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Downtown Chico Business Association Announces “First Bloom” — A Thursday Night Market Preview to Kick Off the 2026 Season

Chico, CA — Downtown Chico is springing forward.

The Downtown Chico Business Association (DCBA) invites the community to **First Bloom: A Thursday Night Market Preview**, taking place **Saturday, March 7 from 1:00–5:00 PM in the Downtown Plaza**.

First Bloom offers a curated, hand-selected selection of local vendors and makers for an afternoon celebration of small business, creativity, and the arrival of spring. The event serves as an early season preview of the beloved Thursday Night Market, which officially launches its 2026 season on April 9.

“Spring in Chico has a certain energy to it,” said **Celeste Cramer, General Manager of the Downtown Chico Business Association**. “First Bloom is about capturing that momentum and inviting the community back downtown in a way that feels joyful, welcoming, and forward-focused. The Thursday Night Market has become a cornerstone of our downtown culture, and we’re excited to give people an early glimpse of what’s ahead.”

In addition to showcasing a special selection of vendors, First Bloom also serves as an opportunity for prospective vendors to learn about the 2026 Thursday Night Market season. Applications are currently open, and interested businesses are encouraged to apply early.

High school students interested in entrepreneurship will also have the opportunity to learn about DCBA’s **Young Entrepreneur Initiative (YEI)** — a program designed to give students real-world business experience through mentorship, orientation, and free booth space during select market nights.

“We want First Bloom to feel like a fresh start,” said **Megan Gaddis, DCBA Event Coordinator**. “It’s a chance to gather, support local businesses, and remind ourselves how much creativity and resilience exists in this community. Downtown Chico thrives when people show up — and this event is a celebration of that.”



As a nonprofit organization, DCBA focuses on marketing, storytelling, and event coordination to activate Downtown Chico as a vibrant historical, cultural, and retail hub for Butte County.

The full Thursday Night Market season begins April 9 and runs weekly throughout the spring and summer.

For vendor applications or more information, visit www.downtownchico.com.

About the Downtown Chico Business Association

The Downtown Chico Business Association is a nonprofit organization dedicated to promoting Downtown Chico through community events, small business advocacy, and strategic marketing initiatives that strengthen and activate the downtown district.