



DoMo / Downtown
Modesto
Partnership

2017

Annual Report

ONE SQUARE MILE. ENDLESS POSSIBILITY.





GREETINGS,

Downtown Modesto is the heart of the City. It is the historic and cultural epicenter of the community and region - ground zero for social connection and networking. It employs more people than any other area of the County and at a higher wage. It is our community "living room;" the geographic area that visitors to our City and County are most likely to experience when here for business or pleasure. A healthy downtown Modesto is central to a prosperous City and County.

Human activity is the foundation of every downtown. The quantity and quality of activity will determine our level of success. The more cultural anchors, amenities and activities we have downtown, the more we increase our opportunity for business sales. The more sales we have, the higher property values rise. This translates to more investment and opportunity for job growth, acting as a catalyst to bring more people downtown, and the cycle starts again.

As we compete to offer the best activities and experiences, we will find our strategic advantage in collaboration and partnership. By framing a structure of partnership, downtown benefits from the collective resources of all agencies, groups, businesses, property owners and concerned citizens. Partnership also ensure these same groups are not duplicating efforts, that all issues are being considered and addressed based on shared values and priorities, and that we are all accountable for the success of our downtown.

We are excited for what the future holds for downtown Modesto and our opportunity to continually contribute toward it in partnership with the broader community! We are pleased to present our second Annual Report! Thank you for taking the time to read it. The amount of work that has been done over the past year is truly amazing. Through partnership, the work of the future will be even better!

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 (Gallo Center)

Rose Louis (Century 21 M&M)

Barrett Lipomi (PIres, Lipomi & Navarro Architects)

Saul Trujillo (Brenden Theater)

Ted Brandvold (City of Modesto)

Mike Moradian (McHenry Mansion Foundation)

Ann Endsley (Greens on Tenth)

Greg Reed (Reed Properties)

Mike Goss (Goss & Goss Attorneys)

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.

2018 ANNUAL ACTION PLAN

- Finalize downtown vision document
- Implement improvements to parking management model
- Model development and occupancy pro formas
- Implement community beautification initiatives
- Establish database of downtown operations
- Develop annual activities, promotions and notifications calendar
- Meet with downtown space makers to develop collaborative model
- Establish annual audit of events

District Boundaries

K St

J St

I St

8th St

9th St

H St

10th St

11th St

12th St

HWY 99

**THE PARTNERSHIP MANAGES
47 BLOCKS FULL OF POTENTIAL**



DoMo

Downtown
Modesto
Partnership

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

4 HEAT-MAPPING CAMERAS
MEASURING PASSERSBY
STRATEGICALLY POSITIONED AT

2 LOCATIONS
TO IDENTIFY THE NUMBER
OF PATRONS VISITING
**DOWNTOWN
MODESTO**



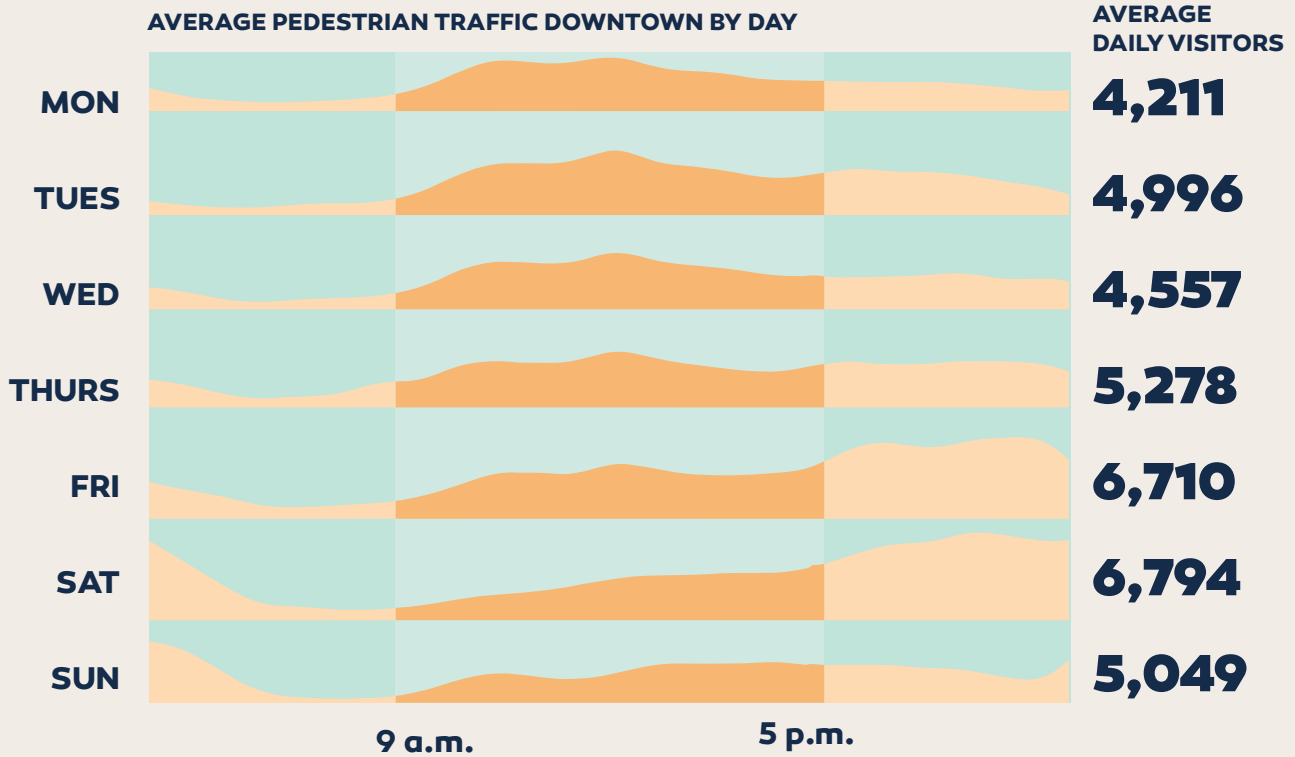
1,808,794 PASSED IN FRONT
OF OUR CAMERAS
IN THE LAST YEAR

MONTHLY PEDESTRIAN COUNTS

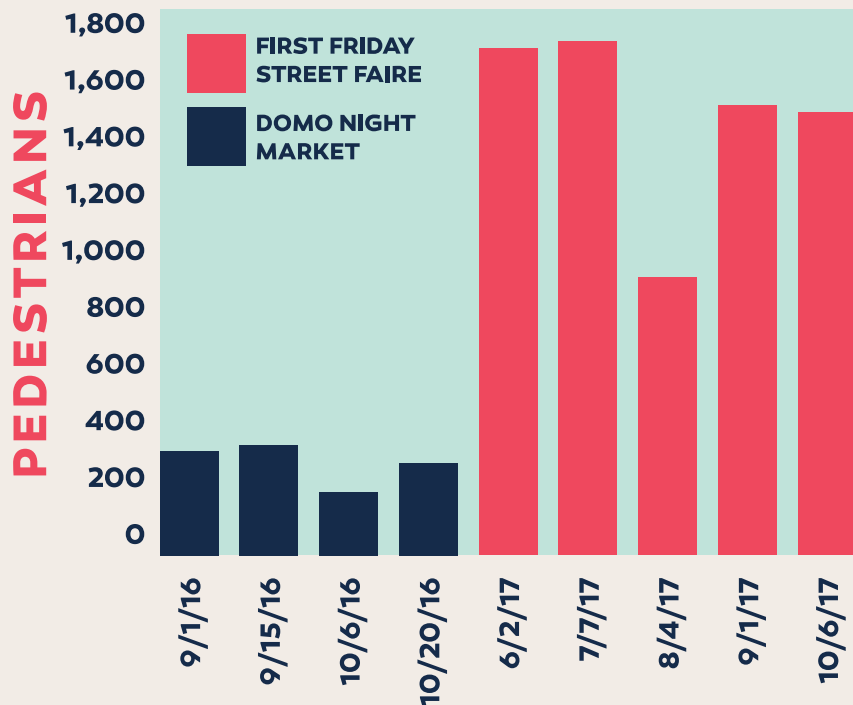
DOWNTOWN MODESTO IS ON A POSITIVE TRAJECTORY



WE'LL CONTINUE USING OUR DATA TO HELP IMPROVE BUSINESS CAPTURE RATE



WE ALSO USE THE DATA TO ANALYZE AND IMPROVE EVENT PERFORMANCE



ENHANCING DOWNTOWN

December 2016 - November 2017



5

EXPERIENCE ENGINEERS

maintaining the cleanliness of the district + making downtown a more welcoming environment



Our engineers are just an email away!

safe@domopartnership.org (for safety related issues)

clean@domopartnership.org (for cleaning related issues)

HOMELESS REFERRED TO SERVICES

401



1,097

ANTI-SOCIAL BEHAVIOR ABATED

2,923

INTERACTIONS WITH HOMELESS PERSONS

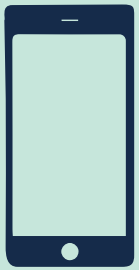


**TOTAL
PATRON
INTERACTIONS**

5,179

1,515

**PATRONS REFERRED TO
BUSINESSES/SERVICES**



618

CALLS FOR
SERVICE



561

GRAFFITI REMOVALS



383,542

**POUNDS OF
GARBAGE
COLLECTED**



12,075

TOTAL
BUSINESS
INTERACTIONS

STAYING CONNECTED AND GROWING RELATIONSHIPS WITH THE COMMUNITY

DECEMBER 1, 2016
FOLLOWERS

NOVEMBER 30, 2017
FOLLOWERS



2,348

4,073



344*

712



42

112

*Instagram numbers are from April 2017.
Earlier numbers are not available.



LAUNCHED A
NEW WEBSITE

Sept 2017- Dec 2017

380
AVERAGE
VISITS
MONTHLY

40

WEEKLY
EBLASTS

Since May 2017,
received by about
1,200 recipients.

14

Stories about DoMo
Partnership in local media
(Modesto Bee and San Joaquin Business Journal)

THE PARTNERSHIP HAS INCREASED DOWNTOWN VISITOR TRAFFIC

7,090

PEOPLE WALKED THROUGH OUR FIRST FRIDAY STREET FAIRE*



MODESTO ON ICE

30,000
SKATERS

PAJAMA STROLL
FOR SMALL BUSINESS SATURDAY

200%
INCREASE IN
PEDESTRIAN ACTIVITY

DOMO DISCOUNT DAYS

EVERY TUES. DEC. - JAN.

BUSINESSES SAW AN INCREASE IN SALES FROM THIS EVENT

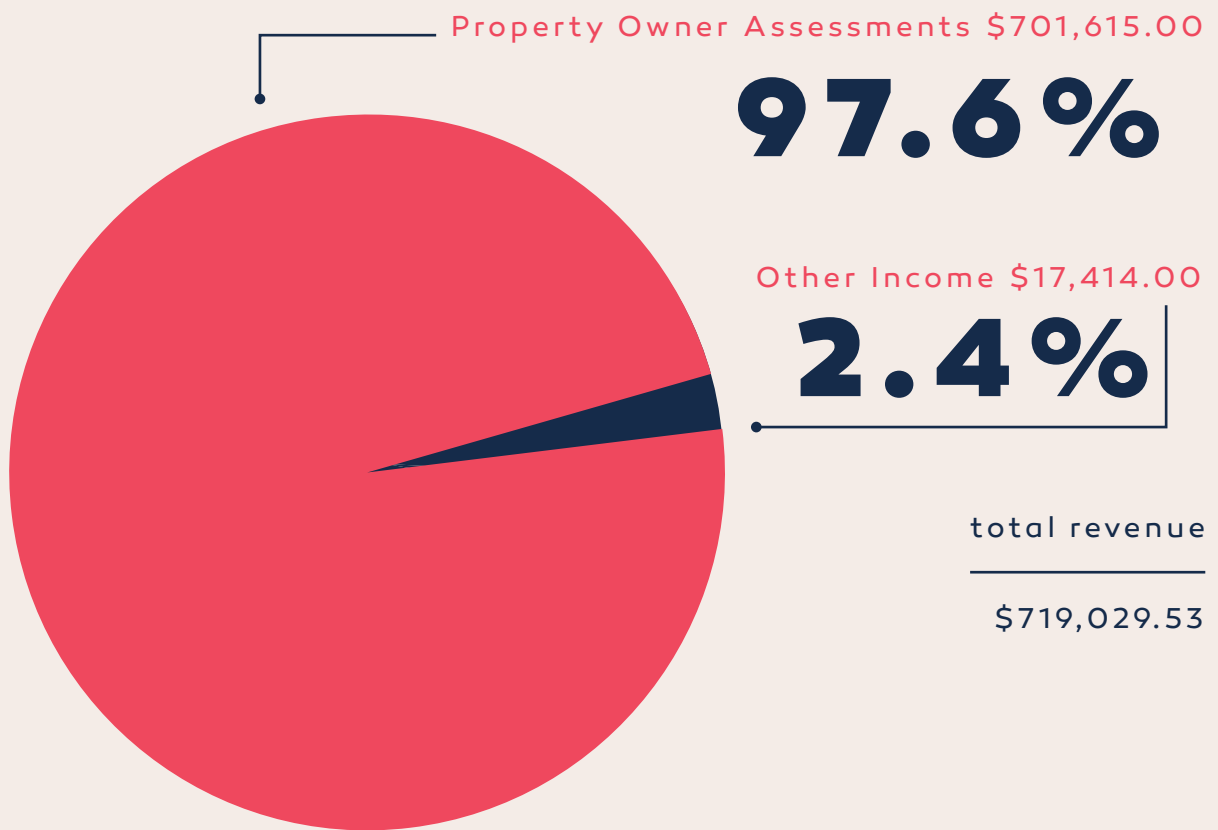


The Partnership also sponsors several events like Modesto on Ice, Valley Hackathon, ModShop, Love Modesto, Gallo Center crosswalks, Rockin' Holidays, ArtWalk and many more . . .

*Stats from our 10th Street camera during the First Friday events. June - Oct. 2017

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.

1. Linear frontage
2. Lot size or footprint
3. 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)
4. Future residential condos that will be constructed within the District.

EXPENDITURES:

**CLEANING
& SAFETY
PROGRAMS
61%**

**ADMINISTRATION
11%**



28%
**DOWNTOWN IMAGE
ENHANCEMENT
SERVICES**



STATEMENT OF FINANCIAL POSITION



Nov. 30, 2017
End of Fiscal Year



ASSETS

Current Assets

Bank Accounts

 Business Checking - VFCU \$445,348.92

 Savings - VFCU \$25.00

 Total Bank Accounts \$445,373.92

Total Current Assets \$464,568.18

Fixed Assets

Fixed Assets \$116,580.00

Accumulated Depreciation (\$22,870.33)

Total Fixed Assets \$93,709.67

TOTAL ASSETS \$560,385.85

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Accounts Payable

 Accounts Payable (A/P) \$10,276.89

Total Accounts Payable \$10,276.89

Total Current Liabilities \$43,024.10

Total Liabilities \$43,024.10

Equity

 Retained Earnings \$0.00

 Unrestricted Assets \$385,662.86

 Net Revenue \$131,698.89

TOTAL EQUITY \$517,361.75

TOTAL LIABILITIES AND EQUITY \$560,385.85



Downtown Modesto Partnership Administration:

Josh Bridegroom,
President/CEO
josh@domopartnership.org

Susan Martin,
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susan@domopartnership.org

Stephanie Burtch,
Interim Marketing and Events Manager
stephanie@domopartnership.org

Phone: 209.303.0411

Location and Mailing Address:
1625 I Street
Modesto, CA 95354

DOMOPARTNERSHIP.ORG

