

# Downtown Chico Business Association

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## Strategic Planning

My feature spread is on “Chico Sweets” and highlights the various places around town to find a little something to appeal to your sweet tooth. My organization for this is the Downtown Chico Business Association, because the overwhelming majority of the stores I covered are members of the DCBA (Powell’s Sweet Shoppe, Tin Roof Bakery & Cafe, Upper Crust Bakery, Cafe Flo, Shubert’s, Jon & Bon’s and Cold Stone Creamery). This spread will be featured in the DCBA’s monthly newsletter, “What’s Up Downtown?”

The target audience for this magazine spread is mainly a middle-aged audience of local Chico citizens. The people who read “What’s Up Downtown?” are most likely long-time Chico residents who are between the ages of 26 and 65, and probably split male and female. They are likely active in the community and like to support local businesses. They are a prime target audience because they have some disposable income, want to keep it local and probably enjoy sweets.

The main message conveyed in this spread is that there are a plethora of options if you want something sweet to snack on around town. By listing all the places to get a cupcake, the readers are provided with a variety of places to go, and hopefully one will either be close to their home or appeal to them for another reason.

The objectives of this magazine spread are to drive business to the local shops that are a part of the DCBA. It would be my goal to have a 10 percent increase in community awareness of the shops mentioned in this article. The other goal would be to see a 5 percent increase in revenue for each store mentioned in the spread in the month after this issue of “What’s Up Downtown?” is released.

## The Final Product

The creative approach used in this magazine spread is to draw the eye in with the one giant cupcake in the bottom left corner which serves as a landing point and starts readers with the feature story. By using a large, decorative headline buffered in white space, the spread doesn’t feel too crowded. The right side of the spread is defined by a “7” of three pictures across the top and a sidebar down the side. Those elements are purposely darker to enhance the border effect. The lightest elements — the infograph and the recipe — sit in the middle of the spread and are surrounded by the pictures.

This spread should invoke feelings of joy and hunger. The pinks and yellows are bright, happy colors that should uplift the mood, while the food pictures should make the reader yearn to try one of these treats. Pinks were used because it’s a color generally associated with cupcakes (girly, youthful, fun), and yellow is a good accent because it hits on some of those same feelings. The headline typography, Lucida Calligraphy and Zapfino, were used because they are sweeping cursive fonts that display a sense of elegance. The body copy is a standard serif that is easily readable and legible.

I think the strengths of this piece are that it flows well and draws the reader’s eye along the spread. I think the images are captivating and will make readers salivate. The color scheme is appropriate for the subject and I think the addition of a recipe makes the whole thing user friendly and interactive. This whole spread could be plucked from the magazine and used to walk around downtown, searching for the perfect treat.

— more —





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## *Chico Sweets, con't*

I think the weaknesses of this piece are that the story is very short and can't convey all the information I want it to. I kept the story short so the spread wouldn't be too text-heavy and scare readers off. I also don't like how grainy the large cupcake picture is, but there was nothing I could do about that without buying the picture. In addition, I think there is a little bit of disjointedness between the pieces of the spread, but I wanted to get in as much pertinent information as possible. The AP style and grammar rules I broke in the spread were the measurements in the recipe.

## **List of Sources**

I got the large cupcake from [sxc.hu](http://sxc.hu), and the three images in the upper right hand corner all came from Tin Roof's Facebook page. The recipe came from Martha Stewart's website. I drew information from each store's website, which are linked in the interactive PDF.

The two people I interview were Hal Carlson, who is the head candyman at Powell's Sweet Shoppe. He can be reached at (530) 332-9866 and his wife, Nancy's email is [nancy.carlson@powellssweetshoppe.com](mailto:nancy.carlson@powellssweetshoppe.com). The student I interviewed was senior Chelsey Cueva, who can be reached at (408) 406-6561 or by email at [ccueva@mail.csuchico.edu](mailto:ccueva@mail.csuchico.edu).



# Chico Sweets

By Megan McCourt

When Hal Carlson retired after 25 years in the agriculture business, he took on a new title — head candyman.

Hal and his wife, Nancy, are the proprietors of **Powell's Sweet Shoppe**, a brick-front store located on Third Street between Main and Broadway.

Stepping inside is like going into Willy Wonka's factory, as Powell's is bursting with treats not to be found at the supermarket, such as bacon-flavored chocolate and old-fashioned candies that bring Baby Boomers back in time.

Powell's Sweet Shoppe will be celebrating its fourth anniversary on July 4, marking the day the doors first opened and customers could buy the icy gelato, timeless candies and imported chocolates.

Hal and Nancy are both Chico State alumni, and decided to open their own Powell's store after seeing the success of the flagship store in Windsor, Calif., where they used to live.

"We thought Chico would be a good target town for the Powell's concept," Hal said.

In 2006, they started scouting

locations and found their current home, which happens to be the same spot Hal's father worked as a jeweler at Bedford's many years ago. Hal is a fifth-generation Chico native, and both his daughters also attended Chico State.

His oldest daughter, Kristin, worked for Powell's part-time after graduating college, and now is the marketing coordinator for all 18 Powell's locations.

Chico State senior Chelsey Cueva first discovered Powell's in Los Gatos, but now frequents the Chico store.

"It was colorful and loud and bright and I just wanted to go in," she said.

Her usual order is half a bag of mini M&M's mixed with sour watermelons, a few chocolate-covered Oreos and hazelnut gelato or raspberry sorbet.

Hal Carlson said he's made many friends through his candy store and he couldn't be happier with his new career, and hopes to keep Powell's Sweet Shoppe in Chico running for some time to come.

"To see the smiles on people's faces and the laughs of people having a good time — it's a very fun place to work," he said. "The worst day at Powell's is better than the best day anywhere else I've ever worked."



Cupcakes, sandwich cookies and macarons — all of these culinary confections can be found at the Tin Roof Bakery & Cafe on Broadway.

## Martha Stewart's Ultimate Chocolate Chip Cookies

### Ingredients

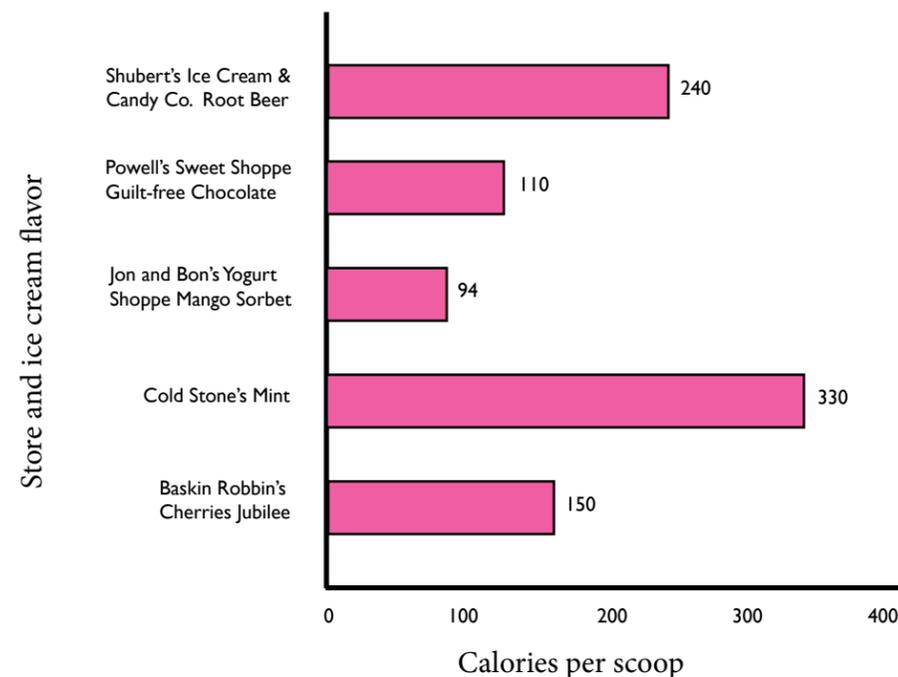
- \* 3 1/2 cups all-purpose flour
- \* 1 1/4 teaspoons baking soda
- \* 1 1/4 teaspoons baking powder
- \* 2 teaspoons coarse salt
- \* 1 1/4 cups (2 1/2 sticks) unsalted butter, room temperature
- \* 1 1/2 cups packed light-brown sugar
- \* 1 cup granulated sugar
- \* 2 large eggs
- \* 1 1/2 teaspoons pure vanilla extract
- \* 1 1/4 cups milk chocolate chips
- \* 8 ounces semisweet chocolate, chopped

### Directions

1. In a bowl, whisk together flour, baking soda, baking powder and salt.
2. In a large bowl, beat butter and sugars until light and fluffy. Beat in eggs, one at a time. Beat in vanilla. Mix in flour mixture and fold in chocolate chips and chunks.
3. Using a large spoon, drop dough onto a parchment-lined baking sheet and refrigerate one hour. Preheat oven to 350 degrees, then put in two sheets with six cookies each. Bake until edges are light golden brown, 17 to 18 minutes, rotating sheets halfway through. Transfer cookies to a wire rack and let cool. Bake the remaining dough.
4. Enjoy!

Recipe adapted from Martha Stewart at <http://www.marthastewart.com>

## Calories per scoop of ice cream



Sources: Shubert's, Powell's Sweet Shoppe, Jon and Bon's Yogurt Shoppe, [http://www.coldstonecreamery.com/nutritional/nutrition\\_information.html](http://www.coldstonecreamery.com/nutritional/nutrition_information.html), <http://www.baskinrobblins.com/Nutrition>

## Where can I get a cupcake in Chico?

### Tin Roof Bakery & Cafe:

Creative cupcakes are the speciality here, such as the maple and bacon creation, or Easter cupcake with macaroon eggs and a sugar cookie bird.  
627 Broadway St.

### Upper Crust Bakery:

Along with savory selections, there is always a variety of culinary confections to satisfy your sweet tooth.  
130 Main St.

**Mim's Bakery:** It's tucked away, but well worth the trip and travel.  
890 Humboldt Ave.

**Cupcake Crusader:** This newly launched cupcake truck can be found on the streets on Chico with funky flavors such as peanut butter and pink champagne.  
Follow them on Facebook

**Cafe Flo:** A colorful nook of a cafe with good coffee, friendly service and killer cupcakes.  
365 E. 6th St.

**Lovely Layers Cakery:** A customer order cakery that can make fancy or filled cupcakes for your special occasions.  
179 E. 19th St.

