

2015-2016 ANNUAL REPORT



**DOWNTOWN
MANAGEMENT
DISTRICT**
CORPUS CHRISTI

BOLD PARTNERSHIPS! BIG RESULTS!

MARINA
ARTS DISTRICT

MANAGED BY CORPUS CHRISTI DOWNTOWN MANAGEMENT DISTRICT

WHO WE ARE

The Corpus Christi Downtown Management District (DMD), established in 1993, is a professional Downtown management district representing property owners and stakeholders within the area bounded by Kinney Street to I-37, and Lower Broadway to the Corpus Christi Marina L and T-Heads. In 2013, the property owners voted to renew the district through 2023. In 2015, DMD led stakeholders through a branding process naming this destination as the **Marina Arts District** while retaining DMD to refer to the organization and the programs and services we provide.

WHAT WE DO

Our mission is to create a successful, vibrant bayfront/seaside District, branded as the Marina Arts District and positively impact the greater Downtown area by proactively and strategically working with our partners to:

- Provide enhanced cleaning, beautification and safety services.
- Develop and Improve the District.
- Market and Promote the District.
- Address critical issues that affect the success of the District and greater Downtown area on behalf of our stakeholders and the regional community.

VISION

A sparkling **Marina Arts District** by the sea anchored by a beautiful bayfront and marina, leading corporations, premier restaurants, hotels and cultural venues, exciting cultural events and festivals, growing residential population and a thriving arts, live music and entertainment scene which attract thousands to visit, live, work and play.

WHAT WE VALUE

Our Staff and Board believe we must value attributes and guiding principles that will make us successful. We call them "The Five B's of Success":

- 1 Be Results Driven and Accountable:**
Do More, Do It Better, Do It Now!
- 2 Be Passionate:** Work Hard, Play Hard;
Celebrate the Victories-Large and Small!
- 3 Be Strategic, Proactive, and Creative:**
Think Outside the Box, Make a Positive Difference Every Day!
- 4 Be a Winner, Possess A Can-Do, Winning Attitude:**
Our First Answer is, Yes we can!
- 5 Be Servant Leaders:** Be of Value and Relevant.
Collaborate, Partner, Problem Solve!

DMD BOARD



CASEY LAIN CHAIRMAN
House of Rock

TRAY BATES VICE CHAIR
Representing: Durrill Properties
Bates Commercial (not pictured)

TIM HEUSTON TREASURER
Representing: Janice Richey
SegCity Corpus

GLENN R PETERSON SECRETARY
Realty Exchange Group

CHERYLYN BOYD

Stonewater Properties
(not pictured)

LEXI BUQUET

Bucket Works
(not pictured)

AJIT DAVID

Holiday Inn Downtown Marina

RAYMOND GIGNAC

Gignac & Associates

CECIL JOHNSON

Representing Dusty Oliveira
High Touch Technologies

BRAD LOMAX

WaterStreet Restaurants

WAYNE LUNDQUIST

Representing: TRT Holdings
Lundquist Cobb & Atnip, Inc.

JANET MAXWELL

Business Interiors of Texas

DEE DEE PEREZ

Hotel Corpus Christi Bayfront

JONATHAN RICHTER

Baytek International

HAROLD SHOCKLEY, JR

International Bank of Commerce

DMD STAFF



From left to right:

ALAN ALBIN
Finance and Operations Manager

TERRY SWEENEY
Executive Director

BARBIE BAKER
Merchant and Special Events Coordinator

CHAIRMAN & EXECUTIVE DIRECTOR MESSAGE

In the 2nd year of the DMD Three Year Strategic Plan, local, regional and state awards were garnered, new milestones were achieved and growing momentum generated excitement, enthusiasm and optimism for Downtown's future! Building on the foundation of the previous year, DMD developed **Bold Partnerships**, planned and launched news initiatives, recruited more financial resources and worked tirelessly to promote our businesses and address issues on behalf of our stakeholders. These efforts yielded **Big Results** including:

AWARDS AND RECOGNITION:

- Best Promotional Event in Texas for 2016 Dine Downtown awarded by the Texas Downtown Association.
- Two Gold ADDYs and one Special Judges ADDY Award for Corpus Christi region.
- Community Partner of the Year awarded by Beautify Corpus Christi.
- Selected as the host of the 2018 Texas Downtown Association Annual Conference.

DISTRICT OPERATIONS – OUR #1 PRIORITY

- Launched Bike Corpus Christi, the first ever Downtown-wide bike share program.
- Hosted three District-wide clean-ups and a curb painting event.
- Leased permanent operations office and vehicle parking.
- Purchased new ATV and electric vehicle to provide cleaning, landscaping and event support.
- Provided enhanced police presence through the DMD Off Duty Police Bike Patrol.
- Continued the DMD Mural Program.

DEVELOPMENT AND RECRUITMENT

- Became the largest city in the Texas Main Street program and hosted the First Lady of Texas, Cecilia Abbott in a dedication ceremony.
- Assisted with administration of the Tax Increment Reinvestment Zone (TIRZ) which approved \$6.1 million of incentives to support \$78 million of new Downtown projects.
- Awarded four DMD Property Improvement Grants worth \$26,595 to \$1,137,075 of projects.
- Obtained a \$12,000 Texas Historical Commission grant to conduct an historic resources survey.
- Hosted two historic tax credit symposia to educate City leadership and the real estate and developer community.
- Grew Downtown Merchants Association to 50 restaurants, bars, hotels and shops.
- Hosted 2nd Annual DINE Downtown restaurant week.

MARKETING AND EVENTS

- Created weekly e-newsletters to promote and market the District, businesses, events and people.
- Implemented a robust social media campaign that reached 2 million+.
- Grew District signature events Masterpiece In A Day art competition and art parade and monthly Artwalk and Bidgewalk attracting thousands to the District.

ORGANIZATIONAL MANAGEMENT

- Grew DMD budget by 14%.
- Negotiated and executed a \$330,000 contract with TIRZ Board to provide revitalization services to the greater Downtown area.
- Grew participation in the DMD Advisory Council increasing corporate investment in Downtown revitalization.
- Invested in new staff, training and new technology to improve service to our stakeholders.

Thanks to our partners, stakeholders, funders and volunteers for another successful year. FY 2015-2016 was full of **Bold Partnerships** and **Big Results!** Next year will be even better with your help! Together, we will do more, do it better and do it now!

Sincerely,

Casey Lain
Chairman of the Board

Terry Sweeney
Executive Director



DMD won 5 local, regional and state-wide awards





DISTRICT OPERATIONS

OBJECTIVE:

CREATE A CLEANER, SAFER, MORE BEAUTIFUL AND ACCESSIBLE DISTRICT AND GREATER DOWNTOWN AREA.

PRIORITIES

- Improve Cleanliness and Perceptions of Cleanliness
- Improve Beautification
- Improve Accessibility, Infrastructure and Connectivity (Multimodal Mobility)

Improving Cleanliness and Safety remains DMD's #1 Priority as identified in the DMD Three Year Strategic Plan. It is necessary as shown in the results of the 2015 Consumer Perception Survey which showed only 45% of the local market (Nueces and San Patricio counties) thought Downtown was clean and only 42% thought it was safe.

Achieving a high level of cleanliness and safety is important because it is the foundation from which we will be successful in attracting new businesses and developments to the district and getting more people to live in the district. **Bold Partnerships** have yielded **Big Results** in our pursuit of this priority leading to more new Downtown businesses and projects!

ACHIEVEMENTS

- Awarded Community Partner of the Year by Beautify Corpus Christi at the La Bonita Noche annual meeting.
- **235 volunteers** worked **892 hours** to clean **356 block faces**, paint **189 block faces of curbs** and decorate **397 lights poles** for the holidays.
- Partnered with AEP Texas to identify and repair **269 street lights**.
- Selected Streetplus to provide Clean Team services.
- Purchased a Kawasaki ATV and Taylor Dunn electric vehicle to support cleaning, landscaping and events.
- Managed the DMD Off-Duty Police Bike Patrol that logged **2,260 patrol hours**.
- Continued the DMD Mural program. Commissioned two local artists to paint murals on two electrical boxes and providing a grant for one building mural.
- Developed traffic alert notice on Marina Arts District website and published **20 traffic alerts**.



DMD Awarded Community Partner of the Year

THE DMD BENCHMARKS

Clean Team.

DMD's four-person team worked throughout the year to maintain a high level of cleanliness throughout the District and more than doubled some of their benchmarks from the previous year. Their work included picking up trash, sweeping streets and sidewalks, reporting and removing graffiti and interacting with customers and visitors. Their efforts create an environment that will help us attract new businesses, development and residents. The team recorded the following benchmarks.

BENCHMARK	2014-2015	2015-2016
Block faces swept/cleaned	8,606	19,869
Bags of debris and trash collected	2,174	13,130
Hours logged	5,379	6,781
Block faces weeded/sprayed	1,165	1,505
Customer contacts	563	1,179
Hours of Street Sweeper operation	520	753
Graffiti sites removed/painted over	317	286
Curbs (block sections) painted	222	364
Code violations/crimes reported	7	36



DMD Clean Team

VOLUNTEERS CONTRIBUTE TO A CLEANER MORE BEAUTIFUL DISTRICT!

Partnering with volunteers played a significant role in our cleaning efforts. This year DMD hosted two Fall and one Spring Clean-ups providing a deep clean throughout the District. We also hosted our Paint the Town Tuesday curb painting event. These efforts created a higher level of cleanliness and instilled pride in the appearance of our District. Thanks to all of our volunteers!

SPRING AND FALL CLEAN-UPS

129 volunteers, contributing 468 hours joined DMD staff to put the polish on the District! In two clean-ups participants swept through the district providing a thorough cleaning from building edge to building edge.

- 212 bags of trash and 8 street sweeper hoppers collected disposing of **6.3 tons trash and waste.**
- 356 Block faces cleaned.

BENCHMARK

	2014-2015	2015-2016
Blocks cleaned	287	356
Bags of trash collected	244	222
Street sweeper hoppers collected	15	8
Tons of trash and waste collected	9.6	6.3
Volunteers participating	193	235
Volunteer hours logged	583	892

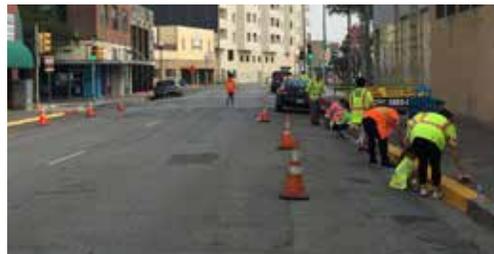


PAINT THE TOWN TUESDAY

77 volunteers joined DMD staff and Clean Team members to paint the 159 block faces of curbs logging **308 man-hours** to brighten the District.

BENCHMARK

	2014-2015	2015-2016
Volunteers	96	77
Hours logged	330	308
Block faces of curbs painted	159	165



DMD OFF-DUTY POLICE BIKE PATROL.

The goal of the DMD Off-Duty Police Bike Patrol is to create a customer friendly police presence and deter crime, interact with customers and businesses and make arrests as needed. It is made possible through a public private partnership with the City, DMD and regional corporate anchors who invested in the DMD Advisory Council. In its second year of operation, the patrol continued to enhance Downtown's police presence providing a significant positive impact. The officers patrolled the greater Downtown area providing this service from Emerald Beach Hotel to Whataburger Field.

BENCHMARK

	2014-2015	2015-2016
Customer contacts made or assistance provided.	3,035	2,697
Patrol hours logged	2,310	2,260
Garages/lots patrolled	1,033	1,371
Business contacts	892	1,370
Cleaning and Safety Partnership member contacts	755	1,238
Homeless, transient, public intoxication contacts	1,049	1,029
Arrests, calls for service taken	252	269
Reported code violations	51	68



DMD CLEANING AND SAFETY PARTNERSHIP:

DMD hosted 6 bimonthly meetings with **94 participants** from City departments, Corpus Christi Police Department (CCPD) and private sector property owners and businesses to discuss and address cleaning and safety issues facing the District. This partnership created better coordination and provision of both public and private cleaning and safety resources contributing to a cleaner and safer District. The partnership: DMD allocated time and resources to make the District accessible and artful!

- Part I Crime, serious crime to person or property **decreased 14.3%** from 2013 through 2015 and continued decreasing through 11 months of 2016.
- Inspected District's **397 streetlights** on bimonthly basis and reported outages **269 outages** to AEP Texas that were repaired.
- Reported **36 code violations** and worked with Corpus Christi Department of Code Enforcement to obtain compliance.
- Reviewed Downtown crime statistics.
- Discussed and worked to address transient and speeding issues.

CRIME	2013	2014	2015	2016 THRU NOVEMBER
Homicide	0	0	0	1
Aggravated Assault	63	49	65	30
Arson	1	1	0	0
Burglary	15	10	10	3
Rape	6	5	6	7
Larceny	156	184	135	119
Motor Vehicle Theft	21	20	10	6
Robbery	11	12	8	9
Total	273	281	234	175



DMD's Off Duty Police Bike Patrol patrolling the T-Head

MAKING THE DISTRICT MORE BEAUTIFUL AND ACCESSIBLE

DMD developed **Bold Partnerships** with the City of Corpus Christi and Corpus Christi Regional Transportation Authority and muralists to make the District and the Greater Downtown Area more accessible and artful leading to **Big Results!!**

- Launched Bike Corpus Christi **seven-station, 40-bike bike share program** August 26, 2016.
- Secured **\$76,000 in annual funding** for the next three years to support Bike Corpus Christi.
- Provided **\$20,000 grant** to Corpus Christi Parks and Recreation to support the \$150,000 La Retama Park renovation project which is home to Artwalk.
- Provided **\$10,000 grant** to fund "Endless Sunset: The Colors of our City" on Caller Times building and **\$1,000 to artists** to paint two electrical box murals.
- Decorated 397 lights poles with garland and bows in collaboration with Parks and Recreation Department and 29 volunteers providing 116 volunteer hours.
- **Posted 20 traffic alerts** on website as received from The City of Corpus Christi.
- Met with City and engineering firms to develop draft design and timelines for **\$10.4 million of Bond 2014** street construction projects that will begin in 2017.

BIKE CORPUS CHRISTI BENCHMARK

1ST 30 DAYS

Active Members	629
Trips Taken	1,134
Median Trip Duration	29 minutes
Miles Logged	3,998
Calories Burned	161,414



DMD launches Bike Corpus Christi



Two newest electrical box murals



La Retama Park Dedication



Caller Times Mural



DEVELOP AND IMPROVE DOWNTOWN:

OBJECTIVE:

ATTRACT NEW BUSINESSES, DEVELOPMENT AND RESIDENCES; INCREASE SALES ACTIVITY AND STREET LEVEL OCCUPANCY AND IMPROVE EXISTING BUILDINGS AND URBAN DESIGN.

PRIORITIES

- Attract new businesses and development and increase street level occupancy
- Organize and support businesses and improve urban design
- Promote Downtown residential

The Marina Arts District and the Greater Downtown Area are benefitting from **Bold Partnerships** in attracting news projects and businesses; organizing, supporting and promoting businesses; and in improving urban design and preserving our historic buildings. These partnerships are leading to a renewed District and Greater Downtown Area and providing **Big Results** now and over the next 24 months!

ACHIEVEMENTS

- Won **Best Promotional Event in Texas** for 2016 Dine Downtown awarded by the Texas Downtown Association.
- Awarded **2018 Texas Downtown Annual Conference** which will attract more than 350 Downtown professionals from across Texas to Corpus Christi November 6-9, 2018.
- DMD helped administer the Tax Increment Reinvestment Zone (TIRZ) which:
 - o Provided **\$6.1 million of incentives to support \$78 million of new projects** including: Broadway Lofts apartments, Clock Tower Apartments, Residence Inn, Studio 21 Apartments and Urbana Market Deli.
 - o Engaged Walker Parking Consultants to develop a strategic parking management plan to be completed in 2017.
- Developed Downtown Projects List documenting **\$650 million of new projects** to be completed by 2020.
- Awarded four grants worth **\$26,595 to \$1,137,075** of projects and completed **3 projects worth \$83,182**.
- Met with, contacted, assisted or provided information on Downtown development or business opportunities to **37 prospects**.
- Hosted **First Lady of Texas, Cecilia Abbott** for the Texas Main Street dedication ceremony and Texas Main Street Resource Team engaging more than 150 people.
- Planned and hosted a **historic tax credit symposium** which educated 60 real estate professionals, property owners, city leaders and architects and a **real estate round table** attended by 25.
- Awarded a **\$12,000 grant** from the Texas Historical Commission as part of the Certified Local Government program to retain a consultant to perform a historic resources survey of the District .
- Grew Downtown Merchants Association from 27 to **50 members**.
- Hosted 2nd annual DINE Downtown restaurant week with 17 restaurants, 8 shops and 2 hotels participating and served more than **2,500+** Dine Downtown meals.



First Lady of Texas, Cecilia Abbott at Texas Main Street dedication



Texas Main Street Resource Team

TABLE: OPEN AND CLOSED STREET LEVEL RESTAURANT/BAR/ENTERTAINMENT/SERVICE BUSINESSES

BENCHMARK	2014	2015	2016	TOTAL
Opened	9	13	4	26
Closed	8	10	1	19



Vacant building for lease



Vacant lot

STREET LEVEL VIBRANCY BENCHMARKS

BENCHMARK	2015	2016
Vacant Storefronts	31	28
Entirely Vacant Buildings	19	19
Vacant Square Feet	193,024	187,928
Undeveloped Land/Surface Parking Lots (Sq. Ft)	1,576,600	1,576,600

DOWNTOWN MERCHANTS ASSOCIATION

DMD created the Downtown Merchants Association in November 2015 and it has grown to **50 members**. Its mission is to create a collaborative working group of merchants that pool resources to increase sales and enhance the Downtown experience by:

- Collectively marketing the Downtown destination to the local market.
- Hosting events.
- Addressing issues that affect Downtown merchants and restaurants.



Door prize giveaway at TV Ad campaign viewing party

The Downtown Merchants Association hosted the 2nd Annual **DINE Downtown** January 18-31, 2016. The event was incredibly successful and was awarded **2016 Best Promotional Event in Texas** by the Texas Downtown Association. The restaurant week featured 17 restaurants, 8 shops and 2 hotels to create a dine, shop, stay event.

DINE DOWNTOWN BENCHMARKS

PAID MARKETING:

- **970** radio commercials on Jake 107.3 FM, Planet 102.3 FM, 104.5 FM and the Shark 106.5 FM.
- **202** KiiiTV commercials with a net reach of 127,592.
- **50+** Caller.com web ads.
- **20+** on-air appearances on KiiiTV and Convergent Broadcasting stations.
- **8** quarter Caller Times page print ads.
- **2** email KiiiTV blasts to 20,000 recipients.
- **1** Full Page ad in The Bend Magazine and web presence.
- **Daily** Facebook, Twitter presences and promotions on KiiiTV Jake 107.3 FM, Planet 102.3 FM, 104.5 FM and the Shark 106.5 FM.



DMD MARKETING TOOLS:

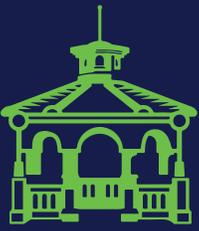
- **70,221** combined web views on Marina Arts District home page and DineDowntownCC webpage.
- **10,500** recipients of the Marina Arts District E-newsletter.
- **50** posts at #marinaartsc Instagram, Twitter and Facebook accounts.
- **27** custom sandwich boards promoting the event at each participant location.

ECONOMIC IMPACT

- **\$76,000+** in food and alcohol sales, hotel stays and shopping purchases.
- **2,500+** Dine Downtown meals purchased.



DMD Staff Accepts Best Promotional Event for Dine Downtown at Texas Downtown Annual Conference.



MARKETING AND EVENTS

OBJECTIVE:

INCREASE SALES, VISITORSHIP AND INVESTMENT IN THE DISTRICT AND IMPROVE DMD VISIBILITY THROUGH STRATEGIC MARKETING AND DEVELOPING/MANAGING EVENTS.

PRIORITIES

- The District and Businesses
- Create, manage and support DMD and District events to increase Downtown visitorship, event attendance and event and business revenue.
- Support other District events.

Marketing and events are important in bringing customers to the District to spend money in our businesses. DMD formed marketing partnerships, created new electronic and social media tools, managed DMD signature events and sponsored other events that reached millions of people and attracted more than 400,000 people to visit the District over the last 12 months. **Bold Partnerships and Big Results!**

ACHIEVEMENTS

- Won two **Gold ADDYs** and one **Special Judges ADDY Award** for Corpus Christi region in partnership with our ad agency, Morehead Dotts Rybak (MDR).
- Developed a **strategic marketing partnership** with 10 Downtown merchants and KiiiTV to air 90 30-second commercials per month October 2016-November 2017. DMD worked with MDR to design the commercials.
- Promoted the District, businesses and events through the website, newsletter and social media tools reaching more than **2 million+ people**.
- Increased Bridgewalk participation **182%** since FY2012-2013 with annual attendance over **6,000**.
- Managed monthly Artwalk with annual attendance at **60,000+**, recruited **70 volunteers** who logged **400 hours** and increased vendor participation to **85**.
- Hosted 2nd Annual Masterpiece In-A-Day art competition and art parade featuring 65 artists, 20+ parade participants and attracting 100+ customers to District businesses to view the competition. Awarded \$4,650 in prize money to visual, music and spoken word artists.
- Provided **\$12,500 in sponsorships** and marketing and in-kind support to festivals and cultural events attracting **400,000+** visitors to District.
- Promoted more than **200 Downtown Businesses and events** on social media.

MARINA ARTS DISTRICT ELECTRONIC AND SOCIAL MEDIA MARKETING METRICS

Website	33,314 Users	52,778 Sessions	124,533 Views	63% New Users	37% Return Users
Twitter	425 Tweets	210 Mentions	736 Followers	53,668 Profile Visits	78,587 Impressions
Facebook	17,057 Likes	67,185 Reach	2+ Million Impressions		
Instagram	408 Posts	2,371 Followers	17,748 Post Likes		
E-Newsletter	34 Newsletters Sent	71,000 Recipients			
Snapchat and Swarm	229 Friends	1,253 Posts			



ART WALK

EVERY FIRST FRIDAY

Monthly Artwalk continued to grow annually attracting **60,000 people** to the District and into our businesses. DMD worked to improve the vendor offerings, recruiting more than **85 vendors and food trucks** each month. This year Artwalk returned to a renovated La Retama Park, its original home. Special thanks to sponsor HEB.



BRIDGE WALK

SUNDAY FOLLOWING ARTWALK

Bridgewalk has grown significantly over the last four years attracting more than **6,000 residents and visitors** to this free, unique fitness and health event. Thanks to our programming partners Taoist Tai Chi; City of Corpus Christi Senior Community Services; Lotus Tea, 24 Hour Fitness; Hester's; Yoga instructors, Ashley Chapa and Kirby Conda; Rising Tide Putt Putt; Women's Shelter of South Texas and HEB, the event's sponsor.



FISCAL YEAR PARTICIPANTS

FISCAL YEAR	PARTICIPANTS
2016	6,036
2015	4,259
2014	2,793
2013	2,134

MASTERPIECE IN-A-DAY

THE 2ND ANNUAL MASTERPIECE IN-A-DAY

art competition and art parade attracted **85+ artists** and **parade participants**. Artists spread out across the district as they were tasked with creating a masterpiece in a day in the visual art, music and spoken word categories. **\$4,350 of prize money** was awarded to the artists. More than 100 people watched the judging take place at The Ritz Theater, House of Rock and Executive Surf Club.





ORGANIZATIONAL MANAGEMENT:

OBJECTIVE:

TO PROACTIVELY PURSUE THE DMD MISSION BY BUILDING AN ORGANIZATION WITH ADEQUATE RESOURCES, TECHNOLOGY, PROFESSIONAL STAFF AND ENGAGED LEADERSHIP, BOARD MEMBERS, STAKEHOLDERS AND VOLUNTEERS.

PRIORITIES

- Attract more financial and leadership resources to support DMD's mission
- Build DMD's organizational capacity
- Financial Management

DMD increased its effectiveness and provided significant, positive impact on the Marina Arts District and the Greater Downtown Area by creating new partnerships and attracting more financial support of its revitalization mission. DMD continued its interlocal agreements with the City of Corpus Christi, attracted new Advisory Council members and forged a new partnership with the TIRZ. DMD also engaged our stakeholders at our 1st Annual Reception, recruited new DMD Board members and hired new staff members. **FY2015-2016 provided Bold Partnerships and Big Results!**

ACHIEVEMENTS

- Increased DMD annual budget by **14%** from FY2014-2015 and **138%** since FY 2013-2014 and increased capital reserve to **\$171,422**.
- Renewed **\$350,000** of interlocal agreements with City of Corpus Christi.
- Grew DMD Advisory Council to 14 organizations securing **\$96,000** for revitalization of the Greater Downtown Area.
- Developed scope of services and executed an interlocal agreement with TIRZ Board for **\$330,000** to extend DMD "revitalization services" to Greater Downtown Area.
- Obtained recommendation from Parking Advisory Committee and Chief M. Markle, CCPD to fund a **\$70,000** scope of services to help revitalize the Greater Downtown Area. City Council approval to be obtained in 2017.
- Obtained **\$50,150** in sponsorships, grants and memberships to support programs and events.
- Hosted 1st Annual DMD Reception December 10, 2015 at Holiday Inn Marina attended by more than 220 people.
- Printed and distributed 2014-2015 Annual Report and 2015-2016 District Service Plan brochures.
- Submitted award applications to Texas Downtown Association.
- Convened 12 DMD Board of Directors and Executive Committee meetings, slated and elected new Board and passed revised bylaws.
- Approved DMD 2016-2017 District Service Plans and Budget.
- Completed external audit of FY 2014-2015 with Ernest Garza and Company resulting in clean financial report.
- Hired new Merchant and Special Events Manager.



FY2015-2016

REVENUE SOURCES

	REVENUE	PERCENTAGE
Advisory Council/Fundraising	\$200,200	25.5%
Assessment Income	\$195,697	24.9%
City Inter-local Agreement	\$195,000	24.9%
Contracted Services	\$155,167	19.8%
Sponsorships, Grants, Events and Merchant Income	\$38,406	4.9%
TOTAL INCOME	\$784,470	100.00%

EXPENSES PRIORITIES

	EXPENDITURE	PERCENTAGE
District Operations	\$338,964	43.2%
Development and Recruitment	\$18,810	2.4%
Marketing and Events	\$106,171	13.5%
Organizational Management/ Capital Reserve	\$320,525	40.9%
TOTAL INCOME	\$784,470	100.00%

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DMD ADVISORY COUNCIL MEMBERS (2015-2016)

DMD developed Bold Partnerships with the City of Corpus Christi and Corpus Christi Regional Transportation Authority and muralists to make the District and the Greater Downtown Area more accessible and artful leading to Big Results!!

- **LIBBY AVERYT**, Caller Times
- **BRENT CHESNEY**, Nueces County Commissioners
- **BILL DURRILL**, Durrill Properties
- **KEN GRIFFIN**, AEP Texas
- **GABE GUERRA**, Kleberg Bank
- **REGINA GARCIA**, HEB
- **WES HOSKINS**, 1st Community Bank
- **AL JONES**, American Bank
- **TONY LAMANTIA**, L&F Distributors
- **DAN LEYENDECKER**, LNV
- **TREY MCCAMPBELL**, American Bank
- **JARL PEDERSEN**, Port of Corpus Christi
- **MIKE PUSLEY**, Nueces County Commissioners
- **SARAH O'BRIEN**, NavyArmy Credit Union
- **MARK SCOTT**, San Jacinto Title
- **DARCY SCHROEDER**, Valero
- **JEFF SHEA**, M&G Chemicals

DOWNTOWN MERCHANT ASSOCIATION BUSINESS MEMBERS

- Aria
- Art Center of Corpus Christi
- Axis Tattoo
- BBVA Compass Bank
- Bella Luna
- Best Western
- Black Tie Roses
- Bleu Bistro
- Blimpies
- Brewster Street Icehouse
- CC Gears
- Citrus Bistro
- Corpus Christi Ice Rays
- Cosmopolitan
- Dos Comales
- Downtown Crossfit
- ESC Region 2
- Executive Surf Club
- Green Light Coffee
- The Grub Pub
- Harrison's Landing
- Holiday Inn Marina
- House of Rock
- IBC Bank
- Impact Marketing
- Joe's Crab Shack
- K Space Contemporary Design Gallery
- Kalaha Coffee
- Mesquite Street Pizza
- Mulligan's Pub
- Omni Hotel
- Peace of Mind
- Produce Design Team
- Railroad Seafood Company
- Ramos & Harrison
- Rebel Toad Brewery
- Rocket's Whiskey Bar
- SegCity
- Shoreline Sandwich Co.
- Surf City Squeeze
- Surf Club Records
- Texas Surf Museum
- Thai Spice
- Treehouse Art Collective
- Trinity Towers
- Twisted Murphy's
- Water Street Oyster Bar
- Water Street Seafood Company



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marinaarts.com