

For more information:

photo courtesy of Texas State Aquarium

BOLDFUTURE FOR THE COASTAL BEND

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Chamber of Commerce
Thriving Education, Arts and Entertainment Co-chairs
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Well-Planned Region Co-Chairs
Tom Niskala, Metropolitan Planning Organization and
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Sustainable Environment Co-Chairs
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Safe, Healthy Communities Co-Chairs
James Mobley, M.D., physician and Dr. Nancy Vera, Corpus
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Community Identity and Leadership Co-Chairs
Sandra Alvarez, AT&T Texas and Nick Jimenez, Corpus Christi
Caller-Times

OUR VISION

photo courtesy of Texas A&M University-Corpus Christi

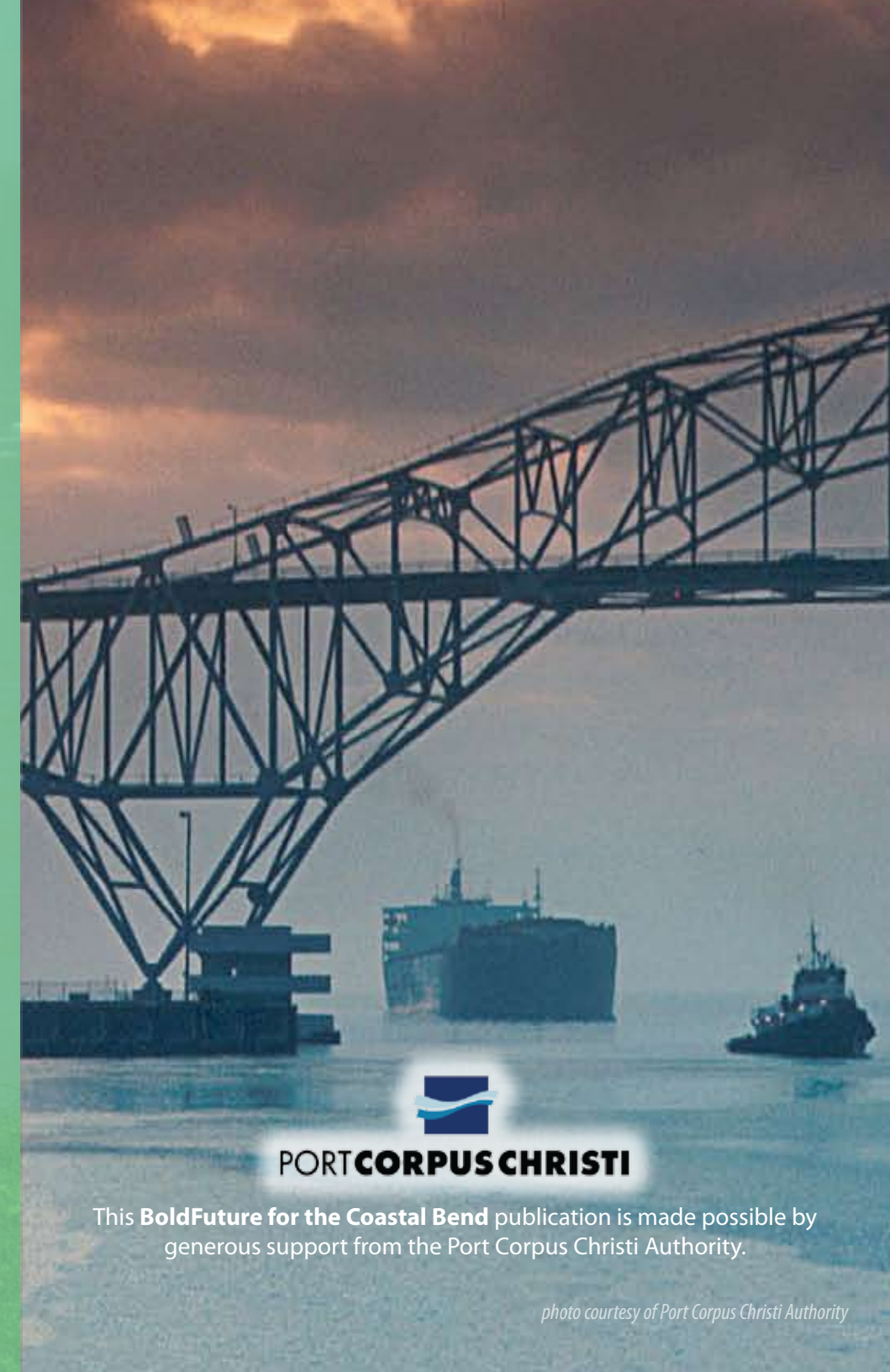
FOR THE COASTAL BEND

WE ENVISION a vibrant, prosperous Coastal Bend that balances its growth and quality of life, blending big city attractions with a small town feel. Building on a diverse mix of industry and small businesses, our economy provides an abundance of family wage jobs and opportunities for our youth. Access to excellent education, from early childhood to graduate programs, prepares our students for learning, for work and for life. The 'best and brightest' are increasingly drawn to — and remain in — our community.

Coastal Bend growth is well planned, with vital urban areas, ample parks and open spaces, excellent transportation and modern infrastructure. We have great pride of place in our redeveloped downtowns, revitalized Bayfront, lively commercial centers across the region, and safe, clean neighborhoods. Our region is more "green-minded" and sustainable than ever, committed to conservation and recycling, protecting our natural resources, coastline and beaches and producing alternative energy.

Our residents enjoy active, wholesome lifestyles, increasing individual and community wellness. We celebrate our diverse heritage and enjoy a culture rich in music, arts and entertainment. Citizens are engaged in and proud of their communities. Forward-thinking elected officials and business and community leaders work together for the best interests of the region. Together, we are unified behind a shared vision and have forged greater collaboration in achieving our BoldFuture for the Coastal Bend.

BoldFuture
for the Coastal Bend



PORTCORPUSCHRISTI

This **BoldFuture for the Coastal Bend** publication is made possible by generous support from the Port Corpus Christi Authority.

photo courtesy of Port Corpus Christi Authority

Your Future,
Our Future,

BoldFuture
for the Coastal Bend

CREATING A VIBRANT, SUSTAINABLE FUTURE
FOR THE TEXAS COASTAL BEND.

www.boldfuturecoastalbend.org

A LONG-RANGE VISION FOR THE COASTAL BEND

Launched in 2008, **BoldFuture for the Coastal Bend** is a vision initiative by and for the people of the Coastal Bend. Its mission: to create a long-range vision for the Texas Coastal Bend, including Corpus Christi, Nueces County, San Patricio County and surrounding areas, and an action plan to achieve that vision over time. By envisioning a shared, preferred future and developing a comprehensive action plan, BoldFuture will help ensure a safer, healthier, and brighter future for our community in the years to come.

EXTENSIVE PUBLIC INVOLVEMENT...STRONG PUBLIC SUPPORT

BoldFuture represents the most extensive participation process in the history of the Coastal Bend. Guided by a vision task force, community ambassadors, and a stakeholder advisory committee, thousands of citizens came together to share their vision of the future and create our bold vision of what we can be... what we will be. Coastal Bend residents from Nueces and San Patricio Counties voiced their ideas; refined, prioritized and validated the ideas and created a shared vision for our region. The initiative and its vision have been endorsed by the Corpus Christi City Council, Nueces County, San Patricio County, San Patricio County Economic Development Corporation, Metropolitan Planning Organization, Corpus Christi Economic Development Corporation and the Port Corpus Christi Authority as well as a host of educational and business entities.

A CLEAR DIRECTION FOR OUR COMMUNITY

Covering six focus areas and 146 vision elements, the **BoldFuture** vision statement lays out a strategic direction for our region driven by innovative ideas. To realize these aspirations, BoldFuture is creating an action plan through six citizen-based action planning teams. Developed and owned by community stakeholders, the plan will be monitored and updated over time. Del Mar College and Texas A&M University-Corpus Christi will report on BoldFuture Action Plan progress periodically.

DETAILED STRATEGIES AND ACTIONS

The **BoldFuture** Action Plan includes detailed strategies and actions for local governments, businesses, civic organizations and community groups. Implementation of the plan will begin immediately, with "easy wins" that can be accomplished quickly — as well as more ambitious strategies that may take years to accomplish.

CREATING OUR FUTURE TOGETHER

The future of our community is in our hands. With our shared vision, we can use our combined efforts to build a brighter future for the Coastal Bend. Your Future, Our Future, **BoldFuture!**

BoldFuture for the Coastal Bend Funders:

- City of Corpus Christi
- Coastal Bend Community Foundation
- Del Mar College
- Metropolitan Planning Organization
- Nueces County
- Port Corpus Christi Authority
- San Patricio County
- San Patricio County Economic Development Corporation
- Texas A&M University-Corpus Christi

Endorsements:

- Corpus Christi City Council
- San Patricio County Economic Development Corporation
- Nueces County
- Del Mar College Board of Regents
- Hispanic Chamber of Commerce
- Downtown Management District
- Art Museum of South Texas
- Corpus Christi Chamber of Commerce
- Metropolitan Planning Organization
- Corpus Christi Regional Economic Development Corporation
- NAACP, H. Boyd Hall Branch
- Calallen Independent School District
- Women in Construction
- Westside Business Association

GET INVOLVED!
Find BoldFuture on Facebook, follow us on
Twitter @boldfuturecb, or on the Web at
www.boldfuturecoastalbend.org

photo courtesy of Texas A&M University-Corpus Christi



photo courtesy of Texas A&M University-Corpus Christi

Our Vision for A VIBRANT ECONOMY

WE ENVISION a vibrant economy for the Coastal Bend that builds on a diverse mix of industry and thriving small and local businesses to provide an abundance of family wage jobs and employment opportunities for young people. The Coastal Bend is open to growth, promoting a unified direction for the ongoing economic development of our region. Governments, businesses and higher educational institutions collaborate to provide incentives and opportunities that support local entrepreneurship, corporate recruitment and the creation of jobs, including those in high technology and green industry. The region has developed a skilled and highly educated workforce while a more diversified employment market provides job opportunities for residents of all education and skill levels. The Coastal Bend has a unique “brand” identity that promotes our region as both a world-class tourist destination and a great place to live, work and play.

- ECONOMY AND ECONOMIC DEVELOPMENT
- BUSINESS AND INDUSTRY
- JOBS AND EMPLOYMENT
- WAGES AND SALARIES
- TAXES
- REGIONAL IDENTITY AND PROMOTION
- TOURISM

- EARLY CHILDHOOD- GRADE 12 EDUCATION
- LIFE-LONG LEARNING
- UNIVERSITY, COLLEGE, PROFESSIONAL AND JOB TRAINING
- INTELLECTUAL CAPITAL
- ARTS, EVENTS AND ENTERTAINMENT

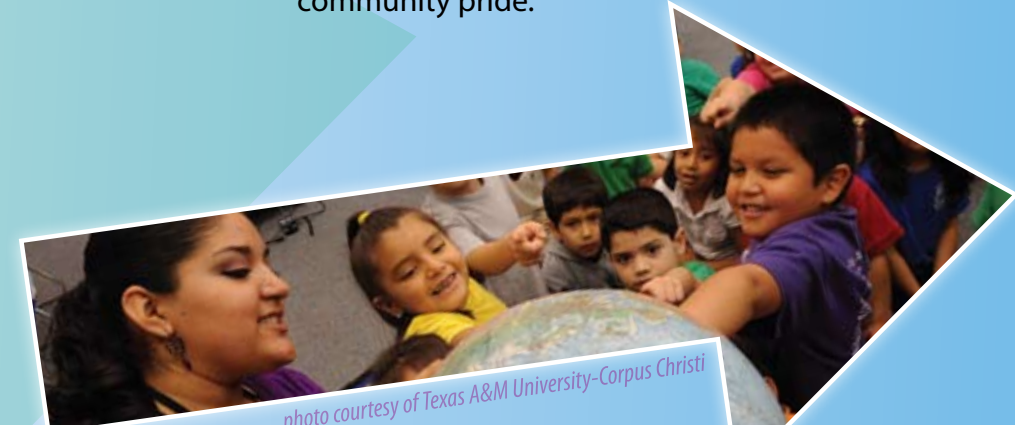


photo courtesy of Texas A&M University-Corpus Christi

Our Vision for THRIVING EDUCATION, ARTS and ENTERTAINMENT

WE ENVISION thriving education and opportunities in the Coastal Bend that prepare our region’s residents for learning, for work and for life. Our top quality schools provide improved facilities and smaller student-teacher ratios, producing more high school graduates who are well educated and ready for the future. Accessible higher education and job training prepare Coastal Bend residents for new opportunities in a changing economy, ensuring a skilled and qualified workforce for local industry. Life-long learning opportunities result in a more literate, educated and informed community. Educational excellence and appealing attractions help retain our existing population while drawing new residents to the region. The Coastal Bend has a flourishing arts and cultural scene, along with quality entertainment venues and family-friendly activities that enrich our lives and increase community pride.



photo courtesy of Del Mar College

Our Vision for A WELL-PLANNED REGION

WE ENVISION a well-planned region with vital urban areas, ample parks and open spaces, an excellent transportation system, expanded public transit, and modern, well-maintained infrastructure. The Coastal Bend welcomes new growth – but balances growth with our continued quality of life. Local planning throughout the region fosters “smart growth” policies, transit-oriented development and green building practices. We have great “pride of place” in our redeveloped downtown areas, revitalized Bayfront, lively commercial centers, and safe, clean neighborhoods. Vacant and abandoned buildings have been renovated or replaced; and our neighborhoods have been revitalized, attracting new homeowners and promoting reinvestment. We offer more affordable housing options, especially for families, and support them with clean, well-maintained community parks, recreational options, and pedestrian and bicycle amenities.

- REGIONAL GROWTH AND LAND USE
- COASTAL DEVELOPMENT
- URBAN DEVELOPMENT
- PARKS AND PUBLIC SPACES
- PORT AND OTHER INFRASTRUCTURE
- TRANSPORTATION



photo courtesy of Texas A&M University-Corpus Christi

Our Vision for A SUSTAINABLE ENVIRONMENT

WE ENVISION a sustainable environment in a region that is more “green-minded” than ever. The Coastal Bend manages its natural resources responsibly to ensure their continued access for future generations. We promote environmental conservation that improves our quality of life and attracts visitors to the region. Coastal Bend governments have implemented long-range plans to keep our air and water clean, preserve open space and natural habitats, and integrate sustainability goals into local city plans and operations. Our clean coastline and beaches continue to provide scenic vistas and pristine waters that are enjoyed by residents and tourists alike. Local industries have reduced pollution levels while economic development has attracted new, non-polluting forms of industry to the region. The Coastal Bend is a national leader in waste reduction and recycling, and uses local alternative energy sources to further its energy self-reliance.

- POPULATION GROWTH
- NATURAL RESOURCES AND ALTERNATIVE ENERGY
- COAST AND NATURAL SURROUNDINGS
- POLLUTION, AIR AND WATER QUALITY
- SUSTAINABILITY, RECYCLING AND CONSERVATION



photo courtesy of Texas A&M University-Corpus Christi

Our Vision for SAFE, HEALTHY COMMUNITIES

WE ENVISION safe, healthy people in the Coastal Bend where residents enjoy active, wholesome lifestyles that increase community wellness and wellbeing. The Coastal Bend is well prepared for major emergencies and is a safe and secure place for all its residents and visitors. Improved law enforcement programs have greatly reduced crime, enhancing the safety of neighborhoods, schools, streets, parks and urban areas. Education, prevention and treatment programs have helped reduce poverty, homelessness and untreated mental illness. All Coastal Bend neighborhoods have a greater sense of safety and pride, promoting litter control, building renovation and cleanup, while fostering greater ownership in and responsibility for our community. We nurture and support our families, youth and seniors. Parental education and improved activities for children and young people make the Coastal Bend a wonderful place for our kids to grow and thrive.

- CRIME AND SAFETY
- POVERTY AND SOCIAL WELFARE
- QUALITY OF LIFE AND LIVABILITY
- COMMUNITY PRIDE, APPEARANCE AND CLEANLINESS
- HEALTH AND WELLNESS
- RECREATION
- SENIORS, YOUTH AND FAMILIES

Our Vision for COMMUNITY IDENTITY and LEADERSHIP

WE ENVISION strong community identity and leadership in the Coastal Bend, where citizens are engaged in -- and proud of -- their communities. Greater unity and harmony exists among Coastal Bend governments and other entities who work together to achieve our common vision and cooperate to share resources and promote community development. Our elected officials listen to the voices of residents and make decisions for the common good, delivering effective, efficient, well-managed urban services. Coastal Bend citizens actively participate in government and are engaged in civic life. Community service and volunteerism has increased and is highly valued and supported. We recognize our growing diversity as a valuable community asset and celebrate our differences while remaining a unified community with a common vision. Together, forward-thinking government, citizens, business and community leaders work for the best interests of our region.

- GOVERNANCE
- LEADERSHIP
- CIVIC ENGAGEMENT AND COMMUNITY INVOLVEMENT
- COOPERATION
- DIVERSITY
- LOCAL CULTURE

