

Petitioners present the following information concerning the proposed creation of a Corpus Christi Tourism Public Improvement District:

1. **District Name.** The name of the district will be the Corpus Christi Tourism Public Improvement District.
2. **District Location.** The District will be located wholly within the City of Corpus Christi, TX (the “City”), a Texas home rule municipality. The proposed boundaries of the proposed assessment district shall solely include non-contiguous hotel properties with 40 or more rooms within the City of Corpus Christi. An exhibit will be attached to the formal petition packet outlining the boundaries of the district.
3. **Purpose of the District.** The purpose of the District will be to provide special supplemental services related to the District limited to advertising and promotion activities and business recruitment activities that are authorized by the Public Improvement District Assessment Act (the “Act”) for improvement and promotion of the District, including supplemental marketing to increase hotel activity and the provision of supplemental sales activities including but not limited to incentives by the Corpus Christi Tourism Public Improvement District to organizations to encourage them to bring their meetings and events to Corpus Christi. The District will supplement and enhance the existing marketing and sales services provided by the Corpus Christi Convention and Visitors Bureau within the area of assessment and may include contracts for services with third-party entities such as marketing and other agencies.
4. **Method of Assessment.** The District assessment will be levied on hotels with 40 or more rooms located within the City of Corpus Christi. The proposed cost of the services and improvements to be provided shall be assessed in a manner that results in imposing shares of the cost of the services on hotels that are similarly benefitted. Under the Act, the apportionment of the cost of the services among property in the TPID territory must be made on the basis of special benefits accruing to the property because of the services and improvements provided. The total cost of the services and improvements to be provided shall be apportioned during the year based on a rate of 2% of taxable room-nights sold at qualifying hotels located within the District. Accordingly, those qualifying hotels that sell more rooms will pay a greater portion of the assessment since those properties benefit more from the incentives and the promotion and marketing services provided by the District. Room night sales that are not subject to the City’s hotel occupancy tax shall not be subject to the District assessment. The amount of the assessment must be reviewed and approved annually by the Corpus Christi City Council. The total assessment amount for the District term may be equal to or less than the amount budgeted in the service plan, but it shall not be more than the amount budgeted in the attached Service Plan approved by the petitioners.

5. **Estimated Cost: No Bonded Indebtedness.** During the proposed ten (10) year period, the estimated annual cost of improvements and services provided by the District are estimated to range from about three million dollars to about three million nine hundred fifteen thousand dollars (\$3,000,000 to \$3,915,000) annually; however, in no event shall the assessment amount exceed two percent of the price paid to hotels for a taxable room night in a hotel. The District shall not incur bonded indebtedness. A preliminary ten (10) year service plan/budget for total estimated collections is included with this petition packet. The service plan/budget and assessment amount are subject to annual review by the tourism public improvement district corporation board and are subject to an annual public hearing and approval by the Corpus Christi City Council.
6. **Apportionment of Cost Between the District and the Municipality as a Whole.** The District shall pay the cost of the supplemental services described in this petition by assessment against the hotels with 40 or more rooms within the district.
7. **District Management.** The District programs shall be managed by a private nonprofit corporation created under the provisions of the Texas Business Organizations Code. Additionally, the Corpus Christi City Council will annually review and approve the service plan, and the assessment rate. The Corpus Christi Tourism Public Improvement District Corporation will manage the operations of the District pursuant to a contract with the City and the Corpus Christi Convention and Visitors Bureau (Visit Corpus Christi). The Corpus Christi Tourism Public Improvement District service plan shall be subject to minor expenditure amount amendments of no more than 10 percent of the funds within approved budget categories by the Corpus Christi TPID Corporation Board.
8. **Advisory Board.** The District shall be managed through a three-way contract between the City of Corpus Christi, the Corpus Christi Tourism Public Improvement District Corporation, and the Corpus Christi Convention and Visitors Bureau.
9. **District Dissolution.** The District shall automatically dissolve in ten years unless renewed or dissolved through the petition and approval process as provided by the Act.
10. **Headings.** The headings of the paragraphs contained in this Petition are for the convenience of the reader and do not constitute a part of this Petition. This petition may be executed in multiple counterparts.
11. **Request for Creation of the Corpus Christi Tourism Public Improvement District.**
The persons signing the Petition request or concur with the creation of the District and request that this Petition be considered at the earliest possible time and that the Corpus Christi City Council take the lawful steps necessary to approve the creation of the District, authorize the services described herein, levy the necessary assessments to pay for the services and take any additional actions by law for the benefit of the District.