



Downtown Corpus Christi

FY 23 Integrated
Service Plan
September 20, 2022



“The downtown is the only part of the city that belongs to everybody. It doesn’t matter where you may find your home; the downtown is yours too. Investing in the downtown of a city is the only place-based way to benefit all of its citizens at once.

And there's more. Every relocation decision, be it a college graduate’s or a corporation’s is made with an image of place in mind. That image is palpable and it is powerful. It is resolutely physical: a picture of buildings, streets, squares, cafes, and the social life that those places engender. Whether good or bad, the image is hard to shake. And with rare exception that image is downtown.”

- Walkable City, Jeff Speck





OVERVIEW

- About the DMD
- FY 22 Highlights
- FY 23 Proposed Budget & Service Plan





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 waterfront;

Developing a robust, sustainable neighborhood;

Promoting remarkable and prismatic cultural experiences;

Growing the team and capacity to accomplish our vision.



Charleston, SC

Population/MSA: 133,762 / 802,000



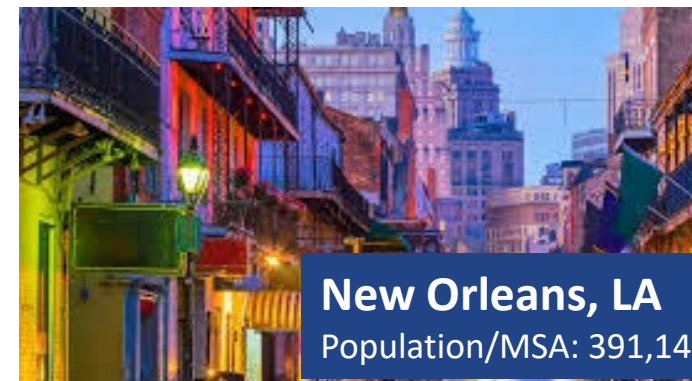
Savannah, GA

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



About Our Team

Our Values

Dependable	We want you to know you can count on us!
Optimistic	We have a realistic and positive outlook on the future of downtown!
Creative	We value outside the box thinking, new solutions, new perspectives!
Passionate	We consider more than a job, but a calling!
Collaborative	We make an impact with partnerships.
Inclusive	We believe Downtown is a place for everyone.



FY 2022 Highlights

- Relocated Clean Team operations to street-level space, mitigating a blighted site.
- Produced five large scale murals on blighted sites and Mural Fest 2022.
- Develop concept for Water Street Reimagined.
- Worked with City to improve safety on Mesquite Street.
- Completed Parking Garage Feasibility Study.
- Supported 14+ development and improvement projects.
- Championed establishment of Parklet Policy.
- Expanded TIRZ Programs.
- Facilitated robust Holiday Installations & Programming, increasing visitorship by 10%.
- Earned IEDC Economic Developer Certification (CEcD), IDA Emerging Leader Fellowship. Initiated Master Gardener and Economic Development Finance Professional Certifications.
- Initiated Value of Downtown Study through IDA.



Proposed FY 2023 Budget

Expenses	Amount*	Percent
I. District Operations	641,921	33%
II. Placemaking	273,250	14%
III. Economic Development	170,950	9%
IV. Promotions	333,250	17%
V. Organizational Management	513,876	27%
Total Expense	\$1,933,947	

*Salaries Allocated by Mission Element**

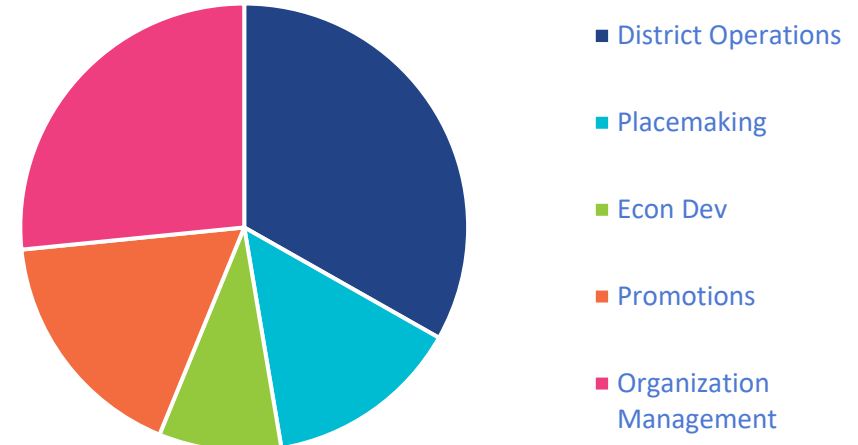
Revenue	Amount	Percent
DMD Property Owner Levy*	264,443	14%
City of Corpus Christi	325,004	17%
Downtown Reinvestment Zone	765,000	40%
Advisory Council Revenue	200,000	10%
Sponsorship/Membership Revenue	379,000	20%
Total Revenue	\$1,933,947	

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

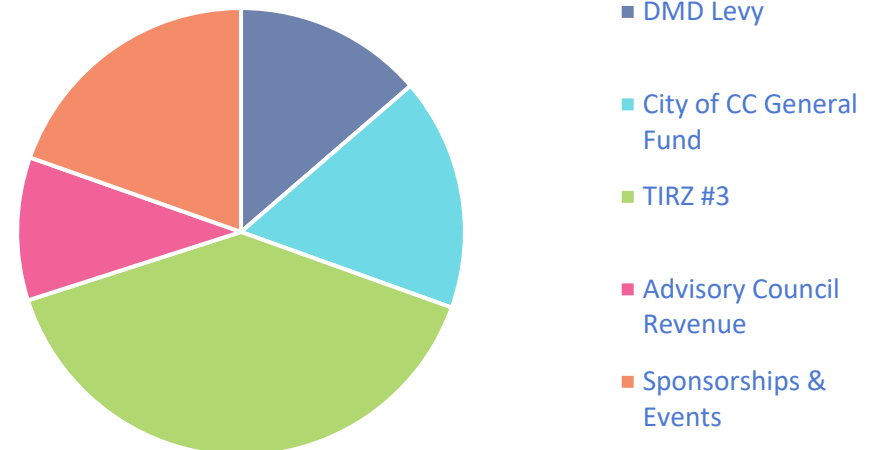
Thank You Advisory Council!

- Port of Corpus Christi
- Nueces County Commissioners
- HEB
- AEP
- Valero
- Arcelor Mittal
- CITGO
- CCISD
- American Bank
- Frost Bank
- The Chamberlain

Expenses by Mission Element



Revenue by Source





District Operations

Instituting a clean, safe and beautiful environment.

Where We Are Now						
Benchmark	2021	2019	2017	2015	National	
Clean	60%	47%	56%	45%	48%	TX 86%
Safe	56%	47%	48%	42%	45%	TX 67%

FY 23 Strategies:

- A) Improve cleanliness and perceptions of cleanliness.
- 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.

Downtown Area Development Plan Alignment

Vision Themes

- Encourage Market-driven Development.

Priority Initiatives

- Proactively encourage redevelopment of well-located underutilized properties.
- Focus infrastructure investments to maximize leverage of private sector investment.
- Create clean, safe, welcoming places.



Placemaking

Creating a welcoming,
well-designed,
waterfront.

Downtown Area Development Plan Alignment

Vision Themes

- Encourage Market-driven Development.
- Create More Housing Choices.
- Celebrate this Unique Place to Live, Work, Learn, and Play.
- Complete Waterfront Park & Trail Network

Priority Initiatives

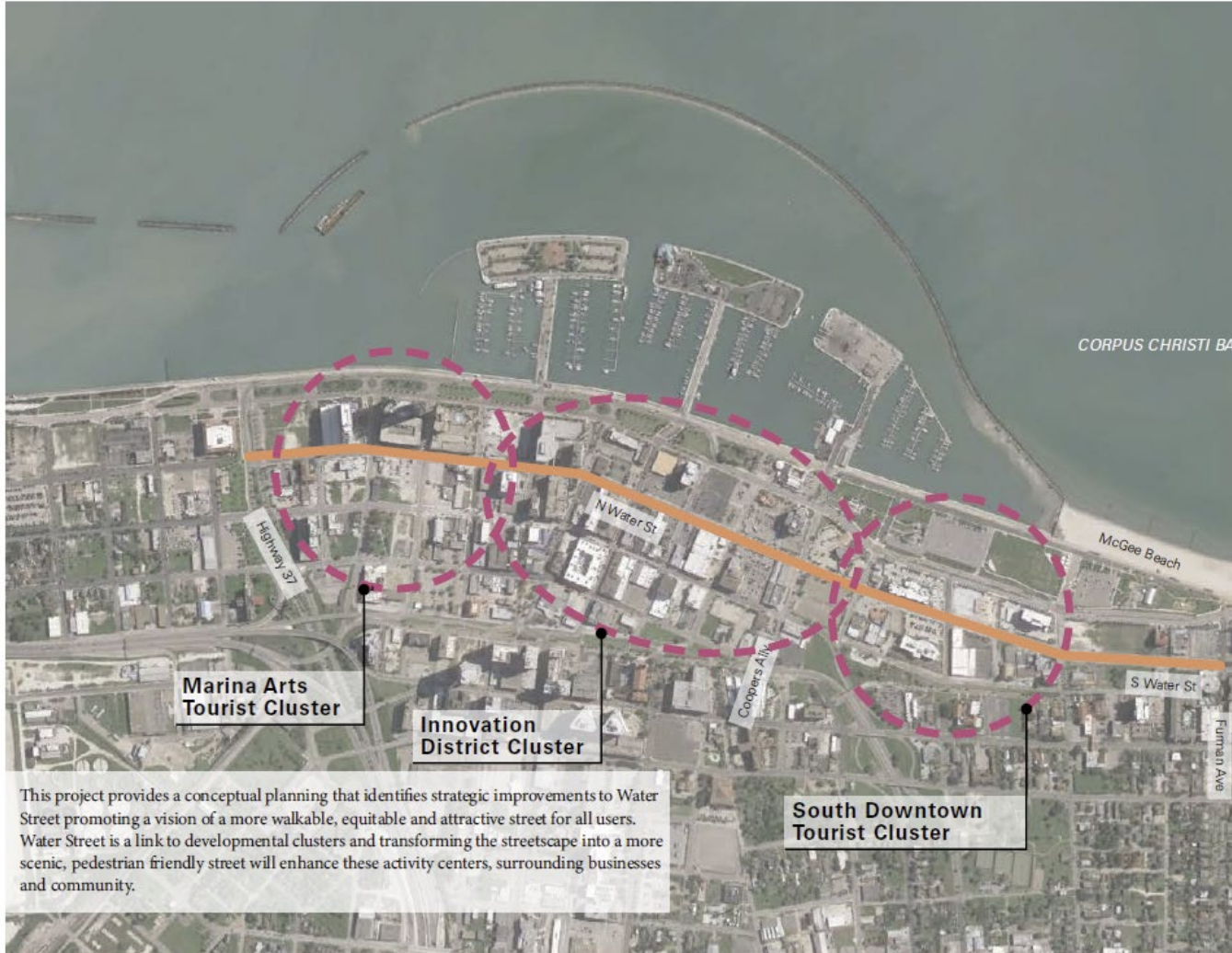
- Focus infrastructure investments to maximize leverage of private sector investment.
- Organize parking at district scale to increase convenience and efficiency.
- Proactively encourage redevelopment of well-located underutilized properties.
- Create clean, safe, welcoming places.

FY 23 Strategies:

- F. Advocate for and support implementation of catalytic infrastructure improvements – especially on the waterfront.
 1. Water Street Reimagined
 2. Shoreline Pedestrian Connections
 3. Upper & Lower Broadway Bluff
 4. Agnes & Laredo Gateway
- G. Create beautiful streetscapes and interactive public spaces through urban design
- H. Ensure all downtown users have a connected, convenient, and safe route to and through downtown
- I. Enhance the parking system so that public and private parking is available for diverse users when needed.
- J. Implement family oriented and tourist friendly placemaking initiatives to make places inviting for all ages through design.

Water Street Reimagined

REINVISIONING WATER STREET



Water Street Reimagined



CHALLENGES TODAY

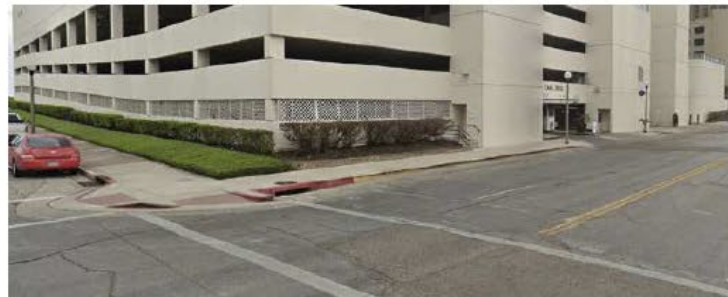
Shade

There are large gaps in the tree canopy along Water Street. This increases the heat island effect and creates an uncomfortable pedestrian experience during most of the day.



Walkability

Water Street has sidewalk along both sides of the roadway, but the experience isn't favorable to the pedestrian. There is little to no buffer between vehicular traffic and the pedestrian and is uncomfortable because of the many curb cuts and hot stretches.



Identity

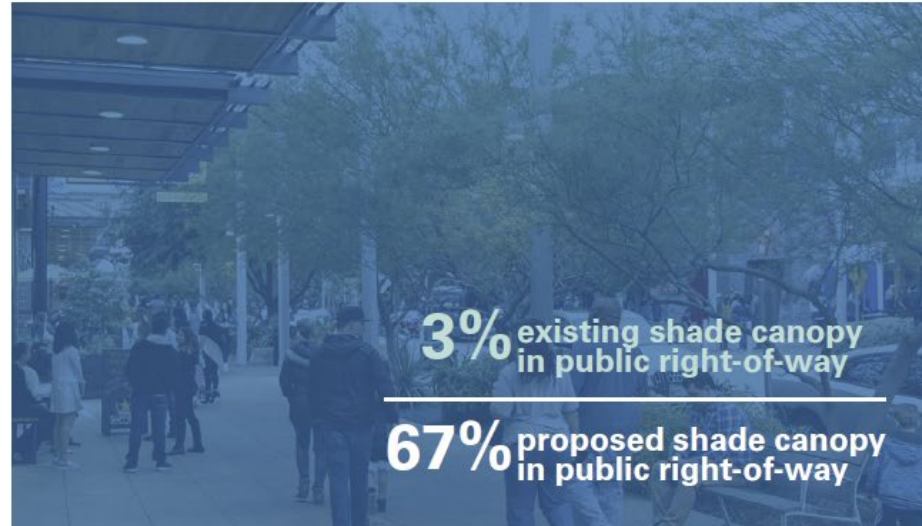
The District has started to build the foundation for the identity along Water Street through amenities and business improvements though there are large gaps between these improvements.



Water Street Reimagined



POTENTIAL IMPROVEMENTS



Water Street Reimagined



Before



After



Water Street Reimagined



Before



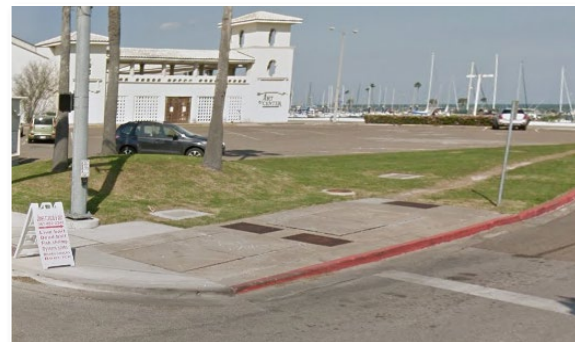
After



Shoreline Pedestrian Improvements

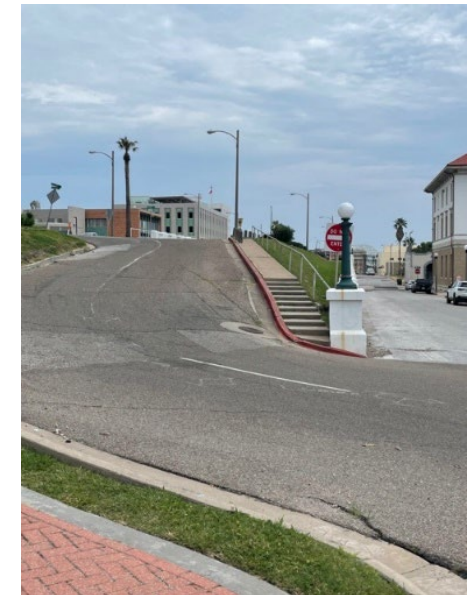


- IH-37
- Twigg Street
- Coopers Alley
- Kinney Street
- Park Avenue
- Furman Avenue

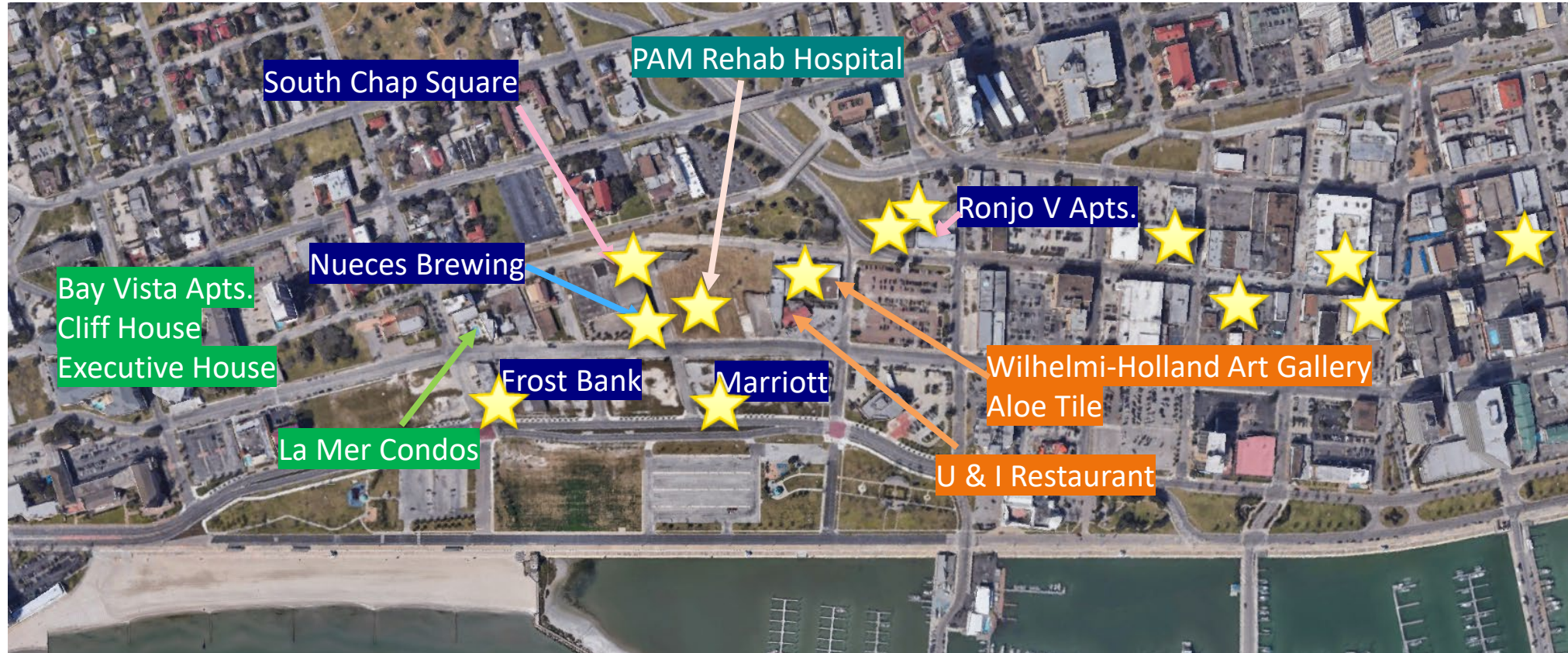


Upper + Lower Broadway Bluff

- Built in 1914, Expanded 1929
- Rehabbed 1988



Agnes/Laredo Entryway



TIRZ #3 Projects

\$55M Development Value

Housing = 446 Units

Agnes/Laredo Entryway





Economic Development

Developing a robust, sustainable neighborhood.

Where We Are Now

	2016	2018	2020
TIRZ #3 Property Values	\$16,163,379	\$19,578,696	\$48,578,492
Number of Business Openings	4	9	12
Vacant Storefronts	19	18	22* (Covid Related)

FY 23 Strategies:

- K. Increase the supply, density, and variety of residential options.
- L. Develop a robust food and beverage ecosystem with diverse offerings.
- M. Recruit an attractive and authentic retail mix for residential and tourist audiences.
- N. Leverage adaptive reuse and proactive marketing strategies (DowntownTx.org) to activate vacant properties and land parcels.
- O. 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.

Downtown Area Development Plan Alignment

Vision Themes

- Encourage Market-driven Development.
- Create More Housing Choices.

Priority Initiatives

- Utilize TIRZ #3 to unlock market-driven development
- Proactively encourage redevelopment of well-located underutilized properties.
- Intensify destination arts and retail programming.

REALIZING THE POTENTIAL

- \$86M of projects constructed in the TIRZ since 2016.
- \$60M of incentivized projects under development in the TIRZ.
- Additional Workforce Housing Projects Under Development



Promotions

Promoting remarkable, prismatic, cultural experiences.

Where We Are Now

	2018	2019	2020	2021	2022
Facebook Followers	17,659	19,416	22,059	24,447	28,916
Instagram Followers	3,649	8,973	15,045	20,600	24,300
Newsletter Subscribers	5,874	5,886	5,886	5,994	6,217

FY 23 Strategies:

- P. Strengthen communication channels to educate the public on downtown's unique offerings.
- Q. Elevate downtown's market position by proactively defining the brand through proactive narrative development using a psychographic strategy.
- R. Facilitate micro-communities (like Business Association, Neighborhood Association, Downtown Run Club) of downtown interest groups to maximize collaboration amongst co-creators and businesses.
- S. Program and support signature experiences that amplify our unique culture and assets.
- T. Foster opportunities for the creative class to shine.

Downtown Area Development Plan Alignment

Vision Themes

- Celebrate this Unique Place to Live, Work, Learn, and Play.

Priority Initiatives

- Intensify destination arts and retail programming.



Organizational Management

Growing our team and capacity to accomplish the vision.

Where We Are Now

	2014	2015	2016	2017	2018	2019	2020	2021	2022
Budget (K)	\$364	\$699	\$786	\$1.1	\$1.1	\$1.2	\$1.3	\$1.6	\$1.7
Revenue									
Expenditure	\$420	\$735	\$797	\$1.1	\$1.1	\$1.2	\$1.3	\$1.6	\$1.7
Staff Size	2	4	3	3	3	5	6	7	7
Contractors		4	4	6	6	8	8	8	8

FY 23 Strategies:

- U. Provide effective administration of complex governance structure while optimizing entities and programs.
- V. Collaborate with partners (through service contracts and public private partnerships) to diversify funding and grow “team” mentality of revitalization.
- W. Recruit, retain and develop motivated, dedicated staff to implement vision and expand organizational capacity.
- X. Evolve software, technology, and facilities to provide professional best in class working environment.
- Y. Establish a culture in which information is readily shared.

METRICS & BENCHMARKS

DMD track our services' benchmarks and achievements designed to impact the downtown metrics and make a successful downtown:

District Operations	<ul style="list-style-type: none">- Number of Bags of Debris Collected- Number of Bio Hazard Removal- Number of Trashcan Maintenance- Number of Planter Maintenance	<ul style="list-style-type: none">- Number of Unique Activity - Per Hour- Street Team - Hours- Number of Police Reports
Placemaking	<ul style="list-style-type: none">- Number of Plants Planted- Number of Façades Remodeled	<ul style="list-style-type: none">- Number of Meetings with City to Improve Pedestrian Streetscape- Items of Parking Action Plan Implemented
Economic Development	<ul style="list-style-type: none">- Number of New Residential Units (Opened/Constructed/Commitment)- Number of New Business Concept Meetings	<ul style="list-style-type: none">- Conversion of Meetings to Applications (Incentive or permit applications)- Number of Properties Listed on DowntownTx.org
Promotions	<ul style="list-style-type: none">- Social Media Stats- Traditional Media Stats- Associations Participation	<ul style="list-style-type: none">- Event Attendance- Number of Public Art Projects- Grant Project Secured
Organizational Management	<ul style="list-style-type: none">- Number of Board Meetings Held- Number of Downtown Advisory Council Members	<ul style="list-style-type: none">- Number of Professional Development Completed- Number of Familiarization Tips- Number of Metrics and Benchmarks Collected

METRICS

- Biannual Downtown Perception Survey
- Crime statistics
- Business Sales Tax Collected
- Downtown Population Traffic
- Tourist Visitorship
- New Business Openings by District
- Street Level Vacancy
- Building Vacancy
- Office Vacancy
- Private Sector Investment
- Public Sector Infrastructure Investment
- Parking Occupancy
- Residential Occupancy



Thank You!