

DOWNTOWN FRESNO PARTNERSHIP

Marketing & Business Development Committee

August 2, 2023
10AM – 11AM

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. Market on Kern
 - b. Arthop
 - c. SipHop
 - d. Vamos Recap
- III. Coming Events
 - a. Fulton Street Party
 - b. El Grito
 - c. Fiestas Patrias
 - d. Taco Truck Throwdown
 - e. Office Olympics
 - f. 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. Master Planning, Infrastructure, and Development
- VI. Marketing and Communications
 - a. Campaign Update – Engagement Data
 - b. Database Work
- VII. Adjourn: Next Meeting – October 4, 2023