

Board of Directors

Bruce Spangler, President (Oroville)
 Brooke Isenberg, Vice President (Chico)
 Dori Franklin, Secretary (Chico)
 John Pearson, (At Large)
 Kiran Paragji, (Oroville)
 Haroon Saddique, (Paradise)
 Mohammad Billah, (Chico)
 Nicole Johansson, (At Large)
 Vacant, Unincorporated County

**Advisory Board**

Debbie Collins (Chico)
 DCBA (Chico)
 Evie Cameron (Paradise)
 Heather MacDonald (County)
 Jennifer Leonard (County)
 Melissa Schuster (Paradise)
 Chico Velo (Countywide)
 Tony Catalano (Oroville)

REGULAR EXPLORE BUTTE COUNTY BOARD MEETING AGENDA – July 11, 2019

BOARD MEETING

Butte County Association of Governments, Board Room
 326 Huss Drive, Building E Chico
 12:00 – 2:00 PM

PURPOSE: The purpose of this corporation shall be to promote Butte County tourism through the development and operation of a tourism business improvement district and other programs and initiatives.

STRATEGIC OBJECTIVES: 1) Establish EBC as a recognized leader driving county tourism effort to achieve 100% jurisdictional buy-in by 2020; 2) Establish EBC as the authority in tourism by developing and deploying creative assets that promote Butte County as preferred travel destination; 3) Solidify the administrative function of EBC.

1. Call to Order and Roll Call – 12:00 p.m. in the BCAG Board Room, 326 Huss Lane, Building E, Chico

2. **CONSENT AGENDA**

2.1 Approval of Board Meeting Minutes of May 9, 2019

2.2 Approval of May 2019 and June 2019 Financial Reports

3. **PUBLIC COMMENT**

The public is invited to address the Board regarding any non-agenda items at this time. Time is limited to 3-minutes per speaker. The Board may not take any action on public comment.

4. **REGULAR AGENDA**

4.1 MID YEAR REVIEW OF EBC MARKETING ACTIVITIES

In October of 2018 Ashley Baer was hired as the second staff person for EBC, taking on the role of Marketing Communications Coordinator. With that position, more tasks were transitioned to be performed in-house instead of by an agency. EBC has seen an improvement in website content and social media content management and engagement.

Review of Porter Co's 9-month contract that ended June 30th. Review of key performance indicators as outlined in original scope of work and actual delivery.

Recommendation: *No recommendation, just review and questions.*

4.2 MAY MARKETING COMMITTEE REPORT AND STRATEGIC PLAN CONSIDERATION

The marketing committee met on 5/29/19. The committee agreed to set standing meetings on the 4th Wednesday of the month from 12-1 at the EBC offices, in the small conference room. The Board has already approved the proposed 18-month agency budget and Porter Co reviewed the all-encompassing strategic marketing plan from July 1, 2019 – December 31, 2020. Elements of the plan include creative asset collection and curation, public relations, advertising, google Adwords, and project management. Agency recommends adding a third audience profile to include business travelers and outside rebuilders. The strategy is built around new content, developed monthly, to support all channels.

Recommendation: *To accept the 2019-2020 strategic marketing outline as proposed by Porter Co. with the approved budget items.*

4.3 CONSIDERATION OF SIGNATURE EVENT FOR 2020

During the May marketing committee, Porter Co discussed creating a signature event that could be used to drive media attention to the area. They proposed a variety of types of events that could be developed in and around Butte County. The committee discussed this at length. The committee would like the Board to consider whether they would like Porter Co to develop a feasibility study for hosting a signature event, at the proposed cost of \$10,000 - \$15,000. This fee is solely for the reporting. A signature event is estimated to be at or more than \$100,000. Another option would be for EBC staff to flesh out an extension of existing events and/or producing a signature event.

Recommendation: *To consider the proposal for Porter Co to develop a feasibility study/plan for a Butte County signature event at the cost of \$10,000-\$15,000 – this would be an additional amount above the current plan outline. Their recommendation could be for a new event or the expansion of an already-existing event.*

4.3 JUNE MARKETING COMMITTEE REPORT

The marketing committee met on 6/26/19. The July-December content calendar was reviewed. Watersports creative is scheduled for filming in July around Lake Oroville. Creative for the Butte County map, persona rack cards, and visitor guide were all reviewed and feedback requested. Creative for the first two ad campaigns, outdoor family and agritourism, was reviewed and approved. Opportunity for full-page ad in Visit California visitor guide for 2020 was discussed and will be included in the Porter Co 2019/2020 plan. Guidelines for a co-op ad for Visit California will be built and distributed to stakeholders.

4.4 EBC STAFFING – CONSIDERATION OF ADDITIONAL STAFF PERSON

Denero would like the Board to consider approving the addition of an admin/project manager. Ideally, this position would be 30-40 hours a week, on a variable schedule that would include attending community events with the EBC booth. Job title would be Administrative Assistant / Project Manager – draft included in board packet. Total cost of a full-time employee as proposed would not exceed \$44,000 annually. This would be at the top of the pay scale.

Recommendation: *Consideration of adding new staff person to EBC staff not to exceed \$44,000 annually, allocated 3% from administration and 97% from marketing. This would be funded by Board resolution to add budget from unrestricted net asset for the remainder of 2019. The 2020 budget would include that staff person in building the budget.*

4.5 ADDITIONAL MID-YEAR BUDGET CONSIDERATIONS

The Board has approved the 18-month marketing plan and the budget will require additional budget to be allocated to the “advertising agencies” line item. The current budget includes \$150,000 for advertising agency fees from July 1, 2019 through December 31, 2019. The proposed plan has a cost of \$214,690 from July 1 through December 31, 2019. Consideration to increasing the “advertising agencies” line item by \$64,690 from unrestricted net assets, which will increase the net income to negative \$464,690 from negative \$400,000.

Recommendation: *To consider allocating an additional \$64,690 from unrestricted net assets to the “advertising agencies” line item for the remainder of the 2019 budget year.*

4.6 CALIFORNIA HOTEL & LODGING ASSOCIATION – MEMBERSHIP INFORMATION

The California Hotel & Lodging Association (CHLA) has created a new program for DMOs that allows the DMO to purchase the annual membership to offer membership benefits to every hotel, motel, inn and bed and breakfast in that DMOs area at a discounted rate of 20% but are paid by the DMO. Benefits of CHLA membership are similar to a chamber of commerce and include things like: advocacy at the state level, member resources including legal support, weekly newsletters about lodging-related issues.

Recommendation: *Seeking direction from Board regarding CHLA membership. Would you like to hear more from CHLA about their membership options?*

4.7 CHICO ZONE MARKETING – DOWNTOWN CHICO BUSINESS ASSOCIATION PROJECT CONSIDERATION

Downtown Chico can be considered an attraction for Butte County. As a business improvement district, they have limited funds for staffing, projects and marketing. A large portion of their marketing is done in trade. Denero would like the Board to consider allocating \$30,000, or \$5,000 a month for the next 6 months, for marketing activities for the DCBA. This would allow them to further their reach for those visiting Chico specifically. Key events/activities that would be supported are: Chico Summer Camp, Slice of Chico, Taste of Chico, Harvest Sidewalk Sale, Art & Wine Walk, Treat Street, Christmas Preview. All of these events support downtown, as a destination, and offer visitors an experience downtown.

Recommendation: *To allocate \$30,000 of Chico Zone Marketing to Downtown Chico Business Association, leaving a balance of \$76,915.32 in Chico Zone Marketing. Denero to work with DCBA to make sure EBC is represented as a partner/sponsor capacity in advertising messaging.*

6. **REPORTS AND COMMUNICATIONS**

6.1 **Update on Strategic Objectives** *Nicole Johansson, Bruce Spangler, Carolyn Denero*

6.2 **Executive Director Report** *Carolyn Denero*

7. **ADJOURNMENT**

The next regularly scheduled meeting: August 8, 2019

Board of Directors

Bruce Spangler, President (Oroville)
 Brooke Isenberg, Vice President (Chico)
 Dori Franklin, Secretary (Chico)
 John Pearson, (At Large)
 Kiran Paragji, (Oroville)
 Haroon Saddique, (Paradise)
 Mohammad Billah, (Chico)
 Nicole Johansson, (At Large)
 Vacant, Unincorporated County

**Advisory Board**

Debbie Collins (Chico)
 Erin Morrissey (Chico)
 Evie Cameron (Paradise)
 Heather MacDonald (County)
 Jennifer Leonard (County)
 Melissa Schuster (Paradise)
 Renee Buchan (Countywide)
 Tony Catalano (Oroville)

REGULAR EXPLORE BUTTE COUNTY BOARD MEETING MINUTES – May 9, 2019

BOARD MEETING

Butte County Association of Governments, Board Room
 326 Huss Drive, Building E Chico
 12:00 – 2:00 PM

1. Call to Order and Roll Call – 12:00 p.m. in the BCAG Board Room, 326 Huss Lane, Building E, Chico

2. **CLOSED SESSION 12:00 p.m.**

Board members present for closed session: Directors Spangler, Franklin, Pearson, Paragji, Billah, Johansson. Executive Director Denero invited into meeting for evaluation after scoring of individual evaluations.

Closed session to discuss Executive Director contract and perform annual evaluation. Result to be presented during open board meeting.

2.1 After review, the Board and Executive Director reached agreement to continue working relationship in the same capacity with a 10% increase in salary to begin effective May 1, 2019.

Open board meeting was called to order at 12:45 p.m. and results of closed session was announced.

Open session roll call:

Present: Directors Spangler, Franklin, Pearson, Paragji, Billah, Johansson. Advisors Morrissey, Cameron, MacDonald, Leonard, Schuster, Buchan, Catalano.

Absent: Director Isenberg, Director Saddique, Advisor Collins.

Guests: Pat Macias – MONCA, Tamba – Sales Manager Marriott Hotels, Carolyn Denero & Ashley Baer – EBC Staff.

3. **CONSENT AGENDA**

3.1 Approval of Board Meeting Minutes of March 14, 2019

3.2 Approval of March and April 2019 Financial Reports

A motion was made by Director Paragji and seconded by Director Franklin to accept the consent agenda items.

The motion carried by the following vote:

AYES: Spanlger, Franklin, Pearson, Paragji, Billah, Johansson

NOES: None

ABSTENTIONS: None

4. **PUBLIC COMMENT**

The public is invited to address the Board regarding any non-agenda items at this time. Time is limited to 3-minutes per speaker. The Board may not take any action on public comment.

- Nicole Johansson – Sierra Oro Farm Trail has applied for a \$25,000 grant from North Valley Community Foundation to create a new video around Noble Orchards to highlight the farm in Paradise.
- Bruce Spangler & Melissa Schuster – Denero has been working on the Home Builders Resource Expo on her own time. The event is to be used for those rebuilding to create a plan of action.
- Renee Buchan – There were 3,176 participants in this year's Wildflower Century Ride, that is up 300 people from the previous year. International travelers came from England and Fiji to ride.
- Pat Macias – monca is running a Camp Fire summer camp Monday, Tuesday and Wednesday in June and July for 2nd through 5th graders to learn art and literacy.
- Tony Catalano – The Feather River Center received \$12,000 in funds to bring a few schools to the Forebay at no cost. They have received \$7,500 from North Valley Community Center for the same project. They are working on a \$300,000 grant from SBF to start the rowing peninsula excavation and programming.
- Nicole Johansson – She had a conversation with DWR/Edelman and they would like to work with EBC to share the message about recovery of the spillway around Lake Oroville.
- Melissa Schuster – EBC should be mindful of all of the "tourists" who are working in Butte County post-fire, they could be a good market to get in front of.

5. **REGULAR AGENDA**

5.1 CONSIDERATION OF THE 2018 ANNUAL REPORT INCLUDING THE INDEPENDENT ACCOUNTANT'S REPORT

The 2018 draft annual report including year-end financials and independent accountant's report have been included in the board packet for review by the Board of Directors. The final 2018 profit and loss report shows a net income of \$180,221.94; the budget was built with a \$100,000 net income. The net income for 2018 has moved to the unrestricted equity account for 2019. As required by the Bylaws, the corporation annual report needs to include an independent accountant's report which has been completed by Holly Pladson, CPA. The Board is being asked to consider both the annual report and independent accountant's report.

A motion was made by Director Paragji and seconded by Director Pearson to accept the 2018 annual report and independent accountant report, as prepared, which will be posted on the EBC website.

The motion carried by the following vote:

AYES: Spanlger, Franklin, Pearson, Paragji, Billah, Johansson

NOES: None

ABSTENTIONS: None

5.2 CONSIDERATION OF ALLOCATING EARNED BUT UNSPENT ZONE MARKETING DOLLARS FROM 2018 FROM UNRESTRICTED NET ASSETS TO RESERVED ZONE MARKETING EQUITY ACCOUNT

Explore Butte County's budget requires that 10% of TBID revenue be spent on zone marketing, weighted for each jurisdiction based on the revenue collected from the jurisdiction. In 2018 the first zone marketing grant program began, and money was granted to applicants. After reviewing year end financial reports, the zone marketing reserve account should be adjusted to reflect the following:

Jurisdiction	2018 Beginning Balance	2018 Spend	2018 Income Allocation	2019 Balance
Chico	\$106,281.80	\$25,000	\$61,633.52	\$142,915.32
Oroville	\$29,151.35	\$22,200	\$17,448.75	\$24,400.10
Paradise	\$9,074.58	\$15,300	\$4,198.14	-\$2,027.28
County	\$1,165.56	\$0	\$915.98	\$2,081.54
Total	\$145,673.29	-\$62,500	\$84,196.39	\$167,369.68

A motion was made by Director Johansson and seconded by Director Franklin to move \$41,696.39 from unrestricted net assets to the "reserved – zone marketing" equity account to make the new balance \$167,369.68.

The motion carried by the following vote:

AYES: Spanlger, Franklin, Pearson, Paragji, Billah, Johansson

NOES: None

ABSTENTIONS: None

5.3 ACKNOWLEDGEMENT OF THE ORGANIZATION'S 990S AS REQUIRED FOR FILING 2018 TAX DOCUMENTS

Each voting director received a draft copy of EBC's 990s, via email, on May 6, 2019. The only difference in the 2018 990 compared to 2017 990 is the listing of organizations who received zone marketing grants from EBC during 2018.

The board is required to acknowledge they have received and reviewed the tax documents prior to filing with both the state and federal governments.

A motion was made by Director Pearson and seconded by Director Paragji that each board member should acknowledge they have received and reviewed the 990s for the purpose of documentation in the board minutes.

The motion carried by the following vote:

AYES: Spanlger, Franklin, Pearson, Paragji, Billah, Johansson

NOES: None

ABSTENTIONS: None

5.4 MARKETING COMMITTEE REPORT AND RECOMMENDATION FOR PROPOSED SCOPE AND BUDGET FROM PORTER COMMUNICATIONS, EBC'S AGENCY OF RECORD.

The marketing committee had a conference call meeting to review the 18-month scope of work and budget proposed by Porter Co. The scope of work and budget would begin effective July 1, 2019 and run through December 31, 2020. The proposal is for a multi-faceted content plan that includes Porter Co operating as a strategic partner. Many of the \$0 items in the budget are there so they are included in strategy but can be deployed by EBC staff and other partners.

A motion was made by Director Johansson and seconded by Director Pearson for the Board to approve the proposed strategy and base budget for the 18-month plan, not to exceed \$590,000. The detailed marketing plan will be presented to the full board for approval.

The motion carried by the following vote:

AYES: Spanlger, Franklin, Pearson, Paragji, Billah, Johansson

NOES: None

ABSTENTIONS: None

5.5 DISCUSSION OF PAYMENT HISTORY OF LODGING PROPERTIES AND DIRECTION ON MARKETING OF THOSE WITH MINIMAL OR NO PAYMENTS

Beginning December of 2018 each jurisdiction submitted the names of properties who are included in that month's payment of TBID. This tracking element was requested by staff to ensure all active lodging properties were being represented on the EBC website. After reviewing the data, it appears there are properties, mostly in unincorporated county, that have not submitted payment for TBID since tracking began. Direction is being sought on what the Board would like staff to do about this. Staff would like to create a policy that would allow those properties who are not submitting any payment, or payment of a minimum amount, to be treated differently when it comes to marketing.

Staff was given direction to research other destinations and come back with a proposed policy. All properties paying should be included, it may not be their fault that they pay so little.

6. REPORTS AND COMMUNICATIONS

6.1 Update on Strategic Objectives No update given.

6.2 Executive Director Report *Carolyn Denero*

7. ADJOURNMENT

The next regularly scheduled meeting: June 13, 2019

Explore Butte County

Profit & Loss

May 2019

	May 19
Ordinary Income/Expense	
Income	
4000 · Program Income	
4200 · Butte County	62.94
4400 · Oroville	21,878.49
4500 · Paradise	7,016.06
Total 4000 · Program Income	28,957.49
4800 · Other Types of Income	
4810 · Interest Income	20.35
Total 4800 · Other Types of Income	20.35
Total Income	28,977.84
Cost of Goods Sold	
5000 · 2% Fee	
5200 · 2% Fee - Butte County	1.26
5400 · 2% Fee - Oroville	437.57
5500 · 2% Fee - Paradise	140.32
Total 5000 · 2% Fee	579.15
Total COGS	579.15
Gross Profit	28,398.69
Expense	
6000 · Sales and Marketing Expense	
6010 · Advertising	7,331.66
6050 · Creative Services	4,173.10
6200 · Meals	175.04
6320 · Printing	1,517.62
6340 · Public Relations	860.02
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	8,910.27
6420 · Staffing - Payroll Taxes - Mktg	681.63
6430 · Workers comp insurance	660.90
Total 6400 · Staffing - Marketing	10,252.80
6700 · Website	52.20
Total 6000 · Sales and Marketing Expense	24,362.44
6900 · Zone and Micro-Marketing	
6910 · Outside Contract Services	6,200.00
Total 6900 · Zone and Micro-Marketing	6,200.00
7000 · Administration Expenses	
7060 · Filing fees/ taxes	10.00
7100 · Insurance	1,964.00
7200 · Meals	243.36
7210 · Membership dues	160.00
7300 · Office supplies	488.14
7320 · Printing and Copying	48.65
7330 · Professional fees - Accounting	5,350.00
7360 · Rent/ Office Space	770.00
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	1,957.13
7420 · Payroll taxes - admin	149.72
7430 · Workers comp insurance	145.17
Total 7400 · Staffing - Admin	2,252.02

10:21 AM

06/06/19

Accrual Basis

Explore Butte County
Profit & Loss
May 2019

	May 19
7500 · Subscriptions	91.77
7560 · Telephone, Telecommunications	172.53
7570 · Travel	388.72
Total 7000 · Administration Expenses	11,939.19
Total Expense	42,501.63
Net Ordinary Income	-14,102.94
Net Income	-14,102.94

Explore Butte County

Profit & Loss

January through May 2019

	Jan - May 19
Ordinary Income/Expense	
Income	
4000 · Program Income	
4200 · Butte County	738.14
4300 · Chico	121,379.28
4400 · Oroville	38,788.51
4500 · Paradise	7,016.06
Total 4000 · Program Income	167,921.99
4800 · Other Types of Income	
4810 · Interest Income	93.17
4820 · Miscellaneous Revenue	400.00
Total 4800 · Other Types of Income	493.17
Total Income	168,415.16
Cost of Goods Sold	
5000 · 2% Fee	
5200 · 2% Fee - Butte County	14.76
5300 · 2% Fee - Chico	2,427.59
5400 · 2% Fee - Oroville	775.77
5500 · 2% Fee - Paradise	140.32
Total 5000 · 2% Fee	3,358.44
Total COGS	3,358.44
Gross Profit	165,056.72
Expense	
6000 · Sales and Marketing Expense	
6010 · Advertising	33,148.82
6030 · Conferences	2,052.25
6050 · Creative Services	19,962.43
6060 · CTA Program	10,026.63
6100 · Marketing contracts	
6110 · Advertising Agencies	92,060.25
Total 6100 · Marketing contracts	92,060.25
6200 · Meals	449.99
6320 · Printing	1,517.62
6340 · Public Relations	9,270.72
6350 · Sales and Marketing Exp. -Other	2,473.00
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	41,569.67
6420 · Staffing - Payroll Taxes - Mktg	3,655.50
6430 · Workers comp insurance	1,066.75
Total 6400 · Staffing - Marketing	46,291.92
6700 · Website	433.90
Total 6000 · Sales and Marketing Expense	217,687.53
6900 · Zone and Micro-Marketing	
6910 · Outside Contract Services	33,200.00
Total 6900 · Zone and Micro-Marketing	33,200.00

Explore Butte County
Profit & Loss
 January through May 2019

	Jan - May 19
7000 · Administration Expenses	
7150 · Interest expense	99.43
7010 · Advertising	1.29
7020 · Bank fees	39.00
7050 · Education	1,191.37
7060 · Filing fees/ taxes	10.00
7070 · General Administration	978.03
7100 · Insurance	1,964.00
7200 · Meals	765.38
7210 · Membership dues	160.00
7300 · Office supplies	1,218.92
7310 · Postage	347.24
7320 · Printing and Copying	192.36
7330 · Professional fees - Accounting	8,410.00
7360 · Rent/ Office Space	3,850.00
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	8,485.43
7420 · Payroll taxes - admin	704.71
7430 · Workers comp insurance	219.35
Total 7400 · Staffing - Admin	9,409.49
7500 · Subscriptions	711.85
7560 · Telephone, Telecommunications	864.39
7570 · Travel	968.14
Total 7000 · Administration Expenses	31,180.89
Total Expense	282,068.42
Net Ordinary Income	-117,011.70
Net Income	-117,011.70

Explore Butte County

Profit & Loss Budget Overview

January through May 2019

	Jan - May 19	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
4000 · Program Income			
4200 · Butte County	738.14	2,315.00	-1,576.86
4300 · Chico	121,379.28	182,934.00	-61,554.72
4400 · Oroville	38,788.51	46,312.50	-7,523.99
4500 · Paradise	7,016.06		
Total 4000 · Program Income	167,921.99	231,561.50	-63,639.51
4800 · Other Types of Income			
4810 · Interest Income	93.17		
4815 · CTA Registrations	0.00	1,041.00	-1,041.00
4820 · Miscellaneous Revenue	400.00		
Total 4800 · Other Types of Income	493.17	1,041.00	-547.83
Total Income	168,415.16	232,602.50	-64,187.34
Cost of Goods Sold			
5000 · 2% Fee			
5200 · 2% Fee - Butte County	14.76	46.00	-31.24
5300 · 2% Fee - Chico	2,427.59	3,659.00	-1,231.41
5400 · 2% Fee - Oroville	775.77	926.00	-150.23
5500 · 2% Fee - Paradise	140.32		
Total 5000 · 2% Fee	3,358.44	4,631.00	-1,272.56
Total COGS	3,358.44	4,631.00	-1,272.56
Gross Profit	165,056.72	227,971.50	-62,914.78
Expense			
6000 · Sales and Marketing Expense			
6010 · Advertising	33,148.82	31,250.00	1,898.82
6020 · Capital Display	0.00	416.00	-416.00
6030 · Conferences	2,052.25	2,084.00	-31.75
6050 · Creative Services	19,962.43	46,666.00	-26,703.57
6060 · CTA Program	10,026.63	6,250.00	3,776.63
6070 · Dues and Memberships	0.00	1,666.00	-1,666.00
6100 · Marketing contracts			
6110 · Advertising Agencies	92,060.25	135,416.00	-43,355.75
6120 · Jack Rabbit	0.00	5,000.00	-5,000.00
Total 6100 · Marketing contracts	92,060.25	140,416.00	-48,355.75
6200 · Meals	449.99	959.00	-509.01
6320 · Printing	1,517.62	20,834.00	-19,316.38
6340 · Public Relations	9,270.72	12,500.00	-3,229.28
6350 · Sales and Marketing Exp. -Other	2,473.00	3,750.00	-1,277.00
6400 · Staffing - Marketing			
6410 · Staffing - Marketing payroll	41,569.67	41,570.00	-0.33
6420 · Staffing - Payroll Taxes - Mktg	3,655.50	3,750.00	-94.50
6430 · Workers comp insurance	1,066.75	416.00	650.75
Total 6400 · Staffing - Marketing	46,291.92	45,736.00	555.92
6600 · State Fair Exhibit	0.00	10,416.00	-10,416.00
6700 · Website	433.90	6,666.00	-6,232.10
Total 6000 · Sales and Marketing Expense	217,687.53	329,609.00	-111,921.47
6900 · Zone and Micro-Marketing			
6910 · Outside Contract Services	33,200.00	23,156.00	10,044.00
Total 6900 · Zone and Micro-Marketing	33,200.00	23,156.00	10,044.00
7000 · Administration Expenses			
7150 · Interest expense	99.43		
7010 · Advertising	1.29	312.50	-311.21
7020 · Bank fees	39.00	41.00	-2.00
7030 · Conference, Convention, Meeting	0.00	416.00	-416.00
7040 · Contract services	0.00	521.00	-521.00
7050 · Education	1,191.37	1,459.00	-267.63
7060 · Filing fees/ taxes	10.00	41.00	-31.00
7070 · General Administration	978.03	4,166.00	-3,187.97
7100 · Insurance	1,964.00	1,084.00	880.00

10:23 AM

06/06/19

Accrual Basis

Explore Butte County

Profit & Loss Budget Overview

January through May 2019

	Jan - May 19	Budget	\$ Over Budget
7200 · Meals	765.38	312.50	452.88
7210 · Membership dues	160.00	416.00	-256.00
7300 · Office supplies	1,218.92	1,000.00	218.92
7310 · Postage	347.24	209.00	138.24
7320 · Printing and Copying	192.36	416.00	-223.64
7330 · Professional fees - Accounting	8,410.00	6,250.00	2,160.00
7340 · Professional fees - Legal	0.00	1,041.00	-1,041.00
7350 · Promotion	0.00	41.00	-41.00
7360 · Rent/ Office Space	3,850.00	4,166.00	-316.00
7400 · Staffing - Admin			
7410 · Staffing - Admin Payroll	8,485.43	9,176.00	-690.57
7420 · Payroll taxes - admin	704.71	834.00	-129.29
7430 · Workers comp insurance	219.35	109.00	110.35
Total 7400 · Staffing - Admin	9,409.49	10,119.00	-709.51
7500 · Subscriptions	711.85	625.00	86.85
7560 · Telephone, Telecommunications	864.39	1,000.00	-135.61
7570 · Travel	968.14	834.00	134.14
7900 · Admin Expense- Other	0.00	416.00	-416.00
Total 7000 · Administration Expenses	31,180.89	34,886.00	-3,705.11
8000 · Contingency	0.00	6,979.00	-6,979.00
Total Expense	282,068.42	394,630.00	-112,561.58
Net Ordinary Income	-117,011.70	-166,658.50	49,646.80
Net Income	-117,011.70	-166,658.50	49,646.80



Explore Butte County
P.O. Box 2154
Chico, CA 95927

ExploreButteCounty.com

Board of Directors

Brooke Isenberg
Chico - Vice President

Bruce Spangler
Oroville - President

Dori Franklin
Chico - Secretary

Haroon Saddique
Paradise

John Pearson
At Large

Kiran Paragji
Oroville

Mohammad Billah
Chico

Nicole Johansson
At Large

Advisors to the Board

Debbie Collins
Chico

Erin Morrissey
Chico

Evie Cameron
Paradise

Heather MacDonald
Unincorporated County

Jennifer Leonard
Unincorporated County

Melissa Schuster
Paradise

Renee Buchan
Countywide

Tony Catalano
Oroville

EXPLORE BUTTE COUNTY – MARKETING COMMITTEE MEETING

EBC Office – 326 Huss Drive, Chico, 95928
Small Board Room
Wednesday, May 29, 2019
12:00pm – 2:00pm

AGENDA

PURPOSE: The Marketing Committee meets to review and recommend overall marketing budget and strategy for Explore Butte County.

COMMITTEE MEMBERS: Nicole Johansson (chair), Bruce Spangler, Dori Franklin, John Pearson, Melissa Schuster, Renee Buchan, Jennifer Leonard, Erin Morrissey

AGENDA

1. (10 min) Schedule Standing Marketing Committee Meetings
 - a. Proposal – 4th Wednesday of every month from 12:00 – 1:00 p.m.
2. (20 min) Presentation of 18-month Strategic Marketing Plan – presented by Porter Co (HOLD ALL QUESTIONS)
 - a. Proposed strategy, plan and allocation of budget as approved by BOD.
 - b. Attachments
 - i. Strategy Document
 - ii. Proposed Calendar
 - iii. Budget, as approved by BOD
3. (20 min) Q&A and Discussion of Marketing Plan
 - a. All considerations, questions, concerns to be discussed here. Any actionable changes will be included in the final strategic marketing plan to be recommended to the Board of Directors at the June board meeting.
 - b. Action: Make recommendation regarding the proposed strategic marketing plan
4. (15 min) Explore Butte County Visitor Guide Presentation (HOLD ALL QUESTIONS)



Explore Butte County
P.O. Box 2154
Chico, CA 95927

ExploreButteCounty.com

- a. Presentation of visitor guide vision and direction based on various other destination visitor guides
5. (15 min) Q&A and Discussion of Visitor Guide
 - a. Provide direction and must-haves for further design
 - b. Project has already been approved by BOD, no recommendation required for further board approval
6. (30 min) Review of Additional Collateral Design and Production
 - a. Map – Recommendations for additional landmark inclusion
 - b. Persona Rack Cards – Review and rack card holder distribution
7. Items not on agenda
8. Items for next meeting agenda

Adjourn Meeting



Explore Butte County Marketing Campaign 2019 - 2020 As of May 21, 2019

Situational Analysis

1. In 2018, Paradise and surrounding communities in Butte County were ravaged by the Camp Fire. The county is in a period of transition.
2. Several hotels contributing to the TOT have occupants who have been converted from guests to residential status and their stays are expected to be long-term. Available rooms for guests at all Butte County hotels through 2020 are expected to be limited and the experience at many hotels/motels will host less of a “vacation” atmosphere, but will be more of a hybrid, apartment/residential experience.
3. Travel to Butte County by outside vendors has been high and is expected to fluctuate for the next 18 months and beyond.
4. Lingering memories of international headlines of “Paradise Lost” supported by hundreds of thousands of crisis images and hundreds of video hours of the charred region have slowed the momentum of the EBC marketing efforts from pre-fire in 2018.
5. The marketing organization, strategic planning, marketing activities and engagement with key influencers by the Butte County Tourism Business Improvement District have created a strong foundation to continue the positive momentum of the travel and tourism activities within the region.

Key strategic marketing initiatives were underway prior to the Camp Fire and remain beneficial to long-term success of the marketing efforts include, but are not limited to:

- Identification and Asset Collection of Key Marketing Attributes of Butte County
- Ongoing Website Improvements: JackRabbit, Landing Pages, Relevant/Vibrant Images, Updated Events, and Additional Content
- Alliance and collaboration with Visit California
- The CTA - Certified Tourism Ambassador Program
- Alliance with key influencers and cornerstone events within the County



The Camp Fire has provided Butte County with unique challenges and opportunities that will be present and available for a limited time. As we strategically plan the marketing efforts for the next 18 months, it is imperative that we acknowledge the infrastructure limitations, such as limited hotel accommodations, but also maximize the current interest and awareness of Butte County to leverage forward equity in travel and tourism activity.

It is prudent to leverage this peaked interest and inform potential visitors of the positive, entertaining and recreational opportunities in the County during this heightened awareness window. Delivery of timely, consistent, vibrant and relevant content through a variety of channels during this time is important in order to replace visuals and messages of devastation with resilience, repair, vitality and beauty.

Another opportunity that has immediate implications is to reimagine the business traveler, volunteers and those non-residents who are staying in Butte County lodging. These business travelers to the county can be converted to “bleisure” travelers, who will engage with the county in a tourism manner and invite families for extended stays for memorable vacations. These memorable moments make them more likely to become “alumni” advocates of the area.

A robust Certified Tourism Ambassador Program throughout the county could positively elevate word of mouth and a desire for return visits within the next 18 months and beyond.

The key marketing attributes of agritourism, outdoor recreational activities and special events in Butte County remain the primary focal point for travel and tourism through 2020. Based on the limited availability of in-market lodging, marketing goals and key performance indicators for the next 18 months have been modified to embrace the challenges and seize the opportunities of the current environment.

It is also recommended that Explore Butte County remain nimble during this transition and rebuilding period to respond and react to the changes in the County that may require alterations in these activities as needed in the best interests of the County.

Goals:

1. Educate and engage potential visitors and key influencers with positive images and messages of Butte County.
2. Inspire year-round visitation, day trips and overnight lodging (when available) in Butte County.

Strategy:

- Strengthen Butte County brand identity and top of mind awareness
- Increase positive content messages and visuals
- Increase interest in Butte County as a visitor destination
- Drive visits to the Explore Butte County website for trip-planning information
- Direct web users to the Jackrabbit booking engine on the Explore Butte County website



Key Performance Indicators

1. Increased website visitation
 - a. Increased new visitors
 - b. Increased in email capture and requests for information
 - c. Increased lodging inquiries and stays referred through JackRabbit
2. Increased social media engagement
 - a. Increase followers, likes and shares on social media platforms
 - b. Increased content sharing - #CALove #ExploreButte #RoadTripRepublic
 - c. Increased website visits and time spent on the website via social sourced traffic
3. Increase Positive Earned Media and Engagement
 - a. Increased positive content and images about Butte County
 - b. Increased mentions and engagement from key influencers and high profile personalities
 - c. Improved sentiment about Butte County

Target Audience:

The geographic audience for marketing delivery is prioritised based on the goal of the communication.

For Goal 1 - Immediate

Educate and engage potential visitors and key influencers with positive images and messages of Butte County.

- Primary: Potential visitors within a 100 mile, day-trip radius of Butte County. Specific messaging based on audience profile/persona.
- Secondary: Key Influencers, strategic partners, media and potential visitors within a 200 mile, "road-trip" traveler.
- Tertiary: All tourists, business travelers, general consumers

For Goal 2 - As hotel accommodations permit

Inspire year-round visitation, day trips and overnight lodging (when available) in Butte County.

- Primary: Potential visitors within a 100 mile, day-trip radius of Butte County. Specific messaging based on audience profile/persona.
- Secondary: Potential visitors within a 200 mile, "road-trip" traveler.
- Tertiary: All tourists, business travelers



Audience Profile Descriptors:

Adventure Seeker

Interests: Hiking / Biking / Fishing / Floating

Profile: Millennials (Age 18–34) are the largest generation, cite “time for recreation” as a life priority, and value experiences over things. Hyper connected millennials are reached through social networks and video platforms via mobile devices.

Gen X’ers (Age 33–52) with kids are a Butte sweet spot with nearly 70% claiming “exploration with family is a key part of life”. Time crunched, highly connected men and women who crave custom but easy solutions, and rely heavily on social networks.

Arts/Food/Culture

Interests: Parks / Walks / Museums

Profile: Gen X’ers (Age 33–52).

Time crunched, highly connected women who crave custom but easy solutions, and rely heavily on social networks.

Millennials (Age 21–34).

Those with “time for recreation” as a life priority, and value experiences over things. Hyper connected millennials are reached through social networks and video platforms via mobile devices.

Agritourist/Foodies

Interests: Farms / Wineries / Craft Brew

Profile: Adults 25+.

Unique experiences that bring diners close to the source of their food during their planned getaway. Goes to the source to discover food, drink and locally grown/made products.

Multigenerational target is in search of the new agri-frontier. High touch lifestyle needs to “taste” the experience before arrival through rich imagery and video.

Business Traveler/Outside Rebuilders

Interests: Work-life/play extensions

Profile: Adults 25 +.

Opportunities and recommendations to Explore Butte County beyond their intended purpose.

Surprise and delight those travelers who pass through Butte County with reasons to visit again.



Positioning

The advertising messages of “There’s More To Explore” and “Pace Yourself” have been used to build on the branding of “Explorers Welcome”.

Additional position will be developed as campaign messaging has been finalized for the new year.

Explore Butte County will be positioned as California’s year round outdoor playground with messages targeting specific brand pillars and audience segments.

Content

Creative and messaging will deliver rich, engaging, “I need to know more” experiences built around the desires and interests of the target segment.

This is Butte County’s opportunity to rethink, redirect and reposition as needed.

Messaging must break through crowded competitive travel landscape to gain awareness traction and inspire consideration.

Content will be forward-facing and include images, messaging and calls to actions to specific current events, attractions, locations and experiences within Butte County.

Call to Action

All creative drives to ExploreButteCounty.com to engage with content tailored specifically to deepen consideration and spark action with one click connection to explore.

Landing pages on Explore Butte County website carry email capture for downloadable current events schedule, newsletter sign-ups and visitors guide.

Full County

Imagery and featured attractions would be utilized to fully integrate the entire county - from the southern point in Gridley to the northernmost point of Paradise.



Proposed Tactics:

18 Month Content Strategy

- Audience and Channel Selection
- Content Creation
- Creative Asset Collection and Curation

Explore Butte County Brand, Image, Awareness and Education

- Earned Media
- Public Relations
- User Generated Content - Organic
- Special Event Partnerships - State Fair
- Certified Tourism Ambassador Launch and Engagement

Owned Media

- Website Content Updates - CMS and Content Updates
- User Generated Content Aggregated - Leveraged on Website
- Social Media - Ongoing
- Newsletter

Explore Butte County Advertising - Brand

- Butte County Visitor's Guide
- Explore Butte County Brand - Visit CA, Special Publications, VIA

Explore Butte County Advertising - Call to Action

- Seasonal Campaigns - Outdoors, Agritourism, Events
- Special Event Partnerships - Restaurant Week, Chico State Move-In, Snow Goose Festival, Wildflower
- Visit California
- Google Ad Words

Signature event - TBD

	Details	Jul 2019	Aug 2019	September 2019	October 2019
Content/ Web/ Social/ PR	Various Audience				
Certified Tousim Ambassador	Various Audiences				
Agritourism (AT)					
Arts/Food/Culture (AC)					
Adventure Seeker (AS)					
Outdoor Family (OF)					
Bleisure (BL)					
Local Campaign Support (LC)					
EBC Signature Event					EBC Signature Event
Key Regional Events (RE)					
Highlighted Events To Be Supported By EBC marketing. Social, media and/or strategic planning.		Chico Thursday Night Market	Move-In @ Chico State	Gold Cup Races	SOFT Passport Weekend
			Berry Creek Berry Festival	Oktoberfest	Oktoberfest
			Chico Concours d'Elegance	Salmon Festival	Chico Experience Week
			Chico Thursday Night Market	Taste of Chico	Johnny Appleseed Days
				Chico Thursday Night Market	

Explore Butte County Proposed Marketing Calendar 2019 - 2020

	Details	November 2019	December 2019	January 2020	February 2020	March 2020	April 2020	May 2020
Content/ Web/ Social/ PR	Various Audience							
Certified Tousim Ambassador	Various Audiences							
Agritourism (AT)								
Arts/Food/Culture (AC)								
Adventure Seeker (AS)								
Outdoor Family (OF)								
Bleisure (BL)								
Local Campaign Support (LC)								
EBC Signature Event							EBC Signature Event	
Key Regional Events (RE)								
Highlighted Events To Be Supported By EBC marketing. Social, media and/or strategic planning.		Fall in Love w/ Oroville (NEW)	Parade of Lights	Restaurant Week	Arts & Culture Symposium	Bidwell Classic (Marathon)	California Nut Festival	Paradise Chocolate Fest
		Almond Bowl		Snow Goose Festival	Velo-LOVE ride	Chico Stage Race	Wildflower Century	Feather Fiesta Days
						Tour d'Ed	Gold Nugget Days	Silver Dollar Fair
							Spring YoYo Contest	Beer Camp
							Chico Thursday Night Market	Chico Thursday Night Market

		2020						
	Details	June 2020	July 2020	August 2020	September 2020	October 2020	November 2020	December 2020
Content/ Web/ Social/ PR	Various Audience							
Certified Tousim Ambassador	Various Audiences							
Agritourism (AT)								
Arts/Food/Culture (AC)								
Adventure Seeker (AS)								
Outdoor Family (OF)								
Bleisure (BL)								
Local Campaign Support (LC)								
EBC Signature Event						EBC Signature Event		
Key Regional Events (RE)								
Highlighted Events To Be Supported By EBC marketing. Social, media and/or strategic planning.								
		Great Race	Fireworks	Move-In @ Chico State	Gold Cup Races	SOFT Passport Weekend	Fall in Love w/ Oroville (NEW)	Parade of Lights
		Threshing Bee	Slice of Chico	Berry Creek Berry Festival	Oktoberfest	Oktoberfest	Almond Bowl	
		Olive Festival		Chico Concours d'Elegance	Salmon Festival	Chico Experience Week		
				Chico Thursday Night Market	Taste of Chico	Johnny Appleseed Days		
		Chico Thursday Night Market	Chico Thursday Night Market		Chico Thursday Night Market			
		Bikes & Beers						

[illegible]

EXPLORE BUTTE COUNTY MARKETING BUDGET - DRAFT 1. APRIL 23, 2019				
	Strategy	2019	2020	Total Cost
18 Month Content Strategy				
	Content Strategy	\$3,240	\$6,480	\$9,720
	Content Creation			
	Creative Asset Collection and Curation	\$60,000	\$40,000	\$100,000
Explore Butte County Brand, Image, Awareness and Education				
	Earned Media			
		\$6,000	\$12,000	\$18,000
		\$0	\$0	\$0
	Owned Media			
Explore Butte County Advertising - Brand				
	Butte County Visitor's Guide			
	Explore Butte County Special Inserts		\$23,600	\$23,600
Explore Butte County Advertising - Call to Action				
	Seasonal Campaigns - Outdoors, Agritourism, Events	\$55,000	\$110,000	\$165,000
	Special Event Partnership Marketing	\$24,000	\$48,000	\$72,000
	Google Ad Words	\$30,000	\$60,000	\$90,000

Marketing Consulting Services		\$36,450	\$72,900	\$109,350
		\$214,690	\$372,980	\$587,670
Advertising Offsets		\$20,000		
		\$15,000		
		\$179,690		
Additional Items for Discussion				
	Signature Event			\$100,000
		\$25,000	\$10,000	\$35,000

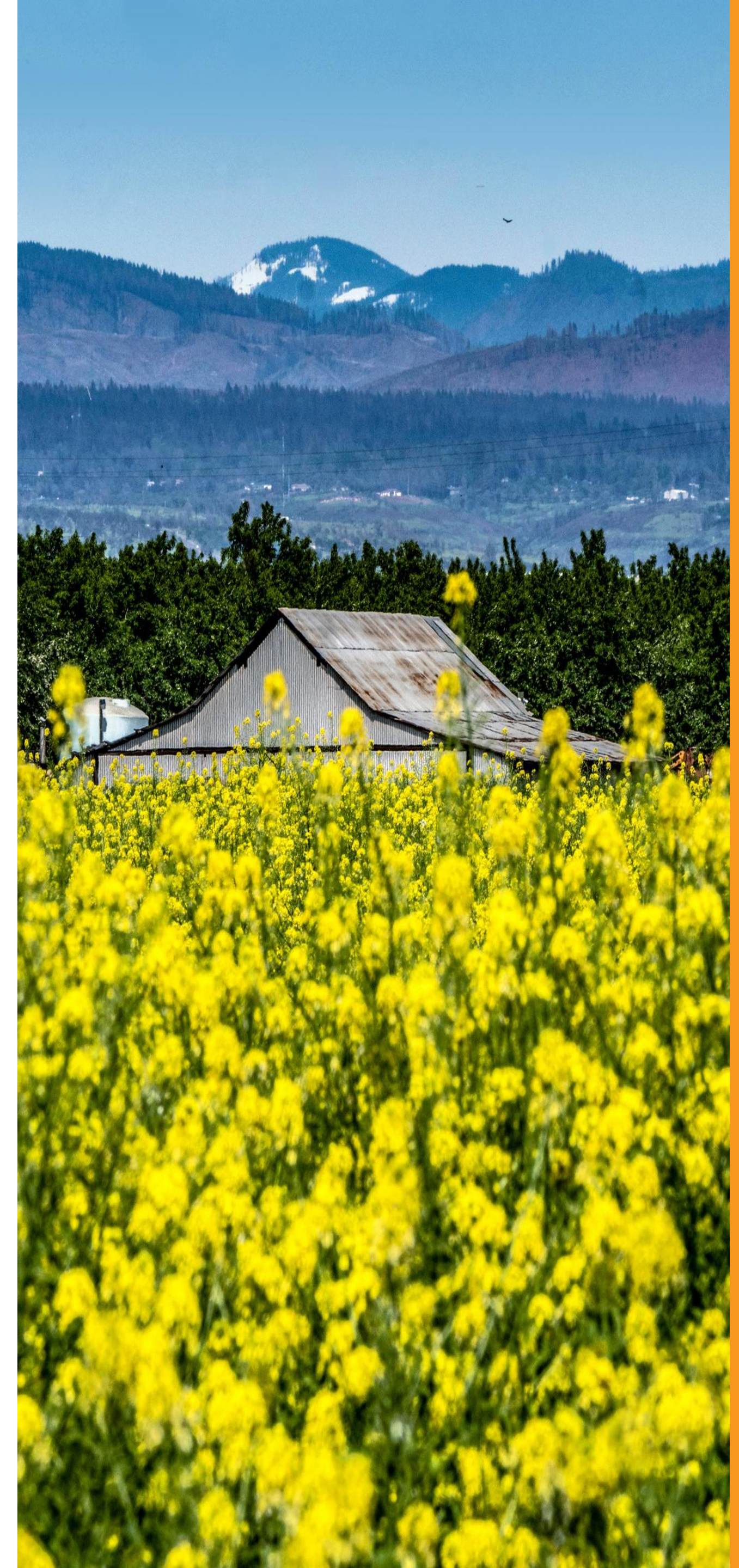


Explore Butte County Marketing Committee May 29, 2019

19/20 Marketing Plan
Signature Event
Visitor's Guide

MARKETING ENVIRONMENT

- Due to the series of natural disasters, Butte County is in a period of transition, rebuild and resilience.
- Several hotels contributing to the TOT have occupants who have been converted from guests to residential status and their stays are expected to be long-term. Available revenue from TOT is expected to be reduced through 2020.
- Lingering memories of international headlines of “Paradise Lost” supported by hundreds of thousands of crisis images and hundreds of video hours of the charred region have slowed the momentum of the EBC marketing efforts from pre-fire in 2018.
- Unique challenges and opportunities are present and available for a limited time. It is imperative that we acknowledge the infrastructure limitations, such as limited hotel accommodations, but also maximize the current interest and awareness of Butte County to leverage forward equity in travel and tourism activity.
- During this heightened awareness window, it is prudent to deliver timely, consistent, vibrant and relevant content through a variety of channels to replace visuals and messages of devastation with repair, vitality and beauty.



GOALS

1. Educate and engage potential visitors and key influencers with positive images and messages of Butte County.
2. Inspire year-round visitation, day trips and overnight lodging (when available) in Butte County. Feature shoulder seasons whenever possible and relevant.



STRATEGY

1. Strengthen Butte County brand identity and top of mind awareness
2. Increase positive content messages and visuals
3. Increase interest in Butte County as a visitor destination
4. Drive visits to the Explore Butte County website for trip-planning information
5. Direct web users to the Jackrabbit booking engine on the Explore Butte County website



TACTICS

- Identification and Asset Collection of Key Marketing Attributes of Butte County
- Content creation, cultivation and earned media
- Ongoing Website Improvements: JackRabbit, Landing Pages, Relevant/Vibrant Images, Updated Events and Additional Content
- Alliance with Visit California
- Launching The CTA - Certified Tourism Ambassador Program
- Alliance with key influencers and cornerstone events within the County



KEY PERFORMANCE INDICATORS

1. Increased Website Visitation, measured by an increase in:

- New visitors on Key Landing Pages/Content by 50 - 100%
- Email capture and requests for information
- Lodging inquiries and stays referred through JackRabbit
- Session duration

2. Increased Social Media Engagement, measured by an increase in:

- Followers, likes and shares on social media platforms to minimums
- Website visits and time spent on the website via social sourced traffic
- Content sharing - #CALove #ExploreButte #RoadTripRepublic

3. Increase Positive Earned Media and Engagement, measured by an increase in:

- Increased positive content and images about Butte County
- Increased mentions and engagement from key influencers and high profile personalities
- Improved sentiment about Butte County tourism attractions
- Increase referral traffic

4. Metrics Charts

https://docs.google.com/spreadsheets/d/18gIQhJiztO-qtq_nB1uzXlqcVOuESSbmLRGQbTBXJq8/edit?usp=sharing



AUDIENCE PROFILE DESCRIPTOR

Immediate Day Trip PR Opportunities

Educate and engage potential visitors and key influencers with positive images and messages of Butte County.

Audiences:

- Primary: Potential visitors within a 100 mile, day-trip radius of Butte County. Specific messaging based on audience profile/persona.
- Secondary: Key Influencers, strategic partners, media and potential visitors within a 200 mile, “road-trip” traveler.
- Tertiary: All tourists, business travelers, general consumers

As Hotel Occupancy Permits

Inspire year-round visitation, day trips and overnight lodging (when available) in Butte County.

Audiences:

- Primary: Potential visitors within a 200 mile, “road-trip” traveler.
- Secondary: Potential visitors within a 100 mile, day-trip radius of Butte County. Specific messaging based on audience profile/persona.
- Tertiary: All tourists, business travelers

Audience Profiles



AUDIENCE PROFILES

Adventure Seeker Outdoor Family

Interests: Outdoors
Hiking / Biking / Fishing /
Floating / Cycling

Target:

Millennials (Age 18–34) are the largest generation, cite “time for recreation” as a life priority, and value experiences over things.

Gen X’ers (Age 33–52) with kids claim “exploration with family is a key part of life”.

Arts/Culture

Interests: Arts and Culture
Parks / Walks / Museums

Target:

Age 21–34. Millennials. Those with “time for recreation” as a life priority, and value experiences over things.

Age 33–52. Gen X’ers. Time crunched, highly connected women who crave custom but easy solutions, and rely heavily on social networks.

Agritourist/Foodies

Interests: Food and Farmers
Farms / Restaurants
Craft Breweries /Wineries

Target:

Adults 25+. Multigenerational target is in search of the new agri-frontier. Food and beverage exploration is an integral part of their destination planning

Travelers go to the source to discover food, drink and locally grown/made products.

NEW AUDIENCE PROFILE

Business Travelers Outside Rebuilders

Interests: Work-life / Play Extensions

Targeted Age: Adults 25

Opportunities and recommendations to Explore Butte County beyond their intended purpose. Surprise and delight those travelers who pass through Butte County with reasons to visit again.



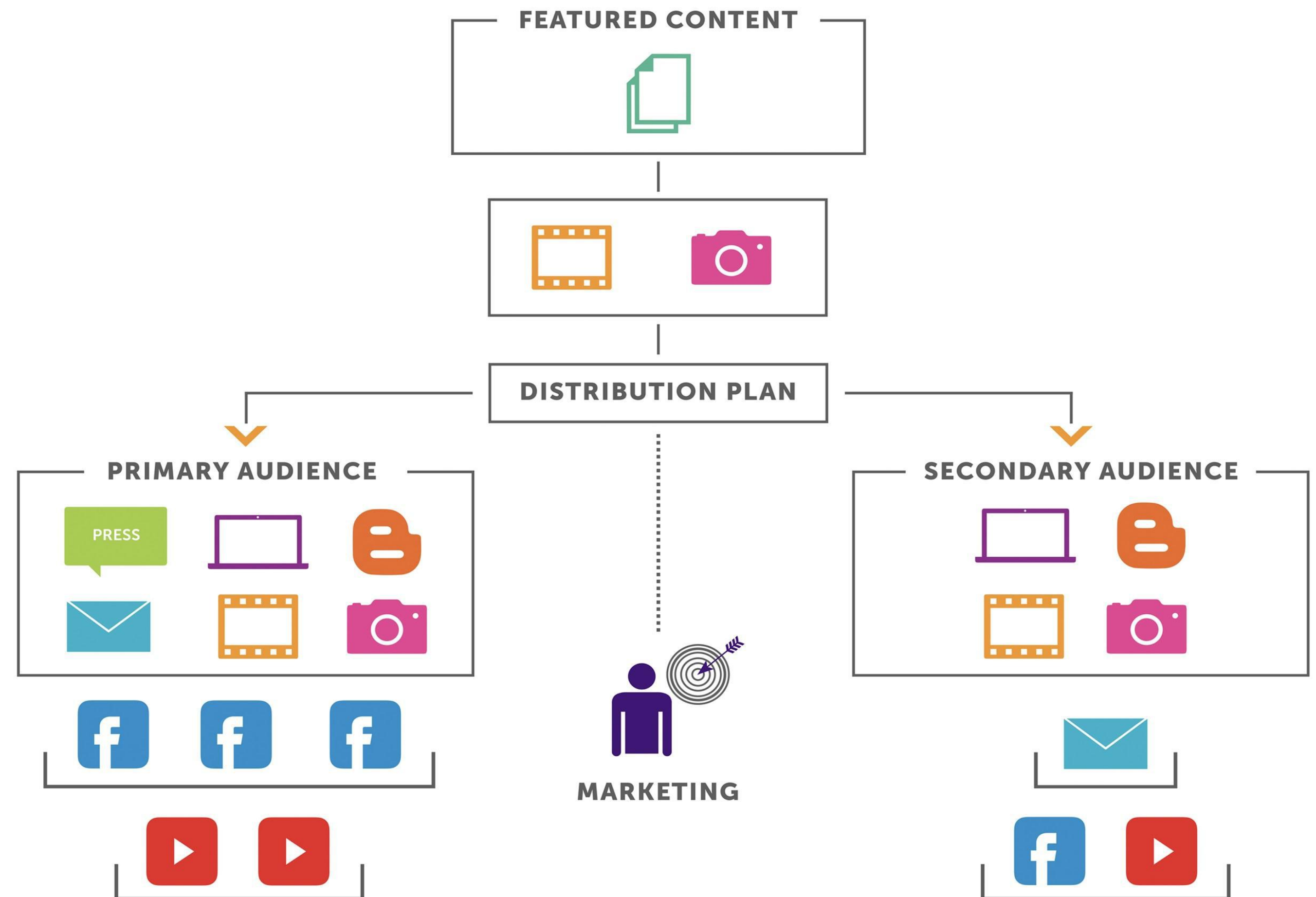
CONTENT

Create an 18 month content calendar based on one theme per month.

- Topic
- Featured Messages
- Call to Action

Add relevant Images for CTA specific target audience.

Rethink
Redirect and
Reposition as needed.



CREATIVE STRATEGY



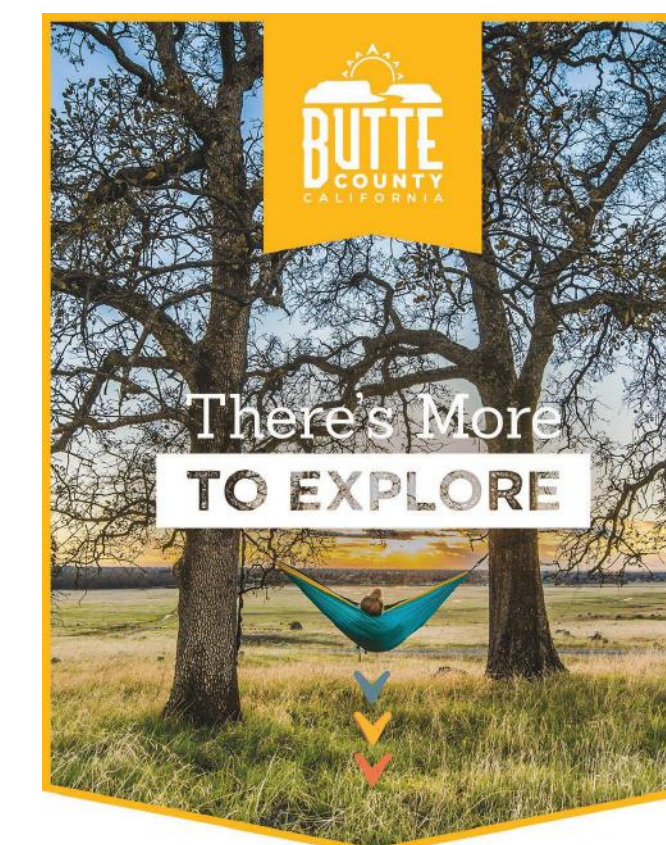
There's More To Explore.
Pace Yourself.



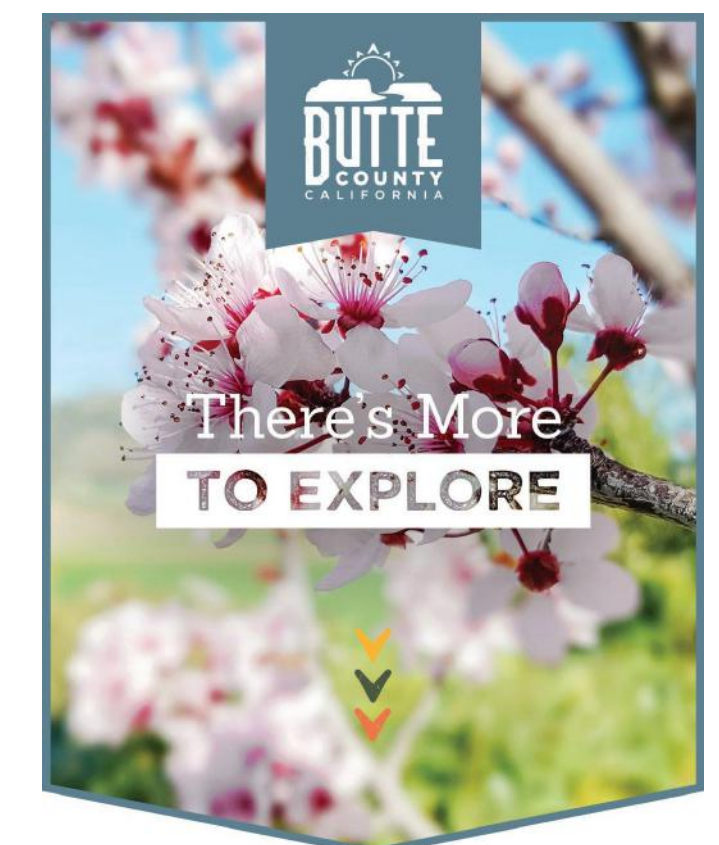
ExploreButteCounty.com



ExploreButteCounty.com



ExploreButteCounty.com



ExploreButteCounty.com

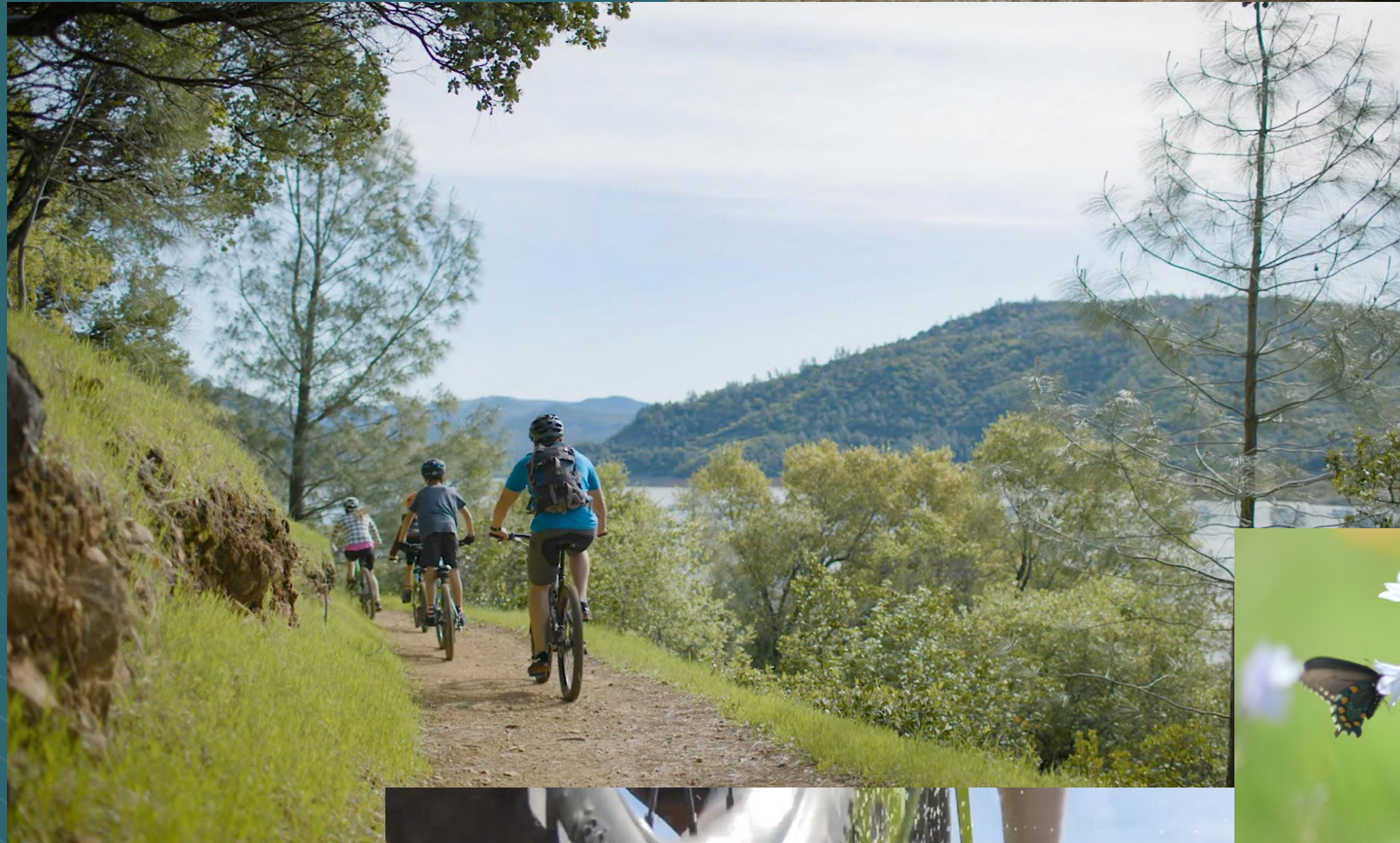
WILDFLOWER EVENT



CYCLING SHOOT

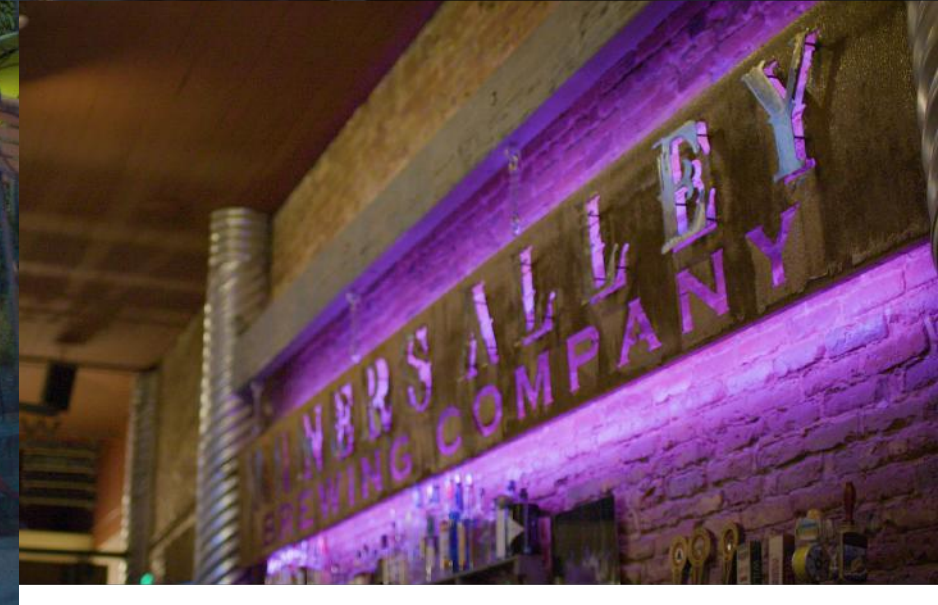


MTB/GRAVEL SHOOT



Lake Oroville
Pace Yourself.

MTB/GRAVEL SHOOT



Feather Falls Trail
Pace Yourself.

CREATIVE STRATEGY

Bolster creative production ability by feeding the content beast!

1. Build asset library in areas where we need to better represent key marketing attributes with planned shoots and event coverage.
2. Develop key content developer relationships to leverage existing user generated content.

FISHING

WATERSPORTS

ARTS &
CULTURE

DINING

EVENTS

CREATIVE STRATEGY

FISHING

WATERSPORTS



SHOOT 1 - THREE DAYS

- DAY 1
 - Early morning fishing at Feather River
 - Evening Boat Fishing at Lake Oroville
- DAY 2
 - Boating at Lake Oroville
 - Jet skiing, water skiing, family floating
- DAY 3
 - Rowing at the Forebay
 - Sailing, Paddleboarding, Kayaking

CREATIVE STRATEGY

ARTS &
CULTURE

DINING



SHOOT 2 - TWO DAYS

Strategically plan this shoot around arts and cultural events occurring in the region to increase fanfare available to shoot.

- DAY 1
 - Breakfast dining at Chico restaurant
 - Glass Blowing Tour
 - National YoYo Museum
 - Explore Bidwell Mansion
 - Dinner & Cocktails at notable restaurant
- DAY 2
 - Breakfast dining at Oroville restaurant
 - Chinese Museum Tour
 - Antiques Shopping
 - Dinner at Oroville Restaurant

CREATIVE STRATEGY

EVENTS



PRIORITY EVENT COVERAGE

Deploy a SWAT team of content creators to 3-5 priority events to capture the vibe and create assets for promotional and social use.

The teams will capture still and video assets as well as write narratives about the exciting activities.

- Paradise Chocolate Festival
- Snow Goose Festival
- California Nut Festival
- Johnny Appleseed Days
- Arts Stroll
- Other outdoor activity events to be prioritized covering Fishing, Boating/Rowing/Sailing or Mountain Biking

Content - Earned Media

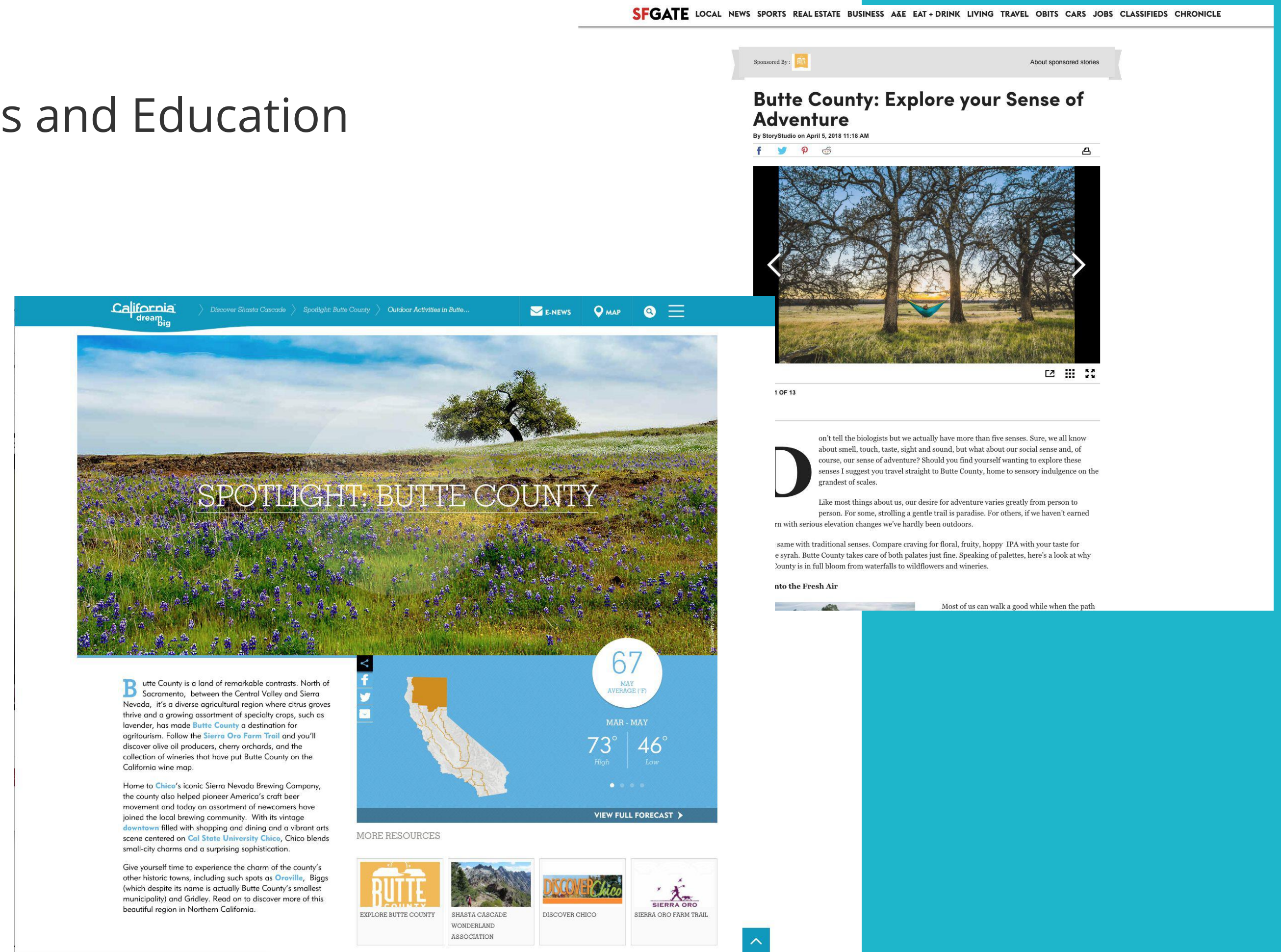
Explore Butte County Brand, Image, Awareness and Education

Creation

- Internal Content Creation - Calendar
- User Generated Content - Organic
- Special Event Partnerships - State Fair

Distribution and Engagement

- Website
- Special Events
- Story Pitching/Proactive Inclusion
- Social Media
 - UGC/Influencer Organic
- Partners
- Ambassador Outreach



Content - Owned Media

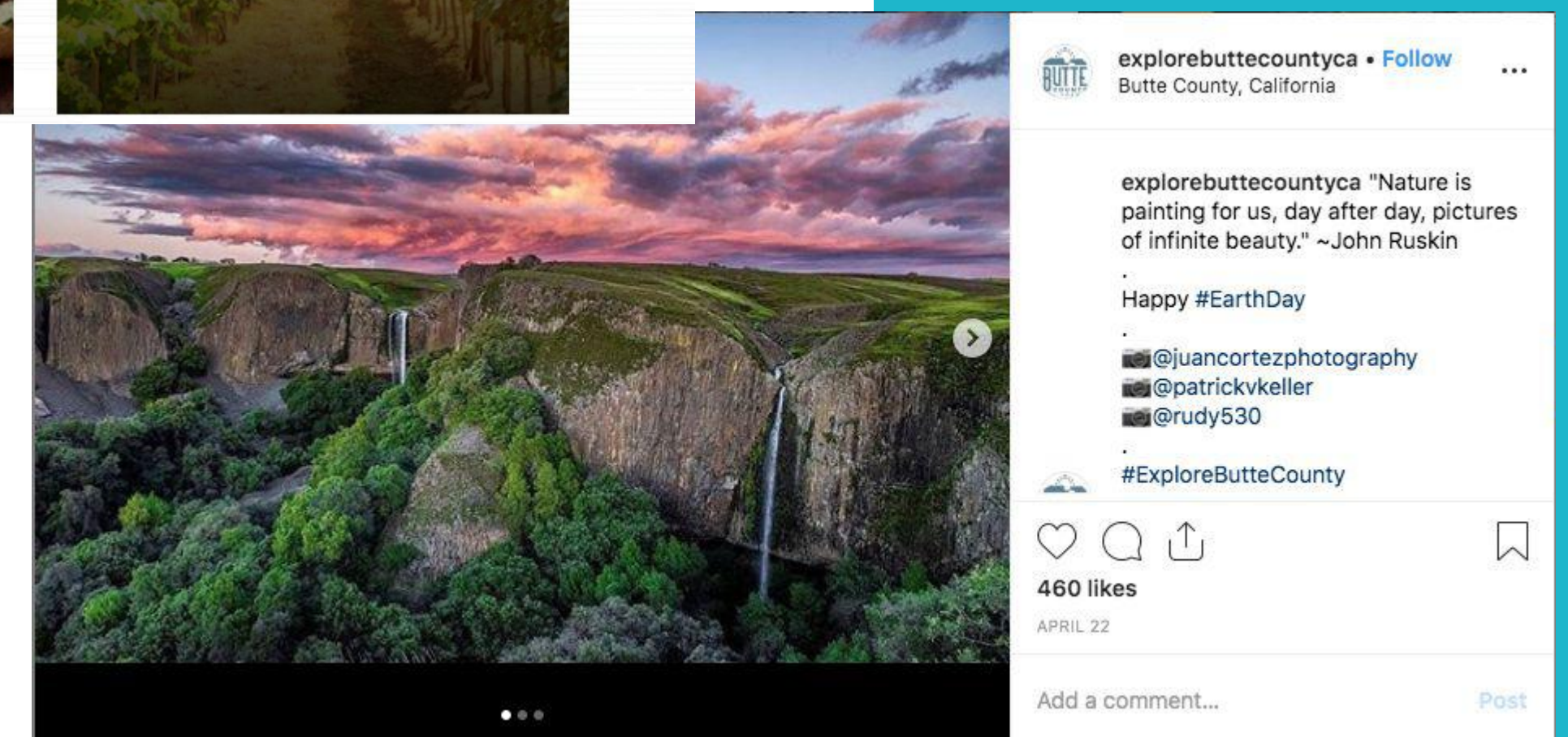
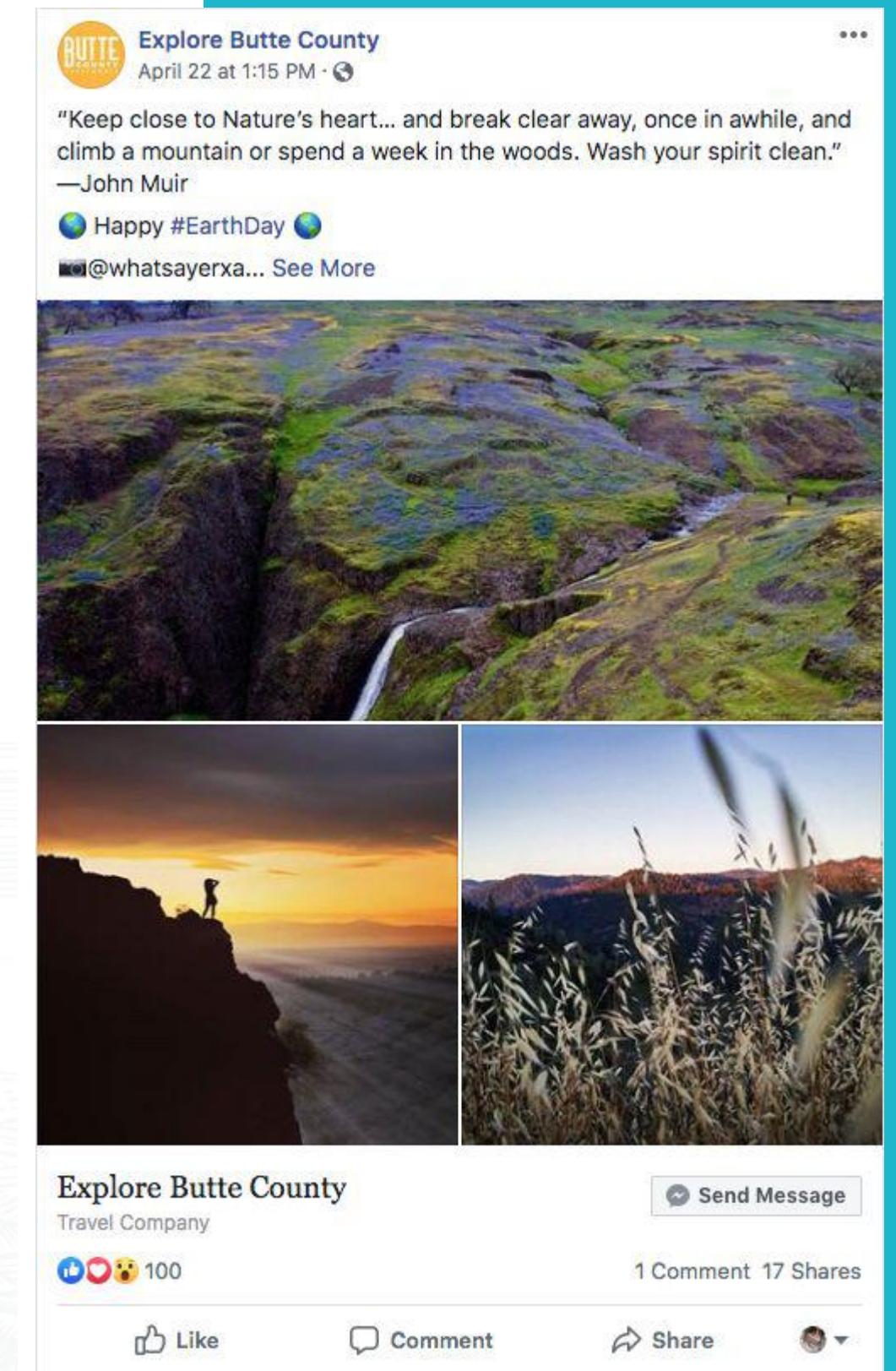
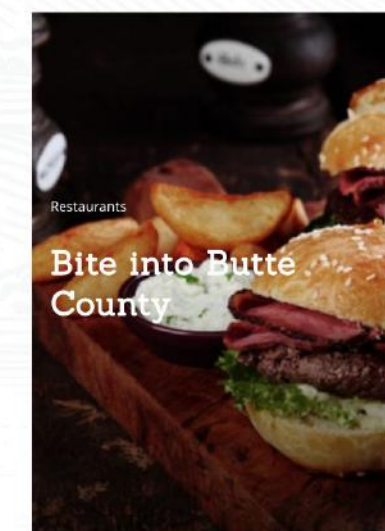
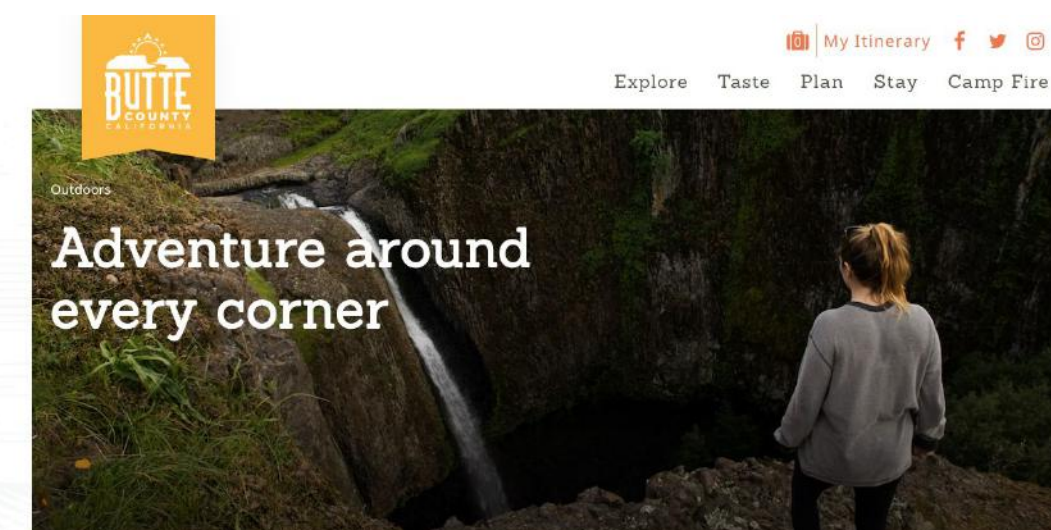
Explore Butte County Brand, Image, Awareness and Education

Creation

- Internal Content Creation - Calendar
- User Generated Content Enhanced - Organic
- Certified Tourism Ambassador Program

Distribution and Engagement

- Website
- Visitor's Guide
- Special Events
- Social Media - EBC
- Partners
- Ambassador Outreach
- Newsletter



Content - Paid Media

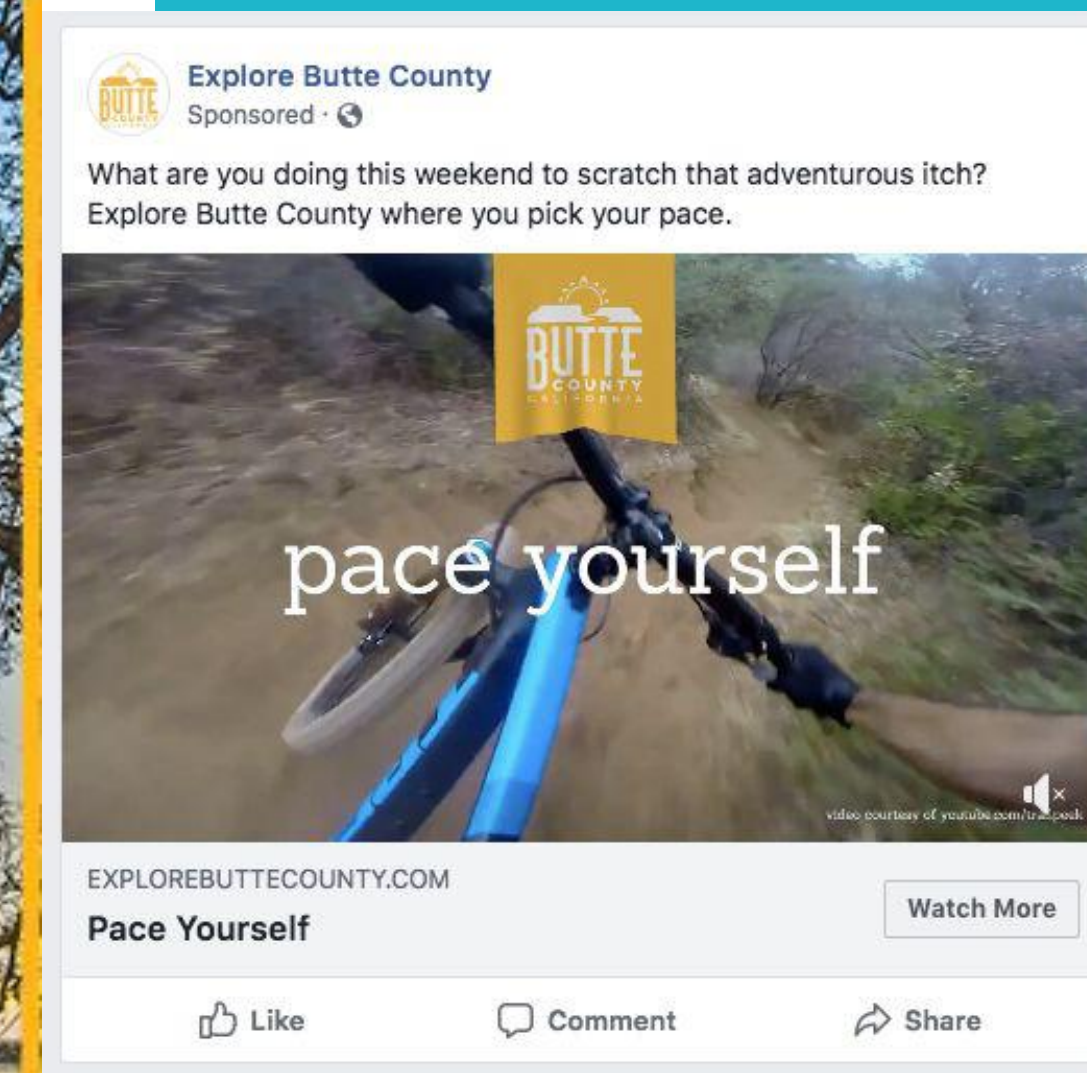
Explore Butte County Brand, Image, Awareness and Education

Creation

- Marketing Creative
 - Print, Video, Digital, Broadcast, OOH, Social

Distribution and Engagement

- EBC Marketing Campaign
- Paid Placement in Publications/Media
- Partnership Events
- Paid Social/Digital Placements
- Influencer Placements





Explore Butte Proposed Calendar

<https://docs.google.com/spreadsheets/d/14lw8FPkfJ1a6252oHPpN5WraJL1TXweSWn68JYpALA/edit?usp=sharing>

	Details	Jul 2019	Aug 2019	Sept 2019	Oct 2019	Nov 2019	Dec 2019	Jan 2020	Feb 2020	Mar 2020	Apr 2020	May 2020	June 2020	July 2020	Aug 2020	Sept 2020	Oct 2020	Nov 2020	Dec 2020
Content/ Web/ Social/ PR	Various Audience																		
Ad Words/PPC	Various Audiences																		
Certified Tousim Ambassador	Various Audiences																		
Agritourism (AT)																			
Campaign Messaging	Meet the Farmer																		
Arts/Food/Culture (AC)																			
Audience	Adults 25+																		
Campaign Messaging	TBD																		
Media Flight																			
Adventure Seeker (AS)																			
Audience	Millenials 18 - 34																		
Campaign Messaging	Savor the Pace																		
Media Flight																			
Outdoor Family (OF)																			
Audience	Gen X'ers 33 - 52 w/kids																		
Campaign Messaging																			
Media Flight																			
Bleisure (BL)																			
Audience	Adults 25+																		
Campaign Messaging																			
Media Flight																			
Local Campaign Support (LC)																			
Audience																			
Campaign Messaging	Events for Local Audience																		
	Events for Tourism Audience																		
Media Flight																			
EBC Signature Event	TBD - Proposed Dates																		
Key Regional Events (RE)																			
Highlighted Events To Be Supported By EBC marketing. Social, media and/or strategic planning.		Chico Thursday Night Market	Move-In @ Chico State	Gold Cup Races	SOFT Passport Weekend	Fall in Love w/ Oroville (NEW)	Parade of Lights	Restaurant Week	Arts & Culture Stroll	Bidwell Classic (Marathon)	California Nut Festival	Paradise Chocolate Fest	Great Race	Chico Thursday Night Market	Move-In @ Chico State	Gold Cup Races	SOFT Passport Weekend	Fall in Love w/ Oroville	Parade of Lights
		Fireworks	Berry Creek Berry Festival	Oktoberfest	Johnny Appleseed Days	Almond Bowl		Snow Goose Festival	Velo-LOVE ride	Chico Stage Race	Wildflower Century	Feather Fiesta Days	Threshing Bee	Fireworks	Berry Creek Berry Festival	Oktoberfest	Johnny Appleseed Days	Almond Bowl	
		Slice of Chico	Chico Concours d'Elegance	Salmon Festival	Oktoberfest					Tour d'Ed	Gold Nugget Days	Silver Dollar Fair	Olive Festival	Slice of Chico	Chico Concours d'Elegance	Salmon Festival	Oktoberfest		
			Chico Thursday Night Market	Taste of Chico	Chico Experience Week						Spring YoYo Contest	Beer Camp			Chico Thursday Night Market	Taste of Chico	Chico Experience Week		
			Chico Thursday Night Market								Chico Thursday Night Market	Chico Thursday Night Market	Chico Thursday Night Market			Chico Thursday Night Market			
													Bikes & Beers						

Explore Butte County Proposed Marketing Calendar 2019

	Details	Jul 2019	Aug 2019	September 2019	October 2019	November 2019	December 2019
Content/ Web/ Social/ PR	Various Audience						
Ad Words/PPC	Various Audiences						
Certified Tousim Ambassador	Various Audiences						
Agritourism (AT)							
	Campaign Messaging Meet the Farmer						
Arts/Food/Culture (AC)							
	Audience Adults 25+						
	Campaign Messaging TBD						
	Media Flight						
Adventure Seeker (AS)							
	Audience Millenials 18 - 34						
	Campaign Messaging Savor the Pace						
	Media Flight						
Outdoor Family (OF)							
	Audience Gen X'ers 33 - 52 w/kids						
	Campaign Messaging						
	Media Flight						
Bleisure (BL)							
	Audience Adults 25+						
	Campaign Messaging						
	Media Flight						
Local Campaign Support (LC)							
	Audience						
	Campaign Messaging Events for Local Audience						
	Events for Tourism Audience						
	Media Flight						

Explore Butte County Proposed Marketing Calendar 2020

	Details	January 2020	February 2020	March 2020	April 2020	May 2020	June 2020	July 2020	August 2020	September 2020	October 2020	November 2020	December 2020
Content/ Web/ Social/ PR	Various Audience												
Ad Words/PPC	Various Audiences												
Certified Tousim Ambassador	Various Audiences												
Agritourism (AT)													
	Campaign Messaging Meet the Farmer												
Arts/Food/Culture (AC)													
	Audience Adults 25+												
	Campaign Messaging TBD												
	Media Flight												
Adventure Seeker (AS)													
	Audience Millenials 18 - 34												
	Campaign Messaging Savor the Pace												
	Media Flight												
Outdoor Family (OF)													
	Audience Gen X'ers 33 - 52 w/kids												
	Campaign Messaging												
	Media Flight												
Bleisure (BL)													
	Audience Adults 25+												
	Campaign Messaging												
	Media Flight												
Local Campaign Support (LC)													
	Audience												
	Campaign Messaging Events for Local Audience												
	Events for Tourism Audience												
	Media Flight												

Explore Butte County Proposed Marketing Calendar 2019 - 2020

	Details	Jul 2019	Aug 2019	Sept 2019	Oct 2019	Nov 2019	Dec 2019	Jan 2020	Feb 2020	Mar 2020	Apr 2020	May 2020	June 2020	July 2020	Aug 2020	Sept 2020	Oct 2020	Nov 2020	Dec 2020
EBC Signature Event	TBD - Proposed Dates				EBC Signature Event						EBC Signature Event						EBC Signature Event		
Key Regional Events (RE)																			
Highlighted Events To Be Supported By EBC marketing. Social, media and/or strategic planning.		Chico Thursday Night Market	Move-In @ Chico State	Gold Cup Races	SOFT Passport Weekend	Fall in Love w/ Oroville (NEW)	Parade of Lights	Restaurant Week	Arts & Culture Stroll	Bidwell Classic (Marathon)	California Nut Festival	Paradise Chocolate Fest	Great Race	Chico Thursday Night Market	Move-In @ Chico State	Gold Cup Races	SOFT Passport Weekend	Fall in Love w/ Oroville	Parade of Lights
		Fireworks	Berry Creek Berry Festival	Oktoberfest	Johnny Appleseed Days	Almond Bowl		Snow Goose Festival	Velo-LOVE ride	Chico Stage Race	Wildflower Century	Feather Fiesta Days	Threshing Bee	Fireworks	Berry Creek Berry Festival	Oktoberfest	Johnny Appleseed Days	Almond Bowl	
		Slice of Chico	Chico Concours d'Elegance	Salmon Festival	Oktoberfest					Tour d'Ed	Gold Nugget Days	Silver Dollar Fair	Olive Festival	Slice of Chico	Chico Concours d'Elegance	Salmon Festival	Oktoberfest		
			Chico Thursday Night Market	Taste of Chico	Chico Experience Week						Spring YoYo Contest	Beer Camp			Chico Thursday Night Market	Taste of Chico	Chico Experience Week		
				Chico Thursday Night Market							Chico Thursday Night Market	Chico Thursday Night Market	Chico Thursday Night Market			Chico Thursday Night Market			
													Bikes & Beers						

Media Delivery - Typical Lead Campaign



No Outbound Display/No Broadcast

Media Delivery - Event Campaign



Carousel

In-Video



Video

**Delivered via
Youtube &
other pre-roll**

Paid Social / Paid Broadcast

Signature Event

Event and Festival Benefits:

- Increasingly popular in rural areas as a means to revitalize local economies.
- Can attract tourists and visitors at regional, national and international level.
- Play important roles in destination development, image makers, animators of static attractions, and catalysts for other developments.
- Events help to capture attention and promote attractions and infrastructures. They make it possible to maximize and rationalize the use of certain spaces.
- Provide opportunities for participation, skills development, volunteering and social, cultural economic and environmental developments.
- Research shows that the more involved local people and suppliers are in terms of provision of services, food, beverages, and attractions, the greater the economic benefits to the region.

Source:

Impacts of community events and festivals on rural places. Alberta Calanda.

[https://www1.agric.gov.ab.ca/\\$Department/deptdocs.nsf/all/csi13702/\\$FILE/Community-events-and-festivals.pdf](https://www1.agric.gov.ab.ca/$Department/deptdocs.nsf/all/csi13702/$FILE/Community-events-and-festivals.pdf)

Festivals and events have impacts that go well beyond what can be measured in economic terms.

They contribute to the quality of life by strengthening communities, providing unique activities and events, building awareness of diverse cultures and identities, and acting as a source of community pride.

Event and Festival Realities:

- Events are beneficial to a region and its tourism industry, although the cost at which they are obtained must be justified.
 - These impacts differ due to the size and scale of the event ranging from a local community based event such as an art show to a mega-event, such as the Olympics.
- They can make a significant contribution for rural development with strategic planning, well-defined goals, local level partnerships and funding.
 - However rural communities often organize tourism events to inject cash into their economies. This cash is not enough to achieve comprehensive rural economic development.
 - Events assist the tourism businesses of the region but are not enough to revive the entire economy.
- Hosting a festival is not without risks and costs. While a successful event enhances a community's reputation, a less-than-successful effort (or outright failure) does just the opposite.

Signature Event Next Steps:

1. Identify the Why

2. Determine Goal

- Awareness
- Social Benefit
- Innovation
- Inspire Change
- Build Community
- Other

3. Cost Considerations/Largest Costs

- Strategic Planning
- Event Management
- Entertainment/Event Hard costs
- Printing - Signage, Wayfinding Signs, Sponsorship Packets, Tickets
- Venue Costs - Beyond land/Building, tents, restrooms, waste removal, water, traffic controls

4. Determine Feasibility, Draft Plan - \$10,000 - \$15,000 depending upon event criteria



WANDERLUST



PRACTICE | LISTEN | TASTE
LEARN | EXPLORE





Explore Butte County
P.O. Box 2154
Chico, CA 95927

ExploreButteCounty.com

Board of Directors

Brooke Isenberg
Chico - Vice President

Bruce Spangler
Oroville - President

Dori Franklin
Chico - Secretary

Haroon Saddique
Paradise

John Pearson
At Large

Kiran Paragji
Oroville

Mohammad Billah
Chico

Nicole Johansson
At Large

Advisors to the Board

Debbie Collins
Chico

Downtown Chico
Business Assn.
Chico

Evie Cameron
Paradise

Heather MacDonald
*Unincorporated
County*

Jennifer Leonard
*Unincorporated
County*

Melissa Schuster
Paradise

Tony Catalano
Oroville

EXPLORE BUTTE COUNTY – MARKETING COMMITTEE MEETING

EBC Office – 326 Huss Drive, Chico, 95928

Small Board Room

Wednesday, June 26, 2019

12:00pm -1:00pm

MINUTES

PURPOSE: The Marketing Committee meets to review and recommend overall marketing budget and strategy for Explore Butte County.

COMMITTEE MEMBERS: Nicole Johansson (chair), Bruce Spangler, Dori Franklin, John Pearson, Melissa Schuster, Jennifer Leonard, Tony Catalano

Present: Nicole Johansson, Dori Franklin, John Pearson, Melissa Schuster, Jennifer Leonard, Carolyn Denero, Ashley Baer, Shelly James and Casey Catlett (via conference line)

AGENDA – [Presentation Deck](#)

1. Content Strategy (15 min) [Link to Document](#)
 - a. 18-month calendar review and approval. Review of calendar that includes paid placement and the corresponding content/earned pieces that the month will follow. Only reviewed the content for the next 6 months – will review and approve the 2020 calendar at a later meeting.
 - i. The “bleisure” campaign has been pushed a month later so it corresponds with the launching of the visitor’s guide.
 - b. As this was the first real look the committee has had at the full plan, they will review further and follow up with any questions/concerns. At this time, proposal looks good as does the content calendar.
2. Creative Review (40 min)
 - a. Printed collateral. [Link to Feedback Document.](#)

- i. Butte County map. [PDF of map.](#)
 - 1. The first version of the EBC map has already been printed and 1,100 have been distributed – half of that lot was given to Chico State for summer orientation packets.
 - 2. Committee asked to review the map and give input on what needs to be added for version 2 printing. Committee asked to make suggestions by Friday, 6/28 so they can be printed for State Fair.
- ii. Persona rack cards. Final review.
[Beer Lover pdf.](#) [Casual Adventurer pdf.](#)
[Getaway Artist pdf.](#) [College Connection pdf.](#)
[Agrifoodie pdf.](#)
 - 1. These follow each persona and are a quick glance for each persona. These are the final version. Ask the committee to take one last review by Friday, 6/28, so they can be printed for State Fair and distribution to lodging properties.
- iii. Visitor Guide
 - 1. Creative of layout. [PDF of design deck.](#)
(This is not final – but a good representation of various page layouts. Viewable for progress of project.)
 - a. Review the key design elements of the guide. A lot of design has gone into the guide. Bold fonts, brand color usage, photo-forward everywhere. Limited advertisements – very curated.
 - b. Feedback – don't use the outline headlines, hard to see.
 - c. Suggestions for final cover artwork include Table Mountain or the girl in the hammock – make the activity accessible.

- d. It looks great!
- 2. Content outline. Content Feedback Document.
 - a. Discussion about the content in the sections of the guide.
 - b. Key things discussed specifically during meeting:
 - i. Limited advertising opportunities. Curated and styled to fit the EBC aesthetic. There will be equal opportunity for businesses to buy in – but it will be a first-come, first-served situation. Once the ads are filled, it will be closed.
 - ii. Three directories to be included will be lodging, restaurants, and event venues.
 - iii. Celebrity input for the “why I love living” in my city
 - c. Asking for committee input on content suggestions by Friday, 6/24. This will allow us to assign content to our writers and photographers.
- iv. Approval of advertising creative for 3rd quarter, based on calendar created by PCI.
Review Presentation Deck.
 - 1. Review of Outdoor Adventure creative for July and August. This is the :15 video of the family biking. Will land on outdoor adventure landing page.
 - 2. Review of Agritourism ad for August. This was created with voice over by Berton Bertagna.
- 3. Additional Projects (5 min)



- a. Visit California visitor guide for 2020. Potential for co-op ad.
 - i. EBC has been given a 30% discount to purchase a full-page ad in the 2020 California Visitor Guide. Total cost (before creative) is \$30,173. Includes digital views and lead generation. Committee agrees we should proceed with the commitment and create a co-op opportunity with partners. Creative will be of a “road trip” through the county, those partners can pay between \$1,700 – \$4,500 to participate. As added value, that ad will be included in the EBC Visitor’s Guide.
- b. Filming in July.
 - i. PCI will be filming family water sports in Butte in mid-July.
 - ii. Have decided to remove a white water asset collection by PCI in favor of the “bleisure” assets.
 - 1. Bleisure will show 3 business/working people in Butte coming into their hotel then walking out and taking advantage of a leisure activity.
- c. Etc.
 - i. Discussed the Chico State Move-In campaign. Per information from University staff, makes more sense to target families around/after parent’s weekend in October. Decision to geo-fence Chico State, downtown Chico and the hotels during move-in week, then again during parent’s weekend. Cache that information and then feed them “come back” ads mid-October.

Adjourn Meeting



POSITION DESCRIPTION

FOR: Explore Butte County

POSITION: Administrative Assistant / Project Manager or Marketing Administrative Assistant

REPORTS TO: Executive Director

SALARY RANGE: \$16.00 – \$18.00 hourly, non-exempt

HOURS: full-time, 32-40 hours per week, variable

Join Our Team

Explore Butte County (EBC) is the destination marketing organization, established in November of 2015, to oversee the management of the Butte County Tourism Business Improvement District (BCTBID). EBC has been entrusted to create and implement a marketing strategy and plan to position Butte County as a year-round destination by attracting visitors, increasing lodging occupancy rates and tourism spending, and maximizing the number of off-season and return-visitor trips.

EBC is excited to open the recruitment for a full-time staff member to join the team. The **job title** will be responsible for supporting the marketing staff with tasks like attending representing EBC at events, organizing events, project management, data entry and administrative duties all while maintaining the EBC brand. The ideal candidate will be a self-starter with a friendly, hospitality-oriented philosophy. They must be detail oriented and feel comfortable working in a small-office setting with the willingness to work flexible hours and extra time as needed with minimal oversight. This position is in a fast-paced environment with ever-evolving priorities. If you are passionate about living and working in Butte County and have the experience detailed below, please apply now – this is a great opportunity and get in on the ground floor of this exciting organization!

Duties & Responsibilities

- Administrative tasks
 - Answer all incoming phone calls and direct them to the correct party.
 - Manage the contact@explorebuttecounty.com email box with timely reply and accurate information.
 - Office organization, including ordering office supplies, ordering event supplies, managing EBC giveaways, maintaining inventory, and creating tracking systems for trade show items.
 - Data entry for customer relationship management software and contacts.
 - Scheduling board committee meetings and taking meeting minutes.
 - Maintaining all posting requirements per the Brown Act.
 - Creating and distributing monthly stakeholder direct-to-consumer newsletter with input from Executive Director and Marketing Communications Coordinator (MCC).
 - Manage billing for co-op advertisements, and partner paid programs.

- Certified Tourism Ambassador (CTA) Program
 - Coordinates with event venue for CTA training days.
 - Manages all elements of set up, food and beverage, and clean up for each CTA training.
 - Prepares all CTA pre-read materials and mails in timely fashion.
 - Coordinates quarterly “field trips” and specials/perks for ambassadors.
 - Supports MCC with all additional aspects of CTA program as required.
- Campaign Coordination
 - Manage large campaign calendars and keep staff on track for deadlines.
 - Example of campaigns would include State Fair, Restaurant Week, FAM itineraries
 - Manage partner relationships during campaigns.
- Street Team Duties
 - Attend sponsored events with EBC booth to answer questions about Butte County, hand out visitors guides, and collect email addresses.
- Other duties as assigned.

Education/Experience:

Required:

- Minimum of high school diploma or GED, bachelor’s degree preferred.
- 2-3 years of administrative experience in a fast-paced environment.
- Must be self-directed and pro-active; should present solutions with all challenges.
- Polished and professional demeanor while also approachable and collaborative.
- Exceptional written, verbal, and interpersonal communication skills.
- Must be detail oriented to ensure accurate deliverables, and able to take initiative to meet deadlines.
- Must have experience managing multiple tasks and projects in various stages of development and implementation.
- Must be proficient with MS Word, Excel, PowerPoint, Google Suite.



Downtown Chico Business Association

Economic Development/Tourism/ Placemaking Events

The Downtown Chico Business Association is a strong marketing and advocacy organization that supports a downtown environment that will flourish and prosper into the future. We strive to cultivate downtown into a consistently *safe, clean, and friendly* community center for everyone to enjoy. With its variety of unique businesses and fabulous dining establishments, our top priority is to ensure that everyone has a good experience in Downtown Chico, night or day, and that they will return to shop, dine, play and stay.

The Downtown Chico Business Association produces events that create social life in public spaces, contributing fundamentally to the quality of life and culture in Chico. DCBA is committed to creating events that encourage and facilitate civic engagement and community interaction, the outcome of which encourages people to feel a sense of ownership and connectedness to Chico. Our events have become an anticipated part of the “Chico Experience”. People travel from all over the region to attend our more than 60 events annually in Downtown Chico.

There was a time not too long ago when economic development was considered by many a subject with little or no intersection with downtown management and placemaking. That sentiment is gone. Today, both the downtown management and traditional economic development world agree—placemaking – creating a sense of place is an essential aspect of a competitive community economic development strategy.

Our goals include:

- 1) Improve downtown experience for customers, employees and visitors through improved safety and appearance
- 2) Increase profile of DT as a premier regional destination to attract a quality visitor, customer, tenant and resident base
- 3) Organize, sustain and support signature events, activities, art and music in the Downtown District
- 4) Enhance overall economic activity in downtown. Increase occupancies by identifying gaps in the types of businesses located DT
- 5) Attract businesses and private investment, including residential development

We are working to articulate our goals, prioritize ongoing, current and future initiatives, and formulize a Marketing & Media Plan that integrates robust digital marketing strategies. We currently have a separate digital marketing plan defining transformation needed and making the case for investment and changes, moving to an integrated digital plan which is part of our overall marketing plan.

The DCBA is using digital media effectively and we are getting great results from our search, email and social media marketing. At the same time, we are missing opportunities for better targeting and optimization.

The marketing objectives are divided into three primary channels, each of which has a distinct purpose, but functions in tandem with the others to achieve the organization's overall objectives. The three channels are: Member Outreach & Communication; Community Events & Promotions, and Advertising & Public Relations.

A snapshot of recent successes and ongoing initiatives.

- \$408,155 in annual revenues
- 425 members
- A well-designed and efficient website -- www.downtownchico.com – designed to help grow downtown businesses by marketing to both visitors and locals, and amplify the message of our members - with free micro sites to all members – includes Google Text Ads, Google Remarketing, Video and is sustained by website sponsors -
- Two large-scale fundraising events -- Taste of Chico and Thursday Night Market (six months) – are produced each year to generate a combined 76% of the organization's annual operating budget
- Six successful placemaking promotional events are produced annually -- Slice of Chico Sidewalk Sale, Art & Wine Walk, Harvest Sidewalk Sale, Treat Street, Christmas Preview and Restaurant Week
- The DCBA Actively creates *sense of place* with "gifts to the community" events, such as Friday Night Concerts and Community Tree Lighting
- Collaborative advertising campaigns promoting Downtown Chico on behalf of the membership are developed and executed – example: EBC/Restaurant Week and The Great Race

The DCBA's marketing budget is very limited, so the marketing program must be efficient and highly targeted. Our marketing focus has been to concentrate first and foremost on refining current marketing activities to maximize effectiveness and return, while utilizing as much as possible existing staff, resources and budget dollars. We certainly welcome support and are interested in partnering with Explore Butte County in a partner/sponsor capacity in advertising messaging.

Finally, the board and staff and promotional committee are continually open to new marketing ideas and activities that meet the needs of the organization and its members and keep the Downtown Chico brand fresh and energized.