



Chico leaders feel economy is improving

By: Laura Urseny (lurseny@chicoer.com)

POSTED: Friday, Jan. 27, 2017 - 7:12 p.m.

UPDATED: 3 DAYS AGO



Downtown Chico Business Association Executive Director Melanie Bassett speaks to the assembled crowd before the mayor's annual State of the City address. (Dan Reidel – Enterprise-Record)

Chico >> Speakers at the 2017 Business Summit hosted by the Chico Chamber of Commerce saw good reasons to be optimistic about where Chico is going, although there still are plenty of challenges.

Between reports from the Chico Chamber, Downtown Chico Business Association and the private

 **Still Need Tech Talent?**





Left to right, Mark Orme, Melanie Bassett and Katie Simmons laugh as Golden Valley Bank president and CEO Mark Francis, right, presents an “economic snapshot” before Chico Mayor Sean Morgan gives the annual State of the City address.

levels in
sales tax
figures,
housing
sales and
employment.

But problems
were noted
along the
way like the
homeless
and crime,
which were
reflected in
Chico
Chamber
CEO Katie
Simmons'

comment that public safety remains the top priority of the chamber and business community.

Other areas in need of attention include the condition of roads, infrastructure improvements, police and city staffing, and keeping Chico in a condition to help business thrive.

2017 President Rick Anderson noted the chamber hopes progress continues to be made in helping support businesses, keeping the city government healthy, public safety, Chico's cultural and recreation assets, and keeping the community vibrant. Cooperation between the city, police, the business community, Chico State University and others has been key in the Chico recovery.

Advertisement



The advertisement features the La-Z-Boy logo at the top, followed by the slogan "Live life Comfortably." Below this, a dark blue banner contains the text "Spills happen. Stains don't have to." To the left of the main text is a small image of a white fabric with red stains and a black stain. The "iClean" logo is prominently displayed in green and blue, with "by LA-Z-BOY" underneath. To the right of the logo is a list of four benefits, each with a blue circular icon: "STAIN-RESISTANT", "EASY TO CLEAN", "SOFT-TO-THE-TOUCH", and "3 YEAR LIMITED WARRANTY". Below the list, it states "Available on most La-Z-Boy styles. See store for details." At the bottom, the address "Chico | 2315 Esplanade, Chico, near Cohasset | 530-895-5500" and the website "www.La-Z-Boy.com/Sacramento" are provided.

DCBA Executive Director Melanie Bassett had a positive perspective on downtown, talking about new restaurants and businesses opening up, visitors feeling safe in being downtown, and the continuation of Clean, Beautiful and Safe campaign that works on cleaning up downtown and making streets safe.

Bassett said her board has been discussing a property-based improvement district, which would be different than the DCBA's existing assessment district. It would help with additional funding for downtown safety programs.

In the 2016 annual report, the DCBA also noted that it planned to increase the marketing of downtown, as well as update and enforce the business license tax assessment. The homeless are still a problem for downtown, but the DCBA believes headway is being made in getting people off the street and into better lives.

Golden Valley Bank CEO and President Mark Francis provided his bank's "economic snapshot" based on third-quarter city and county figures, as well as a business confidence survey from volunteer respondents.

"Some quarters performed well, some only so-so," Francis said about the numbers. Francis is a past chamber chair.

Both reports showed improving conditions, but issues with the economy still exist. Based on city and county third quarter results, he noted there was improvement in sales tax, home sale prices, and jobs held, but downturns in building permits and bed tax revenue.

Reacting to local business conditions, the majority of business confidence survey respondents



also thought general business conditions would be better in the nation. How many responded to the survey was not included.

The report noted that "optimism of local business leaders increased significantly in December" up from June.

"And it might be the recent election that's making people feel pretty good about 2017. 74 percent of our respondents think Trump's victory will help the economy," the business confidence survey noted.

"Looks like a strong future for our local economy."

The majority of respondents also thought their top-line sales and profits would increase. They were not ready to add to their staffs however.

Other items mentioned during the summit, which included comments from Mayor Sean Morgan, were watching the countywide Tourism Business Improvement District, in which hotels are taxing themselves to fund promotion of Butte County outside the area.



Marketplace

Personally Touching Lives Everyday

Years of service:

- Allison Kennedy, Executive Director, 8 years*
- Julie Genthe, RN, Health Services Director, 16 years*
- Crystal Craig, Community Relations Director, 8 years*

Our dedicated team at Prestige Assisted Living at Chico have served residents and their families since 1998. Stop by our community, have a cup of coffee, and hear about our commitment to seniors in our community.

Prestige Assisted Living at Chico 

Prestige Senior Living, LLC.

Lic # 045000644 1351 E Lassen Ave.
(530) 899-0814 www.PrestigeCare.com Chico, CA 95973

digitalfirst
M E D I A

© 2017 Digital First Media

 **Still Need Tech Talent?**



