

# **ANNUAL REPORT**

**2020**

**Downtown  
Modesto  
Partnership**

# FROM THE CEO'S DESK



Last year, downtown Modesto completely emerged from COVID. For the first time since 2019, our district had a year of normal operations. That isn't to say COVID didn't leave its marks on the landscape, some good and some bad, but it was a relief to see the promise of a future that could operate without the turbulence caused by a pandemic. It was also good to see and feel the community resume its old social habits with vigor, patronizing our shops and restaurants and attending events in large numbers.

We were glad to bring some of the programming the community has grown to love back into full swing, like First Fridays and DoMo Walls. We were also proud to introduce something new we cooked up during COVID, the Back of House food tour, which provides patrons with a peek behind the scenes of some of our district's best culinary options and steeping them in the history and culture of the downtown we love most! We did these things while continuing to support the reemergence of many other community programs that had been shelved or limited the previous couple of years, like the community's holiday parades.

And our Experience Engineers did their best to ensure downtown guests had optimal experiences when they arrived. From the removal of hundreds of thousands of pounds of trash and hazardous waste to weeding and ensuring streets were free of flooding, our team worked tirelessly to make the environment welcoming. They were also helpful to many of our downtown guests who needed assistance finding businesses throughout the district, as well as people experiencing homelessness who needed connection to services. As always, our Experience Engineers were on the front lines of the work we do, positively framing the spaces people experience and doing it with a smile.

While all this was certainly impressive, I think the most meaningful thing we accomplished in 2022 was syncing up our organization with the Modesto Downtown Improvement District (DID). The DID was created as a City Council committee in the 1960s and has similar interests to the Downtown Modesto Partnership. There has been a recognition by leadership from both entities that the delivery of the best services and outcomes for stakeholders and the community at large dictates close collaboration. Throughout 2022 our board meetings were held jointly and, in the fall, the DMP and DID boards adopted the same Mission, Vision, Strategic Direction and Annual Action Plan for 2023!

As we look to next year, we see the continued construction of the new courthouse and expect other mid to high-rise developments will follow; we see opportunity to partner with the City and community leaders on plans for the development of the southern end of downtown, anchored by the river and a new multi-use stadium. And we see new and exciting programs, business growth and opportunities throughout the district. Innovation and new initiatives set against the backdrop of evidence-based best management practices for urban places will continue to be our north star. The Downtown Modesto Partnership really believes its tagline for downtown, "one square mile – endless possibility." We're looking forward to what 2023 brings!

Sincerely  
Josh Bridegroom  
President & CEO

# BOARD OF DIRECTORS

## Officers

### **Josh Bridegroom**

*President & CEO*

Downtown Modesto Partnership

### **Erin Doran**

*Treasurer*

Doran Industries

### **Barrett Lipomi**

*Chair*

RED INC Architects

### **Charles Doll**

*Secretary*

Omega Pacific Insurance Solutions

### **Kathryn Davis**

*Vice President*

Valley First Credit Union

## Board Members

### **David Boring**

Never Boring Design

### **Ann Endsley**

Greens on Tenth

### **Blaine Cox**

Damrell Nelson Schrimp Pallios & Silva

### **Blake Humble**

Churchkey & Commonwealth

### **David Darmstandler**

Datapath

### **Sue Zwahlen**

Mayor, City of Modesto

The DoMo Partnership is a non-profit 501(c)(3) community benefit corporation that is managed by the DoMo Partnership and its 11 member, property owner-based board.



# MISSION & VISION

## **Our Mission**

To create a vibrant community through activities and partnerships designed to improve the quantity of quality experiences in downtown Modesto.

## **Our Vision**

Downtown Modesto is a safe, inviting, and beautiful place that inspires a powerful sense of community pride.

Downtown Modesto is a vibrant destination for community connection, with world-class cuisine, arts, and entertainment– indisputably the place to be.

Downtown Modesto is bursting with business growth and new development; the place for shopping, high-quality urban living, and innovative enterprise.

# STRATEGIC DIRECTION

## 1 Building Our Consortium

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Partner with the City of Modesto to develop a downtown operations document

Memorialize our role with the City of Modesto

## 2 Amplify Use of Downtown Spaces

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Develop and maintain a database of vacant properties & potential tenants

Develop annual business promotion program and implement at least one new promotion

Add three additional days per week to the Back of House Food Tour

## 3 Expanding Our Influence

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Host at least three community conversations on urbanism

Launch downtown music series with at least six shows



# SOCIAL MEDIA

OUR COMMUNITY LOVES GOOD NEWS THAT'S USEFUL



59 22

Every year, we create a community-friendly parade route map and post about American Graffiti events located downtown. 2022's post was heavily shared.



901 40

The announcement of a new restaurant, Chinn's International, located at the former Concetta location, was our most popular post of the year.



## 92.2K PAGE REACH

145.6% higher YOY



## 13,151 FOLLOWERS

Across all DoMo Partnership-Owned & Managed Brands



## 76.4% CLICK THROUGH

Up from 69.4% YOY

What's a LinkTree?

LinkTree connects our Instagram audience to downtown content and calls to action. An average healthy rate for all users is 5%



# SAFE & CLEAN BY THE NUMBERS



**3,555**  
GRAFFITI SPOTS REMOVED



**3,300**  
BUSINESS INTERACTIONS



**4,516**

HOMELESS ENGAGEMENTS & 1,201  
REFERRED TO SERVICES



**799**

CALLS FOR SERVICES

**827**  
ANTI-SOCIAL  
BEHAVIOR ABATED



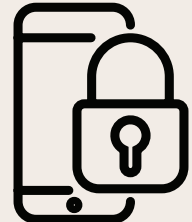
**7,020**

PATRON INTERACTIONS WITH 36%  
REFERRED TO BUSINESSES

**219,390**  
POUNDS OF TRASH COLLECTED



**445**  
RANK SECURITY  
CALLS SERVICED



To request rapid, reliable service from our  
Experience Engineers, send a quick email to:

**[service@domopartnership.org](mailto:service@domopartnership.org)**



M-F 5:00 AM - 9:30 PM | S 12:30 pm - 9:30 pm | Su closed

Our **Safe & Clean Team** Services Include

- Litter and Debris Pickup
- Bodily Waste Removal
- Graffiti Abatement
- Pressure Washing
- Landscape Management
- Patron Assistance
- Homeless Engagement
- Surveillance & Reporting
- Nuisance Reduction
- Security Presence

# DID YOU KNOW?

Our CEO wrote the development code the State of California consulted when designing the courthouse, and state representatives met with DoMo for review and support of the design prior to construction. The courthouse was intended to give a nod to Bauhaus (aka International Architecture), paying homage to the design of the historic courthouse that it's replacing.



# COMMUNITY PARTNERSHIPS

The Downtown Modesto Partnership was proud to provide financial and/or in-kind donations to many downtown establishments.

## Financial Sponsorships:



OFF  
THE  
AIR



L♥ve Modesto



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## In-Kind Donations to:

City of Modesto Celebration of Lights and Tree Lighting

City of Modesto and Kiwanis Club's Independence Day Parade

Kiwanis Club's American Graffiti Cruise Parade

Modesto Children's Museum

# FIRST FRIDAYS

Thousands of people attend this walk-through, community-friendly event that has become a community institution. The goal of First Fridays continues to be to:

- 1** Paint downtown in a positive light.
- 2** Expose new patrons to downtown businesses
- 3** Increase revenue at downtown businesses

OH  
FIRST  
FRIDAY

visit [downtown-modesto.com/first-fridays](https://downtown-modesto.com/first-fridays) to learn more



@domofirstfridays



# HEY, T AYS



# DOMO WALLS

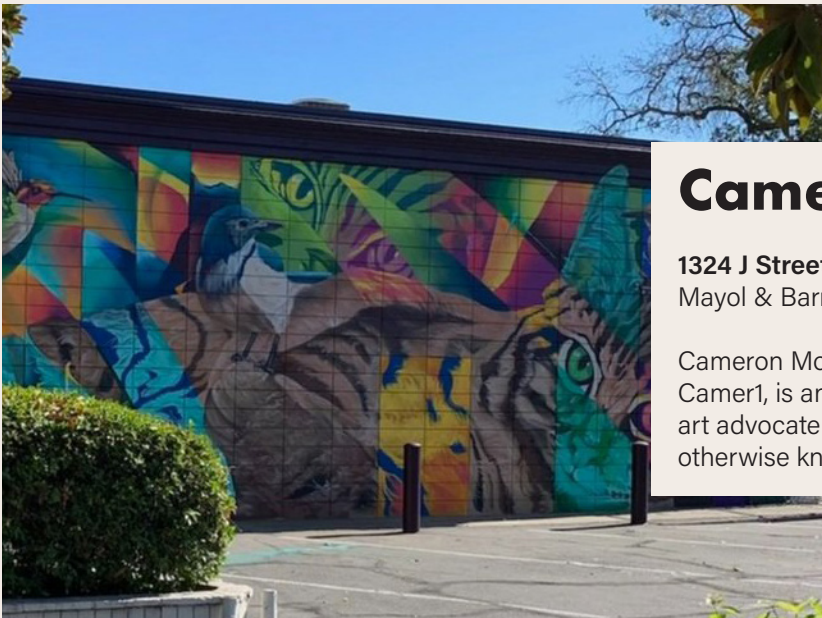


## Another successful event!

During the first week of October, five artists came to downtown Modesto to install brand new GIANT murals. They rattled cans, ate local cuisine, and practiced their craft live at DoMo Walls.

visit [domowalls.com](https://domowalls.com) to learn more

It all culminated in a community celebration at DoMo First Fridays on October 7th. Thanks to our partners and sponsors for making it a huge success!



### Camer1

**1324 J Street**  
Mayol & Barringer Law Offices

Cameron Moberg (San Francisco), whose artist name is Camer1, is an internationally sought artist, teacher, and public art advocate who is driven to add life and color to urban areas otherwise known for concrete and blight.

### Joel Aguilar

**1307 J Street**  
The State Theatre

Joel Aguilar (Livingston) has been in the art industry for over seven years and a muralist for two. Today, Joel is working on several murals intended to be multi-cultural and represent local communities in Livingston, California. In February of 2021, Aguilar made his mark as a social-historic artist in the South side of Merced with an art installation depicting civil rights leader Martin Luther King Jr. Aguilar said, "I feel blessed to be honoring Martin Luther King Jr. in this area."

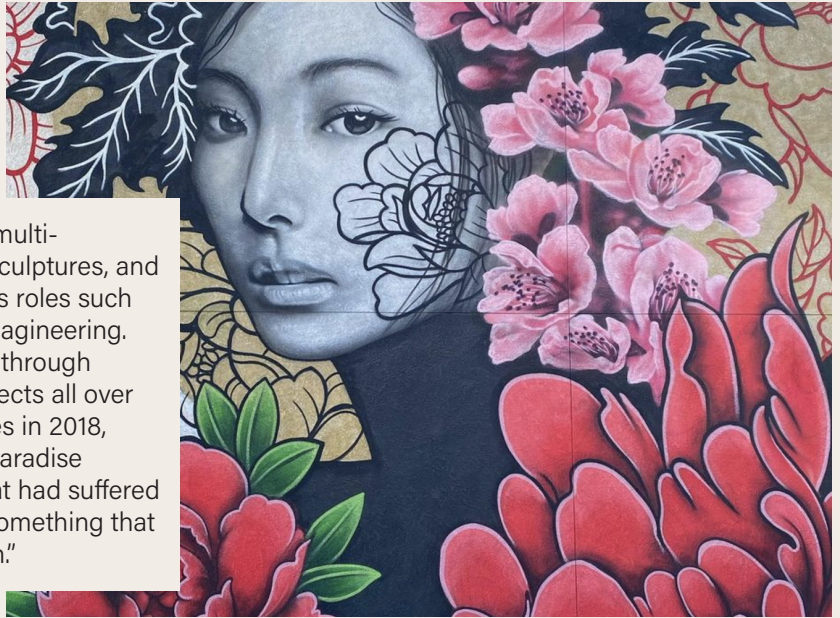


# Shane Grammer

1016 12th Street

Omega Pacific Insurance Solutions

Shane Grammer (Los Angeles) is a contemporary multi-disciplinary artist with a focus on art installations, sculptures, and paintings. As an art director, he has held prestigious roles such as Senior Dimensional Designer for Walt Disney Imagineering. Grammer has managed small to large-scale teams through conceptual design, fabrication, and installation projects all over the world. During the devastating California wildfires in 2018, Grammer was compelled to restore beauty in the Paradise community by painting multiple murals in areas that had suffered great ruin in the fire. He stated, "I wanted to paint something that brought hope in the middle of complete destruction."

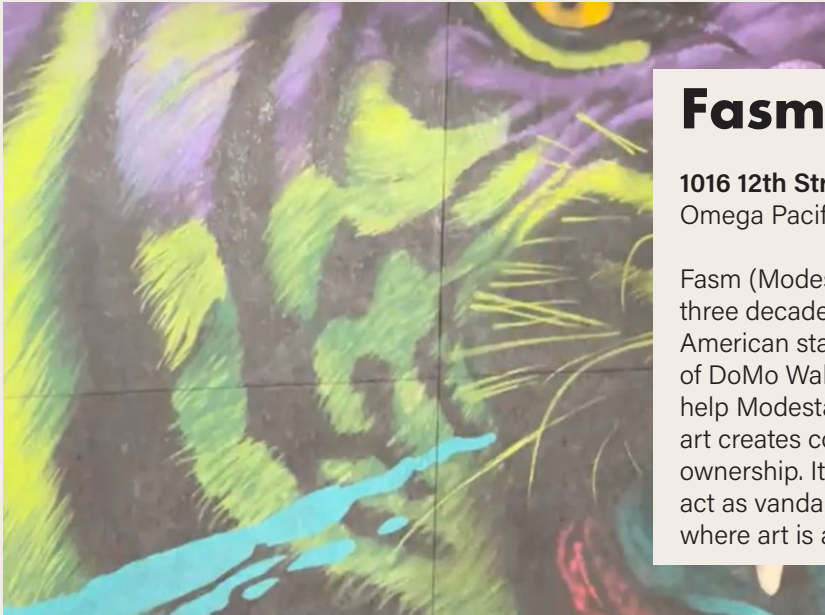


# Fasm

1016 12th Street

Omega Pacific Insurance Solutions

Fasm (Modesto) has been an international mural artist for three decades, making his mark in five countries, fifteen north American states, and numerous California cities. As co-producer of DoMo Walls, Fasm stated, "The mission of DoMo Walls is to help Modestans become a more art-centric community. Public art creates community pride as well as a sense of belonging and ownership. It makes spaces more beautiful and interesting, can act as vandalism abatement, and increases commerce in areas where art is attracting more visitors."

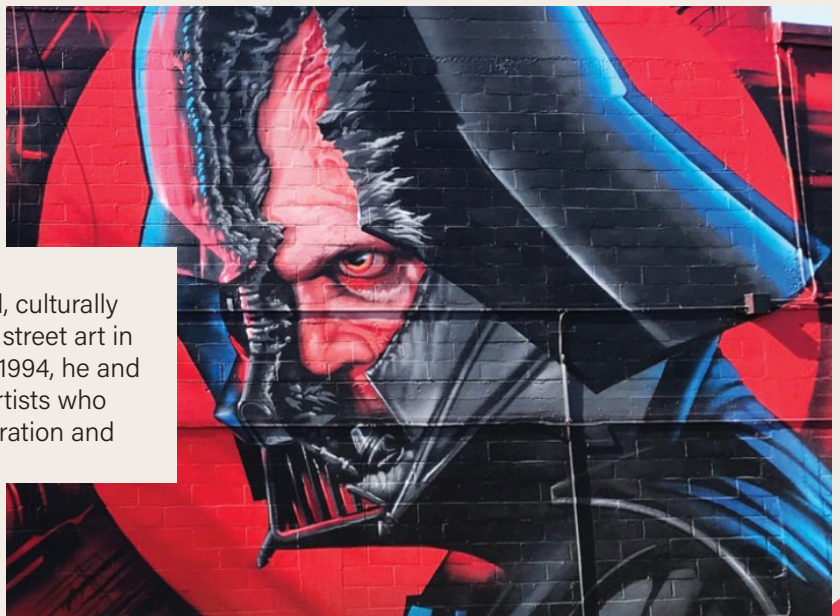


# Maxxer

1016 14th Street

Never Boring Designs

Maxxer (Anaheim) is known for work that is colorful, culturally relevant, and heavily influenced by the evolution of street art in the United States. Early in Maxxer's career, around 1994, he and his colleagues formed F4D Studios, a coalition of artists who practiced graffiti art and desired a place for collaboration and advanced community engagement.





# BACK OF HOUSE

A Street-Smart Tour Fit for a Foodie

▶▶ Progressive meal

📍 1.5 miles

🏠 4-5 restaurants

👨‍🍳 Meet the Chefs

🍷 Craft Beer, Wine, & Cocktail Tastings

↻ Rotating Destinations

🍴 Diverse Cuisine Experiences





In our first year

**200**  
GUESTS



**108**  
HOURS OF  
STORYTELLING



**100%**  
5-STAR REVIEWS

**23K**  
SOCIAL MEDIA REACH

**11K**  
WEBSITE VISITS

**9.3K**  
UNIQUE WEBSITE VISITORS

[backofhousefoodtour.com](http://backofhousefoodtour.com)

**BACK**  
**HOUSE**



# WINDOW IMPROVEMENT

In partnership with Modesto DID, we continued the window improvement program with the goals of:

visit [domopartnership.org/windows](https://domopartnership.org/windows) to learn more



**1** Improving district brand & experience



**2** Improving sales per square foot in the district



**3** Improving sales per square foot in businesses



...all while keeping it cost-effective and accessible

**Getting Creative**

Businesses learned to blur the line between “indoor” and “outdoor” with the goal of inviting pedestrians to experience the shop before they even cross the threshold.



Zyanya Boutique  
1004 13th Street



Before



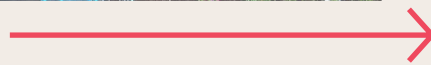
After



Mocha Magic  
920 16th Street



Before



After



Liliana Downtown  
1525 J Street



Before



After

# RAD CARD

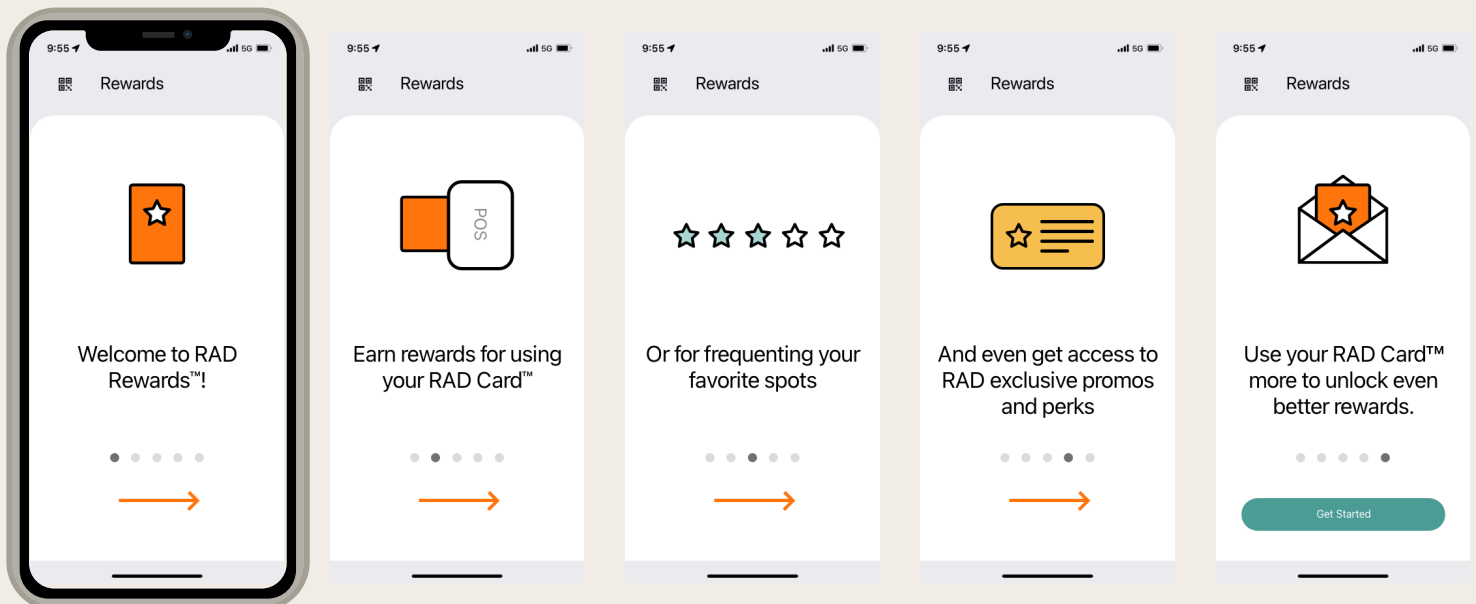
**109,801 K**

TOTAL USERS EXPOSED TO  
DOWNTOWN MODESTO BUSINESSES

**\$232,873.02**

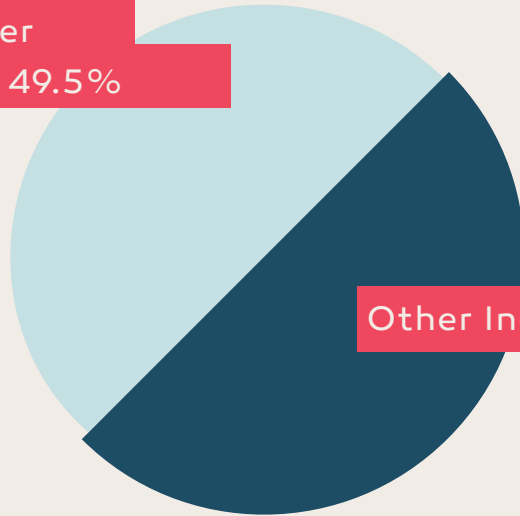
PAID TO DOWNTOWN MODESTO  
BUSINESSES IN 2022

In 2022, we worked on reconfiguring RAD Card to be an attractive tool to drive revenue to local businesses. We're underway on our loyalty feature and have been working with local businesses to create more meaningful features.



# REVENUE

Property Owner  
Assessments: 49.5%



Other Income: 50.5%

Property Owner  
Assessments: **\$731,349.24**

Other Income: **\$746,595.33**

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Total Revenue: **\$1,477,945**

## METHOD OF FINANCING:

The financing of district services provided by the Downtown Modesto Partnership is based upon the levy of special assessments of properties that receive benefits from the improvements and activities provided. Funds are dedicated to special services that are proportional to the rate paid by property owners and are allocated to three areas: cleaning and safety programs, image enhancement services and administration. The Partnership is also funded by activities and events such as RAD Card, DoMo First Fridays and DoMo Walls, which pay for themselves and drive additional benefit to stakeholders and downtown patrons.



# EXPENDITURES

Administration: 10%



Cleaning & Safety Programs: 51%

Image Enhancement Services: 39%

# STATEMENT OF FINANCIAL POSITION

December 31, 2022 - End of Fiscal Year

## ASSETS:

### Current Assets

Cash and Cash Equivalents	523,284
Cash and Cash Equivalents, Restricted	3,478,593
Contributions Receivable	20,075
Prepaid Expenses	1,104
<b>Total Current Assets</b>	<b>\$4,023,056</b>

### NON CURRENT ASSETS:

Security Deposit	2,108
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FIXED ASSETS: (Net of Accumulated Depreciation of \$136,357) 20,324

**Total Assets** **\$4,045,488**

## LIABILITIES AND NET ASSETS:

### Current Liabilities

Accounts Payable	45,387
Credit Cards Payable	2,430
Sales Tax Payable	411
Accrued Wages and Benefits	14,644
Accrued Compensated Absences	25,288
RAD Card	3,136,774
<b>Total Current Liabilities</b>	<b>\$3,224,934</b>

### NET ASSETS:

Net Assets Without Donor Restrictions	478,735
Net Assets With Donor Restrictions	341,819
<b>Total Net Assets</b>	<b>820,554</b>

**Total Liabilities and Net Assets** **\$4,045,488**

# **Downtown Modesto Partnership**

## **Administration**

### **Josh Bridegroom**

President/CEO  
josh@domopartnership.org

### **Stephanie Foster**

Director of District Identity  
stephanie@domopartnership.org

### **Elizabeth Buenrostro**

District Programming Manager  
elizabeth@domopartnership.org

### **Sara Lowry-Dominguez**

District Development Manager  
sara@domopartnership.org

### **Nicole Duffy**

Digital Marketing Manager  
nicole@domopartnership.org

### **Administrative Offices**

1003 10th Street Suite A  
Modesto, CA 95354

209.303.0411

admin@domopartnership.org