

# 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

Kirstie Boyett | Secretary  
American Leadership Forum

Blake Humble | Churchkey, Commonwealth

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

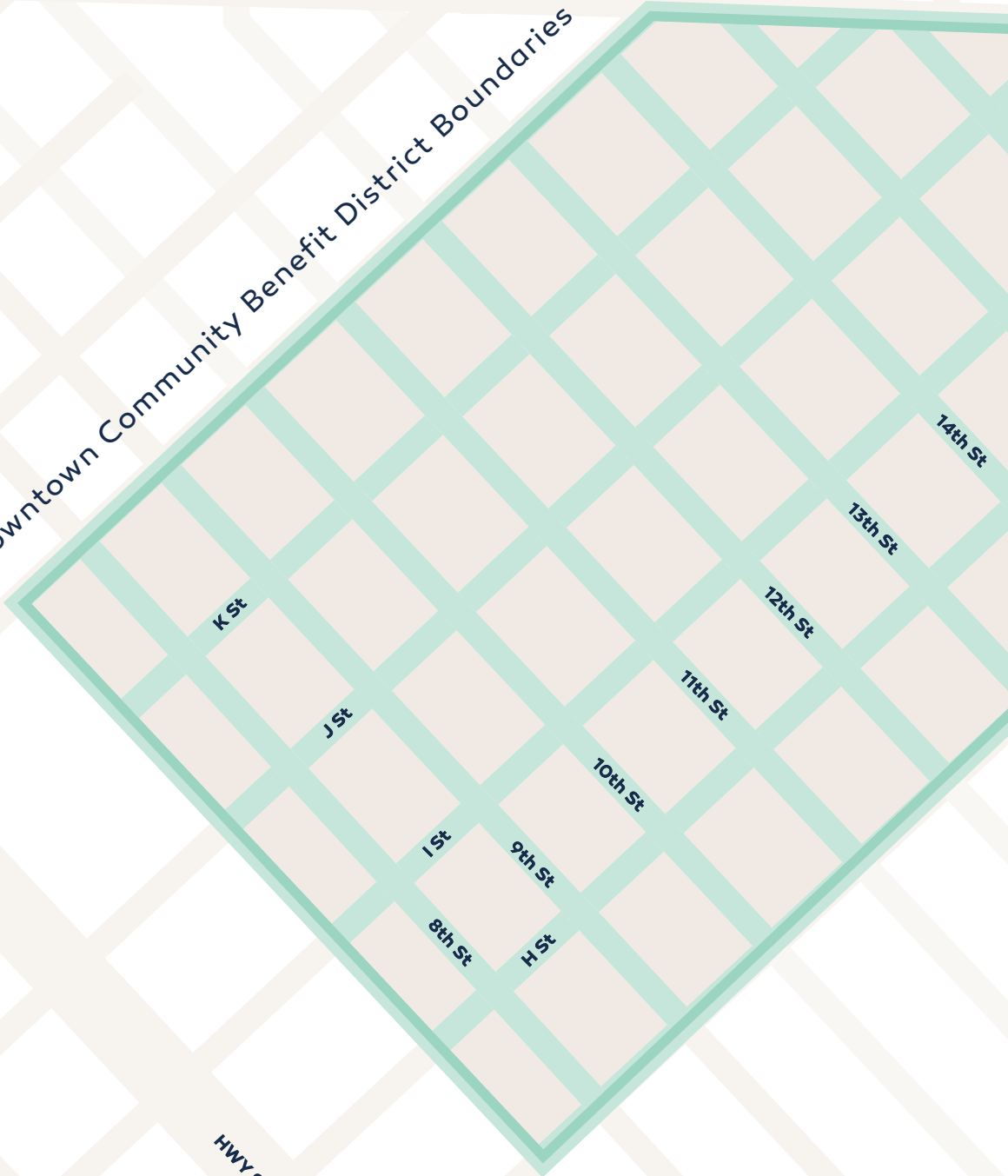
Partner with Outside Organization to

Produce Seven First Friday Events and Generate \$30,000+ in Revenue

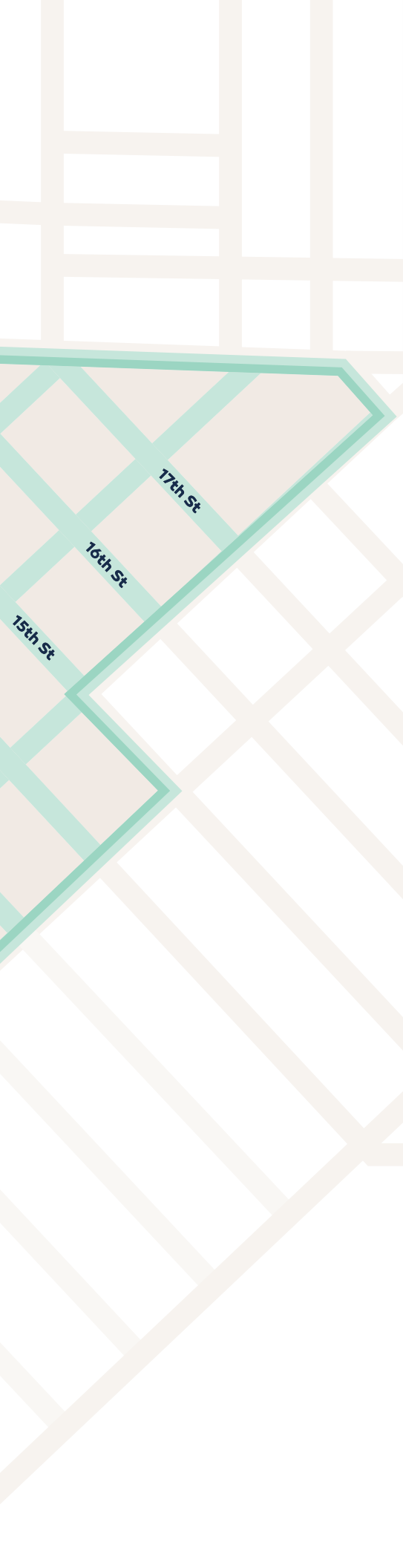
Generate a Minimum of \$50,000 in Revenue from RAD Card Program

# 2021: DOWNTOWN MODESTO

Downtown Community Benefit District Boundaries







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



4  
9  
5



**9,405**  
BUSINESS  
AND PATRON  
CONNECTIONS



## 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**

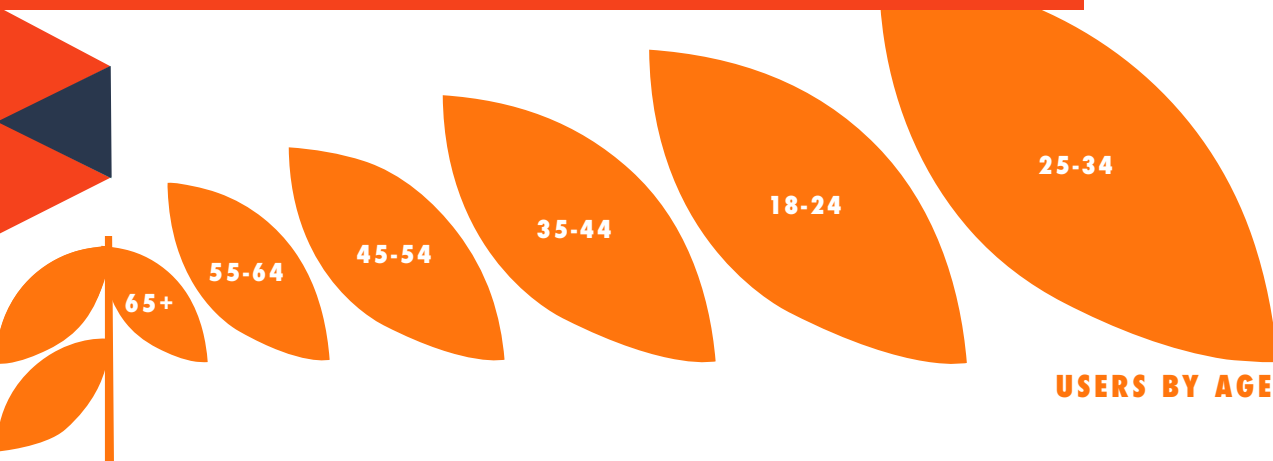
## UPDATES FOR A RAD FUTURE IN 2022

**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

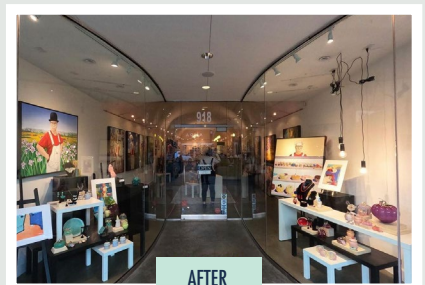
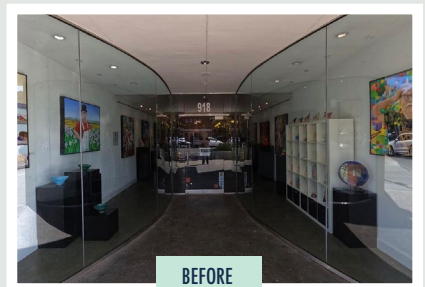


You may not know it, but these tables are angled to steer customers into the “shy zone,” the location inside a shop where customers can orient themselves before diving into their shopping experience.



## WHAT DID WE LEARN?

Downtown businesses learned all about lightbulbs, fixturing, merchandising, the importance of arranging in certain shapes and varying heights, and how to do it all cost-effectively



## 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

Drigo, 2021  
Murray and Jones Building  
1912 J Street

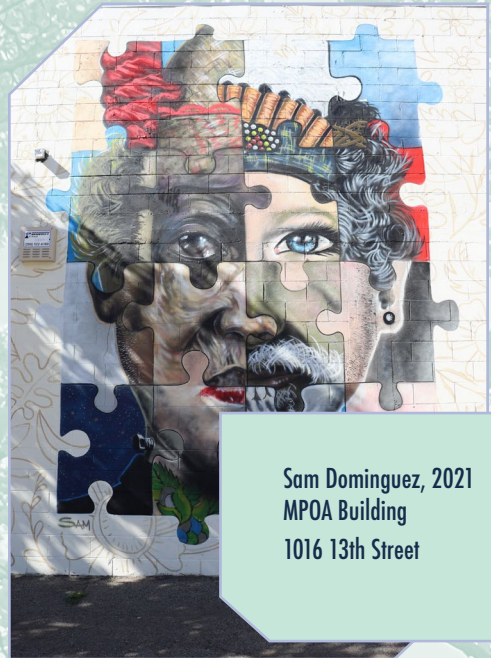


# PUBLIC ART FOR THE PEOPLE

## 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 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



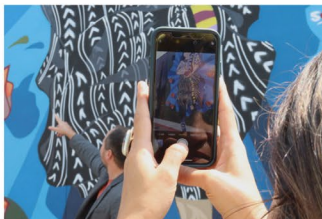


2:22

backofhousefoodtour.com — Private

### Enjoy a diverse menu

Try authentic slow-and -low Mexican cuisine cultivated over centuries then walk a block to sample the latest TikTok-trending treats plated by a nationally-renowned food truck chef. There's something for everyone on the Back of House Food Tour.



### Not just food, history too

Modesto's been around for 150 years and has a storied history. We'll let you in on the factoids you might not have known. Yeah, we know George Lucas is from here. But did you know Alton Brown invented a drink for a local coffee shop? Or that our downtown murals are on the world stage?

**book a tour**  
**backofhousefoodtour.com**

## 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

BACK  
OF HOUSE

downtown modesto food tour

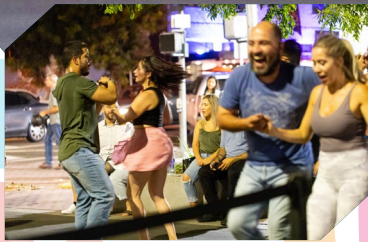




# A COMMUNITY INSTITUTION CONTINUES DoMo First Fridays



## OH HEY, 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

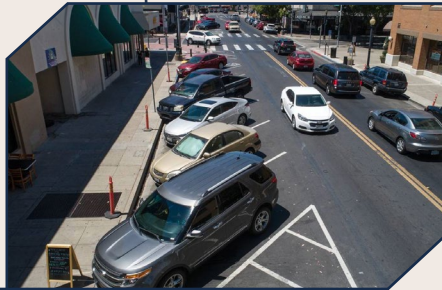


photo: Modesto Bee



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

**PROPERTY OWNER ASSESSMENTS:**  
\$690,373

**OTHER INCOME:**  
\$688,657

**TOTAL REVENUE: \$1,379,030**

Property Owner Assessments: 50.1%

Other Income: 49.9%

## 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: 52%

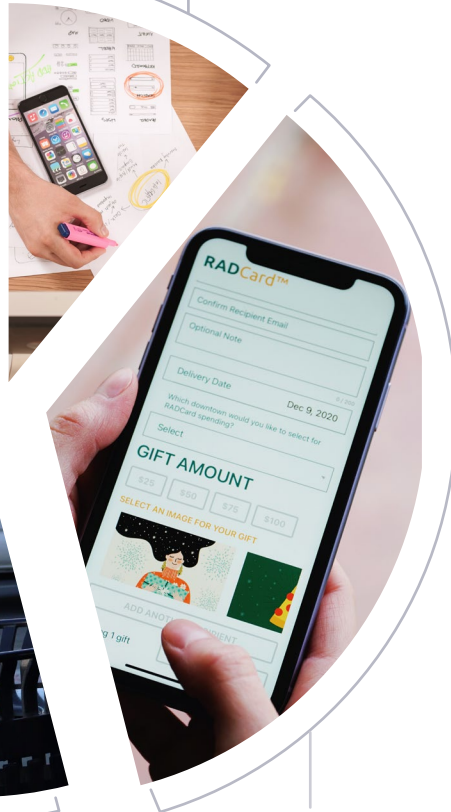


Image Enhancement Services: 38%

\*reflects property owner assessment expenditures only

# Statement of Financial Position

December 31, 2021 • End of Fiscal Year

## ASSETS:

### Current Assets

Cash and Cash Equivalents	\$	650,089
Cash and Cash Equivalents, Restricted		2,849,027
Contributions Receivable		539,497
Prepaid Expenses		2,247
Total Current Assets		\$4,040,860

### NON CURRENT ASSETS:

Security Deposit		2,108
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FIXED ASSETS: (Net of Accumulated Depreciation of \$77,183) 33,547

**Total Assets \$4,076,515**

## LIABILITIES AND NET ASSETS:

### Current Liabilities

Accounts Payable	\$	22,645
Credit Cards Payable		1,641
Sales Tax Payable		6
Accrued Wages and Benefits		12,877
Accrued Compensated Absences		21,174
Stanislaus County RAD Card		3,208,935
Total Current Liabilities		\$3,267,278

### NET ASSETS:

Net Assets Without Donor Restrictions		655,915
Net Assets With Donor Restrictions		153,322
Total Net Assets		809,237

**Total Liabilities and Net Assets \$4,076,515**

# 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

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