

DCBA Board of Directors

Date: Thursday, November 7, 2024

Time: 8:00am – 9:30 am

Place: Hotel Diamond, Downstairs Conference Room



AGENDA

Call to Order & Welcome, President Greg Scott (5 Mins)

- Roundtable Introductions

1.0 Guest Presentations

- Annabel Grimm, General Manager, CARD
- Jared Dibbs, The Dibbs App
Dibbs is a new app that allows businesses to advertise & increase their visibility for free by offering exclusive deals on our platform. On the app users are able to scroll through a deal until they find one they like where they then “Call Dibbs” on that deal by putting down a 10% deposit directly on the app. Leaving 90% to be paid in person at the time of redemption. By using this business model Dibbs & local business owners NEVER financially interact & local business owners are able to increase the visibility and awareness of their location all while profiting every time a customer is sent to them. If a business would like to start the process of onboarding they can do so directly at TheDibbsApp.com under the “For Businesses” section.

2.0 Collaborator Reports (10 Mins)

We appreciate all of our partners; at this time we would like to hear updates from our partners and collaborators with a Q/A from the Board.

Guests and collaborators are welcome to stay for our meeting, however, we know your time is valuable and we understand if you need to leave.

- City of Chico – Councilmember Dale Bennett
- Sgt. Bailey, Chico Police – Downtown, Target Team
- City of Chico – Jennifer Macarthy
- Chico State – Megan Kurtz, Shari Anderson
- Butte College – Linda Zorn
- Chamber of Commerce – Mike Egbert
- Explore Butte County – Nichole Farley
- 3CORE – Luis Moreno
- MONCA - Pat Macias
- City of Chico – Arts Commissioner

DCBA Board of Directors

Greg Scott, President
Shari Anderson, 2nd VP
Liza Tedesco, Secretary
Nicole Johnston, Treasurer
Nicole Hill, Marketing Chair
Pat Macias, Arts
Nick Andrew, Restaurant Chair
Mary Hartley
Thomas Hightower
Michael Lee
Julie Lengerich
Ian Macmillan
Emma Martin
Steve Stull

ADVISORS

Brenda Narayan, PG&E
Linda Zorn, Butte College
Luis Moreno, 3CORE
Megan Kurtz, Chico State
Mike Egbert, Chamber
Nichole Farley, EBC

City of Chico

Dale Bennett, Chico City Council
Sgt. Bailey, Chico Police
Jennifer Macarthy, Chico Deputy
City Manager

DCBA Mission

Promote Downtown businesses as a unique shopping district while enhancing the experience, image, arts, culture, place and preserving the historic value of Chico’s Downtown District.

Downtown Welcome Center

**338 Broadway
Chico, CA 95927
530.345.6500**

2.0 Consent Agenda (10 mins)

2.1 Board Meeting Minutes, October 3, 2024

2.2 Executive Committee Minutes, October 17, 2024

2.2 October 2024 Financial Reports. Note: The City of Chico Arts Commission awarded DCBA under the auspices of our NVCF 501c3 a \$5,000 grant to assist with ARTober Fest. Also there is a deposit from Lupine Legacy Foundation for \$10,000. Working on this with our Bookkeeper

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

3.0 ACTION ITEMS (5 mins)

3.1 Organization – Board Member/Officers 2025. Slate submitted from Executive Committee

- a. Greg Scott, President
- b. Shari Anderson, 1st VP (including Fund Advisor to replace Chris Daniels)
- c. Nick Andrew, 2nd VP
- d. Appoint Brenda Narayan from Advisor to Board filling Chris Daniels slot, and confirm appointment to fill Secretary position vacated by Liza Tedesco
- e. Nicole Johnston, Treasurer

Action: Call for motion/second and vote.

3.2 Annual Meeting

- 1) Confirm January 16, 2025 has date for Annual Meeting, place TBD.

Action: Call for motion/second and vote.

3.3 Annual Planning Meeting

- 2) The Board normally has a planning session in early January to review 2025 objectives aligned with Business Plan and discuss plans for all events and marketing.

Action: Discuss preferred date, preferably before Annual Meeting.

4.0 DCBA Initiatives, Event, Marketing Update

4.1 Initiatives – Greg Scott

- 1) Assessment Structure – 1975 to Current Levels. Set date for Committee Meeting.
- 2) Vacant Building Committee – Next Steps
- 3) Placemaking – Chico Open Board Art – Next Steps

4.2 Events – Lucia Mercado, Debbie LaPlant Moseley

- Small Business Saturday
- Holiday – Christmas Preview, Tree Lighting – Light Up Downtown – PRIORITY

4.3 Marketing – Debbie LaPlant

5.0 New Business – New business from the floor?

6.0 Next Board Meeting

- **Question:** Give busy schedule in December, does the board want to skip a December and hold the Planning Session as a Board Meeting? Please send agenda items to Greg Scott/Audrey Taylor

Action: Discuss options.

Meeting Adjournment - Entertain motion to adjourn

Action: Motion/Second, call for vote.

BOARD OF DIRECTORS MEETING MINUTES

BOD Meeting Minutes
Thursday, October 3, 2024
Meeting Time: 8:00am
Meeting Place: Hotel Diamond Downstairs Conference Room



Attendees:

Directors: Greg Scott, Shari Anderson, Nicole Johnston, Pat Macias, Nick Andrew, Thomas Hightower, Nicole Hill, Julie Lengerich

Directors Absent: Chris Daniels, Liza Tedesco, Mary Hartley, Emma Martin, Michael Lee, Steven Stull, Ian Macmillan.

Advisors: Dale Bennett, Brenda Narayan, Linda Zorn, Mike Egbert, Megan Kurtz, Luis Moreno, Nichole Farley, Jennifer Macarthy, Sgt Nick Bailey

Staff & Volunteers: Debbie LaPlant, Audrey Taylor

AGENDA

President Greg Scott called the meeting to order promptly at 8:02 am. Self-introductions.

1.0 Guest & Collaborator Reports

Guest presentation was provided by:

1. Mahina Gannet and Dustin Vaught providing an update on the Save the El Rey effort. PPT presentation attached. Video link: https://drive.google.com/file/d/1JFrGS_t_Q7Fw_ZEKO0wklzcY-cQMYpG/view website: <https://savetheelrey.com/>
2. Nicole Hill introduced Gabrielle Kasza, Enloe's Healthy Here campaign. Healthy Here is initiative be and live healthier. Linda Zorn, DCBA board advisor, is also co-chair of this initiative born out of Blue Zone research following the Camp Fire. Gabrielle is most interested in getting restaurants involved. Debbie suggested meeting with restaurants to do a campaign in January along with a statewide campaign. Gabrielle introduced the Healthy Here App. <https://www.enloe.org/healthy-living-resources/healthy-here-app/>

President Scott asked advisors and collaborators to share information on events and activities of their organizations with the Board.

- 1) City of Chico – Councilmember Dale Bennett – Update the board on the Warren vs. Chico lawsuit, waiting to hear from judge for decision. Collaborating with all parties to clean the plaza for Wildcat Weekend.
- 2) Sgt Bailey – They are offering sheltering option which they are finding those who were not taking advantage before and starting too. Action enforcement of Lindo Channel, City Hall, and Plaza. They will be starting enforcement at Annie Glen for habitat restoration.
- 3) City of Chico – Jennifer Macarthy – reported on the upcoming Wildcat Weekend and appreciated the great collaboration and team work to make the weekend shine for visitors, parents, families, and students.

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- 4) Chico State – Megan Kurtz, Shari Anderson – reported on the upcoming Wildcat Weekend, the Mayor and the President were downtown meeting with businesses and chalk painting paws on sidewalks for “where the wildcats walk.” Thursday and Friday anticipating 2500 on campus.
- 5) Butte College – Linda Zorn reported on the great collaboration for the month long ARTober Fest thanking staff for all they are coordinating and managing. Butte College please to be part of the student art pop-up on 3rd Street, Oct 12, and the ARTS Placemaking initiative.
- 6) Chamber of Commerce – Mike Egbert – reported on business opening.
- 7) Explore Butte County – Nichole Farley – reported the \$5000 sponsorship from EBC for TNM and other fall events, Check In Challenge for dry January, Museum Month weekend in 2025.
- 8) 3CORE, Luis Moreno – report on the work/collaboration with DCBA on Small Business Saturday, reviewing soon the applications for the Microbusiness Pop-up Nov 30, discussed the technical assistance to be provided to the Young Entrepreneurs, CalOSBA attending from Sacramento
- 9) MONCA - Pat Macias – reported on new displays, capital campaign and rental activities of the Museum.
- 10) City of Chico Art Commission – no commissioners in attendance.

2.0 Consent Agenda

President Scott called for questions, discussion on any items in the consent agenda packet. With no questions called for motion to accept the consent agenda, Board Minutes and Financials.

M/S Nick Andrew/Michael Lee, all voted in favor.

3.0 Action Items

3.1 President Scott reported there were no specific action items but items to discuss:

- 1) Bylaws – President reported the work that had been occurring with Jennifer Ellingson, Attorney at Law, to update the 2016 Bylaws which are in draft stage. President asked Nicole Hill if she would chair an ad hoc committee to review the Bylaws. Nicole asked for volunteers, Thomas Hightower and Michael Lee agreed to sit on an Ad Hoc Committee to review and bring recommendations back to the Board.

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2) Organization

- a. Chris Daniels had requested a LOA due to a family emergency.
- b. Liza Tedesco, DCBA Secretary, has asked to step down from Secretary position due to her busy schedule with additional duties at the Co-Op. The Executive Committee nominated both Nicole Hill and Brenda Narayan as potential to fill the Secretary position. President has talked with both and both willing to fill the position. President suggested that he would like to have Nicole take on an active role in marketing the Assessment Initiative and have Brenda fill the Secretary seat.
 - i. Nichol Farley pointed out Brenda was advisor and needed to check bylaws whether an advisor could sit as Secretary.
 - ii. President asked the new Bylaws Ad Hoc committee to check on this allowing an advisor to participate as officers, in the meantime Brenda would be Acting Secretary.

- 3) Plaza – Discussion of keeping the Plaza activated until the Ice Rink was being built and open. Nick Andrew suggested DCBA rent the plaza every weekend in October. Several events are scheduled for ARTober Fest, the biggest concerns are Wildcat Weekend and AWW. Nick Andrew took the lead for that weekend, engaging the chamber, Brandon Slater, and himself to ensure music and activity in the plaza. President asked other to thing about any organization who could use the plaza, DCBA would pay the permit fee.

4.0 DCBA Event Update – Debbie LaPlant Moseley

- 1) Nick Andrew provided an update of the highly successful TASTE, lots of great compliments from restaurants as well as event goers. Event to date netted \$22,000 (not all expenses have been posted).
- 2) Debbie LaPlant Moseley reported on all the activities for ARTober Fest and handed out post cards noting that AWW was sold out.
- 3) Lucia reported on a successful TNM season, the vendors were very engaged, vendors were up from previous years, the Young Entrepreneur booths were hugely successful, thank Chico State Corp for their volunteer work. Lucia reviewed challenges which were around heat in July, which is very slow, and anytime weather is 105 degrees vendors cancel and market is slow, market closing when weather is 110 degrees. Review for next year possibly closing during July and staying later into the fall. Also need to meet with restaurants on food trucks.

5.0 New Business – President Scott called for any new business from the floor.

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- Jennier Macarthy and Thomas Hightower commented on former Chico State Jared Dibbs, The Dibbs App, who has an app for businesses <https://thedibbsapp.com/>
Suggest inviting Jared to attend and present to the Board November 7.

Being no further business, President Scott call for motion to adjourn meeting

- M/S Shari Anderson/Nick Andrew, 9:20 meeting adjourned.

Respectfully submitted,

A handwritten signature in blue ink that reads 'Audrey E. Taylor'. The signature is written in a cursive, flowing style.

Audrey Taylor on behalf of
Liza Tedesco, DCBA Secretary

EXECUTIVE COMMITTEE REPORTS

DCBA EXECUTIVE COMMITTEE MEETING MINUTES



Date: October 17, 2024

Time: 8:00 am

Place: Hotel Diamond Downstairs Conference Room

Attendees:

Directors: Greg Scott, Shari Anderson, Nick Andrew, Brenda Narayan

Directors Absence: Chris Daniels, Liza Tedesco, Nicole Johnston

Staff & Volunteers: Debbie LaPlant Moseley & Audrey Taylor

Call to Order – President Greg Scott called the meeting to order 8:01am

AGENDA

1.0 Organization – Board and Executive Committee

- 1) Chris Daniels, 1st VP has formally stepped down from the DCBA Board to deal with family matters but would like to return to the Board possible next year. She will remain on the PBID Board.
- 2) Liza Tedesco has requested stepping down from the Executive Committee and role of Secretary but remaining on the Board.
- 3) Executive Committee agreed to submit the following to the Board of Directors Nov 7 as slate of officers for calendar year 2025:
 - a. Greg Scott, President
 - b. Shari Anderson, 1st VP (including Fund Advisor to replace Chris Daniels)
 - c. Nick Andrew, 2nd VP
 - d. Brenda Narayan appointed to Board filling Chris Daniels slot, and appointed to fill Secretary position vacated by Liza Tedesco
 - e. Nicole Johnston, Treasurer

1.1 Staff

- 1) Jasmine Garcia one-year review. Accepted review from Debbie LaPlant and Greg Scott of the excellent work being performed by Jasmine. Accepted President's increase of hours to full time and \$2 hour raise.

1.2 Board Members

- 1) Audrey was asked to check on Board members who have not been able to attend the Board meetings on a regular basis.

1.3 Annual Meeting

- 1) Determine the annual meeting should be held mid-January, Jan 16, 2025, place to be determined, possibly in a new business. Notices will need to be sent out to Downtown Businesses in November.

2.0 Financial

- 1) The quarterly report to the City of Chico was noted as delivered.

- 2) Review the current financials noting that deposits to the 501c3 account were pending, \$5000 grant from Arts Commission for ARTober Fest and \$10,000 from Lupine Legacy Foundation for placemaking.
- 3) Martha Threewit, DCBA Bookkeeper has gained access to the SBA Loan account to track payments.
- 4) David Halimi had agreed to meet with Tom DiGiovanni to review his request for repayment of funding to DCBA in 2020. That meeting has not occurred as of date of meeting.

3.0 Assessment Initiative

- 1) Assessment Initiative will be priority for November. November 4 review list with staff, prepare briefing report and scenario to increase assessment fee from 1975 to current dollars with annual CPI increase. Committee meeting to review. Goal take to council second meeting in December.

4.0 Old Business

- 1) *By Laws Update* – Committee was appointed to review. The attorney making some edits to draft Bylaw changes and as soon as completed will be sent to committee.
- 2) *Personnel* – Appreciation lunch for DCBA staff, PBID and Chairs for great work of Thursday Night Market.

5.0 Events, Marketing & Promotions Update

- 1) Taste of Downtown – next meeting with restaurant for planning next year
- 2) ARTober Fest – Placemaking Announcement
- 3) Christmas Preview & Tree Lighting – Light Up Downtown, sponsors. Private Party in the plaza.
- 4) Begin discussion of TNM in July

6.0 Meeting Adjourn

Meeting adjourned 9:38.

Respectfully submitted,



Audrey Taylor

DCBA FINANCIAL REPORTS

Downtown Chico Business Association

Balance Sheet

As of October 31, 2024

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Checking (8207)	60,207.80
Gift Card Checking (3885)	3,471.98
NVCF Fund	928.40
Taste of Chico - Savings	100.00
Total Bank Accounts	\$64,708.18
Accounts Receivable	
Receivables	13,579.75
Total Accounts Receivable	\$13,579.75
Other Current Assets	
Petty Cash	301.54
Undeposited Funds	721.00
Total Other Current Assets	\$1,022.54
Total Current Assets	\$79,310.47
Fixed Assets	
Accumulated Depreciation	-5,889.99
Furniture & Fixtures	3,389.99
Vehicles	2,500.00
Total Fixed Assets	\$0.00
TOTAL ASSETS	\$79,310.47
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
TCBK- 2662	-12,593.73
TCB-Scott(Greg)-9269	12,283.53
TCB-Shari-6411	310.20
Total TCBK- 2662	0.00
Total Credit Cards	\$0.00
Other Current Liabilities	
EBT Deposits/Checks	-1,954.00
Payroll Liabilities	0.00
CA SUI / ETT	2.51
CalSavers	238.63
Total Payroll Liabilities	241.14
Total Other Current Liabilities	\$ -1,712.86
Total Current Liabilities	\$ -1,712.86
Long-Term Liabilities	
3CORE Loan	7,173.04
EIDL Loan Payable	134,549.00

Downtown Chico Business Association

Balance Sheet

As of October 31, 2024

	TOTAL
Total Long-Term Liabilities	\$141,722.04
Total Liabilities	\$140,009.18
Equity	
Retained Earnings	-105,450.39
Net Revenue	44,751.68
Total Equity	\$ -60,698.71
TOTAL LIABILITIES AND EQUITY	\$79,310.47

Downtown Chico Business Association

Budget vs. Actuals: Budget_FY24_P&L - FY24 P&L

January - October, 2024

	TOTAL		
	ACTUAL	BUDGET	% OF BUDGET
Revenue			
DIRECT PUBLIC SUPPORT			
City of Chico - Member Assess	20,810.32	16,666.70	124.86 %
City of Chico-Ice Rink		0.00	
City of Chico-Planters	4,000.00	6,666.70	60.00 %
City of Chico-Rebuilding Fund	105,600.00	117,333.30	90.00 %
Total DIRECT PUBLIC SUPPORT	130,410.32	140,666.70	92.71 %
DOWNTOWN EVENTS - INCOME			
Art & Wine Walk (AWW)		8,333.30	
AWW Operations	2,428.25	4,166.70	58.28 %
AWW Sponsors	14,250.00	12,916.70	110.32 %
Total Art & Wine Walk (AWW)	16,678.25	25,416.70	65.62 %
ChicoLive			
CL Booth Rental/App	50.00	41.70	119.90 %
CL Operations	2,319.00	1,167.50	198.63 %
CL Sponsors		3,750.00	
Total ChicoLive	2,369.00	4,959.20	47.77 %
Christmas Preview (CP)		2,083.30	
CP Booth Rental/App	150.00		
CP Sponsors	2,750.00		
Total Christmas Preview (CP)	2,900.00	2,083.30	139.20 %
Community Tree Lighting (CTL)		1,833.30	
CTL Sponsors	2,200.00		
Total Community Tree Lighting (CTL)	2,200.00	1,833.30	120.00 %
Friday Night Concert (FNC)			
FNC Operations	3,277.00	2,916.70	112.35 %
FNC Sponsors	8,500.00	6,666.70	127.50 %
Total Friday Night Concert (FNC)	11,777.00	9,583.40	122.89 %
Harvest Sidewalk Sale (HSS)		2,083.30	
Slice Of Chico (SOC)		2,083.30	
SOC Sponsors	2,400.00		
Total Slice Of Chico (SOC)	2,400.00	2,083.30	115.20 %
Small Business Saturday (SBS)		3,333.30	
SBS Operations	1,000.00		
SBS Sponsors	3,000.00		
Total Small Business Saturday (SBS)	4,000.00	3,333.30	120.00 %
Taste of Downtown	5.00		
TOD Operations	31,057.49	25,833.30	120.22 %
TOD Sponsors	4,000.00	4,166.70	96.00 %
Total Taste of Downtown	35,062.49	30,000.00	116.87 %
Thursday Night Market (TNM)		110,416.70	
TNM Booth Rental/App	122,100.14		

Downtown Chico Business Association

Budget vs. Actuals: Budget_FY24_P&L - FY24 P&L

January - October, 2024

	TOTAL		
	ACTUAL	BUDGET	% OF BUDGET
TNM Operations	130.00		
TNM Sponsors	7,200.00		
Total Thursday Night Market (TNM)	129,430.14	110,416.70	117.22 %
Treat Street (TS)		833.30	
TS Sponsors	1,350.00		
Total Treat Street (TS)	1,350.00	833.30	162.01 %
Total DOWNTOWN EVENTS - INCOME	208,166.88	192,625.80	108.07 %
OPERATIONS INCOME			
Annual Meeting Income	780.00	650.00	120.00 %
Donors	12,500.00	29,166.70	42.86 %
Total OPERATIONS INCOME	13,280.00	29,816.70	44.54 %
PROGRAM INCOME			
Gift Card Revenue		2,083.30	
Sponsors	5,825.00	5,250.00	110.95 %
Website Sponsors		1,666.70	
Total PROGRAM INCOME	5,825.00	9,000.00	64.72 %
Sales of Product Revenue	8,100.45	3,770.80	214.82 %
Total Revenue	\$365,782.65	\$375,880.00	97.31 %
GROSS PROFIT	\$365,782.65	\$375,880.00	97.31 %
Expenditures			
BANK CHARGES			
Bank Charges-Other	194.60	191.70	101.51 %
Interest Expense	19.60	41.70	47.00 %
Merchant Fees	1,739.10	42.70	4,072.83 %
Total BANK CHARGES	1,953.30	276.10	707.46 %
CONTRACT SERVICES			
Accounting	12,945.00	8,333.30	155.34 %
Consultants	24,600.00	41,500.00	59.28 %
Security Staff		833.30	
Total CONTRACT SERVICES	37,545.00	50,666.60	74.10 %
DOWNTOWN EVENTS - EXPENSE			
Art & Wine Walk			
Advertising (AWW)	936.00	4,458.30	20.99 %
Event Contract Services (AWW)		1,750.00	
Other (AWW)	8,142.71	7,083.30	114.96 %
Permits/Fees/Licenses (AWW)	960.00	1,166.70	82.28 %
Total Art & Wine Walk	10,038.71	14,458.30	69.43 %
Artober Fest			
Advertising (AF)	2,394.66		
Event Contract Services (AF)	1,950.00		
Total Artober Fest	4,344.66		

Downtown Chico Business Association

Budget vs. Actuals: Budget_FY24_P&L - FY24 P&L

January - October, 2024

	TOTAL		
	ACTUAL	BUDGET	% OF BUDGET
ChicoLive		0.00	
Advertising (CL)	240.32	200.30	119.98 %
Event Contract Services (CL)	0.00		
Total ChicoLive	240.32	200.30	119.98 %
Christmas Preview			
Advertising (CP)	178.18	41.70	427.29 %
Event Contract Services (CP)	384.35	375.00	102.49 %
Other (CP)	38.84	583.30	6.66 %
Total Christmas Preview	601.37	1,000.00	60.14 %
Community Tree Lighting			
Advertising (CTL)	1,000.00	833.30	120.00 %
Event Contract Services (CTL)		208.30	
Other (CTL)		1,250.00	
Total Community Tree Lighting	1,000.00	2,291.60	43.64 %
Events Expense Other	5,010.73		
Friday Night Concert			
Advertising (FNC)	3,723.44	2,916.70	127.66 %
Event Contract Services (FNC)	3,250.00	2,916.70	111.43 %
Other (FNC)	917.96	1,166.70	78.68 %
Permits/Fees/Licenses (FNC)	828.00	583.30	141.95 %
Total Friday Night Concert	8,719.40	7,583.40	114.98 %
Harvest Sidewalk Sale			
Advertising (HSS)	786.00	2,046.70	38.40 %
Event Contract Services (HSS)	100.00	541.70	18.46 %
Other (HSS)		250.00	
Total Harvest Sidewalk Sale	886.00	2,838.40	31.21 %
Slice Of Chico			
Advertising (SOC)	1,956.58	1,505.00	130.01 %
Event Contract Services (SOC)	400.00	333.30	120.01 %
Other (SOC)	333.04	333.30	99.92 %
Permits/Fees/Licenses (SOC)	262.00	218.80	119.74 %
Total Slice Of Chico	2,951.62	2,390.40	123.48 %
Small Business Saturday			
Advertising (SBS)	2,000.00	2,083.30	96.00 %
Event Contract Services (SBS)		125.00	
Other (SBS)		750.00	
Permits/Fees/Licenses (SBS)		208.30	
Total Small Business Saturday	2,000.00	3,166.60	63.16 %
Taste of Downtown		7,500.00	
Advertising (TOD)	3,554.07		
Event Contract Services (TOD)	1,690.00		
Other (TOD)	502.80		

Downtown Chico Business Association

Budget vs. Actuals: Budget_FY24_P&L - FY24 P&L

January - October, 2024

	TOTAL		
	ACTUAL	BUDGET	% OF BUDGET
Permits/Fees/Licenses (TOD)	444.00		
Restaurant Reimbursement	8,799.00		
Total Taste of Downtown	14,989.87	7,500.00	199.86 %
Thursday Night Market			
Advertising (TNM)	7,615.75	6,168.30	123.47 %
Event Contract Services (TNM)	882.00	1,250.00	70.56 %
Other (TNM)	1,054.90	4,166.70	25.32 %
Permits/Fees/Licenses (TNM)	375.00	2,083.30	18.00 %
Rentals (TNM)		416.70	
Total Thursday Night Market	9,927.65	14,085.00	70.48 %
Treat Street			
Advertising (TS)		833.30	
Event Contract Services (TS)	150.00	166.70	89.98 %
Other (TS)	264.24	375.00	70.46 %
Total Treat Street	414.24	1,375.00	30.13 %
Total DOWNTOWN EVENTS - EXPENSE	61,124.57	56,889.00	107.45 %
FACILITIES AND EQUIPMENT			
Repairs & Maintenance	543.16	1,250.00	43.45 %
Storage Rental	1,450.00	1,412.50	102.65 %
Transportation	551.26	750.00	73.50 %
Total FACILITIES AND EQUIPMENT	2,544.42	3,412.50	74.56 %
OPERATIONS			
Advertising & Marketing	10,924.66	11,250.00	97.11 %
Annual Meeting Expense	4,984.90	4,154.10	120.00 %
Equipment/Materials/Supplies	2,340.92	4,166.70	56.18 %
Insurance	12,796.96	11,458.30	111.68 %
Meals	156.00	229.20	68.06 %
Office Expense	1,592.64	2,916.70	54.60 %
Other Expenses	3,632.04	4,166.70	87.17 %
Postage	846.57	583.30	145.13 %
Printing/Copying	1,463.13	2,500.00	58.53 %
Social Media Reimbursables	186.36	500.00	37.27 %
Taxes/Licenses/Fees	3,391.19	2,250.00	150.72 %
Technology & Website Services	20,338.51	13,333.30	152.54 %
Telephone		833.30	
Utilities		833.30	
Total OPERATIONS	62,653.88	59,174.90	105.88 %
Payroll Expenses			
Taxes	11,685.48	12,500.00	93.48 %
Wages	132,513.91		
Wages Permanent		135,286.70	
Total Wages	132,513.91	135,286.70	97.95 %

Downtown Chico Business Association

Budget vs. Actuals: Budget_FY24_P&L - FY24 P&L

January - October, 2024

	TOTAL		
	ACTUAL	BUDGET	% OF BUDGET
Wages Seasonal		0.00	
Total Payroll Expenses	144,199.39	147,786.70	97.57 %
PROGRAM EXPENSES			
Business Meet Up	88.50	104.20	84.93 %
Gift Card Fees		208.30	
Gift Card Purchases	256.89	1,250.00	20.55 %
Kiosk Concierge		0.00	
Other	1,816.80	1,666.70	109.01 %
Planters Landscaping/Maintenance	6,097.00	5,833.30	104.52 %
Stewardship		2,083.30	
Total PROGRAM EXPENSES	8,259.19	11,145.80	74.10 %
QuickBooks Payments Fees	3,181.03	2,750.00	115.67 %
Reimbursements		1,250.00	
Total Expenditures	\$321,460.78	\$333,351.60	96.43 %
NET OPERATING REVENUE	\$44,321.87	\$42,528.40	104.22 %
Other Revenue			
Interest Earned	429.81		
Total Other Revenue	\$429.81	\$0.00	0.00%
NET OTHER REVENUE	\$429.81	\$0.00	0.00%
NET REVENUE	\$44,751.68	\$42,528.40	105.23 %