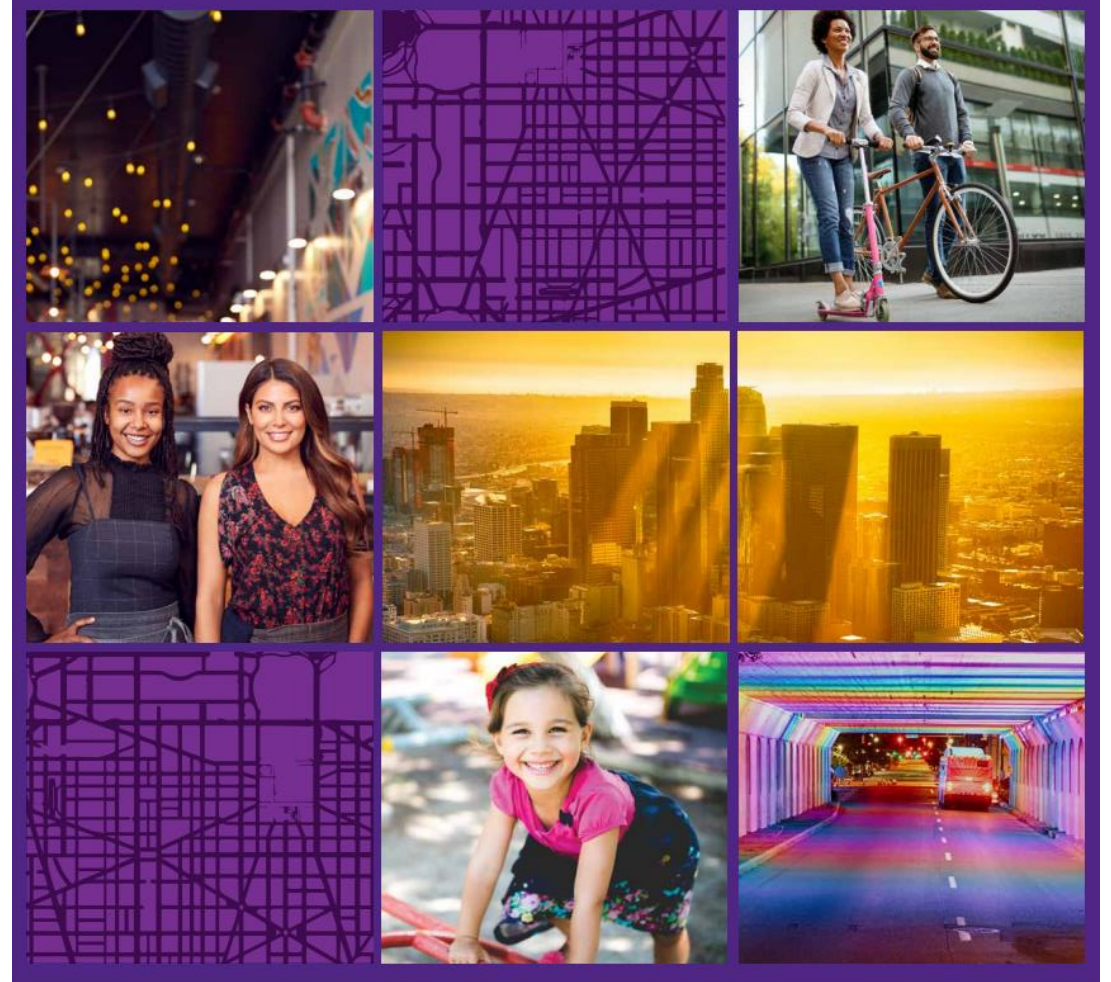




**INSPIRED LEADERS
SHAPING CITIES**

Value of Downtowns Corpus Christi, TX



The Value of U.S. Downtowns and Center Cities

CALCULATING THE VALUE OF DOWNTOWN CORPUS CHRISTI, TEXAS
A 2022 IDA STUDY

A 2022 PUBLICATION CREATED BY
THE INTERNATIONAL DOWNTOWN ASSOCIATION



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About IDA & Downtown Corpus Christi



We are downtown champions and professional place makers. We are city builders.

The International Downtown Association is the premier organization for urban place professionals who are shaping and activating dynamic city center districts. Our members are city builders and downtown champions who bring urban centers to life, bridging the gap between the public and private sectors.

- **Founded 1954**
- **Industry of 2,500 urban place management organizations in North America, and over 100,000 professionals**
 - **Education**
 - **Research**
 - **Leadership Networking**

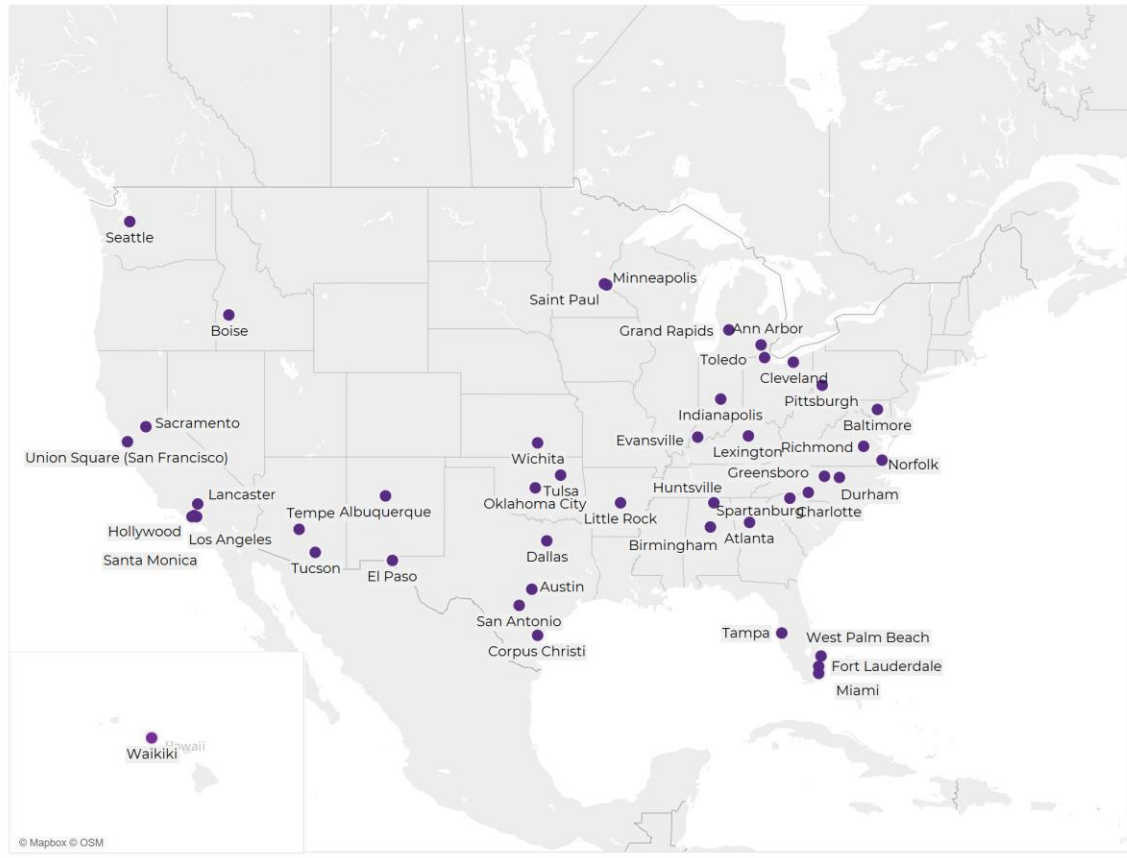
The Downtown Management District

The Corpus Christi Downtown Management District (DMD), established in 1993, is a professional Municipal 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. Recently, in 2023, the property owners voted to renew the district through 2033. 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 offer.

The vision of the DMD is to create the most vibrant downtown on the Gulf of Mexico 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, prismatic cultural experiences;
- Growing our team, team mentality, and local capacity to accomplish the vision.

Value of U.S. Downtowns and Center Cities Participants

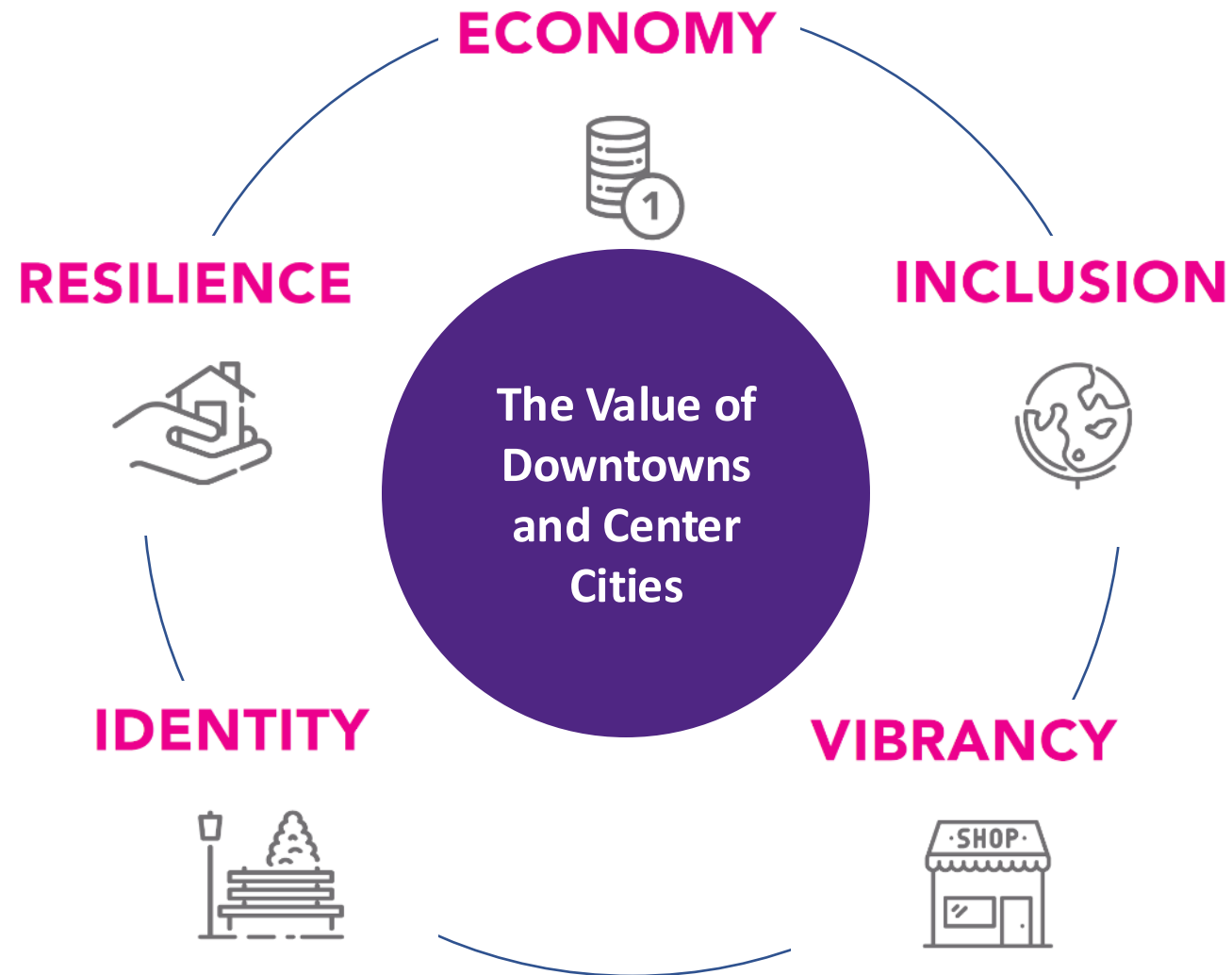


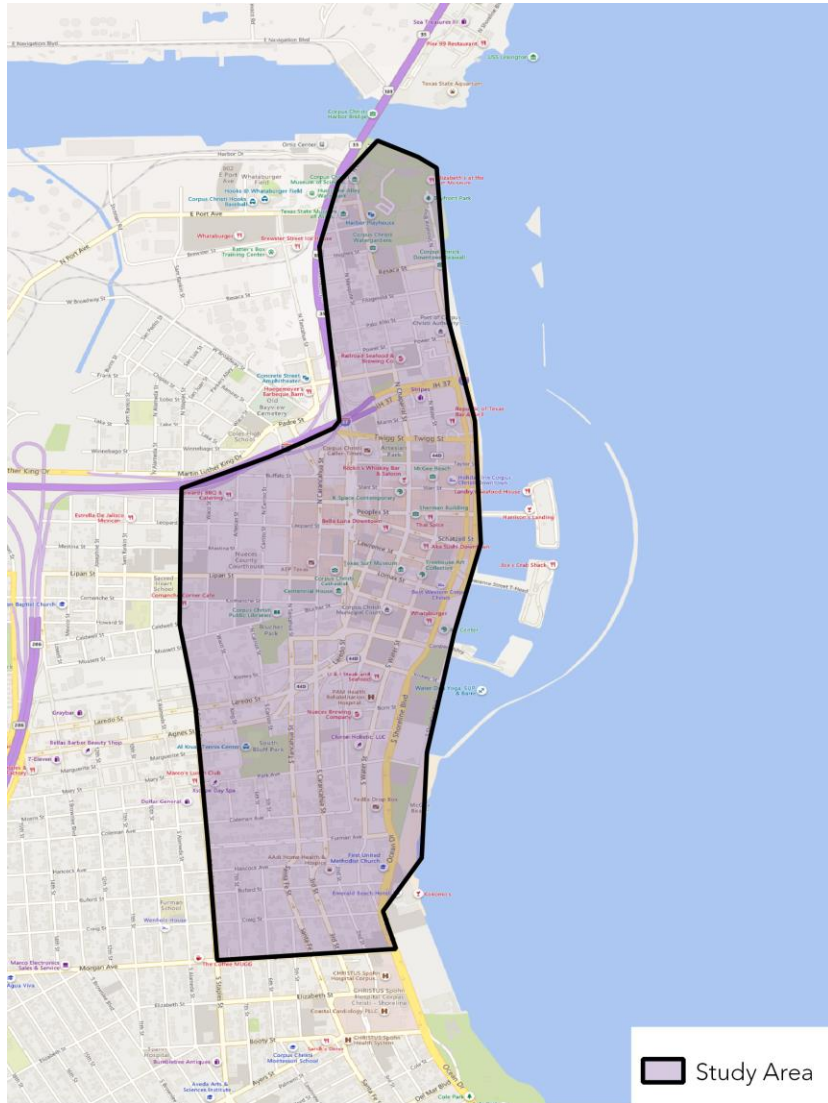
Objectives:

- Articulate the multifaceted value of the American downtown
- Highlight downtown's crucial impacts on its city and region



Five Principles of Downtown Value





Downtown: Study area map

City: City of Corpus Christi

Region: Corpus Christi MSA






Downtown Corpus Christi: Small but with a Huge Impact



Downtown makes up **less than 1%** of the city's land area but has substantial economic and community importance.

- Residential population is close to **4,000** according to the most recent data.


Residential Growth



	Downtown	City	Region
2015–2020	14%	3%	-3%
2010–2020	9%	7%	0%
2000–2020	54%	18%	13%

Source: American Community Survey 5-Year Estimates (2016–2020)

Employment 2019



	Downtown	City	Region
Primary Jobs	13,705	126,846	165,884
Downtown share of primary jobs	–	11%	8%
Downtown share of private jobs	–	11%	8%
Employees per square mile	11,917	782	93
Primary Employment Growth 2010–2019	14%	2%	9%
Private Employment Growth 2010–2019	22%	8%	13%

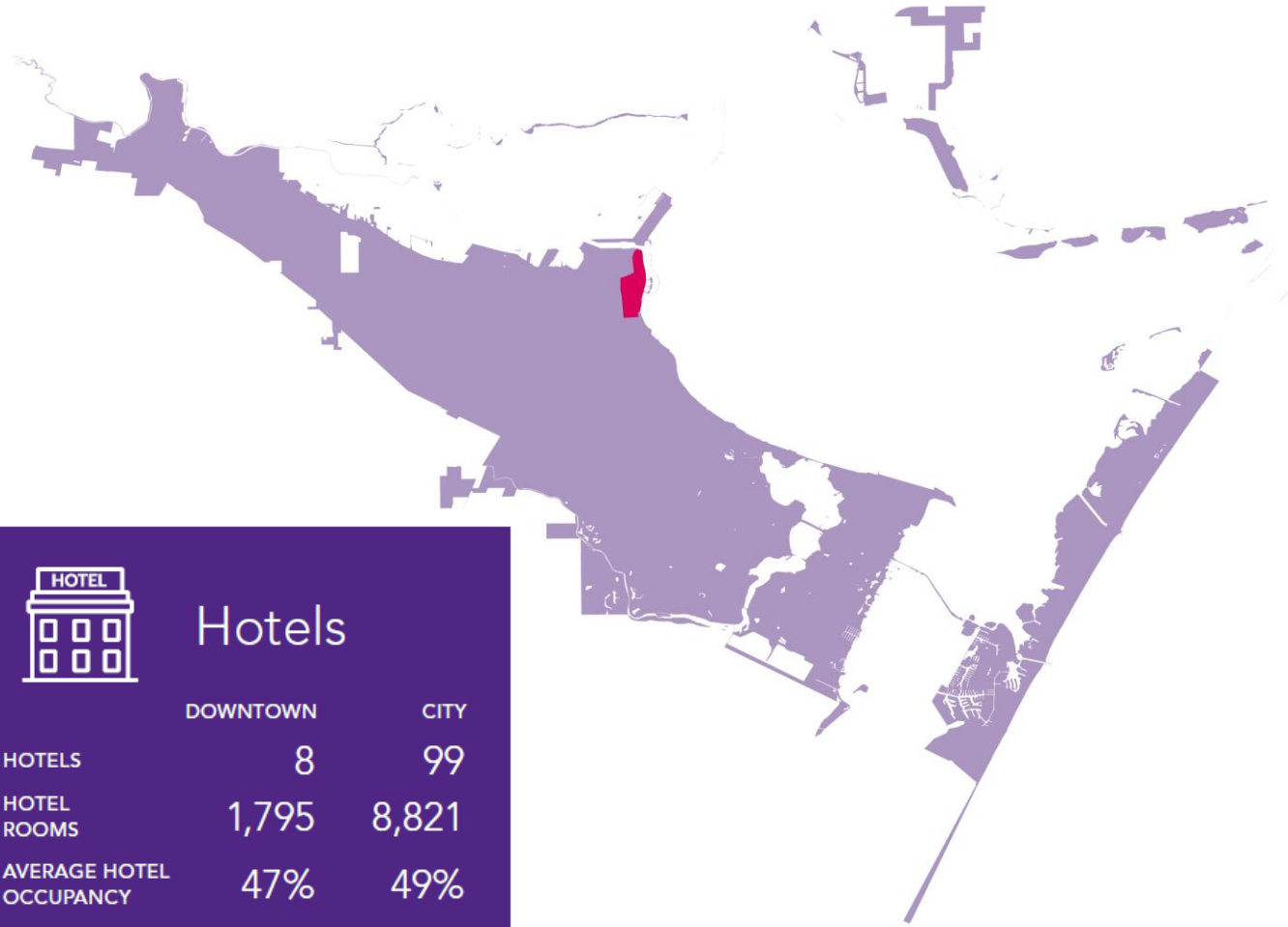
Source: LEHD On the Map (2019)



Downtown Corpus Christi Has a Remarkable Concentration of Real



Between 2000 and 2020, downtown’s population saw an increase of almost **1,500**, representing a **54% increase**, significantly outpacing growth in the city and region.



Inventory	Downtown	% of City	Per Square Mile	Growth 2010–2020
RESIDENTIAL UNITS	1,887	1.4%	1,641	0.7%
HOTEL (ROOMS)	1,795	20%	1,561	6%

Source: U.S. Decennial Census (2010); American Community Survey 5-Year Estimates (2016–2020), CCDMD (2022)

Hotels	DOWNTOWN	CITY
HOTELS	8	99
HOTEL ROOMS	1,795	8,821
AVERAGE HOTEL OCCUPANCY	47%	49%
ANNUAL VISITORS	1.9M	10M
AVERAGE DAILY VISITORS	5,205	27,397

Source: City of Corpus Christi, South Texas Economic Development Center (2022)

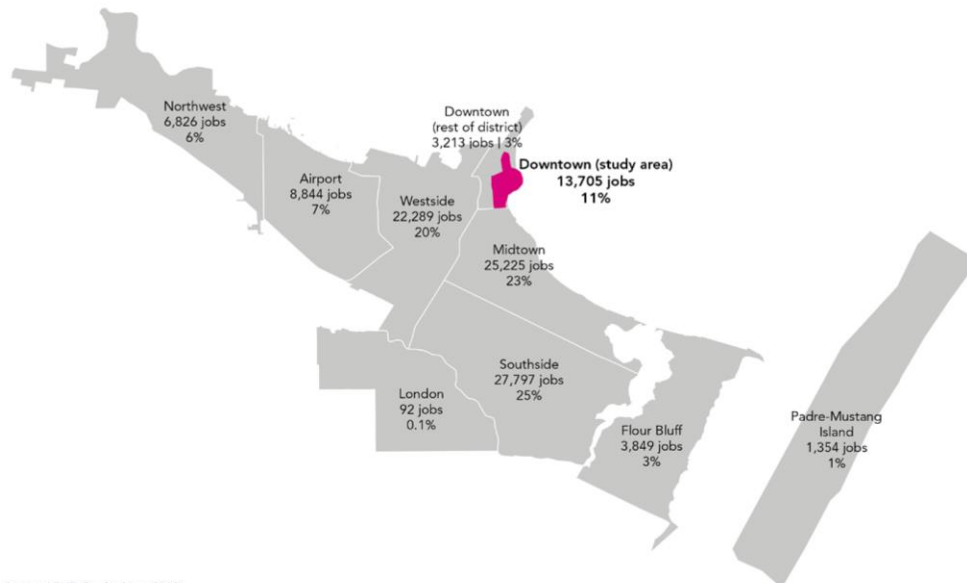


Downtown Corpus Christi has 11% of All Citywide Jobs



- A higher concentration than any other district in the rest of the city.
- **One-in-four people** work in the professional, scientific, and technical services sector.
- Primary employment downtown **increased by 14%** between 2010 and 2019.

Jobs by Corpus Christi Planning Districts*



Source: LEHD On the Map (2019)

*This map excludes all educational services jobs from across the city due to the discrepancy noted earlier where all Corpus Christi Independent School District employees were located downtown, despite the reality that over 95% of employees are distributed across the entire CCISD area. For even comparison, all educational services jobs were removed from the count in this map.

Employment (Primary Jobs)



11%
CITYWIDE JOBS



11%
CITY'S PRIVATE JOBS



50%
CITY'S PROFESSIONAL, SCIENTIFIC, TECHNICAL JOBS



3%
CITY'S CREATIVE JOBS

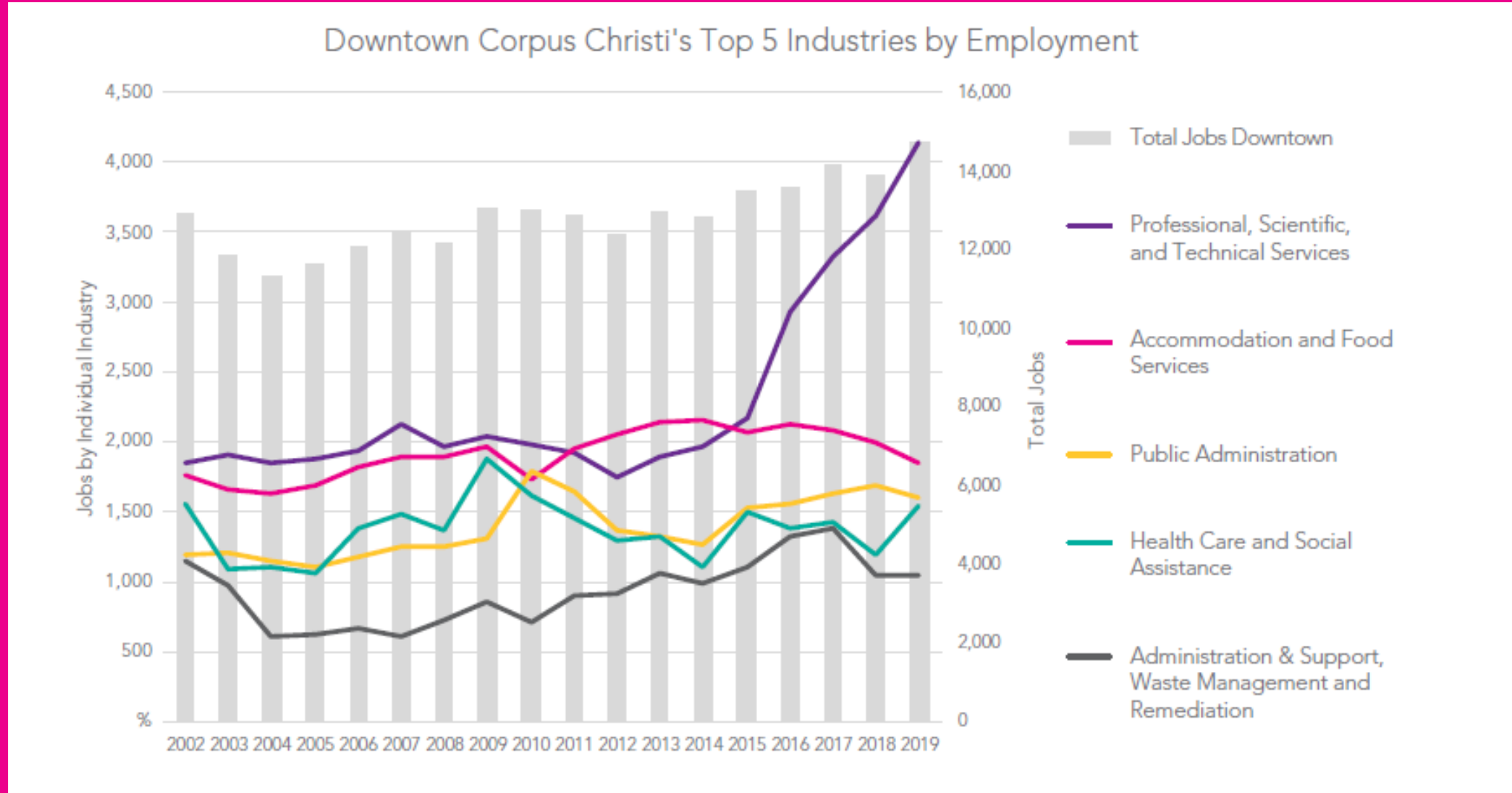


16%
CITY'S KNOWLEDGE INDUSTRY JOBS

Source: LEHD On the Map (2019)



Downtown Corpus Christi's Top Five Industries by Employment



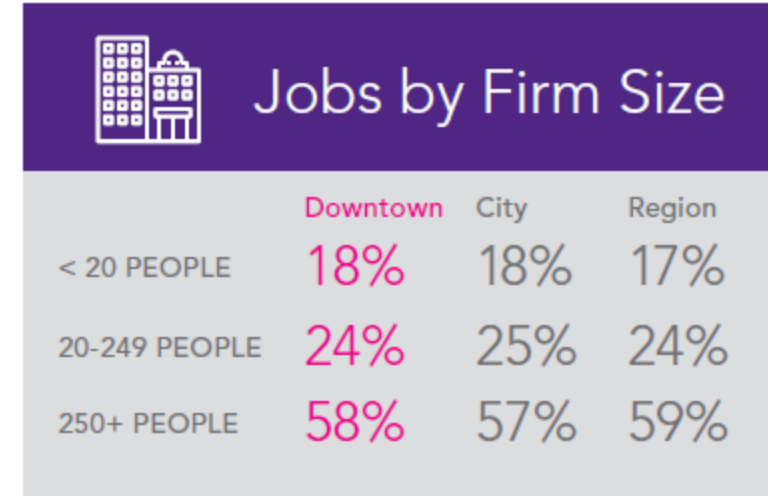
Source: LEHD On the Map (2002–2019)
 Note: Please refer to the footnote on p.18.



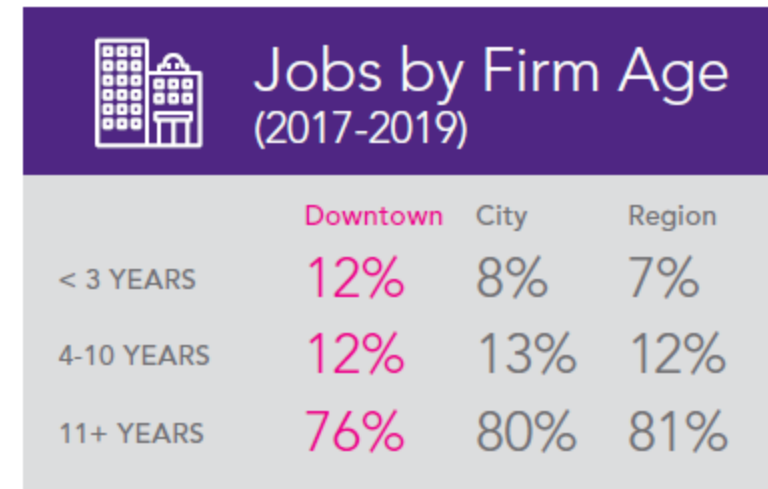
Downtown Corpus Christi is the Place for Small Business Start



- Since 2011, the share of jobs at downtown firms younger than three years old has surged by **141%**.
- In 2019, these youngest firms employed over **1,500 workers**.
- Over the same decade, downtown’s business mix has gotten larger in size, with the number of large firms employing more than **250 people** growing by **54%** between 2011 and 2019.



Source: LEHD On the Map (2019)



Source: LEHD On the Map (2019)



A Concentrator of High-Quality, High-Paying 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 and Wage

	Downtown*	County
TOTAL PAYROLL	\$1.8 Billion	9% OF NUECES COUNTY
AVERAGE ANNUAL WAGE	\$46,812	34%

Source: US Census Bureau County Business Patterns (2020)
*Downtown is ZIP code 78401

There's a Demand For New Residential Units

Between 2010 and 2020, median gross rent increased by **over 60%** downtown—a very high rate of growth as downtown population has boomed, indicating a need for new residential units.

Downtown Renters

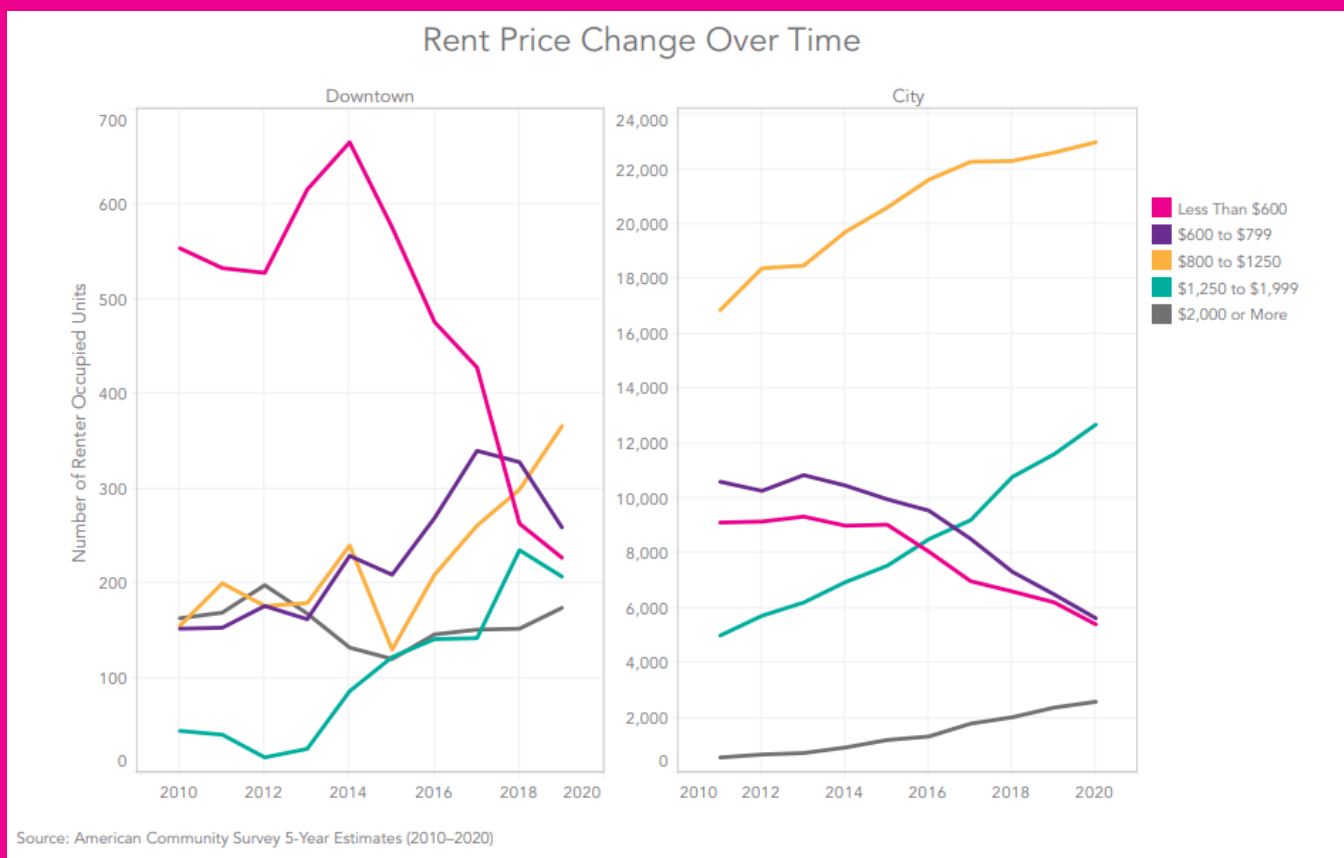
	Downtown	City	Region
% RENTER OCCUPIED	91%	42%	39%
MEDIAN GROSS RENT	\$955	\$1,055	\$1,048
MEDIAN RENT INCREASE 2010-2020	62%	33%	34%
RENT-BURDENED	59%	45%	45%

Source: American Community Survey 5-Year Estimates (2016-2020)

Housing and Transportation Index

Downtown	City	Region
36%	51%	52%

Source: Center for Neighborhood Technology (2022)



There's Plenty to Do in Downtown Corpus Christi

- Downtown concentrates **three times** more retail sales per square mile than city-wide averages.
- Not including food and beverage establishments, downtown retailers generate almost **\$70 million** in sales.
- Food and beverage establishments generate more than **\$50 million**, representing **7%** of the overall city sales activity in this sector.

Retail Sales



DOWNTOWN RETAIL SALES SHARE OF CITY
\$120.5M **2.5%**

RETAIL SALES PER SQUARE MILE
 DOWNTOWN CITY
\$105M **\$30,322**

Source: ESRI Business Analyst Business Total Data (2022)

ESRI Market Potential Index

National Average = 100

	Downtown	City
ATTENDED A MOVIE IN LAST 6 MONTHS	101	101
WENT TO LIVE THEATER IN LAST 12 MONTHS	99	88
WENT TO A BAR/NIGHT CLUB IN LAST 12 MONTHS	95	97
DINED OUT IN LAST 12 MONTHS	88	94
WENT TO A FAMILY RESTAURANT IN LAST 6 MONTHS	88	100
WENT TO A FAMILY RESTAURANT: 4+ TIMES A MONTH	92	99

Source: Esri, Esri-Data Axle, Esri-MRI-Simmons, Esri-U.S. BLS, U.S. Census (2022)



Downtown Corpus Christi is Where People Gather



13.3% of all city-wide sales in Arts and Entertainment happen downtown, totaling **\$20.9 million**.

All occurring within **.006 square miles** of the city's total land area.

District Events and Activities 

10 VENUES WITH LIVE ENTERTAINMENT	1 GYM OR FITNESS STUDIO
1 THEATRE	1 FARMER'S MARKET

Source: Corpus Christi Downtown Management District (2022)



Downtown Corpus Christi is Rich with Culture

Attracting more than **two million** residents and visitors **annually**.

Home to **two-thirds** of the city's locally and nationally designated historic structures.



Social
Media

INSTAGRAM POSTS WITH HASHTAG
#GODOWNTOWNCC

31,581

INSTAGRAM FOLLOWERS

24,200

FACEBOOK FOLLOWERS

28,679

Source: Instagram, Twitter, and Facebook counts as of September 2, 2022

Downtown Destinations



45

HISTORIC
STRUCTURES



6

MUSEUMS



75

PUBLIC ART
INSTALLATIONS



30

PARKS AND
NATURAL AREAS

Source: National Register of Historic Places (2019); CCDMD (2021)



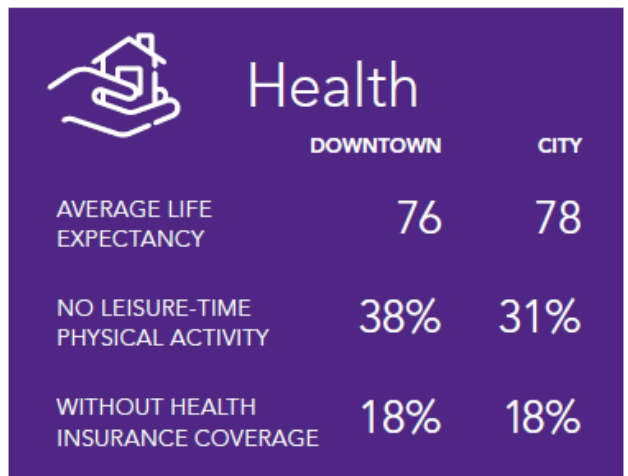
Downtown Corpus Christi is Resilient



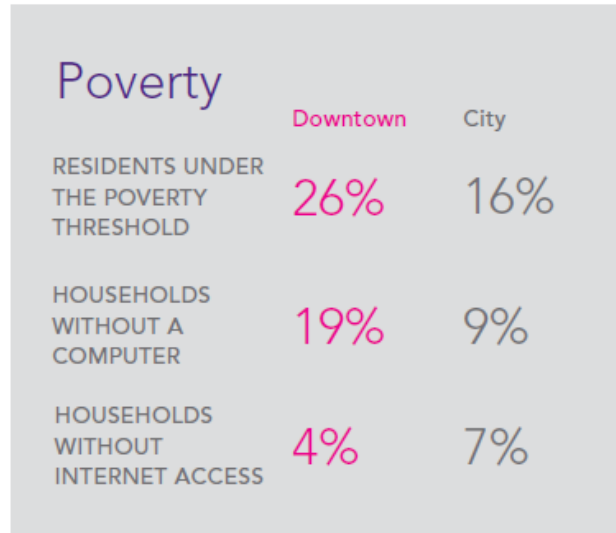
Whether it's economic, social, or environmental – Downtown Corpus Christi has positioned itself to recover from shocks.



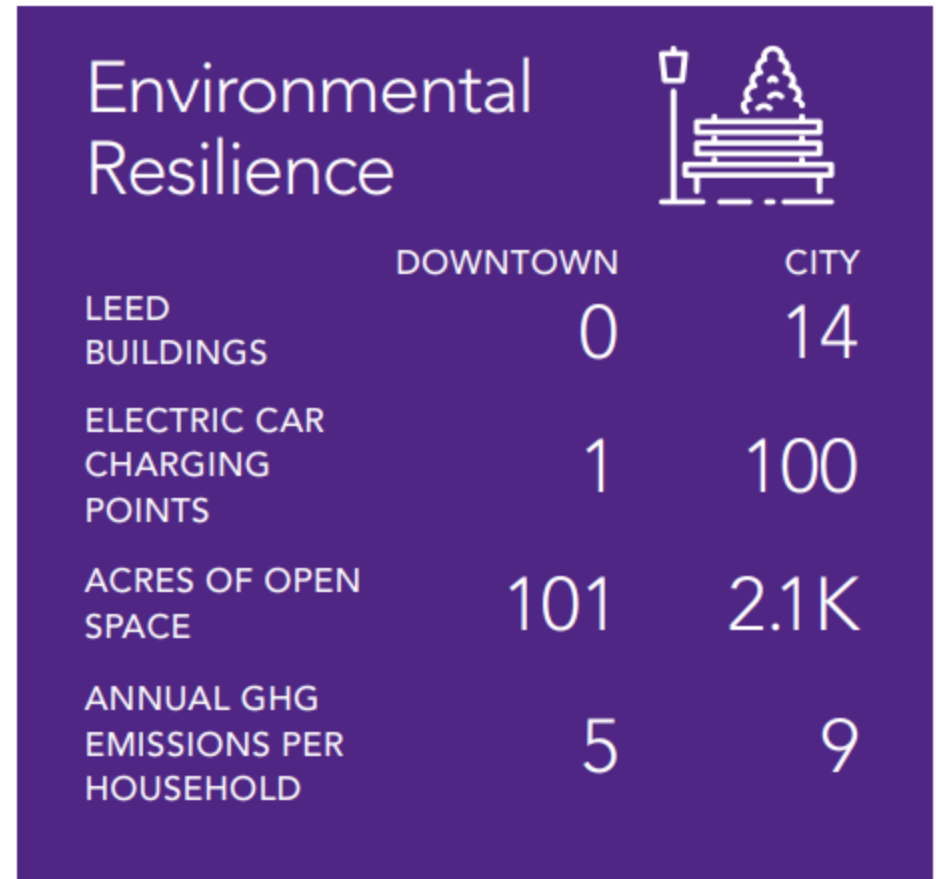
Source: Corpus Christi Downtown Management District (2022)



Source: Robert Wood Johnson Foundation (2020); CDC (2017); American Community Survey 5-Year Estimates (2016–2020)



Source: American Community Survey 5-Year Estimates (2016–2020)



Source: Center for Neighborhood Technology (2017), City of Corpus Christi Parks & Recreation Department, US Green Building Council, CCDMD (2022)




Downtown Corpus Christi is Sustainable



Downtown Corpus Christi is home to a greater share of residents who choose an alternative to driving to commute.

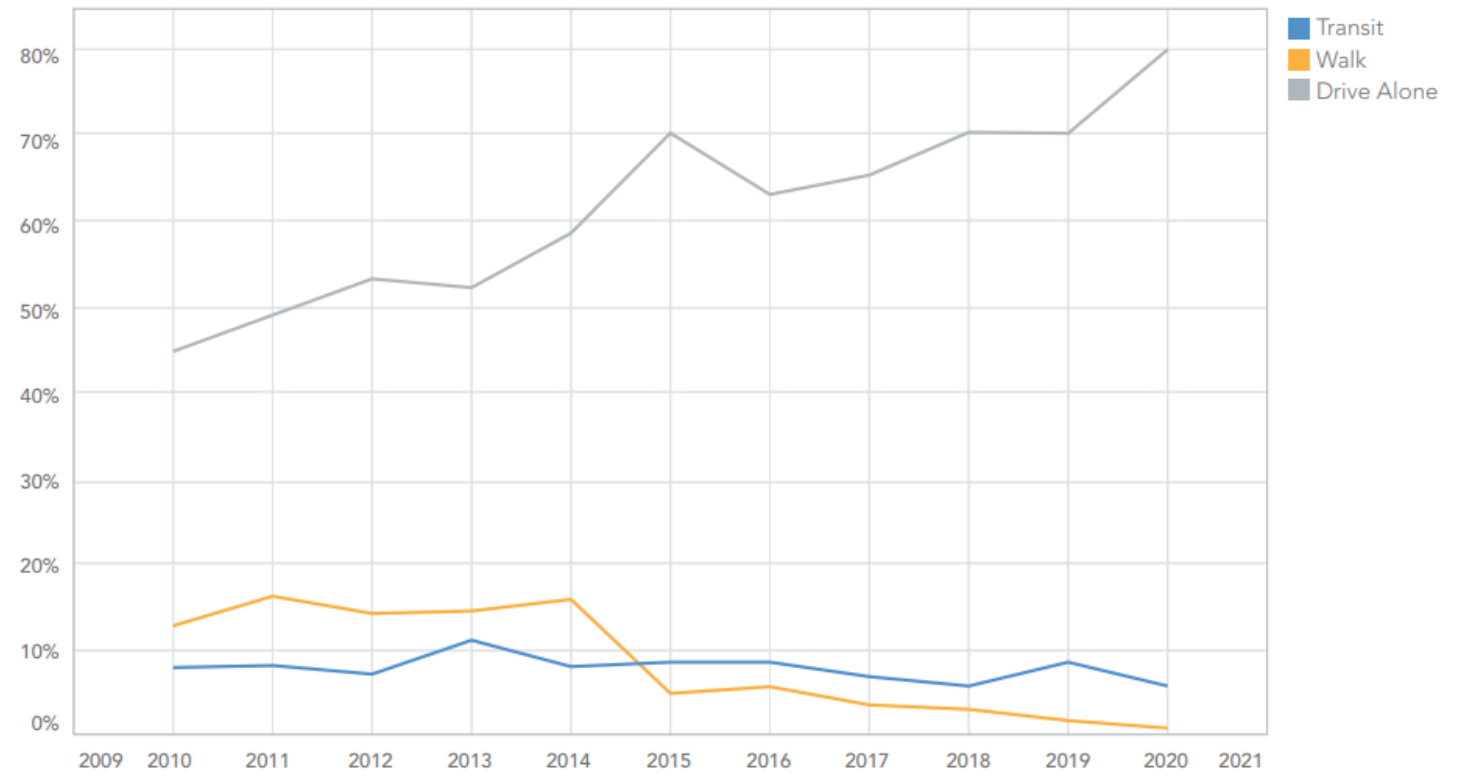
SUSTAINABLE COMMUTE



DOWNTOWN CORPUS CHRISTI	EMERGING DOWNTOWNS	EMERGING CITIES
20%	21%	6%

Source: American Community Survey 5-Year Estimates (2016–2020)

Downtown Corpus Christi Commute Mode Share



Source: American Community Survey 5-Year Estimates (2016–2020)



Downtown Corpus Christi is an Emerging Downtown



Emerging Downtowns

ALBUQUERQUE	GRAND RAPIDS	SAN ANTONIO
BIRMINGHAM	HOLLYWOOD	SPARTANBURG
CLEVELAND	LANCASTER	TAMPA
CORPUS CHRISTI	LITTLE ROCK	TOLEDO
EL PASO	OKLAHOMA CITY	TULSA
EVANSVILLE		WICHITA



RESIDENTS

	DOWNTOWN CORPUS CHRISTI	EMERGING DOWNTOWNS	EMERGING CITIES
GROWTH <small>AVG. 2000-2020</small>	54%	20%	10%
DENSITY <small>RESIDENTS / ACRE</small>	5	6.8	4.6
MEDIAN INCOME <small>HOUSEHOLD</small>	\$32K	\$27K	\$51K
DIVERSITY INDEX	75	64.4	63.4



	DOWNTOWN CORPUS CHRISTI	EMERGING DOWNTOWNS
% CITYWIDE RETAIL SALES	2.5%	5.6%
RETAIL SALES PER SQUARE MILE	\$105K	\$204K

SUSTAINABLE COMMUTE



	DOWNTOWN CORPUS CHRISTI	EMERGING DOWNTOWNS	EMERGING CITIES
	20%	21%	6%

WALK SCORE



DOWNTOWN CORPUS CHRISTI	EMERGING DOWNTOWNS	EMERGING CITIES
52	79	41

BIKE SCORE



48	67	47
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TRANSIT SCORE



35	44	23
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EMPLOYMENT

	DOWNTOWN CORPUS CHRISTI	EMERGING DOWNTOWNS
GROWTH IN DOWNTOWN EMPLOYMENT (2002-2019)	13%	0%
CITYWIDE JOBS	11%	18%
CITYWIDE KNOWLEDGE JOBS	16%	24%
CITYWIDE CREATIVE JOBS	3%	28%
RESIDENTS WITH A BACHELOR'S DEGREE OR HIGHER	18%	38%

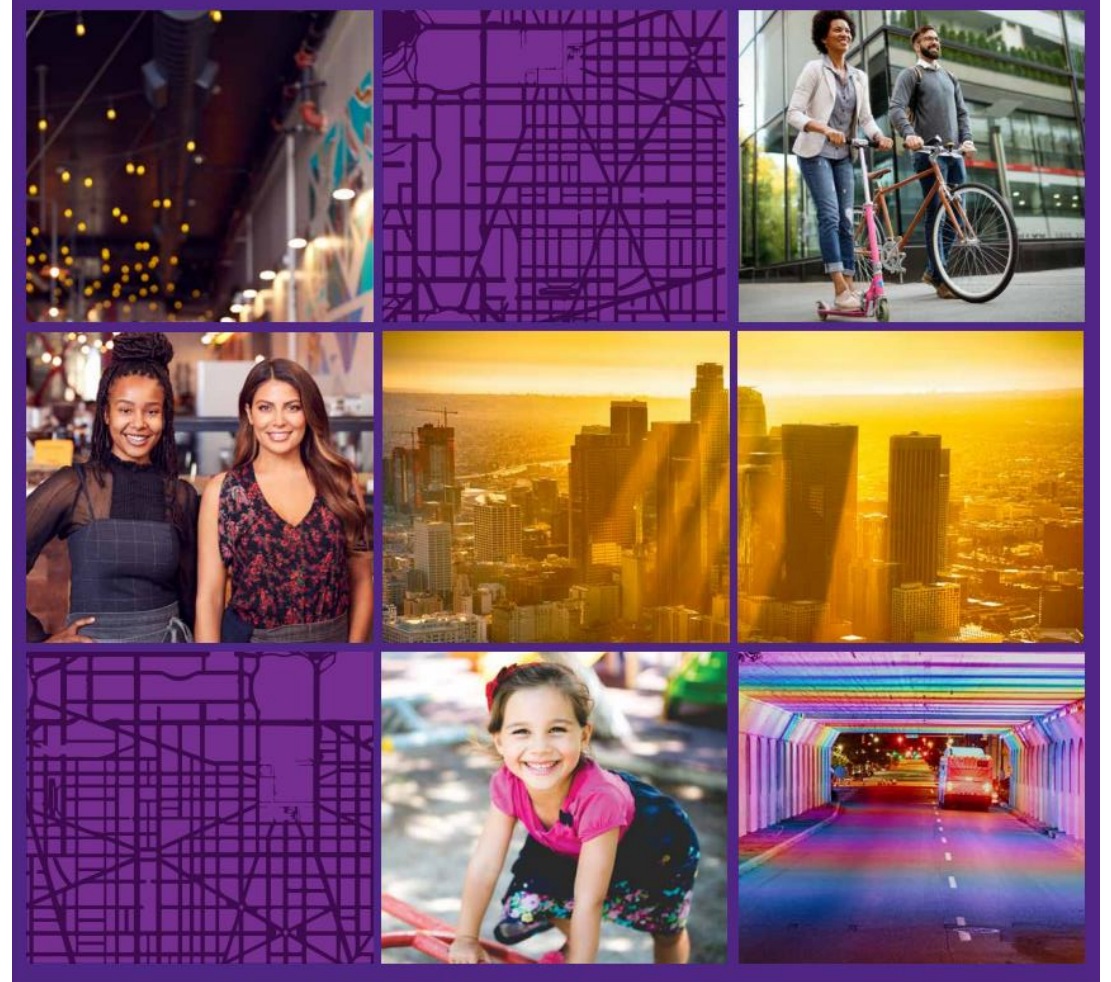


	DOWNTOWN CORPUS CHRISTI	EMERGING DOWNTOWNS
HOTELS	8	12
HOTEL ROOMS	1,795	2,192



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