

**Board of Directors**

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

**Advisory Board**

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

**EXPLORE BUTTE COUNTY BOARD MEETING**

September 9, 2021  
 Time: 12:00 – 2:00 pm

**Join Zoom Meeting**

<https://us02web.zoom.us/j/89384640251?pwd=eVA2eEwyWEFSL1hPWj9oODRRN3BVUT09>

Meeting ID: 893 8464 0251

Passcode: 765490

Dial by your location  
 +1 669 900 9128 US (San Jose)

**AGENDA**


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

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

2. **CONSENT AGENDA**

2.1 Approval of Board Meeting Minutes from July 8, 2021

2.2 Approval of July and August 2021 financials

3. **PUBLIC COMMENT**

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

4. **REGULAR AGENDA**

**4.1 UPDATE ABOUT MUSEUMS, ARTS & CULTURE IN BUTTE COUNTY – Pat Macias (monca)**

Presentation about the current state of museums and cultural centers in and around Butte County.

No action requested.

**4.2 CONSIDERATION OF FISCAL POLICY AND PROCEDURE UPDATES**

Denero met with Directors Spangler and Wilson, and EBC's CPA, Holly Pladson, to review current financials and fiscal policies and procedures. After discussion, various

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recommendations were made to ensure transparency and historical decisions/data. This is the list of action items/recommendations:

- Keep the financials on a calendar year; no need to transition to a July 1 fiscal year. This has been working for EBC and there have been no requests or concerns from jurisdictions.
- Prior to 2022, pay for CPA to purchase the non-profit version of Quickbooks so that the financial reports are specific to EBC as a non-profit with the correct nomenclature. This is particularly important for any future funding or grants. Reporting will look very similar to current financials; annually at new board member orientation we will review financials.
- Footnotes need to be enabled with current financials so all historic decisions can be documented and referred to.
- Addition of previous years' carry over funds to break out of budgets to see where the funds were earned and where they are spent, particularly for the item where they are spent.
- Create a policy for annual 990 review. Should be done by committee and with all information reviewed prior to final approval and submission.

**Recommendation:** *No recommendation, informational purposes only.*

#### **4.3 CONSIDERATION OF CANCELING THE CERTIFIED TOURISM MARKETING PROGRAM**

In 2018, EBC invested in the Certified Tourism Ambassador program licensed by the Tourism Ambassador Institute. It is a robust program that creates the tools to train front-line staff as the ambassadors for the destination. Fires and the pandemic have significantly hampered our ability to sell the program and it is apparent that our destination is not ready for this level of engagement yet. Our license expires in October, and we can cancel the program, saving near \$20,000 per year in licensing fees, rental fees and program support, not including staff time.

**Recommendation:** *To formally resign from the CTA program effective immediately. Explore Butte County team will work to identify how to connect with visitor-serving front-line staff.*

#### **4.4 CONSIDERATION OF ALLOCATING \$10,000 TO MARKETING THE CHICO ICE RINK – Analise Uhrig**

*Strategic Goal: Build Brand Momentum & Strong Local Partnerships*

The City of Chico is spearheading an effort to install a temporary outdoor ice rink in the City Plaza for about 8-weeks between November – January. The City is working with the DCBA to manage the plan and the activation, and at the time of the committee meeting a marketing plan had not been developed. It was recommended that zone marketing be used to create a marketing campaign to promote the rink for the season.

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**Recommendation:** *To assign \$10,000 to a marketing campaign to promote visitation to the Chico ice rink and the surrounding Downtown businesses during the winter season.*

#### **4.5 CONSIDERATION OF ASSIGNING UNRESTRICTED FUNDS TO THE BRAND REFRESH PROJECT**

The Explore Butte County brand, logo, marks, voice, etc., were created and launched in 2017. Since then, marketing has been deployed and analyzed and the marks and usages do not resonate with our audience the way it was anticipated it would. Anecdotally, we are consistently confused for the County of Butte not the tourism brand. The Marketing Committee has reviewed a scope of work that would allow us to use the learnings from the past few years to refresh the visitor-facing brand and develop, where applicable, a new logo, fonts, colors, tone and voice, key brand messages and a new brand style guide. Timing would align with the launch of the Mobile Visitor Center and updated style to the website. The project is estimated to cost \$55,000.

**Recommendation:** *To approve the brand refresh project to begin immediately and to not exceed the budget of \$55,000, assigned from unrestricted assets.*

#### **4.6 CONSIDERATION OF ARPA PROPOSAL DRAFTS**

The American Rescue Plan Act (ARPA) is another round of federal stimulus deployed to combat the negative affects of COVID on our communities. Both the City of Chico and Butte County are entitlement zones and respectively received millions of dollars that will be allocated to various projects. ARPA specifically spells out travel and tourism as an industry that can be supported for recovery efforts and both jurisdictions have reached out to collaborate on initiatives that would support the Butte County travel economy. As the discussions evolved, both jurisdictions have pre-approval to move forward with a plan that could fund projects to be managed by EBC. This Board is being asked to consider the project proposals and discuss.

**Recommendation:** *To consider the proposals, their impacts on the travel economy, their impacts on EBC staff, and provide direction. Staff is also seeking pre-approval of the program outlines to move forward if the time comes.*

#### **4.7 CONSIDERATION OF AMENDING EBC BYLAWS TO ACCOUNT FOR DMMO CHANGES**

As EBC has determined thru the renewal of the district, the next 10 years will move the organization into a leadership role for the travel and tourism industry within Butte County. There will be new opportunities for funding streams to accomplish projects that will support lodging, recreation, infrastructure and more. A lot of this work relies on cooperation and partnership with the jurisdictions where the work will be done. This may be the time to consider amending the bylaws to include an appointed position from each jurisdiction to serve as on the Advisory Board to be involved and garner continued interest in moving travel and tourism forward.

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**Recommendation:** *Amending bylaws as presented to allow for all jurisdictions to have guaranteed representation on the EBC Advisory Board.*

#### **4.8 CONSIDERATION OF NORTH TABLE MOUNTAIN ECOLOGICAL RESERVE PROJECT FOR 2022**

As EBC moves into the DMMO role, opportunity for destination management is being identified. There is an opportunity to work with California Department of Fish & Wildlife to supplement work being done on Table Mountain to:

- offer a better, more informed, visitation experience during wildflower season,
- invest in signage,
- support trash and facilities maintenance
- post the mobile visitor center at the park entrance each weekend during wildflower season, to both speak with visitors, educate them, and offer respite for the CDFW staff on site
- create and/or fund a shuttle schedule to reduce the traffic along the road to Table Mountain

Staff is seeking direction from Board on identifying this project as one to be added to the priority project list for 2022. If so, staff will work on a plan and budget to be presented at the November board meeting for approval and implementation.

**Recommendation:** *To direct staff to further investigate what a Table Mountain project/partnership could look like and create a project outline, timeline, and budget for review at the November board meeting.*

### **5. REPORTS AND COMMUNICATIONS**

#### **5.1 MARKETING COMMITTEE REPORT**

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

#### **5.3 ITEMS FOR NOVEMBER BOARD MEETING** *Board Suggestions*

### **6. ADJOURNMENT**

Next regular board meeting is scheduled for November 11, 2021.

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## EXPLORE BUTTE COUNTY BOARD MEETING

July 8, 2021

Time: 12:00 – 2:00 pm

Hybrid in-person and zoom meeting.

**In-person meeting**

326 Huss Lane, Suite 100, Chico

Large Meeting Room

### MINUTES

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

Meeting was called to order at 12:07 pm by President Spangler.

Present – Directors: Spangler\*, Isenberg, Uhrig, Wilson, Saddique, Johansson\*, Pearson. Advisors: Anton\*, Boesen, Leonard, Schuster\*, Shadd.

Absent – Director Billah. Advisors: Bassett, Curtis, Jorgensen.

Guests – Kathryn Mathis City of Chico, Jennifer Macarthy City of Chico, Pat Macias\* monca, Shelly James PorterCo\*, Sandy Gonzalez Hotel Diamond, Tami Travis PorterCo.

Staff: Denero\*, Baer\*, Salas\*.

\*Those present in-person.

2. **CONSENT AGENDA**

2.1 Approval of Board Meeting Minutes of May 13 and Special Meeting May 6

2.2 Approval of May and June 2021 financials

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

The motion carried by the following vote:

AYES: Spangler, Isenberg, Uhrig, Wilson, Saddique, Johansson, Pearson

NOES: None

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Abstentions: None

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.

No public comment.

4. **REGULAR AGENDA**

**4.1 CONSIDERATION OF MID-YEAR BUDGET REVIEW AND ADJUSTMENT**

After reviewing the final P&L for 2020 and looking at the first 4 months of 2021 it is anticipated that we will receive \$39,000 more from Program Income. A proposal for where that additional income should be allocated is attached and includes increases to: Advertising, Advertising Agency, Printing, Marketing Staff & related expenses, General Administration, Insurance (auto), Admin Staff, Subscriptions.

A motion was made by Director Pearson and seconded by Director Johansson to approve the 2021 budget adjustments as presented.

The motion carried by the following vote:

AYES: Spangler, Isenberg, Uhrig, Wilson, Saddique, Johansson, Pearson

NOES: None

Abstentions: None

**4.2 CONSIDERATION OF 2020 990s FOR APPROVAL**

EBC's CPA finalized 2020 990s. They are required to be reviewed by the BOD.

A motion was made by Director Wilson and seconded by Director Pearson to accept and approve the 2020 990s as prepared.

The motion carried by the following vote:

AYES: Spangler, Isenberg, Uhrig, Wilson, Saddique, Johansson, Pearson

NOES: None

Abstentions: None

**4.3 OROVILLE TOURISM COMMITTEE UPDATE**

*Strategic Goal: Build Brand Momentum & Strong Local Partnerships*

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The Oroville Tourism Committee met to do a final review of the mapping project and discuss budget. Budget cost was increased because committee wants the final editable creative when project is done and the web-formatted map was also additional budget. There will be costs associated with EBC's work to format the map for EBC website. Committee also reviewed budget to consider supporting the Oroville 4<sup>th</sup> of July fireworks. Committee confident budget will be available and \$1,000 was offered as sponsorship for the event.

No recommendation, informational reporting only. Presented by Victoria Anton, Vice Chair of the committee.

#### **4.4 CHICO TOURISM COMMITTEE UPDATE**

*Strategic Goal: Build Brand Momentum & Strong Local Partnerships*

Update on funding opportunities and how to use zone marketing. Committee would like to allocate up to \$3,000 to have a booth at the Louie Vermeil sprint car races, create collateral, and hand out items for this group of visitors. Committee would also like to use Chico Zone Marketing funds to hire a contractor to help accomplish Chico goals, specifically around special events and coordination of Chico business support.

A motion was made by Director Uhrig and seconded by Director Pearson to

1. Allocate \$3,000 to support activities and activations around the Louie Vermeil Classic Labor Day Weekend, and
2. Approve the use of zone marketing to be used for funding a contract position specifically to support Chico zone activities.

The motion carried by the following vote:

AYES: Spangler, Isenberg, Uhrig, Wilson, Saddique, Johansson, Pearson

NOES: None

Abstentions: None

#### **5. REPORTS AND COMMUNICATIONS**

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

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

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

#### **6. CLOSED SESSION**

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**6.1 DISCUSSION OF EXECUTIVE DIRECTOR POSITION AND STAFF FUNDING**

A motion was made by Director Spangler and seconded by Director Isenberg to change Denero's job title from Executive Director to Chief Executive Officer and offer opportunity for professional development, add 5 days per year to her PTO, and offer Baer a growth opportunity to Marketing Manager with pay increase to \$55,000 per year.

The motion carried by the following vote:

AYES: Spangler, Isenberg, Uhlrig, Wilson, Saddique, Johansson, Pearson

NOES: None

Abstentions: None

**7. ADJOURNMENT**

Minutes respectfully submitted by Carolyn Denero.



# Explore Butte County Balance Sheet As of July 31, 2021

	Jul 31, 21
<b>ASSETS</b>	
<b>Current Assets</b>	
Checking/Savings	
1000 · Tri Counties Bank	999,369.49
<b>Total Checking/Savings</b>	999,369.49
<b>Total Current Assets</b>	999,369.49
<b>Fixed Assets</b>	
1550 · Vehicle	55,572.41
1500 · Furniture and Equipment	15,393.73
1600 · Accumulated depreciation	-5,766.00
<b>Total Fixed Assets</b>	65,200.14
<b>TOTAL ASSETS</b>	<b>1,064,569.63</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Credit Cards</b>	
2100 · TCB Credit Card #1238-Carolyn D	4,846.91
2101 · Credit Card #3044-Ashley Baer	1,934.26
2102 · Credit Card #3036 -Alicia Salas	1,667.69
<b>Total Credit Cards</b>	8,448.86
<b>Other Current Liabilities</b>	
2400 · Payroll Liabilities	4,038.47
<b>Total Other Current Liabilities</b>	4,038.47
<b>Total Current Liabilities</b>	12,487.33
<b>Total Liabilities</b>	12,487.33
<b>Equity</b>	
3200 · Unrestricted Net Assets	1,043,439.76
3300 · Net Assets - Reserved	
3360 · Reserved - Zone Marketing	167,369.68
<b>Total 3300 · Net Assets - Reserved</b>	167,369.68
<b>Net Income</b>	-158,727.14
<b>Total Equity</b>	1,052,082.30
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>1,064,569.63</b>

# Explore Butte County

## Profit & Loss

July 2021

	Jul 21
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
4000 · Program Income	
4200 · Butte County	735.58
4300 · Chico	66,248.49
4400 · Oroville	19,448.86
	<hr/>
<b>Total 4000 · Program Income</b>	86,432.93
4800 · Other Types of Income	
4810 · Interest Income	7.49
4815 · CTA Registrations	48.97
4850 · Non-Lodging Participation	1,700.00
4870 · Visitor Guide Advertising	1,000.00
4820 · Miscellaneous Revenue	260.48
	<hr/>
<b>Total 4800 · Other Types of Income</b>	3,016.94
	<hr/>
<b>Total Income</b>	89,449.87
<b>Cost of Goods Sold</b>	
5000 · 2% Fee	
5200 · 2% Fee - Butte County	14.71
5300 · 2% Fee - Chico	1,324.97
5400 · 2% Fee - Oroville	388.98
	<hr/>
<b>Total 5000 · 2% Fee</b>	1,728.66
	<hr/>
<b>Total COGS</b>	1,728.66
	<hr/>
<b>Gross Profit</b>	87,721.21
<b>Expense</b>	
6000 · Sales and Marketing Expense	
6010 · Advertising	9,573.77
6050 · Creative Services	4,610.42
6100 · Marketing contracts	
6130 · Public Relations expense	1,200.00
6140 · CrowdRiff	3,412.50
	<hr/>
<b>Total 6100 · Marketing contracts</b>	4,612.50
6200 · Meals	5.19
6310 · Postage	917.99
6350 · Sales and Marketing Exp. -Other	56.90
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	11,303.87
6420 · Staffing - Payroll Taxes - Mktg	858.43
6430 · Workers comp insurance	42.00
6440 · Health insurance	1,179.01
	<hr/>
<b>Total 6400 · Staffing - Marketing</b>	13,383.31
6700 · Website	402.60
	<hr/>
<b>Total 6000 · Sales and Marketing Expense</b>	33,562.68
6800 · Destination Management Activity	
6810 · CTA Program	255.11
	<hr/>
<b>Total 6800 · Destination Management Activity</b>	255.11
7000 · Administration Expenses	
7070 · General Administration	364.42
7210 · Membership dues	400.00
7300 · Office supplies	343.16
7320 · Printing and Copying	77.85
7330 · Professional fees - Accounting	1,725.00
7360 · Rent/ Office Space	690.00
7400 · Staffing - Admin	

9:20 AM

08/13/21

Accrual Basis

## Explore Butte County

### Profit & Loss

July 2021

	Jul 21
7410 · Staffing - Admin Payroll	2,375.04
7420 · Payroll taxes - admin	180.36
7430 · Workers comp insurance	8.82
7440 · Health insurance	182.82
Total 7400 · Staffing - Admin	2,747.04
7500 · Subscriptions	87.70
7560 · Telephone, Telecommunications	258.10
7570 · Travel	120.38
Total 7000 · Administration Expenses	6,813.65
Total Expense	40,631.44
Net Ordinary Income	47,089.77
Net Income	47,089.77

# Explore Butte County Profit & Loss January through July 2021

	Jan - Jul 21
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
4000 · Program Income	
4200 · Butte County	735.58
4300 · Chico	285,633.25
4400 · Oroville	66,826.40
<b>Total 4000 · Program Income</b>	<b>353,195.23</b>
4800 · Other Types of Income	
4810 · Interest Income	60.53
4815 · CTA Registrations	348.97
4850 · Non-Lodging Participation	3,700.00
4870 · Visitor Guide Advertising	5,000.00
4820 · Miscellaneous Revenue	260.48
4825 · Credit card points (non-cash)	1,600.00
4800 · Other Types of Income - Other	894.06
<b>Total 4800 · Other Types of Income</b>	<b>11,864.04</b>
<b>Total Income</b>	<b>365,059.27</b>
<b>Cost of Goods Sold</b>	
5000 · 2% Fee	
5200 · 2% Fee - Butte County	14.71
5300 · 2% Fee - Chico	5,712.65
5400 · 2% Fee - Oroville	1,336.53
<b>Total 5000 · 2% Fee</b>	<b>7,063.89</b>
<b>Total COGS</b>	<b>7,063.89</b>
<b>Gross Profit</b>	<b>357,995.38</b>
<b>Expense</b>	
6000 · Sales and Marketing Expense	
6010 · Advertising	45,713.45
6050 · Creative Services	46,509.11
6070 · Dues and Memberships	770.50
6100 · Marketing contracts	
6110 · Advertising Agencies	216,795.60
6120 · Jack Rabbit	2,973.75
6130 · Public Relations expense	5,400.00
6140 · CrowdRiff	6,825.00
<b>Total 6100 · Marketing contracts</b>	<b>231,994.35</b>
6200 · Meals	5.19
6310 · Postage	3,125.82
6320 · Printing	21,563.83
6340 · Public Relations	1,919.74
6350 · Sales and Marketing Exp. -Other	197.80
6360 · Sponsorships	5,250.00
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	78,261.77
6420 · Staffing - Payroll Taxes - Mktg	6,531.59
6430 · Workers comp insurance	1,333.78
6440 · Health insurance	8,226.79
<b>Total 6400 · Staffing - Marketing</b>	<b>94,353.93</b>
6655 · Vehicle Maintenance	47.32
6700 · Website	2,704.36
<b>Total 6000 · Sales and Marketing Expense</b>	<b>454,155.40</b>
6800 · Destination Management Activity	
6810 · CTA Program	280.11

# Explore Butte County Profit & Loss January through July 2021

	Jan - Jul 21
Total 6800 · Destination Management Activity	280.11
6900 · Zone and Micro-Marketing	
6910 · Chico Zone	17,175.00
6930 · Oroville Zone	3,099.20
Total 6900 · Zone and Micro-Marketing	20,274.20
7000 · Administration Expenses	
7020 · Bank fees	1.00
7025 · Credit card fees	3.20
7030 · Conference, Convention, Meeting	308.96
7050 · Education	75.00
7070 · General Administration	471.14
7100 · Insurance	4,707.76
7200 · Meals	6.00
7210 · Membership dues	400.00
7300 · Office supplies	866.24
7310 · Postage	163.99
7320 · Printing and Copying	118.97
7330 · Professional fees - Accounting	6,900.00
7360 · Rent/ Office Space	3,840.00
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	16,485.47
7420 · Payroll taxes - admin	1,380.74
7430 · Workers comp insurance	277.68
7440 · Health insurance	1,398.11
Total 7400 · Staffing - Admin	19,542.00
7500 · Subscriptions	1,127.92
7560 · Telephone, Telecommunications	2,116.96
7570 · Travel	1,102.78
7900 · Admin Expense- Other	4.89
Total 7000 · Administration Expenses	41,756.81
Total Expense	516,466.52
Net Ordinary Income	-158,471.14
Other Income/Expense	
Other Expense	
9500 · COVID-19	256.00
Total Other Expense	256.00
Net Other Income	-256.00
Net Income	-158,727.14

# Explore Butte County

## Profit & Loss Budget Overview

January through July 2021

	Jan - Jul 21	Budget	\$ Over Budget
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
4000 · Program Income			
4200 · Butte County	735.58	4,080.00	-3,344.42
4300 · Chico	285,633.25	338,333.00	-52,699.75
4350 · Gridley	0.00	4,080.00	-4,080.00
4400 · Oroville	66,826.40	107,917.00	-41,090.60
4500 · Paradise	0.00	6,119.00	-6,119.00
<b>Total 4000 · Program Income</b>	<b>353,195.23</b>	<b>460,529.00</b>	<b>-107,333.77</b>
4800 · Other Types of Income			
4810 · Interest Income	60.53		
4815 · CTA Registrations	348.97	2,917.00	-2,568.03
4816 · CTA Renewal Fees	0.00	262.00	-262.00
4850 · Non-Lodging Participation	3,700.00	2,917.00	783.00
4870 · Visitor Guide Advertising	5,000.00	5,833.00	-833.00
4885 · Unspent Income from Previous Yr	0.00	180,833.00	-180,833.00
4890 · Zone Marketing from Previous Yr	0.00	117,833.00	-117,833.00
4820 · Miscellaneous Revenue	260.48		
4825 · Credit card points (non-cash)	1,600.00		
4800 · Other Types of Income - Other	894.06		
<b>Total 4800 · Other Types of Income</b>	<b>11,864.04</b>	<b>310,595.00</b>	<b>-298,730.96</b>
<b>Total Income</b>	<b>365,059.27</b>	<b>771,124.00</b>	<b>-406,064.73</b>
<b>Cost of Goods Sold</b>			
5000 · 2% Fee			
5200 · 2% Fee - Butte County	14.71	82.00	-67.29
5300 · 2% Fee - Chico	5,712.65	6,904.00	-1,191.35
5350 · 2% Fee - Gridley	0.00	81.00	-81.00
5400 · 2% Fee - Oroville	1,336.53	2,201.00	-864.47
5500 · 2% Fee - Paradise	0.00	122.00	-122.00
5618 · CTA Renewal paid to Mickey	0.00	175.00	-175.00
<b>Total 5000 · 2% Fee</b>	<b>7,063.89</b>	<b>9,565.00</b>	<b>-2,501.11</b>
<b>Total COGS</b>	<b>7,063.89</b>	<b>9,565.00</b>	<b>-2,501.11</b>
<b>Gross Profit</b>	<b>357,995.38</b>	<b>761,559.00</b>	<b>-403,563.62</b>
<b>Expense</b>			
6000 · Sales and Marketing Expense			
6010 · Advertising	45,713.45	58,333.00	-12,619.55
6020 · Capital Display	0.00	875.00	-875.00
6030 · Conferences	0.00	2,917.00	-2,917.00
6050 · Creative Services	46,509.11	58,333.00	-11,823.89
6070 · Dues and Memberships	770.50	2,333.00	-1,562.50
6100 · Marketing contracts			
6110 · Advertising Agencies	216,795.60	167,646.00	49,149.60
6120 · Jack Rabbit	2,973.75		
6130 · Public Relations expense	5,400.00	10,500.00	-5,100.00
6140 · CrowdRiff	6,825.00	7,962.00	-1,137.00
6150 · Bandwango	0.00	8,458.00	-8,458.00
<b>Total 6100 · Marketing contracts</b>	<b>231,994.35</b>	<b>194,566.00</b>	<b>37,428.35</b>
6200 · Meals	5.19	583.00	-577.81
6310 · Postage	3,125.82	2,333.00	792.82
6320 · Printing	21,563.83	12,833.00	8,730.83
6340 · Public Relations	1,919.74	21,000.00	-19,080.26
6350 · Sales and Marketing Exp. -Other	197.80	3,500.00	-3,302.20
6360 · Sponsorships	5,250.00	3,500.00	1,750.00
6400 · Staffing - Marketing			
6410 · Staffing - Marketing payroll	78,261.77	90,052.00	-11,790.23
6420 · Staffing - Payroll Taxes - Mktg	6,531.59	8,750.00	-2,218.41
6430 · Workers comp insurance	1,333.78	1,050.00	283.78
6440 · Health insurance	8,226.79	9,100.00	-873.21
6450 · Commission CTA Program	0.00	117.00	-117.00
<b>Total 6400 · Staffing - Marketing</b>	<b>94,353.93</b>	<b>109,069.00</b>	<b>-14,715.07</b>
6655 · Vehicle Maintenance	47.32	2,917.00	-2,869.68
6700 · Website	2,704.36	14,000.00	-11,295.64
<b>Total 6000 · Sales and Marketing Expense</b>	<b>454,155.40</b>	<b>487,092.00</b>	<b>-32,936.60</b>
6800 · Destination Management Activity			
6810 · CTA Program	280.11	11,637.00	-11,356.89
6820 · Film Commission	0.00	39,958.00	-39,958.00

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Accrual Basis

**Explore Butte County**  
**Profit & Loss Budget Overview**  
 January through July 2021

	Jan - Jul 21	Budget	\$ Over Budget
6830 · See Source	0.00	16,042.00	-16,042.00
6840 · Wayfinding Signage	0.00	39,958.00	-39,958.00
<b>Total 6800 · Destination Management Activity</b>	<b>280.11</b>	<b>107,595.00</b>	<b>-107,314.89</b>
6900 · Zone and Micro-Marketing			
6910 · Chico Zone	17,175.00	30,333.00	-13,158.00
6930 · Oroville Zone	3,099.20	7,583.00	-4,483.80
<b>Total 6900 · Zone and Micro-Marketing</b>	<b>20,274.20</b>	<b>37,916.00</b>	<b>-17,641.80</b>
7000 · Administration Expenses			
7010 · Advertising	0.00	437.00	-437.00
7020 · Bank fees	1.00	58.00	-57.00
7025 · Credit card fees	3.20		
7030 · Conference, Convention, Meeting	308.96	2,917.00	-2,608.04
7050 · Education	75.00	2,917.00	-2,842.00
7060 · Filing fees/ taxes	0.00	58.00	-58.00
7070 · General Administration	471.14	5,833.00	-5,361.86
7100 · Insurance	4,707.76	3,500.00	1,207.76
7200 · Meals	6.00	729.00	-723.00
7210 · Membership dues	400.00	1,458.00	-1,058.00
7300 · Office supplies	866.24	1,400.00	-533.76
7310 · Postage	163.99	292.00	-128.01
7320 · Printing and Copying	118.97	583.00	-464.03
7330 · Professional fees - Accounting	6,900.00	10,500.00	-3,600.00
7340 · Professional fees - Legal	0.00	2,022.00	-2,022.00
7350 · Promotion	0.00	58.00	-58.00
7360 · Rent/ Office Space	3,840.00	4,900.00	-1,060.00
7400 · Staffing - Admin			
7410 · Staffing - Admin Payroll	16,485.47	12,510.00	3,975.47
7420 · Payroll taxes - admin	1,380.74	1,633.00	-252.26
7430 · Workers comp insurance	277.68	175.00	102.68
7440 · Health insurance	1,398.11	1,400.00	-1.89
<b>Total 7400 · Staffing - Admin</b>	<b>19,542.00</b>	<b>15,718.00</b>	<b>3,824.00</b>
7500 · Subscriptions	1,127.92	6,417.00	-5,289.08
7560 · Telephone, Telecommunications	2,116.96	2,135.00	-18.04
7570 · Travel	1,102.78	3,646.00	-2,543.22
7900 · Admin Expense- Other	4.89	3,500.00	-3,495.11
<b>Total 7000 · Administration Expenses</b>	<b>41,756.81</b>	<b>69,078.00</b>	<b>-27,321.19</b>
<b>Total Expense</b>	<b>516,466.52</b>	<b>701,681.00</b>	<b>-185,214.48</b>
<b>Net Ordinary Income</b>	<b>-158,471.14</b>	<b>59,878.00</b>	<b>-218,349.14</b>
Other Income/Expense			
Other Expense			
9500 · COVID-19	256.00		
<b>Total Other Expense</b>	<b>256.00</b>		
<b>Net Other Income</b>	<b>-256.00</b>	<b>0.00</b>	<b>-256.00</b>
<b>Net Income</b>	<b>-158,727.14</b>	<b>59,878.00</b>	<b>-218,605.14</b>

# Explore Butte County

## Balance Sheet

As of August 31, 2021

	Aug 31, 21
<b>ASSETS</b>	
<b>Current Assets</b>	
Checking/Savings	
1000 · Tri Counties Bank	975,315.10
<b>Total Checking/Savings</b>	975,315.10
<b>Total Current Assets</b>	975,315.10
<b>Fixed Assets</b>	
1550 · Vehicle	55,572.41
1500 · Furniture and Equipment	15,393.73
1600 · Accumulated depreciation	-5,766.00
<b>Total Fixed Assets</b>	65,200.14
<b>TOTAL ASSETS</b>	<b>1,040,515.24</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Credit Cards</b>	
2100 · TCB Credit Card #1238-Carolyn D	6,873.70
2101 · Credit Card #3044-Ashley Baer	1,374.53
2102 · Credit Card #3036 -Alicia Salas	627.14
<b>Total Credit Cards</b>	8,875.37
<b>Other Current Liabilities</b>	
2400 · Payroll Liabilities	4,310.41
<b>Total Other Current Liabilities</b>	4,310.41
<b>Total Current Liabilities</b>	13,185.78
<b>Total Liabilities</b>	13,185.78
<b>Equity</b>	
3200 · Unrestricted Net Assets	1,043,439.76
3300 · Net Assets - Reserved	
3360 · Reserved - Zone Marketing	167,369.68
<b>Total 3300 · Net Assets - Reserved</b>	167,369.68
<b>Net Income</b>	-183,479.98
<b>Total Equity</b>	1,027,329.46
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>1,040,515.24</b>



## Explore Butte County

## Profit &amp; Loss

August 2021

	Aug 21
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
4000 · Program Income	
4300 · Chico	22,527.78
4400 · Oroville	19,820.00
<b>Total 4000 · Program Income</b>	<b>42,347.78</b>
4800 · Other Types of Income	
4810 · Interest Income	8.45
<b>Total 4800 · Other Types of Income</b>	<b>8.45</b>
<b>Total Income</b>	<b>42,356.23</b>
<b>Cost of Goods Sold</b>	
5000 · 2% Fee	
5300 · 2% Fee - Chico	450.56
5400 · 2% Fee - Oroville	396.40
<b>Total 5000 · 2% Fee</b>	<b>846.96</b>
<b>Total COGS</b>	<b>846.96</b>
<b>Gross Profit</b>	<b>41,509.27</b>
<b>Expense</b>	
6000 · Sales and Marketing Expense	
6010 · Advertising	3,497.25
6030 · Conferences	99.00
6050 · Creative Services	6,081.00
6070 · Dues and Memberships	1,270.00
6100 · Marketing contracts	
6110 · Advertising Agencies	14,127.40
6120 · Jack Rabbit	2,973.75
6130 · Public Relations expense	1,200.00
6140 · CrowdRiff	14,332.50
<b>Total 6100 · Marketing contracts</b>	<b>32,633.65</b>
6310 · Postage	444.99
6350 · Sales and Marketing Exp. -Other	38.70
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	12,112.18
6420 · Staffing - Payroll Taxes - Mktg	920.18
6430 · Workers comp insurance	42.49
6440 · Health insurance	1,179.01
<b>Total 6400 · Staffing - Marketing</b>	<b>14,253.86</b>
6700 · Website	250.60
<b>Total 6000 · Sales and Marketing Expense</b>	<b>58,569.05</b>
6900 · Zone and Micro-Marketing	
6910 · Chico Zone	1,540.00
<b>Total 6900 · Zone and Micro-Marketing</b>	<b>1,540.00</b>
7000 · Administration Expenses	
7050 · Education	967.07
7300 · Office supplies	284.42
7330 · Professional fees - Accounting	1,100.24
7360 · Rent/ Office Space	525.00
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	2,375.04
7420 · Payroll taxes - admin	180.43
7430 · Workers comp insurance	8.33
7440 · Health insurance	182.82

# Explore Butte County

## Profit & Loss

### August 2021

	Aug 21
Total 7400 · Staffing - Admin	2,746.62
7500 · Subscriptions	87.70
7560 · Telephone, Telecommunications	257.16
7570 · Travel	184.85
Total 7000 · Administration Expenses	6,153.06
Total Expense	66,262.11
Net Ordinary Income	-24,752.84
Net Income	<b>-24,752.84</b>

# Explore Butte County

## Profit & Loss

### January through August 2021

	Jan - Aug 21
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
4000 · Program Income	
4200 · Butte County	735.58
4300 · Chico	308,161.03
4400 · Oroville	86,646.40
<b>Total 4000 · Program Income</b>	<b>395,543.01</b>
4800 · Other Types of Income	
4810 · Interest Income	68.98
4815 · CTA Registrations	348.97
4850 · Non-Lodging Participation	3,700.00
4870 · Visitor Guide Advertising	5,000.00
4820 · Miscellaneous Revenue	260.48
4825 · Credit card points (non-cash)	1,600.00
4800 · Other Types of Income - Other	894.06
<b>Total 4800 · Other Types of Income</b>	<b>11,872.49</b>
<b>Total Income</b>	<b>407,415.50</b>
<b>Cost of Goods Sold</b>	
5000 · 2% Fee	
5200 · 2% Fee - Butte County	14.71
5300 · 2% Fee - Chico	6,163.21
5400 · 2% Fee - Oroville	1,732.93
<b>Total 5000 · 2% Fee</b>	<b>7,910.85</b>
<b>Total COGS</b>	<b>7,910.85</b>
<b>Gross Profit</b>	<b>399,504.65</b>
<b>Expense</b>	
6000 · Sales and Marketing Expense	
6010 · Advertising	49,210.70
6030 · Conferences	99.00
6050 · Creative Services	52,590.11
6070 · Dues and Memberships	2,040.50
6100 · Marketing contracts	
6110 · Advertising Agencies	230,923.00
6120 · Jack Rabbit	5,947.50
6130 · Public Relations expense	6,600.00
6140 · CrowdRiff	21,157.50
<b>Total 6100 · Marketing contracts</b>	<b>264,628.00</b>
6200 · Meals	5.19
6310 · Postage	3,570.81
6320 · Printing	21,563.83
6340 · Public Relations	1,919.74
6350 · Sales and Marketing Exp. -Other	236.50
6360 · Sponsorships	5,250.00
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	90,373.95
6420 · Staffing - Payroll Taxes - Mktg	7,451.77
6430 · Workers comp insurance	1,376.27
6440 · Health insurance	9,405.80
<b>Total 6400 · Staffing - Marketing</b>	<b>108,607.79</b>
6655 · Vehicle Maintenance	47.32
6700 · Website	2,954.96
<b>Total 6000 · Sales and Marketing Expense</b>	<b>512,724.45</b>
6800 · Destination Management Activity	
6810 · CTA Program	280.11

# Explore Butte County

## Profit & Loss

### January through August 2021

	Jan - Aug 21
Total 6800 · Destination Management Activity	280.11
6900 · Zone and Micro-Marketing	
6910 · Chico Zone	18,715.00
6930 · Oroville Zone	3,099.20
Total 6900 · Zone and Micro-Marketing	21,814.20
7000 · Administration Expenses	
7020 · Bank fees	1.00
7025 · Credit card fees	3.20
7030 · Conference, Convention, Meeting	308.96
7050 · Education	1,042.07
7070 · General Administration	471.14
7100 · Insurance	4,707.76
7200 · Meals	6.00
7210 · Membership dues	400.00
7300 · Office supplies	1,150.66
7310 · Postage	163.99
7320 · Printing and Copying	118.97
7330 · Professional fees - Accounting	8,000.24
7360 · Rent/ Office Space	4,365.00
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	18,860.51
7420 · Payroll taxes - admin	1,561.17
7430 · Workers comp insurance	286.01
7440 · Health insurance	1,580.93
Total 7400 · Staffing - Admin	22,288.62
7500 · Subscriptions	1,215.62
7560 · Telephone, Telecommunications	2,374.12
7570 · Travel	1,287.63
7900 · Admin Expense- Other	4.89
Total 7000 · Administration Expenses	47,909.87
Total Expense	582,728.63
Net Ordinary Income	-183,223.98
Other Income/Expense	
Other Expense	
9500 · COVID-19	256.00
Total Other Expense	256.00
Net Other Income	-256.00
Net Income	-183,479.98

# Explore Butte County Profit & Loss Budget Overview

January through August 2021

	Jan - Aug 21	Budget	\$ Over Budget
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
4000 · Program Income			
4200 · Butte County	735.58	4,662.00	-3,926.42
4300 · Chico	308,161.03	386,666.00	-78,504.97
4350 · Gridley	0.00	4,662.00	-4,662.00
4400 · Oroville	86,646.40	123,334.00	-36,687.60
4500 · Paradise	0.00	6,993.00	-6,993.00
<b>Total 4000 · Program Income</b>	<b>395,543.01</b>	<b>526,317.00</b>	<b>-130,773.99</b>
4800 · Other Types of Income			
4810 · Interest Income	68.98		
4815 · CTA Registrations	348.97	3,334.00	-2,985.03
4816 · CTA Renewal Fees	0.00	300.00	-300.00
4850 · Non-Lodging Participation	3,700.00	3,334.00	366.00
4870 · Visitor Guide Advertising	5,000.00	6,666.00	-1,666.00
4885 · Unspent Income from Previous Yr	0.00	206,666.00	-206,666.00
4890 · Zone Marketing from Previous Yr	0.00	134,666.00	-134,666.00
4820 · Miscellaneous Revenue	260.48		
4825 · Credit card points (non-cash)	1,600.00		
4800 · Other Types of Income - Other	894.06		
<b>Total 4800 · Other Types of Income</b>	<b>11,872.49</b>	<b>354,966.00</b>	<b>-343,093.51</b>
<b>Total Income</b>	<b>407,415.50</b>	<b>881,283.00</b>	<b>-473,867.50</b>
<b>Cost of Goods Sold</b>			
5000 · 2% Fee			
5200 · 2% Fee - Butte County	14.71	94.00	-79.29
5300 · 2% Fee - Chico	6,163.21	7,890.00	-1,726.79
5350 · 2% Fee - Gridley	0.00	93.00	-93.00
5400 · 2% Fee - Oroville	1,732.93	2,516.00	-783.07
5500 · 2% Fee - Paradise	0.00	140.00	-140.00
5618 · CTA Renewal paid to Mickey	0.00	200.00	-200.00
<b>Total 5000 · 2% Fee</b>	<b>7,910.85</b>	<b>10,933.00</b>	<b>-3,022.15</b>
<b>Total COGS</b>	<b>7,910.85</b>	<b>10,933.00</b>	<b>-3,022.15</b>
<b>Gross Profit</b>	<b>399,504.65</b>	<b>870,350.00</b>	<b>-470,845.35</b>
<b>Expense</b>			
6000 · Sales and Marketing Expense			
6010 · Advertising	49,210.70	66,666.00	-17,455.30
6020 · Capital Display	0.00	1,000.00	-1,000.00
6030 · Conferences	99.00	3,334.00	-3,235.00
6050 · Creative Services	52,590.11	66,666.00	-14,075.89
6070 · Dues and Memberships	2,040.50	2,666.00	-625.50
6100 · Marketing contracts			
6110 · Advertising Agencies	230,923.00	191,596.00	39,327.00
6120 · Jack Rabbit	5,947.50		
6130 · Public Relations expense	6,600.00	12,000.00	-5,400.00
6140 · CrowdRiff	21,157.50	9,100.00	12,057.50
6150 · Bandwango	0.00	9,666.00	-9,666.00
<b>Total 6100 · Marketing contracts</b>	<b>264,628.00</b>	<b>222,362.00</b>	<b>42,266.00</b>
6200 · Meals	5.19	666.00	-660.81
6310 · Postage	3,570.81	2,666.00	904.81
6320 · Printing	21,563.83	14,666.00	6,897.83
6340 · Public Relations	1,919.74	24,000.00	-22,080.26
6350 · Sales and Marketing Exp. -Other	236.50	4,000.00	-3,763.50
6360 · Sponsorships	5,250.00	4,000.00	1,250.00
6400 · Staffing - Marketing			
6410 · Staffing - Marketing payroll	90,373.95	102,916.00	-12,542.05
6420 · Staffing - Payroll Taxes - Mktg	7,451.77	10,000.00	-2,548.23
6430 · Workers comp insurance	1,376.27	1,200.00	176.27
6440 · Health insurance	9,405.80	10,400.00	-994.20
6450 · Commission CTA Program	0.00	134.00	-134.00
<b>Total 6400 · Staffing - Marketing</b>	<b>108,607.79</b>	<b>124,650.00</b>	<b>-16,042.21</b>
6655 · Vehicle Maintenance	47.32	3,334.00	-3,286.68
6700 · Website	2,954.96	16,000.00	-13,045.04
<b>Total 6000 · Sales and Marketing Expense</b>	<b>512,724.45</b>	<b>556,676.00</b>	<b>-43,951.55</b>
6800 · Destination Management Activity			
6810 · CTA Program	280.11	13,300.00	-13,019.89
6820 · Film Commission	0.00	45,666.00	-45,666.00

No assurance is provided on these financial statements.

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Accrual Basis

# Explore Butte County

## Profit & Loss Budget Overview

January through August 2021

	Jan - Aug 21	Budget	\$ Over Budget
6830 · See Source	0.00	18,334.00	-18,334.00
6840 · Wayfinding Signage	0.00	45,666.00	-45,666.00
<b>Total 6800 · Destination Management Activity</b>	<b>280.11</b>	<b>122,966.00</b>	<b>-122,685.89</b>
6900 · Zone and Micro-Marketing			
6910 · Chico Zone	18,715.00	34,666.00	-15,951.00
6930 · Oroville Zone	3,099.20	8,666.00	-5,566.80
<b>Total 6900 · Zone and Micro-Marketing</b>	<b>21,814.20</b>	<b>43,332.00</b>	<b>-21,517.80</b>
7000 · Administration Expenses			
7010 · Advertising	0.00	500.00	-500.00
7020 · Bank fees	1.00	66.00	-65.00
7025 · Credit card fees	3.20		
7030 · Conference, Convention, Meeting	308.96	3,334.00	-3,025.04
7050 · Education	1,042.07	3,334.00	-2,291.93
7060 · Filing fees/ taxes	0.00	66.00	-66.00
7070 · General Administration	471.14	6,666.00	-6,194.86
7100 · Insurance	4,707.76	4,000.00	707.76
7200 · Meals	6.00	833.00	-827.00
7210 · Membership dues	400.00	1,666.00	-1,266.00
7300 · Office supplies	1,150.66	1,600.00	-449.34
7310 · Postage	163.99	334.00	-170.01
7320 · Printing and Copying	118.97	666.00	-547.03
7330 · Professional fees - Accounting	8,000.24	12,000.00	-3,999.76
7340 · Professional fees - Legal	0.00	2,310.00	-2,310.00
7350 · Promotion	0.00	66.00	-66.00
7360 · Rent/ Office Space	4,365.00	5,600.00	-1,235.00
7400 · Staffing - Admin			
7410 · Staffing - Admin Payroll	18,860.51	14,297.00	4,563.51
7420 · Payroll taxes - admin	1,561.17	1,866.00	-304.83
7430 · Workers comp insurance	286.01	200.00	86.01
7440 · Health insurance	1,580.93	1,600.00	-19.07
<b>Total 7400 · Staffing - Admin</b>	<b>22,288.62</b>	<b>17,963.00</b>	<b>4,325.62</b>
7500 · Subscriptions	1,215.62	7,334.00	-6,118.38
7560 · Telephone, Telecommunications	2,374.12	2,440.00	-65.88
7570 · Travel	1,287.63	4,167.00	-2,879.37
7900 · Admin Expense- Other	4.89	4,000.00	-3,995.11
<b>Total 7000 · Administration Expenses</b>	<b>47,909.87</b>	<b>78,945.00</b>	<b>-31,035.13</b>
<b>Total Expense</b>	<b>582,728.63</b>	<b>801,919.00</b>	<b>-219,190.37</b>
<b>Net Ordinary Income</b>	<b>-183,223.98</b>	<b>68,431.00</b>	<b>-251,654.98</b>
Other Income/Expense			
Other Expense			
9500 · COVID-19	256.00		
<b>Total Other Expense</b>	<b>256.00</b>		
<b>Net Other Income</b>	<b>-256.00</b>	<b>0.00</b>	<b>-256.00</b>
<b>Net Income</b>	<b>-183,479.98</b>	<b>68,431.00</b>	<b>-251,910.98</b>

Present: Analise, Katy, Linda, Jen, Carolyn

1. Louie Vermeil - The EBC Board approved the \$3,000 participation/sponsorship item.
  - a. \$1,000 will be a monetary sponsorship and we will staff the EBC booth on the Saturday during wine tasting.
    - i. Carolyn will be there. Linda and Jen both mentioned they may also be available to attend.
  - b. \$2,000 will be used to create a Chico-centric swag bag for the award dinner on Friday night.
    - i. 200 bags
      1. EBC Adventure Guide
      2. EBC sticker
      3. Chico sticker
      4. Bidwell Park maps
      5. New co-branded Chico and EBC Klean Kanteen
      6. Bag of local almonds (Maisie Janes?)
      7. Newly created rack card with QR codes on more things to do in Chico - Analise to start this
      8. Downtown Chico brochure
      9. And other goodies . . .
2. Non-agendized, but discussion about Bidwell Park signage.
  - a. EBC is working to finalize the design of the swimming hole signage and get that over to metal works.
  - b. In addition to the signage, a "sponsored by" aluminum sign will be installed with a QR code leading back to EBC's website.
  - c. EBC is also working to finalize aluminum signage of a larger Bidwell Park map to be placed on all of the kiosks in Bidwell Park to help those unfamiliar understand the sanctioned trails from parking lots/trailheads.
3. Committee agreed that there is a need for a Chico-specific project person to do a lot of things. Denero commented that one person to do all of the things we want may not be feasible. Committee will need to do more work to determine priorities, structure, budget and oversight of this person.
4. Additional projects:
  - a. The City of Chico will be working with DCBA to bring an ice skating rink to the City Plaza this winter.
    - i. Currently there is not a marketing plan in place.
    - ii. Recommendation that zone marketing be allocated to marketing the attraction during the season.
  - b. No other discussion for projects.



**Explore Butte County Huddle  
Brand Update SOW  
May 21, 2021**

Scope of Work: Explore Butte County Brand Update

1. Completed Discovery and Brand Elements to Be Included in Evaluation:
  - a. Current Brand Elements, Including Color Pallet and Fonts
  - b. Tone and Voice Expressions
  - c. Brand Awareness Research - Internal and External Participants
  
2. New Discovery to Include:
  - a. Marketing Name Confirmation. Explore Butte County, Visit Butte County or Other
  - b. Expansion or Modification of Color Pallet
  - c. Expansion or Modification of Font Styles and Use
  - d. Expansion or Modification of Tone and Voice
  - e. Creation of Key Brand Messages
  
3. Project Deliverables:
  - a. Inclusive Brand Discovery Process - Key Stakeholders of EBC and PCo Team
  - b. New Brand Logo
  - c. Comprehensive Brand Style Guide, including proper use of:
    - i. Logo
    - ii. Fonts
    - iii. Colors
    - iv. Tone and Voice
    - v. Key Brand Messages
  - d. Presentation of New Brand Style Guide to Key Stakeholders




## Process Milestones:

1. Kick-Off:
  - a. Marketing Committee Kick-Off
2. Initial Discovery
  - a. PCo Internal Working Session/Initial Observations: Gather existing materials/research
  - b. EBC Share Research/Relevant Documents, Information
  - c. PCo/EBC Leadership Discussion
  - d. PCo Discovery: Review Existing Materials, Competitive
  - e. PCo Internal Working Session: Prepare Initial Discovery Findings/Initial Recommendations
  - f. PCo/EBC Executive Director Discussion - Initial Recommendations
  - g. PCo/EBC Key Stakeholders Discussion - Initial Recommendations
3. Brand Update
  - a. PCo Creative/Content Build
  - b. PCo/EBC Executive Director Discussion - Draft Creative
  - c. PCo Creative/Content Revisions
  - d. PCo/EBC Key Stakeholders Discussion - Recommended Creative
  - e. PCo Revisions and Final Preparations
  - f. PCo/EBC Executive Director Discussion - Revised/Final Creative
  - g. PCo/EBC Key Stakeholders Discussion - Final Creative, if needed
4. Creative Production
  - a. Creative Production of Content/Design Elements of Style Guide
  - b. PCo/EBC Executive Director Discussion - Draft Guide
  - c. PCo/EBC Key Stakeholders Discussion - Final Guide Presentation
  - d. PCo Creative Asset Production
5. Asset Management/Creative Distribution
  - a. Create Single Source for New Assets
  - b. Asset Management.
    - i. Archive old/existing executions.
    - ii. Distribute New Brand Identity in all executions.
  - c. Asset Audit. Confirm Brand Update is complete.

## Budget:

[https://docs.google.com/spreadsheets/d/1F\\_YgmsCjhhT4t7BAo4cLLoiPyYe-ZY5S3WB-IUhZjAE/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1F_YgmsCjhhT4t7BAo4cLLoiPyYe-ZY5S3WB-IUhZjAE/edit?usp=sharing)

		Brand Estimate						
Project Milestone		Itemized Description	Hard/Fixed Costs	Hours	Rate	Costs	Notes	Milestone Tracker
Scope of Work: Explore Butte County Brand Update								
SOW/Elements:								
	Brand Awareness Research - Internal and External Participants	Current Brand Elements, Including Color Pallet and Fonts	Tone and Voice Expressions					
New Discovery to Include:								
	Marketing Name Confirmation. Explore Butte County, Visit Butte County or Other	Expansion or Modification of Color Pallet	Expansion or Modification of Font Styles and Use	Expansion or Modification of Tone and Voice	Creation of Key Brand Messages			
Project Deliverables:								
	Inclusive Brand Discovery Process - Key Stakeholders of EBC and PCo Team	New Brand logo, Fonts, Color Updates	Comprehensive Brand Style Guide, including proper use/presentation.	Key Brand Messages including Tone and Voice				
Process Milestones:								
Kick-Off:								
	<b>Marketing Committee Kick-Off</b>			32.00	\$135	\$4,320	In-person/Live Meeting	
	Initial discussion about Brand Evolution with Key Stakeholders/plus Prep							
Initial Discovery				107.00	\$135/Meeting Cost	\$15,065		
	PCo Internal Working Session/Initial Observations: Gather existing materials/research							
	EBC Share Research/Relevant Documents, Information			EBC Staff/Internal	\$0	\$0		
	Leadership Meeting Prep							
	<b>PCo/EBC Leadership Discussion</b>							
	PCo Discovery: Review Existing Materials, Competitive							
	PCo Internal Working Session: Prepare Initial Discovery Findings/Initial Recommendations							
	<b>PCo/EBC Executive Director Discussion - Initial Recommendations</b>							
	<b>PCo/EBC Key Stakeholders Discussion - Initial Recommendations</b>							
Brand Update				104.00		\$13,400		
	PCo Creative/Content Build							
	<b>PCo/EBC Executive Director Discussion - Draft Creative</b>							
	PCo Creative/Content Revisions							
	<b>PCo/EBC Key Stakeholders Discussion - Recommended Creative</b>							
	PCo Revisions and Final Preparations							
	<b>PCo/EBC Executive Director Discussion - Revised/Final Creative</b>							
	<b>PCo/EBC Key Stakeholders Discussion - Final Creative, if needed</b>							
Creative Production				120.00		\$16,640		
	Creative Production of Content/Design Elements of Style Guide							
	<b>PCo/EBC Executive Director Discussion - Draft Guide</b>							
	<b>PCo/EBC Key Stakeholders Discussion - Final Guide Presentation</b>							January 2022
	PCo Creative Asset Production							
Asset Management/Creative Distribution				5.00	\$135	\$675		
	Create Single Source for New Assets							
	Asset Management.				EBC/In-house	\$0		
	Archive old/existing executions.				EBC/In-house	\$0		
	Distribute New Brand Identity in all executions.				EBC/In-house	\$0	No incremental PCo time, included in production of new art/project.	
	Asset Audit. Confirm Brand Update is complete.				EBC/In-house	\$0		



Brand Estimate								
Project Milestone		Itemized Description	Hard/Fixed Costs	Hours	Rate	Costs	Notes	Milestone Tracker
						\$50,100		
Notes:	Estimates based on proposed time. Time savings will be passed on to clients at actual time spent.							
	In-Person Cost Breakdown							
		2 PCO Staff @ Meeting		16.00	\$135	\$2,160		
		Creative Director		8.00	\$135	\$1,080		
		Travel/Hardcosts (mileage)	\$250			\$0	\$260	
					\$3,500		Brand Team: In-Person Meeting Estimate	
							Brand Team: Lori, Shelly, Lucho. Paris to join via Zoom as needed.	

## 1. Program/Project Description (How will this address the issue described above)

COVID-19 has negatively impacted the travel and tourism industry more than any other industry in California. In Butte County, the direct economic impacts of travel spending had steadily increased year over year since 2015. In 2019, the total direct destination spending in Butte County was \$338.7 million; in 2020 it was only \$175.4 million, a 48.2% decrease (\$163.3 million less than the previous year). One-time ARPA funds can be used to support various strategies to elevate Butte County as a visitor destination and increase the reach of planning and programming already established by Explore Butte County (EBC). This proposal includes investment in traditional advertising for brand awareness, event support for visitation and job retention/creation, and infrastructure investment.

Program content and milestones:

1. Leverage paid and earned media relationships through Visit California (VCA), the State's Tourism Organization, in order to broaden EBC's audience and reach for travel and tourism. Increased exposure will lead to increased visitation and more spending at our hotels, restaurants, gas stations, special events, etc., all leading to positive economic impact.
  - a. Objective: to evaluate and invest in programs offered by VCA that will allow the tourism brand for Butte County to be elevated to new audiences in order to stay competitive in the tourism space for economic recovery.
  - b. Desired Outcomes: to see an increased interest in Butte County through evaluation of key performance indicators like: increased traffic (from new markets) to the EBC website, increased requests for Adventure Guides (lead generation), increases in earned media placements (positive stories about Butte County), and increases in event activation and participation.
  - c. Plan: to invest in print and digital advertising targeted to active travel intenders leveraging VCA's partnerships for added media value for discounted rates to increase impressions and click-thru rates to EBC's website and/or social channels. In future years, to host vetted travel media as requested by VCA to secure positive news stories in national and international publications on-line and in print.
  - d. Specific programming:
    - i. Print: purchase a full-page ad in the annual California Visitor Guide for the next 3 years. The publication reaches more than 50,000 people annually and leads to thousands of leads for EBC with requests for more information about the destination.
    - ii. Digital: spaced across the next 2 years, digital creative will be developed and deployed with VCA partners to both owned and retargeted audience lists to drive traffic to the EBC website and encourage visitation while increasing brand awareness.

- iii. Hosted media: respond to media and travel writer requests from VCA of vetted writers who will experience and then write about the area for increased positive media exposure.
- 2. Work with all Butte County jurisdictions to create a wayfinding signage master plan that can be adopted community-wide for a continuation and unification of the region's brand to ultimately lead to lasting impressions on visitors.
  - a. Objective: to work with stakeholders from all jurisdictions to evaluate need for wayfinding signage, with travel and tourism as the central theme for moving people around the county. Once stakeholders are invested, hire a firm to evaluate the area and create a master plan to address travel and tourism needs. Then, deliver the plan to jurisdictions that will utilize the plan for updating current signage and implementing new signage. Finally, EBC expects to have funds from this line item to use with another \$65,000 already set aside by the organization to start implementing the signage plan.
  - b. Desired Outcomes: a county-wide wayfinding signage master plan utilized by all jurisdictions and implementation of part of the plan with money already set aside by EBC, all leading to a more cohesive look and feel for travel and tourism.
  - c. Plan:
    - i. Work with all jurisdictions for plan evaluation and needs.
    - ii. Research and create RFP for master plan creation.
    - iii. Award funds and start destination evaluation.
    - iv. Review findings and recommendations with all stakeholders; again, keeping travel and tourism at the forefront of this effort.
    - v. After all stakeholders have weighed in on wants, design and usage will be outlined in a delivered report for adoption and implementation.
    - vi. All jurisdictions will be given the master plan and asked to work within those parameters for updating signage and new signage moving forward.
    - vii. Based on cost, partners and plan, use ARPA funds to implement some of the signage as outlined. (Could be one small project, trail signage, gateway - all dependent on cost and partners.)
    - viii. EBC may use the \$65,000 of their budget toward this specific project, or use those funds for matching for jurisdictions who want to apply for additional funding.
- 3. Create a grant program to support Butte County events that have suffered due to cancelations or postponement due to COVID.
  - a. Objective: Create a program to support the community and visitor-serving events that have lost revenue and are in danger of losing staff because of continued uncertainty of COVID. Special events create specific moments in

time to invite visitors to experience the community and in turn, those visitors spend money in hotels, at restaurants, and in shops.

- b. Desired Outcomes: a user-friendly grant application used by local event-planner/organizers, who will use the funds toward the production of a Butte County event that has proven to serve visitors as well as the community. By creating these funds, events continue to be produced and jobs would not be lost.
- c. Plan:
  - i. Create an easy-to use grant application that takes into account the event, the event organizer, and the event's goals for supporting the community and/or visitors.
  - ii. An ad-hoc committee will review the applications on a first-come, first-served basis and grant funds as appropriate.
  - iii. Considerations for granting funds would include:
    - 1. Age of the event
    - 2. Number of expected attendees
    - 3. Percentage of local vs. out of area visitors
    - 4. Ticketed vs. non-ticketed event
    - 5. What the funds will be used for
  - iv. EBC will work with the event organizers to add leveraged media opportunity and gather information about past attendance compared to current year attendance as well as get a better understanding of the event-goer audience.
  - v. As an intermediary organization, EBC will also provide as many resources to the grantee as possible, to help with marketing if requested.

## **2. Program/Project Purpose (Describe the need and/or problem to be solved)**

The travel and tourism industry was the hardest hit due to the pandemic. This includes restaurants, retail stores, gas stations, special events, special districts and their revenues, and it also takes into account the people who work in those industries.

Though data shows that our lodging community was not as impacted as in regions who rely on conventions or large events to support their community, we do see that those who were staying on our hotels during the pandemic spent almost 38% less on accommodations, food service, groceries, arts, entertainment & recreation and retail than in the previous year. Visitors spent 54% less on food service, 65% less on transportation and gas, 54% less on arts, entertainment & recreation, and 60% less on retail sales, all compared to the previous year.

The direct negative impacts mean more than just revenues, they also meant a loss of 930 jobs.

The programs outlined in this proposal identify multiple projects that can offset the negative impacts of COVID for the travel and tourism industry. They will elevate the destination, clearly define a desire to invite visitors, and protect jobs.

**3. Program/Project Timeline (Describe the timeline. Include timelines such as grant submission dates, program/project decision points, etc.)**

1. VCA partnership in advertising
  - a. Implementation could begin as early as the fall of 2021 with results and on-going advertising benefitting Butte through December of 2024.
  - b. Print will be long-lasting, with new creative each January of 2022, 2023, 2024. All leads will be followed up upon in all years.
  - c. Digital will be used where there is the best value and benefit, beginning in 2021 and ending in 2023.
  - d. Hosting media would begin in FY 22/23 and could roll through the end of December 2024 depending on requests and demands.
2. Wayfinding Master Plan
  - a. Phased approach with internal work beginning early 2022.
  - b. Final plan expected spring of 2023.
  - c. Installation of some signage completed by spring of 2024.
3. Event support
  - a. Grant procedure built and available by January 2022.
  - b. Grants will be distributed annually through the end of 2024.

**4. Personnel Impacts (If applicable list if these are new or existing positions and the type and term of the positions that will be funded through the program/project)**

No expectation of additional County staff time, however these projects will require incremental time to EBC's already established work load. EBC will be requesting a 5% administrative + 1% reporting fee. At a total of 6% fee this is still significantly less than the cost for hiring a staff person or agency to do this work.

**5. Does this Program/Project need to happen in FY 21/22 or can it be done in future years?**

For the sake of staffing and most long-lasting positive economic impact, work on various components of this project would begin immediately and be systematically rolled out over the 2022-2024 calendar years.

**6. ARPA Funding Category: 2.11 Aid to Tourism, Travel, or Hospitality**

## 7. Total Proposal Cost/Funding

[See Attachment A.](#)

If you do not receive ARPA money, will you move forward with the project? If yes, how do you intend to pay for it?

1. VCA Partnership
  - a. EBC will continue to work with VCA to leverage any and all opportunities we can afford. At the most, a small advertisement in the annual California Visitor Guide will be paid for by EBC by working with other partners to cover the cost.
  - b. The digital campaigns will not happen.
  - c. Hosting media at the level at which we've proposed will not happen. Public relations budgets will allow for local media to be hosted.
2. Wayfinding Signage Master Plan
  - a. If ARPA funds are not received a master plan will not be created.
  - b. EBC would use the \$65,000 to work on small signage programs around the county, specifically focused on trails only. There would be no consistency, but some signage would be built and installed.
3. Event Support
  - a. If not funded by ARPA this program will not exist.

**8. This is a one time expense.**

## 9. Action Requested

- Commit \$600,000 in American Rescue Plan Act funds for the consolidated tourism promotion project; and
- Approve budget adjustment (% vote required) for any funding requested in the 21/22 fiscal year.



Proposed Project/Program Budget	FY 2021-22		FY 2022-23		FY 2023-24		FY 2024-25		Total Budget
Expenses									
VCA Annual Visitor Guide - print	\$	35,000.00	\$	40,000.00	\$	40,000.00	\$	-	\$ 115,000
VCA Visitor Guide creative	\$	3,000.00	\$	5,000.00	\$	5,000.00	\$	-	\$ 13,000
VCA What If digital programming	\$	30,000.00					\$	-	\$ 30,000
VCA What If creative	\$	2,500.00					\$	-	\$ 2,500
VCA Digital Co-op / Newsletter	\$	12,000.00	\$	12,000.00			\$	-	\$ 24,000
VCA Digital Co-op creative	\$	3,000.00	\$	3,000.00			\$	-	\$ 6,000
VCA Hosting Familiarization Trip			\$	23,000.00	\$	20,500.00	\$	-	\$ 43,500
Wayfinding Phase 1	\$	35,000.00					\$	-	\$ 35,000
Wayfinding Phase 2			\$	100,000.00			\$	-	\$ 100,000
Wayfinding Creation					\$	50,000.00	\$	-	\$ 50,000
Event Support - Grants	\$	25,000.00	\$	50,000.00	\$	70,000.00	\$	-	\$ 145,000
	\$	-	\$	-	\$	-	\$	-	\$ -
Administrative Costs	\$	12,000.00	\$	10,000.00	\$	8,000.00		\$	30,000
Reporting Costs	\$	2,000.00	\$	2,000.00	\$	2,000.00	\$	-	\$ 6,000
Total Expenses	\$	159,500	\$	245,000	\$	195,500	\$	-	\$ 600,000
Non-ARPA Revenues									
N/A	\$	-	\$	-	\$	-	\$	-	\$ -
Total Non-ARPA Revenues	\$	-	\$	-	\$	-	\$	-	\$ -
ARPA Funding Request*	\$	159,500	\$	245,000	\$	195,500	\$	-	\$ 600,000
TOTAL	\$	159,500	\$	245,000	\$	195,500	\$	-	\$ 600,000



## City Council Agenda Report

Meeting Date: August 3, 2021

TO: City Council

FROM: Mark Orme, City Manager

RE: Consideration of American Rescue Plan Economic Recovery Programs

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### REPORT IN BRIEF:

On June 8, 2021, the Chico City Council conceptually approved the utilization of American Rescue Plan Coronavirus Local Fiscal Recovery Funds toward several programs related to economic recovery. Staff has developed details around the conceptually approved programs and is requesting Council consideration of each program. If Council is in agreement with the details as proposed, staff will come back at a future meeting with the necessary Supplemental Budget Appropriations before proceeding with the next steps in implementation.

### RECOMMENDATION:

The City Manager recommends the City Council review the details of the proposed economic recovery programs and provide further direction.

### FISCAL IMPACT:

The total allocation to the City of Chico from the American Rescue Plan (ARP) is \$22,118,301, of which the City Council has allocated \$1,750,000 for economic recovery programs.

### BACKGROUND & DISCUSSION:

The American Rescue Plan (ARP) Coronavirus Local Fiscal Recovery Fund provides funds to local jurisdictions to assist with the impacts of the COVID-19 pandemic. On June 8, 2021, City staff provided the City Council details on the allowable uses of the funds per the US Treasury's Interim Final Rule, and outlined potential projects that could be considered for implementation utilizing these one-time funds.

One of the eligible uses of the ARP is to offset the economic impacts the pandemic had on the community. Specifically, funds may be used: "To respond to public health emergency or its negative economic impacts, including assistance to households, small businesses, and nonprofits, or aid to impacted industries such as tourism, travel, and hospitality". Based on this, staff developed a list of potential projects and programs that would utilize the one-time American Rescue Funds in such a way as to create long lasting impacts for our community. The chart below summarizes the request. Attachments A-C provide details on each of the proposed programs including program summary, program elements, and implementation plan.

Program Title	Amount	Attachment #
City Tourism	\$250,000	A
Downtown Parklet Development	\$300,000	B
Building Enhancement Program	\$200,000	C
Small Business Support	\$1,000,000	N/A
<b>TOTAL</b>		<b>\$1,750,000</b>

There is no information currently being presented as it relates the Small Business Support Program at this time. City staff is waiting for the results of a County study that is being prepared by 3CORE related to the current needs of local businesses. A Small Business Assistance Program outline will be provided to the City Council as soon possible after the results of the study are received.


#### **CONCLUSION:**

The City Manager recommends the City Council review and consider the attached information and give further direction as to next steps on the creation of programs for economic recovery to be funded through ARP.

**Prepared by:**

  
Jennifer Macarthy,  
Deputy City Manager

**Recommended and Approved by:**

  
Mark Orme,  
City Manager

#### **ATTACHMENTS:**

Attachment A – Chico Tourism Program  
Attachment B – Downtown Parklet Improvement Program  
Attachment C – Building Enhancement Program

## **Attachment A**

### **City of Chico City Tourism Program**

#### **Program Summary**

The City of Chico City Tourism Program is funded through the American Rescue Plan Act of 2021 Coronavirus Local Fiscal Recovery Fund. The American Rescue Plan recognizes that certain industries such as tourism, travel, and hospitality were disproportionately and negatively impacted by the COVID-19 public health emergency.

The City of Chico Tourism Program is designed to increase targeted City of Chico tourism marketing in an effort to offset the impacts the pandemic had on local businesses supported directly and indirectly from tourism and travel. This includes hotels, restaurants, retail establishments, and recreation-related businesses.

The program will create additional awareness of the City of Chico as a destination for tourism, recreation, and business travel. Marketing efforts of City of Chico Tourism Program will be done cooperatively with Explore Butte County (the countywide Tourism Business Improvement District – TBID) in a manner to expand upon the marketing success of the TBID while at the same time creating a unique brand and strategy for Chico-based tourism.

#### **Program Elements**

A \$250,000 Chico tourism and marketing campaign will be created and implemented including such elements as:

- Development of a brand identity and logo for Chico tourism,
- Website development or modifications, upgrades, and integration with existing “Choose Chico” website,
- Creation of tourism collateral (i.e. update to Chico Bike Map, Chico attraction rack cards)
- Video creation,
- Creation of a content and communication plan for tourism asset deployment, and
- Implementation of a social media marketing campaign.

#### **Program Implementation**

City staff proposes entering into an Agreement with Explore Butte County for the design and implementation of the program. While the City will take the lead on scope development and creative decisions related to the engagement, working with Explore Butte County will allow for utilization of shared assets, cooperative branding and direct connection to local hoteliers.

**Bylaws of  
Explore Butte County  
A California Nonprofit Mutual Benefit Corporation**

**ARTICLE I**

**NAME AND PRINCIPAL OFFICE**

The name of the corporation is Explore Butte County ("Corporation"). The principal office for the transaction of the affairs and activities of this corporation shall be located in the County of Butte. The Board of Directors may change the location of the principal office.

**ARTICLE II**

**PURPOSE**

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

**ARTICLE III**

**LIMITATIONS**

**Section 1: Assets.** This Corporation is not organized, nor shall it be operated, for pecuniary gain or profit, and it does not contemplate the distribution of gains, profits or dividends of its Directors and is organized solely for nonprofit purposes. No part of the profits or net income of this Corporation shall ever inure to the benefit of any Director, officer or to any individual.

Upon the dissolution or winding up of the Corporation, after payment of, or provision for payment of, all debts and liabilities of this Corporation, the remaining assets shall be distributed to a nonprofit fund, foundation or corporation which has been formed to provide benefits or services for Butte County and which has established its tax exempt status under §501(c) of the Internal Revenue Code. If no such corporation as described above is in existence at the time of dissolution, then the remaining assets shall be distributed to a nonprofit fund, foundation or corporation, which has established its tax-exempt status under §501(c) of the Internal Revenue Code.

**Section 2: Construction.** Unless the context requires otherwise, the general provisions, rules of construction, and definitions in the California Nonprofit Corporation Law shall govern the construction of these Bylaws. Without limiting the generality of the preceding sentence, the masculine gender includes feminine and neuter, the singular includes the plural, the plural includes the singular, and the term "person" includes both a legal entity and a natural person.

## ARTICLE IV

### MEMBERS

**Section 1: Definitions.** This corporation shall have no members within the meaning of the California Nonprofit Corporation Law, pursuant to Corporation Code §7332(a).

**Section 2: Non-Voting Members.** The Corporation's Board of Directors may, in its discretion, admit individuals to one or more classes of non-voting members; the class or classes shall have such rights and obligations as the Board finds appropriate.

## ARTICLE V

### DIRECTORS

**Section 1: Number.** The corporation shall have nine (9) Directors. Each Director shall have one vote. A reduction in the number of Directors shall not result in any Director's being removed before his or her term of office expires.

**Section 2: Tenure.** Each Director of the corporation shall serve for a term of two years.

**Section 3: Initial Appointment.** The initial members of the Board of Directors shall be appointed by the incorporator of the corporation. The initial Directors shall serve for staggered terms of one or two years. At the first duly constituted meeting of the Board of Directors, the initial Board members shall draw lots to determine their individual terms.

**Section 4: Criteria.** An owner or management group which owns or manages multiple lodging businesses in Butte County may only have one (1) representative on the Board of Directors.

Among the nine (9) Directors:

- A. Three (3) Directors shall be representatives of businesses paying the Butte County Tourism Business Improvement District ("BCTBID") assessment within the City of Chico;
- B. Two (2) Directors shall be representatives of businesses paying the BCTBID assessment within the City of Oroville;
- C. One (1) Director shall be a representative of a business paying the BCTBID assessment within the Town of Paradise;
- D. One (1) Director shall be a representative of a business paying the BCTBID assessment within the unincorporated area of the County of Butte, the City of Gridley, or the City of Biggs; and
- E. Two (2) Directors shall be representatives of the community at large with an interest in Butte County's travel and tourism industry.

**Section 5: Annual Election.** Election of Directors shall take place at the annual meeting of the corporation. A call for nominations shall be sent to lodging businesses paying the BCTBID assessment. A nomination committee shall seek nominees and confirm their eligibility.

Directors shall be elected by the Board.

**Section 6: Powers.** Subject to the provisions and limitations of the California Nonprofit Mutual Benefit Corporation law, the provisions of the BCTBID Management District Plan, and any other applicable laws, and subject to any limitations of the Articles of Incorporation and these Bylaws, the corporation's activities and affairs shall be managed, and all corporate powers shall be exercised by, or under the direction of, the Board.

**Section 7: Specific Powers.** Without prejudice to the general powers set forth in Article V, Section 6 of these Bylaws, but subject to the same limitations, the Board shall have the power to do the following:

- A. Appoint and remove, at the pleasure of the Board, all corporate officers, agents, and employees; prescribe powers and duties for them as are consistent with the law, the Articles of Incorporation, and these Bylaws; fix their compensation; and require from them security for faithful service.
- B. Change the principal office or the principal business office in the County of Butte from one location to another; cause the corporation to be qualified to conduct its activities in any other state, territory, dependency, or country; conduct its activities in or outside California; and designate a place in the County of Butte for holding any meeting of the Board.
- C. Borrow money and incur indebtedness on the corporation's behalf and cause to be executed and delivered for the corporation's purposes, in the corporate name, promissory notes, bonds, debentures, deeds of trust, mortgages, pledges, hypothecations, and other evidence of debt and securities.

**Section 8: Occurrence of Vacancies.** A vacancy or vacancies on the Board shall occur in the event of:

- A. The death, removal or resignation of any Director; or
- B. The declaration by resolution of the Board of a vacancy in the office of a Director who has been convicted of a felony, declared of unsound mind by a court order, or found by final order or judgment of any court to have breached a duty arising under Corporations Code §7238, the BCTBID Management District Plan, or other applicable laws; or
- C. An increase in the authorized number of Directors; or
- D. The failure of an election to elect the number of Directors required to be elected in that election; or
- E. A Director missing three regular meetings in a row and an affirmative vote by the remaining Directors to remove the absent Director; or
- F. A Director no longer meeting the criteria in Section 4 of this Article.

**Section 9: Filling Vacancies.** Vacancies on the Board may be filled by approval of the Board, or if the number of Directors then in office is less than a quorum, by either:

- A. The affirmative vote of a majority of Directors then in office at a meeting held according to the notice provisions of these Bylaws and the Ralph M. Brown Act; or
- B. A sole remaining Director.

**Section 10: Resignation of Directors.** Any Director may resign by giving written notice to the chair of the Board, if any, or to the President or the Secretary of the Board. The resignation shall be effective when the notice is given unless it specifies a later time for the resignation to become effective. If a Directors' resignation is effective at a later time, the Board may elect a successor to take office as of the date when the resignation becomes effective.



**Section 11: Removal of Directors.** Any Director may be removed, with or without cause, by the vote of the majority of the entire Board of Directors at a special meeting called for that purpose, or at a regular meeting, provided that notice of that meeting and of the removal questions are given as provided in Article VI.

**Section 12: Compensation and Reimbursement.** Directors shall serve as volunteers and shall not be compensated. Directors may be reimbursed for expenses, as the Board may establish by resolution to be just and reasonable to the corporation at the time that the resolution is adopted.

**Section 13: Advisors.** The Board may designate individuals to serve as advisors to the Board. There will be two (2) types of Advisors: General Advisors and Jurisdiction Advisors. Advisors will receive notice of meetings in the same manner as Directors but will not be considered Directors for any purpose including voting.

Advisors shall serve for a term of one (1) year and may be removed by the Board at any time. Advisors shall be voted on by the Board of Directors at the annual meeting. General Advisors will be a representative from their place of business' location or from their service area. Jurisdiction Advisors will be a non-elected representative from each incorporated jurisdiction (local governmental agency) within Butte County representing that jurisdiction's interest in travel and tourism and economic development. Advisors shall be removed from their position by missing three (3) consecutive regular meeting; they can send a representative in their stead. There shall be no more than ~~two-three~~ (32) Advisors per TBID member jurisdiction from -Oroville, Chico, and Paradise, and no more than ~~twoone~~ (24) Advisors per TBID member jurisdictions from Biggs, Gridley, and -Unincorporated Butte County. Only one (1) Advisor position representing each jurisdiction can be from that jurisdiction's government.

Advisors can join any one of the Advisory Committees unless expressly disallowed. As a member of a committee they will have the right to vote, at the committee level, on the recommendation of the committee.

Advisors may be called upon if a vacancy occurs on the Board of Directors.

## ARTICLE VI

### MEETINGS

**Section 1: Annual Meeting.** The annual meeting of the corporation shall be held at such time in March as the Board may fix from time to time. At the annual meeting, Directors shall be elected and other business may be transacted, subject to the provisions of these Bylaws. Notice of the annual meeting shall be posted at least seventy-two hours prior to the meeting in a publicly accessible location and on the Corporation's website, in accordance with the requirements of the Ralph M. Brown Act. Each notice shall state the general business to be transacted, and the day, time and place of the meeting.

**Section 2: Board of Directors Regular Meetings.** The Board shall meet quarterly on dates agreed upon by the Board. Notice of regular meetings shall be posted at least seventy-two hours prior to the meeting in a publicly accessible location, and on the corporation's website, if any, in accordance with the requirements of the Ralph M. Brown Act. Each such notice shall state the general business to be



transacted, and the day, time and place of the meeting. Business may be transacted at any regular meeting of the Board in accordance with the requirements of the Ralph M. Brown Act.

**Section 3: Board of Directors Special Meetings.** Special meetings of the Board may be called by the President or any three Directors. Notice of special meetings shall be given to each Director stating the time, place, and business to be discussed at least twenty -four hours before the time of the meeting specified in the notice. Notice shall be delivered to the Board personally or by any other means pursuant to Government Code §54956. Notice shall also be posted at least twenty-four hours prior to the meeting in a publicly accessible location, and on the corporation's website, if any, in accordance with the requirements of the Ralph M. Brown Act.

**Section 4: Notice of Meetings.** Notice of all meetings will be given in accordance with the provisions of the Ralph M. Brown Act, Government Code §54950 et. seq. The noticing provisions in these Bylaws shall be subject to any amendments of the Ralph M. Brown Act.

**Section 5: Place of Meetings.** All meetings of the corporation shall be held at such location in the County of Butte as may be determined by the Board.

**Section 6: Telephonic Appearance.** Teleconferencing, as authorized by §54953 of the Ralph M. Brown Act may be used for all purposes in connection with meetings. All requests for a telephonic appearance must be made to the President of the Board at least 72 hours in advance. Board Advisors can make the same request of the President. All votes taken during a teleconferenced meeting shall be by roll call. If teleconferencing is used, the Board shall post the agenda at all teleconference locations and conduct teleconference meetings in a manner that protects the statutory and constitutional rights of the parties or the public appearing before the Board. Each teleconference location shall be identified in the notice and agenda of the meeting, and each teleconference location shall be accessible to the public. During the teleconference, at least a quorum of the members of the Board shall participate from locations within the boundaries of Butte County. The agenda shall provide an opportunity for members of the public to address the legislative body directly pursuant to §54954.3 at each teleconference location.

**Section 7: Quorum.** At any meeting of the Board, five (5) of the Directors of the Board shall constitute a quorum. If less than a quorum is present at a meeting, a majority of the Directors present may adjourn the meeting from time to time without further notice other than announcement at the meeting, until a quorum shall be present. There shall be no voting by proxies or voting by absentia.

## ARTICLE VII

### OFFICERS

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

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

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

**Section 4: Removal of Officers.** Without prejudice to the rights of any officer under an employment contract, the Board may remove any officer with or without cause.

**Section 5: Resignation of Officers.** Any officer may resign at any time by giving written notice to the Board. The resignation shall take effect on the date the notice is received or at any later time specified in the notice. Unless otherwise specified in the notice, the resignation need not be accepted to be effective. Any resignation shall be without prejudice to any rights of the corporation under any contract to which the officer is a party.

**Section 6: Vacancies in Office.** A vacancy in any office because of death, resignation, removal, disqualification, or any other cause shall be filled in the manner prescribed by these Bylaws for normal appointments to that office. However, vacancies need not be filled on an annual basis.

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

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

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

- A. The Secretary shall keep or cause to be kept, at the corporation's principal office or such other place as the Board may direct, a book of minutes of all meetings, proceedings, and actions of the Board, and of committees of the Board. The minutes of meetings shall include the time and place that the meeting was held; whether the meeting was annual, general, or special, and if special, how authorized; the notice given; the names of persons present at Board and committee meetings; and any action taken and the vote or abstention on that action of each Director present for the action.
- B. The Secretary shall keep or cause to be kept, at the corporation's principal office, a copy of the Articles of Incorporation and Bylaws, as amended to date.
- C. The Secretary shall keep or cause to be kept, at the corporation's principal office or at a place determined by resolution of the Board, a record of the Corporation's Directors, showing each Director's name, address, and business represented.
- D. The Secretary shall give, or cause to be given, notice of all meetings that these Bylaws require to be given. The Secretary shall keep the corporate seal, if any, in safe custody and shall have such other powers and perform such other duties as the Board or the Bylaws may require.

- E. The Secretary shall maintain, or cause to be maintained, the corporation's records in accordance with the requirements of the California Public Records Act, Government Code §6250 et seq.

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

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

**Section 11: Contracts with Directors.** A mere common Directorship does not constitute a material financial interest within the meaning of this Section. No contract or other transaction between the Corporation and one or more of its Directors, or between the Corporation and any domestic or foreign corporation, firm or association in which one or more of the Corporation's Directors has a material financial interest, is either void or voidable because such Director or Directors or such other corporation, business corporation, firm or association are parties or because such Director or Directors are present at the meeting of the Board or a Committee thereof which authorizes, approves or ratifies the contract or transaction if:

- A. The material facts as to the transaction and as to such Director's interest are fully disclosed or known to the Board of Directors and such contract or transaction is approved by the Board of Directors in good faith, with any membership owned by any interested Director not being entitled to vote thereon;
- B. The material facts as to the transaction and as to such Director's interest are fully disclosed or known to the Board or Committee, and the Board or Committee authorizes, approves, or ratifies the contract or transaction in good faith by a vote sufficient without counting the vote of the interested Director or Directors and the contract or transaction is just and reasonable as to the Corporation at the time it is authorized, approved or ratified; or
- C. As to contracts or transactions not approved as provided in A or B above, the person asserting the validity of the contract or transaction sustains the burden of proving that the contract or transaction was just and reasonable as to the Corporation at the time it was authorized, approved, or ratified.

**Section 12: Loans.** The corporation shall not loan any money or property to, or guarantee the obligation of, any Director or officer of the corporation. The corporation may advance money to a Director or officer for reasonable business expenses, provided that the Director or officer is entitled to reimbursement.

## ARTICLE VIII

## COMMITTEES

**Section 1: Establishment.** The Board, by resolution adopted by a majority of the Directors then in office, may create one or more committees, each consisting of two or more Directors, to serve at the pleasure of the Board. Appointments to committees of the Board shall be by majority vote of the Directors then in office. The Board may appoint one or more Directors as alternate members of such committee, who may replace any absent member at any meeting. Any such committee shall have all the authority of the Board, to the extent provided in the Board resolution, except that no committee may do the following:

- A. Fill vacancies on the Board or any committee of the Board;
- B. Fix compensation of the Directors for serving on the Board or any committee;
- C. Amend or repeal Bylaws or adopt new Bylaws;
- D. Amend or repeal any resolution of the Board that by its express terms is not so amendable or repealable;
- E. Create any other committees of the Board or appoint the members of committees of the Board; or
- F. Expend corporate funds to support a nominee for Director if more people have been nominated for Director than can be elected; or
- G. With respect to any assets held in charitable trust, approve any contract or transaction between this corporation and one or more of its Directors or between this corporation and an entity in which one or more of its Directors have a material financial interest, subject to the approval provisions of Corporations Code §5233(d)(3).

**Section 2: Meetings and Actions of Committees.** Meetings and actions of committees shall be governed by, held, and taken under the provisions of these Bylaws concerning meetings and other Board actions, except that the time for general meetings of committees and calling of special meetings of committees may be set either by Board resolution, or if none, by resolution of the committee. Notice of committee meetings will be given in accordance with the provisions of the Ralph M. Brown Act. Minutes of each meeting shall be kept and shall be filed with the corporate records, and in accordance with the provisions of the California Public Records Act.

The Board may adopt rules for governance of any committee as long as the rules are consistent with these Bylaws. If the Board has not adopted rules, the committee may do so.

**Section 3: Ad Hoc Nominations Committee.** Each year the Board may appoint a Nominations Committee composed of at least three (3) Directors. Nominations for Directors shall be submitted in writing to the Nominations Committee not less than 60 days prior to the Annual Meeting. The recommendations of the Nominations Committee shall be submitted to the Board at least 30 days prior to the Annual Meeting, which recommendations will ensure compliance with Article V, Section 4. Election of Directors shall be conducted at the Annual Meeting.

**Section 4: Advisory Committees.** The Board may establish one or more advisory committees. The members of any advisory committee may consist of directors or advisors. Advisory committees may not exercise the authority of the Board to make decisions on behalf of the corporation, but shall be limited to making recommendations to the Board or the Board's authorized representatives and to implementing Board decisions and policies. Advisory committees shall be subject to the supervision and control of the Board.

## ARTICLE IX

### INDEMNIFICATION AND INSURANCE

#### **Section 1: Indemnification.**

- A. To the fullest extent permitted by law, this corporation shall indemnify its Directors and officers, and may indemnify employees and other persons described in the Corporations Code, including persons formerly occupying such positions, against all expenses, judgments, fines, settlements and other amounts actually and reasonably incurred by them in connection with any "proceeding," as that term is used in the Corporations Code, and including an action by or in the right of the corporation, by reason of the fact that the person is or was a person described in the Corporations Code. "Expenses," as used in these Bylaws, shall have the same meaning as in the Corporations Code.
- B. On written request to the Board by any person seeking indemnification under the Corporations Code, the Board shall promptly decide under that code whether the applicable standard of conduct set forth has been met, and if so the Board shall authorize indemnification.
- C. To the fullest extent permitted by law and except as otherwise determined by the Board in a specific instance, expenses incurred by a person seeking indemnification under these Bylaws in defending any proceeding covered by these Bylaws shall be advanced by the corporation before final disposition of the proceeding, on receipt by the corporation of an undertaking by or on behalf of that person that the advance will be repaid unless it is ultimately found that the person is entitled to be indemnified by the corporation for those expenses.

**Section 2: Insurance.** This corporation shall have the right, and shall use its best efforts, to purchase and maintain insurance to the full extent permitted by law on behalf of its officers, Directors, employees and other agents, to cover any liability asserted against or incurred by any officer, Director, employee, or agent in such capacity or arising from the officer's, Director's, employee's, or agent's status as such.

## ARTICLE X

### RECORDS

**Section 1: Maintenance.** This corporation shall keep all of the following records, either in written form or in any other form capable of being converted into clearly legible tangible form or in any combination of the two:

- A. Adequate and correct books and records of account; and
- B. Minutes of the proceedings of its Board and committees.

**Section 2: Inspection by Directors.** Every Director shall have the absolute right, at any reasonable time, to inspect the corporation's books, records, and documents of every kind, and to inspect the physical properties of the corporation. The inspection may be made in person or by the Director's agent or attorney. The right of inspection includes the right to copy and make extracts of books, records, and documents of every kind.

**Section 3: Articles and Bylaws.** This Corporation shall keep, at its principal office, the original or a copy of the Articles of Incorporation and Bylaws, as amended to the current date, that shall be open to inspection by Directors at all reasonable times during office hours.

**Section 4: Annual Reports.** The Treasurer of the corporation shall prepare and submit, or cause to be prepared and submitted, the following annual reports. The Treasurer shall keep, or cause to be kept, copies of all annual reports with the corporation's records. The two reports may be combined into one all-inclusive document.

- A. BCTBID Annual Report. The BCTBID annual report will be prepared and submitted in accordance with the provisions of Streets and Highways Code §36650 and the BCTBID Management District Plan.
- B. Corporation Annual Report. The Corporation annual report shall be prepared within 120 days after the end of the corporation's fiscal year. This section shall not apply if the corporation receives less than \$10,000 in gross revenues or receipts during the fiscal year. The report shall contain the following information in appropriate detail:
  - 1. A balance sheet as of the end of the fiscal year, an income statement, and statement of cashflows for the fiscal year, accompanied by an independent accountant's report, or if none, by the certificate of an authorized officer of the corporation that they were prepared without audit from the corporation's books and records;
  - 2. A statement of the place where the names and addresses of current Directors are located; and
  - 3. Any other information required by these Bylaws or the Board.

**Section 5: Annual Statement.** As part of the annual report, or as a separate document if no annual report is issued, the corporation shall annually prepare and mail, deliver or send by electronic transmission to its Directors a statement of any transaction or indemnification of the kinds in subparagraph B below within 120 days after the end of the corporation's fiscal year.

- A. The statement shall include:
  - 1. A brief description of the transaction;
  - 2. The names of interested persons involved and their relationship to the corporation;
  - 3. The nature of interested persons in the transaction;
  - 4. The amount of the interested persons' interest, except that in a partnership in which such person is a partner, only the partnership interest need be stated.
- B. Transactions included in the statement shall be those transactions:
  - 1. To which the corporation or its subsidiary was a party;
  - 2. Which involved more than \$50,000 or was one of a number of such transactions with the same person involving, in the aggregate, more than \$50,000; and
  - 3. In which either of the following interested persons had a direct or indirect material financial interest (a mere common Directorship is not a material financial interest):
    - a. Any Director or officer of the corporation;
    - b. Any holder of more than 10 percent of the voting power of the corporation.



## ARTICLE XI

### OPERATIONS AND ADMINISTRATION

**Section 1: Fiscal Year.** The fiscal year of the corporation shall begin on January 1 and end on December 31 of each year.

**Section 2: Funds.** All funds of the corporation shall be deposited in such banks, trust companies, or other reliable depositories as the Board from time to time may determine. All checks, drafts, endorsements, notes and evidence of indebtedness of the corporation shall be signed by such officers or agents of the corporation and in such manner as the Board may determine from time to time. Endorsements for deposits to the credit of the corporation shall be made in such manner as the Board may determine from time to time.

**Section 3: Contracts.** The President or any other officer or agent specifically authorized by the Board may, in the name of and on behalf of the corporation, enter into those contracts or execute and deliver those instruments that are specifically authorized by the Board. Without the express and specific authorization of the Board, no officer or agent may enter into any contract or execution or deliver any instrument in the name of or on behalf of the corporation.

**Section 4: Brown Act Compliance.** To the extent that the Corporation is subject to the open meeting requirements of the Ralph M. Brown Act, then the Board will comply with the provisions of Government Code §54950 through and including §54961. Accordingly, the Owner's Association shall publicly report any action taken and the vote or abstention on that action of each Director present for the action. To the extent that any provisions of these Bylaws are inconsistent with the Ralph M. Brown Act, the provisions of said Act shall prevail. In the event the Corporation is not required to comply with the Brown Act, then the Board will not endeavor to meet the requirements of the Brown Act.

## ARTICLE XII

### AMENDMENT

Except as otherwise provided herein, and subject to the power of Directors to amend or repeal the Bylaws, these Bylaws may be altered, amended or repealed and new Bylaws may be adopted by an affirmative vote of a majority of the Directors present at any regular or special meeting, a quorum being assembled, provided that written notice of such meeting, setting forth in detail the proposed revision(s) and explanation(s) therefore, be given not less than 7 days prior to such meeting.

## CERTIFICATE OF SECRETARY

I, Brooke Isenberg , certify as follows:

1. I am the duly elected and acting Vice President (in lieu of Secretary) of Explore Butte County, a California Nonprofit Mutual Benefit Corporation;
2. That these Bylaws, consisting of 12 pages, inclusive, are the Bylaws of the corporation as adopted by the Board of Directors on January 14, 2021;
3. That these Bylaws have not been amended or modified since that date.

\_\_\_\_\_, Vice President (in lieu  
of Secretary) of the Board





#### Board of Directors

Analise Uhrig  
*Chico – Secretary*

Brooke Isenberg  
*Chico – Vice President*

Bruce Spangler  
*Oroville – President*

Haroon Saddique  
*Paradise*

Jasmin Wilson  
*Oroville*

John Pearson  
*At Large*

Mohammad Billah  
*Chico – Treasurer*

Nicole Johansson  
*At Large*

#### Advisors to the Board

Colette Curtis  
*Paradise*

Heather Ugie  
*Chico*

Holly Jorgensen  
*Oroville*

Jennifer Leonard  
*Unincorporated*

Marci Shadd  
*Biggs*

Melanie Bassett  
*Chico*

Melissa Schuster  
*Paradise*

Victoria Anton  
*Oroville*

## EXPLORE BUTTE COUNTY – MARKETING COMMITTEE MEETING

Wednesday, July 28, 2021

12:00 p.m. – 1:00 p.m.

Meeting via Zoom

### MINUTES

PRESENT: Nicole Johansson (co-chair), John Pearson (co-chair), Bruce Spangler, Jennifer Leonard, Colette Curtis, Melissa Schuster, Carolyn Denero, Ashley Baer, Alicia Salas, Tami Travis, Shelly James

ABSENT: Analise Uhrig, Marci Shadd, Holly Jorgensen

#### Notes

1. Proposed Media Plan for Remainder of 2021 ([media calendar](#))
  - a. Review of the remainder of paid media calendar for 2021 and into 2022
  - b. Committee agreed that we should remove: “Move In” geo-targeted campaign and 12 Favorite Things. Begin RW media in December.
2. Certified Tourism Ambassador Program
  - a. Update on progress & discussion of renewing contract
    - i. Committee agreed to recommend cancelation of program at next board meeting.
3. Brand Refresh Proposal ([Outline](#), [Budget Proposal](#))
  - a. Reviewed the brand refresh outline, and budget. The \$55,000 budget is not within this year’s budget. If work is to begin in 2021, the Board will need to approve an allocation from unrestricted assets to begin the project.
  - b. Committee will make recommendation at board meeting.
4. ARPA & Visit California Partnership
  - a. Staff are in discussions with VCA about the leveraged media opportunities should ARPA funding from the County come to fruition. Staff will work with agency to fine-tune a recommendation that will meet tourism goals.
5. 2022 #BikeButteCA – Create sub-committee
  - a. Ashley will chair the BikeButte subcommittee. Marketing committee will be asked for input and to join the



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discussion as it gets closer to launch.

6. Content
  - a. Written
    - i. [Greenline Tour](#)
    - ii. [Pacific Crest Trail in Butte County](#)
  - b. Video
    - i. [Forks of Butte - ROUGH](#)
7. Social Media Reporting
  - a. Committee agreed they would like to see brand reports quarterly instead of monthly.

Adjourn Meeting



Explore Butte County  
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Chico, CA 95927

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#### Board of Directors

Analise Uhrig  
*Chico – Secretary*

Brooke Isenberg  
*Chico – Vice President*

Bruce Spangler  
*Oroville – President*

Haroon Saddique  
*Paradise*

Jasmin Wilson  
*Oroville*

John Pearson  
*At Large*

Mohammad Billah  
*Chico – Treasurer*

Nicole Johansson  
*At Large*

#### Advisors to the Board

Colette Curtis  
*Paradise*

Heather Ugie  
*Chico*

Holly Jorgensen  
*Oroville*

Jennifer Leonard  
*Unincorporated*

Marci Shadd  
*Biggs*

Melanie Bassett  
*Chico*

Melissa Schuster  
*Paradise*

Victoria Anton  
*Oroville*

## EXPLORE BUTTE COUNTY – MARKETING COMMITTEE MEETING

Wednesday, August 25, 2021

12:00 p.m. – 1:00 p.m.

Meeting via Zoom

### MINUTES

PRESENT: Nicole Johansson (co-chair), John Pearson (co-chair) Bruce Spangler, Analise Uhrig, Holly Jorgensen, Melissa Schuster, Carolyn Denero, Ashley Baer, Shelly James

ABSENT: Jennifer Leonard, Colette Curtis, Marci Shadd

### AGENDA

1. Updates on media plan due to extended Dixie Fire
  - a. Paid marketing for #HikeButte has been suspended in-market and is only playing out-of-market due to the negative perception.
  - b. Social is much easier to use as an up-to-date communication tool.
    - i. EBC is the good news channel, sharing information but also reminding people of what is open
    - ii. Need to continue an always-on strategy
2. Discussion: Wildfire Season
  - a. Visit California has created a crisis communication matrix which is activated with partners who are experiencing wildfires.
  - b. Collectively, VCA is leaning into a “wildfire season” and helping share facts and manage misinformation.
  - c. All destinations who experience wildfires can use the communications plan to make sure to be ready for deployment.
3. North Table Mountain Ecological Reserve
  - a. Increased visitation ([SeeSource Data](#))
  - b. Can EBC be a partner to CDFW and work with them to make sure this attraction is better managed for the significant increase in traffic?
    - i. Year-round garbage service

- ii. Better signage
    - iii. Mobile Visitor Center stationed there for the wildflower season
    - iv. Find the property owners, CDFW to buy the land, create trails
    - v. Fund a weekend shuttle from downtown Oroville each weekend – reduce traffic
  - c. Create a plan to address this attraction and improvements and then deploy that plan.
- 4. ARPA funding from Butte County
  - a. Discussion about the categories pre-approved by BOS.
  - b. Recommended that a smaller group meet next week to review the proposal and budget items before it is taken back to County staff.
- 5. 2022 #BikeButteCA – TABLED, out of time
- 6. Marketing Funnel – TABLED, out of time
- 7. EBC and Sales
  - a. [Huddle Up Group](#) – Discussion about sports tourism ([Sports Tourism Index Video](#))
- 8. Content
  - a. Written
    - i. [Chico State Meats Lab](#)
    - ii. [Hike Like a Local: Paradise](#)
    - iii. [Clotilde Merlo Park](#)
  - b. Video
    - i. [Sacramento River Boating](#)
    - ii. [Downtown Oroville: Coyote Cantina and Unicorn](#)
    - iii. [Floating on the Sacramento River](#)
    - iv. [Upper Park Swimming](#)
- 9. Items not agendaized
  - a. Winter Wonderland
  - b. Annual Media Partnerships to promote local – i.e. radio partnership sponsored by EBC
  - c. Business videos – how to brand these; do we continue making more
  - d. SOFT – [Creative Deck](#)

Adjourn Meeting

# **3CORE District EDA 2021-2026 CEDS**

*Together, We Will Rise*

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**August 20, 2021**

**Phase II CEDS Initiative Framework**

# CEDS

## Purpose

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*Local leaders in business, economic and workforce development, government, and community organizations have recognized the need to work collaboratively to address the region's challenges. The CEDS shines a light on initiatives where working together could improve economic prosperity for all.*

The EDA Comprehensive Economic Development Strategy, (CEDS), is a flexible framework for crafting a regional economic strategy and a platform for public and private collaboration to address regional issues that no single jurisdiction, organization or business can solve alone.

In addition to strengthening the foundation, performance and inclusion within a region to address mutual and multiple challenges, a CEDS also supports local economic efforts through regional initiatives and improves opportunity to access grants and technical assistance from federal and state agencies, as well as private foundations.

# CEDS Progress Update

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*ARP's federal relief represents an unparalleled opportunity for transforming local economies. **But only** if communities have strategic capacity and collaboration to access and deploy these funds in ways that are efficient, effective, and equitable.*

The Hill, 6-30-21

At the July 26 meeting the CEDS Committee reviewed and approved key background documents for the CEDS:

- Goals
- Vision
- Guiding Principles
- Economic Conditions
- SWOT
- Action Plan Framework (to gather input)

With EDA announcing six funding programs as part of the \$3B American Rescue Plan (ARP) we have re-organized the action plan framework to align with EDA funding opportunities which is a grant application requirement.

The following outlines the new Action Plan Framework in which we have gathered information from stakeholders and collaborative groups for initiative planning.

# Action Plan Framework

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Revised to align with EDA NOFAs



# FRAMEWORK OVERVIEW

## Three Key Initiatives

- **Foundational** – leveraging existing work to address challenges and create economic prosperity.
- **Industry Cluster** – existing and new potential actions to address key economic drivers (EDA focus).
- **Transformative** – actions that have opportunity to address challenges and create economic opportunity in a significant way.

**Together, We Will Rise  
Regional Recovery Initiatives**

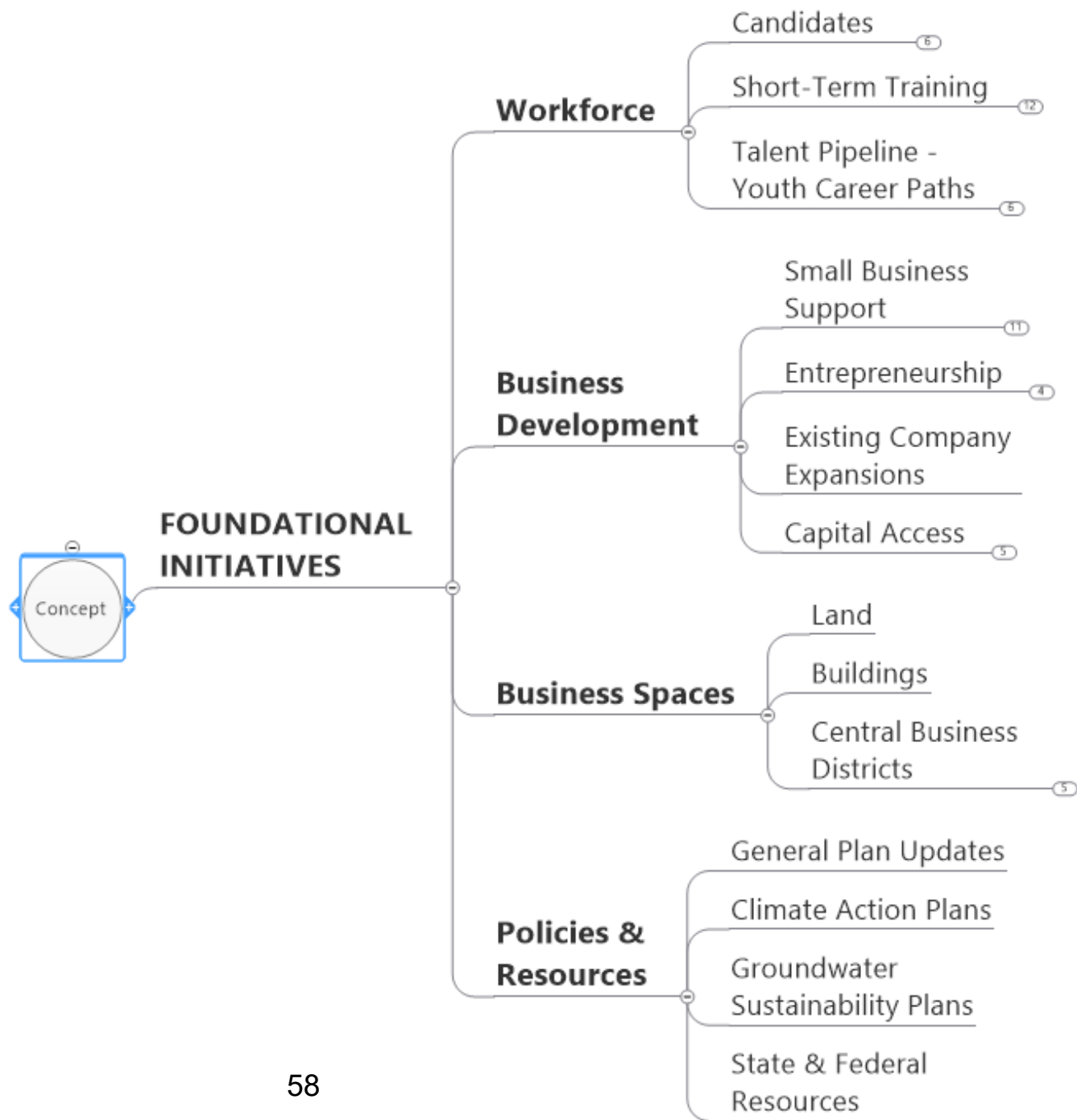
Foundational  
Initiatives

Industry Cluster  
Initiatives

Transformative  
Initiatives

# FOUNDATIONAL INITIATIVES

Based on stakeholder interviews, the map on the right highlights mutual regional challenge areas and potential actions areas for addressing.



# INDUSTRY CLUSTER INITIATIVES

Alignment with EDA  
focus on clusters and  
industry sectors.



# Industry Clusters

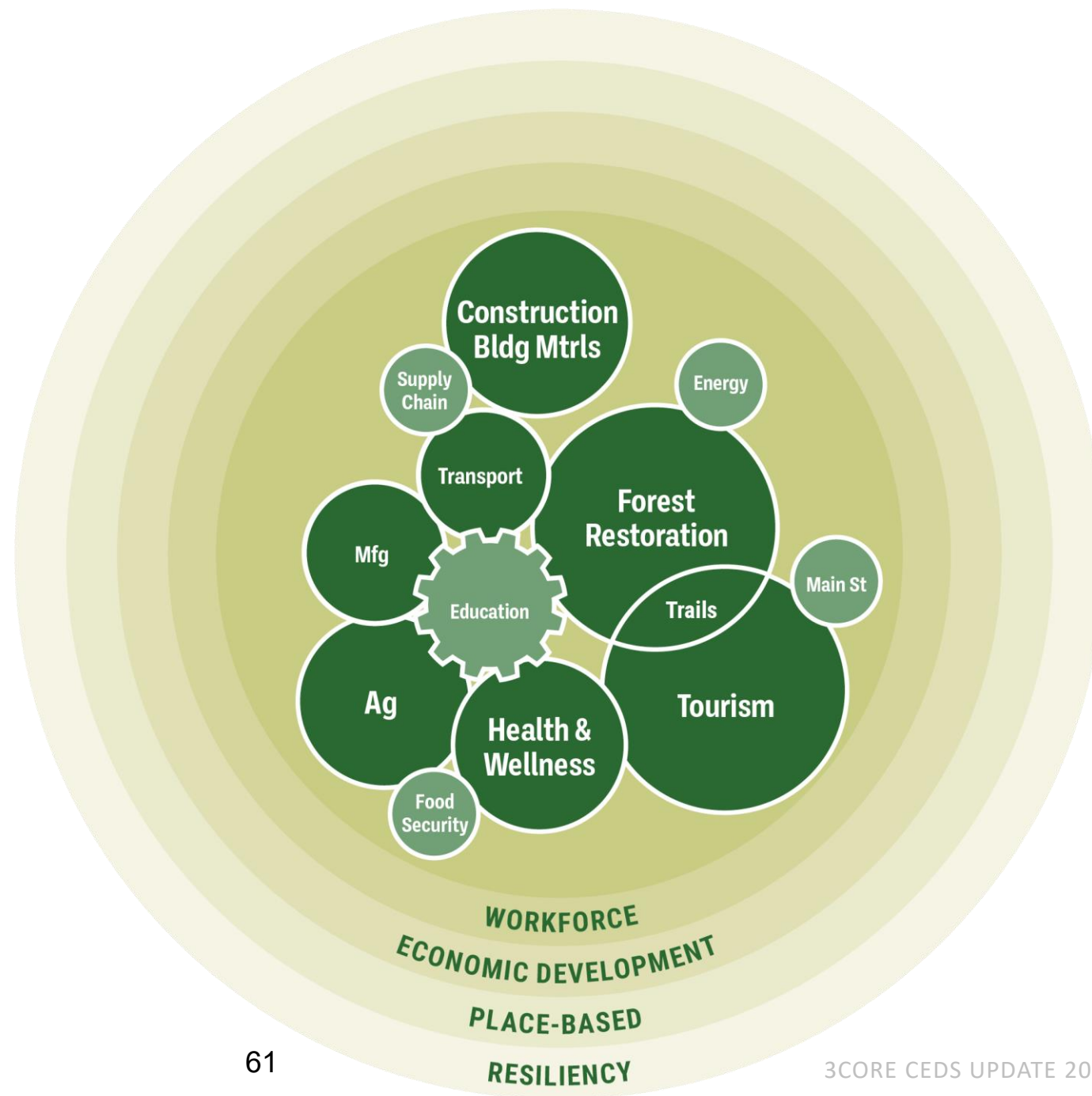
Interconnections of key industry cluster drivers as well as other related areas of opportunity (spin-off or connection to cluster).



# Industry Clusters

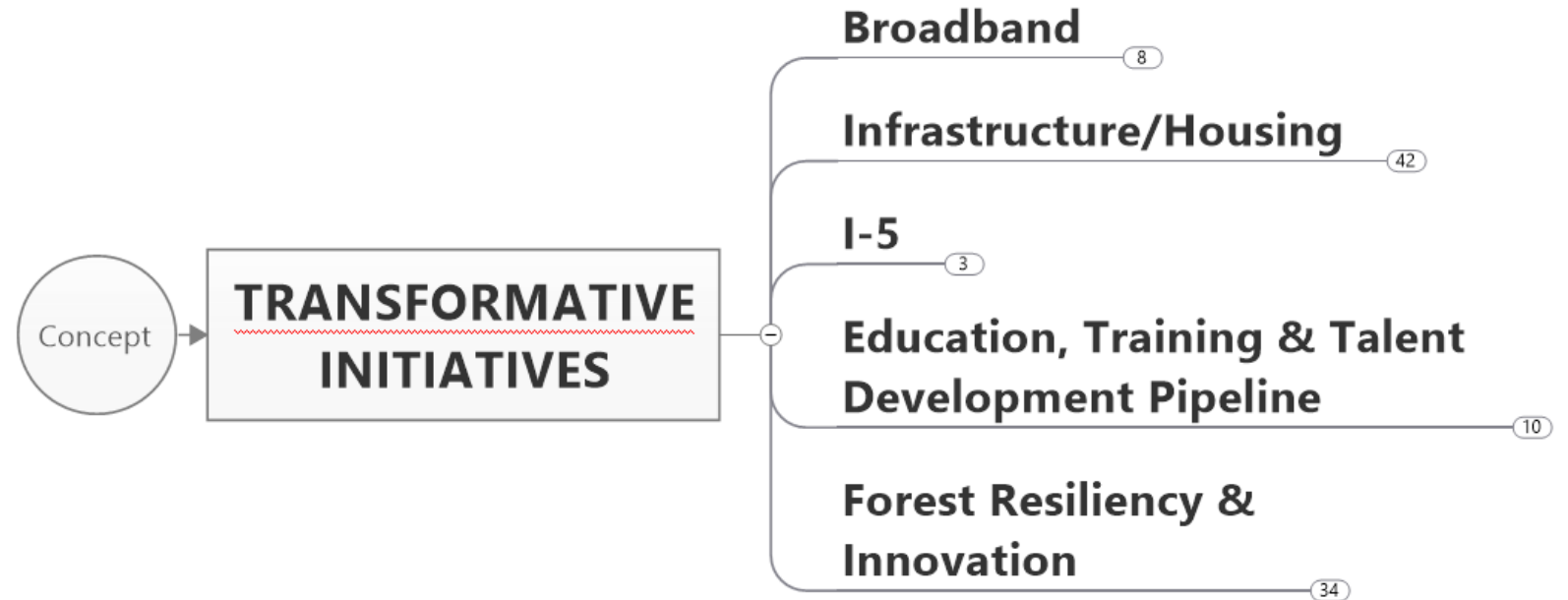
Areas where mutual regional actions can occur through collaboration

- Workforce
- Economic Development
- Place-Based
- Resiliency



# TRANSFORMATIVE INITIATIVES

Transformative Initiatives identified – *those that could have significant impact long term.*



# Stakeholder Input

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Scheduling and input is continuing.

Please advise if there is someone that should be contacted.

## County, Cities, State, Federal

- Butte County, Supv Kimmelshue
- Butte County, Katie Simmons, Casey Hatcher
- Butte County Ag Commissioner & UC Cooperative Extension
- City of Chico, Jennifer Macarthy
- City of Oroville, Oroville Economic Development Team
- Town of Paradise, Kevin Phillips, Colette Curtis
- Glenn County, Don Rust
- City of Orland, Jody Samons/Pete Carr
- City of Willows, Jody Samons/Wayne Peabody
- Tehama County, Supv. Carlson and Williams
- City of Corning, Kristina Miller
- RCRC, Barbara Hayes
- RCAC, Juanita Hallstrom, Robert Longman

## Workforce & Training

- NoRTEC, Andrea Campos
- AFWD, Amy Velazquez, Traci Holt
- Tehama Job Training Center, Kathy Schmitz, Carrie Ferchaud, Kathy Garcia
- Glenn County, Christine Zoppi
- NCCC, Cindy Newton
- GMI, Liz Pankhurst

## Businesses

- Enloe Hospital, Jolene Frances, Mike Wiltermood
- Partnership Health Plan of California
- Healthy Rural California, Gretchen Bender
- Butte-Glenn Medical Society, Kristy Bird MaKieve
- Farmer's Brewing, Bill Weller
- Cal Plant 1, Jerry Uhland
- Guillon Inc., Bill Brouhard
- North Valley Ag Services, Barry Powell, Mark Pierce
- Safepath Products, Tim VanDerheiden
- Sierra Nevada, Sierra Grossman
- Stoble Coffee Roasters, Matt and Melissa Thiede
- Butte Construction Company, Nick Starnes
- Transfer Flow, Bill Gains
- Chico News & Review, Evan Tuchinsky
- RGA, Matt Gallaway
- Northern California National Bank, Todd Lewis
- Graphic Packaging, Wade Meith
- Urban Builders, Tom DiGiovanni



## Housing

- Butte County Housing Authority, Ed Mayer
- Chico Builders, Kate Leyden
- CFC Housing Subcommittee, Seana O'Shaghnessy
- Valley Contractors Exchange, Amy Rohrer, Chelsea Irvine

## Community Organizations

- Butte County Local Food Network, Pamm Larry
- Butte County Continuum of Care, Don Taylor
- Boys & Girls Club, Rashell Brobst
- Jesus Center, Laura Cootsona
- TriCounty Community Action Partnership, Jody Samons
- Upper Ridge Community Council, Chris Rauen
- Paradise Art Theater Cultural Hub
- Rebuild Paradise Foundation, Charles Brooks
- Regenerating Paradise, David Zink
- North Valley Community Foundation, Jovanni Tricerri
- Community Foundation of North State, (invited)
- Butte County Fire Safe Council, Jim Houtman
- Explore Butte County, Caroly Denero
- Paradise Parks & Rec District, Dan Efseaff
- Everybody, Healthy Body, Kathy Carpenter, Linda Zorn

## Education

- Butte College, Linda Zorn
- Shasta College, Becky Roe, Angela Cordell, Dr. Fields
- North Far North, ICT-DM, Wendy Porter
- North State Planning & Development Collective, Courtney Farrell
- CSU, Megan Kurtz, Trey Robinson, Chris Kerston (invited), Dr. Daly (invited)
- CSU, Ecological Reserve, Eli Goodsell
- Butte County Office of Education, Mary Sakuma

## Business/Economic Development

- 3Core, Patty Hess, Marc Nemanic, Luis Moreno
- SBDC, Sophie Konuwa
- DCBA, Melanie Bassett
- North State Hispanic Chamber, Beni5o Abarca-Sanchez
- Chambers, Katy Toma, Monica Nolan, Eric Smith (invited), Dave Gowan
- Paskenta Tribe, Andrew Alejandre

# Observations

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- Complex regional challenges with multi-sector and organization partnerships.
- Everyone doing amazing projects – many link to sector initiatives.
- Capacity is limited.
- Difficult to share what each is doing as everyone running a mile a minute.
- Question – how to take breath, link and leverage resources (particularly new funding opportunities) to maximize opportunities?

# Local Studies Reference Documents

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**All studies, reports and reference documents have been posted to Base Camp.**

**Files: Background  
Research 3 Core District**

<https://chabinconcepts.basecamphq.com/projects/14828758-2021-ceds/files/cat/155183631>

**Reference documents support strategy and will be listed in CEDS.**

# Next Steps

## Questions or input contact:

- Audrey Taylor  
[Audrey@chabinconcepts.com](mailto:Audrey@chabinconcepts.com)  
530.345-0364 x27
- Vicki Doll [Vicki@chabinconcepts.com](mailto:Vicki@chabinconcepts.com)  
530.345.0364 x26

- Continue to flush out potential actions with specific groups and stakeholders.
- Contact additional stakeholders identified.
- Who or what have we missed? Please advise.
- If there is a stakeholder to be called, please advise.
- Vicki is calling counties and city for priority capital improvement projects.
- Gathering outstanding Stakeholder Profiles *to be included in CEDs*.
- Schedule
  - Early September – Initiative Actions as completed will be sent to CEDS Committee for review.
  - End of September – Complete Draft