



COUNCILMEMBER ESMERALDA SORIA  
& COUNCIL PRESIDENT MIGUEL ARIAS

## **\*\*PRESS RELEASE\*\***

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# **Launch of the New City of Fresno Tower District Outdoor Dining Parklet Project**

**September 3, 2020**

**FOR IMMEDIATE RELEASE**

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TDMC, Executive Director, Tyler Mackey, (559) 445-1586

**FRESNO, CA** – The Tower District Marketing Committee (TDMC), Councilmember Soria and Council President Arias, will announce three business relief grants received by Tower Businesses through the City of Fresno CARES ACT Funds for build of outdoor dining parklets. The City allocated \$600,000 in grants to assist restaurants city wide in creating outdoor seating in response to COVID19 guidelines. A press conference will be held **Friday, September 4<sup>th</sup> at 11:00am** in front of **Irene’s Café at 747 E Olive Ave.**

“Our Tower businesses deserve our support during this difficult time and I’m glad our city has stepped up and provided it,” said Council President Arias.

The City of Fresno awarded \$35,000 to Irene’s Café, The Revue, and The Lincoln Pub & Grub for the project. The first temporary parklet will be installed in the Tower District, Friday Sept 4<sup>th</sup> with the Revue and Lincoln Pub to follow in the next week. The temporary parklets installed this week will be replaced within 3 weeks with permanent parklets. An additional five businesses have begun the application process to also expand their outdoor dining area.

“We look forward to bringing more outdoor dining to the Tower District. Our businesses appreciate the City’s desire to help create solutions for the challenges of COVID-19,” said Tyler Mackey, Executive Director of the TDMC.

In coordination with the Fresno Arts Council, a call to artists has been issued for art submissions for murals to be featured on the permanent parklets to be consistent with the public art culture of the district and in agreement on design with the business owners.

“We are very excited to launch this program bringing much needed COVID-19 relief to our Tower District business owners. Our community is struggling with the effects of COVID-19 and our small business owners have been among those most affected. This is a creative way of keeping our residents safe and our small businesses afloat,” said Councilmember Soria.

**Please contact us for press opportunities.**  
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