



NEWS RELEASE

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*****MEDIA ALERT*****

TEAM CHICO RELEASES BUSINESS SURVEY RESULTS AND NEXT STEPS

CHICO, CA – (September 28, 2023) – What are the top business services needed by local companies? What types of positions do local employers anticipate adding over the next six months? Why do businesses Choose Chico? These questions and more were recently asked through the 2023 Team Chico Business Survey.

Quality of Life continues to drive businesses to locate in Chico, with 41 percent of businesses surveyed noting Quality of Life was the top factor when considering where to locate their business.

“Understanding that Chico’s quality of life draws in businesses and entrepreneurs, it is more important than ever to work to maintain that quality of life in order to retain businesses and encourage expansion of existing Chico companies,” stated Chico Chamber President and CEO, Mike Egbert.

Approximately 5 percent of Chico’s 4,000 businesses responded to the survey with Retail, Restaurant/Food Service, and Professional Services listed as the top business categories to respond. Additional survey results concluded:

- Seventy-eight percent of respondents are business owners and 40 percent have been in business for over 20 years.
- Sixty percent have not had any difficulties hiring over the past 6 months. However, for those facing difficulties hiring, seventy-five percent noted finding qualified labor as the top issue.
- The top business service needs include Marketing (52%), Financial Assistance (31%) and Job Posting/Recruitment (26%).
- As it relates to the current business climate, 65 percent of businesses surveyed are either “Satisfied” or “Extremely Satisfied” with Chico as a place to do business.
- Looking forward, 27 percent of businesses expressed Quality of Life, Access to Qualified Labor and Housing Availability as their greatest concerns about doing business in Chico.

“Team Chico plans to develop short training courses related to business needs elevated through the survey and will actively connect with businesses through presence at business related events and direct outreach. In addition, Team Chico will continue efforts to bring to light the reasons businesses continue to Choose Chico through continuation of the *Choose Chico* social media campaign”, explained Egbert.

The survey was offered in English and Spanish and open to businesses from August 1 to Sept 11, 2023. The full results of the survey are posted at on the City of Chico website at: <https://chico.ca.us/post/team-chico>.

For questions or more information about the business survey, please contact Mike Egbert, President & CEO, Chico Chamber of Commerce at mike@chicochamber.com.

Funded by the City of Chico, Team Chico is a business collaborative that 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. For more information about Team Chico, visit <https://chico.ca.us/post/team-chico>.

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.

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