

DOWNTOWN FRESNO PARTNERSHIP

Marketing & Business Development Committee

Thursday, December 3, 2020
8:30 A.M. – 10:00 A.M

Downtown Fresno Partnership
845 Fulton Street

AGENDA

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

[Zoom Meeting Link](#)

Meeting ID: 816 7933 0792

Password: 996964

- I. Call to Order
- II. Approval of October 1st Minutes
- III. COVID-19 Updates
- IV. Marketing and Communications
 - a. Branding Campaign Update
- V. Events Update
 - a. State of Downtown
 - b. 91st Annual Christmas Parade
- VI. Economic & Business Development Update
 - a. Create Here Update
- VII. Next Meeting – April 2021
- VIII. Adjourn

PBID Management Plan

Economic enhancement programs and incentives are intended to attract, grow and incubate new businesses. They include marketing and promotions to improve Downtown's image and invite consumers to downtown, special events to attract customers, and business attraction and retention efforts. In addition, programs may be developed to assist in facade improvements for property owners within the district, and business recruitment incentive programs. These services will be provided to parcels in all three zones.