

DOWNTOWN FRESNO PARTNERSHIP

Marketing & Business Development Committee

December 6, 2023
1PM – 2PM

Downtown Fresno Partnership
2020 Tulare Street

AGENDA

Location: Downtown Fresno Partnership, 2020 Tulare Street

This meeting will also be accessible via video at the following:

<https://us02web.zoom.us/j/81679330792?pwd=UWYyQWhCc2Q0S2cwVGhsL05DR0pOZz09>

Meeting ID: 816 7933 0792

Passcode: 996964

I. Call to Order

II. Recent & Ongoing Events

- a. Christmas Parade Recap
- b. City Tree Lighting Recap
- c. DFP Open House
- d. Art Hop

III. Coming Events

- a. 2024 Plan
- b. State of Downtown 2024

IV. Economic & Business Development Update

- a. City Façade Grant partnership with Fresno Area Hispanic Foundation
- b. Parking Validations
- c. Retail Master Plan
- d. Kresge Foundation / Inclusive & Sustainable Development
- e. Placer.ai subscription now active

V. Marketing and Communications

- a. Campaign Update – Engagement Data
- b. Community Engagement Conversation with City

VI. Adjourn: Next Meeting – 2024