

DOWNTOWN FRESNO PARTNERSHIP

Marketing & Business Development Committee

April 6, 2022
1P.M. – 2P.M

Downtown Fresno Partnership
845 Fulton Street

MINUTES

- **Present:** Beth Wilkinson, Mike Cruz
- **Staff:** Jimmy Cerracchio, Jazzmine Young, Lara Agulian
- **Public:** Guadalupe Saldana, Spencer Sterling

I. **Call to Order-** The meeting was called to order at 1:05pm

II. Marketing and Communications

a. **Campaign Update - Jeffrey Scott Agency** – Sterling presented on the marketing overview for the DFP. There is an overall budget of \$54,000 to spend on marketing for JSA. B2B ads will be running from May-Dec more within counties around the Central Valley. The times will coordinate with ArtHops and State of Downtown. New content will also be taken at these events for new ads. Digital displays and paid social ads will run from May – July. Search Sem ads will be from May-Dec and we will have some print publication with The Business Journal.

B2C will also run from May-Dec. These will span from the Central Valley, up to the Bay Area, and down to So Cal. There will be creative roll outs around Market on Kern, Theater events, and Fulton Street Party. New content will be taken and created from these events. Digital display, paid social, and search sem ads will run from May-Dec, being evergreen, and repurposing previous materials while new ones are made. Youtube will run from June 15-Dec 31. TV and OTT will run every other month from July-Nov.

b. **EDC Real Estate Forecast** – Cerracchio explains that new visitor guides are ready to print. DFP is attending the Fresno EDC Real Estate Forecast on April 21 as a sponsor.

III. Events Update – Jazzmine Young

a. **FresYes Recap** – There was at least 21,000 people in attendance. It was well received by the community and enjoyed by the public. Now that it is over, DFP wants to regroup with the Brewery District to discuss the event and see how it can be more smooth and successful in the future.

b. **Arthop** – Kern Plaza is now activated with vendors and extended into Chukchansi Park in April. Mariposa Plaza is still activated with vendors. In April we closed Fulton St between Tuolumne and Stanislaus, in front of Warnors. We plan to do this closure every ArtHop until winter.

c. **Market on Kern** – This starts on Wednesday, May 4th, and goes every Wednesday until the end of October. We have a new selling system this year.

d. **State of Downtown** – This will be on Tuesday, May 17, at the Grand from 5-7. Christine Brown and Ray Ortiz will be the hosts.

e. **Others** – Cruz stated that Tioga is a sponsor of the Grizzlies. The Brewery District has been blocking the streets for ArtHop as well. Tioga is trying to do

more outdoor events like this, such as Oktoberfest on Saturday, Sept. 17. This would be like a smaller FresYes Fest.

Oktoberfest will coincide with the Fiestas Patrias events, which will be held over 2 days that same weekend. There will be a street closure on Fulton from Tulare for this event, with a parade and a concert.

Fulton Street Party will be held on October 22.

IV. Economic & Business Development Update

- a. Create Here 2021 Program/ Stay Here Grant Program** – Young - Create Here is coming to a close. The judges scores for the 8 finalists are due April 11, with the official press release announcing winners on April 14.

Stay Here is a new grant program with applications opening April 25th. This is for existing downtown businesses and can provide services such as technical assistance and help with renovations or new equipment. Along with informing the businesses with email, the DFP has been canvassing to each business to announce the grant. They will drop paper applications to businesses as well.

- b. New Businesses** – Plant Slayer is opening in the Galleria. They are a Create Here finalist. DFP is helping several other finalists set up site-visits.

The Rose has opened in the old Hop PK space. It is a restaurant, but they also do different events in the evenings. A new restaurant is slated to open in the TW Patterson building called Brimstone & Bourbon. It will be a new late-night food option in downtown. They are hoping to do a preview at the May ArtHop.

Downtown Barbershop will have its soft opening April 7, but they will be fully open May 5th. Huang Lan is a Vietnamese restaurant that will hopefully open soon on the side of Chukchansi on Tulare. They are just waiting on permits to be approved.

- c. PBID Renewal** – DFP is still working to get back signed petitions. There is about 12% left to go. Cruz asked for a list of people to reach out to and Cerracchio will send one to the whole committee. A few big property owners are waiting for the baseline services from the City to be finalized before they sign.

- V. Open discussion** – Agulian asked the committee for some ideas on promotional items for the Real Estate Forecast. Cruz suggested to work with Tom Brocks from Advantage Specialties.

VI. Next meeting – June 1, 2022

- VII. Adjourn** – The meeting was adjourned at 1:58pm.