



Adventure
Authenticity
Architecture
Discovery
Optimism
Downtown
Food
Culture
Music
Art
EXPERIENCE: Growth
Renewal
Craft
Excitement
Energy

ABOUT THE PARTNERSHIP STAFF

ELLIOTT BALCH

President & CEO
(From 3.23)

JORDAN SANCHEZ

Interim CEO (Until 3.23)

GLORIA VALDOVINOS

Program Manager

MARISSA ARREGUIN

Event Coordinator

LARA AGUILAN

Business Development
Coordinator

ROWELL REYES

Engagement & Resource
Development Coordinator

BRIAN KELLY

Operations Manager

JOHNNY QUIROZ

Clean Team Ambassador

LUKE TRUE

Clean Team Ambassador

BOARD OF DIRECTORS

PHIL KLIEWER

Chair, 640 Van Ness Ave

JACKIE ANAYA

Secretary (until 2023),
Joe's Steakhouse

JAYNI WONG

Treasurer,
2055 San Joaquin St

SCOTT ANDERSON

Officer (until 2023),
Penstar Group

RICHARD CAGLIA

Caglia Environmental

EDWARD FANUCCHI

(until 2023) Quinlan,
Kershaw & Fanucchi, LLP

DEREK FRANKS

Fresno Grizzlies

MARIO GUTIERREZ

1250 Fulton St

SEVAK KHATCHADOURIAN

Pacific Southwest Building

CONRAD MOORE JR.

Central Valley
Community Bank

ASHLEY WEBSTER

(until 2023)
The Business Journal

JAMIN BRAZIL

(until 2023)
Sun Stereo Warehouse

TONI TINOCO

California High Speed
Rail Authority

TYRONE RODERICK WILLIAMS

Fresno Housing Authority

COUNCILMEMBER MIGUEL ARIAS

Fresno City Council
District 3

MAYOR JERRY DYER

City of Fresno

PAUL NERLAND

County of Fresno

MARLENE MURPHEY

(until 2023) Fresno
Redevelopment
Successor Agency

GREGORY BARFIELD

(until 2023) City of Fresno

DR. CAROLE GOLDSMITH

(starting 2024)
State Center Community
College District

TONY SANDERS

(starting 2024)
Warnors Center for the
Performing Arts

TATE HILL

(starting 2024)
Access Plus Capital

NORA MONACO

(starting 2024)
Brewery District

VICTOR NEGRETE

(starting 2024)
Downtown Barber Shop

ANA LILIA PATIÑO DE ALBA

(starting 2024)
Los Panchos Restaurant

DEAR COLLEAGUES:

In 2022, Downtown property owners showed extraordinary civic commitment by renewing the property and business improvement district (PBID) for 10 years. Thank you for your support! The PBID forms the foundation of DFP's budget.

I call this a civic commitment because it goes without saying that Downtown Fresno is an amazing cultural and historical asset. So many of us feel that connection and believe in Downtown.

Today, though, Downtown's importance isn't just sentimental. You don't need rose-colored glasses to see how Downtown Fresno is integral to the Valley's future success. Just follow the money, as hundreds of millions of dollars head this area's way for infrastructure and new projects.

This is happening because downtowns like ours are the most climate-smart places in America. And every day downtowns foster human interactions with economic consequences. So as we aim to elevate our region's export economy through ag tech and other sectors, Downtown Fresno emerges as a vital nexus for innovation and economic advancement. Healthy communities of the future look a lot like an inclusive, sustainable, revitalized Downtown.

Downtown creates a lot of value for the region, but it doesn't happen by accident. An organized private sector is crucial for Downtown to thrive as a hub for residential, industry/office, and retail/entertainment (live, work, and play) simultaneously.

That's why the renewal of the PBID isn't just a civic commitment, but a shrewd investment. Properly leveraged, with the private sector leading alongside the public sector, these investments are poised to reshape Downtown's role in Fresno and the Central San Joaquin Valley. Thanks to you, as we enter 2024, Downtown Fresno stands at the brink of a transformative decade.

My commitment as CEO is to demonstrate the value of our ability to set strategy and get things done to ensure Downtown thrives. I'm grateful for the trust of our board and excited to lead our motivated staff as we embark on a year filled with new opportunities for Downtown and our organization.

SINCERELY,



Elliott Balch
ELLIOTT BALCH, CEO

CLEAN, SAFE &



TROLLEY COUPON PROGRAM

Launched in November, the City's free FresnoHop Trolley boosts access to Downtown. Anyone can ride from stops at Fresno State, Fresno City College, and Tower District to 2 central stops Downtown. To promote it, DFP partnered with 10 businesses to create the Trolley Coupon Program with exclusive deals for riders.

PRIVATE SECURITY

Working with Central California Private Security, DFP maintained private security patrols 8 hours per night from 7:30pm – 4am, 7 days a week.



1,217 GRAFFITI INCIDENTS



343 PROPERTY DAMAGE INCIDENTS



72 TAMPERING INCIDENTS



240 TRESPASSING INCIDENTS

HOMELESSNESS



12 ACCEPTED ASSISTANCE



33 INDIVIDUAL OUTREACH

CLEAN & SAFE

595 graffiti incidents responded to by DFP team



6 ACCESSIBLE

AMBASSADORS

One Fresno Youth Jobs Corps ambassadors are amazing partners to Downtown businesses, employees, property owners, the City, and County. They provide outreach and service 7 days a week. DFP has proudly helped the City build this program by sharing resources and information.



The YJCP Ambassador program launches on Grizzlies' Opening Day, April 2023. PHOTO CREDIT: CITY OF FRESNO



THANK YOU FOR WELCOMING ME AS YOUR POLICE CAPTAIN FOR THE SOUTHWEST DISTRICT,

an area of our city with so much history and culture. As a witness to the value of community-based policing, I am pleased that we are collaborating with the Partnership and am excited as we bring increased consistency to downtown policing, expanding the 'Fulton One' beat to 24 hours and encouraging officers to invest in their relationships with you.

— CAPT. STEPHEN VIVEROS,
Fresno Police Department



CRIME	2023	YoY +/-
HOMICIDE	1	
SEX OFFENSE	8	-20%
ROBBERY	33	-20%
ASSAULT	96	-12%
BURGLARY	96	33%
LARCENY	168	-19%
VEHICLE BURGLARY	73	-52%
AUTO THEFT	62	5%

THRIVING TENANTS & ENTREPRENEURS

NEW BUSINESSES IN 2023:

- LET IT GROW/DOWNTOWN SOCIETY COLLECTIVE
- LAURA'S CEREMONIAS
- DOWNTOWN HEALING & ARTS COLLECTIVE
- SUMMONED CLOTHING
- LUNE WINE BAR
- DOWNTOWN TATTOO
- CELFIE READY
- GELATERIA DEL CENTRO
- BESPOKE
- PALOMINO EVENT CENTER
- FLOWER MARKET SHOP
- LXVI TATTOO PARLOR
- SMOKERS 2
- MADNESS THRIFT
- ISLA TEA LOUNGE

FACADE IMPROVEMENTS



\$200,000
IN FACADE
IMPROVEMENTS
BETWEEN 10
BUSINESSES



17 BUSINESSES
THROUGH PHASE 1
OF THE FACADE
APPLICATION

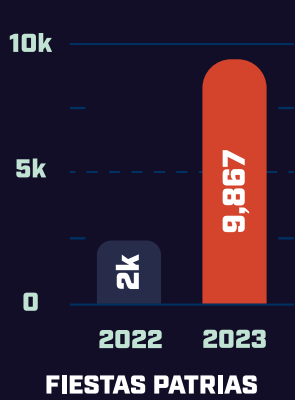
24 RESTAURANTS

breweries & bars were
open during every
Fresno Grizzlies home
game - Thurs-Sat



Events by the Numbers

DOWNTOWN EVENT ATTENDANCE TRENDS



EVENT SUPPORT

Leveraging our capacity, DFP assisted “eventpreneurs” to bring 35 additional events to Downtown Fresno. Partners include the City of Fresno, Alley in the Valley, Mas Fresno, Fresno Street Eats, Tioga-Sequoia Brewing, and Full Circle Brewing.

EVENT	NUMBER OF EVENTS	2023 ATTENDANCE	ZONE
MARKET ON KERN	25	7,871	1
STATE OF DOWNTOWN	1	300	2
ARTHOP ON FULTON ST*	12	180,000	3
FULTON ST PARTY	1	15,433	1/3
FIESTAS PATRIAS	1	9,867	3
CHRISTMAS PARADE / SANTA'S WORKSHOP	1	13,639	2/3
DFP OPEN HOUSE	1	250	3
TOTAL	42	227,360	

* Not a DFP-sponsored event in 2023



STOREFRONT DECORATING CONTEST

In 2023, DFP partnered with 21 businesses to bring the public a Storefront Decorating Contest for the holidays. The public was able to vote for their favorite decorations and the winning business received \$200.



FIESTAS PATRIAS

2023 saw the second year of the return of Fiestas Patrias in Downtown Fresno, the celebration of Latin-American nations and cultures. With partners at the City of Fresno, Fresno Area Hispanic Foundation, Arte Americas, Univision, we saw attendance more than triple from the previous year. Several Downtown businesses reported that this event day was their highest grossing sales day ever! We love to see this success for our businesses and for the public who attend Downtown events and will continue to bring quality events and entertainment to Downtown Fresno.

S ALIVE WITH CULTURE

AN ENNGA COMMUN



SPANISH MERCHANTS

In 2023, we launched our Spanish Merchant Meetings initiative through the Downtown Fresno Partnership. These tailored sessions were designed exclusively for Spanish-speaking business owners in Downtown Fresno. Conducted entirely in Spanish, these gatherings provided a dedicated platform for entrepreneurs to voice their opinions and concerns. Focused discussions covered crucial topics such as subsidies, information dissemination, and business activations.



9 STAKEHOLDER MEETINGS

organized by DFP
brought the
community together to
solve problems and
seize opportunities.

MEDIA EXPOSURE



23 **CENTRAL VALLEY TODAY** Show appearances highlighting what's happening Downtown



ANGED NITY

DFP has grown its outreach in 2023 through merchant meetings, newsletter and SMS communication, a variety of social media channels, and events.

DIGITAL REACH



360k
WEBSITE
USERS



27% VISITORS
FROM FRESNO
AREA



190 POSITIVE
BUSINESS STORIES
PUBLISHED



450k
FACEBOOK
REACH
+28% YoY



267k
INSTAGRAM
REACH
+100% YoY



27.3k
EMAIL
NEWSLETTER
REACH



40
EMAIL
NEWSLETTERS
SENT



Responding to the ways people prefer to get their information, this year we launched a new **TIKTOK** channel and a new **SMS TEXTING PLATFORM** for Downtown businesses to receive important alerts and updates.



100 videos were created for social media last year with a total of **1,559,440 views** on Instagram alone!



DESTINATION DOWNTOWN: TOURISM

Did you know Downtown Fresno is a destination for tourism? We've been crunching the numbers from Placer.ai on smartphone movements in 2023.

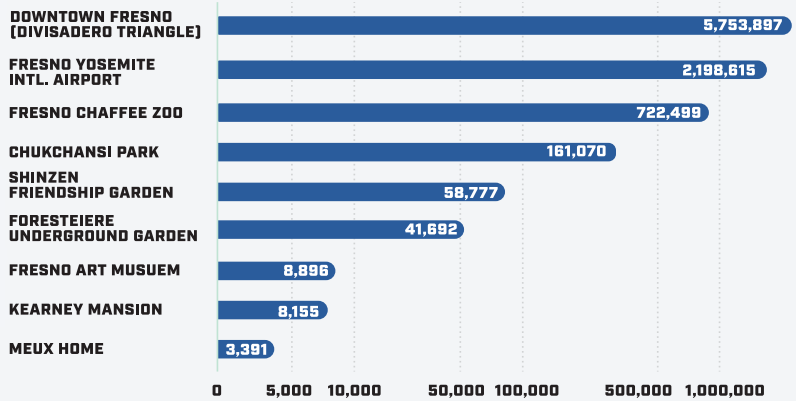
In 2023, 33% of visits to Downtown came from outside the Fresno-Clovis metro area, including 20% from outside Fresno and Madera counties. That compares to an estimated 26% of visitors to the Fresno Chaffee Zoo who came from outside the four-county area.*

Local hotels play an important role in the Downtown economy. The top 20 hotels generated 197,000 visits to Downtown Fresno in 2023.

At the same time, the local connection to Downtown is strong. Some 840,000 unique visitors came from Fresno County to Downtown in 2023. That's 83% of the entire Fresno County population!

* ESTIMATES DO NOT INCLUDE INTERNATIONAL VISITORS.

LOCATIONS VISITS OF 30-150 MINUTES IN 2023



HOTEL NAME VISITS TO DOWNTOWN

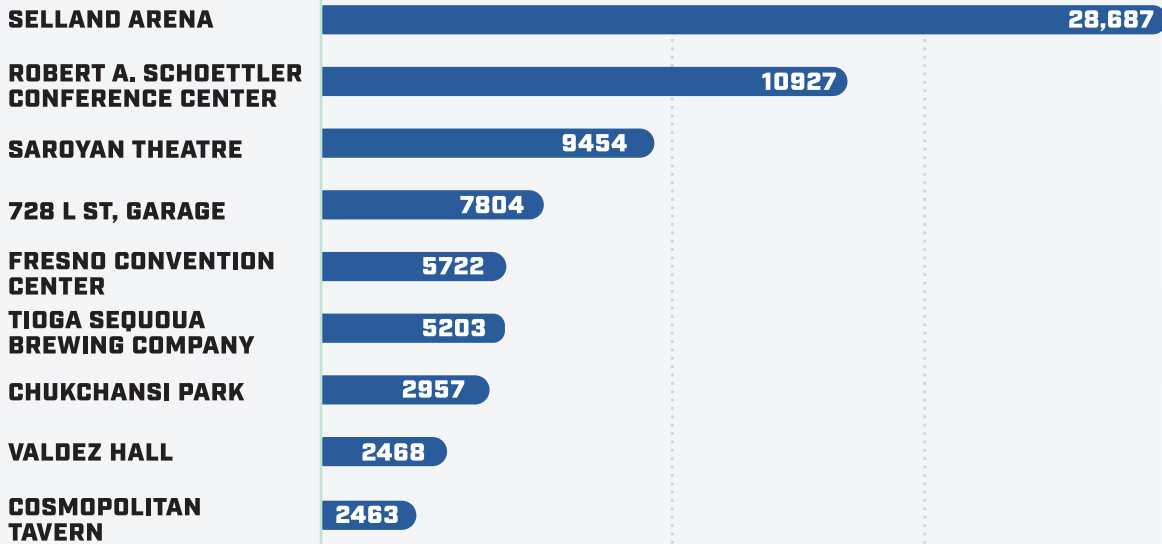


Spotlight: DoubleTree by Hilton

With 321 rooms, Downtown's largest hotel, the Doubletree, was the origin of over 76,000 visits to other Downtown locations in 2023. That's 238 trips per room for the year!

LOCATIONS

VISITS FROM DOUBLETREE



Under State law* the Downtown Fresno Partnership (DFP) must annually provide prospective information about the forthcoming fiscal year (calendar year 2024), as follows:

1

Any proposed changes in the boundaries of the Downtown Fresno Property and Business Improvement District (PBID) or in any benefit zones or classification of property within the district.

There are no anticipated changes to boundaries or benefit zones in 2024.

2

The improvements, maintenance, and activities to be provided for that fiscal year.

DFP's adopted 2024 budget reflects the following highlights:

OPERATIONS AND PROGRAMS:

- A total of \$443,266 in personnel costs attributable to clean and safe programs, newly including operation of the City's Youth Jobs Corps Program site in Downtown. See #6 below.
- \$263,359 in personnel costs attributable to economic enhancement, newly including grant funding. See #6 below.
- \$53,989 in personnel expenses attributable to Fulton Street activation.
- \$70,000 for outsourced security personnel.
- A total of \$56,000 for advertising creative and placement costs.
- \$10,000 for banners and signage.

EVENTS

- *Around the Block parties (x 5)*
- *State of Downtown*
- *Valley Ag Day/Cinco de Mayo*
- *Fiestas Patrias*
- *Christmas Parade*
- *Market on Kern (x 25)*
- *Winter Ice Rink (~2 months)*
- *Art Hop markets (licensing and technical support)*

2024 PREVIEW

*** CALIFORNIA
STREETS AND
HIGHWAYS CODE
SECTION 36650**

3

The estimated cost of providing the improvements, maintenance, and activities to be provided for that fiscal year.

DFP's adopted 2024 budget includes total expenses of \$1,379,326. This budget includes estimated revenue from the Downtown Fresno PBID of \$833,026. Of that amount, pursuant to the PBID's adopted Management District Plan, \$574,788 (69%) is allocated to Clean & Safe, Economic Enhancement, and Fulton Street Activation programs, with the remaining \$258,058 (31%) allocated to Management & Administration and Contingency & Reserve purposes.

4

The method and basis of levying the assessment in sufficient detail to allow each real property owner to estimate the amount of the assessment to be levied against his or her property for that fiscal year.

The PBID's adopted Management District Plan (MDP) details the assessment methodology and is available at www.downtownfresno.org/about/what-we-do. In 2023, DFP's board authorized the City and the County of Fresno to apply the MDP-allowed 3% increase to assessment rates in the 2023-24 County fiscal year.

5

The estimated amount of any surplus or deficit revenues to be carried over from a previous fiscal year.

The two-year period that ended December 31, 2023, resulted in an operating surplus (net change in assets) of \$241,630. Two years are reported because a large PBID assessment payment due to the organization in 2023 was mistakenly delivered in 2022.

6

The estimated amount of any contributions to be made from sources other than assessments levied pursuant to this Plan.

DFP's adopted 2024 budget includes an assumption of \$470,119 in grant and contract revenue plus operating revenue of \$160,606, for a total of \$630,725. These sources account for 43% of budgeted revenues, with the other 57% (\$833,026) coming from PBID assessments.



20 23

ANNUAL REPORT

Established in 2010 with roots back to 1955, DFP manages Downtown's property assessment district, which funds key services for properties and businesses including hands-on technical assistance, marketing to customers, hospitality and cleaning, and special events. We also work to organize our Downtown community for investment and change.

Follow us on Instagram:

 @DOWNTOWNFRESNO