



MEMO

Date: July 12, 2016

To: TIRZ Board

From: Terry Sweeney

Re: TIRZ Scope of Services

DMD's Mission and Priorities That Support Goals of the Tax Increment Reinvestment Zone

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 2014, DMD approved a Strategic Three Year Plan to revitalize the district and begin to address downtown wide issues. The plan states that DMD's mission is to create a successful, vibrant bayfront/seaside Downtown District and positively impact the greater Downtown area by proactively and strategically working with our partners to:

- Provide enhanced cleaning, beautification and safety services.
- Develop and Improve the District.
- Market and Promote the District.
- Address critical issues that affect the success of District and greater Downtown area on behalf of our stakeholders and the regional community.

The DMD plan contains relevant priorities to support the goals of the Tax Increment Reinvestment Zone some of which are provided below:

Development and Improvement

- Work with City to develop and aggressively utilize incentives like Tax Increment Reinvestment Zone (TIRZ) also known as Tax Increment Finance (TIF) District revenues to support development.
- Document real estate market and develop recruitment plan (vacancies and priority development and redevelopment sites; targeted prospects including artistic and creative businesses).
- Create marketing materials to facilitate business and developer recruitment.
- Convene Merchants Association to mobilize stakeholders and develop programs to drive business.



- Work City and stakeholders to address vacant, blighted buildings, (absentee property owners, vacant building ordinance) and undeveloped land and unsightly surface parking lots (advocate for permitted parking lots and minimum design and operational standards).

Organizational Management

- Create an Advisory Council to engage and mobilize regional anchors/resources and provide a conduit to support our mission.
- Develop new partnerships and collaborations to leverage organizational resources and proactively address and improve greater Downtown area.

TIRZ Challenges

The TIRZ area has a number of operational, management, development and marketing issues that are impediments to generating new development and business investments in the area and revitalizing Downtown. Some of these issues include:

- No organization and staff whose focus area includes the entire downtown and mission is to:
 - Manage operations (address cleanliness, safety, beautification and access issues).
 - Assist with business and developer recruitment.
 - Organize and support businesses.
 - Provide strategic marketing.
 - Address issues and advocate for stakeholders.
- Numerous vacant and blighted buildings, and undeveloped land and parking lots.
- Transient and street order issues.
- Graffiti, Litter, weeds, crumbling infrastructure and unkempt public and common areas.
- Lack of business support and strategic marketing to make businesses more successful.

DMD Scope of Services to Be Provided to the TIRZ

To address these challenges, enhance the TIRZ and protect its investments, DMD will provide the following services outside of the DMD mission area and covering the entire TIRZ geography. Below is a summary of the services and the need funding.

- **Cleaning and Beautification Services: \$205,000.**
 - Provide a 4-person Downtown ambassador team, in addition to DMD's current 4-person team, to provide cleaning services and act as customer friendly presence February 1-September 30, 2017.
 - Conduct a Downtown-wide Spring Clean April-June, 2017.
 - Conduct a curb painting program for the Downtown May-July 2017.
 - Provide graffiti removal services in coordination with City graffiti removal team.
- **Branding and Marketing: \$95,000**
 - Lead stakeholders through Downtown brand, consumer survey and website development process January-July, 2017 and on-going web and social media tools management.



Additional Services

DMD believes the following services are vital to ensure that revitalization occurs in the TIRZ and that DMD is provided adequate resources to achieve success in facilitating revitalization.

- **Organizational Capacity Building and Resource Recruitment. \$80,000.**
 - Hiring of staff for broader provision of services to effectively execute revitalization.
 - Recruit private sector investment from businesses and property owners located in the TIRZ and regional corporate anchors to support the scope of services.
- **Development and Recruitment \$20,000.**
 - Business and developer recruitment services, materials and web, social media tools.
 - Organize merchants and provide business support.

Total Cost of all Services Recommended by DMD: \$400,000

Notes:

- Specific contract and scope of service to be finalized by September 30, 2016. Scope to be for 12 months and invoiced monthly for contract amount with primary execution January-September, 2017.
- DMD recommends TIRZ funding of \$330,000. DMD would like to work with City staff, Police Department, and Parking Advisory Committee over the next 180 days to explore funding the remaining \$70,000 utilizing the Parking Advisory Fund.