



AGENDA MEMORANDUM

Corpus Christi Tax Increment Reinvestment Zone #3 Meeting of July 24, 2018

DATE: July 6, 2018

TO: President and Honorable Board Members,
Corpus Christi Tax Increment Reinvestment Zone #3

THROUGH: Keith Selman, Interim City Manager

FROM: Alyssa M. Barrera, Executive Director, Downtown Management District
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(361) 882-2363

UPDATE Downtown Brand

OUTSIDE PRESENTER(S):

| <u>Name</u> | <u>Title/Position</u> | <u>Organization</u> |
|--------------------|------------------------------|------------------------------|
| 1 Alyssa Barrera | Executive Director | Downtown Management District |

BACKGROUND :

In 2017, the DMD was charged with developing a Downtown Brand and Website for the Reinvestment Zone. The Board received a presentation in the fall of 2017 and responded positively. Due to transitions between City Staff and the DMD, the official launch of this concept was paused until further integration could occur. After several months of refinement, the DMD is planning an official introduction to the public. This item is an update to the TIRZ #3 Board on the downtown branding, before the concept is officially launched in August 2018.

LIST OF SUPPORTING DOCUMENTS:

Powerpoint to be provided at meeting.