



AGENDA MEMORANDUM

Corpus Christi Tax Increment Reinvestment Zone #3 Meeting of April 27, 2021

DATE: April 15, 2021

TO: Peter Zaroni, City Manager

FROM: Alyssa Barrera Mason, Executive Director, CCDMD
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UPDATE

2021 Downtown Consumer Perception Survey

STAFF PRESENTER(S):

<u>Name</u>	<u>Title/Position</u>	<u>Department</u>
1.		
2.		

OUTSIDE PRESENTER(S):

<u>Name</u>	<u>Title/Position</u>	<u>Organization</u>
1. Alyssa Barrera Mason	Executive Director	Downtown Management District
2.		

BACKGROUND :

This item is an overview with the results and key findings of the 2021 Downtown Consumer Perception Survey. The DMD conducts a bi-yearly perception survey to understand the experiences of downtown consumers. The results provide valuable insights to assist in downtown revitalization efforts.

LIST OF SUPPORTING DOCUMENTS:

PowerPoint – 2021 Downtown Consumer Perception Survey