



## Corpus Christi Downtown Management District (DMD)

Managers of the Marina Arts District

### January 2016 Activity Report

January got off to a fast start with many momentum building events. The Downtown Merchants Association hosted the 2<sup>nd</sup> annual **Dine Downtown** restaurant week January 18-31, 2016. 17 restaurants, 8 shops and 2 hotels participated in the event with the restaurants serving more than 2,000 Dine Downtown meals!

DMD hosted the **Corpus Christi Historic Tax Symposium** attracting 60 City leaders, real estate professionals, developers and property owners who were educated about the new Texas historic tax credits and the federal historic tax credits. These incentives can be instrumental in revitalizing our Downtown!

Finally the **Tax Increment Reinvestment Zone (TIRZ)** Board approved \$2.5+ million incentives to \$34+ million in new projects that will bring more residents and customers to Downtown. What a great way to start 2016!!

Sincerely,

Terry Sweeney  
Executive Director

Alan s Albin  
Finance and Operations  
Manager

**DINE DOWNTOWN**  
RESTAURANT WEEK • CORPUS CHRISTI

Unique, fixed-priced menus at some of Corpus Christi's best restaurants!

PLUS discounts at participating retail shops and hotels!

**JAN 18-31 • 2016**  
Details and menus at [DineDowntownCC.com](http://DineDowntownCC.com)

**MARINA ARTS DISTRICT**  
[marinaarts.com](http://marinaarts.com)

Caller Times Ad





**District Operations:** Create a cleaner, safer, more beautiful and accessible District and Greater Downtown Area.

**I. Improve Cleanliness and Safety and Perceptions of Cleanliness and Safety.**

A. Clean Team. DMD's four-man cleaning crew recorded the following activity:

1. 504 Hours
2. 1,536 Block faces swept/cleaned.
3. 1,372 Bags of debris and trash collected.
4. 41 Block faces weeded/sprayed (block faces).
5. 80 Customer contacts.
6. 27 Graffiti sites removed/painted over.
7. 6 Curbs (blocks) painted.
8. 0 Code violations / Calls to Corpus Christi Police Department (CCPD)
9. 58.5 Hours of Street Sweeper operation.

B. Continued to set up the new location in the Furman

Building on Peoples Street.



Downtown Ambassadors sporting their new Marina Arts District uniforms.

**II. Improve Safety and Perceptions of Safety**

A. DMD Off-Duty Police Bike Patrol.

1. A. Albin, DMD and R. Zirbes, CCPD officer developed and filled December schedule.

2. The patrol logged the following benchmarks:

- 69 Patrol hours.
- 12 Arrests, calls for service taken.
- 85 Customer contacts made or assistance provided.
- 63 Businesses contacted.
- 66 Cleaning and Safety Partnership members contacted.
- 103 Garages/lots patrolled.
- 70 Homeless, transient, public intoxication contacts.
- 1 Reported code violations.

B. DMD Safety Ambassadors normally patrol the District on Segways to provide customer-friendly presence, answer questions, report issues and coordinate with the DMD Off-Duty Police Bike patrol and Clean Team.

1. The patrol is currently suspended and will recommence April 1.

C. Clean and Safe Partnership meetings:

1. Continued preparation for next meeting due February 11th.

D. Address homeless and transient issues.

1. Attended the Advisory Council on Homelessness, Mental Illness and Substance Abuse.

2. Made public comment at City Council meeting in support of new panhandling ordinance forbidding panhandling in Downtown.

3. Met with Clergy Alliance to discuss homeless and panhandling issues.

**III. Improve Accessibility, Infrastructure and Connectivity (Multimodal Mobility).**



- A. Construction Mitigation: Continued to work with City regarding completion of Chaparral St. and Shoreline Realignment projects and address stakeholders issues.
  - 1. Attended kick-off meeting for Bond 2014 Water St. signalization project hosted by S. Torno, Frese and Nichols.
  - 2. Monitored six communications from the City regarding road closures and posted traffic alerts for relevant items on the Marina Arts District website:
    - Shoreline Blvd lane reductions
    - Mesquite Street lane reductions
- B. Reviewed wayfinding Request For Proposal (RFP).
- C. Improve parking and address stakeholder issues.
  - 1. Attended Parking Services Advisory Committee meeting

**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
  - 1. TIRZ Board approved incentives totaling more than \$2.5 million for the following projects:
    - 600 Building \$34 million apartment conversion.
    - Urbana Market Deli \$150,000 renovation of 424 Chaparral St.
  - 2. Assisted with facilitating project development and TIRZ application with the following prospects:
    - J. Allen, 624 Mesquite
    - C. Bernard, 424 N. Chaparral St.
    - C. Boyd, Stonewater Properties.
    - M. Wisznia, Wisznia Architects.
  - 3. Helped A. Barrera, City prepare for January TIRZ Board meeting.
  - 4. Finalized contract and scope of work J. Johnson, Landmark Renewal.
  - 5. Assisted with developing Parking Management Plan RFP.
- B. Met with, contacted, assisted or provided information on Downtown development or business opportunities or responded to real estate inquiries:
  - 1. S. Fleming, Texas Historical Commission.
  - 2. E. Green, Vertx Roofing
  - 3. M. Pierce, Post Acute Hospital
  - 4. K. Moore, Deviant Devil Coffee
- C. Hosted Corpus Christi Historic Tax Credit Symposium January 12-13, 2016 attended by 60 people.
  - 1. Marketed conference locally and through Texas Downtown Association and Texas Main Street.
  - 2. Assisted with development of symposium itinerary and agenda.

**Historic Tax Credit Symposium**



**Mayor N. Martinez welcomes symposium attendees**



**Attendees enjoy a short break**





3. Arranged lodging for 8 panelists and hosted them at reception and dinner.
4. Arranged Mayor N. Martinez welcome.
5. Provided symposium packet to attendees.
6. Submitted grant request to R. Olson, City Manager.

## II. **Organize and support businesses and improve urban design**

A. Convene Downtown Merchants Association to mobilize stakeholders and develop programs to drive business.

### 1. Dine Downtown

- Collected the remaining fees for Dine Downtown Participants.
- Collected all marketing and promotional flyers, A-Frames, menus.
- Developed and implemented a mandatory merchant association meeting for all Dine Downtown participants.
- Started airing commercials for Dine Downtown week of January 11-15, 2016.
- Distributed all promotional items to each participant on January 15, 2016
- During Dine Downtown (January 18-31<sup>st</sup>), appeared on radio each morning along with Dine Downtown participants.
  - Convergent Broadcasting
  - Logan the SHARK
- Conducted interviews with media.
  - KRIS TV
  - KiiiTV
- Remained in contact with participants during event, provided any more they needed.

### 2. Hosted the January 11<sup>th</sup> Merchants Association meeting at Omni Hotel:

- S. Villere, Corpus Christi Ice Rays.
- K. Horstman, Harrisons Landing.
- A. McPherson, Mulligans Pub.
- P. Greany, Joe's Crab Shack.
- L. McCampbell, Water Street Restaurants.
- E. Butts, Republic of Texas.
- S. Keenan, Omni Hotel.
- L. Rodriguez, Brewster Street.
- S. Colicci, Bella Luna Restaurant.
- S. McClarren, Corpus Christi Ice Rays.
- P. Laugherty, Joes Crab Shack.
- K. White, Harrison's Landing.
- R. Lynn, Railroad Seafood Station.
- S. DeWaters, Bend Magazine.
- S. Bercaw, Treehouse Art Collective.
- L. and K. Busk, Shoreline Sandwich Company.
- S. Garcia, House of Rock.

### 3. Recruited the following new member businesses:



# MARINA ARTS DISTRICT

- Railroad Seafood Station
  - Glass pavilion
  - Citrus Bistro
- B. Attended Texas Main Street manager training in Georgetown, TX.
- C. Developed plan to address safety issues for businesses in the Peoples/Chaparral St. area.
1. Scheduled late night off-duty walking police patrol for Friday and Saturday nights to begin in February.
  2. Awarded lighting grant to The Ritz Theatre.
  3. Planned Food Truck Park in The Ritz parking lot to begin in February.
- D. Manage property improvement grant program.
1. Awarded \$2,357.50 lighting grant to The Ritz Theatre
  2. Helped Caller Times select the winning mural out of 19 submissions.
- E. Downtown Revitalization Alliance (DRA):
1. Hosted January meeting.
  2. Continued to work on implementing Light Up CC project.



Rendering of winning Caller Times Mural

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

## I. The District and Businesses

- A. Promoted the new mural for Corpus Christi Caller-Times building and business spotlight for Treehouse Art Collective.
- B. Enhance the DMD website and DMD and District brands.
1. Developed weekly e-newsletter and sent four issues to more than 2,000 recipients.
  2. Logged the following website and social media benchmarks:
    - 41,280 visits to the Marina Arts District website.
    - 2 posts to Marina Arts District website newsfeed viewed by 1254.
    - 31 posts on Facebook, 20,710 reached, and increased to 16,686 likes.
    - 19 Tweets, 2, 501 reached, and increased to 249 followers on Twitter.
    - 19 posts on Instagram, 702 likes, and increased to 1,333 followers.

## II. Create, manage and support DMD and District events to increase Downtown visitorship, event attendance and event and business revenue.

- A. July 4<sup>th</sup> Big Bang Celebration
1. Attended the first Big Bang Committee meeting at City Hall.
- B. Managed DMD Events:
1. Dine Downtown
    - Collected the remaining fees for Dine Downtown Participants.
    - Collected all marketing and promotional flyers, A-Frames, menus.



# MARINA

## ARTS DISTRICT

- Developed and implemented a mandatory merchant association meeting for all Dine Downtown participants.
  - Started airing commercials for Dine Downtown week of January 11-15, 2016.
  - Distributed all promotional items to each participant on January 15, 2016
  - During Dine Downtown (January 18-31<sup>st</sup>), appeared on radio each morning along with Dine Downtown participants.
    - a. Convergent Broadcasting
    - b. Logan the SHARK
  - Conducted interviews with media.
    - a. KRIS TV
    - b. KiiiTV
  - Remained in contact with participants during event, provided any more they needed.
2. There was not an ArtWalk event in January as the First Friday fell on New Year's Day. However preparation for February Artwalk continued as normal:
- Coordinated road closure permits with L. Gonzales and Traffic Engineering
  - Continued to negotiate with traffic engineering, CCPD and other City staff to ensure safety of Artwalk.
  - Obtained permit for footprint within downtown, using 300 block of Chaparral and 400 block of Starr Street.
  - Managed online vendor and musician applications, along with payments.
  - Created map of vendors throughout event area to be distributed during February Artwalk.
  - Assigned times and locations to each vendor to load and unload during ArtWalk.
  - Assigned times and locations to all entertainment participants.
  - Updated websites and Social Media regarding February event.
  - Obtained volunteers and designated shift times.
3. BridgeWalk:
- Conducted New Year's Day Bridgwalk which attracted 229 participants
  - Conducted January 3rd BridgeWalk which attracted 209 participants.
  - Conducted 4 interviews with KRISTV the morning of each event for the early morning news slot between 5 and 7 am.
  - Setup Bridgwalk signage for each event.
  - Delivered waters for both events.
  - Managed Bridge Walks – total of 438 participants.
  - Lead volunteers for both events.
  - Managed raffle for January 3<sup>rd</sup> event.
  - Cleaned up after each event.



Challenge coin presented to all New Year's Day walk participants.





### III. Support other District events.

- A. Downtown Farmer's Market
  - 1. Supported and helped with setup for each Market.
  - 2. Helped promote through social media about the Market.
  - 3. Blogged about event on Marina Arts Website.
  - 4. Had monthly meeting with Farmers Market Committee.
- B. Updated Marina Arts Calendar of events.

### 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. Advisory Council management and development:
  - 1. Developed agenda and sent out reminders for the February 3, 2016 meeting.
  - 2. Continued to recruit new members and met with:
    - Recruited M&G.
- B. Obtained \$9,000 in sponsorships from HEB for Artwalk and Bridgewalk.

#### II. Build DMD's organizational capacity.

- A. Board Management
  - 1. Convened January Board Meeting.
    - Posted notice.
    - Sent agenda and board packet.
    - Oriented L. Buquet and discussed volunteer opportunities..
- B. Staff Management
  - 1. Developed transition plan for H. Shaw.
  - 2. Posted Merchants and Special Events Manager position.
  - 3. Met with E. Veazey to discuss event management contract.

#### III. Improve DMD's Relevance and Recognition.

- A. Briefed C. Vaughn, City Council regarding DMD Annual Report and District Service Plan.

#### IV. Financial Management:

- B. Reviewed all financial items as they were received.
- C. Entered all financial items, invoices, payroll, etc. into Quickbooks.
- D. Processed payroll through ADP
- E. Administered 401K thru American Funds website
- F. Completed and submitted year end returns for 401K
- G. Visited bank as required to make deposits.
- H. Prepared check runs as required.
- I. Met with C. Lain and T. Heuston to have checks signed.
- J. Reconciled all bank accounts and produced monthly financial statements for Board.
- K. Continued to liaise with E. Garza regarding FY 2014-15 audit.

