

DCBA Board of Directors**Date: Thursday, August 8, 2024****Time: 8:00am – 9:30 am****Place: Hotel Diamond, Downstairs Conference Room****AGENDA****Call to Order & Welcome**, President Greg Scott (5 Mins)

- Introduction of new Board Advisor:
 - Linda Zorn, Executive Director, Economic & Workforce Development, Butte College, and Interim Executive Director Butte College Foundation
- Roundtable Introductions

1.0 Guest & Collaborator Reports (10 Mins)

At this time, we would like to hear from guests who are attending to present or share information with the DCBA. Also, we would like to hear updates from our partners and collaborators with a Q/A from the Board. Everyone is welcome to stay for the meeting, we know your time is valuable and we understand if you need to leave.

- City of Chico – Councilmember Dale Bennett
- Lt. Ben Love, Chico PBID – Downtown, Target Team
- City of Chico – Jennifer Macarthy
- Chico State – Megan Kurtz, Shari Anderson
- 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

Chris Daniels, 1st VPShari Anderson, 2nd VP

Liza Tedesco, Secretary

Nicole Johnston, Treasurer

Nicole Hill, Marketing Chair

Pat Macias, Arts

Nick Andrew

Mary Hartley

Thomas Hightower

Michael lee

Julie Lengerich

Emma Martin

Ian Macmillan

Steve Stull

ADVISORS

Mike Egbert, Chamber

Nichole Farley, EBC

Megan Kurtz, Chico State

Brenda Narayan, PG&E

City of Chico

Dale Bennett, Chico City Council

Jennifer Macarthy, Chico Deputy
City Manager**DCBA Mission**

Improve, promote, and enhance the experience, image, arts, culture, place while 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 Minutes, July 18, 2024.

2.2 July 31 Financial Reports with adjusted budget approved July 18, 2024

2.4 Staff reports on business plan Focus Areas: Organizational Structure, Marketing & Communication, Events & Promotions.

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)

There are no action items for the Board to vote on.

TENT – Presentation from Board Member Emma Martin to share with the board plans for Allies Pub as a Community Pub (see attached article).

4.0 DCBA Focus Area Update

4.1 Organizational Structure

- District Assessment Fee Structure – Committee Meeting Set

4.2 Events – Debbie LaPlant Moseley & Greg Scott

- Welcome Center Opening
- Taste of Downtown
- ARTober Fest, Art & Wine Walk, Wildcat Weekend
- Harvest Weekend
- Treat Street
- Small Business Saturday
- Holiday – Christmas Preview, Tree Lighting – Light Up Downtown – Greg Scott

4.3 Marketing – Debbie LaPlant Moseley

5.0 New Business – New business from the floor?

6.0 Next Board Meeting

- **September 5, 2024 – Remember to get your Taste of Downtown tickets!**

Please send agenda items to Greg Scott/Audrey Taylor

Meeting Adjournment - Entertain motion to adjourn

BOARD OF DIRECTORS MEETING MINUTES



Attendees:

Directors: Greg Scott, Chris Daniels, Shari Anderson, Liza Tedesco, Nicole Johnston, Pat Macias, Nick Andrew, Mary Hartley, Thomas Hightower, Michael Lee, Julie Lengerich, Ian Macmillan, Michael Lee, Steven Stull.

Directors Absent: Chris Daniels, Mary Hartley, Thomas Hightower, Emma Martin, Steven Stull

Advisors: Dale Bennett, Lt. Ben Love, Mike Egbert, Nichole Farley, Megan Kurtz, Luis Moreno, Jennifer Macarthy

Advisors Absent: Brenda Narayan

Staff & Volunteers: Debbie LaPlant, Audrey Taylor

Guest: Sgt. Dave Bailey, City of Chico Police, Downtown Target Team – Will Clark, Jeremy Gagnebin, Daniel Hanson; City of Chico Arts Commission – Bonnie Pipkin

AGENDA

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

Introduction of two new Board Advisors, both organizations are key partners with DCBA on initiatives:

- Linda Zorn, Executive Director, Economic & Workforce Development, Butte College, and Interim Executive Director, Butte College Foundation
- Luis Moreno, Assistant Director, 3CORE Inc.
-

Two members of the City of Chico Arts Commission are joining the Board Meetings and participating in the Arts Placemaking Initiatives, welcomed:

- Kimberly Ranalla, Chair (unable to attend this meeting)
- Bonnie Pipkin

1.0 Guest & Collaborator Reports

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 - introduce target team officers and thanked them for attending. Shared what had been happening within last three days regarding the new ruling from Supreme Court regarding the City lawsuit, Warren vs. Chico June 28th Supreme Court overturn the Boise decision which provides the City a better opportunity to manage and assist the unsheltered. “Summarized decision of camping enforcement” is now the City can make broad and significant changes. “Game plan” forward - July 9th Mayor Coolidge evaluated change options from Warren vs Chico with legal attorneys/services. Legal services did not accept changes. Eliminate all settlement provisions - enforce illegal



camping. Plan: Pallet shelter open through 2027. Alternate camp site open through 2024. Everything else goes away. City Manager press release 7/17 details agreement, alternatives and that legal services does not want to work with us. Asks BOD to listen to Coolidge prerecorded message issued 7/17. Asked board to consider the facts vs opinion.

- 2) Lt. Ben Love, Chico PBID – Downtown, Target Team - new faces of team - longevity of team- new mission - accessibility through bikes in downtown - act as resource and relationship with target team - non-emergency team (day shift hours)
- 3) City of Chico – Jennifer Macarthy - reiterated facts - sources of information - City of Chico website. Team Chico - economic collaborative sent out business survey to assess current climate- take info to inform TeamChico's 2024-25 scope of work.
- 4) Chico State – Megan Kurtz, Shari Anderson - Preparing for Wildcat Welcome - student back 8/19 – Tours and housing are all full. Transfer numbers are up, CSU has MOUs with 7 community colleges for automatic enrollments from transfer students. General enrollment numbers will be available next week. Census = real numbers come in Sept. Nick helping with concerts series to bring life back to campus an alternative to house parties. Perez looking for relationship building and integration with community 9/13 and 10/25. Shari-promoting Wildcat Weekend and ancillary events for parents to participate (Art & Wine Walk) increasing engagement with campus and downtown. Campus map help orient and direct students/parents being distributed.
- 5) Chamber of Commerce – Mike Egbert - 8/24 buy ticket to Luau. First time they have done a summer event in five years. Music, food and fun 21+. Honoring real estate industry this year - supporting and lifting up a challenged industry.
- 6) Explore Butte County – Nichole Farley - submitted year-end review to City of Chico 7/17, \$90k into brand - sponsoring more events - three-day events - dedicated to growing content for Travel Chico (new hire) new guide at printer before students return. New bike map. Elaina - public art in downtown create free art tour through a self-guided map (web and print) students and families explore on their own.
- 7) MONCA - Pat Macias - construction has been challenging - hampered events participation. But have a great Whirled Dance - all cultures performance. Exhibition current is Norma Lyon/ sculpture. 76 artists exploring playful concepts.



2.0 Consent Agenda

President Scott called for questions, discussion on any items in the consent agenda packet – Board Minutes, June 4, 2024, Executive Committee Report, June 20, 2024, June Financial Reports, Staff Reports. With no questions called for motion to accept the consent agenda.

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

3.0 Action Items

3.1 DCBA's Employee Handbook has not been updated since 2015. On Jun 20, the Executive Committee reviewed the newly Employee Handbook and forwarded it on Jun 22 to the board for review, discussion and approval at the July 18 Board Meeting.

ACTION: President call for questions, discussion of the new Employee Handbook.

- Liza Tedesco asked question whether ICHRA (Individual Coverage Health Reimbursement Arrangement) had been analyzed and provided to employees, ie providing health benefits to time off (so many holidays). Clarification was made that only full time employee received health coverage reimbursement which DCBA only had one full time employee. Liza also commented on compensation structure by position.
- Nicole Hill commented that language should be changed to offer more options other than President for staff to provide feed and concerns. Greg Scott suggested replace with Executive Director and/or Executive Committee.

With no further discussion, President Scott entertained a motion/second to ratify the adoption of a new 2024 Employee Handbook.

M/S by Ian Macmillan, Nicole Hill requested amending motion to include that the Employee Handbook become a living document, Ian Macmillan accepted the amendment and second, all voted in favor.

3.2 Mid-Year Budget Adjustments. Treasurer Nicole Johnston, Audrey Taylor

During June, mid-year, the budget line items are reviewed, and adjustments requested where needed. The 2024 proposed budget, approved by the board, was based on 2023 expenditures. During 2023 many items were posted to Other, for 2024 the Executive Committee requested that, where reasonable, detail expenditures be posted to appropriate categories vs in an Other line item. Adjustments recommended include adding budget/expense line items, revenue categories. Some line items at mid-year are over budget amount due to office move and computer/internet installations, transition of systems to QuickBooks for efficiency. The original budget separated staff from seasonal staff but because hours are being tracked by event and/or initiative unable to have two staffing line items. Included for review are the budget adjustments to the 2024 approved budget by line items with notes of adjustment.

ACTION: President Scott asked for any discussion on budget adjustments and entertain motion to approve or revise.



M/S Shari Anderson, Nick Andrew to accept the adjustments to the budget as presented.
One Abstain, Liza Tedesco, all others in favor.

4.0 Mid-Year Review – Remaining 6-months

As part of the Mid-Review Audrey Taylor and Debbie LaPlant Mosely reviewed the priority actions the Board requested at their Jan 2024 planning session and provided updates to those actions as well as updated the Board on the remaining six-month event and marketing schedule. See attached slides presented at the Board meeting.

Priority Actions from 2024 Planning Session – Audrey Taylor

- 1) District Assessment Fee Structure - Guidance from city attorney on what we can and cannot do - need to elevate assessment structure from 1975. Create plan, educate and inform downtown business submit to city, public hearing/protest hearing (need more than 50% agreement - CA law). The first step was to get a master list of business which will be taken to the committee.
- 2) Review all advocacy actions that have occurred since January 2024.
- 3) Review progress of building relations/Communications.

Marketing, Events, Placemaking – Debbie LaPlant Moseley

- 4) Review all events including Taste of Downtown, ARTobert Fest tied to placemaking and enhanced Tree Lighting events.

5.0 New Business – President Scott called for any new business from the floor. With no new business President Scott announced next Board meeting would be August 8, same time 8:00am, same place and entertained motion for adjournment.

M/S Nicole Hill/Nick Andrew, 9:29 meeting adjourned.

Respectfully submitted,

Liza Tedesco, DCBA Secretary

DCBA FINANCIAL REPORTS

BOARD ITEM REPORT

TO: Board of Directors

FROM: Nicole Johnston, Treasurer

DATE: August 1, 2024 – Board Meeting

SUBJECT: Financial Reports Jan – July 2024



NOTES TO FINANCIAL STATEMENTS

As of July 31, 2024, DCBA has been able to hold its revenue and expenses steady while accommodating two weeks of closures to Thursday Night Market and Friday Night Concert due to the heat. There appears to be excitement for Taste of Downtown as there has been an amazing number of tickets sales in July, more than a month before the event.

Balance Sheet (cash basis) as of Jun 30, 2024

- Cash on hand \$66,787.81.
- Accounts Receivable \$16,989, mainly invoices for TNM.

2. Profit and Loss, Budget to Actual (cash basis to date July 30, 2024). Overall revenue is slightly above projections \$241,737.

Additional Notes:

- **IMPORTANT:** To maintain the revenue and expense at current levels and meet financial goals, there needs to be a concerted “**sponsorship raise**” for the eight DCBA Signature Events to be held September to December 2024.
- **RECOMMENDATION:** Board volunteers to help get sponsors for each event so they are breakeven. Each board member would just need to get 2-3 sponsors for an event of their choice (attached sponsorship packet).
- Treasurer and DCBA Finance Committee will be meeting with DCBA CPA to review financials, policies and procedures.

Downtown Chico Business Association

Balance Sheet
As of July 31, 2024

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Checking (8207)	62,287.43
Gift Card Checking (3885)	3,471.98
NVCF Fund	928.40
Taste of Chico - Savings	100.00
Total Bank Accounts	\$66,787.81
Other Current Assets	
Petty Cash	301.54
Undeposited Funds	967.50
Total Other Current Assets	\$1,269.04
Total Current Assets	\$68,056.85
Fixed Assets	
Accumulated Depreciation	-5,889.99
Furniture & Fixtures	3,389.99
Vehicles	2,500.00
Total Fixed Assets	\$0.00
TOTAL ASSETS	\$68,056.85
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
TCBK- 2662	-4,920.06
TCB-Scott(Greg)-9269	4,920.06
Total TCBK- 2662	0.00
Total Credit Cards	\$0.00
Other Current Liabilities	
EBT Deposits/Checks	-796.00
Payroll Liabilities	0.00
CA PIT / SDI	469.41
CA SUI / ETT	134.67
Federal Taxes (941/943/944)	3,080.28
Total Payroll Liabilities	3,684.36
Total Other Current Liabilities	\$2,888.36
Total Current Liabilities	\$2,888.36
Long-Term Liabilities	
3CORE Loan	8,534.50
EIDL Loan Payable	136,742.00
Total Long-Term Liabilities	\$145,276.50
Total Liabilities	\$148,164.86
Equity	

Downtown Chico Business Association

Balance Sheet
As of July 31, 2024

	TOTAL
Retained Earnings	-110,866.14
Net Revenue	30,758.13
Total Equity	\$ -80,108.01
TOTAL LIABILITIES AND EQUITY	\$68,056.85

Downtown Chico Business Association

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

January - December 2024

	TOTAL		
	ACTUAL	BUDGET	% OF BUDGET
Revenue			
DIRECT PUBLIC SUPPORT			
City of Chico - Member Assess	13,296.67	20,000.00	66.48 %
City of Chico-Planters	4,000.00	8,000.00	50.00 %
City of Chico-Rebuilding Fund	70,400.00	140,800.00	50.00 %
Total DIRECT PUBLIC SUPPORT	87,696.67	168,800.00	51.95 %
DOWNTOWN EVENTS - INCOME			
Art & Wine Walk (AWW)		10,000.00	
AWW Operations		5,000.00	
AWW Sponsors	3,900.00	15,500.00	25.16 %
Total Art & Wine Walk (AWW)	3,900.00	30,500.00	12.79 %
ChicoLive			
CL Booth Rental/App	50.00	50.00	100.00 %
CL Operations	1,689.00	1,401.00	120.56 %
CL Sponsors	4,500.00	4,500.00	100.00 %
Total ChicoLive	6,239.00	5,951.00	104.84 %
Christmas Preview (CP)		2,500.00	
CP Booth Rental/App	50.00		
CP Sponsors	250.00		
Total Christmas Preview (CP)	300.00	2,500.00	12.00 %
Community Tree Lighting (CTL)		2,200.00	
CTL Sponsors	250.00		
Total Community Tree Lighting (CTL)	250.00	2,200.00	11.36 %
Friday Night Concert (FNC)			
FNC Operations	1,414.00	3,500.00	40.40 %
FNC Sponsors	8,000.00	8,000.00	100.00 %
Total Friday Night Concert (FNC)	9,414.00	11,500.00	81.86 %
Harvest Sidewalk Sale (HSS)		2,500.00	
HSS Sponsors	400.00		
Total Harvest Sidewalk Sale (HSS)	400.00	2,500.00	16.00 %
Slice Of Chico (SOC)		2,500.00	
SOC Sponsors	2,300.00		
Total Slice Of Chico (SOC)	2,300.00	2,500.00	92.00 %
Small Business Saturday (SBS)		4,000.00	
Taste of Downtown			
TOD Operations	2,085.00	31,000.00	6.73 %
TOD Sponsors		5,000.00	
Total Taste of Downtown	2,085.00	36,000.00	5.79 %
Thursday Night Market (TNM)		132,500.00	
TNM Booth Rental/App	97,246.31		
TNM Operations	70.00		
TNM Sponsors	6,050.00		

Downtown Chico Business Association

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

January - December 2024

	TOTAL		
	ACTUAL	BUDGET	% OF BUDGET
Total Thursday Night Market (TNM)	103,366.31	132,500.00	78.01 %
Treat Street (TS)		1,000.00	
TS Sponsors	1,100.00		
Total Treat Street (TS)	1,100.00	1,000.00	110.00 %
Total DOWNTOWN EVENTS - INCOME	129,354.31	231,151.00	55.96 %
OPERATIONS INCOME			
Annual Meeting Income	780.00	780.00	100.00 %
Donors	12,500.00	35,000.00	35.71 %
Total OPERATIONS INCOME	13,280.00	35,780.00	37.12 %
PROGRAM INCOME			
Gift Card Revenue		2,500.00	
Sponsors	6,300.00	6,300.00	100.00 %
Website Sponsors		2,000.00	
Total PROGRAM INCOME	6,300.00	10,800.00	58.33 %
Sales of Product Revenue	5,025.45	4,525.00	111.06 %
Unapplied Cash Payment Revenue	81.25		
Total Revenue	\$241,737.68	\$451,056.00	53.59 %
GROSS PROFIT	\$241,737.68	\$451,056.00	53.59 %
Expenditures			
BANK CHARGES			
Bank Charges-Other	169.40	230.00	73.65 %
Interest Expense	19.60	50.00	39.20 %
Merchant Fees	185.67	51.24	362.35 %
Total BANK CHARGES	374.67	331.24	113.11 %
CONTRACT SERVICES			
Accounting	10,245.00	10,000.00	102.45 %
Consultants	24,600.00	49,800.00	49.40 %
Security Staff		1,000.00	
Total CONTRACT SERVICES	34,845.00	60,800.00	57.31 %
DOWNTOWN EVENTS - EXPENSE			
Art & Wine Walk			
Advertising (AWW)		5,350.00	
Event Contract Services (AWW)		2,100.00	
Other (AWW)	49.00	8,500.00	0.58 %
Permits/Fees/Licenses (AWW)		1,400.00	
Total Art & Wine Walk	49.00	17,350.00	0.28 %
ChicoLive		0.00	
Advertising (CL)	240.32	240.32	100.00 %
Total ChicoLive	240.32	240.32	100.00 %
Christmas Preview			
Advertising (CP)		50.00	

Downtown Chico Business Association

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

January - December 2024

	TOTAL		
	ACTUAL	BUDGET	% OF BUDGET
Event Contract Services (CP)	384.35	450.00	85.41 %
Other (CP)	38.84	700.00	5.55 %
Total Christmas Preview	423.19	1,200.00	35.27 %
Community Tree Lighting			
Advertising (CTL)	1,000.00	1,000.00	100.00 %
Event Contract Services (CTL)		250.00	
Other (CTL)		1,500.00	
Total Community Tree Lighting	1,000.00	2,750.00	36.36 %
Events Expense Other	5,010.73		
Friday Night Concert			
Advertising (FNC)	2,853.00	3,500.00	81.51 %
Event Contract Services (FNC)	3,500.00	3,500.00	100.00 %
Other (FNC)	589.08	1,400.00	42.08 %
Permits/Fees/Licenses (FNC)	700.00	700.00	100.00 %
Total Friday Night Concert	7,642.08	9,100.00	83.98 %
Harvest Sidewalk Sale			
Advertising (HSS)		2,456.00	
Event Contract Services (HSS)		650.00	
Other (HSS)		300.00	
Total Harvest Sidewalk Sale		3,406.00	
Slice Of Chico			
Advertising (SOC)	1,106.58	1,806.00	61.27 %
Event Contract Services (SOC)	400.00	400.00	100.00 %
Other (SOC)	62.57	400.00	15.64 %
Permits/Fees/Licenses (SOC)	262.00	262.50	99.81 %
Total Slice Of Chico	1,831.15	2,868.50	63.84 %
Small Business Saturday			
Advertising (SBS)	2,000.00	2,500.00	80.00 %
Event Contract Services (SBS)		150.00	
Other (SBS)		900.00	
Permits/Fees/Licenses (SBS)		250.00	
Total Small Business Saturday	2,000.00	3,800.00	52.63 %
Tast of Downtown		9,000.00	
Advertising (TOD)	298.58		
Total Tast of Downtown	298.58	9,000.00	3.32 %
Thursday Night Market			
Advertising (TNM)	3,639.00	7,402.00	49.16 %
Event Contract Services (TNM)	432.00	1,500.00	28.80 %
Other (TNM)	897.24	5,000.00	17.94 %
Permits/Fees/Licenses (TNM)	237.00	2,500.00	9.48 %
Rentals (TNM)		500.00	
Total Thursday Night Market	5,205.24	16,902.00	30.80 %

Downtown Chico Business Association

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

January - December 2024

	TOTAL		
	ACTUAL	BUDGET	% OF BUDGET
Treat Street			
Advertising (TS)		1,000.00	
Event Contract Services (TS)		200.00	
Other (TS)		450.00	
Total Treat Street		1,650.00	
Total DOWNTOWN EVENTS - EXPENSE	23,700.29	68,266.82	34.72 %
FACILITIES AND EQUIPMENT			
Repairs & Maintenance	378.16	1,500.00	25.21 %
Storage Rental	1,015.00	1,695.00	59.88 %
Transportation	348.01	900.00	38.67 %
Total FACILITIES AND EQUIPMENT	1,741.17	4,095.00	42.52 %
OPERATIONS			
Advertising & Marketing	9,776.07	13,500.00	72.42 %
Annual Meeting Expense	4,984.90	4,984.90	100.00 %
Equipment/Materials/Supplies	2,289.41	5,000.00	45.79 %
Insurance	9,713.03	13,750.00	70.64 %
Meals	95.00	275.00	34.55 %
Office Expense	1,330.77	3,500.00	38.02 %
Other Expenses	1,470.13	5,000.00	29.40 %
Postage	268.97	700.00	38.42 %
Printing/Copying	1,463.13	3,000.00	48.77 %
Social Media Reimbursables	186.36	600.00	31.06 %
Taxes/Licenses/Fees	2,268.38	2,700.00	84.01 %
Technology & Website Services	12,638.53	16,000.00	78.99 %
Telephone		1,000.00	
Utilities		1,000.00	
Total OPERATIONS	46,484.68	71,009.90	65.46 %
Payroll Expenses			
Taxes	8,047.43	15,000.00	53.65 %
Wages	88,443.53		
Wages Permanent		162,344.00	
Total Wages	88,443.53	162,344.00	54.48 %
Total Payroll Expenses	96,490.96	177,344.00	54.41 %
PROGRAM EXPENSES			
Business Meet Up	88.50	125.00	70.80 %
Gift Card Fees		250.00	
Gift Card Purchases	256.89	1,500.00	17.13 %
Other	1,816.80	2,000.00	90.84 %
Planters Landscaping/Maintenance	4,175.00	7,000.00	59.64 %
Stewardship		2,500.00	
Total PROGRAM EXPENSES	6,337.19	13,375.00	47.38 %
QuickBooks Payments Fees	2,357.90	3,300.00	71.45 %

Downtown Chico Business Association

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

January - December 2024

	TOTAL		
	ACTUAL	BUDGET	% OF BUDGET
Reimbursements		1,500.00	
Total Expenditures	\$212,331.86	\$400,021.96	53.08 %
NET OPERATING REVENUE	\$29,405.82	\$51,034.04	57.62 %
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	\$29,835.63	\$51,034.04	58.46 %



SUNDAY, SEPT 8TH, 2024
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 television stations: KHSL, KNNV, the CW, and Telemundo in the Chico-Redding DMA.

Radio - Sponsors mentioned in promotional ads covered on 10+ local stations.

Posters & Postcards - Logo placement or listing on 100+ posters distributed throughout downtown, Chico State campus, and more.

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

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.

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

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

If interested, reach out to Lucia@downtownchico.com
 Sponsorships must be confirmed by 7/20/2024.
 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	✓	✓	✓
Billboard(s)	✓		
Event Guide	✓	✓	✓
Social Media	✓	✓	✓
Website	✓	✓	✓
Welcome Banner	✓	✓	
Postcards	✓	✓	
On-Site Banners	✓	✓	✓
MC Thank You's	✓		

Business Name:

Contact Person:

Email:

Phone Number:

Sponsorship Level:

Signature:



FRI, OCTOBER 4TH, 2024
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 television stations: KHSL, KNVN, the CW, and Telemundo in the Chico-Redding DMA.

Radio - Sponsors mentioned in promotional ads covered on 10+ local stations.

Posters & Postcards - Logo placement or listing on 100+ posters distributed throughout downtown, Chico State campus, and more.

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

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.

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

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

Event Statistics:

2023 Average # of Attendees: 1,800 Participants

16 Local Wineries, Breweries, or Cideries

17 Downtown Businesses Hosting Art Walk Receptions and serving complimentary wine, brews, ciders, and spirits

ART & WINE WALK 2024

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

Business Name:

Contact Person:

Email:

Phone Number:

Sponsorship Level:

Signature:



OCTOBER 2024

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 television stations: KHSL, KNVN, the CW and Telemundo in the Chico-Redding DMA.

Radio – Sponsors mentioned in promotional ads covered on 10+ local stations.

Newspaper – Logo featured in Chico Enterprise Record ARTober FEST announcement.

Print (Posters & Postcards) – Logo placement or listing on 100+ posters & 1,000+ postcards distributed throughout downtown, Chico State and Butte College campuses and more.

Billboards – Logo placement on 3 billboards for the month of October.

Event Guides – Sponsors highlighted on 2,000 + Festival guides distributed throughout the month.

Social Media & Website – Logo placement on website and “thank you” mentions on promotional posts for the event.

Welcome Banner – Banners will be hung at the Chico City Plaza during Art Show.

ARTober FEST

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

Business Name:

Contact Person:

Email:

Sponsorship Level:

Signature:



SAT, OCTOBER 12TH, 2024
FROM 10:00AM - 5:00PM

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. 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.

Marketing Details:

TV & Radio - Logo featured in commercials being shown on Action News Now and print ads, as well as mentions on 4+ local stations.

Posters - 100+ posters distributed throughout downtown businesses, Chico State campus, and more.

Billboards - Logo on 3 billboards for month of October.

Event Map - Sponsors will be highlighted on event maps being distributed to 100's of participants, social media pages including Facebook & Instagram, and event page on website.

On-Site Banner - Banner will be hung on the DCBA office (338 Broadway Street) where participants will be directed to pick up event maps and scarecrow scavenger hunts.

Social Media - Sponsors will be listed on email blast(s) going out to over 7,000 subscribers.

HARVEST SLIDEWALK 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:



**THURS, OCTOBER 31ST, 2024
FROM 2:00 - 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 television stations: KHSL, KNVN, the CW, and Telemundo in the Chico-Redding DMA.

Radio - Sponsors mentioned in promotional ads covered on 10+ local stations.

Posters & Postcards - Logo placement or listing on 100+ posters distributed throughout downtown, Chico State campus, and more.

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.

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

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

TREAT STREET

SPONSORSHIP OPPORTUNITY	SIGNATURE \$1,000	PUMPKIN PATCH \$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:



**SUN, NOVEMBER 24TH, 2024
FROM 4:00 - 8:00PM**

Downtown Chico's annual Christmas Preview ushers in the holiday season with a festive and enchanting atmosphere bringing in the community to celebrate. Held the Sunday before Thanksgiving Christmas Preview transforms downtown streets into a winter wonderland, adorned with twinkling lights, festive decorations, and seasonal displays. During the event, local businesses open their doors to the community, offering special promotions, live entertainment, and holiday-themed activities for visitors of all ages.

Event Statistics:

2023 Average # of Attendees: 5,000+

Over 25 local dance groups, choirs, middle school bands, and other artists and musicians participated in 2023.

Marketing Details:

TV - Logo featured in commercials being shown on Action News Now and print ads.

Radio - Sponsors mentioned in 4+ local stations.

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

Billboards - Logo on 1-3 billboards through November.

Postcards - 2,000+ postcards will be distributed at Chico State, to banks, hotels, downtown businesses, and others.

Booth Space & On-Site Banner - Upon request.

DOWNTOWN CHRISTMAS PREVIEW

SPONSORSHIP OPPORTUNITY	SIGNATURE \$2,500	LIGHT UP \$1,000	JINGLE BELL \$250	FESTIVE CHEER \$100
TV	✓			
Radio	✓			
Poster(s)	✓	✓	✓	
Billboard(s)	✓			
Post Cards	✓	✓		
Social Media	✓	✓	✓	
Website	✓	✓	✓	
Booth Space or On-Site Banner	✓	✓	✓	✓
Event Map	✓	✓	✓	

Business Name:

Contact Person:

Email:

Phone Number:

Sponsorship Level:

Signature:



**SAT, NOVEMBER 30TH, 2024
FROM 10:00AM - 5:00PM**

Small Business Saturday in Downtown Chico is a vibrant celebration that takes place annually on the Saturday following Thanksgiving. It serves as a rallying call for the local community to support small, independent businesses in the heart of Chico, California. On this day, downtown streets come alive with activity as shoppers flock to the area to explore the unique offerings of boutique shops, specialty stores, and artisanal vendors. The event encourages residents and visitors alike to discover hidden gems, shop local, and invest in the economic vitality of small businesses in the heart of the community.

Marketing Details:

TV - Logo featured in commercials being shown on Action News Now and print ads.

Radio - Sponsors mentioned in 4+ local stations.

Posters - 100+ posters distributed throughout downtown, grocery stores, Chico State campus, and more!

Billboards - Logo on 1-3 billboards per month.

Postcards - 2,000+ postcards will be distributed at Chico State, to banks, hotels, downtown businesses, & more!

Booth Space & On-Site Banner - Upon request to be placed on 4th street between Main & Broadway.

SMALL BUSINESS SATURDAY

SPONSORSHIP OPPORTUNITY	SIGNATURE \$2,500	HOMETOWN HERO \$1,000	SMALL BUSINESS ADVOCATE \$250
TV	✓		
Radio	✓		
Print	✓	✓	
Poster(s)	✓	✓	✓
Event Map	✓	✓	
Shopping Bags	✓	✓	
Social Media	✓	✓	✓
Website	✓	✓	✓
Booth Space or On-Site Banner	✓	✓	✓

Business Name:

Contact Person:

Email:

Phone Number:

Sponsorship Level:

Signature:



**FRI, DECEMBER 6TH, 2024
FROM 6:00 - 8:00PM**

Downtown Chico's Annual Tree Lighting is a cherished holiday tradition celebrating the season with a festive and community-centered event. The occasion gathers residents and visitors alike to witness the illumination of a towering Christmas tree, in City Plaza. Leading up to the lighting ceremony, anticipation builds as attendees enjoy seasonal music, entertainment, and activities and a visit from Santa Claus creating a joyful atmosphere of community spirit and holiday cheer. The Annual Tree Lighting event in Downtown Chico serves as a heartwarming tradition that brings the community together to celebrate the joy and goodwill of the holiday.

Event Statistics:

2023 Estimated # of Attendees: 1,500

Marketing Details:

TV - Logo featured in commercials being shown on Action News Now and print ads.

Radio - Sponsors mentioned in 4+ local stations.

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

Booth Space - Can be coordinated during event for a 10x10 space or larger.

Banner On-Site - Banner near performance stage/area or Santa photo booth.

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

TREE LIGHTING CEREMONY

SPONSORSHIP OPPORTUNITY	SIGNATURE \$1,000	SANTA \$500	SWEET TREATS \$250	LIVE MUSIC \$100
TV	✓			
Radio	✓			
Post Cards	✓	✓		
Poster(s)	✓	✓	✓	
Booth Space	✓	✓	✓	✓
On-Site Banner	✓	✓		
Social Media	✓	✓	✓	✓
Website	✓	✓	✓	✓

Business Name:

Contact Person:

Email:

Phone Number:

Sponsorship Level:

Signature:



DCBA STAFF REPORTS

Monthly Report to the Board of Directors

Area of Focus: EVENTS & PROMOTIONS, MARKETING, PERSONNEL

DCBA Staff Lead: DEBBIE MOSELEY, INTERIM GENERAL MANAGER

Reporting Period: MONTH OF JULY

Ongoing Work Efforts and Progress:



Project 1 – Mid-Year Review, Adjustments & Strategic Planning – Events, Marketing & Budget

Project 2 – Slice of Chico

Project 3 – Welcome Center

- Welcome Center Open Tuesday thru Saturday.
- Update Displays and Visitor Materials
- Grand Opening to be held 9/4/2024 5:00-7:00 pm
 - Open House, Scoops of Shubert's Ice Cream

Project 4 – “Taste of Downtown Restaurant & Pub Crawl and Free Concert!”

Sunday, September 8th Restaurant & Pub Crawl throughout Downtown – 11 am – 4 pm;

Free Concert in Plaza “Low Flying Birds” 3 – 5 pm

Tickets - General Admission \$30, \$20 Chico State & Butte College Students & Faculty, \$15 Youth – up to 17 years.

- 28 Participating Venues to date.
- Sales Goal for July – 100 Tickets. Actual # Tickets Sold Month of July - 274

Project 5 – ARTober FEST October 2024

ARTober FEST is a visionary cultural festival set to transform Downtown Chico into a vibrant canvas of art, music, and communal celebration.

City of Chico Arts Grant Program – Awarded DCBA \$5,000 in support of ARTober FEST

“Call to Artists”, “Call to Downtown Business Owners”, Door-to-Door throughout Downtown visits

Current Schedule of Events –

- **ARTober FEST Month Long Art Walk (October 1st – 31st):** Stroll through Downtown Chico to view the work of local artists in participating downtown businesses. Pick up a list of participating businesses and artists at the Downtown Welcome Center located at 338 Broadway Street. Open Tues-Fri from 10am to 5pm and Sat from 10am to 2pm.
- **Art & Wine Walk (October 4th, 5:00-8:00 pm):** Since 2015, this DCBA Signature event has offered an evening of art showcases, regional wine and beer tastings, and live music. Local artists will exhibit their works in galleries, outdoor spaces, and businesses throughout downtown. Additionally, the featured artist's work will be on display at various businesses throughout Oct. Sponsored in part by the CSU Chico Alumni Foundation's Wildcat Weekend.

- **Downtown Chico Art Tour (October 5th, 10:00 am):**
A guided tour led by Chico Arts & Culture Foundation volunteers, featuring downtown's sculptures, murals, and other public art installations. Open to the public at no charge.
- **Andy Grammer *Greater Than: A One Man Show* (Friday, October 11th 7:30 pm):**
Emmy Award winner and multi-platinum artist Andy Grammer continues to captivate, energize, and empower audiences with his electrifying, stadium-sized pop anthems. Catch him live at Chico State's Laxson Auditorium. For more details, visit chicoperformances.com.
- **Emerging Artists Exhibition (October 12th 10:00 am – 4:00 pm):** Showcasing the talents of students from Chico State, Butte College, Chico High, Fairview, Inspire, Pleasant Valley, and other local high schools, as well as youth artists from the Boys & Girls Club and the Salvation Army, this event fosters creativity, supports educational opportunities, and provides valuable exposure for young artists in our community. Complimentary exhibit and sales space will be available for student artists on 3rd Street between Broadway and Main.
This initiative is an extension of the "Empowering Young Entrepreneurs" program, supported by DCBA, TeamChico, and 3Core.
- **Harvest Sidewalk Sale held in conjunction with Emerging Artist Exhibition:** A seasonal sidewalk sale with live musical performances throughout downtown.
- **Downtown Galleries & Studios Tours (Weekends of October 12-13 and 19-20 10:00 am – 5:00 pm):** Tours of downtown galleries and studios, interactive workshops, and demonstrations by artisans practicing traditional crafts.
In cooperation with Chico Art Center's Open Studios Tours
- **ARTober FEST Music in the Streets (Oct. 5th, 12th, 19th and 26th 10:00 am - 2:00 pm):**
Every Saturday from 10 AM to 2 PM, downtown Chico will come alive with live music, showcasing the talent and diversity of our local music scene.
- **"Monkey Wrench!" Concert on the Campus (October 25th, 4:00-7:00 PM):** Presented by ChicoLive. Enjoy food trucks and a beer garden. Open to the public, no charge, and all ages are welcome.
- **ARTober FEST Fall Art Show (October 26th, 10:00 am - 4:00 pm):** Fine arts exhibits and sales and musical performances in the Plaza. Open to the public, at no charge.
Hosted in part by Chico Visual Arts Alliance
- **Downtown Chico's Art Initiative Unveiling Ceremony (October 26th, 4:30 pm):** Announcing DCBA's new Placemaking Initiative, supporting the Arts & Culture in downtown Chico. (Details TBA) In cooperation with Butte College

ARTober FEST Collaborations include: Butte College, Chico Art Center, Chico Art & Culture Foundation, Chico Art School, Chico Visual Arts Alliance, Chico State, MONCA, Downtown Galleries & Studios, Local High Schools ...

Project 6 - Marketing & Communications

- Thursday Night Market & Friday Night Concert – ongoing TV, Radio & Billboards
- Slice of Chico - Billboards, Newspaper & Radio
- Taste of Downtown asset development
- Provide support and oversight to Digital Marketing & Communications Coordinator re: Constant Contact messaging – announcements, newsletters, social media calendar & content, social media analytics, media releases

Project 6 - Personnel

- Staff Meetings - Re-cap projects and progress; development of priorities, plans and timelines, provide oversight & guidance, mentorship
- Personnel Reviews
- Daily updates and check-in's with Events & Promotions manager

Other

Explore Butte County advisory - represented DCBA

Next Month's Priorities

- Taste of Downtown
- ARTtober FEST
- Lighting Up Downtown for the Holidays

Monthly Report to the Board of Directors

Area of Focus: Events & Promotions

DCBA Staff Lead: Lucia Mercado

Reporting Period: July 2024



Ongoing Projects and Progress:

Project 1 – Thursday Night Market (April 11 through September 26)

- Empowering Young Entrepreneurs (YE) Initiative has hosted 16 young business owners through the TNM. DCBA presented to investors like 3Core and members of TeamChico to discuss how to continue the program in future years.
- July has been an especially hot month, with 4th of July being a black out date, July 11th having to be cancelled due to extreme heat, and July 18th and 25th being weather optional our vendor count has gone from an average of 116 vendors per market to 82 vendors per market. We hope that this year's choice to extend the market through the end of September will allow DCBA and vendors to recoup funds lost through this extended heatwave.
- CDFA Quarterly Remittance Form submitted this month to report on certified farmer's section.
- Monthly sustainability nights have been hosted at the TNM in collaboration with Waste Management.

Project 2 – Friday Night Concert (May 31st to August 30th)

- Friday Night Concert lead, Vanessa Ortiz, has been on vacation for 3 weeks in July and Cole Militano has been taking on all responsibilities.
- 3 concerts were cancelled in July due to extreme heat and were rescheduled for September dates (9/6, 9/20, & 9/27).
- The losses from postponing the concerts amount to \$150 (cost to reissue ABC licenses).

Project 3 – Slice of Chico (Saturday, July 13th)

- We had 63 businesses participating in Slice of Chico! & for the first time since COVID we gave out all 3 bins worth of watermelons.
- DCBA was only \$100 shy of our sponsorship goal, fundraising \$2,400 through sponsorships.

Project 4 – Taste of Downtown Restaurant, Pub Crawl, & Concert

- Ticket sales are live on TicketSpice and a landing page has been added to the DowntownChico website. Early bird specials will offer a \$5 discount for 8 tickets and go through to the end of July.
- As of Friday, July 26th 180 tickets have been sold through TicketSpice. In person sales will begin at the Thursday Night Market on Thursday, August 1st. Promotions for in person sales will be shared on Facebook and Instagram.
- Dragon Graphics will be offering DCBA an in-kind donation of events guides and other promotional materials. All materials will be designed in-house.

Project 5 – ARTober FEST (October 1st-31st)

- Biweekly committee meetings are being held the Hotel Diamond with many participating art institutions in Chico. Meetings and ARTober FEST at led by Debbie LaPlant Moseley.
- A landing page and application links have been made available for the entire month of events.
- DCBA staff Cole Militano will be going door to door to explain the concept to business owners and ask them to participate in the month-long art walk.
- Call to Artists: 12 digital applications and 3 physical applications have been received – our goal is to receive at least 50 applications.

Project 6 – Art & Wine Walk (Friday, October 4th)

- 12 Pouring Stations have already confirmed their interest in this year's AWW, while 10 of last year's participating hosts are still pending.
- A \$10 participation fee will be charged this year and pouring stations have the choice to 1) become a ticketing location and be liable for retuning unused glasses and \$10 per unreturned glass or 2) ask any un-ticketed guests to go to one of DCBA's remote ticketing locations to purchase their wine glass.

Project 7 – Small Business Saturday (Saturday, November 30th)

- 3Core is a confirmed partnership for this years Small Business Saturday, where DCBA, 3Core, Chico Ice Rink and sponsors will host up to 40 young entrepreneurs on 4th street between Mian & Broadway.
- Any spots not filled by young entrepreneurs will be offered to micro-businesses in Butte County.

2. Next Month's Priorities

- Develop Retail Guide for Downtown Chico
- Design Taste of Downtown promotions material and begin directing staff in distributing materials
- Continue management of Thursday Night Market
- Continue management of Friday Night Concert
- Fall Business Meet-Up to be hosted on Tuesday, Aug 20th
- Welcome Center Grand Opening pushed to Wednesday, Sept 4th
- Confirmation of participating wineries, breweries, & cideries for Art & Wine Walk
- Ticketing logistics for Art & Wine Walk to be confirmed and a marketing plan developed to inform the general public of this years change.
- Confirmation of participating businesses in Artober FEST

Monthly Report to the Board of Directors

Area of Focus: *Marketing & Communication*

DCBA Staff Lead: Jasmine Garcia

Reporting Period: 7/1 to 7/30



1. Ongoing Projects and Progress:

Project 1 - Slice of Chico: Digital Marketing Campaign

- This campaign highlighted the sales and promotions in our downtown community with the use of digital marketing strategies. Increasing visibility and brand awareness for participating businesses and community members.
- **Responsibilities:**
 - Content Creation: Crafted compelling visuals and stories to showcase the unique offerings and events of participating businesses.
 - Social Media Engagement: Ignited meaningful conversations and engagement across our platforms, amplifying downtown merchants' sales and promotions.
 - Local Partnerships: Fostered impactful collaborations with local organizations to expand our reach and support network.
- **Results achieved:**
 - Impressions: 42,429+
- Engagement metrics: 2,501 likes, 536+ shares
- **Businesses featured:** All participating downtown businesses, such as - Amy Waltz Designs, Diamond W Western Wear, Four Leaf Clothing Co, Hydration Happens, Ikoda Collective, Made in Chico, Mas Amor, Sweet Chico Co Confections, The Peddler's Closet, The Watchman, Tres Hombres, Vang's Plants and Succulents Hub, etc

Project 2 - Taste of Downtown: Digital Marketing Campaign

- This campaign is a continuous promotion maintaining engagement leading up to the day of the event (September 8th) highlighting the restaurant and pub crawl, and free concert. Increasing visibility and brand awareness for participating businesses.
- **Responsibilities:**
 - Content Creation: Crafted compelling visuals and stories to showcase the unique offerings of participating businesses.
 - Social Media Engagement: Ignited meaningful conversations and engagement across our platforms, amplifying participating in the crawl to support downtown merchants.
 - Local Partnerships: Fostered impactful collaborations with local organizations (Explore Butte County, Travel Chico, Discover Chico) to expand our reach and support network.
- **Results achieved:**
 - Impressions: 25,883+
 - Engagement metrics: 1,738+ likes, 685+ shares
- **Businesses featured:** Lili's Brazilian Bistro, Mom's

Project 3 – ARTober FEST: Digital Marketing Campaign

- This campaign is a continuous promotion maintaining engagement leading up to events to highlight art, music, and communal celebration in our community with the use of digital marketing strategies. Increasing exposure for participating artists, downtown businesses, and community partnerships.
- **Responsibilities:**
 - Content Creation: Craft compelling visuals and stories to showcase the artistic and cultural diversity.
 - Social Media Engagement: Ignited meaningful conversations and engagement across our platforms, drawing visitors to the downtown area benefiting local businesses and artisans.
 - Email Marketing: Create well-crafted email newsletters that highlight the benefits of participating in ARTober FEST, including key dates, submission guidelines, and any incentives.
 - Local Partnerships: Fostered impactful collaborations (Museum of Northern California Art - MONCA, local educational institutions such as Butte College and Chico State, and diverse array of local artists and organizations) to expand our reach and support network.
- **Results achieved for Social Media:**
 - Impressions: 2,646
 - Engagement metrics: 166+ likes, 58+ shares
- **Results achieved for Email Marketing:**
 - Total Emails Sent: 3,782
 - Total Emails Opened: 806

2. Miscellaneous

- The first Taste of Downtown ticket giveaway was launched on Instagram on July 22nd. Within the initial 24 hours, the post received over 750 likes, and more than 550 people entered the giveaway. Currently, the post has garnered 896 likes and 668 entries. I have initiated a collaboration opportunity with Explore Butte County and Travel Chico and am working closely with their marketing manager. We have scheduled an upcoming date to collaborate on another Taste of Downtown giveaway.

3. Challenges Encountered and/or Opportunities

- The Butte College Learning-Aligned Employment Program (LAEP) has been permanently discontinued, preventing the recruitment of a student marketing intern. I remain hopeful that a future opportunity will arise to secure additional support as a marketing team, alleviating my current workload and ensuring continued success in our marketing initiatives.

5. Next Month's Priorities

- Young Entrepreneurs & Thursday Night Marketing Promotion
- Business Highlights - Promotions, grand openings, etc
- Friday Night Concert Promotion
- Taste of Downtown Promotion and giveaway
- ARTober FEST Promotion
- Constant Contact: important reminders/events to shareholders and monthly event guide to the general public

BACKGROUND INFORMATION

BUSINESS

SUBSCRIBER ONLY

Allies Pub to transition into a community-owned space



Allies Pub patrons relax in the outdoor patio space at the pub Sept. 2, 2021 in Chico, California. (Emma Martin/Allies Pub)



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

PUBLISHED: August 1, 2024 at 4:02 a.m.

CHICO — Allies Pub owner Steve Kay is ready to transform the pub into a completely community-owned space.

At the beginning of 2024, Kay — a London native along with his wife, Alison Kay — faced two unwelcome prospects: to either sell his beloved pub or close it. He and his wife opened the pub in 2019 and were becoming burned out with the 24/7 schedule of owning a business. His daughter and son-in-law also work there.

He started kicking around the idea of involving the community in all aspects of overseeing the place. A community owned pub is a business that has wide community ownership, which is run for the benefit of the community and where the majority of all profits are reinvested back into the community according to its business plan.

Kay said 200 pubs in the United Kingdom are now community owned and have a 99% success rate rather than an 80% failure rate. The goal is to protect the Chico pub from failures.

“I want to be a customer more than an owner,” Kay said with a laugh. “We English love our pubs, and we’ve always had a heart in this community.”

The community members will work together to decide which events will take place in the pub and make suggestions. Some events held there currently are book clubs, local live music, charitable events and donations and small business support.

The staff will remain the same.

The pub will turn into a 501(c)(3), or nonprofit. Community members would buy a tax-deductible membership for \$5,000, which would give them say as well as discounts on food and drink. Kay said there will be also be “twinning” with a pub in the U.K., where people from England can come to Chico and check out Allies Pub and receive discounts and vice versa.

The amount could be put on layaway — if someone wants to pay \$500 a month, for example. Members would not have to live in Chico to have a membership; they can give it as a gift or sell it if so desired. A trust account would be set up. (One of the current committee members is an attorney.)

No one person could say to close the doors or dictate what to do with the space.

“This is our great British pub in Chico,” Kay said. “It’s a key cornerstone to downtown. Part of this is helping to revitalize the downtown area. The downtown area needs solid assets.”

‘A win-win’

Kay modeled the pub to be a traditional London Victorian pub. He and his wife didn’t have experience in the service industry but decided to give it a go and looked at it as a retirement business. Previously, the space at 426 Broadway held a computer documents business, and the Kays transformed it, redoing the ceiling, kitchen, bar and bathrooms.

“It’s a huge commitment,” Kay said. “Also, it’s an interesting time to be in this industry. A lot of places never came back from the COVID-19 pandemic.”

With the new model, he added, Allies is “trying to attract the community to the pub and use it for community events such as history lectures. It’s fantastic, a win win.”

Kay also wants to serve beer made at the small breweries in Chico, such as Ramble West and Secret Trail, so that more of the community is connected to the pub.

“It means we can expand our range,” he said. “It would help support other brewers.”

Kay called Allies “an ally to all businesses.” Two meetings have already been held to flesh things out.

“I want to make it clear that I want the community involved,” Kay said. “This is not Steve Kay’s project. This will only work if the community gets involved.”

The goal is to complete the transition by the end of 2024. The board will meet once a month; Kay will be head of outreach, and his son-in-law will stay on as general manager at least for the first six months.

The pub will hold an informational meeting open to all Sunday (Aug. 4) at 2 p.m. This is open to all. To inquire about joining the board or ask other questions, email info@britishbulldogbrewery.com.

2024 > August > 1