



EXPLORE BUTTE COUNTY

BOARD OF DIRECTORS MEETING

Tamba Sellu, President
Courtyard by Marriott, Chico

Matt Reed, Treasurer
Butte County Fairgrounds, Gridley

Kate Pinsonneault, Secretary
Hotel Diamond, Chico

Jason Olivares
Oxford Suites, Chico

Ashley Dekellis
STVR Operator, Chico

Melissa Schuster,
Chapelle de L'Artiste Château & Retreat,
Paradise

Sareena Merchant
Hampton Inn, Oroville

Natalie Sheard
STVR Owner, Oroville

Aaron Wright
CA State Parks, Oroville

Megan Kurtz
CSU Chico

Megan Gaddis
Community at Large

January 15, 2026

Time: 1:00 pm - 3:30 pm

BCAG Board Room
326 Huss Dr, Board Room, Chico, CA 95928

Agenda

Public Notice Information: In accordance with the Ralph M. Brown Act, EBC agendas are available for public review outside the BCAG Board Room at 326 Huss Dr, Building Et at least 72 hours prior to each meeting. The agendas are also posted on the EBC website at explorebuttecounty.com. Questions on agenda items may be directed to Nichole Farley, EBC Executive Direction, at nichole@explorebuttecounty.com.

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

VISION: Explore Butte County champions a diverse and flourishing tourism industry, making it THE must-visit destination in the North State.

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

BRAND POSITION: The Explorer - Adventurer, Pioneer, Seeker, Open-minded, Resourceful, Tolerant, Ambitious, Down to Earth, Authentic, Determined, Outdoorsy

1. OPEN MEETING
2. CONSENT CALENDAR
 - 2.1. [Approve Minutes from November 19, 2025 Board Meeting](#)
 - 2.2. [Approve 2026 Budget Committee Minutes from December 9, 2025](#)
 - 2.3. [Approve October 2025 Financials \(with authorization to update for TBID assessment revenues attributed to October\)](#)
 - 2.4. [Approve November 2025 Financials \(with authorization to update for TBID assessment revenues attributed to November\)](#)
 - 2.5. [Employee Bonus & Incentive Pay Policy simplification](#)
3. 2026 FISCAL YEAR PLANNING
 - 3.1. [2026 PROPOSED BUDGET](#) (Nichole Farley)

A draft of the [2026 Proposed Budget](#) is attached for discussion.
Supporting [annual contracts](#) included in the Budget.

Annual Contracts: Madden Media, AirDNA/Kalibri Lodging Data, Hubspot, National Travel Center, VisaVue, Langler

Recommendation: Approve the 2026 Proposed Budget and supporting annual contracts.

3.2. 2026 - 2028 PROPOSED STRATEGIC DIRECTION (Nichole Farley)

The strategic direction for Explore Butte County from 2026 to 2028 is centered on championing a diverse and flourishing tourism industry to make it the North State's must-visit destination, while inspiring discovery and building economic vitality through partnerships. To achieve this, the plan outlines three focus areas: expanding and diversifying visitor experiences, innovative and experiential marketing, and improving access to experiences.

Recommendation: [Adoption of the 2026-2028 Strategic Direction](#)

3.3. 2026 ANNUAL STAFF GOALS & OBJECTIVES (Nichole Farley)

Review and approval of the 2026 Annual Staff Goals, aligned with the adopted 2026–2028 Strategic Direction and focused on measurable outcomes related to visitation, economic impact, community benefit, and organizational sustainability. The goals establish a standardized KPI framework to support accountability, performance evaluation, and strategic oversight by the Board.

Recommendation: [Adoption of the 2026 Staff Goals and Objectives](#)

4. BOARD UPDATES & PUBLIC COMMENT

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

5. CLOSED SESSION

5.1. EMPLOYEE PERFORMANCE EVALUATIONS (Tamba Sellu)

The Board will review the 2025 employee performance outcomes, including the Executive Director's annual performance evaluation and related compensation considerations, and assess recommended employee bonus awards tied to Board-approved goals. Action may be taken to approve Executive Director compensation adjustments and 2025 staff bonuses.

6. REPORT ON CLOSED SESSION

7. ADJOURNMENT



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Aaron Wright
CA State Parks, Oroville

Megan Kurtz
CSU Chico

Megan Gaddis
Community at Large

November 13, 2025

Time: 12:30 pm - 2:30 pm

BCAG Board Room
326 Huss Dr, Board Room, Chico, CA 95928

MINUTES

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1. OPEN MEETING = 12:32 PM

Attendees: Jason Olivares, Sareena Merchant, Matt Reed, Kate Pinsonneault, Tamba Sellu, Ashley Dekellis, Megan Kurtz, Melissa Schuster, Megan Gaddis, Aaron Wright

Nichole Farley, Ashley Baer, Lucia Mercado, Angelina Matey, Nicole Hill, Pat Macias, Jennifer Owen, Wes Ervin, Holli Drobny

2. CONSENT CALENDAR

2.1. [Approve Minutes from September 25, 2025](#)

2.2. [Approve August 2025 Financials \(with authorization to update for TBID assessment revenues attributed to August\)](#)

2.3. [Approve September 2025 Financials \(with authorization to update for TBID assessment revenues attributed to September\)](#)

2.4. [2026 Board of Directors Meeting Schedule](#)

Motion to Approve: Jason Olivares

Second: Matt Reed

Vote: 10 - 0 - 0

3. OBJECTIVE 3: ADVOCATE FOR INVESTMENTS IN BUTTE COUNTY'S VISITOR ECONOMY

3.1. 2026 BCTBID ANNUAL REPORT (Nichole Farley)

A draft of the 2026 BCTBID Annual Report is attached. It is a forward looking report for the Butte County Tourism Business Improvement District as required pursuant to Streets and Highways Code section 36650.

Recommendation: Approve the 2026 Annual Butte County Tourism Business Improvement District Report and authorize its submission to the Butte County Board of Supervisors Clerk for filing.

With approval of the report, you are consenting for EBC Executive Director, Nichole Farley, to submit the report to the Board of Supervisors Clerk for filing. No changes to be made. The proposed assessment budget for 2026 will be 1.256 Million. 70% to marketing, 10% to micro-zone funding, and 10% admin.

Jason Oliveras: Have we ever not hit our revenue goals and would we consider putting more money in reserves in order to prepare for a slow year where we don't hit our goal?

Nichole Farley: We have \$500,000 in our Money Market Account right now as our Reserves. We might have to move some money from that account in 2026, as our Operations Account has been depleted due to the Sports Infrastructure Master Plan. We knew this would happen, since that was funding with Reserve Funding.

Aaron Wright: Are there any laws within our scope as to how the money should be spent and what percentage we should spend?

Nichole Farley: We have to spend our finding on Services and Activities within the set allocation in our Management District Plan. Our goal is to keep a fixed admin cost of 10% but we have the ability during the Annual Report to adjust if needed.

Motion: Aaron Wright - *Approve the 2026 Annual Butte County Tourism Business Improvement District Report and authorize its submission to the Butte County Board of Supervisors Clerk for filing.*

Second: Megan Kurtz

Vote: 10 - 0 - 0

4. OBJECTIVE 1: LEAD AND ADVANCE THE BUTTE COUNTY TOURISM INDUSTRY

4.1. SPORTS TOURISM INFRASTRUCTURE MASTER PLAN (Nichole Farley)

The Master Plan has been completed by Hunden Partners. Summary presentation and update on next steps.

Industry Highlights: To be tournament friendly, we need a minimum of 8 flat multiuse fields & 8 basketball courts. Where we found the most need in our area is soccer, as we are currently at capacity and many teams are turning people away.

Three (3) sites we are looking at: Gorrell Ranch, Nelson Park, and Nance Canyon Site. The largest site is Nance Canyon, but it would also be the most expensive with 20M just to get utilities out there.

Two (2) phases for build out, first would be the fields necessary, Concessions/Bathrooms/Control, Rooms/Shade Structure, dorms and walking paths. The second phase would be for retail, hotels, and other considerations.

Total costs for phase 1 come out to about 120M - additional to the cost of the property.

The impact over 30 years would be 2.8Billion in spending, 535M in new net earnings, with about 300 jobs.

We have a potential partnership opportunity with someone who is not yet listed in the plan. Hunden has been contacted to ask how this would look and what we will have to do to move forward. Details to come in January.

Wes Ervin: Seems like the site search is still ongoing, how long a process until the optimal site will be chosen?

Nichole Farley: We would like to see a property identified within two (2) years. Construction within three (3). But I understand that this could take significantly more time.

5. OBJECTIVE 2: EXPAND AND DIVERSIFY OUR EXPERIENCE BASE

5.1. UPDATE: 2025 MARKETING UPDATE (Ashley Baer, Marketing Director)

Standing update on the efforts of EBCs Marketing Team.

Website traffic YTD (211.3K) is down -25.3% year-over-year. AI overviews are suppressing traffic across nearly all websites. However, the users that do visit the website are more engaged

Average engagement time per active user (+20.5%) and average pageviews/user (+2.7%) are up year-over-year.

Social media engagements are down -15.8% year-over-year. This an issue most brands are experiencing - there's more content than ever competing for users' engagements. However, September and October engagements are up YoY.

Pilot Program: Local Creators - Three posts created by local creators resulted in: working with Butte County creators with unique perspectives on the region. 22.7k+ impressions and nearly 1.1k engagements. over 100 new licensed video clips.

Collaboration posts with Butte365 and Travel Chico resulted in 40 posts, 443,224 impressions, 10,727 engagements.

Pilot membership for Visit California x Crowdriff Creators program resulted in 14 shoots in 2025 - high-quality content taken at our direction, owned outright. Relationship formed with one of the creators for potential influencer collaboration. The last shoot will be in early December. Final influencer of 2025: @taylorandzervan, a sustainability & EV Roadtrip Around the US, Mid-December visit - focus on winter/holidays in Butte County.

Finalizing influencer visits for 2026

Madden Media has two (2) active campaigns out for EBC - Winter Prospecting & Retargeting and Biking Campaign.

5.2. UPDATE: 2025 TRAVEL CHICO UPDATE (Angelina Matey, Travel Chico Specialist)

Standing update on Travel Chico brand enhancement & marketing efforts.

Marketing & Website Update Highlights

Website Growth & Strategy Pivot: Initial focus on social media strategy and linking content to existing web pages did not yield desired growth. Pivot in late October to prioritize building out new website pages with content (e.g., Lower Bidwell Park guide, winter activities page).

Result: Already seeing a spike in numbers and much stronger growth since the pivot.

Future Focus: Continue creating content that links to newly built-out webpages; expand the website for AI-pulling of updated information; ensure social media growth drives Return on Investment (ROI) through link conversions.

Social Media Performance: Seeing strong growth across all channels (channel growth and engagement growth). YouTube saw a major audience gain this year, increasing from 27 subscribers last November to 551 subscribers now. Instagram grew 28% in the last six months, surpassing the goal of 15% channel audience increase. Engagement saw a dip in September due to a one-week posting break but quickly returned to an upward trend. Q4 momentum is strong, with November data already surpassing the halfway mark of October's total engagement volume.

Engagement Goal Progress: Achieved 44% of the target end-of-year engagement goal by the end of Q3. Strong performance given the position was vacant from March through June; acceleration in Q4 offers hope for reaching the annual goal.

Visitor Economy Data (Zartico Q3): Downtown Chico remains the epicenter of Butte County's visitor economy, capturing 24–32% of all visitor activity. Steady growth in overnight stays and local spending. Visitor spending is up 8%. Visitors prioritize value, uniqueness, and authenticity over the cheapest option.

Content Pivot: Focusing on specialty, craft, and unique experiences has proven successful (e.g., Hotel Katerina rooftop bar video). Targeted downtown content (seasonal, Chico State) efforts are paying off.

Influencer Marketing Success (October): Hosted an LA lifestyle influencer (18.5k followers), gaining brand awareness in the high-value LA market and securing a reusable blog post/itinerary. Hosted Ashley Lyn Olson (Wheelchair Traveling), positioning Chico as an accessible destination and building a strategic ADA content library.

Q4 Focus & Campaigns: Primary Focus: Maximizing link clicks and conversions to prove engaging content drives website bookings and measurable impact.

Active Campaigns: Fall Foliage Ads: Link to the newly created Lower Bidwell Park guide, which is the top-viewed page despite being recently launched.

Holiday Ads: Link to the new winter activities guide to build attention and combat the typical January–February dip.

Looking Ahead: Planning a collaboration ad with Ashley (Wheelchair Traveling) to showcase Chico as a base for both festive downtown activities and nearby snow adventures.

5.3. UPDATE: 2025 COMMUNITY RELATIONS UPDATE (Lucia Mercado, Community Engagement Specialist)

Standing update on EBCs community engagement efforts.

Community Engagement Summary:

August was a very busy month for me, meeting with local event organizers to talk about campaigns they would like to see Butte365 doing. It was the groundwork for many of the October content and promotions that proved to be successful.

I attended the Hmong New Year Festival in Oroville, got some beautiful content of the dancing, traditional attire, and vendors. But best of all I got to connect with Kou Hawj (Koo How), the VP of the Hmong United Community of Oroville, whose wife is the lead organizer of the festival.

It was exciting to learn that Oroville has a deep rooted Hmong community and our festival actually kicks off the Hmong New Year season, bringing hundreds of visitors from across Northern California to celebrate, perform, and experience our area. We have decided to launch in May of 2026 for Hmong Independence month.

Preparations for 2026 Museum Weekend have begun and we will be going back to a single weekend and PRINTED passports due to the feedback received last year.

Website Performance YTD:

Ripe has had low booking through the site since April of this year, but we are seeing strong YoY growth in most months, with the biggest jump in October 2025 (+511 sessions, +798%) and standout gains in January (+148%), July (+144%), August (+174%), and September (+133%).

Some top dates we are already seeing an influx of visitors interested in are April 19-25, 2026 and May 10-16, 2026.

Based on this, I would assume that the lack of booking is closely related to the economic trends we are experiencing rather than a lack of exposure.

Active users showed steady growth from March to October (2.2K → 11K), reaching their highest point in October.

The October spike aligns directly with top-performing pages by views, much of which is a direct correlation to high performing content on social media that came from both organic and paid advertising — most of which were major October events in Downtown Chico.

I also want to include that the outreach to local event organizers seems to have had a positive effect on our upload engagement. Jumping from having 56 events on the site in May to 167 in October.

SOCIAL MEDIA HIGHLIGHTS YTD:

I put the reach on the graph as this represents the number of people that saw our content rather than views that can at times count the same person more than once.

Our Facebook Reach experienced some serious peaks and lows for the first half of the year, but since May seems to be increasing gradually.

We saw some pretty drastic highs and lows in Facebook's reach from Jan to May, moving from 4,000 in Jan, to 89,000 in Feb, back down to 5,000 in March, and up to 73,000 in April. Since May our reach has been going up gradually, between 5-10,000 more a month at a peak of 53,000 in Oct.

Although Instagram has been getting more active followers that interact with content, it's obvious that the ads on Facebook are getting more link clicks and driving more people to Butte365.com.

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Aaron Wright:

The golden mussel in Oroville can be a big draw for people to come into town. It's free to go through the process and you can get through the process in about a day.

We were averaging 150,000 visitors in 2024 and are foreseeing 2M in 2025.

Q: Is it possible to break down those numbers to know where they're coming from?

Melissa Schuster:

The memorial of the campfire just passed and as we got the final funding for Hope Plaza, we were able to open the plaza to the community. We were at the site from 8:30am to 4pm and had a wonderful flow of people coming through. A couple from El Dorado came and told us that they were spending a week in Paradise after watching The Lost Bus.

We are planning for a Spring Celebration upon the finalization of the artwork in Hope Plaza. The plaza was completely privately funded at a cost of 1.5M.

Matt Reed:

The Holiday Jubilee is this weekend! A craft show on Saturday & Sunday, all inside with about 30 vendors.

Megan Kurtz:

3,500 people came down for Wildcat Weekend and it was a wonderful weekend for Chico State and the surrounding area. We may not be hosting Wildcat Preview on the same weekend moving forward, as we are seeing more families coming to visit.

The Human ID Lab is opening tomorrow! They are top notch and the facility is going to be beautiful.

Megan Gaddis:

We are ramping up for wonderful holiday events starting in just a couple of weeks. Christmas Preview, Small Business Saturday, and the Christmas Tree Lighting.

Kate P:

Brunch is now open on Sat-Sun and it's delicious!

Momona and Winchester Goose in Downtown Chico are closing

Pat Macias:

Our current exhibition is closing soon and the next one is H2O all about water.

We have a lot of workshops going at the moment, in hopes to bring people into the museum.

Tamba Sellu:

Request for Brown Act Training for board of directors.

7. ADJOURNMENT - 1:52 PM



EXPLORE BUTTE COUNTY

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2026 BUDGET COMMITTEE MEETING

~~December 5, 2025~~

December 9, 2025

~~Time: 10:30 am - 12:00 pm~~

Time: 3:30 pm - 4:30 pm

BCAG Board Room
326 Huss Dr, Board Room, Chico, CA 95928

Agenda

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1. OPEN MEETING

Attendees: Jason Oliveras, Matt Reed, Sareena Merchant

Absent: Megan Gaddis

2. OBJECTIVE 3: ADVOCATE FOR INVESTMENTS IN BUTTE COUNTY'S VISITOR ECONOMY

2.1. 2026 PROPOSED BUDGET (Nichole Farley)

A draft of the [2026 Proposed Budget](#) is attached for discussion and alignment with our [2026 - 2028 proposed Strategic Plan](#)

- 2026 Budget Approval and Contracts The primary purpose of the meeting was to review the proposed 2026 budget to make a recommendation for its adoption by the full board on January 15th.
- Nichole Farley requested approval for three integrated contracts to be executed by the end of the year to lock in rates, with services starting in January.
- Jason Olivares requested an explanation of what services were being removed in lieu of the new contracts being added.

- **Revenue:** Nichole Farley reported that program income is projected to be \$1.2 million, flat from 2024, without projected growth in occupancy or ADR.
- **Advertising Budget:** The advertising budget includes spending through Madden Media, the agency of record, with \$14,000 budgeted for SEM. Digital advertising is split between \$12,000 in-house and \$24,000 through Madden Media, with \$12,000 projected for Adara, which includes a match and a Visit California co-op, increasing the actual media buying to around \$25,000. A total of \$25,000 is set aside for "out of home activations and storytelling partnerships," with plans to leverage momentum from a partnership with Wild Sam for a second year and initiate a first-year activation with All Gears focused on mountain biking, trails, and hiking.
- **Creative Budget:** Nichole Farley proposed decreasing the creative budget by holding off on new video and photography assets, instead leveraging existing assets for a year while pursuing a brand audit and refresh with Madden, estimated at \$50,000. Nichole Farley also mentioned plans to replace the previous large visitors guide with smaller, more niche 'pocket guides' for mountain biking and hiking trails after the brand refresh.
- **Shifting Research and Data Strategy** Nichole Farley detailed a change in research and data strategy, noting that the organization will stop using Zardico due to their inability to accurately track hotel data and because Butte County does not have enough cell phone traffic for accurate data extrapolation. The new focus will be on actual visitor spending using a Visa View contract and gathering hotel/Airbnb data through AirDNA, Calibri, and CoStar. The AirDNA data, which includes latitude and longitude for short-term rental homes, will be used to help jurisdictions achieve compliance with TOT and TBID payments.
- **Marketing and Digital Technology Investments:** The organization plans to invest \$25,000 in website updates to move from Craft 4 to Craft 5, with an additional \$5,000 needed for CCPA (California Privacy Act) compliance, and plans for European privacy standards compliance in 2027. A new AI scraping tool, to be built by Daniel, will help identify new content, events, and travel/tourism-related information in Butte County. A new contract with HubSpot, totaling \$30,000 yearly, will create a CRM, eliminate other platforms like Mailchimp and HootSuite, and allow for tracking the consumer journey through all digital platforms.
- **Destination Management and Co-op Programming:** Nichole Farley outlined destination management planning, including a \$50,000 project to update the designation status at the state level and explore federal designation of the Feather River Byway. A \$10,000 investment in a business education program called Destination Uplift, which includes monthly webinars on marketing and Google profiles, was suggested for sharing with downtown associations and chambers, funded through the co-op program.
- **Administrative Expenses and Financial Status:** Matt Reed and Nichole Farley discussed the conservative nature of the budgeting, with Matt Reed approving of the approach to ensure financial readiness. Nichole Farley

reported that the co-op programming total expenses are about \$37,000, and Lucia is outlining opportunities for community partners and event planners to meet that goal. Nichole Farley is pursuing increased funding from the City of Chico for Travel Chico, suggesting a raise from \$40,000 to \$100,000 to encourage people to fly into Chico, especially since the city is planning to spend more than \$40,000 on airport promotion to leave Chico.

- **Strategic Planning and Madden Media Contract:** Nichole Farley provided an update on the strategic plan, which will tie into programming and includes continued focus on sports tourism development and increasing brand visibility with the outdoor audience through efforts like Wild Sam and All Gears partnerships. The Madden Media contract is the largest, totaling \$275,000, which is an increase of \$25,000 from 2024 and is primarily due to the brand workshop audit. Sareena Merchant voiced concerns about potential fraud related to the Adara media spend and planned to review the data, with Nichole Farley offering to connect them with the representative, Charlie, if needed.
- **Contract and Budget Approval:** The three contracts for approval to lock in rates were with Madden, AirDNA/Calibri Hotel data (\$18,000 a year), and HubSpot. The HubSpot contract is billed quarterly at \$6,000, totaling \$24,000 yearly, plus \$5,000 for contingency and extra training.

Motion: Jason Oliveras

Approve the 2026 Proposed Budget and the Madden Media, AirDNA/Calibri, and Hubspot contracts for signature for Full Board Ratification on January 15, 2026.

Second: Matt Reed

Discussion: None

Vote: 3-0-0

3. BOARD UPDATES & PUBLIC COMMENT

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4. ADJOURNMENT



For the Period Ending October 31st, 2025

****Unaudited – For Management Use Only****

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Pages 8-10	- Monthly Journal entries

EXPLORE BUTTE COUNTY
Summary of Financial Information
October 2025

Below is a summary of your financial reports. The detailed financials are attached for your review.

Balance Sheet

Assets – As of October 31st, 2025, the cash balance is \$758,780 which is a decrease of 9.7% (\$81,832) compared to 2024. Total Current Assets are \$882,190 made up of Cash, Accounts Receivable and Prepaid Expenses. This is a decrease of 12% (\$120,607) compared to 2024 due to the decrease in cash, 18.7% (\$27,219) decrease in Accounts Receivable, and a 69.1% decrease (\$11,556) in Prepaid Expenses.

Liabilities – Total liabilities are \$270,506 which is an increase of 184.7% (\$175,506) compared to 2024. This is mostly due to an increase in Deferred Revenue of 334.4% (\$169,524), an increase in Accrued Payable of 100% (\$15,932), an increase in Accrued Salaries of 64% (\$9,886), a decrease in Accounts Payable of 79.8% (\$16,797), and a decrease in Credit Card Payable of 55.3% (\$3,279). The increase in Deferred Revenue is due to the \$150,000 payment from Chico State Enterprises which is being held as the city negotiates for an airline. It is possible these funds will sit for up to or over a year.

Net Assets – Total Net Assets on October 31st, 2025, are \$675,885 which is a decrease of \$290,825 in comparison to the same time last year.

Trend Balance Sheet Ratios

Operating cash (number of days of operational cash a company has on hand outside of Reserves) is at 183 days at the end of September.

The Current Ratio measures a company's ability to repay short term debts with short term assets, with a ratio between 1 and 2 being ideal. With a Current Ratio of 18, assets continue to be ahead of industry standards.

The Leverage Ratio indicates how assets are financed with debt. A leverage ratio of 0 shows the organization has been able to finance assets through net assets, rather than relying on long-term debts.

Year to Date Statement of Activities

Revenues – Total operating revenue as of October 31st, 2025, is \$761,352 tracking below budget by 27.1% (\$283,148), and less than last year by 3.1% (\$24,483).

Program Revenue is under budget by 21.3% (\$175,379) and less than last year by 10.3% (\$73,830).

Expenses – Total Program expenses are \$1,102,319 which is below budget by 8.4% (\$10,176) and more than last year by 4% (\$42,399).

The expenses seeing the largest variance in comparison to the budget are as follows:

- Sales & Mktg Under Budget -\$97,840 {Specifically: Advertising under (\$2,478); Conferences over (\$727); Creative Services under (\$11,405); Mktg Contracts over (\$2,036); Printing over (\$9,451); Staff-Mktg under (\$41,896); Vehicle Maintenance under (\$45,218) & Website under (\$595)}
- Destination Management Plan under - \$54,241
- Zone and Micro Marketing under – \$17,928

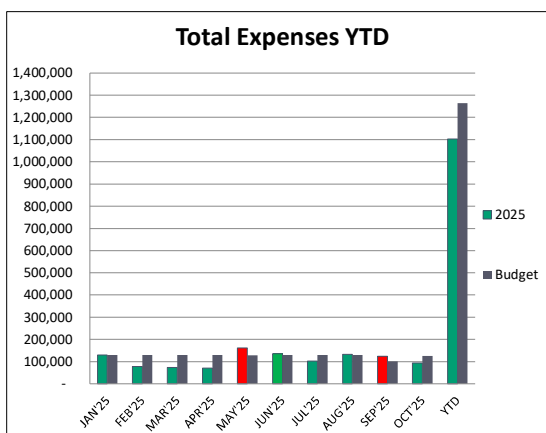
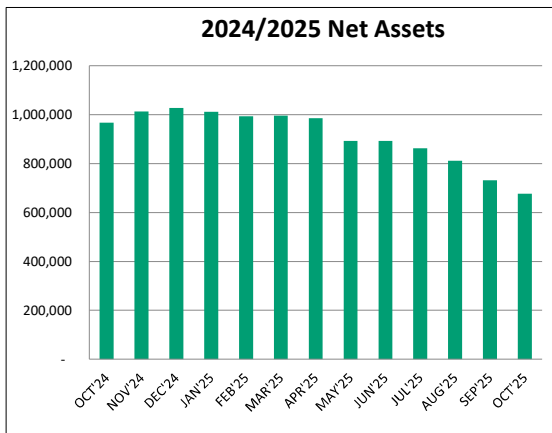
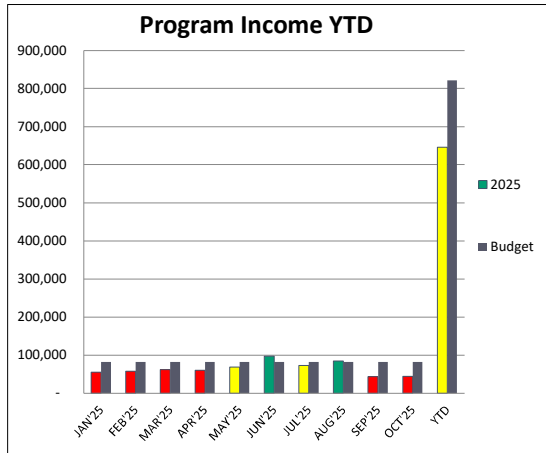
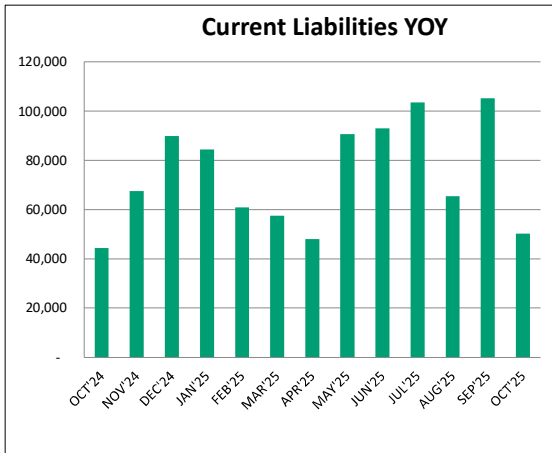
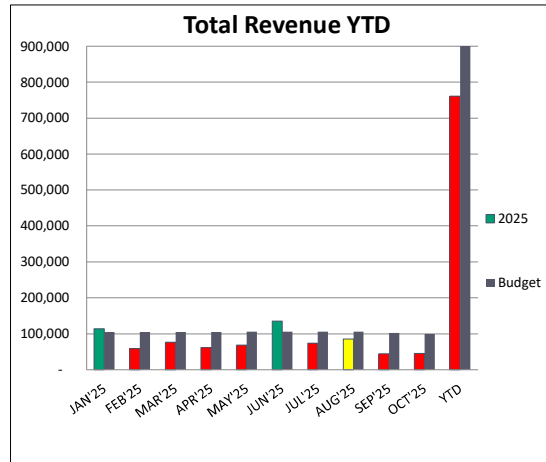
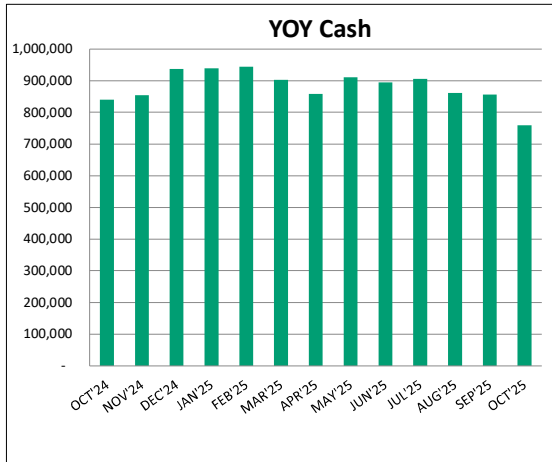
The expenses seeing the largest variance in comparison to prior year are as follows:

- Destination Management Plan - \$40,759 increased
- Sales & Mktg -\$27,962 increased {Specifically: Advertising over (\$30,572); Conferences under (\$6,534); Creative Services under (\$3,461); Printing under (\$22,554); Travel Trader & Consumer Mkt Show under (\$16,192); Staff-Mktg over (\$20,596) & Website over (\$1,948)}
- Zone and Micro Marketing – \$24,693 decreased

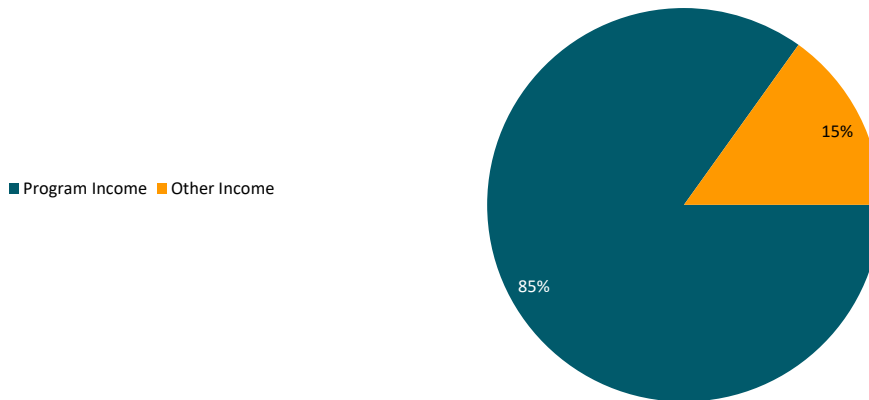
Net Income/(Loss) – Total Change in Net Assets is showing a Loss of \$340,967 which is more than the budgeted loss by \$121,212. This variance is due mostly to the decreased expenses and decreased revenue. As compared to last year, the total change in Net Assets is showing a higher deficit by \$66,882.

Explore Butte County
Financial Dashboard
For the period ending October 31st, 2025

Color Code	
	Significant Underperformance
	Slight Underperformance
	Good Performance

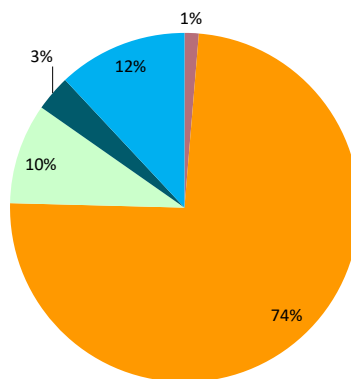


Summary of Revenues

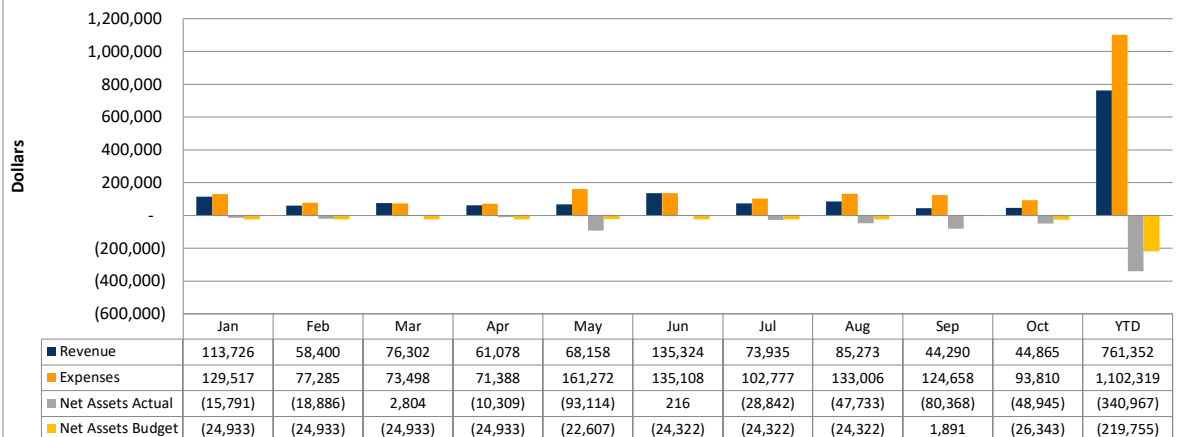


Summary of Expenses

- Assessment Rate 2%
- Sales and Marketing Expense
- Destination Marketing Activity
- Zone and Micro-Marketing
- Admin Expenses



YTD Operating Performance



Explore Butte Ccounty
Comparative Balance Sheet
For the period ending October 31st, 2025 and October 31st, 2024

	October 2025 \$	October 2024 \$	Variance Inc/(Dec) \$	Variance Inc/(Dec) %
ASSETS				
Current Assets				
Cash				
Checking	66,808	314,095	(247,287)	(78.7%)
Savings	521,044	506,474	14,570	2.9%
Money Market	170,928	20,043	150,884	752.8%
Total Cash	758,780	840,613	(81,832)	(9.7%)
Accounts Receivable	118,234	145,453	(27,219)	(18.7%)
Other Assets				
Prepaid Expenses	5,176	16,732	(11,556)	(69.1%)
Total Current Assets	882,190	1,002,798	(120,607)	(12.0%)
Fixed Assets				
Furniture And Equipment	19,636	19,636	-	-
Vehicle	97,255	137,837	(40,582)	(29.4%)
Less Accumulated Depreciation	(52,690)	(98,562)	45,871	46.5%
Total Fixed Assets	64,200	58,911	5,289	9.0%
TOTAL ASSETS	946,391	1,061,709	(115,318)	(10.9%)
LIABILITIES				
Current Liabilities				
Accounts Payable	4,250	21,047	(16,797)	(79.8%)
Credit Card Payable	2,646	5,925	(3,279)	(55.3%)
Accrued Salaries and Wages	25,324	15,438	9,886	64.0%
Accrued Payable	15,932	-	15,932	100.0%
Payroll Liabilities	2,135	1,896	240	12.6%
Total Current Liabilities	50,288	44,306	5,983	13.5%
Deferred Revenue	220,218	50,694	169,524	334.4%
TOTAL LIABILITIES	270,506	94,999	175,506	184.7%
NET ASSETS				
Unrestricted Net Assets	604,706	827,948	(223,243)	(27.0%)
Net Assets - Reserved	412,146	412,846	(700)	(0.2%)
Current Year Income/ (Loss)	(340,967)	(274,085)	(66,882)	(24.4%)
Total Net Assets	675,885	966,709	(290,825)	(30.1%)
TOTAL LIABILITIES & NET ASSETS	946,391	1,061,709	(115,318)	(10.9%)

Explore Butte County
Trend Balance Sheet Ratios
For the period ending October 31st, 2025

	October 2024	November 2024	December 2024	January 2025	February 2025	March 2025	April 2025	May 2025	June 2025	July 2025	August 2025	September 2025	October 2025
Cash ¹	220.86	224.44	246.03	226.21	227.35	217.36	206.63	219.31	215.24	218.15	207.40	206.21	182.70
Current Ratio ²	22.63	16.01	12.48	12.48	16.74	17.84	24.24	11.71	11.92	10.61	15.59	9.38	17.54
Leverage ³	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

1 Operating Cash = Cash/Daily Expenses. Indicates how many days a company can survive without additional cash.

2 Current Ratio = Current Assets/Current Liabilities. Measures a company's ability to repay short term debts with short term assets.
A ratio between 1 and 2 is ideal, with a high number indicating greater ability to repay short term debt.

3 Leverage = Long Term Liabilities/Total Net Assets. Indicates how assets are financed.
A lower number indicates that assets are financed through savings/net assets
while a higher number indicates that assets are financed through debt and puts the company at greater risk of default on its obligations.

Explore Butte County
Year-to-Date Comparative Income Statement
For the period ending October 31st, 2025

	October 2025 YTD - ACTUALS		October 2025 YTD - BUDGET		VARIANCE TO BUDGET		October 2024 YTD - ACTUALS		Oct '25 TO Oct '24 ACTUALS VARIANCE	
	\$	%	\$	%	\$	%	\$	%	\$	%
REVENUES & OTHER SUPPORT:										
Program Income										
Butte County	3,492	0.5%	5,833	0.6%	(2,342)	(40.1%)	3,140	0.4%	351	11.2%
Chico	523,977	68.8%	625,000	59.8%	(101,023)	(16.2%)	569,529	72.5%	(45,552)	(8.0%)
Gridley	15,306	2.0%	7,500	0.7%	7,806	104.1%	8,624	1.1%	6,682	77.5%
Oroville	79,932	10.5%	137,500	13.2%	(57,568)	(41.9%)	111,901	14.2%	(31,969)	(28.6%)
Paradise	23,581	3.1%	45,833	4.4%	(22,252)	(48.6%)	26,923	3.4%	(3,342)	(12.4%)
Sub-Total Program Income	646,288	84.9%	821,667	78.7%	(175,379)	(21.3%)	720,117	91.6%	(73,830)	(10.3%)
Other Income										
Interest Income	7,254	1.0%	-	-	7,254	100.0%	6,297	0.8%	957	15.2%
Butte County - Microfunding	224	0.0%	1,250	0.1%	(1,026)	(82.1%)	135	0.0%	89	65.8%
City of Chico - Microfunding	50,531	6.6%	130,333	12.5%	(79,802)	(61.2%)	40,000	5.1%	10,531	26.3%
City of Oroville - Microfunding	12,294	1.6%	22,500	2.2%	(10,206)	(45.4%)	-	-	12,294	100.0%
Town of Paradise - Microfunding	4,708	0.6%	8,333	0.8%	(3,625)	(43.5%)	-	-	4,708	100.0%
Cooperative Program Funding	1,250	0.2%	5,000	0.5%	(3,750)	(75.0%)	16,797	2.1%	(15,547)	(92.6%)
City of Gridley - Microfunding	92	0.0%	1,250	0.1%	(1,159)	(92.7%)	-	-	92	100.0%
Other Income	38,711	5.1%	54,167	5.2%	(15,455)	(28.5%)	2,489	0.3%	36,223	1,455.4%
Sub-Total Other Income	115,064	15.1%	222,833	21.3%	(107,769)	(48.4%)	65,718	8.4%	49,347	75.1%
TOTAL REVENUE	761,352	100.0%	1,044,500	100.0%	(283,148)	(27.1%)	785,835	100.0%	(24,483)	(3.1%)
PROGRAM EXPENSES:										
Assessment Rate 2%										
2% Fee - Butte County	77	0.0%	117	0.0%	(39)	(33.7%)	102	0.0%	(25)	(24.2%)
2% Fee - Chico	11,618	1.5%	12,500	1.2%	(882)	(7.1%)	6,321	0.8%	5,297	83.8%
2% Fee - Gridley	339	0.0%	150	0.0%	189	126.3%	18	0.0%	321	1,754.6%
2% Fee - Oroville	1,772	0.2%	2,750	0.3%	(978)	(35.6%)	1,860	0.2%	(88)	(4.7%)
2% Fee - Paradise	523	0.1%	917	0.1%	(394)	(43.0%)	425	0.1%	98	23.1%
Sub-total Assessment Rate 2%	14,330	1.9%	16,433	1.6%	(2,103)	(12.8%)	8,727	1.1%	5,603	64.2%
Sales and Marketing Expense										
Advertising	175,022	23.0%	177,500	17.0%	(2,478)	(1.4%)	144,450	18.4%	30,572	21.2%
Conferences	31,910	4.2%	31,183	3.0%	727	2.3%	38,444	4.9%	(6,534)	(17.0%)
Creative Services	101,929	13.4%	113,333	10.9%	(11,405)	(10.1%)	105,390	13.4%	(3,461)	(3.3%)
Dues and Memberships	8,332	1.1%	8,333	0.8%	(1)	(0.0%)	8,129	1.0%	203	2.5%
Marketing Contracts	119,941	15.8%	117,905	11.3%	2,036	1.7%	110,996	14.1%	8,945	8.1%
Meals	788	0.1%	2,500	0.2%	(1,712)	(68.5%)	1,488	0.2%	(700)	(47.1%)
Office Supplies	-	-	1,250	0.1%	(1,250)	(100.0%)	108	0.0%	(108)	(100.0%)
Postage	3,167	0.4%	2,167	0.2%	1,001	46.2%	2,064	0.3%	1,103	53.4%
Printing	36,076	4.7%	26,625	2.5%	9,451	35.5%	58,630	7.5%	(22,554)	(38.5%)
Public Relations	3,688	0.5%	2,500	0.2%	1,188	47.5%	3,309	0.4%	379	11.4%
Rent	3,174	0.4%	2,500	0.2%	674	27.0%	34	0.0%	3,140	9,134.8%
Sales and Marketing Exp. - Other	114	0.0%	1,667	0.2%	(1,553)	(93.2%)	1,413	0.2%	(1,299)	(91.9%)
Hospitality for Hospitality	1,008	0.1%	3,750	0.4%	(2,742)	(73.1%)	1,002	0.1%	6	0.6%
SponsorShip Marketing	8,000	1.1%	8,333	0.8%	(333)	(4.0%)	4,535	0.6%	3,465	76.4%
Travel Trader& Consumer Market Show	11,268	1.5%	15,000	1.4%	(3,732)	(24.9%)	27,459	3.5%	(16,192)	(59.0%)
Staff-Marketing	255,187	33.5%	297,083	28.4%	(41,896)	(14.1%)	234,591	29.9%	20,596	8.8%
Vehicle Maintenance	13,115	1.7%	58,333	5.6%	(45,218)	(77.5%)	4,662	0.6%	8,453	181.3%
Website	43,905	5.8%	44,500	4.3%	(595)	(1.3%)	41,957	5.3%	1,948	4.6%
Sub-Total Sales and Marketing Expense	816,624	107.3%	914,463	87.6%	(97,840)	(10.7%)	788,662	100.4%	27,962	3.5%
Destination Marketing Activity										
ARPA Wayfinding	-	-	-	-	-	-	57,469	7.3%	(57,469)	(100.0%)
Destination Management Plan	85,513	11.2%	133,750	12.8%	(48,238)	(36.1%)	3,076	0.4%	82,437	2,680.1%
Butte County Film Commision	17,330	2.3%	23,333	2.2%	(6,003)	(25.7%)	1,539	0.2%	15,791	1,026.4%
Sub-Total Destination Marketing Activity	102,843	13.5%	157,083	15.0%	(54,241)	(34.5%)	62,083	7.9%	40,759	65.7%
Zone and Micro-Marketing										
Chico Zone/Travel Chico	13,760	1.8%	21,167	2.0%	(7,407)	(35.0%)	28,203	3.6%	(14,443)	(51.2%)
Paradise Zone	315	0.0%	8,333	0.8%	(8,018)	(96.2%)	7,030	0.9%	(6,715)	(95.5%)
Oroville Zone	22,498	3.0%	22,500	2.2%	(2)	(0.0%)	26,033	3.3%	(3,535)	(13.6%)
Other Zone	-	-	1,250	0.1%	(1,250)	(100.0%)	-	-	-	-
Gridley/ Biggs Zone	-	-	1,250	0.1%	(1,250)	(100.0%)	-	-	-	-
Sub-Total Zone and Micro-Marketing	36,572	4.8%	54,500	5.2%	(17,928)	(32.9%)	61,266	7.8%	(24,693)	(40.3%)
Admin Expenses										
Advertising	498	0.1%	-	-	498	100.0%	-	-	498	100.0%
Bank fees	-	-	100	0.0%	(100)	(100.0%)	40	0.0%	(40)	(100.0%)
Conference, Convention, Meeting	10,871	1.4%	8,333	0.8%	2,537	30.4%	3,255	0.4%	7,615	233.9%
Depreciation	21,548	2.8%	-	-	21,548	100.0%	24,570	3.1%	(3,022)	(12.3%)
Filing fees/ taxes	2,100	0.3%	3,333	0.3%	(1,233)	(37.0%)	387	0.0%	1,713	443.1%
General Administration	516	0.1%	2,000	0.2%	(1,484)	(74.2%)	5,288	0.7%	(4,772)	(90.2%)
Insurance	1,765	0.2%	4,167	0.4%	(2,401)	(57.6%)	2,885	0.4%	(1,120)	(38.8%)
Interest expense	-	-	-	-	-	-	2	0.0%	(2)	(100.0%)
Meals	932	0.1%	2,000	0.2%	(1,068)	(53.4%)	589	0.1%	344	58.3%
Membership dues	-	-	-	-	-	-	35	0.0%	(35)	(100.0%)
Office supplies	2,219	0.3%	3,333	0.3%	(1,115)	(33.4%)	6,899	0.9%	(4,681)	(67.8%)
Postage	558	0.1%	458	0.0%	100	21.8%	96	0.0%	463	483.7%
Printing and Copying	1,929	0.3%	500	0.0%	1,429	285.8%	50	0.0%	1,879	3,758.1%
Professional fees - Accounting	39,207	5.1%	41,667	4.0%	(2,459)	(5.9%)	46,325	5.9%	(7,118)	(15.4%)
Professional fees - Legal	5,220	0.7%	8,333	0.8%	(3,113)	(37.4%)	9,984	1.3%	(4,764)	(47.7%)
Professional fees - Human Resources	5,478	0.7%	5,417	0.5%	61	1.1%	38	0.0%	5,440	14,425.3%
Rent/ Office Space	5,882	0.8%	7,500	0.7%	(1,618)	(21.6%)	6,678	0.8%	(796)	(11.9%)
401k Administration	961	0.1%	833	0.1%	128	15.3%	777	0.1%	184	23.7%
Staffing - Admin	28,054	3.7%	27,633	2.6%	421	1.5%	26,004	3.3%	2,051	7.9%
Subscriptions	1,176	0.2%	2,167	0.2%	(991)	(45.7%)	1,675	0.2%	(499)	(29.8%)
Telephone, Telecommunications	1,625	0.2%	2,000	0.2%	(375)	(18.8%)	1,602	0.2%	23	1.4%
Travel	1,375	0.2%	1,500	0.1%	(125)	(8.3%)	1,723	0.2%	(348)	(20.2%)
Admin Expense- Other	38	0.0%	500	0.0%	(462)	(92.4%)	282	0.0%	(244)	(86.5%)
Sub-Total Admin Expenses	131,951	17.3%	121,775	11.7%	10,176	8.4%	139,182	17.7%	(7,231)	(5.2%)
TOTAL PROGRAM EXPENSES	1,102,319	144.8%	1,264,255	121.0%	(161,935)	(12.8%)	1,059,920	134.9%	42,399	4.0%
NET INCOME/(NET LOSS)	\$ (340,967)	(44.8%)	\$ (219,755)	(21.0%)	\$ (121,212)	(55.2%)	\$ (274,085)	(34.9%)	\$ (66,882)	(24.4%)

Explore Butte County
Income Statement by Class
For the period ending October 31st, 2025

	TBID Program	Prior Year Reserved	Cooperative	MicroFunding	Travel Chico ARPA	TOTAL
REVENUES & OTHER SUPPORT:						
Program Income						
Butte County	3,492			-		3,492
Chico	523,977			-		523,977
Gridley	15,306			-		15,306
Oroville	79,932			-		79,932
Paradise	23,581			-		23,581
Sub-Total Program Income	646,288	-	-	-	-	646,288
Other Income			38,711			38,711
Interest Income	7,254			-		7,254
Butte County - Microfunding				224		224
City of Chico - Microfunding				40,531	10,000	50,531
City of Oroville - Microfunding				12,294		12,294
Town of Paradise - Microfunding				4,708		4,708
Cooperative Program Funding	-	(1,400)	2,650	-		1,250
City of Gridley - Microfunding				92		92
Sub-Total Other Income	7,254	(1,400)	41,361	57,849	10,000	115,064
TOTAL REVENUE	653,542	(1,400)	41,361	57,849	10,000	761,352
PROGRAM EXPENSES:						
Assessment Rate 2%						
2% Fee - Butte County	77			-		77
2% Fee - Chico	11,618			-		11,618
2% Fee - Gridley	339			-		339
2% Fee - Oroville	1,772			-		1,772
2% Fee - Paradise	523			-		523
Sub-total Assessment Rate 2%	14,330	-	-	-	-	14,330
Sales and Marketing Expense						
Advertising	163,162	5,050	2,156	-	4,654	175,022
Conferences	6,312	22,641		-	2,957	31,910
Creative Services	93,162			39	8,728	101,929
Dues and Memberships	8,332			-		8,332
Marketing Contracts	93,316	26,625		-		119,941
Meals	788			-		788
Postage	3,167			-		3,167
Printing	5,586	15,665		-	14,825	36,076
Public Relations	1,188	2,500		-		3,688
Sales and Marketing Exp. - Other	114			-		114
Hospitality for Hospitality	1,008			-		1,008
Rent/Office Space	3,174			-		3,174
SponsorShip Marketing	8,000			-		8,000
Travel Trader& Consumer Market Show	1,269	9,999		-		11,268
Staff-Marketing	255,187			-		255,187
Vehicle Maintenance	9,816		3,250	-	49	13,115
Website	35,235	7,892		200	578	43,905
Sub-Total Sales and Marketing Expense	688,816	90,371	5,406	239	31,792	816,623
Destination Marketing Activity						
Desitination Management Plan	513	85,000		-		85,513
Butte County Film Commision	200	17,130		-		17,330
Sub-Total Destination Marketing Activity	713	102,130	-	-	-	102,843
Zone and Micro-Marketing						
Chico Zone/Travel Chico	166			-	13,593	13,760
Paradise Zone	315			-		315
Oroville Zone	340			22,157		22,498
Sub-Total Zone and Micro-Marketing	821	-	-	22,157	13,593	36,572
Admin Expenses						
Advertising	498					498
Bank fees	-			-		-
Conference, Convention, Meeting	5,598	5,272		-		10,871
Contract services				-		-
Depreciation	21,548			-		21,548
Education				-		-
Filing fees/ taxes	2,100			-		2,100
General Administration	516			-		516
Insurance	1,765			-		1,765
Interest expense	-			-		-
Meals	932			-		932
Membership dues	-			-		-
Miscellaneous				-		-
Office supplies	2,208			-	10	2,219
Postage	558			-		558
Printing and Copying	1,929			-		1,929
Professional fees - Accounting	28,182	11,025		-		39,207
Professional fees - Legal	5,220			-		5,220
Professional fees - Human Resources	5,478			-		5,478
Rent/ Office Space	5,882			-		5,882
401k Administration	961			-		961
Staffing - Admin	28,054			-		28,054
Subscriptions	1,176			-		1,176
Telephone, Telecommunications	1,625			-		1,625
Travel	1,366			4	5	1,375
Admin Expense- Other	38					38
Sub-Total Admin Expenses	115,634	16,297	-	4	15	131,951
TOTAL PROGRAM EXPENSES	820,314	208,799	5,406	22,401	45,400	1,102,319
NET INCOME/(NET LOSS)	\$ (166,772)	\$ (210,199)	\$ 35,956	\$ 35,448	\$ (35,400)	\$ (340,967)

Journal
Explore Butte County
October 2025

TRANSACTION DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	DISTRIBUTION ACCOUNT NUMBER	ACCOUNT FULL NAME	DEBIT	CREDIT
8299								
10/01/2025	Journal Entry	09302025R		To Accrue the payroll for the period 09/21/2025 to 09/30/2025	6410	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6410 Staffing - Marketing Payroll		7,007.49
10/01/2025	Journal Entry	09302025R		To Accrue the payroll for the period 09/21/2025 to 09/30/2025	7410	7000 Administration:7400 Staffing - Admin (10%):7410 Staffing - Admin Payroll		778.61
10/01/2025	Journal Entry	09302025R			2200	2200 Accrued Payroll	7,786.10	
Total for 8299							\$7,786.10	\$7,786.10
8445								
10/01/2025	Journal Entry	10012025			6011	6000 Sales and Marketing Expense:6010 Advertising:6011 Advertising - Adwords	1,666.69	
10/01/2025	Journal Entry	10012025			6012	6000 Sales and Marketing Expense:6010 Advertising:6012 Advertising - Digital	2,378.77	
10/01/2025	Journal Entry	10012025			6055	6000 Sales and Marketing Expense:6050 Creative Services:6055 Creative - Agency	3,528.33	
10/01/2025	Journal Entry	10012025			6110	6000 Sales and Marketing Expense:6100 Marketing contracts:6110 Marketing Agency Account Management	3,900.00	
10/01/2025	Journal Entry	10012025			6130	6000 Sales and Marketing Expense:6100 Marketing contracts:6130 Public Relations	4,458.33	
10/01/2025	Journal Entry	10012025			2230	2230 Accrued Payable		15,932.12
Total for 8445							\$15,932.12	\$15,932.12
8435								
10/09/2025	Journal Entry	09112027		Payroll for the period 09/21/2025-10/4/2025	6410	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6410 Staffing - Marketing Payroll	10,010.70	
10/09/2025	Journal Entry	09112027		Payroll for the period 09/21/2025-10/4/2025	7410	7000 Administration:7400 Staffing - Admin (10%):7410 Staffing - Admin Payroll	1,112.30	
10/09/2025	Journal Entry	09112027		Payroll for the period 09/21/2025-10/4/2025	6420	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6420 Staffing - Payroll Taxes - Mktg	756.44	
10/09/2025	Journal Entry	09112027		Payroll for the period 09/21/2025-10/4/2025	7420	7000 Administration:7400 Staffing - Admin (10%):7420 Payroll Taxes - Admin	84.05	
10/09/2025	Journal Entry	09112027		Payroll for the period 09/21/2025-10/4/2025	6450	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6450 401k	397.94	
10/09/2025	Journal Entry	09112027		Payroll for the period 09/21/2025-10/4/2025	7450	7000 Administration:7400 Staffing - Admin (10%):7450 401K	44.22	
10/09/2025	Journal Entry	09112027		Payroll for the period 09/21/2025-10/4/2025	6440	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance	1,088.28	
10/09/2025	Journal Entry	09112027		Payroll for the period 09/21/2025-10/4/2025	7440	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance	120.92	
10/09/2025	Journal Entry	09112027		Payroll for the period 09/21/2025-10/4/2025	6470	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance:6470 Dental and Vision	53.43	
10/09/2025	Journal Entry	09112027		Payroll for the period 09/21/2025-10/4/2025	7470	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance:7470 Dental and Vision	5.94	
10/09/2025	Journal Entry	09112027		Payroll for the period 09/21/2025-10/4/2025	7350	7000 Administration:7350 Professional Fees - Human Resources	230.77	
10/09/2025	Journal Entry	09112027		Payroll for the period 09/21/2025-10/4/2025	2410	2410 Retirement plan liability		1,753.52
10/09/2025	Journal Entry	09112027		Payroll for the period 09/21/2025-10/4/2025	2400	2400 Payroll Liabilities		1,237.34
10/09/2025	Journal Entry	09112027		Payroll for the period 09/21/2025-10/4/2025	2400	2400 Payroll Liabilities		98.43
10/09/2025	Journal Entry	09112027		Payroll for the period 09/21/2025-10/4/2025	1010	1010 GVB Checking #7188		10,815.70
Total for 8435							\$13,904.99	\$13,904.99
8442								
10/09/2025	Journal Entry	10092025		To remove the liability	2400	2400 Payroll Liabilities	1,335.77	
10/09/2025	Journal Entry	10092025		To remove the liability	6440	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance		1,113.61
10/09/2025	Journal Entry	10092025		To remove the liability	7440	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance		123.73
10/09/2025	Journal Entry	10092025		To remove the liability	6470	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance:6470 Dental and Vision		88.59
10/09/2025	Journal Entry	10092025		To remove the liability	7470	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance:7470 Dental and Vision		9.84
Total for 8442							\$1,335.77	\$1,335.77
8436								
10/23/2025	Journal Entry	10232025		Payroll for the period 10/5/2025-10/18/2025	6410	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6410 Staffing - Marketing Payroll	10,094.74	
10/23/2025	Journal Entry	10232025		Payroll for the period 10/5/2025-10/18/2025	7410	7000 Administration:7400 Staffing - Admin (10%):7410 Staffing - Admin Payroll	1,121.64	
10/23/2025	Journal Entry	10232025		Payroll for the period 10/5/2025-10/18/2025	6420	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6420 Staffing - Payroll Taxes - Mktg	762.88	
10/23/2025	Journal Entry	10232025		Payroll for the period 10/5/2025-10/18/2025	7420	7000 Administration:7400 Staffing - Admin (10%):7420 Payroll Taxes - Admin	84.76	
10/23/2025	Journal Entry	10232025		Payroll for the period 10/5/2025-10/18/2025	6450	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6450 401k	401.31	

Journal

Explore Butte County

October 2025

TRANSACTION DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	DISTRIBUTION ACCOUNT NUMBER	ACCOUNT FULL NAME	DEBIT	CREDIT
10/23/2025	Journal Entry	10232025		Payroll for the period 10/5/2025-10/18/2025	7450	7000 Administration:7400 Staffing - Admin (10%):7450 401K	44.59	
10/23/2025	Journal Entry	10232025		Payroll for the period 10/5/2025-10/18/2025	6440	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance	1,088.28	
10/23/2025	Journal Entry	10232025		Payroll for the period 10/5/2025-10/18/2025	7440	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance	120.92	
10/23/2025	Journal Entry	10232025		Payroll for the period 10/5/2025-10/18/2025	6470	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance:6470 Dental and Vision	53.43	
10/23/2025	Journal Entry	10232025		Payroll for the period 10/5/2025-10/18/2025	7470	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance:7470 Dental and Vision	5.94	
10/23/2025	Journal Entry	10232025		Payroll for the period 10/5/2025-10/18/2025	7350	7000 Administration:7350 Professional Fees - Human Resources	230.77	
10/23/2025	Journal Entry	10232025		Payroll for the period 10/5/2025-10/18/2025	2410	2410 Retirement plan liability		1,758.75
10/23/2025	Journal Entry	10232025		Payroll for the period 10/5/2025-10/18/2025	2400	2400 Payroll Liabilities		1,237.34
10/23/2025	Journal Entry	10232025		Payroll for the period 10/5/2025-10/18/2025	2400	2400 Payroll Liabilities		98.43
10/23/2025	Journal Entry	10232025		Payroll for the period 10/5/2025-10/18/2025	1010	1010 GVB Checking #7188		10,914.74
Total for 8436							\$14,009.26	\$14,009.26
8443								
10/23/2025	Journal Entry	10232025		To remove the liability	2400	2400 Payroll Liabilities	1,335.77	
10/23/2025	Journal Entry	10232025		To remove the liability	6440	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance		1,113.61
10/23/2025	Journal Entry	10232025		To remove the liability	7440	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance		123.73
10/23/2025	Journal Entry	10232025		To remove the liability	6470	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance:6470 Dental and Vision		88.59

Journal
Explore Butte County
October 2025

TRANSACTION DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	DISTRIBUTION ACCOUNT NUMBER	ACCOUNT FULL NAME	DEBIT	CREDIT
10/23/2025	Journal Entry	10232025		To remove the liability	7470	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance:7470 Dental and Vision		9.84
Total for 8443							\$1,335.77	\$1,335.77
8437								
10/31/2025	Journal Entry	10312025		Payroll for the period 10/19/2025-10/31/2025	6410	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6410 Staffing - Marketing Payroll	9,898.99	
10/31/2025	Journal Entry	10312025		Payroll for the period 10/19/2025-10/31/2025	7410	7000 Administration:7400 Staffing - Admin (10%):7410 Staffing - Admin Payroll	1,099.89	
10/31/2025	Journal Entry	10312025		Payroll for the period 10/19/2025-10/31/2025	6420	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6420 Staffing - Payroll Taxes - Mktg	747.90	
10/31/2025	Journal Entry	10312025		Payroll for the period 10/19/2025-10/31/2025	7420	7000 Administration:7400 Staffing - Admin (10%):7420 Payroll Taxes - Admin	83.10	
10/31/2025	Journal Entry	10312025		Payroll for the period 10/19/2025-10/31/2025	6450	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6450 401k	393.48	
10/31/2025	Journal Entry	10312025		Payroll for the period 10/19/2025-10/31/2025	7450	7000 Administration:7400 Staffing - Admin (10%):7450 401K	43.72	
10/31/2025	Journal Entry	10312025		Payroll for the period 10/19/2025-10/31/2025	6440	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance	1,088.28	
10/31/2025	Journal Entry	10312025		Payroll for the period 10/19/2025-10/31/2025	7440	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance	120.92	
10/31/2025	Journal Entry	10312025		Payroll for the period 10/19/2025-10/31/2025	6470	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance:6470 Dental and Vision	53.43	
10/31/2025	Journal Entry	10312025		Payroll for the period 10/19/2025-10/31/2025	7470	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance:7470 Dental and Vision	5.94	
10/31/2025	Journal Entry	10312025		Payroll for the period 10/19/2025-10/31/2025	7350	7000 Administration:7350 Professional Fees - Human Resources	228.16	
10/31/2025	Journal Entry	10312025		Payroll for the period 10/19/2025-10/31/2025	2410	2410 Retirement plan liability		1,744.60
10/31/2025	Journal Entry	10312025		Payroll for the period 10/19/2025-10/31/2025	2400	2400 Payroll Liabilities		1,237.30
10/31/2025	Journal Entry	10312025		Payroll for the period 10/19/2025-10/31/2025	2400	2400 Payroll Liabilities		98.43
10/31/2025	Journal Entry	10312025		Payroll for the period 10/19/2025-10/31/2025	2200	2200 Accrued Payroll		10,683.48
Total for 8437							\$13,763.81	\$13,763.81
8440								
10/31/2025	Journal Entry	10312026		To expenses Avoy Technologies Limited - US May 2024 - April 2026	6140	6000 Sales and Marketing Expense:6100 Marketing contracts:6140 Digital Asset Management	673.25	
10/31/2025	Journal Entry	10312026		To expenses U S TRAVEL ASSOCIATION Feb 2025 - Dec 2025	6070	6000 Sales and Marketing Expense:6070 Dues and Memberships	143.75	
10/31/2025	Journal Entry	10312026		To expenses October 2025 Prepaid	1400	1400 Prepaid Expenses		817.00
Total for 8440							\$817.00	\$817.00
8441								
10/31/2025	Journal Entry	10312025		To record depreciation expense for October 2025	7045	7000 Administration:7045 Depreciation expense	1,710.54	
10/31/2025	Journal Entry	10312025		To record depreciation expense for October 2025	1600	1600 Accumulated depreciation		1,710.54
Total for 8441							\$1,710.54	\$1,710.54
8444								
10/31/2025	Journal Entry	10312025		To remove the liability	2400	2400 Payroll Liabilities	1,335.73	
10/31/2025	Journal Entry	10312025		To remove the liability	6440	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance		1,113.57
10/31/2025	Journal Entry	10312025		To remove the liability	7440	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance		123.73
10/31/2025	Journal Entry	10312025		To remove the liability	6470	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance:6470 Dental and Vision		88.59
10/31/2025	Journal Entry	10312025		To remove the liability	7470	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance:7470 Dental and Vision		9.84
Total for 8444							\$1,335.73	\$1,335.73
TOTAL							\$71,931.09	\$71,931.09

Explore Butte County

1010 GVB Checking #7188, Period Ending 10/31/2025

RECONCILIATION REPORT

Reconciled on: 11/12/2025

Reconciled by: Angela Avanti

Any changes made to transactions after this date aren't included in this report.

Summary

USD

Statement beginning balance.....	165,258.86
Checks and payments cleared (27).....	-152,590.37
Deposits and other credits cleared (3).....	54,140.00
Statement ending balance.....	<u>66,808.49</u>

Register balance as of 10/31/2025.....	66,808.49
Cleared transactions after 10/31/2025.....	0.00
Uncleared transactions after 10/31/2025.....	-8,550.00
Register balance as of 11/12/2025.....	<u>58,258.49</u>

Details

Checks and payments cleared (27)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
10/03/2025	Expense		Humana, Inc.	-196.86
10/06/2025	Expense		Divvy	-7,266.09
10/09/2025	Journal	09112027		-10,815.70
10/14/2025	Expense		Divvy	-3,700.35
10/15/2025	Bill Payment		Watershed Media LLC	-197.40
10/15/2025	Bill Payment		Madden Media	-15,664.53
10/15/2025	Bill Payment		Hunden Partners	-45,000.00
10/15/2025	Bill Payment		Madden Media	-19,083.24
10/15/2025	Bill Payment		Chico Area Recreation & Park...	-5,000.00
10/15/2025	Bill Payment		HJ Promotional Products	-312.11
10/15/2025	Bill Payment		Museum of Northern Californi...	-5,000.00
10/15/2025	Bill Payment		Paradise Ridge Chamber of C...	-1,600.00
10/15/2025	Bill Payment		California Travel Association	-4,530.00
10/15/2025	Bill Payment		Butte Ag Foundation	-1,500.00
10/15/2025	Bill Payment		Ripe, Inc	-1,000.00
10/15/2025	Bill Payment		Watershed Media LLC	-2,500.00
10/15/2025	Bill Payment		CFO by Design, Inc.	-1,750.00
10/15/2025	Expense		BETTERMENT	-1,697.98
10/15/2025	Expense		BETTERMENT	-1,753.52
10/15/2025	Expense		Divvy	-1,304.43
10/17/2025	Bill Payment		Watershed Media LLC	-148.07
10/20/2025	Expense		Divvy	-5,310.94
10/21/2025	Expense			-2,504.70
10/23/2025	Journal	10232025		-10,914.74
10/23/2025	Bill Payment		Watershed Media LLC	-850.00
10/27/2025	Expense		Divvy	-2,439.71
10/28/2025	Bill Payment		Butte County Association of G...	-550.00

Total	-152,590.37
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Deposits and other credits cleared (3)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
10/14/2025	Receive Payment		Butte County - TBID Assessm...	723.57
10/14/2025	Receive Payment		City of Oroville - TBID Assess...	13,860.61
10/14/2025	Receive Payment		City of Chico - TBID Assessment	39,555.82

Total	54,140.00
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Additional Information

Uncleared checks and payments after 10/31/2025

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
11/06/2025	Bill Payment		Lights of Hope	-1,000.00
11/07/2025	Bill Payment		Ripe, Inc	-1,000.00
11/07/2025	Bill Payment		ARTSOPOLIS	-3,300.00
11/12/2025	Bill Payment		Watershed Media LLC	-2,500.00
11/12/2025	Bill Payment		erin lackey photography llc	-250.00
11/13/2025	Bill Payment		Jason Mandly	-500.00
Total				-8,550.00

Explore Butte County

1030 GVB Savings #7251, Period Ending 10/31/2025

RECONCILIATION REPORT

Reconciled on: 11/12/2025

Reconciled by: Angela Avanti

Any changes made to transactions after this date aren't included in this report.

Summary	USD
Statement beginning balance.....	520,385.36
Checks and payments cleared (0).....	0.00
Deposits and other credits cleared (1).....	658.94
Statement ending balance.....	<u>521,044.30</u>
Register balance as of 10/31/2025.....	521,044.30

Details				
Deposits and other credits cleared (1)				
DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
10/31/2025	Deposit			658.94
Total				658.94

Explore Butte County

1020 GVB Airport #7196, Period Ending 10/31/2025

RECONCILIATION REPORT

Reconciled on: 11/12/2025

Reconciled by: Angela Avanti

Any changes made to transactions after this date aren't included in this report.

Summary	USD
Statement beginning balance.....	170,782.45
Checks and payments cleared (0).....	0.00
Deposits and other credits cleared (1).....	145.11
Statement ending balance.....	<u>170,927.56</u>
Register balance as of 10/31/2025.....	170,927.56

Details				
Deposits and other credits cleared (1)				
DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
10/31/2025	Deposit			145.11
Total				145.11



For the Period Ending November 30th, 2025

****Unaudited – For Management Use Only****

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Page 1	- Summary of Financial Information
Pages 2&3	- Financial Dashboards
Page 4	- Comparative Balance Sheet
Page 5	- Trend Balance Sheet Ratios
Page 6	- Year-to-date Comparative Income Statement
Page 7	- Year-to-date Comparative Income Statement by Class
Pages 8-10	- Monthly Journal entries

EXPLORE BUTTE COUNTY
Summary of Financial Information
November 2025

Below is a summary of your financial reports. The detailed financials are attached for your review.

Balance Sheet

Assets – As of November 30th, 2025, the cash balance is \$776,671 which is a decrease of 9.1% (\$77,540) compared to 2024. Total Current Assets are \$943,666 made up of Cash, Accounts Receivable and Prepaid Expenses. This is a decrease of 12.7% (\$137,154) compared to 2024 due to the decrease in cash, 23.1% (\$48,972) decrease in Accounts Receivable, and a 70.9% decrease (\$10,642) in Prepaid Expenses.

Liabilities – Total liabilities are \$347,163 which is an increase of 179.9% (\$223,129) compared to 2024. This is mostly due to an increase in Deferred Revenue of 313.0% (\$176,844), an increase in Accrued Payable of 100% (\$15,932), an increase in Accrued Salaries of 53.6% (\$8,794), an increase in Accounts Payable of 34.7% (\$17,065), and a decrease in Credit Card Payable of 50.7% (\$1,661). The increase in Deferred Revenue is due to the \$150,000 payment from Chico State Enterprises which is being held as the city negotiates for an airline. It is possible these funds will sit for up to or over a year.

Net Assets – Total Net Assets on November 30th, 2025, are \$658,993 which is a decrease of \$354,267 in comparison to the same time last year.

Trend Balance Sheet Ratios

Operating cash (number of days of operational cash a company has on hand outside of Reserves) is at 187 days at the end of November.

The Current Ratio measures a company's ability to repay short term debts with short term assets, with a ratio between 1 and 2 being ideal. With a Current Ratio of 8, assets continue to be ahead of industry standards.

The Leverage Ratio indicates how assets are financed with debt. A leverage ratio of 0 shows the organization has been able to finance assets through net assets, rather than relying on long-term debts.

Year to Date Statement of Activities

Revenues – Total operating revenue as of November 30th, 2025, is \$903,010 tracking below budget by 21.4% (\$245,740), and less than last year by 3.2% (\$29,675).

Program Revenue is under budget by 15.1% (\$136,667) and less than last year by 0.8% (\$6,457).

Expenses – Total Program expenses are \$1,255,868 which is below budget by 9.7% (\$134,229) and more than last year by 8.2% (\$95,650).

The expenses seeing the largest variance in comparison to the budget are as follows:

- Sales & Mktg Under Budget -\$95,046 {Specifically: Advertising under (\$3,129); Conferences under (\$858); Creative Services under (\$2978); Mktg Contracts over \$5,379; Printing over \$8,138; Staff-Mktg under (\$44,658); Vehicle Maintenance under (\$51,019) & Website under (\$2,357)}
- Destination Management Plan under – (\$29,499).
- Zone and Micro Marketing under – (\$22,666).

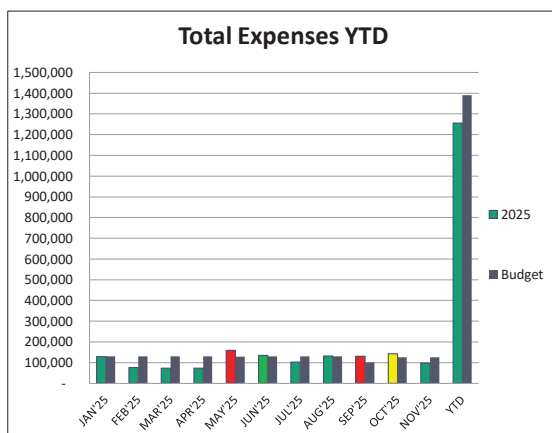
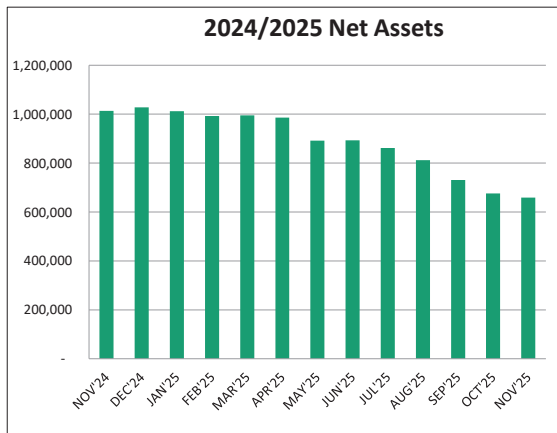
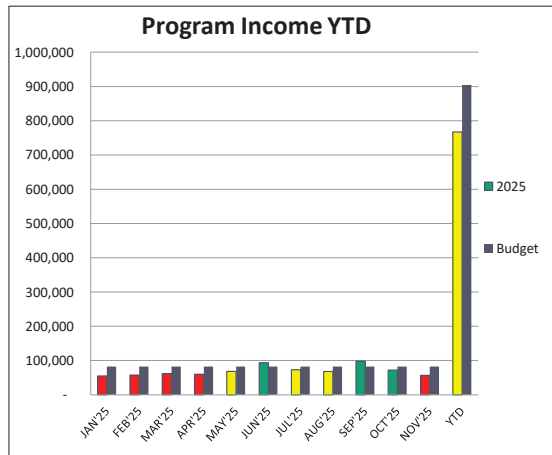
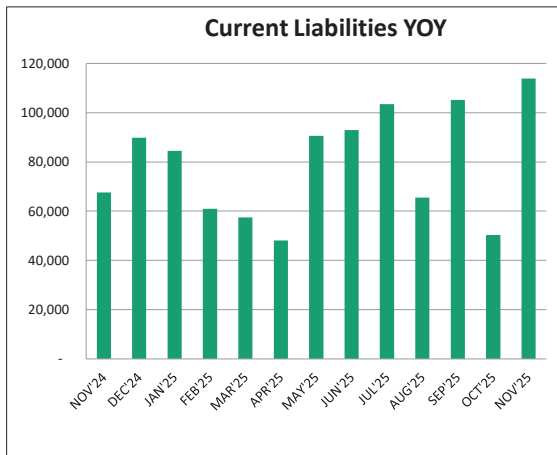
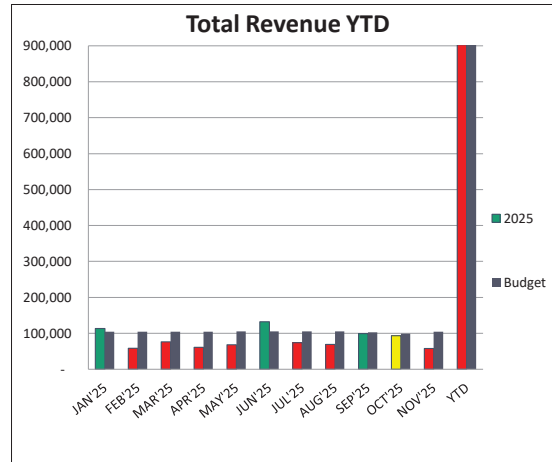
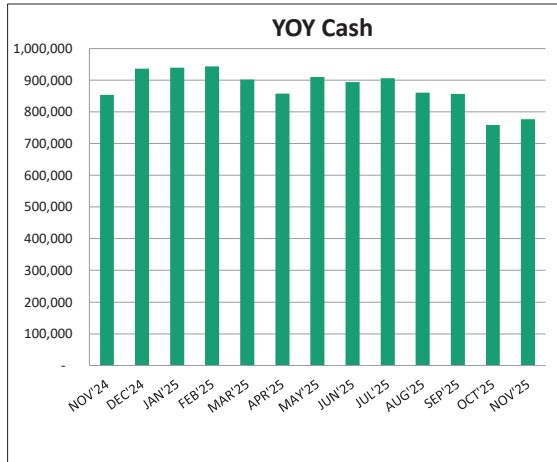
The expenses seeing the largest variance in comparison to prior year are as follows:

- Destination Management Plan - \$85,959 increased
- Sales & Mktg -\$40,879 increased {Specifically: Advertising over \$38,051; Conferences under (\$13,646); Creative Services under (\$6,809); Printing under (\$23,514); Travel Trader & Consumer Mkt Show under (\$16,399); Staff-Mktg over \$26,669 & Website under (\$1,926)}
- Zone and Micro Marketing – (\$31,682) decreased

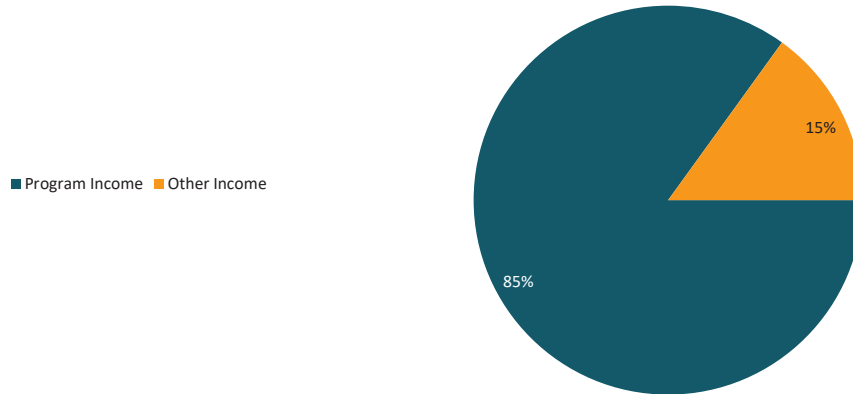
Net Income/(Loss) – Total Change in Net Assets is showing a Loss of \$352,859 which is more than the budgeted loss by \$111,511. This variance is due mostly to the decreased expenses and decreased revenue. As compared to last year, the total change in Net Assets is showing a higher deficit by \$125,325.

Explore Butte County
Financial Dashboard
For the period ending November 30th, 2025

Color Code	
	Significant Underperformance
	Slight Underperformance
	Good Performance

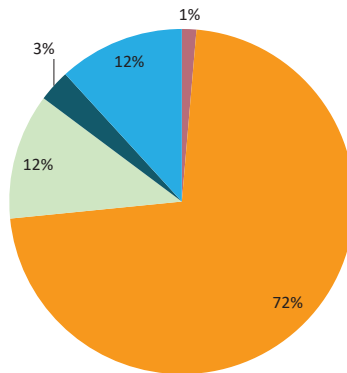


Summary of Revenues

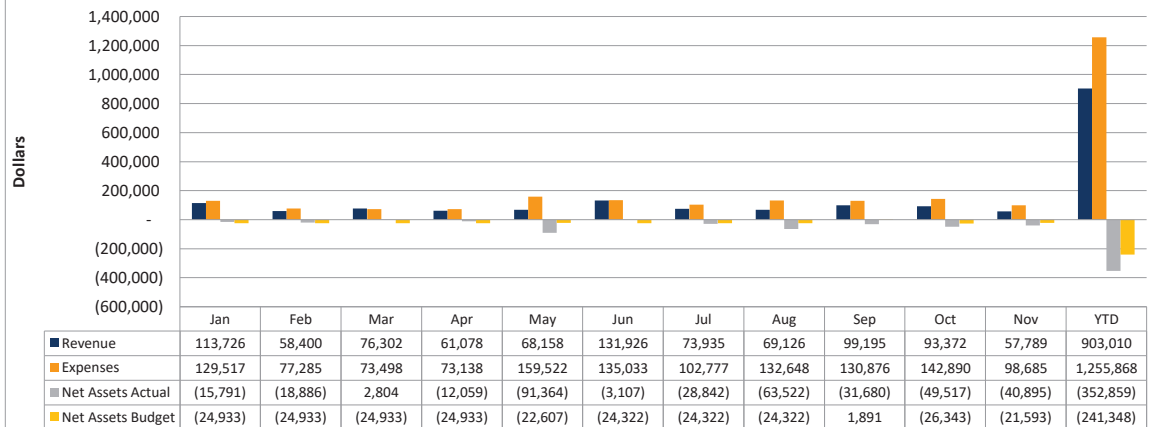


Summary of Expenses

- Assessment Rate 2%
- Sales and Marketing Expense
- Destination Marketing Activity
- Zone and Micro-Marketing
- Admin Expenses



YTD Operating Performance



Explore Butte Ccounty
Comparative Balance Sheet
For the period ending November 30th, 2025 and November 30th, 2024

	November 2025 \$	November 2024 \$	Variance Inc/(Dec) \$	Variance Inc/(Dec) %
ASSETS				
Current Assets				
Cash				
Checking	83,920	327,071	(243,151)	(74.3%)
Savings	521,683	507,093	14,590	2.9%
Money Market	171,068	20,047	151,021	753.3%
Total Cash	776,671	854,211	(77,540)	(9.1%)
Accounts Receivable	162,636	211,608	(48,972)	(23.1%)
Other Assets				
Prepaid Expenses	4,359	15,001	(10,642)	(70.9%)
	4,359	15,001	(10,642)	(70.9%)
Total Current Assets	943,666	1,080,821	(137,154)	(12.7%)
Fixed Assets				
Furniture And Equipment	19,636	19,636	-	-
Vehicle	97,255	137,837	(40,582)	(29.4%)
Less Accumulated Depreciation	(54,401)	(100,999)	46,598	46.1%
Total Fixed Assets	62,490	56,474	6,016	10.7%
TOTAL ASSETS	1,006,156	1,137,295	(131,139)	(11.5%)
LIABILITIES				
Current Liabilities				
Accounts Payable	66,276	49,212	17,065	34.7%
Credit Card Payable	1,617	3,279	(1,661)	(50.7%)
Accrued Salaries and Wages	25,198	16,404	8,794	53.6%
Accrued Payable	15,932	-	15,932	100.0%
Payroll Liabilities	4,788	(1,368)	6,156	450.1%
Total Current Liabilities	113,812	67,527	46,285	68.5%
Deferred Revenue	233,351	56,507	176,844	313.0%
TOTAL LIABILITIES	347,163	124,034	223,129	179.9%
NET ASSETS				
Unrestricted Net Assets	604,706	827,948	(223,243)	(27.0%)
Net Assets - Reserved	407,146	412,846	(5,700)	(1.4%)
Current Year Income/ (Loss)	(352,859)	(227,534)	(125,325)	(55.1%)
Total Net Assets	658,993	1,013,261	(354,267)	(35.0%)
TOTAL LIABILITIES & NET ASSETS	1,006,156	1,137,295	(131,139)	(11.5%)

Explore Butte County
Trend Balance Sheet Ratios
For the period ending November 30th, 2025

	November 2024	December 2024	January 2025	February 2025	March 2025	April 2025	May 2025	June 2025	July 2025	August 2025	September 2025	October 2025	November 2025
Cash ¹	224.44	246.03	226.21	227.35	217.36	206.63	219.31	215.24	218.15	207.40	206.21	182.70	187.00
Current Ratio ²	16.01	12.48	12.48	16.74	17.84	24.24	11.71	11.92	10.61	15.59	9.38	17.54	8.29
Leverage ³	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

1 Operating Cash = Cash/Daily Expenses. Indicates how many days a company can survive without additional cash.

2 Current Ratio = Current Assets/Current Liabilities. Measures a company's ability to repay short term debts with short term assets.
A ratio between 1 and 2 is ideal, with a high number indicating greater ability to repay short term debt.

3 Leverage = Long Term Liabilities/Total Net Assets. Indicates how assets are financed.
A lower number indicates that assets are financed through savings/net assets
while a higher number indicates that assets are financed through debt and puts the company at greater risk of default on its obligations.

Explore Butte County
Year-to-Date Comparative Income Statement
For the period ending November 30th, 2025

	November 2025 YTD - ACTUALS		November 2025 YTD - BUDGET		VARIANCE TO BUDGET		November 2024 YTD - ACTUALS		Nov '25 TO Nov '24 ACTUALS VARIANCE	
	\$	%	\$	%	\$	%	\$	%	\$	%
REVENUES & OTHER SUPPORT:										
Program Income										
Butte County	4,272	0.5%	6,417	0.6%	(2,145)	(33.4%)	3,140	0.3%	1,132	36.0%
Chico	631,913	70.0%	687,500	59.8%	(55,587)	(8.1%)	623,035	66.8%	8,879	1.4%
Gridley	8,127	0.9%	8,250	0.7%	(123)	(1.5%)	8,624	0.9%	(497)	(5.8%)
Oroville	110,293	12.2%	151,250	13.2%	(40,957)	(27.1%)	111,901	12.0%	(1,608)	(1.4%)
Paradise	12,561	1.4%	50,417	4.4%	(37,856)	(75.1%)	26,923	2.9%	(14,363)	(53.3%)
Sub-Total Program Income	767,166	85.0%	903,833	78.7%	(136,667)	(15.1%)	773,623	82.9%	(6,457)	(0.8%)
Other Income										
Interest Income	8,033	0.9%	-	-	8,033	100.0%	6,921	0.7%	1,113	16.1%
Butte County - Microfunding	224	0.0%	1,375	0.1%	(1,151)	(83.7%)	135	0.0%	89	65.8%
City of Chico - Microfunding	70,531	7.8%	143,667	12.5%	(73,135)	(50.9%)	40,000	4.3%	30,531	76.3%
City of Oroville - Microfunding	12,294	1.4%	24,750	2.2%	(12,456)	(50.3%)	-	-	12,294	100.0%
County ARPA -Wayfinding Signage	-	-	-	-	-	-	92,720	9.9%	(92,720)	(100.0%)
Town of Paradise - Microfunding	4,708	0.5%	9,167	0.8%	(4,459)	(48.6%)	-	-	4,708	100.0%
Cooperative Program Funding	1,250	0.1%	5,000	0.4%	(3,750)	(75.0%)	16,797	1.8%	(15,547)	(92.6%)
City of Gridley - Microfunding	92	0.0%	1,375	0.1%	(1,284)	(93.3%)	-	-	92	100.0%
Other Income	38,711	4.3%	59,583	5.2%	(20,872)	(35.0%)	2,489	0.3%	36,223	1,455.4%
Sub-Total Other Income	135,843	15.0%	244,917	21.3%	(109,073)	(44.5%)	159,061	17.1%	(23,218)	(14.6%)
TOTAL REVENUE	903,010	100.0%	1,148,750	100.0%	(245,740)	(21.4%)	932,684	100.0%	(29,675)	(3.2%)
PROGRAM EXPENSES:										
Assessment Rate 2%										
2% Fee - Butte County	95	0.0%	128	0.0%	(34)	(26.2%)	102	0.0%	(7)	(7.2%)
2% Fee - Chico	14,011	1.6%	13,750	1.2%	261	1.9%	7,508	0.8%	6,504	86.6%
2% Fee - Gridley	180	0.0%	165	0.0%	15	9.2%	18	0.0%	162	884.8%
2% Fee - Oroville	2,446	0.3%	3,025	0.3%	(580)	(19.2%)	1,860	0.2%	585	31.5%
2% Fee - Paradise	279	0.0%	1,008	0.1%	(730)	(72.4%)	425	0.0%	(146)	(34.4%)
Sub-total Assessment Rate 2%	17,010	1.9%	18,077	1.6%	(1,066)	(5.9%)	9,913	1.1%	7,097	71.6%
Sales and Marketing Expense										
Advertising	192,121	21.3%	195,250	17.0%	(3,129)	(1.6%)	154,070	16.5%	38,051	24.7%
Conferences	32,034	3.5%	32,892	2.9%	(858)	(2.6%)	45,680	4.9%	(13,646)	(29.9%)
Creative Services	120,688	13.4%	123,667	10.8%	(2,978)	(2.4%)	127,497	13.7%	(6,809)	(5.3%)
Dues and Memberships	11,949	1.3%	9,167	0.8%	2,782	30.4%	9,930	1.1%	2,019	20.3%
Marketing Contracts	134,331	14.9%	128,952	11.2%	5,379	4.2%	116,370	12.5%	17,961	15.4%
Meals	926	0.1%	2,750	0.2%	(1,824)	(66.3%)	1,790	0.2%	(864)	(48.3%)
Office Supplies	-	-	1,375	0.1%	(1,375)	(100.0%)	108	0.0%	(108)	(100.0%)
Postage	3,167	0.4%	2,583	0.2%	584	22.6%	2,064	0.2%	1,103	53.4%
Printing	36,076	4.0%	27,938	2.4%	8,138	29.1%	59,590	6.4%	(23,514)	(39.5%)
Public Relations	6,520	0.7%	2,500	0.2%	4,020	160.8%	3,441	0.4%	3,079	89.5%
Rent	3,556	0.4%	2,750	0.2%	806	29.3%	34	0.0%	3,522	10,246.2%
Sales and Marketing Exp. - Other	114	0.0%	1,833	0.2%	(1,719)	(93.8%)	1,413	0.2%	(1,299)	(91.9%)
Hospitality for Hospitality	1,188	0.1%	4,125	0.4%	(2,937)	(71.2%)	1,002	0.1%	186	18.6%
SponsorShip Marketing	9,000	1.0%	9,167	0.8%	(167)	(1.8%)	4,535	0.5%	4,465	98.4%
Travel Trader& Consumer Market Show	11,268	1.2%	15,000	1.3%	(3,732)	(24.9%)	27,667	3.0%	(16,399)	(59.3%)
Staff-Marketing	282,133	31.2%	326,792	28.4%	(44,658)	(13.7%)	255,464	27.4%	26,669	10.4%
Vehicle Maintenance	13,148	1.5%	64,167	5.6%	(51,019)	(79.5%)	4,757	0.5%	8,391	176.4%
Website	46,893	5.2%	49,250	4.3%	(2,357)	(4.8%)	48,819	5.2%	(1,926)	(3.9%)
Sub-Total Sales and Marketing Expense	905,111	100.2%	1,000,157	87.1%	(95,046)	(9.5%)	864,232	92.7%	40,879	4.7%
Destination Marketing Activity										
ARPA Wayfinding	-	-	-	-	-	-	57,469	6.2%	(57,469)	(100.0%)
Desitination Management Plan	130,513	14.5%	151,875	13.2%	(21,363)	(14.1%)	3,076	0.3%	127,437	4,143.2%
Butte County Film Commision	17,530	1.9%	25,667	2.2%	(8,137)	(31.7%)	1,539	0.2%	15,991	1,039.4%
Sub-Total Destination Marketing Activity	148,043	16.4%	177,542	15.5%	(29,499)	(16.6%)	62,083	6.7%	85,959	138.5%
Zone and Micro-Marketing										
Chico Zone/Travel Chico	14,760	1.6%	23,583	2.1%	(8,824)	(37.4%)	28,203	3.0%	(13,443)	(47.7%)
Paradise Zone	315	0.0%	9,167	0.8%	(8,852)	(96.6%)	7,030	0.8%	(6,715)	(95.5%)
Oroville Zone	22,509	2.5%	24,750	2.2%	(2,241)	(9.1%)	34,033	3.6%	(11,524)	(33.9%)
Other Zone	-	-	1,375	0.1%	(1,375)	(100.0%)	-	-	-	-
Gridley/ Biggs Zone	-	-	1,375	0.1%	(1,375)	(100.0%)	-	-	-	-
Sub-Total Zone and Micro-Marketing	37,584	4.2%	60,250	5.2%	(22,666)	(37.6%)	69,266	7.4%	(31,682)	(45.7%)
Admin Expenses										
Advertising	498	0.1%	-	-	498	100.0%	-	-	498	100.0%
Bank fees	-	-	110	0.0%	(110)	(100.0%)	40	0.0%	(40)	(100.0%)
Conference, Convention, Meeting	14,621	1.6%	9,167	0.8%	5,454	59.5%	3,255	0.3%	11,365	349.1%
Depreciation	23,259	2.6%	-	-	23,259	100.0%	27,007	2.9%	(3,748)	(13.9%)
Filing fees/ taxes	2,100	0.2%	3,667	0.3%	(1,567)	(42.7%)	387	0.0%	1,713	443.1%
General Administration	516	0.1%	2,200	0.2%	(1,684)	(76.6%)	5,749	0.6%	(5,234)	(91.0%)
Insurance	1,765	0.2%	4,583	0.4%	(2,818)	(61.5%)	2,885	0.3%	(1,120)	(38.8%)
Interest expense	-	-	-	-	-	-	2	0.0%	(2)	(100.0%)
Meals	932	0.1%	2,200	0.2%	(1,268)	(57.6%)	709	0.1%	223	31.4%
Membership dues	-	-	-	-	-	-	35	0.0%	(35)	(100.0%)
Office supplies	2,262	0.3%	3,667	0.3%	(1,404)	(38.3%)	7,325	0.8%	(5,063)	(69.1%)
Postage	558	0.1%	504	0.0%	54	10.8%	96	0.0%	463	483.7%
Printing and Copying	1,929	0.2%	550	0.0%	1,379	250.7%	50	0.0%	1,879	3,758.1%
Professional fees - Accounting	43,078	4.8%	45,833	4.0%	(2,755)	(6.0%)	48,985	5.3%	(5,906)	(12.1%)
Professional fees - Legal	6,872	0.8%	9,167	0.8%	(2,294)	(25.0%)	15,184	1.6%	(8,311)	(54.7%)
Professional fees - Human Resources	5,942	0.7%	5,958	0.5%	(17)	(0.3%)	38	0.0%	5,904	15,656.2%
Rent/ Office Space	6,432	0.7%	8,250	0.7%	(1,818)	(22.0%)	7,544	0.8%	(1,112)	(14.7%)
401k Administration	961	0.1%	917	0.1%	44	4.8%	777	0.1%	184	23.7%
Staffing - Admin	30,748	3.4%	30,517	2.7%	231	0.8%	28,323	3.0%	2,425	8.6%
Subscriptions	2,375	0.3%	2,383	0.2%	(8)	(0.3%)	2,493	0.3%	(118)	(4.7%)
Telephone, Telecommunications	1,801	0.2%	2,200	0.2%	(399)	(18.1%)	1,785	0.2%	16	0.9%
Travel	1,433	0.2%	1,650	0.1%	(217)	(13.2%)	1,774	0.2%	(341)	(19.2%)
Admin Expense- Other	38	0.0%	550	0.0%	(512)	(93.1%)	282	0.0%	(244)	(86.5%)
Sub-Total Admin Expenses	148,120	16.4%	134,072	11.7%	14,048	10.5%	154,724	16.6%	(6,603)	(4.3%)
TOTAL PROGRAM EXPENSES	1,255,868	139.1%	1,390,098	121.0%	(134,229)	(9.7%)	1,160,218	124.4%	95,650	8.2%
NET INCOME/(NET LOSS)	\$ (352,859)	(39.1%)	\$ (241,348)	(21.0%)	\$ (111,511)	(46.2%)	\$ (227,534)	(24.4%)	\$ (125,325)	(55.1%)

Explore Butte County
Income Statement by Class
For the period ending November 30th, 2025

REVENUES & OTHER SUPPORT:

TBID Program	Prior Year Reserved	Cooperative	MicroFunding	Travel Chico ARPA	TOTAL
Program Income					
Butte County	4,272		-		4,272
Chico	631,913		-		631,913
Gridley	8,127		-		8,127
Oroville	110,293		-		110,293
Paradise	12,561		-		12,561
Sub-Total Program Income	767,166	-	-	-	767,166
Other Income					
Interest Income	8,033	38,711	-		38,711
Butte County - Microfunding			224		224
City of Chico - Microfunding			40,531	30,000	70,531
City of Oroville - Microfunding			12,294		12,294
Town of Paradise - Microfunding			4,708		4,708
Cooperative Program Funding	-	(1,400)	2,650		1,250
City of Gridley - Microfunding			92		92
Sub-Total Other Income	8,033	(1,400)	41,361	30,000	135,843
TOTAL REVENUE	775,200	(1,400)	41,361	30,000	903,010

PROGRAM EXPENSES:

Assessment Rate 2%					
2% Fee - Butte County	95		-		95
2% Fee - Chico	14,011		-		14,011
2% Fee - Gridley	180		-		180
2% Fee - Oroville	2,446		-		2,446
2% Fee - Paradise	279		-		279
Sub-total Assessment Rate 2%	17,010	-	-	-	17,010
Sales and Marketing Expense					
Advertising	178,352	5,050	2,678	6,041	192,121
Conferences	6,436	22,641	-	2,957	32,034
Creative Services	108,630		39	12,019	120,688
Dues and Memberships	11,949		-		11,949
Marketing Contracts	101,789	32,542	-		134,331
Meals	926		-		926
Postage	3,167		-		3,167
Printing	5,586	15,665	-	14,825	36,076
Public Relations	1,520	5,000	-		6,520
Sales and Marketing Exp. - Other	114		-		114
Hospitality for Hospitality	1,188		-		1,188
Rent/Office Space	3,556		-		3,556
SponsorShip Marketing	9,000		-		9,000
Travel Trader& Consumer Market Show	1,269	9,999	-		11,268
Staff-Marketing	282,133		-		282,133
Vehicle Maintenance	9,849		3,250	49	13,148
Website	37,223	8,892	200	578	46,893
Sub-Total Sales and Marketing Expense	762,687	99,788	5,928	239	905,111
Destination Marketing Activity					
Destination Management Plan	200		-		200
Butte County Film Commision	313	130,000	-		130,313
	400	17,130	-		17,530
Sub-Total Destination Marketing Activity	913	147,130	-	-	148,043
Zone and Micro-Marketing					
Chico Zone/Travel Chico	166		-	14,593	14,760
Paradise Zone	315		-		315
Oroville Zone	351		22,157		22,509
Sub-Total Zone and Micro-Marketing	833	-	22,157	14,593	37,584
Admin Expenses					
Advertising	498		-		498
Bank fees	-		-		-
Conference, Convention, Meeting	9,348	5,272	-		14,621
Contract services			-		-
Depreciation	23,259		-		23,259
Education			-		-
Filing fees/ taxes	2,100		-		2,100
General Administration	516		-		516
Insurance	1,765		-		1,765
Interest expense	-		-		-
Meals	932		-		932
Membership dues	-		-		-
Miscellaneous			-		-
Office supplies	2,252		-	10	2,262
Postage	558		-		558
Printing and Copying	1,929		-		1,929
Professional fees - Accounting	32,053	11,025	-		43,078
Professional fees - Legal	6,872		-		6,872
Professional fees - Human Resources	5,942		-		5,942
Rent/ Office Space	6,432		-		6,432
401k Administration	961		-		961
Staffing - Admin	30,748		-		30,748
Subscriptions	2,375		-		2,375
Telephone, Telecommunications	1,801		-		1,801
Travel	1,423		4	5	1,433
Admin Expense- Other	38				38
Sub-Total Admin Expenses	131,804	16,297	-	15	148,120
TOTAL PROGRAM EXPENSES	913,246	263,215	5,928	51,078	1,255,868
NET INCOME/(NET LOSS)	\$ (138,047)	\$ (264,615)	\$ 35,433	\$ 35,448	\$ (352,859)

Journal Entries for Month - copy

Explore Butte County

November 1-30, 2025

TRANSACTION DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	DISTRIBUTION ACCOUNT NUMBER	ACCOUNT FULL NAME	DEBIT	CREDIT
8586								
11/01/2025	Journal Entry	10312025R		Payroll for the period 10/19/2025-10/31/2025	6410	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6410 Staffing - Marketing Payroll		9,898.99
11/01/2025	Journal Entry	10312025R		Payroll for the period 10/19/2025-10/31/2025	7410	7000 Administration:7400 Staffing - Admin (10%):7410 Staffing - Admin Payroll		1,099.89
11/01/2025	Journal Entry	10312025R		Payroll for the period 10/19/2025-10/31/2025	6420	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6420 Staffing - Payroll Taxes - Mktg		747.90
11/01/2025	Journal Entry	10312025R		Payroll for the period 10/19/2025-10/31/2025	7420	7000 Administration:7400 Staffing - Admin (10%):7420 Payroll Taxes - Admin		83.10
11/01/2025	Journal Entry	10312025R		Payroll for the period 10/19/2025-10/31/2025	6450	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6450 401k		393.48
11/01/2025	Journal Entry	10312025R		Payroll for the period 10/19/2025-10/31/2025	7450	7000 Administration:7400 Staffing - Admin (10%):7450 401K		43.72
11/01/2025	Journal Entry	10312025R		Payroll for the period 10/19/2025-10/31/2025	6440	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance		1,088.28
11/01/2025	Journal Entry	10312025R		Payroll for the period 10/19/2025-10/31/2025	7440	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance		120.92
11/01/2025	Journal Entry	10312025R		Payroll for the period 10/19/2025-10/31/2025	6470	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance:6470 Dental and Vision		53.43
11/01/2025	Journal Entry	10312025R		Payroll for the period 10/19/2025-10/31/2025	7470	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance:7470 Dental and Vision		5.94
11/01/2025	Journal Entry	10312025R		Payroll for the period 10/19/2025-10/31/2025	7350	7000 Administration:7350 Professional Fees - Human Resources		228.16
11/01/2025	Journal Entry	10312025R		Payroll for the period 10/19/2025-10/31/2025	2410	2410 Retirement plan liability	1,744.60	
11/01/2025	Journal Entry	10312025R		Payroll for the period 10/19/2025-10/31/2025	2400	2400 Payroll Liabilities	1,237.30	
11/01/2025	Journal Entry	10312025R		Payroll for the period 10/19/2025-10/31/2025	2400	2400 Payroll Liabilities	98.43	
11/01/2025	Journal Entry	10312025R		Payroll for the period 10/19/2025-10/31/2025	2200	2200 Accrued Payroll	10,683.48	
Total for 8586							\$13,763.81	\$13,763.81
8475								
11/06/2025	Journal Entry	11062025		Payroll for the period 10/19/2025 - 11/1/2025	6410	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6410 Staffing - Marketing Payroll	9,898.99	
11/06/2025	Journal Entry	11062025		Payroll for the period 10/19/2025 - 11/1/2025	7410	7000 Administration:7400 Staffing - Admin (10%):7410 Staffing - Admin Payroll	1,099.89	
11/06/2025	Journal Entry	11062025		Payroll for the period 10/19/2025 - 11/1/2025	6420	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6420 Staffing - Payroll Taxes - Mktg	747.90	
11/06/2025	Journal Entry	11062025		Payroll for the period 10/19/2025 - 11/1/2025	7420	7000 Administration:7400 Staffing - Admin (10%):7420 Payroll Taxes - Admin	83.10	
11/06/2025	Journal Entry	11062025		Payroll for the period 10/19/2025 - 11/1/2025	6450	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6450 401k	393.48	
11/06/2025	Journal Entry	11062025		Payroll for the period 10/19/2025 - 11/1/2025	7450	7000 Administration:7400 Staffing - Admin (10%):7450 401K	43.72	
11/06/2025	Journal Entry	11062025		Payroll for the period 10/19/2025 - 11/1/2025	6440	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance	1,088.28	
11/06/2025	Journal Entry	11062025		Payroll for the period 10/19/2025 - 11/1/2025	7440	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance	120.92	
11/06/2025	Journal Entry	11062025		Payroll for the period 10/19/2025 - 11/1/2025	6470	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance:6470 Dental and Vision	53.43	
11/06/2025	Journal Entry	11062025		Payroll for the period 10/19/2025 - 11/1/2025	7470	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance:7470 Dental and Vision	5.94	
11/06/2025	Journal Entry	11062025		Payroll for the period 10/19/2025 - 11/1/2025	7350	7000 Administration:7350 Professional Fees - Human Resources	230.77	
11/06/2025	Journal Entry	11062025		Payroll for the period 10/19/2025 - 11/1/2025	2410	2410 Retirement plan liability		1,744.60
11/06/2025	Journal Entry	11062025		Payroll for the period 10/19/2025 - 11/1/2025	2400	2400 Payroll Liabilities		1,237.34
11/06/2025	Journal Entry	11062025		Payroll for the period 10/19/2025 - 11/1/2025	2400	2400 Payroll Liabilities		98.43
11/06/2025	Journal Entry	11062025		Payroll for the period 10/19/2025 - 11/1/2025	1010	1010 GVB Checking #7188		10,686.05
Total for 8475							\$13,766.42	\$13,766.42
8476								
11/20/2025	Journal Entry	11202025		Payroll for the period 11/2/2025 - 11/15/2025	6410	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6410 Staffing - Marketing Payroll	9,899.55	
11/20/2025	Journal Entry	11202025		Payroll for the period 11/2/2025 - 11/15/2025	7410	7000 Administration:7400 Staffing - Admin (10%):7410 Staffing - Admin Payroll	1,099.95	
11/20/2025	Journal Entry	11202025		Payroll for the period 11/2/2025 - 11/15/2025	6420	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6420 Staffing - Payroll Taxes - Mktg	747.93	
11/20/2025	Journal Entry	11202025		Payroll for the period 11/2/2025 - 11/15/2025	7420	7000 Administration:7400 Staffing - Admin (10%):7420 Payroll Taxes - Admin	83.10	
11/20/2025	Journal Entry	11202025		Payroll for the period 11/2/2025 - 11/15/2025	6450	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6450 401k	393.50	
11/20/2025	Journal Entry	11202025		Payroll for the period 11/2/2025 - 11/15/2025	7450	7000 Administration:7400 Staffing - Admin (10%):7450 401K	43.72	
11/20/2025	Journal Entry	11202025		Payroll for the period 11/2/2025 - 11/15/2025	6440	6000 Sales and Marketing Expense:6400 Staffing - Marketing	1,088.28	

Journal Entries for Month - copy

Explore Butte County

November 1-30, 2025

TRANSACTION DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	DISTRIBUTION ACCOUNT NUMBER	ACCOUNT FULL NAME	DEBIT	CREDIT
11/20/2025	Journal Entry	11202025		11/2/2025 - 11/15/2025 Payroll for the period 11/2/2025 - 11/15/2025	7440	(90%):6440 Health Insurance 7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance	120.92	
11/20/2025	Journal Entry	11202025		Payroll for the period 11/2/2025 - 11/15/2025	6470	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance:6470 Dental and Vision	53.43	
11/20/2025	Journal Entry	11202025		Payroll for the period 11/2/2025 - 11/15/2025	7470	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance:7470 Dental and Vision	5.94	
11/20/2025	Journal Entry	11202025		Payroll for the period 11/2/2025 - 11/15/2025	7350	7000 Administration:7350 Professional Fees - Human Resources	230.77	
11/20/2025	Journal Entry	11202025		Payroll for the period 11/2/2025 - 11/15/2025	2410	2410 Retirement plan liability		1,744.64
11/20/2025	Journal Entry	11202025		Payroll for the period 11/2/2025 - 11/15/2025	2400	2400 Payroll Liabilities		1,237.34
11/20/2025	Journal Entry	11202025		Payroll for the period 11/2/2025 - 11/15/2025	2400	2400 Payroll Liabilities		98.43
11/20/2025	Journal Entry	11202025		Payroll for the period 11/2/2025 - 11/15/2025	1010	1010 GVB Checking #7188		10,686.68
Total for 8476							\$13,767.09	\$13,767.09
8462								
11/30/2025	Journal Entry	11302025		To expenses Avoy Technologies Limited - US May 2024 - April 2026	6140	6000 Sales and Marketing Expense:6100 Marketing contracts:6140 Digital Asset Management	673.25	
11/30/2025	Journal Entry	11302025		To expenses U S TRAVEL ASSOCIATION Feb 2025 - Dec 2025	6070	6000 Sales and Marketing Expense:6070 Dues and Memberships	143.75	
11/30/2025	Journal Entry	11302025		To expenses November 2025 Prepaid	1400	1400 Prepaid Expenses		817.00
Total for 8462							\$817.00	\$817.00
8477								
11/30/2025	Journal Entry	11302025		To record depreciation expense for October 2025	7045	7000 Administration:7045 Depreciation expense	1,710.54	
11/30/2025	Journal Entry	11302025		To record depreciation expense for November 2025	1600	1600 Accumulated depreciation		1,710.54
Total for 8477							\$1,710.54	\$1,710.54

Journal Entries for Month - copy

Explore Butte County

November 1-30, 2025

TRANSACTION DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	DISTRIBUTION ACCOUNT NUMBER	ACCOUNT FULL NAME	DEBIT	CREDIT
8587								
11/30/2025	Journal Entry	11302025		Payroll for the period 11/16/2025 - 11/29/2025	6410	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6410 Staffing - Marketing Payroll	9,791.10	
11/30/2025	Journal Entry	11302025		Payroll for the period 11/16/2025 - 11/29/2025	7410	7000 Administration:7400 Staffing - Admin (10%):7410 Staffing - Admin Payroll	1,087.90	
11/30/2025	Journal Entry	11302025		Payroll for the period 11/16/2025 - 11/29/2025	6420	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6420 Staffing - Payroll Taxes - Mktg	739.64	
11/30/2025	Journal Entry	11302025		Payroll for the period 11/16/2025 - 11/29/2025	7420	7000 Administration:7400 Staffing - Admin (10%):7420 Payroll Taxes - Admin	82.18	
11/30/2025	Journal Entry	11302025		Payroll for the period 11/16/2025 - 11/29/2025	6450	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6450 401k	389.16	
11/30/2025	Journal Entry	11302025		Payroll for the period 11/16/2025 - 11/29/2025	7450	7000 Administration:7400 Staffing - Admin (10%):7450 401K	43.24	
11/30/2025	Journal Entry	11302025		Payroll for the period 11/16/2025 - 11/29/2025	6440	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance	1,088.28	
11/30/2025	Journal Entry	11302025		Payroll for the period 11/16/2025 - 11/29/2025	7440	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance	120.92	
11/30/2025	Journal Entry	11302025		Payroll for the period 11/16/2025 - 11/29/2025	6470	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance:6470 Dental and Vision	53.43	
11/30/2025	Journal Entry	11302025		Payroll for the period 11/16/2025 - 11/29/2025	7470	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance:7470 Dental and Vision	5.94	
11/30/2025	Journal Entry	11302025		Payroll for the period 11/16/2025 - 11/29/2025	7350	7000 Administration:7350 Professional Fees - Human Resources	230.77	
11/30/2025	Journal Entry	11302025		Payroll for the period 11/16/2025 - 11/29/2025	2410	2410 Retirement plan liability		1,740.00
11/30/2025	Journal Entry	11302025		Payroll for the period 11/16/2025 - 11/29/2025	2400	2400 Payroll Liabilities		1,237.34
11/30/2025	Journal Entry	11302025		Payroll for the period 11/16/2025 - 11/29/2025	2400	2400 Payroll Liabilities		98.43
11/30/2025	Journal Entry	11302025		Payroll for the period 11/16/2025 - 11/29/2025	2200	2200 Accrued Payroll		10,556.79
Total for 8587							\$13,632.56	\$13,632.56
TOTAL							\$57,457.42	\$57,457.42

Explore Butte County

1010 GVB Checking #7188, Period Ending 11/30/2025

RECONCILIATION REPORT

Reconciled on: 12/18/2025

Reconciled by: Angela Avanti

Any changes made to transactions after this date aren't included in this report.

Summary

USD

Statement beginning balance	66,808.49
Checks and payments cleared (26)	-91,417.23
Deposits and other credits cleared (7)	108,528.93
Statement ending balance	83,920.19

Register balance as of 11/30/2025	83,920.19
Cleared transactions after 11/30/2025	0.00
Uncleared transactions after 11/30/2025	-71,726.42
Register balance as of 12/18/2025	12,193.77

Details

Checks and payments cleared (26)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
11/03/2025	Expense		Humana, Inc.	-196.86
11/03/2025	Expense		Divvy	-6,958.97
11/05/2025	Expense		Divvy	-195.09
11/06/2025	Bill Payment		Lights of Hope	-1,000.00
11/06/2025	Bill Payment		Stephanie Kay Films	-5,000.00
11/06/2025	Journal	11062025		-10,686.05
11/06/2025	Expense		BETTERMENT	-1,758.75
11/07/2025	Bill Payment		ARTSOPOLIS	-3,300.00
11/07/2025	Bill Payment		Ripe, Inc	-1,000.00
11/10/2025	Expense		Divvy	-1,845.43
11/10/2025	Expense		BETTERMENT	-1,744.60
11/12/2025	Bill Payment		Watershed Media LLC	-2,500.00
11/12/2025	Bill Payment		erin lackey photography llc	-250.00
11/13/2025	Bill Payment		Jason Mandly	-500.00
11/17/2025	Expense		Divvy	-1,923.87
11/20/2025	Journal	11202025		-10,686.68
11/21/2025	Expense			-2,504.70
11/24/2025	Expense		Divvy	-3,980.46
11/25/2025	Bill Payment		Mc2 Design Group Inc.	-3,750.00
11/25/2025	Bill Payment		Steinhoff Law	-1,652.50
11/25/2025	Bill Payment		CFO by design	-1,750.00
11/25/2025	Bill Payment	To print	Paradise Ridge Chamber of C...	-1,600.00
11/25/2025	Bill Payment		Watershed Media LLC	-2,000.00
11/25/2025	Bill Payment		Butte County Association of G...	-550.00
11/25/2025	Bill Payment		Oroville Economic Alliance	-5,000.00
11/25/2025	Bill Payment		Madden Media	-19,083.27

Total	-91,417.23
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Deposits and other credits cleared (7)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
11/05/2025	Receive Payment		City of Oroville - TBID Assess...	15,742.78
11/05/2025	Receive Payment		City of Chico - TBID Assessment	54,510.00
11/05/2025	Receive Payment		City of Chico - TBID Assessment	34,724.38
11/05/2025	Receive Payment		City of Gridley - TBID Assess...	1,434.70
11/05/2025	Receive Payment		Butte County - TBID Assessm...	491.00
11/05/2025	Receive Payment		Town of Paradise - TBID Asse...	26.07
11/10/2025	Deposit		Paradise Ridge Chamber of C...	1,600.00

Additional Information

Uncleared checks and payments after 11/30/2025

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
12/04/2025	Bill Payment		Lauren Scott	-795.20
12/17/2025	Bill Payment		Madden Media	-16,583.22
12/17/2025	Bill Payment		Mc2 Design Group Inc.	-3,750.00
12/17/2025	Bill Payment		Ripe, Inc	-1,000.00
12/17/2025	Bill Payment		Melissa Thiede	-250.00
12/17/2025	Bill Payment		Hunden Partners	-45,000.00
12/17/2025	Bill Payment		Watershed Media LLC	-2,500.00
01/05/2026	Bill Payment		Destinations International	-1,698.00
01/05/2026	Bill Payment		Oroville Chamber of Commerce	-150.00

Total-71,726.42

Explore Butte County

2105 Divvy - Nichole #1688, Period Ending 11/30/2025

RECONCILIATION REPORT

Reconciled on: 12/17/2025

Reconciled by: Angela Avanti

Any changes made to transactions after this date aren't included in this report.

Summary

USD

Statement beginning balance.....	3,151.84
Charges and cash advances cleared (66).....	13,187.49
Payments and credits cleared (9).....	-14,721.89
Statement ending balance.....	<u>1,617.44</u>

Register balance as of 11/30/2025.....	1,617.44
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Details

Charges and cash advances cleared (66)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
11/01/2025	Expense	31905C33D39AB3A2777D2	STOBLE WORKPLACE	35.00
11/01/2025	Expense	9D2271F557516832860E9	GOOGLE WORKSPACE	184.80
11/01/2025	Expense	B51D94BF20C8F2800B33E	GOOGLE ADS	198.59
11/01/2025	Expense	ECB1B37D222880AD96F26	GOOGLE ADS	398.93
11/01/2025	Expense	BDC2EA134518EA09D024E	STOBLE WORKPLACE	35.00
11/01/2025	Expense	AEECDDFC4D3E9156D3A69	Lofi Cafe	292.65
11/01/2025	Expense	D4317B6A43A982F5AA212	GENERATOR.COM	528.95
11/02/2025	Expense	2B67A3396B4F2F5522583	LANGLERS.COM	200.00
11/02/2025	Expense	31F1BABEF01292E255A12	SMARTSTOP	312.00
11/02/2025	Expense	F4394D640E0267C209976	Facebook	221.21
11/02/2025	Expense	991AEDAA692B6D7A8C9FE	LANGLERS.COM	200.00
11/02/2025	Expense	7821D149E0AD9F509124D	LANGLERS.COM	1,200.00
11/03/2025	Expense	28B84EF23F7A33F418286	Facebook	74.00
11/03/2025	Expense	0C57C04718644C88D8A2B	ADOBE	9.99
11/04/2025	Expense	D17CA1F82DBFF1AA61DFC	CALIFO	200.00
11/04/2025	Expense	58EAF5C0D67C5DE018346	TIKTOK PROMOTE	219.87
11/05/2025	Expense	E9F7391B913CC7B6FD72C	TIKTOK PROMOTE	140.00
11/05/2025	Expense	5981482D043D01584D51A	PARADISE RIDGE CHAMBER	170.00
11/05/2025	Expense	19951F4A2F5D704E2CD78	Office Depot	43.69
11/06/2025	Expense	6D9C0015297B947B6706C	Facebook	100.00
11/07/2025	Expense	D12850A110870E0719248	TIKTOK PROMOTE	140.00
11/07/2025	Expense	B3314F3F651B7298CA8A3	TIKTOK PROMOTE	144.66
11/07/2025	Expense	A2499ACAF85956DFCA101	FACEBK	58.00
11/07/2025	Expense	5DCB8C5970EFAA83AA7FD	ADOBE	119.88
11/08/2025	Expense	365775B0D43C0013970FB	ASSOC STUDENTS OF CSU	5.50
11/08/2025	Expense	08462E9E5B329521BC6BB	SURF THRU CHICO	32.99
11/08/2025	Expense	AC8306053173CA40A5B0D	AMIR INVESTMENT IN	17.82
11/09/2025	Expense	A1FF345C5EA396CE9B64C	CRAFT	378.00
11/10/2025	Expense	20D00A388C84759A75C8E	Facebook	79.00
11/12/2025	Expense	E0EB8AA78F234B51E72FC	Cloudflare	25.00
11/13/2025	Expense	539C17F46EB69EE224EA1	MANYCHAT.COM	15.00
11/13/2025	Expense	20F53419F5362002FD9B8	JERSEY MIKE'S SUBS	98.22
11/13/2025	Expense	6F74C990E0808DD340E2	INTUIT QUICKBOOKS	115.00
11/13/2025	Expense	F1A8E72F0AC1D4342EC78	GOOGLE FI WIRELESS	50.49
11/14/2025	Expense	BFE59803A8AFAC392A306	Panera Bread	30.08
11/14/2025	Expense	69EA21FBED96D4E05F1C4	ASANA.COM	1,199.52
11/14/2025	Expense	7D0B46407D2D076D204C2	Facebook	85.00
11/14/2025	Expense	A3E55D10ACAE9C67D39F9	Safeway	9.59
11/15/2025	Expense	20CE259AB7E85AE51453E	PITNEY BOWES	1.27
11/15/2025	Expense	F696AB847D554B21F91B6	PITNEY BOWES	0.32
11/15/2025	Expense	DABCE4D4F988DEC80B894	BILL.COM	2.28
11/15/2025	Expense	7CDD8DF8FC8C2726109F6	PITNEY BOWES	0.32

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
11/16/2025	Expense	FAF9D7867150E101E8549	CREXENDO	125.97
11/17/2025	Expense	8E4877614983179909D6C	Facebook	91.00
11/17/2025	Expense	76BAD79B9639FBDF69D0C	Mailchimp	132.00
11/18/2025	Expense	70CC6C72C33BA2AE053AA	DAYCAMP COFFEE	8.30
11/18/2025	Expense	DF4F3E71787967E39F1B0	Facebook	20.89
11/19/2025	Expense	27794DC51453C3CACFBFD	U S TRAVEL ASSOCIATIO	1,775.00
11/19/2025	Expense	FBEAD3BD1DA7977E28A29	TIKTOK PROMOTE	135.94
11/20/2025	Expense	DE2AAF5EE401DAB82209C	ZEFFY ALTACAL BIRDS	1,000.00
11/21/2025	Expense	5B0BDD3A1DF214465AC21	CAPCUT	9.99
11/21/2025	Expense	FB7F71F5EFA898B76817A	Facebook	97.00
11/21/2025	Expense	A53139103790CEC64F3BE	Facebook	100.00
11/21/2025	Expense	1B9FD01317E659C9DDE8C	Facebook	401.34
11/22/2025	Expense	D98B0F5A001AAB87592FA	NWOODARD	200.00
11/24/2025	Expense	86EC20B9784FD5F3397A8	Facebook	100.00
11/26/2025	Expense	0F7AD308F78121B8DC416	Facebook	900.00
11/26/2025	Expense	94AE0532C7E79AA2EDC6F	Facebook	104.00
11/26/2025	Expense	DFA6D1318426143E7483F	Facebook	91.00
11/27/2025	Expense	79F165E52B58AD10D6F2E	GOOGLE ONE	19.99
11/27/2025	Expense	C625A9B3F825391E2E6A0	CAPCUT	19.99
11/28/2025	Expense	48E417451EF134AEC16CD	Facebook	83.58
11/28/2025	Expense	3AD8913BCF246E2AC29F7	Facebook	13.01
11/30/2025	Expense	9B8FCE8531F9EED153969	BILL.COM	256.24
11/30/2025	Expense	4FA33514C1F96F4D9C126	Facebook	94.73
11/30/2025	Expense	78B526C037E4D4C35CB28	Facebook	34.90

Total 13,187.49

Payments and credits cleared (9)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
11/03/2025	Expense		Divvy	-6,958.97
11/07/2025	Credit Card Credit	AEC4035C2498E7F971618	ADOBE	-8.97
11/10/2025	Expense		Divvy	-1,845.43
11/11/2025	Credit Card Credit	0E24D29E0C27E600EECDE	PITNEY BOWES	-0.32
11/11/2025	Credit Card Credit	1406BDE1AF28E6BCBAAE1	PITNEY BOWES	-1.27
11/11/2025	Credit Card Credit	E6FF5F5320D83A7A35F88	BILL.COM	-2.28
11/11/2025	Credit Card Credit	41BE093DFDCF6DBDF9A5C	PITNEY BOWES	-0.32
11/17/2025	Expense		Divvy	-1,923.87
11/24/2025	Expense		Divvy	-3,980.46

Total -14,721.89

Explore Butte County

1030 GVB Savings #7251, Period Ending 11/30/2025

RECONCILIATION REPORT

Reconciled on: 12/12/2025

Reconciled by: Angela Avanti

Any changes made to transactions after this date aren't included in this report.

Summary	USD
Statement beginning balance.....	521,044.30
Checks and payments cleared (0).....	0.00
Deposits and other credits cleared (1).....	638.48
Statement ending balance.....	<u>521,682.78</u>
Register balance as of 11/30/2025.....	521,682.78

Details				
Deposits and other credits cleared (1)				
DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
11/30/2025	Deposit			638.48
Total				638.48

Explore Butte County

1020 GVB Airport #7196, Period Ending 11/30/2025

RECONCILIATION REPORT

Reconciled on: 12/11/2025

Reconciled by: Angela Avanti

Any changes made to transactions after this date aren't included in this report.

Summary	USD
Statement beginning balance.....	170,927.56
Checks and payments cleared (0).....	0.00
Deposits and other credits cleared (1).....	140.54
Statement ending balance.....	<u>171,068.10</u>
Register balance as of 11/30/2025.....	171,068.10

Details				
Deposits and other credits cleared (1)				
DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
11/30/2025	Deposit			140.54
Total				140.54



Board of Directors Staff Report Agenda Item: 2026 Annual Staff Goals & KPIs

TO: Explore Butte County Board of Directors
FROM: Nichole Farley, Executive Director
DATE: January 15, 2026

Purpose

To present a simplified and revised Employee Bonus & Incentive Pay Policy for Board consideration and adoption.

Background

The current Employee Bonus & Incentive Pay Policy was adopted on March 9, 2023. Since its adoption, Explore Butte County has matured operationally and has implemented more formal annual planning, staff goal-setting, and performance evaluation processes aligned with Board-adopted strategic objectives.

As implemented, the existing policy contains multiple bonus types, percentage-based formulas, and incentive plan structures that are administratively complex and difficult to consistently apply in a small, high-performing organization. The policy also introduces unnecessary risk by creating implied expectations through formulas and incentive plan language, even when bonuses are intended to remain discretionary.

Rationale

The proposed revised policy simplifies bonus administration while strengthening governance, fiscal oversight, and alignment with organizational performance. Key improvements include:

- Reducing multiple bonus categories into two clear and manageable types: Annual Performance Bonuses and discretionary Spot Bonuses
- Clearly vesting authority for annual bonus pools and allocations with the Board of Directors
- Aligning bonus eligibility with documented annual goals, performance evaluations, and organizational financial capacity
- Preserving flexibility to recognize exceptional performance while maintaining budget discipline

This approach reflects best practices for nonprofit governance and compensation oversight and aligns with Explore Butte County's performance-based culture and strategic planning framework for 2026 and beyond.



Fiscal Impact

The revised policy does not create any new financial obligation. All bonuses remain discretionary and subject to available funding and Board approval. Any annual bonus pool will be reviewed and approved by the Board as part of the annual performance evaluation and fiscal review process.

Recommendation

Staff recommends that the Board of Directors adopt the revised Employee Bonus & Incentive Pay Policy, effective upon approval, and authorize the Executive Director to administer the policy consistent with its provisions.

Attachments

Attachment A: 5.09_Employee Bonus Policy



EMPLOYEE BONUS POLICY

Version: 002

Effective Date: January 15, 2026

Approved By: Board of Directors

Last Reviewed: March 2023

Next Review Date: October 2027

Bonus Overview

Explore Butte County ("EBC") may award bonuses to recognize exceptional performance and the successful achievement of organizational goals, subject to financial capacity and approval by the Board of Directors.

This policy applies to all regular full-time and part-time employees employed by EBC for at least 90 days. Seasonal workers, freelancers, interns, and employees employed for fewer than 90 days are not eligible to receive bonuses.

All bonuses awarded by EBC are discretionary unless expressly approved by the Board of Directors. No employee is guaranteed a bonus in any year.

Types of Bonuses

1. Annual Performance Bonus

Annual performance bonuses may be considered once per fiscal year and are based on the following factors:

- Organizational performance against Board-adopted goals and priorities
- Individual performance against approved annual objectives
- Financial capacity and fiscal health of the organization

Eligibility requirements:

- Active employment at the time of payout
- A satisfactory or better performance evaluation

The Board of Directors shall approve:

- The total annual bonus pool
- Final bonus allocations

Annual Performance Bonus Cap

The maximum Annual Performance Bonus for any individual employee shall not exceed five percent (5%) of the employee's base annual compensation, unless otherwise approved by the Board of Directors.

The establishment of a maximum bonus cap does not create a guarantee or entitlement to a bonus. Actual bonus amounts, if any, shall be determined at the sole discretion of the Board of Directors based on organizational performance, individual performance, and available funding.

2. Spot Bonuses (Discretionary)

EBC may award one-time spot bonuses to recognize exceptional or extraordinary contributions that meaningfully advance organizational goals.

Examples of qualifying contributions may include:

- Exceeding assigned goals or expectations
- Assuming significant additional responsibilities
- Demonstrating leadership, collaboration, innovation, or problem-solving beyond normal job duties

Spot bonuses:

- May be awarded at any time
- Are discretionary and non-recurring
- Are approved by the Executive Director within the adopted budget
- Do not create an expectation of future bonuses

Spot Bonus Cap

Spot bonuses shall not exceed two percent (2%) of an employee's base annual compensation per fiscal year. Spot bonuses are discretionary, non-recurring, and approved by the Executive Director within the adopted budget.

Governance and Administration

- All bonuses are subject to available funding and organizational performance
- Bonus decisions shall be documented and processed through payroll
- The Board of Directors retains final authority over annual performance bonuses
- The Executive Director is responsible for administering this policy
- EBC shall honor only written bonus approvals. Verbal or informal communications do not constitute a promise or guarantee of a bonus.
- This policy may be amended by the Board of Directors at any time.



Board of Directors Staff Report Agenda Item: 2026 Annual Budget

TO: Explore Butte County Board of Directors
FROM: Nichole Farley, Executive Director
DATE: January 15, 2026

Purpose

The purpose of this staff report is to present the proposed 2026 Annual Budget and annual contracts for consideration and adoption by the Explore Butte County Board of Directors, following review and recommendation by the 2026 Annual Report and Budget Committee.

Background

The 2026 Proposed Budget was developed to align with Explore Butte County's mission, vision, and proposed 2026–2028 Strategic Direction, while maintaining a fiscally conservative approach amid ongoing uncertainty in travel demand, occupancy, and average daily rate (ADR) growth.

The 2026 Annual Report and Budget Committee (Matt Reed, Jason Olivares, and Sareena Merchant) met on December 9, 2025, to review the proposed budget, associated assumptions, and supporting annual contracts. Following discussion and refinement, the Committee voted 3-0-0 to recommend approval of the 2026 Proposed Budget and related contracts for full Board ratification.

Composition and Scope

The proposed 2026 Budget reflects total projected revenues of approximately \$1.47 million, primarily funded through Tourism Business Improvement District (TBID) program income, municipal contributions, cooperative program funding, and micro-funding allocations. The budget is intentionally conservative and does not assume growth in occupancy or ADR beyond current baseline levels.

Key budget components include:

- Sales & Marketing Investments (approximately 78%) focused on advertising, creative services, marketing contracts, digital platforms, staffing, and destination promotion.
- Destination Management Activities, including planning initiatives and innovation pilots.
- Zone and Micro-Funding Programs (10%) supporting jurisdiction-specific marketing and activation.
- Administrative Expenses (approximately 10%) to support governance, compliance, financial management, and organizational operations.

The budget also reflects strategic shifts approved by the Budget Committee, including:

- A recalibrated creative strategy emphasizing a brand audit and refresh while leveraging existing assets.
- Adjustments to research and data investments to prioritize actual visitor spending and accommodation compliance data.
- Continued investment in marketing technology and digital infrastructure to support CRM integration, consumer journey tracking, and privacy compliance.
- Execution of integrated annual contracts - Madden Media, AirDNA/Calibri, HubSpot, Langlers Web - to support core marketing, data, and CRM functions beginning January 2026.

Rationale

Adoption of the 2026 Budget enables Explore Butte County to:

- Advance its strategic role as a destination marketing and management organization.
- Maintain continuity of core marketing, research, and digital operations.
- Support jurisdictional partners through cooperative and micro-funding programs.
- Preserve financial stability through conservative revenue assumptions and disciplined expense allocation.
- Lock in key vendor rates and services necessary for timely execution of 2026 programming.

The 2026 Budget Committee's recommendation reflects confidence that the proposed budget balances ambition with fiscal responsibility and positions the organization to respond to evolving visitor economy conditions.

Recommendation

Approve the 2026 Annual Budget and annual contracts as recommended by the 2026 Annual Report and Budget Committee.

Attachments

Attachment A: [2026 Budget - BUDGET COMMITTEE APPROVED - Dec 09, 2025](#)



Board of Directors Staff Report Agenda Item: 2026-2028 Strategic Direction

TO: Explore Butte County Board of Directors
FROM: Nichole Farley, Executive Director
DATE: January 15, 2026

Purpose

To present the proposed 2026–2028 Strategic Direction for Explore Butte County and request Board adoption to guide organizational priorities, resource alignment, and performance measurement over the next three fiscal years.

Background

Explore Butte County's prior strategic framework concludes at the end of the 2025 fiscal year. In preparation for the next planning horizon, staff developed a forward-looking Strategic Direction that builds upon the organization's mission, vision, and core values while responding to evolving market conditions, stakeholder feedback, and regional opportunities.

The 2026–2028 Strategic Direction emphasizes Explore Butte County's role as a destination leader and strategic convener, with a deliberate focus on expanding high-value visitor experiences, strengthening destination credibility, improving access and inclusion, and leveraging innovation to drive measurable economic and community impact. The framework is designed to be adaptive, outcomes-oriented, and scalable across all jurisdictions in Butte County.

Composition and Scope

The 2026–2028 Strategic Direction establishes a three-year framework organized around the following focus areas and goals

Proposed 2026 - 2028 Strategic

1. Expanding & Diversifying Visitor Experiences
Position Butte County as the North State's leader in sports, outdoor recreation, arts, and cultural experiences through high-impact events, venue activation, and year-round signature programming that drives overnight visitation and community pride.
2. Innovative & Experiential Marketing
Elevate destination visibility and credibility by forging high-value brand partnerships and delivering immersive, real-world experiential activations that grow audiences, influence event-hosting decisions, and strengthen Butte County's competitive position.
3. Improving Access to Experiences
Create a seamless, technology-powered visitor journey that supports pre-trip

inspiration, personalized trip planning, and inclusive on-the-ground exploration across all five jurisdictions.

The Strategic Direction also defines Key Indicators of Success, including increased overnight stays and shoulder-season visitation, expanded high-value partnerships, improved digital engagement and conversion, enhanced accessibility and multilingual content, and increased resident pride and community support for tourism.

This document serves as the guiding framework for annual work plans, budget development, staff goals, and performance reporting during the 2026–2028 period.

Rationale

Adoption of a clear multi-year Strategic Direction enables the Board and staff to maintain alignment between Explore Butte County's mission and its operational priorities. The 2026–2028 framework supports:

- Strategic allocation of public and assessment-based resources
- Proactive pursuit of partnerships and funding opportunities
- Consistent evaluation of return on investment and community benefit
- Transparency and accountability to stakeholders and jurisdictions

By focusing on experience development, access, and innovation, the Strategic Direction positions Explore Butte County to strengthen its leadership role while delivering tangible economic and quality-of-life benefits for residents and visitors alike.

Recommendation

Adopt the 2026–2028 Strategic Direction as presented, authorizing staff to align annual work plans, budgets, and performance metrics with the adopted framework.

Attachments

Attachment A: [2026-2028 Strategic Direction - One Pager](#)

Vision

Explore Butte County champions a diverse and flourishing tourism industry, making it the must-visit destination in the North State.

Mission

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

Core Values

Authenticity: We stay true to our local communities, cultures, and traditions.

Innovation: We embrace the creative qualities that make our communities inviting.

Stewardship: We encourage all to explore responsibly and to respect our natural resources to ensure they are maintained for all to enjoy.

Equity: We recognize a variety of abilities and want to create opportunities for all.

Fun: We love where we live and work and want everyone to feel the same.

Key Indicators Of Success

- Expanded high-value partnerships and strengthened destination credibility with sports organizations, outdoor brands, and event producers, resulting in increased hosting of regional sports, outdoor recreation, cultural, and endurance events.
- Increased overnight stays and shoulder-season visitation demonstrated through measurable economic impact, including visitor spending and room-night generation.
- Growth in pre-trip engagement on digital platforms paired with measurable indicators that these tools increase visitor interest and conversion to actual travel.
- Expanded availability of multilingual content, ADA-accessible guides, and inclusive digital tools across the visitor experience.
- Increased resident pride and community support for tourism as measured through sentiment surveys.

FOCUS AREAS 2026-2028

1 Expanding & Diversifying Visitor Experiences

Goal: Position Butte County as the North State’s leader in sports, outdoor recreation, arts, and cultural experiences by developing high-impact events, activating local venues, and creating year-round signature programming that drives overnight visitation and community pride.

Objectives

- Develop a Sports Tourism Plan** by identifying recruit-ready venues, pursuing multi-year event bids, and becoming a top choice for regional tournaments, training camps, and endurance events.
- Expand Butte County’s** experience economy through arts, culture, culinary, and seasonal activities that strengthen place identity, resident pride, and shoulder-season visitation.
- Drive inclusive access** by ensuring events and experiences incorporate ADA considerations, multilingual content, and pathways for rural community participation.

Key Initiatives

- Creating a recruitment-ready portfolio of venues, trails, and facilities that supports event bidding, multi-city hosting, and long-term partnership development with state and regional sports organizations.
- Pursue high-value partnerships with sports and event organizations to secure events that generate measurable economic and community impact across Butte County (e.g., USAT, NorCal Classic, Chico Velo).
- Partner with existing events to expand, and/or curate large, experiential countywide events (e.g., outdoor adventure weekend, arts & culture showcase, endurance sports festival) that highlight Butte County’s landscapes, talent, and identity.

2 Innovative & Experiential Marketing

Goal: Position Butte County as a leading outdoor destination by forging high-value brand partnerships and delivering immersive experiential activations that grow our audience, elevate our credibility, and shape future event-hosting decisions.

Objectives

- Increase Brand Visibility with Outdoor Adventure Audiences:** Focus on reaching adventure travelers, hikers, and road trippers by partnering with established outdoor media and gear brands to drive digital reach and engagement.
- Gain Credibility Through Regional Engagement:** Transition from purely digital efforts to real-world sponsorships and co-branded experiences at outdoor lifestyle events to build new audiences and increase social and email leads.
- Establish Butte County as a Key Event Stakeholder:** Create a major, immersive experiential activation at a large outdoor event to physically connect target audiences with the brand and earn influence over future event host locations.

Key Initiatives

- Collaborate with established outdoor media or gear brands** (Wildsam, AllGear, Outside Magazine)
- Sponsor event booths or promotional materials** at regional outdoor lifestyle events and execute co-branded sweepstakes with a partner to gather email leads and social followers.
- Host a large-scale installation** at a major event to showcase Butte County's outdoor culture and engage attendees.
- Evaluate the destination's enhanced credibility, influence, and quality of visitor engagement generated by high-profile partnerships and experiential activations.

3 Improving Access to Experiences

Goal: Create a seamless, technology-powered visitor journey that inspires travel to Butte County, personalizes trip planning, and enhances on-the-ground exploration for every type of visitor.

Objectives

- Use technology to increase demand and motivate trip planning** into actual visitation.
- Deliver personalized, real-time guidance before and during travel by** creating intuitive digital experiences for visitors.
- Strengthen physical and digital access to key attractions by** advocating for a seamless visitor journey across all five jurisdictions.
- Expand inclusive and accessible experiences** to ensure all visitors—regardless of ability, language, or digital literacy—can explore Butte County with confidence and comfort.

Key Initiatives

- Leverage spending data, digital tools, predictive analytics, and targeted content to reach high-intent travelers and convert interest into actual visitation.
- Identify five-to-ten trails in Butte County to create immersive end-to-end experience guides with video walkthroughs, 360° previews, and printable field guides.
- Pilot **digital enhancements** that help visitors discover what to do and where to go with interactive maps, QR-linked itineraries, trail previews, and accessibility filters.
- Advocate the County and jurisdictions to invest in the implementation of the Butte County Wayfinding Master Plan.
- Advocate the County to conduct a **destination access and technology audit** to identify navigation and connectivity gaps.