

# BUTTE COUNTY TOURISM BUSINESS IMPROVEMENT DISTRICT

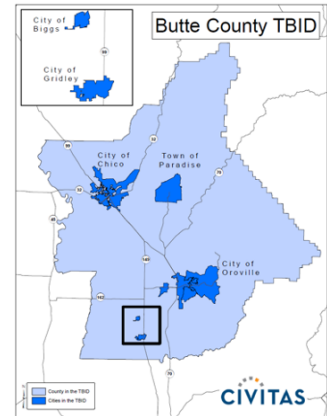
## 2024 ANNUAL REPORT

Submitted by Explore Butte County, pursuant to Streets and Highways Code section 36650, for the period from December 1, 2023 through November 30, 2024.

### BOUNDARIES

There were no changes to the boundaries.

The Butte County Tourism Business Improvement District ("BCTBID") will continue to include all lodging businesses, existing and in the future, available for public occupancy located within the boundaries of unincorporated Butte County, and the cities of Chico, Biggs, Gridley, Oroville, and Paradise, as shown below.



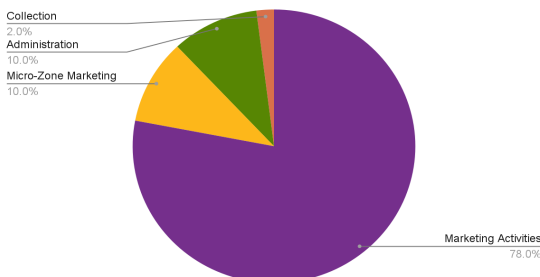
### BUDGET

The following budget, for December 1, 2023 through November 30, 2024, is in compliance with the percentage threshold set forth in the BCTBID Management Plan approved by the Board of Supervisors in September 2020.

In 2024, Explore Butte County intends to run a deficit of no more than \$250,000. Funds will come from Contingency for Sales and Marketing Activities including advertising, content creation, the adventure guide, attending US Travel's IPW in Los Angeles, and other sales and marketing activities.

Micro-Zone Marketing Funding collected in 2023 is budgeted to be spent in 2024. The Micro-Zone Marketing Funding collected in 2024 will be budgeted in 2025.

2024 TBID Assessment Budget



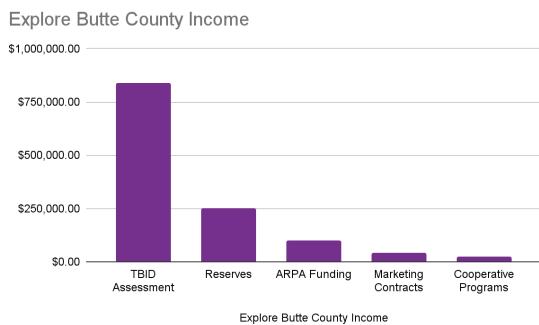
2024 TBID Assessment Budget: \$840,000

Marketing Activities: \$655,980

Micro-Zone Marketing Funding: \$84,100

Administration: \$84,100

Collections: \$16,820



2024 Explore Butte County Budget:  
\$1,255,000

TBID Assessment: \$840,000

Reserves: \$250,000

ARPA Funding: \$100,000

Marketing Contracts: \$40,000

Cooperative Programs: \$25,000

## ASSESSMENT RATE

There were no changes to the assessment methodology.

The annual assessment rate is two percent (2%) of gross short-term room rental revenue. Based on the benefit received, assessments will not be collected on stays of more than thirty (30) consecutive days, with the exception of Oroville, whereby assessments will not be collected on stays of more than sixty (60) consecutive days.

## IMPROVEMENTS & ACTIVITIES

The BCTBID is designed to provide specific benefits directly to payors by increasing room night sales. Marketing, sales, destination product development, and visitor service enhancements will increase overnight tourism and market payors as tourist, meeting, and event destinations, thereby increasing room night sales.

## DESTINATION MARKETING

Explore Butte County has hired a new marketing agency for 2024. Madden Media will work with stakeholders to develop a new three year marketing strategy. The strategy does not include a rebrand. Explore Butte County is happy with our current brand. Additional research into brand and visitor sentiment will help formulate the three year strategy.

Explore Butte County will also:

- Thee year brand strategy with new marketing agency, Madden Media
- Conduct research into brand and visitor sentiment to drive our marketing strategy

- Drive lodging bookings with the new booking platform from Ripe
- Increase organization involvement and event listings on Butte365
- Redesign and print a new Adventure Guide for Butte County
- Expand marketing pillars beyond Outdoor Adventure
- Continue to engage social media “influencers” to help drive brand awareness
- Attending US Travel’s IPW in Los Angeles.
- Continue development and acquisition of digital assets & content

## DIGITAL MEDIA PLAN

Explore Butte County primary media spend is focused on digital and social media buys in our target markets for increased demand from visitors not located within Butte County. Explore Butte County targets potential visitors from Sacramento, the Bay Area, and the Los Angeles region.

## DESTINATION MANAGEMENT

Explore Butte County will:

- Work with our regional marketing committees to provide support for Micro-Zone Marketing Funding programs
- Continue to support Travel Chico under a contract with the City of Chico for website maintenance, a travel guide, and content creation.
- Complete the Butte County Wayfinding Project, an ARPA funding project with Butte County.
- Continue its ongoing recognition of the visitor economy as an economic development resource

## ORGANIZATION MANAGEMENT

Explore Butte County will:

- Continue to implement the organization strategic plan developed in 2023
- Increasing Board and Advisory engagement, feedback, and strategic support
- Exploring potential funding opportunities from non-lodging strategic partners