DMD continued with the Downtown Revitalization Initiative, funded by the Tax Increment Reinvestment Zone (TIRZ). The Clean Ambassador team complete cleaning both the SEA District and Marina Arts District. Engagement of Uptown stakeholders and planning for cleaning Uptown took place. Uptown clean-up will begin May 1st.

DMD facilitated a public meeting where details of Bond 2014 Chaparral St. Phase II street project were presented by HDR Engineers. More than 25 people attended the meeting and were able to view boards and ask question about the design of the project.

The Downtown Parking Management Plan, funded by the TIRZ was presented at the Downtown Merchants Association and a motion of support was passed by the DMD Board. The goal of the plan is to simplify and bring logic of the parking ecosystem, enhance customer experience, guide future parking investments and develop partnerships to increase parking supply. Implementation will begin in later 2017.

DMD began planning the first Downtown Monthly Mural Mixer to provide a networking and socializing event for Downtown workers and residents. At each mixer a featured artist will be highlighted and new murals will be unveiled. Proceeds support the DMD mural program. The first mixer will be held 5-7 p.m., Wednesday, May 17 at the Grandview Lounge atop the Best Western. Hope to you there!

Sincerely,

Terry Sweeney
Executive Director

Alan S Albin
Finance & Operations Manager

Barbie Baker
Merchant and Special Events Manager
**District Operations:** Create a cleaner, safer, more beautiful and accessible District and Greater Downtown Area.

I. **Improve Cleanliness and Perceptions of Cleanliness.**
   
   A. **Clean Team.** DMD’s 11-man cleaning crew recorded the following activity:
      
      1. 1872 Hours
      2. 3,100 Block faces swept/cleaned.
      3. 1,141 Bags of debris and trash collected.
      4. 550 Block faces weeded/sprayed (block faces).
      5. 83 Curbs painted.
      6. 244 Business contacts
      7. 252 Customer contacts.
      8. 37 Graffiti sites removed/painted over.
      9. 162 Contacts with transients.
     10. 8 Code violations / Calls to Corpus Christi Police Department (CCPD).
     11. 224 Hours of Street Sweeper operation.

   B. Addressed various street issues in S.E.A. District and Marina Arts District.
      
      1. Continued to monitor compliance and conditions.
         - Weeds on Shoreline at Bayfront Inn.
         - Roof Tiles on Shoreline at Bayfront Inn.
         - Various empty lots in S.E.A. District with high weeds.

   C. **Clean Team inspected Miradors and Bike Share locations on a weekly basis.**
      
      1. Reported any problems to Parks and Recreation, Zagster, & DMD.
      2. Worked with RTA security & CCPD to recover abandoned Bike Share bikes.

II. **Greater Downtown Clean-up**

   A. **Completed the Spring Clean of S.E.A. District recording the following activity:**
      
      1. 91 Block faces swept / cleaned
      2. 412 Bags of debris and trash collected.
      3. 87 Block faces weeded.
      4. 63 Curbs painted.
      5. 193 Customer contacts.
      6. 18 Graffiti removed.

   B. **Completed the Spring Clean of Marina Arts District.**

   C. **Continued to work with BBB to document scope of work and create a deep clean plan for:**
      
      1. Uptown.
      2. Bayshore/Spohn.

   D. **Participated in Clean-up Task Force and hosted meeting with City departments, DMD, and Block by Block to strategize and plan for the deep clean events in each district.**

Volunteers painting on the T-Head
III. Improve Safety and Perceptions of Safety
A. DMD Off-Duty Police Bike Patrol.
   1. A. Albin, DMD and R. Zirbes, Corpus Christi Police Department (CCPD) officer developed and filled April schedule and developed the May schedule.
   2. The patrol logged the following benchmarks during April:
      - 231 Patrol hours.
      - 42 Arrests, calls for service taken.
      - 478 Customer contacts made or assistance provided.
      - 188 Businesses contacted.
      - 152 Cleaning and Safety Partnership members contacted.
      - 160 Garages/lots patrolled.
      - 154 Homeless, transient, public intoxication contacts.
      - 2 Reported code violations.

B. Participated in meetings with CCPD and City to address Shoreline Blvd. speeding and late night gathering on the barge dock.
C. Clean and Safe Partnership.
   1. Hosted Bi-monthly Clean and Safe Partnership meeting held at IBC Bank on April 20th attended by 20 members.

IV. Improve Beautification.
A. Continued to water and prune the Asiatic Jasmine plants on Chaparral St. Phase I to improve the look of the tree beds.

V. Improve Accessibility, Infrastructure and Connectivity (Multimodal Mobility).
A. Launched Bike Corpus Christi seven-station, 40-bike bike share program.
   1. Recorded the following benchmarks from August 26-December:
      - 3,473 active members.
      - 10,353 trips taken.
      - 29-minute median trip duration.
      - 26,589 miles logged.
      - 1,296,625 calories burned.
   2. Assisted with Zagster bike mechanic with monthly maintenance.
B. Construction Mitigation and Bond 2014 Projects:
   1. Hosted public stakeholder meeting for Chaparral Phase II attended by 27 people.
   2. Attended monthly coordination meeting on Bond 2014 Projects.
   3. Monitored communications from the City regarding road closures.
C. Parking Advisory Committee (PAC):
   1. Attended the April meeting.
2. Provided bike share update.

**Develop and Improve Downtown:** Attract new businesses, development and residences; increase sales activity and street level occupancy and improve existing buildings and urban design.

I. **Attract new businesses and development and increase street level occupancy**
   A. Tax Increment Reinvestment Zone (TIRZ) #3 Administration in concert with A. Barrera, City of Corpus Christi:
      1. Downtown Parking Management Study.
         - Assisted A. Barrera and Walker Parking Consultants with drafting implementation plan for the parking management plan.
         - Hosted stakeholder engagement meeting attended by 15.
         - Passed resolution in support by DMD Board.
      2. Participated in early assistance meetings for The Gold Fish.
      3. Assisted with developing TIRZ Board meeting agenda and participated in the meeting.
      4. Participated in the Downtown Traffic Management analysis plan meeting.
         Implement TIRZ greater downtown revitalization scope of service.
         - Completed clean-up of SEA District and Marina Arts District
         - Met with or briefed:
           - M. Wisznia, 600 Building.
           - P. Cavasos, Tower II.
           - H. Gonzales, CBRE, at&t building.

   II. **Texas Main Street (TMS), Texas Downtown Association (TDA) and Texas Historical Commission activity:**
      1. Invoiced the City for share of payment to Hardy Heck Moore for historic resources survey.
      2. Began planning 2018 TDA Conference.
         - Convened board planning committee.
         - Participated in 2 Texas Downtown Association conference calls for 2017 TDA conference.
      B. Distributed 18 downtown recruitment brochures.
      C. Met with, contacted, assisted or provided information on Downtown development or business opportunities or responded to real estate inquiries:
         1. R. Cooper, J. Gignac, The Gold Fish.
         2. G. Perkes.
         4. S. McMains, Downtown Cross F
         5. S. Mikaencak, TAMUCC, CHARM.

III. **Organize and support businesses and improve urban design**
   A. Applied to Texas Commission on the Arts (TCA to have Downtown designated a Texas Cultural District.
1. Convened steering committee.
2. Created draft application.
3. Contacted J. McMillan, TCA.

B. Managed Downtown Merchants Association to develop programs to drive business.
   1. Hosted April meeting attended by 33 at Harrison’s Landing with the following agenda
      • Presentation and discussion by Gateway on Traffic Management Survey
      • DISTRX App Updates
      • Bike Share Updates
      • Parking Management Study
      • Past Events
      • Upcoming Events
      • Marketing partnership opportunities
   2. Worked to retain and recruit members.
      • Bay Pointe
      • Bay Pointe Vista
      • Buccaneer Commission
      • The Beach 96.5
      • Braswell Office Systems
   3. Manage property improvement grant program.
      • Met with C. Lain, House of Rock.
   4. Downtown Revitalization Alliance (DRA):
      • No activity.

IV. Plan Downtown to address issues or support businesses and real estate development by improving permitting or ordinance changes.
   A. Participated in meeting with City departments to discuss vacant issue and ordinance changes.
   B. Met with City to discuss permitting and clean-up process for downtown events due to post-event trash issues.

V. Promote Downtown residential.
   A. Scheduled first monthly mixer to be hosted at the Cosmopolitan Apartments to promote the soon to be opening.

Marketing and Events: Increase sales, visitor ship and investment in the District and improve DMD visibility through strategic marketing and developing/managing events.

I. The District and Businesses
   A. Enhance the DMD website and DMD and District brands.
      1. Updated sliders and web content.
      2. Developed 4 e-newsletters and sent to more than 4,300 recipients each week.
B. Maintained and created promotional posts for the DISTRX App.
   1. 39 merchants
   2. 1389 District views.
C. Logged the following website and social media benchmarks:
   1. 5,660 views of the Marina Arts District website. 1,473 sessions, New users 59%, returning users 41%.
   2. 50 posts on Facebook, 610,869 reached, 2,735,747 impressions, and increased to 17,095 Page Followers.
   3. 25 Tweets and 987 followers on Twitter with 4,322 Impressions, 23 mentions, and 69 profile visits.
   4. 14 posts on Instagram and increased followers to 2,866.
   5. Updated and managed posts to additional social media outlets, Swarm and Snap Chat.
B. Media Appearances
   1. Participated in on air radio spots with 96.5 The Beach.
E. Marketing district in outside district community events
   1. Attended as a vendor, The Ice Rays game at American Bank Center (ABC).
   2. Participated as a vendor at the Women’s Expo event at ABC.

II. Create, manage and support DMD and District events to increase Downtown visitor-ship, event attendance and event and business revenue.
A. Managed DMD Events:
   1. Artwalk
      • Organized April ArtWalk event.
      • Coordinated programming at participating businesses.
      • Coordinated with L. Gonzales, Corpus Christi Parks and Recreation and Traffic Engineering regarding services.
      • Continued to work with CCPD, and City staff to ensure safety of ArtWalk.
      • Managed online vendor and food truck applications and payments for event.
      • Coordinated obtaining musical entertainment.
      • Updated websites and social media.
   2. Bridgewalk
      • Setup signage for each event.
      • Scheduled and coordinated police presence and stations on Harbor Bridge for patron safety.
• Purchased and Delivered water.
• Obtained water sponsorship from Cosmopolitan Apartments.
• Recruited utilizing on-line TAMUCC “Org Sync” and managed volunteers.
• Logged 8 volunteers with 24 total hours.
• Cleaned site following event.
• Obtained whole fruit sponsor donation from 24-hour fitness.
• Recruited fitness partners for the event.

3. Pirate Pub Crawl
• Recruited participating venues.
• Solicited door prizes from downtown businesses.
• Created map and event program.
• Created and posted social media and website promotions.

• Convened working committee with City Parks and Recreation, Mayor’s Fitness Council, Metropolitan Planning Organization (MPO) Corpus Christi Regional Transportation Authority (CCRTA) to plan local event:
  o Pursued sponsors and partners.
  o Planned program.
  o Organized group rides to CCRTA.
  o Developed media advisory and news release
  o Scheduled proclamation reading at City Council.
  o Promoted event on website, Facebook, and in newsletter and social media.

5. Downtown Mural Mixer
• Arranged for location of new downtown event to be hosted monthly.
• Created branding for event.
• Solicited for food donations.
• Obtained door prizes for raffle prizes.
• Promoted event via social media.

6. Supported other District events.
• Promoted Downtown Farmer’s Market.
• Updated Marina Arts Calendar of events.
• Promoted other events and businesses including:
  ▪ Ice Rays
  ▪ The Exchange CC
  ▪ Buc Days
  ▪ Flanagan’s
  ▪ RTA
Organizational Management

To proactively pursue the DMD Mission by building an organization with adequate resources, technology, professional staff and engaged leadership, board members, stakeholders and volunteers.

I. Attract more financial and leadership resources to support DMD’s mission
   A. Began developing strategic fundraising plan and structure.
      1. Hosted April Advisory Council meeting attended by 8.
      2. Continued 2017 invoicing process.

II. Build DMD’s organizational capacity.
   A. Initiated search for permanent, visible office space.
   B. City Partnership and Interlocal agreement management.
      1. Provided reports and invoices to City for the service contracts.
   C. Board Management
      1. Convened January Board Meeting.
         • Made the following appointments
            o A. Jones, TIRZ Board.
            o C. Bernard, DMD Board.
            o M. Flores and D. Allen, Parking Advisory Committee.
   D. Staff Management
1. Hosted weekly staff meetings.

III. Improve DMD’s relevance and recognition.
   A. Sponsored and assisted in coordinating the 90’s Pub Crawl by The Beach 96.5

IV. Network with and support collaborating organizations:
   A. Spoke at Sunrise Rotary meeting.
   B. Supported the following organization and events.
      1. Attended SEA District RUDAT meeting.
      2. Sponsored and attended Grow Local’s Farm to Table event.
      3. TAMUCC Communications and Media Student Mixer.
      4. Sponsored and spoke at the Young Business Professionals Ideas Week at Urbana.
      5. Attended Bella Luna Lunch Mixer.
      6. Attended and volunteered at United Corpus Christi Chamber of Commerce event:
         • TRC event at House of Rock.
         • Chamber Champions Monthly Meeting.
      7. Attended Caller Times meet and great for new President.
      8. YMCA Board meeting.

C. Financial Management:
   1. Reviewed all financial items as they were received.
   2. Entered all financial items, invoices, payroll, etc. into Quickbooks.
   3. Processed Office payroll through ADP.
   4. Administered 401K thru American Funds website.
   5. Prepared 401(k) year end information for submission to Administrator.
   6. Processed bi-weekly checks for Off Duty Bike Patrol.
   7. Made bank deposits.
   8. Prepared check runs as required.
   9. Met with authorized signatories to have checks signed.
   10. Reconciled all bank accounts and produced monthly financial statements for DMD Board to include:
       • Balance Sheet.
       • P & L Report.
       • Cashflow statement.