



NEWS RELEASE

City of Chico

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FOR IMMEDIATE RELEASE

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Fresh Coat™ Program at a Glance

- Partnership: PBID + City of Chico
- Purpose: Exterior storefront and façade improvements
- First Project: 120–122 Broadway (Former Ellis Building)
- Contractor: Artisans Choice Painting & More
- Paint Partner: Sherwin-Williams
- Goal: Encourage incremental private investment that collectively enhances Downtown Chico

Motto: **Small Changes. Big Impact.**

FRESH COAT™ INITIATIVE COMPLETES FIRST DOWNTOWN BUILDING REFRESH

CHICO, CA — The Downtown Chico Property-Based Business Improvement District (PBID), in partnership with the City of Chico, has completed its first building refresh under the Initiative **Fresh Coat™ Downtown Chico** program.

Located at **120–122 Broadway**, the former Ellis Building is the first in an initiative designed to help property owners refresh storefronts and commercial buildings through storefront exterior painting and façade improvements enhancing Downtown's appearance and celebrating its diverse architectural character to encourage continued private investment.

While the Fresh Coat™ program focuses on storefront improvements, the property owner chose to repaint the entire building, creating a dramatic transformation along one of Downtown's primary blocks.

*"I'm incredibly proud to see our first Fresh Coat project completed," said **Carrie Welch**, Capital Rivers Commercial, Chair of the PBID Fresh Coat Committee. "This project demonstrates how relatively small improvements can make a noticeable difference. We hope it inspires other property owners to invest in their buildings and continue strengthening Downtown Chico. Our next goal is to fill this new market available space."*

PBID Vice Chair **Jason Colabove**, Crush Restaurant, said the program reflects the idea that every property owner can contribute to Downtown's success.

The program is made possible through partnerships with local businesses, including **Sherwin-Williams**, which is providing paint and technical support for participating property owners. *"Sherwin-Williams is proud to be part of a project that invests back into the community," said **Gary Gibson** of Sherwin-Williams. "It's rewarding to see these downtown buildings refreshed in a way that highlights their beauty and preserves their architectural character."*

The building was painted by **Artisans Choice Painting & Remodel, Inc**, a Chico-based company.

*"Chico has always been home for most of my crew and me," said **Mike Wittenberg**, owner of Artisans Choice Painting & More. "Getting the chance to help refresh Downtown is something we're really proud of - it means a lot to all of us, not just another project – real purpose and intent."*

PBID President **Eric Hart** said the program is intended to encourage incremental improvements that collectively strengthen Downtown's image. The PBID represents downtown business owners who self-assess taxes to themselves to support the Downtown Ambassador Program, beautification and economic vitality projects to assist with recovery.

City Councilmember **Mike O'Brien**, the City Council's member on the PBID *"Programs like Fresh Coat show what can happen when the City, business community, property owners, and local partners work together."*

Fresh Coat™ is a collaborative initiative between the PBID and the City of Chico designed to encourage exterior building improvements through partnerships with property owners, local businesses, and community organizations. The program recognizes that many of Downtown's most meaningful improvements begin with relatively simple projects that collectively create a cleaner, more welcoming, and investment-ready downtown.

Additional Fresh Coat™ projects are already being discussed with other downtown property owners.

About Fresh Coat™

Fresh Coat™ Downtown Chico is a collaborative initiative of the Downtown Chico Property-Based Business Improvement District (PBID) and the City of Chico that encourages exterior building enhancements through partnerships with downtown property owners, local businesses, and community organizations. The program focuses on small-scale store-front painting, and aesthetic improvements. The goal, along with the ambassador program, is to strengthen a clean and safe Downtown, enhance appearance, highlight historic and architectural character, encourage private investment and new business location and improve the overall visitor experience.

About the PBID

The Downtown Chico Property-Based Business Improvement District (PBID) is a downtown property owner district wherein property owners have approved annual tax self-assessments to fund and support programs enhancing Downtown Chico - clean and safe (Ambassadors) program, beautification and economic vitality.

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 United States. For more information, visit www.chicoca.gov.

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