

DOWNTOWN FRESNO PARTNERSHIP

Marketing & Business Development Committee

June 1, 2022
1P.M. – 2P.M

Downtown Fresno Partnership
845 Fulton Street

MINUTES

- **Present:** Beth Wilkinson, Channelle Charest, Mike Balen, Matt Napoletano
- **Staff:** Jimmy Cerracchio, Jazzmine Young, Lara Agulian
- **Public:** Guadalupe Saldana, Spencer Sterling

I. **Call to Order-** The meeting was called to order at 1:02pm

II. Marketing and Communications

- a. **Campaign Update - Jeffrey Scott Agency** – Sterling gave a presentation on the stats of the currently active B2B and B2C campaigns. In the B2B Google campaign, we have 633K impressions with 3,387 clicks. Overall, with the display ads and SEM, there is a low click rate. Our goal was more impressions to bring more awareness, but we will reevaluate now and see if we can change some key words to try to get more clicks. Restaurants space gets a high click rate. The demographic for the B2B ads is mostly 25-24 year olds mostly located in Central Valley.

B2C is on Google and Youtube. The videos in this case tend to get higher views. There are 127K impressions with 1,400 clicks. Sterling is thinking that we should focus more on the nightlife and more exciting things downtown to get more clicks and interest. Market on Kern was going to be the focus now. The demographic for these ads are people ages 18-24, but with less clicks than the 25-34 age range. The social ads had 22K impressions with a 3.5% click rate. Now Sterling is thinking of having these ads go through Instagram as well as Facebook. The demographic for these were more male than female so that may be worth considering going forward.

Cerracchio asked if anyone from JSA was able to get content from State of Downtown and ArtHop, as was previously discussed. Sterling replied that State of Downtown was photographed, but he did not like the content. DFP does have videos of the May ArtHop so it will be shared with JSA. Sterling mentioned having a different landing page for the B2C ads. As of now, it goes to the homepage of the DFP website. He wondered if it should go straight to the event calendar. Cerracchio suggested DFP make a new landing page specific for that, which can lead easily to the events calendar and downtown businesses.

The next step for B2B is reaching out with E-blasts to the responses we are getting from the ads. Cerracchio wants to send out stories of new business developments and opportunities. Agulian mentioned that DFP has received about 40 responses, but Sterling believes this number is low. We will meet in a few days to discuss this and any changes moving forward.

III. Events Update –

- a. **Arthop** – Cerracchio stated that ArtHop customers are happy, but things are a bit chaotic on our end. There was a meeting recently with DFP, Councilman Arias, John Ostlund, Reza Assemi, and others. Ostlund is unhappy about the street closure at Warnors Theatre as it blocks his staff parking. We have tried to accommodate him and work with him, but he still doesn't want the street closure, whereas the business at Warnors Theatre want us there. He does have a back gate to exit his properties parking lot without having to be on Fulton, but it is broken and Ostlund has not fixed it.

The Mariposa Plaza area is always busy at ArtHop. The issue there is that the City does not like the art and food vendors using the public artwork in the Plaza as a way to display their items or serve food. They are trying to prevent damage to that public art and want it to be used correctly.

Kern Plaza and Brimstone and Bourbon are doing great. Brimstone and Bourbon did \$2,500 in sales in May. Fulton has been very busy for ArtHop. Assemi and Councilman Arias brought up closing every block on Fulton. A lot of trash gets generated, so we get extra dumpsters for that night. Young says it is exciting to see ArtHop pick up and see more spaces activated.

Saldana asked about the open container laws and changes. It has been a problem seen at ArtHop and events at Chukchansi. We are working on getting ABC and Codes and Compliances out to events, but State laws make it hard to remove vendors from public property. ABC will require a trained and certified person on site if alcohol is being served. Young is in conversations with ABC about allowing some open containers, but this will be a long process.

- b. **State of Downtown (recap)** – It was at a smaller venue than usual at The Grand as it was the first time back since in-person since the pandemic, but it was well received and attended. Councilman Arias and Mayor Dyer had good announcements. The food did really well. Chicken King, one of the caterers, has seen an uptick in sales and catering requests since the event. They want to meet with us and get more involved in the downtown community. 411 also expressed that they were happy to be part of the event.
- c. **Fiestas Patrias** – This event will be held September 17. It is a collaborative effort with Councilman Arias, DFP, Fresno Arts Council, Arte Americas, and more. There will be a street closure for the event on Fulton between Tulare and Fresno. Things will kick-off with a parade and there will be vendors, music, and a concert at Selland Arena. There will also be a decorative plastic woven design above the street that will be art and also provide shade.
- d. **Fulton Street Party** – Young stated that the event day will be October 22. This avoids any Fresno State games and conflicts. Donna G and the stages are already locked in. More information is to come down the line.

IV. Economic & Business Development Update

- a. **Create Here 2021 Program/ Stay Here Grant Program** – Young stated that we announced the top 3 Create Here winners out of 19 applicants. Grumpy Burger Lady's came in first. Bone Dry Sober Bar came in second and recently signed a lease inside Sun Stereo Warehouse in the Brewery District. They started out doing pop-up events. Sun Stereo Warehouse is starting Warehouse Wednesdays and

Bone Dry can be seen as a pop-up there until they open. Plant Slayer came in third and they have a lease signed at the Galleria. Their opening was slightly delayed due to flooring, but they should be opening soon.

The applications for Stay Here have been open for 1.5 months and they will close on June 12. The business must be downtown and operating for at least one year.

- b. **New Businesses** – Downtown Barbershop had its grand opening last month. There is another barber across the way that is new. New businesses have started opening in Sun Stereo Warehouse being, House of Morii and Joy's Velitas. Aerial Space Downtown is set to open in there this weekend. Brimstone and Bourbon is looking to open in July in TW Patterson but has been doing the ArtHop pop-ups there in the meantime. Nora Monaco has a pending lease in the Brewery District. 2 embroidery small business have signed a lease on Tulare Street near Chukchansi. Beyond Van Gogh opened at the Convention Center. Yellow, a boutique opened near JSA.
- c. **PBID Renewal** – DFP is through the petition phase of the renewal and is now moving on to the ballot phase. This will start in June and property owners will have to vote whether they want the PBID or not.

V. **Next meeting** – August 3, 2022

VI. **Adjourn** – The meeting was adjourned at 1:54pm.