



## 2016 Annual Report to Stakeholders

Grow Northwest is the economic development initiative of the Houston Northwest Chamber of Commerce, a 501 (c)6 non-profit corporation that serves the business community of northwest Harris County. The Chamber has a successful 42-year history and Grow Northwest represents one of the most important projects this community and the Chamber have taken on.

Our region has both the advantage and disadvantage of being unincorporated. This condition deprives us of the tools and resources that surrounding areas enjoy. Urban planning, installation of sidewalks, lighting and aesthetically-pleasing landscaping are just a few of the tangibles that we struggle to obtain. For this reason, Grow Northwest was launched as a possible solution to our community and economic development challenges.

### The Campaign

In 2014 and again in 2016, the Chamber launched a Capital Campaign to raise funds to support the three strategic priorities of Grow Northwest. They were and continue to be: Safety & Security, Economic Development, and Community Image & Branding. Each campaign solicited investments from area companies for a four-year project period.

Early supporters included Houston

Northwest Medical Center, the Lanier Law Firm, AEI Engineering, Frost Bank and Willowbrook Mall. In August 2016, the Chamber contracted with Convergent Non-Profit Solutions, LLC to direct the 2016-2017 campaign effort. By the end of 2016, approximately 38 meetings had taken place with the result of over \$700,000 of a \$2 million goal being pledged.

### Water District Check-Off Program

Similar to the program previously utilized by Cypress Creek EMS, the Chamber sought to partner with utility districts to place a check-off box on customers' water bills. The opportunity to create these partnerships was made possible with the passage of HB 3538, signed into law in May 2015. The following districts have signed agreements and contributed to Grow Northwest in 2016:

HC WCID 114

HC WCID 116

MUD 24

Louetta Rd Utility District

Other districts indicated they would participate but have not completed the signed agreement. In addition, MUD 211 and 233 each made direct contributions to the campaign in lieu of the check-off box program.

*Grow Northwest is a campaign and a strategy to build upon our community's successes and advance our local economy.*





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### Project Status

#### Safety & Security

The Safety & Security Task Force meets monthly and developed an approximate estimate for the cost of placing a law enforcement team for hot-spot commercial areas in the community. When the community is ready to fund this effort, it will be implemented. The Task Force is also reviewing the potential of a commercial security check-list that volunteers can execute through on-site business visits.

In July 2016, The Board approved a proposal that the Chamber, through the Safety & Security Task Force, will partner with H.O.P.E. Haven to launch a campaign to reduce donations to homeless panhandlers as it enables their poor choices. The campaign is "Don't Give Change – Be the Change!" With Board approval, the Chamber will partner to reduce crime through the reduction of homelessness and panhandling. Additionally, H.O.P.E. Haven is the beneficiary of proceeds of the January 28th Diamonds & Ice Gala.

**Launch Cost: \$1,748,000 over 4 years**

**Amount Spent: \$ 0**

#### Economic Development

In Q 1 of 2017, the Houston Northwest Chamber will post a position for an Economic Development Director to take the lead in local business recruitment, retention and development. The Chamber seeks a degreed

and experienced economic development professional to fill this role. They will conduct outreach to at least 50 businesses per year and recruit at least two non-retail businesses to our area each year.

**Launch Cost: \$462,250 over 4 years**

**Amount Spent: \$ 0**

#### Community Image & Branding

The Chamber secured the services of D/G Studios, a local renowned sign design firm, to develop sign concepts and a community master plan. This master plan is complete and available at the Chamber for viewing. Grow Northwest is seeking HOAs and utility districts to maintain the signage and landscaping around the signs. Chaparral Management and Retail Properties Group have pledged funds to help bring the first two 'Cypress Creek Cultural District' monument signs to the community in 2017.

**Cost of Signage Contract = \$30, 349**

DP Marketing Strategies was secured to develop a community marketing plan, a pop-up banner and the first branding collateral that was taken to two Expos in 2016.

**Cost of all marketing projects was \$2, 059**

#### Grow Northwest Capital Campaign

**2016 Fees= \$82,907**

The Campaign will extend into 2017 and payments are accepted through 2020.

**Total Amount Spent in 2016 = \$116,083.44**



*The mission of H.O.P.E. Haven is to help the homeless find a path off of the streets and mentor them through their life journey to succeed and thrive as contributing members of our Community.*



## Balance Sheet for FY 2016

ASSETS		
Current Assets		
Checking/Savings		
	Grow NW Frost	42,551.78
	Total Checking/Savings	42,551.78
Accounts Receivable		
	Accounts Receivable	34,950.25
	Total Accounts Receivable	34,950.25
Other Current Assets		
	Prepaid Expenses	153.73
	Undeposited Funds	694.05
	Total Other Current Assets	847.78
	Total Current Assets	78,349.81
	<b>TOTAL ASSETS</b>	<b>78,349.81</b>
LIABILITIES & EQUITY		
Equity		
	Restricted Net Assets	75,586.11
	Net Income	2,763.70
	Total Equity	78,349.81
	<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>78,349.81</b>

### Campaign Committee

**Chairman:**

Tim Puthoff, CEO  
Houston Northwest Medical  
Center

**Communications Chair:**

Dr. Jim Cain

**Champion Chair:**

Keith Barber, CEO, Houston  
Methodist Willowbrook  
Hospital

**Leader Chair:**

Kathie Edwards, Westpark  
Communications

**Developer Chairs:**

George Peckham, CEO, Office  
Systems of Texas

Crystal Molen, Molen &  
Associates

**Builder Co-Chairs:**

Pam Hughes, Heritage Texas  
Properties

Ross Radcliffe, Radcliffe

Bobbit Adams Polley, PLLC

**Campaign Cabinet:**

Shah Ardalan, LSC-UP

R. Jack Cagle, Harris County  
Pct 4 Commissioner

Judge Lincoln  
Goodwin, Pct 4 JP  
Court



Kevin Roberts,  
Texas Representative, District  
126

Dr. Rodney Watson, Spring  
ISD



## Profit –Loss for FY 2016

Ordinary Income/Expense		
Income		
	Direct Public Support	
	Individ, Business Contributions	109,998.82
	Utility District Customer Contr	8,873.32
	Direct Public Support - Other	-25.00
	Total Direct Public Support	118,847.14
Total Income		118,847.14
Expense		
	Contract Services	
	Legal Fees	50.00
Convergent Non-Profit Solutions	Contract Services - Other	82,856.88
	Total Contract Services	82,906.88
DG Studios	Grow NW Signs	30,349.06
	Official Function	212.27
	Operations	
	Printing and Copying	556.05
D Palmer Mkting	Professional Services	1,680.00
	Total Operations	2,236.05
	Web Based Expenses	379.18
Total Expense		116,083.44
Net Ordinary Income		2,763.70
Net Income		2,763.70

*“Decisions and commitments made by the community at critical points can steer a district away from negative outcomes” –*

*Steve Spillette, urban planner, principal at CDS Market Research*

