



CCDMD FY 24 Service Plan Proposal & FY 23 Service Update



Table of Contents

- TIRZ #3 History
- About the DMD
- Expansion & Renewal Strategy
- FY 24 Proposed Budget & Service Plan Initiatives
- FY 23 Service Plan Updates





TIRZ #3 History

Tax Increment Reinvestment Zone

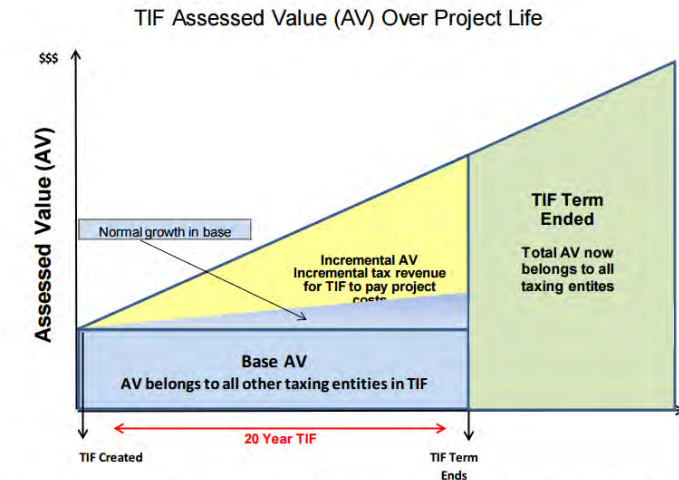
A Place in Poor Condition, Private Development Not Occurring §311.005

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.



Shows normal or market driven portion of TIF growth versus total including developer's investment



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





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



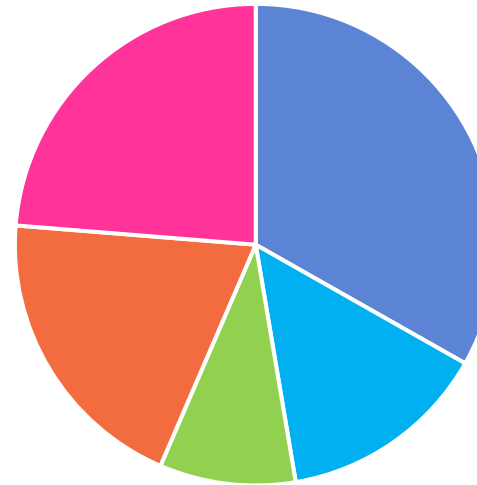
FY 2023 FUNDING MODEL

| Expenses | Amount | Percent |
|---------------------------|------------------|---------|
| District Operations | 641,921 | 33% |
| Placemaking | 273,250 | 14% |
| Economic Development | 146,700 | 8% |
| Promotions | 383,400 | 20% |
| Organizational Management | 488,676 | 25% |
| Total Expense | 1,933,947 | |

| Revenue | Amount | Percent |
|--------------------------------|------------------|---------|
| DMD Property Owner Levy* | 264,443 | 14% |
| City of Corpus Christi | 364,443 | 17% |
| Downtown Reinvestment Zone | 765,000 | 40% |
| Advisory Council Revenue | 200,000 | 10% |
| Sponsorship/Membership Revenue | 379,000 | 20% |
| Total Revenue | 1,933,947 | |

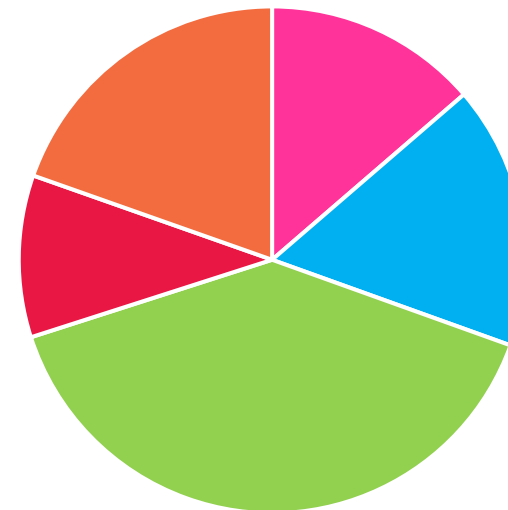
*Most recent certified assessed taxable value of land and improvement in the District

| | | |
|------------|---|--|
| Gap | - | |
|------------|---|--|



Expenses by Focus Area

- District Operations
- Placemaking
- Econ Dev
- Promotions
- Organization Management



Revenue by Source

- DMD Levy
- City of CC General Fund
- TIRZ #3
- Advisory Council Revenue
- Fundraising, Sponsorships, Memberships & Grants



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 |
| 2014 | \$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 |

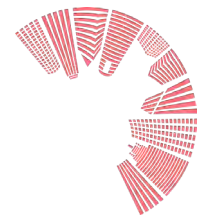
Most Big City Downtowns have a combination PID/MMD and Reinvestment Zone.

Key Findings:

- Smaller Size
- Lower Property Valuation
- Higher Levy
- Smaller Budget
- Smaller Team Size

Downtown Districts in Texas

| Name | City Dept | MMD / PID / BID | TIRZ | 501 (c) 3 Non-Profit | 501 (c) 4 Social Welfare | 501 (c) 6 Business League | Park Foundation / Conservancy | BBB |
|--------------------------|-----------|-----------------|------|----------------------|--------------------------|---------------------------|-------------------------------|-----|
| Corpus Christi | | X | X | X | | | | X |
| Downtown Houston | | X | X | X | | X | X | X |
| Midtown Houston | | X | X | | | | X | |
| Dallas | | X | | X | | X | | |
| Centro San Antonio | X CCDO | X | X | | X | | | X |
| Downtown Austin Alliance | | X | | X | | | X | X |
| Fort Worth | | X | X | X | | X | | X |
| El Paso | | X | X | | | | | |
| Arlington | | X | X | X | | | | |



DOWNTOWN

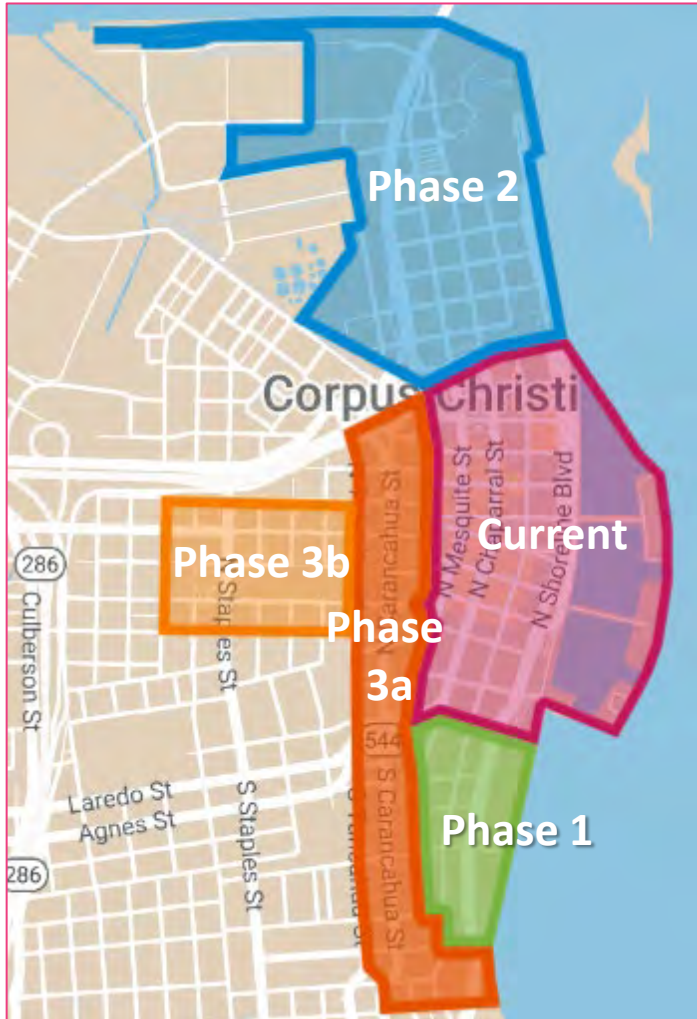
CentralHouston



EL PASO



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 Houston, Fort Worth, El Paso)
- Funding Model based on Levy Rate Scenarios

| Current Name | Target Year | # of Blocks Land Area | Square Miles | 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 |

Boundary Change

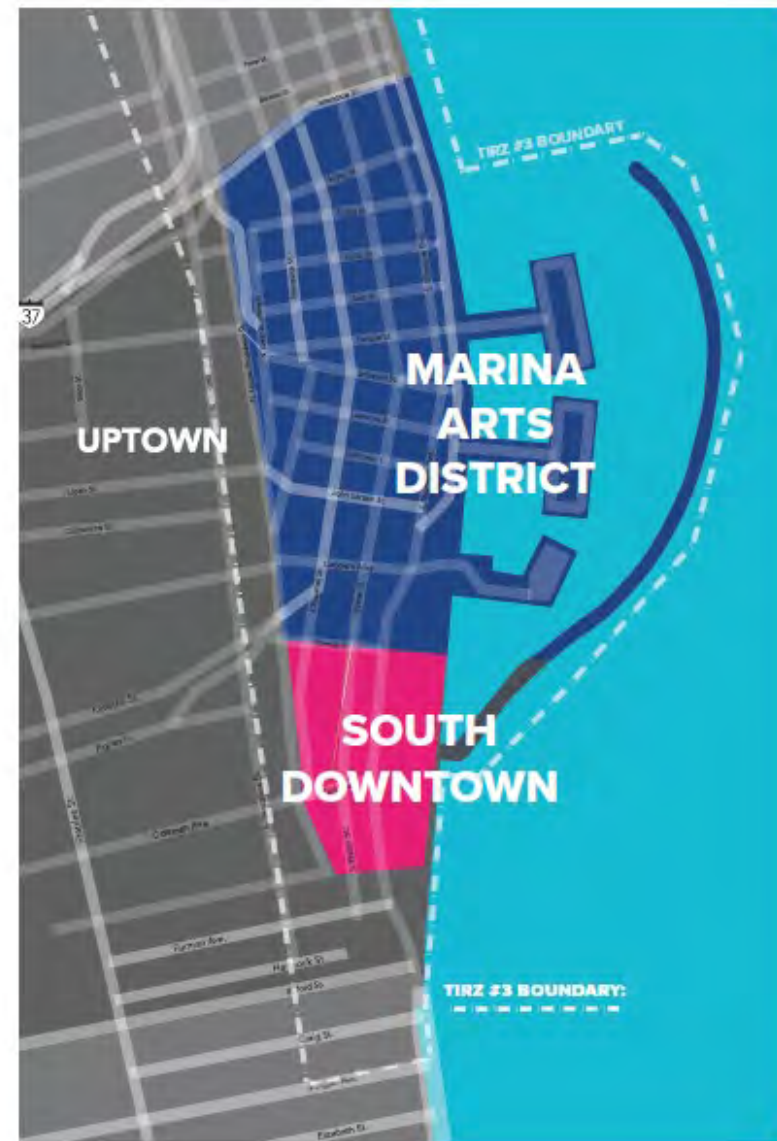
Renewed DMD Services with 65%

Secured 30% of South Downtown Expansion Area

1992-2023



2024-2033



Levy Change

We are lowering the cost to do business and promoting downtown development!



Current Levy Calculation



Potential Levy Calculation



Property =
Improvement + Land

Improvement =
Building + Business

Land = Plot

Example Scenarios

\$1 mil Improvement Valuation
\$200k Land Valuation

\$1.2 mil Property Valuation

\$2 mil Improvement Valuation
\$200k Land Valuation

\$2.2 mil Property Valuation

\$10 mil Improvement Valuation
\$200k Land Valuation

\$10.2 mil Property Valuation

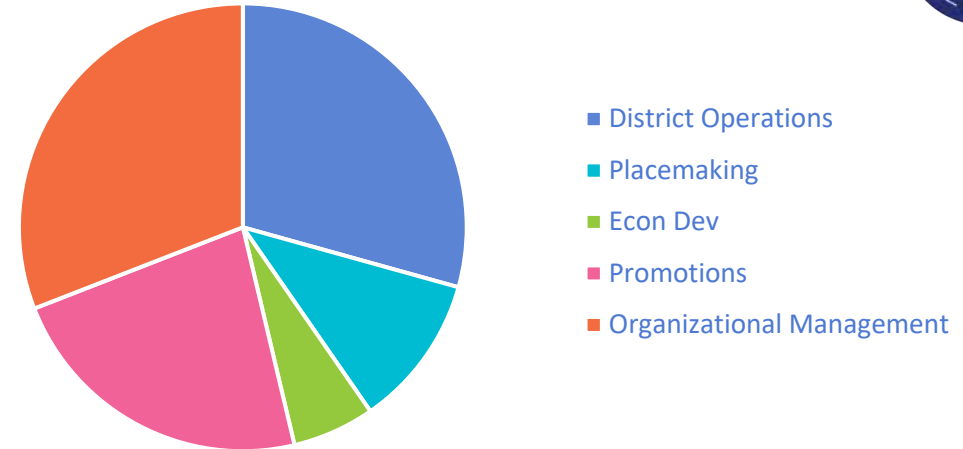
FY 2024 FUNDING MODEL



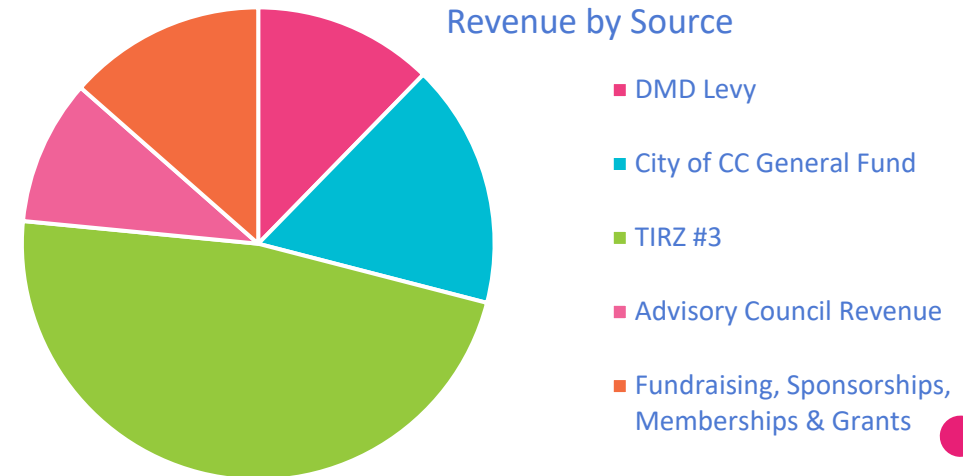
| Expenses | Amount | Percent |
|---------------------------|--------------------|---------|
| District Operations | 656,366 | 29% |
| Placemaking | 247,000 | 11% |
| Economic Development | 133,000 | 6% |
| Promotions | 510,400 | 23% |
| Organizational Management | 697,770 | 31% |
| Total Expense | \$2,244,536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

| 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 | |

Expenses by Focus Area



Revenue by Source



- Increase of TIRZ #3 Contract from \$665,000 to \$875,000 (\$50,000 Right of Way, \$50,000 Parks Budget)
- *Two One Time Projects – Website & Office

New TIRZ Initiatives for FY 2024

| | Amount | Ch 311.002 | Project Plan | DMD Contract Funding Increase? |
|--|----------------------|--|-------------------|--------------------------------|
| Norma Urban Park Improvements | \$200,000 | A) Capital Costs | 8 | |
| Dog Friendly Plan | \$50,000 | D) Professional Services | 8 | |
| Agnes Laredo Connectivity | \$50,000 | D) Professional Services | 8 | |
| Trash Mitigation | \$80,000 | I) Cost of Operations | 8 | |
| Construction Mitigation* | \$10,000 | A, I, G) Capital Cost, Cost of Operations, Implementing | 1, 2, 3, 4, 5, 6 | ✓ |
| Build New Website – Project Features & Project Portal * | \$50,500 | I) Cost of Operations, Implementing | 1, 2, 3, 4, 5, 6 | |
| Office/ Permanent Office Location * | \$19,600 \$55,000 | F) Relocation, K) Costs of Political Subdivisions | 6, Last Paragraph | |
| Cost of Living, Raises, Retirement, Healthcare, Partial Funding for Communications & Exec Assistant Position | \$153,094 | E) Administrative Costs, I) Cost of Operations, L) “Convenient to Implementation.” | Last Paragraph | ✓ |

*Adjustments to the Project Plan or TIRZ Interlocal may be necessary for city staff comfort levels.

- Additional Items not TIRZ Funded:
- ADA Accessibility (Scooter Fund)
 - Phase 2 of Expansion Plan

FY 23 Service Plan Summary Update

- 5 Mission Elements
 - 25 Strategies
 - 92 Objectives, Programs, Policies

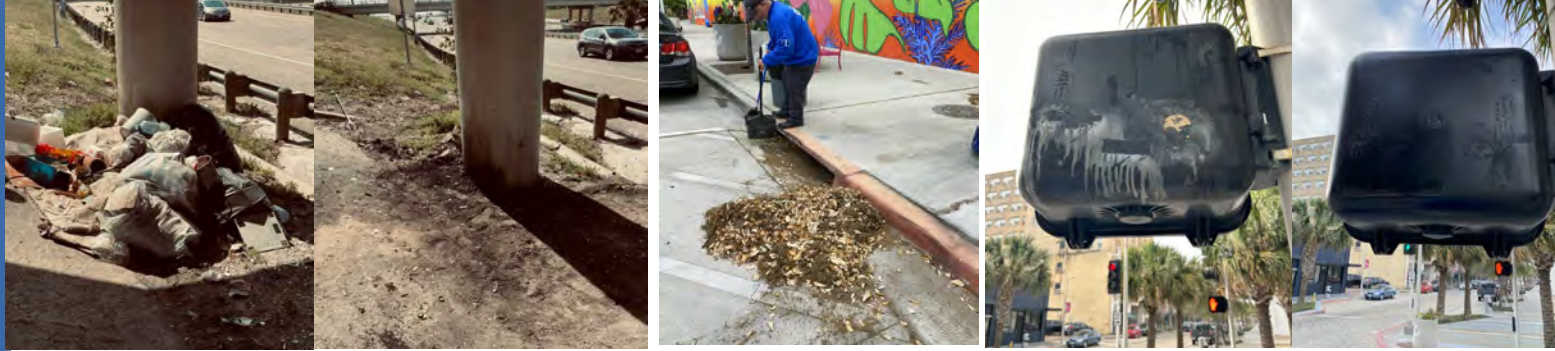
- Completed & Established 57%
- Initiated 33%
- Rolled to FY 24 25%

| Mission Element | Complete | Initiated | Roll to FY 24 |
|-------------------|----------|-----------|---------------|
| District Ops (17) | 10 | 6 | 5 |
| Placemaking (19) | 9 | 7 | 8 |
| Econ Dev (20) | 8 | 11 | 4 |
| Promotions (20) | 14 | 4 | 4 |
| Org Mgmt (15) | 11 | 2 | 2 |



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 | 2023 Q1-Q3 | 2022 | ±75% of Year |
|----------------------------|------------|--------|--------------|
| | YTD Total | Total | |
| Bags of Debris Collected | 24,441 | 39,695 | 62% |
| Planters Maintained | 9,187 | 12,364 | 74% |
| Block Faces Swept/Cleaned | 42,054 | 65,693 | 64% |
| Block Faces Weeded | 1,114 | 1,828 | 61% |
| Cigarette Butlers Emptied | 1,124 | 1,366 | 82% |
| Trashcans/Fountain cleaned | 13,108 | 11,985 | 109% |
| Graffiti Removed/Reported | 909 | 1,429 | 64% |
| Bio Hazard Removal | 2,287 | 3,705 | 62% |
| Pressure wash gallons | 8,381 | 12,491 | 67% |
| Street Team - Hours | 11,704 | 16,782 | 70% |
| Sweeper Operation - Hours | 99 | 207 | 48% |

Summary

- Several Projects Featured by Block by Block Corporate
- Brought Landscaping In House, along with On-Site Plant Growing
- Clean Team Manager Selected to attend IDA Conference

Homeless Assessment Key Points

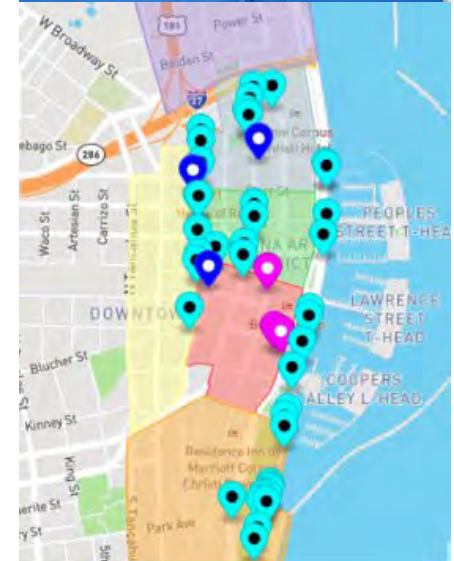
Summary

- Chico Lockhart Conducted Assessment in November 2022
- BID was very clean and felt safe
- Very few panhandlers, all of which were not aggressive Not necessary at this time to implement outreach ambassadors in the Marina Arts District.

Hot Spots

- Upper Broadway
- Shoreline Miradors
- McGee Beach

Most of the homeless found in our BID were at Artesian Park to charge their cell phones. There were no camps set up and they seemed to be just passing through.





ECONOMIC DEVELOPMENT

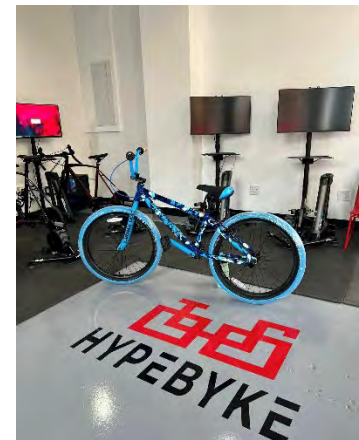
Developing a robust, sustainable neighborhood.

Where We Are Now

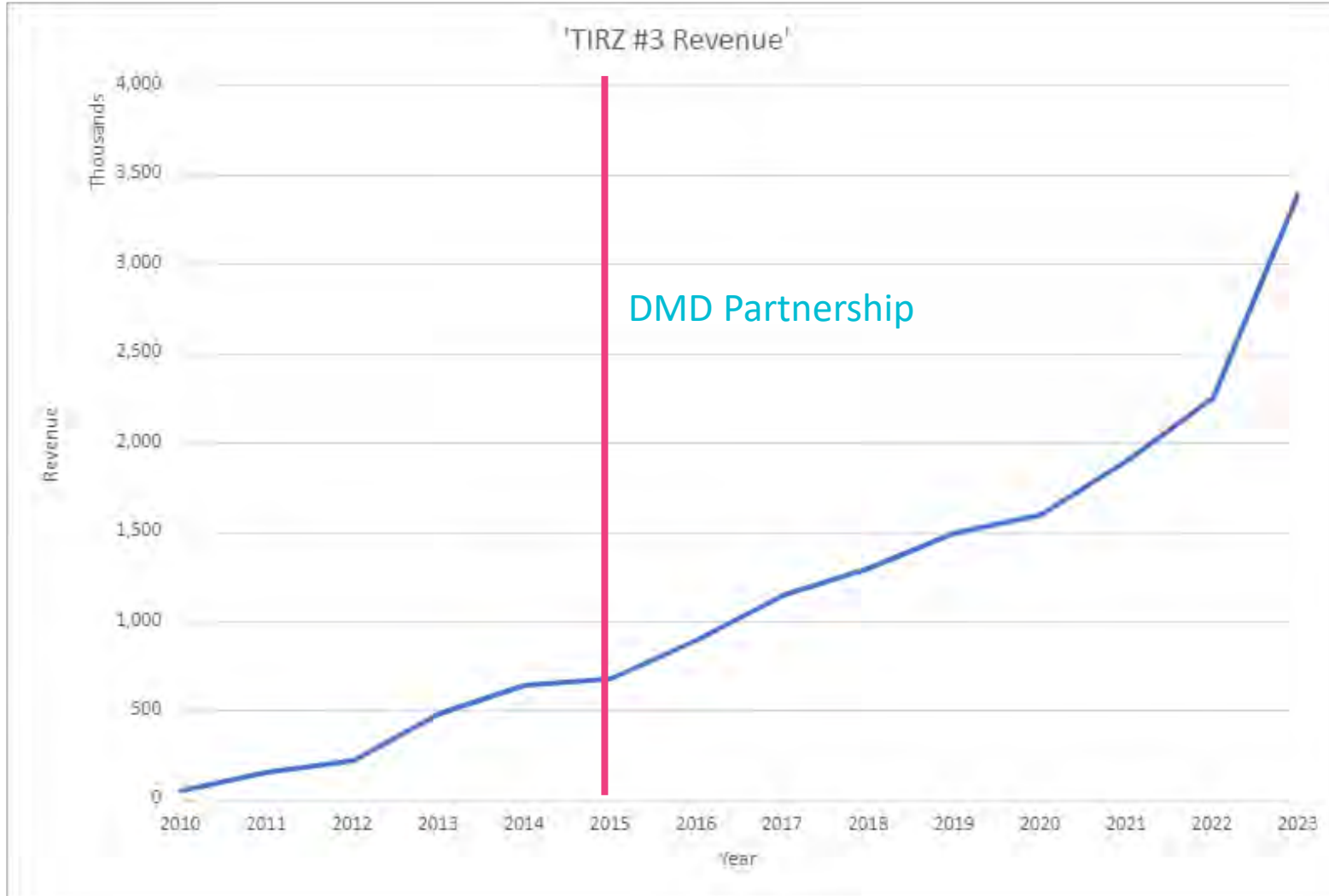
| | 2016 | 2020 | 2023 |
|--|--------------|---------------|-----------------------------------|
| TIRZ #3 Property Increment Value <i>(Increase from Base Value)</i> | \$50,564,486 | \$104,734,591 | \$280,741,530 |
| Number of Business Openings | 4 | 12 | 18+ |
| Vacant Storefronts | 19 | 22* | 7 <i>(14 Vacant Buildings)</i> |

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 and 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.



Historic TIRZ Revenues



- Over 55 Projects!



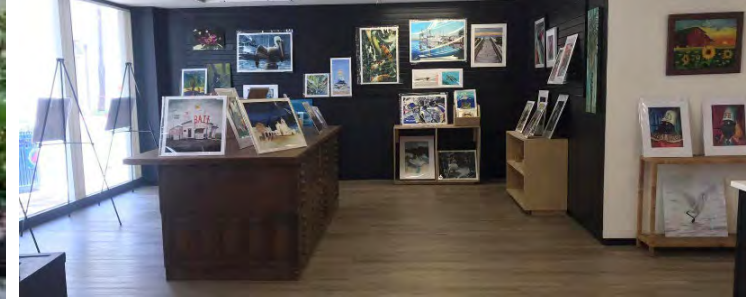
Map as of 2022

New Business Openings

- 1) Blue Shore Pedal Lounge
- 2) VNP Gallery*
- 3) Art Castle
- 4) UBEQ
- 5) Retro
- 6) Café Calypso
- 7) Produce Bar Co **
- 8) Central Kitchen
- 9) The Annex
- 10) PKK **
- 11) BUS – Tasty Bites
- 12) Wildflowers Emporium *
- 13) Neptune Fitness
- 14) HypeByke
- 15) Old Kress Live **
- 16) Full Send Barbeque*
- 17) Lazy Beach Tap Room
- 18) The Mariner *

*Private Sector Only

**Previous TIRZ Location



Projects In Construction

- 1) 600 Building***
- 2) North Water Apartments
- 3) Sabal Dental
- 4) Community Grocery
- 5) Gallery 41 at the Art Center
- 6) Ok Hi-Fi Japanese Whiskey Lounge*
- 7) Buccaneer Commission HQ
- 8) 605 Elite
- 9) Homewood Suites
- 10) TAMUCC Building***
- 11) El Camino**

**Private Sector Only*

***Previous TIRZ Location*

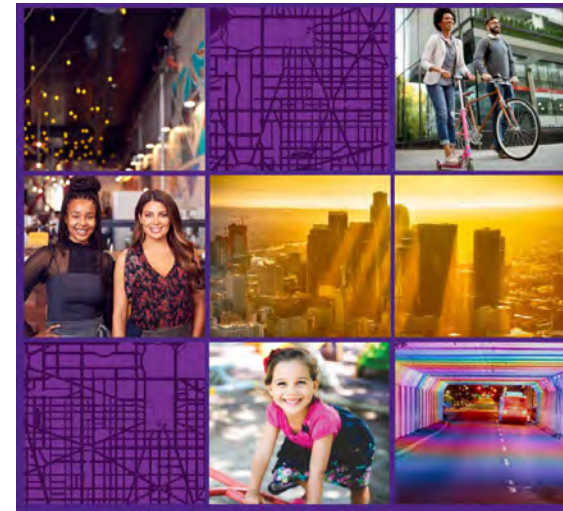
****Large Scale Project, In Development*



Value of Downtown Study

- Designated Corpus Christi as Emerging Downtown

Value of U.S. Downtowns and Center Cities Participants



Residential Growth

| | Downtown | City | Region |
|-----------|----------|------|--------|
| 2015-2020 | 14% | 3% | -3% |
| 2010-2020 | 9% | 7% | 0% |
| 2000-2020 | 54% | 18% | 13% |

Source: American Community Survey 5-Year Estimates (2016-2020)

| | DOWNTOWN CORPUS CHRISTI | EMERGING DOWNTOWNS |
|------------------------------|-------------------------|--------------------|
| % CITYWIDE RETAIL SALES | 2.5% | 5.6% |
| RETAIL SALES PER SQUARE MILE | \$105K | \$204K |

| | DOWNTOWN CORPUS CHRISTI | EMERGING DOWNTOWNS |
|-------------|-------------------------|--------------------|
| HOTELS | 8 | 12 |
| HOTEL ROOMS | 1,795 | 2,192 |

SUSTAINABLE COMMUTE

| | DOWNTOWN CORPUS CHRISTI | EMERGING DOWNTOWNS | EMERGING CITIES |
|--|-------------------------|--------------------|-----------------|
| | 20% | 21% | 6% |

| | DOWNTOWN CORPUS CHRISTI | EMERGING DOWNTOWNS | EMERGING CITIES |
|---------------|-------------------------|--------------------|-----------------|
| WALK SCORE | 52 | 79 | 41 |
| BIKE SCORE | 48 | 67 | 47 |
| TRANSIT SCORE | 35 | 44 | 23 |

The Value of U.S. Downtowns and Center Cities

Calculating the Value of Downtown Corpus Christi, Texas
A 2022 IDA Study



A 2022 PUBLICATION CREATED BY THE INTERNATIONAL DOWNTOWN ASSOCIATION

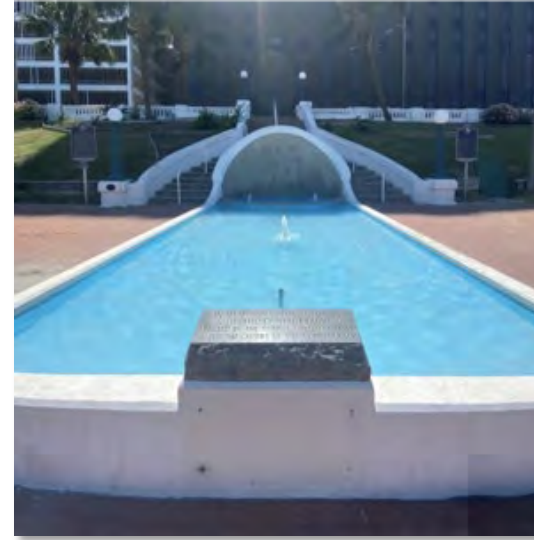
Employment 2019

| | Downtown | City | Region |
|-------------------------------------|----------|---------|---------|
| Primary Jobs | 13,705 | 126,846 | 165,884 |
| Downtown share of primary jobs | - | 11% | 8% |
| Downtown share of private jobs | - | 11% | 8% |
| Employees per square mile | 11,917 | 782 | 93 |
| Primary Employment Growth 2010-2019 | 14% | 2% | 9% |
| Private Employment Growth 2010-2019 | 22% | 8% | 13% |

Source: LEHD On the Map (2019)

PLACEMAKING

Creating a welcoming, well-designed, accessible waterfront.



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



PLACEMAKING

2023 Mural Fest Sponsored by Valero

June 2-3, 2023

- 4 national artists
 - Eric Karbeling – Honolulu, HI
 - *Where Music Meets the Bay*
 - Ivan Roque – Miami, FL
 - *Feathers Upon the Shore*
 - Kiptoe – Los Angeles, CA
 - *The Opalescent Octopus*
 - Krystal Cooke – Flint, MI
 - *Sweet Farrah*
- 18,800 attendees at ArtWalk x Mural Fest
- Great community support, local news coverage, social media engagement



PLACEMAKING

Norma Urban Park Summer Activation

- 120 volunteers over 4.5 days helped transform park
- Elements:
 - 14,400 sq. ft. ground mural
 - CCTX Signage
 - Better Block in a Box (shipping container)
 - Hammocks
 - Crochet art
 - Shade trees
 - Vendor Stalls
 - Lighting
 - Seating
 - High-vis crosswalks
- June Attendance in Norma Urban Park
 - 2017-2019: Insufficient Data
 - 2020: 2,600 visits
 - 2021: Insufficient Data
 - 2022: 1,600 visits
 - 2023: 5,200 visits
- Shared info on hosting events in park via social media.

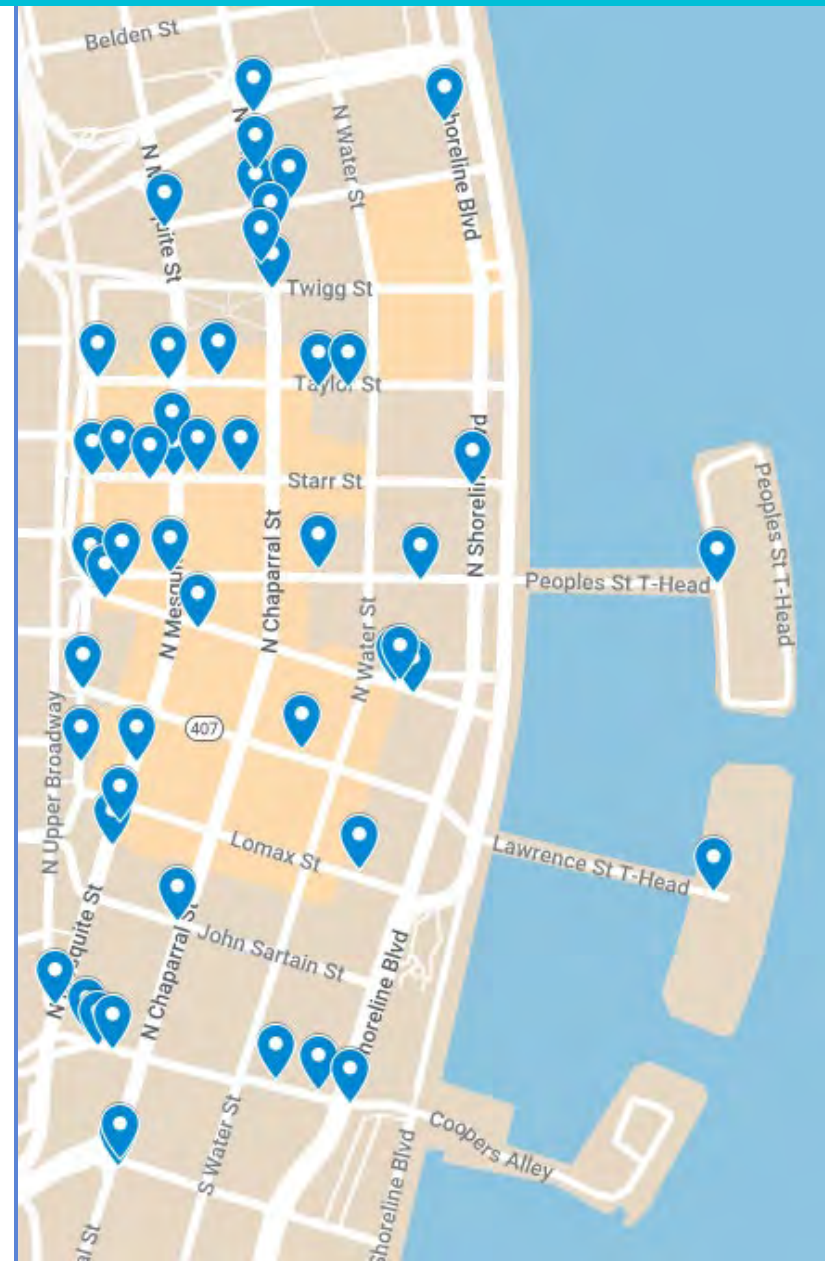




PLACEMAKING

ADA Accessibility

- Conducted audit of downtown streets & sidewalks for ADA accessibility in April.
- 50 instances of streetscape out of compliance.
- Met with residents of Trinity Towers on 6/16 to conduct community engagement.
- City has agreed to allow use of scooter funds to address problem areas.
- DMD is working on a report to submit to the City with findings and recommendations.



PLACEMAKING

Creating a welcoming, well-designed, accessible waterfront.

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

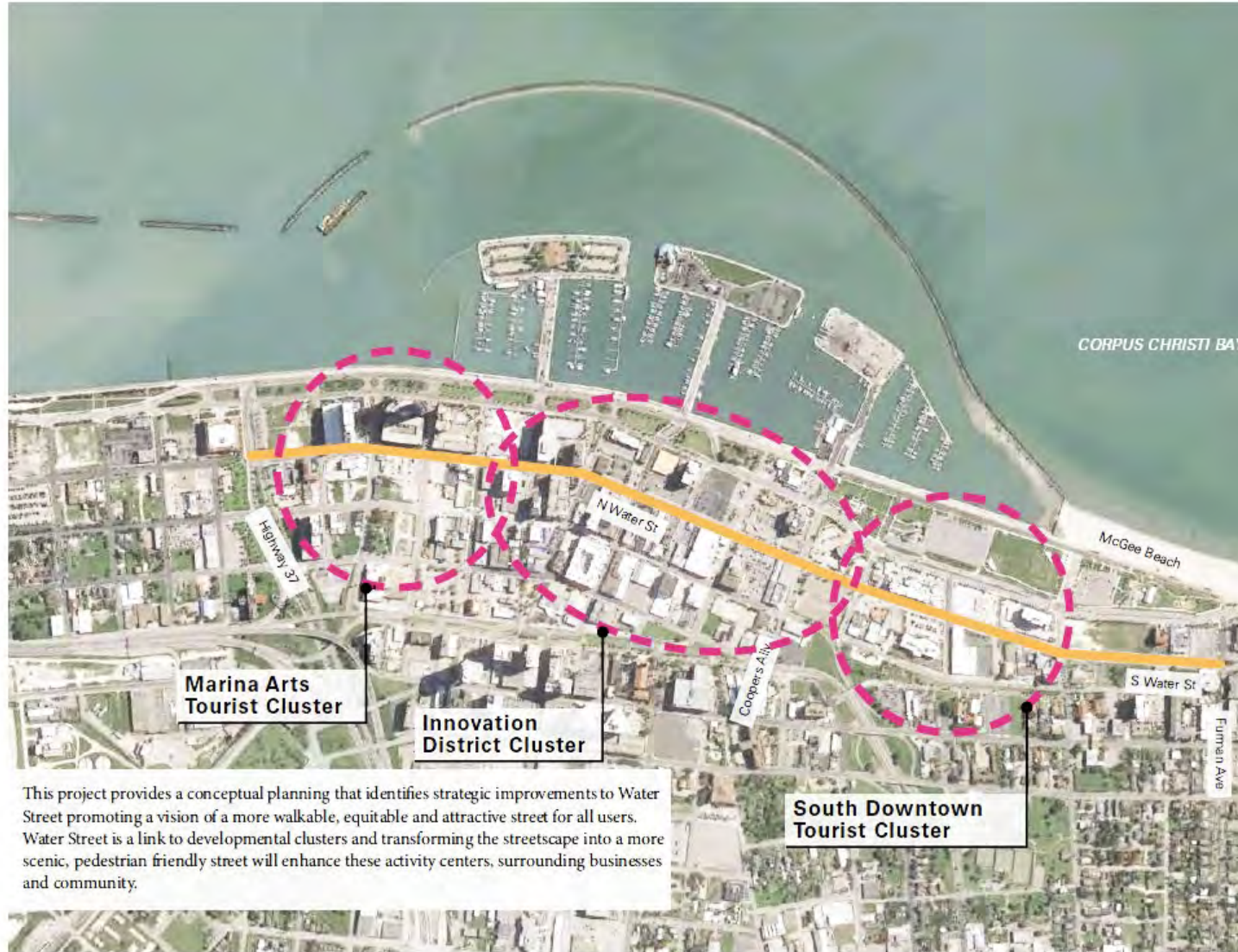
FY 24 Proposed Projects include:

- Water Street Reimagined
- Shoreline Pedestrian Connections
- Agnes & Laredo Gateway
- Upper & Lower Broadway Bluff
- Dog Friendly Development Plan
- Pervious Parking Improvements



Water Street Reimagined

PROJECT SCOPE & INSPIRATION



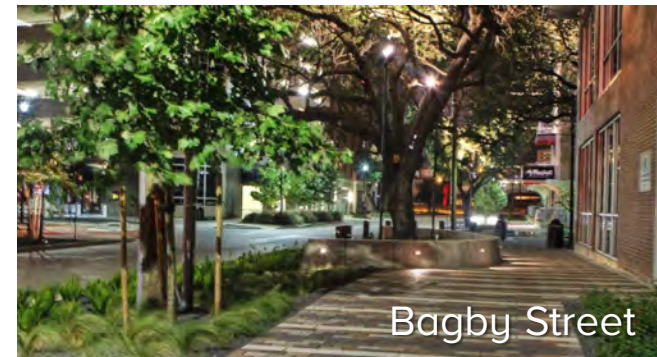
This project provides a conceptual planning that identifies strategic improvements to Water Street promoting a vision of a more walkable, equitable and attractive street for all users. Water Street is a link to developmental clusters and transforming the streetscape into a more scenic, pedestrian friendly street will enhance these activity centers, surrounding businesses and community.



Water Street



Rock Rose Ave

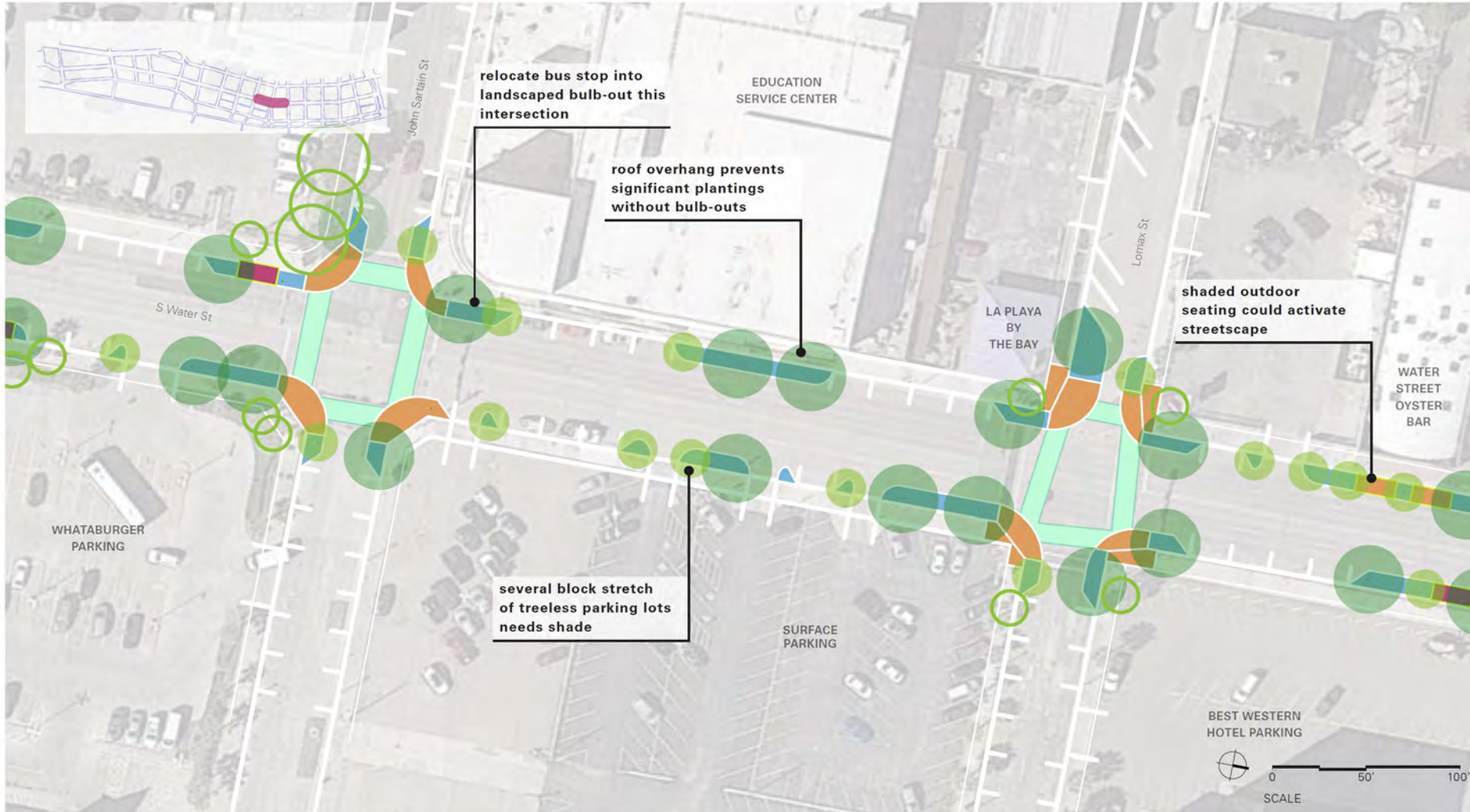


Bagby Street

KEY INFRASTRUCTURE PROJECTS

Water Street Reimagined

CONCEPT DETAIL



20-26% decreased crosswalk walking distance



67% proposed shade canopy crosswalk walking distance



20% potential increase in property value in 5 years



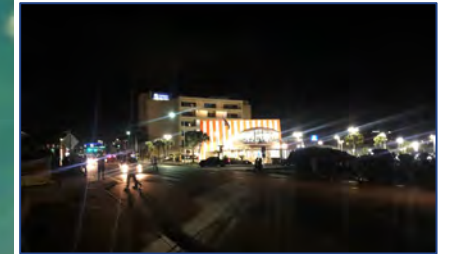
70% potential active frontage



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

KEY INFRASTRUCTURE PROJECTS

Shoreline Pedestrian Improvements



- Twigg Street ✓
- IH-37 ✓
- Coopers Alley ✓
- John Sartain - FY 24
- Kinney Street - FY 25
- Park Avenue - FY 25
- Furman Avenue - FY 25



KEY INFRASTRUCTURE PROJECTS

Agnes/Laredo Entryway

- Only remaining one-way block on Chaparral Street
- No Pedestrian Crosswalks
- Narrow Sidewalks
- High Speed
- Conceptual Redesign of Entrance



Upper + Lower Broadway Bluff

- Built in 1914, Expanded 1929
- Rehabbed 1988
- \$2 Million approved for design in Bond 2022
- A/E Selected



PROMOTIONS

Promoting remarkable, prismatic cultural experiences.

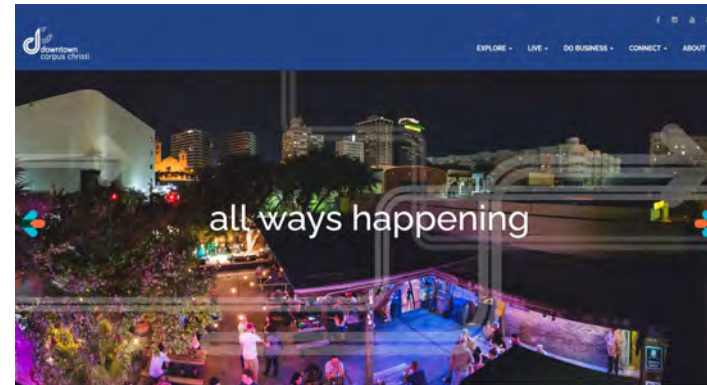
- A. Strengthen communication channels to educate the public on downtown's unique offerings.
- B. Elevate downtown's market position by proactively defining the brand through proactive narrative development using a psychographic strategy.
- C. Facilitate micro-communities (like Business Association,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



PROMOTIONS

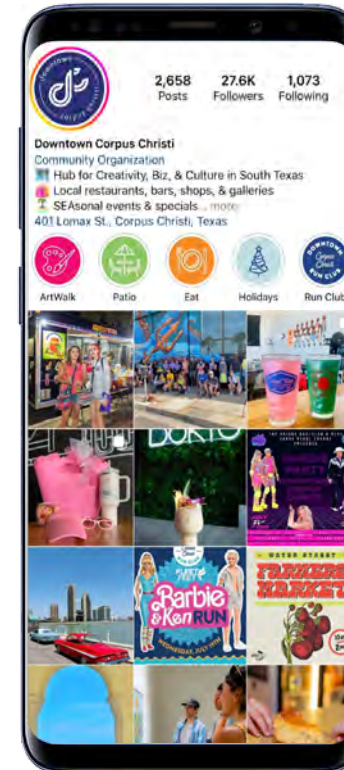
Communication Channels

- *The Downtowner* Newsletter
- Social Media
- GoDowntownCC.com
- Press Releases & Media Partnerships



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

72,400+ total followers
1,700,000+ annual reach



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

| | | | | |
|---|---|---|---|---|
|  |  |  |  |  |
| 6,385 | 143 | 1,237 | 37,131 | 27,544 |
| Newsletter subscribers | YouTube subscribers | LinkedIn followers | Facebook followers | Instagram followers |

PROMOTIONS

Marketing Position & Accolades

- Campaigns & Slogans
 - The Most Vibrant Downtown on the Gulf of Mexico
 - Hub for Creativity, Business, & Culture in South Texas
 - SEA-sonal promotions / “There’s always something to celebrate in #DowntownCC”
- Accolades
 - “From most potential to most promising” - Article by Austin-American Statesman
 - ‘22 AAF Addy Awards
 - Gold Addy: Mural Fest Recap Video
 - Silver Addy: DMD Impact Report
 - Bronze Addy: Mural Fest Graphic Suite
 - Local’s List Winner: ArtWalk
 - Certificate of Special Congressional Recognition
 - Congressman Michael Cloud
 - Produced *A Decade Downtown*
 - Trailer and mini documentary directed by Knightstorm Production



Here are 10 reasons why Corpus Christi is the most promising city in Texas

Michael Barnes
Austin American-Statesman
Published 8:00 a.m. CT June 27, 2022



Fireworks are certainly in order for Corpus Christi, with its annualized shoreline, downtown and neighborhoods, along with a social feeling that is more open, more fresh, more confident. These particular July 4 beaches exploded over a recent Big Bang Celebration on Corpus Christi Bay. Casey Jackson/Caitlin-Texas

CORPUS CHRISTI — Right now, the most exciting city in Texas is Corpus Christi. For the same reason that this South Texas metro of 400,000 citizens has been periodically praised over the course of more than 180 years. Because of its future.

That is not a back-handed compliment.

Wandering the streets of downtown during a recent four-day stay, my road-trip buddy and I registered repeated surprise at the changes to this former no-go zone: Excellent but unstuffy and reasonably priced eateries; clubs that offered varied entertainment late into the evening; and, especially on weekend nights, the miracle of street life spilling out from the compact central district and onto the immaculate shoreline and nearby T-head jetties and beaches.



"A Decade Downtown" TRAILER



PROMOTIONS

Micro Communities

- DBA Members
 - 51 businesses in '22-'23
 - 1st Year FREE
 - Base + Marketing Boost
- DBA Mission
 - PROMOTE + ENGAGE + CONNECT
- Monthly Meetings & Mixers
 - 20-55+ attendees
 - Revolving locations
 - Resourceful Speakers

ABOUT THE DBA

WHERE, WHY, and HOW does the DBA have an impact on Corpus Christi, Texas?

The Downtown Business Association (a.k.a. the DBA) was founded in '20 and rebranded in '22 by the DMCO to support the local business community in the Marina Arts District and business, events, and attractions in surrounding districts.

Marina Arts District: Lower Broadway to the Marina; I-37 to Kinney Street
Supported Districts: SEA District, Uptown, North Beach, Water's Edge, Medical District

The mission of the DBA is to:

- PROMOTE businesses and Downtown Christi (a.k.a. DowntownCC)
- ENGAGE in downtown community promotions, specials, and events
- CONNECT with local business resources to build lasting relationships

Downtown's marketing value alongside our vibrant business community promote content from DBA Members on channels that have 72,400+ followers and 1,700,000+ reach annually.

6,385 Members | 143 YouTube Subscribers | 1.2K Instagram Followers

Plus, explore our interactive website: GODOWNTOWNCC.COM

DBA MEMBERSHIPS

Become a DBA member to PROMOTE your business and downtown projects and events, and ENGAGE in downtown community projects and events, and CONNECT with other business leaders.

MEMBERSHIP LEVELS:

DBA MEMBERSHIP \$195/year

- Inclusion to monthly DBA meetings
- Follow-up email with DBA meeting recap
- Downtown construction updates and important announcements every month
- Logo on DBA webpage on DMCO's website linked to your business' website or social site

MARKETING BOOST MEMBERSHIP \$475/year

DBA MEMBERSHIP VALUE

- Members or at least 1 weekly newsletter. (Our Database gets growth)
- Members and tag in at least 2 social media posts / month (we'll repost)
- One 1-hour professional photography session per year for two 30 minute sessions to capture peak
- Content to be used on our website and DMCO's marketing platforms
- Logo on our up / website, if applicable
- Opportunity to host DBA meeting at your location, if feasible
- DBA window decal
- Marketing support for Business Associations - details on following page
- Inclusion in the DMCO's seasonal neighborhood tour / signage

FUTURE PLANNED DBA PERKS:

- Inclusion in Downtown Mixers in Airport, Inho Tours, & Downtown Hubs - COMING 2023



PROMOTIONS

Micro Communities

- Downtown Run Club
 - Promotes fitness and wellness
 - Revolving Happy Hours at DBA bars
 - 100-150 runners per month to 200-290 in less than a year
 - 420 total active runners
 - 4 Team Members
 - Chair + 3 Ambassadors



**FLEET
FEET**

**AEP
TEXAS**SM
An **AEP** Company

PROMOTIONS

Signature Experiences – Co-Produced

- **First Friday ArtWalk**

- Monthly Event, 13 Years
- 15,000 – 29,000 attendees per month in Marina Arts District
- 35-57 vendors to 60-144 from '22-'23
- # Vendors
- # Stages
- # Indoor Venues



H-E-B
HelpingHere
PRESENTS
ART WALK
ARTWALK EVENTS & LIVE MUSIC
FRIDAY, JULY 7TH | 6 - 10PM

- 1. Arts Museum of South Texas | First Fridays presented by Frost Bank: FREE admission | 5-9PM
- 2. ArtCade Printings | Fine Art Prints and Paintings by Local Artists
- 3. Water Street Bazaar | Pop-up Vendors
- 4. BUS | BUS Tasty Bites | Full Bar | Live Music
- 5. Vitas Corpus Christi | Sharp VCC swag
- 6. House of Bink | Live Music by Derek & the Not 20's in 9PM | Food | Full Bar
- 7. Twisted Red Club | Full bar | Live Music by Raging Free and The Woodshed
- 8. Space Contemporary | Block Party Venues
- 9. DASH Info Booth | Game & Relax Zone
- 10. The Point of Contact | Celebrating 13 years in Downtown CC | Choir messages next to the DMD Info Booth
- 11. 30/30 Viewing | Mini Pop-up Market | Live Music by DJ Jonathan Scott
- 12. Robert Kay | 8-9:30PM
- 13. Huber's | Summer Time Brews
- 14. The Exchange | Full Bar | Food | Live Music
- 15. WIP Gallery | Outdoor Pop-up Vendors | Live Music by DJ Cutlegod
- 16. La Raza By the Bay | Live Music | Full Bar
- 17. Art Center for Corpus Christi | 5 New Exhibitions | Opening Reception 5-7PM

PROMOTIONS

Signature Experiences

Downtown Holiday Series – NOV '22

- *Deck Downtown Presented by Nueces Electric Co-Op*
- *The Port of Corpus Christi Holiday Tree*
- *Artesian Park Presented by Advisory Council*
- *Holiday Market on Peppermint Lane Presented by Corpus Christi Medical Center*

Downtown Holiday Series – DEC '22

- *Mayor's Merriest Décor Contest Presented by AEP Foundation*
- *H-E-B Christmas Tree*
- *Illuminated Boat Parade Presented by Port of Corpus Christi*

State of Downtown & Awards – March

Mixers & Pub Crawls – Quarterly

Mural Fest – JUNE

Summer Kick-off Party – JUNE



PROMOTIONS

Signature Experiences – Co-Promoted

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



| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|------------------------------------|--------------------|--|--|---|---|---|
| 30 | 01 | 02 * Karaoke @ The Point * Karaoke @ House of Rock | 03 * Real Oak BBQ * Karaoke @ The Point * Karaoke @ House of Rock * ArtRageous & Live Local * Farmers Market @ The Art Center | 04 * ArtRageous @ The Exchange | 05 ARTWALK * Real Oak BBQ * Karaoke @ The Point * Karaoke @ House of Rock * ArtRageous & Live Local * Farmers Market @ The Art Center | 06 CINCO DE MAYO * Real Oak BBQ * Karaoke @ The Point * Karaoke @ House of Rock * ArtRageous & Live Local * Farmers Market @ The Art Center |
| 07 | 08 | 09 * Karaoke @ The Point * Karaoke @ House of Rock | 10 * Real Oak BBQ * Karaoke @ The Point * Karaoke @ House of Rock * ArtRageous & Live Local * Farmers Market @ The Art Center | 11 * ArtRageous @ The Exchange | 12 * Real Oak BBQ * Karaoke @ The Point * Karaoke @ House of Rock * ArtRageous & Live Local * Farmers Market @ The Art Center | 13 |
| BUC DAYS | BUC DAYS | BUC DAYS | BUC DAYS | BUC DAYS | BUC DAYS | BUC DAYS |
| 14 | 15 | 16 * Karaoke @ The Point * Karaoke @ House of Rock | 17 * Real Oak BBQ * Karaoke @ The Point * Karaoke @ House of Rock * ArtRageous & Live Local * Farmers Market @ The Art Center | 18 * ArtRageous @ The Exchange * ArtRageous @ The Exchange * ArtRageous @ The Exchange * ArtRageous @ The Exchange * ArtRageous @ The Exchange | 19 * Real Oak BBQ * Karaoke @ The Point * Karaoke @ House of Rock * ArtRageous & Live Local * Farmers Market @ The Art Center | 20 * Real Oak BBQ * Karaoke @ The Point * Karaoke @ House of Rock * ArtRageous & Live Local * Farmers Market @ The Art Center |
| MOTHER'S DAY BUC DAYS | BUC DAYS | BUC DAYS | DIA MEETING | BUC DAYS | BUC DAYS | BUC DAYS |
| 21 | 22 | 23 * Karaoke @ The Point * Karaoke @ House of Rock | 24 * Real Oak BBQ * Karaoke @ The Point * Karaoke @ House of Rock * ArtRageous & Live Local * Farmers Market @ The Art Center | 25 * ArtRageous @ The Exchange | 26 * Real Oak BBQ * Karaoke @ The Point * Karaoke @ House of Rock * ArtRageous & Live Local * Farmers Market @ The Art Center | 27 |
| BUC DAYS | BUC DAYS | BUC DAYS | BUC DAYS | BUC DAYS | BUC DAYS | BUC DAYS |
| 28 | 29 | 30 * Karaoke @ The Point * Karaoke @ House of Rock | 31 * Real Oak BBQ * Karaoke @ The Point * Karaoke @ House of Rock * ArtRageous & Live Local * Farmers Market @ The Art Center | NATIONAL WINE DAY | | 03 |
| MEMORIAL DAY ARTIST HOSPITALITY | ARTIST HOSPITALITY | ARTIST HOSPITALITY | ARTIST HOSPITALITY | ARTIST HOSPITALITY | ARTIST HOSPITALITY | ARTIST HOSPITALITY |



PROMOTIONS

Creative Class

- ArtWalk & Mural Fest
 - Musicians
 - Artisan Vendors
 - National and local artists
- Partnerships
 - Videographers, photographers, influencers, media consultants
- Grants
 - Texas Commission on the Arts
 - Arts & Cultural Commission
 - Film & Music Commission





Organizational Management

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

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



**Questions about 2023 or
2024?**



THANK YOU