



# 2017-2018 ANNUAL REPORT

# Who we are

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.

## What we do

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:

- **Provide enhanced cleaning, beautification and safety services.**
- **Develop and Improve the District.**
- **Market and Promote the District.**
- **Address critical issues that affect the success of the District and Greater Downtown Area on behalf of our stakeholders and the regional community.**
- **Extend “revitalization services” into the greater Downtown Area through service agreement with Downtown Tax Increment Reinvestment Zone.**

## What we value

Our Staff and Board believe we must value attributes and guiding principles that will make us successful. We call them “The Five B’s of Success”:

- 1. Be Passionate**  
We are dedicated to downtown!
- 2. Be Effective**  
Strive to make a difference every day.
- 3. Be Creative & Solution Oriented**  
Where there’s a will there’s a way
- 4. Be Positive**  
Have a can-do attitude!
- 5. Be a Team Player**  
Honest, Ethical & Trustworthy

### DMD Board

**Harold Shockley,**  
Jr Chairman IBC Bank

**Glenn R Peterson**  
Vice Chair Realty  
Exchange Group

**Ajit David, Treasurer**  
Holiday Inn Downtown

**Lexi Buquet**  
Secretary, Bucket Works

**Christian Bernard**  
Urbana Market Deli

**Cherylyn Boyd**  
Stonewater Properties

**Raymond Gignac**  
Gignac & Associates

**Eric Gutschow**  
Rockits Whiskey  
Bar & Saloon

**Cecil Johnson**  
Representing  
Dusty Oliveira

**Steve Keenan**  
Omni Hotel  
(TRT Holdings)

**Casey Lain**  
House of Rock

**Brad Lomax**  
Water Street  
Restaurants

**Janet Maxwell**  
Whittigs

**Dee Dee Perez**  
Hotel Corpus Christi  
Bayfront

**Caitlin Shook**  
Shook Enterprises

**E. Brent Bottom**  
San Jacinto Title

### DMD Staff

**Alyssa M. Barrera**  
Executive Director

**Alan S Albin**  
Finance & Operations Manager

**Colette Rye**  
Marketing & Special Events Manager

**Madlyn Hatch**  
Real Estate & Main Street Manager

**Amy Rodriguez**  
Executive Assistant

# Chairman's Message

The Downtown Management District experienced a tremendous amount of change this year. We welcomed a new Executive Director with strong community ties and technical knowledge that will expand the impact of the DMD. As you will see in this report, we lost no momentum, and accomplished many things worth highlighting.

This year kicked off a new Three-Year Strategic Plan, nicknamed “Downtown 2020.” The new three-year plan builds on the successes we achieved under the 2014-2017 Three Year Strategic Plan, continuing six key initiatives and introducing 20 new initiatives. We also launched a new brand for the greater downtown area, which will assist in identifying and leveraging the tremendous assets we have in the Marina Arts District and surrounding Downtown Districts.

We spent a lot of time and energy on keeping things moving in the Marina Arts district – literally. After ten years of hard work advocating for businesses, we were happy to host the Ribbon Cutting for the completed Chaparral Street two-way conversion. This project will change the way customers access downtown businesses. We worked hand in hand with the City to complete a Traffic and Planning Analysis, which identified the next ten years of downtown infrastructure projects. The community had an opportunity to vote on two of the projects that were a result of that Analysis, creating pedestrian connections on Shoreline and securing more lighting for downtown streets.

Our redevelopment efforts grew this year, with the expansion in our role with the Downtown Reinvestment Zone to manage the Incentive Programs. We facilitated the creation of a pilot Streetscape and Safety Improvement Program, which doubled the size of our Façade Improvement Program. In three short months, this program enabled 25 new exterior cameras on downtown streets to improve safety and perceptions of safety and was reauthorized for the next year.

Downtown property owners made their voices heard, advocating for the proposed Downtown Vacant Building Ordinance when it faced resistance. We created a proactive compliance program to help current vacant building owners get funding to adopt with the new exterior standard of care.

We continued our signature events, ArtWalk and BridgeWalk, and worked with event organizers to improve logistics for theirs. Additionally, we partnered with the Corpus Christi Convention and Visitors Bureau to develop and plan for two Cultural District events, Frontera and Peppermint Lane.

With our new leadership came organizational growth, including a new internship program, Executive Assistant, and Real Estate and Main Street Manager Position. These new faces are increasing the effectiveness of our organization. Our team works every day to create the downtown we deserve.

Thanks to our partners, stakeholders, funders and volunteers for a successful year. We look forward to the next year of working together with our partners in the Greater Downtown area. As always, together we will do more, do it better, and do it now!

Sincerely

***Harold Shockley Jr.***

**Chairman of the Board**



# District Operations:

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

## Priorities:

- **Improve Cleanliness & Perceptions of Cleanliness • Improve Safety & Perceptions of Safety**
- **Improve Beautification • Improve Accessibility**

Improving Cleanliness and Safety remains DMD's #1 Priority as identified in the DMD 2017 – 2020 Three Year Strategic Plan.

## Achievements:

- Provided an 8-member Ambassador Clean Team to maintain the Greater Downtown Area.
- Proactively addressed street order crimes and transient population by creating a Clean & Safe Workplan, which includes distributing resource information cards and trespass Authority.
- Managed the DMD Off Duty Police bike and walking patrols which logged 2,497 hours.
- Finalized Parking Action Plan, secured Council Approval and began implementation.
- Conducted 10 Downtown Lighting/Walkability Audits and reported outages to AEP for repair.
- Adopted La Retama Park, Artesian Park and the Historic Bluff Tunnel to make improvements.
- Worked with City to improve maintenance and beautification of the Seawall and Miradors by beginning conversations on Seawall Steward Program.
- Facilitated the completion of the Downtown Traffic & Planning Analysis, which includes creating enhanced streets connecting with new Harbor Bridge and making pedestrian improvements.
- Invested in necessary tools, supplies, equipment with the purchase of an AI-Terrain Litter Vacuum (ATLV) and Mule to maximize effectiveness/impact.
- Hosted Spring and Fall District/Downtown clean-ups and infrastructure painting events with collaborating organizations and volunteers, including Buc Days and SMG.
- Reviewed a potential customer/safety ambassador program during high tourist season.
- Improved the Safety Partnership by recruiting more members and coordinating private security with DMD and City safety resources.
- Developed Downtown environmental branding plan and implemented initial phases on Chaparral Street Project.
- Continued to work with City in development of streetscape elements for city streetscape bond projects that will enhance and beautify Greater Downtown Area gateways.
- Managed a second year of the Bike Share Program with increasing success and partnerships.
- Grew Mural program throughout Greater Downtown Area by partnering with property owners.
- Worked with City and Stakeholders to install and maintain landscaping to enhance the Greater Downtown Area through Bond Projects.

### ***Volunteers contribute to a cleaner more beautiful Marina Arts District and Greater Downtown Area.***

Partnering with volunteers has always played a significant role in our cleaning efforts even more so this year as we continue the increased area of provision of our revitalization services within the TIRZ#3 footprint.

Deep cleans of S.E.A. District, Uptown and Marina Arts District, painting of curbs and decorating the streets for the Holidays were all events supported by enthusiastic volunteers. Folks with a highly developed sense of pride in the City in which they live and, specifically, the Greater Downtown area which is the heart of the City.

#### **Clean Team Benchmarks**

	<b>2014-2015</b>	<b>2015-2016</b>	<b>2016-2017</b>	<b>2017-2018</b>
Block Faces Cleaned	8,606	19,869	24,742	20,688
Bags of Debris and Trash Collected	2,174	13,130	20,898	25,396
Block Faces Weeded	1,165	1,505	2,922	9,636
Curbs Painted	222	364	306	39
Graffiti Removed	317	286	382	617
Code vViolations / Crimes Reported	7	36	34	0
Clean Team Hours Logged	5,379	6,781	15,783	15,550
Sweeper Hours Logged	520	753	1,680	525
Customer Contacts	563	1,179	4,306	17,364

## DMD Off Duty Police Bike Patrol



The DMD Off Duty Police Bike Patrol provides a customer friendly Police presence at street level which helps to deter crime and improve the public's perception of police officers.

Off Duty PD Benchmarks	2014-2015	2015-2016	2016-2017	2017-2018
Patrol Hours logged	2,310	2,260	2,559	2,497
Arrests and / or Call for Service	252	269	369	221
Businesses Contacted	892	1,370	1,638	1,154
Cleaning and Safety Partners Contacted	755	1,238	1,348	976
Customer Contacts	3,035	2,697	4,629	3,210
Garages / Lots Patrolled	1,033	1,371	1,332	1,238
Homeless / Transient Contacts	1,049	1,029	1,446	1,170

This program is funded through a public / private partnership with the City, DMD, regional corporate anchors who invested in the DMD Advisory Council, and local stakeholder contributions. The footprint has expanded to include the Greater Downtown Area. In 2017, we added a Friday & Saturday Night Walking Beat, and in 2018 we expanded bar participation.

## DMD Cleaning and Safety Partnership:



DMD hosted monthly meetings, attended by 197 participants from City Departments, Corpus Christi Police Department, and private sector property owners, property managers, and businesses to discuss and address cleaning and safety issues facing the District. On the commencement of our responsibility for The Greater Downtown area invitations are extended to the same category of attendee in the other Districts. Part 1 Crime, serious crime to person or property decreased by 31% from 2013 through 2017. There was a 24% increase from 2017 in theft, as a result we have launched new camera initiatives to catch and prosecute thieves.

### Part 1 Crime

	2013	2014	2015	2016	2017	2018
Homicide	0	0	0	1	0	0
Aggravated Assault	63	49	65	31	6	9
Arson	1	1	0	0	0	1
Burglary	15	10	10	3	14	10
Sexual Assault	6	5	6	7	7	3
Larceny	156	184	135	131	113	145
Motor Vehicle Theft	21	20	10	6	16	9
Robbery	11	12	8	9	5	12
Total	273	281	234	188	161	189

### Marina Arts District

## Making the District More beautiful and Accessible:



DMD continued the Bold Partnerships with the City of Corpus Christi, Corpus Christi Regional Transportation Authority and muralists to make the District and the Greater Downtown Area more accessible and beautiful.

- Completed the second year of Bike Corpus Christi with a seven station, 40-bike bike share program
- Decorated 396 light poles with garland and bows in collaboration with Parks and Recreation Department and 71 volunteers providing 213 volunteer hours

### Bike Corpus Christi Benchmark

	1st 30 Days	2016-2017	2017-2018
Active Members	629	5,586	11,272
Trips Taken	1134	17,819	14,468
Median Trip Duration	29 minutes	29 minutes	27 minutes
Miles Logged	3,998	45,764	37,182
Calories Burned	161,414	2,227,375	1,808,500





# Develop and Improve Downtown:

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

## Priorities:

- **Attract new businesses, development and increase street level occupancy.**
- **Organize and support businesses and improve urban design.**
- **Promote Downtown residential.**

The Marina Arts District and the Greater Downtown Area are benefitting from Bold Partnerships in attracting new projects and businesses; organizing and promoting businesses, and in improving urban design and preserving our historic buildings. These partnerships continue to lead to a renewed District and Greater Downtown Area by providing Big results now and over the coming months.

## Achievements:

- Expanded Scope of Services with TIRZ #3 Board to assume management of Downtown Development Incentives and created dedicated position for this function.
- Published and promoted available real estate properties/space on DowntownTX.org, Downtown websites and through social media tools.
- Updated real estate marketing materials to facilitate business and developer recruitment with new brochure, including new Opportunity Zone designation.
- Enacted and implemented stronger vacant building ordinance.
- Hosted Imagine the Possibilities Tours for vacant downtown properties.
- Worked with property owners to identify demand for exterior improvements and created new program.
- Managed TIRZ #3 incentives to attract new investment, redevelop vacant or underutilized property – resulting in new businesses!
- Developed real estate recruitment program for retail and small business attraction, including details on planning initiatives, available properties and market dynamics.
- Began conversations with City and educational institutions to recruit a post-secondary education student presence in Downtown.
- Grew Downtown Merchants Association to mobilize stakeholders and develop programs to increase sales.
- Managed DMD Property Improvement Grant Program – resulting in improved facades and new pilot program through the TIRZ.
- Developed sidewalk café program, including application process and clear guidelines.
- Continued participation in Texas Main Street; helped businesses utilize Main Street services and work to preserve historic buildings by commissioning two façade design reports from THC.
- Promoted downtown living options on Downtown websites and social media tools.
- Advocated for affordable/mixed income, workforce housing.

### Street Level Vibrancy Benchmarks

Benchmark	2015	2016	2017	2018
Vacant Storefronts	31	28	28	28
Entirely Vacant Buildings	19	19	21	18
Vacant Square Feet	193,024	187,928	192,034	174,974
Undeveloped Land/Surface Parking Lots	1,576,600 (36 acres)	1,576,600 (36 acres)	1,576,600 (36 acres)	1,658,600 (38 acres)

### Open and Closed Street Level Restaurant/Bar/Entertainment/Service Businesses

Benchmark	2014	2015	2016	2017	2018	2018
Opened	9	13	4	7	8	<b>41</b>
Closed	8	10	1	3	2	<b>24</b>

### Downtown Merchants Association:



DMD created the Downtown Merchants Association in November 2015 and in this, its' third year, has 45 members. Its' mission is to create a collaborative working group of merchants that pool resources to increase sales and enhance the Downtown experience by marketing the district, hosting events and addressing issues facing Downtown Merchants. This year, we opened the Merchant's Association to Greater Downtown Members.





# Marketing and Events:

**Objective:** Increase sales, visitorship, and investment in the District and improve DMD visibility through strategic marketing and developing / managing events.

## Priorities:

- **The District and Businesses.**
- **Create, manage, and support DMD and District events to increase Downtown visitorship, event attendance, and business revenue.**
- **Support other District events**

Marketing and events are important in bringing customers to the District to spend money in our businesses. DMD formed marketing partnerships, created new electronic and social media tools, managed DMD signature events and sponsored other events that reached millions of people and attracted them to visit the District. months.

## Achievements:

- Launched Greater Downtown Brand and website, hosting August Mixer with immersive brand experience, recreating downtown districts under one brand, in one location.
- Managed Downtown and Marina Arts District websites and social media tools.
- Gained over 1,000 Social Media Followers on key platforms – Facebook and Instagram.
- Provided sponsorships, marketing and in-kind support to festivals and cultural events -including 4th of July Big Bang Celebration, Surtoberfest, Texas Downtown Association Conference, St. Paddy's Day Festival, Dia De Los Muertos Street Festival, Arts Alive, State of Police Department, Leadership Corpus Christi Alumni Roast.
- Developed new Merchant Association Annual Plan, identified benefits and resources for Downtown Businesses.
- Managed 12 monthly ArtWalk with new vendors and increasing visitorship in the District.
- Increased BridgeWalk over 1714% since inception and nearly 25,000 have walked the bridge.
- Promoted businesses and events through the website, newsletter and social media tools.
- Worked with steering committee and stakeholders to implement the Downtown Cultural District Cultural Development Plan.
- Grew email list and communicated valuable information to our stakeholders and consumers via Downtown Newsletter.
- Promoted the organization's activity and results, Downtown success stories, through earned media efforts and DMD marketing tools.
- Grew and improved DMD managed events including ArtWalk and BridgeWalk.
- Attracted new sponsorships, volunteers and programming.
- Worked with stakeholders to develop new marketing partnership.
- Hosted 3rd Annual Dine Downtown.
- Hosted 3rd Annual Pirate Pub Crawl - largest attendance ever!

## DMD Marketing Tools:



- TV, radio and print materials for special events such as Dine Downtown.
- Mixers with networking opportunities.
- Creation of Greater Downtown website to knit together the districts surrounding the Marina Arts District and create a cohesive Downtown.
- Marina Arts District website and event calendar.
- Promoted Downtown businesses using social media.

Marina Arts Website	135,315 Views	23,440 Users
Facebook	17,659 Followers	26,114 Views
Instagram	3,649 Followers	52,031 Views
E-newsletter	5,874 Subscribers	71 Newsletters





# Organizational Management:

**Objective:** To proactively pursue the DMD mission by building an organization with adequate resources, technology, professional staff, and engaged leadership, Board members, Stakeholders and Volunteers.

## Priorities:

- Attract more financial and leadership resources to support DMD mission
- Build DMD's organizational capacity
- Improve DMD's relevance and recognition

In FY 2017-2018 local, regional and state awards were garnered, new milestones were achieved and growing momentum generated excitement, enthusiasm and optimism for Downtown's future! DMD developed bold new partnerships, planned and launched new initiatives, recruited more financial resources and worked tirelessly to promote our businesses and address issues on behalf of our stakeholders.

## Achievements:

- Implemented strategic fundraising and membership plan to attract resources from Downtown stakeholders, regional corporate anchors and philanthropic institutions.
- Managed \$300,000 of interlocal agreements with the City of Corpus Christi.
- Managed over \$400,000 from the Tax Increment Reinvestment Zone.
- Developed new partnerships and collaborations with Corpus Christi Convention and Visitors Bureau, Corpus Christi Regional Economic Development Corporation and United Corpus Christi Chamber of Commerce to improve greater Downtown area.
- Increased staff to include Executive Assistant, Intern positions and Real Estate Manager to meet growing organizational mission and Obtained over \$40,000 in sponsorships, grants and memberships to support programs & events.
- Published 2017-2018 Annual Report and hosted annual meeting of stakeholders.
- Convened 12 DMD Board of Directors meetings and 12 Executive Committee meetings.
- Approved DMD 2018-2019 District Service Plan and \$1.3 Million budget.
- Evaluated and initiated office expansion to meet growing organizational needs and mission.
- Completed external audit of FY 2017-2018 by Ernest Garza and Company resulting in clean financial report.
- Upgraded technology resources with new computers to maximize organizational effectiveness.
- Joined professional development organizations such as International Economic Development Council (IEDC), International Council of Shopping Centers, Texas Downtown Association, International Downtown Association – to support DMD mission.
- Created and filled Internship Program with Texas A&M University Corpus Christi.
- Served as one-stop resource for information pertaining to current and prospective businesses, property owners, developer and other stakeholders.
- Submitted online programs, initiatives, businesses and projects for state and national awards with nominations for Casey Lain with House of Rock for Downtowner of the Year Award and BUS for Best Downtown Renovation at TDA Conference.

INCOME		\$	EXPENSES		\$
City/Public Support			District Operations		552,462
City Interlocal Agreements	300,000		Develop and Improve		103,284
Bike Share	70,283		Marketing and Events		73,882
TIRZ	416,875		Organizational Management		358,296
<b>TOTAL</b>	<b>\$787,158</b>				<b>\$1,087,924</b>
Private Sector Support					
Assessment Income	210,716				
Advisory Council	54,500				
Merchants Association	20,304				
Sponsorships/Grants	29,450				
Events, Memberships	11,390				
Total	\$326,360		Excess of Revenue Over Expenses	25,594	
<b>Total Revenue</b>	<b>\$1,113,518</b>		<b>Total Expenses</b>		<b>\$1,113,518</b>

## DMD Advisory Council 2017-2018

DMD developed Bold Partnerships with the City of Corpus Christi, Corpus Christi Regional Transportation Authority and muralists to make the District and the Greater Downtown Area more accessible and beautiful leading to Big Results!

- American Bank Center (SMG)
- L & F Distributors
- Citgo
- Post Acute Medical
- CCISD
- City of Corpus Christi
- HEB
- Kleberg Bank
- Nueces County Commissioners Court
- San Jacinto Title
- Valero
- Wiznia Architecture + Development

## SPECIAL THANKS TO OUR SPONSORS!



## DMD Merchant's Association 2017-2018

AllGood Fitness  
Art Center of Corpus Christi  
Art Museum of South Texas  
Bay Jewel  
BBVA Compass  
Best Western Corpus Christi Downtown  
Bleu Bistro  
Blimpies  
Braswell Office Systems  
Brewster Street Icehouse  
Buccaneer Commission  
BUS – Bar Under the Sun  
Cassidy's Irish Pub  
Cathy's Boutique  
Corpus Christi Regional Transportation Authority  
Cosmopolitan  
Crawdaddy's  
Cre8ive Culture  
Dos Comales  
Downtown Cross Fit  
Education Service Center Region 2  
Gemstone Media LLC  
Gold Fish  
GrandView Lounge  
Harrison's Landing  
House of Rock  
IBC Bank  
Impact Marketing  
K Space  
Kalhua Coffee  
KCS Public Relations  
Lavender Eventures  
Mulligan's Pub  
Omni Hotel  
Produce  
Rebel Toad  
Rokit's Whiskey Bar & Saloon  
Shoreline Sandwich Company  
Studio at DTC  
The Exchange  
Treehouse Art Collective  
United Corpus Christi Chamber  
Urbana  
Water Dog Floating Yoga  
WaterStreet Restaurants



**DOWNTOWN  
MANAGEMENT  
DISTRICT**  
CORPUS CHRISTI