

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**

City of Chico (Chico)
 DCBA (Chico)
 Evie Cameron (Paradise)
 County of Butte (County)
 Jennifer Leonard (County)
 Melissa Schuster (Paradise)
 Chico Velo (Countywide)
 Tony Catalano (Oroville)

REGULAR EXPLORE BUTTE COUNTY BOARD MEETING AGENDA – March 12, 2020

ANNUAL MEETING – REGULAR 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 January 9, 2020

2.2 Approval of January and February 2020 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 COVID-19 UPDATE AND RESOURCES

COVID-19, as a novel virus, has been a topic of world-wide discussion. Many are cancelling their travel plans, or postponing them, because of information about the virus. For California, the major impacts have been felt in gateway cities who typically welcome international travelers. Most large DMOs are pivoting their messaging to focus on domestic travel until international travel returns. Butte County, as of the preparation of this agenda, does not have any confirmed cases of COVID-19. An updated list of resources and best sources of information is included in the board packet. EBC staff will be creating a page on the EBC website to share these resources and messaging about visiting Butte County.

Recommendation: *Is there additional direction the Board would like to provide staff?*

4.2 CONSIDERATION OF FINANCIAL POLICY UPDATES

Explore Butte County has expanded staffing and operations per strategic planning. There is a need to continue to build clearer financial policies and procedures to protect the organization and the staff.

Denero would like the board to consider a credit card policy for staff members. Currently EBC has one credit card, in Carolyn Denero's name, and all staff use the card for purchases per the purchasing policy. For clearer tracking and transparency, a new policy for staff credit cards with a limit of \$2,500 per month per employee is being proposed.

Recommendation: *Adopt the credit card policy as presented with card limits of \$2,500 per staff member per month. All purchases will be within the current purchasing policy.*

4.3 VARIANCE REPORT

Review variance reports for January and February 2020.

Recommendation: *No recommendation, reporting purposes only.*

4.4 ZONE MARKETING RECAP FROM 2019

In 2019 \$79,150 was spent toward zone marketing. A recap of the funding is included in board packet. Grantees have been asked to present their recap to the board of directors.

Recommendation: *No recommendation, reporting purposes only.*

4.5 CONSIDERATION OF ZONE MARKETING PROPOSAL FROM DOWNTOWN CHICO BUSINESS ASSOCIATION

Explore Butte County granted the Downtown Chico Business Association (DCBA) a \$30,000 zone marketing grant in 2019 to support the marketing initiatives of the events hosted by the organization. DCBA executive director, Melanie Bassett, has put together a proposal for EBC-DCBA partnership for 2020. The proposal would name Explore Butte County as a presenting partner for recurring events as well as annual events for a \$12,000 investment. There is an additional exposure opportunity as a sponsor of the first-time Butte County Farm to Taste Marketplace as part of Taste of Chico in September. The total sponsorship proposal, if accepted, would be \$17,000.

Recommendation: *To partner with the Downtown Chico Business Association for the 2020 event year, using zone marketing funds not to exceed \$17,000 as outlined in the proposal.*

4.6 PRESENTATION FROM BOARD MEMBERS WHO ATTENDED OUTLOOK FORUM

Five EBC board members attended the annual Visit California Outlook Forum in San Diego in February. This was a session-filled conference led by tourism industry leaders offering insights for the coming year and information about Visit California's strategies. Board members, PorterCo, and Denero divided the sessions to make sure we heard all the information being shared. A written report from each board member is included in board packet.

Recommendation: *No recommendation, reporting purposes only.*

4.7 AD HOC TBID RENEWAL COMMITTEE REPORT

The committee met via conference call to review and edit the new management district plan (included in board packet). All questions were asked of Civitas and many were

elevated to their legal team for review and answers. A final management district plan was created and sent to Butte County on March 2. County Counsel will need to review the plan during March, and they have a chance to make changes. The main points the committee would like to review with the full board are:

- The boundary of the TBID includes Gridley – all of Butte County would be included.
- The service plan (and corresponding budget allocation) of “Marketing and Sales” has been expanded to “Sales & Marketing and Destination Product Development & Visitor Service Enhancements”.
- The base budget assumption for the plan is an annual income from TBID of \$941,00.
- The plan allows EBC to raise the TBID assessment from 2% to a maximum of 4% in increments of 0.5% annually, which would not be allowed until the 2022-2023 plan year.
- The rate increase of 0.5% collection is a base-increase which could be a significant increase of TBID for EBC.
- Other changes are minor and most language is consistent with the original MDP.

4.8 MARKETING COMMITTEE REPORTS

January 29, 2020 meeting.

- Committee received a presentation from Abigail Whittaker from the Center for Economic Development regarding data points and information/research they could do for Explore Butte County. The committee would like to move forward with look-alike market research to determine which other cities spend similarly on things we have in Butte County. Makes sense for CED to work with EBC and PorterCo to determine what questions we need answered.
- EBC has a semester-long contract with Tehama Group at Chico State, a student-run communications organization. The group will work on a handful of projects for EBC.

February 26, 2020 meeting.

- Tehama Group update.
 - Creation of multiple Spotify channels around things to do in Butte County.
 - Creation of TikTok channel.
 - Creation of new videos for TikTok and/or YouTube. Focused around outdoor recreation.
 - Editing of current assets to create “sizzle reels” for biking and watersports. Longer-form than what we have for commercials.
- In addition to our brand-building advertising the advertising in partnership with events drives a lot of traffic to Explore Butte County. This is good for brand-building and increased exposure. We should continue to spend effort here.
- The committee would like to hold a brand voice exercise so the EBC voice can be defined for future content and creative.

Recommendation: *No recommendation, reporting purposes only.*

4.9 NOMINATION OF DIRECTORS FOR EXPIRING BOARD OF DIRECTORS SEATS

Per Explore Butte County bylaws, “Election of Directors shall take place at the annual meeting of the corporation. A call for nominations shall be sent to lodging businesses paying

the BCTBID assessment. A nomination committee shall seek nominees and confirm their eligibility. Directors shall be elected by the Board.”

A call for nominations was both mailed, via USPS, and emailed to the lodging businesses paying the BCTBID. The Nomination Committee has reviewed all nominations for open seats and makes the following recommendation:

- Brooke Isenberg – incumbent, Chico lodging
- Dori Franklin – incumbent, Chico lodging
- Bruce Spangler – incumbent, Oroville lodging
- Nicole Johansson – incumbent, community-at-large
- John Pearson – incumbent, community-at-large

There were no other nominees for any voting board seats.

Recommendation: *To accept the slate of directors as recommended by the Nominating Committee*

4.10 NOMINATION OF OFFICERS OF THE BOARD FOR EXPIRING POSITIONS

Per Explore Butte County bylaws, “The officers of the corporation shall be a President, a Vice President, a Secretary, a Treasurer, and such other officers as the Board may from time to time designate. All officers shall be Directors. Any number of offices may be held by the same person, except that the Secretary and the Treasurer may not serve concurrently as President.

“The officers of this corporation shall be chosen annually by the Board and shall serve at the pleasure of the Board, subject to rights of any officer under any employment contract.

“The President and Vice President shall be elected for a term of one (1) year or until their successors are elected and qualified. The Secretary and Treasurer shall be elected for a term of two (2) years or until their successors are elected and qualified.”

During this March 2020 election all officer positions have expired and are open for nomination. (Full officer descriptions are included in the board packet.)

Recommendation: *To call for nominations for officers of the board. President and Vice President shall serve a term of one (1) year each; Treasurer and Secretary will serve a term of two (2) years. All officers must be directors.*

4.11 NOMINATION OF ADVISORS FOR THE ADVISORY BOARD, ALL CURRENT SEATS EXPIRE DURING THE ANNUAL MEETING

Per Explore Butte County bylaws, “The Board may designate individuals to serve as advisors to the Board. Advisors will receive notice of meetings in the same manner as Directors but will not be considered Directors for any purpose including voting. Advisors shall serve a term of one (1) year and may be removed by the Board at any time. Advisors shall be voted on by the Board of Directors at the annual meeting. Advisors will be a representative from their place of business’ location of from their service area. Advisors shall be removed from their position by missing three (3) consecutive regular meetings; they can send a representative in their stead. There shall be no more than two (2) Advisors per TBID member jurisdiction: Oroville, Chico, Paradise, Biggs, Unincorporated Butte County. In addition, there shall be no more than two (2) Advisors representing a Butte County wide service area.”

The Nomination Committee has reviewed all nominations for open seats and makes the following recommendation:

- Victoria Anton, Feather River Recreation & Parks District – representing Oroville (new)
- Ben North, Ben North Photography – representing Oroville (new)
- Melissa Schuster, Paradise Town Council – representing Paradise (incumbent)
- Evie Feldman, Blue Team Realty – representing Paradise (incumbent)
- Chris Constantin, City of Chico – representing Chico (new)
- Melanie Bassett, Downtown Chico Business Association – representing Chico (new)
- Jennifer Leonard, Almendra Winery & Distillery – representing unincorporated (incumbent)
- Audrey Taylor, Everybody Healthy Body – representing unincorporated (new)
- Heather Ugie, Chico Chamber of Commerce – representing county wide (new)

There were no other nominees for the Advisory Board. Both seats for Biggs and one county wide seat are vacant.

Recommendation: *To accept the slate of advisors as recommended by the Nominating Committee*

5. **REPORTS AND COMMUNICATIONS**

5.1 **Marketing Communications Report** *Ashley Baer*

5.2 **Executive Director Report** *Carolyn Denero*

6. **ADJOURNMENT**

The next regularly scheduled meeting: May 14, 2020

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)
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**Advisory Board**

City of Chico (Chico)
 DCBA (Chico)
 Evie Cameron (Paradise)
 County of Butte (County)
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 Melissa Schuster (Paradise)
 Chico Velo (Countywide)
 Tony Catalano (Oroville)

REGULAR EXPLORE BUTTE COUNTY BOARD MEETING – January 9, 2020

MINUTES

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.

1. Call to Order and Roll Call – Meeting called to order by President Spangler at 12:05 p.m.

Present: Directors Spangler, Isenberg, Franklin, Pearson, Paragji, Saddique. Advisors Cameron, Leonard, Catalano, Melanie Bassett representing DCBA. Staff Denero, Baer.

Absent: Directors Billah and Johansson. Advisors Schuster, City of Chico representative, County of Butte representative.

Guests: Ann Willman – Measure A, Shelly James – PorterCo, Tami Travis – PorterCo, Ben North – Ben North Photography

2. **CONSENT AGENDA**

2.1 Approval of Board Meeting Minutes of December 12, 2019

2.2 Approval of December 2019 Financial Reports

A motion was made by Director Isenberg and seconded by Director Pearson to approve the consent agenda items.

The motion carried by the following vote:

AYES: Spangler, Isenberg, Franklin, Pearson, Paragji, Saddique

NOES: None

ABSTENTIONS: None

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.

No public comment.

4. **REGULAR AGENDA**

4.1 PRESENTATION ABOUT CHICO MEASURE A (10 minutes)

The Residents for Safe Chico Parks & Recreation, not the Chico Area Recreation District (CARD) is seeking support for a ballot measure which will add a parcel tax to improve public safety, maintain and improve bathrooms, repair and modernize recreation centers, sports fields and swimming pools, and finish partially completed parks. They recognized that there is a potential to meet the needs of more youth sports, and traveling youth sports, by improving the parks. Improvements to Chico parks would offer more opportunity to market Butte County as a youth-sports destination and increase visits and overnight stays for sports/sporting events. Residents for Safe Chico Parks & Recreation is seeking an endorsement from EBC's board of directors in support of Measure A.

A motion was made by Director Pearson and seconded by Director Franklin to endorse Measure A for the Chico area because it would offer more recreation opportunity for future visitors.

The motion carried by the following vote:

AYES: Spangler, Isenberg, Franklin, Pearson, Paragji, Saddique

NOES: None

ABSTENTIONS: None

4.2 PRESENTATION FROM PORTERCO (20 minutes)

Recap of 2019 marketing plan and initiatives. Review of budget to deliverables. Review of plan for 2020. Review of collateral collected in 2019.

PorterCo presented a recap of 2019 initiatives and deliverables.

4.3 VARIANCE REPORT (5 minutes)

Review variance reports for December 2019.

The variance report was reviewed with budget. No questions asked.

4.4 NOMINATING COMMITTEE REPORT (5 minutes)

Recruitment for expiring board and advisory board seats has followed the approved timeline. At this point there are 3 applications for board seats and 7 for advisory board seats. The deadline for all nominations is January 9, 2020. The committee will convene after that date and complete their slate of recommendations. The recommendations will be emailed to the current board of directors for review. The final recommendation will be made at the annual meeting in March.

4.5 AD HOC TBID RENEWAL COMMITTEE REPORT (5 minutes)

Ad hoc committee will be meeting with Civitas the week of the 13th to hear an update on the work that has already been done. At this point, Civitas is working with the following assumptions:

- 10 year renewal district instead of 5 years;
- District to include Gridley (an all participating jurisdictions);
- EBC would continue to be the governing body
- 2% assessment with an optional increase;
- Budget baseline of \$850,000, up from \$554,000
- Opportunity to include additional project types to be covered in the MDP – would allow EBC to play more of a destination management and marketing organization.

Review of the points outlined above. No questions.

4.6 DRAFT OF PRESENTATION TO BOARD OF SUPERVISORS (10 minutes)

Denero to present a draft of the presentation to be presented to the Board of Supervisors. This will be used to start the conversation about TBID renewal. The same deck will be used to present to all jurisdictions in 2020. Denero scheduled to present to BOS on January 28, 2020.

Board members made a few points for updating the presentation to highlight the partnership with Visit California and point out the main accomplishments made in the past year. No action.

5. REPORTS AND COMMUNICATIONS

5.1 Marketing Communications Report (10 minutes) *Ashley Baer*

5.2 Executive Director Report (30 minutes) *Carolyn Denero*

6. ADJOURNMENT

Meeting was adjourned at 1:32 p.m.

Minutes respectfully submitted by Carolyn Denero.

Explore Butte County

Balance Sheet

As of January 31, 2020

	Jan 31, 20
ASSETS	
Current Assets	
Checking/Savings	
1000 · Tri Counties Bank	910,180.87
Total Checking/Savings	910,180.87
Total Current Assets	910,180.87
Fixed Assets	
1500 · Furniture and Equipment	14,257.95
1600 · Accumulated depreciation	-830.00
Total Fixed Assets	13,427.95
TOTAL ASSETS	923,608.82
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
2100 · TCB Credit Card	4,912.94
Total Credit Cards	4,912.94
Other Current Liabilities	
2400 · Payroll Liabilities	3,745.73
Total Other Current Liabilities	3,745.73
Total Current Liabilities	8,658.67
Total Liabilities	8,658.67
Equity	
3200 · Unrestricted Net Assets	828,431.31
3300 · Net Assets - Reserved	
3360 · Reserved - Zone Marketing	167,369.68
Total 3300 · Net Assets - Reserved	167,369.68
Net Income	-80,850.84
Total Equity	914,950.15
TOTAL LIABILITIES & EQUITY	923,608.82

Explore Butte County

Profit & Loss

January 2020

	Jan 20
Ordinary Income/Expense	
Income	
4800 · Other Types of Income	
4810 · Interest Income	18.77
4850 · Non-Lodging Participation	2,200.00
4870 · Visitor Guide Advertising	2,850.00
Total 4800 · Other Types of Income	5,068.77
Total Income	5,068.77
Gross Profit	5,068.77
Expense	
6000 · Sales and Marketing Expense	
6010 · Advertising	46,023.12
6050 · Creative Services	3,651.20
6060 · CTA Program	85.03
6200 · Meals	179.56
6310 · Postage	55.00
6320 · Printing	421.00
6340 · Public Relations	1,380.70
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	8,817.82
6420 · Staffing - Payroll Taxes - Mktg	1,092.32
6440 · Health insurance	819.66
Total 6400 · Staffing - Marketing	10,729.80
6700 · Website	3,790.78
Total 6000 · Sales and Marketing Expense	66,316.19
7000 · Administration Expenses	
7040 · Contract services	2,448.00
7050 · Education	400.00
7070 · General Administration	10,895.57
7200 · Meals	373.93
7300 · Office supplies	185.84
7310 · Postage	50.50
7320 · Printing and Copying	62.22
7330 · Professional fees - Accounting	675.00
7360 · Rent/ Office Space	1,085.00
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	1,863.22
7420 · Payroll taxes - admin	230.81
7440 · Health insurance	271.84
Total 7400 · Staffing - Admin	2,365.87
7500 · Subscriptions	78.98
7560 · Telephone, Telecommunications	205.20
7570 · Travel	777.31
Total 7000 · Administration Expenses	19,603.42
Total Expense	85,919.61
Net Ordinary Income	-80,850.84
Net Income	-80,850.84

Explore Butte County

Profit & Loss Budget Overview

January 2020

	Jan 20	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
4000 · Program Income			
4200 · Butte County	0.00	666.00	-666.00
4300 · Chico	0.00	52,500.00	-52,500.00
4400 · Oroville	0.00	16,666.00	-16,666.00
4500 · Paradise	0.00	1,000.00	-1,000.00
Total 4000 · Program Income	0.00	70,832.00	-70,832.00
4800 · Other Types of Income			
4810 · Interest Income	18.77		
4815 · CTA Registrations	0.00	417.00	-417.00
4816 · CTA Renewal Fees	0.00	37.00	-37.00
4850 · Non-Lodging Participation	2,200.00	583.00	1,617.00
4860 · Co-Op Advertising Income	0.00	417.00	-417.00
4870 · Visitor Guide Advertising	2,850.00	833.00	2,017.00
Total 4800 · Other Types of Income	5,068.77	2,287.00	2,781.77
Total Income	5,068.77	73,119.00	-68,050.23
Cost of Goods Sold			
5000 · 2% Fee			
5200 · 2% Fee - Butte County	0.00	13.00	-13.00
5300 · 2% Fee - Chico	0.00	1,050.00	-1,050.00
5400 · 2% Fee - Oroville	0.00	333.00	-333.00
5500 · 2% Fee - Paradise	0.00	20.00	-20.00
5618 · CTA Renewal paid to Mickey	0.00	25.00	-25.00
Total 5000 · 2% Fee	0.00	1,441.00	-1,441.00
Total COGS	0.00	1,441.00	-1,441.00
Gross Profit	5,068.77	71,678.00	-66,609.23
Expense			
6000 · Sales and Marketing Expense			
6010 · Advertising	46,023.12	10,917.00	35,106.12
6020 · Capital Display	0.00	125.00	-125.00
6030 · Conferences	0.00	1,250.00	-1,250.00
6050 · Creative Services	3,651.20	10,917.00	-7,265.80
6060 · CTA Program	85.03	1,679.00	-1,593.97
6070 · Dues and Memberships	0.00	333.00	-333.00
6100 · Marketing contracts			
6110 · Advertising Agencies	0.00	31,083.00	-31,083.00
6120 · Jack Rabbit	0.00	1,000.00	-1,000.00
6130 · Public Relations expense	0.00	4,000.00	-4,000.00
6140 · CrowdRiff	0.00	1,083.00	-1,083.00
Total 6100 · Marketing contracts	0.00	37,166.00	-37,166.00
6200 · Meals	179.56	250.00	-70.44
6310 · Postage	55.00	333.00	-278.00
6320 · Printing	421.00	2,500.00	-2,079.00
6340 · Public Relations	1,380.70	4,333.00	-2,952.30
6350 · Sales and Marketing Exp. -Other	0.00	833.00	-833.00
6400 · Staffing - Marketing			
6410 · Staffing - Marketing payroll	8,817.82	10,296.00	-1,478.18
6420 · Staffing - Payroll Taxes - Mktg	1,092.32	983.00	109.32
6430 · Workers comp insurance	0.00	105.00	-105.00
6440 · Health insurance	819.66	1,241.00	-421.34
Total 6400 · Staffing - Marketing	10,729.80	12,625.00	-1,895.20
6600 · State Fair Exhibit	0.00	417.00	-417.00
6700 · Website	3,790.78	1,000.00	2,790.78
Total 6000 · Sales and Marketing Expense	66,316.19	84,678.00	-18,361.81
6900 · Zone and Micro-Marketing			
6910 · Outside Contract Services	0.00	9,583.00	-9,583.00
Total 6900 · Zone and Micro-Marketing	0.00	9,583.00	-9,583.00
7000 · Administration Expenses			
7010 · Advertising	0.00	62.00	-62.00
7020 · Bank fees	0.00	8.00	-8.00
7030 · Conference, Convention, Meeting	0.00	667.00	-667.00
7040 · Contract services	2,448.00	104.00	2,344.00
7050 · Education	400.00	417.00	-17.00

Explore Butte County

Profit & Loss Budget Overview

January 2020

	Jan 20	Budget	\$ Over Budget
7060 · Filing fees/ taxes	0.00	8.00	-8.00
7070 · General Administration	10,895.57	5,833.00	5,062.57
7100 · Insurance	0.00	250.00	-250.00
7200 · Meals	373.93	83.00	290.93
7210 · Membership dues	0.00	83.00	-83.00
7300 · Office supplies	185.84	200.00	-14.16
7310 · Postage	50.50	42.00	8.50
7320 · Printing and Copying	62.22	83.00	-20.78
7330 · Professional fees - Accounting	675.00	1,500.00	-825.00
7340 · Professional fees - Legal	0.00	4,792.00	-4,792.00
7350 · Promotion	0.00	8.00	-8.00
7360 · Rent/ Office Space	1,085.00	1,250.00	-165.00
7400 · Staffing - Admin			
7410 · Staffing - Admin Payroll	1,863.22	3,385.00	-1,521.78
7420 · Payroll taxes - admin	230.81	322.00	-91.19
7430 · Workers comp insurance	0.00	37.00	-37.00
7440 · Health insurance	271.84	367.00	-95.16
7400 · Staffing - Admin - Other	0.00	0.00	0.00
Total 7400 · Staffing - Admin	2,365.87	4,111.00	-1,745.13
7500 · Subscriptions	78.98	250.00	-171.02
7560 · Telephone, Telecommunications	205.20	200.00	5.20
7570 · Travel	777.31	172.00	605.31
7900 · Admin Expense- Other	0.00	83.00	-83.00
Total 7000 · Administration Expenses	19,603.42	20,206.00	-602.58
Total Expense	85,919.61	114,467.00	-28,547.39
Net Ordinary Income	-80,850.84	-42,789.00	-38,061.84
Net Income	-80,850.84	-42,789.00	-38,061.84

Explore Butte County

Balance Sheet

As of February 29, 2020

	Feb 29, 20
ASSETS	
Current Assets	
Checking/Savings	
1000 · Tri Counties Bank	888,132.62
Total Checking/Savings	888,132.62
Total Current Assets	888,132.62
Fixed Assets	
1500 · Furniture and Equipment	14,257.95
1600 · Accumulated depreciation	-830.00
Total Fixed Assets	13,427.95
TOTAL ASSETS	901,560.57
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
2100 · TCB Credit Card	4,715.77
Total Credit Cards	4,715.77
Other Current Liabilities	
2400 · Payroll Liabilities	4,233.86
Total Other Current Liabilities	4,233.86
Total Current Liabilities	8,949.63
Total Liabilities	8,949.63
Equity	
3200 · Unrestricted Net Assets	844,603.52
3300 · Net Assets - Reserved	
3360 · Reserved - Zone Marketing	167,369.68
Total 3300 · Net Assets - Reserved	167,369.68
Net Income	-119,362.26
Total Equity	892,610.94
TOTAL LIABILITIES & EQUITY	901,560.57

Explore Butte County

Profit & Loss

February 2020

	Feb 20
Ordinary Income/Expense	
Income	
4800 · Other Types of Income	
4810 · Interest Income	15.26
4815 · CTA Registrations	200.00
4850 · Non-Lodging Participation	1,800.00
4870 · Visitor Guide Advertising	2,000.00
Total 4800 · Other Types of Income	4,015.26
Total Income	4,015.26
Gross Profit	4,015.26
Expense	
6000 · Sales and Marketing Expense	
6010 · Advertising	10,018.17
6050 · Creative Services	1,209.00
6060 · CTA Program	287.60
6200 · Meals	156.00
6310 · Postage	858.29
6340 · Public Relations	1,739.07
6350 · Sales and Marketing Exp. -Other	112.64
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	10,101.50
6420 · Staffing - Payroll Taxes - Mktg	987.24
6440 · Health insurance	824.96
Total 6400 · Staffing - Marketing	11,913.70
6700 · Website	1,190.78
Total 6000 · Sales and Marketing Expense	27,485.25
6900 · Zone and Micro-Marketing	
6910 · Outside Contract Services	1,000.00
Total 6900 · Zone and Micro-Marketing	1,000.00
7000 · Administration Expenses	
7010 · Advertising	110.00
7040 · Contract services	2,437.73
7070 · General Administration	51.39
7200 · Meals	296.98
7300 · Office supplies	268.49
7310 · Postage	118.00
7330 · Professional fees - Accounting	1,150.00
7340 · Professional fees - Legal	6,240.00
7360 · Rent/ Office Space	525.00
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	1,888.34
7420 · Payroll taxes - admin	184.55
7440 · Health insurance	141.54
Total 7400 · Staffing - Admin	2,214.43
7500 · Subscriptions	106.96
7560 · Telephone, Telecommunications	205.20
7570 · Travel	317.25
Total 7000 · Administration Expenses	14,041.43
Total Expense	42,526.68
Net Ordinary Income	-38,511.42
Net Income	-38,511.42

Explore Butte County

Profit & Loss

January through February 2020

	Jan - Feb 20
Ordinary Income/Expense	
Income	
4800 · Other Types of Income	
4810 · Interest Income	34.03
4815 · CTA Registrations	200.00
4850 · Non-Lodging Participation	4,000.00
4870 · Visitor Guide Advertising	4,850.00
	<hr/>
Total 4800 · Other Types of Income	9,084.03
	<hr/>
Total Income	9,084.03
	<hr/>
Gross Profit	9,084.03
Expense	
6000 · Sales and Marketing Expense	
6010 · Advertising	56,041.29
6050 · Creative Services	4,860.20
6060 · CTA Program	372.63
6200 · Meals	335.56
6310 · Postage	913.29
6320 · Printing	421.00
6340 · Public Relations	3,119.77
6350 · Sales and Marketing Exp. -Other	112.64
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	18,919.32
6420 · Staffing - Payroll Taxes - Mktg	2,079.56
6440 · Health insurance	1,644.62
	<hr/>
Total 6400 · Staffing - Marketing	22,643.50
6700 · Website	4,981.56
	<hr/>
Total 6000 · Sales and Marketing Expense	93,801.44
6900 · Zone and Micro-Marketing	
6910 · Outside Contract Services	1,000.00
	<hr/>
Total 6900 · Zone and Micro-Marketing	1,000.00
7000 · Administration Expenses	
7010 · Advertising	110.00
7040 · Contract services	4,885.73
7050 · Education	400.00
7070 · General Administration	10,946.96
7200 · Meals	670.91
7300 · Office supplies	454.33
7310 · Postage	168.50
7320 · Printing and Copying	62.22
7330 · Professional fees - Accounting	1,825.00
7340 · Professional fees - Legal	6,240.00
7360 · Rent/ Office Space	1,610.00
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	3,751.56
7420 · Payroll taxes - admin	415.36
7440 · Health insurance	413.38
	<hr/>
Total 7400 · Staffing - Admin	4,580.30

1:40 PM

03/05/20

Accrual Basis

Explore Butte County
Profit & Loss
January through February 2020

	Jan - Feb 20
7500 · Subscriptions	185.94
7560 · Telephone, Telecommunications	410.40
7570 · Travel	1,094.56
Total 7000 · Administration Expenses	33,644.85
Total Expense	128,446.29
Net Ordinary Income	-119,362.26
Net Income	-119,362.26

Explore Butte County

Profit & Loss Budget Overview

January through February 2020

	Jan - Feb 20	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
4000 · Program Income			
4200 · Butte County	0.00	1,333.00	-1,333.00
4300 · Chico	0.00	105,000.00	-105,000.00
4400 · Oroville	0.00	33,333.00	-33,333.00
4500 · Paradise	0.00	2,000.00	-2,000.00
Total 4000 · Program Income	0.00	141,666.00	-141,666.00
4800 · Other Types of Income			
4810 · Interest Income	34.03		
4815 · CTA Registrations	200.00	834.00	-634.00
4816 · CTA Renewal Fees	0.00	75.00	-75.00
4850 · Non-Lodging Participation	4,000.00	1,166.00	2,834.00
4860 · Co-Op Advertising Income	0.00	834.00	-834.00
4870 · Visitor Guide Advertising	4,850.00	1,666.00	3,184.00
Total 4800 · Other Types of Income	9,084.03	4,575.00	4,509.03
Total Income	9,084.03	146,241.00	-137,156.97
Cost of Goods Sold			
5000 · 2% Fee			
5200 · 2% Fee - Butte County	0.00	26.00	-26.00
5300 · 2% Fee - Chico	0.00	2,100.00	-2,100.00
5400 · 2% Fee - Oroville	0.00	666.00	-666.00
5500 · 2% Fee - Paradise	0.00	40.00	-40.00
5618 · CTA Renewal paid to Mickey	0.00	50.00	-50.00
Total 5000 · 2% Fee	0.00	2,882.00	-2,882.00
Total COGS	0.00	2,882.00	-2,882.00
Gross Profit	9,084.03	143,359.00	-134,274.97
Expense			
6000 · Sales and Marketing Expense			
6010 · Advertising	56,041.29	21,834.00	34,207.29
6020 · Capital Display	0.00	250.00	-250.00
6030 · Conferences	0.00	2,500.00	-2,500.00
6050 · Creative Services	4,860.20	21,834.00	-16,973.80
6060 · CTA Program	372.63	3,358.00	-2,985.37
6070 · Dues and Memberships	0.00	666.00	-666.00
6100 · Marketing contracts			
6110 · Advertising Agencies	0.00	62,166.00	-62,166.00
6120 · Jack Rabbit	0.00	2,000.00	-2,000.00
6130 · Public Relations expense	0.00	8,000.00	-8,000.00
6140 · CrowdRiff	0.00	2,166.00	-2,166.00
Total 6100 · Marketing contracts	0.00	74,332.00	-74,332.00
6200 · Meals	335.56	500.00	-164.44
6310 · Postage	913.29	666.00	247.29
6320 · Printing	421.00	5,000.00	-4,579.00
6340 · Public Relations	3,119.77	8,666.00	-5,546.23
6350 · Sales and Marketing Exp. -Other	112.64	1,666.00	-1,553.36
6400 · Staffing - Marketing			
6410 · Staffing - Marketing payroll	18,919.32	20,592.00	-1,672.68
6420 · Staffing - Payroll Taxes - Mktg	2,079.56	1,966.00	113.56
6430 · Workers comp insurance	0.00	210.00	-210.00
6440 · Health insurance	1,644.62	2,482.00	-837.38
Total 6400 · Staffing - Marketing	22,643.50	25,250.00	-2,606.50
6600 · State Fair Exhibit	0.00	834.00	-834.00
6700 · Website	4,981.56	2,000.00	2,981.56
Total 6000 · Sales and Marketing Expense	93,801.44	169,356.00	-75,554.56
6900 · Zone and Micro-Marketing			
6910 · Outside Contract Services	1,000.00	19,166.00	-18,166.00
Total 6900 · Zone and Micro-Marketing	1,000.00	19,166.00	-18,166.00
7000 · Administration Expenses			
7010 · Advertising	110.00	125.00	-15.00
7020 · Bank fees	0.00	16.00	-16.00
7030 · Conference, Convention, Meeting	0.00	1,334.00	-1,334.00
7040 · Contract services	4,885.73	208.00	4,677.73
7050 · Education	400.00	834.00	-434.00

Explore Butte County Profit & Loss Budget Overview

January through February 2020

	Jan - Feb 20	Budget	\$ Over Budget
7060 · Filing fees/ taxes	0.00	16.00	-16.00
7070 · General Administration	10,946.96	11,666.00	-719.04
7100 · Insurance	0.00	500.00	-500.00
7200 · Meals	670.91	166.00	504.91
7210 · Membership dues	0.00	166.00	-166.00
7300 · Office supplies	454.33	400.00	54.33
7310 · Postage	168.50	84.00	84.50
7320 · Printing and Copying	62.22	166.00	-103.78
7330 · Professional fees - Accounting	1,825.00	3,000.00	-1,175.00
7340 · Professional fees - Legal	6,240.00	9,584.00	-3,344.00
7350 · Promotion	0.00	16.00	-16.00
7360 · Rent/ Office Space	1,610.00	2,500.00	-890.00
7400 · Staffing - Admin			
7410 · Staffing - Admin Payroll	3,751.56	6,770.00	-3,018.44
7420 · Payroll taxes - admin	415.36	644.00	-228.64
7430 · Workers comp insurance	0.00	75.00	-75.00
7440 · Health insurance	413.38	734.00	-320.62
7400 · Staffing - Admin - Other	0.00	0.00	0.00
Total 7400 · Staffing - Admin	4,580.30	8,223.00	-3,642.70
7500 · Subscriptions	185.94	500.00	-314.06
7560 · Telephone, Telecommunications	410.40	400.00	10.40
7570 · Travel	1,094.56	345.00	749.56
7900 · Admin Expense- Other	0.00	166.00	-166.00
Total 7000 · Administration Expenses	33,644.85	40,415.00	-6,770.15
Total Expense	128,446.29	228,937.00	-100,490.71
Net Ordinary Income	-119,362.26	-85,578.00	-33,784.26
Net Income	-119,362.26	-85,578.00	-33,784.26

Explore Butte County is continuing to monitor various resources regarding coronavirus (COVID-2019) in order to provide information to our partners.

For those in the travel and tourism sector, Visit California serves as an excellent resource for information about travel guidance, precautions, and coronavirus resources.

Visit California: [Link to Visit California Coronavirus Update](#)
They are updating their page daily by 10 a.m. Pacific Time

Resources Visit California is recommending:

California Department of Public Health:

<https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/Immunization/nCOV2019.aspx>

Centers for Disease Control & Prevention: <https://www.cdc.gov/coronavirus>

Johns Hopkins Coronavirus Map: <https://coronavirus.jhu.edu/map.html>

New York Times Coronavirus Content Hub:

<https://www.nytimes.com/interactive/2020/world/coronavirus-maps.html>

U.S. Travel Association Resource Page: <https://www.ustravel.org/coronavirus>

On Friday, March 6, Visit California held a conference call with more than 1,200 travel and tourism representatives across the state. You can see the [agenda](#) and hear the [call recording](#).

Butte County Department of Public Health: [Link](#)

They are updating information on their website regularly at noon Mondays through Fridays.

Business and Employer Preparedness: [Link to CDC](#)

Mass Gatherings Guidance on Novel Coronavirus: [California Department of Public Health](#)

Explore Butte County Credit Card Policy

Policy Brief & Purpose

Explore Butte County (EBC) may provide employees with credit cards that can be used for business-related expenses. Having these cards helps track and process expenses, prevent fraud and make payments more efficiently. This policy is to ensure that employees who hold company credit cards use them properly and know their limitations and responsibilities.

Scope

This policy applies to all employees who are eligible to use a company card. It also applies to employees who have the right to approve the use of a company card for their team members.

Policy Elements

General rules about EBC company credit cards are outlined below.

How does a company credit card work?

EBC applies for a corporate credit card in employee's name. Employees will be able to use the card for business-related expenses and EBC will pay the card bills.

Employee credit card agreement

When an EBC credit card is issued, employees will need to sign and abide by a credit card agreement. This is to acknowledge that the credit card belongs to the company and that company can process and investigate charges as necessary. It will also refer to employees' responsibilities and consequences for incorrect use.

Apart from the agreement, employees can consult this policy for more information about the use of the company credit card.

Who can hold a company credit card?

Company credit cards may be given to employees who consistently make purchases of more than \$250 per month for EBC business

Sometimes, employees who don't hold a company credit card need to pay for large business-related expenses (e.g. plane tickets for work travel). In these cases, managers can approve expenses and pay with the company card on your behalf. Alternatively, employees can pay for the charge personally and seek reimbursement via EBC's monthly expense reimbursement process.

EBC reserves the right to withdraw a company credit card from an employee at any point.

What expenses are allowed on a company credit card?

Company credit cards are to be used for work-related expenses only. This includes:

- Purchases of goods, materials, and food for outreach events

- Marketing initiatives
- Expenses involved in work-approved travel (not to include gas, EBC reimburses mileage)

The company credit card must not be used for non-authorized or personal expenses. Never withdraw cash using the company credit card. You are not allowed to purchase large amounts of alcohol, or any drugs, weapons, pornography or incur charges for adult entertainment.

Exceptions

Exceptions will be considered in a case-by-case situation.

The limits of the company credit card

The card limits depend on seniority level, department, and the frequency or type of expenses incurred. Card limits will be included in the employee agreement.

Adjustments to limits will be based on each employee's specific job needs. The maximum limit of all employees will be no more than \$2,500 per month per employee. Exceptions will be made for those at the executive level and approved at the Board level.

Employee Responsibilities

It is the employee's responsibility to:

- **Protect the company credit card to the best of their ability.** It should not be left unattended or given to unauthorized people to hold.
- **Report the card stolen or lost as soon as possible.** Management should be notified as soon as possible so arrangements can be made.
- **Use the card for pre-approved purchases per budget and EBC purchase policy.** Credit cards should not be used for personal or unauthorized expenses.
- **Document all expenses and prepare monthly credit card reports.** Employees should keep all receipts and submit documentation with the date and purpose of the expense.

Use of company credit card policy

When an employee is using the company credit card, they should:

- Confirm the expense is allowed under this policy.
- Know the credit card limit and transaction limit (if any) so business expenses are planned properly.
- Keep the credit card number and physical card secure.
- Use the card sensibly and avoid unnecessary expenses even if allowed under the policy.

Violating the policy

All employees should comply with the company credit card policy and employee agreement.

Adverse action may be taken if the policy is violated. For example:

- If an employee incurs personal or unauthorized expenses. If there are consistent instances of this, employee may face disciplinary action that could include loss of the right to have a company credit card up to termination.

- Giving a company credit card to unauthorized people or abusing the expense limits may result in disciplinary action up to termination.
- Making prohibited purchases as mentioned will result in immediate termination, possibly legal action.

Explore Butte County has the right to review all credit card use and to withdraw a credit card if there is any inappropriate use.

2019 EBC Zone Marketing Recap

Chico

\$5,000	International Association of Water Professionals
\$10,000	Chico Velo Wildflower Century
\$5,000	Great Race Sponsorship (to bring race to Butte)
\$6,500	\$2,500 Great Race dinner sponsorship
	\$4,000 Great Race advertising campaign
\$5,000	Chico Stage Race sponsorship
\$2,500	Silver Dollar Fair – media sponsor
\$33,500	\$3,500 Thursday Night Market Sponsor
	\$30,000 DCBA media sponsor
\$250	Chico Concours d'Elegance sponsor
\$2,500	Snow Goose Festival sponsor (2020 event)

\$70,250 Total Zone Marketing Spend for Chico

Oroville

\$3,000	\$1,000 UCEF (Wildflower & Nature Festival)
	\$500 UCEF (Feather Fiesta Days sponsor)
	\$1,500 UCEF (Salmon Festival sponsor)
\$1,200	Wild & Scenic Film Festival sponsor
\$2,200	Great race marketing
\$2,500	Oroville Rotary (4 th of July Fireworks sponsor)

\$8,900 Total Zone Marketing Spend for Oroville

\$79,150 Total spent from zone marketing – all

2020 Zone Marketing Balances

Jurisdiction	Remainder	2019 Contribution	Total
Chico	\$72,665.32	\$57,373.03*	\$130,038.35*
Oroville	\$15,500.10	\$21,476.54	\$36,976.64
Paradise	\$-2,027.28	0	\$-2,027.28
Unincorporated	\$2,081.54	\$609.20	\$2,690.74

*Not final number, not all income recorded for 2019



Community Partnership Agreement *DCBA & Explore Butte County 2020*

Downtown Chico Business Association (DCBA)

Melanie Bassett
Executive Director
330 Salem St.
Chico, CA 95928
(530) 345-6500
melanie@downtownchico.com

Explore Butte County

Carolyn Denero
Executive Director
PO Box 2154
Chico, Ca 95927
(530) 918-4596
carolyn@explorebuttecounty.com

The Downtown Chico Business Association produces beloved and award winning, place-making events that create social life in public spaces, contributing fundamentally to the quality of life and culture in Chico and the surrounding communities. 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.

In 2019 Explore Butte County made a significant investment and became a valuable supporter of the DCBAs marketing efforts that attract visitors to Downtown Chico. We are committed to increasing tourism spending as well as hotel revenue by promoting place making tourism, capitalizing on the unique assets of Downtown Chico and all that it has to offer. The importance of this partnership with Explore Butte County is a contributing factor to what makes Downtown Chico the heart and soul of our city, an economic engine for the entire area and a destination for visitors to shop, dine, play & stay!

We appreciate the strong partnership with many great mutual benefits, and we hope we can count on your continued support as we work to reach our 2020 goals.

Following is an outline of proposed sponsored events and benefits for the year:

Presenting Sponsor for the following events:

• Thursday Night Market	\$3,500	Award Winning - 26 weeks April/ Sept - Celebrating 23 years
• Friday Night Concerts	2,500	18 weeks May/Aug - Celebrating 42 years
• Taste of Chico Sept `13	3,500	Award Winning - Celebrating 35 years
• Art & Wine Walk Oct 9	1,500	Celebrating 5 years
• Harvest Sidewalk Sale Oct 9/10 with CSU Chico Parent & Alumni	1,000	Weekend Celebration with Art Walk & Sidewalk Sale - Partner
Total Cash investment	\$12,000	

Benefits for each event include:

- Booth / Activation in prime location for all applicable events
- Brand included in all broadcast, print, digital, and social media promotion
- Logo on posters, flyers and event banners
- Hyperlinked logo on event and home pages of www.downtownchico.com
- Branded signage at high- traffic locations
- Promotional material distribution at event HQ
- Relevant, curated cross promotional posts across all social channels

Additional Exposure Opportunity for 2020:

Taste of Chico celebrates 35 years! Feature countywide delectable products in the first ever Butte County Farm to Taste Marketplace in City Plaza – sponsored by Explore Butte County - **\$5000**.

Thank you for your support! We are looking forward to working together to ensure this partnership is mutually beneficial and long lasting!

Melanie Bassett, Downtown Chico Business Association

Date

Carolyn Denero, Explore Butte County

Date

John Pearson

Overall observations:

- Visit California's Main Pillars
 - Community | Sustainability | Advocacy
- Use data driven tools and resources.
- We need to *create* experiences for people to enjoy around their stay.
- We need to be a purpose driven destination
- Tell stories organically and genuinely.
- Make sure we are contributing to the common good and sharing that story.

Marketing:

- BBB – Big | Bold | Beautiful
- Have a point of view
- Destination Loyalty Programs
- It's HOW we say it that's more important than what we say
- Let more makers tell their stories.
- Break the mold when you need to

Interesting takeaways:

- Visit Sacramento took over their sports commission
- Kid events are recession proof
- 50% of all Sacramento room nights are generated from youth sports
- Top notch facilities bring more opportunities

Bruce Spangler

Promoting Diversity:

Learning the importance of servicing diverse people/neighbors. Not only did I learn the importance of diversity in our messaging but also some great conversation about what people in general are looking for in an outdoor destination. Things like: Creating a message that states/builds a relationship with the outdoors, looking to more casual experiences and moving away from the extreme. Connecting personally to the audience but also to the environment. Speak to a single person that relates to the audience/ can they see themselves in your message? Knowing what your "why" is and does it connect to all your consumers.

Where to start and what to do:

Diversity starts right in your office with our board and staff being diverse and having the ability to see diversity. Diversity should be seen throughout our marketing materials, through thought and look. Coordinating and cooperating with other institutions. Personally taking action as a member of the organization.

Destination Management:

Finding who you are.... Find local leaders that live that message "this is my life". Asking: What is my Bedrock?

Decisions made through pillars that form who we are. Must discover those pillars.

Knowing resident sentiment

Mobility throughout your destination:

- Allows spending in more areas

- Perception that medical facilities are easy to find and readily available

Brand Voice:

How we say it... and to who Feeling = Reality

Try the Apples to Apples Game...

Voice: Static/does not change, core identity

Tone: Variable, Based on situation, based on need



A wide-angle photograph of a vast field of bluebonnets in bloom. The flowers are a vibrant blue with white centers, densely packed across the foreground and middle ground. In the background, a bright sun is setting, creating a warm, golden glow that silhouettes the flowers and the distant trees on the horizon. The sky is a mix of orange, yellow, and light blue.

2020-2030

BUTTE COUNTY TOURISM BUSINESS IMPROVEMENT DISTRICT MANAGEMENT DISTRICT PLAN

A close-up, slightly blurred photograph of bluebonnet flowers. The focus is on the intricate details of the blue and white petals, with green foliage visible in the background.

*Prepared pursuant to the Property and Business Improvement District Law of
1994, Streets and Highways Code section 36600 et seq.*

February 28, 2020

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Prepared by
Civitas



I. OVERVIEW

Developed by Explore Butte County, the Butte County Tourism Business Improvement District (BCTBID) is an assessment district proposed to provide specific benefits to payors, by funding marketing and sales promotion efforts for assessed businesses. The BCTBID was formed in 2015 for a five (5) year term; assessed lodging businesses now wish to renew it for an additional ten (10) years.

Location: The renewed BCTBID includes all lodging businesses with four (4) rooms or more located within the boundaries of of Butte County including the cities of Chico, Oroville, Gridley, and Biggs, the Town of Paradise, and all unincorporated communities and areas, as shown on the map in Section III.

Services: 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.

Budget: The total BCTBID annual budget for the initial year of its ten (10) year operation is anticipated to be approximately \$941,000. During the ten (10) year term, the assessment rate may be increased by the Owners' Association in maximum increments of one half of one percent (0.5%), to a maximum of four percent (4%) of gross short-term room rental revenue as described in Section IV.

Cost: 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 Orville, whereby assessments will not be collected on stays of more than sixty (60) consecutive days

Collection: The County, cities, and Town will be responsible for collecting the assessment on a monthly or quarterly basis (including any delinquencies, penalties and interest) from each lodging business located in the boundaries of the BCTBID. The County, cities, and Town shall take all reasonable efforts to collect the assessments from each lodging business.

Duration: The renewed BCTBID will have a ten (10) year life, beginning December 1, 2020 through November 30, 2030. Once per year, beginning on the anniversary of BCTBID renewal, there is a thirty (30) day period in which owners paying fifty percent (50%) or more of the assessment may protest and initiate a Board of Supervisors hearing on BCTBID termination.

Management: Explore Butte County will continue to serve as the BCTBID's Owners' Association. The Owners' Association is charged with managing funds and implementing programs in accordance with this Plan, and must provide annual reports to the Board of Supervisors.

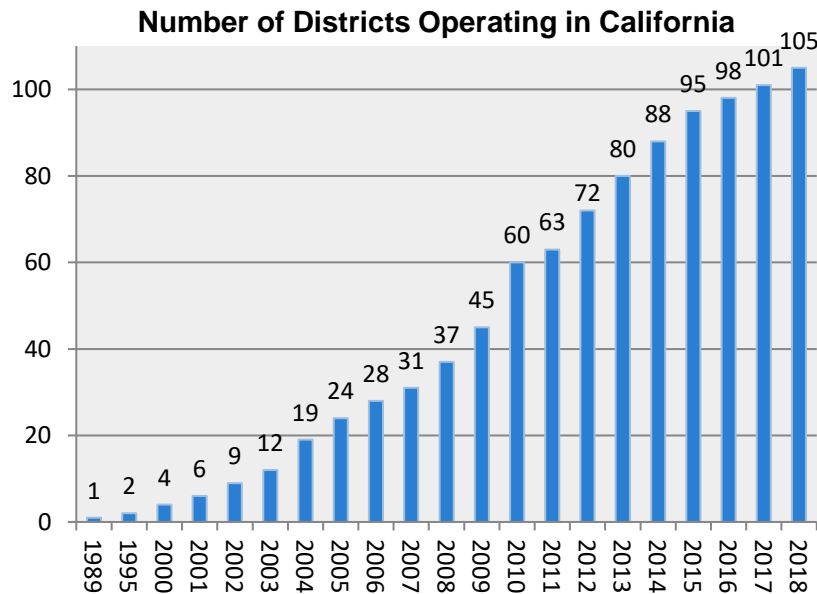
II. ACCOMPLISHMENTS

TBD

DRAFT

III. BACKGROUND

TBIDs are an evolution of the traditional Business Improvement District. The first TBID was formed in West Hollywood, California in 1989. Since then, over 100 California destinations have followed suit. In recent years, other states have begun adopting the California model – Montana, South Dakota, Washington, Colorado, Texas and Louisiana have adopted TBID laws. Several other states are in the process of adopting their own legislation. The cities of Wichita, Kansas and Newark, New Jersey used an existing business improvement district law to form a TBID. And, some cities, like Portland, Oregon and Memphis, Tennessee have utilized their home rule powers to create TBIDs without a state law.



California's TBIDs collectively raise over \$275 million annually for local destination marketing. With competitors raising their budgets, and increasing rivalry for visitor dollars, it is important that Butte County lodging businesses continue to invest in stable, lodging-specific marketing programs.

TBIDs utilize the efficiencies of private sector operation in the market-based promotion of tourism districts. TBIDs allow lodging business owners to organize their efforts to increase room night sales. Lodging

business owners within the TBID pay an assessment and those funds are used to provide services that increase room night sales.

In California, TBIDs are formed pursuant to the Property and Business Improvement District Law of 1994. This law allows for the creation of a benefit assessment district to raise funds within a specific geographic area. *The key difference between TBIDs and other benefit assessment districts is that funds raised are returned to the private non-profit corporation governing the district.*

There are many benefits to TBIDs:

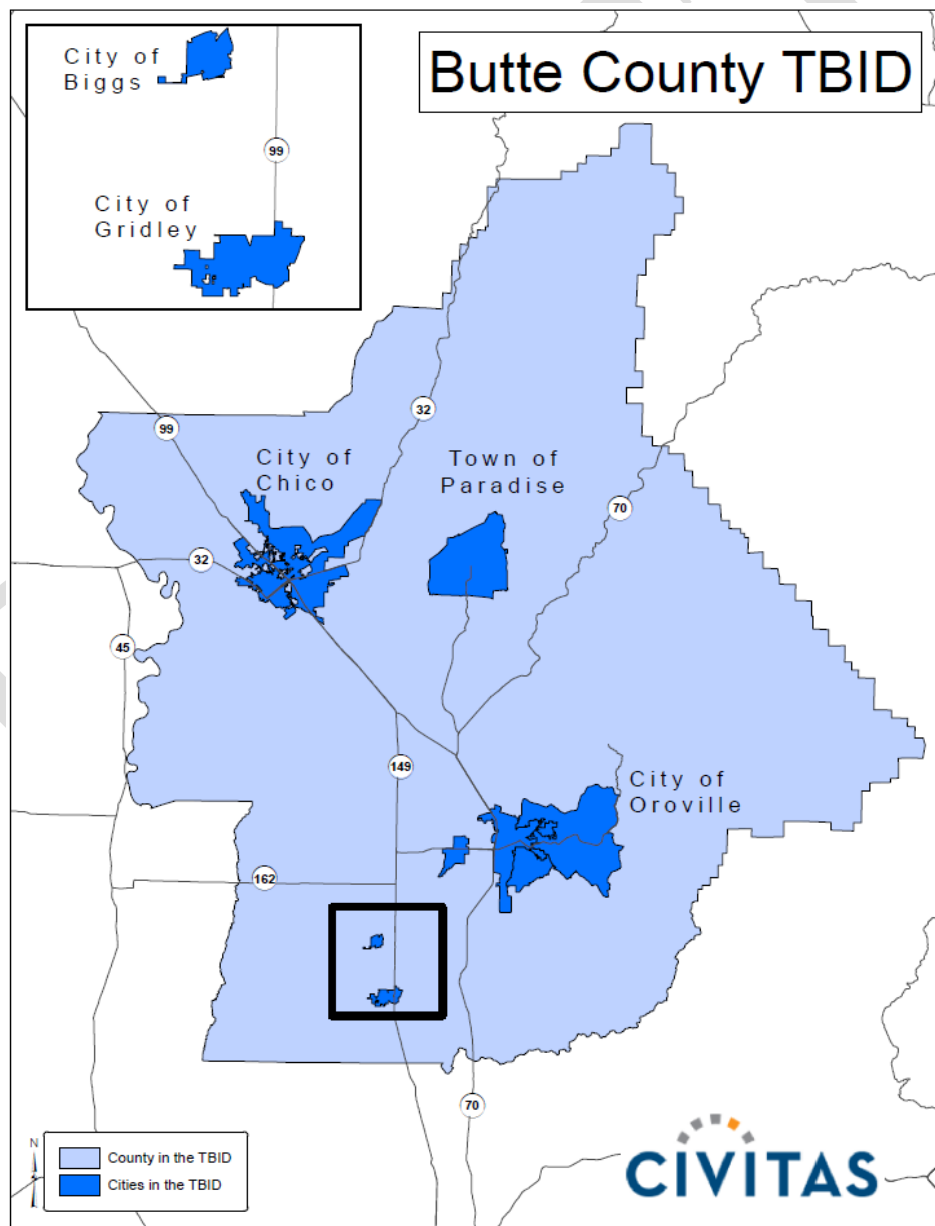
- Funds must be spent on services and improvements that provide a specific benefit only to those who pay;
- Funds cannot be diverted to general government programs;
- They are customized to fit the needs of payors in each destination;
- They allow for a wide range of services;
- They are ***designed, created and governed by those who will pay*** the assessment; and
- They provide a stable, long-term funding source for tourism promotion.

IV. BOUNDARY

The BCTBID will include all lodging businesses with four (4) rooms or more, existing and in the future, available for public occupancy within the boundaries of Butte County including the cities of Chico, Oroville, Gridley, and Biggs, the Town of Paradise, and all unincorporated communities and areas.

Lodging business means: Any building, portion of a building, reserved outdoor space, or other premises or area rented for use by transients for overnight accommodations. A lodging business shall refer to the following premises, including but not limited to: motel, hotel, inn, bed and breakfast, rooming house, recreational vehicle park, campground, or parking area.

The boundary, as shown in the map below, currently includes fifty-one (51) lodging businesses. A complete listing of lodging businesses within the renewed BCTBID can be found in Appendix 2.

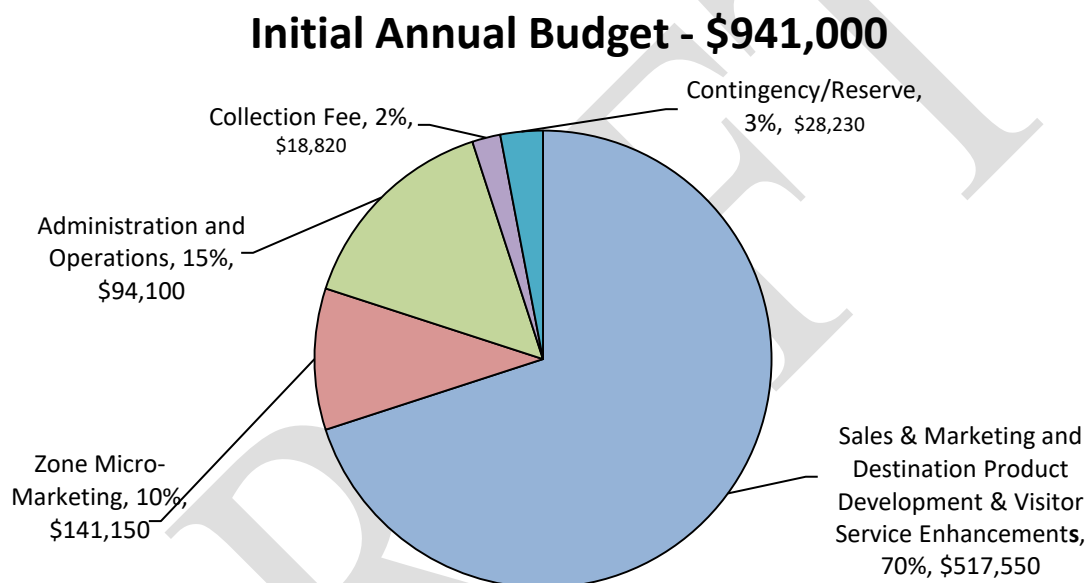


V. BUDGET AND SERVICES

A. Annual Service Plan

Assessment funds will be spent to provide specific benefits conferred or privileges granted directly to the payors that are not provided to those not charged, and which do not exceed the reasonable cost to the local jurisdictions of conferring the benefits or granting the privileges. The privileges and services provided with the BCTBID funds are marketing, sales, destination product development, and visitor service enhancement programs available only to assessed businesses.

A service plan budget has been developed to deliver services that benefit the assessed businesses. A detailed annual budget will be developed and approved by Explore Butte County. The table below illustrates the initial annual budget allocations. The total initial budget is \$941,000.



Although actual revenues will fluctuate due to market conditions, the proportional allocations of the budget shall remain the same. However, the Board of Supervisors and the Explore Butte County board shall have the authority to adjust budget allocations between the categories by no more than fifteen percent (15%) of the total budget per year. A description of the proposed improvements and activities for the initial year of operation is below. The same activities are proposed for subsequent years. In the event of a legal challenge against the BCTBID, any and all assessment funds may be used for the costs of defending the BCTBID.

Each budget category includes all costs related to providing that service, in accordance with Generally Accepted Accounting Procedures (GAAP). For example, the sales and marketing budget includes the cost of staff time dedicated to overseeing and implementing the sales and marketing program. Staff time dedicated purely to administrative tasks is allocated to the administrative portion of the budget. The costs of an individual staff member may be allocated to multiple budget categories, as appropriate in accordance with GAAP. The staffing levels necessary to provide the services below will be determined by the Explore Butte County on an as-needed basis.

Sales & Marketing and Destination Product Development & Visitor Service Enhancements

Sales & Marketing

A sales and marketing program will promote assessed businesses as tourist, meeting, and event destinations. The sales and marketing program will have a central theme of promoting all Butte County jurisdictions as a desirable place for overnight visits. The program will have the goal of increasing overnight visitation and room night sales at assessed businesses, and may include the following activities, but are not limited to:

- Internet marketing efforts to increase awareness and optimize internet presence to drive overnight visitation and room sales to assessed businesses;
- Print ads in magazines and newspapers, television and radio ads targeted to potential visitors to drive overnight visitation and room sales to assessed businesses;
- Attendance of trade shows to promote assessed businesses;
- Familiarization tours of assessed businesses;
- Preparation and production of collateral promotional materials such as brochures, flyers, and maps featuring assessed businesses;
- Attendance of professional industry conferences and affiliation events to promote assessed businesses;
- Lead generation activities designed to attract tourists and group events to assessed businesses;
- Director of Sales and General Manager meetings to plan and coordinate tourism promotion efforts for assessed businesses;
- Education of lodging business management and the Owners' Association on marketing strategies best suited to meet assessed businesses' needs; and
- Community organization grants to promote events and activities that target potential visitors to drive overnight visitation and room sales to assessed businesses.

Destination Product Development

Destination product development projects will be designed to improve the visitor experience in an effort to increase overnight visitation at assessed lodging businesses. As the total number of rooms sold and room prices increases over time, the amount of available funds for projects will increase. Working collaboratively with the County and jurisdiction stakeholders, the Explore Butte County board will develop specific funding criteria. Projects may include but are not limited to:

- Comprehensive and integrated wayfinding signage system, including signage to parking decks and lots;
- Rubber tire trolley transportation program connecting assessed lodging businesses with downtown and other attractions, to increase room night sales;
- Art and cultural projects, to attract overnight visitors;
- Gateway enhancements, to attract overnight visitors;
- Improvements to existing parks and sports facilities utilized by overnight visitors;
- Live music venue support which attracts overnight visitors; and
- Infrastructure improvements that enhance the destination's competitive position to attract desirable special events year around and attract overnight visitors.

Visitor Service Enhancements

Visitor services enhancement programs will provide potential funding for programs and initiatives based on criteria to be developed by the Owners' Association. The focus of the visitor services

enhancement program will be on the entire destination brand footprint to ensure a consistent brand experience throughout the destination. Visitor services enhancements may include but are not limited to:

- Education of hospitality staff on service and safety (related to alcohol and food) designed to create a visitor experience that will bring repeat visits to assessed businesses;
- Welcome Center and Kiosk improvements including new technology-driven visitor information enhancements; and
- Brand-centric visitor services training program for both public and private sector staff.

Zone Micro-Marketing

Ten percent (10%) of the budget, approximately \$94,100, shall be dedicated to individual zones for zone-specific tourism improvement activities as described below. The zone marketing funds will be utilized for local zone activities that promote, support and enhance zone-based tourism marketing efforts. These programs are an exclusive privilege and shall provide the direct, specific benefit of incremental room night sales to assessed businesses in that Zone. Individual zone marketing funding is designed to support zone-based activities that promote, support and increase room night sales, including but not limited to the same benefits of the BCTBID's Sales and Marketing services. The zones that will receive zone micro-marketing funds are: Chico, Gridley, Oroville, Paradise, Biggs, and the unincorporated County

Administration and Operations

The administration and operations portion of the budget shall be utilized for administrative staffing costs, office costs, and other general administrative costs such as insurance, legal, and accounting fees.

Collection Fee

Each local jurisdiction shall be paid a fee equal to no more than two percent (2%) of the amount of assessment collected, within their respective jurisdictions, to cover collection and administration costs.

Contingency/Reserve

The budget includes a contingency line item to account for uncollected assessments, if any. If there are contingency funds collected, they may be held in a reserve fund or utilized for other program, administration or renewal costs at the discretion of the Explore Butte County Board. Policies relating to contributions to the reserve fund, the target amount of the reserve fund, and expenditure of monies from the reserve fund shall be set by the Explore Butte County Board. Contingency/reserve funds may be spent on District programs or administrative and renewal costs in such proportions as determined by the Explore Butte County Board. The reserve fund may be used for the costs of renewing the BCTBID.

B. Annual Budget

The total ten (10) year improvement and service plan budget is projected at approximately \$941,000 annually, or \$18,136,823 through 2030 if the optional, maximum assessment rate increases are implemented. This amount may fluctuate as sales increase or decrease at assessed businesses and if the maximum assessment rate increases are implemented. If the maximum assessment rate increases are implemented at the soonest available time frame, the annual budget will increase as estimated in the following table. The table below demonstrates the estimated maximum budget with the assumption that the assessment rates will be increased. Explore Butte County's Board may increase the assessment rate in maximum increments of one half of one percent (0.5%), to a maximum

assessment rate of four percent (4%). The first incremental increase would not occur sooner than 2022-23. Additionally, a three percent (3%) annual increase in the total budget is shown, to account for anticipated room rate inflation.

The assessment rate might not increase starting in 2022-23, the increases may be implemented in later years at the discretion of the Explore Butte County's Board. The table below demonstrates the maximum with the assumption that the rates will be increased in 2022-23, 2023-24, 2024-25, and 2025-26 as it is a required disclosure, it is not the anticipated course of action. Additionally, a three percent (3%) annual increase in the total budget is shown, to account for estimated increased room night sales as a result of BCTBID efforts. This three percent (3%) annual increase is a conservative estimate based on the effects of similarly sized TBID budgets.

**Estimated Annual Budget If Maximum Assessment Rates Are Adopted
2020-2030**

Year	SMDPDVSE	Zone Micro-Marketing	Admin & Operations	Contingency / Reserve	Collection Fee	Total
2020-21	\$658,700	\$94,100	\$141,150	\$28,230	\$18,820	\$941,000
2021-22	\$678,461	\$96,923	\$145,385	\$29,077	\$19,385	\$969,230
2022-23	\$873,519	\$124,788	\$187,183	\$37,437	\$24,958	\$1,247,884
2023-24	\$1,079,669	\$154,238	\$231,358	\$46,272	\$30,848	\$1,542,384
2024-25	\$1,297,328	\$185,333	\$277,999	\$55,600	\$37,067	\$1,853,326
2025-26	\$1,527,198	\$218,171	\$327,257	\$65,451	\$43,634	\$2,181,711
2026-27	\$1,573,014	\$224,716	\$337,074	\$67,415	\$44,943	\$2,247,162
2027-28	\$1,620,204	\$231,458	\$347,187	\$69,437	\$46,292	\$2,314,577
2028-29	\$1,668,810	\$238,401	\$357,602	\$71,520	\$47,680	\$2,384,014
2029-30	\$1,718,874	\$245,553	\$368,330	\$73,666	\$49,111	\$2,455,535
Total	\$12,695,776	\$1,813,682	\$2,720,523	\$544,105	\$362,736	\$18,136,823

The table below demonstrates the annual improvement and service plan budget with the assumption that the rates will not be increased during the district's ten (10) year term. Additionally, a three percent (3%) annual increase in the total budget is shown, to account for estimated increased room night sales as a result of BCTBID efforts.

**Estimated Annual Budget If Maximum Assessment Rates Are Not Adopted
2020-2030**

Year	SMDPDVSE	Zone Micro-Marketing	Admin & Operations	Contingency / Reserve	Collection Fee	Total
2020-21	\$658,700	\$94,100	\$141,150	\$28,230	\$18,820	\$941,000
2021-22	\$678,461	\$96,923	\$145,385	\$29,077	\$19,385	\$969,230
2022-23	\$698,815	\$99,831	\$149,746	\$29,949	\$19,966	\$998,307
2023-24	\$719,779	\$102,826	\$154,238	\$30,848	\$20,565	\$1,028,256
2024-25	\$741,373	\$105,910	\$158,866	\$31,773	\$21,182	\$1,059,104
2025-26	\$763,614	\$109,088	\$163,632	\$32,726	\$21,818	\$1,090,877
2026-27	\$786,522	\$112,360	\$168,540	\$33,708	\$22,472	\$1,123,603
2027-28	\$810,118	\$115,731	\$173,597	\$34,719	\$23,146	\$1,157,311
2028-29	\$834,421	\$119,203	\$178,805	\$35,761	\$23,841	\$1,192,031
2029-30	\$859,454	\$122,779	\$184,169	\$36,834	\$24,556	\$1,227,792
Total	\$7,551,257	\$1,078,751	\$1,618,127	\$323,625	\$215,750	\$10,787,510

C. California Constitutional Compliance

The BCTBID assessment is not a property-based assessment subject to the requirements of Proposition 218. Courts have found Proposition 218 limited the term ‘assessments’ to levies on real property.¹ Rather, the BCTBID assessment is a business-based assessment, and is subject to Proposition 26. Pursuant to Proposition 26 all levies are a tax unless they fit one of seven exceptions. Two of these exceptions apply to the BCTBID, a “specific benefit” and a “specific government service.” Both require that the costs of benefits or services do not exceed the reasonable costs to the County of conferring the benefits or providing the services.

1. Specific Benefit

Proposition 26 requires that assessment funds be expended on, “a specific benefit conferred or privilege granted directly to the payor that is not provided to those not charged, and which does not exceed the reasonable costs to the local government of conferring the benefit or granting the privilege.”² The services in this Plan are designed to provide targeted benefits directly to assessed businesses, and are intended only to provide benefits and services directly to those businesses paying the assessment. These services are tailored not to serve the general public, businesses in general, or parcels of land, but rather to serve the specific businesses within the BCTBID. The activities described in this Plan are specifically targeted to increase room night sales for assessed lodging businesses within the boundaries of the BCTBID, and are narrowly tailored. BCTBID funds will be used exclusively to provide the specific benefit of increased room night sales directly to the assesseees. Assessment funds shall not be used to feature non-assessed lodging businesses in BCTBID programs, or to directly generate sales for non-assessed businesses. The activities paid for from assessment revenues are business services constituting and providing specific benefits to the assessed businesses.

The assessment imposed by this BCTBID is for a specific benefit conferred directly to the payors that is not provided to those not charged. The specific benefit conferred directly to the payors is an increase in room night sales. The specific benefit of an increase in room night sales for assessed lodging businesses will be provided only to lodging businesses paying the district assessment, with marketing, sales, destination product development, and visitor service enhancements promoting lodging businesses paying the BCTBID assessment. The marketing, sales, destination product development, and visitor service enhancements programs will be designed to increase room night sales at each assessed lodging businesses. Because they are necessary to provide the marketing, sales, destination product development, and visitor service enhancements programs that specifically benefit the assessed lodging businesses, the administration and contingency services also provide the specific benefit of increased room night sales to the assessed lodging businesses.

Although the BCTBID, in providing specific benefits to payors, may produce incidental benefits to non-paying businesses, the incidental benefit does not preclude the services from being considered a specific benefit. The legislature has found that, “A specific benefit is not excluded from classification as a ‘specific benefit’ merely because an indirect benefit to a nonpayor occurs incidentally and without cost to the payor as a consequence of providing the specific benefit to the payor.”³

2. Specific Government Service

The assessment may also be utilized to provide, “a specific government service or product provided directly to the payor that is not provided to those not charged, and which does not exceed the

¹ *Jarvis v. the City of San Diego* 72 Cal App. 4th 230

² Cal. Const. art XIII C § 1(e)(1)

³ Government Code § 53758(a)

reasonable costs to the local government of providing the service or product.”⁴ The legislature has recognized that marketing and promotions services like those to be provided by the BCTBID are government services within the meaning of Proposition 26⁵. Further, the legislature has determined that “a specific government service is not excluded from classification as a ‘specific government service’ merely because an indirect benefit to a nonpayor occurs incidentally and without cost to the payor as a consequence of providing the specific government service to the payor.”⁶

3. Reasonable Cost

BCTBID services will be implemented carefully to ensure they do not exceed the reasonable cost of such services. The full amount assessed will be used to provide the services described herein. Funds will be managed by the Explore Butte County, and reports submitted on an annual basis to the County Board of Supervisors. Only assessed lodging businesses will be featured in marketing materials, receive sales leads generated from BCTBID-funded activities, be featured in advertising campaigns, and benefit from other BCTBID-funded services. Non-assessed lodging businesses will not receive these, nor any other, BCTBID-funded services and benefits.

The BCTBID-funded programs are all targeted directly at and feature only assessed businesses. It is, however, possible that there will be a spill over benefit to non-assessed businesses. If non-assessed lodging businesses receive incremental room nights, that portion of the promotion or program generating those room nights shall be paid with non-BCTBID funds. BCTBID funds shall only be spent to benefit the assessed businesses, and shall not be spent on that portion of any program which directly generates incidental room nights for non-assessed businesses.

D. Assessment

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 Orville, whereby assessments will not be collected on stays of more than sixty (60) consecutive days.

During the ten (10) year term, the assessment rate may be increased by the Explore Butte County’s Board to a maximum of four percent (4%) of gross short-term room rental revenue. If the assessment rate is increased, it may subsequently be decreased but shall not decreased below a minimum of two percent (2%) of gross short-term room rental revenue. The maximum increase or decrease in any year shall be one-half of one percent (0.50%).

The term “gross room rental revenue” as used herein means: any fee, charge, or other valuable consideration received by a lodging business as gross proceeds paid by a transient for lodging. Gross room rental revenue shall be valued in money, whether it is received in money or in kind goods and services. Gross room rental revenue shall include all services of any kind or nature prior to any deduction for any reason whatever. Gross room rental revenue shall not include any federal, state or local taxes collected, including but not limited to transient occupancy taxes.

The assessment is levied upon and a direct obligation of the assessed lodging business. However, the assessed lodging business may, at its discretion, pass the assessment on to transients. The amount of assessment, if passed on to each transient, shall be disclosed in advance and separately stated from the amount of rent charged and any other applicable taxes, and each transient shall receive a receipt for

⁴ Cal. Const. art XIII C § 1(e)(2)

⁵ Government Code § 53758(b)

⁶ Government Code § 53758(b)

payment from the business. If the BCTBID assessment is identified separately it shall be disclosed as the “BCTBID Assessment.” As an alternative, the disclosure may include the amount of the BCTBID assessment and the amount of the assessment imposed pursuant to the California Tourism Marketing Act, Government Code §13995 et seq. and shall be disclosed as the “Tourism Assessment.” The assessment is imposed solely upon, and is the sole obligation of the assessed lodging business even if it is passed on to transients. The assessment shall not be considered revenue for any purpose, including calculation of transient occupancy taxes.

Bonds shall not be issued.

E. Penalties and Interest

The BCTBID shall reimburse the County, cities, and the Town for any costs associated with collecting unpaid assessments, which shall not exceed the actual cost of assessment collections. If sums in excess of the delinquent BCTBID assessment are sought to be recovered in the same collection action by the County, the BCTBID shall bear its pro rata share of such collection costs. Assessed businesses which are delinquent in paying the assessment shall be responsible for paying:

1. Any assessed business which fails to remit any assessment imposed within the time required shall pay a penalty of ten percent (10%) of the amount of the assessment in addition to the amount of the assessment.
2. Any assessed business which fails to remit any delinquent remittance on or before a period of thirty (30) days following the date on which the remittance first became delinquent shall pay a second delinquency penalty of ten percent (10%) of the amount of the assessment in addition to the amount of the assessment and the ten percent (10%) penalty first imposed.
3. If the County, a city, or the Town determines that the nonpayment of any remittance due is due to fraud, a penalty of twenty-five percent (25%) of the amount of the assessment shall be added thereto in addition to the penalties state in subparagraphs 1 and 2 of this section.
4. In addition to the penalties imposed, any assessed business which fails to remit any assessment imposed shall pay interest at the rate of one percent (1%) per month, or fraction thereof, on the amount of the assessment, exclusive of penalties, from the date on which the remittance first became delinquent until paid. If the last of any month falls on a Saturday, Sunday or legal holiday, the additional one percent (1%) shall attach after 5:00 PM on the next business day.
5. Every penalty imposed, and such interest as accrues, shall become part of the assessment required to be paid by the provisions of this chapter.

F. Time and Manner for Collecting Assessments

The BCTBID assessment will be implemented beginning December 1, 2020 and will continue for ten (10) years through November 30, 2030. The County, cities, and the Town will be responsible for collecting the assessment on a monthly or quarterly basis (including any delinquencies, penalties and interest) from each lodging business located in their respective jurisdictions. The County, cities, and the Town shall take all reasonable efforts to collect the assessments from each lodging business. The County, cities, and the Town shall forward the assessments collected to the Owners’ Association within thirty (30) days of receiving the assessments.

VI. GOVERNANCE

A. Owners' Association

The Board of Supervisors, through adoption of this Management District Plan, has the right, pursuant to Streets and Highways Code §36651, to identify the body that shall implement the proposed program, which shall be the Owners' Association of the BCTBID as defined in Streets and Highways Code §36612. The Board of Supervisors has determined that Explore Butte County will serve as the Owners' Association for the BCTBID.

B. Brown Act and California Public Records Act Compliance

An Owners' Association is a private entity and may not be considered a public entity for any purpose, nor may its board members or staff be considered to be public officials for any purpose. The Owners' Association is, however, subject to government regulations relating to transparency, namely the Ralph M. Brown Act and the California Public Records Act. These regulations are designed to promote public accountability. The Owners' Association acts as a legislative body under the Ralph M. Brown Act (Government Code §54950 et seq.). Thus, meetings of the Explore Butte County Board and certain committees must be held in compliance with the public notice and other requirements of the Brown Act. The Owners' Association is also subject to the record keeping and disclosure requirements of the California Public Records Act. Accordingly, the Owners' Association shall publicly report any action taken and the vote or abstention on that action of each member present for the action.

C. Annual Report

Explore Butte County shall present an annual report at the end of each year of operation to the Board of Supervisors pursuant to Streets and Highways Code §36650 (see Appendix 1). The annual report shall include:

- Any proposed changes in the boundaries of the improvement district or in any benefit zones or classification of businesses within the district.
- The improvements and activities to be provided for that fiscal year.
- An estimate of the cost of providing the improvements and the activities for that fiscal year.
- The method and basis of levying the assessment in sufficient detail to allow each business owner to estimate the amount of the assessment to be levied against his or her business for that fiscal year.
- The estimated amount of any surplus or deficit revenues to be carried over from a previous fiscal year.
- The estimated amount of any contributions to be made from sources other than assessments levied pursuant to this part.

APPENDIX 1 – LAW

*** THIS DOCUMENT IS CURRENT THROUGH THE 2018 SUPPLEMENT ***
(ALL 2017 LEGISLATION)

STREETS AND HIGHWAYS CODE DIVISION 18. PARKING PART 7. PROPERTY AND BUSINESS IMPROVEMENT DISTRICT LAW OF 1994

CHAPTER 1. General Provisions

ARTICLE 1. Declarations

36600. Citation of part

This part shall be known and may be cited as the “Property and Business Improvement District Law of 1994.”

36601. Legislative findings and declarations; Legislative guidance

The Legislature finds and declares all of the following:

- (a) Businesses located and operating within business districts in some of this state’s communities are economically disadvantaged, are underutilized, and are unable to attract customers due to inadequate facilities, services, and activities in the business districts.
- (b) It is in the public interest to promote the economic revitalization and physical maintenance of business districts in order to create jobs, attract new businesses, and prevent the erosion of the business districts.
- (c) It is of particular local benefit to allow business districts to fund business related improvements, maintenance, and activities through the levy of assessments upon the businesses or real property that receive benefits from those improvements.
- (d) Assessments levied for the purpose of conferring special benefit upon the real property or a specific benefit upon the businesses in a business district are not taxes for the general benefit of a city, even if property, businesses, or persons not assessed receive incidental or collateral effects that benefit them.
- (e) Property and business improvement districts formed throughout this state have conferred special benefits upon properties and businesses within their districts and have made those properties and businesses more useful by providing the following benefits:
 - (1) Crime reduction. A study by the Rand Corporation has confirmed a 12-percent reduction in the incidence of robbery and an 8-percent reduction in the total incidence of violent crimes within the 30 districts studied.
 - (2) Job creation.
 - (3) Business attraction.
 - (4) Business retention.
 - (5) Economic growth.
 - (6) New investments.
- (f) With the dissolution of redevelopment agencies throughout the state, property and business improvement districts have become even more important tools with which communities can combat blight, promote economic opportunities, and create a clean and safe environment.
- (g) Since the enactment of this act, the people of California have adopted Proposition 218, which added Article XIII D to the Constitution in order to place certain requirements and restrictions on the formation of, and activities, expenditures, and assessments by property-based districts. Article XIII D of the Constitution provides that property-based districts may only levy assessments for special benefits.
- (h) The act amending this section is intended to provide the Legislature’s guidance with regard to this act, its interaction with the provisions of Article XIII D of the Constitution, and the determination of special benefits in property-based districts.
 - (1) The lack of legislative guidance has resulted in uncertainty and inconsistent application of this act, which discourages the use of assessments to fund needed improvements, maintenance, and activities in property-based districts, contributing to blight and other underutilization of property.
 - (2) Activities undertaken for the purpose of conferring special benefits upon property to be assessed inherently produce incidental or collateral effects that benefit property or persons not assessed. Therefore, for special benefits to exist as a separate and distinct category from general benefits, the

incidental or collateral effects of those special benefits are inherently part of those special benefits. The mere fact that special benefits produce incidental or collateral effects that benefit property or persons not assessed does not convert any portion of those special benefits or their incidental or collateral effects into general benefits.

(3) It is of the utmost importance that property-based districts created under this act have clarity regarding restrictions on assessments they may levy and the proper determination of special benefits. Legislative clarity with regard to this act will provide districts with clear instructions and courts with legislative intent regarding restrictions on property-based assessments, and the manner in which special benefits should be determined.

36602. Purpose of part

The purpose of this part is to supplement previously enacted provisions of law that authorize cities to levy assessments within property and business improvement districts, to ensure that those assessments conform to all constitutional requirements and are determined and assessed in accordance with the guidance set forth in this act. This part does not affect or limit any other provisions of law authorizing or providing for the furnishing of improvements or activities or the raising of revenue for these purposes.

36603. Preemption of authority or charter city to adopt ordinances levying assessments

Nothing in this part is intended to preempt the authority of a charter city to adopt ordinances providing for a different method of levying assessments for similar or additional purposes from those set forth in this part. A property and business improvement district created pursuant to this part is expressly exempt from the provisions of the Special Assessment Investigation, Limitation and Majority Protest Act of 1931 (Division 4 (commencing with Section 2800)).

36603.5. Part prevails over conflicting provisions

Any provision of this part that conflicts with any other provision of law shall prevail over the other provision of law, as to districts created under this part.

36604. Severability

This part is intended to be construed liberally and, if any provision is held invalid, the remaining provisions shall remain in full force and effect. Assessments levied under this part are not special taxes.

ARTICLE 2. Definitions

36606. “Activities”

“Activities” means, but is not limited to, all of the following that benefit businesses or real property in the district:

- (a) Promotion of public events.
- (b) Furnishing of music in any public place.
- (c) Promotion of tourism within the district.
- (d) Marketing and economic development, including retail retention and recruitment.
- (e) Providing security, sanitation, graffiti removal, street and sidewalk cleaning, and other municipal services supplemental to those normally provided by the municipality.
- (f) Other services provided for the purpose of conferring special benefit upon assessed real property or specific benefits upon assessed businesses located in the district.

36606.5. “Assessment”

“Assessment” means a levy for the purpose of acquiring, constructing, installing, or maintaining improvements and providing activities that will provide certain benefits to properties or businesses located within a property and business improvement district.

36607. “Business”

“Business” means all types of businesses and includes financial institutions and professions.

36608. “City”

“City” means a city, county, city and county, or an agency or entity created pursuant to Article 1 (commencing with Section 6500) of Chapter 5 of Division 7 of Title 1 of the Government Code, the public member agencies of which includes only cities, counties, or a city and county, or the State of California.

36609. “City council”

“City council” means the city council of a city or the board of supervisors of a county, or the agency, commission, or board created pursuant to a joint powers agreement and which is a city within the meaning of this part.

36609.4. “Clerk”

“Clerk” means the clerk of the legislative body.

36609.5. “General benefit”

“General benefit” means, for purposes of a property-based district, any benefit that is not a “special benefit” as defined in Section 36615.5.

36610. “Improvement”

“Improvement” means the acquisition, construction, installation, or maintenance of any tangible property with an estimated useful life of five years or more including, but not limited to, the following:

- (a) Parking facilities.
- (b) Benches, booths, kiosks, display cases, pedestrian shelters and signs.
- (c) Trash receptacles and public restrooms.
- (d) Lighting and heating facilities.
- (e) Decorations.
- (f) Parks.
- (g) Fountains.
- (h) Planting areas.
- (i) Closing, opening, widening, or narrowing of existing streets.
- (j) Facilities or equipment, or both, to enhance security of persons and property within the district.
- (k) Ramps, sidewalks, plazas, and pedestrian malls.
- (l) Rehabilitation or removal of existing structures.

36611. “Management district plan”; “Plan”

“Management district plan” or “plan” means a proposal as defined in Section 36622.

36612. “Owners’ association”

“Owners’ association” means a private nonprofit entity that is under contract with a city to administer or implement improvements, maintenance, and activities specified in the management district plan. An owners’ association may be an existing nonprofit entity or a newly formed nonprofit entity. An owners’ association is a private entity and may not be considered a public entity for any purpose, nor may its board members or staff be considered to be public officials for any purpose. Notwithstanding this section, an owners’ association shall comply with the Ralph M. Brown Act (Chapter 9 (commencing with Section 54950) of Part 1 of Division 2 of Title 5 of the Government Code), at all times when matters within the subject matter of the district are heard, discussed, or deliberated, and with the California Public Records Act (Chapter 3.5 (commencing with Section 6250) of Division 7 of Title 1 of the Government Code), for all records relating to activities of the district.

36614. “Property”

“Property” means real property situated within a district.

36614.5. “Property and business improvement district”; “District”

“Property and business improvement district,” or “district,” means a property and business improvement district established pursuant to this part.

36614.6. “Property-based assessment”

“Property-based assessment” means any assessment made pursuant to this part upon real property.

36614.7. “Property-based district”

“Property-based district” means any district in which a city levies a property-based assessment.

36615. “Property owner”; “Business owner”; “Owner”

“Property owner” means any person shown as the owner of land on the last equalized assessment roll or otherwise known to be the owner of land by the city council. “Business owner” means any person recognized by the city as the owner of the business. “Owner” means either a business owner or a property owner. The city council has no obligation to obtain other information as to the ownership of land or businesses, and its determination of ownership shall be final and conclusive for the purposes of this part. Wherever this part requires the signature of the property owner, the signature of the authorized agent of the property owner shall be sufficient. Wherever this part requires the signature of the business owner, the signature of the authorized agent of the business owner shall be sufficient.

36615.5. “Special benefit”

“Special benefit” means, for purposes of a property-based district, a particular and distinct benefit over and above general benefits conferred on real property located in a district or to the public at large. Special benefit includes incidental or collateral effects that arise from the improvements, maintenance, or activities of property-based districts even if those incidental or collateral effects benefit property or persons not assessed. Special benefit excludes general enhancement of property value.

36616. “Tenant”

“Tenant” means an occupant pursuant to a lease of commercial space or a dwelling unit, other than an owner.

ARTICLE 3. Prior Law

36617. Alternate method of financing certain improvements and activities; Effect on other provisions

This part provides an alternative method of financing certain improvements and activities. The provisions of this part shall not affect or limit any other provisions of law authorizing or providing for the furnishing of improvements or activities or the raising of revenue for these purposes. Every improvement area established pursuant to the Parking and Business Improvement Area Law of 1989 (Part 6 (commencing with Section 36500) of this division) is valid and effective and is unaffected by this part.

CHAPTER 2. Establishment

36620. Establishment of property and business improvement district

A property and business improvement district may be established as provided in this chapter.

36620.5. Requirement of consent of city council

A county may not form a district within the territorial jurisdiction of a city without the consent of the city council of that city. A city may not form a district within the unincorporated territory of a county without the consent of the board

of supervisors of that county. A city may not form a district within the territorial jurisdiction of another city without the consent of the city council of the other city.

36621. Initiation of proceedings; Petition of property or business owners in proposed district

- (a) Upon the submission of a written petition, signed by the property or business owners in the proposed district who will pay more than 50 percent of the assessments proposed to be levied, the city council may initiate proceedings to form a district by the adoption of a resolution expressing its intention to form a district. The amount of assessment attributable to property or a business owned by the same property or business owner that is in excess of 40 percent of the amount of all assessments proposed to be levied, shall not be included in determining whether the petition is signed by property or business owners who will pay more than 50 percent of the total amount of assessments proposed to be levied.
- (b) The petition of property or business owners required under subdivision (a) shall include a summary of the management district plan. That summary shall include all of the following:
 - (1) A map showing the boundaries of the district.
 - (2) Information specifying where the complete management district plan can be obtained.
 - (3) Information specifying that the complete management district plan shall be furnished upon request.
- (c) The resolution of intention described in subdivision (a) shall contain all of the following:
 - (1) A brief description of the proposed improvements, maintenance, and activities, the amount of the proposed assessment, a statement as to whether the assessment will be levied on property or businesses within the district, a statement as to whether bonds will be issued, and a description of the exterior boundaries of the proposed district, which may be made by reference to any plan or map that is on file with the clerk. The descriptions and statements do not need to be detailed and shall be sufficient if they enable an owner to generally identify the nature and extent of the improvements, maintenance, and activities, and the location and extent of the proposed district.
 - (2) A time and place for a public hearing on the establishment of the property and business improvement district and the levy of assessments, which shall be consistent with the requirements of Section 36623.

36622. Contents of management district plan

The management district plan shall include, but is not limited to, all of the following:

- (a) If the assessment will be levied on property, a map of the district in sufficient detail to locate each parcel of property and, if businesses are to be assessed, each business within the district. If the assessment will be levied on businesses, a map that identifies the district boundaries in sufficient detail to allow a business owner to reasonably determine whether a business is located within the district boundaries. If the assessment will be levied on property and businesses, a map of the district in sufficient detail to locate each parcel of property and to allow a business owner to reasonably determine whether a business is located within the district boundaries.
- (b) The name of the proposed district.
- (c) A description of the boundaries of the district, including the boundaries of benefit zones, proposed for establishment or extension in a manner sufficient to identify the affected property and businesses included, which may be made by reference to any plan or map that is on file with the clerk. The boundaries of a proposed property assessment district shall not overlap with the boundaries of another existing property assessment district created pursuant to this part. This part does not prohibit the boundaries of a district created pursuant to this part to overlap with other assessment districts established pursuant to other provisions of law, including, but not limited to, the Parking and Business Improvement Area Law of 1989 (Part 6 (commencing with Section 36500)). This part does not prohibit the boundaries of a business assessment district created pursuant to this part to overlap with another business assessment district created pursuant to this part. This part does not prohibit the boundaries of a business assessment district created pursuant to this part to overlap with a property assessment district created pursuant to this part.
- (d) The improvements, maintenance, and activities proposed for each year of operation of the district and the maximum cost thereof. If the improvements, maintenance, and activities proposed for each year of operation are the same, a description of the first year's proposed improvements, maintenance, and activities and a statement that the same improvements, maintenance, and activities are proposed for subsequent years shall satisfy the requirements of this subdivision.

- (e) The total annual amount proposed to be expended for improvements, maintenance, or activities, and debt service in each year of operation of the district. If the assessment is levied on businesses, this amount may be estimated based upon the assessment rate. If the total annual amount proposed to be expended in each year of operation of the district is not significantly different, the amount proposed to be expended in the initial year and a statement that a similar amount applies to subsequent years shall satisfy the requirements of this subdivision.
- (f) The proposed source or sources of financing, including the proposed method and basis of levying the assessment in sufficient detail to allow each property or business owner to calculate the amount of the assessment to be levied against his or her property or business. The plan also shall state whether bonds will be issued to finance improvements.
- (g) The time and manner of collecting the assessments.
- (h) The specific number of years in which assessments will be levied. In a new district, the maximum number of years shall be five. Upon renewal, a district shall have a term not to exceed 10 years. Notwithstanding these limitations, a district created pursuant to this part to finance capital improvements with bonds may levy assessments until the maximum maturity of the bonds. The management district plan may set forth specific increases in assessments for each year of operation of the district.
- (i) The proposed time for implementation and completion of the management district plan.
- (j) Any proposed rules and regulations to be applicable to the district.
- (k)
 - (1) A list of the properties or businesses to be assessed, including the assessor's parcel numbers for properties to be assessed, and a statement of the method or methods by which the expenses of a district will be imposed upon benefited real property or businesses, in proportion to the benefit received by the property or business, to defray the cost thereof.
 - (2) In a property-based district, the proportionate special benefit derived by each identified parcel shall be determined exclusively in relationship to the entirety of the capital cost of a public improvement, the maintenance and operation expenses of a public improvement, or the cost of the activities. An assessment shall not be imposed on any parcel that exceeds the reasonable cost of the proportional special benefit conferred on that parcel. Only special benefits are assessable, and a property-based district shall separate the general benefits, if any, from the special benefits conferred on a parcel. Parcels within a property-based district that are owned or used by any city, public agency, the State of California, or the United States shall not be exempt from assessment unless the governmental entity can demonstrate by clear and convincing evidence that those publicly owned parcels in fact receive no special benefit. The value of any incidental, secondary, or collateral effects that arise from the improvements, maintenance, or activities of a property-based district and that benefit property or persons not assessed shall not be deducted from the entirety of the cost of any special benefit or affect the proportionate special benefit derived by each identified parcel.
- (l) In a property-based district, the total amount of all special benefits to be conferred upon the properties located within the property-based district.
- (m) In a property-based district, the total amount of general benefits, if any.
- (n) In a property-based district, a detailed engineer's report prepared by a registered professional engineer certified by the State of California supporting all assessments contemplated by the management district plan.
- (o) Any other item or matter required to be incorporated therein by the city council.

36623. Procedure to levy assessment

- (a) If a city council proposes to levy a new or increased property assessment, the notice and protest and hearing procedure shall comply with Section 53753 of the Government Code.
- (b) If a city council proposes to levy a new or increased business assessment, the notice and protest and hearing procedure shall comply with Section 54954.6 of the Government Code, except that notice shall be mailed to the owners of the businesses proposed to be assessed. A protest may be made orally or in writing by any interested person. Every written protest shall be filed with the clerk at or before the time fixed for the public hearing. The city council may waive any irregularity in the form or content of any written protest. A written protest may be withdrawn in writing at any time before the conclusion of the public hearing. Each written protest shall contain a description of the business in which the person subscribing the protest is interested sufficient to identify the business and, if a person subscribing is not shown on the official records of the city as the owner of the business, the protest shall contain or be accompanied by written evidence that the person subscribing is the owner of the business or the authorized representative. A written protest that does not comply with this section shall not be counted in determining a majority protest. If written protests are received from the owners or authorized representatives of businesses in the proposed district that will pay

50 percent or more of the assessments proposed to be levied and protests are not withdrawn so as to reduce the protests to less than 50 percent, no further proceedings to levy the proposed assessment against such businesses, as contained in the resolution of intention, shall be taken for a period of one year from the date of the finding of a majority protest by the city council.

(c) If a city council proposes to conduct a single proceeding to levy both a new or increased property assessment and a new or increased business assessment, the notice and protest and hearing procedure for the property assessment shall comply with subdivision (a), and the notice and protest and hearing procedure for the business assessment shall comply with subdivision (b). If a majority protest is received from either the property or business owners, that respective portion of the assessment shall not be levied. The remaining portion of the assessment may be levied unless the improvement or other special benefit was proposed to be funded by assessing both property and business owners.

36624. Changes to proposed assessments

At the conclusion of the public hearing to establish the district, the city council may adopt, revise, change, reduce, or modify the proposed assessment or the type or types of improvements, maintenance, and activities to be funded with the revenues from the assessments. Proposed assessments may only be revised by reducing any or all of them. At the public hearing, the city council may only make changes in, to, or from the boundaries of the proposed property and business improvement district that will exclude territory that will not benefit from the proposed improvements, maintenance, and activities. Any modifications, revisions, reductions, or changes to the proposed assessment district shall be reflected in the notice and map recorded pursuant to Section 36627.

36625. Resolution of formation

(a) If the city council, following the public hearing, decides to establish a proposed property and business improvement district, the city council shall adopt a resolution of formation that shall include, but is not limited to, all of the following:

(1) A brief description of the proposed improvements, maintenance, and activities, the amount of the proposed assessment, a statement as to whether the assessment will be levied on property, businesses, or both within the district, a statement on whether bonds will be issued, and a description of the exterior boundaries of the proposed district, which may be made by reference to any plan or map that is on file with the clerk. The descriptions and statements need not be detailed and shall be sufficient if they enable an owner to generally identify the nature and extent of the improvements, maintenance, and activities and the location and extent of the proposed district.

(2) The number, date of adoption, and title of the resolution of intention.

(3) The time and place where the public hearing was held concerning the establishment of the district.

(4) A determination regarding any protests received. The city shall not establish the district or levy assessments if a majority protest was received.

(5) A statement that the properties, businesses, or properties and businesses in the district established by the resolution shall be subject to any amendments to this part.

(6) A statement that the improvements, maintenance, and activities to be conferred on businesses and properties in the district will be funded by the levy of the assessments. The revenue from the levy of assessments within a district shall not be used to provide improvements, maintenance, or activities outside the district or for any purpose other than the purposes specified in the resolution of intention, as modified by the city council at the hearing concerning establishment of the district. Notwithstanding the foregoing, improvements and activities that must be provided outside the district boundaries to create a special or specific benefit to the assessed parcels or businesses may be provided, but shall be limited to marketing or signage pointing to the district.

(7) A finding that the property or businesses within the area of the property and business improvement district will be benefited by the improvements, maintenance, and activities funded by the proposed assessments, and, for a property-based district, that property within the district will receive a special benefit.

(8) In a property-based district, the total amount of all special benefits to be conferred on the properties within the property-based district.

(b) The adoption of the resolution of formation and, if required, recordation of the notice and map pursuant to Section 36627 shall constitute the levy of an assessment in each of the fiscal years referred to in the management district plan.

36626. Resolution establishing district

If the city council, following the public hearing, desires to establish the proposed property and business improvement district, and the city council has not made changes pursuant to Section 36624, or has made changes that do not substantially change the proposed assessment, the city council shall adopt a resolution establishing the district. The resolution shall contain all of the information specified in Section 36625.

36627. Notice and assessment diagram

Following adoption of the resolution establishing district assessments on properties pursuant to Section 36625 or Section 36626, the clerk shall record a notice and an assessment diagram pursuant to Section 3114. No other provision of Division 4.5 (commencing with Section 3100) applies to an assessment district created pursuant to this part.

36628. Establishment of separate benefit zones within district; Categories of businesses

The city council may establish one or more separate benefit zones within the district based upon the degree of benefit derived from the improvements or activities to be provided within the benefit zone and may impose a different assessment within each benefit zone. If the assessment is to be levied on businesses, the city council may also define categories of businesses based upon the degree of benefit that each will derive from the improvements or activities to be provided within the district and may impose a different assessment or rate of assessment on each category of business, or on each category of business within each zone.

36628.5. Assessments on businesses or property owners

The city council may levy assessments on businesses or on property owners, or a combination of the two, pursuant to this part. The city council shall structure the assessments in whatever manner it determines corresponds with the distribution of benefits from the proposed improvements, maintenance, and activities, provided that any property-based assessment conforms with the requirements set forth in paragraph (2) of subdivision (k) of Section 36622.

36629. Provisions and procedures applicable to benefit zones and business categories

All provisions of this part applicable to the establishment, modification, or disestablishment of a property and business improvement district apply to the establishment, modification, or disestablishment of benefit zones or categories of business. The city council shall, to establish, modify, or disestablish a benefit zone or category of business, follow the procedure to establish, modify, or disestablish a property and business improvement district.

36630. Expiration of district; Creation of new district

If a property and business improvement district expires due to the time limit set pursuant to subdivision (h) of Section 36622, a new management district plan may be created and the district may be renewed pursuant to this part.

CHAPTER 3. Assessments

36631. Time and manner of collection of assessments; Delinquent payments

The collection of the assessments levied pursuant to this part shall be made at the time and in the manner set forth by the city council in the resolution levying the assessment. Assessments levied on real property may be collected at the same time and in the same manner as for the ad valorem property tax, and may provide for the same lien priority and penalties for delinquent payment. All delinquent payments for assessments levied pursuant to this part may be charged interest and penalties.

36632. Assessments to be based on estimated benefit; Classification of real property and businesses; Exclusion of residential and agricultural property

- (a) The assessments levied on real property pursuant to this part shall be levied on the basis of the estimated benefit to the real property within the property and business improvement district. The city council may

classify properties for purposes of determining the benefit to property of the improvements and activities provided pursuant to this part.

(b) Assessments levied on businesses pursuant to this part shall be levied on the basis of the estimated benefit to the businesses within the property and business improvement district. The city council may classify businesses for purposes of determining the benefit to the businesses of the improvements and activities provided pursuant to this part.

(c) Properties zoned solely for residential use, or that are zoned for agricultural use, are conclusively presumed not to benefit from the improvements and service funded through these assessments, and shall not be subject to any assessment pursuant to this part.

36633. Time for contesting validity of assessment

The validity of an assessment levied under this part shall not be contested in any action or proceeding unless the action or proceeding is commenced within 30 days after the resolution levying the assessment is adopted pursuant to Section 36626. Any appeal from a final judgment in an action or proceeding shall be perfected within 30 days after the entry of judgment.

36634. Service contracts authorized to establish levels of city services

The city council may execute baseline service contracts that would establish levels of city services that would continue after a property and business improvement district has been formed.

36635. Request to modify management district plan

The owners' association may, at any time, request that the city council modify the management district plan. Any modification of the management district plan shall be made pursuant to this chapter.

36636. Modification of plan by resolution after public hearing; Adoption of resolution of intention

(a) Upon the written request of the owners' association, the city council may modify the management district plan after conducting one public hearing on the proposed modifications. The city council may modify the improvements and activities to be funded with the revenue derived from the levy of the assessments by adopting a resolution determining to make the modifications after holding a public hearing on the proposed modifications. If the modification includes the levy of a new or increased assessment, the city council shall comply with Section 36623. Notice of all other public hearings pursuant to this section shall comply with both of the following:

- (1) The resolution of intention shall be published in a newspaper of general circulation in the city once at least seven days before the public hearing.
- (2) A complete copy of the resolution of intention shall be mailed by first class mail, at least 10 days before the public hearing, to each business owner or property owner affected by the proposed modification.

(b) The city council shall adopt a resolution of intention which states the proposed modification prior to the public hearing required by this section. The public hearing shall be held not more than 90 days after the adoption of the resolution of intention.

36637. Reflection of modification in notices recorded and maps

Any subsequent modification of the resolution shall be reflected in subsequent notices and maps recorded pursuant to Division 4.5 (commencing with Section 3100), in a manner consistent with the provisions of Section 36627.

CHAPTER 3.5. Financing

36640. Bonds authorized; Procedure; Restriction on reduction or termination of assessments

(a) The city council may, by resolution, determine and declare that bonds shall be issued to finance the estimated cost of some or all of the proposed improvements described in the resolution of formation adopted pursuant to Section 36625, if the resolution of formation adopted pursuant to that section provides for the issuance of bonds, under the Improvement Bond Act of 1915 (Division 10 (commencing with Section 8500))

or in conjunction with Marks-Roos Local Bond Pooling Act of 1985 (Article 4 (commencing with Section 6584) of Chapter 5 of Division 7 of Title 1 of the Government Code). Either act, as the case may be, shall govern the proceedings relating to the issuance of bonds, although proceedings under the Bond Act of 1915 may be modified by the city council as necessary to accommodate assessments levied upon business pursuant to this part.

(b) The resolution adopted pursuant to subdivision (a) shall generally describe the proposed improvements specified in the resolution of formation adopted pursuant to Section 36625, set forth the estimated cost of those improvements, specify the number of annual installments and the fiscal years during which they are to be collected. The amount of debt service to retire the bonds shall not exceed the amount of revenue estimated to be raised from assessments over 30 years.

(c) Notwithstanding any other provision of this part, assessments levied to pay the principal and interest on any bond issued pursuant to this section shall not be reduced or terminated if doing so would interfere with the timely retirement of the debt.

CHAPTER 4. Governance

36650. Report by owners' association; Approval or modification by city council

(a) The owners' association shall cause to be prepared a report for each fiscal year, except the first year, for which assessments are to be levied and collected to pay the costs of the improvements, maintenance, and activities described in the report. The owners' association's first report shall be due after the first year of operation of the district. The report may propose changes, including, but not limited to, the boundaries of the property and business improvement district or any benefit zones within the district, the basis and method of levying the assessments, and any changes in the classification of property, including any categories of business, if a classification is used.

(b) The report shall be filed with the clerk and shall refer to the property and business improvement district by name, specify the fiscal year to which the report applies, and, with respect to that fiscal year, shall contain all of the following information:

(1) Any proposed changes in the boundaries of the property and business improvement district or in any benefit zones or classification of property or businesses within the district.

(2) The improvements, maintenance, and activities to be provided for that fiscal year.

(3) An estimate of the cost of providing the improvements, maintenance, and activities for that fiscal year.

(4) The method and basis of levying the assessment in sufficient detail to allow each real property or business owner, as appropriate, to estimate the amount of the assessment to be levied against his or her property or business for that fiscal year.

(5) The estimated amount of any surplus or deficit revenues to be carried over from a previous fiscal year.

(6) The estimated amount of any contributions to be made from sources other than assessments levied pursuant to this part.

(c) The city council may approve the report as filed by the owners' association or may modify any particular contained in the report and approve it as modified. Any modification shall be made pursuant to Sections 36635 and 36636.

The city council shall not approve a change in the basis and method of levying assessments that would impair an authorized or executed contract to be paid from the revenues derived from the levy of assessments, including any commitment to pay principal and interest on any bonds issued on behalf of the district.

36651. Designation of owners' association to provide improvements, maintenance, and activities

The management district plan may, but is not required to, state that an owners' association will provide the improvements, maintenance, and activities described in the management district plan. If the management district plan designates an owners' association, the city shall contract with the designated nonprofit corporation to provide services.

CHAPTER 5. Renewal

36660. Renewal of district; Transfer or refund of remaining revenues; District term limit

- (a) Any district previously established whose term has expired, or will expire, may be renewed by following the procedures for establishment as provided in this chapter.
- (b) Upon renewal, any remaining revenues derived from the levy of assessments, or any revenues derived from the sale of assets acquired with the revenues, shall be transferred to the renewed district. If the renewed district includes additional parcels or businesses not included in the prior district, the remaining revenues shall be spent to benefit only the parcels or businesses in the prior district. If the renewed district does not include parcels or businesses included in the prior district, the remaining revenues attributable to these parcels shall be refunded to the owners of these parcels or businesses.
- (c) Upon renewal, a district shall have a term not to exceed 10 years, or, if the district is authorized to issue bonds, until the maximum maturity of those bonds. There is no requirement that the boundaries, assessments, improvements, or activities of a renewed district be the same as the original or prior district.

CHAPTER 6. Disestablishment

36670. Circumstances permitting disestablishment of district; Procedure

- (a) Any district established or extended pursuant to the provisions of this part, where there is no indebtedness, outstanding and unpaid, incurred to accomplish any of the purposes of the district, may be disestablished by resolution by the city council in either of the following circumstances:
 - (1) If the city council finds there has been misappropriation of funds, malfeasance, or a violation of law in connection with the management of the district, it shall notice a hearing on disestablishment.
 - (2) During the operation of the district, there shall be a 30-day period each year in which assesseses may request disestablishment of the district. The first such period shall begin one year after the date of establishment of the district and shall continue for 30 days. The next such 30-day period shall begin two years after the date of the establishment of the district. Each successive year of operation of the district shall have such a 30-day period. Upon the written petition of the owners or authorized representatives of real property or the owners or authorized representatives of businesses in the district who pay 50 percent or more of the assessments levied, the city council shall pass a resolution of intention to disestablish the district. The city council shall notice a hearing on disestablishment.
- (b) The city council shall adopt a resolution of intention to disestablish the district prior to the public hearing required by this section. The resolution shall state the reason for the disestablishment, shall state the time and place of the public hearing, and shall contain a proposal to dispose of any assets acquired with the revenues of the assessments levied within the property and business improvement district. The notice of the hearing on disestablishment required by this section shall be given by mail to the property owner of each parcel or to the owner of each business subject to assessment in the district, as appropriate. The city shall conduct the public hearing not less than 30 days after mailing the notice to the property or business owners. The public hearing shall be held not more than 60 days after the adoption of the resolution of intention.

36671. Refund of remaining revenues upon disestablishment or expiration without renewal of district; Calculation of refund; Use of outstanding revenue collected after disestablishment of district

- (a) Upon the disestablishment or expiration without renewal of a district, any remaining revenues, after all outstanding debts are paid, derived from the levy of assessments, or derived from the sale of assets acquired with the revenues, or from bond reserve or construction funds, shall be refunded to the owners of the property or businesses then located and operating within the district in which assessments were levied by applying the same method and basis that was used to calculate the assessments levied in the fiscal year in which the district is disestablished or expires. All outstanding assessment revenue collected after disestablishment shall be spent on improvements and activities specified in the management district plan.
- (b) If the disestablishment occurs before an assessment is levied for the fiscal year, the method and basis that was used to calculate the assessments levied in the immediate prior fiscal year shall be used to calculate the amount of any refund.

APPENDIX 2 – ASSESSED BUSINESSES

Business Name	Business Address	City, State, Zip
Bambi Inn	7436 Humboldt Rd	Butte Meadows, CA 95942
The Outpost	7589 Humboldt Rd	Butte Meadows, CA 95942
Goodman House	1362 Esplanade	Chico, CA 95926
Heritage Inn	25 Heritage Lane	Chico, CA 95926
Ramada Plaza	685 Manzanita Court	Chico, CA 95926
Matador Motel	1934 Esplanade	Chico, CA 95926
Motel 6	665 Manzanita Court	Chico, CA 95926
Safari Garden	2352 Esplanade	Chico, CA 95926
Super 8 Motel	655 Manzanita Court	Chico, CA 95926
Town House Motel	2231 Esplanade	Chico, CA 95926
America's Best Value Inn	740 Broadway	Chico, CA 95928
Courtyard by Marriott	2481 Carmichael Drive	Chico, CA 95928
Haven Inn of Chico	2212 Park Avenue	Chico, CA 95928
Heritage Inn Express	725 Broadway Street	Chico, CA 95928
Holiday Inn Express & Suites	2074 E. 20th Street	Chico, CA 95928
Hotel Diamond	220 W. 4th Street	Chico, CA 95928
Oxford Suites	2035 Business Lane	Chico, CA 95928
Quality Inn Thunderbird	715 Main Street	Chico, CA 95928
Residence Inn by Marriott	2485 Carmichael Drive	Chico, CA 95928
Rodeway Inn	1717 Park Avenue	Chico, CA 95928
University Inn	630 Main Street	Chico, CA 95928
Hotel James	10 Lost Dutchman Drive	Chico, CA 95973
Regency Inn	2566 Esplanade	Chico, CA 95973
Springs of Living Water	15850 Richardson Springs Rd	Chico, CA 95973
Almond Grove Mobile Park	567 E Lassen Ave	Chico, CA 95973
Pacific Hotel	1308 Highway 99	Gridley, CA 95948
Gridley Inn & RV Park	1490 Highway 99	Gridley, CA 95948
PG&E Philbrook Campground	Philbrook Campground	Magalia, CA 95953
PSE Associates Camp DeSabra	6080 Camp Desabra Ln	Magalia, CA 95954
Paradise Pines Campground	14360 Skyway	Magalia, CA 95954
Paradise Pines RV Park	14360 Skyway	Magalia, CA 95954
America's Best Value Inn	580 Oro Dam Blvd E.	Oroville, CA 95965
River Reflections Campground	4360 Pacific Heights Rd	Oroville, CA 95965
Falling Rock RV Park	3454 Hwy 70	Oroville, CA 95965
Riffles RV Resort & Campground	4488 Pacific Heights Rd	Oroville, CA 95965
Dingerville USA	5813 Pacific Heights Rd	Oroville, CA 95965
Concow Campground	12967 Concow Rd	Oroville, CA 95965
Budget Inn	1475 Feather River Blvd.	Oroville, CA 95966
Dahl's Motel	2010 Feather River Blvd.	Oroville, CA 95967

Days Inn	1745 Feather River Blvd.	Oroville, CA 95968
Holiday Inn Express & Suites	550 Oroville Dam Blvd.	Oroville, CA 95969
Motel 6	505 Montgomery St.	Oroville, CA 95970
Sunset Inn Lake	1835 Feather River Blvd.	Oroville, CA 95971
Super 8	1470 Feather River Blvd.	Oroville, CA 95972
Villa Court Inn	1527 Feather River Blvd.	Oroville, CA 95973
Western Motor Lodge	2255 Bird St.	Oroville, CA 95974
Best Western Paradise Hotel	5475 Clark Road	Paradise, CA 95969
Feather West Trailer Park	3922 Pentz Rd	Paradise, CA 95969
Quail Trails RV Park	5110 Pentz Rd #2	Paradise, CA 95969
Pine Ridge Park & Mini Storage	5084 Pentz Rd	Paradise, CA 95969
Ponderosa Gardens Motel	7010 Skyway	Paradise, CA 95969



2020 Nomination Committee Recommendation

Board of Directors

Current slate of directors with terms.

Those highlighted yellow will expire March of 2020.

Nominations are to fill those expiring seats for two years.

Name	Representing	Organization	Term
Kiran Paragji	Oroville Lodging	Americas Best Value Inn	Mar 19 – Mar 21
Mohammad Billah	Chico Lodging	University Inn	Mar 19 – Mar 21
Haroon Saddique	Paradise Lodging	Paradise Hotel	Mar 19 – Mar 21
Bruce Spangler	Oroville Lodging	Holiday Inn Express	Mar 18 – Mar 20
Brooke Isenberg	Chico Lodging	Courtyard by Marriott	Mar 18 – Mar 20
Dori Franklin	Chico Lodging	Oxford Suites	Mar 18 – Mar 20
Nicole Johansson	Community at-large	Sierra Oro Farm Trail	Mar 18 – Mar 20
John Pearson*	Community at-large	Chico Velo	Sep 18 – Mar 20

*John was nominated mid-term to replace Scott Stoller as the community at-large director

Recommended Slate

Name	Representing	Organization	Replacing	Term
Bruce Spangler	Oroville Lodging	Holiday Inn Express	Bruce Spangler	Mar 20 – Mar 22
Brooke Isenberg	Chico Lodging	Courtyard by Marriott	Brooke Isenberg	Mar 20 – Mar 22
Dori Franklin	Chico Lodging	Oxford Suites	Dori Franklin	Mar 20 – Mar 22
Nicole Johansson	Community at-large	Sierra Oro Farm Trail	Nicole Johansson	Mar 20 – Mar 22
John Pearson	Community at-large	Chico Velo	John Pearson	Mar 20 – Mar 22



Advisors to the Board

Current slate of advisors with terms.

All will expire in March of 2020.

Nominations are to fill the expiring seats for one-year. Nominations are accepted based on organization and individual.

Jurisdiction	Organization	Representative	Notes
Chico	City of Chico	Chris Constantin	Debbie Collins retired
Chico	Downtown Chico Business Assn.	Melanie Bassett	Erin Morrissey changed jobs
Oroville	Forebay Aquatic Center	Tony Catalano	
Paradise	Town Council	Melissa Schuster	
Paradise	Blue Team Realty	Evie Feldman	
Unincorporated	Almendra Winery & Distillery	Jennifer Leonard	
Unincorporated	Butte County	No Representation	Heather MacDonald moved
Countywide	Chico Velo	No Representation	Renee Buchan left Velo



Recommended Slate – Advisory Board

Name	Representing	Organization	Replacing (based on 2019 nominations)
Victoria Anton	Oroville	FRRPD	Tony Catalano
Ben North	Oroville	Ben North Photography	vacant
Melissa Schuster	Paradise	Paradise Town Council	Melissa Schuster
Evie Feldman	Paradise	Blue Team Realty	Evie Feldman
Chris Constantin	Chico	City of Chico	Debbie Collins
Melanie Bassett	Chico	DCBA	Erin Morrissey
Jennifer Leonard	Unincorporated	Almendra	Jennifer Leonard
Audrey Taylor	Unincorporated	Everybody Healthy Body	vacant
Heather Ugie	Countywide	Chico Chamber & Visitors Center	Renee Buchan
No nomination	Countywide		
No nomination	Biggs		
No nomination	Biggs		

ARTICLE VII

OFFICERS

Section 1: Offices Held. The officers of the corporation shall be a President, a Vice President, a Secretary, a Treasurer, and such other officers as the Board may from time to time designate. All officers shall be Directors. Any number of offices may be held by the same person, except that the Secretary and the Treasurer may not serve concurrently as the President.

Section 2: Election of Officers. The officers of this corporation shall be chosen annually by the Board and shall serve at the pleasure of the Board, subject to the rights of any officer under any employment contract.

Section 3: Term. The President and Vice President shall be elected for a term of one (1) year or until their successors are elected and qualified. The Secretary and Treasurer shall be elected for a term of two (2) years or until their successors are elected and qualified.

Section 7: Responsibilities of President. Subject to the control of the Board, the President shall be the executive officer of the Corporation and shall supervise, direct, and control the Corporation's activities, affairs, officers, and staff. The President shall preside at all meetings of the Board. The President shall have such other powers and duties as the board or the bylaws may require. Additionally, the President shall be authorized to sign checks, drafts, endorsements, notes and evidence of indebtedness of the Corporation issued by the Corporation.

Section 8: Responsibilities of Vice President. If the President is absent or disabled, the Vice President, if any, shall perform all duties of the President. When so acting, the Vice President shall have all powers of and be subject to all restrictions on the President. The Vice President shall have such other powers and duties as the board or the bylaws may require.

Section 9: Responsibilities of Secretary. The Secretary of the corporation shall have the following responsibilities:

- A. The Secretary shall keep or cause to be kept, at the corporation's principal office or such other place as the Board may direct, a book of minutes of all meetings, proceedings, and actions of the Board, and of committees of the Board. The minutes of meetings shall include the time and place that the meeting was held; whether the meeting was annual, general, or special, and if special, how authorized; the notice given; the names of persons present at Board and committee meetings; and any action taken and the vote or abstention on that action of each Director present for the action.

- B. The Secretary shall keep or cause to be kept, at the corporation's principal office, a copy of the Articles of Incorporation and Bylaws, as amended to date.
- C. The Secretary shall keep or cause to be kept, at the corporation's principal office or at a place determined by resolution of the Board, a record of the Corporation's Directors, showing each Director's name, address, and business represented.
- D. The Secretary shall give, or cause to be given, notice of all meetings that these Bylaws require to be given. The Secretary shall keep the corporate seal, if any, in safe custody and shall have such other powers and perform such other duties as the Board or the Bylaws may require.
- E. The Secretary shall maintain, or cause to be maintained, the corporation's records in accordance with the requirements of the California Public Records Act, Government Code §6250 et seq.

Section 10: Responsibilities of Treasurer. The Treasurer of the corporation shall have the following responsibilities:

- A. The Treasurer shall keep and maintain, or cause to be kept and maintained, adequate and correct books and accounts of the corporation's properties and transactions. The Treasurer shall send or cause to be given to the Directors such financial statements and reports as are required to be given by law, by these Bylaws, by the BCTBID Management District Plan, or by the Board. The books of account shall be open to inspection by any Director at all reasonable times.
- B. The Treasurer shall deposit, or cause to be deposited, all money and other valuables in the name and to the credit of the corporation with such depositories as the Board may designate; shall disburse the corporation's funds as the Board may order; shall render to the President and the Board, when requested, an account of all transactions as Treasurer and of the financial condition of the corporation; and have such other powers and perform such other duties as the Board or these Bylaws may require.