



2018-2019 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

Cherylyn Boyd
Stonewater Properties

Raymond Gignac
Gignac & Associates

Eric Gutschow
Rockits Whiskey
Bar & Saloon

Steve Keenan
Omni Hotel
(TRT Holdings)

Casey Lain
House of Rock

Cheryl Votzmeyer
K Space Contemporary

Brad Lomax
Water Street Restaurants

Janet Maxwell
Wittigs

Dee Dee Perez
Hotel Corpus Christi
Bayfront

Caitlin Shook
Shook Enterprises

E. Brent Bottom
San Jacinto Title

DMD Staff

Alyssa Barrera Mason
Executive Director

Erica Tamez
Executive Assistant

Alan Albin
Finance & Operations Manager

Jason Alaniz
Real Estate & Main Street Manager

Jordan Michael
Communication & Events Manager

Chairman and Executive Director's Message

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 “Downtownner 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



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	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019
Block Faces Cleaned	8,606	19,869	24,742	20,688	44,925
Bags of Debris and Trash Collected	2,174	13,130	20,898	25,396	43,387
Block Faces Weeded	1,165	1,505	2,922	9,636	3,718
Graffiti Removed	317	286	382	617	875
Clean Team Hours Logged	5,379	6,781	15,783	15,550	15,830
Sweeper Hours Logged	520	753	1,680	525	1,081
Customer Contacts	563	1,179	4,306	17,364	10,644

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 publics' perception of police officers.

Off Duty PD Benchmarks	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019
Patrol Hours logged	2,310	2,260	2,559	2,497	2,361
Arrests and / or Call for Service	252	269	369	221	314
Businesses Contacted	892	1,370	1,638	1,154	1,433
Cleaning and Safety Partners Contacted	755	1,238	1,348	976	1,179
Customer Contacts	3,035	2,697	4,629	3,210	2,657
Garages / Lots Patrolled	1,033	1,371	1,332	1,238	1,797
Homeless / Transient Contacts	1,049	1,029	1,446	1,170	1,690

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.

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.

Marina Arts District

Part 1 Crime	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019
Homicide	0	0	1	0	0	1
Aggravated Assault	49	65	31	6	9	6
Arson	1	0	0	0	1	1
Burglary	10	10	3	14	10	15
Sexual Assault	5	6	7	7	3	7
Larceny	184	135	131	113	145	145
Motor Vehicle Theft	20	10	6	16	9	13
Robbery	12	8	9	5	12	2
Total	281	234	188	161	189	190

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

Benchmark	1st 30 Days	2016-2017	2017-2018	2018-2019
Active Members	629	5,586	11,272	7,223
Trips Taken	1134	17,819	14,468	17,332
Median Trip Duration	29 minutes	29 minutes	27 minutes	35 minutes
Miles Logged	3,998	45,764	37,182	21,175
Calories Burned	161,414	2,227,375	1,808,500	3,200,200





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



Goal: Increase number of new businesses downtown

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

Benchmark	2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	Total
Opened	13	4	7	8	11	43
Closed	10	1	3	2	1 (7*)	17
Net Gain	3	3	4	6	10	26

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



Goal: Reduce number of vacant areas downtown

Street Level Vibrancy Benchmarks

Benchmark	2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019
Vacant Storefronts	31	28	28	28	24*
Entirely Vacant Buildings	19	19	21	18	17*
Vacant Square Feet	193,024 sq. ft.	187,928 sq. ft.	192,034 sq. ft.	174,974 sq. ft.	166,274 sq. ft.*
Undeveloped Land/Surface Parking Lot	1,576,600 (36 acres)	1,576,600 (36 acres)	1,576,600 (36 acres)	1,658,600 (38 acres)	1,496,193* (34 acres)

*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
- Downtown Corpus Christi Cultural District 2018 Annual Report was approved by the Texas Commission on the Arts
- Retained email list and regularly communicated valuable information to our stakeholders and consumers while maintaining an industry standard open rate of 13.82% and above average click through rate of 7.74%
- Promoted the organization's activity and results, Downtown success stories, through earned media efforts and DMD marketing tools
- Attracted new sponsorships, volunteers and programming with Carolyn Vaughn, Stewart Title, Thomas J. Henry and Valero Bill Greehey Refineries
- Worked with stakeholders to develop new marketing partnerships
- Hosted a Downtown Living Tour to showcase downtown living options
- Hosted Imagine the Possibilities Tour for vacant downtown properties
- Supported and assisted District events and partners with organizations/stakeholders to create new ones
- Supported local businesses with programs including Dine Downtown, State of the City, State of Downtown, State of the Police Department, Beautify Corpus Christi, Young Business Professionals Superhero Dinner, Pirate Pub Crawl and Small Business Saturday
- Launched Downtown promotional items to help bring awareness to our organization and aid in the development of strong relationships with co-creators that support our mission

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.

Social Media	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019
Marina Arts Website	124,533 Views	99,348 Views	135,315 Views	114,398 Views
Facebook	17,057 Followers	17,417 Followers	17,659 Followers	19,416 Followers*
Instagram	2,371 Followers	3,029 Followers	3,649 Followers	8,973 Followers*
E-newsletter	2,088 Subscribers	6,527 Subscribers	5,874 Subscribers	5,886 Subscribers

*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**
- **Organizational and Staff Capacity**
- **Service Contracts and Public Private Partnerships**
- **Technology and Facilities**
- **Information Management**

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	
City/Public Support	
City Interlocal Agreements	\$300,000
Bike Share	\$17,576
TIRZ	\$508,468
Total Income	\$826,044
Private Sector Support	
Assessment Income	\$211,746
Advisory Council	\$85,000
Merchants Association	\$16,900
Sponsorships/Grants	\$54,800
Events, Memberships	\$23,888
Total	\$392,334
Total Revenue	\$1,218,378

EXPENSES	
District Operations	\$531,785
Develop and Improve	\$76,262
Marketing and Events	\$90,007
Organizational Management	\$484,959
	\$1,183,013
Excess of Revenue Over Expenses	\$35,365
Total Expenses	\$1,218,378

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 Relations
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

