



ANNUAL REPORT
2019

DOWN TOWN FRESNO

2019 DOWNTOWN FRESNO PARTNERSHIP STAFF

JIMMY CERRACCHIO
PRESIDENT & CEO

DANIEL GRIFFITH
PROGRAM MANAGER

TATEVIK HOVHANNISYAN
EVENTS COORDINATOR

ERIN PAZ
EVENTS COORDINATOR

LEE BLACKWELL
AMBASSADOR

2019 DOWNTOWN FRESNO PARTNERSHIP OFFICERS

HILARY HARON, CHAIR (Z1)
HARON JAGUAR | 2048 VENTURA ST.

KEN RAMOS, TREASURER (Z2)
WELLS FARGO | 1206 VAN NESS AVE.

JESSICA ROUSH, VICE CHAIR (Z3)
ROUSH INVESTMENTS | 2014 TULARE ST.

SCOTT ANDERSON, SECRETARY (Z1,2,3)
PENSTAR GROUP | 855 M ST.

2019 DOWNTOWN FRESNO PARTNERSHIP BOARD OF DIRECTORS

NATHAN AHLE (Z1)
FRESNO CHAMBER OF COMMERCE
2331 FRESNO ST.

KYLE KIRKLAND (Z2)
CLUB ONE CASINO
1033 VAN NESS AVE.

MARLENE MURPHEY
SUCCESSOR AGENCY TO RDA

ANA LILIA DE ALBA (Z3)
LOS PONCHOS MEXICAN RESTAURANT
1000 FULTON ST.

JAKE SOBERAL (Z1)
BITWISE INDUSTRIES
700 VAN NESS AVE.

**WILMA
QUAN-SCHECTER**
CITY OF FRESNO

EDWARD FANUCCHI (Z1)
QUINLAN, KERSHAW & FANUCCHI
2125 MERCED ST.

ASHLEY WEBSTER (Z2)
THE BUSINESS JOURNAL
1315 VAN NESS AVE.

JEAN ROUSSEAU
FRESNO COUNTY

BOB GURFIELD (Z3)
1108 FULTON ST

JAYNI WONG (Z2)
2055 SAN JOAQUIN ST.

CASSEY JAMES (Z2)
ROOT GENERAL
1424 FULTON ST.

DENNIS WOODS (Z1)
UNITED SECURITY BANK
2126 INYO

BUSINESS DEVELOPMENT

BUSINESS ATTRACTION

33

PROPERTY REFERRALS /LOCATION ASSISTS

VS

29

IN 2018

2

2 COMMERCIAL BROKER EVENTS HOSTED

ATTENDED BY 32 REALESTATE PROFESSIONALS

32



Participated in EDC Real Estate Forecast & Fresno State Real Estate Tour, distributing information, meeting real estate professionals, and promoting downtown opportunities with real estate guide



CREATED DOWNTOWN REAL ESTATE GUIDE

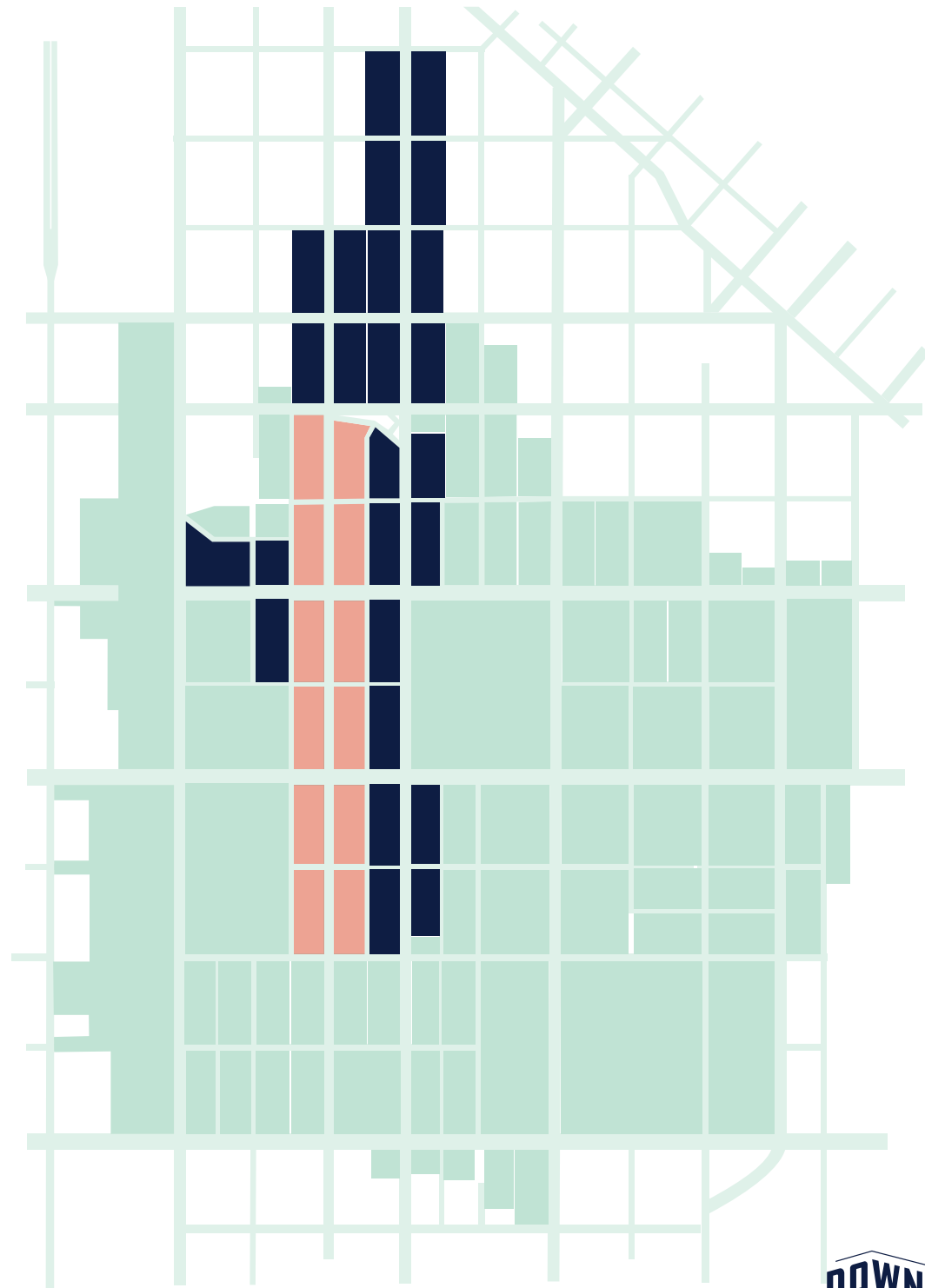


CREATED FULTON VACANCY REPORT FOR DEVELOPMENT USE



CREATED DEVELOPMENT UPDATE VIDEO

DOWNTOWN FRESNO PBID



MAP KEY

- ZONE 1
- ZONE 2
- ZONE 3

BUSINESS DEVELOPMENT

NEW BUSINESSES

20



20 NEW BUSINESS OPENINGS

12



12 BUSINESSES UNDER CONSTRUCTION/PLANNED

2



2 GRAND OPENING CELEBRATIONS

STOREFRONT RENOVATION



UTILIZED PRO-NEIGHBORHOODS GRANT

9



9 GRANTS AWARDED TO PBID PROPERTIES

12K



\$12,000 AWARDED TO PROJECTS

178K



\$178,000 TOTAL INVESTED IN IMPROVEMENTS

BUSINESS OUTREACH

12



12 MERCHANT MEETINGS HOSTED



DISTRIBUTED CONVENTION CALENDARS TO MERCHANTS

CREATE HERE



Ran business plan competition to help develop new businesses in Downtown Fresno with a focus on night-time economy. The program was funded by the PRO Neighborhoods Grant from JP Morgan Chase.



5

5 WINNERS - OPEN OR OPENING SOON



\$25K

\$25,000 IN CASH AWARDS



\$23K

\$23,000 IN DONATED SERVICES AWARDED

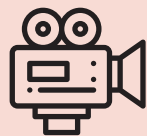
MEDIA OUTREACH

22



22 PRESS RELEASES SENT TO 71 SUBSCRIBED MEDIA CONTACTS

49



49 CENTRAL VALLEY TODAY SHOW APPEARANCES

100



100 NEWS STORIES

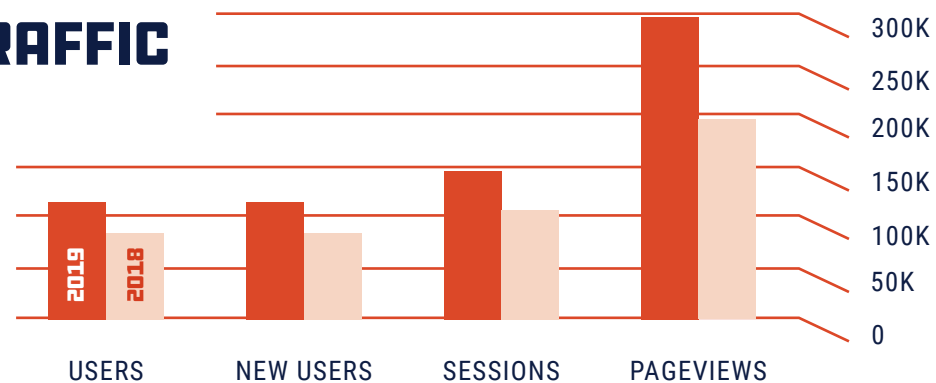
ELECTRONIC MEDIA



LAUNCHED NEW WEBSITE

with updated business listings, interactive maps, event calendar, parking info, leasing info, and more

TRAFFIC



113K

NEW USERS



295K

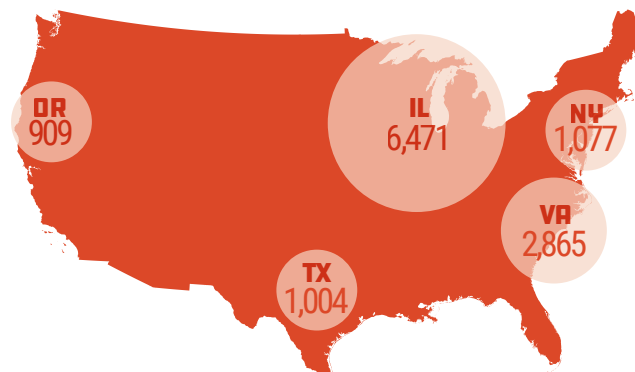
PAGEVIEWS

USERS

CALIFORNIA USERS



OUT-OF-STATE USERS



SOCIAL MEDIA

INSTAGRAM LIKES ▲ 2.2%

47K
2019



46K
2018

INSTAGRAM REACH ▲ 10%

88K
2019



80K
2018

FACEBOOK IMPRESSIONS ▲ 22%

2.2M
2019



1.7M
2018

FACEBOOK REACH ▲ 19%

2.1M
2019



1.7M
2018

NEWSLETTERS

124

SENT



76K

DELIVERED

DIGITAL MEDIA



IMPRESSIONS

1,428,827



CLICKS

4,738

SPEND



\$10,381.66

OUTREACH MARKETING

15K



DINING GUIDES PRINTED

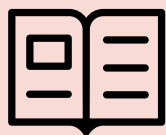
5



HOSTED 5 MARKETING AND BUSINESS DEVELOPMENT COMMITTEE MEETINGS

DOWNTOWN FRESNO

8



DINING MAPS PRINTED AND DISPLAYED THROUGHOUT DOWNTOWN

ASSISTED WITH CREATION OF DOWNTOWN MAP FOR AMTRAK & FAX RIDER USE

GOOGLE ADGRANT



RECEIVED GOOGLE ADGRANT

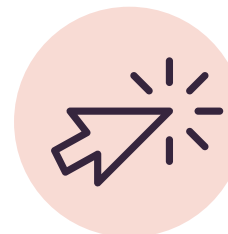
THAT PROVIDES FREE GOOGLE ADWORDS ADVERTISING TO DOWNTOWNFRESNO.ORG

APRIL 22- DECEMBER 31ST



IMPRESSIONS

69,100



CLICKS

7,090



VALUE

\$13,500

EVENTS BY ATTENDANCE

CORE EVENTS

15,200
ZONE 3



CARTHOP

10,000
ZONE 3



FULTON STREET PARTY

10,000
ZONE 2 & 3



90TH ANNUAL DOWNTOWN FRESNO CHRISTMAS PARADE

6,500
ZONE 1



MARKET ON KERN

450
ZONE 2



STATE OF DOWNTOWN

300
ZONE 3



MARIPOSA CONCERT SERIES

PARTNERED EVENTS *

17,000
ZONE 3



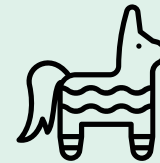
FRESYES FEST

10,000
ZONES 1, 2 & 3



VETERANS DAY PARADE

8,000
ZONE 3



CINCO DE MAYO

5,000
ZONE 2



BREW YEAR'S EVE

5,000
ZONES 1, 2 & 3



CALIFORNIA CLASSIC

3,500
ZONES 1, 2 & 3



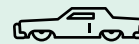
BREWERY/BAR POP-UP

1,250
ZONE 2



GRIZZLYFEST FRESNO CARES EVENT

1,000
ZONE 3



FRESNO GRIZZLIES /LOWRIDERS DE FRESNO CA

350
ZONE 3



CENTRAL VALLEY BREWER'S GUILD MIXER

300
ZONE 2



FRESNO ADULT PROM

150
ZONE 3



FRESNO GRIZZLIES OPENING DAY KERN PLAZA

150
ZONE 3



MISS CA STREET VIBE LUNCH



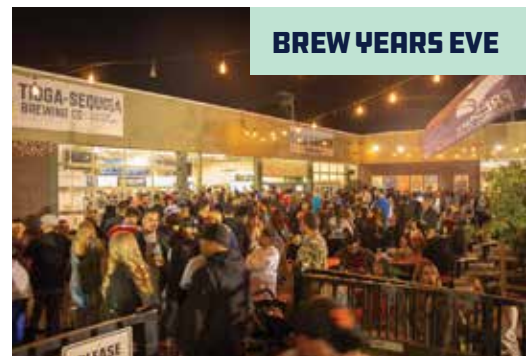
ART HOP



VETERANS DAY PARADE



FRESYES FEST



BREW YEARS EVE

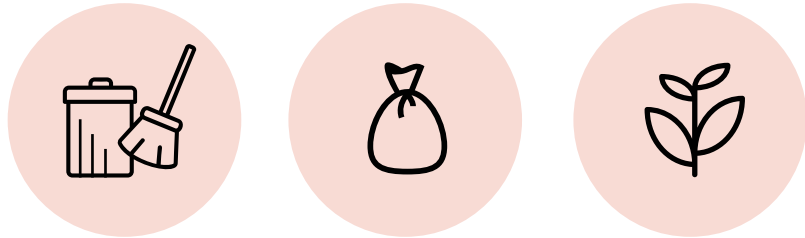
*DFP assisted in production of these events with various partners

ENVIRONMENTAL

CLEAN TEAM AMBASSADORS

13.5K LBS

PICKED UP 13,575 LBS OF TRASH, DEBRIS, & PLANTS



2,384



REMOVED 2,384 INSTANCES OF GRAFFITI, REPORTED 229 INSTANCES OF GRAFFITI

69 / 74



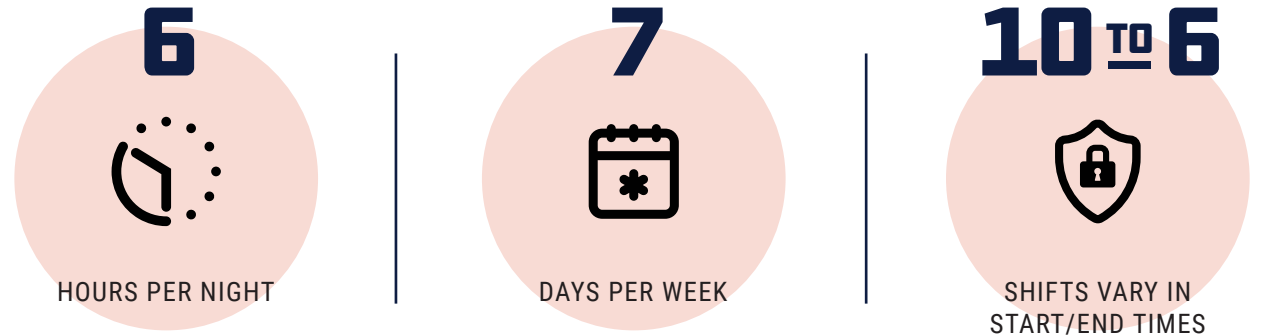
DUMPSTERS LOCKED IN ZONE 3. DISTRIBUTED CITY CODE NOTICES ON DUMPSTERS AND MAINTENANCE

CRIME & SECURITY



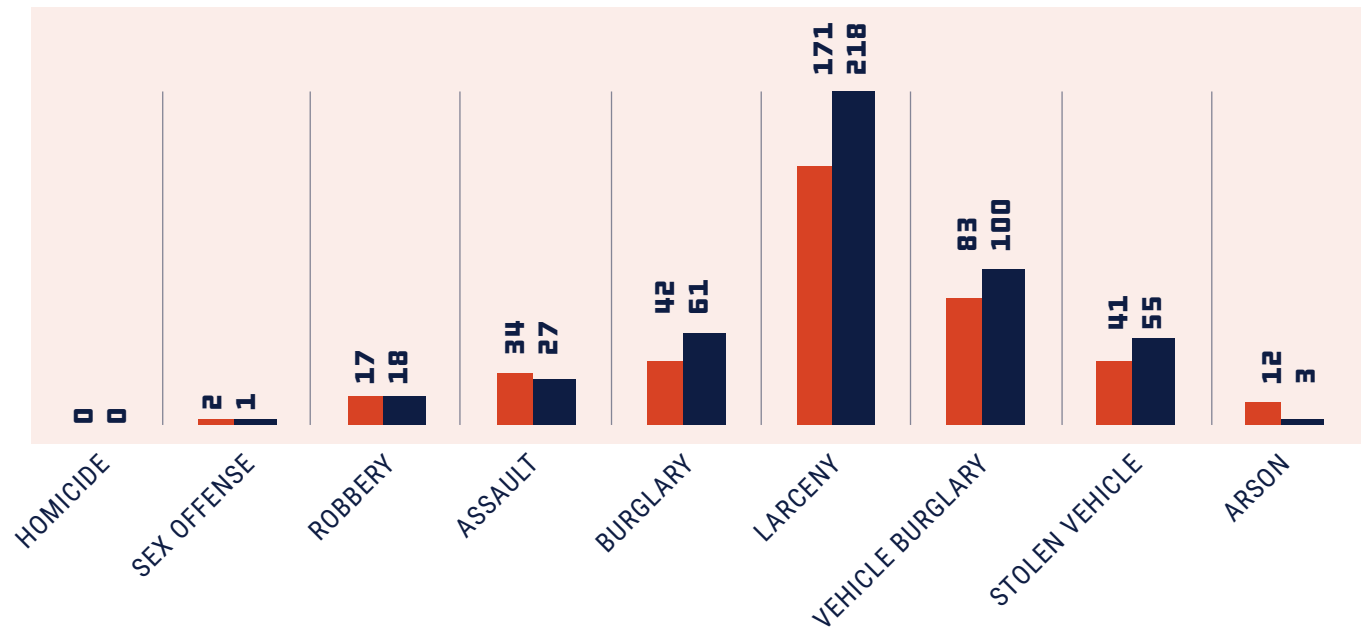
OVERNIGHT SECURITY PATROLS

CONTRACTED WITH CENTRAL CALIFORNIA PRIVATE SECURITY



DOWNTOWN CRIMES 2018 VS 2019

● 2019 ● 2018



STREET CAN MAINTENANCE



35 STREET CANS MAINTAINED

DOWNTOWN FRESNO PARTNERSHIP HAS CONTRACTED WITH MID-VALLEY DISPOSAL TO MAINTAIN 35 STREET TRASH CANS IN ZONE 2, BETWEEN AMADOR AND INYO STREETS

HOSPITALITY AMBASSADORS



DISPATCHED TO 94 EVENTS INCLUDING CONVENTION CENTER, ARTHOP, WARNOR'S THEATER, ETC.



GREET GUESTS, PROVIDE INFORMATION ON DOWNTOWN RESTAURANTS, DIRECTIONS, ETC.

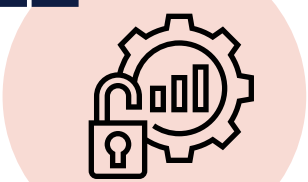
ENVIRONMENTAL ENHANCEMENTS

5

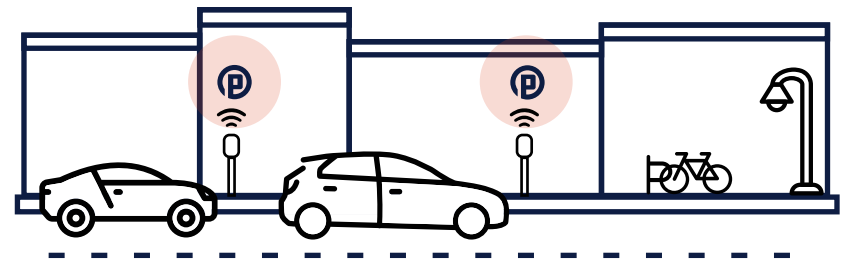


HOSTED 5 CLEAN & GREEN COMMITTEE MEETINGS

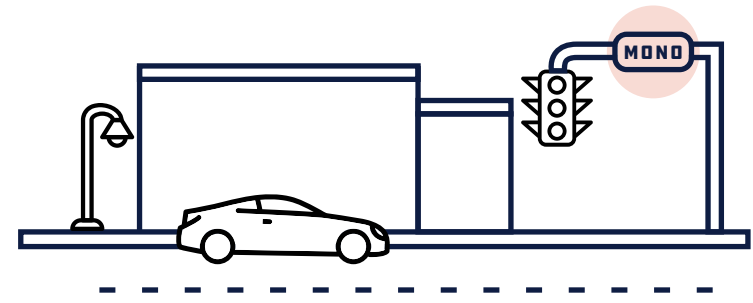
12



12 SECURITY ROUNDTABLE MEETINGS



PARK MOBILE APP NOW AVAILABLE TO PAY FOR METERS LAUNCHED IN 4TH QUARTER 2019



MONO STREET RE-OPENED TO THROUGH TRAFFIC BETWEEN DOWNTOWN AND CHINATOWN

PARKLET PROGRAM & ALE TRAIL

PARKLET PROGRAM



ASSISTED IN LAUNCH OF THE PARKLET PROGRAM*

BY IDENTIFYING PARTICIPANTS AND COORDINATING PRESS CONFERENCE WITH CITY STAFF



PROGRAM AIMED TO CONVERT PARALLEL PARKING SPACES INTO USABLE PATIO SPACE FOR BUSINESSES



ASSISTED IN DRAFTING OF PROGRAM GUIDELINES



DOWNTOWN FRESNO FOUNDATION CONTRIBUTED \$5000 TO TWO DOWNTOWN PARKLETS

*PROGRAM SUPPORTED BY DOWNTOWN FRESNO FOUNDATION

ALE TRAIL

RELAUNCHED DOWNTOWN FRESNO ALE TRAIL*

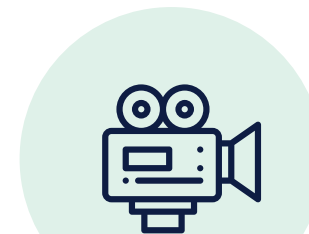
TO HELP DRIVE CUSTOMER TRAFFIC AND SPUR GROWTH OF THE BREWERY DISTRICT



4500



DESIGNED AND PRINTED 4500 ALE TRAIL PASSPORTS



CREATED ALE TRAIL PROMOTIONAL VIDEO



HOSTED BREWERY POP-UPS DURING EVENTS



ADMINISTRATION & FOUNDATION

ADMINISTRATION



STRATEGIC PLANNING UP TO 2022



BROUGHT MAJORITY OF BOOK KEEPING IN-HOUSE



REVISED EMPLOYEE HANDBOOK TO MAKE COMPLIANT WITH CALIFORNIA LAW

FOUNDATION



\$40K GRANT

SECURED \$40,000 PRO-NEIGHBORHOODS GRANT THROUGH CENTRAL VALLEY COMMUNITY FOUNDATION, AND UTILIZED IN CREATE HERE AND STOREFRONT RENOVATION PROGRAM



THE DOWNTOWN ACADEMY*

IS A 10-MONTH COLLABORATIVE PROGRAM DESIGNED TO CONNECT FORWARD THINKING YOUNG PROFESSIONALS WITH THE DOWNTOWN FRESNO COMMUNITY, AND EDUCATE THEM ON THE PROGRESS MADE TOWARDS REVITALIZATION

36



36 STUDENTS ENROLLED

\$3K



\$3,000 NET INCOME

CLASS VII



CLASS VII PROJECT – HARON MURAL

*PROGRAM SUPPORTED BY DOWNTOWN FRESNO FOUNDATION