



2020 YEAR IN REVIEW

Founded in 2000, Center for Houston's Future celebrated an important milestone in 2020: our 20th anniversary.

Since the Center's founding, our focus has remained constant: to look "over the horizon" at global, national and local trends that will shape the future of our city and our region.

Over the last 20 years, the Center's work has focused on its mission of improving the economic, social, and cultural outlook of the Houston region by inspiring leaders to collaborate, identify and act on matters of critical importance to the long-term future of the region.

As our theory of change states: "We bring business, government, and community stakeholders together to engage in fact-based strategic planning and collaboration on issues of great importance to the Houston region."

2020 has brought the challenges of COVID-19 to the world and has, of course, had a disruptive impact on the Center. Our team responded quickly by pivoting our financial model and by revising projects and programs to address the realities of this unexpected new world.

We made major adjustments to our programming to account for the pandemic. In March, we recognized the need to provide relevant information about the pandemic and in a few short weeks we created a new 11-series webcast on leadership during times of a crisis, which attracted more than 1,100 attendees and inspired many community conversations about the pandemic.

Following the success of that experiment, we moved all our work to a virtual format: We created three webcasts on immigration, adapted the our Low-Carbon Energy Innovation Summit to a two-day online format rather than one day and in person, serialized the Leadership Forum into 7 "episodes" and created a virtual release event for our health care report.

We pushed back the release of the health care report to update our work to consider COVID-19, one of the first studies of the pandemic's social impact.

Our signature fundraising and community outreach events, the Leadership Luncheon and Dinner and Conversation, were not held in 2020. Through our 20th Anniversary Campaign, and the generous donations from our many supporters, including our Founders Circle, we have partially addressed that funding shortfall. Our campaign continues through the end of the year.

We believe the Center is doing our best work in these difficult times, and below is a list of these accomplishments:

2020 Accomplishments

Energy and Climate Change: We moved forward on our research and community awareness on Houston's low-carbon energy future, with a market assessment, virtual summit, and collaborations.

- **Houston Low-Carbon Energy Market Assessment:** Completed, in collaboration with UH and KPMG, an in-depth look at four critical areas: carbon capture, hydrogen, low-carbon grid, and advanced plastics recycling that will help direct our work for 2021 and beyond.
- **Houston Low-Carbon Energy Summit:** Held our 2nd annual summit as a two-day, virtual event focused on innovation. Over 500 participants and 40+ speakers.
- **Climate Change Awareness Building:** Collaborated with French American Chamber and other organizations on events and virtual workshops. Collaborated with Atlantic Council on green stimulus webinar.
- **Role of Oil and Gas in the Future of Texas' Energy Economy:** Collaborated with Texas 2036 to assess effects of various oil price scenarios on the Texas economy.

Health Care: Released *Houston's Economic Future: Health Care*, with support from HCA Houston Healthcare. Featured a Center-developed unique economic forecasting tool.

- **Major findings:** Between 2019 and 2036, 1 in 4 of all jobs added in the region will be created in the health care sector. Workforce pipeline will be critical. Opportunity for additional growth by cultivating Houston's life sciences industry.

Immigration: Continued to study and educate about effect of immigration on our economic future. Collaboration with local and national organizations expands and amplifies the reach.

- **Roundtables and Webcasts:** Held 3 roundtables (2 with Bipartisan Policy Center), health care study looked at immigrants in health care industry. Presented 3 webcasts to the public looking at essential workers, the construction industry, and how to communicate about immigration.
- **Partnerships:** New or revitalized partnerships with TheDream.US, which runs the nation's largest scholarship program for Dreamers, The Bush Institute, and Bipartisan Policy Center. Continued with NAE, NIF, FWD.us, Rice, Rational Middle, and ADL.
- **Mentorships:** Aligned with Leadership work as forum graduates participated in a facilitated virtual session with Houston area DACA students in a networking/mentoring session with TheDream.US, and [mentor.org](https://www.mentor.org).

Leadership: This fall marked the launch of the Center's first virtual Leadership Forum. We also enhanced the program by adding high-profile speakers, by focusing on systemic issues facing the community and re-doubling our efforts to ensure a diverse class of participants.

Development: We successfully overcame the huge challenge by losing our major funding events with the 20th Anniversary campaign, additional program funding, and a PPP Loan.

While 2020 has been a uniquely difficult period world-wide, Center for Houston's Future has adapted its mission toward a more robust programmatic focus while innovating and adapting our other work to best serve the region during these challenging times. As we prepare for the coming year, we are moving beyond collaboration to become a catalyst for change.