

DOWNTOWN FRESNO PARTNERSHIP

Marketing & Business Development Committee

June 14, 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. Recent & Ongoing Events
 - a. State of Downtown Recap
 - b. Market on Kern
 - c. Arthop
 - d. SipHop

- III. Coming Events
 - a. Vamos
 - b. Fulton Street Party
 - c. El Grito
 - d. Christmas Parade/Tree Lighting

- IV. Economic & Business Development Update
 - a. City Façade Grant partnership with Fresno Area Hispanic Foundation
 - b. Bulk parking buy
 - c. City Youth Ambassadors RFP

- V. Supporting Development
 - a. Infrastructure Funding
 - b. Development Financing
 - c. Coordinated Retail Leasing Strategy
 - d. Inclusive Development Scenarios
 - e. DFF vs DFP

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

- VII. Adjourn: Next Meeting – August 2, 2023