



For Immediate Release

February 25, 2020

Contact

Janice Evans

832-499-8687

Jevansdavis@jevansdavis.com

Scenic Houston names Heather Houston as new Executive Director

HOUSTON – Scenic Houston has selected Heather Houston to be its new executive director, effective March 2. She replaces Claudia Williamson, who has been serving in an interim capacity.

“The board of directors is pleased to welcome Heather Houston,” said Scenic Houston Board Chair Marlene Gafrick. “Beyond her strong community roots and extensive marketing skills that will help raise Scenic Houston’s profile, Heather brings a passion for our mission of creating more visually attractive and functional public spaces throughout Houston. We are fortunate she has agreed to help us move that mission forward.”

Houston served as interim executive director of Urban Harvest, where she led the organization through a strategic planning process and managed all operations, including human resources, events and fundraising. Her professional career also includes dual roles as director of Lone Star Sports & Entertainment - a subsidiary of the Houston Texans – and executive director of the Texas Bowl. She oversaw some of Houston’s biggest sporting and entertainment events and nurtured the Texas Bowl into one of the highest-attended post-season collegiate games in the country, with an annual economic impact of \$30 million for the city of Houston.



Houston began her marketing career with Classic Sports Network and ESPN. She went on to manage successful music-based marketing programs for several Fortune 500 companies, including Pepsi, Anheuser-Busch and The Jones Group and oversaw the former Compaq Computer’s global sponsorship of musician Sting’s tour for Track Entertainment, a New York-based music marketing agency.

“My background in marketing has made me acutely aware of the importance of first impressions. That is why I am so excited about this opportunity,” said Houston. “We have such wonderful neighborhoods, but the routes to and from those neighborhoods and our airports aren’t always as visually appealing as they could be. Scenic Houston is making substantial progress in this area and I look forward to digging in and helping them do even more to improve the way Houston looks and functions.”

Houston has been a board member at Urban Harvest since 2015 and was president of the Poe Elementary Parent Teacher Organization during the school’s 90th anniversary last year. She led a \$140,000 fundraiser to update the playground and launched an annual giving campaign that generated \$65,000 in additional funds for the school.

About Scenic Houston

Scenic Houston is a chapter of [Scenic Texas, Inc.](#), a 501(c)(3) organization and an affiliate of [Scenic America](#). Scenic Houston’s mission is to enhance the scenic character of the spaces where we live, work and visit.

###