

DOWNTOWN FRESNO PARTNERSHIP

Marketing & Business Development Committee

April 5, 2023
1P.M. – 2P.M

Downtown Fresno Partnership
845 Fulton Street

AGENDA

Location: Downtown Fresno Partnership, 845 Fulton Street
This meeting will also be accessible via video at the following:

[Zoom Meeting Link](#)

Meeting ID: 816 7933 0792

Password: 996964

- I. Call to Order

- II. CEO Introduction
 - a. Activation you can build a business around
 - b. Knowing our market
 - c. Lifting all boats, solving problems together: bathrooms, trash, childcare, hotel
 - d. The other PBID: Planning and Bankrolling Infrastructure and Development

- III. Recent & Ongoing Events
 - a. FresYes Fest
 - b. Arthop
 - c. SipHop
 - i. DFF (Downtown Fresno Friends)

- IV. Coming Events
 - a. State of Downtown
 - b. Market on Kern
 - c. Fulton Street Party
 - d. Tree Lighting

- V. Economic & Business Development Update
 - a. City Façade Grant partnership with Fresno Area Hispanic Foundation
 - b. Request for bulk parking buy
 - c. New businesses

- VI. Marketing and Communications
 - a. Campaign Update
 - b. RFP
 - c. Database project

- VII. Next Meeting – June 7, 2023

Adjourn