

What is the Downtown Center?

As a result of a unique partnership with Bitwise Industries, Continuing and Global Education is opening a Downtown Center in 2015. Bitwise is among the cadre of local companies focusing on the growing technology industry.

Building on its mission of *Expanding Access to Innovative Programs*, Continuing and Global Education is creating professional development courses focused on technology business, grant writing, digital marketing, and intellectual property law.

The Downtown Center expands the University's presence in the city's business core to serve the government, education, healthcare, transportation, and technology sectors with a convenient location in the historic Phelan building (soon to be Bitwise South Stadium) at Van Ness and Mono.



fresnostatedowntown.com

A Promising Future

Downtown Fresno is on the brink of a transformation. With consistent growth in the public, technology, and legal sectors, as well as high speed rail, the need for workforce development programs has never been higher.

The Fulton Corridor transformation was approved by the Fresno City Council. The transformation will open Fulton Mall to traffic for the first time in decades, bringing more traffic to the historic storefronts. Urban renewal projects are breathing new life into the downtown area. Numerous historic buildings are being purchased and examined for restoration.

40,000
PEOPLE WORK IN
DOWNTOWN FRESNO

\$15.9M
RECEIVED BY CITY TO
REVAMP FULTON MALL



A historic building is being reimagined as the Bitwise South Stadium complex.



Innovation > Growth > Achievement

DOWNTOWN CENTER

BusinessUnbundled – Optimized Learning for the Tech World

BusinessUnbundled is a series of business education workshops designed for Fresno's technology companies and professionals. Students take short courses that are directly applicable to their professional lives and goals. The courses will be held on weekday evenings at the Downtown Center.

Modeled after Geekwise Academy, the popular technology workshop series operating out of Bitwise Industries, BusinessUnbundled will launch with workshops on tech entrepreneurship, presentation skills, and business writing.

Follow BusinessUnbundled on Twitter @BizUnbundled

Marketing in a Digital World

This workshop series, offered in collaboration with the Fresno Advertising Federation, focuses on strategic use of digital technologies as well as traditional advertising mediums. Whether you're a business owner, manager, or entrepreneur, this series will provide valuable skills to enhance your success in the marketplace.

Grant Writing and Management

This intensive, practical program for professionals and students offers workshops in governmental grant writing, private foundation grant writing, grant budgeting and cost control, and grant evaluation. Improve your success rate in the competitive grant funding arena and earn an optional unit of academic credit.

FRESNOSTATE

Discovery. Diversity. Distinction.

For more information on this project, contact:

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