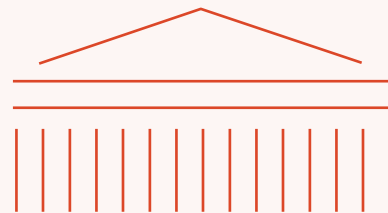


ANNUAL REPORT
2020

AR
20

DOWN
TOWN
FRESNO

STAFF



JIMMY CERRACCHIO
PRESIDENT/CEO

DANIEL GRIFFITH
PROGRAM MANAGER

ERIN PAZ
EVENT COORDINATOR

COURTNEY RAMIREZ
BUSINESS DEVELOPMENT
COORDINATOR

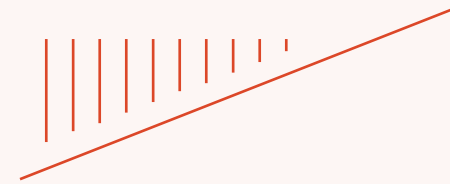
YIA YANG
CLEAN TEAM AMBASSADOR/ EVENTS &
PROMOTIONS ASSISTANT

LEE BLACKWELL
CLEAN TEAM AMBASSADOR

BRIAN KELLEY
CLEAN TEAM AMBASSADOR/HOMELESS
OUTREACH

JACKIE SHABAZ
CLEAN TEAM AMBASSADOR

BOARD OF DIRECTORS - 2020



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

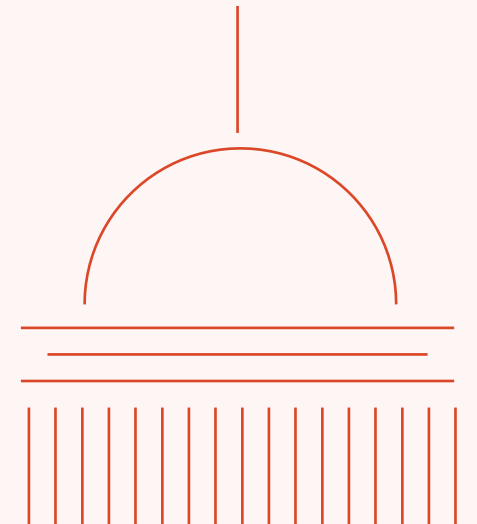
EDWARD D. FANUCCHI
QUINLAN, KERSHAW & FANUCCHI, LLC

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

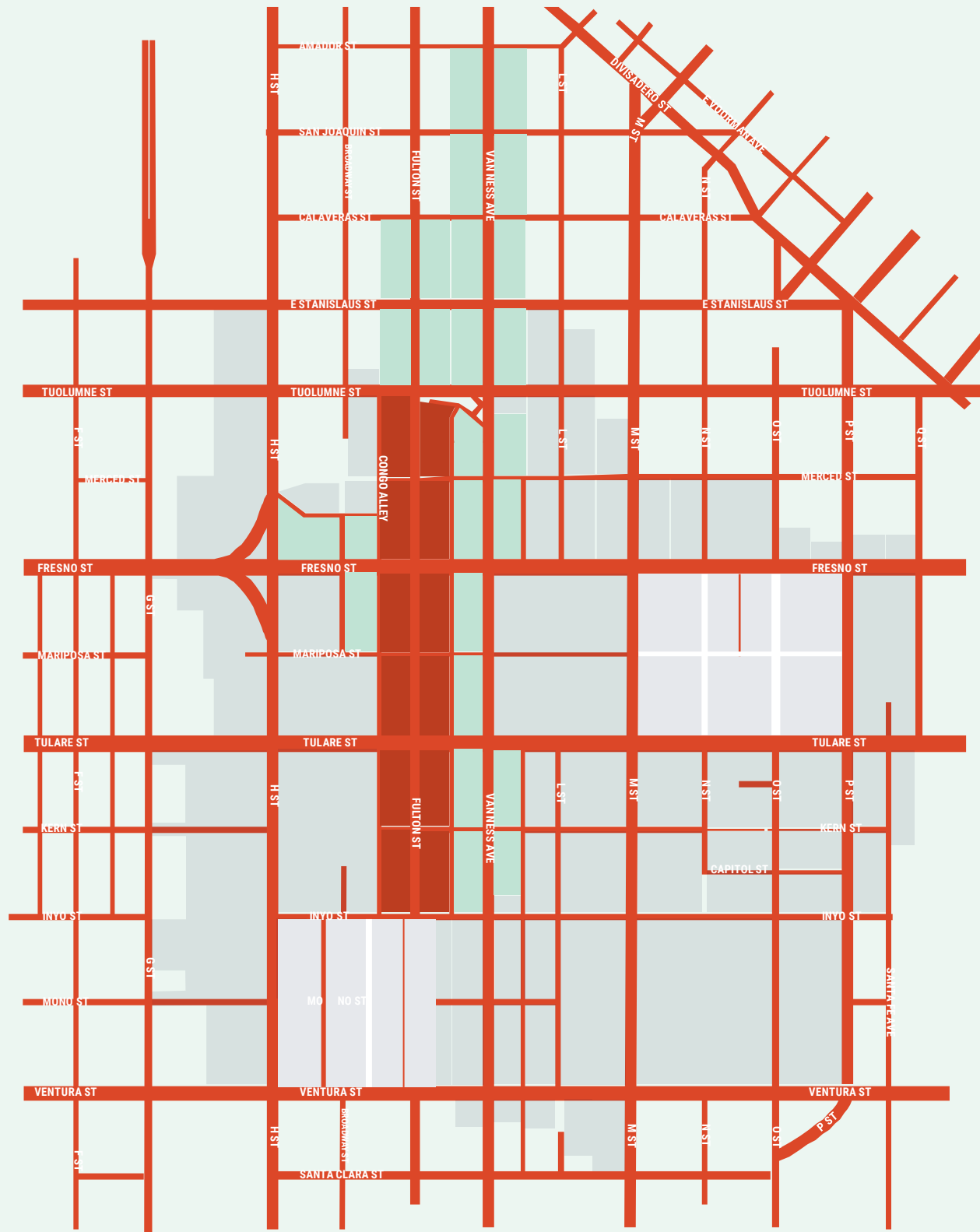
MARLENE MURPHEY
SUCCESSOR AGENCY TO THE FRESNO
REDEVELOPMENT AGENCY

WILMA QUAN
CITY OF FRESNO

JEAN ROUSSEAU
FRESNO COUNTY

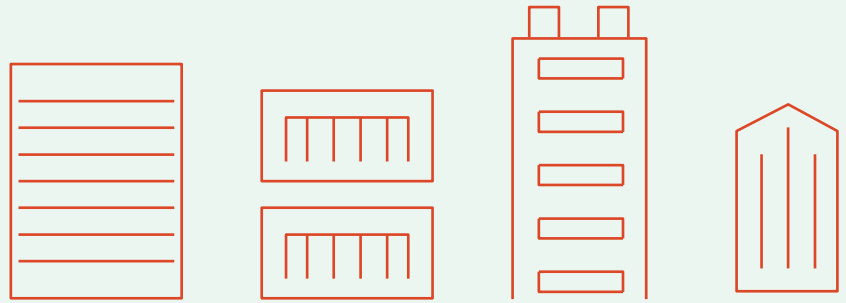
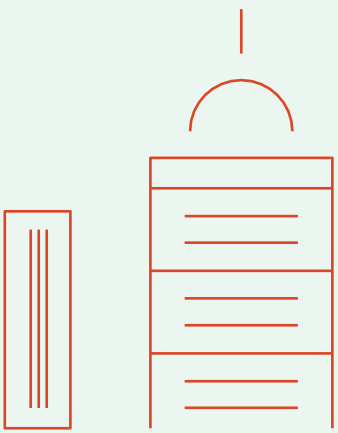
ASHLEY WEBSTER
THE BUSINESS JOURNAL

JAYNI WONG
PROPERTY OWNER



ZONE MAP

- ZONE 1
- ZONE 2
- ZONE 3



BUSINESS DEVELOPMENT

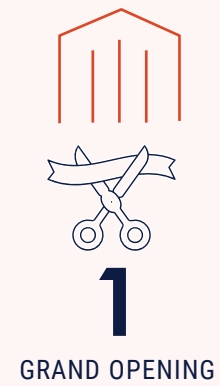
NEW BUSINESSES



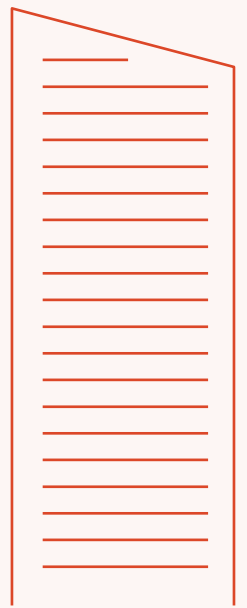
UNDER CONSTRUCTION



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



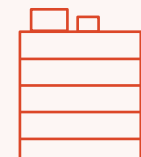
31

AWARDED BUSINESSES



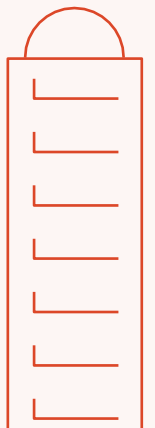
\$1K - TO - \$2K
AWARD AMOUNTS RANGE

PROPERTY & RESOURCE REFERRALS



5

PROPERTY/LOCATION ASSISTS





**BUSINESS
DEVELOPMENT
2018 - 2020**

BUSINESSES OPENINGS/ ASSISTS



59

NEW BUSINESSES

67

PROPERTY/
LOCATION
ASSISTS

TOTAL GRANTS AWARDED/ ASSISTED



\$121,000

Direct Cash Grants

\$125,000

Grants Assisted

E-BLASTS TO BUSINESSES



125

TOTAL SENT

294,462

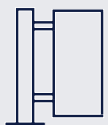
SUCCESSFUL DELIVERIES

MARKETING

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



TRAFFIC
110,690
USERS

112,401
NEW USERS

134,977
SESSIONS

259,550
PAGEVIEWS

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%

CENTRAL VALLEY TODAY SHOW



10
GUESTS



13
RELEASES



NEWS STORIES

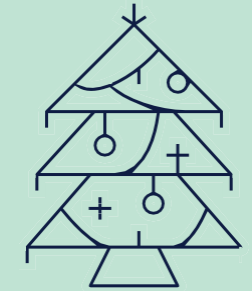


29
POSITIVE
STORIES
SHARED



EVENTS

EVENTS	NUMBER OF RECURRENCES	# OF PEOPLE
 CARTHOP	11	1,000
 MARKET ON KERN	23	2,300
STATE OF DOWNTOWN: DOWNTOWN BUSINESS SPOTLIGHT PRESHOW	1	1,271
STATE OF DOWNTOWN	1	5,116
MERCADO SAZON (MARKET AT ARTE AMERICAS)	2	600
ARTHOP BREWERY/ BAR POP-UPS	1	250
DOWNTOWN CLEAN-UP EVENTS	3	280
TEEZY RADIO DJ SET AT QUAIL STATE	1	600
INSTAHOP LIVE	1	500
VOTE SO HARD WITH BITWISE AND TAKE 3	1	100



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.



MARKETING & EVENTS

2018 - 2020

DIGITAL MEDIA

6.9
M
SOCIAL
MEDIA
IMPRESSIONS

1.4
M
DIGITAL AD
IMPRESSIONS

WEBSITE SINCE 2019 LAUNCH

223,700
USERS

429,977
SESSIONS

559,550
PAGEVIEWS

IN THE NEWS

447
POSITIVE
STORIES
SHARED

40
RELEASES

85
CVTS
GUESTS

EVENTS

130,302
VISITORS

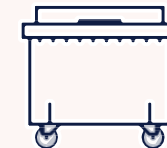
241
EVENTS
PRODUCED

ENVIRONMENTAL

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)



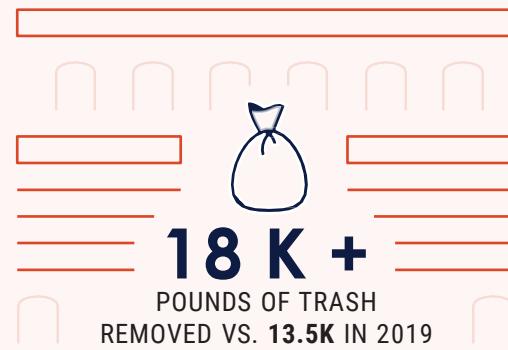
50 STREET CANS
MAINTAINED AND REPAIRED



**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

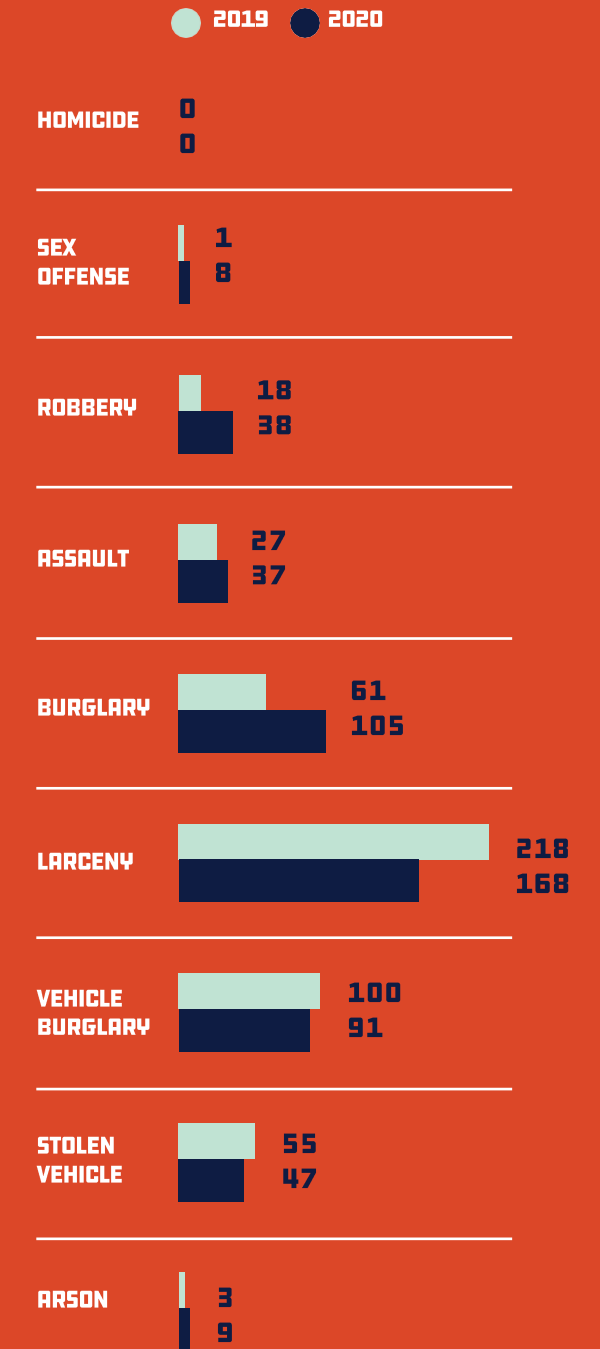


ADDITIONAL PARK MOBILE APP
METERS WERE INSTALLED
ALONG FULTON ST.



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





ENVIRONMENTAL

2018 - 2020

CLEAN TEAM AMBASSADORS

44,650 lbs.

Trash Removed

8,669

Graffiti Removed

OVERNIGHT SECURITY PATROLS



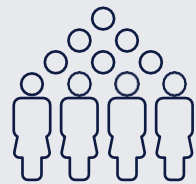
\$191,013

Spent

TRASH, LANDSCAPING, & BANNERS

\$69,923

Spent



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

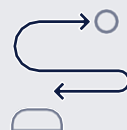


A BOARD AND STAKEHOLDER MIXER WAS HELD AT MODERNIST CRAFT COCKTAIL BAR ON FEBRUARY 25, 2020, IN ORDER FOR BOTH DOWNTOWN FRESNO PARTNERSHIP BOARD MEMBERS, DOWNTOWN FRESNO FOUNDATION BOARD MEMBERS, AND STAKEHOLDERS TO MEET, SHARE IDEAS, AND DISCUSS THEIR ROLES IN MOVING DOWNTOWN FORWARD.

ADMINISTRATION



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

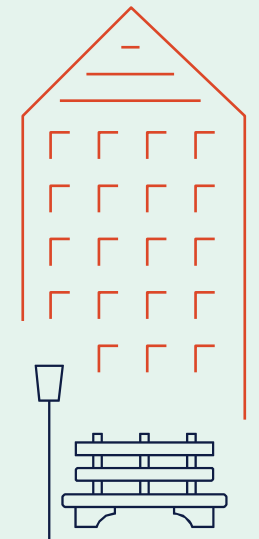
DOWNTOWN ACADEMY



36
STUDENTS

3
CLASSES COMPLETED

PARKLET PROGRAM



\$5K

CONTRIBUTED IN GRANTS TOWARDS DOWNTOWN PARKLETS





2021





BUSINESS DEVELOPMENT & MARKETING

BUSINESS TO BUSINESS
CAMPAIGN

COVID INFO
DISTRIBUTION

BUSINESS TO
CONSUMER
COMPAIGN

CREATE HERE/ STAY
HERE GRANTS

CONNECT BUSINESSES
WITH FINANCIAL/
TECHNICAL
SUPPORT

FACADE GRANTS

DEVELOPER SUPPORT





EVENTS

MARKET ON KERN

FRESYES/ FULTON
STREET PARTY

OPENING DAY

WEEKNIGHT MARKET

MARIPOSA PLAZA
EVENTS

CHRISTMAS PARADE





ENVIRONMENTAL

ADDITION OF ZONE 1
SPOT CLEANING

ADOPT-A-PLANTER

QUARTERLY CLEAN-UP
EVENTS

ADOPT-AN-ALLEY

POWER WASHING

HOMELESS MITIGATION
& OUTREACH





ADMINISTRATION

PBID RENEWAL

REDUCE ADMIN
EXPENSES





THANK YOU

