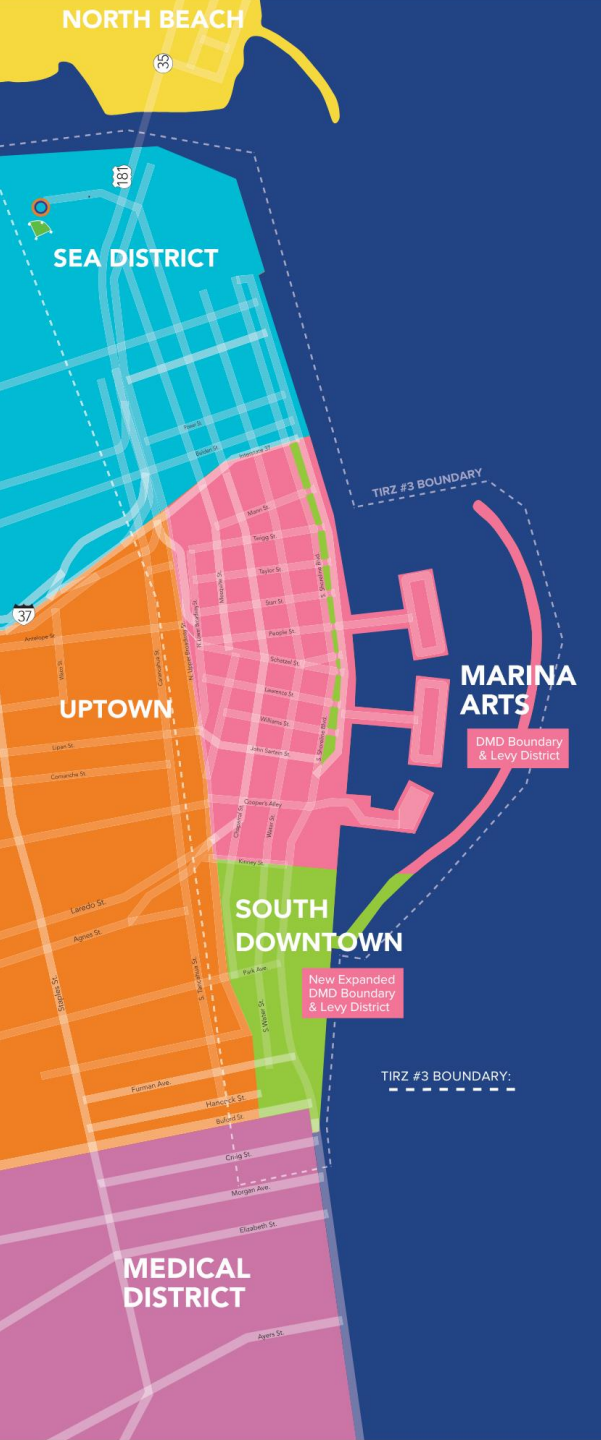




# FY 2026 Service Plan Presentation

September 23, 2025





# ABOUT THE DMD

## VISION & MISSION

The vision of the DMD 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;
- Growing our team, team mentality, and local capacity to accomplish the vision.



**Charleston, SC**  
Population/MSA: 133,762 / 802,000



**Savannah, GA**  
Population/MSA: 145,862 / 347,000



**Tampa/St Petersburg, FL**  
Population/MSA: 392,890/3,142,663



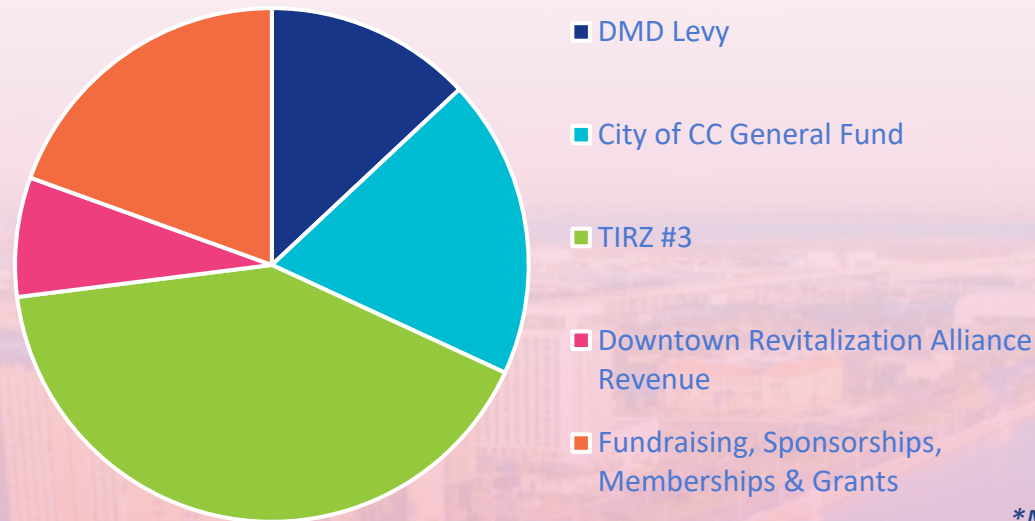
**New Orleans, LA**  
Population/MSA: 391,144/ 1,275,762



# FY 2026 Funding Model

Source	Revenue	Percent of Total
DMD Property Owner Levy*	362,665	13%
City of Corpus Christi Interlocal	525,534	19%
Downtown Reinvestment Zone	1,145,000	41%
Downtown Revitalization Alliance	209,250	8%
Fundraising, Memberships, Sponsorships, Grant	542,650	19%
<b>Total Revenue</b>	<b>\$2,785,099</b>	<b>100%</b>

Revenue by Source



*\*Most recent certified assessed taxable value of land and improvement in District*

# DOWNTOWN REVITALIZATION ALLIANCE

PIONEER  
\$50,000



PORT **CORPUS CHRISTI**®

PATRONS  
\$5,000



PILLARS  
\$10,000



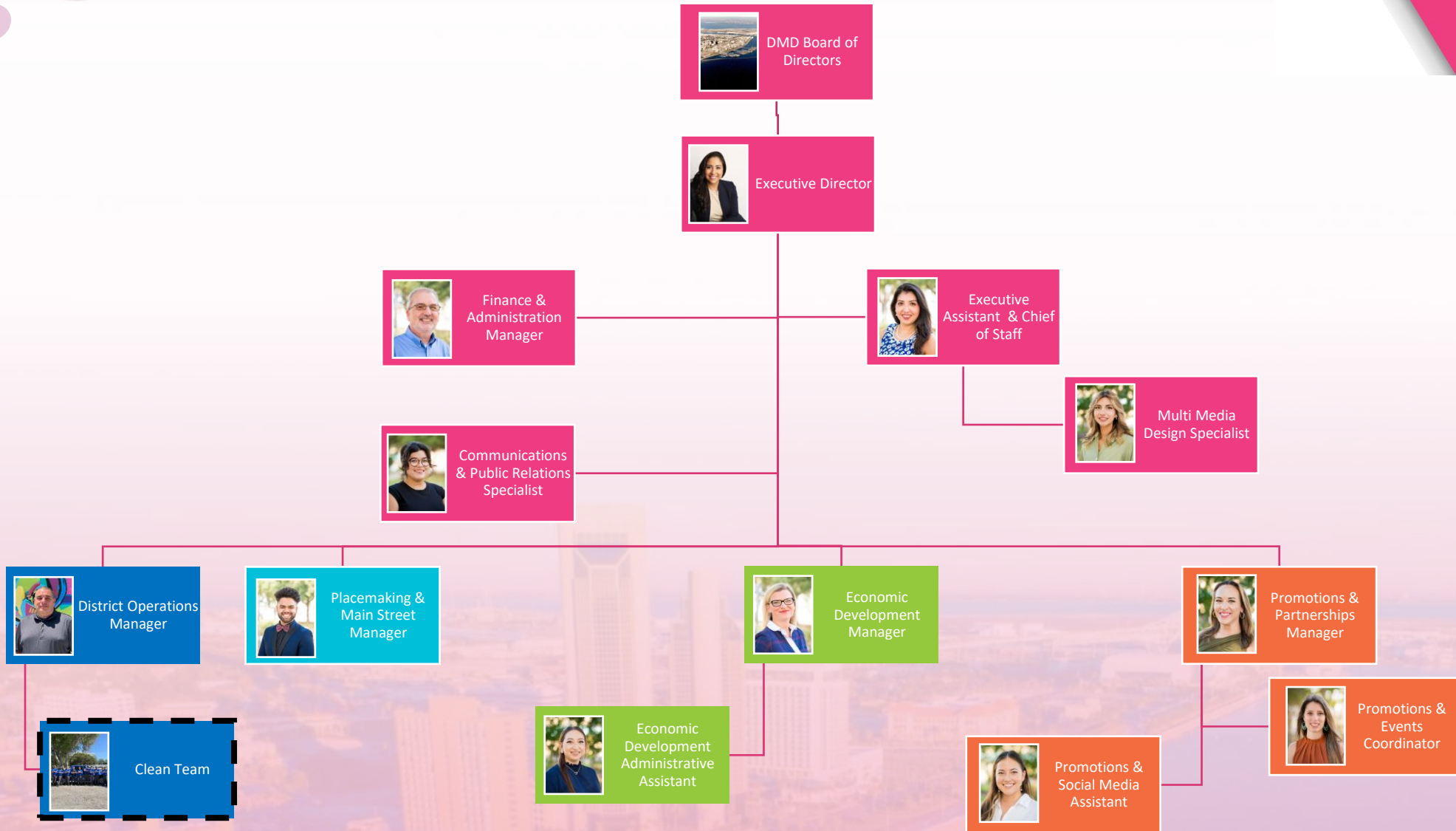
ArcelorMittal



Corpus Christi  
Medical Center



# Organizational Chart



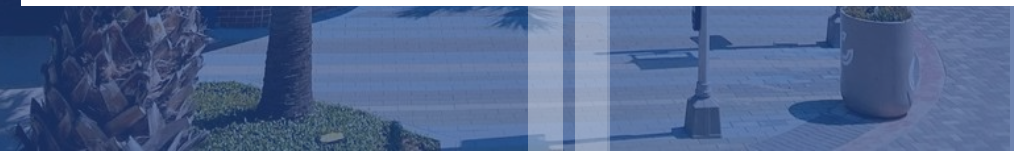


# DISTRICT OPERATIONS

Instituting a clean, safe, and beautiful environment.

## Strategies

- A. Improve cleanliness and perceptions of cleanliness by 5% annually.
- B. Elevate standard of care for landscaping and right of way fixtures to create best looking appearance.
- C. Create a consistent sense of security for all downtown users at all times.
- D. Collaborate with the community to mitigate adverse environmental and safety perception impacts of homelessness.
- E. Install and maintain lighting throughout downtown to increase safety at night.



# DISTRICT OPERATIONS

## Clean Team Benchmarks

Clean Team Benchmarks	2025 (YTD)	2024	2023	2022
Bags of Debris Collected	21,827**	33,436	30,653*	41,252
Planters Maintained	8,734	8,482	15,196	12,144
Block Faces Swept/Cleaned	44,093	57,376	54,504	63,067
Trashcans Cleaned	16,533	17,608	17,349	7,656
Graffiti Removed/Reported	1,084	1,497	1,071	1,445
Biohazard Removal	2,667	3,215	2,763	3,512
Street Team - Hours	16,225	16,269	15,589	15,711

*\*reflects bag size change*

*\*\*reflects change in benchmark recording*

## Elevating Standards of Care

With DMD's expansion of services into South Downtown (formerly Waters Edge District), the need for equipment to maintain and elevate standard of care is vital. In FY'25, we purchased:

- New truck
- Billy Goat street vacuum
- Gas powered pumps for minor stormwater removal



# PLACEMAKING

Creating a welcoming, well-designed, accessible waterfront.

## Strategies

- Advocate for and support implementation of catalytic infrastructure improvements – especially on the waterfront.
- Create beautiful streetscapes and interactive public spaces through urban design.
- Ensure all downtown users have a connected, convenient, and safe route to and through downtown.
- Enhance the parking system so that public and private parking is available for diverse users when needed.
- Implement family and tourist oriented placemaking initiatives that make parks and places inviting for all ages through design.



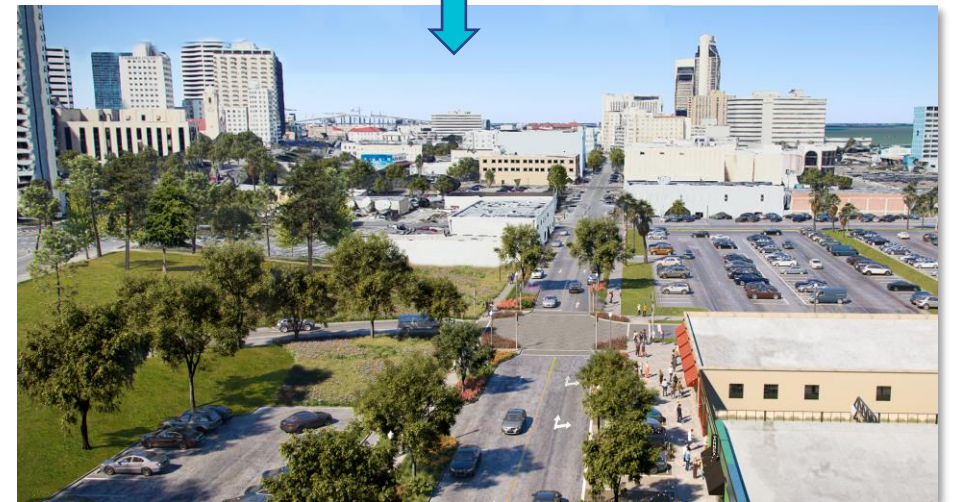


# PLACEMAKING

One role of the CCDMD is to champion, facilitate, and maintain key infrastructure projects.

## Major Infrastructure Projects Agnes/S. Chaparral Reimagined

- Reconfiguration of the last one-way section of Chaparral Street between Cooper's Alley & Kinney Street with aims to extend the feel of main street by:
  - Increasing pedestrian comfort and safety
  - Present future development and investment opportunities
  - Attract vibrant street life



# PLACEMAKING

## 2024 Holiday Series Installations

- **Port of Corpus Christi Holiday Tree – Nov. 1<sup>st</sup>**
  - 1,000+ lighting ceremony attendees
  - 15,400 total visits to event footprint
  - Held the 2<sup>nd</sup> annual La Catrina in honor of Dia De Los Muertos Festival – saw 4,200 visits to footprint
- **Artesian Park Winter Wonderland Presented by Advisory Council - Nov. 1<sup>st</sup> – Feb. 10<sup>th</sup>**
  - 38,600+ lights installed
  - 23,000 total visits Downtown
- **H-E-B Christmas Tree – Dec. 7<sup>th</sup>**
  - 6,200+ event attendees
  - 180+ vendors & businesses
  - 11,800 visits to event footprint (Water's Edge Park & Downtown Marina)



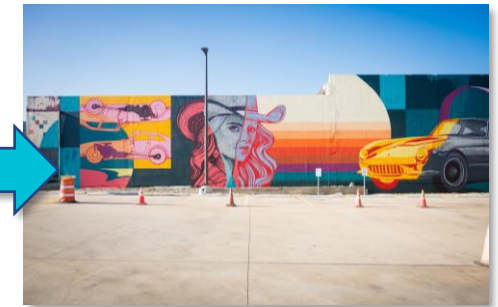
# PLACEMAKING

## 2025 Mural Fest

Presented by  Corpus Christi Medical Center

June 1<sup>st</sup> – 7<sup>th</sup>, 2025

- 4 national artists
  - Chris Bingham – Dallas, TX
    - *Mariposas del Mar*
  - J Graham – Denver, CO
    - *Apollo Americana*
  - FoxySwine – Atlanta, GA
    - *Deep Currents*
  - Miss Birdy – Columbus, OH
    - *Sonata Roja*
- 1 local art collective
  - K Space Mural Arts – Corpus Christi, TX
    - *Windows to the Coastal Bend*
- **42,800** visitors in district throughout the Festival



# 2025 MURAL FEST RECAP VIDEO

<https://www.youtube.com/watch?v=cS0tyi6vAoc&t=2s>





# ECONOMIC DEVELOPMENT

Developing a robust, sustainable neighborhood.

## Where We Are Now

	FY 2016	FY 2020	FY 2023	FY 2025
TIRZ #3 Property Increment Value (Increase from Base Value)	\$730,182	\$1,534,475	\$2,475,752	\$3,585,218
Number of Business Openings	4	12	18+	16
Vacant Storefronts	19	22*	7 (14 Vacant Buildings)	4 (7 Vacant Buildings)

### Strategies

- A. Increase the supply, density, and variety of residential options.
- B. Develop a robust food & beverage ecosystem with diverse offerings.
- C. Recruit an attractive & authentic retail mix for resident and tourist audiences.
- D. Leverage adaptive reuse and proactive marketing strategies (DowntownTx.org) to activate vacant properties and land parcels.
- E. 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.



# ECONOMIC DEVELOPMENT

## FY '25 New Business Openings

- 1) The Artisan\*
- 2) Roaming Ronin\*
- 3) Community Grocery
- 4) Bayside Pilates
- 5) Thunderbird Fine Wine & Spirits
- 6) American Bank Bay Building\*
- 7) Casa Blanca Brewery\*
- 8) Nyatti Engineering\*
- 9) Sustain Automation and Valves\*
- 10) The Tippy Kitchen\*
- 11) Marcells on the Grove\*
- 12) Harlan House\*
- 13) Adelphos
- 14) Streatcorner by Loli's
- 15) Pop's Downtown\*
- 16) Dope BBQ\*

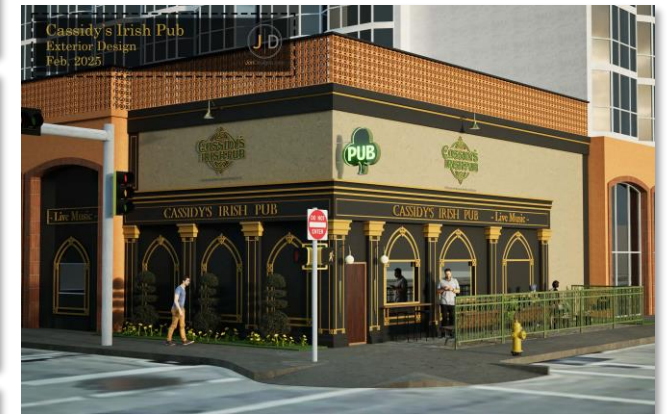
*\*Private Sector Only*



# ECONOMIC DEVELOPMENT

## Projects in Development

- 1) Hotel Indigo
- 2) Thirsty
- 3) Homewood Suites
- 4) TAMU-CC Building\*
- 5) 416 Flats
- 6) Hilton Spark
- 7) Street Corner by Loli's
- 8) Pfluger Architects
- 9) The Exchange
- 10) Costa Sur Real Estate
- 11) Cassidy's Irish Pub
- 12) Adelpho's Coffee Shop
- 13) Drams Bourbon Bar
- 14) The Ritz Theatre
- 15) Pop's Bar



## Projects Completed

- 1) Mesquite Street Parking Lot
- 2) House of Rock

*\*Private Sector Only*

*\*\*Previous TIRZ Location*

# PROMOTIONS

Promoting remarkable, prismatic experiences.



## Strategies

- Strengthen communication channels to educate the public on downtown's unique offerings.
- Elevate downtown's market position by proactively defining the brand through proactive narrative development using a psychographic strategy.
- Facilitate micro-communities (like Business Association, Downtown Run Club, and residents) of downtown interest groups to maximize collaboration amongst co-creators and businesses.
- Program and support signature experiences that amplify our unique culture and assets.
- Foster opportunities for the creative class to shine.





# PROMOTIONS

## Communication Channels

- *The Downtowner* Newsletter
- Social Media
- [DowntownCorpusChristi.org](http://DowntownCorpusChristi.org)
- Press Releases & Media Partnerships



YOUR WEEKLY GUIDE  
to everything in  
**DOWNTOWN**  
SEE. DO. EAT. DRINK. SHOP. EXPLORE. LIVE. STAY. PLAY.

Soak up the Sun this Summer in Downtown CC ☀️

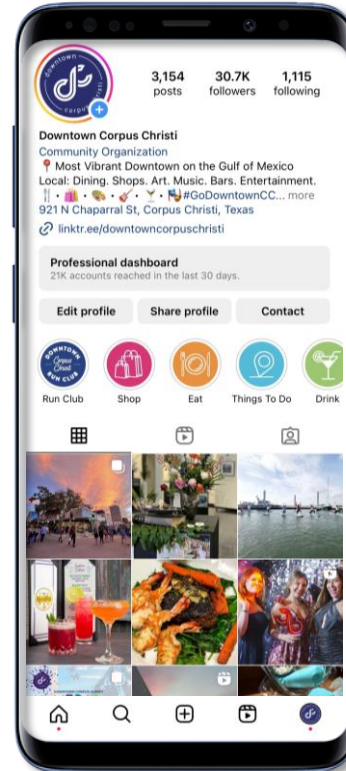


It's getting hot in Downtown CC! Make sure to stay cool all summer long with refreshments, events, and so much more. Scroll to see info on **REFRESHMENTS, PRIDE, JUNETEENTH, FATHER'S DAY, 4TH OF JULY**, and **MORE DOWNTOWN EVENTS**.

[godowntowncc.com](http://godowntowncc.com)

**87,900+** total followers  
16% increase from '24

**1,570,500+** annual reach  
14% increase from '24



				
<b>6,530</b>	<b>201</b>	<b>1,968</b>	<b>45,441</b>	<b>33,834</b>
Newsletter subscribers	YouTube subscribers	LinkedIn followers	Facebook followers	Instagram followers
3% increase from '24	17% increase from '24	27% increase from '24	6% increase from '24	8% increase from '24

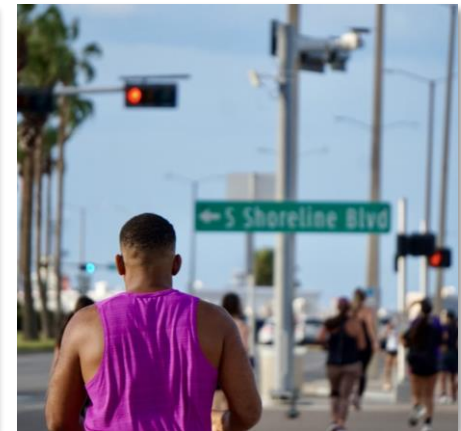
# PROMOTIONS

## Micro Communities

- **DBA Members**
  - 41 businesses in '24-'25
  - 1<sup>st</sup> Year FREE
  - Base + Marketing Boost
- **DBA Mission**
  - PROMOTE + ENGAGE + CONNECT
- **Monthly Meetings & Mixers**
  - 20-55+ attendees
  - Revolving locations
  - Resourceful Speakers



- **Downtown Run Club**
  - Promotes fitness and wellness
  - Sponsors & Partners
    - AEP Texas – Presenting Sponsor
  - Revolving Happy Hours at DBA bars
  - 1,447 total registrations since 2021
  - 500+ total active runners
  - 2+ Ambassadors



# PROMOTIONS

## Signature Experiences

### Downtown Holiday Series 2024

- **November**
  - The Port of Corpus Christi Holiday Tree, Nov 1
  - Winter Wonderland in Artesian Park Presented by Advisory Council, Nov 1
  - Holiday Market on Peppermint Lane Presented by CATs Market, Nov 3-Dec 22
- **December**
  - Mayor's Sparkling Christmas Lights Contest Powered by AEP Foundation, Dec 6
  - H-E-B Christmas Tree, Dec 7
  - Illuminated Boat Parade Presented by Port of Corpus Christi, Dec 7



# PROMOTIONS

## Signature Experiences

### • First Friday ArtWalk

- Monthly Event, 14 Years
- 15,000 – 29,000 attendees per month in Marina Arts District
- 250+ vendors and food trucks
- 21+ Businesses
- 3 Stages
- 10 Indoor Venues



### • Economic Impact

- **\$16.7M** in total output citywide
- Supports **180 jobs** earning **\$5.5M** in labor income citywide
- Contributes **\$8.73M** to GDP citywide
- **\$7.44M** in total output downtown
- Supports **77 jobs** earning **\$2.44M** in labor income downtown
- Contributes **\$3.9M** to GDP downtown
- Generates **\$2.2M** in annual tax revenues



**H-E-B Helping Here. PRESENTS FIRST FRIDAY ARTWALK**  
FRIDAY, JULY 4TH | 6 - 10 PM  
ARTWALK PARK PARTY

**1** Artesian Park Party | Pop-Up Vendors | DJ Eric  
**2** La Retama Park Party | VNP Pop-Up Vendors | Live Music

**POP-UP PARTIES**

**3** BUS | Pop-Up Vendors | Live Music | The Exchange Hot Dog Eating Contest  
**4** K Space Contemporary | Pop-Up Vendors @ 615 N Chaparral St.  
**5** Water St. Market | Pop-Up Vendors | Bar & Restaurant  
**6** Art Center of CC X Gallery 41 | Pop-Up Vendors | Food Trucks

**BOOTH & BUSINESSES**

**7** The Gold Fish | Full Bar | Live Music | Food Truck  
**8** CC Museum of Science & History | Free Activity Booth  
**9** Rockit's Whiskey Bar & Saloon | Live Music | Full Bar | Patio  
**10** Old Kress Live | Live Music | Full Bar | Speakeasy  
**11** Peace of Mind Massage Therapy | Pop-Up Vendors  
**12** VNP Gallery | \$10 Store Sale  
**13** Produce Goods | Bodega  
**14** Cassidy's Irish Pub | Full Bar | Live Music

**15** The Bridge Bar | Full Bar | DJ  
**16** RETRO Arcade | Live Music | Games | Full Menu & Bar  
**17** Lazy Beach Downtown | Pop-Up Vendors | Brewery  
**18** 20/20 Vintage | Pop-Up Vendors | DJs | 6 Year Anniversary  
**19** Rebel Toad Brewing Co. | NEW Beer Release | DJ | Patio  
**20** The Artisan Bar | Live Music | Full Bar  
**21** The Annex | Food Truck | Full Bar | Live Music

**Viewing Spots Big Bang Fireworks**

**MAYOR'S BIG BANG EVENTS SWIPE TO LEARN MORE!**

SITEPRO RENTALS ANDREWS GST

# FIRST FRIDAY ARTWALK PROMO VIDEO

<https://www.youtube.com/watch?v=xZr4hkpcjco>



# PROMOTIONS

## Signature Experiences Co-Promoted

- Beach to Bay Relay
- Buc Days / Pirate Pub Crawl
- Mayor's Big Bang Celebration
- Pride Parade
- Día de los Muertos Festival
- Corpus Christi Beer Festival
- Surftoberfest
- Texas Oyster Round-up
- Conquer The Coast
- ArtRageous
- St. Paddy's Day Festival
- Songwriter's Festival
- WigOut
- Music Symposium
- Concerts:
  - Brewster Street, House of Rock, American Bank Center, Concrete Street, Surf Club, etc.
- And more!



47<sup>TH</sup> ANNUAL RELAY MARATHON  
ARMED FORCES DAY • MAY 18, 2024





# ORGANIZATIONAL MANAGEMENT

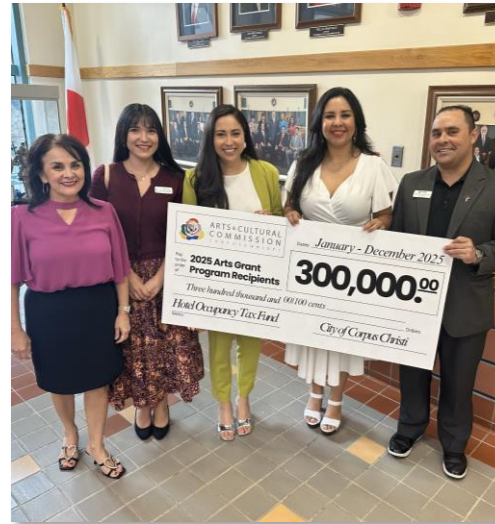
Growing our team, team mentality and local capacity to accomplish the vision.

## Where We Are Now

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Budget (K)												
Revenue	\$364K	\$699K	\$786K	\$1.1M	\$1.1M	\$1.2M	\$1.3M	\$1.6M	\$1.7M	\$1.9M	\$2.2M	\$2.4M
Expenditure	\$420K	\$735K	\$797K	\$1.1M	\$1.1M	\$1.2M	\$1.3M	\$1.6M	\$1.7M	\$1.9M	\$2.2M	\$2.4M
Staff Size	2	4	3	3	3	5	6	7	8	10	11	11
Contractors	-	4	4	6	6	8	8	8	9	9	9	9

## Strategies

- Provide effective administration of complex governance structure while optimizing entities and programs.
- Collaborate with partners to diversify funding and foster “teamwork” mentality towards revitalization.
- Recruit, retain and develop motivated, dedicated staff to implement vision and expand organizational capacity.
- Evolve software, technology, and facilities to provide professional best in class working environment.
- Establish a culture in which information is readily shared.



# ORGANIZATIONAL MANAGEMENT

## Organizational Accolades & Professional Development

### • Professional Development

- Emotional Intelligence 2.0 by Dr. Travis Bradberry & Dr. Jean Greaves
- The Ideal Team Player by Patrick Lencioni
- Texas Event Management Institute Training: Section Two
- Annual Texas Festivals and Events Association Conference
- HubSpot Social Media Marketing Certified
- 2025 Main Street Now Conference: Philadelphia
- International Downtown Association: 2025 Annual Conference in Washington D.C.



*Economic Development  
Finance Professional (EDFP)*



*American Advertising  
Federation – Coastal Bend  
Board of Directors*



*Main Street America  
Accredited*



*Professional Administrative  
Certification of Excellence  
(PACE)*



*Texas A&M Engineering  
Extension Leadership  
Development*





**DMC**

DEL MAR COLLEGE



**Thank You  
Downtown TIRZ #3!**