

CHRISTMAS PREVIEW 2025

DOWNTOWN BUSINESS PARTICIPATION



EVENT DATE & TIME:

- Sunday, November 23, 2025
- 4:00–8:00pm in Downtown Chico

STREET CLOSURES (SEE REVERSE FOR MAP):

- Begin at 2:00pm to allow for “hard street closures” (vehicle barricades) and event set-up
- Streets will reopen following the event at 8:30pm

ABOUT THE EVENT

- Christmas Preview has been a Downtown Chico tradition since 1978.
- The event officially kicks off the holiday season, bringing thousands of visitors downtown.
- Downtown merchants (that’s you!) welcome the community with festive décor and storefront displays, entertainment and live music, special sales and promotions, refreshments and treats, and a visit from Santa Claus for family photos!

PARTICIPATION & PROMOTION

- This event is a collaborative downtown effort—your participation makes it truly special.
- We want to highlight your business and what you’ll be offering during the event (sales, activities, music, etc.).
- Once we’ve received information from participating downtown businesses, we will fill available spaces with community groups, entertainers, sponsors, and seasonal booths and holiday features.
 - Have suggestions for holiday additions (artists, entertainers, sponsors, etc.)? Please direct them to the Christmas Preview event page - Complete and submit the **Outside Participant Application**.

ACTION NEEDED

- **Please complete the Downtown Business Participation Form** as possible.
- Let us know what your business is planning for Christmas Preview.
- Access the form by:
 - Scanning the QR code below, or
 - Visiting the Christmas Preview page under Signature Events at www.DowntownChico.com.

THANK YOU!

- We appreciate all that you do to make Downtown Chico a fun, safe, and festive place for the holidays.
- Your creativity, hospitality, and community spirit are what make Christmas Preview a beloved tradition.

QUESTIONS? PLEASE CONTACT:

Megan Gaddis

Events & Promotions Manager

Downtown Chico Business Association

events@downtownchico.com

Office: (530) 345-6500

SCAN HERE FOR BUSINESS
PARTICIPATION FORM



OR VISIT THE CHRISTMAS
PREVIEW EVENT PAGE AT
DOWNTOWNCHICO.COM



Event: Christmas Preview

Date(s): Sunday Before Thanksgiving

Event Hours: 4PM-8PM

Closure(s): 2PM - 9PM

Children's Park

Bidwell Presbyterian Church

Shasta Way

California State University Chico

Madison Bear Garden

Municipal Parking Lot #5

E 1st St

CSUC Parking

Municipal Parking Lot #7

W 3rd St

Normal Ave

W 4th St

Private Parking

Municipal Parking Lot #4

Stansbury House

W 5th St

W 6th St

Broadway St

Chico City Plaza

US Post Office

Main St

Municipal Center

Municipal Center Parking Lot

Boys & Girls Club

Flume St

Municipal Parking Lot #1

- Broadway between 2nd & 5th
- Main between 1st & 4th
- 2nd St between Broadway & Wall
- 3rd St between Salem & Wall
- 4th St between Salem & Main

- XXX** Barricades Blocking Street  Street Closures  Limits of Franchise
-  Barricade Monitors  Lane Closed  Emergency Access
- EXIT** Exits Will Be Barricaded, But Not Monitored

XXX = Hard closure w/ downtown vehicles

