

The Purpose of “Push the Trend” is to take the acquired experience of nearly forty years and contribute them to the renovation of Downtown Modesto. Through the mission statement “To design, renovate, and build a product of highest quality while maintaining excellent customer satisfaction,” this campaign joins the vision of city officials to making the downtown the central core of the city. The benefits of “Push the Trend” include community pride, downtown collaboration, and an increase in all building value.

Through “Push the Trend” William E. Leer Construction has taken great strides toward significantly impacting his local community and has been recognized by local publications as a positive influence in the downtown and greater Modesto area.

The vision for “Push the Trend” continues to expand with the support of the Local building owners, the Chamber of Commerce and Mayor Carmen Sabatino. Through the help of local businesses in conjunction with the community, additional improvements are being made to other real estate in the area and new developments are being planned.

1. Downtown is a symbol of local community pride, economic health, quality of life, and community history.
2. Many entrepreneurs can not afford strip centers and malls; consequently, the Central Business District is ideal for independent businesses that can help the local economy with stronger tax revenues.
  - a. 6 cents of every dollar spent with a big box retailer is retained/recirculated in a community. Source: Rocky Mountain Institute
  - b. 20 cents of every dollar spent with a chain store is retained/recirculated in a community. Source: Small Business Administration
  - c. 60 cents of every dollar spent with a sole proprietorship is retained/recirculated in a community. Source: Small Business Administration
3. Renovated buildings generated at full value provide a stronger tax base for the community. This gives tax payers a return on public investment. Vacant store fronts actually cost the community money.
4. Retail/Office success creates shared responsibility to help reduce sprawl helping to utilize resources wisely: infrastructure, tax dollars, and land.
5. Jobs and materials for **new** commercial construction often come from out of the area; as a result, rehabilitation work within a downtown helps to stimulate the local economy.
6. Downtown is a major employer and often the largest within a community.
7. Downtown is the Heart of the Community: City Hall, County Courthouse, Post Office, etc...a one stop shop for government services.