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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.





# DOWN TOWN FRESNO



**STAFF**

**JIMMY CERRACCHIO**  
PRESIDENT & CEO

**JAZZMINE YOUNG**  
PROGRAM MANAGER

**ERIN PAZ**  
EVENT COORDINATOR

**LARA AGULIAN**  
BUSINESS DEVELOPMENT  
COORDINATOR

**BRIAN KELLEY**  
CLEAN TEAM AMBASSADOR/  
HOMELESS OUTREACH

**ROWELL REYES**  
CLEAN TEAM AMBASSADOR

**JOHN QUIROZ**  
CLEAN TEAM AMBASSADOR

**BOARD OF DIRECTORS**

**JESSICA ROUSH**  
CHAIR, T.W. PATTERSON BUILDING

**CHANNELLE CHAREST**  
MARKETING COMMITTEE CHAIR,  
BITWISE INDUSTRIES

**DEREK FRANKS**  
FRESNO GRIZZLIES

**CONRAD MOORE**  
CENTRAL VALLEY COMMUNITY BANK

**HILARY HARON**  
VICE CHAIR, HARON JAGUAR

**CASSEY JAMES**  
CLEAN & GREEN COMMITTEE CHAIR, ROOT

**BOB GURFIELD**  
PROPERTY OWNER

**MARLENE MURPHEY**  
SUCCESSOR AGENCY TO THE FRESNO  
REDEVELOPMENT AGENCY

**JACKIE ANAYA**  
SECRETARY, 831 VAN NESS AVE

**RICHARD CAGLIA**  
WARNORS THEATRE

**MARIO GUTIERREZ**  
1250 FULTON ST.

**JEAN ROUSSEAU**  
FRESNO COUNTY

**BHAVNEET GILL**  
TREASURER, UNITED SECURITY BANK

**TOMMY ESQUEDA**  
CITY OF FRESNO

**SEVAK KHATCHADOURIAN**  
PACIFIC SOUTHWEST BUILDING

**ASHLEY WEBSTER**  
THE BUSINESS JOURNAL

**SCOTT ANDERSON**  
THE PENSTAR GROUP

**EDWARD D. FANUCCHI**  
QUINLAN, KERSHAW & FANUCCHI, LLC

**PHIL KLIEWER**  
640 VAN NESS AVE.

**JAYNI WONG**  
PROPERTY OWNER



# BUSINESS DEVELOPMENT



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 TOTTALLING  
**\$25K**

  
 GRANTS RANGED FROM  
**\$200-\$2K**

## MURAL GRANTS\*

**6**  
 GRANTS AWARDED TOTTALLING  
**\$500-\$15K**

\*GRANTS FUNDED THROUGH DOWNTOWN FRESNO FOUNDATION



# 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



**EVENTS**



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**

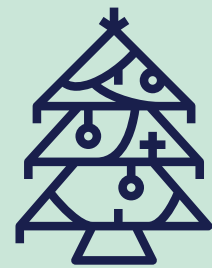
- 25
- 5
- 6
- 10
- 1
- 1
- 1

**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

 MAINTAINED PRIVATE SECURITY PATROL HOURS AT 8 HOURS PER NIGHT

**307**

TRESPASSING

**13**

DISTURBANCE



**485**

GRAFFITI

**49**

PROPERTY DAMAGE

**5**

ILLEGAL DUMPING

**22**

VANDALISM

**25**

TAMPERING

**15**

EMERGENCY VEHICLE (POLICE)

**3**

THEFT



**24**

DOOR FOUND OPEN

**0**

UNAUTHORIZED VISITOR

**1**

SOLICITATION



**1**

ALARM RESPONSE

**3**

BURGLARY



**8**

HOURS PER NIGHT 10PM-6AM 7 DAYS A WEEK

**955**

PRIVATE SECURITY INCIDENT RESPONSES

ENVIRONMENTAL ENHANCEMENTS



**11**

SECURITY ROUNDTABLE MEETINGS

**5**

CLEAN & GREEN COMMITTEE MEETINGS

**2**

MEETINGS FOCUSED ON HOMELESSNESS WITH CITY OFFICIALS AND POLICE DEPARTMENT

DOWNTOWN CRIMES 2020 VS 2021

**2021**

**2020**

HOMICIDE

**11**  
**0**

SEX OFFENSE

**18**  
**8**

ROBBERY

**30**  
**38**

ASSAULT

**35**  
**37**

BURGLARY

**88**  
**105**

LARCENY

**180**  
**168**

VEHICLE BURGLARY

**47**  
**91**

STOLEN VEHICLE

**78**  
**47**





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



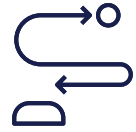
DISTRIBUTING INFORMATION FOR AND ASSISTING WITH APPLICATIONS INCLUDING ACCESS TO GRANTS, EMERGENCY LOANS, PUBLIC SAFETY, AND UPDATES TO STATE EMERGENCY ORDERS



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

CHRISTMAS TREE



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

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

ARR  
21