

**DOWNTOWN MANAGEMENT DISTRICT  
ANNUAL PLAN  
2005-2006**

The year 2004-2005 has been an exciting and fruitful year – goals have been addressed and projects brought to fruition. The 2005-2006 fiscal year brings more of the same while reaching out to achieve projects that will change the face of Downtown.

This year, the DMD introduced *Trees & Sidewalks, One Step at a Time*. This project designates Downtown streets as the beneficiaries of newly planted trees, and at the same time encourages Downtown property owners to participate in the DMD's Sidewalk Partnership Grant. The grant provides for \$3.00 per square foot for sidewalk tear-out and replacement. After a sidewalk has been remediated, the property owner submits documentation for reimbursement from the DMD for the \$3.00 per square foot. The DMD has completed Phases I & II and are beginning Phase III of *Trees & Sidewalks, One Step at a Time*. Phase III includes Starr Street and possibly Twigg Street (Hwy. 181). To date, one hundred and seventeen trees (117) are planted and approximately 4,000 square feet of sidewalks are replaced.

Parks are a crucial component of successful Downtowns, and the DMD places high priority on the restoration of two Downtown parks – La Retama Park and Artesian Park. Working towards this effort, the DMD hired a team of designers to aid in this restoration. The designers have been to Corpus Christi twice to listen to the voices of stakeholders who will be using the parks. The team is developing a plan for both parks and will soon present the plans to the City Council. It is estimated that La Retama Park could cost approximately \$ 313,180 to implement and Artesian Park, an additional \$704,485; both include a 20% contingency. Once the designs are approved by all of the requisite commissions and City Council, the fund raising process begins.

Aside from these two major projects, the DMD continues to keep our streets and sidewalks free of debris. Since the April 2005 purchase of *Litter Critter*, our sidewalk sweeper, we have seen substantial improvement to the cleanliness of the area. In addition to *Critter*, the DMD also hired a third employee to operate and maintain the sweeper. Our property owners are very appreciative of this project. They can see evidence of the sweeper and the job it does on a daily basis. They can actually see their money at work.

Landscape maintenance is little thought of but when not done, gets the attention of many. The DMD hires contract labor to maintain all of the beds on the public rights-of-way where the 117 trees are planted as well as the 23 beds along Chaparral Street. This is a first for us, and appears to be paying off. The greening of Downtown is moving forward and looking loved and well maintained.

Marketing is another key component for the success of a Downtown. The DMD is embarking on a \$50,000 marketing program to begin within the next couple of weeks. The program includes the branding of our particular area of Downtown. The new brand

is “*DTown.*” The program also includes an aggressive media blitz with many ads addressing Downtown amenities.

The DMD supports events for Downtown such as Flicks in the City which is a CCFocus project and ArtWalk which is a DMD project. Our intention is to continue to support Flicks and to grow ArtWalk over the next year. This means having ArtWalk more frequently, involve more artisans and expand the attendance base. This is a high priority for our Special Projects Coordinator for the up coming fiscal year.

Ongoing are DMD projects such as refurbishing of the 80 trash receptacles in Downtown, publishing a monthly news letter, community outreach through presentations to organizations, the continuation and expansion of Christmas decorations for Downtown, partnership with RTA for art stops, partnership with Work Force 1 for traffic control boxes and murals and partnership with the City for WiFi projects and website assistance.

The DMD wishes to thank the City Council for the support given the DMD over the years. The contribution you make to the DMD helps to subsidize the administrative costs which are ever growing. We also wish to thank the City Staff for their many hours of dedication to the projects for the downtown area. We appreciate your partnership.

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Norma Urban, president  
Corpus Christi Downtown Management District