

## Board of Directors Joint Meeting Agenda

Date of Meeting:	<b>3/16/2022</b>	Time:	<b>4:00PM</b>
Board Chairs:	Barrett Lipomi/David Boring	Location:	1003 10th Street
<b>1. Discussion Items</b>			
<b>#</b>	<b>Topics</b>	<b>Presenter</b>	
1	Open Meeting (2 min)	Barrett L.	
2	DMP/DID Collaboration	Barrett L./ David B.	
3	DID Approval of Minutes (2 min)	David B.	
4	DMP Approval of Minutes (2 min)	Barrett L.	
5	Public Comments (The Board of Directors welcomes participation in meetings. This time on the agenda is provided for members of the public to address the Board of Directors of DMP on matters of concern that fall within the jurisdiction of the Board that are not on the agenda. Speakers are encouraged to consult with management prior to agenda preparation regarding any DMP operation or responsibility. As per the Brown act, no action can be taken on non-agenda issues. It is not required, but speakers may provide their name and address. Because these are non-agenda matters, no discussion or comment by the Board should be expected except to properly refer the matter for review or action as appropriate. Public Comments will be limited to five minutes per speaker.) (5 min)	Any	
6	Downtown Administrative Report (Recap of recent activities and upcoming initiatives: New Finance Manager, Experience Engineers, Modesto Children’s Museum, RAD Card, Food Tour, Window Improvement Program, First Fridays, Annual Audit, City Admin Fee Increase, DID Directors and Officers 2022) (15 Min)	Josh B./Heidi S.	
7	DMP Action: Discuss Financials (5 Min)	Josh B.	
8	DID Action: Discuss Financials (5 Min)	Heidi S.	
9	DMP and DID Action: Discuss Downtown Sponsorship Criteria (10 min)	Heidi S./ Josh B.	
10	DMP Action: Executive Team Recommendation - Discuss Annual Report (20 min)	Barrett L.	
11	DID Action: Discuss Allocating up to \$3,000 for staffing for D.I.D mapping project and summer parades (5 min)	Heidi S.	
12	Adjourn Regular Meeting	Barrett L.	

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Description	Brought by
01/19/22 DMP/DID Board Meeting Minutes	Elizabeth B.
3/03/22 DID Board Meeting Minutes	Elizabeth B.
RAD Card P&Ls	Elizabeth B.
City Admin Fee Increase for DID	Elizabeth B.
DID Directors and Officers for 2022	Elizabeth B.
DMP Financials	Elizabeth B.
DID Financials	Elizabeth B.
Downtown Sponsorship Criteria	Elizabeth B.
DMP Annual Report	Elizabeth B.

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## Board of Directors Meeting Minutes

Date of Meeting:	<b>01/19/2022</b>	Time:	<b>4:00PM</b>
Minutes Prepared By:	Elizabeth Buenrostro	Location:	1003 10 <sup>th</sup> Street, Ste. A

### Attendance

<b>Present</b>	DMP: Barrett Lipomi, Ryan Swehla, Kirstie Boyett, Blake Humble, Erin Doran, Kathryn Davis, Charles Doll, Josh Bridegroom, Fred Silva, David Boring DID: Bart Barringer, David Boring
<b>Absent</b>	DMP: Ann Endsley, David Darmstandler DID: Thomas Lopes, Lauren Trevino
<b>Other</b>	Heidi Savage, Stephanie Foster, Elizabeth Buenrostro

### Discussion

#	Topics	
1	Open Meeting - Barrett opened the meeting at 4:09 p.m.	Barrett L.
2	DID Approval of Minutes - David B. called for approval of the minutes for the meeting of 11/17/2021 o Board approved the minutes as presented (B. Barringer/ Boring B. both spoke for the other two board members that were missing/unanimous)	David B.
3	DMP Approval of Minutes - Barrett called for approval of the minutes for the meeting of 11/17/2021 o Board approved the minutes as presented (R. Swehla/K. Boyett; Unanimous)	Barrett L.
4	Public Comments - No public comments were made	Any
5	Downtown Administrative Report - Josh recapped recent activities and upcoming initiatives. - Heidi gave an update on the downtown holiday garlands, discussed other downtown amenities that are possibly in the works, one being having DMP take the lead role in the yearly downtown holiday decorations.	Josh B./Heidi S.
6	DMP Action: Discuss Financials - Josh presented the financials to the board o Board approved financials for YTD 11/17/2021 as presented (R. Swehla/ F. Silva; Unanimous)	Josh B.
7	DMP Action: Discuss CEO Expenditure Cap - Ryan presented an increase of \$5,000.00 from \$1,000.00 of the expenditure cap spending amount. o Board approved the expenditure cap increase as presented (R. Swehla/ C. Doll/Unanimous)	Ryan S.

8	<p>DID Action: Discuss Annual Audit</p> <ul style="list-style-type: none"> <li>- David presented the DID Annual Audit to the board <ul style="list-style-type: none"> <li>o Board approved the Annual Audit, as presented (D. Boring/ B. Barringer; Unanimous)</li> </ul> </li> </ul>	David B.
9	<p>DMP and DID Action: Discuss allocating up to \$5,000 for window improvement grants</p> <ul style="list-style-type: none"> <li>- Heidi presented the allocating up to \$5,000 for window improvements grants <ul style="list-style-type: none"> <li>o DID Board approved allocating up to \$5,000 for window improvements as presented (D. Boring/ B. Barringer; Unanimous)</li> <li>o DMP Board approved allocation up to \$5000 for window improvements as presented (R. Swehla/ K. Boyett; Unanimous)</li> </ul> </li> </ul>	Heidi S.
10	<p>Adjourn Regular Meeting</p> <ul style="list-style-type: none"> <li>- Barrett adjourned meeting at 4:41 p.m.</li> </ul>	Barrett L.
11	<p>*Closed Session</p> <ul style="list-style-type: none"> <li>- DMP Action: Executive Team Recommendation – Discuss CEO Compensation, Bonus and 2022 Performance Criteria</li> </ul>	Barrett L.

**Next Meeting (if applicable)**

Date: 3/18/2022	Time: 4:00 p.m.	Location: 1003 10 <sup>th</sup> St. Suite A
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**MODESTO D.I.D. SPECIAL MEETING**

**Closed Session**

**March 3, 2022**

**MINUTES**

**BOARD MEMBERS PRESENT:** Maria Apodaca, Bart Barringer, David Boring, Charles Doll, Thomas Lopes, Lauren Trevino

**BOARD MEMBERS ABSENT:** None

**STAFF:** Heidi Savage

The Modesto Downtown Improvement District board of directors special meeting, conducted via Zoom, started at 4:00p.m.

There was discussion about the loaned executive agreement between the Downtown Modesto Partnership and the Modesto Downtown Improvement District.

It was moved by Thomas Lopes and seconded by Maria Apodaca to terminate the Consulting Agreement between the DMP and the Modesto D.I.D. for the Executive Director. Motion passed unanimously.

Adjourned at 4:50 P.M.

Respectfully Submitted,

Heidi Savage

# RAD Card

## Statement of Activity

All Dates

	TOTAL
Revenue	
31070 Events Income	
RAD Income	760,257.00
<b>Total 31070 Events Income</b>	<b>760,257.00</b>
<b>Total Revenue</b>	<b>\$760,257.00</b>
GROSS PROFIT	<b>\$760,257.00</b>
Expenditures	
41005 Bank Fees	69.79
41055 RAD Gift Card	6,969.75
Admin Assist	16,972.74
Amazon Web Services	2,488.87
App Development	289,391.79
Credit Card Fees	149,091.71
Insurance - Cyber Liability	8,807.34
Legal & Professional Fees	4,432.56
Marketing & Website	25,525.45
Staff - Labor	52,000.00
Tipalti Fees	2,178.92
<b>Total 41055 RAD Gift Card</b>	<b>557,859.13</b>
41100 Office Supplies	20.00
41170 Travel & Entertainment	
Meals, Meetings & Travel Exp	900.58
<b>Total 41170 Travel &amp; Entertainment</b>	<b>900.58</b>
<b>Total Expenditures</b>	<b>\$558,849.50</b>
NET OPERATING REVENUE	<b>\$201,407.50</b>
Other Revenue	
32010 RAD Card Bank Interest	1,609.31
<b>Total Other Revenue</b>	<b>\$1,609.31</b>
NET OTHER REVENUE	<b>\$1,609.31</b>
NET REVENUE	<b>\$203,016.81</b>

<b>DID Annual Admin Fee</b>	
<b><u>Monthly tasks &amp; Reconciliation</u></b>	<b>Annual Cost</b>
Pull reports, gather reconciliation support, reconcile HdL and Oracle data. Issues research.	\$ 3,906
<b><u>Quarterly DID System Verification</u></b>	
Pull reports and verify system is correctly calculating the DID amount. Verify Penalties are not being included in the annual cap. Quarterly payment request.	\$ 421
<b><u>Annual True-up &amp; Accrual and DID Business Check</u></b>	
Pull reports, true up, and accrue data to fiscal year.	\$ 553
PRN - 24 hours for correspondence, monthly and annual report review and distribution, insurance review and update, budget entry, and research anomalies.	\$ 1,512
<b>Total Admin Cost Projection for FYE 23</b>	<b>\$ 6,392</b>
FY 21 & FY 22 Admin Fee	\$ 4,045
Change (increase) in Admin Fee*	\$ 2,347
*Prior fee was not including a costs for PRN division. Increase also due to higher wages and overhead in 2023 vs 2021 and 2022 estimates.	

The following summarizes the increase in the City of Modesto’s annual Administration fee (Section 2 A of MOU) from \$4,045 to \$6,392:

- 1) No increases were made in FY 21/22
- 2) As part of the review of this calculation, Parks and Recreation staff time was not captured in this fee (FY 22-23 - \$1,512).
- 3) The fee captures staff time to provide the administrative support for the collection and distribution of DID tax.
- 4) Increases represent COLA and benefit increases. The City anticipates salary increases around 2-3% but will continue to review and discuss annually with DID.
- 5) With the City no longer having to provide the services to pay vendors and manage the accounting records for DID, we no longer charge the fee of \$1,800-\$2,000 annually which accounts for various accounting, budget, A/P fee for services.
- 6) This annual fee will be implemented as part of the FY 22-23 budget year.



#### **New Director**

- Maria Apodaca – Confirmed by City Council, February 8, 2022

#### **Re-Appointments**

- David Boring – Confirmed by City Council, February 8, 2022
- Bart Barringer – Confirmed by City Council, February 8, 2022

#### **Board Officers Nominees for 2022**

- Board Chair – David Boring
- Vice Chair – Charles Doll
- Executive Committee – Lauren Trevino



**Downtown Modesto Partnership**  
**Budget vs. Actuals**  
YTD Feb 28, 2021  
Modified Accrual

	YTD Actual	YTD Budget	YTD Variance	Annual Budget	% of Annual Budget
<b>Revenue</b>					
31020 Board Donations	0	0	0	1,200	0.00%
31030 CBD Income	458,741	458,741	0	700,000	65.53%
31040 Contracted Services	18,237	18,937	-700	113,621	16.05%
31060 Sublease	3,000	2,600	400	15,600	19.23%
31070 Events/Activities Income	1,392	1,392	0	130,860	1.06%
31085 Sponsorship/Advertising	0	0	0	30,000	0.00%
31090 Misc. Donations	0	0	0	0	0.00%
31015 Bank Interest	138	125	13	750	18.35%
<b>Total Revenue</b>	<b>481,508</b>	<b>481,795</b>	<b>-288</b>	<b>992,031</b>	<b>48.54%</b>
<b>Expenditures</b>					
41000 Advertising/Marketing	1,818	4,431	-2,613	26,586	6.84%
41010 Benefits					
Health Insurance	9,069	9,067	2	54,400	16.67%
Pension	4,109	3,158	951	18,950	21.68%
41020 Board Meetings & Convenings	0	167	-167	1,000	0.00%
41040 Dues, Subscriptions & Licenses	399	667	-268	4,000	9.97%
41041 Employee Parking	1,594	667	927	4,000	39.85%
41050 Events/Activities	9,937	9,167	771	55,000	18.07%
41070 Liability Insurance	242	242	0	4,600	5.26%
41090 Office Improvements & Maint.	0	0	0	8,500	0.00%
41100 Office Equipment & Supplies	1,351	1,500	-149	9,000	15.02%
41110 Outside Services					
Auditor/CPA	0	0	0	5,500	0.00%
Eco Counter	0	1,461	-1,461	8,765	0.00%
Rank Security	1,026	4,000	-2,974	24,000	4.28%
SinglePoint	1,476	1,250	226	7,500	19.68%
StreetPlus	37,219	41,667	-4,448	250,000	14.89%
41120 Payroll	51,680	60,833	-9,153	365,000	14.16%
41130 Payroll Tax Expense	5,242	5,475	-233	32,850	15.96%
41140 Postage & Delivery	0	67	-67	400	0.00%
41150 Professional Development	51	833	-782	5,000	1.02%
41155 Public Space Beautification	0	3,333	-3,333	20,000	0.00%
41160 Rent	8,080	8,080	0	48,480	16.67%
41170 Sponsorship	0	1,667	-1,667	10,000	0.00%
41170 Travel & Entertainment	907	1,500	-593	9,000	10.08%
41180 Utilities	2,228	2,167	62	13,000	17.14%
41190 Vehicle Expenses	553	667	-114	4,000	13.82%
41200 Workers Compensation	272	417	-145	2,500	10.86%
<b>Total Expenditures</b>	<b>\$ 137,253</b>	<b>\$ 162,481</b>	<b>\$ (25,228)</b>	<b>\$ 992,031</b>	<b>13.84%</b>
<b>Net Revenue</b>	<b>\$ 344,255</b>				
<b>Valley First Credit Union</b>	<b>\$ 456,798</b>				
<b>Oak Valley Savings</b>	<b>\$ 392,523</b>				
<b>Total Cash On Hand</b>	<b>\$ 849,321</b>				

# Modesto Downtown Improvement District

## Statement of Financial Position

As of March 15, 2022

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
11000 Business Checking	245,002.59
12000 City of Modesto Account	0.00
<b>Total Bank Accounts</b>	<b>\$245,002.59</b>
<b>Total Current Assets</b>	<b>\$245,002.59</b>
<b>TOTAL ASSETS</b>	<b>\$245,002.59</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable (A/P)	0.00
<b>Total Accounts Payable</b>	<b>\$0.00</b>
Credit Cards	
13000 Card Services Center	0.00
<b>Total Credit Cards</b>	<b>\$0.00</b>
Other Current Liabilities	
14000 Payroll Liabilities	
American Funds	2,062.53
CA PIT / SDI	0.00
CA SUI / ETT	0.00
Federal Taxes (941/944)	0.00
TBD	410.49
<b>Total 14000 Payroll Liabilities</b>	<b>2,473.02</b>
14100 Loan Payable	0.00
Direct Deposit Payable	0.00
<b>Total Other Current Liabilities</b>	<b>\$2,473.02</b>
<b>Total Current Liabilities</b>	<b>\$2,473.02</b>
<b>Total Liabilities</b>	<b>\$2,473.02</b>
Equity	
Retained Earnings	195,224.97
Net Revenue	47,304.60
<b>Total Equity</b>	<b>\$242,529.57</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$245,002.59</b>

# Modesto Downtown Improvement District

## Statement of Activity

July 1, 2021 - March 15, 2022

	TOTAL
Revenue	
41000 Mill Tax DID	189,321.19
<b>Total Revenue</b>	<b>\$189,321.19</b>
GROSS PROFIT	<b>\$189,321.19</b>
Expenditures	
51000 Advertising & Marketing	614.44
Branding	741.32
Social Media & Website	4,475.00
<b>Total 51000 Advertising &amp; Marketing</b>	<b>5,830.76</b>
52000 Board Meetings	655.06
52025 Contractor Reimbursable - Field Services	22,500.00
52027 Contracted Service w/DMP	19,074.93
52050 Dues & Subscriptions	763.37
52075 Liability Insurance	2,945.10
52100 Office Lease	11,700.00
52150 Office Supplies & Misc.	1,330.24
52175 Payroll Expenses	
Company Contributions	
Retirement	3,800.19
<b>Total Company Contributions</b>	<b>3,800.19</b>
Salaries	4,583.33
Taxes	1,679.92
Taxes - Payroll	350.63
Wages	21,959.70
<b>Total 52175 Payroll Expenses</b>	<b>32,373.77</b>
52200 Postage & Shipping	25.80
52350 Professional Services	
Accounting	2,250.00
CPA	4,000.00
<b>Total 52350 Professional Services</b>	<b>6,250.00</b>
52400 Programs & Events	522.26
Art Installation	12,500.00
Banners	4,627.01
Beautification	692.28
Graffiti Parade	91.77
Parklets	1,674.24
Sponsorship	500.00
Window Improvement Program	16,526.32
<b>Total 52400 Programs &amp; Events</b>	<b>37,133.88</b>
52500 Travel & Entertainment	
Meals	167.73
Parking	470.00
<b>Total 52500 Travel &amp; Entertainment</b>	<b>637.73</b>
52700 Utilities & Telephone	795.95
<b>Total Expenditures</b>	<b>\$142,016.59</b>
NET OPERATING REVENUE	<b>\$47,304.60</b>
NET REVENUE	<b>\$47,304.60</b>

## Downtown Modesto Sponsorship Criteria

The Modesto Downtown Improvement District and DoMo Partnership will each budget up to \$10,000 per year to sponsor activities and events that are beneficial to the downtown. The director of each organization has the authority to sponsor activities and events that pass the sponsorship test, as outlined below, provided any single sponsorship in excess of \$1,000 will require approval from the respective organization's Executive Committee.

- 1) Does it fit the downtown brand of: Comfortable Cosmopolitan — Where Culture, Cuisine and Community Connect?
- 2) Does it complement the downtown plan and strategic direction?
- 3) Does it contribute to the beautification, vibrancy and economic development of downtown?
- 4) Is it produced by a nonprofit entity?
- 5) In addition to the above, events should:
  - a. Have targeted audiences/themes, but remain open and welcoming to all (have something for everybody).
  - b. Provide multiple activities and sensory experiences to keep visitors engaged (e.g., music, food, overlapping activities that cater to differing interests).
  - c. Be coordinated with downtown businesses and organizations well in advance to ensure minimal interruption and provide opportunity for them to participate through vendor booths, sponsorship, handouts, etc.
  - d. Keep street closures or barricades to a minimum (i.e., disruption of normal downtown circulation patterns should be minimized). Wherever possible, events should be contained within sidewalk or plaza areas. Events with limited attendance and/or that take place on sidewalks, plazas, etc. do not require street closures.
  - e. Not gate patrons out of downtown (i.e., prohibit entry or require an admission fee to access streets or businesses).

# Annual Report 2021



# Downtown Modesto Partnership



# Welcome Downtown

California schools just lifted their mask mandate, perhaps the most significant sign yet that the worst of the pandemic is behind us – and a very welcome sign indeed! 2021 certainly didn't start the way we thought it would. It didn't end the way we thought it would, either. In late 2020, there was much hope that we were emerging from the pandemic. The DoMo Partnership thought we would coast into 2022 with near-normal programming, particularly as the weather warmed. We couldn't have been more wrong, and just like the previous year, we had to adapt our operations to the circumstances of a long slog through an ecosystem mired in a morass of changing health, social and legal conditions.

We were pleased when the City agreed to partner with us to provide another round of matching funds for the RAD Card, amplifying sales at downtown restaurants and retailers alike and helping to further buoy the downtown economy through the pandemic. Within two months of those funds becoming available, 1.3 million dollars had been loaded on people's devices, and downtown businesses became the primary beneficiary of the windfall of spending that ensued. Correspondingly, we have seen an uptick in gifted cards, as more users realize just how RAD it is to give as a gift to their loved ones, even without funds being matched. As one user told us, why buy a gift card for one location when this program is accepted at many of our favorite spots and helps support locally owned businesses.

Complimenting the RAD Card program, the Partnership continued to aid in the development of more downtown parklets to increase the availability of outdoor dining by offering up to \$3,000 per business to help cover the cost of construction. The Downtown Improvement District augmented that by up to \$500 per business and assisted with the permitting processes. The Partnership was also able to partner with Opportunity Stanislaus to procure a \$15,000 grant from the Church of Jesus Christ of Latter-Day Saints. Before those funds could be used, though, we had to work with the City to permanentize the parklet policy to ensure the parklets would not be removed following COVID emergency orders. Last fall, City Council approved a policy for parklet installation, allowing them to remain a regular fixture in our downtown environment.

As we began to emerge from some of the limitations imposed due to COVID, we were able to finally bring back two of our most beloved institutions – First Fridays and DoMo Walls. Both of these events were scaled back from what they are during normal operating years, but the feeling of relief and hope for a brighter future that accompanied their execution was palpable. Thousands of people descended on First Fridays in September and October, and the three artists we were able to bring to the DoMo Walls event transformed the look and feel of downtown permanently, and to much fanfare. We look forward to seeing these two events brought back to their full scale and grandeur in 2022!

While waiting for conditions to normalize, we got to work on some initiatives that were able to be completed during COVID conditions. In partnership with Downtown Improvement District, we worked on our first public art sculpture, which can be found proudly adorning the plaza space in front of the Gallo Center for the Arts. We also partnered to bring a professional window decorating team to teach our downtown businesses how to DIY a window improvement project on a budget. Finally, we worked to develop a fantastic food tour, which we weren't able to launch last year due to the intimate nature of the event, but that was put on the back burner and will soon become a regular downtown offering beginning in April 2022!

There are several other details of our work in 2021 highlighted in this report, but I would be remiss not to the \$250,000 contribution we made to the Modesto Children's Museum capital campaign. Our significant contribution to this non-profit endeavor will enable it to stay on track with its anticipated opening date in the summer of 2023 and help build confidence among other potential investors. That's important because our mission is to drive improvement in the quantity and quality of experiences in downtown Modesto. Like the Gallo Center before it, this museum will become a beloved anchor in our downtown, helping drive positive activity throughout the district. We anxiously await its completion and grand opening!

Sincerely,

Josh Bridegroom  
President/CEO

## Board of Directors

Josh Bridegroom | President and CEO

David Boring | Never Boring Design

Barrett Lipomi | Board Chair  
RED Inc. Architects

David Darmstandler | Datapath

Ryan Swehla | Vice President  
Graceada Partners

Charles Doll | Omega Pacific Insurance Solutions

Erin Doran | Doran Industries

Kathryn Davis | Treasurer  
Valley First Credit Union

Ann Endsley | Greens on Tenth

Blake Humble | Churchkey, Commonwealth

Kirstie Boyett | Secretary  
American Leadership Forum

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

## Mission Statement

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

## 2022 Annual Action Plan

### EXPAND OUR INFLUENCE

Launch Window Grant Program and Execute a Minimum of Five Grants  
Expand Food Tour Program to a Minimum of 40 Tours

### BUILD OUR CONSORTIUM

Work with Downtown Improvement District to Develop Shared Mission, Vision and Strategic Direction for Downtown Modesto

### GROW OUR REVENUE

Partner with Outside Organization to Produce Seven First Friday Events and Generate \$30,000+ in Revenue  
Generate a Minimum of \$50,000 in Revenue from RAD Card Program

# 2021: DOWNTOWN MODESTO



The DoMo Partnership is a non-profit 501(c)(3) community benefit corporation that is managed by the DoMo Partnership staff and its 12 member, property owner-based board.

# THE ESSENTIALS

## January 2021 - December 2021

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

Our Downtown Experience Engineers are just a quick email away!

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



Monday	5:00am - 9:30pm
Tuesday	5:00am - 9:30pm
Wednesday	5:00am - 9:30pm
Thursday	5:00am - 9:30pm
Friday	5:00am - 9:30pm
Saturday	12:30pm - 9:30pm
Sunday	Sunday - closed



# THE ESSENTIALS

## January 2021 - December 2021

**2,585** GRAFFITI REMOVALS

**1,925** interactions with homeless persons

**495** calls for service

**9,405** BUSINESS AND PATRON CONNECTIONS

**305,122** POUNDS OF TRASH COLLECTED

**126** ANTISOCIAL BEHAVIOR ABATED

**96** homeless referred to services

### SOCIAL MEDIA ENGAGEMENT

Social media is where we tell the downtown story. Our engaged audience continues to grow.

Instagram is our home for visual storytelling and thought leadership  
**ANNUAL GROWTH: 15%**  
 6,300 followers

Linktree connects our Instagram audience to downtown content with just one link  
**CLICK-THROUGH RATE: 69.4%**  
 healthy average rate for all users: 5%

Facebook users engage most with video content and updates about local events  
**POST ENGAGEMENT +349%**  
 users who followed this page: 6,406



**THE RAD CARD: RELIEF ACROSS DOWNTOWN**  
**Impactful Today, Downtown Spending**  
**Here To Stay**

**\$2.6 MILLION**



**MARKET PENETRATION**

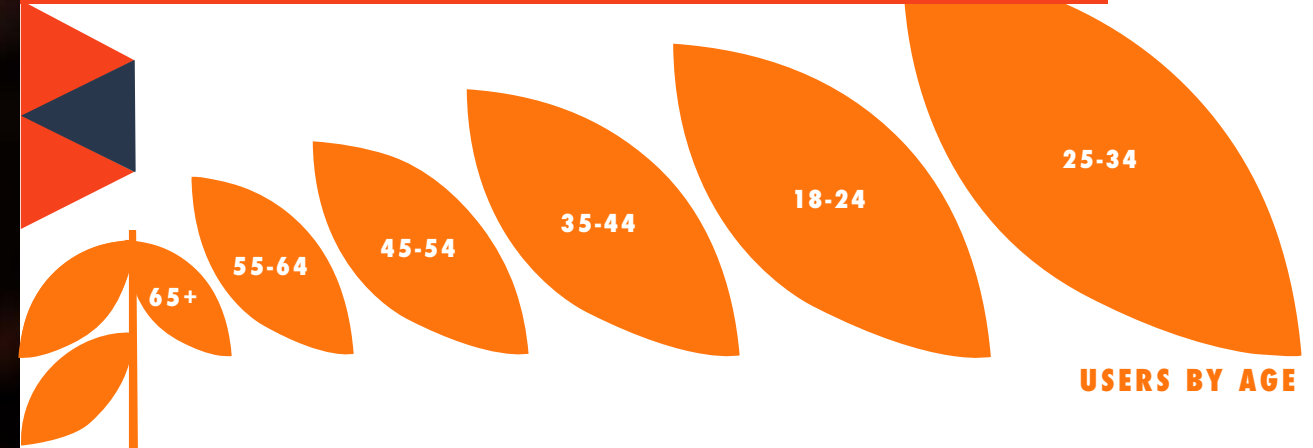
**67,000 CUSTOMERS HAVE THE APP ON THEIR PHONES AND USE IT TO BROWSE DINING AND SHOPPING OPTIONS**

**UPDATES FOR A RAD FUTURE IN 2022**

**REMODELING RAD APP TO BECOME A FUN, INCENTIVE-BASED PROGRAM FOR DOWNTOWN PATRONS AND POWERFUL MARKETING TOOL FOR BUSINESSES**

**THE RAD CARD: RELIEF ACROSS DOWNTOWN**  
**LEARNING FROM RAD ABOUT DOWNTOWN PATRONS**

**who RAD customers are**



**top ten interests:**

- Technology/Mobile Enthusiasts
- Shoppers
- Food & Dining/Foodies
- Sports Fans
- Health & Fitness Buffs
- Outdoor Enthusiasts
- Pet Lovers
- Cooking Enthusiasts
- Comics/Animation Fans
- Music Lovers

**RAD CARD USERS ARE ALSO GREAT GIFTERS!**

**RAD Card users have gifted \$245,465 in downtown-wide gift cards to date!**

**downtown business marketing**

**DELIVERING MARKETING VALUE YOU CAN PUT YOUR FINGER ON**

Average number of regular users per month:	12,000
Average amount of time spent on app seeing native ads for downtown businesses:	4 minutes
Market value for native ads in apps based on CPM value, or, "Cost Per Mille":	\$10.00 per 1,000 impressions

**marketing value per business:**  
 \$120.00/ month  
 \$1,440/year

# INTERFACING WITH DOWNTOWN PATRONS

## Window Improvement Program

### ANATOMY OF A BAD WINDOW



### WHAT ARE OUR GOALS IN ADDRESSING THIS?

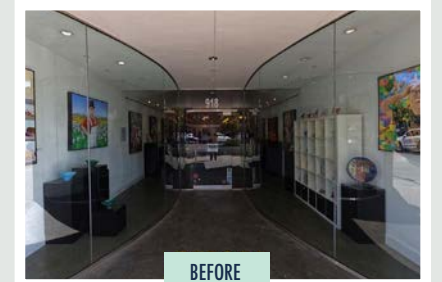
- Improve District Brand & Experience
- Improve Sales Per Square Foot in the District
- Improve Sales Per Square Foot in Businesses
- Make it cost-effective and accessible

# INTERFACING WITH DOWNTOWN PATRONS

## Window Improvement Program



### WHAT DID WE LEARN?



### NEXT STEPS IN 2022



The average cost to implement window improvements is \$1,000 to \$2,000. In partnership with D.I.D, the DoMo Partnership will reimburse half the cost of window improvements for downtown businesses, with a maximum of \$1,000 per business while funding lasts. Businesses interested in this are encouraged to review the workshop video linked via the QR code (left).

## IMPROVING DOWNTOWN WALKS

# What's Ped Shed Got To Do With It?

### KEY FACTS:

The average pedestrian is willing to walk five minutes to their destination from the point of origin.

The distance traveled in five minutes is typically greater in flat cities versus hilly cities, an advantage to Modesto's downtown where the average patron is willing to walk three to four city blocks.

Adding destination elements and public interest pieces, such as art and outdoor dining in parklets, further enhances the pedestrian experience, increasing the distance people are willing to travel on foot.



-  POINT OF ORIGIN
-  PED SHED EXTENTS
-  THEATER
-  PARKING
-  PUBLIC ART
-  CIVIC BUILDING
-  PARKLETS

**Ped Shed:** The distance people are willing to walk from their point of origin



**PUBLIC ART FOR THE PEOPLE**  
**Painting The Town**



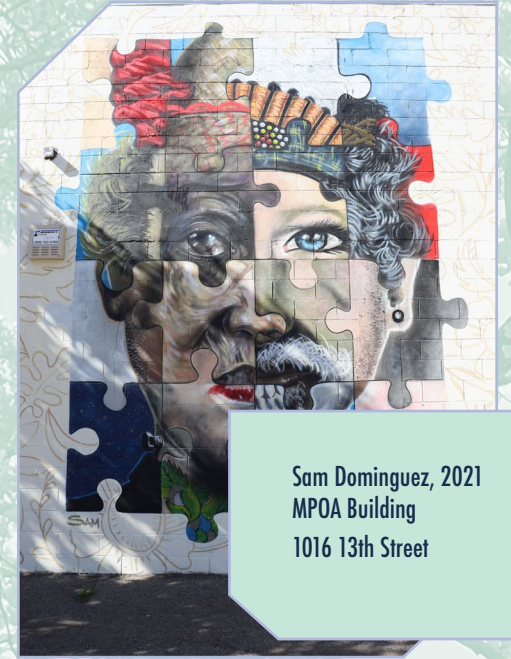
Drigo, 2021  
 Murray and Jones Building  
 1912 J Street

DRIGO  
 2021

**PUBLIC ART FOR THE PEOPLE**  
**DOMO WALLS, PRIMROSE PLANTER**



Patricia Pratt, 2021  
 MPOA Building  
 1016 13th Street

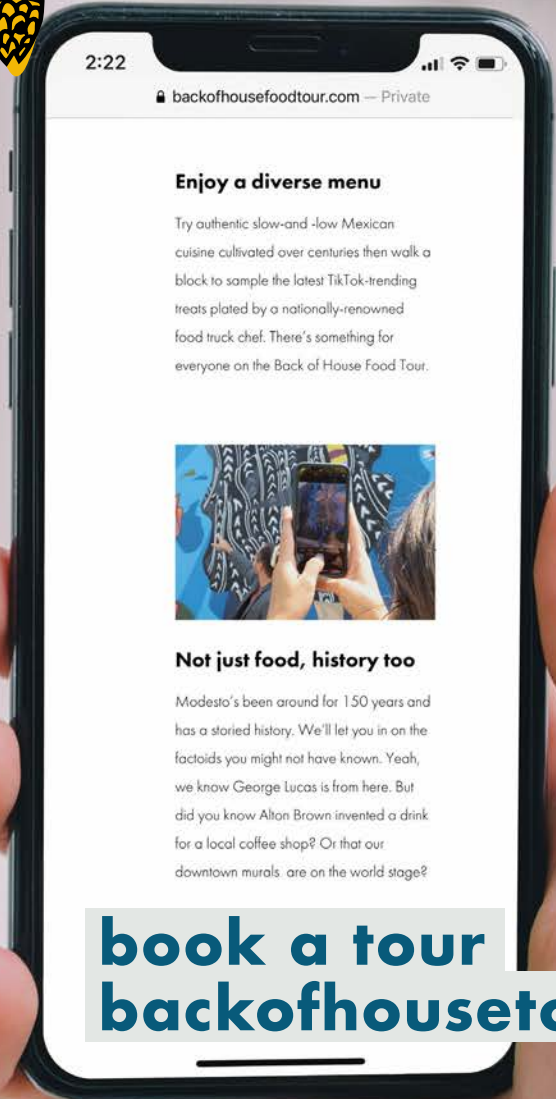


Sam Dominguez, 2021  
 MPOA Building  
 1016 13th Street



**PRIMROSE PLANTER**  
 2021 process

- July | National RFP launched
- August | 10 artists have submitted proposals
- August | Public Art Selection Committee Review
- Primrose Planter by artist Richard Herzog, Athens, Georgia, selected
- October | public art proposal approved by City of Modesto Culture Commission
- December | Installation at 1100 I Street, Gallo Center for the Arts
- Funded by Downtown Modesto Partnership and Modesto Downtown Improvement District



## BACK OF HOUSE TOURS

# A Street-Smart Tour Fit for a Foodie

Created a guided, three-hour walking tour of the downtown Modesto food and culture scene

progressive meal

1.5 miles

4-5 restaurants

meet the chefs

craft beer, wine and cocktail tastings

legendary, historic storytelling

rotating destinations

diverse cuisine experiences

unique brand created and managed by DMP

producing programs for a downtown that attracts explorers, the epicurious, and those who love hearing and sharing great storytelling

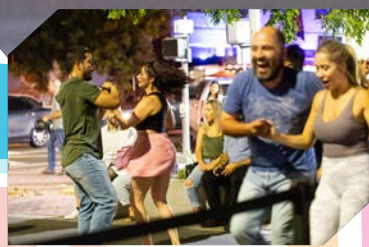


# A COMMUNITY INSTITUTION CONTINUES

## DoMo First Fridays



The community welcomed DoMo First Fridays back after a year of no large gatherings. As always, the goal of First Fridays is threefold:



To paint downtown in a positive light



To expose new patrons to downtown businesses



To increase revenue at downtown businesses during the event

# COMMUNITY PARTNERSHIPS

## Building Better Together

Developed permanent parklet program with City



Obtained City Council approval to permanentize J Street redesign



Partnered with D.I.D. on new downtown banners



Worked with City of Modesto on obtaining 9th Street grant



Sponsored Modesto On Ice

Donated \$250,000 to Modesto Children's Museum's capital campaign



Sponsored Music in the Plaza

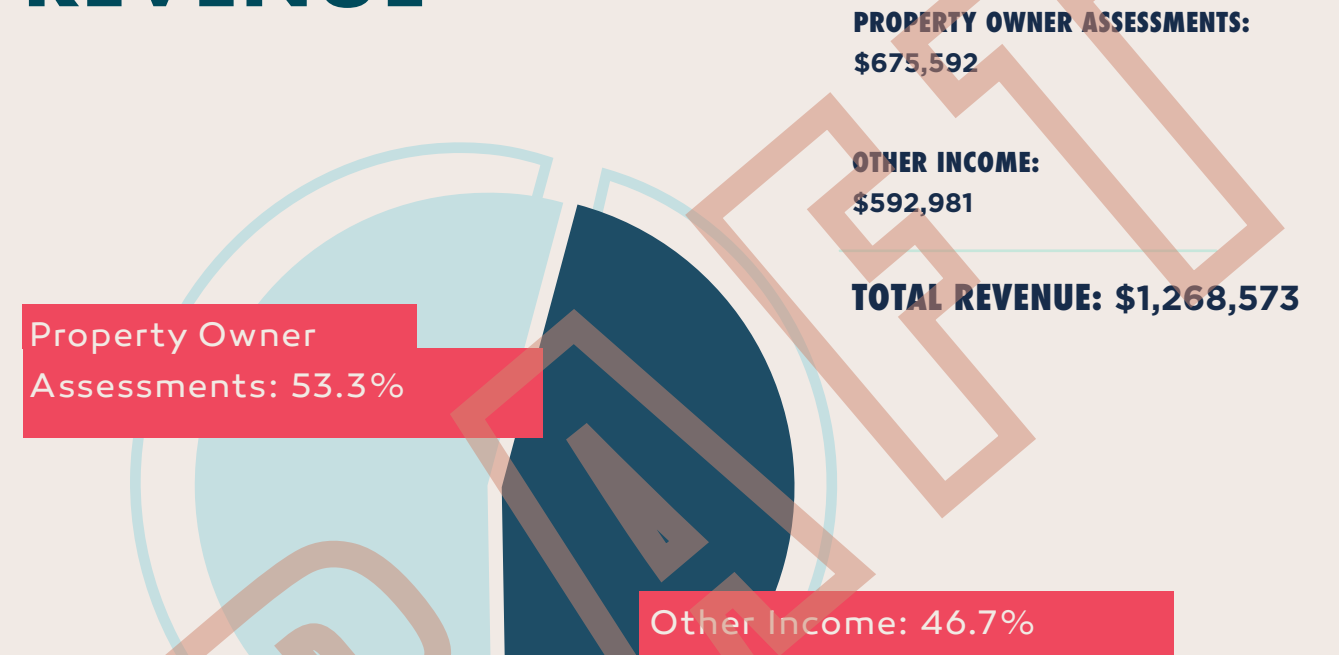


ZYANYA BOUTIQUE, 1004 13TH STREET

## FINANCIALS

# The Partnership is on Solid Financial Footing

## REVENUE



### 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\*



\*reflects property owner assessment expenditures only

# Statement of Financial Position

December 31, 2020 • End of Fiscal year

## ASSETS:

### Current Assets

Cash and Cash Equivalents	\$	602,075
Cash and Cash Equivalents, Restricted		2,091,406
Contributions Receivable		103,498
Prepaid Expenses		1,480
<b>Total Current Assets</b>		<b>\$2,798,459</b>

### NON CURRENT ASSETS:

Security Deposit		2,108
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### FIXED ASSETS: (Net of Accumulated Depreciation of \$108,978)

<b>Total Assets</b>		<b>\$2,860,083</b>
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## LIABILITIES AND NET ASSETS:

### Current Liabilities

Accounts Payable	\$	44,957
Credit Cards Payable		12,768
Accrued Wages and Benefits		1,887
Accrued Compensated Absences		25,469
Stanislaus County RAD Card		2,091,406
Current Portion of Notes Payable		39,498
<b>Total Current Liabilities</b>		<b>\$2,215,985</b>

### NET ASSETS:

Net Assets Without Donor Restrictions		595,505
Net Assets With Donor Restrictions		59,181
<b>Total Net Assets</b>		<b>626,686</b>

<b>Total Liabilities and Net Assets</b>		<b>\$2,860,083</b>
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# Downtown Modesto Partnership

## Administration

### Josh Bridegroom

President/CEO

[josh@domopartnership.org](mailto:josh@domopartnership.org)

### Stephanie Foster

Director of District Identity

[stephanie@domopartnership.org](mailto:stephanie@domopartnership.org)

### Elizabeth Buenrostro

Systems Administrator

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### Deepali Panchal

Finance Manager

[deepali@domopartnership.org](mailto:deepali@domopartnership.org)

## Phone:

209.303.0411

## Location and Mailing Address:

1003 10th Street Suite A

Modesto, CA 95354

[domopartnership.org](http://domopartnership.org)

## Downtown Experience Engineers

Safe and Clean Services

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