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Downtown Chico Business Association (DCBA)

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Downtown Chico Expands Thursday Night Market with New Outdoor Adventure Expo Series This May

CHICO, CA — The Downtown Chico Business Association (DCBA) is building on the momentum of its 2026 Thursday Night Market season with the launch of a brand-new **Outdoor Adventure Expo**, debuting this May in the heart of downtown Chico.

Running every Thursday from **6 to 9 pm**, the Thursday Night Market has long been a cornerstone of Chico's summer experience. This year, the DCBA is expanding that experience with a series of **monthly themed expos**, designed to bring new energy, new audiences, and deeper connections to downtown businesses.

The **Outdoor Adventure Expo** will take place throughout the month of May, transforming Chico City Plaza and surrounding streets into a hub for outdoor exploration, recreation, and local expertise.

A Natural Fit for Chico

With Bidwell Park as its backyard and a strong culture of cycling, hiking, climbing, and water recreation, Chico is uniquely positioned to host an event centered on outdoor living.

The Outdoor Adventure Expo will feature a curated mix of local businesses, organizations, and makers, including:

- Outdoor gear and equipment providers
- Adventure guides and experience-based services
- Health, wellness, and recovery resources for active lifestyles
- Environmental and conservation organizations



- Interactive demonstrations and live activations

Entertainment at the Expo

May 7th – Soul Posse Band

May 14th & 21st – Dance Party sponsored by downtown NEW business, The Breakbeat, with DJs and the opportunity to rent headsets to listen to music while shopping the market

May 28th – Emma & Will Band

More Than a Market

The Thursday Night Market is more than a weekly event—it’s a strategic effort to **activate downtown Chico** and support the local economy.

By expanding the footprint to include both **Broadway and Main Street**, the DCBA is intentionally creating more opportunities for visitors to explore storefronts, discover new businesses, and experience downtown in a way that goes beyond traditional retail.

“Every decision we’re making is about bringing people downtown and giving them a reason to stay,” said Megan Gaddis, Events & Promotions Manager. “The Outdoor Adventure Expo reflects what Chico already does so well—it connects people to place, to movement, and to each other.”

New Features for 2026

This year’s market season introduces several enhancements designed to improve both visitor experience and vendor visibility:

- **Interactive Market Map:** A new digital platform allows visitors to explore vendors before, during, and after the event
- **Expanded Event Footprint:** Additional space for vendors, performers, and community partners
- **Monthly Expo Series:** Rotating themes that highlight key industries and community interests



These additions aim to make the market more accessible, more engaging, and more impactful for both attendees and participating businesses.

Event Details

Thursday Night Market

Dates: April 9 – September 24, 2026

Time: 6 to 9 pm every Thursday

Location: Downtown Chico (Broadway, Main Street, and Chico City Plaza)

Outdoor Adventure Expo: Every Thursday in May

About the DCBA

The Downtown Chico Business Association is a nonprofit organization dedicated to promoting and enhancing downtown Chico as a vibrant destination for shopping, dining, culture, and community connection. Through events, marketing, and advocacy, the DCBA works to support local businesses and create experiences that bring people together.

Media Opportunities

Members of the media are invited to attend the Thursday Night Market and Outdoor Adventure Expo for coverage opportunities, including:

- Vendor and business interviews
- Live demonstrations and performances
- Community engagement and event atmosphere

To coordinate interviews or request additional information, please contact:
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