

EXECUTIVE COMMITTEE AGENDA

Date: January 23, 2025

Time: 8:00 am

Place: Downstairs Hotel Diamond

Call to Order – Greg Scott, President

1.0 Organization

- 1) Annual Meeting – Feb 4, Agenda
- 2) Staff & Operations
 - Employee Handbook Employee Clarifications
- 3) Board
 - Invite CARD to be Advisor on Board
 - Operations during Greg's Absence – Feb 10-April 6 (checks, meeting, decisions)
- 4) 2025 Planning Session
 - Priorities – follow-up actions?
 - Input Nick Andrew - Wayfinding
- 5) Reports to City
 - January 31 – Financial
 - March 1 – Annual Report
- 6) Bylaws – Agenda for Feb 6
- 7) Agreement between DCBA & PBID re Vacant Building

2.0 Financials

- 1) Finance Committee – Recommendation on 2025 Budget
- 2) PRIORITY ACTION Assessment Committee – next steps & timeline
- 3) Advertising-Sponsors Packages – timeline, assistance to calling

3.0 Events, Marketing & Promotions Update (if time)

- 1) City Plaza – Greg
- 2) FNC – Elevate, cleanliness, features, options
- 3) TNM
- 4) 50th DCBA Anniversary

4.0 Projects (if time)

- 1) Bylaws, Vacant Building Committee, COBA Placemaking Initiative



DCBA Board of Directors

Greg Scott, President
Shari Anderson, 1st VP
Nick Andrew, 2nd VP
Brendan Narayan, Secretary
Nicole Johnston, Treasurer
Nicole Hill, Chair Marketing Committee
Mary Hartley
Thomas Hightower
Michael Lee
Julie Lengerich
Pat Macias
Ian Macmillan
Liza Tedesco
Steven Stull
Linda Zorn, Co-Chair Arts Initiative

ADVISORS

Mike Egbert, Chamber
Nichole Farley, Explore Butte County
Megan Kurtz, Chico State
Luis Moreno, 3CORE
Bonnie Pipkin, Chico Arts Commission

CITY OF CHICO

Dale Bennett, Chico City Council
Jennifer Macarthy, Chico Deputy City Manager
Lt. Ben Love &
Sgt. Nick Bailey, Chico Police Dept.

Downtown Welcome Center

338 Broadway
PO Box 3098
Chico, Ca 95927

6.0 Old Business (remains on agenda so not to be lost)

- 1) Meeting with Salvation Army – Ian MacMillan
- 2) 501c3 – Fund Advisors - notify NVCF
- 3) Merchandise

7.0 New Business

8.0 Adjournment

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Executive Committee Item Report



DATE: January 23, 2025
SUBJECT: Annual Meeting
CHAIR: Shari Anderson

2025 Annual Meeting will be scaled back to a morning meeting. 2025 is DCBA 50th Anniversary and plans are being put in place for a 50th Year celebration.

Date: Tuesday February 4
Time: 8:30-9:45
Place: Hotel Diamond, Downstairs

Set-Up:

- Removing tables for all seating
- Speakers to be all be seated together – informal
- Coffee, water
- Agenda
- Take-away – 2025 event post card?

Schedule

8:30 MC – Welcome, Overview, 50th Years (time watch-hold questions to last)

8:45 MC – Kasey Reynolds – Mayor City of Chico

MC Welcome and Question Comment

9:00 MC – Thank you Kasey

Welcome President Perez – Question/Comment

9:20 MC – Thank you President Perez

Welcome Greg – Questions/Comment

9:35 MC – Thank you Greg, Steve and Kasey

We only have a few minutes for Questions....is there 2-3 burning questions for our speakers?

9:45 MC – Close

1.20.2025 Employee Handbook – Clarification on Full Time & Part Time Employees

Question has arisen regarding benefits for part-time employees working 24 hours. In reviewing the DCBA Employee Handbook there are several area that need further clarity and definition and alignment with State and Federal labor laws.

1. Employee Classification
2. Benefit: Holidays
3. Benefit: Vacation
4. Benefit: Health Insurance

1. Handbook: Pg 19 2-8 Employee Classifications

For purposes of this handbook, all DCBA employees fall within one of the classifications below.

- 1) **Full-Time Employees** - Employees who regularly work at least 40 hours per week who are not hired on a short-term basis.
- 2) **Part-Time Employees** - Employees who regularly work fewer than 40 hours per week who were not hired on a short-term basis.
- 3) **Short-Term Employees** - Employees who were hired for a specific short-term project, or on a short-term freelance, per diem or temporary basis. Short-Term employees generally are not eligible for DCBA benefits, but are eligible to receive statutory benefits.

In addition to the above classifications, employees are categorized as either "**exempt**" or "**non-exempt**" for purposes of federal and state wage and hour laws. Employees classified as exempt do not receive overtime pay; they generally receive the same weekly salary regardless of hours worked. The employee will be informed of these classifications upon hire and informed of any subsequent changes to the classifications.

Clarification Needed: Further define *Employees who regularly work fewer than 40 hours per week* –

- California law researched and pulled for review:
 - No California specific hours threshold for part-time
 - Lawyers agree part-time employees typically work fewer than 40 hours per week.
 - The California Labor Market Review considers part-time work 35 hours or less per week.
 - The Affordable Care Act (ACA) defines part-time work as working fewer than 30 hours per week to determine eligibility for benefits, employees working fewer than 30 hours per week are classified as **part-time for health insurance benefits**
- On Page 34 of the handbook Holidays reference: Full-time and part-time employees working 32 hours or more will be paid for the following federally designated holidays

- On Page 34 of handbook in *example of vacation pay for part-time 32 hours (which assume intent was for those working 32 hrs or more).*
- **Questions:**
 - Is Part-Time considered for everyone under xx hours, or a range i.e., 20-35? 24-39
 - If so does 35 and over become full time?
 - Or is full-time 40?
 - Do you add a classification of hourly 5-24?
 - If so do they get benefits

2. Handbook: Pg 33 Paid Vacation

Full-time and part-time employees working 32 hours or more will be paid for the following federally designated holidays (and day following holidays, assuming the holiday falls on a regularly scheduled work day for the employee:

1. New Year's Day (starting Wednesday Jan 1, 2025)
2. Martin Luther King, Jr. Day (starting Monday Jan 20, 2025)
3. President's Day (starting Monday, Feb 17, 2025)
4. Memorial Day (starting Monday May 26, 2025)
5. Juneteeth (starting Thursday June 19, 2025)
6. Independence Day (starting Friday July 4, 2025)
7. Labor Day (starting Monday, Sept 2, 2025)
8. Veterans' Day (starting Monday Nov 11, 2025)
9. Thanksgiving Day and Friday after Thanksgiving (this is not a floating holiday that can be switched).
10. Christmas Day and Day after if the day after falls on a regularly schedule work day (this is not a floating holiday that can be switched).

Additional holidays may be observed based on federal, state, or local designation and Board approval. Recognized holidays that are not listed maybe observed by an employee as vacation or unpaid day off. Employees may also ask to switch holidays if the holiday falls on the same day as the one being switched (days after Thanksgiving and Christmas cannot be switched). .

To be eligible for holiday pay, a nonexempt employee must be regularly scheduled to work on the day on which the holiday falls and must work his or her scheduled working day immediately preceding and the scheduled working day immediately following the holiday, unless an absence on either day is approved by their Supervisors. Holiday hours paid does not count towards total hours worked when calculating total overtime hours. Exempt employees will receive their regularly scheduled pay during holiday. Part-time employees will receive the number of hours (prorated) they would receive if they would normally be scheduled to work on a holiday. During the weeks of Christmas and New Year's the office may be closed for several days, this will be decided by and notification given to employees by Supervisor.

When holidays fall or are celebrated on a regular workday, eligible employees will receive one day's pay at their regular straight-time rate for the hours they would normally work. Eligible employees who are called in to work on a holiday will receive one day's pay at their regular straight-time rate, and an

additional payment of one half straight-time for the actual time they work that day. Employees must have advanced approval to work on holiday and must have Supervisor sign off on time sheet.

If a holiday falls within an eligible employee's approved vacation period, the eligible employee will be paid for the holiday (at the regular straight-time rate assuming it would have been a regularly scheduled workday for the employee) in addition to the vacation day, or the eligible employee will receive an additional vacation day at the option of DCBA.

If a holiday falls within a jury duty or bereavement leave, the eligible employee will be paid for the holiday (at the regular straight-time rate) in addition to the leave day, or the eligible employee will receive an additional day off at the option of DCBA.

Clarification:

- Should this align with the classifications ie Full-time and Part-time employees are eligible for the Holidays?
- Or leave? Reasoning for 32 days?

3. Handbook Pg. 34 3-3 Paid Vacations

DCBA appreciates how hard employees work and recognizes the importance of providing time for rest and relaxation. DCBA fully encourages employees to get this rest by taking vacation time and encourages employees to utilize earned vacation in blocks of time, rather than on a day-by-day basis. Every effort will be made to grant employees' vacation preference, consistent with program and business priorities. However, if too many people request the same period of time off, DCBA reserves the right to choose who may take vacation during that period. Employees with the longest length of service generally will be given preference. Vacation requests must be submitted to a member of management at least two weeks in advance of requested vacation dates.

Full time employees are entitled to accrue vacation time beginning with the first full pay period after probation at the following rate:

- 1) Three, three-three-three (3.333) hours per pay period (80 hours / 10 days per year) for the first five years of service.
- 2) Five hours per pay period (120 hours / 15 days per year) beginning with the sixth year of services.

Part time employees, less than 40-hours per week, vacation is pro-rated based on hours worked per week as compared to a 40-hour work week. Short-term (seasonal) employees do not accrue paid vacation.

- 1) One point three-three (1.333) hours per pay period (32 hours / 4 days per year) for the first five years of service.
- 2) Two point six-six (2.666) hours per pay period (64 hours / 8 days per year) beginning with the six year of service.

Employees become eligible to take accrued vacation after a 90-day probationary period and one full calendar month of satisfactory employment. The amount of vacation leave recorded will be based on the employee's normally scheduled hours for that day. Employees shall not take more vacation leave than the amount accrued. Abuse of this policy will constitute a performance issue.

The maximum vacation hours that can be accrued are 100% of the employee's greatest accruable vacation time in one year. Any hours accrued in excess of the 100% cap will be forfeited by the employee at the end of each calendar year (December 30).

Accrued, unused vacation is paid out upon separation.

Clarification:

- Definition of the number of hours of a part-time employee would clarify this.
- The number of hours earned should be based on the hours worked vs. a set number of hours per pay period and stated in the handbook unless the Board wants all part-time to earn 4 days a year? The formula is based on regular hours work = same hours earn as vacation. ie 32 hours, 4 days, 24 hours 3 days.

4. Handbook Pg 38 3-5 Health Insurance Programs

DCBA does not carry Health Insurance programs. However, Medical coverage is offered to all Full Time (part time employees are not eligible for health insurance) employees on the first day of the first month following their start date.

DCBA will cover cost of insurance for a full time employee not to exceed \$370.00 per month. Employee may elect their own policy, such as family or Covered California. If employee selects a policy that is more than \$370.00 per month, the increment cost above \$370.00 per month is paid for by employee. In the event of an increase in medical insurance premium rates, employees may be required to contribute to the cost of increased premiums to retain coverage. Unless otherwise mandated by law, employees on a leave of absence of more than [30 days] are responsible for paying the premiums of continuing health coverage. Failure to timely request and pay for such coverage will result in the loss of coverage.

Employee must submit copy of their health insurance invoice along with an expense reimbursement form signed by Supervisor to receive reimbursement of Health Coverage.

Clarification: DCBA not required to offer health insurance to full or part-time.

Part-Time Work in California: Everything You Need to Know

Posted by [Bulldog Law](#) | Sep 16, 2024

How Many Hours Is Considered Part-Time in California?

California law doesn't provide a specific hours threshold for defining part-time work. However, the consensus among employment law firms is that **part-time employees typically work fewer than 40 hours per week**. The **California Labor Market Review considers part-time work 35 hours or less per week**. The **Affordable Care Act (ACA) defines part-time work as working fewer than 30 hours per week to determine eligibility for benefits**.

It's important to note that the definition of part-time work can vary based on several factors, including employer policies, industry standards, and specific job requirements. For example, a retail job might consider part-time work fewer than 35 hours per week, while a corporate office might have a different standard.

Despite the variations in the number of hours, part-time employees in California are **entitled to certain labor protections**. These **include minimum wage, overtime pay if they exceed eight hours in a day or 40 hours in a week, and meal and rest breaks**. Understanding these rights is essential for ensuring fair treatment in the workplace.

Federal Laws Defining Part-Time Work

In addition to California's state laws, federal regulations impact part-time employment. The [Fair Labor Standards Act \(FLSA\)](#) is one of the primary federal laws governing work hours, wages, and overtime pay. However, the FLSA doesn't specifically define "part-time" work; it leaves it up to the employer's discretion. The Act ensures that all employees, **including part-time workers, get at least the federal minimum wage and are eligible to overtime pay for hours worked over 40 a week**.

The [Affordable Care Act \(ACA\)](#) also significantly defines part-time employment on a federal level. According to the ACA, **employees working fewer than 30 hours per week are classified as part-time for health insurance benefits**. Employers with 50 or more full-time equivalent employees must provide health insurance to full-time employees, which the ACA defines as those working 30 or more hours per week.

Quick FAQ For Part-Time Employees in California

What is considered part-time in California?

Workers can be classified as part-time if they work fewer than 40 hours per week.

Do part-time employees get benefits in California?

Employers are under no obligation to offer part-time workers general benefits.

Can I receive paid leave as a part-time employee?

Part-time employees will accrue paid leave benefits. California is one of the few states with a paid leave law on the books. For companies covered by this law, paid leave benefits apply to all of their workers.

Are there exceptions to minimum wage requirements in California?

According to the California Department of Industrial Relations, “there are some employees who are exempt from the minimum wage law, such as outside salespersons, individuals who are the parent, spouse, or child of the employer, and apprentices regularly indentured under the State Division of Apprenticeship Standards.”

Updated December 2, 2024 – Sick-Accrual or Upfront? https://www.dir.ca.gov/dlse/paid_sick_leave.htm

How Much Paid Sick Leave Am I entitled to Per Year?

1. How much paid sick leave am I entitled to take and be paid for?

In general terms, starting on January 1, 2024, the law requires employers to provide and allow employees to use at least 40 hours or five days of paid sick leave per year. Before January 1, 2024, an employer could limit an employee's use to 24 hours or three days during a year.

How employers provide this leave depends on what kind of plan your employer chooses to offer in order to comply with the paid sick leave law.

2. What does 40 hours or five days mean?

Starting on January 1, 2024, an employer must allow an employee to use at least five days or 40 hours, whichever is more (refer to [DLSE Opinion Letter](#) 2015.08.07).

Therefore, for example, if an employee works 10-hour days, the employee will be entitled to use at a minimum 50 hours of paid sick leave.

Alternatively, if an employee works only 6 hours a day and takes five days of paid sick leave, for a total of 30 hours, the employee will still have 10 hours remaining.

These examples assume the employee has earned or received upfront their full amount of leave.

4. Does paid sick leave apply to all employees who work in California?

All employees who work at least 30 days for the same employer within a year in California, including part-time, per diem, in-home supportive services (IHSS) providers, and temporary employees, are covered by this law with some narrow exceptions.

4. If I am not exempt from paid sick leave, when do I qualify for paid sick leave?

To qualify for sick leave, an employee must:

- Work for the same employer for at least 30 days within a year in California, and
- Satisfy a 90-day employment period before taking any sick leave.

○

5. Accrual, carryover, and use are all distinct concepts.

Accrual:	Accrual of paid sick leave is based on the number of hours an employee works
Carryover:	The amount of paid sick leave carried over to the next year; may be subject to a cap if the employer establishes a cap by policy. For accrual policies, this ensures the employee will have time available at the beginning of the following year.
Use:	The use of paid sick leave may be limited to 5 days or 40 hours per year.

Vacation

There is no legal requirement in California that an employer provide its employees with either paid or unpaid vacation time. However, if an employer does have an established policy, practice, or agreement to provide paid vacation, then certain restrictions are placed on the employer as to how it fulfills its obligation to provide vacation pay. Under California law, earned vacation time is considered wages, and vacation time is earned, or vests, as labor is performed. For example, if an employee is entitled to two weeks (10 work days) of vacation per year, after six months of work he or she will have earned five days of vacation. Vacation pay accrues (adds up) as it is earned, and cannot be forfeited, even upon termination of employment, regardless of the reason for the termination. (*Suastez v. Plastic Dress Up* (1982) 31 C3d 774) An employer can place a reasonable cap on vacation benefits that prevents an employee from earning vacation over a certain amount of hours. (*Boothby v. Atlas Mechanical* (1992) 6 Cal.App.4th 1595) And, unless otherwise stipulated by a [collective bargaining agreement](#), upon termination of employment all earned and unused vacation must be paid to the employee at his or her final rate of pay. [Labor Code Section 227.3](#) The California Legislature, in order to ensure that vacation plans were fairly and equitably handled, provided that the Labor Commissioner was to "apply the principles of equity and fairness" in resolving vacation claims.

1. Q. My employer's vacation plan states that no vacation is earned during the first six months of employment. Is this legal?

	A. Yes. DLSE's enforcement policy does not preclude an employer from providing a specific period of time at the beginning of the employment relationship during which an employee does not earn any vacation benefits. This could apply to a probationary or introductory period, and can even apply to the whole first year of employment. Such a provision in a vacation plan will only be recognized, however, if it is not a subterfuge (phony reason) and in fact, no vacation is implicitly earned or accrued during that first year or other period. For example, a plan with the following provisions would be an obvious subterfuge and not recognized as valid: Year 1: No vacation Year 2: 4 weeks vacation Year 3: 2 weeks vacation The four weeks' vacation earned in the second year, when viewed in the context of the two weeks' vacation earned in the third year, makes it clear that two of the four weeks earned in year two are actually vacation earned in year one. A valid vacation plan could look like the following: Year 1: No vacation Year 2: 2 weeks vacation Year 3: 3 weeks vacation Years 4 through 10: 4 weeks vacation In those instances where a "waiting period" (Year 1 in the examples above) is found to be a subterfuge, employees who separate from their employment during the "waiting period" will be entitled to prorated vacation pay at their final rate of pay. On the other hand, where the employer's vacation plan has a valid "waiting period" provision, employees who separate from their employment during that period will be ineligible for any vacation pay.
2. Q.	How is vacation earned?
	A. In California, because paid vacation is a form of wages, it is earned as labor is performed. An employer's vacation plan may provide for the earning of vacation benefits on a day-by-day, by the week, by the pay period, or some

	other period basis. For example, an employer's policy may provide that an employee will earn a proportionate share of his or her annual vacation entitlement for each week of a calendar year in which the employee either works at least one full day or receives at least one full days' pay during such week. Thus, for example, if an employee is entitled to two weeks (10 work days) annual vacation, and works full-time, eight hours per day, 40 hours per week, in the above example for each week the employee works at least one full day, he or she will earn 1.538 hours of paid vacation, calculated as follows: 10 work days entitlement per year x 8 hours/day = 80 hours vacation entitlement per year 80 hours vacation entitlement per year ÷ 52 weeks per year = 1.538 hours of vacation earned per week In contrast to how vacation pay may be earned, the calculation of vacation pay for terminating employees (a quit, discharge, death, end of contract, etc.) who have earned and accrued and unused vacation on the books at the time of termination must be prorated on a daily basis and must be paid at the final rate of pay in effect as of the date of the separation. For example, an employee who is entitled to three weeks of annual vacation (15 work days entitlement per year x 8 hours/day = 120 hours vacation entitlement per year) who quits on August 7, 2002 (the 219th day of the year) without having taken any vacation in 2002, who has no vacation carry-over from prior years, and whose final rate of pay is \$13.00 per hour, would be entitled to \$936.00 vacation pay upon separation, calculated as follows: Pro rata daily basis: 219 days (August 7, 2002, date of quit) ÷ 365 days/year = 60% 60% of 120 hours vacation entitlement = 72 hours vacation earned and accrued through August 7, 2002 Vacation days used in 2002 = 0 Vacation earned but not taken at time of separation = 72 hours 72 hours x \$13.00/hour = \$936.00 vacation pay due at separation.
3. Q.	I am a part-time employee, and am excluded from my employer's vacation plan (only full-time employees get vacation). Is this legal?

4.	A. Yes, it is legal. If an employer's vacation plan/policy excludes certain classes of employees, such as part-time, temporary, casual, probationary, etc., such a provision is valid, and the agreement will govern. To avoid any misunderstandings in this area, the vacation plan/policy should state clearly and specifically which employee classification(s) are excluded.
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DCBA Board of Directors 2025 Business Planning Session

The DCBA Board of Directors held their 2025 Year Planning Session on Tuesday January 7, 2025. The meeting took place at the Hotel Diamond as part of the Board's first board meeting of the year. Following the regular Board Agenda, the Board convened to reviewing, commenting and adjusting the 2025 Focus Area plans staff had created.

The meeting was facilitated by Audrey Taylor, volunteer. In addition to Board Directors in attendance, Debbie LaPlant Moseley and Lucia Mercado were in attendance.

2025 Annual Planning Session Purpose

This first meeting of the year is dedicated to a Board Planning Session with the following purpose:

1. Confirm Focus Area Work Scopes (drafted by staff) as foundation for 2025.
2. Review critical issues facing DCBA in 2025
3. Engage the leadership (Board) in participating in work scopes and strategic solutions for critical issues.
4. Confirming 2025 Priorities.

Priorities & Critical Issues for DCBA Board during 2025

After review of the four Focus Areas – Marketing, Events, Placemaking and Organization – the Board discussed key priorities the Board must focus on to create a sustainable organization. After robust discussion and reference back to the Downtown Business Survey the Board identified, Board consensus reflected three priorities (in addition to the Focus Area work plans) that the Board need to take action and be active advocates:

1. Funding Challenges. Address the annual funding for DCBA by completing the Assessment increase process with the City of Chico. The goal is to increase the current business assessment from the 1975 original assessment value (which has not be increased) to 2025 value. The current assessment funding is \$20,000+ per year.
2. Downtown Presence. Per the downtown business survey businesses ranked safety and cleanliness as top priority. The Board also felt the following advocacy regarding the downtown environment was equally as important:
 - a. Lighting
 - b. Vacancies
3. Message Narrative. Several board members felt it was extremely important to have a clear DCBA messaging narrative to engage stakeholders and help with advocacy in initiatives.



DCBA Board of Directors 2025 Business Planning Session

DCBA Principles

A short discussion and review of 2024 identify priorities that were more suited as principles. These principles guide the DCBA as it navigates the challenges and opportunities of 2025, ensure it remains a strong advocate and resource for the Downtown Chico community.

- Promote long-term financial health for both the DCBA and its members through prudent fiscal management and sustainable revenue generation.
- Commit to initiatives that improve downtown's safety and overall aesthetics, addressing both the perception and reality of these issues.
- Foster partnerships with the City of Chico, Chico State University, cultural and community organizations, and local businesses.
- Act as a unified voice for downtown businesses, advocating for policies and initiatives that address critical issues.
- Innovate with marketing strategies and events to draw in diverse audiences and make Downtown Chico a destination.
- Regularly measure and assess the impact of initiatives, using data to inform decisions and demonstrate value to stakeholders.

Review & Feedback to Work Plan Focus Areas

Focus Area 1: Marketing 2025 Proposed Work Plan

Greg Scott commented on how could we encouraged all businesses downtown to feature in their stores something on Chico State & Butte College. Help promote both institutions to visitors, raise the awareness of the importance of those two institution to our economy, but also show parents and visitors we celebrate and support these institutions. Greg is personally starting a Wildcat room at the Hotel.

Audrey shared re Chico State and vulnerability of enrollment to the Downtown Economy. Chico (as most of Ca) is up against an ever looming “enrollment cliff” that will greatly affect our businesses and economy as a whole. Tying in the students to our businesses show our relationship between the school and downtown.

1. Marty Harley commented it was in important to have boots on the ground, someone in meeting with the businesses establishing relationships.
2. Nicole Hill commented she really like the work and depth of the Planning binder. Her concern is with Social Media – staffing. She indicated that businesses have concern with Jasmine’s leaving.
 - Staff Response: looking at contracting with Melissa Theide, handed out proposal received.



DCBA Board of Directors 2025 Business Planning Session

- Nicole Hill commented on Melissa Theide (contracted services) - The loss of Jasmine's position and the way that she managed the platforms can affect our marketing efforts. Although Melissa is great and she brings on a lot of value, long term a full time marketing-social media person dedicated to communications and social media should be brought on board.
 - Greg response - Correct, we need someone who is on staff to be able to run over when needed. Unfortunately, without the assessments we cannot budget something like that YET. For now, we need to focus on assessments and then reconsider bringing someone on board. Greg is asking Nicole Hill to help with messaging and sales package with businesses on value businesses will receive with an increase in assessments.
3. General Advertising, PR & CoBranding i.e., Billboards
 - Liza Q: How do you go about a ROI? How do you know that the money spent on advertising is being used effectively?
 - Debbie A: We know the analytics around how many people saw the ads, heard them, etc.
 - Dale A: It's impossible to create a ROI in marketing.
 - Staff to look at metrics to measure DCBA work.
 4. Website
 - Liza Q: I did not see a website cost, will there be a budget?
 - Audrey A: It would be staff timing.
 - Liza R: How much time would that take and what would the staff cost be? Because there should be a budget for that.
 5. Liza Q: On Small Business Saturday work sheet - How do we bring more business, foot traffic downtown – what is the metrics?
 6. Page 40 - Liza Comment: Do not include that something was successful when you don't have metrics that prove the statement made that "everything went well and was successful." **Change what is written to better reflect actual.**



DCBA Board of Directors 2025 Business Planning Session

Focus Area 2 - Events 2025 Proposed Work Plan– Signature Events

Thursday Night Market

- Overall Question – How do we get businesses to go into the stores.
 - Mary Hartley - It was a challenge to bring customers in to actually shop rather than just browsing during the market.
 - Brenda Narayan - Should we consider changing the logo to include arts & crafts (branding)
 - Greg Scott – focus on Quality to attract the right audience vs. Quantity turning into a flea market.
 - Greg Scott – need to really look at security on Broadway, park food trucks to ensure a car cannot drive down Broadway (ie New Orleans)
 - Suggestion: Taking a pause in July / making it smaller and including cars for a Hot August Nights Event
 - Steve Stull – parade's always bring people. Staff: DCBA will partner with CARD for 4th of July parade.
 - Staff: It is difficult for the Farmer's Market to take a break but staff is working on having other features to bring people, i.e., car show (working with Nick Andrew)
 - Brenda Narayan – should not only be marketing TNM but also the retail stores and restaurants.
 - **Because of the diversity of the feedback a Planning Committee was set up to further discussions on TNM : Mary Hartley, Nicole Hill, Brenda Narayan, Pat Macias, Shari Anderson. Meeting to be held within next two weeks.**
2. Friday Night Concert – the downtown business survey indicated that having a First Friday Art would be good.
 - Nick Andrew commented it could be integrated into the FNC
 3. ARTober Fest – Art & Wine Walk, Harvest Sidewalk Sale
 - Art & Wine Walk - Mary Hartley Feedback: It was good to charge because people would be invested into the event rather than just running around for “free stuff.”
 - Question: How do we get people to stay in town and spend the night?
 4. Treat Street
 - Shorten to 2 hours and initiate street closures
 5. New Potential Events
 - 2025 Events Listening Session to be hosted at the end of the month?
 - Steven Stull Suggestion: What other events can we do to bring people into downtown while the students are here? A car show typically brings a lot of people down in other areas, this would be a great idea for downtown chico.
 - Nick Andrews - would a business like Harley Davidson want to move their events downtown? HOT SUMMER NIGHTS - Merge 1st Fridays Art Show in the Plaza to happen during the Friday Night Concert Series.
 - Pat Macias - Events don't necessarily bring people into downtown businesses.



DCBA Board of Directors 2025 Business Planning Session

Focus Area 3 - Placemaking & Vitality 2025 Proposed Work Plan

Placemaking as important as it is, has no staff involved. It is volunteer-driven. That is a challenge to keep the initiatives going as someone needs to be responsible to see things move forward, hard to “assign” things to these initiatives. There are two primary initiatives replacing the COBA Board through a student Arts Initiative and the Vacant Building Initiative.

Vacant Building Initiative would be a joint project with PBID, attorney is reviewing an agreement between the two organizations.

Other potential initiatives could be Historic Buildings – Bidwell Mansion, El Rey Theatre or Wayfinding Signs – creating monuments to welcome visitors to downtown.

1. Other infrastructure issues, identified in the Downtown Business Survey
 - Lighting and clean streets
 - Greg Scott commented that Will Clark, Target Team was doing a safety through environmental practices (or something like that) which might be able to help with lighting. **Something to check on.**
2. Partnership with PBID – Clean & Safe
 - Question asked: **Can PBID address the power wash to clean streets.**
 - What can we do within our control? Business owners have to keep the entryways clean.
 - How else can we fund/ work with the PBID to propose change? Greg has been proposing for months to get funding that is being spent poorly on maintenance of the Parking Structure to go to PBID, no reply.
 - How do we bring in community action to encourage volunteers to help us keep downtown clean?
 - Nicole Hill: can we create a Clean Up Day with Greek Life? A collaboration
 - Nicole Hill: Reports from the volunteer initiatives to the BOD would be helpful and should also go to staff would be helpful to portray positive messaging to tv and radio.
3. **These initiatives should have metrics to measure progress.**



DCBA Board of Directors 2025 Business Planning Session

Focus Area 4 - Organization & Advocacy 2025 Proposed Work Plan

Audrey provided a quick overview of items under Organization

1. 1) Board & Staff
2. 2) Office
3. 3) ByLaws
4. 4) Budget & Funding – City Funding expires, District Assessment, Donors, Other
5. 5) Advocacy – Complete Streets, code enforcement, trash
6. 6) Partnerships – TeamChico, PBID

Change District Assessment

- Reminder this is the 3rd year of a 3 year contract with the City of Chico, an annual investment made through the American Rescue Funds of \$140,000 per year.
- Greg Scott commented that a priority was to complete the Assessment change by May 2025.

Sponsorship Package Feedback

- Add: # of tickets for an event as a value
- Question on membership for those not in the District. Response: there is no membership but non-members can sponsor and advertise with DCBA.
- Suggestion that packages be offered with a monthly fee – at different levels.
- Nick Andrews interested in sponsoring all events in 2025 - build package offer
- Steven Stull to connect us with Prominent Contractors - Bilson, Hull Construction, etc.
- Nicole Hill mentioned that some business will provide Gift Cards as sponsorship as they can measure that.
- **Draft advertising/sponsorship packages and donor packages. Begin targeting potential supporters.**

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2025 DCBA ADVERTISING PACKAGE OPTIONS

Enclosed are several packages for Advertising Sponsorship of Events. Each has a mix of benefits and outline the package value to the sponsor/donor. The intent has these would be supplemental to the Event Sponsorship Package providing sponsors/donors the opportunity to select an event(s) they want to support or select a package which provide recognition throughout the year. The sponsors or donor pledges can be paid on a monthly, quarterly or annual basis. Included in this DRAFT are:

- I. Basis for Estimating Advertising Value for Event Advertising Benefit
- II. Smaller Sponsor Package - \$50, \$100, \$125 per month
- III. Major Sponsor Packages - \$10,000, \$5,000, \$2,500 Annual

Basis Used for Estimating Advertising Value for Each Event:

1. **TV Spots**
 - Average cost: \$200–\$500 per spot (based on local markets).
 - Assume 3–5 TV spots per event = \$600–\$2,500/event.
2. **Radio Spots**
 - Average cost: \$50–\$150 per spot.
 - Assume 8–12 spots per event = \$400–\$1,800/event.
3. **Social Media Posts**
 - Average cost for organic business posts: \$50–\$200/post.
 - Assume 5–10 posts per event = \$250–\$2,000/event.
 - Includes audience exposure to 15k+ Instagram and 25k+ Facebook followers.
4. **Event Materials (Posters, Guides, Signage, Website)**
 - Average cost: \$200–\$500 for logo placement and exposure.

DCBA ADVERTISING PACKAGE OPTIONS (Events)

The following are four **DRAFT** advertising packages that have been designed for downtown supporters/advertisers to leverage DCBA event(s)marketing opportunities providing a greater exposure to businesses at a very reasonable monthly or annual cost. (smaller packages/sponsors).

Each package includes a mix of event sponsorships, social media posts, newsletter mentions, and year-long advertising value at four different levels to suit most business marketing and advertising budgets. Advertising with DCBA events extends a business' brand exposure while also promoting the businesses support of downtown Chico traditions and vitality.

These packages provide businesses with year-round visibility, a chance to directly connect with the Chico community, as well as multiple touchpoints with targeted local audience. By participating, businesses support downtown branding and bringing people downtown while gaining valuable advertising opportunities.

Value Proposition of the Bronze, Silver, Gold and All-Event Package to Advertiser/Sponsors

1. These packages provide businesses with **2.5x to 12x the value** of their investment.
2. The inclusion of TV, radio, and social media ensures wide-reaching exposure across multiple platforms.
3. Participation also enhances the business' brand reputation by associating it with community-oriented events.
4. Additional "add-on" options can be secure increasing exposure and value.

Starter Sponsorship Package (\$25/month)

Total Annual Investment: \$300

Includes:

1. Sponsorship for One Event: Choose from a list of key DCBA events (e.g., Thursday Night Market, Slice of Chico, or Treat Street). Your business name will be included in event-specific promotional materials such as posters and digital guides.
2. Social Media Mentions: Two social media posts featuring your business on DCBA's Instagram (15k+ followers) and Facebook (25k+ followers) accounts.
3. Newsletter Feature: Your business logo will be highlighted in one monthly newsletter sent to DCBA subscribers.

Starter Package Advertising Value (\$25/month, \$300/year)

- 1 Event Sponsorship: \$1,000–\$3,000 value.
- 2 Social Media Posts: \$100–\$400 value.
- Logo in Newsletter: \$100 value.

Estimated Total Value: \$1,200–\$3,500

2. Bronze Package (\$50/month)

Total Annual Investment: \$600

Includes:

1. Sponsorship for one event (e.g., Thursday Night Market or Slice of Chico) – *we include a list of the events (need to think about TNM as it is so long)*.
2. Name included in event-specific promotional materials like posters and digital guides.
3. 3 social media posts on DCBA's Instagram (15k followers) and Facebook (25k followers).
4. Business logo featured in one monthly newsletter (emailed to DCBA subscribers).

Bronze Package Advertising Value (\$50/month, \$600/year)

1 event sponsorship = \$1,500–\$4,500 value.

3 social media posts = \$150–\$600 value.

Logo in newsletter = \$100 value.

As an advertising sponsor, the package amount can be classified as expense vs. donation.

Estimated Total Value: \$1,750–\$5,200.

2. Silver Package (\$100/month)

Total Annual Investment: \$1,200

Includes:

1. Sponsorship for two events (e.g., Friday Night Concerts and Slice of Chico).
2. 6 social media posts on DCBA's Instagram and Facebook throughout the year.
3. Business logo featured in two monthly newsletters and on the DCBA website event page.
4. Business name/logo highlighted on event signage for the sponsored events.
5. One booth or banner placement opportunity at an event.

Silver Package Advertising Value (\$100/month, \$1,200/year)

2 event sponsorships = \$3,000–\$9,000 value.

6 social media posts = \$300–\$1,200 value.

Logo in 2 newsletters and website = \$200 value.

1 booth/banner placement = \$300 value.

As an advertising sponsor, the package amount can be classified as expense vs. donation.

Estimated Total Value: \$3,800–\$10,700.

3. Gold Package (\$125/month)

Total Annual Investment: \$1,500

Includes:

1. Sponsorship for three events (e.g., Thursday Night Market, Treat Street, and Christmas Preview).
2. 10 social media posts across DCBA's platforms throughout the year.
3. Featured as a "Premier Sponsor" in one DCBA event (e.g., Festival of Lights).
4. Business logo featured in quarterly newsletters and prominently displayed on the DCBA website.
5. Inclusion in event banners, posters, and digital marketing assets.
6. Two booth or banner placement opportunities at events.

Gold Package Advertising Value (\$125/month, \$1,500/year)

3 event sponsorships = \$4,500–\$13,500 value.

10 social media posts = \$500–\$2,000 value.

Logo in quarterly newsletters and website = \$400 value.

2 booth/banner placements = \$600 value.

Featured as "Premier Sponsor" in 1 event = \$1,000–\$2,000 value.

Estimated Total Value: \$7,000–\$18,500.

Annual All-Event Sponsorship Value Package (\$187.50/month)

Package Overview:

This special sponsorship opportunity offers businesses visibility at every DCBA-hosted event throughout the year at an affordable rate of \$250 per event. This package also offers your business consistent and continuous exposure weekly throughout 2025.

Included Features for Each Event:

1. Event Sponsorship Benefits:

- **Logo Placement:** Your business logo will be included on posters, digital guides, and promotional materials for the sponsored event.
- **Website Recognition:** Featured logo on the DCBA website's event page with a clickable link to your website.

2. Social Media Promotions:

- Four dedicated mentions on DCBA's Instagram (15k+ followers) and Facebook (25k+ followers) accounts during event promotion periods.

3. Event Day Visibility:

- Recognition by the event MC during announcements as a Community Champion.
- Option to display a banner or promotional booth at the sponsored event.

4. Newsletter Exposure:

- Mention of your sponsorship in the DCBA newsletter for the corresponding event, sent to subscribers in the weeks leading up to the event.

Events Covered:

Your All-Events sponsorship package applies to all of the following annual DCBA events:

14 weeks:	Slice of Chico	Art & Wine Walk
Thursday Night Market	A Taste of Downtown	Treat Street
Friday Night Concerts	ARTober FEST-All of October	Festival of Lights

The All-Event Package Advertising Value:

- 1) **Event Sponsorship Benefits:** Logo included on posters, digital guides, and event signage for each of the 9 events. *Estimated Value per Event: \$500–\$1,500, Total for 9 Events: \$4,500–\$13,500*
- 2) **Social Media Promotions:** Two dedicated mentions on DCBA's Instagram (15k+ followers) and Facebook (25k+ followers) for each event, *Value per Mention: \$50–\$200, Total Value for 9 Events (2 mentions per event): \$900–\$3,600*
- 3) **Website Recognition:** Logo featured on the DCBA website's event pages with clickable links for each event. *Estimated Value per Event: \$75–\$200, Total for 9 Events: \$675–\$1,800*
 - **Event Day Visibility:** Recognition by event MCs during announcements as an All-Event Sponsor. *Estimated Value per Event: \$100–\$300, Total for 9 Events: \$900–\$2,700*

Total Estimated Advertising Value: Per Event: \$775–\$2,400, For All 9 Events: \$6,975–\$21,600

Optional Add-On Advertising Opportunities for Bronze, Silver, Gold and All-Event Package

- Welcome Center Display – any downtown business may display product at the Welcome Center for a one month period at no cost.
- Materials – rack cards, maps – any organization or business may display racks card or brochures at the Welcome Center at no cost, must provide at least a month's supply
- Additional social media posts: \$20/post.
- Newsletter spotlight feature: \$50/mention.
- Booth/banner placement at an extra event: \$100/event.

Packages for Major Advertising Sponsors (Events)

Premier Sponsorship Package - \$7,500 (\$625/month)

Estimated Advertising Value:

- **Event Sponsorship:** \$2,500–\$10,000 (based on event exposure and reach across multiple events).
- **Social Media:** \$1,500–\$6,000 (based on \$50–\$200/post for 20+ posts annually).
- **Newsletters and News Alerts:** \$1,200–\$2,400 (based on \$100–\$200/mention).
- **Website Advertising:** \$1,800–\$6,000 (for 2x2 ads and scrolling banner, depending on traffic).
- **TV and Radio:** \$3,000–\$15,000 (based on inclusion in promotional spots for multiple events).

Total Estimated Annual Value: \$10,000–\$39,400. Provides a 2-4x return on investment based on advertising value.

Premier Sponsor Value Proposition:

- Positions sponsor as a **community leader** driving civic engagement.
- Provides **exclusive visibility** across DCBA's platforms and events.
- Aligns the sponsor with Downtown Chico's most impactful events, maximizing both brand exposure and goodwill.

Features Included:

1. Event Sponsorship:

- Name and logo featured as a sponsor for **all DCBA events**, such as:
 - Thursday Night Market
 - Friday Night Concerts
 - Slice of Chico
 - Festival of Lights
 - ARTober FEST, and more.
 - *Could add Taste of Downtown and Art & Wine Walk with tickets at high end*
- Visibility through event materials (posters, signage, digital guides).

2. Social Media Promotion:

- **20+ posts annually** on Instagram (15k followers) and Facebook (25k followers).
- Posts include event promotions, community updates, and direct mentions.

3. Newsletters and News Alerts:

- Name and logo featured in **12 monthly newsletters** and **event-specific news alerts** sent to DCBA's subscriber list.
- Prominent logo placement in email footers and sponsor highlights.

4. Website Advertising:

- **2x2 square ad** placed on the homepage and key event pages.
- Logo featured on the **scrolling banner** visible on all pages.
- Includes clickable links to the advertiser's website.

5. Year-Round Visibility:

- Featured as a **Premier Sponsor** on all marketing channels, including TV spots, radio ads, and event materials.
- Recognition at events by MCs and in media coverage.

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Downtown Champion Package - \$5000 (\$416/month)

Estimated Advertising Value:

- **Event Sponsorships:** \$5,000–\$10,000 (for 5 events).
- **Social Media:** \$1,250–\$5,000 (based on \$50–\$200 per post for 25 posts).
- **Newsletters and Alerts:** \$2,000–\$4,800 (based on \$100–\$200 per mention for 18 mentions).
- **Website Advertising:** \$3,000–\$6,000 (for 1-year ads and banners).
- **Radio and TV:** \$3,000–\$5,000 (based on inclusion in promotional spots).

Total Estimated Value: \$14,250–\$30,800.

Downtown Champion Value Proposition:

- Provides the advertiser with **2.8x to 6x the value** of their \$5,000 investment.
- Aligns their brand with Downtown Chico's most visible and impactful events.
- Offers sustained, multi-platform exposure throughout the year.

Included Features:

1. Event Sponsorships:

- Name and logo featured as a **Primary Sponsor** at **5 major DCBA events**, such as:
 - Thursday Night Market
 - Friday Night Concerts
 - Slice of Chico
 - ARTober FEST
 - Festival of Lights
- Featured on event materials (posters, banners, digital guides, signage).
- MC mentions at all sponsored events.

2. Social Media Promotion:

- **25 posts annually** on Instagram (15k followers) and Facebook (25k followers).
- Posts include sponsor tags, event highlights, and special promotions.
- Exclusive featured posts during key event campaigns.

3. Newsletters and News Alerts:

- Name and logo featured in **all 12 monthly newsletters** and **6 event-specific news alerts**.
- Recognized as a "Premier Supporter" in email footers.

4. Website Advertising:

- **2x2 square ad** displayed on the homepage and event pages for 12 months.
- Logo included on the **scrolling banner** visible on all pages year-round.
- Clickable link to the advertiser's website.

5. Exclusive Branding Opportunities:

- Sponsor mention in **radio ads** for 2 events and **TV ads** for 1 event.
- Prominent placement in press releases and media outreach.

Downtown Partner Advertising Package-\$2500

(\$208/month)

Estimated Advertising Value:

- **Event Sponsorships:** \$3,000–\$5,000 (for 3 events).
- **Social Media:** \$750–\$2,000 (based on \$50–\$150 per post for 15 posts).
- **Newsletters and Alerts:** \$900–\$1,800 (based on \$100–\$200 per mention for 9 mentions).
- **Website Advertising:** \$1,200–\$3,000 (for 6-month ad and 1-year banner).

Total Estimated Value: \$5,850–\$11,800.

Downtown Partner Value Proposition:

- The advertiser receives **2.3x to 4.7x the value** of their \$2,500 investment.
- Year-round exposure via high-visibility events, digital channels, and email campaigns.
- A great choice for businesses seeking consistent visibility in the Downtown Chico community.

Included Features:

1. Event Sponsorships:

- Name and logo featured at **3 major DCBA events**, such as:
 - Thursday Night Market
 - Slice of Chico
 - Friday Night Concerts.
- Exposure via event materials (posters, digital guides, and signage).
- Recognition in event announcements by MCs.

2. Social Media Promotion:

- **15 posts annually** on Instagram (15k followers) and Facebook (25k followers).
- Posts include event promotions, community updates, and sponsor highlights.
- Tagged mentions in DCBA social stories during sponsored events.

3. Newsletters and News Alerts:

- Name and logo included in **6 monthly newsletters** and **3 event-specific news alerts**.
- Recognized as a supporting sponsor in email footers.

4. Website Advertising:

- **2x2 square ad** displayed on the homepage and event pages for 6 months.
- Logo featured on the **scrolling banner** for a full year.

These are potential other packages that could be offered which need to be flushed out.

Retail & Dining Guides

Advertising Value for Placement in the Retail and Dining Guides - \$150–\$300 per guide
for a 6-month duration.

1) Visibility:

- i. **Distribution Reach - 1,000 guides per category** distributed to:
- ii. The Downtown Welcome Center.
- iii. Over 15 hotels throughout Chico, reaching both local visitors and tourists.
- iv. Potential impressions: Estimated 2,000+ visitors/month accessing these guides over several months.

2) Advertising Value Estimation:

- i. **Production Costs (Baseline):**
- ii. Printing 1,000 guides per category: \$0.50–\$1.00 per guide.
- iii. Total production: \$500–\$1,000 per guide.
- iv. **Distribution Value:**
- v. Distribution to Welcome Center and 15+ hotels ensures visibility to thousands of visitors. Estimated value of placement: \$75–\$150/month for distributed materials.

3) Estimated Value per Placement - Per Guide (6-month display duration):

- i. **Low-Traffic Businesses:** \$450–\$900 for 6 months.
- ii. **Medium-Traffic Businesses:** \$750–\$1,500 for 6 months.
- iii. **High-Traffic Businesses:** \$1,200–\$2,000 for 6 months.

Annual Value:

Retail Guide Placement: \$900–\$3,000.
Dining Guide Placement: \$900–\$3,000.

Recommended Pricing:

Premium Placement (e.g., Cover or Highlighted Section):

\$250–\$500 per guide for a 6-month duration.

Standard Placement (Interior Page):

\$150–\$300 per guide for a 6-month duration.

Discounted Combo for Both Guides:

\$400–\$750 for placement in both guides.

Advertise on DCBA's Downtown Website the Hub for Local Events, Dining, Shopping & Services

Why Advertise on the DCBA Website?

- Reach a highly engaged audience of 9,500+ followers.
- Visitors spend an average of 8 minutes per session, providing prolonged exposure.
- Perfect for businesses targeting local customers, tourists, and downtown supporters.
- Showcase your brand while supporting downtown promotion efforts.

Your Ad, Your Way

Choose from two ad formats to suit your goals and budget. All ads are clickable, driving traffic to your business.

1. Square Ad (300px x 250px)

- Prominent ad placed on the right side of home page and rotates through all pages.
- Click-through functionality to your website or landing page.
- Ideal for high visibility and engagement.



Square Ad Estimated Value for Advertisers: \$100–\$300 per month.

Square Ad Affordable Pricing:

- Monthly Rates:** \$45/month
6-Month Packages: \$243 (\$45/month with 10% discount)
12-Month Packages: \$432 (\$45/month with 20% discount)

2. Bottom Banner Ad (1100px x 250px)

- Wide, clickable ad displayed on all pages.
- Excellent visibility across devices.



Bottom Banner Estimated Value for Advertisers: \$200–\$500 per month.

Bottom Banner Affordable Pricing

- Monthly Rates:** \$65/month
6-Month Packages: \$351 (\$65/month with 10% discount)
12-Month Packages: \$624 (\$65/month with 20% discount)

Advertising Package Sponsors & Donors

For DCBA Package Sponsors & Donors, Logo Banner (1100px x 145px) is part of the package

- Logo banner at the bottom of all pages, rotates on all pages
- Perfect for building brand awareness.

Logo Banner Estimated Value for Advertisers: \$50–\$150 per month.



Key Benefits for Businesses

- 1) Targeted reach to a niche local audience.
- 2) Prolonged visibility with average site sessions of 8 minutes.
- 3) Drive traffic to your website or social media with clickable ads.
- 4) Build brand awareness and goodwill by supporting downtown initiatives.



Downtown Chico Business Association (DCBA) Arts Champion Package

Arts Champion Package Overview:

This package is ideal for donors who want to invest in arts and culture to enhance downtown's identity as a cultural hub. Supports public murals, sculptures, music programs, and gallery events. This package offers donor a **501(c)(3) Tax Deduction**: Contributions to a 501(c)(3) arts organization or program are tax-deductible, providing financial benefits.

The Arts Champion Package has three Potential Impacts for Downtown and Students:

- 1) **Financial Impact**: Supports tourism, boosts business for downtown establishments, and attracts new visitors.
- 2) **Cultural Impact**: Elevates downtown's appeal as a vibrant and creative community, fostering pride and engagement.
- 3) **Student Impact**: Supports high school and college students in Chico with opportunity to showcase their art publicly in spaces downtown while revitalizing the COBA art placements.

Estimated Value of Investment to Donor:

- 1) **Arts Sponsorship**: \$5,000–\$20,000 (naming and project support).
- 2) **Student Support**: \$300–\$500 per student (est. 15-20 student artists)
- 3) **Project and Digital Recognition**: \$3,000–\$8,000.
- 4) **Tax Credit Potential**: Up to **40% of donation value**, depending on the donor's tax bracket and applicable state incentives.

Arts Champion Package Features include:

Arts Sponsorship: 1) Recognition as an "Arts Champion" in promotional materials for public art installations, performing arts events, or exhibitions. 2) Recognition or naming for specific projects (e.g., "[Sponsor Name] Mural Project" or "[Sponsor Name] Music Series").	Community Recognition: 1) Featured in DCBA press releases and media campaigns as a key supporter of arts downtown. 2) Recognition in monthly newsletters and event-specific news alerts.
Cultural Leadership: 1) Opportunity to participate in arts advisory boards or project planning committees. 2) Invitations to private receptions or artist meet-and-greets tied to sponsored projects.	Digital and Social Media Exposure: 1) Sponsor profile or dedicated content on the DCBA website's arts and culture section. 2) Logo and recognition on scrolling banners and social media posts highlighting sponsored projects.



DCBA Advertising Sponsorship Opportunity

Downtown Champion Package - \$5000 (\$416/month)

The estimated advertising value of the Downtown Champion Package sponsorship is **\$14,250-\$30,800** and includes:

- 1) **Event Sponsorships:** \$5,000–\$10,000 (for 5 events).
- 2) **Social Media:** \$1,250–\$5,000 (based on \$50–\$200 per post for 25 posts).
- 3) **Newsletters and Alerts:** \$2,000–\$4,800 (based on \$100–\$200 per mention for 18 mentions).
- 4) **Website Advertising:** \$3,000–\$6,000 (for 1-year ads and banners).
- 5) **Radio and TV:** \$3,000–\$5,000 (based on inclusion in promotional spots).

The Downtown Champion Package offers a significant Value Proposition:

- Provides sponsorship/advertiser with **2.8x to 6x the value** of their \$5,000 investment.
- Aligns their brand with Downtown Chico's most visible and impactful events.
- Offers sustained, multi-platform exposure throughout the year.

Package Includes 5 Value Features:

Event Sponsorships:

- 1) Name and logo featured as a **Primary Sponsor** at **5 major DCBA events**, such as:
 - a. Thursday Night Market
 - b. Friday Night Concerts
 - c. Slice of Chico
 - d. ARTober FEST
 - e. Festival of Lights
- 2) Featured on event materials (posters, banners, digital guides, signage).
- 3) MC mentions at all sponsored events.

Social Media Promotion:

- 1) **25 posts annually** on Instagram (15k followers) and Facebook (25k followers).
- 2) Posts include sponsor tags, event highlights, and special promotions.
- 3) Exclusive featured posts during key event campaigns.

Newsletters and News Alerts:

- Name and logo featured in **all 12 monthly newsletters** and **6 event-specific news alerts**.
- Recognized as a "Premier Supporter" in email footers.

Website Advertising:

- 1) **2x2 square ad** displayed on the homepage and event pages for 6 months.
- 2) Logo included on the **scrolling banner** visible on all pages year-round.
- 3) Clickable link to the advertiser's website.

Exclusive Branding Opportunities:

- 1) Sponsor mention in **radio ads** for 2 events and **TV ads** for 1 event.
- 2) Prominent placement in press releases and media outreach



DCBA Donor Opportunity

Community Builder Package - \$2500 (\$208/month)

Community Builder Package Overview:

Designed for individuals, corporations, or foundations interested in revitalizing downtown infrastructure, filling vacant buildings, and supporting physical improvements like lighting, painting, and fixtures. **Provides a 501(c)(3) Tax Deduction:** Contributions to a 501(c)(3) organization may qualify for federal and state tax deductions, typically reducing taxable income. Donors should consult their tax advisors for specific benefits.

The Community Builder Package has two Potential Impacts on Downtown:

- 1) **Financial Impact:** Encourages additional private and public investments into downtown properties and projects.
- 2) **Physical Impact:** Fosters visible improvements such as better lighting, facade enhancements, and activated spaces that improve safety and vibrancy.

Estimated Value of Investment to Donor:

- 1) **Infrastructure Impact:** \$5,000–\$15,000+ (depends on scope of initiative).
- 2) **Direct Digital and Community Recognition:** \$3,000–\$6,000.
- 3) **Tax Credit Potential:** Up to **40% of donation value**, depending on the donor's tax bracket and applicable state incentives.

Community Builder Package Features includes:

Infrastructure Sponsorship: 1) Recognition as a "Community Builder Leader" on project signage (e.g., "Lighting improvements supported by [Sponsor Name]"). 2) Name/logo prominently featured in revitalization project updates and annual impact reports	Community Engagement: 1) Opportunity to participate in public forums or project launches, showcasing the sponsor's leadership in shaping a vibrant downtown. 2) Invitation to collaborate on business roundtables with property owners and community leaders
Digital Recognition: 1) Dedicated profile or article on the DCBA/PBID website, highlighting the sponsor's contributions and impact on revitalization efforts. 2) Six month inclusion in a scrolling banner ad on the homepage	Community Recognition: 1) Featured as a "Community Building" in monthly newsletters, press releases, and DCBA annual reports. 2) Recognition at DCBA events and public meetings.

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Downtown Chico Business Association

Profit & Loss

January - December 2025

	TOTAL
Revenue	
DOWNTOWN EVENTS - INCOME	
Art & Wine Walk (AWW)	
AWW Operations	12,236.00
AWW Sponsors	500.00
Total Art & Wine Walk (AWW)	12,736.00
Christmas Preview (CP)	
CP Sponsors	250.00
Total Christmas Preview (CP)	250.00
Thursday Night Market (TNM)	
TNM Booth Rental/App	2,552.67
Total Thursday Night Market (TNM)	2,552.67
Total DOWNTOWN EVENTS - INCOME	15,538.67
Total Revenue	\$15,538.67
GROSS PROFIT	\$15,538.67
Expenditures	
CONTRACT SERVICES	
Bookkeeping	900.00
Consultants	2,280.00
Total CONTRACT SERVICES	3,180.00
DOWNTOWN EVENTS - EXPENSE	
Community Tree Lighting	
Advertising (CTL)	445.00
Total Community Tree Lighting	445.00
Thursday Night Market	
Event Contract Services (TNM)	1,725.00
Total Thursday Night Market	1,725.00
Total DOWNTOWN EVENTS - EXPENSE	2,170.00
FINANCE CHARGES	
Merchant Fees	1,590.65
QuickBooks Payments Fees	70.37
Total FINANCE CHARGES	1,661.02
OPERATIONS	
Advertising & Marketing	800.00
Insurance	1,015.01
Office Expense	322.28
Technology & Website Services	
Google	1.99
QBO Payroll Subscription	165.80
QBO Subscription	70.00
Vyable	550.00
Total Technology & Website Services	787.79

Downtown Chico Business Association

Profit & Loss

January - December 2025

	TOTAL
Total OPERATIONS	2,925.08
Payroll Expenses	
Taxes	480.28
Wages	4,231.75
Total Payroll Expenses	4,712.03
PROGRAM EXPENSES	
Planters Landscaping/Maintenance	653.00
Total PROGRAM EXPENSES	653.00
Total Expenditures	\$15,301.13
NET OPERATING REVENUE	\$237.54
NET REVENUE	\$237.54

Downtown Chico Business Association

Balance Sheet

As of December 31, 2025

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Checking (8207)	53,983.93
Gift Card Checking (3885)	3,471.98
NVCF Fund	15,723.90
Taste of Chico - Savings	100.00
Total Bank Accounts	\$73,279.81
Other Current Assets	
Petty Cash	301.54
Undeposited Funds	1,292.00
Total Other Current Assets	\$1,593.54
Total Current Assets	\$74,873.35
Fixed Assets	
Accumulated Depreciation	-5,889.99
Furniture & Fixtures	3,389.99
Vehicles	2,500.00
Total Fixed Assets	\$0.00
TOTAL ASSETS	\$74,873.35
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
TCBK- 2662	-13,990.01
TCB-Scott(Greg)-9269	13,679.81
TCB-Shari-6411	310.20
Total TCBK- 2662	0.00
Total Credit Cards	\$0.00
Other Current Liabilities	
EBT Deposits/Checks	-1,726.00
Payroll Liabilities	0.00
CA SUI / ETT	2.51
CalSavers	193.92
Total Payroll Liabilities	196.43
Total Other Current Liabilities	\$ -1,529.57
Total Current Liabilities	\$ -1,529.57
Long-Term Liabilities	
3CORE Loan	6,265.40
EIDL Loan Payable	133,087.00
Total Long-Term Liabilities	\$139,352.40
Total Liabilities	\$137,822.83
Equity	

Downtown Chico Business Association

Balance Sheet

As of December 31, 2025

	TOTAL
Retained Earnings	-63,187.02
Net Revenue	237.54
Total Equity	\$ -62,949.48
TOTAL LIABILITIES AND EQUITY	\$74,873.35