

Board of Directors

Bruce Spangler, President (Oroville)
Brooke Isenberg, Vice President (Chico)
Analise Uhrig Secretary (Chico)
Mohammad Billah, Treasurer (Chico)
Jasmin Wilson, (Oroville)
Haroon Saddique (Paradise)
Nicole Johansson, (At Large)
John Pearson, (At Large)

**Advisory Board**

Victoria Anton, Oroville
Melanie Bassett, Chico
Colette Curtis, Paradise
Heather Ugie, Chico
Jennifer Leonard, Unincorporated
Holly Jorgensen, Oroville
Melissa Schuster, Paradise
Marci Shadd, Biggs

EXPLORE BUTTE COUNTY BOARD MEETING

May 13, 2021

Time: 12:00 – 2:00 pm

Join Zoom Meeting

<https://us02web.zoom.us/j/87017614518?pwd=NU9JME05cksvTE9mTGp4d3pRUGREdz09>

Dial in: 669-900-9128

Meeting ID: 870 1761 4518

Passcode: 396334

AGENDA

PURPOSE: The purpose of this corporation shall be to promote Butte County tourism through the development and operation of a tourism business improvement district and other programs and initiatives.

1. Call to order and roll call – 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 of March 11, 2021

2.2 Approval of March and April 2021 financials

3. **PUBLIC COMMENT**

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

4. **REGULAR AGENDA**

4.1 PRESENTATION BY STATE PARKS

Projections of State Park usage as we move into the height of summer travel. How might this affect EBC's efforts?

4.2 CONSIDERATION OF OROVILLE TOURISM COMMITTEE RECOMMENDATION – Victoria Anton

Strategic Goal: Build Brand Momentum & Strong Local Partnerships

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The Oroville Tourism Committee decided that the entire budget should be used to create an Oroville-specific attractions map that can be handed out to visitors and potential visitors. It should be focused around Downtown and the Feather River. The map will not include individual businesses, but instead it will focus on attractions, museums, outdoor recreation spaces. The front side will be the map, the back side will be narrative options for building itineraries and/or additional information valuable to visitors. Map will also be available with a digital component so that it is not only in print form.

Recommendation: *To designate the full \$19,949.30 of Oroville Zone Marketing budget to the design, build, print and web-design of an Oroville Area Attractions map.*

4.3 CHICO TOURISM COMMITTEE UPDATE – Analise Uhlig

The Chico Tourism Committee met to discuss the current projects and any on the horizon for the remainder of the funds for 2021. After review of the State's plan to reopen with very little restriction, the committee felt that the QR program for restaurants would be a wasted effort and instead would like to allocate \$5,000 of that \$10,000 to reprinting the Bidwell Park maps. The Chico Chamber will pay the difference in the total invoice. At this time no other recommendation has been made for Chico Zone Marketing

Recommendation: *To approve Chico Zone Marketing spending \$5,000 on reprinting the Bidwell Park map instead of spending on a QR code project.*

4.4 CONSIDERATION OF THE MOBILE VISITOR CENTER CONVERSION PLAN AND FUNDING APPROVAL

The Board of Directors has already approved a \$150,000 budget for the purchase and outfitting of a mobile visitor center. At a special board meeting on May 6th, the Board approved the purchase of a 2021 Mercedes Sprinter Cargo Van. The conversion will need to be completed by a conversion company.

Recommendation: *To approve the recommended conversion elements as described by the Marketing Committee. Per the approved budget, the conversion build not to exceed pre-approved amount minus the price of the actual vehicle.*

4.6 CONSIDERATION OF MOVING TO IN-PERSON BOARD MEETINGS BEGINNING JULY 8

As the State of California expects to remove most COVID-19 related restrictions for businesses around the state, this Board is asked to consider moving back to in-

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person board meetings at the EBC main office with distancing and masking requirements in place.

Recommendation: *To move to in-person board meetings beginning with the July 8th board meeting.*

5. **REPORTS AND COMMUNICATIONS**

5.1 **MARKETING COMMITTEE REPORT** *John Pearson*

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

5.3 **ITEMS FOR MAY BOARD MEETING** *Board Suggestions*

6. **CLOSED SESSION**

6.1 **ANNUAL REVIEW OF EBC EXECUTIVE DIRECTOR CAROLYN DENERO AND CONSIDERATION OF ANNUAL BONUS STRUCTURE**

7. **ADJOURNMENT**

Next regular board meeting is scheduled for July 8, 2021.

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EXPLORE BUTTE COUNTY REGULAR BOARD MEETING

March 11, 2021

Time: 12:00 p.m. – 2:00 p.m.

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 12:10 pm. Introductions.

Present – Directors: Spangler, Uhrig, Paragji*, Saddique, Johansson, Pearson.
Advisors: Bassett, Leonard, Schuster, Taylor, Ugie.

Absent – Directors: Isenberg, Billah. Advisors: Anton, Feldman, North.

Guests – Jasmin Wilson, Marci Shadd, Amber Marron, Kathryn Mathes, Holly Jorgensen, Colette Curtis, Lynda Gizzi, Angie Dilg, Shelly James.

Staff – Denero, Baer, Salas

2. **CONSENT AGENDA**

2.1 Approval of Board Meeting Minutes of January 14, 2021

2.2 Approval of January and February 2021 financials

2.3 Tourism Committee Policy Update

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

The motion carried by the following vote:

AYES: Spangler, Uhrig, Saddique, Johansson, Pearson

NOES: None

ABSTENTIONS: None

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3. **PUBLIC COMMENT**

Melissa Schuster thanked EBC for supporting the Paradise Attractions Map through the Paradise Ridge Chamber of Commerce. The Town of Paradise is beginning to rebrand.

4. **REGULAR AGENDA**

4.1 CHICO TOURISM COMMITTEE UPDATE AND RECOMMENDATION – Analise Uhrig

Strategic Goal: Build Brand Momentum & Strong Local Partnerships

The Chico Tourism Committee convened for their first meeting on February 19, 2021 to discuss the plan for allocating and spending Chico zone marketing funds earned in 2020. The total amount of zone marketing for the 2021 project year is \$58,714.53. Due to the current COVID environment the committee does not want to plan for the full budget spend, especially if there is future opportunity to support events later in the year. Additionally, the committee agreed that Chico Parks Department is a City entity and for equity Chico Area Recreation District (CARD) should have a voting seat and City Parks should move to the first alternate voting position.

Two motions were made by Director Uhrig and seconded by Director Pearson to 1. Designate \$20,000 of Chico Zone Marketing by giving \$10,000 to Downtown Chico Business Association for marketing various live events in 2021 and \$10,000 to purchase a QR code program to offer to Chico restaurants to transition from paper menus to digital menus for increased health and safety. Any funds not used for the QR program to be used for wayfinding signage as needed. 2. To move CARD into a voting position on the committee and move Chico Parks into an alternate voting seat for transparency and equity.

The motion carried by the following vote:

AYES: Spangler, Uhrig, Saddique, Johansson, Pearson

NOES: None

ABSTENTIONS: None

4.2 OROVILLE TOURISM COMMITTEE UPDATE – Amber Miland

Strategic Goal: Build Brand Momentum & Strong Local Partnerships

The Oroville Tourism Committee convened for the first time on February 19th to discuss the plan for spending the estimated \$20,000 of Oroville zone marketing

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earned in 2020. The committee had varying ideas and asked for more time to consider and then reconvene in March to determine a spending plan.

Amber Miland, Chair of the Oroville Tourism Committee reported that the committee has not come to a decision for the funds, but she will come back to the May meeting with a recommendation. No action required

4.3 MARKETING COMMITTEE UPDATE (Presentation Deck) – John Pearson

Strategic Goal: Build Brand Awareness

January committee meeting: The subscription with SeeSource (big data) began January 1 and offers a glimpse of how visitors interact with Butte County and various points of interest. The committee reviewed the current points of interest and fine-tuned the last data points as part of the subscription. Committee is still working on how to use the data to share information with stakeholders on an on-going basis.

Review of monthly reports and deep-dive into KPIs being tracked. Need to tighten focus on bounce rates. Strategy being built for increasing this KPI.

John, Bruce and Carolyn will comprise the Mobile Visitor Center research team.

February committee meeting: Meeting was spent reviewing the results of paid media campaigns from November through end of January. (Top-line results in board packet.) All campaigns over-delivered and drove significant web-traffic. Restaurant Week campaign over-delivered on all paid media, as well as over-performed live activation and participation at restaurants.

Reviewed the agency's proposed budget spend for 2021 in order to finalize and prepare for all upcoming spending. Item of note – committee approved a partnership buy with Entercom Communications for a drive-market activation to support the Hike Butte campaign. This will be our first radio activation out of market and will begin at the end of March to run through April.

Update given. No action required.

4.4 NOMINATION OF DIRECTORS FOR EXPIRING BOARD OF DIRECTOR SEATS

Strategic Goal: Board Development

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."

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

- Mohammad Billah – incumbent, University Inn representing Chico Lodging
- Haroon Saddique – incumbent, Best Western Paradise Hotel representing Paradise Lodging
- Jasmin Wilson – Dahl’s Motel representing Oroville Lodging

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

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

The motion carried by the following vote:

AYES: Spangler, Uhrig, Saddique, Johansson, Pearson, Paragji

NOES: None

ABSTENTIONS: None

4.5 NOMINATION OF OFFICERS OF THE BOARD

Strategic Goals: Board Development

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 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.”

During this March 2021 election, President, Vice President and Secretary officers need to be filled. Mohammad Billah has one year left at position of Treasurer. (Full officer descriptions are included in the board packet.)

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A motion was made by President Spangler and seconded by Director Pearson for the following slate of officers:

Bruce Spangler – President. Term March 2021 – March 2022.

Brooke Isenberg – Vice President. Term March 2021 – March 2022.

Mohammad Billah – Treasurer. Term March 2020 – March 2022.

Analise Uhrig – Secretary. Term March 2021 – March 2023.

The motion carried by the following vote:

AYES: Spangler, Uhrig, Saddique, Johansson, Pearson, Paragji

NOES: None

ABSTENTIONS: None

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

Strategic Goals: Board Development

Per Explore Butte County bylaws, “The Board may designate individuals to serve as advisors to the Board. Advisors will receive notice of meetings in the same manner as Directors but will not be considered Directors for any purpose including voting. Advisors shall serve 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 meetings; they can send a representative in their stead. There shall be no more than two (2) Advisors per TBID member jurisdiction representing Oroville, Chico and Paradise and no more than one (1) Advisor representing Biggs, Gridley and Unincorporated County.”

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

- Heather Ugie – Chico Chamber of Commerce representing Chico
- Melanie Basset – Downtown Chico Business Association representing Chico
- Victoria Anton – Feather River Recreation and Parks District representing Oroville
- Holly Jorgensen – Sacramento River Watershed Program representing Oroville

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- Melissa Schuster – Paradise Chamber of Commerce representing Paradise
- Colette Curtis – Town of Paradise representing Paradise
- Jennifer Leonard – Almendra Winery & Distillery representing Unincorporated County
- Marci Shadd – The Colonia Building representing Biggs

A motion was made by Director Pearson and seconded by Director Johansson to approve the slate of advisors as presented, all terms to begin March 2021 and expire March 2022.

The motion carried by the following vote:

AYES: Spangler, Uhlig, Saddique, Johansson, Pearson, Paragji

NOES: None

ABSTENTIONS: None

4.7 APPOINTMENT TO COMMITTEES FOR THE PROGRAM YEAR

Strategic Goals: Board Development

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.

New directors and advisors were asked to volunteer for the typical board committees. The following was decided:

Marketing Committee – standing committee, meets last Wed of every month:

- John Pearson Co-Chair
- Nicole Johansson Co-Chair
- Bruce Spangler
- Jennifer Leonard
- Marci Shadd
- Melissa Schuster
- Colette Curtis
- Holly Jorgensen
- Analise Uhlig

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Finance Committee – ad hoc, beginning in October

- Mohammad Billah Chair
- Bruce Spangler
- Jasmin Wilson

Nominating Committee – ad hoc, beginning in October

- Haroon Saddique Chair
- Nicole Johansson
- Analise Uhlrig
- Marci Shadd
- Melanie Bassett

5. REPORTS AND COMMUNICATIONS

5.1 **BRAND WORK UPDATE** *Ashley Baer*

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

5.3 **ITEMS FOR MAY BOARD MEETING**

- Board Suggestions

6. ADJOURNMENT

Meeting was adjourned at 2:00 pm

Minutes respectfully submitted by Carolyn Denero.

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EXPLORE BUTTE COUNTY SPECIAL BOARD MEETING

May 6, 2021
 Time: 1:00pm

Join Zoom Meeting

<https://us02web.zoom.us/j/82616292656?pwd=bkVxSmRsNmxybzNQUHczUG5YM2lKZz09>

MINUTES - DRAFT

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

Meeting was called to order at 1:02 p.m.

Present: Bruce Spangler, Brooke Isenberg, Mohammad Billah, Jasmin Wilson, Haroon Saddique, John Pearson, Victoria Anton, Sarah Boesen, Carolyn Denero.

Absent: Analise Uhrig, Nicole Johansson.

2. **SPECIAL MEETING AGENDA**

2.1 CONSIDERATION OF PURCHASING SPRINTER VAN FOR MOBILE VISITOR CENTER

Strategic Goal: Build Brand Momentum

Board President Spangler has requested a special meeting to approve the purchase of a specific vehicle for the Mobile Visitor Center. The marketing committee was prepared to recommend the purchase of a 2021 new Mercedes Sprinter Van at the May 13, 2021 board meeting as sourced by the committee. There are only 3 said vans available in a 250-mile radius that meet the specifications and it is imperative that the van be secured as soon as possible.

A motion was made by Director Pearson and seconded by Director Spangler to approve the purchase of a 2021 Mercedes Sprinter Van 2500 not to exceed a total price of \$60,000.

Note: There may be special depreciation available through the CARES act; Director Wilson to follow up with EBC CPA.

Motion carried by the following vote:

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AYES: Spangler, Isenberg, Billah, Wilson, Saddique, Pearson.

NOES: None

ABSTENTIONS: None

3. **ADJOURNMENT**

Meeting adjourned at 1:10 p.m.

Minutes respectfully submitted by Carolyn Denero

Explore Butte County Balance Sheet As of March 31, 2021

	Mar 31, 21
ASSETS	
Current Assets	
Checking/Savings	
1000 · Tri Counties Bank	953,698.43
Total Checking/Savings	953,698.43
Total Current Assets	953,698.43
Fixed Assets	
1500 · Furniture and Equipment	15,393.73
1600 · Accumulated depreciation	-2,978.00
Total Fixed Assets	12,415.73
TOTAL ASSETS	966,114.16
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
2100 · TCB Credit Card #1238-Carolyn D	2,670.86
2101 · Credit Card #3044-Ashley Baer	1,271.52
2102 · Credit Card #3036 -Alicia Salas	1,659.83
Total Credit Cards	5,602.21
Other Current Liabilities	
2400 · Payroll Liabilities	4,822.99
Total Other Current Liabilities	4,822.99
Total Current Liabilities	10,425.20
Total Liabilities	10,425.20
Equity	
3200 · Unrestricted Net Assets	1,006,111.45
3300 · Net Assets - Reserved	
3360 · Reserved - Zone Marketing	167,369.68
Total 3300 · Net Assets - Reserved	167,369.68
Net Income	-217,792.17
Total Equity	955,688.96
TOTAL LIABILITIES & EQUITY	966,114.16

Explore Butte County

Profit & Loss

March 2021

	Mar 21
Ordinary Income/Expense	
Income	
4000 · Program Income	
4300 · Chico	44,533.09
4400 · Oroville	16,187.36
Total 4000 · Program Income	60,720.45
4800 · Other Types of Income	
4810 · Interest Income	8.07
4815 · CTA Registrations	75.00
4850 · Non-Lodging Participation	1,300.00
Total 4800 · Other Types of Income	1,383.07
Total Income	62,103.52
Cost of Goods Sold	
5000 · 2% Fee	
5300 · 2% Fee - Chico	890.66
5400 · 2% Fee - Oroville	323.75
Total 5000 · 2% Fee	1,214.41
Total COGS	1,214.41
Gross Profit	60,889.11
Expense	
6000 · Sales and Marketing Expense	
6010 · Advertising	7,247.00
6050 · Creative Services	5,602.45
6100 · Marketing contracts	
6110 · Advertising Agencies	106,254.00
6120 · Jack Rabbit	2,973.75
6130 · Public Relations expense	1,200.00
Total 6100 · Marketing contracts	110,427.75
6320 · Printing	21,563.83
6340 · Public Relations	1,213.71
6360 · Sponsorships	250.00
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	11,599.67
6420 · Staffing - Payroll Taxes - Mktg	922.05
6430 · Workers comp insurance	327.62
6440 · Health insurance	1,179.01
Total 6400 · Staffing - Marketing	14,028.35
6700 · Website	250.60
Total 6000 · Sales and Marketing Expense	160,583.69
7000 · Administration Expenses	
7070 · General Administration	3.90
7200 · Meals	6.00
7300 · Office supplies	276.14
7310 · Postage	17.99
7320 · Printing and Copying	41.12
7330 · Professional fees - Accounting	750.00
7360 · Rent/ Office Space	525.00
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	2,314.95
7420 · Payroll taxes - admin	184.01
7430 · Workers comp insurance	65.38
7440 · Health insurance	182.82
Total 7400 · Staffing - Admin	2,747.16

Explore Butte County

Profit & Loss

March 2021

	Mar 21
7500 · Subscriptions	85.71
7560 · Telephone, Telecommunications	307.76
7570 · Travel	188.16
Total 7000 · Administration Expenses	4,948.94
Total Expense	165,532.63
Net Ordinary Income	-104,643.52
Net Income	-104,643.52

Explore Butte County

Profit & Loss

January through March 2021

	Jan - Mar 21
Ordinary Income/Expense	
Income	
4000 · Program Income	
4300 · Chico	44,533.09
4400 · Oroville	16,187.36
Total 4000 · Program Income	60,720.45
4800 · Other Types of Income	
4810 · Interest Income	27.06
4815 · CTA Registrations	150.00
4850 · Non-Lodging Participation	1,600.00
Total 4800 · Other Types of Income	1,777.06
Total Income	62,497.51
Cost of Goods Sold	
5000 · 2% Fee	
5300 · 2% Fee - Chico	890.66
5400 · 2% Fee - Oroville	323.75
Total 5000 · 2% Fee	1,214.41
Total COGS	1,214.41
Gross Profit	61,283.10
Expense	
6000 · Sales and Marketing Expense	
6010 · Advertising	25,479.35
6050 · Creative Services	24,228.60
6100 · Marketing contracts	
6110 · Advertising Agencies	143,408.10
6120 · Jack Rabbit	2,973.75
6130 · Public Relations expense	2,400.00
Total 6100 · Marketing contracts	148,781.85
6310 · Postage	446.18
6320 · Printing	21,563.83
6340 · Public Relations	1,380.84
6360 · Sponsorships	250.00
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	33,599.29
6420 · Staffing - Payroll Taxes - Mktg	3,140.21
6430 · Workers comp insurance	417.06
6440 · Health insurance	3,510.75
Total 6400 · Staffing - Marketing	40,667.31
6700 · Website	739.96
Total 6000 · Sales and Marketing Expense	263,537.92
7000 · Administration Expenses	
7020 · Bank fees	1.00
7025 · Credit card fees	3.20
7050 · Education	75.00
7070 · General Administration	13.80
7200 · Meals	6.00
7300 · Office supplies	276.14
7310 · Postage	163.99
7320 · Printing and Copying	41.12
7330 · Professional fees - Accounting	2,700.00
7360 · Rent/ Office Space	1,575.00

Explore Butte County
Profit & Loss
 January through March 2021

	Jan - Mar 21
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	7,132.05
7420 · Payroll taxes - admin	670.50
7430 · Workers comp insurance	84.94
7440 · Health insurance	666.83
	<hr/>
Total 7400 · Staffing - Admin	8,554.32
7500 · Subscriptions	281.13
7560 · Telephone, Telecommunications	923.28
7570 · Travel	662.48
7900 · Admin Expense- Other	4.89
	<hr/>
Total 7000 · Administration Expenses	15,281.35
Total Expense	<hr/> 278,819.27
Net Ordinary Income	<hr/> -217,536.17
Other Income/Expense	
Other Expense	
9500 · COVID-19	256.00
	<hr/>
Total Other Expense	256.00
	<hr/>
Net Other Income	-256.00
	<hr/>
Net Income	<hr/> -217,792.17 <hr/>

Explore Butte County Profit & Loss Budget Overview

January through March 2021

	Jan - Mar 21	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
4000 · Program Income			
4200 · Butte County	0.00	1,749.00	-1,749.00
4300 · Chico	44,533.09	137,675.00	-93,141.91
4350 · Gridley	0.00	1,749.00	-1,749.00
4400 · Oroville	16,187.36	43,706.00	-27,518.64
4500 · Paradise	0.00	2,622.00	-2,622.00
Total 4000 · Program Income	60,720.45	187,501.00	-126,780.55
4800 · Other Types of Income			
4810 · Interest Income	27.06		
4815 · CTA Registrations	150.00	1,250.00	-1,100.00
4816 · CTA Renewal Fees	0.00	112.00	-112.00
4850 · Non-Lodging Participation	1,600.00	1,250.00	350.00
4870 · Visitor Guide Advertising	0.00	2,500.00	-2,500.00
4885 · Unspent Income from Previous Yr	0.00	77,500.00	-77,500.00
4890 · Zone Marketing from Previous Yr	0.00	50,500.00	-50,500.00
Total 4800 · Other Types of Income	1,777.06	133,112.00	-131,334.94
Total Income	62,497.51	320,613.00	-258,115.49
Cost of Goods Sold			
5000 · 2% Fee			
5200 · 2% Fee - Butte County	0.00	35.00	-35.00
5300 · 2% Fee - Chico	890.66	2,754.00	-1,863.34
5350 · 2% Fee - Gridley	0.00	35.00	-35.00
5400 · 2% Fee - Oroville	323.75	874.00	-550.25
5500 · 2% Fee - Paradise	0.00	52.00	-52.00
5618 · CTA Renewal paid to Mickey	0.00	75.00	-75.00
Total 5000 · 2% Fee	1,214.41	3,825.00	-2,610.59
Total COGS	1,214.41	3,825.00	-2,610.59
Gross Profit	61,283.10	316,788.00	-255,504.90
Expense			
6000 · Sales and Marketing Expense			
6010 · Advertising	25,479.35	23,619.00	1,860.35
6020 · Capital Display	0.00	375.00	-375.00
6030 · Conferences	0.00	1,250.00	-1,250.00
6050 · Creative Services	24,228.60	25,000.00	-771.40
6070 · Dues and Memberships	0.00	1,000.00	-1,000.00
6100 · Marketing contracts			
6110 · Advertising Agencies	143,408.10	70,000.00	73,408.10
6120 · Jack Rabbit	2,973.75		
6130 · Public Relations expense	2,400.00	4,500.00	-2,100.00
6140 · CrowdRiff	0.00	3,412.00	-3,412.00
6150 · Bandwango	0.00	3,625.00	-3,625.00
Total 6100 · Marketing contracts	148,781.85	81,537.00	67,244.85
6200 · Meals	0.00	250.00	-250.00
6310 · Postage	446.18	1,000.00	-553.82
6320 · Printing	21,563.83	5,000.00	16,563.83
6340 · Public Relations	1,380.84	9,000.00	-7,619.16
6350 · Sales and Marketing Exp. -Other	0.00	1,500.00	-1,500.00
6360 · Sponsorships	250.00	1,500.00	-1,250.00
6400 · Staffing - Marketing			
6410 · Staffing - Marketing payroll	33,599.29	36,093.00	-2,493.71
6420 · Staffing - Payroll Taxes - Mktg	3,140.21	3,250.00	-109.79
6430 · Workers comp insurance	417.06	350.00	67.06
6440 · Health insurance	3,510.75	3,900.00	-389.25
6450 · Commission CTA Program	0.00	50.00	-50.00
Total 6400 · Staffing - Marketing	40,667.31	43,643.00	-2,975.69
6655 · Vehicle Maintenance	0.00	1,250.00	-1,250.00
6700 · Website	739.96	6,000.00	-5,260.04
Total 6000 · Sales and Marketing Expense	263,537.92	201,924.00	61,613.92
6800 · Destination Management Activity			
6810 · CTA Program	0.00	4,987.00	-4,987.00
6820 · Film Commission	0.00	17,125.00	-17,125.00
6830 · See Source	0.00	6,875.00	-6,875.00
6840 · Wayfinding Signage	0.00	17,125.00	-17,125.00

Explore Butte County Profit & Loss Budget Overview

January through March 2021

	Jan - Mar 21	Budget	\$ Over Budget
Total 6800 · Destination Management Activity	0.00	46,112.00	-46,112.00
6900 · Zone and Micro-Marketing			
6910 · Chico Zone	0.00	13,000.00	-13,000.00
6930 · Oroville Zone	0.00	3,250.00	-3,250.00
Total 6900 · Zone and Micro-Marketing	0.00	16,250.00	-16,250.00
7000 · Administration Expenses			
7010 · Advertising	0.00	187.00	-187.00
7020 · Bank fees	1.00	25.00	-24.00
7025 · Credit card fees	3.20		
7030 · Conference, Convention, Meeting	0.00	1,250.00	-1,250.00
7050 · Education	75.00	1,250.00	-1,175.00
7060 · Filing fees/ taxes	0.00	25.00	-25.00
7070 · General Administration	13.80	2,250.00	-2,236.20
7100 · Insurance	0.00	750.00	-750.00
7200 · Meals	6.00	312.00	-306.00
7210 · Membership dues	0.00	625.00	-625.00
7300 · Office supplies	276.14	600.00	-323.86
7310 · Postage	163.99	125.00	38.99
7320 · Printing and Copying	41.12	250.00	-208.88
7330 · Professional fees - Accounting	2,700.00	4,500.00	-1,800.00
7340 · Professional fees - Legal	0.00	867.00	-867.00
7350 · Promotion	0.00	25.00	-25.00
7360 · Rent/ Office Space	1,575.00	2,100.00	-525.00
7400 · Staffing - Admin			
7410 · Staffing - Admin Payroll	7,132.05	5,131.00	2,001.05
7420 · Payroll taxes - admin	670.50	700.00	-29.50
7430 · Workers comp insurance	84.94	75.00	9.94
7440 · Health insurance	666.83	600.00	66.83
Total 7400 · Staffing - Admin	8,554.32	6,506.00	2,048.32
7500 · Subscriptions	281.13	2,500.00	-2,218.87
7560 · Telephone, Telecommunications	923.28	915.00	8.28
7570 · Travel	662.48	1,563.00	-900.52
7900 · Admin Expense- Other	4.89	1,500.00	-1,495.11
Total 7000 · Administration Expenses	15,281.35	28,125.00	-12,843.65
Total Expense	278,819.27	292,411.00	-13,591.73
Net Ordinary Income	-217,536.17	24,377.00	-241,913.17
Other Income/Expense			
Other Expense			
9500 · COVID-19	256.00		
Total Other Expense	256.00		
Net Other Income	-256.00	0.00	-256.00
Net Income	-217,792.17	24,377.00	-242,169.17

Explore Butte County

Balance Sheet

As of April 30, 2021

	Apr 30, 21
ASSETS	
Current Assets	
Checking/Savings	
1000 · Tri Counties Bank	1,007,879.00
Total Checking/Savings	1,007,879.00
Total Current Assets	1,007,879.00
Fixed Assets	
1500 · Furniture and Equipment	15,393.73
1600 · Accumulated depreciation	-5,766.00
Total Fixed Assets	9,627.73
TOTAL ASSETS	1,017,506.73
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
2100 · TCB Credit Card #1238-Carolyn D	2,096.72
2101 · Credit Card #3044-Ashley Baer	1,008.65
2102 · Credit Card #3036 -Alicia Salas	765.90
Total Credit Cards	3,871.27
Other Current Liabilities	
2400 · Payroll Liabilities	3,900.35
Total Other Current Liabilities	3,900.35
Total Current Liabilities	7,771.62
Total Liabilities	7,771.62
Equity	
3200 · Unrestricted Net Assets	1,027,576.15
3300 · Net Assets - Reserved	
3360 · Reserved - Zone Marketing	167,369.68
Total 3300 · Net Assets - Reserved	167,369.68
Net Income	-185,210.72
Total Equity	1,009,735.11
TOTAL LIABILITIES & EQUITY	1,017,506.73

Explore Butte County

Profit & Loss

April 2021

	Apr 21
Ordinary Income/Expense	
Income	
4000 · Program Income	
4300 · Chico	52,366.62
4400 · Oroville	29,593.12
	81,959.74
Total 4000 · Program Income	
4800 · Other Types of Income	
4810 · Interest Income	8.60
4815 · CTA Registrations	125.00
4850 · Non-Lodging Participation	400.00
4800 · Other Types of Income - Other	894.06
	1,427.66
Total 4800 · Other Types of Income	
Total Income	83,387.40
Cost of Goods Sold	
5000 · 2% Fee	
5300 · 2% Fee - Chico	1,047.33
5400 · 2% Fee - Oroville	591.86
	1,639.19
Total 5000 · 2% Fee	
Total COGS	1,639.19
Gross Profit	81,748.21
Expense	
6000 · Sales and Marketing Expense	
6010 · Advertising	4,828.02
6050 · Creative Services	4,718.20
6100 · Marketing contracts	
6110 · Advertising Agencies	6,347.90
6130 · Public Relations expense	600.00
6140 · CrowdRiff	3,412.50
	10,360.40
Total 6100 · Marketing contracts	
6310 · Postage	617.99
6340 · Public Relations	412.88
6350 · Sales and Marketing Exp. -Other	42.00
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	11,043.98
6420 · Staffing - Payroll Taxes - Mktg	838.53
6430 · Workers comp insurance	45.19
6440 · Health insurance	1,179.01
	13,106.71
Total 6400 · Staffing - Marketing	
6700 · Website	250.60
Total 6000 · Sales and Marketing Expense	34,336.80
6900 · Zone and Micro-Marketing	
6910 · Chico Zone	10,000.00
Total 6900 · Zone and Micro-Marketing	10,000.00
7000 · Administration Expenses	
7070 · General Administration	20.97
7300 · Office supplies	13.31
7330 · Professional fees - Accounting	975.00
7360 · Rent/ Office Space	525.00
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	2,275.35
7420 · Payroll taxes - admin	172.76
7430 · Workers comp insurance	9.31

Explore Butte County

Profit & Loss

April 2021

	Apr 21
7440 · Health insurance	182.82
Total 7400 · Staffing - Admin	2,640.24
7500 · Subscriptions	85.71
7560 · Telephone, Telecommunications	312.55
7570 · Travel	133.46
Total 7000 · Administration Expenses	4,706.24
Total Expense	49,043.04
Net Ordinary Income	32,705.17
Net Income	32,705.17

Explore Butte County

Profit & Loss

January through April 2021

	Jan - Apr 21
Ordinary Income/Expense	
Income	
4000 · Program Income	
4300 · Chico	96,899.71
4400 · Oroville	45,780.48
Total 4000 · Program Income	142,680.19
4800 · Other Types of Income	
4810 · Interest Income	35.66
4815 · CTA Registrations	275.00
4850 · Non-Lodging Participation	2,000.00
4800 · Other Types of Income - Other	894.06
Total 4800 · Other Types of Income	3,204.72
Total Income	145,884.91
Cost of Goods Sold	
5000 · 2% Fee	
5300 · 2% Fee - Chico	1,937.99
5400 · 2% Fee - Oroville	915.61
Total 5000 · 2% Fee	2,853.60
Total COGS	2,853.60
Gross Profit	143,031.31
Expense	
6000 · Sales and Marketing Expense	
6010 · Advertising	30,310.95
6050 · Creative Services	28,946.80
6100 · Marketing contracts	
6110 · Advertising Agencies	149,756.10
6120 · Jack Rabbit	2,973.75
6130 · Public Relations expense	3,000.00
6140 · CrowdRiff	3,412.50
Total 6100 · Marketing contracts	159,142.35
6310 · Postage	1,064.17
6320 · Printing	21,563.83
6340 · Public Relations	1,903.76
6350 · Sales and Marketing Exp. -Other	42.00
6360 · Sponsorships	260.00
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	44,643.27
6420 · Staffing - Payroll Taxes - Mktg	3,978.74
6430 · Workers comp insurance	462.25
6440 · Health insurance	4,689.76
Total 6400 · Staffing - Marketing	53,774.02
6700 · Website	990.56
Total 6000 · Sales and Marketing Expense	297,998.44
6900 · Zone and Micro-Marketing	
6910 · Chico Zone	10,000.00
Total 6900 · Zone and Micro-Marketing	10,000.00
7000 · Administration Expenses	
7020 · Bank fees	1.00
7025 · Credit card fees	3.20
7050 · Education	75.00
7070 · General Administration	34.77
7200 · Meals	6.00
7300 · Office supplies	289.45

Explore Butte County

Profit & Loss

January through April 2021

	Jan - Apr 21
7310 · Postage	163.99
7320 · Printing and Copying	41.12
7330 · Professional fees - Accounting	3,675.00
7360 · Rent/ Office Space	2,100.00
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	9,407.40
7420 · Payroll taxes - admin	843.26
7430 · Workers comp insurance	94.25
7440 · Health insurance	849.65
Total 7400 · Staffing - Admin	11,194.56
7500 · Subscriptions	366.84
7560 · Telephone, Telecommunications	1,235.83
7570 · Travel	795.94
7900 · Admin Expense- Other	4.89
Total 7000 · Administration Expenses	19,987.59
Total Expense	327,986.03
Net Ordinary Income	-184,954.72
Other Income/Expense	
Other Expense	
9500 · COVID-19	256.00
Total Other Expense	256.00
Net Other Income	-256.00
Net Income	-185,210.72

Explore Butte County

Profit & Loss Budget Overview

January through April 2021

	Jan - Apr 21	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
4000 · Program Income			
4200 · Butte County	0.00	2,331.00	-2,331.00
4300 · Chico	96,899.71	183,567.00	-86,667.29
4350 · Gridley	0.00	2,331.00	-2,331.00
4400 · Oroville	45,780.48	58,275.00	-12,494.52
4500 · Paradise	0.00	3,496.00	-3,496.00
Total 4000 · Program Income	142,680.19	250,000.00	-107,319.81
4800 · Other Types of Income			
4810 · Interest Income	35.66		
4815 · CTA Registrations	275.00	1,667.00	-1,392.00
4816 · CTA Renewal Fees	0.00	150.00	-150.00
4850 · Non-Lodging Participation	2,000.00	1,667.00	333.00
4870 · Visitor Guide Advertising	0.00	3,333.00	-3,333.00
4885 · Unspent Income from Previous Yr	0.00	103,333.00	-103,333.00
4890 · Zone Marketing from Previous Yr	0.00	67,333.00	-67,333.00
4800 · Other Types of Income - Other	894.06		
Total 4800 · Other Types of Income	3,204.72	177,483.00	-174,278.28
Total Income	145,884.91	427,483.00	-281,598.09
Cost of Goods Sold			
5000 · 2% Fee			
5200 · 2% Fee - Butte County	0.00	47.00	-47.00
5300 · 2% Fee - Chico	1,937.99	3,672.00	-1,734.01
5350 · 2% Fee - Gridley	0.00	47.00	-47.00
5400 · 2% Fee - Oroville	915.61	1,165.00	-249.39
5500 · 2% Fee - Paradise	0.00	70.00	-70.00
5618 · CTA Renewal paid to Mickey	0.00	100.00	-100.00
Total 5000 · 2% Fee	2,853.60	5,101.00	-2,247.40
Total COGS	2,853.60	5,101.00	-2,247.40
Gross Profit	143,031.31	422,382.00	-279,350.69
Expense			
6000 · Sales and Marketing Expense			
6010 · Advertising	30,310.95	31,492.00	-1,181.05
6020 · Capital Display	0.00	500.00	-500.00
6030 · Conferences	0.00	1,667.00	-1,667.00
6050 · Creative Services	28,946.80	33,333.00	-4,386.20
6070 · Dues and Memberships	0.00	1,333.00	-1,333.00
6100 · Marketing contracts			
6110 · Advertising Agencies	149,756.10	93,333.00	56,423.10
6120 · Jack Rabbit	2,973.75		
6130 · Public Relations expense	3,000.00	6,000.00	-3,000.00
6140 · CrowdRiff	3,412.50	4,550.00	-1,137.50
6150 · Bandwango	0.00	4,833.00	-4,833.00
Total 6100 · Marketing contracts	159,142.35	108,716.00	50,426.35
6200 · Meals	0.00	333.00	-333.00
6310 · Postage	1,064.17	1,333.00	-268.83
6320 · Printing	21,563.83	6,667.00	14,896.83
6340 · Public Relations	1,903.76	12,000.00	-10,096.24
6350 · Sales and Marketing Exp. -Other	42.00	2,000.00	-1,958.00
6360 · Sponsorships	260.00	2,000.00	-1,740.00
6400 · Staffing - Marketing			
6410 · Staffing - Marketing payroll	44,643.27	48,125.00	-3,481.73
6420 · Staffing - Payroll Taxes - Mktg	3,978.74	4,333.00	-354.26
6430 · Workers comp insurance	462.25	467.00	-4.75
6440 · Health insurance	4,689.76	5,200.00	-510.24
6450 · Commission CTA Program	0.00	67.00	-67.00
Total 6400 · Staffing - Marketing	53,774.02	58,192.00	-4,417.98
6655 · Vehicle Maintenance	0.00	1,667.00	-1,667.00
6700 · Website	990.56	8,000.00	-7,009.44
Total 6000 · Sales and Marketing Expense	297,998.44	269,233.00	28,765.44
6800 · Destination Management Activity			
6810 · CTA Program	0.00	6,650.00	-6,650.00
6820 · Film Commission	0.00	22,833.00	-22,833.00
6830 · See Source	0.00	9,167.00	-9,167.00

Explore Butte County

Profit & Loss Budget Overview

January through April 2021

	Jan - Apr 21	Budget	\$ Over Budget
6840 · Wayfinding Signage	0.00	22,833.00	-22,833.00
Total 6800 · Destination Management Activity	0.00	61,483.00	-61,483.00
6900 · Zone and Micro-Marketing			
6910 · Chico Zone	10,000.00	17,333.00	-7,333.00
6930 · Oroville Zone	0.00	4,333.00	-4,333.00
Total 6900 · Zone and Micro-Marketing	10,000.00	21,666.00	-11,666.00
7000 · Administration Expenses			
7010 · Advertising	0.00	250.00	-250.00
7020 · Bank fees	1.00	33.00	-32.00
7025 · Credit card fees	3.20		
7030 · Conference, Convention, Meeting	0.00	1,667.00	-1,667.00
7050 · Education	75.00	1,667.00	-1,592.00
7060 · Filing fees/ taxes	0.00	33.00	-33.00
7070 · General Administration	34.77	3,000.00	-2,965.23
7100 · Insurance	0.00	1,000.00	-1,000.00
7200 · Meals	6.00	416.00	-410.00
7210 · Membership dues	0.00	833.00	-833.00
7300 · Office supplies	289.45	800.00	-510.55
7310 · Postage	163.99	167.00	-3.01
7320 · Printing and Copying	41.12	333.00	-291.88
7330 · Professional fees - Accounting	3,675.00	6,000.00	-2,325.00
7340 · Professional fees - Legal	0.00	1,155.00	-1,155.00
7350 · Promotion	0.00	33.00	-33.00
7360 · Rent/ Office Space	2,100.00	2,800.00	-700.00
7400 · Staffing - Admin			
7410 · Staffing - Admin Payroll	9,407.40	6,841.00	2,566.40
7420 · Payroll taxes - admin	843.26	933.00	-89.74
7430 · Workers comp insurance	94.25	100.00	-5.75
7440 · Health insurance	849.65	800.00	49.65
Total 7400 · Staffing - Admin	11,194.56	8,674.00	2,520.56
7500 · Subscriptions	366.84	3,333.00	-2,966.16
7560 · Telephone, Telecommunications	1,235.83	1,220.00	15.83
7570 · Travel	795.94	2,084.00	-1,288.06
7900 · Admin Expense- Other	4.89	2,000.00	-1,995.11
Total 7000 · Administration Expenses	19,987.59	37,498.00	-17,510.41
Total Expense	327,986.03	389,880.00	-61,893.97
Net Ordinary Income	-184,954.72	32,502.00	-217,456.72
Other Income/Expense			
Other Expense			
9500 · COVID-19	256.00		
Total Other Expense	256.00		
Net Other Income	-256.00	0.00	-256.00
Net Income	-185,210.72	32,502.00	-217,712.72

Oroville Tourism Committee: “Explore Oroville” Map Project

Map Vendor: Lovell Johns

Contact: Symon Porteous symon.porteous@lovelljohns.com

Costs: 15 Illustrations at \$6,295*, Additional large illustrations for front/back covers are \$175 each

Website: <https://www.lovelljohns.com/industries/travel-and-tourism/>

Design: Watercolor Hand Drawn with Inset Map to Show the Surrounding Area at a Smaller Scale. The committee has voted on points of interest to be included.

*Estimate includes the creation of an interactive map that will offer external links. Once completed, the map will be hosted on Explore Butte County’s website. The final design file, custom artwork and source documents will be given to EBC.

Points of Interest:

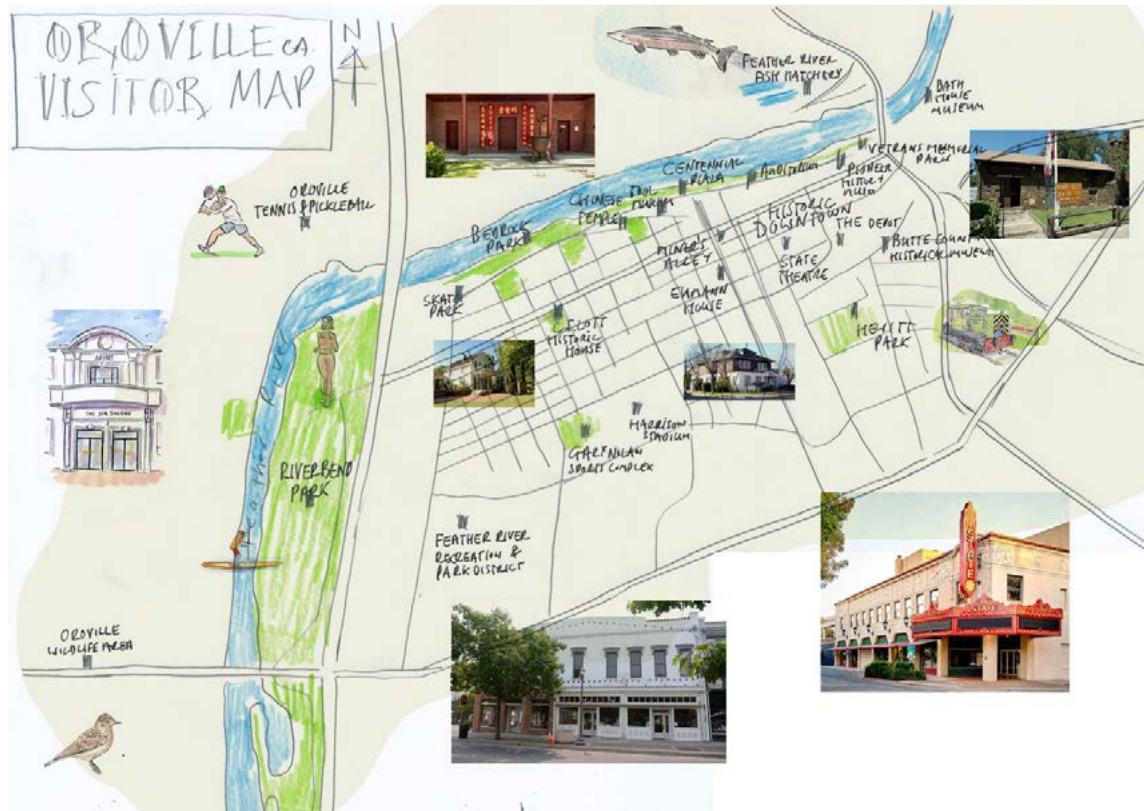
Downtown District	Centennial Plaza
Feather River (Recreation)	Harrison Stadium
Fish Hatchery	Veteran's Memorial Park
Feather River Trail	Bidwell Bar Suspension Bridge
Chinese Temple	Oroville Wildlife area
State Theatre	Thermalito Forebay/Afterbay
Brad Freeman Trail	Agriculture Crops
Riverbend Park	Miners Alley
Forebay Aquatic Center	Tennis/Pickleball Courts
Pioneer Museum	Rotary Park
Feather River Nature Center	Hewitt Park
Lake Oroville	Bolt's Antique Tool Museum
Table Mountain	
Bedrock Park	
Skate Park	
Lake Oroville Visitor Center	
The Dam/Spillway	

As this is a hand drawn map we have created some visuals in order to better understand how this approach could work for the content provided in the Must Haves Excel document. We have used photographs of some of the locations to show what could be illustrated and some sample illustrations to show style. Note, it will be challenging to fit all locations on one map.

This first visual below addresses all the locations that are beyond the city by using an Inset Map to show the surrounding area at a smaller scale.



This second visual only maps the locations within the city.



As this style is a watercolour we have allowed for 2 proof stages:

1. An initial rough black and white line sketch for approval of the coverage, angle, key features etc.
2. Then a full black and white drawing for final approval.

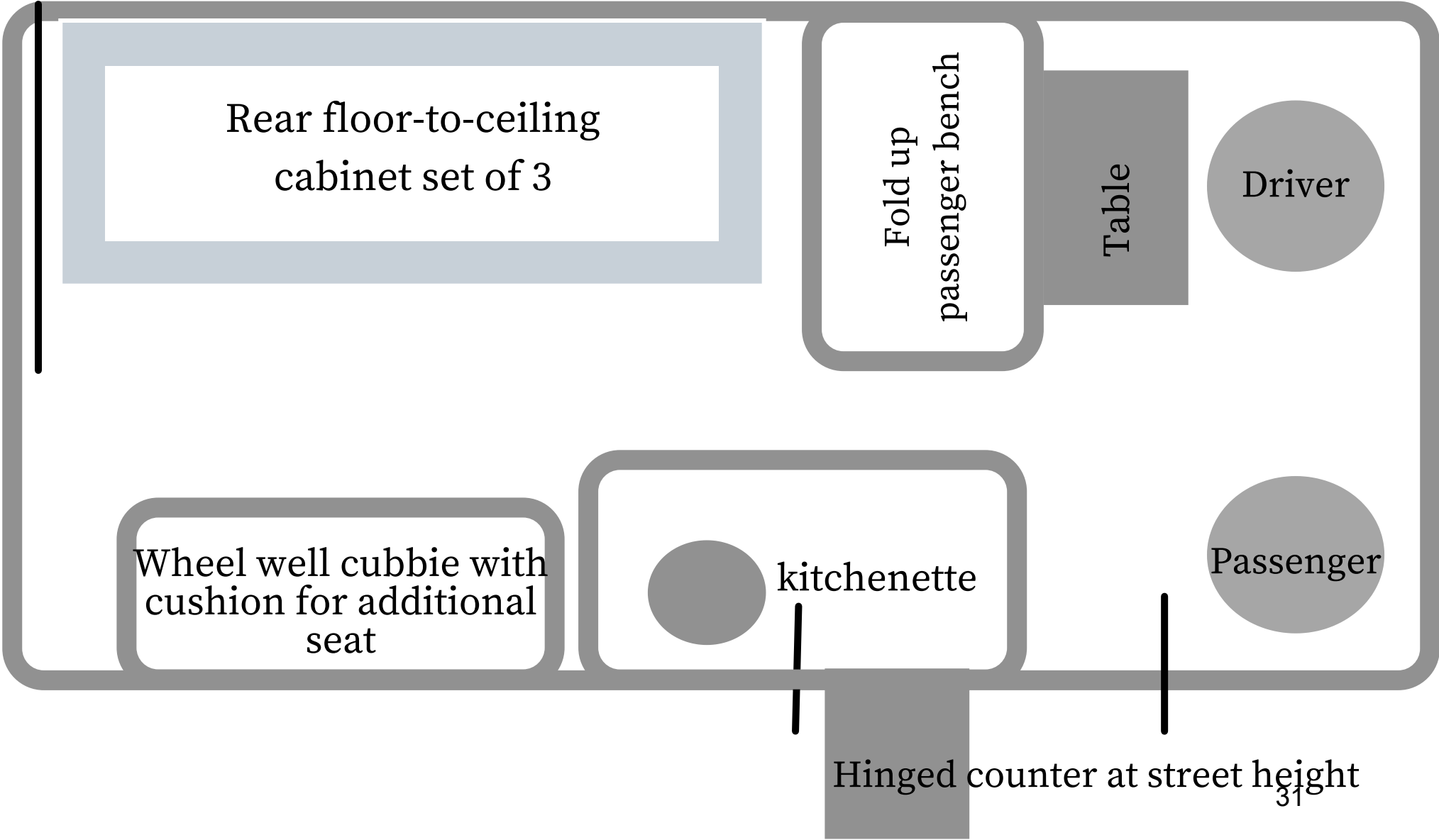
From stage 2 the watercolour artwork will be completed and digital files created, from which stage there are no changes permitted without further costs being applied.

From these files we can supply a printable high resolution PDF for printing.

Item	Budget	Completed	Vendor
Vehicle			
2021 Mercedes-Benz Sprinter Cargo Van	\$52,284.00	5/9/21	Mercedes Benz of Santa Rosa
Items Committee Agrees Are Needed			
Foundation Build	\$17,300.00		Advanture.co LLC
Electrical Installation	\$5,850.00		
Solar Set Up	\$10,530.00		
Kitchenette	\$4,530.00		
Fridge	\$2,400.00		
Water Set-up	\$4,400.00		
Fan	\$850.00		
A/C Installation	\$5,600.00		
Windows	\$2,450.00		
Freedman Bench	\$1,500.00		
Swivel Kits	\$1,400.00		seats are already swivel from factory
Upper Shelves (passenger side)	\$1,160.00		
Front Upper Storage	\$1,150.00		
Floor to Ceiling Cabinets (3)	\$5,700.00		
Wheel Well Cubbie Storage	\$895.00		
Upholstry for Cushion	\$400.00		
Table	\$575.00		
Custom Nerf Bar Steps	\$1,900.00		
Awning	\$2,250.00		
Tires and Rims	\$2,600.00		
Subtotal	\$125,724.00		
Other Items			
Suspension Package	\$5,800.00		
Rear Loading Ramp			
TV Rack & Television			
Sound System			
Custom Wrap			
Wrap Design			
Heater			
External "fire pit" type heater			

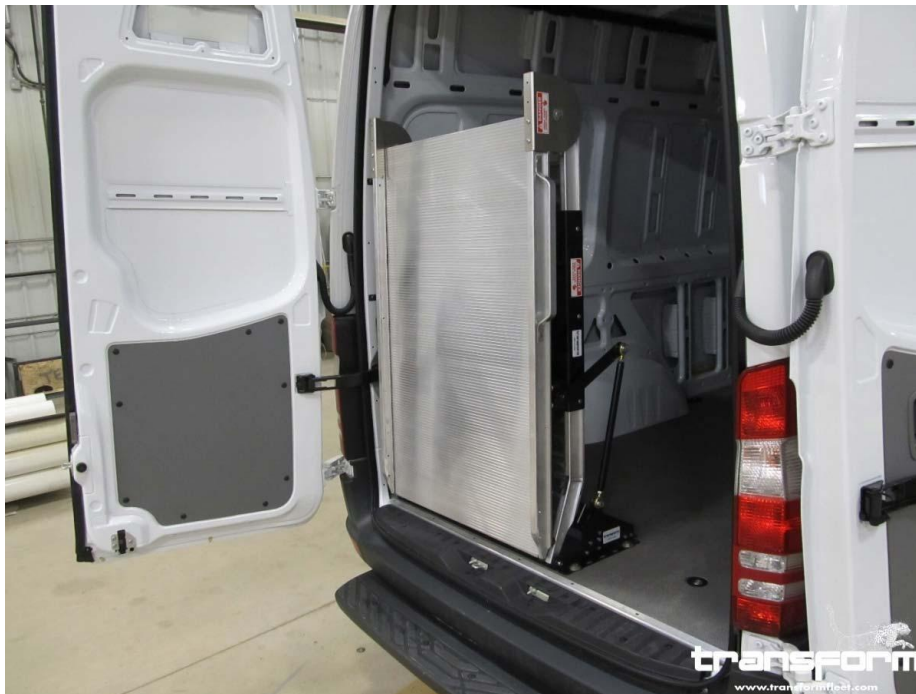
Butte County MB 144"
Bird's eye view

Ramp folded up
in rear





Work table and additional 2 chairs. Both table and chairs could/would fold up or could be removed for additional storage. Would install window in that space similar to what is shown.



Type of ramp as permanent installation for dolly to get heavy items in & out of van



Example of closed cabinets for storage.



Another example of cabinets.



Flip down TV mount.



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Victoria Anton
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EXPLORE BUTTE COUNTY – MARKETING COMMITTEE MEETING

Wednesday, March 31, 2021
12:00 p.m. – 1:00 p.m.
Via Zoom

MINUTES

PRESENT: Johansson, Pearson, Spangler, Leonard, Uhlig, Curtis, Jorgensen, Denero, Baer. Shelly James (PorterCo)

ABSENT: Shadd, Schuster

AGENDA

1. Subcommittees – As EBC continues to grow the various projects there will be opportunity to work in smaller groups. Denero presented ideas of groups ([link](#)). Committee agreed that as needed these groups can be built.
2. #HikeButteCA Updates
 - a. As the campaign moves to out-of-area market new creative is being developed. This will lead the messaging for digital advertising and for the radio campaign in Sacramento and SF. ([Creative brief](#))
 - b. Creative of both Table Mountain and Upper Bidwell Park will be pulsed equally to offer variation of terrain.
3. DMA West Tech Summit discussions
 - a. [Google My Business](#) – this tool should be used to help elevate the entire area by having up-to-date google listings.
 - b. Can EBC work with Chambers and Business Associations, in our capacity as a DMO to add value for their members by training partner staff on the importance of Google Business.
 - c. Ashley to work directly with Google for more information and will create a template in EBC's voice for how to move this forward.
4. \$100 Visa Gift Card Promotion – do we want to consider something like this again?
 - a. Many DMOs are working with their lodging partners to encourage bookings now that the state is opening for more leisure travel.
 - b. Yes, group would like to move this initiative forward.
 - c. Would require that hotels/lodging create their own specials and then bill EBC on the back end.
 - i. Need to bring proposal back to committee. Could



Explore Butte County
P.O. Box 2154
Chico, CA 95927

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- use the award-winning #Freedom creative.
5. Museum Weekend wrap report ([link](#))

Adjourn Meeting



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Melanie Bassett
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Melissa Schuster
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Victoria Anton
Oroville

EXPLORE BUTTE COUNTY – MARKETING COMMITTEE MEETING

Wednesday, April 28, 2021
12:00 p.m. – 1:00 p.m.
Via Zoom Meeting

MINUTES

PRESENT: Johansson, Pearson, Spangler, Uhrig, Curtis, Jorgensen, Shadd, Schuster, Denero, Baer. Tami Travis & Shelly James (PorterCo)

ABSENT: Leonard

AGENDA

1. 2022 – #Campaign Discussion
 - a. The #HikeButteCA campaign has been successful for growing local brand awareness as well as offering a year-long center for advertising. This committee has discussed using this same strategy to build content and future campaigns in the next few years. Initially we wanted to focus on water next, but due to drought conditions it would be more appropriate to focus on land-based recreation. Committee agrees that the main campaign for 2022 should be #BikeButte. EBC team will work with content developers to create that content for a 2022 launch.
2. Visit California Road Trips Opportunity ([Media Kit](#))
 - a. Visit California is selling ad space in the annual California Road Trips publication. With the opportunistic ad budget available, this is a good opportunity to continue the ad relationship with Visit California and get in front of a market who is seeking ideas for road trips this year and into the future. Creative concept from last year's #Freedom campaign will be used for the ad. Committee agreed to participate in this publication with a 1/8 page ad.
3. Mobile Visitor Center – committee update & recommendation
 - a. Review of concepts and pricing.
 - b. Recommendation to be brought forward to Board meeting: To approve the purchase of a Mercedes Sprinter Van that will be converted by Advantures, LLC. Conversion can begin as early as October and committee is fine-tuning all of the internal details. Recommend that Board allow committee to continue the build out within the already-approved \$150,000 budget.

4. Update & Review of Video Content
 - a. Watershed Media Projects – Review of content being developed and deployed.
 - i. Butte County Adventures
 1. [South Rim Bidwell Park](#)
 2. [Lake Oroville](#) (Rough Cut)
 - ii. Selects
 1. [Rawbar](#)
 2. [Feather River Kayaking](#)
 3. [Runners in Upper Park](#)
5. 2021 & 2022 Events
 - a. EBC should create an MOU that can be executed when partnering with event organizers so that expectations and responsibilities are spelled out specifically.
 - b. A sub-committee will be convened to discuss how and when EBC will integrate an industry micro-site for stakeholders and partners to access.
6. #HikeButteCA Update
 - a. Tami reported on advertising efforts. We are seeing an increase in web traffic from our target markets. Most efforts are outperforming expectations.
 - b. [Presentation Deck](#)
7. Brand Work & Value Proposition
 - a. Ashley reviewed
8. Social Media Report Questions?
 - a. [Social Media Snapshot](#)
 - b. [Website Snapshot](#)
 - c. [Q1 Report](#)
9. Other business not already agendaized – None

Adjourn Meeting