

TWENTY



ANNUAL REPORT

**Downtown
Modesto
Partnership**



Welcome to Downtown Modesto!

As I write this, our community is dealing with all the socioeconomic implications of the coronavirus. In some ways, it feels insensitive and almost inhumane to lean into what we've accomplished in the past year as our grasp on the future grows more tenuous and less certain with each passing day. On the other hand, perhaps this is the very reason why now is the perfect time to share stories of success, as they may help build community spirit and inspire hope for what is to come.

After all, it wasn't that long ago that downtown Modesto wasn't so healthy on a regular basis. In fact, it was in 2012 that a group of business owners, property owners and community leaders came together with the purpose of finding ways to improve the downtown area – people like Dave Gianelli, Cecil Russell, Dave White, Lynn Dickerson, David Boring, Nancy Young and Chris Murphy. Realizing that the incremental and fragmented management approach brought about through institutional silos was doing more to tear the fabric of downtown apart than weave a beautiful community tapestry, the group set out to change this. And change it they did, by creating the social and institutional underpinnings that would later be known as the Downtown Modesto Partnership.

It's hard to believe we just wrapped up our fourth year as a formal organization, providing services to the downtown district we love! In that short period of time the downtown community has improved in several key areas of economic vitality – including lower building vacancies, higher lease rates and improved property values. 2019 brought even more positive growth to the DoMo District. Events and activities like First Fridays and DoMo Walls fill our streets with vibrancy, supporting our businesses and forever changing the aesthetic of our downtown for the better.

Our cleaning and safety enhancement services have risen to the challenge of increasingly difficult times, removing hundreds of thousands of pounds of trash this year, helping individuals experiencing homelessness find resources and jobs and eliminating graffiti daily throughout the district. Our efforts were aided by Downtown Streets Team, a new nonprofit with a mission of helping homeless individuals find dignity and stability through work, which found a home in our offices in 2019.

We were proud to partner with the City to bring about many other positive changes in the past year, most notably the hiring of falconers to discourage thousands of starlings from defecating on our cars, sidewalks and outdoor dining patios, as well as the covering of electrical outlets throughout the downtown core that were an attraction for illegal charging and the chronic nuisance behavior associated with it. As we look ahead, we are perhaps most excited about our pending collaboration with the Downtown Improvement District, as they move into our offices later this year.

Of course none of this could be accomplished without the help of our downtown property and business owner community. If we stay on the course we're on, further delving into partnerships that amplify community development, our future looks bright indeed!

Sincerely,

Josh Bridegroom
President/CEO

Board of Directors

Josh Bridegroom | President and CEO

Lynn Dickerson | Board Chair
Gallo Center for the Arts

Barrett Lipomi | Vice President
RED Inc. Architects

Ryan Swehla | Secretary
Graceada Partners

Mike Moradian | Treasurer
McHenry Mansion Foundation

Fred Silva |
Damrell, Nelson, Schrimp, Pallios & Silva

David Boring | Never Boring Design

Ted Brandvold | City of Modesto

Saul Trujillo | Brenden Theatre

Ann Endsley | Greens on Tenth

Jennifer Jackson Romero |
The Denn Power Pilates

Kristy Rupp | Centerra Capital

Kirstie Boyett | The State Theatre

#DOMOFIRSTFRIDAYS

Mission Statement

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

2020 Annual Action Plan

- Partner with Downtown Improvement District to create shared goals
- Contract with City of Modesto to manage select downtown operations
- Complete vision document with City and begin implementation
- Master lease and re-tenant downtown property
- Create DMP trash receptacles sponsorship program
- Develop culinary arts tour
- Increase our grants & sponsorships

Downtown Community Benefit District Boundaries



HWY 99

K St

J St

I St

8th St

H St

9th St

10th St

11th St

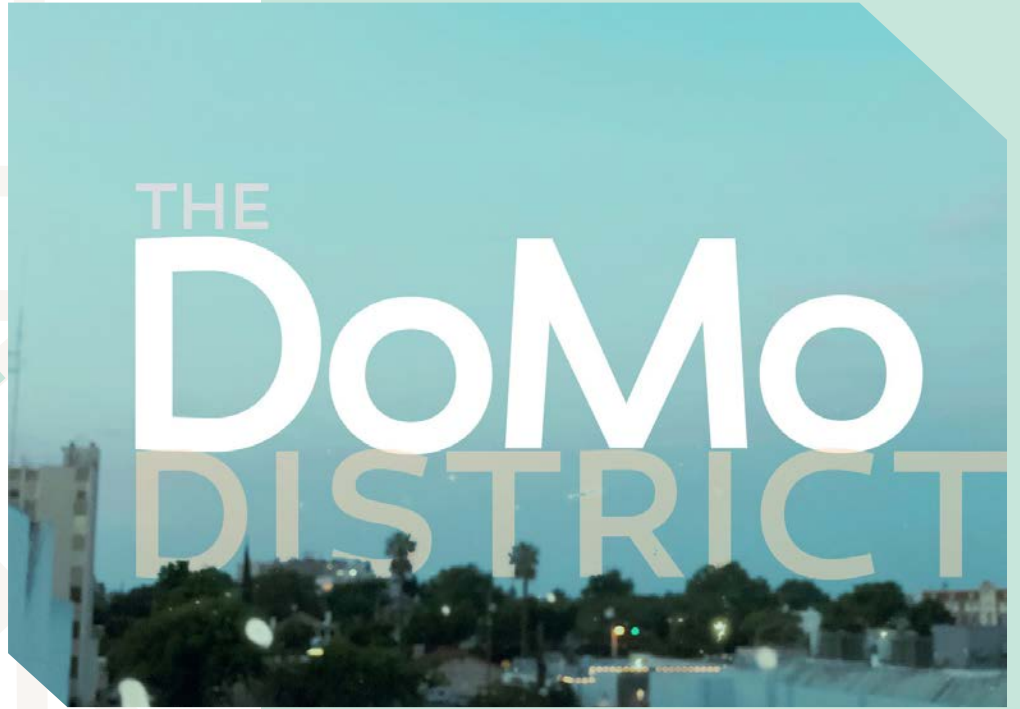
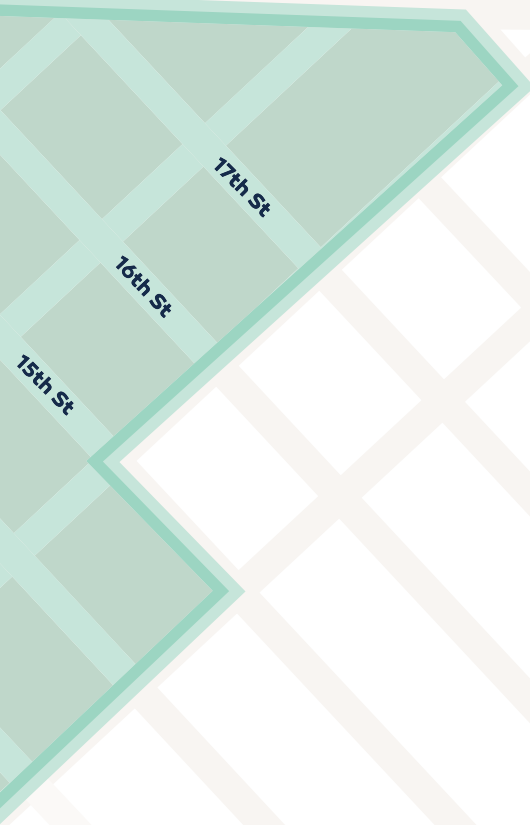
12th St

13th St

14th St

#DOMODISTRICT

THE DoMo DISTRICT



The Downtown Modesto Partnership is a non-profit 501(c)(3) community benefit corporation that's managed by the DoMo Partnership staff and its 13 member, property owner-based board.

JANUARY 2019 - DECEMBER 2019

Enhancing Downtown



10,400 HOURS spent cleaning
the **DOMMO** DISTRICT



697 GRAFFITI
REMOVALS

2,934 interactions with homeless persons



770 calls for service



493,279
POUNDS
OF TRASH
COLLECTED

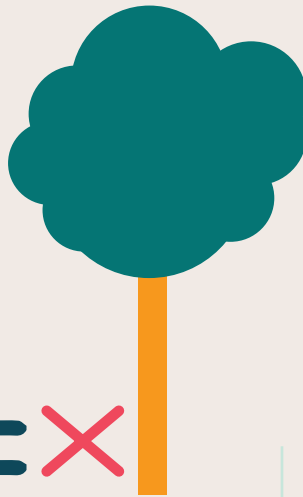


BUSINESS and PATRON CONNECTIONS

Our Downtown Experience Engineers are just a quick email away!
service@domopartnership.org



56 NUISANCE-ATTRACTING
ELECTRICAL OUTLETS
COVERED



hawker hired to scare away
THOUSANDS of
nuisance starlings



STAYING CONNECTED AND GROWING Relationships With the Community

DECEMBER 1, 2018

FOLLOWERS

 **4,667**

 **2,172**

 **188**

DECEMBER, 2019

FOLLOWERS

5,261

4,267

239


1,016
AVERAGE
VISITS
MONTHLY

67% INCREASE

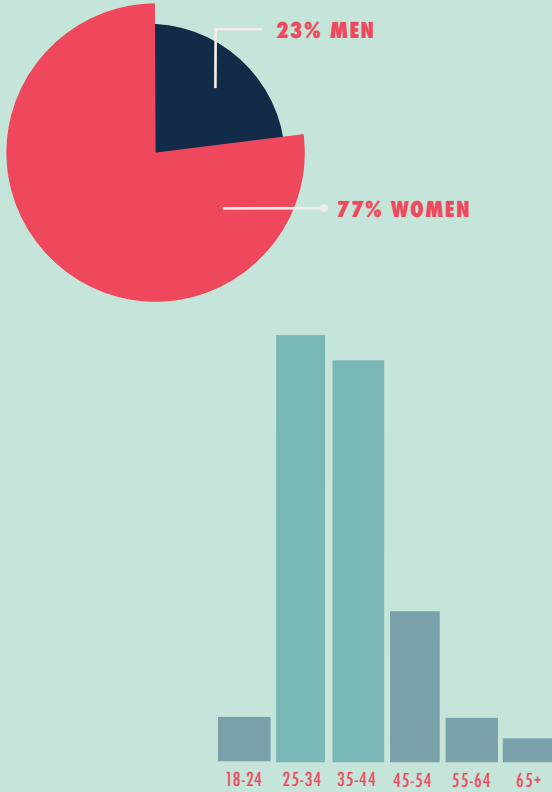
81% ARE
NEW USERS

16 STORIES ABOUT DOWNTOWN MODESTO
PARTNERSHIP IN LOCAL MEDIA

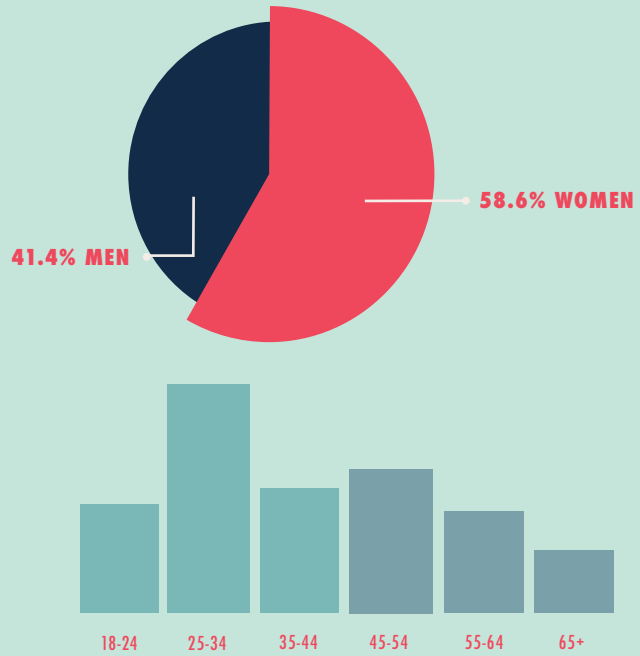
STRATEGIC COMMUNICATION

Reaching Target Audiences

INSTAGRAM

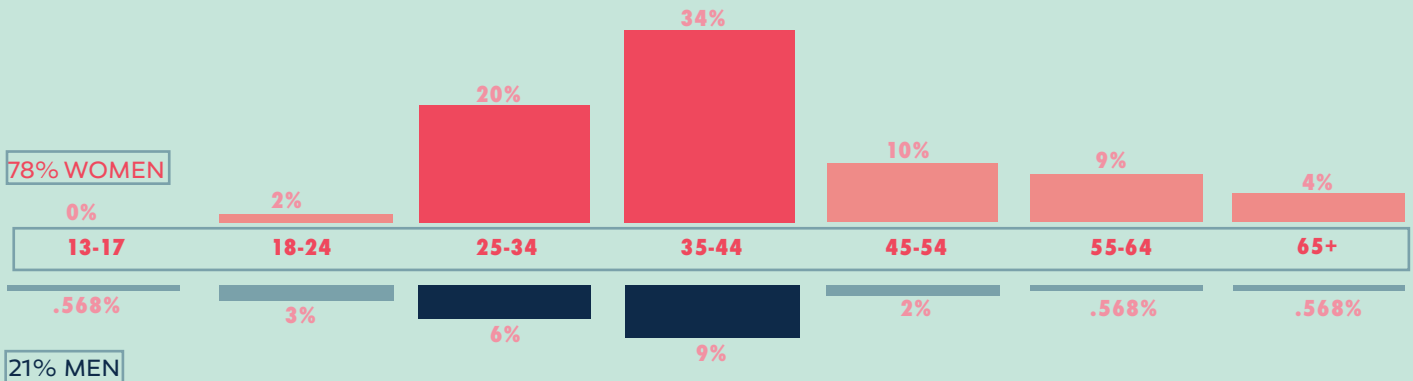


WEBSITE



“...research suggests that younger Americans’ preference for urban living is real and not wearing off.” CityLab, May 2019

FACEBOOK: WHO’S ENGAGING WITH US



IMPROVING THE DOMO DISTRICT EXPERIENCE

Fulfilling Our Mission

Downtown Vision Document

- Co-developed Request For Proposal
- Assisted with selection interviews
- Partnered to develop walking tour and community focus group meetings
- Facilitated community engagement
- Coordinated charrette venue and catering
- Developed a demonstration parklet
- Assisted City with review of draft document
- Provided environmental and contextual data to consultant



DISCOVER DoMo

PASS



DISCOVERDOMO.COM

Developed and launched to promote a day (or two!) of lingering longer downtown, experiencing the district at a value that cannot be matched.

DoMo Hunt, a mobile game experience

A brand new scavenger hunt that takes patrons on a downtown adventure of puzzle-solving and curated sight-seeing. It's a fun way to discover the DoMo District.

THEDOMOHUNT.COM



DoMo Walls

Partnered with Fasm Creative bring seven artists from around the world to compete in a street-art mural battle, yielding seven world-class murals in the heart of downtown. Patrons now visit and enjoy these public art installations every day.



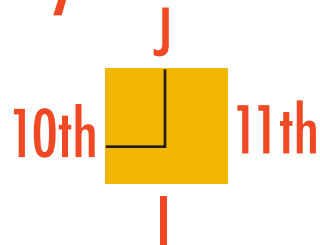
domopartnership.org/about-domo-walls

OCTOBER 2-5 2019



artists from
Modesto
Brooklyn
Sacramento
Toronto
Austin
Argentina
Mexico

“Mural Alley”
alleys
bounded
by



Created first-ever guided downtown mural bike tour

Streets



DoMo FIRST FRIDAYS

The rainbow brand for First Fridays is like an umbrella welcoming community members to activate space with positivity, creativity and culture. Everyone fits under the First Fridays rainbow. Small business entrepreneurs line the streets and demonstrate potential use of vacant brick and mortar spaces. Culture, cuisine and community connect in the downtown, and DoMo First Fridays continue to build that connection with people all over the region.

#DOMOFIRSTFRIDAYS

DoMo FIRST FRIDAYS

occurs the first Friday
of every month

10th between
I and K
Streets

6 to 10 pm

April - October



First Fridays included:

- Breakdance workshops and performances
- Salsa dance workshops with Rueda Time
- Market Mashups with Four Friends Market, Opera Modesto with Martins Brothers Cavaleiros, Azorean and Portuguese Community Leaders, DoMo Walls
- Outdoor figure drawing classes with Mistlin Gallery
- Plus buskers, beat boxers, art installations, live art and more!
- Pop-up toddler time library
- Live demonstrations with Title Sponsor Doctors Medical Center, da Vinci surgical robot, YES Company
- Special Guest Sponsors: Modesto Police Department, Modesto Nuts Professional Baseball, Stanislaus County, City of Modesto, Greens on Tenth, Persuasion Brewing Co. and Contentment Brewing Co.

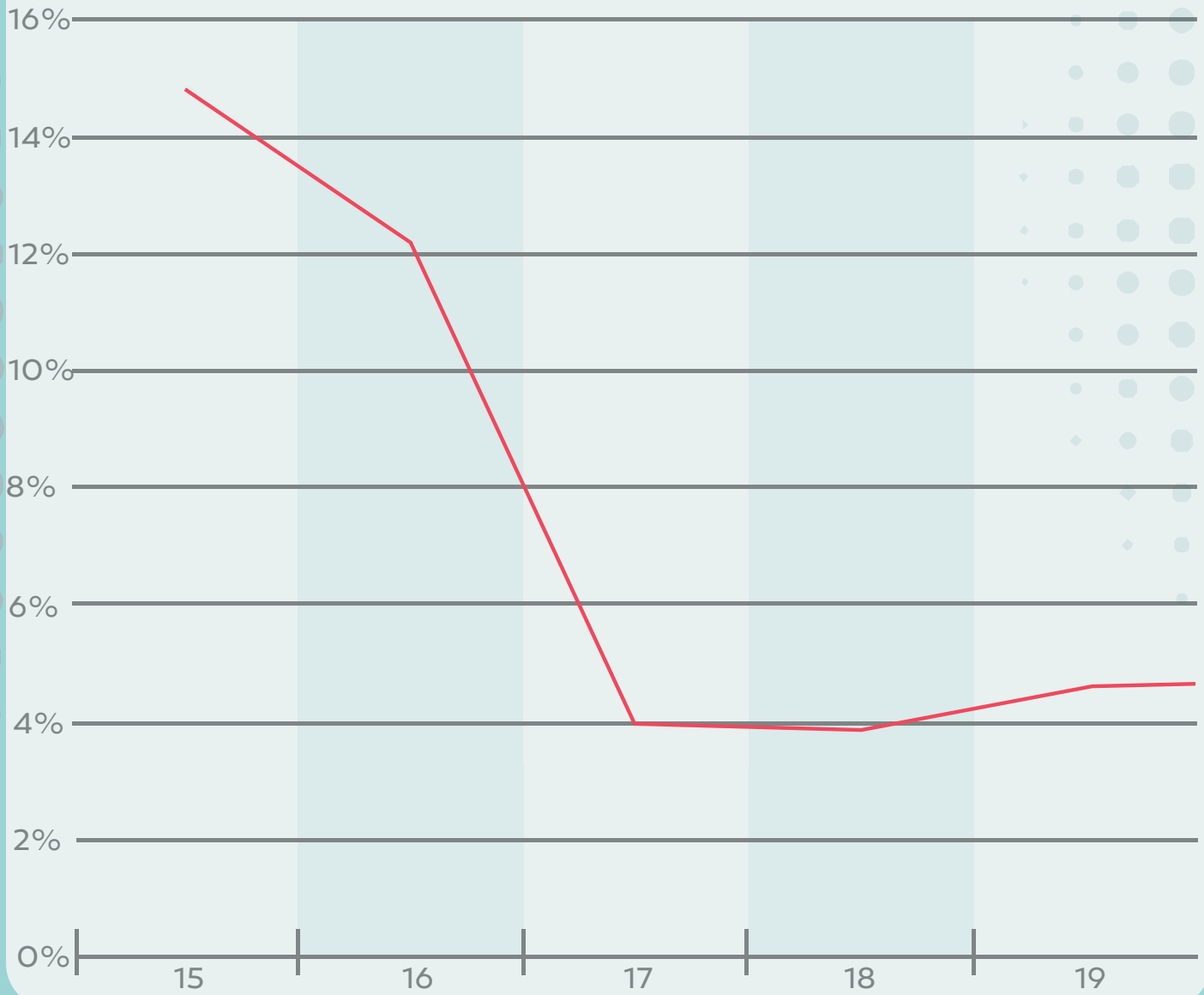
Growing
year
over
year



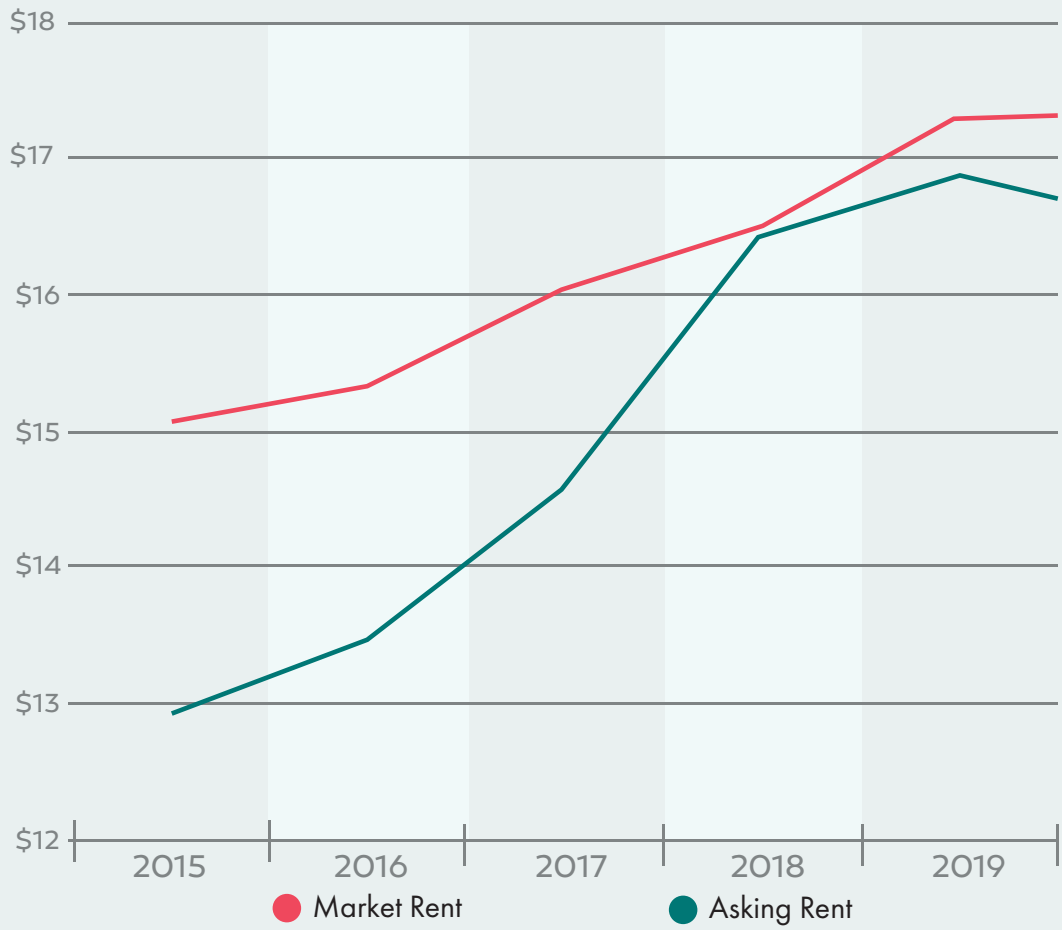
ECONOMIC PROGRESS

Since the Downtown Modesto Partnership was founded

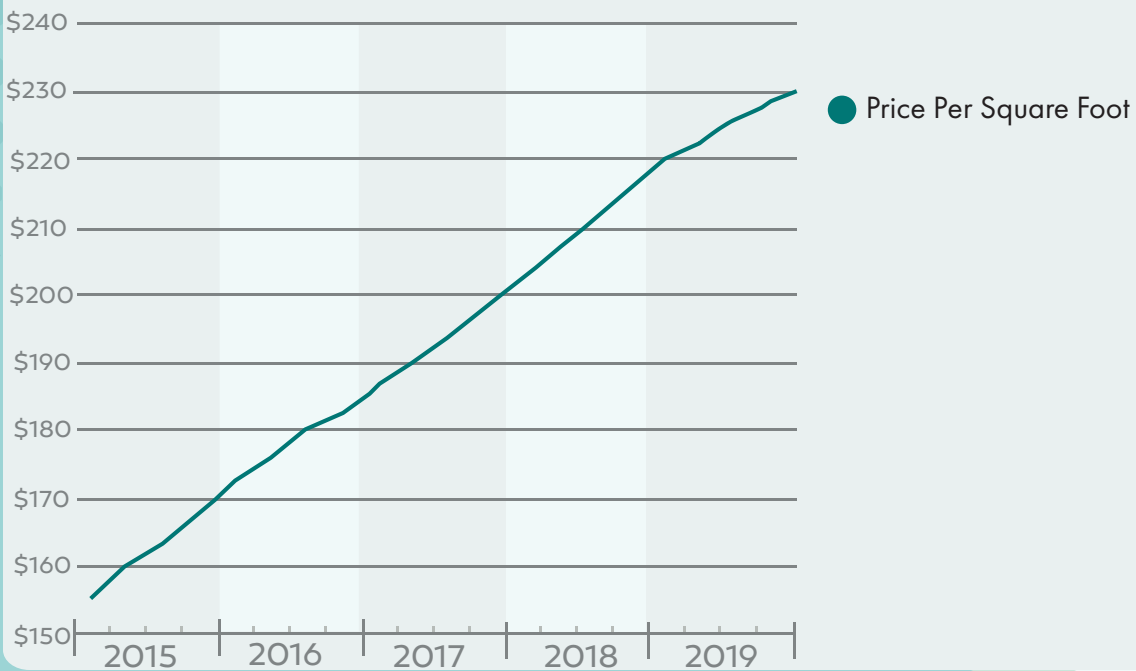
VACANCY RATE



ANNUAL LEASE RATE PER SQ FT



SALES PRICE PER SQ FT



DATA PROVIDED BY COSTAR THROUGH OPPORTUNITY STANISLAUS

FINANCIALS

The Partnership is on Solid Financial Footing

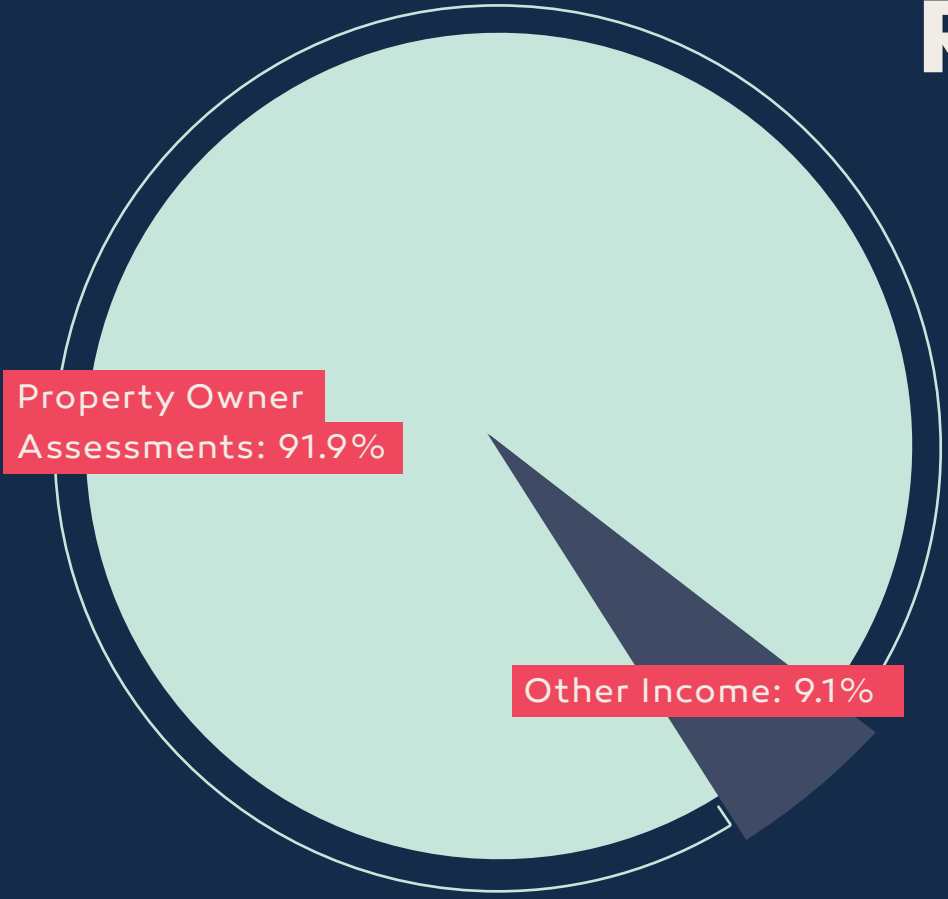


Revenue

PROPERTY OWNER ASSESSMENTS:
\$710,277

OTHER INCOME:
\$67,532

TOTAL REVENUE:
\$777,809.00



METHOD OF FINANCING:

The financing of the Downtown Modesto Partnership is based primarily upon the levy of special assessments of properties that receive special benefits from the improvements and activities provided. There are four factors used in the determination of proportional benefit to the parcels.

- Linear frontage
- Lot size or footprint
- Building square footage
(excluding parking structures built within the building that predominantly serve the tenants of the building and are not open to the public)
- Future residential condos that will be constructed within the District.

Expenditures

Administration: 10%



Cleaning & Safety Programs: 55%

Image Enhancement Services: 35%

Statement of Financial Position

December 31, 2019 • End of Fiscal year

ASSETS:

Current Assets

Cash and Cash Equivalents	\$483,765
Contributions Receivable	5,200
Prepaid Expenses	1,480
Total Current Assets	\$490,445

NON CURRENT ASSETS:

Security Deposit	2,108
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FIXED ASSETS: (Net of Accumulated Depreciation of \$77,183)	84,990
Total Assets	\$577,543

LIABILITIES AND NET ASSETS:

Current Liabilities

Accounts Payable	\$12,341
Credit Cards Payable	2,479
Accrued Wages and Benefits	6,674
Accrued Compensated Absences	24,369
Total Current Liabilities	\$45,863

NET ASSETS:

Unrestricted Net Assets	525,180
Temporarily restricted Net Assets	6,500
Total Net Assets	531,860
Total Liabilities and Net Assets	\$577,543





#DOMOFIRSTFRIDAYS

courtesy of Photos Just So

**Downtown
Modesto
Partnership**
Administration:

Josh Bridegroom,
President/CEO
josh@domopartnership.org

Stephanie Foster,
Director of District Identity
stephanie@domopartnership.org

Reggie Rucker,
Director of Placemaking
reggie@domopartnership.org

Karla Gregg,
Digital Marketing Coordinator
karla@domopartnership.org

Shy Lloyd,
Office Manager
shy@domopartnership.org

Downtown Experience Engineers
For safe and clean services, email
service@domopartnership.org

**ONE SQUARE MILE.
ENDLESS POSSIBILITY.**

Phone:
209.303.0411

Location and Mailing Address:
1003 10th Street Suite A
Modesto, CA 95354

domopartnership.org

