



City of Corpus Christi
1201 Leopard St
Corpus Christi, TX. 78401

July 16, 2024

Dear Mayor Guajardo & City Council,

On behalf of the Visit Corpus Christi (VCC) Board of Directors, we are writing to express our strong support for the soon-to-expire 1/8th cent sales tax for the convention center complex, which is comprised of the Arena, Convention Center, and Selena Auditorium. Additionally, we advocate for the allocation of the continuation of the 1/8th cent sales tax to support the Seawall.

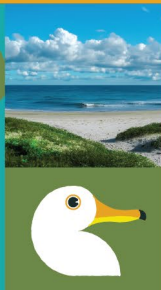
Tourism is a major economic driver for Corpus Christi, welcoming millions of annual visitors who spend over \$1.4 billion in local businesses. Events hosted at the convention center complex draw significant numbers of tourists who spend money on lodging, dining, and other local services, oftentimes in the slower, non-summer months. This influx of visitors not only boosts our hospitality industry but also generates substantial tax revenues and creates over 28,000 jobs for residents. By allocating the expiring 1/8th cent sales tax to these assets, we can ensure that Corpus Christi becomes a premier destination for tourism and events. It is also important to note that many locals also utilize the Convention Center and Arena for various events, contributing to the community's vibrancy and cohesion. Events like Buc Days and multiple high school and college graduations have formed many positive past memories for local residents and it is important to keep the facility up to date to continue these types of annual events.

The recent severe weather events have highlighted the critical importance of a robust tourism infrastructure. Millions of dollars in direct spending have been lost due to these storms, resulting in significant additional losses in sales tax revenues for the city. The convention center complex is crucial to ensuring a diverse array of options for tourism, which helps stabilize the local economy and attract a wide range of visitors year-round. Corpus Christi tourism cannot rely solely on leisure business during the summer months.

In conclusion, we urge the City Council to prioritize the extension of the expiring 1/8th cent sales tax towards the convention center complex and the continuation of the 1/8th cent sales tax for the Seawall. These measures are critical for protecting our city, promoting economic growth, and ensuring that Corpus Christi remains a thriving community for businesses and residents alike.



Main Office
400 Mann St. Suite 1100
Corpus Christi, TX 78401
(361) 881 - 1888





Sincerely,

Sam Canavati
Chairman, VCC Board of Directors

VCC Board - Voting Members

Steve Banta, USS Lexington
Deven Bhakta, ZJZ Hospitality
Michelle Braselton, Keller Williams
Sam Canavati, Durrill Properties
Amy Granberry, Port Royal Ocean Resort
Chris Hamilton, Victory Building Team
Alex Harris, Brite Star Development
Zach Jurasek, Glow Row
Krystof Kucewicz, Omni Hotels
Jennifer Lira, Citgo
Richard Lomax, WaterStreet LTD
Latoya Rodriguez, Rose Soiree
Kevin Smith, Corpus Christi Airport
Jennifer Vela, Texas State Aquarium
Natalie Villarreal, Del Mar College



Main Office

400 Mann St. Suite 1100
Corpus Christi, TX 78401
(361) 881 - 1888

