



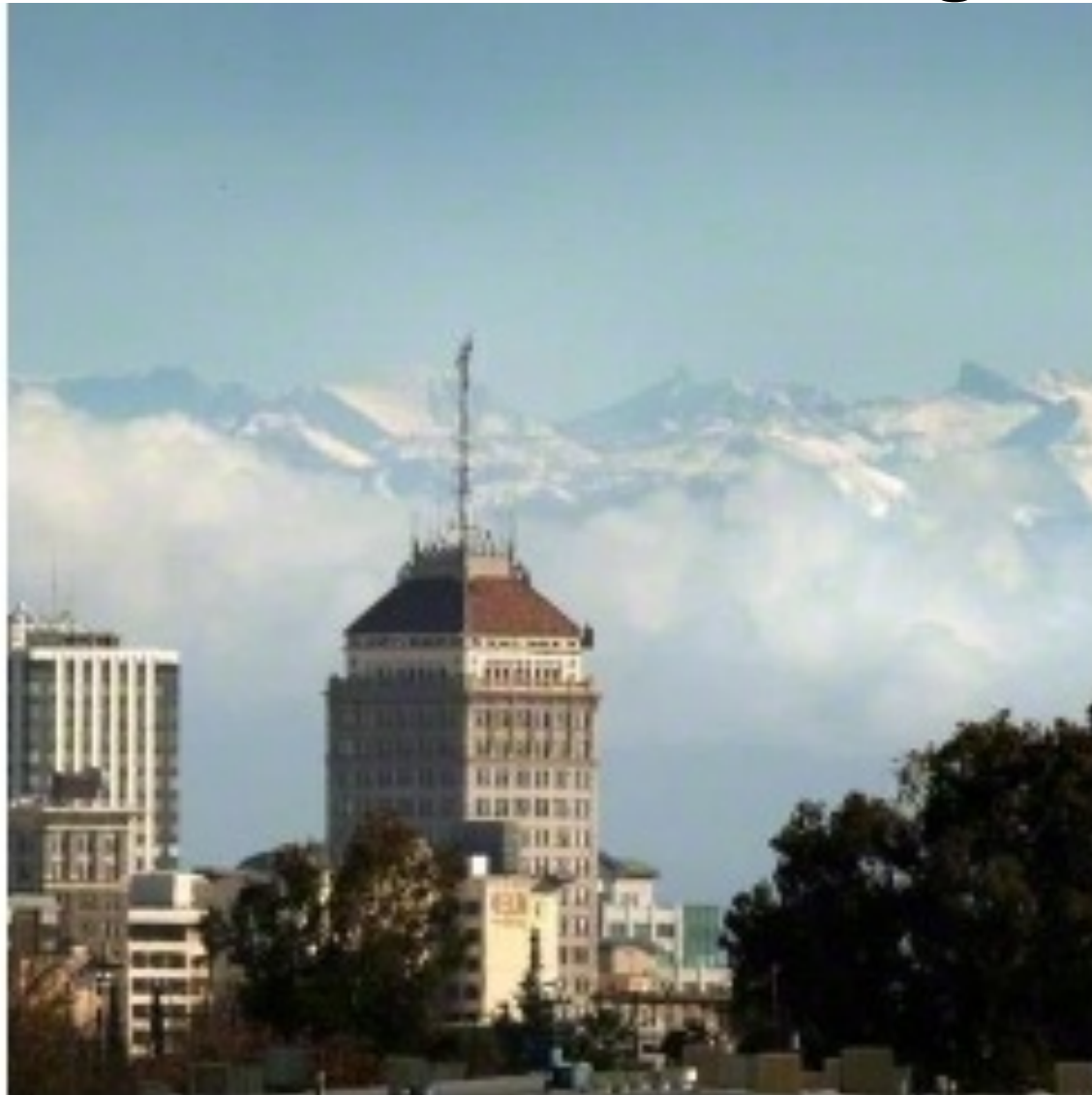
Post-Redevelopment Revitalization

Building Livable Communities

1987-1991 Fresno City Council Representing the Tower District



1991-1996 Partner and Manager for Two Historic Buildings



1997-2000

Pleasanton Downtown Association



2000-2003



2003-2005 One by One Leadership



2006-2009

Central Valley Business Incubator



2009-2013 City of Fresno Downtown & Community Revitalization Director

Downtown Revitalization

Fulton Mall

Neighborhood

Revitalization

Lowell Neighborhood

Economic Development

Local Business

Initiatives



Where I Live-93701

- Unemployment rate was 24.4%, as of the last census. This is higher than the national average of 7.9%.
- In 93701, the median worker income is \$13,732. This is lower than the national average of \$29,701.
- Poverty rate of 51.6%.



Where I Work-93721

- Median worker income is \$15,618. This is lower than the national average of \$29,701.
- Unemployment rate was 13.7%. This is higher than the national average of 7.9%.
- Poverty rate of 44.8%.

This is Peeve



This is Peeve's Public House



Peeve's Public House



This is Peeve's Local Market



Peeve's Local Market



Cottage Food Law



90+ Vendors...100% Local



Post-Redevelopment

Your:

- Downtown Association
- Main Street Program
- BID
- PBID

does a lot more
revitalization than your
Redevelopment Agency
ever did!

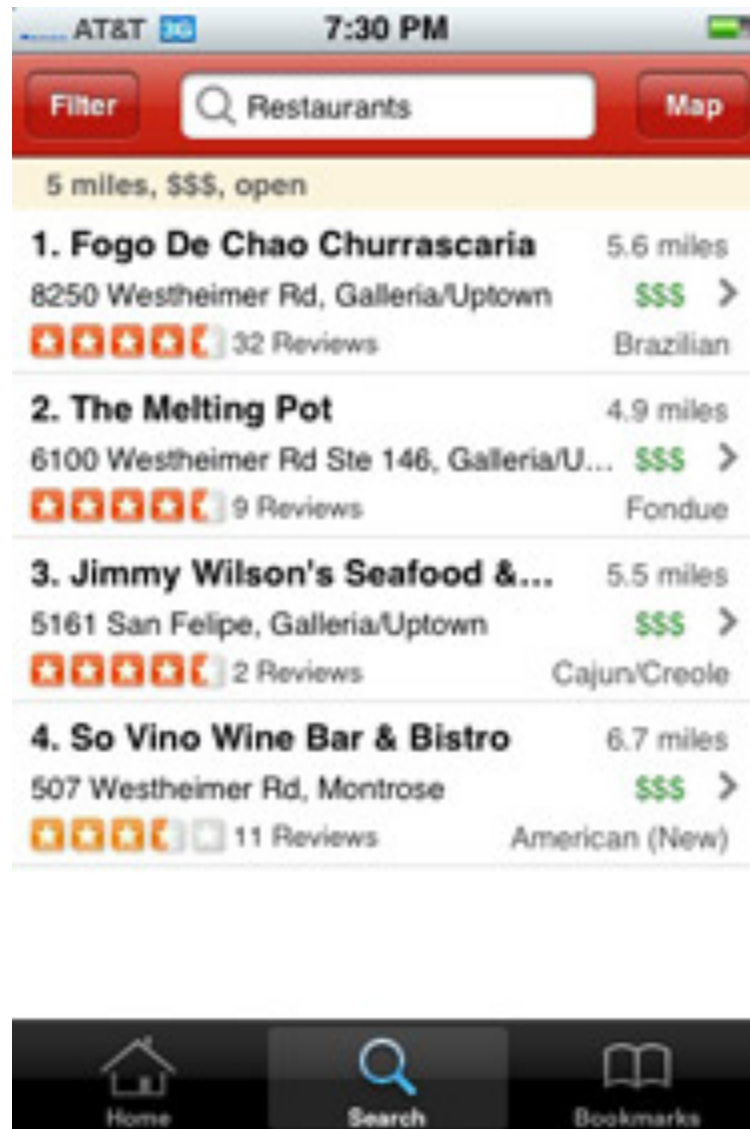


Time = \$\$\$

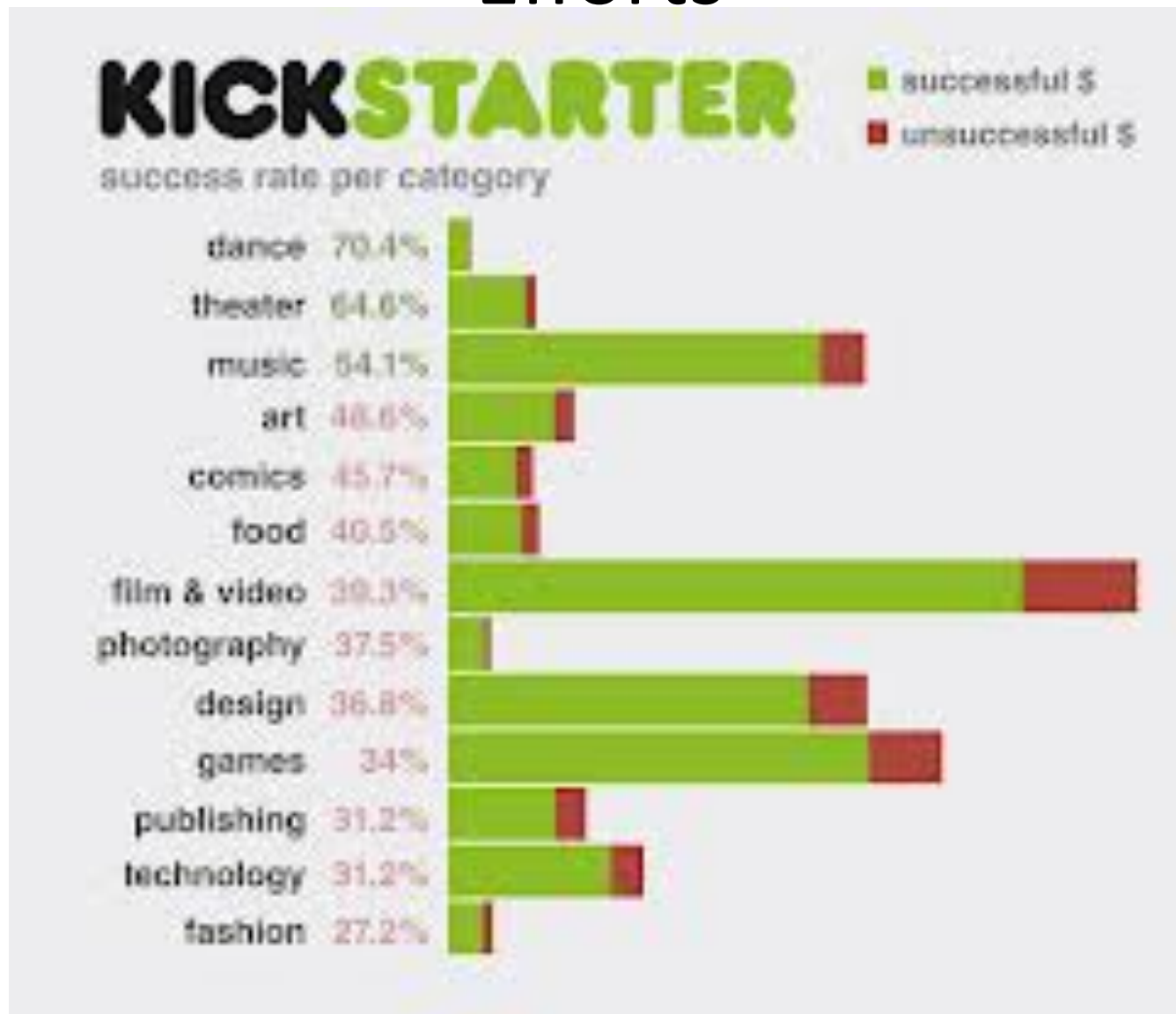
- We'll process your permit in 30-60 days
(We do \$20,000 in beer revenue per month)
- We still don't have a wine license (is this CA?)
- We still don't have outside dining
- It took 4 months to get approval to stay open past 11pm and to open on Sundays.

**WE ARE THE ONLY PLACE FOR FOOD AND DRINK
AFTER 6PM ON A HALF-MILE DOWNTOWN
PEDESTRIAN MALL**

So What Can You Do?



Support Local Crowd Source Funding Efforts



No Cost Economic Development

- Fresno Food Expo
- Primetime for Business
- Mayor Dines Out Night
- BLOB Awards (Best Locally-Owned Business)



Commercial Kitchens...

...are being wasted!

Schools

Churches

Halls & Lodges



Learn About Structural Inequities

- Full Scope vs. Partial Scope
- State Grants and Bonds that exclude Inland and Rural Communities
- Foundations
- Congressional Reports on Per Capita Funding

Focus on What You Can Do

- Local Bankers' Collaborative
- Invest Local Pension Funds Locally
- Local Preference
- Explain to your staff why they should get sandwiches for meetings from local businesses

Lowell Model for Neighborhood Revitalization

- One Coordinator
 - Neighborhood
 - City Departments
 - Everyone Else

Lowell Neighborhood Resources

- Lowell Neighborhood Association
- Lowell Landlords Association
- Union de Familias
- Lowell Elementary School
- Lowell Community Development Corp.
- Sunday Potlucks

Coordinated City Resources in Lowell

- Mayor/Council/Dept Heads/Neighborhood Meeting
- Planning
- Public Works
- Parks
- Public Utilities
- Police
- Fire
- Transportation
- Code Enforcement

Coordinate Partners (and their resources)

- Fresno State and Fresno Pacific
- County Health Dept.
- Fresno Unified School District
- Businesses/Banks
- Churches
- Nonprofits
- State and Federal

Thanks

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Every City and County are
Important...They ALL
Have People in Them

