



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

Rachel Simmons, CSU Chico

Audrey Taylor, Downtown Chico Business
Association

EXPLORE BUTTE COUNTY BOARD MEETING

June 30, 2022

Time: 12:00 – 1:00 pm

326 Huss Drive
Chico, CA 95928
Board Room

OR

Via Zoom Link – NO VIDEO

[https://us02web.zoom.us/j/86144859495?pwd=RTZmQXo0SmtJandlaXI
MakNkayt2Zz09](https://us02web.zoom.us/j/86144859495?pwd=RTZmQXo0SmtJandlaXI
MakNkayt2Zz09)

Meeting ID: 861 4485 9495

Passcode: 172806

Call in number: 669-900-9128

AGENDA

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

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

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

1. Call to order.

2. CONSENT AGENDA

2.1 Approval of Special Board Meeting Minutes from June 1, 2022

2.2 Approval of May Financials

3. PUBLIC COMMENT

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

4. **REGULAR AGENDA**

4.1 CONSIDERATION OF HIRING A RECRUITMENT FIRM FOR THE EXECUTIVE RECRUITMENT OF NEW EXECUTIVE DIRECTOR

The Recruitment Committee reviewed a variety of options for recruiting a new Executive Director for EBC. After discussion, the committee would like to recommend hiring SearchWide Global, a firm focused on executive recruitment for DMOs, hospitality, and attractions. The SearchWide contract has a minimum fee of \$30,000 and there can be additional fees for background checks, travel and hospitality for candidates, and personality assessments.

Recommendation: *To hire SearchWide Global to run the recruitment for the Executive Director at a cost not to exceed \$35,000, which will be the total for everything associated with this process, to be allocated from the Contingency Reserve Fund.*

4.2 CONSIDERATION OF EXECUTIVE DIRECTOR JOB DESCRIPTION

The Recruitment Committee discussed the job title for the organization and landed on Executive Director instead of CEO. The committee reviewed the current job description and decided changes could be made, but it is in a relatively good place for use in recruitment.

Recommendation: *To change the title of the leadership role of EBC from CEO back to Executive Director and to approve the updated job description for use in recruitment and the Board's expectations of the position.*

4.3 CONSIDERATION OF CAROLYN DENERO'S CONTRACT FOR WORK PERFORMED AFTER JULY 15, 2022

Carolyn Denero's last day is July 15, and she has agreed to stay on as a contractor to assist with the operations of EBC during the transition to hiring a new Executive Director. The proposed contract will include day-to-day operations, oversight of staff and vendors, continuation of required projects, documenting organizational processes, and training of new Executive Director, among other items agreed upon by the Board.

Recommendation: *To approve the short-term contract with Carolyn Denero with the attached scope of work. Denero will report to President Spangler.*

4.4 CONSIDERATION OF JOHN PEARSON'S CONTRACT EXTENTION FOR PROJECT WORK FUNDED BY ARPA FUNDS AND CHICO ZONE MARKETING THROUGH DECEMBER 31, 2023

The Pearson Collaborate Project approved proposal and scope of work was approved in January of 2022 with no termination date, other than to be executed for six months. Due to the transition of leadership at EBC, the Board should consider contracting with Pearson to continue the programs through their end dates of December 31, 2023. Pearson will continue to work with Denero until the transition to a new Executive Director – but this will allow continuity of the additionally-funded projects for EBC.

Recommendation: *To approve the updated contract with Pearson Collaborative Project to allow for the continuity of projects already being managed by him, and to offer opportunity for additional project work to be added.*

5. **CLOSED SESSION** - None

6. ADJOURNMENT

Next regular board meeting is scheduled for September 8, 2022.



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Association

EXPLORE BUTTE COUNTY SPECIAL MEETING

June 1, 2022
Time: 11:00 am
Meeting via Zoom

MINUTES

1. Meeting called to order by President Spangler at 11:00 a.m.

President Spangler opened the meeting to the public and then moved into closed session with Directors Johansson, Leonard, Sellu, Wilson, Limon and Saddique. Advisors Moseley, Sanders, Boesen, Pearson remained in the waiting room.

2.1 Accept Denero's Resignation

At 11:30 a.m. Board of Directors invited the waiting room into the meeting. Director Spangler reported that the BOD had unanimously accepted Carolyn Denero's resignation to be effective July 15, 2022.

3.1 Form a Recruitment Committee

President Spangler stated that the BOD will need to work quickly to create a Recruitment Committee to update the CEO job description, decide on recruitment steps, and evaluate BOD roles. President Spangler will chair the committee and will be accompanied by Director Wilson and Advisory Pearson.

Motion: Spangler, with second by Wilson. Passed unanimously.

Meeting was adjourned at 11:45 a.m.

Minutes respectfully submitted by C. Denero.

Explore Butte County

Statement of Financial Position

As of May 31, 2022

	May 31, 22
ASSETS	
Current Assets	
Checking/Savings	
1000 · Tri Counties Bank	1,018,290.53
Total Checking/Savings	1,018,290.53
Total Current Assets	1,018,290.53
Fixed Assets	
1550 · Vehicle	137,837.41
1500 · Furniture and Equipment	17,622.20
1600 · Accumulated depreciation	-13,691.00
Total Fixed Assets	141,768.61
TOTAL ASSETS	1,160,059.14
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
2100 · TCB Credit Card #1238-Carolyn D	6,010.50
2101 · Credit Card #3044-Ashley Baer	1,819.04
2102 · Credit Card #3036 -Alicia Salas	512.78
Total Credit Cards	8,342.32
Other Current Liabilities	
2400 · Payroll Liabilities	11,561.65
Total Other Current Liabilities	11,561.65
Total Current Liabilities	19,903.97
Total Liabilities	19,903.97
Equity	
3200 · Unrestricted Net Assets	837,954.16
3300 · Net Assets - Reserved	
3305 · Reserved - Zone Marketing	136,607.54
3310 · Reserved - 3% Contingency	149,330.40
3320 · Reserved - Film Commission	68,204.26
3325 · Reserved - Wayfinding Signage	68,204.26
3330 · Reserved - Mobile Visitor Cente	11,552.59
3335 · Reserved - Rebranding Project	52,660.00
Total 3300 · Net Assets - Reserved	486,559.05
Net Income	-184,358.04
Total Equity	1,140,155.17
TOTAL LIABILITIES & EQUITY	1,160,059.14

Explore Butte County Statement of Activities January through May 2022

	Jan - May 22
Ordinary Income/Expense	
Income	
4000 · Program Income	
4300 · Chico	142,625.81
4350 · Gridley	7,051.03
4400 · Oroville	51,081.45
Total 4000 · Program Income	200,758.29
4800 · Other Types of Income	
4810 · Interest Income	46.05
4820 · Chico ARPA	50,000.00
4850 · Non-Lodging Participation	13,816.38
4870 · Visitor Guide Advertising	1,000.00
4800 · Other Types of Income - Other	248.00
Total 4800 · Other Types of Income	65,110.43
Total Income	265,868.72
Cost of Goods Sold	
5000 · 2% Fee	
5300 · 2% Fee - Chico	2,852.51
5350 · 2% Fee - Gridley	141.02
5400 · 2% Fee - Oroville	1,021.63
Total 5000 · 2% Fee	4,015.16
Total COGS	4,015.16
Gross Profit	261,853.56
Expense	
6000 · Sales and Marketing Expense	
6010 · Advertising	98,754.52
6030 · Conferences	102.89
6050 · Creative Services	25,708.36
6100 · Marketing contracts	
6110 · Advertising Agencies	75,322.21
6130 · Public Relations expense	4,915.00
6160 · SeeSource	11,235.00
6100 · Marketing contracts - Other	17,464.50
Total 6100 · Marketing contracts	108,936.71
6200 · Meals	179.27
6310 · Postage	332.52
6320 · Printing	31,418.33
6340 · Public Relations	2,261.35
6360 · Sponsorships	170.00
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	66,067.41
6420 · Staffing - Payroll Taxes - Mktg	5,534.92
6430 · Workers comp insurance	469.64
6440 · Health insurance	6,053.08
Total 6400 · Staffing - Marketing	78,125.05
6655 · Vehicle Maintenance	5,997.03
6700 · Website	1,601.88
Total 6000 · Sales and Marketing Expense	353,587.91
6900 · Zone and Micro-Marketing	
6905 · Outside Contract Services	500.00
6910 · Chico Zone	45,796.36
6930 · Oroville Zone	5,112.00
Total 6900 · Zone and Micro-Marketing	51,408.36

Explore Butte County Statement of Activities January through May 2022

	Jan - May 22
7000 · Administration Expenses	
7020 · Bank fees	30.22
7030 · Conference, Convention, Meeting	2,679.66
7050 · Education	1,043.79
7070 · General Administration	580.08
7100 · Insurance	4,459.76
7200 · Meals	665.80
7210 · Membership dues	850.00
7300 · Office supplies	648.85
7310 · Postage	425.40
7320 · Printing and Copying	164.67
7330 · Professional fees - Accounting	5,849.99
7360 · Rent/ Office Space	2,955.00
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	14,144.51
7420 · Payroll taxes - admin	1,166.82
7430 · Workers comp insurance	93.46
7440 · Health insurance	1,089.87
Total 7400 · Staffing - Admin	16,494.66
7500 · Subscriptions	609.10
7560 · Telephone, Telecommunications	1,204.93
7570 · Travel	1,815.45
7900 · Admin Expense- Other	737.97
Total 7000 · Administration Expenses	41,215.33
Total Expense	446,211.60
Net Ordinary Income	-184,358.04
Net Income	-184,358.04

Explore Butte County Statement of Financial Income and Expense

January through May 2022

	Chico ARPA	Event Support - County ARPA	Non-Lodging	Prior Year Reserved
Ordinary Income/Expense				
Income				
4000 · Program Income				
4300 · Chico	0.00	0.00	0.00	0.00
4350 · Gridley	0.00	0.00	0.00	0.00
4400 · Oroville	0.00	0.00	0.00	0.00
Total 4000 · Program Income	0.00	0.00	0.00	0.00
4800 · Other Types of Income				
4810 · Interest Income	0.00	0.00	0.00	0.00
4820 · Chico ARPA	50,000.00	0.00	0.00	0.00
4850 · Non-Lodging Participation	0.00	0.00	6,916.38	0.00
4870 · Visitor Guide Advertising	0.00	0.00	1,000.00	0.00
4800 · Other Types of Income - Other	0.00	0.00	0.00	0.00
Total 4800 · Other Types of Income	50,000.00	0.00	7,916.38	0.00
Total Income	50,000.00	0.00	7,916.38	0.00
Cost of Goods Sold				
5000 · 2% Fee				
5300 · 2% Fee - Chico	0.00	0.00	0.00	0.00
5350 · 2% Fee - Gridley	0.00	0.00	0.00	0.00
5400 · 2% Fee - Oroville	0.00	0.00	0.00	0.00
Total 5000 · 2% Fee	0.00	0.00	0.00	0.00
Total COGS	0.00	0.00	0.00	0.00
Gross Profit	50,000.00	0.00	7,916.38	0.00
Expense				
6000 · Sales and Marketing Expense				
6010 · Advertising	0.00	0.00	3,900.00	13,350.00
6030 · Conferences	0.00	0.00	0.00	0.00
6050 · Creative Services	0.00	0.00	0.00	0.00
6100 · Marketing contracts				
6110 · Advertising Agencies	21,165.13	0.00	0.00	21,762.38
6130 · Public Relations expense	0.00	0.00	0.00	0.00
6160 · SeeSource	0.00	0.00	0.00	0.00
6100 · Marketing contracts - Other	17,464.50	0.00	0.00	0.00
Total 6100 · Marketing contracts	38,629.63	0.00	0.00	21,762.38
6200 · Meals	0.00	0.00	0.00	0.00
6310 · Postage	0.00	0.00	0.00	0.00
6320 · Printing	0.00	0.00	0.00	31,418.33
6340 · Public Relations	0.00	0.00	0.00	0.00
6360 · Sponsorships	0.00	0.00	0.00	0.00
6400 · Staffing - Marketing				
6410 · Staffing - Marketing payroll	3,750.00	750.00	0.00	0.00
6420 · Staffing - Payroll Taxes - Mktg	0.00	0.00	0.00	0.00
6430 · Workers comp insurance	0.00	0.00	0.00	0.00
6440 · Health insurance	0.00	0.00	0.00	0.00
Total 6400 · Staffing - Marketing	3,750.00	750.00	0.00	0.00
6655 · Vehicle Maintenance	0.00	0.00	0.00	5,341.03
6700 · Website	0.00	0.00	0.00	0.00
Total 6000 · Sales and Marketing Expense	42,379.63	750.00	3,900.00	71,871.74
6900 · Zone and Micro-Marketing				
6905 · Outside Contract Services	0.00	0.00	0.00	500.00
6910 · Chico Zone	0.00	0.00	0.00	41,470.33
6930 · Oroville Zone	0.00	0.00	0.00	5,112.00
Total 6900 · Zone and Micro-Marketing	0.00	0.00	0.00	47,082.33
7000 · Administration Expenses				
7020 · Bank fees	0.00	0.00	30.23	0.00
7030 · Conference, Convention, Meeting	0.00	0.00	0.00	0.00
7050 · Education	0.00	0.00	0.00	0.00
7070 · General Administration	0.00	0.00	0.00	0.00
7100 · Insurance	0.00	0.00	0.00	0.00
7200 · Meals	0.00	0.00	0.00	0.00
7210 · Membership dues	0.00	0.00	0.00	0.00
7300 · Office supplies	0.00	0.00	0.00	0.00
7310 · Postage	0.00	0.00	0.00	0.00
7320 · Printing and Copying	0.00	0.00	0.00	0.00
7330 · Professional fees - Accounting	0.00	0.00	0.00	0.00
7360 · Rent/ Office Space	0.00	0.00	0.00	0.00
7400 · Staffing - Admin				
7410 · Staffing - Admin Payroll	0.00	0.00	0.00	0.00
7420 · Payroll taxes - admin	0.00	0.00	0.00	0.00
7430 · Workers comp insurance	0.00	0.00	0.00	0.00
7440 · Health insurance	0.00	0.00	0.00	0.00
Total 7400 · Staffing - Admin	0.00	0.00	0.00	0.00
7500 · Subscriptions	0.00	0.00	0.00	0.00
7560 · Telephone, Telecommunications	0.00	0.00	0.00	0.00
7570 · Travel	0.00	0.00	0.00	0.00
7900 · Admin Expense- Other	338.37	0.00	0.00	0.00
Total 7000 · Administration Expenses	338.37	0.00	30.23	0.00
Total Expense	42,718.00	750.00	3,930.23	118,954.07
Net Ordinary Income	7,282.00	-750.00	3,986.15	-118,954.07
Net Income	7,282.00	-750.00	3,986.15	-118,954.07

Explore Butte County Statement of Financial Income and Expense

Accrual Basis

January through May 2022

	Program	Wayfinding Signage -County ARPA	TOTAL
Ordinary Income/Expense			
Income			
4000 · Program Income			
4300 · Chico	142,625.81	0.00	142,625.81
4350 · Gridley	7,051.03	0.00	7,051.03
4400 · Oroville	51,081.45	0.00	51,081.45
Total 4000 · Program Income	200,758.29	0.00	200,758.29
4800 · Other Types of Income			
4810 · Interest Income	46.05	0.00	46.05
4820 · Chico ARPA	0.00	0.00	50,000.00
4850 · Non-Lodging Participation	6,900.00	0.00	13,816.38
4870 · Visitor Guide Advertising	0.00	0.00	1,000.00
4800 · Other Types of Income - Other	248.00	0.00	248.00
Total 4800 · Other Types of Income	7,194.05	0.00	65,110.43
Total Income	207,952.34	0.00	265,868.72
Cost of Goods Sold			
5000 · 2% Fee			
5300 · 2% Fee - Chico	2,852.51	0.00	2,852.51
5350 · 2% Fee - Gridley	141.02	0.00	141.02
5400 · 2% Fee - Oroville	1,021.63	0.00	1,021.63
Total 5000 · 2% Fee	4,015.16	0.00	4,015.16
Total COGS	4,015.16	0.00	4,015.16
Gross Profit	203,937.18	0.00	261,853.56
Expense			
6000 · Sales and Marketing Expense			
6010 · Advertising	81,504.52	0.00	98,754.52
6030 · Conferences	102.89	0.00	102.89
6050 · Creative Services	25,708.36	0.00	25,708.36
6100 · Marketing contracts			
6110 · Advertising Agencies	29,304.70	3,090.00	75,322.21
6130 · Public Relations expense	4,915.00	0.00	4,915.00
6160 · SeeSource	11,235.00	0.00	11,235.00
6100 · Marketing contracts - Other	0.00	0.00	17,464.50
Total 6100 · Marketing contracts	45,454.70	3,090.00	108,936.71
6200 · Meals	179.27	0.00	179.27
6310 · Postage	332.52	0.00	332.52
6320 · Printing	0.00	0.00	31,418.33
6340 · Public Relations	2,261.35	0.00	2,261.35
6360 · Sponsorships	170.00	0.00	170.00
6400 · Staffing - Marketing			
6410 · Staffing - Marketing payroll	58,817.41	2,750.00	66,067.41
6420 · Staffing - Payroll Taxes - Mktg	5,534.92	0.00	5,534.92
6430 · Workers comp insurance	469.64	0.00	469.64
6440 · Health insurance	6,053.08	0.00	6,053.08
Total 6400 · Staffing - Marketing	70,875.05	2,750.00	78,125.05
6655 · Vehicle Maintenance	656.00	0.00	5,997.03
6700 · Website	1,601.88	0.00	1,601.88
Total 6000 · Sales and Marketing Expense	228,846.54	5,840.00	353,587.91
6900 · Zone and Micro-Marketing			
6905 · Outside Contract Services	0.00	0.00	500.00
6910 · Chico Zone	4,326.03	0.00	45,796.36
6930 · Oroville Zone	0.00	0.00	5,112.00
Total 6900 · Zone and Micro-Marketing	4,326.03	0.00	51,408.36
7000 · Administration Expenses			
7020 · Bank fees	-0.01	0.00	30.22
7030 · Conference, Convention, Meeting	2,679.66	0.00	2,679.66
7050 · Education	1,043.79	0.00	1,043.79
7070 · General Administration	580.08	0.00	580.08
7100 · Insurance	4,459.76	0.00	4,459.76
7200 · Meals	665.80	0.00	665.80
7210 · Membership dues	850.00	0.00	850.00
7300 · Office supplies	648.85	0.00	648.85
7310 · Postage	425.40	0.00	425.40
7320 · Printing and Copying	164.67	0.00	164.67
7330 · Professional fees - Accounting	5,849.99	0.00	5,849.99
7360 · Rent/ Office Space	2,955.00	0.00	2,955.00
7400 · Staffing - Admin			
7410 · Staffing - Admin Payroll	14,144.51	0.00	14,144.51
7420 · Payroll taxes - admin	1,166.82	0.00	1,166.82
7430 · Workers comp insurance	93.46	0.00	93.46
7440 · Health insurance	1,089.87	0.00	1,089.87
Total 7400 · Staffing - Admin	16,494.66	0.00	16,494.66
7500 · Subscriptions	609.10	0.00	609.10
7560 · Telephone, Telecommunications	1,204.93	0.00	1,204.93
7570 · Travel	1,815.45	0.00	1,815.45
7900 · Admin Expense- Other	399.60	0.00	737.97
Total 7000 · Administration Expenses	40,846.73	0.00	41,215.33
Total Expense	274,019.30	5,840.00	446,211.60
Net Ordinary Income	-70,082.12	-5,840.00	-184,358.04
Net Income	-70,082.12	-5,840.00	-184,358.04

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

		Chico ARPA	
	Jan - May 22	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
4000 · Program Income			
4200 · Butte County	0.00		
4300 · Chico	0.00		
4350 · Gridley	0.00		
4400 · Oroville	0.00		
4500 · Paradise	0.00		
Total 4000 · Program Income	0.00		
4800 · Other Types of Income			
4810 · Interest Income	0.00		
4820 · Chico ARPA	50,000.00	41,666.00	8,334.00
4835 · County ARPA Signage	0.00		
4830 · County ARPA Events	0.00		
4850 · Non-Lodging Participation	0.00		
4870 · Visitor Guide Advertising	0.00		
4800 · Other Types of Income - Other	0.00		
Total 4800 · Other Types of Income	50,000.00	41,666.00	8,334.00
Total Income	50,000.00	41,666.00	8,334.00
Cost of Goods Sold			
5000 · 2% Fee			
5200 · 2% Fee - Butte County	0.00		
5300 · 2% Fee - Chico	0.00		
5350 · 2% Fee - Gridley	0.00		
5400 · 2% Fee - Oroville	0.00		
5500 · 2% Fee - Paradise	0.00		
Total 5000 · 2% Fee	0.00		
Total COGS	0.00		
Gross Profit	50,000.00	41,666.00	8,334.00
Expense			
6000 · Sales and Marketing Expense			
6010 · Advertising	0.00		
6020 · Capital Display	0.00		
6030 · Conferences	0.00		
6050 · Creative Services	0.00		
6070 · Dues and Memberships	0.00		

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

	Chico ARPA		
	Jan - May 22	Budget	\$ Over Budget
6100 · Marketing contracts			
6110 · Advertising Agencies	21,165.13		
6140 · CrowdRiff	0.00		
6130 · Public Relations expense	0.00		
6150 · Bandwango	0.00		
6160 · SeeSource	0.00		
6100 · Marketing contracts - Other	17,464.50	35,834.00	-18,369.50
Total 6100 · Marketing contracts	38,629.63	35,834.00	2,795.63
6200 · Meals	0.00		
6310 · Postage	0.00		
6320 · Printing	0.00		
6340 · Public Relations	0.00		
6350 · Sales and Marketing Exp. -Other	0.00		
6360 · Sponsorships	0.00		
6355 · Hospitality for Hospitality	0.00		
6400 · Staffing - Marketing			
6410 · Staffing - Marketing payroll	3,750.00		
6420 · Staffing - Payroll Taxes - Mktg	0.00		
6430 · Workers comp insurance	0.00		
6440 · Health insurance	0.00		
Total 6400 · Staffing - Marketing	3,750.00		
6655 · Vehicle Maintenance	0.00		
6700 · Website	0.00		
Total 6000 · Sales and Marketing Expense	42,379.63	35,834.00	6,545.63
6900 · Zone and Micro-Marketing			
6905 · Outside Contract Services	0.00		
6910 · Chico Zone	0.00		
6920 · Paradise Zone	0.00		
6930 · Oroville Zone	0.00		
6940 · Other Zone	0.00		
Total 6900 · Zone and Micro-Marketing	0.00		
7000 · Administration Expenses			
7010 · Advertising	0.00		
7020 · Bank fees	0.00		
7030 · Conference, Convention, Meeting	0.00		
7050 · Education	0.00		
7060 · Filing fees/ taxes	0.00		
7070 · General Administration	0.00		
7100 · Insurance	0.00		

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

	Chico ARPA		
	Jan - May 22	Budget	\$ Over Budget
7200 · Meals	0.00		
7210 · Membership dues	0.00		
7300 · Office supplies	0.00		
7310 · Postage	0.00		
7320 · Printing and Copying	0.00		
7330 · Professional fees - Accounting	0.00		
7340 · Professional fees - Legal	0.00		
7350 · Promotion	0.00		
7360 · Rent/ Office Space	0.00		
7400 · Staffing - Admin			
7410 · Staffing - Admin Payroll	0.00		
7420 · Payroll taxes - admin	0.00		
7430 · Workers comp insurance	0.00		
7440 · Health insurance	0.00		
Total 7400 · Staffing - Admin	0.00		
7500 · Subscriptions	0.00		
7560 · Telephone, Telecommunications	0.00		
7570 · Travel	0.00		
7900 · Admin Expense- Other	338.37	5,834.00	-5,495.63
Total 7000 · Administration Expenses	338.37	5,834.00	-5,495.63
Total Expense	42,718.00	41,668.00	1,050.00
Net Ordinary Income	7,282.00	-2.00	7,284.00
Net Income	7,282.00	-2.00	7,284.00

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

	Event Support - County ARPA		
	Jan - May 22	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
4000 · Program Income			
4200 · Butte County	0.00		
4300 · Chico	0.00		
4350 · Gridley	0.00		
4400 · Oroville	0.00		
4500 · Paradise	0.00		
Total 4000 · Program Income	0.00		
4800 · Other Types of Income			
4810 · Interest Income	0.00		
4820 · Chico ARPA	0.00		
4835 · County ARPA Signage	0.00		
4830 · County ARPA Events	0.00	22,415.00	-22,415.00
4850 · Non-Lodging Participation	0.00		
4870 · Visitor Guide Advertising	0.00	0.00	0.00
4800 · Other Types of Income - Other	0.00		
Total 4800 · Other Types of Income	0.00	22,415.00	-22,415.00
Total Income	0.00	22,415.00	-22,415.00
Cost of Goods Sold			
5000 · 2% Fee			
5200 · 2% Fee - Butte County	0.00		
5300 · 2% Fee - Chico	0.00		
5350 · 2% Fee - Gridley	0.00		
5400 · 2% Fee - Oroville	0.00		
5500 · 2% Fee - Paradise	0.00		
Total 5000 · 2% Fee	0.00		
Total COGS	0.00		
Gross Profit	0.00	22,415.00	-22,415.00
Expense			
6000 · Sales and Marketing Expense			
6010 · Advertising	0.00		
6020 · Capital Display	0.00		
6030 · Conferences	0.00		
6050 · Creative Services	0.00		
6070 · Dues and Memberships	0.00		

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

	Event Support - County ARPA		
	Jan - May 22	Budget	\$ Over Budget
6100 · Marketing contracts			
6110 · Advertising Agencies	0.00		
6140 · CrowdRiff	0.00		
6130 · Public Relations expense	0.00		
6150 · Bandwango	0.00		
6160 · SeeSource	0.00		
6100 · Marketing contracts - Other	0.00		
Total 6100 · Marketing contracts	0.00		
6200 · Meals	0.00		
6310 · Postage	0.00		
6320 · Printing	0.00		
6340 · Public Relations	0.00		
6350 · Sales and Marketing Exp. -Other	0.00		
6360 · Sponsorships	0.00	20,540.00	-20,540.00
6355 · Hospitality for Hospitality	0.00		
6400 · Staffing - Marketing			
6410 · Staffing - Marketing payroll	750.00		
6420 · Staffing - Payroll Taxes - Mktg	0.00		
6430 · Workers comp insurance	0.00		
6440 · Health insurance	0.00		
Total 6400 · Staffing - Marketing	750.00		
6655 · Vehicle Maintenance	0.00		
6700 · Website	0.00		
Total 6000 · Sales and Marketing Expense	750.00	20,540.00	-19,790.00
6900 · Zone and Micro-Marketing			
6905 · Outside Contract Services	0.00		
6910 · Chico Zone	0.00		
6920 · Paradise Zone	0.00		
6930 · Oroville Zone	0.00		
6940 · Other Zone	0.00		
Total 6900 · Zone and Micro-Marketing	0.00		
7000 · Administration Expenses			
7010 · Advertising	0.00		
7020 · Bank fees	0.00		
7030 · Conference, Convention, Meeting	0.00		
7050 · Education	0.00		
7060 · Filing fees/ taxes	0.00		
7070 · General Administration	0.00		
7100 · Insurance	0.00		

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Accrual Basis

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

	Event Support - County ARPA		
	Jan - May 22	Budget	\$ Over Budget
7200 · Meals	0.00		
7210 · Membership dues	0.00		
7300 · Office supplies	0.00		
7310 · Postage	0.00		
7320 · Printing and Copying	0.00		
7330 · Professional fees - Accounting	0.00		
7340 · Professional fees - Legal	0.00		
7350 · Promotion	0.00		
7360 · Rent/ Office Space	0.00		
7400 · Staffing - Admin			
7410 · Staffing - Admin Payroll	0.00		
7420 · Payroll taxes - admin	0.00		
7430 · Workers comp insurance	0.00		
7440 · Health insurance	0.00		
Total 7400 · Staffing - Admin	0.00		
7500 · Subscriptions	0.00		
7560 · Telephone, Telecommunications	0.00		
7570 · Travel	0.00		
7900 · Admin Expense- Other	0.00	1,875.00	-1,875.00
Total 7000 · Administration Expenses	0.00	1,875.00	-1,875.00
Total Expense	750.00	22,415.00	-21,665.00
Net Ordinary Income	-750.00	0.00	-750.00
Net Income	-750.00	0.00	-750.00

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

		Non-Lodging	
	Jan - May 22	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
4000 · Program Income			
4200 · Butte County	0.00		
4300 · Chico	0.00		
4350 · Gridley	0.00		
4400 · Oroville	0.00		
4500 · Paradise	0.00		
Total 4000 · Program Income	0.00		
4800 · Other Types of Income			
4810 · Interest Income	0.00		
4820 · Chico ARPA	0.00		
4835 · County ARPA Signage	0.00		
4830 · County ARPA Events	0.00		
4850 · Non-Lodging Participation	6,916.38	2,500.00	4,416.38
4870 · Visitor Guide Advertising	1,000.00	4,166.00	-3,166.00
4800 · Other Types of Income - Other	0.00		
Total 4800 · Other Types of Income	7,916.38	6,666.00	1,250.38
Total Income	7,916.38	6,666.00	1,250.38
Cost of Goods Sold			
5000 · 2% Fee			
5200 · 2% Fee - Butte County	0.00		
5300 · 2% Fee - Chico	0.00		
5350 · 2% Fee - Gridley	0.00		
5400 · 2% Fee - Oroville	0.00		
5500 · 2% Fee - Paradise	0.00		
Total 5000 · 2% Fee	0.00		
Total COGS	0.00		
Gross Profit	7,916.38	6,666.00	1,250.38
Expense			
6000 · Sales and Marketing Expense			
6010 · Advertising	3,900.00	2,500.00	1,400.00
6020 · Capital Display	0.00		
6030 · Conferences	0.00		
6050 · Creative Services	0.00		
6070 · Dues and Memberships	0.00		

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

	Jan - May 22	Non-Lodging	
		Budget	\$ Over Budget
6100 · Marketing contracts			
6110 · Advertising Agencies	0.00		
6140 · CrowdRiff	0.00		
6130 · Public Relations expense	0.00		
6150 · Bandwango	0.00		
6160 · SeeSource	0.00		
6100 · Marketing contracts - Other	0.00		
Total 6100 · Marketing contracts	0.00		
6200 · Meals	0.00		
6310 · Postage	0.00		
6320 · Printing	0.00	4,166.00	-4,166.00
6340 · Public Relations	0.00		
6350 · Sales and Marketing Exp. -Other	0.00		
6360 · Sponsorships	0.00		
6355 · Hospitality for Hospitality	0.00		
6400 · Staffing - Marketing			
6410 · Staffing - Marketing payroll	0.00		
6420 · Staffing - Payroll Taxes - Mktg	0.00		
6430 · Workers comp insurance	0.00		
6440 · Health insurance	0.00		
Total 6400 · Staffing - Marketing	0.00		
6655 · Vehicle Maintenance	0.00		
6700 · Website	0.00		
Total 6000 · Sales and Marketing Expense	3,900.00	6,666.00	-2,766.00
6900 · Zone and Micro-Marketing			
6905 · Outside Contract Services	0.00		
6910 · Chico Zone	0.00		
6920 · Paradise Zone	0.00		
6930 · Oroville Zone	0.00		
6940 · Other Zone	0.00		
Total 6900 · Zone and Micro-Marketing	0.00		
7000 · Administration Expenses			
7010 · Advertising	0.00		
7020 · Bank fees	30.23		
7030 · Conference, Convention, Meeting	0.00		
7050 · Education	0.00		
7060 · Filing fees/ taxes	0.00		
7070 · General Administration	0.00		
7100 · Insurance	0.00		

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Accrual Basis

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

	Jan - May 22	Non-Lodging Budget	\$ Over Budget
7200 · Meals	0.00		
7210 · Membership dues	0.00		
7300 · Office supplies	0.00		
7310 · Postage	0.00		
7320 · Printing and Copying	0.00		
7330 · Professional fees - Accounting	0.00		
7340 · Professional fees - Legal	0.00		
7350 · Promotion	0.00		
7360 · Rent/ Office Space	0.00		
7400 · Staffing - Admin			
7410 · Staffing - Admin Payroll	0.00		
7420 · Payroll taxes - admin	0.00		
7430 · Workers comp insurance	0.00		
7440 · Health insurance	0.00		
Total 7400 · Staffing - Admin	0.00		
7500 · Subscriptions	0.00		
7560 · Telephone, Telecommunications	0.00		
7570 · Travel	0.00		
7900 · Admin Expense- Other	0.00		
Total 7000 · Administration Expenses	30.23		
Total Expense	3,930.23	6,666.00	-2,735.77
Net Ordinary Income	3,986.15	0.00	3,986.15
Net Income	3,986.15	0.00	3,986.15

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Accrual Basis

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

		Prior Year Reserved	
	Jan - May 22	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
4000 · Program Income			
4200 · Butte County	0.00		
4300 · Chico	0.00		
4350 · Gridley	0.00		
4400 · Oroville	0.00		
4500 · Paradise	0.00		
Total 4000 · Program Income			0.00
4800 · Other Types of Income			
4810 · Interest Income	0.00		
4820 · Chico ARPA	0.00		
4835 · County ARPA Signage	0.00		
4830 · County ARPA Events	0.00		
4850 · Non-Lodging Participation	0.00		
4870 · Visitor Guide Advertising	0.00		
4800 · Other Types of Income - Other	0.00		
Total 4800 · Other Types of Income			0.00
Total Income			0.00
Cost of Goods Sold			
5000 · 2% Fee			
5200 · 2% Fee - Butte County	0.00		
5300 · 2% Fee - Chico	0.00		
5350 · 2% Fee - Gridley	0.00		
5400 · 2% Fee - Oroville	0.00		
5500 · 2% Fee - Paradise	0.00		
Total 5000 · 2% Fee			0.00
Total COGS			0.00
Gross Profit			0.00
Expense			
6000 · Sales and Marketing Expense			
6010 · Advertising	13,350.00		
6020 · Capital Display	0.00		
6030 · Conferences	0.00		
6050 · Creative Services	0.00		
6070 · Dues and Memberships	0.00		

No assurance is provided on these financial statements

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

		Prior Year Reserved	
	Jan - May 22	Budget	\$ Over Budget
6100 · Marketing contracts			
6110 · Advertising Agencies	21,762.38	22,916.00	-1,153.62
6140 · CrowdRiff	0.00		
6130 · Public Relations expense	0.00		
6150 · Bandwango	0.00		
6160 · SeeSource	0.00		
6100 · Marketing contracts - Other	0.00		
Total 6100 · Marketing contracts	21,762.38	22,916.00	-1,153.62
6200 · Meals	0.00		
6310 · Postage	0.00		
6320 · Printing	31,418.33		
6340 · Public Relations	0.00		
6350 · Sales and Marketing Exp. -Other	0.00		
6360 · Sponsorships	0.00		
6355 · Hospitality for Hospitality	0.00		
6400 · Staffing - Marketing			
6410 · Staffing - Marketing payroll	0.00		
6420 · Staffing - Payroll Taxes - Mktg	0.00		
6430 · Workers comp insurance	0.00		
6440 · Health insurance	0.00		
Total 6400 · Staffing - Marketing	0.00		
6655 · Vehicle Maintenance	5,341.03	39,584.00	-34,242.97
6700 · Website	0.00		
Total 6000 · Sales and Marketing Expense	71,871.74	62,500.00	9,371.74
6900 · Zone and Micro-Marketing			
6905 · Outside Contract Services	500.00		
6910 · Chico Zone	41,470.33	24,166.00	17,304.33
6920 · Paradise Zone	0.00	625.00	-625.00
6930 · Oroville Zone	5,112.00	7,709.00	-2,597.00
6940 · Other Zone	0.00	584.00	-584.00
Total 6900 · Zone and Micro-Marketing	47,082.33	33,084.00	13,998.33
7000 · Administration Expenses			
7010 · Advertising	0.00		
7020 · Bank fees	0.00		
7030 · Conference, Convention, Meeting	0.00		
7050 · Education	0.00		
7060 · Filing fees/ taxes	0.00		
7070 · General Administration	0.00		
7100 · Insurance	0.00		

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Accrual Basis

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

		Prior Year Reserved	
	Jan - May 22	Budget	\$ Over Budget
7200 · Meals	0.00		
7210 · Membership dues	0.00		
7300 · Office supplies	0.00		
7310 · Postage	0.00		
7320 · Printing and Copying	0.00		
7330 · Professional fees - Accounting	0.00		
7340 · Professional fees - Legal	0.00		
7350 · Promotion	0.00		
7360 · Rent/ Office Space	0.00		
7400 · Staffing - Admin			
7410 · Staffing - Admin Payroll	0.00		
7420 · Payroll taxes - admin	0.00		
7430 · Workers comp insurance	0.00		
7440 · Health insurance	0.00		
Total 7400 · Staffing - Admin	0.00		
7500 · Subscriptions	0.00		
7560 · Telephone, Telecommunications	0.00		
7570 · Travel	0.00		
7900 · Admin Expense- Other	0.00		
Total 7000 · Administration Expenses	0.00		
Total Expense	118,954.07	95,584.00	23,370.07
Net Ordinary Income	-118,954.07	-95,584.00	-23,370.07
Net Income	-118,954.07	-95,584.00	-23,370.07

Explore Butte County

Budget vs. Actual by Program/Projects

January through May 2022

	Jan - May 22	Program Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
4000 · Program Income			
4200 · Butte County	0.00	1,310.00	-1,310.00
4300 · Chico	142,625.81	254,894.00	-112,268.19
4350 · Gridley	7,051.03	3,471.00	3,580.03
4400 · Oroville	51,081.45	82,946.00	-31,864.55
4500 · Paradise	0.00	11,546.00	-11,546.00
Total 4000 · Program Income	200,758.29	354,167.00	-153,408.71
4800 · Other Types of Income			
4810 · Interest Income	46.05		
4820 · Chico ARPA	0.00		
4835 · County ARPA Signage	0.00		
4830 · County ARPA Events	0.00		
4850 · Non-Lodging Participation	6,900.00		
4870 · Visitor Guide Advertising	0.00		
4800 · Other Types of Income - Other	248.00		
Total 4800 · Other Types of Income	7,194.05		
Total Income	207,952.34	354,167.00	-146,214.66
Cost of Goods Sold			
5000 · 2% Fee			
5200 · 2% Fee - Butte County	0.00	26.00	-26.00
5300 · 2% Fee - Chico	2,852.51	5,097.00	-2,244.49
5350 · 2% Fee - Gridley	141.02	70.00	71.02
5400 · 2% Fee - Oroville	1,021.63	1,659.00	-637.37
5500 · 2% Fee - Paradise	0.00	231.00	-231.00
Total 5000 · 2% Fee	4,015.16	7,083.00	-3,067.84
Total COGS	4,015.16	7,083.00	-3,067.84
Gross Profit	203,937.18	347,084.00	-143,146.82
Expense			
6000 · Sales and Marketing Expense			
6010 · Advertising	81,504.52	73,959.00	7,545.52
6020 · Capital Display	0.00	625.00	-625.00
6030 · Conferences	102.89	834.00	-731.11
6050 · Creative Services	25,708.36	26,666.00	-957.64
6070 · Dues and Memberships	0.00	1,666.00	-1,666.00

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

		Program	
	Jan - May 22	Budget	\$ Over Budget
6100 · Marketing contracts			
6110 · Advertising Agencies	29,304.70	19,084.00	10,220.70
6140 · CrowdRiff	0.00	6,271.00	-6,271.00
6130 · Public Relations expense	4,915.00	6,250.00	-1,335.00
6150 · Bandwango	0.00	6,041.00	-6,041.00
6160 · SeeSource	11,235.00	11,459.00	-224.00
6100 · Marketing contracts - Other	0.00		
Total 6100 · Marketing contracts	45,454.70	49,105.00	-3,650.30
6200 · Meals	179.27	125.00	54.27
6310 · Postage	332.52	1,041.00	-708.48
6320 · Printing	0.00	2,500.00	-2,500.00
6340 · Public Relations	2,261.35	2,500.00	-238.65
6350 · Sales and Marketing Exp. -Other	0.00	834.00	-834.00
6360 · Sponsorships	170.00		
6355 · Hospitality for Hospitality	0.00	1,041.00	-1,041.00
6400 · Staffing - Marketing			
6410 · Staffing - Marketing payroll	58,817.41	66,250.00	-7,432.59
6420 · Staffing - Payroll Taxes - Mktg	5,534.92	6,250.00	-715.08
6430 · Workers comp insurance	469.64	771.00	-301.36
6440 · Health insurance	6,053.08	6,250.00	-196.92
Total 6400 · Staffing - Marketing	70,875.05	79,521.00	-8,645.95
6655 · Vehicle Maintenance	656.00	2,084.00	-1,428.00
6700 · Website	1,601.88	5,416.00	-3,814.12
Total 6000 · Sales and Marketing Expense	228,846.54	247,917.00	-19,070.46
6900 · Zone and Micro-Marketing			
6905 · Outside Contract Services	0.00		
6910 · Chico Zone	4,326.03		
6920 · Paradise Zone	0.00		
6930 · Oroville Zone	0.00		
6940 · Other Zone	0.00		
Total 6900 · Zone and Micro-Marketing	4,326.03		
7000 · Administration Expenses			
7010 · Advertising	0.00	300.00	-300.00
7020 · Bank fees	-0.01	41.00	-41.01
7030 · Conference, Convention, Meeting	2,679.66	2,084.00	595.66
7050 · Education	1,043.79	2,084.00	-1,040.21
7060 · Filing fees/ taxes	0.00	41.00	-41.00
7070 · General Administration	580.08	4,166.00	-3,585.92
7100 · Insurance	4,459.76	2,500.00	1,959.76

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Accrual Basis

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

	Program		
	Jan - May 22	Budget	\$ Over Budget
7200 · Meals	665.80	520.00	145.80
7210 · Membership dues	850.00	1,041.00	-191.00
7300 · Office supplies	648.85	1,250.00	-601.15
7310 · Postage	425.40	209.00	216.40
7320 · Printing and Copying	164.67	416.00	-251.33
7330 · Professional fees - Accounting	5,849.99	10,416.00	-4,566.01
7340 · Professional fees - Legal	0.00	1,444.00	-1,444.00
7350 · Promotion	0.00	41.00	-41.00
7360 · Rent/ Office Space	2,955.00	3,500.00	-545.00
7400 · Staffing - Admin			
7410 · Staffing - Admin Payroll	14,144.51	9,250.00	4,894.51
7420 · Payroll taxes - admin	1,166.82	1,225.00	-58.18
7430 · Workers comp insurance	93.46	131.00	-37.54
7440 · Health insurance	1,089.87	1,250.00	-160.13
Total 7400 · Staffing - Admin	16,494.66	11,856.00	4,638.66
7500 · Subscriptions	609.10	4,584.00	-3,974.90
7560 · Telephone, Telecommunications	1,204.93	1,525.00	-320.07
7570 · Travel	1,815.45	2,604.00	-788.55
7900 · Admin Expense- Other	399.60	2,500.00	-2,100.40
Total 7000 · Administration Expenses	40,846.73	53,122.00	-12,275.27
Total Expense	274,019.30	301,039.00	-27,019.70
Net Ordinary Income	-70,082.12	46,045.00	-116,127.12
Net Income	-70,082.12	46,045.00	-116,127.12

No assurance is provided on these financial statements

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

	Wayfinding Signage -County ARPA		
	Jan - May 22	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
4000 · Program Income			
4200 · Butte County	0.00		
4300 · Chico	0.00		
4350 · Gridley	0.00		
4400 · Oroville	0.00		
4500 · Paradise	0.00		
Total 4000 · Program Income	0.00		
4800 · Other Types of Income			
4810 · Interest Income	0.00		
4820 · Chico ARPA	0.00		
4835 · County ARPA Signage	0.00	40,625.00	-40,625.00
4830 · County ARPA Events	0.00		
4850 · Non-Lodging Participation	0.00		
4870 · Visitor Guide Advertising	0.00		
4800 · Other Types of Income - Other	0.00		
Total 4800 · Other Types of Income	0.00	40,625.00	-40,625.00
Total Income	0.00	40,625.00	-40,625.00
Cost of Goods Sold			
5000 · 2% Fee			
5200 · 2% Fee - Butte County	0.00		
5300 · 2% Fee - Chico	0.00		
5350 · 2% Fee - Gridley	0.00		
5400 · 2% Fee - Oroville	0.00		
5500 · 2% Fee - Paradise	0.00		
Total 5000 · 2% Fee	0.00		
Total COGS	0.00		
Gross Profit	0.00	40,625.00	-40,625.00
Expense			
6000 · Sales and Marketing Expense			
6010 · Advertising	0.00		
6020 · Capital Display	0.00		
6030 · Conferences	0.00		
6050 · Creative Services	0.00		
6070 · Dues and Memberships	0.00		

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

	Wayfinding Signage -County ARPA		
	Jan - May 22	Budget	\$ Over Budget
6100 · Marketing contracts			
6110 · Advertising Agencies	3,090.00	35,416.00	-32,326.00
6140 · CrowdRiff	0.00		
6130 · Public Relations expense	0.00		
6150 · Bandwango	0.00		
6160 · SeeSource	0.00		
6100 · Marketing contracts - Other	0.00		
Total 6100 · Marketing contracts	3,090.00	35,416.00	-32,326.00
6200 · Meals	0.00		
6310 · Postage	0.00		
6320 · Printing	0.00		
6340 · Public Relations	0.00		
6350 · Sales and Marketing Exp. -Other	0.00		
6360 · Sponsorships	0.00		
6355 · Hospitality for Hospitality	0.00		
6400 · Staffing - Marketing			
6410 · Staffing - Marketing payroll	2,750.00		
6420 · Staffing - Payroll Taxes - Mktg	0.00		
6430 · Workers comp insurance	0.00		
6440 · Health insurance	0.00		
Total 6400 · Staffing - Marketing	2,750.00		
6655 · Vehicle Maintenance	0.00		
6700 · Website	0.00		
Total 6000 · Sales and Marketing Expense	5,840.00	35,416.00	-29,576.00
6900 · Zone and Micro-Marketing			
6905 · Outside Contract Services	0.00		
6910 · Chico Zone	0.00		
6920 · Paradise Zone	0.00		
6930 · Oroville Zone	0.00		
6940 · Other Zone	0.00		
Total 6900 · Zone and Micro-Marketing	0.00		
7000 · Administration Expenses			
7010 · Advertising	0.00		
7020 · Bank fees	0.00		
7030 · Conference, Convention, Meeting	0.00		
7050 · Education	0.00		
7060 · Filing fees/ taxes	0.00		
7070 · General Administration	0.00		
7100 · Insurance	0.00		

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06/08/22

Accrual Basis

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

	Wayfinding Signage -County ARPA		
	Jan - May 22	Budget	\$ Over Budget
7200 · Meals	0.00		
7210 · Membership dues	0.00		
7300 · Office supplies	0.00		
7310 · Postage	0.00		
7320 · Printing and Copying	0.00		
7330 · Professional fees - Accounting	0.00		
7340 · Professional fees - Legal	0.00		
7350 · Promotion	0.00		
7360 · Rent/ Office Space	0.00		
7400 · Staffing - Admin			
7410 · Staffing - Admin Payroll	0.00		
7420 · Payroll taxes - admin	0.00		
7430 · Workers comp insurance	0.00		
7440 · Health insurance	0.00		
Total 7400 · Staffing - Admin	0.00		
7500 · Subscriptions	0.00		
7560 · Telephone, Telecommunications	0.00		
7570 · Travel	0.00		
7900 · Admin Expense- Other	0.00	5,209.00	-5,209.00
Total 7000 · Administration Expenses	0.00	5,209.00	-5,209.00
Total Expense	5,840.00	40,625.00	-34,785.00
Net Ordinary Income	-5,840.00	0.00	-5,840.00
Net Income	-5,840.00	0.00	-5,840.00

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

		TOTAL	
	Jan - May 22	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
4000 · Program Income			
4200 · Butte County	0.00	1,310.00	-1,310.00
4300 · Chico	142,625.81	254,894.00	-112,268.19
4350 · Gridley	7,051.03	3,471.00	3,580.03
4400 · Oroville	51,081.45	82,946.00	-31,864.55
4500 · Paradise	0.00	11,546.00	-11,546.00
Total 4000 · Program Income	200,758.29	354,167.00	-153,408.71
4800 · Other Types of Income			
4810 · Interest Income	46.05	0.00	46.05
4820 · Chico ARPA	50,000.00	41,666.00	8,334.00
4835 · County ARPA Signage	0.00	40,625.00	-40,625.00
4830 · County ARPA Events	0.00	22,415.00	-22,415.00
4850 · Non-Lodging Participation	13,816.38	2,500.00	11,316.38
4870 · Visitor Guide Advertising	1,000.00	4,166.00	-3,166.00
4800 · Other Types of Income - Other	248.00	0.00	248.00
Total 4800 · Other Types of Income	65,110.43	111,372.00	-46,261.57
Total Income	265,868.72	465,539.00	-199,670.28
Cost of Goods Sold			
5000 · 2% Fee			
5200 · 2% Fee - Butte County	0.00	26.00	-26.00
5300 · 2% Fee - Chico	2,852.51	5,097.00	-2,244.49
5350 · 2% Fee - Gridley	141.02	70.00	71.02
5400 · 2% Fee - Oroville	1,021.63	1,659.00	-637.37
5500 · 2% Fee - Paradise	0.00	231.00	-231.00
Total 5000 · 2% Fee	4,015.16	7,083.00	-3,067.84
Total COGS	4,015.16	7,083.00	-3,067.84
Gross Profit	261,853.56	458,456.00	-196,602.44
Expense			
6000 · Sales and Marketing Expense			
6010 · Advertising	98,754.52	76,459.00	22,295.52
6020 · Capital Display	0.00	625.00	-625.00
6030 · Conferences	102.89	834.00	-731.11
6050 · Creative Services	25,708.36	26,666.00	-957.64
6070 · Dues and Memberships	0.00	1,666.00	-1,666.00

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

		TOTAL	
	Jan - May 22	Budget	\$ Over Budget
6100 · Marketing contracts			
6110 · Advertising Agencies	75,322.21	77,416.00	-2,093.79
6140 · CrowdRiff	0.00	6,271.00	-6,271.00
6130 · Public Relations expense	4,915.00	6,250.00	-1,335.00
6150 · Bandwango	0.00	6,041.00	-6,041.00
6160 · SeeSource	11,235.00	11,459.00	-224.00
6100 · Marketing contracts - Other	17,464.50	35,834.00	-18,369.50
Total 6100 · Marketing contracts	108,936.71	143,271.00	-34,334.29
6200 · Meals	179.27	125.00	54.27
6310 · Postage	332.52	1,041.00	-708.48
6320 · Printing	31,418.33	6,666.00	24,752.33
6340 · Public Relations	2,261.35	2,500.00	-238.65
6350 · Sales and Marketing Exp. -Other	0.00	834.00	-834.00
6360 · Sponsorships	170.00	20,540.00	-20,370.00
6355 · Hospitality for Hospitality	0.00	1,041.00	-1,041.00
6400 · Staffing - Marketing			
6410 · Staffing - Marketing payroll	66,067.41	66,250.00	-182.59
6420 · Staffing - Payroll Taxes - Mktg	5,534.92	6,250.00	-715.08
6430 · Workers comp insurance	469.64	771.00	-301.36
6440 · Health insurance	6,053.08	6,250.00	-196.92
Total 6400 · Staffing - Marketing	78,125.05	79,521.00	-1,395.95
6655 · Vehicle Maintenance	5,997.03	41,668.00	-35,670.97
6700 · Website	1,601.88	5,416.00	-3,814.12
Total 6000 · Sales and Marketing Expense	353,587.91	408,873.00	-55,285.09
6900 · Zone and Micro-Marketing			
6905 · Outside Contract Services	500.00	0.00	500.00
6910 · Chico Zone	45,796.36	24,166.00	21,630.36
6920 · Paradise Zone	0.00	625.00	-625.00
6930 · Oroville Zone	5,112.00	7,709.00	-2,597.00
6940 · Other Zone	0.00	584.00	-584.00
Total 6900 · Zone and Micro-Marketing	51,408.36	33,084.00	18,324.36
7000 · Administration Expenses			
7010 · Advertising	0.00	300.00	-300.00
7020 · Bank fees	30.22	41.00	-10.78
7030 · Conference, Convention, Meeting	2,679.66	2,084.00	595.66
7050 · Education	1,043.79	2,084.00	-1,040.21
7060 · Filing fees/ taxes	0.00	41.00	-41.00
7070 · General Administration	580.08	4,166.00	-3,585.92
7100 · Insurance	4,459.76	2,500.00	1,959.76

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06/08/22

Accrual Basis

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

		TOTAL	
	Jan - May 22	Budget	\$ Over Budget
7200 · Meals	665.80	520.00	145.80
7210 · Membership dues	850.00	1,041.00	-191.00
7300 · Office supplies	648.85	1,250.00	-601.15
7310 · Postage	425.40	209.00	216.40
7320 · Printing and Copying	164.67	416.00	-251.33
7330 · Professional fees - Accounting	5,849.99	10,416.00	-4,566.01
7340 · Professional fees - Legal	0.00	1,444.00	-1,444.00
7350 · Promotion	0.00	41.00	-41.00
7360 · Rent/ Office Space	2,955.00	3,500.00	-545.00
7400 · Staffing - Admin			
7410 · Staffing - Admin Payroll	14,144.51	9,250.00	4,894.51
7420 · Payroll taxes - admin	1,166.82	1,225.00	-58.18
7430 · Workers comp insurance	93.46	131.00	-37.54
7440 · Health insurance	1,089.87	1,250.00	-160.13
Total 7400 · Staffing - Admin	16,494.66	11,856.00	4,638.66
7500 · Subscriptions	609.10	4,584.00	-3,974.90
7560 · Telephone, Telecommunications	1,204.93	1,525.00	-320.07
7570 · Travel	1,815.45	2,604.00	-788.55
7900 · Admin Expense- Other	737.97	15,418.00	-14,680.03
Total 7000 · Administration Expenses	41,215.33	66,040.00	-24,824.67
Total Expense	446,211.60	507,997.00	-61,785.40
Net Ordinary Income	-184,358.04	-49,541.00	-134,817.04
Net Income	-184,358.04	-49,541.00	-134,817.04

No assurance is provided on these financial statements

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Recruitment Committee
6.22.22 @ 3:00pm
Via Zoom

Join Zoom Meeting
<https://us02web.zoom.us/j/82309220244?pwd=dTRpbTRLWVBrUTE4Ulk1VEtIMWFUdz09>
Meeting ID: 823 0922 0244
Passcode: 384354





Committee Members: Bruce Spangler, John Pearson, Jasmin Wilson, Carolyn Denero

Notes from 6.8.22 meeting:  6.8.22 Meeting

Progress Report

Before getting to the work of the work - discuss timeline and board meeting schedule.

Link to our working documents:  Recruitment Committee Tasks

1. Recruitment options and cost:  Recruitment Services / Options
 - ☐ As a resource, here are our current financials from May:
 -  May_2022 Financials.pdf
 - ☐ Recommendation for how you'd like to proceed. Does committee want to interview the agencies? Just review contracts?
 - ☐ What is the total budget you want to recommend to the BOD? Not to exceed? Think about the additional costs, like in-market travel.
 - ☐ What is the timeline for getting started?
 - ☐ Ownership for this item?
2. Competitive Analysis:  Competitive Salary Analysis
 - ☐ Does somebody want to do this research for the group? Notes on the master spreadsheet state you want a third-party to do this. Who is going to find that company?
 - ☐ Timeline for this to be completed?
3. Job Description:  Executive Director job description - ORIGINAL VERSION
 - ☐ Job title recommendation
 - ☐ Feedback on the notes Denero added to the job description
 - ☐ Is now the time to change it? Start with what you have and see what the response is?
 - ☐ Can the recruiting agency help with this, if selected to move forward?

- ☐ Ownership for this item if it needs more work?
- ☐ Timeline?

4. Board member roles & responsibilities:

 Roles & Responsibilities Information for Chart

- ☐ Does somebody want to take this on to fill in more information?
- ☐ Are you looking for somebody to do a training to help facilitate this.
 - ☐ If so, who wants to do this research?
 - ☐ What is the budget and expected outcome?
 - ☐ Timeline?

5. Communications

6. Things not yet discussed/built from master spreadsheet

- ☐ Organizational Description
- ☐ Denero's contract proposal

7. Other items to be added to the list?

Chief Executive Officer
Search Proposal



SearchWide Global

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Dear Carolyn & the Explore Butte County Board of Directors,

Thank you for inviting SearchWide Global to share our experience and expertise with you. We understand the significance of this search and realize its importance for Explore Butte County.

Selecting the next CEO for Explore Butte County will require a thoughtful, transparent, and effective process, with failure not being an option. We understand your new CEO must bring skills that include:

- The ability to represent Explore Butte County and the greater community thoughtfully and respectfully.
- Exceptional political acumen and leadership skills.
- Seamless communication with, and management of important stakeholders in the greater community.

SearchWide Global specializes in C-level and Director level executive searches for companies ranging in size from Fortune 500 corporations to mid-sized public and private companies and associations. We are a full-service executive search firm primarily for companies in the travel, tourism, hospitality, lodging, convention, trade association, venue management, and experiential marketing industries.

We will work hard to ensure that we deliver a diverse slate of candidates with experience aligned with the Board's expectations. We focus on workplace diversity in our process, highlighting the differences and similarities that people can bring to an organization. We are proud of the diversity of our placements over the last three years:

- 39% Female
- 20% BIPOC



We strive to be inclusive of everyone throughout our prospecting phase. We recently founded and launched [Tourism Diversity Matters](#), which is a collective impact approach for all sectors within our industry.

Thank you again for the opportunity to share our experience. We really appreciate your consideration and look forward to learning more about your expectations so that we are focused to find the best of the best!

Nicole Newman

Vice President, SearchWide Global

YOUR EXECUTIVE SEARCH TEAM



NICOLE NEWMAN

Vice President

📍 Phoenix, AZ Office

Nicole will provide leadership in the sourcing of candidates and marketing.

Nicole is an expert at recognizing client's needs and identifying best-in-class talent. Nicole works in all sectors of the hospitality and travel industry. Her experience in group sales, catering and event planning gives her a unique perspective on executive-level recruitment. A member of MPI, Southern California Chapter, she served on the Executive Board as President.



RENEE MARPERT

Executive Recruiter

📍 Seattle, WA Office

Renee will assist with the sourcing of candidates and marketing.

With nearly 7 years of experience in hospitality human resources, including most recently serving as a Talent Acquisition Specialist for a Hospitality Management & Consultancy in Seattle, Renee assists with Director of C-Level searches as well as business development initiatives for SearchWide Global.



TRACY SMITH

Senior Project Manager

📍 Headquarters Office - St. Paul, MN

Tracy will manage the organization and coordination of all search logistics.

Tracy manages search logistics across all sectors, ensuring that the process is completed successfully, and assists with daily operations. Prior to SearchWide Global, she spent 11 years in the sports and events industry. Tracy holds a communications degree from the University of Wisconsin Eau Claire.

OUR SIGNATURE PROCESS:

With You Every Step of the Way

We are committed to providing extraordinary services every step of the way by offering unique deliverables tailored to fit your needs while creating bench strength within your organization. Working with us is an experience that many have described as a white-glove level of service and we want to share that experience with you. Additional details about our approach and signature search process are as follows:

Week 1

Needs Assessment
Interviews

Week 1-2

Position Overview
and Marketing Plan

Week 3-10

Prospecting and
Qualifying
Candidates

Week 11

Review Candidate
List with Search
Committee

Week 11-12

Candidate
Processing
of Short List

Week 13

Final Candidate
Information
Delivered

Week 13

Candidate Interviews

Week 14-15

Candidate Second Interviews
Offer and Negotiation

OUR SIGNATURE PROCESS:

Sourcing the Best and Brightest Candidates

Week 1

Needs Assessment Interviews

We begin the search with a detailed Needs Assessment to fully understand the role that the new executive will be expected to play. We like to meet one on one with the search committee, board members, staff, and other key stakeholders to better understand the perspectives of everyone involved. This also allows us to get a better understanding of the organization's culture as well as what is working and areas of improvement. Our Needs Assessment process is key in finding you the best of the best and ensuring longevity with the placement. Our team coordinates dates and times for one-on-one in-person meetings or Zoom video meetings.

Week 1-2

Position Overview and Marketing Plan

After the Needs Assessment, our dedicated team creates a detailed position description/organization overview that incorporates your existing job description and provided materials. We request that your Search Committee approve this positioning document as it also acts as a high-quality sales and marketing tool.

Week 3-10

Prospecting and Qualifying Candidates

We take a targeted approach to marketing your position. We use our strong relationships (inside and outside the industry), solid processes, a robust database, and industry expertise to provide your organization with only the best and brightest candidates. Our team provides you with weekly updates on candidate activity.

Week 11

Review Candidate List with Search Committee

A summary of the top 8 to 10 candidates will be available to review on our secure web portal. We review this list with your Search Committee via Zoom video to select the top 4 to 6 candidates to interview.

Candidate Processing of Short List

Once we have all agreed on the candidates advancing to interviews, SearchWide Global completes the following steps for each candidate:

- Detailed reference checks. We speak with one supervisor and one direct report for the first round of interviews. For the finalists, we speak with an additional four references.
- Conduct a detailed background check that covers federal, county, and state criminal history, credit, driving, and education verification.
- Have candidates complete a DiSC personality assessment.
- Conduct an extensive Google search.

Week 13

Your Final Candidate Information Delivered

To save you time as you prepare for the interviews, the summary, resume, checked references, background, and DiSC profile for each candidate will be securely and easily accessible for you to review on BoardPaq, a secure web portal, using your own computer, mobile phone, or tablet.

Week 13

Candidate Interviews

From flights to first impressions and everything in between, SearchWide Global guides you in coordinating the logistics for Zoom video or in-person interviews. If five candidates will be interviewed, a format might be as follows:

Day 1

Pre-Meeting	12:00pm - 12:45pm
Candidate 1	12:45pm - 1:45pm
Candidate 2	2:00pm - 3:00pm
Candidate 3	3:15pm - 4:15pm

Day 2

Pre-Meeting	8:00am - 8:15am
Candidate 4	8:15am - 9:15am
Candidate 5	9:30am - 10:30am
Wrap Up Meeting	10:30am - 11:00am

Week 14-15

Candidate Second Interviews

These interviews are for the finalist(s) and are a great time to break bread to really get to know one another. We also recommend inviting significant others for this second interview. This could also be an appropriate time to include other stakeholders in the process.

Week 14-15

Offer and Negotiation - We're Almost There!

We handle the entire offer and negotiation process on your behalf to ensure everything goes smoothly and seamlessly. We can provide guidance on term sheets, employment agreements, and extensive competitive salary surveys. We also handle the turnaround process with the other candidates in a way that protects the reputation and integrity of everyone involved.

Week 14-15

Continued Service

Our commitment does not stop once you've selected the best candidate. We stay in close contact with your organization and the placed candidate with quarterly check-ins to ensure that all parties remain satisfied and productive.



PARTIAL CLIENT LIST

Destination Marketing Organizations

- Carlsbad, CA | President/CEO
- Catalina Island, CA | President/CEO
- Grants Pass, OR | Executive Director
- Mammoth Lakes, CA | Executive Director
- Marina del Rey, CA | Executive Director
- Mesa, AZ | President/CEO, Director of National Sales
- Monterey, CA | President/CEO, VP of Sales, Regional Sales Executive
- Palm Springs, CA | President/CEO
- San Jose, CA | President/CEO, VP of Sales, VP of HR, VP of Marketing, Director of Marketing, National Sales Manager, Director of Sales
- San Luis Obispo, CA | Chief Marketing Officer
- Santa Barbara, CA | Vice President of Strategic Planning & Marketing
- Santa Cruz County, CA | CEO/EVP
- Skagit Valley, WA | CEO
- Spokane, WA | President/CEO, Director of National Accounts, Director of Sales, Director of Marketing
- Sun Valley, ID | Executive Director
- Tacoma, WA | President/CEO
- Tucson, AZ | President/CEO, EVP
- Washington County, OR | President/CEO
- Olympia, WA | Chief Executive Officer
- Park City, UT | President/CEO, Vice President of Marketing
- Seattle, WA | President/CEO, SVP of Convention Sales
- Seattle Southside, WA | President/CEO
- Sedona, AZ | President/CEO



Chuck Davison

President & CEO
San Luis Obispo County: SLO CAL®

"Without SearchWide Global we would not have found such a qualified candidate and had her in her role in such a short amount of time."



PARTIAL CLIENT LIST

Leading Associations & Organizations

- Center for Exhibition Industry Research (CEIR) | President/CEO
- Destinations International (formerly DMAI) | President/CEO, Chief Operating Officer
- Hawaii Tourism Authority | President/CEO
- International Association of Exhibitions & Events (IAEE) | President/CEO
- International Association of Venue Managers (IAVM) | President/CEO, CFO
- Meeting Professionals International (MPI) | CMO, SVP of Business Development
- New Orleans Hotel & Lodging Association | Executive Director
- PRA | CEO, EVP of Global Sales & Marketing, Las Vegas General Manager
- Sports ETA (formerly NASC) | President/CEO
- USA Archery (National Governing Body-Olympics) | CEO
- US Travel Association | Vice President of Industry Relations
- Freeman / FreemanXPI President, Freeman Marketing Solutions, Senior Vice President Creative, Vice President, Client Solutions, multiple Vice Presidents, Director & Account Executive positions
- Baltimore Orioles | Vice President, Sales & Corporate Partnerships
- Chattanooga Sports & Events Committee | Executive Director
- Chicago Cubs | Sales Manager - Conferences, Meetings & Social Events
- Denver Sports | Executive Director
- Savannah Sports Council | Director
- Washington, DC | President/CEO, Vice President of Sales

 **Jack Johnson**
Chief Advocacy Officer
Destinations International

"SearchWide Global handled all the components of the search for me very professionally. I was provided a stellar group of finalists for consideration, including the inclusion of an out-of-the-box type candidate I requested. Very satisfied with both the process and the result."



PARTIAL CLIENT LIST

Venues

- Anaheim Convention Center | Deputy Director
- Dallas Convention Center | General Executive Manager
- Nashville Convention Center | General Manager
- New Orleans Convention Center | President/General Manager
- Massachusetts Convention Center Authority | General Manager, Boston Convention and Exhibition Center and the John B. Hynes Convention Center
- Miami Beach Convention Center | General Manager
- Orlando Convention Center | Executive Director
- San Antonio Convention Center & Alamo Dome | Executive Director
- San Diego Convention Center | President/CEO

Hotels

- Associated Luxury Hotels International (ALHI) | President/CEO, Regional VP
- Broadmoor | Vice President of Sales & Marketing, Director of National Sales -Exhibition & Tradeshow
- Fairmont Hamilton Princess | Director of Sales & Marketing
- Hilton Worldwide | Vice President Commercial Director - Hawaii
- Loews Miami Beach Hotel | Various property and corporate positions
- Mohegan Sun | Vice President of Exhibitions & Convention Sales
- Omni Hotels | Various property and corporate positions
- Pacific Hospitality | Chief Financial Officer
- Starwood Hotels and Resorts | Vice President of Sales
- Hard Rock Atlantic City | Director of Sales



Steve Critchfield

Search Committee Chair for President & CEO Search
Branson Area Lake Chamber of Commerce

" Great professional approach from the whole SearchWide team. Members of the search committee were impressed and we received compliments from the candidates about the process as well. We got a top-notch hire and at the same time were able to impress the other candidates with our community thanks to SearchWide. "

REFERENCES

CATALINA ISLAND CHAMBER OF COMMERCE

Jim Luttmann, Client
President & CEO
310-510-7643 | jluttmann@catalinachamber.com

MONTEREY COUNTY CVB

Jennifer Johnson, Client
Vice President of Operations
831-657-6406 | jennifer@seemonterey.com

SAN LUIS OBISPO

Chuck Davison, Client
President & CEO
805-541-8000 | chuck@visitsanluisobispo.com

TEAM SAN JOSE

Madina Moore, Client
Vice President of Human Resources
408-295-9600 | mmoore@sanjose.org

VISIT CARLSBAD

Rob Stirling, Client
Area Director of Sales & Marketing at Hilton Resort Carlsbad
Beach
760-683-5403 | rob.stirling@caperey.com

VISIT DANA POINT

John Ehlenfeldt, Client
Executive Director
949-441-5133 | jehlenfeldt@visitdanapoint.com



FEES & GUARANTEE

Fees

Our professional fee for conducting the Chief Executive Officer search is 33% of the annual base salary of the placed candidate, with a minimum of \$30,000.

In addition, SearchWide Global will bill any out-of-pocket expenses that were approved by your company in advance that were related to the search. For example, out-of-pocket expenses may include but are not limited to candidate travel, lodging, meals, DiSC assessments, background checks, job postings, BoardPaq access, or other necessary and reasonable expenses. Your company is responsible for meeting and interview expenses.

Our professional fee will be due in three installments as follows:

ONE THIRD

Due upon signing the Agreement.

ONE THIRD

Due within 30 days of signing the Agreement.

REMAINING BALANCE + EXPENSES

The remaining search fee, plus expenses, is due upon completion of each search, such as placement of a candidate, closure of the search by the client for any reason, or the client places the search on hold for more than 60 days.



SearchWide Global Guarantee

We are so confident in the quality of our services that should either executive leave their position within 12 months of placement, SearchWide Global will replace the executive or provide another executive for a different opening at no charge.



The vision of Tourism Diversity Matters is to be a diversity resource that will educate, advocate, engage and empower the tourism and events industry, in collaboration and cooperation with all other industry initiatives.



Greg DeShields, CDE, CHE
Executive Director

Greg DeShields is the Executive Director of Tourism Diversity Matters. He is a qualified tourism/hospitality and academic Professional Certified Hospitality Educator (CHE), proficient in developing and implementing plans, strategies, and initiatives specifically designed to raise destinations image for diverse, multicultural travel. DeShields is also an experienced Certified Diversity Executive (CDE) with demonstrated cultural competence and is prepared to strategically position an organization to remove systemic barriers to inclusion, lead culture change, and transform the brand.



Mike Gamble

President & CEO
SearchWide Global | Tourism Diversity Matters

"Tourism Diversity Matters is a dedicated resource focused solely on creating long-term solutions through complete industry engagement and participation. The intention is to not replace existing good work happening in this area, but rather to shine a light on it, and add value and insight where needed."

CONSORTIUM PARTNERS

SearchWide Global has partnered with three well-respected companies in the destination marketing organization (DMO) industry to better serve our clients with the collaboration and alignment of services. The consortium provides a suite of services and long-time expertise to help DMO leaders operate more successfully and profitably.



CFO by design

CFO by design works with clients to uncover opportunities to strengthen financial and organizational practices and priorities. They provide industry-leading solutions to establish a solid operational foundation, exceptional community alignment, and to provide accountability to stakeholders while allowing leadership to focus on the core of running the organization. For more information, contact Julie Hart at 512-409-9630 or jhart@cfobydesigntx.com.



Civitas

Civitas specializes in developing long-term funding strategies for destination marketing organizations. Civitas is the nation's leading firm in Tourism Improvement Districts. The Civitas team has helped form over 100 districts throughout the United States and, in many cases, have doubled or tripled the DMO budget. For more information, contact John Lambeth at 916-436-5029 or lambeth@civitasadvisors.com.



Fired Up! Culture

Fired Up! Culture provides timely, strategic, and supportive consultation in the areas of inclusion, engagement, people alignment, organizational change, and leadership development. Assisting to shape the philosophies, practices, and skills of thousands of dynamic leaders, managers and teams, Fired Up! Culture works alongside your leadership team with a proven, data-driven suite of solutions to produce business breakthroughs like never before. They'll help you design and implement a people plan that will cultivate a culture of excellence. For more information, contact Tammy Canavan at 253-576-5752 or tcavanan@firedupculture.com.

CONSULTANT PARTNERS

SearchWide Global also has close relationships with some of the most well-respected consultants in the tourism industry.



DMOproz

DMOproz is Zeitgeist Consulting and a resource for Destination Marketing Organization Professionals everywhere. Since 1995, Zeitgeist has provided cutting-edge Consulting and Speaking services to the Tourism and Hospitality Industry with a focus on Destination Marketing and Management Organizations across North America.



JLL

JLL's Tourism & Destination Advisory practice specializes in representing the DMO and adding value to the public sector's investment in this important sector of the global economy. We have delivered customized solutions for more than 100 destinations, cities, regions, states and countries—partnering to attract visitors, convention delegates, improve the overall tourism landscape and ultimately make our clients' destinations more competitive.



SearchWide Global

YOUR PARTNER IN GROWTH

We are driven by our values, fully knowing that our work impacts people's lives every single day. You can count on that passion and expertise to deliver the best candidate to you. We enjoy what we do and will help make this a positive and productive experience for you and your Search Committee.

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Explore Butte County

Executive Director Job Description

Reports to: Explore Butte County Board of Directors

Job Location: Butte County, California

Summary of Position: At the direction of the Explore Butte County Board of Directors, the Executive Director manages day to day operations and activities for Explore Butte County including strategic planning, budgeting, marketing and sales, oversight of staff and vendors, and general administration. All programs of Explore Butte County are designed to position the area as a year-round destination by attracting visitors, increasing lodging occupancy rates and tourism spending, and maximizing the number of off-season and return visitor trips. The organization's mission is to inspire people to visit Butte County, create tourism opportunities that contribute to economic vitality, and build community through partnerships. This position requires a commitment to working with the Board of Directors to establish and achieve short and long-term goals all while upholding the values of the organization: authenticity, innovation, exploration, stewardship, equity, inclusion and fun. The Executive Director provides the leadership for ethical and effective operations and assures activities of the organization follow established policies and function within the bylaws of Explore Butte County.

Duties & Responsibilities:

Administrative

- Manage the day-to-day operation of EBC to meet the strategic and fiscal goals set forth by the board of directors.
- Serve as the spokesperson for EBC upholding the mission, vision, and values of the organization.
- Work with the Board to create and implement policies and procedures to further the organization and the mission.
- Prepare Requests for Proposal (RFP) including writing the scope of work and detailing the related budgets for contracts.
- Manage fiscal operations and reporting of Butte County Tourism Business Improvement District (BCTBID) at direction of the Board including all budgets, funding streams, projects, and grants.
- Manage BCTBID maintenance and reauthorization process.
- Operate organization within all legal requirements of City, County, State and Federal governments including wage/hour law compliance, and TBID requirements.

- Research and remain current on legislation as it pertains to the industry.
- Produce and present annual reports to Explore Butte Board of Directors and local jurisdictions served by Explore Butte County.
- Manage stakeholder, lodging properties, partner and supplier relations, and public and community affairs.
- Responsible to train and supervise staff as determined by Board of Directors.
- Foster an environment for open, honest communication and lead by example.

Strategic Planning, Marketing and Sales

- Build Explore Butte County brand and increase awareness through participation on boards, committees, and related outreach.
- Through collaboration, facilitate tourism growth for the development of increased visitor facilities, attractions, events, and promotions through work with the private sector, quasi-public organizations, and public entities.
- Create opportunities for group and meetings business at local properties.
- Oversee marketing contracts and agency relations and track results on all marketing programs (advertising, website and social media management, collateral development, e-commerce, public relations, email, social media, solicitation, partnerships, and research).
- Coordinate travel trade show program.
- Attend key travel-related events and conferences in alignment with the Board's strategy and organizational mission and vision.
- Provide strategic leadership and industry knowledge while developing relationships with local/regional tourism related businesses, elected officials, partner organizations, city/county staff and others to ensure collaboration within the tourism industry.
- Ensure DMO's maximum performance in line with market conditions through benchmark against agreed upon and regularly reviewed competitive set as outlined in the strategic plan.
- Develop and oversee systems for tracking and reporting on marketing activities.
- Oversee creation and maintenance of content for all distribution channels.
- Stay up to date on travel and tourism trends through a variety of sources including, but not limited to, memberships, newsletters, industry seminars and continuing education.

Education/Experience:

Minimum of a bachelor's degree from an accredited college or university with a major in marketing, business administration, tourism, hospitality, or a related field. Preferred minimum seven years' experience in tourism, hospitality sales, marketing, or public relations management with direct

experience related to Tourism Business Improvement Districts, Tourism Marketing Districts, California Visitor Bureaus (CVB) or Destination Marketing Organizations (DMO)

Desired Qualifications:

Knowledge of the tourism industry. Understanding of policies and procedures, organization, and functions of a tourism DMO/CVB. Basic knowledge of non-profit management. Critical thinking skills, positive attitude, consensus builder. Aptitude to be politically savvy in working with government officials. Ability to conceptualize a destination marketing strategy. Understanding of destination brand development and execution. Ability to develop and oversee a marketing plan and budget.

Experience working with budgets, invoicing, reconciliations, and annual reporting. Basic knowledge of spreadsheets and financial reports. Ability to create and manage an operational budget including daily bookkeeping administration.

Comprehensive knowledge of strategic group, leisure, and destination marketing activities. Knowledge of Brown Act requirements. Ability to develop and interpret destination research programs. Experience in partnership development. Proven multi-jurisdictional experience working with private sector, quasi-public organizations, and public entities. Ability to be sensitive to community and hospitality industry concerns. Ability to work in a collaborative environment. Familiarity with Northern California tourism market a plus. Valid California driver license, clean DMV record. Professional appearance. Strong work ethic.

Language Ability:

Able to read, analyze, and interpret financial reports and legal documents. Ability to respond to common inquiries or complaints from customers, regulatory agencies, or members of the business community. Strong written, verbal and presentation communication skills. Ability to effectively present information to public groups and boards.

Computer Skills:

MS Office, spreadsheets, e-mail, database software, contact management, website software, technology applications, knowledge of social media.

Supervisory Responsibility:

Oversee work of outside agency partners, vendors and/or contractors and provide direct supervision to staff members.

Compensation:

Full time, salaried position. A competitive salary is commensurate with experience. Benefit package includes paid vacation, paid time off and health insurance.

INDEPENDENT CONTRACTOR AGREEMENT

This INDEPENDENT CONTRACTOR AGREEMENT (this "Agreement") is made as of June 30, 2022 (the "Effective Date") by and between EXPLORE BUTTE COUNTY, a California nonprofit corporation (the "Company"), and Carolyn Denero ("Contractor").

RECITALS

A. WHEREAS, The Company desires to engage with Contractor, and Contractor is willing to provide certain services as further defined herein; and

B. WHEREAS, The Company and Contractor desire to enter into this relationship on the terms and conditions set forth in this Agreement.

NOW, THEREFORE, in consideration for the mutual covenants set forth below, the parties agree as follows:

AGREEMENT

Schedule of Exhibits

SCHEDULE OF EXHIBITS. The following Exhibits shall be attached hereto and incorporated herein by this reference:

Exhibit A: Services and Payment

1. Services

1.1 SERVICES PROVIDED. Company hereby retains Contractor to perform various services related to the Company's business, which shall include the following services described in Exhibit A, attached hereto and incorporated herein by this reference (the "Services").

1.2 TERM. The term of this Agreement shall commence on July 15, 2022 and shall continue in existence through September 30, 2022 with the option to continue until no later than December 31, 2022 if agreed upon by both parties OR until voluntarily terminated by either party upon five (5) days' prior written notice.

1.3 CONSIDERATION. As full and complete payment for all Services rendered under this Agreement, inclusive of all Contractor's costs, Company shall pay Contractor the amount and according to the schedule provided for in Exhibit A.

1.4 WARRANTY. Contractor warrants that the Services shall be performed in a professional, workmanlike manner conforming to generally accepted industry standards and practices.

2. Confidential Information

2.1 DEFINITION. The term “Confidential Information” as used in this Agreement means all information disclosed by Company to Contractor, as well as any information to which Contractor has access or that is learned, generated, or created by Contractor, whether alone or jointly with others. Confidential Information includes, but is not limited to, “trade secrets” as defined by California Civil Code 3426.1(d) or its successor statute, source code and programming information, and all marketing, operational, technical, economic, or financial knowledge, information, or proprietary data of any nature whatsoever relating to the business of Company, including customer lists, pricing information, and vendor lists. This shall include not only works created prior to this Agreement and/or independently by Company, but also joint works created by the Parties, either of which has been or may hereafter be learned, generated, created, or otherwise obtained by Contractor, alone or jointly with others, whether in written, electronic, oral, or any other form. Confidential Information shall also include any information that is provided to Company by third parties and is subject to obligations of confidentiality.

2.2 EXCEPTIONS TO DEFINITION OF CONFIDENTIAL INFORMATION. Confidential Information shall not include the following:

- A. Information that is publicly available at the time of disclosure, or information that later becomes publicly available through no act or omission of Contractor;
- B. Information that Contractor can demonstrate was in Contractor’s possession before the date of commencement of Contractor’s engagement of Services with Company; or
- C. Information disclosed to Contractor by a third party not in violation of any obligation of confidentiality to Company.

2.3 DISCLOSURE AND USE OF CONFIDENTIAL INFORMATION. Contractor shall use the Confidential Information only for the purpose of performing Contractor’s duties to Company within the course and scope of Contractor’s work with Company, and shall make no use or disclosure of the Confidential Information, in whole or in part, for any other purpose. Contractor agrees to keep confidential all Confidential Information and to preserve the confidential and proprietary nature of the Confidential Information at all times. Further, Contractor acknowledges that from time to time Company is entrusted with confidential information of third parties and agrees to abide by the terms of any nondisclosure agreements entered into between the Company and such third parties.

2.4 NO OWNERSHIP OR OTHER RIGHTS GRANTED. All right, title, and interest in and to Confidential Information shall remain the property of Company. Nothing in this Agreement shall be construed to grant Contractor any rights to or license under the Confidential Information or under any related patent, patent application, trademark, copyright, or other intellectual property of Company.

2.5 REQUIRED DISCLOSURE. In the event that Contractor is requested or required by subpoena or other court order to disclose any Confidential Information received pursuant to this Agreement, it is agreed that Contractor shall provide immediate notice of such request(s) to Company and shall use reasonable efforts to resist disclosure, until an appropriate protective order may be sought, or a waiver of compliance with the provisions of this Agreement granted. If, in the absence of a protective order or the receipt of a waiver hereunder, Contractor is nonetheless, in the written opinion of its counsel, legally required to disclose Confidential Information received pursuant to this Agreement, then in such event Contractor may disclose such information without liability hereunder, provided that Company has been given a reasonable opportunity to review the text of such disclosure before it is made and that disclosure is limited to only the Confidential Information specifically required to be disclosed.

2.6 RETURN OF INFORMATION. Contractor agrees to return all Confidential Information in Contractor's possession on termination of Contractor's engagement with and services to Company for any reason, or upon any earlier written request from Company, including all originals, copies, translations, notes, or any other form of said material, without retaining any copy or duplicates thereof, and promptly to delete or destroy any and all written, printed, electronic, or other material or information derived from the Confidential Information.

2.7 NATURE OF INFORMATION. Contractor acknowledges and agrees that the Confidential Information protected by this Agreement is of a special, unique, unusual, extraordinary, and intellectual character; that money damages would not be sufficient to avoid or compensate for the unauthorized use or disclosure of the Confidential Information; and that specific performance, injunctive relief, and other equitable relief would be appropriate to prevent any actual or threatened use or disclosure of the Confidential Information. Contractor also acknowledges that the interests of Company in its Confidential Information may be irreparably injured by disclosure of such Confidential Information. The remedies stated above may be pursued in addition to any other remedies available at law or in equity for breach of this Agreement, and Contractor agrees to waive any requirement for the securing or posting of any bond in connection with such remedy. Should litigation be instituted to enforce any provision of this Agreement, the prevailing party shall be entitled to recover all costs, including without limitation reasonable legal fees, cost of investigation, and cost of settlement.

3. Ownership and Intellectual Property Rights

3.1 WORK FOR HIRE. Contractor understands and agrees that, to the extent permitted by law, all the finalized version of all work, papers, reports, manuscripts, books, writings, methodologies, documentation, drawings, images, product ideas, service ideas, photographs, negatives, computer programs (including their source code and object code), prototypes, discoveries, inventions, improvements, and other proprietary materials such as “trade secrets”, customer lists, pricing lists, and vendor lists (collectively, “Work Product”), including, without limitation, any and all such Work Product generated and maintained on any form of electronic media, that Contractor generates, either alone or jointly with others, during the engagement with Company are being specially commissioned by Company as contribution to an original work of authorship and, accordingly, the copyright (and all renewals and extensions thereof) and all other proprietary rights, title and interest in such Work Product shall be owned by Company as the author of such Work Product, which shall be considered “works-made-for-hire,” pursuant to the United States Copyright Act. Any Work Product derivative of Company’s Confidential Information, planned or existing products or services, developed or under development during Contractor’s engagement, and made, conceived, or suggested by Contractor, either alone or jointly with others, at any time following termination of Contractor’s engagement under this Agreement or any successor agreements, shall be irrefutably presumed to have been made, conceived, or suggested in the course of Contractor’s engagement and with the use of Company’s time, materials, or facilities, and shall be subject to the assignment provisions of this Section. If any of such Work Product are not deemed “works-made-for-hire,” Contractor hereby assigns, conveys, transfers, and grants, and agrees to assign, convey, transfer, and grant to Company all of Contractor’s right, title, and interest in and to the Work Product and any copyright therein, throughout the universe for the full period of copyright and all renewals and extensions thereof, and thereafter for the maximum period permitted by law.

4. Assignment

4.1 NO ASSIGNMENT. Contractor shall not assign or subcontract any right in or obligation arising under this Agreement without Company’s prior written consent. Any assignment in violation of this paragraph shall be void. This Agreement shall be binding on and inure to the benefit of each party’s heirs, executors, legal representatives, successors, and permitted assigns.

5. Termination

5.1 TERMINATION. In addition to the voluntary termination provided for in Section 1.2, above, either Party may terminate this Agreement for material breach upon fifteen days’ prior written notice and opportunity to cure. In no event shall Company shall be liable to Contractor for compensation or damages of any kind whatsoever, including direct, incidental, or consequential damages, incurred as a result of such termination. On the termination of this Agreement and/or the relationship between the Parties, Contractor shall cease use of any and all Confidential Information and shall

return to the Company all such Confidential Information, without retaining any copies, summaries or excerpts of any kind or in any format whatsoever.

6. General Provisions

6.1 INDEPENDENT CONTRACTOR STATUS. Contractor is an independent contractor and not a Company employee. Nothing in this Agreement creates or is intended to create any employment relationship between Contractor and Company. Contractor shall not be eligible to participate in or receive benefits from any benefit plan or program available to Company employees. Company shall not provide workers' compensation coverage for Contractor. Contractor shall comply with all applicable laws and regulations and shall have sole responsibility for the payment of all applicable taxes and withholdings with respect to Compensation paid to Contractor. All persons employed or retained by Contractor in connection with Contractor's performance of the Services shall be considered employees of Contractor and not of Company. Contractor retains sole and absolute discretion in the manner and means of carrying out the Services. Contractor may perform Contractor's services from any location at Contractor's discretion, provided that the Services can be performed from such location.

6.2 FURTHER ASSURANCES. From time to time, each party shall execute and deliver such instruments as maybe reasonably necessary to carry out the purposes and intent of this Agreement.

6.3 SURVIVAL. Any terms of this Agreement that expressly extend or by their nature should extend beyond termination or expiration of this Agreement, shall survive and continue in full force and effect after any termination or expiration of this Agreement.

6.4 GOVERNING LAW. This Agreement shall be governed by California law, without reference to rules regarding conflicts of law.

6.5 COUNTERPARTS. This Agreement may be executed in multiple counterparts, each of which shall constitute an original and all of which together shall constitute one instrument.

6.6 SEVERABILITY. If any term or provision of this Agreement, or the application thereof to any person or circumstance, shall to any extent be found to be invalid, void, or unenforceable, the remaining provisions of this Agreement and any application thereof shall, nevertheless, continue in full force and effect without being impaired or invalidated in any way.

6.7 WAIVER. No waiver of any term, provision, or condition of this Agreement, whether by conduct or otherwise, in any one or more instances, shall be deemed to be or be construed as a further or continuing waiver of any such term, provision, or condition or as a waiver of any other term, provision, or condition of this Agreement.

6.8 CONSTRUCTION. The Parties hereto have participated jointly in the negotiation and drafting of this Agreement. In the event of any ambiguity or a question of intent or interpretation arises, this Agreement shall be construed as being jointly drafted by the Parties hereto, and no presumption or burden of proof shall arise favoring or disfavoring any Party by virtue of the authorship of any provision of this Agreement.

6.9 ENTIRE AGREEMENT. This Agreement, along with any and all exhibits, contains the entire agreement and understanding of the parties with respect to the subject matter of this Agreement, and merges and supersedes all prior agreements, discussions, and writings with respect to that subject matter. No modification or alteration of this Agreement shall be effective unless made in writing and signed by both Contractor and Company.

SIGNATURES ON FOLLOWING PAGE.

IN WITNESS THEREOF, the parties have executed this Agreement effectively as of the Effective Date.

COMPANY:

Date: _____

EXPLORE BUTTE COUNTY

By:

_____, _____
Explore Butte County

CONTRACTOR:

Date: _____

CAROLYN DENERO

By:

Carolyn Denero

EXHIBIT A

SERVICES AND PAYMENT

Scope of Work:

Contractor has intimate knowledge of the operations of Explore Butte County and the myriad of tasks required to perform the operations effectively. The Board of Directors has identified a variety of priorities that Contractor should continue to work on during the duration of the transition to the new Executive Director. Contractor services to begin July 16, 2022.

1. Training (Expected 5-10 hours per week)
 - a. Work on training manuals/documents as resource for incoming Executive Director
 - b. Work with Board to determine appropriate training, if there is still desire and eligible time to give
 - c. Train board member, contractor, or team member on particular tasks if necessary
2. Administrative Tasks (Expected 2-5 hours per week)
 - a. Ensure all reporting requirements are met based on all governing bodies and documents.
 - b. Manage board agendas, packets and minutes.
 - c. Direct EBC team members as necessary. Oversight of payroll and any personnel matters as necessary.
 - d. Continue financial oversight and reporting to Finance Committee.
 - i. Includes monthly reconciliation of all accounts and employee spending review.
 - ii. Continue tracking of all income.
 - iii. Ensure TBID collections and project invoicing is timely and up to date.
3. Collaboration and Coordination (Expected 5-15 hours per week)
 - a. Continue to operate as the liaison between the Board point of contact and current partners and/or vendors as necessary to ensure contracts are being carried out appropriately.
 - i. Open and respond to emails and phone calls.
 - b. Continue to provide guidance and decisions to advertising agency to ensure they are on task and on budget as approved by the Board.
 - c. Continue to participate in a variety of committees as necessary:
 - i. Oroville Tourism Committee
 - ii. Chico Tourism Committee
 - iii. Team Chico
 - iv. EBC Marketing Committee
 - d. Sierra Oro Farm Trail + EBC Project
 - i. Work with EBC staff, SOFT, and Bandwango to make sure all deliverables are created and executed on EBC's behalf

4. Projects (Expected 5-10 hours per week)
 - a. EBC Website Update
 - i. Continue to work with all parties involved to finalize the design and implementation of the updated website to match new branding guidelines.
 - b. Mobile Visitor Center Policy and Procedures
 - i. Work to create fully executed policies and procedures for the mobile visitor center for both staff use and understanding and for public interaction.
 - ii. Leadership Transition Work
 1. Work with Recruitment Committee to finalize items necessary for transition
 2. Take notes and keep items clear and organized
 3. Participate when/where needed
5. Other Funding Source Projects (Expected 6 hours per week)
 - a. Chico Tourism Project – Funded by ARPA (City of Chico)
 - i. Work with Project Manager to make sure all deliverables are up to EBC standards and meet contract timelines.
 1. This may include project work and building out of the initiatives and programs.
 - b. Event Grant Program – Funded by ARPA (County)
 - i. Work with County staff to meet scope of work deadlines and deliverables for contract.
 - ii. Complete all reporting as required.
 - c. Wayfinding Signage Master Plan – ARPA (County)
 - i. Work with project manager to meet scope of work deadlines and deliverables as written.
 - ii. Facilitate introductions and meetings during stakeholder sessions.
 - iii. Assist where necessary in moving this project forward to elevate travel and tourism.

At a minimum time spent on each task, Contractor should be able to touch all project types weekly.

Compensation:

Contractor will bill \$80 per hour for up to 20 hours per week on TBID-related projects as prioritized in the scope of work. Billing will not exceed \$1,600 per week.

Contractor will bill \$100 per hour for work on additional projects funded by other funding sources and the time will not count toward the 20 hours available for TBID-related projects. Billing will not exceed \$600 per week or \$2,400 per month. That not to exceed amount is for the combination of all non-TBID project, not per contract.

Contractor will bill \$100 per hour for any additional tasks or projects not already agreed upon in this contract and will notify the EBC Board point of contact prior to commencing said work.

Contractor will charge the federal rate of \$0.585 for mileage reimbursement for any meetings or travel outside travel to and from the EBC office. This proposed travel will be discussed with point of contract prior to the event(s).

Contractor will charge \$25 per month for cell phone stipend. This is 50% of the amount currently being compensated and it is the primary EBC number many people have.

Contractor will continue to use Company's laptop computer as it has all relevant files and working documents in order to complete the tasks in the scope of work.

Contractor would like to have a designated work space at the EBC office to perform work functions and maintain relationship with staff though there will not be a set schedule for office time.

Schedule of Payment:

Within 10 days of receiving Contractor's invoice for Services rendered. Invoice will include a full breakdown of time spent on project areas for full accounting.

Project Manager Consultant Proposal:

Explore Butte County

TO:

Carolyn Denero

Executive Director | EBC

John Pearson

Pearson Collaborative Project

16 Goldeneye Court.

Chico, CA 95928

530.966.1185

john@pearsoncollaborativeproject.com

GREETING

Thank you for the opportunity to collaborate with you and Explore Butte County. I believe this is perfect timing to begin working together. I have recently stepped out of my role as Executive Director for Chico Velo and am looking to put my skills to good use in helping to build our region as an unmatched destination. Included below is the outline of a phased approach and cost summary for my services as a Project Manager.

WHO I AM

I build, and seek to inspire teams, which transform organizations and deliver world-class experiences that create authentic connections with audiences. I have been on the Board and co-chaired the Marketing Committee for Explore Butte County for the last three years. It is through this and the many other roles I've been a part of in Butte County that bring a strong awareness of brand identity and how to build positive and productive relationships

WHAT I DO

I have always been passionate about leading teams and organizations to reach new performance levels and surpass their own expectations. As the executive director of Chico Velo, I developed a strong organizational foundation that elevated the operational effectiveness of a 40-year nonprofit. My creative problem solving, and strong leadership was able to grow, rebrand and rebuild a stalled organization, during its two most challenging years. During my almost 10 years at Sierra Nevada Brewing Co. I was instrumental in helping to build a bicoastal Guest Experience Department. This work and department became a driving force for local tourism and an international promotional brand platform.

HOW I DO IT

I champion initiatives that ensure the inclusive growth of our communities and the protection and stewardship of our environment. I believe it is through collaboration and open honest communication that we can build common interests and shared goals. I take pride in developing a space that is conducive to growth and psychological safety. I connect people to a common goal and a higher vision. It's my energy and excitement that keeps people motivated and allows people to authentically believe in a bigger picture.

COLLABORATION SUMMARY

With the continued success of Explore Butte County (EBC) and its partners, there is an immediate need for program and project management support to complete the projects currently slated for 2022 and beyond. EBC has built its reputation on being able to deliver high-level professional content on a timely fashion. After the initial research and discovery phase, each project will be approached as individual projects with their own budgets and timelines.

PROJECT SUMMARY

In partnership with Explore Butte County (EBC), a project manager consultant or Project Manager (PM) will help by taking on and leading a variety of projects with their own budgets and deadlines. Based on preliminary conversations with EBC the Project Manager will begin by coordinating the creation and management of three main programs:

- Chico Branding and Tourism Committee (EBC + City of Chico ARPA)
- Creation of a Butte County Film Commission (EBC)
- Wayfinding Signage Master Plan (County ARPA)

Each project will consist of four phases:

- R&D
- Design Programming
- Stakeholder Cooperation and Implementation
- Management and Support

The listed programs above will be the initial focus of time and energy for the PM; however, tasks and projects are not limited to only these three. After an initial review of projects and work needed, the PM will work closely with EBC to produce an addendum to this agreement that includes in-depth timelines and detailed scope of work for each project moving forward.

TERM

Original Language - This Proposal shall be effective as of 1/13/22 and shall continue in full force for a minimum of 6 consecutive months. EBC and the PM may negotiate to extend the term of this Agreement and the terms and conditions under which the relationship shall continue.

Updated 7/1/22 – This proposal shall be effective as of 1/13/22 and shall continue through December 31, 2023. The PM will work directly with the outgoing CEO and the Board Chair during the transition until further negotiation take place. EBC and the PM may negotiate the terms of this Agreement and the terms and conditions under which the relationship shall continue at the behest of either EBC or PM.

TERMINATION

EBC or the PM may terminate this Agreement after giving 30-days written notice for any reason. An early termination fee of \$5,000 is payable to the Project Manager in the case of early termination.

COMPENSATION

Based on the Scope of Work provided to PC by EBC, for three distinct projects to be delivered upon in 2022, as outlined in Attachment A, the project management budget is \$61,800.

A deposit of \$5,000 shall be paid upon approval of the Proposal by the EBC Board of Directors, with monthly invoices beginning thereafter. The monthly compensation shall be paid on the fifth of the month following the month the services were provided with invoices being delivered on the 1st of the month.

Updated 7/1/22 - A new scope of work will need to be produced to include 2023 deliverables. At an estimated 12-13 hours a week to deliver on the existing EBC projects, the minimum monthly compensation of \$5,150 for the PM will continue through 2023.

Client will be billed for any hard costs incurred at the value of those expenses. Any and all expenses to be paid by PM must be pre-approved by EBC for reimbursement.

Task	Description	Budget
Project Management	<ul style="list-style-type: none"> Chico Branding – ARPA Funded Chico Tourism Committee – Chico Zone Marketing Funded Creation of a Butte County Film Commission – EBC Funded Wayfinding Signage Master Plan – ARPA Funded <p>\$100 hr.</p>	\$5,150 per month
TOTAL		\$5,150 per month
Mileage Reimbursement for Travel	IRS Rate 2022	58.5 cents per mile
Hospitality and Travel Reimbursement	EBC will reimburse for all reasonable and necessary hospitality and travel expenditures, which are directly related to the consulting services including, but are not limited to, meals and travel.	Variable

Thank you for this opportunity. I look forward to diving into these projects with you and helping to take EBC and Butte County to the next level. Please let me know what questions come up. I am committed to a positive collaboration between us.

John Pearson

Pearson Collaborative Project

16 Goldeneye Court.

Chico, CA 95928

530.966.1185

john@pearsoncollaborativeproject.com

Approval to Proceed

Signature

Date

ADDENDUM A

The project cost specified in the attached contract is based on the top line project information and scope of work presented to me by EBC. Understanding that each project will have it's own timeline, deliverables, and work flow the following is the scope of work for each project through the end of 2022 that I shall deliver upon.

- A. Chico Tourism Brand + Chico Tourism Project Manager
 - a. Chico Tourism Brand: Act as primary liaison between EBC, City of Chico, tourism stakeholders, and Advertising Agency to build a tourism brand for Chico.
 - i. 2/28 – all initial meetings completed to begin brand work by 3/1
 - ii. 5/31 – first draft of brand ready for stakeholder group to review
 - iii. 6/30 – final draft of Chico Tourism Brand, Implementation Guide, and Content and Communication Pan presented to city
 - iv. 8/15 – asset plan developed for seasonal imagery/videography to meet the 2023 deadlines
 - v. 12/31 – tourism website/page(s) wireframe built for deployment in 2023
 - b. Chico Tourism Project Manager: To act as the Chico Tourism Committee coordinator to move forward all project priorities set by committee each year.
 - i. Coordinate and attend monthly meetings
 - ii. April – Lodging partnership for Chico Velo Wildflower Century Ride
 - iii. 6/30 – final draft of Chico Tourism Brand, Implementation Guide, and Content and Communication Plan
- B. Wayfinding Signage Master Plan
 - a. 5/31 – Create and distribute RFP for company to create wayfinding signage master plan. Compile comprehensive list of vendors who can create wayfinding signage master plan.
 - b. 6/30 – Create tourism-centered economic reporting “sales” documents to be used to work with all Butte County jurisdictions for buy-in of signage plan
 - c. 12/31 – All jurisdiction/stakeholder meetings will be completed with hired signage firm
- C. Butte County Filming Permit & Film Commission
 - a. 6/30 – Preliminary research of current countywide processes & procedures, research of other destination film permitting processes, and preliminary research of other film commissions
 - b. 12/31 – Final recommendation for a unified permitting process and film commission proposal

ADDENDUM B – Dated 7/1/2022

INTRODUCTION

Explore Butte County is experiencing a leadership transition with the resignation of the CEO. As part of the Recruitment Committee, it has become clear that there may be additional projects that the Board may need assistance with, like researching and creating new board policies or continuing forward momentum of projects not already managed by EBC staff or other contractors. With my collaborative approach to growing and coaching teams and organizations, I would like to expand my scope of work to include transition projects as requested by the board of directors, in addition to the scope of work already established for the Chico Tourism Committee and ARPA projects. I shall provide a basic estimate of time to perform the requested tasks and bill accordingly.

The chart below are my billable rates.

Task	Description	Budget
Project Management	Description of project requested, expected deliverables and deadline. All time will be billed at \$100/hour	\$100/hour
Mileage Reimbursement for Travel	Any expected travel and expense will be listed here.	\$0.585/mile
Hospitality and Travel Reimbursement	EBC will reimburse for all reasonable and necessary hospitality and travel expenditures, which are directly related to the consulting services including, but are not limited to, meals and travel. Typically, these will be a direct bill to EBC and not necessarily reimbursable.	Variable
TOTAL		\$5,150 per month

If there is a project that the Board would like to discuss for a flat fee, I would be open to additional negotiation.

Approval to Proceed

Signature _____ Date _____
Explore Butte County Representative

Signature _____ Date _____
John Pearson, Pearson Collaborative Project