

Downtown Fresno Annual Events

Internat'l Downtown Ass'n Panel Monday-Tuesday, June 9-10, Downtown Fresno
 Storefront Signage Showcase Thursday, June 19, 5 P.M.-6:30 P.M., Club One Showroom
 Mexican Independence Day Friday-Sunday, September 12-14, Fulton Mall
 El Grito Monday, September 15, Fulton Mall
 Downtown Art Gala Thursday, September 25, Fulton Mall
 Halloween Happens Downtown Friday, October 31, Fulton Mall
 Winter Wonderland Saturday, December 13, Fulton Mall
 Quarterly Mixers and Issues Forums Check website for current information
 Downtown Annual Meeting Spring, 2009
 Cinco de Mayo Friday-Sunday, May 1-3, 2009 Fulton Mall
 SUDZ in the City Saturday, May 2009, Chukchansi Park



Call the office at 490.9966 or email Lsegura@downtownfresno.com for more information or to volunteer.



The Downtown Association of Fresno is a private, nonprofit membership organization founded in 1955.

We are dedicated to the revitalization of the historic Central Business District in Downtown Fresno, striving to be an effective force in creating a unique vibrant destination in the heart of the City and region. The central feature of the CBD is Fulton Mall, a six-block City park and pedestrian mall.

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

STAFF CONTACT INFORMATION

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MEMBERSHIP

Supports
Downtown Fresno



Members boost Vitality in Downtown Fresno

NAME _____ DATE _____

BUSINESS _____

LOCATION ADDRESS _____

MAILING ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE (S) _____ FAX _____

EMAIL _____

WEBSITE _____

MEMBERSHIP CATEGORIES

- Downtown Advocate
- Downtown Champion
- Downtown Leader
- Downtown Investor

COMMITTEE PREFERENCES

- Urban Beautification
- Business Growth
- Image & Communication
- Special Events

Downtown Association of Fresno 2014 Tulare Street Ste 417 Fresno CA 93721 PHONE 559.490.9966 FAX 559.490.9968 EMAIL info@downtownfresno.org

REMOVE AND RETURN

COMMITTEES

Urban Beautification

Responsible for efforts to maintain and improve the visible physical elements of the Fulton Mall and Downtown Fresno. Activities may include, but are not limited to, tree and flower planting and maintenance; banners and business signage; work on design guidelines; street furniture and infrastructure; lighting; Mall and artwork maintenance; and the Downtown Art Gala or other events to raise funds for artwork restoration.

Business Growth

Responsible for strategies to retain and expand business on the Fulton Mall and in Downtown Fresno. Activities may include, but are not limited to, advocacy around vacant buildings, transportation, and business permitting; Downtown wayfinding signage; Downtown asset map and database development; new assessment district proposals; and business membership benefits, including mixers and issues forums.

Image & Communication

Responsible for sustained efforts to improve the public image of the Fulton Mall and Downtown Fresno. Activities may include, but are not limited to, a comprehensive and ongoing Downtown "branding" campaign; small-scale event series such as lunchtime concerts, farmers markets, ice skating nights, and stadium home game-coordinated events; and Board-level oversight of DTA newsletters, website, and press outreach.

Special Events

Responsible for hosting exciting events that bring new people to Downtown Fresno and raise money to support other DTA activities. Events include, but may not be limited to, Sudz in the City, Cinco de Mayo, Mexican Independence Day, El Grito, Halloween Happens, Winter Wonderland, and St. Patrick's Day events.

Membership Opportunities

DOWNTOWN ADVOCATE

\$25 for associate members and students

- Downtown Now Newsletter
- Email updates
- Eligibility to vote in board elections
- Eligibility to serve on committees
- Listing on website
- Quarterly Mixers
- Issues forums



DOWNTOWN CHAMPION

\$150 for individuals and small businesses, \$75 for Downtown residents, no extra charge for BIA members

- Advocate level plus . . .
- Eligibility to serve on Board of Directors
- Promotional insert in newsletter (limits may apply, contact office for details)
- Business biography and link on website
- Annual Dinner: 2 tickets for individuals or businesses, 1 ticket for Downtown residents (ticket value, each, \$60)
- Listing and link on website

DOWNTOWN LEADER

\$500 for large businesses and corporations, \$250 upgrade for BIA members

- Champion level plus . . .
- Logo on Downtown Fresno website
- Downtown Art Gala: 2 tickets (ticket value, each, \$60)
- SUDZ IN THE CITY: 2 tickets (ticket value, each, \$30)

DOWNTOWN INVESTOR

\$1000 for individuals or businesses, \$750 upgrade for BIA members

- Leader level plus . . .
- Business feature in newsletter
- Acknowledgment in all event programs
- Staff tour (up to 25) of Fulton Mall sculptures
- Event of choice (Annual Dinner, Downtown Art Gala or SUDZ in the City) 10 tickets