

GREATER HOUSTON CONVENTION AND VISITORS BUREAU

2014 - 2015
ANNUAL REPORT

Visit**HOUSTON**





MISSION STATEMENT

The mission of the Greater Houston Convention and Visitors Bureau is to improve the economy of greater Houston by attracting national and international conventions, trade shows, tourists and film projects to the area through sales, marketing and public relations efforts.

STRUCTURE & FUNDING

The Greater Houston Convention and Visitors Bureau is a 501(c)6 nonprofit corporation. The GHCVB is a marketing and service organization with a budget presently comprised of certain reserved funds and private funds raised through a variety of sources including investments in events, membership dues, advertising and in-kind contributions.

At the beginning of 2014, the GHCVB's primary source of funding was from a contract with the City of Houston which was assigned to the Houston First Corporation, or HFC, in 2011 and expired June 30, 2014. This contract funded approximately 92% of the GHCVB's budget from a tax on hotel/motel occupancy within the incorporated boundaries of Houston, Texas.

Upon expiration of the contract on June 30, 2014, the GHCVB and HFC boards approved a strategic realignment between the two organizations to create a more efficient approach to marketing and selling Houston to tourists and conventions. As part of that agreement, GHCVB employees became employees of Houston First Corporation while the GHCVB maintained its own board of directors and gained seats on the HFC board.

With the realignment the organization has enhanced resources available — both human and financial.

2014 KEY ACCOMPLISHMENTS

- Booked 569,440 convention and meeting room nights, 104% of goal
- Generated \$47 million for the local economy through local film and commercial projects
- Booked 78,210 room nights through international leisure and reunions, exceeding goal
- Added 143 new members to the city's largest network of hospitality businesses
- Reached 4.6 million website visitors through the *VisitHouston.com* website network
- Established new annual business opportunities for Houston, including SpaceCom

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District B

District C

District D

District E

District F

District G

District H

District I

District J

District K

At-Large 1

At-Large 2

At-Large 3

At-Large 4

At-Large 5

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County Judge

ED EMMETT

Commissioners

COMMISSIONER EL FRANCO LEE

COMMISSIONER JACK MORMAN

COMMISSIONER STEVE RADACK

COMMISSIONER R. JACK CAGLE

Precinct 1

Precinct 2

Precinct 3

Precinct 4

Dear Members,

First let me say, to those of you I have already had the pleasure of meeting, thank you for the warm Houston welcome. You have truly made me feel at home. I look forward to meeting and getting to know the remainder of you over the coming months.

It is truly a remarkable time for the Greater Houston area and those of us who are proud to call this city home. Construction cranes can be viewed in virtually every direction you look, signaling the amazing growth Houston is currently experiencing. A number of those cranes will be delivering new hotel rooms, allowing us to better position and sell our destination. Meanwhile, unprecedented residential construction, both downtown and in the surrounding areas, will create additional retail and restaurant offerings, which are key elements for attracting visitors.

The media is also recognizing our city as one of the top cultural and culinary destinations in the nation. Houston has a long history of blazing new trails and leading through innovation. I believe this passionate drive to make Houston better, and the remarkable collaboration between the public and private sector, will spell prosperity for years to come.

The opportunity to be a part of Visit Houston at this point in time, and to embark on this journey with you and the team, is truly an honor. As you will see in the following pages, 2014 was another solid year for the team with positive year-over-year results in all departments.

Nevertheless, ours is an ever-evolving industry, and that's why the team and I have already begun working on establishing new metrics to define success moving forward. We will build on the solid work conducted thus far and develop strategic plans by segment. We will establish key benchmarks and adjust as needed based on our results. I want the Visit Houston team to be recognized as one of the most progressive, innovative, nimble and customer-centric sales and marketing organizations in the country. And with all of the key ingredients—resources, talent, vision and alignment—we are poised to do just that.

As we elevate our game, we will be asking all of you, our partners, hoteliers, members and board, to do the same. Progress requires change, and now is the time to be bold and proud. We have work to do to demonstrate the value of tourism in Houston. Transportation and better connecting areas of our city, along with developing and branding our downtown Convention District, will be top priorities. It will be our “collective” job to continue to solve our challenges while simultaneously celebrating our strengths.

The future could not be more exciting for our city. The infrastructure enhancements and development underway and planned are a compelling competitive advantage, which we fully plan to capitalize on. Furthermore, the Final Four and Super Bowl are global events that will further spotlight Houston as a premier destination. The city has a wide assortment of existing assets that are extremely marketable, ones we can proudly lead with and let the world know...Houston is the place to be.

The team and I are poised and ready to serve you, our board, our members, our customers and our city.



MIKE WATERMAN

President, Greater Houston Convention
and Visitors Bureau



Dear Members,

I began my hospitality career in Houston in 1970 waiting tables at the Sheraton Town and Country while completing my studies at the Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston. I graduated in 1973, married Vicki in 1975 and we raised three children, who are also graduates of the college and are career hoteliers.

Some of my fondest memories from those days are with the Convention and Visitors Bureau (Lynn Rolston, Steve Moore and Jordy Tollett); the Hotel and Lodging Association of Greater Houston (Dr. James Taylor and Julie Fortney) and with the Hilton College (Deans Jim Taylor, Jerry Lattin and John Bowen). All of these people were giants in our industry who laid the groundwork for what we are so fortunate to have in front of us today. That's why I am proud to follow in their footsteps and serve as Chairman of the Greater Houston Convention and Visitors Bureau, popularly known as Visit Houston.

Fast forward 45 years and the hospitality industry has changed. It has become more professional, more focused, and certainly more bottom-line oriented. From the products that we offer to the service levels that we expect, it's an ever-changing landscape. As an organization, we too must adapt and change in order to keep pace.

We live in the most dynamic and diverse city in America. Houston has a "can-do" spirit, an entrepreneurial soul, and a cooperative relationship between government and the private sector that sets an example for the rest of the nation. As a result, companies, employees and our economy continue to thrive.

Business travel to Houston has been the mainstay of our hotel revenue for many years, but now that segment is changing due to cut-backs in the energy industry. Visit Houston strives to fill that gap with more convention and tourist business. Why conventions? Because Houston will be the only major city in Texas with two headquarter hotels adjacent to a major convention center, giving us a unique advantage. Why tourists? Because we have an incredible variety of attractions, museums, restaurants and hotels that more visitors can take advantage of. That's why in April we launched a new tourism initiative that aims to grow the number of annual visitors to the city by 30% over the next three years to 20 million.

Fortunately, with our new affiliation with Houston First, we are up to the challenge; and our new president, Mike Waterman, is well underway with his plans to increase visitation to Houston from all market segments.

Thank you for your service as a member of our organization. The next two years will be critical to our long-term mission and we will need each and every one of you to be strong advocates for the city we all love.

Best regards,



NICK MASSAD, JR.

Chairman, Greater Houston Convention
and Visitors Bureau



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David Tagliarino
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Latha Thomas
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Natural Science

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Redevelopment Authority, Houston
Downtown Management District

Rebecca Greene Udden
Main Street Theater

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Houston First Corporation

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George R. Brown Convention
Center

Mike Waterman
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Patricia Herrera
Main Connections

Howard Jefferson
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Jordan Capital Management

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Carole Look

Jim McIngvale
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Robert McNair
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Lakewood Church

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Greenberg Traurig, LLP

Jack Sweeney
The Houston Chronicle

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Chris K. Wilmot
Glory Infrastructure, Inc.

Mark Yanke

When it comes to

HOUSTON

the reviews are in.

Ranked No. 12
in **TripAdvisor's**
Travelers' Choice
Awards "Top
25 Destinations,"
above all other
Texas cities

Listed among
10 most underrated
destinations in the
U.S., according to
Huffington Post

Named
the Best City
in America by
Business Insider

Ranked No. 2 on
Travel + Leisure's
list of America's
Favorite Cities 2014

*In recent years the
Texas city has
reinvented itself as a
cultural center and
culinary powerhouse,
attracting visitors from
across the globe.*

**- Architectural
Digest**

*Over the past decade,
the USA's fourth-larg-
est city has quietly
become not just a
powerhouse of intellect
and culture in Texas,
but a major player on
the world stage.*

- USA Today



Where to Go
in 2015

**The Boston
Globe**

Best Places to
Travel in 2015

**Travel + Leisure
Magazine**

Top 15 Places
to go in 2015

**Condé Nast
Traveler**

The depth in culinary diversity, number of chefs sourcing local ingredients and sense of friendly community in the restaurant scene defies anything I've found elsewhere.

- Dallas Morning News

The place every astronaut knows by name has plenty of out-of-this-world offerings. Whether dining, shopping, soaking in culture or enjoying nightlife, you'll be over the moon in America's fourth largest city.

- Daily Candy

Long known as the country's oil capital, the Bayou City is experiencing a downtown renaissance, investing in new green space, impressive public art and reinvigorating historic places.

- New York Magazine

Seasoned veterans and classically trained young chefs with impressive resumes are synthesizing Houston's multitudinous influences with their own styles and points of view.

- Austin American-Statesman

DESTINATION SALES

The mission of the Destination Sales department is to generate and convert the greatest possible number of hotel room nights from trade shows, conventions, meetings and special events while promoting and selling the Houston area as a world-class meeting destination. The Sales team strives to reach its annual goals through direct sales activity and meeting planner networking during attendance at major industry events and trade shows, direct marketing and city hosted visits.

In addition to citywide conventions, the sales team also facilitates single-hotel, in-house groups. In 2014, the Destination Sales team contracted 367 groups for a total of 569,440 room nights, achieving 104% of its annual goal.

Groups that use convention facilities afford the opportunity to place business in multiple hotels and among our hospitality partners. This year, the Sales team secured 50 contracts for groups with meetings convening at the George R. Brown or NRG convention centers.

Significant new bookings during 2014 included:

- American Wind Energy Association, which will bring more than 13,000 attendees and 28,000 room nights.
- First Robotics, which will attract more than 25,000 attendees and 22,000 room nights.
- American Association of Neurological Surgeons, which will host more than 7,000 attendees equating to 12,000 room nights.
- Society of Exploration Geophysicists, which will bring more than 10,000 attendees and 10,200 room nights.
- American College of Allergy Asthma & Immunology, which will attract more than 4,000 attendees and provide 6,000 room nights.

Significant meetings hosted in Houston in 2014 included:

- Microsoft Corporation, which brought more than 12,000 attendees and resulted in 36,500 room nights.
- American Public Transportation Association, which attracted more than 15,000 attendees and booked 9,300 room nights.
- USA Volleyball Association, which hosted more than 10,000 attendees and resulted in 32,500 room nights.
- Ace Hardware Corp, which brought more than 11,000 attendees and 15,300 room nights.
- American Society for Bone and Mineral Research, which attracted more than 4,000 attendees and resulted in 9,500 room nights.

ACTUAL
Tentative
Room Nights
2.4 Million

GOAL
Tentative
Room Nights
1.4 Million

	2014 Goal	2014 Actual	Percentage of Goal
Total Room Nights Booked	550,000	569,440	104%
Total Room Nights from Citywide Conventions	300,000	395,469	132%
Tentative Leads	625	1,104	177%
Tentative Room Nights	1.4 million	2.4 million	171%

TOURISM

The International Sales & Tourism department was changed to the Tourism department in 2014 as part of the strategic realignment with Houston First. Before the change, the department was charged with increasing international travel to the Greater Houston area by attracting international meetings, conferences and events as well as individual travelers. As part of the realignment, effective July 1, 2014, International Sales was moved to the Destination Sales department under the direction of the Senior Vice President of Sales.

The new Tourism department is charged with the promotion of the Greater Houston area as a leisure destination with the goal of increasing travel to Houston by individuals and tour groups, resulting in increased business for area hotels, attractions, restaurants and others in the hospitality sector. The department is also tasked with working with the Houston hospitality industry to assist in leisure promotional efforts and encourage the creation of new leisure product offerings in the city.

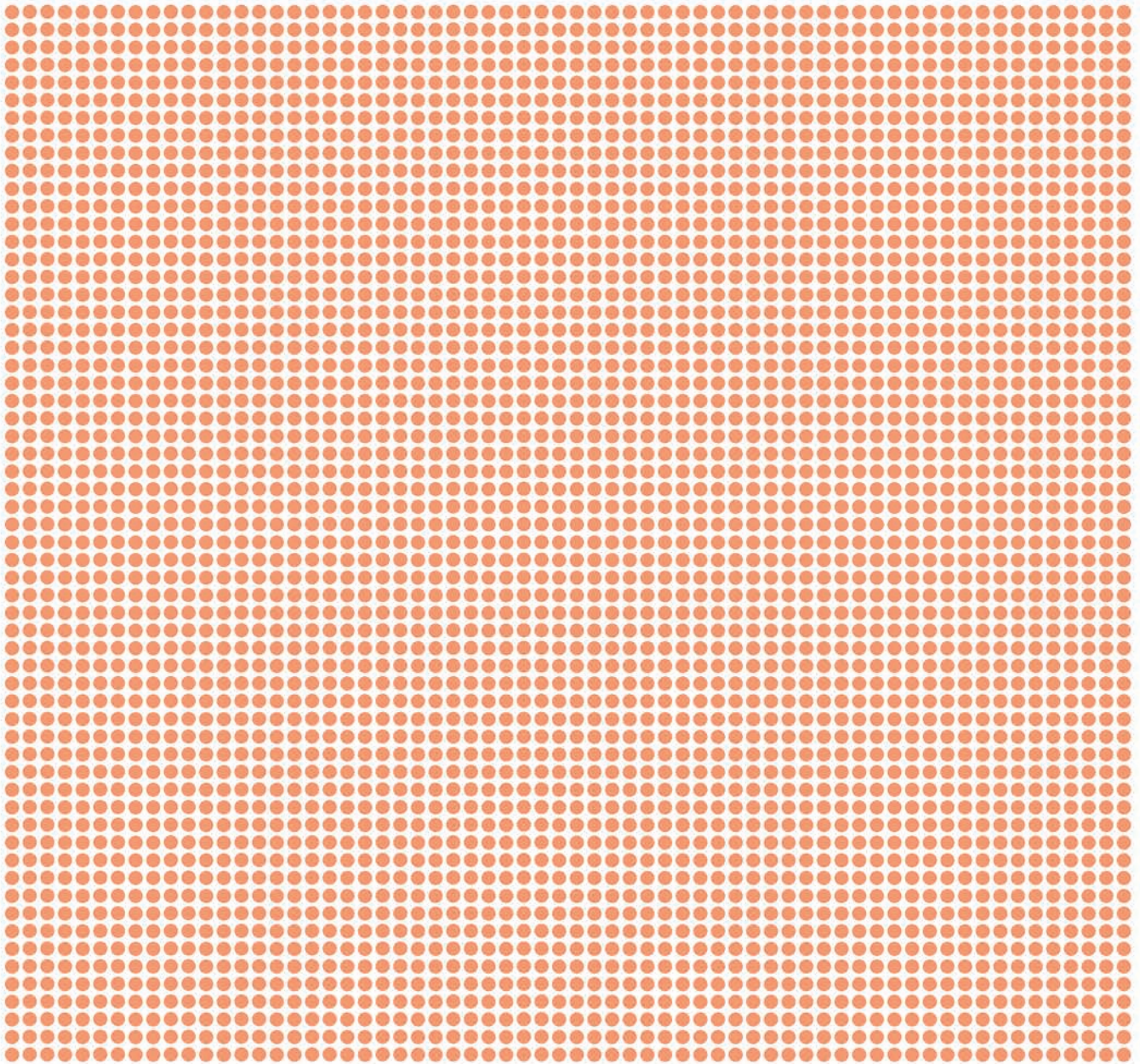
Tourism now works with domestic and international travel trade, including wholesale, retail and online agencies and tour operators in order to reach the traveling consumer. The Tourism team also participates in travel and consumer trade shows and organizes sales missions and familiarization trips to reach its key clients. The department also handles visits to Houston by international media, manages the Spanish website to generate exposure for Houston in Latin America and manages agencies representing the city in markets from Asia to Europe.

The former International Sales and Tourism department secured more than 10,038 room nights for Houston in 2014 from the international meetings and leisure markets. The department also secured 78,210 leisure room nights from international markets by working with top producing wholesalers, tour operators, receptive operators and retail travel agents.

On the international PR front, the department secured 748 media placements, with a total of 9.8 million impressions which generated \$7.3 million in positive media value for the year. The Spanish-language website *VisitaHoustonTexas.com* logged more than 247,000 visits in 2014, a 28% increase over the prior year. The accompanying Twitter and Facebook accounts grew to 4,581 and 8,644 respectively with help from the GHCVB's Mexico office. International Sales also trained 3,889 travel professionals around the world on how to sell Houston as a meetings and leisure destination, more than double the department's annual goal.

As the department shifted to a Tourism focus in the latter part of the year, the focus went to supporting the new airline launches from Mexico to serve the Houston market. United, Volaris, Interjet, AeroMexico, Viva Aerobus, Spirit and Southwest Airlines all announced new flights from Mexico to Houston during this time and our focus shifted to support the new service which has made it much more affordable to visit Houston.

	International Leisure Room Nights and Reunions	International Meetings Room Nights	Spanish Website Visitation	Stories Generated (150,000 Readers or Greater)	Travel Professionals Trained in Selling Houston
2014 Goal	75,000	40,000	300,000	90	2,000
2014 Actual	78,210	10,038	247,611	75	3,889
Percentage of Goal	104%	25%	83%	83%	194%



Travel Professionals
Trained in Selling Houston
3,889

DESTINATION SERVICES

The Convention Services department was renamed Destination Services in 2014 as a part of the strategic realignment with Houston First and was expanded to include Destination Events.

The Destination Events team supports Sales in the organization and coordination of pre-planning citywide site inspections, familiarization visits, special events, sales missions, sponsorships and key industry shows. The team coordinates all event requirements such as exhibition booths, layout and ancillary activities to elevate Houston's presence at the event.

The Destination Services team is responsible for providing assistance for all definite meeting and convention business in Houston and surrounding areas. This is accomplished through client consultation and knowledge of our Membership products and services. The Destination Services team is the liaison between the client and members. They work directly with the meeting planner to plan, coordinate and execute planning sessions prior to the beginning of their convention.

In 2014, the team conducted numerous attendance promotional trips representing 123,467 room nights and 77,650 attendees, with the goal of showcasing Houston as the host for their next meeting. Services provides education and insight into Houston and promotes the city as a meeting destination. Destination Services conducted 64 planning sessions, exceeding the 2014 goal of 50.

Destination Services continues to expand the Destination Awareness Program, exceeding the 2014 goal of 26 events. This program helps connect the GHCVB with members, city departments and the community to more effectively communicate the economic impact of conventions.

64 Destination
Services Planning
Sessions



	2014 Goal	2014 Actual	Percentage of Goal
Attendance Promotion Trips	8	9	113%
Planning Sessions	50	64	128%
Convention Awareness Program	26	28	108%
Housing Program	10	12	120%
Conduct Sales and Service Calls	4	6	150%
Administer Planner Evaluation for Major Associations	20	9	45%

MEMBERSHIP

With 1,200 members, the GHCVB is the largest network of hospitality, sales and marketing professionals in the Greater Houston area.

The mission of the Membership department is to create membership engagement and generate revenue for the GHCVB by securing and retaining GHCVB members and providing them access and exposure to the lucrative convention and tourism markets.

A total of 143 new members were added in 2014. Membership met their member engagement goals, holding two member showcases and two educational programs featuring top professionals in tourism development and advertising. The department also hosted six member orientations designed to engage current members, provide networking opportunities and educate the community of GHCVB services.

The department continues to enhance the membership program to better engage, inform and retain current members, as well as obtain new members. Thus far, the program has generated new tools including the Membership Informer e-newsletter, member showcases, educational workshops, networking opportunities and the Membership Market Place, which serves as an outlet for members to promote their goods and services. Additionally, the alignment of Houston First and GHCVB in 2014 has enhanced and expanded GHCVB's membership business opportunities.

13 Member
Educational
Opportunities



2 Member Showcase Events
 3 Member Networking Events

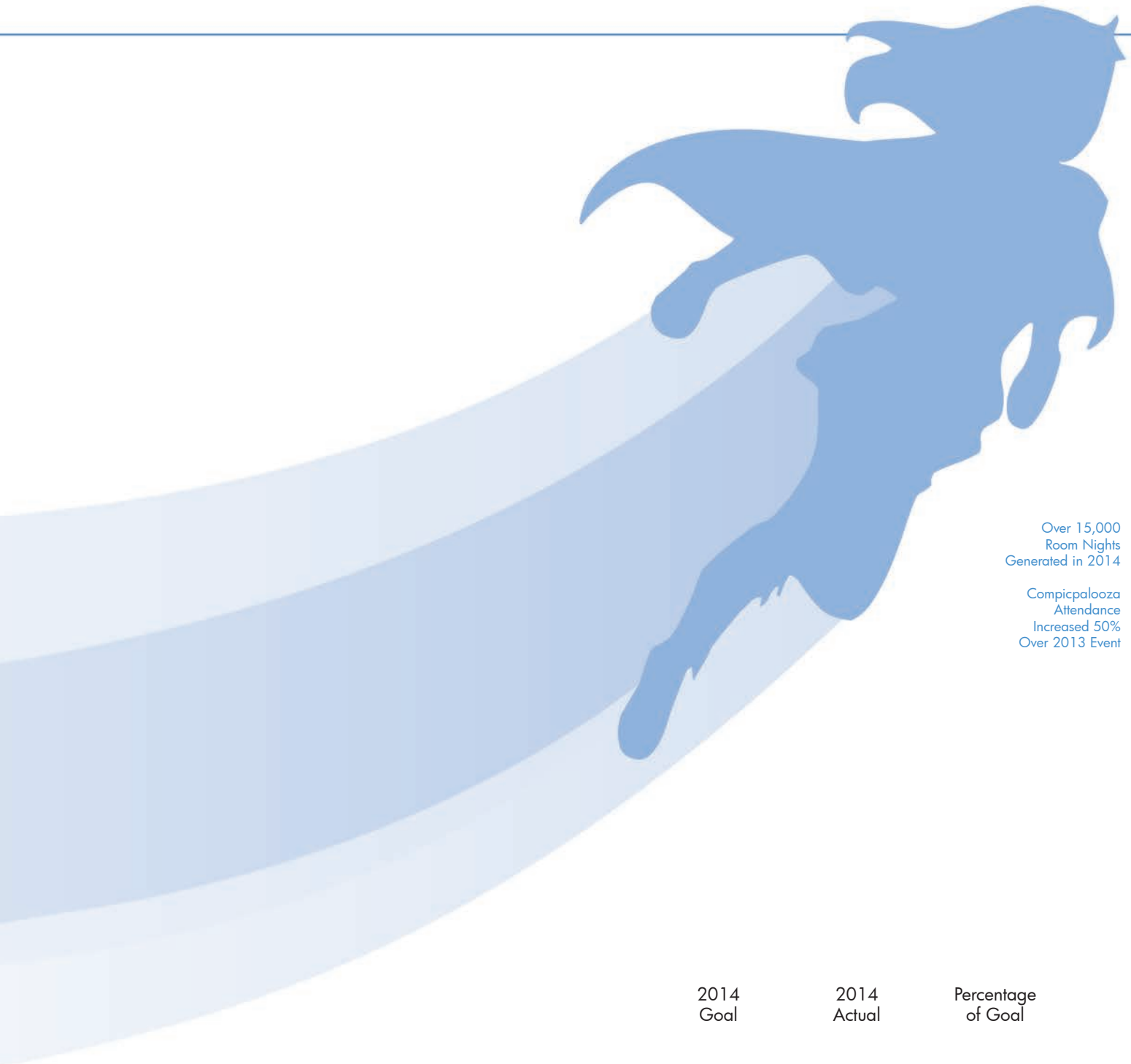
	2014 Goal	2014 Actual	Percentage of Goal
Recruit New Members	180	143	79%
Member Showcases	2	2	100%
Member Educational Opportunities	14	13	93%
Member Networking Opportunities	2	3	150%

PARTNERSHIPS & EVENT DEVELOPMENT

In 2014, Partnerships & Event Development continued to expand existing events, including Comicpalooza, while also launching a new one. The first Medical World Americas was held in April and represents a partnership between the organizers of MEDICA and the Texas Medical Center. More than 2,000 medical professionals from 32 states attended the inaugural conference and expo.

The event development initiative continued to expand with the creation of SpaceCom – the Space Commerce Conference and Expo, which will be held annually in Houston beginning in November 2015. SpaceCom is a partnership between the GHCVB, Houston First, trade show industry leader National Trade Productions and NASA's Johnson Space Center.

Comicpalooza continued its swift growth over the 2014 Memorial Day Weekend with more than 32,000 in attendance, which represented a 50% increase over 2013.



Over 15,000
Room Nights
Generated in 2014

Compicalooza
Attendance
Increased 50%
Over 2013 Event

	2014 Goal	2014 Actual	Percentage of Goal
Room Nights Generated	12,000	15,000+	125%
Economic Impact	\$15 million	\$18 million	120%

MARKETING

The Marketing department promotes the Greater Houston area as a convention, business and tourism destination. These efforts include advertising, public relations, sponsorship, special events, promotions, website and collateral development.

The more people the organization is able to reach, the greater its influence. In 2014, 4.7 million people visited the Houston CVB's web network, which includes: *VisitHouston.com*, *VisitaHoustonTexas.com* (Spanish), *MyGayHouston.com*, *HoustonCulinaryTours.com*, the new *IDoHou.com* and *HoustonReunions.com*, representing a 29% increase over the previous year.

Moreover, the network of websites generated 179,653 room nights in 2014 and direct spending of \$88.6 million from the leisure visitor market.

The 2014 advertising efforts included a national print campaign in the *Wall Street Journal* and digital placement in *New York Times'* news, lifestyle and dining sections. The local TV and radio broadcast ads aired in the Texas and Louisiana markets featuring the My Houston campaign. Social media advertising was added to the mix in 2014, bringing the total "likes" for the *VisitHouston.com* Facebook page to 103,898, which nearly tripled the engagement year-over-year. The international advertising efforts increased with dedicated media buys targeting the key markets of China, Mexico, South America and Europe.

Marketing's domestic public relations efforts placed Houston in the national spotlight with 176 media placements generated by pitches and 75 placements generated by media visits. These placements contributed to \$26 million in positive publicity for the city in 2014. High profile placements included pieces in *New York* magazine, *Condé Nast Traveler*, *Travel + Leisure*, *Money* magazine and *Architectural Digest*.





176 Media Clips Generated from a Pitch

	2014 Goal	2014 Actual	Percentage of Goal
VisitHouston.com Network Traffic	4.7 million	4.6 million	98%
Media Generated from Journalist Visits (Clips)	60	75	125%
Media Generated from a Pitch (Clips)	90	176	196%
Coordinated Interviews	75	61	81%
Outside Market Media Events and Desk-Side Visits	15	18	120%

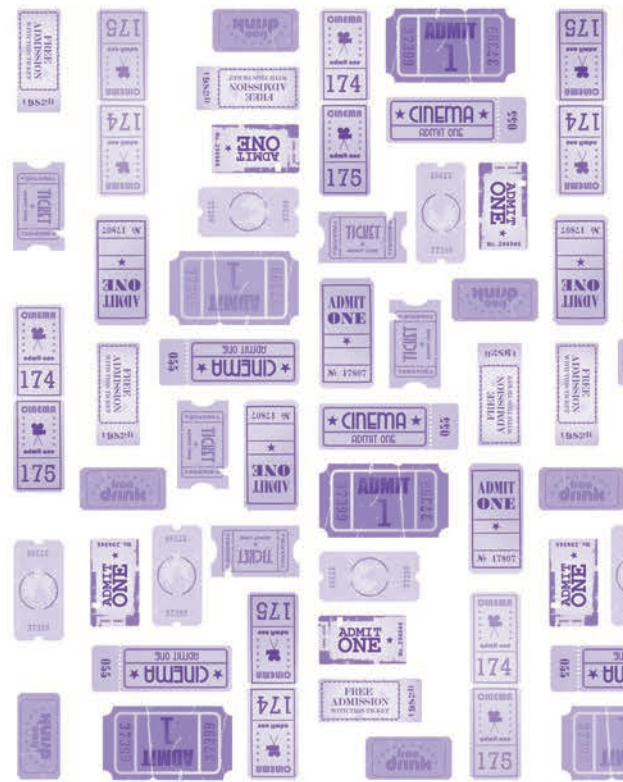
HOUSTON FILM COMMISSION

The mission of the Houston Film Commission is to increase the number of film and video projects shot in the Houston area and build a sustainable film infrastructure. A healthy film industry puts heads in beds, creates jobs, expands the tax base, and enhances the image and visibility of the greater Houston community.

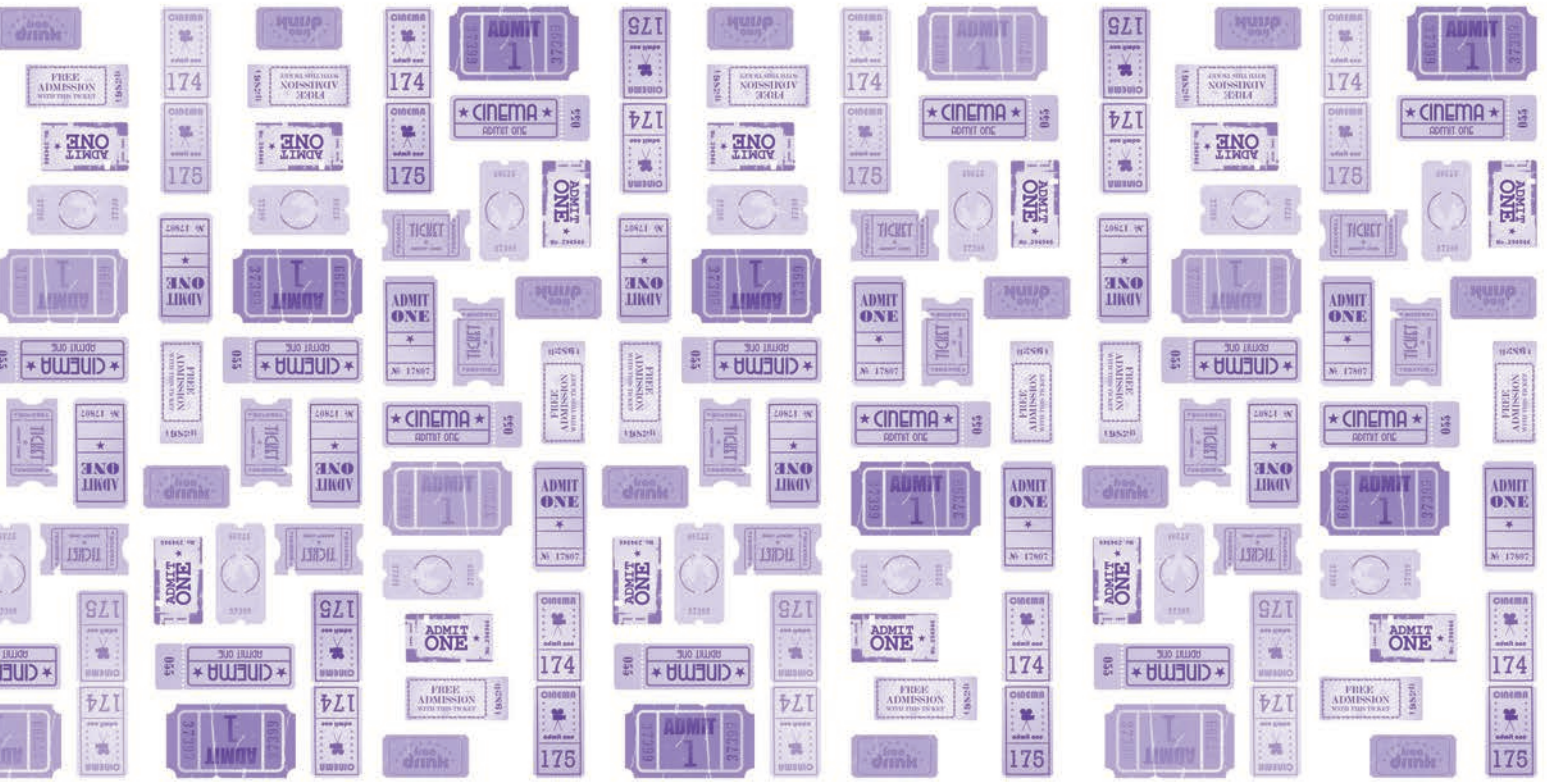
In 2014, the Houston Film Commission recorded 186 film and video projects representing 759 shooting days. Direct spending locally by the film industry in 2014 totaled \$15.8 million with a total economic impact of \$47 million.

Major projects filmed in Houston in 2014 included commercials for Porsche and Verizon and the feature films *Osprey* and *The French American*. The cable series shot during the year included *The Little Couple*, *Cedric's Barber Battle*, *Big Rig Bounty Hunters*, *Animal Cops* and *Demolition*, while broadcast series included *The Brain: The Inner Cosmos* and *True Crime*.

The Houston Film Commission also continues to have a strong presence at major industry events, including the Los Angeles, Austin, Dallas and Sundance film festivals as well as the American Film Market and SXSW. These events allow the Commission to connect with producers and filmmakers and more effectively market the Houston region as a film and video destination.



186 Film and Video
Projects in 2014



	Film and Video Projects	Shooting Days	Direct Expenditures by Film and Video Productions	Economic Impact of Film and Video Productions	Project Specific Location and Production presentations	Film and Video Marketing and Events Programs
2014 Goal	225	875	\$20 Million	\$60 Million	250	20
2014 Actual	186	759	\$15.8 Million	\$47 Million	223	22
Percentage of Goal	83%	87%	79%	78%	89%	110%

VISITOR INFORMATION SERVICES

The elements of the Visitor Information Services department include mail request fulfillment and the Houston Visitors Center, which relocated from City Hall to the Convention District in mid-2015.

The mission of Visitor Information Services is to increase visitor attendance as well as length of visitor stays and encourage repeat visitation by providing relevant visitor information, attractive retail merchandise and a quality visitor experience. The department generates revenue for GHCVB members by referring visitors to their establishments and services.

In 2014, Visitor Information Services generated revenue of \$113,364, 133.6% of its goal. A total of 20,275 walk-in visitors for the year showed an 8.3% increase over the prior year. Requests for information were roughly the same as the prior year at 8,806 requests.

Visitor Information Services continues to have a strong presence in social network outreach and has seen a shift from mail-out requests to online requests. This shift in the preferred form of communication enables Visitor Information Services to provide responses to requests for information more promptly and at a reduced cost.



20,275 Walk-In
Visitors

31,516
Social Network
Contacts

	2014 Goal	2014 Actual	Percentage of Goal
Revenue Generated	\$100,000	\$113,364	113%
Walk-In Visitors	20,000	20,275	101%
Requests for Information	7,875	8,806	112%
Mail-Outs	9,240	12,465	135%
Social Network Contacts	29,400	31,516	107%

FINANCE & ADMINISTRATION

GREATER HOUSTON CONVENTION AND VISITORS BUREAU
***STATEMENT OF ACTIVITIES: ACTUAL YEAR-TO-DATE**
 PERIOD ENDING DECEMBER 31, 2014

	ACTUALS VS. BUDGET		ACTUALS VS. ACTUALS	
	Y-T-D	Budget	Y-T-D	Y-T-D
	Actuals	FY Ending	Actuals	Actuals
	**12/31/2014	12/31/2014	12/31/2013	12/31/2012
REVENUES				
Public Sources	\$ 11,063,877	\$ 20,486,708	\$ 17,703,558	\$ 15,574,697
Private Sector	<u>1,080,929</u>	<u>533,538</u>	<u>1,574,354</u>	<u>2,253,333</u>
TOTAL REVENUES:	<u>\$ 12,144,806</u>	<u>\$ 21,020,246</u>	<u>\$ 19,277,912</u>	<u>\$ 17,828,030</u>
EXPENSES				
Operations & Administration	\$ 2,329,355	\$ 3,960,496	\$ 3,604,722	\$ 2,801,139
Convention Sales/Services	3,862,746	8,632,966	7,163,973	6,071,402
International Group Sales and Tourism	1,008,560	1,901,327	2,358,016	2,024,140
Private Sector Services	440,989	1,148,615	748,065	686,568
Film Commission	229,753	439,096	378,500	373,898
Protocol Alliance	220,674	460,000	433,301	391,235
Advertising & Promotional	<u>2,828,689</u>	<u>4,477,746</u>	<u>4,060,714</u>	<u>3,807,023</u>
TOTAL EXPENSES:	<u>10,920,766</u>	<u>21,020,246</u>	<u>18,747,291</u>	<u>16,155,405</u>
NET ASSET INCREASE	<u>\$ 1,224,040</u>	<u>-</u>	<u>\$ 530,621</u>	<u>\$ 1,672,625</u>

*Unaudited Report — Audited report available after July 31, 2015

**Due to GHCVB's realignment with Houston First Corporation, which took effect on July 1, 2014 and is more fully discussed on page 2 under Structure & Funding, actual revenues and expenses include only six months rather than 12 months. One exception to this is under Private Sector revenues, which were not included in the realignment.

GREATER HOUSTON CONVENTION AND VISITORS BUREAU
***STATEMENT OF FINANCIAL POSITION**
AS OF 12/31/2014

	12/31/2014	12/31/2013
ASSETS		
Current Assets:		
Cash and Cash Equivalents	\$ 10,559,928	\$ 7,147,380
Accounts Receivable	676,400	4,206,327
Prepaid Expenses	83,974	241,857
Inventory	6,758	5,286
Total Current Assets:	11,327,060	11,600,850
Non-current Assets:		
Property and Equipment - Net	590,313	740,613
Investments in Other Entities	435,000	435,000
Deposits	66,101	70,334
Total Assets:	\$ 12,418,474	\$ 12,846,797
LIABILITIES & NET ASSETS		
Current Liabilities:		
Accounts Payable	\$ 88,631	\$ 1,132,465
Deferred Revenue	102,212	144,302
Accrued Expenses	7,500	574,187
Total Current Liabilities:	198,343	1,850,954
Agency Obligations	134,105	134,569
Unrestricted Net Assets:	12,086,026	10,861,274
Total Liabilities & Net Assets:	\$ 12,418,474	\$ 12,846,797

*Unaudited Report — Audited report available after July 31, 2015

The background is a dark blue field with several overlapping geometric shapes. A large green triangle points downwards from the left. A cyan trapezoidal shape is positioned below the green one. A red triangle points upwards from the bottom right, overlapping the cyan shape. A thin purple horizontal bar is at the very bottom.

Visit**HOUSTON**.com