

EXPLORE



BUTTE
COUNTY
CALIFORNIA

2022 YEAR IN REVIEW
&
2023 BUTTE COUNTY
TOURISM IMPROVEMENT DISTRICT
ANNUAL REPORT

PRODUCED BY: EXPLORE BUTTE COUNTY
ExploreButteCounty.com

A LETTER FROM OUR CEO



Partners, Stakeholders, and Community Members,

Thank you for welcoming me (back) to Butte County. When I left Butte County in 2008, after graduating from Chico State, I always knew I would return. As I embark on my role as Executive Director for Explore Butte County, I am excited to transition the organization into a

new phase of its growth as we take a holistic approach to visitor demand generation and destination management for the visitor economy in Butte County.

Before we look forward, I want to thank the Explore Butte County Board of Directors and Advisors; Carolyn Denaro, as outgoing CEO; and the Explore Butte County staff for keeping the organization moving forward during the search process for a new Executive Director. The small but mighty team has worked tirelessly to meet the organization's changing needs.

Some of our 2022 highlights include:

- Deployment of our Mobile Visitors Center in May. Our mobile visitors center, officially known as the Butte County Explorer but internally referred to as "Vanna", was at 38 community events and out and about in the County weekly.
- New investment into TikTok - gaining nearly 7,000 new followers and expanding the Explore Butte County brand to potential new visitors.
- Development of a new brand Travel Chico, in partnership with the City of Chico, leveraging American Rescue Plan Act funding.
- Selection of a consultant to conduct community outreach to develop a Countywide Wayfinding Plan in partnership with Butte County, leveraging American Rescue Plan Act funding.
- Continued success of Butte County Museum Weekend and Butte County Restaurant Week thanks to business stakeholders and community engagement. Museum Weekend had 15 museums throughout the County participating in a weekend of free admission and activities for residents and visitors alike. Restaurant Week had 25 restaurants participate with pre-fixed menu options.

As we look forward to 2023, I am delighted to be back in Butte County and leading the visitor economy effort with Explore Butte County.

Sincerely,

Nichole Farley
Executive Director
Explore Butte County

2022 BOARD MEMBERS

Bruce Spangler

President, Lake Oroville Holiday Inn Express & Suites, Oroville

Mohammad Billah

Vice President, University Inn, Chico

Jasmin Wilson

Treasurer, Dahl's Motel, Oroville

Nicole Johansson

Secretary, Sierra Oro Farm Trail

Ashley Limon

Oxford Suites, Chico

Haroon Saddique

Best Western Paradise Hotel, Paradise

Tamba Sellu

Courtyard by Marriott, Chico

Jennifer Leonard

Almendra Winery & Distillery, Durham

2022 ADVISORS TO THE BOARD

Audrey Taylor

Downtown Chico Business Association

Brett Sanders, 3CORE

Dani Aalfs, Lake Oroville Marinas

Dawn Nevers, City of Oroville

Debbie Moseley, Paradise Chocolate Fest

Ev Duran, UTB Studios

Holly Jorgensen

Sacramento River Watershed Project

Jennifer Macarthy, City of Chico

John Pearson, Pearson Collaborative Project

Katie Simmons, Butte County Administration

Marci Shadd, The Colonia Building

Melissa Schuster

Paradise Chamber of Commerce

Sarah Boesen, Chico Chamber of Commerce

Tamara Maxey, Gold Nugget Museum

Victoria Anton

Feather River Recreation and Park District

Woody Culleton

Paradise Performing Arts Center

EBC TEAM

Nichole Farley

Executive Director

Ashley Baer

Marketing Manager

Alicia Salas

Outreach Coordinator



LODGING DATA & ECONOMIC IMPACTS OF THE VISITOR ECONOMY

Explore Butte County relies on Smith Travel Research (STR) and the Economic Impact Report (prepared by Dean Runyan for Visit California) to evaluate lodging and performance health of the visitor economy in Butte County.

LODGING INFORMATION

2022	\$127	764,137	455,536	\$57,792,921
2021	\$123	526,315	526,315	\$64,729,335
2020	\$111	423,260	423,260	\$47,113,781
2019	\$117	535,556	535,556	\$62,791,644
2018	\$103	503,348	503,348	\$52,188,907

Source: Smith Travel Research (STR)

■ Average daily rates ■ Supply ■ Demand (room nights) ■ Revenue

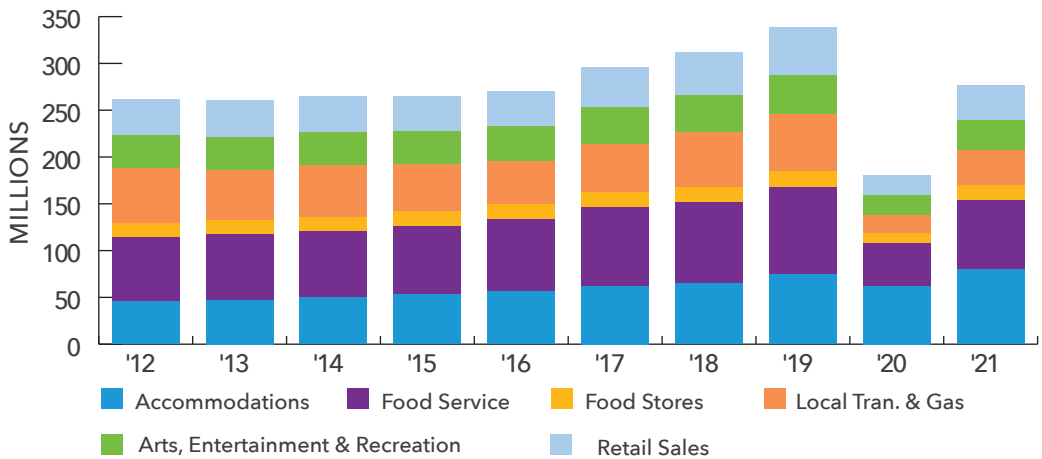
AVERAGE ANNUAL OCCUPANCY RATES



Source: Smith Travel Research (STR)

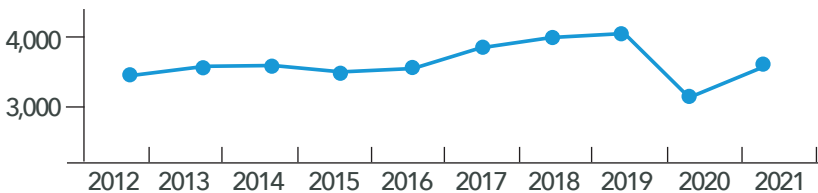
ECONOMIC IMPACT RESULTS OVER THE YEARS

Source: Dean Runyan Associates



TRAVEL INDUSTRY JOBS

Source: Dean Runyan Associates



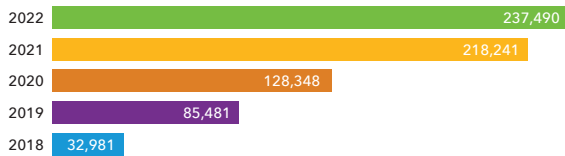
2022 MARKETING EFFORTS

In addition to tracking hotel metrics and statewide economic impacts, all owned, earned, paid and co-op marketing channels are tracked for strategic growth based on budgets and annual goals. 2022 recognized growth across all channels.

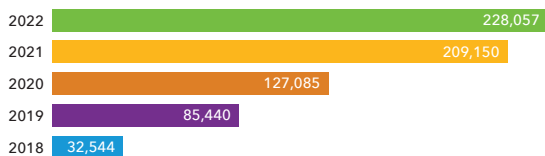
Explore Butte County's website is the primary "sales" tool owned by the organization to promote travel and tourism to the area.

WEBSITE GROWTH

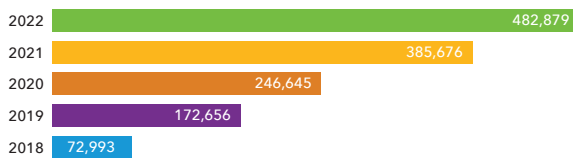
TOTAL USERS



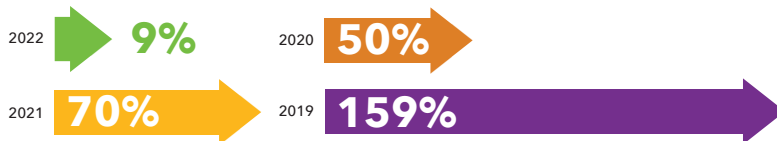
NEW USERS



PAGEVIEWS



GROWTH YOY

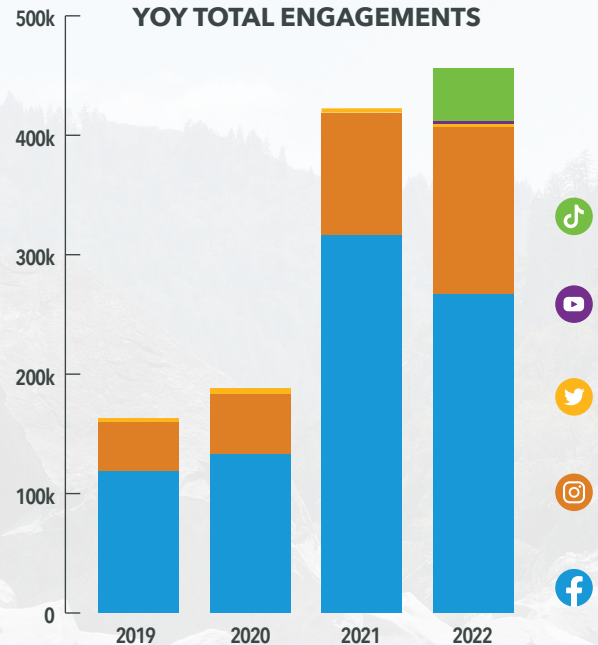


TOP 10 PAGES OF 2022

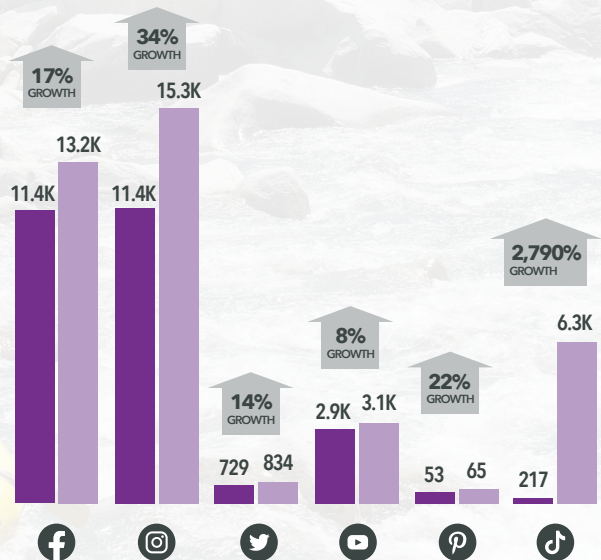
	2022	2021
1. Adventure Pass	14,793	13,810
2. Home Page	14,766	12,034
3. Top 20 Things to do in Chico	9,284	8,615
4. Events (All)	9,026	6,619
5. Restaurant Week	8,961	6,063
6. Swimming Holes in Bidwell Park	8,925	7,835
7. Top 15 Things to do in Oroville	7,505	6,857
8. Weddings Meetings Planning	6,493	5,898
9. Stay	5,346	4,669
10. Kid Friendly Butte County	4,273	3,758

SOCIAL MEDIA

YOY TOTAL ENGAGEMENTS



2022 SOCIAL MEDIA METRICS



68,295

FOLLOWERS ACROSS ALL SOCIAL CHANNELS

2,584

POSTS

11.9M

IMPRESSIONS

11.6%

FROM 2021

456,144

TOTAL ENGAGEMENTS

8.04%

FROM 2021



PAID MEDIA CAMPAIGNS

Explore Butte County partners with an advertising agency to strategically place a variety of media for annual marketing campaigns.

PAID CAMPAIGN RESULTS

AdWords MEDIA BUDGET \$60,000 IMPRESSIONS 1,431,122 CLICKS 30,903	Butte County Restaurant Week MEDIA BUDGET \$12,000 IMPRESSIONS 6,588 CLICKS 2,234	Butte County Museum Weekend MEDIA BUDGET \$6,500 IMPRESSIONS 868,778 CLICKS 3,117
#AdventurePass MEDIA BUDGET \$51,650 IMPRESSIONS 7,954,152 CLICKS 30,727	How We Winter MEDIA BUDGET \$10,000 IMPRESSIONS 1,717,417 CLICKS 10,799	Bird Butte MEDIA BUDGET \$8,500 IMPRESSIONS 1,457,508 CLICKS 8,170
14,547,995 IMPRESSIONS	90,304 CLICKS	\$148,650 NET SPEND

COMMUNITY OUTREACH ENGAGEMENT

5,188

Adventure Guides distributed.

438

Swag bags for groups/events put together and distributed.

38

Outreach events attended in the community.

SURPRISE & DELIGHT

Distributed branded notebooks and pens for guests checking into Butte County lodging


HOSPITALITY FOR HOSPITALITY

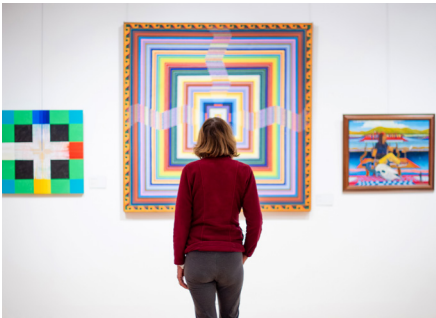
Made quarterly deliveries of locally-baked goods to hospitality staff of all properties

COLLATERAL DISTRIBUTION

Created and distributed Restaurant Week flyers, Museum Weekend poster/rack cards, jurisdictional rack cards, HikeButteCA Brochures, Adventure Pass posters, SOFT posters, to chambers and lodging properties

DIRECT TO CONSUMER NEWSLETTER

6,844 TOTAL SUBSCRIBER LIST	 11% FROM 2021
44.5%	In-Market average open rate
37.5%	Out-of-Market average open rate



BUTTE COUNTY TOURISM BUSINESS IMPROVEMENT DISTRICT 2023 ANNUAL REPORT

BOUNDARIES

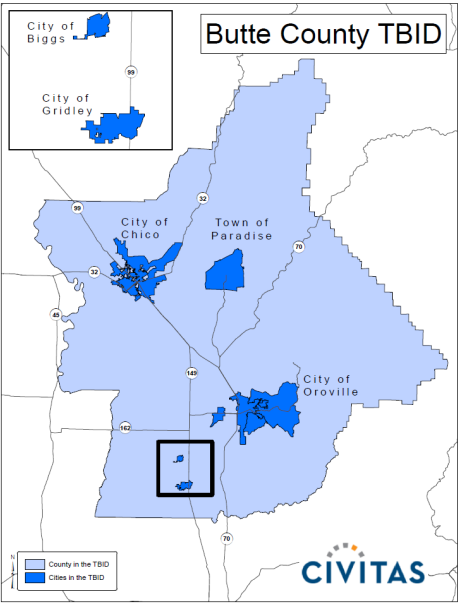
There were no changes to the boundaries.

The Butte County Tourism Business Improvement District (“BCTBID”) will continue to include all lodging businesses, existing and in the future, available for public occupancy located within the boundaries of unincorporated Butte County, and the cities of Chico, Biggs, Gridley, Oroville, and Paradise, as shown in the map to the right.

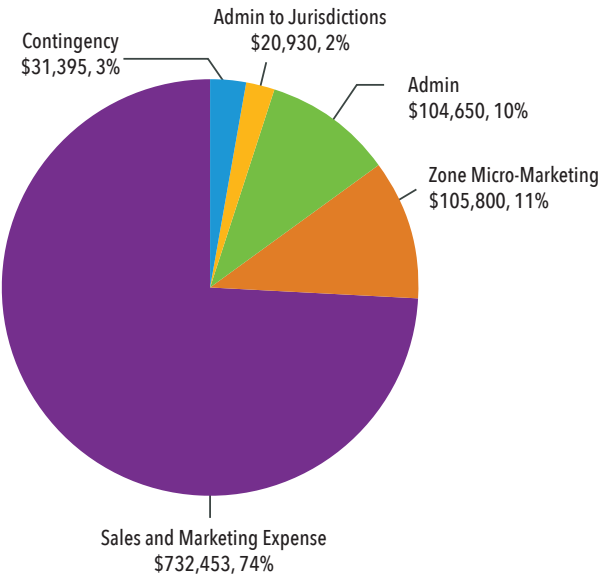
BUDGET

The following budget, for January 1, 2023, to December 31, 2023, is in compliance with the percentage threshold set forth in the BCTBID Management Plan approved by the Board of Supervisors in September 2020.

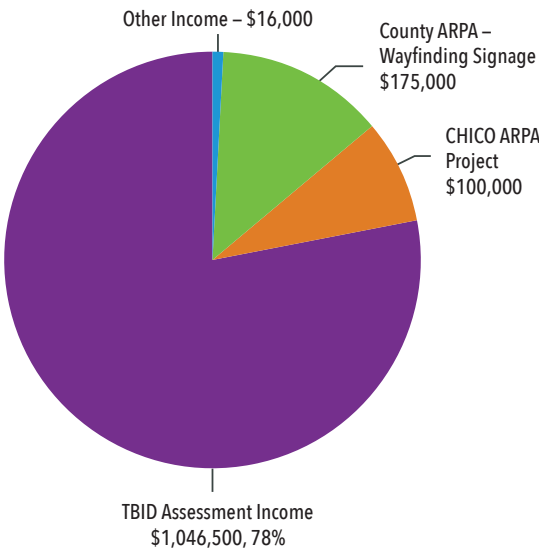
In 2023, Explore Butte County intends to run a deficit of no more than \$115,000. Funds will come from Contingency for website development and destination management programming within sales and marketing activity.



2023 BCTBID BUDGET



2023 BCTBID INCOME & OTHER EBC INCOME

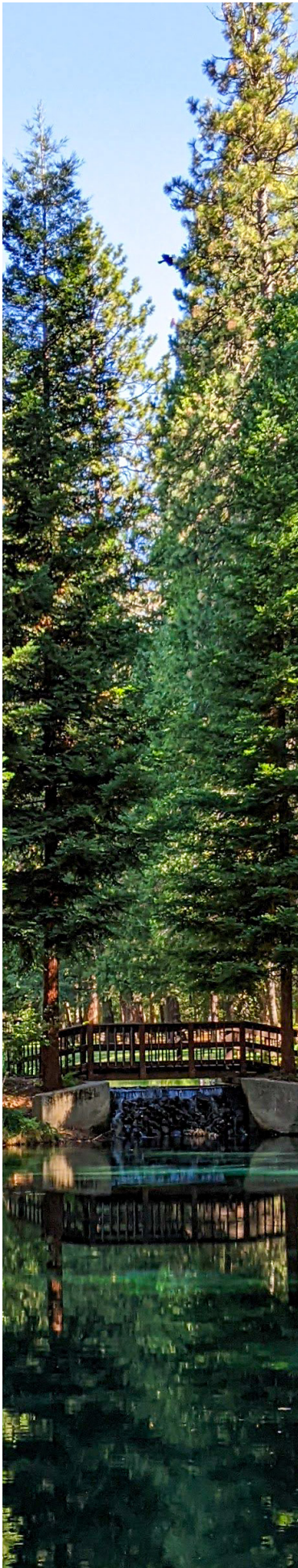


**Micro-Zone Marketing Funding collected in 2022 is budgeted to be spent in 2023. The Micro-Zone Marketing Funding collected in 2023 will be budgeted in 2024.*

ASSESSMENT RATE

There were no changes to the assessment methodology.

The annual assessment rate is two percent (2%) of gross short-term room rental revenue. Based on the benefit received, assessments will not be collected on stays of more than thirty (30) consecutive days, with the exception of Oroville, whereby assessments will not be collected on stays of more than sixty (60) consecutive days.



IMPROVEMENTS & ACTIVITIES

The BCTBID is designed to provide specific benefits directly to payors by increasing room night sales. Marketing, sales, destination product development, and visitor service enhancements will increase overnight tourism and market payors as tourist, meeting, and event destinations, thereby increasing room night sales.

2023 VISION

DESTINATION MARKETING

In the second quarter of 2023, Explore Butte County will release a request for proposals to marketing agencies to help Explore Butte County increase demand for overnight visitation in Butte County from our ideal visitor. To help the organization define our ideal visitor, Explore Butte County will be transitioning our research and data provider to Zartico. Zartico will help Explore Butte County to better understand our ability to drive demand, the visitor distribution within Butte County, and the economic opportunities within the visitor economy, while allowing us to engage better and be more transparent with our lodging and jurisdiction stakeholders.

Explore Butte County will also:

- Launch a redesigned Explore Butte County website
- Print a new Adventure Guide for Butte County
- Expand marketing pillars beyond Outdoor Adventure
- Leverage new data to expand target markets and visitor profiles for increase brand exposure
- Increase social media impressions & engagement with the use of "influencers"
- Increase brand activation activity outside of Butte County
- Explore the idea of increasing brand exposure for Outdoor Adventure with an MTB Team
- Increase partnerships with local jurisdictions to support city brand development
- Continue development and acquisition of digital assets & content



DIGITAL MEDIA PLAN

Explore Butte County primary media spend is focused on digital and social media buys in our target markets for increased demand from visitors not located within Butte County. Explore Butte County targets potential visitors from Sacramento, the Bay Area, and the Los Angeles region. In partnership for the Museum and Restaurant Week promotion, Explore Butte County invests in TV and Radio media spend within the community.

DESTINATION MANAGEMENT

This year, Explore Butte County will release a request for proposals to develop a Destination Management Plan to help guide the organization for the next 10 years. The plan will create guidelines to support each jurisdiction in their efforts to: launch new travel brands; create visitor economy asset development plans and economic development plans; and to build a vision for the visitor economy in Butte County.

Explore Butte County will also:

- Work with our regional marketing committees to provide support for zone micro-marketing programs
- Continue to support the development of Travel Chico and the Butte County Wayfinding Project, both funded with ARPA dollars
- Continue its ongoing recognition of the visitor economy as an economic development resource

ORGANIZATION MANAGEMENT

With a new Executive Director, Explore Butte County will also focus on:

- Developing an organization strategic plan for the next two years
- Increasing Board and Advisory engagement, feedback, and strategic support
- Exploring potential funding opportunities from non-lodging strategic partners





MISSION

Explore Butte County inspires people to visit Butte County, create tourism opportunities that contribute to economic vitality, and builds community through partnerships.

VISION

Explore Butte County is the heart and champion of growing and sustaining a flourishing and diverse tourism economy, making Butte County THE must-visit destination in the Northstate.

VALUES

Authenticity: We stay true to our region's communities, cultures, and traditions

Innovation: We work on innovative solutions for tomorrow's challenges

Exploration: We encourage all to responsibly explore our destination

Stewardship: We respect our natural resources and work to ensure they are maintained for all to enjoy

Equity: We recognize a variety of abilities and want to create opportunities for all

Inclusion: We deliberately engage with a variety of people and perspectives

Fun: We love where we live and work and want everyone to feel the same

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