

APPENDIX

QUARTER 1-2024 REPORT TO CITY

To: City of Chico
 From: DCBA
 Date: April 30, 2024
 Subject: Q1 2024 Quarterly Report, per Agreement for Administration of
 Parking & Business Improvement Area, Amendment No. 1, May 24,
 1993.

Q1 2024 HIGHLIGHTS

During the first quarter of 2024 DCBA was active in all four of DCBA Business Plan Focus Areas:

I. ORGANIZATIONAL STRUCTURE

- Held open elections for 6 new members to fill outgoing Directors seats. Eight individuals applied to be on the candidates list. Downtown Business voted in a 3-week open voting period in January selecting the following members to the DCBA Board for term 2024-2027:
 - Nicole Johnston, Incumbent (Treasurer)
 - Mary Hartley, Tom Foolery
 - Thomas Hightower, Pita Pit
 - Michael Lee, Monoma
 - Julie Lengerich, Collier Harward
 - Ian Macmillan, Plumas Bank
- Board appointed two additional advisors:
 - Megan Kurtz, Chico State
 - Brenda Narayan, PG&E
- January 24, 2024, held half-day planning sessions with Board and Advisors identified priorities and actions for 2024.
- Recognizing that an expectation of both downtown businesses and Council was DCBA being an voice for downtown businesses, the Board passed a Resolution *Adopting a Stewardship Role for Downtown Enhancement*. DCBA's charter did not list advocacy as a role of DCBA.

II. MARKETING & COMMUNICATIONS

- DCBA moved into new offices on 338 Broadway, downtown. The space is provided by Hotel Diamond. Q1 has been working to get moved in and organizing the office as a Downtown Welcome Center for guests, residents and visitors to stop in and learn about the businesses, Chico State, art, culture, events, dining and products. Maps are being created. Local products are being displayed.



DCBA BOARD OF DIRECTORS

Greg Scott, President
 Chris Daniels, 1st VP
 Shari Anderson, 2nd VP
 Liza Tedesco, Secretary
 Nicole Johnston, Treasurer
 Nick Andrew, 5th Street Steakhouse
 Mary Hartley, Tom Foolery
 Thomas Hightower, Pita Pit
 Nicole Hill, Stoble
 Michael Lee, Monoma
 Julie Lengerich, Collier Hardware
 Pat Macias, Arts Alliance
 Ian Macmillan, Plumas Bank
 Emma Martin, Allies Pub
 Steven Stull, CalWater

ADVISORS

Mike Egbert, Chamber of Commerce
 Nichole Farley, Explore Butte County
 Megan Kurtz, Chico State
 Brenda Narayan, PG&E

COUNCIL LIAISON

Dale Bennett, City Council Liaison

DCBA Mission

*Improve, promote and
 enhance the experience,
 image, arts, culture, place and lifestyle
 in Chico's Downtown District.*

DOWNTOWN WELCOME CENTER

338 Broadway [office]
 P.O. Box 3098 [mail]
 Chico, CA 95928
 (530) 345-6500

- Social media is being increased and focused on downtown businesses.
- Q1 focused marketing and communication on new Board Directors, orientation, annual meeting, annual report and planning 2024 marketing and communications calendar.

III. EVENTS AND PROMOTIONS

- The Annual Meeting was held Feb 8, 2024, at Westport facilities downtown, installing all new board members and recognizing outgoing Directors. President Steve Perez keynote speaker. 100+ in attendance. Sponsored by TriCounties Bank.
- 2023 Annual Report was well received.
- Chico State's **Choose Chico weekend**, working with Shari Anderson and Megan Kurtz, DCBA secured the Plaza and arranged for entertainment in the Plaza throughout the Choose Chico week to ensure student and parents had a quality experience downtown. Assisted in handing out Chico State branding to businesses to also welcome students, parents, and families. Thanks to Kai Music and Results Radio for stepping to the table to ensure the Plaza was vibrant with music, and the PBID Ambassadors for cleaning the plaza.
- Planning of all signature events and organizing for TNM kick-off earlier than previously (input from stakeholders).
- Finalized curriculum with Butte College for holding the De-escalation training work sessions for Downtown business employees, sponsored by Plumas Bank.
- New events are in the planning que with restaurants, a hybrid model of Taste of Downtown and ARTober fest.

IV. PLACEMAKING

- Placemaking is a priority focus area for 2024.
- Leaning into the Board Resolution for stewardship, the Board worked with the city on hosting Complete Street open houses and conduct a survey of downtown businesses (193) regarding the alternative plans for Complete Streets. Survey was forwarded and presented to City Council.
- Conduct a survey of downtown businesses regarding lifting the moratorium on certain ABC Licenses to allow more "bar only" in downtown. Forwarded and presented at City Council.

D. Arroyo Smith

Attachment: Quarterly Financials

- Reports are Jan 1-Mar 31, 2024
- Quarterly Profit / Loss exceeded quarterly budget estimate.
- Balance sheet, cash position \$93,921.
- CPA Kevin Thomas will review books week of May 1 for Tax Preparation and meeting with Finance Committee as part of 2023 year end.

Thank You



From President Steve Perez
California State University **Chico**

Dear DCBA
THANK YOU!
Thank you for providing a great welcoming
experience in downtown Chico and in The
Plaza for Choose Chico Day. Our prospective
students and families will see and feel
first-hand how wonderful Chico is and
what a great community we have.
Thank you, Steve.

RESOLUTION OF THE DCBA BOARD OF DIRECTORS

ADOPTING A STEWARDSHIP ROLE FOR DOWNTOWN ENHANCEMENT



WHEREAS, Downtown Chico Business Association is dedicated to the betterment of our community and the fostering of a vibrant downtown;

WHEREAS, the success and vitality of our downtown are essential to the overall well-being of the community and its businesses;

WHEREAS, the board recognizes the importance of actively engaging with downtown businesses, listening to their concerns, and championing initiatives that contribute to the improvement of our downtown;

WHEREAS, the board acknowledges the need to adopt a stewardship role, purposefully committing to the long-term health and prosperity of the downtown area.

NOW, THEREFORE, BE IT RESOLVED, that the Board of Directors of Downtown Chico Business Association hereby:

Adopts a Stewardship Role: Commits to actively adopting a stewardship role for the downtown, emphasizing responsible and caring management for its growth and enhancement.

Actively Engages with Downtown Businesses: Commits to regular and meaningful engagement with downtown businesses to better understand their needs, challenges, and aspirations.

Listens and Shares Input: Pledges to actively listen to the opinions, concerns, and suggestions of downtown businesses and, in turn, share this valuable input with relevant stakeholders, including local authorities and community partners.

Champions Downtown Initiatives: Commits to championing efforts and initiatives that contribute to the betterment of the downtown area, fostering a positive and thriving environment for businesses and the community.

Collaborates for Success: Recognizes the importance of collaboration with local stakeholders, government agencies, and the community at large to achieve collective success in downtown enhancement.

Commits to Transparency: Pledges to maintain transparency in all stewardship activities, keeping stakeholders informed about the progress, challenges, and achievements related to downtown enhancement efforts.

BE IT FURTHER RESOLVED that this resolution shall be shared with stakeholders, members, and the broader community to communicate Downtown Chico Business Association commitment to being a resolute steward for the downtown district.

ADOPTED AND APPROVED the February 2, 2024, by the Board of Directors of Downtown Chico Business Association (DCBA).

Greg Scott, Board President
Downtown Chico Business Association

APPENDIX

ORGANIZATIONAL STRUCTURE



DCBA ORGANIZATION & ROLES CHART

ROLES & RESPONSIBILITIES (ByLaws)	
BOARD OF DIRECTORS 15 Board Directors (12 Downtown Business, 3 At Large) ExOfficio Directors: ▪ Butte College ▪ Chico State ▪ Chamber of Commerce ▪ City of Chico – Council Member & Deputy City Manager ▪ Cal-Water ▪ Explore Butte County ▪ PG&E ▪ 3CORE Committee Chair (optional attendance)	To advise, govern, oversee policy and direction, and assist with the leadership and general promotion of the Downtown Chico Business Association (DCBA) so as to support the organization's mission, vision and needs and in accordance with 1975 establishment of the Downtown Chico Parking & Improvement District, 1965 CA Code Section 36000: 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 areas. 4. Furnishing of music in any public place in the area. 5. The general promotion of retail trade activities in the area.
PRESIDENT	President is the Chief Executive Officer of the Corporation and has general supervision, direction and control of the business and officers of the Corporation. Shall preside at all meeting of the members and have the general powers and duties of management. President will contribute 10-20 or more hours per month.
EXECUTIVE COMMITTEE	The Executive Committee, Officers of Corporation, have been authorized the management of the business affairs of the corporation and will exercise taking significant decisions to the Board of Directors.
Vice President(s) – 2	In the absence of the President the Vice President shall perform all duties of the President. Vice President will have signature authority for checks, authority to approve credit card purchases, and will serve on committees as volunteered or appointed by President.
Secretary	The secretary maintains a book of minutes of all meetings of directors and members. The secretary will notice all meetings.
Treasurer	The treasurer shall keep and maintain, with the contract bookkeeper, correct accounts of properties and business transactions of the corporation including assets, liabilities, receipts, disbursements, gains, losses, capital, surplus and shares.



ROLES & RESPONSIBILITIES (ByLaws)

COMMITTEES

- **Event**
- **Marketing**
- **Restaurant**
- **Placemaking**
- **Finance**

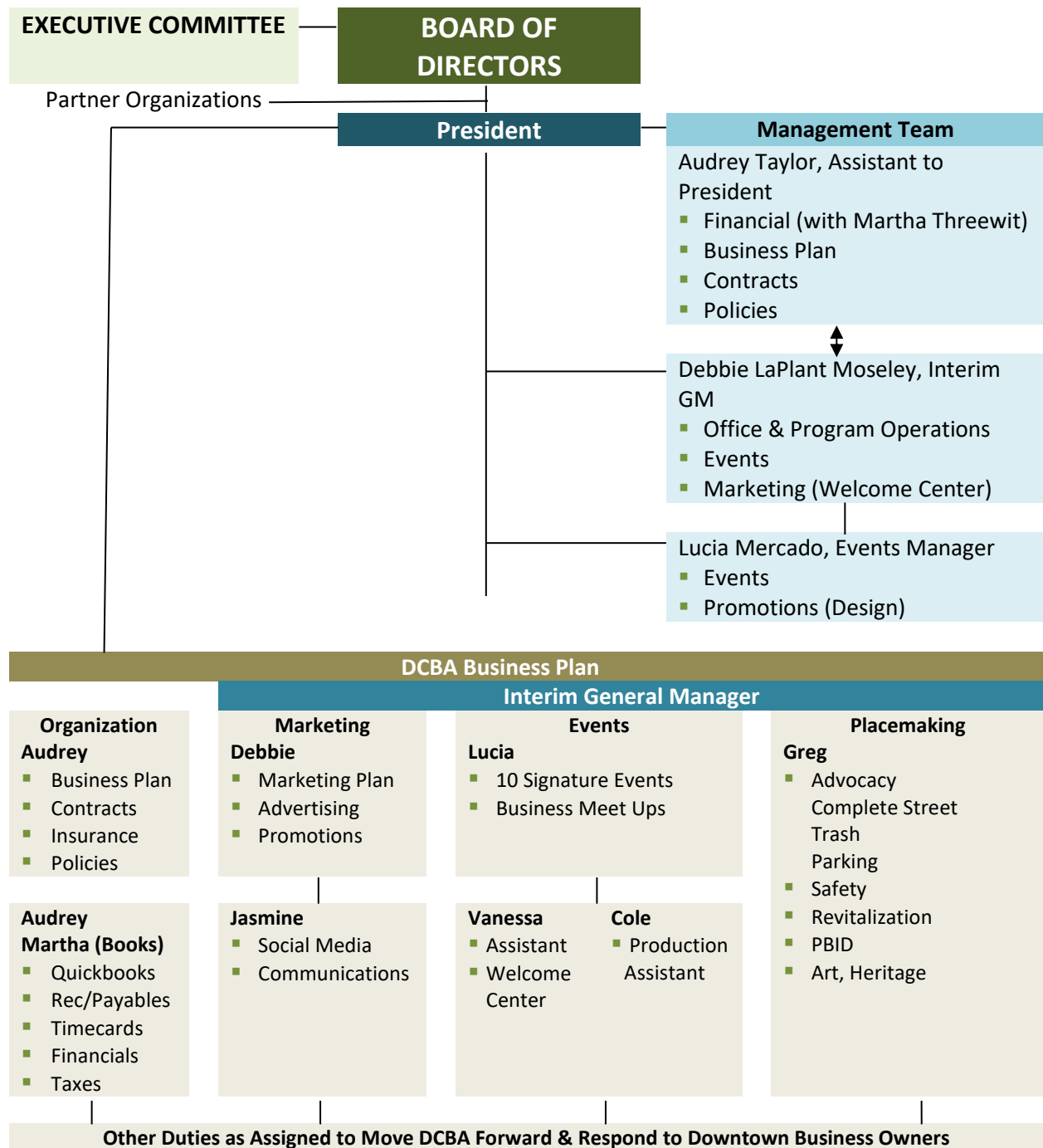
DCBA may form committees and appoint committee chairs to assist in the planning, implementation and management of DCBA events, marketing or projects. The purpose of Committee Chairs is to engage shareholders and stakeholders in the betterment of Downtown.

Committees may be short-term or long-term determine by President and Executive Committee.

Committee Chairs are advisors and do not have authority to obligate DCBA to any vendors, purchases or disbursement of funds or resources. Committees and Committee Chair may request budgets for project, submitting program of work to the Treasurer and Executive Committee.

DCBA Staff	Reports to	Role & Responsibilities
General Manager Debbie LaPlant Moseley (Interim, P/T)	President & Executive Committee	Management of DCBA staffing and office, oversees implementation of programs, specifically Events & Promotions, Marketing & Community, Welcome Center, partner and shareholder collaborations.
Events Manager Lucia Mercado	General Manager	Manages DCBA Signature Events (8) and other events and promotions. Manages seasonal workers.
Assistant Event & Marketing Vanessa Ortiz	Event Manager/General Manager	Assist with event organization, marketing, outreach, office.
Communications – Social Media Jasmine Garcia	General Manager	Posts and manages social media platforms, communications platform and will assist with website content management.
All staff work as a DCBA Team and share in whatever needs to get done – including delivering flyers and posters, survey, welcome center duties, assisting visitors and shareholders.		

DCBA ORGANIZATIONAL STRUCTURE



APPENDIX

DOWNTOWN WELCOME CENTER

Downtown Welcome Center Celebrates Grand Opening



Photos by Alice Patterson

By Alice Patterson

Visitors and locals alike are sure to learn something new about Chico when they stop in to the new Downtown Chico Welcome Center. Operated by the Downtown Chico Business Association (DCBA), the Center is designed to enhance the experience of both residents and visitors in Chico's vibrant Downtown District. Located at 338 Broadway in the heart of downtown, the Welcome Center is set to become the go-to resource for information about Downtown businesses and community activities. The Center's Grand Opening Celebration is scheduled for Wednesday, September 4, 2024 from 5:00-7:00 p.m.

"We couldn't be more excited to welcome visitors and residents alike into our new space," said Debbie LaPlant Moseley, Interim General Manager of the DCBA. With space generously donated and

renovated by DCBA President Greg Scott and family, the Welcome Center serves as a one-stop shop for up-to-date community information.

Welcome Center services include hospitality, making sure visitors receive a warm, hospitable welcome to the community. Friendly and knowledgeable staff are ready to assist with inquiries and provide personalized recommendations, creating a positive first impression of Downtown Chico. The Center offers a hub for providing information and assistance to the visitor regarding local attractions, events, businesses and services, with a focus on Downtown. Retail and dining maps are available, making the shopping and eating experience that much easier for those new to the community. Staff is available to provide directions, recommendations and answer questions. Bilingual support is available.

Historic photos of Chico line the walls, giving

the visitor a glimpse into Chico's past, while informational display racks offer an opportunity for Downtown business to showcase their products and services.

"This is a great, central place to represent our downtown businesses," said La Plant Moseley. "We'll have a variety of downtown businesses showcased at all times," she said.

Downtown Chico has been providing signature events in the community for decades, and the coming year is no exception. On Sunday, September 8, 2024, the DCBA will host it's newest event, a "Taste of Downtown." This restaurant, pub crawl and concert runs from 11:00 a.m. to 4:00 p.m. offering a unique opportunity to explore a diverse array of "Bites & Sips" at local restaurants and pubs, each showcasing their signature dishes and drinks. With over 25 participating venues throughout Downtown, attendees can savor the



rich flavors of downtown Chico while enjoying a series of live performances by talented musicians. The event culminates in a free concert at City Plaza, featuring the renowned band "Low Flying Birds," embodying the vibrant entertainment scene of Chico.

In October, 2024, the community can look forward to ARTober FEST- a month-long celebration of Art, Culture and Community in Downtown Chico. The festival aims to merge artistic expression with community engagement, creating a dynamic gathering that celebrates the rich cultural tapestry of Chico. A complete schedule of events will be released September 1.

For more information about the new Downtown Chico Welcome Center, Downtown Chico Business Association, or for a complete calendar of signature events, visit the Center at 338 Broadway, call 530-345-6500 or visit downtownchico.com. The Center is open Tuesday-Friday 10:00 a.m. to 5:00 p.m. and Saturday 10:00 a.m. to 2:00 p.m.



DINING

Discover over 70 restaurants, bakeries, coffee shops, bars, nightclubs, ice cream parlors, and more in Downtown Chico! Pick up your 2024 Dining Guide at the Downtown Welcome Center located at 338 Broadway Street.

SHOPPING

Downtown Chico is Your Ultimate Shopping Haven! Explore a delightful range of unique clothing, inspiring art, hand-crafted jewelry, stylish home decor, and one-of-a-kind gifts—all within walking distance!



SUMMER EVENTS



NOW - 09/26/2024
6:00PM - 9:00PM



NOW - 09/20/2024
7:00PM - 8:30PM



SUNDAY, SEPTEMBER 8TH - CRAWL 11:00AM-4:00PM AND CONCERT 3:00PM-5:00PM.
SCAN THE QR CODE TO PURCHASE TICKETS FOR TASTE OF DOWNTOWN! TICKETS ONLY \$20 FOR CHICO STATE STUDENTS AND FACULTY.

APPENDIX

DE-ESCALATION TRAINING

FOR IMMEDIATE RELEASE



Plumas Bank and Downtown Chico Business Association Sponsor "Essential Training on Practical De-escalation & Mental Health Awareness Skills"

Chico, CA – Greg Scott, DCBA President announced today, the roll-out of a customized training program for downtown businesses. *"DCBA's role is to provide value to our businesses. As an innovative collaboration, DCBA Board Director Liza Tedesco worked with Butte College Training Place to create the customized De-escalation Training Course for downtown businesses to empower their employees and management teams with the skills needed to navigate challenging interactions and foster a positive community within the workplace and downtown".*

This vital training program focuses on practical de-escalation and mental health awareness skills, which are essential professionals for all. *"I want to thank Ian Macmillan and Plumas Bank for recognizing the importance of this training for downtown businesses and employees,"* said Scott *"With their support, we can offer the training to all downtown businesses and their employees for only \$25 per attendee."* The Downtown Property Based Improvement District (PBID) is also supporting the training.

This unique training will be hosted at Stoble, 418 Broadway, marking a downtown-wide effort to address critical issues businesses face today.

The training is designed to empower business owners and employees with practical strategies for managing situations involving individuals experiencing homelessness or mental health challenges. This program aims to cultivate a culture of empathy and understanding by adopting a human-centric approach, ensuring businesses can foster safe and inclusive environments.

Key Learning Outcomes:

- The intricacies of community stressors, trauma biology, and dynamics of crisis interactions
- Identifying triggers and implementing appropriate initial assistance strategies
- Enhancing self-awareness and developing resilience to maintain workplace safety
- Mastering a six-step de-escalation process, reflective practices, and creating tailored workplace response protocols

Expert Guidance by Renowned Trainers:

- Reidun Waddell, LCSW, a distinguished figure in crisis intervention and behavioral health, brings over a decade of expertise to the program.
- Emiliano Jimenez-Cornejo, renowned for his work on "Resiliency in the Workforce" at Butte College, will share insights into building a psychologically safe and resilient workplace.

This training is a testament to the sponsoring organizations' commitment to enhancing the local business environment and community wellbeing. The collaboration between Plumas Bank, DCBA, and the Butte College Training Place highlights the collective effort to support Downtown Chico's businesses in navigating the complexities of mental health and homelessness with compassion and effectiveness.

Participants will leave with enhanced skills and a deeper understanding of the critical role empathy and awareness play in creating a supportive community for all.

Registration is open to all business owners and employees in Chico's downtown area. To secure a spot in this transformative program or for more information, Register online @ Butte College <https://tinyurl.com/tneeeeer7> or contact The Training Place 530.895.9015

Training Details - Dates & Times:

- Monday, April 22nd, 9 AM - 12 PM
- Monday, April 29th, 9 AM - 12 PM

Location:

- Stoble, 418 Broadway, Chico, CA

Register now; limited seating available. Take the first step towards a safer, more empathetic business environment.

Businesses, entities, and the Downtown Chico Business Association are taking steps forward together to make Downtown Chico a model of resilience, inclusivity, and safety.

###

For additional information, press only contact:

Greg Scott, DCBA President

Phone - (720) 201-0782

Email - greg@aaapropertieschico.com

About Plumas Bank

Plumas Bank is a locally managed, full-service award-winning community bank. With 15 branch offices in Northeastern California and Northern Nevada, and loan production offices in California and southern Oregon, Plumas Bank is one of the top

performing community banks in the country and a preferred lender with the United States Small Business Administration.

About The Butte College Training Place

The Training Place helps companies develop their employee talent by offering over 200 training programs. Our team of Butte College instructors hold training credentials and certifications with Global Training Industry talent development partners. Course content is designed to provide performance improvement solutions to help our community with economic development, sustainability, and growth. The Training Place was established to deliver affordable employee training to businesses of all sizes.

About Downtown Chico Business Association (DCBA)

The Downtown Chico Business Association is dedicated to promoting and enhancing the economic vitality and cultural vibrancy of downtown Chico. Through community partnerships, stewardship efforts, and special events like the ***Empowering Your Team with Essential Skills*** the association works to create a thriving downtown district that enriches the lives of residents and visitors alike.

Unlock the Power of Empathy and Safety in Your Workplace

A transformative training session designed to equip your team with critical skills in de-escalation and mental health awareness. This training is tailored for business owners and employees, focused on effective strategies for engaging individuals facing homelessness and mental health challenges.

Why Attend?

- Learn to navigate complex interactions with a human-centric approach.
- Foster empathy and understanding in every encounter.
- Create a safer, more inclusive environment for everyone in your business.

What You'll Learn:

- The biology of trauma and stress, and how it affects crisis interactions.
- Identifying triggers and appropriate do's and don'ts in crisis management.
- Building resiliency and self-awareness to safeguard your work environment.

Training Schedule:

- Session 1: Monday, 4/22, 9 AM - 12 PM
- Session 2: Monday, 4/29, 9 AM - 12 PM

Costs: \$125 per attendee, **DCBA Businesses receive \$100 discount with Promo Code**, only \$25 per attendee

Host Location: Stoble 418 Broadway

Reserve Your Spot Today-Limited Space!

Register online @ Butte College <https://tinyurl.com/tneeeer7>

Phone: 530.895.9015

Promo Code: **DCBA**

APPENDIX

Downtown Building Vacancies

White Paper & Background Information

DRAFT DOWNTOWN VACANCY WHITE PAPER & INFORMATION



Purpose of speaking points/white paper: The following speaking points/white paper was created in response to DCBA's interest in assisting with the vacant buildings downtown and recent media coverage. Buildings and building vacancies would typically fall under the PBID, building owner organization.

Recommendation: The Board at its annual planning meeting discussed the vacant building situation but did not prioritize an action item. However, there has been more media and attention regarding the vacancies in downtown which DCBA should respond and take action where they can. The speaking points/white paper outlines the challenges not just in downtown Chico but nationally regarding retail and office vacancies – there are circumstances beyond building owners that are creating vacancies.

However, it is recommended that DCBA organize an ad hoc task force to include Carrie Welch, Capital Rivers Commercial, an active broker in downtown and others to take action:

1. Present to Board, form a small ad hoc committee re downtown buildings and vacancy,
2. Do a good inventory of the vacant buildings (in process of doing a master list of businesses which has most of the vacant spaces),
3. Strategize what we need to do to fill these spaces,
4. Address issues important to regional or national credit tenant regarding parking,
5. Create DCBA message and story of Why Downtown Chico.

Downtown Chico's Recovery, Resilience and Revitalization

1. Factors Affecting Downtowns and Businesses in the Current Economy

- **Economic Challenges Nationwide:** It is important to recognize that Downtown Chico is not unique in facing challenges; these are issues being experienced across the country. The current economy has put pressure on all downtown areas, particularly those dependent on small businesses. Economic uncertainties, rising costs, and changing consumer habits have made it difficult for many businesses to sustain themselves whether downtown or anywhere in Chico.
- **Vacancy and Downtown Trends:** National trends show an increase in commercial vacancies, especially in downtown areas. This trend is not isolated to Chico but reflects broader economic conditions. Downtowns across the nation are dealing with shifts in retail patterns, with many consumers favoring online shopping or large chain stores over small, local businesses.

There are retail vacancies throughout Chico with a 4-7% vacancy rate depending on the specific center. Downtown stands out as it always has and will continue to be the heart of Chico. National trends are indicating shifts in the types of stores downtown moving from retail to entertainment and services. Chico is fortunate to have a diversity of businesses downtown, over 400 in the core, 70 foodie businesses, and 25+ legacy iconic stores that have been in downtown 20- 30 – 40 and 50 years.

- **Actual Downtown Vacant Buildings:** During July and August 2024 DCBA has been doing a walking survey of Downtown businesses and downtown vacant buildings:

Vacant Buildings in the Downtown core, Broadway & Main include:

- 1) 7 Storefronts on Broadway
- 2) 3 Office spaces on Broadway
- 3) 8 Storefronts on Main Street
- 4) 3 Office space

Vacant spaces off the downtown core:

- 1 Storefront
- 11 Office space

The estimated number of spaces downtown is well over 400 (number of office spaces is not known at this time, some buildings have multiple offices). Appears Downtown is similar to Chico's overall vacancy rate but lower vacancy rate in retail. However, some larger buildings are vacant with some under renovation as well as plans for several vacancies.

- **Comparison of Rental Rates:** Downtown rental rates are competitive to the Chico Marketplace Mall and Meriam Park:
 - 1) Downtown Chico – range \$1.15/SF/Mo to \$1.55/SF/Mo, NNN depending on the building. Restaurant fully turn-key \$2.26/SF/Mo
 - 2) Chico Marketplace – Small specialty space \$1.50/SF/Mo + NNN, larger permanent deals and space \$2.75/SF/Mo + NNN
 - 3) Meriam Park – start at \$2.25/SF/Mo + NNN, higher profile corner buildings start at \$2.75/SF/MO – NNN.¹

2. Other Challenges Faced by Downtown Businesses (not faced by other small businesses)

- **Survival During the Pandemic:** Businesses in Downtown Chico, like many across the nation, faced unprecedented challenges during the COVID-19 pandemic. The lockdowns and restrictions severely limited foot traffic, causing significant revenue losses. Many small businesses struggled to keep their doors open, with some barely surviving, while others, unfortunately, had to close permanently.
- **Shift in Consumer Behavior:** The pandemic accelerated the shift towards online shopping and home delivery services, making it harder for brick-and-mortar stores to compete. Small businesses in downtown areas were especially vulnerable because they rely heavily on local customers and foot traffic.
- **Impact of Homelessness and Public Safety Concerns:** Downtown Chico has faced significant challenges related to homelessness, which has disproportionately impacted the area compared to other parts of the city. The presence of unsheltered individuals in key areas like the plaza can deter customers and create public safety concerns. Businesses have had to invest time and resources into keeping their premises clean and safe to maintain customer confidence.
- **Transition to Parking Kiosks:** The introduction of parking kiosks downtown has been another hurdle. While intending to modernize parking management, the transition has caused confusion and frustration among customers, contributing to a decline in foot traffic. For some businesses, this was the tipping point that led to closures or relocations.
- **Business Transitions:** Despite these challenges, some businesses have successfully transitioned to new ownership, such as Campus Bicycles, Magna Carta, and Bills Town Lounge. These transitions represent resilience and a continued belief in the potential of Downtown Chico.

¹ Real Estate rents provided by Carrie Welch, CCIM

3. Good News and Positive Developments

- **Business Turnover as a Natural Process:** It is important to understand that turnover is a natural part of any downtown ecosystem. While some businesses close, new ones take their place, bringing fresh energy and offerings to the area. This cycle is happening in Chico as well, with several new businesses setting up shop downtown.
- **Chico State Enrollment Rebound:** The return of Chico State students is a positive sign for downtown businesses. As enrollment increases, so does the number of potential customers, which will likely lead to a revitalization of foot traffic and sales.
- **New Businesses and Renovations:** Downtown Chico has seen the arrival of new businesses, which is a testament to its ongoing appeal and potential. Several buildings have undergone renovations to accommodate these new ventures, signaling investment and confidence in the future of the area.
- **Increased Sales Tax Revenue:** Despite the challenges, sales tax data shows that Downtown Chico outperformed other parts of the city in recent periods. This is a strong indicator that there is still significant economic activity in the area and that consumers continue to support downtown businesses.

4. Always a Challenge will be the Competition with Big Box Stores and Online Retailers

- **Challenges for Small Businesses:** Downtown Chico's retail environment is primarily composed of small, locally owned businesses. These establishments face stiff competition from big box stores and online retailers, which often offer lower prices and greater convenience. This competition makes it imperative for residents and visitors to prioritize shopping locally to help sustain these small businesses.
- **Shop Small, Shop Local:** Supporting local businesses is more than just a purchase; it is an investment in the community. When consumers shop locally, they help keep money in the community, support jobs, and contribute to the vibrancy and uniqueness of downtown areas like Chico's.

Call to Action – how the Chico Community can be a part of resiliency:

1. **Community Responsibility:** The future of Downtown Chico is a shared responsibility. For downtown to thrive, it needs the support of the local community. Residents and visitors must choose to shop locally and support small businesses, as these establishments are the backbone of the downtown economy. By doing so, Chicoans can help create a vibrant and sustainable downtown that benefits everyone.
2. **Limit Online Shopping:** Online shopping may be convenient, but it often comes at the expense of local businesses. By limiting online purchases and choosing to buy from downtown retailers, the community can help ensure that these businesses continue to operate and serve as an integral part of Chico's character.

APPENDIX

Thursday Night Market Visit Statistics

LATEST HEADLINES

SUBSCRIBER ONLY

Thursday night market opens 2024 season



Left to right, Chris Saeturn from Saeturn Farms hands a bag of strawberries to Boo Gurnee nad Alex Knudsvig on Thursday, April 27, 2023 at the Thursday Night Market in Chico, California. (Michael Weber/Enterprise-Record)



By **KYRA GOTTESMAN** | kgottesman@chicoer.com

PUBLISHED: April 9, 2024 at 3:41 a.m.

CHICO – Downtown Chico's Thursday Night Farmers Market kicks off its 27th season Thursday with more vendors than ever before.

"We're opening with 120 vendors, much more than in the past couple of years," said Lucia Mercado, Downtown Chico Business Association events manager. "Last year we opened with 90 vendors and the year before a lot less, like 70 or 80."

The market will be open from 6 p.m. to 9 p.m. However, from 5 p.m to 10 p.m. there will be street closures including Broadway Street from West Second to West Fifth streets and West Third and West Fourth streets from Salem to Main.

In addition to more vendors, the 2024 market season also offers more opportunities to enjoy the shopping and entertainment as it's opening two weeks earlier and closing two weeks later than in previous seasons. In the past, the market has opened the first week of May and closed the second week of September. This year, the market opens April 11 and runs every Thursday, except July 4, through Sept. 26.

With an increase in vendors, this year's market promises an even more extensive selection of farm-fresh produce, flowers, artisanal crafts, delectable cuisine and live entertainment. Attendees will have access to locally grown fruits and vegetables straight from the source. From vibrant heirloom tomatoes to crisp apples, shoppers can indulge in the season's bounty while supporting local farmers and sustainable agriculture practices.

Among the 120 vendors expected on opening night are 30 food purveyors. Among the 30 are nine newcomers including Lovebird Coffee, M Taquito, Caribbean Café, Tom Tom's Island Style, Acai Nativo, Taqueria Los Betos, Pumped Coffee, Meze Moon and Taste of Thai.

"With all the food vendors, people will have plenty of choices of places to eat," said Mercado. "And, that doesn't even include all of our many wonderful downtown restaurants that will be open."

There will also be an abundance of live entertainment Thursday with local favorites including Lone Wolf, Ron Bruder, Mars! Robinson and the North State Symphony.

"Our goal is to have four performers in four locations at every market," said Mercado. "The musicians are paid strictly by tips so, if people enjoy the music and if they are able, we ask they donate to these really talented musicians."

About 9,000 people attended the 2023 season opening market and the peak attendance during the season reached just over 10,000 people. Overall there were 46 percent more vendors throughout the full 2023 season than the 2022 season.

“We’ve made a complete comeback since COVID and that’s a big success for the team and made everyone very happy,” said Mercado. “We’re very excited for this year’s market and looking forward to meeting and greeting everyone. There’s a lot on the horizon. It’s going to be a good year.”

A map of the market, including performer and restroom locations, is scheduled to be published on the Downtown Chico social media pages this week and more information is available at the Downtown Chico website www.downtownchico.com

2024 > April > 9

THURSDAY NIGHT MARKET VISIT STATISTICS

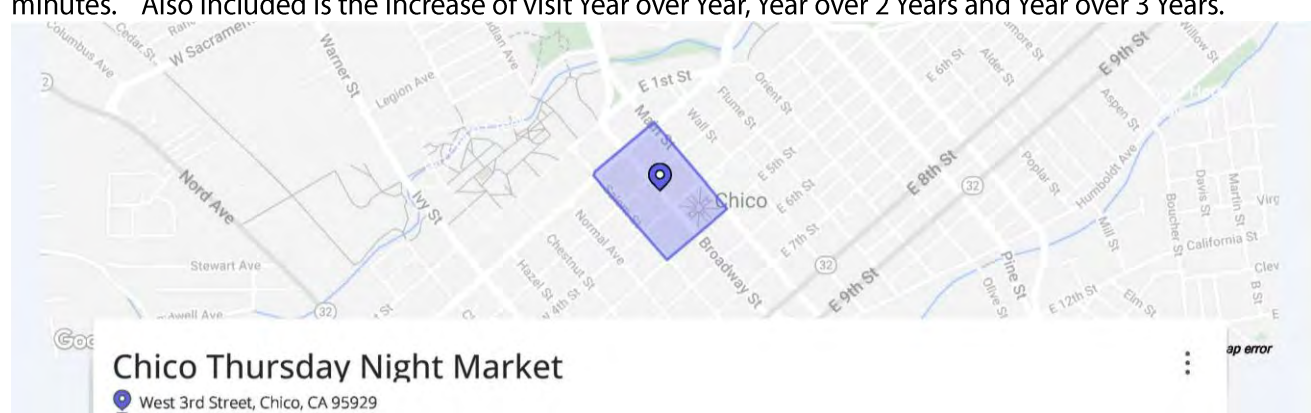
March – April – May 2024

The following geo-data provides a picture of visit trends to Downtown Chico on Thursday nights, highlighting the impact of drawing visitors for Thursday Night Market.

Source: Placer AI
 Place: Downtown Chico, mid-block Broadway, between 3rd & 4th
 Time Period: March, April, May 2024
 Tracking Stays: Over 10 Minutes

Overview

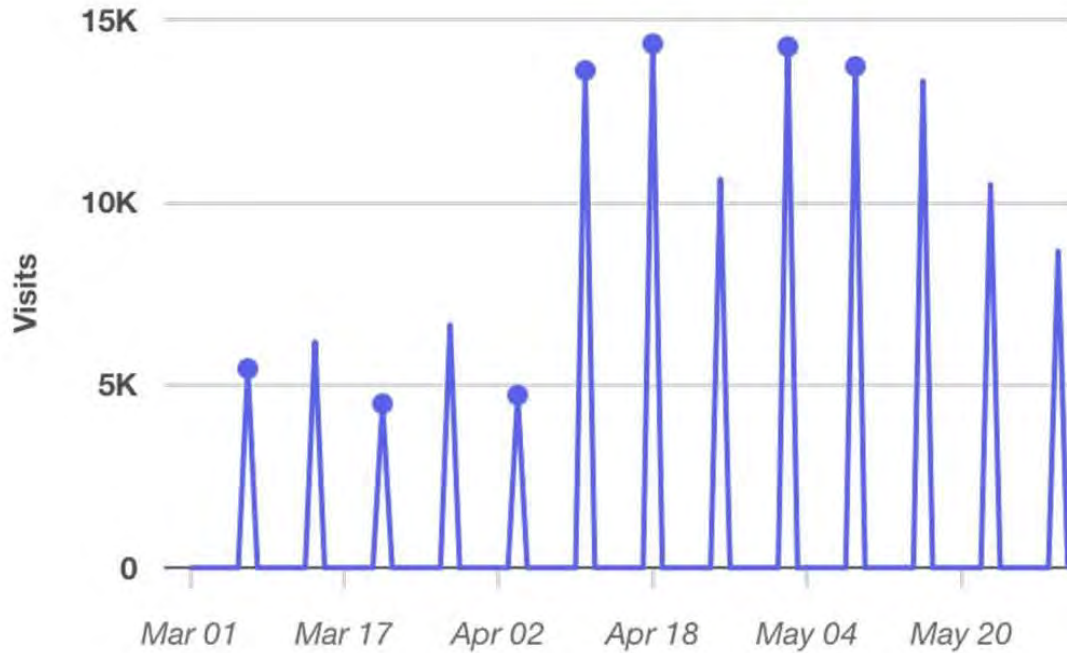
Following identifies the number of visits, visitor, frequency of each person and the average time spent in downtown during the trend period on Thursday Nights, 72 minutes with a median stay of 56 minutes. Also included is the increase of visit Year over Year, Year over 2 Years and Year over 3 Years.



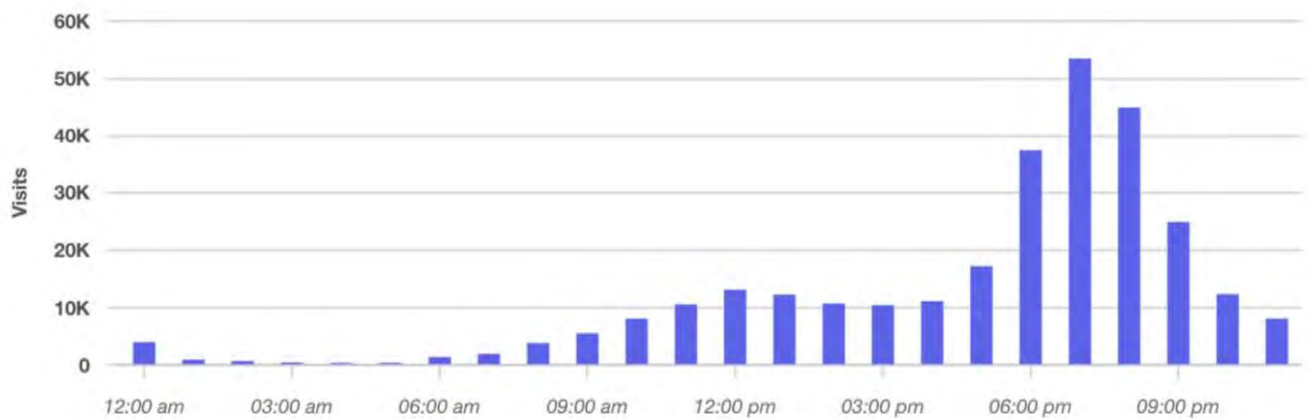
Visits	126.6K	Visits YoY	+26.4%
Visitors	80.1K	Visits Yo2Y	+36.7%
Visit Frequency	1.58	Visits Yo3Y	+74.9%
Avg. Dwell Time	72 min		

Daily Visits

The graphic below highlights Thursday March through May visits, with a peak at 14,000 visits mid-April exceeding 2023 estimated 10,000 visits.

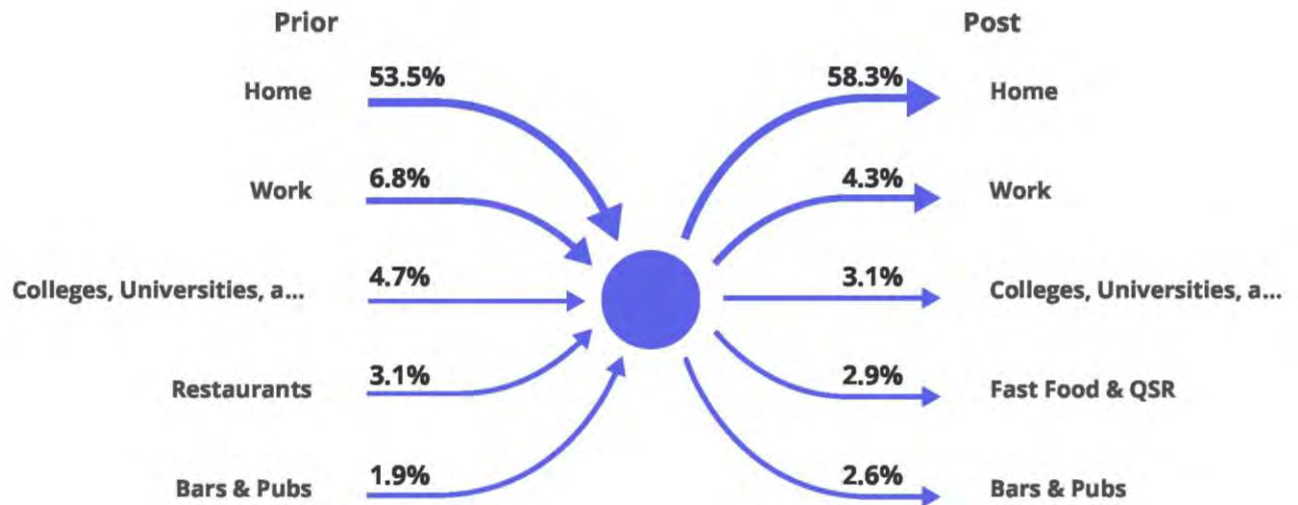


Hourly Visits



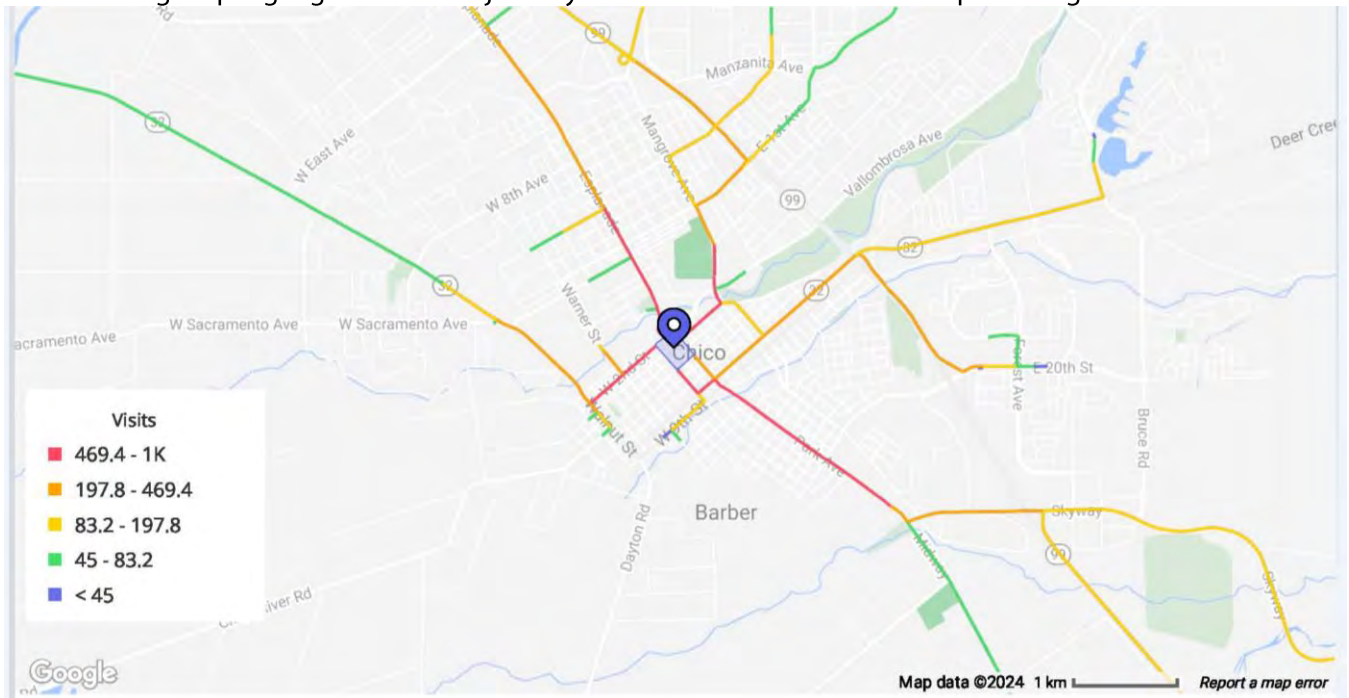
Visitor Journey

The Visitor Journey maps the location from which a visitor travels to Downtown Chico on Thursday and where they go to after leaving Downtown.



Visitor Journey – Routes

The following map highlights the areas journeyed from to Downtown and the percentage.



APPENDIX

Letter from Business – Vang’s

Letter from Downtown Business Owner – Vang’s Plants & Succulents

From: Vang Thao <vangshub@gmail.com>

Sent: Tuesday, July 16, 2024 8:29 PM

To: DCBA <dcba@downtownchico.com>

Subject: Letter of Appreciate

To the DCBA Board

Hello, my name is Sheng Vang and I’m the owner of Vang’s Plants and Succulents Hub in downtown Chico (right next to Tres Hombres) and I wanted to send my appreciation to the DCBA team.

We have been a part of downtown Chico for 3 years now and I want to thank the organization for being here and supporting all businesses in this area. Lucia and her team are easy to communicate with when we have questions or concerns. They are always respectful when coming in and asking us to put up flyers for events hosted by them.

This is our first year doing Thursday Night Market, and I appreciate the clear communication on what, where, when, and how to set-up from Lucia. The organization helps us have a better experience as vendors and if it wasn’t so hot, we would probably commit to the whole season. I love the variety of vendors and what they bring to the market. It is such a great event to bring family and friends who are visiting from out of town.

As a small business owner, who has only one part-time employee, we have to wear many hats, one of them being the marketing team. We have no extra budget to hire out an organization to do marketing, so that means we, meaning I, take on that role. Our main outlet for marketing is through social media, specifically on Instagram and Facebook. I’ve got to say that I’ve been super impressed with ALL the content on Downtown Chico’s social media account. Jasmine has done a few reels with us and she is professional and makes being in front of the camera so comfortable. Many people have come into the shop, saying that they’ve heard and/or saw us on Downtown Chico’s posts/reels/stories and for that we are grateful!

Lastly, but most importantly as a person of color, it is wonderful to see people of color in this organization. Representation is so important to me and my business. For our community to be more inclusive, we need more people in places that look like our community. The voices of the people in our community will be heard and seen if there are people from all walks of life.

Thank you for your time!

Best Wishes,

Sheng Vang

Owner of Vang’s Plants and Succulents Hub

APPENDIX

Slice of Chico

Large turnout for 49th annual Slice of Chico event

By Angelita Velazquez | Jul 12, 2024 | Updated Jul 12, 2024



CHICO, Calif. – With temperatures reaching 105 degrees today, hundreds gathered in Downtown Chico for the Downtown Chico Business Association's 49th annual Slice of Chico event.

"I just like all the stands and everybody's selling stuff. I like that all of Chico comes together to these events and I just like it," Isaiah Sander said.

Excessive heat warnings in our area didn't stop locals from coming downtown to check out sales and discounts local businesses had. People could grab a cool slice of watermelon and cold water as they walked to different booths and stores. Brett Sanders, a Chico man, said it's important for community members to gather and support business. But also to bring people closer together.

"We absolutely love coming to events in downtown Chico. It's warm out, but it's awesome. I love to see all the community out here shopping and just enjoying the time with their families it's great," Brett said. Riley Murray, a woman who has lived in Chico for 12 years, said she enjoys having a slice of cold watermelon when walking downtown with her friends and husband. Murray said she wanted to go to the event early in the day to beat the heat.

"I knew that I would need to come out early to enjoy it. Yesterday was 111 and I think today is supposed to be 108 so I'm trying my best to get my community time in and have some fun maybe go in the pool later," Murray said.

Because of the extreme heat, the DCBA had a cooling station, handed out water and had three locations to grab a slice of watermelon. Despite the heat, the event had a great turnout and will return next year. Over 50 businesses, restaurants and other vendors participated in Slice of Chico. All roads from West Third Street between Broadway and Main are now open.

APPENDIX

Newsletter



Audrey Taylor <audrey@chabinconcepts.com>

April Shareholder's Newsletter

1 message

Downtown Chico Business Association <dcba-downtownchico.com@shared1.ccsend.com>

Wed, Apr 24, 2024 at 3:21 PM

Reply-To: dcba@downtownchico.com

To: audrey@chabinconcepts.com

Shareholder's Newsletter

April 24, 2024

Last Notice: Cinco de Mayo, Mother's Day, and Graduation Promotion in Downtown Chico

Planning any specials or fun events for Cinco de Mayo, Mother's Day, and/or Graduation season in downtown? Let us help you promote!

Please email any flyers and event/specials information to our Digital Marketing & Communications Coordinator at Jasmine@downtownchico.com by 5pm on **Thursday, April 25th** to be featured on our social media AND our May monthly event guide newsletter that will be sent to the general public the first week of May!

Don't forget to tag us on your social media platforms by tagging @DowntownChico on Instagram and Facebook.

Record your response below please:

Yes, I have specials/events & will reach out

No, I will not

I don't know yet

Celebrating Asian American and Pacific-Islander Heritage Month

As we strive to celebrate diversity and promote inclusivity within our downtown community, we are in the process of compiling a directory of Asian American and Pacific Islander (AAPI) owned businesses.

We would be honored to include your establishment in our listing as an Asian/Pacific Islander business owner. Your participation would not only showcase the vibrant cultural tapestry of our community but also provide valuable support and visibility to AAPI-owned enterprises.

If you identify as an AAPI business owner and would like to be featured in our directory, please record your response below or by emailing Jasmine@downtownchico.com let us know before 5pm on **Monday, April 29th**. Your contribution will play a significant role in fostering unity and representation within our downtown area.

Record your response below please:

Yes, I am an AAPI-owned business

No, I am not

Request for Menu Brochures, Flyers, and Coupon Distribution

The DCBA strives to provide our visitors with the best possible experience, including recommendations for dining, art, entertainment, and shopping options in the area. We would like to offer the opportunity for downtown businesses to showcase any promotional materials at our new welcome center. This would allow our guest to browse through your offerings and potentially avail themselves of any special discounts or deals you may be offering.

If you are interested in participating, please feel free to drop off physical copies of your business flyers, menu brochures and any coupons you would like to promote at our welcome center during our operating hours.

The DCBA office is located at **338 Broadway St.** next to The Rawbar, open **Tuesday-Friday from 10am-5pm**.

We believe that this collaboration would benefit both our visitors and your establishment, helping to increase foot traffic and patronage!

For assistance or further questions, please reach out to our Events and Welcome Center Coordinator at Vanessa@downtownchico.com.

Sponsorship Opportunities:



Audrey Taylor <audrey@chabinconcepts.com>

City of Chico Announces TARGET Team Patrols in Downtown Chico

1 message

Downtown Chico Business Association <dcba-downtownchico.com@shared1.ccsend.com> Tue, Jul 2, 2024 at 3:01 PM
Reply-To: dcba@downtownchico.com
To: audrey@chabinconcepts.com

Letter from the President

July 2, 2024

City of Chico Announces TARGET Team Patrols in Downtown Chico



Chico, CA – The City of Chico is pleased to announce the deployment of the Chico Police Department's TARGET Team in Downtown Chico. This initiative aims to create a safer and cleaner downtown area through foot and bicycle patrols conducted by the TARGET Team.

Lieutenant Ben Love of the Chico Police Department emphasized the importance of this effort, stating, "The TARGET Team's mission is to foster relationships with businesses in the downtown area and enhance a sense of public safety by addressing recurring criminal activity through enforcement and community partnership. We are committed to working closely with the Downtown Chico Business Association to ensure that Downtown Chico remains a safe and inviting place for everyone."

40

President Greg Scott of the Downtown Chico Business Association expressed his gratitude for the Chico Police Department's efforts, saying, "We are incredibly appreciative of the Chico Police Department's commitment to keeping Downtown Chico safe. The collaboration and partnership with the TARGET Team are crucial to making downtown a secure and welcoming environment for residents, customers, and visitors. Downtown is the heart of Chico, and these efforts are vital to its continued vibrancy and success."

Please welcome the TARGET Team to downtown – they will be stopping into your stores to get to know you. Their approach aims to enhance public safety by directly addressing issues that impact the downtown area. Through this community engagement and effective enforcement, the TARGET Team will work to mitigate criminal activity and foster a stronger sense of security and community in Downtown Chico.

Respectfully,

Greg Scott, President
Downtown Chico Business Association



Downtown Chico Business Association

E-mail: dcba@downtownchico.com

Web: <https://www.downtownchico.com>

Phone: (530) 345-6500

Visit [DowntownChico.com](https://www.downtownchico.com)



Downtown Chico Business Association | Office Downtown Welcome Center: 338 Broadway St. Mail: P.O.
Box 3098 | Chico, CA 95928 US

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Audrey Taylor <audrey@chabinconcepts.com>

June Newsletter

1 message

Downtown Chico Business Association <dcba-downtownchico.com@shared1.ccsend.com> Tue, Jun 4, 2024 at 1:50 PM

Reply-To: dcba@downtownchico.com

To: audrey@chabinconcepts.com



June Newsletter

DCBA Upcoming Events:

Friday Night Concert Opening Night

The Downtown Chico Business Association is pleased to announce the return of the 46th Annual Friday Night Concert Series. This wonderful summer music series returns on **Friday, May 31st with Rainbow City Park on the City Plaza** main stage.

This fun, FREE Chico community tradition is held from **7:00pm to 8:30 p.m. weekly through August 30th**. The Friday Night Concerts are a great way to kick off the weekend! Concerts feature a wide variety of local talent that includes Blues, Reggae, Funk,

05/31/24 Rainbow City Park
 06/07/24 Katalysst
 06/14/24 Rigged
 06/21/24 Psych-A-Troops
 06/28/24 Radio Relapse!
 07/05/24 Lo-Fi Lowdown
 07/12/24 SOUL POSSE
 07/19/24 Chuck Epperson Band
 07/26/24 LabRats
 08/02/24 DJ Dance Night
 08/09/24 The Jeff Pershing Band
 08/16/24 Mystic Roots + Special Guest Lake Anthony
 08/23/24 The Chemicals
 08/30/24 Chico Latin Orquesta

EVERY FRIDAY!

**CHICO CITY PLAZA
 OPENING NIGHT MAY 31ST
 SEASON THROUGH AUGUST**

FRIDAY NIGHT CONCERT
 SINCE 1978
 DOWNTOWNCHICO.COM

Please, no glass containers or alcohol permitted. Additionally, the City Plaza is a smoke-free venue, and this rule will be enforced.

Bluegrass, Country, and good ol' Rock and Roll.

Learn more about the Friday Night Concert series by [clicking here](#).

Concert goers are encouraged to pack a picnic dinner for the family or grab dinner to-go from one of the local downtown restaurants and then head to the plaza to enjoy some great live music.

Downtown Upcoming Events:



CHICO PRIDE CALENDAR

JUNE 1

Kickoff Party: 3pm - 5pm *All ages @ Secret Trail Brewing Co.*
 Teen Dance: 7pm - 9pm *Ages 13-17 @ Boys & Girls Club*
 Queer Country Night: 7pm *21 and over @ The Winchester Goose*
 Dance Night Benefit: 9pm *21 and over @ Duffy's Tavern*

JUNE 8

Drag & Burlesque Show Hosted by Atalanta Productions
21+ @ the Winchester Goose
 Dungeons & Dragons Tabletop Game Session
All ages, location TBD

JUNE 22

Downtown Pride Festival: 10am-5pm *All ages @ Chico City Plaza*
 Happy Hour Special: 5pm *21 and over @ Duffy's Tavern*
 Afterparty & Live Music: 8pm *21 and over @ the Winchester Goose*

PERFORM ✦ VOLUNTEER ✦ VEND ✦ SPONSOR

STONEWALLCHICO.COM

Stonewall Chico Pride Events

2024 Stonewall Chico Pride Calendar. Stonewall's theme this year is "Woven Together, join the events on June 1st, June 8th, and June 22nd. Happy Pride!

[Click Here To Learn More About The 2024 Pride Events](#)

Save the Date - Chico Rec



July 4th - Seeking parade participants & volunteers!

Be a part of history as a volunteer at Chico Rec's first-ever 4th of July Parade celebrating 'America and the Freedom to Play'!

Show off your patriotic flair and support for our community's outdoor spaces, greenery, and recreation.

Apply now to join the fun in Downtown Chico, get a free event t-shirt and swag, and celebrate with us on Thursday, July 4th from 9am-11am!

[Click Here To Learn More About This Event](#)

Stoble Coffee

Join Stoble on...

Wednesdays for Story Hour with Discover Chico starting at 9:30am

- June 8th - Pop-Up Market
- June 20th - Pride Trivia with Stonewall
- June 22nd - Farmers Market



For More Information and To Stay Up to Date With Events Click Here!

Allies Pub

Join the Allies Pub on....

Thursdays for Live Music from 6pm-8pm and on Saturdays from 1pm-4pm

- June 22nd - Sip & Sparkle: Permanent Jewelry with Kimberly



Snyder

- June 23rd - July 11th - Closed for summer break

[Allies Pub Calendar of Events Here](#)

Coin-Op Chico

Join Coin-Op on...

- Wednesdays - Karaoke from 7pm-11pm
- Thursdays - Buck Night & Free Play starting at 9pm
- Fridays/Saturdays - Drink specials starting at 9pm-2am

[Follow Coin-Op To Keep Up With Future Events Here!](#)



**BUCK NIGHT
&
FREE PLAY**

**THURSDAYS
9PM**
229 BROADWAY ST



**FERMENT IT:
KOMBUCHA WORKSHOP**

Learn the ins and out of brewing kombucha & the many benefits it brings to your health & home.

**June 29th
Saturday**

2PM - 3PM

**Herbal
Anarchy
Apothecary**
116 W 2nd St.
Ste 3

You'll go home with your own SCOBY mother, flip top bottle & mini zine for troubleshooting.

\$30 PER PERSON
DM @HERBAL_ANARCHY
TO RESERVE SPOT -
LIMITED QUANTITY

Herbal Anarchy Apothecary

June 29th - Ferment It:
Kombucha Workshop

[Follow Herbal Anarchy
Apothecary For Upcoming
Events](#)

5th Street Steakhouse

Join 5th Street Steakhouse for live music on...

June 9th - Kezilah & Friends

June 16th - Samaria Grace

June 23rd - Tyler DeVoll

**Follow 5th Street Steakhouse To Keep Up
With Future Events!**



The Winchester Goose

June 7th - Bassmint

June 22nd - Chico Pride Afterparty

June 23rd - Sam Morrow & Ellis Bullard

**[Click Here For More Upcoming Events at the
Winchester Goose](#)**

Little Red Hen

- June 13th - Mommy & Me Floral Studio Class (Two Planters)
- June 27th - Mommy & Me Floral Studio Class (Two Floral Arrangements)
- June 18th - Terrarium Making Class

**Follow Little Red Hen To Learn
More About Upcoming Events**



HOT SUMMER SPECIALS AT
LOVE HURTS
TATTOO

FLASH FRIDAYS
\$100 GET WHAT YOU GETS
TRADITIONAL TUESDAYS
CUSTOMER APPRECIATION
TATTOO GIVE AWAY

WANT TO KNOW
MORE? COME BY
THE SHOP OR VISIT
OUR INSTAGRAM

LOVE HURTS TATTOO
101 SALEM ST.
DOWNTOWN CHICO



© lovehurtstattoochico

Love Hurts Tattoo

Join Love Hurts Tattoo on...

- Tuesdays -We're dusting off the books and digging through the classics. Every Tuesday we're showcasing our favorite old school flash. Bring your own design or pick one off the wall. No appointment needed, walk-ins are always welcome.
- Flash Fridays - Bigger is always better, and we're putting out bigger and better flash designs each Friday. Prices start at just \$100.

Customer Appreciation Tattoo Giveaway
- We love our clients! We're excited to be planning our annual summer tattoo give away. If you already follow us on Instagram, all you need to do is watch for instructions - we'll post sometime in June.

If you want a chance to win a free tattoo, make sure you follow @lovehurtstattoochico here!



Bella's Sports Pub

Join Bella's Sports Pub on...

Daily happy hour from 4pm-6pm

- Tuesdays - Taco Tuesday
Specials (\$6 for 3 street tacos
w/ purchase of drink)
- Wednesdays - Wing
Wednesday and Trivia Night
- June 27th - Comedy Night

Follow Bella's Sports Pub Here

Momona

Join Momona on...

- Thursdays - Tiki & Trivia
from 9pm-Late
- June 7th - DJ Sprech Magic
- June 8th - Momo Bingo

**Follow Momona To Keep Up With
Upcoming Specials**





Vang's Plants & Succulents Hub: Stained Glass Workshop and Terrarium Workshop Dates

Stained Glass Dates

June 11th - 5:30pm-8pm

June 29th - 2:30pm-5pm

Terrarium Dates

June 22nd - 1pm-2pm

June 25th - 5:30pm-6:30pm

[Learn More About Upcoming Events Here](#)

Lunar Market

Join Lunar Market for live music, art, jewelry, and more on...

June 15th - 6pm-9pm

[Follow Lunar Market To Stay Up To Date On Future Events](#)



Chico History Museum

Join the Chico History Museum on...

June 6th - Chico State Exhibit Launch (members-exclusive event)

[Discover More Events at CHM Here!](#)

MONCA Museum

June 8th - Annual yART Sale
June 15th - Foot Foundations
Workshop
June 22nd - Latin American Street
Fair



[Learn More About Upcoming Events Here](#)



Culture Salon

Join Culture Salon on...

June 22nd for their Grand
Opening Celebration from 1pm-
5pm at 123 W 6th St. Suite 100

Come check out the salon with
refreshments, giveaways and
incredible vendors!

[Follow Culture Salon Here](#)

University Bar

Join University Bar on...

- Wednesdays - Gaming & Tasting: Beer Flights & Games starting at 8pm
- Thursdays - Dollar Night: Drink Specials from 8pm-12am
- Fridays - Karaoke Night at 9pm



Follow University Bar For Upcoming Events Here



Panama Bar Cafe

Join Panama Bar Cafe on...

Sundays - Champagne Brunch
starting at 12pm

Follow Panama Bar To Keep Up With Events



Downtown Chico Business Association

E-mail: dcba@downtownchico.com

Web: www.downtownchico.com

Phone: (530) 345-6500

Visit DowntownChico.com



Downtown Chico Business Association | Office: 338 Broadway St. Mail: P.O. Box 3098 Chico, Ca 95927 | Chico, CA 95927 US

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Audrey Taylor <audrey@chabinconcepts.com>

Late June Stakeholder's Newsletter

1 message

Downtown Chico Business Association <dcba-downtownchico.com@shared1.ccsend.com> Wed, Jun 26, 2024 at 1:14 PM

Reply-To: dcba@downtownchico.com

To: audrey@chabinconcepts.com

Stakeholder's Newsletter

June 26, 2024

Last Chance: Submit Your July Events

Please email any flyers and event/specials information to our Digital Marketing & Communications Coordinator at Jasmine@downtownchico.com **by 5pm today on Wednesday, June 26th** to be featured on our July monthly event guide newsletter that will be sent to the general public!

- Limited to (3) events/specials of your choice per business, please.

Don't forget to tag us on your social media platforms by tagging @DowntownChico on Instagram and Facebook.

Last Chance: Slice of Chico Sidewalk Sales and Specials Promotion in Downtown Chico

Planning any sales, specials, or freebies for Slice of Chico? Have the opportunity to promote your business by participating and being added to our event directory flyer.

Please email any sales/specials/freebies information to our Events Production Assistant at Cole@downtownchico.com **by Friday, June 28th**.

Don't forget to tag us on your social media platforms by tagging @DowntownChico on Instagram and Facebook.

Seed Sponsorship Opportunities Still Available:

The Downtown Chico Business Association takes pride in hosting a variety of vibrant events throughout the year that draw locals and visitors alike. From cultural events to

Chico State Summer Orientation Dates

What is Summer Orientation? Chico State's Orientation program is designed to welcome and support first-year students to the Wildcat community. Learn more by [clicking here](#).

On average there will be about 170 and an additional 150 guests that attend Orientation.

Below are the dates that new students and guests will be on campus:

- June 24, 25, 27
- July 1, 8, 9, 11, 15, 16, 25, 29
- August 1

As many guests come to town the night before their Orientation session, and some stay once it concludes (most students leave the session around 4:30pm).

This presents a fantastic opportunity for local downtown businesses like yours to extend a warm welcome and showcase what makes Chico such a vibrant and welcoming place. Whether you run a restaurant, shop, or service-oriented business, you have a unique chance to attract new customers who are eager to discover all that our community has to offer.

Here are a few ways you can get involved:

1. **Special Offers and Discounts:** Consider offering exclusive discounts or promotions for Chico State students and their families during orientation dates.
2. **Promotional Partnerships:** Collaborate with the university or other local businesses to create joint promotions or welcome packages that highlight multiple businesses in the area.
3. **Community Engagement:** Host events or open houses that specifically cater to new students and families, providing them with a memorable experience that encourages repeat visits.
4. **Online Presence:** Ensure your business information is up-to-date on local directories and social media platforms, making it easy for newcomers to find and connect with you.

By participating in welcoming new Wildcats, you not only increase visibility and customer base but also contribute to the warm, community-oriented spirit that defines Chico State.

4th of July - No Thursday Night Market, Holiday Hours and Street Closures

This is to inform you that there will be **no Thursday Night Market on July 4th** and the **DCBA office will be closed** in observance of the Independence Day celebration.

We appreciate your understanding and look forward to resuming our regular Thursday Night Market schedule the following week.

Holiday Downtown Business Hours:

We are generating a list of businesses operating on July 4th. Please let us know by taking the poll below, if your business will be open on this date.

Record your response below please:

Yes, my business will be open

No, we will be closed

Street Closures:



4TH OF JULY PARADE
the freedom to play
CARD
 Chico Area Recreation & Park District
 July 4th, 2024
 9:00–11:00 AM
 Downtown Chico

Parade Route Map

Legend:
 → Parade Route
 X Street Closures
 S Accessible Only Parking
 P Parking
 CARD Info & Bathrooms
 Parade Stage
 One-Way Street

Sponsored By
 DOWNTOWN CHICO
 CITY OF CHICO
 LAMAR ADVERTISING COMPANY
 Members 1st Credit Union
 CALIFORNIA HEALTH COLLABORATIVE
 Golden Valley BANK
 BLAZE
 KZAP 93.1
 KPAY SPORTS 1290

Map details include:
 - Start: 3RD & SALEM PARKING LOT RESERVED FOR PARADE CREW
 - Finish: 3RD & SALEM
 - Streets: W 2ND ST, W 3RD ST, W 4TH ST, W 5TH ST, W 6TH ST, CHESTNUT ST, NORMAL AVE, SALEM ST, BROADWAY, MAIN ST, E 1ST ST, E 2ND ST, E 3RD ST, E 4TH ST, WALL ST, FLUME ST
 - Landmarks: Chico State, Birdwell Mansion, Chico Museum, Woodstock's Pizza, Sweet Chico Confections, Chimp Children's Museum, City Hall, Senator Theater, Post Office, Hy Pines, Stable, Chico Wall (Chico State), 3RD & SALEM PARKING LOT, 6TH & FLUME, 5TH & FLUME, 4TH & FLUME, 3RD & FLUME, 2ND & FLUME, 1ST & FLUME

chicorec.gov/parade

Upcoming street closures during the 4th of July Parade. The parade will take place on July 4th, and the following streets will be closed from 6 AM to 12 PM (see attached map):

- Chestnut, Normal, and Salem between 5th and 2nd
- Broadway and Main between 2nd and 7th
- 3rd and 4th between Wall Street and Chestnut

To learn more about the 4th of July event, visit [CARD's website here.](#)



Downtown Chico Business Association

E-mail: dcba@downtownchico.com

Web: <https://www.downtownchico.com>

Phone: (530) 345-6500

Visit [DowntownChico.com](https://www.downtownchico.com)



Downtown Chico Business Association | Office: 338 Broadway St. Mail: P.O. Box 3098 | Chico, CA 95928
US

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Audrey Taylor <audrey@chabinconcepts.com>

May Stakeholder's Newsletter

1 message

Downtown Chico Business Association <dcba-downtownchico.com@shared1.ccsend.com>

Tue, May 28, 2024 at 11:17 AM

Reply-To: dcba@downtownchico.com

To: audrey@chabinconcepts.com

Stakeholder's Newsletter

May 28, 2024

Message from President Invitation: Special Downtown Chico Business Meet-Up

Dear Downtown Business Owners,

As the President of the Downtown Chico Business Association, I am excited to invite you to our mid-year Business Meet-Up scheduled for Monday June 3rd, 8:30am at the DCBA Welcome Center, [338 Broadway Street](#), Downtown Chico.

What's on the Agenda?

- **Exciting Announcements:** We'll share some thrilling news for Downtown Chico.
- **Event Enhancements:** Get the first look at enhanced plans for the upcoming downtown events through the end of the year.
- **Marketing Innovations:** Tap into the marketing and social media calendar to market your business and reach a broader audience. Participate in a downtown business photo inventory for upcoming storytelling.
- **Placemaking Vibrancy:** Discuss how partnerships are helping to create "place" downtown.

Business Meet-Ups are an opportunity for the Board to hear from you as well the collective efforts of staff, board, volunteers and partners aimed at building a robust and

welcoming downtown.

I look forward to seeing you at this mid-year Business Meet-Up, working together we can create a successful 3rd and 4th business quarter.

Date: Monday, June 3rd

Time: 8:30am-9:30am

**Location: DCBA Welcome Center - 338 Broadway St.
(between The Rawbar & 3 Seas)**

Please RSVP to our Events and Welcome Center Coordinator at Vanessa@downtownchico.com or by recording your response below.

DCBA Business Meet-Up

LOCATION

338 Broadway St.

DATE AND TIME

06/03/24 8:30am - 06/03/24 9:30am US/Pacific

Please record your RSVP to the DCBA Business Meet-Up below.

I'll Be There!

I Can't Make It

Father's Day and Pride Month Promotion in Downtown Chico

Planning any specials or fun events for Father's Day and/or Pride Month in downtown? Let us help you promote!

Please email any flyers and event/specials information to our Digital Marketing & Communications Coordinator at Jasmine@downtownchico.com to be featured on our social media!

Don't forget to tag us on your social media platforms by tagging @DowntownChico on Instagram and Facebook.

Record your response below please:

Yes, I have specials/events & will reach out

No, I will not

Quality. Service. Value.



California Water Service presents:

Chico/Oroville Community EOC

Join Cal Water's Manager of Special Projects and retired Oakland Fire Chief, Gerald Simon, and the Cal Water Emergency Preparedness team as they share best practices, lessons learned, and the challenges facing emergency preparedness. All community and public safety stakeholders are welcome. Please invite your teams. Lunch will be provided.

TUESDAY, JUNE 4, 2024
 DOUBLETREE HOTEL
 685 Manzanita Ct, Chico, CA 95926

8:30 a.m. - 12:00 p.m.
 Emergency Response Overview Training
 1:00 p.m. - 3:00 p.m.
 Emergency Operations Center Exercise

Scan or click [link](#) by May 31, 2024 to register.




Providing an opportunity for greater coordination during an emergency or disaster.

California Water Service presents: Chico/Oroville Community EOC

Join Cal Water's Manager of Special Projects and retired Oakland Fire Chief, Gerald Simon, and the Cal Water Emergency Preparedness team as they share best practices, lessons learned, and the challenges facing emergency preparedness. All community and public safety stakeholders are welcome. Please invite your teams. Lunch will be provided.

Date: Tuesday, June 4th

Time: 8:30am-12pm and 1:00pm-3:00pm

Location: DoubleTree Hotel (685 Manzanita Ct. Chico, CA 95926

Register by May, 31st by [clicking here.](#)



Downtown Chico Business Association

E-mail: dcba@downtownchico.com

Web: <https://www.downtownchico.com>

Phone: (530) 345-6500

Visit [DowntownChico.com](https://www.downtownchico.com)



Downtown Chico Business Association | Office: [338 Broadway St.](#), Mail: P.O. Box 3098, Chico, CA 95928

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APPENDIX

Financial Reports – Jan-August 2024

BOARD ITEM REPORT

TO: Board of Directors

FROM: Nicole Johnston, Treasurer

DATE: July 18, 2024 – Board Meeting

SUBJECT: Financial Reports Jan – June 2024



NOTES TO FINANCIAL STATEMENTS

The following details represents the mid-year financial position of DCBA. DCBA is in good cash position mid-year. Revenue is slightly higher 51.33% than projected. However some categories have over-performed and some have under-performed.

1. Balance Sheet (cash basis) as of Jun 30, 2024
 - Cash on hand \$87,514 which has increased nearly \$22,000 from May's \$65,068 cash on hand. Revenue sources City contribution, TNM and sponsorships.
 - Accounts Receivable \$16,389, mainly invoices for TNM.
2. Profit and Loss, Budget to Actual (cash basis to date July 15, 2024). Overall revenue is slightly above projections for mid-year at \$227,656. Note some sponsorship revenue is from 2023 which came in for deposit in 2024 vs. 2023.

Highlights:

- Revenue:
 - Donors and general/event sponsorship funding are down which is a trend with all non-profits. Staff are working on more outreach for event sponsorships at lower sponsorship levels. Board assistance is needed to help raise sponsors.
 - Thursday Night Market has exceeded projections 75% of revenue as of July 15. However, with the July 5 and July 11 closure of the market this will take a dip.
 - Friday Night Concerts is below projections of last year by 3%. Hoping to increase attendance through the remainder of the season and increase the Beer Garden revenue. Friday Night Concert was also closed for two weeks due to excessive heat.

Expenses:

- Christmas Preview 2023 expenses booked in 2024
- Community Tree Lighting 2023 expenses booked in 2024

- o Small Business Saturday 2023 expenses booked in 2024.
- o Thursday Night Market below projected expenses, however, invoices have not been received. Will process in June.
- o Events Expense Other – all related to Ice Rink, money received fr CalWater paid to CARD for Ice Rink, cost of plaque for Community Support Wall \$5010.73
- o Technology costs are higher due to set up in new office and upgrades.
- o Program Expenses Other – De-escalation Training Costs
- o Adjustment needed for QuickBooks, moved to using Quickbooks Timecards and credit card processing.
- o Total expenditures in line with projections.
- o Positive net revenue \$14,013.

Additional Notes:

- In addition to the Treasurer, a DCBA Finance Committee has been established with Board Members Nicole Johnston, Treasurer, Ian Macmillan and Michael Lee.

Downtown Chico Business Association

Balance Sheet

As of August 29, 2024

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Checking (8207)	66,633.41
Gift Card Checking (3885)	3,471.98
NVCF Fund	928.40
Taste of Chico - Savings	100.00
Total Bank Accounts	\$71,133.79
Accounts Receivable	
Receivables	23,598.00
Total Accounts Receivable	\$23,598.00
Other Current Assets	
Petty Cash	301.54
Undeposited Funds	2,570.50
Total Other Current Assets	\$2,872.04
Total Current Assets	\$97,603.83
Fixed Assets	
Accumulated Depreciation	-5,889.99
Furniture & Fixtures	3,389.99
Vehicles	2,500.00
Total Fixed Assets	\$0.00
TOTAL ASSETS	\$97,603.83
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Payables	-731.00
Total Accounts Payable	\$ -731.00
Credit Cards	
TCBK- 2662	-5,943.90
TCB-Scott(Greg)-9269	5,891.59
Total TCBK- 2662	-52.31
Total Credit Cards	\$ -52.31
Other Current Liabilities	
EBT Deposits/Checks	-1,589.00
Payroll Liabilities	0.00
CA PIT / SDI	177.77
CA SUI / ETT	194.22
Federal Taxes (941/943/944)	1,285.75
Total Payroll Liabilities	1,657.74
Total Other Current Liabilities	\$68.74
Total Current Liabilities	\$ -714.57

Downtown Chico Business Association

Balance Sheet

As of August 29, 2024

	TOTAL
Long-Term Liabilities	
3CORE Loan	8,080.68
EIDL Loan Payable	136,742.00
Total Long-Term Liabilities	\$144,822.68
Total Liabilities	\$144,108.11
Equity	
Retained Earnings	-105,450.39
Net Revenue	58,946.11
Total Equity	\$ -46,504.28
TOTAL LIABILITIES AND EQUITY	\$97,603.83

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-Ice Rink		0.00	
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	5,400.00	15,500.00	34.84 %
Total Art & Wine Walk (AWW)	5,400.00	30,500.00	17.70 %
ChicoLive			
CL Booth Rental/App	50.00	50.00	100.00 %
CL Operations	2,319.00	1,401.00	165.52 %
CL Sponsors	4,500.00	4,500.00	100.00 %
Total ChicoLive	6,869.00	5,951.00	115.43 %
Christmas Preview (CP)		2,500.00	
CP Booth Rental/App	150.00		
CP Sponsors	250.00		
Total Christmas Preview (CP)	400.00	2,500.00	16.00 %
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	2,618.00	3,500.00	74.80 %
FNC Sponsors	8,000.00	8,000.00	100.00 %
Total Friday Night Concert (FNC)	10,618.00	11,500.00	92.33 %
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	14,317.30	31,000.00	46.18 %
TOD Sponsors		5,000.00	
Total Taste of Downtown	14,317.30	36,000.00	39.77 %
Thursday Night Market (TNM)		132,500.00	
TNM Booth Rental/App	109,660.31		
TNM Operations	110.00		

Downtown Chico Business Association

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

January - December 2024

	TOTAL		
	ACTUAL	BUDGET	% OF BUDGET
TNM Sponsors	6,050.00		
Total Thursday Night Market (TNM)	115,820.31	132,500.00	87.41 %
Treat Street (TS)		1,000.00	
TS Sponsors	1,350.00		
Total Treat Street (TS)	1,350.00	1,000.00	135.00 %
Total DOWNTOWN EVENTS - INCOME	157,724.61	231,151.00	68.23 %
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	9,025.45	4,525.00	199.46 %
Unapplied Cash Payment Revenue	81.25		
Total Revenue	\$274,107.98	\$451,056.00	60.77 %
GROSS PROFIT	\$274,107.98	\$451,056.00	60.77 %
Expenditures			
BANK CHARGES			
Bank Charges-Other	177.10	230.00	77.00 %
Interest Expense	19.60	50.00	39.20 %
Merchant Fees	910.04	51.24	1,776.03 %
Total BANK CHARGES	1,106.74	331.24	334.12 %
CONTRACT SERVICES			
Accounting	10,245.00	10,000.00	102.45 %
Consultants	29,400.00	49,800.00	59.04 %
Security Staff		1,000.00	
Total CONTRACT SERVICES	39,645.00	60,800.00	65.21 %
DOWNTOWN EVENTS - EXPENSE			
Art & Wine Walk			
Advertising (AWW)		5,350.00	
Event Contract Services (AWW)		2,100.00	
Other (AWW)	469.00	8,500.00	5.52 %
Permits/Fees/Licenses (AWW)		1,400.00	
Total Art & Wine Walk	469.00	17,350.00	2.70 %
Artober Fest			
Event Contract Services (AF)	350.00		
Total Artober Fest	350.00		
ChicoLive		0.00	

Downtown Chico Business Association

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

January - December 2024

	TOTAL		
	ACTUAL	BUDGET	% OF BUDGET
Advertising (CL)	240.32	240.32	100.00 %
Event Contract Services (CL)	0.00		
Total ChicoLive	240.32	240.32	100.00 %
Christmas Preview			
Advertising (CP)		50.00	
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)	3,723.44	3,500.00	106.38 %
Event Contract Services (FNC)	3,000.00	3,500.00	85.71 %
Other (FNC)	614.08	1,400.00	43.86 %
Permits/Fees/Licenses (FNC)	828.00	700.00	118.29 %
Total Friday Night Concert	8,165.52	9,100.00	89.73 %
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)	1,956.58	1,806.00	108.34 %
Event Contract Services (SOC)	400.00	400.00	100.00 %
Other (SOC)	333.04	400.00	83.26 %
Permits/Fees/Licenses (SOC)	262.00	262.50	99.81 %
Total Slice Of Chico	2,951.62	2,868.50	102.90 %
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)	1,084.58		
Permits/Fees/Licenses (TOD)	444.00		
Total Tast of Downtown	1,528.58	9,000.00	16.98 %
Thursday Night Market			

Downtown Chico Business Association

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

January - December 2024

	TOTAL		
	ACTUAL	BUDGET	% OF BUDGET
Advertising (TNM)	4,749.75	7,402.00	64.17 %
Event Contract Services (TNM)	432.00	1,500.00	28.80 %
Other (TNM)	963.36	5,000.00	19.27 %
Permits/Fees/Licenses (TNM)	237.00	2,500.00	9.48 %
Rentals (TNM)		500.00	
Total Thursday Night Market	6,382.11	16,902.00	37.76 %
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	28,521.07	68,266.82	41.78 %
FACILITIES AND EQUIPMENT			
Repairs & Maintenance	433.16	1,500.00	28.88 %
Storage Rental	1,160.00	1,695.00	68.44 %
Transportation	403.51	900.00	44.83 %
Total FACILITIES AND EQUIPMENT	1,996.67	4,095.00	48.76 %
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	2,319.27	5,000.00	46.39 %
Insurance	10,516.77	13,750.00	76.49 %
Meals	156.00	275.00	56.73 %
Office Expense	1,368.85	3,500.00	39.11 %
Other Expenses	1,470.13	5,000.00	29.40 %
Postage	668.97	700.00	95.57 %
Printing/Copying	1,463.13	3,000.00	48.77 %
Social Media Reimbursables	186.36	600.00	31.06 %
Taxes/Licenses/Fees	3,346.96	2,700.00	123.96 %
Technology & Website Services	13,323.34	16,000.00	83.27 %
Telephone		1,000.00	
Utilities		1,000.00	
Total OPERATIONS	49,580.75	71,009.90	69.82 %
Payroll Expenses			
Taxes	9,215.12	15,000.00	61.43 %
Wages	102,426.45		
Wages Permanent		162,344.00	
Total Wages	102,426.45	162,344.00	63.09 %
Wages Seasonal		0.00	
Total Payroll Expenses	111,641.57	177,344.00	62.95 %
PROGRAM EXPENSES			
Business Meet Up	88.50	125.00	70.80 %

Downtown Chico Business Association

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

January - December 2024

		TOTAL	
	ACTUAL	BUDGET	% OF BUDGET
Gift Card Fees		250.00	
Gift Card Purchases	256.89	1,500.00	17.13 %
Kiosk Concierge		0.00	
Other	1,816.80	2,000.00	90.84 %
Planters Landscaping/Maintenance	4,796.00	7,000.00	68.51 %
Stewardship		2,500.00	
Total PROGRAM EXPENSES	6,958.19	13,375.00	52.02 %
QuickBooks Payments Fees	2,693.22	3,300.00	81.61 %
Reimbursements		1,500.00	
Unapplied Cash Bill Payment Expenditure (Old)	0.00		
Total Expenditures	\$242,143.21	\$400,021.96	60.53 %
NET OPERATING REVENUE	\$31,964.77	\$51,034.04	62.63 %
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	\$32,394.58	\$51,034.04	63.48 %

APPENDIX

Signature Event Sponsorship Packet

DOWNTOWN CHICO BUSINESS ASSOCIATION

SPONSORSHIP OPPORTUNITIES 2024



Enhance Your Brand with Downtown Chico Signature Event Sponsorships

Introduction:

The Downtown Chico Business Association (DCBA) presents an exclusive opportunity for your brand to engage with and support the vibrant local culture through sponsorship of one or all of our eight Signature Events. These events, ranging from single-day extravaganzas to seasonal 20+ week series, are not only deeply rooted traditions in Chico but also serve as dynamic platforms for business promotion and community engagement.

Sponsorship Benefits:

As a valued sponsor, your brand will secure prominent visibility across a spectrum of marketing channels:

1. Television: Feature your logo in commercials on Action News Now, tapping into a broad audience base interested in community events.
2. Radio: Gain acknowledgment across four major local stations, ensuring widespread recognition.
3. Print and Digital: Showcase your logo in influential print media and on distributed posters, enhancing visibility among Chico's residents and visitors.
4. Billboards and Postcards: Leverage high-impact billboards and extensive postcard distribution to imprint your brand across the community.
5. Event Presence: Maximize engagement through prime booth spaces and on-site banners at each event.

2024 Marketing Highlights:

- Over 53,000 website users with high engagement on our Events Calendar.
- Robust social media presence with over 25,300 Facebook followers and 10,346 on Instagram.
- Billboards generating 13 million impressions.
- Comprehensive media placements including 8 TV campaigns and over 3,311 commercials, yielding a total of 10.7 million TV impressions and 683,000 digital impressions.

Why Partner with DCBA?

Join us in fostering the spirit of Downtown Chico and enjoy unparalleled exposure and connectivity with the local and regional audience. Embrace this opportunity to highlight your brand as a key player in cultural and community development. Let's collaborate to create memorable experiences and lasting impressions for our community and your brand.





2024 MARKET SEASON: 4/11/24 - 9/26/24 FROM 6:00 - 9:00PM

Celebrating 27 years, the Thursday Night Market in Downtown Chico is a vibrant weekly event that transforms the heart of the city into a bustling hub of activity and excitement. Taking place every Thursday evening during the warmer months, this market offers a unique blend of local food, arts, crafts, and entertainment. Streets are lined with colorful tents where vendors showcase an array of fresh produce, artisanal goods, handmade crafts, and delectable treats, creating a vibrant tapestry of sights, sounds, and aromas.

Beyond the shopping experience, the Thursday Night Market is a social gathering where people of all ages come together to enjoy live music, street performances, and interactive activities. Families stroll along the pedestrian-friendly streets, sampling culinary delights from food trucks and enjoying the lively atmosphere. With its eclectic mix of offerings and festive ambiance, the Thursday Night Market has become a beloved tradition in Downtown Chico, fostering a sense of community and providing a vibrant showcase for local talent and entrepreneurship.

Event Statistics:

2023 Peak Attendance: 10.1k
2023 Lowest Attendance: 4k
2023 Average # of Vendors: 90
Action News TV - 758 Commercials • 2,418,185 Impressions • 112,777 Digital Impressions (Billboards, Social Media, Website)

Custom sponsorship packages available upon request.

THURSDAY NIGHT MARKET

SPONSORSHIP OPPORTUNITY	DIAMOND \$2,500	PLATINUM \$1,500	GOLD \$750	SILVER \$500	BRONZE \$250
TV	✓				
Radio	✓				
Poster(s)	✓	✓	✓	✓	
Billboard(s)	✓	✓			
Postcards	✓	✓	✓		
Social Media	✓	✓	✓	✓	✓
Website	✓	✓	✓	✓	✓
Booth Space & On-Site Banner	✓	✓			
Market Totes	✓	✓			





2024 CONCERT SEASON: 5/31/2024 - 8/30/2024 FROM 7:00 - 8:30PM

The Friday Night Concert in Downtown Chico is a beloved tradition that has been captivating residents and visitors alike for 46 years. Held in the heart of the city's historic downtown plaza, this weekly event is a celebration of music, community, and culture. Every Friday evening, locals and tourists gather to enjoy live performances by talented local bands spanning various genres such as rock, blues, folk, and jazz. The concert serves as a vibrant showcase of Chico's rich musical talent and provides a platform for artists to share their passion with a diverse audience. Beyond the music, the Friday Night Concert is a social hub where families, friends, and neighbors come together to relax, unwind, and connect. The streets are alive with laughter, dancing, and the aromas of delicious food from nearby restaurants. Children frolic freely while adults sway to the rhythm, creating an atmosphere of joy and camaraderie that epitomizes the spirit of Downtown Chico. With its lively performances and sense of community, the Friday Night Concert is not just an event; it's a cherished tradition that brings people together to celebrate the vibrant culture of Downtown Chico.

Event Statistics:

2023 Average # of Attendees: 600

Custom sponsorship packages available upon request.

FRIDAY NIGHT CONCERT

SPONSORSHIP OPPORTUNITY	SEASON \$2,500	BAND \$250	KIDS CORNER STAFFING	BEER GARDEN STAFFING
TV	✓			
Radio	✓			
Poster(s)	✓	✓		
Billboard(s)	✓			
Postcards	✓	✓		
Social Media	✓	✓	✓	✓
Website	✓	✓	✓	✓
Booth Space & On-Site Banner	✓	✓	✓	✓
Emcee TY's	✓	✓	✓	✓





**SAT, JULY 13TH, 2024
FROM 10:00AM - 5:00PM**

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

This dynamic synergy between food and retail not only fosters a sense of community but also provides vital support to the city's small businesses, helping to stimulate economic activity and ensure the continued vibrancy of Downtown Chico.

Event Statistics:

DCBA distributes 3 pallets of Watermelon slices on 3rd street and other locations throughout downtown. Watermelons provided by Pro Pacific.

Custom sponsorship packages available upon request.

SLICE OF CHICO SIDEWALK SALE

	SIGNATURE \$1,000	SLICE STATION \$250	SEED \$150	MUSIC \$100
SPONSORSHIP OPPORTUNITY				
TV	✓			
Radio	✓			
Poster(s)	✓	✓		
Billboard(s)	✓			
Map Highlight	✓	✓	✓	✓
Social Media	✓	✓	✓	✓
Website	✓	✓	✓	✓
Banner at DCBA Slicing Station	✓	✓		





**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.

By partnering with Chico State's Wildcat weekend, the event becomes a focal point for both residents and visitors, fostering a sense of community pride, supporting local businesses, and promoting the dynamic cultural offerings of the area. The Art & Wine Walk serves as a catalyst for bringing people together, enhancing the downtown experience, and contributing to the overall vibrancy of Chico.

Event Statistics:

2023 Average # of Attendees: 1,800 Participants
16 Local Wineries, Breweries, or Cideries
17 Downtown Businesses Hosting Art Walk
Receptions and serving wine, brews, ciders, and spirits

Custom sponsorship packages available upon request.

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	✓			





**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.

The Harvest Sidewalk Sale serves as a highlight of the fall calendar for residents and tourists alike, embodying the charm and warmth of small-town living while supporting the vibrant economic and cultural fabric of downtown Chico.

Custom sponsorship packages available upon request.

HARVEST SIDEWALK SALE

SPONSORSHIP OPPORTUNITY	SIGNATURE \$1,000	AUTUMN AMBASSADOR \$500	LIVE MUSIC \$250	SCARECROW SCAVENGER HUNT \$150
TV	✓	✓		
Radio	✓	✓		
Poster(s)	✓	✓	✓	
Billboard(s)	✓			
Event Map	✓	✓	✓	
Social Media	✓	✓	✓	✓
Website	✓	✓	✓	✓
Scavenger Hunt Handouts	✓	✓		✓
Banner	✓	✓		





**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.

Local middle school bands perform in the Chico City Plaza as local heroes, Chico PD and Fire, pass out candy and take photos with participants.

85+ downtown businesses participated in 2023, handing out candy to over 500 families! Dozens of volunteers from the Chico Rotary assure safe crossing of streets throughout downtown.

Custom sponsorship packages available upon request.

TREAT STREET

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





**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.

Attendees can stroll along festively decorated streets, shop for unique gifts at boutique stores and artisan markets, and enjoy delicious treats from food vendors and local eateries. The event features visits from Santa Claus, carolers singing holiday tunes, and other festive entertainment, creating a joyful atmosphere that captures the magic of the season. Christmas Preview serves as a festive kickoff to the holiday shopping season and a time for the community to come together in the spirit of goodwill and celebration.

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.

Custom sponsorship packages available upon request.

DOWNTOWN CHRISTMAS PREVIEW

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





**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.



Custom sponsorship packages available upon request.

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	✓	✓	✓





**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



Custom sponsorship packages available upon request.

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	✓	✓	✓	✓





BECOME A DOWNTOWN CHICO EVENT SPONSOR!

Lock in your sponsorship today!

1. Signature Event

2. Sponsorship Level

3. Sponsorship Amount

Invoices must be paid 30 days prior to the event in order to participate. Invoices will be sent immediately after submitting forms to DCBA staff.



DCBA Point of Contact:
Lucia Mercado, Events & Promotions Manager
Email: Lucia@downtownchico.com
Phone: (530) 345-6500 (Ext. 1)
338 Broadway St, Chico, CA 95928

Business Name:

Contact Person:

Email: Phone:

Signature: