

**Media Contact:**

Katie Simmons, President & CEO  
Chico Chamber of Commerce  
530.891.5556 x 303  
[Katie@chicochamber.com](mailto:Katie@chicochamber.com)



**FOR IMMEDIATE RELEASE**

**City of Chico, Chamber of Commerce, DCBA, and Clean & Safe Chico  
Co-Host City-Agency Press Conference on October 6<sup>th</sup>**

**October 3, 2014 CHICO, CA** – The City of Chico, Chico Chamber of Commerce, Downtown Chico Business Association and Clean & Safe Chico Action Group have collaborated to create a public information campaign centered on safety measures undertaken in the community, as well activities related to the upcoming holiday season, and will formally launch this effort Monday, October 6, 2014, at 11:30a.m. on the steps of Chico City Council Chambers, 421 Main Street. All media are invited to attend.

Mayor Scott Gruendl, City Manager Mark Orme, Katie Simmons, President & CEO of the Chico Chamber of Commerce, Melanie Bassett, Executive Director of the DCBA, and Jovanni Tricerri, Executive Director of Chico Stewardship Network, will present statements and answer questions from the media.

The public information campaign will provide regular updates to the citizens of Chico on new safety measures recently undertaken in the community – particularly in the downtown – as well as events and activities aimed to encourage shopping and giving in Chico.

Public safety is a top priority for the City Council, Chamber of Commerce, DCBA and Clean & Safe Chico and this campaign will allow for a candid discussion on the efforts now underway to create the cleanest and safest community possible. As Chico's coldest season of the year approaches, too, the campaign will provide a significant opportunity to acknowledge and support the great work that is being accomplished by local service providers.

Katie Simmons, President & CEO of the Chico Chamber, says, "We are grateful for the City's recent leadership to increase enforcement and feel that notifying our citizens of these actions and commitments along with those of many other local agencies is critical. As we head into the

holiday shopping season, it is important to remember that the economic health of our retailers and many other businesses depends heavily on sales in the three months ahead. Retail businesses employ 35% of Chico's workforce and generate sales tax – a leading source of revenue for the City - and this remains top-of-mind as we collaborate to address quality of life concerns in Chico. We encourage our community to think of Chico first when they shop and give during the holiday season."

Melanie Bassett, Executive Director of the Downtown Chico Business Association, says, "The Downtown Chico Business Association is committed to continuing our popular Downtown Hometown Holiday Hospitality program for the 2014 holiday season. The DCBA has made significant strides in making the Downtown environment clean, attractive and safe with the Downtown Ambassadors and the Jesus Center Clean-Up Brigade. We are encouraged and grateful to the City for their leadership and partnership on increasing enforcement Downtown thereby ensuring a safe, clean and healthy holiday for our community."

Jovanni Tricerri, Executive Director of Chico Stewardship Network and Chair of Clean & Safe Chico Action Group, says, "At the heart of community stewardship is a responsibility each citizen exercises for themselves and their community to make it a better place for everyone. But it doesn't work when the safety of our families is threatened and when people no longer feel safe to come downtown. It is our responsibility as a community to engage these issues from all sides. Our Clean & Safe members are engaged in numerous ways to address these issues--from social services that address the concerns of homelessness to preserving the stewardship of commerce and compassion. The imbalance comes with an inadequate police presence to address anti-social behavior that affects everyone. We're excited that steps are being taken to preserve Chico's mission as a safe place to raise a family, an ideal location for business, and a premier place to live."

**We strongly encourage the media and concerned citizens to support and attend this press conference.**

Monday, October 6<sup>th</sup>, 11:30am, Steps of Council Chambers, 421 Main Street, Chico.

Advance question may be directed to Katie Simmons at the Chico Chamber office at [katie@chicochamber.com](mailto:katie@chicochamber.com), 530.891.5556, or Melanie Bassett at the DCBA office at [melanie@downtownchico.com](mailto:melanie@downtownchico.com), 530.345.6500.

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