

DCBA Events Management Operations Guide



The Downtown Chico Business Association (DCBA) curates a diverse and impactful calendar of events designed to drive foot traffic, build community, showcase the downtown experience, and support local businesses. These events serve as critical activators of placemaking and economic vitality. This SOP outlines consistent procedures for planning, promoting, staffing, funding, and evaluating events.

1. Event Categories & Definitions

There are five types of events DCBA hosts and/or assists, all with different levels of management and execution requirements.

- 1) Series Events
- 2) “Tradition” Event
- 3) Ticketed Events
- 4) Partner & External Events
- 5) Pop-Up Events

1.1 Series Events

Recurring weekly or monthly engagements, typically seasonal and free to the public.

- **Thursday Night Market (TNM)** – April through September
- **Friday Night Concerts (FNC)** – May through September
- **ARTober Fest** – Month-long arts activation in October

1.2 Tradition Events (One-Day or Seasonal Events)

Historic or themed events which draw annual community interest.

- Slice of Chico
- Treat Street (Halloween)
- Harvest Sidewalk Sale (as part of ARTober Fest)
- Small Business Saturday
- Christmas Preview & Tree Lighting

1.3 Ticketed Events

Revenue-generating events requiring admission.

- **Art & Wine Walk (AWW)**
- **Taste of Downtown (Taste)**

1.4 Partner & External Events

- DCBA is expected to support external events downtown such as the 4th of July Parade (with CARD), National Yo-Yo Championship, and other plaza-hosted events by:
 - Coordinating promotional support
 - Assisting with logistics if needed
 - Liaising with city agencies and ensuring stakeholders are informed

1.5 Pop-Up & Placemaking Events

- Smaller activations such as art unveilings, historic plaque dedications, or temporary installations requiring fast response and community coordination.

2. Core Event Planning Workflow

2.1 Annual Planning

- **Quarter 4:** Conduct full-year event calendar planning with staff and board.
- Secure plaza reservations and franchise event schedule with City of Chico (per Ordinance 2469).
- Identify committee leads and confirm staffing assignments.

2.2 Budget & Fundraising

- Draft event budgets (venue, entertainment, security, advertising, permits).
- Identify and secure sponsors using DCBA's tiered sponsorship packages.
- Track income and expenses per event in coordination with bookkeeper and Finance Committee.

2.3 Permitting & Compliance

- Submit annual event permit application by January 31 to City Public Works.
- For park or plaza use, complete all required forms including insurance, sound permits, and vendor coordination.
- Coordinate safety and security needs with Chico PD, Public Works, and PBID Ambassadors.

3. Marketing & Promotions

3.1 Promotion Timeline

- Begin major promotions 6–8 weeks in advance.
- Coordinate social media, press releases, e-newsletters, and printed guides.
- Develop and distribute event posters, maps, and signage.

3.2 Marketing Assets

- Social media reach: 48k+ (IG and FB combined).
- Use content clustering strategy to cross-promote events with business features, safety initiatives, and placemaking content.

- Leverage co-branding with partners such as Chico State, Butte College, Arts Commission and Travel Chico.

4. Partnerships & Sponsorships

4.1 Partner Coordination

- Confirm early involvement of:
 - Chico State, Butte College
 - CARD and the City of Chico
 - Travel Chico, Team Chico, SBDC and Chamber
 - Arts Commission and Arts groups (MONCA, COBA boards)

4.2 Sponsor Activation

- Ensure all agreed-upon sponsor deliverables are fulfilled: logo placement, social mentions, MC shout-outs, and signage.
- Provide sponsors with performance reports including estimated attendance, impressions, and photos.

5. Staffing & Logistics

5.1 Roles & Responsibilities

- Assign an Event Lead for each event.
- Identify staff, interns, and volunteers needed for:
 - Set-up and takedown
 - Vendor coordination
 - Permits and safety
 - Marketing & photography
 - Guest services and booth staffing

5.2 Onsite Execution

- Use a detailed Event Day Checklist including:
 - Emergency contact list
 - Timeline of key actions
 - Equipment checklist
 - Vendor maps and booth assignments

6. Event Evaluation & Reporting

6.1 Post-Event Reports

- Within 10 business days, complete a debrief:
 - Attendance estimates
 - Budget actuals vs. projections
 - Stakeholder feedback
 - Social media engagement metrics
 - Notes for next year's planning

6.2 Board Reporting

- Present quarterly event summaries to Executive Committee and Board.
- Include successes, challenges, ROI estimates, and recommendations.