

DOWNTOWN CHICO BUSINESS ASSOCIATION CITY OF CHICO

Agreement for Administration of Parking & Business Improvement District 1975

First Quarter 2025, Quarterly Report



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Letter from President

City of Chico
c/o Jennifer Macarthy, Deputy City Manager
411 Main Street
Chico, CA 95928

Dear Council,

Subject: Submission of First Quarter 2025 Report, Chico
Business District Enhancement Program

Per the City of Chico Agreement for Administration of Parking & Business Improvement Area, Amendment No. 1, dated May 24, 1993, and the City of Chico Professional Services Agreement, Budget No. 008-000-8801/50572-008-4800 entitled Downtown Chico Business District Enhancement Program dated March 22, 2023, I am pleased to submit the First Quarter 2025 Report on behalf of the Downtown Chico Business Association.

Included with this report is an update of activities taken during the first quarter of 2025 and Q1 financial statements.

Thank you for your attention to this report. Please do not hesitate to contact me if you have any questions or require further information.

Sincerely,



Greg Scott
President, Downtown Chico Business Association



DCBA Board of Directors

DCBA BOARD OF DIRECTORS

Greg Scott, President
Nick Andrew, 1st VP
Shari Anderson, 2nd VP
Brenda Narayan, Secretary
Nicole Johnston, Treasurer
Mary Hartley, Tom Foolery
Thomas Hightower, Pita Pit
Nicole Hill, Stoble
Michael Lee, Monoma
Julie Lengerich, Collier Hardware
Pat Macias, monca
Ian Macmillan, Plumas Bank
Steven Stull, CalWater
Liza Tedesco, Chico Natural
Linda Zorn, Butte College

ADVISORS

Mike Egbert, Chamber of Commerce
Nichole Farley, Explore Butte County
Megan Kurtz, Chico State
Luis Moreno, Hispanic Chamber

COUNCIL LIAISONS

Dale Bennett, City Council Liaison
Jennifer Macarthy, City of Chico
Sgt David Bailey
Bonnie Pipkin, Arts Commission

DCBA Mission

*Improve, promote and
enhance the experience,
image, arts, culture, place and lifestyle
in Chico's Downtown District.*

Program/Project Updates – First Quarter 2025

DCBA FOCUS AREA: ORGANIZATIONAL STRUCTURE

- On January 7, 2025 the Board participated in a 2025 Planning Session, identifying priorities and extensive scope of work around events, marketing, placemaking and advocacy issues for DCBA.¹ The planning session was also informed by a Downtown Business survey (submitted to the City with Annual Report).
- Led by Michael Lee, Momoa, the Board passed updated Articles and Bylaws.
- Led by Nicole Johnston, Tri Counties Bank, and the Finance Committee, the Board adopted a 2025 Annual Budget.
- A priority for 2025 is to revisit and update the Assessment Fee structure that has not been changed since 1975. DCBA is coordinating with the City to update business license lists to move forward with process.

FOCUS AREA: EVENTS & PROMOTIONS

- Annual Meeting was held on Feb 4 with a full house, key speakers Mayor Kasey Reynolds, Steve Perez, President Chico State and Greg Scott, President DCBA.
- Choose Chico Weekend kicked off **Spring Fling** an initiative to activate the plaza with music, performances, classes and more – activating the downtown Plaza into a lively, clean and welcoming space where the entire community can gather and enjoy spring in Downtown!²
- Planning and preparation for Thursday Night Market, kicking off April 10. New events and more focus on farm fresh foods.
- 2nd Annual Young Entrepreneur @ TNM has been organized and expanding, to include 30 Young Entrepreneurs³.
- Chico State Collaboration for Spirit Days and Commencement Week.
- 50th Anniversary – both TriCounties Bank and DCBA are celebrating their 50th Anniversary this year. A joint celebration is being planned in the Downtown Plaza.

¹ Appendix – 2025 What's Ahead

² Appendix – Plaza Alive Campaign

³ Appendix – YE Rack Card

FOCUS AREA: MARKETING & COMMUNICATION

DCBA's marketing initiative is two-fold: market downtown as the place to be and have transparent communications with downtown businesses.

- Mar 4, Business Meet-Up Mayor Kasey Reynolds, Chief Aldridge – Warren Agreement, Curbing Theft
- Thanks to Chico Alumni and Public Works for handing the Welcome Wildcats banner for Choose Chico weekend.
- Apr 1, Business Meet-Up @ BMU, Downtown business with Chico State re Spirit Week Downtown.
- Planning for 31 Days of Small Business for Small Business Month – partner with Chico State Alumni
- Downtown Banners – Thanks to North Valley Tree Services for stepping up to hang the street light banners in downtown.
- Op-Ed by Greg Scott re Colliers, Downtown⁴
- Newsletters – at minimum two newsletters are sent per month
- Facebook Updates – daily
- Posts – 3-5 weekly
- Billboards & TV Ads will begin for Spring Fling and Thursday Night Market

FOCUS AREA: PLACEMAKING

Activities in placemaking are varied from physical improvements and business activity to arts – *the creation of place that excel through the right combination of physical attractiveness, safety, programs, people, activities, culture, and economic structure.*

- Reviving the COBA Board Art in Downtown, collaboration eight students selected to replace eight COBA Board Diamond Alley, installation June 2025⁵
- DCBA-PBID MOU signed initiating Vacant Building Committee, meeting April 2, 2025.⁶ Link: <https://storymaps.arcgis.com/stories/ea05fc82359c4634ae2d73e46e102221>
- Policy passed by Board on the Historic Building Plaques. DCBA moving forward to erect a plaque in honor of Salvation Army and its first location downtown in 1888.⁷
- DCBA and public works collaborating to address trash cans being left out on streets (ie 3rd Street)
- Organizing meetings with Salvation Army, Chico State, interested parties on space usage at Salvation Army facility that could benefit South Campus.

⁴ Appendix – Colliers Op-Ed

⁵ Appendix – Student Art Selected for COBA Revival

⁶ Appendix – 2025 Vacant Property

⁷ Appendix – Historic Building Plaque Policy

Financial Report

Included in the Appendix⁸ are Financial Statements, Profit & Loss and Balance Sheet for first quarter January 1 to March 30, briefly:

- March 31, 2025, Balance Sheet
 - \$93,997 cash on hand
 - \$55,401 accounts receivable
 - \$15,583 total equity
- March 31, 2025, Profit & Loss: - Actual Expenditures to Budget
 - \$134,537 revenue, 29.47% of budget
 - \$49,972 expenses, 11.29% of budget
 - \$84,564 net review, 603.39% of budget

Other notes regarding the path to financial stability:

- DCBA is working with the city to introduce a fee assessment update.
- Treasurer and Finance committee have scheduled a mid-year review.
- TriCounties Bank and DCBA will be hosting a joint 50th Celebration in the Plaza during ARTober Fest.

Appendix

- 2025 What's Ahead – *Board Planning Results*
- Initiative: Plaza Alive Campaign - *Spring Fling*
- Initiative: Young Entrepreneurs – *Thursday Night Market*
- Initiative: Reviving COBA Art Board – *Student based Art*
- Initiative: Vacant Building Committee – *Address Downtown Building and Environs*
- Initiative: Historic Building Plaques – *Celebrating Building, Business and People*
- Op-ED on Colliers, Importance of Downtown & Shopping Local – by Greg Scott

⁸ Financial Reports Jan-March 2025

January 2025

2025 What's Ahead

Downtown Chico



2025 Planning

The DCBA Board of Directors convened on January 7, 2025, to outline a dynamic plan to address those issues most important to downtown businesses, city and partners. This collaborative session set priorities to address critical challenges and opportunities, with a goal to enhance downtown as a vibrant economic and cultural hub.

Listening

Downtown Business Survey provided insights into issues and opportunities most important to businesses:

1. Homelessness & Safety Concerns – a deterrent to increasing foot traffic
2. Parking Issues – kiosks, limited parking, lack of long-term parking
3. Physical Environment - lighting, building maintenance, sidewalks, vacant buildings
4. Economic Challenges – low foot traffic, new development competition
5. Marketing & Promotions – social media and events were viewed as effective promotional tools – provided suggestions for both.

WHAT'S NEW

DCBA's 2025 Work Plan reflects a bold and actionable strategy designed to address pressing challenges and capitalize on opportunities.

By uniting businesses, community members, and stakeholders, DCBA can make Downtown Chico a safer, more inviting, and economically vibrant destination.

Strategic Actions

Jan 7, 2025 Board of Directors – Addressing Business Concerns

Homelessness & Safety Concerns: Foster strong alliances and working partnerships with key organizations to focus on key areas – Plaza, parking, code enforcement, street cleaning, Target Team presence. Serve as a collective voice for downtown businesses to address critical issues and promote impactful initiatives.

Enhance Placemaking Initiatives: Collaborate on lighting improvements and cleanliness to enhance downtown safety and appeal. Launch a Vacant Building Initiative in collaboration with PBID to address vacancies and restore key sites. Continue focus on Arts with the Student Showcase in updating COBA boards. Explore opportunities for wayfinding signs, monuments.

Expand Marketing Efforts: Increase social media and online engagement strategies, create downtown stories, promote local businesses with targeted advertising, collaborate on co-branding efforts with Chico State and Travel Chico, expand and leverage partnerships for business promotions, messaging Downtown as a destination. Continue general promotion through TV and Radio Advertising, Billboards and Posters.

Diversify Events: Enhance and add new features to existing events. Thursday Night Market with improved safety measures, strategic branding, and new attractions. Explore new opportunities like First Friday events, Cars and Cruises and summer-themed events to bring more foot traffic downtown during those slower months. Exciting ideas to expand Taste of Downtown.

2025 Priorities



Your Downtown Leadership Team—15 dedicated Board Directors and 5 committed Advisors—devote countless hours to listening, addressing concerns, advocating for progress, and driving meaningful change. But they cannot do it alone.

Why Your Support Matters: As the City funding that has supported key initiatives this year ends, we must transition to a sustainable funding model—one where downtown businesses actively contribute to and benefit from these collective efforts.

What's Next: Coming before you this spring, we are focused on modernizing the Business Improvement District (BID) Assessment:

- 1) Updating the outdated 1975 fee base, which generates only \$20,000 annually, to reflect current economic realities and downtown's needs.
- 2) Leveraging these updated revenues to sustain essential services, promote downtown's unique brand, and implement the work necessary to keep downtown lively, safe, and welcoming.

Join Us

Working together for a vibrant downtown,

Greg Scott, President DCBA

We invite city officials, businesses, and investors to join us in our mission to make Downtown Chico a thriving, safe, and vibrant community. Together, we can build on our successes and address challenges to create a downtown that reflects the heart of our city.

For more information, 2025 Planning Session Packet
<https://www.downtownchico.com/>

“Activate the Plaza” Campaign

Series: Spring Fling March & April

Summer Buster: May-August



Vision & Key Message

- **Vision Statement:** “The City Plaza is our community’s living room—a place where families, friends, students, and visitors can come together for music, performances, classes, and public gatherings.”
- **Key Message:** Emphasize that organizations can use the plaza at no cost under DCBA’s umbrella (or at minimal cost, if applicable) to hold events that foster a sense of togetherness, safety, and fun downtown.
- **Shared Goal:** Encourage local groups to take an active role in activating the plaza to its original purpose as a welcoming ‘third place’—an extension of home and work, where people can meet, learn, and enjoy.
- **Seeking Solutions:** In concert with the Mayor and her new committee, as well as the organizations currently serving unsheltered and unhoused individuals who often take refuge in the plaza, we are committed to participating in seeking alternative solutions for those who are unable to utilize existing housing, shelter, behavioral health or other services.

Audience & Partners

- **Local Nonprofits and Clubs** - youth-focused groups (Scouts, Boys & Girls Club), cultural organizations, educational clubs (like a yo-yo club), dance troupes, local choirs, martial arts groups, neighborhood associations, etc.
- **Schools & Universities** - Chico State, Butte College, high schools or student clubs that could host demonstrations, art pop-ups, or educational sessions.
- **Health & Wellness Providers** - Yoga instructors, fitness trainers, martial arts schools willing to offer morning exercise or wellness events.
- **Local Businesses & Sponsors** - Retailers, restaurants, and banks that might sponsor events or co-host gatherings.
- **Arts & Culture Groups** - Local bands, theater troupes, painters, art collectives—anyone who can benefit from a visible, central location.

Campaign Offer

1. **Zero or Minimal Venue Cost** – Through DCBA franchise agreement the rental fee will be waived community-building/gathering events.
2. **Logistics Support** – Create a step-by-step guide on how to sign up for a date and time, who is responsible for what, a point of contact at DCBA to help with questions about power, setup, or permits, and key contacts with PBID, Target Team.
3. **Promotional Assistance** - Participating group's event will be shared and promoted on DCBA online events calendar, cross-promoted on social media and mention in newsletters, and other marketing opportunities that may be happening at the time. Create a theme digital badge to be used by event groups and DCBA in promotions.
4. **Long-Term, Potential Access to Small Grants or Sponsorships** – Work to put together a small fund through DCBA 501c3 to make available (e.g., small stipends or sponsor dollars), let organizations know they could request or pitch events that align with the campaign mission.

Outreach & Marketing

1. **Digital Outreach - Email Campaign**
 - Create an email outlining the free-plaza usage opportunity. Include sample ideas (yo-yo lessons, car shows, morning yoga).
 - Send to local nonprofits, service clubs, arts groups, student organizations, faith-based groups, and relevant business associations.
2. **Direct Contact & Personal Invitations**
 - **Phone or In-Person** - Contact community groups and target list. Personal appeals. Recruit board members to assist.
3. **Media Relations**
 - **Meeting with Media** – schedule meetings to explain the campaign and ask for assistance in promoting the events that will be happening in the Plaza. May do a story on the history of the Plaza and Annie Bidwell's gift to the city.
4. **Sign-Up & Scheduling**
 - **Direct contact** – those confirming organization sign up the organization and send them the paperwork confirming date.
 - **Online Sign-Up Form** - Dedicated "Re-Activate the Plaza" landing page on DCBA website with online form with 1) Preferred Date(s) & Time(s), 2) Type of Event or Activity, 3) Any Equipment or Setup Needed, 4) Contact Information
 - **Approval Process** - Respond quickly to each inquiry—within 48–72 hours. Provide a short set of guidelines (e.g., noise ordinances, clean-up responsibilities, safety considerations).
 - **Shared Public Calendar** - Once approved, list the group's event on a central, public-facing "Plaza Events Calendar" and send to other calendars, Chamber, Explore Butte, media.

5. Provide Support & Resources

- Engage PBID, Chico PW and Target Team in the planning to ensure Plaza is clean and safe.
- **DCBA and PBID** – will be working closely to oversee the Plaza.
- **Event Planning Guide** – Drafted and approved by Public Works, Target Team and Parks; phone numbers and will be provided to each event.
- **Ambassador Program** - If possible, arrange for volunteer “Plaza Ambassadors” who can help direct setup or greet participants on event days.
- **Equipment Lending** – Equipment available include Aframes and city will be purchasing sound system.
- **Opening and Closing of Events** – DCBA will be point for opening events with walk-through (notify PBID for any additional cleaning), setting out Special Event Aframes, opening (if needed) event bathrooms and access to power. PBID will be point for closing events.

6. Promote and Celebrate Success Stories

- **Social Media Spotlights** - After an event, post photos or short reels celebrating the hosting organization, the type of activity, and the positive community impact. Tag them so they can share with their own followers.
- **Email Recap & Thanks** - Send follow-up email to participants highlighting the event and success, positive feedback, and an invitation to do it again or try something new.
- **Ongoing Campaign Recognition** - As more organizations hold events, keep an updated “Fun in the Plaza” on website to show the diversity of events that could happen in the Plaza, creating that sense of community. Show momentum and encourage others to sign up.

Activating the plaza hinges on making it:

1. **Easily Accessible** (free or minimal-cost, straightforward sign-up).
2. **Welcoming & Safe** (coordinator and champion, clear guidelines, potential volunteer or ambassador support).
3. **Widely Promoted** (multi-channel approach, strong partner network).

DCBA Objective:

A robust event calendar starting in the spring through the end of the year, reshaping the plaza as a lively, people-focused gathering spot—reinforcing the message that downtown is clean, friendly, and thriving – come on down and enjoy!

FOR IMMEDIATE RELEASE

Contact: Debbie LaPlant Moseley

530/521-6766 dlpmose@gmail.com



Downtown Chico Welcomes Spring Fling: Community Events, Music, Arts, and More!

CHICO, CA – 3.21.25 – The Downtown Chico Business Association (DCBA) is thrilled to announce **Spring Fling**, a celebration of community, culture, and the blossoming spirit of spring. Throughout March and April, Chico's beloved City Plaza will come alive with family-friendly events, live music, performances, and activities designed to bring people together in the heart of downtown.

From the **Yo-Yo Championship Practice** and the **Yo-Yo California State Championship Event**, to **free Tai Chi sessions** led by Grandmaster Azad, there's something for everyone. **Chico State** will add Wildcat pride with a performance by its Pep Band, while the **Salvation Army** will host **Easter service**. In addition, revelers can enjoy an outdoor lunch in the plaza alongside a live **Radio DJ**, creating the perfect soundtrack to welcome spring.

Event Highlights

- **Yo-Yo Championship Practice & California State Championship**
Watch and learn from top yo-yo enthusiasts as they showcase their skills—perfect for families and aspiring yo-yo fans!
- **Free Tai Chi with Grandmaster Azad**
Start your day with mindful movement and community connection. These sessions encourage wellness and the chance to learn a new practice.
- **Chico State Pep Band**
Experience Wildcats spirit downtown with lively music to energize the plaza.
- **Salvation Army Easter Service**
Celebrate the season with a meaningful, inclusive gathering—everyone is welcome!

- **Lunch in the Plaza with Live DJ**

Soak up the sun, grab a bite from a local eatery, and enjoy music by a featured radio DJ—an ideal spring afternoon in Chico.

“Downtown Chico is our community’s living room,” says Greg Scott, President at DCBA. **“We invite everyone to explore these exciting spring events while discovering new ways to gather, play, and celebrate in the heart of our city.”**

Sign Up Your Own Event

Community groups, nonprofits, and individuals are encouraged to add their own events to the Spring Fling lineup. Whether you’re a local choir, dance troupe, youth group, or wellness instructor, the plaza is available to you during Spring Fling. Visit **downtownchico.com** to learn how to reserve a spot, review guidelines, and see the full events calendar.

About the DCBA

The Downtown Chico Business Association is dedicated to promoting and enhancing the vitality of Downtown Chico as the region’s premier destination for shopping, dining, arts, and community life. Through campaigns such as Spring Fling, DCBA fosters an inviting atmosphere, ensuring that downtown remains a welcoming space for residents, visitors, and businesses alike.

For more information on Spring Fling, to schedule an event in the plaza, or to see the latest schedule of activities, please visit **downtownchico.com** or contact David Flores at **plaza@downtownchico.com** or **530/630-7963**

###



SPRING FLING IN DOWNTOWN CHICO

Celebrate the Season &
Grow Your Business!

WHAT IS SPRING FLING?

Spring Fling is a series of exciting spring events organized by the Downtown Chico Business Association (DCBA) in response to feedback from local businesses. Events will be held at City Plaza and include activities like Yo-Yo Championship events, Tai Chi sessions, live music, and more!

WHY GET INVOLVED?

Increase Foot Traffic: Attract more visitors to your business.

Community Spirit: Help create a vibrant and welcoming atmosphere in Downtown Chico.

Cross-Promotion: Events will be publicized on the DCBA website, social media, newsletters, and local media.

EVENT HIGHLIGHTS:

- Yo-Yo Championship Practice & California State Championship
 - Tai Chi with Grandmaster Azad
 - Chico State Pep Band
 - Salvation Army Easter Service
 - Lunch in the Plaza with Live DJ
- ...And more!

HOW TO PARTICIPATE:

Host an Event: Offer a class, demo, or performance at City Plaza.

Sponsor/Partner: Provide special deals or prizes for event attendees.

Promote Spring Fling: Share flyers, spread the word on social media, and encourage customers to attend.

Stay Informed: Visit the DCBA website for more details.

Website: Downtownchico.com

David Flores



(530) 630-7963



plaza@downtownchico.com

Debbie Moseley



(530) 521-6766



dlpmose@gmail.com

LET'S MAKE DOWNTOWN CHICO THE PLACE TO BE THIS SPRING!

Get involved and help make Spring Fling a success for our businesses and community.

ARE YOU A YOUNG ENTREPRENEUR?



JOIN THE YOUNG ENTREPRENEURS INITIATIVE!

The Empowering Young Entrepreneurs Initiative is a partnership between the DCBA and 3CORE to support youth, aged 14-24 and enrolled in local schools, to experience entrepreneurship with their early-stage business.

Eligibility:

1. Complete DCBA's **Thursday Night Market Young Entrepreneur contract**. All students under the age of 18 will be required to have written parental consent to participate. Business must meet DCBA's market requirements. Youth will be required to have or apply for licenses and permits as required by law. For questions about this process email lucia@downtownchico.com or call 530-345-6500.
2. Entrepreneurs must be between the **ages of 14-24 and enrolled in school**. Students younger than 14 may be considered based on availability and parental involvement.
3. Complete a **30-minute intake meeting with 3CORE** staff to review program materials including a 1-page business plan, market booth layout exercise, budget preparation and other tools to set you up for success.
4. Attend **1 mandatory market orientation session** prior to selling at the Market. Orientation session includes young entrepreneur presentations of their business ideas, mentor-led speaking sessions, and lightning round introductions between youth and local business mentors, among other things.

Young Entrepreneurs are encouraged to apply early due to limited space. If you are selected to participate and you meet all eligibility requirements you will be eligible for all training materials and a complimentary booth for up to 4 weeks during the Thursday Night Market season, April 10 - September 25, 2025. Full Details at DowntownChico.com



Funded in part through a grant
with the California Office of
the Small Business Advocate



Chico Student Art Showcase

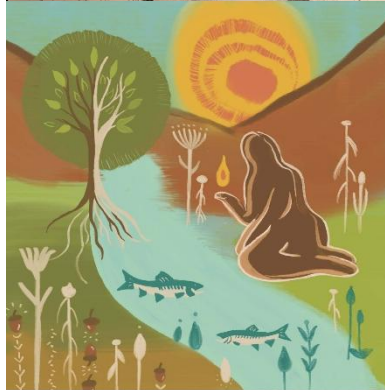
Reviving the Chico Open Board Art (COBA) Project



A collaboration of DCBA, Chico Arts Center, Chico Arts & Culture foundation, monca, Butte College and Chico City Arts Commission to revive the COBA boards around downtown starting with Diamond Alley. The goal – create a student art-based program to replace the Boards and institute a rotating schedule to replace the art every two years.

Eight student artists were chosen to paint eight new COBA boards to replace the art in Diamond Alley as a start to reviving all COBA board throughout downtown. Students were asked to submit samples of their work and concepts for new drawings:

Tev Katz, Kendall Wilson, Nat Klopfenstein-Markarian, Jessica Frandsen, Daniel Kent Wooldridge, Emily Gucho, Ryan Herren



Initiative: Reduce & Improve Vacant Buildings



Collaboration Between DCBA and PBID on Addressing Downtown Vacancies

The **Downtown Chico Business Association (DCBA)** and the **Property-Based Improvement District (PBID)** working together to address building vacancies in downtown Chico through a strategic and collaborative approach. A committee has been established to begin work as a collaboration with Carrie Welch, a well-known real estate broker in downtown, and key stakeholders.

This initiative is purely a volunteer effort. There is no staff or funding resources dedicated to the initiative at this time.

1. Comprehensive Inventory of Vacant Buildings

- **Action Steps:**
 - DCBA/PBID jointly conduct a detailed inventory of all vacant properties in downtown Chico.
 - The inventory will include:
 - Building size, condition, zoning, and ownership.
 - Visual documentation (photos).
 - Accessibility, utility readiness, and compliance with city codes.
 - Create a shared database that tracks vacancies and is updated regularly for marketing and reporting purposes. If possible, map vacancies.

2. Improving Building Appearance and Readiness

- **Action Steps:**
 - Focus on cleaning, safety, and maintaining the curb appeal of vacant properties.
 - Discuss property owners' improvement to the exterior appearance of long-term vacant buildings.
 - Ensure compliance with safety standards, including graffiti removal, window washing, general upkeep and city codes.
 - Evaluate the opportunity to create a property improvement program, providing incentives or funding to assist with awnings, lighting, paint and outside aesthetics.

3. Market Analysis and Business Fit:

- **Action Steps:**
 - Leverage tools like Placer AI to gather foot traffic and demographic data.
 - Identify target audiences, spending patterns, and gaps in the downtown business mix.
 - Assess competitor locations (e.g., Chico Marketplace, Meriam Park) to identify unique business opportunities

4. Enhanced Marketing and Outreach

- **Action Steps:**

- Develop a "Why Downtown Chico?" campaign to attract potential tenants.
- Utilize demographic and foot traffic data collected through Placer AI to showcase the potential customer base for prospective tenants.
- Target outreach to businesses aligned with existing downtown offerings, ensuring complementary growth.

5. Stakeholder Engagement

- **Action Steps:**

- Host roundtables with property owners, businesses, Chico State, and representatives to align strategies and goals and request active engagement.
- Encourage property owners to explore creative leasing options, such as pop-ups, shared spaces, or temporary installations.
- Facilitate discussions with Chico State, Butte College, and local stakeholders to gather input on the types of businesses that could thrive downtown.

6. Filling Vacancies with Targeted Businesses

- **Action Steps:**

- Analyze market gaps and competitive landscapes to identify businesses that complement existing downtown establishments.
- Provide property owners with detailed data on foot traffic, spending patterns, and target demographics to guide tenant selection.
- Work with property owners to implement incentives, such as reduced rent for start-ups or shared cost renovations, to attract new tenants.

7. Activation of High-Visibility Locations

- **Action Steps:**

- Prioritize activation of one or two prominent vacant spaces with temporary or permanent tenants.
- Collaborate on events, art installations, or pop-up shops to bring life to these spaces while seeking long-term tenants.
- Showcase success stories to inspire other property owners and increase community confidence in the revitalization process.

7. Long-Term Strategy for Vacancy Management

- **Action Steps:**

- Establish a system for regular communication and engagement with property owners to prevent future vacancies.
- Develop a shared framework for measuring progress, such as reduced vacancy rates and increased foot traffic downtown.
- Collaboratively present updates and success metrics to stakeholders, city officials, and the community.

8. Timeframe

A timeframe has been laid out for the initiative, however with the understanding that this initiative is purely volunteer driven, so it is dependent on the time and availability of volunteers to provide their time, expertise, and resources to complete.

Phase 1: Assessment and Preparation (January–May 2025)

January-February: Launch and Planning

- Initial meeting with Vacant **Building Committee** representatives from DCBA, PBID, property owners, brokers, and city officials.
- Set committee goals, responsibilities, and meeting schedules.
- Begin outreach to property owners to gain buy-in for the initiative.

February-March: Inventory and Initial Assessments

- Conduct an **inventory** of vacant buildings:
 - Document building size, condition, zoning, and ownership.
 - Capture high-quality photos and evaluate building readiness (utilities, accessibility).
- Collaborate with PBID to assess safety and cleanliness needs for vacant properties.

March-May: Data Collection and Analysis

- Utilize Placer AI and other tools to collect foot traffic and demographic data.
- Conduct surveys with downtown businesses and Chico State students to identify preferred business types and opportunities.
- Compile findings into a **centralized database** for ongoing use.

Phase 2: Strategy Development and Outreach (May-August 2025)

May: Property Owner Engagement

- Host a **property owner forum** to present the initiative and gain alignment on improvement and leasing strategies.
- Discuss facade and curb appeal enhancements with PBID (e.g., lights, paint, window washing, landscaping, etc.) what is possible to get going?

June: Raise funding to develop Marketing and Outreach Materials

- Create a **“Why Downtown Chico?” marketing package**:
 - Include building data, high-quality photos, virtual tours, and foot traffic analysis.
 - Develop brochures and online materials tailored to attract prospective tenants.
- Identify potential funding sources.

July: Targeted Recruitment

- Reach out to local and regional businesses identified as potential fits.
- Start marketing key vacant properties at high-visibility locations through digital platforms and targeted campaigns.

Phase 3: Activation and Implementation (August-December 2025)

August-September-October: Activation of High-Visibility Spaces

- Begin working to activate one or two prominent vacant spaces with temporary or permanent uses:
 - Launch pop-up shops, art installations, or pilot businesses in these spaces.
 - Organize events or promotions to drive foot traffic to activated locations.
- Showcase these efforts through social media and local news outlets.

November: Evaluate and Adjust

- Monitor progress and refine strategies based on feedback.
- Maintain communication with property owners to address challenges and highlight opportunities.
- Engage Chico State students and local organizations for feedback on additional improvements or programs.

December: Highlight Success Stories

- Share case studies of activated spaces at community forums and city council meetings.
- Use these successes to inspire further participation by property owners.

December: Plan for Future Expansion

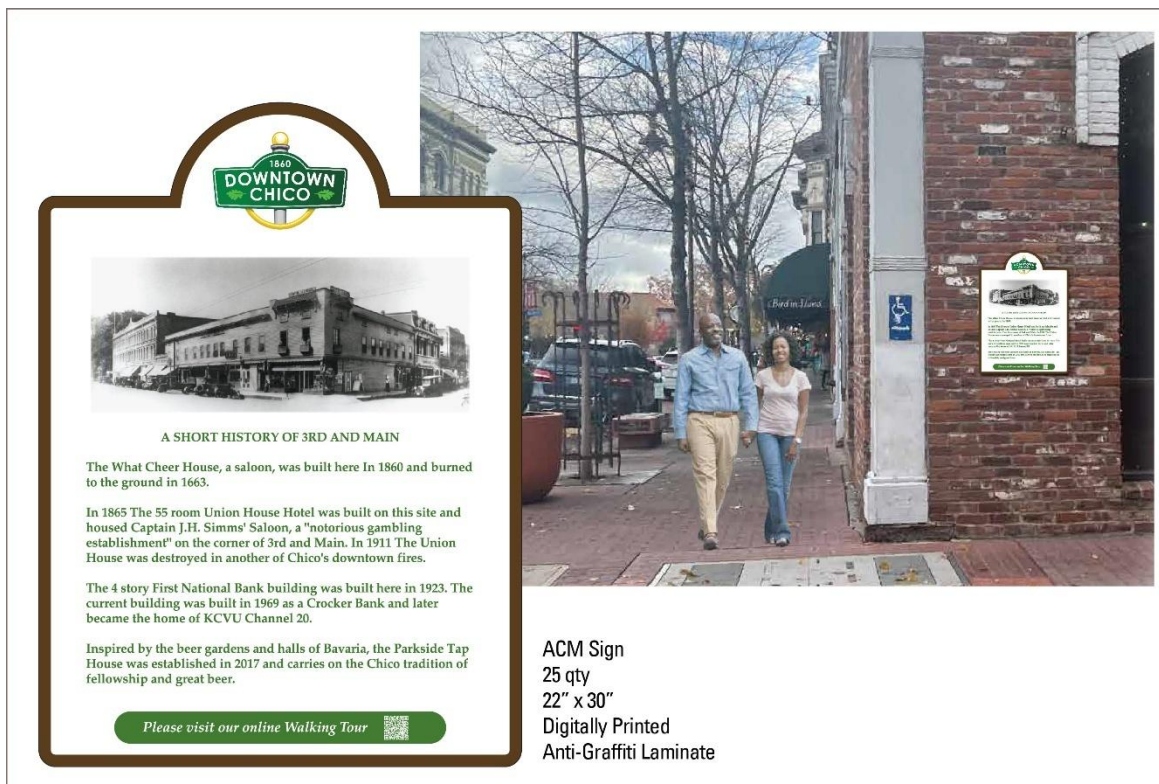
- Develop a framework for ongoing engagement with property owners to maintain progress.
- Identify additional opportunities for collaboration or incentives for 2026.
- Meetings with DCBA and PBID on initiative progress and continuation.

Downtown Building Monument Policy

Councilmember Tom van Overbeek championed the concept of creating building monument signs to highlight Downtown Chico's rich heritage.



His goal was to inspire people to pause, appreciate, and learn the stories behind the buildings and the individuals or businesses that contributed to the fabric of the community. By placing "storyboards" throughout downtown, visitors could experience an immersive journey into Chico's legacy while exploring local businesses, architecture, and history.



ACM Sign
25 qty
22" x 30"
Digitally Printed
Anti-Graffiti Laminate

Carrying on Councilmember van Overbeek vision, as part of DCBA Placemaking Initiative the Downtown Monument Program has four goals:

1. Encourage preservation of unique stories—whether tied to a building's architecture, a founding business owner, or a service that shaped the community.
2. Provide self-guided story points that encourage tourists and locals to explore downtown more thoroughly, increasing foot traffic and dwell time.
3. Promote this low-cost, impactful placemaking initiative to property owners and downtown businesses to install on their buildings.
4. Use the initiative as an opportunity to recognize significant and noteworthy individuals, businesses or services that have shaped our community.

Downtown Building Monument Program & Policy

The DCBA Downtown Building Monument Program and Policy reflects a two-tiered approach: one for property owners and another for DCBA-sponsored signs.

1. **Owner-Funded Monuments:** Encourages property and business owners to install monument signs as part of their marketing strategy.
2. **DCBA-Sponsored Monuments:** In special circumstances, DCBA may choose to fully or partially fund a monument to honor and recognize individuals, businesses, or organizations with a special historic or community contribution to Downtown and Chico.

1) *Owner-Funded Monuments*

Who Qualifies

Any downtown property owner or business can participate, provided the monument sign focuses on the building's history, unique architecture, or previous occupants with community relevance. A business must have the property owner's approval to install.

Process

- **Application/Design:** Owner submits sign story and building picture to DCBA to ensure consistency with other Downtown Momentums, DCBA submits to sign company. DCBA works with Chico Heritage to ensure the accuracy of the history. DCBA and Chico Heritage may assist in writing the history story if needed.
- **Fabrication/Installation:** Owner covers all costs of the sign production and installation. DCBA will assist with coordinating sign production and installation.
- **Maintenance & Updates: Property** owner retains full responsibility for upkeep, repairs, and any future content updates.
- **Promotion**
DCBA publicizes the building's new monument (e.g., on social media, walking tour maps) and updates the walking tour guide on DCBA website (QR code on plaques goes to this site) as part of broader downtown marketing efforts.

2) *DCBA-Sponsored Monuments*

Who Qualifies

The purpose of a DCBA-Sponsored Monument is to recognize and honor remarkable individuals, businesses, and/or nonprofit organizations whose service or legacy has significantly impacted Downtown Chico.

Process:

- **Nominations:** May come from board members, community groups, or local stakeholders.
- **Approval:** The DCBA Board evaluates historic, cultural, or service-oriented significance and approves the level of DCBA funding. Must have the building owner approval.

Funding & Installation

- **DCBA Support:** May fully or partially fund design, fabrication, and installation. DCBA may also seek a sponsor for recognizing the individual, business or organization.
- **Collaboration:** DCBA coordinates with the property owner or relevant business to finalize placement and ensure a cohesive downtown aesthetic.

Maintenance & Updates

The property owner handles day-to-day maintenance, but DCBA may assist with significant repairs or content refreshes if budget allows.

3) Program Marketing & Placemaking

Public Awareness

DCBA regularly promotes both monument types through newsletters, social media, and on-site events—encouraging property owners to participate and guiding visitors to explore downtown’s historical narratives.

Community Engagement

Monument signs maybe featured in walking tours, brochures, or heritage events, contributing to visitor interest, increased foot traffic, and deeper appreciation of Downtown Chico’s storied past.

Effective Date & Amendments

This policy is effective immediately upon approval by the DCBA Board of Directors. Revisions may be made as needed to reflect evolving program priorities or funding capacities.

Passed at the DCBA Board Meeting: [date]

Signed:

Brenda Narayan, Secretary
Downtown Chico Business Association

OP-ED: The Closure of Collier's and the Future of Downtown Chico

By Greg Scott, President, Downtown Chico Business Association

Retailers nationwide— large and small—have been shutting their doors under the weight of shifting consumer trends and economic realities. JoAnn Stores, Macy's, Rite Aid, Regal Cinemas, and even Advance Auto Parts are just a few among many. Chico is acutely experiencing these changes after losing iconic, 150-year-old downtown institution: Collier's.

This wave of change can be even more daunting for small, “mom and pop” businesses in historic districts like Downtown Chico. Local entrepreneurs wrestle with challenges such as limited parking, the complexities of homelessness, security concerns, and the ease of shopping online or at big-box stores. Ultimately, a business's survival hinges on making sales—without local support at the register, even beloved mainstays can disappear.

Evolving Consumer Habits

Retail research shows that shoppers increasingly seek “experiences” over traditional transactions. As we process the heartbreak of Collier's closing, it's worth asking ourselves: When was the last time we visited and purchased something from our cherished local shops? Change is inevitable, but our buying choices can make a real impact on whether small businesses survive.

New Faces on the Block

Despite our nostalgia for what's lost, Downtown Chico still has good news. Many unique, high-quality stores and restaurants have opened recently, and they, too, need our support. Here are just a few:

- Leaf Clothing Co. (232 Broadway St)
- Wraps & Beyond (146 W 2nd St)
- Thao's Asian Cuisine (119 W 2nd St)
- Beer Lobo (800 Broadway St)
- Bodega Corner Snack Bar (148 Main St)
- Momo's Poke (128 Broadway St)
- Second Cousin Gallery (119 Main St)
- Bidwell Supply Co (138 Main St)
- Amy Waltz Designs (113 W 2nd St)
- Cheers Chico (135 Main St)
- Smoke World Smoke Shop (236 W 9th St)
- Juice Unwind Caribbean Barbeque (809 Oroville Ave)
- SOLO Salon + Head Spa (240 Main St #180)

We are lucky to have these diverse offerings—from apparel and jewelry to art, restaurants, and services. Collier's closure is a reminder that no matter how iconic a business is, it ultimately

relies on loyal customers to thrive. We owe Collier's a debt of gratitude for its many decades of leadership, vision, and generosity within our community.

Spring Fling and Downtown Events

As we look ahead, the Downtown Chico Business Association (DCBA), in collaboration with the City, the Ambassadors, and the Chico Police Target Team, is committed to activating City Plaza with events, demonstrations, music, and more. Spring Fling kicks off this week, filling the plaza with engaging activities—everything from the California Yo-yo Championships to the Endangered Species Faire.

These events are meant to enliven downtown, making it clean, safe, and welcoming for everyone. We invite you to enjoy the festivities, explore the unique shops and restaurants, and keep our local economy strong.

Shop Local, Make a Difference

Ultimately, the future of Downtown Chico rests in the hands of community members who choose to spend their money here. Your ongoing support can make the difference between a vibrant local retail scene or more empty storefronts. Let's honor Collier's legacy by ensuring other beloved businesses can continue serving Chico for years.

—

Greg Scott

President, Downtown Chico Business Association

Downtown Chico Business Association

Balance Sheet

As of March 31, 2025

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Checking (8207)	74,701.90
Gift Card Checking (3885)	3,471.98
NVCF Fund	15,723.90
Taste of Chico - Savings	100.00
Total Bank Accounts	\$93,997.78
Accounts Receivable	
Receivables	55,401.25
Total Accounts Receivable	\$55,401.25
Other Current Assets	
Petty Cash	285.00
Undeposited Funds	1,720.50
Total Other Current Assets	\$2,005.50
Total Current Assets	\$151,404.53
Fixed Assets	
Accumulated Depreciation	-5,889.99
Furniture & Fixtures	3,389.99
Vehicles	2,500.00
Total Fixed Assets	\$0.00
TOTAL ASSETS	\$151,404.53
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Payables	1,231.00
Total Accounts Payable	\$1,231.00
Credit Cards	
TCBK- 2662	-14,912.29
TCB-Scott(Greg)-9269	14,602.09
TCB-Shari-6411	310.20
Total TCBK- 2662	0.00
Total Credit Cards	\$0.00
Other Current Liabilities	
EBT Deposits/Checks	-1,664.00
Payroll Liabilities	0.00
CA SUI / ETT	2.51
Total Payroll Liabilities	2.51
Total Other Current Liabilities	\$ -1,661.49
Total Current Liabilities	\$ -430.49
Long-Term Liabilities	

Downtown Chico Business Association

Balance Sheet

As of March 31, 2025

	TOTAL
3CORE Loan	5,357.76
EIDL Loan Payable	130,894.00
Total Long-Term Liabilities	\$136,251.76
Total Liabilities	\$135,821.27
Equity	
Retained Earnings	-68,981.62
Net Revenue	84,564.88
Total Equity	\$15,583.26
TOTAL LIABILITIES AND EQUITY	\$151,404.53

Downtown Chico Business Association

Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L

January - December 2025

	TOTAL		
	ACTUAL	BUDGET	% OF BUDGET
Revenue			
DIRECT PUBLIC SUPPORT			
City of Chico - Member Assess		25,000.00	
City of Chico-Planters	2,000.00	8,000.00	25.00 %
City of Chico-Rebuilding Fund	35,200.00	140,800.00	25.00 %
Total DIRECT PUBLIC SUPPORT	37,200.00	173,800.00	21.40 %
DOWNTOWN EVENTS - INCOME			
Art & Wine Walk (AWW)			
AWW Operations	12,236.00	15,000.00	81.57 %
AWW Sponsors	5,500.00	14,250.00	38.60 %
Total Art & Wine Walk (AWW)	17,736.00	29,250.00	60.64 %
Artober Fest (AF)			
AF Booth Rental/App		1,500.00	
AF Sponsors		5,000.00	
Total Artober Fest (AF)		6,500.00	
Christmas Preview (CP)			
CP Booth Rental/App		1,100.00	
CP Sponsors	500.00	6,800.00	7.35 %
Total Christmas Preview (CP)	500.00	7,900.00	6.33 %
Community Tree Lighting (CTL)			
CTL Booth Rental/App		100.00	
CTL Sponsors		6,350.00	
Total Community Tree Lighting (CTL)		6,450.00	
Friday Night Concert (FNC)			
FNC Operations		3,300.00	
FNC Sponsors	5,500.00	8,250.00	66.67 %
Total Friday Night Concert (FNC)	5,500.00	11,550.00	47.62 %
Slice Of Chico (SOC)			
SOC Sponsors		2,500.00	
Total Slice Of Chico (SOC)		2,500.00	
Small Business Saturday (SBS)			
SBS Sponsors	250.00	4,100.00	6.10 %
Total Small Business Saturday (SBS)	250.00	4,100.00	6.10 %
Taste of Downtown			
TOD Operations		41,000.00	
TOD Sponsors		5,000.00	
Total Taste of Downtown		46,000.00	
Thursday Night Market (TNM)			
TNM Booth Rental/App	33,147.42	120,000.00	27.62 %
TNM Operations		600.00	
TNM Sponsors	7,000.00	9,500.00	73.68 %
Young Entrepreneur Initiative (YEI)	1,484.22		

Downtown Chico Business Association

Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L

January - December 2025

	TOTAL		
	ACTUAL	BUDGET	% OF BUDGET
Total Thursday Night Market (TNM)	41,631.64	130,100.00	32.00 %
Treat Street (TS)			
TS Booth Rental/App	220.00		
TS Sponsors		1,350.00	
Total Treat Street (TS)	220.00	1,350.00	16.30 %
Total DOWNTOWN EVENTS - INCOME	65,837.64	245,700.00	26.80 %
OPERATIONS INCOME			
Annual Meeting Income	25,500.00	500.00	5,100.00 %
Donors		15,000.00	
Total OPERATIONS INCOME	25,500.00	15,500.00	164.52 %
PROGRAM INCOME			
Sponsors	6,000.00	15,000.00	40.00 %
Website Sponsors		5,000.00	
Total PROGRAM INCOME	6,000.00	20,000.00	30.00 %
Sales of Product Revenue		1,500.00	
Total Revenue	\$134,537.64	\$456,500.00	29.47 %
GROSS PROFIT	\$134,537.64	\$456,500.00	29.47 %
Expenditures			
CONTRACT SERVICES			
Accounting	1,750.00	3,500.00	50.00 %
Bookkeeping	1,650.00	14,000.00	11.79 %
Consultants	4,800.00	70,000.00	6.86 %
Security Staff		1,000.00	
Total CONTRACT SERVICES	8,200.00	88,500.00	9.27 %
DOWNTOWN EVENTS - EXPENSE			
Art & Wine Walk			
Advertising (AWW)		3,426.00	
Other (AWW)		8,500.00	
Permits/Fees/Licenses (AWW)		960.00	
Total Art & Wine Walk		12,886.00	
Artober Fest			
Advertising (AF)		2,395.00	
Event Contract Services (AF)		2,107.00	
Other (AF)		100.00	
Total Artober Fest		4,602.00	
Christmas Preview			
Advertising (CP)		678.00	
Event Contract Services (CP)		1,034.00	
Other (CP)		280.00	
Total Christmas Preview		1,992.00	
Community Tree Lighting			

Downtown Chico Business Association

Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L

January - December 2025

	TOTAL		
	ACTUAL	BUDGET	% OF BUDGET
Advertising (CTL)		1,266.00	
Event Contract Services (CTL)		1,250.00	
Permits/Fees/Licenses (CTL)		539.00	
Total Community Tree Lighting		3,055.00	
Events Expense Other		5,000.00	
Friday Night Concert			
Advertising (FNC)		3,700.00	
Event Contract Services (FNC)		6,000.00	
Other (FNC)		850.00	
Permits/Fees/Licenses (FNC)		600.00	
Total Friday Night Concert		11,150.00	
Harvest Sidewalk Sale			
Advertising (HSS)		786.00	
Event Contract Services (HSS)		100.00	
Other (HSS)	16.54		
Total Harvest Sidewalk Sale	16.54	886.00	1.87 %
Slice Of Chico			
Advertising (SOC)		1,950.00	
Event Contract Services (SOC)		400.00	
Other (SOC)		300.00	
Permits/Fees/Licenses (SOC)		262.00	
Total Slice Of Chico		2,912.00	
Small Business Saturday			
Advertising (SBS)		2,000.00	
Event Contract Services (SBS)		100.00	
Permits/Fees/Licenses (SBS)		133.00	
Total Small Business Saturday		2,233.00	
Taste of Downtown			
Advertising (TOD)		3,550.00	
Event Contract Services (TOD)		1,700.00	
Other (TOD)		500.00	
Permits/Fees/Licenses (TOD)		444.00	
Restaurant Reimbursement		13,100.00	
Total Taste of Downtown		19,294.00	
Thursday Night Market			
Advertising (TNM)		7,500.00	
Event Contract Services (TNM)		1,725.00	
Other (TNM)	17.89	3,000.00	0.60 %
Permits/Fees/Licenses (TNM)	163.00	630.00	25.87 %
Total Thursday Night Market	180.89	12,855.00	1.41 %
Treat Street			
Event Contract Services (TS)		150.00	

Downtown Chico Business Association

Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L

January - December 2025

	TOTAL		
	ACTUAL	BUDGET	% OF BUDGET
Other (TS)		500.00	
Total Treat Street		650.00	
Total DOWNTOWN EVENTS - EXPENSE	197.43	77,515.00	0.25 %
FACILITIES AND EQUIPMENT			
Repairs & Maintenance	124.84	1,000.00	12.48 %
Transportation	103.66	1,500.00	6.91 %
Total FACILITIES AND EQUIPMENT	228.50	2,500.00	9.14 %
FINANCE CHARGES			
Bank Charges	10.00	250.00	4.00 %
Interest Expense		50.00	
Late Payment Fee	16.30		
Merchant Fees	1,590.65	2,000.00	79.53 %
QuickBooks Payments Fees	551.03	3,500.00	15.74 %
Total FINANCE CHARGES	2,167.98	5,800.00	37.38 %
OPERATIONS			
Advertising & Marketing	1,000.00	18,000.00	5.56 %
Annual Meeting Expense	386.06	1,000.00	38.61 %
Employee Benefits Reimbursed			
Medical Insurance	1,081.95	4,440.00	24.37 %
Personal Telephone Use	75.00	600.00	12.50 %
Total Employee Benefits Reimbursed	1,156.95	5,040.00	22.96 %
Equipment/Materials/Supplies		3,200.00	
Insurance	1,858.05	15,000.00	12.39 %
Meals		250.00	
Office Expense	467.37	2,500.00	18.69 %
Other Expenses		4,000.00	
Postage	14.60	950.00	1.54 %
Printing/Copying		2,000.00	
Social Media Reimburseables		450.00	
Taxes/Licenses/Fees	1,078.58	4,500.00	23.97 %
Technology & Website Services	161.55		
Adobe		700.00	
Coastal Business Systems	722.06	5,500.00	13.13 %
Comcast-Internet	301.80	1,800.00	16.77 %
Constant Contact		1,800.00	
Google	3.98	5.00	79.60 %
Microsoft	322.60	1,800.00	17.92 %
Other Tech/Web Services		1,750.00	
QBO Payroll Subscription	406.17	1,800.00	22.57 %
QBO Subscription	140.00	800.00	17.50 %
Sunstar	750.00	4,500.00	16.67 %
Vyable	2,480.00	4,000.00	62.00 %

Downtown Chico Business Association

Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L

January - December 2025

	TOTAL		
	ACTUAL	BUDGET	% OF BUDGET
Total Technology & Website Services	5,288.16	24,455.00	21.62 %
Total OPERATIONS	11,249.77	81,345.00	13.83 %
Payroll Expenses			
Taxes	2,421.22	15,000.00	16.14 %
Wages	23,565.36	155,000.00	15.20 %
Total Payroll Expenses	25,986.58	170,000.00	15.29 %
PROGRAM EXPENSES			
Business Meet Up		125.00	
Initiatives		1,000.00	
Other	667.50	2,000.00	33.38 %
Planters Landscaping/Maintenance	1,275.00	7,700.00	16.56 %
Stewardship		4,500.00	
Total PROGRAM EXPENSES	1,942.50	15,325.00	12.68 %
Reimbursements		1,500.00	
Total Expenditures	\$49,972.76	\$442,485.00	11.29 %
NET OPERATING REVENUE	\$84,564.88	\$14,015.00	603.39 %
NET REVENUE	\$84,564.88	\$14,015.00	603.39 %