



CCDMD South Downtown Expansion





ABOUT THE DMD

VISION & MISSION

The vision of the DMD is to create the most vibrant downtown on the Gulf of Mexico 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



TIRZ #3 History


2006		Downtown Development Report
2008	December	TIRZ #3 Created
2009	April November	Boundaries Corrected, Nueces County Joined Del Mar Joined
2012	March	Term Date Corrected to 2028
2014	January June July September December	New DMD Executive Director Business Liaison Position Filled Downtown Area Development Plan Kicked Off Board Composition Corrected Initial TIRZ #3 Board Meeting
2015	Jan – Jun July August November	Researched Best Practices Presented Concepts to TIRZ #3 Board Updated Project Plan, with Incentives Established Processes (Authorized Board) Secured Del Mar’s Commitment through year Contracted DMD for TIRZ Management (<i>Ch 311.010(f)</i>)
2018		DMD Hired Business Liaison Incentive Management Outsourced to DMD

Original 2008 TIRZ #3 Project & Financing Plan

The various types of projects may be implemented in any location within the Zone where the Zone’s Board of Directors determines that doing so will enable desired private development. It should be noted that certain areas are likely to be a particular focus for certain types of projects, however. As an example, Shoreline Boulevard could be a major focus of Zone spending on roadway improvements. Generally, it is anticipated that the Zone will contribute to improvements focused on an area considered the core of mixed-use, urban vitality in Downtown. This is where the community can most easily realize the Downtown stakeholders’ Vision Statement (see Introduction) from a base of existing development. Exhibit D illustrates the location of this focus area, roughly bounded by Broadway, Twigg, and John Sartain streets and including a central section of Shoreline Boulevard.

Exhibit D – Focus Area for TIF-Aided Improvements



 Focus area for improvements



TIRZ #3 History

Tax Increment Reinvestment Zone

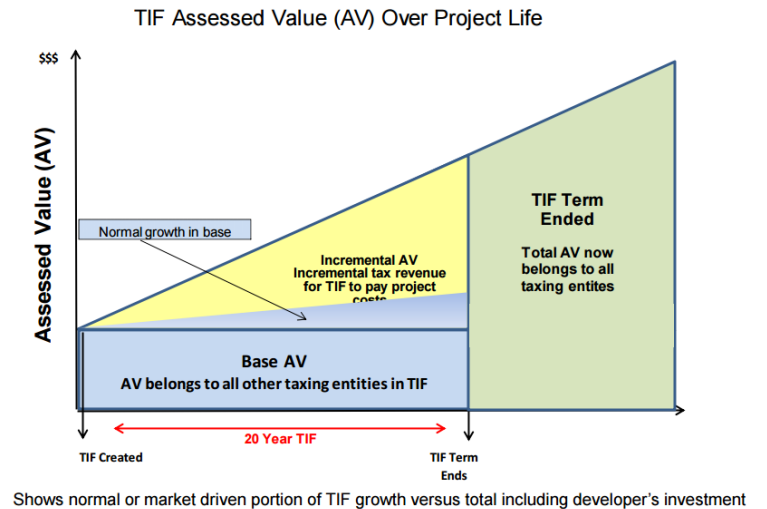
A Place in Poor Condition, Private Development Not Occurring §311.005

Where New Tax Increment Captured and Reinvested §311.013

Funds can be spent on Planning, Construction, Economic Development Programs & Services, Administration, Operations, “Payments made at the discretion of the governing board of the municipality that the body finds necessary or convenient to the implementation of the project plan.” §311.002

Must be identified in City Council Approved Project & Financing Plan §311.011

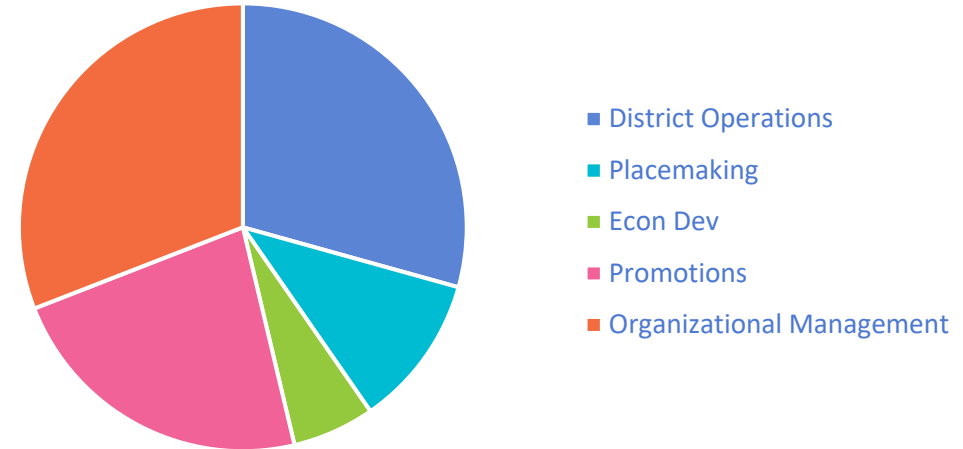
But, For the TIF subsidy, economic development would not occur at proposed level solely from private investment in the reasonably foreseeable future.



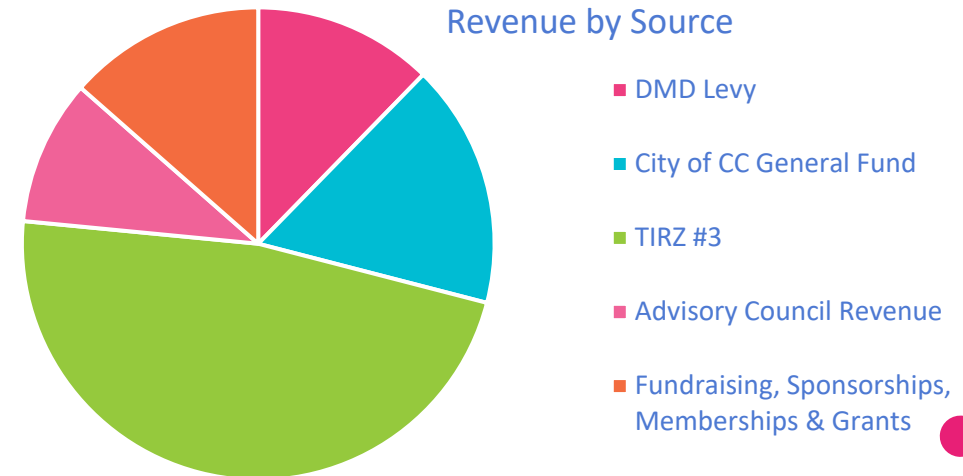


FY 2024 FUNDING MODEL

Expenses by Focus Area



Revenue by Source



Expenses	Amount	Percent
District Operations	656,366	29%
Placemaking	247,000	11%
Economic Development	133,000	6%
Promotions	510,400	23%
Organizational Management	697,770	31%
Total Expense	\$2,244,536	

Revenue	Amount	Percent
DMD Property Owner Levy	269,268	12%
City of Corpus Christi	369,268	16%
Downtown Reinvestment Zone	1,075,000	48%
Advisory Council Revenue	225,000	10%
Sponsorship/Membership Revenue	306,000	16%
Total Revenue	\$2,244,536	

- Long Term Goal to have District Operations Funded by Property Owner Levy



DMD Renewal & Expansion 2033

- DMD Created in 1992, Renewed in 2023
- DMD Recently Wrote 5 Year Strategic Plan (Scalable)

- Two Main Staffing Costs :

Evolution of Urban Management District Organizations

As the urban district management industry grows, member organizations roles evolve from “Clean and Safe” to more advocacy and policy focus, with various levels in between. Depending on the stage of the organization, leadership skills vary.



Figure: Evolution of Urban District Management Organizations by Jim Yanchula.

History of DMD Renewals

Year	Assessment Rate
1993	\$1.25 per \$100 (?)
1994	\$0.75 per \$100
1997	\$0.50 per \$100
2000	\$0.50 per \$100
2003	\$0.30 per \$100 on land value \$0.07 per \$100 on improvements
2008	\$0.30 per \$100 on land value \$0.07 per \$100 on improvements
2013	\$0.30 per \$100 on land value \$0.07 per \$100 on improvements
2023	\$0.40 per \$100 on land value \$0.05 per \$100 on improvements



Downtown Districts in Texas

City	District Size	2022 Property Valuation	Levy Rate (per \$100)	2021 Levy Collection	HQ Team Size + Clean Team
Corpus Christi	0.24 sq mi	\$190,157,511	\$0.07 Improvements, \$0.30 Land	\$225,004	9 + 8
Arlington (BID)	1.00 sq mi	\$346,791,593	\$0.16	\$554,867	4
Austin (PID)	1.00 sq mi	\$10,700,000,000	\$0.10	\$8,256,771	20 + 75
Dallas (PID)	1.63 sq mi	\$6,512,156,420	\$0.129	\$9,440,761	20
El Paso (MMD)	0.25 sq mi	\$402,845,177	\$0.12	\$483,414	5
Fort Worth (PID)	0.88 sq mi	\$3,500,000,000	\$0.115	\$2,600,000	9 + 30
Downtown Houston (MMD)	1.80 sq mi	\$13,600,000,000	\$0.14	\$17,132,374	13 + 115
Midtown Houston (MMD)	1.19 sq mi	\$2,701,374,785	\$0.118	\$3,190,323	17 + 8
San Antonio (PID)	0.91 sq mi	\$3,060,875,000	\$0.15 commercial; \$0.09 residential	\$4,507,000	14 + 120

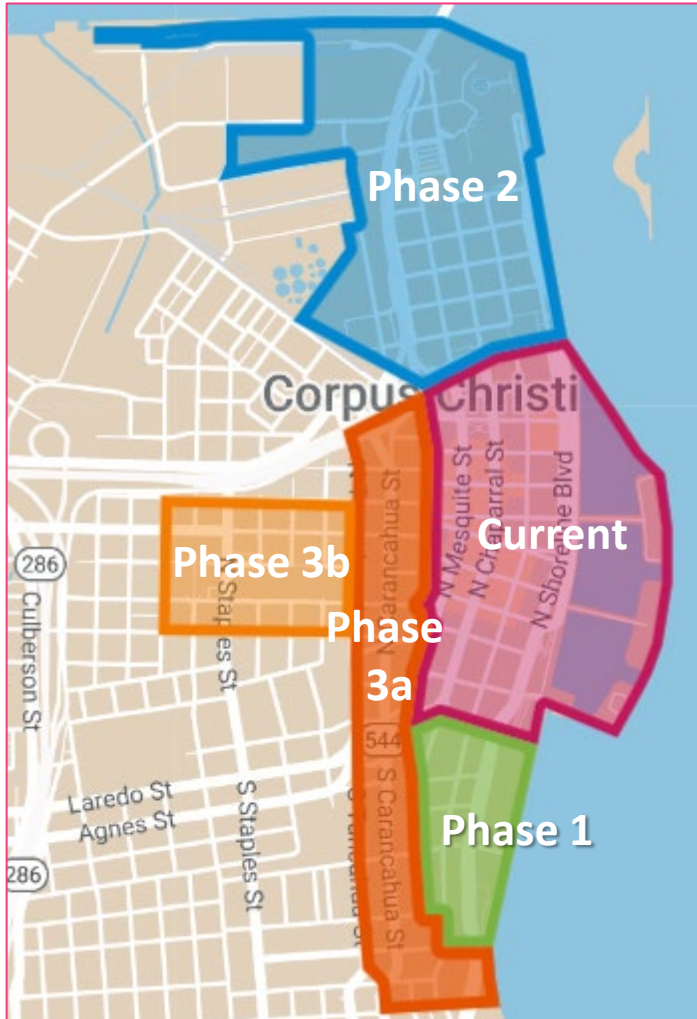
Most Big City Downtowns have a combination PID/MMD and Reinvestment Zone.

- Key Findings:
- Smaller Size
 - Lower Property Valuation
 - Higher Levy
 - Smaller Budget





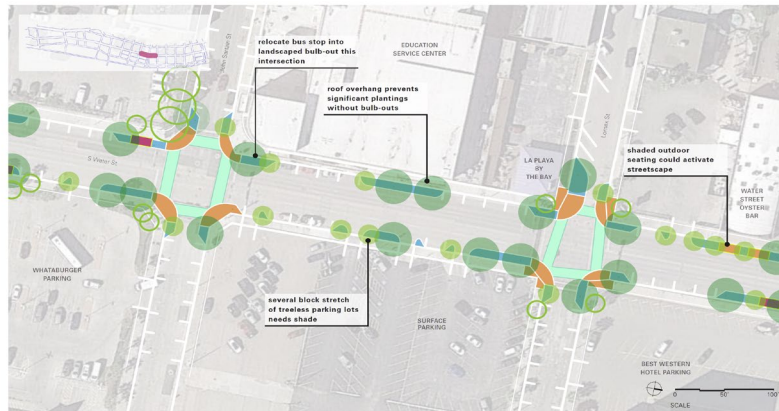
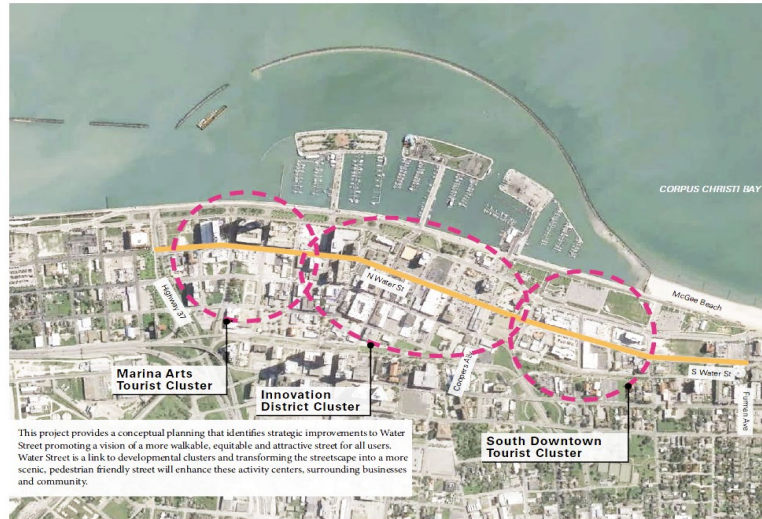
Boundary Expansion Options



- Currently, only property owners in the Marina Arts Boundary contribute to the DMD Levy funding maintenance.
- Expanding the levy would bring Corpus Christi to align with best practices (Downtown Houston, Midtown, Fort Worth, El Paso)
- Funding Model based on Levy Rate Scenarios

Current Name	Target Year	# of Blocks Land Area	Square Miles	Pro Rated Estimated Cleaning Costs (2022)
Marina Arts District	current	41	0.25	\$497,000
South Downtown	2024 / 2025	16	0.10	\$193,950 \$55,000*
SEA District	2025 / 2026	75	0.36	\$909,146
Uptown	2026 / 2027	36	0.22	\$290,925
TOTALS		168	1.00	\$2,036,487
*Due to economies of scale, expanding to this area is less expensive than the pro-rata cost to serve the existing boundary.				

Water Street Reimagined



180 or 80% maintained & improved on-street parking spaces:



70% potential active frontage



67% proposed shade canopy crosswalk walking distance



20-26% decreased crosswalk walking distance

South Downtown Expansion

Renewed DMD
Services with 65%

Secured 70.5% of
South Downtown

	Value	Value %
300 Chaparral LLC	\$ 277,562.00	
Agnes Water	\$ 2,585,277.00	2.4%
Bhakta	\$ 1,676,043.00	
City	\$ 679,712.00	
Episcopal	\$ 2,751,162.00	
Frost	\$ 28,765,899.00	27.1%
U&I Steakhouse	\$ 937,988.00	0.9%
Greek Church	\$ 1,210,651.00	
Methodist Church	\$ 18,360,290.00	17.3%
NPS Ventures	\$ 615,289.00	
Point Grey	\$ 3,102,002.00	
PAM Rehab Hospital	\$ 18,279,091.00	
Shook	\$ 127,599.00	0.1%
Residence Inn	\$ 23,010,232.00	21.7%
Aloe Tile	\$ 371,080.00	0.3%
Hilliard	\$ 3,433,447.00	3.2%
La Mer Condos	\$ 3,864,781.00	
Total	\$ 110,048,105.00	70.5%

