

AT A GLANCE: EAST END 2019



**DEMOGRAPHIC & ECONOMIC
ANALYSIS OF HOUSTON'S EAST END**

This demographic and economic analysis of Houston's East End is brought to you by the Houston East End Chamber, University of Houston's Hobby School of Public Affairs and the East End District. Findings of our 2019 report and future bi-annual reports will help us measure the way our East End area is changing and provide growth insights.

ABOUT THE HOBBY SCHOOL OF PUBLIC AFFAIRS, UNIVERSITY OF HOUSTON

From a foundation of integrity, the Hobby School of Public Affairs prepares its graduates to make government, business and communities work more effectively by harnessing data and research to improve public policy.

The individuals who worked on this study are listed in alphabetical order: John Antel, Renée Cross, Jim Granato, Cong Huang, David McClendon, Jeff Reichman, Ching-Hsing Wang, M. C. Sunny Wong, and Celeste Zamora.

ABOUT THE HOUSTON EAST END CHAMBER

The Houston East End Chamber, founded in 1991, proudly represents business and community. Our mission is to connect businesses to promote economic expansion and investment in the East End. We believe that building relationships builds business and creates partnerships that keep the community moving forward.

Our coverage area spans east of downtown, south of I-10, to Port Houston, reaches Hobby Airport and the University of Houston. We offer many networking opportunities, including Business Luncheons; Scholarship Golf Tournament; Awards Celebration; Procurement Events; etc. Workforce development through quality education is a top priority of the Chamber. We partner with HISD, area Universities & Colleges as well as the business community to provide pipelines from high school, to college, to careers. Our slogan is "East End, The Place to Work, Live and Do Business In."

ABOUT THE EAST END DISTRICT

The East End District provides services and conducts capital improvements throughout 16 square miles east of downtown Houston.

The services, funded by assessments paid by commercial property interests throughout the District, include public safety programs, an award-winning graffiti abatement program, maintenance of major thoroughfares, and disposal of illegally dumped trash. The District's grant-funded capital program focuses on connecting neighborhoods and business to transit, and will result in \$43 million in improvements through 2021.

The 16 square mile area of the East End District is bounded by Clinton Drive on the north, Loop 610 on the east, Telephone Road to I-45 on the south, and the Houston Belt and Terminal Railroad to U.S. 59 on the west.

*Cover image courtesy of Midway



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INTRODUCTION

A COMMITMENT TO PROGRESS & OPPORTUNITY

The East End is Houston's industrial powerhouse, but it is an area many residents have come to recognize as a stronghold of opportunity: where entrepreneurs can navigate reasonable startup costs to realize their vision, where cultural identity is vibrant, and where jobs created by natural assets, such as the Houston Ship Channel, have empowered generations of families to buy homes and continue the cycle of economic progress in the area.

The East End encompasses neighborhoods established as early 1826—a little over a decade before the city of Houston was officially founded—as well as areas that are rapidly expanding, such as the EaDo District, which features cutting-edge

entertainment and new-construction residential projects. Open office spaces, cultural facilities, universities, parks, the arts, and deep-rooted heritage are all working together to help transform the perception of the growing East End. Through the years, the East End region is strategically located and has easy access to Port Houston, University of Houston, Downtown, the Texas Medical Center and Hobby Airport.

This report offers a concise overview of the East End's current economic development and future vision. These facts write the story of the East End and need no embellishment, and the data all point to one consistent theme: If you can dream it, it can happen in the East End.

METHOD OF ANALYSIS

In order to understand the developmental situation of the East End area, the Hobby School collected data from different sources as follows:

**American Community Survey,
U.S. Census Bureau:**
census.gov/programs-surveys/acs/

**County Business Patterns,
U.S. Census Bureau:**
census.gov/programs-surveys/cbp/data/datasets.html

HCAD's Public Data: pdata.hcad.org

**On The Map, Center for Economic Studies,
U.S. Census Bureau:**
onthemap.ces.census.gov

Online Sold Permit Search:
cohorta.houstontx.gov/approot/soldpermits/online_permit.htm

RedFin.com: www.redfin.com

ReferenceUSA:
resource.referenceusa.com

Texas Education Agency:
tea.texas.gov/Reports_and_Data

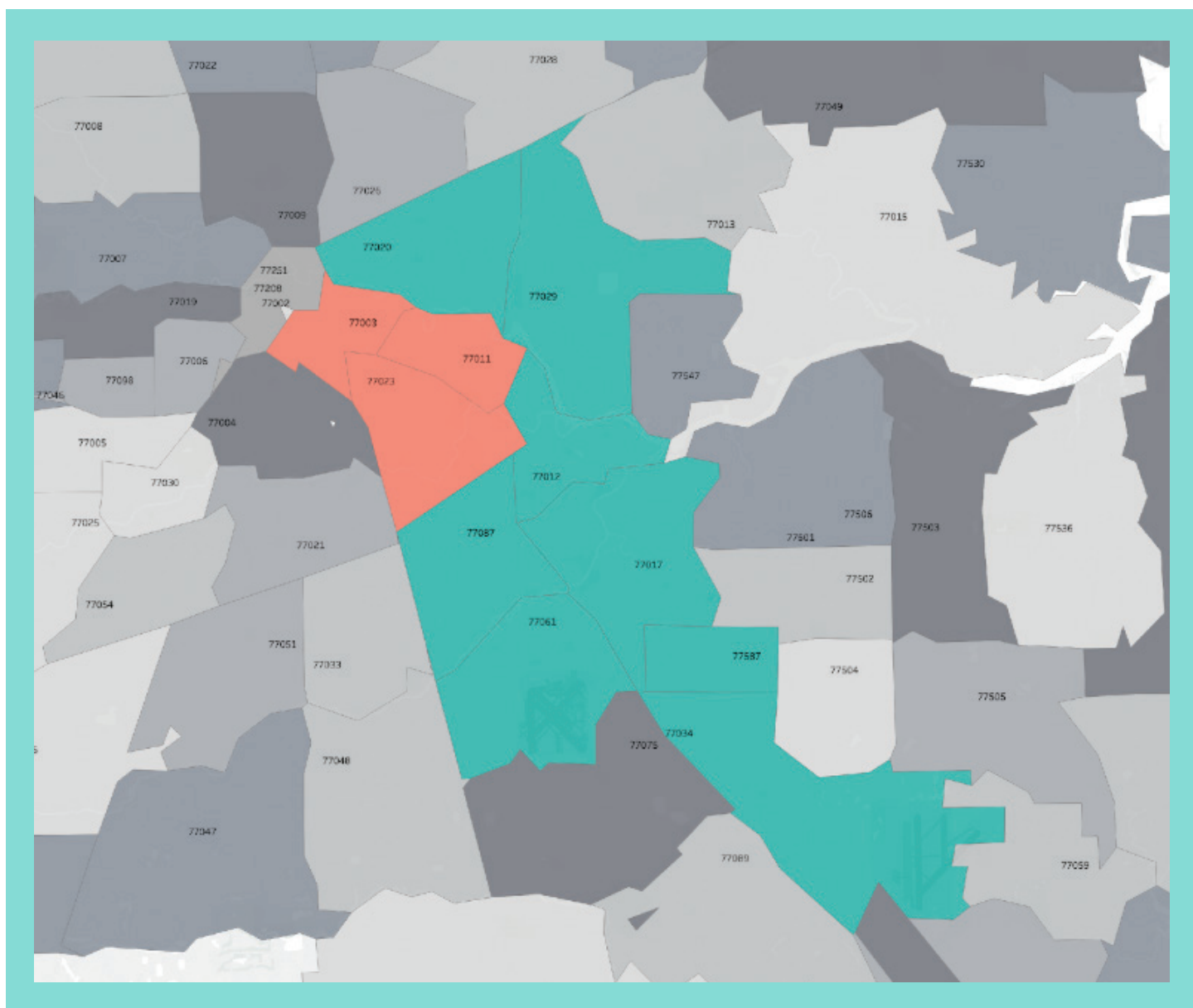
Zillow.com: www.zillow.com

Using the above data, the Hobby School conducted quantitative descriptive analyses to examine demographic characteristics and economic development of the East End area. In particular, this study focuses on demographic composition in terms of gender, education, race, age and family income, and such economic indicators as the number of companies and building permits, the change of property values, home transactions, and business patterns. In addition to quantitative analysis, this study also interviewed a number of East End business owners to understand why they decided to locate their businesses in the East End and to identify the benefits and challenges of doing businesses in the area. Finally, a website was created to produce interactive visualization of data at the link below:
www.eecoc.org/at-a-glance-2019/

EAST END HOUSTON: THE PLACE TO LIVE, WORK AND PLAY!

area in the Green and the District's primary coverage area in Orange. The goal of this report is to inform the public about the unique opportunities in the East End, so they can envision how their own goals will fit into the area's rich economic landscape.

The East End Chamber's Coverage area includes ZIP codes 77003, 77011, 77012, 77017, 77020, 77023, 77029, 77034, 77061, 77087, and 77587. The East End District's primary ZIP codes are 77003, 77011, and 77023.



DEMOGRAPHICS

POPULATION & PEOPLE

The 11 unique zip codes in the Houston East End Chamber jurisdiction had a population of 252,119 residents in 2016. Harris County boasted a total population of 4,349,165 residents in the same year. If Harris County were a state, it would have the 26th largest population in the U.S. Currently, it is the third most populous county in the nation. The East End has a culturally diverse demographic, but can shift from neighborhood to neighborhood, and zip code to zip code.

The population of Hispanic residents in the East End is notably higher compared to the rest of Harris County. Only three in five residents in Harris County identify as

Hispanic or Latino, but in the East End, that number increases to more than four in five. The percentage of white residents skews higher in the report due to the technical designation of the Hispanic and Latino identifier as an ethnicity, not a race, but between 2011 and 2016 the percentages of Hispanic and Latino residents steadily increased in the East End area. Based on this variable, the white population appears to be the next most sizeable demographic in the region, followed by a significantly smaller proportion of African American and Asian populations.



Table 1 compares the population of Hispanic origin and race in the District, the Chamber and Harris County. The size of Hispanic origin population in the District and the Chamber was significantly higher than that in Harris County. Specifically, more than four-fifths and three-quarters of people living in the District and the Chamber identified their origin as Hispanic or Latino in both 2011

and 2016, respectively. Due to reporting on ethnic and race the percentage of white was higher than other races in the District, the Chamber and Harris County in 2011 and 2016. Furthermore, compared to Harris County, the District and the Chamber had smaller proportions of African American and Asian population.

TABLE 1 COMPARISON OF ETHNICITY AND HISPANIC ORIGIN BETWEEN THE EAST END REGION AND HARRIS COUNTY

	East End District		East End Chamber		Harris County	
	2011	2016	2011	2016	2011	2016
Panel A. Comparison of Hispanic Origin between the East End Region and Harris County						
Hispanic or Latino	50,655 [83.1%]	47,277 [83.5%]	189,505 [75.0%]	195,135 [77.4%]	1,697,414 [39.0%]	1,956,323 [40.6%]
Not Hispanic or Latino	10,271 [16.9%]	9,351 [16.5%]	63,309 [25.0%]	56,984 [22.6%]	2,651,751 [61.0%]	2,862,733 [59.4%]
Total Population	60,926	56,628	252,814	252,119	4,349,165	4,819,056
Panel A	[100%]	[100%]	[100%]	[100%]	[100%]	[100%]
Panel B. Comparison of Race between the East End Region and Harris County						
White	38,534 [63.2%]	46,305 [81.8%]	151,483 [59.9%]	177,874 [70.6%]	2,673,179 [61.5%]	3,046,724 [63.2%]
Black or African American	3,297 [5.4%]	3,086 [5.4%]	32,440 [12.8%]	29,779 [11.8%]	820,986 [18.9%]	907,013 [18.8%]
American Indian and Alaskan Native	427 [0.7%]	328 [0.6%]	1,687 [0.7%]	1,372 [0.5%]	17,660 [0.4%]	21,337 [0.4%]
Asian	721 [1.2%]	775 [1.4%]	5,589 [2.2%]	5,355 [2.1%]	277,328 [6.4%]	336,896 [7.0%]
Native Hawaiian and Other Pacific Islander	0 [0.0%]	0 [0.0%]	19 [0.0%]	51 [0.0%]	2,634 [0.1%]	3,310 [0.1%]
Some other race	17,078 [28.0%]	5,329 [9.4%]	58,968 [23.3%]	33,185 [13.2%]	481,280 [11.1%]	393,967 [8.2%]
Two or more races	869 [1.4%]	805 [1.4%]	2,628 [1.0%]	4,503 [1.8%]	76,098 [1.7%]	109,809 [2.3%]
Total Population	60,926	56,628	252,814	252,119	4,349,165	4,819,056
Panel B	[100%]	[100%]	[100%]	[100%]	[100%]	[100%]

The East End Chamber's Coverage area includes ZIP codes 77003, 7011, 77012, 77017, 77020, 77023, 77029, 77034, 77061, 77087, and 77587. The East End District's primary ZIP codes are 77003, 77011, and 77023.

The majority of the area's foreign-born population originates from Latin America, reflecting the legacy of migration that established several of the East End's most historic neighborhoods, including the Second Ward and Magnolia Park. This is just one variable that adds to the rich tapestry of the East End's cultural heritage.

Table 2 compares the place of birth among the residents of the District, the Chamber, and Harris County in 2011 and 2016. Overall, the majority (more than 70 percent) of the

residents in Harris County were natively born, although the percentages of native-born residents in the District and the Chamber were lower than that in Harris County. More than half of the residents in the District and the Chamber (56.4 percent in both regions) were born in Texas in 2016, whereas less than one-tenth of the residents in the District and the Chamber were born in other states. More than thirty percent of the residents in the District (35 percent) and the Chamber (34.4 percent) were foreign born.

TABLE 2 COMPARISON OF RESIDENTS' BIRTHPLACE BETWEEN THE EAST END REGION AND HARRIS COUNTY

	East End District		East End Chamber		Harris County	
	2011	2016	2011	2016	2011	2016
Native Born	38,116 62.6%	36,800 65%	166,587 65.9%	165,404 65.6%	3,279,637 74.4%	3,593,143 74.6%
Foreign Born	22,810 37.4%	19,828 35%	86,227 34.1%	86,715 34.4%	1,069,528 24.6%	1,225,913 25.4%
Total Population	60,926	56,628	252,814	252,119	4,349,165	4,819,056

Notes: The East End Chamber area covers zip codes 77008, 77011, 77012, 77017, 77020, 77023, 77029, 77034, 77061, 77067, and 77587. The East End District primarily covers zip codes 77003, 77011, and 77023.

Table 3 compares the place of birth among the residents of the East End region in 2011 and 2016 by ZIP code. The largest percentage of native-born residents in the East End region in 2016 is located in ZIP code 77003 (70.9 percent), followed by ZIP

code 77034 (70.3 percent). The location with the highest proportion of foreign-born residents in the East End region in 2016 is ZIP code 77011 (42.7 percent), followed by ZIP code 77587 (39.2 percent).

TABLE 3 COMPARISON OF RESIDENTS' BIRTHPLACE IN THE EAST END REGION BY ZIP CODE

Years	77003		77011		77017		77023	
	2011	2016	2011	2016	2011	2016	2011	2016
Native Born	8,414	7,553	12,226	10,641	21,489	20,426	18,399	19,002
Foreign Born	2,961	3,182	7,987	7,917	12,357	12,157	12,532	8,971

Table 4 shows the age distributions in the District, the East End region and Harris County. The age distributions in the District and the East End is similar to that in Harris County. The proportions of population in the age between 16 and 29 are 28.2 percent and 29.6 percent in the District and the East End, respectively, whereas that in Harris County is 27.2 percent. The proportions of population in

the age between 30 and 54 in the District and the East End are 46.3 percent and 45.1 percent, respectively. The statistics are similar to that in Harris County which is 46.5 percent. Finally, the proportions of population in the age between 55 and over are 25.6 percent and 25.3 percent in the District and the East End, respectively, and that in Harris County is 26.2 percent.

TABLE 4 COMPARISON OF AGE DISTRIBUTION BETWEEN THE EAST END AND HARRIS COUNTY

	East End District	East End Chamber	Harris County
16-29	12,162 28%	55,338 30%	990,656 27%
30-54	20,037 46%	84,371 45%	1,694,094 47%
55 and over	11,069 26%	47,199 25%	957,336 26%
Total	43,268	186,908	3,642,086



EDUCATION

GROWING MINDS

The East End is quickly gaining ground in demographics of residents who hold Bachelor's and Master's degrees, though the area lags behind the median education levels for Harris County. This gain is due in part to the rapidly increasing quality of education in the region. The East End has seven high schools for grades 9 through 12, with a few campuses dedicated to teaching students specialty subjects, including trades and STEM-

specific skills. Top performing schools include East Early College, Energy Institute High School, and Eastwood Academy. Additionally, the newly constructed High School for Law Enforcement and Criminal Justice opened in summer 2018 to area families, featuring a 21st-century learning environment with a realistic courtroom, crime-scene investigation labs, emergency communications center, and a law library.

FIGURE 1 EDUCATION LEVEL IN THE DISTRICT VS. HARRIS COUNTY BY GENDER

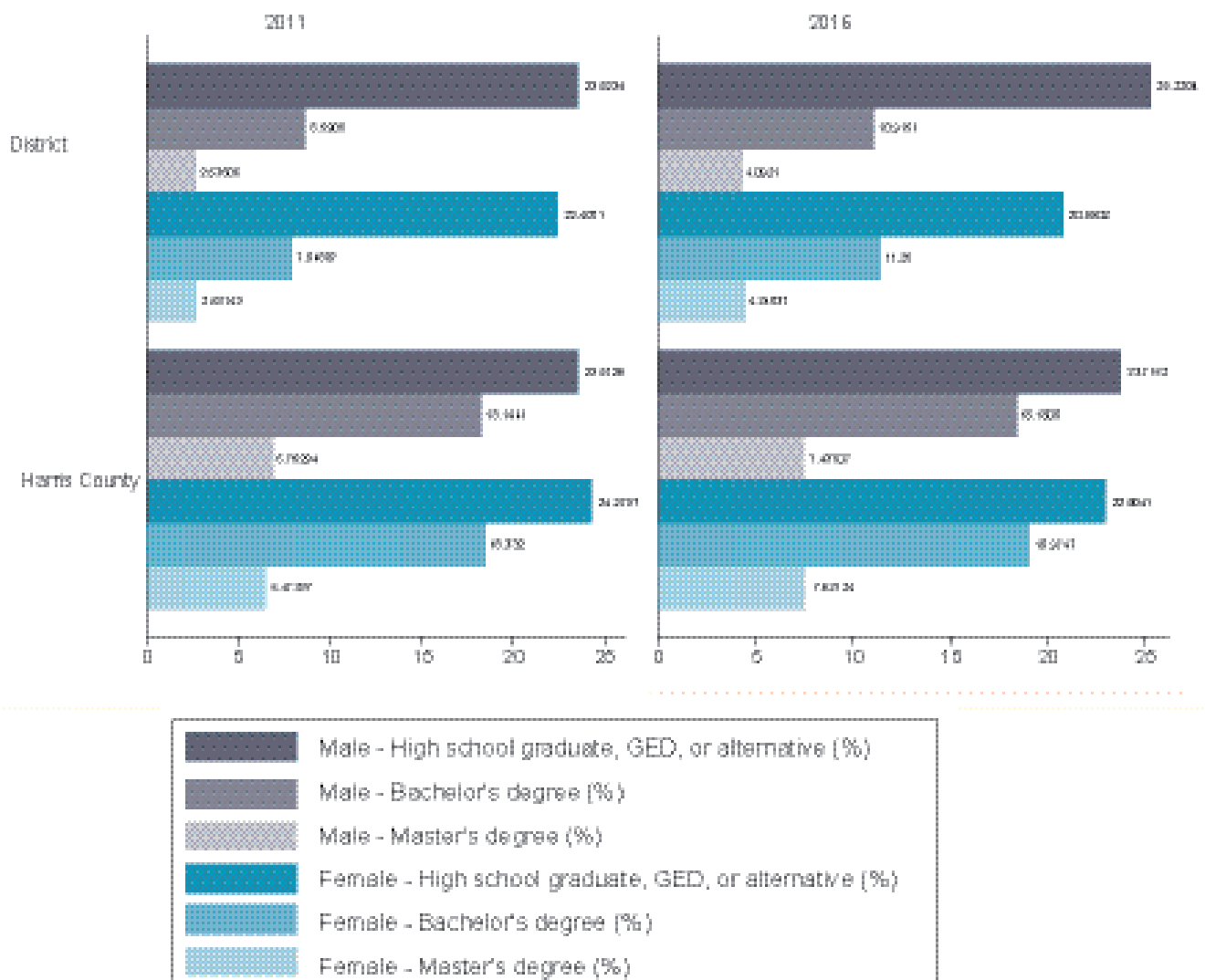


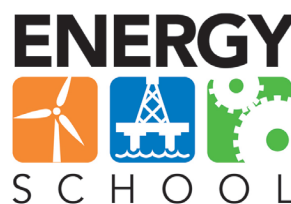
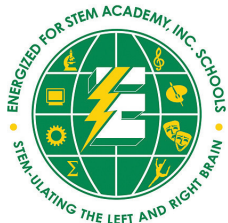
Table 5 reports the academic performances of the main high schools in the East End. In terms of STAAR performance standards, about half of high schools in the East End achieved a better level of test performance than the average level in the HISD district

and Texas. On the other hand, only four high schools had a graduation rate higher than the average graduation rate in Texas. It seems that there is still room for improvement in terms of the high school academic performance in the East End.

TABLE 5 THE HIGH SCHOOL ACADEMIC PERFORMANCES IN THE EAST END REGION

Zip Code	School	Grade	Students	STAAR at or above Level II Standard	graduation rate (4 year class of 2015)
77003	East Early College	9 to 12	441	100	100
77003	Energy Institute H S	9 to 11	564	89	NA
77012	Milby HS	9 to 12	1,452	55	85
77017	Chavez HS	9 to 12	3,137	60	84.2
77023	Austin HS	9 to 12	1,885	62	88.6
77023	Eastwood Academy	9 to 12	419	100	100
77033	Energized for Stem Academy Central HS	9 to 12	110	77	100
HISD District				69	82
The State of Texas				75	89

Source: Texas Education Agency, 2015 - 2016 School Report Card and 2015 - 2016 District Performance Report.



EAST END ECONOMY

WE'RE OPEN FOR BUSINESS

Over the decades, the East End has shifted from strictly industrial facilities, into the city's hotbed for small businesses. At this cultural moment, the area is on the precipice of transformative revitalization projects that are attracting small business owners at an unprecedented rate.

There are approximately 6,000 registered businesses and establishments located in the East End, and over 60% of businesses

are in (1) Services, (2) Manufacturing, (3) Retail Trade, (4) Finance, Insurance and Real Estate, and (5) Wholesale Trade. Out of those industries, 62% of businesses are in services, manufacturing, and retail trade sectors in the East End. The business category distributions are similar for both the area covered by the Chamber and the District.

FIGURE 2 DISTRIBUTION OF BUSINESSES IN THE EAST END REGION

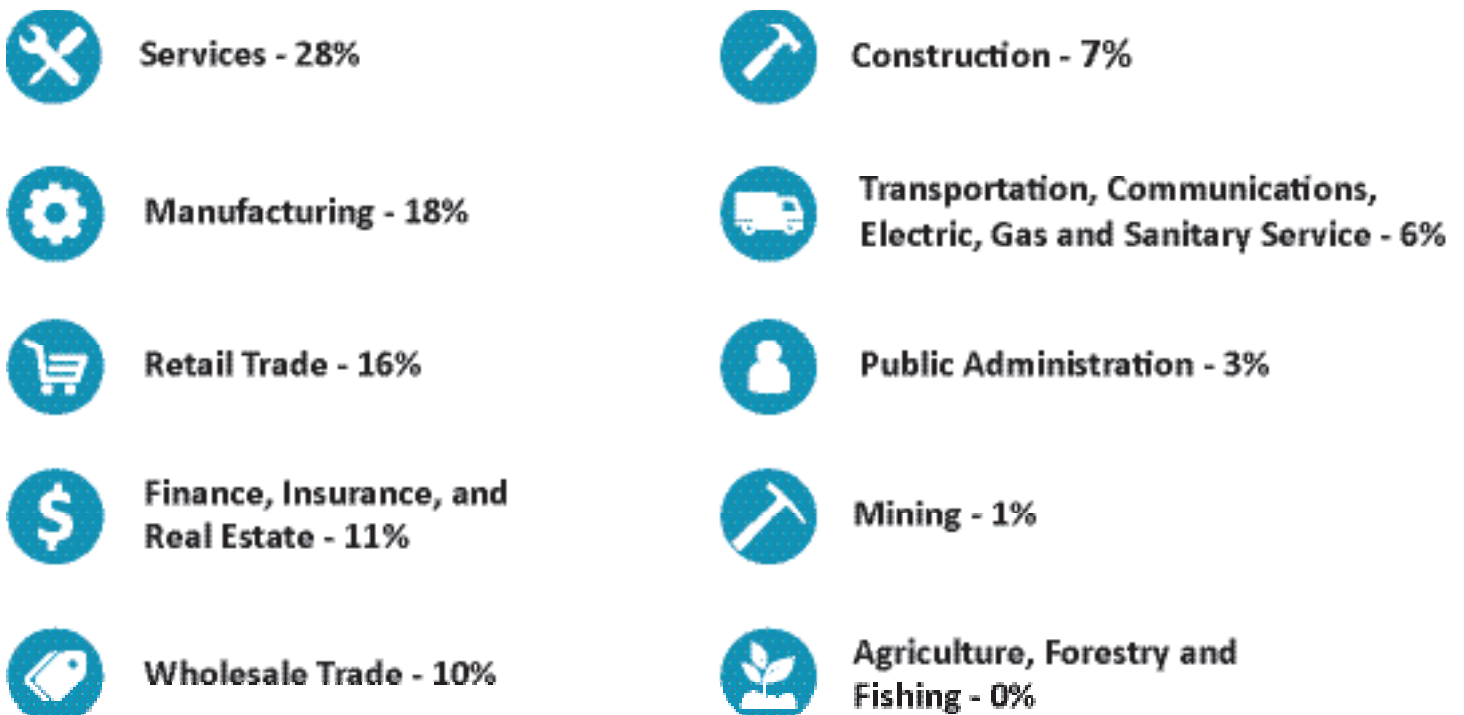


Figure 2 illustrates the distribution of businesses (with at least 10 employees) in the East End.

FIGURE 3 DISTRIBUTION OF BUSINESSES IN THE DISTRICT*

Figure 3 describes the distribution of businesses (with at least 10 employees) in the District. A similar business pattern is observed as presented in Figure 2. The largest business category remains Services (26 percent), followed by Manufacturing (19 percent) and Retail Trade (16 percent).

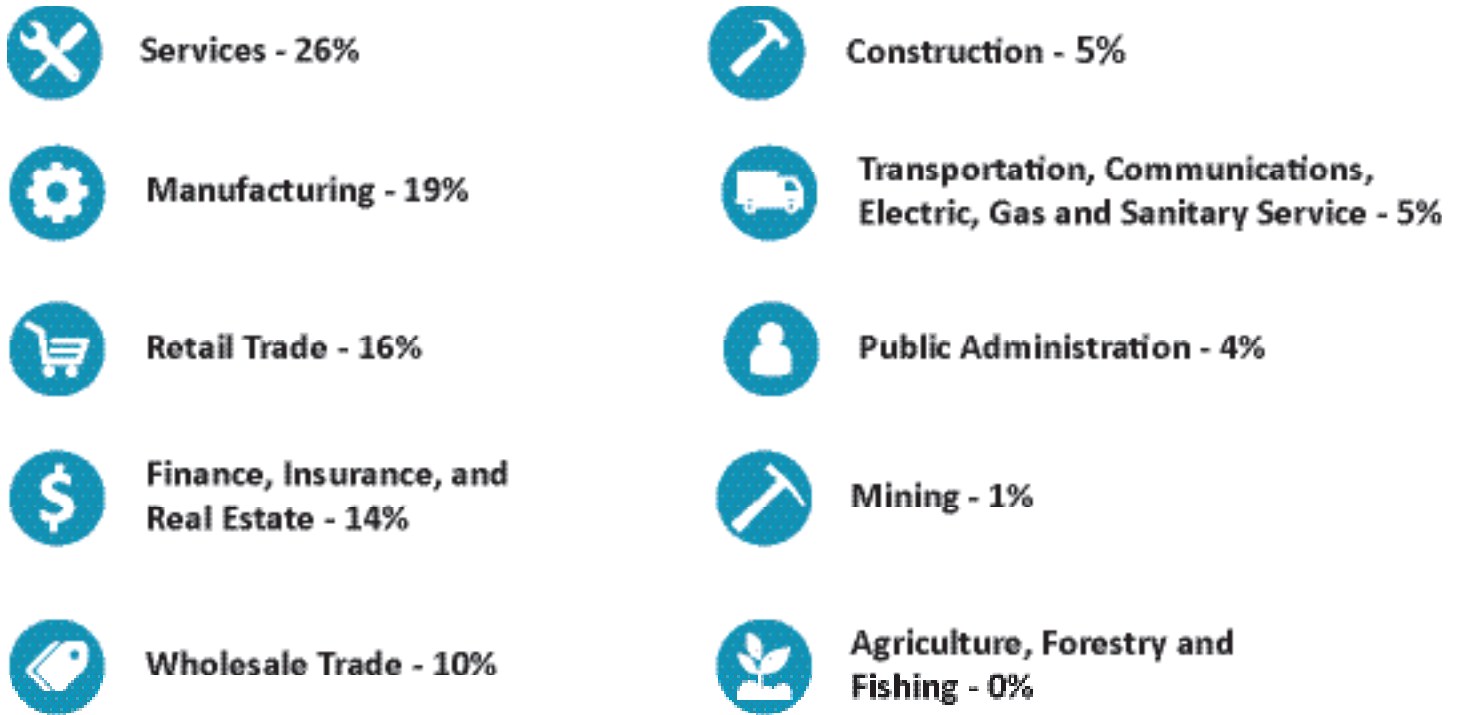
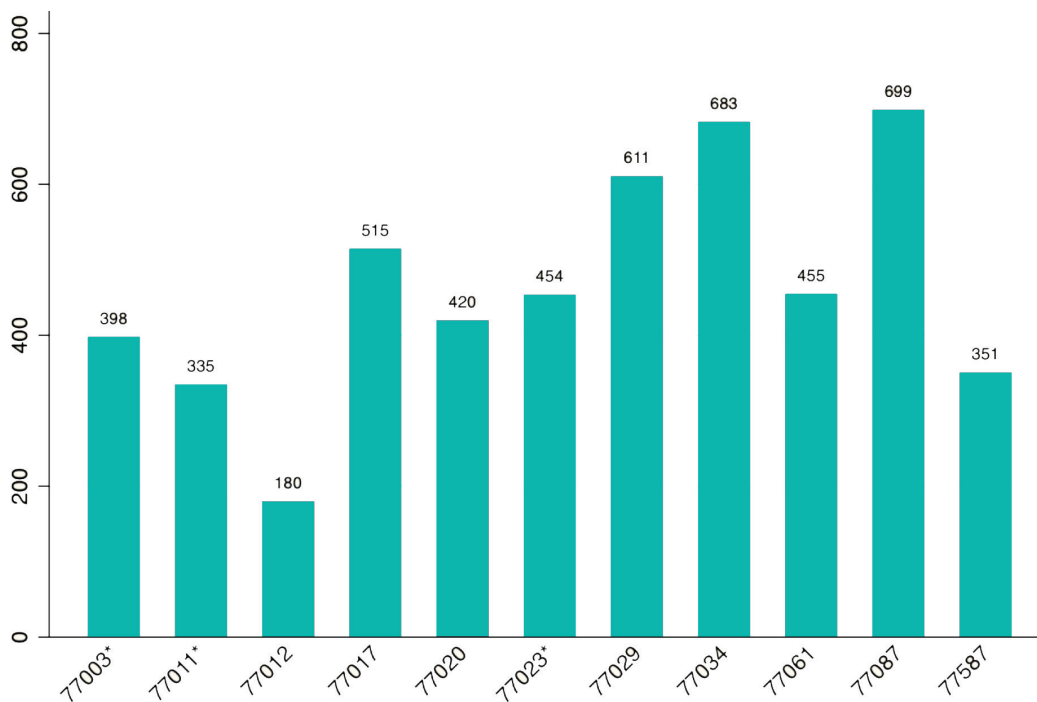


FIGURE 4 TOTAL NUMBER OF ESTABLISHMENTS IN THE EAST END REGION

Figure 4 depicts the number of registered establishments in the East End by zip code. The statistics are obtained from County Business Patterns (CBP). Overall, there are more than 6,000 registered establishments in the East End. The location which has the largest number of establishments is 77087, followed by 77034. The location with the fewest establishments is 77012, followed by 77011. A competitive range of incentives or programs for locating and expanding businesses should be considered in these areas with less businesses.



EAST END FACTS

DID YOU KNOW?

- In 2014, the Texas Commission on the Arts officially designated Houston's East End as a Texas cultural district.
- Mama Ninfa, Lorenzo opened the Original Ninfa's on Navigation Boulevard back in 1973. Ninfa's claims to have introduced the fajita to the American restaurant.
- Franchisee Nelly Quijano and her late husband Dominic invented the McDonald's breakfast burrito, under the golden arches on Harrisburg Boulevard in the East End.
- The Second Ward neighborhood is one of Houston's four original wards, and is colloquially known as "Segundo Barrio" or "Segundo," after the Spanish word for "second."
- Several notable neighborhoods in the East End were once their own cities, including Magnolia Park, which was established as its own municipality in 1890. Its original city hall building still stands at 7301 Avenue F.
- The Eastwood neighborhood contains the city's largest collection of Craftsman, Arts & Crafts, Foursquare and Mission architecture.
- One of the most lauded artworks of the Southwest Chicano Movement in the 1960s was recently restored by Houston artist GONZO247. Artist Leo Tanguma's mural, "The Rebirth of Our Nationality," can be found on the 5900 block of Canal Street.
- Morales Funeral Home was the first Latino-owned funeral home in the city of Houston. The historic structure can be visited at 2901 Canal Street. Its president, Christina Morales, was elected as Texas House Representative, District 145. for the 145th Congressional District in March 2019.
- A year-round farmers market takes place every Sunday from 10 a.m. to 2 p.m. on the Navigation Esplanade, as a project of the East End District. Sample fresh garden fruits and vegetables, artisan wares, prepared foods, and unique artisan wares.
- Over 371 pedestrian lights illuminate the way for East End residents.
- Seven miles of bikeway offers a unique recreational option and promotes healthy lifestyles.
- Over 35 miles of sidewalk provides infrastructure for a bike-friendly, walkable experience for East End residents—with new sidewalk expansions announced every year.

For more information and to find out what's happening in Houston's East End, visit:

EastEndHouston.com

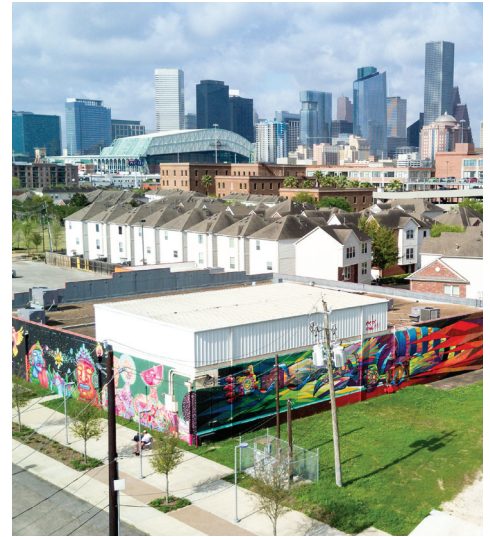
EECOC.org

EastEndDistrict.com

EAST END CULTURE

In 2014, Texas Commission on the Arts officially designated Houston's East End as a Texas cultural district. This designation means more opportunities for tourists and local residents to know the artistic value present in the East End community.

The East End Houston Cultural District boasts as one of the largest collections of outdoor murals in the city but encompasses more than just our beautiful murals. The district is home to more than 30 arts and culture institutions presenting work in every medium as well as artist studios, showrooms, and design and fabrication shops where great work is made on a daily basis. We are rich in history with a wealth of historic sites and structures that connect this urban community to its rich heritage. Culinary traditions are also strong here and offer visitors a taste of some of the best food Houston has to offer. Your senses are stimulated when you're in the East End - what you eat, hear, and see - it all represents the cultural richness of our remarkable community.



ECONOMY CONT.

The total number of jobs in the area has increased at a steady rate since 2002, with a slight dip during the 2008-2009 financial crisis. The availability of higher-paid jobs (defined as a monthly salary of more than \$3,333) has substantially increased in the East End—a welcome reality for the almost

25% of families in the area living at or below the poverty level. As a result of this increase in high-paying jobs, low to medium-paid positions decreased. The overall age of the area's workforce has increased, with the largest gain in the category of workers aged 55 or older.

FIGURE 5 COMPOSITION OF JOBS IN THE EAST END REGION BY ZIP CODE

Figure 5 shows the composition of jobs in the East End area by zip code. In the area of 77023, where it has the largest number of jobs available in the East End, the dominant sector is Education Services (38%), followed by Administration & Support, Waste Management and Remediation (17%). In the zip code of 77029, the second largest job market in the East End, the most important sector is Transportation and Warehousing (22%), followed by Wholesale Trade (21%).

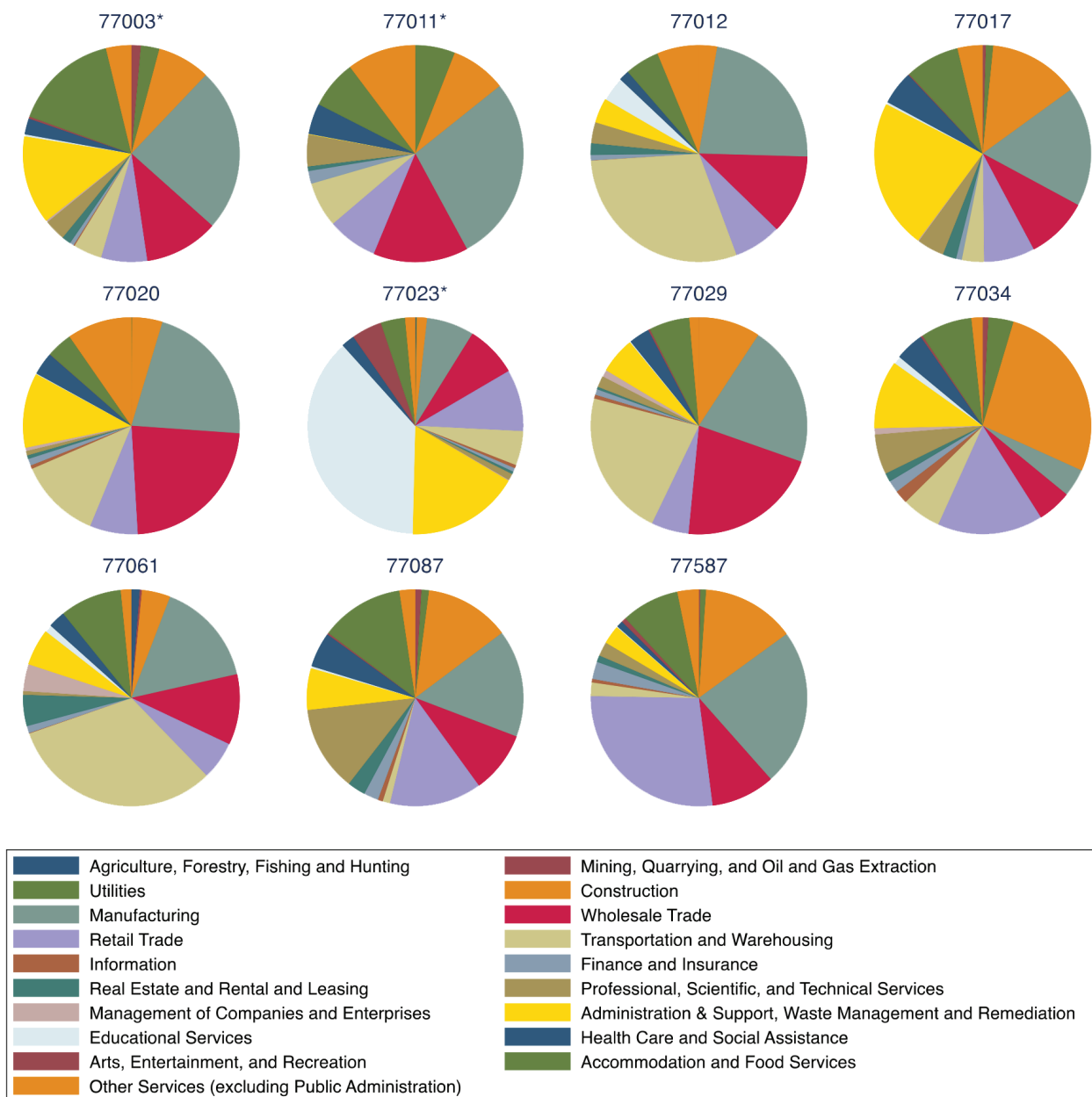


FIGURE 6 NUMBER OF JOBS IN THE EAST END REGION BY INCOME GROUP

Figure 6 illustrates the number of jobs, separated by three salary levels: (1) \$1,250 or less per month (defined as lower-paid jobs), (2) \$1,250 to \$3,333 per month (defined as medium-paid jobs), and (3) more than \$3,333 per month (defined as higher-paid jobs). The numbers of lower-paid and medium-paid jobs have been decreasing over time while the number of higher-paid jobs has been increasing substantially. There were 62,423 higher-paid jobs in 2015, increased from 39,504 in 2005. The figure shows that the labor market has been doing well and more high-productive jobs, reflected by the salary levels, have been created in the East End region since 2012.

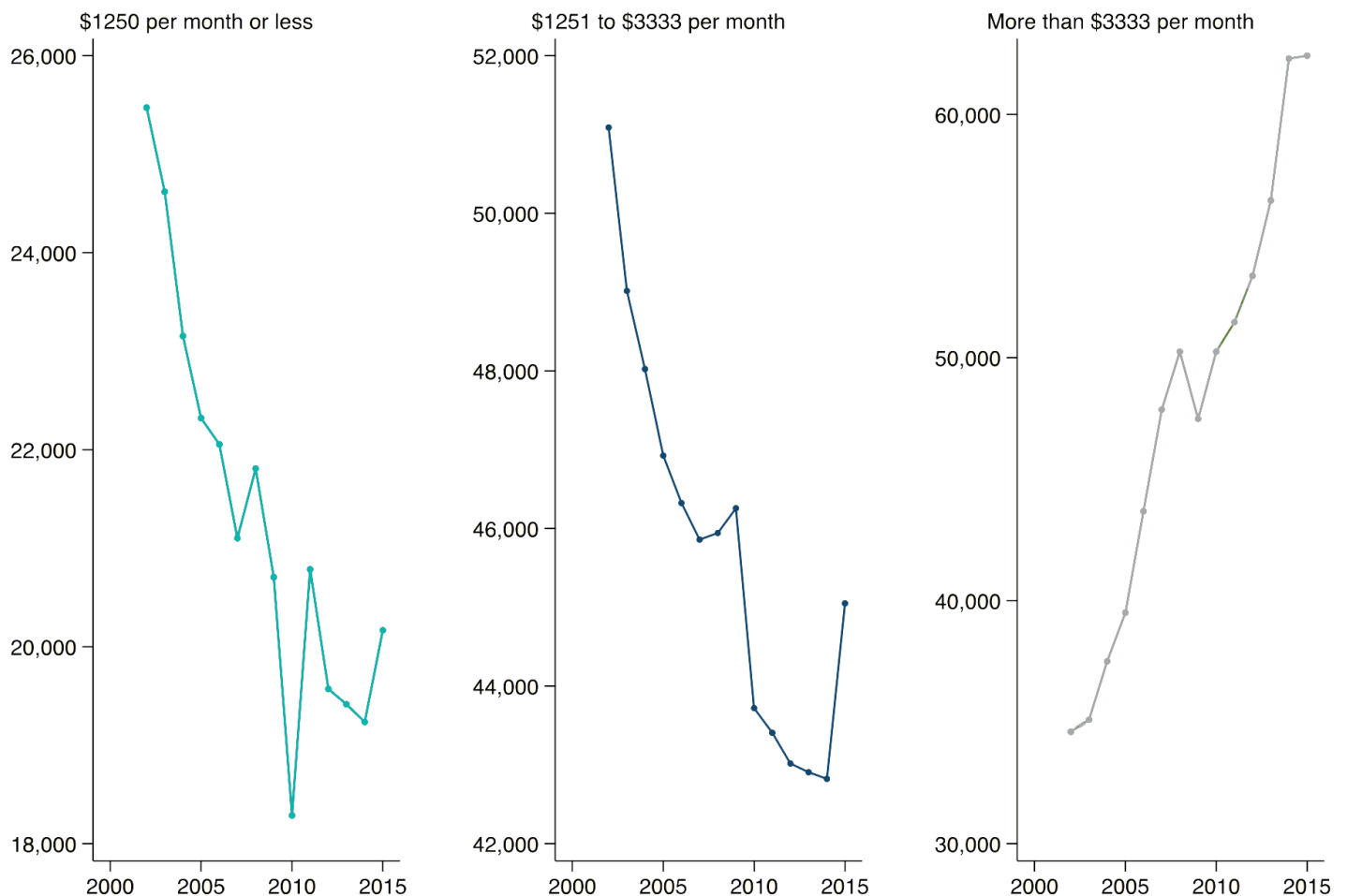
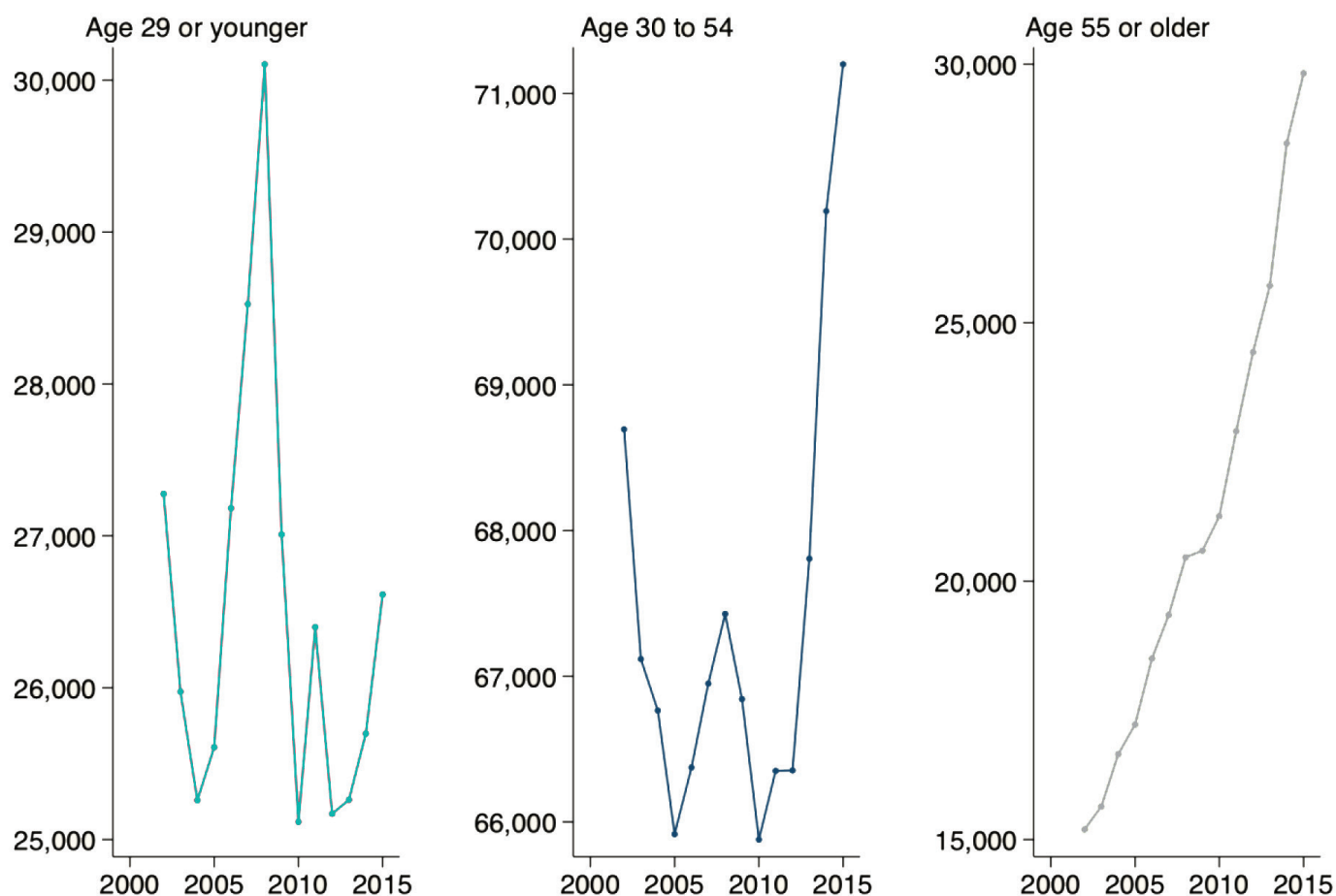


FIGURE 7 NUMBER OF JOBS IN THE EAST END REGION BY AGE GROUP

Figure 7 presents the number of primary jobs for workers separated by three age groups: (1) age 29 or younger (defined as younger workers), (2) age 30 to 54 (defined as middle-aged workers), and (3) age 55 or older (defined as older workers). The first panel of the figure shows that younger workers experienced more job opportunity the period of 2006-2008. However, their job market shrank significantly during the global financial crisis in 2008-2009. But it has been improving in recent years. Similarly, the second panel of the figure also shows that the number of middle-aged workers went down during the global financial crisis. Similarly, the job market for the middle-aged workers bounded back quickly and reached the highest level of 71,200 in 2015. Finally, the third panel shows that the global financial crisis did not significantly affect the job market for older workers. It also reached to the highest level of 29,825 in 2015.



LIFE IN THE EAST END

INVESTING IN FAMILIES

A rich history of opportunity and a commitment to progress exist side-by-side in the East End. Visionary commercial and residential structures are being built every day, adding a modern texture to the area's traditional landscape of single-family homes, warehouses, and 2- and 4-family residences. On average, residential structures in the region are 1,624 square feet and priced at a market value of \$195,000. This affordable price has attracted young families to the area, fueling the sale of single-family residential homes. Since 2015, the East End's growth rate has outpaced that of Harris County.

The total number of building permits issued in the area has steadily increased over time, with over 2,300 unique permits issued in 2018 alone. Real estate development and new construction exponentially increased in the East End between 2011 and 2016. Though the average home value in the area is below the state-level average, home values are steadily increasing, especially in the EaDo, Eastwood and Second Ward neighborhoods.

FIGURE 8 NUMBER OF BUILDING PERMITS IN THE EAST END REGION

Figure 8 reports the number of building permits in the East End area from 2016 to 2018. It is clear that the number of building permits has increased from 2,024 to 2,367 over the past three years.

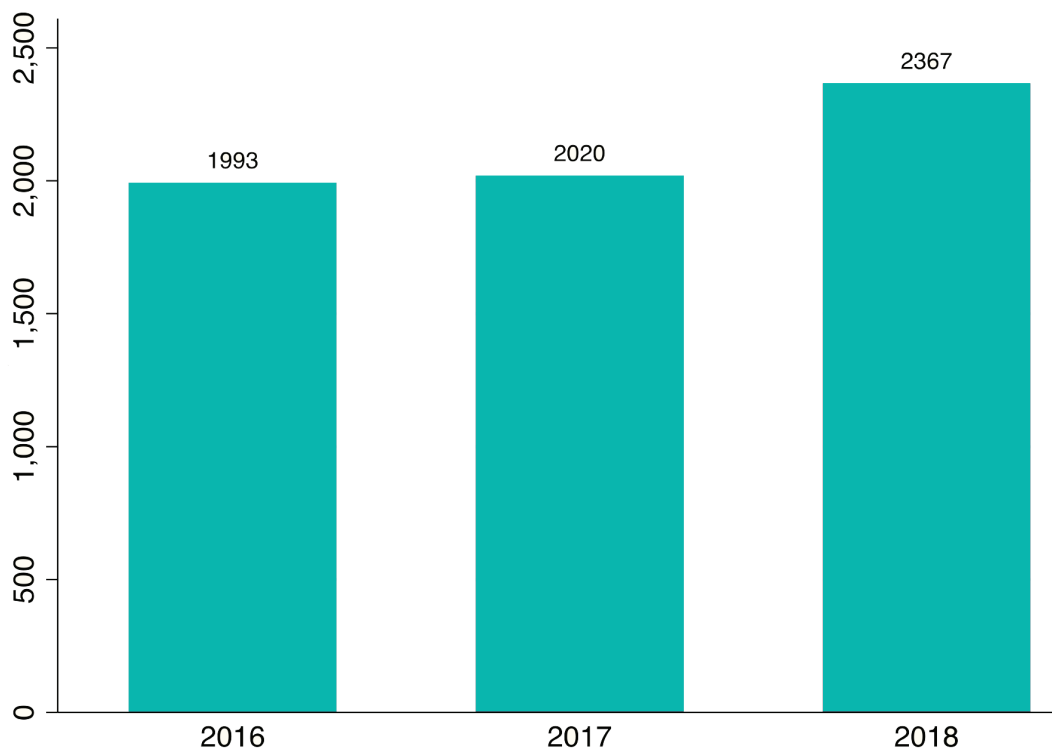


FIGURE 9 NUMBER OF HOME TRANSACTIONS IN THE EAST END REGION BY PROPERTY TYPE

Figure 9 presents the number of home transactions in the East End region (teal bars) and the District (blue bars) by property type in 2018. It is obvious that single family residential is the most common type of home transactions in the East End area and its number is much higher than those in the other types of houses.

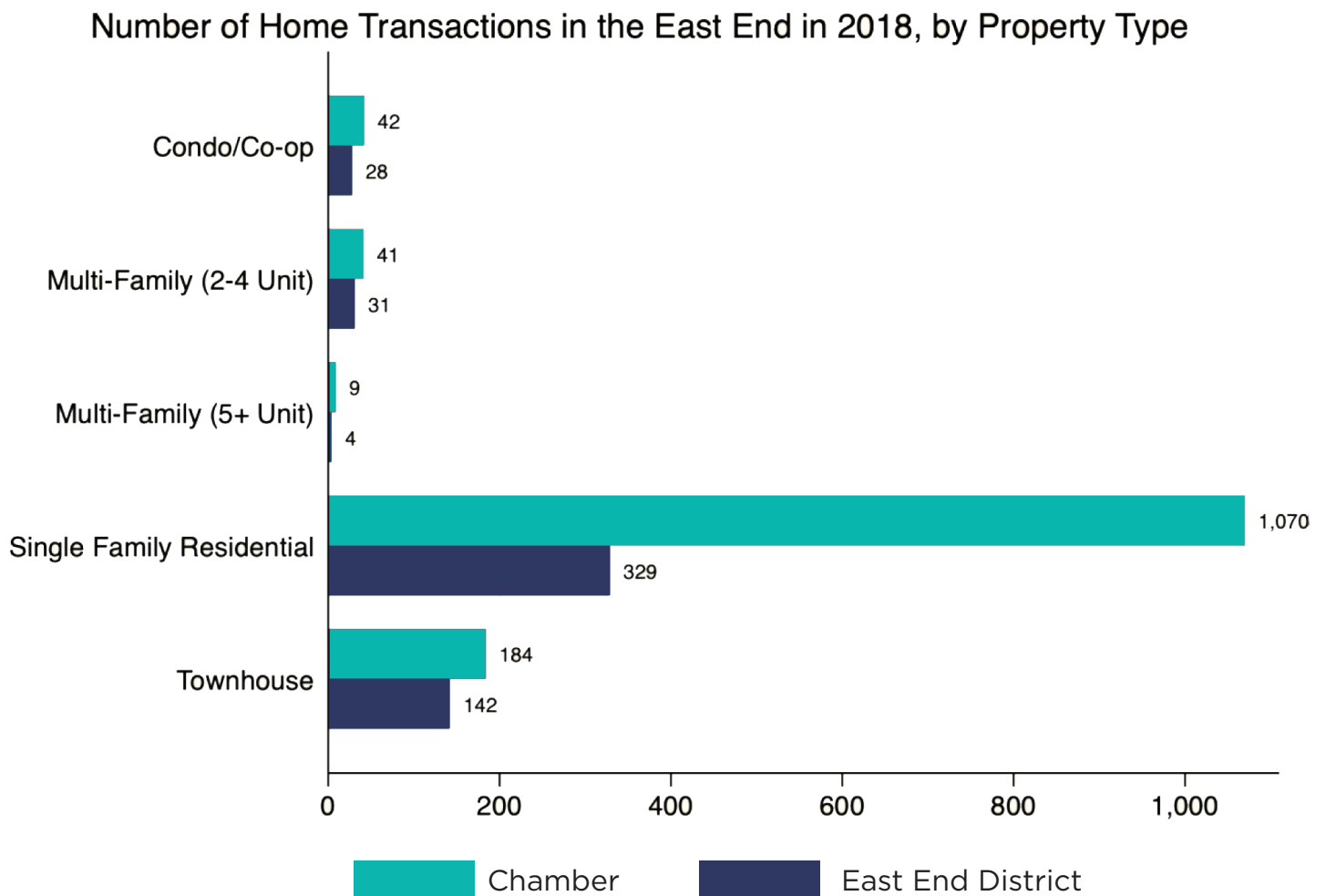
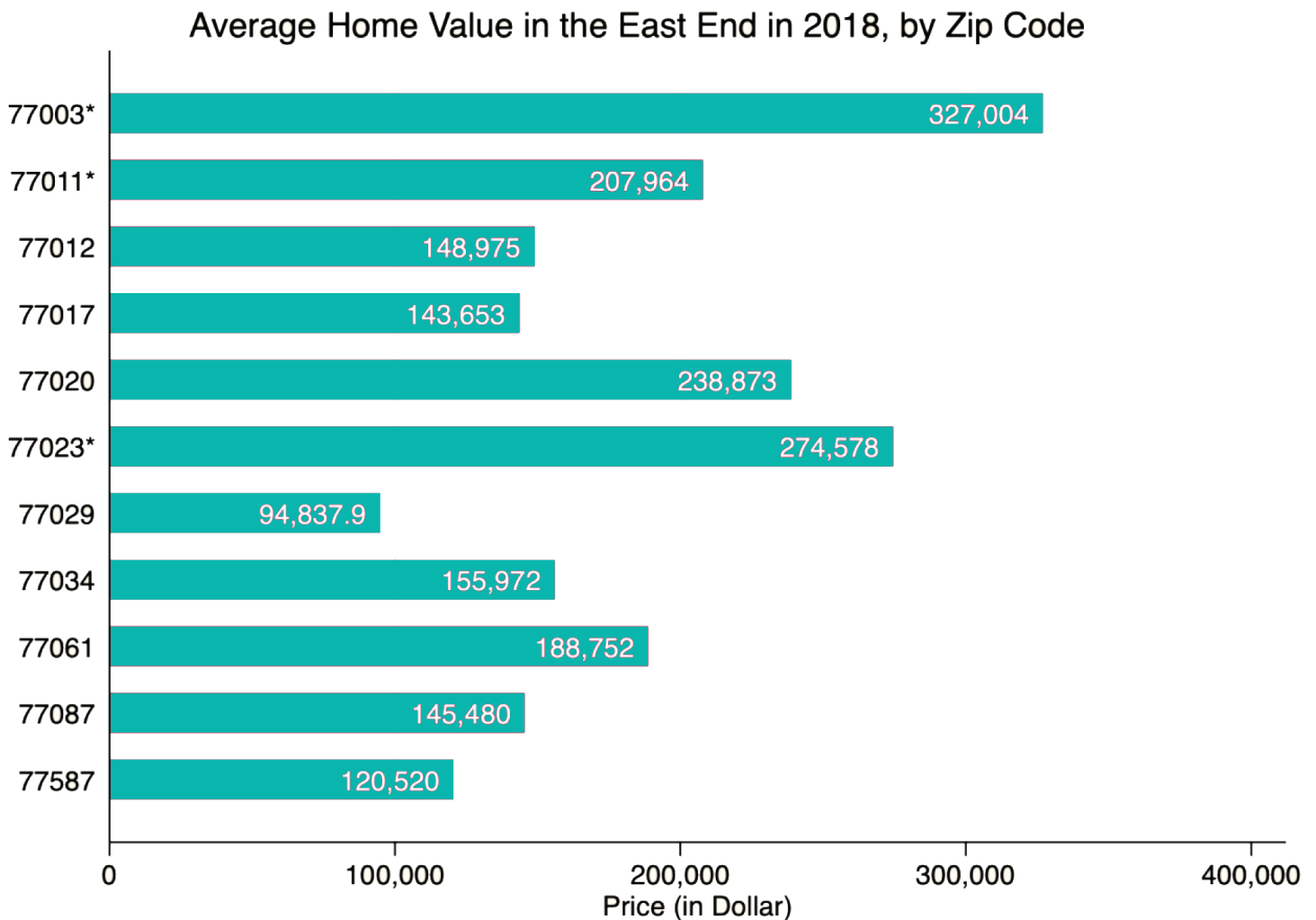


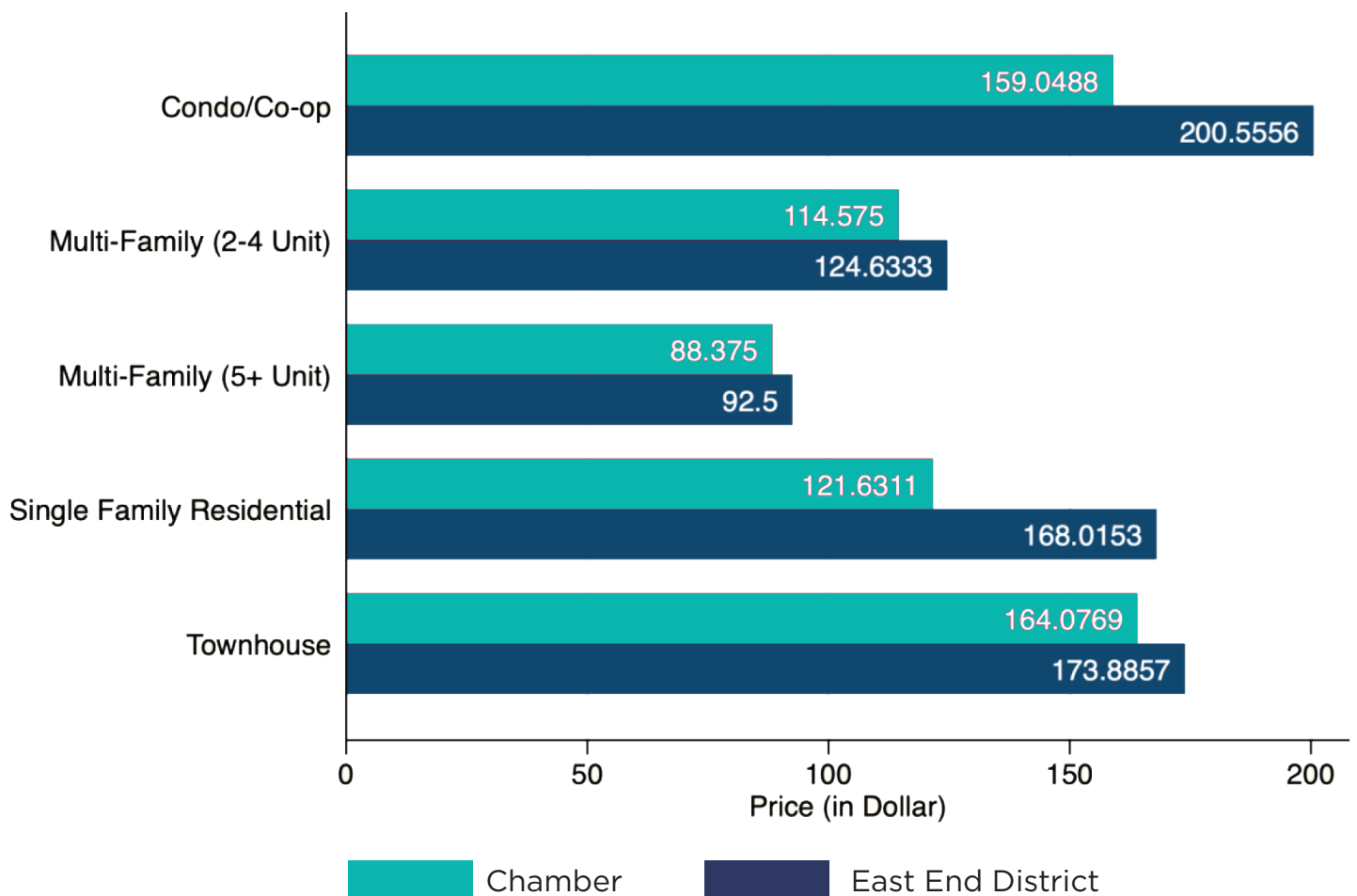
FIGURE 10 AVERAGE HOME VALUE IN THE CHAMBER REGION BY ZIP CODE

Figure 10 reports the average home value in the East End area by zip code in 2018. The average home value is the highest in zip code 77003 with an average of \$327,004, followed by zip codes 77023 (\$274,578) and 77020 (\$238,873). By contrast, the average home value is the lowest in zip code 77029 with an average of \$94,837.9.



**FIGURE 11 AVERAGE PRICE PER SQUARE FOOT IN THE DISTRICT REGION
BY PROPERTY TYPE**

Figure 11 reports the average price per square foot for different types of houses in the Chamber region (teal bars) and the District (blue bars) in 2018. Specifically, in the Chamber region, the average price per square foot is the highest for a townhouse with an average of \$164, followed by a condo (\$159). The average price per square foot for multi-family home with 2-4 units (\$115) is similar to that for single family residential (\$122). By contrast, the average price per square foot is the lowest for multi-family home with 5 or more units with an average of \$88.



Throughout its history, the East End has taken pride in its entrepreneurial, creative spirit. The area is home to a wide array of galleries, live music venues, breweries, makerspaces, museums, coffee shops, and can even lay claim to the first—and only—private farm in Houston’s 610 Loop. Additionally, a host of annual festivals are held in the East End that colorfully proclaim the love residents have for their neighborhoods. These events include the East End Street Fest, Piñata Fest, and Magnolia Park’s Dia de los Muertos celebration.

Thousands of area residents—and countless Houstonians from beyond the boundaries of the East End—attend these annual festivals for weekends of culture, art and community building. In recognition of this, several venues and East End artists participate in Latino Art Now!, hosted by the Inter-University Program for Latino Research at the University of Houston Center for Mexican American Studies (CMAS) and the city of Houston. This four-month, citywide celebration explores and celebrates local and national Latino and Latin American artists.

FIGURE 12 MEDIAN VALUE PER SQUARE FOOT IN THE EAST END REGION

Figure 12 compares the median value per square foot between the East End and the state of Texas. Eight out of ten zip codes in the East End area have lower median value per square foot than the average value of Texas. Zip codes 77003 and 77023 are the only two areas that have higher median value per square than the average value of Texas.

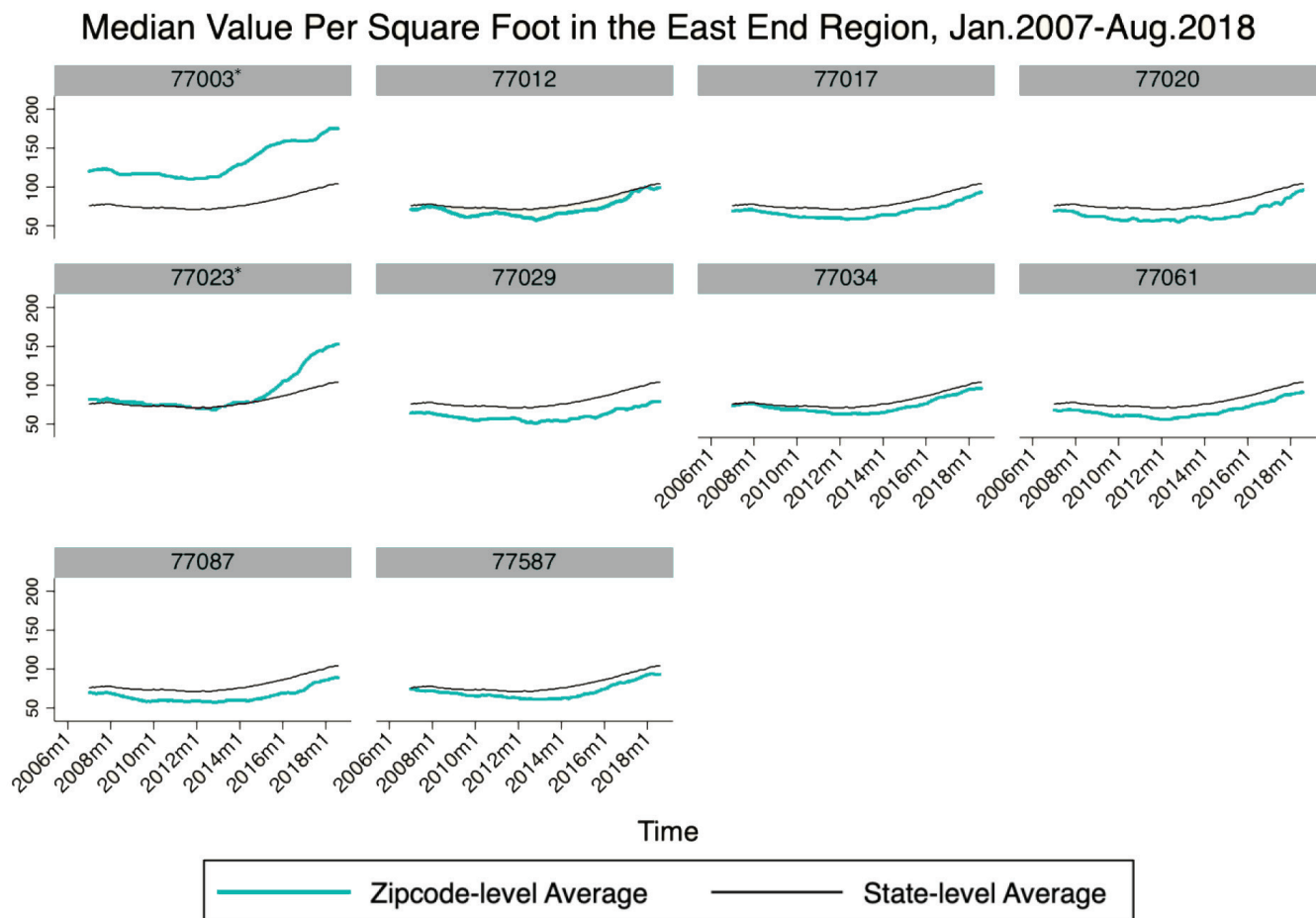


FIGURE 13 COMPARISON OF GROWTH RATES OF TOTAL ASSESSED VALUES FOR ALL PROPERTIES BETWEEN THE EAST END AND HARRIS COUNTY

Figure 13 compares the growth rates of total assessed values for all properties among the District, the Chamber region and Harris County. The growth rates of total assessed values in the Chamber region and the District were increasing and reached their highest points in 2015. While the growth rate of total assessed values has declined in both the East End and Harris County since 2015, the East End has begun to have a higher growth rate than Harris County.

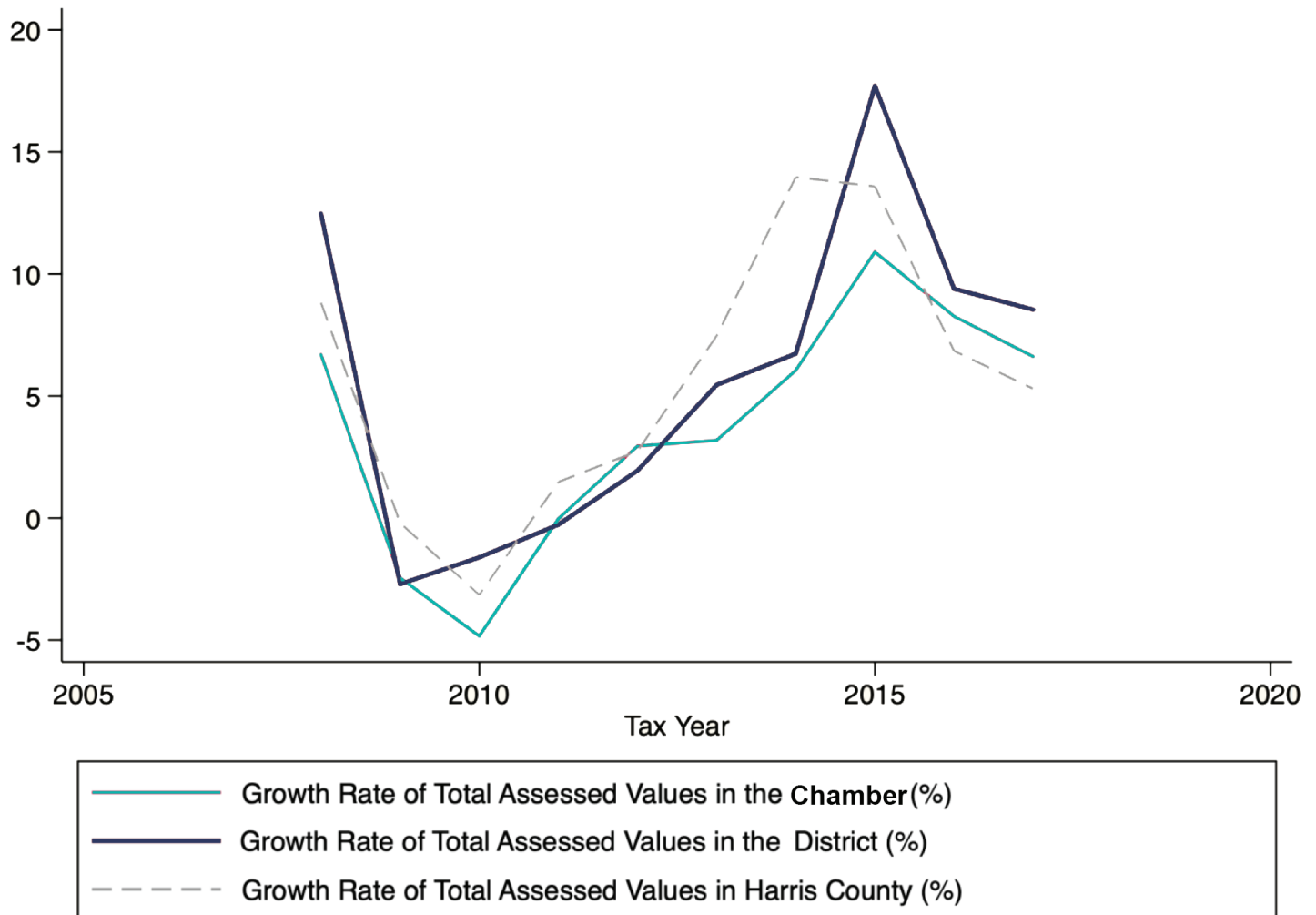
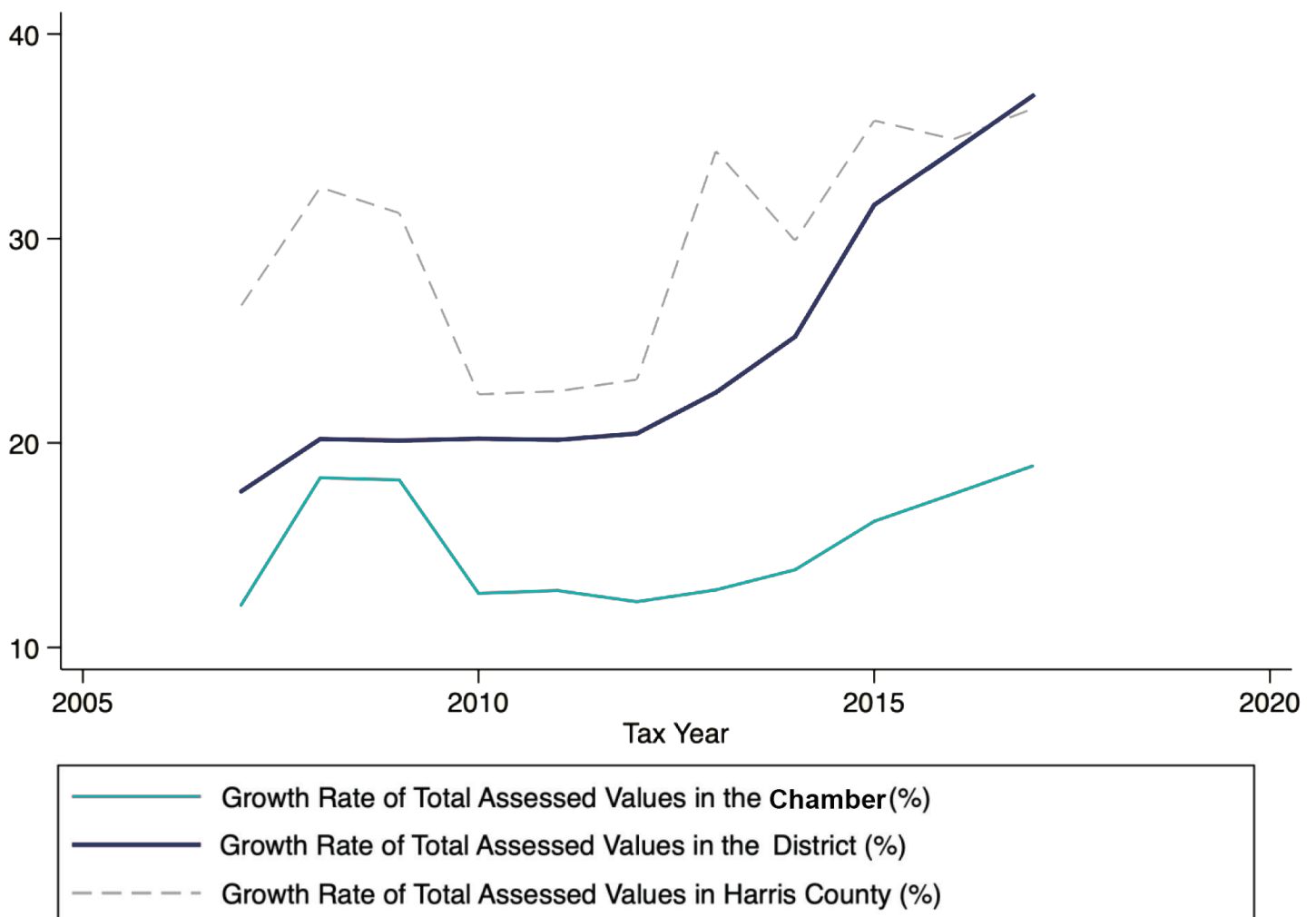


FIGURE 14 COMPARISON OF ASSESSED VALUES PER SQUARE FOOT FOR ALL PROPERTIES BETWEEN THE EAST END AND HARRIS COUNTY

Figure 14 compares the assessed values per square foot for all properties among the District, the Chamber, and Harris County. It is clear that the assessed values per square foot in the East End have been much lower than that in Harris County. The assessed values per square foot in the Chamber region have varied between \$10 and \$20 in the past decade. The assessed values per square foot in the District reached its highest level of \$37 and above the Harris County's level of \$36 in 2017.



EAST END FUTURE/VISION

EXCITING TIME TO BE IN THE EAST END

Houston Magazine LOCAL, featured the Greater East End as Houston's hottest truly up-and-coming neighborhoods for "Where to Live Next." And we agree!!

Great things are continuing to happen as we experience growth residence, business and culture. A longtime member of the East End Chamber of Commerce said, "the location near the Port of Houston, downtown, and easy access to and representation by the Chamber are hallmarks of infrastructure supporting business development in the area."

Another East End Chamber member shared "[we] make charitable contributions to local schools, churches and organizations that support the community's growth."

As the East End grows, transportation is important and expanding light rail transportation from the East End Green Line to Hobby Airport could be a positive impact to the community. Cities throughout the U.S. have enjoyed robust retail and commercial development along their rail corridors and the East End has lofty goals to make sure that the Harrisburg rail line complements existing business while creating new opportunities! In anticipation of the coming growth, the Chamber and District will continue to support the region's economic growth.

There are so many projects and developments happening in the East End. One of the most exciting projects underway in the region is East River. Rising along Buffalo Bayou on the grounds once occupied by KBR, Houston's East River is channeling the city's energy and spirit into a dynamic mixed-use development just minutes from downtown. Houston-based

developer Midway has detailed their plans to redevelop this sprawling 147-acre tract of land along the city's iconic waterway, Buffalo Bayou. The development will feature mixed-use spaces, unobstructed views of the city skyline, and rental properties that can accommodate a range of income levels.

Preserving historic structures is a cornerstone of the East End's commitment to progress, in order to preserve and amplify the significance of the area's history. Kaldis Development Interests is leading the charge in that regard, with multiple projects focused on restoring and elevating historic spaces in the East End's Milby and EaDo areas. These redevelopment projects are to be repurposed as urban shopping centers, office buildings and apartments.

Organization Contacts

Houston East End Chamber of Commerce

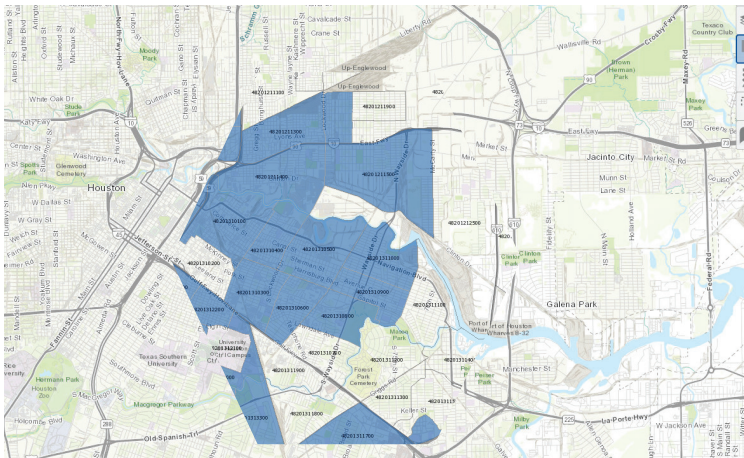
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DEVELOPING THE EAST END

EAST END OPPORTUNITY ZONE



Significant portions of the East End region as shown on the map have been designated as Opportunity Zones. Opportunity Zones are an economic development tool designed to spur economic development and job creation in designated opportunity zone communities. Investors that invest capital gains profits in opportunity zone projects can get significant reductions capital gains tax on both prior gains and future taxes on capital gains when funds are invested according to the invested in a Qualified Opportunity Zone (QOZ) project.

LOCKWOOD INTERMODAL TERMINAL*



Project Facts

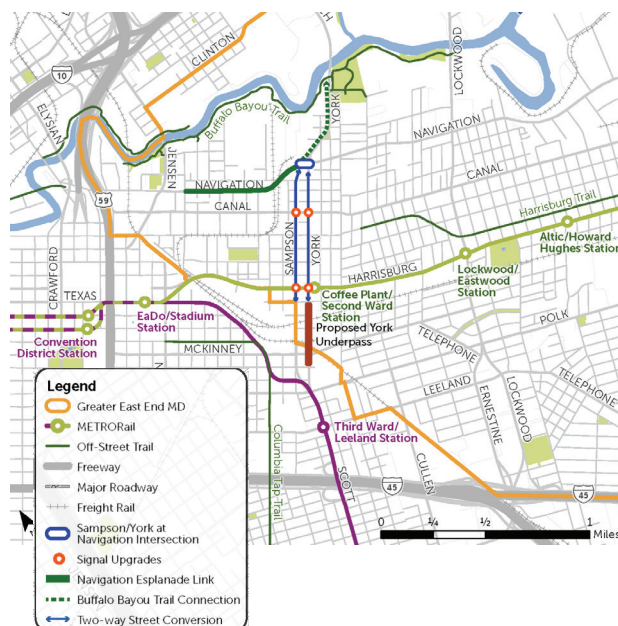
- 250 Park & Ride public Parking spaces
- 4 stories high
- 302' long by 124' wide
- 149,792 square feet
- Project availability 2020

SAMPSON/YORK IMPROVEMENT PROJECT*

2018 H-GAC Regional Transportation Plan (RTP) Application

KEY INFORMATION:

- Reconstruct Sampson and York Streets to operate as 2-way
 - York Street: 4 lane major thoroughfare
 - Sampson Street: Local street with biking and walking enhancements
- Improve overall traffic operations, walkability, and bicycle connectivity
- Recommended from the 2011 East End Mobility Study
- Connect bikeway on Sampson/York to Buffalo Bayou Trail and Tony Marron Park
- Navigation median improvements to be extended east, supporting walk/bike connectivity to Sampson and Buffalo Bayou Trail



***THESE ARE PROJECTS THAT THE DISTRICT IS SEEKING FUTURE FUNDING**

AT A GLANCE: EAST END 2019