February 26th marked the six-month anniversary of the Bike Corpus Christi bike share program. The 7-station, 40 bike program has been an overwhelming success with 2,500+ members taking 7,200+ trips, riding 18,000+ miles and burning 800,000 calories. Quite amazing utilization especially since the usages is outside of the tourist season and during cooler/wetter months.

DMD, City of Corpus Christi and the Tax Increment Reinvestment Zone (TIRZ) Board have created a new public-private partnership to provide revitalization services to the greater downtown area. The services include:

- **Management and Operations Services**: create a cleaner, safer, more beautiful and accessible Downtown area
- **Development & Improvement Services**: attract new businesses, development and residences; support businesses, improve existing buildings and urban design.
- **Marketing Services**: branding and promotion to increase sales, visitors and investment and improve Downtown’s image and visibility.
- **Public Private Partnership Development Service**: recruit financial resources to support this initiative.

In March, DMD will be launching a deep clean of the Greater Downtown Area and has begun planning efforts with the City to support this effort. The clean-up will begin with the SEA District and should last through April. The clean-up will create a significantly cleaner, more beautiful downtown.

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.**
   - **Clean Team.** DMD’s eleven-man cleaning crew recorded the following activity:
     1. 1837 Hours
     2. 2,646 Block faces swept/cleaned.
     3. 1,512 Bags of debris and trash collected.
     4. 526 Block faces weeded/sprayed (block faces).
     5. 7 Curbs painted.
     6. 65 Graffiti sites removed/painted over.
     7. 184 Business Contacts
     8. 177 Customer contacts.
     9. 162 Contacts with transients.
     10. 1 Code violations / Calls to Corpus Christi Police Department (CCPD).
     11. 224 Hours of Street Sweeper operation.

   - 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**
   - Continued to work with Block by Block on scope of work and deep clean plan for:
     1. S.E.A. District.
     2. Uptown.
     4. Marina Arts District.
     5. 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.
     6. Commenced Clean Team operations in all new districts ahead of official start date of March 1st.

III. **Improve Safety and Perceptions of Safety**
   - **DMD Off-Duty Police Bike Patrol.**
     1. A. Albin, DMD and R. Zirbes, Corpus Christi Police Department (CCPD) officer developed and filled February schedule and developed the March schedule.
     2. The patrol logged the following benchmarks during February:
        - 209 Patrol hours.
        - 16 Arrests, calls for service taken.
        - 262 Customer contacts made or assistance provided.
• 94 Businesses contacted.
• 99 Cleaning and Safety Partnership members contacted.
• 82 Garages/lots patrolled.
• 102 Homeless, transient, public intoxication contacts.
• 0 Reported code violations.

• Continued to participated in meetings with CCPD and City to address Shoreline Blvd. speeding and late night gathering on the barge dock. Steps initiated:
  1. Resaca intersection converted to three way stop.
  2. Reviewing how to put speed bumps on street in front of American Bank Center.
  3. Pursuing installing a gate and instituting curfew for barge dock.
• Request City install new One Way sign on William St. in front of Dos Comales.
• Clean and Safe Partnership.
  1. Commenced preparation for Bi-monthly Clean and Safe Partnership meeting to be held at IBC Bank on April 13th.

IV. Improve Beautification.
• Hosted a planting event on the 300 and 400 blocks of Chaparral Street.
  1. 20 students from TAMUCC participated.
  2. 700 trailing Asiatic jasmine plants were added to the tree beds on these two blocks.
  3. 120 bags of cedar mulch were distributed amongst the tree beds.

V. Improve Accessibility, Infrastructure and Connectivity (Multimodal Mobility).
• Launched Bike Corpus Christi seven-station, 40-bike bike share program.
  1. Recorded the following benchmarks from August 26-December:
     • 2,507 active members.
     • 7,250 trips taken.
     • 29-minute median trip duration.
     • 18,620 miles logged.
     • 906,250 calories burned.
  2. Assisted with Zagster bike mechanic with monthly maintenance.
  3. Began planning spring events and marketing.
  4. Made presentations to:
     • Costal Bend Health Finder Collaborative.
     • Corpus Christi Regional Transportation Authority Board (CCRTA).
• Construction Mitigation and Bond 2014 Projects:
  1. Attended monthly coordination meeting on Bond 2014 Projects.
  2. Hosted public stakeholder meeting to provide update of Streetscape and Water Street Signalization projects attended by 17.
• Parking Advisory Committee (PAC):
1. No meeting until April.

**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. Continued working with Walker Parking consultants to conduct parking management plan.
   - Discussed implementation plan.
   - Prepared TIRZ presentation.
2. Toured BUS project with developer and City staff to review site and assess permit issues.
3. Assisted with developing TIRZ Board meeting agenda and participated in the meeting.
4. Implement TIRZ greater downtown revitalization scope of service.
   - Developed downtown business survey and began distributing
   - Interviewed Branda and Morehead Dotts Rybak (MDR) for branding and web development and selected MDR.
   - Hosted two meetings with City departments to plan a comprehensive clean-up of downtown starting in the SEA District including:
     - Parks and Recreation
     - Streets
     - Signs
     - Traffic
     - Animal control
     - Code Enforcement
   - Began developing Downtown businesses survey to be conducted in February.
   - Began designing TRIZ Service Plan brochure.
   - Develop public private partnership. Met with or briefed:
     - Corpus Christi Regional Transportation Authority Board (CCRTA).
     - SEA District and RUDAT Steering Committee.
     - E. Jaramillo and D. Meadows, SMG.
     - B. Durrill, Durrill Properties.

B. **Texas Main Street (TMS) and Texas Historical Commission activity:**

1. Participated in Conference Call as committee member for 2017 TDA Conf.
2. Distributed 32 downtown recruitment brochures.
3. Met with, contacted, assisted or provided information on Downtown development or business opportunities or responded to real estate inquiries:
   1. B. Ward, Ward Real Estate.
   2. M. Pusley, Nueces County Commissioner.
   3. C. Colvin, ITEX.
III. Organize and support businesses and improve urban design
A. Implement Historic Resources Survey.
   1. Executed contract with Hardy Heck Moore.
   2. Made arrangements for first site visit to be conducted in March.
B. Spoke at groundbreaking for PAM Rehabilitation Hospital.
C. Managed Downtown Merchants Association to develop programs to drive business.
   1. Hosted February meeting attended by 26 at Urbana with the following agenda
      • Dine Downtown 2017 Wrap Up
      • DISTRX App Update
      • Past Events
      • Upcoming Events
      • Executive Director Updates
      • Introduced Block by Block Manager
   2. Worked to retain and recruit members.
      • Vernon’s
      • Vantage Pointe Apartments
      • Impact Marketing
      • The Bend Magazine
      • Hoegemeyer’s BBQ
      • Cassidy’s
      • Joe’s Crab Shack DT
      • Produce
   3. Manage property improvement grant program.
      • Met with C. Spears with Thomas J Henry.
      • Provided grant application to H. Harrison of The Exchange.
   4. Downtown Revitalization Alliance (DRA):
      • No activity.

IV. Plan Downtown and address issues or support businesses and development through ordinance development
A. Provided comments/edits for updating Downtown Area Development plan and invited stakeholders to a public meeting to provide input.

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. Managed the DISTRX App.
   1. Increased to 32 merchants
   2. Increased to 1063 District views
   3. Updated District Events and Promotions

C. Logged the following website and social media benchmarks:
   1. 5,546 views of the Marina Arts District website. 2,626 sessions, New users 59%, returning users 41%.
   2. 60 posts on Facebook, 864,075 reached, 8,452,498 impressions, and increased to 17,043 Page Followers.
   3. 22 Tweets and 908 followers on Twitter with 3,992 Impressions, 25 mentions, and 239 profile visits.
   4. 19 posts on Instagram and increased followers to 2,740 with 1,125 Likes.
   5. Updated and managed posts to additional social media outlets, Swarm and Snap Chat.

E. Marketing district in outside district community events
   1. Presented at NASCC Base Indoc promoting downtown district.

II. Create, manage and support DMD and District events to increase Downtown visitor-ship, event attendance and event and business revenue.
   1. Managed DMD Events: ArtWalk:
      • Organized monthly ArtWalk event.
      • Coordinated 5 volunteers with combined 20 hours.
      • Coordinated programming at participating businesses.
      • Coordinated with L. Gonzales, Corpus Christi Parks and Recreation and Traffic Engineering regarding no services for January only.
      • Continued to work with CCPD, and City staff to ensure safety of ArtWalk.
      • Managed online vendor and food truck applications and payments for February’s event.
      • Assisted with obtaining entertainment for Flanagan’s and Ritz Theater for ArtWalk.
      • Updated websites and social media.
   2. BridgeWalk:
      • Managed February BridgeWalk which attracted 446 participants.
      • Coordinated with S. Talbert on the “It’s Time Texas” community challenge.
      • Setup signage for each event.
• Collected signed waivers from all participants during registration.
• Purchased T Shirts for 5X walkers and for retail.
• Distributed 33 of the 5X T-shirts.
• Scheduled and coordinated police presence and stations on Harbor Bridge for patron safety.
• Purchased and Delivered water.
• Recruited utilizing on-line TAMUCC “Org Sync” and “EventBrite” and managed volunteers.
• Logged 6 volunteers with 22 total hours.
• Cleaned site following event.
• Continued whole fruit sponsor donation from 24 hour fitness.
• Recruit additional fitness partners for the event.

3. Supported other District events.
• Promoted Downtown Farmer’s Market.
• Arranged DMD representative to participate in RTA Bus Roadeo event.
• Met with T. Martinez for Body Paint Festival.
• Met with J. Regas with The Bend Magazine for Brunch on the Bay event.
• Met with J. Wells with Ramos & Harrison for The Exchange Unveiling event.
• Met with S. Hedrick with Pride DT festival.
• Met with M. Treiber of Cassidy’s for Cassidy’s St. Paddy’s Day Festival.
• Met with K. Cross of 96.5 The Beach for the 90’s DT Pub Crawl.
• Sponsored 96.5 The Beach “90’s Downtown Pub Crawl”.
• Attended Mayors 4th of July Big Bang Celebration Planning meeting.
• Updated Marina Arts District Calendar of events.
• Promoted other events and businesses including:
  ▪ Ice Rays
  ▪ Flanagan’s
  ▪ RTA
  ▪ Concrete Street Concerts
  ▪ Islander’s Athletic events at American Bank Center
  ▪ United Corpus Christi Chamber of Commerce events
  ▪ The Exchange
  ▪ Allgood Fitness
  ▪ American Bank Center
  ▪ Shoreline Sandwich Company
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 creating fundraising brochure with MDR.

II. Build DMD’s organizational capacity.
   A. City Partnership and Interlocal agreement management.
      1. Provided reports and invoices to City for the service contracts.
   B. Board Management
      1. Convened January Board Meeting.
         • Met with Flat Iron Dragados and arranged for them to make presentation at February DMD Board meeting.
   C. Staff Management
      1. Conducted staff evaluations.
      2. Hosted weekly staff meetings.

III. Improve DMD’s relevance and recognition. No. Activity

IV. Network with and support collaborating organizations:
   A. Met with P. Guijardo, City Council.
   B. Supported the following organization and events.
      1. Attended YMCA Board meeting.
      2. Attended Corpus Christi Chamber of Commerce events:
         • Buenos Dias Networking.
         • Cocktails and Conversations.
III. Financial Management:

B. Reviewed all financial items as they were received.
C. Entered all financial items, invoices, payroll, etc. into Quickbooks.
D. Processed Office payroll through ADP.
E. Administered 401K thru American Funds website.
F. Processed bi-weekly checks for Off Duty Bike Patrol.
G. Made bank deposits.
H. Prepared check runs as required.
I. Met with authorized signatories to have checks signed.
J. Reconciled all bank accounts and produced monthly financial statements for DMD Board to include:
   3. Cashflow statement.