



AGENDA MEMORANDUM

Corpus Christi Tax Increment Reinvestment Zone #3 Meeting September 21, 2021

DATE: September 13, 2021

TO: Peter Zanoni, City Manager

FROM: Alyssa Barrera Mason, Executive Director, CCDMD
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<p>Approval of TIRZ #3 Streetscape Reimbursement Agreement for Vernon's at 1030 Third Street</p>

CAPTION:

Motion to approve a Downtown Streetscape Reimbursement Agreement with Roll-Call, Inc. for improvements to the property located at 1030 Third Street for a total incentive amount not to exceed \$18,460, effective upon signature by the City Manager or designee.

SUMMARY:

This motion authorizes a Reimbursement Agreement for Roll-Call, Inc. in the amount of \$18,460. This owner will be making additional exterior improvements to the building in an effort to update the building. The owner is currently making improvements to the patio and has recently made improvements to the interior and kitchen to add a permanent food option for customers.

BACKGROUND AND FINDINGS:

The Downtown Streetscape & Safety Improvement Program was created in 2018 to assist property owners with improvements to the right of ways, façades, and alleys that comprise shared public space. These improvements impact perceptions of safety and contribute to the experience of residents and tourists. In order to expedite the process, staff is authorized to approve projects with a scope of \$20,000 or less and reimbursement not to exceed 50% of the project cost, but projects above that threshold must come back to the TIRZ #3 Board.

Vernon's is the oldest running bar in Corpus Christi. It was opened in 1948 and has been in continuous operation for 73 years. The current owner purchased the business and property in June 2010. Like most, if not all restaurant and bars, Vernon's was negatively impacted by the pandemic. Fortunately, the owner has persevered by adapting to the new environment and remains competitive. Vernon's has made improvements to the patio to accommodate more

outdoor seating. Additionally, improvements to the interior include refinishing the floors and bar tops and updating the kitchen to secure a restaurant operator for permanent food options to include breakfast, lunch, and dinner consisting of tacos, burgers, nachos, and BBQ.

Vernon's is proposing exterior improvements including new signage, re-staining and sealing the exterior wood walls, additional lighting, and additional security cameras. The total cost of the eligible Streetscape improvements is \$36,920. The total project cost of all improvements is \$100,920. The project completion date will be January 31, 2022.

ALTERNATIVES:

The Board could not approve this agreement or limit the incentive amount.

FINANCIAL IMPACT:

The funding source for this project is from the TIRZ #3 Downtown Streetscape & Safety Improvement Program. The FY 2021 budget for this program is \$200,000 and this project will consist of a one-time expenditure of an amount not to exceed \$18,460.

Funding Detail:

Fund: 1112 – TIF #3
Organization/Activity: 10286 – Streetscape and Safety & ROW Improvement
Mission Element: 707 – Economic Development
Project # (CIP Only): N/A
Account: 540450 – Reimbursement to Developers

RECOMMENDATION:

Staff recommends approving this agreement. Vernon's is a long-standing institution for Downtown Corpus Christi and is revered by generations of locals. This business has adapted to the pandemic and is looking to the future by making accommodations to the patio and adding a full-time kitchen operation. The exterior work will visually improve the façade and improve the urban landscape of the neighborhood.

LIST OF SUPPORTING DOCUMENTS:

TIRZ #3 Streetscape Agreement – Vernon's
TIRZ #3 Vernon's Streetscape PPT