



Board Meeting

February 15, 2024

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**CORPUS CHRISTI DOWNTOWN MANAGEMENT DISTRICT
REGULAR BOARD OF DIRECTORS MEETING**

9:00 a.m., Thursday, February 15th, 2024

IBC Bank, 221 S. Shoreline, 2nd Floor

Corpus Christi, TX 78401

- 1) Determination of quorum
- 2) Call to Order

CONSENT AGENDA

(At this point, the Board of Directors will vote on all motions, resolutions not removed for individual consideration)

- 3) Minutes of the Regular Board of Directors Meeting of January 18th, 2024.
- 4) Financial Statements.
- 5) Report on absences from 2023 DMD Regular Board of Directors meetings with possible action.

AGENDA

- 6) PUBLIC FORUM:
Please limit presentations to three (3) minutes. If you plan to address the Board during this time, please sign the designated form giving your name, address and topic.
- 7) City and Partnering Organizations Reports:
 - a. Seawater Desalination Project with Possible Action
- 8) DISTRICT OPERATIONS:
 - a. Clean Team / Block by Block
- 9) PLACEMAKING:
 - a. Construction Mitigation Tool Kit
 - b. Wayfinding
 - c. Mural Fest 2024
- 10) ECONOMIC DEVELOPMENT:
 - a. Projects
- 11) PROMOTIONS:
 - a. ArtWalk – Terms & Conditions with Possible Action
 - b. Special Events
 - c. Programming
- 12) ORGANIZATIONAL MANAGEMENT:
 - a. Boundary Expansion Updates
 - b. *Staff Performance Appraisals with Possible Action
- 13) Board Requests for Next Meeting:
- 14) Adjourn.

*** EXECUTIVE SESSION**

Public Notice is given that the DMD Board of Directors may elect to go into executive session at any time during the meeting in order to discuss any matters listed on the agenda, when authorized by the provisions of the Open Meeting Act, Chapter 551 of the Texas Government Code, and that the Board of Directors specifically expects to go into executive session on the following matters. In the event the Board of Directors elects to go into executive session regarding an agenda item, the section or sections of the Open Meetings Act authorizing the executive session will be publicly announced by the presiding officer.

Posted: County Clerk, Nueces County Courthouse. District Office, 921 N Chaparral STE 100. City Secretary, Corpus Christi City Hall IBC Bank, 221 S. Shoreline, 2nd Floor

Minutes, Regular Board of Directors Meeting January 18th, 2024
**MINUTES OF THE REGULAR MEETING OF THE
BOARD OF DIRECTORS FOR THE
CORPUS CHRISTI DOWNTOWN MANAGEMENT DISTRICT**

The meeting of the Board of Directors of the Corpus Christi Downtown Management District was held at 9:00 a.m. on Thursday, January 18th, 2024, at IBC Bank, 2nd Floor, 221 S Shoreline, Corpus Christi, TX 78401 pursuant to call and notice in accord with the Texas Open Meetings Act, District Bylaws, and District policy. The following Directors are present for the meeting: Barrera, Charles, Gignac, Gutschow, Lain, Lomax, Maxwell, Molina, Peterson, Shook, & Trevino. Also present: A. Mason, A. Albin, E. Beardmore, J. Bodwell, D. Campos, A. O'Donnell, V. Villarreal, & P. Wiggins CCDMD, D. Watson, Block by Block, E. Borgstedte, City of Corpus Christi, R. Dailey & T. Johnson, TXDOT, L. Allison & M. Perez, FlatIron Dragados.

Chairman Peterson determined a quorum at 9:02 a.m. Item 1 & called meeting to order Item 2.

Chairman Peterson moved to the **CONSENT AGENDA**, Items 3, 4, & 5 on the agenda.

A motion was made by B. Molina to approve the Consent Agenda.

This was seconded by R. Charles and passed unanimously.

Chairman Peterson moved to Item 6 on the agenda.

6) PUBLIC FORUM:

There were no comments from the public.

Chairman Peterson moved to Item 7 on the agenda.

7) CITY & PARTNERING ORGANIZATIONS REPORTS:

a) Harbor Bridge Update.

L. Allison provided an update on the Harbor Bridge project by PowerPoint presentation. The project is on track for completion in the Spring of 2025.

Chairman Peterson moved to Item 12a on the agenda.

12) ORGANIZATIONAL MANAGEMENT:

a) Motion to approve the FY 2023 Audit.

E. Garza of E. Garza & Co presented the FY 2023 audit and recommended that the DMD build up their fund balance and take advantage of budget amendments throughout the year.

A motion was made by C. Lain to approve the FY 2023 audit, this was seconded by J. Barrera and passed unanimously.

Chairman Peterson moved to Item 8 on the agenda.

8) DISTRICT OPERATIONS

a) Clean Team / Block by Block

D. Watson provided an update on monthly operations by PowerPoint presentation.

Chairman Peterson moved to Item 9 on the agenda.

9) PLACEMAKING

a) Holiday Installations Update

b) Wayfinding.

c) Mural Fest 2024

A. O'Donnell provided updates by PowerPoint presentation.

Chairman Peterson moved to Item 10 on the agenda.

10) ECONOMIC DEVELOPMENT

a) Projects

J. Bodwell provided updates by PowerPoint presentation.

Chairman Peterson moved to Item 11 on the agenda.

11) PROMOTIONS.

- a) ArtWalk
- b) Special Events
- c) Programming
- E. Beardmore provided updates by PowerPoint presentation.

Chairman Peterson returned to Item 12 on the agenda.

12) ORGANIZATIONAL MANAGEMENT:

- b) New Team Member
 - A. Mason introduced B. Espinosa , Marketing & Social Media Assistant.
- c) 2023 Downtown Perception Survey
- d) Website RFP
- e) Boundary Expansion Updates.
 - A. Mason provided updates on items c. through e. by PowerPoint Presentation
- A. by PowerPoint presentation.

Chairman Peterson moved to Item 13 on the agenda.

13) Board Requests for Next Meeting

No requests were made.

Chairman Peterson moved to Item 14 on the agenda.

14) Adjourn

Meeting adjourned at 10:00a.m.

_____ Glenn Peterson, Chairman.

Corpus Christi Downtown Management District.

Balance Sheet

As of January 31, 2024

Jan 31, 24

ASSETS

Current Assets

Checking/Savings

1000 - Bank Deposits

1100 - Petty Cash 15.56

1150 - PayPal 5,400.30

1215 - American Bank Operating Account 18,690.43

1223 - American Bank EFT Account 163,953.76

1284 - American Bank Office Account 889.76

Total 1000 - Bank Deposits 188,949.81

Total Checking/Savings 188,949.81

Accounts Receivable

11000 - Accounts Receivable 183,020.83

Total Accounts Receivable 183,020.83

Other Current Assets

2000 - Current Assets

2200 - Prepayments 11.99

Total 2000 - Current Assets 11.99

Total Other Current Assets 11.99

Total Current Assets 371,982.63

TOTAL ASSETS 371,982.63

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Accounts Payable

20000 - Accounts Payable 109,018.12

Total Accounts Payable 109,018.12

Other Current Liabilities

23100 - Accruals 24,580.60

24000 - Payroll Liabilities

24200 - Retirement Contributions 3,072.79

Total 24000 - Payroll Liabilities 3,072.79

25500 - Sales Tax Payable 0.10

Total Other Current Liabilities 27,653.49

Total Current Liabilities 136,671.61

Total Liabilities 136,671.61

Equity

30000 - Opening Balance Equity 160,983.44

32000 - Unrestricted Net Assets -3,518.04

Net Income 77,845.62

Total Equity 235,311.02

TOTAL LIABILITIES & EQUITY 371,982.63

**Corpus Christi Downtown Management District.
Condensed Profit & Loss Budget Performance
January 2024**

	<u>Jan 24</u>	<u>Jan 23</u>	<u>Variance</u>	<u>Oct '23 - Jan 24</u>	<u>Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense						
Income	<u>196,667.00</u>	<u>165,027.05</u>	<u>19.17%</u>	<u>777,629.11</u>	<u>2,244,536.00</u>	<u>34.65%</u>
Gross Profit	<u>196,667.00</u>	<u>165,027.05</u>	<u>19.17%</u>	<u>777,629.11</u>	<u>2,244,536.00</u>	<u>34.65%</u>
Expense						
60000 - District Operations	50,271.63	48,129.35	4.45%	216,315.43	656,366.00	32.96%
62000 - Economic Development	0.00	0.00	0.0%	2,600.00	21,000.00	12.38%
63000 - Placemaking	785.00	29,452.95	-97.34%	51,103.51	142,607.00	35.84%
64000 - Promotions	10,383.10	15,300.81	-32.14%	85,623.33	305,700.00	28.01%
65000 - Organizational Management	75,468.03	61,316.23	23.08%	344,141.22	1,086,183.00	31.68%
69810 - Transfer to Reserve	0.00	0.00	0.00	0.00	32,680.00	0.0%
Total Expense	<u>136,907.76</u>	<u>154,199.34</u>	<u>-11.21%</u>	<u>699,783.49</u>	<u>2,244,536.00</u>	<u>31.18%</u>
Net Ordinary Income	<u>59,759.24</u>	<u>10,827.71</u>	<u>451.91%</u>	<u>77,845.62</u>	<u>0.00</u>	<u>100.0%</u>
Net Income	<u>59,759.24</u>	<u>10,827.71</u>	<u>451.91%</u>	<u>77,845.62</u>	<u>0.00</u>	<u>100.0%</u>

Final versus Provisional Financials

FY 2024	Provisional	Final	Variance
Month	October 2023		
Revenue	232,611	224,278	(8,333)
Expenditure	187,490	207,598	20,108
Surplus/(Deficit)	45,121	16,680	(28,441)
FY 2024	Provisional	Final	Variance
Month	November 2023		
Revenue	135,225	135,228	3
Expenditure	157,485	178,710	21,225
Surplus/(Deficit)	(22,260)	(43,482)	(21,222)
FY 2024	Provisional	Final	Variance
Month	December 2023		
Revenue	221,456	221,456	0
Expenditure	163,776	176,567	12,791
Surplus/(Deficit)	57,680	44,889	(12,791)
FY 2024	Provisional	Final	Variance
Month	January 2024		
Revenue	196,667		
Expenditure	136,908		
Surplus/(Deficit)	59,759	0	0

In accordance with the BYLAWS of the CORPUS CHRISTI DOWNTOWN MANAGEMENT DISTRICT, Section 3.2.

"After 3 unexcused absences or 5 total absences in a calendar year for any reason at regularly called Board of Directors meetings, a Board member's resignation will be required.

An excused absence is one of the following: (1) Illness or death in the family; (2) Out of town; (3) Unavoidable family, personal or business related emergencies.

Any other absence is (4) unexcused."

Directors should advise Staff by email in advance of any anticipated absence quoting one of the reasons listed above.

#	Directors - 2023 - attendance	Appt	Exp	Bond	Cell#	1/18	2/15	Absences
1	Barrera, Jaime. N	4/3/20	9/30/26	1/23	361-563-5083	v		0
2	Charles, Robert	12/8/15	9/30/26	1/23	361-815-8199	v		0
3	Gignac, Raymond	8/21/01	9/30/24	1/23	361-442-4345	v		0
4	Gutschow, Eric	9/12/17	9/30/26	1/23	361-510-4899	v		0
5	Kucewicz, Krystof	5/21/20	9/30/24	1/23	505-570-0685	1		1
6	Lain, Casey	6/8/10	9/30/26	1/23	361-510-9863	v		0
7	Lomax, Lesley	10/17/19	9/30/24	1/23	361-215-0858	v		0
8	Maxwell, Janet [Treasurer 9/22-9/24]*	12/18/12	9/30/24	1/23	361-739-8442	v		0
9	Molina, Ben	12/15/22	9/30/26	1/23	361-774-0525	v		0
10	Perez, Dee Dee [Vice-Chair 2/22-9/24]*	6/8/10	9/30/26	1/23	361-673-2800	1		1
11	Peterson, Glenn [Chair 2/22-9/24] *	6/8/10	9/30/26	1/23	361-765-7117	v		0
12	Richline, Josh [Secretary 2/22-9/24] *	10/17/19	9/30/26	1/23	361-510-0561	1		1
13	Shook, Caitlin	4/10/18	9/30/26	1/23	361-774-6724	v		0
14	Trevino, Adrienne	1/19/23	9/30/24	1/23	361-946-9541	v		0
15	Votzmeyer-Rios, Cheryl	4/9/19	9/30/24	1/23	361-728-7041	1		1
	Number in attendance					11		11
	Percentage of attending Directors	Total	15			73.3%	0.0%	6.1%



8. District Operations

Clean Team / Block by Block Update



Downtown Fire – Lower Broadway

- Removed 25 bags of debris days prior; mostly paper and plastic material
- Returned day after fire; landscaped area and removed new litter
- Code enforcement contacted about maintenance of grass



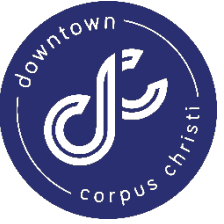
Before



After



Clean Team / Block by Block Update



Downtown Freeze – Winter Storm Heather

- Covered 104 planters and 5 in-ground flower beds in preparation
- Temperatures dropped to very low 20s; foliage covered in frost
- Replaced 65 damaged plants with back stock from indoor greenhouse post freeze

1st Layer: Cloth



2nd Layer: Plastic



Clean Team / Block by Block Update



Abandoned Theatre – Follow up

- Cleared out homeless encampment on back side of building
- Code enforcement was contacted regarding various issues
- Landscaping crew cut grass back on Lawrence side of theatre
- Open door on backside of lot resealed

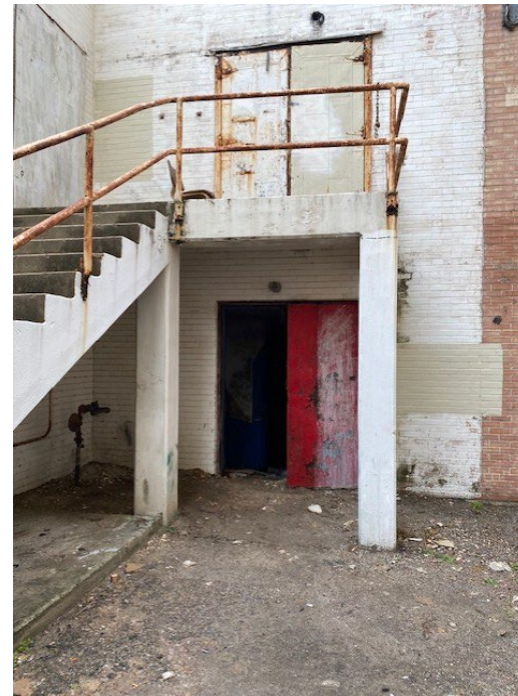
Before



After



Before



After





9. Placemaking



Construction Mitigation Tool Kit

- Created in response to recent Lomax Street closures
- \$10,000 TIRZ allocated in anticipation
- Level 1 – road closure < 7 days
 - Communication and construction updates
 - Social Media & newsletter blast
 - Signage
- Level 2 – road closure = 7-14 days
 - Weekly meetings
 - Art Walk vendor space
 - Social Media reimbursement – up to \$200
- Level 3 – road closure > 15+ days
 - DMD hosts retail contest held on social media
 - If Level 1 and 2 fail to retain 50% of business, DMD will reimburse qualified businesses 25% of retail loss up to \$500 utilizing
- All Reimbursements require application in advance and submittal of forms following closure.



What DMD will do

Level One – Construction lasts less than 7 days

- a. Boost your business through social media posts, stories, reels, and our e-newsletter.
- b. Identify and communicate alternate parking options downtown.
- c. Keep you in the know about construction timelines and updates throughout the duration of construction via various communication channels (group text messages, emails, notices, e-newsletters).
- d. Hold a check-up meeting with impacted business owner to answer any questions, relay updates.
- e. Purchase, place, and maintain chloroplast “Roads closed, businesses open” signs in A-frames and station them on sidewalks for easy pedestrian access.

Level Two – Construction lasts between 7-14 days

- a. Conduct weekly check-in meetings with impacted business owners (Wednesdays @ 4pm on Zoom).
- b. Offer vendor space during our monthly First Friday ArtWalk, if interested, as a way to extend store hours, promote your business, and drive sales.
- c. Reimburse you for any social/online advertising purchased to drive patrons to your business up to \$200.
 - o Instructions:
 1. Fill out Construction Mitigation Reimbursement Application and provide required documentation as listed on application.
 2. Pending application approval, fill out Construction Mitigation Reimbursement Form and submit to Daniela Campos along with receipts/invoices attached (form can be requested from Daniela Campos).

Level Three – Construction lasts 15+ days

- a. A retail contest will be held on social media to encourage sales.
 - o Post a picture of the business and the item purchased, **tag us** and the **individual business** to enter in for a chance to win a prize (prize to be determined):
 - \$50-75 gift card to businesses - \$200-300 value
 - AirPods/Ipad
 - Alexa Echo/Google home assistant
 - Apple TV/Roku/Firestick
 - Giftbasket of Downtown goodies
 - Smart TV
- b. If Level One and Level Two fail to retain 50% of business for longer than 15 days, the DMD will reimburse qualified businesses retail losses accrued during the road closure up to \$500 (does not include Food and Beverage sales).
 - o Instructions:
 1. Fill out Construction Mitigation Reimbursement Application and provide required documentation as listed on application.
 2. Pending application approval, fill out Construction Mitigation Business Loss Form and submit to Daniela Campos along with profit and loss statements attached (form can be requested from Daniela Campos)

What you can do

1. Post on your social media accounts daily, utilizing examples pictured below.
2. Tag us in everything! We love to share your posts and stories on your social media. Make sure you tag us, mention us, or collaborate with us so we can spread the message on our platforms.
 - Don't use social media? Reach out and we can schedule a mini social media workshop to best utilize online tools. -- <https://www.constantcontact.com/blog/social-media-quickstarter/>
 - Bella – DMD’s Social Media & Marketing Assistant
3. Stay in touch! Make sure you have our Communications & Public Relations Coordinator’s information. You can reach me at Daniela@cctexasdmd.com and (361)905-3327. Please make sure I also have your updated contact details or the contact details of a manager. I can't help you if I can't reach you!

Thank you for your patience and understanding. The DMD takes this very seriously and we're here to help. We know road closures are frustrating, inconvenient, and can potentially affect your business, but working together is the best way to move forward as we welcome growth and progress in Downtown.

Sample Post Schedule					
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	WEEKENDS
Breaking/hot news related issues & programs	Breaking/hot news related to issues & programs	Breaking/hot news related to issues & programs	Breaking/hot news related to issues & programs	Breaking/hot news related to issues & programs	Breaking news related to issues & programs
Highlight Issue #1	Highlight Issue #2	Highlight Issue #3	Highlight Issue #4	Highlight Issue #5	Fun and personal posts with humor
Promote events for the week	Highlight on Social Media	Highlight on Research	Spotlight on Staff	Follow Friday (#FF)	
Share resources	Highlight on Leadership Academy	Encouraging and empowering quotes	Behind the scenes look at the organization	Promote local weekend events	
Mainstream news round-up	Promote current online campaign	Promote current online campaign	Share job opportunities	Fun Friday - share something fun	
			Throwback Thursday		

Content Ideas:		
DAILY	WEEKLY	MONTHLY
Photo/Video/Quote of the Day	Hero/Villain of the Week	Social media campaigns that co-opt mainstream events (e.g. Olympics)
Articles and stories focusing on issue areas and program work	Song of the Week	Celebrate holidays, staff birthdays, cause/history month celebrations
Question of the day	Art Piece of the Week	Photo, video, and advocacy campaigns
Daily column (e.g. Diversity Today!)	Inspiring Story of the Week	Executive Director's Round-Up
Opportunity of the Day	Weekly ask to increase followers, fans, and email subscribers	
Statistic of the Day	Shoutouts and acknowledgements	

The Construction Mitigation Tool kit is designed to help impacted businesses during the duration of road closures associated with construction. Eligible businesses can fill out this application and may be qualified to receive advertising reimbursements of up to \$200 or retail loss reimbursements of up to \$500 (does not include Food and Beverage sales), pending application approval and correct documentation attachments provided. Incomplete applications will not be accepted. **Submissions must be emailed to daniela@cctexasdmd.com as individual PDF documents.** Email responses will be sent out upon application approval.

A.) Contact Information:

Contact Name: _____ Date: _____
Business Name: _____
Title: _____
Address: _____
Phone: _____ Email: _____
Best Contact Method: _____

B.) Business Information:

Type of Business: _____
Business Hours: _____
Do You Have a Business Social Media Account?:
 Yes No

Please provide an official copy of your profit and loss statement for this time last year, attached as a PDF.

C.) Road Closure:

Location of Road Closure: _____
Expected Duration:
 Less than 7 days 7-14 days 15+ days
Reason for Closure: _____

D.) Certification:

I hereby certify that I have carefully read through and completed the application in its entirety, submitted all required documents, and am authorized to sign the Construction Mitigation Reimbursement application. The information contained in the application is true and correct to the best of my knowledge.

Signature: _____ Date: _____

Business Name: _____

Requestor: _____ Date Requested: _____

	Social Media Platform used and brief description of advertisement	Cost (Per Attached Documentation)	Invoice Reference
1.			
2.			
3.			
4.			
5.			
TOTAL			

Attached is the Following:

1. Copy of approved Construction Mitigation Application email receipt
2. Copy of Advertisement
3. Documentation of Expenses

Signatures for Submittal:

Signature: _____ Date: _____

An incomplete Request for Reimbursement will not be processed. Submit a PDF version to daniela@cctexasdmd.com.

Internal Office Use Only

Signatures for Approval Process

Request Reviewed by: _____ Date: _____

Documentation Complete: _____

Reimbursement Amount Requested: _____

Reimbursement Approved by: _____ Date: _____

Business Name: _____

Requestor: _____ Date Requested: _____

	2023	2024
Total Revenue		
Cost of Goods Sold		
Gross Profit		
Total Expenses		
TOTAL NET EARNINGS		

Attached is the Following:

1. Copy of approved Construction Mitigation Application email receipt
2. Copy of Profit and Loss statements from current month

Signatures for Submittal:

Signature: _____ Date: _____

An incomplete Request for Reimbursement will not be processed. Submit a PDF version to daniela@cctexasdmd.com.

Internal Office Use Only

Signatures for Approval Process

Request Reviewed by: _____ Date: _____

Documentation Complete: _____

Reimbursement Amount Requested: _____

Reimbursement Approved by: _____ Date: _____

Wayfinding

- 02/01: Deployed updated signage on existing a-frames to replace holiday signs and reflect most current DBA businesses and landmarks
- Installation of new wayfinding frames in progress: Acquiring necessary tools and equipment



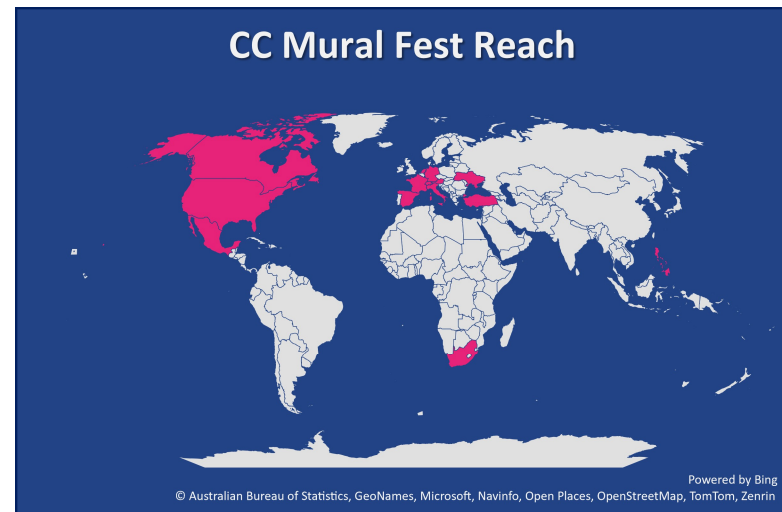


Mural Fest 2024

****Mural Fest: June 01-08**

****Mural Walk: June 07**

- As of 02/06:
 - Received 62 muralist applications from artists across the globe
 - US, Luxembourg, the Netherlands, Spain, Italy, Canada, France, Ukraine, Switzerland, Austria, Turkey, South Africa, Siberia, the Philippines, Mexico
 - Received 5 wall applications
 - 3 Exterior: AKA Sushi, All Good Fitness, & RETRO
 - 2 Interior: Lazy Beach Downtown & House of Rock
 - Call for Walls closes 02/19





10. Economic Development

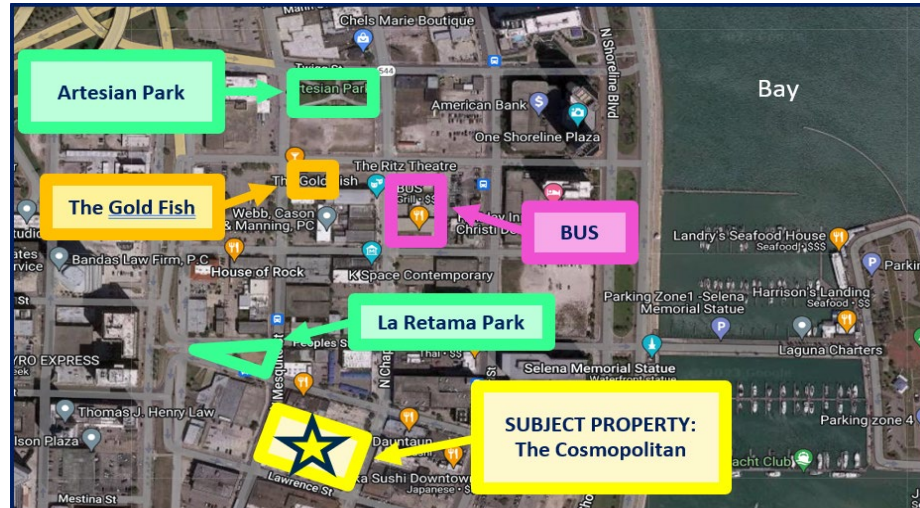
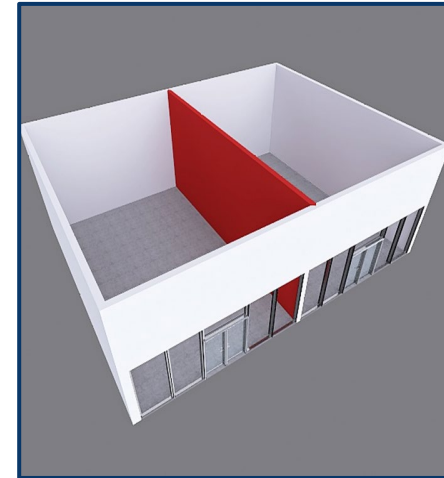
Marty McPies (New Project)

Description	<ul style="list-style-type: none"> Marty McPies, LLC restaurant will be a leased location on the ground floor of the Best Western at 300 N Shoreline Boulevard. Interior improvements will include new drywall, fresh paint, new countertops and backsplash. Exterior improvements will include new patio railings, fresh paint, lighting, security cameras, and new landscaping.
Project Cost	\$97,299
Incentive Proposed	Commercial Finish Out Program - \$19,000 Streetscape & Safety Program - \$8,458
Completion Date	September 30, 2024



Cosmopolitan Retail Suite A (New Project)

Description	<ul style="list-style-type: none"> Corpus Christi Cosmopolitan, LLC is installing a new HVAC system, new electrical wiring, and an interior wall to split the space into two separate leasable suites in this retail space located on the ground level of the Cosmopolitan Apartments. A new tenant will occupy this space and will be coming separately to the TIRZ board with their project proposal for approval.
Project Cost	\$41,535
Incentive Proposed	Commercial Finish Out (Landlord): \$20,000
Completion Date	September 30, 2024



Northwater (Update)

THE NORTH WATER

Description	<ul style="list-style-type: none"> • Complete: HVAC, plumbing, electrical, paint, flooring, cabinets, lighting, and bathroom fixtures for all units • Outstanding: Appliances (have been ordered and are expected in about 3 weeks), perimeter fencing, repairs to the pool, gates, and parking lot (waiting on ROW permit) • Developer’s Goal: Obtain CO by mid-February and begin leasing on March 01
Project Cost	\$5,011,315
Incentive Program	Downtown Living Initiative - \$580,000 Project Specific - \$98,000
TIRZ Deadline	December 31, 2024





11. Promotions

ArtWalk

February 2, 2024 – Love Downtown

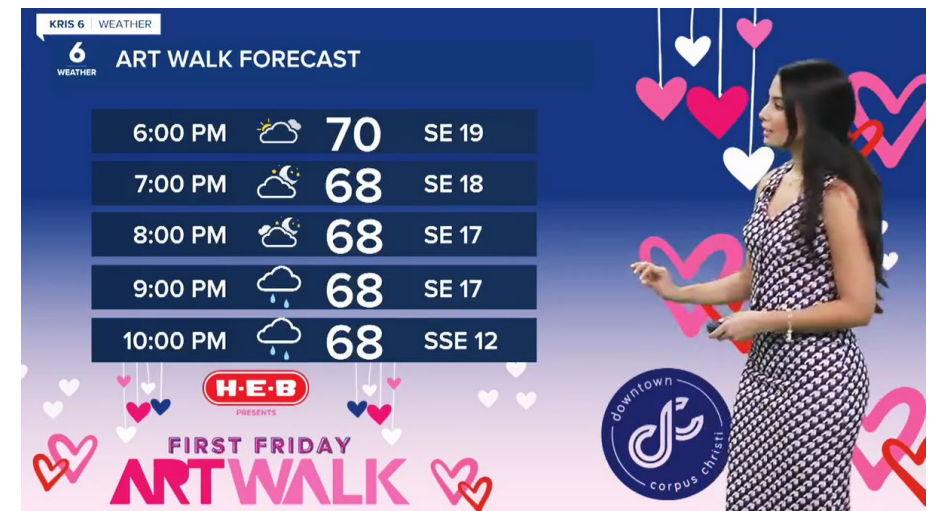
- **24,400 visits in MAD**
 - 6,315 Visits from Out of Towners (50-mi.)
 - 14,300 in '23 (10,100 record increase!)
- **136 Businesses involved:**
 - 4 Pop-up/Park Curators
 - 112 Vendors & Food trucks (48 in '23)
 - 20 Featured Businesses
- **Entertainment**
 - 2 Stages in Parks + 1 Stage in BUS (DMD)
 - 10 Stages in Venues & Businesses
- **Event Format**
 - **Winter Edition:** Dec-Feb (no closures)
 - Park & Pop-up Parties
 - **Block Parties** return March-Nov '24 (weather permitting)



H-E-B PRESENTS FIRST FRIDAY ARTWALK
DOWNTOWN CORPUS CHRISTI
FRIDAY, FEBRUARY 2nd | 6 - 10 PM

Legend:
 Live Music
 Parking
 Ride Share Drop-off

Map Labels: Artesian Park Party, La Retama Park Party, BUS POP-UP PARTY, WATER ST. POP-UP PARTY, ARTCASTLE PRINTING, PROHIBITION, RETRO, WATER STREET MARKET, LAZY BEACH BREWING, LA PLAYA BY THE BAY, 20/20 VINTAGE, REBEL TOAD BREWING CO., THE EXCHANGE, ART CENTER OF CC, THE ANNEX, DOWNTOWN'S MARINA ARTS DISTRICT, PARADE VIEWING & EVENT.

KRIS 6 WEATHER
6 WEATHER ART WALK FORECAST

6:00 PM		70	SE 19
7:00 PM		68	SE 18
8:00 PM		68	SE 17
9:00 PM		68	SE 17
10:00 PM		68	SSE 12

H-E-B PRESENTS FIRST FRIDAY ARTWALK
DOWNTOWN CORPUS CHRISTI

ArtWalk



February 2, 2024 – Theme: Love Downtown

Event Stats	Nov. 2023	Dec. 2023	Jan. 2024	Feb. 2024	Feb. 2023
ArtWalk Attendance	22,800	20,200	19,100	24,400	14,300
# of Vendors	153	95	22	94	41
# of Food Trucks	20	12	6	16	7
# of Block/Park/Pop-up Parties	11/2	0/2/2	0/2/2	0/2/3	0/2/2
# of Vendor Curators	11	2	3	3	2
# of Outdoor Stages	9	2	2/1 indoor	2 / 1 indoor	2
Business Partners	16	11	17	20	12
Special Features	The Port of CC Holiday Tree	Mayor's Merriest Décor Contest	New Years	Love Downtown	Love Downtown

*Reporting is based on the number of visits within the Mariana Arts District during the entire ArtWalk day.

ArtWalk

Strategic Partnerships

- **Media Partnership – New!**
 - KRIS Official Weather Report of ArtWalk
- **Product Partnership – Pending**
 - Andrew’s Distributing
 - Featured Beer Partnership
 - Branded Stages & Patio Parties
- **Block Party Partners – Pending**
 - Starr St. - House of Rock
 - Peoples St. (Central) – The Point
 - Peoples St. (East) – Cassidy’s
 - Lomax St. – La Playa by the Bay



STAGE & PARTY PATIO SPONSORSHIPS

Showcase **YOUR BRANDS** at ArtWalk Block Parties **Live Music Stage** and **Party Patios** and have your brands featured at the **Pop-up Bars!**

SPONSOR PERKS:

MARKETING

- Andrew’s Featured on ArtWalk promotional materials including:
 - Event Map & Activity List
 - Event Poster & Flyers
 - ArtWalk Webpage
 - Select Social Media Posts
 - Email Newsletters
 - Press Releases
 - Radio Ads
- ArtWalk graphics to share on Andrew’s social media sites

  
37,000 28,200 6,300

AT EVENT

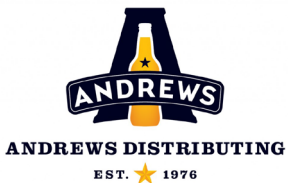
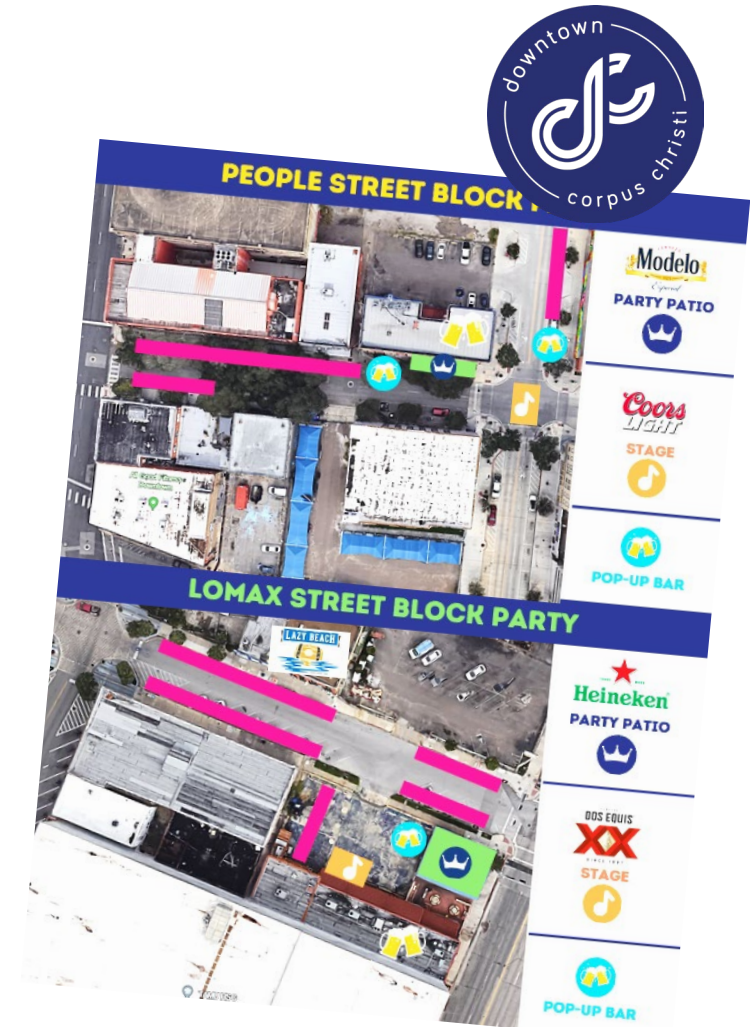
- Banner on Stage - 1 BRAND
- Banner at Party Patio - 1 BRAND
- Opportunity to display signage and equipment at Block Party: Tables, Flags, Banners, Coasters, Napkins, Cups
- 20'x10' premium booth space

BONUS

- First Right of Refusal for 2025 Sponsorship
- 1-year Agreement with 1-year option
- Weather Contingency: Force majeure clause
- *Promote live music & brands in venue and investment to \$1,000/area.

BLOCK PARTIES MAR - NOV '24		POP-UP PARTIES DEC '23 - FEB '24	
PEOPLES STREET BLOCK PARTY THE POINT OF CORPUS CHRISTI	\$5,000/MONTH	Modelo Especial	\$1,000/MONTH
LOMAX STREET BLOCK PARTY LA PLAYA BY THE BAY	\$3,000/MONTH	Coors Light	\$1,000/MONTH
STARR STREET BLOCK PARTY HOUSE OF ROCK	\$3,000/MONTH	Heineken	\$1,000/MONTH
WEIRD CORPUS BLOCK PARTY CASSIDY'S IRISH PUB	\$3,000/MONTH	Lite	\$1,000/MONTH
ARTWALK SPONSORSHIP	\$126,000	Corona	\$1,000/MONTH
		TOTAL ANNUAL	\$12,000

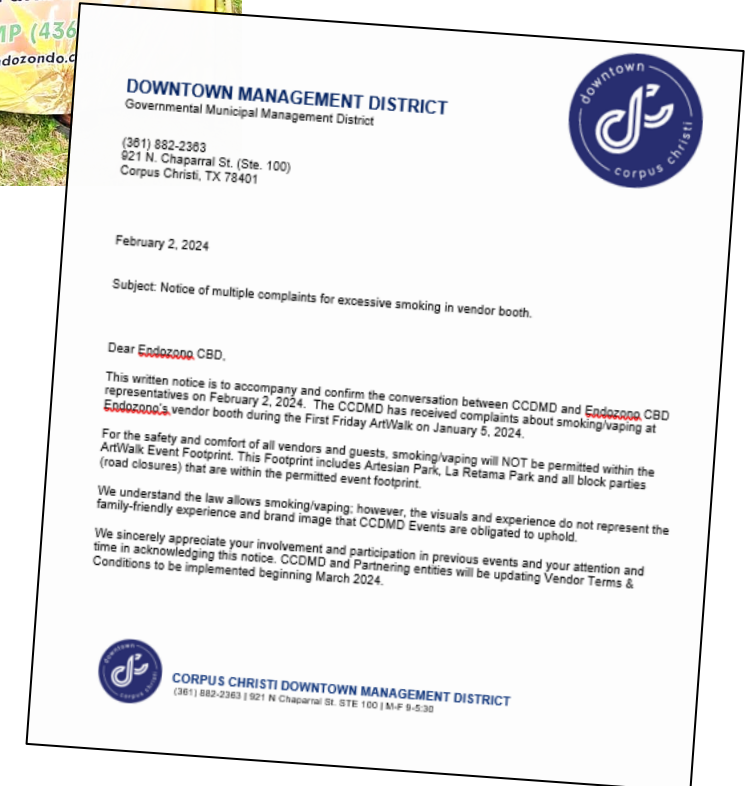
SPONSORSHIP PAID TO DOWNTOWN REVITALIZATION ALLIANCE 501 (c)(3) Funds go to Stage & Patio Production and Festival Production (DMD): to cover stage production, entertainment, marketing, signage, road closures, event management, & security.



ArtWalk

Terms & Conditions

- **Success**
 - ArtWalk is expanding! More city-wide promotions!
 - More co-producers and more vendors!
- **Issue**
 - Increased amount of THC & CBD related Vendors
 - Avg. 8 vendors/month
 - Endozono, HotBoxx, P&L Pet Treats, CBD Relief
- **Other Considerations**
 - Family-friendly Atmosphere
 - Reduced vendor revenue (est. \$520/month)
 - Complaints w/ Smoking/Vaping at Booth
 - Potential City ordinance of no smoking in parks
 - *Comments from DMD's Event Security Lead:*
 - *CCPD's Detective JT Smith*
- **Proposed Action**
 - Restrict THC & CBD vendor participation with permitted event footprint



Special Events

Downtowner Awards



- **Nominations**

- LAST DAY TO NOMINATE IS FRIDAY, 2/16
- 107 Responses as of 2/5

- **Voting**

- NEW: Open to the public 2/19 – 3/1

- **Award Categories & Sponsors**

- Downtowner of the Year – *Available*
- **NEW:** Friend of ArtWalk – **H-E-B**
- Best Downtown Event – **HBS**
- Social Butterfly of Downtown – **Social B**
- Best Artistic Influence – *Available*
- Good Vibes Only – *Available*
- Host of the Gulf Coast – *Available*
- Best New Business – *Available*



Special Events

CCDMD Signature Events 2024



- **Signature Event Dates**

- 1/5 ArtWalk – Winter Edition
- 2/2 ArtWalk – Winter Edition
- 3/1 ArtWalk – Block Parties
- 3/28 State of Downtown
- 3/28 Downtowner Awards
- 4/5 ArtWalk – Block Parties
- 5/3 ArtWalk – Block Parties
- 5/3 Pirate Pub Crawl – Pending
- 6/1-6/5 Mural Fest – Hospitality Week
- 6/6 Mural Fest – VIP Mural Mixer
- 6/7 Mural Fest / ArtWalk – MuralWalk
- 7/5 ArtWalk – Block Parties
- 8/2 ArtWalk – Block Parties

- 9/6 ArtWalk – Block Parties
- 10/4 ArtWalk – Block Parties
- 11/1 ArtWalk – Block Parties
- 11/3 Holiday Market – Pending
- 11/10 Holiday Market – Pending
- 11/17 Holiday Market – Pending
- 11/24 Holiday Market – Pending
- 12/1 Holiday Market – Pending
- 12/8 Holiday Market – Pending
- 12/15 Holiday Market – Pending
- 12/22 Holiday Market – Pending
- 12/6 ArtWalk – Winter Edition
- 12/6 Mayor's Merriest Judging – Pending Date
- 12/7 Holiday Series – Boat Parade & H-E-B Tree



Programming

Downtown Business Association

- **55 DBA Members '23-'24**
 - Benefits spreadsheet
 - 3 New!
- **1/17 January Meeting (virtual)**
 - Virtual Meeting
- **2/21 February Meeting**
 - Agenda: Upcoming Events, State of, Awards, March ArtWalk, F&B Photoshoots, March Promos
- **Food & Beverage Photoshoots**
 - House of Rock, RETRO, The Exchange



Downtown Run Club

- **Sponsors & Partners**
 - Fleet Feet – Presenting Sponsor
 - AEP Texas – Ambassador & Merch
 - CC Run Club After Dark – Co-producer
- **After Party**
 - Surf Club – January
 - The Annex – February
- **Run Club Stats - January**
 - 605 total members (29 new)
 - 242 runners in Dec. (57 in '23)
 - 311 runners in Jan. (158 in '23)
- **Themed Run**
 - Jan – N/A
 - Feb – Cupid Chase 5k





12. Organizational Management

Boundary Expansion Updates

- March 1 – Deadline for petition submittal to Nueces County Appraisal District for 2025 launch

Frost Bank	39.7%
Agnes Water – 401 Water Street	3.6%
Shoreline Terrace	4.7%
Good Shepherd	3.8%
The Annex	0.2%
U&I	1.3%
Aloe Tile	0.2%
Total	53.5%

2024-2033



Staff Performance Appraisals



- Executive Session to review performance appraisal for Executive Director, Alyssa Barrera Mason
- Update with Possible Action



13. Board Requests for Next Meeting



14. Adjourn