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Downtown Fresno Partnership Announces Create Here Business Plan Competition for 2019
Program to Feature \$25,000 in Cash Prizes to Winning Business Plans

At the State of Downtown last night, Downtown Fresno Partnership officially unveiled the relaunch of the Create Here Program. The program offers cash prizes to applicants who submit their business plan with the goal of opening in Downtown Fresno. Create Here was initially launched by Downtown Fresno Partnership in 2015 to help increase the mix of businesses in Downtown Fresno. The previous program featured one winner who received a \$10,000 grand prize and a package of donated services from local businesses.

This year's prize package totals \$25,000, with 5 total winners and a grand prize of \$10,000. The program is being funded by the Downtown Fresno Foundation which received a grant from the Central Valley Community Foundation and JP Morgan Chase called the PRO Neighborhoods Grant. The grant is an initiative to provide communities with the capital and tools they need to support locally-driven solutions and address key drivers of inequality across the country.

The previous competition's winner, HoP PK, is a Mediterranean restaurant that serves locally crafted beer. Other Create Here applicants that opened their business in Downtown Fresno include Raw Fresno and ROOT General. Downtown Fresno Partnership has created a promotional video for the program, which is viewable at <https://www.downtownfresno.org/do-business/create-here-business-competition>.

A panel of Downtown Fresno business owners, property owners and representatives of local community development financial institutions will sit on a committee to select the winners of the competition. Additionally, applicants will be paired with a mentor from Fresno County SCORE to help develop their business plan.

Several companies have generously donated services to the program, including KSEE24, Ordslip, DL Signs, Ivy Public Relations, Fresno State MCJ Department, Central Valley Community Bank and the Fresno Chamber of Commerce. The donations total \$23,000 worth of services which will be given to the winner of the competition as part of the grand prize package.

Applications for the program are currently open through July 15th, 2019. Program finalists will be announced on August 15th, 2019 and the winners will be announced on September 18th, 2019. To apply, visit <https://www.downtownfresno.org/do-business/create-here-business-competition>.

Who: Downtown Fresno Partnership, Downtown Fresno Foundation, JP Morgan Chase, Central Valley Community Foundation

What: Create Here Business Plan Competition 2019

When: Applications are open through July 15th

Where: Downtown Fresno

Website: <https://www.downtownfresno.org/do-business/create-here-business-competition>

For more information please contact daniel@downtownfresno.org or call 559-490-9966 ex. 227