

BOARD OF DIRECTORS

Bruce Spangler, President
Jasmin Wilson, Treasurer
Haroon Saddique
Tamba Sellu
Mohammad Billah, Vice President
Nicole Johansson, Secretary
Jennifer Leonard



ADVISORY BOARD

Dani Aalfs	Dawn Nevers
Victoria Anton	John Pearson
Sarah Boesen	Brett Sanders
Woody Culleton	Melissa Schuster
Ev Duran	Marci Shadd
Holly Jorgensen	Katie Simmons
Jennifer Macarthy	Rachel Simmons
Tamara Maxey	Audrey Taylor
Debbie Moseley	

EXPLORE BUTTE COUNTY BOARD MEETING

May 12, 2022
Time: 12:00 – 2:00 pm

326 Huss Drive
Chico, CA 95928
Board Room

AGENDA

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

VISION: Explore Butte County is the *heart and champion* of growing and sustaining a flourishing and diverse tourism economy making Butte County THE must-visit destination in the North State.

VALUES: Authenticity. Innovation. Exploration. Stewardship. Equity. Inclusion. Fun.

1. Call to order.

2. CONSENT AGENDA

2.1 Approval of Board Meeting Minutes from March 10, 2022

2.2 Approval of April 2022 Financials

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 ASHLEY LIMON FOR CHICO LODGING BOARD SEAT

There is currently a vacant board seat meant to be filled by a Chico lodging representative. The vacancy occurred too close to the annual meeting for the Nominating Committee to make a recommendation for that seat. Director Uhlrig, who resigned, confirmed that Oxford Suites would like to continue their involvement with

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Explore Butte County and she wrote a letter of recommendation for incoming sales manager, Ashley Limon.

Recommendation: *To appoint Ashley to the Board of Directors representing Chico lodging from Oxford Suites for a two-year term expiring in March of 2024. July 2022 will be Ashley's first active board meeting.*

4.2 CONSIDERATION OF PREPARED 990 FOR SUBMISSION

Explore Butte County's CPA, Holly Pladson, has prepared the 2021 990 for approval. Board members must review and approve the document, and notice the review, during a board meeting.

Recommendation: *To accept the Treasurer's report of 990s to be submitted for the 2021 program year.*

4.3 CONSIDERATION OF OROVILLE TOURISM COMMITTEE RECOMMENDATION TO REALLOCATE SOME BUDGET FOR ALREADY APPROVED 2022 PROJECTS

The Oroville Tourism Committee met on April 21. During the meeting the City of Oroville clarified that setting aside marketing dollars (\$10,000) is not necessary at this point. It appears the branding project will include budget for advertising and the committee should consider alternate use of the funds for now. The committee approved hiring Ashley Baer (EBC team member) to develop the back of the Oroville map so the project can be finalized and printed by summer. The committee also approved using \$2,500 of sponsorship to fund an event person for the Downtown Oroville organization so their events continue to be successful.

Recommendation: *To approve the Oroville Tourism Committee's request to move \$10,000 from the Oroville Brand Project back to unallocated. Committee will consider updated recommendation for the next board meeting.*

4.4 CHICO TOURISM COMMITTEE UPDATE

The Board approved a few big spends for the Chico Zone Marketing which all began since the last board meeting. The Chico Velo Wildflower Century Ride partnership: planned to create a warm welcome at hotels which needed a lot longer lead time, so budget was spent to create and distribute video ads (results in board packet). Partnership with DCBA for sponsorship of the Thursday Night Market: funds were primarily allocated to buying advertising schedules to promote the market. EBC worked with Watershed Media to produce video ads for tv and digital distribution. Chico Clean Day partnership with Chico Parks Department was successful. After budget reconciliation there is still more than \$25,000 to be allocated for the 2022

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program year. Project Manager is looking into 1) guest shuttles from Chico hotels to downtown during Chico State's Alumni/Open House/Parents' Weekend in October, 2) coordinating and reprinting the Chico Bike Map, 3) helping with Art & Wine Walk during Alumni/Open House/Parents' Weekend.

Recommendation: None.

5. REPORTS AND COMMUNICATIONS

5.1 MOBILE VISITOR CENTER UPDATE *Bruce Spangler*

5.2 MARKETING COMMITTEE UPDATE *Nicole Johansson*

5.3 MARKETING MANAGER REPORT *Ashley Baer*

5.4 ARPA PROJECT MANAGER UPDATE *John Pearson*

5.5 EXECUTIVE DIRECTOR REPORT *Carolyn Denero*

6. CLOSED SESSION

6.1 CEO ANNUAL REVIEW

7. ADJOURNMENT

Next regular board meeting is scheduled for July 14, 2022.

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 Tamba Sellu (Chico)

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 DCBA, Chico
 Colette Curtis, Paradise
 Sarah Boesen, Chico
 Jennifer Leonard, Unincorporated
 Holly Jorgensen, Oroville
 Melissa Schuster, Paradise
 Marci Shadd, Biggs

EXPLORE BUTTE COUNTY BOARD MEETING – ANNUAL MEETING

March 10, 2022
 Time: 12:00 – 2:00 pm

Meeting Via Zoom

AGENDA

-
1. Call to order, roll call, and introductions – virtual meeting, votes will be considered aye, unless individual members abstain or verbally vote no. Meeting called to order by President Spangler at 12:01 pm. Introductions.
Present – Directors: Spangler, Billah, Wilson, Saddique, Johansson, Sellu. Advisors: Anton, Boesen, Leonard, Jorgensen, Schuster.
Absent – Advisors: DCBA, Curtis, Shadd.
Guests – Pat Macias, Tami Travis, Shelly James, Aaron Wright, Dani Aalfs, Dawn Nevers, Everett Duran, John Pearson, Rachel Simmons, Tamara Maxey, Debbie LaPlant Moseley, Katie Simmons, Brett Sanders
Staff – Denero, Baer
 2. **CONSENT AGENDA**
 - 2.1 Approval of Board Meeting Minutes from January 13, 2022
 - 2.2 Approval of January 2022 Financials
 - 2.3 Approval of February 2022 Financials
 - 2.4 Accept Analise Uhlig's Letter of Resignation

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

The motion carried by the following vote:

AYES: Spangler, Billah, Wilson, Saddique, Johansson, Sellu

NOES: None

ABSTENTIONS: None

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3. **PUBLIC COMMENT**

Bruce Spangler would like to have a mixer.

4. **REGULAR AGENDA**

4.1 CONSIDERATION OF CHICO TOURISM COMMITTEE RECOMMENDATION FOR ALLOCATING MORE OF THEIR ANNUAL BUDGET – Reported by Director Pearson

During their March meeting, the Chico Tourism Committee discussed two new projects with funding requests. The first was a proposal from DCBA for EBC to be the title sponsor of the Thursday Night Market (TNM). After discussion a final recommendation was made to sponsor the TNM with \$10,000 and up to \$5,000 in-kind/advertising creative. The second project was a sponsorship to support the 150-Year Celebration of Chico turning 150 years old. The committee supports a \$10,000 sponsorship to support the creation of the calendar of events and to help advertise the campaign. Additionally, EBC has offered a partnership with the creation of a Bandwango pass for this campaign as well.

A motion was made by Director Billah and seconded by Director Spangler to approve the allocation of up to \$15,000 to support DCBA for Thursday Night Market and to allocate \$10,000 to the 150-Year Celebration of Chico.

The motion was carried by the following vote:

AYES: Spangler, Billah, Wilson, Saddique, Johansson, Sellu

NOES: None

ABSTENTIONS: None

4.2 CONSIDERATION OF OROVILLE TOURISM COMMITTEE RECOMMENDATION FOR ALLOCATING MORE OF THEIR ANNUAL BUDGET – Reported by Advisor Anton

During their February Meeting the Oroville Tourism Committee discussed a plan for allocating the majority of their \$27,919.29 budget for the year. The committee would like to recommend \$10,000 be allocated to buy advertising using already-owned assets, \$10,000 to support advertising of the new Oroville brand that the City is working on, and \$5,000 to be used for event sponsorships throughout the year.

A motion was made by Director Billah and seconded by Director Johansson to approve the allocation of \$10,000 to be used to buy advertising with already-owned assets, \$10,000 to support advertising of the new Oroville brand when the City is ready to start advertising, and \$5,000 to support local events with sponsorships.

The motion was carried by the following vote:

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 Melissa Schuster, Paradise
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AYES: Spangler, Billah, Wilson, Saddique, Johansson, Sellu

NOES: None

ABSTENTIONS: None

4.3 CONSIDERATION OF YEAR END ADJUSTMENTS TO EQUITY ACCOUNTS

Income for the final quarter for 2021 are being collected but all expenses have been expended. The Finance Committee made changes to how EBC reserves funds earned from previous years to ensure funds are available for future projects. In 2021 those reserved funds were expended on various projects and the Board is required to take action to move those funds as already pre-approved. Additionally, program income earned in 2021 needs to be reserved as required by the Management District Plan. The full detail is included in board packet.

• 3305 – Zone Marketing	\$136,607.54
• 3310 – Contingency	\$149,330.40
• 3315 – Recovery Campaign	\$0
• 3320 – Film Commission	\$68,204.26
• 3325 – Wayfinding Signage	\$68,204.26
• 3330 – Mobile Visitor Center	\$11,552.29
• 3335 – Rebranding Project	\$52,660.00

A motion was made by Director Wilson and seconded by Director Spangler to approve the update to the Reserved Accounts.

The motion was carried by the following vote:

AYES: Spangler, Billah, Wilson, Saddique, Johansson, Sellu

NOES: None

ABSTENTIONS: None

4.4 CONSIDERATION OF RESERVING FUNDS EARNED BUT NOT SPENT IN 2021 TO BE SPENT IN 2022 ON ADDITIONAL PROJECTS

EBC collected more program income than budgeted in the 2021 calendar year and staff is recommending that the additional income be used for various projects not already budgeted for in 2022. Included in the recommendation is \$120,000 for advertising campaigns and creative to continue to promote our established campaigns, like *How We Winter* and *Restaurant Week*, \$50,000 to reskin the EBC website with the updated brand, and \$25,000 to reprint the Adventure Guide for remainder of 2022. The total amount requested is \$195,000. Detailed breakdown included in board packet.

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 Melissa Schuster, Paradise
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A motion was made by Director Wilson and seconded by Director Johansson to approve the reserved \$195,000 earned in the previous year to spend in 2022 as outlined above.

The motion was carried by the following vote:

AYES: Spangler, Billah, Wilson, Saddique, Johansson, Sellu

NOES: None

ABSTENTIONS: None

4.5 NOMINATION OF DIRECTORS FOR EXPIRING BOARD OF DIRECTOR SEATS

A call for nominations was deployed per requirements. The Nominating Committee has reviewed all nominations for expiring seats and makes the following recommendation:

- Bruce Spangler – incumbent, Holiday Express & Suites Lake Oroville representing Oroville Lodging
- Tamba Sellu – incumbent, Marriott Hotels representing Chico Lodging
- Nicole Johansson – incumbent, Director at Large
- Jennifer Leonard – prior Advisor, Director at Large

There were no nominations for the additional voting seat representing Gridley, Biggs and Unincorporated County.

A motion was made by Director Johansson and seconded by Director Billah to approve the slate of directors as recommended by the Nominating Committee.

The motion was carried by the following vote:

AYES: Spangler, Billah, Wilson, Saddique, Johansson, Sellu

NOES: None

ABSTENTIONS: None

4.6 NOMINATION OF OFFICERS OF THE BOARD

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

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

Nicole Johansson nominated Bruce Spangler to President. Bruce Spangler nominated Nicole Johansson to Secretary. Bruce Spangler nominated Mohammad Billah to Vice President. Carolyn Denero asked Jasmin Wilson to consider Treasurer, which she said yes to.

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 Tamba Sellu (Chico)

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 Jennifer Leonard, Unincorporated
 Holly Jorgensen, Oroville
 Melissa Schuster, Paradise
 Marci Shadd, Biggs

A motion was made by Director Leonard and seconded by Director Saddique to approve the call for nominations for officers of the Board.

The motion was carried by the following vote:

AYES: Spangler, Billah, Wilson, Saddique, Johansson, Sellu, Leonard

NOES: None

ABSTENTIONS: None

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

Per Explore Butte County bylaws, "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 meeting; they can send a representative in their stead. There shall be no more than two (2) times the total number of voting Board members serving as Advisors to the Board. The Nominating Committee will have the power to review nominees annually and ensure there is reasonable representation from the participating jurisdictions."

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

- Sarah Boesen – Chico Chamber of Commerce
- Marci Shadd – The Colonia Building
- Victoria Anton – Feather River Recreation & Park District
- Holly Jorgensen – Sacramento River Watershed Program
- Melissa Schuster – Paradise Ridge Chamber of Commerce
- John Pearson – Pearson Collaborative Project (past board member)
- Katie Simmons – Butte County
- Woody Culleton – Paradise Performing Arts Center
- Ev Duran – UTB Studios
- Debbie LaPlant Moseley – Youth on the Ridge & Paradise Chocolate Fest
- Dawn Nevers – City of Oroville
- Jennifer Macarthy – City of Chico
- Rachel Simmons – Chico State/Public Engagement
- Audrey Taylor – DCBA
- Tamara Maxey – Gold Nugget Museum
- Dani Aalfs – Oroville Lake Marinas

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Melissa Schuster, Paradise
Marci Shadd, Biggs

- Brett Sanders – 3Core
- Analise Uhlrig – Past board member

A motion was made by Director Saddique and seconded by Director Johansson to approve the slate of advisors as recommended by the Nominating Committee.

The motion was carried by the following vote:

AYES: Spangler, Billah, Wilson, Saddique, Johansson, Sellu, Leonard

NOES: None

ABSTENTIONS: None

4.8 APPOINTMENT TO COMMITTEES FOR THE PROGRAM YEAR

Explore Butte County has one standing committee and various ad hoc committees that are convened each year. Instead of waiting for a board meeting to convene these committees it was requested that committee members be appointed during the annual meeting so that work can be done as needed throughout the year. Information for each committee is included in the board packet.

All persons were allowed to review the committees. The following people signed up for committees:

- Finance Committee
 - Jasmin Wilson
 - Bruce Spangler
 - Jennifer Macarthy
- Nominating Committee
 - Jennifer Leonard
 - Nicole Johansson
 - Victoria Anton
 - John Pearson
- Marketing Committee
 - Katie Simmons
 - Nicole Johansson
 - Rachel Simmons
 - Bruce Spangler
 - Jennifer Macarthy
 - Brett Sanders
 - Ev Duran
 - Holly Jorgensen
 - Jen Leonard
 - Debbie LaPlant Moseley
 - Dawn Nevers

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- Melissa Schuster
- John Pearson

5. **REPORTS AND COMMUNICATIONS**

5.1 **MOBILE VISITOR CENTER UPDATE** *Bruce Spangler*

5.2 **EXECUTIVE DIRECTOR REPORT** *Carolyn Denero*

6. **ADJOURNMENT**

Meeting was adjourned at 1:53pm

Minutes respectfully submitted by Alicia Salas.

Explore Butte County

Statement of Financial Position

As of April 30, 2022

	Apr 30, 22
ASSETS	
Current Assets	
Checking/Savings	
1000 · Tri Counties Bank	1,037,317.40
Total Checking/Savings	1,037,317.40
Total Current Assets	1,037,317.40
Fixed Assets	
1550 · Vehicle	137,837.41
1500 · Furniture and Equipment	15,393.73
1600 · Accumulated depreciation	-13,691.00
Total Fixed Assets	139,540.14
TOTAL ASSETS	1,176,857.54
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
2100 · TCB Credit Card #1238-Carolyn D	4,776.31
2101 · Credit Card #3044-Ashley Baer	1,955.52
2102 · Credit Card #3036 -Alicia Salas	1,658.02
Total Credit Cards	8,389.85
Other Current Liabilities	
2400 · Payroll Liabilities	4,251.80
Total Other Current Liabilities	4,251.80
Total Current Liabilities	12,641.65
Total Liabilities	12,641.65
Equity	
3200 · Unrestricted Net Assets	837,954.16
3300 · Net Assets - Reserved	
3305 · Reserved - Zone Marketing	136,607.54
3310 · Reserved - 3% Contingency	149,330.40
3320 · Reserved - Film Commission	68,204.26
3325 · Reserved - Wayfinding Signage	68,204.26
3330 · Reserved - Mobile Visitor Cente	11,552.59
3335 · Reserved - Rebranding Project	52,660.00
Total 3300 · Net Assets - Reserved	486,559.05
Net Income	-160,297.32
Total Equity	1,164,215.89
TOTAL LIABILITIES & EQUITY	1,176,857.54

Explore Butte County Statement of Activities April 2022

	Apr 22
Ordinary Income/Expense	
Income	
4000 · Program Income	
4300 · Chico	45,074.43
4350 · Gridley	7,051.03
4400 · Oroville	16,591.70
	<hr/>
Total 4000 · Program Income	68,717.16
4800 · Other Types of Income	
4810 · Interest Income	8.71
4850 · Non-Lodging Participation	793.90
4870 · Visitor Guide Advertising	1,000.00
	<hr/>
Total 4800 · Other Types of Income	1,802.61
Total Income	70,519.77
Cost of Goods Sold	
5000 · 2% Fee	
5300 · 2% Fee - Chico	901.49
5350 · 2% Fee - Gridley	141.02
5400 · 2% Fee - Oroville	331.83
	<hr/>
Total 5000 · 2% Fee	1,374.34
Total COGS	1,374.34
Gross Profit	69,145.43
Expense	
6000 · Sales and Marketing Expense	
6010 · Advertising	31,091.49
6050 · Creative Services	3,116.24
6100 · Marketing contracts	
6110 · Advertising Agencies	27,048.00
6130 · Public Relations expense	1,245.00
6160 · SeeSource	2,247.00
6100 · Marketing contracts - Other	164.37
	<hr/>
Total 6100 · Marketing contracts	30,704.37
6200 · Meals	54.43
6320 · Printing	26,985.83
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	11,885.36
6420 · Staffing - Payroll Taxes - Mktg	909.00
6430 · Workers comp insurance	42.36
6440 · Health insurance	1,212.60
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Total 6400 · Staffing - Marketing	14,049.32
6655 · Vehicle Maintenance	85.78
6700 · Website	250.60
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Total 6000 · Sales and Marketing Expense	106,338.06
6900 · Zone and Micro-Marketing	
6910 · Chico Zone	29,793.53
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Total 6900 · Zone and Micro-Marketing	29,793.53
7000 · Administration Expenses	
7050 · Education	1,043.79
7070 · General Administration	10.50
7100 · Insurance	2,638.76

Explore Butte County Statement of Activities April 2022

	Apr 22
7200 · Meals	350.62
7300 · Office supplies	82.60
7320 · Printing and Copying	95.27
7360 · Rent/ Office Space	525.00
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	2,373.34
7420 · Payroll taxes - admin	181.51
7430 · Workers comp insurance	8.46
7440 · Health insurance	190.99
Total 7400 · Staffing - Admin	2,754.30
7500 · Subscriptions	99.70
7560 · Telephone, Telecommunications	240.42
7570 · Travel	314.66
7900 · Admin Expense- Other	279.60
Total 7000 · Administration Expenses	8,435.22
Total Expense	144,566.81
Net Ordinary Income	-75,421.38
Net Income	-75,421.38

Explore Butte County Statement of Activities January through April 2022

	Jan - Apr 22
Ordinary Income/Expense	
Income	
4000 · Program Income	
4300 · Chico	98,952.94
4350 · Gridley	7,051.03
4400 · Oroville	35,759.10
	<hr/>
Total 4000 · Program Income	141,763.07
4800 · Other Types of Income	
4810 · Interest Income	37.17
4820 · Chico ARPA	50,000.00
4850 · Non-Lodging Participation	13,816.38
4870 · Visitor Guide Advertising	1,000.00
	<hr/>
Total 4800 · Other Types of Income	64,853.55
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Total Income	206,616.62
Cost of Goods Sold	
5000 · 2% Fee	
5300 · 2% Fee - Chico	1,979.06
5350 · 2% Fee - Gridley	141.02
5400 · 2% Fee - Oroville	715.18
	<hr/>
Total 5000 · 2% Fee	2,835.26
	<hr/>
Total COGS	2,835.26
	<hr/>
Gross Profit	203,781.36
Expense	
6000 · Sales and Marketing Expense	
6010 · Advertising	94,184.35
6050 · Creative Services	19,588.18
6100 · Marketing contracts	
6110 · Advertising Agencies	65,032.55
6130 · Public Relations expense	4,315.00
6160 · SeeSource	8,988.00
6100 · Marketing contracts - Other	5,719.37
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Total 6100 · Marketing contracts	84,054.92
6200 · Meals	69.43
6310 · Postage	114.80
6320 · Printing	26,985.83
6340 · Public Relations	2,261.35
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	48,264.82
6420 · Staffing - Payroll Taxes - Mktg	4,173.27
6430 · Workers comp insurance	429.25
6440 · Health insurance	4,840.48
	<hr/>
Total 6400 · Staffing - Marketing	57,707.82
6655 · Vehicle Maintenance	741.78
6700 · Website	1,002.40
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Total 6000 · Sales and Marketing Expense	286,710.86
6900 · Zone and Micro-Marketing	
6905 · Outside Contract Services	500.00
6910 · Chico Zone	41,781.36
6930 · Oroville Zone	5,112.00
	<hr/>
Total 6900 · Zone and Micro-Marketing	47,393.36

Explore Butte County Statement of Activities

January through April 2022

	Jan - Apr 22
7000 · Administration Expenses	
7020 · Bank fees	30.22
7030 · Conference, Convention, Meeting	2,679.66
7050 · Education	1,043.79
7070 · General Administration	134.36
7100 · Insurance	2,638.76
7200 · Meals	610.84
7210 · Membership dues	670.00
7300 · Office supplies	442.85
7310 · Postage	425.40
7320 · Printing and Copying	95.27
7330 · Professional fees - Accounting	4,099.99
7360 · Rent/ Office Space	2,100.00
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	9,545.99
7420 · Payroll taxes - admin	815.10
7430 · Workers comp insurance	83.03
7440 · Health insurance	898.88
Total 7400 · Staffing - Admin	11,343.00
7500 · Subscriptions	485.40
7560 · Telephone, Telecommunications	962.16
7570 · Travel	1,474.79
7900 · Admin Expense- Other	737.97
Total 7000 · Administration Expenses	29,974.46
Total Expense	364,078.68
Net Ordinary Income	-160,297.32
Net Income	-160,297.32

10:22 AM

05/09/22

Accrual Basis

Explore Butte County
Budget vs. Actual by Program/Projects
 January through April 2022

		Chico ARPA	
	Jan - Apr 22	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
4000 · Program Income			
4200 · Butte County	0.00		
4300 · Chico	0.00		
4350 · Gridley	0.00		
4400 · Oroville	0.00		
4500 · Paradise	0.00		
Total 4000 · Program Income	0.00		
4800 · Other Types of Income			
4810 · Interest Income	0.00		
4820 · Chico ARPA	50,000.00	33,333.00	16,667.00
4835 · County ARPA Signage	0.00		
4830 · County ARPA Events	0.00		
4850 · Non-Lodging Participation	0.00		
4870 · Visitor Guide Advertising	0.00		
Total 4800 · Other Types of Income	50,000.00	33,333.00	16,667.00
Total Income	50,000.00	33,333.00	16,667.00
Cost of Goods Sold			
5000 · 2% Fee			
5200 · 2% Fee - Butte County	0.00		
5300 · 2% Fee - Chico	0.00		
5350 · 2% Fee - Gridley	0.00		
5400 · 2% Fee - Oroville	0.00		
5500 · 2% Fee - Paradise	0.00		
Total 5000 · 2% Fee	0.00		
Total COGS	0.00		
Gross Profit	50,000.00	33,333.00	16,667.00
Expense			
6000 · Sales and Marketing Expense			
6010 · Advertising	0.00		
6020 · Capital Display	0.00		
6030 · Conferences	0.00		
6050 · Creative Services	0.00		
6070 · Dues and Memberships	0.00		

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Accrual Basis

Explore Butte County
Budget vs. Actual by Program/Projects
 January through April 2022

		Chico ARPA	
	Jan - Apr 22	Budget	\$ Over Budget
6100 · Marketing contracts			
6110 · Advertising Agencies	21,165.13		
6140 · CrowdRiff	0.00		
6130 · Public Relations expense	0.00		
6150 · Bandwango	0.00		
6160 · SeeSource	0.00		
6100 · Marketing contracts - Other	5,719.37	28,667.00	-22,947.63
Total 6100 · Marketing contracts	26,884.50	28,667.00	-1,782.50
6200 · Meals	0.00		
6310 · Postage	0.00		
6320 · Printing	0.00		
6340 · Public Relations	0.00		
6350 · Sales and Marketing Exp. -Other	0.00		
6360 · Sponsorships	0.00		
6355 · Hospitality for Hospitality	0.00		
6400 · Staffing - Marketing			
6410 · Staffing - Marketing payroll	0.00		
6420 · Staffing - Payroll Taxes - Mktg	0.00		
6430 · Workers comp insurance	0.00		
6440 · Health insurance	0.00		
Total 6400 · Staffing - Marketing	0.00		
6655 · Vehicle Maintenance	0.00		
6700 · Website	0.00		
Total 6000 · Sales and Marketing Expense	26,884.50	28,667.00	-1,782.50
6900 · Zone and Micro-Marketing			
6905 · Outside Contract Services	0.00		
6910 · Chico Zone	0.00		
6920 · Paradise Zone	0.00		
6930 · Oroville Zone	0.00		
6940 · Other Zone	0.00		
Total 6900 · Zone and Micro-Marketing	0.00		
7000 · Administration Expenses			
7010 · Advertising	0.00		
7020 · Bank fees	0.00		
7030 · Conference, Convention, Meeting	0.00		
7050 · Education	0.00		
7060 · Filing fees/ taxes	0.00		
7070 · General Administration	0.00		
7100 · Insurance	0.00		

No assurance is provided on these financial statements

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Explore Butte County
Budget vs. Actual by Program/Projects
 January through April 2022

		Chico ARPA	
	Jan - Apr 22	Budget	\$ Over Budget
7200 · Meals	0.00		
7210 · Membership dues	0.00		
7300 · Office supplies	0.00		
7310 · Postage	0.00		
7320 · Printing and Copying	0.00		
7330 · Professional fees - Accounting	0.00		
7340 · Professional fees - Legal	0.00		
7350 · Promotion	0.00		
7360 · Rent/ Office Space	0.00		
7400 · Staffing - Admin			
7410 · Staffing - Admin Payroll	0.00		
7420 · Payroll taxes - admin	0.00		
7430 · Workers comp insurance	0.00		
7440 · Health insurance	0.00		
Total 7400 · Staffing - Admin	0.00		
7500 · Subscriptions	0.00		
7560 · Telephone, Telecommunications	0.00		
7570 · Travel	0.00		
7900 · Admin Expense- Other	338.37	4,667.00	-4,328.63
Total 7000 · Administration Expenses	338.37	4,667.00	-4,328.63
Total Expense	27,222.87	33,334.00	-6,111.13
Net Ordinary Income	22,777.13	-1.00	22,778.13
Net Income	22,777.13	-1.00	22,778.13

Explore Butte County
Budget vs. Actual by Program/Projects
 January through April 2022

	Event Support - County ARPA		
	Jan - Apr 22	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
4000 · Program Income			
4200 · Butte County	0.00		
4300 · Chico	0.00		
4350 · Gridley	0.00		
4400 · Oroville	0.00		
4500 · Paradise	0.00		
Total 4000 · Program Income	0.00		
4800 · Other Types of Income			
4810 · Interest Income	0.00		
4820 · Chico ARPA	0.00		
4835 · County ARPA Signage	0.00		
4830 · County ARPA Events	0.00	17,932.00	-17,932.00
4850 · Non-Lodging Participation	0.00		
4870 · Visitor Guide Advertising	0.00	0.00	0.00
Total 4800 · Other Types of Income	0.00	17,932.00	-17,932.00
Total Income	0.00	17,932.00	-17,932.00
Cost of Goods Sold			
5000 · 2% Fee			
5200 · 2% Fee - Butte County	0.00		
5300 · 2% Fee - Chico	0.00		
5350 · 2% Fee - Gridley	0.00		
5400 · 2% Fee - Oroville	0.00		
5500 · 2% Fee - Paradise	0.00		
Total 5000 · 2% Fee	0.00		
Total COGS	0.00		
Gross Profit	0.00	17,932.00	-17,932.00
Expense			
6000 · Sales and Marketing Expense			
6010 · Advertising	0.00		
6020 · Capital Display	0.00		
6030 · Conferences	0.00		
6050 · Creative Services	0.00		
6070 · Dues and Memberships	0.00		

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Explore Butte County
Budget vs. Actual by Program/Projects
 January through April 2022

		Event Support - County ARPA		
		Jan - Apr 22	Budget	\$ Over Budget
6100 · Marketing contracts				
6110 · Advertising Agencies	0.00			
6140 · CrowdRiff	0.00			
6130 · Public Relations expense	0.00			
6150 · Bandwango	0.00			
6160 · SeeSource	0.00			
6100 · Marketing contracts - Other	0.00			
Total 6100 · Marketing contracts	0.00			
6200 · Meals	0.00			
6310 · Postage	0.00			
6320 · Printing	0.00			
6340 · Public Relations	0.00			
6350 · Sales and Marketing Exp. -Other	0.00			
6360 · Sponsorships	0.00		16,432.00	-16,432.00
6355 · Hospitality for Hospitality	0.00			
6400 · Staffing - Marketing				
6410 · Staffing - Marketing payroll	0.00			
6420 · Staffing - Payroll Taxes - Mktg	0.00			
6430 · Workers comp insurance	0.00			
6440 · Health insurance	0.00			
Total 6400 · Staffing - Marketing	0.00			
6655 · Vehicle Maintenance	0.00			
6700 · Website	0.00			
Total 6000 · Sales and Marketing Expense		0.00	16,432.00	-16,432.00
6900 · Zone and Micro-Marketing				
6905 · Outside Contract Services	0.00			
6910 · Chico Zone	0.00			
6920 · Paradise Zone	0.00			
6930 · Oroville Zone	0.00			
6940 · Other Zone	0.00			
Total 6900 · Zone and Micro-Marketing		0.00		
7000 · Administration Expenses				
7010 · Advertising	0.00			
7020 · Bank fees	0.00			
7030 · Conference, Convention, Meeting	0.00			
7050 · Education	0.00			
7060 · Filing fees/ taxes	0.00			
7070 · General Administration	0.00			
7100 · Insurance	0.00			

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Explore Butte County
Budget vs. Actual by Program/Projects
 January through April 2022

	Event Support - County ARPA		
	Jan - Apr 22	Budget	\$ Over Budget
7200 · Meals	0.00		
7210 · Membership dues	0.00		
7300 · Office supplies	0.00		
7310 · Postage	0.00		
7320 · Printing and Copying	0.00		
7330 · Professional fees - Accounting	0.00		
7340 · Professional fees - Legal	0.00		
7350 · Promotion	0.00		
7360 · Rent/ Office Space	0.00		
7400 · Staffing - Admin			
7410 · Staffing - Admin Payroll	0.00		
7420 · Payroll taxes - admin	0.00		
7430 · Workers comp insurance	0.00		
7440 · Health insurance	0.00		
Total 7400 · Staffing - Admin	0.00		
7500 · Subscriptions	0.00		
7560 · Telephone, Telecommunications	0.00		
7570 · Travel	0.00		
7900 · Admin Expense- Other	0.00	1,500.00	-1,500.00
Total 7000 · Administration Expenses	0.00	1,500.00	-1,500.00
Total Expense	0.00	17,932.00	-17,932.00
Net Ordinary Income	0.00	0.00	0.00
Net Income	0.00	0.00	0.00

Explore Butte County
Budget vs. Actual by Program/Projects
 January through April 2022

	Jan - Apr 22	Non-Lodging Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
4000 · Program Income			
4200 · Butte County	0.00		
4300 · Chico	0.00		
4350 · Gridley	0.00		
4400 · Oroville	0.00		
4500 · Paradise	0.00		
Total 4000 · Program Income	0.00		
4800 · Other Types of Income			
4810 · Interest Income	0.00		
4820 · Chico ARPA	0.00		
4835 · County ARPA Signage	0.00		
4830 · County ARPA Events	0.00		
4850 · Non-Lodging Participation	6,916.38	2,000.00	4,916.38
4870 · Visitor Guide Advertising	1,000.00	3,333.00	-2,333.00
Total 4800 · Other Types of Income	7,916.38	5,333.00	2,583.38
Total Income	7,916.38	5,333.00	2,583.38
Cost of Goods Sold			
5000 · 2% Fee			
5200 · 2% Fee - Butte County	0.00		
5300 · 2% Fee - Chico	0.00		
5350 · 2% Fee - Gridley	0.00		
5400 · 2% Fee - Oroville	0.00		
5500 · 2% Fee - Paradise	0.00		
Total 5000 · 2% Fee	0.00		
Total COGS	0.00		
Gross Profit	7,916.38	5,333.00	2,583.38
Expense			
6000 · Sales and Marketing Expense			
6010 · Advertising	3,900.00	2,000.00	1,900.00
6020 · Capital Display	0.00		
6030 · Conferences	0.00		
6050 · Creative Services	0.00		
6070 · Dues and Memberships	0.00		

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Explore Butte County
Budget vs. Actual by Program/Projects
 January through April 2022

		Non-Lodging	
	Jan - Apr 22	Budget	\$ Over Budget
6100 · Marketing contracts			
6110 · Advertising Agencies	0.00		
6140 · CrowdRiff	0.00		
6130 · Public Relations expense	0.00		
6150 · Bandwango	0.00		
6160 · SeeSource	0.00		
6100 · Marketing contracts - Other	0.00		
Total 6100 · Marketing contracts	0.00		
6200 · Meals	0.00		
6310 · Postage	0.00		
6320 · Printing	0.00	3,333.00	-3,333.00
6340 · Public Relations	0.00		
6350 · Sales and Marketing Exp. -Other	0.00		
6360 · Sponsorships	0.00		
6355 · Hospitality for Hospitality	0.00		
6400 · Staffing - Marketing			
6410 · Staffing - Marketing payroll	0.00		
6420 · Staffing - Payroll Taxes - Mktg	0.00		
6430 · Workers comp insurance	0.00		
6440 · Health insurance	0.00		
Total 6400 · Staffing - Marketing	0.00		
6655 · Vehicle Maintenance	0.00		
6700 · Website	0.00		
Total 6000 · Sales and Marketing Expense	3,900.00	5,333.00	-1,433.00
6900 · Zone and Micro-Marketing			
6905 · Outside Contract Services	0.00		
6910 · Chico Zone	0.00		
6920 · Paradise Zone	0.00		
6930 · Oroville Zone	0.00		
6940 · Other Zone	0.00		
Total 6900 · Zone and Micro-Marketing	0.00		
7000 · Administration Expenses			
7010 · Advertising	0.00		
7020 · Bank fees	30.23		
7030 · Conference, Convention, Meeting	0.00		
7050 · Education	0.00		
7060 · Filing fees/ taxes	0.00		
7070 · General Administration	0.00		
7100 · Insurance	0.00		

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Explore Butte County
Budget vs. Actual by Program/Projects
 January through April 2022

	Jan - Apr 22	Non-Lodging Budget	\$ Over Budget
7200 · Meals	0.00		
7210 · Membership dues	0.00		
7300 · Office supplies	0.00		
7310 · Postage	0.00		
7320 · Printing and Copying	0.00		
7330 · Professional fees - Accounting	0.00		
7340 · Professional fees - Legal	0.00		
7350 · Promotion	0.00		
7360 · Rent/ Office Space	0.00		
7400 · Staffing - Admin			
7410 · Staffing - Admin Payroll	0.00		
7420 · Payroll taxes - admin	0.00		
7430 · Workers comp insurance	0.00		
7440 · Health insurance	0.00		
Total 7400 · Staffing - Admin	0.00		
7500 · Subscriptions	0.00		
7560 · Telephone, Telecommunications	0.00		
7570 · Travel	0.00		
7900 · Admin Expense- Other	0.00		
Total 7000 · Administration Expenses	30.23		
Total Expense	3,930.23	5,333.00	-1,402.77
Net Ordinary Income	3,986.15	0.00	3,986.15
Net Income	3,986.15	0.00	3,986.15

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Explore Butte County
Budget vs. Actual by Program/Projects
 January through April 2022

	Jan - Apr 22	Prior Year Reserved Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
4000 · Program Income			
4200 · Butte County	0.00		
4300 · Chico	0.00		
4350 · Gridley	0.00		
4400 · Oroville	0.00		
4500 · Paradise	0.00		
Total 4000 · Program Income		0.00	
4800 · Other Types of Income			
4810 · Interest Income	0.00		
4820 · Chico ARPA	0.00		
4835 · County ARPA Signage	0.00		
4830 · County ARPA Events	0.00		
4850 · Non-Lodging Participation	0.00		
4870 · Visitor Guide Advertising	0.00		
Total 4800 · Other Types of Income		0.00	
Total Income		0.00	
Cost of Goods Sold			
5000 · 2% Fee			
5200 · 2% Fee - Butte County	0.00		
5300 · 2% Fee - Chico	0.00		
5350 · 2% Fee - Gridley	0.00		
5400 · 2% Fee - Oroville	0.00		
5500 · 2% Fee - Paradise	0.00		
Total 5000 · 2% Fee		0.00	
Total COGS		0.00	
Gross Profit		0.00	
Expense			
6000 · Sales and Marketing Expense			
6010 · Advertising	12,350.00		
6020 · Capital Display	0.00		
6030 · Conferences	0.00		
6050 · Creative Services	0.00		
6070 · Dues and Memberships	0.00		

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Explore Butte County
Budget vs. Actual by Program/Projects
 January through April 2022

		Prior Year Reserved	
	Jan - Apr 22	Budget	\$ Over Budget
6100 · Marketing contracts			
6110 · Advertising Agencies	18,656.17	18,333.00	323.17
6140 · CrowdRiff	0.00		
6130 · Public Relations expense	0.00		
6150 · Bandwango	0.00		
6160 · SeeSource	0.00		
6100 · Marketing contracts - Other	0.00		
Total 6100 · Marketing contracts	18,656.17	18,333.00	323.17
6200 · Meals	0.00		
6310 · Postage	0.00		
6320 · Printing	26,985.83		
6340 · Public Relations	0.00		
6350 · Sales and Marketing Exp. -Other	0.00		
6360 · Sponsorships	0.00		
6355 · Hospitality for Hospitality	0.00		
6400 · Staffing - Marketing			
6410 · Staffing - Marketing payroll	0.00		
6420 · Staffing - Payroll Taxes - Mktg	0.00		
6430 · Workers comp insurance	0.00		
6440 · Health insurance	0.00		
Total 6400 · Staffing - Marketing	0.00		
6655 · Vehicle Maintenance	85.78	31,667.00	-31,581.22
6700 · Website	0.00		
Total 6000 · Sales and Marketing Expense	58,077.78	50,000.00	8,077.78
6900 · Zone and Micro-Marketing			
6905 · Outside Contract Services	500.00		
6910 · Chico Zone	37,455.33	19,333.00	18,122.33
6920 · Paradise Zone	0.00	500.00	-500.00
6930 · Oroville Zone	5,112.00	6,167.00	-1,055.00
6940 · Other Zone	0.00	467.00	-467.00
Total 6900 · Zone and Micro-Marketing	43,067.33	26,467.00	16,600.33
7000 · Administration Expenses			
7010 · Advertising	0.00		
7020 · Bank fees	0.00		
7030 · Conference, Convention, Meeting	0.00		
7050 · Education	0.00		
7060 · Filing fees/ taxes	0.00		
7070 · General Administration	0.00		
7100 · Insurance	0.00		

No assurance is provided on these financial statements

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Explore Butte County
Budget vs. Actual by Program/Projects
 January through April 2022

		Prior Year Reserved	
	Jan - Apr 22	Budget	\$ Over Budget
7200 · Meals	0.00		
7210 · Membership dues	0.00		
7300 · Office supplies	0.00		
7310 · Postage	0.00		
7320 · Printing and Copying	0.00		
7330 · Professional fees - Accounting	0.00		
7340 · Professional fees - Legal	0.00		
7350 · Promotion	0.00		
7360 · Rent/ Office Space	0.00		
7400 · Staffing - Admin			
7410 · Staffing - Admin Payroll	0.00		
7420 · Payroll taxes - admin	0.00		
7430 · Workers comp insurance	0.00		
7440 · Health insurance	0.00		
Total 7400 · Staffing - Admin	0.00		
7500 · Subscriptions	0.00		
7560 · Telephone, Telecommunications	0.00		
7570 · Travel	0.00		
7900 · Admin Expense- Other	0.00		
Total 7000 · Administration Expenses	0.00		
Total Expense	101,145.11	76,467.00	24,678.11
Net Ordinary Income	-101,145.11	-76,467.00	-24,678.11
Net Income	-101,145.11	-76,467.00	-24,678.11

Explore Butte County
Budget vs. Actual by Program/Projects
 January through April 2022

	Jan - Apr 22	Program Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
4000 · Program Income			
4200 · Butte County	0.00	1,048.00	-1,048.00
4300 · Chico	98,952.94	203,915.00	-104,962.06
4350 · Gridley	7,051.03	2,777.00	4,274.03
4400 · Oroville	35,759.10	66,357.00	-30,597.90
4500 · Paradise	0.00	9,237.00	-9,237.00
Total 4000 · Program Income	141,763.07	283,334.00	-141,570.93
4800 · Other Types of Income			
4810 · Interest Income	37.17		
4820 · Chico ARPA	0.00		
4835 · County ARPA Signage	0.00		
4830 · County ARPA Events	0.00		
4850 · Non-Lodging Participation	6,900.00		
4870 · Visitor Guide Advertising	0.00		
Total 4800 · Other Types of Income	6,937.17		
Total Income	148,700.24	283,334.00	-134,633.76
Cost of Goods Sold			
5000 · 2% Fee			
5200 · 2% Fee - Butte County	0.00	21.00	-21.00
5300 · 2% Fee - Chico	1,979.06	4,078.00	-2,098.94
5350 · 2% Fee - Gridley	141.02	56.00	85.02
5400 · 2% Fee - Oroville	715.18	1,327.00	-611.82
5500 · 2% Fee - Paradise	0.00	184.00	-184.00
Total 5000 · 2% Fee	2,835.26	5,666.00	-2,830.74
Total COGS	2,835.26	5,666.00	-2,830.74
Gross Profit	145,864.98	277,668.00	-131,803.02
Expense			
6000 · Sales and Marketing Expense			
6010 · Advertising	77,934.35	59,167.00	18,767.35
6020 · Capital Display	0.00	500.00	-500.00
6030 · Conferences	0.00	667.00	-667.00
6050 · Creative Services	19,588.18	21,333.00	-1,744.82
6070 · Dues and Memberships	0.00	1,333.00	-1,333.00

Explore Butte County
Budget vs. Actual by Program/Projects
 January through April 2022

	Jan - Apr 22	Program Budget	\$ Over Budget
6100 · Marketing contracts			
6110 · Advertising Agencies	25,211.25	15,267.00	9,944.25
6140 · CrowdRiff	0.00	5,017.00	-5,017.00
6130 · Public Relations expense	4,315.00	5,000.00	-685.00
6150 · Bandwango	0.00	4,833.00	-4,833.00
6160 · SeeSource	8,988.00	9,167.00	-179.00
6100 · Marketing contracts - Other	0.00		
Total 6100 · Marketing contracts	38,514.25	39,284.00	-769.75
6200 · Meals	69.43	100.00	-30.57
6310 · Postage	114.80	833.00	-718.20
6320 · Printing	0.00	2,000.00	-2,000.00
6340 · Public Relations	2,261.35	2,000.00	261.35
6350 · Sales and Marketing Exp. -Other	0.00	667.00	-667.00
6360 · Sponsorships	0.00		
6355 · Hospitality for Hospitality	0.00	833.00	-833.00
6400 · Staffing - Marketing			
6410 · Staffing - Marketing payroll	48,264.82	53,000.00	-4,735.18
6420 · Staffing - Payroll Taxes - Mktg	4,173.27	5,000.00	-826.73
6430 · Workers comp insurance	429.25	617.00	-187.75
6440 · Health insurance	4,840.48	5,000.00	-159.52
Total 6400 · Staffing - Marketing	57,707.82	63,617.00	-5,909.18
6655 · Vehicle Maintenance	656.00	1,667.00	-1,011.00
6700 · Website	1,002.40	4,333.00	-3,330.60
Total 6000 · Sales and Marketing Expense	197,848.58	198,334.00	-485.42
6900 · Zone and Micro-Marketing			
6905 · Outside Contract Services	0.00		
6910 · Chico Zone	4,326.03		
6920 · Paradise Zone	0.00		
6930 · Oroville Zone	0.00		
6940 · Other Zone	0.00		
Total 6900 · Zone and Micro-Marketing	4,326.03		
7000 · Administration Expenses			
7010 · Advertising	0.00	240.00	-240.00
7020 · Bank fees	-0.01	33.00	-33.01
7030 · Conference, Convention, Meeting	2,679.66	1,667.00	1,012.66
7050 · Education	1,043.79	1,667.00	-623.21
7060 · Filing fees/ taxes	0.00	33.00	-33.00
7070 · General Administration	134.36	3,333.00	-3,198.64
7100 · Insurance	2,638.76	2,000.00	638.76

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Budget vs. Actual by Program/Projects
 January through April 2022

	Jan - Apr 22	Program Budget	\$ Over Budget
7200 · Meals	610.84	416.00	194.84
7210 · Membership dues	670.00	833.00	-163.00
7300 · Office supplies	442.85	1,000.00	-557.15
7310 · Postage	425.40	167.00	258.40
7320 · Printing and Copying	95.27	333.00	-237.73
7330 · Professional fees - Accounting	4,099.99	8,333.00	-4,233.01
7340 · Professional fees - Legal	0.00	1,155.00	-1,155.00
7350 · Promotion	0.00	33.00	-33.00
7360 · Rent/ Office Space	2,100.00	2,800.00	-700.00
7400 · Staffing - Admin			
7410 · Staffing - Admin Payroll	9,545.99	7,400.00	2,145.99
7420 · Payroll taxes - admin	815.10	980.00	-164.90
7430 · Workers comp insurance	83.03	105.00	-21.97
7440 · Health insurance	898.88	1,000.00	-101.12
Total 7400 · Staffing - Admin	11,343.00	9,485.00	1,858.00
7500 · Subscriptions	485.40	3,667.00	-3,181.60
7560 · Telephone, Telecommunications	962.16	1,220.00	-257.84
7570 · Travel	1,474.79	2,083.00	-608.21
7900 · Admin Expense- Other	399.60	2,000.00	-1,600.40
Total 7000 · Administration Expenses	29,605.86	42,498.00	-12,892.14
Total Expense	231,780.47	240,832.00	-9,051.53
Net Ordinary Income	-85,915.49	36,836.00	-122,751.49
Net Income	-85,915.49	36,836.00	-122,751.49

10:22 AM

05/09/22

Accrual Basis

Explore Butte County
Budget vs. Actual by Program/Projects
 January through April 2022

	Wayfinding Signage -County ARPA		
	Jan - Apr 22	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
4000 · Program Income			
4200 · Butte County	0.00		
4300 · Chico	0.00		
4350 · Gridley	0.00		
4400 · Oroville	0.00		
4500 · Paradise	0.00		
Total 4000 · Program Income	0.00		
4800 · Other Types of Income			
4810 · Interest Income	0.00		
4820 · Chico ARPA	0.00		
4835 · County ARPA Signage	0.00	32,500.00	-32,500.00
4830 · County ARPA Events	0.00		
4850 · Non-Lodging Participation	0.00		
4870 · Visitor Guide Advertising	0.00		
Total 4800 · Other Types of Income	0.00	32,500.00	-32,500.00
Total Income	0.00	32,500.00	-32,500.00
Cost of Goods Sold			
5000 · 2% Fee			
5200 · 2% Fee - Butte County	0.00		
5300 · 2% Fee - Chico	0.00		
5350 · 2% Fee - Gridley	0.00		
5400 · 2% Fee - Oroville	0.00		
5500 · 2% Fee - Paradise	0.00		
Total 5000 · 2% Fee	0.00		
Total COGS	0.00		
Gross Profit	0.00	32,500.00	-32,500.00
Expense			
6000 · Sales and Marketing Expense			
6010 · Advertising	0.00		
6020 · Capital Display	0.00		
6030 · Conferences	0.00		
6050 · Creative Services	0.00		
6070 · Dues and Memberships	0.00		

10:22 AM

05/09/22

Accrual Basis

Explore Butte County
Budget vs. Actual by Program/Projects
 January through April 2022

		Wayfinding Signage -County ARPA		
		Jan - Apr 22	Budget	\$ Over Budget
6100 · Marketing contracts				
6110 · Advertising Agencies	0.00		28,333.00	-28,333.00
6140 · CrowdRiff	0.00			
6130 · Public Relations expense	0.00			
6150 · Bandwango	0.00			
6160 · SeeSource	0.00			
6100 · Marketing contracts - Other	0.00			
Total 6100 · Marketing contracts	0.00		28,333.00	-28,333.00
6200 · Meals	0.00			
6310 · Postage	0.00			
6320 · Printing	0.00			
6340 · Public Relations	0.00			
6350 · Sales and Marketing Exp. -Other	0.00			
6360 · Sponsorships	0.00			
6355 · Hospitality for Hospitality	0.00			
6400 · Staffing - Marketing				
6410 · Staffing - Marketing payroll	0.00			
6420 · Staffing - Payroll Taxes - Mktg	0.00			
6430 · Workers comp insurance	0.00			
6440 · Health insurance	0.00			
Total 6400 · Staffing - Marketing	0.00			
6655 · Vehicle Maintenance	0.00			
6700 · Website	0.00			
Total 6000 · Sales and Marketing Expense		0.00	28,333.00	-28,333.00
6900 · Zone and Micro-Marketing				
6905 · Outside Contract Services	0.00			
6910 · Chico Zone	0.00			
6920 · Paradise Zone	0.00			
6930 · Oroville Zone	0.00			
6940 · Other Zone	0.00			
Total 6900 · Zone and Micro-Marketing		0.00		
7000 · Administration Expenses				
7010 · Advertising	0.00			
7020 · Bank fees	0.00			
7030 · Conference, Convention, Meeting	0.00			
7050 · Education	0.00			
7060 · Filing fees/ taxes	0.00			
7070 · General Administration	0.00			
7100 · Insurance	0.00			

No assurance is provided on these financial statements

10:22 AM

05/09/22

Accrual Basis

Explore Butte County
Budget vs. Actual by Program/Projects
 January through April 2022

	Wayfinding Signage -County ARPA		
	Jan - Apr 22	Budget	\$ Over Budget
7200 · Meals	0.00		
7210 · Membership dues	0.00		
7300 · Office supplies	0.00		
7310 · Postage	0.00		
7320 · Printing and Copying	0.00		
7330 · Professional fees - Accounting	0.00		
7340 · Professional fees - Legal	0.00		
7350 · Promotion	0.00		
7360 · Rent/ Office Space	0.00		
7400 · Staffing - Admin			
7410 · Staffing - Admin Payroll	0.00		
7420 · Payroll taxes - admin	0.00		
7430 · Workers comp insurance	0.00		
7440 · Health insurance	0.00		
Total 7400 · Staffing - Admin	0.00		
7500 · Subscriptions	0.00		
7560 · Telephone, Telecommunications	0.00		
7570 · Travel	0.00		
7900 · Admin Expense- Other	0.00	4,167.00	-4,167.00
Total 7000 · Administration Expenses	0.00	4,167.00	-4,167.00
Total Expense	0.00	32,500.00	-32,500.00
Net Ordinary Income	0.00	0.00	0.00
Net Income	0.00	0.00	0.00

Explore Butte County
Budget vs. Actual by Program/Projects
 January through April 2022

	Jan - Apr 22	TOTAL Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
4000 · Program Income			
4200 · Butte County	0.00	1,048.00	-1,048.00
4300 · Chico	98,952.94	203,915.00	-104,962.06
4350 · Gridley	7,051.03	2,777.00	4,274.03
4400 · Oroville	35,759.10	66,357.00	-30,597.90
4500 · Paradise	0.00	9,237.00	-9,237.00
Total 4000 · Program Income	141,763.07	283,334.00	-141,570.93
4800 · Other Types of Income			
4810 · Interest Income	37.17	0.00	37.17
4820 · Chico ARPA	50,000.00	33,333.00	16,667.00
4835 · County ARPA Signage	0.00	32,500.00	-32,500.00
4830 · County ARPA Events	0.00	17,932.00	-17,932.00
4850 · Non-Lodging Participation	13,816.38	2,000.00	11,816.38
4870 · Visitor Guide Advertising	1,000.00	3,333.00	-2,333.00
Total 4800 · Other Types of Income	64,853.55	89,098.00	-24,244.45
Total Income	206,616.62	372,432.00	-165,815.38
Cost of Goods Sold			
5000 · 2% Fee			
5200 · 2% Fee - Butte County	0.00	21.00	-21.00
5300 · 2% Fee - Chico	1,979.06	4,078.00	-2,098.94
5350 · 2% Fee - Gridley	141.02	56.00	85.02
5400 · 2% Fee - Oroville	715.18	1,327.00	-611.82
5500 · 2% Fee - Paradise	0.00	184.00	-184.00
Total 5000 · 2% Fee	2,835.26	5,666.00	-2,830.74
Total COGS	2,835.26	5,666.00	-2,830.74
Gross Profit	203,781.36	366,766.00	-162,984.64
Expense			
6000 · Sales and Marketing Expense			
6010 · Advertising	94,184.35	61,167.00	33,017.35
6020 · Capital Display	0.00	500.00	-500.00
6030 · Conferences	0.00	667.00	-667.00
6050 · Creative Services	19,588.18	21,333.00	-1,744.82
6070 · Dues and Memberships	0.00	1,333.00	-1,333.00

Explore Butte County
Budget vs. Actual by Program/Projects
January through April 2022

		TOTAL	
	Jan - Apr 22	Budget	\$ Over Budget
6100 · Marketing contracts			
6110 · Advertising Agencies	65,032.55	61,933.00	3,099.55
6140 · CrowdRiff	0.00	5,017.00	-5,017.00
6130 · Public Relations expense	4,315.00	5,000.00	-685.00
6150 · Bandwango	0.00	4,833.00	-4,833.00
6160 · SeeSource	8,988.00	9,167.00	-179.00
6100 · Marketing contracts - Other	5,719.37	28,667.00	-22,947.63
Total 6100 · Marketing contracts	84,054.92	114,617.00	-30,562.08
6200 · Meals	69.43	100.00	-30.57
6310 · Postage	114.80	833.00	-718.20
6320 · Printing	26,985.83	5,333.00	21,652.83
6340 · Public Relations	2,261.35	2,000.00	261.35
6350 · Sales and Marketing Exp. -Other	0.00	667.00	-667.00
6360 · Sponsorships	0.00	16,432.00	-16,432.00
6355 · Hospitality for Hospitality	0.00	833.00	-833.00
6400 · Staffing - Marketing			
6410 · Staffing - Marketing payroll	48,264.82	53,000.00	-4,735.18
6420 · Staffing - Payroll Taxes - Mktg	4,173.27	5,000.00	-826.73
6430 · Workers comp insurance	429.25	617.00	-187.75
6440 · Health insurance	4,840.48	5,000.00	-159.52
Total 6400 · Staffing - Marketing	57,707.82	63,617.00	-5,909.18
6655 · Vehicle Maintenance	741.78	33,334.00	-32,592.22
6700 · Website	1,002.40	4,333.00	-3,330.60
Total 6000 · Sales and Marketing Expense	286,710.86	327,099.00	-40,388.14
6900 · Zone and Micro-Marketing			
6905 · Outside Contract Services	500.00	0.00	500.00
6910 · Chico Zone	41,781.36	19,333.00	22,448.36
6920 · Paradise Zone	0.00	500.00	-500.00
6930 · Oroville Zone	5,112.00	6,167.00	-1,055.00
6940 · Other Zone	0.00	467.00	-467.00
Total 6900 · Zone and Micro-Marketing	47,393.36	26,467.00	20,926.36
7000 · Administration Expenses			
7010 · Advertising	0.00	240.00	-240.00
7020 · Bank fees	30.22	33.00	-2.78
7030 · Conference, Convention, Meeting	2,679.66	1,667.00	1,012.66
7050 · Education	1,043.79	1,667.00	-623.21
7060 · Filing fees/ taxes	0.00	33.00	-33.00
7070 · General Administration	134.36	3,333.00	-3,198.64
7100 · Insurance	2,638.76	2,000.00	638.76

10:22 AM

05/09/22

Accrual Basis

Explore Butte County
Budget vs. Actual by Program/Projects
 January through April 2022

		TOTAL	
	Jan - Apr 22	Budget	\$ Over Budget
7200 · Meals	610.84	416.00	194.84
7210 · Membership dues	670.00	833.00	-163.00
7300 · Office supplies	442.85	1,000.00	-557.15
7310 · Postage	425.40	167.00	258.40
7320 · Printing and Copying	95.27	333.00	-237.73
7330 · Professional fees - Accounting	4,099.99	8,333.00	-4,233.01
7340 · Professional fees - Legal	0.00	1,155.00	-1,155.00
7350 · Promotion	0.00	33.00	-33.00
7360 · Rent/ Office Space	2,100.00	2,800.00	-700.00
7400 · Staffing - Admin			
7410 · Staffing - Admin Payroll	9,545.99	7,400.00	2,145.99
7420 · Payroll taxes - admin	815.10	980.00	-164.90
7430 · Workers comp insurance	83.03	105.00	-21.97
7440 · Health insurance	898.88	1,000.00	-101.12
Total 7400 · Staffing - Admin	11,343.00	9,485.00	1,858.00
7500 · Subscriptions	485.40	3,667.00	-3,181.60
7560 · Telephone, Telecommunications	962.16	1,220.00	-257.84
7570 · Travel	1,474.79	2,083.00	-608.21
7900 · Admin Expense- Other	737.97	12,334.00	-11,596.03
Total 7000 · Administration Expenses	29,974.46	52,832.00	-22,857.54
Total Expense	364,078.68	406,398.00	-42,319.32
Net Ordinary Income	-160,297.32	-39,632.00	-120,665.32
Net Income	-160,297.32	-39,632.00	-120,665.32



February 28th, 2022

Dear Carolyn, Bruce, and Explore Butte County Board,

Following my resignation with the board due to leaving Oxford Suites. I wanted to write to recommend someone to fill the Chico Lodging seat and represent Oxford Suites.

I would like to recommend Ashley Limon who will be the new Sales Manager at Oxford Suites in Chico. Ashley started with us in 2012 as a housekeeping inspector and Supervisor, she was in this role for 3 years, she then left to gain knowledge in other industries. Ashley returned in 2018 as Front Desk, Auditor and then promoting to Front Desk Supervisor. I believe her knowledge and passion towards Butte County will bring a strong presence and participation to the board.

Again, such a pleasure being apart of this board as a lodging seat, and I look forward to continuing to be apart of the board in an advisory role if approved by the board. I believe Explore Butte County has made such great strides to move Butte County forward and create a brand and excitement around our community.

Sincerely,

Analise Uhlig

Director of Sales

Oxford Suites Chico

2035 Business Lane Chico, CA 95928

530-899-9090

Explore Butte County - Oroville Tourism Committee

Thursday, April 21, 2022

10:00 am - 11:00 am

Zoom Meeting

<https://us02web.zoom.us/j/86993747672?pwd=Y1pNaVUvaEhTTXovZWtrU1pzYmM4QT09>

Meeting ID: 869 9374 7672

Passcode: 302010

Committee Organizations: Oroville Chamber of Commerce, Oroville Lodging, City of Oroville, Feather River Recreation & Park District, California State Parks, Downtown Oroville Business Association, Explore Butte County, Feather River Nature Center, Oroville State Theatre, Oroville News Live, Forebay Aquatic Center, Department of Water Resources, Feather River Fish Hatchery

Agenda

1. Attendance: Carolyn Denero (Explore Butte County), Joan Bosque (Feather River Nature Center), Heather Johnson (Oroville Downtown Business Association), Aaron Wright (California State Parks), Bruce Spangler (Oroville Lodging), Cindy Daniluke (Oroville State Theatre). Dawn Nevers (City of Oroville), Liza Whitmore (Department of Water Resources), Teri Paez (Oroville News Live), Anna Kastner (Feather River Fish Hatchery)
2. Start/Introductions:
3. Review Current Budget:
 - a. Spreadsheet attached.
 - b. \$25,000 to spend this year. \$4,000 is rolled over from 2021.
 - c. Earmarked:
 - i. \$3,000 to print the maps.
 - ii. \$1,000 map back creative/layout.
 - iii. \$2,500 for website integration of map.
 - d. Budget:
 - i. \$5,000 Event Sponsorships
 1. \$500 to Wildflower & Nature Festival
 2. \$500 to Wild & Scenic Film Festival
 - ii. \$10,000 Oroville Marketing
 - iii. \$10,000 Oroville Branding Campaign
 - e. Notes:
 - i. We could reallocate the \$10,000 for the Oroville Marketing RFP. The City has the funds for the RFP. We could look at filling in the gaps in the future.
 - ii. Potentially use that \$10,000 for event coordination for the five community events.

4. Event Sponsorships
 - a. Downtown Oroville Business Association Proposal (Letter Attached)
 - b. Carolyn/Bruce motioned & seconded to approve proposal. **This will come out of the event sponsorship portion of the budget. Change City of Oroville Marketing to Oroville Event Coordinator. Send Carolyn these suggestions to the Board for May Meeting.**
5. Map Update: Victoria received everyone's notes. Carolyn forwarded the information that Ashley can do the work to create the backside content. Cost: \$500. **Would come from the backside content creation budget.**
6. City of Oroville Marketing: Build the City of Oroville brand with a focus on Economic Development to draw in residents. City wants to have cohesive marketing for Oroville. We are developing Oroville so we want a representation of having a strong community. There is so much effort from organizations promoting tourism, so they want to pull it together so it is a cohesive message for Oroville.
7. Advertising Campaign
 - a. QR Codes
 - b. Video & Photography Assets: See if Ashley can create a list of assets. Carolyn could create a suggestions for next meeting.
 - c. Event Coordinator
8. Next Meeting:
 - a. Talk more about the Event Coordinator position. **Add to agenda.**
 - b. Meeting in person: Yes, maybe adjust time. Downtown opens in morning. Meeting at the Holiday Inn. **Create email to see if time needs to change.**
9. From the Floor
 - a. Salmon Festival: Anna: include a Sportsmans Expo and maybe make it a two day event. **Agendize for full discussion.**
 - b. April Coffee Connection
 - c. Fourth of July. Rumors at Forebay? Meeting 60 day point to make request.
10. Adjournment: 10:59.

2021 Zone Tracking					
2020 Contribution	\$20,356.43		updated amount to reflect the 2% admin built back in		
Previous	\$0.00				

Balance					
			Mapping project estimates		
		\$3,000.00	to print maps		Not paid yet
		\$1,000.00	back side graphic design		Not paid yet
		\$2,500.00	webwork for integration		Not paid yet
		\$1,000.00	Fireworks Sponsorship		Paid
		\$2,000.00	Video Project - using EBC footage & license		Paid
		\$500.00	Salmon Fest Shuttle Sponsorship		Paid
		\$2,098.00	John Lovell's Deposit for map		Paid
		\$4,197.00	John Lovell's Balance Due for map		Paid
		\$4,061.43			
2022 Zone Tracking					
2021 Contribution	\$23,857.86		Final allocation; 2% admin built back in		
Previous Balance	\$4,061.43				
	\$27,919.29				
		\$5,000.00	Total budget for event sponsorships		proposed Feb meeting
			\$500 Wildflower & Nature Festival March		proposed Feb meeting
					proposed Feb meeting

		\$10,000.00	Advertising Buy		
		\$10,000.00	Oroville Brand Advertising/Support new brand		

Project Name:		Date:	04/07/2022
Meeting Purpose:	CHICO TOURISM COMMITTEE: ZONE MARKETING	Start:	11:00 AM
Place:	Zoom	End:	12:00 AM

Meeting Notes

Attending

Carolyn Denero (EBC) John Pearson (PCP), Linda Herman (Chico City Parks), Jennifer Macarthy (City of Chico), Tamba Sellu (Chico lodging), Rachel Simmons (Chico State), Pat Macias (monca), *Not in attendance:* Audrey Taylor (DCBA)

Announcements

- None

Discussion

1. Budget review: [Chico Tourism Budget Tracking](#)
CD gave a breakdown of current financial situations
1. Project Updates
 - a. Chico Spring Clean Day - Apr. 30
JP gave an update for Chico Clean Day. Shane the main contact. Vana at Hooker Oak Park
 - b. Wildflower Chico Velo Partnership
JP: Shared plan to regroup for 2023 and build a stronger campaign and stronger partnerships. Support from the group about the plan.
CD: Shared media support plan and building content
1. New funding requests
 - a. CD: shared Woofstock Event and Sponsorship. Not approved by the Group due to not supporting the travel and tourism mission and focus.
2. JM gave a 150 year celebration recap and update.
3. Group Updates
 - a. Discussion of Community Event Calendar and growing committee to have more representation. Discussed the needed staffing and maintenance to host such a calendar.
 - b. Group open to moving to in person meetings. JP to talk with Pat about the possibility of MONCA as hosting location.

Project Name:		Date:	05/05/2022
Meeting Purpose:	CHICO TOURISM COMMITTEE: ZONE MARKETING	Start:	11:00 AM
Place:	MONCA	End:	12:00 AM

Meeting Notes

Attending

Carolyn Denero (EBC) John Pearson (PCP), Linda Herman (Chico City Parks), Jennifer Macarthy (City of Chico), Tamba Sellu (Chico lodging), Rachel Simmons (Chico State), Pat Macias (monca), Audrey Taylor (DCBA)

Discussion

First in person Meeting for group thanks to Pat hosting committee at MONCA.

1. Budget review: [Chico Tourism Budget Tracking](#)
CD gave a breakdown of current financial balance.

Potential Funding opportunities:

Shuttles for hotels for Homecoming weekend. JP will be looking into cost and opportunities.

RS: Discussed Homecoming weekend plans. "Home" Games for CSUC sports teams, 100 seat guest count performances and selling beer and wine for event guests.

1. Project Updates
 - a. Community Activations
 - JP: Wildflower Weekend @ Fairgrounds Apr. 23-24
 - Chico Spring Clean Day - Apr. 30
 - LH: Shared headcount and how the day went. Better attendance than signups suggested.
 - Chico Bike Map - Collaboration with BCAG, GreenDot and LCI's to create and print a new Bike Map.
 - LH: City Has funds to pay for printing map
 - Next meeting will have a report of next steps and cost
2. Community Updates
 - DCBA Thursday Night Market ad promos are going well and ads are working.
 - Friday Night Concerts will have beer garden sponsored by SNBco. this year.

RS: Shared an intro and Update on CreativeCity. Building a stake holder group to move program forward. Report coming this month.

	Budget	Actual Spend	Reach	Frequency	Impressions	CPM	Clicks (All)	CPC (All)	CTR (All)	LandingPg Views	Views
Facebook	\$2,500.00	\$1,112.02	96,000	1.76	168,734	\$6.59	1580	\$0.70	0.94%	151	
Google Ads	\$2,500.00	\$2,489.61			374,410	\$6.65	1061				52,109
TOTALS		\$3,601.63			543,144		2641				
WEBSITE	Users	New Users	Sessions	Pages/ Session	Avg. Session Duration	Bounce Rate					
Facebook	1,026	1,018	1,107	1.16	0:00:23	90.06%					
Google Ads	196	196	247	1.16	0:00:53	90.28%					
TOTALS	1,222	1,214	1,354								

	View Rate	Avg. CPV	Run Dates	Geo Targeting	Targeting Characteristics	Media
Facebook			4/11 - 4/22, 2022	DMAs: Eureka, SF, Reno NV, Medford-Klamath Falls, Sacramento, Chico-Redding	Ages 18-64 People who match Interests: Adventure travel, Outdoor recreation, Road bicycle, Road cycling, Sport bike, USA Cycling, Cross-country cycling, Racing bicycle, Bike (magazine), Bicycle touring, Bicycling (magazine), Track cycling, Cycle sport, Tour de France, Cycling, Cycling team, Road bicycle racing, Bicycle, Cycling club, Travel or Cyclingnews.com	https://fb.me/
Google Ads	13.92%	\$0.05	4/11 - 4/23, 2022	DMAs: Eureka, SF, Reno NV, Medford-Klamath Falls, Sacramento, Chico-Redding	Cycling enthusiasts, sports & fitness, outdoor enthusiasts, cycling enthusiasts, outdoor activities	https://www.y
TOTALS						
WEBSITE						
Facebook						
Google Ads						
TOTALS						



P.O. Box 2154, Chico CA 95927. ExploreButteCounty.com

EXPLORE BUTTE COUNTY – MARKETING COMMITTEE MEETING

Wednesday, March 30, 2022

12:00 p.m. - 1:00 p.m.

Meeting via Zoom

<https://us02web.zoom.us/j/86404709516?pwd=VGpReU90Z2xSNWQ0SUJmMVVzdXlZUT09>

Meeting ID: 864 0470 9516

Passcode: 005757

AGENDA - With Links

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

COMMITTEE MEMBERS:

AGENDA

1. Advertising Budget Overview - Add this link
2. Committees
 - a. Creative
 - i. Mobile Visitor Center -
 1. [Van Wrap](#) (Draft)
 2. [Van Wrap](#) (Final)
 - ii. Adventure Pass
 1. In-market creative
 2. Launched digital campaign March 24
 3. How to find it:
<https://www.explorebuttecounty.com/adventure-pass>
 4. Marketplace:
<https://www.explorebuttecounty.com/>
 - iii. Website Reskin
 1. Meeting with all teams tomorrow evening.
 - a. Testing committee?
 - iv. Taglines
 1. Brand team still working through iterations
 2. Discussion around Explorers Welcome - any other takeaways?
 - b. Mobile Visitor Center Launch
 - i. Update & Volunteers: [Mobile Visitor Center](#)

[Schedule 2022](#)

- c. Swag items
 - i. Team to develop the giveaways
 - 1. Alicia to start this conversation
- d. Industry Communications
 - i. Who wants to meet to help me build that?
- e. Sustainability
 - i. Communications for this
 - 1. EBC's responsibility
 - ii. NTM - Update



- 3. Move to in-person meetings?
- 4. Other items not agendized
- 5. Adjourn



P.O. Box 2154, Chico CA 95927 | ExploreButteCounty.com

EXPLORE BUTTE COUNTY – MARKETING COMMITTEE MEETING

Wednesday, April 27, 2022
12:00 p.m. - 1:00 p.m.

Hybrid meeting, Zoom + In Person at EBC Office

NOTES

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

ATTENDANCE: (In person) Rachel Simmons, John Pearson, Ev Duran, Tamba Sellu, Jen Leonard, Carolyn Denero, Ashley Baer. (Via Zoom) Katie Simmons, Brett Sanders, Shelly James, Melissa Schuster, Tami Travis, Nicole Johansson, Dawn Nevers.

AGENDA

1. First Quarter Social and Web Report
 - a. [2022 Q1 Website & Social Media Report_V3.pdf](#)
 - b. Committee did not have any questions for discussion.
2. California Tourism Month (May): [Tourism Month](#)
 - a. Denero reviewed the Tourism Month plan for EBC. Board and Advisors will be asked to participate in one-on-one meetings with local officials.
 - b. Brett advised we lead with data and demonstrate why travel & tourism is important to our county.
3. Public launch of the updated logo
 - a. The logo lockup is done, brand guide is awaiting a few elements, but we need to lock up the tagline.
 - b. New brand elements are being incorporated in ads and the website is being designed in the new brand elements.
 - c. Anticipate the first phase of website facelift by June 1, all elements will roll out to meet that date.
4. Mobile Visitor Center Update
 - a. New art: [Van Wrap style 1 vs style 2.pdf](#)
 - i. Style 2 is being used to wrap the van. It is much bolder. Swag items available at the MVC will match the new logo, colors and fonts.
 - b. Community requests - discussion
 - i. Asked the committee if EBC should be open to



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accepting community applications for the MVC to be involved in events. EBC will create a loose policy and form for this and then see where it goes.

- c. Outreach Schedule: [Mobile Visitor Center Schedule 2022](#)

5. Creative

a. Adventure Pass

- i. Out-of-Market Creative: [EBC Adventure Pass Creative 042622.pdf](#)

1. This creative is for a summer execution of the Adventure Pass. It will launch out of market, pulsed in based on budget and PCo's suggested schedule.
2. Will market SF and Sacramento.
3. Will not launch publicly until there is an updated, new-brand, landing page on the EBC site, which should be mid-May.

- ii. Additional business participation?

1. This pass allows businesses to offer discounts for pass holders. If the committee has a connection with any visitor-serving business who would want to participate, please make the introduction.

b. Website Reskin: [EBC - Phase 1 - v2.pdf](#)

- i. The website reskin is based on phases of transition and budget. A web design company is working in conjunction with PCo to develop a front-end site that is clean and on brand.
- ii. Phase one will be to update all global fonts, colors, logos and the home page.
- iii. Phase two will include small page template updates.
- iv. All work will help streamline the site, make it clean and load faster.
- v. Both mobile and desktop will be developed and produced during this project.

c. Taglines

- i. Working document: [EBC Tagline Ideation](#)

1. Current tagline for EBC is "Explorers Welcome". We like it, but it can be redundant in advertising.
2. Still a work in progress. If anybody has suggestions, please make notes on the



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document.

6. Swag Team: [New Vs. Old Logo.pdf](#)
 - a. Alicia will be coordinating a meeting with those interested in providing feedback
 - b. Nicole to send information about electric fans. Anybody else who has ideas can connect with Alicia directly: alicia@explorebuttecounty.com
7. Industry Communications
 - a. Schedule subcommittee for this project
 - b. Will work into phase 3 of website update, final deliverable May 2023
 - i. Denero to start this project soon.
8. Sustainability - No updates
9. Other items not agendized
 - a. Katie Simmons - Festival Permit
 - i. The County will be looking for input on the permitting process for festivals. This is an opportunity for EBC to think about what type of events we want to attract and how regulations may affect that. More info available for those who want it.
 - b. Standing meeting date & time
 - i. This committee has been meeting on the last Wednesday of the month from 12-1 for some time, but as the group has grown it is time to revisit.
 - ii. Proposed a new standing date/time: last Wednesday of the month at 9:00am in person at the EBC office.
 1. Denero to send a follow up poll to the entire committee.
10. Adjourn
 - a. Adjourned at 1:07pm