

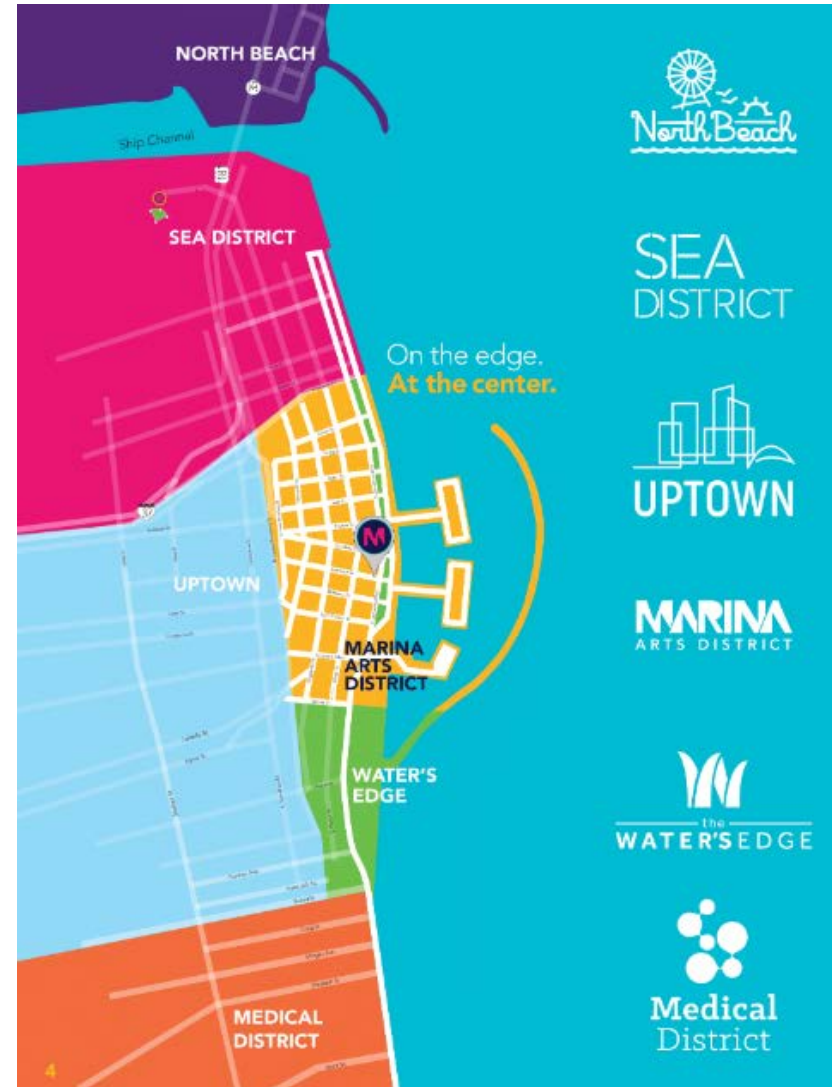


FY 21 TIRZ #3 & DMD Integrated Service Plan

September 30, 2020

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.

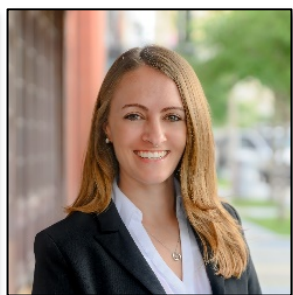




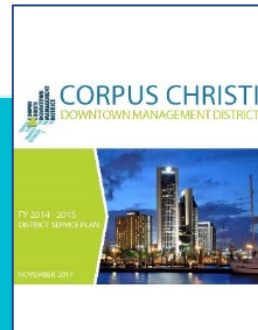
About the DMD

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.



Strategic Plans & Service Plans



DMD Funding & Organization Improvements



Fiscal Year	Levy	City GF	TIRZ#3	Fundraising	Total Revenue	Notes
FY 09 - 10	\$179,463	\$145,000			\$324,463	
FY 10 - 11	\$161,061	\$145,000			\$306,061	
FY 11 - 12	\$153,513	\$127,000			\$280,513	
FY 12 - 13	\$188,822	\$127,000			\$315,822	
FY 13 - 14 (14 months)	\$191,964	\$158,167			\$350,131	New Executive Director, 2 Person Clean Team
FY 14-15	\$183,826	\$189,000		\$86,000	\$458,826	DADP Development, Strategic Planning
FY 15-16	\$195,697	\$195,000		\$202,603	\$593,300	Added 2 People to Clean Team
FY 16-17	\$203,798	\$300,000	\$330,000	\$256,779	\$1,090,577	Expanded Services, Doubled Clean Team
FY 17-18	\$210,716	\$300,000	\$416,875	\$149,606	\$1,077,197	New Executive Director
FY 18-19	\$208,914	\$300,000	\$530,000	\$120,000	\$1,138,914	Added TIRZ Incentive Administration & Planter Maintenance
FY 19 - 20	\$214,107	\$305,000	\$660,000	\$115,223	\$1,294,340	Artesian Park Maintenance
FY 20 - 21	\$215,688	\$314,107	\$610,000	\$424,600	\$1, 564,395	Expanded Holiday Decorations, Stabilization & Sustainability Adjustments, Added Maintenance

2019 - 2020 Downtown Advisory Council



Pioneer

(\$30,000)



Pillars

(\$10,000)



Patrons

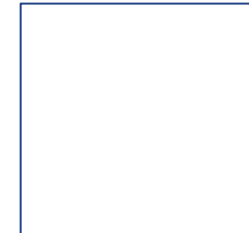
(\$2,500 - \$5,000)



Highlights of FY 2020



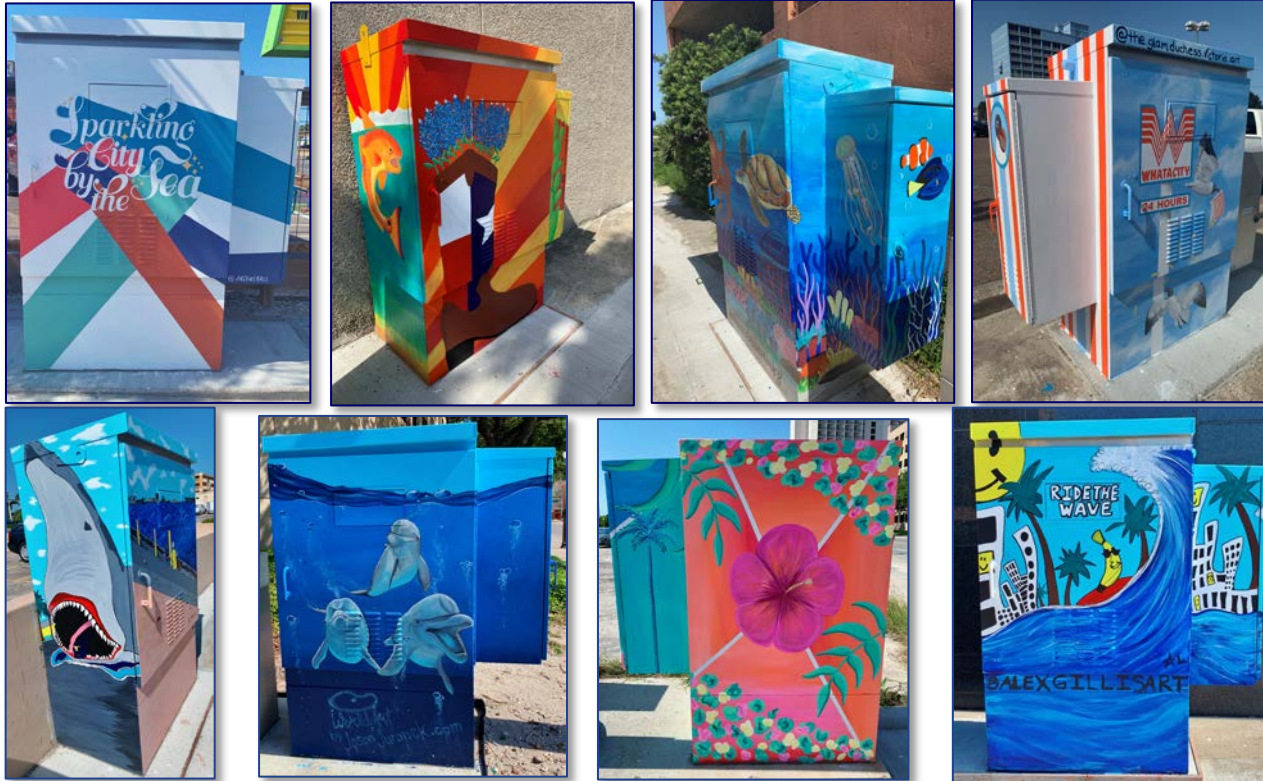
- Earned Main Street Accreditation
- Expanded Downtown Holiday Decorations
- Lit & Landscaped Artesian Park
- Administered & Assisted **Multiple** New Businesses
- Facilitated purchase of TAMUCC Downtown Building
- Implemented Sidewalk Café Process
- Grew Social Media following organically to over 15,000 on Instagram (Up From 3,000 in 2018)
- Launched Downtown Corpus Christi Coloring Book



Highlights of FY 2020



- Dedicated 8 New Electrical Box Murals – Bringing collection to 23 pieces of public art since 2014.



Highlights of FY 2020



- Adopted to COVID-19 Challenges with

- Curbside Champs
- Virtual Art Walk
- Support Local with Influencer Collaborations



SUPPORT LOCAL EARN A T-SHIRT

- Support a local downtown establishment via ordering curbside, dining in, going to a local bar, shopping downtown, or visiting a gallery/museum five times.
- Share a photo of how you support local on your story or feed (Facebook or Instagram).

MUST TAG:
 @downtowncorpuschristi
 #CurbsideChampCC or
 #SummerInTheCityCC

Do this 5 times throughout the summer and win a free t-shirt!

godowntowncc.com/supportlocaltee



- As of Labor Day:

- Sold 28 t-shirts
- Distributed 18 through #CurbsideChampCC and #SummerInTheCityCC
- 54 Participants & 145 Hashtags Used
- 300+ Meal & Drink Purchases Produced



FY 2020 Service Plan Implementation



General Operations - These items are ongoing throughout the year and comprise a majority of staff capacity. They include initiatives started in previous years.	District Operations		Development & Improvement		Communications & Events		Organizational Management	
	1) Improve Cleanliness and Perceptions of Cleanliness	AA	6) Attract New Businesses with Incentives	JA	11) Communications -	JM	16) Board & Financial Management	AA
	2) Improve Safety and Perceptions of Safety	AA	7) Improve Downtown Office Occupancy	JA	12) Brand and Marketing	JM	17) Service Contracts & Fundraising	AM
	3) Infrastructure	AM	8) Make more spaces available	JA	13) Merchant Association	JM	18) Staff Capacity	AM
	4) Beautify Downtown	AA	9) Improve Right of Way Management	JA	14) ArtWalk	JM	19) Technology & Facilities	AA
	5) Create Transportation Accessibility	AM	10) Facilitate Parking Improvements	JA	15) Special Events	JM	20) Information Management	AM
90 DAY GOALS								
Oct - Dec	Expand Decorations to Artesian Park Implement Seawall Stewards Program	√ -	Parking Lot Improvements Faciliate Holiday Pop Up Initiative	○ ○	Cultural Development Plan Banner Program	√ √	Annual Report & Audit	√
Jan - Mar	Secure Update of Parking System Artesian Park Landscaping	○ √	TAMUCC Downtown Campus	√	Downtown Parking Electrical Boxes	√ √	CRM System	○
Apr - Jun	Welcome to Downtown structure	○	Office Occupancy Program	○	Downtown Corpus Christi Logo	√	3 Year Plan	○
Jul - Sept	Facilitate proposal bench on Seawall	○			Dances with Dolphins	○	FY 21 Service Plan	√

19 of 20 Project Goals Completed or Initiated

FY 2021 Integrated DMD & TIRZ Service Plan

- Continues Three Year Strategic Plan
(Extended by DMD Board Due to COVID)
- Combines DMD and TIRZ Work
- Includes 4 Core Priorities
- 20 General Operations
- 19 COVID Era Project Goals
- 11 PostCOVID Era Project Goals



FY 2021 Integrated DMD & TIRZ Service Plan

District Operations



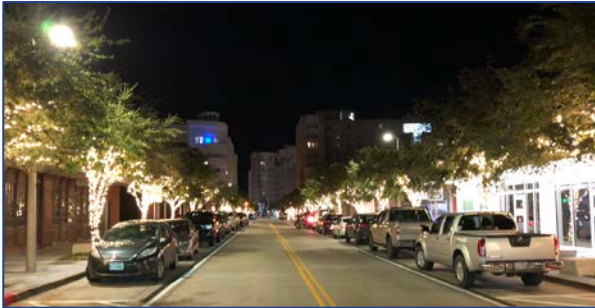
- A. Improve Cleanliness and Perceptions of Cleaning
- B. Improve Safety and Perceptions of Safety
- C. Infrastructure
- D. Beautification
- E. Accessibility

	COVID Era	Post-COVID Era
Quarter 1	G1. 2020 Holiday Expansion	Same
Quarter 2	G2. Artesian Park Flower Change Out	PCG 1. Bus Service
Quarter 3	G3. Wayfinding	PCG 2. Ferry Service
Quarter 4	G4. Artesian Park Flower Change Out G5. Breast Cancer Awareness Bows	Same



Downtown Holiday 2020

1. Chaparral Street Transformed to Peppermint Lane



In 1961, the height of retail in Downtown Corpus Christi, Peppermint Lane was created. In 2018, the DMD sought to recreate this nostalgic holiday experience.



2. Artesian Park



In addition to Peppermint Lane, the DMD lights up Artesian Park during the holidays.



3. La Retama Park

Along with Artesian Park, the DMD also installs holiday lights in La Retama Park.



4. Mayor's Battle of the Bulbs

Businesses downtown spread holiday cheer and compete for bragging rights.



5. Ornament

Release of a limited edition ornament for sale that displays Downtown Corpus Christi Holiday



6. ArtWalk Holiday Market

7. Illuminated Boat Parade (Dec 5th)



8. HEB Holiday Tree

Holiday Lights:

Peppermint Garland:

Green Garland:

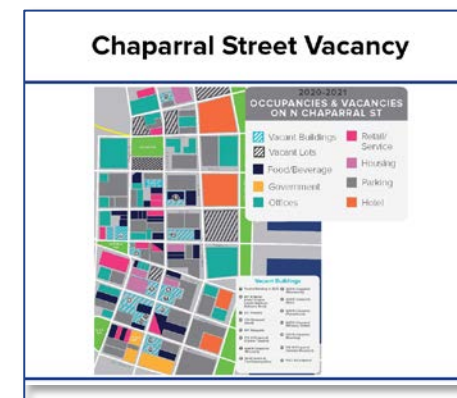
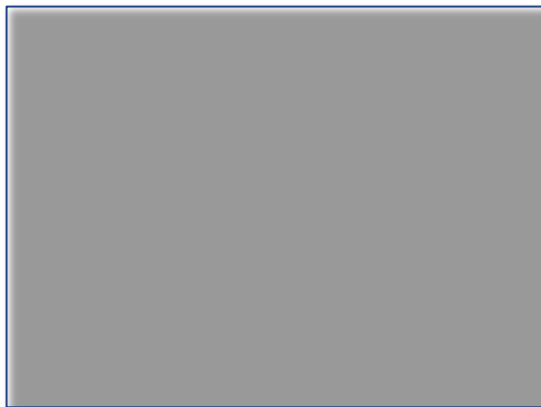
FY 2021 Integrated DMD & TIRZ Service Plan

Development & Improvement



- F. Attract New Businesses
- G. Facilitate Building Rehabilitation & Infill
- H. Increase Office Occupancy
- I. Improve Right of Way Management
- J. Facilitate Parking Improvements

	COVID Response	Post-COVID
Quarter 1	G6. Pop Up Patios	PCG3. New Retail Incentive Program
Quarter 2	G7. Map Ecosystem	PCG4. Office Occupancy
Quarter 3	G8. Parking Garage Feasibility	Same
Quarter 4	G9. Incentive Evaluation & Update	PCG5. Holiday Pop Up

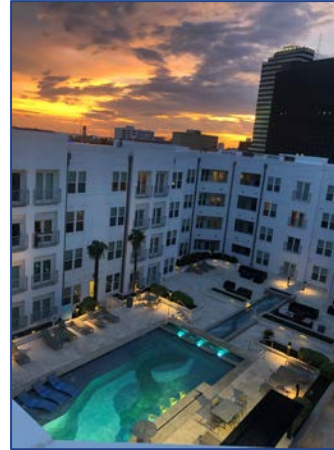


FY 2021 Integrated DMD & TIRZ Service Plan

Communications & Events



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



	COVID Response	Post-COVID
Quarter 1	G10. Support Local Programs G11. Guides to Holiday/ Battle of the Bulbs	PCG10. Re-Start ArtWalk PCG11. Illuminated Boat Parade
Quarter 2	G12. Residents Association	Same
Quarter 3	G13. Electrical Box Murals	Same
Quarter 4	G14. Cultural District Plan Update	Same



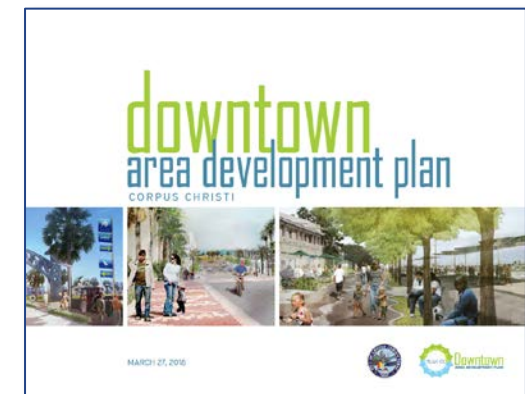
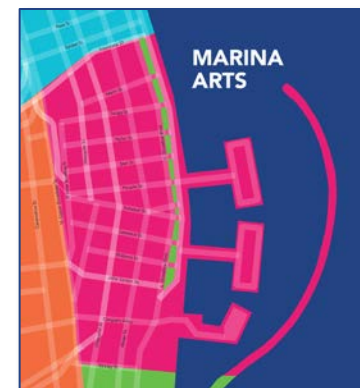
FY 2021 Integrated DMD & TIRZ Service Plan

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

	COVID Response/Post COVID
Quarter 1	G15. Microsoft Office Project Management
Quarter 2	G16. DRA & Advisory Council Streamline G17. Perception Survey
Quarter 3	G18. Annexing Into District
Quarter 4	G19. 5 Year Strategic Plan



Questions?

