



# 2020-2021 SERVICE PLAN

INTEGRATED DOWNTOWN  
MANAGEMENT DISTRICT AND  
DOWNTOWN REINVESTMENT ZONE

# Who We Are

The **Corpus Christi Downtown Management District (DMD)**, established in 1993, is a professional municipal 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. In 2016, the DMD created a partnership with the Downtown Reinvestment Zone (TIRZ), expanding revitalization services to the “greater” Downtown Corpus Christi.

## About This Plan

The DMD has spearheaded tremendous activity in the past few years that smoothly transitioned to sustainable and dependable operations. In partnership with City of Corpus Christi, Downtown 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 activities included in this plan come from the Downtown Area Development Plan and DMD Three Year Strategic Plan.

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 2020-2021 Service Plan includes \$1,000,000+ 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 2021, the Service Plan will continue the format of identifying General Operations of the DMD from new project goals. However, this year's plan will identify COVID Response Projects, as well as projects that may be undertaken if a vaccine is developed for COVID-19.

## METRICS

DMD will track economic indicators that reflect the health of Downtown including:

- Business and consumer perceptions survey
- Crime statistics
- Business sales
- Visitorship
- New projects, businesses and investments
- Real estate market benchmarks
- Office workers and residents benchmarks
- Infrastructure projects

## BENCHMARKS

DMD will track our services benchmarks and achievements designed to impact the Downtown metrics and make a successful Downtown:

- Cleanliness
- Safety Program
- Beautification
- Accessibility
- Real Estate Services
- Business Support
- Residential
- Marketing
- Events
- Organizational Management
- Public Private Partnership



## DMD Staff

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# District Operations:

Create a cleaner, safer, more beautiful and accessible District and Greater Downtown Area.



## A. IMPROVE CLEANLINESS AND PERCEPTIONS OF CLEANING STRATEGIES:

- Provide an 8-member Ambassador Clean Team to maintain the Greater Downtown Area at a consistently high level of cleanliness (personnel, duties and hours).
- Work with City to improve maintenance and beautification of the Seawall and Miradors.
- Invest in necessary tools, supplies, equipment to maximize effectiveness/impact.



## B. IMPROVE SAFETY AND PERCEPTIONS OF SAFETY STRATEGIES:

- Provide off duty police bike and walking patrols to address street order and act as customer friendly presence throughout the Greater Downtown Area.
- Proactively address all street order crimes and transient population issues in concert with City and advocate for necessary ordinance tools and aggressive enforcement.



## C. INFRASTRUCTURE STRATEGIES

- Work with City to complete the three Bond 2014 & two Bond 2018 road improvement and streetscape projects with minimal business interruption and maximum impact.  
(Not Funded by TIRZ #3)
- Work with City to Implement Traffic & Planning Analysis Short Term Improvement List.



## D. BEAUTIFICATION STRATEGIES:

- Work with City to continue Downtown environmental branding implementation.
- Work with City and Stakeholders to install and maintain landscaping to enhance the Greater Downtown Area.
- Work with City to develop comprehensive wayfinding program for Greater Downtown.

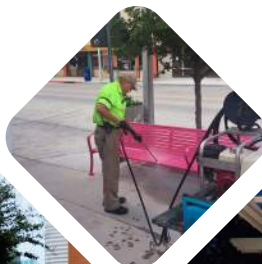


## E. ACCESSIBILITY STRATEGIES

- Advocate for greater downtown connectivity with partner agencies.

## DISTRICT OPERATIONS PROJECT GOALS FOR 2021

	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	Same
	G5. Breast Cancer Awareness Bows	Same





# Development & Improvement:

Attract new businesses, development and residences; increase sales activity and street level occupancy and improve existing buildings and urban design.



## F. ATTRACT NEW BUSINESSES

- Manage TIRZ incentives to attract new investment and street level businesses.
- Assist new businesses with City permitting processes.
- Maintain database of available real estate properties/space on downtowntx.org.



## G. FACILITATE BUILDING REHABILITATION & INFILL DEVELOPMENT

- Manage TIRZ Incentives to encourage redevelopment of vacant or underutilized property.
- Manage TIRZ Incentives to facilitate residential housing development.



## H. INCREASE DOWNTOWN OFFICE OCCUPANCY

- Manage real estate recruitment program, incorporating planning initiatives, available properties and market dynamics.
- Keep real estate marketing materials updated to facilitate business and development.
- Maintain database of available real estate properties/space on downtowntx.org.



## I. IMPROVE RIGHT OF WAY MANAGEMENT

- Manage TIRZ #3 Streetscape and Safety Improvement Program.
- Support Right of Way Applications through City permitting process.



## J. FACILITATE PARKING IMPROVEMENTS

- Manage Off Street Parking Improvement Program
- Support Loading Zone improvements and organization.
- Continue to implement Downtown Parking Action Plan to improve parking efficiency and supply.

### DEVELOPMENT & IMPROVEMENT PROJECT GOALS FOR 2021

	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





# Communications & Events:

Increase sales, visitors and investment in the District and improve DMD visibility through strategic marketing and developing/managing events.



## K. COMMUNICATIONS

- Manage website and social media tools.  
[godowntowncc.com](http://godowntowncc.com)
- Manage email list and regularly communicate valuable information to stakeholders
- Support local news outlets in development of downtown features and success stories.



## L. BRAND AND MARKETING

- Facilitate comprehensive marketing strategy/plan to promote Downtown, the Marina Arts District, businesses and events, to local consumers and target audiences.
- Work with stakeholders to develop new marketing partnerships and keep businesses informed of new marketing techniques.
- Incorporate Perception Survey Results into Marketing



## M. MERCHANTS ASSOCIATION

- Manage Merchant Association membership and benefits.
- Host monthly Merchant Association Meetings that create value for downtown businesses.
- Grow association to mobilize stakeholders and develop programs to increase sales.



## N. ARTWALK & BRIDGEWALK

- Host monthly ArtWalk and BridgeWalk events (Pending COVID Recovery)
- Facilitate partnership development and collaboration through ArtWalk committee.



## O. SPECIAL EVENTS

- Create, manage and support DMD and District events to increase Downtown visitors, event attendance and event and business revenue.
- Host a monthly special event – Imagine the Possibilities Tour, Dine Downtown, Quarterly Mixer or a local partner event.
- Support and assist District events and partner with organizations/stakeholders to create new ones (focus on cultural, art, food, health/fitness and water based events).

## COMMUNICATIONS & EVENTS PROJECT GOALS FOR 2021

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





# Organizational Management:

To proactively pursue the DMD mission by building an organization with adequate resources, technology and professional staff and engaged leadership, board members, stakeholders and volunteers.



## P. MUNICIPAL MANAGEMENT DISTRICT ADMINISTRATION (NOT FUNDED BY TIRZ #3)

- Manage Board and committee functions, meetings, minutes and reporting.
- Manage day to day financial operations.
- Create a volunteer, board, stakeholder recognition program.



## Q. SERVICE CONTRACTS AND PUBLIC PRIVATE PARTNERSHIPS

- Manage interlocal agreements, provide clear value to TIRZ #3 for service contract.
- Pursue public private partnerships with regional corporate anchors and philanthropic organizations through Advisory Council.
- Leverage downtown events for new corporate sponsorships.



## R. ORGANIZATIONAL AND STAFF CAPACITY

- Provide professional staff to meet organizational mission and improve effectiveness.
- Partner with local and state agencies to develop strong relationships and accomplish community-oriented initiatives.
- Join professional downtown or economic development organizations that support DMD mission, subscribe to professional journals and provide for staff development through conference attendance or continuing education.
- Complete reporting and organizational requirements to maintain Main Street designation.
- Submit program, initiatives, businesses and projects for state and national awards.



## S. TECHNOLOGY AND FACILITIES

- Upgrade technology resources to maximize organizational effectiveness.
- Provide efficient and professional office facilities to support staff operations.



## T. INFORMATION MANAGEMENT

- Serve as one-stop resource for information pertaining to current and prospective businesses, property owners, developer and other stakeholders.
- Build and regularly update database of Downtown businesses, collaborating organizations, events, and property owners to improve communications with stakeholders.

## ORGANIZATIONAL MANAGEMENT PROJECT GOALS FOR 2021

### COVID Response

<b>Quarter 1</b>	<b>G15.</b> Microsoft Office Suite Project Management Implementation
<b>Quarter 2</b>	<b>G16.</b> DRA & Advisory Council Streamline <b>G17.</b> Perception Survey
<b>Quarter 3</b>	<b>G18.</b> Annexing Into District
<b>Quarter 4</b>	<b>G19.</b> 5 Year Strategic Plan

## FY2021 Budget

Revenue	DMD	TIRZ	Total
<b>Public Sector</b>			
City Interlocal Agreement	\$314,107		\$314,107
Tax Increment Reinvestment Zone Agreement		\$610,000	\$610,000
<b>Private Sector</b>			
DMD District Levy	\$215,688		\$215,688
Fundraising, Memberships, Sponsorships, Grants	\$412,600		\$412,600
Event Revenue	\$12,000		\$12,000
<b>Total</b>	<b>\$954,395</b>	<b>\$610,000</b>	<b>\$1,564,395</b>
<b>Expenses</b>			
<b>Services</b>			
District Operations	\$350,783	\$282,189	\$632,972
Development and Improvement	\$175,000	\$73,500	\$248,500
Marketing and Events	\$44,400	\$17,800	\$62,200
Organizational Management / Public Private Partnership Development	\$361,459	\$236,572	\$598,031
<b>Total Expenses</b>	<b>\$931,642</b>	<b>\$610,061</b>	<b>\$1,541,703</b>

(TIRZ #3 to be billed for administrative costs only to the extent that such administrative costs are necessary for services provided directly to the TIRZ #3. Administrative costs will be billed based on actual costs to the DMD for said services. Any expenditures of TIRZ #3 funds found to not comply with state law will be immediately reimbursed on the request of the TIRZ #3 Board.)



# Get Involved



## Interested in becoming part of the DMD Corporate Leadership Circle?

The DMD Corporate Leadership Circle was started in 2015. Based on an innovative model being used in dynamic downtowns, the Corporate Leadership Circle brings the Coastal Bend's Regional Corporate Leaders to the table. This funding is leveraged with that of the Downtown property owners and public funding through the City and Downtown Reinvestment Zone. In successful revitalized downtowns, it is the leadership of Regional Corporate Leaders that propels downtown revitalization efforts to a true community effort. It benefits employers to have a downtown that serves as an asset in recruiting and retaining talent. Corporate Leadership Circle Members will also have the option to sponsor DMD events.

### Corporate Leadership Circle Levels

Downtown Pacesetter	\$15,000
Downtown Pillar	\$10,000
Downtown Patron	\$5,000
Downtown Partner	\$2,500

### For more information on becoming a DMD Corporate Leadership Circle Member, contact:

Alyssa Barrera Mason, Executive Director  
[alyssa@cctexasdmd.com](mailto:alyssa@cctexasdmd.com)

## Join the Downtown Merchants Association!

The DMD's Merchant Association is a collaborative working group of more than 40 restaurants, bars, shops, hotels, art businesses, and professional service businesses that pool resources to increase sales and enhance the Downtown Experience by collectively marketing the Downtown destination to the local market, hosting events and addressing issues that affect Downtown merchants, restaurants, bars and hospitality businesses.

### Merchants Association Benefits

Monthly Merchant Meetings	Quarterly Networking Mixers
Monthly Newsletter	Speakers at Monthly Meetings
Downtown Website Featured Listing	Event Calendar
People Profiles on Downtown Website	Google Business Setup
Social Media Promotion & Features 14.8K+ IG Followers, 22K+ FB Likes	Preferred Vendor of the DMD
Other Events & Marketing Opportunities	Opportunity to participate in Shop Small Saturday
Business Anniversary Parties (1st, 5th, 10th year)	Opportunity to participate in Downtown Living Tour
Biweekly Updates on Downtown Road Closures	Show Us Your Badge Program
Payment Plans Available	

**1 Year Membership - \$100**

### For more information on joining the Downtown Merchants Association, contact:

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