

2020 *Scenic*  
**Houston**  
*Virtual Celebration*

*Honoring*

**JOHN R. BREEDING**  
President, Uptown Houston

*Featuring*

a special conversation with  
**ALEXANDER GARVIN**  
Acclaimed urban planner, educator, and author

*2020 Event Chairs*

**COOKE KELSEY & KRAIWIT KRAISIRISOPHON**

*Date and Time*

**Thursday, October 22<sup>nd</sup>**  
Celebration begins at 6:30 p.m.

*2020 Scenic Visionary: John R. Breeding*



Each year Scenic Houston recognizes a community leader who is playing a vital role in improving Houston's appearance and image. We are delighted to announce that this year's **Scenic Visionary** award will be presented to **John R. Breeding**.

For more than 30 years Mr. Breeding, in his capacities as President and CEO of the Uptown Houston District and as Administrator of the Uptown Development Authority, has set the standards in creating the archetype for successful mixed use urban centers in the United States. With the vision and support of the Boards he serves, Mr. Breeding has led efforts in planning, funding, management and governance to turn Uptown Houston, 500 acres located in the heart of Houston, into one of the most economically viable, iconic destinations in the country.

*Sponsorship Levels:*

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**Presenting Scenic Sponsor - \$20,000 (industry exclusive)**

- Naming rights: logo on all event print collateral and marketing material as presenting sponsor
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- Feature in Scenic Houston newsletter
- Company feature in two Scenic Houston social media posts
- Access for 10 participants to online, live-streamed awards presentation

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- Listing on Scenic Houston website
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**Scenic Partner - \$2,500**

- Listing in event program
- Access for 2 participants to online, live-streamed awards presentation

**Scenic Friend - \$250**

- Digital access to awards presentation

*Scenic* **Houston**

Scenic Houston's mission is to preserve and enhance the visual character of Houston, helping shape attractive streetscapes and healthy neighborhoods throughout our vibrant, economically competitive city.

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[www.scenichouston.org](http://www.scenichouston.org)

Scenic Houston is a chapter of Scenic Texas, Inc. a 501(c)(3) non-profit organization.

# 2020 Scenic Houston Virtual Celebration

Honoring Scenic Visionary

*John R. Breeding*

President, Uptown Houston

*Evening's Program*

**THURSDAY, OCTOBER 22<sup>ND</sup> | 6:30 PM**

*Welcome*

**HEATHER HOUSTON & COOKE KELSEY**  
Scenic Houston Executive Director      2020 Event Chair

*Conversation*

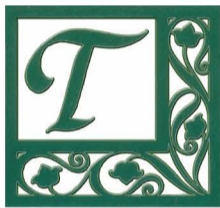
**JOHN R. BREEDING, ALEXANDER GARVIN  
& MARLENE GAFRICK**

*Awards Presentation*

**GEORGE LANCASTER**  
Hines

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UPTOWN

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Ann & Johnny Johnson | Cooke Kelsey | Kirksey Architecture | Reytec Construction Resources, Inc.  
Barbara & Louis Sklar | TBG | Tellepsen | Terrain Studio | Walter P Moore

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Midway Foundation | Parker & Sanchez PLLC | Eric Potts | Wulfe & Co. | Winifred & Carleton Riser

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### 2020 EVENT CHAIRS

*Cooke Kelsey & Kraiwit Kraisirisophon*

### HOST COMMITTEE

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Ashley Grigsby	Bill Odle	

## Scenic Houston

Scenic Houston is the only organization dedicated to preserving and enhancing Houston's visual environment, particularly as viewed by the traveling public. Through its mission-driven initiatives, Scenic Houston is transforming the character of roadways across Houston, educating stakeholders, advocating for high-quality scenic policies, elevating scenic standards in regional cities and communities, and celebrating scenic champions. Scenic Houston believes everyone has the right to live in a community surrounded by beautiful, thoughtfully planned public spaces and is committed to realizing this vision.