



# Downtown Fresno Partnership Mid-Year Report

June 2018



[www.downtownfresno.org](http://www.downtownfresno.org)

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**Lee Blackwell** – Clean Team Ambassador

## Clean and Safe/Transportation Improvements

### Clean and Safe Overview

Downtown Fresno Partnership currently employs one full-time Clean and Safety Ambassador, who services and maintains several clean and safety, as well as hospitality aspects in PBID Zones 1, 2, and 3. Ambassador hours are 7 am – 4 pm, Monday – Friday.

#### *Management District Plan: Clean and Safe Initiatives/Transportation Improvements*

Clean and safe initiatives are to include ambassador services and private security patrols to improve both reality and perception of public safety, streetscape and signage to make downtown more attractive. Three categories of ambassador services are to be provided: clean, safety, and hospitality. Hospitality ambassadors are to be provided in Zones 1, 2, and 3. Clean and safety ambassadors are to be provided to parcels in Zones 2 and 3 only. Due to budget and staff cuts, the Clean and Safe Team was reduced to one person in 2015. Downtown Fresno Partnership is currently going through the process to hire one to two more ambassadors in 2018 to meet the needs of all three zones in clean, safe, and hospitality efforts.

### Clean & Safe Ambassador Duties by Zone

#### Zone 1:

- Report needs to and request services from City Departments (i.e., sanitation, electrical, code enforcement)
- Report graffiti to the City Sanitation Team
- Survey and report incidents to Emergency Services
- Give directions and event information to businesses, visitors, and customers

#### Zones 2 and 3:

- Clean and report trash and debris
- Report overflowing dumpsters and street cans
- Survey street cans, dumpsters, and planters, and report to appropriate parties for maintenance
- Report large items or illegal dumping
- Report needs to and request services from City Departments (i.e., sanitation, electrical, code enforcement)
- Report damages and incidents to property/business owners
- Remove and report graffiti
- Survey and report incidents to Emergency Services
- Give directions and event information to businesses, visitors, and customers
- Review and report on overnight security activity to property/business owners and at security roundtable and environmental enhancement committee meetings

### Clean & Safe Summary (January – June 2018)

- Picked up 7,860 lbs of trash, debris and plants in Zones 2 and 3
- Removed 1,029 instances of graffiti in Zones 2 and 3, reported 32 instances of graffiti in Zones 1, 2, and 3 for a total of 1,061 instances of graffiti removed or reported
- Coordinated gravity locking systems to be installed by Mid Valley on dumpsters in Zone 3
- Sent out notices to all business/property owners in Zone 3 to outline City Code on dumpster use and maintenance

- Tracked weekly dumpster use and maintenance in Zone 3 to report the number of locked/unlocked dumpsters to business, property owner, and City; as of June 2018, there are 25 locked dumpsters out of 66 total dumpsters in Zone 3
- Coordinated with Mid Valley Disposal to lock all 25 street cans in Zone 2
- All 25 lockable street cans and 10 non-lockable street cans in Zone 2 received weekly service by Mid Valley Disposal
- All 74 non-irrigated planters in Zones 2 and 3 received daily watering and maintenance by Miller-Clark Landscape Co.
- Reported requests for pressure washing and street sweeping services to the City of Fresno Sanitation Team on an as needed basis
- Altered overnight security patrol hours in Zones 2 and 3 to 10 pm – 6 am to accommodate security concerns and patterns
- Worked closely with Central California Private Security and Downtown Fresno Policing Unit to see an overall decrease in crime – robberies are down -72%, burglaries are down -14%, vehicle burglaries are down -43%, zero homicides, and overall crime around Chukchansi Park is non-existent (June 2018)
- Held access to a dedicated cell phone number for non-emergency, immediate responses from the Police Department
- Held 6 Security Roundtable meetings with staff, Central California Private Security, CIS Security, Civic Center Square, City of Fresno, SP+ Parking, and the Downtown Policing Unit
- Held 2 Environmental Enhancements Committee meetings

## **Clean Efforts**

### **Trash Clean Up**

The ambassador picked up 7,860 lbs of trash, debris and plants in Zones 2 and 3 between January and June 2018. In comparison, the 2015 – 2017 yearly totals are listed below.

- 2017: 15,455 lbs
- 2016: 9,380 lbs
- 2015: 9,745 lbs

In total, the ambassador picked up 42,440 lbs of trash, debris and plants in Zones 2 and 3 between 2015 and 2018 (year-to-date).

### **Graffiti Removal**

The ambassador removed 1,029 instances of graffiti in Zones 2 and 3, and reported 32 instances of graffiti in Zones 1, 2, 3 – for a total of 1,061 instances - between January and June 2018. In comparison, the 2015-2017 yearly totals are listed below.

- 2017: 2,638 instances removed, 131 instances reported for a total of 2,769
- 2016: 3,186 instances removed, 145 instances reported for a total of 3,331
- 2015: 1,585 instances removed, 129 instances reported for a total of 1,714

In total, the ambassador has removed 8,438 instances of graffiti in Zones 2 and 3 and reported 437 instances of graffiti in Zones 1, 2, 3 between 2015 and 2018 (year-to-date).

## **General Cleanliness**

### *Dumpsters*

In late 2016, the ambassador began tracking dumpster use and cleanliness by business in Zone 3. Through surveying, they saw a need for lock and dumpster lid support, and as a result, they have worked with Mid Valley Disposal to offer solutions for several business and property owners on a case by case basis. By April 2018, all dumpsters in Zone 3 had a gravity locking system and the ambassador moved to a new phase of surveying and reporting in order to align efforts with City Code. Per City Code, all businesses are required to have a locked dumpster. The ambassador began with a friendly notice and then proceeded with a weekly tracking system on whether or not the dumpsters are locked. There are currently 25 out of 66 dumpsters locked in Zone 3, year-to-date. If dumpsters are unlocked or not maintained, the ambassador reports to the business, property owner, and City.

### *Street Cans*

The City does not provide commercial trash services in Zone 2. The ambassador began surveying Zone 2 street cans in May 2017 on a weekly basis to determine maintenance and overall condition. If there are issues, the ambassador reports directly to Mid Valley Disposal. By February 2018, all 25 lockable street cans that are serviced by Mid Valley Disposal in Zone 2 were locked. Mid Valley Disposal also services 10 street cans in Zone 2 on Van Ness Avenue between Stanislaus and San Joaquin Streets, but these cans are not lockable due to their type. In Zone 3, Downtown Fresno Partnership has pushed for additional street cans. The City has ordered 15 more to be placed in the Fulton District by August 2018. Fulton District street cans are currently maintained by the City. Budget: \$6,000 FY 2018.

### *Landscape*

Downtown Fresno Partnership contracts with Miller-Clark Landscape Co. to maintain non-irrigated planters in Zones 2 and 3. Miller-Clark Landscape Co. waters planters daily and replants as necessary. There are 74 non-irrigated planters in Zones 2 and 3. Budget: Budget: \$33,000 FY 2018.

### *Street Sweeping, Pressure Washing*

The City Sanitation Team provides pressure washing and street sweeping on a weekly basis, and as requested by Downtown Fresno Partnership and/or reported on the FresGO phone app.

## **Safety Efforts**

### **Security**

Downtown Fresno Partnership contracts with Central California Private Security to provide an overnight security patrol in Zones 2 and 3 from 10 pm – 6 am, daily. Between January and June 2018, Central California Private Security has tracked 570 total incidents. The main areas of concern are loitering and disturbance, unlocked dumpsters, graffiti, homeless incidents, and trespassing. Downtown Fresno Partnership encourages businesses and property owners to utilize the call-in information for Central California Private Security to report incidents.

### **Police Department – Southwest District**

In May and June 2018, the Fresno Police Department has reported that in downtown, robberies are down - 72%, burglaries are down -14%, vehicle burglaries are down -43%, zero homicides, and overall crime around Chukchansi Park is non-existent. Between January and June 2017, there were 18 robberies, 128 vehicle burglaries, and one homicide. Between January and June 2018, there have been 8 robberies, 59 vehicle burglaries, and zero homicides. According to the Police Department, there has been one assault and three

vehicle burglaries near Chukchansi Park this year. The Police Department attributes this decrease in crime to more community events and as a result, increased police presence and proactive policing. In comparison, there were close to 40 events per month this time in 2017; as of today, that number has grown to 80 or 90 events per month. The Police Department has added close to 20 patrol officers to the Downtown Policing Unit to keep up with the greater number of events and people in the area. Lastly, Downtown Fresno Partnership has access to a dedicated cell phone number (559-270-4704) for non-emergency, immediate responses from the Police Department.

### **Security Roundtable**

Since February 2017, the Downtown Fresno Partnership has coordinated Security Roundtable meetings on the third Thursday of every month. These meetings include staff, Central California Private Security, CIS Security, Civic Center Square, City of Fresno, SP+ Parking, and the Downtown Policing Unit. These meetings are to share information in order to address downtown security and safety concerns in Zones 1, 2, and 3.

### **Environmental Enhancements Committee**

The Environmental Enhancement Committee meetings take place every other first Wednesday at 8:30 am and include discussions on clean, safety, parking management, public/private construction, and streetscape. Committee members include Downtown Fresno Partnership board members, Mid Valley Disposal, Central California Private Security, CIS Security, SP+ Parking, Miller-Clark Landscape Co., and members of the public.

## **Transportation Improvements**

### **Parking**

There are 2,000 metered parking stalls and five city-operated garages in downtown Fresno. Parking meters have not been swapped out for smart meters yet, but Downtown Fresno Partnership has started to survey and inventory parking options to share with merchants and visitors.

- **Smartcard:** a cash-free option at the City of Fresno for \$33. \$3 to sign up for a card loaded with \$30 in parking meter credit, which is good for 40 hours of meter time. This option has been around since 2006.
- **First hour free:** Three city-owned parking garages offer first hour free parking, with \$1 an hour and \$9 daily maximum.
- **Evenings and weekends free:** City-owned meters and garages are free after 6 pm and on weekends, unless there is an event at Chukchansi Park, Convention Center, Saroyan Theater, or Selland Arena.
- **Parking validations:** downtown businesses receive a special rate from SP+ for purchasing bulk validations for city-owned garages. Customers can also contact SP+ or Ace Parking directly to purchase parking validations, or check with businesses to receive parking validations.

### **Bus Rapid Transit**

Fresno's Bus Rapid Transit, "The Q," launched in mid-February. There are 17, 40 ft-long buses that travel 16 miles on Blackstone Ave. to downtown and from Ventura Avenue/Kings Canyon Rd. to Clovis Ave.; buses run every 10 minutes. The Q makes daily transit service more accessible and safer, with 51 stations and surveillance cameras and lighting at each stop. The downtown Fresno hub is located at Courthouse Park. Businesses hope that the system convenience and proximity to Fulton St. will attract new customers.

### **High Speed Rail**

In the past several months, there have been a number of road closures in downtown Fresno for high-speed rail construction. Downtown Fresno Partnership has remained in contact with Fresno County Economic

Development Corporation, City of Fresno, and Chinatown Foundation to advocate for the best possible circumstances for businesses and property owners during construction road closures.

- **Tulare Street.** In October 2017, Tulare Street between downtown Fresno and Chinatown closed for approximately two years. Fresno Street, two blocks north of Tulare, became the primary detour route for drivers through the construction.
- **Ventura Avenue.** Crews are expected to begin work on a similar high-speed rail underpass at Ventura Avenue. The Downtown Fresno Partnership has pushed for Ventura Avenue to remain open until a viable option is available to connect downtown Fresno and Chinatown. Crews have begun preparing to reopen Mono Street before closing Ventura Avenue.
- **Kern and Mono Streets.** Railroad crossings at Kern and Mono Streets closed prior to Tulare Street's closure, and Kern Street between H Street and Chinatown has been designated for eventual permanent closure. The board of the Downtown Fresno Partnership voted unanimously to support keeping Kern Street open during the construction, and submitted a letter to the California High Speed Rail Authority. Eventually, Kern and Mono will be permanently closed – two out of the three streets that connect downtown Fresno and Chinatown.

## Economic Enhancements

### **Economic Enhancements: Overview**

Downtown Fresno Partnership has five employees that work on economic enhancement related programs, such as events, economic and business development, and marketing and communications. This work is provided to parcels in all three zones.

#### *Management District Plan: Economic Enhancements*

Economic enhancement programs and incentives are intended to attract, grow, and incubate new businesses. They include marketing and promotions to improve downtown's image and invite consumers to downtown, special events to attract customers, and business attraction and retention efforts. These services will be provided to parcels in all three zones.

### **Economic Enhancements Summary (January – June 2018)**

#### ***Economic Development***

- Sent survey to PBID property owners to collect information on available properties for lease/sale; received 7 back, year-to-date
- Created two forms to coordinate marketing efforts of available property: Available Space Listing; and Business Location Lead

#### ***Business Development***

- Held five merchant meetings to discuss issue areas and opportunities for downtown businesses
- Launched grand opening/ribbon cutting press conference services for new businesses
- Held first grand opening/ribbon cutting for two new businesses, attracting three news outlets and around 30 attendees

#### ***Marketing and Communications***

- Started to update business directory, last updated in 2014
- Cultivated communications and partnerships with external organizations to collect information for merchants to determine staffing needs and hours of operation during special events

- Coordinated communications for visitors and partners by providing dining guides, lists of attractions, merchant information, and event tabling as needed
- Held 2 Marketing and Business Development Committee meetings
- Tracked 32,873 website users, 41,050 website sessions, and 80,092 page views
- Downtown Fresno featured “in the news” a total of 214 times
- Updated media list
- Sent 11 press releases to the media community, with an average open rate of 24%
- Secured weekly segments on Central Valley Today Show (KSEE24) for June – December 2018; appeared on four Central Valley Today Shows in June 2018
- Sent 22 event newsletters with an average open rate of 28.11%
- Sent 12 business newsletters with an average open rate of 35.9%
- Sent 3 general newsletters with an average open rate of 27.47%
- Distributed event flyers to businesses potentially impacted by large-scale, special events
- Managed 14 social media accounts, total followers reached 49,227
- Increased social media followers by 3,855

#### **Events**

- Hosted two special events – State of Downtown and Meet & Greet with new President/CEO, and two seasonal events – The Market on Kern and CARtHop
- Through special and seasonal events, brought in a net income of more than \$22k+
- Tracked 1,066 third party events in downtown, bringing in over 13,000 people to downtown
- Served as a liaison for third party event producers to assist with navigating event permitting process
- Started the creation of a Downtown Events Management Program and Communications Toolkit
- Partnered with external organizations to co-host 6 events

## **Economic and Business Development**

### **Property Database Management**

In fall 2017, Downtown Fresno Partnership moved its property database management to an online platform, “PBID Manager.” The Business Development/Office Coordinator researches, reports, and maintains records for all properties, tenants, and contacts. In May 2018, a survey was mailed to all property owners within the PBID to collect information on available properties for lease and/or sale. To-date, Downtown Fresno Partnership has received seven surveys.

### **Business Development Program**

As a follow up to the property database management, the Business Development/Office Coordinator is responsible for coordinating a marketing program to distribute property leasing information collected from the property owners and also coordinating outreach to potential new businesses. Staff has created two forms to help with the process: Available Space Listing; and Business Location Lead.

### **Business Directory**

Downtown Fresno Partnership started updating the PBID business directory, which was last updated in 2014. The information collected will be available on the new website as well as in information kiosk(s) in downtown. The online directory will be user friendly on both mobile and desktop, and include a mapping component where users can actively search for businesses based on type and location. The business directory is expected to be completed by early fall and available on the new website thereafter.



### Monthly Merchant Meetings

In January 2018, Downtown Fresno Partnership started monthly merchant meetings with Kern Corridor (Zones 1, 2) businesses. A total of three Kern Corridor business meetings were held – January 24, February 21, and March 21. In May, Downtown Fresno Partnership expanded the meeting series to include all merchants within the PBID. Two meetings have been held – May 16 and June 20, with meetings planned for the remaining months in 2018. These meetings serve as an opportunity for merchants to meet each other and Downtown Fresno Partnership staff, and talk through issues areas and opportunities for improvements. Major issue areas have included: security, homelessness, events, and marketing.

### Grand Opening Events

In May 2018, Downtown Fresno Partnership partnered with Fresno Chamber of Commerce to host its first grand opening and ribbon cutting press conference for new businesses downtown. The first two businesses to be showcased were SmileDirectClub and Fresno County Office of Education, I.T. Department, both located in the Pacific Southwest Building. The press conference attracted three news outlets and around 30 attendees. This service is available to any new downtown business opening within the PBID.

### Strategic Partnerships

Downtown Fresno Partnership works to cultivate communications and partnerships with external organizations in order to collect information for merchants to determine staffing needs and hours of operation during special events. Staff then coordinates communications for visitors and partners by providing dining guides, lists of attractions, merchant information, and event tabling. In addition, Downtown Fresno Partnership delivers physical copies of flyers and event details to businesses potentially impacted by large-scale and/or special events, with follow up phone calls as needed.

## Marketing and Communications

### Website – Google Analytics

Downtown Fresno Partnership uses Google Analytics to track user data. Below is an overview of from January – June 2018. Data from June – December 2017 is included for comparison. Note: Downtown Fresno Partnership did not start using Google Analytics until April 2017.

	<u>January – June 2018</u>	<u>June – December 2017</u>
Users	32,873	34,568
Sessions	41,050	45,055
Page Views	80,092	94,629
Demographics (users by city)	<ul style="list-style-type: none"><li>Fresno: 35%</li><li>San Francisco: 13%</li><li>Sacramento: 9%</li></ul>	<ul style="list-style-type: none"><li>Fresno: 39%</li><li>San Francisco: 12%</li><li>Sacramento: 8%</li></ul>

In June, Downtown Fresno Partnership began the process to update the website. This includes contacting website development companies for contract bids. The selection process requires board participation and approval and is expected to be carried out in the next few months.

## Media – In the News, Media Relations

### *In the News*

Downtown Fresno has been “in the news” a total of 214 times from January – June 2018. Downtown Fresno Partnership staff track weekly articles and list/link them on the Downtown Fresno Partnership website.

<u>January</u>	<u>February</u>	<u>March</u>	<u>April</u>	<u>May</u>	<u>June</u>
18 articles	34 articles	45 articles	29 articles	53 articles	36 articles

### *Media Relations*

Downtown Fresno Partnership has made it a priority to increase communication with the local media community. The first step was to update the media list, which hasn’t been updated since 2016. Since March, Downtown Fresno Partnership has sent 11 press releases about new businesses, major events, and other announcements. The average open rate by media contacts is 24%.

Downtown Fresno Partnership has also secured a weekly segment on the Central Valley Today Show (KSEE24). The weekly segments began on Friday, June 1 and have featured: Fulton Live, Los Panchos Mexican Restaurant, Juneteenth Blues & Jazz Celebration, and the Lowell Historic Home Tour. The segment is open to downtown businesses, event organizers, and community members.

### **Communications**

Downtown Fresno Partnership utilizes Mail Chimp for online communications. Below is an overview of the types of newsletters sent from January – June 2018, including the average open rates.

- Events Newsletter: 22 sent, 28.11% average open rate
- Business Newsletter: 12 sent, 35.9% average open rate
- General Newsletter: 3 sent, 27.47% average open rate

### **Social Media**

Downtown Fresno Partnership staff manages 14 social media accounts.

- Total followers, year-to-date: 49,227
- Increase in followers from January – June 2018: 3,855

### **Facebook**

<b>Accounts (A-Z)</b>	<b>January</b>	<b>June</b>	<b>±</b>
CARTHop	4,827	5,016	<b>189</b>
Downtown Fresno Ale Trail	1,186	1,239	<b>53</b>
Downtown Fresno Partnership	11,576	12,050	<b>474</b>
Fulton District	707	892	<b>185</b>
I Believe in Downtown Fresno	1,529	1,582	<b>53</b>
The Market on Kern	1,446	1,604	<b>158</b>
<b>totals</b>	<b>21,271</b>	<b>22,383</b>	<b>1,112</b>

### **Instagram**

<b>Accounts (A-Z)</b>	<b>January</b>	<b>June</b>	<b>±</b>
CARtHop	1,172	1,458	286
Downtown Fresno Ale Trail	781	825	44
Downtown Fresno Partnership	8,327	9,941	1,614
Fulton District	1,080	1,303	223
I Believe in Downtown Fresno	0	0	0
The Market on Kern	932	1,129	197
<b>totals</b>	<b>12,292</b>	<b>14,656</b>	<b>2,364</b>

### **Twitter**

<b>Accounts (A-Z)</b>	<b>January</b>	<b>June</b>	<b>±</b>
Downtown Fresno Partnership	11,734	12,100	366
Fulton District	75	88	13
<b>totals</b>	<b>14,676</b>	<b>12,188</b>	<b>379</b>

### **Marketing and Business Development Committee**

The Marketing and Business Development Committee meetings take place every other first Thursday at 8:30 am and include discussions on business development efforts, marketing and communication. Committee members include Downtown Fresno Partnership board members, Fresno State, Tree of Life Café & Bakery, Boese Commercial, and members of the public. The Committee is currently searching for new membership.

### **Events**

Since January 2018, Downtown Fresno Partnership has hosted two special events – State of Downtown and Meet & Greet with the new President/CEO, and two seasonal events – The Market on Kern and CARtHop. Staff is currently in the planning phases for Fiestas Patrias and 89<sup>th</sup> annual Christmas Parade.

### **State of Downtown**

The 2018 State of Downtown was held on April 26 at The Downtown Club (Zone 1). The event attracted nearly 400 attendees and received a net income of \$14k. In comparison, the 2017 State of Downtown attracted over 500 attendees and received a net income of \$13k.

### **Meet & Greet with Downtown Fresno Partnership’s New President/CEO**

Downtown Fresno Partnership hosted a meet and greet for the general public to meet the new President/CEO on May 17. Over 75 people were in attendance.

### **The Market on Kern**

The Market on Kern has been the premier downtown Fresno destination for fresh produce and goods from local vendors for 12 seasons. The season runs from April – October, every Wednesday from 10 am – 2 pm on Kern Street between M and N Streets (Zone 1). Hundreds of employees, residents, and visitors come to the market to enjoy over 20 weekly vendors showcasing locally produced fruits and vegetables from certified farmers, herbs, honey, fresh-cut flowers, and handmade crafts. Live music and entertainment is provided from 11:30 am – 1:30 pm. Since April, the event has received a net income of \$5,162.89. In comparison, the event received a net income of \$3,879.10 between April and June 2017.

Additionally, Downtown Fresno Partnership moved the vendor application process to an online platform to increase the efficiency of approving vendors. To-date, Downtown Fresno Partnership has received 48 applications from interested vendors.

### **CArtHop**

Downtown Fresno's biggest food truck event takes place year round at Mariposa Plaza in the Fulton District (Zone 3). Each week, hundreds of employees, residents, and visitors come to Mariposa Plaza to enjoy local food and live entertainment. Since January, the event has received a net income of \$2,945. In comparison, the event received a net income of \$2,895 from January - June 2017. Staff has started to discuss options for relocation, and is currently in the process of surveying customers and vendors on relocation options. Additionally, Downtown Fresno Partnership moved the vendor application process to an online platform and has received 16 applications from interested vendors.

### **Third Party Events and Partnerships**

Third party events are events hosted by external organizations, sometimes in partnership with Downtown Fresno Partnership. Third party events are tracked and listed on the events calendar on the Downtown Fresno Partnership website. Between January and June 2018, there have been over 1,066 third party events in downtown, bringing in more than 13,000 people to downtown Fresno.

In some cases, Downtown Fresno Partnership staff has served as a liaison for third party event producers to assist with navigating the event permitting process with the City of Fresno; in other cases, Downtown Fresno Partnership has entered into full partnerships with external organizations to handle portions of the event process, including holding insurance, coordinating vendors, and handling beer sales. Staff is in the process of creating a Downtown Events Management Program & Communications Toolkit for greater efficiency in the event planning process.

Downtown Fresno Partnership has also partnered with external organizations to co-host events:

- Fresno Grizzlies' Opening Day Party at Growlifornia Plaza (Zone 3): April 10
- Draggin' the Main "Cruise Nights" (Zone 3): April 14, May 12, June 9
- Cal Poly Architecture Students Present: Destination Downtown Fresno (Zone 1): June 7
- Juneteenth Jazz & Blues Celebration (Zone 3): June 15

## **Fulton Zone Activation**

### **Fulton Zone Activation: Overview**

All Downtown Fresno Partnership employees work on Fulton Zone Activation related programs.

#### *Management District Plan: Fulton Zone Activation*

This program includes providing coordinated programming of the Fulton Zone (Zone 3) with events, entertainment, and other activities as needed. If necessary, a Fulton Zone Manager may be assigned to oversee programming and assist in business recruitment and retention in the Fulton Zone. The manager will coordinate monthly business education classes in conjunction with Fresno State. Due to the location of the Fulton Zone, this service will be provided in Zone 3 only.

### **Fulton Zone Activation Summary (January - June 2018)**

- Hosted one seasonal event –CArtHop
- Through the seasonal event, brought in a net income of \$2,945

- Served as a liaison for third party event producers to assist with navigating event permitting process
- Started the creation of a Downtown Events Management Program and Communications Toolkit
- Partnered with external organizations to co-host 3 events
- Coordinated the Cart Vendor Program at Mariposa Plaza bringing net income of \$6k+
- Managed the 7 finalists for the Fulton Storefront Renovation Program for exterior renovations
- Coordinated the Fulton Marketplace Program that will bring 3-4 emerging small businesses to temporary storefronts on Fulton Street

## **Events**

Since January 2018, Downtown Fresno Partnership has hosted one seasonal event and has partnered on three (3) third party events in the Fulton District (Zone 3). Staff is currently in the planning phases for Fiestas Patrias and 89<sup>th</sup> annual Christmas Parade in the Fulton District.

## **CArtHop**

Downtown Fresno’s biggest food truck event takes place year round at Mariposa Plaza in the Fulton District (Zone 3). Each week, hundreds of employees, residents, and visitors come to Mariposa Plaza to enjoy local food and live entertainment. Since January, the event has received a net income of \$2,945. In comparison, the event received a net income of \$2,895 between January and June 2017. Staff has started to discuss options for relocation, and is currently in the process of surveying customers and vendors on relocation options. Additionally, Downtown Fresno Partnership moved the vendor application process to an online platform and has received 16 applications from interested vendors.

## **Third Party Events**

Third party events are events hosted by external organizations, sometimes in partnership with Downtown Fresno Partnership. Third party events are tracked and listed on the events calendar on the Downtown Fresno Partnership website. Details about third party events can be found in the section above.

Downtown Fresno Partnership has also partnered with external organizations to co-host events in the Fulton District;

- Fresno Grizzlies’ Opening Day Party at Growlifornia Plaza (Zone 3): April 10
- Draggin’ the Main “Cruise Nights” (Zone 3): April 14, May 12, June 9
- Juneteenth Jazz & Blues Celebration (Zone 3): June 15

## **Programs**

### **Cart Vendor Program**

In 2012, Downtown Fresno Partnership assumed full responsibility of coordinating the City of Fresno’s Cart Vendor Program through a MOU. There are currently two cart vendors that vend on Mariposa Plaza. The agreements with vendors contain fairly specific provisions for cleaning, waste management, and signage, and Downtown Fresno Partnership staff provides oversight of vendor activities on a daily basis. From January – June 2018, Downtown Fresno Partnership has collected over \$6,000 from the program, which goes directly into downtown programming.

### **Fulton Storefront Renovation Program**

In April 2017, Downtown Fresno Partnership and Downtown Fresno Foundation launched the Fulton Storefront Renovation Program, made possible by funding from Central Valley Community Foundation’s Next Generation Philanthropy. The purpose of the program is to revitalize, support, and promote the city’s

downtown commercial district, “Fulton District,” by offering financial incentives in the form of a rebate on construction and design to applicants considering exterior rehabilitation or renovation of a commercial structure. Only businesses and property owners in the Fulton District were eligible to apply for funding, with the maximum individual award of \$2,500, with a 1:1 property/business owner match required.

2017-18 Finalists:

- Los Panchos Mexican Restaurant
- T.W. Patterson Building
- Procter’s Building
- Take 3 Burgers
- 933 Fulton Street
- 913-917 Fulton Street
- Downtown Nutrition

The total investment of the program funding with a 1:1 match is \$20,000, not including business/property owners that went above and beyond the 1:1 match.

### **Fulton Marketplace Program**

In September 2017, Downtown Fresno Partnership and Downtown Fresno Foundation launched the Fulton Marketplace Program, made possible by funding from Wells Fargo. This program will match 3-4 emerging small businesses, entrepreneurs, makers, curators, and designers with a temporary retail area in a shared storefront in the Fulton District. This program aims to nurture local talent by allowing emerging small businesses to test and enhance their product line in low- to no-cost space while showcasing Fulton District retail real estate. Downtown Fresno Partnership is currently in the process of securing a location for the three finalists.

## **Downtown Fresno Foundation**

### **Downtown Fresno Foundation: Overview**

The Downtown Fresno Foundation is a 501(c)3 nonprofit organization established in 2015 with support from the Downtown Fresno Partnership board of directors. Its mission is to enhance our community by providing resources and support for downtown Fresno stakeholders. The organization is dedicated to developing projects, programs, and activities that support economic development, revitalization, and community engagement within Fresno’s central business district. These initiatives are meant to enhance and extend the impact of the work being done by the Downtown Fresno Partnership.

The Downtown Fresno Foundation has a separate board of directors from the Downtown Fresno Partnership. The President/CEO of Downtown Fresno Partnership sits on the Downtown Fresno Foundation board to provide monthly updates, and Downtown Fresno Foundation is a recurring item on Downtown Fresno Partnership board meeting agendas. The Program Manager of the Downtown Fresno Partnership acts as the Executive Director of the Foundation; this is an unpaid role.

### **Downtown Fresno Foundation Summary (January – June 2018)**

- Managed the 7 finalists for the Fulton Storefront Renovation Program\* for exterior renovations
- Coordinated the Fulton Marketplace Program\* that will bring 3-4 emerging small businesses to temporary storefronts on Fulton Street
- Led the Downtown Academy Program, concluding Class VI in May 2018

- Downtown Academy brought in \$10k+ for the program, with net revenue of \$289
- Carried out placemaking projects

\*Items covered in previous section

## Programs

### Downtown Academy

Fresno’s Leading Young Professionals established Downtown Academy in 2010 to answer the question: how do we make downtown Fresno a vibrant place to live and work? In 2016, Downtown Fresno Partnership and Fresno’s Leading Young Professionals joined forces to expand the program; in 2017, the program was transferred to the Downtown Fresno Foundation to be able to accept charitable donations and sponsorships to support the program growth and expansion. This year the program enters its 7<sup>th</sup> cohort with over 100 graduating members.

Downtown Academy is a 10-month award-winning collaborative program designed to connect key business, government, and community leaders with forward-thinking young professionals to explore downtown Fresno, how we got here and where we’re headed. Downtown Academy received the 2016 Leadership & Management Excellence Award from the International Downtown Association, and has been referred to as “one of the best programs to come out of the revitalization movement,” by former mayor, Ashley Swearingin (3/3/2016).

Class VI concluded in May 2018 and staff have started to plan Class VII to be launched August 2018 and run through May 2019. Each class averages 35 members and brings in over \$10,000 to run the program, with net revenue of \$289 from the 2017-18 program.

### Placemaking

Placemaking is a hands-on approach to the planning, design, and management of public spaces. Through projects, community members are invited to reimagine and reinvent public spaces and design.

Current projects include:

- Parklet demonstrations and installations
- Historic home tours in downtown residential neighborhoods
- Wayfinding and directional signage
- Art and murals

## Management and Administration

### Management and Administration: Overview

Downtown Fresno Partnership’s new President/CEO started on April 30, 2018. After several meetings with staff and board members, administrative priorities have been set for 2018. Since May, the President/CEO has worked to identify staff roles and key projects, updated bookkeeper guidelines for greater functionality, which has ultimately reduced the bookkeeper’s time spent at Downtown Fresno Partnership in half, started the 2017 audit process, established clarity for contracts, agreements, and insurance, and lastly, re-started conversations with the board and City of Fresno on the MOU with the City of Fresno.