



AGENDA MEMORANDUM

Corpus Christi Tax Increment Reinvestment Zone #3 Meeting of October 24, 2017

DATE: October 13, 2017

TO: President and Honorable Board Members,
Corpus Christi Business and Job Development Corporation

THROUGH: Margie C. Rose, City Manager

FROM: Alyssa M. Barrera, Business Liaison
AlyssaB@cctexas.com
(361) 826 - 3356

UPDATE

Downtown Brand and Website

STAFF PRESENTER(S):

<u>Name</u>	<u>Title/Position</u>	<u>Department</u>
1. Alyssa M. Barrera	Business Liaison	City Manager's Office
2.		

OUTSIDE PRESENTER(S):

<u>Name</u>	<u>Title/Position</u>	<u>Organization</u>
1. Terry Sweeney	Executive Director	Downtown Management District
2. Stephen Rybak	Principal/Chief Creative Officer	MDR Advertising

BACKGROUND :

The FY 2017 Expanded Scope of Services included website and brand development for the TIRZ #3 area.

LIST OF SUPPORTING DOCUMENTS:

Presentation – DRAFT Downtown Brand and Website