

DOWNTOWN FRESNO PARTNERSHIP

Marketing & Business Development Committee

April 6, 2022
1P.M. – 2P.M

Downtown Fresno Partnership
845 Fulton Street

AGENDA

Location: Downtown Fresno Partnership, 845 Fulton Street

***Due to the COVID-19 pandemic warnings, this call will also be accessible via video at the following:**

[Zoom Meeting Link](#)

Meeting ID: 816 7933 0792

Password: 996964

- I. Call to Order

- II. Marketing and Communications
 - a. Campaign Update - Jeffrey Scott Agency
 - b. EDC Real Estate Forecast

- III. Events Update
 - a. FresYes Recap
 - b. Arthop
 - c. State of Downtown

- IV. Economic & Business Development Update
 - a. Create Here 2021 Program/ Stay Here Grant Program

- V. Next Meeting – June 1, 2022

- VI. Adjourn