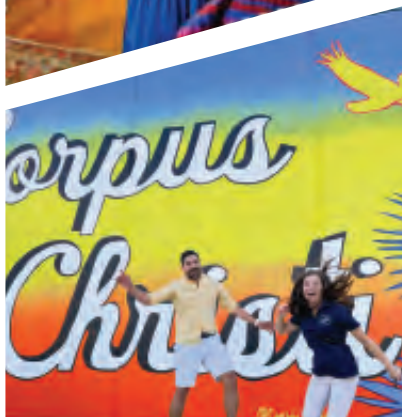




2020-2021 IMPACT REPORT





Chairman and Executive Director's Message

Thirty years ago, downtown property owners banded together with the support of the City of Corpus Christi to create the Corpus Christi Downtown Management District. Three decades later, this FY 21 Annual Impact Report shows how that legacy has been carried forward. With support from the community, our neighbors, and new leadership across all levels of government, we have advanced our founder's quest to work collaboratively and create the most vibrant Downtown on the Gulf of Mexico.

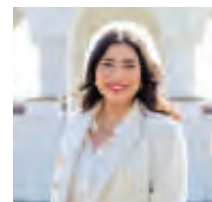
2021 was a restorative year for the DMD, finding ways to bring the community back together after a yearlong hiatus due to COVID-19. With the addition of five new team members over the course of the year, our freshly energized team worked strategically to make substantial improvements that positively impacted the greater downtown area.

We launched initiatives like the weekly Downtown Run Club, establishing an entire new segment of downtown stakeholders while leveraging our beautiful natural resources. We brought sparkle back to Chaparral Street and increased safety with Mayor Guajardo's ¡Illuminando! Downtown Initiative presented by Corpus Christi Medical Center. Through many partnerships with the City of Corpus Christi, we were able to invest in public spaces at levels unprecedented in recent history.

The restorative nature of 2021 enabled business to once again flourish, with the opening of 10 new businesses, no business closures, and 47 new potential business inquiries. In an effort to understand post-COVID demand and market impact, we studied residential and parking needs, finding the demand remains strong. The outdoor patios we developed in partnership with the City made downtown an iconic outdoor dining destination, earning recognition in Texas Town & City Magazine. We were even able to take the holiday season to new heights!

Our greatest labor of love this year was the development of our new Five Year Strategic Plan, which sets a challenging and bold agenda for the future of our organization and community. And while we always aim to look forward, this Annual Impact Report highlights additional accomplishments our team delivered to our community this past year. Please join us in celebrating these achievements as we look forward to even more innovation in 2022!

Sincerely,



Alyssa Barrera Mason
Executive Director



Glenn Peterson
Chairman of the Board

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.

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.

**New Vision & Mission Statement crafted in FY 2022.*



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

FY 2021 DMD Staff

Alyssa Barrera Mason	Executive Director
Erica Tamez	Executive Assistant & Special Projects Coordinator
Alan Albin	Finance & Administration Manager
Eric Jaramillo	Clean Team Operations Manager
Roger Montelongo	Planning & Urban Design Manager
Jason Alaniz	Economic Development Manager
Christa Vivanco	Economic Development Assistant
Alexis Hill	Public Relations & Programming Manager
Savannah Garza	Brand & Social Media Coordinator

FY 2021 DMD Board

Glenn R Peterson, Chairman	Realty Exchange Group
Dee Dee Perez, Vice Chair	Hotel Corpus Christi Bayfront
Janet Maxwell, Treasurer	Business Interiors of Texas
Josh Richline, Secretary	Richline Technical Services
Jaime Nodarse Barrera	Texas A&M University Corpus Christi
Cherylyn Boyd	Stonewater Properties
Robert Charles	IBC Bank
Raymond Gignac	Gignac & Associates
Eric Gutschow	Rockit's 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
Caitlin Shook	Shook Enterprises
Cheryl Votzmeyer	Representing Clower Management

DISTRICT OPERATIONS

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



Improve Cleanliness & Perceptions of Cleanliness

17,000

Hours Spent Servicing the District by an 8-Person Clean Team

➤ Implemented a Clean Team Ambassador of the Quarter Recognition Program.



40,000

Bags of Debris Collected

55,600

Block Faces Swept

988

Cigarette Buttlers Emptied

Clean Team Benchmarks	FY 18	FY 19	FY 20	FY 21
Bag of Debris Collected	32,283	46,108	34,213	39,998
Block Faces Swept	22,907	45,179	45,099	55,592
Biohazard Removal	-	3,053	5,887	4,537
Trash Can Maintenance	-	1,221	3,812	4,537
Graffiti Remediated	645	650	458	695
Street Team Hours	15,550	15,830	16,475	16,971

Improve Safety & Perceptions of Safety

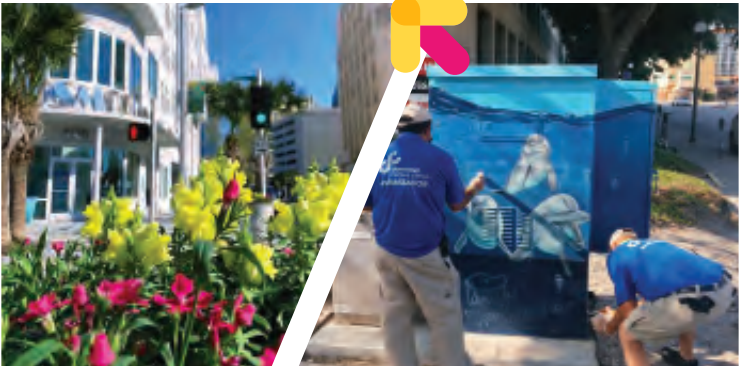
2,159

Off Duty Police Bike & Walking Patrol Hours

100+

Trees Lit Year Round as part of the ¡Illuminando! Downtown Initiative with Mayor Guajardo and Corpus Christi Medical Center

- Partnered with property owners on Peoples Street to install string lights during monthly ArtWalk.
- Conducted monthly Downtown Lighting/Walkability Audits to report 202 lights out to AEP.
- Improved the Safety Partnership by recruiting more members and moving to a monthly meeting combined with the Merchants Association.



Infrastructure Strategies



5

Streets Converted to Two-Way Streets in Partnership with the City of Corpus Christi

\$400,000

Invested in Downtown Two-Way Street Conversion Project



Starr Street, Peoples Street, Schatzell Street, Lomax Street, John Sartain Street

Beautification Strategies

\$150,000

Invested in Beautifying Downtown Parks



Concrete replaced in Artesian Park.



Relandscaping of a key feature in La Retama Park.



11,000

Planter Upkeeps

1,800

Flowers Refreshed



Implemented 43 seasonal banners on Chaparral.



Expanded Downtown Holiday Decorations in Artesian Park, La Retama Park, Chaparral Street and the Marina to improve the festive look of downtown over the holidays.



33 trash cans acquired for Corpus Christi Marina.



Chaparral Street Mural



Commissioned local artist, Cameron Walls, to activate the east side of Chaparral & Peoples St. with a colorful, coastal mural.

2,656

Square Foot Mural Added to Chaparral Street



DEVELOP & IMPROVE DOWNTOWN

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



Attract New Business Strategies

\$8,000,000

Committed for Future Developments

\$540,000

Awarded & Paid to Downtown Businesses Through TIRZ #3



47

Meetings Held with Potential New Businesses

12

Property Updates on DowntownTX.org

9

New Businesses Opened



Facilitate Building Rehabilitation & Infill Development

Conducted Study to Find

1,700

New Residential Units Can be Absorbed Over the Next 10 Years Downtown

31

Meetings Hosted with Real Estate Brokers/Agents, Developers, & Downtown Stakeholders



Recommended and received TIRZ #3 Board approval for the expansion of the Chaparral Street TIRZ Program to Mesquite Street in an effort to assist with vacant building rehabs and retail projects in the works on Mesquite Street.

Opened & Closed Street Level Restaurant/Bar/Entertainment/Service Businesses

Benchmark	2017-2018	2018-2019	2019-2020	2020-2021
Opened	8	11	12	9
Closed	2	1 (7*)	12**	0
Net Gain	6	10	0	9

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

** All of the business closures were directly related to the COVID-19 pandemic.

Increase Downtown Office Occupancy

2

Familiarization Trips to Comparative Set Cities Kansas City & San Antonio



Improve Right of Way Management

8

Sidewalk Cafes Created to
Provide COVID-19 Relief

\$50,000

Funding Provided by Texas
Cares Act for Pop-Up Patios

\$100,000

Additional Funding Secured for
Expansion of Outdoor Dining Program
from City Recovery Grant



Street Level Vibrancy Benchmarks

Benchmark	2017-2018	2018-2019	2019-2020	2020-2021
Vacant Storefront	28	24	27	24
Entirely Vacant Buildings	18	17	22	20
Vacant Square Feet	174,974 sq. ft.	166,274 sq. ft.	164,974 sq. ft.	173,378 sq. ft.



Facilitate Parking Improvements



Conducted Parking Occupancy Study to Identify

11%

Increase in Need for Parking in Marina
Arts District, Downtown, & Water's
Edge District on the Weekends



Worked with Walter P. Moore
Engineering Consultant to create a
Parking Garage Feasibility Scope.

COMMUNICATIONS & EVENTS

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



Communications

70

News Article Features



Continued to optimize social media tools including the addition of Instagram Reels, TikTok videos and a YouTube Channel.

63,000

Visits to
GoDowntownCC.com



Strategically crafted the Go Downtown CC website menu to provide access to tools for users to explore, live, improve and connect to Downtown.

21,600

Followers on Instagram

682,000

People Reached on Instagram

25,100

Followers on Facebook

1,710,000

People Reached on Facebook

Downtown Run Club



Launched Downtown Run Club, a social run club for downtown friends and neighbors that includes earning a free t-shirt by participating in the weekly district run and rotating, post-run happy hour specials at downtown establishments.



1,200

Run Club Group Members on Facebook

67

Average Weekly
Runner
Attendance

5

HOKA
Sponsored
Events

Merchants Association



Merchants Association's mission is to create a collaborative working group of merchants that pool resources to increase sales & enhance the Downtown experience.

29

Merchant
Association
Members

Brand & Marketing

20,300

Views on Discover
Downtown Video Series

\$9,100

Raised from Downtown
Commemorative Ornament



Developed and virtually launched Downtown Corpus Christi Shopping Guide.



Celebrated 20,000 followers on Instagram with a giveaway campaign.

5,426

Newsletter
Clicks

Social Media	FY 17-18	FY 18-19	FY 19-20	FY 20-21
Marina Arts Website	135,315 Views	114,398 Views	24,000 Views*	-
Go Downtown CC Website	6,005 Views	8,242 Views	24,635 Views	63,273 Views
Facebook	17,659 Followers	19,416 Followers	22,059 Followers	25,102 Followers
Instagram	3,649 Followers	8,973 Followers	15,045 Followers	21,682 Followers
E-newsletter	5,874 Subscribers	5,886 Subscribers	5,886 Subscribers	6,014 Subscribers

* Successfully redirected all Marina Arts District website viewers to the Go Downtown CC website.



Merchants Association Members

2020 Vintage	K Space Contemporary	Nueces Brewing Co.
Art Center of Corpus Christi	Enjoy Corpus Christi Tours	Peace of Mind Massage Therapy
Art Museum of South Texas	The Exchange	Rebel Toad Brewing Co.
Axis Tattoo	Harrisons Landing	Taylor Cravey Photography
BUS	House of Rock	The Gold Fish
Cassidy's Irish Pub	Impact Marketing	The Point of Corpus Christi
Chels Marie Boutique	La Playa By The Bay	Water Street Market
Commons General Store	Mesquite Street Pizza & Pasta Co.	

Special Events

83,600

People in the Marina Arts District for 4th of July Weekend

5

Major District Events Supported

- Facilitated new tradition "Jolly Roger Night" on the first day of Buc Days to kick-off our self-guided Pirate Pub Crawl.



14

Pirate Pub Crawl Locations

5

Collaborations with Local Influencers

16.4K

People Reached on Social Media

Holiday Series

32,000

People Attended DMD Holiday Events

189,000

Peoples Were Reached on DMD Social Media

- Marketed Downtown Corpus Christi as a holiday destination for visitors and residents.
- Acquired 66-foot Christmas Tree from Visit Corpus Christi.
- Programmed 6 holiday events with the support of the Downtown Advisory Council, Port of Corpus Christi, H-E-B, NEC Co-op Energy, and Mayor Paulette Guajardo.
- Created a holiday photo contest & giveaway on Instagram to encourage more foot traffic in the district.



OCTOBER 2020 - APRIL 2021

Hybrid ArtWalk

- Combining in-person events & virtual vendors, Hybrid ArtWalk created a safe experience to support local in the age of COVID-19.

78

Vendors Hosted

540

Website Views

35

Participating Merchant Events



MAY - JUNE 2021

ArtWalk Pop-Ups

- To ease back into a fully in-person experience, ArtWalk became small, curated markets in open-air environments.

25

Vendors Hosted

21

Participating Merchant Events

30,900

Attendees



JULY 2021 - CURRENT

ArtWalk Block Parties

- Expanding the ArtWalk footprint and forming an ArtWalk committee of merchants & local creatives, the market transitioned to a block party model on Peoples & Lomax Street with live music, more vendors, and merchant programming.

94

Vendors Hosted

32

Participating Merchant Events

87,300

Attendees



ORGANIZATIONAL MANAGEMENT

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



Municipal Management District Administration

- ➔ Developed and Adopted new Five Year Strategic Plan for FY 2022 – 2026.



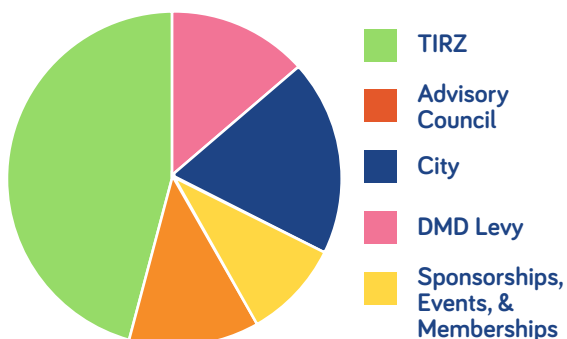
City of Corpus Christi 2020-2021

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 \$787,882.

- ➔ Interlocal: \$215,000
- ➔ Bike Patrol: \$100,000
- ➔ TIRZ #3: \$787,882



Revenue by Sources



Income

City/Public Support

City Interlocal Agreements	\$315,000
TIRZ	\$787,882
Total	\$1,102,882

Private Sector Support

Assessment Income	\$221,954
Advisory Council	\$170,000
Merchants Association	\$12,418
Sponsorships/Grants	\$111,522
Events, Memberships	\$1,767
Total	\$517,611

Deficit	\$17,309
Total Revenue	\$1,637,852

Expenses

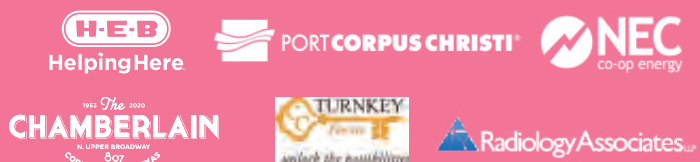
District Operations	\$681,816
Develop and Improve	\$328,764
Marketing and Events	\$45,852
Organizational Management	\$581,420
Total Expenses	\$1,637,852

Downtown Advisory Council 2020-2021

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!



Special thanks to our event sponsors!



5

Organizational and Staff Capacity

Team Members Added



1200

Miles Traveled by 4 DMD Staff to Attend International Downtown Association Conference



- ➔ Silver ADDY Awarded by American Advertising Federation for the 2020 Support Local Campaign.

- ➔ Expanded the team to include a Planning & Urban Design Manager and an Economic Development Assistant.
- ➔ Deployed Working Genius Framework in office to improve collaboration and effectiveness.
- ➔ Executive Director obtained Economic Developer Certification (CEcD) for the International Economic Development Council and attended the Annual Conference in Nashville.
- ➔ Brand and Social Media Coordinator was awarded The Bend Magazine 2021 Reader's Choice Award for Digital Artist/Illustrator.
- ➔ Continued participation in Leadership Corpus Christi, Past President of the Board, Graduate of Class 49, Accepted to Class 50.
- ➔ DMD Staff completed LGBTQ+ Community Ally Safe Zone Training provided by Coastal Bend Wellness Foundation.
- ➔ Joined Urban Land Institute San Antonio Chapter to initiate the formation process for developing a ULI Chapter in Corpus Christi in FY 2021 - 2022.



Technology and Facilities



- ➔ Moved to new office space, increasing team morale and productivity.
- ➔ Procured 3 software programs to help expand our team's capacity in spatial planning, modeling development scenarios, and tracking district wide attendance.



Information Management

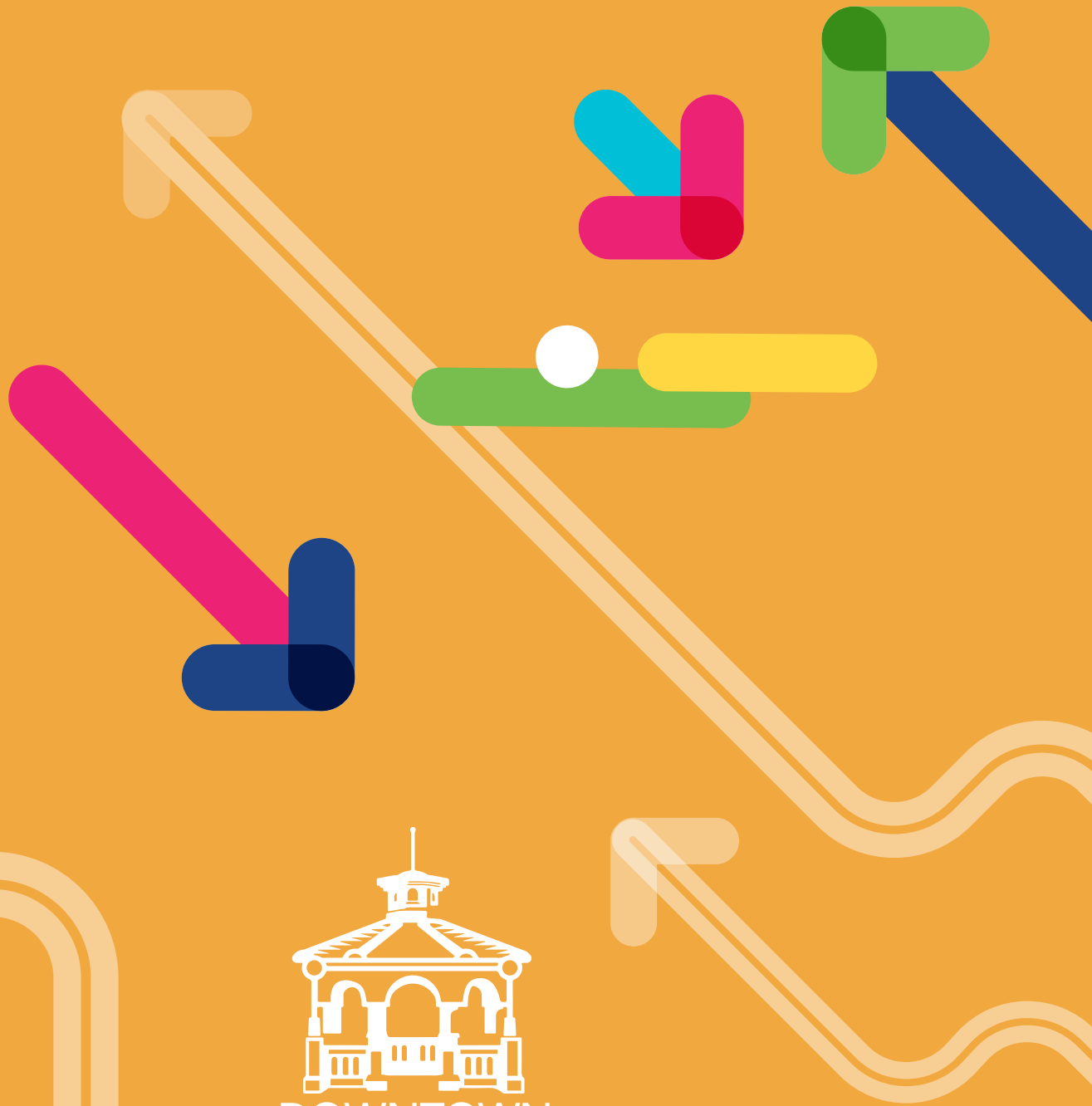


- ➔ Published 2019-2020 Annual Report and virtually launched State of Downtown Video featuring the Annual Report highlights.

13,700

People Reached from Virtual State of Downtown





DOWNTOWN
MANAGEMENT
DISTRICT
CORPUS CHRISTI