



## AGENDA MEMORANDUM

First Reading Ordinance for the City Council Meeting of August 20, 2013  
Second Reading Ordinance for the City Council Meeting of August 27, 2013

**DATE:** July 19, 2013  
**TO:** Ronald L. Olson, City Manager  
**FROM:** Wes Pierson, ACM Business Support Services  
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SEA Town Renaming to SEA (Sports Entertainment and Arts) District

### **CAPTION:**

Ordinance to rename certain area of the City of Corpus Christi as the "SEA (Sports, Entertainment and Arts) District."

### **PURPOSE:**

The purpose of this item is to change the name of the area previously designated as "SEA Town," to "SEA District."

### **BACKGROUND AND FINDINGS:**

In 2007 the City designated the area from the Port to Shoreline Boulevard, north of I-37 as "SEA Town," as this particular area provided a unique opportunity for community branding.

An increase in activity in the area has created the need to coordinate with stakeholders in order to provide a quality experience for residents and opportunity for investment. In recent meetings with stakeholders in this area, stakeholders have requested to change the name of the area from "SEA Town" to "SEA District."

Bond 2012 Proposition Eight and the Central Business Area Development Plan include reference to the "SEA District," but lack of official Council action designating "SEA District" creates confusion in the community, especially since the area was previously known as "SEA Town."

Currently there is strong momentum with the stakeholders in the "SEA District." In order to build on this brand, they are requesting official Council action designating the area. The largest attractions in the area have indicated their support in a Letter of Agreement, which is attached.

### **ALTERNATIVES:**

Do not approve renaming.

### **OTHER CONSIDERATIONS:**

N/A

**CONFORMITY TO CITY POLICY:**

City Council must authorize renaming.

**EMERGENCY / NON-EMERGENCY:**

Two readings required.

**DEPARTMENTAL CLEARANCES:**

Legal

**FINANCIAL IMPACT:**

Operating       Revenue       Capital       Not applicable

<b>Fiscal Year: 2011-2012</b>	<b>Project to Date Expenditures (CIP only)</b>	<b>Current Year</b>	<b>Future Years</b>	<b>TOTALS</b>
Line Item Budget				
Encumbered / Expended Amount				
This item				
<b>BALANCE</b>				

Fund(s):

**Comments:** This item has no financial impact.

**RECOMMENDATION:**

Staff recommends approval.

**LIST OF SUPPORTING DOCUMENTS:**

Ordinance- SEA District  
Location Map – SEA District  
Letter of Agreement – SEA District