

DOWNTOWN Now

A publication of the Downtown Association of Fresno



Downtown Vitality ...

Downtown Fresno is surging with potential, but we've been saying that for years. Now is the time to see that potential grow to reality.

We know that a wealth of wonderful ideas for revitalization abound. Everybody has one or two or several. That shows how many people care what happens to their Downtown, and is the first step to revitalization.

The next step is a plan of continued commitment from both the public and private sectors. It's clear that there is a commitment from the public sector. Projects are in progress, like Kern Street, and more projects are in proposed. And now, there is an organizing strength in the private sector.

What needs to follow, the key component that has successfully revived other urban cityscapes, is a good plan of work, a true public/private partnership that identifies the process that leads to success, along with the people (which department, which organization, which alliance) who are going to oversee, invigorate and applaud each step, each group, each success.

If you care (and why wouldn't you?), there are a couple of things you can do right now. One is to **submit questions** and **attend the Candidates Forums**. It's important that all Fresno elected officials understand that successful cities have successful Downtowns.

Second, look for the arrival of **International Downtown Association (IDA)** and get involved. Fresno City Council approved \$15,000 that has been matched by private monies. A date in May or June will be set by the middle of March.

IDA will bring a 5-person panel of Downtown experts, folks who have created and managed successful Downtowns. We will hear firsthand success stories about PBIDs that have helped revitalize other downtowns and receive recommendations as to how that can happen here.

Does that term PBID sound familiar? That's a Property-based Business Improvement District. The idea has been suggested for Downtown Fresno for years because of the positive impact on property values, lease rates and general vibrancy it has provided in cities like Sacramento, Long Beach, Los Angeles and Visalia.

All stakeholders (business owners, property owners and downtown advocates, whether groups or individuals) should be part of the evaluation process conducted by IDA.

This is your newsletter. Suggestions of topics or issues that you would like to see are always welcome.

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DOWNTOWN FRESNO

Mayoral Candidates Forum
Wednesday, April 2

Council Candidates Forum
Wednesday, April 9

Bankers Ballroom 1060 Fulton Mall
5:00 P.M. Reception 5:30-7:00 P.M. Forum

candidatesforum@downtownfresno.org 559.490.9966 www.fresnofusion.com



Director's Notes

What an exciting place to be right now, Downtown Fresno! I come from Downtown Visalia, which has a wonderful Downtown and was such fun to manage, but I'm thrilled to be here, an exciting urban environment.

I'm very interested in getting to know any and all folks with strong ideas about our Downtown. I've been meeting people right and left, but have many more to meet. So many people with such good ideas! If you're one of those people, and I haven't met you, give me a call or email. Thanks!

I'm happy to introduce our "Sculpture Feature" on the next page. We're starting off with my favorite Downtown ladies, the Renzi friends. But look for the 18 other spectacular sculptures in future newsletters. These are a tremendous city asset.

Look forward to meeting you!



CLOCK TOWER & 1060 FULTON

Your Voice is Heard

Membership in Downtown Fresno

Membership in the Downtown Association of Fresno just became easier.

The new Downtown Advocate membership category offers you the Downtown Now newsletter, email updates, eligibility to vote in board elections, eligibility to serve on committees, a listing on our website, quarterly mixers and issues forums - all for \$25! You have a say in revitalization steps for Downtown Fresno.

Other membership categories are Downtown Champions, Leaders and Investors. To be a Downtown Champion, individuals and small businesses pay \$150 for the Downtown Advocate

Become a Downtown Champion in March. Attend our Annual Dinner (March 27) for free!

benefits plus: eligibility to serve on the Board of Directors, promotional insert in newsletter, business biography and link on website, 2 Annual Dinner tickets.

For \$500, Downtown Leaders also receive their logo on the Downtown Fresno website and 2 tickets to both the Downtown Art Gala on September 25 and SUDZ in the City on May 24.

Downtown Investors receive all previous benefits, along with a business feature in our newsletter, acknowledgment in all event programs, a tour for their staff of Fulton Mall sculptures and 10 tickets to the event of their choice (Annual Dinner, Downtown Art Gala or SUDZ in the City). Downtown Investors pay \$1000 for their membership.

Join the charge to invigorate Downtown Fresno. Help make our Downtown the very exciting heart and soul of our city.



FULTON MALL, DOWNTOWN FRESNO

A Downtown Fresno Event co-sponsored by Univision



**Downtown
Cinco de Mayo
May 2-4, 2008
Fulton Mall**



Save the Date!

A Downtown Fresno Event

Saturday, May 24, 2008

4:00 - 9:00 P.M.

Chukchansi Park in Downtown Fresno
H Street between Inyo and Fresno

Just the facts . . .

- Downtown Mixer Feb 21, 5:00-7:00 p.m.
Cafe Corazon
- Board of Directors. Tue, Feb 26, 5:30-7:00 P.M.
The Downtown Club
- Promotion Committee ... Thu, Mar 6, 12 NOON
5th floor Conference Rm, Patterson Bldg
- Executive Board Tue, Mar 11, 12 NOON
- Economic Develop. Comm.. Mar 13, 1:00 P.M.
5th floor Conference Rm, Patterson Bldg
- Design Committee Mar 18, 8:30 A.M.
5th floor Conference Rm, Patterson Bldg
- Organization Committee Mar 19, 4:30 P.M.
Milano Restaurant, 1243 Fulton Mall
- Board of Directors..... Mar 25, 5:30-7:00 P.M.
The Downtown Club
- Annual Dinner..... Mar 27, 6:00 P.M.
Club One Show Room
- Mayoral Candidates Forum Apr 2, 5-7:00 P.M.
Bankers Ballroom (former Security Bank Bldg)
- Council Candidates Forum Apr 9, 5-7:00 P.M.
Bankers Ballroom (former Security Bank Bldg)

Sculpture Feature



"The Visit" is a bronze sculpture created in 1965 by Clement Renzi. It was restored in 2000. You can find it on the north end of Fulton Mall south of Tuolumne Street, near Long's Drugs. It is visitor-friendly – children like to climb up and sit in the ladies' laps.

Renzi is a Fresno artist with extensive credentials. He studied at UC Berkeley, New York and Vienna. His works are owned by the University of Virginia, Notre Dame, Penn Academy of Art, as well as elsewhere in Fresno and surrounding valley towns.

Quick Takes

Free Small Business Tax Seminar: March 14

Valuable information about sales and use taxes, Federal and State taxes, Enterprise Zones and Small Business Finance can be learned at this seminar. It runs from 9 a.m. to 3:00 p.m. on the first floor of the Hugh Burns State Building at 2550 Mariposa Mall.

Four Chambers (CCHCC, GFACC, FAHCC and SJBC) are sponsoring the seminar in collaboration with John Chiang (CA State Controller), Bill Leonard (Dist 2 State Board of Equalization), Juan Arambula (CA Assembly-member, Dist 31), and Blong Xiong (Fresno City Council President). For more information, call our office.

Annual Dinner: March 27

Come prepared to pay tribute to all things Downtown Fresno. Join other members and guests in the elegant Club One Show Room. Meet the new board members and be introduced to the Downtown Association of Fresno's 2008 officers. Invitations are being mailed March 10.

Mayoral Candidates: Apr 2 Council Candidates: Apr 9

We've teamed up with Creative Fresno, Fresno's Leading Young Professionals (FLYP), the Fresno Arts Council, Chinatown Revitalization, FCASH and FresnoFusion.com to find out just what the candidates have to say about Downtown Fresno. Sponsor KVPT will be filming and posting on their website, <www.kvtp.org>, Sponsor KFSR is providing equipment and post audio <<http://www.csufresno.edu/kfsr/KFSRhome.html>>.

Join us at the Bankers Ballroom (sponsored by 1060 Fulton Mall) in the former Security Bank

Building at 5:00 for a reception and 5:30-7:00 for the forum.

Log on to <fresnofusion.com> to post questions you would like to see asked at the forums.

Cinco de Mayo Celebration: May 2-4

Exciting plans are in the works with Univision for this great annual celebration. Vendor packets are mailed.

SUDZ in the City: May 24

Bands and microbrews are lining up to take part in the 14th annual SUDZ in the City. Tickets go on sale April 1.

Parking Validations

Through a program with the City of Fresno, we are able to offer parking validation stickers for sale at cost. You can purchase a book of 100 for \$25. It comes with an approved window sign and a counter sign to advertise the parking stickers. Call the office at 490-9966 for more information.

Kern Street

The City of Fresno is developing Kern Street into a pedestrian-friendly street, improving sidewalks and adding street lights, landscaping, banners and lights in the trees.

Work will be completed by April 4, with a kickoff street party on April 11, to coincide with the opening home game of the Fresno Grizzlies.

Remember that businesses are open during the renovations being done on Kern Street.





CINCO DE MAYO (COMING UP MAY 2-4)

Downtown Association of Fresno
 2014 Tulare Street Ste 417
 Fresno CA 93721

PHONE 559.490.9966
 FAX 559.490.9968
 EMAIL info@downtownfresno.org



SUDZ IN THE CITY (COMING UP MAY 24)

**Whose Job Is It Anyway?
 IN DOWNTOWN FRESNO**

Broken Light or Street Light Base
 City of Fresno Streets Division
 559.621.1492

Damaged Banner
 Downtown Association of Fresno
 559.490.9966

Damaged or Missing Street Sign
 City of Fresno Streets Division 559.621.1492

Broken or Inoperable Street Light
 City of Fresno Streets Division 559.621.1492

Damaged Bus Shelter
 Fresno Area Express (FAX)
 559.621.7433

Graffiti on Buildings
 Graffiti Hotline
 559.621.8247

Overflowing Trash Can
 City of Fresno Solid Waste
 559.621.1849

Graffiti in the Public Right of Way
 Graffiti Hotline
 559.621.8247

Broken Parking Meter
 Parking Management
 559.621-PARK (7275)

Overflowing Dumpster
 City of Fresno Solid Waste
 559.621.1849

Broken Tree Limbs
 Parks & Recreation
 559.621.2900

Trash in the Street
 City of Fresno Streets Division
 559.621.1492

Lifted Sidewalk
 City of Fresno Streets Division
 559.621.1492

Broken Pay Phone
 AT&T Public
 Communications
 800.498.2646

Leaking Fire Hydrant
 City of Fresno Water Division
 559.621.5300

Litter on Sidewalk
 City of Fresno Solid Waste
 559.621.1849

Damaged Mailbox
 US Postal Service
 800.275.8777

Damage or Vandalized Utility Box
 PG&E 800.743.5000 or AT&T 800.498.2646