

**Board of Directors**

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

**Advisory Board**

Victoria Anton, Oroville  
Melanie Bassett, Chico  
Evie Feldman, Paradise  
Chris Constantin, Chico  
Jennifer Leonard, Unincorporated  
Ben North, Oroville  
Melissa Schuster, Paradise  
Audrey Taylor, Unincorporated  
Heather Ugie, countywide

## EXPLORE BUTTE COUNTY REGULAR BOARD MEETING

May 14, 2020

Time: 12:00 p.m. – 2:00 p.m.

Call in information

Dial in: 669-900-9128

Meeting ID: 815 4595 3246

### AGENDA

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**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 – virtual meeting, all voting board members will be asked to report individually.

2. **CONSENT AGENDA**

2.1 Approval of Board Meeting Minutes of March 12, 2020 and Special Board Meeting of March 23, 2020.

2.2 Approval of March and April 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 **CONSIDERATION OF ANALISE UHLRIG TO FILL CHICO LODGING BOARD SEAT**

Board member, Dori Franklin, representing Oxford Suites for one of three Chico lodging board seats, is no longer working at Oxford and had to resign from the Explore Butte County board of directors. Dori has recommended that Director of Sales for Oxford Suites, Analise Uhlrig, be considered by the board of directors to fill the now-vacant seat.

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**Recommendation:** *To appoint Analise Uhrig, representing Chico lodging, to Dori's vacated seat. Her term will begin immediately and end March of 2022.*

#### **4.2 CONSIDERATION OF CHICO ZONE MARKETING PROPOSAL BY CHICOSTART**

Chicostart submitted a proposal for \$50,000 for Chico zone marketing funds to support various projects for the current year. The funding would support multiple projects in 2020 including: growTECH Fest, expanding Grow with Google workshops with promotional videos, creation of a poker run-style tech tour, and downtown crawl centered around start-up companies. Funding the proposal would allow Chicostart to reach a broader audience and elevate the experiences participants would have and associate with Chico and Butte County.

**Recommendation:** *To consider the proposal as written and allocate Chico Zone marketing funds to all or a portion of the Chicostart proposal, not to exceed \$50,000.*

#### **4.3 FINANCIAL UPDATE DUE TO COVID-19**

Effective March 23 all EBC marketing efforts were paused as more information regarding COVID-19 was being reported and the State issued a stay-at-home order. This board made the decision to quickly adjust the operating budget based on a worse-case scenario with the understanding that if our lodging properties did not have visitors, the TBID budget would be significantly impacted. Conversations were had at the jurisdiction level regarding deferments of TOT, which did not take place in any jurisdiction, and the potential for adjusting the current management district plan should there be a need to defer TBID payments, which did not happen. Based on reduced expenditures and reduces income, this is a review item of our current cash flow and cash assets.

**Recommendation:** *No recommendation, reporting purposes only.*

#### **4.4 MARKETING COMMITTEE REPORT AND CONSIDERATION OF ALLOCATING \$300,000 TO FUTURE RECOVERY CAMPAIGNS**

The marketing committee reviewed potential pivots for marketing plans when it is time to begin advertising Butte County again. The current marketing plan, and allocated budget, have been stopped and the committee reviewed different ideas that would drive overnight stays directly. With reduced income to EBC this year, the new activations and campaigns would require \$300,000 be allocated from reserve funds.

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**Recommendation:** *To allocate \$300,000 of reserve funds to recovery initiatives that will include immediate, mid-term, and long-term campaigns and to be directed by the marketing committee.*

#### 4.5 AD HOC TBID RENEWAL COMMITTEE REPORT

The updated management district plan was submitted to Butte County for County Counsel to review. Counsel review took longer than expected because of shifting priorities due to COVID-19. On Friday, May 8, the management district plan was approved, and the petition drive can commence. The proposed renewal timeline has been extended because of the extra time at the County. The district renewal is still scheduled to take place prior to the November termination date.

**Recommendation:** *No recommendation, reporting purposes only.*

#### 4.6 CALIFORNIA TOURISM MONTH AND 2019 ECONOMIC IMPACT REPORT

May is California Tourism Month, a time when tourism leaders remind local leaders of the economic impact travel and tourism has on our local communities. This year is it more important than ever as travel and tourism is one of the most hard-hit sectors of the economy due to COVID-19. The total direct travel spending in Butte County in 2019 was \$338.7 million, up from \$312.2 million in 2018; transient occupancy tax collected was \$4.75 million, up from \$3.85 million in 2018 (23% increase). Infographic information of the 2019 impact can be found at <https://industry.visitcalifornia.com/research/economic-impact?sort=county&region=Butte>

**Recommendation:** *No recommendation, reporting purposes only.*

#### 4.7 CONSIDERATION OF ADDITIONAL FUNDING SOURCES

EBC is currently funded solely by the BCTBID; all funding comes from Butte County lodging properties. As occupancy rates dropped dramatically as a result of the coronavirus pandemic, the operating budget was also dramatically reduced. Fortunately, EBC has reserve funds that will allow the organization to maintain operations and create recovery campaigns in the near future. It has been recommended by industry leaders that DMOs secure multiple funding sources to strengthen revenue streams and not be as vulnerable to changing markets. As a non-profit organization, EBC may have opportunity to secure sponsorships as well as grant funding for specific projects. Currently, the Economic Development Administration has amended the Economic Adjustment Assistance program to allow non-profits to apply for funding that could include planning to support economic development. This could be an opportunity for long-term strategic planning as previously discussed by this board.

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If this board considers applying for additional funding, there may be a need to contract with a grant writer to apply for funds.

**Recommendation:** *Staff is seeking discussion and direction. Considerations for any action: would a committee be required to review opportunities; budget required for contract services; oversight of additional funding sources.*

5. **REPORTS AND COMMUNICATIONS**

5.1 **EXECUTIVE DIRECTOR REPORT** *Carolyn Denero*

6. **CLOSED SESSION**

6.1 **ANNUAL REVIEW OF EXECUTIVE DIRECTOR**

Results will be reported after meeting.

7. **REPORT RESULTS OF CLOSED SESSION**

8. **ADJOURNMENT**

Next regular board meeting is scheduled for July 9, 2020.

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 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

### 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 12:07 p.m.

Present: Directors Spangler, Isenberg, Franklin, Pearson, Saddique, Billah\*, Johansson.

Advisors: Leonard, Schuster, Catalano, Bassett. Staff Baer, Denero via phone in for portion of meeting.

Absent: Directors Paragji. Advisors, Cameron

Guests: Ben North – Downtown Oroville Business Association, Shelly James and Lori Porter – PorterCo, Pat Macias – monca, Heather Ugie – Chico Chamber, Kathryn Mathis – City of Chico, Steve Kleadactis, Victoria Anton – FRRPD, Robyn Martin and Dana Patel – Ramada Plaza

\*late arrival

2. **CONSENT AGENDA**

2.1 Approval of Board Meeting Minutes of January 9, 2020

2.2 Approval of January and February 2020 Financial Reports

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

The motion carried by the following vote:

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

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.

Speaking on behalf of Chico Velo, Director Pearson announced that the Wildflower Century had been postponed and that they were looking to the fall for a date to reschedule. He cited concerns regarding the large group and their general volunteer demographic as reasons for the postponement. A press release was scheduled to go out on Friday 3/13 with an option for a full refund or to roll over the enrollment fee for anyone who had already registered and paid.

Pat Macias with monca thanked the board and Explore Butte County for the success of the inaugural Museum Weekend on 2/29-3/1.

Tony Catalano with the Forebay Aquatic Center thanked the board and EBC for their support of the Wild and Scenic Film Festival; said it was successful.

#### 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.

The Board directed staff to pause all marketing efforts as hotel reservations and events are being canceled.

##### **4.2 CONSIDERATION OF FINANCIAL POLICY UPDATES**

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.

A motion was made by Director Johansson and seconded by Director Franklin to adopt the staff credit card policy with card limits of \$2,500 per staff member per month; all purchases to be made within current purchasing policy.

The motion carried by the following vote:

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

NOES: None

ABSTENTIONS: None

##### **4.3 VARIANCE REPORT**

Review variance reports for January and February 2020.

The variance report was discussed. No questions asked.

#### **4.4 ZONE MARKETING RECAP FROM 2019**

In 2019 \$79,150 was spent toward zone marketing. A recap of the funding was reviewed and discussed by board of directors

Recap of zone marketing spend in 2019 was reviewed. No questions asked.

#### **4.5 CONSIDERATION OF ZONE MARKETING PROPOSAL FROM DOWNTOWN CHICO BUSINESS ASSOCIATION**

DCBA executive director, Melanie Bassett, has put together a proposal for EBC-DCBA partnership for 2020 that 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.

A motion was made by Director Isenberg and seconded by Director Pearson to partner with the DCBA for the 2020 event year, using zone marketing funds not to exceed \$17,000 as outlined in the sponsorship request.

The motion carried by the following vote:

AYES: Spangler, Isenberg, Franklin, Pearson, Saddique, Billah, Johansson

NOES: None

ABSTENTIONS: None

#### **4.6 PRESENTATION FROM BOARD MEMBERS WHO ATTENDED OUTLOOK FORUM**

Board members shared their main takeaway's from Outlook Forum. Director Johansson said there is a lot of opportunity for EBC to leverage its relationship with Visit CA. Director Pearson said his biggest takeaway was that EBC needs to be active in the market and have a point-of-view that people find valuable. No action.

#### **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
- February 26, 2020 meeting

Report from co-chairs Johansson and Pearson, and update of work being performed by Tehama Group by Ashley Baer. Reporting 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.

The Nomination Committee has reviewed all nominations for open seats and made 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

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

A motion was made by Director Billah and seconded by Director Saddique to accept the slate of officers as recommended by the nominating committee.

The motion carried by the following vote:

AYES: Spangler, Isenberg, Franklin, Pearson, Saddique, Billah, Johansson

NOES: None

ABSTENTIONS: None

#### 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.

Director Spangler nominates Director Franklin for position of Secretary. She accepts.

Director Isenberg nominates Director Spangler for position of President. He accepts.

Director Johansson nominates Director Isenberg for position of Vice President. She accepts.

Director Johansson nominates Director Billah for position of Treasurer. He accepts.



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

The Nomination Committee has reviewed all nominations for open seats and made 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.

A motion was made, seconded and approved by the full board to approve the slate of advisors for March 2020 through March 2021. Whom took action was not recorded.

#### **5. REPORTS AND COMMUNICATIONS**

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

#### **6. ADJOURNMENT**

Minutes respectfully submitted by Ashley Baer.

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**EXPLORE BUTTE COUNTY SPECIAL BOARD MEETING**

March 23, 2020

Time: 3:00 p.m.

**MINUTES**

Call in information

Dial in: 669-900-9128

Meeting ID: 309 876 061

Password: 011963

**AGENDA**

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**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.

President Spangler called the meeting to order at 3:03 p.m. It was directed that all action would need to be taken with roll call because of the nature of the virtual meeting.

PRESENT: EBC Staff – Carolyn, Ashley, Alicia; Directors Spangler, Pearson, Isenberg, Paragji, Billah, Johansson, Franklin, Saddique; Advisors Anton, North, Schuster, Basset, Taylor

GUESTS: Shelly James and Lori Porter – Porter Co.; Kathryn

2. **SPECIAL AGENDA**

**2.1 UPDATE ON COVID-19 AND DISCUSSION AROUND LODGING'S CRITICAL NEEDS**

Denero has attended multiple webinars and conference calls the week of March 16, all pointing to various models of decline for the entire tourism industry. Many of those reports have been forwarded to lodging properties via e-newsletter. There is a need for information from properties so local agencies can assist them with things from loan information to unemployment options for staff.

**Recommendation:** *Staff is seeking guidance on the best way to engage with lodging and seeking more information to provide assistance.*

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Director Isenberg discussed that there were no real updates; layoffs have already happened across hospitality.

Director Spangler discussed the importance of EBC having owners info or management company's info for when information is distributed. Pass additional emails that need to be added to the lodging list to Executive Director

Essential personnel need a letter to have in car to prove their need to go to work

Director Franklin said all Oxford Suites properties are open and doing everything possible to stay open. Working through how to provide services while also protecting their staff.

## **2.2 CONSIDERATION OF 2020 BUDGET ADJUSTMENT**

Based on data from lodging occupancy and RevPAR in China and Italy, staff has created various budget scenarios for Board to consider. At this time, all paid media has been halted, including AdWords. EBC's cash flow is about 2 months behind TBID collection, so we will see issues later than properties are. The budget needs to be adjusted so future planning and spending can be adjusted.

A motion was made by Director Isenberg and seconded by Director Franklin to approve the most conservative "Version 3 budget" as presented by Denero.

The motion carried by the following vote:

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

NOES: None

ABSTENTIONS: None

## **2.3 CONSIDERATION OF MARKETING PLAN ADJUSTMENTS**

The original marketing plan and operations for 2020 were predicated on a strong budget, mirroring 2019. Due to the projected decrease in TBID revenues, new considerations for the remainder of 2020 need to be considered.

Direction given to staff to work with marketing committee and advertising agency to outline campaigns with the reduction of budget.

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## **2.4 CONSIDERATION OF INTERIM MEETING SCHEDULE SO ACTION CAN BE TAKEN IF NECESSARY**

The situation around coronavirus is changing so rapidly there may be a need to have board meeting more often than the currently scheduled meetings. Staff is seeking direction on how often this board would like to meet.

Direction given to maintain regular board meeting schedule; if any action is required a special meeting can be called.

## **3. ADJOURNMENT**

Minutes respectfully submitted by Carolyn Denero.

# Explore Butte County

## Balance Sheet

As of March 31, 2020

	Mar 31, 20
<b>ASSETS</b>	
<b>Current Assets</b>	
Checking/Savings	
1000 · Tri Counties Bank	950,781.53
<b>Total Checking/Savings</b>	950,781.53
<b>Total Current Assets</b>	950,781.53
<b>Fixed Assets</b>	
1500 · Furniture and Equipment	14,257.95
1600 · Accumulated depreciation	-830.00
<b>Total Fixed Assets</b>	13,427.95
<b>TOTAL ASSETS</b>	<b>964,209.48</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Credit Cards	
2100 · TCB Credit Card	3,038.09
<b>Total Credit Cards</b>	3,038.09
<b>Other Current Liabilities</b>	
2400 · Payroll Liabilities	4,739.74
<b>Total Other Current Liabilities</b>	4,739.74
<b>Total Current Liabilities</b>	7,777.83
<b>Total Liabilities</b>	7,777.83
<b>Equity</b>	
3200 · Unrestricted Net Assets	943,650.12
3300 · Net Assets - Reserved	
3360 · Reserved - Zone Marketing	167,369.68
<b>Total 3300 · Net Assets - Reserved</b>	167,369.68
<b>Net Income</b>	-154,588.15
<b>Total Equity</b>	956,431.65
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>964,209.48</b>

## Explore Butte County

## Profit &amp; Loss

March 2020

	Mar 20
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
4000 · Program Income	
4200 · Butte County	1,167.35
4300 · Chico	43,158.44
4400 · Oroville	13,958.85
<b>Total 4000 · Program Income</b>	<b>58,284.64</b>
4800 · Other Types of Income	
4810 · Interest Income	9.10
4815 · CTA Registrations	375.00
4850 · Non-Lodging Participation	500.00
4870 · Visitor Guide Advertising	1,000.00
<b>Total 4800 · Other Types of Income</b>	<b>1,884.10</b>
<b>Total Income</b>	<b>60,168.74</b>
<b>Cost of Goods Sold</b>	
5000 · 2% Fee	
5200 · 2% Fee - Butte County	23.35
5300 · 2% Fee - Chico	863.17
5400 · 2% Fee - Oroville	279.18
<b>Total 5000 · 2% Fee</b>	<b>1,165.70</b>
<b>Total COGS</b>	<b>1,165.70</b>
<b>Gross Profit</b>	<b>59,003.04</b>
<b>Expense</b>	
6000 · Sales and Marketing Expense	
6010 · Advertising	12,776.98
6050 · Creative Services	5,231.20
6060 · CTA Program	475.00
6100 · Marketing contracts	
6110 · Advertising Agencies	48,640.50
<b>Total 6100 · Marketing contracts</b>	<b>48,640.50</b>
6310 · Postage	217.99
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	11,193.66
6420 · Staffing - Payroll Taxes - Mktg	1,134.96
6430 · Workers comp insurance	301.32
<b>Total 6400 · Staffing - Marketing</b>	<b>12,629.94</b>
6700 · Website	290.78
<b>Total 6000 · Sales and Marketing Expense</b>	<b>80,262.39</b>
7000 · Administration Expenses	
7010 · Advertising	445.11
7070 · General Administration	137.95
7200 · Meals	213.70
7210 · Membership dues	2,400.00
7300 · Office supplies	17.56
7320 · Printing and Copying	90.95
7340 · Professional fees - Legal	6,240.00
7360 · Rent/ Office Space	1,020.00
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	1,928.98
7430 · Workers comp insurance	51.93
7440 · Health insurance	966.50
<b>Total 7400 · Staffing - Admin</b>	<b>2,947.41</b>
7500 · Subscriptions	134.02

3:20 PM

04/08/20

Accrual Basis

## Explore Butte County

### Profit & Loss

March 2020

	Mar 20
7560 · Telephone, Telecommunications	276.48
7570 · Travel	43.36
Total 7000 · Administration Expenses	13,966.54
Total Expense	94,228.93
Net Ordinary Income	-35,225.89
Net Income	-35,225.89

# Explore Butte County Profit & Loss Budget Overview

January through March 2020

	Jan - Mar 20	Budget	\$ Over Budget
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
4000 · Program Income			
4200 · Butte County	1,167.35	2,000.00	-832.65
4300 · Chico	43,158.44	157,500.00	-114,341.56
4400 · Oroville	13,958.85	50,000.00	-36,041.15
4500 · Paradise	0.00	3,000.00	-3,000.00
<b>Total 4000 · Program Income</b>	<b>58,284.64</b>	<b>212,500.00</b>	<b>-154,215.36</b>
4800 · Other Types of Income			
4810 · Interest Income	43.13		
4815 · CTA Registrations	575.00	1,250.00	-675.00
4816 · CTA Renewal Fees	0.00	112.00	-112.00
4850 · Non-Lodging Participation	4,500.00	1,750.00	2,750.00
4860 · Co-Op Advertising Income	0.00	1,250.00	-1,250.00
4870 · Visitor Guide Advertising	5,850.00	2,500.00	3,350.00
<b>Total 4800 · Other Types of Income</b>	<b>10,968.13</b>	<b>6,862.00</b>	<b>4,106.13</b>
<b>Total Income</b>	<b>69,252.77</b>	<b>219,362.00</b>	<b>-150,109.23</b>
<b>Cost of Goods Sold</b>			
5000 · 2% Fee			
5200 · 2% Fee - Butte County	23.35	40.00	-16.65
5300 · 2% Fee - Chico	863.17	3,150.00	-2,286.83
5400 · 2% Fee - Oroville	279.18	1,000.00	-720.82
5500 · 2% Fee - Paradise	0.00	60.00	-60.00
5618 · CTA Renewal paid to Mickey	0.00	75.00	-75.00
<b>Total 5000 · 2% Fee</b>	<b>1,165.70</b>	<b>4,325.00</b>	<b>-3,159.30</b>
<b>Total COGS</b>	<b>1,165.70</b>	<b>4,325.00</b>	<b>-3,159.30</b>
<b>Gross Profit</b>	<b>68,087.07</b>	<b>215,037.00</b>	<b>-146,949.93</b>
<b>Expense</b>			
6000 · Sales and Marketing Expense			
6010 · Advertising	68,818.27	32,750.00	36,068.27
6020 · Capital Display	0.00	375.00	-375.00
6030 · Conferences	0.00	3,750.00	-3,750.00
6050 · Creative Services	10,091.40	32,750.00	-22,658.60
6060 · CTA Program	847.63	5,037.00	-4,189.37
6070 · Dues and Memberships	0.00	1,000.00	-1,000.00
6100 · Marketing contracts			
6110 · Advertising Agencies	48,640.50	93,250.00	-44,609.50
6120 · Jack Rabbit	0.00	3,000.00	-3,000.00
6130 · Public Relations expense	0.00	12,000.00	-12,000.00
6140 · CrowdRiff	0.00	3,250.00	-3,250.00
<b>Total 6100 · Marketing contracts</b>	<b>48,640.50</b>	<b>111,500.00</b>	<b>-62,859.50</b>
6200 · Meals	335.56	750.00	-414.44
6310 · Postage	1,131.28	1,000.00	131.28
6320 · Printing	421.00	7,500.00	-7,079.00
6340 · Public Relations	3,119.77	13,000.00	-9,880.23
6350 · Sales and Marketing Exp. -Other	112.64	2,500.00	-2,387.36
6400 · Staffing - Marketing			
6410 · Staffing - Marketing payroll	30,112.98	30,888.00	-775.02
6420 · Staffing - Payroll Taxes - Mktg	3,214.52	2,950.00	264.52
6430 · Workers comp insurance	301.32	315.00	-13.68
6440 · Health insurance	1,644.62	3,723.00	-2,078.38
<b>Total 6400 · Staffing - Marketing</b>	<b>35,273.44</b>	<b>37,876.00</b>	<b>-2,602.56</b>
6600 · State Fair Exhibit	0.00	1,250.00	-1,250.00
6700 · Website	5,272.34	3,000.00	2,272.34
<b>Total 6000 · Sales and Marketing Expense</b>	<b>174,063.83</b>	<b>254,038.00</b>	<b>-79,974.17</b>
6900 · Zone and Micro-Marketing			
6910 · Outside Contract Services	1,000.00	28,750.00	-27,750.00
<b>Total 6900 · Zone and Micro-Marketing</b>	<b>1,000.00</b>	<b>28,750.00</b>	<b>-27,750.00</b>
7000 · Administration Expenses			
7010 · Advertising	555.11	187.00	368.11
7020 · Bank fees	0.00	25.00	-25.00
7030 · Conference, Convention, Meeting	0.00	2,000.00	-2,000.00
7040 · Contract services	4,885.73	312.00	4,573.73
7050 · Education	400.00	1,250.00	-850.00



**Explore Butte County**  
**Profit & Loss Budget Overview**  
 January through March 2020

	Jan - Mar 20	Budget	\$ Over Budget
7060 · Filing fees/ taxes	0.00	25.00	-25.00
7070 · General Administration	11,084.91	17,500.00	-6,415.09
7100 · Insurance	0.00	750.00	-750.00
7200 · Meals	884.61	250.00	634.61
7210 · Membership dues	2,400.00	250.00	2,150.00
7300 · Office supplies	471.89	600.00	-128.11
7310 · Postage	168.50	125.00	43.50
7320 · Printing and Copying	153.17	250.00	-96.83
7330 · Professional fees - Accounting	1,825.00	4,500.00	-2,675.00
7340 · Professional fees - Legal	12,480.00	14,375.00	-1,895.00
7350 · Promotion	0.00	25.00	-25.00
7360 · Rent/ Office Space	2,630.00	3,750.00	-1,120.00
7400 · Staffing - Admin			
7410 · Staffing - Admin Payroll	5,680.54	10,155.00	-4,474.46
7420 · Payroll taxes - admin	415.36	965.00	-549.64
7430 · Workers comp insurance	51.93	112.00	-60.07
7440 · Health insurance	1,379.88	1,100.00	279.88
7400 · Staffing - Admin - Other	0.00	0.00	0.00
Total 7400 · Staffing - Admin	7,527.71	12,332.00	-4,804.29
7500 · Subscriptions	319.96	750.00	-430.04
7560 · Telephone, Telecommunications	686.88	600.00	86.88
7570 · Travel	1,137.92	517.00	620.92
7900 · Admin Expense- Other	0.00	250.00	-250.00
Total 7000 · Administration Expenses	47,611.39	60,623.00	-13,011.61
Total Expense	222,675.22	343,411.00	-120,735.78
Net Ordinary Income	-154,588.15	-128,374.00	-26,214.15
Net Income	-154,588.15	-128,374.00	-26,214.15

# Explore Butte County

## Profit & Loss

### January through March 2020

	Jan - Mar 20
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
4000 · Program Income	
4200 · Butte County	1,167.35
4300 · Chico	43,158.44
4400 · Oroville	13,958.85
<b>Total 4000 · Program Income</b>	<b>58,284.64</b>
4800 · Other Types of Income	
4810 · Interest Income	43.13
4815 · CTA Registrations	575.00
4850 · Non-Lodging Participation	4,500.00
4870 · Visitor Guide Advertising	5,850.00
<b>Total 4800 · Other Types of Income</b>	<b>10,968.13</b>
<b>Total Income</b>	<b>69,252.77</b>
<b>Cost of Goods Sold</b>	
5000 · 2% Fee	
5200 · 2% Fee - Butte County	23.35
5300 · 2% Fee - Chico	863.17
5400 · 2% Fee - Oroville	279.18
<b>Total 5000 · 2% Fee</b>	<b>1,165.70</b>
<b>Total COGS</b>	<b>1,165.70</b>
<b>Gross Profit</b>	<b>68,087.07</b>
<b>Expense</b>	
6000 · Sales and Marketing Expense	
6010 · Advertising	68,818.27
6050 · Creative Services	10,091.40
6060 · CTA Program	847.63
6100 · Marketing contracts	
6110 · Advertising Agencies	48,640.50
<b>Total 6100 · Marketing contracts</b>	<b>48,640.50</b>
6200 · Meals	335.56
6310 · Postage	1,131.28
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	30,112.98
6420 · Staffing - Payroll Taxes - Mktg	3,214.52
6430 · Workers comp insurance	301.32
6440 · Health insurance	1,644.62
<b>Total 6400 · Staffing - Marketing</b>	<b>35,273.44</b>
6700 · Website	5,272.34
<b>Total 6000 · Sales and Marketing Expense</b>	<b>174,063.83</b>
6900 · Zone and Micro-Marketing	
6910 · Outside Contract Services	1,000.00
<b>Total 6900 · Zone and Micro-Marketing</b>	<b>1,000.00</b>
7000 · Administration Expenses	
7010 · Advertising	555.11
7040 · Contract services	4,885.73
7050 · Education	400.00
7070 · General Administration	11,084.91
7200 · Meals	884.61
7210 · Membership dues	2,400.00

**Explore Butte County**  
**Profit & Loss**  
January through March 2020

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	Jan - Mar 20
7300 · Office supplies	471.89
7310 · Postage	168.50
7320 · Printing and Copying	153.17
7330 · Professional fees - Accounting	1,825.00
7340 · Professional fees - Legal	12,480.00
7360 · Rent/ Office Space	2,630.00
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	5,680.54
7420 · Payroll taxes - admin	415.36
7430 · Workers comp insurance	51.93
7440 · Health insurance	1,379.88
	<hr/>
Total 7400 · Staffing - Admin	7,527.71
7500 · Subscriptions	319.96
7560 · Telephone, Telecommunications	686.88
7570 · Travel	1,137.92
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Total 7000 · Administration Expenses	47,611.39
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Total Expense	222,675.22
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Net Ordinary Income	-154,588.15
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Net Income	<b>-154,588.15</b>
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# Explore Butte County

## Balance Sheet

As of April 30, 2020

	Apr 30, 20
<b>ASSETS</b>	
<b>Current Assets</b>	
Checking/Savings	
1000 · Tri Counties Bank	907,392.19
<b>Total Checking/Savings</b>	907,392.19
<b>Total Current Assets</b>	907,392.19
<b>Fixed Assets</b>	
1500 · Furniture and Equipment	14,257.95
1600 · Accumulated depreciation	-830.00
<b>Total Fixed Assets</b>	13,427.95
<b>TOTAL ASSETS</b>	<b>920,820.14</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Credit Cards	
2100 · TCB Credit Card	786.67
<b>Total Credit Cards</b>	786.67
<b>Other Current Liabilities</b>	
2400 · Payroll Liabilities	2,650.63
<b>Total Other Current Liabilities</b>	2,650.63
<b>Total Current Liabilities</b>	3,437.30
<b>Total Liabilities</b>	3,437.30
<b>Equity</b>	
3200 · Unrestricted Net Assets	943,650.12
3300 · Net Assets - Reserved	
3360 · Reserved - Zone Marketing	167,369.68
<b>Total 3300 · Net Assets - Reserved</b>	167,369.68
Net Income	-193,636.96
<b>Total Equity</b>	917,382.84
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>920,820.14</b>

# Explore Butte County

## Profit & Loss

### April 2020

	Apr 20
Ordinary Income/Expense	
Income	
4800 · Other Types of Income	
4810 · Interest Income	8.29
Total 4800 · Other Types of Income	8.29
Total Income	8.29
Gross Profit	8.29
Expense	
6000 · Sales and Marketing Expense	
6010 · Advertising	306.87
6100 · Marketing contracts	
6110 · Advertising Agencies	4,886.70
Total 6100 · Marketing contracts	4,886.70
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	7,646.45
6420 · Staffing - Payroll Taxes - Mktg	606.16
6440 · Health insurance	1,145.68
Total 6400 · Staffing - Marketing	9,398.29
6700 · Website	543.20
Total 6000 · Sales and Marketing Expense	15,135.06
6900 · Zone and Micro-Marketing	
6910 · Outside Contract Services	12,000.00
Total 6900 · Zone and Micro-Marketing	12,000.00
7000 · Administration Expenses	
7070 · General Administration	725.40
7200 · Meals	160.86
7330 · Professional fees - Accounting	1,870.00
7340 · Professional fees - Legal	6,240.00
7360 · Rent/ Office Space	545.00
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	1,681.40
7420 · Payroll taxes - admin	133.29
7440 · Health insurance	149.83
Total 7400 · Staffing - Admin	1,964.52
7500 · Subscriptions	122.95
7560 · Telephone, Telecommunications	293.31
Total 7000 · Administration Expenses	11,922.04
Total Expense	39,057.10
Net Ordinary Income	-39,048.81
Net Income	-39,048.81

# Explore Butte County Profit & Loss January through April 2020

	Jan - Apr 20
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
4000 · Program Income	
4200 · Butte County	1,167.35
4300 · Chico	43,158.44
4400 · Oroville	13,958.85
<b>Total 4000 · Program Income</b>	<b>58,284.64</b>
4800 · Other Types of Income	
4810 · Interest Income	51.42
4815 · CTA Registrations	575.00
4850 · Non-Lodging Participation	4,500.00
4870 · Visitor Guide Advertising	5,850.00
<b>Total 4800 · Other Types of Income</b>	<b>10,976.42</b>
<b>Total Income</b>	<b>69,261.06</b>
<b>Cost of Goods Sold</b>	
5000 · 2% Fee	
5200 · 2% Fee - Butte County	23.35
5300 · 2% Fee - Chico	863.17
5400 · 2% Fee - Oroville	279.18
<b>Total 5000 · 2% Fee</b>	<b>1,165.70</b>
<b>Total COGS</b>	<b>1,165.70</b>
<b>Gross Profit</b>	<b>68,095.36</b>
<b>Expense</b>	
6000 · Sales and Marketing Expense	
6010 · Advertising	69,125.14
6050 · Creative Services	10,091.40
6060 · CTA Program	847.63
6100 · Marketing contracts	
6110 · Advertising Agencies	53,527.20
<b>Total 6100 · Marketing contracts</b>	<b>53,527.20</b>
6200 · Meals	335.56
6310 · Postage	1,131.28
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	37,759.43
6420 · Staffing - Payroll Taxes - Mktg	3,820.68
6430 · Workers comp insurance	301.32
6440 · Health insurance	2,790.30
<b>Total 6400 · Staffing - Marketing</b>	<b>44,671.73</b>
6700 · Website	5,815.54
<b>Total 6000 · Sales and Marketing Expense</b>	<b>189,198.89</b>
6900 · Zone and Micro-Marketing	
6910 · Outside Contract Services	13,000.00
<b>Total 6900 · Zone and Micro-Marketing</b>	<b>13,000.00</b>
7000 · Administration Expenses	
7010 · Advertising	555.11
7040 · Contract services	4,885.73
7050 · Education	400.00
7070 · General Administration	11,810.31
7200 · Meals	1,045.47
7210 · Membership dues	2,400.00

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Accrual Basis

**Explore Butte County**  
**Profit & Loss**  
January through April 2020

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	<u>Jan - Apr 20</u>
7300 · Office supplies	471.89
7310 · Postage	168.50
7320 · Printing and Copying	153.17
7330 · Professional fees - Accounting	3,695.00
7340 · Professional fees - Legal	18,720.00
7360 · Rent/ Office Space	3,175.00
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	7,361.94
7420 · Payroll taxes - admin	548.65
7430 · Workers comp insurance	51.93
7440 · Health insurance	1,529.71
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Total 7400 · Staffing - Admin	9,492.23
7500 · Subscriptions	442.91
7560 · Telephone, Telecommunications	980.19
7570 · Travel	1,137.92
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Total 7000 · Administration Expenses	59,533.43
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Total Expense	261,732.32
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Net Ordinary Income	-193,636.96
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Net Income	<b>-193,636.96</b>
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# Explore Butte County Profit & Loss Budget Overview

January through April 2020

	Jan - Apr 20	Budget	\$ Over Budget
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
4000 · Program Income			
4200 · Butte County	1,167.35	2,118.00	-950.65
4300 · Chico	43,158.44	166,784.00	-123,625.56
4400 · Oroville	13,958.85	52,947.00	-38,988.15
4500 · Paradise	0.00	3,177.00	-3,177.00
<b>Total 4000 · Program Income</b>	<b>58,284.64</b>	<b>225,026.00</b>	<b>-166,741.36</b>
4800 · Other Types of Income			
4810 · Interest Income	51.42		
4815 · CTA Registrations	575.00	1,250.00	-675.00
4816 · CTA Renewal Fees	0.00	112.00	-112.00
4850 · Non-Lodging Participation	4,500.00	1,750.00	2,750.00
4860 · Co-Op Advertising Income	0.00	1,250.00	-1,250.00
4870 · Visitor Guide Advertising	5,850.00	2,500.00	3,350.00
<b>Total 4800 · Other Types of Income</b>	<b>10,976.42</b>	<b>6,862.00</b>	<b>4,114.42</b>
<b>Total Income</b>	<b>69,261.06</b>	<b>231,888.00</b>	<b>-162,626.94</b>
<b>Cost of Goods Sold</b>			
5000 · 2% Fee			
5200 · 2% Fee - Butte County	23.35	42.00	-18.65
5300 · 2% Fee - Chico	863.17	3,336.00	-2,472.83
5400 · 2% Fee - Oroville	279.18	1,059.00	-779.82
5500 · 2% Fee - Paradise	0.00	64.00	-64.00
5618 · CTA Renewal paid to Mickey	0.00	75.00	-75.00
<b>Total 5000 · 2% Fee</b>	<b>1,165.70</b>	<b>4,576.00</b>	<b>-3,410.30</b>
<b>Total COGS</b>	<b>1,165.70</b>	<b>4,576.00</b>	<b>-3,410.30</b>
<b>Gross Profit</b>	<b>68,095.36</b>	<b>227,312.00</b>	<b>-159,216.64</b>
<b>Expense</b>			
6000 · Sales and Marketing Expense			
6010 · Advertising	69,125.14	33,750.00	35,375.14
6020 · Capital Display	0.00	375.00	-375.00
6030 · Conferences	0.00	3,750.00	-3,750.00
6050 · Creative Services	10,091.40	32,750.00	-22,658.60
6060 · CTA Program	847.63	5,037.00	-4,189.37
6070 · Dues and Memberships	0.00	1,000.00	-1,000.00
6100 · Marketing contracts			
6110 · Advertising Agencies	53,527.20	94,250.00	-40,722.80
6120 · Jack Rabbit	0.00	3,000.00	-3,000.00
6130 · Public Relations expense	0.00	12,000.00	-12,000.00
6140 · CrowdRiff	0.00	3,250.00	-3,250.00
<b>Total 6100 · Marketing contracts</b>	<b>53,527.20</b>	<b>112,500.00</b>	<b>-58,972.80</b>
6200 · Meals	335.56	750.00	-414.44
6310 · Postage	1,131.28	1,100.00	31.28
6320 · Printing	421.00	7,500.00	-7,079.00
6340 · Public Relations	3,119.77	13,000.00	-9,880.23
6350 · Sales and Marketing Exp. -Other	112.64	2,500.00	-2,387.36
6400 · Staffing - Marketing			
6410 · Staffing - Marketing payroll	37,759.43	37,785.00	-25.57
6420 · Staffing - Payroll Taxes - Mktg	3,820.68	3,605.00	215.68
6430 · Workers comp insurance	301.32	385.00	-83.68
6440 · Health insurance	2,790.30	4,933.00	-2,142.70
<b>Total 6400 · Staffing - Marketing</b>	<b>44,671.73</b>	<b>46,708.00</b>	<b>-2,036.27</b>
6600 · State Fair Exhibit	0.00	1,250.00	-1,250.00
6700 · Website	5,815.54	3,500.00	2,315.54
<b>Total 6000 · Sales and Marketing Expense</b>	<b>189,198.89</b>	<b>265,470.00</b>	<b>-76,271.11</b>
6900 · Zone and Micro-Marketing			
6910 · Outside Contract Services	13,000.00	30,002.00	-17,002.00
<b>Total 6900 · Zone and Micro-Marketing</b>	<b>13,000.00</b>	<b>30,002.00</b>	<b>-17,002.00</b>
7000 · Administration Expenses			
7010 · Advertising	555.11	187.00	368.11
7020 · Bank fees	0.00	25.00	-25.00
7030 · Conference, Convention, Meeting	0.00	2,000.00	-2,000.00
7040 · Contract services	4,885.73	312.00	4,573.73
7050 · Education	400.00	1,250.00	-850.00



**Explore Butte County**  
**Profit & Loss Budget Overview**  
 January through April 2020

	Jan - Apr 20	Budget	\$ Over Budget
7060 · Filing fees/ taxes	0.00	25.00	-25.00
7070 · General Administration	11,810.31	17,500.00	-5,689.69
7100 · Insurance	0.00	750.00	-750.00
7200 · Meals	1,045.47	250.00	795.47
7210 · Membership dues	2,400.00	250.00	2,150.00
7300 · Office supplies	471.89	600.00	-128.11
7310 · Postage	168.50	125.00	43.50
7320 · Printing and Copying	153.17	250.00	-96.83
7330 · Professional fees - Accounting	3,695.00	7,675.00	-3,980.00
7340 · Professional fees - Legal	18,720.00	14,375.00	4,345.00
7350 · Promotion	0.00	25.00	-25.00
7360 · Rent/ Office Space	3,175.00	4,295.00	-1,120.00
7400 · Staffing - Admin			
7410 · Staffing - Admin Payroll	7,361.94	11,844.00	-4,482.06
7420 · Payroll taxes - admin	548.65	1,125.00	-576.35
7430 · Workers comp insurance	51.93	129.00	-77.07
7440 · Health insurance	1,529.71	1,290.00	239.71
7400 · Staffing - Admin - Other	0.00	0.00	0.00
Total 7400 · Staffing - Admin	9,492.23	14,388.00	-4,895.77
7500 · Subscriptions	442.91	1,083.00	-640.09
7560 · Telephone, Telecommunications	980.19	800.00	180.19
7570 · Travel	1,137.92	517.00	620.92
7900 · Admin Expense- Other	0.00	250.00	-250.00
Total 7000 · Administration Expenses	59,533.43	66,932.00	-7,398.57
Total Expense	261,732.32	362,404.00	-100,671.68
Net Ordinary Income	-193,636.96	-135,092.00	-58,544.96
Net Income	-193,636.96	-135,092.00	-58,544.96

April 16, 2020

Hello Carolyn and the EBC Board,

I wanted to reach out and let you know my last day with Oxford Suites was yesterday. As you know, COVID-19 has had a significant impact on the hospitality industry, and I am now learning to homeschool three kids. With all this going on I have decided to take a step back in my hotel career (not an easy choice by any means) and focus on my family and helping my husband with the Paradise Airport and to grow my business as a real estate agent. I still want to be active with EBC and I am open to filling an advisory board position with the opportunity arises.

EBC has nurtured my passion to bring tourism dollars to our community and I still want to be active within the organization. At this time, I would like to nominate Analise Uhlrig who is the Director of Sales for the Oxford Suites Chico, to fill my seat on the board. Analise is an amazing sales advocate for the Oxford Suites and I feel she would be able to continue to support the organization and carry the same passion I have for EBC.

Thank you and please feel free to reach out to me via email or my cell phone 757 232 9247 to connect with me moving forward.

Warmest Regards,

Dori

# Explore Butte County Zone Marketing Application

Per the Management District Plan, Explore Butte County allocates 10% of its annual budget to zone micro-marketing. Zone marketing funds will be utilized for local zone activities that promote, support, and enhance zone-based tourism marketing efforts. The proportional amount for each zone will be calculated annually. These programs are an exclusive privilege and shall provide a direct specific benefit to assessed businesses in the Zone. Individual zone marketing funding is designed to support zone-based activities that promote, support, and enhance room night sales, included but not limited to the same benefits of the BCTBID's Sales and Marketing Services.

## Organization Name and Website

Chicostart <https://chicostart.com>

## Your Name

Eva Shepherd-Nicoll

## Who will be responsible for creating and managing the project or event? \*

Eva Shepherd-Nicoll

## What experience does the above person have with this type of project? \*

Decades of experience

## Project Proposal

Provide information about your proposal to Explore Butte County. Be mindful of our goals for increasing visitation to Butte County.

## Please tell us a little about your organization. We like to make sure that our goals and our partners' goals align. \*

Chicostart is a 501c3 startup incubator, co-working space (20+ companies), industry-to-industry economic developer (30+ companies) and remote work support hub (4 companies) with a vast regional ecosystem that supports entrepreneurs and economic development.

## Is your proposal for a one-time project or event, or is this an annual event? \*

Annual or on-going event

## How much money are you requesting?

\$50,000

**Briefly describe the project and/or event that you are seeking support for. Include a description of the purpose, location, and duration of the project and/or event. \***

Chicostart's growTECH 2020 events include but are not limited to -

- growTECH Spring Fling Workshop: Remote Worker Best Practices with a target date of late Mar/Apr 2020 date TBD, a single evening event so overnight accommodations may be needed; location is Tres Hombres Event Room and audience is growTECH partner companies and new invites from surrounding counties with a speaker from Bay Area;
- growTECH+ BlueTech Valley workshops focused on startups in the Northern California region working on water, energy and/or agtech (3-4 evening events scheduled). First one is BlueTech Valley and CalSEED info session 3/3/2020 5-7PM; 4/21/2020 5-7PM and two more TBS location is CSU Colusa Rm 100b with speakers from Tulare, Fresno, GrassValley, etc., audiences from surrounding counties as well as Nevada City, Reno and Fresno some will need accommodations.
- growTECH Summer Splash Workshop and Wine Tasting: So you think you want to be an investor? Target date of July/Aug, single event, location is Grana's event room, 6-9PM and invitees outside of Butte are from Sacramento, Shasta County, Central Valley and Bay Area and they will need accommodations.
- growTECH Fest 2020 will be held on Oct 20+21 2020, at Sierra Nevada Brewery's The Big Room (date and location already secured) projected 200+ attendees, of which 30-40 will be from out of town and will need accommodations. This is an annual event. The purpose of which is to educate, inspire and connect with investors, entrepreneurs, startups and innovators and to tell the entrepreneurial story that is Butte County and NorCal. Keynote invites have been extended to speakers in Kansas, Sacramento and Bay Area. Some of the panelists already secured are from Build.com, Safepath, Tbar, IncrediWare, California Olive Oil, Third Love etc. Some of the startups invited are: Reparel (Chico), Maas Energy (Anderson) Chico Media Group/AdventureLabs (Chico), AqueosVets (Redding), Augmntr (Grass Valley), Theia.io (Chico), Western States Hemp (Nevada) WiseConn (Chico), Tangible Research (Chico), Farmers Brewery (Glenn Co.). Over these two days. we will be hosting an investor only breakfast at a Butte Co. location TBD, event dinners two nights in a row at Butte Co. locations TBD. Lunches catered by Sierra Nevada on Day 1. Day 2 will incorporate breakfast at Red Rooster Cafe in Durham, with a driving tour thru Durham and surrounding areas in rented coach to highlight Llano Seco, Lundberg Farms, Almendra, and Maisie Janes arriving back downtown for walking tour of tech startups that are downtown. Then drive out to lunch at and Burban Kitchen with walking tours of Meriam Park Development by Nicole Carter directly thereafter and options for attendees to do the Sierra

Nevada beer factory tour. Note: growTECH Fest 2019 costs for 200+ participants for multiple days was \$35K. We had 48 people from outside of Butte County.

In addition to these activities, Chicostart projects include, but are not limited to – hosting monthly workshops leveraging our Grow with Google partnership in support of the Chamber Business Connections for Chico businesses but want to make this more widely available and would do promo by video i.e. creating video assets which would highlight local businesses and environments – with marketing via social media and direct email. This would be a project that needs funding. Targets for these promo videos are our partners in the region (15 counties, the SAC region, Central Valley, Portland OR and Reno NV region.)

Another event/project that we are hoping to get funding for as well as a poker run styled or treasure hunt styled tech tour, pub and shop crawl downtown. We envision the participants meeting a local startup downtown, learn about what they do, get a stamp and then getting their next clue, which leads them to a pub where they get a stamp and get their next clue, which leads them to a retail shop to buy something they get a stamp, which leads them to the next start up where they learn about them, get a stamp and the next clue, etc., etc. We were thinking about testing this concept in conjunction with one of our workshops that have out of towners here. The purpose of all these events are to take our activities up a notch – to elevate, celebrate and promote the entrepreneurial culture that lives in Butte County by showing it off to those that we are drawing to this area. We hope to help them create new memories, real excitement and the intent to come back again and again. We hope to have your help to support us doing this.

**What does "success" for your event or project look like? \***

All of the events listed above are new with the exception of growTECH Fest, as growTECH Fest 2020 will be the 2nd year we have done this event. So attendees for the all the new ones means success and increased participation and/or buzz/coverage. Success for all of these events would be to take our activities up a notch – to elevate, celebrate and promote the entrepreneurial culture that lives in Butte County by showing it off to those that we are drawing to this area.

We hope to help them create new memories, real excitement and buzz, new investment and the intent to come back again and again. I want them to walk away feeling like they can't wait to bring their significant other here for a vacation, or can't wait to tell their colleagues about this great place to do business, or can't wait to brag about what a great time they had or plan their next get-a-way to Butte County!

**Is your project or event dependent upon receiving this grant? \***

Yes

**Provide an outline of how you plan to spend the zone marketing grant funds. \***

Spending on radio, social media (FB, Instagram, Twitter), individual events landing page creation and promotions, SEO keywords, newspaper, LinkedIn, online calendars, MeetUp, Mailchimp, google ad words, collateral, banners, PSAs, geofencing digital ads, posters, cross promotion, direct calls, event promo materials, venue securing, sandwich boards, marketing swag, gift bags, t-shirts, coffee cups, etc.

**What percentage of your overall budget will be comprised of this grant? \***

30-40%

**Who is your current audience for this project or event? \***

Investors, startups, agencies, entrepreneurs, students, innovators, colleges and all that support the business ecosystem

**Describe your current marketing plan for your project or event. \***

Our current marketing plan includes leveraging radio, social media, individual events landing page creation and promotions, SEO keywords, enlisting partners to promote, newspaper, LinkedIn, Chamber calendars, online calendars, MeetUp, Mailchimp, google ad words, collateral, banners, PSAs, geofencing digital ads, posters, cross promotion, direct calls, event promo materials, venue securing and cross promotion with them, sandwich boards, marketing swag, gift bags, t-shirts, coffee cups, etc

**How will the grant funds allow you to reach a larger/broader audience? \***

These grant funds will allow Chicostart to reach a much larger and broader audience by allowing us to execute against a properly funded marketing plan, securing a keynote speaker with broader appeal, have workshops, projects and breakout sessions funded that appeal to a broad business audience and attract attendees.

**How will the grant funds be used to promote Butte County? \***

Bring new people to the area.

Encourage overnight stays at Butte County lodging properties.

Our marketing message will keep Butte County top-of-mind for this type of event.

Our project/event will enhance the visitor experience in Butte County.

**How do you plan to incorporate Explore Butte County into your marketing efforts? (For example: adding Explore Butte County's logo to all promotional materials, and promoting Explore Butte County through social media post.) \***

Explore Butte County will be highlighted as Chicostarts Platinum Sponsor for growTECH Fest; 2020 as well as the spring and summer events (and hopefully ongoing!). Chicostart will be adding Explore Butte County's logo to all promotional materials, at all events, on all collateral, comments on how Explore Butte County supports Chicostart on our webpage independent to adding Explore Butte County as a primary event supporter and by promoting Explore Butte County through social media posts, on our event t-shirts.

**Board of Directors**

Bruce Spangler, President (Oroville)  
 Brooke Isenberg, Vice President (Chico)  
 Dori Franklin, Secretary (Chico)  
 Mohammad Billah, Treasurer (Chico)  
 Kiran Paragji, (Oroville)  
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 Jennifer Leonard, Unincorporated  
 Ben North, Oroville  
 Melissa Schuster, Paradise  
 Audrey Taylor, Unincorporated  
 Heather Ugie, countywide

**EXPLORE BUTTE COUNTY – MARKETING COMMITTEE MEETING**

Wednesday, April 15, 2020

10:00 a.m. – 11:30 a.m.

Join Zoom Meeting

<https://zoom.us/j/905386881?pwd=YVNSb2JlRW9nZGVTSGRvdKpvWUttUT09>

Meeting ID: 905 386 881

Password: 806155

OR

+1 669 900 9128 US (San Jose)

Meeting ID: 905 386 881

Password: 806155

**AGENDA**


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

**COMMITTEE MEMBERS:** Nicole Johansson (co-chair), John Pearson (co-chair) Bruce Spangler, Dori Franklin, Melissa Schuster, Jennifer Leonard

**AGENDA**

1. Budget Update
  - a. Review of marketing initiatives that have been removed or reduced from original 2020 budget
2. Action News Partnership
  - a. “Thank You Butte County Hospitality”
    - i. Front line workers have been serving our community from one disaster to the next, remaining in service.
3. Proposal for Reserve Funds for Recovery
  - a. Brainstorm Ideas List (list shared for feedback)
    - i. Immediate activation
    - ii. Short-term event activations
    - iii. Mid-term activation
    - iv. Regional activation
  - b. Requested direction
    - i. Which activations to plan
    - ii. Budget for each activation
4. Date for next meeting

Adjourn Meeting



April 15, 2020



# EBC Marketing Committee

# 1. 2020 Budget Update

Effective 4/1/20

Category	Original Amount	Updated Amount	Difference
TBID Income	\$850,000	\$514,550	-\$335,450
Other Income	\$27,450	\$8,662	-\$18,788
Advertising	\$131,000	\$61,400	-\$69,600
Creative Services	\$131,000	\$41,750	-\$89,250
Marketing Contracts	\$446,000	\$148,500	-\$297,500
Printing	\$30,000	\$7,500	-\$22,500
Public Relations	\$52,000	\$15,485	-\$36,515
Website	\$12,000	\$7,500	-\$4,500
<b>Total Expense</b>	<b>\$802,000</b>	<b>\$282,135</b>	<b>-\$519,865</b>

# Marketing Activities and Projects That Have Been Cut

- Advertising
  - VIA print x 3
  - Fall Discover Butte County
  - California Road Trips
  - In-house Social Media
  - Elevating Already-Existing Events
  - Tourism Summit
- Creative
  - Photography
  - Videography / YouTube Channel content
  - Graphic Design
  - Visitors Guide
  - Content Writers
- Marketing Contracts
  - CrowdRiff
  - Public Relations
  - PorterCo
- Printing
  - Visitors Guides and Other Collateral
- Public Relations
  - EBC-managed PR / Pitching & Hosting Groups
- Website

## 2. Thank You Butte County Hospitality

Action News Partnership

- Butte County hospitality workers are on the “front-line” every day.
- They have served our communities through times of crisis and disaster from fires to pandemic.
- They offer shelter and safety, and sometimes a shoulder to cry on.
- They are, and will continue to be, ESSENTIAL.
- Thank you for being there in our times of need.



### 3. Proposal for Reserve Funds for Recovery

# Brainstorm Ideas

## Invest in Activities with Reserve Funding

### ■ Immediate Activation

- Hotel packages and marketing message around them
- Invest in 4-5 packages that the properties can sell on their sites
- EBC creates media campaign to drive bookings
- Should align w/ our personas
- Paying people to come to Butte County. Hike, bike, celebrate b-day. Not large-scale events.
- Timeline – immediately, until those allocated \$ run out

### ■ Short-term Activation

- Hotel packages to incentivize group sales
- Partnership or funding available for hotels to use directly
- Maybe EBC pays for the event spaces, the meals, the tours?
- Timeline – immediately make this available so groups get booked in Butte not elsewhere. Limited to end of year or when \$ runs out





- Mid-term Activation

- Focus on partnering with event(s) to create a larger or longer event.
- Create new physical-distancing event. Scavenger hunt but not together.
- Timeline – 3 months out from when the stay-home order is lifted. One-time event, or annual event.
- Need time to market and sell tickets

- Regional Activation

- Work with other areas to create a demand to travel and stop in our County.
- Incentivize the stop here.
- All participating destinations would have be a piece of a larger travel experience.
- For example – If you visit all 8 Upstate Counties you end up with an entire water-sport set
- Timeline – seasonal and dependent upon partners.

# Immediate Activation

- We know you're ready to spend a little time away from home. Let us entice you to stay overnight and Explore Butte County. Packages range from watersports, to wellness, to beer lover, and hiking. With wide open spaces we know you'll enjoy #Physical Distancing Not Social Distancing. Package ideas.
- Butte County invites you and your friends to celebrate those milestones that happened while we were #Staying Home. Book your hotel package now and we'll pay for your celebration. #ExploreButteCounty
- Budget Proposal: \$50,000
  - \$30,000 for goods
  - \$20,000 for the marketing message. Would need to include any creative too.





# Short-term Activation

- No media around this activation.
- Strictly meant to offer hotels items to build their packages. Per our MDP – the funding must be spent to enhance the entire district – so these need to enhance the entire area.
- Available for EBC to tap into to sell the area for those who want to host a group event and need to be incentivized to do it in Butte County
- Work in partnership with the hotels to identify these groups and work with them directly. Must include spending on locally sourced items for the group.
- Budget Proposal: \$50,000

# Mid-Term Activations

These would require multiple partners and planning

- Pop-Up Weddings
- Book Your Wedding Block in Butte and get \$5,000 Toward Your Ceremony
- Fall Cycling Classic – Book your rooms and your tickets are included
- Build a Bigger Taste of Chico with a Butte County Twist.
- Fall Event Information.
- Butte County Scavenger Hunt / Map Quest – Parks & Rec Depts.
- Budget Proposal: \$100,000 (for each suggestion)
  - \$30,000 - \$40,000 Media
  - \$60,000 - \$70,000 Infrastructure, Material, Etc.

# Regional Activation

Stay active with others who may have stronger messaging for leisure

- Could be a media campaign alone or an event activation.
  - #PhysicalDistancingNotSocialDistancing – road trip activation around outdoor activities. Creation of a micro-site? All of the participating jurisdictions should be an anchor.
- People may consider visiting other destinations but we want to make sure we are an anchor for the messaging.
- Maybe a scavenger hunt in Shasta Cascade
- Budget Proposal: \$50,000
  - At least \$25,000 for media