

FOR IMMEDIATE RELEASE



Plumas Bank and Downtown Chico Business Association Sponsor "Essential Training on Practical De-escalation & Mental Health Awareness Skills"

Chico, CA – Greg Scott, DCBA President announced today, the roll-out of a customized training program for downtown businesses. *"DCBA's role is to provide value to our businesses. As an innovative collaboration, DCBA Board Director Liza Tedesco worked with Butte College Training Place to create the customized De-escalation Training Course for downtown businesses to empower their employees and management teams with the skills needed to navigate challenging interactions and foster a positive community within the workplace and downtown".*

This vital training program focuses on practical de-escalation and mental health awareness skills, which are essential professionals for all. *"I want to thank Ian Macmillan and Plumas Bank for recognizing the importance of this training for downtown businesses and employees,"* said Scott *"With their support, we can offer the training to all downtown businesses and their employees for only \$25 per attendee."* The Downtown Property Based Improvement District (PBID) is also supporting the training.

This unique training will be hosted at Stoble, 418 Broadway, marking a downtown-wide effort to address critical issues businesses face today.

The training is designed to empower business owners and employees with practical strategies for managing situations involving individuals experiencing homelessness or mental health challenges. This program aims to cultivate a culture of empathy and understanding by adopting a human-centric approach, ensuring businesses can foster safe and inclusive environments.

Key Learning Outcomes:

- The intricacies of community stressors, trauma biology, and dynamics of crisis interactions
- Identifying triggers and implementing appropriate initial assistance strategies
- Enhancing self-awareness and developing resilience to maintain workplace safety
- Mastering a six-step de-escalation process, reflective practices, and creating tailored workplace response protocols

Expert Guidance by Renowned Trainers:

- Reidun Waddell, LCSW, a distinguished figure in crisis intervention and behavioral health, brings over a decade of expertise to the program.
- Emiliano Jimenez-Cornejo, renowned for his work on "Resiliency in the Workforce" at Butte College, will share insights into building a psychologically safe and resilient workplace.

This training is a testament to the sponsoring organizations' commitment to enhancing the local business environment and community wellbeing. The collaboration between Plumas Bank, DCBA, and the Butte College Training Place highlights the collective effort to support Downtown Chico's businesses in navigating the complexities of mental health and homelessness with compassion and effectiveness.

Participants will leave with enhanced skills and a deeper understanding of the critical role empathy and awareness play in creating a supportive community for all.

Registration is open to all business owners and employees in Chico's downtown area. To secure a spot in this transformative program or for more information, Register online @ Butte College <https://tinyurl.com/tneeeeer7> or contact The Training Place 530.895.9015

Training Details - Dates & Times:

- Monday, April 22nd, 9 AM - 12 PM
- Monday, April 29th, 9 AM - 12 PM

Location:

- Stoble, 418 Broadway, Chico, CA

Register now; limited seating available. Take the first step towards a safer, more empathetic business environment.

Businesses, entities, and the Downtown Chico Business Association are taking steps forward together to make Downtown Chico a model of resilience, inclusivity, and safety.

###

For additional information, press only contact:

Greg Scott, DCBA President

Phone - (720) 201-0782

Email - greg@aaapropertieschico.com

About Plumas Bank

Plumas Bank is a locally managed, full-service [award-winning community bank](#). With [15 branch offices](#) in Northeastern California and Northern Nevada, and loan production offices in California and southern Oregon, Plumas Bank is one of the top

performing community banks in the country and a preferred lender with the United States Small Business Administration.

About The Butte College Training Place

The Training Place helps companies develop their employee talent by offering over 200 training programs. Our team of Butte College instructors hold training credentials and certifications with Global Training Industry talent development partners. Course content is designed to provide performance improvement solutions to help our community with economic development, sustainability, and growth. The Training Place was established to deliver affordable employee training to businesses of all sizes.

About Downtown Chico Business Association (DCBA)

The Downtown Chico Business Association is dedicated to promoting and enhancing the economic vitality and cultural vibrancy of downtown Chico. Through community partnerships, stewardship efforts, and special events like the ***Empowering Your Team with Essential Skills*** the association works to create a thriving downtown district that enriches the lives of residents and visitors alike.

Unlock the Power of Empathy and Safety in Your Workplace

A transformative training session designed to equip your team with critical skills in de-escalation and mental health awareness. This training is tailored for business owners and employees, focused on effective strategies for engaging individuals facing homelessness and mental health challenges.

Why Attend?

- Learn to navigate complex interactions with a human-centric approach.
- Foster empathy and understanding in every encounter.
- Create a safer, more inclusive environment for everyone in your business.

What You'll Learn:

- The biology of trauma and stress, and how it affects crisis interactions.
- Identifying triggers and appropriate do's and don'ts in crisis management.
- Building resiliency and self-awareness to safeguard your work environment.

Training Schedule:

- Session 1: Monday, 4/22, 9 AM - 12 PM
- Session 2: Monday, 4/29, 9 AM - 12 PM

Costs: \$125 per attendee, **DCBA Businesses receive \$100 discount with Promo Code**, only \$25 per attendee

Host Location: Stoble 418 Broadway

Reserve Your Spot Today-Limited Space!

Register online @ Butte College <https://tinyurl.com/tneeeeer7>

Phone: 530.895.9015

Promo Code: **DCBA**

LATEST HEADLINES

SUBSCRIBER ONLY

Thursday night market opens 2024 season



Left to right, Chris Saeturn from Saeturn Farms hands a bag of strawberries to Boo Gurnee nad Alex Knudsvig on Thursday, April 27, 2023 at the Thursday Night Market in Chico, California. (Michael Weber/Enterprise-Record)



By **KYRA GOTTESMAN** | kgottesman@chicoer.com

PUBLISHED: April 9, 2024 at 3:41 a.m.

CHICO – Downtown Chico's Thursday Night Farmers Market kicks off its 27th season Thursday with more vendors than ever before.

"We're opening with 120 vendors, much more than in the past couple of years," said Lucia Mercado, Downtown Chico Business Association events manager. "Last year we opened with 90 vendors and the year before a lot less, like 70 or 80."

The market will be open from 6 p.m. to 9 p.m. However, from 5 p.m to 10 p.m. there will be street closures including Broadway Street from West Second to West Fifth streets and West Third and West Fourth streets from Salem to Main.

In addition to more vendors, the 2024 market season also offers more opportunities to enjoy the shopping and entertainment as it's opening two weeks earlier and closing two weeks later than in previous seasons. In the past, the market has opened the first week of May and closed the second week of September. This year, the market opens April 11 and runs every Thursday, except July 4, through Sept. 26.

With an increase in vendors, this year's market promises an even more extensive selection of farm-fresh produce, flowers, artisanal crafts, delectable cuisine and live entertainment. Attendees will have access to locally grown fruits and vegetables straight from the source. From vibrant heirloom tomatoes to crisp apples, shoppers can indulge in the season's bounty while supporting local farmers and sustainable agriculture practices.

Among the 120 vendors expected on opening night are 30 food purveyors. Among the 30 are nine newcomers including Lovebird Coffee, M Taquito, Caribbean Café, Tom Tom's Island Style, Acai Nativo, Taqueria Los Betos, Pumped Coffee, Meze Moon and Taste of Thai.

"With all the food vendors, people will have plenty of choices of places to eat," said Mercado. "And, that doesn't even include all of our many wonderful downtown restaurants that will be open."

There will also be an abundance of live entertainment Thursday with local favorites including Lone Wolf, Ron Bruder, Mars! Robinson and the North State Symphony.

"Our goal is to have four performers in four locations at every market," said Mercado. "The musicians are paid strictly by tips so, if people enjoy the music and if they are able, we ask they donate to these really talented musicians."

About 9,000 people attended the 2023 season opening market and the peak attendance during the season reached just over 10,000 people. Overall there were 46 percent more vendors throughout the full 2023 season than the 2022 season.

“We’ve made a complete comeback since COVID and that’s a big success for the team and made everyone very happy,” said Mercado. “We’re very excited for this year’s market and looking forward to meeting and greeting everyone. There’s a lot on the horizon. It’s going to be a good year.”

A map of the market, including performer and restroom locations, is scheduled to be published on the Downtown Chico social media pages this week and more information is available at the Downtown Chico website www.downtownchico.com

2024 > April > 9

THURSDAY NIGHT MARKET VISIT STATISTICS

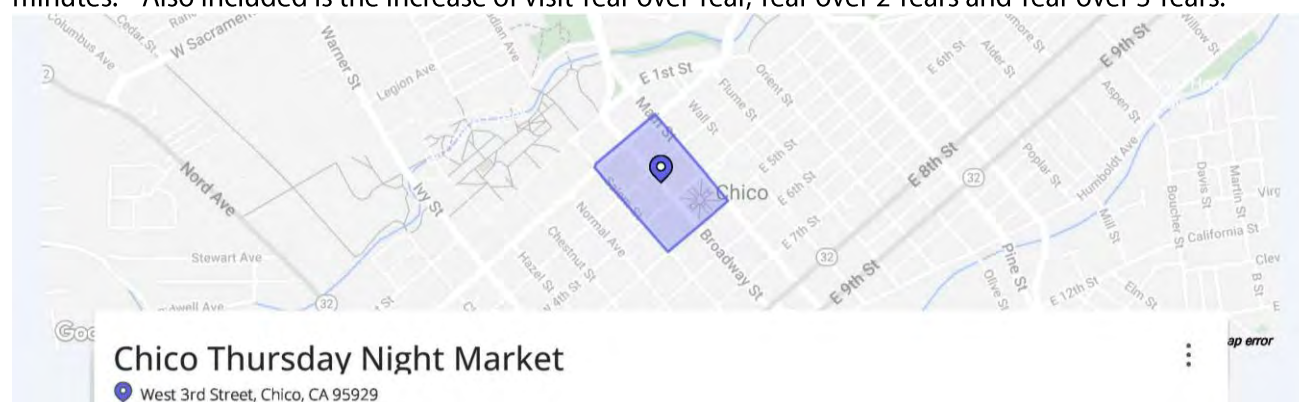
March – April – May 2024

The following geo-data provides a picture of visit trends to Downtown Chico on Thursday nights, highlighting the impact of drawing visitors for Thursday Night Market.

Source: Placer AI
Place: Downtown Chico, mid-block Broadway, between 3rd & 4th
Time Period: March, April, May 2024
Tracking Stays: Over 10 Minutes

Overview

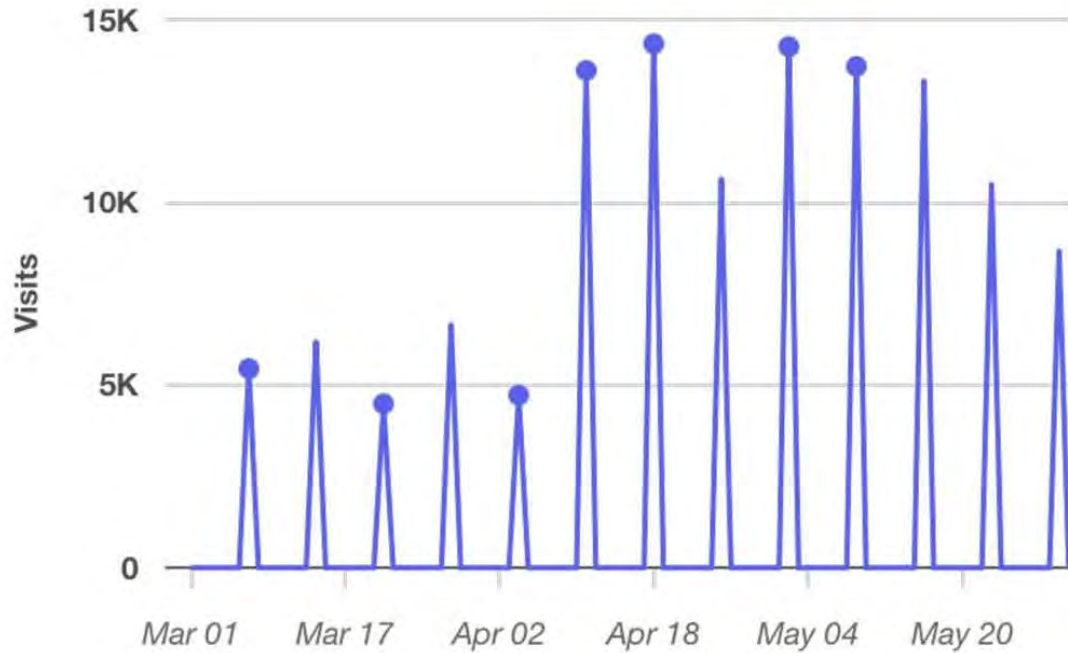
Following identifies the number of visits, visitor, frequency of each person and the average time spent in downtown during the trend period on Thursday Nights, 72 minutes with a median stay of 56 minutes. Also included is the increase of visit Year over Year, Year over 2 Years and Year over 3 Years.



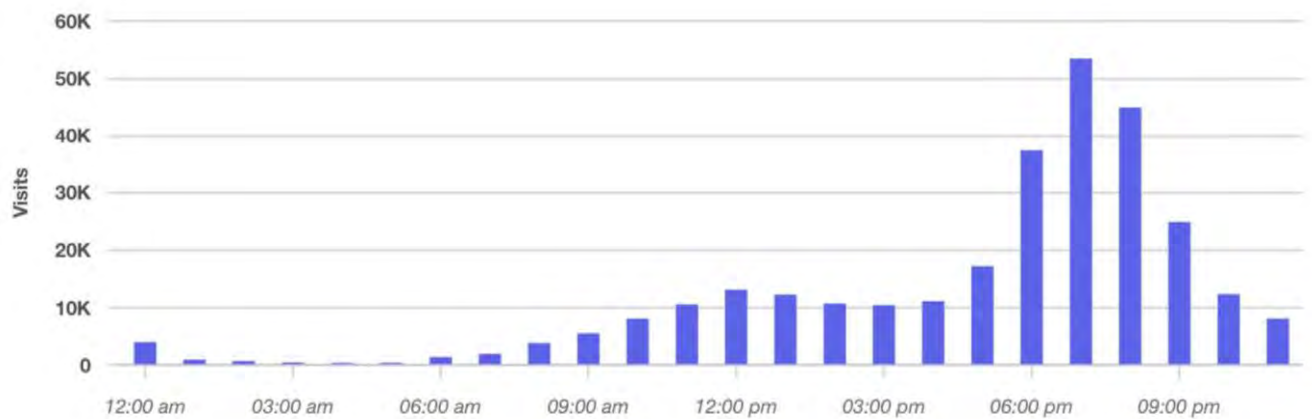
Visits	126.6K	Visits YoY	+26.4%
Visitors	80.1K	Visits Yo2Y	+36.7%
Visit Frequency	1.58	Visits Yo3Y	+74.9%
Avg. Dwell Time	72 min		

Daily Visits

The graphic below highlights Thursday March through May visits, with a peak at 14,000 visits mid-April exceeding 2023 estimated 10,000 visits.

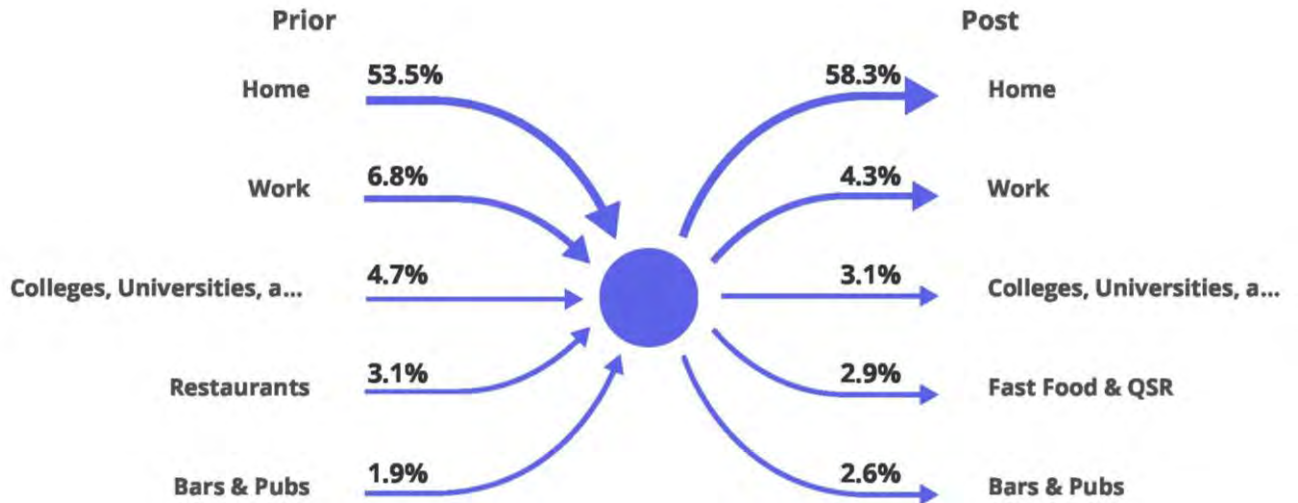


Hourly Visits



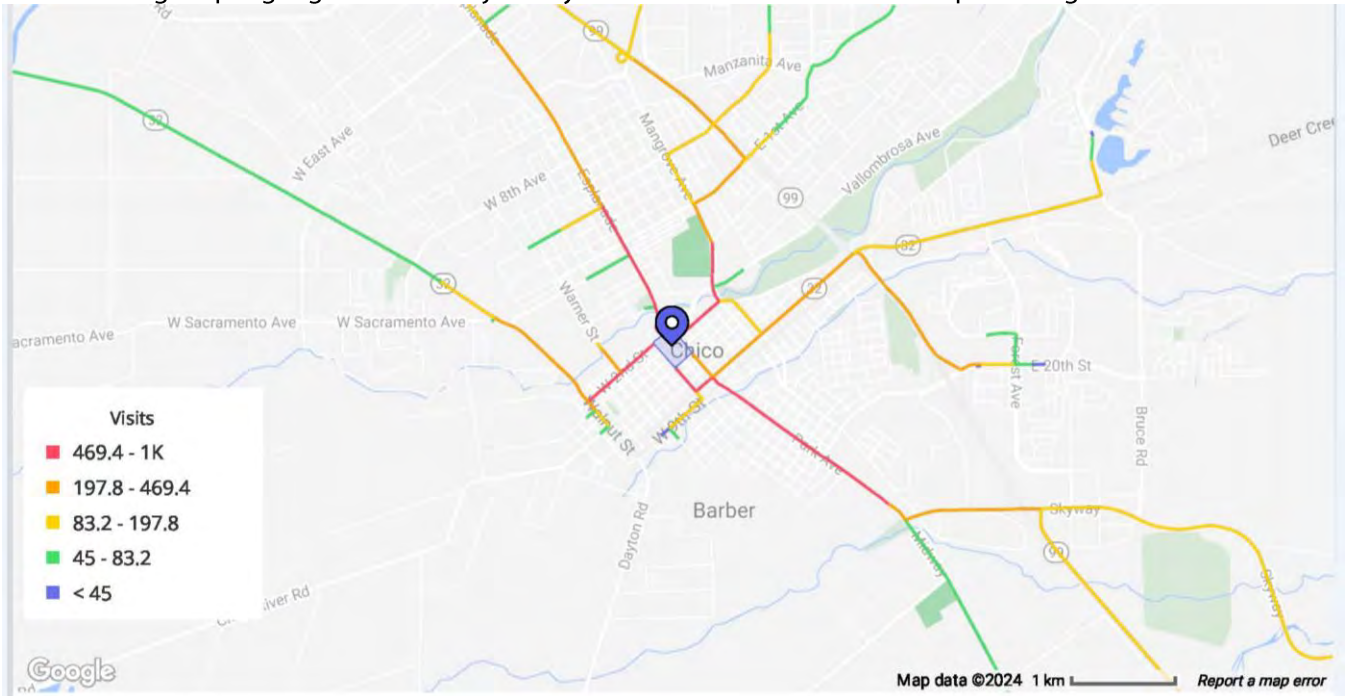
Visitor Journey

The Visitor Journey maps the location from which a visitor travels to Downtown Chico on Thursday and where they go to after leaving Downtown.



Visitor Journey – Routes

The following map highlights the areas journeyed from to Downtown and the percentage.



Letter from Downtown Business Owner – Vang’s Plants & Succulents

From: Vang Thao <vangshub@gmail.com>

Sent: Tuesday, July 16, 2024 8:29 PM

To: DCBA <dcba@downtownchico.com>

Subject: Letter of Appreciate

To the DCBA Board

Hello, my name is Sheng Vang and I’m the owner of Vang’s Plants and Succulents Hub in downtown Chico (right next to Tres Hombres) and I wanted to send my appreciation to the DCBA team.

We have been a part of downtown Chico for 3 years now and I want to thank the organization for being here and supporting all businesses in this area. Lucia and her team are easy to communicate with when we have questions or concerns. They are always respectful when coming in and asking us to put up flyers for events hosted by them.

This is our first year doing Thursday Night Market, and I appreciate the clear communication on what, where, when, and how to set-up from Lucia. The organization helps us have a better experience as vendors and if it wasn’t so hot, we would probably commit to the whole season. I love the variety of vendors and what they bring to the market. It is such a great event to bring family and friends who are visiting from out of town.

As a small business owner, who has only one part-time employee, we have to wear many hats, one of them being the marketing team. We have no extra budget to hire out an organization to do marketing, so that means we, meaning I, take on that role. Our main outlet for marketing is through social media, specifically on Instagram and Facebook. I’ve got to say that I’ve been super impressed with ALL the content on Downtown Chico’s social media account. Jasmine has done a few reels with us and she is professional and makes being in front of the camera so comfortable. Many people have come into the shop, saying that they’ve heard and/or saw us on Downtown Chico’s posts/reels/stories and for that we are grateful!

Lastly, but most importantly as a person of color, it is wonderful to see people of color in this organization. Representation is so important to me and my business. For our community to be more inclusive, we need more people in places that look like our community. The voices of the people in our community will be heard and seen if there are people from all walks of life.

Thank you for your time!

Best Wishes,

Sheng Vang

Owner of Vang’s Plants and Succulents Hub



Audrey Taylor <audrey@chabinconcepts.com>

April Shareholder's Newsletter

1 message

Downtown Chico Business Association <dcba-downtownchico.com@shared1.ccsend.com>

Wed, Apr 24, 2024 at 3:21 PM

Reply-To: dcba@downtownchico.com

To: audrey@chabinconcepts.com

Shareholder's Newsletter

April 24, 2024

Last Notice: Cinco de Mayo, Mother's Day, and Graduation Promotion in Downtown Chico

Planning any specials or fun events for Cinco de Mayo, Mother's Day, and/or Graduation season in downtown? Let us help you promote!

Please email any flyers and event/specials information to our Digital Marketing & Communications Coordinator at Jasmine@downtownchico.com by 5pm on **Thursday, April 25th** to be featured on our social media AND our May monthly event guide newsletter that will be sent to the general public the first week of May!

Don't forget to tag us on your social media platforms by tagging @DowntownChico on Instagram and Facebook.

Record your response below please:

Yes, I have specials/events & will reach out

No, I will not

I don't know yet

Celebrating Asian American and Pacific-Islander Heritage Month

As we strive to celebrate diversity and promote inclusivity within our downtown community, we are in the process of compiling a directory of Asian American and Pacific Islander (AAPI) owned businesses.

We would be honored to include your establishment in our listing as an Asian/Pacific Islander business owner. Your participation would not only showcase the vibrant cultural tapestry of our community but also provide valuable support and visibility to AAPI-owned enterprises.

If you identify as an AAPI business owner and would like to be featured in our directory, please record your response below or by emailing Jasmine@downtownchico.com let us know before 5pm on **Monday, April 29th**. Your contribution will play a significant role in fostering unity and representation within our downtown area.

Record your response below please:

Yes, I am an AAPI-owned business

No, I am not

Request for Menu Brochures, Flyers, and Coupon Distribution

The DCBA strives to provide our visitors with the best possible experience, including recommendations for dining, art, entertainment, and shopping options in the area. We would like to offer the opportunity for downtown businesses to showcase any promotional materials at our new welcome center. This would allow our guest to browse through your offerings and potentially avail themselves of any special discounts or deals you may be offering.

If you are interested in participating, please feel free to drop off physical copies of your business flyers, menu brochures and any coupons you would like to promote at our welcome center during our operating hours.

The DCBA office is located at **338 Broadway St.** next to The Rawbar, open **Tuesday-Friday from 10am-5pm**.

We believe that this collaboration would benefit both our visitors and your establishment, helping to increase foot traffic and patronage!

For assistance or further questions, please reach out to our Events and Welcome Center Coordinator at Vanessa@downtownchico.com.

Sponsorship Opportunities:



Audrey Taylor <audrey@chabinconcepts.com>

City of Chico Announces TARGET Team Patrols in Downtown Chico

1 message

Downtown Chico Business Association <dcba-downtownchico.com@shared1.ccsend.com> Tue, Jul 2, 2024 at 3:01 PM

Reply-To: dcba@downtownchico.com

To: audrey@chabinconcepts.com

Letter from the President

July 2, 2024

City of Chico Announces TARGET Team Patrols in Downtown Chico



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 the downtown area and enhance a sense of public safety by addressing recurring criminal activity through enforcement and community partnership. We are committed to working closely with the Downtown Chico Business Association to ensure that Downtown Chico remains a safe and inviting place for everyone."

President Greg Scott of the Downtown Chico Business Association expressed his gratitude for the Chico Police Department's efforts, saying, "We are incredibly appreciative of the Chico Police Department's commitment to keeping Downtown Chico safe. The collaboration and partnership with the TARGET Team are crucial to making downtown a secure and welcoming environment for residents, customers, and visitors. Downtown is the heart of Chico, and these efforts are vital to its continued vibrancy and success."

Please welcome the TARGET Team to downtown – they will be stopping into your stores to get to know you. Their approach aims to enhance public safety by directly addressing issues that impact the downtown area. Through this community engagement and effective enforcement, the TARGET Team will work to mitigate criminal activity and foster a stronger sense of security and community in Downtown Chico.

Respectfully,

Greg Scott, President
Downtown Chico Business Association



Downtown Chico Business Association

E-mail: dcba@downtownchico.com

Web: <https://www.downtownchico.com>

Phone: (530) 345-6500

Visit [DowntownChico.com](https://www.downtownchico.com)



Downtown Chico Business Association | Office Downtown Welcome Center: 338 Broadway St. Mail: P.O.
Box 3098 | Chico, CA 95928 US

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Audrey Taylor <audrey@chabinconcepts.com>

June Newsletter

1 message

Downtown Chico Business Association <dcba-downtownchico.com@shared1.ccsend.com> Tue, Jun 4, 2024 at 1:50 PM

Reply-To: dcba@downtownchico.com

To: audrey@chabinconcepts.com



June Newsletter

DCBA Upcoming Events:

Friday Night Concert Opening Night

The Downtown Chico Business Association is pleased to announce the return of the 46th Annual Friday Night Concert Series. This wonderful summer music series returns on **Friday, May 31st with Rainbow City Park on the City Plaza** main stage.

This fun, FREE Chico community tradition is held from **7:00pm to 8:30 p.m. weekly through August 30th**. The Friday Night Concerts are a great way to kick off the weekend! Concerts feature a wide variety of local talent that includes Blues, Reggae, Funk,

 A poster for the Friday Night Concert series. It has a dark blue background with a white border. On the right side, there is a circular logo with a guitar in the center, surrounded by the text "FRIDAY NIGHT CONCERT" at the top, "SINCE 1978" on the sides, and "DOWNTOWNCHICO.COM" at the bottom. On the left side, there is a list of dates and bands:

- 05/31/24 Rainbow City Park
- 06/07/24 Katalysst
- 06/14/24 Rigged
- 06/21/24 Psych-A-Troops
- 06/28/24 Radio Relapse!
- 07/05/24 Lo-Fi Lowdown
- 07/12/24 SOUL POSSE
- 07/19/24 Chuck Epperson Band
- 07/26/24 LabRats
- 08/02/24 DJ Dance Night
- 08/09/24 The Jeff Pershing Band
- 08/16/24 Mystic Roots + Special Guest Lake Anthony
- 08/23/24 The Chemicals
- 08/30/24 Chico Latin Orquesta

 At the bottom left, there is a light blue circle with the text "EVERY FRIDAY!". At the bottom right, there is a white box with the text "CHICO CITY PLAZA OPENING NIGHT MAY 31ST SEASON THROUGH AUGUST".

Please, no glass containers or alcohol permitted. Additionally, the City Plaza is a smoke-free venue, and this rule will be enforced.

Bluegrass, Country, and good ol' Rock and Roll.

Learn more about the Friday Night Concert series by [clicking here](#).

Concert goers are encouraged to pack a picnic dinner for the family or grab dinner to-go from one of the local downtown restaurants and then head to the plaza to enjoy some great live music.

Downtown Upcoming Events:



CHICO PRIDE CALENDAR

JUNE 1

Kickoff Party: 3pm - 5pm *All ages @ Secret Trail Brewing Co.*
 Teen Dance: 7pm - 9pm *Ages 13-17 @ Boys & Girls Club*
 Queer Country Night: 7pm *21 and over @ The Winchester Goose*
 Dance Night Benefit: 9pm *21 and over @ Duffy's Tavern*

JUNE 8

Drag & Burlesque Show Hosted by Atalanta Productions
21+ @ the Winchester Goose
 Dungeons & Dragons Tabletop Game Session
All ages, location TBD

JUNE 22

Downtown Pride Festival: 10am-5pm *All ages @ Chico City Plaza*
 Happy Hour Special: 5pm *21 and over @ Duffy's Tavern*
 Afterparty & Live Music: 8pm *21 and over @ the Winchester Goose*

PERFORM ✦ VOLUNTEER ✦ VEND ✦ SPONSOR

STONEWALLCHICO.COM

Stonewall Chico Pride Events

2024 Stonewall Chico Pride Calendar. Stonewall's theme this year is "Woven Together, join the events on June 1st, June 8th, and June 22nd. Happy Pride!

[Click Here To Learn More About The 2024 Pride Events](#)

Save the Date - Chico Rec



July 4th - Seeking parade participants & volunteers!

Be a part of history as a volunteer at Chico Rec's first-ever 4th of July Parade celebrating 'America and the Freedom to Play'!

Show off your patriotic flair and support for our community's outdoor spaces, greenery, and recreation.

Apply now to join the fun in Downtown Chico, get a free event t-shirt and swag, and celebrate with us on Thursday, July 4th from 9am-11am!

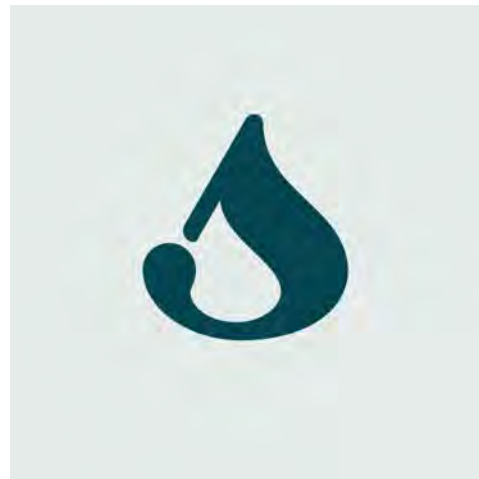
[Click Here To Learn More About This Event](#)

Stoble Coffee

Join Stoble on...

Wednesdays for Story Hour with Discover Chico starting at 9:30am

- June 8th - Pop-Up Market
- June 20th - Pride Trivia with Stonewall
- June 22nd - Farmers Market



For More Information and To Stay Up to Date With Events Click Here!

Allies Pub

Join the Allies Pub on....

Thursdays for Live Music from 6pm-8pm and on Saturdays from 1pm-4pm

- June 22nd - Sip & Sparkle: Permanent Jewelry with Kimberly



Snyder

- June 23rd - July 11th - Closed for summer break

[Allies Pub Calendar of Events Here](#)

Coin-Op Chico

Join Coin-Op on...

- Wednesdays - Karaoke from 7pm-11pm
- Thursdays - Buck Night & Free Play starting at 9pm
- Fridays/Saturdays - Drink specials starting at 9pm-2am

[Follow Coin-Op To Keep Up With Future Events Here!](#)



**BUCK NIGHT
&
FREE PLAY**

**THURSDAYS
9PM**

229 BROADWAY ST



**FERMENT IT:
KOMBUCHA WORKSHOP**

Learn the ins and out of brewing kombucha & the many benefits it brings to your health & home.

**June 29th
Saturday**

2PM - 3PM

**Herbal
Anarchy
Apothecary**
116 W 2nd St,
Ste 3

You'll go home with your own SCOBY mother, flip top bottle & mini zine for troubleshooting.

\$30 PER PERSON
DM @HERBAL_ANARCHY
TO RESERVE SPOT -
LIMITED QUANTITY

Herbal Anarchy Apothecary

June 29th - Ferment It:
Kombucha Workshop

[Follow Herbal Anarchy
Apothecary For Upcoming
Events](#)

5th Street Steakhouse

Join 5th Street Steakhouse for live music on...

June 9th - Kezilah & Friends

June 16th - Samaria Grace

June 23rd - Tyler DeVoll

[Follow 5th Street Steakhouse To Keep Up With Future Events!](#)



The Winchester Goose

June 7th - Bassmint

June 22nd - Chico Pride Afterparty

June 23rd - Sam Morrow & Ellis Bullard

[Click Here For More Upcoming Events at the Winchester Goose](#)



Little Red Hen

- June 13th - Mommy & Me Floral Studio Class (Two Planters)
- June 27th - Mommy & Me Floral Studio Class (Two Floral Arrangements)
- June 18th - Terrarium Making Class

[Follow Little Red Hen To Learn More About Upcoming Events](#)



HOT SUMMER SPECIALS AT
LOVE HURTS
TATTOO

FLASH FRIDAYS
\$100 GET WHAT YOU GETS
TRADITIONAL TUESDAYS
CUSTOMER APPRECIATION
TATTOO GIVE AWAY

WANT TO KNOW
MORE? COME BY
THE SHOP OR VISIT
OUR INSTAGRAM

LOVE HURTS TATTOO
101 SALEM ST.
DOWNTOWN CHICO



© lovehurtstattoochico

Love Hurts Tattoo

Join Love Hurts Tattoo on...

- Tuesdays -We're dusting off the books and digging through the classics. Every Tuesday we're showcasing our favorite old school flash. Bring your own design or pick one off the wall. No appointment needed, walk-ins are always welcome.
- Flash Fridays - Bigger is always better, and we're putting out bigger and better flash designs each Friday. Prices start at just \$100.

Customer Appreciation Tattoo Giveaway
 - We love our clients! We're excited to be planning our annual summer tattoo give away. If you already follow us on Instagram, all you need to do is watch for instructions - we'll post sometime in June.

If you want a chance to win a free tattoo, make sure you follow @lovehurtstattoochico here!



Bella's Sports Pub

Join Bella's Sports Pub on...

Daily happy hour from 4pm-6pm

- Tuesdays - Taco Tuesday Specials (\$6 for 3 street tacos w/ purchase of drink)
- Wednesdays - Wing Wednesday and Trivia Night
- June 27th - Comedy Night

Follow Bella's Sports Pub Here

Momona

Join Momona on...

- Thursdays - Tiki & Trivia from 9pm-Late
- June 7th - DJ Sprech Magic
- June 8th - Momo Bingo

Follow Momona To Keep Up With Upcoming Specials





Vang's Plants & Succulents Hub: Stained Glass Workshop and Terrarium Workshop Dates

Stained Glass Dates

June 11th - 5:30pm-8pm

June 29th - 2:30pm-5pm

Terrarium Dates

June 22nd - 1pm-2pm

June 25th - 5:30pm-6:30pm

[Learn More About Upcoming Events
Here](#)

Lunar Market

Join Lunar Market for live music, art, jewelry, and more on...

June 15th - 6pm-9pm

[Follow Lunar Market To Stay Up To
Date On Future Events](#)



Chico History Museum

Join the Chico History Museum on...

June 6th - Chico State Exhibit Launch (members-exclusive event)

[Discover More Events at CHM
Here!](#)

MONCA Museum

June 8th - Annual yART Sale
 June 15th - Foot Foundations
 Workshop
 June 22nd - Latin American Street
 Fair



[Learn More About Upcoming Events Here](#)



Culture Salon

Join Culture Salon on...

June 22nd for their Grand
 Opening Celebration from 1pm-
 5pm at 123 W 6th St. Suite 100

Come check out the salon with
 refreshments, giveaways and
 incredible vendors!

[Follow Culture Salon Here](#)

University Bar

Join University Bar on...

- Wednesdays - Gaming & Tasting: Beer Flights & Games starting at 8pm
- Thursdays - Dollar Night: Drink Specials from 8pm-12am
- Fridays - Karaoke Night at 9pm



Follow University Bar For Upcoming Events Here



Panama Bar Cafe

Join Panama Bar Cafe on...

Sundays - Champagne Brunch
starting at 12pm

Follow Panama Bar To Keep Up With Events



Downtown Chico Business Association

E-mail: dcba@downtownchico.com

Web: www.downtownchico.com

Phone: (530) 345-6500

Visit DowntownChico.com



Downtown Chico Business Association | Office: 338 Broadway St. Mail: P.O. Box 3098 Chico, Ca 95927 | Chico, CA 95927 US

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Audrey Taylor <audrey@chabinconcepts.com>

Late June Stakeholder's Newsletter

1 message

Downtown Chico Business Association <dcba-downtownchico.com@shared1.ccsend.com> Wed, Jun 26, 2024 at 1:14 PM

Reply-To: dcba@downtownchico.com

To: audrey@chabinconcepts.com

Stakeholder's Newsletter

June 26, 2024

Last Chance: Submit Your July Events

Please email any flyers and event/specials information to our Digital Marketing & Communications Coordinator at Jasmine@downtownchico.com **by 5pm today on Wednesday, June 26th** to be featured on our July monthly event guide newsletter that will be sent to the general public!

- Limited to (3) events/specials of your choice per business, please.

Don't forget to tag us on your social media platforms by tagging @DowntownChico on Instagram and Facebook.

Last Chance: Slice of Chico Sidewalk Sales and Specials Promotion in Downtown Chico

Planning any sales, specials, or freebies for Slice of Chico? Have the opportunity to promote your business by participating and being added to our event directory flyer.

Please email any sales/specials/freebies information to our Events Production Assistant at Cole@downtownchico.com **by Friday, June 28th**.

Don't forget to tag us on your social media platforms by tagging @DowntownChico on Instagram and Facebook.

Seed Sponsorship Opportunities Still Available:

The Downtown Chico Business Association takes pride in hosting a variety of vibrant events throughout the year that draw locals and visitors alike. From cultural events to

Chico State Summer Orientation Dates

What is Summer Orientation? Chico State's Orientation program is designed to welcome and support first-year students to the Wildcat community. Learn more by [clicking here](#).

On average there will be about 170 and an additional 150 guests that attend Orientation.

Below are the dates that new students and guests will be on campus:

- June 24, 25, 27
- July 1, 8, 9, 11, 15, 16, 25, 29
- August 1

As many guests come to town the night before their Orientation session, and some stay once it concludes (most students leave the session around 4:30pm).

This presents a fantastic opportunity for local downtown businesses like yours to extend a warm welcome and showcase what makes Chico such a vibrant and welcoming place. Whether you run a restaurant, shop, or service-oriented business, you have a unique chance to attract new customers who are eager to discover all that our community has to offer.

Here are a few ways you can get involved:

1. **Special Offers and Discounts:** Consider offering exclusive discounts or promotions for Chico State students and their families during orientation dates.
2. **Promotional Partnerships:** Collaborate with the university or other local businesses to create joint promotions or welcome packages that highlight multiple businesses in the area.
3. **Community Engagement:** Host events or open houses that specifically cater to new students and families, providing them with a memorable experience that encourages repeat visits.
4. **Online Presence:** Ensure your business information is up-to-date on local directories and social media platforms, making it easy for newcomers to find and connect with you.

By participating in welcoming new Wildcats, you not only increase visibility and customer base but also contribute to the warm, community-oriented spirit that defines Chico State.

4th of July - No Thursday Night Market, Holiday Hours and Street Closures

This is to inform you that there will be **no Thursday Night Market on July 4th** and the **DCBA office will be closed** in observance of the Independence Day celebration.

We appreciate your understanding and look forward to resuming our regular Thursday Night Market schedule the following week.

Holiday Downtown Business Hours:

We are generating a list of businesses operating on July 4th. Please let us know by taking the poll below, if your business will be open on this date.

Record your response below please:

Yes, my business will be open

No, we will be closed

Street Closures:



Parade Route Map



Upcoming street closures during the 4th of July Parade. The parade will take place on July 4th, and the following streets will be closed from 6 AM to 12 PM (see attached map):

- Chestnut, Normal, and Salem between 5th and 2nd
- Broadway and Main between 2nd and 7th
- 3rd and 4th between Wall Street and Chestnut

To learn more about the 4th of July event, visit [CARD's website here.](#)



Downtown Chico Business Association

E-mail: dcba@downtownchico.com

Web: <https://www.downtownchico.com>

Phone: (530) 345-6500

Visit [DowntownChico.com](https://www.downtownchico.com)



Downtown Chico Business Association | Office: 338 Broadway St. Mail: P.O. Box 3098 | Chico, CA 95928
US

[Unsubscribe](#) | [Update Profile](#) | [Constant Contact Data Notice](#)



Audrey Taylor <audrey@chabinconcepts.com>

May Stakeholder's Newsletter

1 message

Downtown Chico Business Association <dcba-downtownchico.com@shared1.ccsend.com>

Tue, May 28, 2024 at 11:17 AM

Reply-To: dcba@downtownchico.com

To: audrey@chabinconcepts.com

Stakeholder's Newsletter

May 28, 2024

Message from President Invitation: Special Downtown Chico Business Meet-Up

Dear Downtown Business Owners,

As the President of the Downtown Chico Business Association, I am excited to invite you to our mid-year Business Meet-Up scheduled for Monday June 3rd, 8:30am at the DCBA Welcome Center, [338 Broadway Street](#), Downtown Chico.

What's on the Agenda?

- **Exciting Announcements:** We'll share some thrilling news for Downtown Chico.
- **Event Enhancements:** Get the first look at enhanced plans for the upcoming downtown events through the end of the year.
- **Marketing Innovations:** Tap into the marketing and social media calendar to market your business and reach a broader audience. Participate in a downtown business photo inventory for upcoming storytelling.
- **Placemaking Vibrancy:** Discuss how partnerships are helping to create "place" downtown.

Business Meet-Ups are an opportunity for the Board to hear from you as well the collective efforts of staff, board, volunteers and partners aimed at building a robust and

welcoming downtown.

I look forward to seeing you at this mid-year Business Meet-Up, working together we can create a successful 3rd and 4th business quarter.

Date: Monday, June 3rd

Time: 8:30am-9:30am

**Location: DCBA Welcome Center - 338 Broadway St.
(between The Rawbar & 3 Seas)**

Please RSVP to our Events and Welcome Center Coordinator at Vanessa@downtownchico.com or by recording your response below.

DCBA Business Meet-Up

LOCATION

338 Broadway St.

DATE AND TIME

06/03/24 8:30am - 06/03/24 9:30am US/Pacific

Please record your RSVP to the DCBA Business Meet-Up below.

I'll Be There!

I Can't Make It

Father's Day and Pride Month Promotion in Downtown Chico

Planning any specials or fun events for Father's Day and/or Pride Month in downtown? Let us help you promote!

Please email any flyers and event/specials information to our Digital Marketing & Communications Coordinator at Jasmine@downtownchico.com to be featured on our social media!

Don't forget to tag us on your social media platforms by tagging @DowntownChico on Instagram and Facebook.

Record your response below please:

Yes, I have specials/events & will reach out

No, I will not

Quality. Service. Value.



California Water Service presents:

Chico/Oroville Community EOC

Join Cal Water's Manager of Special Projects and retired Oakland Fire Chief, Gerald Simon, and the Cal Water Emergency Preparedness team as they share best practices, lessons learned, and the challenges facing emergency preparedness. All community and public safety stakeholders are welcome. Please invite your teams. Lunch will be provided.

TUESDAY, JUNE 4, 2024
 DOUBLETREE HOTEL
 685 Manzanita Ct, Chico, CA 95926

8:30 a.m. - 12:00 p.m.
 Emergency Response Overview Training
 1:00 p.m. - 3:00 p.m.
 Emergency Operations Center Exercise

Scan or click [link](#) by May 31, 2024 to register.




Providing an opportunity for greater coordination during an emergency or disaster.

California Water Service presents: Chico/Oroville Community EOC

Join Cal Water's Manager of Special Projects and retired Oakland Fire Chief, Gerald Simon, and the Cal Water Emergency Preparedness team as they share best practices, lessons learned, and the challenges facing emergency preparedness. All community and public safety stakeholders are welcome. Please invite your teams. Lunch will be provided.

Date: Tuesday, June 4th

Time: 8:30am-12pm and 1:00pm-3:00pm

Location: DoubleTree Hotel (685 Manzanita Ct. Chico, CA 95926

Register by May, 31st by [clicking here.](#)



Downtown Chico Business Association

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Downtown Chico Business Association | Office: [338 Broadway St.](#), Mail: P.O. Box 3098, Chico, CA 95928

Unsubscribe audrey@chabinconcepts.com

Update Profile | Constant Contact Data Notice

Sent by dcba@downtownchico.com

BOARD ITEM REPORT

TO: Board of Directors

FROM: Nicole Johnston, Treasurer

DATE: July 18, 2024 – Board Meeting

SUBJECT: Financial Reports Jan – June 2024



NOTES TO FINANCIAL STATEMENTS

The following details represents the mid-year financial position of DCBA. DCBA is in good cash position mid-year. Revenue is slightly higher 51.33% than projected. However some categories have over-performed and some have under-performed.

1. Balance Sheet (cash basis) as of Jun 30, 2024
 - o Cash on hand \$87,514 which has increased nearly \$22,000 from May's \$65,068 cash on hand. Revenue sources City contribution, TNM and sponsorships.
 - o Accounts Receivable \$16,389, mainly invoices for TNM.
2. Profit and Loss, Budget to Actual (cash basis to date July 15, 2024). Overall revenue is slightly above projections for mid-year at \$227,656. Note some sponsorship revenue is from 2023 which came in for deposit in 2024 vs. 2023.

Highlights:

- Revenue:
 - o Donors and general/event sponsorship funding are down which is a trend with all non-profits. Staff are working on more outreach for event sponsorships at lower sponsorship levels. Board assistance is needed to help raise sponsors.
 - o Thursday Night Market has exceeded projections 75% of revenue as of July 15. However, with the July 5 and July 11 closure of the market this will take a dip.
 - o Friday Night Concerts is below projections of last year by 3%. Hoping to increase attendance through the remainder of the season and increase the Beer Garden revenue. Friday Night Concert was also closed for two weeks due to excessive heat.

Expenses:

- o Christmas Preview 2023 expenses booked in 2024
- o Community Tree Lighting 2023 expenses booked in 2024

- o Small Business Saturday 2023 expenses booked in 2024.
- o Thursday Night Market below projected expenses, however, invoices have not been received. Will process in June.
- o Events Expense Other – all related to Ice Rink, money received fr CalWater paid to CARD for Ice Rink, cost of plaque for Community Support Wall \$5010.73
- o Technology costs are higher due to set up in new office and upgrades.
- o Program Expenses Other – De-escalation Training Costs
- o Adjustment needed for QuickBooks, moved to using Quickbooks Timecards and credit card processing.
- o Total expenditures in line with projections.
- o Positive net revenue \$14,013.

Additional Notes:

- In addition to the Treasurer, a DCBA Finance Committee has been established with Board Members Nicole Johnston, Treasurer, Ian Macmillan and Michael Lee.

Downtown Chico Business Association

Balance Sheet

As of June 30, 2024

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Checking (8207)	80,941.46
Gift Card Checking (3885)	3,471.98
NVCF Fund	928.40
Taste of Chico - Savings	100.00
Total Bank Accounts	\$85,441.84
Other Current Assets	
Petty Cash	301.54
Undeposited Funds	1,771.50
Total Other Current Assets	\$2,073.04
Total Current Assets	\$87,514.88
Fixed Assets	
Accumulated Depreciation	-5,889.99
Furniture & Fixtures	3,389.99
Vehicles	2,500.00
Total Fixed Assets	\$0.00
TOTAL ASSETS	\$87,514.88
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
TCBK- 2662	-4,411.24
TCB-Scott(Greg)-9269	4,424.84
Total TCBK- 2662	13.60
Total Credit Cards	\$13.60
Other Current Liabilities	
EBT Deposits/Checks	-249.00
Payroll Liabilities	0.00
CA PIT / SDI	517.59
CA SUI / ETT	334.46
CalSavers	606.45
Federal Taxes (941/943/944)	3,271.76
Total Payroll Liabilities	4,730.26
Total Other Current Liabilities	\$4,481.26
Total Current Liabilities	\$4,494.86
Long-Term Liabilities	
3CORE Loan	8,988.32
EIDL Loan Payable	137,473.00
Total Long-Term Liabilities	\$146,461.32
Total Liabilities	\$150,956.18

Downtown Chico Business Association

Balance Sheet

As of June 30, 2024

	TOTAL
Equity	
Retained Earnings	-110,866.14
Net Revenue	47,424.84
Total Equity	\$ -63,441.30
TOTAL LIABILITIES AND EQUITY	\$87,514.88

Downtown Chico Business Association

Budget vs. Actuals: Budget_FY24_P&L - FY24 P&L

January - December 2024

	TOTAL		
	ACTUAL	BUDGET	% OF BUDGET
Revenue			
DIRECT PUBLIC SUPPORT			
City of Chico - Member Assess	13,296.67	20,000.00	66.48 %
City of Chico-Planters	4,000.00	8,000.00	50.00 %
City of Chico-Rebuilding Fund	70,400.00	140,800.00	50.00 %
Total DIRECT PUBLIC SUPPORT	87,696.67	168,800.00	51.95 %
DOWNTOWN EVENTS - INCOME			
Art & Wine Walk (AWW)		25,000.00	
AWW Sponsors	3,900.00		
Total Art & Wine Walk (AWW)	3,900.00	25,000.00	15.60 %
ChicoLive			
CL Booth Rental/App	50.00		
CL Operations	1,401.00		
CL Sponsors	4,500.00		
Total ChicoLive	5,951.00		
Christmas Preview (CP)		2,500.00	
CP Sponsors	250.00		
Total Christmas Preview (CP)	250.00	2,500.00	10.00 %
Community Tree Lighting (CTL)		500.00	
Friday Night Concert (FNC)		20,000.00	
FNC Operations	1,414.00		
FNC Sponsors	8,000.00		
Total Friday Night Concert (FNC)	9,414.00	20,000.00	47.07 %
Harvest Sidewalk Sale (HSS)		2,500.00	
HSS Sponsors	400.00		
Total Harvest Sidewalk Sale (HSS)	400.00	2,500.00	16.00 %
Slice Of Chico (SOC)		5,000.00	
SOC Sponsors	950.00		
Total Slice Of Chico (SOC)	950.00	5,000.00	19.00 %
Small Business Saturday (SBS)		8,250.00	
Taste of Downtown		25,000.00	
Thursday Night Market (TNM)		127,000.00	
TNM Booth Rental/App	90,528.06		
TNM Operations	30.00		
TNM Sponsors	5,750.00		
Total Thursday Night Market (TNM)	96,308.06	127,000.00	75.83 %
Treat Street (TS)		1,000.00	
TS Sponsors	1,100.00		
Total Treat Street (TS)	1,100.00	1,000.00	110.00 %
Total DOWNTOWN EVENTS - INCOME	118,273.06	216,750.00	54.57 %
OPERATIONS INCOME			

Downtown Chico Business Association

Budget vs. Actuals: Budget_FY24_P&L - FY24 P&L

January - December 2024

	TOTAL		
	ACTUAL	BUDGET	% OF BUDGET
Annual Meeting Income	780.00		
Donors	10,000.00	50,000.00	20.00 %
Total OPERATIONS INCOME	10,780.00	50,000.00	21.56 %
PROGRAM INCOME			
Gift Card Revenue		5,000.00	
Sponsors	6,300.00		
Website Sponsors		2,000.00	
Total PROGRAM INCOME	6,300.00	7,000.00	90.00 %
Sales of Product Revenue	4,525.45	1,000.00	452.55 %
Unapplied Cash Payment Revenue	81.25		
Total Revenue	\$227,656.43	\$443,550.00	51.33 %
GROSS PROFIT	\$227,656.43	\$443,550.00	51.33 %
Expenditures			
BANK CHARGES	8.75	30.00	29.17 %
Bank Charges-Other	165.90	200.00	82.95 %
Interest Expense	19.60	10.00	196.00 %
Merchant Fees	42.49	0.00	
Total BANK CHARGES	236.74	240.00	98.64 %
CONTRACT SERVICES			
Accounting	7,045.00	5,500.00	128.09 %
Consultants	24,600.00	49,800.00	49.40 %
Security Staff		5,500.00	
Total CONTRACT SERVICES	31,645.00	60,800.00	52.05 %
DOWNTOWN EVENTS - EXPENSE			
Art & Wine Walk			
Advertising (AWW)		3,891.00	
Event Contract Services (AWW)		700.00	
Other (AWW)	49.00	6,500.00	0.75 %
Permits/Fees/Licenses (AWW)		900.00	
Total Art & Wine Walk	49.00	11,991.00	0.41 %
ChicoLive		0.00	
Advertising (CL)	240.32		
Total ChicoLive	240.32	0.00	
Christmas Preview			
Advertising (CP)		50.00	
Event Contract Services (CP)	384.35	450.00	85.41 %
Other (CP)	38.84	700.00	5.55 %
Total Christmas Preview	423.19	1,200.00	35.27 %
Community Tree Lighting			
Advertising (CTL)	1,000.00	0.00	
Event Contract Services (CTL)		250.00	
Other (CTL)		125.00	

Downtown Chico Business Association

Budget vs. Actuals: Budget_FY24_P&L - FY24 P&L

January - December 2024

	TOTAL		
	ACTUAL	BUDGET	% OF BUDGET
Total Community Tree Lighting	1,000.00	375.00	266.67 %
Events Expense Other	5,010.73		
Friday Night Concert			
Advertising (FNC)	1,572.00	5,000.00	31.44 %
Event Contract Services (FNC)	3,250.00	2,500.00	130.00 %
Other (FNC)	589.08	1,400.00	42.08 %
Permits/Fees/Licenses (FNC)	700.00	950.00	73.68 %
Total Friday Night Concert	6,111.08	9,850.00	62.04 %
Harvest Sidewalk Sale			
Advertising (HSS)		2,456.00	
Event Contract Services (HSS)		650.00	
Other (HSS)		300.00	
Total Harvest Sidewalk Sale		3,406.00	
Slice Of Chico			
Advertising (SOC)		2,656.00	
Event Contract Services (SOC)		850.00	
Other (SOC)		250.00	
Permits/Fees/Licenses (SOC)	262.00		
Total Slice Of Chico	262.00	3,756.00	6.98 %
Small Business Saturday			
Advertising (SBS)	2,000.00	500.00	400.00 %
Event Contract Services (SBS)		150.00	
Other (SBS)		900.00	
Permits/Fees/Licenses (SBS)		250.00	
Total Small Business Saturday	2,000.00	1,800.00	111.11 %
Tast of Downtown		9,000.00	
Thursday Night Market			
Advertising (TNM)	2,358.00	7,402.00	31.86 %
Event Contract Services (TNM)	432.00	1,500.00	28.80 %
Other (TNM)	897.24	5,000.00	17.94 %
Permits/Fees/Licenses (TNM)	81.00	2,500.00	3.24 %
Rentals (TNM)		500.00	
Total Thursday Night Market	3,768.24	16,902.00	22.29 %
Treat Street			
Advertising (TS)		1,000.00	
Event Contract Services (TS)		200.00	
Other (TS)		450.00	
Total Treat Street		1,650.00	
Total DOWNTOWN EVENTS - EXPENSE	18,864.56	59,930.00	31.48 %
FACILITIES AND EQUIPMENT			
Repairs & Maintenance	323.16	1,500.00	21.54 %
Storage Rental	870.00	1,695.00	51.33 %

Downtown Chico Business Association

Budget vs. Actuals: Budget_FY24_P&L - FY24 P&L

January - December 2024

	TOTAL		
	ACTUAL	BUDGET	% OF BUDGET
Transportation	60.08	900.00	6.68 %
Total FACILITIES AND EQUIPMENT	1,253.24	4,095.00	30.60 %
OPERATIONS			
Advertising & Marketing	9,375.00	20,000.00	46.88 %
Annual Meeting Expense	4,984.90		
Equipment/Materials/Supplies	2,270.51	5,000.00	45.41 %
Insurance	9,156.53	13,750.00	66.59 %
Meals	95.00	275.00	34.55 %
Office Expense	1,330.77	6,500.00	20.47 %
Other Expenses	1,470.13	10,000.00	14.70 %
Postage	268.97	700.00	38.42 %
Printing/Copying	1,463.13	2,000.00	73.16 %
Social Media Reimbursables	186.36		
Taxes/Licenses/Fees	2,268.38	2,700.00	84.01 %
Technology & Website Services	11,422.93	15,000.00	76.15 %
Telephone		2,000.00	
Utilities		2,000.00	
Total OPERATIONS	44,292.61	79,925.00	55.42 %
Payroll Expenses			
Taxes	7,472.23	15,000.00	49.81 %
Wages	81,852.98		
Wages Permanent		127,344.00	
Total Wages	81,852.98	127,344.00	64.28 %
Wages Seasonal		35,000.00	
Total Payroll Expenses	89,325.21	177,344.00	50.37 %
PROGRAM EXPENSES			
Business Meet Up	88.50		
Gift Card Fees		500.00	
Gift Card Purchases	256.89	4,000.00	6.42 %
Other	1,816.80	500.00	363.36 %
Planters Landscaping/Maintenance	4,175.00	7,000.00	59.64 %
Stewardship		2,500.00	
Total PROGRAM EXPENSES	6,337.19	14,500.00	43.70 %
QuickBooks Payments Fees	2,144.90	1,200.00	178.74 %
Reimbursements		1,500.00	
Total Expenditures	\$194,099.45	\$399,534.00	48.58 %
NET OPERATING REVENUE	\$33,556.98	\$44,016.00	76.24 %
Other Revenue			
Interest Earned	429.81		
Total Other Revenue	\$429.81	\$0.00	0.00%
NET OTHER REVENUE	\$429.81	\$0.00	0.00%

Downtown Chico Business Association

Budget vs. Actuals: Budget_FY24_P&L - FY24 P&L

January - December 2024

	TOTAL		
	ACTUAL	BUDGET	% OF BUDGET
NET REVENUE	\$33,986.79	\$44,016.00	77.21 %

Downtown Chico Business Association

A/R Aging Summary

As of July 14, 2024

	CURRENT	1 - 30	31 - 60	61 - 90	91 AND OVER	TOTAL
Austin Spang	271.00					\$271.00
Beaded Temptations		100.00				\$100.00
Beads by Rey /J.threads		150.00				\$150.00
Bichota Boutique			170.00			\$170.00
Big Chico Creek Ecological Reserve and Cal Trout		100.00				\$100.00
Bradley & Son Grass Fed Beef		50.00				\$50.00
Bun Burger		150.00				\$150.00
Cali Cowgirl Co	110.00					\$110.00
Chabad Jewish Center.		100.00				\$100.00
Chico Free Spirit Healing Center		165.75				\$165.75
Collier Hardware.	48.75					\$48.75
CSU Chico Alumni Association		6,000.00				\$6,000.00
Diamond W Western Wear		250.00				\$250.00
Dover Designs		100.00				\$100.00
Downtown Chico PBID, Inc.				500.00		\$500.00
Duner Dogs			-70.00			\$ -70.00
Family Stones & Glass			220.00			\$220.00
Four Leaf Clothing Co.		250.00				\$250.00
Golden Hour Permanent Jewelry			50.00			\$50.00
Greg Scott.			500.00			\$500.00
Her's Craft		100.00				\$100.00
Hide apot		120.00		-10.00		\$110.00
Ike's Love and Sandwiches		214.00				\$214.00
Ikoda Collective		150.00				\$150.00
IOT PTA Program			135.00			\$135.00
JacksPernell Custom Art		100.00				\$100.00
Jared Arciga		200.00				\$200.00
Jim Mathews		250.00				\$250.00
Kahuna Brothers Shave Ice			292.00			\$292.00
Kale's Thrift Shop		150.00				\$150.00
Keillor's Kandies			185.75			\$185.75
Kirk's Jewelry					625.00	\$625.00
La Casa Grande Churrito's	65.00					\$65.00
LaRocca Vinyard		127.50				\$127.50
Lets Play Cafe		160.00				\$160.00
Lilbluedino.shop		150.00				\$150.00
Lollipop Loofah		100.00				\$100.00
Lucia Mercado					-1.00	\$ -1.00
Mas Amor		250.00				\$250.00
PG&E.			1,950.00			\$1,950.00
Population Anime		260.00				\$260.00
Pure Gold Studio					-84.25	\$ -84.25
Pure Honey Company		170.00				\$170.00
Siren's Tail Apothecary		100.00				\$100.00
Skylake Ranch Pomegranate Provisions		100.00				\$100.00

Downtown Chico Business Association

A/R Aging Summary

As of July 14, 2024

	CURRENT	1 - 30	31 - 60	61 - 90	91 AND OVER	TOTAL
Spun Organic Cotton Candy			80.00			\$80.00
Sunrun	322.00					\$322.00
Sweet Chico Confections.		250.00				\$250.00
Tender Loving Crystals & Gems			137.50			\$137.50
Terry Wagner		100.00				\$100.00
The Stead Wood Works				70.00		\$70.00
Tin Roof Bakery.			186.00	-0.25		\$185.75
Youth With A Mission			170.00			\$170.00
TOTAL	\$816.75	\$10,467.25	\$4,006.25	\$559.75	\$539.75	\$16,389.75

DOWNTOWN CHICO BUSINESS ASSOCIATION

SPONSORSHIP OPPORTUNITIES 2024



Enhance Your Brand with Downtown Chico Signature Event Sponsorships

Introduction:

The Downtown Chico Business Association (DCBA) presents an exclusive opportunity for your brand to engage with and support the vibrant local culture through sponsorship of one or all of our eight Signature Events. These events, ranging from single-day extravaganzas to seasonal 20+ week series, are not only deeply rooted traditions in Chico but also serve as dynamic platforms for business promotion and community engagement.

Sponsorship Benefits:

As a valued sponsor, your brand will secure prominent visibility across a spectrum of marketing channels:

1. Television: Feature your logo in commercials on Action News Now, tapping into a broad audience base interested in community events.
2. Radio: Gain acknowledgment across four major local stations, ensuring widespread recognition.
3. Print and Digital: Showcase your logo in influential print media and on distributed posters, enhancing visibility among Chico's residents and visitors.
4. Billboards and Postcards: Leverage high-impact billboards and extensive postcard distribution to imprint your brand across the community.
5. Event Presence: Maximize engagement through prime booth spaces and on-site banners at each event.

2024 Marketing Highlights:

- Over 53,000 website users with high engagement on our Events Calendar.
- Robust social media presence with over 25,300 Facebook followers and 10,346 on Instagram.
- Billboards generating 13 million impressions.
- Comprehensive media placements including 8 TV campaigns and over 3,311 commercials, yielding a total of 10.7 million TV impressions and 683,000 digital impressions.

Why Partner with DCBA?

Join us in fostering the spirit of Downtown Chico and enjoy unparalleled exposure and connectivity with the local and regional audience. Embrace this opportunity to highlight your brand as a key player in cultural and community development. Let's collaborate to create memorable experiences and lasting impressions for our community and your brand.





2024 MARKET SEASON: 4/11/24 - 9/26/24 FROM 6:00 - 9:00PM

Celebrating 27 years, the Thursday Night Market in Downtown Chico is a vibrant weekly event that transforms the heart of the city into a bustling hub of activity and excitement. Taking place every Thursday evening during the warmer months, this market offers a unique blend of local food, arts, crafts, and entertainment. Streets are lined with colorful tents where vendors showcase an array of fresh produce, artisanal goods, handmade crafts, and delectable treats, creating a vibrant tapestry of sights, sounds, and aromas.

Beyond the shopping experience, the Thursday Night Market is a social gathering where people of all ages come together to enjoy live music, street performances, and interactive activities. Families stroll along the pedestrian-friendly streets, sampling culinary delights from food trucks and enjoying the lively atmosphere. With its eclectic mix of offerings and festive ambiance, the Thursday Night Market has become a beloved tradition in Downtown Chico, fostering a sense of community and providing a vibrant showcase for local talent and entrepreneurship.

Event Statistics:

2023 Peak Attendance: 10.1k
2023 Lowest Attendance: 4k
2023 Average # of Vendors: 90
Action News TV - 758 Commercials • 2,418,185 Impressions • 112,777 Digital Impressions (Billboards, Social Media, Website)

Custom sponsorship packages available upon request.

THURSDAY NIGHT MARKET

SPONSORSHIP OPPORTUNITY	DIAMOND \$2,500	PLATINUM \$1,500	GOLD \$750	SILVER \$500	BRONZE \$250
TV	✓				
Radio	✓				
Poster(s)	✓	✓	✓	✓	
Billboard(s)	✓	✓			
Postcards	✓	✓	✓		
Social Media	✓	✓	✓	✓	✓
Website	✓	✓	✓	✓	✓
Booth Space & On-Site Banner	✓	✓			
Market Totes	✓	✓			





2024 CONCERT SEASON: 5/31/2024 - 8/30/2024 FROM 7:00 - 8:30PM

The Friday Night Concert in Downtown Chico is a beloved tradition that has been captivating residents and visitors alike for 46 years. Held in the heart of the city's historic downtown plaza, this weekly event is a celebration of music, community, and culture. Every Friday evening, locals and tourists gather to enjoy live performances by talented local bands spanning various genres such as rock, blues, folk, and jazz. The concert serves as a vibrant showcase of Chico's rich musical talent and provides a platform for artists to share their passion with a diverse audience. Beyond the music, the Friday Night Concert is a social hub where families, friends, and neighbors come together to relax, unwind, and connect. The streets are alive with laughter, dancing, and the aromas of delicious food from nearby restaurants. Children frolic freely while adults sway to the rhythm, creating an atmosphere of joy and camaraderie that epitomizes the spirit of Downtown Chico. With its lively performances and sense of community, the Friday Night Concert is not just an event; it's a cherished tradition that brings people together to celebrate the vibrant culture of Downtown Chico.

Event Statistics:

2023 Average # of Attendees: 600

Custom sponsorship packages available upon request.

FRIDAY NIGHT CONCERT

SPONSORSHIP OPPORTUNITY	SEASON \$2,500	BAND \$250	KIDS CORNER STAFFING	BEER GARDEN STAFFING
TV	✓			
Radio	✓			
Poster(s)	✓	✓		
Billboard(s)	✓			
Postcards	✓	✓		
Social Media	✓	✓	✓	✓
Website	✓	✓	✓	✓
Booth Space & On-Site Banner	✓	✓	✓	✓
Emcee TY's	✓	✓	✓	✓





**SAT, JULY 13TH, 2024
FROM 10:00AM - 5:00PM**

The 49th Annual Slice of Chico Sidewalk Sale in Downtown Chico is a vibrant celebration that serves up complimentary ice-cold watermelon slices and showcases the downtown's diverse local retail establishments and restaurants. This cherished event transforms the sidewalks of downtown into a bustling marketplace, where merchants and eateries come together to offer a diverse array of products and cuisines. From clothing boutiques and artisanal shops to cafes and restaurants, attendees can explore a wide range of offerings while enjoying special deals and promotions.

This dynamic synergy between food and retail not only fosters a sense of community but also provides vital support to the city's small businesses, helping to stimulate economic activity and ensure the continued vibrancy of Downtown Chico.

Event Statistics:

DCBA distributes 3 pallets of Watermelon slices on 3rd street and other locations throughout downtown. Watermelons provided by Pro Pacific.

Custom sponsorship packages available upon request.

SLICE OF CHICO SIDEWALK SALE

	SIGNATURE \$1,000	SLICE STATION \$250	SEED \$150	MUSIC \$100
SPONSORSHIP OPPORTUNITY				
TV	✓			
Radio	✓			
Poster(s)	✓	✓		
Billboard(s)	✓			
Map Highlight	✓	✓	✓	✓
Social Media	✓	✓	✓	✓
Website	✓	✓	✓	✓
Banner at DCBA Slicing Station	✓	✓		





**FRI, OCTOBER 4TH, 2024
FROM 5:00 - 8:00PM**

The Downtown Chico Business Association's Art & Wine walk held in collaboration with Chico State's Wildcat weekend, aims to create a vibrant and engaging community event that celebrates the intersection of art, culture, and local businesses. This event provides a platform for local artist to showcase their work in various downtown establishments, turning the streets into an open-air gallery. Simultaneously, participants have the opportunity to enjoy a diverse selection of wines, brews and ciders while exploring the rich artistic tapestry of Downtown Chico.

By partnering with Chico State's Wildcat weekend, the event becomes a focal point for both residents and visitors, fostering a sense of community pride, supporting local businesses, and promoting the dynamic cultural offerings of the area. The Art & Wine Walk serves as a catalyst for bringing people together, enhancing the downtown experience, and contributing to the overall vibrancy of Chico.

Event Statistics:

2023 Average # of Attendees: 1,800 Participants
16 Local Wineries, Breweries, or Cideries
17 Downtown Businesses Hosting Art Walk
Receptions and serving wine, brews, ciders, and spirits

Custom sponsorship packages available upon request.

ART & WINE WALK 2024

SPONSORSHIP OPPORTUNITY	SIGNATURE \$5,000	POURING STATION \$500	LIVE MUSIC \$250	ART WALK \$100
TV	✓			
Radio	✓			
Poster(s)	✓	✓		
Billboard(s)	✓			
Print	✓	✓		
Social Media	✓	✓	✓	✓
Website	✓	✓	✓	✓
Event Map Highlight	✓	✓	✓	✓
Banner	✓			





**SAT, OCTOBER 12TH, 2024
FROM 10:00AM - 5:00PM**

The Downtown Chico annual Harvest Sidewalk Sale is a vibrant event that brings together local businesses and community members to celebrate the autumn season in the heart of the city. During the Sidewalk Sale, participating shops and vendors spill out onto the sidewalks, offering an array of goods ranging from clothing and accessories to artisanal crafts and seasonal decorations. The atmosphere is bustling with activity as shoppers peruse the outdoor displays, enjoy live music performances, and indulge in delicious treats from nearby restaurants and cafes. This festive occasion not only provides an opportunity for local businesses to showcase their products and connect with customers but also fosters a sense of community spirit within downtown Chico. Visitors can explore the diverse offerings of the area while soaking in the autumnal ambiance, adorned with colorful foliage and cheerful decorations.

The Harvest Sidewalk Sale serves as a highlight of the fall calendar for residents and tourists alike, embodying the charm and warmth of small-town living while supporting the vibrant economic and cultural fabric of downtown Chico.

Custom sponsorship packages available upon request.

HARVEST SIDEWALK SALE

SPONSORSHIP OPPORTUNITY	SIGNATURE \$1,000	AUTUMN AMBASSADOR \$500	LIVE MUSIC \$250	SCARECROW SCAVENGER HUNT \$150
TV	✓	✓		
Radio	✓	✓		
Poster(s)	✓	✓	✓	
Billboard(s)	✓			
Event Map	✓	✓	✓	
Social Media	✓	✓	✓	✓
Website	✓	✓	✓	✓
Scavenger Hunt Handouts	✓	✓		✓
Banner	✓	✓		





**THURS, OCTOBER 31ST, 2024
FROM 2:00 - 5:00PM**

Downtown Chico's Treat Street is a beloved annual Halloween event held in the heart of the City. Participants dress up in costumes and visit participating stores, which typically decorate their storefronts and hand out candy or small treats to young trick-or-treaters. The event provides a safe and festive environment for the community to celebrate Halloween and enjoy the camaraderie of neighbors and businesses. Treat Street includes live entertainment, and photo opportunities, making it a highlight of the Halloween season for residents and visitors alike.

Local middle school bands perform in the Chico City Plaza as local heroes, Chico PD and Fire, pass out candy and take photos with participants.

85+ downtown businesses participated in 2023, handing out candy to over 500 families! Dozens of volunteers from the Chico Rotary assure safe crossing of streets throughout downtown.

Custom sponsorship packages available upon request.

TREAT STREET

SPONSORSHIP OPPORTUNITY	SIGNATURE \$1,000	PUMPKIN PATCH \$500	SPOOKY SWEETS \$250	LIVE MUSIC \$100
TV	✓	✓		
Radio	✓	✓		
Poster(s)	✓	✓	✓	✓
Banner	✓	✓		
Event Map	✓	✓	✓	
Social Media	✓	✓	✓	✓
Website	✓	✓	✓	✓





**SUN, NOVEMBER 24TH, 2024
FROM 4:00 - 8:00PM**

Downtown Chico's annual Christmas Preview ushers in the holiday season with a festive and enchanting atmosphere bringing in the community to celebrate. Held the Sunday before Thanksgiving Christmas Preview transforms downtown streets into a winter wonderland, adorned with twinkling lights, festive decorations, and seasonal displays. During the event, local businesses open their doors to the community, offering special promotions, live entertainment, and holiday-themed activities for visitors of all ages.

Attendees can stroll along festively decorated streets, shop for unique gifts at boutique stores and artisan markets, and enjoy delicious treats from food vendors and local eateries. The event features visits from Santa Claus, carolers singing holiday tunes, and other festive entertainment, creating a joyful atmosphere that captures the magic of the season. Christmas Preview serves as a festive kickoff to the holiday shopping season and a time for the community to come together in the spirit of goodwill and celebration.

Event Statistics:

2023 Average # of Attendees: 5,000+
Over 25 local dance groups, choirs, middle school bands, and other artists and musicians participated in 2023.

Custom sponsorship packages available upon request.

DOWNTOWN CHRISTMAS PREVIEW

SPONSORSHIP OPPORTUNITY	SIGNATURE \$2,500	LIGHT UP \$1,000	JINGLE BELL \$250	FESTIVE CHEER \$100
TV	✓			
Radio	✓			
Print	✓	✓		
Poster(s)	✓	✓	✓	
Billboard(s)	✓			
Post Cards	✓	✓		
Social Media	✓	✓	✓	
Website	✓	✓	✓	
Booth Space or On-Site Banner	✓	✓	✓	✓
Event Map	✓	✓	✓	





**SAT, NOVEMBER 30TH, 2024
FROM 10:00AM - 5:00PM**

Small Business Saturday in Downtown Chico is a vibrant celebration that takes place annually on the Saturday following Thanksgiving. It serves as a rallying call for the local community to support small, independent businesses in the heart of Chico, California. On this day, downtown streets come alive with activity as shoppers flock to the area to explore the unique offerings of boutique shops, specialty stores, and artisanal vendors. The event encourages residents and visitors alike to discover hidden gems, shop local, and invest in the economic vitality of small businesses in the heart of the community.



Custom sponsorship packages available upon request.

SMALL BUSINESS SATURDAY

SPONSORSHIP OPPORTUNITY	SIGNATURE \$2,500	HOMETOWN HERO \$1,000	SMALL BUSINESS ADVOCATE \$250
TV	✓		
Radio	✓		
Print	✓	✓	
Poster(s)	✓	✓	✓
Event Map	✓	✓	
Shopping Bags	✓	✓	
Social Media	✓	✓	✓
Website	✓	✓	✓
Booth Space or On-Site Banner	✓	✓	✓





FRI, DECEMBER 6TH, 2024
FROM 6:00 - 8:00PM

Downtown Chico's Annual Tree Lighting is a cherished holiday tradition celebrating the season with a festive and community-centered event. The occasion gathers residents and visitors alike to witness the illumination of a towering Christmas tree, in City Plaza. Leading up to the lighting ceremony, anticipation builds as attendees enjoy seasonal music, entertainment, and activities and a visit from Santa Claus creating a joyful atmosphere of community spirit and holiday cheer. The Annual Tree Lighting event in Downtown Chico serves as a heartwarming tradition that brings the community together to celebrate the joy and goodwill of the holiday.

Event Statistics:

2023 Estimated # of Attendees: 1,500



Custom sponsorship packages available upon request.

TREE LIGHTING CEREMONY

SPONSORSHIP OPPORTUNITY	SIGNATURE \$1,000	SANTA \$500	SWEET TREATS \$250	LIVE MUSIC \$100
TV	✓			
Radio	✓			
Post Cards	✓	✓		
Poster(s)	✓	✓	✓	
Booth Space	✓	✓	✓	✓
On-Site Banner	✓	✓		
Social Media	✓	✓	✓	✓
Website	✓	✓	✓	✓





BECOME A DOWNTOWN CHICO EVENT SPONSOR!

Lock in your sponsorship today!

1. Signature Event

2. Sponsorship Level

3. Sponsorship Amount

Invoices must be paid 30 days prior to the event in order to participate. Invoices will be sent immediately after submitting forms to DCBA staff.



DCBA Point of Contact:
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Phone: (530) 345-6500 (Ext. 1)
338 Broadway St, Chico, CA 95928

Business Name:

Contact Person:

Email:

Phone:

Signature: