

DOWNTOWN FRESNO PARTNERSHIP

Marketing & Business Development Committee

Thursday, June 7, 2018
8:30 A.M.

Downtown Fresno Partnership
845 Fulton Street

AGENDA

- I. Call to Order
- II. Approval of the April 5, 2018 meeting minutes
- III. Purpose & Goals of Committee – Roush
- IV. Marketing and Communications
 - a. Social Media
 - b. Website – Google Analytics, Updates
 - c. Media – In the News, Press Releases
 - d. Communications – Newsletters
- V. Business Development
 - a. Business Directory
 - b. Monthly Merchant Meetings
- VI. Program Updates
 - a. Street Banner Program
- VII. Next Meeting – August 2, 2018 at 8:30 am
- 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.