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### OUR CHALLENGE

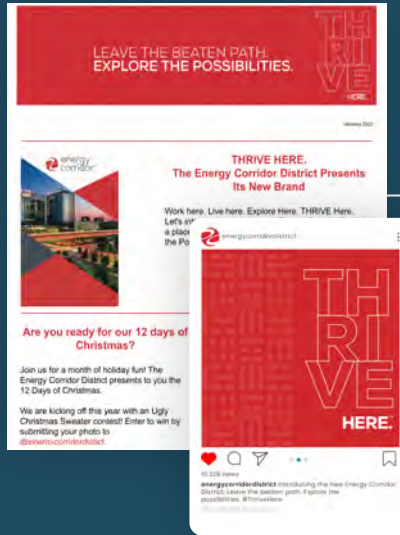
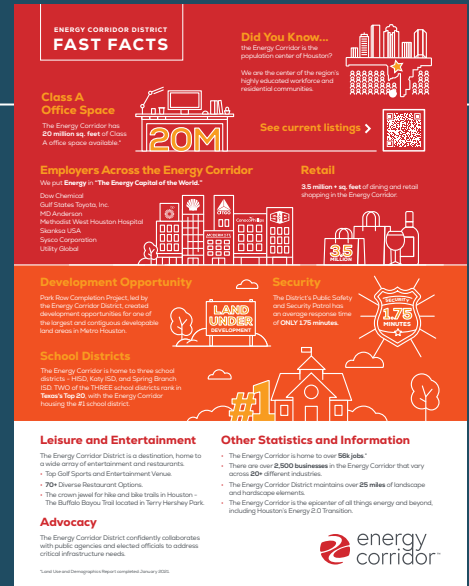
In early 2021, The District was going through a recent change in the hiring of their Public Relations and Communications Management position. They needed a firm to step in and work closely with their staff on branding, marketing, and public relations. The main objective was to develop a new brand strategy to increase the District's brand awareness throughout the Greater Houston Region, the State of Texas, and nationally implement this strategy, and aid in additional marketing support as needed. In early 2022, the Energy Corridor District wanted to introduce and implement a total rebrand that included a new logo, colors, and messaging.

### OUR SOLUTION

Our team helped the District implement its rebrand through updated collateral, events showcasing the brand change, and deploying the new messaging through different channels. Our team also deployed a go-to-market strategy for the new Commuter Bus Service.

### OUR IMPACT

Through our new marketing materials, we saw an impressive increase in brand recognition. We also successfully launched the Energy Corridor District Inaugural Tree Lighting Ceremony (which saw over 500 attendees) and The Energy Corridor District Holiday Party, where the new branding was introduced.

**ENERGY CORRIDOR DISTRICT FAST FACTS**

**Did You Know...**  
 The Energy Corridor is the population center of Houston?  
 We are the center of the region's highly educated workforce and residential communities.

**Class A Office Space**  
 The Energy Corridor has 20 million sq. feet of Class A office space available! **20M**

**Employers Across the Energy Corridor**  
 We put Energy in "The Energy Capital of the World."  
 Dow Chemical, Gulfstream, Toyota, Inc., MD Anderson, Methodist West Houston Hospital, Genentech USA, Spectra Corporation, Ulysses Global.

**Retail**  
 3.5 million sq. feet of dining and retail shopping in the Energy Corridor.

**Development Opportunity**  
 The Energy Corridor District created development opportunities for one of the largest and contiguous developable land areas in Metro Houston.

**Security**  
 The District's Public Safety and Security Patrol has an average response time of ONLY 1.75 minutes. **1.75 MINUTES**

**School Districts**  
 The Energy Corridor is home to three school districts: HISD, ISD and Spring Branch ISD. TWO of the THREE school districts rank in **TEACH** Top 100 with the Energy Corridor housing the 21 school districts.

**Leisure and Entertainment**  
 The Energy Corridor is a destination, home to a wide array of entertainment and restaurants.  
 • Top Golf Sports and Entertainment Venue  
 • 70+ Diverse Restaurant Options.  
 • The crown jewel for hike and bike trails in Houston - The Buffalo Bayou Trail located in Terry Hervey Park.

**Other Statistics and Information**  
 • The Energy Corridor is home to over 98k jobs.  
 • There are over 2,500 businesses in the Energy Corridor that vary across 20+ different industries.  
 • The Energy Corridor District maintains over 25 miles of landscape and landscape amenities.  
 • The Energy Corridor is the epicenter of all things energy and beyond, including Houston's Energy 2.0 Transition.

**Advocacy**  
 The Energy Corridor District confidently collaborates with public agencies and elected officials to address critical infrastructure needs.

**energy corridor**

