CHICO ECONOMIC VITALITY STRATEGY

A Sector-Led, Place-Enabled Approach.

About the Strategy

In 2025, the Chico City Council adopted three Strategic Goals focused on:

1. Safe Community
2. Long-Term Viability
3. Protecting and Enhancing Community Assets

As part of these goals, the City initiated the Chico Economic Vitality Strategy to better understand the local economy and identify actions that can strengthen Chico's economic future.

Who Is Involved?

CEO Council	Represents key sectors of Chico's economy to help guide the strategy process and provide business and industry perspectives.
City of Chico & City Departments	The Mayor, City Council, City Manager's Office, and City departments provide leadership, technical expertise, data, and implementation perspectives throughout the process.
Team Chico	Representatives from education, workforce, business service organizations, nonprofits, and economic development partners help identify opportunities, challenges, and collaborative actions.
Community Stakeholders	Business leaders, employers, property owners, industry representatives, community organizations, city staff, and residents contribute input throughout the process.
Project Team	Mayor and City Council, City of Chico Staff & Departments, CEO Council, Team Chico, Dr. Robert Eyler (Economist), and Audrey Taylor, Chabin Concepts (Facilitation & Strategy Development).

Guiding Principles

Chico General Plan

Chico, in the year 2030, is a livable, healthy, and sustainable community that offers a high quality of life with a strong sense of community and place.

Maintains Small-Town Character

Maintains small-town character while providing opportunities for future generations to thrive.

Transparent & Engaging Government

Government is transparent and politics are open and engaging.

Vibrant Downtown, Distinct Neighborhoods & Diverse Housing

Characterized by a vibrant Downtown, compact urban form, identifiable neighborhoods, and diverse housing choices.

Healthy Economy & Healthy Lifestyles

Supported by a healthy economy, locally-produced goods, transportation options, and healthy lifestyles.

Preserves & Celebrates What Makes Chico Unique

Preserving and celebrating historic places and buildings, diversity, arts, culture, outdoor access, recreation, and parks.

Leaders in Technology & Education

Leaders in technology and education, preparing our community for the future.

Healthy Economy Metrics

GRP GROWTH

~3–4% annually

JOB GROWTH

~1–2% annually

WAGE GROWTH

Outpacing inflation

MEDIAN INCOME

Rising and becoming more competitive

LOCAL REVENUE

Growing sales and property tax supporting City services

BUSINESS ENVIRONMENT

Competitive, predictable and responsive

Goal & Desired Outcomes

GROW THE ECONOMY

Reach industry's growth potential for more GDP, investment, and transactions.

Desired Outcomes:

- Anchor sectors producing at maximum levels
- Business expansion and attraction
- Increased sales and production

IMPROVE THE QUALITY OF GROWTH

Not just more activity—but better and more diverse activity

Desired Outcomes:

- Higher-wage jobs
- Industry diversification (less risk)
- Talent growth, retention and attraction

CAPTURE VALUE

Translate growth into greater financial strength for community and public sector.

Desired Outcomes:

- Increased local income and wealth
- Stronger tax base (sales, property, TOT, etc.)
- Reinvestment capacity