



FOR IMMEDIATE RELEASE

Thursday Night Market Returns April 9 — Expanded to Main Street, 100+ New Vendors and Downtown Businesses, and Monthly Themed Experiences Through September 24

Chico, CA — Downtown Chico is ready to come alive.

The Downtown Chico Business Association (DCBA) announces the return of the Thursday Night Market, launching Thursday, April 9, 2026, and running weekly through September 24 — with its most ambitious season yet.

This year marks a major evolution for the market, with an expanded footprint onto Main Street, the addition of over 100 new vendors and downtown businesses, and the introduction of monthly themed experiences designed to deepen community connection and bring new energy to downtown Chico all season long.

“This is the most expansive and intentional version of the Thursday Night Market we’ve ever produced,” said Celeste Cramer, General Manager of the Downtown Chico Business Association. “By growing into Main Street and welcoming more downtown businesses than ever before, we’re creating more opportunity for small businesses while giving the community an even richer downtown experience.”

The expansion allows for increased vendor capacity, improved flow, and more space for attendees to explore, gather, and engage with Chico’s thriving small business community. With the added space, DCBA is introducing new elements including kid’s games, cooling stations, additional live music, and more — creating a more comfortable, dynamic, and family-friendly experience. Expanding the market means more room for more experiences for everyone to enjoy.

Temporarily closing streets to vehicle traffic and transforming them into pedestrian-focused spaces has been shown in communities nationwide to increase foot traffic, extend visitor dwell time, and boost spending at local businesses. Events like the Thursday Night Market create safe, walkable environments that encourage exploration, support small businesses, and bring people back to downtown outside of event hours.



These types of activations also contribute to stronger perceptions of safety, increased community pride, and long-term economic vitality by reinforcing downtown as a central gathering place.

Quotes from Downtown Chico Business Owners:

“As a downtown business owner, anything that brings more people onto Main Street is a win. The Thursday Night Market creates energy, foot traffic, and a sense of community that directly supports small businesses like ours. Expanding the market onto Main Street is a great opportunity for us to showcase our new hours and expanded menu. When downtown is active, everyone benefits.”

— Chris Durkin, Main Street Pizza

“Including Main St. into Thursday Night Market will enhance community engagement and create geographic equity for more businesses to thrive. So happy that Downtown Chico is implementing safety and expansive design strategies where more businesses, families, and students own the streets. Let’s help downtown come alive in a more inclusive and vibrant way!”

— Ron Linzy, Bidwell Clothing Co.

“I’m excited to see Main Street filled with people, connection, and life again—because when our streets are active, our whole community feels it.” - Anika Rodriguez, Anika Burke Clothing

Themed Monthly Expos:

New this year, each month will feature a themed expo in the Chico City Plaza, spotlighting key industries, causes, and community groups:

- **April: Health & Wellness Expo**
- **May: Outdoor Adventures Expo**
- **June: Unity Through Diversity Expo**
- **July: Giving Back to Chico Expo (Nonprofit Focus)**
- **August: Wedding & Events Expo**
- **September: Pet Expo**



“These themes give each month its own identity,” said Megan Gaddis, DCBA Event Coordinator. “We’re creating space not just for vendors and local businesses, but for connection — whether that’s discovering local resources, celebrating culture, or supporting nonprofits doing important work in Chico.”

With strong early demand and more than 100 new vendors and downtown businesses already joining the season, a limited number of vendor spaces are still available. DCBA encourages local businesses, makers, food vendors, and nonprofits to apply soon, as placement opportunities are filling quickly.

Each week, attendees can expect a vibrant mix of local food, artisans, live entertainment, and community engagement — all set against the backdrop of Downtown Chico’s historic streets.

As one of the region’s most anticipated annual events, the Thursday Night Market continues to serve as a powerful driver of economic activity, small business visibility, and community connection.

“This market is about more than just shopping,” Cramer added. “It’s about showing up for each other, supporting local, and celebrating what makes Chico feel like home.”

The Thursday Night Market runs every Thursday from April 9 through September 24 from 6:00–9:00 PM in Downtown Chico.

For vendor applications and event 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.