



2022 BOARD OF DIRECTORS

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

Mohammad Billah, Vice President
University Inn, Chico

Jasmin Wilson, Treasurer
Dahl's Motel, Oroville

Nicole Johansson
Sierra Oro Farm Trail, Secretary

Jennifer Leonard
Almendra Winery & Distillery,
Durham

Ashley Limon
Oxford Suites, Chico

Haroon Saddique
Best Western Paradise Hotel,
Paradise

Tamba Sellu
Courtyard by Marriott, Chico

ADVISORY BOARD

Dani Aalfs, Lake Oroville Marinas

Victoria Anton, Feather River Recreation
and Park District

Sarah Boesen, Chico Chamber of
Commerce

Woody Culleton, Paradise Performing
Arts Center

Ev Duran, UTB Studios

Holly Jorgensen, Sacramento River
Watershed Project

Jennifer Macarthy, City of Chico

Tamara Maxey, Gold Nugget Museum

Debbie Moseley, Paradise Chocolate Fest

Dawn Nevers, City of Oroville

John Pearson, Pearson Collaborative Project

Brett Sanders, 3CORE

Melissa Schuster, Paradise Chamber of
Commerce

Marci Shadd, The Colonia Building

Katie Simmons, Butte County Administration

Audrey Taylor, Downtown Chico Business
Association

EXPLORE BUTTE COUNTY BOARD MEETING

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

326 Huss Drive
Chico, CA 95928
Board Room
OR

Via Zoom Link – NO VIDEO

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

Meeting ID: 861 4485 9495

Passcode: 172806

Call in number: 669-900-9128

AGENDA - DRAFT

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

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

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

1. Call to order.

2. CONSENT AGENDA

2.1 Approval of Board Meeting Minutes from September 8, 2022

2.2 Approval of September and October 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 RECOMMENDATION FOR EXPLORE BUTTE COUNTY TO SUPPORT MAIN COUNTY EVENTS (Bruce Spangler)

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

Recommendation: *To consider setting annual County Events EBC will support each year outside Zone Marketing, and place a budget item and amount.*

4.2 RECRUITMENT COMMITTEE UPDATE (Bruce Spangler)

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

Recommendation: *No recommendation, update on progress.*

4.3 CONSIDERATION OF DRAFT 2023 BUDGET (Jasmin Wilson)

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

Recommendation: *To consider the draft 2023 budget and make any adjustments as discussed.*

4.4 CHICO TOURISM COMMITTEE UPDATE (John Pearson)

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

Recommendation: *No recommendation, reporting only*

4.5 OROVILLE TOURISM COMMITTEE UPDATE (Amber Miland)

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

Recommendation: *No recommendation, reporting only.*

5. **COMMUNICATIONS AND REPORTS**

5.1 ARPA PROJECT UPDATES (John Pearson)

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

5.2 MARKETING UPDATE (Ashley Baer)

5.3 NOMINATING COMMITTEE – notices need to be distributed

6. **CLOSED SESSION** - None

7. **ADJOURNMENT**

Next regular board meeting is scheduled for January 12, 2023.



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Debbie Moseley, Paradise Chocolate Fest

Dawn Nevers, City of Oroville

John Pearson, Pearson Collaborative Project

Brett Sanders, 3CORE

Melissa Schuster, Paradise Chamber of
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Marci Shadd, The Colonia Building

Katie Simmons, Butte County Administration

Audrey Taylor, Downtown Chico Business
Association

EXPLORE BUTTE COUNTY BOARD MEETING

September 8, 2022
Time: 12:00 – 2:00 pm

326 Huss Drive
Chico, CA 95928
Board Room
OR
Via Zoom Link – NO VIDEO

MINUTES

1. Call to order and roll call – hybrid meeting, virtual votes will be considered aye, unless individual members abstain or verbally vote no. Meeting called to order by President Spangler at 12:05 pm. Introductions.

Present – Directors Spangler, Billah*, Wilson, Johansson, Leonard, Limon, Saddique, Sellu. Advisors: Anton, Conley, Duran, Macarthy, Moseley, Pearson, Simmons, Taylor.

Absent – Advisors: Aalfs, Culleton, Jorgensen, Nevers, Sanders, Schuster, R. Simmons.

Guests – Shelly James, Pat Macias, Tami Travis, Lori PorterCo, Sandy Gonzales.

Staff – Denero, Salas, Baer.

*Late Arrival – Director Billah

2. **CONSENT AGENDA**

2.1 Approval of Special Board Meeting Minutes from June 30, 2022

2.2 Approval of June and July Financials

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

The motion carried by the following vote:

AYES: Spangler, Billah, Wilson, Johansson, Leonard, Limon, Saddique, Sellu.

NOES: None

ABSTENTIONS: None

3. **PUBLIC COMMENT**

Guest Pat Macias announced monca's new exhibit, Tales of the Tattoo. Advisor Macarthy announced Celebrating 150 Years of Chico will have its final event on September 24th at Meriam Park, and they have partnered with Sierra Nevada to have their own beer that will be poured at the tap room. Advisor Taylor announced the return of the Chico Ice Rink, as well as the Chico Art & Wine walk on October 7th. Director Johansson announced that passes are live for the Sierra Oro Farm Trail. Advisor Moseley announced that Johnny Appleseed Days is happening October 1 & 2. Advisor Anton announced that Oroville's fall concert in the park series has begun, every Saturday until October 22th, and they've partnered with the Forebay Aquatic Center to offer guided hikes and salmon tours. She also announced Salmon Festival in Oroville will be taking place September 24th.

4. **REGULAR AGENDA**

4.1 REVIEW OF FINANCIALS YEAR TO DATE AND COMPARISON TO PRIOR YEAR

During the leadership transition, CEO Denero wants to ensure that the BOD understands the historic tracking and TBID collections year-to-date.

Update given by Carolyn Denero. No action required.

4.2 RECRUITMENT COMMITTEE UPDATE AND DISCUSSION FOR RECOMMENDATION OF FINAL COMPENSATION PACKAGE FOR NEW EXECUTIVE DIRECTOR

Full schedule of deliverables from SearchWide Global included in board packet. As of August 30, there are 5 solid candidates from a variety of backgrounds who may be put forward for consideration. The Recruitment Committee has met a variety of times to develop a compensation range for the board to review and approve. Compensation for the Executive Director position includes salary, health benefits, paid time off, cell phone stipend,

and relocation amount. The committee agrees on the salary range, benefits, and cell phone stipend but would like input from the full board. Items can be found in the board packet for discussion and full recommendation.

A motion was made by Director Spangler and seconded by Director Leonard to approve the following compensations for the new Executive Director: a cap of 120k for salary, a cap of 4 weeks PTO, a bonus cap of 5%, and a relocation budget cap of 4k, and cell phone reimbursement. The recruitment Committee does not have to have a special meeting.

The motion carried by the following vote:

AYES: Spangler, Billah, Wilson, Johansson, Leonard, Limon, Saddique, Sellu.

NOES: None

ABSTENTIONS: None

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

During the June 30, 2022 board meeting, the board of directors asked Pearson to create a new scope of work for work to be done in 2023. Updated scope is attached for board review and discussion.

A motion was made by Director Sellu and seconded by Director Johansson to approve the updated contract with Pearson Collaborative Project to allow for the continuity of projects already being managed by him, and to offer opportunity for additional project work to be added.

The motion carried by the following vote:

AYES: Spangler, Billah, Wilson, Johansson, Leonard, Limon, Saddique, Sellu.

NOES: None

ABSTENTIONS: None

4.4 CHICO TOURISM COMMITTEE UPDATE AND RECOMMENDATION FOR ALLOCATING THIS YEAR'S BUDGET

The Chico Tourism Committee meets monthly to discuss projects that will specifically benefit Chico lodging. There are two projects the committee would like the Board to consider to be paid for with 2022 budget. The first is to allocate \$10,000 to a print piece that could be distributed to northern California and support local events in the area. The second is to set aside \$10,000 from this year's budget to be used to prepare a Chico-specific lodging initiative for the Wildflower Century Ride in 2023. This would allow a long-lead to create a package that would drive overnight stays to lodging instead of camping.

A motion was made by Director Limon and seconded by Director Leonard to approve Chico Tourism Committee's recommendation and allocate a total of \$20,000 to the projects described above.

The motion carried by the following vote:

AYES: Spangler, Billah, Wilson, Johansson, Leonard, Limon, Saddique, Sellu.

NOES: None

ABSTENTIONS: None

4.5 OROVILLE TOURISM COMMITTEE UPDATE AND RECOMMENDATION FOR ALLOCATING THIS YEAR'S BUDGET

The Oroville Tourism Committee meets monthly to discuss projects that will specifically benefit Oroville lodging. The committee would like the Board to consider a \$6,000 allocation to update the Downtown Oroville website for Search Engine Optimization and to invest in photography assets that can be used to promote Downtown Oroville.

A motion was made by Director Sellu and seconded by Director Billah to approve Oroville Tourism Committee's recommendation and allocate a total of \$6,000 to the project described above.

The motion carried by the following vote:

AYES: Spangler, Billah, Wilson, Johansson, Leonard, Limon, Saddique, Sellu.

NOES: None

ABSTENTIONS: None

4.6 RECOMMENDATION FOR PROCEEDING WITH MARKETING COMMITTEE THROUGH THE END OF 2022

During the transition of finding the next ED for the organization, there is not enough capacity to continue marketing committee meetings monthly. The committee is made up of more than half the board and advisors and for one hour a month the committee reviews current campaigns and trending topics in marketing. It feels that the information reported at the committee meetings would be better served if shared with the full board and advisory board. Additionally, the committee needs to be a much smaller number of people who meet to work on projects and make recommendations to the board for items that are not already decided by the board. Lastly, EBC staff create the agendas, call the meetings and take notes, so at this point there doesn't seem to be the need to have a Chair of the committee.

A motion was made by Director Johansson and seconded by Director Spangler to approve creating an ad hoc marketing committee that is called to meet at the need of EBC staff to discuss and decide on marketing items that are outside the scope of already-approved marketing programming for the year. The committee will be no more than 5 directors and advisors, and there will be no Chair(Director Leonard, Director Johansson, Director Limon, Advisor Moseley, Advisor Conley). This committee will operate like this until the new Executive Director can determine the new direction.

The motion carried by the following vote:

AYES: Spangler, Billah, Wilson, Johansson, Leonard, Limon, Saddique, Sellu.

NOES: None

ABSTENTIONS: None

4.7 CONSIDERATION OF CONVENING THE NOMINATING COMMITTEE AND THE FINANCE COMMITTEE

With leadership transition happening soon, the Nominating and Finance Committees should convene to fully understand the processes and start work while Denero is still available. Ideally a draft 2023 budget would be available for the November board

meeting and the recruitment process for next year's slate of directors and advisors will begin at the end of October.

A motion was made by Director Spangler and seconded by Director Leonard to convene the ad hoc committees as mentioned and begin work prior to a new Executive Director being onboarded.

5. **COMMUNICATIONS AND REPORTS**

5.1 ARPA PROJECT UPDATES

5.2 CEO REPORT

Update was given. No action required.

6. **CLOSED SESSION** - None

7. **ADJOURNMENT**

Meeting was adjourned at 2:05 pm

Minutes respectfully submitted by Alicia Salas

Explore Butte County
Statement of Financial Position
As of September 30, 2022

	Sep 30, 22
ASSETS	
Current Assets	
Checking/Savings	
1000 · Tri Counties Bank	1,005,750.30
Total Checking/Savings	1,005,750.30
Total Current Assets	1,005,750.30
Fixed Assets	
1550 · Vehicle	137,837.41
1500 · Furniture and Equipment	18,184.70
1600 · Accumulated depreciation	-13,691.00
Total Fixed Assets	142,331.11
TOTAL ASSETS	1,148,081.41
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
2100 · TCB Credit Card #1238-Carolyn D	1,035.82
2101 · Credit Card #3044-Ashley Baer	739.49
2102 · Credit Card #3036 -Alicia Salas	1,113.46
Total Credit Cards	2,888.77
Other Current Liabilities	
2400 · Payroll Liabilities	2,249.09
Total Other Current Liabilities	2,249.09
Total Current Liabilities	5,137.86
Total Liabilities	5,137.86
Equity	
3200 · Unrestricted Net Assets	837,954.16
3300 · Net Assets - Reserved	
3305 · Reserved - Zone Marketing	136,607.54
3310 · Reserved - 3% Contingency	149,330.40
3320 · Reserved - Film Commission	68,204.26
3325 · Reserved - Wayfinding Signage	68,204.26
3330 · Reserved - Mobile Visitor Cente	11,552.59
3335 · Reserved - Rebranding Project	52,660.00
Total 3300 · Net Assets - Reserved	486,559.05

Explore Butte County
Statement of Financial Position
As of September 30, 2022

	Sep 30, 22
Net Income	-181,569.66
Total Equity	1,142,943.55
TOTAL LIABILITIES & EQUITY	1,148,081.41

Explore Butte County
Statement of Activities
September 2022

	Sep 22
Ordinary Income/Expense	
Income	
4000 · Program Income	
4300 · Chico	64,651.64
4400 · Oroville	17,559.71
4500 · Paradise	19,085.73
	101,297.08
4800 · Other Types of Income	
4810 · Interest Income	8.89
4800 · Other Types of Income - Other	428.17
	437.06
Total Income	101,734.14
Cost of Goods Sold	
5000 · 2% Fee	
5300 · 2% Fee - Chico	1,293.03
5400 · 2% Fee - Oroville	351.19
5500 · 2% Fee - Paradise	381.72
	2,025.94
Total COGS	2,025.94
Gross Profit	99,708.20
Expense	
6000 · Sales and Marketing Expense	
6010 · Advertising	19,140.39
6050 · Creative Services	2,272.72
6070 · Dues and Memberships	250.00
6100 · Marketing contracts	
6110 · Porter and Co	2,760.50
6130 · Public Relations expense	2,400.00
6160 · SeeSource	2,247.00
6170 · John Pearson	3,605.00
	11,012.50
6200 · Meals	26.32
6310 · Postage	275.00
6360 · Sponsorships	41,171.40
6355 · Hospitality for Hospitality	44.10

Explore Butte County
Statement of Activities
September 2022

	Sep 22
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	7,417.56
6420 · Staffing - Payroll Taxes - Mktg	567.44
6440 · Health insurance	535.16
	<hr/>
Total 6400 · Staffing - Marketing	8,520.16
6655 · Vehicle Maintenance	50.00
6700 · Website	250.60
	<hr/>
Total 6000 · Sales and Marketing Expense	83,013.19
6900 · Zone and Micro-Marketing	
6910 · Chico Zone	2,195.00
6930 · Oroville Zone	15,000.00
	<hr/>
Total 6900 · Zone and Micro-Marketing	17,195.00
7000 · Administration Expenses	
7040 · Contract services	7,140.00
7070 · General Administration	7.00
7200 · Meals	115.48
7300 · Office supplies	8.56
7320 · Printing and Copying	103.54
7330 · Professional fees - Accounting	875.00
7360 · Rent/ Office Space	525.00
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	307.13
7420 · Payroll taxes - admin	23.50
7440 · Health insurance	-99.35
	<hr/>
Total 7400 · Staffing - Admin	231.28
7500 · Subscriptions	99.70
7560 · Telephone, Telecommunications	193.34
7570 · Travel	235.26
7900 · Admin Expense- Other	1,130.00
	<hr/>
Total 7000 · Administration Expenses	10,664.16
Total Expense	110,872.35
	<hr/>
Net Ordinary Income	-11,164.15
	<hr/>
Net Income	-11,164.15
	<hr/> <hr/>

Explore Butte County
Statement of Activities
January through September 2022

	Jan - Sep 22
Ordinary Income/Expense	
Income	
4000 · Program Income	
4200 · Butte County	3,099.13
4300 · Chico	406,320.07
4350 · Gridley	7,051.03
4400 · Oroville	143,486.12
4500 · Paradise	46,065.67
Total 4000 · Program Income	606,022.02
4800 · Other Types of Income	
4810 · Interest Income	81.23
4820 · Chico ARPA	50,000.00
4850 · Non-Lodging Participation	13,816.38
4870 · Visitor Guide Advertising	1,000.00
4800 · Other Types of Income - Other	676.17
Total 4800 · Other Types of Income	65,573.78
Total Income	671,595.80
Cost of Goods Sold	
5000 · 2% Fee	
5200 · 2% Fee - Butte County	61.98
5300 · 2% Fee - Chico	8,126.40
5350 · 2% Fee - Gridley	141.02
5400 · 2% Fee - Oroville	2,869.72
5500 · 2% Fee - Paradise	921.32
Total 5000 · 2% Fee	12,120.44
Total COGS	12,120.44
Gross Profit	659,475.36
Expense	
6000 · Sales and Marketing Expense	
6010 · Advertising	162,990.66
6030 · Conferences	3.89
6050 · Creative Services	55,304.74
6070 · Dues and Memberships	250.00

Explore Butte County
Statement of Activities
January through September 2022

	Jan - Sep 22
6100 · Marketing contracts	
6110 · Porter and Co	107,442.29
6140 · CrowdRiff	15,049.12
6130 · Public Relations expense	9,715.00
6160 · SeeSource	20,223.00
6170 · John Pearson	28,231.87
Total 6100 · Marketing contracts	180,661.28
6200 · Meals	205.59
6310 · Postage	745.25
6320 · Printing	32,165.83
6340 · Public Relations	3,732.25
6350 · Sales and Marketing Exp. -Other	812.31
6360 · Sponsorships	41,442.02
6355 · Hospitality for Hospitality	102.25
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	105,327.14
6420 · Staffing - Payroll Taxes - Mktg	8,418.00
6430 · Workers comp insurance	2,094.06
6440 · Health insurance	10,203.50
Total 6400 · Staffing - Marketing	126,042.70
6655 · Vehicle Maintenance	7,858.97
6700 · Website	46,513.78
Total 6000 · Sales and Marketing Expense	658,831.52
6900 · Zone and Micro-Marketing	
6905 · Outside Contract Services	500.00
6910 · Chico Zone	55,570.62
6920 · Paradise Zone	3,000.00
6930 · Oroville Zone	29,287.22
Total 6900 · Zone and Micro-Marketing	88,357.84
7000 · Administration Expenses	
7010 · Advertising	275.00
7020 · Bank fees	30.22
7030 · Conference, Convention, Meeting	2,679.66
7040 · Contract services	18,945.60
7050 · Education	1,043.79
7070 · General Administration	11,502.74
7100 · Insurance	1,821.00

12:06 PM

11/07/22

Accrual Basis

Explore Butte County
Statement of Activities
January through September 2022

	Jan - Sep 22
7200 · Meals	781.28
7210 · Membership dues	1,000.00
7300 · Office supplies	1,038.01
7310 · Postage	880.34
7320 · Printing and Copying	956.81
7330 · Professional fees - Accounting	10,334.99
7360 · Rent/ Office Space	5,055.00
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	17,540.36
7420 · Payroll taxes - admin	1,546.32
7430 · Workers comp insurance	385.04
7440 · Health insurance	1,553.83
Total 7400 · Staffing - Admin	21,025.55
7500 · Subscriptions	1,478.08
7560 · Telephone, Telecommunications	2,043.21
7570 · Travel	2,678.41
7900 · Admin Expense- Other	10,285.97
Total 7000 · Administration Expenses	93,855.66
Total Expense	841,045.02
Net Ordinary Income	-181,569.66
Net Income	-181,569.66

Explore Butte County

Statement of Financial Position

As of October 31, 2022

	Oct 31, 22
ASSETS	
Current Assets	
Checking/Savings	
1000 · Tri Counties Bank	949,373.24
Total Checking/Savings	949,373.24
Total Current Assets	949,373.24
Fixed Assets	
1550 · Vehicle	137,837.41
1500 · Furniture and Equipment	18,184.70
1600 · Accumulated depreciation	-13,691.00
Total Fixed Assets	142,331.11
TOTAL ASSETS	1,091,704.35
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
2100 · TCB Credit Card #1238-Carolyn D	1,338.03
2101 · Credit Card #3044-Ashley Baer	3,247.22
2102 · Credit Card #3036 -Alicia Salas	1,440.09
Total Credit Cards	6,025.34
Other Current Liabilities	
2400 · Payroll Liabilities	1,547.83
Total Other Current Liabilities	1,547.83
Total Current Liabilities	7,573.17
Total Liabilities	7,573.17
Equity	
3200 · Unrestricted Net Assets	837,954.16
3300 · Net Assets - Reserved	
3305 · Reserved - Zone Marketing	136,607.54
3310 · Reserved - 3% Contingency	149,330.40
3320 · Reserved - Film Commission	68,204.26
3325 · Reserved - Wayfinding Signage	68,204.26
3330 · Reserved - Mobile Visitor Cente	11,552.59
3335 · Reserved - Rebranding Project	52,660.00
Total 3300 · Net Assets - Reserved	486,559.05
Net Income	-240,382.03
Total Equity	1,084,131.18
TOTAL LIABILITIES & EQUITY	1,091,704.35

Explore Butte County Statement of Activities October 2022

	Oct 22
Ordinary Income/Expense	
Income	
4000 · Program Income	
4300 · Chico	24,811.70
4350 · Gridley	2,391.69
Total 4000 · Program Income	27,203.39
4800 · Other Types of Income	
4810 · Interest Income	8.46
Total 4800 · Other Types of Income	8.46
Total Income	27,211.85
Cost of Goods Sold	
5000 · 2% Fee	
5300 · 2% Fee - Chico	496.24
5350 · 2% Fee - Gridley	47.84
Total 5000 · 2% Fee	544.08
Total COGS	544.08
Gross Profit	26,667.77
Expense	
6000 · Sales and Marketing Expense	
6010 · Advertising	1,154.82
6050 · Creative Services	8,356.42
6100 · Marketing contracts	
6110 · Porter and Co	2,389.57
6160 · SeeSource	2,247.00
6170 · John Pearson	4,120.00
6100 · Marketing contracts - Other	3,850.47
Total 6100 · Marketing contracts	12,607.04
6200 · Meals	70.75
6310 · Postage	275.00
6340 · Public Relations	3,500.00
6360 · Sponsorships	23,828.55
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	4,604.00
6420 · Staffing - Payroll Taxes - Mktg	352.20
6440 · Health Insurance	862.61
Total 6400 · Staffing - Marketing	5,818.81
6700 · Website	16,625.60
Total 6000 · Sales and Marketing Expense	72,236.99
6900 · Zone and Micro-Marketing	
6910 · Chico Zone	1,030.00
Total 6900 · Zone and Micro-Marketing	1,030.00
7000 · Administration Expenses	
7020 · Bank fees	39.00
7030 · Conference, Convention, Meeting	84.58
7040 · Contract services	3,926.40
7070 · General Administration	3,196.78
7300 · Office supplies	0.00
7310 · Postage	238.28
7360 · Rent/ Office Space	525.00

11:01 AM

11/07/22

Accrual Basis

Explore Butte County
Statement of Activities
October 2022

	<u>Oct 22</u>
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	158.40
7420 · Payroll taxes - admin	12.12
7440 · Health insurance	40.99
	<hr/>
Total 7400 · Staffing - Admin	211.51
7500 · Subscriptions	487.19
7560 · Telephone, Telecommunications	124.35
7570 · Travel	91.06
7900 · Admin Expense- Other	3,289.00
	<hr/>
Total 7000 · Administration Expenses	12,213.15
	<hr/>
Total Expense	85,480.14
	<hr/>
Net Ordinary Income	-58,812.37
	<hr/>
Net Income	<u><u>-58,812.37</u></u>

Explore Butte County Statement of Activities January through October 2022

	Jan - Oct 22
Ordinary Income/Expense	
Income	
4000 · Program Income	
4200 · Butte County	3,099.13
4300 · Chico	431,131.77
4350 · Gridley	9,442.72
4400 · Oroville	143,486.12
4500 · Paradise	46,065.67
Total 4000 · Program Income	633,225.41
4800 · Other Types of Income	
4810 · Interest Income	89.69
4820 · Chico ARPA	50,000.00
4850 · Non-Lodging Participation	13,816.38
4870 · Visitor Guide Advertising	1,000.00
4800 · Other Types of Income - Other	676.17
Total 4800 · Other Types of Income	65,582.24
Total Income	698,807.65
Cost of Goods Sold	
5000 · 2% Fee	
5200 · 2% Fee - Butte County	61.98
5300 · 2% Fee - Chico	8,622.64
5350 · 2% Fee - Gridley	188.86
5400 · 2% Fee - Oroville	2,869.72
5500 · 2% Fee - Paradise	921.32
Total 5000 · 2% Fee	12,664.52
Total COGS	12,664.52
Gross Profit	686,143.13
Expense	
6000 · Sales and Marketing Expense	
6010 · Advertising	164,145.48
6030 · Conferences	3.89
6050 · Creative Services	63,661.16
6070 · Dues and Memberships	250.00
6100 · Marketing contracts	
6110 · Porter and Co	109,831.86
6140 · CrowdRiff	15,049.12
6130 · Public Relations expense	9,715.00
6160 · SeeSource	22,470.00
6170 · John Pearson	32,351.87
6100 · Marketing contracts - Other	3,850.47
Total 6100 · Marketing contracts	193,268.32
6200 · Meals	276.34
6310 · Postage	1,020.25
6320 · Printing	32,165.83
6340 · Public Relations	7,232.25
6350 · Sales and Marketing Exp. -Other	812.31
6360 · Sponsorships	65,270.57
6355 · Hospitality for Hospitality	102.25
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	109,931.14
6420 · Staffing - Payroll Taxes - Mktg	8,770.20
6430 · Workers comp insurance	2,094.06
6440 · Health insurance	11,066.11
Total 6400 · Staffing - Marketing	131,861.51

Explore Butte County

Statement of Activities

January through October 2022

	Jan - Oct 22
6655 · Vehicle Maintenance	7,858.97
6700 · Website	63,139.38
Total 6000 · Sales and Marketing Expense	731,068.51
6900 · Zone and Micro-Marketing	
6905 · Outside Contract Services	500.00
6910 · Chico Zone	56,600.62
6920 · Paradise Zone	3,000.00
6930 · Oroville Zone	29,287.22
Total 6900 · Zone and Micro-Marketing	89,387.84
7000 · Administration Expenses	
7010 · Advertising	275.00
7020 · Bank fees	69.22
7030 · Conference, Convention, Meeting	2,764.24
7040 · Contract services	22,872.00
7050 · Education	1,043.79
7070 · General Administration	14,699.52
7100 · Insurance	1,821.00
7200 · Meals	781.28
7210 · Membership dues	1,000.00
7300 · Office supplies	1,038.01
7310 · Postage	1,118.62
7320 · Printing and Copying	956.81
7330 · Professional fees - Accounting	10,334.99
7360 · Rent/ Office Space	5,580.00
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	17,698.76
7420 · Payroll taxes - admin	1,558.44
7430 · Workers comp insurance	385.04
7440 · Health insurance	1,594.82
Total 7400 · Staffing - Admin	21,237.06
7500 · Subscriptions	1,965.27
7560 · Telephone, Telecommunications	2,167.56
7570 · Travel	2,769.47
7900 · Admin Expense- Other	13,574.97
Total 7000 · Administration Expenses	106,068.81
Total Expense	926,525.16
Net Ordinary Income	-240,382.03
Net Income	-240,382.03

			4000	- Program Income	
			4200	Butte County	\$3,500
			4300	Chico	\$759,000
			4350	Gridley	\$8,000
			4400	Oroville	\$233,000
			4500	Paradise	\$43,000
			Total 4000	- Program Income	\$1,046,500
			4800	- Other Types of Income	
			4810	Interest Income	\$110
			4820	Chico ARPA Project	\$100,000
			4850	Non-Lodging Participation	\$6,000
			4870	Visitor Guide Advertising	\$0
			4800	Other Types of Income	\$0
			Total 4800	- Other Types of Income	\$106,110
		Total Income			\$1,152,610
		Cost of Goods Sold			
		5000	- 2% Fee		
			5200	2% Fee Butte County	\$70
			5300	2% Fee Chico	\$15,180
			5350	2% Fee Gridley	\$160
			5400	2% Fee Oroville	\$4,660
			5500	2% Fee Paradise	\$860
			Total 5000	- 2% Fee	\$20,930
		Gross Income			\$1,131,680
		Expense			
		6000	- Sales and Marketing Expense		
			6010	Advertising	\$136,000
			6020	Captial Display	\$0
			6030	Conferences	\$2,000
			6050	Creative Services	\$100,000
			6070	Dues and Memberships	\$4,000
			6100	Marketing Contracts	
				6110 - Porter Co.	\$200,000
				6140 - CrowdRiff	\$15,050
				6130 - Public Relations	\$12,000
				6160 - Bandwango	\$14,500
				6150 - SeeSource	\$27,500
				6170 - John Pearson	\$90,000
			Total 6100	Marketing Contracts	\$359,050

			6200	Meals		\$250
			6310	Postage		\$2,500
			6320	Printing		\$16,000
			6340	Public Relations		\$6,000
			6350	Sales & Marketing Exp. Other		\$2,000
			6360	Sponsorship/ Community Marketing		\$50,000
			6355	Hospitality for Hospitality		\$2,500
			6400	Staffing – Marketing		
				6410 · Staffing – Marketing payroll		\$184,440
				6420 · Staffing – Payroll Taxes – Mktg		\$17,522
				6430 · Workers comp insurance		\$1,881
				6440 · Health insurance		\$15,900
			Total 6400	Staffing – Marketing		\$219,743
			6655	Vehicle Maintenance		\$5,000
			6700	Website		\$6,000
			Total 6000 – Sales and Marketing Expense			\$911,043
			6800 · Destination Management Activity			\$1,000
			6900 – Zone and Micro-Marketing			
			6905	Outside contract Services		\$1,150
			6910	Chico Zone		\$75,900
			6920	Paradise Zone		\$4,300
			6930	Oroville Zone		\$23,300
			Total 6900 – Zone and Micro-Marketing			\$104,650
			Total Sales & Marketing			\$1,016,693
			7000 – Administration			
			7010	Advertising		\$720
			7020	Bank Fees		\$100
			7030	Conference, Convention, Meeting		\$2,000
			7040	Contract Services		\$2,000
			7045	Depreciation Expense		\$6,092
			7050	Education		\$3,500
			7060	Filing Fees/Taxes		\$100
			7070	General Administration		\$7,817
			7100	Insurance		\$6,000
			7200	Meals		\$600
			7210	Membership Dues		\$2,500
			7300	Office Supplies		\$2,400
			7310	Postage		\$500

			7320	Printing and Copying		\$1,000
			7330	Professional Fees - Accounting		\$25,000
			7340	Professional Fees - Legal		\$1,500
			7350	Promotion		\$100
			7360	Rent / Office Space		\$8,400
			7400	Staffing - Admin		
				7410 · Staffing - Admin Payroll		\$34,160
				7420 · Payroll taxes - admin		\$3,245
				7430 · Workers comp insurance		\$348
				7440 · Health insurance		\$2,100
			Total 7400 · Staffing - Admin			\$39,853
			7500	Subscriptions		\$11,000
			7560	Telephone, Telecommunications		\$3,660
			7570	Travel		\$6,250
			7900	Admin Expense Other		\$2,500
			Total 7000 - Administration Expense			\$133,592
		Total Expense				\$1,150,285
		Net Ordinary Income				-\$18,605
				3% program contingency		-\$31,395
				PY Reserve Funds to be Spent		\$50,000
		Balanced Budget				\$0



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

EXPLORE BUTTE COUNTY – CHICO TOURISM COMMITTEE MEETING

Thursday, Oct 6, 2022

11:00 p.m. – 12:00 p.m.

Meeting via Zoom

<https://us02web.zoom.us/j/87592159392?pwd=cmZhZUh0TmxERXNZbEJE>

[UmFFOVNwUT09](https://us02web.zoom.us/j/87592159392?pwd=cmZhZUh0TmxERXNZbEJE)

Meeting ID: 875 9215 9392

Passcode: 116921

AGENDA

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

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

AGENDA

1. Budget Update
2. Sponsorships and Community Updates
 - a. General Discussion around Sponsorships
 - i. Current Sponsorship Requests
 - ii. Approach for 2022
3. Committee Updates
 - a. CSUC Weekend and ad update
 - b. Planning for 2023
4. Other business not agendaized
5. Adjourn Meeting

Project Name:		Date:	10/6/2022
Meeting Purpose:	CHICO TOURISM COMMITTEE: ZONE MARKETING	Start:	11:00 AM
Place:	ZOOM	End:	11:20 AM

Meeting Notes

Attending

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

Discussion

AGENDA

1. Budget Update
Currently -\$3,500 left in budget.
2. Sponsorships and Community Updates
 - a. General Discussion around Sponsorships
*Build a deadline for submissions with application questionnaire and decision matrix.
Build a 2023 calendar of events to plan and budget accordingly. (Topics, Events, Assets) keep fund for "last minute" requests
Develop supporting assets
Divide budget by % to each category*
3. Committee Updates
 - a. CSUC Weekend and ad update from SA:
*90%-100% occupancy
1200 people attended the BBQ on campus for Wildcat Weekend
700 Attendees in Laxon
Super successful weekend
PM: Helped push people to MONCA. Great event and thank you.*
4. Other business not agendized
*AT: Ice Rink Update. Nov. 1st close plaza and build platform. Possible Committee Sponsorship.
Soft open Nov. 17 – Jan. 9
JM: Possibility of "cross jurisdictional" events for marketing approach. Regional vs community funding. E.g., SOFT Velo Wildflower.*

Actions:

- *JP to work on Surveys for Committee, Decision Matrix, and Draft of Submission Survey for Sponsorship*
- *Built agenda for 2023 planning and committee development*

Explore Butte County - Oroville Tourism Committee

Thursday, October 20, 2022

9:00 am - 10:00 am

Zoom Meeting

Join Zoom Meeting

<https://us02web.zoom.us/j/86993747672?pwd=Y1pNaVUvaEhTTXovZWtrU1pzYmM4QT09>

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 (State Parks), Heather Johnson (Downtown Oroville Business Association), Ashley Baer (Explore Butte County)

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

Agenda

1. Attendance:
2. Start/Introductions:
3. Review Current Budget:
 - a. \$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.
 1. \$500 approved for Ashley Baer to create backside content
 - iii. \$2,500 for website integration of map.
 - c. Budget:
 - i. \$5,000 Event Sponsorships
 1. \$500 to Wildflower & Nature Festival
 2. \$500 to Wild & Scenic Film Festival
 3. \$2500 to Downtown Oroville Business Association Event Coordinator for Farm to Table, Christmas Preview, and Christmas Tree Lighting
 4. \$500 to Fourth of July Fly-In/Fireworks
 5. \$500 to Salmon Festival

- ii. \$10,000 Oroville Unallocated Funds
 - 1. \$6,000 to the ODBA - Photography & artwork assets, website updates
 - iii. \$10,000 Oroville Advertising Program
 - 1. \$10,000 to Datafy
- 4. Event Sponsorships
 - a. Parade of Lights
- 5. Map Update
- 6. Oroville Advertising Program
- 7. Oroville Unallocated Funds
- 8. Next Meeting:
- 9. From the Floor
- 10. Adjournment:

Explore Butte County - Oroville Tourism Committee Minutes

Thursday, October 20, 2022

9:00 am - 10:00 am

Zoom Meeting

Join Zoom Meeting

<https://us02web.zoom.us/j/86993747672?pwd=Y1pNaVUvaEhTTXovZWtrU1pzYmM4QT09>

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 (State Parks), Heather Johnson (Downtown Oroville Business Association), Ashley Baer (Explore Butte County)

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

Agenda

1. Attendance:
 - a. Committee Members: Victoria Anton, FRRPD; Amber Miland, OACC; Bruce Spangler, Oroville Lodging; Dawn Nevers, City of Oroville
 - b. Participating and Advisory Organizations: Cindy Daniluke, Oroville State Theatre; Eric Smith, OACC; Anna Kastnery, Feather River Fish Hatchery
2. Start/Introductions: 9:05 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.
 1. \$500 approved for Ashley Baer to create backside content
 - iii. \$2,500 for website integration of map.
 - c. Budget:
 - i. \$5,000 Event Sponsorships
 1. \$500 to Wildflower & Nature Festival
 2. \$500 to Wild & Scenic Film Festival

3. \$2500 to Downtown Oroville Business Association Event Coordinator for Farm to Table, Christmas Preview, and Christmas Tree Lighting
 4. \$500 to Fourth of July Fly-In/Fireworks
 5. \$500 to Salmon Festival
 - ii. \$10,000 Oroville Unallocated Funds
 1. \$6,000 to the ODBA - Photography & artwork assets, website updates
 - iii. \$10,000 Oroville Advertising Program
 1. \$10,000 to Datafy
4. Event Sponsorships
 - a. Parade of Lights: Letter attached. The request is for a \$500 sponsorship that will support sound and infrastructure, and Explore Butte County's logo will be added to digital and printed materials.
 - b. Recommendation: Approve \$500 to Parade of Lights.
5. Map Update: At FRRPD has a little under 3,000 left from the 10,000 made. Need to look at EBC for hopefully being the home for the map.
6. Oroville Advertising Program: Datafy, the numbers are through 10/2/22. Saw the Downtown Oroville and then visited Downtown Oroville. 225 people did this. Estimated revenue of \$24,000+. 7 people stayed in Oroville hotels, \$1700 in revenue for the hotels.
7. Oroville Unallocated Funds
8. Next Meeting: November 17, 9:00 am over Zoom.
9. From the Floor:
 - a. Salmon Festival attendance 11,000 counted through geofencing.
 - b. Executive Director Search. Been interviewing and have some stellar candidates. Two of the candidates from out of the area will be coming for a tour of the county. Should have a new Executive Director by the first of November.
 - c. Final Concert In the Park on October 22.
 - d. Nelson Pool Renovation Project Complete with support from the SBF. Was open for one weekend for free for the community.
 - e. Brad Freeman Trail Extensions. Connect the trail underneath the Green Bridge.
 - f. City Branding Project: Went through their touring, focus groups, and interviews. Now they are sending out the community surveys to pull all the information together to recommend a path forward. Expected in early November. It will be a two year lay out for branding recommendations.
 - g. Museum Trick or Treat on October 29 frn 1:00 to 5:00 pm. Chinese Temple, Bolts, Lott, Pioneer.
 - h. YMCA Trunk or Treat from 4:00 - 8:00 pm.
 - i. Museum Weekend will be happening in February 25 & 26.

10. Adjournment: 9:49 am

11/7/2022

Update on the Special Event Support Grant.

There were a total of \$65,000 available for qualified special events throughout Butte County. Sixteen events were supported with the grant funds, and include:

- Red Suspenders Day
- Farm City Celebration
- Salmon Festival
- California Nut Festival
- Snow Goose Festival
- Chico Community Christmas Tree Lighting
- Valley Contractors Exchange Crab Feed
- Paradise Chocolate Fest
- The Nutcracker Ballet
- Paradise Ridge Chamber Installation Dinner
- Days of Living History
- Kite Day
- Touch of Chico
- Chico Pride
- Paradise on Ice
- Wildflower Century Ride

More than 30 applications were received for the lottery process.

All funds have been distributed; many of the Supervisors hand-delivered the checks.

Final reconciliation for project has been completed and the County has received an invoice. All funds will need to be spent by December 31, 2023, so we should see the help during the upcoming event year.