



DMD & TIRZ #3

FY 2018 Annual Report

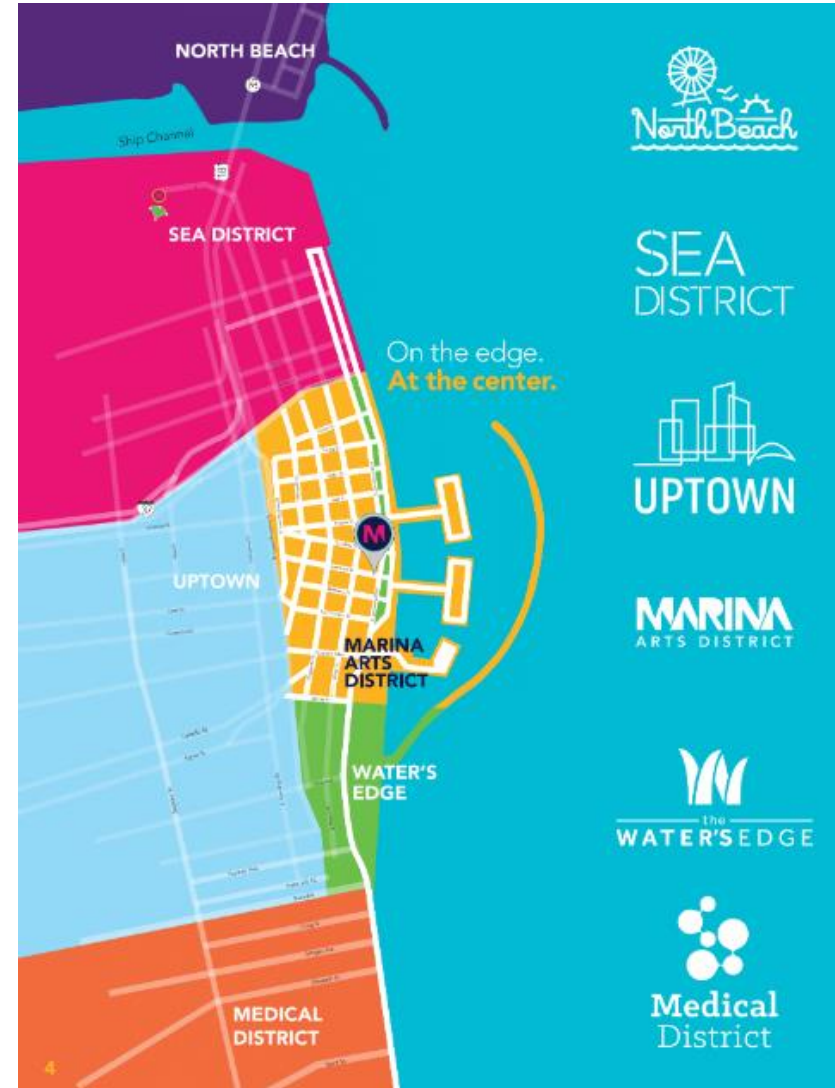
January 22, 2019

About the DMD

The Corpus Christi Downtown Management District (DMD), established in 1993, is a professional Downtown management district representing property owners and stakeholders within the area bounded by Kinney Street to I-37, and Lower Broadway to the Corpus Christi Marina L and T-Heads.

In 2013, the property owners voted to renew the district through 2023.

In 2015, DMD led stakeholders through a branding process naming this destination as the Marina Arts District while retaining DMD to refer to the organization and the programs and services we provide.



Three Year Plans & Service Plans

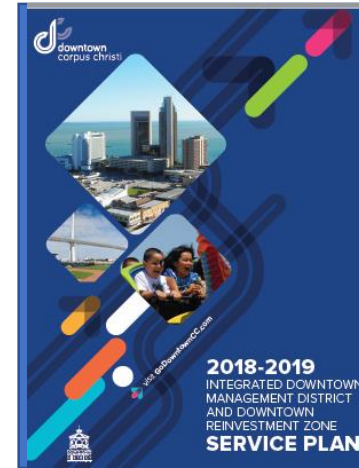


2014 – 2017 Plan Accomplishments



- Developed Incentive Programs
- Launched Bike Share
- Developed Marina Arts Brand & Website
- Launched Mural Initiative
- Joined Texas Main Street Program
- Downtown Area Development Plan Adopted
- Created Clean Team & Conducted Deep Cleans
- Created Merchants Association
- Created Advisory Council
- Began “Greater Downtown” Initiative
- Designated Texas Cultural District
- Expanded Scope of Services with TIRZ #3

Three Year Plans & Service Plans



FY 2020 Service Plan



FY 2019 Annual Report

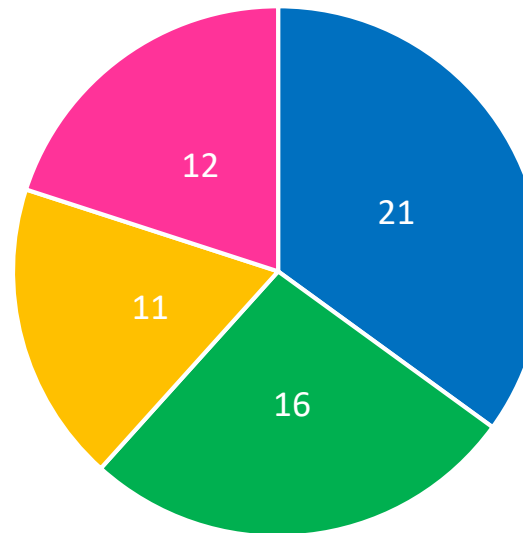
FY 2020 Annual Report

Overall DMD Performance - FY 18 Service Plan

- 60 To-Do Items
 - 44 (73%) Ongoing, Initiated or Achieved
 - 16 (27%) Moved to FY 19

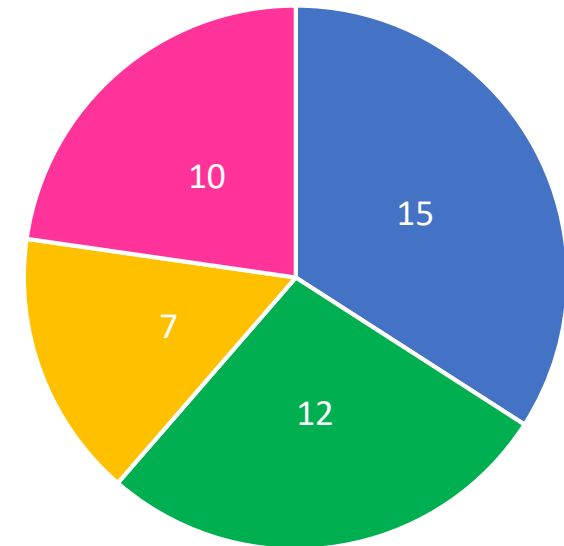
Category	# of Items
District Operations	21
Develop & Improve	16
Marketing & Events	11
Organizational Management	12

FY 18 Service Plan Items Planned



■ District Operations
■ Marketing & Events

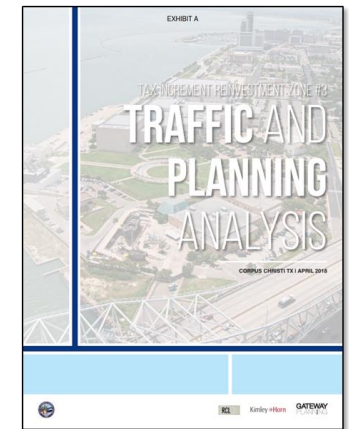
FY 18 Service Plan Items Performed



■ Development & Improvement
■ Organizational Management

District Operations

- Created 2018 Clean & Safe Workplan
- Focus Clean Team on Chaparral
- Championed Adoption of Downtown Parking Action Plan
- Championed Completion and Adoption of Downtown Traffic & Planning Analysis
- Completed Planning for Environmental Branding
- Assisted with Chaparral Street Construction Project, Including Educating on Two-Way Conversion Benefits
- Assisted with Development and Implementation
 - Water Street Signalization
 - Downtown Streetscape

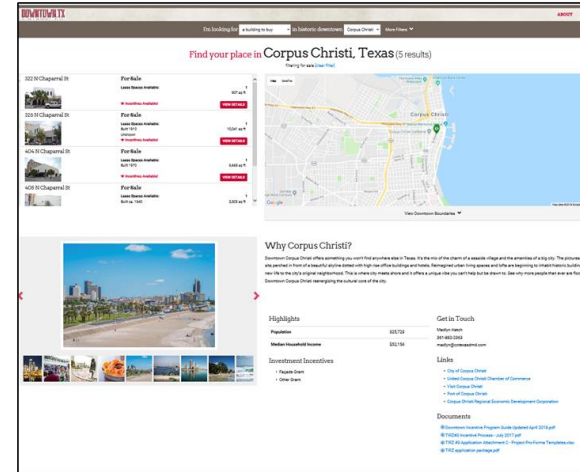


FY 2018 Achievements

Develop & Improve



- Created database of properties on downtowntx.org
- Hosted Imagine the Possibilities Tour
- Attended International Council of Shopping Centers Conference
- Developed Retail Recruitment Strategy
- Assisted with Adoption of Stronger Vacant Building Ordinance
- Created Streetscape and Safety Improvement Program
- Created Off Street Parking Program



FY 2018 Achievements

Develop & Improve



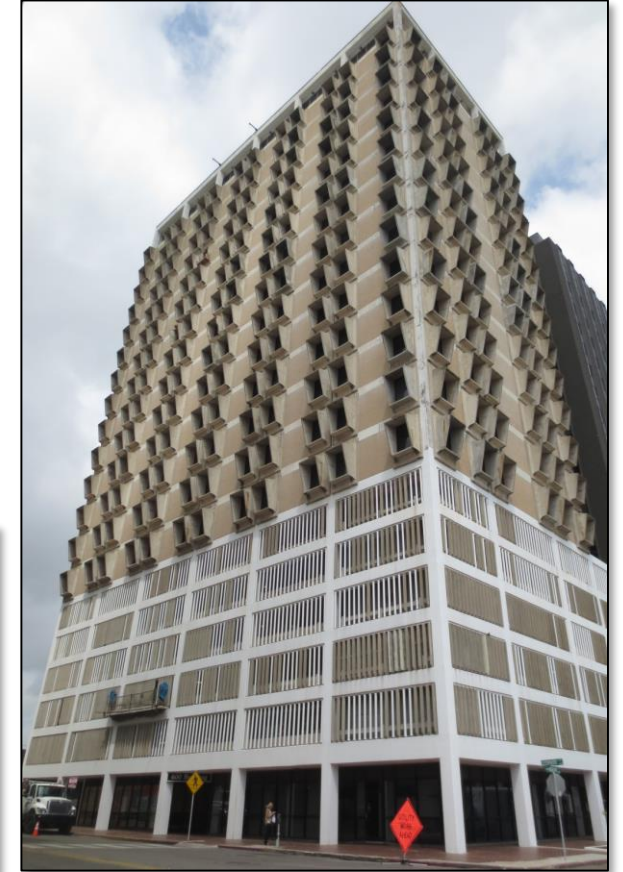
8+ New Businesses

- Lady Luck Pet Grooming
- The Gold Fish
- Bar Under the Sun
- Sushi Room
- The Bay Jewel
- Voodoo Night Club
- Bourbon Street Bar
- JP Bombers
- Cre8ive Culture

Cosmopolitan Opened

FY 2018 Achievements

Develop & Improve



Incentives are Catalyzing Good Development

Project	Description	Incentive Cap	Estimated Project Cost
Urbana Market Deli	Adaptive Reuse	\$ 72,000	\$ 500,000
Studio 21 Apartments	44 Unit Conversion	\$ 210,000	\$ 2,500,000
Broadway Lofts	44 Unit Conversion	\$ 445,000	\$ 5,000,000
Marriott Residence Inn	101 Room Shoreline Hotel	\$ 940,000	\$ 15,000,000
The 600 Building	126 Units, Conversion	\$ 2,560,000	\$ 35,000,000
Hilton Garden Inn	191 Room SEA District Hotel	\$ 1,400,000	\$ 26,000,000
Bar Under the Sun	Adaptive Reuse	\$ 100,000	\$ 940,000
The Gold Fish	Outdoor Biergarten	\$ 11,500	\$ 50,000
Frost Bank	New Bank Building, Pedestrian Improvements	\$ 600,000	\$ 35,000,000
Creative Culture	Artists	\$ 6,170	\$ 34,550
Nueces Brewery	Brewery	\$ 261,700	\$ 2,068,751
Moonshine & Ale	Dueling Piano Bar, Dance Hall	\$ 118,000	\$ 886,579
Lucy's Snack Bar	Coffee and Snack Bar	\$ 20,390	\$ 72,465
TOTALS		\$ 6,744,760	\$ 123,052,345

FY 2018 Achievements

Communications & Events



- Grew Social Media following by 500 on Instagram
- Grew Merchant Association
- Launched Show Us Your Badge – Partnership with CVB
- Hosted 3rd Annual Pirate Pub Crawl – Partnership with Buc Days
- Launched Greater Downtown Branding Initiative & Website
- Hosted 3 Successful Mixers
- Hosted Art Walk & Bridge Walks
- Began Implementation of Cultural District Plan with Frontera and Holiday Event Series



Launch of "Show Us Your Badge"



Merchant Association Meeting



3rd Annual Pirate Pub Crawl



Monthly Art Walk

FY 2018 Achievements

Downtown 2020 Three Year Plan Launch

- Held May 31, 2018
- Presentation of New Three Year Plan held at Rockit's Whiskey Bar
- 60 in Attendance





FY 2018 Achievements

Greater Downtown Brand Launch



- August 9, 2018 held at The Cosmopolitan
- Interactive & Immersive Experience of all 6 Districts
- 175 in Attendance



FY 2018 Achievements

Chaparral Street Ribbon Cutting

- Successful Chaparral Street Ribbon Cutting on October 1, 2019
- Launched two-way conversion with Ceremonial 1st Car Ride
- 62 in Attendance



Organizational Management

- Finalized & Launched 3 Year Plan
- Created Two Positions
- Created Internship Program
- Expanded Advisory Council

INCOME	\$	EXPENSES	\$
City/Public Support			
City Interlocal Agreements	300,000	District Operations	552,462
Bike Share	70,283	Develop and Improve	103,284
TIRZ	416,875	Marketing and Events	73,882
TOTAL	\$787,158	Organizational Management	358,296
Private Sector Support			\$1,087,924
Assessment Income	210,716		
Advisory Council	54,500		
Merchants Association	20,304		
Sponsorships/Grants	29,450		
Events, Memberships	11,390		
Total	\$326,360	Excess of Revenue over Expenses	25,594
Total Revenue	\$1,113,518	Total Expenses	\$1,113,518

Questions?