



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

March 09, 2023
Time: 12:00 pm – 2:00 pm

326 Huss Drive
Chico, CA 95928
Board Room

AGENDA

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

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

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

1. CALL TO ORDER

2. PUBLIC COMMENT

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

3. CONSENT AGENDA (5 min)

3.1 Approval of [Board Meeting Minutes from January 12, 2023](#)

3.2 Approval of [January 2023 Financials](#)

3.3 Approval of [February 2023 Financials](#)

3.4 Approval of [annual photography contract renewal with Watershed Media](#)

3.5 Approval of [annual contract for research and data with Zartico](#)

3.6 Approval of [2023 Employee Handbook](#)

3.7 Approval of [Records Retention Policy](#)

4. REGULAR AGENDA

4.1 2023 OPERATION BUDGET (Nichole Farley) (15 minutes)

[Presentation of proposed 2023 Budget.](#)

Recommendation: Approve the 2023 Explore Butte County budget and Chico Tourism Committee budget as presented, effective January 1, 2023.

4.2 2023 TBID ANNUAL REPORT (Nichole Farley) (10 minutes)

Consider the [2023 TBID Annual Report](#). The TBID annual report is a forward looking and required to be submitted to the County Clerk per Streets & Highways code 36600.

Recommendation: *Approve the 2023 TBID Annual Report and submit to the Butte County Clerk.*

4.3 RESERVE & INVESTMENT POLICY (Nichole Farley) (10 minutes)

Consider a [Reserve & Investment Policy](#), which outlines operation funds, short-term reserve funds, and long-term reserve funds.

Recommendation: *Adoption of the Reserve & Investment Policy.*

4.4 EMPLOYEE BONUS & INCENTIVE POLICY (Nichole Farley) (5 minutes)

Consider an [Employee Bonus & Incentive Pay Policy](#) which will outline how Explore Butte County may distribute bonuses to employees. This policy clarifies how we choose which employees to reward and how we calculate bonus amounts.

Recommendation: *Adoption of the Employee Bonus & Incentive Pay Policy.*

4.5 2023 BOARD OF DIRECTORS & ADVISORS (Bruce Spangler) (10 minutes)

For consideration, the Nominating Committee presents a slate for [2023 - 2025 Board of Directors seats and 2023 Advisors](#) positions for election.

Recommendation: *Approve the proposed slate for the 2023 Board of Directors and Advisors.*

4.6 OFFICER APPOINTMENTS (Bruce Spangler) (10 minutes)

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

Recommendation: *Appointment of President and Treasurer.*

4.7 EXECUTIVE COMMITTEE CREATION & APPOINTMENT (Bruce Spangler) (10 minutes)

Consideration of a [resolution to create an Executive Committee](#) of the Board. It is proposed that an Executive Committee be made up of no more than three Board of Directors, two members shall be the President and Treasurer. All members shall be lodging businesses paying into the Butte County Tourism Business Improvement District.

Recommendation: *Adoption of the Executive Committee Resolution. Appointment of Executive Committee members.*

5. COMMUNICATIONS AND REPORTS

Committee Reports shall be limited to five (5) minutes unless otherwise noted on the agenda.

5.1 CHICO TOURISM COMMITTEE (John Pearson)

- Chico Tourism Committee budget recommended for approval in Agenda 4.1 2023 OPERATION BUDGET.
- Upcoming Chico event sponsorship and committee activity update.

5.2 OROVILLE TOURISM COMMITTEE (Amber Miland)

- Upcoming Oroville event sponsorship and committee activity update.
- Proposed budget for the Oroville Tourism Committee will be presented for approval at the May Board Meeting. Budget may be approved by the Executive Committee if funds need desperced before the May Board Meeting.

5.3 ARPA PROJECT UPDATES (John Pearson)

- Travel Chico
- Wayfinding Signage Master Plan

5.4 MARKETING & EVENTS UPDATE (Ashley Baer) (10 minutes)

- [Fall Marketing Campaigns](#)
- [2022 Social Media Annual Report](#)

5.5 BOARD RETREAT & STRATEGIC PLANNING SESSION (Nichole Farley) (5 minutes)

We will be having a special meeting on Thursday, April 13 in Durham at The Colonia Building. This special meeting will be a board retreat, including a strategic planning session with Matthew Landkramer of Whereabout. Please take the following [Explore Butte County Strategic Planning Survey](https://www.surveymonkey.com/r/ExploreButteStrategy) (<https://www.surveymonkey.com/r/ExploreButteStrategy>) in by March 15, 2023.

6. CLOSED SESSION - None

7. ADJOURNMENT

A special meeting is scheduled for April 13, 2023 from 9 am - 4 pm.

Next regular board meeting is scheduled for May 11, 2023 at 12 pm.
This is the annual business meeting.



EXPLORE BUTTE COUNTY

P.O. Box 2154, Chico, CA 95927
(530) 918-4585 | [ExploreButteCounty.com](https://www.explorebuttecounty.com)

[Explore Butte County Bylaws](#)

[Butte County TBID Management District Plan 2020-2030](#)



2022 BOARD OF DIRECTORS

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

Mohammad Billah, Vice President
University Inn, Chico

Jasmin Wilson, Treasurer
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Nicole Johansson
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Arts Center
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Watershed Project
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Tamara Maxey, Gold Nugget Museum
Debbie Moseley, Paradise Chocolate Fest
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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

MINUTES

1. Call to order and roll call - Meeting called to order by President Spangler at 10:09 am. Introductions.

Present - Directors Spangler, *Johansson, Leonard, *Limon, Saddique. Advisors: Duran, Moseley, Nevers, Pearson, Schuster.

Absent - Directors Billah, Wilson, Sellu. Advisors: Aalfs, Anton, Boesen, Culleton, Jorgensen, **Daley, Maxey, Shadd, Simmons, Taylor.

Guests - Shelly James, Lori Porter, Jordan Daley

Staff - Farley, Salas, Baer

*Left Early

** Jordan Daley represented the City of Chico

In order to have a quorum for action items agenda items were rearranged and discussed in the following order: 3, 4, 2, 5, 6, 7.

2. CONSENT AGENDA

2.1 Approval of Board Meeting Minutes from November 10, 2022

2.2 Approval of November and December financials

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

The motion carried by the following vote:

AYES: Spangler, Johansson, Leonard, Limon, Saddique

NOES: None

ABSTENTIONS: None

3. PUBLIC COMMENT

Melissa Schuster reported that Hope Plaza in Paradise needs funds, and the project is in motion. Nickel Johanson reported that the Sierra Oro Farm Trail is part of a grant and that Tuesday February 28th they will have an agro tourism day at Lundberg Farms 10am-4pm. Katie Simmons reported (presented by Ashley Baer) that Butte County future projects

involve looking for small and large conference spaces and looking at outdoor festival event permits.

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.

Update given by Nichole Farley. No action required.

4.2 REVIEW OF 2023 BUDGET (Jasmin Wilson)

Review of proposed 2023 Budget.

Update given by Director Spangler. No action required.

4.3 CHICO TOURISM COMMITTEE UPDATE (John Pearson)

General update on activity of the Chico Tourism Committee.

Update given by Director Pearson. No action required.

4.4 OROVILLE TOURISM COMMITTEE UPDATE (Amber Miland)

General update on activity of the Oroville Tourism Committee.

Update given by Director Spangler. 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 & 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.

Update was given. No action required.

6. CLOSED SESSION - None

7. ADJOURNMENT

Meeting adjourned at 11:17 am

Explore Butte County

Statement of Financial Income and Expense

January 2023

	Non-Lodging	Program	TOTAL
Ordinary Income/Expense			
Income			
4800 · Other Types of Income			
4810 · Interest Income	0.00	9.26	9.26
4850 · Non-Lodging Participation	200.00	0.00	200.00
Total 4800 · Other Types of Income	200.00	9.26	209.26
Total Income	200.00	9.26	209.26
Gross Profit	200.00	9.26	209.26
Expense			
6000 · Sales and Marketing Expense			
6010 · Advertising	0.00	2,692.14	2,692.14
6030 · Conferences			
6033 · Dest. Internation Summit	0.00	1,295.00	1,295.00
6030 · Conferences - Other	0.00	400.00	400.00
Total 6030 · Conferences	0.00	1,695.00	1,695.00
6050 · Creative Services	0.00	12,830.99	12,830.99
6100 · Marketing contracts			
6110 · Porter and Co	0.00	45,440.00	45,440.00
Total 6100 · Marketing contracts	0.00	45,440.00	45,440.00
6310 · Postage	0.00	2.31	2.31
6400 · Staffing - Marketing			
6410 · Staffing - Marketing payroll	0.00	6,245.23	6,245.23
6420 · Staffing - Payroll Taxes - Mktg	0.00	726.02	726.02
6440 · Health insurance	0.00	927.90	927.90
Total 6400 · Staffing - Marketing	0.00	7,899.15	7,899.15
6700 · Website	0.00	454.60	454.60
Total 6000 · Sales and Marketing Expense	0.00	71,014.19	71,014.19
6800 · Destination Management Activity			
6810 · ARPA Wayfinding	0.00	1,795.50	1,795.50
6830 · Destination Management Plan	0.00	2,327.50	2,327.50
Total 6800 · Destination Management Activity	0.00	4,123.00	4,123.00
6900 · Zone and Micro-Marketing			
6910 · Chico Zone	0.00	2,527.00	2,527.00
Total 6900 · Zone and Micro-Marketing	0.00	2,527.00	2,527.00
7000 · Administration Expenses			
7020 · Bank fees	6.10	0.00	6.10
7030 · Conference, Convention, Meeting	0.00	1,160.96	1,160.96
7070 · General Administration	0.00	401.41	401.41
7200 · Meals	0.00	130.66	130.66
7210 · Membership dues	0.00	2,100.00	2,100.00
7300 · Office supplies	0.00	384.86	384.86
7310 · Postage	0.00	123.11	123.11
7330 · Professional fees - Accounting	0.00	875.00	875.00
7360 · Rent/ Office Space	0.00	690.00	690.00
7400 · Staffing - Admin			
7410 · Staffing - Admin Payroll	0.00	1,331.50	1,331.50
7420 · Payroll taxes - admin	0.00	66.78	66.78
7440 · Health insurance	0.00	44.71	44.71
Total 7400 · Staffing - Admin	0.00	1,442.99	1,442.99
7500 · Subscriptions	0.00	324.45	324.45
7560 · Telephone, Telecommunications	0.00	122.51	122.51
7570 · Travel	0.00	73.10	73.10
7900 · Admin Expense- Other	0.00	125.42	125.42
Total 7000 · Administration Expenses	6.10	7,954.47	7,960.57
Total Expense	6.10	85,618.66	85,624.76
Net Ordinary Income	193.90	-85,609.40	-85,415.50
Net Income	193.90	-85,609.40	-85,415.50

Explore Butte County Statement of Activities January 2023

	Jan 23
Ordinary Income/Expense	
Income	
4800 · Other Types of Income	
4810 · Interest Income	9.26
4850 · Non-Lodging Participation	200.00
Total 4800 · Other Types of Income	209.26
Total Income	209.26
Gross Profit	209.26
Expense	
6000 · Sales and Marketing Expense	
6010 · Advertising	2,692.14
6030 · Conferences	
6033 · Dest. Internation Summit	1,295.00
6030 · Conferences - Other	400.00
Total 6030 · Conferences	1,695.00
6050 · Creative Services	12,830.99
6100 · Marketing contracts	
6110 · Porter and Co	45,440.00
Total 6100 · Marketing contracts	45,440.00
6310 · Postage	2.31
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	6,245.23
6420 · Staffing - Payroll Taxes - Mktg	726.02
6440 · Health insurance	927.90
Total 6400 · Staffing - Marketing	7,899.15
6700 · Website	454.60
Total 6000 · Sales and Marketing Expense	71,014.19
6800 · Destination Management Activity	
6810 · ARPA Wayfinding	1,795.50
6830 · Destination Management Plan	2,327.50
Total 6800 · Destination Management Activity	4,123.00
6900 · Zone and Micro-Marketing	
6910 · Chico Zone	2,527.00
Total 6900 · Zone and Micro-Marketing	2,527.00
7000 · Administration Expenses	
7020 · Bank fees	6.10
7030 · Conference, Convention, Meeting	1,160.96
7070 · General Administration	401.41
7200 · Meals	130.66
7210 · Membership dues	2,100.00
7300 · Office supplies	384.86
7310 · Postage	123.11
7330 · Professional fees - Accounting	875.00
7360 · Rent/ Office Space	690.00
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	1,331.50
7420 · Payroll taxes - admin	66.78
7440 · Health insurance	44.71
Total 7400 · Staffing - Admin	1,442.99

10:38 AM

03/02/23

Accrual Basis

Explore Butte County
Statement of Activities
January 2023

	Jan 23
7500 · Subscriptions	324.45
7560 · Telephone, Telecommunications	122.51
7570 · Travel	73.10
7900 · Admin Expense- Other	125.42
	<hr/>
Total 7000 · Administration Expenses	7,960.57
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Total Expense	85,624.76
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Net Ordinary Income	-85,415.50
	<hr/>
Net Income	-85,415.50
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Explore Butte County
Statement of Financial Position
As of January 31, 2023

	Jan 31, 23
ASSETS	
Current Assets	
Checking/Savings	
1000 · Tri Counties Bank	1,141,062.56
Total Checking/Savings	1,141,062.56
Accounts Receivable	
1100 · Accounts Receivable	14,201.93
Total Accounts Receivable	14,201.93
Total Current Assets	1,155,264.49
Fixed Assets	
1550 · Vehicle	137,837.41
1500 · Furniture and Equipment	19,635.50
1600 · Accumulated depreciation	-13,691.00
Total Fixed Assets	143,781.91
TOTAL ASSETS	1,299,046.40
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
2100 · TCB Credit Card #1238-Carolyn D	5,475.33
2101 · Credit Card #3044-Ashley Baer	761.89
2102 · Credit Card #3036 -Alicia Salas	-1,117.58
2103 · Credit Card #9130 - Nichole Far	3,684.11
Total Credit Cards	8,803.75
Other Current Liabilities	
2400 · Payroll Liabilities	2,625.25
Total Other Current Liabilities	2,625.25
Total Current Liabilities	11,429.00
Total Liabilities	11,429.00
Equity	
3200 · Unrestricted Net Assets	886,473.85
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	-85,415.50
Total Equity	1,287,617.40
TOTAL LIABILITIES & EQUITY	1,299,046.40

Explore Butte County
Statement of Financial Income and Expense

February 2023

	Chico ARPA	Non-Lodging	Program	Wayfinding Signage -County ARPA	TOTAL
Ordinary Income/Expense					
Income					
4000 · Program Income					
4300 · Chico	0.00	0.00	35,250.03	0.00	35,250.03
Total 4000 · Program Income	0.00	0.00	35,250.03	0.00	35,250.03
4800 · Other Types of Income					
4810 · Interest Income	0.00	0.00	10.10	0.00	10.10
4850 · Non-Lodging Participation	0.00	2,400.00	0.00	0.00	2,400.00
4800 · Other Types of Income - Other	0.00	0.00	100.00	0.00	100.00
Total 4800 · Other Types of Income	0.00	2,400.00	110.10	0.00	2,510.10
Total Income	0.00	2,400.00	35,360.13	0.00	37,760.13
Cost of Goods Sold					
5000 · 2% Fee					
5300 · 2% Fee - Chico	0.00	0.00	705.01	0.00	705.01
Total 5000 · 2% Fee	0.00	0.00	705.01	0.00	705.01
Total COGS	0.00	0.00	705.01	0.00	705.01
Gross Profit	0.00	2,400.00	34,655.12	0.00	37,055.12
Expense					
6000 · Sales and Marketing Expense					
6010 · Advertising	0.00	0.00	19,382.30	0.00	19,382.30
6030 · Conferences	0.00	0.00	1,548.00	0.00	1,548.00
6050 · Creative Services	0.00	0.00	9,005.84	0.00	9,005.84
6070 · Dues and Memberships					
6071 · Chamber of Commerce	0.00	0.00	37.71	0.00	37.71
Total 6070 · Dues and Memberships	0.00	0.00	37.71	0.00	37.71
6100 · Marketing contracts					
6150 · Research (Datafy/ Zartico)	0.00	0.00	12,500.00	0.00	12,500.00
Total 6100 · Marketing contracts	0.00	0.00	12,500.00	0.00	12,500.00
6310 · Postage	0.00	0.00	194.00	0.00	194.00
6400 · Staffing - Marketing					
6410 · Staffing - Marketing payroll	0.00	0.00	21,298.66	0.00	21,298.66
6420 · Staffing - Payroll Taxes - Mktg	0.00	0.00	1,892.90	0.00	1,892.90
6440 · Health insurance	0.00	0.00	927.90	0.00	927.90
Total 6400 · Staffing - Marketing	0.00	0.00	24,119.46	0.00	24,119.46
6700 · Website	0.00	0.00	3,210.60	0.00	3,210.60
Total 6000 · Sales and Marketing Expense	0.00	0.00	69,997.91	0.00	69,997.91
6800 · Destination Management Activity					
6810 · ARPA Wayfinding	0.00	0.00	0.00	2,375.00	2,375.00
6820 · ARPA Travel Chico Brand	9,351.48	0.00	0.00	0.00	9,351.48
Total 6800 · Destination Management Activity	9,351.48	0.00	0.00	2,375.00	11,726.48
6900 · Zone and Micro-Marketing					
6910 · Chico Zone	0.00	0.00	1,755.00	0.00	1,755.00
Total 6900 · Zone and Micro-Marketing	0.00	0.00	1,755.00	0.00	1,755.00
7000 · Administration Expenses					
7020 · Bank fees	0.00	6.10	39.00	0.00	45.10
7070 · General Administration	0.00	0.00	10.50	0.00	10.50
7150 · Interest expense	0.00	0.00	103.27	0.00	103.27
7300 · Office supplies	0.00	0.00	847.98	0.00	847.98
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	5,177.29	0.00	5,177.29
7420 · Payroll taxes - admin	0.00	0.00	460.13	0.00	460.13
7440 · Health insurance	0.00	0.00	44.71	0.00	44.71
Total 7400 · Staffing - Admin	0.00	0.00	5,682.13	0.00	5,682.13
7500 · Subscriptions	0.00	0.00	473.70	0.00	473.70
7560 · Telephone, Telecommunications	0.00	0.00	254.00	0.00	254.00
7570 · Travel	0.00	0.00	215.76	0.00	215.76
Total 7000 · Administration Expenses	0.00	6.10	8,151.34	0.00	8,157.44
Total Expense	9,351.48	6.10	79,904.25	2,375.00	91,636.83
Net Ordinary Income	-9,351.48	2,393.90	-45,249.13	-2,375.00	-54,581.71
Net Income	-9,351.48	2,393.90	-45,249.13	-2,375.00	-54,581.71

Explore Butte County Statement of Activities February 2023

	Feb 23
Ordinary Income/Expense	
Income	
4000 · Program Income	
4300 · Chico	35,250.03
Total 4000 · Program Income	35,250.03
4800 · Other Types of Income	
4810 · Interest Income	10.10
4850 · Non-Lodging Participation	2,400.00
4800 · Other Types of Income - Other	100.00
Total 4800 · Other Types of Income	2,510.10
Total Income	37,760.13
Cost of Goods Sold	
5000 · 2% Fee	
5300 · 2% Fee - Chico	705.01
Total 5000 · 2% Fee	705.01
Total COGS	705.01
Gross Profit	37,055.12
Expense	
6000 · Sales and Marketing Expense	
6010 · Advertising	19,382.30
6030 · Conferences	1,548.00
6050 · Creative Services	9,005.84
6070 · Dues and Memberships	
6071 · Chamber of Commerce	37.71
Total 6070 · Dues and Memberships	37.71
6100 · Marketing contracts	
6150 · Research (Datafy/ Zartico)	12,500.00
Total 6100 · Marketing contracts	12,500.00
6310 · Postage	194.00
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	21,298.66
6420 · Staffing - Payroll Taxes - Mktg	1,892.90
6440 · Health insurance	927.90
Total 6400 · Staffing - Marketing	24,119.46
6700 · Website	3,210.60
Total 6000 · Sales and Marketing Expense	69,997.91
6800 · Destination Management Activity	
6810 · ARPA Wayfinding	2,375.00
6820 · ARPA Travel Chico Brand	9,351.48
Total 6800 · Destination Management Activity	11,726.48
6900 · Zone and Micro-Marketing	
6910 · Chico Zone	1,755.00
Total 6900 · Zone and Micro-Marketing	1,755.00

10:58 AM

03/02/23

Accrual Basis

Explore Butte County
Statement of Activities
February 2023

	<u>Feb 23</u>
7000 · Administration Expenses	
7020 · Bank fees	45.10
7070 · General Administration	10.50
7150 · Interest expense	103.27
7300 · Office supplies	847.98
7360 · Rent/ Office Space	525.00
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	5,177.29
7420 · Payroll taxes - admin	460.13
7440 · Health insurance	44.71
	<hr/>
Total 7400 · Staffing - Admin	5,682.13
7500 · Subscriptions	473.70
7560 · Telephone, Telecommunications	254.00
7570 · Travel	215.76
	<hr/>
Total 7000 · Administration Expenses	8,157.44
	<hr/>
Total Expense	91,636.83
	<hr/>
Net Ordinary Income	-54,581.71
	<hr/>
Net Income	-54,581.71
	<hr/> <hr/>

Explore Butte County

Statement of Financial Position

As of February 28, 2023

	Feb 28, 23
ASSETS	
Current Assets	
Checking/Savings	
1000 · Tri Counties Bank	1,113,983.30
Total Checking/Savings	1,113,983.30
Total Current Assets	1,113,983.30
Fixed Assets	
1550 · Vehicle	137,837.41
1500 · Furniture and Equipment	19,635.50
1600 · Accumulated depreciation	-13,691.00
Total Fixed Assets	143,781.91
TOTAL ASSETS	1,257,765.21
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
2100 · TCB Credit Card #1238-Carolyn D	6,112.60
2101 · Credit Card #3044-Ashley Baer	2,617.04
2102 · Credit Card #3036 -Alicia Salas	50.55
2103 · Credit Card #9130 - Nichole Far	5,680.16
Total Credit Cards	14,460.35
Other Current Liabilities	
2400 · Payroll Liabilities	10,269.17
Total Other Current Liabilities	10,269.17
Total Current Liabilities	24,729.52
Total Liabilities	24,729.52
Equity	
3200 · Unrestricted Net Assets	886,473.85
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	-139,997.21
Total Equity	1,233,035.69
TOTAL LIABILITIES & EQUITY	1,257,765.21

Explore Butte County
Statement of Financial Income and Expense

Accrual Basis

January through February 2023

	Chico ARPA	Non-Lodging	Program	Wayfinding Signage -County ARPA	TOTAL
Ordinary Income/Expense					
Income					
4000 - Program Income					
4300 - Chico	0.00	0.00	35,250.03	0.00	35,250.03
Total 4000 - Program Income	0.00	0.00	35,250.03	0.00	35,250.03
4800 - Other Types of Income					
4810 - Interest Income	0.00	0.00	19.36	0.00	19.36
4850 - Non-Lodging Participation	0.00	2,600.00	0.00	0.00	2,600.00
4800 - Other Types of Income - Other	0.00	0.00	100.00	0.00	100.00
Total 4800 - Other Types of Income	0.00	2,600.00	119.36	0.00	2,719.36
Total Income	0.00	2,600.00	35,369.39	0.00	37,969.39
Cost of Goods Sold					
5000 - 2% Fee					
5300 - 2% Fee - Chico	0.00	0.00	705.01	0.00	705.01
Total 5000 - 2% Fee	0.00	0.00	705.01	0.00	705.01
Total COGS	0.00	0.00	705.01	0.00	705.01
Gross Profit	0.00	2,600.00	34,664.38	0.00	37,264.38
Expense					
6000 - Sales and Marketing Expense					
6010 - Advertising	0.00	0.00	22,074.44	0.00	22,074.44
6030 - Conferences					
6033 - Dest. Internation Summit	0.00	0.00	1,295.00	0.00	1,295.00
6030 - Conferences - Other	0.00	0.00	1,948.00	0.00	1,948.00
Total 6030 - Conferences	0.00	0.00	3,243.00	0.00	3,243.00
6050 - Creative Services	0.00	0.00	21,836.83	0.00	21,836.83
6070 - Dues and Memberships					
6071 - Chamber of Commerce	0.00	0.00	37.71	0.00	37.71
Total 6070 - Dues and Memberships	0.00	0.00	37.71	0.00	37.71
6100 - Marketing contracts					
6110 - Porter and Co	0.00	0.00	45,440.00	0.00	45,440.00
6150 - Research (Datafy/ Zartico)	0.00	0.00	12,500.00	0.00	12,500.00
Total 6100 - Marketing contracts	0.00	0.00	57,940.00	0.00	57,940.00
6310 - Postage	0.00	0.00	196.31	0.00	196.31
6400 - Staffing - Marketing					
6410 - Staffing - Marketing payroll	0.00	0.00	27,543.89	0.00	27,543.89
6420 - Staffing - Payroll Taxes - Mktg	0.00	0.00	2,618.92	0.00	2,618.92
6440 - Health Insurance	0.00	0.00	1,855.80	0.00	1,855.80
Total 6400 - Staffing - Marketing	0.00	0.00	32,018.61	0.00	32,018.61
6700 - Website	0.00	0.00	3,665.20	0.00	3,665.20
Total 6000 - Sales and Marketing Expense	0.00	0.00	141,012.10	0.00	141,012.10
6800 - Destination Management Activity					
6810 - ARPA Wayfinding	0.00	0.00	1,795.50	2,375.00	4,170.50
6820 - ARPA Travel Chico Brand	9,351.48	0.00	0.00	0.00	9,351.48
6830 - Destination Management Plan	0.00	0.00	2,327.50	0.00	2,327.50
Total 6800 - Destination Management Activity	9,351.48	0.00	4,123.00	2,375.00	15,849.48
6900 - Zone and Micro-Marketing					
6910 - Chico Zone	0.00	0.00	4,282.00	0.00	4,282.00
Total 6900 - Zone and Micro-Marketing	0.00	0.00	4,282.00	0.00	4,282.00
7000 - Administration Expenses					
7020 - Bank fees	0.00	12.20	39.00	0.00	51.20
7030 - Conference, Convention, Meeting	0.00	0.00	1,160.96	0.00	1,160.96
7070 - General Administration	0.00	0.00	411.91	0.00	411.91
7150 - Interest expense	0.00	0.00	103.27	0.00	103.27
7200 - Meals	0.00	0.00	130.66	0.00	130.66
7210 - Membership dues	0.00	0.00	2,100.00	0.00	2,100.00
7300 - Office supplies	0.00	0.00	1,232.84	0.00	1,232.84
7310 - Postage	0.00	0.00	123.11	0.00	123.11
7330 - Professional fees - Accounting	0.00	0.00	875.00	0.00	875.00
7360 - Rent/ Office Space	0.00	0.00	1,215.00	0.00	1,215.00
7400 - Staffing - Admin					
7410 - Staffing - Admin Payroll	0.00	0.00	6,508.79	0.00	6,508.79
7420 - Payroll taxes - admin	0.00	0.00	526.91	0.00	526.91
7440 - Health Insurance	0.00	0.00	89.42	0.00	89.42
Total 7400 - Staffing - Admin	0.00	0.00	7,125.12	0.00	7,125.12
7500 - Subscriptions	0.00	0.00	798.15	0.00	798.15
7560 - Telephone, Telecommunications	0.00	0.00	376.51	0.00	376.51
7570 - Travel	0.00	0.00	288.86	0.00	288.86
7900 - Admin Expense- Other	0.00	0.00	125.42	0.00	125.42
Total 7000 - Administration Expenses	0.00	12.20	16,105.81	0.00	16,118.01
Total Expense	9,351.48	12.20	165,522.91	2,375.00	177,261.59
Net Ordinary Income	-9,351.48	2,587.80	-130,858.53	-2,375.00	-139,997.21
Net Income	-9,351.48	2,587.80	-130,858.53	-2,375.00	-139,997.21

Explore Butte County Statement of Activities January through February 2023

	Jan - Feb 23
Ordinary Income/Expense	
Income	
4000 · Program Income	
4300 · Chico	35,250.03
Total 4000 · Program Income	35,250.03
4800 · Other Types of Income	
4810 · Interest Income	19.36
4850 · Non-Lodging Participation	2,600.00
4800 · Other Types of Income - Other	100.00
Total 4800 · Other Types of Income	2,719.36
Total Income	37,969.39
Cost of Goods Sold	
5000 · 2% Fee	
5300 · 2% Fee - Chico	705.01
Total 5000 · 2% Fee	705.01
Total COGS	705.01
Gross Profit	37,264.38
Expense	
6000 · Sales and Marketing Expense	
6010 · Advertising	22,074.44
6030 · Conferences	
6033 · Dest. Internation Summit	1,295.00
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6070 · Dues and Memberships	
6071 · Chamber of Commerce	37.71
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6420 · Staffing - Payroll Taxes - Mktg	2,618.92
6440 · Health insurance	1,855.80
Total 6400 · Staffing - Marketing	32,018.61
6700 · Website	3,665.20
Total 6000 · Sales and Marketing Expense	141,012.10
6800 · Destination Management Activity	
6810 · ARPA Wayfinding	4,170.50
6820 · ARPA Travel Chico Brand	9,351.48
6830 · Destination Management Plan	2,327.50
Total 6800 · Destination Management Activity	15,849.48

Explore Butte County
Statement of Activities
 January through February 2023

	Jan - Feb 23
6900 · Zone and Micro-Marketing	
6910 · Chico Zone	4,282.00
Total 6900 · Zone and Micro-Marketing	4,282.00
7000 · Administration Expenses	
7020 · Bank fees	51.20
7030 · Conference, Convention, Meeting	1,160.96
7070 · General Administration	411.91
7150 · Interest expense	103.27
7200 · Meals	130.66
7210 · Membership dues	2,100.00
7300 · Office supplies	1,232.84
7310 · Postage	123.11
7330 · Professional fees - Accounting	875.00
7360 · Rent/ Office Space	1,215.00
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	6,508.79
7420 · Payroll taxes - admin	526.91
7440 · Health insurance	89.42
Total 7400 · Staffing - Admin	7,125.12
7500 · Subscriptions	798.15
7560 · Telephone, Telecommunications	376.51
7570 · Travel	288.86
7900 · Admin Expense- Other	125.42
Total 7000 · Administration Expenses	16,118.01
Total Expense	177,261.59
Net Ordinary Income	-139,997.21
Net Income	-139,997.21

Independent Contractor Proposal:

Explore Butte County

Nichole Farley
Executive Director

January 9, 2023

Prepared by:
Jason Weinrich
Watershed Media, LLC
242 Broadway St., Suite 9
Chico, CA 95928
watermedia.co
(530) 514-2910

I. Introduction

Explore Butte County (EBC) is preparing for the 2023 calendar year, with plans for the continued development and deployment of new video content across all channels. Media capture in 2021 & 2022 was successful in developing an archive of video content from across the county. The media is now to be repurposed on the organization's website, social media accounts, and in specific campaigns, according to the season. All of EBC's marketing efforts are aimed to increase tourism and hotel stays in Butte County, California. The EBC team is in need of additional bandwidth and expertise for the production & editing of video assets. This proposal details an engagement between Explore Butte County and Watershed Media (WM) during 2023, building from the work performed in 2021 & 2022.

II. Needs Analysis

As the travel and tourism industry rebuilds following the pandemic, there is an ongoing need for high quality video content creation in Butte County. The EBC team is limited in their capacity to develop video content in-house, presenting a need for an outside contractor. Jason Weinrich, and WM, has collaborated on projects with EBC in the past and can create deliverables in alignment with the brand voice and according to the quality of the organization's communications. As a local contractor with an appreciation for Butte County's climate and culture, his familiarity with the region and personal participation in the outdoor recreational offerings present him as a capable collaborative partner for EBC. In addition, he is FAA certified as a drone pilot and excels at creating narrative video content.

The size and scope of the engagement is based on historical agreements and a conversation between Nichole, Ashley, and Jason in January 2023. Video, which is the leader in content marketing, is projected to continue to increase in demand in the coming year. The combination of moving imagery and audio is engaging and informative for the viewer. The success statistics on the use of video in content marketing are strong, with applications in all parts of the marketing funnel. Video content can be repurposed as highly effective ad creative in digital advertising according to specific demographic metrics, such as retargeting. Video requires a significant amount of time, expertise, and equipment to create but the results are worthwhile.

III. Proposed Solutions

The proposed solution is a comprehensive plan for the production and utilization of video assets. Lasting through 2023, a renewed year-long engagement between EBC and WM would add capacity for projects and the development of new media. The two main categories of Jason's services will include (1) the capture of new video content, and (2) the post production editing and delivery of completed video.

A. Capture of New Video Content

The possibilities of video content creation are endless. The natural landscape, history, and culture of Butte County present a multitude of topics for the development of a video deliverable or a video series. The 2023 campaigns will be the cornerstone of on-location video capture, with additional consideration to current media trends within the industry and the development of specific topics or events, as the EBC team recommends.

The development of short form deliverables to be used on EBC's website and social media is also needed. This will include an update of the hero videos throughout the website and short deliverables, or microcontent, for social media. Microcontent can be produced in a vertical aspect ratio, as needed and directed by EBC staff.

The on-location capture of media will be done by WM. Media assets to be captured will be focused toward motion video and audio. Still imagery will also be captured while out on assignment, as requested.

B. Post Production Editing and Delivery

Following the capture of video assets, the post production process allows for the editing and sequencing of media to tell a cohesive story or communicate a specific message. In combination with the EBC media archive, the newly captured content and archived content can be used to create deliverables for website use and social media. The use of archived media in future deliverables allows for the promotion of annual events. By developing video content and looking ahead to upcoming years, EBC is prepared for the future.

The media will be sequenced in video editing software with the addition of music, titles, lower thirds, and any other effects to create a compelling deliverable, which will then be published online. Review and approval of media deliverables will be done by the EBC team. The continued sharing of media with other organizations, such as Visit California, will broaden the reach of EBC's campaigns and continue to drive tourism in Butte County.

In summary, all of EBC's efforts are aimed to increase tourism and hotel stays in Butte County, California. The development of video content will contribute to this aim. The success of the creation of new video content will be evaluated based on engagement with the content, with consideration to the most important metric: the occupancy rates of hotels.

IV. Termination & Media Rights

Either party will have the right to terminate the contract at any time through written notice. An early termination fee of \$5,000 is payable to the contractor in the event of early termination.

The exclusive rights of all created media associated with this agreement, including unpublished media, will be held by EBC in perpetuity. WM will retain the rights to use completed deliverables as portfolio items for the solicitation of future work.

V. Compensation & Fees

The fee structure is an annual bid for 2023. At an estimated 6 hours a week, WM services would add capacity for media projects to the EBC team, allowing for the commissioning of video content on a variety of topics. The engagement would be a large portion of Jason's time commitment for the year. The \$128 per hour metric is used to create the budget, discounted from an agency rate of \$200/hour. A detailed budget is available below.

Task	Description	Budget
Content Creation, Digital Organization, & Project Management	<ul style="list-style-type: none">Video content production & post production for EBC (12 months)Collaboration with EBC team on media capture & postproduction editing campaigns and eventsDelivery of completed video (footage or finished deliverables)	\$40,000
Total		\$40,000
Mileage Reimbursement for Travel	IRS Rate 2022	65.5 cents per mile
Talent Reimbursement	Incentive for talent participation, estimate of cost to be approved by Nichole Farley	\$25/Talent/Shoot
Speciality Equipment Rental	Specialty rentals for specific shots (underwater, speciality wide, speciality telephoto), estimate of cost to be approved by Nichole Farley	Variable
Lake Oroville Content Capture	Specialty project to be coordinated according to lake levels during the summer of 2023. The project will span up to a week on-location to capture needed imagery and motion video assets.	\$8,500

VI. Statement of Commitment

Thank you for your interest in our collaborative work to grow your organization. The decision to make a time commitment to a project is one that I consider carefully, so as to not overcommit myself in my schedule. This provides my clients with the attention and appropriate response time they deserve.

My career goal is to work with clients who have similar organizational values, which include honesty, a desire for long-term growth, and a belief in win-win relationships. My commitment to you is the aforementioned values and a dedication to a return on your investment of time and capital.

I look forward to working with you in the coming year.

All the best,

Jason Weinrich
Watershed Media, LLC
242 Broadway St., Suite 9
Chico, CA 95928
watermedia.co
(530) 514-2910

Invoicing Schedule

Deposit of \$5,000 at the start of the year, covering January, with monthly invoices from February through December at the beginning of the month. Monthly reimbursements will be invoiced at the end of each month.

Approval to Proceed

Signature

Date



ZARTICO

SERVICE AGREEMENT

This **SERVICE AGREEMENT** ("Agreement") is effective as of February 1, 2023 ("Effective Date") and is entered into by and between **ZARTICO INC**, a Delaware Corporation, with offices located at 26 S. Rio Grande Street, Suite 2072, Salt Lake City, Utah, 84101 ("Zartico") and **Explore Butte County** with a principal place of business located at P.O. Box 2154, Chico, California 95927 ("Client").

WHEREAS, Client desires to engage Zartico to provide to Client certain technology Services as defined in this Agreement and as more fully described in the Statement of Work ("SOW") attached to this Agreement as Exhibit A; and

WHEREAS, Zartico is willing to provide such technology Services to Client under the terms and conditions of this Agreement and the SOW.

NOW, THEREFORE, in consideration of the mutual covenants and agreements hereinafter set forth, and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties hereto agree to the following terms and conditions:

- 1. Term and Termination.** This Agreement is effective as of the Effective Date hereof, and shall continue in effect for a period of twelve (12) months from such Effective Date, unless earlier terminated in accordance with the terms of this Agreement. Either party hereto may terminate this Agreement and the SOW upon written notice of such termination to the other party if the other party commits a material breach of this Agreement or SOW and fails to cure such breach within thirty (30) days of written notice of such breach from the non-breaching party hereto. In the event of any termination of this Agreement: (a) Client shall promptly pay to Zartico all fees and expenses owing to Zartico under this Agreement up to the effective date of such termination; and (b) Client shall cease all access to and use of the Services.
- 2. Services.** Subject to Client's compliance with the terms and conditions of this Agreement, including Client's payment of all fees and expenses owing by Client to Zartico under this Agreement, Zartico grants to Client a non-exclusive, non-transferable, and limited right during the term of this Agreement to access and use the services set forth and described in the SOW ("Services") under the terms and conditions of this Agreement. In order for Zartico to provide to Client the Services as set forth in this Agreement and SOW, Client shall provide and ensure its timely cooperation with Zartico, including Client making available or providing to Zartico all relevant data, information and personnel, performing any tasks or responsibilities assigned to Client, and notifying Zartico of any issues or concerns Client may have, relating to the Services.
- 3. Restrictions.** Client shall not: (a) access or use the Services in violation of applicable law or in any manner that could damage, disable, burden, or impair the Services; (b) alter, modify, reproduce, or

create derivative works of the Services; (c) reverse engineer, disassemble, decompile, or otherwise attempt to derive the source code or method of operation of the Services; (d) attempt to circumvent or overcome any technological protection measures included in the Services intended to restrict access to any portion of the Services; or (e) interfere in any manner with the operation or hosting of the Services.

4. **Compensation.** In consideration of Zartico providing the Services to Client under this Agreement, Client shall pay to Zartico the fees and expenses as set forth in the SOW. Zartico will invoice Client for such fees and expenses as set forth in the SOW. Except as otherwise set-forth in the SOW, all invoices are due and payable in full by Client to Zartico within thirty (30) days of the date of such invoice. Should any portion of any invoice remain unpaid by Client to Zartico after the applicable due date, then interest will accrue and be payable by Client to Zartico on the outstanding unpaid amount of such invoice at the rate of 1% per month, or the maximum applicable legal interest rate, whichever is lower, until the date of payment in full of such invoice by Client to Zartico.

5. **Confidentiality.**

a. **Confidential Information.** Under this Agreement, either party hereto may be provided or receive the Confidential Information (as defined below) of the other party hereto. The party hereto disclosing or providing Confidential Information to the other party is referred to herein as the "Discloser", and the party hereto receiving Confidential Information from the other party is referred to herein as the "Receiver". Except as otherwise expressly provided for in this Agreement, Receiver will hold in confidence and refrain from disclosing to any third party, without Discloser's prior written consent, any Confidential Information of Discloser. Receiver will not use any Confidential Information of Discloser for any purpose except as permitted under this Agreement and otherwise to meet its obligations under this Agreement. As used in this Agreement "Confidential Information" may include any information of Discloser relating to its business, financial affairs, customers, products, services, processes, technology and any other confidential or proprietary information that Discloser may disclose to Receiver under or in connection with this Agreement. In order to be considered "Confidential Information" under this Agreement such information shall have been disclosed hereunder by Discloser to Receiver: (a) in tangible form (e.g. in writing or documents) and marked or labeled by Discloser as "Confidential", "Proprietary" or with a similar legend; (b) in intangible form (e.g. orally or visually) and formally identified by Discloser to Receiver as confidential at the time of disclosure; or (c) in such manner that given the nature of the information disclosed and the circumstances of disclosure such information should reasonably be understood and considered to be the confidential or proprietary information of Discloser. Notwithstanding the foregoing, all Services are deemed to be the Confidential Information of Zartico. Receiver's obligations of confidentiality and non-use under this Section will remain in effect during the term of this Agreement and following termination of this Agreement until such information is no longer to be considered Confidential Information as provided for in this Section. Confidential Information of Discloser shall not include any information to the extent such information: (i) at the time of its disclosure by Discloser to Receiver was already known to Receiver as evidenced by competent written records of

Receiver; (ii) at the time of disclosure by Discloser to Receiver was generally available to the public; (iii) subsequent to disclosure by Discloser to Receiver became generally available to the public through no breach of this Agreement or any fault of Receiver; (iv) becomes known to Receiver on a non-confidential basis from a third party not bound by any confidentiality agreement with, or duty of non-disclosure to, Discloser; (v) was independently developed by Receiver without any reference to or use of Confidential Information of Discloser as evidenced by competent written records of Receiver; or (vi) was approved by Discloser for disclosure by Receiver as evidenced by express approval in writing from Discloser to Receiver. In the event Receiver is legally compelled by order of a court of competent jurisdiction to disclose any Confidential Information of Discloser, then Receiver shall give Discloser prompt written notice thereof (to the extent not legally prohibited), together with a copy of such order, so that Discloser may seek an appropriate protective order or other restricting remedy. If Discloser is unable to obtain such protective order or restricting remedy regarding such Confidential Information of Discloser, then Receiver may disclose such Confidential Information of Discloser to the extent so required by such court order; provided however, that Receiver shall reasonably cooperate with Discloser, at Discloser's sole cost and expense, in Discloser's efforts to secure confidential treatment of such Confidential Information of Discloser by such court. Upon any termination or expiration of this Agreement, Receiver shall promptly return to Discloser (or destroy if so directed by Discloser) any and all Confidential Information of Discloser.

b. **Permitted Use of Confidential Information.** Zartico may disclose Confidential Information of Client to Zartico's employees, agents and contractors who have a need to know such information and are bound to keep it confidential for purposes of performing the Services. Notwithstanding the foregoing or anything in this Agreement or SOW to the contrary, but subject to Zartico's confidentiality obligations herein, Client acknowledges and agrees that Zartico may use, modify and incorporate in the Services and/or other products or services of Zartico, Confidential Information of Client and any documentation, materials, data or information provided by Client to Zartico under or in connection with this Agreement, provided that such Confidential Information of Client and such documentation, materials, data or information of Client has been anonymized and de-identified of Client by Zartico. Without limiting the foregoing, such use by Zartico may include use in Zartico databases and records to provide the Services and/or other products or services of Zartico to its customers, and to improve or enhance the Services and/or other products or services of Zartico for Zartico customers, including for marketing, reporting, or aggregating trends and metrics. Such use by Zartico shall be without identification of or attribution to Client. In providing and performing the Services, Zartico will use and rely primarily on information available from various public sources and on the Confidential Information of Client and documentation, materials, data or information provided by Client to Zartico under or in connection with this Agreement, and Client represents and warrants that Client is authorized and has the full legal right to provide Zartico with all such Confidential Information of Client and documentation, materials, data or information provided by Client to Zartico under or in connection with this Agreement for Zartico's use in connection with the Services and as otherwise provided for or permitted in this Agreement. Client acknowledges and agrees that Zartico will have no obligation or responsibility to independently verify or confirm the

accuracy or veracity of any such Confidential Information of Client or any information documentation, materials, data or information provided by Client to Zartico under or in connection with this Agreement.

6. **Ownership.** All Confidential Information of Zartico shall remain the exclusive property of and be owned by Zartico. All Confidential Information of Client shall remain the exclusive property of and be owned by Client. The Services shall remain the exclusive property of and be owed by Zartico, including any and all intellectual and proprietary rights therein or thereto. Subject to the foregoing, Client will own all reports or analysis generated by Client through its use of the Service, or such reports prepared for and furnished to the Client by Zartico in connection with the Services.

7. **Disclaimer of Warranties.** THE SERVICES ARE PROVIDED OR MADE ACCESSIBLE BY ZARTICO TO CLIENT STRICTLY ON AN "AS IS" BASIS WITHOUT ANY REPRESENTATIONS OR WARRANTIES WHATSOEVER, AND ZARTICO HEREBY EXPRESSLY DISCLAIMS ANY AND ALL REPRESENTATIONS AND WARRANTIES IN CONNECTION WITH THE SERVICES OR OTHERWISE UNDER THIS AGREEMENT OR SOW, WHETHER EXPRESS OR IMPLIED, ORAL OR WRITTEN, STATUTORY OR OTHERWISE, INCLUDING, BUT NOT LIMITED TO, ANY AND ALL WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, TITLE, NON-INFRINGEMENT, AND THOSE ARISING UNDER OR BY STATUTE OR FROM A COURSE OF DEALING, USAGE, TRADE PRACTICE OR CUSTOM.

8. **Limitation of Liability.** ZARTICO SHALL NOT BE LIABLE FOR ANY INDIRECT, INCIDENTAL, CONSEQUENTIAL, SPECIAL, PUNITIVE, OR EXEMPLARY DAMAGES WHATSOEVER ARISING FROM, UNDER OR IN CONNECTION WITH THE SERVICES, THIS AGREEMENT OR SOW, OR FOR ANY LOST PROFITS OR DATA, HOWEVER CAUSED. ANY AND ALL LIABILITY OF ZARTICO ARISING FROM, UNDER OR IN CONNECTION WITH THE SERVICES, THIS AGREEMENT OR SOW SHALL BE LIMITED IN ALL CASES TO DIRECT DAMAGES ONLY WHICH IN THE AGGREGATE SHALL NOT EXCEED THE AMOUNT OF FEES ACTUALLY PAID TO ZARTICO BY CLIENT UNDER THIS AGREEMENT DURING THE TWELVE (12) MONTH PERIOD IMMEDIATELY PRECEDING THE ACCRUAL OF SUCH CLAIM FOR DAMAGES. THE FOREGOING LIMITATIONS OF LIABILITY SHALL APPLY: (a) REGARDLESS WHETHER ANY SUCH CLAIM, DAMAGE OR HARM IS BASED ON WARRANTY, CONTRACT, TORT (INCLUDING NEGLIGENCE OR STRICT LIABILITY) OR OTHERWISE; (b) EVEN IF ZARTICO WAS ADVISED OF THE POSSIBILITY OR LIKELIHOOD OF SUCH CLAIM, DAMAGE OR HARM; AND (c) TO ZARTICO SUPPLIERS, LICENSORS AND CONTRACTORS.

Miscellaneous.

a. **Entire Agreement.** This Agreement and the SOW constitutes the entire agreement and understanding between the parties hereto relating to the subject matter of this Agreement, and there are no prior or contemporaneous oral or written representations, understandings or agreements between the parties hereto relating to the subject matter of this Agreement that are not fully expressed in this Agreement or SOW.

- b. **Waiver.** Any waiver by a party hereto of a breach by the other party of this Agreement or SOW shall be effective only to the extent such waiver is expressly set forth in writing and signed by the waiving party, and shall not operate or be construed as a waiver by such waiving party of any subsequent or other breach of this Agreement or SOW by the other party hereto. Any delay or omission by a party hereto in exercising any right, power, or remedy pursuant to a breach by the other party of this Agreement or SOW shall not impair any right, power, or remedy which such non-breaching party may have with respect to such breach by the other party hereto or any future breach by the other party hereto of this Agreement or SOW.
- c. **Conflict.** In the event of any conflict or inconsistency between the terms of this Agreement and those of the SOW, the terms of this Agreement shall govern to the extent of such conflict or inconsistency.
- d. **Governing Law and Jurisdiction.** This Agreement and the SOW are and shall be governed by and construed in accordance with the laws of the State of Utah, and applicable U.S. Federal law, without regard to conflicts of law or choice of law rules or principles. The parties hereto hereby consent to the exclusive jurisdiction and venue of the State and Federal courts of the State of Utah located in Salt Lake County, Utah for any dispute or legal matter involving this Agreement or SOW, and the parties hereto agree not to plead or claim in any such courts that any such dispute or legal matter involving this Agreement or SOW has been brought in an inconvenient forum.
- e. **Survival.** The following Sections of this Agreement shall survive any termination of this Agreement: 1 (Term and Termination), 3 (Restrictions), 4 (Compensation), 5 (Confidentiality), 6 (Ownership), 7 (Disclaimer of Warranties), 8 (Limitation of Liability), and 9 (Miscellaneous).
- f. **Assignment.** Neither party hereto may assign or transfer this Agreement to any third party without the express prior written consent of the other party hereto, such consent not to be unreasonably withheld or delayed, provided, however, that Zartico may assign this Agreement or any of its rights or obligations under this Agreement to any of its affiliates or subsidiaries without the written consent of Client. Subject to the foregoing, this Agreement shall inure to the benefit of and be binding upon the parties hereto and their respective successors and assigns.
- g. **Independent Contractor.** Zartico is an independent contractor and not Client's agent, employee, franchisee/franchisor or fiduciary.
- h. **Non-Exclusive Remedies.** The rights and remedies of the parties hereto provided for in this Agreement are cumulative and not exclusive of any right or remedy available to the parties hereto under this Agreement, at law or in equity.
- i. **Notice.** Any notice required by this Agreement to be given or made to a party hereto shall be in writing and delivered in person, or sent by certified first class mail, return receipt required, or equivalent,

or by express courier, to the address of the other party first set forth above in this Agreement. A party hereto may change its address for notice hereunder by notifying the other party, in writing, of the new address in accordance with the foregoing in this Section. Any such notice shall be deemed delivered to the other party when received by the other party.

j. **Invalidity.** If any provision(s) set forth in this Agreement shall be held to be invalid or unenforceable by a court of competent jurisdiction, then this Agreement shall be construed as if not containing such provision(s), and the rights and obligations of the parties hereto under this Agreement shall be construed and enforced accordingly.

k. **Case Study and Use of Services.** Client agrees to allow Zartico to list Client name and logo on promotional and sales material during term of Service Agreement. Upon Client's prior written consent in each instance, Zartico may develop and create a case-study of Client's use of and experience with the Services, and Zartico may use and provide such case-study for marketing and promotion of the Services.

l. **Force Majeure.** In the event Zartico is delayed in performing, or fails to perform, any of its obligations under this Agreement or SOW due to any cause beyond its reasonable control, including acts of government, war, insurrection, sabotage, armed conflict, pandemic, embargo, fire, flood, strike or other labor disturbance, interruption of or delay in transportation, unavailability of or interruption or delay in telecommunications services, or inability to obtain materials, supplies, equipment, products or power, then such delay or failure shall not be held to be a breach of this Agreement nor shall Zartico be liable for any such delay or failure.

m. **Counterparts.** This Agreement may be executed by the parties hereto in counterpart originals, both of which shall be deemed an original instrument for all purposes, but all of which shall together comprise one and the same instrument. An executed copy of this Agreement may be delivered by facsimile or email by one party hereto to the other party, and such facsimile or scanned copy of such executed Agreement shall be binding as an original.

IN WITNESS WHEREOF, the duly authorized representative of each party hereto has executed this Agreement below as of the Effective Date.

Zartico, Inc

DocuSigned by:
By: Sarah Lehman
4F14DC4665AD44B...
(Signature)

Name: Sarah Lehman

Title: CEO

Date: 1/31/2023

Explore Butte County

DocuSigned by:
By: Nicole Farley
7C0B02D174FD46F...
(Signature)

Name: Nicole Farley

Title: Executive Director

Date: 1/30/2023



ZARTICO

EXHIBIT A TO SERVICES AGREEMENT

STATEMENT OF WORK

This Statement of Work ("SOW") is governed by the Service Agreement entered into by and between Zartico and Client ("Agreement"). Under this SOW and the Agreement, Zartico will provide the following Services to the Client:

DESCRIPTION OF SERVICES/DELIVERABLES: Package 3.0 Basic 1 (including Expanded Spend and Event) for \$25,000 per year.

Explore Butte County Package	3.0 Basic 1
Visitor + Resident Population	>1M
Base Package Amount	\$25,000
Includes: Geo, Event & Credit card expanded view	✓
Includes: Set up, Warehousing and Maintenance	✓
3.0 Enhancements	
Zartico Benchmarks	✓
Zartico Indices	✓
Destination Performance (census, jobs, taxes, weather)	
CEO Module	✓
Employment	✓
Weather	✓
Normalized Geolocation Data	
Geolocation data provided by Zartico with 24 hour refresh	✓
- High-definition visibility into origin market, visitor and resident flow and cross visitation to essential destination places/points of interest	
- Length of stay segmentation	✓
Short Trip	✓
Day Trip	✓
Long Day Trip	✓
Overnight Stay	✓
Historical Look Back: January 1, 2019 thru Present	Included in All Packages
Primary Places of Impact (Drivers, Attractions)	Zartico Place- Based Strategy (within funding boundary)
Contextual Places of Impact (Hotels, Restaurants, Retail)	Zartico Place- Based Strategy (within funding boundary)
Regions	✓
Out of Boundary POIs (Outside of geographic boundary)	1
Dynamic Visualizations (additional \$5000)	2
Visitor Value (Credit + Debit card data provided through Zartico)	
Visitor Spend: January 1, 2019 thru Present	✓
Events, Convention & Sales Performance (Event data provided through Zartico)	
Events View: January 1, 2019 thru 12 months in the Future	✓
Education & Advisor Support	
Playbooks	✓
Remote Training	✓
Intelligence briefings	Quarterly
Destination Occupancy, Hotel and Short Term Rentals (Data provided by DMO: STR, AirDNA, Key Data, Transparent)	
Data before 2019 available at \$5000/year	Data includes January 2019 to present
Marketing Performance (data provided by DMO: Google Analytics, Facebook, Twitter, Instagram)	
Website + Content Performance	✓
Organic Social Performance	✓
Strategic Planning	✓
Paid Social Facebook & Paid Google Search	✓

PROJECT DATES/TIMEFRAME:

This SOW and the Services under this SOW are effective and shall commence on the Effective Date of the Agreement and shall continue in effect for a period of Twelve (12) months from such Effective Date, unless earlier terminated in accordance with the terms of this SOW or the Agreement.

COMPENSATION

In consideration of Zartico providing the Services to Client under this SOW, Client will pay to Zartico \$25,000 which fee shall be due in the following amounts on the following dates:

Package 3.0 Basic 1: \$25,000 /year

- \$12,500 due upon signature
- \$12,500 due August 31, 2023

CONTACT PERSON:

Contact person at Zartico for the Services to be provided under this SOW will be:

Sarah Lehman, CEO
(917) 714-2889
sarah.lehman@zartico.com

SIGNATURES

IN WITNESS WHEREOF, the duly authorized representative of each party hereto has executed this SOW below as of the Effective Date.

Zartico, Inc

DocuSigned by:
By: Sarah Lehman
4F14DC4665AD44B...
(Signature)

Name: Sarah Lehman

Title: CEO
1/31/2023

Date: _____

Explore Butte County

DocuSigned by:
By: Nichole Farley
7C0B02D174FD46F...
(Signature)

Name: Nichole Farley

Title: Executive Director
1/30/2023

Date: _____



Employee Handbook

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General Employment Policies

Introductory Statement

Welcome! As an employee of Explore Butte County (the "Company"), you are an important member of a team effort. We hope that you will find your position with the Company rewarding, challenging, and productive.

Because our success depends upon the dedication of our employees, we are highly selective in choosing new members of our team. We look to you and the other employees to contribute to the success of the Company.

This employee handbook is intended to explain the terms and conditions of employment of all full- and part-time employees and supervisors. Written employment contracts between Explore Butte County and some individuals may supersede some of the provisions of this handbook.

This handbook summarizes the policies and practices in effect at the time of publication. This handbook supersedes all previously issued handbooks and any policy or benefit statements or memoranda that are inconsistent with the policies described here. Your supervisor or manager will be happy to answer any questions you may have.

Harassment Discrimination and Retaliation Prevention

Explore Butte County is an equal opportunity employer. Explore Butte County is committed to providing a work environment free of harassment, discrimination, retaliation, and disrespectful or other unprofessional conduct based on:

- Race
- Religion (including religious dress and grooming practices)
- Color
- Sex/gender (including pregnancy, childbirth, breastfeeding or related medical conditions), sex stereotype, gender identity/gender expression/transgender (including whether or not you are transitioning or have transitioned) and sexual orientation
- National origin (including language use restrictions and possession of a driver's license issued to persons unable to prove their presence in the United States is authorized under federal law [Vehicle Code section 12801.9])
- Ancestry
- Physical or mental disability
- Medical condition
- Genetic information/characteristics
- Marital status/registered domestic partner status
- Age (40 and over)
- Sexual orientation
- Military or veteran status
- Any other basis protected by federal, state or local law or ordinance or regulation

Explore Butte County also prohibits discrimination, harassment, disrespectful or unprofessional conduct based on the perception that anyone has any of those characteristics, or is associated with a person who has or is perceived as having any of those characteristics.

In addition, the Company prohibits retaliation against individuals who raise complaints of discrimination or harassment or who participate in workplace investigations.

All such conduct violates Company policy. Harassment Prevention

The Company's policy prohibiting harassment applies to all persons involved in the operation of the Company. The Company prohibits harassment, disrespectful or unprofessional conduct by any employee of the Company, including supervisors, managers and co-workers. The Company's anti-harassment policy also applies to vendors, customers, independent contractors, unpaid interns, volunteers, persons providing services pursuant to a contract and other persons with whom you come into contact while working.

Prohibited harassment, disrespectful or unprofessional conduct includes, but is not limited to, the following behavior:

- Verbal conduct such as epithets, derogatory jokes or comments, slurs or unwanted

- sexual advances, invitations, comments, posts or messages;
- Visual displays such as derogatory and/or sexually-oriented posters, photography, cartoons, drawings or gestures;
- Physical conduct including assault, unwanted touching, intentionally blocking normal movement or interfering with work because of sex, race or any other protected basis;
- Threats and demands to submit to sexual requests or sexual advances as a condition of continued employment, or to avoid some other loss and offers of employment benefits in return for sexual favors;
- Retaliation for reporting or threatening to report harassment; and
- Communication via electronic media of any type that includes any conduct that is prohibited by state and/or federal law or by company policy.

Sexual harassment does not need to be motivated by sexual desire to be unlawful or to violate this policy. For example, hostile acts toward an employee because of his/her gender can amount to sexual harassment, regardless of whether the treatment is motivated by sexual desire.

Prohibited harassment is not just sexual harassment but harassment based on any protected category.

Non-Discrimination

The Company is committed to compliance with all applicable laws providing equal employment opportunities. This commitment applies to all persons involved in Company operations. The Company prohibits unlawful discrimination against any job applicant, employee or unpaid intern by any employee of the Company, including supervisors and coworkers.

Pay discrimination between employees of the opposite sex or between employees of another race or ethnicity performing substantially similar work, as defined by the California Fair Pay Act and federal law, is prohibited. Pay differentials may be valid in certain situations defined by law. Employees will not be retaliated against for inquiring about or discussing wages. However, Explore Butte County is not obligated to disclose the wages of other employees.

Anti-Retaliation

The Company will not retaliate against you for filing a complaint or participating in any workplace investigation or complaint process, and will not tolerate or permit retaliation by management, employees or co-workers.

Reasonable Accommodation

Discrimination can also include failing to reasonably accommodate religious practices or qualified individuals with disabilities where the accommodation does not pose an undue hardship.

To comply with applicable laws ensuring equal employment opportunities to qualified individuals

with a disability, the Company will make reasonable accommodations for the known physical or mental limitations of an otherwise qualified individual with a disability who is an applicant or an employee unless undue hardship would result.

Any job applicant or employee who requires an accommodation in order to perform the essential functions of the job should contact a Company representative with day-to-day personnel responsibilities and discuss the need for an accommodation. The Company will engage in an interactive process with the employee to identify possible accommodations, if any that will help the applicant or employee perform the job. An applicant, employee or unpaid intern who requires an accommodation of a religious belief or practice (including religious dress and grooming practices, such as religious clothing or hairstyles) should also contact a Company representative with day-to-day personnel responsibilities and discuss the need for an accommodation. If the accommodation is reasonable and will not impose an undue hardship, the Company will make the accommodation.

The Company will not retaliate against you for requesting a reasonable accommodation and will not knowingly tolerate or permit retaliation by management, employees or co-workers.

Complaint Process

If you believe that you have been the subject of harassment, discrimination, retaliation or other prohibited conduct, bring your complaint to your supervisor or to:

- The President of the Board of Directors

as soon as possible after the incident. You can bring your complaint to any of these individuals. If you need assistance with your complaint, or if you prefer to make a complaint in person, contact the Executive Director. Please provide all known details of the incident or incidents, names of individuals involved and names of any witnesses. It would be best to communicate your complaint in writing, but this is not mandatory.

The Company encourages all individuals to report any incidents of harassment, discrimination, retaliation or other prohibited conduct forbidden by this policy immediately so that complaints can be quickly and fairly resolved.

You also should be aware that the Federal Equal Employment Opportunity Commission and the California Department of Fair Employment and Housing investigate and prosecute complaints of prohibited harassment, discrimination and retaliation in employment. If you think you have been harassed or discriminated against or that you have been retaliated against for resisting, complaining or participating in an investigation, you may file a complaint with the appropriate agency. The nearest office can be found by visiting the agency websites at www.dfeh.ca.gov and www.eeoc.gov.

Supervisors must refer all complaints involving harassment, discrimination, retaliation or other prohibited conduct to the Executive Director of the Company so the Company can try to resolve the complaint.

When the Company receives allegations of misconduct, it will immediately undertake a fair, timely, thorough and objective investigation of the allegations in accordance with all legal requirements. The Company will reach reasonable conclusions based on the evidence collected.

The Company will maintain confidentiality to the extent possible. However, the Company cannot promise complete confidentiality. The employer's duty to investigate and take corrective action may require the disclosure of information to individuals with a need to know.

Complaints will be:

- Responded to in a timely manner
- Kept confidential to the extent possible
- Investigated impartially by qualified personnel in a timely manner
- Documented and tracked for reasonable progress
- Given appropriate options for remedial action and resolution
- Closed in a timely manner

If the Company determines that harassment, discrimination, retaliation or other prohibited conduct has occurred; appropriate and effective corrective and remedial action will be taken in accordance with the circumstances involved. The Company also will take appropriate action to deter future misconduct.

Any employee determined by the Company to be responsible for harassment, discrimination, retaliation or other prohibited conduct will be subject to appropriate disciplinary action, up to, and including termination. Employees should also know that if they engage in unlawful harassment, they can be held personally liable for the misconduct.

Confirmation of Harassment Discrimination and Retaliation Prevention Policy

I have received my copy of the Company's Harassment, Discrimination and Retaliation Prevention policy. I understand and agree that it is my responsibility to read and familiarize myself with this policy.

I understand that the Company is committed to providing a work environment that is free from harassment, discrimination and retaliation. My signature certifies that I understand that I must conform to and abide by the rules and requirements described in this policy.

Employee's Signature_____

Employee's Printed Name _____

Date _____

Equality, Diversity, Inclusion, and Accessibility

Explore Butte County is committed to fostering a diverse workforce, and maintaining a workplace that is equitable, inclusive and safe for all employees. From recruiting practices, to pay and benefits, promotions, and all other aspects of employment with us, an environment of equity is of the utmost importance.

We not only recognize that you, our employees, comprise a wide range of backgrounds and characteristics, but we believe those differences should be celebrated and valued. Whether it's race, religion, gender, national origin, ancestry, color, language, age, marital status, sexual orientation, gender identity, gender expression, physical or mental disability, medical condition, genetic information/characteristics, veteran status, political affiliation or any other characteristic, these are parts of each of you that contribute to your experiences as humans, and ultimately to the knowledge and expertise that make you a valuable asset to the Company.

Explore Butte County is committed and determined that there is access, opportunity and advancement for all individuals. We are always looking for ways in which we can cultivate an inclusive work environment, strengthen our cultural competency, and train our managers and employees to provide opportunities for growth and development.

It is our intention that all our employees, regardless of any particular background or characteristic, are always treated with respect and dignity. Likewise, we expect that as our employees, you treat your coworkers, supervisors and other team members with the same dignity and respect at all times.

Disrespect, inappropriate behavior or conduct toward others will not be tolerated and may subject an employee to disciplinary action, up to and including termination.

If you feel you have been mistreated, harassed, or discriminated or retaliated against in violation of the Company's Harassment, Discrimination and Retaliation Prevention policy, please contact your supervisor or Executive Director.

At-Will Employment Status

Explore Butte County personnel are employed on an at-will basis. Employment at-will means that the employment relationship may be terminated, with or without cause and with or without advance notice at any time by the employee or the Company. Nothing in this handbook shall limit the right to terminate at-will employment.

No manager, supervisor, or employee of the Company has any authority to enter into an agreement for employment for any specified period of time or to make an agreement for employment on other than at-will terms. Only the Executive Director of Explore Butte County has the authority to make any such agreement, which is binding only if it is in writing.

Nothing in this at-will statement is intended to interfere with an employee's rights to communicate or work with others toward altering the terms and conditions of his or her employment.

Right to Revise

This employee handbook contains the employment policies and practices of Explore Butte County in effect at the time of publication. All previously issued handbooks and any inconsistent policy statements or memoranda are superseded.

Explore Butte County reserves the right to revise, modify, delete, or add to any and all policies, procedures, work rules, or benefits stated in this handbook at any time, except for the policy of at-will employment.

Any written changes to this handbook will be distributed to all employees so that you will be aware of any new policies or procedures. No oral statements or representations can in any way alter the provisions of this handbook.

This handbook contains the entire agreement between you and Explore Butte County as to the duration of employment and the circumstances under which employment may be terminated. Nothing in this employee handbook or any other personnel document, including benefit plan descriptions, creates or is intended to create a promise or representation of continued employment for any employee.

Nothing in this statement is intended to interfere with your right to communicate or work with others toward altering the terms and conditions of your employment, such as communications regarding wages, scheduling or other terms or conditions of employment.

Hiring

Full-Time Employees

Regular full-time employees are those who are scheduled for and do work 36 or more hours per week. Regular full-time employees are eligible for most employee benefits described in this handbook. Benefit eligibility may depend on length of continuous service. Benefit eligibility requirements may also be imposed by the plans themselves or by law.

Part-Time Employees

Regular part-time employees are those who are scheduled for and do work fewer than 35 hours per week, but no fewer than 20 hours. Part-time employees are not eligible for Explore Butte County benefits.

Regular Employees

Regular employees are those who are hired to work on a regular schedule. Regular employees may be classified as full-time or part-time.

Temporary Employees

Temporary employees are those employed for short-term assignments. Short-term assignments generally are periods of three months or fewer; however, such assignments may be extended. Temporary employees are not eligible for employee benefits except those mandated by applicable law.

New Hires

The first 90 days of continuous employment at Explore Butte County is considered an introductory period. During this time, you will learn your responsibilities, get acquainted with fellow employees and determine whether or not you are happy with your job. Your supervisor will closely monitor your performance.

Completion of the introductory period does not entitle you to remain employed by Explore Butte County for any definite period of time. Your status as an at-will employee does not change. The employment relationship may be terminated with or without cause and with or without advance notice, at any time by you or the Company.

Job Duties

During the introductory period, your supervisor will explain your job responsibilities and the performance standards expected of you. Be aware that your job responsibilities may change at any time during your employment. From time to time, you may be asked to work on special projects, or to assist with other work necessary or important to the operation of your department or Explore Butte County. Your cooperation and assistance in performing such additional work is expected.

Explore Butte County reserves the right, at any time, with or without notice, to alter or change job responsibilities, reassign or transfer job positions, or assign additional job responsibilities.

Leaves of Absence

Bereavement Leave

Explore Butte County grants time off to eligible employees in the event of the death of a "family member."

To be eligible for bereavement leave, you must be employed for at least 90 days prior to starting leave.

If you are eligible and experience the death of a family member, you may take up to five (5) days of bereavement leave.

For purposes of this policy, a family member is a:

- Spouse
- Domestic Partner
- Child
- Parent
- Parent-in-law
- Sibling
- Grandparent
- Grandchild

The days of bereavement leave do not need to be taken consecutively, however, you must complete your bereavement leave within three months of your family member's death, at which time any remaining unused bereavement leave will expire.

Bereavement leave is unpaid; however, you may choose to use previously accrued paid leave time available to you.

You must provide documentation to support the need for bereavement leave, which may include a death certificate; a published obituary; or a verification of death, burial or memorial services from a mortuary, funeral home, burial society, crematorium, religious institution or government agency.

Domestic Violence, Sexual Assault or Stalking Leave and Accommodation

Employees who are victims of domestic violence, sexual assault and stalking are eligible for unpaid leave. Although the leave is generally unpaid, employees can use their paid sick time under California's Healthy Workplaces, Healthy Families Act for the purposes described below.

You may request leave if you are involved in a judicial action, such as obtaining restraining orders, or appearing in court to obtain relief to ensure your health, safety or welfare, or that of your child. Please provide reasonable advance notice of the need for leave unless advance notice is not feasible. Contact Executive Director.

Employees who are victims of domestic violence, sexual assault or stalking and need a

reasonable accommodation for their safety at work should contact a Company representative with day-to-day personnel responsibilities and discuss the need for an accommodation. If you are requesting such a reasonable accommodation, you will need to submit a written statement signed by you, or by an individual acting on your behalf, certifying that the accommodation is for the purpose of your safety at work.

For reasonable accommodation requests, the Company will also require certification demonstrating that you are the victim of domestic violence, sexual assault or stalking. Any of the forms of certification described above for leave purposes will suffice. The Company may request recertification every six months from the date of the previous certification. You should notify the company if an approved accommodation is no longer needed.

The Company will engage in an interactive process with the employee to identify possible accommodations, if any that are effective and will make reasonable accommodations unless an undue hardship will result.

Explore Butte County will, to the extent allowed by law, maintain the confidentiality of an employee requesting leave or accommodation under these provisions.

Extended Medical Leave

On occasion, an employee may need a medical leave of absence that extends beyond limits under any state or federal mandatory leave law. In addition, there may be circumstances when an employee needs a medical leave allowed under disability laws and in accordance with this policy.

In these situations, an extended medical leave of absence may be granted for medical disabilities (other than pregnancy, childbirth, and related medical conditions) with a doctor's written certificate of disability. Extended disability leaves will also be considered on a case-by-case basis, consistent with the Company's obligations under federal and state disability laws.

Employees should request any leave in writing as far in advance as possible.

A medical leave begins on the first day your doctor certifies that you are unable to work, and ends when your doctor certifies that you are able to return to work. Your supervisor will supply you with a form for your doctor to complete, showing the date you were disabled and the estimated date you will be able to return to work. An employee returning from a medical disability leave must present a doctor's certificate declaring fitness to return to work.

Upon return from medical leave, you will be offered the same position you held at the time your leave began, if available. If your former position is not available, a comparable position will be offered. If neither the same nor a comparable position is available, your return to work will depend on job openings existing at the time of your scheduled return. Explore Butte County

makes no guarantees of reinstatement, and your return will depend on your qualifications for existing openings. Explore Butte County will comply with any reinstatement obligations under state or federal law.

California workers' compensation laws govern work-related injuries and illnesses. California pregnancy disability laws govern leaves taken because of pregnancy, childbirth, and related medical conditions.

An employee that needs reasonable accommodations should contact a company representative with day-to-day personnel responsibilities and discuss the need for an accommodation.

Jury Duty and Witness Leave

Explore Butte County encourages employees to serve on jury duty when called. Non-exempt employees who have completed their introductory periods will receive full pay while serving up to five (5) days of jury duty. If you exhaust your paid jury duty leave, you may use your PTO.

Exempt employees will receive full salary unless they are absent for a full week and perform no work. You should notify your supervisor of the need for time off for jury duty as soon as a notice or summons from the court is received.

You may be requested to provide written verification from the court clerk of performance of jury service. If work time remains after any day of jury selection or jury duty, you will be expected to return to work for the remainder of your work schedule.

Fees Paid by the Court

You may retain any mileage allowance or other fee paid by the court for jury services.

California Family Rights Act

California's California Family Rights Act (CFRA) provides up to 12 work weeks of unpaid family/medical leave within a 12-month period, under the following conditions:

- You have been employed with the Company for a total of at least 12 months prior to the commencement of leave. The 12 months of employment must have accumulated within the previous seven years (certain exceptions apply); and
- You have worked at least 1,250 hours during the previous 12-month period before the need for leave*.

*Special hours of service eligibility requirements apply to airline flight crew employees.

Leave may be taken for one or more of the following reasons:

- Your serious health condition that makes you unable to perform your job;

- To care for your family member who has a serious health condition. For purposes of CFRA leave, a "family member" includes your:
 - Spouse;
 - Parent;
 - Child of any age;
 - Registered domestic partner;
 - Grandparent;
 - Grandchild;
 - Sibling;
 - Parent-in-law;
 - "Designated person." This is someone else with a blood or family-like relationship with you. You may identify this individual at the time you request leave. You are limited to one designated person per 12-month period for purposes of CFRA leave.
- The birth of your child, or placement of a child with you for adoption or foster care;
- Because of a qualifying exigency related to covered active duty or a call to covered active duty of your spouse, registered domestic partner, child, or parent in the Armed Forces of the United States. (See *Qualifying Exigencies Related to Active Duty* below.)

Please note that incapacity due to pregnancy, prenatal medical care or childbirth is not an eligible reason for CFRA leave. (See the *Pregnancy Disability Leave Policy* for more information).

For additional information about eligibility for CFRA leave, contact Executive Director.

Qualifying Exigencies Related to Active Duty

- Eligible employees whose spouse, domestic partner, child or parent is on covered active duty or call to covered active duty status may use their 12-week leave entitlement for certain qualifying exigencies. Qualifying exigencies may include, but are not necessarily limited to, attending certain military events, arranging for alternative childcare, addressing certain financial and legal arrangements, attending certain counseling sessions, and attending post-deployment reintegration briefings.

Calculating the 12-month Period

For purposes of calculating the 12-month period during which 12 weeks of CFRA leave may be taken, **Explore Butte County** uses the 12-month period measured forward from the date an employee first took family leave.

Pregnancy, Childbirth or Related Conditions and Baby Bonding

Leave because of a disability for pregnancy, childbirth or related medical condition is not counted as time used under CFRA leave. Employees who take time off for pregnancy disability will be placed on pregnancy disability leave (PDL). (See *Pregnancy Disability Leave* policy for more information.)

Once the pregnant employee is no longer disabled, or once the employee has given birth and exhausted PDL, the employee may apply for leave under the CFRA, for purposes of baby bonding.

Any leave taken for the birth, adoption, or foster care placement of a child does not have to be taken in one continuous period of time. CFRA leave taken for the birth or placement of a child will be granted in minimum amounts of two weeks. However, the Company will grant a request for a CFRA leave (for birth/placement of a child) of less than two weeks' duration on any two occasions. The Company may also grant additional requests for leave lasting less than two weeks at its discretion. Any leave taken must be concluded within one year of the birth or placement of the child with the employee.

Leave Procedures

The following procedures shall apply to CFRA leave:

- Please contact Executive Director as soon as you realize the need for family/medical leave. If the leave is based on the expected birth, placement for adoption or foster care, or planned medical treatment for your serious health condition or that of a family member, you must notify the Company at least 30 days before leave is to begin. You must consult with your supervisor regarding scheduling of any planned medical treatment or supervision in order to minimize disruption to the operations of the Company. Any such scheduling is subject to the approval of your health care provider or the health care provider of your family member.
- If you cannot provide 30 days' notice, the Company must be informed as soon as is practical.
- If the CFRA request is made because of your own serious health condition, the Company may require, at its expense, a second opinion from a health care provider that the Company chooses. The health care provider designated to give a second opinion will not be one who is employed on a regular basis by the Company.
- If the second opinion differs from the first opinion, the Company may require you, at the Company's expense, to obtain the opinion of a third health care provider designated or approved jointly by you and the employer. The opinion of the third health care provider shall be considered final and binding on you and the Company.

Certification

Explore Butte County requires you to provide certification. You will have 15 calendar days from the Company's request for certification to provide it to the Company, unless it is not practical to do so. The Company may require recertification from the health care provider if you request additional leave upon expiration of the time period in the original certification. *(For example, if you need two weeks of family and medical leave, but following the two weeks you need intermittent leave, a new medical certification will be requested and required.)* If you do not provide medical certification in a timely manner to substantiate the need for family and medical leave, the Company may delay approval of the leave, or continuation thereof, until certification is received. If certification is never received, the leave may not be considered CFRA leave.

If the leave is needed to care for a sick family member, you must provide a certification from the health care provider stating:

- Date of commencement of the serious health condition;
- Probable duration of the condition;
- Estimated amount of time for care by the health care provider; and
- Confirmation that the serious health condition warrants your participation.

If your serious health condition is the reason for leave, you must provide a certification from the health care provider stating:

- Date of commencement of the serious health condition;
- Probable duration of the condition; and
- Your inability to work at all or to perform any one or more of the essential functions of your position because of the serious health condition.

If you are on leave because of your own serious health condition, the Company will also require a medical release to return to work form or certification from your health care provider that you are able to resume work.

Failure to provide a release to return to work from your health care provider may result in denial of reinstatement until the certificate is obtained.

Leave Related to Military Service

A leave taken due to a "qualifying exigency" related to military service must be supported by a certification of its necessity. Special certification requirements apply to leaves related to military service.

Health and Benefit Plans

If you are taking CFRA leave, you will be allowed to continue participating in any health and welfare benefit plans in which you were enrolled in before the first day of the leave (for a maximum of 12 workweeks) at the level and under the conditions of coverage as if you had continued in employment for the duration of such leave. The Company will continue to make the same premium contribution as if you had continued working. The continued participation in health benefits begins on the date leave first begins. In some instances, the Company may recover premiums paid to maintain health coverage if you fail to return to work following CFRA leave.

Employees on pregnancy disability leave will be allowed to continue to participate in group health coverage for up to a maximum of four months of pregnancy disability leave (if such insurance was provided before the leave was taken) on the same terms as if you had continued to work. The right to continued group health coverage during pregnancy disability leave is a separate and distinct entitlement from the CFRA entitlement.

Payment is due when it would be made by payroll deduction.

Substitution of Paid Leave

Generally, CFRA leave is unpaid. The Company may require, or you may choose, to use accrued paid leave while taking CFRA leave. In order to use paid leave for CFRA leave, you must comply with the Company's normal paid leave policies. For more information on those specific circumstances requiring or allowing the substitution of paid leave contact Executive Director.

Reinstatement

Under most circumstances, upon return from CFRA leave, you will be reinstated to your original job or to an equivalent job with equivalent pay, benefits, and other employment terms and conditions. However, an employee has no greater right to reinstatement than if the employee had been continuously employed rather than on leave. For example, if an employee on CFRA leave would have been laid off had the employee not gone on leave, or if the employee's job is eliminated during the leave and no equivalent or comparable job is available, then the employee would not be entitled to reinstatement. In addition, an employee's use of CFRA leave will not result in the loss of any employment benefit that the employee earned before using CFRA leave.

Time Accrual

Please contact Executive Director with any questions regarding accrual of other Company provided paid leave benefits (such as vacation, PTO or sick leave) during unpaid CFRA leave.

Carryover

Leave granted under any of the reasons provided by CFRA and/or FMLA will be counted as family/medical leave and will be considered as part of the 12-workweek entitlement in any 12-month period. No carryover of unused leave from one 12-month period to the next 12-month period is permitted.

Intermittent Leave

You may take CFRA leave intermittently (in blocks of time, or by reducing your normal weekly or daily work schedule) if the leave is for your serious health condition or that of a qualifying family member and the reduced leave schedule is medically necessary as determined by the health care provider of the person with the serious health condition. The smallest increment of time that can be used for such leave is one hour.

See also the discussion of *Pregnancy, Childbirth or Related Conditions and Baby Bonding* above.

Military Leave

Employees who wish to serve in the military and take military leave should contact Executive Director for information about their rights before and after such leave. You are entitled to reinstatement upon completion of military service, provided you return or apply for reinstatement

within the time allowed by law.

Paid Time Off

Employees are entitled to paid time off (PTO) based upon their years of active service. Active service commences with an employee's first day of work and continues thereafter unless broken by an absence without pay, a leave of absence or termination of employment.

PTO can accrue to a maximum cap. Once this cap is reached, the employee will have a reasonable amount of time to take accrued PTO. If no PTO is taken during that reasonable amount of time period, no further PTO will accrue until some paid time off is used.

Employees become eligible to take PTO beginning on the 90th day of employment. Employees may use accrued PTO for any reason, including vacation, illness, care for family members or other personal matters. Employees will need to schedule time off with their supervisors. **Specific provisions relating to paid sick leave under California's Healthy Workplaces, Healthy Families Act, including procedures relating to notification and usage of this paid sick time, are discussed below.**

- An employee whose employment terminates will be paid for accrued, unused PTO. Employees on unpaid leave do not accrue PTO. Paid time off will be accrued on the following basis: 0 months - 4 years: employee accrues 10 days of Paid Time Off per year to a maximum of 20 days of PTO.
- 5 - 10 years: employee accrues 15 days of Paid Time Off per year to a maximum of 30 days of PTO.
- 11 years and thereafter: employee accrues 20 days of Paid Time Off per year to a maximum of 40 days of PTO.

An employee may not use paid time off before its accrual. Employees will not be paid for any time in excess of accrued paid time off.

An employee's use of paid time off may run concurrently with other leaves pursuant to local, state or federal laws.

California Paid Sick Leave

Beginning July 1, 2015, California law provides for mandatory paid sick leave under the Healthy Workplaces, Healthy Families Act (the "Act"). All employees who have worked in California for the same employer for 30 or more days within a year from the start of their employment are eligible for protected paid sick time under the Act. Employees cannot be discriminated or retaliated against for requesting or using paid time off (PTO) for qualifying reasons protected by the Act.

Explore Butte County's PTO policy meets the requirements of the Act. Our PTO policy provides a **minimum** of at least 24 hours of accrued paid time by the 120th calendar day of employment, each calendar year or in each 12-month period. An employee can use accrued PTO for any of the qualifying reasons protected by the Act, as set forth below. If an employee decides to use PTO as protected paid sick time, the employee should designate the time off accordingly. Otherwise, Explore Butte County will treat the time off as PTO and not protected paid sick time.

If you have any questions, please contact Executive Director.

Sick Time Notification

Employees that have a foreseeable need to take paid time off for a qualifying reason under the Act must provide advance oral or written notification to Executive Director. If the need is not foreseeable, employees shall provide notice to Executive Director as soon as practicable.

Qualifying Reasons for Paid Sick Leave

Paid time off under the Act can be used for any of the following reasons:

- Diagnosis, care or treatment of an existing health condition for an employee or covered family member, as defined below.
- Preventive care for an employee or an employee's covered family member.
- For certain specified purposes when the employee is a victim of domestic violence, sexual assault or stalking.

For purposes of paid time off under the Act, a covered family member includes:

- A child: Defined as a biological, foster or adopted child; a stepchild; or a legal ward, regardless of the age or dependency status of the child. A "child" also may be someone for whom you have accepted the duties and responsibilities of raising, even if he or she is not your legal child.
- A parent: Defined as a biological, foster or adoptive parent; a stepparent; or a legal guardian of an employee or the employee's spouse or registered domestic partner. A "parent" may also be someone who accepted the duties and responsibilities of raising you when you were a minor child, even if he or she is not your legal parent.
- A spouse.
- A registered domestic partner.
- A grandparent.
- A grandchild.
- A sibling.

School Appearances Involving Suspension

If an employee who is the parent or guardian of a child facing suspension from school is summoned to the school to discuss the matter, the employee should alert his or her supervisor

as soon as possible before leaving work. In agreement with California Labor Code Section 230.7, no discriminatory action will be taken against an employee who takes time off for this purpose.

Time Off for Voting

If an employee does not have sufficient time outside of working hours to vote in an official state-sanctioned election, the employee may take off enough working time to vote. Such time off shall be taken at the beginning or the end of the regular working shift, whichever allows for more free time, and the time taken off shall be combined with the voting time available outside of working hours to a maximum of two hours combined. Under these circumstances, an employee will be allowed a maximum of two hours of time off during an election day without loss of pay.

When possible, an employee requesting time off to vote shall give his or her supervisor at least two days notice.

Victims of Crime Leave

An employee who is themselves a victim or who is the family member of a victim of certain serious crimes may take time off from work to attend judicial proceedings related to the crime or to attend proceedings involving rights of the victim.

A family member of a crime victim may be eligible to take this leave if he/she is the crime

victim's spouse, parent, child or sibling. Other family members may also be covered depending on the purpose of the leave. The absence from work must be in order to attend judicial proceedings or proceedings involving rights of the victim. Only certain crimes are covered. You must provide reasonable advance notice of your need for leave, and documentation related to the proceeding may be required. If advance notice is not possible, you must provide appropriate documentation within a reasonable time after the absence.

Any absence from work to attend judicial proceedings or proceedings involving victim rights will be unpaid, unless you choose to take paid time off.

For more information regarding this leave (including whether you are covered, when and what type of documentation is required, and which type of paid time off can be used), please contact a Company representative with day-to-day personnel responsibilities.

Volunteer Civil Service Personnel

No employee shall be disciplined for taking time off to perform emergency duty as a volunteer

firefighter, peace officer, or emergency rescue personnel. Employees who perform emergency duty as a volunteer firefighter, reserve peace officer, or emergency rescue personnel may also take up to a total of fourteen days unpaid leave time per calendar year to engage in required fire, law enforcement or emergency rescue training. Please alert your supervisor that you may have to take time off for emergency duty or emergency duty training. When taking time off for emergency duty, please alert your supervisor before doing so when possible.

Benefits

Benefits Overview

Explore Butte County is committed to providing the following benefits for eligible employees. Benefit eligibility may be dependent upon your employee classification (full-time versus part-time, for example) and on length of continuous employment at Explore Butte County. Benefit eligibility requirements may also be imposed by the plans themselves.

Upon becoming eligible for certain employee benefit plans, you will receive Summary Plan Descriptions which describe the benefits in greater detail. For information regarding employee benefits and to answer any questions you may have contact Executive Director.

The Company reserves the right to modify, amend or terminate benefits and to modify or amend benefit eligibility requirements at any time and for any reason, subject to any legal restrictions.

The Company offers the following employee benefits:

- Health Insurance
- Dental Insurance
- Vision Insurance
- Retirement Plan

External Employee Education

Some employees may need to attend training programs, seminars, conferences, lectures, meetings, or other outside activities for the benefit of Explore Butte County or the individual employees. Attendance at such activities, whether required by the Company or requested by individual employees, requires the written approval of the Executive Director. To obtain approval, any employee wishing to attend an activity must submit a written request detailing all relevant information, including date, hours, location, cost, expenses, and the nature, purpose, and justification for attendance.

Attendance at any such event is subject to the following policies on reimbursement and compensation. For attendance at events required or authorized by the Company, customary and reasonable expenses will be reimbursed upon submission of proper receipts. Acceptable expenses generally include registration fees, materials, lodging, meals, transportation, and parking.

Reimbursement policies regarding these expenses should be discussed with the Executive Director in advance.

Employee attendance at authorized outside activities will be considered hours worked for non-exempt employees and will be compensated in accordance with normal payroll practices.

This policy does not apply to an employee's voluntary attendance, outside of normal working

hours, at formal or informal educational sessions, even if such sessions generally may lead to improved job performance.

While Explore Butte County generally encourages all employees to improve their knowledge, job skills, and promotional qualifications, such activities do not qualify for reimbursement or compensation under this policy unless prior written approval is obtained as described previously.

Holidays

For the January to December calendar year, Explore Butte County observes the following paid holidays:

- New Year's Day
- Martin Luther King Jr. Day
- Presidents' Day
- Cesar Chavez Day
- Memorial Day
- Independence Day
- Labor Day
- Veterans Day
- Thanksgiving Day
- Day after Thanksgiving
- Christmas Day

When a holiday falls on a Saturday or Sunday, it is usually observed on the preceding Friday or the following Monday. However, Explore Butte County may grant another day off in lieu of closing. Holiday observance will be announced in advance.

Each non-exempt employee's eligibility for holiday pay begins after completion of his or her trial period. To be eligible for holiday pay, you must be regularly scheduled to work on the day on which the holiday is observed and must work your regularly scheduled working days immediately preceding and immediately following the holiday, unless an absence on either day is approved in advance by your supervisor or the absence is otherwise protected by law. If you are required to work on a paid scheduled holiday you will receive time and a half for scheduled day, double time for call in.

Lactation Accommodation

Explore Butte County accommodates lactating employees by providing a reasonable amount of break time to any employee who desires to express breast milk for the employee's child, subject to exception allowed under applicable law. The break time shall, if possible, run concurrently

with any break time already provided to the employee. Any break time provided to express breast milk that does not run concurrently with break time already provided to the employee shall be unpaid.

We will provide employees who need a lactation accommodation with the use of a room or other private location that is located close to the employee's work area.

Employees with private offices will be required to use their offices to express breast milk.

Employees who desire lactation accommodations should contact their supervisor or Human Resources to request accommodations.

Discrimination on the basis of sex includes discrimination based on breastfeeding and related medical conditions, and is unlawful.

Paid Family Leave

Employees may be eligible for Paid Family Leave (PFL) wage replacement benefits, which are funded through payroll deductions and coordinated through the Employment Development Department (EDD). PFL provides partial pay for up to eight (8) weeks when you need to take leave from work to:

- To care for a parent, parent-in-law, child, spouse, registered domestic partner, grandparent, grandchild, or sibling who is seriously ill;
- To bond with your newborn, foster child or newly adopted child; or
- For a qualifying exigency related to the covered active duty or call to covered active duty of your spouse, registered domestic partner, parent, or child in the Armed Forces of the United States.

The PFL program does not provide employees with a right to a leave of absence; it is limited to a state-mandated wage replacement benefit.

Workers' Compensation

Explore Butte County, in accordance with state law, provides insurance coverage for employees in case of work-related injury. The workers' compensation benefits provided to injured employees may include:

- Medical care;
- Cash benefits, tax free, to replace lost wages; and
- Assistance to help qualified injured employees return to suitable employment.

To ensure that you receive any workers' compensation benefits to which you may be entitled,

you will need to:

- Immediately report any work-related injury to your supervisor;
- Seek medical treatment and follow-up care if required;
- Complete a written *Employee's Claim for Workers' Compensation Benefits* (DWC Form 1) and return it to Executive Director; and
- Provide the Company with a certification from your health care provider regarding the need for workers' compensation disability leave, as well as your eventual ability to return to work from the leave.

Upon submission of a medical certification that an employee is able to return to work after a workers' compensation leave, the employee under most circumstances will be reinstated to his or her same position held at the time the leave began, or to an equivalent position, if available.

An employee returning from a workers' compensation leave has no greater right to reinstatement than if the employee had been continuously employed rather than on leave.

For example, if the employee on workers' compensation leave would have been laid off had he or she not gone on leave, or if the employee's position has been eliminated or filled in order to avoid undermining the Company's ability to operate safely and efficiently during the leave, and no equivalent or comparable positions are available, then the employee would not be entitled to reinstatement.

An employee's return depends on his or her qualifications for any existing openings. If, after returning from a workers' compensation disability leave, an employee is unable to perform the essential functions of his or her job because of a physical or mental disability, the Company's obligations to the employee may include reasonable accommodation, as governed by the Americans with Disabilities Act.

The law requires Explore Butte County to notify the workers' compensation insurance company of any concerns of false or fraudulent claims.

Management

Employee Property

An employee's personal property, including but not limited to offices, lockers, packages, purses, and backpacks, may be inspected upon reasonable suspicion of unauthorized possession of Explore Butte County property, possession of dangerous weapons or firearms, or abuse of the Company's drug and alcohol policy.

Employment of Relatives

Relatives of employees may be eligible for employment with Explore Butte County only if individuals involved do not work in a direct supervisory relationship, or in job positions in which there is a conflict of interest. The Company defines "relatives" as spouses, registered domestic partners, children, siblings, parents, in-laws, and step-relatives. Present employees who marry or become registered domestic partners will be permitted to continue working in the job position held only if they do not work in a direct supervisory relationship with one another or in job positions involving conflict of interest.

Names and Addresses Policy

Explore Butte County is required by law to keep current all employees' names and addresses. Employees are responsible for notifying the Company in the event of a name or address change.

Open-Door Policy

Suggestions for improving Explore Butte County are always welcome. At some time, you may have a complaint, suggestion, or question about your job, your working conditions, or the treatment you are receiving. Your complaints, questions, and suggestions also are of concern to the Company.

If you have a complaint, suggestion or question, speak with your immediate supervisors as soon as possible. If you are not comfortable speaking to your immediate supervisor, please bring the issue to the personnel manager or any other member of management.

Moreover, if you have raised the issue and if the problem persists, you may present it to the personnel manager, who will investigate and provide a solution or explanation.

If the problem is not resolved, you may also present the problem to the president of Explore Butte County, who will attempt to reach a final resolution.

While a written complaint will assist us in investigating your concerns, it is not required that you put your complaint in writing. If you need assistance with your complaint, or you prefer to make a complaint in person, contact Executive Director.

This procedure, which we believe is important for both you and the Company, cannot guarantee that every problem will be resolved to your satisfaction. However, Explore Butte County values your observations and you should feel free to raise issues of concern without the fear of retaliation.

Performance Evaluations

Each employee will receive periodic performance reviews conducted by his or her supervisor. Your first performance evaluation will take place after three months. Subsequent performance evaluations will be conducted on or about the anniversary date of employment with the Company. The frequency of performance evaluations may vary depending upon length of service, job position, past performance, changes in job duties, or recurring performance problems.

Your performance evaluations may review factors such as the quality and quantity of the work you perform, your knowledge of the job, your initiative, your work attitude, and your attitude toward others. The performance evaluations are intended to make you aware of your progress, areas for improvement, and objectives or goals for future work performance. Favorable performance evaluations do not guarantee increases in salary or promotions. Salary increases and promotions are solely within the discretion of Explore Butte County and depend upon many factors in addition to performance. After the review, you will be required to sign the evaluation report simply to acknowledge that it has been presented to you, that you have discussed it with your supervisor, and that you are aware of its contents.

Personnel Records

You have a right to inspect or receive a copy of the personnel records that Explore Butte County maintains relating to your performance or to any grievance concerning you. Certain documents may be excluded or redacted from your personnel file by law, and there are legal limitations on the number of requests that can be made.

Any request to inspect or copy personnel records must be made in writing to the Executive Director. You can obtain a form for making such a written request from the Executive Director.

You may designate a representative to conduct the inspection of the records or receive a copy of the records. However, any designated representative must be authorized by you in writing to inspect or receive a copy of the records. Explore Butte County may take reasonable steps to verify the identity of any representative you have designated in writing to inspect or receive a copy of your personnel records.

The personnel records may be made available to you either at the place where you work or at a mutually agreeable location (with no loss of compensation for going to that location to inspect or copy the records). The records will be made available no later than 30 calendar days from the date Explore Butte County receives your written request to inspect or copy your personnel records (unless you/your representative and Explore Butte County mutually agree in writing to a date beyond 30 calendar days but no later than 35 calendar days from receipt of the written request).

If you request a copy of the contents of your file, you will be charged the actual cost of copying.

Disclosure of personnel information to outside sources, other than your designated representative, will be limited. However, Explore Butte County will cooperate with request from authorized law enforcement or local, state, or federal agencies conducting official investigations and as otherwise legally required.

Telecommuting

Working remotely, also referred to as "telecommuting," provides employees with an opportunity to work from an alternative work environment rather than the physical location of the Company. Working remotely must be pre-approved by your supervisor and cannot be initiated without a Telecommuting Agreement.

Explore Butte County retains the right in its sole discretion to designate positions that are appropriate for remote work and approve employees for working remotely. Working remotely must be approved by your supervisor. Working remotely does not change the conditions of employment or required compliance with all Company policies and procedures. **The Company reserves the right to change or terminate the Telecommuting Agreement at any time, without cause or advance notice. Your ability to work under a telecommuting agreement rests in the sole discretion of the Company. Working remotely is a privilege and may not be appropriate for all employees.** If you wish to request to work remotely, please contact your supervisor and ask for a Telecommuting Request form.

Work Schedule

Unless otherwise agreed in the *Telecommuting Agreement*, your hours and days of work will not change. Employees must apply themselves during work hours and remain available for remote team meetings or conferences as needed.

Nonexempt employees must not work outside of scheduled hours without advance approval; this includes such activities as checking and responding to emails. Any work outside of a scheduled shift must be reported to a supervisor.

Generally speaking, working remotely is not intended as a substitute for child care or to care for another adult.

If you need to make special arrangements or changes to your work schedule due to the need to

care for a child or another adult, please contact your supervisor.

Work Standards and Performance

As a telecommuting employee, you must:

- Remain accessible during your telecommute schedule;
- Regularly communicate with your supervisor/manager to stay current on assigned/relevant tasks, projects and any other work-related issues;
- Be available for and attend any video/teleconferences, scheduled on an as-needed basis;
- Be available to physically attend scheduled work meetings as requested or required by the Company;
- If you are nonexempt (hourly), properly record all hours worked each day in compliance with the Company policies and practices;
- If you are nonexempt (hourly), obtain supervisor approval in advance of working any overtime hours;
- Take rest and meal breaks in full compliance with all applicable policies of the Company; and
- Request supervisor approval to use vacation, sick or other leave in the same manner as when working at a physical work location.

It is critical that telecommuting employees comply with all Company rules, policies, practices and instructions that would apply if they were working at the Company's physical work location(s), including but not limited to, policies governing telecommuting/remote work, use of technology, confidentiality, harassment and discrimination, and workplace safety.

Your Telecommuting Agreement will be evaluated on an ongoing basis to ensure that your work quality, efficiency and productivity are not compromised by the telecommuting arrangements.

Equipment and Information Security

Your *Telecommuting Agreement* will specify the equipment provided to you for purposes of telecommuting.

As a telecommuting employee, you will be subject to the following requirements:

- Your equipment must not be used by anyone other than yourself, and only for business-related work.
- You are responsible for immediately reporting any problems with Company equipment.
- You must protect Company-owned equipment, records and materials from unauthorized or accidental access, use, modification, destruction, disclosure or theft. You must follow all policies, practices and instructions regarding the safety and security of any confidential and/or proprietary information.
- You must report to your supervisor any incidents of loss, damage or unauthorized access at your earliest reasonable opportunity.
- All equipment, records and materials provided by the Company will remain property of

the Company.

- At the termination of the *Telecommuting Agreement*, or upon the Company's request, you agree to immediately return any and/or all Company equipment.

Telecommuting Safety

Telecommuting employees are solely responsible for ensuring the safety of their alternative work environment. Telecommuting employees should ensure their work space is safe and free from hazards and provides adequate protection and security of Company property. Telecommuting employees who need assistance in maintaining a safe work space should contact Executive Director.

Telecommuting employees are protected by the Company's workers' compensation insurance. As such, telecommuting employees are required to immediately report any injuries that occur while working.

A telecommuting employee is liable for any injuries that occur to third parties at or around the telecommuting employee's alternative work environment.

Telecommuting employees must maintain a safe, secure and ergonomic work environment; comply with all applicable workplace safety rules, policies and instructions; and report work-related injuries to the Company immediately. Please let Executive Director know if you require specific equipment. Telecommuting employees should also complete the Company's *Telecommuting Safety Checklist* to certify the work area is safe in accordance with all workplace safety rules and policies.

Telecommuting Agreement and Plan

All telecommuting employees are required to sign a *Telecommuting Agreement* with their supervisor that outlines the telecommuting employee's work days and work hours (as applicable); equipment the telecommuting employee will need; how the telecommuting employee will communicate with the Company; use of support or secretarial staff; and other appropriate information.

Your *Telecommuting Agreement* will be evaluated on an ongoing basis to ensure that your work quality, efficiency and productivity are not compromised by the telecommuting arrangements. **The Company may, at its sole discretion, change any of the conditions under which the employee is permitted to telecommute under the *Telecommuting Agreement* at any time, and may require the employee to report to the employee's physical workplace at any time and for any reason.**

Expense Reimbursement

The Company will cover all necessary expenditures related to telecommuting, which will be specified in the *Telecommuting Agreement*. Employees should submit any expense reimbursement requests in accordance with the Company's policy and practice.

Workplace Privacy - Audio/Video Recordings

Due to concerns regarding the potential for invasion of privacy, sexual or other harassment, and protection of proprietary or confidential information, employees may not use any audio or video recording devices while on working time. You also may not use any audio or video recordings in work areas that Explore Butte County has identified as confidential, secure or private, unless you are engaged in protected activity related to improving the terms and conditions of your employment, such as documenting health and safety issues.

Company Property

Electronic and Social Media

This policy is intended to protect the Company's computer systems and electronic information.

For purposes of these policies, the following definitions apply: "Computers" are defined as desktop computers, laptops, handheld devices (including but not limited to iPhones, Black berries, smart phones, iPads, and other electronic tablets and cell phones), computer software/hardware and servers.

Explore Butte County also uses various forms of "electronic communication." "Electronic communications" includes e-mail, text messages, telephones, cell phones and other handheld devices (such as cell phones, Blackberries or smart phones or writing tablets or iPads), fax machines, and online services including the Internet.

"Electronic information" is any information created by an employee using computers or any means of electronic communication, including but not limited to, data, messages, multimedia data, and files.

The following general policies apply:

- Computers and all data transmitted through Explore Butte County servers are Company property owned by the Company for the purpose of conducting Company business. These items must be maintained according to Explore Butte County rules and regulations. Computers must be kept clean and employees must exercise care to prevent loss and damage. Prior authorization must be obtained before any Company property may be removed from the premises.
- All electronic communications also remain the sole property of Explore Butte County and are to be used for Company business. For example, email messages are considered Company records.
- Electronic information created by an employee using any computer or any means of electronic communication is also the property of Explore Butte County and remains the property of Explore Butte County.
- Information stored in Explore Butte County computers and file servers, including without limitation Customer Lists, Vendor Lists is the property of the Company and may not be distributed outside the Company in any form whatsoever without the written permission of the Executive Director.
- Violation of any of the provisions of this policy, whether intentional or not, will subject Explore Butte County employees to disciplinary action, up to and including termination.

Monitoring of Company Property Explore Butte County reserves the right to inspect all Company property to ensure compliance with its rules and regulations, without notice to the employee and at any time, not necessarily in the employee's presence. Explore Butte County computers and all electronic communications and electronic information are subject to monitoring and no one should expect privacy regarding such use. The Company reserves the right to access, review and monitor electronic files, information, messages, text messages, e-mail, Internet history,

browser-based webmail systems and other digital archives and to access, review and monitor the use of computers, software, and electronic communications to ensure that no misuse or violation of Company policy or any law occurs. E-mail may be monitored by the Company and there is no expectation of privacy. Assume that e-mail may be accessed, forwarded, read or heard by someone other than the intended recipient, even if marked as "private."

Employee passwords may be used for purposes of security but the use of a password does not affect the Company's ownership of the electronic information or ability to monitor the information. The Company may override an employee's password for any reason.

Employees are not permitted to access the electronic communications of other employees or third parties unless directed to do so by Explore Butte County management.

Prohibited Use

All existing Company policies apply to employee use of computers, electronic communications, electronic information, and the Internet. This includes policies that deal with misuse of Company assets or resources. It is a violation of Explore Butte County policy to use computers, electronic communications, electronic information, or the Internet, in a manner that: is discriminatory harassing or obscene; constitutes copyright or trademark infringement; violates software licensing rules; is illegal; or is against Explore Butte County policy. It is also a violation of policy to use computers, electronic communications, electronic information, or the Internet to communicate confidential or sensitive information or trade secrets.

The display of any kind of sexually explicit multimedia content, message, or document on any Company computer is a violation of the Company's policy against sexual harassment. This description of prohibited usage is not exhaustive and it is within the discretion of Explore Butte County to determine if there has been a violation of this policy. Employees that engage in prohibited use will be subject to discipline and/or immediate termination.

This policy is not intended to limit the ability of employees to discuss with other employees the terms and conditions of their employment, including such topics as wages, job performance, workload, supervisors, or staffing. Computer and Internet Use Explore Butte County provides computers, electronic communications, electronic information and information technology resources, including the Internet, to its employees to help them do their job. Company provided computers; electronic communications, electronic information and the Internet are only to be used only for work-related purposes. No personal use of this Company property is permitted at any time. However, this policy is not intended to limit the ability of employees to use Company email systems to communicate with other employees regarding the terms and conditions of their employment, including such topics as wages, job performance, workload, supervisors or staffing.

Computer and Internet Use

Explore Butte County provides computers, electronic communications, electronic information, and information technology resources, including the Internet, to its employees to help them do

their job. Generally, these Company resources should be used for business related purposes. However, the Company recognizes that occasional personal use of these Company resources and property may occur during working time. The Company allows such occasional personal use as long as the usage does not interfere with the employee's work performance, take away from work time, consume supplies, slow other users, slow the servers or computer systems, or tie up printers or other shared resources, or violate any Company policy, including policies against harassment, discrimination and disclosure of confidential or trade secret information.

This policy is not intended to limit the ability of employees to use Company email systems to communicate with other employees regarding the terms and conditions of their employment, including such topics as wages, job performance, workload, supervisors or staffing.

All policies relating to monitoring usage of Company property apply. Explore Butte County reserves the right to adjust this policy on a case by case basis as it deems appropriate.

Social Media

Explore Butte County uses social media in limited circumstances for defined business purposes. Social media is a set of Internet tools that aid in the facilitation of interaction between people online. If you have specific questions about which programs the Company deems to be social media, consult with Executive Director.

Use of Internet based programs such as Facebook, Linked In, and Twitter (this is not meant to be an exhaustive list) may be used in furtherance of Company goals. However, only authorized individuals are allowed to speak/write in the name of Explore Butte County using the social media tools of the Company such as

- LinkedIn
- Facebook
- Instagram
- TikTok
- Pinterest
- Twitter
- Google Platforms

Your Executive Director will authorize you in writing if you can use these Company social media tools to perform your job duties. Authorized individuals using the Company social media tools shall identify themselves honestly, accurately and completely and comply with all Company policies in using this media.

Your authorization is limited to business purposes and personal use of these Company social media tools or programs is prohibited and can result in discipline up to and including termination. All policies relating to monitoring usage of Company property apply.

Employees can use their own personal devices to engage in social media during non-working

times, such as breaks and meal periods; however, all other Company policies against inappropriate usage, including the Company's no tolerance for discrimination, harassment or retaliation in the workplace, and protection of confidential and trade secret information apply.

Nothing in the Explore Butte County social media policy is designed to interfere with, restrain or prevent employee communications regarding wages, hours or other terms and conditions of employment.

Employee-owned Devices

Explore Butte County recognizes that occasional use of the employee's own computers (including hand held devices) and electronic communications may occur during working time. The Company allows such occasional personal use as long as the usage does not interfere with the employee's work performance, take away from work time or violate any Company policy. All other company policies, including the Company's no tolerance for discrimination, harassment or retaliation in the workplace apply. Explore Butte County reserves the right to adjust this policy on a case by case basis as it deems appropriate.

Off-Duty Use of Facilities

Employees are prohibited from remaining on Explore Butte County premises or making use of Company facilities while not on duty. Employees are expressly prohibited from using Company facilities, Company property, or Company equipment for personal use. This policy is not intended to limit the ability of employees to use the Company's email systems to communicate with other employees regarding the terms and conditions of their employment during non-working times, including such topics as wages, job performance, workload, supervisors or staffing.

Parking

Employees may park their vehicles in designated areas, if space permits. If space is unavailable, employees must park in permissible public areas in the vicinity of Explore Butte County office. Explore Butte County is not responsible for any loss or damage to employee vehicles or contents while parked on Company property.

Smoking

Smoking is prohibited at this workplace. The smoking prohibition applies to all smoking devices, including, but not limited to, the use of electronic smoking devices, such as electronic cigarettes, pipes, hookahs, and vaping devices.

Employee Conduct

Conducting Personal Business

Employees are to conduct only Explore Butte County business while at work. Employees may not conduct personal business or business for another employer during their scheduled working hours.

Confidential Information

Each employee is responsible for safeguarding the confidential information obtained during employment.

In the course of your work, you may have access to trade secrets or similarly protected proprietary or confidential information regarding Explore Butte County's business (such as financial data, research and development, marketing, business plans or strategies, suppliers, business partners or customers). You have a responsibility to prevent revealing or divulging any such information unless it is necessary for you to do so in the performance of your duties or as required by law.

Access to, or disclosure of, confidential information should be on a "need-to-know" basis and must be authorized by your supervisor. Any breach of this policy will not be tolerated and legal action may be taken by the Company.

This policy does not prohibit employees from confidentially disclosing trade secret, proprietary or confidential information to federal, state and local government officials, or to an attorney, when done to report or investigate a suspected violation of the law. Employees may also disclose the information in certain court proceedings if specific procedures to protect the information are followed. Nothing in this policy is intended to conflict with 18 U.S.C. sec. 1833(b) or create liability for disclosures of trade secrets that are expressly allowed by 18 U.S.C. sec. 1833(b).

Conflicts of Interest

All employees must avoid situations involving actual conflict of interest. Personal or romantic involvement with a competitor, supplier, or subordinate employee of Explore Butte County, which impairs an employee's ability to exercise good judgment on behalf of the Company, can create an actual conflict of interest. Supervisor-subordinate romantic or personal relationships also can lead to supervisory problems, possible claims of sexual harassment, and morale problems.

An employee involved in any of the types of relationships or situations described in this policy should immediately and fully disclose the relevant circumstances to his or her immediate supervisor, or any other appropriate supervisor, for a determination about whether an actual conflict exists.

If an actual conflict is determined, Explore Butte County may take whatever corrective action appears appropriate according to the circumstances. Failure to disclose facts shall constitute grounds for disciplinary action.

Dress Codes and Other Personal Standards

Employees are expected to wear clothing appropriate for the nature of our business and the type of work performed. Clothing should be neat, clean and tasteful. Avoid clothing that can create a safety hazard. Because each employee is a representative of Explore Butte County in the eyes of the public, each employee must report to work properly groomed and wearing appropriate clothing.

Employees are expected to dress neatly and in a manner consistent with the nature of the work performed. All clothing should be clean and without rips or holes. Employees who report to work inappropriately dressed may be asked to clock out and return in acceptable attire.

This dress code policy will not be enforced in a manner that discriminates against anyone based on a protected class, such as race, sex, gender identity or gender expression, religion, national origin or any other class protected by federal, state or local law. For more information, see the *Harassment, Discrimination and Retaliation Prevention* policy. Employees who need a reasonable accommodation because of religious beliefs, observances or practices should contact a company representative with day-to-day personnel responsibility and discuss the need for accommodation.

Drug and Alcohol Abuse

Explore Butte County is concerned about the use of alcohol, marijuana, illegal drugs or controlled substances as it affects the workplace. Use of these substances, whether on or off the job can detract from an employee's work performance, efficiency, safety, and health, and seriously impair Company operations. In addition, the use or possession of these substances on the job constitutes a potential danger to the welfare and safety of other employees and exposes the Company to the risks of property loss or damage, or injury to other persons.

The following rules and standards of conduct apply to all employees while on Company property, at work, or working on Company business. The following are strictly prohibited by Company policy:

- Being under the influence of, or impaired by, an illegal or controlled substance, alcohol or marijuana while on the job.
- Using or possessing illegal or controlled substances, alcohol or marijuana while on the job (including the illegal use of prescription drugs and possessing drug paraphernalia)
- Distributing, selling, or purchasing of an illegal or controlled substance, alcohol or marijuana while on the job.

Violation of these rules and standards of conduct will not be tolerated. Explore Butte County also may bring the matter to the attention of appropriate law enforcement authorities.

In order to enforce this policy, Explore Butte County reserves the right to conduct searches of Company property or employees and/or their personal property, and to implement other measures necessary to deter and detect abuse of this policy.

An employee's conviction on a charge of illegal sale or possession of any controlled substance while off Company property will not be tolerated because such conduct, even though off duty, reflects adversely on Explore Butte County. In addition, the Company must keep people who sell or possess controlled substances off Company premises in order to keep the controlled substances themselves off the premises.

Explore Butte County will encourage and reasonably accommodate employees with alcohol, marijuana or drug dependencies to seek treatment and/or rehabilitation. Employees desiring such assistance should request a treatment or rehabilitation leave.

The Company is not obligated, however, to continue to employ any person whose performance of essential job duties is impaired because of drug, alcohol or marijuana use. Additionally, employees who are given the opportunity to seek treatment and/or rehabilitation, but fail to successfully overcome their dependency or problem, will not automatically be reemployed or be given a second opportunity to seek treatment and/or rehabilitation. This policy on treatment and rehabilitation is not intended to affect the Company's treatment of employees who violate the regulations described previously. Rather, rehabilitation is an option for an employee who acknowledges a chemical dependency and voluntarily seeks treatment to end that dependency.

News Media Contacts

Employees may be approached for interviews or comments by the news media. Only contact people designated by the Executive Director may comment to news reporters on Explore Butte County policy or events relevant to Explore Butte County.

This policy does not limit an employee's right to discuss the terms and conditions of his or her employment, or to try and improve these conditions.

Off-Duty Conduct

While Explore Butte County does not seek to interfere with the off-duty and personal conduct of its employees, certain types of off-duty conduct may interfere with the Company's legitimate business interests.

Off-duty conduct by an employee that directly conflicts with the Company's essential business

interests and disrupts business operations will not be tolerated.

Other Employment

While employed by Explore Butte County, employees are expected to devote their energies to their jobs with the Company.

Employment that directly conflicts with the Company's essential business interests and disrupts business operations is strictly prohibited.

Employees who wish to engage in additional employment that may create a real conflict of interest must submit a written request to Explore Butte County explaining the details of the additional employment. If the additional employment is authorized, Explore Butte County assumes no responsibility for it. Explore Butte County shall not provide workers' compensation coverage or any other benefit for injuries occurring from or arising out of additional employment. Authorization to engage in additional employment can be revoked at any time.

Political Activity

Many employees participate in political activities on their own time. Company time, facilities, property or equipment (including all computers, networks, and electronic equipment) must not be used for an employee's outside political activities. Explore Butte County will not reimburse any employee for political contributions, and employees should not attempt to receive or facilitate such reimbursements.

Absent a formal statement by Explore Butte County announcing any political endorsements, employees must not, through their own actions, speech, contributions, or written communication, mislead others to believe that Explore Butte County officially endorses or opposes any candidates for political office that Explore Butte County itself has not publicly announced. Company employees are entitled to their own personal position.

The Company will not discriminate against employees based on their lawful political activity engaged in outside of work.

Prohibited Conduct

Employees are expected to conduct themselves in a manner to further the Company's objectives. The following conduct is prohibited and will not be tolerated by Explore Butte County. This list of prohibited conduct is illustrative only; other types of conduct that threaten security,

personal safety, employee welfare and Company operations also may be prohibited and will result in disciplinary action up to and including termination.

- Falsifying employment records, employment information, or other Company records;
- Inefficient or careless performance of job responsibilities or inability to perform job duties satisfactorily;
- Recording the work time of another employee or allowing any other employee to record your work time, or falsifying any time card, either your own or another employee's;
- Theft and deliberate or careless damage or destruction of any Company property, or the property of any employee or customer;
- Removing or borrowing Company property without prior authorization;
- Unauthorized use or misuse of Company equipment, time, materials, or facilities;
- Provoking a fight or fighting during working hours or on Company property;
- Participating in horseplay or practical jokes on Company time or on Company premises;
- Carrying firearms or any other dangerous weapons on Company premises at any time;
- Causing, creating or participating in a disruption of any kind during working hours on Company property;
- Insubordination, including but not limited to failure or refusal to obey the orders or instructions of a supervisor or member of management, or the use of abusive or threatening language toward a supervisor or member of management;
- Using abusive, threatening or intimidating language at any time on Company premises;
- Violation of Company punctuality and attendance policies. Absences protected by state or federal law do not count as violations of this policy. Protected paid sick time under California law does not count as a violation of this policy;
- Failing to obtain permission to leave work for any reason during normal working hours, not including meal periods;
- Failing to observe working schedules, including rest and lunch periods;
- Sleeping or malingering on the job;
- Making or accepting personal telephone calls, including cell phone calls, of more than three minutes in duration during working hours, except in cases of emergency or extreme circumstances;
- Working overtime without authorization or refusing to work assigned overtime;
- Violation of dress standards;
- Violating any safety, health, security or Company policy, rule or procedure;
- Violation of the Company's drug and alcohol policy;
- Committing a fraudulent act or a breach of trust under any circumstances;
- Violating the Company's anti-harassment or equal employment opportunity policies; and
- Failing to promptly report work-related injury or illness.

This statement of prohibited conduct does not alter the Company's policy of at-will employment. Either you or Explore Butte County remain free to terminate the employment relationship at any time, with or without reason or advance notice.

Prohibited Use of Cell Phone While Driving

In the interest of the safety of our employees and other drivers, Explore Butte County employees are prohibited from using cell phones (including all smart phones) or other wireless communication devices (including laptops) while driving on Company business and/or Company time. This prohibition includes any use of the cell phone or other wireless communications device, such as answering or placing calls, engaging in conversations, texting, Web browsing or using any smart phone application while driving.

If your job requires that you keep your cell phone or other wireless communication device turned on while you are driving, you must use a hands-free, voice-operated device at all times. Under no circumstances should employees place phone calls while operating a motor vehicle while driving on Company business and/or Company time.

Violating this policy is a violation of law and a violation of Company rules.

Employees Under Age 18

A person under the age of 18 years is prohibited from driving a motor vehicle while using a wireless telephone, even if equipped with a hands-free device, or while using a mobile service device. The prohibition would not apply to such a person using a wireless telephone or a mobile service device for emergency purposes. Violating this policy is a violation of law and a violation of Company rules.

Writing, sending, or reading text-based communication - including text messaging, instant messaging, e-mail, web browsing and use of smart phone applications - on a wireless device or cell phone while driving is also prohibited under this policy. Violating this policy is a violation of law and a violation of Company rules.

You must also safely pull off the road before conducting Company business.

Punctuality and Attendance

As an employee of Explore Butte County, you are expected to be punctual and regular in attendance. Any tardiness or absence causes problems for your fellow employees and your supervisor. When you are absent, your assigned work must be performed by others.

Employees are expected to report to work as scheduled, on time, and prepared to start work. Employees also are expected to remain at work for their entire work schedule, except for meal periods or when required to leave on authorized Company business. Late arrivals, early departures or other unanticipated and unapproved absences from scheduled hours are disruptive and must be avoided.

If you are unable to report for work on any particular day, you must provide reasonable advance notice to your supervisor before the time you are scheduled to begin working for that day. You must inform your supervisor of the expected duration of any absence. If you fail to provide reasonable advance notice before your scheduled time to begin work and do not arrive in time for your assigned shift, you will be considered tardy for that day. If the circumstances for your tardiness or absence were unforeseen, inform your supervisor as soon as practicable of the reason for the tardiness or absenteeism.

Excessive absenteeism or tardiness, providing false information or abuse of leave laws will not be tolerated. Generally, if you fail to report for work without any notification to your supervisor and your absence continues for a period of three days, Explore Butte County will consider that you have voluntarily abandoned or quit your employment.

Absences protected by local, state and federal law do not count as a violation of the punctuality and attendance policy. Paid sick time protected under California law does not count as a violation of this policy.

Wages

Advances

Explore Butte County does not permit advances against paychecks or against unaccrued vacation.

Reporting-Time Pay

Explore Butte County will comply with all applicable regulations regarding reporting-time pay for nonexempt employees.

Explore Butte County will pay a minimum of two hours of pay to employees who are required to report to work on a day other than their normally scheduled workday.

Explore Butte County will not pay employees who report to work but are unable to work under the following circumstances:

- Interruption of work because of the failure of any or all public utilities; or
- Interruption of work because of natural causes or other circumstances beyond the Company's power to control.

Deductions for Exempt Employees

Employees paid on a "salary basis" regularly receive a predetermined amount of compensation each pay period. Subject to the exceptions listed below, exempt employees will receive full salary for any workweek in which they perform any work, regardless of the number of days or hours worked. Exempt employees may not be paid for any workweek in which they perform no work, subject to Explore Butte County benefits programs and policies.

No deductions from salary may be made for time when work is not available, provided the exempt employee is ready, willing, and able to work. Deductions from pay are permissible when an exempt employee:

- Is absent from work for one or more full days for personal reasons other than sickness or disability;
- Is absent for one or more full days due to sickness or disability if the deduction is made in accordance with a bona fide plan, policy, or practice of providing full compensation for salary lost due to illness and the employee has exhausted his or her leave under this policy;
- Is absent for jury duty or military duty for a full week and performs no work during the week; or
- Works less than a full week during the initial or final week of employment;
- Partial day deductions from available accrued vacation or sick leave balances will also

be made by the Company when applicable.

It is Company policy to comply with these salary basis requirements. Therefore, Explore Butte County prohibits all Company managers from making any improper deductions from the salaries of exempt employees. The Company wants employees to be aware of this policy and know that the Company does not allow deductions that violate federal or state law.

If you believe that an improper deduction from your salary has been made, you should immediately report this information to your direct supervisor, or to Executive Director

Reports of improper deductions will be investigated promptly. If it is determined that an improper deduction has occurred, you will be promptly reimbursed for any improper deduction made.

Meal and Rest Periods

Rest Breaks

All nonexempt employees are entitled to uninterrupted rest break periods during their workday. If you are a nonexempt employee, you will be paid for all such break periods, and you will not clock out.

Number of Rest Breaks

You will be authorized and permitted one (1) 10-minute net rest break for every four (4) hours you work (or major fraction thereof, which is defined as any amount of time over two [2] hours). A rest break need not be authorized for employees whose total daily work time is less than three and one half (3.5) hours.

You will be relieved of all duty during your rest break periods. You are expected to return to work promptly at the end of any rest break.

If you work a shift from three and one-half (3.5) to six (6) hours in length you will be entitled to one (1) ten-minute rest break. If you work more than six (6) hours and up to 10 hours, you will be entitled to two (2) ten-minute rest breaks. If you work more than 10 hours and up to 14 hours, you will be entitled to three (3) ten-minute rest breaks.

Timing of Rest Breaks You are authorized and permitted to take a rest break in the middle of each four hour work period.

Meal Period All nonexempt employees will be provided an uninterrupted unpaid meal period of at least 30 minutes if you work more than five (5) hours in a workday. You must clock out for your meal period. You will be permitted a reasonable opportunity to take this meal period, and you will be relieved of all duty. During your meal period, you are free to come and go as you please and are free to leave the premises. You are expected to return to work promptly at the end of

any meal period.

If your total work period for the day is more than five hours per day but no more than six hours, you may waive the meal period. This cannot be done without the mutual consent of you and your supervisor. You must discuss any such waiver with your supervisor in advance.

The waiver must be in writing.

Timing of Meal Period

Your meal period will be provided no later than the end of your fifth hour of work. For example, if you begin work at 8:00 a.m., you must start your meal period by 12:59 p.m. (which is before the end of your fifth hour of work).

Second Meal Period

If you work more than 10 hours in a day, you will be provided a second, unpaid meal period of at least 30 minutes. Again, you must clock out for your meal period. You will be permitted a reasonable opportunity to take this meal period, and you will be relieved of all duty. There will be no control over your activities during your meal period. During your meal period, you are free to leave the premises and are free to come and go as you please. You are expected to return to work promptly at the end of any meal period.

Timing of Second Meal Period

This second meal period will be provided no later than the end of your 10th hour of work.

Recording Meal Periods

You must clock out for any meal period and record the start and end of the meal period.

Employees are not allowed to work "off the clock." All work time must be accurately reported on your time record.

If for any reason you are not provided a meal period in accordance with our policy, or if you are in any way discouraged or impeded from taking your meal period or from taking the full amount of time allotted to you, please immediately notify Executive Director.

Anytime you miss a meal period that was provided to you (or you work any portion of a provided meal period), you will be required to report to Supervisor and document the reason for the missed meal period or time worked.

Please also refer to the Explore Butte County Timekeeping Policy.

Overtime for Nonexempt Employees

Employees may be required to work overtime as necessary. Only actual hours worked in a given workday or workweek can apply in calculating overtime. Explore Butte County will attempt to distribute overtime evenly and accommodate individual schedules. All overtime work must be previously authorized by a supervisor. Explore Butte County provides compensation for all overtime hours worked by non-exempt employees in accordance with state and federal law as follows:

- All hours worked in excess of eight hours in one workday or 40 hours in one workweek will be treated as overtime. A workday begins at 12:01 a.m. and ends at midnight 24 hours later. Workweeks begin each Sunday at 12:01 a.m.;
- Compensation for hours in excess of 40 for the workweek, or in excess of eight and not more than 12 for the workday, and for the first eight hours on the seventh consecutive day of work in one workweek, shall be paid at a rate one and one-half times the employee's regular rate of pay;
- Compensation for hours in excess of 12 in one workday and in excess of eight on the seventh consecutive workday in a workweek shall be paid at double the regular rate of pay; and
- Exempt employees may have to work hours beyond their normal schedules as work demands require. No overtime compensation will be paid to exempt employees.

Payment of Wages

Explore Butte County utilizes automatic payroll deposit. If you observe an error on your check, please report it immediately to your supervisor.

All employees of Explore Butte County are paid every other Friday for work performed during the previous two-week pay period. If a regular payday falls on a holiday, you will be paid on the workday before the holiday.

To begin automatic payroll deposit, you must complete a form (available from the Executive Director) and return it to payroll at least ten (10) days before the pay period for which you would like the service to begin. You should carefully monitor your payroll deposit statements for the first two pay periods after the service begins.

Timekeeping Requirements

All nonexempt employees are required to use a timecard to record time worked for payroll purposes. All time worked must be accurately reported on your time record.

Employees must record their own time at the start and at the end of each work period.

Employees must clock out for their meal period and record the start and end of the meal period.

Employees are not allowed to work "off the clock." Working off the clock violates company policy. Any work performed before or after a regularly scheduled shift must be approved in advance by your supervisor. If you perform any off-the-clock work, please report the work to your supervisor.

Employees also must record their time whenever they leave the building for any reason other than Explore Butte County business.

Employees will be required to certify that their time record is accurate.

Any handwritten marks or changes on the timecard must be initialed by a supervisor. Punching another employee's timecard, allowing another employee to alter a timecard is not permissible and is subject to disciplinary action.

Any errors on your timecard should be reported immediately to your supervisor. Please also refer to Explore Butte County's Meal and Rest Break Policy.

Work Schedules

Explore Butte County is normally open for business between the hours of 9:00 a.m. to 4:00 p.m., Monday-Friday. Your supervisor will assign your individual work schedule. All employees are expected to be at their desks or workstations at the start of their scheduled shifts, ready to work.

Exchanging work schedules with other employees is discouraged. However, if you need to exchange schedules, notify your supervisor, who may authorize an exchange if possible. Work schedule exchanges will not be approved for the mere convenience of an employee or if the exchange interferes with normal operations or results in excessive overtime.

The workweek begins at 12:01 a.m. Sunday and ends at midnight on Saturday.

Safety and Health

Employees Who Are Required to Drive

Employees whose job duties require them to drive a Company vehicle or their own vehicles for Company business will be required to show proof of current valid driving licenses and proof of insurability under the Company's policy or current effective insurance coverage before the first day of employment.

Explore Butte County participates in a system that regularly checks state Department of Motor Vehicles (DMV) records of all employees who are required to drive as part of their job.

If an employee is required to drive as part of his or her job, Explore Butte County retains the right to transfer to an alternative position, suspend, or terminate an employee whose license is suspended or revoked, or who fails to maintain personal automobile insurance coverage or who is uninsurable under the Company's policy.

Employees who drive their own vehicles on Company business will be reimbursed at the rate of IRS standard mileage rate per mile.

Health and Safety

All employees are responsible for their own safety, as well as that of others in the workplace. To help us maintain a safe workplace, everyone must be safety-conscious at all times. Report all work-related injuries or illnesses immediately to your supervisor or to the human resources department. In compliance with California law, and to promote the concept of a safe workplace, Explore Butte County maintains an Injury and Illness Prevention Program. The Injury and Illness Prevention Program is available for review by employees and/or employee representatives in the general manager's office. In compliance with Proposition 65, Explore Butte County will inform employees of any known exposure to a chemical known to cause cancer or reproductive toxicity.

Inclement Weather/Natural Disasters

In the event of severe weather or a natural disaster that prevents employees from safely traveling to and from work, the following leave policies will apply:

- Inclement weather: Conditions that excuse absence from work include: snow, heavy rain, heavy fog, road closure. If weather conditions prevent you from safely traveling to work, you must notify Executive Director by phone, if telephone service is functional, or by any other available means. Employees may be paid for up to three (3) day(s) per year when weather conditions prevent them from reaching the worksite. Absences in excess of three (3) day(s) will be unpaid or will be deducted from accumulated vacation time.

- In the event of a natural disaster, the office will be closed if the building is damaged or highways leading to the office are damaged. For instructions on reporting to another location, contact the office immediately, if possible.

Recreational Activities & Programs

Explore Butte County or its insurer will not be liable for payment of workers' compensation benefits for any injury that arises out of an employee's voluntary participation in any off-duty recreational, social, or athletic activity that is not part of the employee's work-related duties.

Security

Explore Butte County has developed guidelines to help maintain a secure workplace. Be aware of persons loitering for no apparent reason in parking areas, walkways, entrances and exits, and service areas. Report any suspicious persons or activities to security personnel. Secure your desk or office at the end of the day. When called away from your work area for an extended length of time, do not leave valuable and/or personal articles in or around your workstation that may be accessible. The security of facilities as well as the welfare of our employees depends upon the alertness and sensitivity of every individual to potential security risks.

You should immediately notify your supervisor when unknown persons are acting in a suspicious manner in or around the facilities, or when keys, security passes, or identification badges are missing.

The Company's workplace security program is described in detail in the Company's Illness and Injury Prevention Program (IIPP).

Workplace Violence

Explore Butte County has adopted the following workplace violence policy to ensure a safe working environment for all employees.

The Company has zero tolerance for acts of violence and threats of violence. Without exception, acts and threats of violence are not permitted. All such acts and threats, even those made in apparent jest, will be taken seriously, and will lead to discipline up to and including termination.

Possession of non-work related weapons on Company premises and at Company-sponsored events shall constitute a threat of violence.

It is every employee's responsibility to assist in establishing and maintaining a violence-free

work environment. Therefore, each employee is expected and encouraged to report any incident which may be threatening to you or your co-workers or any event which you reasonably believe is threatening or violent.

You may report an incident to any supervisor or manager.

A threat includes, but is not limited to, any indication of intent to harm a person or damage Company property. Threats may be direct or indirect, and they may be communicated verbally or nonverbally. The following are examples of threats and acts that shall be considered violent - this list is in no way all-inclusive:

Example	Type of Threat
Saying, "Do you want to see your next birthday?"	Indirect
Writing, "Employees who kill their supervisors have the right idea."	Indirect
Saying, "I'm going to punch your lights out."	Direct
Making a hitting motion or obscene gesture	Nonverbal
Displaying weapons	Extreme
Stalking or otherwise forcing undue attention on someone, whether romantic or hostile	Extreme
Taking actions likely to cause bodily harm or property damage	Acts of violence

The Company's workplace violence program is described in detail in the Company's Illness and Injury Prevention Program (IIPP).

Termination

Voluntary Resignation

Voluntary resignation results when an employee voluntarily quits his or her employment at Explore Butte County, or fails to report to work for three consecutively scheduled workdays without notice to, or approval by, his or her supervisor (unless the absence is protected by law). All Company-owned property, including vehicles, keys, uniforms, identification badges, and credit cards, must be returned immediately upon termination of employment.

Involuntary Termination and Progressive Discipline Violation of Explore Butte County policies and rules may warrant disciplinary action. The Company has a system of progressive discipline that may include verbal warnings, written warnings, and suspension. The system is not formal and Explore Butte County may, in its sole discretion, utilize whatever form of discipline is deemed appropriate under the circumstances, up to, and including, immediate termination of employment. The Company's policy of progressive discipline in no way limits or alters the at-will employment relationship.

Confirmation of Receipt

Confirmation of Receipt

I have received my copy of the Company's employee handbook. I understand and agree that it is my responsibility to read and familiarize myself with the policies and procedures contained in the handbook.

I understand and agree that nothing in the employee handbook creates or is intended to create a promise or representation of continued employment and that employment at Explore Butte County is employment at-will; employment may be terminated at the will of either the Company or myself. My signature certifies that I understand that the foregoing agreement on at-will status is the sole and entire agreement between Explore Butte County and myself concerning the duration of my employment and the circumstances under which my employment may be terminated. It supersedes all prior agreements, understandings, and representations concerning my employment with Explore Butte County.

I understand that except for employment at-will status, any and all policies or practices can be changed at any time by the Company. Explore Butte County reserves the right to change my hours, wages, and working conditions at any time. I understand and agree that other than the president of Explore Butte County, no manager, supervisor, or representative of the Company has authority to enter into any agreement, express or implied, for employment for any specific period of time, or to make any agreement for employment other than at-will; only the Executive Director has the authority to make any such agreement and then only in writing, signed by the Executive Director.

Employee's Signature _____

Employee's Printed Name _____ Date ____



RECORD RETENTION AND DESTRUCTION POLICY

This policy applies only to the conduct of Explore Butte County ("EBC"), funded by the Butte County Tourism Business Improvement District ("BCTBID") assessment dollars. It has no application to communications to or from Directors in their other public and private capacities or communications to or from the EBC staff that are personal, private, or otherwise not BCTBID assessment-funded BCTBID business.

Statement of Policy

This policy covers all records and documents of Explore Butte County ("EBC"), related in some substantial way to Butte County Tourism Business Improvement District ("BCTBID") business regardless of physical form or type of account used in preparation or transmission, and contains guidelines for how long certain documents should be kept and how records should be destroyed. This policy is designed to ensure compliance with federal and state laws and regulations, to eliminate accidental or innocent destruction of records, and to facilitate the operation of EBC and the BCTBID by promoting efficiency and freeing up valuable storage space.

Retention Schedule And Administration

EBC's Record Retention Schedule is set forth in Appendix A. The Executive Director ("Administrator") shall administer this Policy. The Administrator is also authorized to:

- make modifications to the Record Retention Schedule from time to time to ensure that it is in compliance with local, state, and federal laws and includes the appropriate document and record categories for EBC and the BCTBID;
- monitor local, state, and federal laws affecting record retention; annually review the record retention and disposal program;
- and monitor compliance with this policy.

Electronic Documents And Records

Electronic documents will be retained as if they were paper documents. Therefore, any electronic files that fall into one of the document types in Appendix A will be maintained for the appropriate amount of time.

Definitions

1. Email Message: An electronic communication sent and received via webmail or email client.

2. Social Media: Information posted to websites and applications that enable users to create and share content or to participate in social networking, including Facebook, Twitter, Instagram, Snapchat, and LinkedIn.
3. Text Message: An electronic, written communication sent and received via telephone or Internet connection.
4. Voicemail Message: An electronic, oral communication sent or received via telephone or Internet connection.

Text Messages, Voicemail Messages, and Social Media

Text messages, voicemail messages, and social media posts not saved to an archive or a more permanent medium are intended to be ephemeral documents, not preserved in the ordinary course of business. Accordingly, they do not constitute disclosable public records, as that term is defined by Government Code section 6252, subdivision (e). EBC's directors, officers, employees, volunteers, or agents are not required to retain these electronic documents. Business done on behalf of EBC that requires the creation and preservation of records should be conducted in other media.

Email Messages

1. Email messages sent or received by EBC's server are intended to be ephemeral and exempt from disclosures unless necessary for BCTBID purposes. In that case, emails shall be preserved in an email archive in paper or electronic form and retained for at least two (2) years and made available for public disclosure (except for privilege and other bases for non-disclosure) as other records of the BCTBID subject to the California Public Records Act (i.e., those involving BCTBID assessment-funded activities).
2. Except as provided in point 3 below, EBC's directors, officers, employees, volunteers, or agents are required to copy BCTBIDrecords@explorebuttecounty.com on all email messages regarding matters of BCTBID business. Such email messages fall within point 1 above, i.e., they will be preserved for two (2) years and made available for public inspection on the same terms as other EBC records.
3. Board Members need not copy BCTBIDrecords@explorebuttecounty.com on email messages to and from residents, business owners and property owners within the BCTBID's jurisdiction that are not addressed or copied to any other EBC officials and employees, and these email messages fall outside points 1 and 2 above. This is intended to provide privacy to private parties who wish to engage with EBC relative to the BCTBID and avoid publicizing their email addresses. Nor need these officials copy BCTBIDrecords@explorebuttecounty.com on email traffic in their personal, political and professional lives unrelated to BCTBID business. These email messages, too, fall outside points 1 and 2 above.
4. EBC will comply with Government Code § 54957.5 which deems to be a public record any document communicated to a majority of the Board or applicable committees regarding BCTBID-funded activity, whether at the same time or seriatim, with respect to an item of BCTBID business regardless of the means of that communication, including via non-EBC email accounts. Directors and committee members are encouraged to forward such email messages not copied

to Chamber staff to BCTBIDrecords@explorebuttecounty.com so they can be preserved in EBC's email retention system, relieving individual Directors and Committee Members of any duty to preserve such email messages or make them available for public inspection.

5. As provided in points 1, 2 and 4 above, and except as provided in point 3 above, EBC's directors, committee members, officers, employees, volunteers, or agents shall conduct all email communications in the course of BCTBID business, other than communications with individual constituents, via email messages copied to BCTBIDrecords@explorebuttecounty.com

California Public Records Act Requests

Whenever EBC receives a California Public Records Act request, the recipient shall immediately forward the request to the Administrator. The Administrator and legal counsel will review any such records and documents to protect the inadvertent disclosure of non-responsive information or protected information exempt from disclosure.

Suspension Of Record Disposal In The Event Of Litigation Or Claims

No director, committee member, officer, employee, volunteer, or agent of EBC shall destroy, dispose of, conceal, or alter any record or document while knowing that it is or may be relevant to an anticipated or ongoing investigation or legal proceeding conducted by or before a federal, state, or local government agency, including tax and regulatory agencies, law enforcement agencies, and civil and criminal courts, or an anticipated or ongoing internal investigation, audit, or review conducted by EBC.

During the occurrence of an anticipated or ongoing investigation or legal proceeding as set forth above, the Administrator shall suspend any further disposal of documents until such time as the Administrator, with the advice of counsel, determines otherwise. The Administrator shall take such steps as necessary to promptly inform all staff and the Board of Directors of any suspension in the further disposal of documents.

This Policy was approved by the Board of Directors of Explore Butte County on <DATE>

Secretary of the Board

Date

Appendix A: Records Retention Schedule

Type of Document	Minimum Requirement
Accounts payable ledgers and schedules	7 years
Audit reports	Permanently
Bank reconciliations	2 years
Bank statements	3 years
Checks (for important payments and purchases)	Permanently
Contracts, mortgages, notes, and leases (expired)	7 years
Contracts (still in effect)	Contract period
Correspondence (general and electronic mail)	2 years
Correspondence (legal and important matters)	Permanently
Correspondence (with customers and vendors)	2 years
Deeds, mortgages, and bills of sale	Permanently
Depreciation schedules	Permanently
Duplicate deposit slips	2 years
Electronic Documents (Social Media, Text Messages, Voicemail)	30 Days
Employment applications	3 years

Expense analyses/expense distribution schedules	7 years
Year-end financial statements	Permanently
Insurance records, current accident reports, claims, policies, and so on (active and expired)	Permanently
Internal audit reports	3 years
Inventory records for products, materials, and supplies	3 years
Invoices (to customers, from vendors)	7 years
Minute books, bylaws, and charter	Permanently
Patents and related papers	Permanently
Payroll records and summaries	7 years
Personnel files (terminated employees)	7 years
Retirement and pension records	Permanently
Tax returns and worksheets	Permanently
Timesheets	7 years
Trademark registrations and copyrights	Permanently
Withholding tax statements	7 years

Proposed 2023 Budget for Review (Pretty Version)

Proposed 2023 Budget for Review												
					TBID Program Funding ONLY	Reserve Funds Expected to be Spent 2023	Non-Lodging Income	Chico ARPA/Travel Chico	County ARPA - Event Support	County ARPA - Wayfinding Signage		
	4000 - Program Income											
	4200.00 Butte County	\$3,500.00		\$3,500.00								
	4300.00 Chico	\$759,000.00		\$759,000.00								
	4350.00 Gridley	\$8,000.00		\$8,000.00								
	4400.00 Oroville	\$233,000.00		\$233,000.00								
	4500.00 Paradise	\$43,000.00		\$43,000.00								
	Total 4000 Program Income	\$1,046,500.00		\$1,046,500.00								\$1,046,500.00
	4800 - Other Types of Income											
	4810.00 Interest Income	\$110.00		\$110.00								
	4820.00 Chico ARPA Project/Travel Chico	\$100,000.00						\$100,000.00				
	4830.00 County ARPA - Event Support	\$0.00							\$0.00			
	4835.00 County ARPA - Wayfinding Signage	\$200,000.00								\$200,000.00		
	4850.00 Non-Lodging Participation	\$16,000.00					\$16,000.00					
	4800.00 Other Types of Income	\$0.00										
	Total 4800 Other Types of Income	\$316,110.00		\$110.00	\$0.00	\$16,000.00	\$100,000.00	\$0.00	\$200,000.00	\$316,110.00		
	Total Income	\$1,362,610.00		\$1,046,610.00	\$0.00	\$16,000.00	\$100,000.00	\$0.00	\$200,000.00	\$1,362,610.00		
	Cost of Goods Sold											
	5000 - 2% Fee											
	5200.00 2% Fee Butte County	\$70.00		\$70.00								
	5300.00 2% Fee Chico	\$15,180.00		\$15,180.00								
	5350.00 2% Fee Gridley	\$160.00		\$160.00								
	5400.00 2% Fee Oroville	\$4,660.00		\$4,660.00								
	5500.00 2% Fee Paradise	\$860.00		\$860.00								
	Total 5000 2% Fee	\$20,930.00		\$20,930.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$20,930.00		
	Gross Income	\$1,341,680.00		\$1,025,680.00	\$0.00	\$16,000.00	\$100,000.00	\$0.00	\$200,000.00	\$1,341,680.00		
	Expense											
	6000 - Sales and Marketing Expense	70%		\$732,550.00								
	6010.00 Advertising	\$175,000.00		\$169,000.00		\$6,000.00						
	6030.00 Conferences & Education	\$21,000.00		\$21,000.00								
	6050.00 Creative Services	\$90,000.00		\$90,000.00								
	6070.00 Dues and Memberships	\$4,600.00		\$4,600.00								
	6100.00 Marketing Contracts											
	6110 - Marketing Agency	\$100,000.00		\$100,000.00								
	6140 - CrowdRiff	\$15,050.00		\$15,050.00								
	6130 - Public Relations	\$14,000.00		\$14,000.00								
	6160 - Bandwango	\$2,500.00		\$2,500.00								
	6150 - Research & Data	\$27,500.00		\$27,500.00								
	6170 - Project Management	\$50,000.00						\$25,000.00		\$25,000.00		
	Total 6100 Marketing Contracts	\$209,050.00		\$159,050.00	\$0.00	\$0.00	\$25,000.00	\$0.00	\$25,000.00	\$209,050.00		
	6200.00 Meals	\$500.00		\$500.00								
	6310.00 Postage	\$2,500.00		\$2,500.00								
	6320.00 Printing	\$25,000.00		\$15,000.00		\$10,000.00						
	6340.00 Public Relations	\$5,000.00		\$5,000.00								
	6350.00 Sales & Marketing Exp. Other	\$2,000.00		\$2,000.00								
	6355.00 Hospitality for Hospitality	\$2,500.00		\$2,500.00								
	6360.00 Sponsorship Marketing	\$33,000.00		\$33,000.00								
	6400.00 Staffing - Marketing											
	6410 - Staffing - Marketing payroll	\$175,000.00		\$175,000.00								
	6420 - Staffing - Payroll Taxes - Mktg	\$17,522.00		\$17,522.00								
	6430 - Workers comp insurance	\$1,881.00		\$1,881.00								
	6440 - Health insurance	\$15,900.00		\$15,900.00								
	6450 - 401K	\$7,000.00		\$7,000.00								
	Total 6400 Staffing - Marketing	\$217,303.00		\$217,303.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$217,303.00		
	6655.00 Vehicle Maintenance	\$5,000.00		\$5,000.00								
	6700.00 Website	\$35,000.00		\$20,000.00	\$15,000.00							
	Total 6000 - Sales and Marketing Expense	\$827,453.00		\$746,453.00	\$15,000.00	\$16,000.00	\$25,000.00	\$0.00	\$25,000.00	\$827,453.00		
	6800 - Destination Management Activity											
	6810.00 ARPA Wayfinding	\$169,000.00								\$169,000.00		
	6820.00 ARPA Travel Chico Brand	\$69,000.00						\$69,000.00				
	6830.00 Destination Management Plan	\$100,000.00			\$100,000.00							
	Total 6800 - Destination Management Activity	\$338,000.00		\$0.00	\$100,000.00	\$0.00	\$69,000.00	\$0.00	\$169,000.00	\$338,000.00		
	6900 - Zone and Micro-Marketing											
	6905.00 Outside contract Services	\$1,150.00			\$1,150.00							
	6910.00 Chico Zone	\$81,695.00			\$81,695.00							
	6911 - Project Management	\$40,000.00			\$40,000.00							
	Total 6910 Chico Zone	\$121,695.00		\$0.00	\$121,695.00	\$0.00	\$0.00	\$0.00	\$0.00	\$121,695.00		
	6920.00 Paradise Zone	\$4,300.00			\$4,300.00							
	6930.00 Oroville Zone	\$23,300.00			\$23,300.00							
	3940.00 Other Zone - County	\$350.00			\$350.00							
	3950.00 Gridley Zone	\$800.00			\$800.00							
	Total 6900 - Zone and Micro-Marketing	\$151,595.00		\$0.00	\$151,595.00	\$0.00	\$0.00	\$0.00	\$0.00	\$151,595.00		
	Total Sales & Marketing	\$1,317,048.00		\$746,453.00	\$266,595.00	\$16,000.00	\$94,000.00	\$0.00	\$194,000.00	\$1,317,048.00		

Proposed 2023 Budget for Review (Pretty Version)

Proposed 2023 Budget for Review									
				TBID Program Funding ONLY	Reserve Funds Expected to be Spent 2023	Non-Lodging Income	Chico ARPA/Travel Chico	County ARPA - Event Support	County ARPA - Wayfinding Signage
	7000 - Administration	10%	\$104,650.00						
	7010.00 Advertising	\$720.00	\$720.00						
	7020.00 Bank Fees	\$100.00	\$100.00						
	7030.00 Conference, Convention, Meeting	\$4,000.00	\$4,000.00						
	7040.00 Contract Services	\$2,000.00	\$2,000.00						
	7050.00 Education	\$2,500.00	\$2,500.00						
	7060.00 Filing Fees/Taxes	\$100.00	\$100.00						
	7070.00 General Administration	\$8,000.00	\$8,000.00						
	7100.00 Insurance	\$3,000.00	\$3,000.00						
	7200.00 Meals	\$600.00	\$600.00						
	7210.00 Membership Dues	\$2,500.00	\$2,500.00						
	7300.00 Office Supplies	\$3,500.00	\$3,500.00						
	7310.00 Postage	\$500.00	\$500.00						
	7320.00 Printing and Copying	\$1,000.00	\$1,000.00						
	7330.00 Professional Fees - Accounting	\$13,000.00	\$13,000.00						
	7340.00 Professional Fees - Legal	\$3,000.00	\$3,000.00						
	7350.00 Promotion	\$100.00	\$100.00						
	7360.00 Rent / Office Space	\$7,500.00	\$7,500.00						
	7370.00 401K Administration	\$1,000.00	\$1,000.00						
	7400.00 Staffing - Admin								
	7410 - Staffing - Admin Payroll	\$30,000.00	\$30,000.00						
	7420 - Payroll taxes - admin	\$3,245.00	\$3,245.00						
	7430 - Workers comp insurance	\$348.00	\$348.00						
	7440 - Health insurance	\$2,100.00	\$2,100.00						
	7450 - 401K	\$1,000.00	\$1,000.00						
	Total 7400 Staffing - Admin	\$36,693.00	\$36,693.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$36,693.00
	7500.00 Subscriptions	\$5,500.00	\$5,500.00						
	7560.00 Telephone, Telecommunications	\$3,500.00	\$3,500.00						
	7570.00 Travel	\$3,000.00	\$3,000.00						
	7900.00 Admin Expense Other	\$14,500.00	\$2,500.00				\$6,000.00		\$6,000.00
	Total 7000 - Administration Expense	\$116,313.00	\$104,313.00	\$0.00	\$0.00	\$6,000.00	\$0.00	\$6,000.00	\$116,313.00
	Total Expense	\$1,372,566.00	\$850,766.00	\$266,595.00	\$16,000.00	\$100,000.00	\$0.00	\$200,000.00	\$1,433,361.00
	Net Ordinary Income	-30,886.00	\$174,914.00	-\$266,595.00	\$0.00	\$0.00	\$0.00	\$0.00	
	3% program contingency	-\$31,395.00	-\$31,395.00						
	10% zone marketing set aside		-\$104,650.00						
	PY Reserve Funds to be Spent								
	Net Income	\$51,719.00	\$38,869.00	-\$266,595.00	\$0.00	\$0.00	\$0.00	\$0.00	
	Notes: Reserve Funds:								
	6700 - Website	\$15,000.00							
	Community Engagement Platform for Arts, Culture, and Tourism. Includes an events calendar, venue database, and organization/business database.								
	6830 - Destination Management Plan	\$100,000.00							
	Short term strategic planning. Long term destination development plan.								

2023 CTC Budget - Proposed March 09, 2023		
Income		
2022 Chico Zone Micro-Funding (Remaining Balance)	\$45,795.00	
2023 Chico Zone Micro-Funding	\$75,900.00	
Total Income	\$121,695.00	
Expenses		
In Market Community Sponsorship	\$40,000.00	
DCBA Partnership		\$12,000.00
Wildflower Bike Race		\$10,000.00
Chico Airport Commitment**		\$10,000.00
Other Sponsorships TBD		\$8,000.00
Marketing Collateral & Design	\$40,000.00	
Chico Travel Guide (Design & Print)		\$10,000.00
Bike Map (Design Only)		\$20,000.00
Other Project TBD		\$10,000.00
Project Manager/Chico Focused EBC Staff	\$40,000.00	
Total Expenses	\$120,000.00	
**Contingent on a \$10,000 match from EBC		

2023 OTC Budget - Proposed March 09, 2023		
Income		
2023 Chico Zone Micro-Funding		\$23,300.00
Total Income		\$23,300.00
Expenses		
In Market Community Sponsorship		
Wildflower & Nature Festival		
Fourth of July		
Salmon Festival		
Parade of Lights		
CrossFit @ North Forebay		
Downtown Oroville Business Association		
Advertising & Marketing Collateral		
Oroville Tourism Map (Print)		
Other Project TBD		
Total Expenses		\$0.00

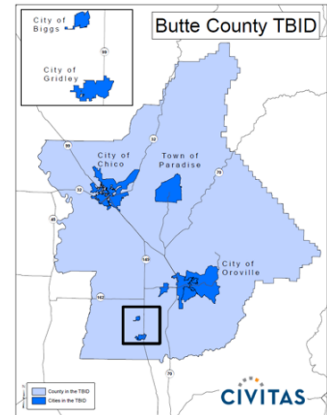
BUTTE COUNTY TOURISM BUSINESS IMPROVEMENT DISTRICT 2023 ANNUAL REPORT

Submitted by Explore Butte County, pursuant to Streets and Highways Code section 36650, for the period from January 1, 2023 through December 31, 2023.

BOUNDARIES

There were no changes to the boundaries.

The Butte County Tourism Business Improvement District ("BCTBID") will continue to include all lodging businesses, existing and in the future, available for public occupancy located within the boundaries of unincorporated Butte County, and the cities of Chico, Biggs, Gridley, Oroville, and Paradise, as shown below.

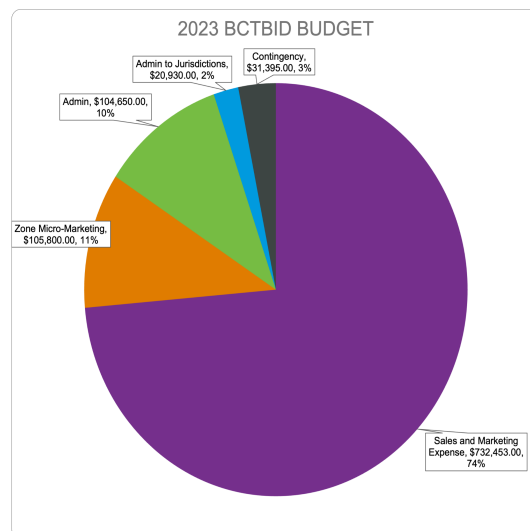
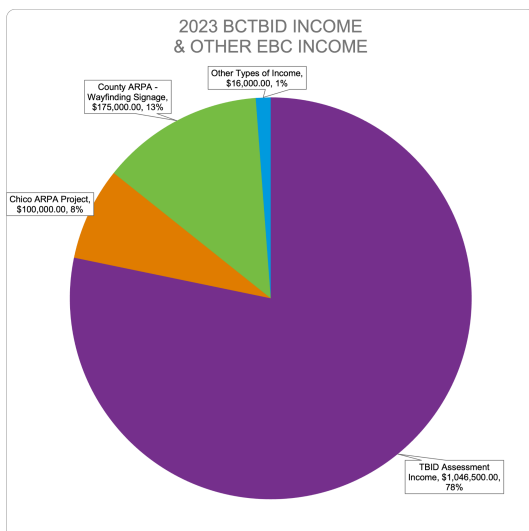


BUDGET

The following budget, for January 1, 2023, to December 31, 2023, is in compliance with the percentage threshold set forth in the BCTBID Management Plan approved by the Board of Supervisors in September 2020.

In 2023, Explore Butte County intends to run a deficit of no more than \$115,000. Funds will come from Contingency for website development and destination management programming within sales and marketing activity.

Micro-Zone Marketing Funding collected in 2022 is budgeted to be spent in 2023. The Micro-Zone Marketing Funding collected in 2023 will be budgeted in 2024.



ASSESSMENT RATE

There were no changes to the assessment methodology.

The annual assessment rate is two percent (2%) of gross short-term room rental revenue. Based on the benefit received, assessments will not be collected on stays of more than thirty (30) consecutive days, with the exception of Oroville, whereby assessments will not be collected on stays of more than sixty (60) consecutive days.

IMPROVEMENTS & ACTIVITIES

The BCTBID is designed to provide specific benefits directly to payors by increasing room night sales. Marketing, sales, destination product development, and visitor service enhancements will increase overnight tourism and market payors as tourist, meeting, and event destinations, thereby increasing room night sales.

DESTINATION MARKETING

In the second quarter of 2023, Explore Butte County will release a request for proposals to marketing agencies to help Explore Butte County increase demand for overnight visitation in Butte County from our ideal visitor. To help the organization define our ideal visitor, Explore Butte County will be transitioning our research and data provider to Zartico. Zartico will help Explore Butte County to better understand our ability to drive demand, the visitor distribution within Butte County, and the economic opportunities within the visitor economy, while allowing us to engage better and be more transparent with our lodging and jurisdiction stakeholders.

Explore Butte County will also:

- Launch a redesigned Explore Butte County website
- Print a new Adventure Guide for Butte County
- Expand marketing pillars beyond Outdoor Adventure
- Leverage new data to expand target markets and visitor profiles for increase brand exposure
- Increase social media impressions & engagement with the use of "influencers"
- Increase brand activation activity outside of Butte County
- Explore the idea of increasing brand exposure for Outdoor Adventure with an MTB Team
- Increase partnerships with local jurisdictions to support city brand development
- Continue development and acquisition of digital assets & content

DIGITAL MEDIA PLAN

Explore Butte County primary media spend is focused on digital and social media buys in our target markets for increased demand from visitors not located within Butte County. Explore Butte County targets potential visitors from Sacramento, the Bay Area, and the Los Angeles region. In partnership for the Museum and Restaurant Week promotion, Explore Butte County invests in TV and Radio media spend within the community.

DESTINATION MANAGEMENT

This year, Explore Butte County will release a request for proposals to develop a Destination Management Plan to help guide the organization for the next 10 years. The plan will create guidelines to support each jurisdiction in their efforts to: launch new travel brands; create visitor economy asset development plans and economic development plans; and to build a vision for the visitor economy in Butte County.

Explore Butte County will also:

- Work with our regional marketing committees to provide support for zone micro-marketing programs
- Continue to support the development of Travel Chico and the Butte County Wayfinding Project, both funded with ARPA dollars
- Continue its ongoing recognition of the visitor economy as an economic development resource

ORGANIZATION MANAGEMENT

With a new Executive Director, Explore Butte County will also focus on

- Developing an organization strategic plan for the next two years
- Increasing Board and Advisory engagement, feedback, and strategic support
- Exploring potential funding opportunities from non-lodging strategic partners



RESERVE & INVESTMENT POLICY

Statement of Policy

The purpose of the Reserve & Investment Policy for Explore Butte County is to ensure the stability of the mission, programs, employment, and ongoing operations of the organization.

The Reserve & Investment Policy is intended to provide for the creation of, and guidelines for the management of, various funds held by the organization. For the purposes of managing investment risk and to optimize investment returns within acceptable risk parameters, the following funds will be created and held as separate investment pools.

- Operating Fund
- Short-term Reserve Fund
- Long-term Reserve Fund

Procedures

- The following procedures will be followed to ensure the investment policy statement is consistent with the mission of Explore Butte County and accurately reflects current financial conditions:
 - The Executive Committee shall review this investment policy every other year, at minimum.
 - The Executive Committee will recommend any changes in this policy to the Board of Directors.
- The following procedures will be used to determine the dollar amounts to be placed in each of the various funds.
 - The Executive Director or his/her designee will recommend the dollar amounts to be held in the Operating Fund and Short-term Reserve Fund.
 - The Executive Committee will recommend the dollar amounts to be held in the Long-Term Reserve Fund.

Delegation of Authority

The Executive Committee is a fiduciary, and is responsible for directing and monitoring the investment management of the various fund assets on behalf of Explore Butte County. As such, the Executive Committee is authorized to delegate certain responsibilities to professional experts in various fields.



These include, but are not limited to Investment Management Consultant, Investment Manager, Custodian, and additional specialists.

It is anticipated that the services of a registered investment manager may be sought to manage portions of the Long-term Reserve. The following procedure shall be followed to engage a new or replace a current investment manager:

1. The Treasurer and the Executive Committee will recommend the hiring or replacing of an investment manager to the Board of Directors.
2. The Treasurer and the Executive Committee will nominate prospective candidates and send a Request for Proposal to each candidate.
3. The Treasurer and the Executive Committee will review proposals and interview candidates to determine appropriate investment manager(s).
4. The Executive Committee will make the hiring recommendation to the Board of Directors, who shall have the final approval.

Operating Fund

Purpose

The purpose of the Operating Fund is to provide sufficient cash to meet the day-to-day financial obligations of Explore Butte County in a timely manner.

Investment Objectives

The investment objectives of the Operating Fund are:

- Preservation of Capital;
- Liquidity; and
- To optimize the investment return within the constraints above

Investment Guidelines

Allowable Investments

The Executive Director and Treasurer if authorized by the Board of Directors will invest the Explore Butte County Operating Fund as follows:

- Interest-bearing checking accounts;
- Interest-bearing savings account



Maturity

The maturities on investments for the Operating Fund shall be 12 months or less.

Reporting

The Executive Director or his/her designee shall prepare the following reports for presentation on at least a quarterly basis to the Board of Directors;

- Schedule of investments;
- Interest income year to date

Short-term Reserve Fund

Purpose

The purpose of the Short-term Reserve Fund ("STRF") is to provide an internal source of funds for situations such as a sudden increase in expenses, one-time unbudgeted expenses, unanticipated loss in funding, or uninsured losses. The STRF may also be used for one-time, nonrecurring expenses that will build long-term capacity, such as staff development, research, and development, or investment in infrastructure. The STRF is not intended to replace a permanent loss of funds or eliminate an ongoing budget gap. It is the intention of Explore Butte County for the STRF to be used and replenished within a reasonably short period of time.

Definitions and Goals

The STRF is defined as a designated fund set aside by the action of the Board of Directors. The minimum amount to be designated as an STRF will be established in an amount sufficient to maintain ongoing operations and programs for a set period of time, measured in months. The STRF serves a dynamic role and will be reviewed and adjusted in response to internal and external changes.

The target minimum of STRF is equal to three percent of the average annual Butte County Tourism Business Improvement District ("BCTBID") revenue or six (6) months average operating cost, whichever is greater.. The calculation of average operating costs includes all recurring, predictable expenses such as salaries and benefits, occupancy, office, travel, program, and ongoing professional services. Depreciation, in-kind, and other non-cash expenses are not included in the calculation. The calculation of average monthly expenses may also excludes some expenses such as pass-through programs, and one-time or unusual capital purchases.

The amount of the STRF target minimum will be calculated each year after approval of the annual budget, reported to the Finance Committee/Board of Directors, and included in the regular financial reports.



Investment Guidelines

Allowable Investments

The Executive Director and Treasurer if authorized by the Board of Directors will invest the Short-term Fund as follows:

- Interest-bearing checking accounts;
- Interest-bearing savings account;
- Certificates of Deposit at insured commercial banking institutions;
- Money market funds that invest in government backed securities;
- Direct obligations of the U.S. Government, its agencies and instrumentalities.
- Mutual funds that invest in direct obligations of the U.S. Government, its agencies and instrumentalities.

Maturity

The Short-term fund shall have a weighted average maturity of one year or less. The maximum maturity shall be three (3) years.

Reporting

The Executive Director or his/her designee shall prepare the following reports for presentation on at least a quarterly basis to the Board of Directors:

- Schedule of Investments which includes schedule of performance since purchase or last three (3) years;
- Interest Income year to date;
- Current yield.

Use of Short-Term Reserve Funds

Use of the STRF requires three steps:

1. Identification of appropriate use of reserve funds.

The Executive Director and staff will identify the need for access to reserve funds and confirm that the use is consistent with the purpose of the reserves as described in this Policy. This step requires an analysis of the reason for the shortfall, the availability of any other sources of funds before using reserves, and an evaluation of the time period that the funds will be required and replenished.



2. Authority to use operating reserves

The Executive Director will submit a request to use STRF to the Board of Directors. The request will include analyzing and determining the use of funds and plans for replenishment. The organization's goal is to replenish the funds used within twelve months to restore the Operating Reserve Fund to the target minimum amount. If the use of Operating Reserves will take longer than 12 months to replenish, the request will be scrutinized more carefully. The Board of Directors will approve or modify the request and authorize the transfer from the fund.

3. Reporting and monitoring

The Executive Director is responsible for ensuring that the STRF is maintained and used only as described in this Policy. Upon approval for the use of STRF, the Executive Director will maintain records of the use of funds and plan for replenishment. He/she will provide regular reports to the Finance Committee/ Board of Directors of progress to restore the STRF to the target minimum amount.

Long-term Reserve Fund

Purpose of Long-term Reserve Fund

The purpose of the Long-term Reserve Fund is to provide secure long-term funding for the mission of Explore Butte County. The assets of the Long-term Reserve Fund shall be managed in such a way as to facilitate the organization's goals and objectives as outlined by the Board of Directors. Expenditure of the principal is board designated unless otherwise designated by the donor(s) in part or in whole. Also, at the discretion of the Board of Directors, up to 100% of the yearly total return may be utilized for program and agency expenses.

Investment Objectives

In order to meet its needs, the investment strategy of the Long-term Reserve Fund is to emphasize total return; that is, the aggregate return from capital appreciation and dividend and interest income.

Specifically, the primary objective in the investment management of the Long-term Reserve Fund shall be:

- Long-term growth of capital – To emphasize the Long-term growth of principal while avoiding excessive risk. Short-term volatility consistent with the volatility of a comparable market index is anticipated, though management should strive to contain it.
- Preservation of purchasing power – To achieve returns in excess of the rate of inflation plus spending over the investment time horizon in order to preserve purchasing power of agency and Trust assets. Risk control is an important element in the investment of Trust assets.



Investment Guidelines

General Principles

- Investments shall be made solely in the interest of Explore Butte County and Long-term Reserve Fund.
- The assets shall be invested with care, skill, prudence, and diligence under the circumstances then prevailing that a prudent investor acting in like capacity and familiar with such matters would use in the investment of a like fund.
- Investment of these funds shall be so diversified as to minimize the risk of large losses, unless under the circumstances it is clearly prudent not to do so.
- Explore Butte County may employ one or more investment managers of varying styles and philosophies to attain the Fund's objectives.
- Cash is to be employed productively at all times by investment in Short-term cash equivalents to provide safety, liquidity and return.

Specific Investment Goals

Over the investment time horizon established it is the goal of the Long-term Reserve Fund assets to realize a total return in excess of the rate of inflation, as measured by the Consumer Price Index.

The goal of the investment manager shall be to meet or exceed the market index selected and agreed upon by the Finance Committee that most closely corresponds to the general principles stated above.

Diversification

Investment management of the assets of the Long-term Reserve Fund shall be in accordance with the following asset allocation guidelines:

Asset Class	Minumum	Maximum
Equities	30%	70%
Fixed Income	30%	70%
Cash Equivalents	0%	20%

The Finance Committee may employ investment managers whose investment disciplines require investment outside the established asset allocation guidelines. However, taken as a component of the aggregate portfolio, such disciplines must fit within the overall asset allocation guidelines established in this



statement. The Finance Committee will meet annually to monitor and reevaluate investment allocation in reference to the Long-term Reserve Fund Asset classes.

Allowable Assets

The Long-term Reserve Fund requires that all investment assets be invested in marketable securities, defined as securities that can be traded quickly and efficiently for the Long-term Reserve Fund, with minimal impact on market price.

- Cash Equivalents
 - Treasury bills
 - Money market funds
 - Commercial paper
 - Banker's acceptances
 - Repurchase agreements
 - Certificates of deposit
- Fixed Income Securities
 - U.S. Government and Agency securities
 - Corporate notes and bonds (investment grade, at least BBB)
 - Mortgage-backed bonds
 - Preferred stock
- Equity Securities
 - Common stocks
 - Convertible notes and bonds
 - Convertible preferred stocks
 - American Depositary Receipts of non- US companies(ADRs)
- Mutual Funds that invest in securities as allowed in this statement

To ensure marketability and liquidity, equity investments shall be executed through nationally recognized exchanges such as the New York Stock Exchange, American Stock Exchange and NASDAQ.

Performance Reporting

The Long-term Reserve Fund will be evaluated at least semi-annually on a total return basis. The evaluation will be based on the stated investment goals. Comparisons will show results for the year-to-date. The report will be prepared by the Treasurer and will be presented to the Finance Committee at least semiannually. The Finance Committee will present a report to the Board of Directors at least annually.

The Finance Committee may employ investment managers whose investment disciplines require investment outside the established asset allocation guidelines. However, taken as a component of the



aggregate portfolio, such disciplines must fit within the overall asset allocation guidelines established in this statement.

The Finance Committee will meet annually to monitor and reevaluate investment allocation in reference to the Endowment Fund Asset classes.

Review of Policy

This Policy will be reviewed every other year, at minimum, by the Board of Directors, or sooner if warranted by internal or external events or changes. Changes to the Policy will be approved by the Board of Directors.

The Reserve & Investment Policy was approved by the Board of Directors of Explore Butte County on <DATE>

Secretary of the Board

Date



EMPLOYEE BONUS & INCENTIVE PAY POLICY

Statement of Policy

Our employee bonus policy explains how Explore Butte County ("EBC") may distribute bonuses to employees. We want to reward employees whenever possible since we all contribute to our company's success through hard work. This policy clarifies how we choose which employees to reward and how we calculate bonus amounts.

Scope

The EBC employee bonus policy applies to all full-time and part-time employees employed at the organization for 90 days or more. Seasonal workers, freelancers, interns, and employees who have been with the company for less than 90 days are not eligible to receive bonuses.

We may modify this policy and our bonus plans at any time without notice.

EBC shall only honor written promises of bonuses. We shall not redeem verbal offers of performance bonuses for monetary or gift value. Managers must submit requests and nominations of performance bonuses to the Executive Director for approval.

Bonuses can be either discretionary or nondiscretionary:

- Discretionary bonuses are determined at EBC's sole discretion. They aren't promised to employees, and we can't guarantee anyone will receive them.
- Nondiscretionary bonuses are promised or announced to employees and guaranteed to those who meet our established criteria for the bonus.

EBC may award discretionary bonuses at any time of their choosing. Not all employees are guaranteed to earn discretionary bonuses. Managers can award non-discretionary bonuses at pre-established times. Any employee who meets the required criteria can earn these bonuses.

Forms

EBC intends to reward employees for outstanding performance and any action that helps achieve company goals. To accomplish this intention, we may offer the following bonus types:

- Lump-sum & project based
- Year-end
- Incentive-based

Lump-sum & project based bonuses

EBC may award lump-sum or project based bonuses (one-time bonus payments) to employees who show exemplary performance. We define “exemplary performance” as:

- Exceeding project specific goals, either financial or non-financial.
- Performing additional duties from what is expected.
- Serving as a good example of professional behavior to other employees (e.g. teamwork, ethics, leadership.)

When Managers believe their team member deserves a bonus, they should send a formal written recommendation to the Executive Director, explaining how their team member showed exemplary performance.

Executive Director will:

- Review and approve recommendations with the input of the Manager based on the available budget. Lump-sum bonuses can not exceed 2% of the base salary. Bonuses that exceed 2% of the base salary need to be approved by the Executive Committee.
- Send a formal letter to the team member who showed exemplary performance congratulating them and informing them that they will receive a bonus.
- Coordinate with our payroll provider to arrange for paying bonuses on time. Employees should receive their bonus within the next two pay periods.

Lump-sum bonuses are discretionary.

Year-end bonus

This policy allows the Executive Director the ability to decide on year-end bonuses for all employees. There are three conditions for this bonus:

- EBC should have exceeded its annual program goals, as set by the Board of Directors.
- EBC revenue exceeds expenses.
- The Executive Committee must approve the bonuses.

If these three conditions are satisfied, EBC will give bonuses to employees who:

- Are employed by our company on the day the bonus must be paid.
- Have not announced they intend to resign either verbally or in writing.
- Have received at least satisfactory performance reviews.

We will pay out bonuses according to this tiered system:

- Employees employed by our company for the entire year will receive a year-end bonus payment of 3% of their annual salary.
- Employees employed for at least six months will receive a prorated amount.
- Employees employed for fewer than six months will receive a 1.5% bonus.

Year-end bonuses are discretionary.

Bonus incentive plans

Explore Butte County may set up incentive plans at the beginning of each year. These plans may involve:

- Incentive bonuses for achieving or exceeding individual and team targets. Managers are responsible for formulating these plans and setting specific goals. Managers should submit their bonus incentive plan to the Executive Director for approval by the Board of Directors.
- Bonus incentives can not exceed 5% of the base salary. Bonuses that exceed 5% of the base salary need to be approved by the Executive Committee.

The adoption of bonus incentives plans are discretionary but once a plan has been approved by the Board of Director the bonus incentive plan become obligatory.

The Employee Bonus & Incentive Pay Policy was approved by the Board of Directors of Explore Butte County on <DATE>

Secretary of the Board

Date

Disclaimer

Nondiscretionary bonuses may be required to be included in overtime pay calculations. Our company will follow its legal obligations in reporting any nondiscretionary bonuses. Discretionary and nondiscretionary bonuses may be subject to local, state, and federal taxation. Employees are responsible for keeping track of the monetary value of the bonuses they earn each year.



2023 BOARD OF DIRECTORS

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

Nicole Johansson
Sierra Oro Farm Trail, Secretary

Jennifer Leonard
Almendra Winery & Distillery,
Durham

Ashley Limon
Oxford Suites, Chico

Tamba Sellu
Courtyard by Marriott, Chico

ADVISORY BOARD

Victoria Anton, Feather River Recreation
and Park District
Coreena Conley, Chico Chamber of
Commerce
Ev Duran, UTB Studios
Jennifer Macarthy, City of Chico
Debbie Moseley, Paradise Chocolate Fest
Dawn Nevers, City of Oroville
Marci Shadd, The Colonia Building
Katie Simmons, Butte County Administration
Audrey Taylor, Downtown Chico Business
Association

2023 BOARD OF DIRECTORS FOR CONSIDERATION

Chico Seat:

Katie Pinsonneault

Director of Events and Guest Experience at Hotel Diamond

Hello, I'm Kate Pinsonneault. Born in England, I started my Chico experience as a child when my dad became an exchange professor at CSUC in the art department, and my family decided to stay at the end of his contract. Fortunately, I have always been a social creature, so I quickly learned to make friends and embrace a new culture. I attended local schools and often spent my after-school hours in the art department with encouragement to be creative.

This led to a lifetime of art appreciation, exploration, and education. I moved away to study sociology and photography in college before coming home to the place I love and started a job managing a busy retail art gallery. I have spent my career managing employees, schedules, artists, vendors, and businesses. I don't sit still long, so when COVID swept through our lives, and I was suddenly unemployed, I started my own business. I created a niche luxury picnic company that blossomed into a big event business with employees, company vehicles, and so many throw pillows!

As my fair-weather gig was closed during winter, I became the Director of Events and Guest Experience at the Hotel Diamond in Chico. Community drives my passions, and I channel that energy in volunteer work. I am an active member of the DCBA and NorCal Event Professionals. I also spend my time and resources on places I love, Bidwell Park and the Butte County Library. I am married to the best guy, and together we live in our cats' home in downtown Chico.

Paradise Seat:

[Melissa Schuster](#)

[Owner at Chapelle de L'Artiste Chateau & Retreat](#)

Melissa Schuster is a previous Council Member in the charming Town of Paradise, California. Prior to her election to Town Council in 2016, Melissa was the proprietor of the well-known and much-loved Chapelle de L'Artiste Chateau and Retreat. Originally begun as a B&B in 2005, Chapelle de L'Artiste was located on the property she owned with her husband, Cliff. Melissa now offers a glamping luxury tent lodging opportunity for guests during the spring, summer, and fall.

Prior to losing most of the structures on the property to the devastating Camp Fire of 2018, Chapelle de L'Artiste was the scene of many community fundraisers and exciting events, such as the "Annual Concours de la Chapelle Classic European Car Show" which was a benefit for Northern California Ballet and the Rotary Club of Paradise, and for which she served as an event planner for nearly a decade.

Melissa is devoted to her community and has promoted economic development, tourism, and the arts for 20 years. In addition to the Council, Melissa serves on many Boards including the Butte Co. Mosquito & Vector Control District, the Shasta Cascade Wonderland/Up State California Tourism Association Board, the Explore Butte County Tourism Improvement District Advisory Board, the League of California Cities Sacramento Valley Region 2 Representative, and the Paradise Citizens' Alliance.

Oroville Seat:

County, Gridley, Biggs Seat:

Recommendation: Elect Katie Pinsonneault to serve a Chico Board of Director seat and Melissa Schuster to serve in the Paradise Board of Director position.

2023 ADVISORS TO THE BOARD FOR CONSIDERATION

[Todd Sankman, CHA, CHDT](#)

[General Manager at DoubleTree by Hilton Chico](#)

I started my professional journey in the Army where I spent five years on active duty including one year deployed to Iraq. I discovered my passion for people by leading teams and helping develop others during that time. Shortly after my with the Army, I transitioned into hospitality management where my passion for people aligned with my newfound passion for hospitality. I have spent the last six years as a Hotel General Manager and have loved every minute of it. I believe that hotel's and their teams should be stewardship champions for the communities they serve. This stewardship is woven into the fabric of what Doubletree Chico is all about. We have big plans to help our local communities but also to help grow hospitality and tourism in Butte County. Being a member of the board for Explore Butte County would allow us to further our connection with other local leaders, foster our growing industry, and keep our fingers on the pulse of how we can contribute to hospitality and tourism in Butte county as a whole.

Pat Macias

Executive Director of the Museum of Northern California Art (monca)

My days are filled with details concerning the operation of Chico's first art museum. Sometimes the "work" happens before I get out of bed . . . contemplating the unknown! Previously I was an art educator for 30-plus years in Ann Arbor, MI; St. Louis, MO and Piedmont, CA. After retiring from the Bay Area, I moved to Chico with my husband Richard, finding a less stressful but still cultural place to plant our roots for the last time. It has a vibrant art scene and offers an extraordinarily comfortable, family-oriented community. Chico is conscious of healthy living for both mind and body . . . using the outdoors for exercise, growing fresh foods, and offering a diversity of cultural events. Best kept secret . . . great restaurants that cater to all cultures. My favorite season is summer/fall because of the chance to spend so much time outdoors and take advantage of the long days as much as possible. My favorite place to show out-of-town visitors is of course monca! Along with that is all the public art as one walks around town. Coming upon murals, sculptures, and art benches is always a surprise. One day to spend in Chico has to be visits to as many of the 12 museums that exist to educate, intrigue and entertain visitors.

Travel & Tourism Community Stakeholders

- Marci Shadd, The Colonia Building
- Debbie Moseley, Paradise Chocolate Festival
- Ev Duran, UTB Studios
- Victoria Anton, Feather River Recreation and Parks District

Downtown Business Association/Chamber of Commerce Advisors

- Interm CEO, Chico Chamber of Commerce
- Eric Smith, Oroville Chamber of Commerce
- Monica Nolan, Paradise Chamber of Commerce
- Audrey Taylor, Downtown Chico Business Association
- Representative, Downtown Oroville Business Association

Jurisdiction Advisors

- Katie Simmons, Butte County Administration
- Jennifer McCarthy, City of Chico
- Dawn Nevers, City of Oroville
- Collette Curtis, City of Paradise
- Representative, City of Gridley/Biggs

Recommendation: Elect Todd Sankman, Pat Macias, Marci Shadd, Debbie Moseley, Ev Duran, Victoria Anton, Eric Smith, Monica Nolan, Audrey Taylor, Katie Simmons, Jennifer McCarthy, Dawn Nevers, Colette Curtis to serve as Advisors to Explore Butte County; and a representative from Chico Chamber of Commerce, the Downtown Oroville Business Association and the City of Gridley/Biggs to be appointed to the Advisory Committee upon designation of a person.

2023 OFFICERS FOR CONSIDERATION

President: Bruce Spangler, Lake Oroville Holiday Inn Express, Oroville

Treasurer: Tamba Sellu, Courtyard by Marriott, Chico

Recommendation: The reappointment of Bruce Spangler as President of the Board of Directors and appointment of Tamba Sellu as Treasurer of the Board of Directors.

2023 EXECUTIVE COMMITTEE FOR CONSIDERATION

President: Bruce Spangler, Lake Oroville Holiday Inn Express, Oroville

Treasurer: Treasurer: Tamba Sellu, Courtyard by Marriott, Chico

Third Member representing a lodging business: Melissa Schuster, Chapelle de L'Artiste Chateau & Retreat, Chico

Recommendation: Confirmation of Bruce Spangler, as President, and Tamba Sellu, as Treasurer, to the Executive Committee and the appointment of Melissa Schuster, as the third member of the Executive Committee representing a lodging business.



RESOLUTION TO ESTABLISH AN EXECUTIVE COMMITTEE

At the Explore Butte County Board of Directors Meeting on March 09, 2023, the following resolution was proposed:

WHEREAS the Explore Butte County shall establish an Executive Committee;

WHEREAS the Executive Committee shall be comprised of three (3) Board of Directors;

WHEREAS one (1) member of the Executive Committee members shall be the President of the Board, one (1) member shall be the Treasurer of the Board, and (1) member shall be a member of the Board representing a lodging business paying into the Butte County Tourism Improvement District;

WHEREAS the Executive Committee, except for the power to amend the Articles of Incorporation and Bylaws, shall have all the powers and authority of the board of directors in the intervals between meetings of the board of directors, and is subject to the direction and control of the full board.

Therefore, it is resolved that the Board of Directors of Explore Butte County authorizes the establishment of an Executive Committee.

Approved:

Bruce Spangler
President, Board of Directors

Nicole Johansson
Secretary, Board of Directors

EXPLORE BUTTE COUNTY – CHICO TOURISM COMMITTEE MEETING**Thursday, Feb. 2 2023****11:00 p.m. - 12:30 p.m.**

Meeting

[326 Huss Ln, Chico, CA 95928](#)**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: Nichole Farley (EBC), Shari Anderson (CSUC), Karen L Avis (CSUC), Shannon Petersen (CSUC), Coreena Conley (Chico Chamber), Jennifer Macarthy (City of Chico), Linda Herman (Chico Parks and Rec), Patricia Macias (MONCA), Mahina Gannet – (Momona & SNB), Audrey Taylor (DCBA), Tamba Sellu (Marriot and EBC), Sandy Gonzalez (Hotel Dimond)

TOPICS

1. Introductions
2. Chico Tourism Committee background and info
3. Travel Chico Intro
4. Operational Discussion
 - a. Chico Tourism Committee:
 - i. Goals and Pillars
 - ii. Internal Survey Results
 - b. Sponsorship review and Process Flow
 - i. Web page
 - ii. Application Form
 - iii. Decision Matrix
 - iv. Budget and Category
5. Sponsorships and Community Updates
 - a. Update with Chico Velo Partnership Opportunity. See *Addendum 1*
 - i. Chico Velo no longer wants to partner on the bike concierge and hotel package program.
 - b. Content to build:
 - i. Bike Map
6. Budget
 - a. Review 2022 budget and 2023 Contribution (Attachment)
 - b. Budget process for building 2023 Budget
 - c. Budget next steps
7. Other business not agendized
8. Adjourn Meeting

Addendum 1

Suggested Partnership Opportunities from Chico Velo

Branded “Explore Butte County Bike Valet” at the Fairgrounds

Secure storage/parking for participant bikes at the Fairgrounds. Advertised as a safe, secure bike parking spot for the whole weekend.

-We can use the courtyard area, (\$600 rental cost for EBC) at the Fairgrounds and people can drop off their bikes when they check-in during the Wildfest so they don't have to worry about storing it elsewhere. EBC would need to purchase/rent any bike racks that we would need. (We do have some we can borrow from Sierra Nevada!) <https://www.dero.com/product/event-rack/>

-EBC would also need to organize and pay for 24 hr. security (Securitas) from 12p on Saturday through 6p on Sunday. We can provide volunteers to run the area from 12p-6p on Saturday and 5a-6p on Sunday (obviously this would need to be multiple shifts).

“Explore Butte County X Wildflower Century” Photo /backdrop/archway

A fun branded showpiece for people to take photos in front of at the Fairgrounds. Real flowers? Printed? Whatever you think would be awesome and attract people to gather and take photos in front of to commemorate the event! It would be great for social media & just a generally awesome rider experience touch point!

Marketing or Advertising Support

-A definitive amount/ type of social media marketing and cross promotion via multiple channels with an associated dollar amount. For example, number of posts, stories, shares frequency etc. and which specific platforms you will be promoting on.

-Photography/ videography/drone coverage during the Wildfest & Wildflower organized and directed by EBC.

Including post processed and edited content following the event.

Project Name:

Date: 2/2/23

Meeting Purpose:

CHICO TOURISM COMMITTEE:
ZONE MARKETING

Start: 11:00 AM

Place:

EBC Building, Breakout Rm

End: 12:30 PM

Meeting Notes

Attending

Nichole Farley (EBC), Shari Anderson (CSUC), Shannon Petersen (CSUC), Coreena Conley (Chico Chamber), Jennifer Macarthy (City of Chico), Linda Herman (Chico Parks and Rec), Patricia Macias (MONCA), Mahina Gannet – (Momona & SNB), , Tamba Sellu (Marriot and EBC)

Discussion

1. Introductions
2. Chico Tourism Committee background and info
 - a. EBC:
 - b. Chico Tourism Committee – Who are we?

JP: Talked with the group about the forming of the Chico Tourism Committee (CTC) or Zone marketing. How and at what percentage the assessment funds the committee's budget and the goals of zone marketing.

- i. Travel and Tourism focused marketing efforts for the jurisdiction with the pillars:

JP: Reviewed pillars for CTC

- *Asset development*
- *Community support*
- *Space for collaboration*

3. Travel Chico Intro
JP: Shared assets and update for Travel Chico

4. Operational Discussion
 - a. Sponsorship review and Process Flow – How we give out money!
 - i. Web page
 - ii. Application Form
 - iii. Decision Matrix
 - iv. Budget and Category

5. Update: Sponsorships and Community Updates
 - a. Chico Velo Partnership Opportunity.
 - i. Chico Velo no longer wants to partner on the bike concierge and hotel package program.
 - ii. Options:
 1. Branded 24 Hr. Bike Valet at fairgrounds for Wildflower Weekend

2. Branded photo/Instagram backdrop
3. Cobranded event and marketing support

CTC needs to support Chico Velo as an organization. Shari motion to use \$10k to use EBC's marketing expertise to market and support Velo and Wildflower Event. Should be included in 2023 budget for approval

b. Content to build:

- i. Bike Map

Discussion around map and its purpose.

Map to include bike routes, buss routes and focus on students and families. Create a subcommittee to help build the map

JP to build SOW and timeline for map construction

JM: motion to put \$20k towards map design

Second from Sheri

LH: City will help with \$20k toward printing

Should be included in 2023 budget for approval

6. Budget

- a. Review 2022 budget and 2023 Contribution
 - i. Review budget and current balances: CTC meeting 3/2
 - ii. Budget was inherited
- b. Budget process for building 2023 Budget
 - i. Need budget plan for March BOD Meeting BOD 3/9
- c. Budget for Project Manager
- d. Budget next steps

Group Discussion around a special budget meeting on the 16th of Feb. NF will prep a draft budget to be reviewed by group on 2/16. Take a "bucket" approach for funding. Roll over from 2022 to help market events and help promote events and Velo partnership.

7. Other business not agendized

Discussion on how to activate CSUC and DCBA events and support Brewery events with collaborative marketing and communication efforts

8. Adjourn Meeting

EXPLORE BUTTE COUNTY – CHICO TOURISM COMMITTEE MEETING**Thursday, Feb. 16 2023****11:30 a.m. - 12:30 p.m.**

Meeting

3rd Floor at Chico City Hall: [411 Main St, Chico, CA 95928](https://www.google.com/maps/place/411+Main+St,+Chico,+CA+95928)**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: Nichole Farley (EBC), Shari Anderson (CSUC), Karen L Avis (CSUC), Shannon Petersen (CSUC), Coreena Conley (Chico Chamber), Jennifer Macarthy (City of Chico), Linda Herman (Chico Parks and Rec), Patricia Macias (MONCA), Mahina Gannet – (Momona & SNB), Audrey Taylor (DCBA), Tamba Sellu (Marriot and EBC), Sandy Gonzalez (Hotel Dimond)

TOPICS

1. Budget Review
2. Committee Roles and Responsibilities
 - a. Chair and Co-chair and/or Project Manager
 - b. Sponsorship Guidelines
3. Review of Next Steps
 - a. Website and Operational Documents
4. Other business not agendized
5. Adjourn Meeting

Project Name:		Date:	2/16/23
Meeting Purpose:	CHICO TOURISM COMMITTEE: ZONE MARKETING	Start:	11:30 AM
Place:	City Hall, 3 rd Flr Lobby	End:	12:30 PM

Meeting Notes

Attending

Nichole Farley (EBC), Shari Anderson (CSUC), Jennifer Macarthy (City of Chico), Linda Herman (Chico Parks and Rec), Patricia Macias (MONCA), Mahina Gannet – (Momona & SNB)

Discussion

1. Budget Review

NF introduced the airport commitment and match from EBC for a combined \$20k. Will need BOD approval

Budget Discussion and Approval from committee

Support CSUC events

Build a Chico Adventure Guide

July is Big Event Month for Chico

Support DCBA Events and include signage for restaurants and more promotions for Downtown businesses

Discussion of cobranded collaborations on banners and flags for event weekends.

3 banner option

City sponsored program and construction with pole supports

2. Committee Roles and Responsibilities

a. Chair and Co-chair and/or Project Manager

Introduce of EBC Board member as chair of committee

3. Review of Next Steps

a. Website and Operational Documents

4. Other business not agendized

EBC should start Quarterly industry announcements

NF going to look into Chico365 calendar option

Change meeting time to 11:30 and update location to City Hall Lobby

5. Adjourn Meeting

Explore Butte County - Oroville Tourism Committee

Thursday, February 16, 2023

9:00 am - 10:00 am

Holiday Inn Express & Suites, 550 Oro Dam Blvd.

Committee Members: Amber Miland (Oroville Chamber of Commerce), Bruce Spangler (Oroville Lodging), Dawn Nevers (City of Oroville), Victoria Anton (Feather River Recreation & Park District), Aaron Wright (State Parks), Heather Johnson (Downtown Oroville Business Association), Nichole Farley (Explore Butte County)

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

Agenda

1. Attendance:
2. Start/Introductions:
3. Review Current Budget:
 - a. 2022 Budget:
 - i. \$5,000 Event Sponsorships
 1. \$500 to Wildflower & Nature Festival
 2. \$500 to Wild & Scenic Film Festival
 3. \$2500 to Downtown Oroville Business Association Event Coordinator for Farm to Table, Christmas Preview, and Christmas Tree Lighting
 4. \$500 to Fourth of July Fly-In/Fireworks
 5. \$500 to Salmon Festival
 6. \$500 to Parade of Lights
 - ii. \$10,000 Oroville Unallocated Funds
 1. \$6,000 to the ODBA - Photography & artwork assets, website updates
 - iii. \$10,000 Oroville Advertising Program
 1. \$10,000 to Datafy
4. Map Update:
 - a. Printing For 2023
5. Event Sponsorships
6. Oroville Advertising Program:

7. Oroville Unallocated Funds:

8. Next Meeting:

9. From the Floor:

10. Adjournment:

Explore Butte County - Oroville Tourism Committee Minutes

Thursday, February 16, 2023

9:00 am - 10:00 am

Holiday Inn Express & Suites, 550 Oro Dam Blvd.

Committee Members: Amber Miland (Oroville Chamber of Commerce), Bruce Spangler (Oroville Lodging), Dawn Nevers (City of Oroville), Victoria Anton (Feather River Recreation & Park District), Aaron Wright (State Parks), Heather Johnson (Downtown Oroville Business Association), Nichole Farley (Explore Butte County)

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

Agenda

1. Attendance: The meeting was called at 9:05 am.
2. Start/Introductions: In attendance were Committee Members: Amber Miland, OACC; Bruce Spangler, Oroville Lodging; Dawn Nevers, City of Oroville; Aaron Wright, State Parks; Heather Johnson, DBA; and Nichole Farley, EBC. Participating and Advisory Organizations: Ashley Baer, EBC; and TJ Jensen, DBA.
3. Review Current Budget:
 - a. 2022 Budget:
 - i. \$5,000 Event Sponsorships
 1. \$500 to Wildflower & Nature Festival
 2. \$500 to Wild & Scenic Film Festival
 3. \$2500 to Downtown Oroville Business Association Event Coordinator for Farm to Table, Christmas Preview, and Christmas Tree Lighting
 4. \$500 to Fourth of July Fly-In/Fireworks
 5. \$500 to Salmon Festival
 6. \$500 to Parade of Lights
 - ii. \$10,000 Oroville Unallocated Funds
 1. \$6,000 to the ODBA - Photography & artwork assets, website updates
 - iii. \$10,000 Oroville Advertising Program
 1. \$10,000 to Datafy
 - b. Notes: The budget for 2023 is \$23,300.
4. Map Update:
 - a. Printing For 2023

- i. The committee supports setting aside funds for the printing of more Oroville Tourism Maps.
5. Event Sponsorships
 - a. The DBA provided a list of upcoming events they will be hosting.
 - b. Feather Fiesta Days will be taking place April 29 through May 6 with the Big Day being May 6.
 - c. The Salmon Festival will be taking place on September 23.
 - d. The Fourth of July is still in the planning stages as location still needs to be decided and the Fourth of July Fly-In is scheduled for the Saturday prior to the Fourth of July.
6. Oroville Advertising Program:
 - a. Ashley provided an attachment with information from Datafy.
7. Oroville Unallocated Funds:
 - a. DBA Assets: Planning on having assets to show the group in May. Photography, artwork, and website updates are planned to happen during the end of April and in the Spring. Holiday photography was acquired through the hiring of several local photographers to photograph different categories related to Downtown (events, architecture, etc.). The DBA Board also contributed an additional \$2,000 towards obtaining assets. It will be added to the May agenda for the DBA to present their assets and website updates.
 - b. Advertising for the Crossfit Event has begun. The event will take place at the North Forebay from October 20 through 22. Registration opens in April.
8. Recommended Budget For EBC Board:
 - a. The committee recommends the following for the 2023 budget with exact dollar amounts to be assigned after our next committee meeting:
 - i. Event Sponsorships: The following events will be sponsored by the Oroville Tourism Committee: Wildflower & Nature Festival, Fourth of July Fireworks, Salmon Festival, Parade of Lights, and Event Coordinator for Downtown Oroville Business Association events.
 - ii. Funds will be set aside for the Crossfit event at the North Forebay.
 - iii. Funds will be set aside for the printing of the Oroville Tourism Map.
 - iv. Funds will be set aside as Unallocated Funds to be determined in 2023.
9. Next Meeting: Thursday, March 16 at 9:00 am.
10. From the Floor:
 - a. March 18, Arbor Day Festival.
 - b. Flyers for State Parks events were distributed to the group.
 - c. The Lake levels are up which means more people are visiting.
 - d. EBC will be hosting influencers in March.

11. Adjournment: The meeting was adjourned at 10:35 am.

Adventure Pass - '22/'23 - Recap

Highlights:

- Feature diverse outdoor activities focused on hike, bike and paddle.
- Leverage the Adventure Pass concept to offer one place for a variety of outdoor activities with information that is exclusive only to passholders.
- Offer web-based information that is similar to the Adventure Pass information for those who prefer website information access.
- Rotate imagery and messaging for seasonally appropriate messaging to resonate with broad target audiences.

Campaign Details

Purpose: Promote the free Adventure Pass which gives information about all things “Hike, Bike, Paddle’ in Butte County.

Flight Dates - March'22-January'23

GeoTarget: Chico/Redding DMA, Retargeting Pool, San Francisco DMA, Sacramento DMA,

Demo: Adults 18-65 plus Retargeting Pool

Interests: Hike, Bike, Paddle - Outdoor Adventures, Family Activities, Water Sports, Cycling



Tactics	Tactics	Delivered	Media Budget
Social	Carousel, Carousel Video & Video Posts	3,204,028 impressions; 27,800 link clicks; 22,339 unqout clicks	\$19,625
Digital Display	Behavioral / Search / Retargeting	4,517,058 impressions; 7,086 clicks; 461 actions	\$29,500
Television/ ANN.com	:15 TV Spot; :05 billboard; Display Ads	645,579 on-air impressions; 223,068 Digital Impressions; 557 clicks	\$5,000

Birding - '22/'23 - Campaign Recaps

Highlights:

- Elevate the excitement and beauty of birdwatching.
- Feature birds that are unique to Butte County.
- Update brochure with diverse birds and habitats throughout the county.
- Leverage the birding itinerary as the CTA to landing page.

Campaign Details

Flight Dates: November 21, 2022 - January 31, 2023
Geography: Sacramento-Stockton-Modesto (DMA)
Counties (6): Sonoma, Mendocino, Napa, Marin, Lake, Contra Costa
Budget: \$8,500
Demo Target: Adults 40+
Interests: Birding, Outdoor Adventures, Weekend Getaways, Nature
Search retargeting for Birding, Bird Watching, Nature Walks, Hiking
KPI: Website visit, time spent on site
Landing Page: <https://www.explorebuttecounty.com/bird-butte>

Tactics	Tactics	Delivered	Media Budget
Social	Carousel & Carousel Video Posts	627,870 impressions; 8,132 link clicks; 6,743 unique outbound clicks	\$4,250
Digital Display	Behavioral / Search	829,638 impressions; 1,241 clicks; 65 actions	\$4,250



We Winter'22/'23 - Recap

Highlights:

- Focus on the activities that are uniquely Butte County, such as year-round hiking, intimate settings for holiday presentations, snowshoeing with moderate, not massive snow drifts, and shopping outside of the mega-mall environment.
- Feature creative images and messages that represent Butte County key features in the diverse sections of winter.
 - For the holidays: shopping, hiking and seasonal holiday events.
 - Post holidays: hiking, snowshoeing and culture.
 -

Campaign Details

Flight Dates: November 09, 2022 - January 31, 2023

Geography: Sacramento-Stockton-Modesto (DMA)
Counties (6): Plumas, Colusa, Yuba, Shasta, Sutter, Tehama

Budget: \$10,000

Demo Target: Females 25-70

Interests: "Holiday Cheer"-the campaign is to elevate Butte County as a place to go for wintertime and holiday fun. Ice Skating, Shopping, Eating, Outdoor fun.

KPI: Website visit, time spent on site

Landing Page: <https://www.explorebuttecounty.com/winter>



Tactics	Tactics	Delivered	Media Budget
Social	Carousel & Carousel Video Posts	552,289 impressions; 10,831 link clicks; 9,018 unique outbound clicks	\$4,375
Digital Display	Behavioral / Retargeting	1,165,141 impressions; 1,338 clicks; 635 actions	\$5,625

EXPLORE BUTTE COUNTY

2022 ANNUAL REPORT

Prepared by Ashley Baer, Marketing Manager
January 2023

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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%

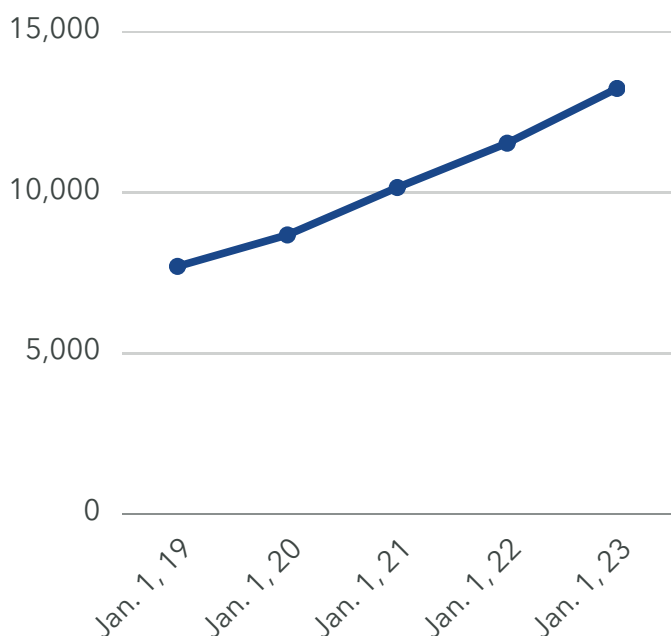
From 2,881 on 1/1/22 to 3,114 on 12/31/22



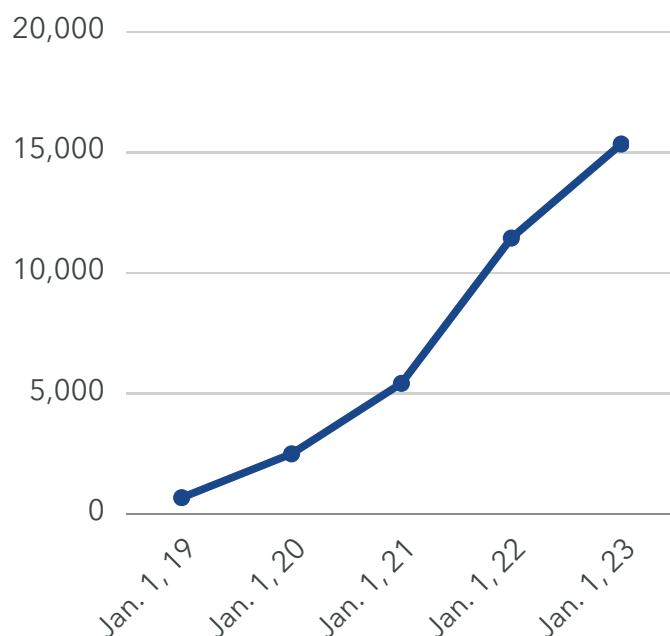
+22.6%

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

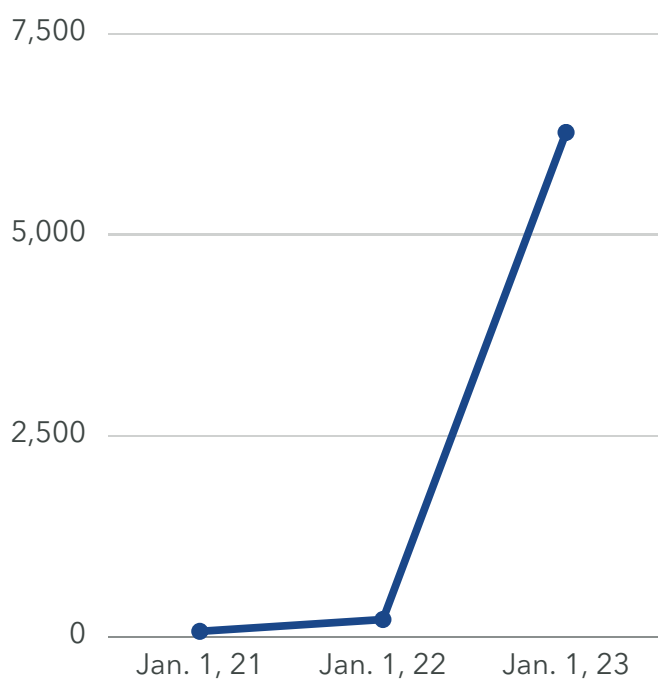
YOY SOCIAL GROWTH



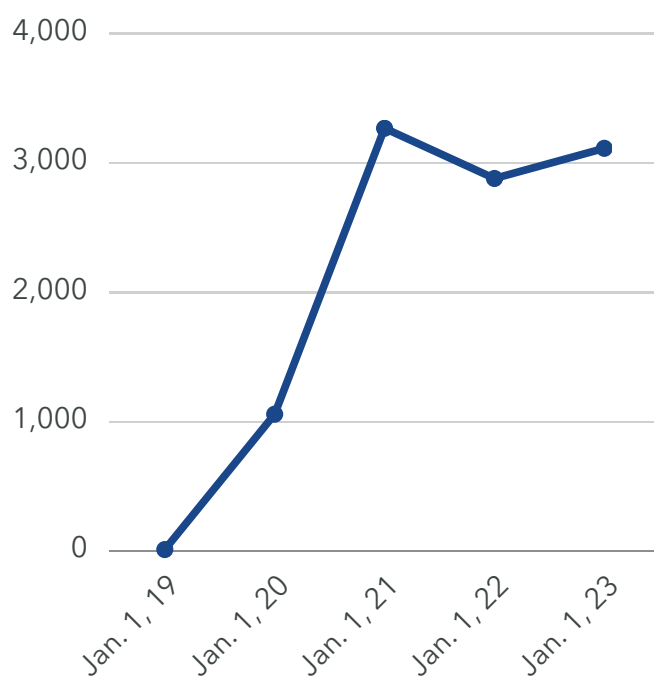
FACEBOOK FOLLOWERS



INSTAGRAM FOLLOWERS

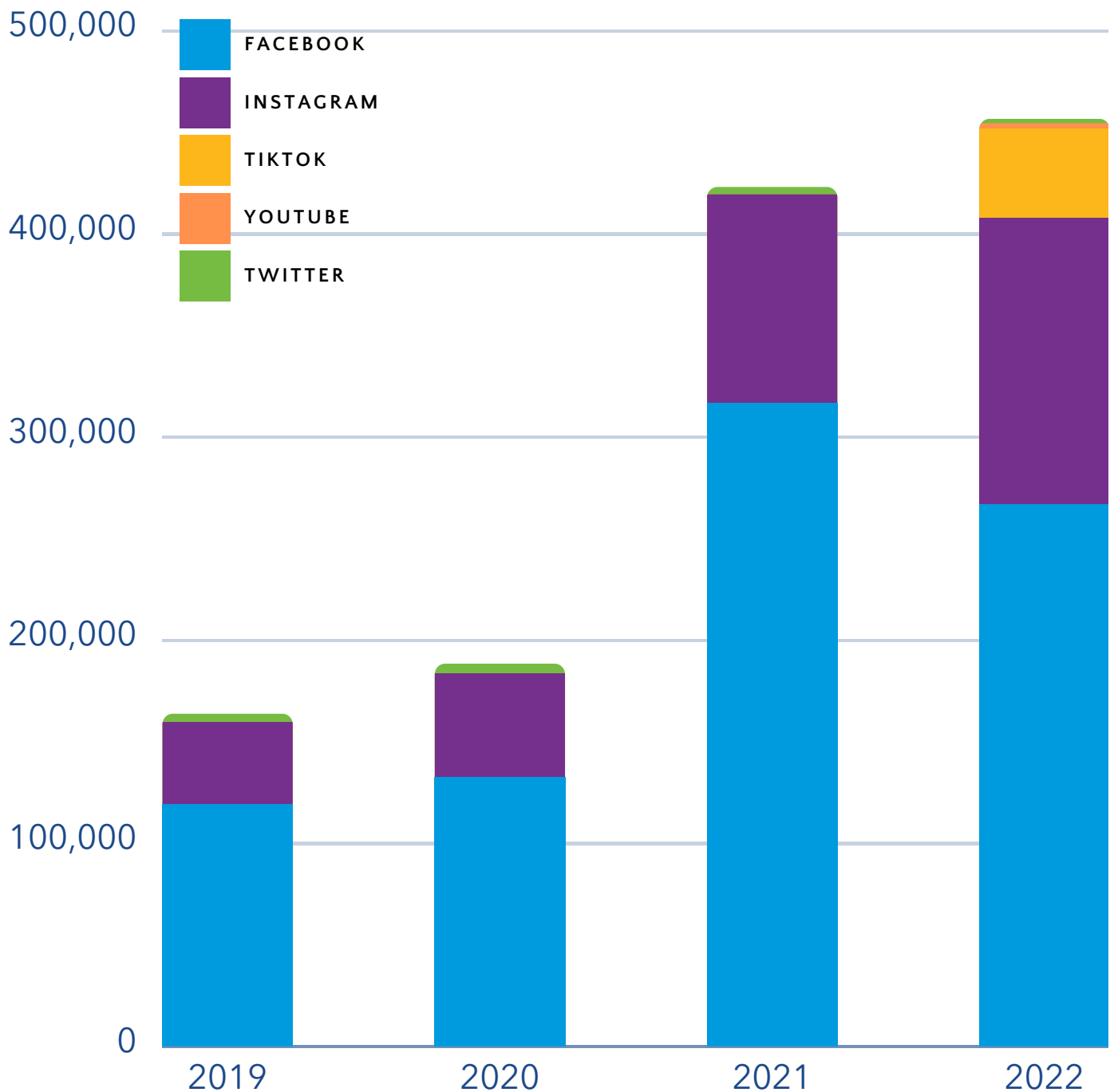


TIKTOK FOLLOWERS



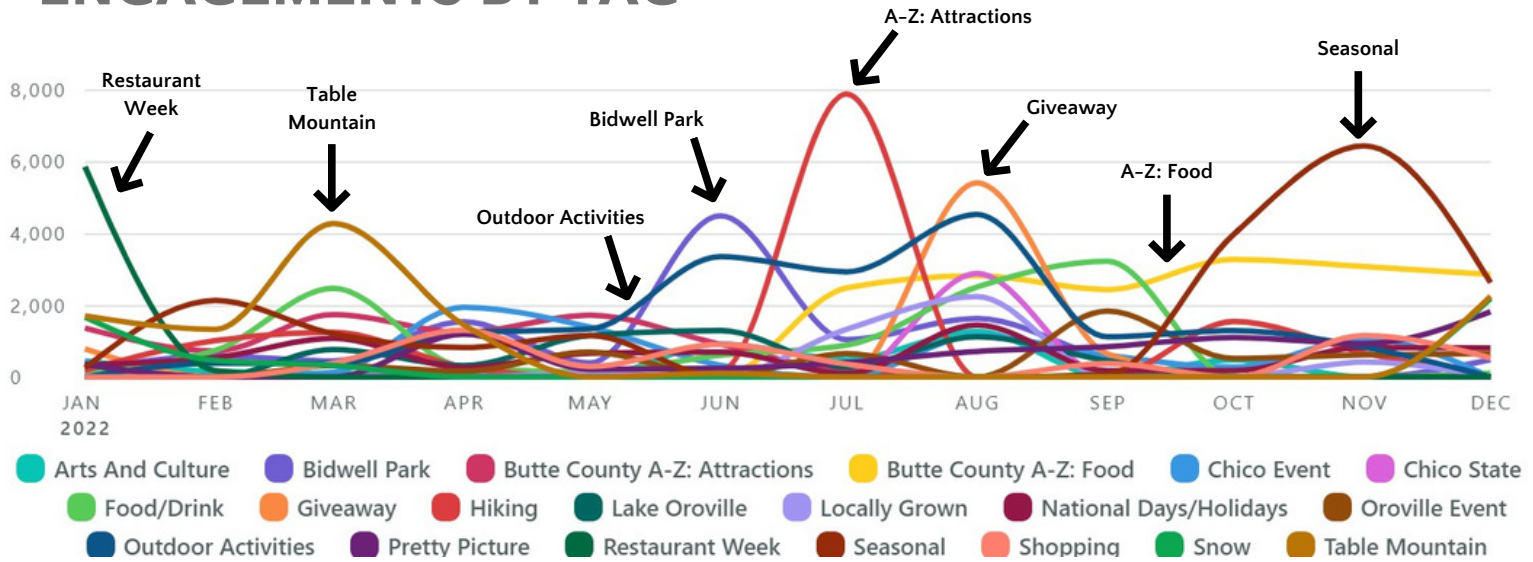
YOUTUBE FOLLOWERS

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>
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SOCIAL MEDIA METRICS

Facebook, Instagram, TikTok, YouTube, and Twitter

1/1/22 - 12/31/22

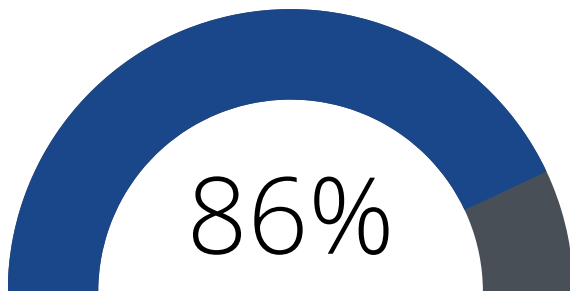
TOTAL POSTS

2,584

TOTAL IMPRESSIONS

11,983,644

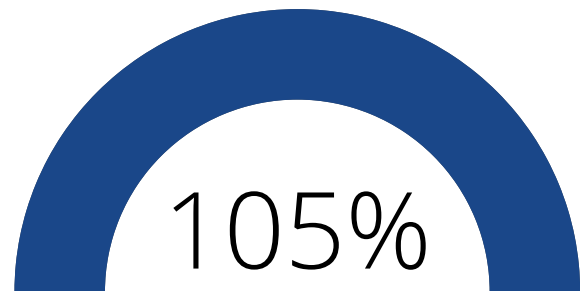
GOAL: 3% Growth YOY



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.

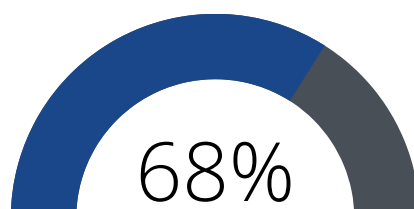
The total number of engagements for the year was 456K, surpassing our goal of 3% YOY growth (434.8K). It should be noted that the goal was based on engagements on Facebook, Instagram, and Twitter only, while our total 2022 engagements included TikTok and Youtube. With the inclusion of these channels, 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

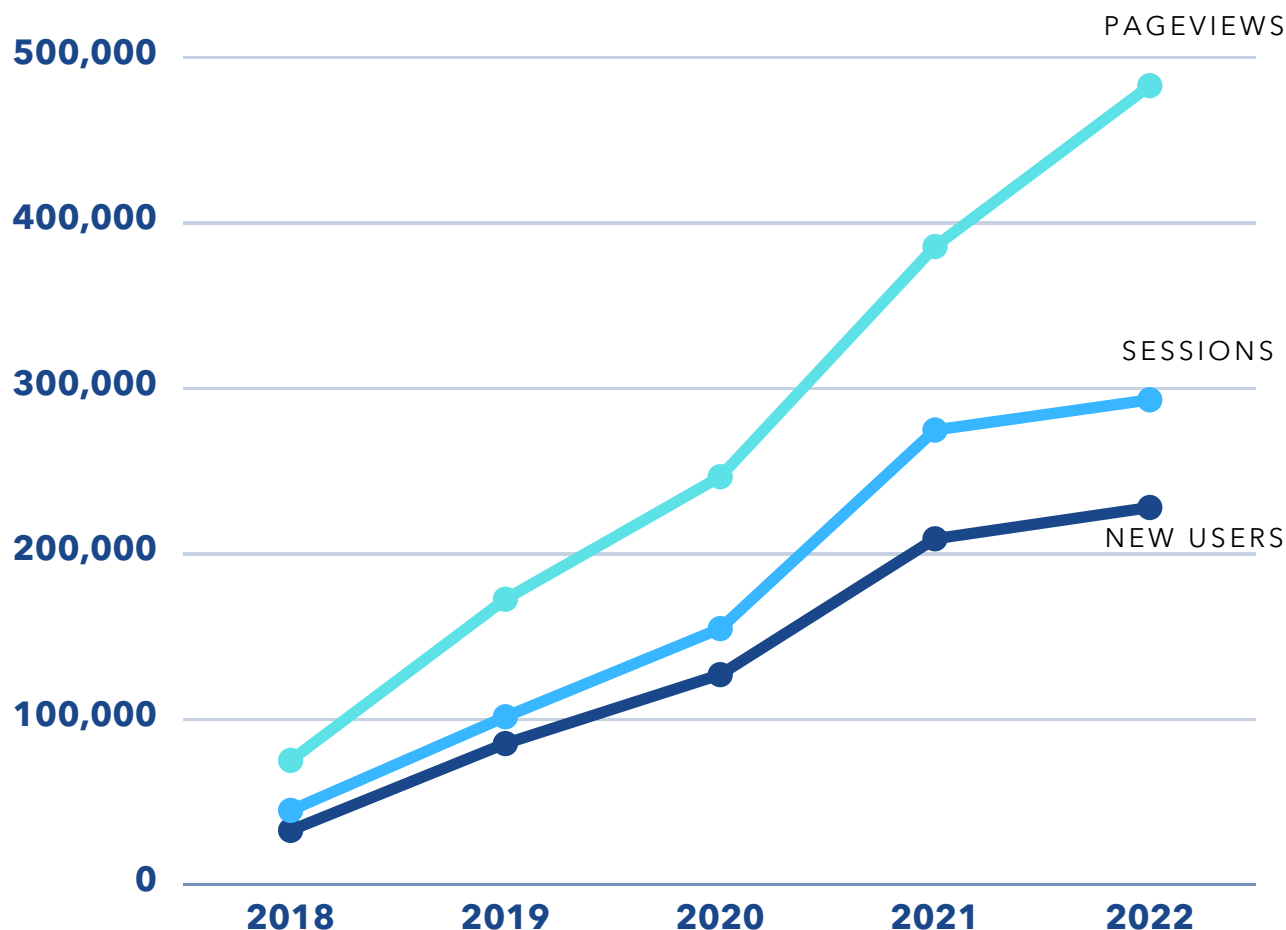
BOUNCE RATE

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.

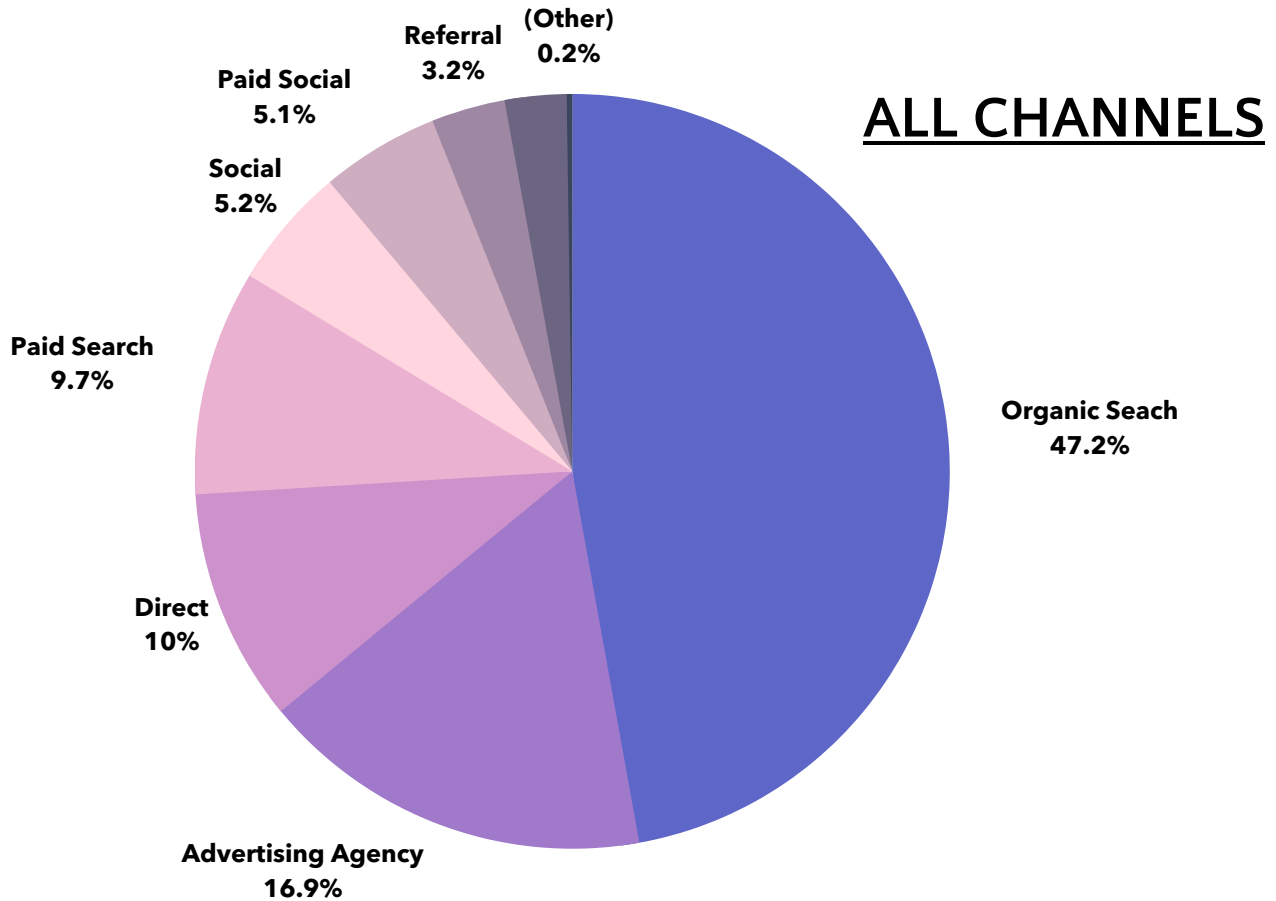


YOY COMPARISONS

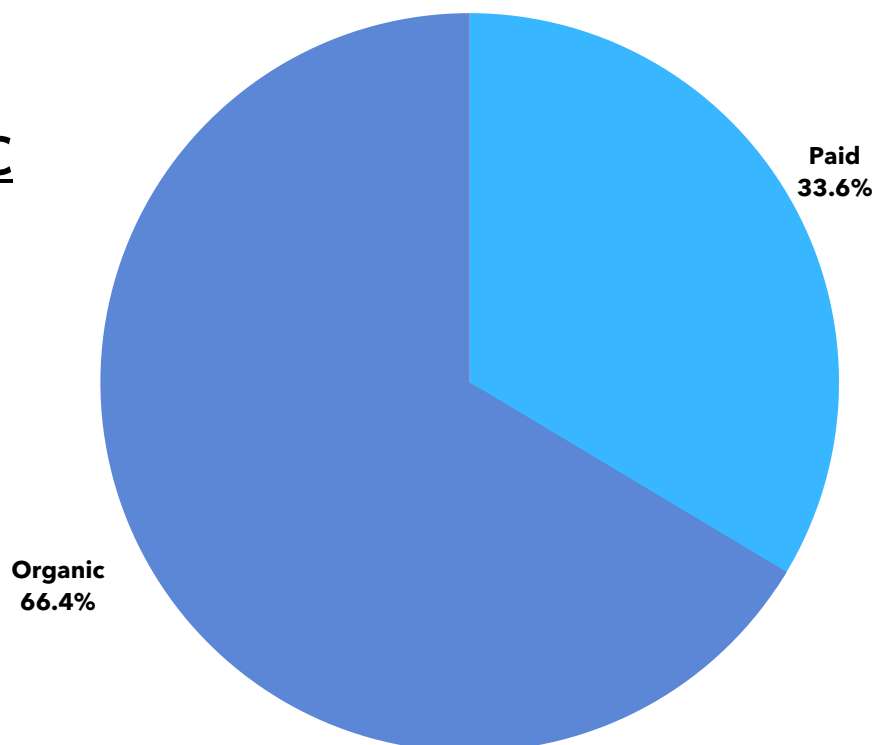


	AVG SESSION DURATION	AVG BOUNCE RATE
2019	00:53	69.43%
2020	01:02	75.21%
2021	01:37	72.12%
2022	01:24	73.23%

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

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.



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

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

Top Food Posts by Platform

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

Instagram	
 explorebuttecountyc Mon 10/10/2022 7:51 am PDT	
O is for "Only Sustainable Sushi from Aonami" 🍣 It isn't hard to find sushi, but it's VERY hard to find sustainably...	
	
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.

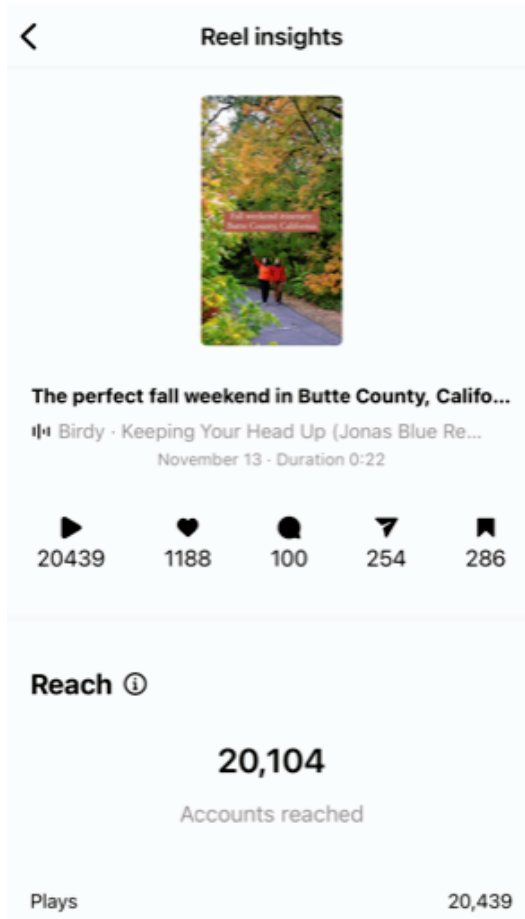
At the time of their visit, they had a little over 18K followers, and their content focus is on van life and outdoor recreation. Their visit to Butte County focused on fall outdoor activities and local restaurants.

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)

