

DoMo / Downtown
Modesto
Partnership



2

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1

8

**ANNUAL REPORT
ONE SQUARE MILE.
ENDLESS POSSIBILITY.**



Welcome to Downtown Modesto!

#LOVELYINDEEDLOVESMODESTO



There's something different about downtown Modesto these days. There's more energy, more business and more people. It's a downtown in resurgence, and we'd like to think that our efforts over the last three years have played a big role. We continue to see an upward trend in pedestrians counted by our heat-mapping cameras, important because there is a strong correlation between the number of people on the sidewalk and the overall health of a downtown.

With more people out and about, not only is public safety improved, but it also feels more comfortable. Imagine this scenario: you're walking alone down a sidewalk at night, and you have an uncomfortable encounter with a stranger approaching from the opposite direction. Now, take that same scenario and imagine there are fifty more people on the sidewalk – couples, families, working professionals. Suddenly, that encounter feels a lot less intimidating. Beyond this, business sales potential goes up with more people on the sidewalk, as do property values and the likelihood of reinvestment and new

development. Along these lines, we are excited to be able to partner with the City of Modesto on a Downtown Vision document this year that will lay the groundwork for an even brighter future for our downtown. The process includes heavy community participation to ensure that the document is owned by all of us, so that we're all moving in the same direction and mutually accountable for its successful implementation. Please be sure to look for opportunities to participate in this critically important effort for the future health of our downtown.

We are so grateful for the many great partners who have helped us improve the quantity and quality of human experiences in downtown over the past year. We look forward to continuing to build on that momentum in 2019!

Sincerely,

Josh Bridegroom
Chief Executive Officer

Board of Directors

Josh Bridegroom | President and CEO

Fred Silva | Board Chair

Damrell, Nelson, Schrimp, Pallios,
Pacher & Silva

Lynn Dickerson | Board Vice President

Gallo Center for the Arts

Rose Louis | Board Secretary

Century 21 M&M

Barrett Lipomi | Board Treasurer

RED Inc. Architects

Mike Moradian |

McHenry Mansion Foundation

Saul Trujillo | Brenden Theatre

Ted Brandvold | City of Modesto

Ann Endsley | Greens on Tenth

Jennifer Jackson Romero |

The Denn Power Pilates

Kristy Rupp | Centerra Capital

David Boring | Never Boring Design

Ryan Swehla | NAI Benchmark

Mission Statement

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



2019 Annual Action Plan

- Assist City of Modesto with Downtown Vision Document
- Partner with Other Organizations to Proactively Address Downtown Nuisance Behavior
- Develop DoMo Scavenger Hunt
- Expand Discover DoMo Program
- Develop Second International Mural Festival

DoMo

Downtown
Modesto
Partnership

Downtown Community Benefit District Boundaries





#MOTOWNBOOGIE

The Downtown Modesto (DoMo) 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.

The DoMo Partnership's goal is to improve Downtown Modesto by highlighting all the great things the community has to offer and bolstering services that improve the user experience.

THE PARTNERSHIP HAS THE

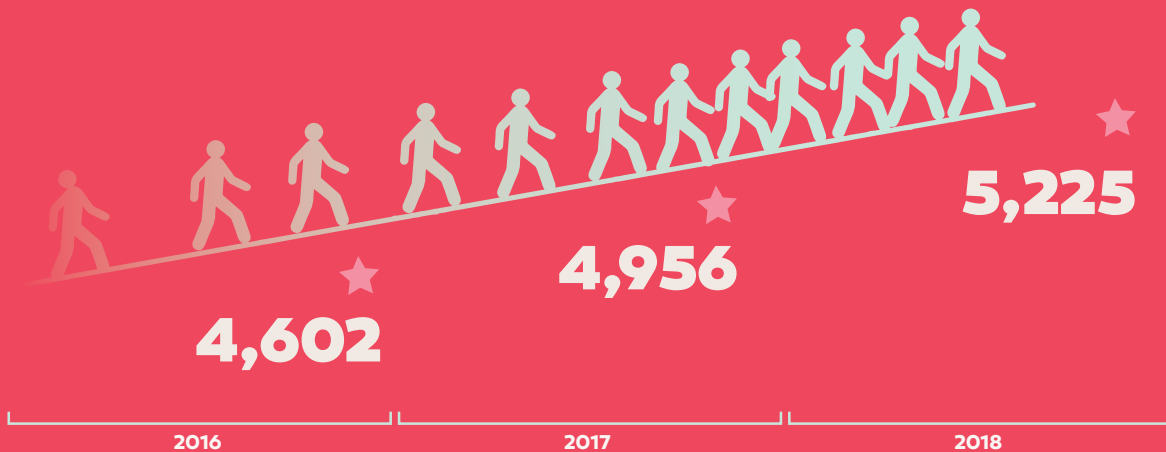
Tools to Measure Activity and Potential

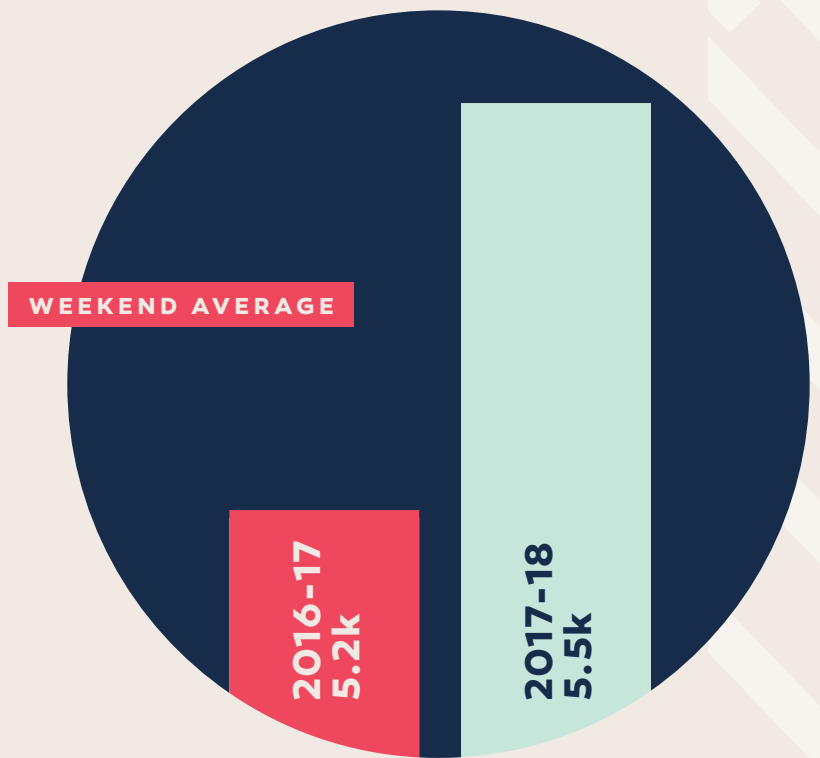
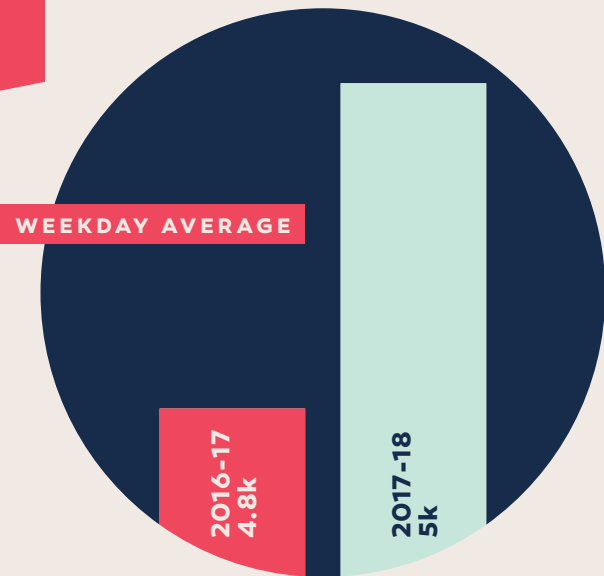
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HEAT-MAPPING CAMERAS MEASURING PASSERSBY STRATEGICALLY POSITIONED AT 2 LOCATIONS OF PATRONS VISITING DOWNTOWN MODESTO.

LOCATED AT 10TH & J STREETS
AND 11TH & I STREETS

AVERAGE DAILY PEDESTRIAN COUNTS
DOWNTOWN MODESTO IS ON A POSITIVE TRAJECTORY





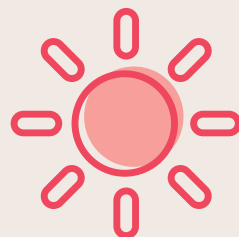
WEEKDAYS AND WEEKENDS ARE SEEING MORE PEDESTRIAN ACTIVITY YEAR OVER YEAR

Noteworthy



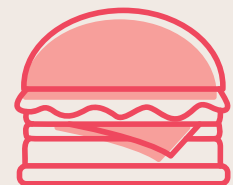
FRIDAY

Busiest day of the week



JUNE

Busiest month of the year



12PM - 1PM

Busiest hour you can bank on

DECEMBER 2017 - NOVEMBER 2018

Enhancing Downtown



6
DAYS
A WEEK



Our Downtown Experience Engineers are just a click away! domopartnership.org/services



TOTAL PATRON INTERACTIONS **7,063**

1,387 PATRONS REFERRED TO BUSINESSES OR SERVICES



751

CALLS FOR SERVICE



1,064

GRAFFITI REMOVALS



454,535

POUNDS OF GARBAGE COLLECTED



370

HOMELESS REFERRED TO SERVICES

BRAND NEW GREEN GARLANDS WERE INSTALLED ON ...

56

LIGHTPOSTS



1,066

ANTI-SOCIAL BEHAVIOR ABATED

2,667

INTERACTIONS WITH HOMELESS PERSONS



STAYING CONNECTED AND GROWING Relationships With the Community

DECEMBER 1, 2017

FOLLOWERS

f 4,073

@ 712

t 112

NOVEMBER 30, 2018

FOLLOWERS

4,667

15% INCREASE

2,172

205% INCREASE

188

67% INCREASE



608
AVERAGE
VISITS
MONTHLY

Average monthly visits are up 60% from previous year. 77.7% are new users

55

**WEEKLY
NEWSLETTERS**

Received by 2,386 recipients per week.

14

Stories about DoMo
Partnership in local media

Events in Downtown

We partnered with several community members to bring quality activities and promotions to downtown Modesto, including:



Discover DoMo Promo with Modesto On Ice, a coordinated program which expanded downtown's market by improving the customer experience & bringing 1,000 people to downtown for entertainment, restaurants and retail. 80% of patrons were not downtown regulars.



Power Pilates on the Gallo Green with The Denn Power Pilates, a series that activated outdoor space with vibrant, positive activity followed by brunch.



Logging with Karla Gregg series
Logging: an international phenomenon combining jogging and litter pick-up



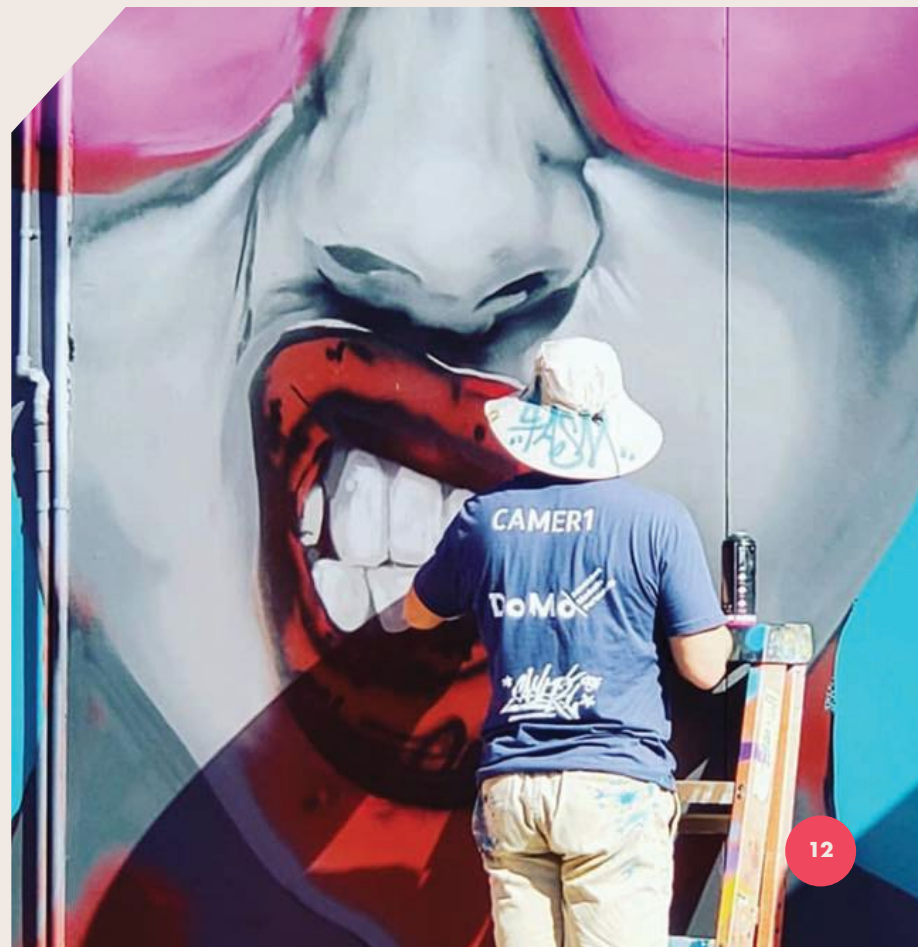
Pop-Up Fun Zones with our Downtown Experience Engineers featuring giant street games and more

DoMo International Mural Festival

Sept 7-8, 2018

Partnered with Fasm Creative Battle to 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.





DoMo First Fridays

10th Street between I and K Streets!
6-10 pm First Fridays April-October

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



FIRST FRIDAYS
PEDESTRIAN
COUNT



**Record
Breaking
Year!**

* DoMo Night Market Nightly Average

** First Fridays Nightly Average



FIRST FRIDAYS INCLUDED:

- **Breakdance workshops** with Motown Getdown and Motown Boogie
- **Salsa dance workshops** with Rueda Time
- **Season Finale** with Four Friends Market
- **Pop-up performances** with Ballet de Folclorico Anahuac
- **Outdoor figure drawing class** with Mistlin Gallery
- **Plus** buskers, beat boxers, art installations, live art and more!

Supporting Downtown Events

We partner to bolster community events
in the downtown year-round.

**FESTIVAL
OF LIGHTS
PARADE**
DEC • 2

**MAY THE
FOURTH
AT DoMo
FIRST
FRIDAYS**
MAY • 4



DEC

2018

FEB

APR

2017

JAN

MAR

MAY

**MODESTO
MARATHON**
MAR • 11



**FAMILY
CYCLING
FESTIVAL**
MAY • 12

**LOVE MODESTO
DOWNTOWN
BEAUTIFICATION
PROJECT, GOLD
SPONSOR**
APR • 21

ROCKIN' HOLIDAYS
DEC • 2-23





MODESTO CERTIFIED FARMERS MARKET
MAR - DEC



#CHARTREUSEMUSE

ART WALK
NOV - DEC



MAKERS JUNE
JUNE • 30

MODESTO PATIO FEST
JUNE • 30

JUN

AUG



DOWNTOWN SAMPLER
OCT • 2

TRUNK OR TREAT
OCT • 26

OCT

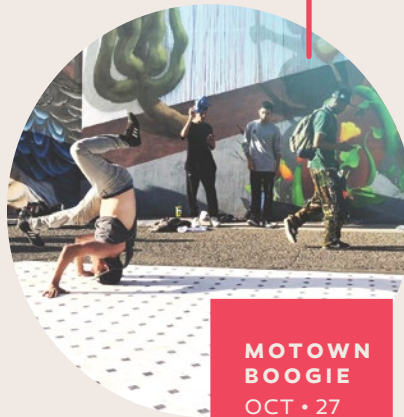
JUL

SEP

NOV

GRAFFITI PARADE
JUNE • 9

4TH OF JULY PARADE
JULY • 4



MOTOWN BOOGIE
OCT • 27

MOD SHOP
NOV • 24



MUSIC IN THE PLAZA
MAY - SEP

PARTNERING TO Expand our Services

#DOMOFIRSTFRIDAYS



PARTNERING With the Modesto Gospel Mission's New Life Program

Five individuals participating in the program volunteer with the DoMo Partnership once a week to help keep downtown clean & maintain the area adjacent to the freeway and the streets leading into downtown.

- Bolsters the image of downtown from its primary entry points
- Is simultaneously good for the downtown community and individuals going through the rehabilitative process
- Expands our services to an area outside of the Community Benefits District.





EXPERIENCE THE **Culture, Cuisine and Community**

NEW BROCHURE

- **Modern** simplistic design
- **Distributed** to local hotels
- **Drives visitors** to a website that is constantly updated to provide current info about downtown Modesto



NEW WEBPAGE

Connecting the Community to DoMo

- **The first definitive** online directory of all downtown's experience-oriented destinations
- **Interactive**, with filters to guide users to the destinations they seek
- www.domopartnership.org/c3/



FINANCIALS

The Partnership is on Solid Financial Footing



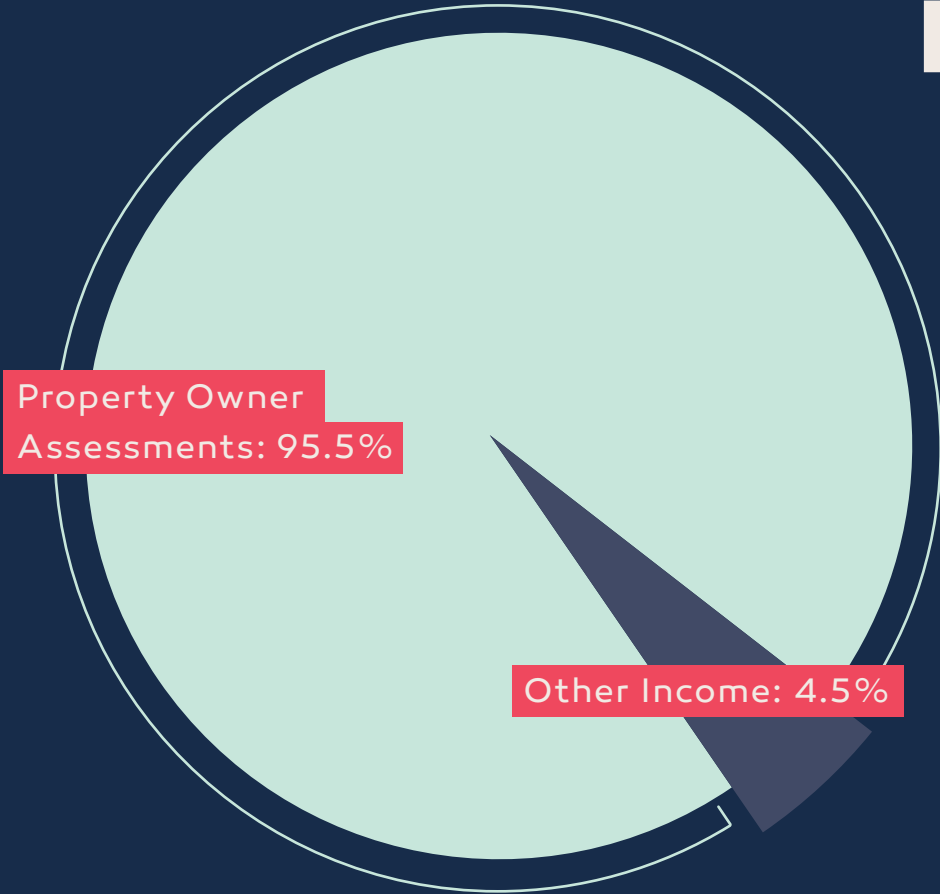
#LOVELYINDEEDLOVESMODESTO
@LOVELYINDEED

Revenue

PROPERTY OWNER ASSESSMENTS:
\$675,212

OTHER INCOME:
\$31,510

TOTAL REVENUE:
\$706,722.00



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: 11%



Cleaning & Safety Programs: 54%

Image Enhancement Services: 35%

Statement of Financial Position

Nov. 30, 2018 • End of Fiscal Year

ASSETS:

Current Assets

Cash and Cash Equivalents	\$464,472
Contributions Receivable	300
Prepaid Expenses	199
Total Current Assets	\$464,971

NON CURRENT ASSETS:

Security Deposit	2,108
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FIXED ASSETS: (Net of Accumulated Depreciation of \$41,430) 115,080

Total Assets \$582,159

LIABILITIES AND NET ASSETS:

Current Liabilities

Accounts Payable	\$ 225
Accrued Wages and Benefits	6,263
Accrued Compensated Absences	14,590
Total Current Liabilities	\$21,078

NET ASSETS:

Unrestricted Net Assets	554,581
Temporarily Restricted Net Assets	6,500
Total Net Assets	561,081

Total Liabilities and Net Assets \$582,159



#DOMOFIRSTFRIDAYS



#DOWNTOWNEXPERIENCEENGINEERS



#LOVELYINDEEDLOVESMODESTO

@LOVELYINDEED

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