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CITY OF FRESNO
CITY CLERK'S OFFICE

Regular City Council Meeting
April 21, 2022

FRESNO CITY COUNCIL



Information Packet

ITEM(S)

File ID 22-464, 3-A

WORKSHOP- Presentation of the Annual Report of the
Downtown Fresno Partnership

Contents of Supplement:

PowerPoint Presentation – Downtown Partnership Annual Report

Item(s)

Supplemental Information:

Any agenda related public documents received and distributed to a majority of the City Council after the Agenda Packet is printed are included in Supplemental Packets. Supplemental Packets are produced as needed. The Supplemental Packet is available for public inspection in the City Clerk's Office, 2600 Fresno Street, during normal business hours (main location pursuant to the Brown Act, G.C. 54957.5(2)). In addition, Supplemental Packets are available for public review at the City Council meeting in the City Council Chambers, 2600 Fresno Street. Supplemental Packets are also available on-line on the City Clerk's website.

Americans with Disabilities Act (ADA):

The meeting room is accessible to the physically disabled, and the services of a translator can be made available. Requests for additional accommodations for the disabled, sign language interpreters, assistive listening devices, or translators should be made one week prior to the meeting. Please call City Clerk's Office at 621-7650. Please keep the doorways, aisles and wheelchair seating areas open and accessible. If you need assistance with seating because of a disability, please see Security.



DOWNTOWN FRESNO

ANNUAL REPORT 2021



STAFF

JIMMY CERRACCHIO
PRESIDENT & CEO

JAZZMINE YOUNG
PROGRAM MANAGER

BRIAN KELLEY
CLEAN TEAM AMBASSADOR/
HOMELESS OUTREACH

ERIN PAZ
EVENT COORDINATOR

ROWELL REYES
CLEAN TEAM AMBASSADOR

LARA AGULIAN
BUSINESS DEVELOPMENT
COORDINATOR

JOHN QUIROZ
CLEAN TEAM AMBASSADOR

BOARD OF DIRECTORS

JESSICA ROUSH
CHAIR, T.W. PATTERSON BUILDING

HILARY HARON
VICE CHAIR, HARON JAGUAR

JACKIE ANAYA
SECRETARY, 831 VAN NESS AVE

BHAVNEET GILL
TREASURER, UNITED SECURITY BANK

SCOTT ANDERSON
THE PENSTAR GROUP

CHANNELLE CHAREST
MARKETING COMMITTEE CHAIR,
BITWISE INDUSTRIES

CASSEY JAMES
CLEAN & GREEN COMMITTEE CHAIR, ROOT

RICHARD CAGLIA
WARNORS THEATRE

TOMMY ESQUEDA
CITY OF FRESNO

EDWARD D. FANUCCHI
QUINLAN, KERSHAW & FANUCCHI, LLC

DEREK FRANKS
FRESNO GRIZZLIES

BOB GURFIELD
PROPERTY OWNER

MARIO GUTIERREZ
1250 FULTON ST.

SEVAK KHATCHADOURIAN
PACIFIC SOUTHWEST BUILDING

PHIL KLIEWER
640 VAN NESS AVE.

CONRAD MOORE
CENTRAL VALLEY COMMUNITY BANK

MARLENE MURPHEY
SUCCESSOR AGENCY TO THE FRESNO
REDEVELOPMENT AGENCY

JEAN ROUSSEAU
FRESNO COUNTY

ASHLEY WEBSTER
THE BUSINESS JOURNAL

JAYNI WONG
PROPERTY OWNER





After beginning 2021 under COVID restrictions, DFP continued to provide information and updates to businesses related to changes to state emergency guidelines, provided PPE, and utilized targeted business to business advertising to drive economic development to downtown. DFP also hosted the Create Here Business Plan Competition again, and provided façade grants to assist businesses with money for repairs to their buildings.

NEW BUSINESSES

9

 9 NEW BUSINESSES OPENED

5

 5 NEW BUSINESSES LEASED/RENOVATING

68

 68 POSITIVE STORIES SHARED

DEVELOPMENT

14

 14 UNDER CONSTRUCTION/ PERMITTED

10

 10 PLANNED DEVELOPMENT

22

 22 PROPERTY & RESOURCE REFERRALS

B2B CAMPAIGN

DIGITAL MARKETING CAMPAIGN AIMED AT ATTRACTING NEW BUSINESS AND INVESTMENT TO DOWNTOWN FRESNO

4.4M

 4.4M (FEB-APRIL 21)
 SOCIAL = 2.42M
 GOOGLE = 2.01M

20

 20 E-BLASTS TO BUSINESSES

CREATE HERE BUSINESS PLAN COMPETITION*


 SECURED
\$25K
 IN GRANT MONEY FOR PROGRAM

**LAUNCHED
 DEC 2021**

PPE DISTRIBUTION


59
 BUSINESSES SUPPLIED

BUSINESS RESOURCES ON DOWNTOWNFRESNO.ORG


 WHAT'S OPEN TAKEOUT/OUTDOOR DINING PAGE


 COVID-19 RESOURCES page

FAÇADE GRANTS*


9 GRANTS AWARDED
 TALLING
\$25K


 GRANTS RANGED FROM
\$200-\$2K

MURAL GRANTS*

6 GRANTS AWARDED
 TALLING
\$500-\$15K

MARKETING



DFP split the year into informing the public about re-opening plans, then promoting businesses and encouraging visitors to return downtown. DFP utilized paid digital advertising, a variety of social media, and public relations efforts targeted at local and regional visitors 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.

DIGITAL ADS


5.6M
IMPRESSIONS

47K
CLICKS

\$75K
SPENT

GOOGLE AD GRANT


GOOGLE AD GRANT
2021
48.9K IMPRESSIONS
5370 CLICKS
\$19.5K VALUE

2020
51K IMPRESSIONS
5200 CLICKS
\$18K VALUE

2019
69K IMPRESSIONS
7090 CLICKS
\$13.5K VALUE

SOCIAL MEDIA


511,898
REACH


105,491
REACH


3,683
STORIES


604,500
IMPRESSIONS


7,137
IMPRESSIONS

WEBSITE

TRAFFIC

147,083
TOTAL USERS

146,780
NEW USERS

182,265
SESSIONS

259,550
PAGEVIEWS


LOCATIONS
NON-CALIFORNIA

TEXAS 1.41%
VIRGINIA 1.17%
WASHINGTON 0.82%
OREGON 0.67%
NEVADA 0.57%

CALIFORNIA

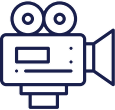
FRESNO 39.22%
SAN FRANCISCO 9.83%
SACRAMENTO 8.94%
CLOVIS 5.46%
LOS ANGELES 5.17%
SAN JOSE 1.99%
ROSEVILLE 1.81%
VISALIA 1.48%
MADERA 1.34%
HANFORD 1.05%

NEWSLETTERS

52
TOTAL SENT

18,527
DELIVERED

CENTRAL VALLEY TODAY SHOW


24
GUESTS

PRESS RELEASES


7
RELEASES



Beginning in May 2021, Downtown Fresno Partnership was able to begin hosting in-person events for the first time since COVID-19 restrictions were put in place in March 2020. Events were held outdoors to provide the safest experience for attendees.

EVENT NAMES

- MARKET ON KERN
- ARTHOP FULTON/
MURAL DISCTRICK
STREET CLOSURE
- ARTHOP MARIPOSA
PLAZA
- DOWNTOWN CLEAN-UP
EVENTS
- FULTON STREET
PARTY
- CHRISTMAS PARADE/
TREE LIGHTING
- ROLLER SKATE PARTY

NUMBER OF RECURRENCES

- 25
- 5
- 6
- 10
- 1
- 1
- 1

APPROXIMATE # OF PEOPLE

- 4,300
- 10,000
- 12,000
- 776
- 7,000
- 2,000
- 100

ZONE

- ZONE 1
- ZONE 2/3
- ZONE 3
- ZONE 3
- ZONE 3
- ZONE 2/3
- ZONE 1



CHRISTMAS TREE AT MARIPOSA PLAZA

For the 2nd year, Downtown Fresno Partnership and Downtown Fresno Foundation installed the artificial Christmas Tree at Mariposa Plaza throughout the Holiday season. The first annual tree lighting was held after the Christmas Parade with City officials including Mayor Dyer and Councilnman Arias.



2021 continued the clean and safe challenges downtown faced during the COVID pandemic including increased homeless activity, increased litter and illegal trash dumping, and increases in property crimes. DFP succeeded in adapting their efforts to mitigate the challenges including trash and graffiti removal, coordinating repairs to public areas, and helping monitor for attempted break-ins and other vandalism. By June, businesses where almost fully re-open and events had started again, adding new layers to our clean and green efforts.

KEY EFFORTS INCLUDE:

HOSPITALITY PATROLS

AMBASSADORS WELCOMED VISITORS BACK TO DOWNTOWN DURING DAYTIME HOURS AND EVENTS, ASSISTED WITH DIRECTIONS, ACCOMPANIED GUESTS TO VEHICLES IF NEEDED, ETC.

CLEAN & SAFE PATROLS



PATROLLING, MONITORING, CLEANING AND COORDINATING RESPONSES FOR ENCAMPMENTS, TRASH BUILD-UP, GRAFFITI, BREAK-INS, AND VANDALISM

GRAFFITI



1,047
GRAFFITI REMOVED & REPORTED

CLEAN REPORT ANNUAL



20,035
POUNDS OF TRASH



19,785
POUNDS OF DEBRIS



250
POUNDS OF PLANT WASTE

PROPERTY ISSUE REPORTS

66

ILLEGAL DUMPING REPORTED

COORDINATED SECURING/REPAIRS FOR LOCKABLE DUMPSTERS



55

DUMPSTERS LOCKED OUT OF 77 LOCKED

HOMELESS OUTREACH

AIMED AT CONNECTING HOMELESS INDIVIDUALS WITH AVAILABLE SERVICE AGENCIES WHILE HELPING TO REMOVE THEM FROM PRIVATE PROPERTY



22

CONTACTS MADE

TRASH CANS

ZONE 4
40

ZONE 1
10

DOWNTOWN FRESNO PARTNERSHIP HAS 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)

POLICE



COORDINATING COMMUNICATION WITH POLICE & STAKEHOLDERS IN RESPONSE TO CRIMINAL ACTIVITY AND CONCERNS ABOUT VANDALISM IN AREA

FRESNO POLICE HAVE ADDED OVERNIGHT POLICE CADET PATROLS BETWEEN 4PM AND 8AM IN THE DOWNTOWN AREA

PARKING



ACE PARKING HAS INCREASED GARAGE CLEANING TO MONDAY THROUGH FRIDAY BETWEEN 6AM AND 6PM AND GARAGE SECURITY HAS INCREASED TO 24 HOURS EACH DAY



INSTALLATION OF CREDIT CARD METERS HAS CONTINUED THROUGHOUT DOWNTOWN



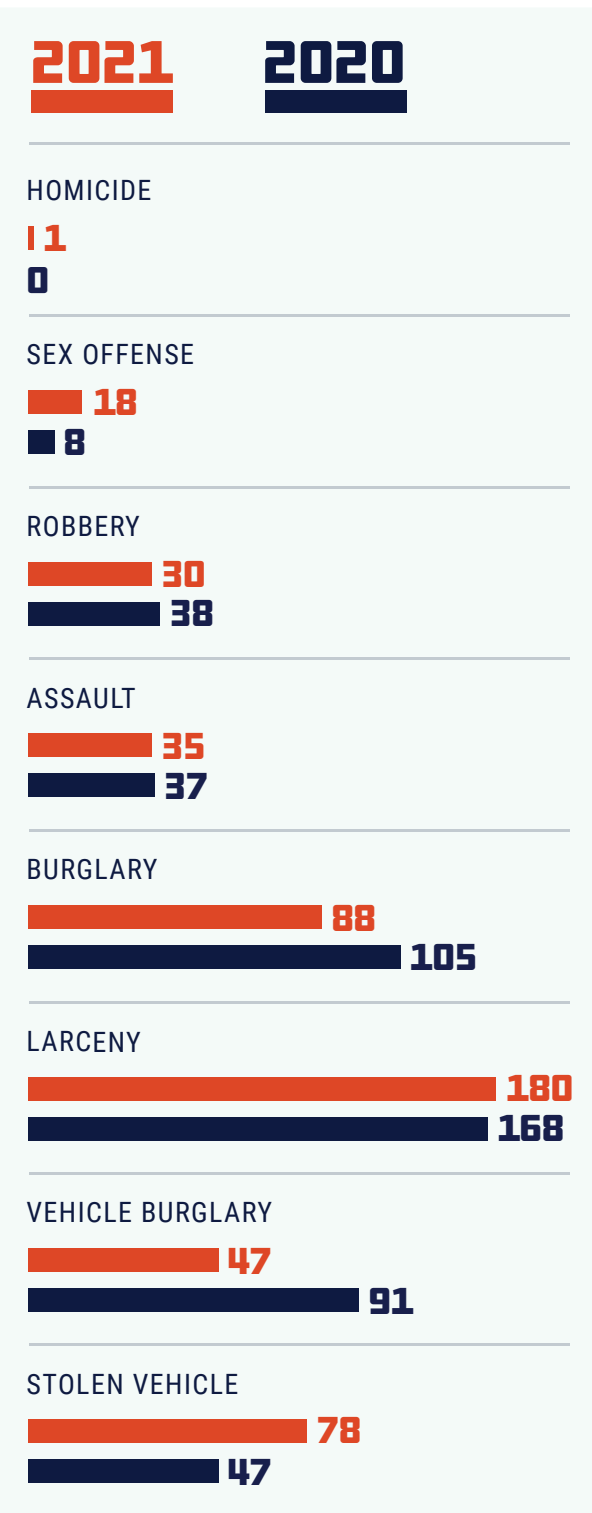
PRIVATE SECURITY PATROL / INCIDENT RESPONSES



ENVIRONMENTAL ENHANCEMENTS



DOWNTOWN CRIMES 2020 VS 2021



PBID Renewal - Downtown Fresno Partnership continued working with Civitas Advisors on the renewal of the PBID for 2023. The ad-hock committee of board members, DFP staff, and city staff created and received city approval on a draft management plan and have been holding stakeholder meetings for the petition drive.

STAFF HAS CONTINUED TO COORDINATE RESPONSE TO MAJOR ISSUES AFFECTING DOWNTOWN PUBLIC SAFETY AND CLEANLINESS INCLUDING:



ADDRESSING CITY COUNCIL
ON HOMELESS ENCAMPMENTS
ADJACENT TO DOWNTOWN



WORKING WITH PARTNER AGENCIES
TO INCREASE POLICE (CADET
PATROLS, BIKE PATROLS) AND
SECURITY PRESENCE (24 HOUR
SECURITY IN GARAGES)



REPAIRING DAMAGED
INFRASTRUCTURE (STREET LIGHTS,
FOUNTAINS, UTILITY BOXES)

WORKING WITH PARTNERS TO INCREASE
CLEANING THROUGHOUT DOWNTOWN
INCLUDING ALLEYS AND GARAGES

MONITOR AND REPORT CHANGES TO COVID RESTRICTIONS TO STAKEHOLDERS, INCLUDING:

PROVIDING INFORMATION FOR
BUSINESSES ON OPEN STATUS,
REQUIREMENTS, AND
PROTOCOLS FOR RE-OPENING



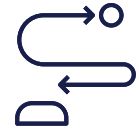
DISTRIBUTING INFORMATION
FOR AND ASSISTING WITH
APPLICATIONS INCLUDING
ACCESS TO GRANTS,
EMERGENCY LOANS, PUBLIC
SAFETY, AND UPDATES TO
STATE EMERGENCY ORDERS



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



PPE DISTRIBUTION



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

ASSISTING BUSINESSES WITH
APPLYING FOR COVID
ASSISTANCE GRANTS



HOSTED "WELCOME TO FRESNO"
EVENT FOR SOUTHWEST
AIRLINES EXECUTIVES



In 2021 the Downtown Fresno Foundation turned it's focus to fundraising to create new opportunities to enhance current existing businesses.

GRANTS

RAISED
\$21,000
TO FUND STAY HERE BUSINESS
RETENTION GRANTS



CREATE HERE
SECURED AND AWARDED
\$25,000
IN GRANTS

FAÇADE GRANT
SECURED AND AWARDED
\$25,000
IN GRANTS

MURAL GRANT
SECURED AND AWARDED
\$15,000
IN GRANTS



CONTRIBUTED
\$2,250
TO CHRISTMAS TREE AT
MARIPOSA PLAZA

CHRISTMAS TREE

DOWNTOWN ACADEMY



GRADUATED
36
STUDENTS FROM
CLASS VIII IN JULY



29
STUDENT IN
CLASS OF IX



2
FULL SCHOLARSHIPS OF
\$450

5
FULL SCHOLARSHIPS OF
\$300

DOWNTOWN
FRESNO
FOUNDATION

2021