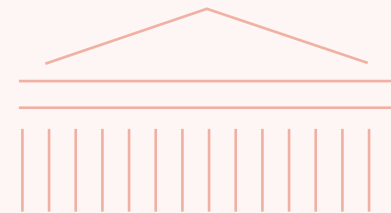


**ANNUAL REPORT**  
2020

AR  
20

DOWN  
TOWN  
FRESNO

## STAFF



**JIMMY CERRACCHIO**  
PRESIDENT/CEO

**DANIEL GRIFFITH**  
PROGRAM MANAGER

**ERIN PAZ**  
EVENT COORDINATOR

**COURTNEY RAMIREZ**  
BUSINESS DEVELOPMENT  
COORDINATOR

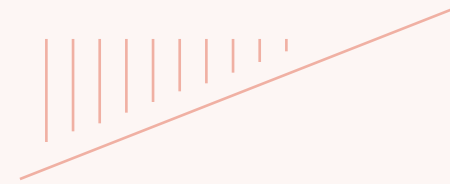
**YIA YANG**  
CLEAN TEAM AMBASSADOR/ EVENTS &  
PROMOTIONS ASSISTANT

**LEE BLACKWELL**  
CLEAN TEAM AMBASSADOR

**BRIAN KELLEY**  
CLEAN TEAM AMBASSADOR/HOMELESS  
OUTREACH

**JACKIE SHABAZ**  
CLEAN TEAM AMBASSADOR

## BOARD OF DIRECTORS



**HILARY HARON**  
CHAIR, HARON JAGUAR

**JESSICA ROUSH**  
VICE CHAIR, T.W. PATTERSON BUILDING

**SCOTT ANDERSON**  
SECRETARY, THE PENSTAR GROUP

**BHAVNEET GILL**  
TREASURER, UNITED SECURITY BANK

**NATHAN AHLE**  
FRESNO CHAMBER OF COMMERCE

**RICHARD CAGLIA**  
WARNORS THEATRE

**CHANNELLE CHAREST**  
BITWISE INDUSTRIES

**ANA LILIA DE ALBA**  
LOS PANCHOS MEXICAN RESTAURANT

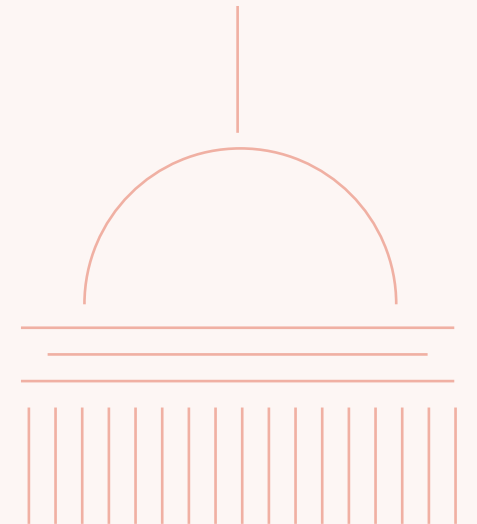
**EDWARD D. FANUCCHI**  
QUINLAN, KERSHAW & FANUCCHI, LLC

**DEREK FRANKS**  
FRESNO GRIZZLIES

**BOB GURFIELD**  
PROPERTY OWNER

**CASSEY JAMES**  
ROOT

**SEVAK KHATCHADOURIAN**  
PACIFIC SOUTHWEST BUILDING



**KYLE KIRKLAND**  
CLUB ONE CASINO

**CONRAD MOORE**  
CENTRAL VALLEY COMMUNITY BANK

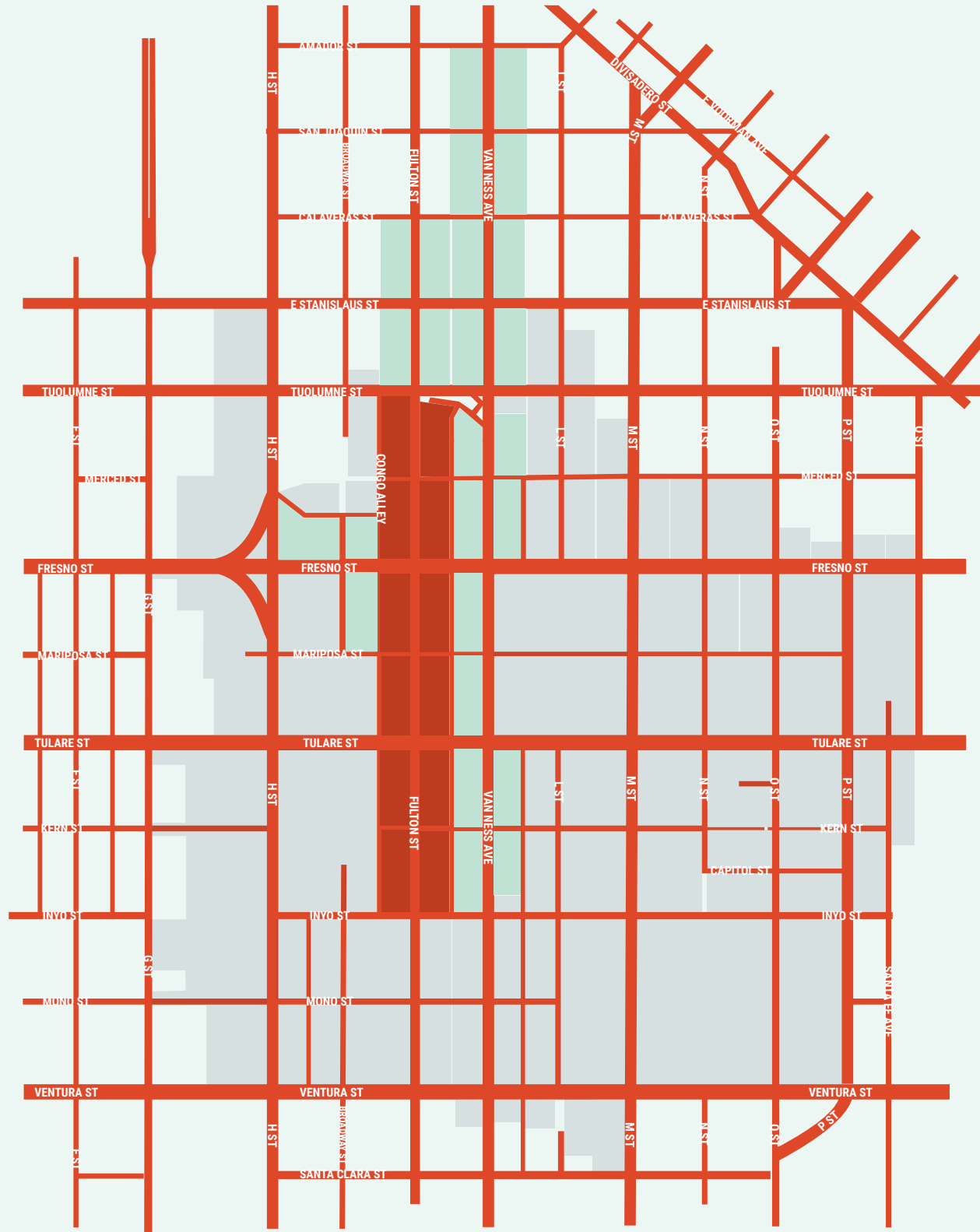
**MARLENE MURPHEY**  
SUCCESSOR AGENCY TO THE FRESNO  
REDEVELOPMENT AGENCY

**WILMA QUAN**  
CITY OF FRESNO

**JEAN ROUSSEAU**  
FRESNO COUNTY

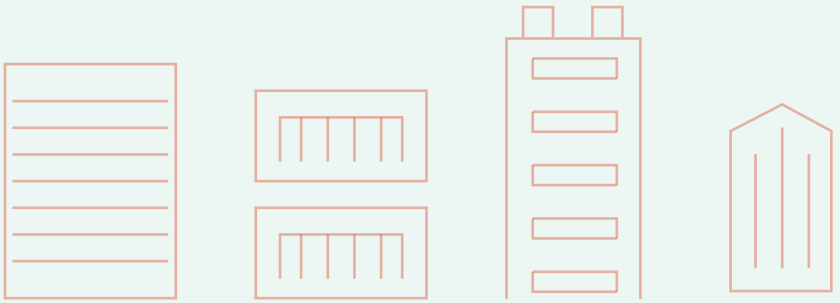
**ASHLEY WEBSTER**  
THE BUSINESS JOURNAL

**JAYNI WONG**  
PROPERTY OWNER



### ZONE MAP

- ZONE 1
- ZONE 2
- ZONE 3



## BUSINESS DEVELOPMENT

The Downtown Fresno Property Based Improvement District faced unprecedented challenges and responded with creative solutions aimed at retaining the ground we've made since the district's formation. Due to the pandemic, and restrictive state orders, Downtown Fresno Partnership shifted its efforts from events and promotions to targeting resources to help small businesses survive the pandemic. DFP created an online COVID-19 resource page for businesses, and sent regular updates, connecting stakeholders with financial assistance programs, technical assistance, and public safety information. Our Re-Start Grants and parklet programs helped businesses navigate the tough climate. We focused on social media engagement and marketing, to share which businesses were open, and how to safely shop or dine downtown. We hosted another year of our Create Here business competition and ended the year with 7 new businesses announcing their intention to locate in Downtown Fresno.

### NEW BUSINESSES



### UNDER CONSTRUCTION



### GRAND OPENINGS



### E-BLASTS TO BUSINESSES



## BUSINESS DEVELOPMENT CONT.

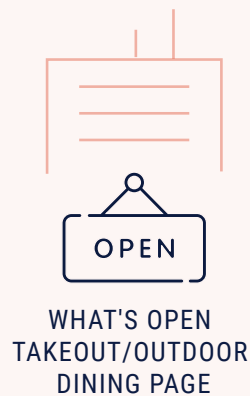


### PPE DISTRIBUTION



**59**  
BUSINESSES SUPPLIED

### BUSINESS RESOURCES ON DOWNTOWNFRESNO.ORG



WHAT'S OPEN TAKEOUT/OUTDOOR DINING PAGE



COVID-19 RESOURCES PAGE

### CREATE HERE BUSINESS PLAN COMPETITION

**61**  
APPLICANTS



**12**  
BUSINESS PLANS



**9**  
FINALISTS



**5**  
WINNERS



**\$10K**  
GRAND PRIZE WINNER  
FIG & HONEY

### PARKLET PROGRAM



**9**  
OUTDOOR DINING GRANTS ASSISTED



**5**  
GRANTS RECEIVED



**\$125K**  
GRANTS FOR DOWNTOWN BUSINESSES

### RE-START GRANT



**\$54K**

RAISED WITH DONATIONS FROM JP MORGAN CHASE WELLS FARGO CENTRAL VALLEY COMMUNITY FOUNDATION



**31**  
AWARDED BUSINESSES

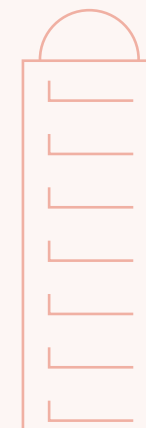


**\$1K - TO - \$2K**  
AWARD AMOUNTS RANGE

### PROPERTY & RESOURCE REFERRALS



**5**  
PROPERTY/ LOCATION ASSISTS





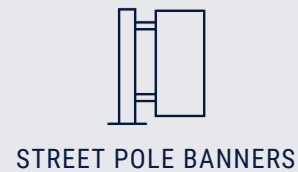
# MARKETING

Due to pandemic related business closures, much of the public facing marketing campaigns that were planned for 2020 were put on hold. DFP marketing efforts instead focused on sharing information with the public about what businesses were open in Downtown Fresno and encouraging the public to support the downtown business community. Additionally, information about COVID related grants and programs were shared with our business owners via e-blasts and downtownfresno.org.

## MARKETING INITIATIVES



NEW BRANDING



STREET POLE BANNERS



MASK UP CENTRAL VALLEY



GOOGLE AD GRANT  
**2020**  
51K IMPRESSIONS  
5200 CLICKS  
\$18K VALUE  
**2019**  
69K IMPRESSIONS  
7090 CLICKS  
\$13.5K VALUE

## SOCIAL MEDIA



**1,599,538**  
IMPRESSIONS



**826,108**  
IMPRESSIONS



**483,683**  
IMPRESSIONS



**3,240**  
IMPRESSIONS



**2,466**  
IMPRESSIONS

## WEBSITE



## LOCATIONS NON-CALIFORNIA

VIRGINIA 1.65%  
ILLINOIS 1.30%  
TEXAS 1.25%  
OREGON 0.98%  
ARIZONA 0.59%

## CALIFORNIA

FRESNO 47.98%  
SAN FRANCISCO 8.78%  
CLOVIS 6.81%  
SACRAMENTO 6.30%  
LOS ANGELES 2.24%  
SANTA CLARA 2.11%  
REEDLEY 1.79%  
MADERA 1.54%  
ROSEVILLE 1.41%  
VISALIA 1.37%

## TRAFFIC



**110,690**  
USERS  
**112,401**  
NEW USERS  
**134,977**  
SESSIONS  
**259,550**  
PAGEVIEWS

## CENTRAL VALLEY TODAY SHOW



**10**  
GUESTS

## PRESS RELEASES



**13**  
RELEASES

## NEWS STORIES



**29**  
POSITIVE  
STORIES  
SHARED



## EVENTS

Downtown Fresno Partnership was only able to host in-person events for the first two months of 2020 due to COVID-19 restrictions. Our largest annual events, and most of our recurring events were cancelled due to City and State restrictions. However, Downtown Fresno Partnership staff were able to host some online virtual events like State of Downtown and Instahop Live and eventually host some limited in-person events including the Market on Kern and Mercado Sazon (both markets were allowed at limited capacity by State of California guidelines) and community clean-up days, where volunteers helped pick up trash in the downtown area.

### EVENTS



CARTHOP

MARKET ON KERN

STATE OF DOWNTOWN:  
DOWNTOWN BUSINESS  
SPOTLIGHT PRESHOW

STATE OF DOWNTOWN

MERCADO SAZON  
(MARKET AT ARTE  
AMERICAS)

ARTHOP BREWERY/  
BAR POP-UPS

DOWNTOWN CLEAN-UP  
EVENTS

TEEZY RADIO DJ SET AT  
QUAIL STATE

INSTAHOP LIVE

VOTE SO HARD WITH  
BITWISE AND TAKE 3



11

23

1

1

2

1

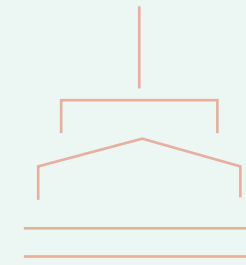
3

1

1

1

### NUMBER OF RECURRENCES



1,000

2,300

1,271

5,116

600

250

280

600

500

100

### # OF PEOPLE



### CHRISTMAS TREE AT MARIPOSA PLAZA

Downtown Fresno Partnership and Downtown Fresno Foundation purchased a re-usable artificial Christmas Tree and displayed it at Mariposa Plaza between November 14, 2020, and January 10, 2021. The tree was popular for social media photos and will be used every holiday season going forward.

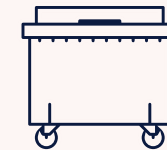
## ENVIRONMENTAL

COVID has amplified the challenges downtown faces with keeping the area clean & safe. Mandatory Stay-At-Home orders have greatly diminished pedestrian traffic and kept a number of businesses closed. DFP adapted to help mitigate the rising issues associated with the stay-at-home orders including homeless activity, vandalism, and much more.

### KEY EFFORTS INCLUDE:



**PATROLLING, MONITORING, AND COORDINATING** RESPONSES FOR ENCAMPMENTS, TRASH BUILD-UP, GRAFFITI, BREAK-INS, AND VANDALISM (ALL ZONES)



**SECURING** LOCKABLE DUMPSTERS (ZONES 2 & 3)



**INCREASING PRIVATE SECURITY PATROL** HOURS BACK TO 8 HOURS PER NIGHT (ZONES 2 & 3)



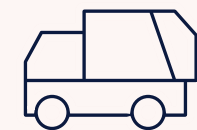
**COORDINATING COMMUNICATION** WITH POLICE & STAKEHOLDERS IN RESPONSE TO CRIMINAL ACTIVITY AND CONCERNS ABOUT CIVIL UNREST



**HOMELESS OUTREACH** AIMED AT CONNECTING HOMELESS INDIVIDUALS WITH AVAILABLE SERVICE AGENCIES WHILE HELPING TO REMOVE THEM FROM PRIVATE PROPERTY (LAUNCHED JUNE 2020, ALL ZONES)



**50 STREET CANS** MAINTAINED AND REPAIRED



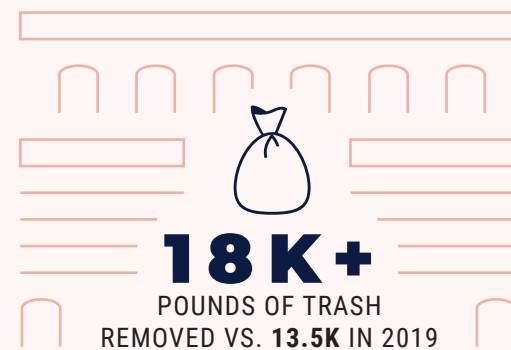
**CONTRACTED WITH MID-VALLEY DISPOSAL** TO MAINTAIN 40 STREET CANS IN ZONE 2 (AMADOR TO INYO STREETS), AND 10 STREET CANS IN ZONE 1 (KERN STREET)





**ENVIRONMENTAL  
CONT.**

**CLEAN TEAM AMBASSADORS**



**1,650**  
GRAFFITI  
REMOVED  
& REPORTED

**134**  
VANDALISM/ BREAK-INS

**57**  
ILLEGAL DUMPING  
REPORTED

**18**  
MATRESSES IN ALLEY

**66**  
TRESPASSING

**61**  
DUMPSTERS LOCKED  
61 OUT OF 77

**58**  
HOMELESS OUTREACH  
CONTACTS MADE

**52**  
HOMELESS  
OUTREACH ASSISTS

**OVERNIGHT SECURITY PATROLS**



**7**  
DAYS A WEEK



**8**  
HOURS PER NIGHT  
10PM-6AM



**971**  
PRIVATE  
SECURITY INCIDENT  
RESPONSES

**ENVIRONMENTAL ENHANCEMENTS**



**12**  
SECURITY ROUNDTABLE  
MEETINGS

**5**

CLEAN & GREEN  
COMMITTEE MEETINGS

**2**

STAKEHOLDER MEETINGS  
FOCUSED ON HOMELESSNESS

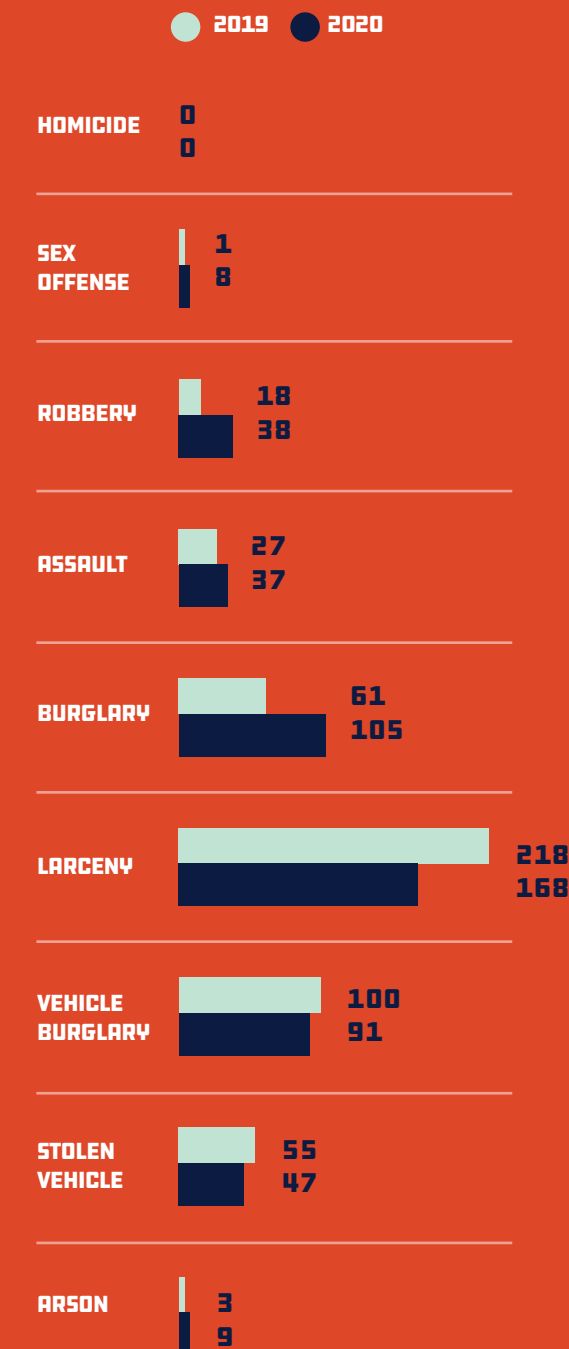


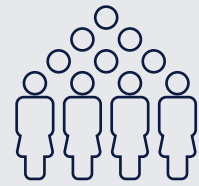
ADDITIONAL PARK MOBILE APP  
METERS WERE INSTALLED  
ALONG FULTON ST.



**BAGGING METERS**  
COORDINATED WITH THE CITY  
TO DESIGNATE ON STREET PARKING  
IN FRONT OF RESTAURANTS  
AS A PICK-UP ZONE FOR  
TAKEOUT CUSTOMERS.

**DOWNTOWN CRIMES  
2019 VS 2020**





THE BOARD OF DIRECTORS FILLED VACANCIES BRINGING THE TOTAL NUMBER OF MEMBERS UP TO A FULL 20 SEATS



A BOARD AND STAKEHOLDER MIXER WAS HELD AT MODERNIST CRAFT COCKTAIL BAR ON FEBRUARY 25, 2020, IN ORDER FOR BOTH DOWNTOWN FRESNO PARTNERSHIP BOARD MEMBERS, DOWNTOWN FRESNO FOUNDATION BOARD MEMBERS, AND STAKEHOLDERS TO MEET, SHARE IDEAS, AND DISCUSS THEIR ROLES IN MOVING DOWNTOWN FORWARD.

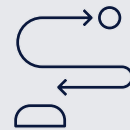
## ADMINISTRATION

### PBID Renewal

Downtown Fresno Partnership selected Civitas Advisors to consult on the renewal of the PBID for 2023. The board of directors voted to create an ad-hock committee of board members, DFP staff, and city staff to begin and guide the renewal process including creating a draft management plan and take first steps toward stakeholder outreach.



**DUE TO COVID RESTRICTIONS, DOWNTOWN FRESNO PARTNERSHIP ADMINISTRATIVE STAFF ADAPTED THEIR FOCUS TO ACCOMMODATE STAY-AT-HOME ORDERS INCLUDING:**



COORDINATING INFORMATION SHARING AND RESPONSES BETWEEN THE CITY OF FRESNO, POLICE, PRIVATE SECURITY, BUSINESSES, FINANCIAL INSTITUTIONS, AND OTHERS



DISTRIBUTING INFORMATION FOR AND ASSISTING WITH APPLICATIONS INCLUDING ACCESS TO GRANTS, EMERGENCY LOANS, PUBLIC SAFETY, AND UPDATES TO STATE EMERGENCY ORDERS



UPDATING ONLINE INFORMATION FOR OPEN BUSINESSES



PROMOTION AND INFORMATION DISTRIBUTION THROUGH SOCIAL MEDIA, ONLINE PROMOTION, AND MEDIA OUTREACH



PPE DISTRIBUTION



# DOWNTOWN FRESNO FOUNDATION

Downtown Fresno Foundation pivoted its efforts in Spring 2020 toward helping mitigate the impact of the COVID-19 pandemic.



## UNITY FOR COMMUNITY



**\$9K**

RAISED FOR COMMUNITY REGIONAL MEDICAL CENTER THROUGH T-SHIRT SALES

## RE-START GRANTS



**\$54K**

RAISED TO FUND RE-START GRANTS

## CHRISTMAS TREE



**\$15K**

CONTRIBUTED TO CHRISTMAS TREE AT MARIPOSA PLAZA

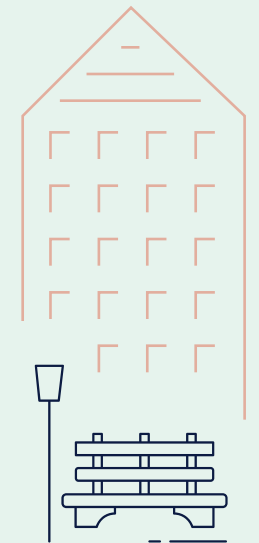
## DOWNTOWN ACADEMY



**36**  
STUDENTS

**3**  
CLASSES COMPLETED

## PARKLET PROGRAM



**\$5K**

CONTRIBUTED IN GRANTS TOWARDS DOWNTOWN PARKLETS

