

**Board of Directors**

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

**Advisory Board**

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

## REGULAR EXPLORE BUTTE COUNTY BOARD MEETING AGENDA – May 9, 2019

### BOARD MEETING

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

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

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

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

Once roll call is completed the board will move into closed session.

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

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

2.1 Report from closed session

3. **CONSENT AGENDA**

3.1 Approval of Board Meeting Minutes of March 14, 2019

3.2 Approval of March and April 2019 Financial Reports

4. **PUBLIC COMMENT**

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

5. **REGULAR AGENDA**

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

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

**Recommendation:** *To accept the 2018 annual report and independent accountant report, as prepared, which will be posted on the EBC website.*

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

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

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

**Recommendation:** *To move \$41,696.39 from unrestricted net assets to the "reserved – zone marketing" equity account to make the new balance \$167,369.68.*

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

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

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

**Recommendation:** *Each board member should acknowledge they have received and reviewed the 990s for the purpose of documentation in the board minutes.*

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

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

**Recommendation:** *The committee would like the board to consider approving the proposed strategy and base budget for the 18-month plan, not to exceed \$590,000. The detailed marketing strategy and plan will be presented to the full board for approval no later than July of 2019.*

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

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

**Recommendation:** *The Board offers direction for staff research and policy regarding properties who are not paying into TBID.*

## **6. REPORTS AND COMMUNICATIONS**

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

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

## **7. ADJOURNMENT**

The next regularly scheduled meeting: June 13, 2019

**Board of Directors**

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

**Advisory Board**

Betsy Yarbrough (County-wide)  
 Debbie Collins (Chico)  
 Evie Cameron (Paradise)  
 Heather MacDonald (County)  
 Heather Johnson (Oroville)  
 Giovanni Tricerri (County-wide)  
 Kelsey Torres (Chico)  
 Melissa Schuster (Paradise)

## REGULAR EXPLORE BUTTE COUNTY BOARD MEETING MINUTES – March 14, 2019

### ANNUAL MEETING

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

1. Call to Order and Roll Call – The board meeting was called to order by President Spangler at 12:07 p.m.

Present: Directors Spangler, Isenberg, Franklin, Pearson, Paragji, Johansson, Saddique\*.  
 Advisors: Collins, MacDonald, Johnson, Schuster.

Absent: Director Billah. Advisors Yarbrough, Cameron, Tricerri, Torres.

Guests: Eric Smith – Oroville Chamber, Jennifer Leonard – Almendra Winery & Distillery, Renee Buchan – Chico Velo, Shelly James and Casey Catlett – Porter Co, Erin Morrissey – Downtown Chico Business Association, Jordan Daly – City of Oroville, Carolyn Denero & Ashley Baer – EBC staff.

\*Late arrival.

2. **CONSENT AGENDA**

2.1 Approval of Board Meeting Minutes of February 14, 2019

2.2 Approval of February 2019 Financial Reports

A motion was made by Vice President Isenberg and seconded by Secretary Franklin to accept the consent agenda items.

The motion carried by the following vote:

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

NOES: None

ABSTENTIONS: None

3. **PUBLIC COMMENT**

President Spangler spoke on behalf of the Feather River Center / Forebay Aquatic Center. There has been discussion of creating a large rowing field at the Forebay. This summer both Yale and Berkeley's rowing teams will be coming to Oroville to train.

4. **SPECIAL AGENDA**

President Spangler presented recognition awards to the advisory board for their year of service to the board. Each director and advisor was given a certificate of appreciation.

5. **REGULAR AGENDA**

**5.1 NOMINATIONS OF DIRECTORS FOR BOARD OF DIRECTOR SEATS EXPIRING MARCH 2019**

Per the 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 BCTID 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 lodging businesses paying the BCTID assessment in December of 2018. The Board, per precedent set at previous annual meetings, can make a call for nominations from the floor prior to accepting the slate of directors recommended by the Nomination Committee.

A motion was made by Vice President Isenberg and seconded by Director Johansson to accept the slate of directors as presented by the Nomination Committee at the February 14, 2019 board meeting. The Nomination Committee has recommended:

- Mohammad Billah, University Inn – Chico Lodging
- Kiran Paragji, Americas Best Value Inn – Oroville Lodging
- Haroon Saddique – Best Western Paradise Hotel – Paradise Lodging

The two-year term of each director will begin March 14, 2019 and expire on March 11, 2021.

There were no nominations from the floor.

The motion carried by the following vote:

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

NOES: None

ABSTENTIONS: None

**5.2 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 the President.

"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.

"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."

President Bruce Spangler and Vice President Brook Isenberg (formally Smith) have both served a one (1) year term as officers which began at the annual meeting in March of 2018 and expires at the March 14, 2019 meeting. Secretary, Dori Franklin, was confirmed as Secretary during the March 2018 annual meeting and has one (1) additional year as Secretary. Scott Stoller was confirmed as Treasurer at the March 2018 meeting but has since resigned from the board. The Board did not act to confirm a Treasurer to replace Scott Stoller when he resigned.

The current officers to be nominated and confirmed are:

- President, for a term of one (1) year
- Vice President, for a term of one (1) year
- Treasurer, for a term of two (2) years

A motion was made by Vice President Isenberg and seconded by Director Johansson to keep the current slate of officers with no Treasurer to be appointed. President for 1-year to be Director Bruce Spangler, Vice President for 1-year to be Brooke Isenberg, no Treasurer to be appointed. Secretary Dori Franklin to continue to serve in her 2-year term as Secretary.

The motion carried by the following vote:

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

NOES: None

ABSTENTIONS: None

### **5.3 NOMINATION OF ADVISORS FOR THE ADVISORY BOARD, ALL SEATS EXPIRE AT 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 for 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 or 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 following table includes all the people and accompanying organizations who applied through the nomination process for advisory board seats.

Jurisdiction	Name	Organization
City of Biggs	N/A	
City of Biggs	N/A	
City of Chico	Debbie Collins*	City of Chico
City of Chico	Erin Morrissey	Downtown Chico Business Association
City of Oroville	Tony Catalano	Feather River Center
City of Oroville	N/A	
Town of Paradise	Melissa Schuster*	Paradise Town Council
Town of Paradise	Evie Cameron*	Blue Team Realty
Unincorporated County	Heather MacDonald*	County of Butte
Unincorporated County	Jennifer Leonard	Almendra Winery & Distillery
Countywide	Renee Buchan	Chico Velo
Countywide	N/A	

\*Currently on the advisory board.

The Board will hear nominations from the floor from any other parties interested in an advisory seat who did not apply through the nomination process.

A motion was made by Vice President Isenberg and seconded by Director Johansson to accept the slate of nominations for the available advisory board seats. All nominees meet the minimum qualifications set forth in the bylaws to be considered.

The term of each advisor will begin March 14, 2019 and expire in one (1) year on March 12, 2021.

There were no additional nominations from the floor.

The motion carried by the following vote:

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

NOES: None

ABSTENTIONS: None

## 5.4 CONSIDERATION AND ASSIGNMENT OF COMMITTEES OF THE BOARD

The bylaws of Explore Butte County outline the types, authority, and responsibilities of committees that can be convened by resolution and adopted by a majority of the Directors then in office.

The three types are as follows:

- Committees (in general):
  - Must be created by Board resolution adopted by a majority of Directors and consist of two or more Directors to serve at the pleasure of the Board.
  - The Board may appoint one or more Director as alternate members.
  - Shall have all the authority of the Board, to the extent provided in the Board resolution, with exceptions.
  - The meetings and actions of the committee are governed by, held, and taken under the provisions of the bylaws concerning meetings and board actions, with exceptions.
  - Notice of committee meetings will be given in accordance with Ralph M. Brown Act.
- Ad Hoc Nominations Committee (specifically named in the bylaws):
  - Appointed by the Board.
  - Composed of at least three (3) Directors.
  - The process and timeline for nominations is outlined in the bylaws.
  - The bylaws do not outline any ad hoc committees beyond an ad hoc nominations committee.
- Advisory Committee:
  - May be established by the Board.
  - Members may consist of directors or advisors.
  - May not exercise the authority of the Board but shall be limited to making recommendations to the Board.
  - Is subject to the supervision and control of the Board.

During the past few years of EBC's operation multiple advisory and ad hoc committees have been created for various reasons. The Board is being asked to consider the types of committees they would like to assign and with what authority. Sample committees that have been previously assigned:

- Nomination Committee
- Marketing Committee
- State Fair Committee
- Executive Committee
- Finance Committee
- Zone Marketing Committee

A motion was made by President Spangler and seconded by Vice President Isenberg to designate the Marketing and Zone Marketing Committees as advisory committees and



designate the Nomination Committee ad hoc. The Marketing Committee, because of the need for regular meetings, will be required to be noticed per Brown Act.

Nicole Johansson volunteered to be the Chair of the Marketing Committee; members of the committee are Melissa Schuster, Dori Franklin, John Pearson, Renee Buchan, Jennifer Leonard, Erin Morrissey and Bruce Spangler.

Nicole Johansson and John Pearson volunteered to Chair the Zone Marketing Committee; members of the committee are Heather MacDonald, Melissa Schuster, Erin Morrissey, Debbie Collins.

Bruce Spangler volunteered to Chair the Nominating Committee; Kiran Paragji and Brooke Isenberg will be on the committee.

The State Fair, Finance and Executive Committee discussion was tabled for a time when they might be necessary.

The motion carried by the following vote:

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

NOES: None

ABSTENTIONS: None

## **5.5 PRESENTATION BY EXPLORE BUTTE COUNTY'S ADVERTISING AGENCY, PORTERCO**

Explore Butte County is in contract with advertising agency, Porter Co, as the agency of record. Porter Co was awarded the advertising contract from the RFP distributed in 2018. The current Scope of Work is set to expire June 30, 2019. Shelly James, partner and EBC's account manager, presented up-to-date progress report on current scope of work and additional projects tasked to Porter Co.

## **5.6 CONSIDERATION OF NEGOTIATING AND EXTENDING ADVERTISING AGENCY CONTRACT WITH PORTERCO**

Porter Co is currently in contract with Explore Butte County as the Agency of Record and is working on a Scope of Work (SOW) as outlined in Request for Proposal (RFP), it is set to expire June 30, 2019. Porter Co has been a solid strategic partner meeting deadlines and goals. Denero is asking the Board to consider entering negotiations with Porter Co to develop, present and execute an additional SOW for eighteen (18) months beginning July 1, 2019 and expiring December 31, 2020.

A motion was made by Director Johansson and seconded by Vice President Isenberg to authorize Denero to begin negotiations with Porter Co for an eighteen (18) month contract to begin July 1, 2019. Scope of work to be developed with Porter Co and EBC Marketing Committee and approved by full board of directors before current scope of work expires.

The motion carried by the following vote:

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

NOES: None

ABSTENTIONS: None

6. **REPORTS AND COMMUNICATIONS**

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

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

7. **ADJOURNMENT**

The meeting was adjourned at 1:50 p.m.

Board minutes respectfully submitted by Carolyn Denero.

# Explore Butte County

## Balance Sheet

As of March 31, 2019

	Mar 31, 19
<b>ASSETS</b>	
<b>Current Assets</b>	
Checking/Savings	
1000 · Tri Counties Bank	1,131,694.04
<b>Total Checking/Savings</b>	1,131,694.04
<b>Total Current Assets</b>	1,131,694.04
<b>Fixed Assets</b>	
1500 · Furniture and Equipment	10,946.32
1600 · Accumulated depreciation	-830.00
<b>Total Fixed Assets</b>	10,116.32
<b>TOTAL ASSETS</b>	<b>1,141,810.36</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Credit Cards	
2100 · TCB Credit Card	9,716.04
<b>Total Credit Cards</b>	9,716.04
<b>Other Current Liabilities</b>	
2400 · Payroll Liabilities	3,823.07
<b>Total Other Current Liabilities</b>	3,823.07
<b>Total Current Liabilities</b>	13,539.11
<b>Total Liabilities</b>	13,539.11
<b>Equity</b>	
3200 · Unrestricted Net Assets	1,028,141.96
3300 · Net Assets - Reserved	
3350 · Reserved - TBID Renewal Fees	75,000.00
3360 · Reserved - Zone Marketing	125,673.29
<b>Total 3300 · Net Assets - Reserved</b>	200,673.29
<b>Net Income</b>	-100,544.00
<b>Total Equity</b>	1,128,271.25
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>1,141,810.36</b>

## Explore Butte County

## Profit &amp; Loss

March 2019

	Mar 19
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
4000 · Program Income	
4200 · Butte County	675.20
4300 · Chico	61,311.83
<b>Total 4000 · Program Income</b>	<b>61,987.03</b>
4800 · Other Types of Income	
4810 · Interest Income	16.73
<b>Total 4800 · Other Types of Income</b>	<b>16.73</b>
<b>Total Income</b>	<b>62,003.76</b>
<b>Cost of Goods Sold</b>	
5000 · 2% Fee	
5200 · 2% Fee - Butte County	13.50
5300 · 2% Fee - Chico	1,226.24
<b>Total 5000 · 2% Fee</b>	<b>1,239.74</b>
<b>Total COGS</b>	<b>1,239.74</b>
<b>Gross Profit</b>	<b>60,764.02</b>
<b>Expense</b>	
6000 · Sales and Marketing Expense	
6010 · Advertising	2,124.00
6030 · Conferences	474.87
6050 · Creative Services	4,003.20
6100 · Marketing contracts	
6110 · Advertising Agencies	8,196.50
6100 · Marketing contracts - Other	10,368.00
<b>Total 6100 · Marketing contracts</b>	<b>18,564.50</b>
6340 · Public Relations	122.50
6350 · Sales and Marketing Exp. -Other	2,473.00
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	7,909.00
6420 · Staffing - Payroll Taxes - Mktg	621.31
6430 · Workers comp insurance	267.47
<b>Total 6400 · Staffing - Marketing</b>	<b>8,797.78</b>
6700 · Website	29.58
<b>Total 6000 · Sales and Marketing Expense</b>	<b>36,589.43</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	
7150 · Interest expense	99.43
7020 · Bank fees	39.00
7070 · General Administration	175.79
7200 · Meals	478.81
7300 · Office supplies	185.16
7310 · Postage	137.41
7320 · Printing and Copying	19.26
7330 · Professional fees - Accounting	860.00
7360 · Rent/ Office Space	770.00

9:36 AM

04/05/19

Accrual Basis

## Explore Butte County

### Profit & Loss

March 2019

	Mar 19
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	1,777.23
7420 · Payroll taxes - admin	139.61
7430 · Workers comp insurance	60.10
Total 7400 · Staffing - Admin	1,976.94
7500 · Subscriptions	73.98
7560 · Telephone, Telecommunications	173.11
7570 · Travel	212.79
Total 7000 · Administration Expenses	5,201.68
Total Expense	42,791.11
Net Ordinary Income	17,972.91
Net Income	17,972.91

# Explore Butte County

## Profit & Loss Budget Overview

### January through March 2019

	Jan - Mar 19	Budget	\$ Over Budget
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
4000 · Program Income			
4200 · Butte County	675.20	1,389.00	-713.80
4300 · Chico	61,311.83	109,760.00	-48,448.17
4400 · Oroville	0.00	27,787.50	-27,787.50
<b>Total 4000 · Program Income</b>	<b>61,987.03</b>	<b>138,936.50</b>	<b>-76,949.47</b>
4800 · Other Types of Income			
4810 · Interest Income	53.28		
4815 · CTA Registrations	0.00	625.00	-625.00
4820 · Miscellaneous Revenue	400.00		
<b>Total 4800 · Other Types of Income</b>	<b>453.28</b>	<b>625.00</b>	<b>-171.72</b>
<b>Total Income</b>	<b>62,440.31</b>	<b>139,561.50</b>	<b>-77,121.19</b>
<b>Cost of Goods Sold</b>			
5000 · 2% Fee			
5200 · 2% Fee - Butte County	13.50	27.00	-13.50
5300 · 2% Fee - Chico	1,226.24	2,196.00	-969.76
5400 · 2% Fee - Oroville	0.00	555.00	-555.00
<b>Total 5000 · 2% Fee</b>	<b>1,239.74</b>	<b>2,778.00</b>	<b>-1,538.26</b>
<b>Total COGS</b>	<b>1,239.74</b>	<b>2,778.00</b>	<b>-1,538.26</b>
<b>Gross Profit</b>	<b>61,200.57</b>	<b>136,783.50</b>	<b>-75,582.93</b>
<b>Expense</b>			
6000 · Sales and Marketing Expense			
6010 · Advertising	23,899.39	18,750.00	5,149.39
6020 · Capital Display	0.00	250.00	-250.00
6030 · Conferences	2,052.25	1,250.00	802.25
6050 · Creative Services	5,474.13	28,000.00	-22,525.87
6060 · CTA Program	5,000.00	3,750.00	1,250.00
6070 · Dues and Memberships	0.00	1,000.00	-1,000.00
6100 · Marketing contracts			
6110 · Advertising Agencies	40,511.55	81,250.00	-40,738.45
6120 · Jack Rabbit	0.00	3,000.00	-3,000.00
6100 · Marketing contracts - Other	11,626.50		
<b>Total 6100 · Marketing contracts</b>	<b>52,138.05</b>	<b>84,250.00</b>	<b>-32,111.95</b>
6200 · Meals	274.95	575.00	-300.05
6320 · Printing	0.00	12,500.00	-12,500.00
6340 · Public Relations	1,280.89	7,500.00	-6,219.11
6350 · Sales and Marketing Exp. -Other	2,473.00	2,250.00	223.00
6400 · Staffing - Marketing			
6410 · Staffing - Marketing payroll	24,291.66	24,940.00	-648.34
6420 · Staffing - Payroll Taxes - Mktg	2,333.73	2,250.00	83.73
6430 · Workers comp insurance	364.03	250.00	114.03
<b>Total 6400 · Staffing - Marketing</b>	<b>26,989.42</b>	<b>27,440.00</b>	<b>-450.58</b>
6600 · State Fair Exhibit	0.00	6,250.00	-6,250.00
6700 · Website	335.58	4,000.00	-3,664.42
<b>Total 6000 · Sales and Marketing Expense</b>	<b>119,917.66</b>	<b>197,765.00</b>	<b>-77,847.34</b>
6900 · Zone and Micro-Marketing			
6910 · Outside Contract Services	27,000.00	13,893.00	13,107.00
<b>Total 6900 · Zone and Micro-Marketing</b>	<b>27,000.00</b>	<b>13,893.00</b>	<b>13,107.00</b>
7000 · Administration Expenses			
7150 · Interest expense	99.43		
7010 · Advertising	0.00	187.50	-187.50
7020 · Bank fees	39.00	25.00	14.00
7030 · Conference, Convention, Meeting	0.00	250.00	-250.00
7040 · Contract services	0.00	312.00	-312.00
7050 · Education	1,191.37	875.00	316.37
7060 · Filing fees/ taxes	0.00	25.00	-25.00
7070 · General Administration	772.82	2,500.00	-1,727.18
7100 · Insurance	0.00	650.00	-650.00

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04/05/19

Accrual Basis

**Explore Butte County**  
**Profit & Loss Budget Overview**  
 January through March 2019

	Jan - Mar 19	Budget	\$ Over Budget
7200 · Meals	522.02	187.50	334.52
7210 · Membership dues	0.00	250.00	-250.00
7300 · Office supplies	628.53	600.00	28.53
7310 · Postage	298.41	125.00	173.41
7320 · Printing and Copying	58.45	250.00	-191.55
7330 · Professional fees - Accounting	2,385.00	3,750.00	-1,365.00
7340 · Professional fees - Legal	0.00	625.00	-625.00
7350 · Promotion	0.00	25.00	-25.00
7360 · Rent/ Office Space	2,310.00	2,500.00	-190.00
7400 · Staffing - Admin			
7410 · Staffing - Admin Payroll	4,726.91	5,506.00	-779.09
7420 · Payroll taxes - admin	417.18	500.00	-82.82
7430 · Workers comp insurance	65.18	66.00	-0.82
<b>Total 7400 · Staffing - Admin</b>	<b>5,209.27</b>	<b>6,072.00</b>	<b>-862.73</b>
7500 · Subscriptions	288.10	375.00	-86.90
7560 · Telephone, Telecommunications	519.33	600.00	-80.67
7570 · Travel	505.18	500.00	5.18
7900 · Admin Expense- Other	0.00	250.00	-250.00
<b>Total 7000 · Administration Expenses</b>	<b>14,826.91</b>	<b>20,934.00</b>	<b>-6,107.09</b>
8000 · Contingency	0.00	4,187.00	-4,187.00
<b>Total Expense</b>	<b>161,744.57</b>	<b>236,779.00</b>	<b>-75,034.43</b>
<b>Net Ordinary Income</b>	<b>-100,544.00</b>	<b>-99,995.50</b>	<b>-548.50</b>
<b>Net Income</b>	<b>-100,544.00</b>	<b>-99,995.50</b>	<b>-548.50</b>

# Explore Butte County

## Profit & Loss

January through March 2019

	Jan - Mar 19
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
4000 · Program Income	
4200 · Butte County	675.20
4300 · Chico	61,311.83
<b>Total 4000 · Program Income</b>	61,987.03
4800 · Other Types of Income	
4810 · Interest Income	53.28
4820 · Miscellaneous Revenue	400.00
<b>Total 4800 · Other Types of Income</b>	453.28
<b>Total Income</b>	62,440.31
<b>Cost of Goods Sold</b>	
5000 · 2% Fee	
5200 · 2% Fee - Butte County	13.50
5300 · 2% Fee - Chico	1,226.24
<b>Total 5000 · 2% Fee</b>	1,239.74
<b>Total COGS</b>	1,239.74
<b>Gross Profit</b>	61,200.57
<b>Expense</b>	
6000 · Sales and Marketing Expense	
6010 · Advertising	23,899.39
6030 · Conferences	2,052.25
6050 · Creative Services	5,474.13
6060 · CTA Program	5,000.00
6100 · Marketing contracts	
6110 · Advertising Agencies	40,511.55
6100 · Marketing contracts - Other	11,626.50
<b>Total 6100 · Marketing contracts</b>	52,138.05
6200 · Meals	274.95
6340 · Public Relations	1,280.89
6350 · Sales and Marketing Exp. -Other	2,473.00
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	24,291.66
6420 · Staffing - Payroll Taxes - Mktg	2,333.73
6430 · Workers comp insurance	364.03
<b>Total 6400 · Staffing - Marketing</b>	26,989.42
6700 · Website	335.58
<b>Total 6000 · Sales and Marketing Expense</b>	119,917.66
6900 · Zone and Micro-Marketing	
6910 · Outside Contract Services	27,000.00
<b>Total 6900 · Zone and Micro-Marketing</b>	27,000.00
7000 · Administration Expenses	
7150 · Interest expense	99.43
7020 · Bank fees	39.00
7050 · Education	1,191.37
7070 · General Administration	772.82
7200 · Meals	522.02
7300 · Office supplies	628.53
7310 · Postage	298.41
7320 · Printing and Copying	58.45
7330 · Professional fees - Accounting	2,385.00
7360 · Rent/ Office Space	2,310.00



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04/05/19

Accrual Basis

**Explore Butte County**  
**Profit & Loss**  
**January through March 2019**

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	<u>Jan - Mar 19</u>
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	4,726.91
7420 · Payroll taxes - admin	417.18
7430 · Workers comp insurance	65.18
	<hr/>
Total 7400 · Staffing - Admin	5,209.27
7500 · Subscriptions	288.10
7560 · Telephone, Telecommunications	519.33
7570 · Travel	505.18
	<hr/>
Total 7000 · Administration Expenses	14,826.91
	<hr/>
Total Expense	161,744.57
	<hr/>
Net Ordinary Income	-100,544.00
	<hr/>
Net Income	<u><u>-100,544.00</u></u>

# Explore Butte County

## Balance Sheet

As of April 30, 2019

	Apr 30, 19
<b>ASSETS</b>	
<b>Current Assets</b>	
Checking/Savings	
1000 · Tri Counties Bank	1,122,516.72
<b>Total Checking/Savings</b>	1,122,516.72
<b>Total Current Assets</b>	1,122,516.72
<b>Fixed Assets</b>	
1500 · Furniture and Equipment	10,946.32
1600 · Accumulated depreciation	-830.00
<b>Total Fixed Assets</b>	10,116.32
<b>TOTAL ASSETS</b>	<b>1,132,633.04</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Credit Cards	
2100 · TCB Credit Card	3,236.01
<b>Total Credit Cards</b>	3,236.01
<b>Other Current Liabilities</b>	
2400 · Payroll Liabilities	3,490.54
<b>Total Other Current Liabilities</b>	3,490.54
<b>Total Current Liabilities</b>	6,726.55
<b>Total Liabilities</b>	6,726.55
<b>Equity</b>	
3200 · Unrestricted Net Assets	1,028,141.96
3300 · Net Assets - Reserved	
3350 · Reserved - TBID Renewal Fees	75,000.00
3360 · Reserved - Zone Marketing	125,673.29
<b>Total 3300 · Net Assets - Reserved</b>	200,673.29
<b>Net Income</b>	-102,908.76
<b>Total Equity</b>	1,125,906.49
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>1,132,633.04</b>

## Explore Butte County

## Profit &amp; Loss

April 2019

	Apr 19
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
4000 · Program Income	
4300 · Chico	60,067.45
4400 · Oroville	16,910.02
<b>Total 4000 · Program Income</b>	<b>76,977.47</b>
4800 · Other Types of Income	
4810 · Interest Income	19.54
<b>Total 4800 · Other Types of Income</b>	<b>19.54</b>
<b>Total Income</b>	<b>76,997.01</b>
<b>Cost of Goods Sold</b>	
5000 · 2% Fee	
5300 · 2% Fee - Chico	1,201.35
5400 · 2% Fee - Oroville	338.20
<b>Total 5000 · 2% Fee</b>	<b>1,539.55</b>
<b>Total COGS</b>	<b>1,539.55</b>
<b>Gross Profit</b>	<b>75,457.46</b>
<b>Expense</b>	
6000 · Sales and Marketing Expense	
6010 · Advertising	659.27
6050 · Creative Services	10,315.20
6060 · CTA Program	5,026.63
6100 · Marketing contracts	
6110 · Advertising Agencies	41,180.70
<b>Total 6100 · Marketing contracts</b>	<b>41,180.70</b>
6340 · Public Relations	7,129.81
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	8,367.74
6420 · Staffing - Payroll Taxes - Mktg	640.14
6430 · Workers comp insurance	41.82
<b>Total 6400 · Staffing - Marketing</b>	<b>9,049.70</b>
6700 · Website	46.12
<b>Total 6000 · Sales and Marketing Expense</b>	<b>73,407.43</b>
7000 · Administration Expenses	
7010 · Advertising	1.29
7070 · General Administration	205.21
7300 · Office supplies	102.25
7310 · Postage	48.83
7320 · Printing and Copying	85.26
7330 · Professional fees - Accounting	675.00
7360 · Rent/ Office Space	770.00
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	1,801.39
7420 · Payroll taxes - admin	137.81
7430 · Workers comp insurance	9.00
<b>Total 7400 · Staffing - Admin</b>	<b>1,948.20</b>

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05/02/19

Accrual Basis

## Explore Butte County

### Profit & Loss

April 2019

	Apr 19
7500 · Subscriptions	331.98
7560 · Telephone, Telecommunications	172.53
7570 · Travel	74.24
Total 7000 · Administration Expenses	4,414.79
Total Expense	77,822.22
Net Ordinary Income	-2,364.76
Net Income	<b>-2,364.76</b>

# Explore Butte County

## Profit & Loss

January through April 2019

	Jan - Apr 19
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
4000 · Program Income	
4200 · Butte County	675.20
4300 · Chico	121,379.28
4400 · Oroville	16,910.02
	<hr/>
<b>Total 4000 · Program Income</b>	138,964.50
4800 · Other Types of Income	
4810 · Interest Income	72.82
4820 · Miscellaneous Revenue	400.00
	<hr/>
<b>Total 4800 · Other Types of Income</b>	472.82
	<hr/>
<b>Total Income</b>	139,437.32
<b>Cost of Goods Sold</b>	
5000 · 2% Fee	
5200 · 2% Fee - Butte County	13.50
5300 · 2% Fee - Chico	2,427.59
5400 · 2% Fee - Oroville	338.20
	<hr/>
<b>Total 5000 · 2% Fee</b>	2,779.29
	<hr/>
<b>Total COGS</b>	2,779.29
	<hr/>
<b>Gross Profit</b>	136,658.03
<b>Expense</b>	
6000 · Sales and Marketing Expense	
6010 · Advertising	24,558.66
6030 · Conferences	2,052.25
6050 · Creative Services	15,789.33
6060 · CTA Program	10,026.63
6100 · Marketing contracts	
6110 · Advertising Agencies	81,692.25
6100 · Marketing contracts - Other	11,626.50
	<hr/>
<b>Total 6100 · Marketing contracts</b>	93,318.75
6200 · Meals	274.95
6340 · Public Relations	8,410.70
6350 · Sales and Marketing Exp. -Other	2,473.00
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	32,659.40
6420 · Staffing - Payroll Taxes - Mktg	2,973.87
6430 · Workers comp insurance	405.85
	<hr/>
<b>Total 6400 · Staffing - Marketing</b>	36,039.12
6700 · Website	381.70
	<hr/>
<b>Total 6000 · Sales and Marketing Expense</b>	193,325.09
6900 · Zone and Micro-Marketing	
6910 · Outside Contract Services	27,000.00
	<hr/>
<b>Total 6900 · Zone and Micro-Marketing</b>	27,000.00

# Explore Butte County

## Profit & Loss

### January through April 2019

	Jan - Apr 19
<b>7000 · Administration Expenses</b>	
7150 · Interest expense	99.43
7010 · Advertising	1.29
7020 · Bank fees	39.00
7050 · Education	1,191.37
7070 · General Administration	978.03
7200 · Meals	522.02
7300 · Office supplies	730.78
7310 · Postage	347.24
7320 · Printing and Copying	143.71
7330 · Professional fees - Accounting	3,060.00
7360 · Rent/ Office Space	3,080.00
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	6,528.30
7420 · Payroll taxes - admin	554.99
7430 · Workers comp insurance	74.18
<b>Total 7400 · Staffing - Admin</b>	<b>7,157.47</b>
7500 · Subscriptions	620.08
7560 · Telephone, Telecommunications	691.86
7570 · Travel	579.42
<b>Total 7000 · Administration Expenses</b>	<b>19,241.70</b>
<b>Total Expense</b>	<b>239,566.79</b>
<b>Net Ordinary Income</b>	<b>-102,908.76</b>
<b>Net Income</b>	<b>-102,908.76</b>

# Explore Butte County

## Profit & Loss Budget Overview

January through April 2019

	Jan - Apr 19	Budget	\$ Over Budget
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
4000 · Program Income			
4200 · Butte County	675.20	1,852.00	-1,176.80
4300 · Chico	121,379.28	146,347.00	-24,967.72
4400 · Oroville	16,910.02	37,050.00	-20,139.98
<b>Total 4000 · Program Income</b>	<b>138,964.50</b>	<b>185,249.00</b>	<b>-46,284.50</b>
4800 · Other Types of Income			
4810 · Interest Income	72.82		
4815 · CTA Registrations	0.00	833.00	-833.00
4820 · Miscellaneous Revenue	400.00		
<b>Total 4800 · Other Types of Income</b>	<b>472.82</b>	<b>833.00</b>	<b>-360.18</b>
<b>Total Income</b>	<b>139,437.32</b>	<b>186,082.00</b>	<b>-46,644.68</b>
<b>Cost of Goods Sold</b>			
5000 · 2% Fee			
5200 · 2% Fee - Butte County	13.50	37.00	-23.50
5300 · 2% Fee - Chico	2,427.59	2,927.00	-499.41
5400 · 2% Fee - Oroville	338.20	741.00	-402.80
<b>Total 5000 · 2% Fee</b>	<b>2,779.29</b>	<b>3,705.00</b>	<b>-925.71</b>
<b>Total COGS</b>	<b>2,779.29</b>	<b>3,705.00</b>	<b>-925.71</b>
<b>Gross Profit</b>	<b>136,658.03</b>	<b>182,377.00</b>	<b>-45,718.97</b>
<b>Expense</b>			
6000 · Sales and Marketing Expense			
6010 · Advertising	24,558.66	25,000.00	-441.34
6020 · Capital Display	0.00	333.00	-333.00
6030 · Conferences	2,052.25	1,667.00	385.25
6050 · Creative Services	15,789.33	37,333.00	-21,543.67
6060 · CTA Program	10,026.63	5,000.00	5,026.63
6070 · Dues and Memberships	0.00	1,333.00	-1,333.00
6100 · Marketing contracts			
6110 · Advertising Agencies	81,692.25	108,333.00	-26,640.75
6120 · Jack Rabbit	0.00	4,000.00	-4,000.00
6100 · Marketing contracts - Other	11,626.50		
<b>Total 6100 · Marketing contracts</b>	<b>93,318.75</b>	<b>112,333.00</b>	<b>-19,014.25</b>
6200 · Meals	274.95	767.00	-492.05
6320 · Printing	0.00	16,667.00	-16,667.00
6340 · Public Relations	8,410.70	10,000.00	-1,589.30
6350 · Sales and Marketing Exp. -Other	2,473.00	3,000.00	-527.00
6400 · Staffing - Marketing			
6410 · Staffing - Marketing payroll	32,659.40	33,255.00	-595.60
6420 · Staffing - Payroll Taxes - Mktg	2,973.87	3,000.00	-26.13
6430 · Workers comp insurance	405.85	333.00	72.85
<b>Total 6400 · Staffing - Marketing</b>	<b>36,039.12</b>	<b>36,588.00</b>	<b>-548.88</b>
6600 · State Fair Exhibit	0.00	8,333.00	-8,333.00
6700 · Website	381.70	5,333.00	-4,951.30
<b>Total 6000 · Sales and Marketing Expense</b>	<b>193,325.09</b>	<b>263,687.00</b>	<b>-70,361.91</b>
6900 · Zone and Micro-Marketing			
6910 · Outside Contract Services	27,000.00	18,525.00	8,475.00
<b>Total 6900 · Zone and Micro-Marketing</b>	<b>27,000.00</b>	<b>18,525.00</b>	<b>8,475.00</b>
7000 · Administration Expenses			
7150 · Interest expense	99.43		
7010 · Advertising	1.29	250.00	-248.71
7020 · Bank fees	39.00	33.00	6.00
7030 · Conference, Convention, Meeting	0.00	333.00	-333.00
7040 · Contract services	0.00	417.00	-417.00
7050 · Education	1,191.37	1,167.00	24.37
7060 · Filing fees/ taxes	0.00	33.00	-33.00
7070 · General Administration	978.03	3,333.00	-2,354.97
7100 · Insurance	0.00	867.00	-867.00

**Explore Butte County**  
**Profit & Loss Budget Overview**  
 January through April 2019

	Jan - Apr 19	Budget	\$ Over Budget
7200 · Meals	522.02	250.00	272.02
7210 · Membership dues	0.00	333.00	-333.00
7300 · Office supplies	730.78	800.00	-69.22
7310 · Postage	347.24	167.00	180.24
7320 · Printing and Copying	143.71	333.00	-189.29
7330 · Professional fees - Accounting	3,060.00	5,000.00	-1,940.00
7340 · Professional fees - Legal	0.00	833.00	-833.00
7350 · Promotion	0.00	33.00	-33.00
7360 · Rent/ Office Space	3,080.00	3,333.00	-253.00
7400 · Staffing - Admin			
7410 · Staffing - Admin Payroll	6,528.30	7,341.00	-812.70
7420 · Payroll taxes - admin	554.99	667.00	-112.01
7430 · Workers comp insurance	74.18	87.00	-12.82
<b>Total 7400 · Staffing - Admin</b>	<b>7,157.47</b>	<b>8,095.00</b>	<b>-937.53</b>
7500 · Subscriptions	620.08	500.00	120.08
7560 · Telephone, Telecommunications	691.86	800.00	-108.14
7570 · Travel	579.42	667.00	-87.58
7900 · Admin Expense- Other	0.00	333.00	-333.00
<b>Total 7000 · Administration Expenses</b>	<b>19,241.70</b>	<b>27,910.00</b>	<b>-8,668.30</b>
8000 · Contingency	0.00	5,583.00	-5,583.00
<b>Total Expense</b>	<b>239,566.79</b>	<b>315,705.00</b>	<b>-76,138.21</b>
<b>Net Ordinary Income</b>	<b>-102,908.76</b>	<b>-133,328.00</b>	<b>30,419.24</b>
<b>Net Income</b>	<b>-102,908.76</b>	<b>-133,328.00</b>	<b>30,419.24</b>





# 2018 Annual Report

EXPLORE BUTTE COUNTY



## Mission

To promote Butte County as a visitor destination through a variety of marketing programs that generate room nights, hotel revenues, and TOT for the properties participating in the TBID.

## Vision

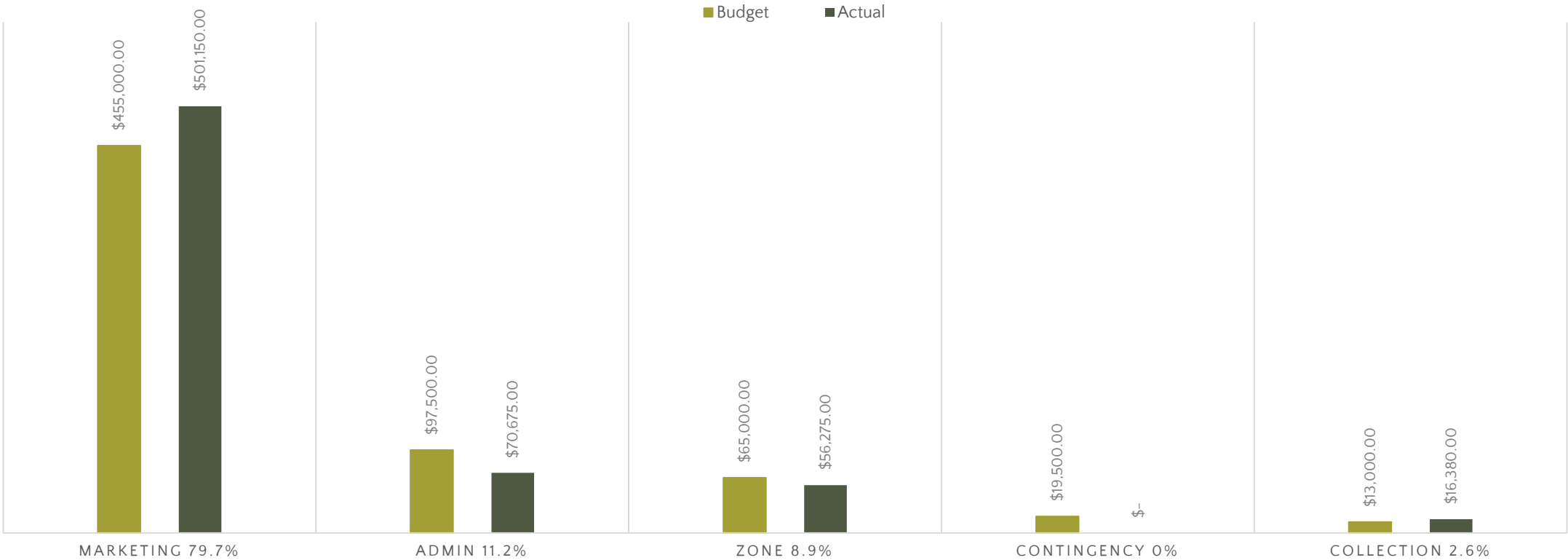
To develop and implement county-wide tourism programs that position Butte County as a year-round travel destination that provides a quality visitor experience while working in harmony with the values of the community.

## Goals

Increase tourism spending and hotel revenue in Butte County by effectively promoting tourism that optimizes Butte County's assets, including its location, recreation, agriculture and history while contributing to economic prosperity and regional development and supporting the attributes of the communities participating in the TBID (Chico, Oroville, Paradise, Biggs, Unincorporated County).



# 2018 BUDGET VS ACTUAL



2018 Expenses

	2018	2017	<i>% increase from 2017 to 2018</i>	2016	<i>% increase from 2016 to 2018</i>
Occupancy Rate	73%	71%	2.82%	65.2%	12%
Average Daily Rate	\$103	\$99.58	3.43%	\$94.22	9.3%
Revenue per Available Room	\$75.42	\$70.99	6.26%	\$61.54	22.6%

## Hotel Performance Highlights



# Marketing Highlights

- San Francisco Chronicle – Butte County Travel Section
- Displays – State Capitol, State Fair
- Zone Marketing Partnerships
- Advertising Campaigns
  - Google AdWords
  - Agritourism
  - Geo-fencing
- Third Thursdays – Visit California



# Website Growth

## 2018 Web Traffic – By the Numbers

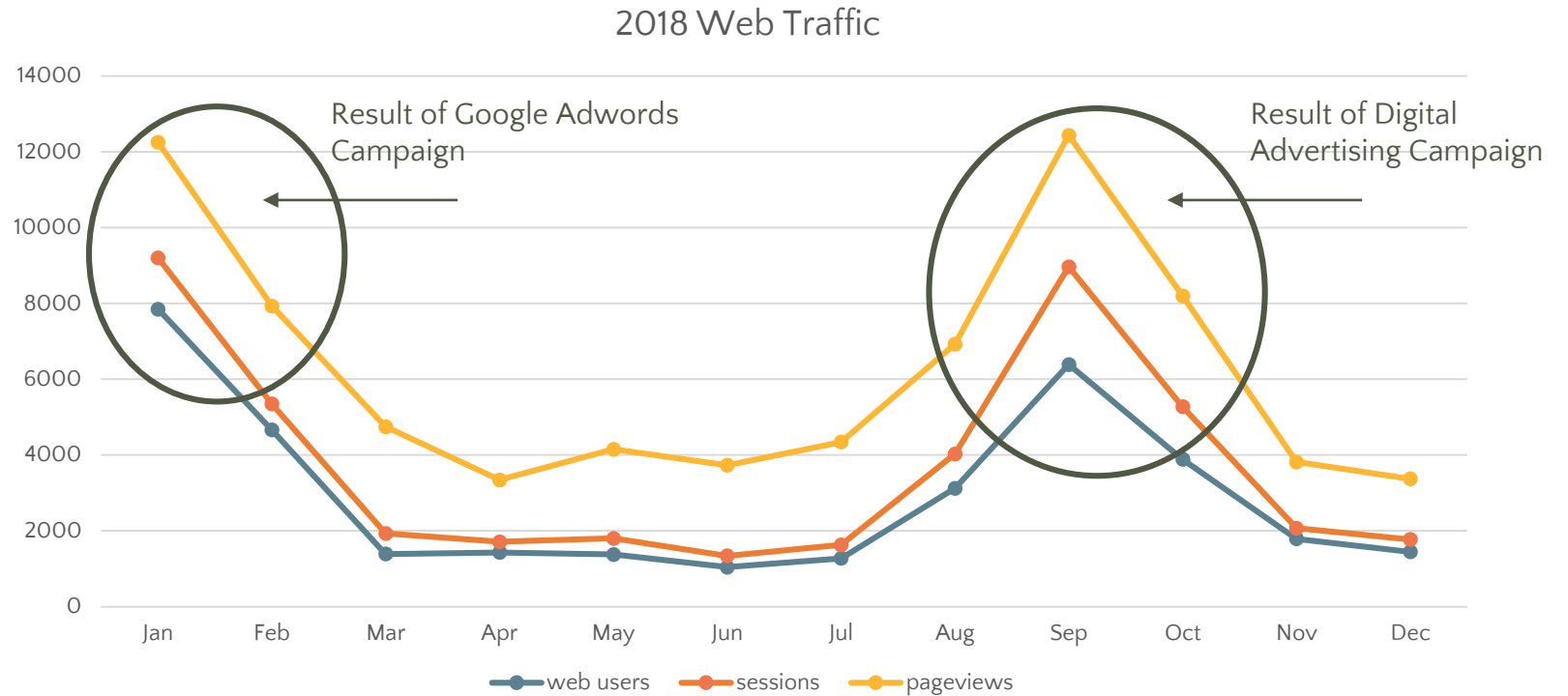
32,981 Users

32,544 New Users

43,913 Sessions

72,993 Pageviews

58,273 Unique Pageviews

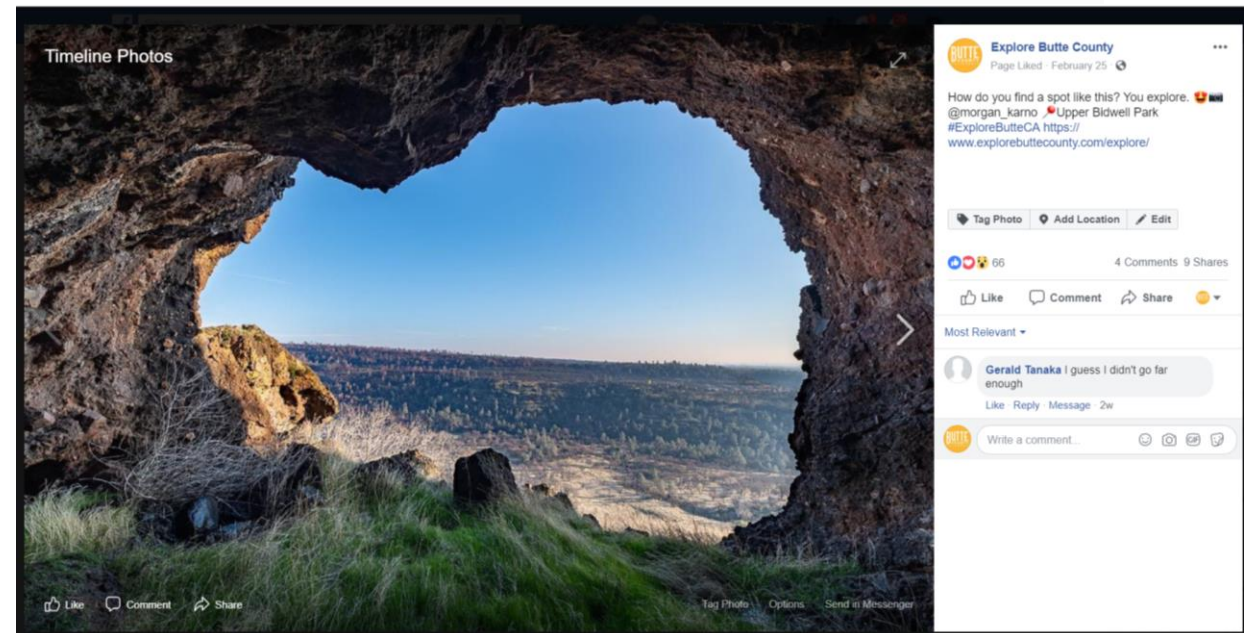
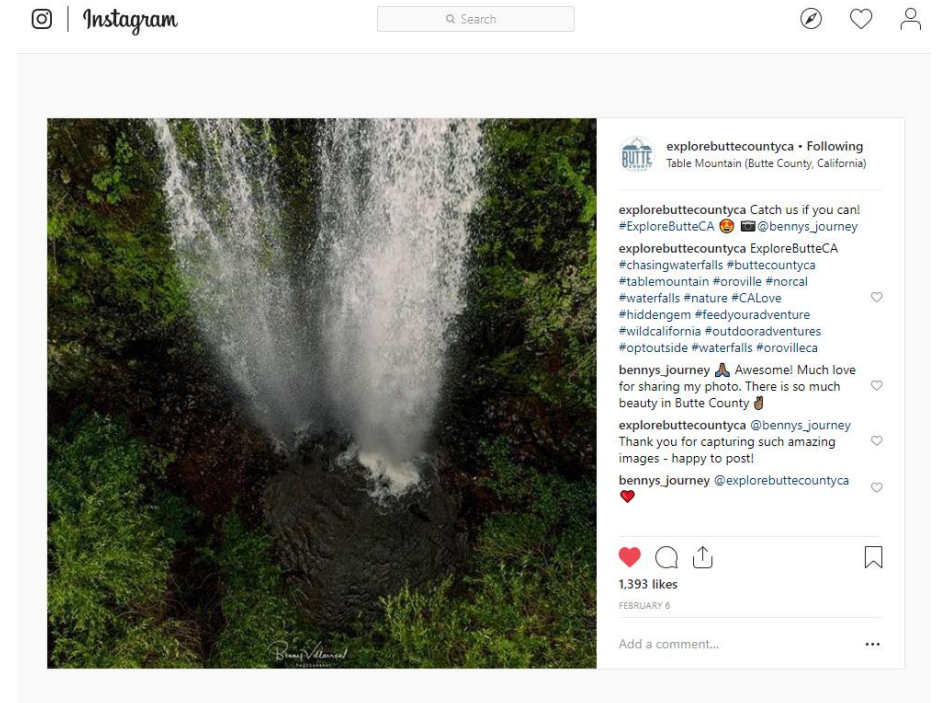
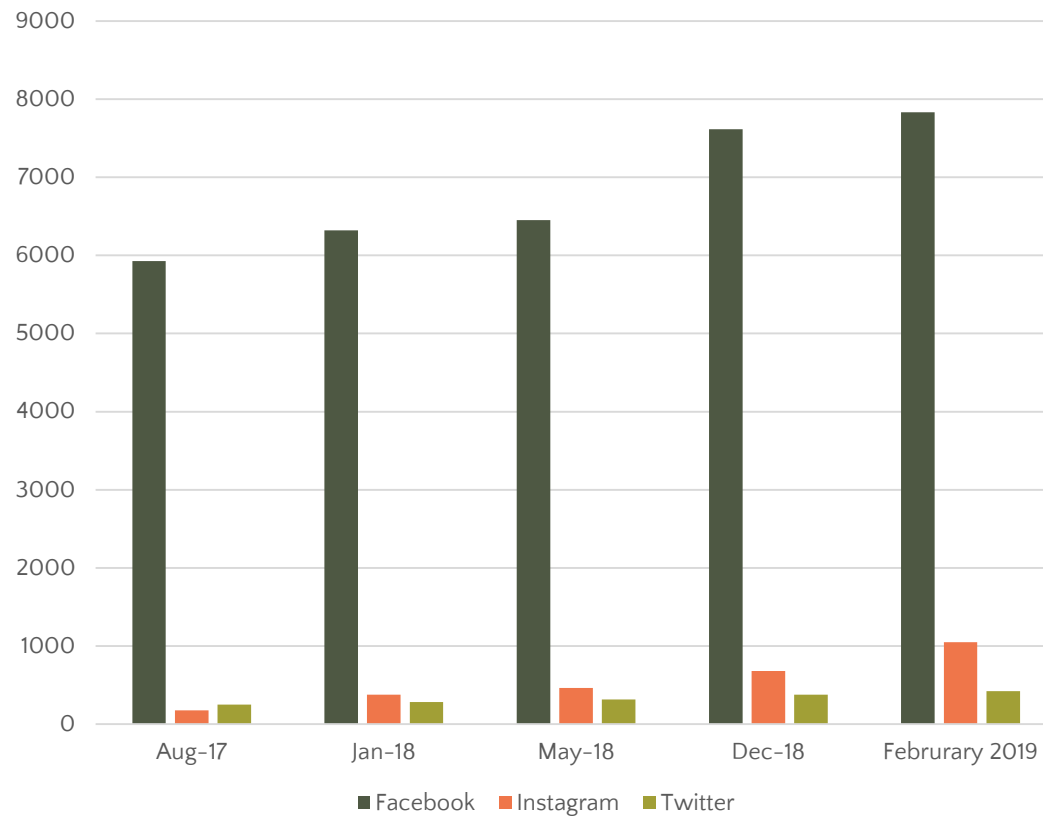


2018 is the baseline year for website data. The data for 2017 begins in July and is not relevant for comparison. The graph shows the results of advertising.



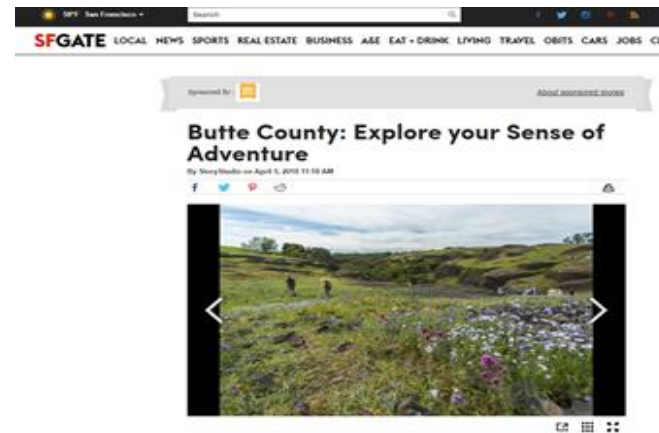
# Social Media

Social Media Channel Growth



# San Francisco Chronicle Travel Section

- **Print**
  - Distribution of 500,000 copies of the Travel Butte County section of *The Chronicle* in March 2018
  - Total of 16 pages, all editorial expect the 4-page center spread by EBC
- **Programmatic**
  - Story Studio on SFGate
    - 1MM impressions with 4,305 reader engagements
  - Programmatic
    - 335,365 impressions served with 547 clicks
  - Targeted E-Newsletter
    - 50,000 emails, 5,822 opens with 1,191 clicks



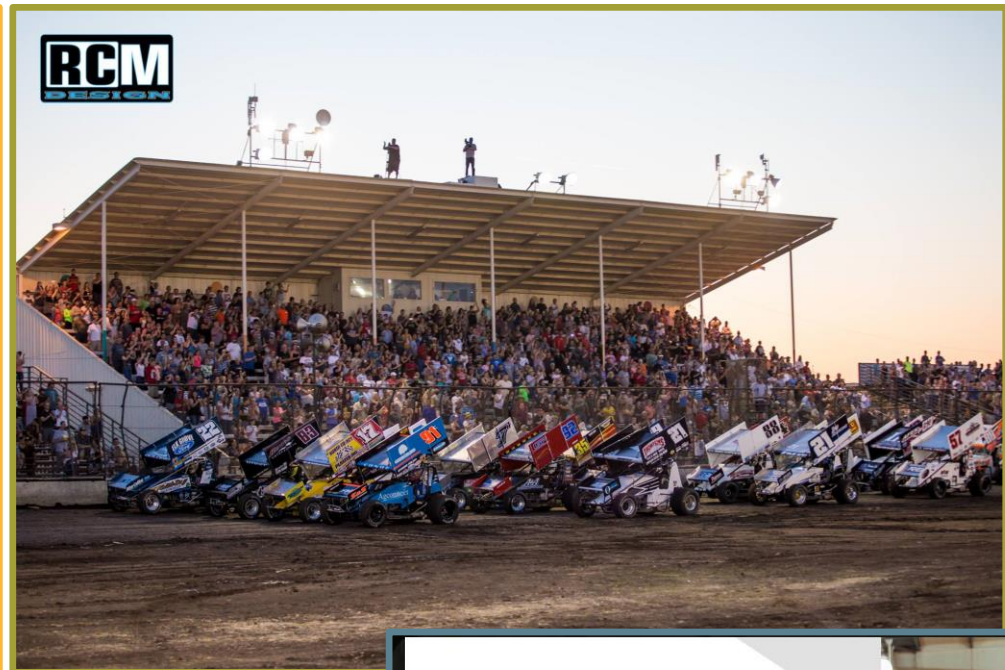
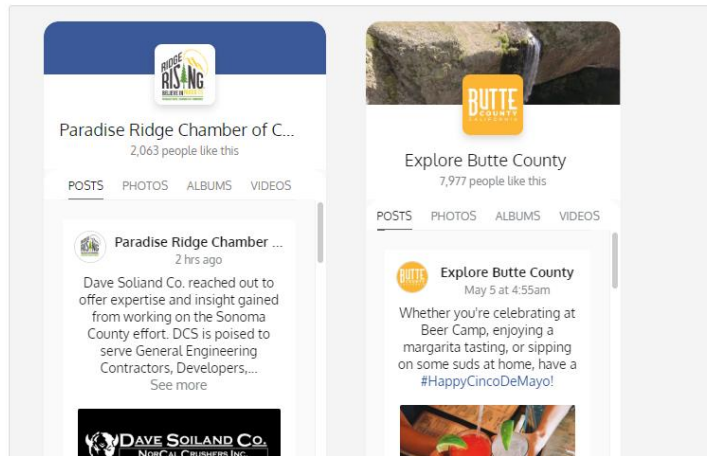


# Partnership with Butte County

- Butte County Display at State Capitol
  - Updated the window with EBC branding. Focused on each persona and included locally produced items.
- Butte County Booth at California State Fair
  - Created a branded digital kiosk for email list/contest sign up. Total of 530 email signups, majority from Sacramento area
  - Booth was only staffed a portion of the time.
  - Collateral for Chico, Paradise, and Oroville was on display and distributed.







## Zone Marketing Grant Recipients in 2018 Included:

- Altcal Audubon Society
- Paradise Chamber of Commerce
- Ability First
- Silver Dollar Speedway
- Oroville Downtown Business Association & Oroville Chamber
- Chico Chamber of Commerce
- Forebay Aquatic Center





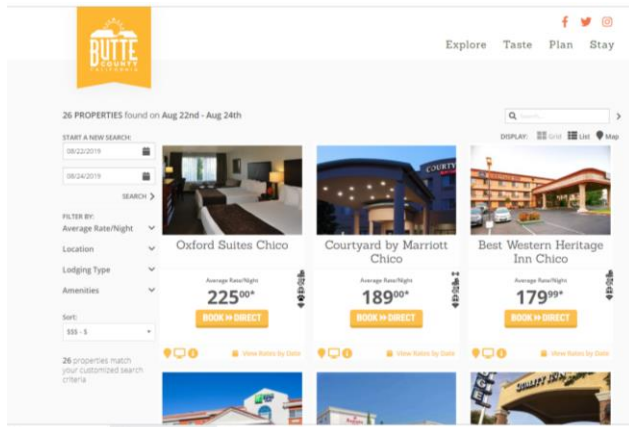
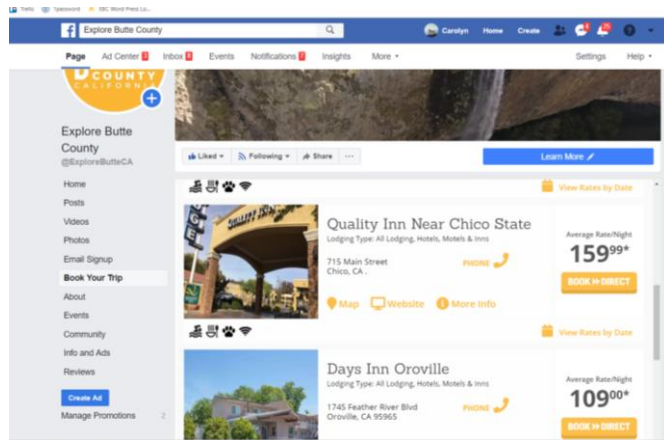


## Destination Third Thursday – Presentation to Visit California

- Hour long presentation to entire Visit California staff
- The first-ever Facebook Live of Destination Third Thursday
- Covered geography, outdoor adventure, agritourism, wineries, breweries, and the culture
- Played interactive games, did wine & beer tastings, gave away a bike!



# New Program Investments in 2018



JackRabbit >> BookDirect Widget



## Start A CTA Program

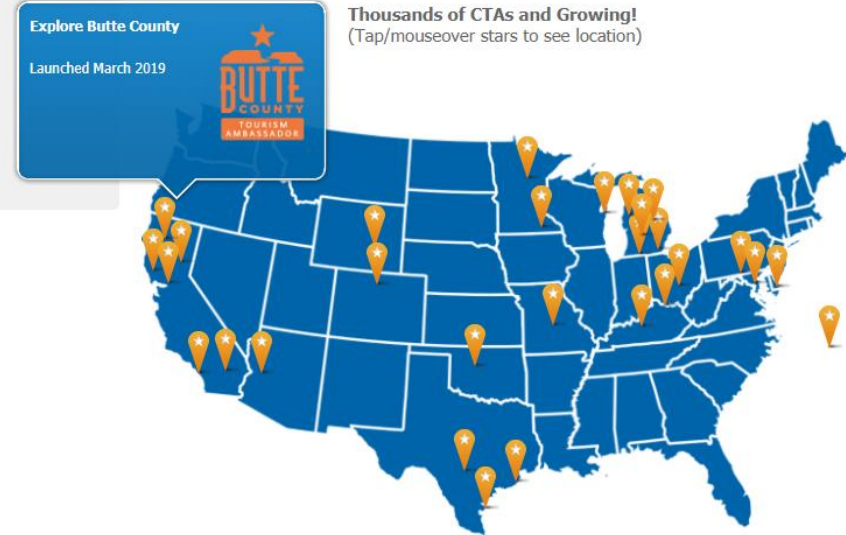
- Tourism Competition
- Visitor Experience Standards
- About CTA
- The CTA Advantage
- Employers
- CTA Destinations**
- Testimonials
- CTA In The News
- Contact Us

## CTA Destinations

### Who's On Board?

The CTA Program is growing rapidly! Over 17,000 frontline workers and volunteers currently hold the CTA designation. Current destinations committed to the visitor experience are shown below.

**Thousands of CTAs and Growing!**  
(Tap/mouseover stars to see location)



### Proud CTA Destinations:

International  
Bermuda Tourism Authority

Ohio  
Cincinnati USA

Certified Tourism Ambassador Program

# Board of Directors & Advisors

## Directors

Name	Business	District
Brooke Isenberg (Vice President)	Courtyard and Residence Inn by Marriott	Chico Lodging
Bruce Spangler	Holiday Inn Express & Suites	Oroville Lodging
Dori Franklin	Oxford Suites	Chico Lodging
Haroon Saddique	Best Western Paradise Hotel	Paradise Lodging
John Pearson	Sierra Nevada Brewery	At-Large
Kiran Paragji	Americas Best Value Inn	Oroville Lodging
Mohammad Billah	University Inn	Chico Lodging
Nicole Johansson	Sierra Oro Farm Trail	At-Large

## Advisors

Name	Business	District
Betsy Yarbrough	KRCR	Countywide
Debbie Collins	City of Chico	Chico
Evie Cameron	Blue Team Realty	Paradise
Heather Johnson	Oroville Downtown Business Association	Oroville
Heather MacDonald	Butte County	Unincorporated County
Jovanni Tricerri	Everybody Healthy Body	Unincorporated County
Kelsey Torres	Chico Chamber	Chico
Melissa Schuster	Town of Paradise	Paradise

**EXPLORE BUTTE COUNTY**

**Chico, California**

**FINANCIAL STATEMENTS WITH INDEPENDENT  
ACCOUNTANT'S COMPILATION REPORT**

**December 31, 2018**

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December 31, 2018

*Explore Butte County*

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DRAFT



## INDEPENDENT ACCOUNTANT'S COMPILATION REPORT

Board of Directors  
Explore Butte County  
Chico, California

Management is responsible for the accompanying financial statements of Explore Butte County (a nonprofit organization), which comprise the statement of financial position as of December 31, 2018, and the related statements of activities, functional expenses and cash flows for the year then ended, and the related notes to the financial statements in accordance with accounting principles generally accepted in the United States of America. I have performed a compilation engagement in accordance with *Statements on Standards for Accounting and Review Services* promulgated by the Accounting and Review Services Committee of the American Institute of Certified Public Accountants. I did not audit or review the financial statements nor was I required to perform any procedures to verify the accuracy or completeness of the information provided by management. Accordingly, I do not express an opinion, a conclusion, nor provide any form of assurance on these financial statements.

Chico, California

April 24, 2019



DRAFT

**FINANCIAL SECTION**

**STATEMENT OF FINANCIAL POSITION***Explore Butte County*

December 31	2018
<b>ASSETS</b>	
<b>CURRENT ASSETS</b>	
Cash	\$ 1,112,468
Prepaid expenses	649
Accounts receivable	112,805
<b>Total Current Assets</b>	<b>1,225,922</b>
<b>PROPERTY AND EQUIPMENT</b>	
Net of accumulated depreciation	8,453
<b>Total Assets</b>	<b>\$ 1,234,375</b>
<b>LIABILITIES AND NET ASSETS</b>	
<b>CURRENT LIABILITIES</b>	
Accounts payable	\$ 1,847
Accrued expenses	3,713
<b>Total Liabilities</b>	<b>5,560</b>
<b>NET ASSETS</b>	
Without Donor Restrictions, Unreserved	1,028,142
Board Designated Reserve - TBID Renewal Fees	75,000
Board Designated Reserve - Zone Marketing	125,673
<b>Total Net Assets</b>	<b>1,228,815</b>
<b>Total Liabilities and Net Assets</b>	<b>\$ 1,234,375</b>

*The accompanying notes and accountant's report are an integral part of these financial statements.*

**STATEMENT OF ACTIVITIES AND  
CHANGES IN NET ASSETS**

*Explore Butte County*

Year Ended December 31, 2018	Without Donor Restrictions
<b>REVENUE AND OTHER SUPPORT</b>	
Program Income	\$ 825,455
Less: 2% fee	(16,509)
<b>Total Net Revenue</b>	<b>808,946</b>
<b>OTHER SUPPORT</b>	
Interest and Dividend Income	207
<b>Total Other Support</b>	<b>207</b>
<b>Total Revenue and Other Support</b>	<b>809,153</b>
<b>EXPENSES</b>	
Program Services - Sales and Marketing	557,425
Management and General	71,506
<b>Total Expenses</b>	<b>628,931</b>
<b>Change in Net Assets</b>	<b>180,222</b>
<b>Net Assets - Beginning of Year</b>	<b>1,048,593</b>
<b>Net Assets - End of Year</b>	<b>\$ 1,228,815</b>

*The accompanying notes and accountant's report are an integral part of these financial statements.*

**STATEMENT OF CASH FLOWS***Explore Butte County*

Year Ended December 31

**2018****CASH FLOWS FROM OPERATING ACTIVITIES**

Change in net assets	\$ 180,222
Adjustments to reconcile change in net assets to net cash provided by operating activities:	
Depreciation	830
Changes in:	
Accounts receivable	67,198
Prepaid expenses	(649)
Accounts payable	1,097
Accrued expenses	3,713
<b>Net Cash Provided by Operating Activities</b>	<b>252,411</b>

**CASH FLOWS FROM INVESTING ACTIVITIES**

Purchase of equipment	(9,283)
<b>Net Cash Used by Investing Activities</b>	<b>(9,283)</b>
<b>Net Increase in Cash</b>	<b>243,128</b>
<b>Cash - Beginning of Year</b>	<b>869,340</b>
<b>Cash - End of Year</b>	<b>\$ 1,112,468</b>

**SUPPLEMENTAL DISCLOSURE OF  
CASH FLOW INFORMATION**

<b>Cash Paid During the Year for:</b>	
<b>Interest Expense</b>	<b>\$ -</b>

*The accompanying notes and accountant's report are an integral part of these financial statements.*

**STATEMENT OF FUNCTIONAL EXPENSES***Explore Butte County*

Year Ended December 31, 2018	Program Services	Management and General	Total Expenses
Advertising	\$ -	\$ 131	\$ 131
Capital Display	8,475	-	8,475
Conferences	1,268	-	1,268
Contract servcies	18,387	7,632	26,019
Depreciation	-	830	830
Dues and memberships	1,805	1,483	3,288
Insurance	-	1,561	1,561
Marketing contracts	405,762	-	405,762
Meals and entertainment	791	2,627	3,418
Miscellaneous	124	15	139
Office expense	-	6,096	6,096
Office supplies	-	2,291	2,291
Payroll taxes	3,690	1,371	5,061
Postage	-	231	231
Printing and copying	-	757	757
Professional fees - accounting	-	12,492	12,492
Professional fees - legal	-	1,950	1,950
Rent	-	5,593	5,593
Salaries and wages	42,539	16,665	59,204
Sales and marketing	110	-	110
State fair exhibit	16,933	-	16,933
Strategic planning	-	8,062	8,062
Telephone	-	761	761
Travel	-	643	643
Website	463	-	463
Workers compensation	803	315	1,118
Zone and micro-marketing contract services	56,275	-	56,275
<b>Total Expenses</b>	<b>\$ 557,425</b>	<b>\$ 71,506</b>	<b>\$ 628,931</b>

*The accompanying notes and accountant's report are an integral part of these financial statements.*

**NOTES TO THE  
FINANCIAL STATEMENTS**

December 31, 2018

*Explore Butte County*

**1. NATURE OF ACTIVITIES AND SUMMARY OF SIGNIFICANT ACCOUNTING  
POLICIES**

***Nature of Activities*** The Butte County Tourism Business Improvement District (TBID), also known as Explore Butte County, is an assessment district formed pursuant to the Property and Business Improvement Law of 1994. The Butte County Tourism Business Improvement was formed as a tax-exempt organization under Internal Revenue Code Section 501(c)(6) in November 2015, and includes the communities of Chico, Oroville, Paradise, Biggs, and the unincorporated area of Butte County. The annual assessment rate is two percent of gross short-term room rental revenue. Utilizing assessment funds collected, Explore Butte County (the Organization) intends to strategically market the region with the goal of increasing overnight stays.

***Basis of Accounting*** The financial statements of the Organization have been prepared on the accrual basis of accounting in accordance with generally accepted accounting principles, and, accordingly, reflect all significant receivables, payables, and other liabilities.

***Basis of Presentation*** The Financial statement presentation follows the Financial Accounting Standards Board in its Accounting Standards Codification (ASC) 2016-14, *Presentation of Financial Statements of Not-for-Profit Entities*. Under (ASC) 2016-14, the Organization is required to report information regarding its financial position and activities according to two classes of net assets: net assets without donor restrictions and net assets with donor restrictions. Net assets are classified based on the existence or absence of donor-imposed restrictions. Net assets without donor restrictions can include amounts that are designated by the Board of Directors, and these designations can change from year to year.

***Use of Estimates*** The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect certain reported amounts and disclosures. Accordingly, actual results could differ from those estimates.

***Cash and Cash Equivalents*** The Organization considers all unrestricted, highly liquid investments with an initial maturity of three months or less to be cash equivalents. At times, the Organization maintains cash deposits in bank accounts which exceed federally insured limits. The Organization has not experienced any losses in these accounts, and management does not believe it is exposed to any significant credit risk.

***Fair Value of Financial Instruments*** Unless otherwise indicated, the fair values of all reported assets and liabilities which represent financial instruments approximate the carrying values of such assets.

***Accounts Receivable*** Accounts receivable represent amounts due from the various cities and communities for their assessment fees. Losses on uncollectible accounts receivable are recognized when such losses become known or indicated. Management considers all accounts fully collectible.

## NOTES TO THE FINANCIAL STATEMENTS

December 31, 2018

*Explore Butte County*

***Property and Equipment*** It is the Organization's policy to capitalize property and equipment valued over \$500 and with a useful life in excess of one year. Property and equipment are capitalized at cost. Donations of property and equipment are recorded as contributions at their appraised or estimated fair value.

Depreciation is provided for in amounts sufficient to relate the cost of depreciable assets to operations over their estimated service lives using the straight-line method. The estimated service lives range from 5 to 7 years. When assets are retired or otherwise disposed of, the cost and related accumulated depreciation are removed from the accounts and any resulting gain or loss is recognized in income for the period.

***Concentrations of Credit Risk*** Financial instruments that potentially subject the Organization to concentrations of credit risk consist principally of cash balances and accounts receivable.

The Organization maintains its cash balances primarily at one financial institution. The balances are insured by the Federal Deposit Insurance Corporation up to \$250,000. At times, the Organization's balances exceed the insured amount.

The accounts receivable of the Organization are related to the agreements with various cities and communities and are deemed to be fully collectible.

***Functional Allocation of Expenses*** Although not required, the costs of providing the various activities have been summarized on a functional basis in the statement of activities. Accordingly, certain costs have been allocated among the programs and supporting services benefited.

***Income Taxes*** The Organization is exempt from federal and state income taxes under Section 501(c)(6) of the *Internal Revenue Code* and Section 23701 of the *California Revenue and Taxation Code*. There is no unrelated taxable income, and accordingly there is no provision for income taxes in these financial statements. The Organization files information returns with the federal and state governments, which are open for examination by the authorities for three years after filing.

***Advertising*** The Organization charges advertising costs to expense as incurred.

***New Pronouncements*** In February 2016, the Financial Accounting Standards Board issued ASU No. 2016-02, Leases (Topic 842) intended to improve financial reporting regarding leasing transactions. The new standard affects all companies and organizations that lease assets. The standard will require organizations to recognize on the statement of financial condition the assets and liabilities for the rights and obligations created by those leases if the lease terms are more than 12 months. The guidance also will require qualitative and quantitative disclosures providing additional information about the amounts recorded in the financial statements. The amendments in this update are effective for the fiscal year ended December 31, 2019.

The Organization is in the process of determining the impact of the implementation of this ASU.

***Subsequent Events*** Subsequent events have been evaluated through **March 21, 2018**, which is the date the financial statements were available to be issued.

**NOTES TO THE  
FINANCIAL STATEMENTS**

December 31, 2018

*Explore Butte County*

**2. ACCOUNTS RECEIVABLE**

Accounts receivable are unconditional and due within one year. Accounts receivable consisted of the following at December 31:

	<b>2018</b>
Butte County	\$ 495
City of Chico	56,507
Oroville	39,920
Town of Paradise	15,883
<b>Total Accounts Receivable</b>	<b>\$ 112,805</b>

**3. PROPERTY AND EQUIPMENT**

The following is a summary of property and equipment at December 31:

	<b>2018</b>
Furniture and equipment	\$ 9,283
Accumulated depreciation	(830)
<b>Property and Equipment - Net</b>	<b>\$ 8,453</b>

Total depreciation expense for the year ended December 31, 2018 was \$830.

**4. LINES OF CREDIT**

The following is a summary of the revolving lines of credit at December 31:

Year Ended December 31, 2018	<b>Interest</b>	<b>Credit Limit</b>	<b>Balance</b>
Elan	21.24%	\$ 10,000	\$ 1,847
<b>Total</b>		<b>\$ 10,000</b>	<b>\$ 1,847</b>



# Explore Butte County

## Balance Sheet

As of December 31, 2018

	Dec 31, 18
<b>ASSETS</b>	
<b>Current Assets</b>	
Checking/Savings	
1000 · Tri Counties Bank	1,112,467.38
Total Checking/Savings	1,112,467.38
Accounts Receivable	
1100 · Accounts Receivable	112,805.13
Total Accounts Receivable	112,805.13
Other Current Assets	
1400 · Prepaid Expenses	649.00
Total Other Current Assets	649.00
Total Current Assets	1,225,921.51
<b>Fixed Assets</b>	
1500 · Furniture and Equipment	9,283.26
1600 · Accumulated depreciation	-830.00
Total Fixed Assets	8,453.26
<b>TOTAL ASSETS</b>	<b>1,234,374.77</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Credit Cards	
2100 · TCB Credit Card	1,847.00
Total Credit Cards	1,847.00
Other Current Liabilities	
2400 · Payroll Liabilities	3,712.52
Total Other Current Liabilities	3,712.52
Total Current Liabilities	5,559.52
Total Liabilities	5,559.52
<b>Equity</b>	
3200 · Unrestricted Net Assets	847,920.02
3300 · Net Assets - Reserved	
3350 · Reserved - TBID Renewal Fees	75,000.00
3360 · Reserved - Zone Marketing	125,673.29
Total 3300 · Net Assets - Reserved	200,673.29
Net Income	180,221.94
Total Equity	1,228,815.25
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>1,234,374.77</b>

# Explore Butte County

## Profit & Loss

### January through December 2018

	Jan - Dec 18
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
4000 · Program Income	
4200 · Butte County	8,980.21
4300 · Chico	604,250.19
4400 · Oroville	171,066.19
4500 · Paradise	41,158.24
<b>Total 4000 · Program Income</b>	<b>825,454.83</b>
4800 · Other Types of Income	
4810 · Interest Income	207.61
<b>Total 4800 · Other Types of Income</b>	<b>207.61</b>
<b>Total Income</b>	<b>825,662.44</b>
<b>Cost of Goods Sold</b>	
5000 · 2% Fee	
5200 · 2% Fee - Butte County	179.61
5300 · 2% Fee - Chico	12,085.01
5400 · 2% Fee - Oroville	3,421.32
5500 · 2% Fee - Paradise	823.16
<b>Total 5000 · 2% Fee</b>	<b>16,509.10</b>
<b>Total COGS</b>	<b>16,509.10</b>
<b>Gross Profit</b>	<b>809,153.34</b>
<b>Expense</b>	
7045 · Depreciation expense	830.00
6000 · Sales and Marketing Expense	
6020 · Capital Display	8,475.00
6030 · Conferences	1,267.83
6040 · Contract services - Marketing	18,387.08
6070 · Dues and Memberships	1,805.00
6100 · Marketing contracts	405,762.02
6200 · Meals	791.32
6300 · Miscellaneous	124.66
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	42,538.80
6420 · Staffing - Payroll Taxes - Mktg	3,690.14
6430 · Workers comp insurance	803.22
<b>Total 6400 · Staffing - Marketing</b>	<b>47,032.16</b>
6600 · State Fair Exhibit	16,932.88
6700 · Website	462.70
6000 · Sales and Marketing Expense - Other	109.90
<b>Total 6000 · Sales and Marketing Expense</b>	<b>501,150.55</b>
6900 · Zone and Micro-Marketing	
6910 · Outside Contract Services	56,275.00
<b>Total 6900 · Zone and Micro-Marketing</b>	<b>56,275.00</b>
7000 · Administration Expenses	
7010 · Advertising	130.75
7020 · Bank fees	5.36
7040 · Contract services	7,632.00
7060 · Filing fees/ taxes	10.00
7070 · General Administration	14,158.44

**Explore Butte County**  
**Profit & Loss**  
 January through December 2018

	Jan - Dec 18
7100 · Insurance	
7065 · Workers comp	1,117.90
7100 · Insurance - Other	1,561.00
	2,678.90
Total 7100 · Insurance	2,678.90
7200 · Meals	2,626.98
7300 · Office supplies	2,290.70
7310 · Postage	230.64
7320 · Printing and Copying	757.26
7330 · Professional fees - Accounting	12,492.50
7340 · Professional fees - Legal	1,950.00
7360 · Rent/ Office Space	5,322.50
7365 · Rent/ Storage	270.00
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	16,665.47
7420 · Payroll taxes - admin	1,370.98
7430 · Workers comp insurance	-803.22
	17,233.23
Total 7400 · Staffing - Admin	17,233.23
7500 · Subscriptions	1,483.03
7560 · Telephone, Telecommunications	760.92
7570 · Travel	642.64
	70,675.85
Total 7000 · Administration Expenses	70,675.85
8000 · Contingency	
8500 · Disputed credit card charges	0.00
	0.00
Total 8000 · Contingency	0.00
9000 · Collection Expense	0.00
	628,931.40
Total Expense	628,931.40
Net Ordinary Income	180,221.94
Net Income	180,221.94

# Explore Butte County

## Profit & Loss Budget Overview

### January through December 2018

	Jan - Dec 18	Budget	\$ Over Budget
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
4000 · Program Income			
4200 · Butte County	8,980.21	7,650.00	1,330.21
4300 · Chico	604,250.19	581,400.00	22,850.19
4400 · Oroville	171,066.19	137,700.00	33,366.19
4500 · Paradise	41,158.24	38,250.00	2,908.24
4000 · Program Income - Other	0.00	0.00	0.00
<b>Total 4000 · Program Income</b>	<b>825,454.83</b>	<b>765,000.00</b>	<b>60,454.83</b>
4800 · Other Types of Income			
4810 · Interest Income	207.61	0.00	207.61
<b>Total 4800 · Other Types of Income</b>	<b>207.61</b>	<b>0.00</b>	<b>207.61</b>
<b>Total Income</b>	<b>825,662.44</b>	<b>765,000.00</b>	<b>60,662.44</b>
<b>Cost of Goods Sold</b>			
5000 · 2% Fee			
5200 · 2% Fee - Butte County	179.61	150.00	29.61
5300 · 2% Fee - Chico	12,085.01	11,400.00	685.01
5400 · 2% Fee - Oroville	3,421.32	2,700.00	721.32
5500 · 2% Fee - Paradise	823.16	750.00	73.16
<b>Total 5000 · 2% Fee</b>	<b>16,509.10</b>	<b>15,000.00</b>	<b>1,509.10</b>
<b>Total COGS</b>	<b>16,509.10</b>	<b>15,000.00</b>	<b>1,509.10</b>
<b>Gross Profit</b>	<b>809,153.34</b>	<b>750,000.00</b>	<b>59,153.34</b>
<b>Expense</b>			
7045 · Depreciation expense	830.00		
6000 · Sales and Marketing Expense			
6020 · Capital Display	8,475.00	5,000.00	3,475.00
6030 · Conferences	1,267.83	5,000.00	-3,732.17
6040 · Contract services - Marketing	18,387.08	7,000.00	11,387.08
6070 · Dues and Memberships	1,805.00	4,000.00	-2,195.00
6100 · Marketing contracts	405,762.02	349,400.00	56,362.02
6200 · Meals	791.32	2,000.00	-1,208.68
6300 · Miscellaneous	124.66		
6400 · Staffing - Marketing			
6410 · Staffing - Marketing payroll	42,538.80	61,600.00	-19,061.20
6420 · Staffing - Payroll Taxes - Mktg	3,690.14		
6430 · Workers comp insurance	803.22		
<b>Total 6400 · Staffing - Marketing</b>	<b>47,032.16</b>	<b>61,600.00</b>	<b>-14,567.84</b>
6600 · State Fair Exhibit	16,932.88	15,000.00	1,932.88
6700 · Website	462.70	1,000.00	-537.30
6000 · Sales and Marketing Expense - Other	109.90	5,000.00	-4,890.10
<b>Total 6000 · Sales and Marketing Expense</b>	<b>501,150.55</b>	<b>455,000.00</b>	<b>46,150.55</b>
6900 · Zone and Micro-Marketing			
6910 · Outside Contract Services	56,275.00	65,000.00	-8,725.00
<b>Total 6900 · Zone and Micro-Marketing</b>	<b>56,275.00</b>	<b>65,000.00</b>	<b>-8,725.00</b>
7000 · Administration Expenses			
7010 · Advertising	130.75	2,000.00	-1,869.25
7020 · Bank fees	5.36	100.00	-94.64
7030 · Conference, Convention, Meeting	0.00	500.00	-500.00
7040 · Contract services	7,632.00	3,000.00	4,632.00
7050 · Education	0.00	2,500.00	-2,500.00
7060 · Filing fees/ taxes	10.00	100.00	-90.00
7070 · General Administration	14,158.44	20,700.00	-6,541.56
7100 · Insurance			
7065 · Workers comp	1,117.90		
7100 · Insurance - Other	1,561.00	3,000.00	-1,439.00
<b>Total 7100 · Insurance</b>	<b>2,678.90</b>	<b>3,000.00</b>	<b>-321.10</b>

**Explore Butte County**  
**Profit & Loss Budget Overview**  
 January through December 2018

	Jan - Dec 18	Budget	\$ Over Budget
7200 · Meals	2,626.98	2,000.00	626.98
7210 · Membership dues	0.00	200.00	-200.00
7220 · Miscellaneous	0.00	500.00	-500.00
7300 · Office supplies	2,290.70	2,500.00	-209.30
7310 · Postage	230.64	500.00	-269.36
7320 · Printing and Copying	757.26	1,000.00	-242.74
7330 · Professional fees - Accounting	12,492.50	12,000.00	492.50
7340 · Professional fees - Legal	1,950.00	5,000.00	-3,050.00
7350 · Promotion	0.00	100.00	-100.00
7360 · Rent/ Office Space	5,322.50	12,000.00	-6,677.50
7365 · Rent/ Storage	270.00	800.00	-530.00
7400 · Staffing - Admin			
7410 · Staffing - Admin Payroll	16,665.47	26,400.00	-9,734.53
7420 · Payroll taxes - admin	1,370.98		
7430 · Workers comp insurance	-803.22		
<b>Total 7400 · Staffing - Admin</b>	<b>17,233.23</b>	<b>26,400.00</b>	<b>-9,166.77</b>
7500 · Subscriptions	1,483.03	1,000.00	483.03
7560 · Telephone, Telecommunications	760.92	600.00	160.92
7570 · Travel	642.64	1,000.00	-357.36
7000 · Administration Expenses - Other	0.00	0.00	0.00
<b>Total 7000 · Administration Expenses</b>	<b>70,675.85</b>	<b>97,500.00</b>	<b>-26,824.15</b>
8000 · Contingency			
8500 · Disputed credit card charges	0.00		
8000 · Contingency - Other	0.00	19,500.00	-19,500.00
<b>Total 8000 · Contingency</b>	<b>0.00</b>	<b>19,500.00</b>	<b>-19,500.00</b>
9000 · Collection Expense	0.00	13,000.00	-13,000.00
<b>Total Expense</b>	<b>628,931.40</b>	<b>650,000.00</b>	<b>-21,068.60</b>
<b>Net Ordinary Income</b>	<b>180,221.94</b>	<b>100,000.00</b>	<b>80,221.94</b>
<b>Net Income</b>	<b>180,221.94</b>	<b>100,000.00</b>	<b>80,221.94</b>



## **EBC Marketing Committee Report**

**Meeting Date: 4/25/2019**

TO: Board of Directors

FROM: Marketing Committee

RE: Porter Co 18-month Marketing Plan & Budget Proposal

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### **REPORT IN BRIEF:**

Conference call meeting to review the 18-month marketing plan, strategic plan and proposed budget prepared by Porter Co. This was the opportunity for the committee to review the strategic assumptions for building the plan and offer any suggestions, changes for the full proposal. Porter Co will make a few changes to the proposal for the committee to review again.

#### Recommendation:

The committee did not have significant changes to the situational analysis prepared by Porter Co. Committee members on the call did ask that the a la carte items become a further discussion, specifically the signature event proposal.

### **FISCAL IMPACT:**

The proposed gross fiscal impact would be \$587,670 for the 18-month contract taking effect July 1, 2019. That amount does not include the a la carte options for the signature event, nor the user generated content aggregator, CrowdRiff.

### **COMMITTEE RECOMMENDATION:**

To approve the content of the proposed budget with further review about budget details. Discussion was had that resilience, wellness and recovery should be built into the strategy as Butte County heals. This should not be a marketing campaign but messaging should be weaved into the already-existing strategy.

Discussion was had regarding a signature event that could become a central element to drive traffic and awareness. Many DMOs are getting out of event production because they are time consuming and expensive. Committee recommended finding partners who could produce and help fund the event or events. Porter Co will be asked to develop a more robust plan on potential events and what that may look like.

Chair Johansson recommended that EBC also strategically partner with other organizations to increase the reach of the Explore Butte County brand.

### **BACKGROUND:**

Porter Co was selected as EBC's advertising partner in 2018 after an RFP process. The original scope of work was for a 9-month advertising campaign; the board of directors also approved additional funding for projects as needed. The current scope of work is set to expire June 30, 2019. EBC's policies allow a current partner to create an additional scope of work under the same contract, which is what Porter Co is proposing.

The timeline for the 18-month plan will allow for a consistent strategy and plan through the end of the current 5-year funding phase of the BCTBID.

Prepared by:

Carolyn Denero

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Name

Approved by:

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Nicole Johansson, Marketing Committee Chair

**ATTACHMENTS:**

[Strategy Document and Proposed Budget](#)