



## NEWS RELEASE

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**FOR IMMEDIATE RELEASE:** June 24, 2024

**\*\*\*MEDIA ALERT\*\*\***

### **TEAM CHICO SURVEY LAUNCHED TO IDENTIFY BUSINESS NEEDS AND 2024 OUTLOOK**

**CHICO, CA — (June 24, 2024)** — Team Chico, working as the City of Chico’s economic development collaborative, is interested in getting a pulse on the local business community through a 4-minute 2024 Business Survey.

Businesses owners and operators within the city limits of Chico are encouraged to participate to help shape the future of business services in the Chico community. The survey will be open through July 31, 2024. Some of the questions Team Chico is soliciting feedback on include: What services may be needed to help businesses excel, what is the current business climate, what draws businesses to our community, what are some of the current business challenges?

The answers to questions like these will help inform Team Chico’s work plan for 2024.

“Team Chico is listening and wants to hear insights and opinions on the opportunities and challenges facing business in Chico,” said Jennifer Macarthy, Deputy City Manager, “The survey will assist in identifying the reasons why businesses choose Chico. In addition, it will assist in identifying struggles faced by local businesses, and areas of assistance that could benefit both new and existing businesses. We encourage local businesses to complete the survey.”

This is the second year businesses are being asked to participate in the Team Chico survey. “The information Team Chico gathered from the survey in 2023 led us to create a series of short trainings offered for free, *Business and Breakfast*,” said Mike Egbert, President/CEO of the Chico Chamber of Commerce. “The topics covered in the trainings were topics requested by local business,” noted Egbert.

The 2024 Business Needs Assessment can be accessed at: [www.chico.ca.us/teamchico](http://www.chico.ca.us/teamchico). A link to the survey can also be found on the City of Chico’s homepage in the “Announcements” section: [www.chico.ca.us](http://www.chico.ca.us).

The Team Chico collaborative works to understand the needs of business and respond through the provision of services, creation and distribution of resources, and connection to workforce and economic development providers. Team Chico collaborative organizations include: Alliance for Workforce Development, Butte College, Butte College The Training Place, Butte College Small Business Development Center, Chico Chamber of Commerce, Chico State University, Downtown Chico Business Association, Explore Butte

County, North State Hispanic Chamber of Commerce, North State Planning and Development Collective, and 3CORE.

For additional information, please contact Jennifer Macarthy, Deputy City Manager at [Jennifer.Macarthy@Chicoca.gov](mailto:Jennifer.Macarthy@Chicoca.gov) or (530) 896-7204; or Mike Egbert, Chico Chamber of Commerce President/CEO at [Mike@ChicoChamber.com](mailto:Mike@ChicoChamber.com) or (530) 891-5556.

*Located in Butte County, California, Chico is the cultural and economic center of the northern Sacramento Valley and the largest city north of Sacramento. Known as a college town, the home of California State University, Chico and for Bidwell Park, one of the largest urban parks in the world. For more information, visit [www.chico.ca.us](http://www.chico.ca.us).*

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