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
One of the joys of preparing an annual report is that it gives us the opportunity to look back at all that the Downtown Management District has accomplished this past fiscal year. The year started with a new Real Estate & Main Street Manager and Communication and Events Manager, both with strong community ties and industry experience that have strengthened the impact of the DMD. As you will see in this report, there is a lot worth celebrating.

We kicked off the new fiscal year by hosting the Texas Downtown Association Conference. It was the largest attendance of a TDA Conference in recent history, and the first time in 10+ years the conference was held at a hotel in a downtown area. Casey Lain, DMD Board Member and Downtown Business Owner, was honored as “Downtowner of the Year” at the TDA Conference.

November was a nostalgic, festive time in the district as we brought back the cherished Peppermint Lane Holiday Celebration. We also hosted several inaugural DMD events to include Battle of the Bulbs in December, The State of Downtown in February, Electrical Box Mural Competition in June, and Downtown Living Tour in September. In addition to our monthly Signature Events, ArtWalk and BridgeWalk, we continued to successfully host the Annual Dine Downtown Event, Imagine the Possibilities Tour, and Quarterly Mixers.

Our redevelopment efforts continued to soar this year with the TIRZ incentive programs. In FY2019, there were projects in development valued at nearly $142,000,000 with an incentive value of approximately $6,500,000. The Downtown Vacant Building Ordinance has been proven successful with most of the vacant buildings coming into compliance with the new standard of care. Several vacant properties were sold with owners making plans to renovate these properties in the coming year.

As a professional development activity, the DMD Staff read “For The Love of Cities” by Peter Kageyama. In this book, Mr. Kageyama suggests that communities should talk about a “love” for their city and focus on strengthening an emotional connection to the city. When one has an emotional connection to their city, they are less likely to leave and more likely to fight for it. Mr. Kageyama talks about “co-creators” – the community leaders, entrepreneurs, activists, artists, performers, students, organizers and otherwise ‘concerned citizens’ that help create experiences to cultivate the community’s “love” for a city.

We would like to thank you for being a “co-creator” for our Sparkling City by the Sea. We look forward to another year of working with you to continue to cultivate the community’s “love” for downtown Corpus Christi!

Sincerely

[Signatures]

Harold Shockley Jr.
Chairman of the Board

Alyssa Barrera Mason
Executive Director
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
- Infrastructure Strategies
- Beautification Strategies
- Accessibility Strategies

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 at a consistently high level of cleanliness (personnel, duties and record-breaking 15,830 hours)
- Finalized and implemented Deployment Shifts and district map for the Clean Team
- Engaged a new Clean Team supervisor to assist Program manager
- Assisted with installation of branded Medallions throughout the Marina Arts District
- Secured the restoration of the historical Coppini fountain to operation
- Proactively addressed all street order crimes and transient population and advocate for necessary ordinance tools and aggressive enforcement
- Managed the DMD Off Duty Police bike and walking patrols which logged 2,361 hours
- Enhanced and beautified Greater Downtown Area gateways
- Conducted monthly Downtown Lighting/Walkability Audits
- Continued to maintain our Adopt a Park agreement for La Retama and Artesian Park and the Tunnel
- Installed electrical outlets in La Retama Park to light 6 oak trees for the holidays
- Received approval from the City Council to manage Artesian Park Improvements
- Worked with City to improve maintenance and beautification of the Seawall and Miradors
- Purchased new garland for Holiday Decorations in the Marina Arts District
- Invested in necessary tools, supplies, equipment to maximize effectiveness/impact
- Hosted Electrical Box Mural Competition open to the public and judged by the public for 6 electrical boxes along Mesquite Street
- Hosted Volunteer Day in Artesian Park collaborating with Fulton Coastcon and Construction Leadership Council
- Worked with TAMUCC MPA Evaluation Class to acquire research on ROI, Best Practices and Seawall maintenance budgets across the country
- Participated in a Seawall Workshop for the City Council and Type A Board to present an Economic Development approach to the Seawall Fund for the Seawall Steward Program
- Launched a Downtown Need Network, a program with a website and resource cards designed to direct those experiencing homelessness to resources so that they don’t have to resort to panhandling
- Improved the Safety Partnership by recruiting more members and coordinating private security with DMD and City safety resources
- Implemented Downtown environmental branding plan
- Worked with City and Stakeholders to install and maintain landscaping to enhance the Greater Downtown Area

### Clean Team Benchmarks

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Block Faces Cleaned</td>
<td>8,606</td>
<td>19,869</td>
<td>24,742</td>
<td>20,688</td>
<td>44,925</td>
</tr>
<tr>
<td>Bags of Debris and Trash Collected</td>
<td>2,174</td>
<td>13,130</td>
<td>20,898</td>
<td>25,396</td>
<td>43,387</td>
</tr>
<tr>
<td>Block Faces Weeded</td>
<td>1,165</td>
<td>1,505</td>
<td>2,922</td>
<td>9,636</td>
<td>3,718</td>
</tr>
<tr>
<td>Graffiti Removed</td>
<td>317</td>
<td>286</td>
<td>382</td>
<td>617</td>
<td>875</td>
</tr>
<tr>
<td>Clean Team Hours Logged</td>
<td>5,379</td>
<td>6,781</td>
<td>15,783</td>
<td>15,550</td>
<td>15,830</td>
</tr>
<tr>
<td>Sweeper Hours Logged</td>
<td>520</td>
<td>753</td>
<td>1,680</td>
<td>525</td>
<td>1,081</td>
</tr>
<tr>
<td>Customer Contacts</td>
<td>563</td>
<td>1,179</td>
<td>4,306</td>
<td>17,364</td>
<td>10,644</td>
</tr>
</tbody>
</table>
The DMD Off Duty Police Bike Patrol provides a customer friendly Police presence at street level which helps to deter crime and improve the publics' perception of police officers.

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 2018, we continued to implement a Friday & Saturday Night Walking Beat.

### Off Duty PD Benchmarks

<table>
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</tr>
</thead>
<tbody>
<tr>
<td>Patrol Hours logged</td>
<td>2,310</td>
<td>2,260</td>
<td>2,559</td>
<td>2,497</td>
<td>2,361</td>
</tr>
<tr>
<td>Arrests and / or Call for Service</td>
<td>252</td>
<td>269</td>
<td>369</td>
<td>221</td>
<td>314</td>
</tr>
<tr>
<td>Businesses Contacted</td>
<td>1,370</td>
<td>1,638</td>
<td>1,154</td>
<td>1,433</td>
<td></td>
</tr>
<tr>
<td>Cleaning and Safety Partners Contacted</td>
<td>755</td>
<td>1,238</td>
<td>1,348</td>
<td>976</td>
<td>1,179</td>
</tr>
<tr>
<td>Customer Contacts</td>
<td>3,035</td>
<td>2,697</td>
<td>4,629</td>
<td>3,210</td>
<td>2,657</td>
</tr>
<tr>
<td>Garages / Lots Patrolled</td>
<td>1,033</td>
<td>1,371</td>
<td>1,332</td>
<td>1,238</td>
<td>1,797</td>
</tr>
<tr>
<td>Homeless / Transient Contacts</td>
<td>1,049</td>
<td>1,029</td>
<td>1,446</td>
<td>1,170</td>
<td>1,690</td>
</tr>
</tbody>
</table>

### DMD Cleaning and Safety Partnership:

DMD hosted 6 bi-monthly meetings, attended by 100 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.

### 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 third year of Bike Corpus Christi (Program ended after introduction of scooters).
- Decorated 383 light poles with garland and bows in collaboration with volunteers and 70 volunteers providing 280 volunteer hours.

### Bike Corpus Christi Benchmark

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<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Active Members</td>
<td>629</td>
<td>5,586</td>
<td>11,272</td>
<td>7,223</td>
</tr>
<tr>
<td>Trips Taken</td>
<td>1134</td>
<td>17,819</td>
<td>14,468</td>
<td>17,332</td>
</tr>
<tr>
<td>Median Trip Duration</td>
<td>29 minutes</td>
<td>29 minutes</td>
<td>27 minutes</td>
<td>35 minutes</td>
</tr>
<tr>
<td>Miles Logged</td>
<td>3,998</td>
<td>45,764</td>
<td>37,182</td>
<td>21,175</td>
</tr>
<tr>
<td>Calories Burned</td>
<td>161,414</td>
<td>2,227,375</td>
<td>1,808,500</td>
<td>3,200,200</td>
</tr>
</tbody>
</table>
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 Business Strategies
- Increase Downtown Occupancy
- Manage Main Street Program
- Improve Right of Way Management
- Facilitate Parking Improvements

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
- Published and promoted available real estate properties on DowntownTX.org website and through social media tools
- Created “Invest in Downtown Corpus Christi” Brochure with CCREDC to distribute comprehensive market information for downtown Corpus Christi
- Worked with the City to continue to implement vacant building ordinance
- Worked with property owners to identify demand for exterior improvements such as House of Rock and Lucy’s Snackbar
- Assisted with TIRZ #3 incentives to attract new investment, redevelop vacant or underutilized property and improve urban design and infrastructure
- Hosted regular meetings with real estate brokers/agents, developers, and downtown stakeholders to discuss upcoming projects, developments, and market data
- Assisted new businesses and TIRZ applicants with the City’s permitting process and advocating for them when necessary
- Developed real estate recruitment program taking into account planning initiatives, available properties and market dynamics
- Worked with City, private sector and educational institutions to recruit a post-secondary education student presence in Downtown
- Worked with developers, real estate agents, and various professionals to identify two market sectors to target for the Downtown Office Occupancy Program
- Launched a monthly Downtown Development 101 class to review the process involved with starting a new business or moving an existing business to Downtown Corpus Christi
- Developed “A Guide to Downtown Sidewalk Cafés” brochure which outlines the Sidewalk Café program and how it intertwines with the Streetscape Application process
- Continued participation in Texas Main Street; helped businesses utilize Main Street services and work to preserve historic buildings
- Promoted downtown living options on Downtown websites, social media tools, and with a tour

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

<table>
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<tr>
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</thead>
<tbody>
<tr>
<td>Opened</td>
<td>13</td>
<td>4</td>
<td>7</td>
<td>8</td>
<td>11</td>
<td>43</td>
</tr>
<tr>
<td>Closed</td>
<td>10</td>
<td>1</td>
<td>3</td>
<td>2</td>
<td>1 (7*)</td>
<td>17</td>
</tr>
<tr>
<td>Net Gain</td>
<td>3</td>
<td>3</td>
<td>4</td>
<td>6</td>
<td>10</td>
<td>26</td>
</tr>
</tbody>
</table>

*Of the closed businesses, all but one have a new occupant or have redevelopment plans in the works with expected openings in 2020.

### Street Level Vibrancy Benchmarks

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Vacant Storefronts</td>
<td>31</td>
<td>28</td>
<td>28</td>
<td>28</td>
<td>24*</td>
</tr>
<tr>
<td>Entirely Vacant Buildings</td>
<td>19</td>
<td>19</td>
<td>21</td>
<td>18</td>
<td>17*</td>
</tr>
<tr>
<td>Vacant Square Feet</td>
<td>193,024 sq. ft.</td>
<td>187,928 sq. ft.</td>
<td>192,034 sq. ft.</td>
<td>174,974 sq. ft.</td>
<td>166,274 sq. ft.*</td>
</tr>
<tr>
<td>Undeveloped Land/Surface Parking Lot</td>
<td>1,576,600 (36 acres)</td>
<td>1,576,600 (36 acres)</td>
<td>1,576,600 (36 acres)</td>
<td>1,658,600 (38 acres)</td>
<td>1,496,193* (34 acres)</td>
</tr>
</tbody>
</table>

*Record lows accomplished in the 2018-2019 fiscal year.
Communications and Events:

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

**Priorities:**
- Communications
- Brand and Marketing
- Merchants Association
- ArtWalk
- BridgeWalk
- Special 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.

**Achievements:**
- Grew Downtown Merchants Association to mobilize stakeholders and develop programs to increase sales
- Managed Downtown and Marina Arts District websites and social media tools
- Gained a Reach of over 466,000 users on Facebook
- Gained an increase of over 1,294,000 Impressions on Instagram
- Provided over $19,000 in sponsorships, marketing and in-kind support to festivals and cultural events for Mayor’s 4th of July Big Bang Celebration, Surftoberfest, Texas Downtown Association Conference, St. Paddy’s Day Festival, Dia De Los Muertos Street Festival, Arts Alive, Que Bueno Festival, and Bows for Breast Friends
- Managed monthly ArtWalk with new vendors, expanded ArtWalk to be hosted in both Artesian Park and La Retama Park
- Implemented a Kids Zone at ArtWalk featuring a free art activity and games to children
- Celebrated the 100th BridgeWalk. Nearly 30,000 have walked the bridge since 2011
- Promoted businesses and events through the website, newsletter and social media tools

**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.

**Downtown Merchants Association:**

DMD created the Downtown Merchants Association in November 2015 and in this, its’ fourth year, has 40 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. We proudly recognize Merchant’s Association members in the People Profiles blog on our Downtown Website throughout the year.

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**Social Media**

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Marina Arts Website</td>
<td>124,533 Views</td>
<td>99,348 Views</td>
<td>135,315 Views</td>
<td>114,398 Views</td>
</tr>
<tr>
<td>Facebook</td>
<td>17,057 Followers</td>
<td>17,417 Followers</td>
<td>17,659 Followers</td>
<td>19,416 Followers*</td>
</tr>
<tr>
<td>Instagram</td>
<td>2,371 Followers</td>
<td>3,029 Followers</td>
<td>3,649 Followers</td>
<td>8,973 Followers*</td>
</tr>
<tr>
<td>E-newsletter</td>
<td>2,088 Subscribers</td>
<td>6,527 Subscribers</td>
<td>5,874 Subscribers</td>
<td>5,886 Subscribers</td>
</tr>
</tbody>
</table>

*Record highs accomplished in the 2018-2019 fiscal year.
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:

- Municipal Management District Administration
- Service Contracts and Public Private Partnerships
- Information Management
- Organizational and Staff Capacity
- Technology and Facilities

In FY 2018-2019, 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 $500,000 from the Tax Increment Reinvestment Zone
- Developed new partnerships and collaborations to leverage organizational resources and proactively address and improve greater Downtown area
- Obtained over $115,000 in sponsorships, grants and memberships to support programs & events
- Publish 2018-2019 Annual Report and host annual meeting of stakeholders
- Convened 12 DMD Board of Directors meetings and 12 Executive Committee meetings.
- Approved DMD 2019-2020 District Service Plan and $1.77 Million budget
- Leased office space that meets organizational needs/mission
- Completed external audit of FY 2018-2019 by Ernest Garza and Company resulting in clean financial report
- Created and distributed “Advisory Council” Brochure to aid the pursuit public private partnerships with regional corporate anchors and philanthropic organizations
- Upgraded technology resources to maximize organizational effectiveness
- Successfully completed office renovations to include provide efficient and professional office facilities to support staff operations to include painting the office, reconfiguring office workstations, and installing an access control magnetic lock on the reception front door
- Actively participated in professional downtown or economic development organizations that support DMD mission, subscribed to professional journals and provided for staff development through conference attendance or continuing education
- Hosted a Project Management Training Course for the staff members at Del Mar College
- Received approval from DMD Board to add Marketing Assistant staff member for FY 2019 - 2020
- Continued to utilize the Internship Program
- Served as one-stop resource for information pertaining to current and prospective businesses, property owners, developer and other stakeholders
- Submitted program, initiatives, businesses and projects for state and national awards (Selected as a finalist for three).
- Received approval from the DMD board to reconvene the Downtown Revitalization Alliance Board

### INCOME

<table>
<thead>
<tr>
<th>City/Public Support</th>
<th>Total Income</th>
<th>$826,044</th>
</tr>
</thead>
<tbody>
<tr>
<td>City Interlocal Agreements</td>
<td>$300,000</td>
<td></td>
</tr>
<tr>
<td>Bike Share</td>
<td>$17,576</td>
<td></td>
</tr>
<tr>
<td>TIRZ</td>
<td>$508,468</td>
<td></td>
</tr>
<tr>
<td><strong>Total Income</strong></td>
<td><strong>$826,044</strong></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Private Sector Support</th>
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<tbody>
<tr>
<td>Assessment Income</td>
<td>$211,746</td>
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<tr>
<td>Advisory Council</td>
<td>$85,000</td>
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<tr>
<td>Merchants Association</td>
<td>$16,900</td>
</tr>
<tr>
<td>Sponsorships/Grants</td>
<td>$54,800</td>
</tr>
<tr>
<td>Events, Memberships</td>
<td>$23,888</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$392,334</strong></td>
</tr>
</tbody>
</table>

**Total Revenue** $1,218,378

### EXPENSES

<table>
<thead>
<tr>
<th>Expenses</th>
<th>Total Expenses</th>
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<tbody>
<tr>
<td>District Operations</td>
<td>$531,785</td>
</tr>
<tr>
<td>Develop and Improve</td>
<td>$76,262</td>
</tr>
<tr>
<td>Marketing and Events</td>
<td>$90,007</td>
</tr>
<tr>
<td>Organizational Management</td>
<td>$484,959</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$1,183,013</strong></td>
</tr>
</tbody>
</table>

| Excess of Revenue Over Expenses | $35,365 |
|**Total Expenses**              | $1,218,378|

10
City of Corpus Christi 2018-2019
- Interlocal: $200,000
- Bike Patrol: $100,000
- TIRZ #3: $508,468

DMD Advisory Council 2018-2019
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!

- Port of Corpus Christi | $30,000
- AEP | $15,000
- Stellar Energy Solutions | $15,000
- HEB | $10,000
- Nueces County Commissioners Court | $10,000
- Valero | $10,000
- voestalpine | $10,000
- American Bank | $5,000
- Citgo | $5,000
- Fulton Coastcon | $5,000
- San Jacinto Title | $2,500

SPECIAL THANKS TO OUR SPONSORS!

DMD Merchant’s Association 2018-2019
Art Center of Corpus Christi
Art Museum of South Texas
The Bay Jewel
Binkley & Barfield
Black Tie Roses
Bourbon - VooDoo
Buccaneer Commission
BUS - Bar Under the Sun
Cassidy’s Irish Pub
Corpus Christi IceRays
Corpus Christi Regional Transportation Authority
The Cosmopolitan
Cravey Real Estate Services
Downtown Coffee
Elevated Screen Printing
The Gold Fish
Harrison’s Landing
House of Rock
Impact Marketing
KCS Public Marketing
Mulligan’s Pub
Nueces Brewing Company
Omni Hotel
Peace of Mind Massage Therapy & Natural Healing
Produce
Rebel Toad Brewing
Richline Technical Services
Rockit’s Whiskey Bar & Saloon
Roy Boy Tiki Hut
Taylor Cravey Photography
Texas Tease
The Bend
The Exchange
Treehouse Art Collective
Vernon’s
Vietnam Restaurant
Water Dog Floating Yoga
WaterStreet Restaurants