



AGENDA MEMORANDUM

Future Item for the City Council Meeting of June 24, 2014
Action Item for the City Council Meeting of July 8, 2014

DATE: June 5, 2014

TO: Ronald L. Olson, City Manager

THRU: Gustavo Gonzalez, P. E., Assistant City Manager for Public Works & Utilities
gustavogo@cctexas.com
(361) 826-3897

FROM: Daniel Biles, P. E., Executive Director of Public Works
danb@cctexas.com
(361) 826-3729

| |
|---|
| <p style="text-align: center;"><u>Interlocal Agreement with Downtown Management District</u> Public Outreach and Coordination in Downtown Area</p> |
|---|

CAPTION:

Resolution authorizing the City Manager, or designee, to execute an Interlocal agreement with the Corpus Christi Downtown Management District (DMD) in the amount of \$160,000 over a three year period to provide coordination and public outreach between the City and stakeholders involved in projects in the downtown area.

PURPOSE:

The purpose of this Agenda Item is to enter into an Interlocal agreement with the DMD to provide city coordination and public outreach with stakeholders for projects located in the downtown area.

BACKGROUND AND FINDINGS:

Downtown Corpus Christi is experiencing important City infrastructure and private sector construction projects which will revitalize Downtown yielding renewed streetscape, destinations, residential options and parking. The Downtown Management District (DMD) will work with the City to carefully manage the construction period and process in order to minimize negative impact and enhance stakeholder buy-in to longer term outcomes. The goal will be to work in partnership to:

- Prioritize Downtown City infrastructure projects through stakeholder engagement (DMD, Marina, SEA District)
- Assist with developing comprehensive way finding system.
- Minimize both public and private sector construction project footprints.
- Maximize public (vehicular and pedestrian) access to businesses.
- Shorten construction time and periods of business interruption.
- Proactively communicate with Downtown businesses and address issues.
- Promote affected businesses and communicate with consumers.

- Leverage City communication efforts.

Key Audiences:

Communications and stakeholder engagement will be focused on the following key audiences:

- Employers
- Employees
- Hotel, Restaurant, Retail merchants
- Residents
- Visitors

DMD Assets

DMD will utilize its partnerships and tools to support the goals of this scope of work and its goals.

DMD Partnerships

- Cleaning and Safety Partnership
- Infrastructure Committee
- Downtown Merchants Association (June 2014)
- Advisory Council (July 2014)

DMD Tools

- DMD family of websites with more than 3 million hits annually
- email list nearly 2,000 contacts
- Downtown database with more than 200 property owners and businesses operators
- Facebook with 10,141 friends
- Twitter with 877 followers
- Media relations
- Newsletter
- Activity Report
- Board meetings

ALTERNATIVES:

1. Authorize execution of Interlocal Agreement with Downtown Management District.
2. Do not authorize execution of Interlocal Agreement with Downtown Management District. (Not recommended)

OTHER CONSIDERATIONS:

N/A

CONFORMITY TO CITY POLICY:

Conforms to City Fiscal Policy and the City's Charter.

EMERGENCY / NON-EMERGENCY:

Not applicable

DEPARTMENTAL CLEARANCES:

FINANCIAL IMPACT:

Operating

Revenue

X Capital

Not applicable

| Fiscal Year 2013-2014 | Project to Date Expenditures (CIP only) | Current Year | Future Years | TOTALS |
|--|--|---------------------|---------------------|------------------|
| Line Item Budget | | \$60,000 | \$100,000 | \$160,000 |
| Encumbered / Expended Amount | | | | |
| This Item | | \$60,000 | | \$60,000 |
| Future Anticipated Expenditures This Project | | | \$100,000 | \$100,000 |
| BALANCE | | \$0.00 | | \$0.00 |

COMMENTS: Not applicable

RECOMMENDATION:

City Staff recommends the approval of the Interlocal Agreement between the City of Corpus Christi and the Downtown Management District.

LIST OF SUPPORTING DOCUMENTS:

Interlocal Agreement