

DCBA Board of Directors

Date: Thursday, June 5, 2025

Time: 8:00-9:30 noon

Place: Hotel Diamond, Downstairs Conference Room



AGENDA

Call to Order & Welcome, President Greg Scott

- Self Introductions – Board & Advisors

1.0 President's Report – Gregg Scott

- Officially welcome Allison Boyer as DCBA General Manager. Reminder June 4 Reception, 5th Street Steakhouse 4-6.
- Thank You to Linda Zorn for her personal donation to DCBA funding the Art Supplies for the COBA Renewal Boards, June 26 at Thursday Night Market in the Plaza.
- Thank You to Brenda and PG&E for the gracious donation to DCBA this year.

2.0 Presentation (7 Mins) – Councilmember Tom van Over Beek has requested time on the agenda to discuss downtown Wayfinding.

3.0 Collaborator Reports (10 Mins)

We appreciate our advisors and your attendance and participation with DCBA. This brief time on the agenda is for you to share with the Board pertinent updates. *We welcome you 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
- Ambassador – Avery Williams
- CARD – Holli Drobny
- 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
Nick Andrew, 1st VP
Shari Anderson, 2nd VP
Mary Hartley, Secretary
Nicole Johnston, Treasurer
Thomas Hightower
Nicole Hill
Michael Lee
Pat Macias
Ian Macmillan
Anika Burke Rodriguez
David Selkirk
Steve Stull
Linda Zorn

ADVISORS

Mike Egbert, Chamber
Holli Drobny, CARD
Nichole Farley, EBC
Megan Kurtz, Chico State
Brenda Narayan, PG&E
Luis Moreno, 3CORE
Audrey Taylor, Chabin
Avery Williams, Ambassadors

City of Chico

Dale Bennett, Chico City Council
Sgt. Bailey, Chico Police
Jennifer Macarthy, Chico Deputy
City Manager
Bonnie Pipkin, Arts Commission

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

3.0 Consent Agenda (5 mins) – The consent agenda consists of previous Board and Executive Meeting Minutes and current financial statements. Are there any questions for review:

- 1) Board Meeting Minutes, May 1, 2025
- 2) Board Meeting Minutes, May 15, 2025
- 3) Executive Committee Minutes, May 19, 2025
- 4) May 2025 Financial Reports

ACTION: Call for motion/second and vote to accept consent agenda.

4.0 General Manager's Report – Allison Boyer

- 1) City – Parking AI Meeting (info attached)
- 2) City – Informing Business Owners of Downtown Revitalization Workshop, meetings with AIM Consulting
- 3) Healthy Communities Grant

5.0 DCBA Initiatives, Events and Marketing Updates (10 mins)

- 1) **Advocacy Initiatives**
 - Plaza Activation – Greg, Allison
 - Assessment Update – Attachment provided for Board Review and Next Steps.
- 2) **Events**
 - Thursday Night Market, Allison
 - Small Business Month Wrap-Up, Allison
 - Friday Night Concert, Nick
- 3) **Marketing**
 - Marketing, Communications, Social Media
- 4) **Placemaking**
 - COBA Art Unveiling – Linda Zorn, June 26, 6:00 pm Plaza
 - California Cultural Districts, Open Application 2025 for Designation – Jennifer Macarthy/Audrey Taylor <https://www.caculturaldistricts.org/>
 - Building Enhancement Committee – Audrey Taylor

Map: <https://storymaps.arcgis.com/stories/ea05fc82359c4634ae2d73e46e102221>

Opportunity Zones: <https://www.kiplinger.com/taxes/the-future-of-opportunity-zones-for-2025-and-beyond>

6.0 ACTION ITEMS

- 1) **Carry Over Item** – At the April meeting an additional revision was requested for the Downtown Building monument Policy to remove any language that DCBA would sponsor plaques. The revision has been made and is before the Board for final approval.

ACTION: Call for motion/second to approve revision and approve policy. Call for vote.

7.0 New Business – New business from the floor?

8.0 Next Board Meeting – July 3 (or 10), 2025

Meeting Adjournment - Entertain motion to adjourn

ACTION: Motion/Second, call for vote.

BOARD OF DIRECTORS CONSENT AGENDA

BOD Meeting Minutes
Thursday, May 1, 2025
Meeting Time: 8:00am
Meeting Place: Hotel Diamond Downstairs Conference Room



Directors: Greg Scott, Nick Andrew, Shari Anderson, Brenda Narayan, Mary Hartley, Thomas Hightower, Nicole Hill, Pat Macias, Ian Macmillan, Steve Stull, Linda Zorn

Absent: Michael Lee, Nicole Johnston

City Liaison: Jennifer Macarthy,

Advisors: Luis Moreno, Avery Williams

Staff & Volunteers: Debbie LaPlant, Audrey Taylor, Lucia Mercado, Allison Boyer

AGENDA

President Greg Scott called the meeting to order at 8:01. Greg announced that the regular meeting would be only 30 minutes with collaborator updates and one action. Greg introduced Allison Boyer, DCBA's new Events Manager.

Greg called on Lucia Mercado, to honor and thank her for all the dedication and great work she had given DCBA during a very crucial time for DCBA stepping up when Mason left, helping steer the ship, open the office and bring all of the DCBA events back and even more successful than before. Greg presented Lucia with a limited-edition Jake Early painting of Broadway, thanked her for her service and wished her luck in her new position with Explore Butte County.

1.0 No formal presentations.

2.0 Collaborators attending provided quick updates. Luis Moreno, 3CORE, re Young Entrepreneur Program, Linda Zorn, Butte College, COBA Revival Initiative, Pat Macias, monca, new displays and ARTyard, Jennifer Macarthy, City, had no updates.

3.0 Consent Agenda President Scott called for comments or changes on consent agenda, minutes and financials. With no comments, M/S Linda Zorn/Nick Andrew, all in favor.

4.0 ACTION ITEMS

4.1 Board Appointments. Mary Hartley at the April meeting agreed to outreach to potential downtown retailers for filling the two empty seats on the DCBA board. Mary reported she talked with Anika Burke and David Selkirk, owners of Anika Burke and Upper Park Clothing, who both were interested in being appointed to the Board. M/S Mary Hartley/Linda Zorn to appoint Anika Burke Rodriguez and David Selkirk to the remaining terms of Julie Lingerich and Liza Tedesco, all voted in favor. Audrey to send information packets to both.

5.0 DCBA Initiatives & Events. Brief updates on Plaza Activation, TNM, and FNC

6.0 Closed Session to discuss personnel.



BOD Meeting Minutes
Thursday, May 1, 2025
Meeting Time: 8:00am
Meeting Place: Hotel Diamond Downstairs Conference Room

Next Board Meeting. Special meeting to be held on May 15 to review District Assessment Fee update. Next regular Board Meeting Thursday June 5, 2025, Hotel Diamond, downstairs conference room.

There being no further business, Greg called for adjournment. M/S Nick Andrew/Linda Zorn, all in favor. Meeting adjourned 9:45 am

Respectfully submitted,

Brenda Narayan, signed via email

Brenda Narayan, DCBA Secretary

Board Report: Contracts for Professional Services



Date: May 12, 2025

Prepared by: Audrey Taylor

The following summarizes active contracts for core services that support DCBA operations.

1. Bookkeeping Services

Contractor: *Chico Small Business Bookkeepers (CSBB)*

Contract Term: January 1, 2025 – December 31, 2025

Hourly Rate: \$35/hour

Scope:

- Maintain QuickBooks for PBID
- Check preparation and bank reconciliation
- Monthly financial reporting to Treasurer
- Liaison with tax accountant for annual filings

Hours: No set monthly maximum, but billed monthly based on hours worked

2. Interim General Manager

Contractor: *Debbie LaPlant Moseley*

Contract Term Extension: June 1, 2024 – December 31, 2024

Hourly Rate: \$60/hour

Hours Cap: Bill only for hours worked, not to exceed 80 hours per month (additional hours must be approved by the President or Executive Committee)

Scope:

- Oversight of DCBA operations and staff
- Program implementation aligned with the Three-Year Plan
- Event oversight, Marketing execution, Welcome Center management
- Special projects execution ie Taste of Downtown, coordination with Board Directors

3. Content Creation / Social Media Services

Contractor: *Melissa Thiede*

Start Date: January 21, 2025 (Month-to-month)

Hourly Rate: \$60/hour

Estimated Hours:

- 4–6 hours/week (regular content creation)
- +2 hours/week for story coverage (as needed)
- +2 hours/month for analytics reports

Scope:

- Reels and social media content production and posting
- Event promotion and real-time updates
- Coordination meetings every 4 weeks

Note: Hours may increase during special events by agreement

BOD Meeting Minutes
Thursday, May 15, 2025
Meeting Time: 8:00am
Meeting Place: Sapp Hall, Alumni Association 3rd & Normal



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Directors: Greg Scott, Nick Andrew, Shari Anderson, Nicole Johnston, Mary Hartley, Michael Lee, Nicole Hill, Pat Macias, Anika Burke Rodriguez, David Selkirk

Absent: Nick Andrew, Brenda Narayan, Thomas Hightower, Ian Macmillan, Steve Stull, Linda Zorn

City Liaison: Jennifer Macarthy, Dale Bennett

Advisors: Audrey Taylor

Staff & Others: Allison Boyer

AGENDA

President Greg Scott called the meeting to order at 8:03. Greg announced this was a special meeting of the Board to review the Assessment Formula for adoption by the Board.

Introduction of two new Board Members, Anika Burke Rodriguez, Retail-Anika Burke and David Selkirk, Upper Park Clothing and new General Manager Allison Boyer

1.0 No formal presentations.

2.0 Collaborators – no reports

3.0 Consent Agenda.

4.0 BOARD ITEMS

4.1 Board Officer Realignment.

- 1) Brenda Narayan, current DCBA Secretary, due to work obligations has asked to step down and Director and Secretary into an Advisor position. Request acceptance of Brenda's request.
- 2) Mary Hartley has agreed to replace Brenda as Secretary for the remainder of Brenda's term. Request approval.
- 3) Ask Mary to identify another candidate to fill Brenda's Board seat. Request approval.
- 4) Appoint Audrey Taylor as DCBA Strategic Advisor.

Action: M/S Anika Burke Rodriguez/Michael Lee. All in favor.

4.2 Assessment Formula Review (see Memo & Power Point Attachments)

Audrey Taylor reviewed the work that has been done with the City and the Finance Committee in reviewing various formula scenarios for assessment update starting with a straight inflation update. The Finance Committee recommends to the Board the Weighted Business Unit formula as the most equitable and fair formula.

BOD Meeting Minutes
Thursday, May 15, 2025
Meeting Time: 8:00am
Meeting Place: Sapp Hall, Alumni Association 3rd & Normal



Audrey also referenced as context for the assessment fee to businesses DCBA's IRS filing as a 501c4 is a Homeowners Association – DCBA is similar in nature as Business Owner District Association that benefits in a shared value of all the work efforts done in the district. Homeowner's fees are typically based on maintenance and services, while the District is based on those activities allowed by law as part of District management where businesses collectively share in district maintenance.

Jennifer Macarthy provided input regarding the city work on the business list and licenses noting 186 businesses (out of 461 used in the formula) do not have licenses or pay assessments. After the first letter requesting payment 176 of the business still have not responded. Jennifer also provided input on process and protest.

After discussion of all formulas and the different zones, work being done in the various zones, the assessment fee for the auto dealer and the category of the Hotel & Motels, the following was agreed upon:

- 1) Greg Scott to speak to the Auto Dealer regarding the proposed assessment,
- 2) Move Hotel and Motels to the Restaurant Category
- 3) Move to next steps.

Action: M/S to accept with the recommended changes the Weighted Business Unit Formula, Michael Lee/Nicole Johnston. All in favor, Abstained: Anika Burke Rodriguez.

Next Board Meeting Next regular Board Meeting Thursday June 5, 2025, Hotel Diamond, downstairs conference room.

There being no further business, Greg called for adjournment. M/S Anika Burke Rodriguez/Mary Hartley. Meeting adjourned 9:00 am

Respectfully submitted,

Notes taken by Audrey Taylor, reviewed by Mary Hartley, DCBA newly appointed Secretary.

DCBA EXECUTIVE COMMITTEE MEETING MINUTES



Date: Monday, May 19, 2025

Time: 9:00 am

Place: DCBA Office, 338 Broadway, Chico

Attendees:

Executive Committee Directors: Greg Scott, Nick Andrews, Shari Anderson, Mary Hartley,

Executive Committee Directors Absence: Nicole Johnston

Staff & Others: Nicole Hill, Allison Boyer

Call to Order – Greg Scott called the meeting to order at 9:05am.

AGENDA ITEMS DISCUSSED / ACTIONS TAKEN

1.0 Organization

- Greg presented Allie with the KPI framework, job description, and clearly defined roles and responsibilities. Allie is reviewing these materials and will develop an action plan for 30-, 60-, and 90-day goals.
- A general overview and recap of Friday's meeting was conducted, including the transition and handoff from Debbie and Audrey. Debbie will conclude her current contract Jun 15. Allie will reach out for additional contract services from Debbie as needed moving forward.
- The large conference table is being removed, and the room is being converted into the GM's office.

Actions: The Executive Committee appointed Mary Hartley, Shari Anderson, and Steve Stull as the HR Team to support the GM. Next Executive Committee check-in with GM is scheduled for 6/19/25.

2.0 New Business

No other business discussed.

3.0 Meeting Adjourn

Meeting adjourned 9:55 am. Next Executive Committee Meeting June 19, 2025.

Respectfully submitted,

/sgn/ Mary Hartley via email

Mary Hartley, DCBA Secretary

Date: May 20, 2025

BOARD ITEM REPORT - FINANCIAL

TO: Board of Directors

FROM: Nicole Johnston, Treasurer

DATE: June 1, 2025

SUBJECT: DCBA May 31 Financial Report



FINANCIAL OVERVIEW – MAY 31, 2025

Attached are the May financial statements:

- **Balance Sheet:** Currently in all accounts DCBA has assets of \$97,020 cash, improving the cash flow for the remainder of the year. There is also an aging report of nearly \$62,000 which increases the assets to nearly \$150,000. Several invoices are over 90 days and although staff has attempted to collect \$2000 may need to be written off. Most are payments for TNM or an event.
- This month DCBA was able to fully repay 3CORE the loan they issued to DCBA in 2020 during the pandemic, further reducing DCBA liabilities to only the outstanding SBA EIDL loan.
- DCBA has managed to pay all short-term debt in month owed.
- **P & L:** The P&L shows revenue in line with projections for this year, with expenditure below projections. Everyone is cautious and conservative on expenditures.

Financial Contributions

- Thank you to donors - Linda Zorn to the COBA Art Project, Brenda Narayan on behalf of PG&E.
- Explore Butte County – awaiting confirmation from EBC Board on recommended approval by Travel Chico for DCBA proposal for \$5,000 from Chico Zone Marketing funds. Allison to follow up.
- Grants – in process are applications to:
 - 1) Health Communities for funding for the DCBA Health Habits Initiative
 - 2) Chico Arts Commission for ARTobert Fest
 - 3) CalWater

Mid-Year Review

This month the Finance Committee will be conducting a mid-year review of revenue, expenses as well as beginning to look at 2026. Review and recommended budget adjustments will be sent to the Executive Committee and Board.

Downtown Chico Business Association

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Balance Sheet As of May 31, 2025

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Checking (8207)	76,855.00
Gift Card Checking (3885)	3,471.98
NVCF Fund	15,723.90
Taste of Chico - Savings	100.00
Total Bank Accounts	\$96,150.88
Other Current Assets	
Petty Cash	300.00
Undeposited Funds	570.00
Total Other Current Assets	\$870.00
Total Current Assets	\$97,020.88
Fixed Assets	
Accumulated Depreciation	-5,889.99
Furniture & Fixtures	3,389.99
Vehicles	2,500.00
Total Fixed Assets	\$0.00
TOTAL ASSETS	\$97,020.88
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
TCBK- 2662	-19,706.71
TCB-Scott(Greg)-9269	19,396.51
TCB-Shari-6411	310.20
Total TCBK- 2662	0.00
Total Credit Cards	\$0.00
Other Current Liabilities	
EBT Deposits/Checks	736.00
Payroll Liabilities	0.00
CA SUI / ETT	2.51
Total Payroll Liabilities	2.51
Total Other Current Liabilities	\$738.51
Total Current Liabilities	\$738.51
Long-Term Liabilities	
EIDL Loan Payable	129,432.00
Total Long-Term Liabilities	\$129,432.00
Total Liabilities	\$130,170.51
Equity	
Retained Earnings	-65,679.57
Net Revenue	32,529.94

Downtown Chico Business Association

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Balance Sheet

As of May 31, 2025

	TOTAL
Total Equity	\$ -33,149.63
TOTAL LIABILITIES AND EQUITY	\$97,020.88

Downtown Chico Business Association

Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L

January - December 2025

	TOTAL		
	ACTUAL	BUDGET	% OF BUDGET
Revenue			
DIRECT PUBLIC SUPPORT			
City of Chico - Member Assess	5,484.39	25,000.00	21.94 %
City of Chico-Planters	2,000.00	8,000.00	25.00 %
City of Chico-Rebuilding Fund	35,200.00	140,800.00	25.00 %
Total DIRECT PUBLIC SUPPORT	42,684.39	173,800.00	24.56 %
Discounts/Refunds Given	30.00		
DOWNTOWN EVENTS - INCOME			
Art & Wine Walk (AWW)			
AWW Operations	12,236.00	15,000.00	81.57 %
AWW Sponsors	500.00	14,250.00	3.51 %
Total Art & Wine Walk (AWW)	12,736.00	29,250.00	43.54 %
Artober Fest (AF)			
AF Booth Rental/App		1,500.00	
AF Sponsors		5,000.00	
Total Artober Fest (AF)		6,500.00	
Christmas Preview (CP)			
CP Booth Rental/App		1,100.00	
CP Sponsors	500.00	6,800.00	7.35 %
Total Christmas Preview (CP)	500.00	7,900.00	6.33 %
Community Tree Lighting (CTL)			
CTL Booth Rental/App		100.00	
CTL Sponsors		6,350.00	
Total Community Tree Lighting (CTL)		6,450.00	
Friday Night Concert (FNC)			
FNC Operations		3,300.00	
FNC Sponsors	6,200.00	8,250.00	75.15 %
Total Friday Night Concert (FNC)	6,200.00	11,550.00	53.68 %
Slice Of Chico (SOC)			
SOC Sponsors		2,500.00	
Total Slice Of Chico (SOC)		2,500.00	
Small Business Saturday (SBS)			
SBS Sponsors	1,250.00	4,100.00	30.49 %
Total Small Business Saturday (SBS)	1,250.00	4,100.00	30.49 %
Taste of Downtown			
TOD Operations		41,000.00	
TOD Sponsors		5,000.00	
Total Taste of Downtown		46,000.00	
Thursday Night Market (TNM)			
TNM Booth Rental/App	67,052.69	120,000.00	55.88 %
TNM Operations	21.00	600.00	3.50 %
TNM Sponsors	8,000.00	9,500.00	84.21 %

Downtown Chico Business Association

Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L

January - December 2025

	TOTAL		
	ACTUAL	BUDGET	% OF BUDGET
Young Entrepreneur Initiative (YEI)	-1,087.42		
Total Thursday Night Market (TNM)	73,986.27	130,100.00	56.87 %
Treat Street (TS)			
TS Booth Rental/App	220.00		
TS Sponsors		1,350.00	
Total Treat Street (TS)	220.00	1,350.00	16.30 %
Total DOWNTOWN EVENTS - INCOME	94,892.27	245,700.00	38.62 %
OPERATIONS INCOME			
Annual Meeting Income	25,000.00	500.00	5,000.00 %
Donors		15,000.00	
Plaza	-400.00		
Total OPERATIONS INCOME	24,600.00	15,500.00	158.71 %
PROGRAM INCOME			
Initiatives Income	2,280.73		
Sponsors	6,000.00	15,000.00	40.00 %
Website Sponsors		5,000.00	
Total PROGRAM INCOME	8,280.73	20,000.00	41.40 %
Sales of Product Revenue	1,275.00	1,500.00	85.00 %
Unapplied Cash Payment Revenue	110.00	0.00	
Total Revenue	\$171,872.39	\$456,500.00	37.65 %
GROSS PROFIT	\$171,872.39	\$456,500.00	37.65 %
Expenditures			
CONTRACT SERVICES			
Accounting	1,750.00	3,500.00	50.00 %
Bookkeeping	4,200.00	14,000.00	30.00 %
Consultants	10,780.00	70,000.00	15.40 %
Security Staff		1,000.00	
Total CONTRACT SERVICES	16,730.00	88,500.00	18.90 %
DOWNTOWN EVENTS - EXPENSE			
Art & Wine Walk			
Advertising (AWW)		3,426.00	
Other (AWW)		8,500.00	
Permits/Fees/Licenses (AWW)		960.00	
Total Art & Wine Walk		12,886.00	
Artober Fest			
Advertising (AF)	800.00	2,395.00	33.40 %
Event Contract Services (AF)		2,107.00	
Other (AF)		100.00	
Total Artober Fest	800.00	4,602.00	17.38 %
Christmas Preview			
Advertising (CP)	1,000.00	678.00	147.49 %

Downtown Chico Business Association

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Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L

January - December 2025

	TOTAL		
	ACTUAL	BUDGET	% OF BUDGET
Event Contract Services (CP)		1,034.00	
Other (CP)		280.00	
Total Christmas Preview	1,000.00	1,992.00	50.20 %
Community Tree Lighting			
Advertising (CTL)	445.00	1,266.00	35.15 %
Event Contract Services (CTL)	421.00	1,250.00	33.68 %
Permits/Fees/Licenses (CTL)		539.00	
Total Community Tree Lighting	866.00	3,055.00	28.35 %
Events Expense Other		5,000.00	
Friday Night Concert			
Advertising (FNC)	816.00	3,700.00	22.05 %
Event Contract Services (FNC)	250.00	6,000.00	4.17 %
Other (FNC)		850.00	
Permits/Fees/Licenses (FNC)	192.00	600.00	32.00 %
Total Friday Night Concert	1,258.00	11,150.00	11.28 %
Harvest Sidewalk Sale			
Advertising (HSS)		786.00	
Event Contract Services (HSS)		100.00	
Other (HSS)	16.54		
Total Harvest Sidewalk Sale	16.54	886.00	1.87 %
Slice Of Chico			
Advertising (SOC)		1,950.00	
Event Contract Services (SOC)		400.00	
Other (SOC)		300.00	
Permits/Fees/Licenses (SOC)		262.00	
Total Slice Of Chico		2,912.00	
Small Business Saturday			
Advertising (SBS)	500.00	2,000.00	25.00 %
Event Contract Services (SBS)		100.00	
Permits/Fees/Licenses (SBS)		133.00	
Total Small Business Saturday	500.00	2,233.00	22.39 %
Taste of Downtown			
Advertising (TOD)		3,550.00	
Event Contract Services (TOD)	400.00	1,700.00	23.53 %
Other (TOD)		500.00	
Permits/Fees/Licenses (TOD)		444.00	
Restaurant Reimbursement		13,100.00	
Total Taste of Downtown	400.00	19,294.00	2.07 %
Thursday Night Market			
Advertising (TNM)	1,632.00	7,500.00	21.76 %
Event Contract Services (TNM)	2,100.00	1,725.00	121.74 %
Other (TNM)	87.79	3,000.00	2.93 %

Downtown Chico Business Association

Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L

January - December 2025

	TOTAL		
	ACTUAL	BUDGET	% OF BUDGET
Permits/Fees/Licenses (TNM)	511.52	630.00	81.19 %
Young Entrepreneur Initiative (YEI)	1,221.30		
Total Thursday Night Market	5,552.61	12,855.00	43.19 %
Treat Street			
Advertising (TS)	500.00		
Event Contract Services (TS)		150.00	
Other (TS)		500.00	
Total Treat Street	500.00	650.00	76.92 %
Total DOWNTOWN EVENTS - EXPENSE	10,893.15	77,515.00	14.05 %
FACILITIES AND EQUIPMENT			
Repairs & Maintenance	249.68	1,000.00	24.97 %
Transportation	578.58	1,500.00	38.57 %
Total FACILITIES AND EQUIPMENT	828.26	2,500.00	33.13 %
FINANCE CHARGES			
Bank Charges	129.18	250.00	51.67 %
Interest Expense	1,767.36	50.00	3,534.72 %
Late Payment Fee	16.30		
Merchant Fees	1,580.65	2,000.00	79.03 %
QuickBooks Payments Fees	1,954.49	3,500.00	55.84 %
Total FINANCE CHARGES	5,447.98	5,800.00	93.93 %
Initiavites	1,780.73		
OPERATIONS			
Advertising & Marketing	2,399.12	18,000.00	13.33 %
Annual Meeting Expense	386.06	1,000.00	38.61 %
Employee Benefits Reimbursed			
Medical Insurance	1,442.60	4,440.00	32.49 %
Personal Telephone Use	100.00	600.00	16.67 %
Total Employee Benefits Reimbursed	1,542.60	5,040.00	30.61 %
Equipment/Materials/Supplies		3,200.00	
Insurance	10,129.16	15,000.00	67.53 %
Meals		250.00	
Office Expense	1,450.04	2,500.00	58.00 %
Other Expenses	5,215.50	4,000.00	130.39 %
Plaza Expense	523.13		
Postage	14.60	950.00	1.54 %
Printing/Copying		2,000.00	
Social Media Reimburseables		450.00	
Taxes/Licenses/Fees	2,157.16	4,500.00	47.94 %
Technology & Website Services	288.35		
Adobe	299.95	700.00	42.85 %
Coastal Business Systems	1,853.40	5,500.00	33.70 %
Comcast-Internet	603.60	1,800.00	33.53 %

Downtown Chico Business Association

Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L

January - December 2025

	TOTAL		
	ACTUAL	BUDGET	% OF BUDGET
Constant Contact	1,344.70	1,800.00	74.71 %
Google	9.95	5.00	199.00 %
Microsoft	806.50	1,800.00	44.81 %
Other Tech/Web Services	147.00	1,750.00	8.40 %
QBO Payroll Subscription	884.87	1,800.00	49.16 %
QBO Subscription	350.00	800.00	43.75 %
Sunstar	2,842.50	4,500.00	63.17 %
Vyable	3,580.00	4,000.00	89.50 %
Total Technology & Website Services	13,010.82	24,455.00	53.20 %
Total OPERATIONS	36,828.19	81,345.00	45.27 %
Payroll Expenses			
Taxes	5,997.34	15,000.00	39.98 %
Wages	56,291.11	155,000.00	36.32 %
Total Payroll Expenses	62,288.45	170,000.00	36.64 %
PROGRAM EXPENSES			
Business Meet Up		125.00	
Initiatives	675.19	1,000.00	67.52 %
Other	667.50	2,000.00	33.38 %
Planters Landscaping/Maintenance	3,203.00	7,700.00	41.60 %
Stewardship		4,500.00	
Total PROGRAM EXPENSES	4,545.69	15,325.00	29.66 %
Reimbursements		1,500.00	
Total Expenditures	\$139,342.45	\$442,485.00	31.49 %
NET OPERATING REVENUE	\$32,529.94	\$14,015.00	232.11 %
NET REVENUE	\$32,529.94	\$14,015.00	232.11 %

A/R Aging Summary Report

Downtown Chico Business Association

As of June 1, 2025

CUSTOMER	CURRENT	1 - 30	31 - 60	61 - 90	91 AND OVER	TOTAL
3CORE.		250.00				250.00
3D Kings		25.00	35.00			60.00
Art by Ally			110.00			110.00
Asha Tribal Wear					160.00	160.00
Bartlett's Hearing Aids					250.00	250.00
Beads by Rey /J.threads		50.00				50.00
Bradley & Son Grass Fed Beef					-50.00	-50.00
Braids by Gabbi	177.50					177.50
CA Civil Rights Department		50.00				50.00
Cappuchico Cafe		25.00				25.00
Chico Valley Artisans	50.00					50.00
City of Chico.	35,200.00					35,200.00
City of Chico - Planters		2,000.00				2,000.00
Done Deal Jobs		25.00				25.00
Drop Vintage		50.00				50.00
Energy Healings	230.00					230.00
Everkai Designs		50.00				50.00
FranchiseTeam Vintage		65.00				65.00
Geological Treasures		231.00				231.00
Good frickin hot chicken		282.00				282.00
Henna Designs by Malia		25.00				25.00
I Am Adventure Books		50.00				50.00
Imagination Department	50.00					50.00
Kahuna Brothers Shave Ice					400.00	400.00
Kirk's Jewelry			250.00			250.00
La Casa Grande Churrito's					130.00	130.00
Lulu's Fashion Lounge					250.00	250.00
Members 1st Credit Union				11,000.00		11,000.00
Nathan Swetz		216.50				216.50
Norcal Criminal Law					500.00	500.00
Pita Pit.		250.00				250.00
Premier Power Roofing & HVAC inv		80.00				80.00
Pure Gold Studio					-84.25	-84.25
Pure Honey Company		180.00				180.00
Raging Bull Vineyard		271.00				271.00
Randall ladue			80.00			80.00
Regina Storey		250.00				250.00
Rush Personnel Services Inc		80.00				80.00
SisiSmiles		50.00				50.00
Sky Creek Dharma Center		110.00	-10.00			100.00
Team Chico				1,500.00		1,500.00
The Long Drink Company			800.00			800.00
The Stead Wood Works					50.00	50.00
The University Foundation					6,000.00	6,000.00
Valencia's Tortillas						
Woodstocks Pizza			250.00			250.00
TOTAL	35,707.50	4,665.50	1,515.00	12,500.00	7,605.75	\$61,993.75

ADVOCACY ITEMS

BOARD ITEM REPORT

TO: Board of Directors

FROM: Allison Boyer, General Manager

DATE: 6.1.25

SUBJECT: Parking Kiosks



Background

Councilmember Tom Van Overbeek requested City staff investigate the feasibility of having 1-hour free parking in Downtown. Staff reported back to the council in February which resulted in the topic being sent back to the Internal Affairs Committee for further discussion. In April five downtown businesses, University, DCBA and Tom met with staff to further discuss issues businesses experienced with their customers as it related to parking and kiosks. As a follow-up to that meeting, Eunice Lopez, Associate Planner, sent an email to the group on April 24 regarding the key points, short-term opportunities and other possibilities:

- Key points/ short-term opportunities:
 - Wayfinding/signage updates
 - Kiosk sticker instructions
 - Website updates
 - Collaborative, positive messaging
- Other possibilities:
 - A validation program
 - Kiosk interface updates
 - Permit parking

Internal Affairs Committee Meeting – June 2

Attached is a presentation Eunice Lopez will be making to the IA Committee on Jun 2 which includes the comments and suggestions of downtown businesses. IA Committee to review and make recommendations back to the Council on short-term opportunities as well as long-term planning.

Allison to provide updated at Board meeting on actions.



Parking Management Objective

To implement parking management techniques that distribute and maintain occupancy of parking spaces at or near 85%.



2025 Downtown Chico Traffic Data

- Weekdays: 45% of trips originate/end downtown, 55% pass through
- Weekends: 64% of trips originate/ end downtown, 36% pass through

2025 Transportation Existing Conditions & Planning Context of Downtown Chico
Fehr & Peers

Downtown Chico Perceived Issues

- Safety
- Aesthetics
- Business Operations
- Homelessness
- **Parking**
 - **Availability**
 - **Accessibility**

Availability and Accessibility

The parking district consists of 1,314 paid stalls and 52 free time-restricted stalls across two zones:

- Premium Zone: Primarily located in the core downtown commercial area, this zone features a two-hour limit of \$1.00 per hour (on-street parking and Lots 2 & 6), reflecting the higher demand for parking in this central area.
- Economy Zone: Encompassing Lots 1, 3, 4, 5, and North/South Campus, this zone offers a ten-hour limit of \$0.50 per hour, providing affordable long-term parking options



Short-term Parking Opportunities

- Signage/Wayfinding
- Kiosk Instructions
- Website updates
- Focus on peripheral lots

Have Your License Plate Number Ready
Para Español, presione el botón 

Kiosk Instructions

GETTING STARTED

- 1 Press  to Wake Kiosk
- 2 Press  to Begin Transaction

ENTER INFORMATION

- 3 Enter License Plate Number
- 4 Press  to Confirm License Plate No.
- 5 Select Time Using the Buttons  
- 6 Press  to Confirm Time and Cost

PAYMENT

- 7 Payment Options
Coin Slot will open and accept coins.
Card Insert, then remove immediately.
Tap to Pay Payment complete when green.
- 8 Press  to Confirm Payment Details

FINISH

- 9 Press  for receipt
OR
Press  for no receipt

For more parking information, visit: ParkChico.com



PAY TO PARK

AT PARKING KIOSK

NOTE YOUR VEHICLE LICENSE PLATE AND ENTER AT METER

OR

SIGN UP AT
ParkChico
.com

FOR MOBILE PAY

ZONE 959287

2 HOUR LIMIT
MON-FRI 9AM-6PM
FEDERAL HOLIDAYS EXCEPTED
CMC 10.20 & 10.25

Peripheral Parking



- There are 52 free, time-restricted parking stalls in Downtown.
- All of the parking lots are located in the premium zone or within 1-2 blocks of the premium zone.
 - Chico block 313 ft
 - Sacramento block 397 ft
 - Costco rear parking lot to front entrance 470 ft
- All of the lots offer economy rates at \$.50/hour

Long-Term Parking Opportunities



- Flat daily rates for garage/lots or increase rates
- New parking structure – private or public
- *Validation Program*
- Increase hours of enforcement

Parking Validation



Gated



Non-gated

Parking Validation

In a parking system without gates:

- Pay in advance-no gates to control exits.
- Discount codes can be given for kiosks/Passport App

Validation for:

- Repeat customers
- Special events
- Appointment-based services

Businesses can purchase coupons or codes to reward their customers.

BOARD ITEM REPORT

TO: Board of Directors

FROM: Audrey Taylor, Strategic Advisor

DATE: 6.1.25

SUBJECT: Task II – Assessment Process - Outreach



Task I

At the May 15, 2025 Board Meeting, the Board of Directors approved the Downtown Business Improvement District (BID) Assessment Formula, Weight Business Unit Formula with one change:

- Move Hotels & Motels to Bars, Restaurants, Theaters, Amusement Business Class
- A total 8 Hotel & Motels business classified as Travel Accommodations were moved

Business License clean-up is continuing with the City to determine number and classifications of businesses located in the Downtown District. Currently there are 173 businesses that have not been validated as “operating”, “currently located in the District”, and/or “paid their business license”. The city is continuing to send out letters. DCBA to help review list and confirm if businesses are operating in the District.

Task II – Next Step Outreach – June/July

With formula approved next step is Outreach to businesses. Attached to this memo are draft documents for Board Review for outreach approach, messaging and FAQ:

- 1) DRAFT – Assessment Outreach Plan, Timeline
- 2) DRAFT – Messaging Platform
- 3) DRAFT - FAQ

Action: Board members willing to participate in Group (by business class) or Peer-to-Peer outreach to begin process.

A Unified District

One Vibrant Downtown: *Every business benefits from a strong, welcoming downtown – from foot traffic to community pride to increased values.*

Shared Investment, Shared Success: *Like an HOA, all contribute to the health of the district – funding marketing, safety, placemaking and events that no single business could achieve alone.*

Ripple Effects Across Downtown: *Every promotion, every concert, every beautification project strengthens the entire district, attracting customers, visitors and investment.*

Unified, Not Divided: *Act together – as one strong district – to protect and grow our shared value.*

DRAFT : DCBA Assessment Outreach Plan

PHASE 1: Foundation & Preparation (Internal Team)

Timeline: Now – Early June

Key Actions:

- Finalize all outreach materials:
 - FAQ (✓)
 - Messaging Platform (✓)
 - Inflation comparison chart
 - Weighted Unit Model table
- Post core content on www.downtownchico.com under a new page: **“District Assessment Update 2025”**
Include:
 - FAQ download
 - Calendar of upcoming outreach events
 - Initial Report to City with Formula Scenarios
 - Contact form for questions

PHASE 2: Peer-to-Peer Outreach (Board-led)

Timeline: Mid–Late June

Approach: One-on-one + Small Group – Need Directors to Help Support

Business Category	Outreach Strategy
Professional/Personal Services	One-on-one meetings or small roundtable with board member or staff. Focus on low assessment cost (\$25/month), branding, beautification, safety.
Retail	1–2 business walks per block. Focus on events, cross-promotion, direct advertising ROI.
Bars/Restaurants/Entertainment/Hotels	Industry-specific listening session. Emphasize events, foot traffic, plaza safety, \$3K+ value stream benefit.
Financial & Lending	One-on-one outreach with financial rationale. Appeal to district ROI, vacancy reduction, long-term district investment.
Auto Dealers	One-on-one outreach with strategic leadership framing. Focus on district-wide benefit, visibility, and long-term brand-building.

Tactics:

- Use the Messaging Platform to speak from business owner perspective.
- Carry printed FAQ + fee comparison chart.
- Invite to informational meeting or follow-up group discussion.

PHASE 3: Small Group & Block Meetings

Timeline: Late June – Early July

Format: Coffee gatherings or informal roundtables by block or business type

Content:

- Walk through why the assessment is needed.
- Use printed chart: “What if we just used inflation?”
- Explain why the Weighted Business Unit Model is better.
- Share how DCBA delivers ~\$1M in annual activity value.
- Allow open Q&A and collect feedback.

PHASE 4: General Public Information Session

Timeline: Mid-July

Audience: All district business owners

Promotion:

- Website / Email / Social Media
- Street-level flyers (e.g., “What does your \$28/month support?”)

Content:

- Presentation by Board (5 key messages)
- Inflation comparison vs. proposed model
- What the assessment funds (visually)
- Q&A panel
- Next steps: City ballot process + implementation timeline

Wrap-Up: Post-Meeting Follow-Up

- Thank-you notes (email or postcard)
- Update website with Q&A highlights
- Track common questions for ongoing updates
- Identify positive testimonials

DRAFT MESSAGING

DCBA Board Messaging Platform: *Speaking as Owners, Leading with Integrity*

1. “Why This Is Needed Now”

“We didn’t set out to raise fees—we set out to make sure downtown survives and thrives.”

The current assessment model—unchanged since 1975—brings in just **\$20,000/year**. At the same time, business owners have asked for more: better marketing, cleaner streets, stronger events, and meaningful advocacy. But **we can’t deliver 2025 expectations on a 1975 budget**.

On top of that, **City funding will expire in 2026**. Right now, business owners only contribute **4.8%** of DCBA’s budget. That’s not enough to keep services going.

This is why we’re updating the assessment. Not to add a burden—but to ensure we can continue providing what downtown businesses have told us they need.

2. “We are business owners too—and we built this to be fair.”

“We could have taken the easy route and just inflated the old model. But that would have been unfair to everyone.”

The Board looked at a straight inflation model, but without regard to who actually benefits. Instead, we chose a **Weighted Business Unit Model** because it’s:

- 1) Predictable (\$25–\$55/month for most)
- 2) Aligned with benefit received
- 3) Zone-free and easy to understand
- 4) Sustainable for the future

We chose fairness, strategy, and scalability—because we want this to last.

3. “It works like an HOA—shared investment, shared success.”

Think of Downtown Chico as a shared neighborhood, but a shared Business Improvement District (BID). Your business is a “home,” and the BID is the HOA. We all pay into the system to take care of what surrounds and supports us—marketing, events, lighting, advocacy, and safety.

This isn’t a bill for services. It’s an investment in the district that drives your business’s foot traffic, visibility, and value.

DRAFT MESSAGING

4. “This model helps us unlock more than \$1 million in annual impact.”

When we pool our resources, we are able to leverage:

- **Marketing & Promotions**
- **Events & Foot Traffic**
- **Advocacy & Economic Vitality**

creating an estimated **\$1 million in activity value**—impact that no single business could achieve alone.

5. “We’re not asking businesses to carry it all—but we do need to carry it together.”

This is your downtown. No one has more at stake—or more ability to shape the future—than you and our fellow business owners. If we act together, we can build something better.

“This is about co-owning the future—not just showing up for the present.”

Attachments:

- 1) Inflation Adjusted Model – what assessment would be if adjusted for inflation.
- 2) Weighted Business Unit Model – Proposed

DRAFT MESSAGING

2025 ASSESSMENT FEE PROJECTED									
Using 1975 Model – Base Fee, Multipliers and Adjusted to 2025 Inflation Cost Today									
BASE FEE 1975 Adjusted for Inflation		2025 ZONE A – INFLATION ADJUSTED WITH 1975 MULTIPLIER FACTOR				2025 ZONE B – INFLATION ADJUSTED WITH 1975 MULTIPLIER FACTOR			
# Employees	Inflation Since 1975 3.62%/yr*	Retail	Bar, Restaurant, Theater, Amusement	Prof, Service, Financial, Lending, Hotel & Motel	Auto Dealer	Retail	Bar, Restaurant, Theater, Amusement	Prof, Service, Financial, Lending, Hotel & Motel	Auto Dealer
		8	4	3	2	4	2	1.5	2
1	41.33	330.64	165.32	123.99	82.66	165.32	82.66	62.00	82.66
2	76.76	614.08	307.04	230.28	153.52	307.04	153.52	115.14	153.52
3	112.19	897.52	448.76	336.57	224.38	448.76	224.38	168.29	224.38
4	147.62	1180.96	590.48	442.86	295.24	590.48	295.24	221.43	295.24
5	183.04	1464.32	732.16	549.12	366.08	732.16	366.08	274.56	366.08
6	212.57	1700.56	850.28	637.71	425.14	850.28	425.14	318.86	425.14
7	242.09	1936.72	968.36	726.27	484.18	968.36	484.18	363.14	484.18
8	271.61	2172.88	1086.44	814.83	543.22	1086.44	543.22	407.42	543.22
9	301.14	2409.12	1204.56	903.42	602.28	1204.56	602.28	451.71	602.28
10	330.66	2645.28	1322.64	991.98	602.28	1322.64	661.32	495.99	602.28
11	354.28	2834.24	1417.12	1062.84	708.56	1417.12	708.56	531.42	708.56
12	377.9	3023.20	1511.60	1133.70	755.80	1511.60	755.80	566.85	755.80
13	401.52	3212.16	1606.08	1204.56	803.04	1606.08	803.04	602.28	803.04
14	425.14	3401.12	1700.56	1275.42	850.28	1700.56	850.28	637.71	850.28
15	448.75	3590.00	1795.00	1346.25	897.50	1795.00	897.50	673.13	897.50
16	466.47	3731.76	1865.88	1399.41	932.94	1865.88	932.94	699.71	932.94
17	484.18	3873.44	1936.72	1452.54	968.36	1936.72	968.36	726.27	968.36
18	501.9	4015.20	2007.60	1505.70	1003.80	2007.60	1003.80	752.85	1003.80
19	519.6	4156.80	2078.40	1558.80	1039.20	2078.40	1039.20	779.40	1039.20
20	537.32	4298.56	2149.28	1611.96	1074.64	2149.28	1074.64	805.98	1074.64
21	549.13	4393.04	2196.52	1647.39	1098.26	2196.52	1098.26	823.70	1098.26
22	560.94	4487.52	2243.76	1682.82	1121.88	2243.76	1121.88	841.41	1121.88
23	572.75	4582.00	2291.00	1718.25	1145.50	2291.00	1145.50	859.13	1145.50
24	584.56	4676.48	2338.24	1753.68	1169.12	2338.24	1169.12	876.84	1169.12
25*	590.47	4723.76	2361.88	1771.41	1180.94	2361.88	1180.94	885.71	1180.94
26	597.37	4778.96	2389.48	1792.11	1194.74	2389.48	1194.74	896.06	1194.74
30	767.61	6140.88	3070.44	2302.83	1535.22	3070.44	1535.22	1151.42	1535.22
50	885.7	7085.60	3542.80	2657.10	1771.40	3542.80	1771.40	1328.55	1771.40

Over 25 Employees, \$1 per employee.

DRAFT MESSAGING

Recommended Model for Assessment Update: Weighted Business Unit Model

Board Approved: May 1, 2025

Business Class Using current model business classification (City business license) with Hotel & Motels moved from Financial & Lending to Bars & Restaurant by Board 5.1.25	Activity Value Stream Multiplier	Business Fee Rounded*	Per Month Cost
Professional Services, Personal Services	0.9	\$ 300.00	\$ 25.00
Retail	1	\$ 335.00	\$ 27.92
Financial, Lending, Securities, Hotels & Motels	1.65	\$ 550.00	\$ 45.83
Bars, Restaurants, Theaters, Amusement	2	\$ 665.00	\$ 55.42
Auto Dealer	3.5	\$ 1,200.00	\$ 100.00

DRAFT - Frequently Asked Questions:

FAQ: Understanding the Downtown District & Updating Assessments

1. What is the Downtown Chico Business Improvement District (BID)?

The BID is a legally established district by the City of Chico under state law where all businesses within the boundary contribute to and benefit from shared services. The Downtown Chico Business Association (DCBA), a 501(c)(4) nonprofit, manages those services through a contract agreement with the City of Chico (1975) on behalf of all downtown business owners.

2. Why is it called a Business Owners' organization, not a membership group?

Operates under a **state-authorized District model**, similar to an HOA, where all businesses contribute to—and benefit from—the collective services and improvements downtown. The term **Business Owner** reflects the legal and financial stake each owner has in shaping downtown's future and signals your role in a formal, collaborative improvement district.

3. How is the District like a Homeowners Association (HOA)?

In a residential neighborhood, **homeowners associations (HOAs)** exist to manage and maintain what no single homeowner can handle alone: landscaping, safety, community identity, amenities, and shared infrastructure. Everyone in the HOA pays a regular fee, not because they're buying a service—but because they are stewards of a **collective asset**: the neighborhood itself.

Similarly, the **Downtown Business Improvement District (BID)** operates as a **commercial HOA**, governed under state law and carried out by the Downtown Chico Business Association (DCBA), a 501(c)(4), designated Homeowners Association. Every business owner in the district is a member by location. The Assessment Fee is the portion of shared cost to keep the "neighborhood" strong.

Your business doesn't just sit behind a storefront—it lives within a District that's only as successful as the whole. That includes:

- Marketing that brings people downtown
- Events that draw thousands of potential customers
- Clean and safe streets that keep visitors coming back
- Lighting, signage, trash removal, and advocacy that improve the day-to-day experience

These are collective functions that no single business can do alone—but together, we pool our resources to maintain and enhance the environment we all depend on.

DRAFT - Frequently Asked Questions:

3. Why is the assessment being updated?

The current fee structure dates back to **1975** and has never been adjusted. The total assessment generates \$20,000 annually—nowhere near what’s needed to promote, protect, and enhance a modern downtown. Everyone agrees that the 1975 assessment structure needs to reflect 2025 inflation factors.

4. What are the current sources of Funds for the District?

City funding will end in 2026. Currently, business owners contribute **4.8%** of the budget. That’s not sustainable. We need to rebalance how we fund the services we all depend on. The current revenue mix:

Revenue Source	% of Operating Budget
Earned Income	39.2%
Public Funding	33.7%
Sponsors	19.4%
Business Owners	4.8%
Donors	3.0%

5. What model has the Board approved?

The DCBA Board approved the Weighted Business Unit Model, after a thorough review of multiple options including a straight inflation-adjusted model from 1975 to 2025, which would have resulted in steep increases that were not equitable across business types.

Ultimately, the Board selected the Weighted Business Unit Model because it:

- Assigns a base fee to all businesses
- Applies a multiplier by business type based on the relative benefit received

This model also aligns with the *District's value stream*. Value stream activities include marketing & promotions, events & foot traffic, and advocacy & economic vitality. These efforts leverage earned revenue and sponsorship generating approximately \$1 million in annual activity value to the entire downtown district.

Proposed Assessment using Current Model Classification. Each business type has a base fee, and a multiplier based on value stream activity. This model aligns with codes and regulations of District operations.		
Business Classification (City Business License)	Annual Fee	Per Month Cost
Professional & Personal Services	\$300	\$25
Retail	\$335	\$28
Financial, Lending, Securities	\$550	\$46
Bars, Restaurants, Theaters, Hotels & Motels	\$665	\$55
Auto Dealers	\$1,200	\$100

DRAFT - Frequently Asked Questions:

6. What does the assessment fund?

Just like an HOA fee covers landscaping and shared spaces, assessment covers:

- **Marketing & Events:** Digital, social media, print, TV ads, events, holiday campaigns.
- **Safety & Cleanliness:** Work with Ambassadors, Chico PD, and PBID for clean streets and safe public spaces, focus now on clearing the Plaza.
- **Economic Vitality:** A building committee is working reduce vacancies, push for building improvements like lighting, signage, and parking, and attracting new businesses.
- **Advocacy:** Representing business interests at City Hall on parking, policy, and infrastructure.

7. What do I get in return?

Every business benefits from the district's efforts—some collectively, some directly. At the district level, helps create a clean, vibrant, and welcoming environment that draws more. Many businesses also see tangible, individual returns based on their category:

- Retailers and restaurants may receive direct exposure through sponsored posts, map features, or event promotions—just one or two placements could equal the value of the entire assessment. *Activity Value Stream Return - \$2,471/business.*
- Bars, Restaurants, hotel and entertainment venues benefit from increased foot traffic during signature events and seasonal campaigns. *Activity Value Stream Return - \$3,136/business.*
- Professional and service providers gain from elevated district branding, neighborhood beautification, and placemaking initiatives that improve customer perceptions – *Activity Value Stream Return - \$1,646/business.*
- All businesses gain from shared safety partnerships, cleanliness programs, storefront improvement efforts, and long-term planning.

Beyond the tangible, District acts as an advocate—collective voice—on city issues like parking, lighting, encampments, and public safety.

8. Why is this important now?

City funding that has supported key downtown services will expire in 2026. Without increased investment from business owners, it will be difficult to meet the needs identified by businesses in revitalizing Downtown Chico. While discussions are underway, it is currently unclear whether the City will contribute any funding going forward.

This updated assessment is not just about maintaining programs, but empowering the district to deliver on its mission with self-reliance, fairness, and long-term sustainability.

DRAFT - Frequently Asked Questions:

9. What's the next step?

Informational meetings will take place in June. A report will go to the City in late June, followed by a public notice and ballot process this late summer. If approved, the new assessment would take effect in Fall 2025.

10. A Call to Action

As the District Board and Downtown Owners, we understand the challenges of running a business downtown—tight margins, rising costs, and careful financial decisions. No one wants to add to the burden. But the truth is, no one is better positioned—or more motivated—to shape the future of Downtown Chico than the business owners who live and work here every day.

This assessment is not just another line item—it's an opportunity. It's how we invest together in a district that reflects our values and ambitions. By viewing this as a collective operating expense—like maintaining your storefront or protecting your brand—you help ensure that Downtown remains vibrant, visible, and competitive.

Please take a moment to consider: what could we all accomplish together by sharing the responsibility for what surrounds and supports our businesses?

ACTION ITEMS

DRAFT VO2 – EDIT Section 2) Community Sponsored Monuments

Downtown Building Monument Policy



Councilmember Tom van Overbeek championed the concept of creating building monument signs to highlight Downtown Chico's rich heritage.

His goal was to inspire people to pause, appreciate, and learn the stories behind the buildings and the individuals or businesses that contributed to the fabric of the community. By placing "storyboards" throughout downtown, visitors could experience an immersive journey into Chico's legacy while exploring local businesses, architecture, and history.

A SHORT HISTORY OF 3RD AND MAIN

The What Cheer House, a saloon, was built here In 1860 and burned to the ground in 1863.

In 1865 The 55 room Union House Hotel was built on this site and housed Captain J.H. Simms' Saloon, a "notorious gambling establishment" on the corner of 3rd and Main. In 1911 The Union House was destroyed in another of Chico's downtown fires.

The 4 story First National Bank building was built here in 1923. The current building was built in 1969 as a Crocker Bank and later became the home of KCVU Channel 20.

Inspired by the beer gardens and halls of Bavaria, the Parkside Tap House was established in 2017 and carries on the Chico tradition of fellowship and great beer.

Please visit our online Walking Tour

ACM Sign
25 qty
22" x 30"
Digitally Printed
Anti-Graffiti Laminate

Carrying on Councilmember van Overbeek vision, as part of DCBA Placemaking Initiative the Downtown Monument Program has four goals:

1. Encourage preservation of unique stories—whether tied to a building's architecture, a founding business owner, or a service that shaped the community.
2. Provide self-guided story points that encourage tourists and locals to explore downtown more thoroughly, increasing foot traffic and dwell time.
3. Promote this low-cost, impactful placemaking initiative to property owners and downtown businesses to install on their buildings.
4. Use the initiative as an opportunity to recognize significant and noteworthy individuals, businesses or services that have shaped our community.

DRAFT VO2 – EDIT Section 2) Community Sponsored Monuments

Downtown Building Monument Program & Policy

The DCBA Downtown Building Monument Program and Policy reflects a two-tiered approach: one for property owners and another for DCBA-sponsored signs.

1. **Owner-Funded Monuments:** Encourages property and business owners to install monument signs as part of their marketing strategy.
2. **DCBA-Sponsored Monuments:** In special circumstances, DCBA may choose to fully or partially fund a monument to honor and recognize individuals, businesses, or organizations with a special historic or community contribution to Downtown and Chico.

1) Owner-Funded Monuments

Who Qualifies

Any downtown property owner or business can participate, provided the monument sign focuses on the building's history, unique architecture, or previous occupants with community relevance. A business must have the property owner's approval to install.

Process

- **Application/Design:** Owner submits sign story and building picture to DCBA to ensure consistency with other Downtown Momentums, DCBA submits to sign company. DCBA works with Chico Heritage to ensure the accuracy of the history. DCBA and Chico Heritage may assist in writing the history story if needed.
- **Fabrication/Installation:** Owner covers all costs of the sign production and installation. DCBA will assist with coordinating sign production and installation.
- **Maintenance & Updates:** **Property** owner retains full responsibility for upkeep, repairs, and any future content updates.
- **Promotion**
DCBA publicizes the building's new monument (e.g., on social media, walking tour maps) and updates the walking tour guide on DCBA website (QR code on plaques goes to this site) as part of broader downtown marketing efforts.

2) Community-Sponsored Monuments

Who Qualifies

The purpose of a Community-Sponsored Monument is to recognize and honor remarkable individuals, businesses, and/or nonprofit organizations whose service or legacy has significantly impacted Downtown Chico.

DRAFT VO2 – EDIT Section 2) Community Sponsored Monuments

Process:

- **Nominations:** May come from board members, community groups, or local stakeholders.
- **Approval:** The DCBA Board evaluates historic, cultural, or service-oriented significance and approves the monument installation. Must have the building owner's approval.

Funding & Installation

- **DCBA Support:** DCBA will seek a sponsor for fully or partially funding design, fabrication, and installation to recognize the individual(s), business or organization.
- **Collaboration:** DCBA coordinates with the property owner or relevant business to finalize placement and ensure a cohesive downtown aesthetic.

Maintenance & Updates

The property owner handles day-to-day maintenance, but DCBA may assist with significant repairs or content refreshes if budget allows.

3) Program Marketing & Placemaking

Public Awareness

DCBA regularly promotes both monument types through newsletters, social media, and on-site events—encouraging property owners to participate and guiding visitors to explore downtown's historical narratives.

Community Engagement

Monument signs may be featured in walking tours, brochures, or heritage events, contributing to visitor interest, increased foot traffic, and deeper appreciation of Downtown Chico's storied past.

Effective Date & Amendments

This policy is effective immediately upon approval by the DCBA Board of Directors. Revisions may be made as needed to reflect evolving program priorities or funding capacities.

Passed at the DCBA Board Meeting: [date]

Signed:

Brenda Narayan, Secretary
Downtown Chico Business Association