



Downtown Fresno Partnership Annual Presentation

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President & CEO

Fresno City Council
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What Is the Downtown Fresno Partnership?

- §501(c)(6) nonprofit association
- Incorporated 1955 as Downtown Association of Fresno
- Most of board elected by PBID property owners since 2010
- 31st Assembly District Nonprofit of the Year 2025
- Affiliated public charity: Downtown Fresno Foundation

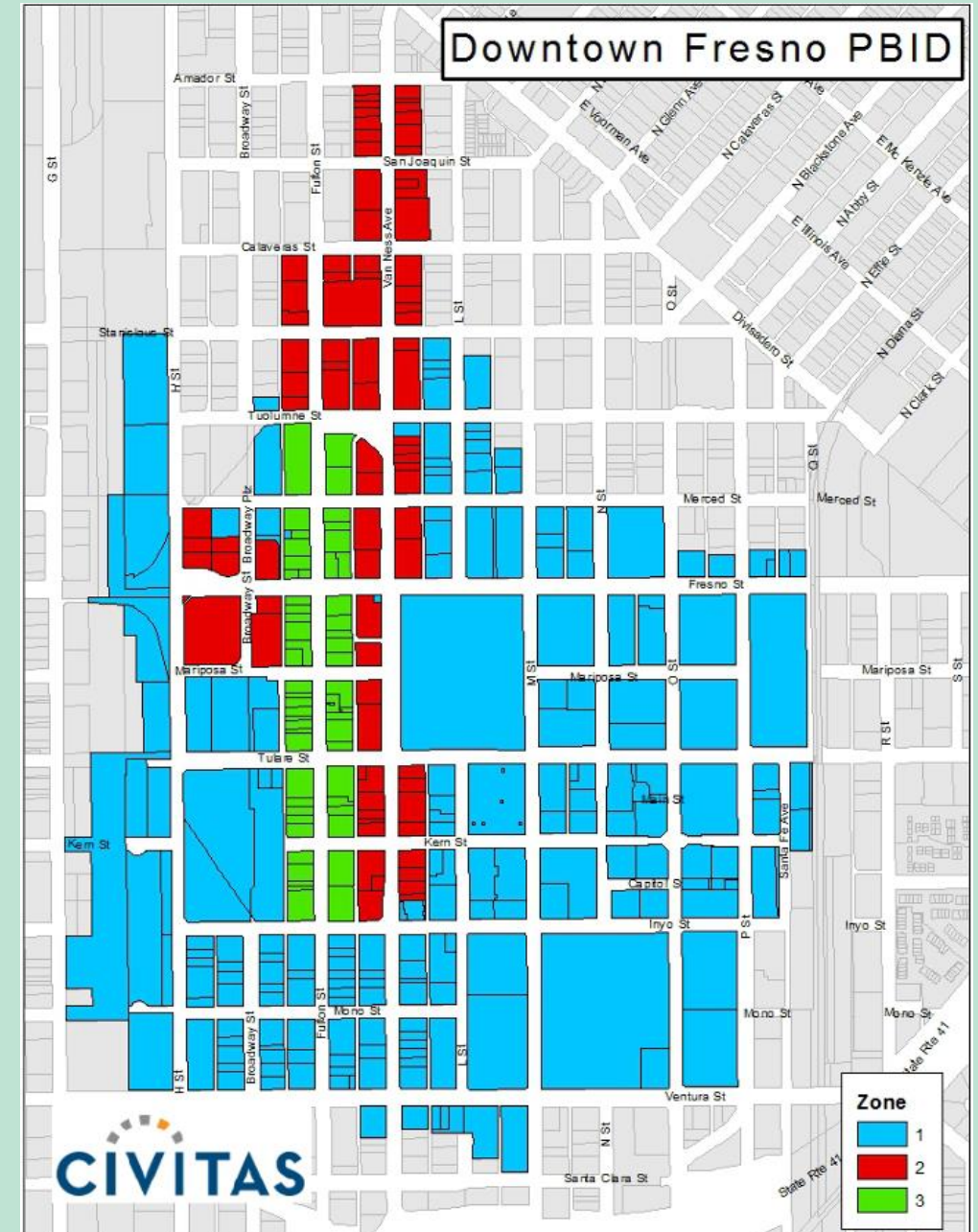


Stewardship and Activation of Today's Downtown



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 = ~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

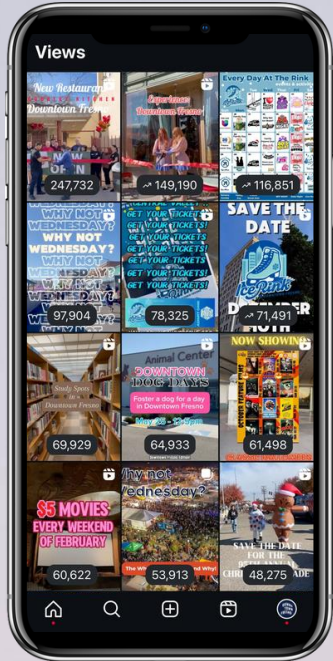
2. Clean, Safe & Hospitable

- 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

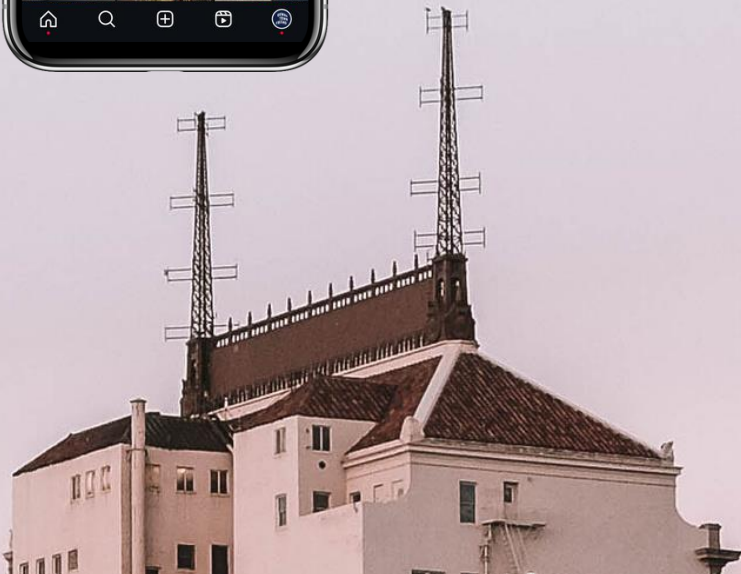
160
SKATE SESSIONS



11
NEW BUSINESSES

XXXXX

PD & PRIVATE
SECURITY REPORTS
SHOW CRIME
TRENDING DOWN
FROM 2023



YJCP/Ambassadors

**56 HIRED
& COUNTING!**

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

See the full
report here!



bitly

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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