



# DMD & TIRZ #3

# FY 2018 Annual Report

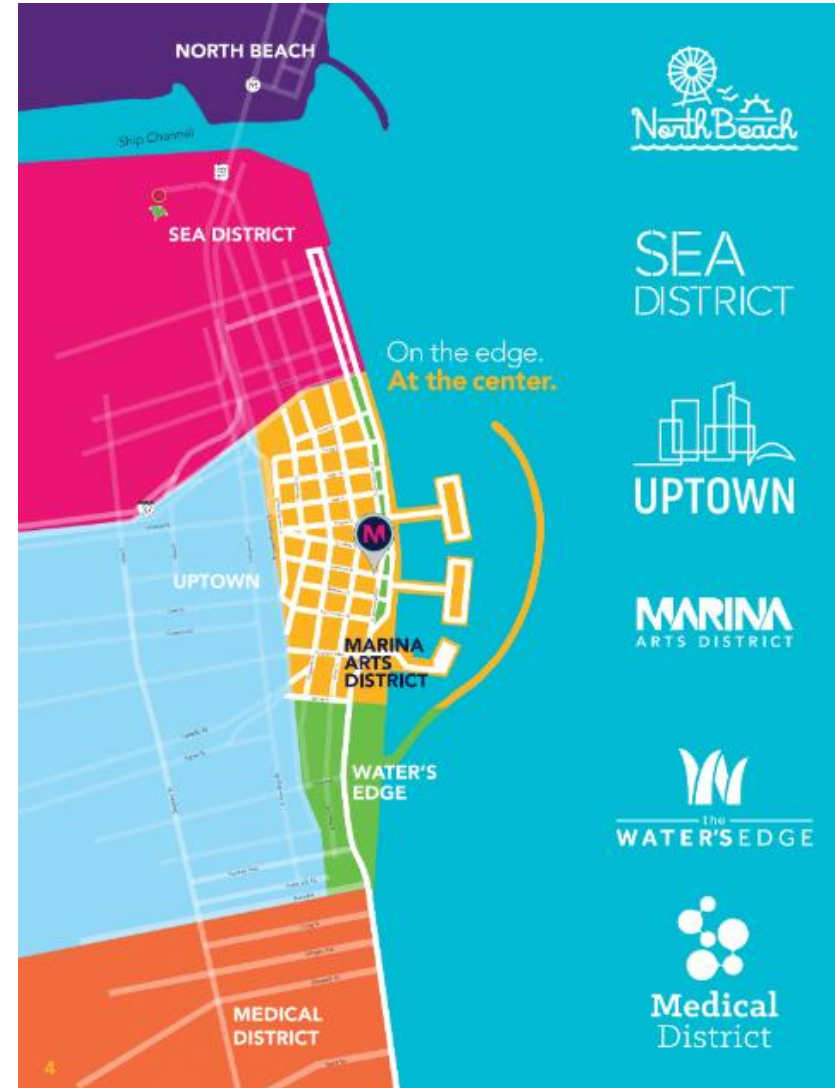
January 22, 2019

# About the DMD

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 2015, DMD led stakeholders through a branding process naming this destination as the Marina Arts District while retaining DMD to refer to the organization and the programs and services we provide.



# Three Year Plans & Service Plans



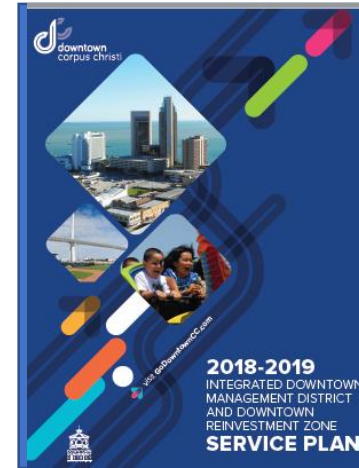
# 2014 – 2017 Plan Accomplishments



- Developed Incentive Programs
- Launched Bike Share
- Developed Marina Arts Brand & Website
- Launched Mural Initiative
- Joined Texas Main Street Program
- Downtown Area Development Plan Adopted
- Created Clean Team & Conducted Deep Cleans
- Created Merchants Association
- Created Advisory Council
- Began “Greater Downtown” Initiative
- Designated Texas Cultural District
- Expanded Scope of Services with TIRZ #3



# Three Year Plans & Service Plans



FY 2020 Service Plan



FY 2019 Annual Report

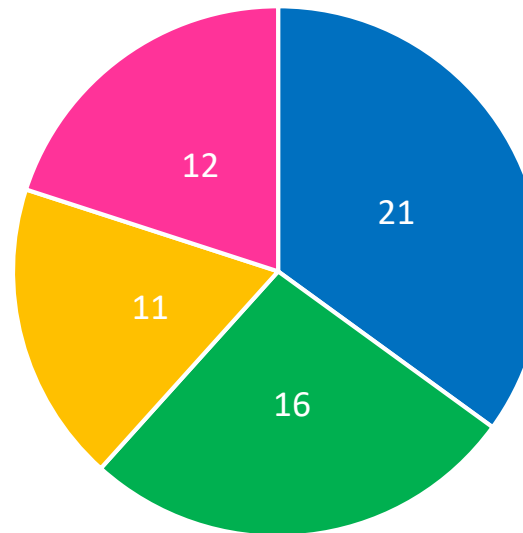
FY 2020 Annual Report

# Overall DMD Performance - FY 18 Service Plan

- 60 To-Do Items
  - 44 (73%) Ongoing, Initiated or Achieved
  - 16 (27%) Moved to FY 19

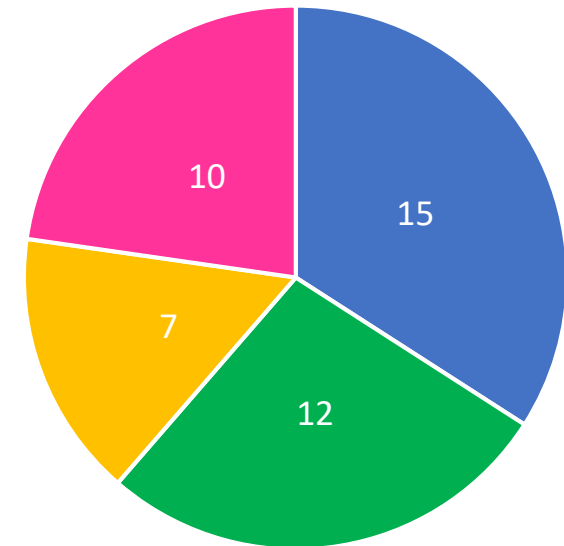
Category	# of Items
District Operations	21
Develop & Improve	16
Marketing & Events	11
Organizational Management	12

FY 18 Service Plan Items Planned



■ District Operations  
■ Marketing & Events

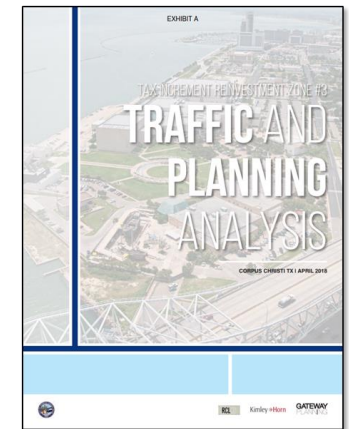
FY 18 Service Plan Items Performed



■ Development & Improvement  
■ Organizational Management

# District Operations

- Created 2018 Clean & Safe Workplan
- Focus Clean Team on Chaparral
- Championed Adoption of Downtown Parking Action Plan
- Championed Completion and Adoption of Downtown Traffic & Planning Analysis
- Completed Planning for Environmental Branding
- Assisted with Chaparral Street Construction Project, Including Educating on Two-Way Conversion Benefits
- Assisted with Development and Implementation
  - Water Street Signalization
  - Downtown Streetscape



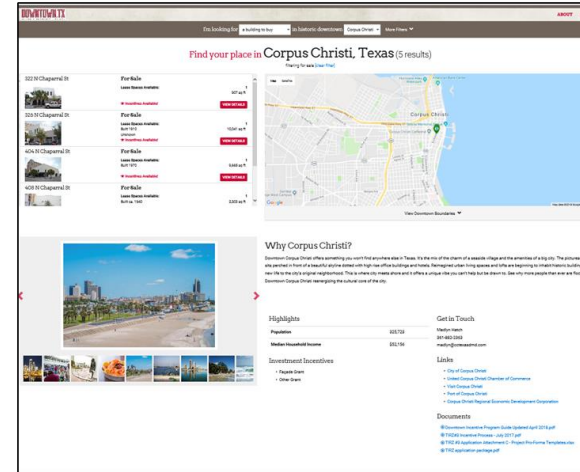


FY 2018 Achievements

# Develop & Improve



- Created database of properties on downtowntx.org
- Hosted Imagine the Possibilities Tour
- Attended International Council of Shopping Centers Conference
- Developed Retail Recruitment Strategy
- Assisted with Adoption of Stronger Vacant Building Ordinance
- Created Streetscape and Safety Improvement Program
- Created Off Street Parking Program





FY 2018 Achievements

# Develop & Improve



## 8+ New Businesses

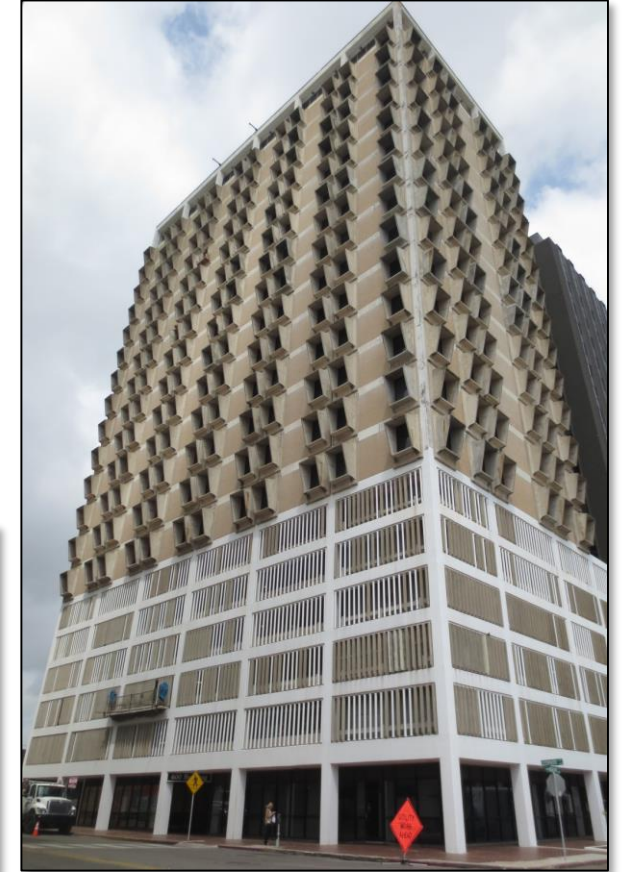
- Lady Luck Pet Grooming
- The Gold Fish
- Bar Under the Sun
- Sushi Room
- The Bay Jewel
- Voodoo Night Club
- Bourbon Street Bar
- JP Bombers
- Cre8ive Culture

**Cosmopolitan Opened**



FY 2018 Achievements

# Develop & Improve



# Incentives are Catalyzing Good Development

Project	Description	Incentive Cap	Estimated Project Cost
Urbana Market Deli	Adaptive Reuse	\$ 72,000	\$ 500,000
Studio 21 Apartments	44 Unit Conversion	\$ 210,000	\$ 2,500,000
Broadway Lofts	44 Unit Conversion	\$ 445,000	\$ 5,000,000
Marriott Residence Inn	101 Room Shoreline Hotel	\$ 940,000	\$ 15,000,000
The 600 Building	126 Units, Conversion	\$ 2,560,000	\$ 35,000,000
Hilton Garden Inn	191 Room SEA District Hotel	\$ 1,400,000	\$ 26,000,000
Bar Under the Sun	Adaptive Reuse	\$ 100,000	\$ 940,000
The Gold Fish	Outdoor Biergarten	\$ 11,500	\$ 50,000
Frost Bank	New Bank Building, Pedestrian Improvements	\$ 600,000	\$ 35,000,000
Creative Culture	Artists	\$ 6,170	\$ 34,550
Nueces Brewery	Brewery	\$ 261,700	\$ 2,068,751
Moonshine & Ale	Dueling Piano Bar, Dance Hall	\$ 118,000	\$ 886,579
Lucy's Snack Bar	Coffee and Snack Bar	\$ 20,390	\$ 72,465
<b>TOTALS</b>		<b>\$ 6,744,760</b>	<b>\$ 123,052,345</b>



FY 2018 Achievements

# Communications & Events



- Grew Social Media following by 500 on Instagram
- Grew Merchant Association
- Launched Show Us Your Badge – Partnership with CVB
- Hosted 3<sup>rd</sup> Annual Pirate Pub Crawl – Partnership with Buc Days
- Launched Greater Downtown Branding Initiative & Website
- Hosted 3 Successful Mixers
- Hosted Art Walk & Bridge Walks
- Began Implementation of Cultural District Plan with Frontera and Holiday Event Series





FY 2018 Achievements

# Downtown 2020 Three Year Plan Launch

- Held May 31, 2018
- Presentation of New Three Year Plan held at Rockit's Whiskey Bar
- 60 in Attendance







# FY 2018 Achievements

## Greater Downtown Brand Launch



- August 9, 2018 held at The Cosmopolitan
- Interactive & Immersive Experience of all 6 Districts
- 175 in Attendance





FY 2018 Achievements

# Chaparral Street Ribbon Cutting

- Successful Chaparral Street Ribbon Cutting on October 1, 2019
- Launched two-way conversion with Ceremonial 1<sup>st</sup> Car Ride
- 62 in Attendance



# Organizational Management

- Finalized & Launched 3 Year Plan
- Created Two Positions
- Created Internship Program
- Expanded Advisory Council

INCOME	\$	EXPENSES	\$
City/Public Support			
City Interlocal Agreements	300,000	District Operations	552,462
Bike Share	70,283	Develop and Improve	103,284
TIRZ	416,875	Marketing and Events	73,882
TOTAL	\$787,158	Organizational Management	358,296
Private Sector Support			\$1,087,924
Assessment Income	210,716		
Advisory Council	54,500		
Merchants Association	20,304		
Sponsorships/Grants	29,450		
Events, Memberships	11,390		
Total	\$326,360	Excess of Revenue over Expenses	25,594
Total Revenue	\$1,113,518	Total Expenses	\$1,113,518



**Questions?**