



# **DMD & TIRZ #3**

# **FY 2020 Annual Report**

January 28, 2021

“The downtown is the only part of the city that belongs to everybody. It doesn’t matter where you may find your home; the downtown is yours too. Investing in the downtown of a city is the only place-based way to benefit all of its citizens at once.

And there's more. Every relocation decision, be it a college graduate's or a corporation's is made with an image of place in mind. That image is palpable and it is powerful. It is resolutely physical: a picture of buildings, streets, squares, cafes, and the social life that those places engender. Whether good or bad, the image is hard to shake. And with rare exception that image is downtown.”

- Walkable City, Jeff Speck

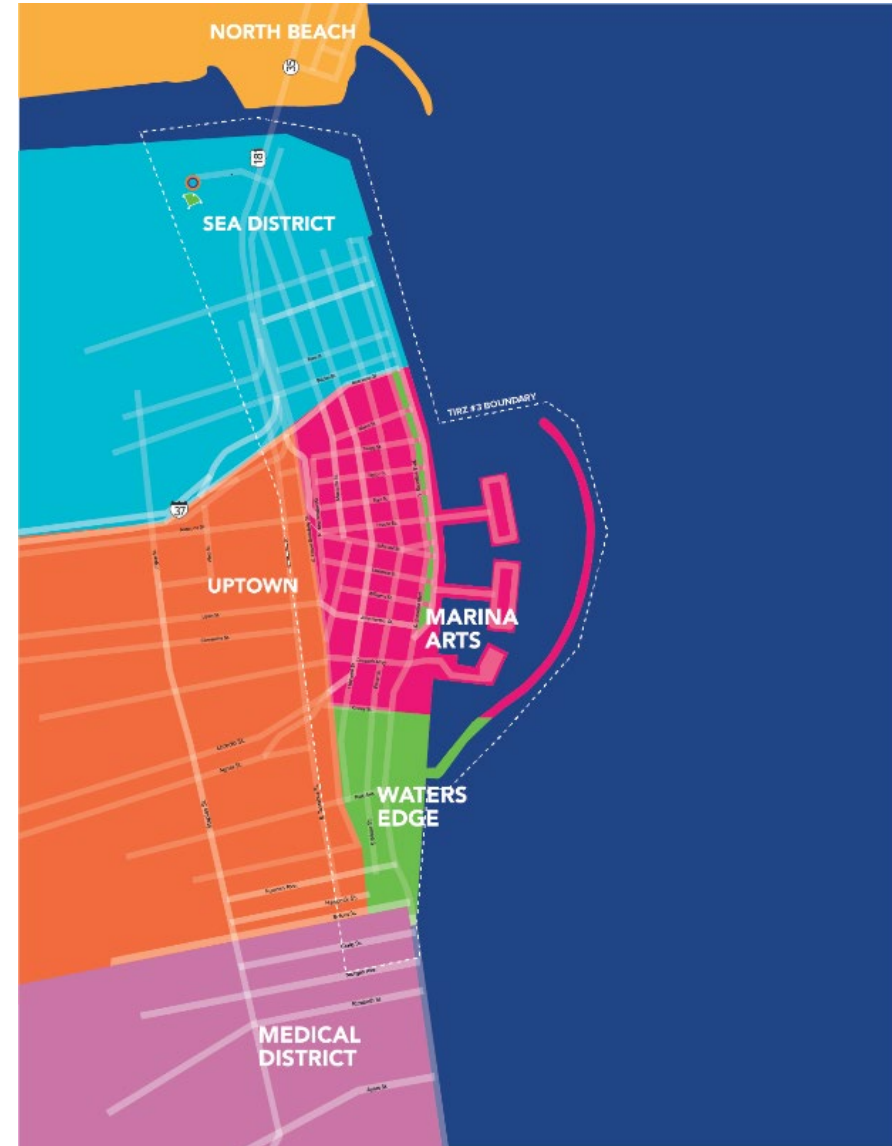


# About the DMD



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.

- 2013 - property owners voted to renew the district through 2023
- 2015 - DMD branded core neighborhood as the Marina Arts District, retaining “DMD” to refer to the organization, programs and services we provide
- 2016 - DMD contracted to service the Downtown Tax Increment Reinvestment Zone



# About the DMD

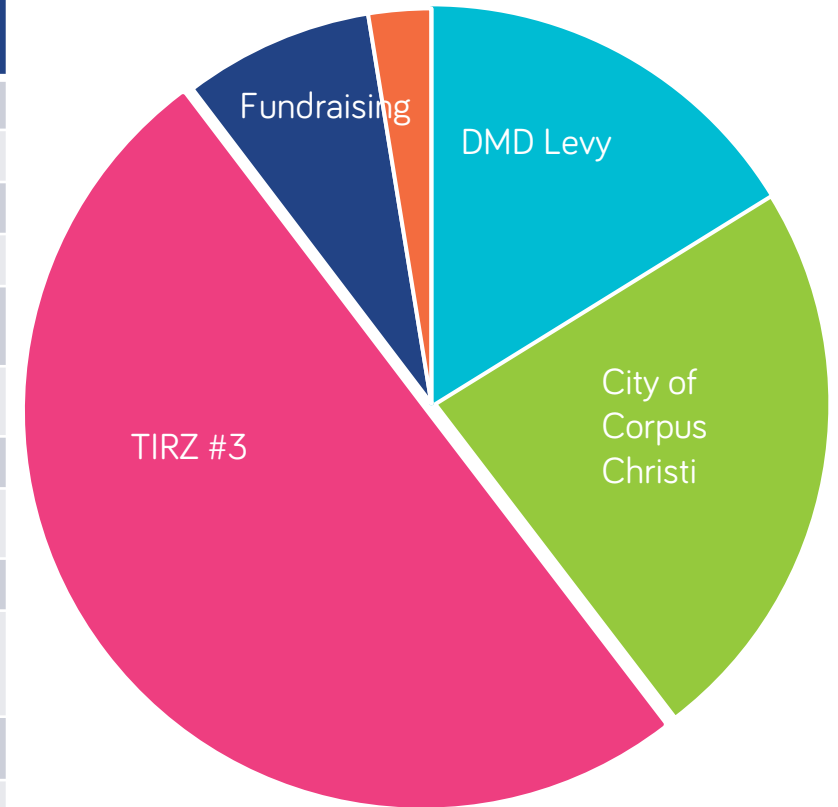
Our mission is to create a successful, vibrant bayfront/seaside District, rebranded as the Marina Arts District and positively impact the greater Downtown area by proactively and strategically working with our partners to:

- Create Cleaner, Safer, More Beautiful and Accessible Downtown.
- Develop and Improve the District.
- Market and Promote the District.
- Build and Manage an effective, dynamic Organization.



# DMD Funding & Organization Improvements

Fiscal Year	Levy	City General Fund	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	\$213,369	\$309,000	\$660,000	\$136,353	\$1,196,004	Artesian Park Maintenance
FY 20 - 21	\$215,688	\$314,107	\$660,000	\$283,000	\$1,259,795	Right of Way, Stabilization & Sustainability Adjustments



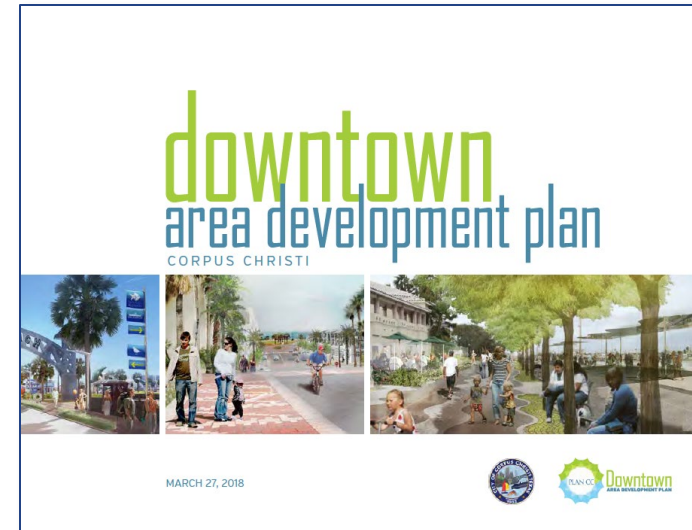


# Downtown Area Development Plan

The Downtown Area Development Plan (DADP) is an **action-oriented, market-driven strategy to generate economic growth** and quality of life in Corpus Christi over the next 20 years.

The DADP **builds on past planning efforts and current investment** in the city and is part of the Plan CC Comprehensive Plan initiative.

At its heart, the DADP aims to **establish Corpus Christi as a premier 21<sup>st</sup> Century waterfront city** in Texas, with safe, vibrant, **walkable, and connected** districts in which to live, work, learn, and play.



# Downtown Area Development Plan

Five major themes, responding to priority goals voiced by community members, guide Downtown Area Development Plan initiatives:



## Encourage market-driven development.

The established Tax Increment Reinvestment Zone (TIRZ) is a powerful and underutilized tool that can make new development possible by funding street and utility improvements and short-term tax rebates using the new tax revenue it creates. This well-conceived program can help a wide variety of development projects take advantage of the strong market interest in living in and around Downtown.



## Create more housing choices.

While much of the demand for downtown living can be accommodated by the private development industry, assisted in some cases by the TIRZ, proactive effort is needed to expand options for all residents. Households of more limited means will particularly benefit from living amidst the Downtown Area's concentration of jobs, services, transportation choices, and established neighborhood communities.



## Complete a waterfront park and trail network.

The Bayfront is the Downtown Area's signature amenity, enhancing quality of life for all city residents and attracting residents and visitors to the region. The Marina, Sea Wall, Shoreline Boulevard, Beachwalk, and other established parks and pathways already provide an impressive level of access to the Bayfront, but would join into a more memorable and convenient network, attracting more residents and visitors, with the completion of a few missing pieces. The New Harbor Bridge project and other planned improvements will make major progress toward this goal.



## Reconnect neighborhoods.

Removal of the existing Harbor Bridge creates an unprecedented opportunity to reconnect Uptown, Washington-Coles, the SEA District, Marina Arts District, and North Beach with walkable streets lined with high-quality development. Attractive landscapes and architecture scaled to people will transform the experience of arrival in North Beach, the Downtown Area Bayfront and surrounding districts.



## Celebrate this unique place to live, work, learn and play.

An extensive array of visual and performing arts already infuses much of the Downtown Area, and will become a stronger core of Corpus Christi culture as more residents and visitors come to experience them. Corpus Christi's highly successful Marina and downtown will grow together around streets that are active day and night with people living, visiting, learning and working.



**POTENTIAL**



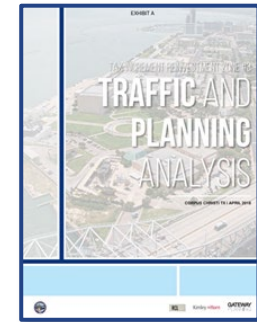
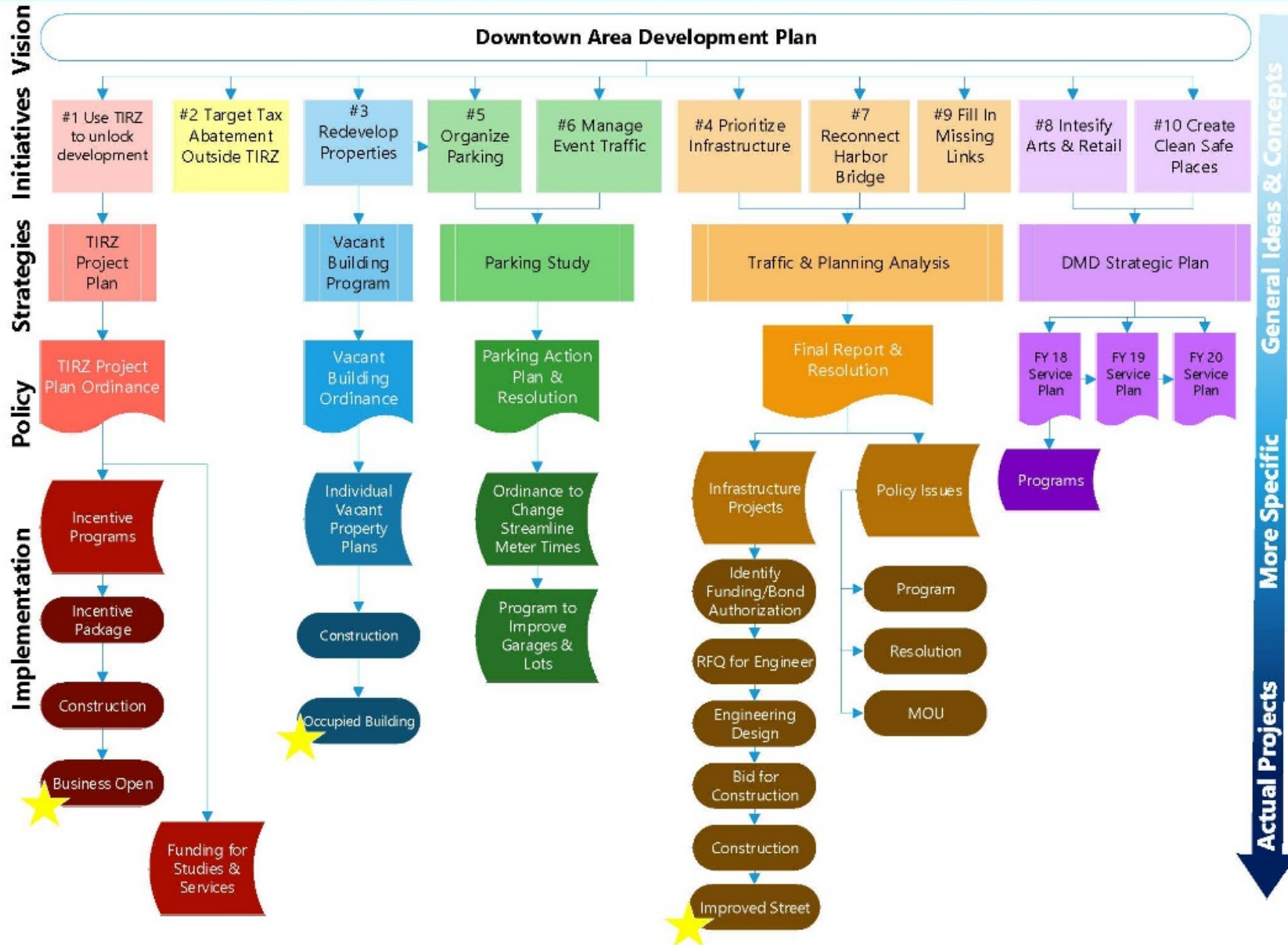
**EXISTING**



*Chaparral Street at Artesian Park, looking south with new residential development and streetscape.*



# MAP OF PROFESSIONAL IMPLEMENTATION PROCESS – DOWNTOWN EXAMPLES

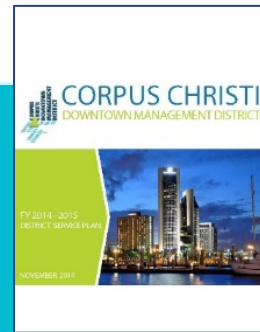


**\$150,000 Capital Improvement Plan**

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**\$100,000 Parking Plan**

# Three Year Strategic Plan & Service Plans



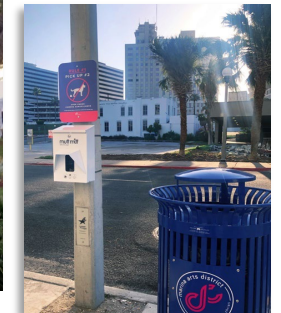
# **FY 2020 Accomplishments**



## FY 2020 Achievements

# District Operations

- Provided an 8-member Clean Team to maintain the Greater Downtown area at a consistently, high-level cleanliness
- Installed additional Cigarette Buttlers and dog waste stations in response to uptick in pick-ups due to COVID-19.
- New activities undertaken emptying Cigarette Buttlers (605), servicing dog waste stations (20)
- Purchased new uniforms and truck wrap for the Clean Team to align with CCDMD brand
- Facilitated Artesian Park Improvement Project, a \$150,000 monumental project supported by Downtown TIRZ #3 Zone, Port of Corpus Christ, and voestalpine.
- Hosted the Electrical Box Mural Competition for 8 electrical boxes along Water Street, garnered over **9,300 Votes (Likes)** Facebook competition.





# Keeping Downtown Clean

	FY 13-14	FY 14-15	FY 15-16	FY 16-17	FY 17-18	FY 18-19	FY 19-20
<b>Clean Team Benchmarks</b>	<b>7 months</b>						
<b>Bags of Debris Collected</b>	778	2,174	13,130	30,343	32,283	46,108	34,213
<b>Block Face Sweeping/Cleaning</b>	885	8,606	19,869	24,742	22,907	45,179	45,099
<b>ATLV Operation - Hours</b>	0	520	753	1,680	525	532	467
<b>Bio Hazard Removal</b>	<b>Collection of this category statistic commenced June 2019</b>					3,053	5,987
<b>Trashcan Maintenance</b>						1,221	3,912
<b>Graffiti Removed/Reported</b>	116	317	286	431	645	650	458
<b>Customer Contacts</b>		563	1,179	4,306	17,364	10,644	6,091
<b>Block Face Weeding</b>	330	1,165	1,505	1,509	7,786	1,731	1,488
<b>Planter Maintenance</b>	<b>Collection of these category of statistic commenced Jan 2019</b>					1,677	8,177
<b>Water Tank Fills</b>	<b>Collection of this category statistic commenced October 2018</b>					230	334
<b>Planter Waterings</b>						1,533	4,751
<b>Unique Activities</b>	<b>2,109</b>	<b>13,345</b>	<b>36,722</b>	<b>63,011</b>	<b>81,510</b>	<b>112,558</b>	<b>110,777</b>
<b>Street Team - Hours</b>	2,008	5,379	6,781	15,783	15,550	15,830	15,078
<b>Activities Per Hour</b>	1.1	2.5	5.4	4.0	5.2	7.1	7.3
<b>TOTAL CLEAN TEAM CONTRACT</b>	<b>\$29,403</b>	<b>\$129,065</b>	<b>\$159,438</b>	<b>\$316,102</b>	<b>\$373,172</b>	<b>\$417,428</b>	<b>\$444,215</b>

## FY 2020 Achievements

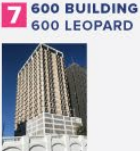
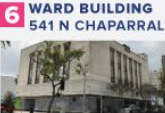
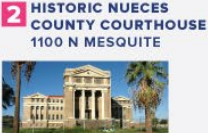
# Develop & Improve

- Continued management of TIRZ #3 Incentives
- Facilitated 7 Façade Improvements
- Worked with City to establish process and permit 8 businesses for Sidewalk Cafés
- Worked with City, private sector, and educational institutions to recruit a post-secondary education student presence, Texas A&M University Corpus Christi, in Downtown
- Record reduction in vacant storefronts & entirely vacant buildings





### CATALYTIC TIRZ #3 PROJECTS UNDER DEVELOPMENT



## CATALYTIC TIRZ #3 PROJECTS COMPLETED

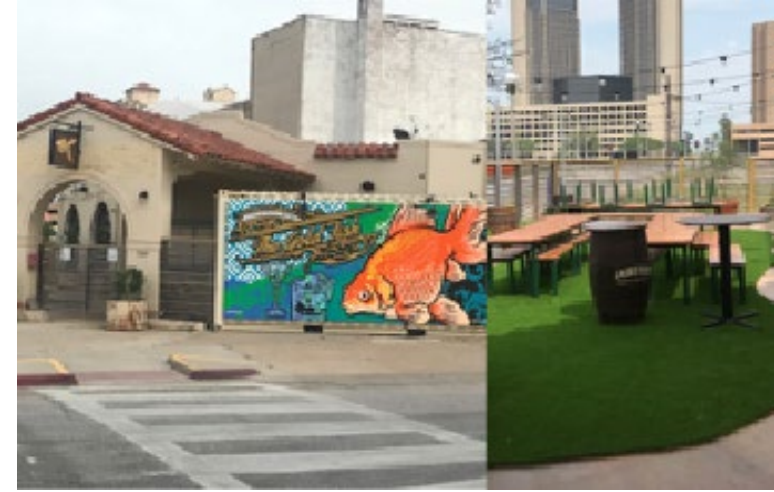


# We went from this...





# To This...



- Marriot Residence Inn
- Edward Jones
- Shops at K Space
- Ronjo V Apartments
- Oasis Market
- Dokyo Phase 1



- AKA Sushi Re-launch
- The Goldfish Re-launch
- Oyster Bar Re-launch
- Sushi Room Re-launch
- Produce Sound Studios Re-launch
- Produce Retail Re-launch

# Facilitating Catalytic Development

Project	Description	Incentive Cap	Estimated Project Cost	Estimated Project					
				2015	2016	2017	2018	2019	2020
Urbana / Dokyo	Adaptive Reuse	\$117,700	\$940,000	\$212,360	\$350,000	\$349,385	\$340,500	\$340,500	\$340,500
Studio 44 Apartments	44 Unit Apt Conversion	\$210,000	\$2,900,000	\$325,000	\$325,000	\$325,000	\$325,000	\$325,000	\$1,113,010
Marriott Residence Inn	101 Room Shoreline Hotel	\$940,000	\$15,000,000	\$1,060,770	\$1,325,963	\$2,036,688	\$2,391,348	\$3,809,986	\$7,596,688
The 600 Building	131 Units Apt Conversion	\$2,560,000	\$50,000,000	\$2,600,000	\$1,806,000	\$1,555,333	\$1,555,333	\$2,850,000	\$2,850,000
Bar Under the Sun	Adaptive Reuse	\$100,000	\$940,000	\$308,248	\$308,248	\$390,000	\$390,000	\$759,579	\$759,579
The Gold Fish Bar	Outdoor Biergarten	\$20,500	\$135,000	\$67,757	\$67,757	\$67,757	\$63,654	\$71,612	\$71,612
Frost Bank	New Bank Building	\$600,000	\$35,000,000	\$267,880	\$353,855	\$444,355	\$1,755,959	\$9,255,959	\$23,970,077
Cr8tive Culture (20/20 Vintage)	Artist supply shop (Vintage shop)	\$6,170	\$34,550	\$220,000	\$220,000	\$350,000	\$350,000	\$350,000	\$350,000
ChelsMarie Boutique	Vintage Shop	\$8,439	\$16,878	\$120,223	\$102,948	\$101,752	\$97,822	\$99,677	\$104,707
Nueces Brewery	Brewery	\$261,700	\$2,068,751	\$1,025,654	\$1,025,654	\$1,025,654	\$1,250,000	\$1,250,000	\$2,096,453
Moonshine & Ale	Dueling Piano Bar, Dance Hall	\$118,000	\$886,579	\$279,082	\$265,128	\$265,128	\$262,349	\$262,349	\$409,700
Frescos	Palateria	\$32,225	\$64,450	\$224,072	\$252,988	\$252,988	\$309,839	\$309,839	\$309,839
Lucys	Snack Bar	\$20,390	\$72,465	\$2,402,564	\$2,589,072	\$2,579,885	\$2,640,061	\$2,640,061	\$2,467,079
Ward Building	Mixed Use - Co Working	\$390,000	\$4,300,000	\$217,264	\$217,264	\$217,264	\$312,864	\$312,864	\$312,864
The Chamberlain	Office Building	\$520,000	\$10,400,000	\$468,476	\$750,000	\$750,000	\$939,327	\$939,327	\$939,327
Shops K Space	Gift & Gallery Shop	\$6,490	\$32,450	\$129,276	\$136,224	\$136,224	\$135,161	\$135,161	\$353,162
Aka Sushi	Restaurant Re-launch	\$117,000	\$434,000	\$256,201	\$256,201	\$244,158	\$244,158	\$244,158	\$244,158
Americano Properties	Façade & Sidewalk Improvements	\$93,450	\$425,000	\$157,937	\$359,922	\$350,400	\$349,318	\$356,773	\$376,156
Ronjo V Apts	29 Units Rehab	\$220,000	\$1,700,000	\$299,573	\$528,247	\$528,882	\$528,541	\$405,000	\$424,511
Downtown Carwash Club	Drive-thru carwash	\$45,923	\$500,000	\$1,244,032	\$1,004,161	\$1,026,129	\$1,197,355	\$530,375	\$602,349
TOTALS		\$6,387,987	\$125,850,123	\$11,886,369	\$12,244,632	\$12,996,982	\$15,438,589	\$25,248,220	\$45,691,771
					\$358,263	\$752,350	\$2,441,607	\$9,809,631	\$20,443,551

**\$33,805,402+** increase in Ad Valorem Value in  
4 Years Due to DMD / TIRZ #3 Intervention

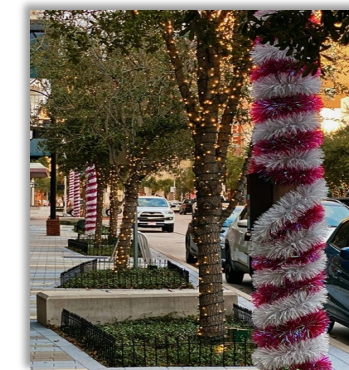
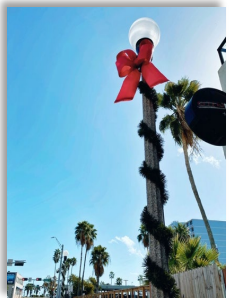
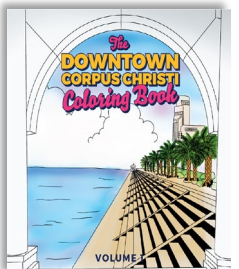


## FY 2020 Achievements

# Communications & Events



- Developed and virtually launched Downtown Corpus Christi Shopping Guide
- Launched Self-Guided Driving Tour of Downtown Electrical Box Murals
- **Hit 15,000 followers** on Instagram
- ArtWalk was selected as the winner in the Best Date Night Category for The Bend Magazine Local's List
- Celebrated the 100<sup>th</sup> BridgeWalk
- Launched Holiday Event Series, (Deck Downtown, Mayor's Battle of the Bulbs Lighting Competition and Peppermint Lane)
- Created Downtown Corpus Christi Coloring Book



# Communications & Events

## COVID-19 Response



- Launched Support Local Curbside and Welcome Back A-frame Programs to promote community support of downtown businesses during COVID-19
- Launched monthly Virtual & Hybrid ArtWalk and Virtual BridgeWalk to provide a platform to advocate for community support of local businesses and vendors
- Collaborated with social media influencers to promote social media campaigns, Bucket Lists, and Support Local T-Shirt Program, to expand reach



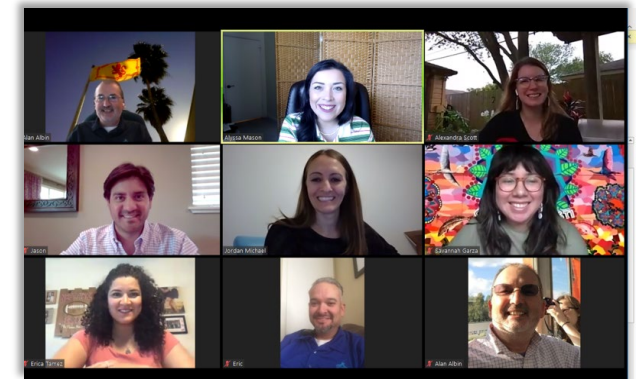


## FY 2020 Achievements

# Organizational Management



- Raised \$102,500 in Advisory Council
- Earned National Main Street Accreditation
- COVID-19 Response - Upgraded technology resources to maximize organizational effectiveness and assist in remote working program
- Clean Financial Audit
- Executive Director served dual role as Interim Chief Executive Officer of Visit Corpus Christi for 6 months and participated in the hiring process for a new Chief Executive Officer of Visit Corpus Christi



# Questions?