

Downtown Fresno Partnership Annual Presentation

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Fresno City Council November 20, 2025

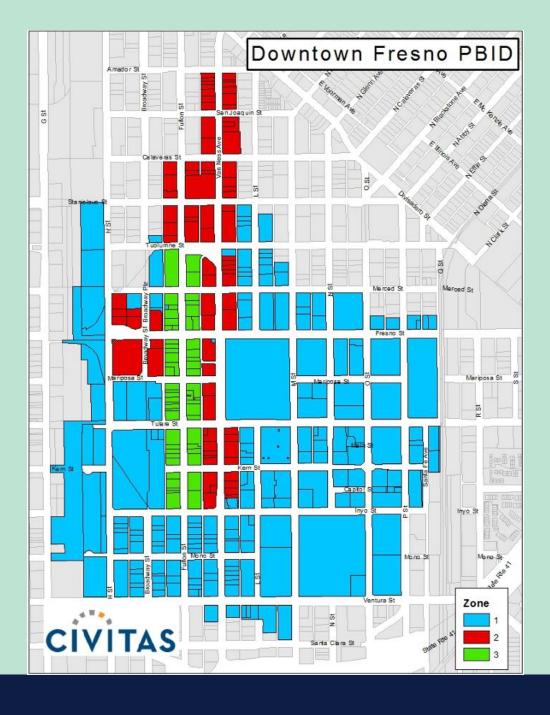


Stewardship and Activation of Today's Downtown



What's the PBID?

- Property and Business Improvement District
- Established in 2010
- Renewed in 2015 and 2022, until 2032
- 352 properties pay ~\$800k/year in assessments (~16% City)
- DFP manages as the PBID owners' association
- PBID = \sim 40–90% of DFP revenues



What Work Does the PBID Fund?

1. Marketing & Business Development

- Social media and website: engagement, image, news alerts, things to do
- Business promotions
- Tenant development

2. Clean, Safe & Hospitable

- Daily Ambassador presence in the field
- Nightly private security patrols
- Response to calls for assistance

3. Event Activation

- Total attendance
 ~100,000
- Annual special events:
 Fiestas Patrias,
 Christmas Parade
- Season-long series: Market on Kern, CartHop



Annual Report Highlights: 2024



515K

INSTAGRAM REACH

1.1M

FACEBOOK VIEWS

41

NEWSLETTERS & PRESS RELEASES SENT

30% INCREASE IN WEBSITE USERS



75 DFP EVENT DAYS

Ice Rink:

RETURNED AFTER 10 YEARS WITH

11,268
TICKETED SKATERS
160

SKATE SESSIONS



NEW BUSINESSES



PD & PRIVATE SECURITY REPORTS SHOW CRIME TRENDING DOWN FROM 2023



YJCP/Ambassadors 56 HIRED & COUNTING!

- Graffiti Cleanup × **897**
- Pressure Washing × 269
- Hazardous Waste Cleanup x 118
- Trash Bag Pickup × 1,792
- Window Washing × 130
- Hospitality/Directions × 544
- Car Batteries Charged × 10





Helping Create the Downtown of the Future



DFP Mission and Role

To facilitate collective action by property and business owners to take on Downtown's challenges and create new opportunities together.



Vision: A Great Downtown

A place where lots of different things happen:

- Economic productivity
- Livability, walkability
- Culture, history, identity

The magic is in the mixing!



Vision: A Great Downtown

Live

- Goal: Thousands more residents means more people on sidewalks
- Needed infrastructure is happening, to reduce cost
- New garages unlock land for dense development

Work

- The natural place for innovation-driven employers and initiatives
- …leading to more university-driven innovation to the Valley economy
- Good reason to have your office downtown or ride HSR from Merced, Bakersfield

Play

- Immediate activation through events
- Direct support for small businesses and small spaces
- Organizing properties along Fulton St to develop and fill over 350,000 sf of vacant space
- Great reason to ride HSR from Merced, Bakersfield

Areas for Collective Action and DFP Focus

Grow & Diversify the Economy

Occupancy, foot traffic, sm biz growth, university role, support residential

Activate & Celebrate Downtown Spaces

>120 event days, recurrence, other organizers, block scale, Ent Zone, the arts

Enhance the Downtown Experience

Ongoing patrols & coordination, possible Welcome Ctr., shared trash facilities

Build Capacity for Inclusive Growth

Youth Jobs Corps, Merchant Accelerator, Downtown Academy, data sharing

Expand Awareness & Engagement

Broaden digital reach, welcome new visitors, advocacy

Strengthen Organizational Sustainability

• Diversified funding, improving internal processes, good data, 2032 renewal

Questions?

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