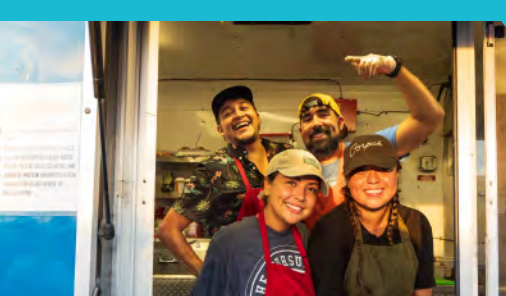




2021-2022 IMPACT REPORT



Message from the Chairman and Executive Director

2022 was a year of evolution for the DMD, welcoming new ideas, new faces and new energy! It was the first implementation year of our new Five-Year Strategic Plan – with our stated vision to create the most vibrant downtown on the Gulf of Mexico.

Our Downtown Clean Team transitioned to a new base of operations that enabled our team to service the district more directly and clean up a blighted building. Our consistent beautification and landscaping efforts paid off as we were recognized by Mayor Guajardo at the State of the City as the downtown with “flowers on every corner!”

We brought more color and vibrancy to the heart of our city by hosting the first ever Mural Fest presented by Valero, and heavily supported by community stakeholders. The beautiful murals were intended to create community pride.

We also implemented a seasonal wayfinding program – guiding residents and tourists to our downtown businesses. While we set out to add some shade trees – we quickly realized an opportunity to upgrade the infrastructure and reimagine Water Street. We also conducted a feasibility study for a structured parking garage, enabling us to identify the critical path for when the Marina Arts District core is developed.

The revitalization momentum continued, with the opening of 7 new businesses and 80 meetings with potential new businesses. After a long run of no business closures, we did see the impact of long-term burn-out and the beginnings of inflation. We researched and oriented ourselves to the new “South Texas Triangle” regional economic development strategy that will enable us to grow our vantage point of our unique assets through a broader and more robust lens.

Our organization also evolved when several of our team members were recognized for their excellent work and recruited for career advancement in partner organizations. We saw this as an opportunity to leverage our talent development skills, expand our internship program and create new positions to increase our organizational capacity and continuity of our mission. We were blessed to gain new dynamic team members to take up the mantle and push our organization forward! 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 vibrancy in 2023!



Alyssa Barrera Mason
Executive Director



Glenn Peterson
Chairman of the Board



BEAUTY.



PROGRESS.



COMMUNITY.

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, the DMD led stakeholders through a branding process to name the Marina Arts District while retaining DMD to refer to the organization and the programs and services we provide.



Vision + Mission Statement

The vision of the CCDMD is to create the most vibrant downtown on the Gulf of Mexico by:

Instituting a clean and safe environment;

Create a welcoming, well-designed waterfront;

Developing a robust, sustainable neighborhood;

Promoting remarkable, prismatic experiences;

Growing our team's capacity to accomplish the vision.

Values

Values define what an organization stands for. Through discussions with the DMD Staff and Board, a new set of values were identified as principles held inherently and practically unanimously by our team.

Collaborative: We go further by working together.

Leading: We are willing to stand up to move forward.

Creative: We use our imaginations to solve problems.

Determined: We are resolved to accomplishing our vision.

Passionate: We love our downtown.

Tenacious: We find joy in seeing ideas implemented.

FY 2022 DMD Staff

Alyssa Barrera Mason	Executive Director
Victoria Villarreal	Executive Assistant
Alan Albin	Finance & Administration Manager
Dylan Watson	District Operations Manager
Kristen Acock	Placemaking Manager
Jenny Bodwell	Economic Development Manager
Christa Vivanco	Economic Development Coordinator
Emily Beardmore	Marketing & Events Manager
Abby Steele	Seasonal Events Assistant
Christian Douglas	Graphic Design Intern
Shaylee Patterson	Graphic & Web Design Intern
Halli Castro	Marketing & Communications Intern

FY 2022 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

Goal: Institute a clean, safe, and beautiful environment.



Improve Cleanliness & Perceptions of Cleanliness

15,711

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



1,491

Graffiti and sticker removals completed

➔ Continued the Clean Team Ambassador of the Quarter Recognition Program.

41,252

Bags of Debris Collected

63,067

Block Faces Swept

1,179

Cigarette Buttlers Emptied

Clean Team Benchmarks	FY 19	FY 20	FY 21	FY 22
Bag of Debris Collected	46,108	34,213	39,998	41,252
Block Faces Swept	45,179	45,099	55,592	63,067
Biohazard Removal	3,053	5,887	4,537	3,512
Trash Can Maintenance	1,221	3,812	4,537	7,656
Graffiti Remediated	650	458	695	1,445
Street Team Hours	15,830	16,475	16,971	15,711

Improve Safety & Perceptions of Safety

1,656

Off Duty Police Bike & Walking Patrol Hours

2,992

Homeless Contacts

- ➔ Worked with a local business to install exterior security cameras
- ➔ Crime stats presented monthly at Merchant Association meetings





Light Maintenance

2,112

ft of light strands replaced

151

Streetlights Reported to AEP

Landscaping Strategies

\$50,000

Invested in Beautifying Downtown Parks



BEFORE



AFTER

- Added mulch to tree-beds to enrich Artesian Park.
- Installed flower beds and In-ground garden fencing to beautify La Retama Park.

12,144

Planter Upkeeps

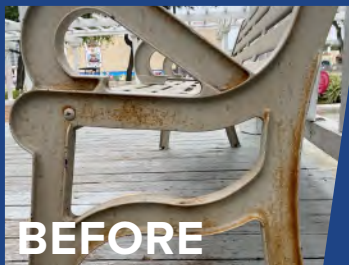
1,080

Flowers Refreshed

7,800

Trash Cans Cleaned

- Completed the change out of 220 seasonal banners during our fiscal year.
- Repainted gazebo and park benches at Artesian Park.



BEFORE



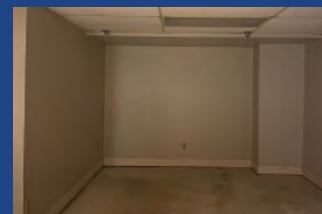
AFTER



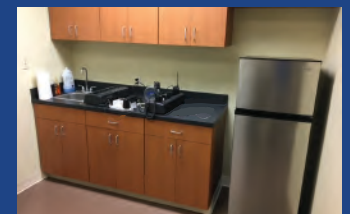
New Clean Team Office

We started our year with a new base of operations for our Downtown Clean Team. The new space enabled our team to service the district more directly and clean up a blighted vacant building.

BEFORE



AFTER



BEFORE



AFTER

PLACEMAKING

Goal: Creating a welcoming, well-designed waterfront.

Mural Fest

In 2022, the DMD created Mural Fest as annual event in Downtown Corpus Christi that will brought a new interactive type of artwork to the community. Public art is a vital part of downtown revitalization and provides support for our creative economy.

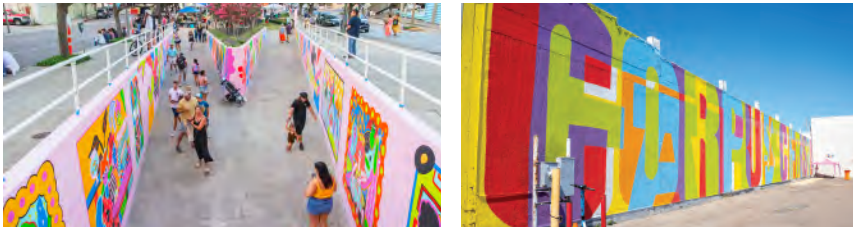
6

New, public art murals commissioned in the Marina Arts District

3,569

Total miles traveled by National muralists

➔ 12,500+
Sq ft painted in Downtown



The DMD conducted two audits along Mesquite Street that identified two key issues and provided the City with feedback to mitigate and reduce traffic related incidents. The result of these efforts was:

17

traffic lights facing the wrong way removed by the City

60

DO NOT ENTER and WRONG WAY signs installed by the City



Shoreline Pedestrian Connectivity

Advocated for Installation of hawk Pedestrian Signal



Directional Signage

The Small Business Wavefinding Program was implemented to increase foot traffic to Downtown businesses.

30

Signs installed around downtown

23

Downtown businesses included in first round of signage



Water Street Reimagined

~\$8 Million

City Allocated funding for Water Street infrastructure repairs/improvements

In 2022 a project was conceived to make Water Street more pedestrian friendly by:

- Increase shade cover from 3% to 67% of water street
- Create a 26% decrease in walking distance
- Potential 20% increase in property value in 5 years



Intersection of Water Street at Starr Street



Intersection of Water Street at Born Street

Façade Improvements / Vacant Building Activation

As part of the Downtown Holiday Series initiative, vacant buildings were utilized as canvases for Façade Improvements that contributed to the lively atmosphere of downtown.

➤ **5,000**

Sq ft of vacant storefronts were activated in 2022



BEFORE

AFTER



BEFORE



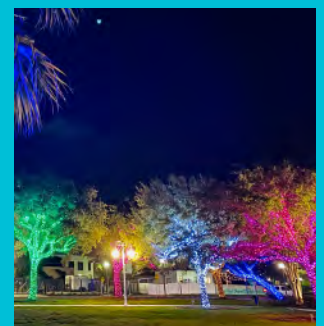
AFTER

Holiday Deccor

6,500+ **580**

Ornaments Downtown

Ornaments on the H-E-B Christmas Tree were replaced in 2022



ECONOMIC DEVELOPMENT

Goal: Developing a robust, sustainable neighborhood.



Attract New Business Strategies

\$59,703,154

*includes 600 Building and Ward Building that is not yet under construction

Projects in construction and Developments



\$196,683

Awarded & Paid to Downtown Businesses Through TIRZ #3 in FY 2022



80

Meetings Held with Potential New Businesses

25

Property Updates on Downtown.org

7

New Businesses Opened

16

Applications Received

Street Level Vibrancy Benchmarks

Benchmarks	FY 19	FY 20	FY 21*	FY 22
Vacant Storefront	24	27	24	16
Entirely Vacant Buildings	17	22	20	21
Vacant Square Feet	166,274 sq. ft.	164,974 sq. ft.	173,974 sq. ft.	214,140 sq. ft.

*Larger buildings became vacant, while smaller spaces became occupied during 2021

FY 22 TIRZ Program Enhancements

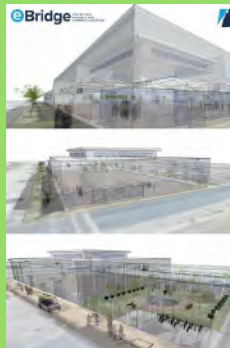
In 2022, the DMD updated one of the Incentive programs to support the demand for more dining, retail, and entertainment venues in the Downtown. The New Tenant Commercial Finish-Out Program became the Commercial Finish Out Grant Program.

The Commercial Finish-Out Grant Program now extends to businesses operating 10 years or longer and owner-occupied finish-outs to receive a reimbursement at a maximum rate of \$10 per square foot, plus support for MEP improvements to vacant spaces

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

Benchmark	2018-2019	2019-2020	2020-2021	2021-2022
Opened	11	12	9	7
Closed	1 (7*)	12**	0	4
Net Gain	10	0	9	3

Knowledge & Tech Led Partnership



The DMD strengthened our commitment to partnering with institutional and entrepreneurial ecosystem leaders in San Antonio and Brownsville. We visited Geekdom and Velocity in San Antonio, and the Brownsville Community Improvement Corp. and eBridge facility in Brownsville.

Worked with CCREDC in Quality of Place Study by Joe Bergstrom of Place + Main. We received glowing reviews for our revitalization efforts, including a report to City Council that "DMD is doing it exactly right."

Business Openings FY 2022

Elizabeth's | 1902 N Shoreline Blvd



Hybrid Records | 417 Peoples Street



Hypebyke | 311 Peoples Street



All Good Fitness | 424 Schatzell Street



Cafe Calypso | 414 Starr St.



Blue Shore Pedal Lounge



New Projects Initiater FY 2022 - COMING SOON

Retro | 326 N Chaparral Street



North Water Apartments | 1001 Water St. Neptune Fitness | 1002 2nd Street



Private Wealth Group | 1102 Santa Fe Ave



Casablanca | 615 Hancock Ave



Annex | 312 S Chaparral Street



Buc Days Commission | 1415 N Water Street



The Preston | 1301 N Chaparral Street



Central Kitchen: 320 Lomax



PROMOTIONS

Goal: Promoting remarkable and prismatic cultural experiences.



Social Media

Get social and stay up to date with posts, reels, highlights, and live feed posted daily from Downtown Coprus Christi and its supporters.



35,677
Followers on Facebook
42.1% increase since FY '21

105
Subscribers on Youtube

6,269
Newsletter Subscribers

1,068
Followers on LinkedIn

6,875
Average monthly website veivs

25,100
Followers on Instagram
16% increase since FY '21

Downtown Business Association

The purpose of the "DBA" is to promote downtown as a destination, engage the downtown community with promotions and events, connect business leaders and partners, and celebrate and support downtown businesses, old and new.



Restructured and Launched in August 2022

39
DBA Businesses
Joined in 2022

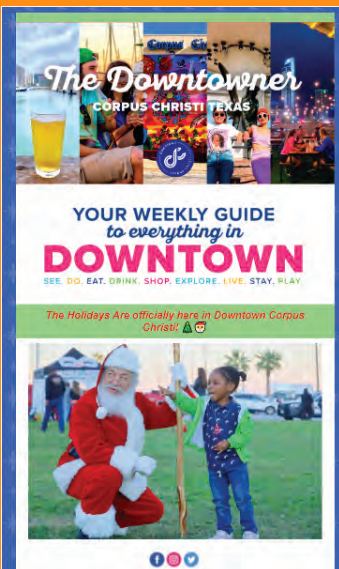
18
Average Attendees
Monthly Meetings

DBA Members

- 20/20 Vintage
- Art Center of Corpus Christi
- Art Museum of South Texas
- Bella Luna Downtown
- Blue Shore Pedal Lounge
- BUS
- Cafe Calypso
- Cassidy's Irish Pub
- Central Kitchen
- CC Symphony Orchestra
- Cravey Real Estate Services
- Dokyo Dountaun
- Elizabeth's
- Enjoy Corpus Christi Tours
- Executive Surf Club
- Farmacy Grill
- Graffitis
- Harrison's Landing
- House of Rock
- Hybrid Records
- HYPEBIKE
- K Space Contemporary
- La Playa by the Bay
- National Charter Bus
- New Wave Marketing
- Nueces Brewing Co.
- Peace of Mind
- Retro
- Richline Technologies
- Taylor Cravey Photography
- The Annex
- The Exchange
- The Point of Corpus Christi
- Vietnam Restaurant
- Water Dog Yoga, SUP & Barre

Newsletter

Newsletter Rebrand in 2022



The Downtowner is a free email subscription that sends important updates, businesses announcements, and event and live music schedules weekly.

98,233
Newsletter Opens

38% Open Rate

2,896
Newsletter Clicks



Programming

Downtown programming initiatives are recurring activities that engage audiences and drive attendance to local hot spots and destinations.



100 Pub Crawlers - Sold Out!
13 Bars Involved



Co-promoted by Coastal Living TV
12 Bars Participating Bars
9,600 Social Media Engagements



Downtown Corpus Christi Run Club is a social, running group created to promote healthy living and community involvement.
212 Total Runners
1,753 Facebook Group Members
56 Average Weekly Runners

Special Events

Downtown Corpus Christi is a hub for creativity, business, history, and culture. Every year, live events and festivals draw in hundreds of thousands to the streets and businesses.

- ➔ The Mayor's Big Bang Celebration
- ➔ Buc Days
- ➔ Día de los Muertos Festival
- ➔ Beach to Bay Relay
- ➔ Saint Paddy's Day Festival
- ➔ Texas Jazz Festival
- ➔ Peoples Street Music & Film Festival
- ➔ Surftoberfest

16+ Events Promoted

96+ Days of Events

First Friday ArtWalk



SPONSORED BY



Helping Here.

For over 2 decades, ArtWalk has hosted pop-up vendors, live music, art galleries, and food trucks.

342

Total Vendors in 2022

87,300

Annual Attendees



The DMD produced the first ever Mural Festival in June 2022 featuring 6 large-scale commissioned murals, 7 national artists, and 8 local artists.

\$49,500

Sponsorship Investments

6,000

Event Attendees

SPONSORED BY Valero



Downtown Holiday Series

This winter season, downtown hosted tree lightings, holiday markets, a boat parade, downtown decor contest and other programming initiatives.

602,400

Total Downtown Attendees November 1 - December 31

40,880 \$100,000

Holiday Event Attendees

Sponsorship Investment



Presented by NEC Co-op Energy
80+ local volunteers
3 days of decorating



Presented by the Port of Corpus Christi
1,500 Attendees



Presented by Corpus Christi Medical Center
7,600 Attendees
55+ Vendors



Presented by the Port of Corpus Christi
5,200 Attendees
15 Boats



Presented by AEP Foundation
16,000 Attendees
29 Decorated Businesses



Presented by H-E-B
9,600 Attendees
Live music, food trucks, & more

ORGANIZATIONAL MANAGEMENT

Goal: Growing our team, mentality and capacity to accomplish the vision.



Partner Collaboration



Continuing a partnership that has existed for decades, the City of Corpus Christi remained our largest single funding partner with the Interlocal Agreement.

- ➔ The Downtown Reinvestment Zone, which is a partnership of the City, County and Del Mar Junior College, remained our largest source of funding. Since the partnership between DMD and TIRZ #3, the TIRZ has seen a 33% increase in annual revenues.
- ➔ The Port of Corpus Christi once again provided key funding that enabled us to conduct promotion and event activities.
- ➔ Nueces County Commissioners Court increased their funding by \$50,000 this year.
- ➔ We are very grateful for all resources that we can leverage to push revitalization further.

Audited Financials

Income

City/Public Support

City Interlocal Agreements	\$317,226
TIRZ	\$797,256
Total	\$1,114,482

Private Sector Support

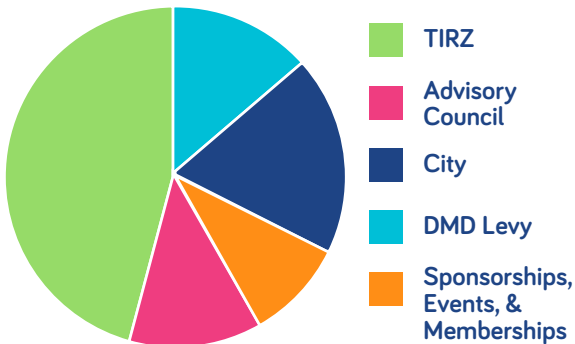
Assessment Income	\$224,649
Advisory Council	\$180,000
Downtown Business Association	\$15,185
Sponsorships/Grants	\$139,072
Events	\$21,539
Total	\$580,443

Deficit	\$12,089
Total Revenue	\$1,707,014

Expenses

District Operations	\$601,387
Economic Development	\$328,764
Placemaking	\$45,852
Promotions	\$581,420
Organizational Management	\$719,351
Total Expenses	\$1,707,014

Revenue by Sources



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!

\$50,000



\$10,000



\$5,000



Municipal Management District Administration & Governance

- ➔ Updated MOU with our 501 c 3, Downtown Revitalization Alliance
- ➔ Conducted Best Practice Research regarding Municipal Management District Renewal
- ➔ Analyzed Levy Scenarios and Cost of Service to Recommend Levy Rate
- ➔ Developed 10 Year Service Plan and held Property Owners Meeting
- ➔ Identified a target expansion area

2013 - 2023



2023 - 2033



Information Management



- ➔ Austin American Statesman Feature, "Corpus Christi is the most promising city in Texas," where 6 of the 10 reasons listed were linked to our revitalization efforts - with Downtown being the # 1

"Without a doubt, the current groundswell of downtown activity — and to a much lesser extent, similar enterprises uptown, a district located on the low bluff above the shoreline — is the best news from Corpus Christi in years."

- ➔ Initiated Value of Downtown Study with International Downtown Association.

Organizational and Staff Capacity

- ➔ Recruited Leadership positions: Placemaking Manager, Economic Development Manager, Marketing & Events Manager, Executive Assistant
- ➔ Executive Director selected as 1 of 30 International Downtown Association Emerging Leader Fellows for week long leadership and technical development course in New York City

Additional professional development accomplishments of the DMD team:

- ➔ Master of City and Regional Planning Degree from UT Arlington
- ➔ Master Gardner Certification through A&M Agrilife Extension Service
- ➔ Initiated certified Economic Development Finance professional with National Development Council
- ➔ Leadership training through Vision Towards Leadership

- ➔ Executive Director selected as 10 for the Next 10 by The Bend Business Magazine.



DOWNTOWN PARTNERSHIPS

Downtown Advisory Council



Our Downtown Advisory Council is made up of visionary leaders across industry sectors that play a unique role in the growth and development of our neighborhood. With your support, downtown will be positioned to make significant strides into the future.



Downtown Business Association



The Downtown Business Association, locally known as the DBA, is a collective of over 30 downtown shops, restaurants, entertainment venues, and partners who work to keep our community vibrant and lively. The purpose of the DBA is to connect, engage, and promote downtown businesses, its amenities, seasonal specials, and events.



