



DOWNTOWN CHICO BUSINESS ASSOCIATION Quarterly Report – April 1 to June 30, 2024



Table of Contents

Letter from President	2
DCBA Board of Directors.....	2
Program/Project Updates – Second Quarter 2024.....	4
Financial Report.....	11
Sales Tax	12
Stories – Meet the Young Entrepreneurs.....	12
Appendix.....	14

Letter from President



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

Dear Council,

Subject: Submission of Second Quarter 2024 Report, Chico
Business District Enhancement Program

The Downtown Chico Business Association (DCBA) continues to thank and appreciate the Council for their continued support of DCBA and its mission to support and promote downtown businesses and downtown as a destination.

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 Second Quarter 2024 Report on behalf of the Downtown Chico Business Association.

The purpose of the *Chico Business District Enhancement Program* is to support the DCBA in securing a robust operational structure, enhancing placemaking activities, expanding marketing efforts, and ensuring the success of events bringing visitors, locals, and shoppers to downtown. These efforts aim to revitalize the downtown district and contribute to the prosperity of businesses within our community, particularly following the challenges posed by the COVID-19 pandemic.

DCBA Board of Directors

DCBA BOARD OF DIRECTORS

Greg Scott, President
Chris Daniels, 1st VP
Shari Anderson, 2nd VP
Liza Tedesco, Secretary
Nicole Johnston, Treasurer
Nick Andrew, 5th Street Steakhouse
Mary Hartley, Tom Foolery
Thomas Hightower, Pita Pit
Nicole Hill, Stoble
Michael Lee, Monoma
Julie Lengerich, Collier Hardware
Pat Macias, Arts Alliance
Ian Macmillan, Plumas Bank
Emma Martin, Allies Pub
Steven Stull, CalWater

ADVISORS

Mike Egbert, Chamber of Commerce
Nichole Farley, Explore Butte County
Megan Kurtz, Chico State
Jennifer Macarthy, City of Chico
Luis Moreno, Hispanic Chamber
Brenda Narayan, PG&E
Linda Zorn, Butte College

COUNCIL LIAISON

Dale Bennett, City Council Liaison

DCBA Mission

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

DOWNTOWN WELCOME CENTER

338 Broadway [office]
P.O. Box 3098 [mail]
Chico, CA 95928
(530) 345-6500

Key Focus Areas:

1. Organization: The DCBA Board of Directors and staff have diligently followed the DCBA Three-year Business Plan to restructure and rebuild the organization. This includes strengthening our internal operations and improving business assistance programs.
2. Events: We have successfully organized and hosted several signature events, attracting visitors and promoting economic activity in downtown Chico. These events have significantly contributed to the vibrancy and vitality of our community.
3. Marketing: Our expanded marketing efforts have increased visibility for downtown businesses. We have utilized various channels, including social media, newsletters, and partnerships, to promote our events and initiatives.
4. Placemaking: Placemaking activities have been enhanced to create a more inviting and attractive downtown environment. As noted in the DCBA business plan, placemaking is an initiative to be started in Year 2 and includes work efforts on promoting arts, culture and heritage, physical art installations, and collaborative efforts with Butte College, Chico State and local schools, artists, and businesses.

Additionally, enclosed with this report is a review of the sales taxes for the year ending 2023 for downtown Chico. This data provides valuable insights into the economic health of our district and highlights the impact of our collective efforts for 2023. Also included are financial reports as of June 30, 2024.

The DCBA remains committed to fostering a thriving downtown district and ensuring the continued success of our local businesses. We appreciate the City of Chico's ongoing support and partnership in these endeavors.

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

Program/Project Updates – Second Quarter 2024

During the second quarter of 2024 DCBA was active in all four of DCBA's Business Plan Focus areas:

FOCUS AREA I: ORGANIZATIONAL STRUCTURE

- The Board of Directors continues to be active meeting monthly with the Executive Committee, officers, and staff, meeting bi-monthly.
- The board appointed two new advisors: Luis Moreno, 3CORE and Linda Zorn, Butte College. DCBA has partnerships with all advisory member's organizations collaborating and coordinating on different projects and programs to enhance downtown and its economic impact for the City of Chico. The role of the advisors is to fully understand the Board of Directors priorities and DCBA program implementation to leverage resources, opportunities, and outcomes.
- Two City of Chico Arts Commissioners are attending the Board of Directors meeting and work with staff and committee
- The board continues to establish committees to provide oversight by board members to programs, project, and management:
 - 1) Treasurer Nicole Johnson has appointed Michael Lee, Momona's & Realtor, and Ian Macmillan, Plumas Bank has a **Finance Committee** with her for monthly and quarterly financial reviews.
- The **Downtown Welcome Center** is nearly complete, inviting businesses to participate in showcasing their products in the center. New restaurant maps are being distributed throughout Chico and a retail map is in the works. Staff is ramping up for Welcome Back Wildcats moving week in August.
- During Quarter 2, the board has been active with **Advocacy**:
 - 1) Working closely with Lt. Ben Love on safety downtown and at downtown events particularly during Thursday Night Market, Friday Night Concert and Chico State's Choose Chico, one of the most successful Choose Chico event with estimated 4,500 parents, students, and families in town.
 - 2) Businesses are excited to see the return of the Target Team.
 - 3) DCBA, Plumas Bank and Butte College hosted De-escalation Training¹ for thirty plus downtown business owners, employees, DCBA staff and Ambassadors. Positive response.

¹ Appendix – De-escalation Training

- 4) DCBA is promoting programs and grant opportunities out to downtown businesses, Main Street \$10,000 grant program for small downtown businesses and a unique restaurant grant.
- 5) Other advocacy work has been with public works on trash, street vendors without licenses and maintenance of the Parking Garage.
- DCBA continues to update operating policies completing eight policies from fiscal operations to code of conduct. During the Quarter, the Board adopted a Fiscal Addendum, Auto Policies and the Executive Committee approved an updated Employee Handbook (last updated 2015).

FOCUS AREA II: EVENTS & PROMOTIONS

Quarter two kicks off the season of events starting with the opening of Thursday Night Market (TNM):

- TNM opened April 11 and has continued to have full venue of local vendors and high attendance. See Appendix for opening night report and visit statistics.² The data provided by Placer AI shows a year over year increase of 26.4%, average dwelling time of 72 minutes with a peak 14,000 visits in mid-April, averaging 10,000 visits. See Letter from Vang's (vendor).³
- Celebrating Small Business Month (May), TeamChico and 3CORE joined DCBA in offering a young entrepreneurs program providing booth space and mentoring to young entrepreneurs (under 18) to get their start in the market. There have been fifteen young entrepreneurs who sign up for the program.⁴ Special thanks to Councilmember Deepika Tandon for her leadership and guidance for TNM and this program.
- In addition to the Empowering Young Entrepreneurs Program, DCBA promoted 25 Downtown Small Businesses throughout Small Business Month through social media with short videos and interviews.
- DCBA worked closely with Chico State to ensure a clean, safe, and robust Choose Chico Weekend.
- DCBA first business meet-up of the year drew thirty business, city staff and others to discuss programs, projects and listen to businesses.
- Partnership with CARD on promoting and coordinating the 4th of July parade.
- The Restaurant Committee has been meeting to organize the return of a popular event, Taste of Downtown. With participation of fifteen restaurants in downtown Taste of Downtown, a restaurant crawl (tasting passports) will be held Sunday, September 8, 11-4pm with a free concert in the Plaza 3-5pm.
- Committees have been formed for ARTober FEST, a month-long celebration of the arts, partnered with numerous arts organizations and members of the City Arts Commission. Also, a committee has been engaged to enhance the Tree Lighting event and Lighting Up Downtown.



² Appendix - TNM Visit Statistics

³ Appendix – Letter from Vang's

⁴ Appendix – Sampling of Young Entrepreneurs

- Upcoming events include Slice of Chico, Art & Wine Walk (kicking off ARTober Fest), Harvest Sidewalk Sale, Treat Street, Christmas Preview, Small Business Saturday, and Tree Lighting.

Wish to express our appreciation to key businesses in their support of providing services for these events and volunteers:

- Waste Management
- Johnny on the Spot
- Kai Music
- All media partners – Billboards, Television, Radio, and Print

Lamar Advertising, Enterprise Record, Action New Now, Power 102.1, The Blaze 103.5, KZAP 96.7, Thunder 100.7, KPAY Sports 1290, Mix 95.1, KPAY Newstalk 93.9 FM, KZFR 90.1 FM, Bob FM 92.7, Z Rock 106.7 FM

- Chico State
- Chico VIPs
- California Climate Action Corps
- College Corps at Chico State

FOCUS AREA III: MARKETING & COMMUNICATION

DCBA has a full calendar of marketing activities including billboards, TV, radio and print ads and very robust social media, newsletters, and letters from the President⁵, such as introduction and welcoming the Target Team downtown.

- 1) Inbound Marketing - social media has been the main source of communication with continue growth in followers and users:
 - Facebook – 25,308 followers
 - Instagram – 13,119 followers
 - Newsletter – 7,180 subscribers
 - Website – 11,000 organic, 8,000 direct users, 22,000 event counts

Letter from the President

July 2, 2024

City of Chico Announces TARGET Team Patrols in Downtown Chico

Meet the Team



Sergeant David Bailey



Officer Jason Janketock



Officer Will Clark



Officer Jeremy Gagneton



Community Service Officer Daniel Hanson



Sewer Park Ranger Dylan Bradford



Sewer Park Ranger Joel Holmes

Chico, CA – The City of Chico is pleased to announce the deployment of the Chico Police Department's TARGET Team in Downtown Chico. This initiative aims to create a safer and cleaner downtown area through foot and bicycle patrols conducted by the TARGET Team.

Lieutenant Ben Love of the Chico Police Department emphasized the importance of this effort, stating, "The TARGET Team's mission is to foster relationships with businesses in

Sampling of Posts:

- Downtown Businesses participating at the Thursday Night Market - Link to video here (<https://www.instagram.com/reel/C5Zel-3PGwS/?igsh=MzRIODBiNWFIZA==>)
- Vendor Highlights - Gold City Vintage (link to post: <https://www.instagram.com/p/C538JDcvN7P/?igsh=MzRIODBiNWFIZA%3D%3D>)
- Small Business Month Business Highlights - Link to post here (https://www.instagram.com/p/C6ozG6_Ola4/?igsh=MzRIODBiNWFIZA==)
- AAPI/Small Business Month: Bun Burger - Link to post here (<https://www.instagram.com/p/C7ADnFUPW4F/?igsh=MzRIODBiNWFIZA==>)
- Celebrating Young Entrepreneurs at the Thursday Night Market - Link to post here (<https://www.instagram.com/p/C7P8hJ1vHJy/?igsh=MzRIODBiNWFIZA==>)
- Father's Day promotions - Link to video here (<https://www.instagram.com/reel/C8NHlpcPo-A/?igsh=MzRIODBiNWFIZA==>)



⁵ Appendix – Newsletters

- 2) Outbound Marketing – includes a marketing mix for different audiences including:
- Reprint of Downtown Restaurant Guide, distributed throughout downtown and to hotels.
 - Events Posters – distributed throughout Chico
 - TV commercials
 - DCBA - Thursday Night Market 15 <https://youtu.be/NJ1A9wwuO9k>
 - DCBA - Dine Drink Dance 15 https://youtu.be/zngsVX3k_e4
 - FNC 2024 15 <https://youtu.be/gAl2Q-jfDBs>
 - Radio commercials
 - Billboards – which garner significant impressions

THURSDAY NIGHT MARKET



**EVERY THURSDAY!
6:00PM - 9:00PM**

Ride to the Market! Bike Valet on
3rd St between Main & Broadway

 Supported By:
nORTH RIM
ADVENTURE SPORTS

FRIDAY NIGHT CONCERT



**THRU SEPT 27
CHICO CITY PLAZA
7:00PM-8:30PM**

SUPPORTED BY:

IV. FOCUS AREA III. PLACEMAKING

In DCBA's business plan Focus Area Placemaking was to initiative in contract year 2. It began in the first quarter of 2024. 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.*

- Welcome New Downtown Businesses:
 - Amy Waltz Design
 - Free Spirit Healing Center
 - Momo's Poke
 - Completion and opening of Westport
- Collaborate with TeamChico, on Chico Business Survey
- Collaboration with Butte College on creating an Arts Placemaking Initiative to work with businesses and property owners on arts and murals created by students. Also involved are members of the ARTober FEST committee. The goal is to create a program of Placemaking for downtown focused on students.
- Continuing discussions with City on Complete Streets Program.
- Muir Huges, Bookstore, taken lead in reporting out on the Kiosks, a year later.

Financial Report

Included in the Appendix⁶ is Financial Statements, Income to Budget January to June 2024 and Balance Sheet as reported to the Board of Directors by Treasurer Nicole Johnston at the July 18, 2024, Board Meeting. Briefly:

- Jun 30, 2024, Balance Sheet:
 - \$87,514 cash on hand
 - \$16,389 accounts receivable
- Jun 30, 2024, Profit & Loss:
 - \$227,656 revenue, 51.33% of budget
 - \$194,099 expenses, 48.58% of budget
 - \$33,557 net review, 76.24% of budget

Other notes regarding the path to financial stability:

- Nicole Johnston, Treasurer has appointed a Finance Committee who will be reviewing DCBA's financial position with CPA.
- Treasurer and staff in consultation with CPA when taxes were completed and filed and DCBA bookkeeper did a mid-year budget review and projections for July-December revenue and expenses. Budget adjustments, minor, were presented to the Board July 18, 2024.
- Event sponsorships are critical to supporting the 10 Signature Events which have also become traditions in Chico. DCBA has created a sponsorship package⁷ for businesses to select and support events.
- An **Assessment Review Committee** has been established including Greg Scott, President; Nick Andrew, 5th Street Steakhouse; Jennifer Macarthy, City of Chico; Nichole Fairly, Explore Butte County; Mike Egbert, Chico Chamber of Commerce; Nicole Hill, Stoble; and Audrey Taylor, volunteer. The committee has met once to discuss the process of requesting business owners increase their 1975 assessment to a 2024 assessment. Jennifer Macarthy reviewed the City Attorney process and procedures and relayed it to the committee. The first thing to be completed was to create a master list of businesses in Zone A and Zone B. This is a missing piece for both the City and DCBA. DCBA staff are spending June creating a comprehensive master business list.

⁶ July 18, Financial Reports Jan- Jun 2024

⁷ Signature Event Sponsorship Packet

- **Fundraising Committee** headed by Ian Macmillan, Plumas Bank and involving Patty Hess, 3CORE structuring various Corporate Donor scenarios to help programs and projects. The committee will be working on programs for potential disruption during Complete Street construction as well as physical enhancements such as lights, awnings, building paint as a potential grant program.

Sales Tax

According to HdL Sales Tax Reports to the City of Chico, 4th Quarter sales tax in downtown was 2% higher than 3rd Quarter Sales Tax. Similar to the current state, national and global economic stress sales tax for the 1st Quarter 2024 was -8% of 1st Quarter 2023.

Stories – Meet the Young Entrepreneurs

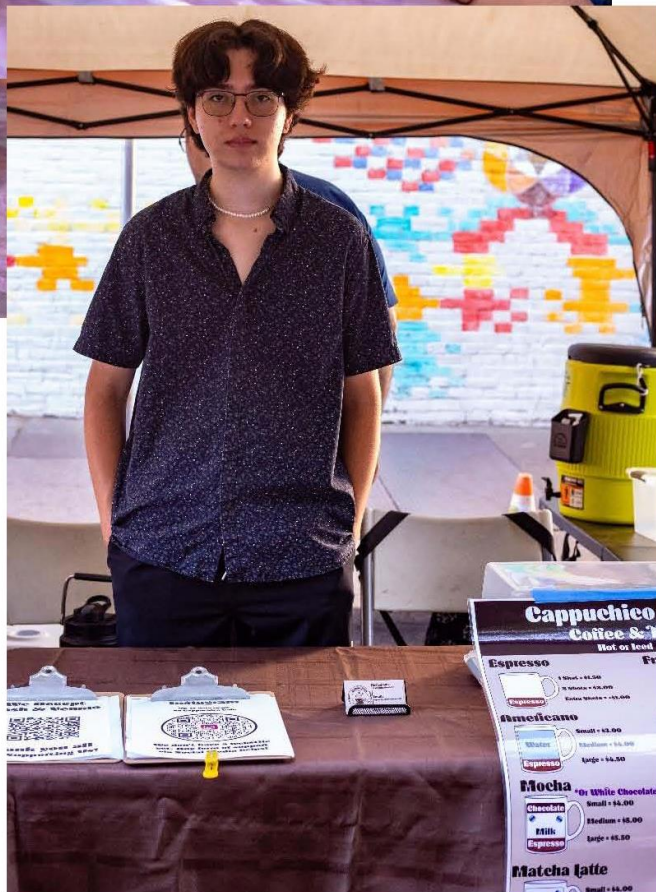
Monica Kristiansen (17 years old) is owner of Carnation Crafts & Ceramics and attends Inspire High School.



Ivy Smith (18 years old) is owner of Ivy Made It and attends Inspire High School.



Elliot York (18 years old) is owner of Cappuchico Cafe. Just graduated from Chico High School and attending Butte College in the Fall!



Appendix

1. De-escalation Training, DCBA, Plumas Bank & Butte College
2. Thursday Night Market – Article, Statistics
3. Business Letter from Vang's
4. Communications – Newsletter
5. Financial Report – Treasurer Nicole Johnston, TriCounties Bank
6. Signature Event Sponsorship Package