

Board of Directors

Bruce Spangler, President (Oroville)
 Mohammad Billah, Treasurer (Chico)
 Jasmin Wilson, (Oroville)
 Haroon Saddique (Paradise)
 Nicole Johansson, (At Large)
 Tamba Sellu (Chico)

**Advisory Board**

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

EXPLORE BUTTE COUNTY BOARD MEETING – ANNUAL MEETING

March 10, 2022
 Time: 12:00 – 2:00 pm

Via Zoom Meeting ONLY

Join Zoom Meeting

<https://us02web.zoom.us/j/86144859495?pwd=RTZmQXo0SmtJandlaXI MakNkayt2Zz09>

Meeting ID: 861 4485 9495

Passcode: 172806

Dial by your location

669 900 9128 US (San Jose)

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 Northstate.

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

1. Call to order, roll call, and introductions – virtual meeting, votes will be considered aye, unless individual members abstain or verbally vote no.

2. **CONSENT AGENDA**

2.1 Approval of Board Meeting Minutes from January 13, 2022

2.2 Approval of January 2022 Financials

2.3 Approval of February 2022 Financials

2.4 Accept Analyse Uhlrig's Letter of Resignation

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 CHICO TOURISM COMMITTEE RECOMMENDATION FOR ALLOCATING MORE OF THEIR ANNUAL BUDGET

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

Recommendation: *To allocated up to \$15,000 to support DCBA for Thursday Night Market and to allocate \$10,000 to the 150-Year Celebration of Chico.*

4.2 CONSIDERATION OF OROVILLE TOURISM COMMITTEE RECOMMENDATION FOR ALLOCATING MORE OF THEIR ANNUAL BUDGET

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

Recommendation: *To allocate \$10,000 to be used to buy advertising with already-owned assets, \$10,000 to support advertising of the new Oroville brand when the City is ready start advertising, and \$5,000 to support local events with sponsorships.*

4.3 CONSIDERATION OF YEAR END ADJUSTMENTS TO EQUITY ACCOUNTS

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

Recommendation: *To update the Reserved Accounts as follows*

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

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- 3335 – Rebranding Project \$52,660.00

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

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

Recommendation: *To approve the recommendation to reserved \$195,000 earned in the previous year to spend in 2022 as outlined above.*

4.5 NOMINATION OF DIRECTORS FOR EXPIRING BOARD OF DIRECTOR SEATS

Per Explore Butte County bylaws, “Election of Directors shall take place at the annual meeting of the corporation. A call for nominations shall be sent to lodging businesses paying the BCTBID assessment. A nomination committee shall seek nominees and confirm their eligibility. Directors shall be elected by the Board.”

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

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

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

Recommendation: *To accept the slate of directors as recommend by the Nominating Committee.*

4.6 NOMINATION OF OFFICERS OF THE BOARD

Per Explore Butte County bylaws, “The officers of the corporation shall be a President, a Vice President, a Secretary, a Treasurer, and such other officers as the Board may from time to time designate. All officers shall be Directors. Any number

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of offices may be held by the same person, except that the Secretary and the Treasurer may not serve concurrently as President.

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

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

Recommendation: *To call for nominations for officers of the Board.*

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

Per Explore Butte County bylaws, “Advisors shall serve for a term of one (1) year and may be removed by the Board at any time. Advisors shall be voted on by the Board of Directors at the annual meeting. Advisors will be a representative from their place of business’ location or from their service area. Advisors shall be removed from their position by missing three (3) consecutive regular meeting; they can send a representative in their stead. There shall be no more than two (2) times the total number of voting Board members serving as Advisors to the Board. The Nominating Committee will have the power to review nominees annually and ensure there is reasonable representation from the participating jurisdictions.”

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

- Sarah Boesen – Chico Chamber of Commerce
- Marci Shadd – The Colonia Building
- Victoria Anton – Feather River Recreation & Park District
- Holly Jorgensen – Sacramento River Watershed Program
- Melissa Schuster – Paradise Ridge Chamber of Commerce
- John Pearson – Pearson Collaborative Project (past board member)
- Katie Simmons – Butte County
- Woody Culleton – Paradise Performing Arts Center
- Ev Duran – UTB Studios
- Debbie LaPlant Moseley – Youth on the Ridge & Paradise Chocolate Fest
- Dawn Nevers – City of Oroville
- Jennifer Macarthy – City of Chico

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- Rachel Simmons – Chico State/Public Engagement
- Audrey Taylor – DCBA
- Tamara Maxey – Gold Nugget Museum
- Dani Aalfs – Oroville Lake Marinas
- Brett Sanders – 3Core
- Analise Uhlig – Past board member

This slate of advisors does exceed the number of advisors as set forth in the bylaws due to the currently vacant board seats, however the committee believes all of the nominees will bring value to the organization and recommend all who were nominated.

Recommendation: *To accept the slate of advisors as recommend by the Nominating Committee.*

4.7 APPOINTMENT TO COMMITTEES FOR THE PROGRAM YEAR

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

Recommendation: *To allow time for all to review the committees and self-select, or be appointed, for the coming year.*

5. **REPORTS AND COMMUNICATIONS**

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

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

6. **ADJOURNMENT**

Next regular board meeting is scheduled for May 12, 2022.

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EXPLORE BUTTE COUNTY BOARD MEETING

January 13, 2022
 Time: 12:00 – 2:00 pm

Meeting via Zoom

MINUTES

1. Call to order and roll call – virtual meeting, votes will be considered aye, unless individual members abstain or verbally vote no. Meeting called to order by President Spangler at 12:03 pm. Introductions.

Present – Directors: Spangler, Uhlig, Billah*, Pearson, Sellu. Advisors: Anton, Taylor**, Leonard, Jorgensen, Schuster, Shadd.

Absent – Directors Wilson, Saddique, Johansson. Advisor: Curtis

Guests– Tom Bahr, Rachel Simmons, Jennifer Macarthy, Katie Simmons, Everett Duran, Shelly James, Amber Miland, Debbie LaPlant Moseley, Kathryn Mathes, Tami Travis, Lori Porter, Lynda Gizzi, Pat Macias, Sandy Gonzales

Staff – Denero, Baer, Salas

*Left Early

**Audrey Taylor represented the DCBA.

In order to have a quorum for action items agenda items were rearranged and discussed in the following order: 4, 4.1 4.2, 4.6, 4.4, 4.5, 4.3, 3, 5, 6

2. **CONSENT AGENDA**

2.1 Approval of Board Meeting Minutes from November 11, 2022

2.2 Approval of November 2021 Financials

2.3 Approval of December 2022 Financials

2.4 Annual photography contract renewal with Watershed Media

2.5 Annual contract renewal for Datafy (formerly See Source)

2.6 Executed ARPA contract with City of Chico for ARPA-funded Chico Tourism Brand Project

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A motion was made by Director Uhlrig and seconded by Director Pearson to approve the consent agenda items.

The motion carried by the following vote:

AYES: Uhlrig, Pearson, Spangler, Billah, Sellu.

NOES: None

ABSTENTIONS: None

3. **PUBLIC COMMENT**

Amber Milan reported that Arbor Day will be taking place in Oroville March 19th.

4. **REGULAR AGENDA**

4.1 PRESENTATION ABOUT COMMERCIAL AIR SERVICE AT CHICO AIRPORT

Update about commercial air service and vision for Chico airport.

Presentation by Tom Bahr of the Chico Airport given. No action required.

4.2 CONSIDERATION OF THE 2022 BUDGET

The Finance Committee met November 19, 2021, to consider a draft budget of the 2022 budget. 2022 will mark the first year that EBC will have additional funding streams for a variety of projects. Narrative report and draft budget are included in packet for review.

A motion was made by Director Uhlrig and seconded by Director Sellu to approve the 2022 budget as presented.

The motion carried by the following vote:

AYES: Uhlrig, Pearson, Spangler, Billah, Sellu.

NOES: None

ABSTENTIONS: None

4.3 OROVILLE TOURISM COMMITTEE YEAR-END REVIEW

Year-end review report included in board packet. Committee will meet soon to develop a recommendation for the 2022 program year to be presented and approved by the BOD at the March 2022 meeting.

Update given. No action required.

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4.4 CHICO TOURISM COMMITTEE YEAR-END REVIEW & CONSIDERATION OF RECOMMENDATION FOR 2022 PLAN AND SPENDING

The Chico Tourism Committee year-end review report is included in the board packet. The current members of the Chico Tourism Committee met on Friday, January 7, 2022, to discuss initiatives for 2022. With remainder funds from 2021 and the already earned funds for 2022, the Chico Zone Marketing budget for 2022 will be more than \$94,000. Top line, the committee would like to focus on the following activities:

- Grow the committee to be more inclusive to organizations that are involved in travel and tourism, to be broader than the original group.
- Allocate no more than 50% of the annual zone budget or \$40,000 (whichever is lower) per year on a project manager to deploy Chico Zone marketing and initiatives as developed by the committee annually.
- Allocate additional budget to
 - "Clean Up Chico" volunteer event creation/partnership with \$4,000 (2 events in 2022).
 - \$15,000 for a Chico Velo Wildflower lodging/biking partnership.
 - \$3,000 for other sponsorship opportunities that EBC should be included in.
- This leaves \$32,000 in the budget for the committee to consider and come back to the BOD with additional planning.

A motion was made by Director Pearson and seconded by Director Uhlrig to approve the recommendation from the Chico Tourism Committee for 2022 as outlined, with the additional planning to come before the EBC BOD as the year continues.

The motion carried by the following vote:

AYES: Uhlrig, Pearson, Spangler, Billah, Sellu.

NOES: None

ABSTENTIONS: None

4.5 CONSIDERATION OF CONTRACT AND SCOPE OF WORK WITH BUTTE COUNTY TO DEPLOY THE BUTTE COUNTY WAYFINDING SIGNAGE MASTER PLAN

Denero has been working with Butte County to develop a scope of work with timelines and deliverables which will need to be presented to the Butte County Board of Supervisors in February prior to work beginning. Proposed scope and budget are included in board packet for EBC BOD approval.

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A motion was made by Director Spangler and seconded by Director Pearson to approve the scope of work with corresponding timelines and budget items with updated milestones.

The motion carried by the following vote:

AYES: Uhlrig, Pearson, Spangler, Billah, Sellu.

NOES: None

ABSTENTIONS: None

4.6 CONSIDERATION OF CONTRACT WITH JOHN PEARSON AS PROJECT MANAGER FOR EBC

During the November 11, 2021, EBC board meeting, EBC staff asked for BOD direction on upcoming special projects and need for additional help to fulfill the project timelines and deliverables. After considering projects and funding a Project Manager scope of work has been created that would allow EBC flexibility to work with a contractor to be a liaison for at least 3 projects outlined in our 2022 goals. Current board member, John Pearson, submitted a proposal to work with EBC as the Project Manager. Due to a potential for a perceived conflict of interest, John has submitted his resignation from the Board of Directors to be considered for this contract position.

A motion was made by Director Uhlrig and seconded by Sellu to accept John Pearson's resignation from the Board of Directors as an at-large director and to allow Denero to sign the Project Manager contract on behalf of the board of directors.

The motion carried by the following vote:

AYES: Uhlrig, Spangler, Billah, Sellu.

NOES: None

ABSTENTIONS: John Pearson

Note: John Pearson recused himself because the vote was about him.

5. REPORTS AND COMMUNICATIONS

5.1 MOBILE VISITOR CENTER UPDATE *Bruce Spangler*

5.2 MARKETING COMMITTEE REPORT *Nicole Johansson*

This report was given by Director Pearson

5.3 NOMINATING COMMITTEE UPDATE *Haroon Saddique*

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This update was given by Carolyn Denero.

5.4 EXECUTIVE DIRECTOR REPORT *Carolyn Denero***6. ADJOURNMENT**

Meeting was adjourned at 1:25pm

Minutes respectfully submitted by Alicia Salas.

Explore Butte County
Statement of Financial Position
As of January 31, 2022

	Jan 31, 22
ASSETS	
Current Assets	
Checking/Savings	
1000 · Tri Counties Bank	1,121,835.94
Total Checking/Savings	1,121,835.94
Total Current Assets	1,121,835.94
Fixed Assets	
1550 · Vehicle	98,582.41
1500 · Furniture and Equipment	15,393.73
1600 · Accumulated depreciation	-5,766.00
Total Fixed Assets	108,210.14
TOTAL ASSETS	1,230,046.08
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
2100 · TCB Credit Card #1238-Carolyn D	3,737.81
2101 · Credit Card #3044-Ashley Baer	1,335.19
2102 · Credit Card #3036 -Alicia Salas	1,940.27
Total Credit Cards	7,013.27
Other Current Liabilities	
2400 · Payroll Liabilities	4,651.62
Total Other Current Liabilities	4,651.62
Total Current Liabilities	11,664.89
Total Liabilities	11,664.89
Equity	
3200 · Unrestricted Net Assets	582,852.61
3300 · Net Assets - Reserved	
3305 · Reserved - Zone Marketing	83,854.09
3310 · Reserved - 3% Contingency	118,127.40
3315 · Reserved - Recovery Campaign	136,000.00
3320 · Reserved - Film Commission	68,204.26
3325 · Reserved - Wayfinding Signage	68,204.26
3330 · Reserved - Mobile Visitor Cente	150,000.00
3335 · Reserved - Rebranding Project	55,000.00
Total 3300 · Net Assets - Reserved	679,390.01

Explore Butte County
Statement of Financial Position
As of January 31, 2022

	Jan 31, 22
Net Income	-43,861.43
Total Equity	1,218,381.19
TOTAL LIABILITIES & EQUITY	1,230,046.08

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

		Chico ARPA	
	Jan 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		
4850 · Non-Lodging Participation	0.00		
4870 · Visitor Guide Advertising	0.00	8,333.00	-8,333.00
Total 4800 · Other Types of Income	50,000.00	8,333.00	41,667.00
Total Income	50,000.00	8,333.00	41,667.00
Cost of Goods Sold			
5000 · 2% Fee			
5200 · 2% Fee - Butte County	0.00		
5300 · 2% Fee - Chico	0.00		
5350 · 2% Fee - Gridley	0.00		
5400 · 2% Fee - Oroville	0.00		
5500 · 2% Fee - Paradise	0.00		
Total 5000 · 2% Fee	0.00		
Total COGS	0.00		
Gross Profit	50,000.00	8,333.00	41,667.00
Expense			
6000 · Sales and Marketing Expense			
6010 · Advertising	0.00		
6020 · Capital Display	0.00		
6030 · Conferences	0.00		
6050 · Creative Services	0.00		
6070 · Dues and Memberships	0.00		

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

	Chico ARPA		
	Jan 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	7,167.00	-7,167.00
Total 6100 · Marketing contracts	0.00	7,167.00	-7,167.00
6200 · Meals	0.00		
6310 · Postage	0.00		
6320 · Printing	0.00		
6340 · Public Relations	0.00		
6350 · Sales and Marketing Exp. -Other	0.00		
6360 · Sponsorships	0.00		
6355 · Hospitality for Hospitality	0.00		
6400 · Staffing - Marketing			
6410 · Staffing - Marketing payroll	0.00		
6420 · Staffing - Payroll Taxes - Mktg	0.00		
6430 · Workers comp insurance	0.00		
6440 · Health insurance	0.00		
Total 6400 · Staffing - Marketing	0.00		
6655 · Vehicle Maintenance	0.00		
6700 · Website	0.00		
Total 6000 · Sales and Marketing Expense	0.00	7,167.00	-7,167.00
6900 · Zone and Micro-Marketing			
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 2022

	Chico ARPA		
	Jan 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	1,167.00	-1,167.00
Total 7000 · Administration Expenses	0.00	1,167.00	-1,167.00
Total Expense	0.00	8,334.00	-8,334.00
Net Ordinary Income	50,000.00	-1.00	50,001.00
Net Income	50,000.00	-1.00	50,001.00

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

	Event Support - County ARPA		
	Jan 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		
4850 · Non-Lodging Participation	0.00		
4870 · Visitor Guide Advertising	0.00	4,483.00	-4,483.00
Total 4800 · Other Types of Income	0.00	4,483.00	-4,483.00
Total Income	0.00	4,483.00	-4,483.00
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	4,483.00	-4,483.00
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 2022

	Event Support - County ARPA		
	Jan 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	4,108.00	-4,108.00
6355 · Hospitality for Hospitality	0.00		
6400 · Staffing - Marketing			
6410 · Staffing - Marketing payroll	0.00		
6420 · Staffing - Payroll Taxes - Mktg	0.00		
6430 · Workers comp insurance	0.00		
6440 · Health insurance	0.00		
Total 6400 · Staffing - Marketing	0.00		
6655 · Vehicle Maintenance	0.00		
6700 · Website	0.00		
Total 6000 · Sales and Marketing Expense	0.00	4,108.00	-4,108.00
6900 · Zone and Micro-Marketing			
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 2022

	Event Support - County ARPA		
	Jan 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	375.00	-375.00
Total 7000 · Administration Expenses	0.00	375.00	-375.00
Total Expense	0.00	4,483.00	-4,483.00
Net Ordinary Income	0.00	0.00	0.00
Net Income	0.00	0.00	0.00

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

	Jan 22	Non-Lodging Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
4000 · Program Income			
4200 · Butte County	0.00		
4300 · Chico	0.00		
4350 · Gridley	0.00		
4400 · Oroville	0.00		
4500 · Paradise	0.00		
Total 4000 · Program Income	0.00		
4800 · Other Types of Income			
4810 · Interest Income	0.00		
4820 · Chico ARPA	0.00		
4850 · Non-Lodging Participation	5,422.48	500.00	4,922.48
4870 · Visitor Guide Advertising	0.00	833.00	-833.00
Total 4800 · Other Types of Income	5,422.48	1,333.00	4,089.48
Total Income	5,422.48	1,333.00	4,089.48
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	5,422.48	1,333.00	4,089.48
Expense			
6000 · Sales and Marketing Expense			
6010 · Advertising	3,900.00	500.00	3,400.00
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 2022

	Jan 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	833.00	-833.00
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	1,333.00	2,567.00
6900 · Zone and Micro-Marketing			
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		

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

	Jan 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	1,333.00	2,597.23
Net Ordinary Income	1,492.25	0.00	1,492.25
Net Income	1,492.25	0.00	1,492.25

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

	Prior Year Reserved	
	Jan 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	
4850 · Non-Lodging Participation	0.00	
4870 · Visitor Guide Advertising	0.00	
Total 4800 · Other Types of Income	0.00	
Total Income	0.00	
Cost of Goods Sold		
5000 · 2% Fee		
5200 · 2% Fee - Butte County	0.00	
5300 · 2% Fee - Chico	0.00	
5350 · 2% Fee - Gridley	0.00	
5400 · 2% Fee - Oroville	0.00	
5500 · 2% Fee - Paradise	0.00	
Total 5000 · 2% Fee	0.00	
Total COGS	0.00	
Gross Profit	0.00	
Expense		
6000 · Sales and Marketing Expense		
6010 · Advertising	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 2022

		Prior Year Reserved	
	Jan 22	Budget	\$ Over Budget
6100 · Marketing contracts			
6110 · Advertising Agencies	13,213.30	4,583.00	8,630.30
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	13,213.30	4,583.00	8,630.30
6200 · Meals	0.00		
6310 · Postage	0.00		
6320 · Printing	0.00		
6340 · Public Relations	0.00		
6350 · Sales and Marketing Exp. -Other	0.00		
6360 · Sponsorships	0.00		
6355 · Hospitality for Hospitality	0.00		
6400 · Staffing - Marketing			
6410 · Staffing - Marketing payroll	0.00		
6420 · Staffing - Payroll Taxes - Mktg	0.00		
6430 · Workers comp insurance	0.00		
6440 · Health insurance	0.00		
Total 6400 · Staffing - Marketing	0.00		
6655 · Vehicle Maintenance	0.00	7,917.00	-7,917.00
6700 · Website	0.00		
Total 6000 · Sales and Marketing Expense	13,213.30	12,500.00	713.30
6900 · Zone and Micro-Marketing			
6910 · Chico Zone	6,671.83	4,833.00	1,838.83
6920 · Paradise Zone	0.00	125.00	-125.00
6930 · Oroville Zone	4,612.00	1,542.00	3,070.00
6940 · Other Zone	0.00	117.00	-117.00
Total 6900 · Zone and Micro-Marketing	11,283.83	6,617.00	4,666.83
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 2022

	Jan 22	Prior Year Reserved	
		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	24,497.13	19,117.00	5,380.13
Net Ordinary Income	-24,497.13	-19,117.00	-5,380.13
Net Income	-24,497.13	-19,117.00	-5,380.13

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

		Program	
	Jan 22	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
4000 · Program Income			
4200 · Butte County	0.00	262.00	-262.00
4300 · Chico	0.00	50,979.00	-50,979.00
4350 · Gridley	0.00	694.00	-694.00
4400 · Oroville	0.00	16,589.00	-16,589.00
4500 · Paradise	0.00	2,309.00	-2,309.00
Total 4000 · Program Income	0.00	70,833.00	-70,833.00
4800 · Other Types of Income			
4810 · Interest Income	9.42		
4820 · Chico ARPA	0.00		
4850 · Non-Lodging Participation	0.00		
4870 · Visitor Guide Advertising	0.00		
Total 4800 · Other Types of Income	9.42		
Total Income	9.42	70,833.00	-70,823.58
Cost of Goods Sold			
5000 · 2% Fee			
5200 · 2% Fee - Butte County	0.00	5.00	-5.00
5300 · 2% Fee - Chico	0.00	1,019.00	-1,019.00
5350 · 2% Fee - Gridley	0.00	14.00	-14.00
5400 · 2% Fee - Oroville	0.00	332.00	-332.00
5500 · 2% Fee - Paradise	0.00	46.00	-46.00
Total 5000 · 2% Fee	0.00	1,416.00	-1,416.00
Total COGS	0.00	1,416.00	-1,416.00
Gross Profit	9.42	69,417.00	-69,407.58
Expense			
6000 · Sales and Marketing Expense			
6010 · Advertising	19,183.70	14,792.00	4,391.70
6020 · Capital Display	0.00	125.00	-125.00
6030 · Conferences	0.00	167.00	-167.00
6050 · Creative Services	7,039.00	5,333.00	1,706.00
6070 · Dues and Memberships	0.00	333.00	-333.00

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

	Program		
	Jan 22	Budget	\$ Over Budget
6100 · Marketing contracts			
6110 · Advertising Agencies	19,000.00	3,817.00	15,183.00
6140 · CrowdRiff	0.00	1,254.00	-1,254.00
6130 · Public Relations expense	600.00	1,250.00	-650.00
6150 · Bandwango	0.00	1,208.00	-1,208.00
6160 · SeeSource	2,247.00	2,292.00	-45.00
6100 · Marketing contracts - Other	0.00		
Total 6100 · Marketing contracts	21,847.00	9,821.00	12,026.00
6200 · Meals	0.00	25.00	-25.00
6310 · Postage	0.00	208.00	-208.00
6320 · Printing	0.00	500.00	-500.00
6340 · Public Relations	1,461.35	500.00	961.35
6350 · Sales and Marketing Exp. -Other	0.00	167.00	-167.00
6360 · Sponsorships	0.00		
6355 · Hospitality for Hospitality	0.00	208.00	-208.00
6400 · Staffing - Marketing			
6410 · Staffing - Marketing payroll	11,929.57	13,250.00	-1,320.43
6420 · Staffing - Payroll Taxes - Mktg	1,234.39	1,250.00	-15.61
6430 · Workers comp insurance	42.36	154.00	-111.64
6440 · Health insurance	1,212.60	1,250.00	-37.40
Total 6400 · Staffing - Marketing	14,418.92	15,904.00	-1,485.08
6655 · Vehicle Maintenance	0.00	417.00	-417.00
6700 · Website	250.60	1,083.00	-832.40
Total 6000 · Sales and Marketing Expense	64,200.57	49,583.00	14,617.57
6900 · Zone and Micro-Marketing			
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	60.00	-60.00
7020 · Bank fees	-0.01	8.00	-8.01
7030 · Conference, Convention, Meeting	1,404.80	417.00	987.80
7050 · Education	0.00	417.00	-417.00
7060 · Filing fees/ taxes	0.00	8.00	-8.00
7070 · General Administration	0.00	833.00	-833.00
7100 · Insurance	0.00	500.00	-500.00

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

	Program		
	Jan 22	Budget	\$ Over Budget
7200 · Meals	0.00	104.00	-104.00
7210 · Membership dues	0.00	208.00	-208.00
7300 · Office supplies	305.21	250.00	55.21
7310 · Postage	60.76	42.00	18.76
7320 · Printing and Copying	0.00	83.00	-83.00
7330 · Professional fees - Accounting	750.00	2,083.00	-1,333.00
7340 · Professional fees - Legal	0.00	289.00	-289.00
7350 · Promotion	0.00	8.00	-8.00
7360 · Rent/ Office Space	525.00	700.00	-175.00
7400 · Staffing - Admin			
7410 · Staffing - Admin Payroll	2,381.19	1,850.00	531.19
7420 · Payroll taxes - admin	246.39	245.00	1.39
7430 · Workers comp insurance	8.46	26.00	-17.54
7440 · Health insurance	325.91	250.00	75.91
Total 7400 · Staffing - Admin	2,961.95	2,371.00	590.95
7500 · Subscriptions	184.03	917.00	-732.97
7560 · Telephone, Telecommunications	124.44	305.00	-180.56
7570 · Travel	229.22	521.00	-291.78
7900 · Admin Expense- Other	120.00	500.00	-380.00
Total 7000 · Administration Expenses	6,665.40	10,624.00	-3,958.60
Total Expense	70,865.97	60,207.00	10,658.97
Net Ordinary Income	-70,856.55	9,210.00	-80,066.55
Net Income	-70,856.55	9,210.00	-80,066.55

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

	Wayfinding Signage -County ARPA		
	Jan 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		
4850 · Non-Lodging Participation	0.00		
4870 · Visitor Guide Advertising	0.00	8,125.00	-8,125.00
Total 4800 · Other Types of Income	0.00	8,125.00	-8,125.00
Total Income	0.00	8,125.00	-8,125.00
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	8,125.00	-8,125.00
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 2022

Wayfinding Signage -County ARPA			
	Jan 22	Budget	\$ Over Budget
6100 · Marketing contracts			
6110 · Advertising Agencies	0.00	7,083.00	-7,083.00
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	7,083.00	-7,083.00
6200 · Meals	0.00		
6310 · Postage	0.00		
6320 · Printing	0.00		
6340 · Public Relations	0.00		
6350 · Sales and Marketing Exp. -Other	0.00		
6360 · Sponsorships	0.00		
6355 · Hospitality for Hospitality	0.00		
6400 · Staffing - Marketing			
6410 · Staffing - Marketing payroll	0.00		
6420 · Staffing - Payroll Taxes - Mktg	0.00		
6430 · Workers comp insurance	0.00		
6440 · Health insurance	0.00		
Total 6400 · Staffing - Marketing	0.00		
6655 · Vehicle Maintenance	0.00		
6700 · Website	0.00		
Total 6000 · Sales and Marketing Expense	0.00	7,083.00	-7,083.00
6900 · Zone and Micro-Marketing			
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 2022

Wayfinding Signage -County ARPA			
	Jan 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	1,042.00	-1,042.00
Total 7000 · Administration Expenses	0.00	1,042.00	-1,042.00
Total Expense	0.00	8,125.00	-8,125.00
Net Ordinary Income	0.00	0.00	0.00
Net Income	0.00	0.00	0.00

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

		TOTAL	
	Jan 22	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
4000 · Program Income			
4200 · Butte County	0.00	262.00	-262.00
4300 · Chico	0.00	50,979.00	-50,979.00
4350 · Gridley	0.00	694.00	-694.00
4400 · Oroville	0.00	16,589.00	-16,589.00
4500 · Paradise	0.00	2,309.00	-2,309.00
Total 4000 · Program Income	0.00	70,833.00	-70,833.00
4800 · Other Types of Income			
4810 · Interest Income	9.42	0.00	9.42
4820 · Chico ARPA	50,000.00	0.00	50,000.00
4850 · Non-Lodging Participation	5,422.48	500.00	4,922.48
4870 · Visitor Guide Advertising	0.00	21,774.00	-21,774.00
Total 4800 · Other Types of Income	55,431.90	22,274.00	33,157.90
Total Income	55,431.90	93,107.00	-37,675.10
Cost of Goods Sold			
5000 · 2% Fee			
5200 · 2% Fee - Butte County	0.00	5.00	-5.00
5300 · 2% Fee - Chico	0.00	1,019.00	-1,019.00
5350 · 2% Fee - Gridley	0.00	14.00	-14.00
5400 · 2% Fee - Oroville	0.00	332.00	-332.00
5500 · 2% Fee - Paradise	0.00	46.00	-46.00
Total 5000 · 2% Fee	0.00	1,416.00	-1,416.00
Total COGS	0.00	1,416.00	-1,416.00
Gross Profit	55,431.90	91,691.00	-36,259.10
Expense			
6000 · Sales and Marketing Expense			
6010 · Advertising	23,083.70	15,292.00	7,791.70
6020 · Capital Display	0.00	125.00	-125.00
6030 · Conferences	0.00	167.00	-167.00
6050 · Creative Services	7,039.00	5,333.00	1,706.00
6070 · Dues and Memberships	0.00	333.00	-333.00

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

		TOTAL	
	Jan 22	Budget	\$ Over Budget
6100 · Marketing contracts			
6110 · Advertising Agencies	32,213.30	15,483.00	16,730.30
6140 · CrowdRiff	0.00	1,254.00	-1,254.00
6130 · Public Relations expense	600.00	1,250.00	-650.00
6150 · Bandwango	0.00	1,208.00	-1,208.00
6160 · SeeSource	2,247.00	2,292.00	-45.00
6100 · Marketing contracts - Other	0.00	7,167.00	-7,167.00
Total 6100 · Marketing contracts	35,060.30	28,654.00	6,406.30
6200 · Meals	0.00	25.00	-25.00
6310 · Postage	0.00	208.00	-208.00
6320 · Printing	0.00	1,333.00	-1,333.00
6340 · Public Relations	1,461.35	500.00	961.35
6350 · Sales and Marketing Exp. -Other	0.00	167.00	-167.00
6360 · Sponsorships	0.00	4,108.00	-4,108.00
6355 · Hospitality for Hospitality	0.00	208.00	-208.00
6400 · Staffing - Marketing			
6410 · Staffing - Marketing payroll	11,929.57	13,250.00	-1,320.43
6420 · Staffing - Payroll Taxes - Mktg	1,234.39	1,250.00	-15.61
6430 · Workers comp insurance	42.36	154.00	-111.64
6440 · Health insurance	1,212.60	1,250.00	-37.40
Total 6400 · Staffing - Marketing	14,418.92	15,904.00	-1,485.08
6655 · Vehicle Maintenance	0.00	8,334.00	-8,334.00
6700 · Website	250.60	1,083.00	-832.40
Total 6000 · Sales and Marketing Expense	81,313.87	81,774.00	-460.13
6900 · Zone and Micro-Marketing			
6910 · Chico Zone	6,671.83	4,833.00	1,838.83
6920 · Paradise Zone	0.00	125.00	-125.00
6930 · Oroville Zone	4,612.00	1,542.00	3,070.00
6940 · Other Zone	0.00	117.00	-117.00
Total 6900 · Zone and Micro-Marketing	11,283.83	6,617.00	4,666.83
7000 · Administration Expenses			
7010 · Advertising	0.00	60.00	-60.00
7020 · Bank fees	30.22	8.00	22.22
7030 · Conference, Convention, Meeting	1,404.80	417.00	987.80
7050 · Education	0.00	417.00	-417.00
7060 · Filing fees/ taxes	0.00	8.00	-8.00
7070 · General Administration	0.00	833.00	-833.00
7100 · Insurance	0.00	500.00	-500.00

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

	TOTAL		
	Jan 22	Budget	\$ Over Budget
7200 · Meals	0.00	104.00	-104.00
7210 · Membership dues	0.00	208.00	-208.00
7300 · Office supplies	305.21	250.00	55.21
7310 · Postage	60.76	42.00	18.76
7320 · Printing and Copying	0.00	83.00	-83.00
7330 · Professional fees - Accounting	750.00	2,083.00	-1,333.00
7340 · Professional fees - Legal	0.00	289.00	-289.00
7350 · Promotion	0.00	8.00	-8.00
7360 · Rent/ Office Space	525.00	700.00	-175.00
7400 · Staffing - Admin			
7410 · Staffing - Admin Payroll	2,381.19	1,850.00	531.19
7420 · Payroll taxes - admin	246.39	245.00	1.39
7430 · Workers comp insurance	8.46	26.00	-17.54
7440 · Health insurance	325.91	250.00	75.91
Total 7400 · Staffing - Admin	2,961.95	2,371.00	590.95
7500 · Subscriptions	184.03	917.00	-732.97
7560 · Telephone, Telecommunications	124.44	305.00	-180.56
7570 · Travel	229.22	521.00	-291.78
7900 · Admin Expense- Other	120.00	3,084.00	-2,964.00
Total 7000 · Administration Expenses	6,695.63	13,208.00	-6,512.37
Total Expense	99,293.33	101,599.00	-2,305.67
Net Ordinary Income	-43,861.43	-9,908.00	-33,953.43
Net Income	-43,861.43	-9,908.00	-33,953.43

Explore Butte County Statement of Financial Position As of February 28, 2022

	Feb 28, 22
ASSETS	
Current Assets	
Checking/Savings	
1000 · Tri Counties Bank	1,109,373.47
Total Checking/Savings	1,109,373.47
Total Current Assets	1,109,373.47
Fixed Assets	
1550 · Vehicle	98,582.41
1500 · Furniture and Equipment	15,393.73
1600 · Accumulated depreciation	-13,691.00
Total Fixed Assets	100,285.14
TOTAL ASSETS	1,209,658.61
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
2100 · TCB Credit Card #1238-Carolyn D	3,630.18
2101 · Credit Card #3044-Ashley Baer	1,298.55
2102 · Credit Card #3036 -Alicia Salas	966.93
Total Credit Cards	5,895.66
Other Current Liabilities	
2400 · Payroll Liabilities	4,718.55
Total Other Current Liabilities	4,718.55
Total Current Liabilities	10,614.21
Total Liabilities	10,614.21
Equity	
3200 · Unrestricted Net Assets	645,123.20
3300 · Net Assets - Reserved	
3305 · Reserved - Zone Marketing	83,854.09
3310 · Reserved - 3% Contingency	118,127.40
3315 · Reserved - Recovery Campaign	136,000.00
3320 · Reserved - Film Commission	68,204.26
3325 · Reserved - Wayfinding Signage	68,204.26
3330 · Reserved - Mobile Visitor Cente	150,000.00
3335 · Reserved - Rebranding Project	55,000.00
Total 3300 · Net Assets - Reserved	679,390.01
Net Income	-125,468.81
Total Equity	1,199,044.40
TOTAL LIABILITIES & EQUITY	1,209,658.61

Explore Butte County
Statement of Activities
January through February 2022

	Jan - Feb 22
Ordinary Income/Expense	
Income	
4800 · Other Types of Income	
4810 · Interest Income	19.88
4820 · Chico ARPA	50,000.00
4850 · Non-Lodging Participation	12,522.48
Total 4800 · Other Types of Income	62,542.36
Total Income	62,542.36
Gross Profit	62,542.36
Expense	
6000 · Sales and Marketing Expense	
6010 · Advertising	61,073.90
6050 · Creative Services	13,746.82
6100 · Marketing contracts	
6110 · Advertising Agencies	37,984.55
6130 · Public Relations expense	1,870.00
6160 · SeeSource	4,494.00
6100 · Marketing contracts - Other	5,555.00
Total 6100 · Marketing contracts	49,903.55
6200 · Meals	15.00
6310 · Postage	0.92
6340 · Public Relations	2,261.35
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	23,651.05
6420 · Staffing - Payroll Taxes - Mktg	2,262.60
6430 · Workers comp insurance	84.64
6440 · Health insurance	2,415.28
Total 6400 · Staffing - Marketing	28,413.57
6700 · Website	501.20
Total 6000 · Sales and Marketing Expense	155,916.31
6900 · Zone and Micro-Marketing	
6910 · Chico Zone	11,821.83
6930 · Oroville Zone	4,612.00
Total 6900 · Zone and Micro-Marketing	16,433.83
7000 · Administration Expenses	
7020 · Bank fees	30.22
7030 · Conference, Convention, Meeting	2,495.37
7070 · General Administration	113.36
7200 · Meals	222.85
7300 · Office supplies	305.21
7310 · Postage	394.12
7330 · Professional fees - Accounting	3,224.99
7360 · Rent/ Office Space	1,050.00
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	4,748.23
7420 · Payroll taxes - admin	442.80
7430 · Workers comp insurance	17.00
7440 · Health insurance	516.90
Total 7400 · Staffing - Admin	5,724.93

Explore Butte County
Statement of Activities
January through February 2022

	Jan - Feb 22
7500 · Subscriptions	283.73
7560 · Telephone, Telecommunications	481.09
7570 · Travel	876.79
7900 · Admin Expense- Other	458.37
	<hr/>
Total 7000 · Administration Expenses	15,661.03
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Total Expense	188,011.17
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Net Ordinary Income	-125,468.81
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Net Income	-125,468.81
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Accrual Basis

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

		Chico ARPA	
	Jan - Feb 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		
4850 · Non-Lodging Participation	0.00		
4870 · Visitor Guide Advertising	0.00	16,666.00	-16,666.00
Total 4800 · Other Types of Income	50,000.00	16,666.00	33,334.00
Total Income	50,000.00	16,666.00	33,334.00
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	16,666.00	33,334.00
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 February 2022

	Chico ARPA		
	Jan - Feb 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	5,555.00	14,334.00	-8,779.00
Total 6100 · Marketing contracts	5,555.00	14,334.00	-8,779.00
6200 · Meals	0.00		
6310 · Postage	0.00		
6320 · Printing	0.00		
6340 · Public Relations	0.00		
6350 · Sales and Marketing Exp. -Other	0.00		
6360 · Sponsorships	0.00		
6355 · Hospitality for Hospitality	0.00		
6400 · Staffing - Marketing			
6410 · Staffing - Marketing payroll	0.00		
6420 · Staffing - Payroll Taxes - Mktg	0.00		
6430 · Workers comp insurance	0.00		
6440 · Health insurance	0.00		
Total 6400 · Staffing - Marketing	0.00		
6655 · Vehicle Maintenance	0.00		
6700 · Website	0.00		
Total 6000 · Sales and Marketing Expense	5,555.00	14,334.00	-8,779.00
6900 · Zone and Micro-Marketing			
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 February 2022

	Chico ARPA		
	Jan - Feb 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	2,334.00	-1,995.63
Total 7000 · Administration Expenses	338.37	2,334.00	-1,995.63
Total Expense	5,893.37	16,668.00	-10,774.63
Net Ordinary Income	44,106.63	-2.00	44,108.63
Net Income	44,106.63	-2.00	44,108.63

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

	Event Support - County ARPA		
	Jan - Feb 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		
4850 · Non-Lodging Participation	0.00		
4870 · Visitor Guide Advertising	0.00	8,966.00	-8,966.00
Total 4800 · Other Types of Income	0.00	8,966.00	-8,966.00
Total Income	0.00	8,966.00	-8,966.00
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	8,966.00	-8,966.00
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 February 2022

	Event Support - County ARPA		
	Jan - Feb 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	8,216.00	-8,216.00
6355 · Hospitality for Hospitality	0.00		
6400 · Staffing - Marketing			
6410 · Staffing - Marketing payroll	0.00		
6420 · Staffing - Payroll Taxes - Mktg	0.00		
6430 · Workers comp insurance	0.00		
6440 · Health insurance	0.00		
Total 6400 · Staffing - Marketing	0.00		
6655 · Vehicle Maintenance	0.00		
6700 · Website	0.00		
Total 6000 · Sales and Marketing Expense	0.00	8,216.00	-8,216.00
6900 · Zone and Micro-Marketing			
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 February 2022

	Event Support - County ARPA		
	Jan - Feb 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	750.00	-750.00
Total 7000 · Administration Expenses	0.00	750.00	-750.00
Total Expense	0.00	8,966.00	-8,966.00
Net Ordinary Income	0.00	0.00	0.00
Net Income	0.00	0.00	0.00

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

	Jan - Feb 22	Non-Lodging Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
4000 · Program Income			
4200 · Butte County	0.00		
4300 · Chico	0.00		
4350 · Gridley	0.00		
4400 · Oroville	0.00		
4500 · Paradise	0.00		
Total 4000 · Program Income	0.00		
4800 · Other Types of Income			
4810 · Interest Income	0.00		
4820 · Chico ARPA	0.00		
4850 · Non-Lodging Participation	12,322.48	1,000.00	11,322.48
4870 · Visitor Guide Advertising	0.00	1,666.00	-1,666.00
Total 4800 · Other Types of Income	12,322.48	2,666.00	9,656.48
Total Income	12,322.48	2,666.00	9,656.48
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	12,322.48	2,666.00	9,656.48
Expense			
6000 · Sales and Marketing Expense			
6010 · Advertising	3,900.00	1,000.00	2,900.00
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 February 2022

	Jan - Feb 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	1,666.00	-1,666.00
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	2,666.00	1,234.00
6900 · Zone and Micro-Marketing			
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 February 2022

	Non-Lodging		
	Jan - Feb 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	30.23		
Total Expense	3,930.23	2,666.00	1,264.23
Net Ordinary Income	8,392.25	0.00	8,392.25
Net Income	8,392.25	0.00	8,392.25

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

		Prior Year Reserved	
	Jan - Feb 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		
4850 · Non-Lodging Participation	0.00		
4870 · Visitor Guide Advertising	0.00		
Total 4800 · Other Types of Income		0.00	
Total Income		0.00	
Cost of Goods Sold			
5000 · 2% Fee			
5200 · 2% Fee - Butte County	0.00		
5300 · 2% Fee - Chico	0.00		
5350 · 2% Fee - Gridley	0.00		
5400 · 2% Fee - Oroville	0.00		
5500 · 2% Fee - Paradise	0.00		
Total 5000 · 2% Fee		0.00	
Total COGS		0.00	
Gross Profit		0.00	
Expense			
6000 · Sales and Marketing Expense			
6010 · Advertising	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 February 2022

	Prior Year Reserved		
	Jan - Feb 22	Budget	\$ Over Budget
6100 · Marketing contracts			
6110 · Advertising Agencies	14,495.80	9,166.00	5,329.80
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	14,495.80	9,166.00	5,329.80
6200 · Meals	0.00		
6310 · Postage	0.00		
6320 · Printing	0.00		
6340 · Public Relations	0.00		
6350 · Sales and Marketing Exp. -Other	0.00		
6360 · Sponsorships	0.00		
6355 · Hospitality for Hospitality	0.00		
6400 · Staffing - Marketing			
6410 · Staffing - Marketing payroll	0.00		
6420 · Staffing - Payroll Taxes - Mktg	0.00		
6430 · Workers comp insurance	0.00		
6440 · Health insurance	0.00		
Total 6400 · Staffing - Marketing	0.00		
6655 · Vehicle Maintenance	0.00	15,834.00	-15,834.00
6700 · Website	0.00		
Total 6000 · Sales and Marketing Expense	14,495.80	25,000.00	-10,504.20
6900 · Zone and Micro-Marketing			
6910 · Chico Zone	11,821.83	9,666.00	2,155.83
6920 · Paradise Zone	0.00	250.00	-250.00
6930 · Oroville Zone	4,612.00	3,084.00	1,528.00
6940 · Other Zone	0.00	234.00	-234.00
Total 6900 · Zone and Micro-Marketing	16,433.83	13,234.00	3,199.83
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 February 2022

		Prior Year Reserved	
	Jan - Feb 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	30,929.63	38,234.00	-7,304.37
Net Ordinary Income	-30,929.63	-38,234.00	7,304.37
Net Income	-30,929.63	-38,234.00	7,304.37

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

		Program	
	Jan - Feb 22	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
4000 · Program Income			
4200 · Butte County	0.00	524.00	-524.00
4300 · Chico	0.00	101,958.00	-101,958.00
4350 · Gridley	0.00	1,388.00	-1,388.00
4400 · Oroville	0.00	33,178.00	-33,178.00
4500 · Paradise	0.00	4,618.00	-4,618.00
Total 4000 · Program Income	0.00	141,666.00	-141,666.00
4800 · Other Types of Income			
4810 · Interest Income	19.88		
4820 · Chico ARPA	0.00		
4850 · Non-Lodging Participation	200.00		
4870 · Visitor Guide Advertising	0.00		
Total 4800 · Other Types of Income	219.88		
Total Income	219.88	141,666.00	-141,446.12
Cost of Goods Sold			
5000 · 2% Fee			
5200 · 2% Fee - Butte County	0.00	10.00	-10.00
5300 · 2% Fee - Chico	0.00	2,039.00	-2,039.00
5350 · 2% Fee - Gridley	0.00	28.00	-28.00
5400 · 2% Fee - Oroville	0.00	664.00	-664.00
5500 · 2% Fee - Paradise	0.00	92.00	-92.00
Total 5000 · 2% Fee	0.00	2,833.00	-2,833.00
Total COGS	0.00	2,833.00	-2,833.00
Gross Profit	219.88	138,833.00	-138,613.12
Expense			
6000 · Sales and Marketing Expense			
6010 · Advertising	57,173.90	29,584.00	27,589.90
6020 · Capital Display	0.00	250.00	-250.00
6030 · Conferences	0.00	334.00	-334.00
6050 · Creative Services	13,746.82	10,666.00	3,080.82
6070 · Dues and Memberships	0.00	666.00	-666.00

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

	Program		
	Jan - Feb 22	Budget	\$ Over Budget
6100 · Marketing contracts			
6110 · Advertising Agencies	23,488.75	7,634.00	15,854.75
6140 · CrowdRiff	0.00	2,508.00	-2,508.00
6130 · Public Relations expense	1,870.00	2,500.00	-630.00
6150 · Bandwango	0.00	2,416.00	-2,416.00
6160 · SeeSource	4,494.00	4,584.00	-90.00
6100 · Marketing contracts - Other	0.00		
Total 6100 · Marketing contracts	29,852.75	19,642.00	10,210.75
6200 · Meals	15.00	50.00	-35.00
6310 · Postage	0.92	416.00	-415.08
6320 · Printing	0.00	1,000.00	-1,000.00
6340 · Public Relations	2,261.35	1,000.00	1,261.35
6350 · Sales and Marketing Exp. -Other	0.00	334.00	-334.00
6360 · Sponsorships	0.00		
6355 · Hospitality for Hospitality	0.00	416.00	-416.00
6400 · Staffing - Marketing			
6410 · Staffing - Marketing payroll	23,651.05	26,500.00	-2,848.95
6420 · Staffing - Payroll Taxes - Mktg	2,262.60	2,500.00	-237.40
6430 · Workers comp insurance	84.64	308.00	-223.36
6440 · Health insurance	2,415.28	2,500.00	-84.72
Total 6400 · Staffing - Marketing	28,413.57	31,808.00	-3,394.43
6655 · Vehicle Maintenance	0.00	834.00	-834.00
6700 · Website	501.20	2,166.00	-1,664.80
Total 6000 · Sales and Marketing Expense	131,965.51	99,166.00	32,799.51
6900 · Zone and Micro-Marketing			
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	120.00	-120.00
7020 · Bank fees	-0.01	16.00	-16.01
7030 · Conference, Convention, Meeting	2,495.37	834.00	1,661.37
7050 · Education	0.00	834.00	-834.00
7060 · Filing fees/ taxes	0.00	16.00	-16.00
7070 · General Administration	113.36	1,666.00	-1,552.64
7100 · Insurance	0.00	1,000.00	-1,000.00

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Accrual Basis

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

	Program		
	Jan - Feb 22	Budget	\$ Over Budget
7200 · Meals	222.85	208.00	14.85
7210 · Membership dues	0.00	416.00	-416.00
7300 · Office supplies	305.21	500.00	-194.79
7310 · Postage	394.12	84.00	310.12
7320 · Printing and Copying	0.00	166.00	-166.00
7330 · Professional fees - Accounting	3,224.99	4,166.00	-941.01
7340 · Professional fees - Legal	0.00	578.00	-578.00
7350 · Promotion	0.00	16.00	-16.00
7360 · Rent/ Office Space	1,050.00	1,400.00	-350.00
7400 · Staffing - Admin			
7410 · Staffing - Admin Payroll	4,748.23	3,700.00	1,048.23
7420 · Payroll taxes - admin	442.80	490.00	-47.20
7430 · Workers comp insurance	17.00	52.00	-35.00
7440 · Health insurance	516.90	500.00	16.90
Total 7400 · Staffing - Admin	5,724.93	4,742.00	982.93
7500 · Subscriptions	283.73	1,834.00	-1,550.27
7560 · Telephone, Telecommunications	481.09	610.00	-128.91
7570 · Travel	876.79	1,042.00	-165.21
7900 · Admin Expense- Other	120.00	1,000.00	-880.00
Total 7000 · Administration Expenses	15,292.43	21,248.00	-5,955.57
Total Expense	147,257.94	120,414.00	26,843.94
Net Ordinary Income	-147,038.06	18,419.00	-165,457.06
Net Income	-147,038.06	18,419.00	-165,457.06

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

	Wayfinding Signage -County ARPA		
	Jan - Feb 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		
4850 · Non-Lodging Participation	0.00		
4870 · Visitor Guide Advertising	0.00	16,250.00	-16,250.00
Total 4800 · Other Types of Income	0.00	16,250.00	-16,250.00
Total Income	0.00	16,250.00	-16,250.00
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	16,250.00	-16,250.00
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 February 2022

		Wayfinding Signage -County ARPA		
		Jan - Feb 22	Budget	\$ Over Budget
6100 · Marketing contracts				
6110 · Advertising Agencies	0.00		14,166.00	-14,166.00
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		14,166.00	-14,166.00
6200 · Meals	0.00			
6310 · Postage	0.00			
6320 · Printing	0.00			
6340 · Public Relations	0.00			
6350 · Sales and Marketing Exp. -Other	0.00			
6360 · Sponsorships	0.00			
6355 · Hospitality for Hospitality	0.00			
6400 · Staffing - Marketing				
6410 · Staffing - Marketing payroll	0.00			
6420 · Staffing - Payroll Taxes - Mktg	0.00			
6430 · Workers comp insurance	0.00			
6440 · Health insurance	0.00			
Total 6400 · Staffing - Marketing	0.00			
6655 · Vehicle Maintenance	0.00			
6700 · Website	0.00			
Total 6000 · Sales and Marketing Expense	0.00		14,166.00	-14,166.00
6900 · Zone and Micro-Marketing				
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 February 2022

	Wayfinding Signage -County ARPA		
	Jan - Feb 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	2,084.00	-2,084.00
Total 7000 · Administration Expenses	0.00	2,084.00	-2,084.00
Total Expense	0.00	16,250.00	-16,250.00
Net Ordinary Income	0.00	0.00	0.00
Net Income	0.00	0.00	0.00

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

		TOTAL	
	Jan - Feb 22	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
4000 · Program Income			
4200 · Butte County	0.00	524.00	-524.00
4300 · Chico	0.00	101,958.00	-101,958.00
4350 · Gridley	0.00	1,388.00	-1,388.00
4400 · Oroville	0.00	33,178.00	-33,178.00
4500 · Paradise	0.00	4,618.00	-4,618.00
Total 4000 · Program Income	0.00	141,666.00	-141,666.00
4800 · Other Types of Income			
4810 · Interest Income	19.88	0.00	19.88
4820 · Chico ARPA	50,000.00	0.00	50,000.00
4850 · Non-Lodging Participation	12,522.48	1,000.00	11,522.48
4870 · Visitor Guide Advertising	0.00	43,548.00	-43,548.00
Total 4800 · Other Types of Income	62,542.36	44,548.00	17,994.36
Total Income	62,542.36	186,214.00	-123,671.64
Cost of Goods Sold			
5000 · 2% Fee			
5200 · 2% Fee - Butte County	0.00	10.00	-10.00
5300 · 2% Fee - Chico	0.00	2,039.00	-2,039.00
5350 · 2% Fee - Gridley	0.00	28.00	-28.00
5400 · 2% Fee - Oroville	0.00	664.00	-664.00
5500 · 2% Fee - Paradise	0.00	92.00	-92.00
Total 5000 · 2% Fee	0.00	2,833.00	-2,833.00
Total COGS	0.00	2,833.00	-2,833.00
Gross Profit	62,542.36	183,381.00	-120,838.64
Expense			
6000 · Sales and Marketing Expense			
6010 · Advertising	61,073.90	30,584.00	30,489.90
6020 · Capital Display	0.00	250.00	-250.00
6030 · Conferences	0.00	334.00	-334.00
6050 · Creative Services	13,746.82	10,666.00	3,080.82
6070 · Dues and Memberships	0.00	666.00	-666.00

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

		TOTAL	
	Jan - Feb 22	Budget	\$ Over Budget
6100 · Marketing contracts			
6110 · Advertising Agencies	37,984.55	30,966.00	7,018.55
6140 · CrowdRiff	0.00	2,508.00	-2,508.00
6130 · Public Relations expense	1,870.00	2,500.00	-630.00
6150 · Bandwango	0.00	2,416.00	-2,416.00
6160 · SeeSource	4,494.00	4,584.00	-90.00
6100 · Marketing contracts - Other	5,555.00	14,334.00	-8,779.00
Total 6100 · Marketing contracts	49,903.55	57,308.00	-7,404.45
6200 · Meals	15.00	50.00	-35.00
6310 · Postage	0.92	416.00	-415.08
6320 · Printing	0.00	2,666.00	-2,666.00
6340 · Public Relations	2,261.35	1,000.00	1,261.35
6350 · Sales and Marketing Exp. -Other	0.00	334.00	-334.00
6360 · Sponsorships	0.00	8,216.00	-8,216.00
6355 · Hospitality for Hospitality	0.00	416.00	-416.00
6400 · Staffing - Marketing			
6410 · Staffing - Marketing payroll	23,651.05	26,500.00	-2,848.95
6420 · Staffing - Payroll Taxes - Mktg	2,262.60	2,500.00	-237.40
6430 · Workers comp insurance	84.64	308.00	-223.36
6440 · Health insurance	2,415.28	2,500.00	-84.72
Total 6400 · Staffing - Marketing	28,413.57	31,808.00	-3,394.43
6655 · Vehicle Maintenance	0.00	16,668.00	-16,668.00
6700 · Website	501.20	2,166.00	-1,664.80
Total 6000 · Sales and Marketing Expense	155,916.31	163,548.00	-7,631.69
6900 · Zone and Micro-Marketing			
6910 · Chico Zone	11,821.83	9,666.00	2,155.83
6920 · Paradise Zone	0.00	250.00	-250.00
6930 · Oroville Zone	4,612.00	3,084.00	1,528.00
6940 · Other Zone	0.00	234.00	-234.00
Total 6900 · Zone and Micro-Marketing	16,433.83	13,234.00	3,199.83
7000 · Administration Expenses			
7010 · Advertising	0.00	120.00	-120.00
7020 · Bank fees	30.22	16.00	14.22
7030 · Conference, Convention, Meeting	2,495.37	834.00	1,661.37
7050 · Education	0.00	834.00	-834.00
7060 · Filing fees/ taxes	0.00	16.00	-16.00
7070 · General Administration	113.36	1,666.00	-1,552.64
7100 · Insurance	0.00	1,000.00	-1,000.00

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Accrual Basis

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

	TOTAL		
	Jan - Feb 22	Budget	\$ Over Budget
7200 · Meals	222.85	208.00	14.85
7210 · Membership dues	0.00	416.00	-416.00
7300 · Office supplies	305.21	500.00	-194.79
7310 · Postage	394.12	84.00	310.12
7320 · Printing and Copying	0.00	166.00	-166.00
7330 · Professional fees - Accounting	3,224.99	4,166.00	-941.01
7340 · Professional fees - Legal	0.00	578.00	-578.00
7350 · Promotion	0.00	16.00	-16.00
7360 · Rent/ Office Space	1,050.00	1,400.00	-350.00
7400 · Staffing - Admin			
7410 · Staffing - Admin Payroll	4,748.23	3,700.00	1,048.23
7420 · Payroll taxes - admin	442.80	490.00	-47.20
7430 · Workers comp insurance	17.00	52.00	-35.00
7440 · Health insurance	516.90	500.00	16.90
Total 7400 · Staffing - Admin	5,724.93	4,742.00	982.93
7500 · Subscriptions	283.73	1,834.00	-1,550.27
7560 · Telephone, Telecommunications	481.09	610.00	-128.91
7570 · Travel	876.79	1,042.00	-165.21
7900 · Admin Expense- Other	458.37	6,168.00	-5,709.63
Total 7000 · Administration Expenses	15,661.03	26,416.00	-10,754.97
Total Expense	188,011.17	203,198.00	-15,186.83
Net Ordinary Income	-125,468.81	-19,817.00	-105,651.81
Net Income	-125,468.81	-19,817.00	-105,651.81

Analise Uhlig
analiseking@yahoo.com
559-471-9872

February 21st, 2022

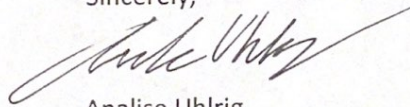
Dear Carolyn and board of Explore Butte County,

It is with my regret I am writing to inform you I will not be able to fulfill the remainder of my term with Explore Butte County as a representative of Chico Lodging. It has been such a pleasure sitting beside you all on this board and learning and hearing from other perspectives within the travel and tourism industry. I would like to still be apart of Explore Butte County in an advisor role. My passion and support for travel and tourism to this county will always still be there.

I will no longer be with Oxford Suites after February 28th, 2022. After being with Oxford for eight years I am turning the page to the next chapter in my career.

If I can be of any assistance to anyone outside of my role with Oxford Suites, I would be happy to help assist my personal contact information is listed above. I look forward to continuing to watch the growth of Explore Butte County!

Sincerely,



Analise Uhlig

Project Name:

Date: 03/03/2022

Meeting Purpose:

CHICO TOURISM COMMITTEE:
ZONE MARKETING

Start: 11:00 AM

Place:

Zoom

End: 12:00 AM

Meeting Notes

Attending

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

Announcements

- None

Discussion

1. Budget review: [Chico Tourism Budget Tracking](#)

There's 40k left in the budget. CD gave a breakdown of current financial situations

2. Need to elect a new Committee Chairperson.

- a. Analise has resigned from Oxford. CD talked about Analise's departure. Proposed now that we have JP as PM he could take the /lead for the group. Group approved.

3. Project Updates

- a. Chico Spring Clean Day - Apr. 30

JP gave an update for Chico Spring Clean Day. Shane the main contact. Vana at Hooker Oak Park

LH – gave an update about the day and signups. Talked about the plan for painting trash cans in Downtown Chico. Talked about the possibility of artists being commissioned to paint the electrical boxes.

CD – Share how other communities have wrapped these types of fixtures. CD – Made point to make sure new EBC logo is on t-shirts

- b. Wildflower Chico Velo Partnership

JP talked about Velo contact for WF. Shared the plan for the Bike concierge program, lodging partnerships and outreach with Bike Shops. JP introduced the “Give Back” sponsorship idea. Asked the group to contribute ideas and organizations. There was good support from the group about elevating the idea.

CD – if there is money left over potential to work with Velo or produce a 15-30 sec promo reel.

Action Items:

JP to reach out to group for Give Back Partners

c. Sponsorship

CD - A sponsorship request was received from International Association of Water Rescue Professionals Symposium. This is an international group who travels to do water rescue training in Chico. EBC has sponsored the group before. Would like to offer \$500 cash sponsorship, 75 welcome bags, and then work with IAWRP to collect whitewater video assets.

4. New funding requests

a. DCBA - \$30,000 request for [Title Sponsorship Partner of Thursday Night Market](#)

CD- Talked through the proposal with DCBA. \$10k for promotion and \$5k for in-kind sponsorship. Proposal was approved by the group.

AT – focused on the street art program and possible collab with 150 year city celebration. Said it focused on heritage and tourism. That the initiative would bring people to the market and downtown.

There was discussion on where the art should be installed and how to make it a more permanent installation. JM – really like the idea and felt it supports downtown and community.

b. City of Chico - \$10,000 request for 150 year celebration

JM – Gave a brief intro for the plan around Chico's 150 Days celebration. Talked about how Choose Chico will be the vehicle for messaging and content. RS – Brought up that CSUC also has a Choose Chico. It might be an opportunity for sharing the spotlight. TS – Asked if it was possible to make something as part of the celebration that the community could point back to as part of the celebration in another 20+ years.

2022 Zone Tracking			
2021 Contribution	\$77,561.22		Final amount, full program earnings with 2% build back in
Previous Balance	\$25,003.05		
	\$102,564.27		
		\$3,000.00	approved for event sponsorships
			\$500 IAWRP - sponsorship March
		\$15,000.00	approved for Velo Century Ride Partnership
		\$4,000.00	approved for Chico Clean Up days
		\$40,000.00	approved for 2022 Project Manager
		\$15,000.00	DCBA Partnership
		\$10,000.00	Chico 150-Year Celebration
	remainder	\$15,564.27	

Explore Butte County - Oroville Tourism Committee

Thursday, February 17, 2022

10:00 am - 11:00 am

Zoom Meeting

<https://us02web.zoom.us/j/86993747672?pwd=Y1pNaVUvaEhTTXovZWtrU1pzYmM4OT09>

Meeting ID: 869 9374 7672

Passcode: 302010

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

Agenda

1. Attendance: In attendance were Amber Miland, Oroville Chamber of Commerce; Bruce Spangler, Oroville Lodging; Victoria Anton, Feather River Recreation & Park District; Carolyn Denero, Explore Butte County; Dawn Nevers, City of Oroville; Travis Gee, California State Parks; and Aaron Wright, California State Parks.
2. Start/Introductions: The meeting was called to order at 10:03 am.
3. Review Current Budget:
 - a. \$25,000 to spend this year. \$4,000 is rolled over from 2021.
 - b. Earmarked:
 - i. \$3,000 to print the maps.
 - ii. \$1,000 map back creative/layout.
 - iii. \$2,500 for website integration of map.
 - c. We should look at setting aside \$5,000 for event sponsorship.
4. 2022 Zone Marketing:
 - a. Suggestions:
 - i. Fishing tournaments.
 - ii. City of Oroville's branding/marketing campaign.
 - iii. An ad campaign of recreational videos that could be promoted on social media.
 - iv. Support of local events.
 - v. Table Mountain through geofencing the location, looking at trash service, and education on how to use the land properly.
 - vi. Oroville Landing Page ad campaign that would be driven through advertising clicks.
 - b. Recommendation for EBC Board:
 - i. \$5,000 for Event Sponsorships

- ii. \$10,000 for Oroville Marketing
- iii. \$10,000 for Oroville Branding Campaign

5. Map Update:

- a. The map is still a work in progress. Now that a new marketing specialist has been hired at FRRPD, the timeline should move faster. The layout is being finalized for printing through the Chico Print Shop. Amber and Victoria will meet so the group will have a draft to view in the March meeting.

6. Next Meeting

- a. For the March meeting, add Jordan Daley (City of Oroville), City of Oroville Museum Curator, Oroville State Theatre Rep, Jordan (Union), and Forebay Aquatic Center Rep.
- b. Add Advertising Campaign, City of Oroville Marketing RFP, and Map Draft to the agenda.
- c. Next Meeting will be March 17 at 10:00 am.

7. From the Floor

- a. The Wildflower & Nature Festival is April 2 from 10:00 am to 4:00 pm.
- b. FRRPD will be hosting a Spring and Fall Concerts in the Park series.
- c. Museum Weekend will take place on February 26 and 27.
- d. The EBC Mobile Visitor Center will be ready for display by April 30.
- e. March 10 is the next EBC Board Meeting.
- f. Hampton Inn has broken ground in Oroville.
- g. The Oroville Chamber will be hosting up to three networking events each month.

8. Adjournment: The meeting was adjourned at 11:00 am.

2022 Zone Tracking				
2021 Contribution	\$23,857.86		Final allocation; 2% admin built back in	
Previous Balance	\$4,061.43			
	\$27,919.29			
		\$5,000.00	Total budget for event sponsorships	
			\$500 Wildflower & Nature Festival March	
		\$10,000.00	Advertising Buy	
		\$10,000.00	Oroville Brand Advertising/Support new brand	

Equity Adjustment March 2022

Net Assets Reserved	Current Balance	Proposed New Amount
3305 Reserved - Zone Marketing	\$ 83,354.09	\$ 136,607.54
3310 Reserved - 3% Contingency	\$ 118,127.40	\$ 149,330.40
3315 Reserved - Recovery Campaign	\$ 136,000.00	\$ -
3320 Reserved - Film Commission	\$ 68,204.26	\$ 68,204.26
3325 Reserved - Wayfinding Signage	\$ 68,204.26	\$ 68,204.26
3330 Reserved - Mobile Visitor Center	\$ 150,000.00	\$ 11,552.59
3335 Reserved - Rebranding Project	\$ 55,000.00	\$ 52,660.00
	\$ 678,890.01	\$ 486,559.05

Details for Each Item

	Zone Marketing 2020			Zone Marketing 2021	
	Earned	Spent	Remainder	Earned	
Chico	\$ 59,912.79	\$ 34,909.74	\$ 25,003.05	\$ 77,561.22	
Oroville	\$ 20,356.43	\$ 16,295.00	\$ 4,061.43	\$ 23,857.86	
Paradise	\$ 2,429.76	\$ -	\$ 2,429.76	\$ 1,736.25	
Unincorporated	\$ 1,155.11	\$ -	\$ 1,155.11	\$ 386.39	
Gridley	\$ -	\$ -	\$ -	\$ 416.47	
	\$ 83,854.09		\$ 32,649.35	\$ 103,958.19	\$ 136,607.54

Contingency	3% of program income annually		
	2020 Balance	2021 Contribution	Total
	\$ 118,127.40	\$ 31,203.00	\$ 149,330.40

Recovery Campaign - Hike Butte

\$ 136,000.00	Reserved Amount
\$30,000.00	2nd Q Media
\$40,500.00	Hike Butte July-Oct
\$900.00	Hike Butte Voice
\$16,975.00	Hike Butte Project
\$2,177.50	Hike Butte Creative update
\$4,030.00	Hike Butte Creative update
\$3,302.00	Hike Butte Creative update
\$11,990.00	#Hike Butte Swag prizes

Equity Adjustment March 2022

	\$20,361.90	Out of Market Radio Activation Media
	\$1,783.60	Audacy Promotion
	\$1,040.00	Audacy Radio Promotion
	\$1,800.00	OOH Hike Butte
	\$1,140.00	Audacy music/edit/VO
\$	-	Final Balance

Mobile Visitor Center

\$	150,000.00	Reserved Amount
\$	3,000.00	Van Deposit
\$	52,572.41	Van Balance
\$	1,000.00	Conversion Deposit
\$	4,525.00	Windows
\$	38,095.00	First Half of Conversion
\$	39,255.00	Balance of Conversion
\$	11,552.59	

EBC Brand Redesign

\$	55,000.00	Reserved Amount
	\$1,105.00	pd. 9/21/21
	\$1,235.00	pd 10/18/21
\$	52,660.00	

Proposed Additional Marketing Spend for 2022/23

		Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb		Total
Media ONLY	SEM - always on	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000		\$60,000
	Butte County Adventure Pass - activation/conversion	\$2,500	\$2,500	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000		\$55,000
															\$115,000
Campaigns = Media + Creative +	Updated Brand			\$20,000	\$12,000	\$12,000	\$10,000								\$54,000
	SOFT Event Amplification							\$2,500	\$2,500						\$5,000
	How we Winter									\$6,000	\$6,000				\$12,000
	#BirdButteCA									\$6,000	\$6,000	\$6,000			\$18,000
	Restaurant Week										\$3,000	\$15,000			\$18,000
	Museum Weekend												\$10,000		\$10,000
															\$117,000

Every March the Explore Butte County board of directors holds its annual meeting during which a new slate of directors and advisors is presented to fill the expiring seats of those who have termed out.

Board of Directors

The current board with terms and officers noted:

The terms of the highlighted board members are set to expire March 10, 2022.

Name	Representing	Term	Officer/Term	Length of Service
Tamba Sellu	Courtyard by Marriott, Chico lodging	3/20-3/22		Effective 1/13/22
Analise Uhrig	Oxford Suites, Chico lodging	3/20-3/22	Secretary. Term 3/21-3/23	Effective 5/14/20
Mohammad Billah	University Inn, Chico Lodging	3/21-3/23	Treasurer. Term 3/20-3/22	Effective 3/9/17
Jasmin Wilson	Dahl's Motel, Oroville Lodging	3/21-3/23		Effective 3/11/21
Bruce Spangler	Holiday Inn Express & Suites, Oroville lodging	3/20-3/22	President. Term 3/21-3/22	Effective 12/2015
Haroon Saddique	Best Western Paradise Hotel, Paradise lodging	3/21-3/23		Effective 3/9/17
Nicole Johansson	Director at-large	3/20-3/22		Effective 12/2015
Vacant	Director at-large			
Vacant	Unincorporated lodging			

After noticing all lodging properties and stakeholders, nominations were reviewed and the nominating committee makes the following recommendations:

- Tamba Sellu for Chico lodging - incumbent. New term: 3/2022-3/2024
- Bruce Spangler for Oroville lodging - incumbent. New term: 3/2022-3/2024
- Nicole Johansson for Director at Large - incumbent. New term: 3/2022-3/2024
- Jennifer Leonard for Director at Large - recommendation from the committee to fill the vacant at-large seat. Term: 3/2022-3/2024
- No recommendation for unincorporated lodging
- Analise Uhrig is no longer eligible to represent Chico lodging and there has not been enough lead time to recruit for a recommendation to the Board for the Annual Meeting

Bruce Spangler

Hello,

Please consider Bruce Spangler for a renewed seat on the board of directors representing Oroville Lodging.

Bruce Spangler

General Manager

Holiday Inn Express & Suites Lake Oroville

550 OroDam Blvd E

Oroville, CA 95965

I have a real stake in the tourism of Oroville and the surrounding County as my place of business is directly affected by the eb and flow of visitors to our County. I want to provide my knowledge and experience in making decisions that will help bring those visitors to Butte County. Please accept this email as confirmation of my interest.

Thank you

Bruce Spangler, CHA

General Manager, Holiday Inn Express & Suites, Oroville, CA

Tamba Sellu

To Whom it May Concern

I wish to be considered for the position of Board Member Chico Lodging from March 2022 – March 2024.

Here are the requested information:

- 1) Name – Tamba Sellu
- 2) Title – Director of Sales
- 3) Lodging Establishment – Courtyard & Residence Inn by Marriott, Chico.
- 4) Business physical address – 2485 Carmichael Drive, Chico, CA 95928.
- 5) Reasons why I am interested in a director position with Explore Butte County – I am passionate about tourism in my community. I want to give back to a community by sharing my skills and experience for the development to tourism in Butte County. The role and functions of each board member within our community is vital to the development of tourism and I find that exciting. The responsibility that each board director holds is one that I admire and I wish to continue to be a part of.

I am looking forward to continue serving on the board from March 2022 – March 2024.

Yours truly,

Tamba J. Sellu

Nicole Johansson

- 1.) Nicole L Johansson
- 2.) Marketing Consultant
- 3.) Sierra Oro Farm Trail
- 4.) N/A - member at large
- 5.) I have been involved with EBC since it's inception and I have a passion for making this organization successful. It would be my honor and great privilege to serve another term. I also feel I bring great value on the ag tourism and food marketing strategies.

Jennifer Leonard - Nominated by the Nominating Committee

December 17, 2021

RE: Explore Butte County Advisor Position

Dear Board Members at Large,

I would like to be nominated for an Advisor position to the Explore Butte County Board for the 2022-2023 term. I have held this position for 3 terms and am currently a member of the Marketing committee.

Having worked at and previously owned developing wineries in Butte County for the last 10 years I have been immersed in the wine industry and have worked to promote Butte County as a wine destination. I firmly believe that Butte County is an undiscovered tourism region and together we can work to change that. Wineries and distilleries are huge tourism draws and I believe that my inside knowledge of the industries will be an extremely valuable asset to this board.

Jennifer Leonard
General Manager
Almendra Winery & Distillery
9275 Midway, Durham CA 95938
530-343-6893 x101

Thank you for your consideration,

Jennifer Leonard

ARTICLE VII

OFFICERS

Section 1: Offices Held. The officers of the corporation shall be a President, a Vice President, a Secretary, a Treasurer, and such other officers as the Board may from time to time designate. All officers shall be Directors. Any number of offices may be held by the same person, except that the Secretary and the Treasurer may not serve concurrently as the President.

Section 2: Election of Officers. The officers of this corporation shall be chosen annually by the Board and shall serve at the pleasure of the Board, subject to the rights of any officer under any employment contract.

Section 3: Term. The President and Vice President shall be elected for a term of one (1) year or until their successors are elected and qualified. The Secretary and Treasurer shall be elected for a term of two (2) years or until their successors are elected and qualified.

Section 7: Responsibilities of President. Subject to the control of the Board, the President shall be the executive officer of the Corporation and shall supervise, direct, and control the Corporation's activities, affairs, officers, and staff. The President shall preside at all meetings of the Board. The President shall have such other powers and duties as the board or the bylaws may require. Additionally, the President shall be authorized to sign checks, drafts, endorsements, notes and evidence of indebtedness of the Corporation issued by the Corporation.

Section 8: Responsibilities of Vice President. If the President is absent or disabled, the Vice President, if any, shall perform all duties of the President. When so acting, the Vice President shall have all powers of and be subject to all restrictions on the President. The Vice President shall have such other powers and duties as the board or the bylaws may require.

Section 9: Responsibilities of Secretary. The Secretary of the corporation shall have the following responsibilities:

- A. The Secretary shall keep or cause to be kept, at the corporation's principal office or such other place as the Board may direct, a book of minutes of all meetings, proceedings, and actions of the Board, and of committees of the Board. The minutes of meetings shall include the time and place that the meeting was held; whether the meeting was annual, general, or special, and if special, how authorized; the notice given; the names of persons present at Board and committee meetings; and any action taken and the vote or abstention on that action of each Director present for the action.

- B. The Secretary shall keep or cause to be kept, at the corporation's principal office, a copy of the Articles of Incorporation and Bylaws, as amended to date.
- C. The Secretary shall keep or cause to be kept, at the corporation's principal office or at a place determined by resolution of the Board, a record of the Corporation's Directors, showing each Director's name, address, and business represented.
- D. The Secretary shall give, or cause to be given, notice of all meetings that these Bylaws require to be given. The Secretary shall keep the corporate seal, if any, in safe custody and shall have such other powers and perform such other duties as the Board or the Bylaws may require.
- E. The Secretary shall maintain, or cause to be maintained, the corporation's records in accordance with the requirements of the California Public Records Act, Government Code §6250 et seq.

Section 10: Responsibilities of Treasurer. The Treasurer of the corporation shall have the following responsibilities:

- A. The Treasurer shall keep and maintain, or cause to be kept and maintained, adequate and correct books and accounts of the corporation's properties and transactions. The Treasurer shall send or cause to be given to the Directors such financial statements and reports as are required to be given by law, by these Bylaws, by the BCTBID Management District Plan, or by the Board. The books of account shall be open to inspection by any Director at all reasonable times.
- B. The Treasurer shall deposit, or cause to be deposited, all money and other valuables in the name and to the credit of the corporation with such depositories as the Board may designate; shall disburse the corporation's funds as the Board may order; shall render to the President and the Board, when requested, an account of all transactions as Treasurer and of the financial condition of the corporation; and have such other powers and perform such other duties as the Board or these Bylaws may require.

Officer Terms

2021-2022			2022-2023		
	President			President	
	1-year term	Current Term		1-year term	Current Term
	Bruce Spangler	3/21-3/22			3/22-3/23
	Vice President			Vice President	
	1-year term	Current Term		1-year term	Current Term
	Vacated by Brooke Isenberg	3/21-3/22			3/22-3/23
	Treasurer			Treasurer	
	2-year term	Current Term		2-year term	Current Term
	Mohammad Billah	3/20-3/22			3/22-3/24
	Secretary			Secretary	
	2-year term	Current Term		2-year term	Current Term
	Vacated by Analise Uhlrig	3/21-3/23			3/22-3/24

Advisors to the Board

The current advisors to the board; all serve a one-year term.

All seats expire during the annual meeting.

Updated bylaws allow for more than 2 advisors to serve to represent a variety of jurisdictions, organizations, and industries.

Current Representatives

Name	Representing	
Colette Curtis	Town of Paradise	
Sarah Boesen	Chico Chamber	
Holly Jorgensen	Sacramento River Watershed Program	
Jennifer Leonard	Almendra Winery & Distillery	
Marci Shadd	The Colonia Building	
	Downtown Chico Business Association	
Melissa Schuster	Paradise Chamber	
Victoria Anton	Feather River Recreation & Parks District	

Recommendation from Nominating Committee for Advisors to the Board 3/2022-3/2023:

Name	Organization	Representing	Currently Serving?
Sarah Boesen	Chico Chamber	Chico	Yes
Marci Shadd	The Colonia Building	Biggs	Yes
Victoria Anton	Feather River Recreation & Park District	Oroville	Yes
Holly Jorgensen	Sacramento River Watershed Program	Countywide	Yes
Melissa Schuster	Paradise Ridge Chamber of Commerce	Paradise	Yes
John Pearson	Pearson Collaborative Project	Countywide	Yes
Katie Simmons	Butte County - Economic & Community Development	Countywide	
Steve "Woody" Culleton	Paradise Performing Arts Center	Paradise	
Everett "Ev" Duran	UTB Studios - Owner	Countywide	
Debbie LaPlant Moseley	Youth on the Ridge & Paradise Chocolate Fest Coordinator	Paradise	
Dawn Nevers	City of Oroville	Oroville	

Jennifer Macarthy	City of Chico	Chico	
Rachel Simmons	Chico State - Public Engagement	Chico	
Audrey Taylor	Downtown Chico Business Association	Chico	
Tamara Maxey	Gold Nugget Museum	Paradise	
Dani Aalfs	Oroville Lake Marinas	Oroville	
Brett Sanders	3Core	Countywide	
Analise Uhrig	Past Board Member	Chico	

Sarah Boesen

Hello,

I am interested in being considered for an Advisor to the Board for Explore Butte County. I currently hold a seat on the Advisory Board for the Chico Chamber of Commerce, and I would like to continue to do so. Below is my information requested for consideration. Thank you!

(1) Name: Sarah Boesen

(2) Title: Operations Coordinator

(3) Organization you Represent (if any): Chico Chamber of Commerce and Visitor Center

(4) physical address: 180 E. 4th Street Suite 120, Chico, CA 95928

(5) Reason why you are interested in becoming an Advisor to the Board of Explore Butte County: In my current position at the Chico Chamber of Commerce I am responsible for keeping up with local tourism and running the Chico Visitor Center. With the valuable information and diverse group of individuals on the Board at Explore Butte County I know there is a lot to discover, explore and learn. The Chamber recently partnered with Explore Butte County on the #HikeButteCA campaign, and I enjoyed all of the ideas that came from the meetings, the people coming in to pick up their swag for completing their hikes, and the overall excitement. To hear the individual's feedback on their hike and their appreciation for the trails, the outdoors and Explore Butte County I want to be at the table for these important meetings. I would like to contribute my ideas and thoughts and be considered for an advisor position. I appreciate your time and consideration.

Thank you,

Sarah Boesen

Operations Coordinator

Chico Chamber of Commerce & Visitor Center

Marci Shadd

Marci Shadd

Owner, The Colonia Building

physical address: 479 B Street, Biggs, CA 95917

mailing address: PO Box 9, Biggs, CA 95917

I would love to volunteer my time to help during the upcoming year! This group is such an incredible gift to the community that I would feel honored to participate again in any capacity needed.

Victoria Anton

Victoria Anton

Executive Administrator

Feather River Recreation and Park District

1875 Feather River Blvd., Oroville, CA 95965

I've been with the Feather River Recreation and Park District for almost 7 years and my commitment to the community is limitless. Strong local partnerships and extensive knowledge of the Oroville area makes me a valuable member of the Explore Butte County team. Overseeing future marketing opportunities, and completing our everlasting map project, is why I'm interested in maintaining my position as a member of the Advisory Board. I served as an Advisor 2020-2021 and look forward promoting tourism throughout our beautiful county in 2022.

The Feather River Recreation and Park District is a California Special District that serves an area of 730 square miles in south-eastern Butte County. Our mission is to provide and maintain quality parks, recreation experiences, and related facilities and programs for all residents of the District in a fiscally sustainable manner that compliments the natural resources and cultural heritage of our community.

Thank you for your consideration.

Victoria Anton, Executive Administrator

Feather River Recreation & Park District

Holly Jorgensen

I am interested in staying on as an advisor with Explore Butte County. I am very passionate about EBC's vision and approach and would like to continue working with the staff and board to promote responsible development of opportunities and investment in our beautiful county. My personal and professional ambitions align with the goals of the EBC and I look forward to accomplishing great things together.

Thank you for your consideration.

Holly

[Holly Jorgensen](#) | Executive Director

Sacramento River Watershed Program

Melissa Schuster - attached recommendation

Please consider my application to continue representing Paradise and the Paradise Ridge Chamber of Commerce as an Advisor to the Board of Explore Butte County.

I remain passionate about the role of tourism in the success of our local economies, especially following the recent challenges our area has faced, and would be honored to continue to participate in the great work EBC is doing to support and promote our communities.

John Pearson

*John Pearson
Pearson Collaborative Project
16 Goldeneye Ct. Chico, CA 95928*

As a Director of the Board with EBC for the last three years and Co-chair of the marketing committee I was able to help shape our regions story. Now stepping into a consulting role for the organization it would be wonderful to continue to be a part of the conversation as an advisor. I believe that my connections and experience both with Explore Butte County and the region are an asset to this group and lend a unique and creative voice to the conversation. I hope to continue to be a part of this group and its success building travel and tourism for Butte County.

Katie Simmons

I am interested in serving as an Advisor to the Board for Explore Butte County. My interest stems from the partnership between Butte County and Explore Butte County for the administration of the TBID and the Marketing Plan, increasing tourism and recreation, and supporting hospitality as a key industry sector. Butte County and Explore Butte County are developing two ARPA-funded tourism projects that will produce a Wayfinding Signage Master Plan and support Local Event Promotion. Additionally, tourism support is an initiative within the County's Regional Economic Development Strategy for 2022 – 2024 and I would like to be a participant in Explore Butte County conversations as an Advisor during this time.

Thank you for your consideration,

Katie

Katie Simmons

Deputy Administrative Officer

Economic & Community Development

[Butte County Administration](#)

Steve "Woody" Culleton

Steve "Woody" Culleton

Facilities/Stage Manager/Board Member

Paradise Performing Arts Center

777 Nunneley Rd.

As a local elected official and active member of the community I have a real interest in our community and a strong desire to promote not only our venue but all of the wonderful opportunities that Butte County has to offer.

Steve "Woody" Culleton

Facilities/ Stage Manager

Paradise Performing Arts Center

Everett "Ev" Duran

My name is Ev Durán, and I am the owner of U.T.B. Studios, a film and video production company based out of Chico. I grew up in Paradise, and I spent much of my young adulthood living in both Paradise and Chico before moving away almost exactly a decade ago to pursue professional opportunities in San Francisco, Boston, and Los Angeles. Last June I moved back to Chico, and I am thrilled to be back in Butte County. I officially launched U.T.B. Studios and hope to continue to use my skills to help local businesses advertise and tell their stories.

I would very much like to be considered for an Advisor to the Board of Explore Butte County, as I respect the organization and the work I've seen done. In the aftermath of the Camp Fire in 2018, I created the documentary film "All Its Name Implies," about Paradise and the resilience of my hometown community. A huge reason I made that film was to show the world that Paradise and the surrounding areas are beautiful and powerful places, and my goal has always been to be of service to all of Butte County as the region continues its rebound from that fire and from COVID-related challenges. I believe that my principles and goals appear to align with those of Explore Butte County, and I would love to contribute to conversations that lead to more people visiting the area and discovering its beauty and growing potential.

Ev Durán

Director, U.T.B. Studios

415.932.9891

1267 Parque Dr. Chico, CA 95926

Debbie LaPlant Moseley - attached

Dawn Nevers

Please accept this letter as my interest in being considered for an Advisor to the Board. This position interests me in part because of my position with the City of Oroville and additionally being a resident of Butte County. As many do, my desire is to see the tourism and recreational opportunities within Butte County be explored, appreciated and utilized to their fullest extent.

Regards,

Dawn Nevers

Assistant Community Development Director

City of Oroville

Jennifer Macarthy - attached

Rachel Simmons

I'm interested in serving as an Advisor to the Board of Explore Butte County. I'm an alumna of Chico State who has spent most of my career in travel & tourism marketing & PR. As a current marketing manager of Chico State's University Public Engagement, I'm responsible for the marketing for Chico Performances, University Commencement and North State Symphony. I recognize the longstanding and important overlap between the university and the community. I identify with and support the mission and vision of Explore Butte County to position the region as a choice tourism destination and generate economic impact through visitor spending.

My [professional experience](#) directly relates to a role as Advisor to the Board. For more than 12 years, I've been in roles that develop and implement marketing strategy. I've held marketing management positions for [Visit Tri-Valley, California](#), the [Livermore Valley Winegrowers Association](#) and [Lindsay Wildlife Experience](#) in Walnut Creek. I've worked with Visit California and Brand USA's marketing and PR teams on co-op and partner marketing initiatives.

My current position with University Public Engagement allows me to highlight two of Butte County's cultural assets: Chico Performances and North State Symphony. In our region, we are lucky to have so many cultural organizations that add to the vitality of Butte County.

Five years ago, I had the opportunity to join Chico State and move our family back to Chico. I've watched how Explore Butte County has continued to grow its destination marketing efforts. I think my skillset would be an asset to the mission and direction of Butte County.

I'm happy to answer and questions the Board of Directors and Explore Butte County staff may have.

Thank you for considering my nomination.

Rachel Simmons

Marketing & Communications

Chico State University Public Engagement/ Chico Performances & North State Symphony

Audrey Taylor

On behalf of the Downtown Chico Business Association (DCBA), we would like to nominate Audrey Taylor as an Advisor to the Board as a replacement for Melanie Bassett, Executive Director of DCBA, who will be retiring before the term expires in March. The DCBA is in the recruitment process but a new Director may not be on board until summer at which time after some on-boarding and transition we would anticipate the new Director could replace Audrey as the Advisor.

Audrey has been on the DCBA board for 8 years and is currently leading our transition as Melanie exits to retirement. Audrey is very familiar with the DCBA's promotional events and initiatives to coordinate and add value to Explore Butte County's marketing efforts for attracting visitors. Audrey's professional background is economic development and recently spearheaded the development of the Regional Economic Recovery Strategy which included supporting and advocating for more focus and effort on the tourism industry and destination development for attracting visitors. Audrey was previously on Explore Butte County Board representing Everybody Healthy Body (EBHB). She is still active with EBHB as well as assisting a collaboration of organizations in implementing the economic recovery strategy, including advocating and writing grants to leverage and bring additional resources for key initiatives. Audrey is very interested in participating and working with the Explore Butte County board and staff to implement next year's plan and believes her current work efforts are a good fit.

Enclosed is Audrey's professional bio for your consideration.

We appreciate your consideration of Audrey as our nomination to keep DCBA active and involved in Explore Butte County.

Respectfully,
Tom DiGiovanni
Tom DiGiovanni, President
Downtown Chico Business Association

Tamara Maxey

My name is Tamara Maxey, and I am the Museum Specialist at the Gold Nugget Museum (475 Pearson Road, Paradise, CA, 95969).

I joined the Gold Nugget Museum after the Camp Fire and in the midst of the Ridge rebuild. I did not know what to expect from the people and institutions that remained; after such a significant shared trauma it would be understandable for a community to experience some depression, the people some amount of shutdown. However, I quickly came to realize that I had become part of a community that was doggedly determined to succeed, eager to do the necessary work, and sensitized to the suffering of others.

I have been inspired by the residents of Paradise and the surrounding towns. I am excited to be a part of the rebuilding, and I would be honored to broaden my involvement in Butte County and advocate for the Ridge. I see a bright future ahead for the region, built upon the rich history of hard work, industry, and courage.

The Ridge has a long road ahead as homes are rebuilt, new businesses set up shop, and individuals adjust to monumental changes. I will apply my skills and values to rebuilding the

Ridge and preserving its history, and I would be happy to do that within the capacity of a Board advisor.

Dani Aalfs

Nicole Johansson reached out to our organization regarding your open advisory committee position. Please accept this email introduction for consideration.

My Name is Dani Aalfs. My position is Administrative Manager for Oroville Lake Marinas LLC. We have two marinas; Bidwell Canyon Marina, 801 Bidwell Canyon Rd, Oroville, CA 95966 and Lime Saddle Marina, 3428 Pentz Rd., Paradise, CA 95969. My father is the owner, though he resides in Redding. Jared Rael, our General Manager, and myself oversee all aspects of the business.

I was born in Chico, but it has been a few decades since I've lived in the area. I moved back here in April, 2021 to facilitate the transition of ownership of the marinas. I am delighted to be back in the area and during my tenure here I recognize the impact we have on the community and have wondered how best to find alliances. Our summer rental business brings in people from out of the area. It would be a valuable opportunity to expand on the customer experience by harnessing relationships that can impact their visit to our community. Additionally, it would be beneficial to participate in a communal effort to inspire more people to come to our area.

I am grateful Nicole reached out to our organization and am happy to answer any additional questions.

Thank you for your time and consideration.

Dani Aalfs
Administrative Manager
Oroville Lake Marinas LLC.

Brett Sanders

1. Brett Sanders
2. Program Manager
3. 3CORE – Economic Development District for Butte, Glenn, and Tehama Counties
4. 2515 Ceanothus Ave Ste 105 Chico, CA 95973
5. I am interested in becoming and advisor to the Board because I love the mission of Explore Butte County and since I live and work in Butte County I am constantly liking and sharing the content of Explore Butte County with friends and family to share the beauty, fun, and opportunity that awaits them if they visit our region! I have been involved in numerous local organizations over the past few years and I am well connected and aware of the many positive attributes of our area!

Thank you,
Brett Sanders
3CORE, Inc.
Program Manager – District

Analise Uhlig

I would like to be considered for this position again moving into a new term. I think it is important to continue the involvement with being the largest property in Chico. Explore Butte County gives me an opportunity to be involved in closing the gap between lodging and tourism to work towards the same goals. Sitting on this board was new to me when I took over the seat from Dori Franklin, I have learned a lot and would like to continue to learn the procedures and policies the board follow. I would like to be more active in the increase of Tourism in Chico, and Butte County as a whole. The board has provided great information to Oxford Suites over the years that have helped give our marketing teams direction in advertising and target markets. Living in Chico for over 13 years now it's a home and community I care about, I have got to enjoy the many things around us that make this county great. I believe in the Mission, Vision, and Goals of Explore Butte County and enjoy being a part of the growth of the organization. I appreciate and value the communication between EBC Staff and our lodging property, it was a missing piece before, and we are grateful for the start and extension of EBC!



January 5, 2022

Nomination Committee
Explore Butte County
326 Huss Lane, Building E
Chico CA 95928

Re: Applications for Explore Butte County Advisory Board

Dear Nomination Committee,

The Paradise Ridge Chamber of Commerce is proud to endorse Melissa Schuster as a representative for tourism on the Paradise Ridge on Explore Butte County's Advisory Board. Melissa has a long and committed track record of supporting and promoting tourism on the Ridge and in the region, having established the Butte County Tourism Roundtable, a precursor to Explore Butte County. Melissa has a deep understanding of tourism as an economic driver, and is both inventive and invested in her support of untapped resources for bringing people and revenue into our community. An innovative lodging business owner, Melissa's enterprise now includes Paradise's first distillery - bound to become an essential brand ambassador for Paradise and the region.

Sincerely,

Monica Nolan, Executive Director

Paradise Ridge Chamber of Commerce
6161 Clark Road #1, Paradise CA
Monica@ParadiseChamber.com
(530) 877-9356

Executive Officers

Kimball Shirey, President
Heritage Insurance Agency

Heidi Elick, Vice President
Ridge Financial Planning

David Shepler, Past President
Wells Fargo Bank

Catherine Madsack, Secretary
Alliance for Workforce Development

Judy Clemens, Treasurer
Theatre On the Ridge

Board of Directors

Jerre Bates
Paradise Elks' Lodge

Allison Denofrio
Arbonne International

Dana Gajda
Paradise Rotary Club

Jennifer Garlinghouse
Nevin and Witt Insurance

Jeni Harris
Curves Paradise

Shannon Hurte
Edward Jones Investments

Joleen Levy
Adventist Health and Rideout

Carol Peterson
Boys & Girls Club

Melissa Schuster
HoneyBee Hospitality & Burnt Barn
Distilling Co.

Linda L. Zorn
Butte College Economic & Workforce
Development

Staff

Monica Nolan
Executive Director

Mark Thorp
Business Advocate

Martha Mills
Operations Associate



OFFICE OF THE CITY MANAGER

411 Main Street – 3rd Floor (530) 896-7200
P.O. Box 3420 Fax (530) 895-4825
Chico, CA 95927 <http://www.ci.chico.ca.us>

January 6, 2022

Nomination Committee
Explore Butte County
PO Box 2154
Chico, CA 95927
Sent via email: nominations@explorebuttecounty.com

RE: Advisor to the Explore Butte County Board – Nomination Form

Dear Nomination Committee:

The purpose of this letter is to express my interest in an Advisor position with Explore Butte County. Please find the nomination information you requested below.

Contact:

Jennifer Macarthy
Deputy City Manager
City of Chico
411 Main Street, Chico, CA 95927

Reason Interested:

In 2013, while I was employed with the County of Butte as the Economic Development Manager, I was successful in securing grant funds for the development of a Regional Marketing and Tourism Strategy. At the time, the County provided minor funding for tourism marketing. Approximately \$26,000 annually was received in Transient Occupancy Tax, all of which was expended on a small tourism and marketing contract to help get the word out about Butte County as an excellent place to visit and recreate. Understanding that such a small effort and small amount of funds would not make much of an impact in our region, the County was interested in learning more about how best to pursue a longer-term successful strategy.

The main finding that came from the Regional Marketing and Tourism Strategy is that in order for the County to be successful in any effort, they first needed to secure reoccurring funds that could be targeted for such a use. The report found that the establishment of a Tourism Business Improvement District (TBID) would be the best tool.

I then led the discussion with the other local jurisdictions within the County to determine their interest in pursuing a TBID. Ultimately the jurisdictions came together, and funded the initial TBID formation effort, and Explore Butte County came into being in 2015.

When the original Board was elected for EBC, I asked to be considered for an At-Large position and was ultimately selected and served for several years. During that time, I was active in the

Finance Committee, the Marketing Committee, the Nomination Committee, and many other functions that arose during the initial years. When my employer changed, I needed to step down from my Board position, but have remained interested and active in other areas around tourism and community promotion.

Recently, I was hired as the Deputy City Manager for the City of Chico. In this role, I am responsible for managing the economic development function of the City. Since my employment with the City, we have had much conversation and collaboration with EBC regarding local tourism marketing.

Being a person that has grown up in Chico, and been employed in various positions throughout Butte County in Community and Economic Development over the past 20+ years, I understand our region. I am committed to moving our region forward, and feel that the tourism industry plays a key role in revenue and business generation.

I would be honored to be considered for an Advisor position with Explore Butte County. If you have any questions regarding my qualifications, or would like to discuss my nomination request, please contact me at 530-896-7204 or Jennifer.MacCarthy@chicoca.gov.

Sincerely,



Jennifer MacCarthy
Deputy City Manager
City of Chico



January 6, 2022

Debbie LaPlant Moseley, Executive Director
Youth on the Ridge Community Foundation
PO Box 8188 Chico, CA 95927 • 611 Parkwood Drive Chico, CA 95928
Office 530/342-4896 • Cell 530/521-6766
debbie@chocolatefest.us • info@rediscovertheridge.org

To Nominations Committee at Explore Butte County,

I very much appreciate the opportunity to submit this application in support of the prospect to serve as an Advisor to the BOD of Explore Butte County – specifically representing Paradise, Magalia and upper Ridge communities.

I have a keen interest in working with community stakeholders to further Explore Butte County's efforts to develop and implement tourism and marketing programs that position Butte County as a year-round travel destination I greatly support EBC's vision of "promoting regional assets that provides a quality visitor experience while working in harmony with the values of the community".

I am the Executive Director of Youth on the Ridge Community Foundation, home of the Paradise Chocolate Fest. The annual Chocolate Fest is a fun-filled, community celebration, historically bringing thousands of visitors to the Ridge and is recognized by Cal Expo as one of the "Best of the West" festivals in the state. Since 2006, Paradise Chocolate Fest has contributed over \$360,000 to non-profit organizations that provide educational, enrichment, recreational and leadership opportunities to youth on the Paradise Ridge.

In 2020, I developed the concept for "Rediscover the Ridge Multimedia Project and Public Relations Campaign". Since, I have co-developed the project, along with Jason Weinrich, Watershed Media and Scott Amick, PRPD to function as an extension to the marketing arm of Youth on the Ridge Community Foundation and Paradise Chocolate Fest. This initiative is designed to create a positive public perception and increase economic stimulus on the Paradise Ridge. The campaign also directly benefits fellow tourism leaders Paradise Ridge Chamber of Commerce, Paradise Recreation & Park District and Gold Nugget Museum. This project has been supported by North Valley Community Foundation, Butte Strong Fund, Paradise Rotary Foundation and community members.

Since launching in March 2021, "Rediscover the Ridge" has produced 8 videos, a website, and Facebook and billboard campaigns promoting the Recreational, Cultural, Nature, History and Special Events on the Ridge. The initiative has also resulted in a Tourism Map developed by Paradise Ridge Chamber of Commerce (with support from Explore Butte County) and promotions with Shasta Cascade Wonderland Association.

Visit <https://www.rediscovertheridge.org> Facebook <https://www.facebook.com/rediscovertheridgeCA>.

Professional & Community Involvement Include:

- Downtown Chico Business Association, Exec. Board, 2 terms President, Interim Exec. Director 1994-2002.
- Chico Chamber of Commerce, Executive Board member 1995-2001, President's Award recipient 1999, elected Board President, 2000, Athena Award recipient 2001.
Chico Chamber of Commerce representative Butte County Tourism Task Force 1999–2001.
- Downtown Chico Thursday Night Market, conceptual development and production – founder's committee.
- A Taste of Chico, food, art & music festival – conceptual revitalization and production.
- Rotary Club of Chico, member since 2002, Paul Harris recipient, past Executive Board member.
- Chico Community Scholarship Association, past member, Board of Directors.

Audrey Taylor, President & CEO, Chabin Concepts



Since 1989, Audrey has led Chabin Concepts a full-service economic development firms. Success has been built on her philosophy of collaboration and bringing each client the best expertise and experience available by organizing Chabin Teams to work with clients.

Not only has she assisted communities, regions, and states with strategic planning, she has successfully prepared over \$89.6 million in grant applications for clients and private companies for strategic initiatives, including the first rice straw based MDF plant in the world. Her portfolio of work is diverse and includes working directly with companies to access incentives to assisting communities with roadmaps that lead to results.

Audrey is a frequent speaker and instructor on economic development, workforce, and community readiness. She has served five California Governors and participated in many committees and commissions from rural development to jobs initiatives.

She was best described upon receiving CALED's prestigious *Golden Bear Award* "for her vision, drive, enthusiasm, creativity, and commitment to the economic development profession."

- Experience:** 42 years in marketing, economic and community development, 32 years with Chabin, 10 years with economic development corporations managing business attraction, retention, incubators, and revolving loan fund programs.
- Expertise:** Strategic Thinking, Economic Development Roadmaps, Initiatives, Assessments, Marketing and Sector Strategies, Facilitation, Organizational Structure and Capacity Building.
- Education:** B.S., Business Administration (Marketing), CSU, Chico; 1983; Economic Development Finance Professional 1986; Economic Development Training Certificates, IDRC and CoreNet.
- Current Projects:**
- 3CORE District Comprehensive Economic Development Strategy
 - City of Benicia and City of Merced back office support
 - North Far North Community College Consortium
 - Canon City, Colorado Economic Development Strategy
 - BioMass Conversion to Hydrogren Facility Location

Select Projects

North Far North Regional Plan (California Community Colleges)

Move Solano Forward Strategy (Solano County)

Economic Development Strategy; Winner of America's Best Community Award! (Lake Havasua AZ)

Lead Development, High Speed Rail Facility (City of Merced, CA)

Market Assessment (Grand Junction, CO)

Opportunity Analysis (Fresno, CA)

BioMass Project USDA (Davis, CA)

NoRTEC Regional Workforce Development (Chico, CA)

Community Technical Assistance (Oklahoma City Partnership)

Comparative Location Indicators & Marketing Strategy (Shenandoah Valley Partnership, Harrisonburg, VA)

Action Plan and On-Call Services (City of Benicia CA)

Private Sector:

- 3M
 - Roplast Industries
 - Graphic Packaging International
 - CalPlant I
 - Lundberg Family Farms
 - Air Spray USA
 - Entreka Building
-

Explore Butte County Committees Description

Marketing Committee

- Purpose: The marketing committee meets to review and recommend overall marketing budget and strategy for Explore Butte County
- Standing committee (Brown Act requirement)
- Meets monthly on the last Wednesday of the month from 12-1

Ad Hoc Budget / Finance Committee

- Purpose: To review the finances and plan for upcoming budget year
- Ad hoc committee
- Meets between 3 and 5 times beginning in September or October to create, adjust and recommend the annual budget

Ad Hoc Nominating Committee

- Purpose: To recruit and fill expiring seats on the Board of Directors and Advisory Board annually
- Ad hoc committee
- Meets between 3 and 5 times beginning in October to start the administrative process of recruitment