

VISION

Houston First is leading the effort to have Houston recognized as one of the great cities of the world.

MISSION

The mission of Houston First is to enhance the quality of life of Houstonians and to advance the economic prosperity and development of Houston through our services, attractions and venues by inspiring:

- The world to think Houston First;
- Houstonians to explore Houston First; and,
- Employees to deliver Houston First Class.

VALUES

Integrity
Passion for Houston
Employee Fulfillment
Innovation

First Class
Teamwork
Financial Responsibility