



DOWNTOWN CHICO BUSINESS ASSOCIATION

Board of Directors

2025 Planning Session

Date: January 7, 2025

Time: 7:30 – 10:00 am

Place: Hotel Diamond

- 1. Agenda & Planning Session**
- 2. 2024 Year End Downtown Business Survey**
- 3. 2025 Focus Area 1 Marketing**
- 4. 2025 Focus Area 2 Events**
- 5. 2025 Focus Area 3 Placemaking**
- 6. 2025 Focus Area 4 Organization**
- 7. 2025 Event Sponsorship Package**
- 8. 2025 Draft Budget**

Tab 1

Agenda & Planning Session

DCBA Board of Directors Planning Session Agenda

Date: Tuesday, January 7, 2025

Place: Hotel Diamond

Time: 7:30a – 10:00a



7:30 AM – 7:45 AM: Call to Order

President's Welcome & Comments

1.0 Consent Agenda

1.1 Meeting Minutes – November Board & Executive Committee

1.2 Year End Financial Statements

ACTION: Pull any items for further discussion, if no questions call for motion/second and vote to accept consent agenda.

2.0 Action Items

2.1 Emma Martin, Board Resignation. Emma has step off the board due to family commitments and do not allow her to attend board meetings. President Greg Scott recommends appointing Linda Zorn, representative of Butte College and co-chair Placemaking Initiative to fill vacant position for the remaining term, 2026.

ACTION: Accept nomination and vote to approval Linda Zorn to Board of Directors, or propose another nominee and vote.

3.0 2025 Annual Planning Session

3.1 This first meeting of the year is dedicated to a Board Planning Session which will be facilitated by Audrey Taylor with the following purpose:

- 1) Confirm Focus Area Work Scopes (drafted by staff) as foundation for 2025.
- 2) Review critical issues facing DCBA in 2025
- 3) Engage the leadership (Board) in participating in work scopes and strategic solutions for critical issues.

2025 DCBA ANNUAL PLANNING SESSION

Background - 2024 Board Priorities

The top three priorities identified in 2024 were:

1. Build business owner relationships and connections with DCBA staff and board members
2. Funding plan for self-sustainability
3. How to support businesses in Downtown Chico – complete streets, grants, advocacy

Less focus, but still important:

- 1) Place making: a general plan for placemaking – at least start this year
- 2) Strengthen relationships with City of Chico, staff and council and Chico State.

Critical Issues for 2025

The following have been identified as critical issues for DCBA and downtown which will need leadership and action:

1. Restoration – Bidwell Mansion, a huge part of Downtown
2. Funding Challenges – the City's 3-year contract and funding ends March 2026
3. Downtown Presence Issues – complete streets project, vacancies, El Rey restoration, cleanliness and collaborations with Chico State.

Planning Session Packets Structure

Packets: Staff have dedicated time to creating detailed work plans for 2025 for each of the Focus Areas – Marketing, Events, Placemaking & Organization. These align with the Business Plan, and include areas of enhancement, revenue generation opportunity and initiative for reshaping downtown.

Detailed work scopes for each Focus Area were sent prior to the planning meeting for the Board to review and be prepared.

Please use packets for reference during review and discussion of each focus area.

DCBA Focus Areas

Focus Area 1: Marketing 2025 Proposed Work Plan – Key Tasks

- 1) Social Media
- 2) Communications
- 3) Campaigns (not Signature Events), i.e., Downtown, Summertime
- 4) Marketing Materials
- 5) Welcome Center
- 6) General Advertising, PR & CoBranding i.e., Billboards
- 7) Website

Focus Area 2 - Events 2025 Proposed Work Plan– Signature Events

- 1) Thursday Night Market
- 2) Friday Night Concert
- 3) Slice of Chico
- 4) Taste of Downtown
- 5) ARTober Fest – Art & Wine Walk, Harvest Sidewalk Sale
- 6) Treat Street
- 7) Small Business Saturday
- 8) Light Up Downtown – Christmas Preview, Tree Lighting
- 9) New Potential Events

Focus Area 3 - Placemaking & Vitality 2025 Proposed Work Plan

- 1) Historic Buildings – Bidwell Mansion, El Rey Theatre
- 2) Student Art Initiative – COBA Board Replacement, Diamond Alley
- 3) Vacant Building Committee
- 4) Wayfinding Signs
- 5) Window Stickers
- 6) Partnership with PBID – Clean & Safe

Focus Area 4 - Organization & Advocacy 2025 Proposed Work Plan

- 1) Board & Staff
- 2) Office
- 3) ByLaws
- 4) Budget & Funding – City Funding expires, District Assessment, Donors, Other
- 5) Advocacy – Complete Streets, code enforcement, trash
- 6) Partnerships – TeamChico, PBID

Planning Session Meeting Structure & Timeline

Planning Session Objective:

- 1) Review the Focus Area 2025 scopes of work prepared by staff. Discuss each Focus Area work plan and identify any adjustments needed to align with DCBA business plan and critical issues.
- 2) Focus on strategic discussion and actions for critical issues. 2024 progress, enhance or provide recommendations to 2025 plans presented by staff, discuss funding for each focus area, staff capacity to implement, engagement of Board, Downtown businesses and volunteers.

Planning Session Set Up for Board Review & Input: *Time is limited, input is important.*

- 1) 7:45 – 9:00 Review and Discuss Focus Area Work Plans
 - 1) Open discussion with all Board Members, 15 minutes per Focus Area
 - i. Brief overview of the Focus Area
 - ii. Identify any adjustments needed in work plans or new items?
 - iii. Do we have resources – financial and human capacity to implement?
 - iv. Do the actions of the Work Plan help address any of the critical issues? i.e., funding?
 - 2) Output: potentially revised or additional tasks for each focus area.
- 2) 9:00 – 9:30 Discuss Strategic Actions on critical issues:
 - 1) Are there any other critical issues?
 - i. Restoration – Bidwell Mansion, a huge part of Downtown
 - ii. Funding Challenges – the City’s 3-year contract and funding ends March 2026
 - iii. Downtown Presence Issues – complete streets project, vacancies, El Rey restoration, cleanliness and collaborations with Chico State.
 - 2) Output: List of actions.

3) 9:30-9:45 Closing & Next Steps

- 1) Update 2024 Board Priorities to 2025 Priorities**
- 2) Finalize Budget and approve /or bring back to Board for Approval.**

9:55 President Closing Comments & Adjournment

Tab 2

Year End Downtown Business Survey

Year End 2024 Downtown Chico Business Survey



Purpose of the Survey

The Downtown Chico 2025 Business Survey was conducted to gather valuable insights from downtown businesses to guide the Downtown Chico Business Association's (DCBA) 2025 planning efforts. Key objectives included:

- Identifying the needs and challenges of local businesses.
- Understanding customer demographics and business environment concerns.
- Shaping initiatives around critical focus areas like marketing, events, placemaking, vacancy advocacy, and organizational sustainability.

Survey Details

Dates Conducted: December 16, 2024 – January 1, 2025.
Total Responses: 26 businesses participated.
Key Questions: Focused on business profiles, customer demographics, challenges, physical improvements, marketing, and event impacts.

Key Survey Findings

1. Business Profiles

- Respondents represented diverse sectors, including retail (44%), restaurants (24%), personal services (16%), and professional services (12%).
- The median tenure of businesses downtown was 11 years, with several operating for decades.

2. Customer Demographics

- The primary target audiences identified:
- Adults aged 25-34 (80%) and 35-44 (72%).
- Local residents (80%), followed by college students (64%) and families (60%).
- Interests included shopping, dining, and cultural activities.

3. Challenges The most frequently mentioned challenges included:

- Homelessness and Safety Concerns: A major deterrent to foot traffic and customer experience.
- Parking Issues: Frustrations with kiosks, limited parking, and lack of long-term parking structures.
- Economic Challenges: Low foot traffic, competition from new developments, and poorly maintained vacant buildings.

4. Physical Improvements Businesses emphasized the need for:

- Enhanced lighting and building maintenance.

- Clean sidewalks and public spaces.
- Addressing blight and filling vacant buildings.

5. Marketing and Promotions

- Social media (70.8%) and events (37.5%) were seen as the most effective promotional tools.
- Suggestions included cross-promotions, influencer partnerships, and updated branding to attract visitors.

6. Events and Activities

- Events like Christmas Preview (88%), Treat Street (32%), and Taste of Downtown (32%) were considered the most impactful.
- Suggestions for new events included art walks, themed festivals, and block parties.

Key Take Aways as Priorities

- Address Homelessness and Parking Concerns: Collaborate with local authorities and organizations to enhance safety and parking solutions.
- Expand Marketing Efforts: Leverage social media, partnerships, and improved branding to increase downtown visibility.
- Enhance Placemaking Initiatives: Invest in lighting, public art, and blight reduction to improve the downtown atmosphere.
- Diversify Events: Introduce inclusive and engaging events to attract a broader demographic and improve business participation.

Downtown Chico 2025 Business Survey

I. Purpose of Survey – President Letter to Downtown Businesses

As we prepare for the DCBA Board of Directors' 2025 Annual Business Planning Meeting, we want to hear from you—our downtown businesses. Your insights are invaluable in guiding our efforts, projects, and initiatives to ensure Downtown Chico remains a vibrant retail, dining, education and cultural center.

Our 2025 planning will focus on areas critical to downtown's success, including marketing, events, placemaking, vacancies advocacy, and organizational sustainability. But we can't do it without your input!

Please take a few minutes to complete this <https://forms.gle/spDL4DffjVxgzv8TA>. Your feedback will help us:

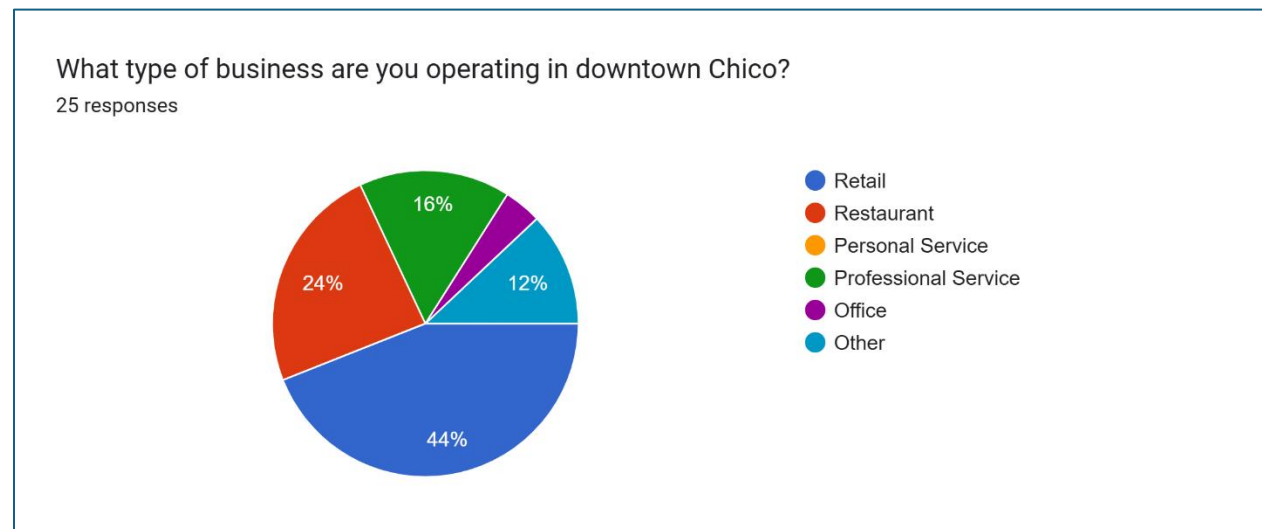
- Understand your needs and challenges.
- Identify opportunities to better attract customers and support businesses.
- Shape initiatives that align with your goals and priorities for Downtown Chico.

II. Survey Dates: Dec 16-Jan 1, 2025

III. Business Responses: 26

IV. Questions

1. Business Profile



1a. Please provide more details on the specific type of products or services you offer

- Bar and grill
- Legal office
- Lunch
- Art gallery
- Counseling/coaching
- Candy & Gelato
- Clothing and Gifts
- We make and sell art glass both retail and wholesale.
- Legal Services
- Fast casual food
- Retail Jewelry and Jewelry Repair
- Secondhand clothing and nostalgic vintage trinkets and gifts
- Pop culture collectibles
- Full service and self service dining and bar
- Sunglasses
- Nonprofit - mental health services and advocacy for the LGBTQIA2S+ community
- Landscape Architecture
- Bar, dance club and major label artist concert hall
- Women's Clothing
- Clothing and custom apparel
- Footwear
- Full restaurant and bar
- Clothing and gifts
- Specialty Outdoor

1b. How many years have you been operating in Downtown Chico?

(Median response: 11 years)

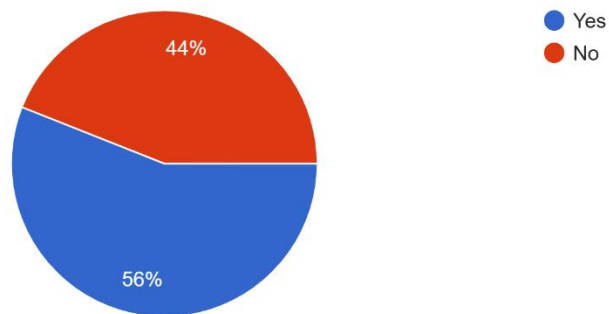
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- 50
- 90

1c, What is your business physical address?

- 218 Broadway St
- 177 E 2nd St
- Various Downtown
- 310 Flume Street
- 112 West 2nd Street
- 300 Broadway
- 358 E. 6th street
- 119 Main Street
- 820 Broadway Street
- 341 Broadway
- 303 Main Street
- 121 w. 3rd
- 166 E 2nd Street
- 122 W 3rd St
- 122 west 3rd street
- 819 Wall St
- 333 Broadway
- 414 Salem Street
- 330 Main Street
- 133 Broadway st
- 127 Main St
- 225 Main Street, Suite O (Garden Walk Mall)
- 176 E 3rd St
- 363 E 6th st

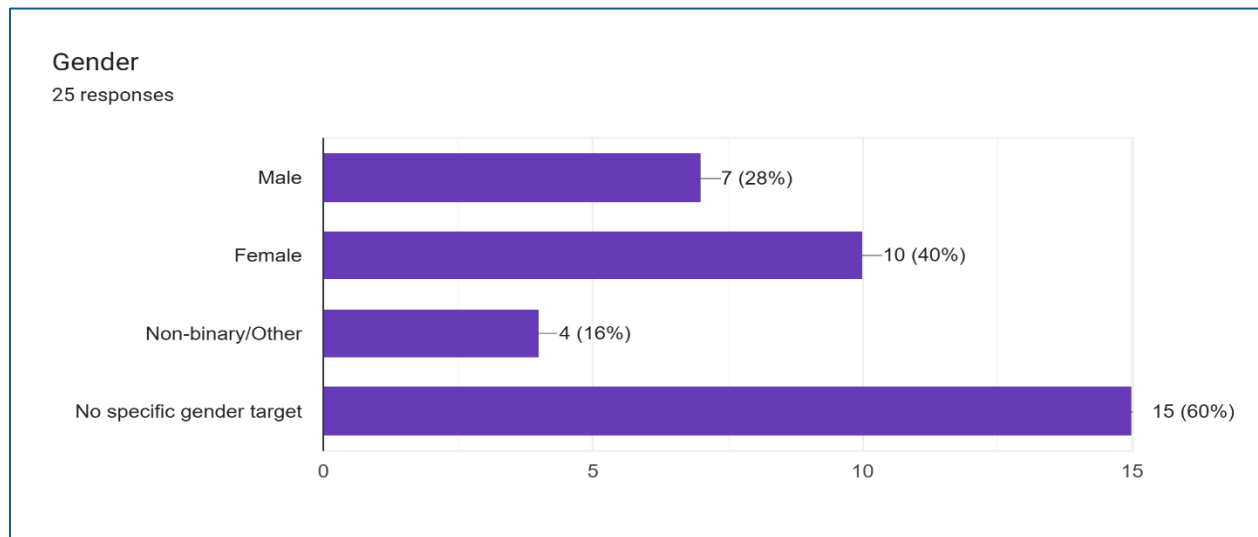
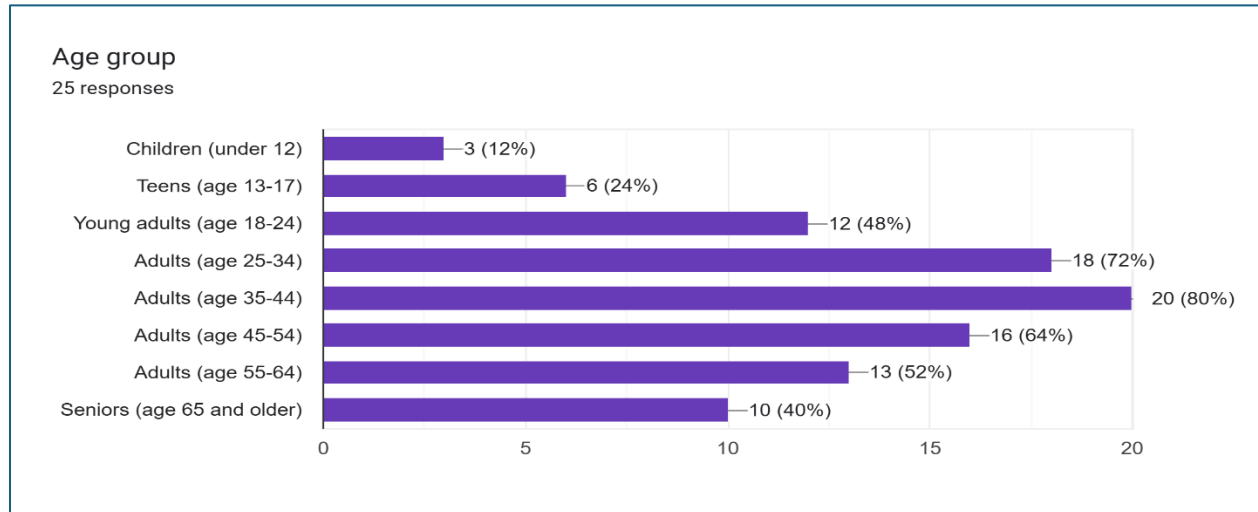
Are you a Chico State alum?

25 responses



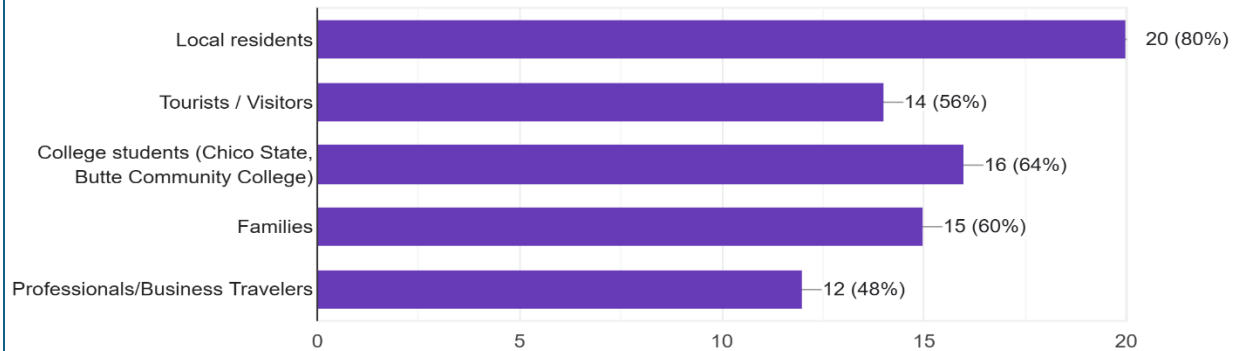
2. Customer Demographics and Target Audience

Question: Who do you consider our primary target audience for visiting your business in Downtown Chico?



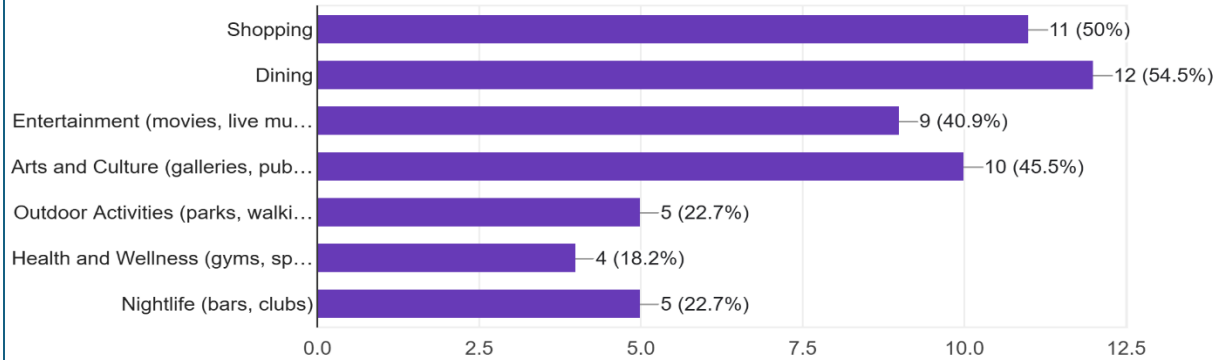
Visitor type

25 responses



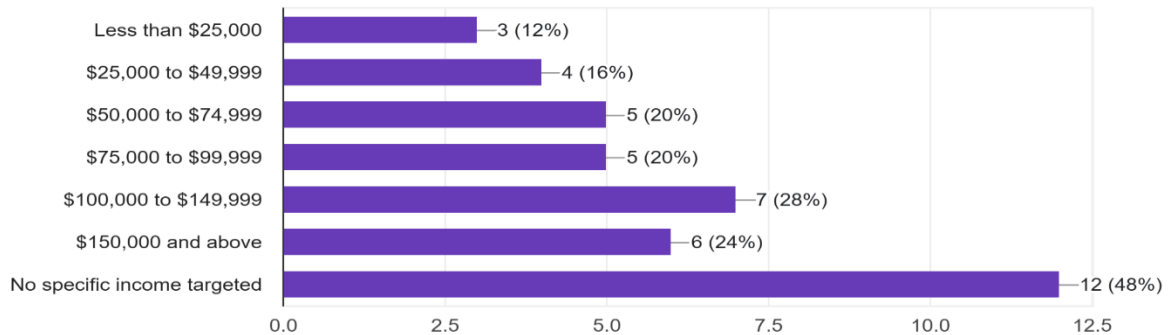
Interests and Activities

22 responses



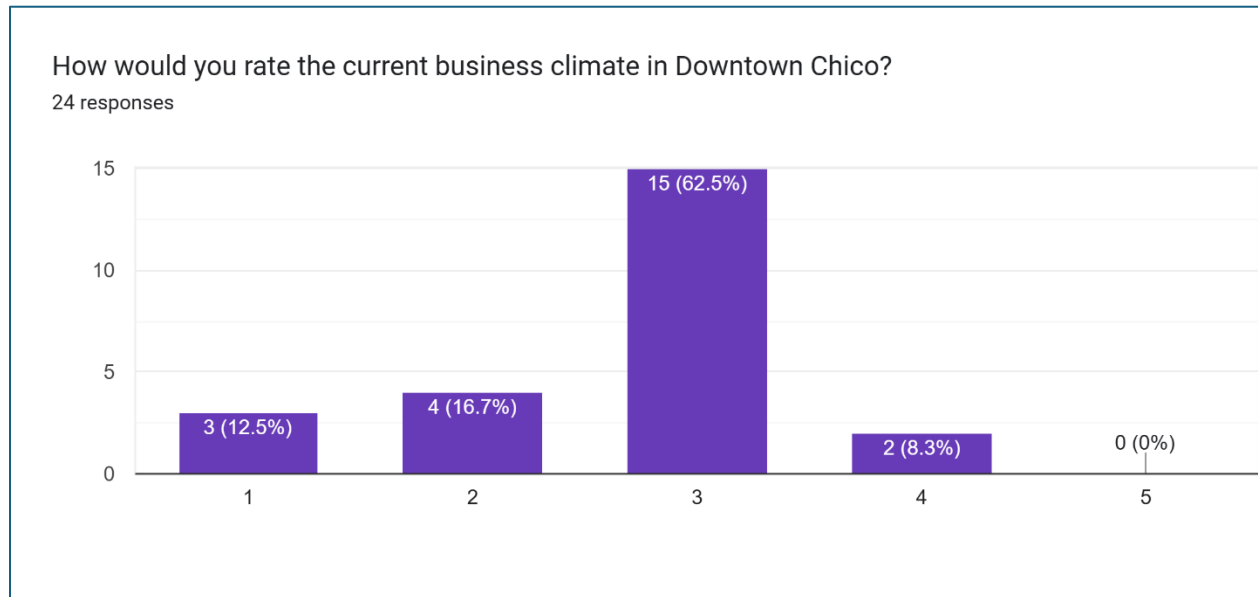
Income Bracket

25 responses



3. Current Business Environment

Rating – 1-very negative, 2-negative, 3-neutral, 4-positive, 5-very positive



3a. Why did you give that rating? (*this is a summary of responses, complete list of actual responses included at the end of document*)

Homelessness and Safety Concerns

- The presence of transient populations and open drug use in public areas creates safety concerns for visitors, deters foot traffic, and affects perception and usability of these spaces.

Parking Issues

- Limited parking and frustrations with parking kiosks discourage shoppers and reduces convenience.
- Two-hour parking limits and a lack of parking structures hinder long-term visits.

Economic Challenges

- Low foot traffic, especially outside weekends, makes it difficult for businesses to thrive.
- Vacancies and poorly maintained buildings contribute to a sense of neglect and discourage new investments.
- Competition from newer developments like Meriam Park draws customers away from downtown.

Aesthetic and Functional Issues

- Outdated or poorly maintained infrastructure, including dirty sidewalks, missing trees, and unkempt buildings, diminishes the appeal of downtown.
- The lack of welcoming, vibrant hangout spots and attractive public spaces reduces the incentive for visitors to linger.

Limited Variety in Businesses

- Over-reliance on clothing retail and restaurants fails to attract a diverse crowd or cater to tourists.

- Events like the Thursday Night Market may be taking business away from brick-and-mortar establishments instead of complementing them.
- Negative news coverage and a general sentiment of decline contribute to a self-perpetuating cycle of low investment and engagement.

3b. Suggestions Provided for Revitalization:

Homeless Interventions

- Partner with local nonprofits and government programs to provide housing solutions and social services for homeless populations.
- Increase law enforcement presence to ensure safety and adherence to public conduct laws.

Parking Improvements

- Develop new parking structures to support long-term visits.
- Introduce free or discounted parking during holidays and special events to attract more visitors.

Encouraging Economic Growth

- Attract larger corporate stores to increase foot traffic and anchor smaller businesses.
- Provide incentives for property owners to renovate vacant and neglected buildings.
- Foster collaboration between downtown and Meriam Park to create a symbiotic relationship rather than competition.

Enhancing Public Spaces

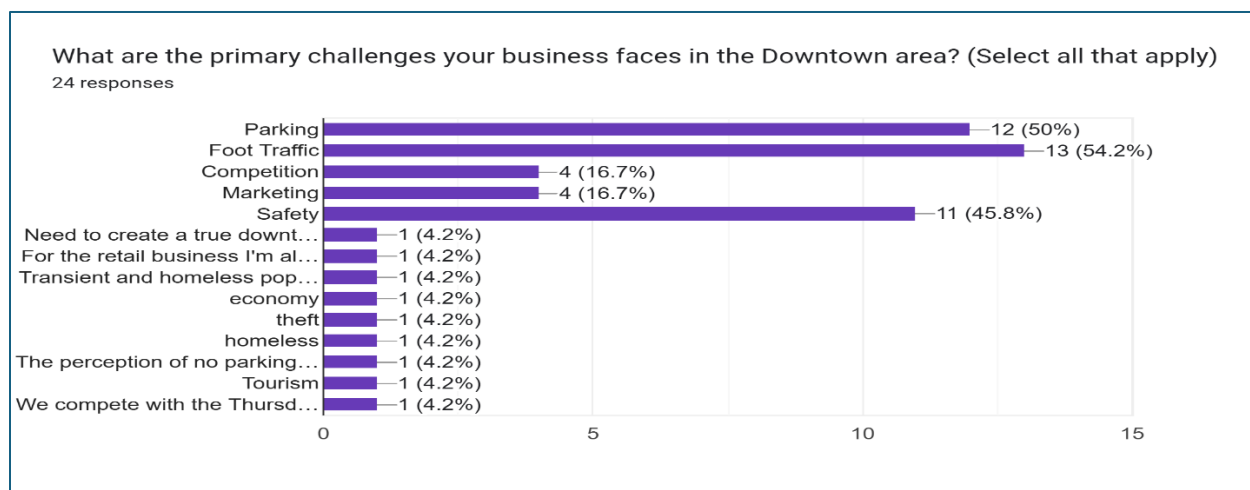
- Invest in aesthetic improvements such as clean sidewalks, tree replanting, and public art installations.
- Redesign plazas and markets to make them more inviting, with seating, tables, and shade structures.

Expanding Business Variety

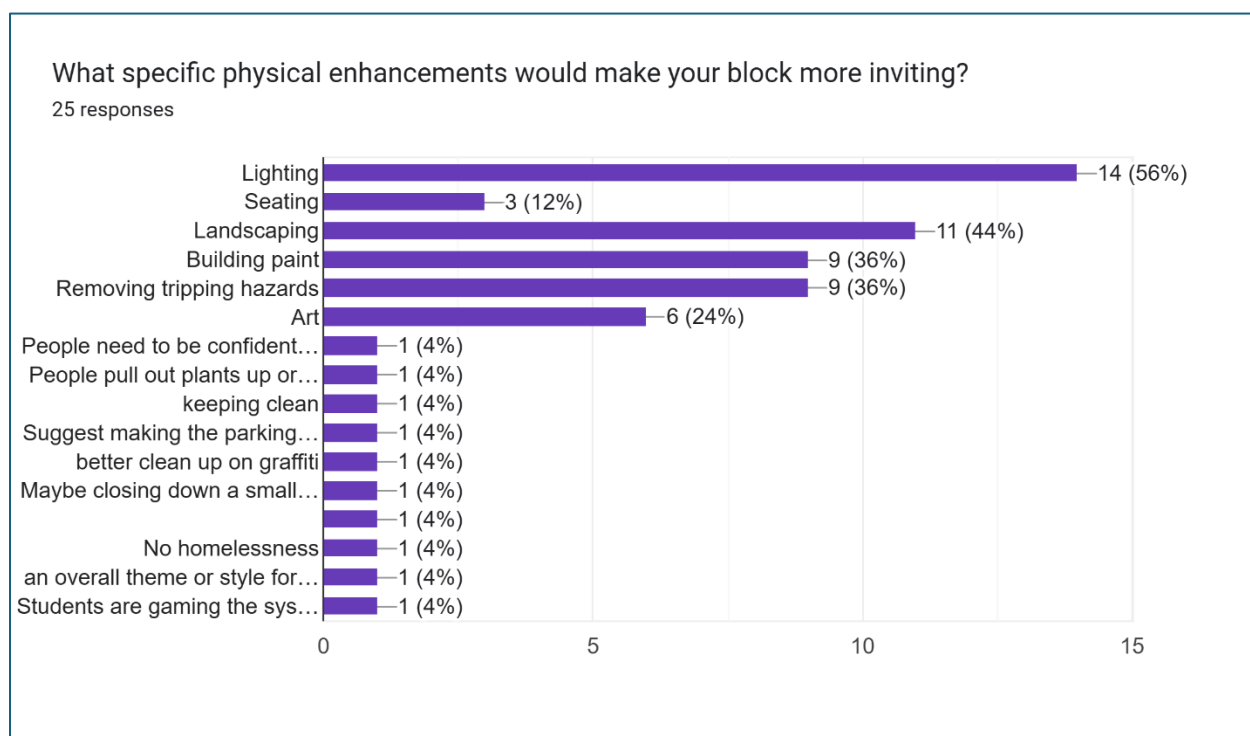
- Diversify the types of businesses downtown to include entertainment options, unique retail shops, and family-friendly activities.
- Organize themed events or block parties with live music, designated drinking areas, and interactive activities to attract different demographics.

Marketing and Events

- Launch targeted marketing campaigns to promote downtown Chico as a destination for locals and tourists.
- Revamp the Thursday Night Market to prioritize farmer's market vendors and complement downtown businesses.
- Host regular events such as art walks, food festivals, and seasonal celebrations to increase engagement.



4. Physical Improvements and Placemaking

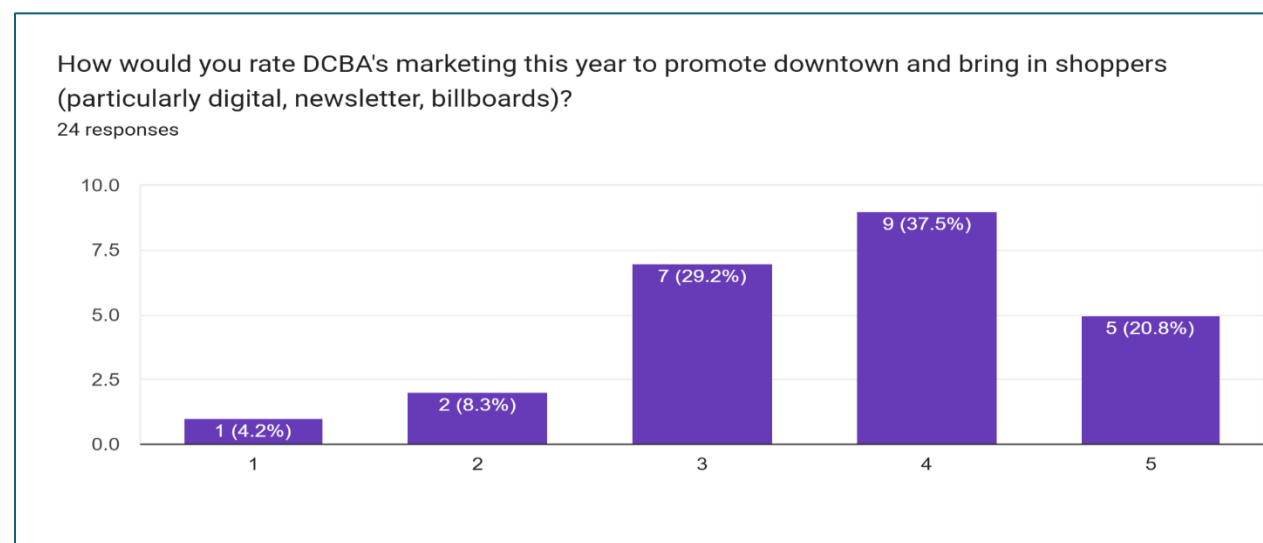
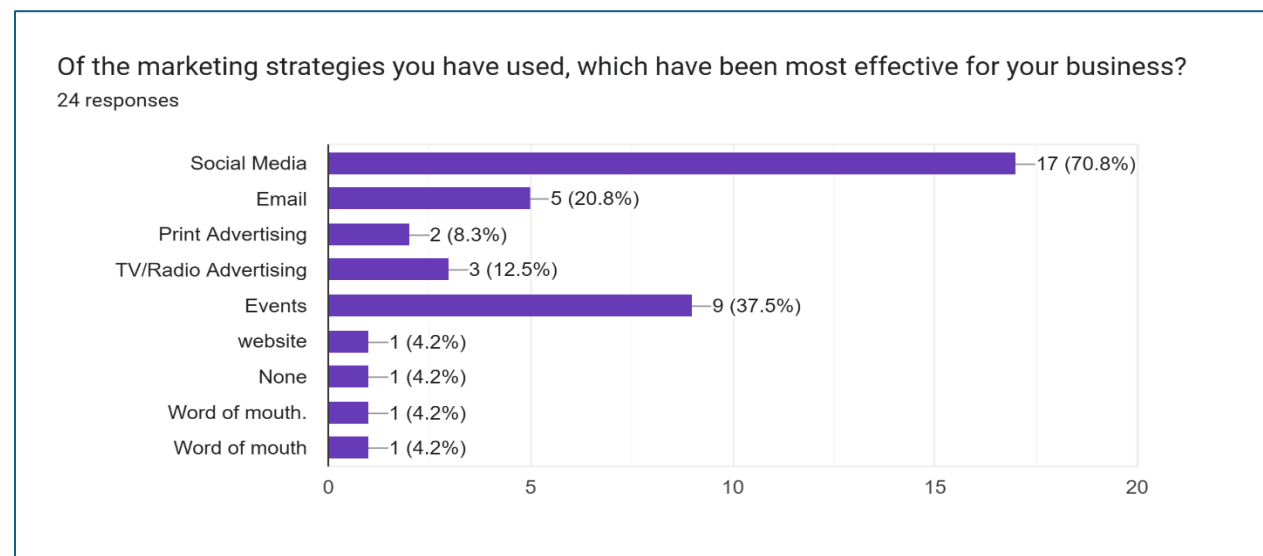


4a. Are there particular areas on your block that require immediate attention or improvements?

- Yes
- Lighting on 2nd between main and wall Street is pretty much nonexistent
- The trash dumpsters behind Celestinos are always vandalized or have their items strewn about, dirty parking lot.
- No
- All the above
- Vacant 2nd story windows above Cheers Chico

- Safe Camping areas and shelter for our homeless community
- from 319 Main street, south to end of block (4th & Main)
- The building above Cheers Chico- those windows have been an eyesore for a while and if they were updated, it could look really nice on E 2nd Street and be more inviting.
- High Speed Internet. Half of 3rd street doesn't have high speed. All businesses need high speed to run efficiently.
- no
- no
- Parking
- The blight at the corner of 2nd and Main. Get the damn windows and building finished already! Make the old Plutos building affordable to lease.

5. Marketing and Promotions



Rating 1-5 with 5 being the best.

5a. What collaborative marketing campaigns would you like to participate in to attract more shoppers (holiday promotions, seasonal sales, events, etc.)?

- Not sure
- No suggestions at this time
- Cross promotions between restaurants and non-restaurants to promote business diversity downtown.
- I don't need shoppers. The promotions mostly do not apply to my office.
- These are great, and it would be nice to think more prominently with the grand plan of creating a park and then walk downtown to eat, shop, and enjoy entertainment.
- Going beyond the financial side of downtown- highlighting the consultants, professionals and nonprofits who also call downtown home
- I'd love to work with DCBA to launch a First Friday Art Walk, with monthly art openings and extended shopping hours for participating businesses. To make the event accessible, we could offer free or reduced-rate public transit shuttles via the B-Line looping from monca to 1078 Gallery and back, encouraging community participation and boosting foot traffic throughout downtown.
- I think DCBA has a great number of events. Anything with Music is great!
- All of the above! We notice that when we participate in downtown events, it brings the most people into our store. Christmas Preview brought us in total foot traffic of 800 people which seemed to improve our sales this holiday season. I also think the business spotlight on Instagram makes a huge difference
- Events where the streets are closed.
- depends on the cost
- none
- holiday promotions, events, specials
- Any and all. I believe ALL businesses should be promoted downtown and we should work together to make it happen.
- Any and all if it suits my business type and affordability
- More online shopping options for local products and services. Better SEO so local products show up in Google and other search engines when people go shopping online.

5b. Do you have recommendations on increasing visibility and awareness of Downtown Chico?

(this is a summary of responses, complete list of actual responses included at the end of document)

Enhance Marketing and Visibility

- Continue and improve effective social media campaigns, especially leveraging high-quality photo/video equipment and engaging content.
- Update the Downtown Chico brand to balance historic charm with modern appeal, including consistent signage, website improvements, and stylistic updates.
- Explore cross-promotions with other cities/counties and hire influencers to attract diverse audiences.
- Utilize billboards, Action News Now, and social platforms to increase visibility.

Address Parking Challenges

- Simplify and improve the functionality of parking meters and their associated signage to make them more user-friendly.
- Offer short-term free parking or easier-to-understand parking validation programs to encourage visits.
- Highlight the available parking options in marketing materials to counteract perceptions of insufficient parking.

Improve Downtown's Physical and Social Environment

- Take action against graffiti, loitering, and illegal dumping to improve downtown aesthetics and safety perceptions.
- Address empty, boarded-up buildings to reduce the appearance of neglect.
- Ensure public spaces, such as plazas, remain clean and free from camping.

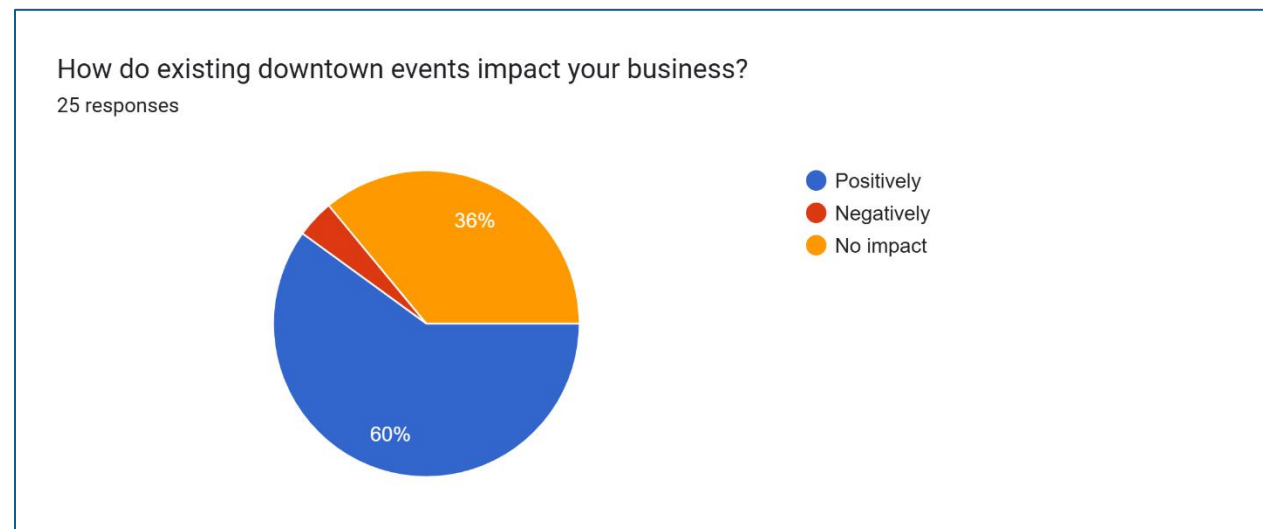
Encourage Foot Traffic and Business Growth

- Organize and promote events like "Taste of Downtown" and involve media coverage to boost attendance.
- Emphasize attractions beyond shopping and dining to appeal to broader demographics.
- Create a parking program and holiday incentives (e.g., free holiday parking) with better public awareness.

Analyze and Refine Strategies

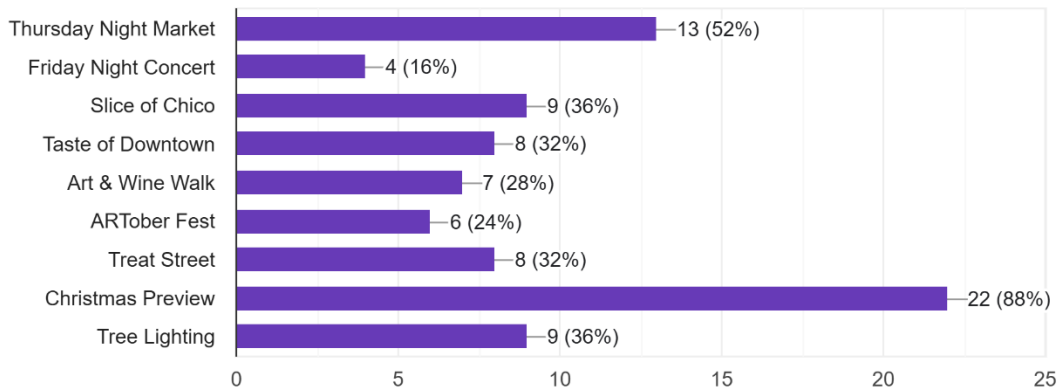
- Conduct analyses to understand what marketing efforts and downtown features are effective.
- Regularly update and optimize marketing grids and social media aesthetics based on user engagement trends.
- Align downtown with evolving customer archetypes and community priorities for 2025 and beyond.

6. Events and Activities



Which events do you think are most impactful for downtown?

25 responses



6a. What types of new events or activities would attract your target customers to downtown?

(this is a summary of responses, complete list of actual responses included at the end of document)

- Create events that are engaging, inclusive, and cater to various demographics. Ideas include art walks, window display competitions, themed festivals, movie nights, wine walks, and block parties. There is also interest in seasonal or unique events, such as a Valentine's-themed activity.
- Events are seen as short-term fixes; concerns about addressing broader issues like safety, accessibility, and a sense of community to ensure sustained growth for the downtown area.
- There is a strong desire for improved collaboration and inclusivity, ensuring that all downtown businesses, regardless of location, benefit from events. Issues include perceived event centralization and the exclusion of certain areas.
- Key challenges include enforcing ordinances related to signage and trash management, offering free or more convenient parking options, and creating a welcoming environment for visitors.
- Events are often more beneficial to restaurants and bars, leaving retail businesses feeling left out. Adjusting event timing, type, and focus—such as shifting Christmas Preview to a more convenient date—is a recurring theme.

7. If you could make three changes to downtown in the next year, what would they be? *(this is a summary of responses, complete list of actual responses included at the end of document)*

- Improve the homelessness situation by creating safe, clean spaces for camping, shelters, and tiny homes, paired with supportive services.
- Increase police presence with walking officers and bicycle cops to enforce laws and discourage unsafe behaviors like panhandling, drug use, and camping on sidewalks.
- Introduce a parking validation program or free parking options for visitors (e.g., first 2 hours free).
- Address parking challenges caused by students occupying spaces and improving parking lot cleanliness and safety.
- Consider building a new parking structure to alleviate street congestion and encourage visitors to park and walk around downtown.
- Maintain trees and landscaping to enhance visibility of stores and improve the area's aesthetic.
- Install decorative lighting and public art, such as murals, to make downtown inviting and Instagram-worthy.
- Flatten sidewalks, fix trip hazards, and clean up blighted areas to create a safe, walkable, and visually appealing environment.
- Fill vacant buildings by addressing barriers like high rents or poor conditions, encouraging new businesses to open.
- Develop a downtown guide with maps and business highlights to attract tourists and locals.
- Continue expanding programs like Ambassadors to maintain cleanliness and safety downtown.
- Organize more kid-friendly activities and events to attract families.
- Make downtown a space that feels welcoming to all, including older generations, with safe, clean streets and accessible parking.
- Increase shaded seating and green spaces to accommodate visitors during hot weather.

8. If you would like to be more active in planning for downtown or if you would like to be contacted by the DCBA, please leave your contact information *(business name, owners name, emails and/or phone number)*

- BaT Comics & Games, Trent Walsh, bat@batcomics.com
- Panama bar cafe, Joshua Coker (GM), cokerj20@yahoo.com
- brandon@worldfamousfare.com

- luke@woodzee.com
- Scottchico@gmail.com
- Mattie Hinkley, Owner of Second Cousin Gallery, hello@secondcousin.org
- Upper Park Clothing, David Selkirk, dave@upperparkclothing.com
- Thepeddlerscloset@gmail.com 530-518-8883
- Michele Tolman, Owner / Olde Gold Estate Jewelry / oldegold@outlook.com
- Late bloomer Vintage (soon to be 6TH st Secondhand) 530-966-6686

Detailed Responses to open-ended questions

3a. Why did you give that rating (Business Environment)

- Very slow
- Homeless, vacancy rate and economy of Chico
- Night life numbers downtown is way down compared to years past. Friday and Saturday are the only nights that most restaurants will stay open past 9pm just due to not having enough foot traffic
- Daytime foot traffic down, no parking availability for community, homelessness, competition from Meriam Park, safety.
- There is a lot of negative news coverage, but I love it here.
- Homelessness and lack of parking facilities to attract large corporate stores would bring business downtown. I hate to say it, but at this trajectory, Downtown is dying. We need a significant change to save/create a healthy, vibrant Downtown. Big stores would be more than welcome as they bring all of the shopping downtown rather than just the mall or Miriam Park.
- Vacancies, crappy sidewalks...not a "clean" bright look
- feel a strong presence and connect amongst the business in downtown Chico but lacking that intensity for the nonprofits - mainly those on the outskirts of downtown
- foot traffic is moderate for locals, but there don't seem to be many tourists, who often spend more money than locals.
- Downtown seems to only want clothing retail and restaurants. That doesn't draw a variety of people downtown.
- Downtown is great.
- There is a problem with people smoking marijuana in public. This is not legal and scares people away from downtown.
- Slow year
- I think there are a lot of efforts to keep downtown Chico alive, and I think if this continued with offering amenities, ex) free parking during Holidays, downtown events that are marketed and include businesses, and work to keep the area looking clean, nice, and safe, it will thrive. I think there are still some challenges with these things.
- "I have been rather quiet throughout the years, but I'm hoping to start putting my two cents in 2025.
- Foot traffic is picking up downtown compared to previous years, but businesses are still closing all the time or buildings are closed and boarded up. It isn't easy to spend a whole day downtown as you would in a bustling city. It's a complex problem, but I would say there's a few things to point out.
- 1. There just isn't enough going on, not enough hangouts for people to stay and feel welcomed. For example, the Saturday Farmers Market is great. It provides a huge amount of traffic on Saturdays, but it doesn't have any tables or chairs to eat your food. On the contrary if you go to Reno's Riverside Farmers Market, they layout free blankets for your picnic and have nice tables and chairs. The subconscious messaging is get your shopping done and go home.
- 2. Foot traffic is being pushed too fast. From the cars that speed through the 3 lane highway of downtown, the crosswalk timing being shortened, the two hour parking spots. The atmosphere is keep moving along. Contrast this by other cities (which many people are visiting from) who have 3 hour parking, San Luis Obispo and Santa Cruz.

- 3. We're missing the ""cuteness"" and many spaces are outdated. This is a financial thing, but designers are the solution. Some buildings that could be main attractions, are very run down and outdated (Phoenix for example). This is where designers come into play, where they work on branding, interiors, exteriors, space planning and more. The people visiting downtown have very nice homes. If they are going to leave it for any reason it'll have to be because the place or experience is nicer than their home.
- Now a days, if businesses do not hire professional designers it's very obvious to the general public.
- The transients have made it unsafe. Q1 and q3 always very hard in Chico downtown for us. Low foot traffic, everyone leaves...Need more lively events, block streets, allow designated drinking areas, live music etc.
- Transient and homeless population pressures.
- Downtown is suffering and things are not changing
- Parking homeless low student population
- "Parking is horrific. Folks continue to complain about the kiosks and trying to find parking in general.
- Foot traffic is slow.
- Several buildings look TERRIBLE, they are empty and unkempt. What about the building on the corner of 2nd and Main with its giant open windows? Pigeons and bats fly in and out...it's a blight to downtown. What about the building on the corner of 3rd and Main. It's filthy, with its graffitied windows and filthy sidewalks. It's black at night and scary. Not to mention the alcohol that runs from the trash cans into the gutter...it's smells so bad. The building owners need to be held accountable.
- The plaza with it's homeless discourages and scares people away from downtown. It's a struggle down here.
- Our sidewalks are raised and look dirty. Missing trees or dirt patches where the trees were.
- The Thursday Night Market looks like a Flea Market and actually takes business away from ALL the businesses downtown. It has created the pop up businesses to thrive while the brick and mortars are carrying the weight of just keeping downtown alive. The market should go back to what it was...a FARMER'S MARKET.
- I'm sorry, you asked. :(
- Parking Meters are driving our customers to not come Downtown, also numbers are still down compare to pre Covid.
- Parking frustrations from shoppers, homeless roaming, yelling & cursing
- low foot traffic, but quality customers

5b. Do you have recommendations on increasing visibility and awareness of Downtown Chico?

- No
- Again, the downtown area needs to be marketed as a whole to get local area and visitor traffic up.
- Taste of downtown was a huge success. Keep it up!
- I would like to see Action News Now invited to every event - to try to get some positive coverage of our downtown area.
- All the above....especially vacant businesses

- I encourage cross-promotions with other cities/counties and hiring out-of-town influencers and large social media followings with diverse perspectives to visit Chico.
- Most people who say they don't go downtown mention the lack of parking. Find ways to counter that fear - highlight the parking we do have, something. Stop focusing only on expensive clothes and food (it has been a little better in the past few years). Make instructions for the parking app easier to follow and include a link for those instructions on all your marketing material.
- "The marketing, in particular Instagram, has been the best when compared to previous years. I would say the general grid isn't the prettiest and there are a lot of graphic flyers being posted, but the reels have been working very well.
- If Downtown Chico was to invest in some higher quality photo/video/sound equipment for the social team it would increase visibility as a relatively low cost. Combine this with some clever sharable content and a more aesthetic social grid you would greatly increase reach.
- Another thing would be updating the Downtown Chico brand. This doesn't exactly mean to ""modernize"", but probably to bring back the historic charm in a modern way. This would be a lot of work and include updating graphics, website, media styles as well as signage to be consistent across the board. Along with an analysis of what's working, what's not and what are the core archetypes now entering 2025.
- Enforcement actions against graffiti, loitering, dumping, etc.
- No, we just need to clean up downtown and create a parking validation program
- Billboards and social media. Keep our plaza and downtown free from camping. Get our boarded up and empty buildings cleaned up. They really look trashy..
- "Fix the parking meters!!!!!! Give shoppers free half hour or hour, this will help with the customer that is just coming in to pick up a repair or buy something quickly.
- Also, the meter itself is really hard to use, you have to go through several screens and hard to read. Make it easy for people to come downtown!!!!!! Everyday are customers tell us how much they hate the meters. Most just stop coming, most just park and ignore the meters, but won't spend time because they don't want a ticket. Also the signage for the parking meters is horrible. They don't know they have to pay, they don't know they have to know their license plate number. So they try to use the meter only to find out they need to go back to car to get license plate number, come back wait in line again and try to start all over.
- Meters just gave everyone one more excuse to not come Downtown. They say it's not safe, which is not the case, I feel the Downtown has done a good job with cleaning up the criminal and homeless activity. But it's still stuck in people's mind.
- Also, love that they gave us free 2 hour parking this year for Christmas shopping, but no one know about it. I tell people all the time at the meters they don't have to pay, and they had no idea. I know it says it on the meter screen, but once again the screen is really hard to read and use.
- I would move my business out of Downtown, and will be looking."
- Yes, as mentioned in answer to above question

6a. What types of new events or activities would attract your target customers to downtown?

- Not sure
- Having special events that would make an Insta worthy event.
- Local restaurant/ bar crawls. Butte humane society does a pup crawl and things like that work well to get extra people downtown
- Perhaps an opportunity to speak to the community about our services? Some way to help the businesses nearby?
- Events are significant, but we must consider the bigger picture here to achieve a thriving downtown. It is declining, and events are band aids, in my opinion. Hopefully, long-term solutions will come.
- First Friday Art Walks, Window Display Competition, an agricultural-themed festival (e.g.: a Bloom Festival in April)
- Again, on behalf of the retailer, not the architect, events that encourage circulating around downtown. Offer free parking during certain hours during events to get more to come. I think you've done 'scavenger hunt-like' events. Maybe try more of those for businesses that want to participate.
- Movie in the Plaza would be fun, but DCBA already put on a ton of great events for the community and brings us a lot of business!
- I feel like doing some sort of Valentines event or "Sweetheart" event would be fun. There are a few less events at the beginning of the year in late winter/early spring and it would be fun to do something around this time.
- A block party with a decent headliner act, alcohol, snacks, new vendors and art
- Since we are not in "true" downtown none of the events really do anything for us. We are just so far away from downtown the events typically don't affect us or in a few cases actually drive customers away from us towards downtown, but that is absolutely ok we truly want downtown to thrive.
- There needs to be more than events to attract people downtown. They want to park for free and they want to feel safe.
- "Collaboration between businesses. When we do events, include ALL of downtown. In the past it looked like the event was only on 3rd and Broadway.
- How about enforcing businesses to adhere to ordinances like keeping your trash cans in during businesses hours and signage for buildings.
- We have a new business on Main that has a sign that is illegal. It's way outside the parameters of what's allowed. It's been turned in and it still remains..."
- "I feel that most events are geared towards restaurants and bars. It's nice to have some of the events for the community but does not help stores with sales.
- Christmas Preview is the only event that helps us as a retail jewelry store. But having it the Sunday before Thanksgiving is a hardship for our store. I would rather see it the first Saturday of December. Start it earlier in the day.
- I have had stores in other cities where they did a wine walk event and that was fun and brought in a lot of customers. "
- Swap meets, skill shares, Experiences

3b Chart. What are the primary challenges your business faces in the Downtown area? (Select all that apply)

- economy
- homeless
- The perception of no parking, all homeless, and too many empty buildings.
- Need to create a true downtown where pedestrians are first not cars. Homeless people are ruining the confidence in visitors. Need to make downtown the heart and soul of Chico, not just a withering memory of the past. Suggest to truly create a vibrant downtown will require 1 to 2 more parking structures. This way larger corporate retailers will invest into the downtown in turn bringing more customers/visitors.
- Tourism
- For the retail business I'm also affiliated with, I'd say foot traffic, due to the aforementioned lack of draw for a larger variety of shoppers.
- Transient and homeless population pressures.
- We compete with the Thursday night market for weeks, its NOT a help for our businesses for the most part.

4. Chart - What specific physical enhancements would make your block more inviting?

- An overall theme or style for downtown. Many successful downtowns have a style or feel to the whole area.
- Students are gaming the system by using the parking app and getting 2plus hours on prime parking spots.
- People need to be confident they will be safe from vagrants
- Suggest making the parking structures at the Saturday Morning Market & City Hall. Then extend the sidewalks where the parking is now to make it pedestrian friendly as well as larger companies like movie theaters, retail, etc. to open businesses downtown that will help the local stores with a larger draw of potential customers.
- Maybe closing down a small section to traffic
- People pull out plants up or puke in them, can't keep anything alive
- better clean up on graffiti
- keeping clean
- No homelessness

Question 7. If you could make three changes to downtown in the next year, what would they be?

- Improve homelessness, get the city to fund downtown more and create a park and ride system for downtown.

- Parking validation or drive up kiosk for lots.
- More decorative lighting on all streets.
- Removal of anything camping/tent related in the plaza or parking lots"
- Fix the parking being taken by students for 2 plus hours, clean the parking lots, less homeless.
- I would want there to be less homelessness.
- 1. New parking structure where the Sat. Farmers Market is. 2. Extend sidewalks once there is an additional parking structure where the current parking is on the streets. 3. The trees/city landscaping is zero. We need to be able to see the stores, and the trees need to be kept up. Also, it is illegal to landscape the same trees by the stores, so it is a dead end. 4. Better street lighting could increase shopping/eating at night. 5. Last but not least, the homeless population is deteriorating the confidence of any visitors with mentally ill & drug addicts everywhere downtown.
- Vacancies, sidewalks, festive feeling
- "1. Install murals and public art, especially those that offer photo opportunities, attracting both locals and tourists. 2. Develop a visitor-focused downtown guide with maps and business highlights to help tourists navigate and engage with the area. 3. Increase shaded seating, green spaces, and public rest areas to make all of downtown (not just the downtown plaza) more comfortable for all visitors, especially during Chico's hotter months."
- Bicycle cops to enforce laws against cyclist who pretty much ignore the moving vehicle laws when downtown. Prevent panhandling and keep homeless tents off the sidewalks so people feel safe anywhere downtown. Increase lighting for that same reason so people will come downtown after sunset since it's so dark early in the winter.
- Create safe and clean spaces for camping, tiny houses, shelters to support getting homeless off the streets. And services!
- a police target team to deal with people smoking pot on the sidewalks at night, and especially within 20 feet of a business entrance. Which are unlawful per city code and state law.
- 1. Police WALKING the streets, not in cars. All big cities have this in their downtowns. 2. The homeless situation is getting better, but still a deterrent for families and single young women. 3. I know parking is a revenue raiser, but I think we'd have more business with free parking. I know we can't, but I'd like it for my employees and customers. Haha
- Update the buildings downtown to look nicer (our downtown looks a bit rundown at times), continue to create more events, and continue to focus on safety
- "1. Add high speed internet to dead areas; 2. Add a bike lanes with parking on the side to Broadway and main. 3. Flatten the sidewalks and fix trip hazards"
- From going to DCBA meetings and gatherings think the parking kiosk have hurt most businesses downtown and made it harder from some locals to feel that downtown is easy to go to and participate in shopping and functions there. Seem that is drives people to other places like the mall, shopping centers and Meriam park where there are no parking restrictions. That being said also know the kiosk are here to stay. As for other changes it is hard to say since we aren't in the actual downtown areas, our issues are different then those businesses. Just want to see it grow, add new businesses, like we all do. On a side note I think that one of the most positive things DCBA has done in the recent years is the additions of the Ambassadors, that has helped so much in keeping downtown feeling cleaner and safer. Major kudo there!
- lose the parking kiosks, keep addressing the homeless issues,

- More enforcement and clean up as indicated above.
- Parking validation program (first 2 hours free when shopping downtown), enforce rules of not camping on public properties, and ultimately make downtown a community that grandmothers want to bring their grandkids to.
- Foot traffic
- Get rid of the kiosks and make parking more friendly.
- Clean up our sidewalks. Make them nicer.
- Fill up these empty buildings with businesses and clean up the blights that are throughout downtown. If the building owners can't get tenants, there is a reason...it's either too expensive or it's a mess...fix it!"
- 1. Fix the parking Meters, give us Free parking for 1/2 hour or hour everyday. 2. Fix the signage for the parking. 3. Fix the parking"
- Cheaper rent, kid friendly activities, bigger online presence

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Downtown Chico stores reflect on after-Christmas sales

Free parking cited as a positive impact



Little Red Hen Home Store instructor Ari Warf makes the store's Christmas tree prettier by adding an ornament Thursday, Dec. 26, 2024 in Chico, California. (Jennie Blevins/Enterprise-Record)



By **JENNIE BLEVINS** | jblevins@chicoer.com

PUBLISHED: December 27, 2024 at 4:00 AM PST

CHICO — It's after Christmas, and downtown Chico retailers are reflecting on holiday shopping and the aftereffects of the free parking offered by the city to entice customers to shop locally.

The Little Red Hen Home Store, at 204 Main St., sells kitchen appliances, barware, decor, handmade pottery and gifts. Holiday items are currently 40% off until the end of December. The store offers store credit or exchanges if customers want to return items.

Business was a little slow Thursday morning.

"We open at 9 and we usually have a line out the door," said Ari Warf, an instructor at the store, which employs adults with developmental disabilities.

"This is not normal. But people are spending time with their families."



Bidwell Supply Co. owner Ron Linzy folds up a T-shirt at his store, which sells mostly Chico-related items, Thursday, Dec. 26, 2024 in Chico, California. (Jennie Blevins/Enterprise-Record)

Warf said customers appreciated the free two hours of parking that the city extended from Thanksgiving through Christmas.

"People were really excited," Warf said. "It helped increase sales."

Bidwell Supply Co., which is now located at 138 Main St., has been open in that location for a month. Owner Ron Linzy said 80% of the items are Chico-related, and the store sells hats, T-shirts, candles and other products.

Linzy said he was also happy with the free parking.

"It's a positive thing for downtown," Linzy said.

A percentage of sales of Bidwell Mansion-related items go toward a community foundation that supports rebuilding the mansion, which was destroyed in a fire Dec. 11.

"I'm super happy to be located in downtown," Linzy said. "We belong here. It's good we are working together here to bring downtown back."

Linzy's items are also sold online at bidwellsupply.com.

The Bookstore owner Muir Hughes, who co-owns the store at 118 Main St. with her husband Josh Mills, said the free parking helped sales, although she said not everyone had heard about it and thought the announcements about the free parking could have been marketed better. She said a lot of people in general find the parking kiosks to be complicated.

“Downtown Chico is one of the best places you can be,” Hughes said. “Support local.”

Made in Chico, at 127 West Third St., sells items created in Chico. Manager Patty Bonacorsi said the items are very specific, so the store gets some returns after Christmas, but not many.

Bonacorsi said the free parking made customers happy, and shoppers also enjoyed that the store closed a little later than normal for Christmas shoppers Monday through Friday through Dec. 23.

“We found that to be very helpful,” she said.

2024 > December > 27

Tab 3

2025 Focus Area 1 Marketing

Summary-Marketing Tactics Envisioned for 2025



The Downtown Chico Business Association (DCBA) has outlined a comprehensive strategy for marketing in 2025. Below is an overview of the envisioned tactics categorized by focus areas:

1. General Marketing Campaigns

- **Main Campaign:** "Love Downtown Chico" – a year-round initiative running February-December 2025.
 - Multi-channel approach includes TV, radio, billboards, social media, and postcards.
 - Community engagement tools include themed postcards, T-shirts, and water bottles.
- **Key Initiatives:**
 - Partner with Chico State to leverage events like Welcome Week and Alumni Weekend.
 - Promote small business-focused events, such as Small Business Saturday and the Young Entrepreneur Program.
 - Seasonal campaigns, such as Valentine's promotions and summer activities like Slice of Chico.

2. Social Media Marketing

- Focus on dynamic content:
 - **Instagram:** Use Reels and posts to highlight events and business spotlights. Instagram reach increased by 117.6% in 2024.
 - **Facebook:** Maintain growth in followers and interactions.
- Planned frequency:
 - 2-3 Reels per week and 5-6 posts weekly.
- Potential enhancements:
 - Increase partnerships with local influencers.
 - Expand video-based content.

3. Advertising, PR, and Co-Branding

- **General PR:** Monthly DCBA President's column in Chico ER, banner ads, press releases, and an annual report.
- **Collaborative Campaigns:** Partner with local organizations such as 3CORE, Butte College, and Chico State for events like Art & Wine Walk and ARTober FEST.
- **Stewardship:** Letters and visits to thank sponsors and donors.

4. Communications

- Utilize newsletters and alerts to keep stakeholders engaged.
 - Two newsletters per month and emergency alerts as needed.
 - Highlight metrics like event attendance and economic impact to demonstrate the success of initiatives.
- Planned additions:
 - Seasonal promotions, event highlights, and stakeholder success stories.

5. Website Updates

- Serve as a central hub for visitors and businesses, providing:
 - Directories, maps, event calendars, and sponsor recognition.
 - Features like job boards and interactive maps are planned for integration.
- Prioritize mobile optimization and content updates to maintain engagement and functionality.

6. Welcome Center

- Expand its role as a community hub by:
 - Offering updated materials such as retail guides and merchandise.
 - Providing resources for exploring downtown, including bike maps and cultural brochures.

Budget Considerations

Marketing campaigns rely on sponsorships and partnerships to offset costs, with anticipated expenses distributed across advertising, promotional materials, and staffing for both digital and physical assets.

This multi-faceted strategy is designed to promote downtown Chico's vibrancy while supporting local businesses, fostering community engagement, and driving foot traffic year-round. Let me know if you'd like a deeper dive into any specific area!

Focus Area 1 Marketing

Marketing Tactic: Campaigns (other than Signature Events)



Purpose: Specific campaigns focus on supporting DCBA projects and initiatives while encouraging the community to come downtown to shop, dine, and connect.

The DCBA is developing a strategic approach to merge general marketing with event promotions to create cohesive campaigns that strengthen Downtown's identity and amplifies its appeal, while maximizing financial efficiency, leveraging the excitement of signature and other special events to boost the overall downtown experience.

Target Audiences: Downtown Chico's target audiences include local residents, visitors, and students. Families, professionals, and seniors enjoy dining, shopping, and community events, while tourists and weekend travelers explore its unique charm. College students and event enthusiasts are drawn to vibrant nightlife and festivals. Downtown Chico fosters an inclusive, welcoming experience for all.

What went well in 2024: We successfully showcased Downtown Chico's charm through a broad-reaching **Small Business Saturday** campaign, driving foot traffic and boosting sales in November, highlighting the value of general marketing in supporting businesses and community engagement. Promotions included TV, Radio, Social Media and a magazine spread.

Value to Downtown Businesses: Developing a year-round consistent message of Downtown Chico's vibrancy encourages ongoing community engagement, attracts diverse visitors, and creates sustained economic benefits for downtown business owners.

Platforms: TV, Radio, Print, Billboards, Social Media, Communications, Website, Postcards

"Love Downtown Chico: Shop, Dine, and Stroll the Vibrant Heart of Our Community

Year-Round!" Building on the success of the June 2023-April 2024 initiative, the "Love Downtown Chico" Campaign will elevate Downtown's profile with a multi-channel marketing approach:

- **Timeline:** February – December 2025
- **Media:**
 - New video scripts and creative visuals aired on Action News (KHSL/CBS & KNVN/NBC).
 - Radio scripts developed for Deer Creek Broadcasting & Results Radio.
 - Expanded Reach across social media platforms with emerging, community-focused content - growing the campaign's visibility by sharing engaging, locally relevant posts that resonate with a broader audience.
- **Community Engagement:** Introduction of themed Downtown Chico postcards, T-Shirts and Water Bottles available at the Downtown Chico Welcome Center.

CAMPAIGNS	Description	Media Outlets
General Marketing - Shop, Dine and Stroll Downtown	"Love Downtown Chico"	TV, Radio, Social Media, Billboards Postcards ...
Leverage Chico State events that brings parents, family and students	DCBA can leverage Chico State events to attract parents, families, and students downtown, offering them opportunities to shop, dine, and explore, enhancing their connection to Chico's vibrant community: Choose Chico, Wildcat Welcome Summer Orientation, Welcome Back Students, Alumni Weekend	Social Media, Newsletters, Outreach to Hotels and other Lodging, On-Campus promos
Young Entrepreneur Program	Downtown's Young Entrepreneurs Program celebrates and supports the creativity and innovation of the next generation, fostering a vibrant community of emerging local business leaders, ages 12-18. Young Entrepreneurs has been incorporated into the TNM, ARTober FEST and Small Business Saturday.	TV & Radio news stories, Social Media, and other print materials.
Placemaking - COBA	Downtown Chico celebrates creativity and community, showcasing vibrant arts, shopping, and dining. In collaboration with the City of Chico, local artists, and student programs, the first COBA Boards, created by Butte College students, will debut in June 2025.	Social Media, News Reports TV and Radio and other print opportunities, Newsletters
Downtown Chico's Small Business Saturday	This champions the spirit of local shopping, inviting the community to support our unique businesses that make downtown thrive.	TV, Radio, Social Media
Chico State Performances & Downtown	General marketing of Downtown Chico complements Chico State performances by encouraging attendees to shop and dine downtown before or after events, enhancing their overall experience.	Social Media, Newsletters, Lodging, On-Campus promos

Year End Thank You Ad	Full Page Ad acknowledging the 2025 Sponsor and Donors – underscoring their vital role in fostering vibrancy and success of Downtown Chico	Chico ER Newspaper DCBA Website
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Potential Opportunities

- **Other holiday marketing to visit downtown i.e. Valentine’s:**
“This Valentine’s Day, fall in love with Downtown Chico! Discover unique gifts, savor delicious dining, and enjoy a stroll through our vibrant streets—experience the charm that makes everyone ‘Love Chico.’ Shop, dine, and create unforgettable moments in the heart of our community.”
- **“SOPO Saturday”** – Downtown’s South of Post Office promotion (see attached Draft)
- **Leverage Partnerships:** Opportunities to leverage partnerships for co-branding, amplifying visibility and shared success by aligning with like-minded organizations and businesses to promote mutual goals and community engagement.
- **Expand Reach:** General marketing for Downtown Chico expands our reach by promoting its vibrant offerings to a broader audience, attracting both local community members and visitors to shop, dine, and explore.
- **Tap local influencers and businesses to promote Downtown**

Challenges:

- **Limited Budget:** When appropriate, incorporating general marketing into signature event promotions maximizes limited budgets by creating a unified message that highlights both the event and Downtown Chico’s year-round vibrancy. This approach increases reach, reinforces downtown’s identity, drives ongoing engagement, and maximizes financial efficiency, ensuring the promotion benefits both the event and the broader downtown community by attracting more visitors and boosting local business revenue.
- **Coordinating efforts across multiple stakeholders:** Challenging due to differing priorities, communication gaps, and resource limitations. Solutions include establishing clear goals, fostering open communication, assigning dedicated roles, and utilizing collaborative tools to ensure alignment and streamline decision-making processes.

MARKETING CAMPAIGN BUDGET & RESOURCE NEEDS			
INCOME	Description / Notes	2024 Actual	2025 Budget
Sponsors			\$8,000
Est Total Income			
EXPENSES			
	Action News TV General Marketing		\$6,000.00
	Lamar Billboards		\$800.00
	Postcards / Rackcards		\$300
	Chico ER		
	Misc. Promotions / Printing TBD		
Est. Total Expenses			\$7,100.00
Est. Net Profit/Loss			

POTENTIAL SPONSORS		
	City of Chico	
	Cal Water	
	Plumas Bank	
	Tri Counties Bank	
	Travel Chico	

ADDITIONAL NOTES: General Year-Round Marketing for Downtown Chico
“Love Downtown Chico: Shop, Dine, & Stroll the Vibrant Heart of Our Community!”

Prospective General Marketing Campaigns

“This Valentine’s Day, fall in love with Downtown Chico! Discover unique gifts, savor delicious dining, and enjoy a stroll through our vibrant streets—experience the charm that makes everyone ‘Love Chico.’ Shop, dine, and create unforgettable moments in the heart of our community.”

“Shop, dine, and stroll through the vibrant streets of Downtown Chico, and discover why so many ‘Love Downtown Chico’! Whether you’re enjoying the **Thursday Night Market or the**

Friday Night Concerts, take the opportunity to come early or stay late to savor delicious dining, unique shopping, and live entertainment that make Downtown the heart of our community."

"Shop, dine, and stroll through our vibrant streets at Downtown Chico's **Thursday Night Market**, and discover why so many 'Love Downtown Chico'! Experience everything our community has to offer—from fresh local produce and unique finds to delicious dining and live entertainment—all while celebrating the heart of our city."

"Get ready for an unforgettable summer of live music at **Friday Night Concerts in the Plaza**! Enjoy incredible performances from talented local and regional artists every Friday night, while soaking up the lively atmosphere of Downtown Chico. Come early or stay late to savor a delicious meal at one of our fantastic restaurants and discover why so many 'Love Downtown Chico'!"

"**Summer is in full swing, and there's no better time to 'Love Downtown Chico'!** Shop, dine, and stroll through our vibrant streets, enjoying everything Downtown has to offer while celebrating the heart of our community."

"Summer is in full swing, and there's no better time to 'Love Downtown Chico'! Join us for **Slice of Chico's Downtown Sidewalk Sale**, where you can shop, dine, and stroll through our vibrant streets while savoring ice-cold watermelon and celebrating the heart of our community."

Experience the best of **Dining, Shopping, Music, and Loving Downtown Chico** at the **Taste of Downtown**! Indulge in delicious bites from local eateries, explore unique shops, and let the sounds of live music throughout downtown set the perfect vibe. Don't miss the **free concert** to cap off an unforgettable day in the vibrant heart of our community. There's no better way to savor all that Downtown Chico has to offer!

Discover the heart of our community this **Small Business Saturday**! Enjoy dining, shopping, and all the reasons to **Love Downtown Chico**. Support local businesses and make every purchase meaningful this holiday season.

Discover the charm of Downtown Chico's South of the Post Office on **SOPo Saturday**! Shop unique stores, savor local flavors, and explore hidden gems. Make SOPo Saturday an adventure—Shop, Dine, Explore, Discover!"

SOPO Saturday: Discover South of Post Office

(SOPO DRAFT PROPOSAL)

Date: TBD

Time: 10 am – 5 pm

Location: SOPO (South of Post Office) area in Downtown Chico, with 7th Street closed for the event.

Event Overview: Celebrate the unique charm and eclectic businesses of the SOPO district in Downtown Chico with a vibrant day of shopping, dining, and exploring! From antique treasures to local eats and boutique finds, SOPO Saturday offers something for everyone.

Event Features

1. 7th Street Pop-Up Market

- **Vendor Booths:** Local artisans, crafters, and SOPO businesses showcasing their products.
- **Vintage Finds:** Antique dealers and thrift shops setting up curated pop-up displays.
- **Interactive Demos:** Chico Board & Bike and Greenline Cycles hosting bike maintenance workshops, Salvation Army featuring live upcycling demos. Satava Art Glass

2. Themed Areas

- **Treasure Trove Alley:** Highlighting antique shops and thrift stores.
 - Eighth & Main Antique Center
 - Late Bloomer Vintage Boutique
 - Salvation Army
- **Culinary Corner:** Local restaurants & food vendors serving special SOPO-themed menus.
 - Amigos de Acapulco, Big Hot Crab, Café Coda, Chico Natural Foods, Dutch Bros. Coffee, Helen's Donut Nook, Juice Unwind, LaCocina Economica, Oshio, The Roost, The Winchester Goose, Tin Roof Bakery
- **Retro Row:** Featuring Pullin's Cyclery and vintage car displays at Chico Mazda, Chico Volkswagen and New Autos Inc.
 - North Valley Volks Club at Chico Volkswagen

(SOPO DRAFT PROPOSAL – Cont.)

3. Live Entertainment

- **Music Stage:** Local bands playing throughout the day with a focus on folk, jazz, and vintage-inspired genres.
- **Street Performers:** Jugglers, magicians, and storytellers adding to the lively atmosphere.
 - Epperson Bros. Kenpo Karate, Kinetics Academy of Dance

4. Community Activities

- **History Walk:** Guided tours of the SOPO district highlighting its historic landmarks and legacy businesses.
- **Kids Zone:** Face painting, arts and crafts, and bike decorating contests
 - Boys & Girls Club open house

5. Raffles & Giveaways

Purchase from participating businesses to enter raffles for gift cards, SOPO merchandise, and unique local experiences.

Marketing & Promotion

- **Social Media Campaign:** Use hashtags like #SOPOSaturday, #DowntownChicoSOPO, and #ChicoTreasures.
- **Flyers and Posters:** Distributed across Downtown Chico, Chico State, and surrounding areas.
- **Collaborations:** Partner with local influencers to promote the event.
- **Community Outreach:** Engage local schools, community groups, and organizations to spread the word.
- **TV & Radio sponsors**

Logistics

- **Street Closure:** 7th Street between Broadway and Wall Street closed for foot traffic and vendor booths.
- **Parking:** Designate nearby lots and side streets for visitor parking.
- **Permits:** Ensure proper city permits for street closures and event activities, Insurance, Health Dept.
- **Safety:** Coordinate with local law enforcement and first responders for safety measures.

Goals

- Increase visibility and foot traffic for SOPO businesses.
- Highlight the unique character and history of the SOPO district.
- Foster community engagement and economic growth in Downtown Chico.

(DRAFT PROPOSAL)

Cruisin', Cars & Coffee at the Plaza

Frequency: 1st Saturday of the Month May thru September **Time:** 9:00 AM – 11:00 AM
Location: City Plaza, Downtown Chico

1. Event Overview

Cruisin', Cars & Coffee is a monthly gathering for car enthusiasts and the community to come together, enjoy classic and custom vehicles, and connect over coffee. This laid-back event celebrates the vibrant culture of car enthusiasts while supporting local businesses and fostering community engagement.

Cruisin', Cars & Coffee has been designed as a casual, family-friendly 'happening' that brings energy and excitement to Downtown Chico. This low-maintenance event is managed independently by one or more local car clubs, with no need for DCBA staff to handle set-up, oversight, or clean-up—ensuring a seamless and enjoyable experience for all.

This group of car enthusiasts could potentially evolve into organizing a larger Car Show & Cruise, serving as an exciting added attraction to a Thursday Night Market or Friday Night Concert during the mid-summer season.

Cars, Cruisin' & Coffee" could become even more dynamic with the addition of an **early-morning Cruise** to kick off the event. Starting at 9:00 AM, participants could line up at **5th Street**, where the Cruise would begin with a leisurely drive down **Main Street** to **1st Street**, turning onto **Broadway**, and looping back to the **City Plaza**. This scenic route through the heart of Downtown Chico would not only showcase the participating vehicles but also draw attention to the vibrancy of the downtown area.

The Cruise would add an engaging, interactive element to the event, making it more than just a display of vehicles. It offers an opportunity for car enthusiasts to share their passion in motion while giving spectators a dynamic viewing experience. The Plaza would serve as the perfect endpoint and gathering spot, creating a hub for conversations, coffee, and community connection after the Cruise. Whether you're cruising, spectating, or enjoying the lively atmosphere, this addition would elevate "Cars, Cruisin' & Coffee" into a must-attend event for locals and visitors alike. *(Cruise Details to be Established)*

2. Objectives

- Community Engagement: Bring together residents, visitors, and car enthusiasts for a unique social experience.
- Support Local Businesses: Encourage participants and attendees to visit nearby cafes, restaurants, and shops.
- Cultural Celebration: Showcase classic, custom, and vintage cars as a reflection of local heritage and creativity.

3. Event Activities

A. Car Showcase

Participants: Open to all car enthusiasts with classic, custom, vintage, or unique vehicles.

Parking: Designated spaces around the Plaza for easy viewing.

B. Coffee Stations

- Partner with local coffee shops to provide coffee and pastries.
- Set up mobile coffee carts or pop-up stations in the Plaza.
- Offer free or discounted coffee coupons to encourage attendees to visit local businesses ie: Stoble, Starbucks

C. Music & Entertainment

- Play classic rock or era-specific music via speakers.
- Invite local musicians or DJs for live entertainment.

4. Partnerships and Sponsors

- Local Coffee Shops: Invite them to participate with pop-up stations or sponsorships.
- Car Clubs: Engage local car clubs to showcase vehicles, facilitate event and spread the word.
- Downtown Businesses: Encourage nearby businesses to offer promotions ie: shopping, breakfast, lunch....
- Sponsors: Seek sponsorships from automotive businesses, coffee roasters, or local organizations.

5. Marketing and Promotion

- Social Media Campaigns: Create event pages on Facebook and Instagram using hashtags like #CruisinChico.
- Flyers & Posters: Distribute throughout Downtown Chico and at partner businesses.
- Local Media: Collaborate with radio stations, newspapers, and community websites.
- Word of Mouth: Encourage car club members and local enthusiasts to spread the word.

6. Logistics

A. Permits and Approvals

- Obtain necessary permits for using City Plaza and surrounding streets.
- Coordinate with local law enforcement for traffic control and safety.

B. Set-Up and Tear-Down

- Set-Up 7:30 AM – 8:45 AM: Organize car parking, set up coffee stations, and ensure music/entertainment is ready.
- Tear-Down 11:00 AM – 12:00 PM: Clear the area and ensure trash is properly disposed.

C. Safety Measures

- Provide clear signage for pedestrian areas.
- Have a first aid kit and contact emergency services if needed.

7. Budget

- Permits: Costs for city permits and insurance.
- Entertainment: Fees for musicians or DJs.
- Marketing: Printing, social media ads, and promotional materials.
- Miscellaneous: Signage, tables, chairs, and coffee station supplies.

8. Metrics for Success

- Attendance Numbers: Track the number of participants and attendees.
- Business Engagement: Collect feedback from local businesses on increased foot traffic.
- Social Media Impact: Monitor engagement with event posts and hashtags.
- Participant Feedback: Survey car enthusiasts and attendees for suggestions and satisfaction.

Focus Area 1 Marketing

Marketing Tactic: Social Media



Purpose: Promote the downtown as a vibrant destination, engage the community, and support local businesses by showcasing events, activities, and unique offerings.

What went well in 2024: Substantial growth in Instagram followers driven by innovative, engaging content and strategic collaborations.

Value to Downtown Businesses: A **strategic social media campaign** offers significant value to downtown business owners by enhancing visibility, awareness and engagement with diverse audience.

SOCIAL MEDIA PLATFORMS	REACH	Engagement Rate	Notes
Instagram	Total Reach 254.2 K	58.5K (100% Increase from 2023)	117.6% Increase from Reach in 2023
Facebook	Total Followers 25,500	10.8K Content Interactions (5.9% decrease from 2023)	Total Facebook Reach = 229.1K (59.8% increase from 2023) Total Facebook Followers (8.6% increase from 2023)

CONTENT SUBJECTS	FREQUENCY
Weekend &/or Weekly Events Highlight	Minimum of 2-3 Reels Per Week + 5-6 Posts per Week
Business Spotlight	
Restaurant Spotlight	
Events	
New Businesses	
Meet the Owners	
Special Campaigns	
Promotions	

Potential Opportunities

- Increase focus on video content and Instagram Reels.
- Collaborate with downtown businesses for co-branded posts.
- Partnership with local influencers

Challenges:

- DCBA is actively seeking a Social Media Specialist within our budget parameters

SOCIAL MEDIA BUDGET & RESOURCE NEEDS			
INCOME	Description / Notes	2024 Actual	2025 Budget
Sponsors	DCBA does not have a separate sponsorship category just for social media.	0	0
Est Total Income		0	0
EXPENSES			
Staffing/Contract			\$24,000
Tools-Equipment	Mobile Phone Data/Hot Spot: Coordination of price cost for DCBA phone usage and social media content		
Software	Google Drive Storage - \$1.99 per month		\$24.00
Story Expense	Social Media Reimbursable		\$600
Ads-i.e., Boosts	ARTober FEST Regional "Push"		\$1,000
Est. Total Expenses			\$25,624.00
Est. Net Profit/Loss			

ADDITIONAL NOTES:**Contractor Services to Include:**

- Reels and Content Creation & Posting
Filming, editing and posting high-quality reels and photos showcasing downtown's unique businesses, events and attractions.
- Instagram Story Coverage
Real-time updates and stories to promote events, share key public information, and enhance audience engagement.

Focus Area 1 Marketing

Marketing Tactic: General Advertising, PR & Co-Brand



Purpose: The purpose of General Advertising, PR, and Co-Branding for the Downtown Chico Business Association (DCBA) is to elevate the profile of the downtown district, foster community connection, and drive economic growth. These efforts create a cohesive and compelling narrative that attracts visitors, engages the local community, and supports businesses, positioning downtown Chico as a vibrant hub of activity and opportunity.

Target Audience: Downtown Chico's target audiences include local residents, visitors, and students. Families, professionals, and seniors enjoy dining, shopping, and community events, while tourists and weekend travelers explore its unique charm. College students and event enthusiasts are drawn to vibrant nightlife and festivals. Downtown Chico fosters an inclusive, welcoming experience for all.

Value to Downtown Businesses: General Advertising, PR, and Co-Branding are powerful tools that amplify downtown Chico's appeal, helping individual businesses thrive while contributing to a vibrant, cohesive community.

Outlets: TV, Radio, Print, Billboard, Social Media, Postcards / Rack Cards, Merchandise

GENERAL ADVERTISING & PR	Outlet	Frequency
DCBA President Column	Chico ER Newspaper	1 per month (offered by M. Wolcott Chico ER Editor)
Banner Ads	Chico ER Newspaper, Upgraded Living	
Billboards	Lamar Advertising	
Press Releases	TV, Newspaper	
Annual Report	Published In-House, Distributed via Mail, Email, Website ...	1 per year – by March 2025
Stewardship Letters	Thanks donors and sponsors, highlights the impact of their support, strengthens relationships, fosters loyalty, encourages continued engagement, & ensures donors feel valued and informed.	Donors – As they contribute. Sponsors – at the end of each event.

Stewardship Visits	Hold an annual face-to-face meeting with key donors to update them on the impact of their support for Downtown and reinforce its value. This meeting is not a solicitation visit.	
Co-BRAND ADVERTISING		
Chico State	Welcome Wildcats, Art & Wine Walk	
Butte College	COBA Art Initiative	
3CORE	Young Entrepreneurs, Micro Business Fair	
CARD Events	Skating Rink, 4 th of July parade	
Stakeholder Events	Holiday Shoppe Hop, Letters to Santa	
COMMUNITY INITIATIVES		
Enloe Medical Center's "Healthy Here" program		DCBA has partnered with a Chico State intern specializing in Healthy Communities to enhance the Thursday Night Market. She will collaborate with Enloe to develop a health-focused program and spotlight Downtown restaurants offering healthy dining options.
Arts & Culture Programs	Collaborations with City of Chico Arts Commission, Chico Arts & Culture Foundation, Butte College and others in the Art community.	Downtown Art Tour, COBA Initiative

Potential Opportunities:

- **Increased Visibility:** Highlight downtown as a vibrant destination and promote individual businesses.
- **Collaborative Campaigns:** Partner with local businesses and organizations to amplify reach and impact.
- **Cost-Effective Marketing:** Share resources to reduce costs while maximizing exposure.
- **Event Promotion:** Boost attendance and engagement for downtown events.
- **Community Engagement:** Foster pride and connection through shared messaging and storytelling.
- **Audience Expansion:** Attract locals, visitors, and tourists with targeted campaigns.
- **Economic Growth:** Drive traffic and revenue to support downtown's businesses and overall vitality.

Challenges:

- **Budget Constraints:** Limited resources to execute comprehensive campaigns.
- **Alignment Issues:** Difficulty uniting diverse stakeholders' priorities.
- **Consistency:** Maintaining cohesive messaging across partners.
- **Audience Targeting:** Ensuring campaigns resonate with varied demographics.
- **Measurability:** Tracking and evaluating campaign impact.

GENERAL ADVERTISING BUDGET & RESOURCE NEEDS			
INCOME		2024 Actual	2025 Budget
	City of Chico		\$4,000
	Team Chico	\$1,150	
	3Core	\$1,500	
	*Enloe Medical Center		\$600.00
			\$4,600.00
Est Total Income			
EXPENSES			
	Action News		\$2,000.00
	Lamar Advertising		800.00
	Chico ER		\$1,000
	Postcards / Rack cards		\$250.00
	Misc. Promotions/Printing TBD		\$500
Est. Total Expenses			\$4,550.00
Est. Net Profit/Loss			

POTENTIAL SPONSORS	
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	3Core	
	City of Chico	
	Travel Chico	
	Enloe Medical Center	

ADDITIONAL NOTES:

As part of our ongoing efforts to strengthen the *Love Downtown* Campaign, DCBA is developing plans to incorporate general marketing messages promoting the heart of our city into upcoming Signature and Special event promotions. This initiative is designed to further amplify the message to Shop, Dine, and Explore Downtown, ultimately enhancing the vibrancy and success of our local businesses.

By seamlessly blending these core messages into our event promotions, we aim to encourage both residents and visitors to discover all that Downtown has to offer—from unique shopping experiences to delicious dining options and beyond.

We look forward to seeing the positive impact this approach will have on our downtown community.

Focus Area 1 Marketing

Marketing Tactic: Communications



Purpose: Communications (e.g., newsletters, alerts) support the organization's mission by keeping stakeholders informed, engaged and connected.

Target Audiences: Downtown Chico's stakeholders include local businesses, property owners, residents, visitors, community organizations, Chico State, city officials, event participants, investors, and artists. These groups collaboratively support and shape downtown's vibrancy, fostering a thriving community and economic growth through their involvement in events, initiatives, and creative contributions.

Value to Downtown Businesses: Effective communication through Constant Contact Newsletters and Media Release updates provides Downtown Chico's stakeholders with timely, relevant information that fosters connection, engagement, and collaboration. These updates highlight events, initiatives, and opportunities, ensuring businesses, partners, and the community stay informed and aligned. By delivering consistent messaging, stakeholders gain valuable insights into downtown activities, promotional efforts, and strategic goals, enhancing their ability to participate in and benefit from the vibrancy and success of Downtown Chico.

Platform: Constant Contact

COMMUNICATION CHANNELS	Frequency		
Newsletter	2 Per Month to Stakeholders	Announcements Event Guide	
Letter from President	1 Per Month &/or As Needed for Announcements		
Alerts (emergencies, safety, advocacy)	As Needed		
Business Meet-Ups	6 times per year or as needed for special initiative		

Potential Opportunities:

- **Stakeholder Events & Promotions:** Calendar
- **Business Success Stories:** Highlight achievements, milestones
- **Downtown Metrics and Analytics:** Share relevant data, such as foot traffic trends, event attendance figures, or economic impact statistics, to demonstrate the value of downtown initiatives.

- **Advocacy Updates:** Keep stakeholders informed about advocacy efforts, legislative updates, or policy changes affecting downtown businesses.
- **Partnership Opportunities:** Promote ways stakeholders can collaborate on events, marketing campaigns, or sponsorships to enhance visibility and community impact.
- **Training and Workshops:** Announce training sessions, workshops, or webinars focused on topics like digital marketing, customer engagement, or financial planning for businesses.
- **Event Participation Highlights:** Showcase ways businesses can get involved in upcoming events, including vendor opportunities or sponsorship packages.
- **Seasonal Promotions and Campaigns:** Feature collective seasonal promotions or campaigns to drive foot traffic and sales.
- **Volunteer and Engagement Opportunities:** Highlight ways stakeholders can get involved in downtown beautification, community projects, or advisory committees.
- **Photo Spotlights and Galleries:** Include vibrant images of downtown, showcasing events, new storefronts, or public art to foster community pride.
- **Event Planning Updates:** Offer behind-the-scenes insights into the planning of upcoming events, building excitement and transparency.
- **Call for Feedback:** Use surveys or polls to gather stakeholder input on initiatives, projects, or challenges, fostering collaboration and inclusivity.
- **Strategic Goals and Updates:** Provide updates on DCBA's long-term goals, recent accomplishments, and future plans to keep stakeholders informed and aligned.
- **Emergency Updates and Resources:** Share real-time updates and resources for stakeholders during emergencies, such as extreme weather or unexpected downtown disruptions.
- **Increase open and click-through** with compelling subject lines, engaging content and clear calls to action.
- **Improve lists and sign-ups**
- Explore multimedia content like embedded videos or event countdowns.
- SMS Updates

Challenges:

- Ensuring timely delivery of announcements from Stakeholders for inclusion in Event Guide.
- Maintaining up-to-date subscriber lists.
- DCBA is actively seeking a Constant Contact Newsletter Specialist within our budget parameters.

COMMUNICATION MEDIA BUDGET & RESOURCE NEEDS			
INCOME	Description / Notes	2024 Actual	2025 Budget
Newsletter Sponsors			

Est Total Income			
EXPENSES			
Staffing/Contract			\$8,640.00
Tools-Equipment			
List Management			
Software			
Est. Total Expenses			
Est. Net Profit/Loss			

POTENTIAL SPONSORS		
	Legacy Donors, Corporate Sponsors	
	City of Chico	

Focus Area 1 Marketing

Marketing Tactic: Website



Purpose: The purpose of the **Downtown Chico Business Association (DCBA) website** is to serve as a central hub for promoting downtown Chico, supporting local businesses, and engaging the community. Its goals include:

- **Showcasing Downtown:** Highlighting the unique shops, restaurants, events, and attractions that make downtown Chico a vibrant destination.
- **Business Support:** Providing resources, tools, and visibility for downtown businesses to thrive.
- **Community Engagement:** Keeping residents and visitors informed about downtown events, activities, and initiatives.
- **Marketing and PR:** Reinforcing the identity and appeal of downtown Chico as a place to shop, dine, and explore.
- **Collaboration:** Acting as a platform for co-branded campaigns, partnerships, and sponsorship opportunities.
- **Visitor Information:** Offering details on parking, maps, and accessibility to enhance the downtown experience.

Target Audience:

- **Local Residents**
 - **Purpose:** Keep locals informed about events, promotions, and opportunities to support downtown businesses.
 - **Interest:** Shopping, dining, entertainment, and community engagement.
- **Visitors and Tourists**
 - **Purpose:** Attract out-of-town guests to explore downtown as a vibrant destination.
 - **Interest:** Information about attractions, events, parking, and accommodations.
- **Business Owners**
 - **Purpose:** Provide resources, updates, and opportunities for downtown businesses to grow and collaborate.
 - **Interest:** Marketing support, co-branding initiatives, and event participation.
- **Potential Investors and Entrepreneurs**
 - **Purpose:** Showcase downtown as an appealing location for new businesses or partnerships.
 - **Interest:** Business opportunities, available spaces, and community support.
- **Community Partners and Stakeholders**
 - **Purpose:** Build connections with organizations and sponsors interested in supporting downtown initiatives.
 - **Interest:** Partnership opportunities, event sponsorships, and collaborative campaigns.

Value to Downtown Businesses: The DCBA website provides downtown business owners with increased visibility, marketing support, and access to resources. It promotes their offerings, drives traffic through event and campaign highlights, and fosters collaboration, helping businesses thrive in a vibrant downtown ecosystem.

WEBSITE MAINTENANCE SCHEDULE		
DCBA President Page		
Board Packets		
Press Releases		
Events		
Directories / Maps	Priority	
Sponsor & Donor Recognition		
Visitor Info		
Photo & Video Gallery		
Contact & Feedback Forms		
Volunteer Opportunities		

Potential Opportunities for the DCBA Website:

- **Enhanced User Experience**
 - Optimize for mobile use.
 - Add an interactive map for businesses, parking, and attractions.
- **Business Support**
 - Feature businesses through spotlights.
 - Create a job board for local opportunities.
- **Marketing & Promotion**
 - Highlight exclusive deals and seasonal campaigns.
- **Integration & Technology**
 - Streamline event registration.
- **Community Connection**
 - Add a volunteer sign-up portal.
- **Visitor Engagement**
 - Include an itinerary builder for downtown exploration.
 - Offer virtual tours of downtown landmarks and businesses.

Challenges:

The greatest challenges for the DCBA website are maintaining up-to-date, engaging content that serves diverse audiences while managing limited resources and ensuring seamless functionality across all devices. Consistent branding and user-friendly navigation is also critical.

WEBSITE BUDGET & RESOURCE NEEDS			
INCOME	Description / Notes	2024 Actual	2025 Budget
	Advertising Sponsorship opportunities, 10 Square click thru ads \$432/ad, Banner click thru ads 10 \$624/ad	0	\$10,000
Est Total Income			\$10,000
EXPENSES			
	Updating of Website will be done by staff as part of the roles and responsibilities in their current position. There is no budget line items as staff are salaried and paid hourly to a maximum number of hours. Estimate is included in the staffing estimate in budget. Estimate time staff will spend updating 156 hours during the year.		Included in staff wages
	Volunteer also assist with updating. Estimate value of time contributed \$6,000.		
	Estimated cost of maintenance, updating and hosting, includes handling voting and surveying.		\$4,500
Est. Total Expenses			\$4,500
Est. Net Profit/Loss			\$5,500

POTENTIAL SPONSORS		
	Current Legacy Donors	
	3Core, Cal Water, Chico State Alumni Foundation, City of Chico, Hotel Diamond, Plumas Bank, Sierra Nevada	
	Investors - Kirk's Jewelry, Member's 1 st Credit Union, Moni Hosier Parkway Realty, NorCal Food Equipment /Hobart Sales & Service, North Rim Adventure Sports, PG&E, Travel Chico, Tri Counties Bank	

ADDITIONAL NOTES:

If additional contract services are needed services should focus on timely updates, accurate content management, and seamless integration of new features to ensure the website remains user-friendly, relevant, and aligned with DCBA's goals.

Updating the DCBA Website is a High Priority.

Focus Area 1 Marketing

Marketing Tactic: Welcome Center



Purpose: The **DCBA Welcome Center** is to serve as a central hub for visitors, locals, and businesses, providing information about downtown Chico, promoting events and attractions, supporting local businesses, and fostering a welcoming environment that enhances the downtown experience.

Target Audience: Visitors, locals, new residents

Value to Downtown Businesses: The **Welcome Center** provides value to downtown business owners by increasing foot traffic, promoting their businesses directly to visitors, and serving as an information hub that connects customers with local shops, restaurants, and services

WELCOME CENTER HOURS		
Tuesday-Friday 10 am – 5 pm		
Saturday 10 am – 2 pm		
AVAILABLE TO VISITORS		
Chico State Campus Maps & Directories		
Downtown Directories: Maps & Brochures highlighting businesses, parking, attractions, and landmarks. Bike Map		
Downtown Dining Guide & Restaurant Menus		
Downtown's Signature Event Calendar		
Downtown Business Display Showcasing multiple business on a rotating schedule		
Cultural and Historical Information: Pamphlets on downtown's history and public art installation, walking tours Regional Visitor Guides & Magazines Rotating Art Display showcasing regional artists		
IN PLANNING & PRODUCTION		
Retail Guide (updated)		
Merchandise – T's, Water bottles, Postcards, Stickers, Buttons		
Suggested Itinerary for Exploring		

Downtown Chico		

MATERIALS & MERCHANDISE BUDGET & RESOURCE NEEDS			
INCOME	Description / Notes	2024 Actual	2025 Budget
	(SEE MARKETING MATERIALS & MERCHANDISE BUDGET)		
Est Total Income			
EXPENSES			
Est. Total Expenses			
Est. Net Profit/Loss			

POTENTIAL SPONSORS		
	Downtown Restaurant & Retail owners, Travel Chico, City of Chico	

ADDITIONAL NOTES: In the coming year, we aim to raise the profile of the Downtown Welcome Center by enhancing its role as a hub for information for local culture, events, and business promotion. This will not only attract more visitors but also strengthen the community's identity and economic vitality, benefiting both local businesses and the broader downtown area.

Tab 4

2025 Focus Area 2 Events

Summary - 2025 DCBA Signature Events

Below is a summary of the signature events planned by the Downtown Chico Business Association (DCBA) for 2025:



1. Thursday Night Market (TNM)

Date: April 10 – September 25, 2025 (Every Thursday)

Objective: A weekly gathering for local vendors, food, arts, and entertainment.

Key Details:

- **Target Audience:** Local families, college students, and tourists.
- **Attendance:** 4,000–12,000 attendees weekly.
- **New Additions:** “Healthy Here” nights in collaboration with Enloe Medical Center.
- **Budget:** \$130,100 income; \$12,855 expenses; \$117,245 net profit

2. Friday Night Concerts

Date: May 30 – August 29, 2025

Objective: Free, family-friendly weekly concerts in Chico City Plaza featuring local bands.

Key Details:

- **Target Audience:** Families, music enthusiasts, and visitors.
- **Attendance:** 500–1,000 attendees weekly.
- **Budget:** \$11,550 income; \$11,150 expenses; \$400 net profit

3. Slice of Chico

Date: July 12, 2025

Objective: Annual sidewalk sale featuring discounted products and free watermelon slices.

Key Details:

- **Target Audience:** Local shoppers, families, and visitors.
- **Attendance:** 800–1,000 attendees.
- **Budget:** \$5,000 income; \$2,912 expenses; \$2,088 net profit

4. Taste of Downtown

Date: September 7, 2025

Objective: Highlight downtown’s culinary scene with food samples and a free concert.

Key Details:

- **Target Audience:** Food lovers, community members, and visitors.
- **Attendance:** 1,500+ attendees.
- **Highlights:** Downtown pub crawl, beer garden, and live music.

- **Budget:** \$46,000 income; \$19,244 expenses; \$26,756 net profit.

5. ARTober FEST

Date: October 1–31, 2025

Objective: Month-long celebration of art with events, workshops, and performances.

Key Details:

- **Target Audience:** Art lovers, visitors, and locals.
- **Attendance:** 5,000+ attendees over the month.
- **Budget:** \$6,500 income; \$4,602 expenses; \$1,898 net profit.

6. Art & Wine Walk

Date: October 10, 2025

Objective: Showcase local art and wine culture, blending artistic displays with wine and cider tastings.

Key Details:

- **Target Audience:** Art enthusiasts, wine connoisseurs, and Chico State alumni.
- **Attendance:** 1,800 expected attendees.
- **Highlights:** 20+ local wineries and breweries, street closures for a vibrant open-air gallery.
- **Budget:** \$29,250 income; \$12,886 expenses; \$16,364 net profit.

7. Treat Street

Date: Friday, October 31, 2025, from 3:00 PM – 5:00 PM

Objective: Provide a safe and festive Halloween environment where children and families can trick-or-treat at downtown businesses, enjoy live entertainment, and celebrate the holiday in a community-oriented atmosphere.

Key Details:

- **Location:** Downtown Chico, Chico City Plaza
- **Target Audience:** Families, children, college students, and residents seeking a safe and engaging Halloween experience.
- **Attendance:** 1,000+ expected attendees.
- **Event Highlights:**
 - Partnership with Rotary
 - Businesses distribute candy and treats.
 - Festive storefront decorations.
 - Photo opportunities and live entertainment.
- **Budget:** \$1350

8. Small Business Saturday

Date: November 29, 2025

Objective: Encourage shopping at local, independent businesses.

Key Details:

- **Target Audience:** Local shoppers and families.
- **Attendance:** 1,000+ attendees.
- **Budget:** \$6,000 income; \$2,233 expenses; \$3,767 net profit

9. Christmas Preview

Date: November 23, 2025

Objective: Start the holiday season with festive décor and shopping opportunities.

Key Details:

- **Target Audience:** Holiday shoppers, families, and visitors.
- **Attendance:** 4,000+ attendees.
- **Budget:** \$7,900 income; \$1,992 expenses; \$5,908 net profit

10. Community Tree Lighting Ceremony

Date: December 5, 2025

Objective: Kick off the holiday season with festive lighting and activities.

Key Details:

- **Target Audience:** Families, holiday enthusiasts, and community members.
- **Attendance:** 1,000+ attendees.
- **Budget:** \$6,450 income; \$3,055 expenses; \$3,395 net profit

Event: Thursday Night Market

Dates: Every Thursday from April 10, 2025 - September 25, 2025, from 6 - 9PM

Objective: The Thursday Night Market attracts 1,000's of people downtown by lining the streets with 100+ vendors; including certified farmers, artists, and other local businesses. Downtown shops and restaurants open late and are ready to serve.



BASIC INFORMATION	
Location	Broadway between 2nd and 5th Street, including side streets and the Chico City Plaza.
Staff Lead	Lucia Mercado

EVENT DETAILS	
Committee	David Halimi, Deepika Tandon, Debbie LaPlant Moseley
DCBA Staff	Lucia Mercado, Vanessa Ortiz, Daniel Rios & Seasonal staff
Event Outline	Downtown Chico's Thursday Night Market brings the streets to life with local food, arts, crafts, and entertainment. Every Thursday evening in the warmer months, the streets fill with colorful tents offering fresh produce, handmade goods, and delicious treats, creating a lively and vibrant atmosphere.
New Items	2024 - Young Entrepreneurs Initiative, Plaza Rentals During the Market, Sustainability Nights; 2025 – “Healthy Here” in collaboration with Enloe Medical Center
Target Audience	Downtown Chico's Thursday Night Market targets a broad range of individuals, including local residents, college students, families, food lovers, craft enthusiasts, and tourists. The market’s mix of food, local goods, live music, and community atmosphere appeals to those seeking a fun, engaging, and social experience in downtown Chico. It is both a weekly gathering spot and a hub for supporting local businesses, culture, and sustainability.
Est. Attendees	2024 - 4,000 to 12,000 a day
Street Closures	Broadway between 2nd and 5th Street, including side streets and the Chico City Plaza
Safety	PBID, Volunteer Police Officers, Chico PD Target Team
Volunteers	CAVE, California Climate Corps, College Corps

****See Project Timeline in Thursday Night Market Handbook – Planning from December 2024 to September 2025**

ADVERTISING & PROMOTIONS		Dates
TV	Action News Now TV Advertising & Promotions April-Sept. Starting May, combine TNM & FNC. On-Air interview with news anchor Linda Watkins-Bennett week of April 12 th .	April-Sept
Radio	Trade Agreement w/ Results Radio and Deer Creek Broadcasting	April-Sept
Print	Rack Cards (2025 Events)	January
Banners	“Young Entrepreneurs”, “Healthy Here”	
Posters	Printed in House, Designed by Lucia, Distributed by Daniel	February
SM-Instagram Facebook	Contracted Services – Jan-March Appeal to Vendors, Mark your Calendars; April-Sept. Weekly vendor spotlights & live event updates	Twice a Week

Constant Contact	Event Info 101, Call for Vendors/Performers/Volunteers/Sponsors	Once a Month
Website	Vanessa to Update End of December	
Billboard Community Calendars Media Releases	3 Jr. Posters per mo. Rotating sites	April - August

EVENT BUDGET			
INCOME	Description / Notes	2024 Actual	2025 Budget
Sponsors	Travel Chico, North Rim Adventure, 3Core, TeamChico, Franky's, Plumas Bank	9,700	9,500
Plaza Rentals		600	600
Booth Rentals	DCBA will be changing the acceptance process for vendors, which may affect the number of vendors we can/will accept in 2025.	122,100	120,000
Est Total Income		132,400	130,100
EXPENSES			
Event Contract Services	Chico Velo	1,725	1,725
Advertising	Action News Now, Lamar Advertising, Wilson Printing	7,616	7,500
Permits/ Fees/ Licenses	CDFA, Farmer's Market Certificate, Butte County Health Department	630	630
Other	Barricade Monitor Program, Event Photographer, Banners, Water, Ice, Other Misc Supplies	3,005	3,000
Est. Total Expenses		12,976	12,855
Est. Net Profit/Loss		119,424	117,245

POTENTIAL SPONSORS		2025 Pledged
REI of Chico	Krista Brendel - krista.brendel@sparkfoundryww.com	2,500
North Rim Adventure		
Travel Chico		
3Core		
TeamChico		
Franky's		
Plumas Bank Enloe Medical Center Dragon Graphics - \$2K In-Kind Sponsorship		

ADDITIONAL NOTES: The DCBA is currently developing plans to shift the focus of the Thursday Night Market toward a stronger emphasis on fresh, local produce and agricultural products. In partnership with a Chico State intern specializing in Healthy Communities, the DCBA aims to enhance the market by recruiting more produce and agriculture vendors. Additionally, we are working to collaborate with Enloe Medical Center's "Healthy Here" initiative to create a health-focused program and highlight Downtown restaurants offering healthy dining options. As part of this shift, the TNM Committee is working to update its vendor acceptance process to increase the level of professionalism and ensure a more authentic, local experience. This adjustment aims to enhance the market's overall quality and align with its commitment to supporting local agriculture and businesses.

Event: Friday Night Concert

Dates: Friday, May 30th – Friday, August 29th 6:30 to 8:00pm

Objective: The objective of Downtown Chico's Friday Night Concerts is to provide a free, family-friendly event that fosters community engagement, supports local musicians, and enhances the vibrant downtown atmosphere during the summer months.



BASIC INFORMATION	
Location	Downtown Chico City Plaza
Staff Lead	Vanessa Ortiz (Events & Welcome Center Coordinator)

EVENT DETAILS	
Committee	Nick Andrew, Greg Scott, Debbie LaPlant Moseley, Lucia Mercado
DCBA Staff	Vanessa Ortiz, Daniel Rios
Event Outline	Held in the heart of the city's historic downtown plaza, this weekly event is a celebration of music, community, and culture. Every Friday evening, locals and tourists gather to enjoy live performances by talented local bands spanning various genres such as rock, blues, folk, and jazz. Sierra Nevada hosts a beer garden (21+) also sponsored by a rotating line-up of local businesses each week.
New Items	2024 - Kid's Corner, Dance Classes, Food Trucks & Stalls (reserved for downtown businesses and sponsors)
Target Audience	The target audience includes residents such as families, young adults, and retirees, as well as music enthusiasts who enjoy live performances. Tourists and visitors exploring downtown also make up a key demographic, alongside students and young professionals seeking affordable entertainment. The event prioritizes accessibility and inclusivity, with family-friendly programming and accommodations for all ages and mobility levels.
Est. Attendees	400-600
Safety	PBID, Volunteer Police Officers
Volunteers	California Climate Corps, College Corps

***See Project Timeline in Event Database/ Spreadsheet – Planning from January 2025 to August 2025

ADVERTISING & PROMOTIONS		Dates
TV	Action News Now	Weekly
Radio	Trade Agreement with Results Radio and Deer Creek Broadcasting	Weekly
Print	Rack Cards (2025 Events)	January
Banners	Collected from Sponsors for the Stage & Beer Garden	
Posters	Designed & Printed In-House	February
SM-Instagram Facebook	Reels & Posts – Bands, Sponsors	April-Aug
Community Calendars Media Releases	Butte 365, Chamber of Commerce, Orion, Radio & TV	
SM-Constant Contact	Event Info 101, Call for Applicants, Call for Sponsors	Once a Month
Website	Vanessa to Update in January	
Billboards	3 Junior Billboards rotating June, July	June-July

EVENT BUDGET			
Event Accounting Code			
INCOME	Description / Notes	2024 Actual	2025 Budget
Sponsors	Sierra Nevada & 13 Weekly Band Sponsors	8,250	8,250
Operations	Beer Garden Sales	3,277	3,300
Est Total Income		11,527	11,550
EXPENSES			
Event Contract Services	Payments to Bands & Sound System Contractor * 2024 Sound System was partially sponsored. No longer working with contractor.	3,000	6,000
Advertising	Action News Now (Starting May, combine TNM & FNC Advertising) Lamar Advertising, Wilson Printing – Promote: “Shop, Dine, and Stroll the Vibrant Heart of Our Community”	3,723	3,700
Permits/ Fees/ Licenses	ABC License x 12 weeks	828	600.00
Other	Seasonal Staff, Ice, Water, and Other Misc Event Supplies, Posters	918	850
Est. Total Expenses		8,469	11,150.00
Est. Net Profit/Loss		3,058	\$400.00

POTENTIAL SPONSORS		2025 Pledged
Sierra Nevada		
The Rawbar Restaurant & Sushi		
Chabin Concepts		
5 th Street Steakhouse		
Party on Wheels		
Member’s 1 st Credit Union		
5 th Street Clothing Co		
The Grill at Hotel Diamond		
Parkside Taphouse		
Mas Amor		500
Diamond W Western		
Woodstock’s Pizza	Mystic Roots + Special Guest Lake Anthony	250
IN-KIND Sponsors	Dragon Graphics, Waste Management, Johnny-on-the-Spot	

ADDITIONAL NOTES: The concert schedule has been adjusted to start and end 30 minutes earlier than last year, encouraging concert-goers to "grab dinner" downtown and then head to the event. Nick Andrew will oversee the band selection process, focusing on a diverse mix of bands, with an emphasis on local favorites to attract a wide range of audiences to the Plaza. Additionally, Nick plans to prioritize bands that bring their own sound equipment and tech, helping to reduce sound system contractor costs.

Event: Slice of Chico

Dates: Saturday, July 12th from 10:00am to 5:00pm

Objective: The Downtown Chico Slice of Chico Sidewalk Sale is to promote local businesses by offering a fun, community-centered shopping experience where downtown merchants can showcase their products at discounted prices. This annual event serves up complimentary ice-cold watermelon slices and encourages residents and visitors to explore the vibrant downtown area, discover new shops, and support local entrepreneurs.



BASIC INFORMATION	
Location	Downtown Chico, Key Slice Stations on 3rd Street between Broadway and Main Streets.
Staff Lead	Lucia Mercado (Events & Promotions Manager)

EVENT DETAILS	
Committee	Debbie LaPlant Moseley, Mary Hartley (Tomfoolery), Robin Klitzke (Sweet Chico Confections)
DCBA Staff	Lucia Mercado, Vanessa Ortiz, Daniel Rios
Event Outline	This cherished event transforms the sidewalks downtown into a bustling marketplace, where merchants and eateries come together to offer a diverse array of products and cuisines. From clothing boutiques and artisanal shops to cafes and restaurants, attendees can explore a wide range of offerings while enjoying special deals and promotions.
New Items	Slice Stations located throughout downtown
Target Audience	The target audience for Slice of Chico includes residents, visitors, and shopping enthusiasts who value community connection, unique finds, and supporting small businesses. This annual sidewalk sale appeals to a diverse demographic, from families enjoying a day out to individuals seeking one-of-a-kind treasures and deals. Its festive atmosphere attracts those who appreciate the charm of downtown, making it a magnet for both loyal patrons of local retailers and first-time visitors eager to explore Chico's vibrant downtown community. The event's accessibility and variety of offerings ensure broad appeal across age groups and interests.
Est. Attendees	800 to 1,000
Street Closures	3rd Street between Broadway and Main Streets
Safety	PBID, Volunteer Police Officers
Volunteers	California Climate Corps

***See Project Timeline in Event Database/ Spreadsheet – Planning from January 2025 to July 2025

ADVERTISING & PROMOTIONS		Dates
TV	Action News Now	July 1 – 11th
Radio	Trade Agreement with Results Radio and Deer Creek Broadcasting	July 1 - 11th
Print	Rack Cards (2025 Events)	January
Banners	Collected from Sponsors for the Slicing Station	
Posters	Printed in House, designed by Lucia, Distributed by Daniel	February
SM-Instagram Facebook	Contracted Services June-July Mark Your Calendars; Week of July 11 th Participation & Sponsor highlights	June-July Twice per wk
SM-Constant Contact	Event Info 101, Call for Sales Listings, Call for Sponsors	June & July

Website	Vanessa to Update	
Billboards	3 Junior Billboards in June	June
Media Releases, Community Calendars,		June & July

EVENT BUDGET			
INCOME	Description / Notes	2024 Actual	2025 Budget
Sponsors	Signature, Slice Stations, Music,	5,150	5,000
Est Total Income		5,150	5,000
EXPENSES			
Event Contract Services	Entertainment & Photographer	400	400
Advertising	Action News, Lamar Advertising, Enterprise Record, Creative Composition	1,957	1,950
Permits/ Fees/ Licenses	City of Chico	262	262
Other	Ice, Water, and Other Misc Event Supplies	333	300
Est. Total Expenses		2,952	2,912
Est. Net Profit/Loss		2,198	2,088

POTENTIAL SPONSORS		2025 Pledged
Plumas Bank	Signature – 2,500	
Pro-Pacific	Trade	
Johnny on the Spot	Trade	
Waste Management	Trade	
Diamond W Western Wear	Slice – 250	
Made in Chico	Seed – 250	
Mas Amor	Slice – 250	
Sweet Chico Confections	Slice – 250	
Enloe Health	Slice – 250	
Four Leaf Clothing Co.	Slice – 250	
Spelts Wealth Management	Slice – 250	
Collier's Hardware	Seed – 250	
Dibbs	Seed – 250	
Kona Ice	Seed – 250	

ADDITIONAL NOTES:

Event: Taste of Downtown

Dates: Sunday, Sept 7th from 11am-4pm, & Free Concert from 3-4:30pm

Objective: The objective of Taste of Downtown Chico is to showcase the diverse culinary offerings of downtown restaurants and eateries while providing a fun and engaging experience for both locals and visitors. The event encourages exploration of Chico's vibrant dining scene, promotes local businesses, and fosters community engagement by offering attendees the opportunity to sample a variety of foods in a festive, social atmosphere.



BASIC INFORMATION	
Location	Downtown Chico Restaurants, Pubs and City Plaza
Staff Lead	Debbie LaPlant Moseley

EVENT DETAILS	
Committee	Nick Andrew, Greg Scott
DCBA Staff	Debbie LaPlant Moseley, Lucia Mercado, Vanessa Ortiz, Daniel Rios
Event Outline	Customers enjoy a tour through downtown Chico's vibrant culinary scene and sample tastes of sweet and savory dishes, drinks, and more! Free Concert & Beer Garden in the Plaza from 3 – 4:30 pm.
New Items	
Target Audience	The Downtown Chico Restaurant & Pub Crawl is open to all ages, with the exception of pubs, which are restricted to those 21 and older. The event attracts community members, college students, and visitors eager to explore downtown's diverse culinary scene. It appeals to those who enjoy socializing, discovering new venues, and taking advantage of exclusive deals.
Est. Attendees	1,500 +
Safety	PBID, Volunteer Police Officers, Target Team
Volunteers	California Climate Corps, CAVE, College Corps

***See Project Timeline in Event Database/ Spreadsheet – Planning from January 2025 to September 2025

ADVERTISING & PROMOTIONS		Dates
TV	Action News Now 30 Second Ads + on-air interview with anchor Linda Watkins Bennett. Partial sponsorship	July 15 th -September 7 th
Radio	Trade Agreement with Results Radio and Deer Creek Broadcasting	Jul 15 th -Sept. 7
Print	Rack Cards (2025 Events)	January
Banners	Thank You Sponsor Banner on Stage (sponsored by Dragon Graphics)	
Posters	Printed in House, designed by Lucia, Distributed by Daniel	July
SM-Instagram Facebook	Contracted Services – July-Aug 1 – Mark Your Calendars, Early Bird Ticket Sales; Aug – Sept 7 Ticket Sales, Participation/Sponsor highlights	Twice a Week
Constant Contact	Event Info 101, Call for Participating Restaurants/Sponsors/Volunteers, Ticket Purchase Push	Once a Month
Website	Vanessa to Update in January & Again Near Ticket Launch	
Billboards	3 Junior Posters - 2 Chico, 1 Oroville	August

Community Calendars, Media Releases

EVENT BUDGET			
INCOME	Description / Notes	2024 Actual	2025 Budget
Sponsors		5,000	5,000
Ticket Sales	Ticket Spice & In-Person Sales	31,057	41,000
Bar Sales	(1,600 Tickets - \$15-\$30 p/p)		
Est Total Income		36,057	46,000
EXPENSES			
Event Contract Services	Band, Sound System, Photographer, & Single Day Staff	1690	1,700
Advertising	Action News Now, Lamar Advertising, Dragon Graphics	3,554	3,500
Permits/ Fees/ Licenses	ABC & other (ABC \$75.00	444	444
Other	Posters, Postcards	503	500
Restaurant Reimbursement	To Participating Businesses for Ticket Collection (based on 1,600 Tickets sold)	8,799	12,800
Beer, Wine, Ice, Cups			\$300.00
Est. Total Expenses		14,990	19,244.00
Est. Net Profit/Loss		21,067	\$26,756.00

POTENTIAL SPONSORS		2025 Pledged
Norcal Food Equipment Inc. /Hobart Sales & Service	2500	
Members 1st Credit Union	1000	
Norcal Criminal Law	500	
Golden Valley Bank	500	
The Allies Pub	500	

ADDITIONAL NOTES:

Building on the success of 2024, we anticipate a 300-ticket increase in sales this year. Local restaurants have verbally agreed to participate, and a meeting will be held in January to confirm their involvement.

Event: ARTober FEST

Dates: Art in Downtown Businesses Oct 1st – 31st

Fall Art Show on Saturday, Oct 27th

Objective: An inspiring cultural festival posed to transform Downtown Chico into a vibrant tapestry of art, music, and communal celebration. Scheduled for the month of October, ARTober FEST aims to unite artistic expression with community engagement, creating an exhilarating event that celebrates Chico's rich cultural heritage.



BASIC INFORMATION	
Location	Downtown Chico, Downtown Welcome Center, & Chico City Plaza
Staff Lead	Debbie LaPlant Moseley

EVENT DETAILS	
Committee	Collaborations with - Butte College, Chico Art Center, Chico Arts & Culture Foundation, Chico State Alumni Association, Chico State College of Humanities & Fine Arts, Chico Visual Arts Alliance Association, City of Chico Arts Commission, CSU Chico Performances, Downtown Galleries, Studios and Businesses, Local High Schools, Museum of Northern California Art (MONCA)
DCBA Staff	Debbie LaPlant Moseley, Lucia Mercado, Vanessa Ortiz, Daniel Rios
Event Outline	By partnering with the Museum of Northern California Art (MONCA), Butte College, Chico State, and an array of local artists and organizations, we will offer a diverse program of live performances, art exhibitions, and interactive workshops. Join us in this exciting venture and help us bring this visionary festival to life, making a lasting impact on our community.
Programs	Month-Long Art Walk, Scavenger Hunt, Emerging Artists, Music in the Streets, Exhibitions & Demonstrations, Performances, Culinary Arts, Fall Art Show
Target Audience	ARTober FEST in Downtown Chico targets a diverse audience, including art enthusiasts eager to discover and support local artists, as well as adults aged 21+ who enjoy wine, beer, and cider tastings in a vibrant community setting. The event appeals to Chico locals and downtown residents seeking unique cultural and social experiences, as well as visitors from surrounding areas looking to explore the creative and welcoming atmosphere of downtown Chico. Whether attending with friends, family, or as part of a couple, ARTober FEST offers something for anyone who values art, culture, and a lively celebration of the community
Est. Attendees	5,000+ throughout the month
Safety	PBID, Volunteer Police Officers
Volunteers	California Climate Corps, CAVE, College Corps

***See Project Timeline in Event Database/ Spreadsheet – Planning from January 2025 to October 2025

ADVERTISING & PROMOTIONS		Dates
TV	Action News Now	Sept. 22-October 26
Radio	Trade Agreement with Results Radio and Deer Creek Broadcasting	Sept. 22-October 26
Print	Rack Cards (2025 Events)	January
Banners	Thank You Sponsor Banner on Stage for Fall Art Show	
Posters	Designed & Printed in House	July

SM-Instagram Facebook Explore Butte County Community Calendars Media Releases	Twice a Week - Reels, Event, Participant & Sponsor Updates Far-Reaching Social Media & Media Release campaign to attract visitors from out of the area.	Jul - Oct 26
Billboards	3 Junior Billboards	October
SM-Constant Contact	Event Info 101, Call for Vendor/Sponsors/ Volunteers/Artists	
Website	Vanessa to Update in January & Again Leading Up To Oct	
Artist Postcards	Series of 3 Cards showcasing local artists	September

EVENT BUDGET			
INCOME	Description / Notes	2024 Actual	2025 Budget
Grant Funding	City of Chico Arts Commission	5,000	TBD
Booth Rental	Fall Art Show	1,275	1,500
Est Total Income		6,275	1,500
EXPENSES			
Event Contract Services	Entertainment, Photographer, & Single Day Staff	2,107	2,000
Advertising	Action News Now, Lamar Advertising	2,395	2,350
Other	Social Media Ad, Postcards	97	500.00
Est. Total Expenses		4,599	4,850
Est. Net Profit/Loss		1,676	TBD

POTENTIAL SPONSORS		2025 Pledged
City of Chico Arts Commission		

ADDITIONAL NOTES:

This year's goal is to create unique "destination experiences" such as art classes, paint-and-sip sessions, glassblowing demonstrations, and culinary arts events. These activities are designed to attract out-of-area visitors, encourage overnight stays, and ultimately increase revenue throughout the month.

Event: Harvest Sidewalk Sale

Dates: Saturday, October 11th from 10:00am – 5:00pm

Objective: The Downtown Chico annual Harvest Sidewalk Sale is a vibrant event that brings together local businesses and community members to celebrate the autumn season in the heart of the city. During the Sidewalk Sale, participating shops and vendors spill out onto the sidewalks, offering an array of goods ranging from clothing and accessories to artisanal crafts and seasonal decorations.



BASIC INFORMATION	
Location	Downtown Chico, Downtown Welcome Center
Staff Lead	Vanessa Ortiz

EVENT DETAILS	
DCBA Staff	Vanessa Ortiz, Daniel Rios, Lucia Mercado
Event Outline	The atmosphere is bustling with activity as shoppers peruse the outdoor displays, enjoy live music performances, and indulge in delicious treats from nearby restaurants and cafes. This festive occasion not only provides an opportunity for local businesses to showcase their products and connect with customers but also fosters a sense of community spirit within downtown Chico. Visitors can explore the diverse offerings of the area while soaking in the autumnal ambiance, adorned with colorful foliage and cheerful decorations.
Street Closures	3 rd Street between Main & Broadway, Main between 1 st and 2 nd
Target Audience	The target audience for the Harvest Sidewalk Sale in downtown Chico includes a diverse mix of local residents, Chico State alumni, and visitors. Chico State alumni, who often return to the area for reunions or special events, are drawn to the sale for its nostalgic connection to their college years and the opportunity to shop for unique, local finds. The event also appeals to Chico's vibrant community, including students, families, and young professionals, who enjoy the festive atmosphere, discounted merchandise, and support for local businesses. With its blend of shopping, entertainment, and community spirit, the Harvest Sidewalk Sale caters to those seeking a fun and memorable experience while also fostering connections between the university and the broader town.
Est. Attendees	1,000+
Safety	PBID, Volunteer Police Officers
Volunteers	California Climate Corps, CAVE, College Corps

***See Project Timeline in Event Database/ Spreadsheet – Planning from January 2025 to October 2025

ADVERTISING & PROMOTIONS		Dates
TV	Action News Now	Sept. 22 – Oct 11
Radio	Trade Agreement with Results Radio and Deer Creek Broadcasting	Sept. 22 – Oct 11
Print	Rack Cards (2025 Events) & Sale and Promotions Handbook	January
Posters	Designed & Printed In-House	September
SM-Instagram Facebook	Contracted Services (Twice a Week Starting September)	Sept.– Oct 11
SM-Constant Contact	Event Info 101, Call for Sponsors/ Volunteers	
Website	Vanessa to Update in January & Again Leading Up To Oct	

Community Calendars & Media Releases		
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EVENT BUDGET			
INCOME	Description / Notes	2024 Actual	2025 Budget
Sponsors		0	0
Est. Total Income		0	0
EXPENSES			
Event Contract Services	Photographer	100	100
Advertising		786	786
Est. Total Expenses		886	886
Est. Net Profit/Loss		-886	-886

POTENTIAL SPONSORS		2025 Pledged

ADDITIONAL NOTES:

Event: Treat Street

Dates: Friday, October 31st from 3:00pm – 5:00pm (*2024 2-5 pm)

Objective: Downtown Chico's Treat Street is a beloved annual Halloween event held in the heart of the city. Participants dress up in costumes and visit participating stores, which typically decorate their storefronts and hand out candy or small treats to young trick-or-treaters.



BASIC INFORMATION	
Location	Downtown Chico, Chico City Plaza
Staff Lead	Vanessa Ortiz

EVENT DETAILS	
DCBA Staff	Vanessa Ortiz, Daniel Rios (Lucia cannot work this event), Seasonal Staff
Event Outline	The event provides a safe and festive environment for the community to celebrate Halloween and enjoy the camaraderie of neighbors and businesses. Treat Street includes live entertainment, and photo opportunities, making it a highlight of the Halloween season for residents and visitors alike.
Street Closures	*BOARD DISCUSSION
Target Audience	Halloween Treat Street is a family-friendly, community-oriented audience ranging from young children and their parents to college students and local residents who are interested in a safe, engaging, and fun Halloween experience.
Est. Attendees	1,000+
Safety	PBID, Volunteer Police Officers
Volunteers	California Climate Corps, CAVE, College Corps

***See Project Timeline in Event Database/ Spreadsheet – Planning from January 2025 to October 2025

ADVERTISING & PROMOTIONS		Dates
TV	Action News Now (2024 Sponsored Advertising)	Oct 13-31
Radio	Trade Agreement with Results Radio and Deer Creek Broadcasting	Oct 13-31
Print	Rack Cards (2025 Events)	January
Posters	Printed in House, designed by Lucia, Distributed by Daniel	October
SM-Instagram Facebook	Contracted Services (Twice a Week Starting October 1)	Twice a Week
SM-Constant Contact	Event Info 101, Call for Sponsors/ Volunteers	
Website	Vanessa to Update in January & Again Leading Up To Oct	
Community Calendars, Media Releases		

EVENT BUDGET			
INCOME	Description / Notes	2024 Actual	2025 Budget
Sponsors		1,350	1,350
Est. Total Income		1,350	1,350
EXPENSES			
Event Contract Services		150	150
Other	Candy, Supplies, Photographer	538	500

Est. Total Expenses		688	650
Est. Net Profit/Loss		662	700

POTENTIAL SPONSORS		2025 Pledged
Earl's Performance Plumbing	500	
Pinion, LLC	250	
Enloe Health	250	
Spelts Wealth Management	250	
B-Line	100	
Junk King Gold Country	Trade	

ADDITIONAL NOTES:

Rotary Club of Chico provides cross-walk over-sight; VIPS & PBID provide security – all services donated.

Event: Small Business Saturday

Dates: Saturday, November 29th from 10:00am – 5:00pm

Objective: Small Business Saturday serves as a rallying call for the local community to support small, independent businesses in the heart of Chico.



BASIC INFORMATION	
Location	Downtown Chico
Staff Lead	Lucia Mercado

EVENT DETAILS	
Committee	Audrey Taylor, Luis Moreno, Carolyn Denero
DCBA Staff	Lucia Mercado, Vanessa Ortiz, Daniel Rios
Event Outline	Small Business Saturday allows for our downtown businesses to connect with shoppers looking for gifts and wanting to support small rather than large corporations. It also incorporates a small business fair to give micro-businesses a platform to show their wares.
Street Closures	4 th Street between Broadway and Main
Target Audience	The target audience for Small Business Saturday in downtown Chico includes local shoppers, families, and visitors who value supporting small, independent businesses. Chico residents and college students are particularly drawn to the event, eager to shop for unique gifts and discover new local stores.
Est. Attendees	1,000+
Safety	PBID, Volunteer Police Officers
Volunteers	California Climate Corps, CAVE, College Corps

***See Project Timeline in Event Database/ Spreadsheet – Planning from January 2025 to November 2025

ADVERTISING & PROMOTIONS		Dates
TV	Action News Now	Nov 10-29
Radio	Trade Agreement with Results Radio and Deer Creek Broadcasting	Nov 10-29
Print	Rack Cards (2025 Events) & Holiday Events Postcards	January, November
Posters	Designed & Printed In-House	November
SM-Instagram Facebook	Contracted Services – Mark your Calendars; Participation & Sponsor highlights	Nov 1-29
SM-Constant Contact	Event Info 101, Call for Sponsors/ Volunteers/Vendors	
Website	Vanessa to Update in January & Again Leading Up To Nov	
Billboards	Festival of Lights - Holiday Billboards – 3 sites – Preview, SBS, Tree Lighting	November
Community Calendars, Media Releases		

EVENT BUDGET			
INCOME	Description / Notes	2024 Actual	2025 Budget
Sponsors		4,100	4,100

Booth Rental		800	900
Operations		1,000	1,000
Est. Total Income		5,900	6,000
EXPENSES			
Advertising		2,000	2,000
Event Contract Services	Photographer	100	100
Permits/Fees/Licenses		133	133
Est. Total Expenses		2,233	2,233
Est. Net Profit/Loss		3,667	3,767

POTENTIAL SPONSORS		2025 Pledged
Chico Chamber of Commerce	500	
Northern CA National Bank	500	
Butte College The Training Place	500	
Alliance for Workforce	500	
Tri Counties Bank	500	
Small Business Development Center	500	
3CORE	600	
Explore Butte County	500	

ADDITIONAL NOTES:

Event: Christmas Preview

Dates: Sunday, November 23rd from 4:00pm – 8:00pm

Objective: Downtown Chico's annual Christmas Preview kicks off the holiday season with magic and cheer! Held the Sunday before Thanksgiving, this beloved event turns downtown into a sparkling winter wonderland with twinkling lights, festive décor, and holiday displays.



BASIC INFORMATION	
Location	Downtown Chico
Staff Lead	Lucia Mercado

EVENT DETAILS	
Committee	Debbie LaPlant Moseley, Amy Waltz, Leann Powell, Anika Burke
DCBA Staff	Lucia Mercado, Vanessa Ortiz, Daniel Rios
Event Outline	Local businesses welcome the community with festive décor, live entertainment, and fun holiday activities for all ages.
Street Closures	Broadway between 2nd & 5 th , Main between 1st & 4 th , 2nd St between Broadway & Wall, 3rd St between Salem & Wall, 4th St between Broadway & Main
Target Audience	The target audience for the Christmas Preview in downtown Chico includes local residents, families, and holiday shoppers looking to kick off the festive season. The event appeals to those seeking unique gifts, holiday decorations, and a traditional, small-town Christmas experience. With its charming mix of local businesses, entertainment, and seasonal cheer, the Christmas Preview attracts a wide range of people eager to celebrate the holiday season in downtown Chico.
Est. Attendees	4,000+
Safety	PBID, Volunteer Police Officers
Volunteers	California Climate Corps, CAVE, College Corps

***See Project Timeline in Event Database/ Spreadsheet – Planning from January 2025 to November 2025

ADVERTISING & PROMOTIONS		Dates
TV	Action News Now 30 Second Ads + Live Interview with News Anchor Linda Watkins-Bennett	Nov. 3 – 23rd
Radio	Trade Agreement with Results Radio and Deer Creek Broadcasting	Nov. 3 – 23rd
Print	Rack Cards (2025 Events) & Holiday Events Postcards	January, November
Posters & Postcards	Designed and printed in-house	November
SM-Instagram Facebook	Contracted Services November 1 – 23	Twice a Week
SM-Constant Contact	Event Info 101, Call for Sponsors/ Volunteers/Non-Profits	
Billboards	Festival of Lights - Holiday Billboards – 3 sites – Preview, SBS, Tree Lighting	November
Website	Vanessa to Update in January & Again Leading Up To Nov	
Community Calendars, Media Releases		

EVENT BUDGET			
INCOME	Description / Notes	2024 Actual	2025 Budget
Holiday Sponsors	Total Amount 12,700 for holiday events "Festival of Lights" – 1/2 Shown Here and 1/2 in Tree Lighting	6,350	6,350
Santa Sponsor	Greg Scott	450	450
Booth Rental		1,050	1,100
Est. Total Income		7,100	7,900
EXPENSES			
Advertising	TV, Billboards - Festival of Lights	178	678
Event Contract Services	Photographer, Santa, Lighting for Santa Booth	1,034	1,034
Other		280	280
Est. Total Expenses		1,492	1,992
Est. Net Profit/Loss		5,608	5,908.00

POTENTIAL SPONSORS		2025 Pledged
GMC of Chico	3000	
Travel Chico	2000	
PG&E	1950	
Moni Hosier, Parkway Real Estate Co.	1,000	
5th Street Steakhouse	250	
Bartlett's Hearing Aids	250	
Chabin Concepts	250	
Cheers Chico	250	
Chico Police Officer's Association	250	
Diamond W Western Wear	250	
Hotel Diamond	250	
Interwest Insurance Services	250	
Kathy Carpenter & Judy Sherwood	250	
Kirks Jewelry	250	
Little Red Hen	250	
Northern California National Bank	250	
North Valley Community Foundation	250	
Spelts Wealth Management	250	
The Grill	250	
The Outlet by Lulu's	250	
Tin Roof Bakery	250	
GMC of Chico	250	
Travel Chico	250	

ADDITIONAL NOTES: The Goal is to expand the "Festival of Lights" throughout Downtown with the support of the City of Chico and PG&E. Throughout the *Festival of Lights*, Downtown Chico is transformed into a winter wonderland, with twinkling lights, holiday music, and events that invite families, friends, and visitors to create lasting memories and experience the warmth and joy of the season. Downtown Chico's *Festival of Lights* encompasses a variety of festive events that bring the community together to celebrate the magic of Christmas including the beloved Christmas Preview and the Annual Tree Lighting Ceremony. In 2024, Downtown merchants also hosted the Shoppe Hop and Letters to Santa.

Event: Community Tree Lighting Ceremony

Dates: Friday, December 5th from 6:00pm – 8:00pm

Objective: Downtown Chico's Annual Tree Lighting is a heartwarming holiday tradition that brings the community together in festive cheer! This cherished celebration is the perfect way to share the spirit of the season with neighbors and friends.



BASIC INFORMATION	
Location	Downtown Chico
Staff Lead	Lucia Mercado

EVENT DETAILS	
Committee	Debbie LaPlant Moseley, Anika Burke, Greg Scott, Nick Andrew
DCBA Staff	Lucia Mercado, Vanessa Ortiz, Daniel Rios
Event Outline	Held in City Plaza, the event features the magical illumination of a towering Christmas tree, accompanied by seasonal music, lively entertainment, and fun activities. Santa Claus himself makes a special appearance, adding to the joyful atmosphere.
Street Closures	Broadway between 3 rd and 5 th , 4 th Street between Salem and Main
Target Audience	The target audience for the Community Tree Lighting Ceremony in downtown Chico includes local families, residents, and visitors of all ages looking to celebrate the holiday season. Families with children are especially drawn to the event for its festive atmosphere, live entertainment, and the magical moment of the tree lighting. The event appeals to those seeking a sense of community and holiday cheer, providing a heartwarming experience that brings people together to mark the start of the festive season in downtown Chico.
Est. Attendees	1,000+
Safety	PBID, Volunteer Police Officers
Volunteers	California Climate Corps, CAVE, College Corps

***See Project Timeline in Event Database/ Spreadsheet – Planning from January 2025 to November 2025

ADVERTISING & PROMOTIONS		Dates
TV	Action News Now	Nov 17-Dec 5
Radio	Trade Agreement with Results Radio and Deer Creek Broadcasting	Nov 17-Dec 5
Print	Rack Cards (2025 Events) & Holiday Events Postcards	January, November
Posters	Printed in House, designed by Lucia, Distributed by Daniel	November
SM-Instagram Facebook	Contracted Services - Save the Date, Participation & Sponsor Spotlights	Twice a Week Nov 15-Dec 5
Billboards	3 Jr. Boards - Festival of Lights – Preview, SBS & Tree Lighting	November
SM-Constant Contact	Event Info 101, Call for Sponsors/ Volunteers/Non-Profits	
Website	Vanessa to Update in January & Again Leading Up To Nov	

Community Calendars

Media Releases

EVENT BUDGET			
INCOME	Description / Notes	2024 Actual	2025 Budget

Holiday Sponsors	Total Amount 12,700 for "Holiday Events" – Half Shown Here and Half in Tree Lighting	6,350	6,350
Booth Rental		100	100
Est. Total Income		6,450	6,450
EXPENSES			
Advertising	Action News Now, Lamar	1,000	1,266
Event Contract Services	Photographer, Santa, Stage, Sound	1,250	1,250
Permits/Fees/Licenses		89	89
Other	Ice Rink Cabana Rentals	450	450
Est. Total Expenses		2,789	3055.00
Est. Net Profit/Loss		3,811	3,395.00

POTENTIAL SPONSORS		2025 Pledged
GMC of Chico	3000	
Travel Chico	2000	
PG&E	1950	
Moni Hosier, Parkway Real Estate Co.	1,000	
5th Street Steakhouse	250	
Bartlett's Hearing Aids	250	
Chabin Concepts	250	
Cheers Chico	250	
Chico Police Officer's Association	250	
Diamond W Western Wear	250	
Hotel Diamond	250	
Interwest Insurance Services	250	
Kathy Carpenter & Judy Sherwood	250	
Kirks Jewelry	250	
Little Red Hen	250	
Northern California National Bank	250	
North Valley Community Foundation	250	
Spelts Wealth Management	250	
The Grill	250	
The Outlet by Lulu's	250	
Tin Roof Bakery	250	
GMC of Chico	250	
Travel Chico	250	

ADDITIONAL NOTES: The Goal is to expand the "Festival of Lights" throughout Downtown with the support of the City of Chico and PG&E.

Tab 5

**2025 Focus Area 3
Placemaking**



FOCUS AREA 3: Placemaking

The Placemaking Initiatives for 2025 include two major projects under the Downtown Chico Business Association (DCBA), focused on enhancing the downtown area through art installations and reducing building vacancies. These initiatives aim to improve downtown's visual appeal, cultural engagement, and economic vitality.

1. Chico Open Board Art (COBA) – Student Art Showcase

Objective: Revive the Chico Open Board Art (COBA) project as a Student Art Showcase to enrich Downtown Chico with vibrant public art, foster student and community engagement, and create a sustainable, rotating art program.

Key Actions:

1. Phase One: Restoration of Art Frames
 - Restoring eight 4'x4' glass-enclosed art boards in Diamond Alley.
 - Initial submissions limited to Butte College art students, later expanding to Chico State, high schools, and middle schools.
 - Theme: "Past to Present: Creative Interpretations of Local Agriculture."
2. Public Engagement
 - An unveiling celebration in June 2025 to showcase completed works.
 - Expanded collaboration with property owners for additional installations.
3. Funding and Sustainability
 - \$5,000 donated by Lupine Foundation; seeking \$5,000 more through grants and sponsorships.
 - Aim to integrate art installations into academic curricula for sustained engagement.

Expected Outcomes:

- For Students: Recognition and financial stipends for public art contributions.
- For the Community: Enhanced cultural vibrancy and visual appeal.
- For Partners: Strengthened collaboration between educational institutions and the downtown community.

2. Vacant Building Initiative

Objective: Collaborate with PBID, property owners, and other stakeholders to reduce vacancies, improve building aesthetics, and attract tenants who complement the downtown business mix.

Key Actions:

1. Comprehensive Inventory
 - Document building size, condition, zoning, and ownership.
 - Use tools like Placer AI to gather foot traffic and demographic data.
 - Create a detailed database for marketing and strategic use.
2. Improving Appearance and Readiness
 - Focus on cleaning, safety, and curb appeal with PBID support.
 - Discuss exterior enhancements like awnings, paint, and lighting with property owners.
 - Establish a property improvement program with potential incentives.
3. Marketing and Recruitment
 - Develop a “Why Downtown Chico?” campaign highlighting benefits like foot traffic, proximity to Chico State, and community events.
 - Outreach to businesses that align with existing offerings, ensuring complementary growth.
4. Activation of High-Visibility Spaces
 - Use temporary installations, pop-ups, or art displays in 1-2 key vacant spaces to generate community interest and attract tenants.
 - Showcase success stories to inspire additional property owner participation.

Expected Outcomes:

- For Property Owners: Improved building readiness and increased leasing opportunities.
- For Businesses: Access to targeted marketing tools and foot traffic insights.
- For the Community: Enhanced vibrancy and reduced negative perceptions of vacancies.

Integration of Initiatives

Both initiatives complement one another by creating a more engaging and visually appealing downtown environment while addressing economic and cultural challenges. The collaboration with PBID ensures that both projects benefit from shared resources, expertise, and community alignment. Measuring Success:

- Reduction in building vacancies.
- Increased participation in the COBA art program.
- Enhanced downtown foot traffic and community engagement.

These initiatives reinforce DCBA’s commitment to revitalizing downtown Chico through art, collaboration, and strategic planning.

Initiative: Revival of the COBA Art Boards



The **Chico Open Board Art (COBA)** project, now revitalized as the **Student Art Showcase**, represents a significant placemaking initiative spearheaded by the Downtown Chico Business Association (DCBA) in collaboration with several organizations, including the Chico Arts Center, Chico Arts & Culture Foundation, Museum of Northern California Art (monca), Butte College, and the City of Chico Arts Commission.

Objectives:

1. Enrich Downtown Chico through vibrant, student-created public art installations.
2. Engage students in the creation and display of public art.
3. Foster collaboration among educational institutions, organizations, and the community.
4. Create a sustainable, rotating art program to maintain fresh and relevant displays.

Phase One: 2024–2025

1. **Focus Area:** Restoring eight COBA art frames in Diamond Alley, located behind Hotel Diamond.
2. **Participants:** Initial submissions will be limited to Butte College art students, with future expansion to Chico State, high schools, and middle schools.
3. **Theme:** "Past to Present: Creative Interpretations of Local Agriculture."
4. **Timeline:**
 - o **December 2024–February 2025:** Call for submissions and proposal review.
 - o **March 2025:** Artist selection.
 - o **May 2025:** Artwork completion deadline for Phase I.
 - o **June 2025:** Public unveiling event.
 - o **Fall 2025:** Installation of Phase II artwork.

Key Program Features:

- **Art Displays:** Eight 4'x4' glass-enclosed boards maintained by the City of Chico and COBA committee.
- **Sustainability Efforts:** Funding via grants, sponsorships, and in-kind contributions to support long-term viability.
- **Integration with Education:** Alignment with academic curricula to ensure sustained student engagement.
- **Public Engagement:** A celebratory reception in October 2024 at Hotel Diamond to introduce the program, partners, and project vision.

Benefits to Participants and Community:

1. **For Students:** Opportunity to showcase art in a public setting, gain recognition, and receive a \$300 stipend per board.
2. **For the Community:** Enhanced cultural identity and vibrancy in Downtown Chico through high-quality public art.
3. **For Partners:** Strengthened collaboration and alignment with Chico's cultural and educational

objectives.

Budget: \$5000 has already been donated by the Lupine Foundation through DCBA's 501c3. The goal is to raise at minimum another \$5000 and to find a vendor/source that would donate the paint and materials for the students.

Phase II: After the initial boards in Diamond Alley are completed the objective is to engage other property owners interested in having existing boards updated or new boards installed on their buildings and open up to students at Butte, Chico State and high schools.

Initiative: Reduce & Improve Vacant Buildings



Collaboration Between DCBA and PBID on Addressing Downtown Vacancies

The **Downtown Chico Business Association (DCBA)** and the **Property-Based Improvement District (PBID)** working together to address building vacancies in downtown Chico through a strategic and collaborative approach. A committee has been established to begin work as a collaboration with Carrie Welch, a well-known real estate broker in downtown, and key stakeholders.

This initiative is purely a volunteer effort. There is no staff or funding resources dedicated to the initiative at this time.

1. Comprehensive Inventory of Vacant Buildings

- **Action Steps:**
 - DCBA/PBID jointly conduct a detailed inventory of all vacant properties in downtown Chico.
 - The inventory will include:
 - Building size, condition, zoning, and ownership.
 - Visual documentation (photos).
 - Accessibility, utility readiness, and compliance with city codes.
 - Create a shared database that tracks vacancies and is updated regularly for marketing and reporting purposes. If possible, map vacancies.

2. Improving Building Appearance and Readiness

- **Action Steps:**
 - Focus on cleaning, safety, and maintaining the curb appeal of vacant properties.
 - Discuss property owners' improvement to the exterior appearance of long-term vacant buildings.
 - Ensure compliance with safety standards, including graffiti removal, window washing, general upkeep and city codes.
 - Evaluate the opportunity to create a property improvement program, providing incentives or funding to assist with awnings, lighting, paint and outside aesthetics.

3. Market Analysis and Business Fit:

- **Action Steps:**
 - Leverage tools like Placer AI to gather foot traffic and demographic data.
 - Identify target audiences, spending patterns, and gaps in the downtown business mix.
 - Assess competitor locations (e.g., Chico Marketplace, Meriam Park) to identify unique business opportunities

4. Enhanced Marketing and Outreach

- **Action Steps:**

- Develop a "Why Downtown Chico?" campaign to attract potential tenants.
- Utilize demographic and foot traffic data collected through Placer AI to showcase the potential customer base for prospective tenants.
- Target outreach to businesses aligned with existing downtown offerings, ensuring complementary growth.

5. Stakeholder Engagement

- **Action Steps:**

- Host roundtables with property owners, businesses, Chico State, and representatives to align strategies and goals and request active engagement.
- Encourage property owners to explore creative leasing options, such as pop-ups, shared spaces, or temporary installations.
- Facilitate discussions with Chico State, Butte College, and local stakeholders to gather input on the types of businesses that could thrive downtown.

6. Filling Vacancies with Targeted Businesses

- **Action Steps:**

- Analyze market gaps and competitive landscapes to identify businesses that complement existing downtown establishments.
- Provide property owners with detailed data on foot traffic, spending patterns, and target demographics to guide tenant selection.
- Work with property owners to implement incentives, such as reduced rent for start-ups or shared cost renovations, to attract new tenants.

7. Activation of High-Visibility Locations

- **Action Steps:**

- Prioritize activation of one or two prominent vacant spaces with temporary or permanent tenants.
- Collaborate on events, art installations, or pop-up shops to bring life to these spaces while seeking long-term tenants.
- Showcase success stories to inspire other property owners and increase community confidence in the revitalization process.

7. Long-Term Strategy for Vacancy Management

- **Action Steps:**

- Establish a system for regular communication and engagement with property owners to prevent future vacancies.
- Develop a shared framework for measuring progress, such as reduced vacancy rates and increased foot traffic downtown.
- Collaboratively present updates and success metrics to stakeholders, city officials, and the community.

8. Timeframe

A timeframe has been laid out for the initiative, however with the understanding that this initiative is purely volunteer driven, so it is dependent on the time and availability of volunteers to provide their time, expertise, and resources to complete.

Phase 1: Assessment and Preparation (January–May 2025)

January-February: Launch and Planning

- Initial meeting with Vacant **Building Committee** representatives from DCBA, PBID, property owners, brokers, and city officials.
- Set committee goals, responsibilities, and meeting schedules.
- Begin outreach to property owners to gain buy-in for the initiative.

February-March: Inventory and Initial Assessments

- Conduct an **inventory** of vacant buildings:
 - Document building size, condition, zoning, and ownership.
 - Capture high-quality photos and evaluate building readiness (utilities, accessibility).
- Collaborate with PBID to assess safety and cleanliness needs for vacant properties.

March-May: Data Collection and Analysis

- Utilize Placer AI and other tools to collect foot traffic and demographic data.
- Conduct surveys with downtown businesses and Chico State students to identify preferred business types and opportunities.
- Compile findings into a **centralized database** for ongoing use.

Phase 2: Strategy Development and Outreach (May-August 2025)

May: Property Owner Engagement

- Host a **property owner forum** to present the initiative and gain alignment on improvement and leasing strategies.
- Discuss facade and curb appeal enhancements with PBID (e.g., lights, paint, window washing, landscaping, etc.) what is possible to get going?

June: Raise funding to develop Marketing and Outreach Materials

- Create a **“Why Downtown Chico?” marketing package**:
 - Include building data, high-quality photos, virtual tours, and foot traffic analysis.
 - Develop brochures and online materials tailored to attract prospective tenants.
- Identify potential funding sources.

July: Targeted Recruitment

- Reach out to local and regional businesses identified as potential fits.
- Start marketing key vacant properties at high-visibility locations through digital platforms and targeted campaigns.

Phase 3: Activation and Implementation (August-December 2025)

August-September-October: Activation of High-Visibility Spaces

- Begin working to activate one or two prominent vacant spaces with temporary or permanent uses:
 - Launch pop-up shops, art installations, or pilot businesses in these spaces.
 - Organize events or promotions to drive foot traffic to activated locations.
- Showcase these efforts through social media and local news outlets.

November: Evaluate and Adjust

- Monitor progress and refine strategies based on feedback.
- Maintain communication with property owners to address challenges and highlight opportunities.
- Engage Chico State students and local organizations for feedback on additional improvements or programs.

December: Highlight Success Stories

- Share case studies of activated spaces at community forums and city council meetings.
- Use these successes to inspire further participation by property owners.

December: Plan for Future Expansion

- Develop a framework for ongoing engagement with property owners to maintain progress.
- Identify additional opportunities for collaboration or incentives for 2026.
- Meetings with DCBA and PBID on initiative progress and continuation.

DCBA Programs



In addition to the Focus Areas, DCBA also implements and manages programs that are beyond Focus Areas and some may be part of an event. Many of these programs are partnered with other organizations or Downtown Businesses that promote downtown.

Summary of these programs are provided for the Board to see the full scope of work staff undertakes for operating DCBA.

1. **TeamChico, partner City of Chico:** The City of Chico formed TeamChico many years ago to create a collaboration of many organizations around economic vitality in Chico. The City had limited resources to invest and felt it better to work together in defining program(s) or and/or action(s) that best served the whole. DCBA is one member along with Alliance for Workforce Development, Butte College, The Training Place, Small Business Development Center, Chamber of Commerce, Chico State, Explore Butte County, North State Hispanic Chamber, North State Planning & Development Collective and 3CORE – all business resource organizations.
2. **Young Entrepreneurs, partner 3CORE:** On Thursday, May 2nd, 2024, DCBA, 3CORE, and TeamChico kicked off the Young Entrepreneurs initiative. This program engaged young business owners from the Chico area between 3rd-12th grade (or 10 to 18 years of age). **Hosted 18 students** from Inspire High School, Chico High School, and other local elementary and middle schools. Their businesses ranged from arts & crafts to food & beverage, all being held to the same permitting standards as other vendors. In addition, 3CORE is providing these young entrepreneurs business workshops and identifying mentors to continue their experience in being business owners. The goal is to grow local businesses that may one day locate in Downtown.
3. **Sustainability Nights, partner Waste Management:** In collaboration with Waste Management, host *Sustainability Night* on the 4th Thursday of each month. These events invite the community to engage in discussions about composting, sustainable eating habits, and other eco-friendly practices.
4. **Chico State College Corps & California Action Corps:** The Chico State College Corps fellows brought activities each Friday, geared towards the families that attended the concerts. The “Kid’s Corner” was a successful addition to 2024 Friday Night Concert series and it is planned to return for 2025..
5. **The Emerging Artists Exhibition, partner with education:** held during the Harvest Sidewalk Sale on 3rd Street between Main and Broadway in Downtown Chico, showcased the talents of 18 up-and-coming artists from Inspire High School, Chico High School, and Butte College. Featuring eight booths from the Butte College Art Department, one from the Chico High School Art Department led by teacher Melanie Merlo, and one by Inspire High School student Malia Cox, the event provided a platform for young creatives to share their work with the

community. Additionally, the Butte County Film Commission, represented by Curtis Bell, highlighted its contributions to local art and culture. With a collaborative effort in supplying canopies, tables, and chairs, the exhibition celebrated creativity and fostered connections among artists and attendees. Objective to include annually.

6. **ARTober Fest - Fall Art Show, partner with arts organizations, Arts Commission:** On Saturday, October 26th, the ARTober FEST Fall Art Show brought Downtown Chico's Plaza to life with a vibrant celebration of fine arts and live music. The free event featured fine art exhibits and sales, along with performances by Los Caballitos de la Cancion and ensembles from the Butte College Music Department. This collective effort not only highlighted the region's artistic talent but also strengthened Chico's cultural, economic, and social vitality and will be included in the 2025 planning.
7. **Plaza Rentals During the Market:** Newly introduced is the opportunity to rent the entire plaza during the Thursday Night Market. 2024 market was a platform for the Chico Health Fair hosted by Healthy Rural California and the Homeland Celebration hosted by local community representative Tamba Sellu. An objective for DCBA is to be more actively involved in keeping the plaza active and clean with events, including Welcome Wildcats several times a year.
8. **Santa Paws, partner local business and Butte Humane Society:** On Sunday, December 8th, Santa Paws brought holiday cheer to Downtown Chico at The Westport, where families and their four-legged friends had the opportunity to take festive photos with Santa. In collaboration with Butte Humane Society, the event served as both a fundraiser and a celebration of the bond between people and their pets. The Downtown Chico Business Association (DCBA) played a key role by funding the professional photographer and managing event promotion before and after.
9. **Murals:** In 2022 as part of the Thursday Night Market, larger canvas murals were painted live at the market. These murals are on display in some vacant building windows. A couple have been purchased. The City is interested in several for City Hall to display and honor the artist. The objective is to have all the murals on display at local businesses along with the history of the artist and the painting.
10. **DCBA Gift Card:** A DCBA gift card program had been started several years ago by Executive Director Melanie Bassett and Board Member David Halami. David spent a great deal of time setting it up, and he managed the program for DCBA, it worked well for a number of years and add some revenue to DCBA annual budget. , however, as we understand with new technology in the store payment system the Gift Card does not work in most businesses. David has been researching solutions.

Although a Downtown Gift Card is a good idea, there have been challenges 1) not managed by DCBA but on behalf of DCBA is awkward and there is no control, 2) time consuming to manage and properly promote. Currently given recent "returns" direct people to take unused cards to Diamond W Western Wear for a refund.

Board should decide if this is a program they would like to have and if so how can it be set up and managed.

Tab 6

2025 Focus Area 4 Organization

FOCUS AREA 4: Organization



Objective: In DCBA 3-Year Business Plan to the City of Chico, the objective was to restructure and re-establish DCBA has an active and meaningful organizational representing downtown as a vital economic hub of the city. That meant a re-organization after the pandemic of Board, purpose, and actions.

As the Board enters 2025 and the third year of its business plan the progress in re-organizing DCBA is almost complete but still requires direction from a hands-on and active Board of Directors.

1. Board of Directors

- 1) The 15 Member Board has one vacancy.
- 2) DCBA will hold elections in 2025 for three outgoing members (unless changed by Bylaws)
- 3) Executive Committee has President, 2 Vice Presidents, Secretary and Treasurer authorized to run day to day operations with General Manager and staff.
- 4) Council Liaison – is represented by Dale Bennett, Vice Mayor.

2. Board Committees – Committee have been established to engage Directors directly in operations and initiatives of DCBA – these are all volunteer committee, staffing is not provided to the committees (some committees are getting interns, i.e., Placemaking).

- 1) Executive Committee – Greg Scott, Shari Anderson, Nick Anderson, Nichole Johnston, Brenda Narayan.
- 2) Bylaw Committee – currently work with DCBA Attorney Jennifer Ellingson in updating the 2016 Bylaws. Michael Lee, Mary Hartley, Thomas Hightower
- 3) Finance Committee – Nicole Johnston, Ian MacMillian, Michael Lee
- 4) Fund Advisors – North Valley Community Foundation DCBA 501c3, Greg Scott, Ian MacMillian, Nicole Johnston
- 5) District Assessment Committee – Greg Scott, Nick Andrew, Nicole Hill
- 6) Vacant Building (partnered with PBID) – Greg Scott
- 7) Placemaking – Pat Macias
- 8) Marketing – Nicole Hill, Shari Anderson
- 9) Business Disruption (formed to address Complete Streets) – Steven Stull, Julie Lengerich, Michael Lee, Mary Hartley

3. Board Advisors – DCBA collaborates with many other organizations in implementing its annual scope of work. This collaboration leads to leveraged resources and expertise for downtown businesses and revitalization of downtown. The role of advisors is to participate in DCBA plans and actions and share their organizations priorities, expertise in administrating and managing non-profit organizations and provide advice on opportunities and/or challenges.

- 1) Linda Zorn, Butte College
- 2) Luis Moreno, 3CORE
- 3) Mike Egbert, Chamber of Commerce

- 4) Nichole Farley, Explore Butte County
 - 5) Jennifer Macarthy, City of Chico/Team Chico
 - 6) Sgt David Bailey, City of Chico Police Department
 - 7) Bonnie Pipkin, City of Chico Arts Commission
- 4. DCBA Staffing** – Funding has allowed DCBA to staff the organization for the last two years.
- 1) Part-Time General Manager – Debbie LaPlant Moseley
 - 2) Events Manager – Lucia Mercado
 - 3) Events Manager Assistant & Welcome Center – Vanessa Ortiz
 - 4) Events Manager Assistant – Daniel Rios
 - 5) Contract – Social Media & Communications
 - 6) Contract – Bookkeeper, Martha Threewit
 - 7) Contract – CPA, Kevin Thomas
 - 8) Contract – Attorney, Jennifer Ellingson
- 5. DCBA Policies** – Over the last two years as part of the re-organization the Board has approved and put in place 10 Operating Policies:
- 1) DCBA Board Roles & Responsibilities
 - 2) DCBA Code of Conduct
 - 3) DCBA Conflict of Interest
 - 4) DCBA Financial-Management Policy
 - 5) DCBA Employee Handbook
 - 6) DCBA Automobile Policy
 - 7) DCBA Business Expense Policy
 - 8) DCBA Records Retention Policy
 - 9) DCBA Reserve & Investment Policy
 - 10) DCBA Committees Roles & Responsibilities
- 6. DCBA Board Resolutions** – The Board has passed one resolution to adopt a stewardship role which was not included in the DCBA’s articles of incorporation or bylaws. This resolution allows the DCBA Board and staff to advocate for betterment of downtown beyond its purpose of marketing and promotions.
- 7. Financial & Long-Term Sustainability** – DCBA’s total income from 2024 was **\$436,639**.

1) Breakdown of Income Sources and Percentages:

Source	Dollar Amt	% of Income	Notes
Earned Income	\$231,549	54.1%	Earned income includes revenue generated from events, sponsorships, advertising, and other DCBA-managed activities. This category demonstrates the organization’s ability to self-fund a

			significant portion of its initiatives.
City of Chico	\$148,800	34.6%	This funding represents the city's direct investment in DCBA's operations which end Feb 2026.
District Business Assessments	\$20,810	4.7%	This reflects the assessment tied to City business licenses to be paid annually. The District Assessment fee has not changed since 1975. Fees range from \$10 a year to \$250 a year depending on number of employees.
Operations Income	\$20055	3.1%	This includes fees, merchandise sales, or other operational revenues.
Donor Contributions	\$15,425	3.6%	Donations from individuals, foundations, or businesses represent community and stakeholder support for DCBA's mission. These funds often support specific projects or initiatives.
Total	\$436,639		

Notes on financial sustainability.

- 1) DCBA is heavily reliant on earning its own funding. Most Downtown Improvement District are at least 50% funded by business assessments fee. With DCBA fees not being raised since 1976 the annual total funding is only \$20,000 range.
- 2) **City Funding.** The City agreed to fund DCBA for 3 years from ARPA funding (pandemic related) for recovery which ends in 2025. That funding of \$140,800 will need to be replaced by DCBA to continue to operate at its current level.
Recommendation: DCBA should be entering discussions with the city for a longer long-term commitment to funding DCBA at a rate of 50% of the ARPA funding i.e., \$70-\$75,000. The basis of the \$140,800 investment was 6% of sales and parking revenue generated by Downtown invested back into Downtown for marketing and promotion aligned with City Resolution.
- 3) **Sponsorship Investment.** A major portion of earned income is sponsorship by local businesses in advertising DCBA events. A 2025 sponsorship package is included in the binder. Sponsorships range from \$2500 to \$250 depending on the event. Some events it is a struggle to find sponsors/advertisers *such as Preview the event that is most valuable by downtown businesses and has the most attendees receives the least amount sponsorship.* Sponsor benefit from advertising – social media, radio, billboards, posters and print – typically a value higher than their sponsorship which they can claim as expenses vs. donation. **2025 Goal:** Instead of trying to raise

sponsorship a month before the event, a goal this year is to focus on selling on sponsorship all events between January and March with sponsorship funds due 45 days prior to the event. This will allow staff to pre-plan and produce posters, materials and social media campaigns.

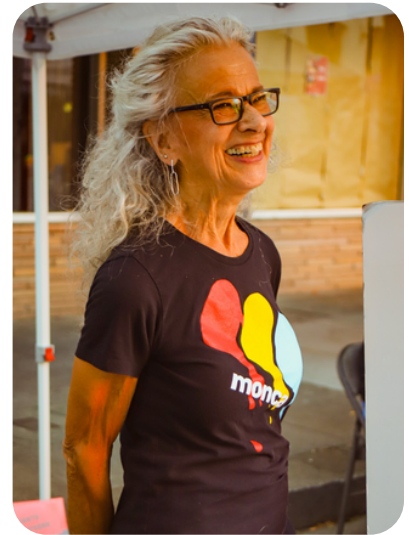
Staff Recommends: Preparing special packages/agreements with businesses who may wish to support all DCBA marketing and events. The limitation here is staff needs assistance from Board members to outreach to businesses to encourage them to support through DCBA advertising and promotions.

- 4) **Donors.** Donors are those who typically give \$5,000 and above. Donor funding can be deposited to the NVCF_DCBA 501c3 fund which provide a write-off for the donor. There are so many committing organizations for donor dollars, such as Enloe Hospital, University, and other worthwhile organizations – it is a tough market to break into. Last year DCBA was fortunate to have donation from the Lupine Foundation of \$10,000 dedicated to the Arts Placemaking Project.
- 5) **Donors.** The Downtown Welcome Center and office is gracious donated by the Scotts as part of the Hotel Diamond complex. Without this contribution DCBA may not have an office available to visitors and businesses making a statement for downtown.
- 6) **Grants.** Grant funding has continued to be low. There are few grant programs available for downtown organizations to receive funding, particularly as 501c4 organizations.
- 7) **Downtown District Assessment Fee.** A **priority** for this year is to increase the Assessment Fee to make up some of the \$140,800 that will be ending at the end of 2025. The goal is to increase the fee from 1976 level to current levels. Greg Scott is leading this effort working with the City.
- 8) **Finance Committee.** The Finance Committee has a schedule to meet quarterly and with DCBA CPA if needed to review financial statements and accounting. Strict policies are in place with check signatory and invoice approvals and processing. This provides additional oversight for financial management.

Tab 7

2025 Event Sponsorship Package

DOWNTOWN CHICO BUSINESS ASSOCIATION ADVERTISING & SPONSORSHIP OPPORTUNITIES FOR 2025 EVENTS IN DOWNTOWN CHICO





2025 CHICO STATE EVENTS INCLUDING

- **Choose Chico** - March 1
- **Commencement** - May 14 through May 18
- **Wildcat Weekend** - October 10 through October 12

OTHER MATERIAL FOR WELCOME CENTER USE

- **Dining Guide** - To Print in Spring 2025
- **Retail Guide** - To Print in Spring 2025

Get your business in the spotlight with our new rack card program! Highlighting 3–5 businesses per category (Retail, Dining, Lodging, and Transportation), these professionally designed rack cards are a fantastic way to increase your visibility during the selected period.

- **High Visibility:** With 500+ rack cards printed per round, your business will be showcased across Chico and prominently displayed at the Downtown Welcome Center throughout the entire year.
- **Tailored Promotion:** Dining and Retail Guides will prominently feature your logo, making it easier for customers to recognize and connect with your business.
- **Strategic Distribution:** Rack cards will be distributed at key locations, ensuring your business reaches both locals and visitors exploring Downtown Chico. Distribution locations include Hotels & Lodging, Chico State Community Hubs, Downtown Welcome Center, and Chico State Bookstore.

PRINTED MATERIALS MARKETING

MARKETING OPPORTUNITY	COST
COMMENCEMENT	250
CHOOSE CHICO	250
WILDCAT WEEKEND	250
COMMENCEMENT	250
DINING GUIDE	250
RETAIL GUIDE	250
ALL OF THE ABOVE	1300

Business Name:

Contact Person:

Email:

Phone Number:

Sponsorship Level:

Signature:

If interested, contact Lucia@downtownchico.com
Sponsorships must be confirmed by 2/03/2025.
Invoices must be paid 30 days before event date.



2025 MARKET SEASON: 4/10/25 - 9/25/25 FROM 6:00 - 9:00PM

Celebrating 28 years, the Thursday Night Market in Downtown Chico is a vibrant weekly event that transforms the heart of the city into a bustling hub of activity and excitement. Taking place every Thursday evening during the warmer months, this market offers a unique blend of local food, arts, crafts, and entertainment. Streets are lined with colorful tents where vendors showcase an array of fresh produce, artisanal goods, handmade crafts, and delectable treats, creating a vibrant tapestry of sights, sounds, and aromas.

Marketing Details:

TV - Logo featured in commercials being shown on Action News Now from April to Sept.

Radio - Sponsors mentioned in 4+ local stations per week from April to Sept.

Posters - 100+ posters distributed throughout downtown, grocery stores, Chico State campus, and other key locations.

Billboards - Logo on 1-3 billboards per month from April to August.

Social Media - Instagram reach of over 15k and Facebook of over 25k.

Booth Space or On-Site Banner: Can be coordinated for the full market, 25 weeks.

Staff T-Shirts - Logo Placement on staff t-shirts to be worn the entire season.

If interested, contact Lucia@downtownchico.com
Sponsorships must be confirmed by 2/24/2025.
Invoices must be paid 30 days before event date.

THURSDAY NIGHT MARKET

SPONSORSHIP OPPORTUNITY	BIKE VALET \$2,500	SUPPORT YOUNG ENTREPRENEURS \$1,500	ART BLOCK \$750	PRODUCE \$500	ENTERTAINMENT \$250
TV	✓				
Radio	✓				
Poster(s)	✓	✓	✓	✓	
Billboard(s)	✓	✓			
Logo on T-Shirts	✓	✓			
Social Media	✓	✓	✓	✓	✓
Website	✓	✓	✓	✓	✓
Booth Space or On-Site Banner	✓	✓			

Business Name:

Contact Person:

Email:

Phone Number:

Sponsorship Level:

Signature:



2025 CONCERT SEASON: 5/30/2025 - 8/29/2025 FROM 6:30 - 8:00PM

The Friday Night Concert in Downtown Chico is a beloved tradition that has been captivating residents and visitors alike for 47 years. Held in the heart of the city's historic downtown plaza, this weekly event is a celebration of music, community, and culture. Every Friday evening, locals and tourists gather to enjoy live performances by talented local bands spanning various genres such as rock, blues, folk, and jazz.

Marketing Details:

TV - Logo featured in commercials being shown on Action News Now from Mid May to August.

Radio - Sponsors mentioned in 4+ local stations per week from Mid May to August.

Posters - 100+ posters distributed throughout downtown, grocery stores, Chico State campus, and other key locations.

Billboards - Logo on 1-3 billboards per month in June and July.

Social Media - Instagram reach of over 15k and Facebook of over 25k.

Booth Space or On-Site Banner - Band and Beer Garden Sponsors for date(s) they are sponsoring and season sponsors may coordinate as many dates as wanted.

Staff T-Shirts - Logo Placement on staff t-shirts to be worn the entire season.

Website - Logo placement on website and "thank you" mentions on promotional posts for the event.

MC Thank You's - Sponsors are thanked each night by the MC before the concert begins.

If interested, contact

Vanessa@downtownchico.com

Sponsorships must be confirmed by 04/21/2025.

Invoices must be paid 30 days before event date.

FRIDAY NIGHT CONCERT

SPONSORSHIP OPPORTUNITY	SEASON STAR \$5K	SEASON SUPPORTER \$2,500	BAND \$250/WK	BEER-TENDERS
TV	✓			
Radio	✓			
Poster(s)	✓	✓		
Billboard(s)	✓	✓		
Staff T-Shirts	✓	✓		
Social Media	✓	✓	✓	✓
Website	✓	✓	✓	✓
Booth Space & On-Site Banner	✓	✓	✓	Banner Only
MC Thank You's	✓	✓	✓	✓

Business Name:

Contact Person:

Email:

Phone Number:

Sponsorship Level:

Signature:



**SAT, JULY 12TH, 2025
FROM 10:00AM - 5:00PM**

The 49th Annual Slice of Chico Sidewalk Sale in Downtown Chico is a vibrant celebration that serves up complimentary ice-cold watermelon slices and showcases the downtown's diverse local retail establishments and restaurants. This cherished event transforms the sidewalks of downtown into a bustling marketplace, where merchants and eateries come together to offer a diverse array of products and cuisines. From clothing boutiques and artisanal shops to cafes and restaurants, attendees can explore a wide range of offerings while enjoying special deals and promotions.

Marketing Details:

TV - Logo featured in commercials being shown on Action News Now from July 1 through 11.

Radio - Sponsors mentioned in 4+ local stations per week from July 1 through 11.

Posters - 100+ posters distributed throughout downtown, grocery stores, Chico State campus, and other key locations.

Billboards - Logo placement on 3 junior billboards for month of June.

Social Media - Instagram reach of over 15k and Facebook of over 25k.

Booth Space or On-Site Banner - Banner will be hung on the DCBA slicing station of within the DCBA event footprint (3rd Street between Main & Broadway). Or you may have a slicing station in front of your business (on the sidewalk) or inside your business.

Website - Logo placement on website and "thank you" mentions on promotional posts for the event.

Event Guides - Sponsors will be highlighted on digital event guides being distributed through social media and website's event page.

SLICE OF CHICO SIDEWALK SALE

SPONSORSHIP OPPORTUNITY	SIGNATURE \$1,000	SLICE STATION \$250	SEED \$150	LIVE MUSIC \$150
TV	✓			
Radio	✓			
Poster(s)	✓	✓		
Billboard(s)	✓			
Event Guides	✓	✓	✓	✓
Social Media	✓	✓	✓	✓
Website	✓	✓	✓	✓
Banner or Slicing Station	✓	✓		

Business Name:

Contact Person:

Email:

Phone Number:

Sponsorship Level:

Signature:

If interested, reach out to Lucia@downtownchico.com
Sponsorships must be confirmed by 06/02/2025.

Invoices must be paid 30 days before event date.



SUNDAY, SEPT 7TH, 2025
RESTAURANT & PUB CRAWL
FROM 11:00AM - 4:00PM
FREE CONCERT
FROM 3:00PM - 5:00PM

The Downtown Chico Business Association (DCBA) presents an exclusive opportunity for your brand to engage with and support an unforgettable culinary journey through Downtown Chico's vibrant restaurant scene. This immersive and captivating experience not only celebrates Downtown Chico's rich culinary tapestry and vibrant music scene but also nurtures community engagement and attracts visitors, all while raising crucial funds to support DCBA initiatives. Join us in celebrating the essence of Downtown Chico, where every flavor and note resonates with the spirit of our beloved city.

Marketing Details:

TV - Logo featured in commercials being shown on Action News Now from July 15 through September 7.

Radio - Sponsors mentioned in 4+ local stations per week from July 15 through September 7.

Posters - 100+ posters distributed throughout downtown, grocery stores, Chico State campus, and other key locations.

Billboards - Logo placement on 3 junior billboards for month of August.

Social Media - Instagram reach of over 15k and Facebook of over 25k.

Event Guides - Sponsors will be highlighted on event guides being distributed to 100's of customers and on social media and website's event page.

Welcome & On-Site Banner - Banner will be hung at the Chico City Plaza.

Website - Logo placement on website and "thank you" mentions on promotional posts for the event.

If interested, reach out to Lucia@downtownchico.com
 Sponsorships must be confirmed by 7/28/2025.
 Invoices must be paid 30 days before event date.

A TASTE OF DOWNTOWN

RESTAURANT/ PUB CRAWL & FREE CONCERT

SPONSORSHIP OPPORTUNITY	PLATINUM SPONSOR \$2,500	GOLD SPONSOR \$1,000	SILVER SPONSOR \$500
TV & Radio	✓		
Posters & Guide	✓	✓	✓
Billboard(s)	✓		
Tickets to Event	10	5	
Social Media	✓	✓	✓
Website	✓	✓	✓
Welcome Banner	✓	✓	
Postcards	✓	✓	
On-Site Banners	✓	✓	✓
MC Thank You's	✓	✓	✓

Business Name:

Contact Person:

Contact Information:

Sponsorship Level:

Signature:



OCTOBER 2025

The Downtown Chico Business Association (DCBA) is thrilled to present ARTober FEST, an inspiring cultural festival poised to transform Downtown Chico into a vibrant tapestry of art, music, and communal celebration. Scheduled for this October, ARTober FEST aims to unite artistic expression with community engagement, creating an exhilarating event that celebrates Chico's rich cultural heritage. By partnering with the Museum of Northern California Art (MONCA), Butte College, Chico State, and an array of local artists and organizations, we will offer a diverse program of live performances, art exhibitions, and interactive workshops. Join us in this exciting venture and help us bring this visionary festival to life, making a lasting impact on our community.

Marketing Details:

TV - Logo featured in commercials being shown on Action News Now from July 15 through September 7.

Radio - Sponsors mentioned in 4+ local stations per week from July 15 through September 7.

Print (Posters & Postcards) – Logo placement or listing on 100+ posters & 500+ postcards distributed throughout downtown, grocery stores, Chico State campus, and other key locations.

Billboards - Logo placement on 3 junior billboards for month of October.

Social Media - Instagram reach of over 15k and Facebook of over 25k.

Event Guides - Sponsors will be highlighted on event guides being distributed to 100's of locals and visitors alike, and on social media and website's event page.

Welcome & On-Site Banner - Banner will be hung at the Chico City Plaza during the Fall Art Show. Website - Logo placement on website and "thank you" mentions on promotional posts for the event.

If interested, contact Lucia@downtownchico.com
Sponsorships must be confirmed by 09/01/2025.
Invoices must be paid 30 days before event date.

ARTober FEST

SPONSORSHIP OPPORTUNITY	MASTERPIECE \$5,000+	VISIONARY \$3,000	ART ADVOCATE \$1,000	FRIEND OF THE FESTIVAL \$500
TV	✓			
Radio	✓			
Billboard(s)	✓	✓		
Event Guide	✓	✓	✓	✓
Social Media	✓	✓	✓	✓
Website	✓	✓	✓	✓
Welcome Banner	✓	✓	✓	
Posters	✓	✓	✓	✓
Postcards	✓			

Business Name:

Contact Person:

Email:

Sponsorship Level:

Signature:



**FRI, OCTOBER 10TH
FROM 5:00 - 8:00PM**

The Downtown Chico Business Association's Art & Wine walk held in collaboration with Chico State's Wildcat weekend, aims to create a vibrant and engaging community event that celebrates the intersection of art, culture, and local businesses. This event provides a platform for local artist to showcase their work in various downtown establishments, turning the streets into an open-air gallery. Simultaneously, participants have the opportunity to enjoy a diverse selection of wines, brews and ciders while exploring the rich artistic tapestry of Downtown Chico.

Marketing Details:

TV - Logo featured in commercials being shown on Action News Now from Sept 22 through Oct 11.

Radio - Sponsors mentioned in 4+ local stations per week from Sept 22 through Oct 11.

Posters – Logo placement or listing on 100+ posters distributed throughout downtown, grocery stores, Chico State campus, and other key locations.

Billboards - Logo placement on 3 junior billboards for month of October to be coupled with ARTober FEST.

Social Media - Instagram reach of over 15k and Facebook of over 25k.

Event Guides - Sponsors will be highlighted on digital event guides being distributed through social media and website's event page.

Website & Media - Logo placement on website and "thank you" mentions on promotional posts for the event

On-Site Banner - Banner will be hung at the ticket booth located on 3rd Street between Main & Broadway.

If interested, contact Lucia@downtownchico.com
Sponsorships must be confirmed by 09/01/2025.
Invoices must be paid 30 days before event date.

ART&WINE WALK 2025

SPONSORSHIP OPPORTUNITY	SIGNATURE \$5,000	POURING STATION \$500	LIVE MUSIC \$250	ART WALK \$100
TV & Radio	✓			
Tickets to Event	10			
Poster(s)	✓	✓		
Billboard(s)	✓			
Social Media	✓	✓	✓	✓
Website	✓	✓	✓	✓
Event Map Highlight	✓	✓	✓	✓
Banner	✓			

Business Name:

Contact Person:

Email:

Sponsorship Level:

Signature:



**SAT, OCTOBER 11TH, 2025
FROM 10:00AM - 5:00PM**

The Downtown Chico Harvest Sidewalk Sale is a vibrant autumn event that brings local businesses and the community together in celebration of the season. Shops and vendors line the sidewalks with a variety of offerings, including clothing, accessories, artisanal crafts, and seasonal decorations. Shoppers can explore outdoor displays, enjoy live music, and savor delicious treats from nearby restaurants and cafes. This festive event not only highlights the unique products of downtown businesses but also fosters a strong sense of community spirit. Amid colorful fall decorations and lively ambiance, visitors can experience the charm of downtown Chico while embracing the magic of the season.

Marketing Details:

TV - Logo featured in commercials being shown on Action News Now from Sept 22 through Oct 11.

Radio - Sponsors mentioned in 4+ local stations per week from Sept 22 through Oct 11.

Posters – Logo placement or listing on 100+ posters distributed throughout downtown, grocery stores, Chico State campus, and other key locations.

Billboards - Logo placement on 3 junior billboards for month of October.

Social Media - Instagram reach of over 15k and Facebook of over 25k.

Event Guides - Sponsors will be highlighted on digital event guides being distributed through social media and website's event page.

Website & Media - Logo placement on website and "thank you" mentions on promotional posts for the event

If interested, contact Lucia@downtownchico.com
Sponsorships must be confirmed by 09/01/2025.
Invoices must be paid 30 days before event date. Make checks payable to DCBA and mail to PO Box 3098, Chico, Ca 95927. Note as Harvest Sidewalk Sale Sponsor.

HARVEST SIDEWALK SALE

SPONSORSHIP OPPORTUNITY	SIGNATURE \$1,000	AUTUMN AMBASSADOR \$500	LIVE MUSIC \$250
TV	✓	✓	
Radio	✓	✓	
Poster(s)	✓	✓	✓
Billboard(s)	✓		
Event Map	✓	✓	✓
Social Media	✓	✓	✓
Website	✓	✓	✓
Banner	✓	✓	

Business Name:

Contact Person:

Email:

Phone Number:

Sponsorship Level:

Signature:



**FRI, OCTOBER 31ST, 2025
FROM 3:00 - 5:00PM**

Downtown Chico's Treat Street is a beloved annual Halloween event held in the heart of the City. Participants dress up in costumes and visit participating stores, which typically decorate their storefronts and hand out candy or small treats to young trick-or-treaters. The event provides a safe and festive environment for the community to celebrate Halloween and enjoy the camaraderie of neighbors and businesses. Treat Street includes live entertainment, and photo opportunities, making it a highlight of the Halloween season for residents and visitors alike.

Marketing Details:

TV - Logo featured in commercials being shown on Action News Now from Oct 13 through Oct 31.

Radio - Sponsors mentioned in 4+ local stations per week from Oct 13 through Oct 31.

Posters - Logo placement or listing on 100+ posters distributed throughout downtown, grocery stores, Chico State campus, and other key locations.

Social Media - Instagram reach of over 15k and Facebook of over 25k.

Event Guides - Sponsors will be highlighted on digital event guides being distributed through social media and website's event page.

Website & Media - Logo placement on website and "thank you" mentions on promotional posts for the event.

Booth or On-Site Banner - Banner will be hung at the DCBA booth in the Chico City Plaza.

TREAT STREET

SPONSORSHIP OPPORTUNITY	SIGNATURE \$1,000	COSTUME CONTEST \$500	SPOOKY SWEETS \$250	LIVE MUSIC \$100
TV	✓	✓		
Radio	✓	✓		
Poster(s)	✓	✓	✓	✓
Banner	✓	✓		
Event Guides	✓	✓	✓	
Social Media	✓	✓	✓	✓
Website	✓	✓	✓	✓

Business Name:

Contact Person:

Email:

Phone Number:

Sponsorship Level:

Signature:

If interested, contact Lucia@downtownchico.com. Deadline to confirm is 09/29/2025. Invoices must be paid 30 days before event date. Make checks payable to DCBA and mail to PO Box 3098, Chico, Ca 95927. **Note as Treat Street Sponsor.**



CHRISTMAS PREVIEW: SUN, NOV. 23RD, 2025 FROM 4:00 - 8:00PM

Downtown Chico's annual Christmas Preview kicks off the holiday season with magic and cheer! Held the Sunday before Thanksgiving, this beloved event turns downtown into a sparkling winter wonderland with twinkling lights, festive décor, and holiday displays. Local businesses welcome the community with special deals, live entertainment, and fun holiday activities for all ages.

TREE LIGHTING: FRI, DEC. 5TH, 2025 FROM 6:00 - 8:00PM

Downtown Chico's Annual Tree Lighting is a heartwarming holiday tradition that brings the community together in festive cheer! Held in City Plaza, the event features the magical illumination of a towering Christmas tree, accompanied by seasonal music, lively entertainment, and fun activities. Santa Claus himself makes a special appearance, adding to the joyful atmosphere. This cherished celebration is the perfect way to share the spirit of the season with neighbors and friends.

Marketing Details:

TV - Logo featured in commercials being shown on Action News Now from Nov 3 through Nov 23.

Radio - Sponsors mentioned in 4+ local stations per week from Nov 3 through Nov 23.

Posters & Postcards - Logo placement or listing on 100+ posters and 500+ postcards distributed throughout downtown, grocery stores, Chico State campus, and other key locations.

Social Media - Instagram reach of over 15k and Facebook of over 25k.

Event Guides - Sponsors will be highlighted on digital event guides being distributed through social media and website's event page.

Website & Media - Logo placement on website. The DCBA website receives about 12,000 views a month, with 6,000 of those visitors clicking on our upcoming Signature Events page.

Booth Space - Opportunity to setup during either or both of the events (depending on sponsorship level).

FESTIVAL OF LIGHTS IN DOWNTOWN CHICO

SPONSORSHIP OPPORTUNITY	SIGNATURE \$3,000+	LIGHT UP \$1,000+	SANTA \$750	JINGLE BELL \$250
TV	✓			
Radio	✓			
Postcards	✓	✓		
Posters	✓	✓	✓	
Booth Space	✓	✓	✓	✓
Event Guides	✓	✓		
Social Media	✓	✓	✓	✓
Website	✓	✓	✓	✓

Business Name:

Contact Person:

Email:

Phone Number:

Sponsorship Level:

Signature:

If interested, contact Lucia@downtownchico.com. Deadline to Confirm 10/20/2025. Invoices must be paid 30 days before event date. Make checks payable to DCBA and mail to PO Box 3098, Chico, Ca 95927. Note as Festival of Lights Sponsor.



**SAT, NOV. 29TH, 2025
FROM 10:00AM - 5:00PM**

Exciting Sponsorship Opportunities!

Small Business Saturday serves as a rallying call for the local community to support small, independent businesses in the heart of Chico.

Marketing Details:

TV - Logo featured in commercials being shown on Action News Now from Nov 10 through Nov 29.

Radio - Sponsors mentioned in 4+ local stations weekly from Nov 10 through Nov 29.

Posters & Postcards - Logo placement or listing on 100+ posters and 500+ postcards distributed throughout downtown, grocery stores, Chico State campus, and other key locations.

Social Media - Instagram reach of over 15k and Facebook of over 25k.

Website & Media - Logo placement on website. The DCBA website receives about 12,000 views a month, with 6,000 of those visitors clicking on our upcoming Signature Events page.

Booth Space - Opportunity to setup during either or both of the events (depending on sponsorship level).

Upgraded Living - 2 page spread.

If interested, contact Lucia Mercado at Lucia@downtownchico.com

Sponsorships must be confirmed by 10/20/2025. Invoices must be paid 30 days before event date. Make checks payable to DCBA and mail to PO Box 3098, Chico, Ca 95927. Note as SBS Sponsor.

SMALL BUSINESS SATURDAY

	TITLE SPONSOR \$2,500	BUSINESS CHAMPION \$1,000	BUSINESS ADVOCATE \$500	BUSINESS SUPPORTER \$250
TV	✓			
Radio	✓			
On-Site Booth	✓			
Poster(s)	✓	✓	✓	✓
Postcards	✓	✓		
Upgraded Living	✓	✓		
Social Media	✓	✓	✓	
Website	✓	✓	✓	✓

Business Name:

Contact Person:

Email:

Phone Number:

Sponsorship Level:

Signature: