



THE VALUE OF DOWNTOWN CORPUS CHRISTI 2022 IDA STUDY

No city or region can succeed without a strong downtown. In 2020, the International Downtown Association and the CCDMD conducted a survey to evaluate the value of Downtown CC as a epicenter of commerce, capital investment, diversity, socialization, knowledge and innovation. The IDA quantifies the value of U.S. downtowns and center cities across more than 150 metrics organized under five core value principles, with a focus on how downtowns contribute to the city and region around them.



INSPIRED LEADERS
SHAPING CITIES

Who is the IDA?

The International Downtown Association, founded in 1954 is the premier organization for urban place professionals who are shaping and activating dynamic city center districts.

Five Principles of Downtown Value



ECONOMY



INCLUSION



VIBRANCY



IDENTITY



RESILIENCE

Ranking Downtown Corpus Christi

The IDA identified three tiers of districts, defined by their stage of development. They divided the study districts into Established, Growing, and Emerging tiers based on the significance of their population and jobs to their respective cities. **Downtown Corpus Christi ranks as an emerging downtown within these classifications.**

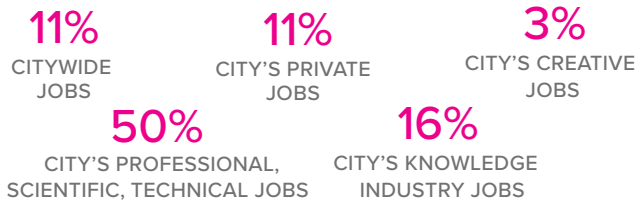
Emerging Downtowns

- Albuquerque
- Birmingham
- Cleveland
- Corpus Christi
- El Paso
- San Antonio
- Grand Rapids
- Hollywood
- Lancaster
- Little Rock
- Oklahoma City
- Tampa
- Toledo
- Tulsa
- Wichita

ECONOMY | Downtowns make up a small share of their city's land area but have substantial economic importance.



Employment (Primary Jobs)



Jobs by Earnings

Annually

	Downtown	City	Region
\$15K OR LESS	13%	22%	20%
\$15K TO \$40K	32%	36%	34%
\$40K OR MORE	55%	43%	46%

Payroll & Wage

\$1.8 Billion
TOTAL PAYROLL

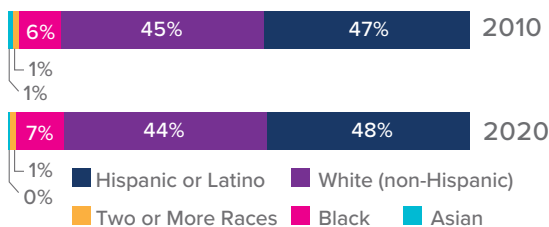
\$46,812
AVERAGE ANNUAL WAGE



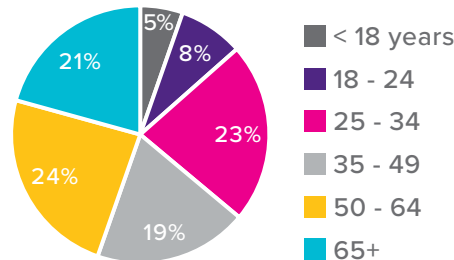
INCLUSION | Downtowns welcome all residents, employees and visitors by providing access to jobs, housing, essential services, culture, recreation, entertainment, and participation in civic activities

Population Change by Race and Ethnicity

Downtown maintained consistent diversity over the last decade



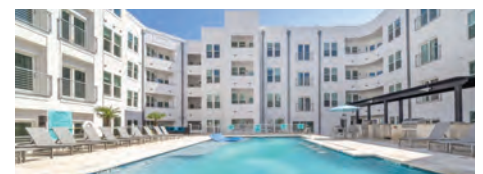
Downtown CC Age Diversity



Renter Occupied

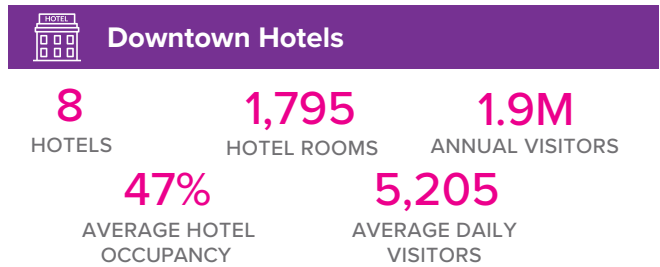
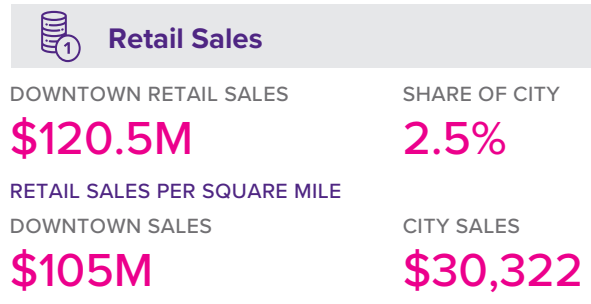
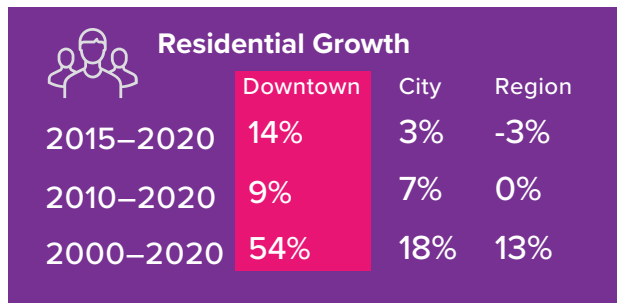
The cost of rent has risen due to the increasing demand for housing in downtown with limited occupancy available to meet this demand.

91% RENTER OCCUPIED **62%** MEDIAN RENT
\$955 MEDIAN GROSS RENT



VIBRANCY |

Downtowns support a variety of unique retail, infrastructural, and institutional uses that offer cross-cutting benefits to the region.



IDENTITY |

Downtowns are iconic and powerful symbols for a city and often contain the most iconic landmarks, distinctive features, and unique neighborhoods.



RESILIENCE |

Thanks to their diversity and density of resources and services, Downtowns and their residents can better absorb economic, social, and environmental shocks

