

DOWNTOWN FRESNO PARTNERSHIP

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**Marketing & Business Development Committee**

August 3, 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
- III. Events Update
  - a. Arthop
  - b. Fiestas Patrias
  - c. Fulton Street Party
  - d. Christmas Parade
- IV. Economic & Business Development Update
  - a. Stay Here Grant Program
  - b. New businesses
- V. Next Meeting – October 5, 2022
- VI. Adjourn