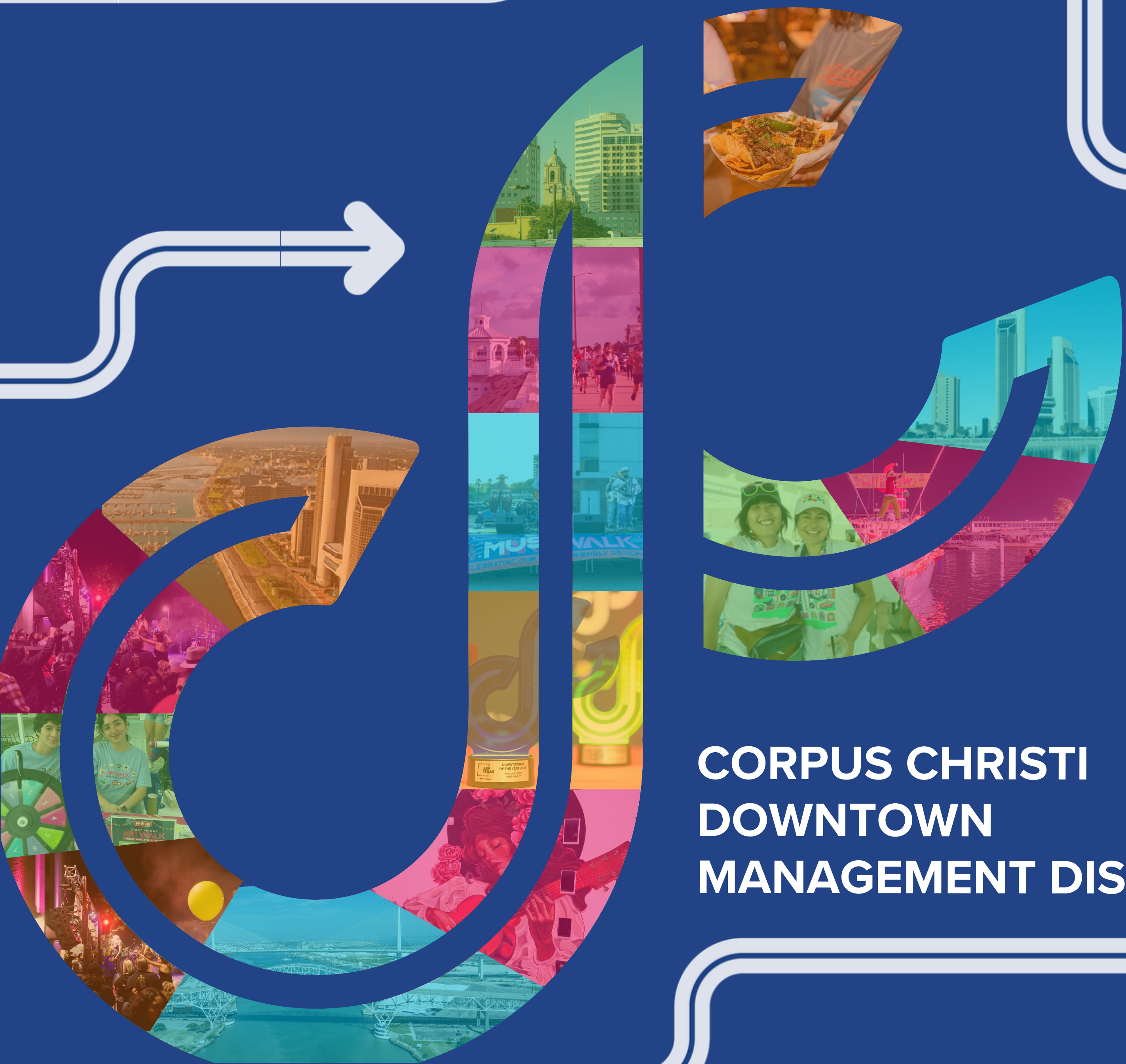
YEAR 5 IMPLEMENTATION OF
FY 2022-FY 2026 5 YEAR STRATEGIC PLAN

FY 2025-2026 SERVICE PLAN



CORPUS CHRISTI DOWNTOWN MANAGEMENT DISTRICT

INTRO

The CCDMD is a professional municipal management district, established in 1992, representing property owners in the Downtown Corpus Christi neighborhood known as the Marina Arts District. Through an interlocal relationship with the City of Corpus Christi and Downtown Tax Increment Reinvestment Zone, we facilitate development through the Greater Downtown Area. With the support of our corporate partners on the Downtown Revitalization Alliance, our non-profit 501(C)3, we move revitalization further forward with a focus on economic development, arts and culture.

Vision & Mission Statement

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

-instituting a clean, safe, and beautiful environment

-creating a welcoming, well-designed, and accessible waterfront

-developing a robust, sustainable, and desirable neighborhood

-promoting remarkable and prismatic cultural experiences

-growing our team, team mentality, and local capacity to accomplish the vision

Values

Values define what an organization stands for. The following values communicate how we function as an organization.

DEPENDABLE

We want you to know you can count on us!

OPTIMISTIC

We have a realistic and positive outlook on the future of downtown!

CREATIVE

We value outside the box thinking, new solutions, new perspectives!

PURPOSEFUL

We consider more than a job, but a calling!

COLLABORATIVE

We make an impact with partnerships!

INCLUSIVE

We believe Downtown is a place for everyone!

PLANNING FRAMEWORK

This document is an annual statement of work, supplemental to the Downtown Corpus Christi 5 Year Strategic Plan.
It is reviewed and approved by the DMD Board, TIRZ Board, City Council & Staff. TIRZ Related Items are indicated with a *.
TIRZ Funds are expended only as allowed by state law.

Item	What is it?	What does it look like?	Where is it?
Goal	Mission Element	Develop a robust and sustainable neighborhood.	Five Year Strategic Plan
Strategy	Approach to Accomplish a Goal	Activate vacant properties and land parcels with adaptive reuse.	Five Year Strategic Plan
Objective (Programs & Projects)	Measurables, short term steps to achieve strategy.	Facilitate rehabilitation process for three vacant properties in partnership with willing property owners	Annual Service Plans

NORTH BEACH
35
181
SEA DISTRICT
Power St.
Belden St.
Interstate 37
Mann St.
Twigg St.
Taylor St.
Starr St.
Peoples St.
Schatzel St.
Lawrence St.
Williams St.
John Sartain St.
Cooper's Alley
Kinney St.
S. Shoreline Blvd.
37
Antelope St.
UPTOWN
Lipan St.
Comanche St.
Laredo St.
Agnes St.
Staples St.
S. Tancahua St.
Park Ave.
S. Water St.
Furman Ave.
Hancock St.
Buford St.
Craig St.
Morgan Ave.
Elizabeth St.
Ayers St.
TIRZ #3 BOUNDARY
MARINA ARTS
DMD Boundary & Levy District
SOUTH DOWNTOWN
New Expanded DMD Boundary & Levy District
TIRZ #3 BOUNDARY:
MEDICAL DISTRICT

DISTRICT OPERATIONS

Instituting a clean, safe, and beautiful environment.

A. Improve cleanliness and perceptions of cleanliness by 5% annually.

I. Provide a 9-member Clean Team to maintain the expansion area at a consistently high level of cleanliness (track personnel, duties and hours).*

II. Conduct audit of service levels to identify additional capacity and resource needs for FY 26 and district expansion.

III. Implement plan for expanding trash receptacles throughout South Downtown. *

B. Elevate standard of care for landscaping and right of way fixtures to create best looking appearance.

I. Conduct two planter change outs & one seasonal park change outs per year. *

II. Collaborate with Botanical Garden, Native Plant Society & Master Gardener Society for implementation of drought-resistant landscaping in Downtown. *

III. Maintain in-house skillset and landscaping capacity with Master Gardener Program certification. *

IV. Work with City to identify and implement all curb and right-of-way maintenance improvements. *

C. Create a consistent sense of security for all downtown users at all times.

I. Work with Police Department to launch a Downtown Safety Program with visible, round-the-clock presence on key corridors and public spaces. *

D. Collaborate with the community to mitigate adverse environmental & safety perception impacts of homelessness.

I. Connect with community homeless services to better link homeless individuals with assistance agencies. *

II. Support plans for low barrier drop in shelter for homeless. *

III. Connect City Staff with downtown business and property owners in Business Association monthly.

E. Install and maintain lighting throughout downtown to increase safety at night.

I. Continue monthly streetlight, bluff lights, and park lights audit and expand to include other lighting fixtures. *

II. Standardize lighting levels along right of way to the Illuminating Engineering Society standards in the City's Streetscape Overlay Ordinance.*

III. Identify additional locations to deploy lights throughout the district, on buildings, alleys, etc. *

IV. Continue to maintain Illuminando Tree Lights.

TIRZ Related Items are indicated with a *.
TIRZ Funds are expended only as allowed by state law.


PLACEMAKING

Creating a welcoming, well-designed, and accessible waterfront.

F. Advocate for and support implementation of catalytic infrastructure improvements – especially on the waterfront.

I. Coordinate with City for design of Lower, Middle and Upper Broadway Bluff Rehabilitation to ensure connectivity between districts and historic features. *

II. Develop connectivity options for Agnes/South Chaparral intersection. *

III. Continue to advocate for implementation of Water Street Reimagined *

IV. Coordinate with City to implement flood mitigation improvements on Peoples Street. *

G. Create beautiful streetscapes and interactive public spaces through urban design.

I. Continue advocating for implementations of parklets and sidewalk cafes. *

II. Collaborate with city staff on Wayfinding Master Plan to ensure implementation. Manage seasonal Small Business Wayfinding programs. *

III. Assess current Urban Design Standards and analyze proposed UDC Amendments. *

H. Ensure all downtown users have a connected, convenient, and safe route to and through downtown.

I. Maintain relationship with CCRTA, identifying bus stop upgrades and partnering to implement upgrades. *

II. Partner with the City for implementation of the 2023 ADA Accessibility Report.*

III. Advocate and coordinate with City for reconfiguration of the Chaparral, Kinney, and Agnes intersection to extend pedestrian connectivity across Chaparral Street. *

I. Enhance the parking system so that public and private parking is available for diverse users when needed.

I. Continue to advocate for implementation of Walker Parking Action Plan. *

II. Work with City to move forward with Parking Meter Updates. *

III. Continue implementation of off-street lot improvements for privately owned blighted lots that support operating businesses. *

J. Implement family and tourist oriented placemaking initiatives that make parks and places inviting for all ages through design.

I. Develop and deploy high quality holiday installations throughout the Marina Arts District and into Waters Edge, focusing on right of way and park activations. *

II. Support the development of public art such as murals throughout downtown to expand the Downtown public art collection. *

III. Develop a plan for dog-friendly spaces in downtown. *

IV. Implement park improvements to enhance user experience and support event programming. *

ECONOMIC DEVELOPMENT

Developing a robust, sustainable, and desirable neighborhood.

K. Increase the supply, density, and variety of residential options.

I. Support multi-family residential development (new or existing).*

II. Conduct Annual Multifamily Occupancy Survey.*

III. Develop targeted approach for Office to Residential Conversion development.*

IV. Accelerate new construction.

L. Develop a robust food & beverage ecosystem with diverse offerings.

I. Maintain targeted incentives for chef-led or proven operator's secondary locations. *

II. Support existing downtown food/beverage businesses.

III. Support locally owned establishments downtown (new or existing). *

IV. Develop trash mitigation and management plan.

M. Recruit an attractive and authentic retail mix for resident and tourist audiences.

I. Recruit targeted retail, local brands with strong online followings or existing operations to vacant bricks & mortar locations. *

II. Continue development and implementation of multi-phased Retail Incubation Strategy, with specific sites targeted for activation. *

N. Leverage adaptive reuse and proactive marketing strategies (DowntownTx.org) to activate vacant properties and land parcels.

I. Facilitate the rehabilitation process for key historic properties, like the Ritz Theater, 222 N Chaparral, and 601 N. Water Street (Hilton Spark). *

II. Continue to administer TIRZ #3 incentives throughout the zone to support the activation of downtown vacant buildings and land parcels.

III. Support the Downtown Vacant Building Ordinance. *

IV. Conduct monthly updates to DowntownTX.org with available properties. *

V. Facilitate communications during the development process to support existing businesses.*

VI. Support hotel development (new or existing.)

VII. Showcase successful projects and provide materials on website. *

O. Increase economic strength of the "South Texas Diamond" by leveraging our competitive assets of affordable, existing, waterfront real estate with knowledge and technology economy (Lonestar UAS Center of Excellence and Innovation, Port of Corpus Christi), and entrepreneurship.

I. Partner with City to fund and launch a Co-Working Space. *

II. Create strategic communications plan for all projects.*

III. Establish grant program in partnership with Mayor, CCREDC and City's Type B Program for qualified companies relocating to Downtown Corpus Christi.

PROMOTIONS

Promoting remarkable and prismatic cultural experiences.

P. Strengthen communication channels to educate the public on downtown's unique offerings.

I. Continue to post quality content daily, growing Instagram and Facebook by 150 followers per month.

II. Conduct monthly updates to website, with three priorities, establishing lifestyle content, sharing information on development projects* and promoting businesses.

III. Prepare and distribute 52 e-newsletters, maintain 40% open rate.

IV. Continue to produce original video content, to upload to YouTube and social media quarterly and create an Annual Report video.

Q. Elevate downtown's market position by proactively defining the brand through proactive narrative development using a psychographic strategy.

I. Proactively prepare press releases for story development to increase exposure with one or more stories per month on local media channels.

II. Continue momentum created at State of Downtown into ongoing marketing campaign, including annual report "Road Show."

III. Position Downtown as a go-to weekend destination through targeted promotional campaigns and strategic partnerships.

R. Facilitate micro-communities (like Business Association, Neighborhood Association, Downtown Run Club) of downtown interest groups to maximize collaboration amongst co-creators and businesses.

I. Maintain Business Association meeting participation of 25 attendees, improve access to business support resources, and increase engagement on seasonal promotions.

II. Continue to grow Run Club as a health focused programming activation.

III. Develop and implement new strategies to spotlight and support Downtown businesses beyond the food and beverage sector.

S. Program and support signature experiences that amplify our unique culture and assets.

I. Support 22 signature cultural events as sponsor, co-promoter or co-producer and track attendance utilizing PlacerAI.*

II. Sustain ArtWalk attendance within a 5% range year over year, curate partnership opportunities that enhance programing, secure sponsorships to fund ArtWalk.

III. Sustain ArtWalk's role as a regional economic catalyst by achieving $16M in total annual output across Corpus Christi.

IV. Continue to improve and expand holiday event series to generate activity and business in the months of November and December.

T. Foster opportunities for the creative class to shine.

I. Produce 5th Annual Mural Fest, providing artist hospitality and collaboration opportunities for selected national and local artists.

II. Leverage ArtWalk to showcase local creatives through live art demonstrations and interactive, hands-on experiences for the community.

III. Maintain Cultural District designation and seek financial support for public and private music and art related programming.

IV. Curate year-round calendar of events that connects the creative community with the public, inspiring participation, visibility, and growth for local artists.

ORGANIZATIONAL MANAGEMENT

Growing our team mentality and capacity to accomplish the vision.

U. Provide effective administration of complex governance structure while optimizing entities and programs.

I. Continue monthly Board Management, daily financial operations, annual reporting and annual service plan development.

II. Complete implementation of Phase 1 Expansion, begin planning Phase 2 of Expansion.

V. Collaborate with partners to diversify funding and foster "teamwork" mentality towards revitalization.

I. Manage interlocal agreements, provide clear value to TIRZ #3 for service contract, and support extension of TIRZ #3. *

II. Expand recognition for stakeholders, businesses and volunteers to extend "team" mentality beyond the office.

III. Continue to grow and expand funding partners through Downtown Revitalization Alliance, identify opportunities to partner in additional manners.

W. Recruit, retain and develop motivated, dedicated staff to implement vision and expand organizational capacity.

I. Continue pursuit of professional certifications as needed to increase team's capacity by requiring one professional development milestone for each team member. *

II. Maintain and expand membership with professional and industry trade organizations, (Main Street America, International Downtown Association, Texas Downtown Association, and International Economic Development Council). *

X. Evolve software, technology, and facilities to provide professional best in class working environment.

I. Continue to seek a permanent office location, considering future expansions. *

II. Upgrade hardware and software as needed to conduct business and manage information. *

Y. Establish a culture in which information is readily shared.

I. Respond within one business day to email requests.

II. Serve as one-stop resource for information pertaining to current and prospective businesses, property owners, developers, and other stakeholders.

FY 2026 BUDGET

Revenues by Source

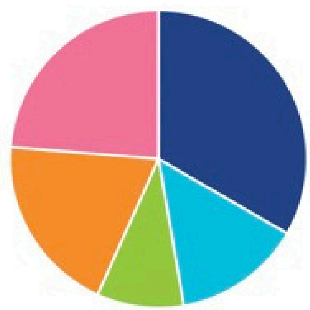
Revenues by Source	TOTAL
DMD District Levy	$362,665
Fundraising, Memberships, Sponsorships, Events & Grants	$542,650
City Interlocal Agreement	$525,534
Tax Increment Reinvestment Zone Agreement	$1,145,000
Downtown Revitalization Alliance	$209,250
TOTAL	$2,785,099

Revenues by Source

- DMD Levy
- Fundraising, Memberships, Sponsorships, Events & Grants
- Downtown Revitalization Alliance
- TIRZ Downtown Reinvestment Zone Interlocal Agreement
- City Interlocal Agreement

Expenses by Mission Element and Source

Mission Element	Total Expense	DMD & Private Sector	TIRZ
District Operations	$ 847,311	$ 548,835	$ 298,476
Placemaking	$ 390,000	$ 100,000	$ 290,000
Economic Development	$ 31,500		$ 31,500
Promotions	$ 489,865	$ 484,365	$ 5,500
Organizational Management	$ 1,026,423	$ 506,899	$ 519,524
Total Expenses	$ 2,785,099	$ 1,640,099	$1,145,000



Expenses by Goal

- District Operations
- Placemaking
- Economic Development
- Promotions
- Organizational Management

METRICS & BENCHMARKS

Benchmark: DMD will track our services benchmarks and achievements designed to impact the Downtown metrics and make a successful Downtown:

District Operations	- Number of Bags of Debris Collected - Number of Bio Hazard Removal - Number of Trashcan Maintenance	- Street Team - Hours - Number of Police Reports - Number of Planter Maintenance
Placemaking	- Number of Plants Planted - Items of Parking Action Plan Implemented - Number of Meetings with City to Improve Pedestrian Streetscape	- Number of Façades Remodeled - Number of Public Art Projects
Economic Development	- Number of New Residential Units *(Opened/Constructed/Commitment)* - Number of New Business Concept Meetings - Number of Properties Listed on DowntownTx.org	- Conversion of Meetings to Applications *(Incentive or permit applications)*
Promotions	- Social Media Stats - Traditional Media Stats	- Event Attendance
Organizational Management	- Number of Board Meetings Held - Number of Membership and Sponsorship Revenue - Number of Professional Development Completed	- Number of Metrics and Benchmarks Collected

METRICS

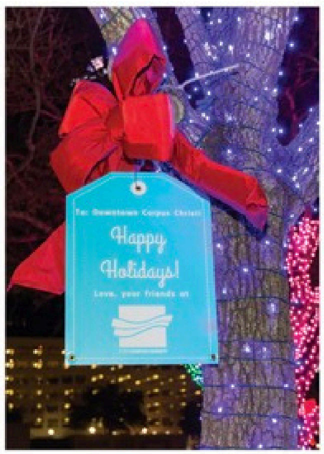
- Biannual Downtown Perception Survey
- Crime statistics
- Business Sales Tax Collected
- Downtown Population Traffic
- Tourist Visitorship
- New Business Openings by District
- Street Level Vacancy
- Building Vacancy
- Office Vacancy
- Private Sector Investment
- Public Sector Infrastructure Investment
- Parking Occupancy
- Residential Occupancy

INVEST IN DOWNTOWN

Downtown Advisory Council

CORPUS CHRISTI DOWNTOWN
Revitalization
ALLIANCE

Our Downtown Revitalization Alliance 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.



Members recieve Logo Recognition throughout the fiscal year in Downtown and at DMD events.

Ready to Sign On?

Become a Downtown Leader and learn more by contacting ARLENE MEDRANO.

361-882-2363

Arlene@cctexasdmd.com

ADVISORY COUNCIL SPONSORSHIP LEVELS

Downtown Pioneer	$50,000
Downtown Partner	$25,000
Downtown Pillar	$10,000
Downtown Promoter	$5,000

CURRENT DRA MEMBERS

PORT CORPUS CHRISTI
Corpus Christi Medical Center
ArcelorMittal
H-E-B Helping Here
Valero
CITGO
CCISD Corpus Christi Independent School District
AEP TEXAS An AEP Company
State of Texas County of Nueces
AmericanBank
Frost

Downtown Business Association

The Downtown Business Association, established in 2014 by the Downtown Management District, was created to support the downtown business community within the Marina Arts District as well as businesses, events, and attractions throughout the greater downtown area. The Association hosts monthly meetings to keep business owners informed about promotions, initiatives, and issues that may impact their operations.

If Applicable items are indicated with a *.

DBA Membership
Annual Investment: $580/year or $45/month

Benefits:
- Business Photoshoot or Influencer reel
- Ability to host a DBA meeting & showcase offerings
- Opportunity to be the Downtown Run Club After Party Host
- Logo on DBA member webpage
- DBA Window decal
- Mentions in social media posts and the Downtowner Newsletter
- End of Year proof of performance
- Inclusion on DMD wayfinding signage
- Event promotion support

DBA ArtWalk Partner Add-On
Annual Investment: $500/year

Add-On Benefits:
- Included on ArtWalk maps and event listing
- Shareable ArtWalk graphics
- Mention in select ArtWalk marketing (social media, newsletter, print and webpage)
- 10'x10' booth space for your business within your designated block party.

Free Membership for First Year!
Annual Investment: $0/year or $0/month

Benefits:
- DMD repersentationfor Soft/Grand Openings
- Social Media promotion for Soft/Grand Openings
- Network and connect with Downtown Business Owners
- Can purchase ArtWalk Add-On

Ready to Join?

Become a DBA member and learn more by contacting JENNIFER WRIGHT

361-882-2363

Jennifer@cctexasdmd.com

downtown corpus christi

DOWNTOWN
MANAGEMENT
DISTRICT
CORPUS CHRISTI

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Downtown Corpus Christi

Corpus Christi Downtown Management District

The Downtowner Newsletter