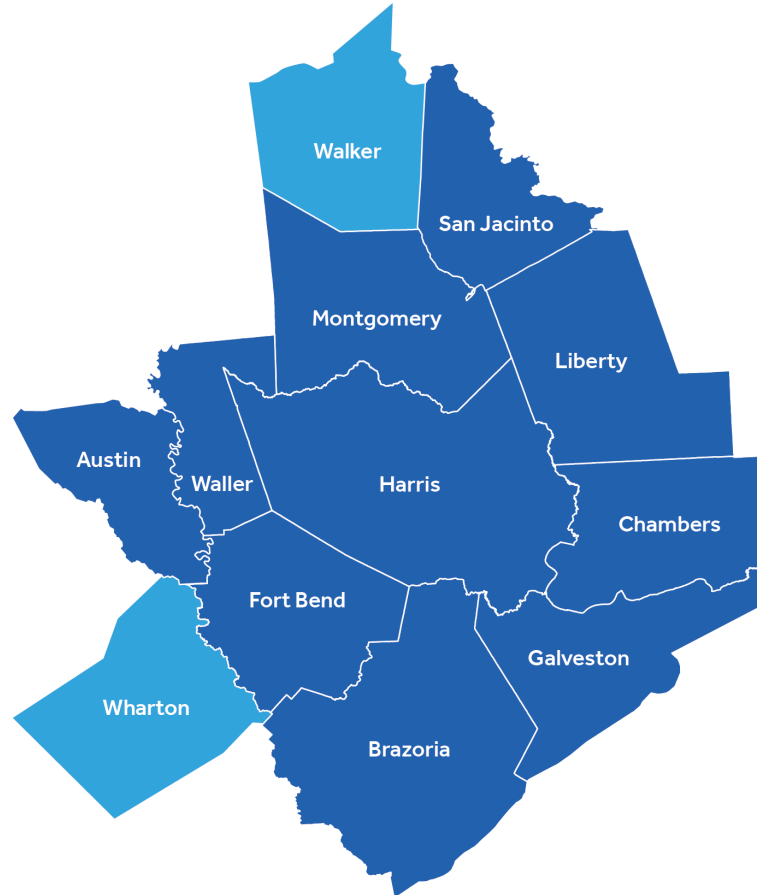
Houston World Trade Association

## 1987

Houston Economic Development Council

## 1989

Three groups merge to form the Greater Houston Partnership



## Partnership's 12-County Region

- Houston MSA
- Partnership's Non-MSA Footprint

# Greater Houston Partnership

**Making Houston the best place to live, work and build a business.**

Serves the **12-county** Greater Houston region

Represents more than **800 businesses and institutions**

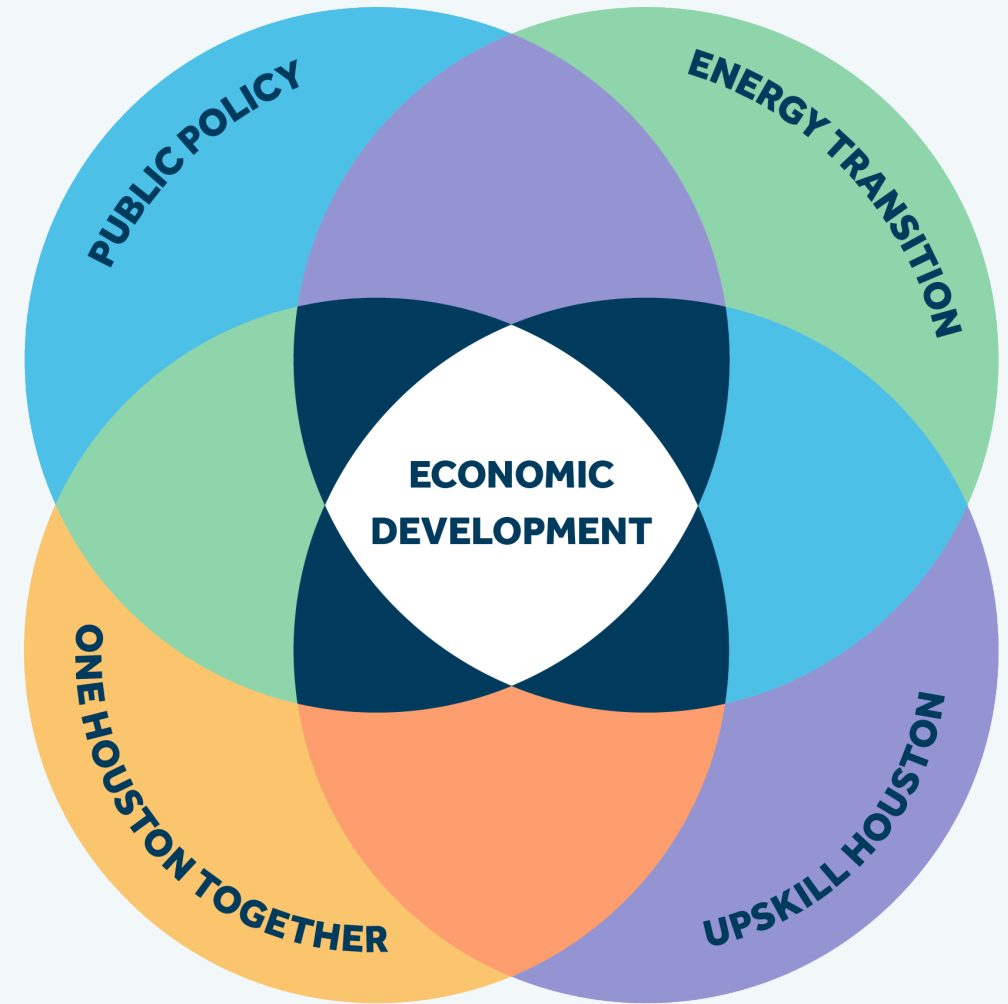
Members accounts for **one-fifth of Houston's workforce**

**Promotes** economic development and trade

**Advocates** for effective public policy

**Convenes** Houstonians on key issues

BOARD OF DIRECTORS & GENERAL MEMBERSHIP



*HOUSTON*

HOUSTON

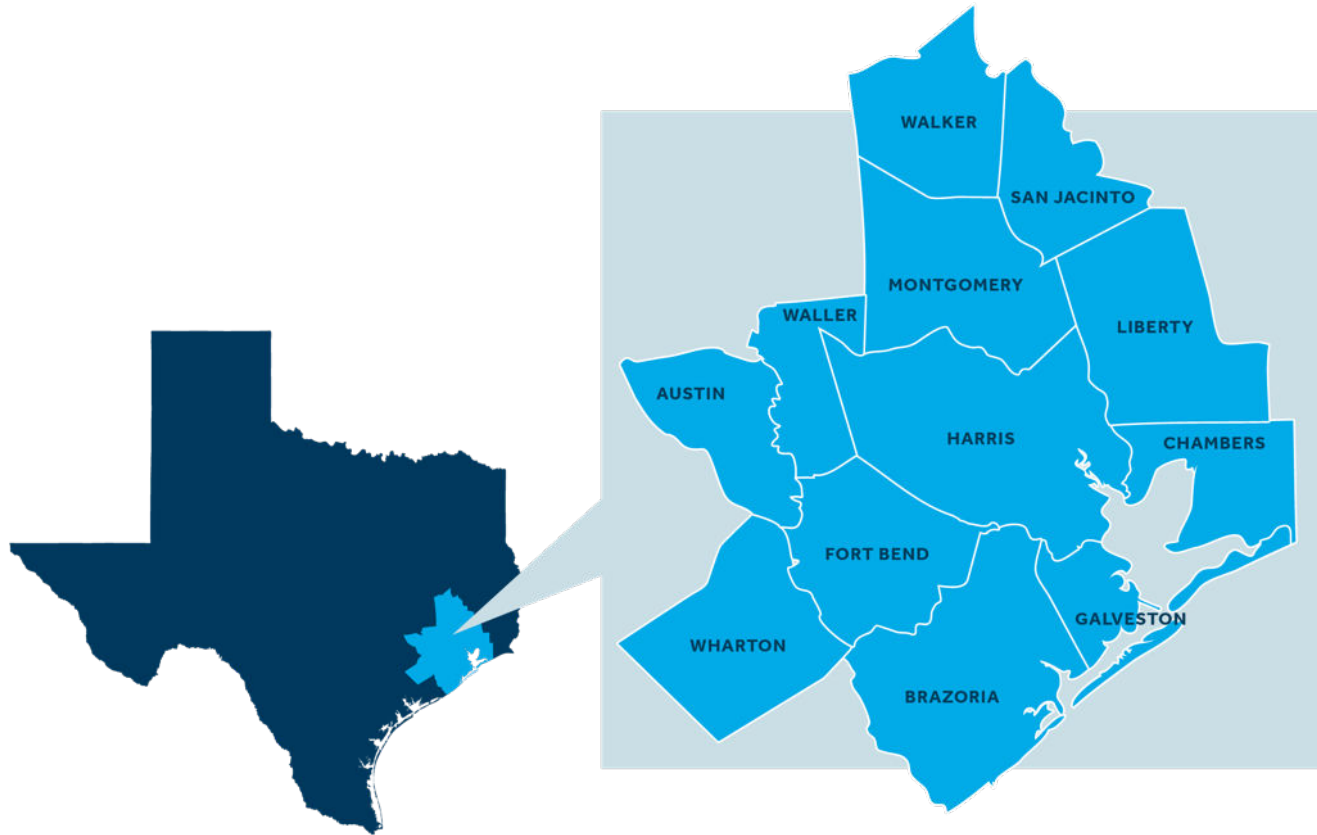
# Deep in the Heart of Texas Connected to the World.

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Houston is big, but friendly. We are growing and welcoming. We are internationally connected and globally diverse. We are Houston.



# Major Metro, Major Opportunity



**4<sup>th</sup>** Largest  
U.S. city

**7.8** Million  
Metro Population

**\$697** Billion  
Metro Economy

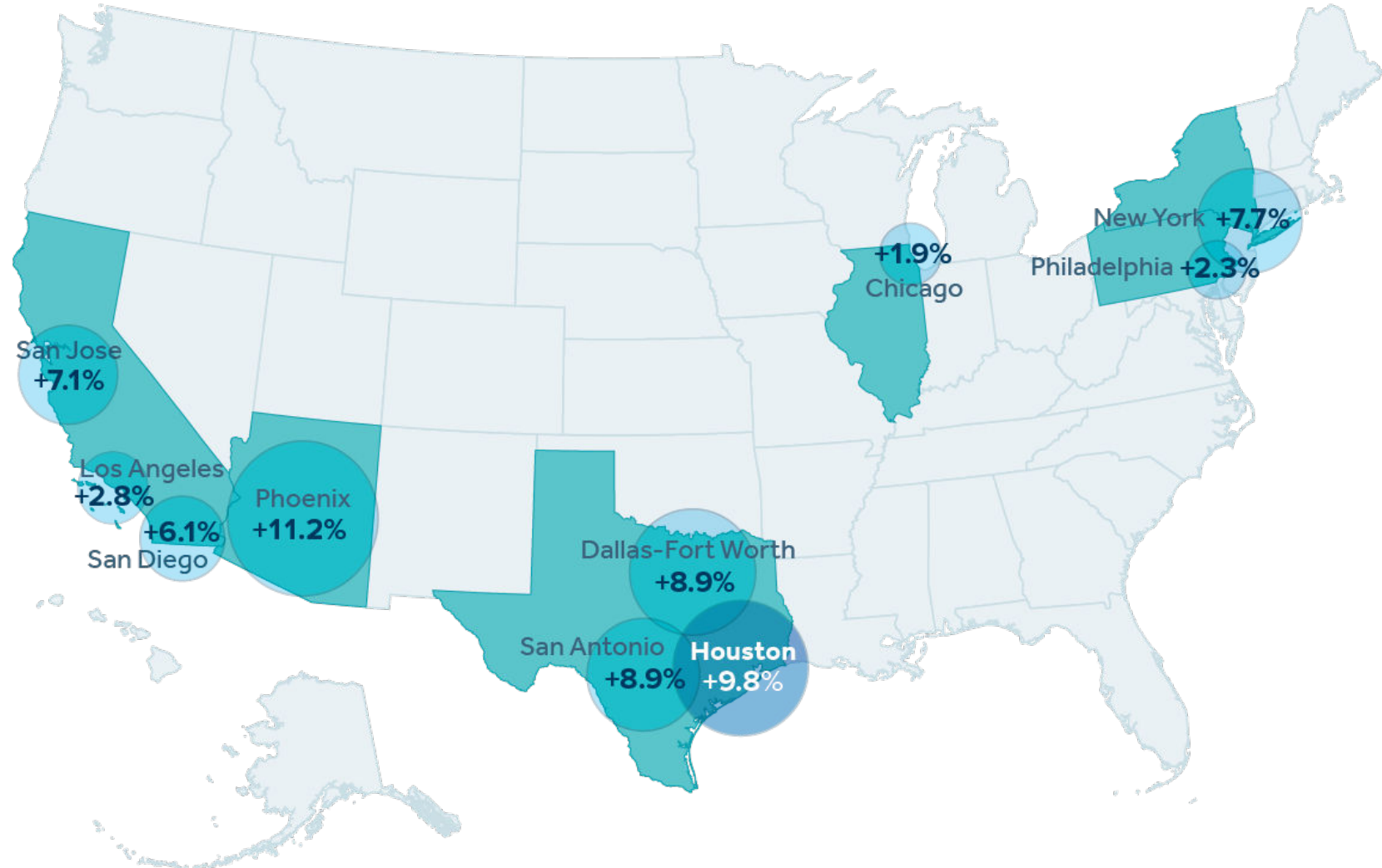
# Houston



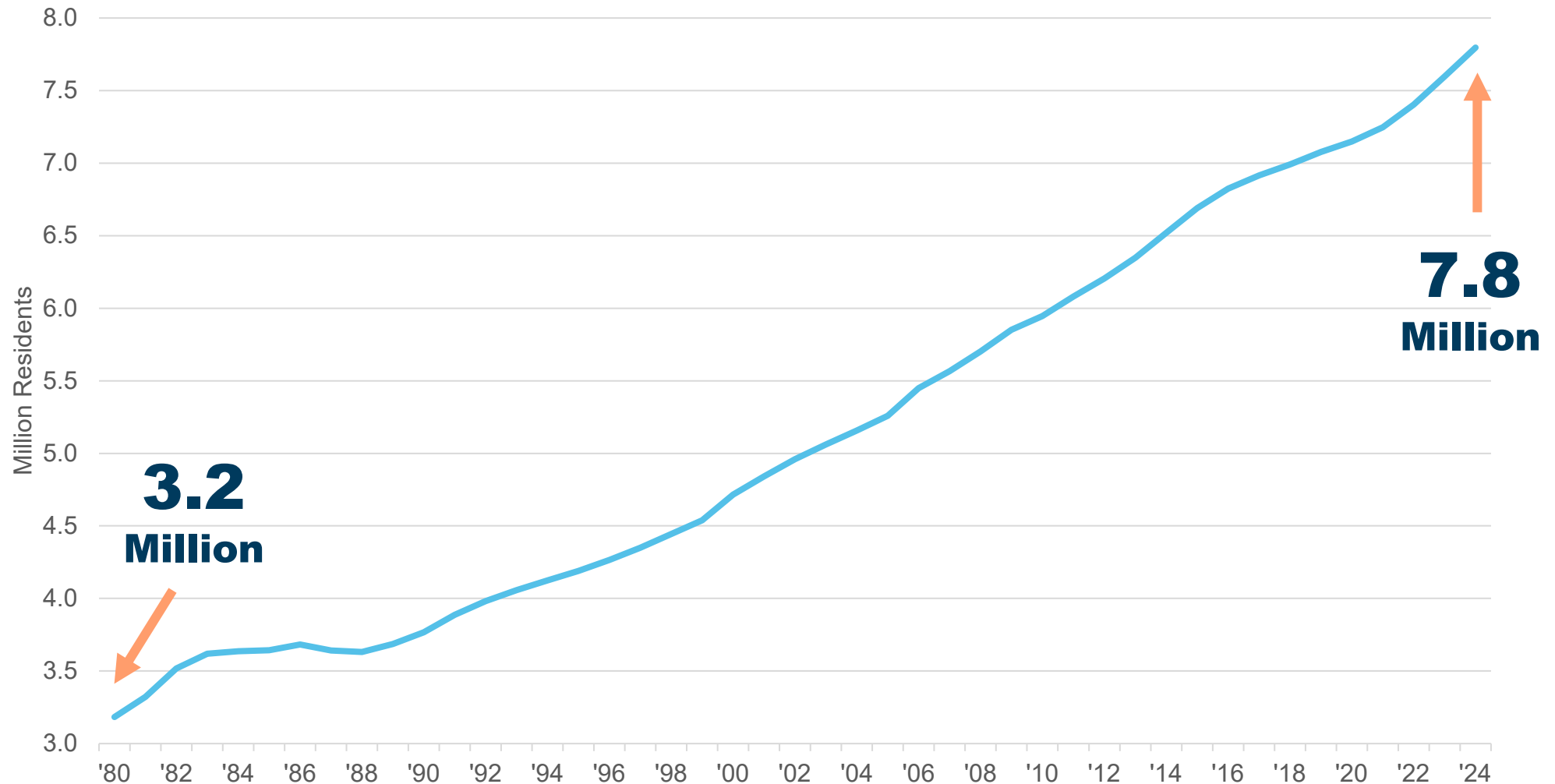
**9,444**  
square miles

# The World is Moving to Houston

Among  
America's  
Fastest  
Growing  
Metros



# Metro Houston Population

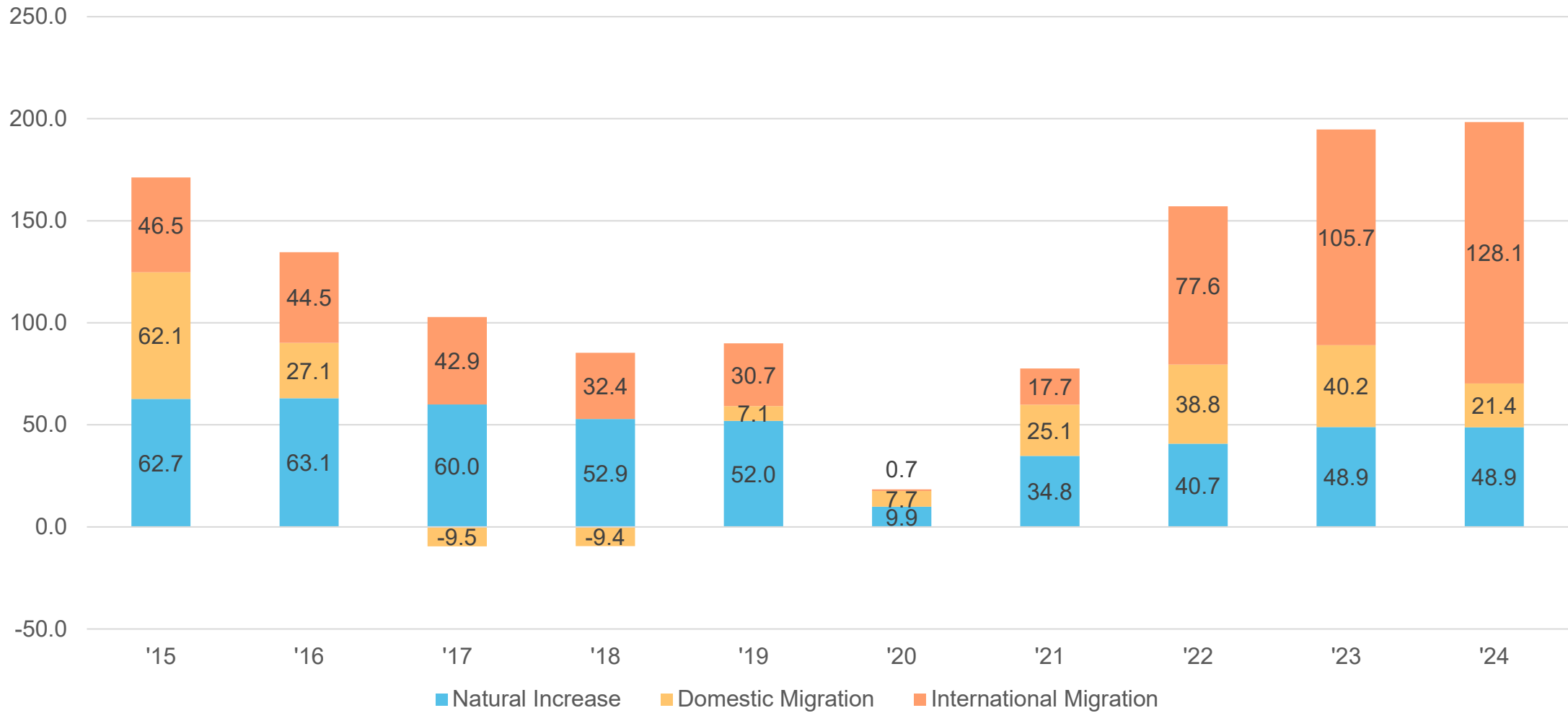


# Net Population Growth, 10 Largest U.S. Metros

## Ranked by Number of Residents Added

Metro Area	Change, '23 – '24
New York	213,403
<b>Houston</b>	<b>198,171</b>
Dallas	177,922
Miami	123,471
Washington	90,608
Phoenix	84,938
Atlanta	75,134
Chicago	70,762
Philadelphia	49,520
Los Angeles	41,214

# Components of Metro Houston Population Change (000s)

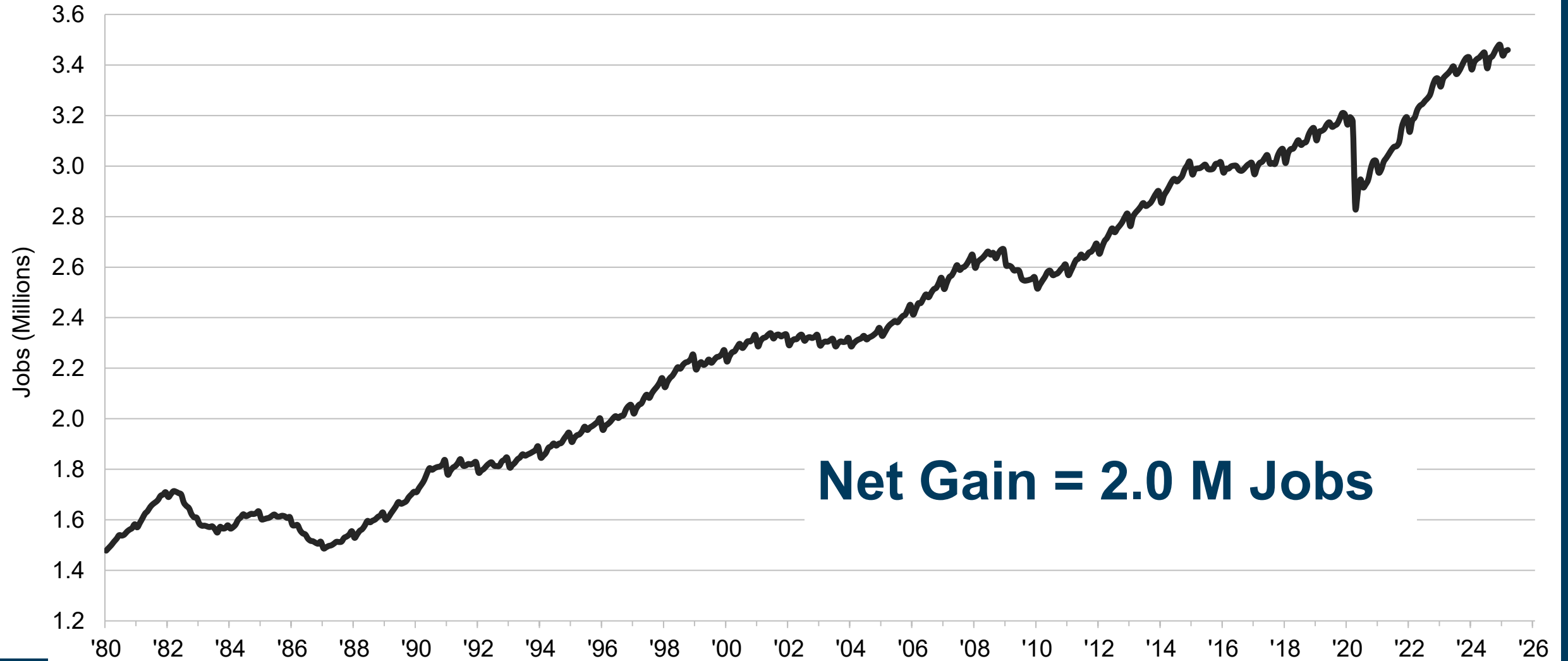


Source: Partnership calculations based on U.S. Census Bureau data

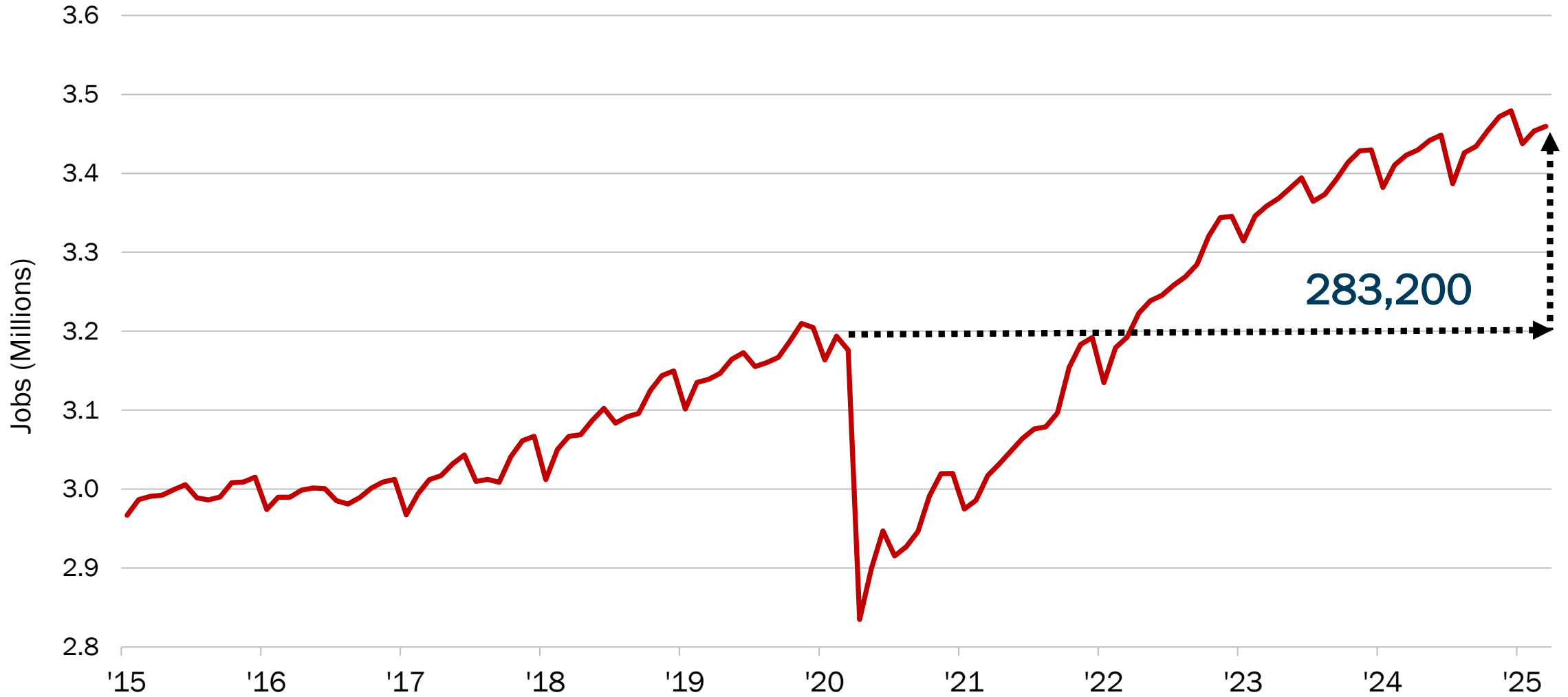
# Domestic Migration in '24, 20 Most Populous U.S. Metros

Rank	Metro	Gain/Loss	Rank	Metro	Gain/Loss
1	Dallas	24,550	11	Detroit	-11,626
<b>2</b>	<b>Houston</b>	<b>21,408</b>	12	Philadelphia	-12,769
3	Phoenix	21,364	13	Boston	-22,736
4	Tampa	10,544	14	Washington	-22,784
5	Riverside	1,249	15	San Diego	-23,934
6	Orlando	779	16	San Francisco	-39,938
7	Minneapolis	467	17	Chicago	-45,217
8	Atlanta	-1,328	18	Miami	-101,303
9	Denver	-2,635	19	Los Angeles	-122,349
10	Seattle	-11,483	20	New York	-146,888

# Metro Houston Employment



# Metro Houston Employment\*



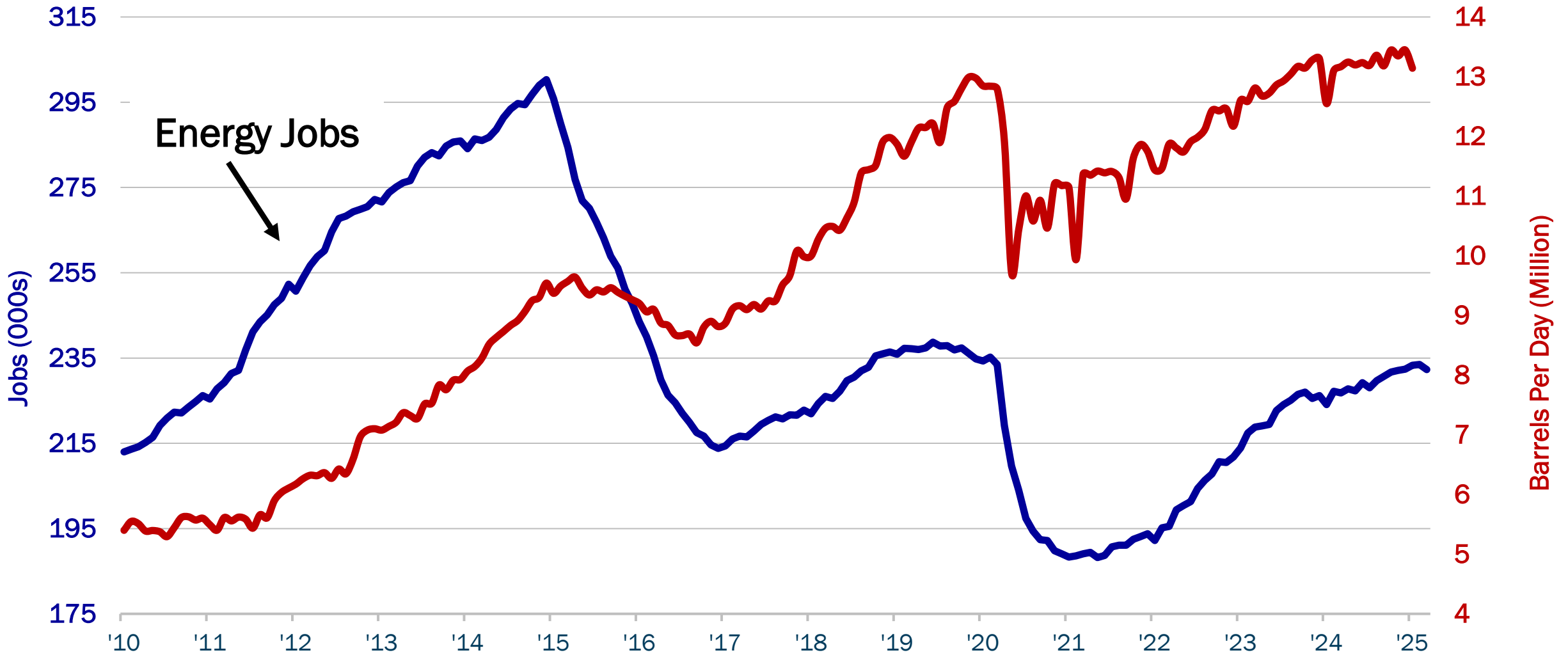
\* Not seasonally adjusted

# Employment By Sector, Metro Houston

Sector	Jobs	% Total	Sector	Jobs	% Total
Health Care	393,300	11.4	Other Services	136,300	3.9
Retail	320,400	9.3	Finance & Insurance	117,000	3.4
Restaurants & Bars	294,800	8.5	Oil & Gas Extraction	79,800	2.3
Public Education	284,300	8.2	Private Education	73,000	2.1
Prof, Sci & Tech Services	282,700	8.2	Real Estate & Equip Rentals	64,100	1.9
Manufacturing	239,600	6.9	Misc. Business	46,900	1.4
Construction	234,500	6.8	Arts & Recreation	41,800	1.2
Admin Supp & Waste Mgmt	227,000	6.6	Information	29,100	0.8
Government	188,300	5.4	Hotels	27,700	0.8
Wholesale	181,000	5.2	Utilities	24,900	0.7
Transportation & Warehousing	172,900	5.0	<b>Total</b>	<b>3,459,400</b>	<b>100.0</b>

Source: Texas Workforce Commission

# U.S. Oil Production v. Houston Energy Jobs



Source: U.S. Energy Information Administration & Texas Workforce Commission

49,500

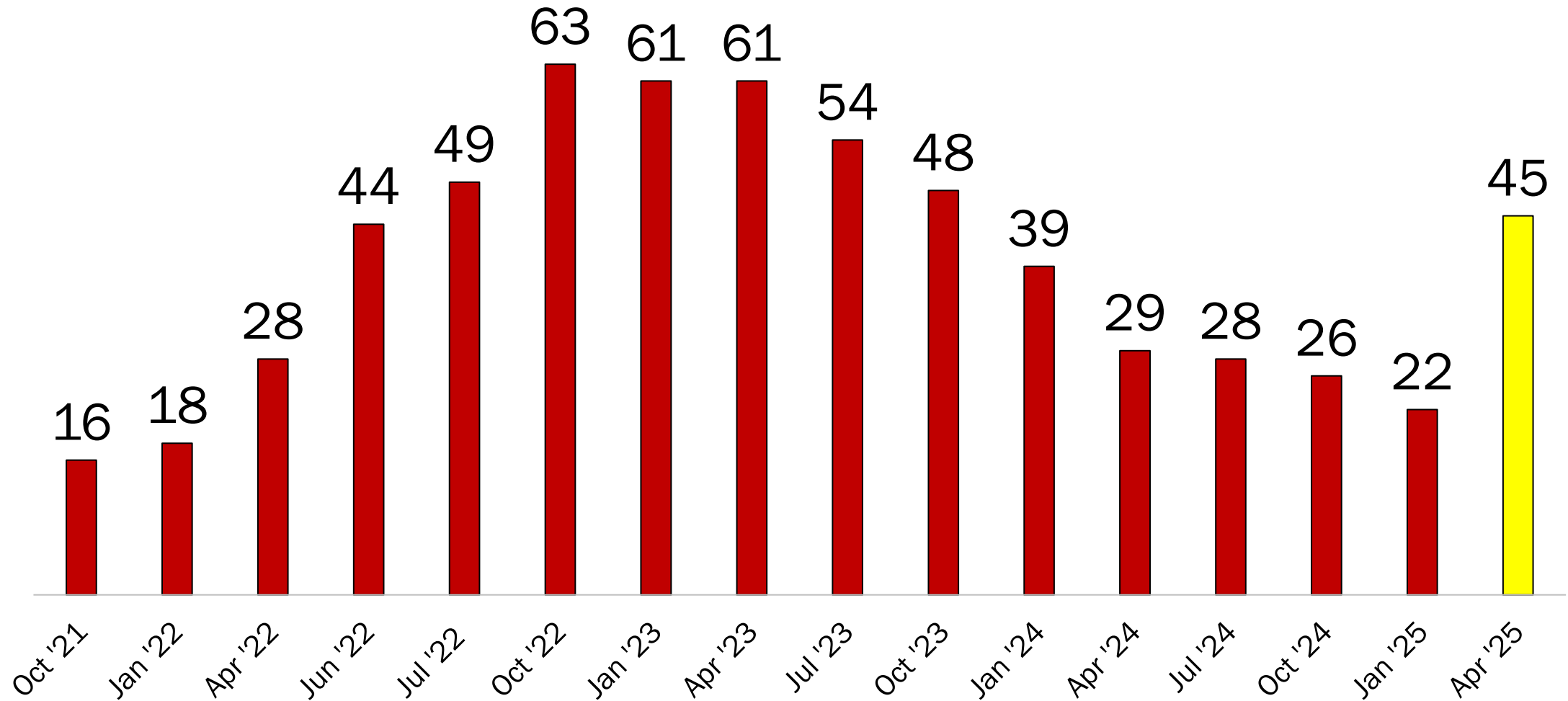
**Houston Job Growth**  
**Jan '24 – Dec '24**

# Jobs Added, 20 Largest U.S. Metros

Jan '24 – Dec '24

Metro	Jobs (000s)	Metro	Jobs (000s)
New York	164.9	Philadelphia	25.2
Washington	62.5	Riverside	22.9
Dallas	60.8	Minneapolis	17.2
<b>Houston</b>	<b>49.5</b>	Chicago	17.0
Atlanta	45.3	Tampa	16.0
Miami	41.0	San Diego	13.3
Orlando	37.5	Denver	12.0
Seattle	37.3	Detroit	9.4
Los Angeles	32.7	Boston	-6.6
Phoenix	27.7	San Francisco	-10.5

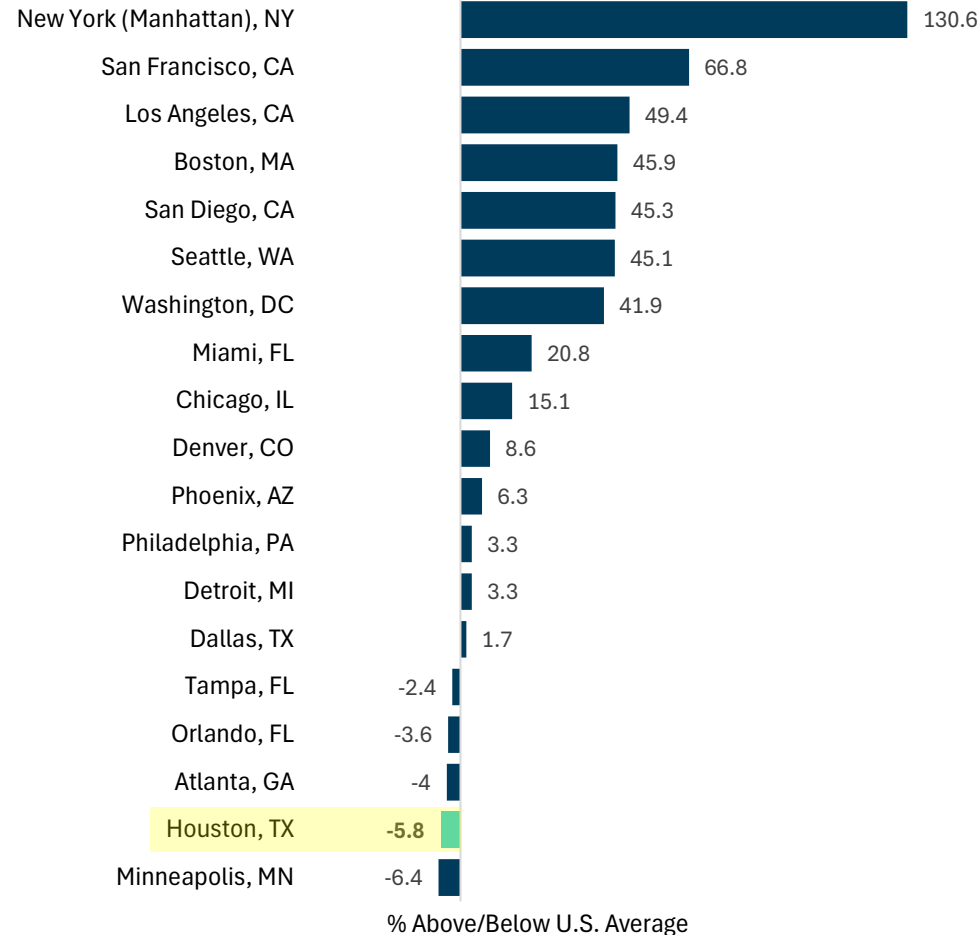
# % Probability of a Recession in the Next 12 Months



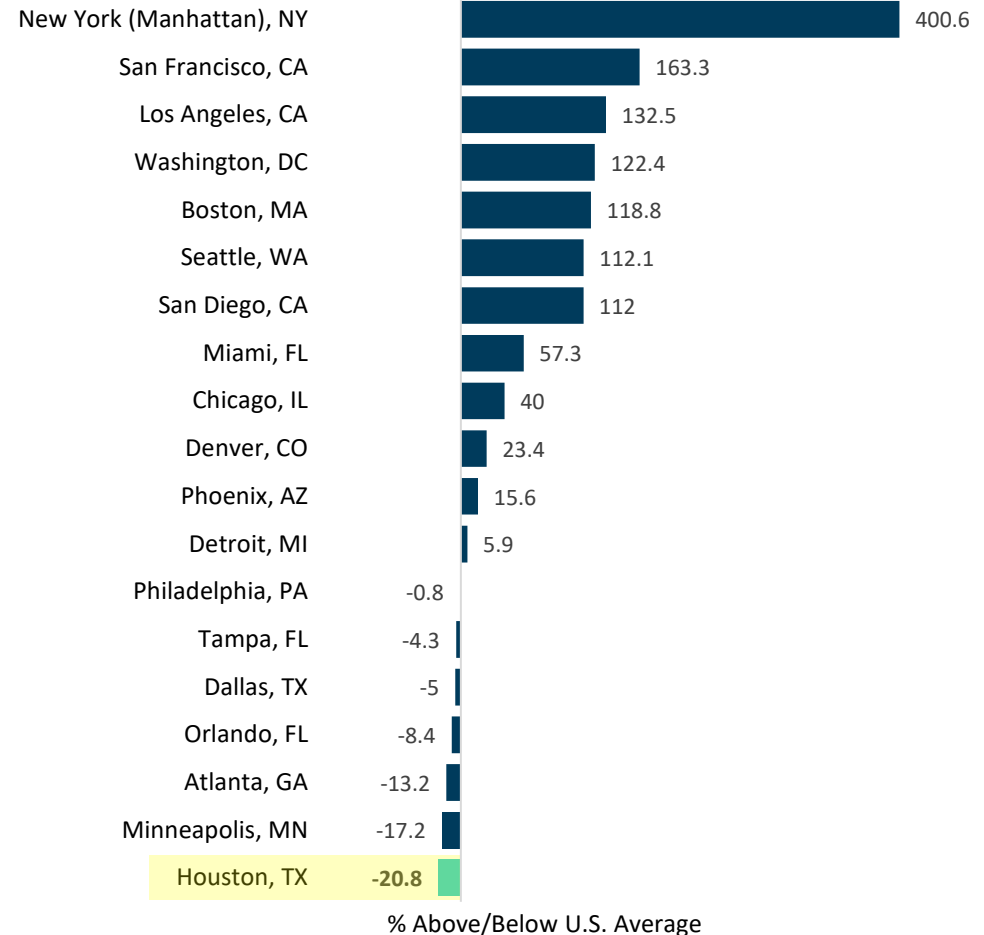
Source: *The Wall Street Journal*

# Low Cost of Living

### Cost of Living Comparison 20 Most Populous U.S. Metros\*



### Housing Cost Comparison 20 Most Populous U.S. Metros\*



# Access the World from Houston.

Business opportunities know no borders. In Houston, there are no barriers to connect with global markets and talent.



# Unparalleled Global Access



**Equidistant**  
to east and west coasts

**190+** NON-STOP destinations from two international airports

Direct flights to  
**6 Continents**

**37** Countries with direct service from Houston

HOUSTON

# The Entire World in a City

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America's Most Diverse City.

**1 in 4**

Houstonians are  
foreign born

**145+**

Languages  
are spoken

**30%**

International  
workforce

**#1**

City for International  
Business  
(Nikkei, 2023)



HOUSTON

# A Strong, Diverse 21<sup>st</sup> Century Economy

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Houston is an economic powerhouse  
with leading positions across key global industries.

*HOUSTON*

We are a Top Global Business Destination

# Diverse Industry Sectors

-  **Energy**
-  **Life Sciences**
-  **Aerospace & Aviation**
-  **Advanced Manufacturing**
-  **Digital Technology**

**25** **Fortune 500**  
Corporate headquarters

**39** **Fortune 1000**  
Corporate headquarters

**110** **Inc 5000**  
Corporate headquarters

# The New York Times

## *Apple Vows to Build A.I. Servers in Houston and Spend \$500 Billion in U.S.*

The company pledged the multibillion-dollar investment over the next four years and said it would create 20,000 jobs. The Texas facility is set to open in 2026.

 Newsroom

## Apple will spend more than \$500 billion in the U.S. over the next four years



## Apple's Major Investment Cements Houston as a Leading U.S. Manufacturing and Tech Hub

# THE WALL STREET JOURNAL.

## Apple Earmarks \$500 Billion for U.S. Expansion

Company will create 20,000 jobs and build a factory in Houston to support its generative-AI system



## Apple says it will build Houston-area manufacturing facility to fuel AI boom



Tim Cook  @tim\_cook

As a proud American company, we're thrilled to continue to make significant investments in the US. Today, we're announcing a \$500 billion commitment to support American innovation, advanced manufacturing, and high tech job creation.



HOUSTON



**Massive Tesla battery factory could bring 1,500 jobs to Brookshire west of Houston**



**Reuters**

**Tesla to build new megafactory in Texas**



**Tesla to spend nearly \$200 million on battery 'megafactory' in Brookshire**



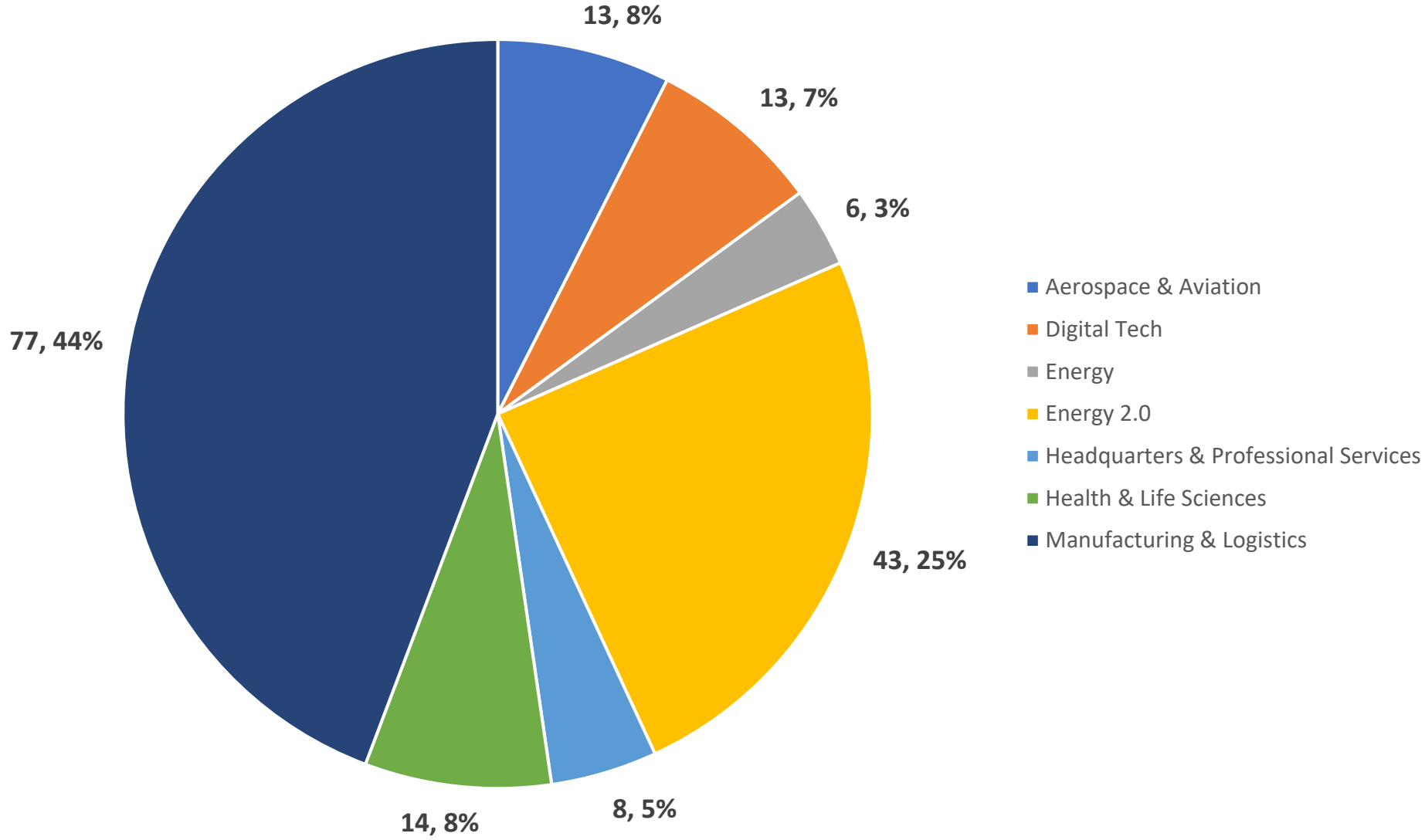
**Tesla receives tax break for proposed battery factory near Houston**



**Tesla to spend nearly \$200 million on battery 'megafactory' near Houston**

# EDD Update: 2025 Project Pipeline

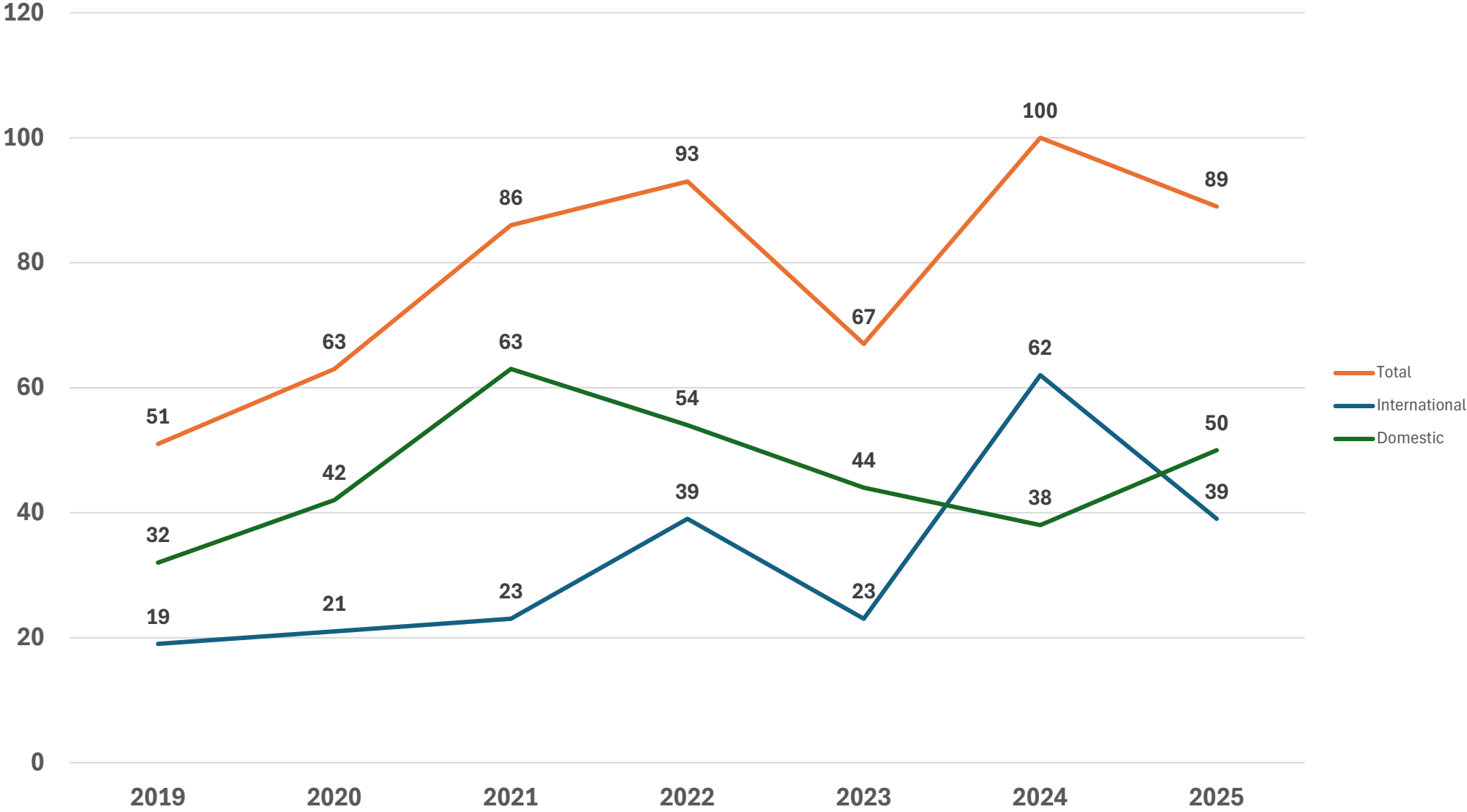
By Cluster



Project Pipeline: 174 projects; ~61,900 jobs; ~\$81.4 B Capex

# EDD Update: 2025 Project Pipeline

## 2025 New Projects: Through May



71,200  
jobs in '25



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