



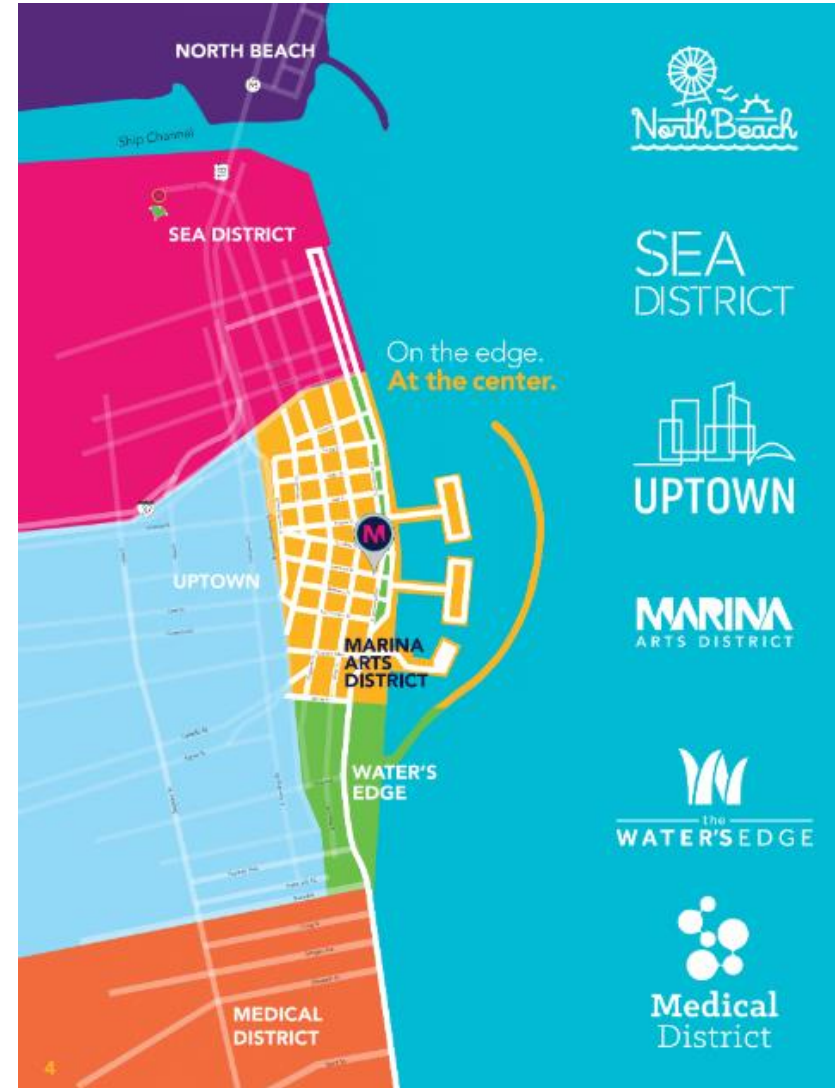
DMD & TIRZ #3

FY 2020 Integrated Service Plan

September 17, 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.

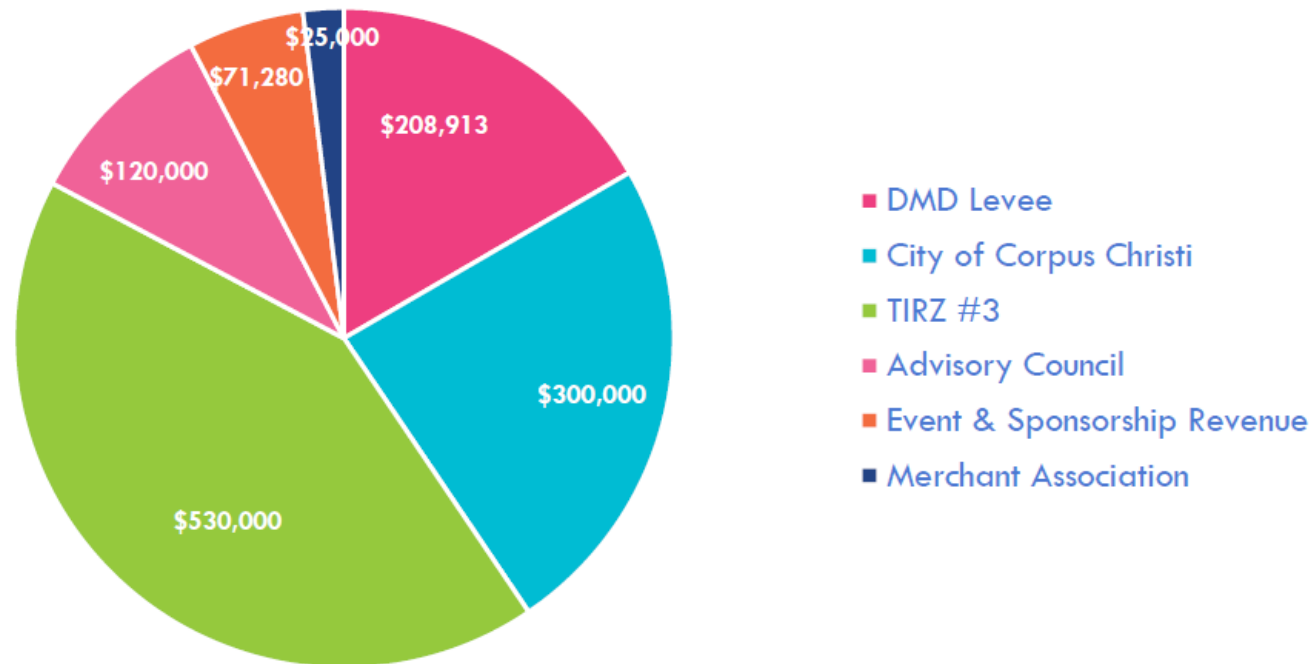


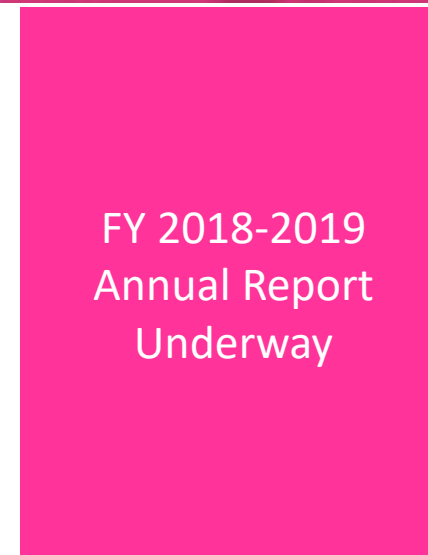
About the DMD

- Our mission is to create a successful, vibrant bayfront/seaside District, rebranded as the Marina Arts District and positively impact the greater Downtown area by proactively and strategically working with our partners to:
 - Create Cleaner, Safer, More Beautiful and Accessible Downtown
 - Develop and Improve the District.
 - Market and Promote the District.
 - Build Effective Organization.



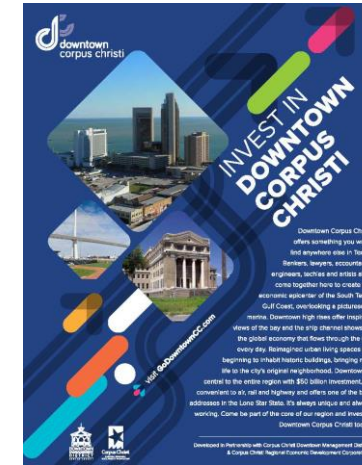
About the DMD – FY 2019





Highlights of FY 2019 Accomplishments

- Installed Downtown Holiday Decorations
- Assisted with Implementation of Environmental Branding
- Establish Plan for Artesian Park Improvements
- Sought 2nd Economic Development Finance Professional Certification
- Administered & Assisted Multiple Development Projects
- Grew Social Media following by over 5,000 on Instagram
- Held Inaugural State of Downtown
- Began Implementation of Cultural District Plan with Frontera and Holiday Event Series
- Completed FY 2019 Downtown Perception Survey
- Instituted Performance Review System



FY 2020 Integrated DMD & TIRZ Service Plan

- Continues Three Year Strategic Plan
- Combines DMD and TIRZ Work
- Includes 4 Core Priorities
- 20 General Operations
- 19 Project Goals



2019-2020 Integrated Downtown Management District and Downtown Reinvestment Zone Service Plan

Who We Are

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.

About this Plan

The DMD has spearheaded tremendous activity in the past few years that will now transition to sustainable and dependable operations. In partnership with City of Corpus Christi, Tax Increment Reinvestments Zone (TIRZ), collaborating organizations and stakeholders, DMD will continue to provide the revitalization services described in this plan to the Marina Arts District and Greater Downtown Area that create a vibrant, attractive environment to invest, locate a business, visit, live, work and play. (The Greater Downtown Area is defined in the TIRZ Scope of Service and generally includes: Marina Arts District, SEA District, Uptown, Water's Edge and the Medial District).

Funding for the services are provided by a public private partnership that includes the Downtown Management District levy, TIRZ, stakeholder investments and memberships, sponsorships, grants and event revenue.

The 2019-2020 Service Plan includes \$100,000+ of continued initiatives across our 4 core service priorities which include:

- District Operations
- Development and Improvement
- Communications and Events
- Organizational Management

General Operations and Project Goals

In FY 2020, the Service Plan will continue the format of identifying General Operations of the DMD from new project goals. This new format assisted with identifying the day to day functions from new initiatives or one-time projects and greatly improved employee morale.

District Operations



- A. Improve Cleanliness and Perceptions of Cleaning Strategies
- B. Improve Safety and Perceptions of Safety Strategies
- C. Infrastructure Strategies
- D. Beautification Strategies
- E. Accessibility Strategies

Project Goals for 2020:

- 1) Expand Downtown Holiday Decorations to Artesian Park.
- 2) Develop Seawall Stewards Program.
(Not Funded by TIRZ #3)
- 3) Secure Update of Parking Meters & Parking Garages.
- 4) Coordinate Volunteer Day for Artesian Park Landscaping.
- 5) Develop and implement new “Welcome to Downtown” sculpture.
- 6) Facilitate “Proposal Bench” on Seawall.

Development & Improvement

- F. Attract New Business Strategies
- G. Increase Downtown Occupancy
- H. Manage Main Street Program
- I. Improve Right of Way Management
- J. Facilitate Parking Improvements

Project Goals for 2020:

- 7) Assist Property Owners with Private Parking Lot Improvements
- 8) Facilitate Holiday Pop Up Initiative
- 9) Work with City, private sector and educational institutions to recruit a post-secondary education student presence in Downtown (i.e. TAMUCC, Del Mar)
- 10) Develop program in coordination with CCREDC, City to retain and attract corporations and office users to Downtown to increase office occupancy.

Communications & Events

- K. Communications
- L. Brand and Marketing
- M. Merchants Association
- N. ArtWalk & BridgeWalk
- O. Special Events

Project Goals for 2020

- 11) Work with steering committee and stakeholders to implement the Downtown Cultural District Cultural Development Plan (Coloring Book & Downtown Shopping Guide)
- 12) Expand Banner Program to SEA District, Uptown and Water's Edge.
- 13) Add "Downtown Parking" to website.
- 14) Implement 6 new Electrical Box Murals & Update Walking Guide
- 15) Transition to Downtown Corpus Christi Logo & Brand Identifier
- 16) Bring Back "Dances with Dolphins" Public Art Event.

Organizational Management

- P. Municipal Management District Administration
- Q. Service Contracts and Public Private Partnerships
- R. Organization and Staff Capacity
- S. Technology and Facilities
- T. Information Management

Project Goals for 2020:

- 17) Complete FY 2019 Annual Report & Audit.
(Not funded by TIRZ #3)
- 17) Identify and Implement Customer Relationship Management Software
- 18) Complete New Three Year Plan & FY 21 Service Plan.

Questions?