



2022 BOARD OF DIRECTORS

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

Mohammad Billah, Vice President
University Inn, Chico

Jasmin Wilson, Treasurer
Dahl's Motel, Oroville

Nicole Johansson
Sierra Oro Farm Trail, Secretary

Jennifer Leonard
Almendra Winery & Distillery,
Durham

Ashley Limon
Oxford Suites, Chico

Haroon Saddique
Best Western Paradise Hotel,
Paradise

Tamba Sellu
Courtyard by Marriott, Chico

ADVISORY BOARD

Dani Aalfs, Lake Oroville Marinas

Victoria Anton, Feather River Recreation
and Park District

Sarah Boesen, Chico Chamber of
Commerce

Woody Culleton, Paradise Performing
Arts Center

Ev Duran, UTB Studios

Holly Jorgensen, Sacramento River
Watershed Project

Jennifer Macarthy, City of Chico

Tamara Maxey, Gold Nugget Museum

Debbie Moseley, Paradise Chocolate Fest

Dawn Nevers, City of Oroville

John Pearson, Pearson Collaborative Project

Brett Sanders, 3CORE

Melissa Schuster, Paradise Chamber of
Commerce

Marci Shadd, The Colonia Building

Katie Simmons, Butte County Administration

Rachel Simmons, CSU Chico

Audrey Taylor, Downtown Chico Business
Association

EXPLORE BUTTE COUNTY BOARD MEETING

September 8, 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

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

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

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

1. Call to order.

2. CONSENT AGENDA

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

2.2 Approval of June and July 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 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. This will include information about the reserve account and how we've spent against them year-to-date.

Recommendation: *No recommendation, reporting purposes only.*

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.

Recommendation: *To discuss and come to an agreement on the compensation range for the new Executive Director so the Recruitment Committee can enter into an agreement without having a special meeting.*

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.

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

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.

Recommendation: *To approve Chico Tourism Committee's recommendation and allocate a total of \$20,000 to the projects described above.*

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.

Recommendation: *To approve Oroville Tourism Committee's recommendation and allocate a total of \$6,000 to the project described above.*

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.

Recommendation: *To create 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. This committee will operate like this until the new Executive Director can determine the new direction.*

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.

Recommendation: *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

6. CLOSED SESSION - None

7. ADJOURNMENT

Next regular board meeting is scheduled for November 10, 2022.



2022 BOARD OF DIRECTORS

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

Mohammad Billah, Vice President
University Inn, Chico

Jasmin Wilson, Treasurer
Dahl's Motel, Oroville

Nicole Johansson
Sierra Oro Farm Trail, Secretary

Jennifer Leonard
Almendra Winery & Distillery,
Durham

Ashley Limon
Oxford Suites, Chico

Haroon Saddique
Best Western Paradise Hotel,
Paradise

Tamba Sellu
Courtyard by Marriott, Chico

ADVISORY BOARD

Dani Aalfs, Lake Oroville Marinas
Victoria Anton, Feather River Recreation
and Park District

Sarah Boesen, Chico Chamber of
Commerce

Woody Culleton, Paradise Performing
Arts Center

Ev Duran, UTB Studios

Holly Jorgensen, Sacramento River
Watershed Project

Jennifer Macarthy, City of Chico

Tamara Maxey, Gold Nugget Museum

Debbie Moseley, Paradise Chocolate Fest

Dawn Nevers, City of Oroville

John Pearson, Pearson Collaborative Project

Brett Sanders, 3CORE

Melissa Schuster, Paradise Chamber of
Commerce

Marci Shadd, The Colonia Building

Katie Simmons, Butte County Administration

Rachel Simmons, CSU Chico

Audrey Taylor, Downtown Chico Business
Association

EXPLORE BUTTE COUNTY BOARD MEETING

June 30, 2022
Time: 12:00 – 1:00 pm

326 Huss Drive
Chico, CA 95928
Board Room
OR
Via Zoom Link – 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 12:08 pm.
Introductions.

Present- Directors Spangler, Billah, Johansson, Leonard, Limon, Saddique, Sellu. Advisors: Aalfs, Boesen, Maxey, Moseley, Nevers, Pearson, Schuster, Taylor.

Absent – Director Wilson. Advisors: Anton, Culleton, Duran, Jorgensen, Macarthy, Sanders, Shadd, K. Simmons.

Guests – Shelly James, Tami Travis, Lori Porter

Staff – Denero, Salas

2. CONSENT AGENDA

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

2.2 Approval of May Financials

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

The motion carried by the following vote:

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

NOES: None

ABSTENTIONS: None3. **PUBLIC COMMENT**None.4. **REGULAR AGENDA****4.1 CONSIDERATION OF HIRING A RECRUITMENT FIRM FOR THE EXECUTIVE RECRUITMENT OF NEW EXECUTIVE DIRECTOR**

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

A motion was made by Director Spangler and seconded by Director Johansson to approve hiring SearchWide Global to run the recruitment for the Executive Director with the caveat that there is a referral process for local recruitment. The cost is not to exceed \$35,000: \$30,000 fee for SearchWide Global and \$5,000 for in-market interviews/travel/etc., which will be the total for everything associated with this process, to be allocated from the Contingency Reserve Fund.

The motion carried by the following vote:

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

NOES: None

ABSTENTIONS: None

4.2 CONSIDERATION OF EXECUTIVE DIRECTOR JOB DESCRIPTION

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

A motion was made by Director Spangler and seconded by Director Sellu to approve changing the title of the leadership role of EBC from CEO back to Executive Director and to approve the updated job description for use in recruitment and the Board's

expectations of the position, with the idea that it's always evolving.

The motion carried by the following vote:

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

NOES: None

ABSTENTIONS: None

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

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

A motion was made by Director Johansson and seconded by Director Limon to approve the short-term contract with Carolyn Denero with included scope of work. Denero will report to President Spangler with the condition of a 14 day out clause, and an update to include the potential to extend through the end of December 31, 2022.

The motion carried by the following vote:

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

NOES: None

ABSTENTIONS: None

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

The Pearson Collaborate Project approved proposal and scope of work was approved in January of 2022 with no termination date, other than to be executed for six months. Due to the transition of leadership at EBC, the Board should consider contracting with Pearson to continue the programs through their end dates of December 31, 2023. Pearson will continue to work with Denero

until the transition to a new Executive Director – but this will allow continuity of the additionally-funded projects for EBC.

A motion was made by Director Spangler and seconded by Director Limon to approve the current scope of work through the end of the year with the outlined projects. The Board would like a new proposal and scope of work drafted for review and approval for projects that will happen in 2023 and to appropriately compensate John for the work being done on behalf of Explore Butte County.

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

NOES: None

ABSTENTIONS: None

5. **CLOSED SESSION** - None

6. ADJOURNMENT

Meeting was adjourned at 1:45 pm

Minutes respectfully submitted by Alicia Salas

Explore Butte County

Statement of Financial Position

As of June 30, 2022

	Jun 30, 22
ASSETS	
Current Assets	
Checking/Savings	
1000 · Tri Counties Bank	1,023,423.11
Total Checking/Savings	1,023,423.11
Total Current Assets	1,023,423.11
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	1,165,754.22
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
2100 · TCB Credit Card #1238-Carolyn D	2,464.86
2101 · Credit Card #3044-Ashley Baer	1,077.38
2102 · Credit Card #3036 -Alicia Salas	492.04
Total Credit Cards	4,034.28
Other Current Liabilities	
2400 · Payroll Liabilities	4,550.91
Total Other Current Liabilities	4,550.91
Total Current Liabilities	8,585.19
Total Liabilities	8,585.19
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	-167,344.18
Total Equity	1,157,169.03
TOTAL LIABILITIES & EQUITY	1,165,754.22

Explore Butte County Statement of Activities

June 2022

	Jun 22
Ordinary Income/Expense	
Income	
4000 · Program Income	
4200 · Butte County	1,634.90
4300 · Chico	66,380.59
4400 · Oroville	16,831.95
4500 · Paradise	26,979.94
Total 4000 · Program Income	111,827.38
4800 · Other Types of Income	
4810 · Interest Income	9.41
Total 4800 · Other Types of Income	9.41
Total Income	111,836.79
Cost of Goods Sold	
5000 · 2% Fee	
5200 · 2% Fee - Butte County	32.70
5300 · 2% Fee - Chico	1,327.61
5400 · 2% Fee - Oroville	336.64
5500 · 2% Fee - Paradise	539.60
Total 5000 · 2% Fee	2,236.55
Total COGS	2,236.55
Gross Profit	109,600.24
Expense	
6000 · Sales and Marketing Expense	
6010 · Advertising	31,132.65
6050 · Creative Services	11,218.12
6100 · Marketing contracts	
6110 · Advertising Agencies	455.00
6160 · SeeSource	2,247.00
6100 · Marketing contracts - Other	12,240.00
Total 6100 · Marketing contracts	14,942.00
6310 · Postage	137.73
6320 · Printing	747.50
6340 · Public Relations	1,200.00
6350 · Sales and Marketing Exp. -Other	8.00
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	12,552.27
6420 · Staffing - Payroll Taxes - Mktg	960.01
6430 · Workers comp insurance	676.01
6440 · Health insurance	1,212.60
Total 6400 · Staffing - Marketing	15,400.89
6655 · Vehicle Maintenance	1,744.81
6700 · Website	10,250.60
Total 6000 · Sales and Marketing Expense	86,782.30
6900 · Zone and Micro-Marketing	
6910 · Chico Zone	2,515.00
Total 6900 · Zone and Micro-Marketing	2,515.00
7000 · Administration Expenses	
7070 · General Administration	10.50
7100 · Insurance	-2,638.76

Explore Butte County
Statement of Activities
June 2022

	Jun 22
7210 · Membership dues	150.00
7300 · Office supplies	283.60
7320 · Printing and Copying	265.85
7330 · Professional fees - Accounting	875.00
7360 · Rent/ Office Space	525.00
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	2,388.42
7420 · Payroll taxes - admin	182.67
7430 · Workers comp insurance	128.63
7440 · Health insurance	190.99
Total 7400 · Staffing - Admin	2,890.71
7500 · Subscriptions	569.69
7560 · Telephone, Telecommunications	241.36
7570 · Travel	116.13
Total 7000 · Administration Expenses	3,289.08
Total Expense	92,586.38
Net Ordinary Income	17,013.86
Net Income	17,013.86

Explore Butte County Statement of Activities January through June 2022

	Jan - Jun 22
Ordinary Income/Expense	
Income	
4000 · Program Income	
4200 · Butte County	1,634.90
4300 · Chico	209,006.40
4350 · Gridley	7,051.03
4400 · Oroville	67,913.40
4500 · Paradise	26,979.94
Total 4000 · Program Income	312,585.67
4800 · Other Types of Income	
4810 · Interest Income	55.46
4820 · Chico ARPA	50,000.00
4850 · Non-Lodging Participation	13,816.38
4870 · Visitor Guide Advertising	1,000.00
4800 · Other Types of Income - Other	248.00
Total 4800 · Other Types of Income	65,119.84
Total Income	377,705.51
Cost of Goods Sold	
5000 · 2% Fee	
5200 · 2% Fee - Butte County	32.70
5300 · 2% Fee - Chico	4,180.12
5350 · 2% Fee - Gridley	141.02
5400 · 2% Fee - Oroville	1,358.27
5500 · 2% Fee - Paradise	539.60
Total 5000 · 2% Fee	6,251.71
Total COGS	6,251.71
Gross Profit	371,453.80
Expense	
6000 · Sales and Marketing Expense	
6010 · Advertising	129,887.17
6030 · Conferences	102.89
6050 · Creative Services	36,926.48
6100 · Marketing contracts	
6110 · Advertising Agencies	75,777.21
6130 · Public Relations expense	4,915.00
6160 · SeeSource	13,482.00
6100 · Marketing contracts - Other	29,704.50
Total 6100 · Marketing contracts	123,878.71
6200 · Meals	179.27
6310 · Postage	470.25
6320 · Printing	32,165.83
6340 · Public Relations	3,461.35
6350 · Sales and Marketing Exp. -Other	8.00
6360 · Sponsorships	170.00
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	78,619.68
6420 · Staffing - Payroll Taxes - Mktg	6,494.93
6430 · Workers comp insurance	1,145.65
6440 · Health insurance	7,265.68
Total 6400 · Staffing - Marketing	93,525.94
6655 · Vehicle Maintenance	7,741.84
6700 · Website	11,852.48
Total 6000 · Sales and Marketing Expense	440,370.21

Explore Butte County Statement of Activities January through June 2022

	Jan - Jun 22
6900 · Zone and Micro-Marketing	
6905 · Outside Contract Services	500.00
6910 · Chico Zone	48,311.36
6930 · Oroville Zone	5,112.00
Total 6900 · Zone and Micro-Marketing	53,923.36
7000 · Administration Expenses	
7020 · Bank fees	30.22
7030 · Conference, Convention, Meeting	2,679.66
7050 · Education	1,043.79
7070 · General Administration	590.58
7100 · Insurance	1,821.00
7200 · Meals	665.80
7210 · Membership dues	1,000.00
7300 · Office supplies	932.45
7310 · Postage	425.40
7320 · Printing and Copying	430.52
7330 · Professional fees - Accounting	6,724.99
7360 · Rent/ Office Space	3,480.00
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	16,532.93
7420 · Payroll taxes - admin	1,349.49
7430 · Workers comp insurance	222.09
7440 · Health insurance	1,280.86
Total 7400 · Staffing - Admin	19,385.37
7500 · Subscriptions	1,178.79
7560 · Telephone, Telecommunications	1,446.29
7570 · Travel	1,931.58
7900 · Admin Expense- Other	737.97
Total 7000 · Administration Expenses	44,504.41
Total Expense	538,797.98
Net Ordinary Income	-167,344.18
Net Income	-167,344.18

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

		Chico ARPA	
	Jan - Jun 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	50,000.00	0.00
4835 · County ARPA Signage	0.00		
4830 · County ARPA Events	0.00		
4850 · Non-Lodging Participation	0.00		
4870 · Visitor Guide Advertising	0.00		
4800 · Other Types of Income - Other	0.00		
Total 4800 · Other Types of Income	50,000.00	50,000.00	0.00
Total Income	50,000.00	50,000.00	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	50,000.00	50,000.00	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 June 2022

	Chico ARPA		
	Jan - Jun 22	Budget	\$ Over Budget
6100 · Marketing contracts			
6110 · Advertising Agencies	21,165.13		
6140 · CrowdRiff	0.00		
6130 · Public Relations expense	0.00		
6150 · Bandwango	0.00		
6160 · SeeSource	0.00		
6100 · Marketing contracts - Other	23,819.50	43,000.00	-19,180.50
Total 6100 · Marketing contracts	44,984.63	43,000.00	1,984.63
6200 · Meals	0.00		
6310 · Postage	0.00		
6320 · Printing	0.00		
6340 · Public Relations	0.00		
6350 · Sales and Marketing Exp. -Other	0.00		
6360 · Sponsorships	0.00		
6355 · Hospitality for Hospitality	0.00		
6400 · Staffing - Marketing			
6410 · Staffing - Marketing payroll	3,750.00		
6420 · Staffing - Payroll Taxes - Mktg	0.00		
6430 · Workers comp insurance	0.00		
6440 · Health insurance	0.00		
Total 6400 · Staffing - Marketing	3,750.00		
6655 · Vehicle Maintenance	0.00		
6700 · Website	0.00		
Total 6000 · Sales and Marketing Expense	48,734.63	43,000.00	5,734.63
6900 · Zone and Micro-Marketing			
6905 · Outside Contract Services	0.00		
6910 · Chico Zone	0.00		
6920 · Paradise Zone	0.00		
6930 · Oroville Zone	0.00		
6940 · Other Zone	0.00		
Total 6900 · Zone and Micro-Marketing	0.00		
7000 · Administration Expenses			
7010 · Advertising	0.00		
7020 · Bank fees	0.00		
7030 · Conference, Convention, Meeting	0.00		
7050 · Education	0.00		
7060 · Filing fees/ taxes	0.00		
7070 · General Administration	0.00		
7100 · Insurance	0.00		

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

	Chico ARPA		
	Jan - Jun 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	7,000.00	-6,661.63
Total 7000 · Administration Expenses	338.37	7,000.00	-6,661.63
Total Expense	49,073.00	50,000.00	-927.00
Net Ordinary Income	927.00	0.00	927.00
Net Income	927.00	0.00	927.00

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

	Event Support - County ARPA		
	Jan - Jun 22	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
4000 · Program Income			
4200 · Butte County	0.00		
4300 · Chico	0.00		
4350 · Gridley	0.00		
4400 · Oroville	0.00		
4500 · Paradise	0.00		
Total 4000 · Program Income	0.00		
4800 · Other Types of Income			
4810 · Interest Income	0.00		
4820 · Chico ARPA	0.00		
4835 · County ARPA Signage	0.00		
4830 · County ARPA Events	0.00	26,898.00	-26,898.00
4850 · Non-Lodging Participation	0.00		
4870 · Visitor Guide Advertising	0.00	0.00	0.00
4800 · Other Types of Income - Other	0.00		
Total 4800 · Other Types of Income	0.00	26,898.00	-26,898.00
Total Income	0.00	26,898.00	-26,898.00
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	26,898.00	-26,898.00
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 June 2022

	Event Support - County ARPA		
	Jan - Jun 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	24,648.00	-24,648.00
6355 · Hospitality for Hospitality	0.00		
6400 · Staffing - Marketing			
6410 · Staffing - Marketing payroll	750.00		
6420 · Staffing - Payroll Taxes - Mktg	0.00		
6430 · Workers comp insurance	0.00		
6440 · Health insurance	0.00		
Total 6400 · Staffing - Marketing	750.00		
6655 · Vehicle Maintenance	0.00		
6700 · Website	0.00		
Total 6000 · Sales and Marketing Expense	750.00	24,648.00	-23,898.00
6900 · Zone and Micro-Marketing			
6905 · Outside Contract Services	0.00		
6910 · Chico Zone	0.00		
6920 · Paradise Zone	0.00		
6930 · Oroville Zone	0.00		
6940 · Other Zone	0.00		
Total 6900 · Zone and Micro-Marketing	0.00		
7000 · Administration Expenses			
7010 · Advertising	0.00		
7020 · Bank fees	0.00		
7030 · Conference, Convention, Meeting	0.00		
7050 · Education	0.00		
7060 · Filing fees/ taxes	0.00		
7070 · General Administration	0.00		
7100 · Insurance	0.00		

2:59 PM

07/13/22

Accrual Basis

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

	Event Support - County ARPA		
	Jan - Jun 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	2,250.00	-2,250.00
Total 7000 · Administration Expenses	0.00	2,250.00	-2,250.00
Total Expense	750.00	26,898.00	-26,148.00
Net Ordinary Income	-750.00	0.00	-750.00
Net Income	-750.00	0.00	-750.00

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

	Jan - Jun 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		
4835 · County ARPA Signage	0.00		
4830 · County ARPA Events	0.00		
4850 · Non-Lodging Participation	6,916.38	3,000.00	3,916.38
4870 · Visitor Guide Advertising	1,000.00	5,000.00	-4,000.00
4800 · Other Types of Income - Other	0.00		
Total 4800 · Other Types of Income	7,916.38	8,000.00	-83.62
Total Income	7,916.38	8,000.00	-83.62
Cost of Goods Sold			
5000 · 2% Fee			
5200 · 2% Fee - Butte County	0.00		
5300 · 2% Fee - Chico	0.00		
5350 · 2% Fee - Gridley	0.00		
5400 · 2% Fee - Oroville	0.00		
5500 · 2% Fee - Paradise	0.00		
Total 5000 · 2% Fee	0.00		
Total COGS	0.00		
Gross Profit	7,916.38	8,000.00	-83.62
Expense			
6000 · Sales and Marketing Expense			
6010 · Advertising	3,900.00	3,000.00	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 June 2022

	Jan - Jun 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	5,000.00	-5,000.00
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	8,000.00	-4,100.00
6900 · Zone and Micro-Marketing			
6905 · Outside Contract Services	0.00		
6910 · Chico Zone	0.00		
6920 · Paradise Zone	0.00		
6930 · Oroville Zone	0.00		
6940 · Other Zone	0.00		
Total 6900 · Zone and Micro-Marketing	0.00		
7000 · Administration Expenses			
7010 · Advertising	0.00		
7020 · Bank fees	30.23		
7030 · Conference, Convention, Meeting	0.00		
7050 · Education	0.00		
7060 · Filing fees/ taxes	0.00		
7070 · General Administration	0.00		
7100 · Insurance	0.00		

2:59 PM

07/13/22

Accrual Basis

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

	Jan - Jun 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	8,000.00	-4,069.77
Net Ordinary Income	3,986.15	0.00	3,986.15
Net Income	3,986.15	0.00	3,986.15

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

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

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

		Prior Year Reserved	
	Jan - Jun 22	Budget	\$ Over Budget
6100 · Marketing contracts			
6110 · Advertising Agencies	22,217.38	27,500.00	-5,282.62
6140 · CrowdRiff	0.00		
6130 · Public Relations expense	0.00		
6150 · Bandwango	0.00		
6160 · SeeSource	0.00		
6100 · Marketing contracts - Other	0.00		
Total 6100 · Marketing contracts	22,217.38	27,500.00	-5,282.62
6200 · Meals	0.00		
6310 · Postage	0.00		
6320 · Printing	31,418.33		
6340 · Public Relations	0.00		
6350 · Sales and Marketing Exp. -Other	0.00		
6360 · Sponsorships	0.00		
6355 · Hospitality for Hospitality	0.00		
6400 · Staffing - Marketing			
6410 · Staffing - Marketing payroll	0.00		
6420 · Staffing - Payroll Taxes - Mktg	0.00		
6430 · Workers comp insurance	0.00		
6440 · Health insurance	0.00		
Total 6400 · Staffing - Marketing	0.00		
6655 · Vehicle Maintenance	7,085.84	47,500.00	-40,414.16
6700 · Website	10,000.00		
Total 6000 · Sales and Marketing Expense	84,071.55	75,000.00	9,071.55
6900 · Zone and Micro-Marketing			
6905 · Outside Contract Services	500.00		
6910 · Chico Zone	43,985.33	29,000.00	14,985.33
6920 · Paradise Zone	0.00	750.00	-750.00
6930 · Oroville Zone	5,112.00	9,250.00	-4,138.00
6940 · Other Zone	0.00	700.00	-700.00
Total 6900 · Zone and Micro-Marketing	49,597.33	39,700.00	9,897.33
7000 · Administration Expenses			
7010 · Advertising	0.00		
7020 · Bank fees	0.00		
7030 · Conference, Convention, Meeting	0.00		
7050 · Education	0.00		
7060 · Filing fees/ taxes	0.00		
7070 · General Administration	0.00		
7100 · Insurance	0.00		

2:59 PM

07/13/22

Accrual Basis

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

		Prior Year Reserved	
	Jan - Jun 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	133,668.88	114,700.00	18,968.88
Net Ordinary Income	-133,668.88	-114,700.00	-18,968.88
Net Income	-133,668.88	-114,700.00	-18,968.88

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

	Jan - Jun 22	Program Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
4000 · Program Income			
4200 · Butte County	1,634.90	1,572.00	62.90
4300 · Chico	209,006.40	305,873.00	-96,866.60
4350 · Gridley	7,051.03	4,165.00	2,886.03
4400 · Oroville	67,913.40	99,535.00	-31,621.60
4500 · Paradise	26,979.94	13,855.00	13,124.94
Total 4000 · Program Income	312,585.67	425,000.00	-112,414.33
4800 · Other Types of Income			
4810 · Interest Income	55.46		
4820 · Chico ARPA	0.00		
4835 · County ARPA Signage	0.00		
4830 · County ARPA Events	0.00		
4850 · Non-Lodging Participation	6,900.00		
4870 · Visitor Guide Advertising	0.00		
4800 · Other Types of Income - Other	248.00		
Total 4800 · Other Types of Income	7,203.46		
Total Income	319,789.13	425,000.00	-105,210.87
Cost of Goods Sold			
5000 · 2% Fee			
5200 · 2% Fee - Butte County	32.70	31.00	1.70
5300 · 2% Fee - Chico	4,180.12	6,117.00	-1,936.88
5350 · 2% Fee - Gridley	141.02	83.00	58.02
5400 · 2% Fee - Oroville	1,358.27	1,991.00	-632.73
5500 · 2% Fee - Paradise	539.60	277.00	262.60
Total 5000 · 2% Fee	6,251.71	8,499.00	-2,247.29
Total COGS	6,251.71	8,499.00	-2,247.29
Gross Profit	313,537.42	416,501.00	-102,963.58
Expense			
6000 · Sales and Marketing Expense			
6010 · Advertising	112,637.17	88,750.00	23,887.17
6020 · Capital Display	0.00	750.00	-750.00
6030 · Conferences	102.89	1,000.00	-897.11
6050 · Creative Services	36,926.48	32,000.00	4,926.48
6070 · Dues and Memberships	0.00	2,000.00	-2,000.00

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

		Program	
	Jan - Jun 22	Budget	\$ Over Budget
6100 · Marketing contracts			
6110 · Advertising Agencies	29,304.70	22,900.00	6,404.70
6140 · CrowdRiff	0.00	7,525.00	-7,525.00
6130 · Public Relations expense	4,915.00	7,500.00	-2,585.00
6150 · Bandwango	0.00	7,250.00	-7,250.00
6160 · SeeSource	13,482.00	13,750.00	-268.00
6100 · Marketing contracts - Other	2,795.00		
Total 6100 · Marketing contracts	50,496.70	58,925.00	-8,428.30
6200 · Meals	179.27	150.00	29.27
6310 · Postage	470.25	1,250.00	-779.75
6320 · Printing	747.50	3,000.00	-2,252.50
6340 · Public Relations	3,461.35	3,000.00	461.35
6350 · Sales and Marketing Exp. -Other	8.00	1,000.00	-992.00
6360 · Sponsorships	170.00		
6355 · Hospitality for Hospitality	0.00	1,250.00	-1,250.00
6400 · Staffing - Marketing			
6410 · Staffing - Marketing payroll	71,369.68	79,500.00	-8,130.32
6420 · Staffing - Payroll Taxes - Mktg	6,494.93	7,500.00	-1,005.07
6430 · Workers comp insurance	1,145.65	925.00	220.65
6440 · Health insurance	7,265.68	7,500.00	-234.32
Total 6400 · Staffing - Marketing	86,275.94	95,425.00	-9,149.06
6655 · Vehicle Maintenance	656.00	2,500.00	-1,844.00
6700 · Website	1,852.48	6,500.00	-4,647.52
Total 6000 · Sales and Marketing Expense	293,984.03	297,500.00	-3,515.97
6900 · Zone and Micro-Marketing			
6905 · Outside Contract Services	0.00		
6910 · Chico Zone	4,326.03		
6920 · Paradise Zone	0.00		
6930 · Oroville Zone	0.00		
6940 · Other Zone	0.00		
Total 6900 · Zone and Micro-Marketing	4,326.03		
7000 · Administration Expenses			
7010 · Advertising	0.00	360.00	-360.00
7020 · Bank fees	-0.01	50.00	-50.01
7030 · Conference, Convention, Meeting	2,679.66	2,500.00	179.66
7050 · Education	1,043.79	2,500.00	-1,456.21
7060 · Filing fees/ taxes	0.00	50.00	-50.00
7070 · General Administration	590.58	5,000.00	-4,409.42
7100 · Insurance	1,821.00	3,000.00	-1,179.00

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

		Program	
	Jan - Jun 22	Budget	\$ Over Budget
7200 · Meals	665.80	625.00	40.80
7210 · Membership dues	1,000.00	1,250.00	-250.00
7300 · Office supplies	932.45	1,500.00	-567.55
7310 · Postage	425.40	250.00	175.40
7320 · Printing and Copying	430.52	500.00	-69.48
7330 · Professional fees - Accounting	6,724.99	12,500.00	-5,775.01
7340 · Professional fees - Legal	0.00	1,733.00	-1,733.00
7350 · Promotion	0.00	50.00	-50.00
7360 · Rent/ Office Space	3,480.00	4,200.00	-720.00
7400 · Staffing - Admin			
7410 · Staffing - Admin Payroll	16,532.93	11,100.00	5,432.93
7420 · Payroll taxes - admin	1,349.49	1,470.00	-120.51
7430 · Workers comp insurance	222.09	157.00	65.09
7440 · Health insurance	1,280.86	1,500.00	-219.14
Total 7400 · Staffing - Admin	19,385.37	14,227.00	5,158.37
7500 · Subscriptions	1,178.79	5,500.00	-4,321.21
7560 · Telephone, Telecommunications	1,446.29	1,830.00	-383.71
7570 · Travel	1,931.58	3,125.00	-1,193.42
7900 · Admin Expense- Other	399.60	3,000.00	-2,600.40
Total 7000 · Administration Expenses	44,135.81	63,750.00	-19,614.19
Total Expense	342,445.87	361,250.00	-18,804.13
Net Ordinary Income	-28,908.45	55,251.00	-84,159.45
Net Income	-28,908.45	55,251.00	-84,159.45

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

	Wayfinding Signage -County ARPA		
	Jan - Jun 22	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
4000 · Program Income			
4200 · Butte County	0.00		
4300 · Chico	0.00		
4350 · Gridley	0.00		
4400 · Oroville	0.00		
4500 · Paradise	0.00		
Total 4000 · Program Income	0.00		
4800 · Other Types of Income			
4810 · Interest Income	0.00		
4820 · Chico ARPA	0.00		
4835 · County ARPA Signage	0.00	48,750.00	-48,750.00
4830 · County ARPA Events	0.00		
4850 · Non-Lodging Participation	0.00		
4870 · Visitor Guide Advertising	0.00		
4800 · Other Types of Income - Other	0.00		
Total 4800 · Other Types of Income	0.00	48,750.00	-48,750.00
Total Income	0.00	48,750.00	-48,750.00
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	48,750.00	-48,750.00
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 June 2022

	Wayfinding Signage -County ARPA		
	Jan - Jun 22	Budget	\$ Over Budget
6100 · Marketing contracts			
6110 · Advertising Agencies	3,090.00	42,500.00	-39,410.00
6140 · CrowdRiff	0.00		
6130 · Public Relations expense	0.00		
6150 · Bandwango	0.00		
6160 · SeeSource	0.00		
6100 · Marketing contracts - Other	3,090.00		
Total 6100 · Marketing contracts	6,180.00	42,500.00	-36,320.00
6200 · Meals	0.00		
6310 · Postage	0.00		
6320 · Printing	0.00		
6340 · Public Relations	0.00		
6350 · Sales and Marketing Exp. -Other	0.00		
6360 · Sponsorships	0.00		
6355 · Hospitality for Hospitality	0.00		
6400 · Staffing - Marketing			
6410 · Staffing - Marketing payroll	2,750.00		
6420 · Staffing - Payroll Taxes - Mktg	0.00		
6430 · Workers comp insurance	0.00		
6440 · Health insurance	0.00		
Total 6400 · Staffing - Marketing	2,750.00		
6655 · Vehicle Maintenance	0.00		
6700 · Website	0.00		
Total 6000 · Sales and Marketing Expense	8,930.00	42,500.00	-33,570.00
6900 · Zone and Micro-Marketing			
6905 · Outside Contract Services	0.00		
6910 · Chico Zone	0.00		
6920 · Paradise Zone	0.00		
6930 · Oroville Zone	0.00		
6940 · Other Zone	0.00		
Total 6900 · Zone and Micro-Marketing	0.00		
7000 · Administration Expenses			
7010 · Advertising	0.00		
7020 · Bank fees	0.00		
7030 · Conference, Convention, Meeting	0.00		
7050 · Education	0.00		
7060 · Filing fees/ taxes	0.00		
7070 · General Administration	0.00		
7100 · Insurance	0.00		

2:59 PM

07/13/22

Accrual Basis

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

	Wayfinding Signage -County ARPA		
	Jan - Jun 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	6,250.00	-6,250.00
Total 7000 · Administration Expenses	0.00	6,250.00	-6,250.00
Total Expense	8,930.00	48,750.00	-39,820.00
Net Ordinary Income	-8,930.00	0.00	-8,930.00
Net Income	-8,930.00	0.00	-8,930.00

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

		TOTAL	
	Jan - Jun 22	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
4000 · Program Income			
4200 · Butte County	1,634.90	1,572.00	62.90
4300 · Chico	209,006.40	305,873.00	-96,866.60
4350 · Gridley	7,051.03	4,165.00	2,886.03
4400 · Oroville	67,913.40	99,535.00	-31,621.60
4500 · Paradise	26,979.94	13,855.00	13,124.94
Total 4000 · Program Income	312,585.67	425,000.00	-112,414.33
4800 · Other Types of Income			
4810 · Interest Income	55.46	0.00	55.46
4820 · Chico ARPA	50,000.00	50,000.00	0.00
4835 · County ARPA Signage	0.00	48,750.00	-48,750.00
4830 · County ARPA Events	0.00	26,898.00	-26,898.00
4850 · Non-Lodging Participation	13,816.38	3,000.00	10,816.38
4870 · Visitor Guide Advertising	1,000.00	5,000.00	-4,000.00
4800 · Other Types of Income - Other	248.00	0.00	248.00
Total 4800 · Other Types of Income	65,119.84	133,648.00	-68,528.16
Total Income	377,705.51	558,648.00	-180,942.49
Cost of Goods Sold			
5000 · 2% Fee			
5200 · 2% Fee - Butte County	32.70	31.00	1.70
5300 · 2% Fee - Chico	4,180.12	6,117.00	-1,936.88
5350 · 2% Fee - Gridley	141.02	83.00	58.02
5400 · 2% Fee - Oroville	1,358.27	1,991.00	-632.73
5500 · 2% Fee - Paradise	539.60	277.00	262.60
Total 5000 · 2% Fee	6,251.71	8,499.00	-2,247.29
Total COGS	6,251.71	8,499.00	-2,247.29
Gross Profit	371,453.80	550,149.00	-178,695.20
Expense			
6000 · Sales and Marketing Expense			
6010 · Advertising	129,887.17	91,750.00	38,137.17
6020 · Capital Display	0.00	750.00	-750.00
6030 · Conferences	102.89	1,000.00	-897.11
6050 · Creative Services	36,926.48	32,000.00	4,926.48
6070 · Dues and Memberships	0.00	2,000.00	-2,000.00

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

		TOTAL	
	Jan - Jun 22	Budget	\$ Over Budget
6100 · Marketing contracts			
6110 · Advertising Agencies	75,777.21	92,900.00	-17,122.79
6140 · CrowdRiff	0.00	7,525.00	-7,525.00
6130 · Public Relations expense	4,915.00	7,500.00	-2,585.00
6150 · Bandwango	0.00	7,250.00	-7,250.00
6160 · SeeSource	13,482.00	13,750.00	-268.00
6100 · Marketing contracts - Other	29,704.50	43,000.00	-13,295.50
Total 6100 · Marketing contracts	123,878.71	171,925.00	-48,046.29
6200 · Meals	179.27	150.00	29.27
6310 · Postage	470.25	1,250.00	-779.75
6320 · Printing	32,165.83	8,000.00	24,165.83
6340 · Public Relations	3,461.35	3,000.00	461.35
6350 · Sales and Marketing Exp. -Other	8.00	1,000.00	-992.00
6360 · Sponsorships	170.00	24,648.00	-24,478.00
6355 · Hospitality for Hospitality	0.00	1,250.00	-1,250.00
6400 · Staffing - Marketing			
6410 · Staffing - Marketing payroll	78,619.68	79,500.00	-880.32
6420 · Staffing - Payroll Taxes - Mktg	6,494.93	7,500.00	-1,005.07
6430 · Workers comp insurance	1,145.65	925.00	220.65
6440 · Health insurance	7,265.68	7,500.00	-234.32
Total 6400 · Staffing - Marketing	93,525.94	95,425.00	-1,899.06
6655 · Vehicle Maintenance	7,741.84	50,000.00	-42,258.16
6700 · Website	11,852.48	6,500.00	5,352.48
Total 6000 · Sales and Marketing Expense	440,370.21	490,648.00	-50,277.79
6900 · Zone and Micro-Marketing			
6905 · Outside Contract Services	500.00	0.00	500.00
6910 · Chico Zone	48,311.36	29,000.00	19,311.36
6920 · Paradise Zone	0.00	750.00	-750.00
6930 · Oroville Zone	5,112.00	9,250.00	-4,138.00
6940 · Other Zone	0.00	700.00	-700.00
Total 6900 · Zone and Micro-Marketing	53,923.36	39,700.00	14,223.36
7000 · Administration Expenses			
7010 · Advertising	0.00	360.00	-360.00
7020 · Bank fees	30.22	50.00	-19.78
7030 · Conference, Convention, Meeting	2,679.66	2,500.00	179.66
7050 · Education	1,043.79	2,500.00	-1,456.21
7060 · Filing fees/ taxes	0.00	50.00	-50.00
7070 · General Administration	590.58	5,000.00	-4,409.42
7100 · Insurance	1,821.00	3,000.00	-1,179.00

2:59 PM

07/13/22

Accrual Basis

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

		TOTAL	
	Jan - Jun 22	Budget	\$ Over Budget
7200 · Meals	665.80	625.00	40.80
7210 · Membership dues	1,000.00	1,250.00	-250.00
7300 · Office supplies	932.45	1,500.00	-567.55
7310 · Postage	425.40	250.00	175.40
7320 · Printing and Copying	430.52	500.00	-69.48
7330 · Professional fees - Accounting	6,724.99	12,500.00	-5,775.01
7340 · Professional fees - Legal	0.00	1,733.00	-1,733.00
7350 · Promotion	0.00	50.00	-50.00
7360 · Rent/ Office Space	3,480.00	4,200.00	-720.00
7400 · Staffing - Admin			
7410 · Staffing - Admin Payroll	16,532.93	11,100.00	5,432.93
7420 · Payroll taxes - admin	1,349.49	1,470.00	-120.51
7430 · Workers comp insurance	222.09	157.00	65.09
7440 · Health insurance	1,280.86	1,500.00	-219.14
Total 7400 · Staffing - Admin	19,385.37	14,227.00	5,158.37
7500 · Subscriptions	1,178.79	5,500.00	-4,321.21
7560 · Telephone, Telecommunications	1,446.29	1,830.00	-383.71
7570 · Travel	1,931.58	3,125.00	-1,193.42
7900 · Admin Expense- Other	737.97	18,500.00	-17,762.03
Total 7000 · Administration Expenses	44,504.41	79,250.00	-34,745.59
Total Expense	538,797.98	609,598.00	-70,800.02
Net Ordinary Income	-167,344.18	-59,449.00	-107,895.18
Net Income	-167,344.18	-59,449.00	-107,895.18

Explore Butte County

Statement of Financial Position

As of July 31, 2022

	Jul 31, 22
ASSETS	
Current Assets	
Checking/Savings	
1000 · Tri Counties Bank	967,703.06
Total Checking/Savings	967,703.06
Total Current Assets	967,703.06
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	1,110,034.17
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
2100 · TCB Credit Card #1238-Carolyn D	2,853.81
2101 · Credit Card #3044-Ashley Baer	831.71
2102 · Credit Card #3036 -Alicia Salas	1,219.23
Total Credit Cards	4,904.75
Other Current Liabilities	
2110 · Direct Deposit Liabilities	-3,156.49
2400 · Payroll Liabilities	2,650.25
Total Other Current Liabilities	-506.24
Total Current Liabilities	4,398.51
Total Liabilities	4,398.51
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	-218,877.55
Total Equity	1,105,635.66
TOTAL LIABILITIES & EQUITY	1,110,034.17

Explore Butte County Statement of Activities July 2022

	Jul 22
Ordinary Income/Expense	
Income	
4000 · Program Income	
4300 · Chico	27,292.81
4400 · Oroville	24,096.22
Total 4000 · Program Income	51,389.03
4800 · Other Types of Income	
4810 · Interest Income	8.15
Total 4800 · Other Types of Income	8.15
Total Income	51,397.18
Cost of Goods Sold	
5000 · 2% Fee	
5300 · 2% Fee - Chico	545.86
5400 · 2% Fee - Oroville	481.92
Total 5000 · 2% Fee	1,027.78
Total COGS	1,027.78
Gross Profit	50,369.40
Expense	
6000 · Sales and Marketing Expense	
6010 · Advertising	8,291.82
6030 · Conferences	-99.00
6050 · Creative Services	13,332.82
6100 · Marketing contracts	
6110 · Advertising Agencies	10,959.60
6140 · CrowdRiff	15,049.12
6130 · Public Relations expense	1,200.00
6160 · SeeSource	2,247.00
Total 6100 · Marketing contracts	29,455.72
6350 · Sales and Marketing Exp. -Other	25.86
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	8,801.37
6420 · Staffing - Payroll Taxes - Mktg	553.25
6430 · Workers comp insurance	948.41
6440 · Health insurance	1,212.60
Total 6400 · Staffing - Marketing	11,515.63
6655 · Vehicle Maintenance	50.00
6700 · Website	16,410.10
Total 6000 · Sales and Marketing Expense	78,982.95
6900 · Zone and Micro-Marketing	
6910 · Chico Zone	507.50
6920 · Paradise Zone	3,000.00
6930 · Oroville Zone	4,602.50
Total 6900 · Zone and Micro-Marketing	8,110.00
7000 · Administration Expenses	
7010 · Advertising	275.00
7070 · General Administration	10,826.48
7300 · Office supplies	10.93
7310 · Postage	74.88
7330 · Professional fees - Accounting	1,860.00
7360 · Rent/ Office Space	525.00

2:09 PM

08/03/22

Accrual Basis

Explore Butte County
Statement of Activities
July 2022

	<u>Jul 22</u>
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	311.95
7420 · Payroll taxes - admin	143.62
7430 · Workers comp insurance	162.95
7440 · Health insurance	190.99
	<hr/>
Total 7400 · Staffing - Admin	809.51
7500 · Subscriptions	99.90
7560 · Telephone, Telecommunications	119.37
7570 · Travel	208.75
	<hr/>
Total 7000 · Administration Expenses	14,809.82
	<hr/>
Total Expense	101,902.77
	<hr/>
Net Ordinary Income	-51,533.37
	<hr/>
Net Income	<u><u>-51,533.37</u></u>

Explore Butte County
Statement of Activities - Financial Income and Expense

Accrual Basis

July 2022

	Chico ARPA	Event Support - County ARPA	Prior Year Reserved	Program	Wayfinding Signage -County ARPA	TOTAL
Ordinary Income/Expense						
Income						
4000 - Program Income						
4300 - Chico	0.00	0.00	0.00	27,292.81	0.00	27,292.81
4400 - Oroville	0.00	0.00	0.00	24,096.22	0.00	24,096.22
Total 4000 - Program Income	0.00	0.00	0.00	51,389.03	0.00	51,389.03
4800 - Other Types of Income						
4810 - Interest Income	0.00	0.00	0.00	8.15	0.00	8.15
Total 4800 - Other Types of Income	0.00	0.00	0.00	8.15	0.00	8.15
Total Income	0.00	0.00	0.00	51,397.18	0.00	51,397.18
Cost of Goods Sold						
5000 - 2% Fee						
5300 - 2% Fee - Chico	0.00	0.00	0.00	545.86	0.00	545.86
5400 - 2% Fee - Oroville	0.00	0.00	0.00	481.92	0.00	481.92
Total 5000 - 2% Fee	0.00	0.00	0.00	1,027.78	0.00	1,027.78
Total COGS	0.00	0.00	0.00	1,027.78	0.00	1,027.78
Gross Profit	0.00	0.00	0.00	50,369.40	0.00	50,369.40
Expense						
6000 - Sales and Marketing Expense						
6010 - Advertising	0.00	0.00	0.00	8,291.82	0.00	8,291.82
6030 - Conferences	0.00	0.00	0.00	-99.00	0.00	-99.00
6050 - Creative Services	0.00	0.00	0.00	13,332.82	0.00	13,332.82
6100 - Marketing contracts	3,615.00	0.00	1,744.60	3,282.50	2,317.50	10,959.60
6110 - Advertising Agencies	0.00	0.00	0.00	15,049.12	0.00	15,049.12
6140 - CrowdRiff	0.00	0.00	0.00	1,200.00	0.00	1,200.00
6130 - Public Relations expense	0.00	0.00	0.00	2,247.00	0.00	2,247.00
6160 - SeeSource	0.00	0.00	0.00		0.00	
Total 6100 - Marketing contracts	3,615.00	0.00	1,744.60	21,778.62	2,317.50	29,455.72
6350 - Sales and Marketing Exp. -Other	0.00	0.00	0.00	25.86	0.00	25.86
6400 - Staffing - Marketing						
6410 - Staffing - Marketing payroll	0.00	0.00	0.00	8,801.37	0.00	8,801.37
6420 - Staffing - Payroll Taxes - Mktg	0.00	0.00	0.00	553.25	0.00	553.25
6430 - Workers comp insurance	0.00	0.00	0.00	948.41	0.00	948.41
6440 - Health insurance	0.00	0.00	0.00	1,212.60	0.00	1,212.60
Total 6400 - Staffing - Marketing	0.00	0.00	0.00	11,515.63	0.00	11,515.63
6655 - Vehicle Maintenance	0.00	0.00	0.00	50.00	0.00	50.00
6700 - Website	0.00	0.00	15,347.50	1,062.60	0.00	16,410.10
Total 6000 - Sales and Marketing Expense	3,615.00	0.00	17,092.10	55,958.35	2,317.50	78,982.95
6900 - Zone and Micro-Marketing						
6910 - Chico Zone	0.00	0.00	507.50	0.00	0.00	507.50
6920 - Paradise Zone	0.00	0.00	3,000.00	0.00	0.00	3,000.00
6930 - Oroville Zone	0.00	0.00	4,602.50	0.00	0.00	4,602.50
Total 6900 - Zone and Micro-Marketing	0.00	0.00	8,110.00	0.00	0.00	8,110.00
7000 - Administration Expenses						
7010 - Advertising	0.00	275.00	0.00	0.00	0.00	275.00
7070 - General Administration	0.00	0.00	0.00	10,826.48	0.00	10,826.48
7300 - Office supplies	0.00	0.00	0.00	10.93	0.00	10.93
7310 - Postage	0.00	0.00	0.00	74.88	0.00	74.88
7330 - Professional fees - Accounting	0.00	0.00	0.00	1,860.00	0.00	1,860.00
7360 - Rent/ Office Space	0.00	0.00	0.00	525.00	0.00	525.00
7400 - Staffing - Admin						
7410 - Staffing - Admin Payroll	0.00	0.00	0.00	311.95	0.00	311.95
7420 - Payroll taxes - admin	0.00	0.00	0.00	143.62	0.00	143.62
7430 - Workers comp insurance	0.00	0.00	0.00	162.95	0.00	162.95
7440 - Health insurance	0.00	0.00	0.00	190.99	0.00	190.99
Total 7400 - Staffing - Admin	0.00	0.00	0.00	809.51	0.00	809.51
7500 - Subscriptions	0.00	0.00	0.00	99.90	0.00	99.90
7560 - Telephone, Telecommunications	0.00	0.00	0.00	119.37	0.00	119.37
7570 - Travel	0.00	0.00	0.00	208.75	0.00	208.75
Total 7000 - Administration Expenses	0.00	275.00	0.00	14,534.82	0.00	14,809.82
Total Expense	3,615.00	275.00	25,202.10	70,493.17	2,317.50	101,902.77
Net Ordinary Income	-3,615.00	-275.00	-25,202.10	-20,123.77	-2,317.50	-51,533.37
Net Income	-3,615.00	-275.00	-25,202.10	-20,123.77	-2,317.50	-51,533.37

Explore Butte County Statement of Activities January through July 2022

	Jan - Jul 22
Ordinary Income/Expense	
Income	
4000 · Program Income	
4200 · Butte County	1,634.90
4300 · Chico	236,299.21
4350 · Gridley	7,051.03
4400 · Oroville	92,009.62
4500 · Paradise	26,979.94
Total 4000 · Program Income	363,974.70
4800 · Other Types of Income	
4810 · Interest Income	63.61
4820 · Chico ARPA	50,000.00
4850 · Non-Lodging Participation	13,816.38
4870 · Visitor Guide Advertising	1,000.00
4800 · Other Types of Income - Other	248.00
Total 4800 · Other Types of Income	65,127.99
Total Income	429,102.69
Cost of Goods Sold	
5000 · 2% Fee	
5200 · 2% Fee - Butte County	32.70
5300 · 2% Fee - Chico	4,725.98
5350 · 2% Fee - Gridley	141.02
5400 · 2% Fee - Oroville	1,840.19
5500 · 2% Fee - Paradise	539.60
Total 5000 · 2% Fee	7,279.49
Total COGS	7,279.49
Gross Profit	421,823.20
Expense	
6000 · Sales and Marketing Expense	
6010 · Advertising	138,178.99
6030 · Conferences	3.89
6050 · Creative Services	50,259.30
6100 · Marketing contracts	
6110 · Advertising Agencies	86,736.81
6140 · CrowdRiff	15,049.12
6130 · Public Relations expense	6,115.00
6160 · SeeSource	15,729.00
6100 · Marketing contracts - Other	29,704.50
Total 6100 · Marketing contracts	153,334.43
6200 · Meals	179.27
6310 · Postage	470.25
6320 · Printing	32,165.83
6340 · Public Relations	3,461.35
6350 · Sales and Marketing Exp. -Other	33.86
6360 · Sponsorships	170.00
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	87,421.05
6420 · Staffing - Payroll Taxes - Mktg	7,048.18
6430 · Workers comp insurance	2,094.06
6440 · Health insurance	8,478.28
Total 6400 · Staffing - Marketing	105,041.57
6655 · Vehicle Maintenance	7,791.84
6700 · Website	28,262.58
Total 6000 · Sales and Marketing Expense	519,353.16

Explore Butte County Statement of Activities January through July 2022

	Jan - Jul 22
6900 · Zone and Micro-Marketing	
6905 · Outside Contract Services	500.00
6910 · Chico Zone	48,818.86
6920 · Paradise Zone	3,000.00
6930 · Oroville Zone	9,714.50
Total 6900 · Zone and Micro-Marketing	62,033.36
7000 · Administration Expenses	
7010 · Advertising	275.00
7020 · Bank fees	30.22
7030 · Conference, Convention, Meeting	2,679.66
7050 · Education	1,043.79
7070 · General Administration	11,417.06
7100 · Insurance	1,821.00
7200 · Meals	665.80
7210 · Membership dues	1,000.00
7300 · Office supplies	943.38
7310 · Postage	500.28
7320 · Printing and Copying	430.52
7330 · Professional fees - Accounting	8,584.99
7360 · Rent/ Office Space	4,005.00
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	16,844.88
7420 · Payroll taxes - admin	1,493.11
7430 · Workers comp insurance	385.04
7440 · Health insurance	1,471.85
Total 7400 · Staffing - Admin	20,194.88
7500 · Subscriptions	1,278.69
7560 · Telephone, Telecommunications	1,565.66
7570 · Travel	2,140.33
7900 · Admin Expense- Other	737.97
Total 7000 · Administration Expenses	59,314.23
Total Expense	640,700.75
Net Ordinary Income	-218,877.55
Net Income	-218,877.55

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

	Chico ARPA		
	Jan - Jul 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	58,333.00	-8,333.00
4835 - County ARPA Signage	0.00		
4830 - County ARPA Events	0.00		
4850 - Non-Lodging Participation	0.00		
4870 - Visitor Guide Advertising	0.00		
4800 - Other Types of Income - Other	0.00		
Total 4800 - Other Types of Income	50,000.00	58,333.00	-8,333.00
Total Income	50,000.00	58,333.00	-8,333.00
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	58,333.00	-8,333.00
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 July 2022

		Chico ARPA	
	Jan - Jul 22	Budget	\$ Over Budget
6100 • Marketing contracts			
6110 • Advertising Agencies	24,780.13		
6140 • CrowdRiff	0.00		
6130 • Public Relations expense	0.00		
6150 • Bandwango	0.00		
6160 • SeeSource	0.00		
6100 • Marketing contracts - Other	23,819.50	50,167.00	-26,347.50
Total 6100 • Marketing contracts	48,599.63	50,167.00	-1,567.37
6200 • Meals	0.00		
6310 • Postage	0.00		
6320 • Printing	0.00		
6340 • Public Relations	0.00		
6350 • Sales and Marketing Exp. -Other	0.00		
6360 • Sponsorships	0.00		
6355 • Hospitality for Hospitality	0.00		
6400 • Staffing - Marketing			
6410 • Staffing - Marketing payroll	3,750.00		
6420 • Staffing - Payroll Taxes - Mktg	0.00		
6430 • Workers comp insurance	0.00		
6440 • Health insurance	0.00		
Total 6400 • Staffing - Marketing	3,750.00		
6655 • Vehicle Maintenance	0.00		
6700 • Website	0.00		
Total 6000 • Sales and Marketing Expense	52,349.63	50,167.00	2,182.63
6900 • Zone and Micro-Marketing			
6905 • Outside Contract Services	0.00		
6910 • Chico Zone	0.00		
6920 • Paradise Zone	0.00		
6930 • Oroville Zone	0.00		
6940 • Other Zone	0.00		
Total 6900 • Zone and Micro-Marketing	0.00		
7000 • Administration Expenses			
7010 • Advertising	0.00		
7020 • Bank fees	0.00		
7030 • Conference, Convention, Meeting	0.00		
7050 • Education	0.00		
7060 • Filing fees/ taxes	0.00		
7070 • General Administration	0.00		
7100 • Insurance	0.00		

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

	Chico ARPA		
	Jan - Jul 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	8,167.00	-7,828.63
Total 7000 • Administration Expenses	338.37	8,167.00	-7,828.63
Total Expense	52,688.00	58,334.00	-5,646.00
Net Ordinary Income	-2,688.00	-1.00	-2,687.00
Net Income	-2,688.00	-1.00	-2,687.00

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

	Event Support - County ARPA		
	Jan - Jul 22	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
4000 - Program Income			
4200 - Butte County	0.00		
4300 - Chico	0.00		
4350 - Gridley	0.00		
4400 - Oroville	0.00		
4500 - Paradise	0.00		
Total 4000 - Program Income	0.00		
4800 - Other Types of Income			
4810 - Interest Income	0.00		
4820 - Chico ARPA	0.00		
4835 - County ARPA Signage	0.00		
4830 - County ARPA Events	0.00	31,381.00	-31,381.00
4850 - Non-Lodging Participation	0.00		
4870 - Visitor Guide Advertising	0.00	0.00	0.00
4800 - Other Types of Income - Other	0.00		
Total 4800 - Other Types of Income	0.00	31,381.00	-31,381.00
Total Income	0.00	31,381.00	-31,381.00
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	31,381.00	-31,381.00
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 July 2022

	Event Support - County ARPA		
	Jan - Jul 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	28,756.00	-28,756.00
6355 • Hospitality for Hospitality	0.00		
6400 • Staffing - Marketing			
6410 • Staffing - Marketing payroll	750.00		
6420 • Staffing - Payroll Taxes - Mktg	0.00		
6430 • Workers comp insurance	0.00		
6440 • Health insurance	0.00		
Total 6400 • Staffing - Marketing	750.00		
6655 • Vehicle Maintenance	0.00		
6700 • Website	0.00		
Total 6000 • Sales and Marketing Expense	750.00	28,756.00	-28,006.00
6900 • Zone and Micro-Marketing			
6905 • Outside Contract Services	0.00		
6910 • Chico Zone	0.00		
6920 • Paradise Zone	0.00		
6930 • Oroville Zone	0.00		
6940 • Other Zone	0.00		
Total 6900 • Zone and Micro-Marketing	0.00		
7000 • Administration Expenses			
7010 • Advertising	275.00		
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		

2:14 PM

08/03/22

Accrual Basis

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

	Event Support - County ARPA		
	Jan - Jul 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	2,625.00	-2,625.00
Total 7000 • Administration Expenses	275.00	2,625.00	-2,350.00
Total Expense	1,025.00	31,381.00	-30,356.00
Net Ordinary Income	-1,025.00	0.00	-1,025.00
Net Income	-1,025.00	0.00	-1,025.00

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

		Non-Lodging	
	Jan - Jul 22	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
4000 - Program Income			
4200 - Butte County	0.00		
4300 - Chico	0.00		
4350 - Gridley	0.00		
4400 - Oroville	0.00		
4500 - Paradise	0.00		
Total 4000 - Program Income	0.00		
4800 - Other Types of Income			
4810 - Interest Income	0.00		
4820 - Chico ARPA	0.00		
4835 - County ARPA Signage	0.00		
4830 - County ARPA Events	0.00		
4850 - Non-Lodging Participation	6,916.38	3,500.00	3,416.38
4870 - Visitor Guide Advertising	1,000.00	5,833.00	-4,833.00
4800 - Other Types of Income - Other	0.00		
Total 4800 - Other Types of Income	7,916.38	9,333.00	-1,416.62
Total Income	7,916.38	9,333.00	-1,416.62
Cost of Goods Sold			
5000 - 2% Fee			
5200 - 2% Fee - Butte County	0.00		
5300 - 2% Fee - Chico	0.00		
5350 - 2% Fee - Gridley	0.00		
5400 - 2% Fee - Oroville	0.00		
5500 - 2% Fee - Paradise	0.00		
Total 5000 - 2% Fee	0.00		
Total COGS	0.00		
Gross Profit	7,916.38	9,333.00	-1,416.62
Expense			
6000 - Sales and Marketing Expense			
6010 - Advertising	3,900.00	3,500.00	400.00
6020 - Capital Display	0.00		
6030 - Conferences	0.00		
6050 - Creative Services	0.00		
6070 - Dues and Memberships	0.00		

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

	Jan - Jul 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	5,833.00	-5,833.00
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	9,333.00	-5,433.00
6900 • Zone and Micro-Marketing			
6905 • Outside Contract Services	0.00		
6910 • Chico Zone	0.00		
6920 • Paradise Zone	0.00		
6930 • Oroville Zone	0.00		
6940 • Other Zone	0.00		
Total 6900 • Zone and Micro-Marketing	0.00		
7000 • Administration Expenses			
7010 • Advertising	0.00		
7020 • Bank fees	30.23		
7030 • Conference, Convention, Meeting	0.00		
7050 • Education	0.00		
7060 • Filing fees/ taxes	0.00		
7070 • General Administration	0.00		
7100 • Insurance	0.00		

2:14 PM

08/03/22

Accrual Basis

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

	Non-Lodging		
	Jan - Jul 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	9,333.00	-5,402.77
Net Ordinary Income	3,986.15	0.00	3,986.15
Net Income	3,986.15	0.00	3,986.15

2:14 PM

08/03/22

Accrual Basis

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

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

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

	Prior Year Reserved		
	Jan - Jul 22	Budget	\$ Over Budget
6100 • Marketing contracts			
6110 • Advertising Agencies	23,961.98	32,083.00	-8,121.02
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	23,961.98	32,083.00	-8,121.02
6200 • Meals	0.00		
6310 • Postage	0.00		
6320 • Printing	31,418.33		
6340 • Public Relations	0.00		
6350 • Sales and Marketing Exp. -Other	0.00		
6360 • Sponsorships	0.00		
6355 • Hospitality for Hospitality	0.00		
6400 • Staffing - Marketing			
6410 • Staffing - Marketing payroll	0.00		
6420 • Staffing - Payroll Taxes - Mktg	0.00		
6430 • Workers comp insurance	0.00		
6440 • Health insurance	0.00		
Total 6400 • Staffing - Marketing	0.00		
6655 • Vehicle Maintenance	7,085.84	55,417.00	-48,331.16
6700 • Website	25,347.50		
Total 6000 • Sales and Marketing Expense	101,163.65	87,500.00	13,663.65
6900 • Zone and Micro-Marketing			
6905 • Outside Contract Services	500.00		
6910 • Chico Zone	44,492.83	33,833.00	10,659.83
6920 • Paradise Zone	3,000.00	875.00	2,125.00
6930 • Oroville Zone	9,714.50	10,792.00	-1,077.50
6940 • Other Zone	0.00	817.00	-817.00
Total 6900 • Zone and Micro-Marketing	57,707.33	46,317.00	11,390.33
7000 • Administration Expenses			
7010 • Advertising	0.00		
7020 • Bank fees	0.00		
7030 • Conference, Convention, Meeting	0.00		
7050 • Education	0.00		
7060 • Filing fees/ taxes	0.00		
7070 • General Administration	0.00		
7100 • Insurance	0.00		

2:14 PM

08/03/22

Accrual Basis

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

	Prior Year Reserved		
	Jan - Jul 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	158,870.98	133,817.00	25,053.98
Net Ordinary Income	-158,870.98	-133,817.00	-25,053.98
Net Income	-158,870.98	-133,817.00	-25,053.98

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

	Jan - Jul 22	Program Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
4000 - Program Income			
4200 - Butte County	1,634.90	1,834.00	-199.10
4300 - Chico	236,299.21	356,852.00	-120,552.79
4350 - Gridley	7,051.03	4,859.00	2,192.03
4400 - Oroville	92,009.62	116,124.00	-24,114.38
4500 - Paradise	26,979.94	16,164.00	10,815.94
Total 4000 - Program Income	363,974.70	495,833.00	-131,858.30
4800 - Other Types of Income			
4810 - Interest Income	63.61		
4820 - Chico ARPA	0.00		
4835 - County ARPA Signage	0.00		
4830 - County ARPA Events	0.00		
4850 - Non-Lodging Participation	6,900.00		
4870 - Visitor Guide Advertising	0.00		
4800 - Other Types of Income - Other	248.00		
Total 4800 - Other Types of Income	7,211.61		
Total Income	371,186.31	495,833.00	-124,646.69
Cost of Goods Sold			
5000 - 2% Fee			
5200 - 2% Fee - Butte County	32.70	36.00	-3.30
5300 - 2% Fee - Chico	4,725.98	7,136.00	-2,410.02
5350 - 2% Fee - Gridley	141.02	97.00	44.02
5400 - 2% Fee - Oroville	1,840.19	2,323.00	-482.81
5500 - 2% Fee - Paradise	539.60	323.00	216.60
Total 5000 - 2% Fee	7,279.49	9,915.00	-2,635.51
Total COGS	7,279.49	9,915.00	-2,635.51
Gross Profit	363,906.82	485,918.00	-122,011.18
Expense			
6000 - Sales and Marketing Expense			
6010 - Advertising	120,928.99	103,542.00	17,386.99
6020 - Capital Display	0.00	875.00	-875.00
6030 - Conferences	3.89	1,167.00	-1,163.11
6050 - Creative Services	50,259.30	37,333.00	12,926.30
6070 - Dues and Memberships	0.00	2,333.00	-2,333.00

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

		Program	
	Jan - Jul 22	Budget	\$ Over Budget
6100 • Marketing contracts			
6110 • Advertising Agencies	32,587.20	26,717.00	5,870.20
6140 • CrowdRiff	15,049.12	8,779.00	6,270.12
6130 • Public Relations expense	6,115.00	8,750.00	-2,635.00
6150 • Bandwango	0.00	8,458.00	-8,458.00
6160 • SeeSource	15,729.00	16,042.00	-313.00
6100 • Marketing contracts - Other	2,795.00		
Total 6100 • Marketing contracts	72,275.32	68,746.00	3,529.32
6200 • Meals	179.27	175.00	4.27
6310 • Postage	470.25	1,458.00	-987.75
6320 • Printing	747.50	3,500.00	-2,752.50
6340 • Public Relations	3,461.35	3,500.00	-38.65
6350 • Sales and Marketing Exp. -Other	33.86	1,167.00	-1,133.14
6360 • Sponsorships	170.00		
6355 • Hospitality for Hospitality	0.00	1,458.00	-1,458.00
6400 • Staffing - Marketing			
6410 • Staffing - Marketing payroll	80,171.05	92,750.00	-12,578.95
6420 • Staffing - Payroll Taxes - Mktg	7,048.18	8,750.00	-1,701.82
6430 • Workers comp insurance	2,094.06	1,079.00	1,015.06
6440 • Health insurance	8,478.28	8,750.00	-271.72
Total 6400 • Staffing - Marketing	97,791.57	111,329.00	-13,537.43
6655 • Vehicle Maintenance	706.00	2,917.00	-2,211.00
6700 • Website	2,915.08	7,583.00	-4,667.92
Total 6000 • Sales and Marketing Expense	349,942.38	347,083.00	2,859.38
6900 • Zone and Micro-Marketing			
6905 • Outside Contract Services	0.00		
6910 • Chico Zone	4,326.03		
6920 • Paradise Zone	0.00		
6930 • Oroville Zone	0.00		
6940 • Other Zone	0.00		
Total 6900 • Zone and Micro-Marketing	4,326.03		
7000 • Administration Expenses			
7010 • Advertising	0.00	420.00	-420.00
7020 • Bank fees	-0.01	58.00	-58.01
7030 • Conference, Convention, Meeting	2,679.66	2,917.00	-237.34
7050 • Education	1,043.79	2,917.00	-1,873.21
7060 • Filing fees/ taxes	0.00	58.00	-58.00
7070 • General Administration	11,417.06	5,833.00	5,584.06
7100 • Insurance	1,821.00	3,500.00	-1,679.00

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

	Program		
	Jan - Jul 22	Budget	\$ Over Budget
7200 • Meals	665.80	729.00	-63.20
7210 • Membership dues	1,000.00	1,458.00	-458.00
7300 • Office supplies	943.38	1,750.00	-806.62
7310 • Postage	500.28	292.00	208.28
7320 • Printing and Copying	430.52	583.00	-152.48
7330 • Professional fees - Accounting	8,584.99	14,583.00	-5,998.01
7340 • Professional fees - Legal	0.00	2,022.00	-2,022.00
7350 • Promotion	0.00	58.00	-58.00
7360 • Rent/ Office Space	4,005.00	4,900.00	-895.00
7400 • Staffing - Admin			
7410 • Staffing - Admin Payroll	16,844.88	12,950.00	3,894.88
7420 • Payroll taxes - admin	1,493.11	1,715.00	-221.89
7430 • Workers comp insurance	385.04	183.00	202.04
7440 • Health insurance	1,471.85	1,750.00	-278.15
Total 7400 • Staffing - Admin	20,194.88	16,598.00	3,596.88
7500 • Subscriptions	1,278.69	6,417.00	-5,138.31
7560 • Telephone, Telecommunications	1,565.66	2,135.00	-569.34
7570 • Travel	2,140.33	3,646.00	-1,505.67
7900 • Admin Expense- Other	399.60	3,500.00	-3,100.40
Total 7000 • Administration Expenses	58,670.63	74,374.00	-15,703.37
Total Expense	412,939.04	421,457.00	-8,517.96
Net Ordinary Income	-49,032.22	64,461.00	-113,493.22
Net Income	-49,032.22	64,461.00	-113,493.22

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

	Wayfinding Signage -County ARPA		
	Jan - Jul 22	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
4000 - Program Income			
4200 - Butte County	0.00		
4300 - Chico	0.00		
4350 - Gridley	0.00		
4400 - Oroville	0.00		
4500 - Paradise	0.00		
Total 4000 - Program Income	0.00		
4800 - Other Types of Income			
4810 - Interest Income	0.00		
4820 - Chico ARPA	0.00		
4835 - County ARPA Signage	0.00	56,875.00	-56,875.00
4830 - County ARPA Events	0.00		
4850 - Non-Lodging Participation	0.00		
4870 - Visitor Guide Advertising	0.00		
4800 - Other Types of Income - Other	0.00		
Total 4800 - Other Types of Income	0.00	56,875.00	-56,875.00
Total Income	0.00	56,875.00	-56,875.00
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	56,875.00	-56,875.00
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 July 2022

	Wayfinding Signage -County ARPA		
	Jan - Jul 22	Budget	\$ Over Budget
6100 • Marketing contracts			
6110 • Advertising Agencies	5,407.50	49,583.00	-44,175.50
6140 • CrowdRiff	0.00		
6130 • Public Relations expense	0.00		
6150 • Bandwango	0.00		
6160 • SeeSource	0.00		
6100 • Marketing contracts - Other	3,090.00		
Total 6100 • Marketing contracts	8,497.50	49,583.00	-41,085.50
6200 • Meals	0.00		
6310 • Postage	0.00		
6320 • Printing	0.00		
6340 • Public Relations	0.00		
6350 • Sales and Marketing Exp. -Other	0.00		
6360 • Sponsorships	0.00		
6355 • Hospitality for Hospitality	0.00		
6400 • Staffing - Marketing			
6410 • Staffing - Marketing payroll	2,750.00		
6420 • Staffing - Payroll Taxes - Mktg	0.00		
6430 • Workers comp insurance	0.00		
6440 • Health insurance	0.00		
Total 6400 • Staffing - Marketing	2,750.00		
6655 • Vehicle Maintenance	0.00		
6700 • Website	0.00		
Total 6000 • Sales and Marketing Expense	11,247.50	49,583.00	-38,335.50
6900 • Zone and Micro-Marketing			
6905 • Outside Contract Services	0.00		
6910 • Chico Zone	0.00		
6920 • Paradise Zone	0.00		
6930 • Oroville Zone	0.00		
6940 • Other Zone	0.00		
Total 6900 • Zone and Micro-Marketing		0.00	
7000 • Administration Expenses			
7010 • Advertising	0.00		
7020 • Bank fees	0.00		
7030 • Conference, Convention, Meeting	0.00		
7050 • Education	0.00		
7060 • Filing fees/ taxes	0.00		
7070 • General Administration	0.00		
7100 • Insurance	0.00		

2:14 PM

08/03/22

Accrual Basis

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

	Wayfinding Signage -County ARPA		
	Jan - Jul 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	7,292.00	-7,292.00
Total 7000 • Administration Expenses	0.00	7,292.00	-7,292.00
Total Expense	11,247.50	56,875.00	-45,627.50
Net Ordinary Income	-11,247.50	0.00	-11,247.50
Net Income	-11,247.50	0.00	-11,247.50

Explore Butte County

Budget vs. Actual by Program/Projects

January through July 2022

		TOTAL	
	Jan - Jul 22	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
4000 - Program Income			
4200 - Butte County	1,634.90	1,834.00	-199.10
4300 - Chico	236,299.21	356,852.00	-120,552.79
4350 - Gridley	7,051.03	4,859.00	2,192.03
4400 - Oroville	92,009.62	116,124.00	-24,114.38
4500 - Paradise	26,979.94	16,164.00	10,815.94
Total 4000 - Program Income	363,974.70	495,833.00	-131,858.30
4800 - Other Types of Income			
4810 - Interest Income	63.61	0.00	63.61
4820 - Chico ARPA	50,000.00	58,333.00	-8,333.00
4835 - County ARPA Signage	0.00	56,875.00	-56,875.00
4830 - County ARPA Events	0.00	31,381.00	-31,381.00
4850 - Non-Lodging Participation	13,816.38	3,500.00	10,316.38
4870 - Visitor Guide Advertising	1,000.00	5,833.00	-4,833.00
4800 - Other Types of Income - Other	248.00	0.00	248.00
Total 4800 - Other Types of Income	65,127.99	155,922.00	-90,794.01
Total Income	429,102.69	651,755.00	-222,652.31
Cost of Goods Sold			
5000 - 2% Fee			
5200 - 2% Fee - Butte County	32.70	36.00	-3.30
5300 - 2% Fee - Chico	4,725.98	7,136.00	-2,410.02
5350 - 2% Fee - Gridley	141.02	97.00	44.02
5400 - 2% Fee - Oroville	1,840.19	2,323.00	-482.81
5500 - 2% Fee - Paradise	539.60	323.00	216.60
Total 5000 - 2% Fee	7,279.49	9,915.00	-2,635.51
Total COGS	7,279.49	9,915.00	-2,635.51
Gross Profit	421,823.20	641,840.00	-220,016.80
Expense			
6000 - Sales and Marketing Expense			
6010 - Advertising	138,178.99	107,042.00	31,136.99
6020 - Capital Display	0.00	875.00	-875.00
6030 - Conferences	3.89	1,167.00	-1,163.11
6050 - Creative Services	50,259.30	37,333.00	12,926.30
6070 - Dues and Memberships	0.00	2,333.00	-2,333.00

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

	TOTAL		
	Jan - Jul 22	Budget	\$ Over Budget
6100 • Marketing contracts			
6110 • Advertising Agencies	86,736.81	108,383.00	-21,646.19
6140 • CrowdRiff	15,049.12	8,779.00	6,270.12
6130 • Public Relations expense	6,115.00	8,750.00	-2,635.00
6150 • Bandwango	0.00	8,458.00	-8,458.00
6160 • SeeSource	15,729.00	16,042.00	-313.00
6100 • Marketing contracts - Other	29,704.50	50,167.00	-20,462.50
Total 6100 • Marketing contracts	153,334.43	200,579.00	-47,244.57
6200 • Meals	179.27	175.00	4.27
6310 • Postage	470.25	1,458.00	-987.75
6320 • Printing	32,165.83	9,333.00	22,832.83
6340 • Public Relations	3,461.35	3,500.00	-38.65
6350 • Sales and Marketing Exp. -Other	33.86	1,167.00	-1,133.14
6360 • Sponsorships	170.00	28,756.00	-28,586.00
6355 • Hospitality for Hospitality	0.00	1,458.00	-1,458.00
6400 • Staffing - Marketing			
6410 • Staffing - Marketing payroll	87,421.05	92,750.00	-5,328.95
6420 • Staffing - Payroll Taxes - Mktg	7,048.18	8,750.00	-1,701.82
6430 • Workers comp insurance	2,094.06	1,079.00	1,015.06
6440 • Health insurance	8,478.28	8,750.00	-271.72
Total 6400 • Staffing - Marketing	105,041.57	111,329.00	-6,287.43
6655 • Vehicle Maintenance	7,791.84	58,334.00	-50,542.16
6700 • Website	28,262.58	7,583.00	20,679.58
Total 6000 • Sales and Marketing Expense	519,353.16	572,422.00	-53,068.84
6900 • Zone and Micro-Marketing			
6905 • Outside Contract Services	500.00	0.00	500.00
6910 • Chico Zone	48,818.86	33,833.00	14,985.86
6920 • Paradise Zone	3,000.00	875.00	2,125.00
6930 • Oroville Zone	9,714.50	10,792.00	-1,077.50
6940 • Other Zone	0.00	817.00	-817.00
Total 6900 • Zone and Micro-Marketing	62,033.36	46,317.00	15,716.36
7000 • Administration Expenses			
7010 • Advertising	275.00	420.00	-145.00
7020 • Bank fees	30.22	58.00	-27.78
7030 • Conference, Convention, Meeting	2,679.66	2,917.00	-237.34
7050 • Education	1,043.79	2,917.00	-1,873.21
7060 • Filing fees/ taxes	0.00	58.00	-58.00
7070 • General Administration	11,417.06	5,833.00	5,584.06
7100 • Insurance	1,821.00	3,500.00	-1,679.00

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

		TOTAL	
	Jan - Jul 22	Budget	\$ Over Budget
7200 • Meals	665.80	729.00	-63.20
7210 • Membership dues	1,000.00	1,458.00	-458.00
7300 • Office supplies	943.38	1,750.00	-806.62
7310 • Postage	500.28	292.00	208.28
7320 • Printing and Copying	430.52	583.00	-152.48
7330 • Professional fees - Accounting	8,584.99	14,583.00	-5,998.01
7340 • Professional fees - Legal	0.00	2,022.00	-2,022.00
7350 • Promotion	0.00	58.00	-58.00
7360 • Rent/ Office Space	4,005.00	4,900.00	-895.00
7400 • Staffing - Admin			
7410 • Staffing - Admin Payroll	16,844.88	12,950.00	3,894.88
7420 • Payroll taxes - admin	1,493.11	1,715.00	-221.89
7430 • Workers comp insurance	385.04	183.00	202.04
7440 • Health insurance	1,471.85	1,750.00	-278.15
Total 7400 • Staffing - Admin	20,194.88	16,598.00	3,596.88
7500 • Subscriptions	1,278.69	6,417.00	-5,138.31
7560 • Telephone, Telecommunications	1,565.66	2,135.00	-569.34
7570 • Travel	2,140.33	3,646.00	-1,505.67
7900 • Admin Expense- Other	737.97	21,584.00	-20,846.03
Total 7000 • Administration Expenses	59,314.23	92,458.00	-33,143.77
Total Expense	640,700.75	711,197.00	-70,496.25
Net Ordinary Income	-218,877.55	-69,357.00	-149,520.55
Net Income	-218,877.55	-69,357.00	-149,520.55

PROPOSED WORK PLAN

Event

Completion Date

Needs Assessment Interviews

Week of July 11

Prior to beginning the search, we will complete a detailed needs assessment in order to fully understand the role that the new executive will be expected to play. This includes phone and/or video meetings with key stakeholders and staff, a detailed list to be established by the committee and SearchWide Global.

Develop Position Description and Marketing Plan

Week of July 11

After the Needs Assessment, we will create a detailed position description/organization overview (incorporating your job description) that will also act as an important sales and marketing tool. This will require final approval by the search committee.

Gather Organization Information

Week of July 18

As we begin the search, we will request to gather some destination information from you. This information will eventually be sent to the candidates to review and prepare for their interviews. The information requested may include but is not limited to:

- Bylaws
- Budget
- Sales and Marketing plans
- Org chart
- Annual report
- Employee Benefits
- Visitor information/economic impact
- Demographics/way of life information

Prospecting / Qualifying Candidates

July 18 – September 16

SearchWide Global takes a targeted approach to marketing the position and sourcing candidates. We use our strong relationships (inside and outside the industry), solid processes, a robust database, and industry expertise to provide your organization with only the best and brightest candidates. Weekly updates will be provided on candidate activity.

Review Candidate List with Search Committee

September 22

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

Checked References, Background Checks and DiSC testing

September 26 – October 7

Once we have all agreed on the 4 to 6 finalists, and they have been thoroughly interviewed by SearchWide Global, we will complete the following steps:

- Detailed reference checks. We will speak with two supervisors, two industry colleagues/clients, and two direct reports.
- Conduct a background check that covers federal, county and state criminal history, pre-employment credit, and driving and education verification.
- Have candidates complete the DiSC assessment.

Final Candidate Information Delivered**October 10**

To prepare for the final interviews, the collected background data, references, resume, and DiSC profile for each finalist will be available to review on our secure web portal using your own computer, mobile phone, or tablet.

Search Committee Interviews**October 12 & 13**

SearchWide Global will coordinate and facilitate the logistics for these video or face to face interviews. If five candidates will be interviewed, a suggested format might be as follows:

Wednesday, October 12

12:00pm – 12:30pm	Pre-Meeting, interview question and candidate review with Committee
12:30pm – 1:30pm	Interview 1
1:45pm – 2:45pm	Interview 2
3:00pm – 4:00pm	Interview 3

Thursday, October 13

8:45am – 9:00am	Pre-Meeting with Committee
9:00am – 10:00am	Interview 4
10:15am – 11:15am	Interview 5
11:15am – 12:00pm	Wrap up and discussion with Committee

Search Committee Second Interviews**October 28**

This will be for the finalist(s) and should include a meal with the committee. We would recommend inviting significant others for this second interview. This is also an appropriate time to include other stakeholders in the process.

Friday, October 28 – Panel Interview Agenda

9:00am – 9:30am	Pre-Meeting, interview question and candidate review with Committee
9:30am – 11:00am	Interview 1
11:15am – 12:45pm	Interview 2
12:45pm – 1:15pm	Lunch
1:15pm – 2:45pm	Interview 3
2:45pm	Wrap-up and discussion

Offer and Negotiation

SearchWide Global has extensive experience handling the hiring, negotiating and turn down process, in a way that protects the reputation and integrity of everyone involved.

Selection and Appointment

Our interaction with your organization and the placed candidate does not stop when the search is closed. We stay in close contact on a quarterly basis to ensure that all parties remain satisfied and productive.

NOTE: The work plan can be flexible based on the needs of the Board and/or Selection Committee.

	Final Proposal
Salary Range	\$80-110k
Health Benefits	\$500/month to be used toward employer sponsored medical, dental & vision
PTO	
Bonus	Potential bonus of 5%
Relocation Reimbursement	Relocation Costs.
Cell Phone	Cell Reimbursement \$50

2022-2023 - Project Manager Consultant Proposal:

Explore Butte County

TO:

Carolyn Denero

CEO | EBC

John Pearson

Pearson Collaborative Project

16 Goldeneye Court.

Chico, CA 95928

530.966.1185

john@pearsoncollaborativeproject.com

COLLABORATION SUMMARY

Explore Butte County is experiencing a leadership transition with the resignation of the CEO. It is important to maintain the positive momentum and relationships Explore Butte County (EBC) has built with the community and its partners. During this transition there is a valuable and continued need for program and project management support to complete the projects currently slated for 2022 and beyond. EBC has built its reputation on being able to deliver high-level professional content in a timely fashion. With my experience and ongoing positive relationship with EBC as an organization, I believe I'm the right person to continue this work and maintain communication and a seamless transition of outgoing and incoming leadership with the Board of Directors.

PROJECT SUMMARY

In partnership with EBC I will continue to manage the following projects and their Scope of Work as described in Addendum A, each with their own budgets and deadlines.

- Travel Chico Brand formally "Chico Branding" (City of Chico ARPA)
- Chico Tourism Committee (EBC)
- Wayfinding Signage Master Plan (Butte County ARPA)

As part of the Recruitment Committee, it has become clear that there may be additional projects that the Board may need assistance with, like researching and creating new board policies or continuing forward momentum of projects not already managed by EBC staff or other contractors. With my collaborative approach to growing and coaching teams and organizations, I would like to expand my scope of work to include transition projects as requested by the board of directors, in addition to the scope of work already established for the Chico Tourism Committee and ARPA projects. I will work in collaboration with current and future leadership to aid in the transition and maintain board health while providing a consistent voice for the ARPA projects and ensure trust with our partners. I shall provide a basic estimate of time to perform the requested tasks and bill accordingly.

TERM

This proposal shall be effective as of 9/9/22 and shall continue through December 31, 2023. The PM will work directly with the outgoing CEO and the Board Chair during the transition until further negotiation takes place. EBC and the PM may negotiate the terms of this Agreement and the terms and conditions under which the relationship shall continue at the behest of either EBC or PM.

TERMINATION

EBC or the PM may terminate this Agreement after giving 14-days written notice for any reason. An early termination fee of \$3,000 is payable to the Project Manager in the case of early termination.

COMPENSATION

At an estimated 10-13 hours a week to deliver on the existing EBC projects, the minimum monthly retainer of \$5,150 for the PM will continue through 2023. Any additional hours above 13 hours per week will be billed at \$100 hr. All hours will be documented and submitted with each invoice. Client will be billed for any hard costs incurred at the value of those expenses. Any and all expenses to be paid by PM must be pre-approved by EBC for reimbursement.

The chart below are my billable rates.

Task	Description	Budget
Ongoing Project Management	<ul style="list-style-type: none">• Travel Chico – ARPA Funded• Chico Tourism Committee – Chico Zone Marketing Funded• Wayfinding Signage Master Plan – ARPA Funded <p>\$100 hr.</p>	\$5,150 per month
TOTAL		\$5,150 per month
Additional Project Management	Description of project requested, expected deliverables and deadline. All time will be billed at \$100/hour	\$100/hour
Mileage Reimbursement for Travel	IRS Rate 2022	58.5 cents per mile
Hospitality and Travel Reimbursement	EBC will reimburse for all reasonable and necessary hospitality and travel expenditures, which are directly related to the consulting services including, but are not limited to, meals and travel.	Variable

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

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

John Pearson

Pearson Collaborative Project

16 Goldeneye Court.

Chico, CA 95928

530.966.1185

john@pearsoncollaborativeproject.com

Approval to Proceed

<u>Signature</u> _____	<u>Date</u> _____
Explore Butte County Representative	

<u>Signature</u> _____	<u>Date</u> _____
John Pearson, Pearson Collaborative Project	

ADDENDUM A

The hours estimate and retainer cost specified in the attached contract is based on the top line project information and scope of work presented to me by EBC. Understanding that each project will have its own timeline, deliverables, and work flow the following is the scope of work for existing projects and programs through the end of 2023 that I shall deliver upon.

- A. **Travel Chico Brand:** *Act as primary liaison between EBC, City of Chico, tourism stakeholders, and creative partners to build the Travel Chico Brand Assets.*
 - a. 9/30/22 – asset plan developed for seasonal imagery/videography to meet the 2023 deadlines
 - b. 12/31/22 – tourism website/page(s) wireframe built for deployment in 2023
 - c. 6/30/23 – (Collateral) Creation of 3-5 Chico-only print ready pieces
 - d. 6/30/23 – (Collateral) Develop travel itineraries and associated creative material
 - e. 6/30/23 – (Assets) Deliver 3-minute video and final product delivery
 - f. 6/30/23 – (Assets) Deliver new photography assets not already owned by EBC
 - g. 6/30/23 – (Website) Deliver Website that align with creative elements and community needs.
 - h. 12/31/23 (SoMe) deliver implementable social media plan
- B. **Chico Tourism Project Manager:** *Act as the Chico Tourism Committee manager to champion all projects and programs for committee members and move forward all priorities set by committee each year.*
 - a. Coordinate and attend monthly meetings
 - b. 12/1/22 - Build lodging partnership for Chico Velo Wildflower Century Ride
 - c. Development of a larger more inclusive tourism stakeholder database
 - d. Build decision Matrix and manage sponsorship requests
 - e. Coordination of Chico marketing efforts
 - f. 2/28/23 - Work with committee to build yearly planning goals and drive and complete the programs they'd like to implement
 - g. 12/31/23 – Deliver Chico Bike Map
- C. **Wayfinding Signage Master Plan:** *Act as primary liaison between EBC, Butte County, stakeholders, and selected firm to deliver Master Plan.*
 - a. 9/14/22 – Preliminary Evaluation Completed
 - b. 9/15-9/30 - Presentation/Demonstration (if desired)
 - c. 9/30/22 – Evaluations Complete
 - d. 12/31/22 – Initial Stakeholder Meetings Held
 - e. 3/31/23 – Wayfinding Signage Master Plan Completed
 - f. 5/31/23- Make final decision on how to spend and budget remainder. If signage is to be implemented, that decision should be made.
 - g. 6/30/23 – Plan presented to all partners, jurisdictions, all who want a public presentation.
 - h. 12/31/23 – Butte County Wayfinding Signage Master Plan Delivered

Project Name:		Date:	07/07/2022
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), Shari Anderson (Chico State), Pat Macias (monca), Audrey Taylor (DCBA)

Discussion

1. Project Updates

a. Chico Bike Map

i. Costs, Design, and Printing

LH: City has money in Transportation Fund \$15k-\$25k? will look into the availability for the project. Linda to reach out to Ivan to see about the possibility of an “as-is” reprint wit updated features and routes

b. Shuttle for Parents Weekend/Oktoberfest

i. Cost and Building Routes and Programing

SA: Parents and freshman families – 1500-1800. Not enough people and places to really make this service worthwhile for all involved. Tried to program in the past but it was not viable.

AT: Art and Wine walk with Town directory to support the weekend, Friday receptions and a “walkable downtown”. Option for an “ Our Town” style directory to include businesses

SA: Table with resources and maps for EBC and Partners for the weekend

CD: Who’s going to fund the builds and collateral?

AT: Funding through ads and sponsorships

c. *(Tabled until Aug Meeting)* Wildflower / Chico Velo Lodging Partnership for 2023

i. Bike Valet and Concierge Program with hotel partners

ii. “Give Back” Program

2. Sponsorships and Community Updates

a. Chic-O-Beer Fest – Did not elect to sponsor

b. Chico Bicycle Music Festival – Sponsored at \$500

JM: Look at what we’re spending to support and focus on visitors

CD: Budget Update

PM: locals are “slowing down” and making more visits to local attractions as are out of town visitors

Need decision Making matrix for sponsorship requests. Point to for community for transparency

3. Committee Development

- a. How do we support tourism and its impact?*
- b. What other voices should be included?*
- c. Focused on visitors*

AT: more planning and broader promotion. Longer view programming. Build for groups and visits and hotel experience

PM: Reach out for more inclusion and diversity

TS: How can we help SNB and large events and be more proactive with our approach?

JM: bring in more inclusion and long-term planning

JM: Goals and direction for Committee:

- **Travel and Tourism focused marketing efforts for the jurisdiction with the pillars:**
 - **Asset development**
 - **Community support**
 - **Space for collaboration**

Project Name:		Date:	08/04/2022
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), Jennifer Macarthy (City of Chico), Tamba Sellu (Chico lodging), Shari Anderson (Chico State), Pat Macias (monca), Audrey Taylor (DCBA)

Discussion

AGENDA

1. Program Updates
 - a. Chico Bike Map
 - . Linda to share update and conversation with Ivan

Group agreed to not wait for BCAG to print another map once the 20th street bridge is built and to have EBC (John) spearhead the project to build a new bike map. Still work with Linda to utilize transportation funds from the city. Group was notified that it could take up to 14 months to reach completion. It will be a living map that can be updated as needed.

- a. Revisit of Velo and Wildflower Weekend collaboration
 - . Bike Valet and Mechanic
 - i. Hotel Packages
 - ii. Budget

Group confirmed that they would like to see this project come together in 2023. CD and JP to have working session to begin details and build plan. Package and messaging w/ velo audience and hotel partners. Dynamic Price tiers w/ price fluctuations

Need to take budget to BOD and have approval

1. Sponsorships and Community Updates
 - iii. [DCBA / CSUC Sponsorship Proposal](#) - Audrey Taylor
 - iv. \$15,000 funding request from zone marketing for printing cost. Includes ad placement for EBC
 - v. Produce a -34-page magazine/sales style insert for distribution within the ER network and subscribers
 - vi. Highlights
 - CSUC Homecoming / Orientation weekend
 - DCBA Art and Wine Walk

- DCBA Harvest Sale

Audrey presented concept for partnership with CSUC, EBC and ER to produce an insert for the CSUC Wildcat Weekend. Could include a map, calendar of events, business and community supported created content. It would utilize the distribution network of the ER for a wider audience. The project required \$30k with \$15k from ad sales and \$15k from EBC. Was a very fast turnaround time to make all deadlines. Sierra Nevada's Oktoberfest and the DCBA's Art and Wine Walk and Harvest Sale are also the same weekend, Oct 7-8. Ultimately the group decided to not move forward with the project.

2. Committee Updates

- a. Carolyn to share any updates on new role and participation
 - b. Next meeting in person? Location ideas?
1. Other business not agendized
 2. Adjourn Meeting

Project Name:

Date: 09/01/2022

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),

Discussion

AGENDA

1. Program Updates
 1. Wildflower / Chico Velo Lodging Partnership
 - a. Tentative Dec. 1 for program delivery
1. Sponsorships and Community Updates
2. DCBA ad buy for Wildcat Weekend ER Publication
 - a. Tabloid Insert
 - b. NorCal distribution
 - c. CSUC and alumni highlights
 - d. Downtown event highlights

The group agreed to support the "Plan B" option for an ad buy with the ER for a tabloid insert during the Wildcat Weekend of Oct. 8-9. The recommendation is to buy a ½ page ad and have the content be produced in house by EBC staff and focus on EBC centric content and campaigns. This will allow EBC to market itself to the region

2. Committee Updates
3. Other business not agendized

Group would like to move to in person meeting. JP will work on options and circle back with committee.

4. Adjourn Meeting

Projects Chico Tourism Committee Update

\$102,564.27 - Beginning Balance

\$15,000 - Sponsor & Support DCBA

\$12,000 was paid directly to DCBA: \$2,000 was for advertising managed by DCBA, \$10,000 was for the sponsorship

\$3,000 for 2 videos to be used to promote Thursday Night Market and Friday Night Concerts

Worked directly with Watershed Media to identify EBC-owned footage and DCBA-owned footage to create :15 and :30 videos to be used for television and digital ads.

\$10,000 - Sponsorship of 150-Year Celebration of Chico

Paid direct to Chico Chamber.

Offered use of Bandwango for the virtual version of the passport. Onboarding and reporting still managed by EBC staff.

\$40,000 - Allocated to pay toward Chico Tourism Coordinator

\$12,467.50 paid Jan-Jul 2022

\$3,000 - Allocated to sponsorships

\$250 - Bicycle Music Festival

\$500 - IAWRP (though check has been returned undeliverable)

\$6,884.53 - Chico Velo Wildflower Ride Sponsorship/Partnership

\$1,058.50 - created hotel banners and delivered to hotels

\$4,326.03 - in-house ad campaigns

\$1,500 - worked with Watershed Media to create a video ad

Original plan was to work with local hotels to have bike concierges and elevated welcome for riders. Did not have enough time to coordinate the program. Committee would like to have a longer-lead to create this program for 2023.

\$4,000 - Allocated to Chico Clean Up Days

\$2,000 spent for spring event

EBC event at booth, assisted Chico Parks with checking people in and giving information

\$3,457.05 - Creation of Bidwell Park Swimming Hole Signs

Signs are done and Parks is working on installing them.

With remainder of the original \$5,000 allocation for signage, EBC is having Bidwell Park signs printed on aluminum to be installed at the kiosks in upper park.

\$23,507.91 Remaining in budget for 2022

Explore Butte County - Oroville Tourism Committee

Thursday, August 19, 2022

9:00 am - 10:00 am

Zoom Meeting

Join Zoom Meeting

<https://us02web.zoom.us/j/81179259597?pwd=M1I4WGtUM3RFdWFwTTZCSE5FVldNQOT09>

Meeting ID: 811 7925 9597

Passcode: 917846

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), Carolyn Denero (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: In attendance were Committee Members Amber Miland, OACC; Carolyn Denero, EBC; Heather Johnson, ODBA; Dawn Nevers, City of Oroville; Aaron Wright, State Parks; Victoria Entone, FRRPD; and Bruce Spangler, Oroville Lodging. In attendance were Participating and Advisory Organizations TJ Jensen, ODBA; Cindy Daniluke, Oroville State Theatre; Liza Whitmore, DWR; and Anna Kastner, Feather River Fish Hatchery.
2. Start/Introductions: The meeting was called to order at 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
 - iii. \$10,000 Oroville Advertising Program
4. Event Sponsorships
 - a. There is \$500 left for 2022 Event Sponsorships.
5. Map Update
 - a. 10,000 copies have been printed and Victoria has been distributing them.
6. Oroville Advertising Program
 - a. Datafy: Attached. It was moved and seconded (Dawn/Bruce) to approve the use of \$10,000 towards Datafy. The motion passed unanimously.
7. Oroville Unallocated Funds
 - a. CrossFit Event: State Parks is in the works of how to make this a multi-day event in 2023 at the Forebay. State Parks will seek corporate sponsorships, and the event will have a benefactor such as the School Board for athletics programs or public safety and law enforcement. In 2023, the use of the Unallocated Funds could be used towards prize money. The bigger the prize the bigger the draw from regional areas such as Redding, Modesto, and potentially as far from Oregon.
 - b. ODBA: Attached. It was moved and seconded (Carolyn/Bruce) to approve \$6,000 of funds to go towards photography and artwork assets, and website updates for the Downtown Oroville Business Association/
8. Next Meeting: The next meeting will be held on Thursday, September 15 at 9:00 am.
9. From the Floor
10. Adjournment: The meeting was adjourned at 10:00 am.

2022 Committee Members List

Finance Committee

- Jasmin Wilson
- Bruce Spangler
- Jennifer Macarthy

Nominating Committee

- Jennifer Leonard
- Nicole Johansson
- Victoria Anton
- John Pearson

Marketing Committee

- Katie Simmons
- Nicole Johansson
- Bruce Spangler
- Jennifer Macarthy
- Brett Sanders
- Ev Duran
- Holly Jorgensen
- Jennifer Leonard
- Debbie Moseley
- Dawn Nevers
- Melissa Schuster
- John Pearson