



2022 BOARD OF DIRECTORS

Bruce Spangler, President
Lake Oroville Holiday Inn Express
& Suites, Oroville

Mohammad Billah, Vice President
University Inn, Chico

Jasmin Wilson, Treasurer
Dahl's Motel, Oroville

Nicole Johansson
Sierra Oro Farm Trail, Secretary

Jennifer Leonard
Almendra Winery & Distillery,
Durham

Ashley Limon
Oxford Suites, Chico

Haroon Saddique
Best Western Paradise Hotel,
Paradise

Tamba Sellu
Courtyard by Marriott, Chico

ADVISORY BOARD

Dani Aalfs, Lake Oroville Marinas

Victoria Anton, Feather River Recreation
and Park District

Sarah Boesen, Chico Chamber of
Commerce

Woody Culleton, Paradise Performing
Arts Center

Ev Duran, UTB Studios

Holly Jorgensen, Sacramento River
Watershed Project

Jennifer Macarthy, City of Chico

Tamara Maxey, Gold Nugget Museum

Debbie Moseley, Paradise Chocolate Fest

Dawn Nevers, City of Oroville

John Pearson, Pearson Collaborative Project

Brett Sanders, 3CORE

Melissa Schuster, Paradise Chamber of
Commerce

Marci Shadd, The Colonia Building

Katie Simmons, Butte County Administration

Audrey Taylor, Downtown Chico Business
Association

EXPLORE BUTTE COUNTY BOARD MEETING

January 12, 2023

Time: 10:00 am – 12:00 pm

326 Huss Drive
Chico, CA 95928

Board Room
OR

Via Zoom Link – NO VIDEO

[https://us02web.zoom.us/j/86144859495?pwd=RTZmQXo0SmtJan
dlaXIMakNkayt2Zz09](https://us02web.zoom.us/j/86144859495?pwd=RTZmQXo0SmtJan
dlaXIMakNkayt2Zz09)

Meeting ID: 861 4485 9495

Passcode: 172806

Phone: +1 669 900 9128

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 November 10, 2022

2.2 Approval of November and December 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 INTRODUCTION OF NEW EXECUTIVE DIRECTOR, NICHOLE FARLEY

The Recruitment Committee made a hiring decision and Nichole Farley is the new Executive Director for Explore Butte County.

Recommendation: *No recommendation, information only.*

4.2 REVIEW OF 2023 BUDGET (Jasmin Wilson)

Review of proposed 2023 Budget.

Recommendation: *No recommendation, update on progress.*

4.3 CHICO TOURISM COMMITTEE UPDATE (John Pearson)

General update on activity of the Chico Tourism Committee.

Recommendation: *No recommendation, reporting only*

4.4 OROVILLE TOURISM COMMITTEE UPDATE (Amber Miland)

General update on activity of the Oroville Tourism Committee.

Recommendation: *No recommendation, reporting only.*

5. **COMMUNICATIONS AND REPORTS**

5.1 ARPA PROJECT UPDATES (John Pearson)

- Travel Chico
- Wayfinding Signage Master Plan
- Special Event Support Grant (summary included in packet)

5.2 MARKETING & EVENTS UPDATE (Ashley Baer & Alicia Salas)

2022 Year in Review of marketing activities and an update on first quarter 2023 campaigns and events.

5.3 NOMINATING COMMITTEE (Bruce Spangler)

Nominating committee update on outreach for the 2023 Board and Committee appointments. Appointments will be confirmed at the annual business meeting.

5.4 ANNUAL BUSINESS MEETING (Bruce Spangler)

The annual business meeting will take place on March 09, 2023 at 12 pm.

6. **CLOSED SESSION** - None

7. **ADJOURNMENT**

Next regular board meeting is scheduled for March 09, 2023. This is the annual business meeting.



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Brett Sanders, 3CORE

Melissa Schuster, Paradise Chamber of
Commerce

Marci Shadd, The Colonia Building

Katie Simmons, Butte County Administration

Audrey Taylor, Downtown Chico Business
Association

EXPLORE BUTTE COUNTY BOARD MEETING

November 10, 2022
Time: 12:00 – 2:00 pm

326 Huss Drive
Chico, CA 95928

Board Room

OR

Via Zoom Link – NO VIDEO

MINUTES - DRAFT

1. Call to order and roll call – hybrid meeting, virtual votes will be considered aye, unless individual members abstain or verbally vote no. Meeting called to order by President Spangler at 12:10 pm. Introductions.

Present – Directors Spangler, Billah, Wilson, Johansson, Limon, Sellu. Advisors: Anton, Boesen, Macarthy, Moseley, Nevers, Schuster, Taylor.

Guests – Tami Travis, John Pearson, Shelly James, Pat Macias, Heather LaPlante

Staff – Baer, Salas

2. **CONSENT AGENDA**

2.1 Approval of Board Meeting Minutes from September 8, 2022

2.2 Approval of September and October Financials

A motion was made by Director Sellu and seconded by Director Billah to approve the consent agenda items.

The motion carried by the following vote:

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

NOES: None

ABSTENTIONS: None

3. **PUBLIC COMMENT**

Director Johansson reported that the Sierra Oro Farm Trail went well and will have a report next board meeting. Pat Macias announced that now until December 4th they will have an exhibit called Black Footsteps. Advisor Schuster announced that Paradise has begun the construction of Hope Plaza. Advisor Taylor announced that the Chico Ice Rink is opening on November 17th, Christmas Preview is happening, as well as the Christmas Tree lighting December 2nd. Advisor Nevers announced that Oroville's rebranding project is going well.

4. **REGULAR AGENDA**

4.1 RECOMMENDATION FOR EXPLORE BUTTE COUNTY TO SUPPORT MAIN COUNTY EVENTS (Bruce Spangler)

Discussion: Explore Butte County's support of major events in the County. This would be apart from the Zone Marketing Committee support. List of potential events: Chico Downtown Ice Rink, Wildflower Century Race, Salmon Festival, Johnny Appleseed Days, Red Suspenders Day. Total Number of events might be around 5, keeping Jurisdiction distribution close to annual contribution of jurisdictions.

The recommendation to consider setting annual County Events EBC will support each year outside Zone Marketing, and place a budget item and amount was moved to the next board meeting in January. This will allow EBC to send out a survey and collect data and have a new discussion

with more preparation at a later time. No action was taken at this time.

4.2 RECRUITMENT COMMITTEE UPDATE (Bruce Spangler)

SearchWide Global conducted extensive search for new Executive Director. The Recruitment Committee conducted zoom and in person interviews and have extended an offer of employment.

Update given. No action required.

4.3 CONSIDERATION OF DRAFT 2023 BUDGET (Jasmin Wilson)

The Finance Committee has met multiple times to create a draft budget for 2023. Draft is included for discussion and any final edits/considerations for a January approval.

Update given. No action required at this time. 2023 budget will be discussed and be adjusted as needed at the next board meeting.

4.4 CHICO TOURISM COMMITTEE UPDATE (John Pearson)

The Chico Tourism Committee reviewed remaining budget for the year, the results of CSUC Weekend and how to decide on sponsorship support for coming years.

Update given. No action required.

4.5 OROVILLE TOURISM COMMITTEE UPDATE (Amber Miland)

The Oroville Tourism Committee reviewed the budget for the year and approved \$500 from the sponsorship line item to support the Parade of Lights.

Update given. No action required.

5. COMMUNICATIONS AND REPORTS

5.1 ARPA PROJECT UPDATES (John Pearson)

- Travel Chico

- Wayfinding Signage Master Plan
- Special Event Support Grant (summary included in packet)

5.2 MARKETING UPDATE (Ashley Baer)

5.3 NOMINATING COMMITTEE – notices need to be distributed

6. **CLOSED SESSION** - None

7. **ADJOURNMENT**

Meeting was adjourned at 1:41 pm.

Minutes respectfully submitted by Alicia Salas.

Not Approved

Explore Butte County
Statement of Activities - Financial Income and Expense

Accrual Basis

November 2022

| | Chico ARPA | Event Support - County ARPA | Prior Year Reserved | Program | Wayfinding Signage -County ARPA | TOTAL |
|--|------------|-----------------------------|---------------------|-----------|---------------------------------|------------|
| Ordinary Income/Expense | | | | | | |
| Income | | | | | | |
| 4000 - Program Income | | | | | | |
| 4200 - Butte County | 0.00 | 0.00 | 0.00 | 2,147.30 | 0.00 | 2,147.30 |
| 4300 - Chico | 0.00 | 0.00 | 0.00 | 78,910.64 | 0.00 | 78,910.64 |
| 4400 - Oroville | 0.00 | 0.00 | 0.00 | 16,880.28 | 0.00 | 16,880.28 |
| Total 4000 - Program Income | 0.00 | 0.00 | 0.00 | 97,938.22 | 0.00 | 97,938.22 |
| 4800 - Other Types of Income | | | | | | |
| 4810 - Interest Income | 0.00 | 0.00 | 0.00 | 9.05 | 0.00 | 9.05 |
| 4820 - Chico ARPA | 50,000.00 | 0.00 | 0.00 | 0.00 | 0.00 | 50,000.00 |
| 4830 - County ARPA Events | 0.00 | 70,324.95 | 0.00 | 0.00 | 0.00 | 70,324.95 |
| Total 4800 - Other Types of Income | 50,000.00 | 70,324.95 | 0.00 | 9.05 | 0.00 | 120,334.00 |
| Total Income | 50,000.00 | 70,324.95 | 0.00 | 97,947.27 | 0.00 | 218,272.22 |
| Cost of Goods Sold | | | | | | |
| 5000 - 2% Fee | | | | | | |
| 5200 - 2% Fee - Butte County | 0.00 | 0.00 | 0.00 | 42.95 | 0.00 | 42.95 |
| 5300 - 2% Fee - Chico | 0.00 | 0.00 | 0.00 | 1,578.22 | 0.00 | 1,578.22 |
| 5400 - 2% Fee - Oroville | 0.00 | 0.00 | 0.00 | 337.61 | 0.00 | 337.61 |
| Total 5000 - 2% Fee | 0.00 | 0.00 | 0.00 | 1,958.78 | 0.00 | 1,958.78 |
| Total COGS | 0.00 | 0.00 | 0.00 | 1,958.78 | 0.00 | 1,958.78 |
| Gross Profit | 50,000.00 | 70,324.95 | 0.00 | 95,988.49 | 0.00 | 216,313.44 |
| Expense | | | | | | |
| 6000 - Sales and Marketing Expense | | | | | | |
| 6010 - Advertising | 0.00 | 0.00 | 0.00 | 21,112.16 | 0.00 | 21,112.16 |
| 6050 - Creative Services | 0.00 | 0.00 | 0.00 | 9,922.72 | 0.00 | 9,922.72 |
| 6070 - Dues and Memberships | 0.00 | 0.00 | 0.00 | 770.00 | 0.00 | 770.00 |
| 6100 - Marketing contracts | | | | | | |
| 6110 - Porter and Co | 0.00 | 0.00 | 0.00 | 5,427.50 | 175.80 | 5,603.30 |
| 6150 - Bandwango | 0.00 | 0.00 | 0.00 | 3,625.00 | 0.00 | 3,625.00 |
| 6160 - SeeSource | 0.00 | 0.00 | 0.00 | 2,247.00 | 0.00 | 2,247.00 |
| 6170 - John Pearson | 2,260.00 | 0.00 | 0.00 | 0.00 | 1,977.50 | 4,237.50 |
| Total 6100 - Marketing contracts | 2,260.00 | 0.00 | 0.00 | 11,299.50 | 2,153.30 | 15,712.80 |
| 6320 - Printing | 0.00 | 0.00 | 0.00 | 42.83 | 0.00 | 42.83 |
| 6400 - Staffing - Marketing | | | | | | |
| 6410 - Staffing - Marketing payroll | 0.00 | 0.00 | 0.00 | 7,643.68 | 0.00 | 7,643.68 |
| 6420 - Staffing - Payroll Taxes - Mktg | 0.00 | 0.00 | 0.00 | 584.74 | 0.00 | 584.74 |
| 6440 - Health insurance | 0.00 | 0.00 | 0.00 | 862.61 | 0.00 | 862.61 |
| Total 6400 - Staffing - Marketing | 0.00 | 0.00 | 0.00 | 9,091.03 | 0.00 | 9,091.03 |
| 6655 - Vehicle Maintenance | 0.00 | 0.00 | 0.00 | 212.76 | 0.00 | 212.76 |
| 6700 - Website | 0.00 | 0.00 | 0.00 | 250.60 | 0.00 | 250.60 |
| Total 6000 - Sales and Marketing Expense | 2,260.00 | 0.00 | 0.00 | 52,701.60 | 2,153.30 | 57,114.90 |
| 6900 - Zone and Micro-Marketing | | | | | | |
| 6910 - Chico Zone | 0.00 | 0.00 | 1,662.50 | 0.00 | 0.00 | 1,662.50 |
| Total 6900 - Zone and Micro-Marketing | 0.00 | 0.00 | 1,662.50 | 0.00 | 0.00 | 1,662.50 |
| 7000 - Administration Expenses | | | | | | |
| 7040 - Contract services | 0.00 | 0.00 | 0.00 | 1,667.20 | 0.00 | 1,667.20 |
| 7070 - General Administration | 0.00 | 0.00 | 0.00 | 119.77 | 0.00 | 119.77 |
| 7200 - Meals | 0.00 | 0.00 | 0.00 | 478.83 | 0.00 | 478.83 |
| 7310 - Postage | 0.00 | 0.00 | 0.00 | 183.41 | 0.00 | 183.41 |
| 7330 - Professional fees - Accounting | 0.00 | 0.00 | 0.00 | 2,125.00 | 0.00 | 2,125.00 |
| 7360 - Rent/ Office Space | 0.00 | 0.00 | 0.00 | 1,350.00 | 0.00 | 1,350.00 |
| 7400 - Staffing - Admin | | | | | | |
| 7410 - Staffing - Admin Payroll | 0.00 | 0.00 | 0.00 | 316.80 | 0.00 | 316.80 |
| 7420 - Payroll taxes - admin | 0.00 | 0.00 | 0.00 | 24.24 | 0.00 | 24.24 |
| 7440 - Health insurance | 0.00 | 0.00 | 0.00 | 40.99 | 0.00 | 40.99 |
| Total 7400 - Staffing - Admin | 0.00 | 0.00 | 0.00 | 382.03 | 0.00 | 382.03 |
| 7500 - Subscriptions | 0.00 | 0.00 | 0.00 | 99.70 | 0.00 | 99.70 |
| 7560 - Telephone, Telecommunications | 0.00 | 0.00 | 0.00 | 202.60 | 0.00 | 202.60 |
| 7570 - Travel | 0.00 | 0.00 | 0.00 | 67.14 | 0.00 | 67.14 |
| 7900 - Admin Expense - Other | 50.00 | 116.00 | 0.00 | 0.00 | 350.00 | 516.00 |
| Total 7000 - Administration Expenses | 50.00 | 116.00 | 0.00 | 6,675.68 | 350.00 | 7,191.68 |
| Total Expense | 2,310.00 | 116.00 | 1,662.50 | 59,377.28 | 2,503.30 | 65,969.08 |
| Net Ordinary Income | 47,690.00 | 70,208.95 | -1,662.50 | 36,611.21 | -2,503.30 | 150,344.36 |
| Net Income | 47,690.00 | 70,208.95 | -1,662.50 | 36,611.21 | -2,503.30 | 150,344.36 |

Explore Butte County Statement of Activities November 2022

| | Nov 22 |
|--|------------|
| Ordinary Income/Expense | |
| Income | |
| 4000 · Program Income | |
| 4200 · Butte County | 2,147.30 |
| 4300 · Chico | 78,910.64 |
| 4400 · Oroville | 16,880.28 |
| Total 4000 · Program Income | 97,938.22 |
| 4800 · Other Types of Income | |
| 4810 · Interest Income | 9.05 |
| 4820 · Chico ARPA | 50,000.00 |
| 4830 · County ARPA Events | 70,324.95 |
| Total 4800 · Other Types of Income | 120,334.00 |
| Total Income | 218,272.22 |
| Cost of Goods Sold | |
| 5000 · 2% Fee | |
| 5200 · 2% Fee - Butte County | 42.95 |
| 5300 · 2% Fee - Chico | 1,578.22 |
| 5400 · 2% Fee - Oroville | 337.61 |
| Total 5000 · 2% Fee | 1,958.78 |
| Total COGS | 1,958.78 |
| Gross Profit | 216,313.44 |
| Expense | |
| 6000 · Sales and Marketing Expense | |
| 6010 · Advertising | 21,112.16 |
| 6050 · Creative Services | 9,922.72 |
| 6070 · Dues and Memberships | 770.00 |
| 6100 · Marketing contracts | |
| 6110 · Porter and Co | 5,603.30 |
| 6150 · Bandwango | 3,625.00 |
| 6160 · SeeSource | 2,247.00 |
| 6170 · John Pearson | 4,237.50 |
| Total 6100 · Marketing contracts | 15,712.80 |
| 6320 · Printing | 42.83 |
| 6400 · Staffing - Marketing | |
| 6410 · Staffing - Marketing payroll | 7,643.68 |
| 6420 · Staffing - Payroll Taxes - Mktg | 584.74 |
| 6440 · Health insurance | 862.61 |
| Total 6400 · Staffing - Marketing | 9,091.03 |
| 6655 · Vehicle Maintenance | 212.76 |
| 6700 · Website | 250.60 |
| Total 6000 · Sales and Marketing Expense | 57,114.90 |
| 6900 · Zone and Micro-Marketing | |
| 6910 · Chico Zone | 1,662.50 |
| Total 6900 · Zone and Micro-Marketing | 1,662.50 |
| 7000 · Administration Expenses | |
| 7040 · Contract services | 1,667.20 |
| 7070 · General Administration | 119.77 |
| 7200 · Meals | 478.83 |
| 7310 · Postage | 183.41 |
| 7330 · Professional fees - Accounting | 2,125.00 |
| 7360 · Rent/ Office Space | 1,350.00 |

5:13 PM

12/28/22

Accrual Basis

Explore Butte County
Statement of Activities
November 2022

| | <u>Nov 22</u> |
|--------------------------------------|-------------------|
| 7400 · Staffing - Admin | |
| 7410 · Staffing - Admin Payroll | 316.80 |
| 7420 · Payroll taxes - admin | 24.24 |
| 7440 · Health insurance | 40.99 |
| | <hr/> |
| Total 7400 · Staffing - Admin | 382.03 |
| 7500 · Subscriptions | 99.70 |
| 7560 · Telephone, Telecommunications | 202.60 |
| 7570 · Travel | 67.14 |
| 7900 · Admin Expense- Other | 516.00 |
| | <hr/> |
| Total 7000 · Administration Expenses | 7,191.68 |
| | <hr/> |
| Total Expense | 65,969.08 |
| | <hr/> |
| Net Ordinary Income | 150,344.36 |
| | <hr/> |
| Net Income | 150,344.36 |
| | <hr/> <hr/> |

Explore Butte County

Statement of Financial Position

As of November 30, 2022

| | Nov 30, 22 |
|--|---------------------|
| ASSETS | |
| Current Assets | |
| Checking/Savings | |
| 1000 · Tri Counties Bank | 1,098,286.59 |
| Total Checking/Savings | 1,098,286.59 |
| Total Current Assets | 1,098,286.59 |
| Fixed Assets | |
| 1550 · Vehicle | 137,837.41 |
| 1500 · Furniture and Equipment | 18,184.70 |
| 1600 · Accumulated depreciation | -13,691.00 |
| Total Fixed Assets | 142,331.11 |
| TOTAL ASSETS | 1,240,617.70 |
| LIABILITIES & EQUITY | |
| Liabilities | |
| Current Liabilities | |
| Credit Cards | |
| 2100 · TCB Credit Card #1238-Carolyn D | 499.87 |
| 2101 · Credit Card #3044-Ashley Baer | 1,335.28 |
| 2102 · Credit Card #3036 -Alicia Salas | 1,711.76 |
| Total Credit Cards | 3,546.91 |
| Other Current Liabilities | |
| 2400 · Payroll Liabilities | 2,345.25 |
| Total Other Current Liabilities | 2,345.25 |
| Total Current Liabilities | 5,892.16 |
| Total Liabilities | 5,892.16 |
| 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 | -89,787.67 |
| Total Equity | 1,234,725.54 |
| TOTAL LIABILITIES & EQUITY | 1,240,617.70 |

5:18 PM

12/28/22

Accrual Basis

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

| | | Chico ARPA | |
|--------------------------------------|--------------|------------|----------------|
| | Jan - Nov 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 | 100,000.00 | 91,666.00 | 8,334.00 |
| 4835 · County ARPA Signage | 0.00 | | |
| 4830 · County ARPA Events | 0.00 | | |
| 4850 · Non-Lodging Participation | 0.00 | | |
| 4870 · Visitor Guide Advertising | 0.00 | | |
| 4800 · Other Types of Income - Other | 0.00 | | |
| Total 4800 · Other Types of Income | 100,000.00 | 91,666.00 | 8,334.00 |
| Total Income | 100,000.00 | 91,666.00 | 8,334.00 |
| 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 | 100,000.00 | 91,666.00 | 8,334.00 |
| 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 | | |

5:18 PM

12/28/22

Accrual Basis

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

| | | Chico ARPA | |
|---|------------------|------------------|-------------------|
| | Jan - Nov 22 | Budget | \$ Over Budget |
| 6100 · Marketing contracts | | | |
| 6110 · Porter and Co | 35,272.76 | | |
| 6140 · CrowdRiff | 0.00 | | |
| 6130 · Public Relations expense | 0.00 | | |
| 6150 · Bandwango | 0.00 | | |
| 6160 · SeeSource | 0.00 | | |
| 6170 · John Pearson | 19,676.87 | | |
| 6100 · Marketing contracts - Other | 0.00 | 78,834.00 | -78,834.00 |
| Total 6100 · Marketing contracts | 54,949.63 | 78,834.00 | -23,884.37 |
| 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 | 3,750.00 | | |
| 6420 · Staffing - Payroll Taxes - Mktg | 0.00 | | |
| 6430 · Workers comp insurance | 0.00 | | |
| 6440 · Health insurance | 0.00 | | |
| Total 6400 · Staffing - Marketing | 3,750.00 | | |
| 6655 · Vehicle Maintenance | 0.00 | | |
| 6700 · Website | 0.00 | | |
| Total 6000 · Sales and Marketing Expense | 58,699.63 | 78,834.00 | -20,134.37 |
| 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 | | |

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12/28/22

Accrual Basis

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

| | | Chico ARPA | |
|---|------------------|------------------|-------------------|
| | Jan - Nov 22 | Budget | \$ Over Budget |
| 7000 · Administration Expenses | | | |
| 7010 · Advertising | 0.00 | | |
| 7020 · Bank fees | 0.00 | | |
| 7030 · Conference, Convention, Meeting | 0.00 | | |
| 7040 · Contract services | 0.00 | | |
| 7050 · Education | 0.00 | | |
| 7060 · Filing fees/ taxes | 0.00 | | |
| 7070 · General Administration | 0.00 | | |
| 7100 · Insurance | 0.00 | | |
| 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 | 4,729.37 | 12,834.00 | -8,104.63 |
| Total 7000 · Administration Expenses | 4,729.37 | 12,834.00 | -8,104.63 |
| Total Expense | 63,429.00 | 91,668.00 | -28,239.00 |
| Net Ordinary Income | 36,571.00 | -2.00 | 36,573.00 |
| Net Income | 36,571.00 | -2.00 | 36,573.00 |

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

Event Support - County ARPA

| | Jan - Nov 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 | 70,324.95 | 49,313.00 | 21,011.95 |
| 4850 · Non-Lodging Participation | 0.00 | | |
| 4870 · Visitor Guide Advertising | 0.00 | 0.00 | 0.00 |
| 4800 · Other Types of Income - Other | 0.00 | | |
| Total 4800 · Other Types of Income | 70,324.95 | 49,313.00 | 21,011.95 |
| Total Income | 70,324.95 | 49,313.00 | 21,011.95 |
| 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 | 70,324.95 | 49,313.00 | 21,011.95 |
| 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 | | |

5:18 PM

12/28/22

Accrual Basis

Explore Butte County

Budget vs. Actual by Program/Projects

January through November 2022

| | Event Support - County ARPA | | |
|---|-----------------------------|-----------|----------------|
| | Jan - Nov 22 | Budget | \$ Over Budget |
| 6100 · Marketing contracts | | | |
| 6110 · Porter and Co | 0.00 | | |
| 6140 · CrowdRiff | 0.00 | | |
| 6130 · Public Relations expense | 0.00 | | |
| 6150 · Bandwango | 0.00 | | |
| 6160 · SeeSource | 0.00 | | |
| 6170 · John Pearson | 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 | 64,999.95 | 45,188.00 | 19,811.95 |
| 6355 · Hospitality for Hospitality | 0.00 | | |
| 6400 · Staffing - Marketing | | | |
| 6410 · Staffing - Marketing payroll | 750.00 | | |
| 6420 · Staffing - Payroll Taxes - Mktg | 0.00 | | |
| 6430 · Workers comp insurance | 0.00 | | |
| 6440 · Health insurance | 0.00 | | |
| Total 6400 · Staffing - Marketing | 750.00 | | |
| 6655 · Vehicle Maintenance | 0.00 | | |
| 6700 · Website | 0.00 | | |
| Total 6000 · Sales and Marketing Expense | 65,749.95 | 45,188.00 | 20,561.95 |
| 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 | | |

5:18 PM

12/28/22

Accrual Basis

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

| | Event Support - County ARPA | | |
|---|-----------------------------|------------------|------------------|
| | Jan - Nov 22 | Budget | \$ Over Budget |
| 7000 · Administration Expenses | | | |
| 7010 · Advertising | 275.00 | | |
| 7020 · Bank fees | 0.00 | | |
| 7030 · Conference, Convention, Meeting | 0.00 | | |
| 7040 · Contract services | 0.00 | | |
| 7050 · Education | 0.00 | | |
| 7060 · Filing fees/ taxes | 0.00 | | |
| 7070 · General Administration | 0.00 | | |
| 7100 · Insurance | 0.00 | | |
| 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 | 4,416.00 | 4,125.00 | 291.00 |
| Total 7000 · Administration Expenses | 4,691.00 | 4,125.00 | 566.00 |
| Total Expense | 70,440.95 | 49,313.00 | 21,127.95 |
| Net Ordinary Income | -116.00 | 0.00 | -116.00 |
| Net Income | -116.00 | 0.00 | -116.00 |

5:18 PM

12/28/22

Accrual Basis

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

| | Jan - Nov 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 | 5,500.00 | 1,416.38 |
| 4870 · Visitor Guide Advertising | 1,000.00 | 9,166.00 | -8,166.00 |
| 4800 · Other Types of Income - Other | 0.00 | | |
| Total 4800 · Other Types of Income | 7,916.38 | 14,666.00 | -6,749.62 |
| Total Income | 7,916.38 | 14,666.00 | -6,749.62 |
| 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 | 14,666.00 | -6,749.62 |
| Expense | | | |
| 6000 · Sales and Marketing Expense | | | |
| 6010 · Advertising | 3,900.00 | 5,500.00 | -1,600.00 |
| 6020 · Capital Display | 0.00 | | |
| 6030 · Conferences | 0.00 | | |
| 6050 · Creative Services | 0.00 | | |
| 6070 · Dues and Memberships | 0.00 | | |

5:18 PM

12/28/22

Accrual Basis

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

| | Jan - Nov 22 | Non-Lodging | |
|---|--------------|-------------|----------------|
| | | Budget | \$ Over Budget |
| 6100 · Marketing contracts | | | |
| 6110 · Porter and Co | 0.00 | | |
| 6140 · CrowdRiff | 0.00 | | |
| 6130 · Public Relations expense | 0.00 | | |
| 6150 · Bandwango | 0.00 | | |
| 6160 · SeeSource | 0.00 | | |
| 6170 · John Pearson | 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 | 9,166.00 | -9,166.00 |
| 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 | 14,666.00 | -10,766.00 |
| 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 | | |

5:18 PM

12/28/22

Accrual Basis

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

| | | Non-Lodging | |
|---|-----------------|------------------|-------------------|
| | Jan - Nov 22 | Budget | \$ Over Budget |
| 7000 · Administration Expenses | | | |
| 7010 · Advertising | 0.00 | | |
| 7020 · Bank fees | 30.23 | | |
| 7030 · Conference, Convention, Meeting | 0.00 | | |
| 7040 · Contract services | 0.00 | | |
| 7050 · Education | 0.00 | | |
| 7060 · Filing fees/ taxes | 0.00 | | |
| 7070 · General Administration | 0.00 | | |
| 7100 · Insurance | 0.00 | | |
| 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 | 14,666.00 | -10,735.77 |
| Net Ordinary Income | 3,986.15 | 0.00 | 3,986.15 |
| Net Income | 3,986.15 | 0.00 | 3,986.15 |

5:18 PM

12/28/22

Accrual Basis

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

| | Jan - Nov 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 | | |
| 4800 · Other Types of Income - Other | 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 | 13,350.00 | | |
| 6020 · Capital Display | 0.00 | | |
| 6030 · Conferences | 0.00 | | |
| 6050 · Creative Services | 0.00 | | |
| 6070 · Dues and Memberships | 0.00 | | |

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

| | | Prior Year Reserved | |
|---|-------------------|---------------------|-------------------|
| | Jan - Nov 22 | Budget | \$ Over Budget |
| 6100 · Marketing contracts | | | |
| 6110 · Porter and Co | 28,446.98 | 50,416.00 | -21,969.02 |
| 6140 · CrowdRiff | 0.00 | | |
| 6130 · Public Relations expense | 0.00 | | |
| 6150 · Bandwango | 0.00 | | |
| 6160 · SeeSource | 0.00 | | |
| 6170 · John Pearson | 0.00 | | |
| 6100 · Marketing contracts - Other | 0.00 | | |
| Total 6100 · Marketing contracts | 28,446.98 | 50,416.00 | -21,969.02 |
| 6200 · Meals | 0.00 | | |
| 6310 · Postage | 0.00 | | |
| 6320 · Printing | 31,418.33 | | |
| 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 | 7,085.84 | 87,084.00 | -79,998.16 |
| 6700 · Website | 57,162.50 | | |
| Total 6000 · Sales and Marketing Expense | 137,463.65 | 137,500.00 | -36.35 |
| 6900 · Zone and Micro-Marketing | | | |
| 6905 · Outside Contract Services | 500.00 | | |
| 6910 · Chico Zone | 53,687.09 | 53,166.00 | 521.09 |
| 6920 · Paradise Zone | 3,000.00 | 1,375.00 | 1,625.00 |
| 6930 · Oroville Zone | 29,287.22 | 16,959.00 | 12,328.22 |
| 6940 · Other Zone | 0.00 | 1,284.00 | -1,284.00 |
| Total 6900 · Zone and Micro-Marketing | 86,474.31 | 72,784.00 | 13,690.31 |

5:18 PM

12/28/22

Accrual Basis

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

| | | Prior Year Reserved | |
|---|--------------------|---------------------|-------------------|
| | Jan - Nov 22 | Budget | \$ Over Budget |
| 7000 · Administration Expenses | | | |
| 7010 · Advertising | 0.00 | | |
| 7020 · Bank fees | 0.00 | | |
| 7030 · Conference, Convention, Meeting | 0.00 | | |
| 7040 · Contract services | 0.00 | | |
| 7050 · Education | 0.00 | | |
| 7060 · Filing fees/ taxes | 0.00 | | |
| 7070 · General Administration | 0.00 | | |
| 7100 · Insurance | 0.00 | | |
| 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 | 223,937.96 | 210,284.00 | 13,653.96 |
| Net Ordinary Income | -223,937.96 | -210,284.00 | -13,653.96 |
| Net Income | -223,937.96 | -210,284.00 | -13,653.96 |

5:18 PM

12/28/22

Accrual Basis

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

| | Jan - Nov 22 | Program Budget | \$ Over Budget |
|---|-------------------|-------------------|-------------------|
| Ordinary Income/Expense | | | |
| Income | | | |
| 4000 · Program Income | | | |
| 4200 · Butte County | 5,246.43 | 2,882.00 | 2,364.43 |
| 4300 · Chico | 510,042.41 | 560,767.00 | -50,724.59 |
| 4350 · Gridley | 9,442.72 | 7,636.00 | 1,806.72 |
| 4400 · Oroville | 160,366.40 | 182,480.00 | -22,113.60 |
| 4500 · Paradise | 46,065.67 | 25,401.00 | 20,664.67 |
| Total 4000 · Program Income | 731,163.63 | 779,166.00 | -48,002.37 |
| 4800 · Other Types of Income | | | |
| 4810 · Interest Income | 98.74 | | |
| 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 | | |
| 4800 · Other Types of Income - Other | 676.17 | | |
| Total 4800 · Other Types of Income | 7,674.91 | | |
| Total Income | 738,838.54 | 779,166.00 | -40,327.46 |
| Cost of Goods Sold | | | |
| 5000 · 2% Fee | | | |
| 5200 · 2% Fee - Butte County | 104.93 | 57.00 | 47.93 |
| 5300 · 2% Fee - Chico | 10,200.86 | 11,215.00 | -1,014.14 |
| 5350 · 2% Fee - Gridley | 188.86 | 153.00 | 35.86 |
| 5400 · 2% Fee - Oroville | 3,207.33 | 3,650.00 | -442.67 |
| 5500 · 2% Fee - Paradise | 921.32 | 508.00 | 413.32 |
| Total 5000 · 2% Fee | 14,623.30 | 15,583.00 | -959.70 |
| Total COGS | 14,623.30 | 15,583.00 | -959.70 |
| Gross Profit | 724,215.24 | 763,583.00 | -39,367.76 |
| Expense | | | |
| 6000 · Sales and Marketing Expense | | | |
| 6010 · Advertising | 168,007.64 | 162,709.00 | 5,298.64 |
| 6020 · Capital Display | 0.00 | 1,375.00 | -1,375.00 |
| 6030 · Conferences | 3.89 | 1,834.00 | -1,830.11 |
| 6050 · Creative Services | 73,583.88 | 58,666.00 | 14,917.88 |
| 6070 · Dues and Memberships | 1,020.00 | 3,666.00 | -2,646.00 |

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

| | Jan - Nov 22 | Program Budget | \$ Over Budget |
|---|-------------------|-------------------|-------------------|
| 6100 · Marketing contracts | | | |
| 6110 · Porter and Co | 51,539.62 | 41,984.00 | 9,555.62 |
| 6140 · CrowdRiff | 15,049.12 | 13,796.00 | 1,253.12 |
| 6130 · Public Relations expense | 9,715.00 | 13,750.00 | -4,035.00 |
| 6150 · Bandwango | 3,625.00 | 13,291.00 | -9,666.00 |
| 6160 · SeeSource | 24,717.00 | 25,209.00 | -492.00 |
| 6170 · John Pearson | 0.00 | | |
| 6100 · Marketing contracts - Other | 3,850.47 | | |
| Total 6100 · Marketing contracts | 108,496.21 | 108,030.00 | 466.21 |
| 6200 · Meals | 276.34 | 275.00 | 1.34 |
| 6310 · Postage | 1,020.25 | 2,291.00 | -1,270.75 |
| 6320 · Printing | 790.33 | 5,500.00 | -4,709.67 |
| 6340 · Public Relations | 7,232.25 | 5,500.00 | 1,732.25 |
| 6350 · Sales and Marketing Exp. -Other | 812.31 | 1,834.00 | -1,021.69 |
| 6360 · Sponsorships | 270.62 | | |
| 6355 · Hospitality for Hospitality | 102.25 | 2,291.00 | -2,188.75 |
| 6400 · Staffing - Marketing | | | |
| 6410 · Staffing - Marketing payroll | 110,324.82 | 145,750.00 | -35,425.18 |
| 6420 · Staffing - Payroll Taxes - Mktg | 9,354.94 | 13,750.00 | -4,395.06 |
| 6430 · Workers comp insurance | 2,094.06 | 1,695.00 | 399.06 |
| 6440 · Health insurance | 11,928.72 | 13,750.00 | -1,821.28 |
| Total 6400 · Staffing - Marketing | 133,702.54 | 174,945.00 | -41,242.46 |
| 6655 · Vehicle Maintenance | 985.89 | 4,584.00 | -3,598.11 |
| 6700 · Website | 6,227.48 | 11,916.00 | -5,688.52 |
| Total 6000 · Sales and Marketing Expense | 502,531.88 | 545,416.00 | -42,884.12 |
| 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 | | |

5:18 PM

12/28/22

Accrual Basis

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

| | | Program | |
|---|-------------------|-------------------|-------------------|
| | Jan - Nov 22 | Budget | \$ Over Budget |
| 7000 · Administration Expenses | | | |
| 7010 · Advertising | 0.00 | 660.00 | -660.00 |
| 7020 · Bank fees | 38.99 | 91.00 | -52.01 |
| 7030 · Conference, Convention, Meeting | 2,764.24 | 4,584.00 | -1,819.76 |
| 7040 · Contract services | 24,539.20 | | |
| 7050 · Education | 1,043.79 | 4,584.00 | -3,540.21 |
| 7060 · Filing fees/ taxes | 0.00 | 91.00 | -91.00 |
| 7070 · General Administration | 14,819.29 | 9,166.00 | 5,653.29 |
| 7100 · Insurance | 1,821.00 | 5,500.00 | -3,679.00 |
| 7200 · Meals | 1,260.11 | 1,145.00 | 115.11 |
| 7210 · Membership dues | 1,000.00 | 2,291.00 | -1,291.00 |
| 7300 · Office supplies | 1,038.01 | 2,750.00 | -1,711.99 |
| 7310 · Postage | 1,302.03 | 459.00 | 843.03 |
| 7320 · Printing and Copying | 956.81 | 916.00 | 40.81 |
| 7330 · Professional fees - Accounting | 12,459.99 | 22,916.00 | -10,456.01 |
| 7340 · Professional fees - Legal | 0.00 | 3,177.00 | -3,177.00 |
| 7350 · Promotion | 0.00 | 91.00 | -91.00 |
| 7360 · Rent/ Office Space | 6,930.00 | 7,700.00 | -770.00 |
| 7400 · Staffing - Admin | | | |
| 7410 · Staffing - Admin Payroll | 18,015.56 | 20,350.00 | -2,334.44 |
| 7420 · Payroll taxes - admin | 1,582.68 | 2,695.00 | -1,112.32 |
| 7430 · Workers comp insurance | 385.04 | 288.00 | 97.04 |
| 7440 · Health insurance | 1,635.81 | 2,750.00 | -1,114.19 |
| Total 7400 · Staffing - Admin | 21,619.09 | 26,083.00 | -4,463.91 |
| 7500 · Subscriptions | 2,064.97 | 10,084.00 | -8,019.03 |
| 7560 · Telephone, Telecommunications | 2,370.16 | 3,355.00 | -984.84 |
| 7570 · Travel | 2,836.61 | 5,729.00 | -2,892.39 |
| 7900 · Admin Expense- Other | 399.60 | 5,500.00 | -5,100.40 |
| Total 7000 · Administration Expenses | 99,263.89 | 116,872.00 | -17,608.11 |
| Total Expense | 606,121.80 | 662,288.00 | -56,166.20 |
| Net Ordinary Income | 118,093.44 | 101,295.00 | 16,798.44 |
| Net Income | 118,093.44 | 101,295.00 | 16,798.44 |

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

Wayfinding Signage -County ARPA

| | Jan - Nov 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 | 89,375.00 | -89,375.00 |
| 4830 · County ARPA Events | 0.00 | | |
| 4850 · Non-Lodging Participation | 0.00 | | |
| 4870 · Visitor Guide Advertising | 0.00 | | |
| 4800 · Other Types of Income - Other | 0.00 | | |
| Total 4800 · Other Types of Income | 0.00 | 89,375.00 | -89,375.00 |
| Total Income | 0.00 | 89,375.00 | -89,375.00 |
| 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 | 89,375.00 | -89,375.00 |
| 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 | | |

5:18 PM

12/28/22

Accrual Basis

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

| | Wayfinding Signage -County ARPA | | |
|---|---------------------------------|------------------|-------------------|
| | Jan - Nov 22 | Budget | \$ Over Budget |
| 6100 · Marketing contracts | | | |
| 6110 · Porter and Co | 175.80 | 77,916.00 | -77,740.20 |
| 6140 · CrowdRiff | 0.00 | | |
| 6130 · Public Relations expense | 0.00 | | |
| 6150 · Bandwango | 0.00 | | |
| 6160 · SeeSource | 0.00 | | |
| 6170 · John Pearson | 16,912.50 | | |
| 6100 · Marketing contracts - Other | 0.00 | | |
| Total 6100 · Marketing contracts | 17,088.30 | 77,916.00 | -60,827.70 |
| 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 | 2,750.00 | | |
| 6420 · Staffing - Payroll Taxes - Mktg | 0.00 | | |
| 6430 · Workers comp insurance | 0.00 | | |
| 6440 · Health insurance | 0.00 | | |
| Total 6400 · Staffing - Marketing | 2,750.00 | | |
| 6655 · Vehicle Maintenance | 0.00 | | |
| 6700 · Website | 0.00 | | |
| Total 6000 · Sales and Marketing Expense | 19,838.30 | 77,916.00 | -58,077.70 |
| 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 | |

5:18 PM

12/28/22

Accrual Basis

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

| | Wayfinding Signage -County ARPA | | |
|---|---------------------------------|------------------|-------------------|
| | Jan - Nov 22 | Budget | \$ Over Budget |
| 7000 · Administration Expenses | | | |
| 7010 · Advertising | 0.00 | | |
| 7020 · Bank fees | 0.00 | | |
| 7030 · Conference, Convention, Meeting | 0.00 | | |
| 7040 · Contract services | 0.00 | | |
| 7050 · Education | 0.00 | | |
| 7060 · Filing fees/ taxes | 0.00 | | |
| 7070 · General Administration | 0.00 | | |
| 7100 · Insurance | 0.00 | | |
| 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 | 4,546.00 | 11,459.00 | -6,913.00 |
| Total 7000 · Administration Expenses | 4,546.00 | 11,459.00 | -6,913.00 |
| Total Expense | 24,384.30 | 89,375.00 | -64,990.70 |
| Net Ordinary Income | -24,384.30 | 0.00 | -24,384.30 |
| Net Income | -24,384.30 | 0.00 | -24,384.30 |

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

| | | TOTAL | |
|---|--------------|--------------|----------------|
| | Jan - Nov 22 | Budget | \$ Over Budget |
| Ordinary Income/Expense | | | |
| Income | | | |
| 4000 · Program Income | | | |
| 4200 · Butte County | 5,246.43 | 2,882.00 | 2,364.43 |
| 4300 · Chico | 510,042.41 | 560,767.00 | -50,724.59 |
| 4350 · Gridley | 9,442.72 | 7,636.00 | 1,806.72 |
| 4400 · Oroville | 160,366.40 | 182,480.00 | -22,113.60 |
| 4500 · Paradise | 46,065.67 | 25,401.00 | 20,664.67 |
| Total 4000 · Program Income | 731,163.63 | 779,166.00 | -48,002.37 |
| 4800 · Other Types of Income | | | |
| 4810 · Interest Income | 98.74 | 0.00 | 98.74 |
| 4820 · Chico ARPA | 100,000.00 | 91,666.00 | 8,334.00 |
| 4835 · County ARPA Signage | 0.00 | 89,375.00 | -89,375.00 |
| 4830 · County ARPA Events | 70,324.95 | 49,313.00 | 21,011.95 |
| 4850 · Non-Lodging Participation | 13,816.38 | 5,500.00 | 8,316.38 |
| 4870 · Visitor Guide Advertising | 1,000.00 | 9,166.00 | -8,166.00 |
| 4800 · Other Types of Income - Other | 676.17 | 0.00 | 676.17 |
| Total 4800 · Other Types of Income | 185,916.24 | 245,020.00 | -59,103.76 |
| Total Income | 917,079.87 | 1,024,186.00 | -107,106.13 |
| Cost of Goods Sold | | | |
| 5000 · 2% Fee | | | |
| 5200 · 2% Fee - Butte County | 104.93 | 57.00 | 47.93 |
| 5300 · 2% Fee - Chico | 10,200.86 | 11,215.00 | -1,014.14 |
| 5350 · 2% Fee - Gridley | 188.86 | 153.00 | 35.86 |
| 5400 · 2% Fee - Oroville | 3,207.33 | 3,650.00 | -442.67 |
| 5500 · 2% Fee - Paradise | 921.32 | 508.00 | 413.32 |
| Total 5000 · 2% Fee | 14,623.30 | 15,583.00 | -959.70 |
| Total COGS | 14,623.30 | 15,583.00 | -959.70 |
| Gross Profit | 902,456.57 | 1,008,603.00 | -106,146.43 |
| Expense | | | |
| 6000 · Sales and Marketing Expense | | | |
| 6010 · Advertising | 185,257.64 | 168,209.00 | 17,048.64 |
| 6020 · Capital Display | 0.00 | 1,375.00 | -1,375.00 |
| 6030 · Conferences | 3.89 | 1,834.00 | -1,830.11 |
| 6050 · Creative Services | 73,583.88 | 58,666.00 | 14,917.88 |
| 6070 · Dues and Memberships | 1,020.00 | 3,666.00 | -2,646.00 |

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

| | | TOTAL | |
|---|-------------------|-------------------|--------------------|
| | Jan - Nov 22 | Budget | \$ Over Budget |
| 6100 · Marketing contracts | | | |
| 6110 · Porter and Co | 115,435.16 | 170,316.00 | -54,880.84 |
| 6140 · CrowdRiff | 15,049.12 | 13,796.00 | 1,253.12 |
| 6130 · Public Relations expense | 9,715.00 | 13,750.00 | -4,035.00 |
| 6150 · Bandwango | 3,625.00 | 13,291.00 | -9,666.00 |
| 6160 · SeeSource | 24,717.00 | 25,209.00 | -492.00 |
| 6170 · John Pearson | 36,589.37 | 0.00 | 36,589.37 |
| 6100 · Marketing contracts - Other | 3,850.47 | 78,834.00 | -74,983.53 |
| Total 6100 · Marketing contracts | 208,981.12 | 315,196.00 | -106,214.88 |
| 6200 · Meals | 276.34 | 275.00 | 1.34 |
| 6310 · Postage | 1,020.25 | 2,291.00 | -1,270.75 |
| 6320 · Printing | 32,208.66 | 14,666.00 | 17,542.66 |
| 6340 · Public Relations | 7,232.25 | 5,500.00 | 1,732.25 |
| 6350 · Sales and Marketing Exp. -Other | 812.31 | 1,834.00 | -1,021.69 |
| 6360 · Sponsorships | 65,270.57 | 45,188.00 | 20,082.57 |
| 6355 · Hospitality for Hospitality | 102.25 | 2,291.00 | -2,188.75 |
| 6400 · Staffing - Marketing | | | |
| 6410 · Staffing - Marketing payroll | 117,574.82 | 145,750.00 | -28,175.18 |
| 6420 · Staffing - Payroll Taxes - Mktg | 9,354.94 | 13,750.00 | -4,395.06 |
| 6430 · Workers comp insurance | 2,094.06 | 1,695.00 | 399.06 |
| 6440 · Health insurance | 11,928.72 | 13,750.00 | -1,821.28 |
| Total 6400 · Staffing - Marketing | 140,952.54 | 174,945.00 | -33,992.46 |
| 6655 · Vehicle Maintenance | 8,071.73 | 91,668.00 | -83,596.27 |
| 6700 · Website | 63,389.98 | 11,916.00 | 51,473.98 |
| Total 6000 · Sales and Marketing Expense | 788,183.41 | 899,520.00 | -111,336.59 |
| 6900 · Zone and Micro-Marketing | | | |
| 6905 · Outside Contract Services | 500.00 | 0.00 | 500.00 |
| 6910 · Chico Zone | 58,013.12 | 53,166.00 | 4,847.12 |
| 6920 · Paradise Zone | 3,000.00 | 1,375.00 | 1,625.00 |
| 6930 · Oroville Zone | 29,287.22 | 16,959.00 | 12,328.22 |
| 6940 · Other Zone | 0.00 | 1,284.00 | -1,284.00 |
| Total 6900 · Zone and Micro-Marketing | 90,800.34 | 72,784.00 | 18,016.34 |

5:18 PM

12/28/22

Accrual Basis

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

| | | TOTAL | |
|---|-------------------|---------------------|--------------------|
| | Jan - Nov 22 | Budget | \$ Over Budget |
| 7000 · Administration Expenses | | | |
| 7010 · Advertising | 275.00 | 660.00 | -385.00 |
| 7020 · Bank fees | 69.22 | 91.00 | -21.78 |
| 7030 · Conference, Convention, Meeting | 2,764.24 | 4,584.00 | -1,819.76 |
| 7040 · Contract services | 24,539.20 | 0.00 | 24,539.20 |
| 7050 · Education | 1,043.79 | 4,584.00 | -3,540.21 |
| 7060 · Filing fees/ taxes | 0.00 | 91.00 | -91.00 |
| 7070 · General Administration | 14,819.29 | 9,166.00 | 5,653.29 |
| 7100 · Insurance | 1,821.00 | 5,500.00 | -3,679.00 |
| 7200 · Meals | 1,260.11 | 1,145.00 | 115.11 |
| 7210 · Membership dues | 1,000.00 | 2,291.00 | -1,291.00 |
| 7300 · Office supplies | 1,038.01 | 2,750.00 | -1,711.99 |
| 7310 · Postage | 1,302.03 | 459.00 | 843.03 |
| 7320 · Printing and Copying | 956.81 | 916.00 | 40.81 |
| 7330 · Professional fees - Accounting | 12,459.99 | 22,916.00 | -10,456.01 |
| 7340 · Professional fees - Legal | 0.00 | 3,177.00 | -3,177.00 |
| 7350 · Promotion | 0.00 | 91.00 | -91.00 |
| 7360 · Rent/ Office Space | 6,930.00 | 7,700.00 | -770.00 |
| 7400 · Staffing - Admin | | | |
| 7410 · Staffing - Admin Payroll | 18,015.56 | 20,350.00 | -2,334.44 |
| 7420 · Payroll taxes - admin | 1,582.68 | 2,695.00 | -1,112.32 |
| 7430 · Workers comp insurance | 385.04 | 288.00 | 97.04 |
| 7440 · Health insurance | 1,635.81 | 2,750.00 | -1,114.19 |
| Total 7400 · Staffing - Admin | 21,619.09 | 26,083.00 | -4,463.91 |
| 7500 · Subscriptions | 2,064.97 | 10,084.00 | -8,019.03 |
| 7560 · Telephone, Telecommunications | 2,370.16 | 3,355.00 | -984.84 |
| 7570 · Travel | 2,836.61 | 5,729.00 | -2,892.39 |
| 7900 · Admin Expense- Other | 14,090.97 | 33,918.00 | -19,827.03 |
| Total 7000 · Administration Expenses | 113,260.49 | 145,290.00 | -32,029.51 |
| Total Expense | 992,244.24 | 1,117,594.00 | -125,349.76 |
| Net Ordinary Income | -89,787.67 | -108,991.00 | 19,203.33 |
| Net Income | -89,787.67 | -108,991.00 | 19,203.33 |

Explore Butte County

Statement of Activities - Financial Income and Expense

January through November 2022

| | Chico ARPA | Event Support - County ARPA | Non-Lodging | Prior Year Reserved | Program | Wayfinding Signage -County ARPA | TOTAL |
|--|------------|-----------------------------|-------------|---------------------|------------|---------------------------------|------------|
| Ordinary Income/Expense | | | | | | | |
| Income | | | | | | | |
| 4000 - Program Income | | | | | | | |
| 4200 - Butte County | 0.00 | 0.00 | 0.00 | 0.00 | 5,246.43 | 0.00 | 5,246.43 |
| 4300 - Chico | 0.00 | 0.00 | 0.00 | 0.00 | 510,042.41 | 0.00 | 510,042.41 |
| 4350 - Gridley | 0.00 | 0.00 | 0.00 | 0.00 | 9,442.72 | 0.00 | 9,442.72 |
| 4400 - Oroville | 0.00 | 0.00 | 0.00 | 0.00 | 160,366.40 | 0.00 | 160,366.40 |
| 4500 - Paradise | 0.00 | 0.00 | 0.00 | 0.00 | 46,065.67 | 0.00 | 46,065.67 |
| Total 4000 - Program Income | 0.00 | 0.00 | 0.00 | 0.00 | 731,163.63 | 0.00 | 731,163.63 |
| 4800 - Other Types of Income | | | | | | | |
| 4810 - Interest Income | 0.00 | 0.00 | 0.00 | 0.00 | 98.74 | 0.00 | 98.74 |
| 4820 - Chico ARPA | 100,000.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 100,000.00 |
| 4830 - County ARPA Events | 0.00 | 70,324.95 | 0.00 | 0.00 | 0.00 | 0.00 | 70,324.95 |
| 4850 - Non-Lodging Participation | 0.00 | 0.00 | 8,916.38 | 0.00 | 6,960.00 | 0.00 | 13,816.38 |
| 4870 - Visitor Guide Advertising | 0.00 | 0.00 | 1,000.00 | 0.00 | 0.00 | 0.00 | 1,000.00 |
| 4880 - Other Types of Income - Other | 0.00 | 0.00 | 0.00 | 0.00 | 676.17 | 0.00 | 676.17 |
| Total 4800 - Other Types of Income | 100,000.00 | 70,324.95 | 7,916.38 | 0.00 | 7,674.91 | 0.00 | 185,916.24 |
| Total Income | 100,000.00 | 70,324.95 | 7,916.38 | 0.00 | 738,838.54 | 0.00 | 917,079.87 |
| Cost of Goods Sold | | | | | | | |
| 5000 - 2% Fee | | | | | | | |
| 5200 - 2% Fee - Butte County | 0.00 | 0.00 | 0.00 | 0.00 | 104.93 | 0.00 | 104.93 |
| 5300 - 2% Fee - Chico | 0.00 | 0.00 | 0.00 | 0.00 | 10,200.86 | 0.00 | 10,200.86 |
| 5350 - 2% Fee - Gridley | 0.00 | 0.00 | 0.00 | 0.00 | 198.86 | 0.00 | 198.86 |
| 5400 - 2% Fee - Oroville | 0.00 | 0.00 | 0.00 | 0.00 | 3,207.33 | 0.00 | 3,207.33 |
| 5500 - 2% Fee - Paradise | 0.00 | 0.00 | 0.00 | 0.00 | 921.32 | 0.00 | 921.32 |
| Total 5000 - 2% Fee | 0.00 | 0.00 | 0.00 | 0.00 | 14,623.30 | 0.00 | 14,623.30 |
| Total COGS | 0.00 | 0.00 | 0.00 | 0.00 | 14,623.30 | 0.00 | 14,623.30 |
| Gross Profit | 100,000.00 | 70,324.95 | 7,916.38 | 0.00 | 724,215.24 | 0.00 | 902,456.57 |
| Expense | | | | | | | |
| 6000 - Sales and Marketing Expense | | | | | | | |
| 6010 - Advertising | 0.00 | 0.00 | 3,900.00 | 13,350.00 | 168,007.64 | 0.00 | 185,257.64 |
| 6030 - Conferences | 0.00 | 0.00 | 0.00 | 0.00 | 3.89 | 0.00 | 3.89 |
| 6050 - Creative Services | 0.00 | 0.00 | 0.00 | 0.00 | 73,583.88 | 0.00 | 73,583.88 |
| 6070 - Dues and Memberships | 0.00 | 0.00 | 0.00 | 0.00 | 1,020.00 | 0.00 | 1,020.00 |
| 6100 - Marketing contracts | | | | | | | |
| 6110 - Porter and Co | 35,272.76 | 0.00 | 0.00 | 28,446.98 | 51,539.62 | 175.80 | 115,435.16 |
| 6140 - CrowdRiff | 0.00 | 0.00 | 0.00 | 0.00 | 15,049.12 | 0.00 | 15,049.12 |
| 6150 - Public Relations expense | 0.00 | 0.00 | 0.00 | 0.00 | 9,715.00 | 0.00 | 9,715.00 |
| 6180 - Bandwango | 0.00 | 0.00 | 0.00 | 0.00 | 3,625.00 | 0.00 | 3,625.00 |
| 6180 - SeeSource | 0.00 | 0.00 | 0.00 | 0.00 | 24,717.00 | 0.00 | 24,717.00 |
| 6170 - John Pearson | 19,676.87 | 0.00 | 0.00 | 0.00 | 0.00 | 16,972.50 | 36,586.37 |
| 6100 - Marketing contracts - Other | 0.00 | 0.00 | 0.00 | 0.00 | 3,850.47 | 0.00 | 3,850.47 |
| Total 6100 - Marketing contracts | 54,949.63 | 0.00 | 0.00 | 28,446.98 | 108,496.21 | 17,088.30 | 208,981.12 |
| 6200 - Meals | 0.00 | 0.00 | 0.00 | 0.00 | 276.34 | 0.00 | 276.34 |
| 6310 - Postage | 0.00 | 0.00 | 0.00 | 0.00 | 1,020.25 | 0.00 | 1,020.25 |
| 6320 - Printing | 0.00 | 0.00 | 0.00 | 0.00 | 790.33 | 0.00 | 790.33 |
| 6340 - Public Relations | 0.00 | 0.00 | 0.00 | 31,418.33 | 7,232.25 | 0.00 | 32,208.66 |
| 6350 - Sales and Marketing Exp. - Other | 0.00 | 0.00 | 0.00 | 0.00 | 812.31 | 0.00 | 812.31 |
| 6360 - Sponsorships | 0.00 | 64,999.95 | 0.00 | 0.00 | 270.62 | 0.00 | 65,270.57 |
| 6355 - Hospitality for Hospitality | 0.00 | 0.00 | 0.00 | 0.00 | 102.25 | 0.00 | 102.25 |
| 6400 - Staffing - Marketing | | | | | | | |
| 6410 - Staffing - Marketing payroll | 3,750.00 | 750.00 | 0.00 | 0.00 | 110,324.82 | 2,750.00 | 117,574.82 |
| 6420 - Staffing - Payroll Taxes - Mtg | 0.00 | 0.00 | 0.00 | 0.00 | 9,354.94 | 0.00 | 9,354.94 |
| 6430 - Workers comp insurance | 0.00 | 0.00 | 0.00 | 0.00 | 2,094.06 | 0.00 | 2,094.06 |
| 6440 - Health insurance | 0.00 | 0.00 | 0.00 | 0.00 | 11,928.72 | 0.00 | 11,928.72 |
| Total 6400 - Staffing - Marketing | 3,750.00 | 750.00 | 0.00 | 0.00 | 133,702.54 | 2,750.00 | 140,952.54 |
| 6555 - Vehicle Maintenance | 0.00 | 0.00 | 0.00 | 7,085.84 | 985.89 | 0.00 | 8,071.73 |
| 6700 - Website | 0.00 | 0.00 | 0.00 | 57,162.50 | 6,227.48 | 0.00 | 63,389.98 |
| Total 6000 - Sales and Marketing Expense | 58,699.63 | 65,749.95 | 3,900.00 | 137,463.65 | 502,531.88 | 19,838.30 | 786,183.41 |
| 6900 - Zone and Micro-Marketing | | | | | | | |
| 6905 - Outside Contract Services | 0.00 | 0.00 | 0.00 | 500.00 | 0.00 | 0.00 | 500.00 |
| 6910 - Chico Zone | 0.00 | 0.00 | 0.00 | 53,687.09 | 4,326.03 | 0.00 | 58,013.12 |
| 6920 - Paradise Zone | 0.00 | 0.00 | 0.00 | 3,000.00 | 0.00 | 0.00 | 3,000.00 |
| 6930 - Oroville Zone | 0.00 | 0.00 | 0.00 | 29,287.22 | 0.00 | 0.00 | 29,287.22 |
| Total 6900 - Zone and Micro-Marketing | 0.00 | 0.00 | 0.00 | 86,474.31 | 4,326.03 | 0.00 | 90,800.34 |
| 7000 - Administration Expenses | | | | | | | |
| 7010 - Advertising | 0.00 | 275.00 | 0.00 | 0.00 | 0.00 | 0.00 | 275.00 |
| 7020 - Bank fees | 0.00 | 0.00 | 30.23 | 0.00 | 38.99 | 0.00 | 69.22 |
| 7030 - Conference, Convention, Meeting | 0.00 | 0.00 | 0.00 | 0.00 | 2,764.24 | 0.00 | 2,764.24 |
| 7040 - Contract services | 0.00 | 0.00 | 0.00 | 0.00 | 24,539.20 | 0.00 | 24,539.20 |
| 7050 - Education | 0.00 | 0.00 | 0.00 | 0.00 | 1,043.79 | 0.00 | 1,043.79 |
| 7070 - General Administration | 0.00 | 0.00 | 0.00 | 0.00 | 14,819.29 | 0.00 | 14,819.29 |
| 7100 - Insurance | 0.00 | 0.00 | 0.00 | 0.00 | 1,821.00 | 0.00 | 1,821.00 |
| 7200 - Meals | 0.00 | 0.00 | 0.00 | 0.00 | 1,260.11 | 0.00 | 1,260.11 |
| 7210 - Membership dues | 0.00 | 0.00 | 0.00 | 0.00 | 1,000.00 | 0.00 | 1,000.00 |
| 7300 - Office supplies | 0.00 | 0.00 | 0.00 | 0.00 | 1,038.01 | 0.00 | 1,038.01 |
| 7310 - Postage | 0.00 | 0.00 | 0.00 | 0.00 | 1,302.03 | 0.00 | 1,302.03 |
| 7320 - Printing and Copying | 0.00 | 0.00 | 0.00 | 0.00 | 956.81 | 0.00 | 956.81 |
| 7330 - Professional fees - Accounting | 0.00 | 0.00 | 0.00 | 0.00 | 12,459.99 | 0.00 | 12,459.99 |
| 7360 - Rent Office Space | 0.00 | 0.00 | 0.00 | 0.00 | 6,930.00 | 0.00 | 6,930.00 |
| 7400 - Staffing - Admin | | | | | | | |
| 7410 - Staffing - Admin Payroll | 0.00 | 0.00 | 0.00 | 0.00 | 18,015.56 | 0.00 | 18,015.56 |
| 7420 - Payroll taxes - admin | 0.00 | 0.00 | 0.00 | 0.00 | 1,582.68 | 0.00 | 1,582.68 |
| 7430 - Workers comp insurance | 0.00 | 0.00 | 0.00 | 0.00 | 385.04 | 0.00 | 385.04 |
| 7440 - Health insurance | 0.00 | 0.00 | 0.00 | 0.00 | 1,635.81 | 0.00 | 1,635.81 |
| Total 7400 - Staffing - Admin | 0.00 | 0.00 | 0.00 | 0.00 | 21,619.09 | 0.00 | 21,619.09 |
| 7500 - Subscriptions | 0.00 | 0.00 | 0.00 | 0.00 | 2,064.97 | 0.00 | 2,064.97 |
| 7560 - Telephone, Telecommunications | 0.00 | 0.00 | 0.00 | 0.00 | 2,370.16 | 0.00 | 2,370.16 |
| 7570 - Travel | 0.00 | 0.00 | 0.00 | 0.00 | 2,836.61 | 0.00 | 2,836.61 |
| 7900 - Admin Expense - Other | 4,729.37 | 4,416.00 | 0.00 | 0.00 | 399.60 | 4,546.00 | 14,590.97 |
| Total 7000 - Administration Expenses | 4,729.37 | 4,691.00 | 30.23 | 0.00 | 99,263.89 | 4,546.00 | 113,260.49 |
| Total Expense | 63,429.00 | 70,440.95 | 3,930.23 | 223,937.96 | 606,121.80 | 24,384.30 | 992,244.24 |
| Net Ordinary Income | 36,571.00 | -116.00 | 3,986.15 | -223,937.96 | 118,093.44 | -24,384.30 | -89,787.67 |
| Net Income | 36,571.00 | -116.00 | 3,986.15 | -223,937.96 | 118,093.44 | -24,384.30 | -89,787.67 |

Explore Butte County Statement of Activities January through November 2022

| | Jan - Nov 22 |
|---|-------------------|
| Ordinary Income/Expense | |
| Income | |
| 4000 · Program Income | |
| 4200 · Butte County | 5,246.43 |
| 4300 · Chico | 510,042.41 |
| 4350 · Gridley | 9,442.72 |
| 4400 · Oroville | 160,366.40 |
| 4500 · Paradise | 46,065.67 |
| Total 4000 · Program Income | 731,163.63 |
| 4800 · Other Types of Income | |
| 4810 · Interest Income | 98.74 |
| 4820 · Chico ARPA | 100,000.00 |
| 4830 · County ARPA Events | 70,324.95 |
| 4850 · Non-Lodging Participation | 13,816.38 |
| 4870 · Visitor Guide Advertising | 1,000.00 |
| 4800 · Other Types of Income - Other | 676.17 |
| Total 4800 · Other Types of Income | 185,916.24 |
| Total Income | 917,079.87 |
| Cost of Goods Sold | |
| 5000 · 2% Fee | |
| 5200 · 2% Fee - Butte County | 104.93 |
| 5300 · 2% Fee - Chico | 10,200.86 |
| 5350 · 2% Fee - Gridley | 188.86 |
| 5400 · 2% Fee - Oroville | 3,207.33 |
| 5500 · 2% Fee - Paradise | 921.32 |
| Total 5000 · 2% Fee | 14,623.30 |
| Total COGS | 14,623.30 |
| Gross Profit | 902,456.57 |
| Expense | |
| 6000 · Sales and Marketing Expense | |
| 6010 · Advertising | 185,257.64 |
| 6030 · Conferences | 3.89 |
| 6050 · Creative Services | 73,583.88 |
| 6070 · Dues and Memberships | 1,020.00 |
| 6100 · Marketing contracts | |
| 6110 · Porter and Co | 115,435.16 |
| 6140 · CrowdRiff | 15,049.12 |
| 6130 · Public Relations expense | 9,715.00 |
| 6150 · Bandwango | 3,625.00 |
| 6160 · SeeSource | 24,717.00 |
| 6170 · John Pearson | 36,589.37 |
| 6100 · Marketing contracts - Other | 3,850.47 |
| Total 6100 · Marketing contracts | 208,981.12 |
| 6200 · Meals | 276.34 |
| 6310 · Postage | 1,020.25 |
| 6320 · Printing | 32,208.66 |
| 6340 · Public Relations | 7,232.25 |
| 6350 · Sales and Marketing Exp. -Other | 812.31 |
| 6360 · Sponsorships | 65,270.57 |
| 6355 · Hospitality for Hospitality | 102.25 |
| 6400 · Staffing - Marketing | |
| 6410 · Staffing - Marketing payroll | 117,574.82 |
| 6420 · Staffing - Payroll Taxes - Mktg | 9,354.94 |
| 6430 · Workers comp insurance | 2,094.06 |
| 6440 · Health insurance | 11,928.72 |
| Total 6400 · Staffing - Marketing | 140,952.54 |

Explore Butte County Statement of Activities January through November 2022

| | Jan - Nov 22 |
|---|-------------------|
| 6655 · Vehicle Maintenance | 8,071.73 |
| 6700 · Website | 63,389.98 |
| Total 6000 · Sales and Marketing Expense | 788,183.41 |
| 6900 · Zone and Micro-Marketing | |
| 6905 · Outside Contract Services | 500.00 |
| 6910 · Chico Zone | 58,013.12 |
| 6920 · Paradise Zone | 3,000.00 |
| 6930 · Oroville Zone | 29,287.22 |
| Total 6900 · Zone and Micro-Marketing | 90,800.34 |
| 7000 · Administration Expenses | |
| 7010 · Advertising | 275.00 |
| 7020 · Bank fees | 69.22 |
| 7030 · Conference, Convention, Meeting | 2,764.24 |
| 7040 · Contract services | 24,539.20 |
| 7050 · Education | 1,043.79 |
| 7070 · General Administration | 14,819.29 |
| 7100 · Insurance | 1,821.00 |
| 7200 · Meals | 1,260.11 |
| 7210 · Membership dues | 1,000.00 |
| 7300 · Office supplies | 1,038.01 |
| 7310 · Postage | 1,302.03 |
| 7320 · Printing and Copying | 956.81 |
| 7330 · Professional fees - Accounting | 12,459.99 |
| 7360 · Rent/ Office Space | 6,930.00 |
| 7400 · Staffing - Admin | |
| 7410 · Staffing - Admin Payroll | 18,015.56 |
| 7420 · Payroll taxes - admin | 1,582.68 |
| 7430 · Workers comp insurance | 385.04 |
| 7440 · Health insurance | 1,635.81 |
| Total 7400 · Staffing - Admin | 21,619.09 |
| 7500 · Subscriptions | 2,064.97 |
| 7560 · Telephone, Telecommunications | 2,370.16 |
| 7570 · Travel | 2,836.61 |
| 7900 · Admin Expense- Other | 14,090.97 |
| Total 7000 · Administration Expenses | 113,260.49 |
| Total Expense | 992,244.24 |
| Net Ordinary Income | -89,787.67 |
| Net Income | -89,787.67 |

Explore Butte County
Statement of Financial Income and Expense

Accrual Basis

December 2022

| | Chico ARPA | Non-Lodging | Program | Wayfinding Signage -County ARPA | TOTAL |
|--|------------|-------------|-----------|---------------------------------|------------|
| Ordinary Income/Expense | | | | | |
| Income | | | | | |
| 4000 - Program Income | | | | | |
| 4300 - Chico | 0.00 | 0.00 | 54,643.28 | 0.00 | 54,643.28 |
| 4400 - Oroville | 0.00 | 0.00 | 5,741.87 | 0.00 | 5,741.87 |
| Total 4000 - Program Income | 0.00 | 0.00 | 60,385.15 | 0.00 | 60,385.15 |
| 4800 - Other Types of Income | | | | | |
| 4810 - Interest Income | 0.00 | 0.00 | 8.64 | 0.00 | 8.64 |
| 4850 - Non-Lodging Participation | 0.00 | 200.00 | 200.00 | 0.00 | 400.00 |
| 4800 - Other Types of Income - Other | 50,000.00 | 0.00 | 0.00 | 0.00 | 50,000.00 |
| Total 4800 - Other Types of Income | 50,000.00 | 200.00 | 208.64 | 0.00 | 50,408.64 |
| Total Income | 50,000.00 | 200.00 | 60,593.79 | 0.00 | 110,793.79 |
| Cost of Goods Sold | | | | | |
| 5000 - 2% Fee | | | | | |
| 5300 - 2% Fee - Chico | 0.00 | 0.00 | 1,092.87 | 0.00 | 1,092.87 |
| 5400 - 2% Fee - Oroville | 0.00 | 0.00 | 114.84 | 0.00 | 114.84 |
| Total 5000 - 2% Fee | 0.00 | 0.00 | 1,207.71 | 0.00 | 1,207.71 |
| Total COGS | 0.00 | 0.00 | 1,207.71 | 0.00 | 1,207.71 |
| Gross Profit | 50,000.00 | 200.00 | 59,386.08 | 0.00 | 109,586.08 |
| Expense | | | | | |
| 6000 - Sales and Marketing Expense | | | | | |
| 6010 - Advertising | 0.00 | 0.00 | 3,218.28 | 0.00 | 3,218.28 |
| 6050 - Creative Services | 0.00 | 0.00 | 2,872.80 | 0.00 | 2,872.80 |
| 6100 - Marketing contracts | | | | | |
| 6110 - Porter and Co | 0.00 | 0.00 | 2,238.75 | 0.00 | 2,238.75 |
| 6160 - SeeSource | 0.00 | 0.00 | 2,247.00 | 0.00 | 2,247.00 |
| 6170 - John Pearson | 0.00 | 0.00 | 7,450.00 | 528.18 | 7,978.18 |
| 6100 - Marketing contracts - Other | 15,182.15 | 0.00 | 0.00 | 9,957.31 | 25,139.46 |
| Total 6100 - Marketing contracts | 15,182.15 | 0.00 | 11,935.75 | 10,485.49 | 37,603.39 |
| 6355 - Hospitality for Hospitality | 0.00 | 0.00 | 962.50 | 0.00 | 962.50 |
| 6400 - Staffing - Marketing | | | | | |
| 6410 - Staffing - Marketing payroll | 0.00 | 0.00 | 10,947.12 | 0.00 | 10,947.12 |
| 6420 - Staffing - Payroll Taxes - Mktg | 0.00 | 0.00 | 837.46 | 0.00 | 837.46 |
| 6440 - Health Insurance | 0.00 | 0.00 | 862.61 | 0.00 | 862.61 |
| Total 6400 - Staffing - Marketing | 0.00 | 0.00 | 12,647.19 | 0.00 | 12,647.19 |
| 6655 - Vehicle Maintenance | 0.00 | 0.00 | 581.95 | 0.00 | 581.95 |
| 6700 - Website | 0.00 | 0.00 | 250.60 | 0.00 | 250.60 |
| Total 6000 - Sales and Marketing Expense | 15,182.15 | 0.00 | 32,469.07 | 10,485.49 | 58,136.71 |
| 6900 - Zone and Micro-Marketing | | | | | |
| 6910 - Chico Zone | 0.00 | 0.00 | 3,500.00 | 0.00 | 3,500.00 |
| Total 6900 - Zone and Micro-Marketing | 0.00 | 0.00 | 3,500.00 | 0.00 | 3,500.00 |
| 7000 - Administration Expenses | | | | | |
| 7020 - Bank fees | 0.00 | 0.00 | 6.10 | 0.00 | 6.10 |
| 7040 - Contract services | 0.00 | 0.00 | 11,662.39 | 0.00 | 11,662.39 |
| 7070 - General Administration | 0.00 | 0.00 | 556.16 | 0.00 | 556.16 |
| 7150 - Interest expense | 0.00 | 0.00 | -0.10 | 0.00 | -0.10 |
| 7300 - Office supplies | 0.00 | 0.00 | 8.03 | 0.00 | 8.03 |
| 7310 - Postage | 0.00 | 0.00 | 77.40 | 0.00 | 77.40 |
| 7360 - Rent/ Office Space | 0.00 | 0.00 | 525.00 | 0.00 | 525.00 |
| 7400 - Staffing - Admin | | | | | |
| 7410 - Staffing - Admin Payroll | 0.00 | 0.00 | 417.60 | 0.00 | 417.60 |
| 7420 - Payroll taxes - admin | 0.00 | 0.00 | 31.95 | 0.00 | 31.95 |
| 7440 - Health Insurance | 0.00 | 0.00 | 40.99 | 0.00 | 40.99 |
| Total 7400 - Staffing - Admin | 0.00 | 0.00 | 490.54 | 0.00 | 490.54 |
| 7500 - Subscriptions | 0.00 | 0.00 | 4,085.37 | 0.00 | 4,085.37 |
| 7560 - Telephone, Telecommunications | 0.00 | 0.00 | 276.98 | 0.00 | 276.98 |
| 7570 - Travel | 0.00 | 0.00 | 203.81 | 0.00 | 203.81 |
| Total 7000 - Administration Expenses | 0.00 | 0.00 | 17,891.68 | 0.00 | 17,891.68 |
| Total Expense | 15,182.15 | 0.00 | 53,860.75 | 10,485.49 | 79,528.39 |
| Net Ordinary Income | 34,817.85 | 200.00 | 5,525.33 | -10,485.49 | 30,057.69 |
| Net Income | 34,817.85 | 200.00 | 5,525.33 | -10,485.49 | 30,057.69 |

Explore Butte County Statement of Activities December 2022

| | Dec 22 |
|--|------------|
| Ordinary Income/Expense | |
| Income | |
| 4000 · Program Income | |
| 4300 · Chico | 54,643.28 |
| 4400 · Oroville | 5,741.87 |
| Total 4000 · Program Income | 60,385.15 |
| 4800 · Other Types of Income | |
| 4810 · Interest Income | 8.64 |
| 4850 · Non-Lodging Participation | 400.00 |
| 4800 · Other Types of Income - Other | 50,000.00 |
| Total 4800 · Other Types of Income | 50,408.64 |
| Total Income | 110,793.79 |
| Cost of Goods Sold | |
| 5000 · 2% Fee | |
| 5300 · 2% Fee - Chico | 1,092.87 |
| 5400 · 2% Fee - Oroville | 114.84 |
| Total 5000 · 2% Fee | 1,207.71 |
| Total COGS | 1,207.71 |
| Gross Profit | 109,586.08 |
| Expense | |
| 6000 · Sales and Marketing Expense | |
| 6010 · Advertising | 3,218.28 |
| 6050 · Creative Services | 2,872.80 |
| 6100 · Marketing contracts | |
| 6110 · Porter and Co | 2,238.75 |
| 6160 · SeeSource | 2,247.00 |
| 6170 · John Pearson | 7,978.18 |
| 6100 · Marketing contracts - Other | 25,139.46 |
| Total 6100 · Marketing contracts | 37,603.39 |
| 6355 · Hospitality for Hospitality | 962.50 |
| 6400 · Staffing - Marketing | |
| 6410 · Staffing - Marketing payroll | 10,947.12 |
| 6420 · Staffing - Payroll Taxes - Mktg | 837.46 |
| 6440 · Health insurance | 862.61 |
| Total 6400 · Staffing - Marketing | 12,647.19 |
| 6655 · Vehicle Maintenance | 581.95 |
| 6700 · Website | 250.60 |
| Total 6000 · Sales and Marketing Expense | 58,136.71 |
| 6900 · Zone and Micro-Marketing | |
| 6910 · Chico Zone | 3,500.00 |
| Total 6900 · Zone and Micro-Marketing | 3,500.00 |
| 7000 · Administration Expenses | |
| 7020 · Bank fees | 6.10 |
| 7040 · Contract services | 11,662.39 |
| 7070 · General Administration | 556.16 |
| 7150 · Interest expense | -0.10 |
| 7300 · Office supplies | 8.03 |
| 7310 · Postage | 77.40 |
| 7360 · Rent/ Office Space | 525.00 |

2:20 PM

01/10/23

Accrual Basis

Explore Butte County
Statement of Activities
December 2022

| | <u>Dec 22</u> |
|--------------------------------------|-------------------------|
| 7400 · Staffing - Admin | |
| 7410 · Staffing - Admin Payroll | 417.60 |
| 7420 · Payroll taxes - admin | 31.95 |
| 7440 · Health insurance | 40.99 |
| | <hr/> |
| Total 7400 · Staffing - Admin | 490.54 |
| 7500 · Subscriptions | 4,085.37 |
| 7560 · Telephone, Telecommunications | 276.98 |
| 7570 · Travel | 203.81 |
| | <hr/> |
| Total 7000 · Administration Expenses | 17,891.68 |
| | <hr/> |
| Total Expense | 79,528.39 |
| | <hr/> |
| Net Ordinary Income | 30,057.69 |
| | <hr/> |
| Net Income | <u><u>30,057.69</u></u> |

Explore Butte County

Statement of Financial Position

As of December 31, 2022

| | Dec 31, 22 |
|--|---------------------|
| ASSETS | |
| Current Assets | |
| Checking/Savings | |
| 1000 · Tri Counties Bank | 1,072,646.97 |
| Total Checking/Savings | 1,072,646.97 |
| Accounts Receivable | |
| 1100 · Accounts Receivable | 59,377.44 |
| Total Accounts Receivable | 59,377.44 |
| Total Current Assets | 1,132,024.41 |
| Fixed Assets | |
| 1550 · Vehicle | 137,837.41 |
| 1500 · Furniture and Equipment | 18,184.70 |
| 1600 · Accumulated depreciation | -13,691.00 |
| Total Fixed Assets | 142,331.11 |
| TOTAL ASSETS | 1,274,355.52 |
| LIABILITIES & EQUITY | |
| Liabilities | |
| Current Liabilities | |
| Credit Cards | |
| 2100 · TCB Credit Card #1238-Carolyn D | 2,268.98 |
| 2101 · Credit Card #3044-Ashley Baer | 1,491.67 |
| 2102 · Credit Card #3036 -Alicia Salas | 2,482.87 |
| Total Credit Cards | 6,243.52 |
| Other Current Liabilities | |
| 2400 · Payroll Liabilities | 3,329.07 |
| Total Other Current Liabilities | 3,329.07 |
| Total Current Liabilities | 9,572.59 |
| Total Liabilities | 9,572.59 |
| 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 | -59,730.28 |
| Total Equity | 1,264,782.93 |
| TOTAL LIABILITIES & EQUITY | 1,274,355.52 |

2:34 PM

01/10/23

Accrual Basis

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

| | | Chico ARPA | |
|--------------------------------------|--------------|------------|----------------|
| | Jan - Dec 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 | 100,000.00 | 100,000.00 | 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 | | |
| 4800 · Other Types of Income - Other | 50,000.00 | | |
| Total 4800 · Other Types of Income | 150,000.00 | 100,000.00 | 50,000.00 |
| Total Income | 150,000.00 | 100,000.00 | 50,000.00 |
| 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 | 150,000.00 | 100,000.00 | 50,000.00 |
| 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 | | |

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

| | | Chico ARPA | |
|---|------------------|------------------|-------------------|
| | Jan - Dec 22 | Budget | \$ Over Budget |
| 6100 · Marketing contracts | | | |
| 6110 · Porter and Co | 35,272.76 | | |
| 6140 · CrowdRiff | 0.00 | | |
| 6130 · Public Relations expense | 0.00 | | |
| 6150 · Bandwango | 0.00 | | |
| 6160 · SeeSource | 0.00 | | |
| 6170 · John Pearson | 19,676.87 | | |
| 6100 · Marketing contracts - Other | 15,182.15 | 86,000.00 | -70,817.85 |
| Total 6100 · Marketing contracts | 70,131.78 | 86,000.00 | -15,868.22 |
| 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 | 3,750.00 | | |
| 6420 · Staffing - Payroll Taxes - Mktg | 0.00 | | |
| 6430 · Workers comp insurance | 0.00 | | |
| 6440 · Health insurance | 0.00 | | |
| Total 6400 · Staffing - Marketing | 3,750.00 | | |
| 6655 · Vehicle Maintenance | 0.00 | | |
| 6700 · Website | 0.00 | | |
| Total 6000 · Sales and Marketing Expense | 73,881.78 | 86,000.00 | -12,118.22 |
| 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 | | |

2:34 PM

01/10/23

Accrual Basis

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

| | Chico ARPA | | |
|---|------------------|-------------------|-------------------|
| | Jan - Dec 22 | Budget | \$ Over Budget |
| 7000 · Administration Expenses | | | |
| 7010 · Advertising | 0.00 | | |
| 7020 · Bank fees | 0.00 | | |
| 7030 · Conference, Convention, Meeting | 0.00 | | |
| 7040 · Contract services | 0.00 | | |
| 7050 · Education | 0.00 | | |
| 7060 · Filing fees/ taxes | 0.00 | | |
| 7070 · General Administration | 0.00 | | |
| 7100 · Insurance | 0.00 | | |
| 7150 · Interest expense | 0.00 | | |
| 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 | 4,729.37 | 14,000.00 | -9,270.63 |
| Total 7000 · Administration Expenses | 4,729.37 | 14,000.00 | -9,270.63 |
| Total Expense | 78,611.15 | 100,000.00 | -21,388.85 |
| Net Ordinary Income | 71,388.85 | 0.00 | 71,388.85 |
| Net Income | 71,388.85 | 0.00 | 71,388.85 |

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

Event Support - County ARPA

| | Jan - Dec 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 | 70,324.95 | 53,796.00 | 16,528.95 |
| 4850 · Non-Lodging Participation | 0.00 | | |
| 4870 · Visitor Guide Advertising | 0.00 | 0.00 | 0.00 |
| 4800 · Other Types of Income - Other | 0.00 | | |
| Total 4800 · Other Types of Income | 70,324.95 | 53,796.00 | 16,528.95 |
| Total Income | 70,324.95 | 53,796.00 | 16,528.95 |
| 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 | 70,324.95 | 53,796.00 | 16,528.95 |
| 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 | | |

2:34 PM

01/10/23

Accrual Basis

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

| | Event Support - County ARPA | | |
|---|-----------------------------|-----------|----------------|
| | Jan - Dec 22 | Budget | \$ Over Budget |
| 6100 · Marketing contracts | | | |
| 6110 · Porter and Co | 0.00 | | |
| 6140 · CrowdRiff | 0.00 | | |
| 6130 · Public Relations expense | 0.00 | | |
| 6150 · Bandwango | 0.00 | | |
| 6160 · SeeSource | 0.00 | | |
| 6170 · John Pearson | 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 | 64,999.95 | 49,296.00 | 15,703.95 |
| 6355 · Hospitality for Hospitality | 0.00 | | |
| 6400 · Staffing - Marketing | | | |
| 6410 · Staffing - Marketing payroll | 750.00 | | |
| 6420 · Staffing - Payroll Taxes - Mktg | 0.00 | | |
| 6430 · Workers comp insurance | 0.00 | | |
| 6440 · Health insurance | 0.00 | | |
| Total 6400 · Staffing - Marketing | 750.00 | | |
| 6655 · Vehicle Maintenance | 0.00 | | |
| 6700 · Website | 0.00 | | |
| Total 6000 · Sales and Marketing Expense | 65,749.95 | 49,296.00 | 16,453.95 |
| 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 | | |

2:34 PM

01/10/23

Accrual Basis

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

| | Event Support - County ARPA | | |
|---|-----------------------------|------------------|------------------|
| | Jan - Dec 22 | Budget | \$ Over Budget |
| 7000 · Administration Expenses | | | |
| 7010 · Advertising | 275.00 | | |
| 7020 · Bank fees | 0.00 | | |
| 7030 · Conference, Convention, Meeting | 0.00 | | |
| 7040 · Contract services | 0.00 | | |
| 7050 · Education | 0.00 | | |
| 7060 · Filing fees/ taxes | 0.00 | | |
| 7070 · General Administration | 0.00 | | |
| 7100 · Insurance | 0.00 | | |
| 7150 · Interest expense | 0.00 | | |
| 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 | 4,416.00 | 4,500.00 | -84.00 |
| Total 7000 · Administration Expenses | 4,691.00 | 4,500.00 | 191.00 |
| Total Expense | 70,440.95 | 53,796.00 | 16,644.95 |
| Net Ordinary Income | -116.00 | 0.00 | -116.00 |
| Net Income | -116.00 | 0.00 | -116.00 |

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

| | Jan - Dec 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 | 7,116.38 | 6,000.00 | 1,116.38 |
| 4870 · Visitor Guide Advertising | 1,000.00 | 10,000.00 | -9,000.00 |
| 4800 · Other Types of Income - Other | 0.00 | | |
| Total 4800 · Other Types of Income | 8,116.38 | 16,000.00 | -7,883.62 |
| Total Income | 8,116.38 | 16,000.00 | -7,883.62 |
| 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 | 8,116.38 | 16,000.00 | -7,883.62 |
| Expense | | | |
| 6000 · Sales and Marketing Expense | | | |
| 6010 · Advertising | 3,900.00 | 6,000.00 | -2,100.00 |
| 6020 · Capital Display | 0.00 | | |
| 6030 · Conferences | 0.00 | | |
| 6050 · Creative Services | 0.00 | | |
| 6070 · Dues and Memberships | 0.00 | | |

2:34 PM

01/10/23

Accrual Basis

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

| | Jan - Dec 22 | Non-Lodging | |
|---|-----------------|------------------|-------------------|
| | | Budget | \$ Over Budget |
| 6100 · Marketing contracts | | | |
| 6110 · Porter and Co | 0.00 | | |
| 6140 · CrowdRiff | 0.00 | | |
| 6130 · Public Relations expense | 0.00 | | |
| 6150 · Bandwango | 0.00 | | |
| 6160 · SeeSource | 0.00 | | |
| 6170 · John Pearson | 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 | 10,000.00 | -10,000.00 |
| 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 | 16,000.00 | -12,100.00 |
| 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 | | |

2:34 PM

01/10/23

Accrual Basis

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

| | Jan - Dec 22 | Non-Lodging Budget | \$ Over Budget |
|---|-----------------|-----------------------|-------------------|
| 7000 · Administration Expenses | | | |
| 7010 · Advertising | 0.00 | | |
| 7020 · Bank fees | 30.23 | | |
| 7030 · Conference, Convention, Meeting | 0.00 | | |
| 7040 · Contract services | 0.00 | | |
| 7050 · Education | 0.00 | | |
| 7060 · Filing fees/ taxes | 0.00 | | |
| 7070 · General Administration | 0.00 | | |
| 7100 · Insurance | 0.00 | | |
| 7150 · Interest expense | 0.00 | | |
| 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 | 16,000.00 | -12,069.77 |
| Net Ordinary Income | 4,186.15 | 0.00 | 4,186.15 |
| Net Income | 4,186.15 | 0.00 | 4,186.15 |

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

| | | Prior Year Reserved | |
|---|--------------|---------------------|----------------|
| | Jan - Dec 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 | | |
| 4850 · Non-Lodging Participation | 0.00 | | |
| 4870 · Visitor Guide Advertising | 0.00 | | |
| 4800 · Other Types of Income - Other | 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 | 13,350.00 | | |
| 6020 · Capital Display | 0.00 | | |
| 6030 · Conferences | 0.00 | | |
| 6050 · Creative Services | 0.00 | | |
| 6070 · Dues and Memberships | 0.00 | | |

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

| | | Prior Year Reserved | |
|---|-------------------|---------------------|-------------------|
| | Jan - Dec 22 | Budget | \$ Over Budget |
| 6100 · Marketing contracts | | | |
| 6110 · Porter and Co | 28,446.98 | 55,000.00 | -26,553.02 |
| 6140 · CrowdRiff | 0.00 | | |
| 6130 · Public Relations expense | 0.00 | | |
| 6150 · Bandwango | 0.00 | | |
| 6160 · SeeSource | 0.00 | | |
| 6170 · John Pearson | 0.00 | | |
| 6100 · Marketing contracts - Other | 0.00 | | |
| Total 6100 · Marketing contracts | 28,446.98 | 55,000.00 | -26,553.02 |
| 6200 · Meals | 0.00 | | |
| 6310 · Postage | 0.00 | | |
| 6320 · Printing | 31,418.33 | | |
| 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 | 7,085.84 | 95,000.00 | -87,914.16 |
| 6700 · Website | 57,162.50 | | |
| Total 6000 · Sales and Marketing Expense | 137,463.65 | 150,000.00 | -12,536.35 |
| 6900 · Zone and Micro-Marketing | | | |
| 6905 · Outside Contract Services | 500.00 | | |
| 6910 · Chico Zone | 53,687.09 | 58,000.00 | -4,312.91 |
| 6920 · Paradise Zone | 3,000.00 | 1,500.00 | 1,500.00 |
| 6930 · Oroville Zone | 29,287.22 | 18,500.00 | 10,787.22 |
| 6940 · Other Zone | 0.00 | 1,400.00 | -1,400.00 |
| Total 6900 · Zone and Micro-Marketing | 86,474.31 | 79,400.00 | 7,074.31 |

2:34 PM

01/10/23

Accrual Basis

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

| | | Prior Year Reserved | |
|---|--------------------|---------------------|------------------|
| | Jan - Dec 22 | Budget | \$ Over Budget |
| 7000 · Administration Expenses | | | |
| 7010 · Advertising | 0.00 | | |
| 7020 · Bank fees | 0.00 | | |
| 7030 · Conference, Convention, Meeting | 0.00 | | |
| 7040 · Contract services | 0.00 | | |
| 7050 · Education | 0.00 | | |
| 7060 · Filing fees/ taxes | 0.00 | | |
| 7070 · General Administration | 0.00 | | |
| 7100 · Insurance | 0.00 | | |
| 7150 · Interest expense | 0.00 | | |
| 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 | 223,937.96 | 229,400.00 | -5,462.04 |
| Net Ordinary Income | -223,937.96 | -229,400.00 | 5,462.04 |
| Net Income | -223,937.96 | -229,400.00 | 5,462.04 |

2:34 PM

01/10/23

Accrual Basis

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

| | Jan - Dec 22 | Program Budget | \$ Over Budget |
|---|-------------------|-------------------|-------------------|
| Ordinary Income/Expense | | | |
| Income | | | |
| 4000 · Program Income | | | |
| 4200 · Butte County | 5,246.43 | 3,145.00 | 2,101.43 |
| 4300 · Chico | 564,685.69 | 611,745.00 | -47,059.31 |
| 4350 · Gridley | 9,442.72 | 8,330.00 | 1,112.72 |
| 4400 · Oroville | 166,108.27 | 199,070.00 | -32,961.73 |
| 4500 · Paradise | 46,065.67 | 27,710.00 | 18,355.67 |
| Total 4000 · Program Income | 791,548.78 | 850,000.00 | -58,451.22 |
| 4800 · Other Types of Income | | | |
| 4810 · Interest Income | 107.38 | | |
| 4820 · Chico ARPA | 0.00 | | |
| 4835 · County ARPA Signage | 0.00 | | |
| 4830 · County ARPA Events | 0.00 | | |
| 4850 · Non-Lodging Participation | 7,100.00 | | |
| 4870 · Visitor Guide Advertising | 0.00 | | |
| 4800 · Other Types of Income - Other | 676.17 | | |
| Total 4800 · Other Types of Income | 7,883.55 | | |
| Total Income | 799,432.33 | 850,000.00 | -50,567.67 |
| Cost of Goods Sold | | | |
| 5000 · 2% Fee | | | |
| 5200 · 2% Fee - Butte County | 104.93 | 63.00 | 41.93 |
| 5300 · 2% Fee - Chico | 11,293.73 | 12,235.00 | -941.27 |
| 5350 · 2% Fee - Gridley | 188.86 | 167.00 | 21.86 |
| 5400 · 2% Fee - Oroville | 3,322.17 | 3,981.00 | -658.83 |
| 5500 · 2% Fee - Paradise | 921.32 | 554.00 | 367.32 |
| Total 5000 · 2% Fee | 15,831.01 | 17,000.00 | -1,168.99 |
| Total COGS | 15,831.01 | 17,000.00 | -1,168.99 |
| Gross Profit | 783,601.32 | 833,000.00 | -49,398.68 |
| Expense | | | |
| 6000 · Sales and Marketing Expense | | | |
| 6010 · Advertising | 171,226.22 | 177,500.00 | -6,273.78 |
| 6020 · Capital Display | 0.00 | 1,500.00 | -1,500.00 |
| 6030 · Conferences | 3.89 | 2,000.00 | -1,996.11 |
| 6050 · Creative Services | 76,456.68 | 64,000.00 | 12,456.68 |
| 6070 · Dues and Memberships | 1,020.00 | 4,000.00 | -2,980.00 |

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

| | | Program | |
|---|-------------------|-------------------|-------------------|
| | Jan - Dec 22 | Budget | \$ Over Budget |
| 6100 · Marketing contracts | | | |
| 6110 · Porter and Co | 53,778.37 | 45,800.00 | 7,978.37 |
| 6140 · CrowdRiff | 15,049.12 | 15,050.00 | -0.88 |
| 6130 · Public Relations expense | 9,715.00 | 15,000.00 | -5,285.00 |
| 6150 · Bandwango | 3,625.00 | 14,500.00 | -10,875.00 |
| 6160 · SeeSource | 26,964.00 | 27,500.00 | -536.00 |
| 6170 · John Pearson | 7,450.00 | | |
| 6100 · Marketing contracts - Other | 3,850.47 | | |
| Total 6100 · Marketing contracts | 120,431.96 | 117,850.00 | 2,581.96 |
| 6200 · Meals | 276.34 | 300.00 | -23.66 |
| 6310 · Postage | 1,020.25 | 2,500.00 | -1,479.75 |
| 6320 · Printing | 790.33 | 6,000.00 | -5,209.67 |
| 6340 · Public Relations | 7,232.25 | 6,000.00 | 1,232.25 |
| 6350 · Sales and Marketing Exp. -Other | 812.31 | 2,000.00 | -1,187.69 |
| 6360 · Sponsorships | 270.62 | | |
| 6355 · Hospitality for Hospitality | 1,064.75 | 2,500.00 | -1,435.25 |
| 6400 · Staffing - Marketing | | | |
| 6410 · Staffing - Marketing payroll | 121,271.94 | 159,000.00 | -37,728.06 |
| 6420 · Staffing - Payroll Taxes - Mktg | 10,192.40 | 15,000.00 | -4,807.60 |
| 6430 · Workers comp insurance | 2,094.06 | 1,850.00 | 244.06 |
| 6440 · Health insurance | 12,791.33 | 15,000.00 | -2,208.67 |
| Total 6400 · Staffing - Marketing | 146,349.73 | 190,850.00 | -44,500.27 |
| 6655 · Vehicle Maintenance | 1,567.84 | 5,000.00 | -3,432.16 |
| 6700 · Website | 6,478.08 | 13,000.00 | -6,521.92 |
| Total 6000 · Sales and Marketing Expense | 535,001.25 | 595,000.00 | -59,998.75 |
| 6900 · Zone and Micro-Marketing | | | |
| 6905 · Outside Contract Services | 0.00 | | |
| 6910 · Chico Zone | 7,826.03 | | |
| 6920 · Paradise Zone | 0.00 | | |
| 6930 · Oroville Zone | 0.00 | | |
| 6940 · Other Zone | 0.00 | | |
| Total 6900 · Zone and Micro-Marketing | 7,826.03 | | |

2:34 PM

01/10/23

Accrual Basis

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

| | Jan - Dec 22 | Program Budget | \$ Over Budget |
|---|-------------------|-------------------|-------------------|
| 7000 · Administration Expenses | | | |
| 7010 · Advertising | 0.00 | 720.00 | -720.00 |
| 7020 · Bank fees | 45.09 | 100.00 | -54.91 |
| 7030 · Conference, Convention, Meeting | 2,764.24 | 5,000.00 | -2,235.76 |
| 7040 · Contract services | 36,201.59 | | |
| 7050 · Education | 1,043.79 | 5,000.00 | -3,956.21 |
| 7060 · Filing fees/ taxes | 0.00 | 100.00 | -100.00 |
| 7070 · General Administration | 15,375.45 | 10,000.00 | 5,375.45 |
| 7100 · Insurance | 1,821.00 | 6,000.00 | -4,179.00 |
| 7150 · Interest expense | -0.10 | | |
| 7200 · Meals | 1,260.11 | 1,250.00 | 10.11 |
| 7210 · Membership dues | 1,000.00 | 2,500.00 | -1,500.00 |
| 7300 · Office supplies | 1,046.04 | 3,000.00 | -1,953.96 |
| 7310 · Postage | 1,379.43 | 500.00 | 879.43 |
| 7320 · Printing and Copying | 956.81 | 1,000.00 | -43.19 |
| 7330 · Professional fees - Accounting | 12,459.99 | 25,000.00 | -12,540.01 |
| 7340 · Professional fees - Legal | 0.00 | 3,465.00 | -3,465.00 |
| 7350 · Promotion | 0.00 | 100.00 | -100.00 |
| 7360 · Rent/ Office Space | 7,455.00 | 8,400.00 | -945.00 |
| 7400 · Staffing - Admin | | | |
| 7410 · Staffing - Admin Payroll | 18,433.16 | 22,200.00 | -3,766.84 |
| 7420 · Payroll taxes - admin | 1,614.63 | 2,940.00 | -1,325.37 |
| 7430 · Workers comp insurance | 385.04 | 315.00 | 70.04 |
| 7440 · Health insurance | 1,676.80 | 3,000.00 | -1,323.20 |
| Total 7400 · Staffing - Admin | 22,109.63 | 28,455.00 | -6,345.37 |
| 7500 · Subscriptions | 6,150.34 | 11,000.00 | -4,849.66 |
| 7560 · Telephone, Telecommunications | 2,647.14 | 3,660.00 | -1,012.86 |
| 7570 · Travel | 3,040.42 | 6,250.00 | -3,209.58 |
| 7900 · Admin Expense- Other | 399.60 | 6,000.00 | -5,600.40 |
| Total 7000 · Administration Expenses | 117,155.57 | 127,500.00 | -10,344.43 |
| Total Expense | 659,982.85 | 722,500.00 | -62,517.15 |
| Net Ordinary Income | 123,618.47 | 110,500.00 | 13,118.47 |
| Net Income | 123,618.47 | 110,500.00 | 13,118.47 |

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

Wayfinding Signage -County ARPA

| | Jan - Dec 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 | 97,500.00 | -97,500.00 |
| 4830 · County ARPA Events | 0.00 | | |
| 4850 · Non-Lodging Participation | 0.00 | | |
| 4870 · Visitor Guide Advertising | 0.00 | | |
| 4800 · Other Types of Income - Other | 0.00 | | |
| Total 4800 · Other Types of Income | 0.00 | 97,500.00 | -97,500.00 |
| Total Income | 0.00 | 97,500.00 | -97,500.00 |
| 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 | 97,500.00 | -97,500.00 |
| 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 | | |

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

| | Wayfinding Signage -County ARPA | | |
|---|---------------------------------|------------------|-------------------|
| | Jan - Dec 22 | Budget | \$ Over Budget |
| 6100 · Marketing contracts | | | |
| 6110 · Porter and Co | 175.80 | 85,000.00 | -84,824.20 |
| 6140 · CrowdRiff | 0.00 | | |
| 6130 · Public Relations expense | 0.00 | | |
| 6150 · Bandwango | 0.00 | | |
| 6160 · SeeSource | 0.00 | | |
| 6170 · John Pearson | 17,440.68 | | |
| 6100 · Marketing contracts - Other | 9,957.31 | | |
| Total 6100 · Marketing contracts | 27,573.79 | 85,000.00 | -57,426.21 |
| 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 | 2,750.00 | | |
| 6420 · Staffing - Payroll Taxes - Mktg | 0.00 | | |
| 6430 · Workers comp insurance | 0.00 | | |
| 6440 · Health insurance | 0.00 | | |
| Total 6400 · Staffing - Marketing | 2,750.00 | | |
| 6655 · Vehicle Maintenance | 0.00 | | |
| 6700 · Website | 0.00 | | |
| Total 6000 · Sales and Marketing Expense | 30,323.79 | 85,000.00 | -54,676.21 |
| 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 | | |

2:34 PM

01/10/23

Accrual Basis

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

| | Wayfinding Signage -County ARPA | | |
|---|---------------------------------|------------------|-------------------|
| | Jan - Dec 22 | Budget | \$ Over Budget |
| 7000 · Administration Expenses | | | |
| 7010 · Advertising | 0.00 | | |
| 7020 · Bank fees | 0.00 | | |
| 7030 · Conference, Convention, Meeting | 0.00 | | |
| 7040 · Contract services | 0.00 | | |
| 7050 · Education | 0.00 | | |
| 7060 · Filing fees/ taxes | 0.00 | | |
| 7070 · General Administration | 0.00 | | |
| 7100 · Insurance | 0.00 | | |
| 7150 · Interest expense | 0.00 | | |
| 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 | 4,546.00 | 12,500.00 | -7,954.00 |
| Total 7000 · Administration Expenses | 4,546.00 | 12,500.00 | -7,954.00 |
| Total Expense | 34,869.79 | 97,500.00 | -62,630.21 |
| Net Ordinary Income | -34,869.79 | 0.00 | -34,869.79 |
| Net Income | -34,869.79 | 0.00 | -34,869.79 |

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

| | | TOTAL | |
|---|--------------|--------------|----------------|
| | Jan - Dec 22 | Budget | \$ Over Budget |
| Ordinary Income/Expense | | | |
| Income | | | |
| 4000 · Program Income | | | |
| 4200 · Butte County | 5,246.43 | 3,145.00 | 2,101.43 |
| 4300 · Chico | 564,685.69 | 611,745.00 | -47,059.31 |
| 4350 · Gridley | 9,442.72 | 8,330.00 | 1,112.72 |
| 4400 · Oroville | 166,108.27 | 199,070.00 | -32,961.73 |
| 4500 · Paradise | 46,065.67 | 27,710.00 | 18,355.67 |
| Total 4000 · Program Income | 791,548.78 | 850,000.00 | -58,451.22 |
| 4800 · Other Types of Income | | | |
| 4810 · Interest Income | 107.38 | 0.00 | 107.38 |
| 4820 · Chico ARPA | 100,000.00 | 100,000.00 | 0.00 |
| 4835 · County ARPA Signage | 0.00 | 97,500.00 | -97,500.00 |
| 4830 · County ARPA Events | 70,324.95 | 53,796.00 | 16,528.95 |
| 4850 · Non-Lodging Participation | 14,216.38 | 6,000.00 | 8,216.38 |
| 4870 · Visitor Guide Advertising | 1,000.00 | 10,000.00 | -9,000.00 |
| 4800 · Other Types of Income - Other | 50,676.17 | 0.00 | 50,676.17 |
| Total 4800 · Other Types of Income | 236,324.88 | 267,296.00 | -30,971.12 |
| Total Income | 1,027,873.66 | 1,117,296.00 | -89,422.34 |
| Cost of Goods Sold | | | |
| 5000 · 2% Fee | | | |
| 5200 · 2% Fee - Butte County | 104.93 | 63.00 | 41.93 |
| 5300 · 2% Fee - Chico | 11,293.73 | 12,235.00 | -941.27 |
| 5350 · 2% Fee - Gridley | 188.86 | 167.00 | 21.86 |
| 5400 · 2% Fee - Oroville | 3,322.17 | 3,981.00 | -658.83 |
| 5500 · 2% Fee - Paradise | 921.32 | 554.00 | 367.32 |
| Total 5000 · 2% Fee | 15,831.01 | 17,000.00 | -1,168.99 |
| Total COGS | 15,831.01 | 17,000.00 | -1,168.99 |
| Gross Profit | 1,012,042.65 | 1,100,296.00 | -88,253.35 |
| Expense | | | |
| 6000 · Sales and Marketing Expense | | | |
| 6010 · Advertising | 188,476.22 | 183,500.00 | 4,976.22 |
| 6020 · Capital Display | 0.00 | 1,500.00 | -1,500.00 |
| 6030 · Conferences | 3.89 | 2,000.00 | -1,996.11 |
| 6050 · Creative Services | 76,456.68 | 64,000.00 | 12,456.68 |
| 6070 · Dues and Memberships | 1,020.00 | 4,000.00 | -2,980.00 |

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

| | | TOTAL | |
|---|--------------|------------|----------------|
| | Jan - Dec 22 | Budget | \$ Over Budget |
| 6100 · Marketing contracts | | | |
| 6110 · Porter and Co | 117,673.91 | 185,800.00 | -68,126.09 |
| 6140 · CrowdRiff | 15,049.12 | 15,050.00 | -0.88 |
| 6130 · Public Relations expense | 9,715.00 | 15,000.00 | -5,285.00 |
| 6150 · Bandwango | 3,625.00 | 14,500.00 | -10,875.00 |
| 6160 · SeeSource | 26,964.00 | 27,500.00 | -536.00 |
| 6170 · John Pearson | 44,567.55 | 0.00 | 44,567.55 |
| 6100 · Marketing contracts - Other | 28,989.93 | 86,000.00 | -57,010.07 |
| Total 6100 · Marketing contracts | 246,584.51 | 343,850.00 | -97,265.49 |
| 6200 · Meals | 276.34 | 300.00 | -23.66 |
| 6310 · Postage | 1,020.25 | 2,500.00 | -1,479.75 |
| 6320 · Printing | 32,208.66 | 16,000.00 | 16,208.66 |
| 6340 · Public Relations | 7,232.25 | 6,000.00 | 1,232.25 |
| 6350 · Sales and Marketing Exp. -Other | 812.31 | 2,000.00 | -1,187.69 |
| 6360 · Sponsorships | 65,270.57 | 49,296.00 | 15,974.57 |
| 6355 · Hospitality for Hospitality | 1,064.75 | 2,500.00 | -1,435.25 |
| 6400 · Staffing - Marketing | | | |
| 6410 · Staffing - Marketing payroll | 128,521.94 | 159,000.00 | -30,478.06 |
| 6420 · Staffing - Payroll Taxes - Mktg | 10,192.40 | 15,000.00 | -4,807.60 |
| 6430 · Workers comp insurance | 2,094.06 | 1,850.00 | 244.06 |
| 6440 · Health insurance | 12,791.33 | 15,000.00 | -2,208.67 |
| Total 6400 · Staffing - Marketing | 153,599.73 | 190,850.00 | -37,250.27 |
| 6655 · Vehicle Maintenance | 8,653.68 | 100,000.00 | -91,346.32 |
| 6700 · Website | 63,640.58 | 13,000.00 | 50,640.58 |
| Total 6000 · Sales and Marketing Expense | 846,320.42 | 981,296.00 | -134,975.58 |
| 6900 · Zone and Micro-Marketing | | | |
| 6905 · Outside Contract Services | 500.00 | 0.00 | 500.00 |
| 6910 · Chico Zone | 61,513.12 | 58,000.00 | 3,513.12 |
| 6920 · Paradise Zone | 3,000.00 | 1,500.00 | 1,500.00 |
| 6930 · Oroville Zone | 29,287.22 | 18,500.00 | 10,787.22 |
| 6940 · Other Zone | 0.00 | 1,400.00 | -1,400.00 |
| Total 6900 · Zone and Micro-Marketing | 94,300.34 | 79,400.00 | 14,900.34 |

2:34 PM

01/10/23

Accrual Basis

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

| | | TOTAL | |
|---|---------------------|---------------------|--------------------|
| | Jan - Dec 22 | Budget | \$ Over Budget |
| 7000 · Administration Expenses | | | |
| 7010 · Advertising | 275.00 | 720.00 | -445.00 |
| 7020 · Bank fees | 75.32 | 100.00 | -24.68 |
| 7030 · Conference, Convention, Meeting | 2,764.24 | 5,000.00 | -2,235.76 |
| 7040 · Contract services | 36,201.59 | 0.00 | 36,201.59 |
| 7050 · Education | 1,043.79 | 5,000.00 | -3,956.21 |
| 7060 · Filing fees/ taxes | 0.00 | 100.00 | -100.00 |
| 7070 · General Administration | 15,375.45 | 10,000.00 | 5,375.45 |
| 7100 · Insurance | 1,821.00 | 6,000.00 | -4,179.00 |
| 7150 · Interest expense | -0.10 | 0.00 | -0.10 |
| 7200 · Meals | 1,260.11 | 1,250.00 | 10.11 |
| 7210 · Membership dues | 1,000.00 | 2,500.00 | -1,500.00 |
| 7300 · Office supplies | 1,046.04 | 3,000.00 | -1,953.96 |
| 7310 · Postage | 1,379.43 | 500.00 | 879.43 |
| 7320 · Printing and Copying | 956.81 | 1,000.00 | -43.19 |
| 7330 · Professional fees - Accounting | 12,459.99 | 25,000.00 | -12,540.01 |
| 7340 · Professional fees - Legal | 0.00 | 3,465.00 | -3,465.00 |
| 7350 · Promotion | 0.00 | 100.00 | -100.00 |
| 7360 · Rent/ Office Space | 7,455.00 | 8,400.00 | -945.00 |
| 7400 · Staffing - Admin | | | |
| 7410 · Staffing - Admin Payroll | 18,433.16 | 22,200.00 | -3,766.84 |
| 7420 · Payroll taxes - admin | 1,614.63 | 2,940.00 | -1,325.37 |
| 7430 · Workers comp insurance | 385.04 | 315.00 | 70.04 |
| 7440 · Health insurance | 1,676.80 | 3,000.00 | -1,323.20 |
| Total 7400 · Staffing - Admin | 22,109.63 | 28,455.00 | -6,345.37 |
| 7500 · Subscriptions | 6,150.34 | 11,000.00 | -4,849.66 |
| 7560 · Telephone, Telecommunications | 2,647.14 | 3,660.00 | -1,012.86 |
| 7570 · Travel | 3,040.42 | 6,250.00 | -3,209.58 |
| 7900 · Admin Expense- Other | 14,090.97 | 37,000.00 | -22,909.03 |
| Total 7000 · Administration Expenses | 131,152.17 | 158,500.00 | -27,347.83 |
| Total Expense | 1,071,772.93 | 1,219,196.00 | -147,423.07 |
| Net Ordinary Income | -59,730.28 | -118,900.00 | 59,169.72 |
| Net Income | -59,730.28 | -118,900.00 | 59,169.72 |

Statement of Financial Income and Expense

Accrual Basis

January through December 2022

| | Chico ARPA | Event Support - County ARPA | Non-Lodging | Prior Year Reserved | Program | Wayfinding Signage -County ARPA | TOTAL |
|---|-------------------|-----------------------------|-----------------|---------------------|-------------------|---------------------------------|---------------------|
| Ordinary Income/Expense | | | | | | | |
| Income | | | | | | | |
| 4000 - Program Income | | | | | | | |
| 4200 - Butte County | 0.00 | 0.00 | 0.00 | 0.00 | 5,246.43 | 0.00 | 5,246.43 |
| 4300 - Chico | 0.00 | 0.00 | 0.00 | 0.00 | 564,685.69 | 0.00 | 564,685.69 |
| 4350 - Gridley | 0.00 | 0.00 | 0.00 | 0.00 | 9,442.72 | 0.00 | 9,442.72 |
| 4400 - Oroville | 0.00 | 0.00 | 0.00 | 0.00 | 166,108.27 | 0.00 | 166,108.27 |
| 4600 - Paradise | 0.00 | 0.00 | 0.00 | 0.00 | 46,065.67 | 0.00 | 46,065.67 |
| Total 4000 - Program Income | 0.00 | 0.00 | 0.00 | 0.00 | 791,548.78 | 0.00 | 791,548.78 |
| 4800 - Other Types of Income | | | | | | | |
| 4810 - Interest Income | 0.00 | 0.00 | 0.00 | 0.00 | 107.38 | 0.00 | 107.38 |
| 4820 - Chico ARPA | 100,000.00 | 0.00 | 0.00 | 0.00 | 9,715.00 | 0.00 | 109,715.00 |
| 4830 - County ARPA Events | 0.00 | 70,324.95 | 0.00 | 0.00 | 0.00 | 0.00 | 70,324.95 |
| 4850 - Non-Lodging Participation | 0.00 | 0.00 | 7,116.38 | 0.00 | 7,100.00 | 0.00 | 14,216.38 |
| 4870 - Visitor Guide Advertising | 0.00 | 0.00 | 1,000.00 | 0.00 | 0.00 | 0.00 | 1,000.00 |
| 4880 - Other Types of Income - Other | 50,000.00 | 0.00 | 0.00 | 0.00 | 676.17 | 0.00 | 50,676.17 |
| Total 4800 - Other Types of Income | 150,000.00 | 70,324.95 | 8,116.38 | 0.00 | 7,883.55 | 0.00 | 236,324.88 |
| Total Income | 150,000.00 | 70,324.95 | 8,116.38 | 0.00 | 799,432.33 | 0.00 | 1,027,873.66 |
| Cost of Goods Sold | | | | | | | |
| 5000 - 2% Fee | | | | | | | |
| 5200 - 2% Fee - Butte County | 0.00 | 0.00 | 0.00 | 0.00 | 104.93 | 0.00 | 104.93 |
| 5300 - 2% Fee - Chico | 0.00 | 0.00 | 0.00 | 0.00 | 11,293.73 | 0.00 | 11,293.73 |
| 5350 - 2% Fee - Gridley | 0.00 | 0.00 | 0.00 | 0.00 | 188.86 | 0.00 | 188.86 |
| 5400 - 2% Fee - Oroville | 0.00 | 0.00 | 0.00 | 0.00 | 3,322.17 | 0.00 | 3,322.17 |
| 5500 - 2% Fee - Paradise | 0.00 | 0.00 | 0.00 | 0.00 | 921.32 | 0.00 | 921.32 |
| Total 5000 - 2% Fee | 0.00 | 0.00 | 0.00 | 0.00 | 15,831.01 | 0.00 | 15,831.01 |
| Total COGS | 0.00 | 0.00 | 0.00 | 0.00 | 15,831.01 | 0.00 | 15,831.01 |
| Gross Profit | 150,000.00 | 70,324.95 | 8,116.38 | 0.00 | 783,601.32 | 0.00 | 1,012,042.65 |
| Expense | | | | | | | |
| 6000 - Sales and Marketing Expense | | | | | | | |
| 6010 - Advertising | 0.00 | 0.00 | 3,900.00 | 13,350.00 | 171,226.22 | 0.00 | 188,476.22 |
| 6030 - Conferences | 0.00 | 0.00 | 0.00 | 0.00 | 3.89 | 0.00 | 3.89 |
| 6050 - Creative Services | 0.00 | 0.00 | 0.00 | 0.00 | 76,456.68 | 0.00 | 76,456.68 |
| 6070 - Dues and Memberships | 0.00 | 0.00 | 0.00 | 0.00 | 1,020.00 | 0.00 | 1,020.00 |
| 6100 - Marketing contracts | | | | | | | |
| 6110 - Porter and Co | 35,272.76 | 0.00 | 0.00 | 28,446.98 | 53,778.37 | 175.80 | 117,673.91 |
| 6140 - CrowdRift | 0.00 | 0.00 | 0.00 | 0.00 | 15,049.12 | 0.00 | 15,049.12 |
| 6150 - Public Relations expense | 0.00 | 0.00 | 0.00 | 0.00 | 9,715.00 | 0.00 | 9,715.00 |
| 6180 - Bandwango | 0.00 | 0.00 | 0.00 | 0.00 | 3,625.00 | 0.00 | 3,625.00 |
| 6180 - SeeSource | 0.00 | 0.00 | 0.00 | 0.00 | 26,964.00 | 0.00 | 26,964.00 |
| 6170 - John Pearson | 19,676.87 | 0.00 | 0.00 | 0.00 | 7,450.00 | 17,440.89 | 44,567.55 |
| 6100 - Marketing contracts - Other | 15,182.15 | 0.00 | 0.00 | 0.00 | 3,850.47 | 9,957.31 | 28,989.93 |
| Total 6100 - Marketing contracts | 70,131.78 | 0.00 | 0.00 | 28,446.98 | 120,431.96 | 27,573.79 | 246,584.51 |
| 6200 - Meals | 0.00 | 0.00 | 0.00 | 0.00 | 276.34 | 0.00 | 276.34 |
| 6310 - Postage | 0.00 | 0.00 | 0.00 | 0.00 | 1,020.25 | 0.00 | 1,020.25 |
| 6320 - Printing | 0.00 | 0.00 | 0.00 | 0.00 | 790.33 | 0.00 | 790.33 |
| 6340 - Public Relations | 0.00 | 0.00 | 0.00 | 31,418.33 | 7,232.25 | 0.00 | 38,650.58 |
| 6350 - Sales and Marketing Exp. - Other | 0.00 | 0.00 | 0.00 | 0.00 | 812.31 | 0.00 | 812.31 |
| 6360 - Sponsorships | 0.00 | 64,999.95 | 0.00 | 0.00 | 270.82 | 0.00 | 65,270.57 |
| 6355 - Hospitality for Hospitality | 0.00 | 0.00 | 0.00 | 0.00 | 1,064.75 | 0.00 | 1,064.75 |
| 6400 - Staffing - Marketing | | | | | | | |
| 6410 - Staffing - Marketing payroll | 3,750.00 | 750.00 | 0.00 | 0.00 | 121,271.94 | 2,750.00 | 128,521.94 |
| 6420 - Staffing - Payroll Taxes - Mtg | 0.00 | 0.00 | 0.00 | 0.00 | 10,192.40 | 0.00 | 10,192.40 |
| 6430 - Workers comp insurance | 0.00 | 0.00 | 0.00 | 0.00 | 2,094.06 | 0.00 | 2,094.06 |
| 6440 - Health insurance | 0.00 | 0.00 | 0.00 | 0.00 | 12,791.33 | 0.00 | 12,791.33 |
| Total 6400 - Staffing - Marketing | 3,750.00 | 750.00 | 0.00 | 0.00 | 146,349.73 | 2,750.00 | 153,599.73 |
| 6655 - Vehicle Maintenance | 0.00 | 0.00 | 0.00 | 7,085.84 | 1,567.84 | 0.00 | 8,653.68 |
| 6700 - Website | 0.00 | 0.00 | 0.00 | 57,162.50 | 6,479.08 | 0.00 | 63,641.58 |
| Total 6000 - Sales and Marketing Expense | 73,881.78 | 65,749.95 | 3,900.00 | 137,463.65 | 535,001.25 | 30,323.79 | 846,320.42 |
| 6900 - Zone and Micro-Marketing | | | | | | | |
| 6905 - Outside Contract Services | 0.00 | 0.00 | 0.00 | 500.00 | 0.00 | 0.00 | 500.00 |
| 6910 - Chico Zone | 0.00 | 0.00 | 0.00 | 53,687.09 | 7,826.03 | 0.00 | 61,513.12 |
| 6920 - Paradise Zone | 0.00 | 0.00 | 0.00 | 3,000.00 | 0.00 | 0.00 | 3,000.00 |
| 6930 - Oroville Zone | 0.00 | 0.00 | 0.00 | 29,287.22 | 0.00 | 0.00 | 29,287.22 |
| Total 6900 - Zone and Micro-Marketing | 0.00 | 0.00 | 0.00 | 86,474.31 | 7,826.03 | 0.00 | 94,300.34 |
| 7000 - Administration Expenses | | | | | | | |
| 7010 - Advertising | 0.00 | 275.00 | 0.00 | 0.00 | 0.00 | 0.00 | 275.00 |
| 7020 - Bank fees | 0.00 | 0.00 | 30.23 | 0.00 | 45.00 | 0.00 | 75.23 |
| 7030 - Conference, Convention, Meeting | 0.00 | 0.00 | 0.00 | 0.00 | 2,764.24 | 0.00 | 2,764.24 |
| 7040 - Contract services | 0.00 | 0.00 | 0.00 | 0.00 | 36,201.59 | 0.00 | 36,201.59 |
| 7050 - Education | 0.00 | 0.00 | 0.00 | 0.00 | 1,943.79 | 0.00 | 1,943.79 |
| 7070 - General Administration | 0.00 | 0.00 | 0.00 | 0.00 | 15,375.45 | 0.00 | 15,375.45 |
| 7100 - Insurance | 0.00 | 0.00 | 0.00 | 0.00 | 1,821.00 | 0.00 | 1,821.00 |
| 7150 - Interest expense | 0.00 | 0.00 | 0.00 | 0.00 | -0.10 | 0.00 | -0.10 |
| 7200 - Meals | 0.00 | 0.00 | 0.00 | 0.00 | 1,260.11 | 0.00 | 1,260.11 |
| 7210 - Membership dues | 0.00 | 0.00 | 0.00 | 0.00 | 1,000.00 | 0.00 | 1,000.00 |
| 7300 - Office supplies | 0.00 | 0.00 | 0.00 | 0.00 | 1,046.04 | 0.00 | 1,046.04 |
| 7310 - Postage | 0.00 | 0.00 | 0.00 | 0.00 | 1,379.43 | 0.00 | 1,379.43 |
| 7320 - Printing and Copying | 0.00 | 0.00 | 0.00 | 0.00 | 956.81 | 0.00 | 956.81 |
| 7330 - Professional fees - Accounting | 0.00 | 0.00 | 0.00 | 0.00 | 12,459.99 | 0.00 | 12,459.99 |
| 7360 - Rent/ Office Space | 0.00 | 0.00 | 0.00 | 0.00 | 7,455.00 | 0.00 | 7,455.00 |
| 7400 - Staffing - Admin | | | | | | | |
| 7410 - Staffing - Admin Payroll | 0.00 | 0.00 | 0.00 | 0.00 | 18,433.16 | 0.00 | 18,433.16 |
| 7420 - Payroll taxes - admin | 0.00 | 0.00 | 0.00 | 0.00 | 1,614.63 | 0.00 | 1,614.63 |
| 7430 - Workers comp insurance | 0.00 | 0.00 | 0.00 | 0.00 | 385.04 | 0.00 | 385.04 |
| 7440 - Health insurance | 0.00 | 0.00 | 0.00 | 0.00 | 1,676.80 | 0.00 | 1,676.80 |
| Total 7400 - Staffing - Admin | 0.00 | 0.00 | 0.00 | 0.00 | 22,109.63 | 0.00 | 22,109.63 |
| 7500 - Subscriptions | 0.00 | 0.00 | 0.00 | 0.00 | 6,150.34 | 0.00 | 6,150.34 |
| 7560 - Telephone, Telecommunications | 0.00 | 0.00 | 0.00 | 0.00 | 2,647.14 | 0.00 | 2,647.14 |
| 7570 - Travel | 0.00 | 0.00 | 0.00 | 0.00 | 3,040.42 | 0.00 | 3,040.42 |
| 7900 - Admin Expense- Other | 4,729.37 | 4,416.00 | 0.00 | 0.00 | 399.60 | 4,546.00 | 14,090.97 |
| Total 7000 - Administration Expenses | 4,729.37 | 4,691.00 | 30.23 | 0.00 | 117,155.57 | 4,546.00 | 131,152.17 |
| Total Expense | 78,611.15 | 70,440.95 | 3,930.23 | 223,937.96 | 658,982.85 | 34,869.79 | 1,071,772.93 |
| Net Ordinary Income | 71,388.85 | -116.00 | 4,186.15 | -223,937.96 | 123,616.47 | -34,869.79 | -59,730.28 |
| Net Income | 71,388.85 | -116.00 | 4,186.15 | -223,937.96 | 123,616.47 | -34,869.79 | -59,730.28 |

Explore Butte County Statement of Activities January through December 2022

| | Jan - Dec 22 |
|---|---------------------|
| Ordinary Income/Expense | |
| Income | |
| 4000 · Program Income | |
| 4200 · Butte County | 5,246.43 |
| 4300 · Chico | 564,685.69 |
| 4350 · Gridley | 9,442.72 |
| 4400 · Oroville | 166,108.27 |
| 4500 · Paradise | 46,065.67 |
| Total 4000 · Program Income | 791,548.78 |
| 4800 · Other Types of Income | |
| 4810 · Interest Income | 107.38 |
| 4820 · Chico ARPA | 100,000.00 |
| 4830 · County ARPA Events | 70,324.95 |
| 4850 · Non-Lodging Participation | 14,216.38 |
| 4870 · Visitor Guide Advertising | 1,000.00 |
| 4800 · Other Types of Income - Other | 50,676.17 |
| Total 4800 · Other Types of Income | 236,324.88 |
| Total Income | 1,027,873.66 |
| Cost of Goods Sold | |
| 5000 · 2% Fee | |
| 5200 · 2% Fee - Butte County | 104.93 |
| 5300 · 2% Fee - Chico | 11,293.73 |
| 5350 · 2% Fee - Gridley | 188.86 |
| 5400 · 2% Fee - Oroville | 3,322.17 |
| 5500 · 2% Fee - Paradise | 921.32 |
| Total 5000 · 2% Fee | 15,831.01 |
| Total COGS | 15,831.01 |
| Gross Profit | 1,012,042.65 |
| Expense | |
| 6000 · Sales and Marketing Expense | |
| 6010 · Advertising | 188,476.22 |
| 6030 · Conferences | 3.89 |
| 6050 · Creative Services | 76,456.68 |
| 6070 · Dues and Memberships | 1,020.00 |
| 6100 · Marketing contracts | |
| 6110 · Porter and Co | 117,673.91 |
| 6140 · CrowdRiff | 15,049.12 |
| 6130 · Public Relations expense | 9,715.00 |
| 6150 · Bandwango | 3,625.00 |
| 6160 · SeeSource | 26,964.00 |
| 6170 · John Pearson | 44,567.55 |
| 6100 · Marketing contracts - Other | 28,989.93 |
| Total 6100 · Marketing contracts | 246,584.51 |
| 6200 · Meals | 276.34 |
| 6310 · Postage | 1,020.25 |
| 6320 · Printing | 32,208.66 |
| 6340 · Public Relations | 7,232.25 |
| 6350 · Sales and Marketing Exp. -Other | 812.31 |
| 6360 · Sponsorships | 65,270.57 |
| 6355 · Hospitality for Hospitality | 1,064.75 |
| 6400 · Staffing - Marketing | |
| 6410 · Staffing - Marketing payroll | 128,521.94 |
| 6420 · Staffing - Payroll Taxes - Mktg | 10,192.40 |
| 6430 · Workers comp insurance | 2,094.06 |
| 6440 · Health insurance | 12,791.33 |
| Total 6400 · Staffing - Marketing | 153,599.73 |

Explore Butte County Statement of Activities January through December 2022

| | Jan - Dec 22 |
|---|---------------------|
| 6655 · Vehicle Maintenance | 8,653.68 |
| 6700 · Website | 63,640.58 |
| Total 6000 · Sales and Marketing Expense | 846,320.42 |
| 6900 · Zone and Micro-Marketing | |
| 6905 · Outside Contract Services | 500.00 |
| 6910 · Chico Zone | 61,513.12 |
| 6920 · Paradise Zone | 3,000.00 |
| 6930 · Oroville Zone | 29,287.22 |
| Total 6900 · Zone and Micro-Marketing | 94,300.34 |
| 7000 · Administration Expenses | |
| 7010 · Advertising | 275.00 |
| 7020 · Bank fees | 75.32 |
| 7030 · Conference, Convention, Meeting | 2,764.24 |
| 7040 · Contract services | 36,201.59 |
| 7050 · Education | 1,043.79 |
| 7070 · General Administration | 15,375.45 |
| 7100 · Insurance | 1,821.00 |
| 7150 · Interest expense | -0.10 |
| 7200 · Meals | 1,260.11 |
| 7210 · Membership dues | 1,000.00 |
| 7300 · Office supplies | 1,046.04 |
| 7310 · Postage | 1,379.43 |
| 7320 · Printing and Copying | 956.81 |
| 7330 · Professional fees - Accounting | 12,459.99 |
| 7360 · Rent/ Office Space | 7,455.00 |
| 7400 · Staffing - Admin | |
| 7410 · Staffing - Admin Payroll | 18,433.16 |
| 7420 · Payroll taxes - admin | 1,614.63 |
| 7430 · Workers comp insurance | 385.04 |
| 7440 · Health insurance | 1,676.80 |
| Total 7400 · Staffing - Admin | 22,109.63 |
| 7500 · Subscriptions | 6,150.34 |
| 7560 · Telephone, Telecommunications | 2,647.14 |
| 7570 · Travel | 3,040.42 |
| 7900 · Admin Expense- Other | 14,090.97 |
| Total 7000 · Administration Expenses | 131,152.17 |
| Total Expense | 1,071,772.93 |
| Net Ordinary Income | -59,730.28 |
| Net Income | -59,730.28 |

| | | | | | | |
|---------------------------------|--|--|---------------------------------------|--|--------------------|--|
| Proposed 2023 Budget for Review | | | | | | |
| | | | | | | |
| | | | 4000 - Program Income | | | |
| | | | 4200 Butte County | | \$3,500 | |
| | | | 4300 Chico | | \$759,000 | |
| | | | 4350 Gridley | | \$8,000 | |
| | | | 4400 Oroville | | \$233,000 | |
| | | | 4500 Paradise | | \$43,000 | |
| | | | Total 4000 Program Income | | \$1,046,500 | |
| | | | | | | |
| | | | 4800 - Other Types of Income | | | |
| | | | 4810 Interest Income | | \$110 | |
| | | | 4820 Chico ARPA Project | | \$100,000 | |
| | | | 4830 County ARPA - Event Support | | | |
| | | | 4840 County ARPA - Wayfinding Signage | | | |
| | | | 4850 Non-Lodging Participation | | \$6,000 | |
| | | | 4870 Visitor Guide Advertising | | \$10,000 | |
| | | | 4800 Other Types of Income | | \$0 | |
| | | | Total 4800 Other Types of Income | | \$116,110 | |
| | | | | | | |
| | | | Total Income | | \$1,162,610 | |
| | | | | | | |
| | | | Cost of Goods Sold | | | |
| | | | 5000 - 2% Fee | | | |
| | | | 5200 2% Fee Butte County | | \$70 | |
| | | | 5300 2% Fee Chico | | \$15,180 | |
| | | | 5350 2% Fee Gridley | | \$160 | |
| | | | 5400 2% Fee Oroville | | \$4,660 | |
| | | | 5500 2% Fee Paradise | | \$860 | |
| | | | Total 5000 2% Fee | | \$20,930 | |
| | | | | | | |
| | | | Gross Income | | \$1,141,680 | |
| | | | | | | |
| | | | Expense | | | |
| | | | 6000 - Sales and Marketing Expense | | | |
| | | | 6010 Advertising | | \$135,000 | |
| | | | 6020 Captial Display | | \$0 | |
| | | | 6030 Conferences | | \$12,000 | |
| | | | 6050 Creative Services | | \$100,000 | |
| | | | 6070 Dues and Memberships | | \$4,600 | |
| | | | | | | |
| | | | 6100 Marketing Contracts | | | |
| | | | 6110 - Porter Co. | | \$150,000 | |

| | | | | | | |
|--|--|---|--|--|--------------------|--|
| | | | 6140 - CrowdRiff | | \$15,050 | |
| | | | 6130 - Public Relations | | \$14,000 | |
| | | | 6160 - Bandwango | | \$2,500 | |
| | | | 6150 - SeeSource | | \$27,500 | |
| | | | 6170 - John Pearson | | \$90,000 | |
| | | Total 6100 | Marketing Contracts | | \$299,050 | |
| | | | | | | |
| | | 6200 | Meals | | \$500 | |
| | | 6310 | Postage | | \$7,500 | |
| | | 6320 | Printing | | \$16,000 | |
| | | 6340 | Public Relations | | \$5,000 | |
| | | 6350 | Sales & Marketing Exp. Other | | \$2,000 | |
| | | 6355 | Hospitality for Hospitality | | \$2,500 | |
| | | 6360 | Sponsorship/ Community Marketing | | \$50,000 | |
| | | | | | | |
| | | 6400 | Staffing - Marketing | | | |
| | | | 6410 - Staffing - Marketing payroll | | \$175,000 | |
| | | | 6420 - Staffing - Payroll Taxes - Mktg | | \$17,522 | |
| | | | 6430 - Workers comp insurance | | \$1,881 | |
| | | | 6440 - Health insurance | | \$15,900 | |
| | | Total 6400 | Staffing - Marketing | | \$210,303 | |
| | | | | | | |
| | | 6655 | Vehicle Maintenance | | \$5,000 | |
| | | 6700 | Website | | \$6,000 | |
| | | | | | | |
| | | Total 6000 - Sales and Marketing Expense | | | \$855,453 | |
| | | | | | | |
| | | 6800 | Destination Management Activity | | \$75,000 | |
| | | | | | | |
| | | 6900 | Zone and Micro-Marketing | | | |
| | | 6905 | Outside contract Services | | \$1,150 | |
| | | 6910 | Chico Zone | | \$75,900 | |
| | | 6920 | Paradise Zone | | \$4,300 | |
| | | 6930 | Oroville Zone | | \$23,300 | |
| | | Total 6900 | Zone and Micro-Marketing | | \$104,650 | |
| | | | | | | |
| | | Total Sales & Marketing | | | \$1,035,103 | |
| | | | | | | |
| | | | | | | |
| | | 7000 | Administration | | | |
| | | 7010 | Advertising | | \$500 | |
| | | 7020 | Bank Fees | | \$100 | |
| | | 7030 | Conference, Convention, Meeting | | \$3,000 | |
| | | 7040 | Contract Services | | \$2,000 | |

| | | | | | | | |
|--|--|--|--|---------------------------------|--|--------------------|-----------------|
| | | | 7045 | Depreciation Expense | | \$6,092 | Non-Cash, remov |
| | | | 7050 | Education | | \$3,500 | |
| | | | 7060 | Filing Fees/Taxes | | \$100 | |
| | | | 7070 | General Administration | | \$7,817 | |
| | | | 7100 | Insurance | | \$3,000 | |
| | | | 7200 | Meals | | \$600 | |
| | | | 7210 | Membership Dues | | \$2,500 | |
| | | | 7300 | Office Supplies | | \$2,400 | |
| | | | 7310 | Postage | | \$500 | |
| | | | 7320 | Printing and Copying | | \$1,000 | |
| | | | 7330 | Professional Fees - Accounting | | \$15,000 | |
| | | | 7340 | Professional Fees - Legal | | \$1,500 | |
| | | | 7350 | Promotion | | \$100 | |
| | | | 7360 | Rent / Office Space | | \$7,500 | |
| | | | | | | | |
| | | | 7400 | Staffing - Admin | | | |
| | | | | 7410 · Staffing - Admin Payroll | | \$34,000 | |
| | | | | 7420 · Payroll taxes - admin | | \$3,245 | |
| | | | | 7430 · Workers comp insurance | | \$348 | |
| | | | | 7440 · Health insurance | | \$2,100 | |
| | | | Total 7400 | Staffing - Admin | | \$39,693 | |
| | | | | | | | |
| | | | 7500 | Subscriptions | | \$5,000 | |
| | | | 7560 | Telephone, Telecommunications | | \$3,000 | |
| | | | 7570 | Travel | | \$3,000 | |
| | | | 7900 | Admin Expense Other | | \$2,500 | |
| | | | | | | | |
| | | | Total 7000 - Administration Expense | | | \$107,310 | |
| | | | | | | | |
| | | | Total Expense | | | \$1,150,285 | |
| | | | | | | | |
| | | | Net Ordinary Income | | | -\$733 | |
| | | | | 3% program contingency | | -\$31,395 | |
| | | | | PY Reserve Funds to be Spent | | \$50,000 | |
| | | | Net Income | | | \$17,872 | |



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

EXPLORE BUTTE COUNTY – CHICO TOURISM COMMITTEE MEETING

Wednesday, Dec. 14 2022

11:00 p.m. - 12:00 p.m.

Meeting

MONCA

Or via Zoom

<https://us02web.zoom.us/j/87592159392?pwd=cmZhZUh0TmxERXNZbEJEUmFFOVNwUT09>

Meeting ID: 875 9215 9392

Passcode: 116921

AGENDA

PURPOSE: Discuss the specific marketing needs for that jurisdiction for the year, create a spending plan, and prepare that for the EBC BOD to review at each year's annual business meeting.

COMMITTEE MEMBERS: Linda Herman (Chico City Parks), Jennifer Macarthy (City of Chico), DCBA, Tamba Sellu (Chico lodging), Shari Anderson (Chico State), Pat Macias (monca)

AGENDA

1. Travel Chico Update and Next Steps
2. Sponsorships and Community Updates
 - a. Audrey with Ice Rink
3. Committee Updates
 - a. Internal Survey Results
 - Have an annual planning session on events and how leverage events and opportunities to attract visitors as well as locals
 - New Voices to include:
 - Chamber
 - Students / Education
 - CARD
 - F&B
 - Arts/Culture



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

4. Sponsorship Process Flow
 - a. To Discuss:
 - Chico Tourism Committee Goals
 - How does group make decisions
 - b. To Review: (Are these the right questions?)
 - Survey
 - Matrix
 - Sponsor Categories:
 - Financial sponsorship categories.
 - \$100-\$500
 - \$500-\$1000
 - Etc...
 - Types
 - In-kind
 - Media sponsorship
 - Marketing sponsorship
 - Financial sponsorship
 - Mix
 - c. Content to build:
 - Web content
 - Annual event from EBC to sponsor
5. Other business not agendized
6. Adjourn Meeting

| | | | |
|-------------------------|--|---------------|------------|
| Project Name: | | Date: | 12/14/2022 |
| Meeting Purpose: | CHICO TOURISM COMMITTEE: ZONE MARKETING | Start: | 11:00 AM |
| Place: | ZOOM | End: | 11:20 AM |

Meeting Notes

Attending

John Pearson (PCP), Jennifer Macarthy (City of Chico), Tamba Sellu (Chico lodging), Pat Macias (monca), Shari Anderson (Chico State), Audrey Taylor (DCBA)

Discussion

AGENDA

1. Travel Chico Update and Next Steps
 - a. *JP: This meeting was post small group stakeholder meeting. Gave a brief update on how the project is evolving and of the partners involved. Gave brief timeline and update on deliverables.*
2. Sponsorships and Community Updates
 - a. Audrey with Ice Rink: *Audrey gave an update on the ice rink and sponsorship progress . Sponsorship exceeded 2021.*
3. Committee Updates
 - a. Internal Survey Results
 - Have an annual planning session on events and how leverage events and opportunities to attract visitors as well as locals

Group

 - New Voices to include:
 - Chamber
 - Students / Education
 - CARD
 - F&B
 - Arts/Culture

Group decided to hold an operational meeting rather than a strategic planning meeting. The meeting will be help Feb. 2 for our first meeting. Group discussed new members and made plans to reach out to each individual network. JP will include the new members in all communications. New member will include CSUC, Chico Chamber, SNB and F&B.
4. Sponsorship Process Flow
 - a. To Discuss:
 - Chico Tourism Committee Goals
 - How does group make decisions

- b. To Review: (Are these the right questions?)
 - Survey
 - Matrix
 - Sponsor Categories:
 - o Financial sponsorship categories.
 - \$100-\$500
 - \$500-\$1000
 - Etc...
 - o Types
 - In-kind
 - Media sponsorship
 - Marketing sponsorship
 - Financial sponsorship
 - Mix

Group reviewed sponsorship survey, decision matrix. Was in consensus about moving forward with process flow and alignment with mission and vision.

- c. Content to build:
 - Web content
 - Annual event from EBC to sponsor

Group was in consensus to build a new page for the website for Zone Marketing FAQs, sponsorship information and application processes.

- 5. Other business not agendized

JP gave brief update on the Chico Velo collaboration. Slow going with Velo's change of leadership and communication gaps. Will have update by Feb meeting.
- 6. Adjourn Meeting

CTC Internal Survey Results

What population of people or area of community involvement are we missing in the travel and tourism conversation?

- Education
- College age group and seniors
- recreation, sports, organizations providing the experience
- An ideal committee in my mind includes: business, government, university, hotel, recreation, arts/culture

Are there specific people/groups you would like to see us reach out to?

- Do we have representatives from CARD, the Chamber, and the restaurant industry? I don't believe we currently do.
- Sports orgs and students

What are 4-5 major regional yearly events that we should have on the calendar and support?

- Museum weekend, Bike tour, Art and Wine walk, restaurant weekend.
- Earth Festival, Easter Egg Hunts, Pioneer Day, & Halloween - Thriller Parade
- Thursday Night Market, Friday Night Concerts, Ice Rink, Graduation, Wildcat Weekend
- I believe that the following are Countywide attractions that could be supported by the regular Explore Butte Budget: Wildflower, Chico Ice Rink. The other events to be considered for Zone funds could include: Art & Wine Walk, Open Studio Art Tour, Taste of Chico (if they do it again), Gold Cup.

What Chico specific experiences should we have on the calendar and support?

- Easter Egg Hunts, Pioneer Day & Halloween - Thriller Parade
- Art & Wine Walk, Slice of Chico
- Thursday night market, Friday night concerts, Chico Ice Rink in the Plaza, Open Studio Art Tour, Wildflower, Bidwell Bump, (I'm sure there are others that I can't think of now)

Sponsorships are only part of what we do. How would you like to see this committee create a space for collaboration and best utilize our time.

- Bringing in partners and groups who are part of the events but also can add their voices.
- Through meetings - In person or via zoom
- Have a annual planning session on events and how leverage events and opportunities to attract visitors as well as locals

Sponsorship Request Form

Please make sure to read the Chico Tourism Committee Sponsorship information on the EBC website (found [HERE](#)) before filling out the following request form. Please submit all requests at least 6 weeks in advance of when the support is required.

NOTE: All application requests for support are subject to approval based the criterial as stated on the website, including how well the event supports travel and tourism, our community and the mission and vison of Explore Butte County. You will receive an e-mail notification once your request has been received. Your request will be evaluated, and you will receive an e-mail response within 10 - 15 business days.

1. Personal Contact Information

Name

Phone number

2. Your Email

3. Tell us about your organization

Organization name

Address

City/town

Postal Code

Province

Phone number

4. Which areas does your organization support?

- ☐ Annual Event
- ☐ Travel and Tourism
- ☐ Local Community
- ☐ Local Business

☐ If your organization is associated with another area, please specify
(Maximum 100 characters)

5. Please describe the goals and purpose of the organization, sponsorship and/or event. (Maximum 500 characters)

6. Has this organization requested support from EBC in the past 12 months?

- ☐ Yes
- ☐ No

7. Event details

Event Name

Event Address

8. Event Date (MM/DD/YYYY)

9. Please describe your event and provide additional details. Please include the purpose of the event and the number of expected attendees, etc. (Maximum 500 characters)

10. What support specifically are you requesting EBC to provide?
(Maximum 200 characters)

11. Will EBC's support be recognized?

- ☐ Yes
- ☐ No

If yes, please specify how (Maximum 100 Characters)

12. Will you require an EBC logo

- ☐ Yes
- ☐ No

If yes, please specify what size and format are required: (Maximum 100 characters)

Done

Chico Lodging Collaboration with Chico Velo for Wildflower Century Ride

Background:

Chico Velo has been coordinating the Wildflower Century Ride, headquartered in Chico at the Silver Dollar Fairgrounds for the last 40 years. Cyclists travel from a wide variety of outside communities to take part in the activities and the various routes available for the ride. The last large event took place in the spring of 2019, after the devastating Camp Fire, which saw significant support of riders who wanted to support our region. With the unknowns of COVID, the Century Ride was canceled in 2020 and offered as a digital experience in 2021. This year, 2022, Chico Velo's board of directors has decided to proceed with an in-person event! With pent up demand for travel, the relative safety of outdoor events, and Chico's charm, there is an expectation that the event will see more than 3,000 riders this year. And many riders bring a friend or two for support, so we expect a significant impact on the Chico tourism community.

Project Proposal:

Explore Butte County (EBC) has already pledged to support Chico Velo's efforts during the event by sharing assets, helping to promote the event, and to offer on-site "concierge" services for those who want to know more about what to do in the area.

Additionally, the Chico Tourism Committee (a small dedicated group chaired by a Chico lodging property) has received approval of up to \$10,000 to support a more impactful experience for those who choose to stay in Chico lodging.

If you would like to be a lodging partner with Chico Velo, please let me know so I can connect you. Beyond that, if you would like to offer an elevated experience for those who are riding and staying at local lodging here is what we're asking for:

- You offer secure, indoor bike parking for riders participating in the Century Ride
 - This should include internal processes for how people will check their bikes in and out. There is \$ available to assist in systems for that security.
- You work with Chico Velo Wildflower to create a block of rooms for the event so we can capture those reservations.
- You agree to work with EBC with a coordination schedule of a local bike shop/mechanic who will set up at your property (at EBC's expense) to work on bikes at your property.
- Work with EBC to hand out "swag bags"/or special items to those booked for the Wildflower Century Ride.

We are open to ideas to help create a reason for riders to stay in Chico hotels and for their experience to be so nice that they want to return.

We look forward to working with you on this fun project.

Thank you!

EXPLORE BUTTE COUNTY

2022 ANNUAL REPORT

Prepared by Ashley Baer, Marketing Manager
January 2023

TABLE OF CONTENTS

Social Media

2 - 2022 Social Followers

3 - YOY Social Growth

4 - YOY Total Engagements

5 - Social Media Engagement Trends

6 - Social Media Metrics

Newsletter

7 - DTC Newsletter

Website

8 - 2022 Website Overview

9 - YOY Comparisons

10 - Website Traffic Channels

Discussion

11 - Progress Made on Goals Set for 2022

12 - In Brief & Goals

Addendums

13 - Butte County A-Z

14 - 2022 Influencer Visits

2022 SOCIAL FOLLOWERS



+16.58%

From 10,357 on 1/1/22 to 13,240 on 12/31/22



+34.07%

From 11,448 on 1/1/22 to 15,348 on 12/31/22



+2,790%

From 217 on 1/1/22 to 6,272 on 12/31/22



+14.40%

From 729 on 1/1/22 to 834 on 12/31/22



+8.09%

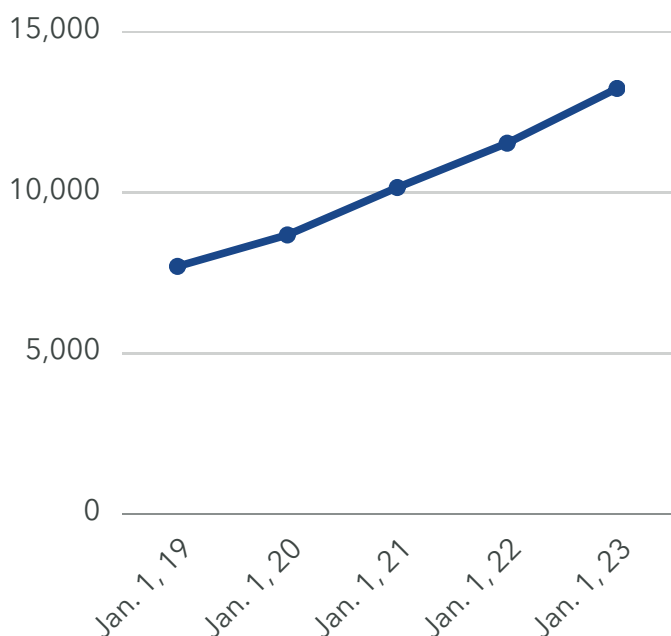
From 2,881 on 1/1/22 to 3,114 on 12/31/22



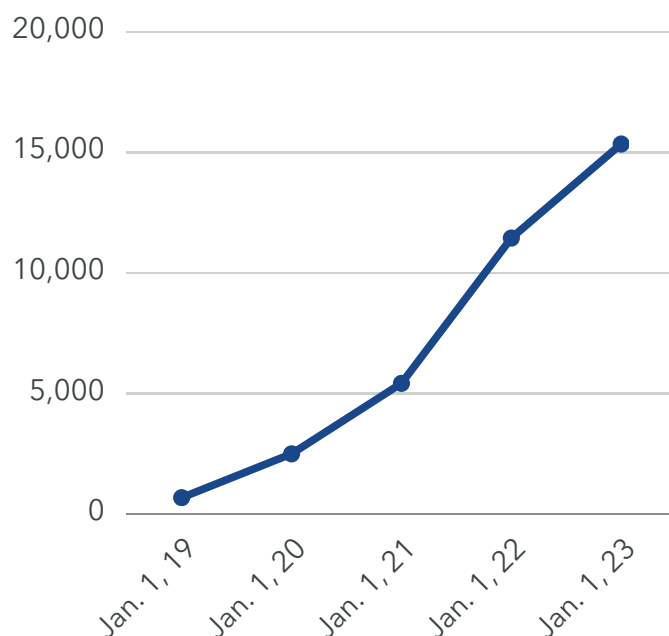
+22.6%

From 53 on 1/1/22 to 65 on 12/31/22

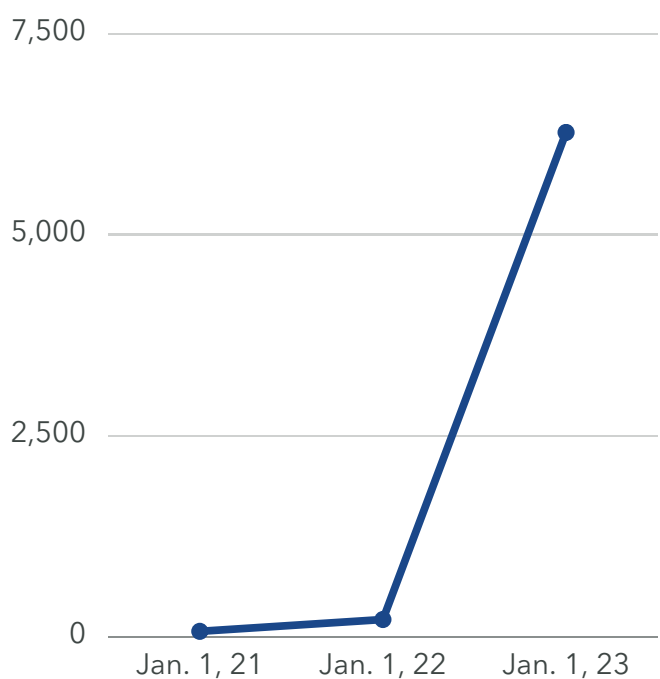
YOY SOCIAL GROWTH



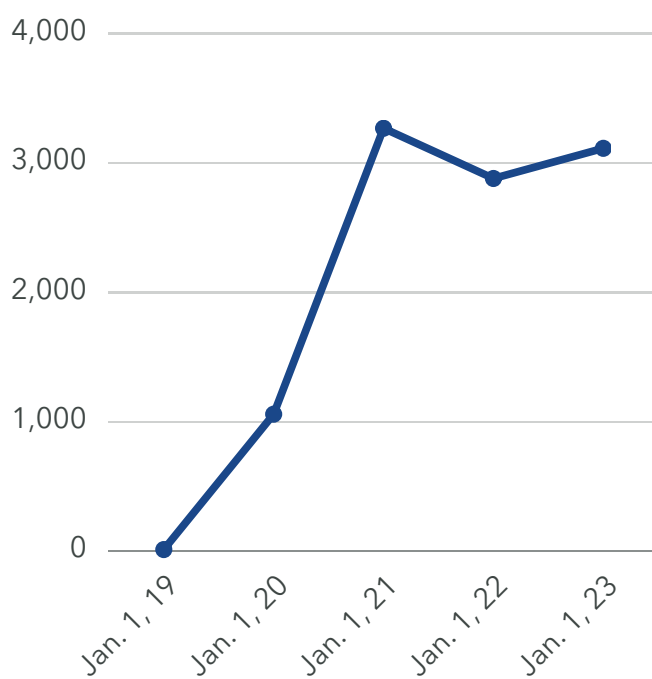
FACEBOOK FOLLOWERS



INSTAGRAM FOLLOWERS

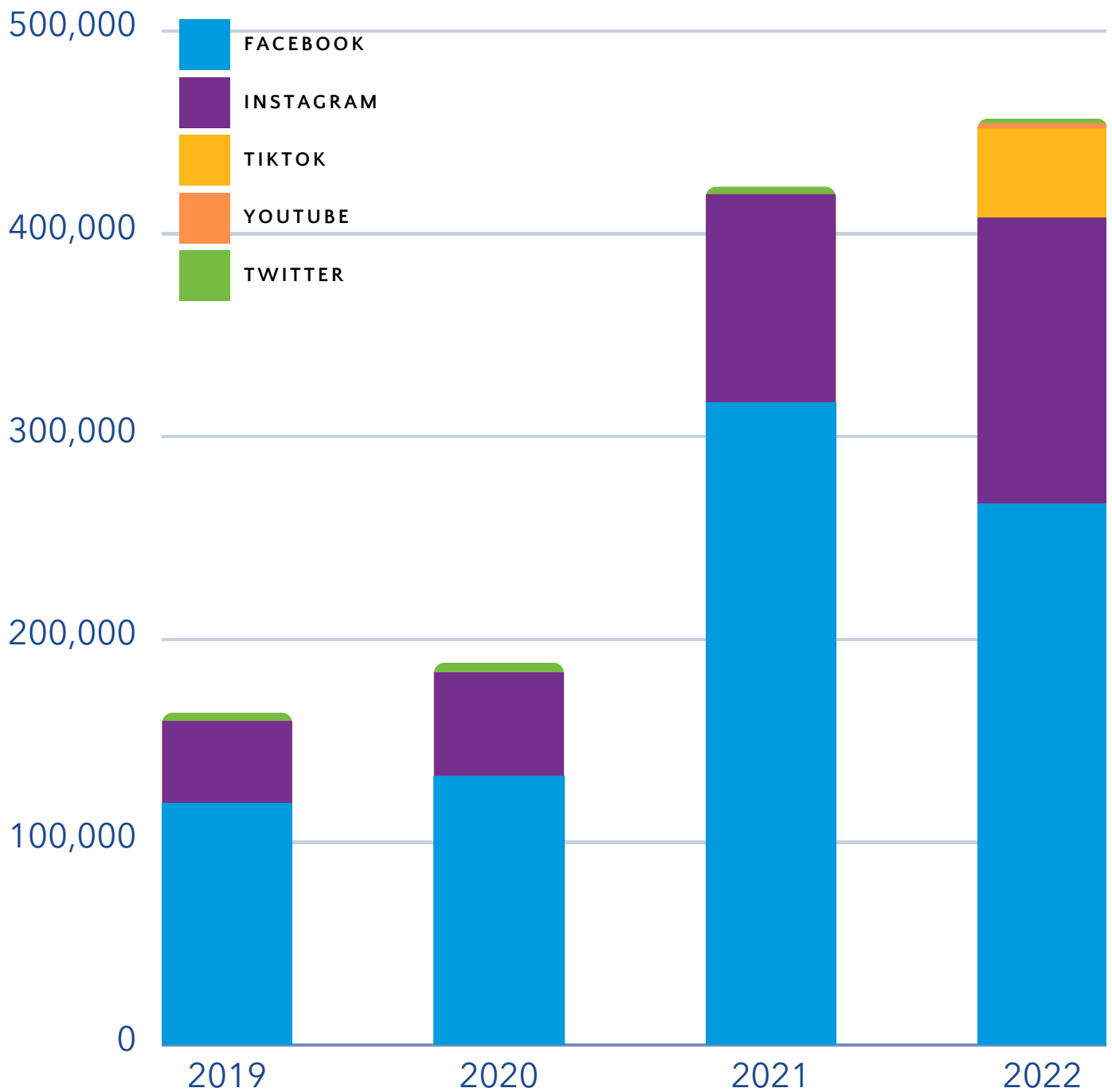


TIKTOK FOLLOWERS



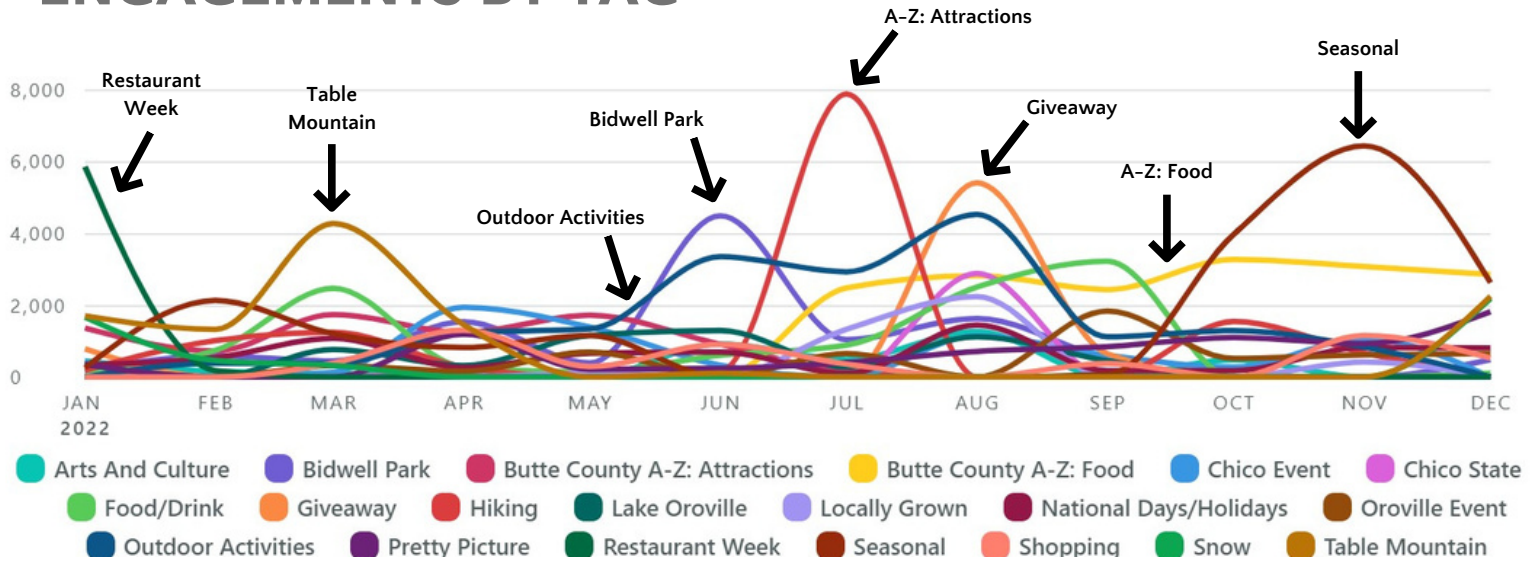
YOUTUBE FOLLOWERS

YOY TOTAL ENGAGEMENTS



SOCIAL MEDIA ENGAGEMENT TRENDS

ENGAGEMENTS BY TAG



TOP POSTS BY ENGAGEMENT

| | | | |
|--|--|--|--|
| <p>E explorebuttecountycyca Fri 8/5/2022 8:05 am PDT</p> <p>🎉 GIVEAWAY TIME 🎉 Oktoberfest at @sierranevada is back in 2022, and we've got an exclusive giveaway before tickets g...</p> <p>Total Engagements 5,399</p> <p>Likes 947</p> <p>Comments 4,419</p> <p>Saves 33</p> | <p> Explore Butte County Fri 7/15/2022 12:20 pm PDT</p> <p>At 41-miles long, the Brad Freeman Trail showcases a variety of views across Oroville—including an abandoned train tunnel next to</p> <p>Total Engagements 5,033</p> <p>Reactions 1,040</p> <p>Comments 357</p> <p>Shares 273</p> <p>Post Link Clicks 249</p> <p>Other Post Clicks 3,114</p> | <p>E explorebuttecountycyca Fri 7/15/2022 8:08 am PDT</p> <p>At 41-miles long, the Brad Freeman Trail showcases a variety of views across Oroville—including an abandoned train tunnel nex...</p> <p>Total Engagements 2,823</p> <p>Likes 1,555</p> <p>Comments 39</p> <p>Shares 642</p> <p>Saves 587</p> | <p> Explore Butte County Wed 6/15/2022 11:28 am PDT</p> <p>Stay cool this summer in one of Bidwell Park's swimming holes. 🌊 From family friendly and remote, they're the best urban swimming</p> <p>Total Engagements 1,995</p> <p>Reactions 455</p> <p>Comments 134</p> <p>Shares 98</p> <p>Post Link Clicks 50</p> <p>Other Post Clicks 1,258</p> |
|--|--|--|--|

SOCIAL MEDIA METRICS

Facebook, Instagram, TikTok, YouTube, and Twitter

1/1/22 - 12/31/22

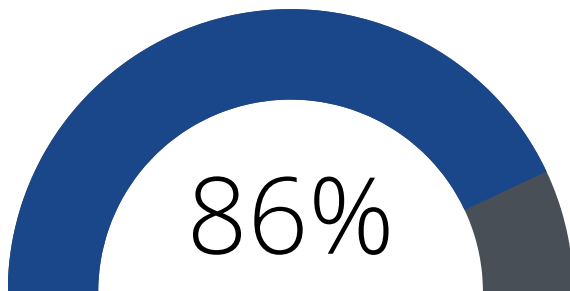
TOTAL POSTS

2,584

TOTAL IMPRESSIONS

11,983,644

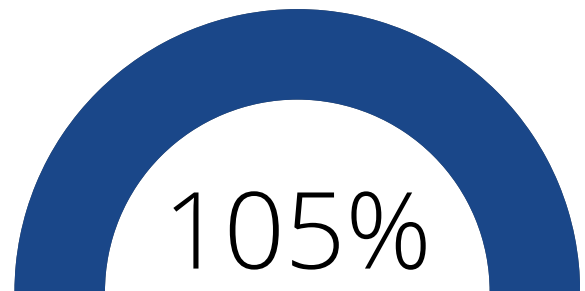
GOAL: 3% Growth YOY



TOTAL ENGAGEMENT

456,144

GOAL: 3% Growth YOY



Overall, Explore Butte County's social media channels performed well in 2022.

There were nearly 12M impressions for the year across Facebook, Instagram, Twitter, TikTok, and YouTube. This did not meet our goal of a 3% YOY increase (13.97M), with a few key factors at play for this shortcoming:

- Impressions are directly related to spending. Overall spending in 2022 was down slightly from 2021. Furthermore, social advertising was overall more expensive in 2022, so our dollars didn't buy us as many impressions as they did the year prior.
- Across the board, 2021 was an anomaly in many ways for social media, with higher-than-expected impressions and engagements. This year course-corrected from last year's highs.

So while we did not meet our YOY growth goals, 2022 impressions were still +64.8% higher than in 2020.

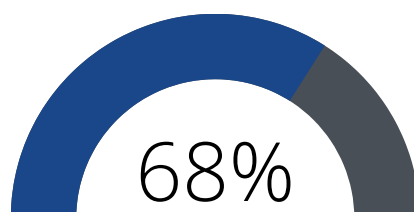
The total number of engagements for the year was 456K, surpassing our goal of 3% YOY growth (434.8K). It should be noted that the goal was based on engagements on Facebook, Instagram, and Twitter only, while our total 2022 engagements included TikTok and Youtube. With the inclusion of these channels, we would have fallen short of our goals (which, to reiterate previous points, were based on a year with higher-than-normal rates of engagements). Moving forward, goals will be based on these five channels.

DTC NEWSLETTER

TOTAL SUBSCRIBED CONTACTS

6,844

GOAL: 10K



TOTAL DATABASE

| 40.9%

TOTAL AVG.
OPEN RATE

| 4.0%

TOTAL AVG.
CLICK-THRU
RATE

IN-MARKET

| 44.5%

AVG. OPEN
RATE

| 5.08%

AVG. CLICK-
THROUGH RATE

OUT-OF-MARKET

| 37.5%

AVG. OPEN
RATE

| 2.84%

AVG. CLICK-
THROUGH RATE

In 2022, newsletter subscriber growth slowed, with only an 11% increase in the number of subscribed contacts. The significant growth experienced in 2021 was due to the success of the #HikeButteCA pass, and its 2022 counterpart—the Adventure Pass—did not have the same level of interest. Going forward, a more focused strategy for growing our owned distribution list is likely needed; website popups, which are a prominent feature on other DMO websites, is a suggested option.

As for open and click-thru rates in 2022, EBC surpassed its goals of 25% and 3.1%, respectively. The total average open rate was 40.9% (up from 25% in 2022) and the total average click-thru rate was 4.0% (up from 3.81%). Both in-market and out-of-market groups far surpassed the goal for open rates, while there is room for improvement for CTR for the out-of-market recipients.

2022 WEBSITE OVERVIEW

TOTAL USERS

237,490

NEW USERS

228,057

PAGEVIEWS

482,879

PAGES/SESSION

1.47

OF SESSIONS

293,107

SESSIONS/USER

1.23

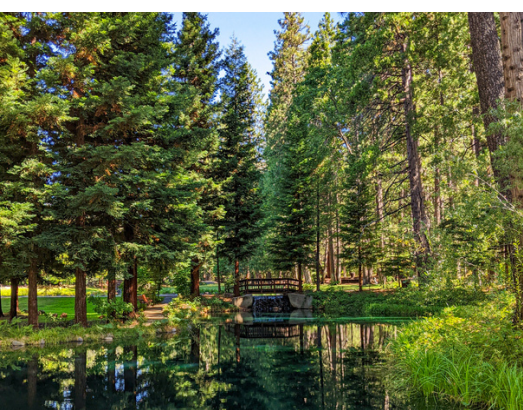
AVG. SESSION TIME

0:01:24

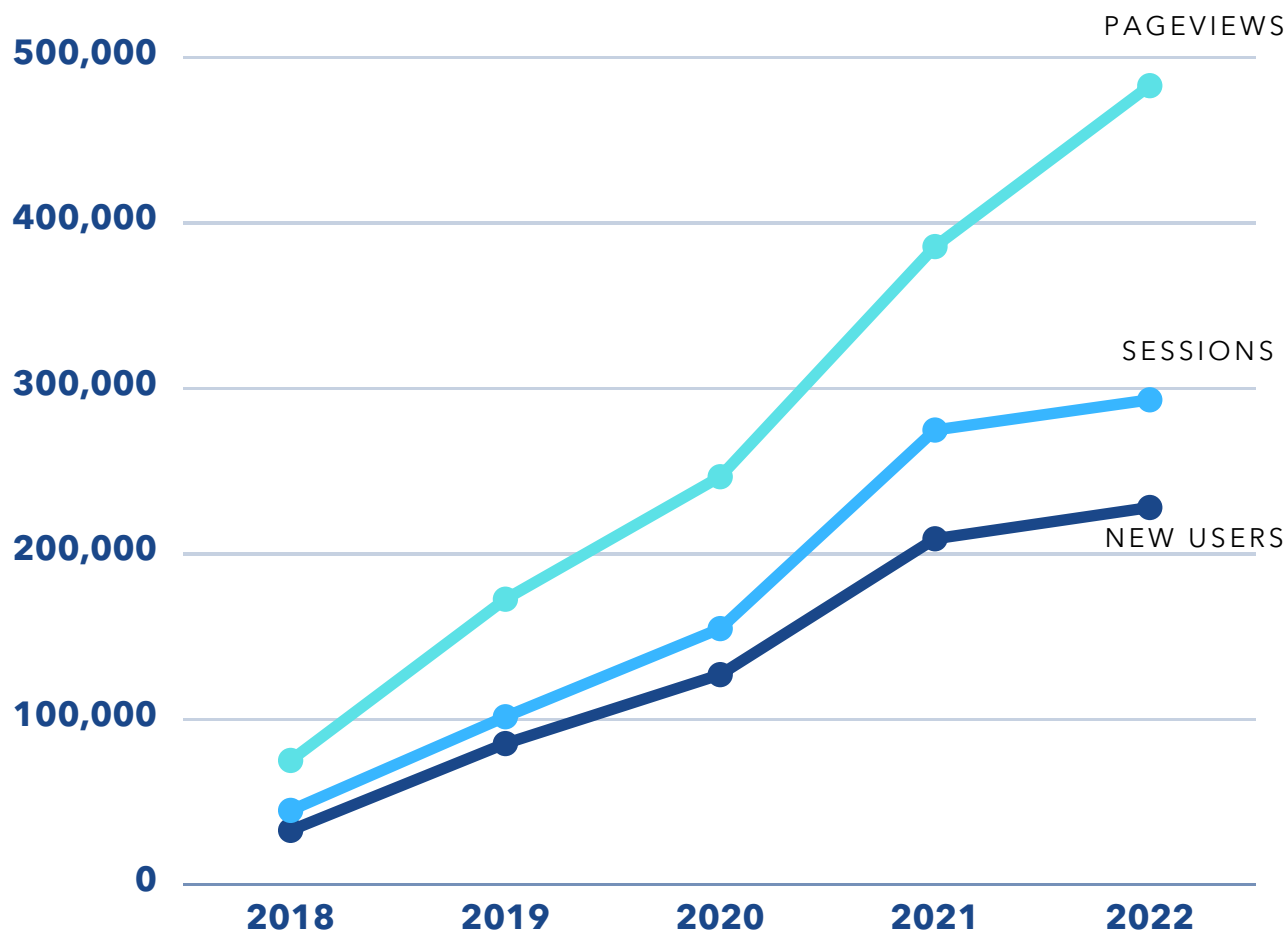
BOUNCE RATE

73.23%

Year-over-year, Explore Butte County experienced mixed growth and metric. Total users were 8.8% higher YOY, and pageviews were up +25.2%. However, sessions per user (-2.19%), average session duration (-13.4%), and average bounce rate (+2%) all decreased YOY. These last metrics were heavily influenced by the success of the #HikeButteCA pass in 2021, while this year's Adventure Pass did not see the same success and therefore did not provide the same lift.

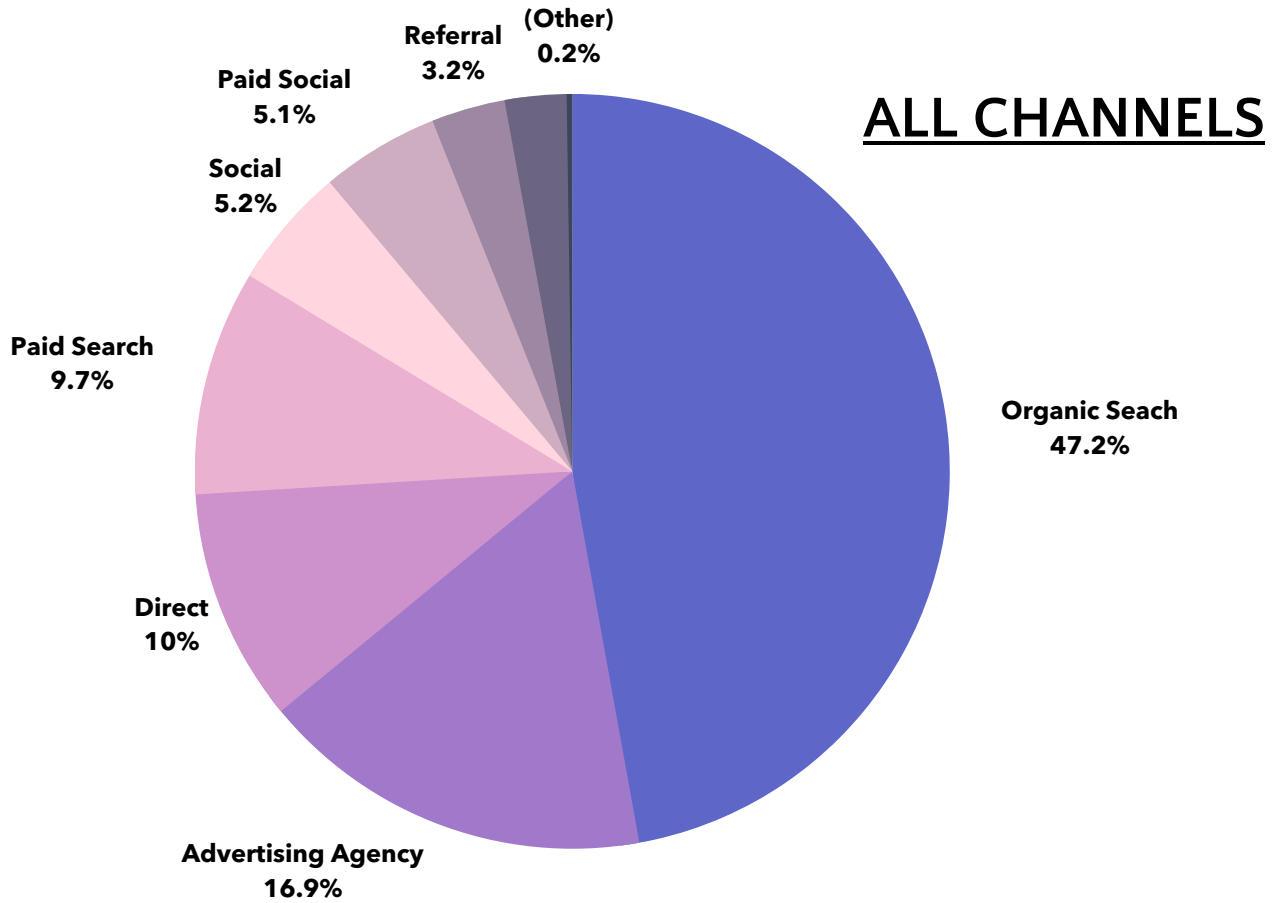


YOY COMPARISONS

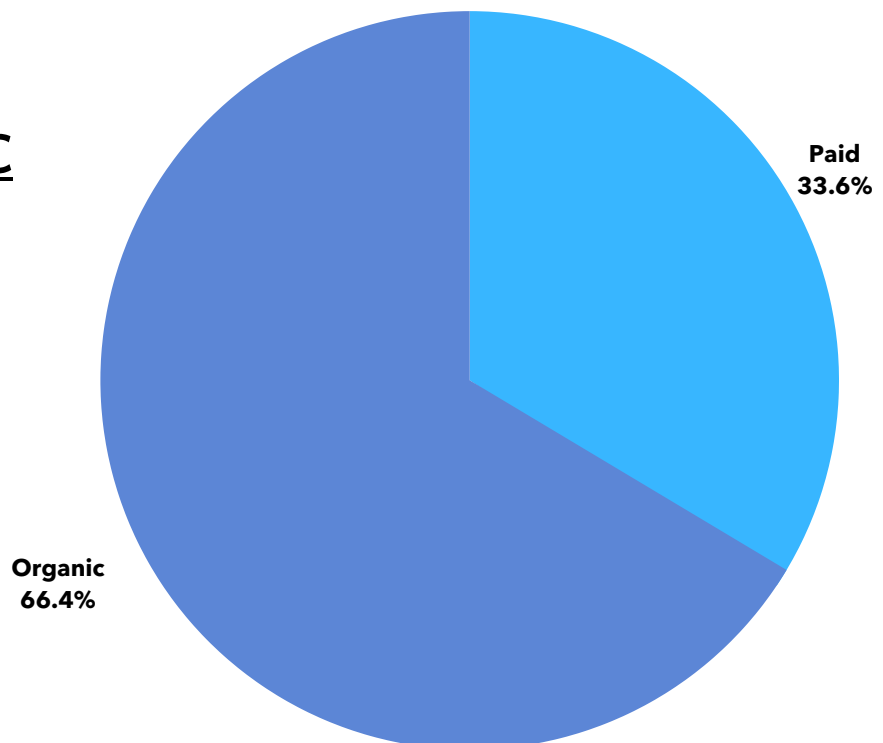


| | AVG SESSION DURATION | AVG BOUNCE RATE |
|------|----------------------|-----------------|
| 2019 | 00:53 | 69.43% |
| 2020 | 01:02 | 75.21% |
| 2021 | 01:37 | 72.12% |
| 2022 | 01:24 | 73.23% |

WEBSITE TRAFFIC CHANNELS



PAID VS. ORGANIC TRAFFIC



PROGRESS MADE ON GOALS SET FOR 2022

GOALS MET OR SURPASSED

- 15K followers on Instagram (15.3K)
- 12.5K followers on Facebook (13.2K)
- 550 followers on TikTok (6.2K)
- 3K followers on YouTube (3.1K)
- Meeting website KPIs 6 of 12 months of the year
 - Monthly visitors: 9/12
 - Bounce Rate: 10/12
 - Pages per session: 11/12

GOALS NOT MET

- Meeting website KPIs 6 of 12 months of the year
 - Avg. Session Duration: 3/12

At the end of 2021, several internal goals were set for the website and various social media channels for 2022—and we achieved nearly all of them.

We surpassed our follower goals for Instagram, Facebook, and YouTube, thanks to strategic promotions and the success of short-form video. And, because we underestimated the power of consistency and paid strategy, we far-surpassed our modest annual goals for TikTok.

On the website, we wanted to meet our KPIs at least 6 months out of the year, and we ended up meeting three of these KPIs at least 9 months out of 12. This success also meant that Explore Butte County met 3 of its 4 annual goals:

- 237.49K (+8.8% YOY growth) annual visitors (Goal of 232.4K or 6.5% growth)
- 73.23% average bounce rate (Goal of <75%)
- 1.47 page per session average (Goal of 1.4+)

The one goal we didn't meet was an annual average session time of 100 seconds - we averaged 84 seconds for the year. The goal was based on the success of the #HikeButteCA pass and SOFT pass, which increased our average session duration far more than the Adventure Pass or 2022 SOFT pass activation did.

IN BRIEF & GOALS

Coming off the turbulent year of 2020, 2021 saw great growth and performance for Explore Butte County's website and social channels. While there were of course seasonal ebbs and flows throughout the year, year-over-year comparisons show positive growth trendlines.

Looking at our goals and KPIs, there are more than a few positive year-over-year highlights:

- Annual website visitors up +70%
- Total social media engagements up 125%
- Total social media follower count up +41.45%

Looking forward to 2022, goals will be adjusted based on the level of success of meeting (or not meeting) 2021's goals in conjunction with budgetary adjustments.

GOALS FOR 2023

- Meet website KPIs for at least 7 out of the 12 months of the year
- 20k followers on Instagram
- 15k followers on Facebook
- 3.5k followers on YouTube
- 10K followers on TikTok

ADDENDUM: BUTTE COUNTY A-Z

In 2022, Explore Butte County ran two six-month long social campaigns—an A-Z: Attractions series and an A-Z: Food series. Each highlighted an attraction or restaurant, and ran every Monday in 2022 on Facebook, Instagram, and Twitter.

Each entry was promoted for one week for \$14 each. Every entry also had a corresponding reel published on Instagram and Facebook, though we did not start publishing the Attractions reels until mid-way through the campaign.

The data shows fewer Attractions posts; this is due to tagging discrepancies that were rectified by the time the Food series started at the beginning of July.

Overall, the Attractions posts were better at gaining followers and driving traffic to the website, while the Food posts had a higher number of impressions and engagements.

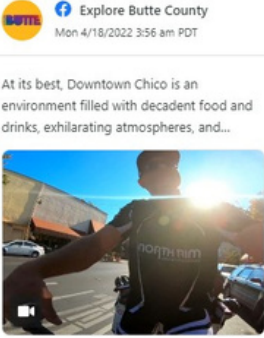
A-Z Attractions

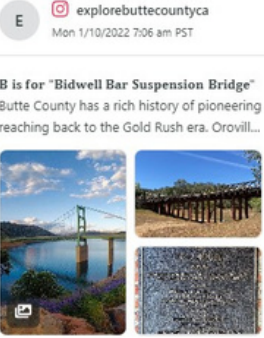
Published posts: 107
 Impressions: 163,385
 Engagements: 7,833
 Engagement Rate: 4.8%
 Post Link Clicks: 45
 Instagram Followers Gained: 256

A-Z Food


Published posts: 134
 Impressions: 352,566
 Engagements: 16,925
 Engagement Rate: 4.8%
 Post Link Clicks: 19
 Instagram Followers Gained: 157

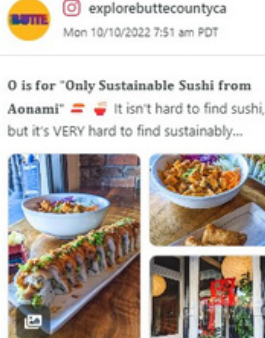
Top Attraction Posts by Platform

| Facebook | |
|---|---|
|  <p>At its best, Downtown Chico is an environment filled with decadent food and drinks, exhilarating atmospheres, and...</p> | <p>Explore Butte County Mon 4/18/2022 3:56 am PDT</p> |
| Total Engagements | 422 |
| Reactions | 145 |
| Comments | 17 |
| Shares | 14 |
| Post Link Clicks | 1 |
| Other Post Clicks | 245 |

| Instagram | |
|---|--|
|  <p>B is for "Bidwell Bar Suspension Bridge" Butte County has a rich history of pioneering reaching back to the Gold Rush era. Oroville...</p> | <p>explorebuttecountyc Mon 1/10/2022 7:06 am PST</p> |
| Total Engagements | 403 |
| Likes | 383 |
| Comments | 3 |
| Saves | 17 |

Top Food Posts by Platform

| Facebook | |
|--|--|
|  <p>O is for "Only Sustainable Sushi from Aonami" It isn't hard to find sushi, but it's VERY hard to find sustainably...</p> | <p>Explore Butte County Mon 10/10/2022 3:12 pm PDT</p> |
| Total Engagements | 1,151 |
| Reactions | 424 |
| Comments | 43 |
| Shares | 17 |
| Post Link Clicks | — |
| Other Post Clicks | 667 |

| Instagram | |
|---|---|
|  <p>O is for "Only Sustainable Sushi from Aonami" It isn't hard to find sushi, but it's VERY hard to find sustainably...</p> | <p>explorebuttecountyc Mon 10/10/2022 7:51 am PDT</p> |
| Total Engagements | 486 |
| Likes | 446 |
| Comments | 15 |
| Saves | 25 |

ADDENDUM:

2022 INFLUENCER VISIT

From November 3-6, 2022, we hosted Davis-based influencer couple @gwynandami. This was the first wholly owned influencer visit that Explore Butte County had hosted.

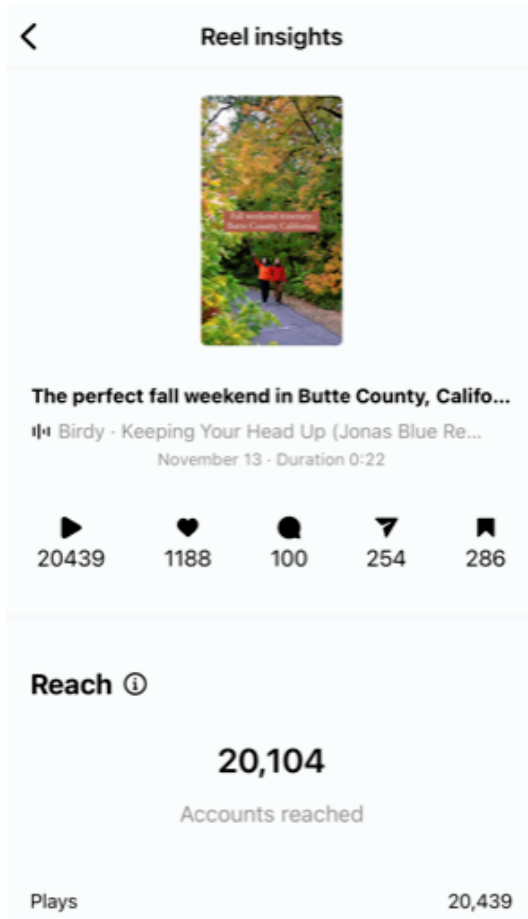
At the time of their visit, they had a little over 18K followers, and their content focus is on van life and outdoor recreation. Their visit to Butte County focused on fall outdoor activities and local restaurants.

From their visit, they created one reel and one carousel post that were post cross-posted on our Instagram channel as well as shared to other social channels. They also posted a handful of Instagram Stories about their visit and shot additional photography for us, which we then purchased 20 frames.

The day they posted the reel, we saw an immediate spike in followers on Instagram, continued by a roughly week-long lift in followers. We can approximate an additional 150 followers from the cross-posted content in the week of posting, with likely additional follows in the month or so afterwards.

This partnership was successful and created a relationship with these creators for future visits.

Reel Post 11/13/2022 (cross-posted)



Carousel Post 11/16/2022 (cross-posted)

