

Corpus Christi Downtown Management District & TIRZ #3 Integrated Service Plan FY 2025 - 2026

I. About the DMD

The CCDMD is a professional municipal management district, established in 1992, representing property owners in the Downtown Corpus Christi neighborhood known as the Marina Arts District. Through interlocal relationship with the City of Corpus Christi and Downtown Tax Increment Reinvestment Zone, we facilitate development through the Greater Downtown Area. With the support of our corporate partners on the Downtown Advisory Council and our 501 (C)3 the Downtown Revitalization Alliance, we move revitalization further forward with a focus on economic development, arts and culture.

A. Vision & Mission Statement

The vision of the Corpus Christi Downtown Management District is to create the most vibrant downtown on the Gulf Coast by instituting a clean, safe and beautiful environment; creating a welcoming, well-designed, accessible waterfront; developing a robust, sustainable, desirable neighborhood; promoting remarkable, prismatic cultural experiences; and growing our team, team mentality, and local capacity to accomplish the vision.

B. Values

Values define what an organization stands for. The following values communicate how we function as an organization.

1. Dependable – We want you to know you can count on us!
2. Optimistic – We have a realistic and positive outlook on the future of downtown!
3. Creative – We value outside the box thinking, new solutions, new perspectives!
4. Purposeful – We consider more than a job, but a calling!
5. Collaborative – We make an impact with partnerships!
6. Inclusive – We believe Downtown is a place for everyone!

II. About this Service Plan

This document is an annual statement of work, supplemental to the Downtown Corpus Christi 5 Year Strategic Plan. It is reviewed and approved by the DMD Board, TIRZ Board, City Council & Staff. TIRZ Related Items are indicated with a *. TIRZ Funds are expended only as allowed by state law.

Item	What is it?	What does it look like?	Where is it?
Goal	Mission Element	Develop robust, sustainable neighborhood.	5 Year Strategic Plan
Strategy	Approach to accomplishing a goal	Activate vacant properties and land parcels with adaptive reuse.	5 Year Strategic Plan
Objective (Programs & Projects)	Measurable, short term step to achieve strategy.	Facilitate rehabilitation process for three vacant properties in partnership with willing property owners.	Annual Service Plans

District Operations - Instituting a clean, safe, beautiful environment.

A. Improve cleanliness and perceptions of cleanliness by 5% annually.

- Provide a 9-member Clean Team to maintain the expansion area at a consistently high level of cleanliness (track personnel, duties and hours).*
- Conduct audit of service levels to identify additional capacity and resource needs for FY 26 and district expansion.
- Implement plan for expanding trash receptacles throughout South Downtown.*

B. Elevate standard of care for landscaping and right of way fixtures to create best looking appearance.

- Conduct two planter change outs & one seasonal park changeouts per year. *
- Collaborate with Botanical Garden, Native Plant Society & Master Gardener Society for implementation of drought-resistant landscaping in Downtown. *
- Maintain in-house skillset and landscaping capacity with Master Gardener Program certification. *
- Work with City to identify and implement all curb and right-of-way maintenance improvements. *

C. Create a consistent sense of security for all downtown users at all times.

- Work with Police Department to launch a Downtown Safety Program with visible, round-the-clock presence on key corridors and public spaces. *

D. Collaborate with the community to mitigate adverse environmental & safety perception impacts of homelessness.

- Connect with community homeless services to better link homeless individuals with assistance agencies. *
- Connect City Staff with downtown business and property owners in Business Association monthly.
- Support plans for low barrier drop in shelter for homeless. *

E. Install and maintain lighting throughout downtown to increase safety at night.

- Continue monthly streetlight, bluff lights, and park lights audit and expand to include other lighting fixtures. *
- Identify additional locations to deploy lights throughout the district, on buildings, alleys, etc.*
- Standardize lighting levels along right of way to the Illuminating Engineering Society standards in the City's Streetscape Overlay Ordinance. *
- Continue to maintain Illuminando Tree Lights.

Placemaking - Creating a welcoming, well-designed, accessible waterfront.

F. Advocate for and support implementation of catalytic infrastructure improvements – especially on the waterfront.

- Coordinate with City for design of Lower, Middle and Upper Broadway Bluff Rehabilitation to ensure connectivity between districts and historic features. *
- Continue to advocate for implementation of Water Street Reimagined *
- Develop connectivity options for Agnes/South Chaparral intersection. *
- Coordinate with City to implement flood mitigation improvements on Peoples Street. *

G. Create beautiful streetscapes and interactive public spaces through urban design.

- Continue advocating for implementation of parklets and sidewalk cafes. *
- Assess current Urban Design Standards and analyze proposed UDC Amendments. *
- Collaborate with city staff on Wayfinding Master Plan to ensure implementation. Manage seasonal Small Business Wayfinding programs. *

H. Ensure all downtown users have a connected, convenient, and safe route to and through downtown.

- Maintain relationship with CCRTA, identifying bus stop upgrades and partnering to implement upgrades. *
- Advocate and coordinate with City for reconfiguration of the Chaparral, Kinney, and Agnes intersection to extend pedestrian connectivity across Chaparral Street. *
- Partner with the City for implementation of the 2023 ADA Accessibility Report.*

I. Enhance the parking system so that public and private parking is available for diverse users when needed.

- Continue to advocate for implementation of Walker Parking Action Plan. *
- Work with City to move forward with Parking Meter Updates. *
- Continue implementation of off-street lot improvements for privately owned blighted lots that support operating businesses. *

J. Implement family and tourist oriented placemaking initiatives that make parks and places inviting for all ages through design.

- Develop and deploy high quality holiday installations throughout the Marina Arts District and into Waters Edge, focusing on right of way and park activations. *
- Develop a plan for dog-friendly spaces in downtown. *
- Support the development of public art such as murals throughout downtown to expand the Downtown public art collection. *
- Implement park improvements to enhance user experience and support event programming. *

Economic Development - Developing a robust, sustainable, desirable neighborhood.

K. Increase the supply, density, and variety of residential options.

- Support multi-family residential development (new or existing).*
- Develop targeted approach for Office to Residential Conversion development.*
- Conduct Annual Multifamily Occupancy Survey.*
- Accelerate new construction.

L. Develop a robust food & beverage ecosystem with diverse offerings.

- Maintain targeted incentives for chef-led or proven operator's secondary locations. *
- Support locally owned establishments downtown (new or existing.) *
- Support existing downtown food/beverage businesses.
- Develop trash mitigation and management plan

M. Recruit an attractive and authentic retail mix for resident and tourist audiences.

- Recruit targeted retail, local brands with strong online followings or existing operations to vacant bricks & mortar locations. *
- Continue development and implementation of multi-phased Retail Incubation Strategy, with specific sites targeted for activation. *

N. Leverage adaptive reuse and proactive marketing strategies (DowntownTx.org) to activate vacant properties and land parcels.

- Facilitate the rehabilitation process for key historic properties, like the Ritz Theater, 222 N Chaparral, and 601 N. Water Street (Hilton Spark). *
- Conduct monthly updates to DowntownTX.org with available properties. *
- Continue to administer TIRZ #3 incentives throughout the zone to support the activation of downtown vacant buildings and land parcels.
- Facilitate communications during the development process to support existing businesses.*
- Support the Downtown Vacant Building Ordinance. *
- Support hotel development (new or existing.)
- Showcase successful projects and provide materials on website. *

O. Increase economic strength of the "South Texas Diamond" by leveraging our competitive assets of affordable, existing, waterfront real estate with knowledge and technology economy (Lonestar UAS Center of Excellence and Innovation, Port of Corpus Christi), and entrepreneurship.

- Partner with City to fund and launch a Co-Working Space. *
- Establish grant program in partnership with Mayor, CCREDC and City's Type B Program for qualified companies relocating to Downtown Corpus Christi.
- Create strategic communications plan for all projects.*

Promotions - Promoting remarkable and prismatic cultural experiences.

P. Strengthen communication channels to educate the public on downtown's unique offerings.

- Continue to post quality content daily, growing Instagram and Facebook by 150 followers per month.
- Prepare and distribute 52 e-newsletters and maintain 40% open rate.
- Conduct monthly updates to website, with three priorities, establishing lifestyle content, sharing information on development projects* and promoting businesses.
- Continue to produce original video content, to upload to YouTube and social media quarterly and create an Annual Report video.

Q. Elevate downtown's market position by proactively defining the brand through proactive narrative development using a psychographic strategy.

- Proactively prepare press releases for story development to increase exposure with one or more story per month on local media channels.
- Position Downtown as a go-to weekend destination through targeted promotional campaigns and strategic partnerships.
- Continue momentum created at State of Downtown into ongoing marketing campaign, including annual report "Road Show."

R. Facilitate micro-communities (like Business Association, Downtown Run Club, and residents) of downtown interest groups to maximize collaboration amongst co-creators and businesses.

- Maintain Business Association meeting participation of 25 attendees, improve access to business support resources, and increase engagement on seasonal promotions.
- Continue to grow Run Club as a health focused programming activation.
- Develop and implement new strategies to spotlight and support Downtown businesses beyond the food and beverage sector.

S. Program and support signature experiences that amplify our unique culture and assets.

- Support 22 signature cultural events as sponsor, co-promoter or co-producer and track attendance utilizing PlacerAI.*
- Sustain ArtWalk's role as a regional economic catalyst by achieving \$16M in total annual output across Corpus Christi. Sustain ArtWalk attendance within a 5% range year over year, curate partnership opportunities that enhance programing, secure sponsorships to fund ArtWalk.
- Continue to improve and expand holiday event series to generate activity and business in the months of November and December.

T. Foster opportunities for the creative class to shine.

- Produce 5th Annual Mural Fest, providing artist hospitality and collaboration opportunities for selected national and local artists.
- Maintain Cultural District designation and seek financial support for public and private music- and art- related programming.
- Leverage ArtWalk to showcase local creatives through live art demonstrations and interactive, hands-on experiences for the community.

- Curate year-round calendar of events that connects the creative community with the public, inspiring participation, visibility, and growth for local artists.

Organizational Management - Growing our team's capacity to accomplish the vision.

U. Provide effective administration of complex governance structure while optimizing entities and programs.

- Continue monthly Board Management, daily financial operations, annual reporting and annual service plan development.
- Complete implementation of Phase 1 Expansion, begin planning Phase 2 of Expansion.

V. Collaborate with partners to diversify funding and foster "teamwork" mentality towards revitalization.

- Manage interlocal agreements, provide clear value to TIRZ #3 for service contract, and support extension of TIRZ #3. *
- Continue to grow and expand funding partners through Downtown Revitalization Alliance, identify opportunities to partner in additional manners.
- Expand recognition for stakeholders, businesses and volunteers to extend "team" mentality beyond the office.

W. Recruit, retain and develop motivated, dedicated staff to implement vision and expand organizational capacity.

- Continue pursuit of professional certifications as needed to increase team's capacity by requiring one professional development milestone for each team member. *
- Maintain and expand membership with professional and industry trade organizations, (Main Street America, International Downtown Association, Texas Downtown Association, and International Economic Development Council). *

X. Evolve software, technology, and facilities to provide professional best in class working environment.

- Continue to seek a permanent office location, considering future expansions. *
- Upgrade hardware and software as needed to conduct business and manage information. *

Y. Establish a culture in which information is readily shared.

- Respond within one business day to email requests.
- Serve as one-stop resource for information pertaining to current and prospective businesses, property owners, developer, and other stakeholders.