

DCBA – CITY OF CHICO PROFESSIONAL SERVICE AGREEMENT

Nine Month Progress Report – 4th Quarter



Ice Rink and Downtown busy for Small Business Saturday, November 25, 2023

Report Date: November 30, 2023

Report Prepared by: DCBA Executive Committee

Greg Scott, Hotel Diamond, President

Chris Daniels, Kirk's Jewelry, 1st Vice President

Shari Anderson, Chico State Alumni, 2nd Vice President

Liza Tedesco, Chico Natural Foods Cooperative, Secretary

Nicole Johnston, Tri Counties Bank, Treasurer

David Halimi, Diamond W Western Wear, Past President

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Christmas Preview 2023



INTRODUCTION

The City of Chico and the Downtown Chico Business Association (DCBA) have had a long standing relationship beginning in 1975 when the city and downtown business owners jointly formed the Downtown Business Improvement Parking District and signed an agreement (still in place today) for administration of the Downtown Business Improvement District for promotion of the downtown and, if needed, maintenance or ownership of parking structures as allowed by California Streets and Highway Code 36000.

In March 2023, following the devastating impacts of the Camp Fire and Pandemic shutdowns, the Council approved a DCBA recovery plan authorizing a three-year agreement for funding at \$140,000 per year, aligned with a three-year DCBA business plan and schedule of progress reports. The first report, six-month progress report was submitted September 1, 2023. This nine-month progress report reflects the progress since September 1. DCBA operates on a calendar year, this reporting represents DCBA's 4th quarter, although it is 3rd quarter for the Professional Services Agreement with end of year in March.

SUMMARY REPORT

This quarter, September to end of November has been a busy time for DCBA working on several signature events to promote and bring people downtown, completing the new DCBA office to have presence on Broadway for visitors and businesses (move in scheduled in December), completing the Business Listening Sessions to further inform DCBA planning, hosting several business meet-ups, signing an MOU with CARD to collaborate on ICE RINK promotions and event planning, increasing social media and announcements of new downtown businesses and initiating discussions with City Planning on process for the Complete Streets Plan and Grant Application.

There continues to be challenges for downtown businesses and restoring vibrancy to downtown:

- Even with new businesses opening, we are still hearing businesses are having a tough sales year, normal and recovery is still in the future for most. The holiday season is extremely important to see how the year will end.
- Businesses continue to hear complaints from customers about the new kiosk parking system with lots of comments that the customers will not shop downtown.
- When City enforces the cleaning of encampments throughout the city, Downtown appears to be the “go to” place for many, occupying the city plaza and storefronts. DCBA and PBID are doing their best to keep these spaces open, unoccupied and clean for everyone to enjoy.

- There has been an increase in defecating in the parking structure and city plaza, as well as trashing the city plaza. Many organizations have mentioned to DCBA they will not use the city plaza as they are unsure whether it is clean and safe.
- The new public trash receptacles are being put in place and are a great addition. There are still issues with businesses leaving trash barrels on the streets. DCBA continues to focus on reminding businesses about the code and that code enforcement is in place.

Section **DCBA-City of Chico Scope of Work Progress** provides details to each task of the scope of work and measures progress by percent complete. Year 1 of the DCBA Three Year Business Plan focused on four pillars of the five pillars:

Pillar 1: Organizational Rebuilding

Pillar 2: Marketing & Communications

Pillar 3: Events & Promotions

Pillar 4: Place Development

Pillar 5: Economic Vitality

DCBA-City of Chico Scope of Work Progress

PILLAR 1: ORGANIZATIONAL REBUILDING												
Key Work Tasks to be Completed:				25%		50%		75%		100%		
1. Formalize Organizational Structure												
The Executive Committee and Board have been focused on the rebuilding of DCBA's organizational structure – from board positions, committee chairs, strategic alliances, operating policies and guidance, roles and responsibilities and staffing to create a model that can be sustainable. ▪ DCBA for the first time since the start of the pandemic has a full board of Downtown Business Representatives and key organization representatives and has been fortunate to have almost full attendance at each board meeting. More recently guests and interested business owners are attending. ▪ DCBA Board Directors are taking on responsibilities within the Pillars to assist achieving goals and objectives. ▪ DCBA has formalized policies on Records & Retention, Code of Conduct, Ethics Policy, Fiscal Operations & Procedures, Purchasing Policy, Reserve & Investment, Directors Roles & Responsibilities. ▪ DCBA Executive Committee, President, two Vice Presidents, Secretary, Treasurer and Past President are handling all administrative duties and financial obligations with a contracted bookkeeper and accounting firm. All DCBA accounts have been moved to Quickbooks online, with oversight of Treasurer, President and Vice President. ▪ DCBA has four Directors that also serve on the PBID Board to increase and leverage work tasks and focus on downtown – Greg Scott, Chris Daniels, Alan Tochtermann, David Halimi. ▪ DCBA will continue over the next year to work on the right-fit business model which may include collaborations, MOUs and partnerships.												
2. Build Staffing Foundation												
In rebuilding DCBA the Board agreed building from the foundation up would solidify the organizational structure. Year 1 was focused on ensuring strong events, marketing and communications structure as desired												

by business owners (more marketing to bring people downtown) and aligns with the city-DCBA agreement and bylaws allowing DCBA to do promotions. See organizational chart appendix. ▪ During Year 1 President, Greg Scott, has taken on duties of a General Manager/Executive Director, meeting with City, councilmembers, coordinating with other entities, directing staff and collaborating with PBID. ▪ Audrey Taylor, Volunteer has provided staffing for administration, financial and organizational rebuilding, working with contract bookkeeper, accountant and Treasurer. ▪ Foundation staff includes Events Director (solidify events and marketing to create consistency), Events Manager, Arts & Entertainment Coordinator, Social Media. ▪ Debbie LaPlant was contracted as Events Director to oversee and mentor new incoming events and marketing staff to build a solid team, procedures, coordination, marketing procedures and schedules. ▪ Lucia Mercado, a parttime DCBA staff in 2022, was first to join DCBA staff foundation as the Events Manager taking on Thursday Night Market, Friday Night Concert and successfully managed all events throughout the year. Lucia will continue with DCBA Year 2. ▪ DCBA signature events (8) are very time and staff intensive. To build a solid, consistent Team, Margarita Kuranova has joined as a parttime Arts & Entertainment Coordinator, working directly with Events Manager, to coordinate and manage entertainment at events, in downtown and working with PBID to ensure places are clean and safe and assist as DCBA enters Year 2 collaborating with Arts and Cultural Organizations building partnerships to continue building a robust and vibrant downtown. ▪ Jasmine Garcia, parttime rounds out the staff foundation Team handling social media, communications, announcements and website updating. More social media has been a request of downtown businesses and Jasmine has tripled the social presence, latest with 25 days of highlighting Downtown Small Businesses. ▪ There are a team of seasonal workers which are engaged to staff and service the larger events such as TNM, FNC, Art & Wine Walk, Preview, Tree Lighting ▪ As noted in DCBA Business Plan, DCBA will retain a General Manager in Year 2 when the foundation is solidified. Executive Committee has started that process with a job position opening posted and scheduling interviews. ETA Jan-February 2024.															
3. Build Board Foundation															
DCBA completed the Board Foundation during its first month. The Board currently has 15 active Directors with six Executive Committee members. ▪ Six board seats will be open at the end of 2023 for renewals or new board applications. ▪ Beginning November 2023 DCBA posted Board Seat openings on website, promoted on social media and newsletter, mentioned at Business Meet-Ups to encourage business owners to submit candidate applications for voting by Downtown Business Shareholders in December 2023. ▪ Voting for new Directors will occur in January 2023. ▪ New or renewed Directors will be installed at the DCBA Annual Meeting in February 2024 for a 3-year term.															
4. Create Council Liaisons															
DCBA appointed Council Liaisons in month one to keep councilmembers informed of DCBA progress. Also, President Greg Scott is attending internal affairs meetings, council meetings and meetings with staff on downtown projects and priorities.															
5. Create Strategic Alliance Liaisons															
DCBA is establishing strategic alliances with key organizations to coordinate and leverage resources by working together on downtown: ▪ Chico State – Shari Anderson representing Alumni Association is 2nd VP and Co-Chair of Art & Wine walk, joint project with Wildcat Weekend. President and Executive Team meeting with President Steve Perez on how to work together for betterment of both. ▪ Explore Butte County – an early partner. DCBA and Explore Butte County are collaborating on events, promotions, and visitor materials in the new office. This collaboration includes leveraging promotion of Travel Chico.															

- CARD – in November signed MOU for 2023 Ice Rink coordination and promotion. Also partnered with CARD and Chico Arts for Chalk on the Block, which had to be cancelled due to dirtiness and inhabitants at the City Plaza. - PBID – early discussions, PBID is also rebuilding organizational structure, the two organizations are working closely particularly on clean and safe. - ARTS – Pat Macias, Director, is assisting to increase collaborating with arts involvement and looking in Year 2 at a downtown arts and culture program. - North State Hispanic Chamber of Commerce – Hispanic Chamber has been actively participating with DCBA on events, Day of the Dead (which was to be held in Plaza but had to moved due to scheduling conflict). Hispanic Chamber a key team member for the Small Business Saturday event. - Chico Chamber of Commerce – Discussions between Executive Teams have started around areas of opportunity to collaborate on events, improvements, promotions and supporting economic growth particularly with Chico State. - PG&E – Coordination for hanging light pole banners and lights. - City – Working closely with city on several downtown initiatives such as public trash can installation, trash receptacle issue, code enforcement, Complete Streets, review of assessment fee management, parking (kiosks and structure), Get It in Chico campaign, Plaza clean and safe, coordination with Police and with Chico State police.	
6. Appoint Committee Chairs	
As part of building a strong foundation, Board Members were asked to co-chair DCBA’s four pillars of work tasks. These were appointed in March. Also, as events have been initiated each event has a Committee, Directors and downtown business representatives assist with event design and management. This has proven to be successful model as event participation has been the largest in DCBA’s history.	
7. Formalize Strategic Alliance with PBID	
As noted above PBID is processing their own organizational foundation, however, the two organizations are working closely together on clean and safe, place making, and improvements. After 1 st quarter 2024, PBID and DCBA will jointly discuss collaboration on Economic Vitality (which falls within PBID authorization by State Code and not DCBA). DCBA has initiated a web-based mapping program with existing vacant buildings listed to start formalizing a plan. This is will also be coordinated with the City’s Complete Streets project and schedule.	
8. Design membership campaign	
- The goal is to complete the membership structure and platform by the end of December 2023. - DCBA is meeting with NVCF on 501c3 designation rules and regulations. - DCBA and City Finance/Deputy City Manager met to review Downtown Parking Improvement District assessment fees process, collections and delinquencies. - DCBA previously submitted paperwork for City to authorize DCBA to do collections, reviewing to see if current. - Also need to weigh the cost-benefit of attempting to do collections vs. amount of assessment, over a third of downtown business assessment are \$10.50 per year.	
9. Launch plans for visible presence in downtown, a prominent office presence in downtown	
DCBA will occupy new office space at 346 Broadway, next to Raw Bar in December 2023. The new office space is generously donated by Hotel Diamond. The space will be designed to welcome businesses and visitors to downtown – partnership with Chico State, Explore Butte County, Travel Chico to ensure promotion and directions to spaces and venues through downtown, campus, and the city. - Beginning 2024 DCBA will have the downtown office open 10-3 on Saturdays to greet visitors, provide directions, answer questions, and provide promotional materials. - Working with Explore Butte County will design space to attract visitors and ensure materials are available, access to monitors to view the 365 Calendar being prepared by EBC, view maps, menus, and stores.	
10. Financial Sustainability	

The goal of DCBA in its three-year business plan is to find financial stability by diversifying the revenue sources and working towards identifying recurring revenue streams for fund development.

As compared to 2022 year to date revenue sources have changed (see chart below). DCBA decided to conserve revenues and reduce expenses, hiring staff in the positions needed to build the foundation as noted above and in year 2 seek opportunity to bring in General Manager and relocate office. The Board and volunteers have actively participated in the management of DCBA, the office has been donated by Alan Tochtermann and the new office will be donated by Hotel Diamond (the Scotts).

DCBA has meet with Deputy City Manager and the Finance Department regarding the Downtown Chico Parking Improvement District Assessment to business owners (not in Chart 1 – revenue in this category is downtown). DCBA and City discussed various methods to resolve this. DCBA will be including this in their 2024 Planning Sessions.

Year-to-Date (as of November 15) Financial Report to Executive Board:

Cash on hand: \$62,118 (DCBA was able to put \$25,000 in a reserve account)
Short-Term Liabilities: \$11,142
Long-Term Liabilities: \$155,963 (SBA EIDL Loan taken out during pandemic, 3CORE loan during pandemic which is nearly 50% paid off).
Accounts Receivable: \$12,865

Chart 1 – Fund Diversification Plan - Revenue Sources

Revenue Source	2022 Actual	% of Total	2023 to 11.15.23	% of Total
Total Revenue	\$372,444*		\$340,277	
Event Mgmt & Promotion	\$285,362*	76.6%	\$179,346	53%
City DPBIA Administration Contract	\$ 36,200	9.7%	\$107,010	31%
Other Public Funding Sources	-		\$18,000	5%
DPBIA Fees (Downtown businesses)	\$ 20,836	5.6%	\$10,454	3%
Program Income	\$ 10,000	2.7%	\$ 7,736	.02%
Sponsors, Misc.	\$ 20,045	5.4%	\$16,675	.05%
Product Revenue	-		\$ 972	.003%

*2022 Revenue included Ice Rink, DCBA reimbursed City of Chico \$95,000 from proceeds of 2022 Ice Rink.

PILLAR 2: MARKETING & COMMUNICATIONS

Key Work Tasks to be Completed:

(note: first year focused on Shareholder engagement)

1. Hold listening sessions to engage Downtown Businesses in open feedback on downtown priorities, DCBA functions.

A goal for year one was to have listening sessions with downtown businesses, in group setting, one-on-one and a feedback form. This initiative was Cochaired by Nicole Hill, Stoble and Emma Martin, Allies Pub. The goal was to have venues without longtime DCBA Board members so individuals could speak freely without feeling they might hurt feelings. Two sessions were held, spring and fall. Appendix B is feedback presented to the DCBA Board of these sessions. DCBA has already started to take action to address many of the points and will be incorporating into plans and schedules for 2024:

- Good News:
 - Businesses feel they are being heard, communications are improving, feel the Board and staff are making notable difference, appreciate social media and marketing.
- Requests for Communications and Information Sharing:
 - For the most part information that is being requested about organization, board, PBID is on the website and/or available by request including Bylaws, DCBA's authorizing document. DCBA will be posting City Agreement, Work Tasks and progress reports.

○ DCBA will be initiating a <i>We Heard You</i> communications to address the areas of interest or information requested. ▪ Areas of Improvement: ○ DCBA has been diligent about sending communications with updates, however, the contact list requires updating and many businesses inform DCBA they do not use email. In meeting with City regarding a good list of downtown business contacts, name, phone numbers and email, both City and DCBA do not have complete lists. DCBA has a good open rate for those on the list. DCBA has initiated a President Message newsletter around current items and some questions. After first of the year will initiate two projects – 1) a door-to-door business visit to gather correct contact, email, phone number, mailing address and preferred method to receive messages from DCBA and 2) a <i>We Heard You</i> from the President newsletter to be snail mailed or hand delivered to business owners/managers. Currently DCBA does hand deliver important information (time intensive), posters and other materials. ○ DCBA has been promoting and pushing out information on DCBA and Board Director open seats requesting interested candidates to submit applications – addressing board structure, terms, process. ○ With Jasmine focused on social media for promoting downtown businesses, will also use social media platforms. ○ After the first of the year investigate text messaging platforms. ○ Request for clearer communication on understanding DCBA and priorities – these are posted on website and will be promoted on social media including DCBA planning session and Annual Meeting, February 8. ▪ Area of Clarifications: ○ Included in the listening session businesses expressed their expectations of DCBA and better understanding of DCBA and PBID – roles and responsibilities of each. ○ DCBA has prepared documents and has posted on the website for both DCBA and PBID what they are allowed to do under Section 36000 of the State’s Highway and Street Code that authorizes both entities. This continues to be an area of confusion, i.e., ▪ DCBA is allowed to do promotions in public places and maintenance of parking structure, ▪ PBID is allowed to do clean and safe, beautification and economic vitality. ○ DCBA in 2024 wants to further the collaboration with PBID with a memorandum of understanding to work together on economic vitality. ○ DCBA will make this part of the President Message series. ○ Businesses would like the Ambassadors to have expanded hours – this will be discussed with the PBID as Ambassadors and Clean/Safe are under their umbrella of responsibilities. ▪ Business agreed they would like DCBA to continue all Signature events.															
2. Host meeting between Restaurants and EBC on restaurant week and Thursday Night Market															
▪ Completed in the first quarter of 2023. ▪ DCBA has launched a new dining map that has been distributed to hotels and downtown businesses, will be available at the new DCBA office and has added restaurants as a social media series. Staff are outreaching to restaurants to help promote entertainments, venues, and specials. There currently over 70 food venues in downtown.															
3. Collaborate with City on Travel Chico promotions															
▪ DCBA is an active participant on the Travel Chico Committee and plans to host Travel Chico materials in new office.															
4. Launch advertising “return to downtown” campaign															
▪ With the generous support of CalWater as a sponsor, and Action News with trade, DCBA was able to launch the Love Downtown Campaign that has ran the full year promoting downtown to residents and visitors of the unique businesses, restaurants, venue and events. ▪ A big request from business was more marketing and promotions. DCBA has initiated more advertising, marketing, promotions and social media than ever before. Followers of Facebook and															

Instagram have doubled. Each signature event has had five marketing elements – TV Ads, Billboards throughout the City, radio ads, social media and posters (delivered to businesses). - During the last 3 months (reporting period) DCBA focused on campaigns promoting Art & Wine Walk, Harvest Saturday, Treat Street, Small Business Saturday (with 4 pg. spread in Upgraded Living, highlighting downtown small business owners and 25 days of highlighting downtown businesses on social media). The last campaign of the year will be Season Greetings from Downtown Chico featuring the Chico Children Choir singing “All I Want for Christmas...”. - DCBA is also participating with the city on its “Get It in Chico” campaign for shop local. DCBA has posted all information and shared with Downtown businesses encouraging them to join the campaign effort. DCBA is using the “Get It in Chico” logo on all advertising and promotions.												
5. Hold Business Meet-Ups (with Downtown Businesses)												
DCBA has been hosting Business Meet-Ups to share news, information and answer questions in an in-person setting. This quarter the Business Meet-Up was held October 24 at the new DCBA office, with approximately 40 businesses and representatives in attendance. The agenda included the city to share the Get It in Chico campaign, Light Up Downtown notifying businesses the city would be installing hanging lights across the streets on 2nd, 3rd, 4th and 5th as well as provide information on how businesses could light trees in front of their businesses. Also in attendance was CARD to share information about 2023 Ice Rink. Closing with details on all upcoming events for the remainder of the year (5 events).												

PILLAR 3: EVENTS & PROMOTIONS												
Key Work Tasks to be Completed:					25%		50%		75%		100%	
1. Prepare and Organize All Event Planning and Staffing												
In March 2023 DCBA hired Lucia Mercado as a full time Events Manager to organize, prepare and manage all events starting with Thursday Night Market and Friday Night Concert. DCBA also retained Debbie LaPlant as contract Director to guide, teach, mentor and direct Lucia in Team building and event management. This year’s events, ending with the Tree Lighting on December 1, has been very successful with a significant increase in participation and positive comments from business on how well managed the events were. During this year there was an effort to do early planning and engage businesses as event committees to help guide and make suggestions which has worked well. For 2024, staff will be planning all events in December to present to committees and Board in January. The goal is to have all events planned, organized, participants committed, and advertising/promotions scheduled for smooth and efficient operations allowing staff to concentrate on day of events, ensuring venues are clean and safe.												
2. Launch Thursday Night Market and Friday Night Concerts												
Thursday Night Market ended in September. Planning for 2024 will begin in December with staff getting input from TNM Committee, Vendors and Restaurants. Friday Night Concert had its last concert October 13, Art & Wine Walk. As the FNC season continued there was an increase in participants coming to Plaza and enjoying the music. It is a great venue to showcase Chico’s wonderful musicians.												
3. Banner Installations												
Partnering with PG&E banners were rotated through out the year on the city poles. Chico State partnered with Welcome Wildcats banners. DCBA continues to work with City on street banner across Main and Broadway.												
4. Collaborate with Chico State Commencement Week												

Chico State is a key partner with DCBA and a very important employment and economic generator for Chico and anchor for downtown. Working together prepared downtown to be clean, safe, entertaining and welcoming for the many families, parents, and students in town for commencement week.												
5. Plan Slice of Chico and Art & Wine Walk												
Both events have been planned and executed. Each with an increased number of participants. Art & Wine Walk had double the venue stops than any other year with over 2,000 attendees in downtown.												
6. Add new event, repurpose Taste of Chico – Chico Live												
Working with volunteer committee and many partners, sponsors, the first Chico Live event was held September 9 hosting headliner musicians. The event was well prepared and managed and those in attendance said it was an excellent venue. As a first event there are bugs and logistics to improve upon.												
7. Fall & Winter Events and Celebrations												
The last quarter was a robust time for downtown with many events including Art & Wine Walk, Chalk on the Block, Treat Street, Preview, Small Business Saturday and Tree Lighting. - All events have had excellent participation. - Chalk on the Block, a partnership with CARD and Chico Arts, had to be cancelled due to the cleanliness of the Plaza. An encampment move had occurred early that week which brought many to occupy the plaza and on the day of the event the Plaza was in no condition to host families and children. DCBA will be working with City and PBID to find solutions to keeping the Plaza clean and safe. - Not a DCBA Signature event, the Day of the Dead event had to be moved from the Plaza to Meriam Park due to scheduling conflict with the Plaza.												

PILLAR 4: PLACEMAKING												
Place making is a key element to making and keeping downtown vibrant. This initiative was scheduled to begin in the latter part of 2023 and would require collaboration with other organizations. A key partner in this initiative will be the PBID.												
Key Work Tasks to be Completed:				25%	50%	75%	100%					
1. Work with City regarding parking structure and lots.												
President Greg Scott is leading this effort working directly with the PBID Ambassadors and Public Works to keep the parking structure clean. Discussions are underway with PBID and Public Work of how to better manage the parking structure for maintenance cleanliness and safety. - DCBA sponsored the Kiosk Concierges for a six-week duration during the transition of parking meters to kiosks working closely with the city. - DCBA also is working directly with staff on scheduling free parking for key events and holidays.												
2. Assist the City in evaluating key council initiatives, such as Pedestrian Zones												
City requests, projects and initiatives are brought before the DCBA for comment, support, discussion and participation: - Early in the year the concept of Pedestrian Zones was brought forward. DCBA surveyed the businesses for their interest in participating in Pedestrian Zones however only 10% noted they would participate, and they were not in favor of pop-up in the streets every week. DCBA also felt they did not have the bandwidth at the time to take on this initiative alongside TNM and FNC. - Brought forward to DCBA was the concept of renaming downtown to Historic Downtown. DCBA agreed this initiative needed to be vetted with Downtown Businesses. DCBA reached out to downtown												

businesses through open forum, business meetings, one-on-one calls and measuring posts to articles. DCBA submitted a report to the city that at this time the downtown businesses were not in favor of changing the name. This will be brought back in a year. ○ Note DCBA had in the three-year plan to begin working on partnerships with History Museum, Historical Society and ways to integrate the historic fabric in stories and visual components downtown. Due to limited staffing capacity, this is scheduled for launch in 2024. DCBA appreciates Councilmember Van Overbeek's efforts in designing and producing the historic building markers. These will be a key part of embracing downtown's history. ▪ During this quarter Public Works has brought forward the Complete Streets Project. A presentation was made to the DCBA Board and guests, providing feedback. DCBA will assist City with hosting open houses and forums to disseminate information and solicit feedback. There will need to be significant coordination with utility installation and during construction to minimize disruption to the businesses.	
3. Work with City and advocate for key physical enhancements – lights, trash, wayfinding and other physical improvements	
The City and DCBA have been working closely on physical enhancements in downtown, these are mainly led by the City with DCBA coordinating and promoting the installations: ▪ Working with Public Works lights hanging across the streets of 2nd, 3rd, 4th and 5th between Main and Broadway have been installed. Continuing discussions on doing same from Wall to Main, and Broadway to Salem on same streets. And then discussions for lights from 5th to 9th. DCBA continually hears more lighting is needed for safety. ▪ The city is installing new public trash cans this quarter. ▪ DCBA and City continuing to work on the trash receptacles (businesses) being left out on the streets. Code enforcement has begun to issue citations. Discussions are also in the works of identifying areas for business' trash receptacles that cannot be kept on the business's premises i.e., restaurants. ▪ Wayfinding and signage are an ongoing discussion.	
4. Increase Arts & Culture in Downtown through partnerships	
DCBA has established a committee to work on how to engage and partner more with arts and culture for downtown both physically and through venues: ▪ First initiative was applying for a grant to paint murals in the parking garage, unfortunately it was not awarded but the project is still viable and will be planned out for 2024. ▪ Created an Art Block at Thursday Night Market. ▪ Planning will begin with Chico Art Center on outlining murals for downtown, 2024. ▪ Working with CARD and Chico Art Center on collaborations around arts, i.e., Chalk on the Block. ▪ Creating close working partnership with MONCA on potential projects in 2024. ▪ Increasing collaboration and working partnership with North State Hispanic Chamber of Commerce.	
5. Participate with PBID in improving clean and safe measures in Downtown	
PBID and DCBA for all intentional purposes are sister organizations, however, were formed and operate under two different California Highway & Streets Codes each with distinct roles and responsibilities of what they can and cannot do. ▪ DCBA President Greg Scott is also PBID Vice President and has been leading creating stronger collaborations between PBID and DCBA around clean and safe, and coordination with Ambassadors. ▪ President Scott meets almost daily with Ambassador manager to discuss areas needing attention and issues that need to be addressed. ▪ Clean and safe are a priority for both organizations.	

Pillar 5: Economic Vitality

As with Clean & Safe, Economic Vitality falls under the PBID umbrella and authority but is an area very important to DCBA. DCBA scheduled in their three-year plan to start planning with PBID economic vitality tasks in 2024 after solidifying the events, promotions and marketing foundation, DCBA's core responsibilities.

Although not formally started, DCBA has inventoried vacant and on-the-market spaces in the district and is in the process of posting to an ESRI web tool, called StoryMap. During 2024 staff plans on completing the StoryMap and begin discussion on best methods to fill vacancies which will include outreach to property owners. This will be coordinated with PBID.

Hotel Diamond Investment – DCBA New Downtown Office



APPENDIX

- A. Destination Wheel
- B. Organizational Chart
- C. Listening Session Report
- D. Links to Ads
- E. Advertising Spread – Upgraded Living 4-pg. Spread
- F. Financial Statements – as of November 18, 2023