

PROGRESS REPORT

City of Chico / DCBA Agreement
First Six-Month Report



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PROGRESS REPORT BACKGROUND

Guiding Principles

DCBA, formed in 1975, is guided by three binding agreements:

1. DCBA Bylaws & Section 36000 of the California Streets & Highway Code;
2. 1975 City of Chico / DCBA Administrative Agreement;
3. 2023 City of Chico / DCBA Professional Services Agreement

Operating Pillars

DCBA identified in 2023 Business Plan four pillars for focused attention and actions for recovery and sustainability:

1. Organizational Rebuild
2. Marketing & Communications
3. Events & Promotions
4. Placemaking

PROGRESS PILLAR 1

Organizational Rebuild

Pillar 1 has been the priority – DCBA needs to rebuild the organization from the board to strategic partners and rebuild the staffing foundation.

We have made excellent strides in organizing the board, priorities, responsibilities, setting policies and bringing Lucia Mercado on as our event manager with a support team of part-time and seasonal workers.

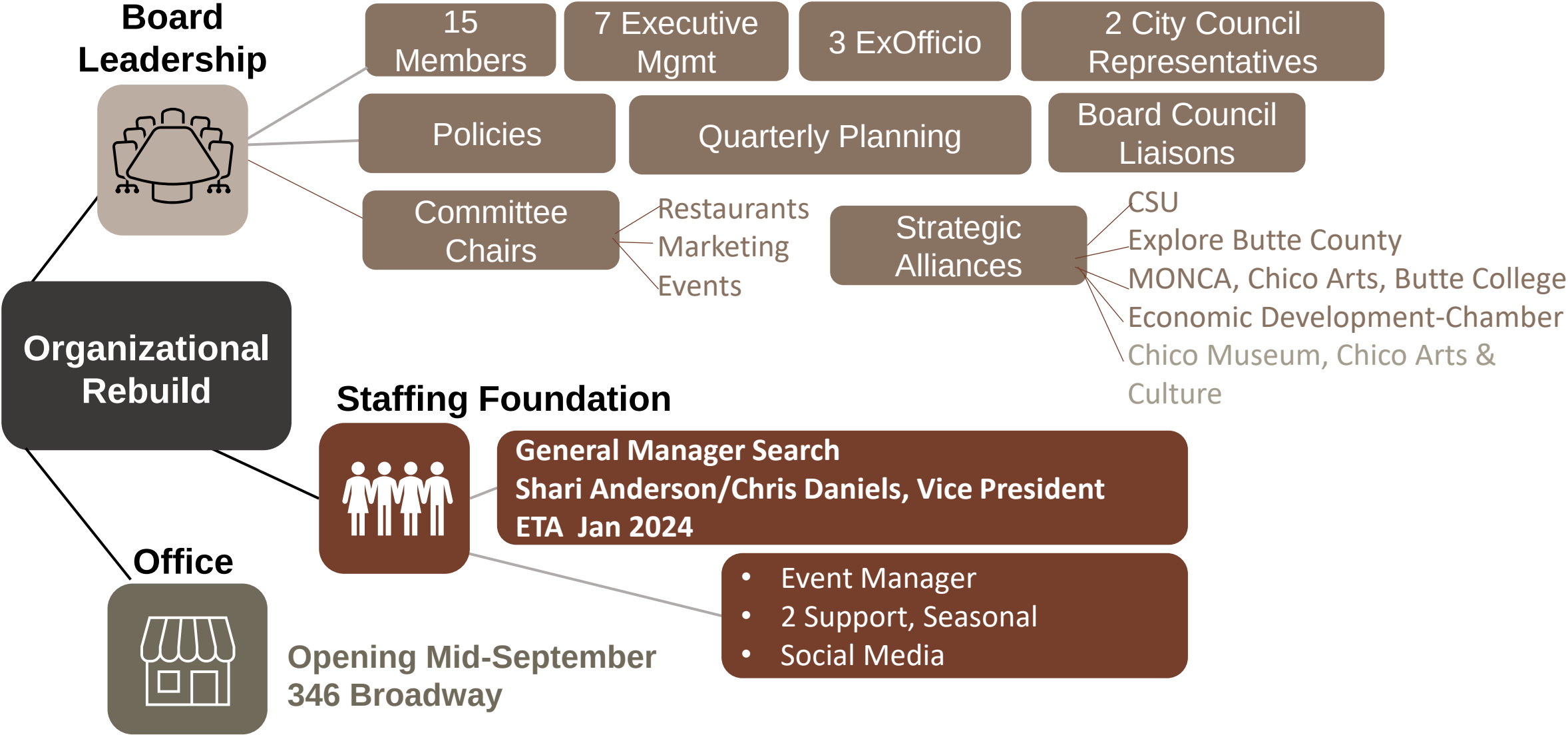
Shari Anderson, DCBA 2nd Vice President, with Chris Daniels, 1st Vice President, is leading a team for a General Manager search with a goal to complete by end of 2023.

Most exciting - DCBA will open office at 346 Broadway, next to Raw Bar before the holiday season.

As you will see DCBA is doing a lot with one full time staff and part time support – and a lot of volunteer help from the board, partners and downtown businesses.

PILLAR 1: ORGANIZATIONAL REBUILD

75%



ORGANIZATIONAL REBUILD – STAFF FOUNDATION



Lucia Mercado
Events &
Promotions
Manager



Jasmine Garcia
Social Media



Marisa Segovia
Event Manager
Assistant



Adela Carrillo
Events
Assistant

PROGRESS PILLAR 2

Marketing & Communications

One of the priorities for 2023 was to advertise downtown – let people know it is clean, safe and **awesome**.

With key media partnerships focused on marketing Downtown Chico through all channels – TV and Radio leveraged a donation of airtime valued over \$40,500 so far this year.

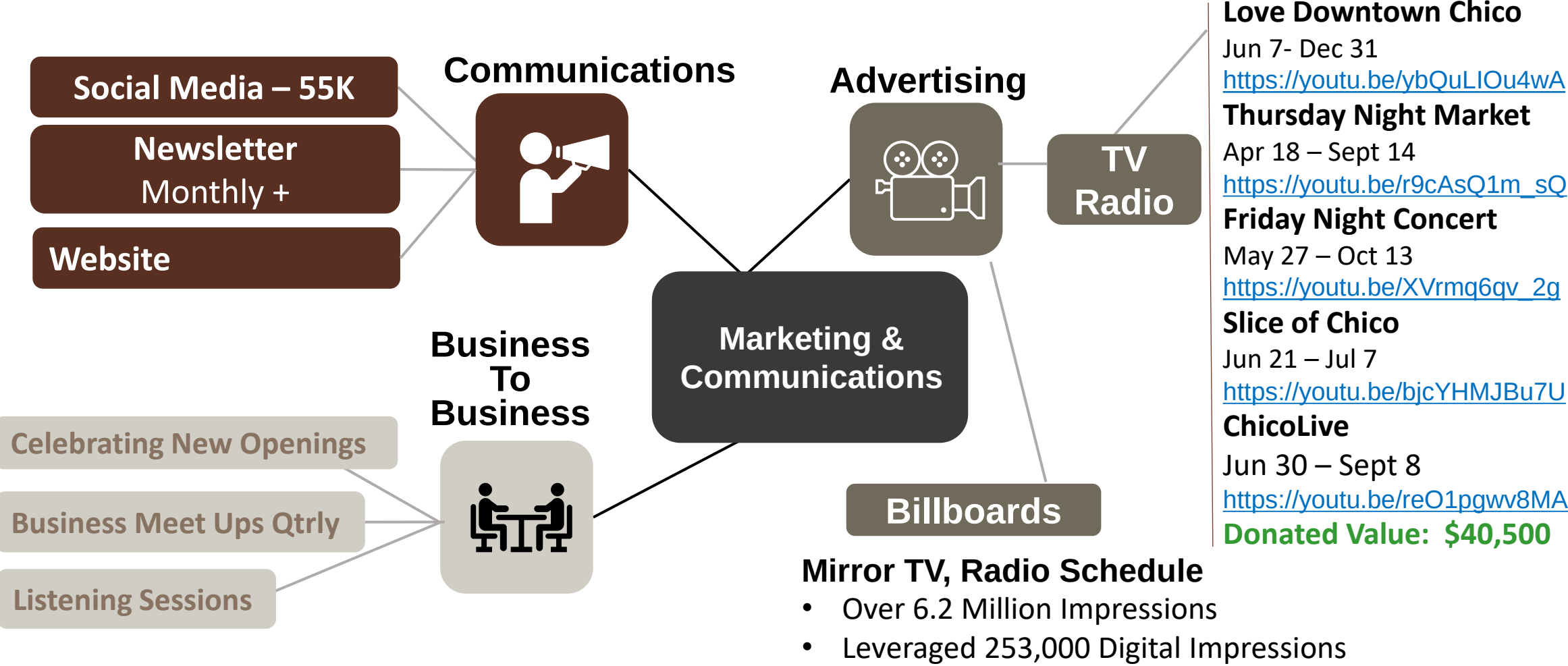
Aligned with the TV and Radio advertising are Billboards which populate throughout Chico – full size and junior billboards - all downtown events. Donated are both digital billboards on Hwy 99 and Hwy 32 – creating an amazing count of over 6 million impressions – *people seeing the billboards*.

- Business to business interactions have increased ten fold with various outreach efforts engaging downtown businesses in surveys, asking opinions, and Kiosk Concierge program.
- Introduced celebrating each new business opening with an Instagram reel that gets posted to Facebook as well with a \$50 gift card giveaway (gift card purchased by the DCBA).
- Business Meet-Ups have increased in attendance and are being held at least quarterly.
- Listening Sessions were a key effort where businesses have been invited to a session with the new DCBA board members to share their thoughts, ideas and areas for change – purpose is to *listen, report back, take action where possible*.

Along with the personal outreach efforts to shareholders, communications through social media, newsletter and the website have increased more than 40% since March.

PILLAR 2: MARKETING & COMMUNICATIONS

75%





Love,
DowntownChico

Supporting Community
Revitalization



DowntownChico.com

PROGRESS PILLAR 3

Events & Promotions

Pillar 3 Events and Promotions is DCBA's core – promotions and public events in accordance with City 1975 Agreement and CA Streets & Highway Code.

Downtown businesses have become engaged in helping to plan and host the downtown events – all events have seen record breaking attendance, particularly Thursday Night Market with the largest number of vendors ever and Friday Night Concerts – growing in attendance weekly – the music scene is enjoyed by all. There were over 35 business sponsoring and participating in FNC – the most ever. The events are bringing people downtown in record numbers and showcasing downtown businesses.

Increasing is organizations requesting DCBA's assistance for holding events downtown.

- Downtown is now home to 70+ restaurants, with Restaurant Committee and local restaurant support, a special Dining Downtown map will be on the streets this fall and planning a campaign early 2024.
- DCBA is collaborating with partners:
 - Increase arts scene this fall with Chico Art Center Artober,
 - CSU Wildcats Weekend/Art & Wine Walk,
 - Harvest Sidewalk with creative talent from California Women in Agriculture,
 - New will be *Chalk on the Block* with CARD, Chico Art Center and Butte College Makerspace.
 - Explore Butte County and Travel Chico have been key partners for all projects.

Third Quarter, Fall will be very, very busy with eight events happening between early October and Christmas.

PILLAR 3: EVENTS & PROMOTIONS

60%



Promoting Events



CONTACT US

 DOWNTOWNCHICO.COM
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SPONSORS!

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SCAN HERE FOR
VIRTUAL MAP!



PRINTED BY CREATIVE COMPOSITION

DOWNTOWN DINING MAP

CHICO, CALIFORNIA



DINE IN DOWNTOWN

find your new favorite bites, drinks & treats

COFFEE / TEA / JUICE CAFÉS

- | | |
|-------------------------|------------------------|
| 1. Boba TeaLicious | 225 Main St. Ste M |
| 2. Dutch Bros | 196 Humboldt Ave. |
| 3. Coming Soon!! | 201 Broadway St. Ste A |
| 4. Live Life Juice | 220 Broadway St. |
| 5. Naked Lounge | 118 W. 2nd St. |
| 6. Starbucks | 246 Broadway St. |
| 7. Stoble Coffee | 418 Broadway St.. |
| 8. Tbar & Fusion Café | 250 Vallombrosa Ave. |
| 9. Tender Loving Coffee | 365 E. 6th St. |

RESTAURANTS

North American

- | | |
|------------------------------|--------------------|
| 10. Jack's Family Restaurant | 540 Main St. |
| 11. Jack in the Box | 500 Broadway St. |
| 12. Zot's Hot Dogs & Deli | 225 Main St. Ste A |

Asian

- | | |
|------------------------|----------------------|
| 13. Aonami Sushi | 128 W. 2nd St. |
| 14. Chada Thai Cuisine | 117 W. 2nd St. Ste B |
| 15. Momona | 230 W. 3rd St. |
| 16. Sofiz | 134 Broadway St. |
| 17. Thai Basil | 121 Broadway St. |
| 18. The Rawbar | 346 Broadway St. |

Bakery / Deli

- | | |
|---------------------------------|----------------------|
| 19. Brooklyn Bridge Bagel Works | 117 W. 2nd St. Ste A |
| 20. D' Emilios Deli | 138 Main St. |
| 21. Gnarly Deli | 243 W. 2nd St. |
| 22. Tin Roof Bakery & Café | 627 Broadway St. |
| 23. Upper Crust Bakery & Eatery | 130 Main St. |

Bar/ Pub & Food

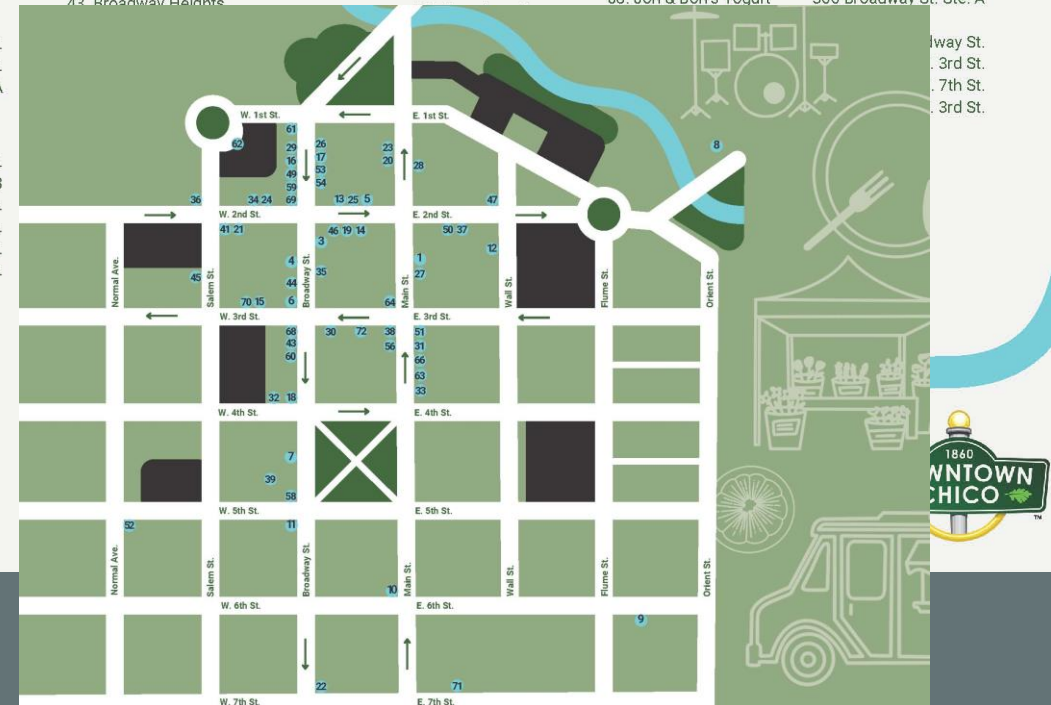
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|------------------------------------|--------------------------|
| 24. Argus & Patio | 212 W. 2nd St. |
| 25. The Banshee | 134 W. 2nd St. |
| 26. B Street Public House | 117 Broadway St. |
| 27. Bella's Sports Pub | 231 Main St. |
| 28. Coming Soon!! | 135 Main St. |
| 29. Coming Soon!! | 134 Broadway St. |
| 30. Burgers and Brew | 301 Broadway St. |
| 31. The Crazy Horse Saloon and Bar | 303 Main St. |
| 32. The Grill Chico | 220 W. 4th St. |
| 33. Duffys Tavern | 337 Main St. |
| 34. La Rocca Vineyards | 222 W. 2nd St. |
| 35. Coming Soon!! | 229 Broadway St. |
| 36. Madison Bear Garden | 316 W. 2nd St. |
| 37. Panama Bar Café | 177 E. 2nd St. |
| 38. Parkside Taphouse | 115 W. 3rd St. |
| 39. The Allies Pub | 426 Broadway St. Ste 130 |

Breakfast / Lunch

- | | |
|--------------------|-------------------|
| 40. Café Coda | 265 Humboldt Ave. |
| 41. Mom's | 209 Salem St. |
| 42. The Roost Café | 817 Main St. |

Californian

43. Broadway Heights



Steak / Barbecue

- | | |
|---------------------------|------------------|
| 52. 5th Street Steakhouse | 345 W. 5th St. |
| 53. Smokin' Mos BBQ | 131 Broadway St. |

Mexican / Latin American

- | | |
|----------------------------|-------------------|
| 54. Aca Taco | 133 Broadway St. |
| 55. Amigos De Acapulco | 820 Oroville Ave. |
| 56. El Dorado Tacos | 310 Main St. |
| 57. La Cocina Economica | 905 Wall St. |
| 58. La Perla Taqueria | 450 Broadway St. |
| 59. Lil's Brazilian Bistro | 142 Broadway St. |
| 60. Mas Vida | 300 Broadway St. |
| 61. Tres Hombres | 100 Broadway St. |

Pizza

- | | |
|-----------------------|-------------------|
| 62. Celestino's | 101 Salem St. |
| 63. Main Street Pizza | 331 Main St. |
| 64. Woodstock's | 240 Main St. #100 |

Seafood

- | | |
|------------------|--------------|
| 65. Big Hot Crab | 701 Main St. |
|------------------|--------------|

ICE CREAM / DESSERTS

- | | |
|------------------------|-------------------------|
| 66. Helen's Donut Nook | 807 Main St. |
| 67. Insomnia Cookies | 305 Main St. |
| 68. Jon & Bon's Yogurt | 300 Broadway St. Ste. A |



PROGRESS PILLAR 4

Placemaking

Because the first three pillars have been priorities, work efforts for Placemaking have been planned to start in 4th quarter (of City contract). Although some actions have moved forward:

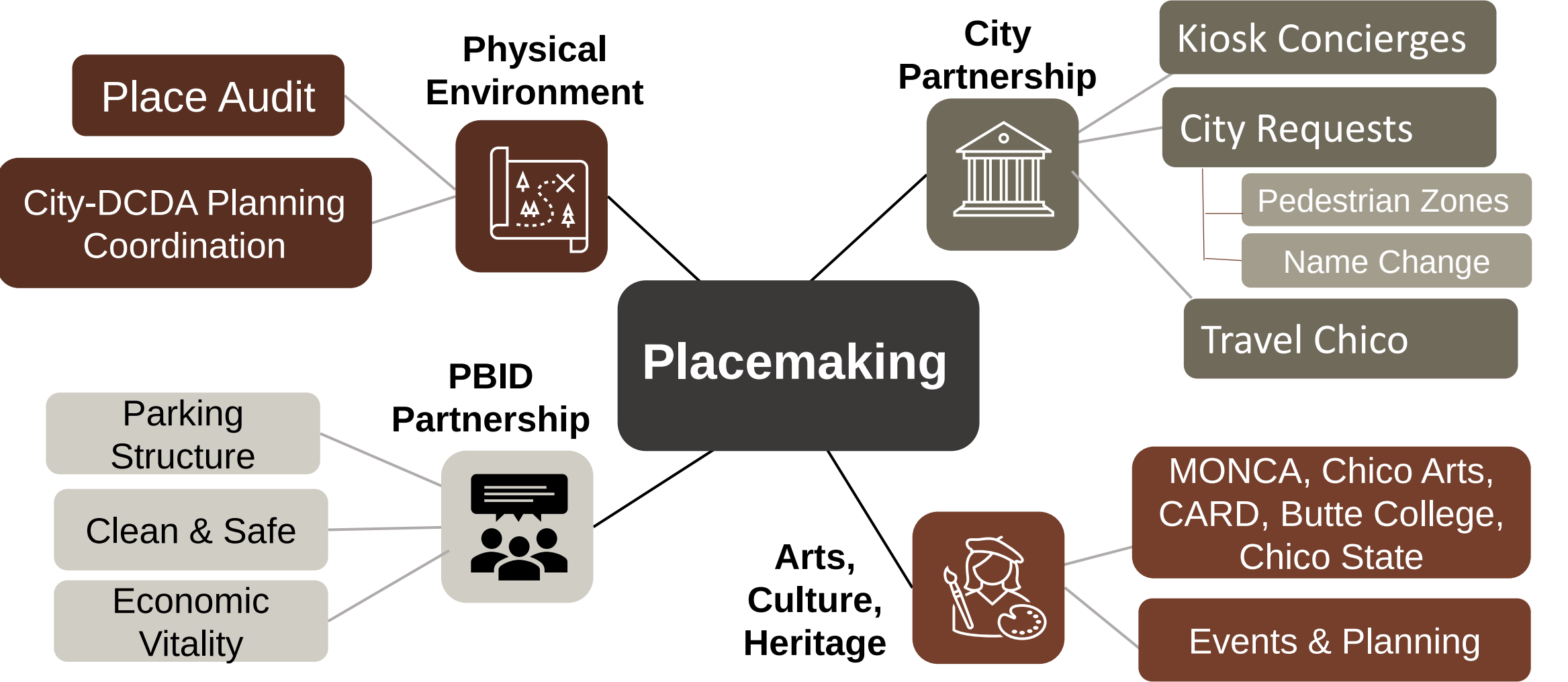
- Working with City DCBA sponsored a six-week Kiosk Concierges program with 7 Kiosk Concierges on the streets daily between 11-3 to assist individuals with using the new Kiosk system.
- Travel Chico, lead by City and Explore Butte County has put special emphasis on attracting visitors to Chico.
- DCBA with MONCA had applied for a grant to paint art murals in the stairways however the grant was oversubscribed. The project is still viable but on back burner to plan with the Arts Committee.

As PBID enters its new 5-year program, DCBA/PBID efforts:

- Ambassadors increasing cleaning plaza and streets.
- DCBA/PBID working closely with city on parking structure cleanliness and the trash cans/smell.
- Economic Vitality is under the auspices of PBID, through initial discussions DCBA is completing vacant buildings district inventory for both board action planning.
- Outreach to businesses in Zone B to organize planning and focus on Zone B, 5th to 9th to hear and address issues such as traffic speeding after passing the Post Office.
- DCBA President Scott working with City of Chico and CSU Police to increase police presence downtown and at events.
- DCBA President Scott as Chair, Placemaking Pillar, has brought together a team of experienced brokers to do a block-by-block audit to be completed 4th Quarter (city contract)

PILLAR 4: PLACEMAKING

50%



Next Review Date: December 1, 2023

- Third Quarter Report & Review
 - Fall/Winter Events
 - Placemaking

Goals for Next Review

- General Manager Search Completion
- Property Inventory Report (PBID)

Action Plan Review – January 2024

GOALS FOR NEXT REVIEW

