



# 2019-2020 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.

## Mission Statement

Our mission is to create a successful, vibrant bayfront and 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.**
- **Build and Manage an Effective Downtown Organization.**

## Vision Statement

A sparkling Marina Arts District and Greater Downtown area anchored by a beautiful bay front and marina, leading corporations, premier restaurants, hotels and cultural venues, exciting cultural events and festivals, growing residential population and a thriving arts, live music and entertainment scene which attract thousands to visit, live, work, and play.

### DMD Board

**Harold Shockley Jr.,**  
Chairman  
IBC Bank

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

**Janet Maxwell,**  
Treasurer  
Business Interiors  
of Texas

**Dee Dee Perez,**  
Secretary  
Hotel Corpus  
Christi Bayfront

**Jamie Nodarse**  
**Barrera**  
Texas A&M University  
Corpus Christi

**Cherylyn Boyd**  
Stonewater Properties

**Cheryl Votzmeyer**  
K Space Contemporary

**Raymond Gignac**  
Gignac & Associates

**Eric Gutschow**  
Rockits Whiskey  
Bar & Saloon

**Krystof Kucewicz**  
Omni Hotel  
(TRT Holdings)

**Casey Lain**  
House of Rock

**Brad Lomax**  
Water Street  
Restaurants

**Lesley Lomax**  
Bar Under the Sun

**Josh Richline**  
Richline Technical  
Services

**Caitlin Shook**  
Shook Enterprises

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

**Lexi Buquet**  
Bucket Works

### 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

**Savannah Garza**  
Marketing Assistant

**Eric Jaramillo**  
Clean Team Operations Manager

# Chairman and Executive Director's Message

In the midst of challenging tribulations, a community's strength is revealed. Looking back at this past Spring and Summer, the Downtown Management District partnered with local businesses, stakeholders, government officials, corporations, co-creators, and community members to rise above the challenges that came with the pandemic. We diligently worked to provide support in helping businesses and community members pivot as COVID-19 guidelines and safety measures were implemented to help protect the community. COVID-19 support included increasing Clean Team sanitization efforts throughout downtown, launching Support Local social media and curbside campaigns, creating a Virtual ArtWalk platform, and working with organizations and government officials to learn about COVID-19 relief programs for downtown businesses.

The 2020 ArtWalk Improvement Plan to increase vendor participation and event attendance by enhancing programming and increasing marketing was a success. ArtWalk was selected in The Bend Magazine's Local List for Best Date Night and featured in the Corpus Christi Lotería bingo game, a local project created to highlight the unique landmarks, eateries, shops, places and traditions that locals love most about our Corpus Christi. Further, we launched the Downtown Coloring Book, a successful collaboration with local artists and Downtown Revitalization Board to help raise funds for new art installations throughout downtown. The coloring book features iconic images like the Harbor Bridge, the Corpus Christi Caller-Times Mural, the Queen of the Sea Fountain and many more of your favorite downtown scenes.

Our redevelopment efforts continue to soar this year with the TIRZ incentive programs. In FY2020, there were projects in development valued at nearly \$125,000,000 with an incentive value of approximately \$8,500,000. In response to COVID-19, we worked with City Staff to successfully launch a Sidewalk Café Program by facilitating the permit application process on behalf of business owners. We also conducted a bi-monthly survey to determine how downtown businesses are specifically impacted by COVID-19.

Our dream to create a beautiful space to serve as a community town square came true! We successfully partnered with the City, TIRZ 3 Board, Port of Corpus Christi, voestalpine, and Gignac Architects to complete the Artesian Park Improvement Project. The \$150,000 improvement project included the installation of a overhead light in the gazebo, additional street lights, additional uplights in trees, electrical power throughout the park to enable for trees to be wrapped with holiday lights, gazebo, pergola and trash can repairs, professional landscaping additions, and installation of 2 security cameras monitored by Corpus Christi Police Department.

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 hours)
- Purchased new uniforms and truck wrap for the Clean Team with updated Downtown Corpus Christi brand colors and logos to align with CCDMD brand
- Facilitated Artesian Park Improvement Projects, a \$150,000 project, to include Installation of a overhead light in the gazebo, additional street lights, and uplights in trees, electrical power throughout park to enable for trees to be wrapped with holiday lights; gazebo, pergola and trash can repairs, professional landscaping additions, and installation of 2 security cameras monitored by CCPD
- Proactively addressed all street order crimes and transient population and advocated for necessary ordinance tools and aggressive enforcement
- Managed the DMD Off Duty Police bike and walking patrols which logged 2,179 hours
- Enhanced and beautified Greater Downtown Area gateways
- Continued to facilitate Parking Action Plan
- Conducted Downtown Lighting/Walkability Audits
- Continued to maintain our Adopt a Park agreement for La Retama and Artesian Park and the Tunnel
- Worked with City to improve maintenance and beautification of the Seawall and Miradors
- 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 8 electrical boxes along Water Street
- Continued to promote 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
- Worked with City Staff to compose a plan for Homeless Outreach and Street Population Assessment
- 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
- Expanded Downtown Holiday Decorations in Artesian Park, La Retama Park, and Chaparral Street to light up the park and improve the festive look of downtown over the holidays
- Purchased new garland and bows for Holiday Decorations in the Marina Arts District
- Developed a project plan and rendering to facilitate a "Proposal Bench" on the Seawall
- Created a Harbor Bridge Subcommittee within the CCDMD Executive Board to receive updates on the schedule of construction and bridge plans for access to downtown

## Clean Team Benchmarks

We continued the Clean Team service of the Marina Arts District, with special project response to the Greater Downtown Area through the TIRZ #3 Contract. The Clean Team continued to maintain the district daily when businesses and restaurants shut down in March. Due to COVID 19, there was significant reduction in items like bags of trash collected. Overall, the Clean Team increased efficiencies and effectiveness.

	2013 -2014 7 months	2014 -2015	2015 -2016	2016 -2017	2017 -2018	2018 -2019	2019 -2020
Bags of Debris Collected	778	2,174	13,130	30,343	32,283	46,108	34,213 *
Block Face Sweeping/ Cleaning	885	8,606	19,869	24,742	22,907	45,179	45,099
ATLV Operation - Hours	0	520	753	1,680	525	532	467 *
Bio Hazard Removal	Collection of this category statistic commenced June 2019					3,053	5,887
Trashcan Maintenance						1,221	3,812
Graffiti Removed/Reported	116	317	286	431	645	650	458
Customer Contacts		563	1,179	4,306	17,364	10,644	6,091 *
Block Face Weeding	330	165	1,505	1,509	7,786	1,731	1,488 +
Planter Maintenance	Collection of this category statistic commenced Jan 2019					1,677	8,177
Water Tank Fills	Collection of this category statistic commenced Oct 2018					230	334
Planter Waterings						1,533	4,751
Unique Activities	2,109	13,345	36,722	63,011	81,510	112,558	110,777
Street Team - Hours	2,008	5,379	6,781	15,783	15,550	15,830	15,078
Activities Per Hour	1.1	2.5	5.4	4.0	5.2	7.1	7.3
Total Clean Team Contract	\$29,403	\$129,065	\$159,438	\$316,102	\$373,172	\$417,428	\$444,215

\* These areas saw a decrease in activity due to COVID 19.

+ Clean Team found a new, more effective, commercial weed killer that cut the hours required for the same service.

Additionally, new activities have been undertaken, including emptying Cigarette Buttlers (605), servicing dog stations (20) and cleaning the Broadway Bluff Balustrade steps (970). These statistics will be added to the Benchmarks moving forward.



## 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 as we take on the increased area of provision of our revitalization services within the TIRZ#3 footprint.

In October 2019, volunteers worked with the Clean Team and DMD staff to renovate the gazebo and pergola in Artesian Park. With the advent of the COVID-19 pandemic, we put other volunteer events on hold for the safety of the community.

Off Duty PD Benchmarks	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020
Patrol Hours logged	2,310	2,260	2,559	2,497	2,361	2,179
Arrests and / or Call for Service	252	269	369	221	314	163
Businesses Contacted	892	1,370	1,638	1,154	1,433	1,307
Cleaning and Safety Partners Contacted	755	1,238	1,348	976	1,179	1,863
Customer Contacts	3,035	2,697	4,629	3,210	2,657	2,160
Garages / Lots Patrolled	1,033	1,371	1,332	1,238	1,797	2,226
Homeless / Transient Contacts	1,049	1,029	1,446	1,170	1,690	1,508
Bars Patrolled (From March 2019)					399	1,201

### 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.

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. In 2020, due to the pandemic, we concentrated our resources on overnight patrols for Wednesday through Saturday.

### DMD Cleaning and Safety Partnership:



DMD hosted 6 bi-monthly meetings, attended by 97 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	2019-2020
Homicide	0	0	1	0	0	1	1
Aggravated Assault	49	65	31	6	9	6	15
Arson	1	0	0	0	1	1	1
Burglary	10	10	3	14	10	15	22
Sexual Assault	5	6	7	7	3	7	8
Larceny	184	135	131	113	145	145	178
Motor Vehicle Theft	20	10	6	16	9	13	20
Robbery	12	8	9	5	12	2	11
<b>Total</b>	<b>281</b>	<b>234</b>	<b>188</b>	<b>161</b>	<b>189</b>	<b>190</b>	<b>256</b>

### Making the District More Beautiful and Accessible:



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

### Planter/Landscaping Statistics

		2018-2019	2019-2020
Planter Maintenance	Collection of these category statistic commenced Jan 2019	1,677	8,177

During the 2019 holiday season 383 light poles were decorated with garland and bows in collaboration with DMD staff, The Clean Team, volunteers, and Downtown stakeholders.





# 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
- Continued to update and promote available real estate properties on DowntownTX.org website and through social media tools
- Updated real estate marketing materials annually to facilitate business and developer recruitment
- Worked with the City to continue to implement vacant building ordinance
- Worked with property owners to identify demand for exterior improvements
- 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 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, Texas A&M University Corpus Christi, in Downtown
- Once operational, the Texas A&M University Corpus Christi building will become a downtown hub for the arts, education, and innovation.
- Worked with developers, real estate agents, and various professionals to identify 2 market sectors to target for the Downtown Office Occupancy Program
- Grew Downtown Merchants Association to mobilize stakeholders and develop programs to increase sales
- Continued to host monthly Downtown Development 101 to review the process involved with starting a new business or moving an existing business to the Downtown Corpus Christi
- Worked with City to establish process and permit 3 businesses for Sidewalk Cafés in efforts to provide relief for COVID-19
- Implemented Downtown Business Weekly Update Calls to provide updates to downtown businesses and stakeholders during hurricane season and COVID-19
- 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 and social media tools
- Advocated for affordable/mixed income, workforce housing
- Worked with CCREDC to organize the White House Opportunity & Revitalization Council (WHORC) Opportunity Zone Tour
- Worked with City Staff to get Service Plan for Fiscal Year 2021 approved and renew the Interlocal Cooperation Agreement between Corpus Christi Tax Increment Reinvestment Zone #3 (TIRZ #3) and the Corpus Christi Downtown Management District (DMD)
- Finalized incentives for the redevelopment of TIRZ #3 in the amount of \$510,000 for program and incentive administration, \$50,000 for downtown park maintenance activities and \$50,000 for downtown right-of-way maintenance activities for a total contracted amount of \$610,000 for FY2021
- Conducted a bi-monthly survey to determine how downtown businesses are specifically impacted by COVID-19
- Diligently worked with City staff, government officials, and professional associations to learn about the various relief programs available to businesses due to COVID-19
- Secured an update from the City Development Services and parking lot property owners for Parking Meters and Parking Garages
- Developed a project plan to assist willing property owners in “white-boxing” their retail spaces, to facilitate retail pop-ups during the holiday season and throughout the year with the intent that these spaces will become permanent retail spaces



**Goal: Increase number of new businesses downtown**

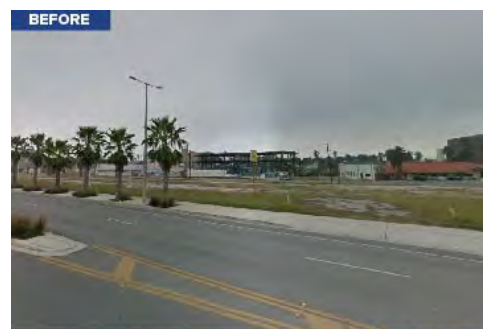
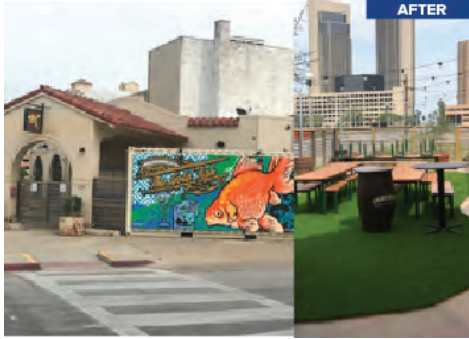
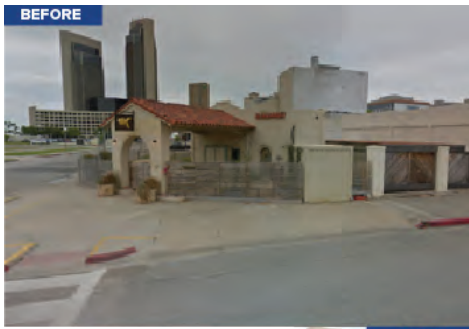
Open and Closed Street Level Restaurant/Bar/Entertainment/Service Businesses							
Benchmark	2014 -2015	2015 -2016	2016 -2017	2017 -2018	2018 -2019	2019 -2020	Total
Opened	13	4	7	8	11	12	55
Closed	10	1	3	2	1 (7*)	9**	29
Net Gain	3	3	4	6	10	0	26



**Goal: Reduce number of vacant areas downtown**

Street Level Vibrancy Benchmarks						
Benchmark	2014 -2015	2015 -2016	2016 -2017	2017 -2018	2018 -2019	2019 -2020
Vacant Storefronts	31	28	28	28	24	27
Entirely Vacant Buildings	19	19	21	18	17	22
Vacant Square Feet	193,024 sq. ft.	187,928 sq. ft.	192,034 sq. ft.	174,974 sq. ft.	166,274 sq. ft.	164,974 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)	1,429,149 (32.8 Acres)







# Communications and Events:

**Objective:** 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:

- Continued to promote Greater Downtown Brand and build out the website Managed Downtown and Marina Arts District websites and social media tools
- Added Downtown Parking to website to identify public parking options for downtown visitors
- Gained a Reach of over 935,322 users on Facebook
- Gained an increase of over 2,654,033 Impressions on Instagram
- Provided over \$5,000 in sponsorships, marketing and in-kind support to festivals and cultural events for TamalesFest, Surftoberfest, St. Paddy's Day Festival, Corpus Christi Brew Fest, and Bows for Breast Friends.
- Launched the sale of the Downtown Corpus Christi Coloring Book to raise funds for art installations in the Marina Arts District by collaborating with
- Downtown Revitalization Alliance and local artists
- Developed and virtually launched Downtown Corpus Christi Shopping Guide
- Launched Self-Guided Driving Tour of Downtown Electrical Box Murals
- Implemented Mural Monday social media program featuring artists of downtown electrical box murals
- ArtWalk was selected as the winner in the Best Date Night Category for The Bend Magazine Local's List
- ArtWalk was featured in the Corpus Christi Lotería bingo game, a local project created to highlight the unique landmarks, eateries, shops, places and traditions that locals love most about our Sparkling City by the Sea
- Managed monthly ArtWalk with new vendors, expanded ArtWalk to be hosted in both Artesian Park and La Retama Park
- Developed ArtWalk committee and 2020 Improvement Plan to increase vendor participation and event attendance by enhancing programming and increasing marketing
- Launched Virtual ArtWalk and BridgeWalk to provide a platform to advocate for community support of local businesses and vendors
- Collaborated with social media influencers to promote social media campaigns, Bucket Lists and Support Local T-Shirt Program, to expand reach
- Collaborated with Corpus Christi Comic Con to host Movie Night in La Retama Park for March ArtWalk
- Continued to program Kids Zone at ArtWalk featuring a free art activity and games to children
- Launched Support Local Curbside and Welcome Back A-frame Programs to promote community support of downtown businesses during COVID-19
- Celebrated the 100th BridgeWalk and approximately 28,827 individuals have walked the bridge since 2011
- Promoted businesses and events through the website, newsletter and social media tools
- Downtown Corpus Christi Cultural District 2019 Annual Report was approved by the Texas Commission on the Arts
- Grew email list and regularly 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
- Attracted new sponsorships, volunteers and programming
- Worked with stakeholders to develop new marketing partnerships
- Supported and assisted District events and partners with organizations/stakeholders to create new ones
- Supported local businesses with programs including State of the Police Department, Young Business Professionals Superhero Dinner, and Small Business Saturday
- Continued to promote Downtown Swag program by distributing Downtown Corpus Christi promotional items to help bring awareness to our organization and aid in the development of strong relationships with co-creators that support our mission
- Updated logo and name across social media platforms, internal documents, and email signatures to have a cohesive brand

## Downtown Merchants Association:



DMD created the Downtown Merchants Association in November 2015 and in this, its' fifth 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. Downtown Merchants Association 2020 membership fees were waived in efforts to provide relief during COVID-19.

## 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

Social Media	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
Marina Arts Website	124,533 Views	99,348 Views	135,315 Views	114,398 Views	24,000* Views
Go Downtown CC Website			6,005 Views	8,242 Views	24,635 Views
Facebook	17,057 Followers	17,417 Followers	17,659 Followers	19,416 Followers	22,059 Followers
Instagram	2,371 Followers	3,029 Followers	3,649 Followers	8,973 Followers	15,045 Followers
E-Newsletter	2,088 Subscribers	6,527 Subscribers	5,874 Subscribers	5,886 Subscribers	5,886 Subscribers

\*The reduction in Marina Arts District Website views is the result of eliminating Dine Downtown from lack of evidence of ROI for businesses, and suspending in person events starting in March 2020 due to COVID-19. Most visits were related to information or registration for ArtWalk or BridgeWalk. The DMD will continue to focus on phasing into Go Downtown CC as the main webpage and source of information.







# Organizational Management:

**Objective:** 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.

## 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:

- Continued to facilitate strategic fundraising and membership plan to attract resources from Downtown stakeholders, regional corporate anchors and philanthropic institutions
- Managed \$309,000 of interlocal agreements with the City of Corpus Christi
- Managed over \$660,000 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 \$28,120 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 2020-2021 District Service Plan and \$1.54 Million budget
- Received DMD Board and City staff approval for 2019-2020 Budget Amendments in response to economical impacts from COVID-19
- 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
- Upgraded technology resources to maximize organizational effectiveness and assist in remote working program to comply with best social distancing and safety practices in response to COVID-19
- Earned 2020 National Accreditation from Main Street America recognizing our work over the past few years as successful under the Ten Standards of Performance established by the National Main Street Center
- 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
- Staff members attended International Downtown Association and Texas Main Street Annual Conferences
- Received CCDMD Board approval for Executive Director to serve interim dual role as Chief Executive Officer of Visit Corpus Christi at the request of the City Manager and Visit Corpus Christi Board
- Continued to utilize the Internship Program
- Executive Director served dual role as Interim Chief
- Executive Officer of Visit Corpus Christi for 6 months and participated in hiring process for a new Chief Executive Officer of Visit Corpus Christi
- Staff member served as President of Leadership Corpus Christi Alumni Association
- Staff member was selected to be a member of Leadership Corpus Christi Class 49 for the 2020 - 2021 Program
- Successfully hired Marketing Assistant staff member with graphic design degree for FY 2019 - 2020
- 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
- Reconvened the Downtown Revitalization Alliance Board

### INCOME

#### City/Public Support

City Interlocal Agreements	\$309,000
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TIRZ	\$660,000
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<b>Total Income</b>	<b>\$969,000</b>
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#### Private Sector Support

Assessment Income	\$213,369
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Advisory Council	\$102,500
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Merchants Association	0
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Sponsorships/Grants	\$28,120
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Events, Memberships	\$5,733
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Total	\$349,722
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<b>Total Revenue</b>	<b>\$1,318,722</b>
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### EXPENSES

District Operations	\$559,129
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Develop and Improve	\$204,857
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Marketing and Events	\$53,920
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Organizational Management	\$526,179
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<b>\$1,344,085</b>
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Excess of Revenue Over Expenses	(\$25,363)
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<b>Total Expenses</b>	<b>\$1,318,722</b>
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## City of Corpus Christi 2019-2020

The City of Corpus Christi is the biggest financial contributor to downtown revitalization and our organization. The City matches dollar for dollar of the property owner levy. In 2016, the City added \$100,000 for security and pioneered the TIRZ #3 partnership, which has expanded to \$660,000.

- **Interlocal:** \$209,000
- **Bike Patrol:** \$100,000
- **TIRZ #3:** \$660,000

## DMD Advisory Council 2019-2020

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 | \$10,000
- CCISD | \$10,000
- H-E-B | \$10,000
- Nueces County Commissioners Court | \$10,000
- Bill Greehey Valero | \$10,000
- voestalpine | \$10,000
- American Bank | \$5,000
- Frost Bank | \$5,000
- San Jacinto Title | \$2,500

## Special Thanks to our Event Sponsors!

- Carolyn Vaughn | \$5,000
- Stewart Title | \$3,000
- Thomas J Henry | \$2,500

## DMD Merchant's Association 2018-2019

2020 Vintage

Art Center of Corpus Christi

Art Museum of South Texas

Bay Jewel

BUS - Bar Under the Sun

Cassidy's Irish Pub

Corpus Christi Regional  
Transportation Authority

Chels Marie

Cosmopolitan

Education Service Center

Edward Jones - Barbara Ellis

Elevated Screen Printing

Grow Local South Texas

Harbor Playhouse

Harrison's Landing

House of Rock

Impact Marketing

K Space Contemporary

KCS Public Relations

Matt Cravey Real Estate

Mesquite Street

Mully's Irish

Nueces Brewing Company

Peace of Mind

Produce

Richline Technical Services

Rockit's Whiskey Bar & Saloon

Taylor Cravey Photography

Tease Salon

The Bend

The Exchange

Visit Corpus Christi

Water Street Restaurants







DOWNTOWN  
MANAGEMENT  
DISTRICT

C O R P U S   C H R I S T I