



## Downtown Fresno Restaurant Makeover

Running a restaurant is tough work and we want to give our local restaurateurs a break. On Monday, June 1, 2015, applications opened for the Downtown Fresno Foundation's inaugural Restaurant Makeover competition.

The competition is open to all restaurants within the Downtown Fresno Partnership district that have been in business for a minimum of one year.

The winner will receive a prize package valued at \$25,000 that includes:

- **\$2,500 cash** prize to pay for materials and supplies (Downtown Fresno Partnership)
- 5 hours of **interior design consultation** services to create a concept design (Core Business Interiors)
- **Drywall services** and design/cosmetic consultation including the space, layout of the floorplan, and aesthetics (Custom Drywall)
- Custom TV scheduling and **digital ad campaign** on YourCentralValley.com, production of a TV commercial, interviews on Central Valley Today, and promotions on show and station Facebook page (KSEE24)
- Full suite of **marketing/branding** including creation of a brand image; Logo design; Website design including 6 months maintenance, SEO, training on website maintenance; promotional post card design; Creation of social media presence; Custom social media graphics; 3 months social media maintenance; 2 hours social media training; Menu design; Table tent card design; Business card design (Luxe Creative Strategies)
- **Flooring** options (Innovation Commercial Flooring)
- **Exterior renovation** grant to improve storefront façade or signage (Next Generation Philanthropy)

The winner will be evaluated on three criteria: People's Choice online voting, scoring by a panel of judges, and ability to meet program requirements (including creation of a Downtown Fresno-themed menu item).

There are over 30 eligible restaurants in the district, many of whom are family owned. Prizes for the winners are generously donated by local businesses including Luxe Creative Strategies, Core Business Interiors, Custom Drywall, KSEE 24, Next Generation Philanthropy, and the Downtown Fresno Partnership.

The scope of the makeover work includes interior projects that do not require a permit such as painting, new furniture or fixtures, flooring or countertop replacement or an updated menu board. Funding for exterior improvements to the winning storefront space is provided through a grant from Next Generation Philanthropy (NGP), an initiative of the Fresno Regional Foundation.

### Restaurant Makeover Timeline

June 1	Applications Open
June 29	Applications Close
July 15	Winner Selected
July TBD	Work Commences
August TBD	Grand re-opening