

Downtown Chico Business Association

General Manager (GM), Roles & Responsibilities



The General Manager (GM) of the Downtown Chico Business Association (DCBA) plays a pivotal leadership and coordination role in delivering on the organization's mission to preserve, enhance, and promote Downtown Chico as a vibrant hub of commerce, culture, and community life. This document provides a guide to the standard operating procedures for the GM, offering structure and clarity across the core areas of administration, board support, event execution, business engagement, fiscal stewardship, and advocacy. By following these procedures, the GM ensures continuity, accountability, and excellence in service to DCBA members, partners, and the public.

1.0 Office & Administrative Management

1.1 General Operations

- Maintain the Downtown Welcome Center as a hub for visitors, businesses, and promotional materials.
- Ensure office hours are posted and accessible; staff coverage is maintained during open hours.
- Supervise clerical tasks: mail, supplies, equipment inventory, scheduling, calendaring, office equipment/contracts and phones.

1.2 Personnel Oversight

- Directly supervise all DCBA employees, interns, and contract staff.
- Lead the hiring process, including job postings, candidate screening, interviews, and onboarding, in coordination with the Executive Committee.
- Schedule and conduct 90-day, and annual employee reviews (or any increment there in dependent on GM assessment of staff) using clear evaluation metrics aligned with job descriptions and organizational goals and reviewed/or participated by employee.
- Assign and adjust roles based on workload, staff strengths, seasonal priorities, and event schedules.
- Develop and implement staff training programs quarterly, including orientation, safety, systems training, and external workshops or certifications as needed.
- Ensure each team member has quarterly objectives and check-ins to track performance and development.
- Foster a team culture that values initiative, accountability, and professionalism, modeling DCBA's commitment to service, stewardship, and partnership.
- Encourage professional development by identifying opportunities for growth and recognizing achievements. Report to Executive Committee any bonus recommendation for excellence in performance.
- Maintain compliance with the *DCBA Employee Handbook* including at-will employment policy, safety protocols, and performance evaluations.

- Build strong internal morale and external-facing professionalism to strengthen trust with downtown businesses and stakeholders.

1.3 Record-Keeping and Documentation

- Maintain all records related to contracts, board actions, financial documents, grant deliverables, and public agreements.
- Ensure compliance with reporting obligations per franchise agreements and city contracts.

2.0 Board & Committee Management

2.1 Board Support

- Facilitate monthly Board of Directors meetings and bi-monthly Executive Committee meetings.
- Work with the President and Officers to prepare agendas and distribute board packets.
- Ensure meeting notes and follow-up actions are documented and implemented.

2.2 Committee Coordination

- Oversee and support the following board-led committees:
 - Standing Committees
 - Executive Committee
 - Finance Committee
 - Fund Advisors
 - Advisory Committees – Core Functions (if established)
 - Events (typically by event)
 - Marketing
 - Placemaking
 - Advocacy
 - Special Initiatives
- Attend committee meetings as appropriate and ensure alignment with DCBA's strategic goals.

3.0 Fiscal Responsibilities

3.1 Budget and Financial Oversight

- Manage annual budget and revenue sources. Distribute of revenue sources has been:
 - Earned Revenue = 40.4%
 - Public = 32.6%
 - Sponsorship & Donors = 21.5%
 - Member Assessment = 5.5%
- Work with the Treasurer and Finance Committee on annual budgets, quarterly reviews, mid-year budget adjustments and reporting to the City.
- Work closely with DCBA Bookkeeper to ensure accurate recording and account posting in QuickBook, oversee accounts receivable/payable, and cash flow tracking.

- Establish procedures and timelines for collecting payable over 30 days.
- Ensure tax filings, insurance renewals, and financial compliance in collaboration with contracted bookkeeper and CPA.
- Ensure paperwork is filed with state and federal agencies, such as the Franchise Tax Board.
- Ensure annually all insurance policies are renewed, paid and in full force.

3.2 Fund Development

- Create and implement sponsorship plans, DCBA Advertising based sponsorship and DCBA Donor Initiative 501c3.
- Cultivate relationships with existing and potential sponsors and donors.

4.0 Core Function Management: Events, Marketing, Placemaking & Advocacy

4.1 Events

- Plan and implement all DCBA-hosted events:
 - **Series Events:** Thursday Night Market (TNM), Friday Night Concerts (FNC), ARTober Fest.
 - **Traditions (One-Day Events):** Slice of Chico, Christmas Preview, Treat Street, Tree Lighting
 - **Ticketed Events:** Art & Wine Walk, Taste of Downtown
- Manage all event permits, logistics, and compliance in coordination with city departments.
- Ensure volunteer recruitment, safety, signage, and sponsorship obligations are fulfilled.
- No-DCBA events in Downtown: Provide support and assistance for non-DCBA hosted events by partner or external organizations held downtown to ensure successful execution and alignment with DCBA priorities.

4.2 Marketing

- Lead year-round campaigns that promote member businesses and Downtown Chico as a regional destination.
- Oversee content planning and execution for social media, website, newsletters, and print.
- Oversee communications with Downtown businesses to build good relations and credibility for DCBA's core functions.
- Conduct bi-annual surveys to identify opinions and needs of Downtown businesses where DCBA can facilitate change and assistance.
- Monitor performance metrics and adapt strategies to increase reach, engagement, and business visibility.

4.3 Placemaking

- Identify, plan, and implement projects that improve the physical and cultural landscape of downtown (e.g., art installations, lighting, parklets).

- Collaborate with artists, property owners, and city partners to beautify and activate public spaces.
- Ensure placemaking efforts align with downtown business and city vision.

4.4 Advocacy

- Represent the interests of downtown businesses in city planning, policy discussions, and regulatory issues.
- Facilitate business input and public testimony related to ordinances, safety, parking, and beautification.
- Maintain ongoing communication with stakeholders and ensure DCBA maintains a trusted and active voice in civic matters.

5. Strategic Partnerships & Advocacy

5.1 City of Chico

- Maintain compliance with the *Administration Agreement* for the Downtown Parking and Business Improvement Area.
- Serve as liaison with City Council, Deputy City Manager, Public Works, Police, and Planning departments.

5.2 Institutional Partnerships

- Collaborate with Chico State and Butte College on placemaking, arts, internships, Welcome Week, and student engagement initiatives.
- Develop and maintain Memorandums of Understanding (MOUs) with key partners including PBID, CARD, 3CORE and any other entity to clarify shared responsibilities and leverage joint programming.

5.3 Business & Stakeholder Communications

- Maintain active communication with downtown businesses through walk-ins, newsletters, direct outreach, and digital tools.
- Collect input via business surveys, town halls, and one-on-one engagement.
- Coordinate marketing and promotions that elevate downtown visibility and stakeholder involvement.

6. Communications & Public Engagement

6.1 Internal & External Messaging

- Supervise content for all communication platforms:
 - Website, e-newsletters, press releases, social media, and printed guides.
- Implement content clustering strategy that reinforces safety, vibrancy, economic vitality, and partnerships.

6.2 Stakeholder Engagement

- Maintain high-touch outreach to downtown businesses through business walk-ins, meetups, and newsletters.
- Solicit business input and feedback via surveys, listening sessions, and advocacy forums.

7. Assessment & Franchise Oversight

7.1 Assessment & Fee Administration

- Manage process for DBID assessments per Chapter 3.35 of the Chico Municipal Code.
- Coordinate with City on proposed assessment changes and public hearing processes.

7.2 Franchise and Permit Compliance

- Administer annual permit applications for events under the City Franchise Ordinance.
- Ensure all conditions of street usage, sales, and public safety are met.

7.3 Street Poles & Planters

- Manage Grant of License for hanging banner on street poles in downtown.
- Manage landscaping contract for planters in downtown.