

**DOWNTOWN FUND**  
**FUND NO. 006**  
**ACCOUNT NO. 1801**

---

---

***DESCRIPTION***

The Downtown Fund provides financial support under California law for the promotion and administration of the downtown area.

***MISSION***

Make Downtown Merced the vibrant urban center for the city and the region, a friendly place to live, work, shop, dine, and celebrate.

***GOALS***

- ◇ Attract regional customers to Downtown from outside Merced.
- ◇ Make Downtown the center of dining and entertainment in the City.
- ◇ Help Downtown businesses improve sales.

***OBJECTIVES***

***PERFORMANCE  
MEASUREMENTS/INDICATORS***

- |  |   |
|--|---|
| 1. Carry out an effective advertising campaign to position and promote Downtown. | Contract with professional advertising agency.  |
| 2. Provide opportunities to increase communication between businesses.           | Hold monthly meetings, publish monthly newsletters and encourage businesses to contribute.  |
| 3. Improve customer service and merchandizing to ultimately improve sales.       | Offer customer service training through the Merced Customer Service Academy. Provide information to restaurants from experts in the food service field. |
| 4. Provide staff support to Downtown Steering Committee.                         | Hold meetings quarterly to set budget priorities.   |

***2003-2004 BUDGET HIGHLIGHTS***

At the City Council's request, staff surveyed the businesses that contribute to this Fund in FY02-03 to assist a Council decision on whether or not to continue the additional business license tax that funds this program. Based on survey outcomes, the Council decision was that the Downtown Fund will continue as outlined above.