

## DOWNTOWN FRESNO PARTNERSHIP

---

# Marketing & Business Development Committee

Thursday, April 5, 2018  
8:30 A.M.

Downtown Fresno Partnership  
845 Fulton Street

## AGENDA

- I. Call to Order
- II. Approval of the October 6, 2017 meeting minutes
- III. Purpose & Goals of Committee – Scharton
- IV. Marketing – Rocha
  - i. Social Media
- V. 2018 State of Downtown – Chilingierian
  - i. State of Downtown Budget Report
- VI. 2018 Events – Scharton
  - i. 2018 Event Schedule Calendar (update)
- VII. 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.