



Project: Downtown Business District Enhancement Program
Project 008-000-8801/50572-008-4800

Contractor: Downtown Chico Business Association (DCBA)

Term: March 1, 2023, to February 29, 2024

Program Purpose:

The City of Chico approved allocation of American Rescue Plan Funds for a Downtown business District Enhancement Program to allow the contractor to secure their operational structure, enhance placemaking activities, expand marketing efforts and enhance event success; thereby enhancing the vitality of the downtown district and the success of businesses with the downtown district.

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Letter from the President



It is my pleasure to submit DCBA's Annual Report for the past contract year, March 2023 to February 2024, a period marked by significant achievements as well as challenges in the ongoing efforts to enhance the vitality and success of Chico's downtown district.

Through strategic initiatives focused on organizational rebuilding, innovative marketing and communications, and dynamic events and promotions, we have taken substantial strides towards creating a vibrant, engaging, and prosperous downtown community. Considerable progress has been made in strengthening our operational structure, engaging with downtown businesses, and elevating the downtown Chico experience for residents and visitors alike.

In the year ahead, we are committed to not only continuing our vital work but also to embarking on ambitious new projects that promise to further enhance the vibrancy and safety of our downtown. The implementation of the Downtown Welcome Center, alongside our strategic partnerships with Chico State and other key stakeholders, is poised to transform the downtown experience for residents and visitors alike. We plan an initiative-taking approach to navigating and planning for the downtown upgrades and continue dedicated efforts with Property Based Improvement District (PBID) Board to address safety concerns.

We are grateful for the support and collaboration we have received from the City of Chico and our commitment to continuing our efforts to rebuild and revitalize Downtown Chico and DCBA.

Respectfully,

A handwritten signature in black ink that reads 'D. Gregory Scott'. The signature is written in a cursive, flowing style.

D. Gregory Scott, President
Downtown Chico Business Association

Downtown Chico Business Association

Background

Downtown Chico Parking & Business Improvement District. The City of Chico, with the support of the downtown business owners, established the Downtown Chico Business Parking & Improvement District in 1975.

Legal Formation: California Streets & Highway Code 36000, formed as a Downtown Parking and Business Improvement Area (DPBIA) which may perform the following:

1. The acquisition, construction, or maintenance of parking facilities for the benefit of the area.
2. Decoration of any public place in the area.
3. Promotion of public events which are to take place on or in public places in the area.
4. Furnishing of music in any public place in the area.
5. The general promotion of retail trade activities in the area.

Downtown Chico Business Association. With the establishment of the Downtown Chico Parking & Business Improvement District, the downtown business owners formed the Downtown Chico Business Association, a 501c4, in 1975 to administer the duties and responsibilities of the Downtown Chico Parking & Business Improvement District.

Agreement for Administration of Parking & Business Improvement District, City of Chico/DCBA originally signed in 1975 with nine Amendments.

Assessment District: As the Parking and Business Improvement Area (DPBIA), the City of Chico assesses a fee on business licenses issued within the district boundaries (per Chico Municipal Code 3.34.010 – 3.34.140) based on the number of full-time equivalent employees at a business location. Those fees range from \$10.50 per year to a high of \$420 per year, depending on the number of employees. Total member assessment received in 2023 was \$10,454. The funds collected are distributed to DCBA who are mandated to use the assessment funds for one or more of the purposes as allowed by the California Streets & Highway Code (CDC 3.34.090).

District: The Downtown Parking & Business Improvement District encompasses 40 square blocks, from 2nd Street to 9th Street, and Flume to Salem. The boundaries include an average of 220 diverse businesses.

Commitment to Revitalizing Downtown Chico

City of Chico-DCBA Partnership

In 2023, recognizing the unprecedented challenges faced by our downtown district in the wake of the devastating Camp Fire and the subsequent global pandemic—a period marked by significant business closures and economic strain—the City of Chico stepped forward with vital funding support for the Downtown Chico Business Association (DCBA).

DCBA Board and volunteers prepared a three-year plan with ambitious goals and objectives to change the trajectory of both downtown and the organization, committing their time and energy to move that plan forward with the first task of rebuilding a fully operating Board of Directors and one staff person.

This strategic investment has enabled DCBA to embark on the comprehensive three-year business plan aimed at revitalizing and rebuilding our downtown core. The plan, meticulously designed with resilience and growth at its forefront, seeks not only to recover from the near-shuttering impacts of these crises but to forge a stronger, more vibrant downtown community. Through targeted initiatives focused on supporting existing businesses, attracting new ventures, and enhancing the downtown experience for all, this collaboration between the City of Chico and the DCBA exemplifies a committed partnership towards ensuring the enduring prosperity and dynamism of our downtown district.

DCBA Business Plan

The DCBA Three Year Business Plan focused on four transformation goals:

1. *City of Chico.* Renew our commitment to the City of Chico as outlined in the 1975 DPBIA Administration Agreement for parking, public events, and trade.
2. *Organization Restructure & Revenues.* Restructure DCBA, the organization, and diversify revenue through formal partnerships with other entities to drive shared values, goals and maximize outcomes.
3. *Place.* With a new structure, focus on truly enhancing the downtown experience and achieving results as outlined in the City's Vision for Downtown, 2030 General Plan. Implement key physical aesthetics, rebuild the historic fabric, and integrate community arts and culture.
4. *Downtown Shareholders.* Clarify our role, mission, and commitment to collaboration with downtown businesses and establish value by demonstrated actions

Year 1 – March 2023 to February 2024

The DCBA Year 1 Work Scope was strategically structured around four pivotal focus areas, each underpinned by key objectives that serve as the cornerstone of our collective efforts. These focus areas have been designed to guide the board and staff in channeling their time and resources towards achieving the overarching mission:

- 1) Focus Area: Organizational Rebuilding
- 2) Focus Area: Marketing & Communications
- 3) Focus Area: Events & Promotions
- 4) Focus Area: Placemaking

By concentrating on these four-focus areas, we ensure that every action taken, and every initiative launched is directly aligned with our strategic goals, with the intent of maximizing our impact on the downtown area.

While the business plan is carefully crafted around these four focus areas, we acknowledge that unexpected pop-up projects occasionally arise, necessitating a diversion of staff time and resources. These unforeseen initiatives, while outside our primary objectives, often present unique opportunities or urgent community needs that align with our broader mission to enhance Downtown Chico. To manage these interruptions effectively, the DCBA is committed to maintaining a flexible and responsive operational framework. This approach allows us to address immediate challenges and capitalize on new opportunities, all while striving to minimize the impact on our strategic focus areas.

By incorporating adaptive strategies and prioritizing tasks, the Board ensures the core objectives remain at the forefront of our efforts, even as we navigate this dynamic landscape for downtown vitality.

Year 1 Focus Area: Organizational Rebuilding

Year 1 work scope set out ten objectives to be achieved with all being completed but work is continuing:

1) Formalize Organizational Structure, Board Foundation, Council Liaison, Committee Chairs:

- *Board:* There is a fully operational board with 15 Directors, an Executive Committee, five advisors and a Council Liaison.
- *2024 Outgoing Directors:* Four long-term Directors, who shepherd DCBA through the pandemic retired from the Board, Tom DiGiovanni, Alan Tochtermann, David Halimi, and Kate Pinsonneault.
- *Incoming New Directors:* Unprecedented the call for Director candidates results in eight applications for six director seats open. New Directors installed at the February 8 Annual meeting include Mary Hartley, Tom Foolery, Julie Lengerich, Collier Hardware, Thomas Hightower Pita Pit, Nicole Johnston, TriCounties Bank, Michael Lee, Monoma, Ian Macmillan, Plumas Bank and Brenda Narayan, PG&E.
- *Advisors:* Representing key partner organizations, Advisors have been added to the Board of Directors, attend monthly meetings, and participate in planning events, marketing and pop-up issues and opportunities. Advisors also attend the annual planning work session to provide input.
- *Committee Chairs:* To engage downtown business owners, committees with Cochairs have been established to ensure we are hearing from the shareholders on what DCBA is doing.
- *Policies & Procedures:* The Board has initiated complete review of DCBA policies and procedures and adopted six policies ranging from financial policies to code of conduct.

2) Create Strategic Alliances

- *Operating Agreements:* DCBA is formalizing work with partners agencies to ensure DCBA stays focused on core mission and leverages assistance from partners. The City of Chico and Explore Butte County work under Professional Services Agreements. DCBA and CARD have signed a memorandum of understanding (MOU) and DCBA is planning on more MOUs in 2024 outlining scopes, roles, and responsibilities for downtown projects.
- *Chico State:* 2023 saw a stronger partnership with Shari Anderson, Executive Director Alumni Engagement (DCBA 2nd Vice President) for Chico State for Wildcat

Weekend, Orientation and Art & Wine Walk. DCBA will be working closely with Megan Kurtz, President Perez's Community Engagement Director on specific downtown-campus projects, engaging Chico State in design and placemaking in downtown with students, parents, and potential students in mind. Also collaborating with Seema Sehrawat, Chief of Staff, on 2030 Economy Project and Karen Avis, Chico State Performance on a campus performance-businesses downtown package.

- *Downtown Chico PBID*: An objective for 2023 was to formalize an agreement with the PBID on certain actions the PBID has within their charter. The PBID has also been in the process of structuring the board, so the timing has not been right for a formal agreement, however, DCBA and PBID are working closely on clean and safe with the Ambassadors, parking structure and trash (items within PBID's Charter).

3) **Build Staffing Foundation:**

- *Executive Director/General Manager*: The Board agreed to continue as is in 2024 with President Greg Scott serving as Executive supported by Debbie LaPlant Moseley, Interim General Manager (part-time) until DCBA had a solid organization footing. This includes the set up of the Downtown Welcome Center and a more active role in championing downtown issues on behalf of shareholders and downtown as a whole. Debbie, part-time, is overseeing staffing, implementation of projects, marketing, and development of the Welcome Center.
- *Staffing*: DCBA has been able to recruit very qualified and passionate individuals:
 - i. Events – Lucia Mercado, DCBA's only full-time employee.
 - ii. Social Media & Communications - Jasmine Garcia, part-time.
 - iii. Assistant & Welcome Center - Vanessa Ortiz, part-time.

4) **Visible Presence in Downtown for Office**

- *338 Broadway, Chico, Ca.*: Through generous donation of Greg & Aylssa Scott and Hotel Diamond DCBA has opened an office in the heart of downtown, next to the Raw Bar. The office is being furnished as DCBA headquarters and a welcoming center for visitors downtown and Chico State Campus.

5) **Membership Campaign**

- An objective to complete during 2023 was a formal investor campaign package. That has not been completed. The Board continues to review downtown businesses investment vs. assessment fees. The assessment fees collected by the

City were down nearly 60%. DCBA was able to increase sponsorships and earned revenue to have a public support of 38% and a private support of 62%. This is a priority to complete for 2024.

2023 Board of Directors	2023 Directors	Outgoing	2024 Board of Directors
Greg Scott, President Chris Daniels, 1 st VP Shari Anderson, 2 nd VP Liza Tedesco, Secretary Nicole Johnston, Treasurer David Halimi Nicole Hill Pat Macias Emma Martin Mollie Macarthy-Openshaw Kate Pinsonneault Steven Stull Alan Tochtermann Tom DiGiovanni, Past President	David Halimi Alan Tochtermann Tom DiGiovanni Kate Pinsonneault		Greg Scott, President Chris Daniels, 1 st VP Shari Anderson, 2 nd VP Liza Tedesco, Secretary Nicole Johnston, Treasurer Nicole Hill Pat Macias Emma Martin Steven Stull Mary Hartley Michael Lee Thomas Hightower Julie Lengerich Ian Macmillan Brenda Narayan
2023 Advisors			
Nick Andrew Nichole Farley Brenda Narayan Mike Egbert Jeffrey McCarthy			Nick Andrew Nichole Farley Brenda Narayan Mike Egbert Jeffrey McCarthy
Council Liaison			
Councilmember Dale Bennett Councilmember Tom van Overbeek			Councilmember Dale Bennett
Committee Chairs			
Nick Andrews, Restaurants Nicole Hill, Marketing Emma Martin, Marketing David Halimi, Thursday Day Market Nick Andrews, Friday Night Concert			Nick Andrews, Restaurants Nicole Hill, Marketing Emma Martin, Marketing David Halimi, TNM Deepika Tandon, TNM Nick Andrews, FNC

Year 1 Focus Area: Marketing & Communications

The year was focused on downtown shareholders (downtown businesses). A key objective was to hear from downtown businesses. The marketing committee initiated listening sessions as open forums for downtown businesses to attend and voice their concerns about downtown Chico. Supporting the listening session was the hosting of a Business Meet-up to gather downtown business in a setting for networking and discussion of downtown events, marketing, and any concerns.

Also, there was a major push to market Downtown Chico through all venues as well as a yearlong Love Downtown Chico television campaign sponsored by Cal Water.

WEBSITE

TOTAL USERS (2023)

53K

MOST VISITED PAGE



TOP 7 LOCATIONS OF WEB VISITORS

1. Chico
2. San Jose
3. Sacramento
4. Los Angeles
5. San Francisco
6. Seattle
7. Oroville

SOCIAL MEDIA

A growing base of followers and active participation.



1-YEAR CHANGE
JAN 23 – JAN 24

		
REACH*	▲ 80%	▲ 300%
INTERACTIONS**	▲ 101%	▲ 100%
PUBLISHED POSTS	▲ 197%	▲ 163%
FOLLOWERS (1/24)	25,300	10,346

* Organic and paid distribution (posts, stories, ads, tags)

** Likes/reactions, saves, comments, shares, replies

BILLBOARDS

Billboards promoting downtown were strategically placed throughout Chico every month.



TOTAL IMPRESSIONS:

13.0M

MEDIA PLACEMENTS

8 TV campaigns on KHSL/KNVN/CW including LOVE Downtown Chico, Small Business Saturday (including Spanish version) and Events.

TOTAL
COMMERCIALS
3,311

TV
IMPRESSIONS
10.7M

DIGITAL
IMPRESSIONS
683K

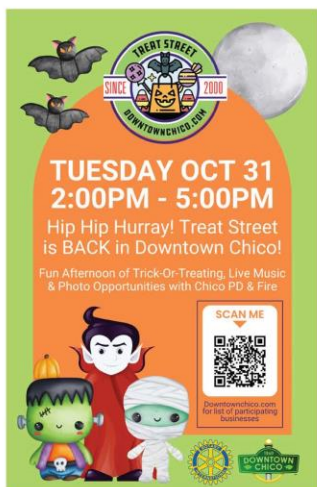
Year 1 Focus Area: Events & Promotions

DCBA successfully organized and managed all event planning and staffing. With the recruitment of Lucia Mercado as a full-time Events Manager and Debbie LaPlant as a contract Director, we have seen a marked improvement in team building and event management. The events, culminating with the Tree Lighting on December 1, witnessed a substantial increase in participation and received overwhelmingly positive feedback from businesses regarding their management."

- 1) **Thursday Night Market and Friday Night Concerts:** Successfully launched and concluded the Thursday Night Market and Friday Night Concerts for the season, with each event drawing more participants as the season progressed. Planning for 2024 is already underway, incorporating valuable feedback from the TNM Committee, vendors, and restaurants to further enhance these beloved community gatherings.
- 2) **Banner Installations:** Effectively collaborated with PG&E and Chico State to rotate banners throughout the year on city poles, contributing to a vibrant and welcoming downtown atmosphere. Continuous engagement with the city has ensured the ongoing presence of street banners across Main and Broadway.
- 3) **Collaboration with Chico State for Commencement Week:** Collaborated with Chico State to prepare downtown for Commencement Week, ensuring it was clean, safe, and entertaining for visiting families, parents, and students. This partnership has reinforced downtown Chico as a key destination during significant university events.
- 4) **Slice of Chico and Art & Wine Walk:** Both the Slice of Chico and Art & Wine Walk were executed flawlessly, with an unprecedented increase in attendance. The Art & Wine Walk saw double the venue stops from previous years and attracted over 2,000 attendees, showcasing downtown Chico's vibrant community spirit.
- 5) **Introduction of Chico Live:** Introduced the new event, Chico Live, which hosted headliner musicians and was well-received by attendees. Despite being its inaugural year, the event was praised for its excellent preparation and management, setting a strong foundation for future improvements and iterations.
- 6) **Fall & Winter Events and Celebrations:** The last quarter saw robust participation in downtown events, including the Art & Wine Walk, Treat Street, Christmas Preview, Small Business Saturday, and the Tree Lighting. Despite the cancellation of Chalk on the Block due to unforeseen circumstances at the Plaza, efforts are being made to address these issues. The Day of the Dead event, which also was affected by cleanliness at the Plaza, was successfully relocated, demonstrating adaptability and commitment to community traditions. DCBA assisted CARD in marketing and promoting the Ice Rink for another successful year.

DOWNTOWN EVENTS 2023

Posters publicizing
events and promotions in
Downtown Chico



Year 1 Focus Area: Placemaking

Pleased to report substantial progress in our collaboration with the City and other organizations on various fronts that would be placemaking, ensuring the enhancement and operational efficiency of downtown's infrastructure, appeal as a destination and opportunities to embrace downtown heritage, arts, and culture:

- 1) ***Parking Structure and Lots Management***: Under the leadership of President Greg Scott, we have made significant strides in maintaining cleanliness and safety within parking structures and lots. Our partnership with PBID Ambassadors and Public Works has been instrumental in this effort. Furthermore, we have successfully sponsored Kiosk Concierges during the transition from parking meters to kiosks and are actively coordinating with the city to schedule free parking for key events and holidays, enhancing downtown accessibility.
- 2) ***Evaluating City Council Initiatives***: Our role in evaluating key City Council initiatives, such as the Pedestrian Zones, has been critical. Although the Pedestrian Zones initiative saw limited interest from businesses, we continue to engage with our members to gauge their support for future projects. We have also facilitated discussions on the renaming of downtown to Historic Downtown, concluding that there is currently no consensus for such a change. However, we remain committed to integrating downtown's historic fabric through partnerships with local historical organizations and the introduction of historic building markers.

The Complete Streets Project began in December. DCBA has participated by hosting open forums for businesses to meet with city staff and learn more about the project as well as launching a survey to the Downtown businesses which has been submitted to the City Council as information of downtown businesses "pro and con" opinions of the project for their decision making.

- 3) ***Championing for Physical Enhancements***: We have been actively collaborating with the City to champion for and implement key physical enhancements, including additional lighting, new public trash cans, safety (return of police target teams) and cleanliness throughout downtown, particularly the Plaza. These efforts aim to enhance the safety, cleanliness, and navigability of downtown, contributing to a more welcoming environment for all.
- 4) ***Increasing Arts & Culture***: Our commitment to enriching downtown's cultural landscape has led to establishing a dedicated committee focusing on arts and culture partnerships. Despite challenges, such as not securing a grant for murals in the parking garage, we are forging ahead with plans for future projects, including an Art Block at the Thursday Night Market and collaborations with the Chico Art Center and **monca**.

- 5) ***Collaboration with PBID on Clean and Safe Measures:*** In partnership with PBID, we are continuously working to improve downtown's clean and safe initiative. The close coordination between President Greg Scott and the PBID Ambassadors has been pivotal in addressing areas of concern and ensuring that downtown remains a clean and safe environment for everyone.

In summary, our ongoing initiatives, and collaborations with the City, PBID, and local organizations are driving positive changes in downtown Chico. We remain dedicated to fostering a vibrant, safe, and accessible downtown community, and we look forward to continued progress in the coming year.

Investors, Sponsors & Supporters

California Water Service City of Chico	Explore Butte County Hotel Diamond	Kai Music & Art Studio
Sierra Nevada Brewing Company Interwest Insurance Chabin Concepts	CSU Chico Alumni Association Enide Allison Charitable Foundation	Kirk's Jewelry Slater & Sons The Grill Tri Counties Bank
3CORE CARD Alan & Terri Tochtermann Diamond W Western Wear Johnny on the Spot	Members 1st Credit Union Nanotech Energy, Inc. Pacific Gas & Electric Company Plumas Bank	Shubert's Ice Cream & Candy The Long Drink Company Waste Management
5th Street Steakhouse Alliance for Workforce Development Allies Pub Allworth Financial Almendra Winery & Distillery Anika Burke Art Etc. Artisan's Choice Painting ASCAB Capoeira Chico Bella's Sports Pub Bertagna Son Kissed Vineyards Bill Brouhard Bird In Hand British Bulldog Brewery Broadway Heights Butte College Small Business Development Center Caitlin's Closet Change Home Mortgage Chico Area Recreation District Chico Art Center Chico Chamber of Commerce Chico Children's Museum Chico Fire Department	Dog Creek Cellars Downtown Chico PBID, Inc. Equilibrium Acupuncture Fairway Mortgage Farmers Brewing For Elyse Gager Distributing, Inc. Gale Vineyards GHD Engineering Golden Beaver Distillery Golden One Credit Union Golden Valley Bank Grana G-Ride Pedi-Cab & Trolley Hydration Happens Ikoda Collective Integrity Wines Janet Turner Print Museum Judy Brislain Julianna Rose Art & Photography LaRocca Tasting Room LaRocca Vineyards Lassen Cidery Liberty Barber Company	North State Solar Energy North Valley Community Foundation Northern CA National Bank Northern Star Mills Odyssey Winery & Vineyards On Flume Co-Working Parkside Tap House Pat Macias ProPacific Fresh Pure Gold Studio Raging Bull Vineyard Rex & Debbie Moseley Rotary Club of Chico Secret Trail Brewing Co. Sierra Pools Simple Things Candles Sincere Cider Small Business Development Center Straw House Cellars Sweet Chico Confections The Hair Works The Peddlers Closet

Chico Home Mortgage
Chico Natural Foods Co-op
Chico Paper Company
Chico Police Department
Chico Police Officer's
Association
Coin Op
Collier Hardware
Country Squyres Antiques
Creative Concepts
Crush
Custom Produce
D&E Auto
Dale Bennett

Little Red Hen Home
Little Red Hen Vintage
Live Life Juice Company
Made In Chico
Magna Carta
Mercado Productions
Mid Valley Title & Escrow
Momona
MONCA
Nanotech Energy, Inc.
New Clairvaux Winery
Nichole Farley
North Rim Adventure Sports
North State Hispanic Chamber

The Watchman
Tom Foolery
Tom Van Overbeek
Transfer Flow
Tres Hombres
Upper Crust Bakery &
Eatery
Urban Couture
Vang's Plants &
Succulents Hub
Watershed Media
Wilson Printing & Signs
Woodstocks Pizza

103.5 The Blaze
106.7 Z Rock
92.7 BOB FM
96.7 KZAP
Actions News Now
Chico News & Review
Deer Creek Broadcasting

Enterprise Record
Fox 20
Growing Up Chico
KPAY 1290
KPAY 93.9
KRCR TV
KZFR Community Radio

Lamar Advertising
Mix 95.1
North State Parent
Power 102.1
Results Radio
Thunder 100.7
Upgraded Living Magazine

Aidan Rush Music
Alaya Heather Crystal Dance
Buck Schaechterle
Carly and The Universe
Catch it Quick Juggling Co
Chico Creek Dance
Chico Community Ballet
Chico State Theatre
Eastern Star Studios
Emma & Will
Infinite Kamikaze

Jeff Pershing Band
LCM Band
Mark 3
Mars the Fine Poet
Max Minardi
Mi Escuelita Maya
Matilda Krulder
Mike Houar
RHM Band
Ron Bruder
Sinner's Hymnal

Sounds of the Valley
Chorus
Simple Wheel
Steve & Kathy
Fesinmeyer
Stephanie Greivell
Tanner Luke Richardson
The Hartman
The Season of Us
Trinity Accordion Group

2023 Financial Overview

A goal of DCBA's business plan is to leverage the city's investment to stable the organization while it structures a different financial model to support the various initiatives, marketing and promotions as well as maintaining the signature events expected by downtown business and partner organizations. Year One was dedicated to getting operations and management of programs up and running, Year Two will focus on financial modeling.

The following budget year-end financial statements are provided for review. Notes to the financial statements include:

- DCBA was able to pay all "aged payables" which had occurred during 2020-2022 pandemic years.
- The current year end financials show a deficit on the Income Statement due to funds received for the Ice Rink in previous year (2022) and payment to the City per contract agreement of \$95,000 earned for the Ice Rink. At year end there were outstanding receivables of \$47,840.

Downtown Chico Business Association

Statement of Activity YTD Comparison

January - December 2023

	TOTAL	
	JAN - DEC 2023	JAN - DEC 2023 (YTD)
Revenue		
DIRECT PUBLIC SUPPORT		
City of Chico - Member Assess	10,454.02	10,454.02
City of Chico-Planters	8,000.00	8,000.00
City of Chico-Rebuilding Fund	142,210.00	142,210.00
Explore Butte County-Zone Marketing	12,000.00	12,000.00
Total DIRECT PUBLIC SUPPORT	172,664.02	172,664.02
Discounts/Refunds Given	100.00	100.00
DOWNTOWN EVENTS - INCOME		
Art & Wine Walk (AWW)		
AWW Sponsors	9,750.00	9,750.00
Total Art & Wine Walk (AWW)	9,750.00	9,750.00
ChicoLive		
CL Operations	22,336.46	22,336.46
CL Sponsors	15,050.00	15,050.00
Total ChicoLive	37,386.46	37,386.46
Christmas Preview (CP)		
CP Operations	3,803.00	3,803.00
CP Sponsors	1,000.00	1,000.00
Total Christmas Preview (CP)	4,803.00	4,803.00
Friday Night Concert (FNC)		
FNC Operations	18,329.54	18,329.54
FNC Sponsors	14,580.00	14,580.00
Total Friday Night Concert (FNC)	32,909.54	32,909.54
Ice Rink (IR)(Private) (deleted)		
IR Operations (deleted)	-54,018.94	-54,018.94
IR Sponsors (deleted)	18,921.00	18,921.00
Total Ice Rink (IR)(Private) (deleted)	-35,097.94	-35,097.94
Slice Of Chico (SOC)		
SOC Sponsors	5,350.00	5,350.00
Total Slice Of Chico (SOC)	5,350.00	5,350.00
Small Business Saturday (SBS)		
SBS Sponsors	8,750.00	8,750.00
Total Small Business Saturday (SBS)	8,750.00	8,750.00
Thursday Night Market (TNM)		
TNM Booth Rental/App	114,020.00	114,020.00
TNM Operations	2,532.80	2,532.80
TNM Sponsors	7,942.00	7,942.00
Total Thursday Night Market (TNM)	124,494.80	124,494.80
Treat Street (TS)		
TS Sponsors	500.00	500.00

Cash Basis Saturday, January 20, 2024 10:09 AM GMT-08:00

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Downtown Chico Business Association

Statement of Activity YTD Comparison

January - December 2023

	TOTAL	
	JAN - DEC 2023	JAN - DEC 2023 (YTD)
Total Treat Street (TS)	500.00	500.00
Total DOWNTOWN EVENTS - INCOME	188,845.86	188,845.86
PROGRAM INCOME		
Gift Card Revenue	7,736.00	7,736.00
Sponsors	25,325.00	25,325.00
Total PROGRAM INCOME	33,061.00	33,061.00
Sales of Product Revenue	972.00	972.00
Unapplied Cash Payment Revenue	484.25	484.25
Total Revenue	\$396,127.13	\$396,127.13
GROSS PROFIT	\$396,127.13	\$396,127.13
Expenditures		
BANK CHARGES	25.20	25.20
Bank Charges-Other	60.13	60.13
Interest Expense	7.23	7.23
Merchant Fees	4,210.66	4,210.66
Total BANK CHARGES	4,303.22	4,303.22
CONTRACT SERVICES		
Accounting	18,055.00	18,055.00
Consultants	38,800.00	38,800.00
Security Staff	5,266.50	5,266.50
Total CONTRACT SERVICES	62,121.50	62,121.50
DOWNTOWN EVENTS - EXPENSE		
Art & Wine Walk		
Advertising (AWW)	4,580.00	4,580.00
Event Contract Services (AWW)	700.00	700.00
Other (AWW)	6,433.01	6,433.01
Permits/Fees/Licenses (AWW)	845.23	845.23
Total Art & Wine Walk	12,558.24	12,558.24
ChicoLive		
Advertising (CL)	19,294.60	19,294.60
Event Contract Services (CL)	21,636.74	21,636.74
Other (CL)	20,234.34	20,234.34
Permits/Fees/Licenses (CL)	215.00	215.00
Total ChicoLive	61,380.68	61,380.68
Christmas Preview		
Advertising (CP)	3,442.54	3,442.54
Event Contract Services (CP)	450.00	450.00
Other (CP)	715.41	715.41
Total Christmas Preview	4,607.95	4,607.95
Community Tree Lighting		
Event Contract Services (CTL)	250.00	250.00

Cash Basis Saturday, January 20, 2024 10:09 AM GMT-08:00

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Downtown Chico Business Association

Statement of Activity YTD Comparison

January - December 2023

	TOTAL	
	JAN - DEC 2023	JAN - DEC 2023 (YTD)
Other (CTL)	104.37	104.37
Total Community Tree Lighting	354.37	354.37
Friday Night Concert		
Advertising (FNC)	12,849.24	12,849.24
Event Contract Services (FNC)	3,900.00	3,900.00
Other (FNC)	1,335.68	1,335.68
Permits/Fees/Licenses (FNC)	950.00	950.00
Total Friday Night Concert	19,034.92	19,034.92
Harvest Sidewalk Sale		
Event Contract Services (HSS)	650.00	650.00
Other (HSS)	300.00	300.00
Total Harvest Sidewalk Sale	950.00	950.00
Ice Rink (deleted)		
Advertising (IR) (deleted)	22,312.01	22,312.01
Event Contract Services (IR) (deleted)	16,180.00	16,180.00
Other (IR) (deleted)	2,571.57	2,571.57
Permits/Fees/Licenses (IR) (deleted)	2,034.71	2,034.71
Rentals (IR) (deleted)	1,187.90	1,187.90
Total Ice Rink (deleted)	44,286.19	44,286.19
Restaurant Week		
Advertising (RW)	187.50	187.50
Total Restaurant Week	187.50	187.50
Slice Of Chico		
Advertising (SOC)	5,463.50	5,463.50
Event Contract Services (SOC)	850.00	850.00
Other (SOC)	316.62	316.62
Total Slice Of Chico	6,630.12	6,630.12
Small Business Saturday		
Advertising (SBS)	2,000.00	2,000.00
Event Contract Services (SBS)	150.00	150.00
Other (SBS)	927.08	927.08
Permits/Fees/Licenses (SBS)	255.22	255.22
Total Small Business Saturday	3,332.30	3,332.30
Thursday Night Market		
Advertising (TNM)	10,168.06	10,168.06
Event Contract Services (TNM)	1,675.00	1,675.00
Other (TNM)	7,660.85	7,660.85
Permits/Fees/Licenses (TNM)	2,391.47	2,391.47
Total Thursday Night Market	21,895.38	21,895.38
Treat Street		
Advertising (TS)	1,000.00	1,000.00
Event Contract Services (TS)	200.00	200.00

Cash Basis Saturday, January 20, 2024 10:09 AM GMT-08:00

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Downtown Chico Business Association

Statement of Activity YTD Comparison

January - December 2023

	TOTAL	
	JAN - DEC 2023	JAN - DEC 2023 (YTD)
Other (TS)	431.01	431.01
Total Treat Street	1,631.01	1,631.01
Total DOWNTOWN EVENTS - EXPENSE	176,848.66	176,848.66
FACILITIES AND EQUIPMENT		
Repairs & Maintenance	1,000.00	1,000.00
Storage Rental	3,390.00	3,390.00
Transportation	834.76	834.76
Total FACILITIES AND EQUIPMENT	5,224.76	5,224.76
OPERATIONS		
Advertising & Marketing	29,279.79	29,279.79
Equipment/Materials/Supplies	1,611.82	1,611.82
Insurance	12,005.46	12,005.46
Meals	252.19	252.19
Office Expense	1,198.57	1,198.57
Other Expenses	11,187.92	11,187.92
Postage	649.24	649.24
Printing/Copying	573.73	573.73
Taxes/Licenses/Fees	2,641.79	2,641.79
Technology & Website Services	23,326.40	23,326.40
Total OPERATIONS	82,726.91	82,726.91
Payroll Expenses		
Taxes	14,644.39	14,644.39
Wages	149,072.05	149,072.05
Total Payroll Expenses	163,716.44	163,716.44
PROGRAM EXPENSES		
Chalk on the Block	435.13	435.13
Gift Card Fees	495.00	495.00
Gift Card Purchases	4,305.00	4,305.00
Kiosk Concierge	112.50	112.50
Other	667.87	667.87
Planters Landscaping/Maintenance	7,153.54	7,153.54
Total PROGRAM EXPENSES	13,169.04	13,169.04
QuickBooks Payments Fees	598.91	598.91
Reimbursements	1,331.58	1,331.58
Unapplied Cash Bill Payment Expenditure (Old)	0.00	0.00
Total Expenditures	\$510,041.02	\$510,041.02
NET OPERATING REVENUE	\$ -113,913.89	\$ -113,913.89
NET REVENUE	\$ -113,913.89	\$ -113,913.89

Downtown Chico Business Association

Statement of Financial Position Summary

As of December 31, 2023

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	75,806.37
Other Current Assets	108.54
Total Current Assets	\$75,914.91
Fixed Assets	0.00
Other Assets	0.00
TOTAL ASSETS	\$75,914.91
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	289.37
Other Current Liabilities	12,687.42
Total Current Liabilities	\$12,976.79
Long-Term Liabilities	154,313.24
Total Liabilities	\$167,290.03
Equity	-91,375.12
TOTAL LIABILITIES AND EQUITY	\$75,914.91