

## 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

# Vibrant Economy

## Vibrant Economy: Growth and Economic Development

Strategy VEC 1	Growing, Thriving and Diverse Economy. Create a growing, thriving, and diverse economy built on existing and emerging industries that includes primary and multiplier job creation in targeted areas such as high-tech, research and development, port-related industries, healthcare, agriculture, military and related services, tourism, general business and retail.	Lead Partner	Suggested Supporting Partners	Timeline			
				Less Than 1 Year	1 – 2 Years	3 – 5 Years	6+ Years
Action VEC 1.1	<b>Annual Employer Survey.</b> Conduct an annual survey to assess employer needs, issues, and opportunities and share findings with a broad based coalition, building community infrastructure to resolve issues, prepare the workforce, and identify opportunities.	Corpus Christi Regional Economic Development Corporation (Primary Jobs) Corpus Christi Chamber of Commerce and Workforce Solutions of the Coastal Bend (Multiplier Jobs)	Port Corpus Christi, Area Independent School Districts, Texas A&M University-Corpus Christi, Del Mar College	X			
Action VEC 1.2	<b>Economic Analysis.</b> Create a Center for a Vibrant Economy to centralize, analyze, and publicize (as appropriate) the economic information gathered from various community stakeholders.	Texas A&M University-Corpus Christi and Del Mar College	Corpus Christi Regional Economic Development Corporation, Corpus Christi Convention and Visitors Bureau, Corpus Christi Chamber of Commerce, Workforce Solutions of the Coastal Bend		X		

Strategy VEC 2	Retention/Expansion of Business and Industry. Support the retention and expansion of existing business and industry in the Coastal Bend.	Lead Partner	Suggested Supporting Partners	Timeline			
				Less Than 1 Year	1 – 2 Years	3 – 5 Years	6+ Years
Action VEC 2.1	<b>Annual Visits with Primary Job Leadership.</b> Conduct a comprehensive annual visitation program to personally connect with the leadership of major primary job-generating organizations, demonstrating regional commitment, discussing upcoming plans, and providing information, as needed, to support their mission and continued growth.	Corpus Christi Regional Economic Development Corporation	Various public and private entities, Texas A&M University-Corpus Christi, Del Mar College, Workforce Solutions of the Coastal Bend, Corpus Christi Chamber of Commerce	X			
Action VEC 2.2	<b>Primary Job Organizations.</b> Recognize existing primary job-generating organizations, to build stronger connections between the organizations and the community, and identify gaps in industry.	Corpus Christi Regional Economic Development Corporation	San Patricio Economic Development Corporation, Corpus Christi Chamber of Commerce, City of Corpus Christi, Nueces County, San Patricio County	X			
Action VEC 2.3	<b>Regional Military Economic Development Alliance.</b> Establish a Regional Strategic Military Alliance to determine critical support that the business community can provide to sustain and enhance the military assets of the Navy, Corpus Christi Army Depot, and defense contractors.	Corpus Christi Regional Economic Development Corporation	City of Corpus Christi, Nueces & San Patricio counties, Corpus Christi Chamber of Commerce, Port Corpus Christi	X			

<i>Action VEC</i> 2.4	<b>Military Recognition and Engagement.</b> Actively engage with military leaders to demonstrate community support through annual events, winging ceremonies, and participation in military base activities.	Corpus Christi Chamber of Commerce	The Navy League, Veteran's Band, American Red Cross Coastal Bend – Texas Chapter	X			
<i>Action VEC</i> 2.5	<b>Medical/Health Sciences Education Funding.</b> Advocate to the Texas Legislature on behalf of Texas A&M-Corpus Christi and Del Mar College for increased funding to support medical/health sciences education.	Corpus Christi Chamber of Commerce	Texas A&M University-Corpus Christi, Del Mar College, Local Hospitals, Nueces County Medical Society, Veterans Administration, U.S. Navy		X		

<i>Strategy VEC</i> 3	<b>Expanded Port.</b> Expand Port Corpus Christi to be an even more robust center for international trade, attracting shipping and cruise lines and building stronger international economic relationships.		<i>Suggested Supporting Partners</i>	Timeline			
				Less Than 1 Year	1 – 2 Years	3 – 5 Years	6+ Years
<i>Action VEC</i> 3.1	<b>Strategic Needs Analysis.</b> Engage large, port-related industrial customers in developing a strategic needs analysis and identifying long- and short-term business trends, issues and critical needs.	Port Corpus Christi	Corpus Christi Regional Economic Development Corporation, World Affairs Council	X			
<i>Action VEC</i> 3.2	<b>Naval Station Ingleside Redevelopment.</b> Support the redevelopment of Naval Station Ingleside including securing planning funds, engaging the Texas A&M University System for redevelopment planning and marketing to potential businesses, and Texas Department of Transportation for improving access roads.	Port Corpus Christi	U. S. Congress, Texas A&M University System, Texas Department of Transportation		X		

<i>Action VEC</i> 3.3	<b>Port Corpus Christi Funding.</b> Identify long-term funding mechanisms to support Port Corpus Christi diversification with emphasis on key projects such as deepening and widening the Port and the LaQuinta Container Facility.	<b>Lead Partner Pending</b>	Port Corpus Christi, City of Corpus Christi, Nueces County, San Patricio County	X			
<i>Action VEC</i> 3.4	<b>La Quinta Terminal.</b> Support development of the La Quinta port terminal including engagement of U.S. Congress for funding of dredging, TCEQ/Army Corps of Engineers for permitting, and TXDOT for access road improvements.	Port Corpus Christi	Terminal Operating Company Partner, U. S. Congress, Army Corps of Engineers, TXDOT, Texas Center for Environmental Quality			X	
<i>Action VEC</i> 3.5	<b>Rail Service Support of Port Industries.</b> Identify and actively solicit competitive rail service opportunities to support the needs of Port industries.	<b>Lead Partner Pending</b>	Nueces County Rural Rail Transportation District, San Patricio Rural Rail District City of Corpus Christi, San Patricio County, Nueces County, Metropolitan Planning Organization (MPO)		X		
<i>Action VEC</i> 3.6	<b>Enhanced Port Relations.</b> Enhance and strengthen relationships with Laredo and other markets to increase the flow of goods and services through the Port.	Port Corpus Christi	Metropolitan Planning Organization, World Affairs Council, Texas Department of Transportation		X		

<i>Strategy VEC</i> 4	<b>Corporate Recruitment.</b> Recruit organizations to move to the Coastal Bend by highlighting our business-friendly environment, skilled workforce, and abundant natural resources.	<i>Lead Partner</i>	<i>Suggested Supporting Partners</i>	Timeline			
				<i>Less Than 1 Year</i>	<i>1 – 2 Years</i>	<i>3 – 5 Years</i>	<i>6+ Years</i>

<i>Action VEC</i> 4.1	<b>Targeted Recruitment Initiatives.</b> Develop targeted lists of organizations for recruitment efforts by identifying regional assets (buildings, support companies, the Port) and infrastructure to complement specific primary job employers.	Corpus Christi Regional Economic Development Corporation	Port Corpus Christi, Port Industries of Corpus Christi, Del Mar College, Texas A&M University-Corpus Christi	X			
<i>Action VEC</i> 4.2	<b>Targeted Marketing for Corporate Site Selectors and Commercial Real Estate Executives.</b> Develop targeted marketing efforts focused on high-interest corporate site selectors and commercial real estate executives through personal interactions and participation in existing major industry marketing events.	Corpus Christi Regional Economic Development Corporation	Corpus Christi Convention and Visitors Bureau	X			
<i>Action VEC</i> 4.3	<b>Gap Analysis.</b> Identify job-multiplier* employers such as retail, local distributors, or restaurants that might be attracted to the Coastal Bend area and develop marketing initiatives to attract, inform and/or incentivize their entry into this market.	City of Corpus Christi Economic Development Department	Corpus Christi Convention and Visitors Bureau, Corpus Christi Chamber of Commerce		X		

<i>Strategy VEC</i> 5	<b>Entrepreneurship.</b> Promote and support business incubator efforts to encourage entrepreneurs, reflect favorable attitudes toward growth, and develop infrastructure to facilitate business growth.	<i>Lead Partner</i>	<i>Suggested Supporting Partners</i>	Timeline			
				<i>Less Than 1 Year</i>	<i>1 – 2 Years</i>	<i>3 – 5 Years</i>	<i>6+ Years</i>
<i>Action VEC</i> 5.1	<b>Business Incubator.</b> Leverage and grow the Coastal Bend Business Innovation Center to provide support for emerging primary job creation initiatives.	Coastal Bend Business Innovation Center, Texas A&M University- Corpus Christi	Del Mar College, Small Business Development Center	X			

<i>Action VEC</i> 5.2	<b>Commercialization of University Research.</b> Support commercialization of college and university research.	Texas A&M University-Corpus Christi	Coastal Bend Business Innovation Center, Del Mar College Center for Economic Development		X		
<i>Action VEC</i> 5.3	<b>Funding for Entrepreneurs.</b> Establish funding structures such as “angel” networks and venture capital investments to provide needed capital for new entrepreneurial initiatives and start-ups in the Coastal Bend.	Coastal Bend Business Innovation Center, Texas A&M University-Corpus Christi	Private sector partners City of Corpus Christi Economic Development Office, Type A Board, Small Business Development Center	X			
<i>Action VEC</i> 5.4	<b>Formalization of Entrepreneurial Track Education.</b> Initiate, formalize and promote entrepreneurial tracks in the business programs at Texas A&M University–Corpus Christi and Del Mar College, including curricula, instruction and degree offerings.	Texas A&M University-Corpus Christi, Del Mar College	Coastal Bend Business Innovation Center			X	

**Vibrant Economy: Economy, Business, and Industry**

<i>Strategy VEC</i> 6	<b>Regional Leadership for a Growing Economy.</b> Connect Coastal Bend communities through cooperative regional economic ventures that encourage government, community leaders, non-governmental organizations and businesses to implement a long-term view for the common regional good, capitalizing on economic resources, trends and forces to support a thriving economy.	<i>Lead Partner</i>	<i>Suggested Supporting Partners</i>	Timeline			
				<i>Less Than 1 Year</i>	<i>1 – 2 Years</i>	<i>3 – 5 Years</i>	<i>6+ Years</i>
<i>Action VEC</i> 6.1	<b>Engaged Regional Leadership.</b> Formalize a regional planning structure engaging public and private leadership at all levels focusing on key activities to effectively position the region for economic growth.	Corpus Christi Regional Economic Development Corporation, San Patricio Economic Development Corporation		X			

<p><i>Action VEC</i> 6.2</p>	<p><b>Local Economic Forums.</b> Convene periodic forums facilitating discussions regarding regional economic trends, resources, opportunities and needs between stakeholders from primary and multiplier job employers and a broad range of community interests including non-profit leadership and post-secondary education.</p>	<p><b>Lead Partner Pending</b></p>	<p>Del Mar College, Texas A&amp;M University-Corpus Christi, Regional Chambers of Commerce Group, Corpus Christi Regional Economic Development Corporation, San Patricio Economic Development Corporation</p>				
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<p><i>Strategy VEC</i> 7</p>	<p><b>Business-Friendly Development Services.</b> Provide more business-friendly development services through local governmental entities to promote growth and development in the region.</p>	<p><i>Lead Partner</i></p>	<p><i>Suggested Supporting Partners</i></p>	<p>Timeline</p>			
				<p>Less Than 1 Year</p>	<p>1 – 2 Years</p>	<p>3 – 5 Years</p>	<p>6+ Years</p>
<p><i>Action VEC</i> 7.1</p>	<p><b>Expedited Development Services Process.</b> Develop formal process empowering City’s Economic Development Department to advocate for projects moving through Development Services processes.</p>	<p>City of Corpus Christi City Manager</p>	<p>Corpus Christi Regional Economic Development Corporation, Chambers, Coastal Bend Business Innovation Center</p>		<p>X</p>		
<p><i>Action VEC</i> 7.2</p>	<p><b>Project Classification and Prioritization.</b> Develop a process to classify and prioritize industrial, commercial and residential project scopes based on project attributes of size, complexity and composition.</p>	<p>City of Corpus Christi Development Services</p>	<p>Corpus Christi Regional Economic Development Corporation, Builders Association, Associated Builders &amp; Contractors Office</p>	<p>X</p>			

<p><i>Action VEC 7.3</i></p>	<p><b>Staff Recognition Program.</b> Identify an external stakeholder to establish and coordinate an Outstanding Work Recognition Program for City of Corpus Christi Development Services Department.</p>	<p><b>Lead Partner Pending</b></p>	<p>Corpus Christi Regional Economic Development Corporation, Corpus Christi Hispanic Chamber of Commerce</p>	<p>X</p>			
<p><i>Action VEC 7.4</i></p>	<p><b>Accountability Scorecard.</b> Institutionalize greater accountability in Development Services processes through a published scorecard with specific accountability measures for existing and proposed developments.</p>	<p>City of Corpus Christi Development Services</p>	<p>Corpus Christi Regional Economic Development Corporation, Builders Association, Associated Builders &amp; Contractors</p>	<p>X</p>			
<p><i>Action VEC 7.5</i></p>	<p><b>Staff Development.</b> Provide training, education and feedback to City of Corpus Christi Development Services staff based on surveys of Department clients.</p>	<p>City of Corpus Christi Development Services</p>	<p>Corpus Christi Chamber of Commerce, Corpus Christi Regional Economic Development Corporation, Builders Association, Associated Builders &amp; Contractors</p>	<p>X</p>			
<p><i>Action VEC 7.6</i></p>	<p><b>Department Recognition.</b> Recognize and publicize successes in City of Corpus Christi Development Services to highlight progress made by the department and improve its image.</p>	<p>City of Corpus Christi Public Information Office</p>	<p>Corpus Christi Regional Economic Development Corporation, Builders Association, Associated Builders &amp; Contractors</p>	<p>X</p>			

<p><i>Action VEC 7.7</i></p>	<p><b>Utilities Master Plan.</b> Complete a City of Corpus Christi utilities master plan to provide a clear framework and greater certainty for future economic development activities.</p>	<p>City of Corpus Christi Development Services</p>	<p>Corpus Christi Regional Economic Development Corporation, Builders Association, Associated Builders &amp; Contractors, City of Corpus Christi Engineering Services, Water, Wastewater, Storm Water and Streets Departments</p>		<p>X</p>		
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<p><i>Strategy VEC 8</i></p>	<p><b>Alternative Energy Industry Leader.</b> Initiate a leadership role in attracting and promoting the alternative energy sector (wind, solar, nuclear, and bio-fuels) to position the Coastal Bend as a center for research/development and operations.</p>	<p><i>Lead Partner</i></p>	<p><i>Suggested Supporting Partners</i></p>	<p>Timeline</p>			
				<p>Less Than 1 Year</p>	<p>1 – 2 Years</p>	<p>3 – 5 Years</p>	<p>6+ Years</p>
<p><i>Action VEC 8.1</i></p>	<p><b>Training Programs.</b> Establish training programs to prepare workforce with crossover technical skills that can be applied to wind turbine operations, solar technologies manufacturing and installation, nuclear technologies, and fuel cell production and systems.</p> <ul style="list-style-type: none"> <li>Identify and capitalize on available funding to develop and initiate curriculum, procure training resources, and help transform existing energy industries to alternative energy.</li> <li>Develop customized training initiatives to support energy companies engaged in exploration, refining, generation, transmission, distribution and retail services.</li> </ul>	<p>Del Mar College</p>	<p>Texas A&amp;M University-Corpus Christi, Alternative Energy Industry partners, Nuclear Power Institute, Workforce Solutions of the Coastal Bend, Craft Training Center</p>	<p>X</p>			

<i>Action VEC</i> 8.2	<b>Alternative Energy Council.</b> Establish an Alternative Energy Council with broad representation to support research, development and manufacturing and identify funding resources and opportunities to fund the alternative energy strategies in this region (i.e. Federal stimulus funds.)	Del Mar College	Private Industry Partners, Nuclear Power Institute		X		
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<i>Strategy VEC</i> 9	<b>Thriving Small and Local Businesses.</b> Help small and local businesses thrive in an environment where entrepreneurship and ingenuity are encouraged, providing greater economic opportunities and consumer options for Coastal Bend residents.	<i>Lead Partner</i>	<i>Suggested Supporting Partners</i>	Timeline			
				<i>Less Than 1 Year</i>	<i>1 – 2 Years</i>	<i>3 – 5 Years</i>	<i>6+ Years</i>
<i>Action VEC</i> 9.1	<b>Resource Information Portal.</b> Provide a centralized on-line portal utilizing state-of-the-art technologies to assist small businesses in accessing the many existing online government and professional resources, serving as a clearinghouse to research support opportunities.	Corpus Christi Chamber of Commerce	Del Mar College, Texas A&M University-Corpus Christi, various other Chambers of Commerce, SCORE	X			
<i>Action VEC</i> 9.2	<b>User Guide for Small Business.</b> Develop a guide for small and local businesses to better understand how to access services, answer “frequently asked questions,” outline government-funded programs, and identify points of contact for contracting with primary job generating organizations, to be distributed by chambers of commerce and business associations throughout the region.	Corpus Christi Chamber of Commerce	Del Mar College, Texas A&M University-Corpus Christi, various other Chambers of Commerce, SCORE, Small Business Administration		X		

**Vibrant Economy: Jobs and Employment**

<i>Strategy VEC</i> 10	<b>Diversified Employment Market.</b> Encourage a strong, diversified employment market that attracts population growth, with low unemployment and opportunities for anyone to train for and secure meaningful employment.  <b>No supporting actions are proposed at this time.</b>		
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<p><i>Strategy</i> <i>VEC 11</i></p>	<p><b>More Jobs for All Skill Levels.</b> Seek and maintain jobs for Coastal Bend residents of all education and skill levels, including jobs that provide opportunities for advancement and long-term careers.</p> <p><b><i>No supporting actions are proposed at this time.</i></b></p>		
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<p><i>Strategy</i> <i>VEC 12</i></p>	<p><b>Higher Education and Workforce Development.</b> Ensure that higher education connects the community and industry, educating people to fill local jobs and creating a skilled workforce that draws employers to the region.</p>	<p><i>Lead Partner</i></p>	<p><i>Suggested Supporting Partners</i></p>	<p>Timeline</p>			
				<p>Less Than 1 Year</p>	<p>1 – 2 Years</p>	<p>3 – 5 Years</p>	<p>6+ Years</p>
<p><i>Action</i> <i>VEC</i> <i>12.1</i></p>	<p><b>Youth Job-Seeking Skills Development.</b> Inventory existing best practices for teaching students job seeking/retention skills (interviewing skills, résumé building, work responsibility, employer expectations) for use in career centers and schools.</p>	<p>Workforce Solutions of the Coastal Bend</p>	<p>Area Independent School Districts (ISDs); Del Mar College; Texas A&amp;M University-Corpus Christi</p>	<p>X</p>			
<p><i>Action</i> <i>VEC</i> <i>12.2</i></p>	<p><b>Workforce Analysis.</b> Commission periodic workforce studies that analyze and make future projections of the supply of and demand for skills and occupations in the region to identify critical needs.</p>	<p><b><i>Lead Partner Pending</i></b></p>	<p>City of Corpus Christi Economic Development Office, Area Independent School Districts (ISDs), Del Mar College, Texas A&amp;M University-Corpus Christi, Workforce Solutions of Corpus Christie</p>				

<i>Action VEC</i> 12.3	<b>Expanded Degree Programs Identification.</b> Identify and develop needed degree programs as identified by industry outreach data and build coalitions to secure adequate funding from the Texas Legislature.	Texas A&M University-Corpus Christi & Del Mar College	Chambers, Area Independent School Districts (ISDs), City of Corpus Christi Economic Development Office, Regional P-16 Council		X		
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<i>Strategy VEC</i> 13	<b>Local Career Options for Youth.</b> Guarantee a variety of employment and career options for Coastal Bend youth and new college graduates, allowing them to remain in the area, earn a living wage, and thrive.	<i>Lead Partner</i>	<i>Suggested Supporting Partners</i>	Timeline			
				<i>Less Than 1 Year</i>	<i>1 – 2 Years</i>	<i>3 – 5 Years</i>	<i>6+ Years</i>
<i>Action VEC</i> 13.1	<b>Post-College Graduation Job Placement Assessment.</b> Conduct post-college graduation surveys assessing job placement opportunities and job acceptance criteria, and deliver survey results through a periodic economic summit or other information channels.	Texas A&M University-Corpus Christi Office of Planning and Institutional Effectiveness, Del Mar College	Corpus Christi Chamber of Commerce		X		
<i>Action VEC</i> 13.2	<b>Brain Drain Solutions.</b> Conduct survey focusing on 18-35 age groups to assess community attributes needed to retain graduates and young professionals. Provide data to business, government, and other institutions.	Texas A&M University-Corpus Christi Social Science Research Center, Del Mar College	Corpus Christi Chamber of Commerce		X		

**Vibrant Economy: Wages and Salaries**

<i>Strategy VEC</i> 14	<b>Increased Wages and Salaries.</b> Increase local wages and salaries to reflect a better prepared and educated workforce, increasing the region's average wages and per capita income.  <b>No supporting actions are proposed at this time.</b>		
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Strategy VEC 15	<p><b>High-Tech and Corporate Jobs.</b> Provide opportunities for higher paying jobs in the Coastal Bend by increasing the number of high-tech and corporate employers moving into the region.</p> <p><b>No supporting actions are proposed at this time.</b></p>		
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Strategy VEC 16	<p><b>Competitive Salaries in Health and Education.</b> Establish meaningful dialogue about competitive salaries for teachers and medical workers that would attract and retain more qualified workers in the Coastal Bend.</p> <p><b>No supporting actions are proposed at this time.</b></p>		
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**Vibrant Economy: Taxes**

Strategy VEC 17	Tax Incentives for Economic Development. Provide tax incentives that attract businesses and industry to the region, bringing new jobs and spurring economic development.	Lead Partner	Suggested Supporting Partners	Timeline			
				Less Than 1 Year	1 – 2 Years	3 – 5 Years	6+ Years
Action VEC 17.1	<p><b>Growth Policies.</b> Finalize and support revisions to City tax incentive policies to promote aggressive growth.</p>	City of Corpus Christi, Nueces County	Corpus Christi Regional Economic Development Corporation	X			

Strategy VEC 18	<p><b>Expanded Tax Base.</b> Expand and diversify tax bases in both Nueces and San Patricio Counties to provide well-funded infrastructure and education that will support a growing population, improved economy and more jobs.</p> <p><b>No supporting actions are proposed at this time.</b></p>		
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Strategy VEC 19	<b>Fair and Affordable Property Taxes.</b> Work with appropriate governmental entities to ensure that property taxes in the Coastal Bend are affordable, fair, and shared by all neighborhoods, so no single segment of the community bears an unfair burden.	Lead Partner	Suggested Supporting Partners	Timeline			
				Less Than 1 Year	1 – 2 Years	3 – 5 Years	6+ Years
Action VEC 19.1	<b>Competitive Tax Structure.</b> Establish a regionally competitive “ad valorem” sales tax and development fees to attract new development and fund enhancements that contribute to the region’s quality of life.	Corpus Christi Chamber of Commerce	Regional Chambers of Commerce, City of Corpus Christi, Nueces County, San Patricio County, Area Independent School Districts (ISDs), other taxing entities		X		

**Vibrant Economy: Regional Identity and Promotion**

Strategy VEC 20	<b>World-Class Communities.</b> Establish the Coastal Bend as a renowned area of world-class communities that attract new residents to live, work, study, play and shop through cooperative marketing and branding.	Lead Partner	Suggested Supporting Partners	Timeline			
				Less Than 1 Year	1 – 2 Years	3 – 5 Years	6+ Years
Action VEC 20.1	<b>Cultural Diversity Initiatives.</b> Use the Council of Cultures in the Coastal Bend to support a broad range of initiatives including economic development.	World Affairs Council	Chambers, Educational Institutions		X		
Action VEC 20.2	<b>“Quality of Life” Assessment.</b> Conduct a comprehensive assessment of “quality of life” assets in the Coastal Bend and benchmark against cities to which the Coastal Bend has lost business.	<b>Lead Partner Pending</b>	Corpus Christi Regional Economic Development Corporation, Educational Institutions, museums, event centers		X		

<p><i>Action VEC 20.3</i></p>	<p><b>Benefits of Living in the Coastal Bend.</b> Develop a public awareness campaign highlighting the many benefits of living in the Coastal Bend area. Promote and air the campaign using a variety of communications channels such as television, radio, internet, print, presentations and publication in national periodicals.</p>	<p><b>Lead Partner Pending</b></p>	<p>Corpus Christi Regional Economic Development Corporation, Educational Institutions, museums, event centers</p>		<p>X</p>		
<p><i>Action VEC 20.4</i></p>	<p><b>Regional Marketing Alliance.</b> Establish a region-wide coalition to identify common elements to market to primary job organizations and visitors that reflect the quality attributes of the Coastal Bend.</p>	<p>Corpus Christi Regional Economic Development Corporation</p>	<p>San Patricio Economic Development Corporation, Corpus Christi Convention and Visitors Bureau, Type A Board</p>		<p>X</p>		
<p><i>Action VEC 20.5</i></p>	<p><b>National Marketing Collaboration.</b> Establish a mechanism for non-governmental organizations, developers, and other groups to explore opportunities for collaborative national marketing efforts that leverage market penetration and offer greater economies of scale.</p>	<p>Corpus Christi Regional Economic Development Corporation</p>	<p>Corpus Christi Convention and Visitors Bureau</p>	<p>X</p>			
<p><i>Action VEC 20.6</i></p>	<p><b>“Beaches Plus” Brand.</b> Support the “Beaches Plus” branding concept to promote regional assets beyond beaches and showcase the region as a place where industry and environment come together.</p>	<p>Corpus Christi Convention and Visitors Bureau</p>	<p>Regional Convention and Visitors Bureaus; Regional Economic Development Corporations</p>			<p>X</p>	

<p><i>Strategy VEC 21</i></p>	<p><b>Protecting Unique Community Assets.</b> Protect and demonstrate stewardship of unique community assets so that the Coastal Bend continues to attract tourists, talent and business.</p> <p><b>No supporting actions are proposed at this time.</b></p>		
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**Vibrant Economy: Tourism**

Strategy VEC 22	Major Tourist Destination. Continue to develop the Coastal Bend as a major tourist destination for visitors from Texas, other states and around the world, including vacationers, convention and cruise lines guests.	Lead Partner	Suggested Supporting Partners	Timeline			
				Less Than 1 Year	1 – 2 Years	3 – 5 Years	6+ Years
Action VEC 22.1	<b>Barrier Island Casinos.</b> Conduct a comprehensive campaign through the Coastal Bend legislative delegation to establish casino gambling on the barrier islands.	Corpus Christi Convention and Visitors Bureau			X		
Action VEC 22.2	<b>Tourism Benefits Public Awareness Campaign.</b> Develop a public awareness campaign to inform the community of the benefits of tourism to the region. Conduct the campaign using television, radio, Internet and social networking websites.	<b>Lead Partner Pending</b>	Corpus Christi Convention and Visitors Bureau	X			
Action VEC 22.3	<b>Not Just for Tourists.</b> Promote Coastal Bend attractions and features encouraging community members to consider “staycations” – as well as visitors from outside the region.	<b>Lead Partner Pending</b>	Regional Chambers of Commerce, Corpus Christi Convention and Visitors Bureau				
Action VEC 22.4	<b>Convention Hotel.</b> Attract a major convention hotel to be developed adjacent to the American Bank Center.	Corpus Christi Chamber of Commerce	Corpus Christi Convention and Visitors Bureau				X
Action VEC 22.5	<b>Convention Center Expansion.</b> Assess needs for future conventions to determine appropriate configuration for convention center expansion; and secure funding for expansion.	Corpus Christi Chamber of Commerce	Corpus Christi Convention and Visitors Bureau	X			

<i>Action VEC</i> 22.6	<b>Facilities and Amenities.</b> Inventory existing facilities and amenities to determine if they adequately meet the needs of visitors and develop necessary planning to encourage developing the ones that are identified as most important.	Corpus Christi Convention and Visitors Bureau	Corpus Christi Chamber of Commerce, Corpus Christi Regional Economic Development Corporation		X		
<i>Action VEC</i> 22.7	<b>Major Tourist Destination Resort Attraction.</b> Develop a world class destination resort to attract leisure and high-end business travelers for professional conventions and meetings while providing resort amenities.	Corpus Christi Regional Economic Development Corporation	Corpus Christi Convention and Visitors Bureau			X	

<i>Strategy VEC</i> 23	<b>Premier Nature Tourism Destination.</b> Establish the Coastal Bend as a premier nature tourist destination, where visitors explore a protected natural environment and enjoy outdoor recreation, sunshine and fresh air.	<i>Lead Partner</i>	<i>Suggested Supporting Partners</i>	Timeline			
				<i>Less Than 1 Year</i>	<i>1 – 2 Years</i>	<i>3 – 5 Years</i>	<i>6+ Years</i>
<i>Action VEC</i> 23.1	<b>Regional Directory of Tourism Assets.</b> Inventory, catalog, interpret, package and market primary nature tourism assets identifying critical Coastal Bend natural resources and their stakeholder agencies to increase economic development opportunities (fishing, wildlife viewing, photography, birding, hunting, wind, waves and other scenic opportunities.)	Corpus Christi Convention and Visitors Bureau	Regional Convention and Visitors Bureaus; Coastal Bend Council of Governments; Coastal Bend Bays and Estuaries	X			
<i>Action VEC</i> 23.2	<b>Guides and Outfitters Marketing Initiative.</b> Support nature tourism initiative by compiling, publishing and marketing information about guides and outfitters in the Coastal Bend.	Corpus Christi Convention and Visitors Bureau	Nature Tourism Advisory Committee, other regional CVBs, Coastal Conservation Association, Ducks Unlimited, Audubon Outdoors Club, Salt Water Anglers	X			

<i>Action VEC</i> 23.3	<b>Guides and Outfitters Certification Curriculum</b> Develop curriculum for the Guides and Outfitters Certification program ensuring customer service, ethics, and expanded awareness of area conservation and making a better nature tourism experience.	Corpus Christi Convention and Visitors Bureau	Texas A&M Extension Service Texas A&M University-Corpus Christi Harte Institute	X			
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<i>Strategy VEC</i> 24	<b>Tourist-Friendly Downtown and Waterfront.</b> Build coalitions and work to establish and maintain Corpus Christi as a vibrant, tourist-friendly downtown with waterfront amenities that entice people to visit and stay for more than our beaches.	<i>Lead Partner</i>	<i>Suggested Supporting Partners</i>	Timeline			
				Less Than 1 Year	1 – 2 Years	3 – 5 Years	6+ Years
<i>Action VEC</i> 24.1	<p><b>Downtown and Waterfront Awareness Campaign.</b> Develop a comprehensive awareness campaign that identifies marketing opportunities to bring activity and people to the downtown and waterfront areas for the purpose of generating revenue, awareness, support and interest in downtown Corpus Christi.</p> <ul style="list-style-type: none"> <li>Erect a “marquee” in the IH 37/Shoreline median that displays events occurring in the downtown, Bayfront, Museum District, Heritage Park, Whataburger Field, and Port area.</li> <li>Develop a “brand” concept for Downtown, Bayfront, Museum District, Heritage Park, Whataburger Field, and Port area providing an “identity” to incorporate into area marketing.</li> </ul>	<p>Downtown Management District</p> <p>City of Corpus Christi City Manager’s Office</p>	<p>City of Corpus Christi, Corpus Christi CVB; area merchants, Leadership Corpus Christi Alumni</p> <p>Downtown Management District, Art and Science museums, Whataburger Field, Port of Corpus Christi, American Bank Center, Corpus Christi Convention &amp; Visitors Bureau</p>	X			
<i>Action VEC</i> 24.2	<b>Customer Service Training Program.</b> Implement a hospitality curriculum, with an emphasis on exceptional customer service, among all tourism and industry stakeholders in order to cultivate a high-level tourist experience.	Del Mar College Center for Economic Development	Corpus Christi Convention and Visitors Bureau, Downtown Management District, all Tourist Service Industries, City of Corpus Christi		X		

\* Definitions

Economic Development

“Economic development is the process of creating wealth through the mobilization of human, financial, capital, physical, and natural resources to generate marketable goods and services.” – Taken from Economic Development Today: A report from the Profession, AEDC, 1991

Primary Jobs

Primary employers create new wealth by exporting goods and services from the region. This export activity results in new wealth flowing into the region.

Multiplier Jobs

Multiplier job employers provide goods and services which redistribute the wealth that already exists in the region and multiplies the effect of primary jobs throughout the region.