



The Downtown Chico Business Association (DCBA) is currently accepting proposals for our 9th Annual Thursday Night Market (TNM) City Plaza Nights! special event series.

The TNM City Plaza Nights special event series provides local organizations with an opportunity to host their own unique event in the Downtown Chico City Plaza during a Thursday Night Market. Our goals for this program include:

- 1) **Positive engagement of City Plaza!** Special events in public spaces help to create an environment where people want to gather. Crowds tend to be more family-oriented and positive feelings about our community are reinforced. PLACEMAKING...just one way the DCBA can help to contribute to a cleaner, safer, and more desirable downtown district.
- 2) **Stronger collaborative partnerships!** Strengthening our relationships with community groups, non-profit organizations, local businesses and the University will have a positive impact on all involved and should lead to bigger and better programs and partnerships. Let's demonstrate that we are all in this together...OUR Community...OUR Responsibility!

Program Overview:

The applying organization will be responsible for the logistical planning of the event. The DCBA will: a) Provide the venue (City Plaza) and cover city plaza use fees including stage, power, restrooms, lighting, etc; b) Help advertise and promote the event via print, radio, and social media; and c) Provide guidance to event organizers throughout the planning process; d) Provide trash and recycling containers for use during event.

Program Criteria:

- All events will take place during the Thursday Night Market from 6 - 9pm. Set up can begin at 4:00pm and tear down must be completed by 10:00pm.
- All event planning and implementation for the program is the responsibility of the applicant. DCBA reserves the right to review and approve all elements of proposed activities.
- All needed equipment, materials, supplies, and staffing are to be provided by the applicant.
- Admission fees cannot be charged, however fundraising can take place during the event.
- Vendors, performers and other event participants may not be charged to participate in the event.
- Food and beverage may not be sold (or given away) without prior approval by DCBA.**
- Exclusive media contracts are in place for the Thursday Night Market. If you have a relationship with a local media outlet that you would like to work with to promote your event, please contact the DCBA for prior approval. If not, we can connect you with our media partners.
- Interactive programs (i.e. those offering hands-on activities or demonstrations) are encouraged.
- Programs that involve many local organizations partnering together are encouraged.
- Use of the Plaza Stage is encouraged. All proposed entertainment (primarily if using amplification) must be approved by DCBA.
- Power is available in City Plaza (up to 20 amp) upon request.
- Event organizers must observe all TNM Event Rules and Guidelines as well as City of Chico Plaza use rules (i.e. no glass or alcohol, no smoking, no vehicles, etc.). City Plaza maps can be provided upon request.
- Event organizers and participants are expected to clean up the City Plaza at the conclusion of the event.

Still Not Sure What We Are Looking For?

Here are some successful City Plaza Nights events that have taken place in past years...

- ☛ Keep Chico Creative Music & Arts Faire presented by Chico State School of the Arts (SOTA)
- ☛ Plaza-palooza presented by KZFR Community Radio
- ☛ Annie B's Community Drive presented by the North Valley Community Foundation
- ☛ Beyond the Plaza presented by Chico Area Museum Alliance
- ☛ Growing Up Chico Night presented by Growing Up Chico Magazine
- ☛ Imagine Kids: Music and the Arts Presented by Chico Rockstars
- ☛ Smoke Free, Drug Free Days and Nights presented by California Health Collaborative
- ☛ Book in Common Community Kick-off celebration presented by CSU Chico
- ☛ Lives do Change! Celebration of National Recovery Month presented by Skyway House

Interested groups are invited to submit a program proposal at this time. Proposals will be accepted until all available spots are filled! Groups interested in securing space in April or May should submit proposals no later than February 24, 2017. However, proposals will be accepted throughout the season!

If you would like your program to be considered, please submit a proposal including the following information:

- 1) Date preference (Please provide THREE possible date options - we will do our best to accommodate requests)
- 2) Contact information for event organizer (Group/Organization, Contact Name, Address, Phone, and Email)
- 3) Name/Title of your City Plaza Nights! program
- 4) Goals and Objectives and a summary of the program. Finer details will be worked out at a later date, but please provide pertinent information that will give us a clear picture of what we can expect from your program. If you have coordinated a similar event in the past, you may provide a reference.
- 5) **Names of other groups/organizations that will be involved with your program.** This is a biggie! Applicants are encouraged to reach out to other compatible groups or local businesses to collaborate on the program. The City Plaza is huge - fill it with things to see, learn, and do! (And we can help with these community connections, too!)

Thank you for your consideration!

Please submit proposal and questions to...

DCBA/City Plaza Nights

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