

# BUTTE COUNTY CALIFORNIA



MEDIA KIT

#ExploreButteCA



# WELCOME

Distinguished members of the press,

We'd like to introduce you to Explore Butte County!

Butte County, located at the upper end of California's Central Valley, 75 miles north of Sacramento, offers a variety of recreation, authentic local culture and special events within the foothills of the Sierra Nevada. Explore Butte County consists of Chico, Oroville, Paradise, Biggs and the unincorporated areas of the county.

Visitors can find locally-grown produce and farm-to-table restaurants; an incomparable natural landscape for mountain biking, climbing and hiking; a dynamic performing arts scene; a nationally-ranked university with competitive sports programs; and the authenticity and unadulterated beauty that can only be found through exploration.

We use the word "explore" in our brand name, as it exudes curiosity, ambition and a sense of pioneering new lands. We believe everyone has a heart for exploration and a desire to adventure, whether physically, mentally or spiritually. We invite you and all explorers to find your next adventure with us, and to Explore Butte County!





## MISSION

The mission of Explore Butte County is to promote Butte County as a visitor destination through a variety of marketing programs that generate room nights, hotel revenues, and transient occupancy tax (TOT) taxes for the properties participating in the tourism business improvement district (TBID).

## VISION

To develop and implement county-wide tourism programs that position Butte County as a year-round travel destination that provides a quality visitor experience while working in harmony with the values of the community. The annual assessment for short-term room rentals is 2% of gross room rental revenue.

## GOALS

Increase tourism spending and hotel revenue in Butte County by effectively promoting tourism that optimizes Butte County's assets, including its location, recreation, agriculture and history while contributing to economic prosperity and regional development and supporting the attributes of the communities participating in the TBID (Chico, Oroville, Paradise, Biggs, Unincorporated County).



# OUTLINE

Discover more about Butte County:

- 1. Explorers Welcome**
- 2. Economics & Tourism**
- 3. Brand Personas**
- 4. Regions & Main Attractions**
- 5. Annual Events**
- 6. Map**
- 7. Logos, Branding, and Photos**
- 8. Press Releases & Media**
- 9. Frequently Asked Questions**
- 10. Contacts**





# EXPLORERS WELCOME

Butte County is a landscape where the fertile valley floor meets the recreation-rich Sierra Nevada. Within it, warm and friendly towns like Chico, Oroville and Paradise beckon you to explore the unexpected in a corner of Northern California.



## OUTDOOR ADVENTURE

Whether you are looking for long days on the lake, whitewater or stunning waterfalls — Butte County is a place where outdoor adventure is as easily accessible as it is spectacular. Main attractions include:

**Phantom Falls:** 164-foot seasonal waterfall at Coal Canyon

**Feather Falls:** a 410-foot waterfall at the top of a 7 to 9-mile hike

**Table Mountain:** a 1,582-foot plateau overlooking Oroville

### Lake Oroville:

a reservoir connected by the Feather River and premier destination for fishing, watersports and camping.

### Bidwell Park:

A centerpiece of Chico, Bidwell Park is the country's 14th largest municipal park and covers 17 miles of the city. Divided into two parts, Lower Park is manicured and has a popular swimming hole and children's park, while Upper Park is in its natural wild state with rockier terrain.





## ARTS & SHOWS

From its proud college connection, Butte County has grown into a dynamic arts community, where street murals greet visitors and performances run year-round. Butte County's event calendar is packed with seasonal and recurring events. Dance through hop fields at one of the best Oktoberfests this side of Munich, celebrate thousands of Chinook Salmon returning to the Feather River and explore a California farmer's market like no other. The area's vibrant art community holds a collection of famous prints by Jake Early and numerous hand-blown glass studios for which the area is known.



## LOCALLY GROWN

Butte County's deep agricultural roots reach back to the earliest innovations in California farming. Chico founder, John Bidwell, known as a "founding father of modern California agriculture," developed many of the innovations that would define California farming for decades to come. Freda Ehmann, who owned a small olive grove outside of Oroville, launched a nationwide olive industry. Today, farms large and small carry on the legacy of quality and innovation, producing some of the state's best olive oil, fruit, rice and nuts—and opening their doors for visitors to taste and experience Butte County agriculture.



## REGIONAL TASTES

Butte County's world-class farms, vineyards and breweries translate directly to the plate, where fresh-from-the-farm produce is prepared by talented chefs, local wine and beer flows and a varied culinary experience greets visitors. Explore boutique wineries, dine on farm-to-table delicacies and taste the brew that put Butte County on the map for beer lovers around the world.



# ECONOMICS & TOURISM

## Tourism is Big Business in Butte County

On average, tourism accounts for:

**2.5 mil.** **3,810+**  
ANNUAL VISITORS JOBS CREATED

**\$329.7 mil.**  
ECONOMIC IMPACT

The formation of the Tourism Business Improvement District (TBID) generated funds from overnight stays, which continues to fund marketing efforts.





# BRAND PERSONAS

## What kind of Explorer are YOU?

### College Connection

As an alumni, current or prospective student of California State University, Chico or Butte College, you enjoy the boutique, university-vibe of downtown Chico. You're the first in line at local sporting events, and you love the quick escape to surrounding mountain trails. Outdoor recreation and nightlife fuel your energy among peers and friends.

### Casual Adventurer

You fall somewhere between the competitive endurance athlete and the weekend relaxer. You love exploring the outdoors at your own pace, and you feel at home within Butte County's rivers, waterfalls, mountains and lakes. Your perfect weekend might include a waterski adventure at Lake Oroville or a hike up Table Mountain.

### Getaway Artist

You are spontaneous, daring and ready to explore at any moment. Part foodie, part artist, part innovator, you'll book a last-minute trip to taste olive oil, beer or wine; or photograph the spray of Phantom Falls. You express yourself through all senses and enjoy the variety of creative activities and events that Butte County offers.

### Agriculture / Local Food Lover

Farm-to-table fair is your forte, and you're fascinated by the history and origin of diverse, locally grown products. You immerse yourself in the rustic craft of olive oil and wine production, and eat according to the natural harvest season. You appreciate the craftsmanship of Butte County through boutique restaurants, farm tours, and conversations with farmers and chefs.

### Beer Lover

You're in constant pursuit of a new microbrew, and you view Chico as an epicenter of North American brewing. While you love the flagship brewery, Sierra Nevada, you're also interested in less known brewmasters with unique stories. A trip into Butte County's beer country with friends makes the perfect weekend social endeavor. You might even ditch the car and grab a mountain bike—because your love of outdoor recreation almost parallels your love for cold beer.







# REGIONS & MAIN ATTRACTIONS

## Chico

The most populous city and epicenter of culture, economy and education in Butte County. Chico offers an urban experience with a variety of shopping and dining options to complement the recreation activities of Bidwell Park.

### Main Attractions:

- California State University, Chico
- Bidwell Park
- Sierra Nevada Brewing Co.
- Chico Wildflower Century
- Big Chico Creek
- Downtown Chico

## Oroville

Located off Highway 70, Oroville is considered the gateway to national resources, including Lake Oroville and Feather River recreation areas

### Main Attractions:

- Table Mountain
- Phantom Falls
- River Bend Park
- Lake Oroville State Recreation Area
  - Forebay
  - Afterbay
- Feather River Fish Hatchery
- Lake Oroville Visitors Center

## Paradise

Ten miles east of Chico, Paradise extends northward to include the unincorporated town of Magalia. The area offers significant recreation opportunities including hiking and mountain biking.

Paradise is in the long process of rebuilding after the damages sustained in the Camp Fire in November 2018, so please check local websites and resources for up-to-date information about businesses, events, and outdoor recreation currently available.

## Biggs

The key agricultural region that features rice and orchards (primarily walnuts), Biggs is a premier waterfowl and hunting area.

## Unincorporated Butte County

With a variety of recreation, lake views and rivers, the areas provide access to the United States Forest Service land, state-owned water land, and recreation and agritourism.

### Main Attractions:

- Feather Falls
- Sacramento River
- DeSabra Reservoir
- Lundberg Rice







# Annual Events

**January** Butte County Restaurant Week  
Snow Goose Festival of the Pacific Flyway

**February** Butte County Museum Weekend

**March** Bidwell Classic Tour de Ed

**April** Chico Velo Wildflower Century Thursday Night Market  
Wildflower & Nature Festival California Nut Festival

**May** Friday Night Concerts Thursday Night Market  
Feather Fiesta Days Paradise Chocolate Fest  
Sierra Nevada Beer Camp

**June** Friday Night Concerts Thursday Night Market  
Threshing Bee & County Fair at Patrick Ranch Museum

**July** Friday Night Concerts Thursday Night Market  
Slice of Chico Oroville 4th of July Fireworks

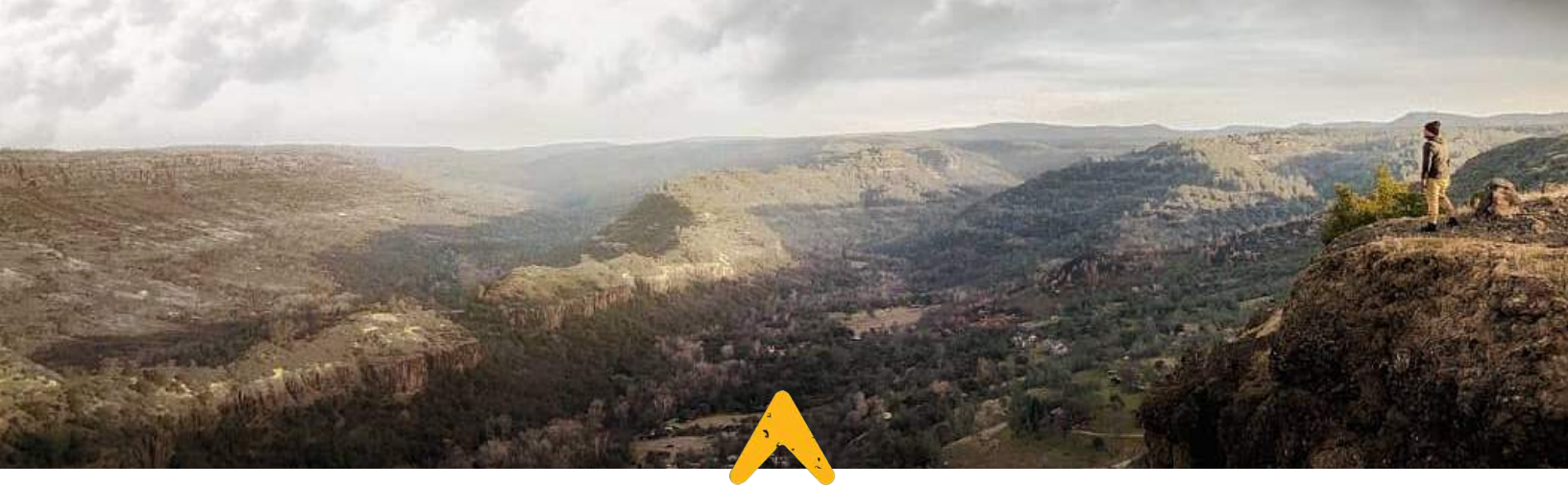
**August** Friday Night Concerts Thursday Night Market  
The Chico Concours d'Elegance

**September** Thursday Night Market Taste of Chico  
Gold Cup Race of Champions Salmon Festival

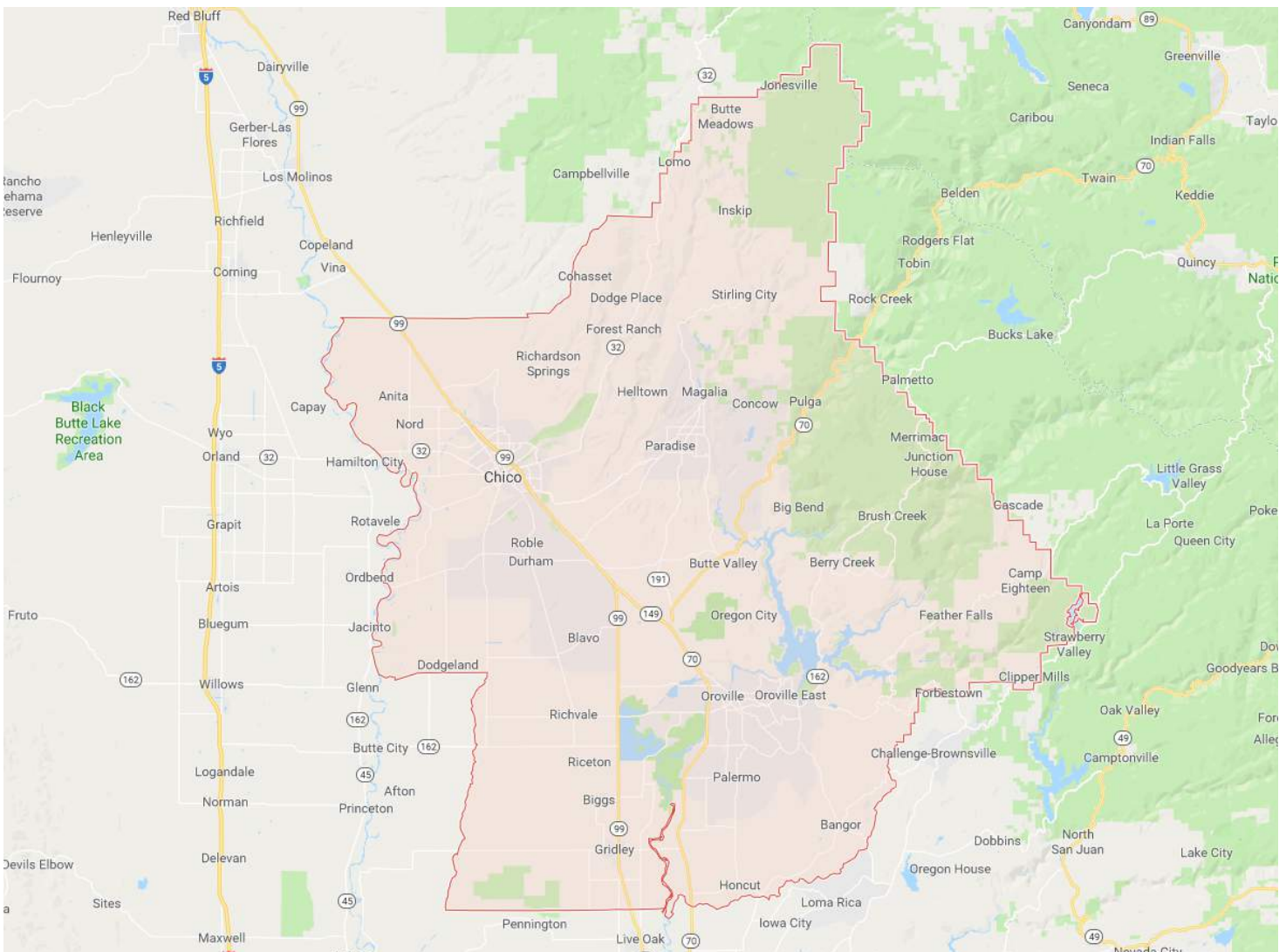
**October** Johnny Appleseed Days Chico Treat Street  
Sierra Nevada Oktoberfest  
Sierra Oro Farm Trail Passport Weekend

**November** Chico Christmas Preview  
Chico Tweed Ride

**December** Oroville Christmas Preview  
Oroville Parade of Lights



# MAP OF BUTTE COUNTY



Butte County is 2.5 hours from the Bay Area and 1 hour and 15 minutes from Sacramento, easily accessible on Highway 99 and Highway 70. It is also a morning's drive from northern Nevada, Redding and foothill towns throughout the Central Valley.





# LOGOS, BRANDING, & PHOTOS



White (preferred)



Blue



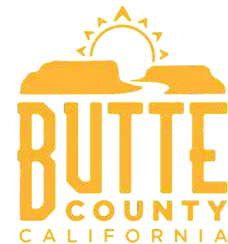
Olive



Dark



Lichen Red



Golden



Blue



White  
(Preferred)



Thursday Night Market -- Credit Explore Butte County



Feather River Fish Hatchery -- Credit California Department of Water Resources



Phantom Falls -- Credit Gunnar Loveland



Bald Rock -- Credit David Selkirk



Feather Falls -- Credit Gunnar Loveland



Upper Bidwell Park -- Credit David Selkirk





Chinese Temple -- Credit Explore Butte County



Bidwell Mansion -- Credit Ashley Baer



Chico Air Museum -- Credit Explore Butte County



Mountain Biking -- Credit Explore Butte County



Bird Watching at Rancho Llano Seco--  
Credit Ashley Baer



Burban Kitchen--Credit Ashley Baer



# MEDIA & PRESS RELEASES

## [Butte County in the News](#)

See what media outlets across the country have to say about what's happening in Butte County!



## Explore Butte County Press

We like everyone to know all the great things Explore Butte County does to promote the region.

- Explore Butte County announces inaugural Butte County Museum Weekend
- Explore Butte County hosts 2nd annual Butte County Restaurant Week
- Explore Butte County Sponsors \$5 Friday at Paradise on Ice
- Explore Butte County Wows at Visit California Third Thursday
- 'Explore Butte County' Launches New Brand Identity and Destination Marketing Plan





# FREQUENTLY ASKED QUESTIONS

## How big is Butte County?

Butte County is 1,677 total square miles with a population density of 134 people per square mile, as of 2010. To put that in perspective, Sacramento County has 1,471 people per square mile in only 994 total square miles. This means that Butte County offers lots of space for residents and visitors alike to enjoy!

## So how many people live here?

According to 2017 estimates, the population across the entire county was 229,294. The largest city is Chico--with a population of 93,293, it is home to nearly 41% of the people living in Butte County!

## That must mean that Chico is the county seat, right?

Actually, Oroville has been the county seat since 1856 and considered the gateway to the county.

## What makes Butte County so special?

Where to even begin? With such a large county, Butte rises from 0 to over 7,000 feet in elevation, so visitors can enjoy snow-, water-, and trail-based recreation (and almost everything else you can think of) right here! Butte County also has a rich history of agriculture, so visitors can taste some of the best and freshest produce in the country. We're also a study in how seeming contrasts come together to create something greater than the individual parts. From the rural to the urban, farm to city, and valley to mountains, Butte County comes together to create a truly special experience for visitors and locals alike.

People love living here, and we know that you'll love visiting!



# CONTACTS

## **Carolyn Denero**

Executive Director  
Explore Butte County  
[carolyn@explorebuttecounty.com](mailto:carolyn@explorebuttecounty.com)  
530.918.4585 x101

## **Ashley Baer**

Marketing Communications Coordinator  
Explore Butte County  
[ashley@explorebuttecounty.com](mailto:ashley@explorebuttecounty.com)  
530.918.4585 x102

## **Alicia Salas**

Outreach Coordinator  
Explore Butte County  
[alicia@explorebuttecounty.com](mailto:alicia@explorebuttecounty.com)  
530.918.4585 x104

## **Website**

[Homepage](#)

## **Social Media**



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