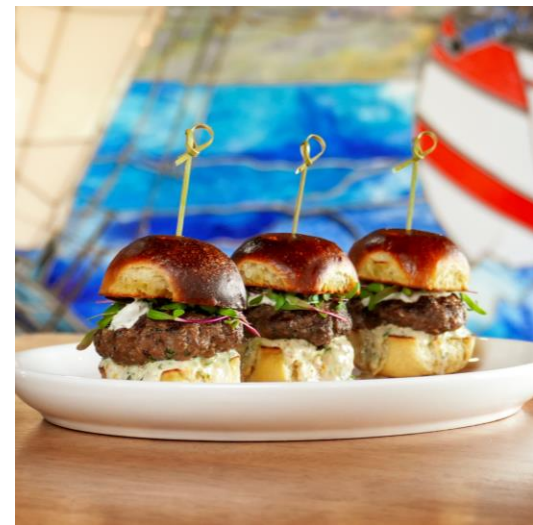


DOWNTOWN BUSINESS ASSOCIATION



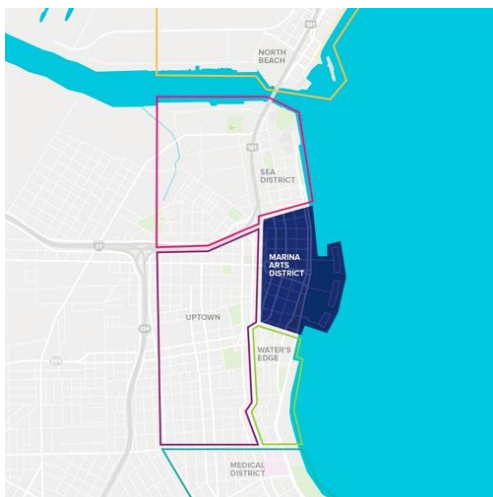
2024-2025 MEMBERSHIP



ABOUT THE DBA



WHERE, WHY, and HOW does the DBA have an impact on Corpus Christi, Texas?



The Downtown Business Association (formerly known as the Downtown Merchant Association) was founded in 2014 by the DMD to support the local business community in the Marina Arts District and businesses, events, and attractions in surrounding districts.



Marina Arts District: Lower Broadway to the Marina; I-37 to Kinney Street

Supported Districts: SEA District, Uptown, North Beach, Water's Edge, Medical District



The mission of the DBA is to:



PROMOTE businesses and Downtown Corpus Christi as a destination;

ENGAGE in downtown community projects, promotions, specials, and events; and

CONNECT with local business leaders and resources to build lasting partnerships.



Downtown's marketing value continues to grow alongside our vibrant business community. We proudly promote content from DBA Members via DMD's digital channels that have 75,700+ followers total and a 1,800,000+ reach annually.



6,388
Newsletter
subscribers



172
YouTube
subscribers



1,483
LinkedIn
followers



42,569
Facebook
followers



31,474
Instagram
followers



Plus, explore our interactive website
GODOWNTOWNCC.COM



DBA MEMBERSHIP



\$500/Year **OR** \$45/Month

MEMBERSHIP BENEFITS INCLUDE:

- Invitation To Monthly DBA Meetings
- Opportunity To Host A DBA Meeting and Showcase Offerings
- Logo On DBA Partner Webpage
- DBA Window Decal
- Business Anniversary Social Media Post/Story
- Mention In At Least 1 Social Media Posting Per Month & 1 Newsletter Per Quarter
- Individual Proof of Performance Report in January
- Inclusion In the DMD's Seasonal Wayfinding Signage (If Applicable)
- Business Photoshoot OR Headshot by A Professional Photographer
- Event Promotion Support Via Social Media Channels (If Applicable)
- Opportunity To Host Exclusive DMD Mixers (If Applicable)
- Opportunity To Be the Run Club After Party Host For 1 Month (If Applicable)



*Businesses must email DBA graphic or photo and information or tag @downtowncorpuschristi

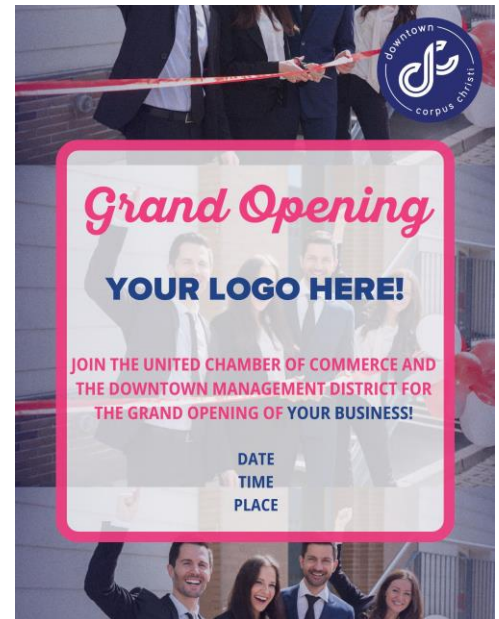
DBA NEW BUSINESSES



FREE MEMBERSHIP FOR FIRST YEAR

NEW BUSINESS BENEFITS INCLUDE

- Meet Other Downtown Business Owners
- Social Media Promotion ahead of opening
- DMD Representation at soft/grand Openings
- Can purchase the ArtWalk Add-On



DBA ARTWALK PARTNER ADD-ON



ADD \$500/Year **OR** \$45/Month

ADD-ON BENEFITS INCLUDE

- Mention In Artwalk Marketing Including Social Media, Newsletter, Print, And Webpage
- Inclusion On Artwalk Map and Events List
- Use Of Artwalk Branding (Official Logo With Presenting Sponsor)
- Cross-Promotion Opportunities (Subject to DMD Approval)
- Two 10'x10' Booth Spaces Within Your Designated Block Party



Contact Jennifer@cctexasdmd.com to sign up for 2024-2025 DBA!

