



2024 BOARD OF DIRECTORS

Tamba Sellu, President
Courtyard by Marriott, Chico

Matt Reed, Treasurer
Butte County Fairgrounds, Gridley

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

Kate Pinsonneault
Hotel Diamond, Chico

Jason Oliveras
Oxford Suites, Chico

Megan Kurtz
CSU Chico

Megan Gaddis
Chico Chamber of Commerce

EXPLORE BUTTE COUNTY
BOARD OF DIRECTOR MEETING

July 11, 2024
Time: 12:00 PM - 2:00 PM

BCAG Board Room
326 Huss Dr, Chico, CA 95928

AGENDA

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. 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.

3. CONSENT CALENDAR

3.1. [Approve Minutes from May 09, 2024](#)

3.2. [Approve April 2024 Financials](#)

3.3. [Approve May 2024 Financials](#)

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

4.1. MARKETING UPDATE (Nichole Farley)

Update on the marketing efforts of Explore Butte County and our agency Madden Media.

Recommendation: No Action Required

4.2. TRAVEL CHICO UPDATE (Alaina Macarthy)

Update on the marketing efforts of Explore Butte County and our agency Madden Media.

4.3. TOURISM DEVELOPMENT & INFRASTRUCTURE DEVELOPMENT STUDIES (Nichole Farley)

Update on soliciting example RFPs for the studies we want to accomplish.

Recommendation: No Action Required

4.4. CONFERENCE AND ASSOCIATION MEMBERSHIP UPDATE (Nichole Farley)

Update on IPW by US Travel, One West Tourism Association, Destinations International, and CalTravel.

Recommendation: No Action Required

5. OBJECTIVE 2: EXPAND AND DIVERSIFY OUR EXPERIENCE BASE

5.1. COMMUNITY RELATIONS UPDATE (Cameo Calderon)

Update on the community relations efforts in Butte County.

5.2. RESEARCH UPDATE (Nichole Farley)

Research update for January - June 2024

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

6.1. [DRAFT OF THE 2023 FISCAL AUDIT](#)

Review the draft audit documents for the 2023 fiscal year.

Recommendation: Approve the 2023 draft audit documents for finalization by CLA

7. ADJOURNMENT



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EXPLORE BUTTE COUNTY
BOARD OF DIRECTOR MEETING

May 09, 2024
Time: 12:00 PM - 2:00 PM

BCAG Board Room
326 Huss Dr, Chico, CA 95928

MINUTES

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

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

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

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

1. OPEN MEETING

Open Meeting at 12:05

Attendance: President Tamba Sellu, Treasurer Matt Reed, Member Kate Pinsonneault, Member Jason Oliveras, Member Megan Kurtz

Absent: Secretary Melissa Schuster, Member Megan Gaddis

2. 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.

3. SPECIAL PRESENTATIONS

3.1. National Travel and Tourism Week in May 19 - 25 & May is California Travel and Tourism Month

Nichole Farley, Executive Director, announced that Butte County and the City of Chico will adopt proclamations for California's Travel and Tourism Month on May 28 and May 21, respectively.

Visitors spend \$360 million in Butte County, tourism provided 3,800 jobs in 2023

4. CONSENT CALENDAR

4.1. [Approve Minutes from March 14, 2024](#)

4.2. [Approve Minutes from April 11, 2024](#)

4.3. [Approve February 2024 Financials](#)

4.4. [Approve March 2024 Financials](#)

- 4.5. [Approve Oroville Zone Micro-Marketing Committee Budget](#)
- 4.6. [Approve letter requesting appointment to the Shasta Cascade Wonderland Association Board of Directors to represent Butte County](#)

Motion: Kate Pinsonneault motioned to approve the consent calendar with name spelling correction on March 14, 2024 minutes.

Second: Megan Kurtz

Vote: 5 - 0 - 0

5. ACTION ITEMS

- 5.1. [APPOINTMENT OF AARON WRIGHT TO BOARD OF DIRECTORS](#) (Nichole Farley)

Explore Butte County has two board seats available to represent Oroville. With the changes made to the bylaws at the March 14, 2024 meeting, it is recommended to appoint Aaron Wright, Public Safety Chief - Northern Buttes District of California State Parks to the Board of Director for the 2024-2026 term.

Recommendation: Appointment of Aaron Wright to the Board of Director for a term of 2024-2026, who represents an interest in the travel and tourism industry from Oroville.

Motion: Megan Kurtz motioned to appoint Aaron Wright to the Board of Directors for 2024-2026, representing an interest in the travel and tourism industry from Oroville.

Second: Jason Oliveras

Vote: 5 - 0 - 0

- 5.2. [2024 STRATEGIC PLAN UPDATE](#) (Nichole Farley)

Update of the 2023 - 2025 Strategic Plan with a focus on 2024 and a review mission, vision, and values from the discussion on April 11.

Recommendation: Approve the 2024 Edition of the 2023-2024 Strategic Plan with amendments to our mission, vision, and values.

Motion: Megan Kurtz motioned to approve the 2024 Edition of the 2023-2024 Strategic Plan with amendments to our mission, vision, and values.

Second: Tamba Sellu

Vote: 5 - 0 - 0

- 5.3. [BUTTE COUNTY FILM COMMISSION](#) (Nichole Farley)

In January 2024, Explore Butte County Board of Directors reversed an allocated \$68,204.26 from a dedicated funding account for a Butte County Film Commission. Discussion of reallocating general funds from reserves for the formation of a Butte County Film Commission.

Recommendation: Allocation of \$30,000 from reserves to establish the Butte County Film Commission as a separate non-profit organization with the state and federal governments. Funding will also be used to build a Butte County Film Commission website.

Discussion: January 2024 Board of EBC reversed \$68,000 allocation for Butte County Film Commission back to micro-zone funding accounts. This action item asks the board to reserve \$30,000 a one-time allocation from reserves to establish the Butte County Film Commission with a working board as a separate nonprofit and create a website.

The formation of the non-profit organization is estimated to be \$5,000 with the remaining allocation to website development.

Tamba Sellu asks what the ROI is for EBC. Nichole Farley says 20:1 that crew and artists stay in hotels, eat food and shop locally, depending on if they use local media companies, too. The positive impact of having all filming opportunities in one central location makes permitting a more straightforward process.

Motion: Aaron Wright motioned to approve the Allocation of \$30,000 from reserves to establish the Butte County Film Commission as a separate non-profit organization with quarterly updates on the progress of the formation.

Second: Megan Kurtz

Vote: 6 - 0 - 0

6. DISCUSSION ITEMS

6.1. TOURISM DEVELOPMENT & INFRASTRUCTURE DEVELOPMENT STUDIES (Nichole Farley)

Discussion for Explore Butte County to focus on a convention center development study or a sports facility infrastructure study with the outcome to provide staff with direction to solicit RFPs for consideration. Funding for a study or studies would come from reserves. The amount from reserves would be approved by the Board at a later date.

Recommendation: Provide staff with direction to solicit proposals for a convention center development study and/or a sports facility infrastructure study.

Discussion: The opportunity to update the Sports Feasibility study conducted by Every Body Healthy Body in partnership with the jurisdictions and parks districts. Some hotels have expressed a desire to understand the feasibility of a conference center to drive meetings and conferences. Nichole Farley, Executive Director, wants to explore conducting one or the other, or both of these opportunities within a larger Comprehensive Tourism Development Strategy.

Public Comments: Katie Simmons wants to pursue both sports complex and convention center because the RFPs will be the same, then recommend which is most feasible.

Jennifer Macarthy recommends we collaborate with Every Body Healthy Body to uplift their existing studies and validate their goals while creating one document to refer too.

Pat Macias says MONCA could be convention center after the back of the museum remodel, the 9,000 sq ft area could accommodate many folks.

Board Discussion: Megan Kurtz also wants Butte College and CSU Chico involved in master plans.

Tamba Sellu would like to ensure that if we move forward with an infrastructure strategy, we include all the jurisdiction planning departments and technical personnel in the process so they are knowledgeable of our efforts and can help steer us in the best direction for development.

Nichole Farley understands the direction and will begin reaching out to peers for examples of RFPs and companies to send an RFP to in the Fall.

MARKETING UPDATE (Ashley Baer)

Quarterly update on Explore Butte County marketing efforts, in-house and with Madden Media.

Resident and visitor sentiment survey helps us understand how our brand is perceived; more details in July to identify marketing opportunities/weaknesses and develop a brand promise.

2024-26 EBC Adventure Guide - copy is done, July printed guides in hand.

2024-25 Travel Chico Visitors Guide is designed by David Selkirk who also provides additional photography, and printed guides in hand by August 1st for move-in weekend

Web work will be brought into Alaina Macarthy's duties once the Travel Chico website platform is the same as EBC.

Social media highlights YTD - FOLLOWERS (thru 4/30): Facebook: 16.5K, Instagram: 26.6K, TikTok: 17.6K, YouTube: 3.8K

Kate Pinsonneault wants us to have social media influencers from abroad or the East Coast not just NorCal; Ashley Baer says further away is harder because flights are expensive, but maybe East Coast influencers can be accommodated in a few years.

Website updates YTD - TOTAL USERS: 124.5k

- TOTAL ENGAGED SESSIONS: 140.8K
- TOTAL AVG. ENGAGEMENT TIME: 38 secs.
- TOTAL AVG. PAGEVIEWS/USER: 2.1
- TOP PAGES YTD (by views): Home, Stay, Hike Table Mountain, Top 20 Things to Do in Chico, Museum Weekend

BUTTE 365 sums are added to EBC stats bc 365 is an extension of EBC

Paid Ads YTD - total impressions: 8,109,124, total cost: \$28,605.40

Growth/expectations: EBC grows steadily, with strong SEO authority because of good aggregate info on the website

The social media landscape is more competitive, video is more popular and time intensive, and paid content is more expensive too

Other notes: working on net promoter score, AI is good for speed and strong data analysis, will experience less web and engagement traffic due to AI

6.2. PROJECT UPDATES

TRAVEL CHICO (Alaina Macarthy)

Experiencing great engagement on social media, especially Instagram with many users reposting stories and direct messaging the account

Published 234 posts in April, compared to 71 in March; 807 posts total YTD on Instagram. Grew overall social media followers by 800 in April, a 53% increase from March, 20,630 total followers YTD

April top posts on Facebook were: Yahi Trail, Tender Loving Coffee, Annie Bidwell Trail. April top posts on Instagram were: Yahi Trail, Annie Bidwell Trail, Little Red Hen Plant Nursery

Website traffic grew by 412 new users; total website users YTD: 4,569. Top website queries are: Chico Fair, Travel Chico, Silver Dollar Fair, DeGarmo Park. 230 views or 55% of website views are from Organic Searches: organic search - naturally showing up on a search engine results page (unpaid).

Secured Best of Chico supporting sponsorship for following categories: Best Burger, Best Local Coffee Shop, Best Family Fun - ad link to our homepage on each nomination page Nominations run from May 1-30, Final Voting takes place July 1-30

Silver Dollar Fair sponsorship May 23rd-27th

Sponsoring Legacy Stage 2024 Season - non-profit professional theater organization, opening day for Taming of the Shrew Shakespeare in the Park at Cedar Grove May 29th, tickets on sale now

Creating Downtown Public Art Walking Guide with archival info from Monica McDaniel of Chico Arts Commission and Pat Macias of MONCA/Kate Pinnesaunault of Diamond Events

Creating CSU Chico to Downtown Walking Guide

BUTTE365 and the MOBILE VISITORS CENTER (Cameo Calderon)

Social Media March to April: +94 followers, +141 posts, +81.33% engagement

Gaining website traction - 194 events submitted YTD, 103 registered users, linking from socials to the website for more traffic, really trying to grow the number of registered users

March Facebook ad led to many Butte 365 registrations

Mobile Center is attending the Thursday Night Market on May 16th and 23rd for graduation, Paradise Open House weekend on June 1st and 2nd, and will be generally attending more events outside Chico for content curation Butte 365 and EBC

RIPE BOOKING PLATFORM (Cameo Calderon)

Created Wildflower Century ride landing page, which gained a lot of attraction because it was linked to the VELO website.

Using incentives for local gift cards to book more

Pushing RIPE more on social media

WAYFINDING MASTER PLAN (Nichole Farley)

Desktop reviews of designs with municipalities, and funding will be hard, but we will help solicit grants

Finalize the plan in July to go in front of the Board of Supervisors in September.

6.3. EXECUTIVE DIRECTOR UPDATE (Nichole Farley)

Update on 2023 Audit, attendance at IPW by US Travel in May, DMAWest Tech Summit attendance in March, various meetings and events in the community, and more.

Going to a few events: Zartico Research Conference, Convention, Sports, Entertainment Facilities Conference, One West Tourism Alliance CEO Summit, DI annual conference (Ashley Baer)

We are at staffing capacity, we have a storage unit now, Esplanade Office will come in with a desk for Alaina Macarthy's office space

CLA underway for 2023 fiscal audit

IPW by US Travel - learn about international offices CA is connected to, 3 days of 15-minute domestic buyer appointments, partnered on our booth with Discover Siskiyou, we need to develop a travel trade strategy, new org for Shasta-Cascade is needed to go after grant funding into 2025, "everyone is looking for someplace new."

7. ADJOURNMENT

Draft



Financial Statements

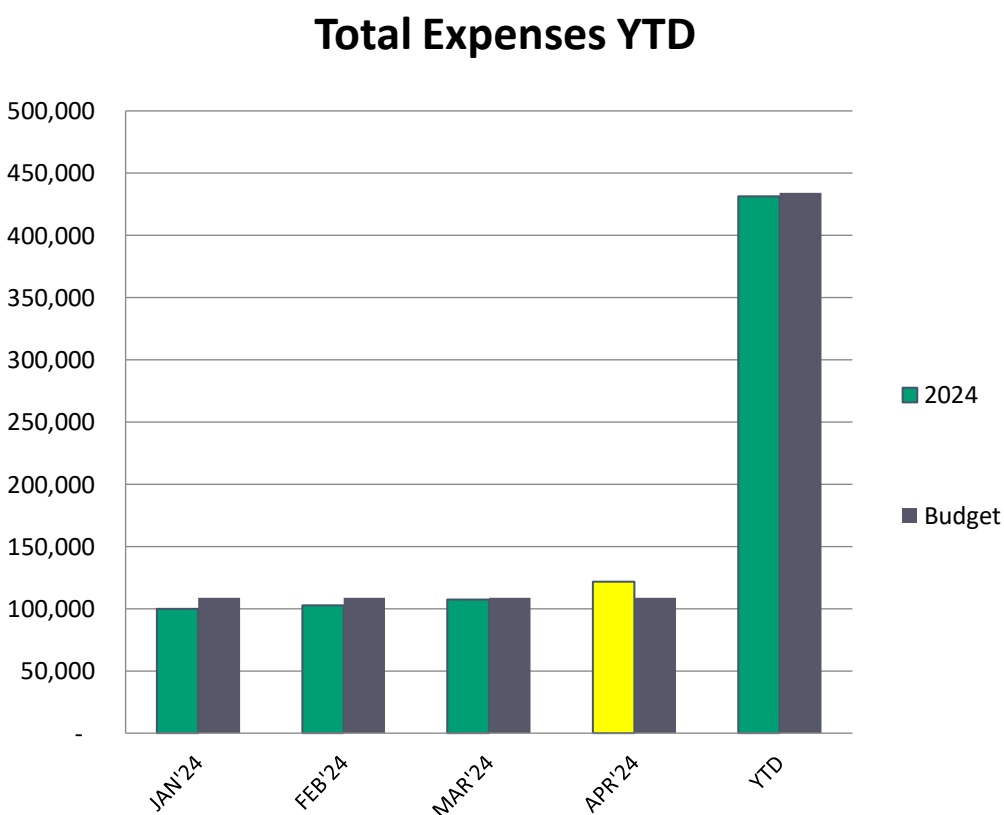
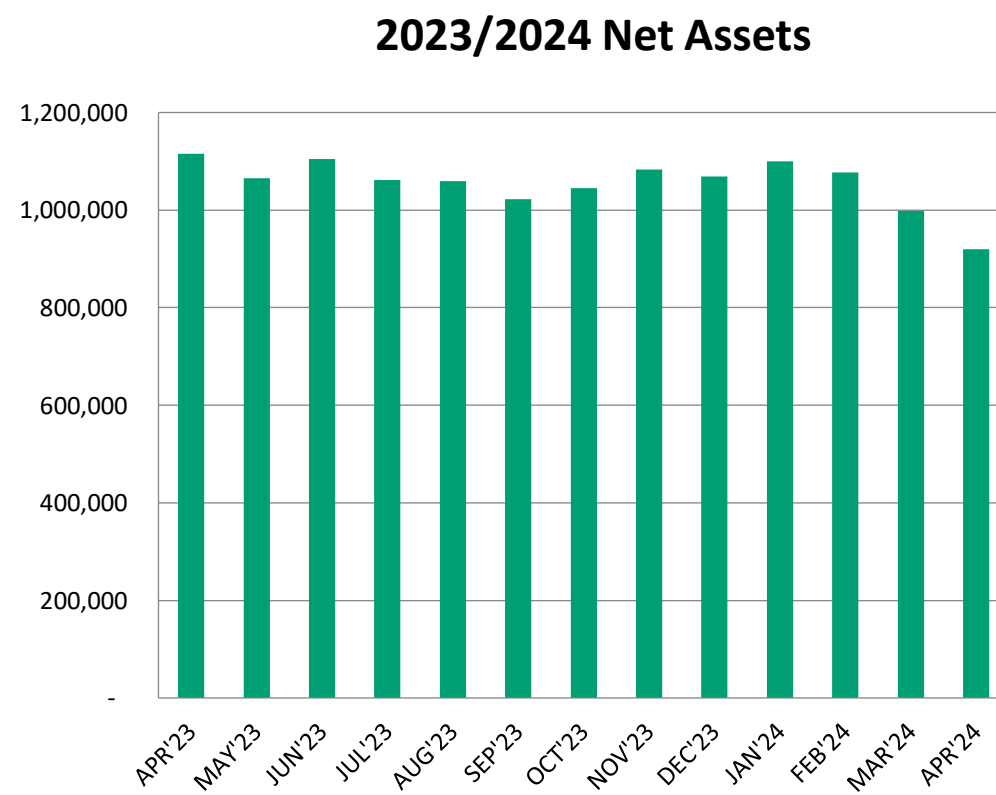
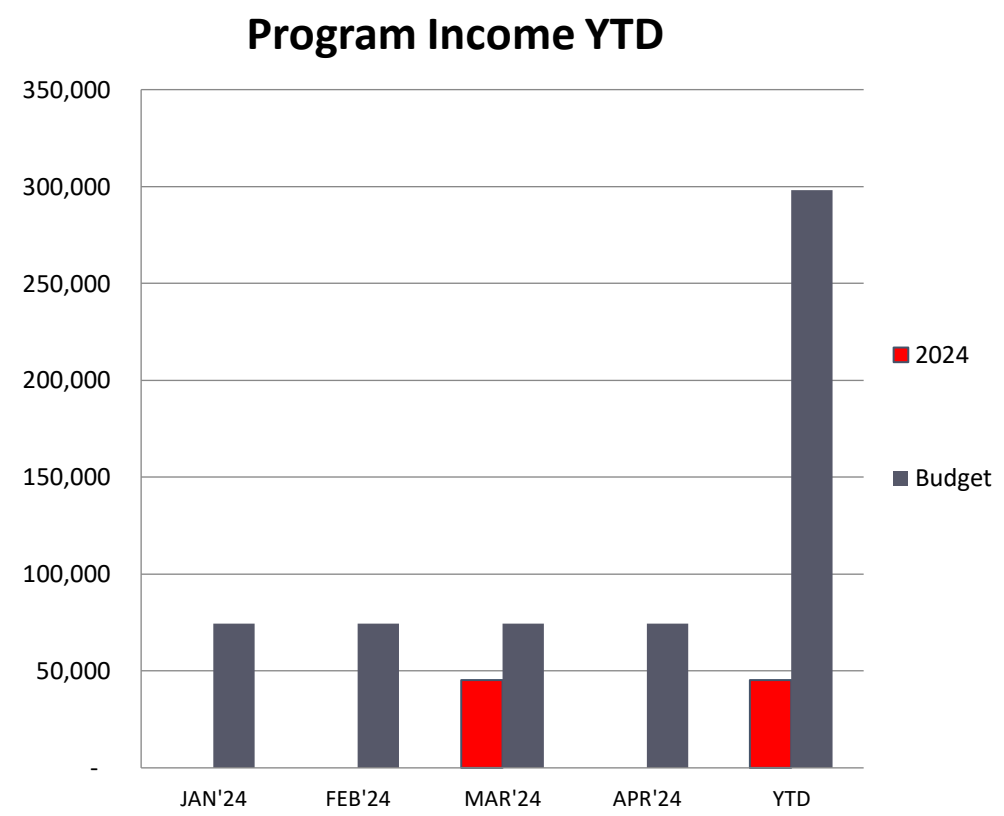
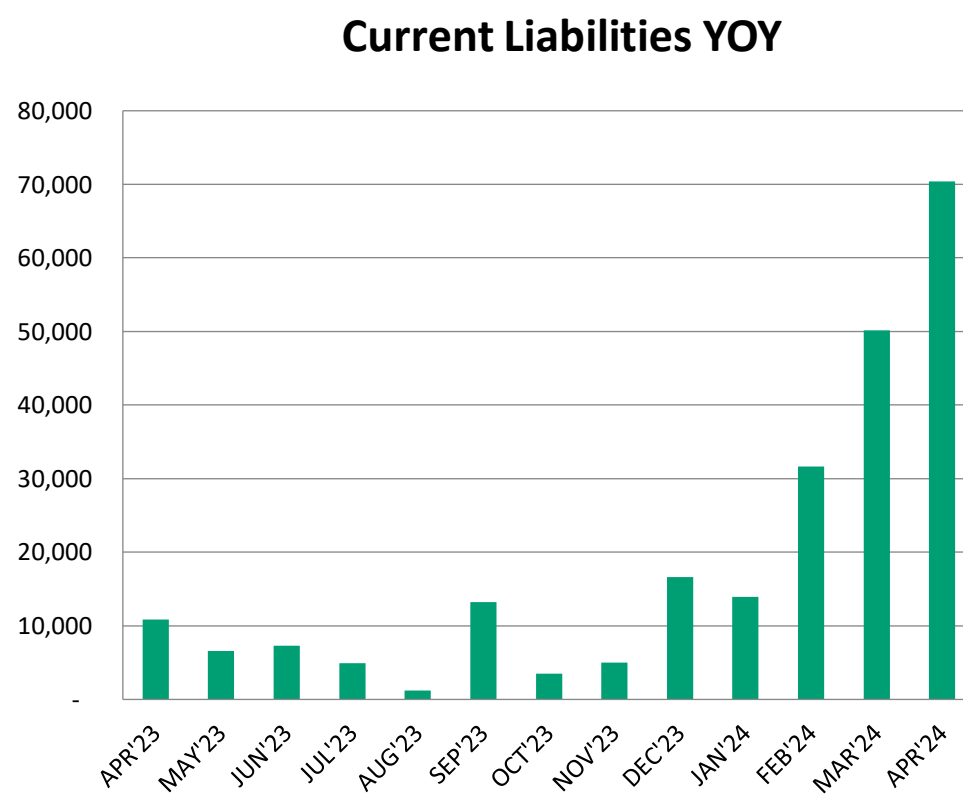
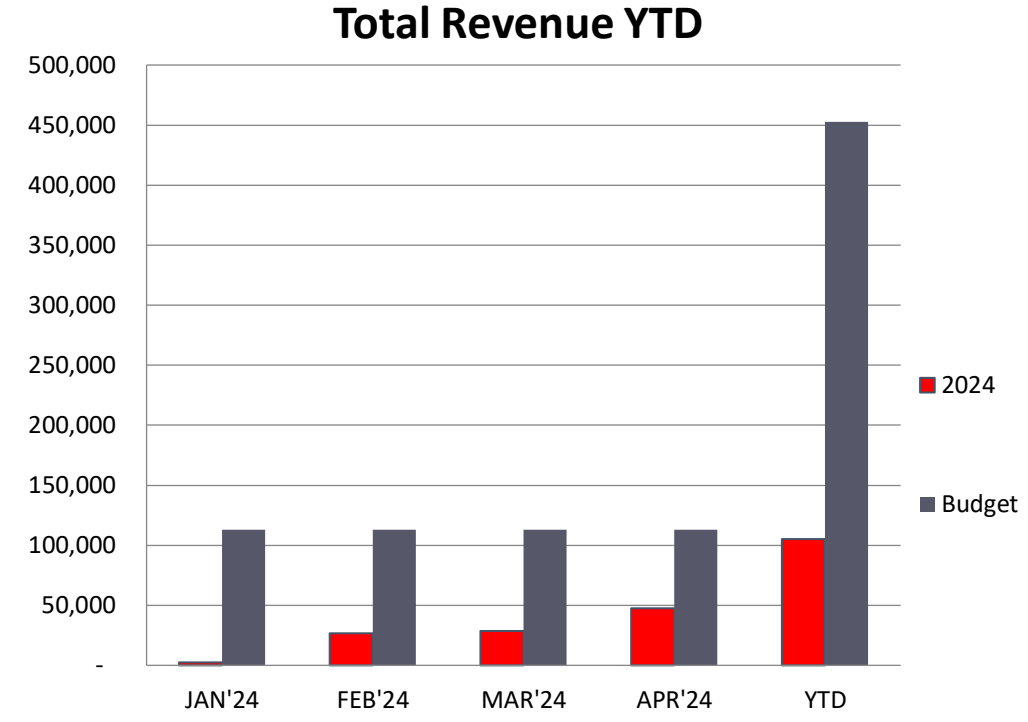
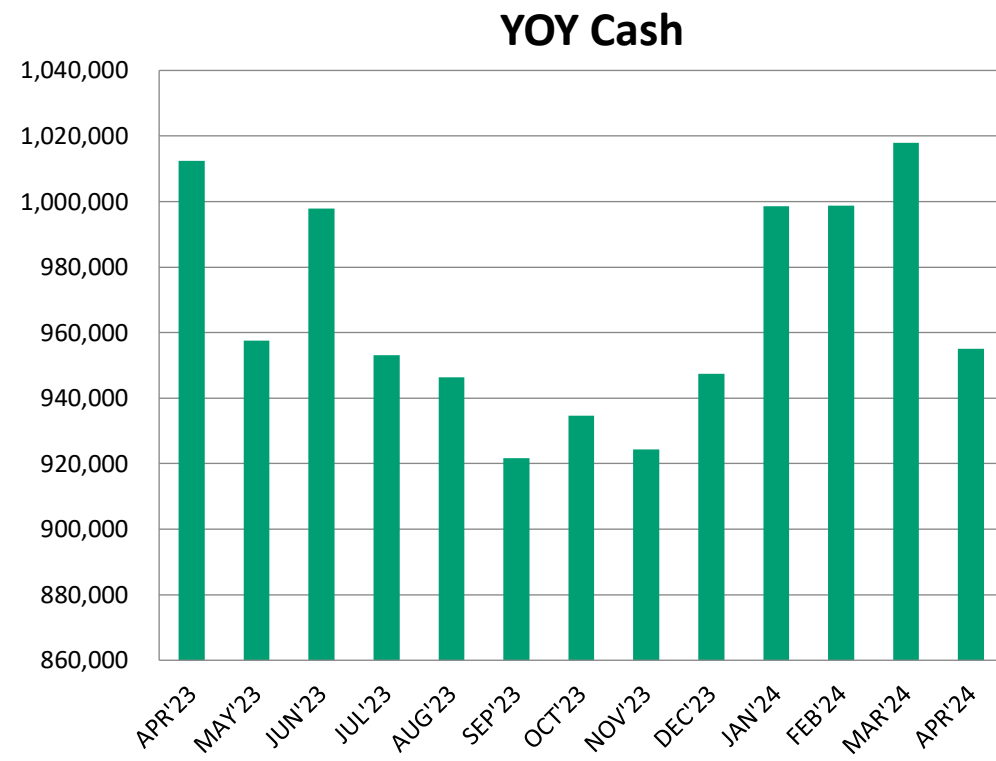
For the period ending YTD April 30th, 2024

Index:

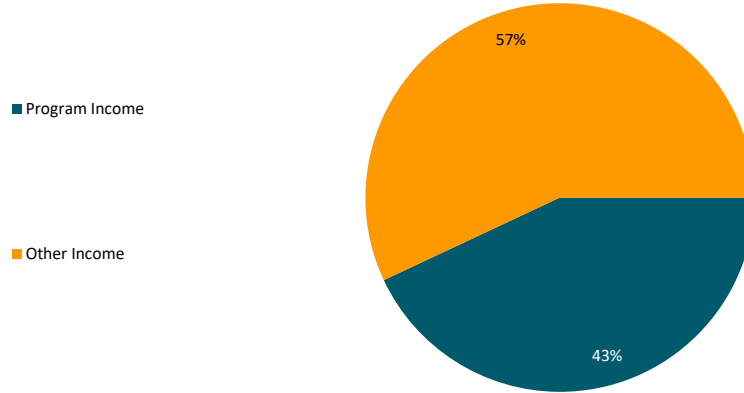
Page 1 -2	Dashboards
Page 3	Balance Sheet
Page 4	Year to Date Statement of Activities
Page 5	Statement of Activities by Class

Explore Butte County
Financial Dashboard
For the period ending April 30th, 2024

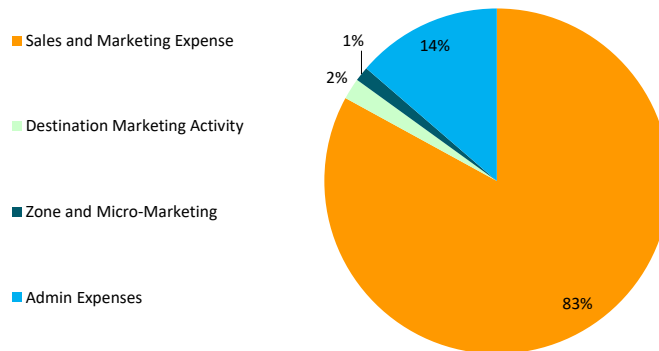
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	Significant Underperformance
	Slight Underperformance
	Good Performance



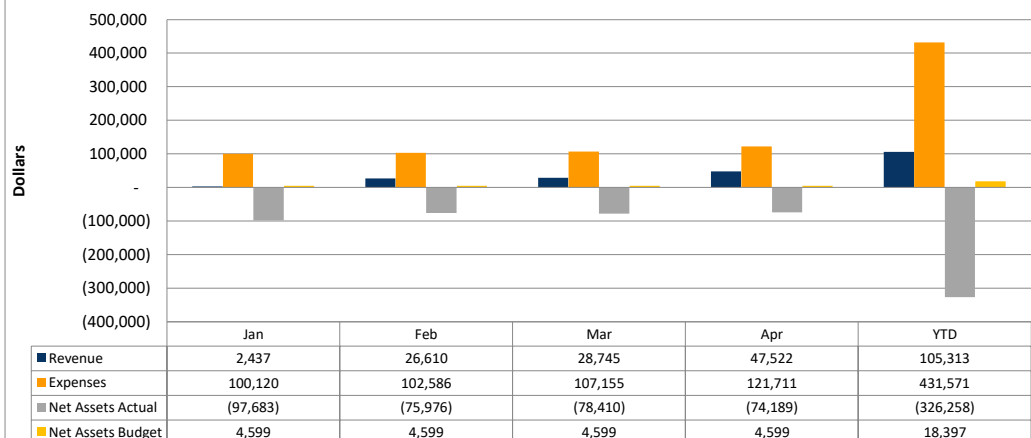
Summary of Revenues



Summary of Expenses



YTD Operating Performance



Explore Butte County
Comparative Balance Sheet
For the period ending April 30th, 2024 and April 30th, 2023

	April 2024 \$	April 2023 \$	Variance Inc/(Dec) \$	Variance Inc/(Dec) %
ASSETS				
Current Assets				
Cash				
Checking	432,379	1,012,436	(580,057)	(57.3%)
Savings	502,695	-	502,695	100.0%
Money Market	20,018	-	20,018	100.0%
Total Cash	955,092	1,012,436	(57,344)	(5.7%)
Accounts Receivable	10,200	-	10,200	100.0%
Other Assets				
Prepaid Expenses	17,934	-	17,934	100.0%
	17,934	-	17,934	100.0%
Total Current Assets	983,226	1,012,436	(29,210)	(2.9%)
Fixed Assets				
Furniture And Equipment	19,636	19,636	-	-
Vehicle	137,837	137,837	-	-
Less Accumulated Depreciation	(83,842)	(43,328)	(40,514)	(93.5%)
Total Fixed Assets	73,631	114,145	(40,514)	(35.5%)
TOTAL ASSETS	1,056,857	1,126,581	(69,724)	(6.2%)
LIABILITIES				
Current Liabilities				
Accounts Payable	53,915	-	53,915	100.0%
Credit Card Payable	4,505	6,917	(2,411)	(34.9%)
Accrued Salaries and Wages	13,313	-	13,313	100.0%
Payroll Liabilities	(1,368)	3,906	(5,273)	(135.0%)
Total Current Liabilities	70,366	10,823	59,544	550.2%
Deferred Revenue	66,667	-	66,667	100.0%
TOTAL LIABILITIES	137,033	10,823	126,210	1,166.2%
NET ASSETS				
Unrestricted Net Assets	778,236	872,784	(94,548)	(10.8%)
Net Assets - Reserved	467,846	486,559	(18,713)	(3.8%)
Current Year Income	(326,258)	(243,585)	(82,673)	(33.9%)
Total Net Assets	919,824	1,115,758	(195,934)	(17.6%)
TOTAL LIABILITIES & NET ASSETS	1,056,857	1,126,581	(69,724)	(6.2%)

Explore Butte County
Year-to-Date Comparative Income Statement
For the period ending April 30th, 2024

	April 2024 YTD - ACTUALS		April 2024 YTD - BUDGET		VARIANCE TO BUDGET		April 2023 YTD - ACTUALS		Apr '24 TO Apr '23 ACTUALS VARIANCE	
	\$	%	\$	%	\$	%	\$	%	\$	%
REVENUES & OTHER SUPPORT:										
Program Income										
Butte County	-	-	2,060	0.5%	(2,060)	(100.0%)	-	-	-	-
Chico	45,297	43.0%	230,033	50.8%	(184,737)	(80.3%)	100,387	60.6%	(55,090)	(54.9%)
Gridley	-	-	2,403	0.5%	(2,403)	(100.0%)	-	-	-	-
Oroville	-	-	51,500	11.4%	(51,500)	(100.0%)	24,598	14.8%	(24,598)	(100.0%)
Paradise	-	-	12,017	2.7%	(12,017)	(100.0%)	-	-	-	-
Sub-Total Program Income	45,297	43.0%	298,013	65.8%	(252,717)	(84.8%)	124,985	75.4%	(79,688)	(63.8%)
Other Income										
Interest Income	2,489	2.4%	33	0.0%	2,456	7,367.7%	36	0.0%	2,453	6,813.8%
Butte County - Microfunding	-	-	1,057	0.2%	(1,057)	(100.0%)	-	-	-	-
City of Chico - Microfunding	13,333	12.7%	85,960	19.0%	(72,627)	(84.5%)	-	-	13,333	100.0%
City of Oroville - Microfunding	-	-	17,966	4.0%	(17,966)	(100.0%)	36,747	22.2%	(36,747)	(100.0%)
County ARPA -Wayfinding Signage	-	-	34,893	7.7%	(34,893)	(100.0%)	-	-	-	-
Town of Paradise - Microfunding	-	-	5,625	1.2%	(5,625)	(100.0%)	-	-	-	-
Cooperative Program Funding	7,577	7.2%	8,333	1.8%	(757)	(9.1%)	3,400	2.1%	4,177	122.8%
City of Gridley - Microfunding	555	0.5%	767	0.2%	(212)	(27.7%)	-	-	555	100.0%
Other Income	36,062	34.2%	-	-	36,062	100.0%	500	0.3%	35,562	7,112.5%
Sub-Total Other Income	60,016	57.0%	154,635	34.2%	(94,618)	(61.2%)	40,683	24.6%	19,334	47.5%
TOTAL REVENUE	105,313	100.0%	452,648	100.0%	(347,335)	(76.7%)	165,668	100.0%	(60,355)	(36.4%)
PROGRAM EXPENSES:										
Assessment Rate 2%										
2% Fee - Butte County	-	-	41	0.0%	(41)	(100.0%)	-	-	-	-
2% Fee - Chico	-	-	4,601	1.0%	(4,601)	(100.0%)	2,008	1.2%	(2,008)	(100.0%)
2% Fee - Gridley	11	0.0%	48	0.0%	(37)	(76.9%)	-	-	11	100.0%
2% Fee - Oroville	-	-	1,030	0.2%	(1,030)	(100.0%)	492	0.3%	(492)	(100.0%)
2% Fee - Paradise	-	-	240	0.1%	(240)	(100.0%)	-	-	-	-
Sub-total Assessment Rate 2%	11	0.0%	5,960	1.3%	(5,949)	(99.8%)	2,500	1.5%	(2,489)	(99.6%)
Sales and Marketing Expense										
Advertising	77,445	73.5%	44,333	9.8%	33,111	74.7%	127,995	77.3%	(50,550)	(39.5%)
Conferences	22,856	21.7%	10,000	2.2%	12,856	128.6%	8,537	5.2%	14,320	167.7%
Creative Services	56,493	53.6%	58,333	12.9%	(1,841)	(3.2%)	35,718	21.6%	20,774	58.2%
Dues and Memberships	2,243	2.1%	3,333	0.7%	(1,090)	(32.7%)	1,637	1.0%	606	37.0%
Marketing Contracts	54,328	51.6%	53,667	11.9%	661	1.2%	36,903	22.3%	17,425	47.2%
Meals	536	0.5%	1,000	0.2%	(464)	(46.4%)	111	0.1%	425	382.6%
Office Supplies	108	0.1%	150	0.0%	(42)	(28.0%)	-	-	108	100.0%
Postage	332	0.3%	833	0.2%	(501)	(60.2%)	196	0.1%	136	69.1%
Printing	3,143	3.0%	15,000	3.3%	(11,857)	(79.0%)	959	0.6%	2,184	227.7%
Public Relations	1,496	1.4%	1,667	0.4%	(171)	(10.2%)	1,460	0.9%	36	2.5%
Rent	34	0.0%	-	-	34	100.0%	-	-	34	100.0%
Sales and Marketing Exp. - Other	275	0.3%	667	0.1%	(392)	(58.8%)	1,384	0.8%	(1,109)	(80.1%)
Hospitality for Hospitality	356	0.3%	1,333	0.3%	(977)	(73.3%)	-	-	356	100.0%
SponsorShip Marketing	2,461	2.3%	2,000	0.4%	461	23.0%	-	-	2,461	100.0%
Travel Trader& Consumer Market Show	23,077	21.9%	8,333	1.8%	14,744	176.9%	-	-	23,077	100.0%
Staff-Marketing	98,836	93.9%	111,267	24.6%	(12,430)	(11.2%)	59,464	35.9%	39,373	66.2%
Vehicle Maintenance	501	0.5%	1,667	0.4%	(1,166)	(70.0%)	-	-	501	100.0%
Website	13,534	12.9%	20,000	4.4%	(6,466)	(32.3%)	4,370	2.6%	9,164	209.7%
Sub-Total Sales and Marketing Expense	358,054	340.0%	333,584	73.7%	24,470	7.3%	278,733	168.2%	79,321	28.5%
Destination Marketing Activity										
ARPA Wayfinding	8,662	8.2%	34,240	7.6%	(25,578)	(74.7%)	42,300	25.5%	(33,638)	(79.5%)
City of Chico Travel Chico Brand	-	-	-	-	-	-	29,563	17.8%	(29,563)	(100.0%)
Desitination Management Plan	-	-	-	-	-	-	3,144	1.9%	(3,144)	(100.0%)
Sub-Total Destination Marketing Activity	8,662	8.2%	34,240	7.6%	(25,578)	(74.7%)	75,008	45.3%	(66,346)	(88.5%)
Zone and Micro-Marketing										
Chico Zone/Travel Chico	5,258	5.0%	13,333	2.9%	(8,076)	(60.6%)	16,840	10.2%	(11,582)	(68.8%)
Paradise Zone	30	0.0%	2,333	0.5%	(2,303)	(98.7%)	-	-	30	100.0%
Oroville Zone	511	0.5%	10,000	2.2%	(9,489)	(94.9%)	-	-	511	100.0%
Sub-Total Zone and Micro-Marketing	5,799	5.5%	25,667	5.7%	(19,868)	(77.4%)	16,840	10.2%	(11,041)	(65.6%)
Admin Expenses										
Advertising	-	-	-	-	-	-	72	0.0%	(72)	(100.0%)
Bank fees	40	0.0%	167	0.0%	(127)	(76.1%)	107	0.1%	(67)	(62.6%)
Conference, Convention, Meeting	793	0.8%	2,500	0.6%	(1,707)	(68.3%)	2,661	1.6%	(1,869)	(70.2%)
Contract services	-	-	-	-	-	-	1,300	0.8%	(1,300)	(100.0%)
Depreciation	9,850	9.4%	-	-	9,850	100.0%	-	-	9,850	100.0%
Education	-	-	-	-	-	-	69	0.0%	(69)	(100.0%)
Filing fees/ taxes	387	0.4%	200	0.0%	187	93.3%	-	-	387	100.0%
General Administration	2,198	2.1%	1,000	0.2%	1,198	119.8%	433	0.3%	1,765	407.6%
Insurance	2,885	2.7%	1,667	0.4%	1,219	73.1%	-	-	2,885	100.0%
Interest expense	2	0.0%	-	-	2	100.0%	103	0.1%	(101)	(98.1%)
Meals	309	0.3%	333	0.1%	(24)	(7.3%)	568	0.3%	(259)	(45.6%)
Membership dues	-	-	400	0.1%	(400)	(100.0%)	2,100	1.3%	(2,100)	(100.0%)
Office supplies	3,424	3.3%	1,333	0.3%	2,091	156.8%	2,723	1.6%	701	25.7%
Postage	128	0.1%	183	0.0%	(56)	(30.4%)	123	0.1%	4	3.6%
Printing and Copying	-	-	333	0.1%	(333)	(100.0%)	85	0.1%	(85)	(100.0%)
Professional fees - Accounting	16,333	15.5%	10,000	2.2%	6,333	63.3%	5,458	3.3%	10,875	199.2%
Professional fees - Legal	6,703	6.4%	1,000	0.2%	5,703	570.3%	-	-	6,703	100.0%
Professional fees - Human Resources	38	0.0%	2,500	0.6%	(2,462)	(98.5%)	-	-	38	100.0%
Rent/ Office Space	2,263	2.1%	2,667	0.6%	(403)	(15.1%)	2,595	1.6%	(332)	(12.8%)
401k Administration	556	0.5%	167	0.0%	390	233.7%	-	-	556	100.0%
Staffing - Admin	10,919	10.4%	6,783	1.5%	4,136	61.0%	12,979	7.8%	(2,059)	(15.9%)
Subscriptions	624	0.6%	400	0.1%	224	56.1%	689	0.4%	(65)	(9.4%)
Telephone, Telecommunications	604	0.6%	1,167	0.3%	(563)	(48.2%)	1,068	0.6%	(464)	(43.5%)
Travel	990	0.9%	1,167	0.3%	(177)	(15.2%)	2,897	1.7%	(1,907)	(65.8%)
Admin Expense- Other	-	-	833	0.2%	(833)	(100.0%)	142	0.1%	(142)	(100.0%)
Sub-Total Admin Expenses	59,045	56.1%	34,800	7.7%	24,245	69.7%	36,173	21.8%	22,872	63.2%
TOTAL PROGRAM EXPENSES	431,571	409.8%	434,251	95.9%	(2,679)	(0.6%)	409,252	247.0%	22,319	5.5%
NET INCOME/(NET LOSS)	\$ (326,258)	(309.8%)	\$ 18,397	4.1%	\$ (344,655)	(1,873.4%)	\$ (243,585)	(147.0%)	\$ (82,673)	(33.9%)

Explore Butte County
Income Statement by Class
For the period ending April 30th, 2024

	1 - TBID Program	2 - Prior Year Reserved	3 - Cooperative	Total 4 - MicroFunding	5 - Travel Chico ARPA	6 - Wayfinding Signage - County ARPA	TOTAL
REVENUES & OTHER SUPPORT:							
Program Income							
Chico	45,297						45,297
Sub-Total Program Income	45,297	-	-	-	-	-	45,297
Other Income							
Interest Income	2,489						2,489
City of Chico - Microfunding					13,333		13,333
Cooperative Program Funding	27		7,550				7,577
City of Gridley - Microfunding		555					555
Other Income	1,416						1,416
Sub-Total Other Income	3,932	555	7,550	-	13,333	-	25,371
Services	34,646	-	-				34,646
TOTAL REVENUE	83,875	555	7,550	-	13,333	-	105,313
PROGRAM EXPENSES:							
Assessment Rate 2%							
2% Fee - Gridley		11					11
Sub-total Assessment Rate 2%	-	11	-	-	-	-	11
Sales and Marketing Expense							
Advertising	77,445						77,445
Conferences	22,856						22,856
Creative Services	43,079	8,316			5,097		56,493
Dues and Memberships	2,243						2,243
Marketing Contracts	35,578	18,000			750		54,328
Meals	536						536
Office Supplies	108						108
Postage	332						332
Printing	3,143						3,143
Public Relations	1,496						1,496
Rent	34						34
Sales and Marketing Exp. - Other	275						275
Hospitality for Hospitality	356						356
SponsorShip Marketing	1,961	500					2,461
Travel Trader& Consumer Market Show	19,327	3,750					23,077
Staff-Marketing	98,836						98,836
Vehicle Maintenance	501						501
Website	12,934				600		13,534
Sub-Total Sales and Marketing Expense	321,040	30,566	-	-	6,447	-	358,054
Destination Marketing Activity							
ARPA Wayfinding						8,662	8,662
Sub-Total Destination Marketing Activity	-	-	-	-	-	8,662	8,662
Zone and Micro-Marketing							
Chico Zone/Travel Chico					5,258		5,258
Paradise Zone				30			30
Oroville Zone				511			511
Sub-Total Zone and Micro-Marketing	-	-	-	541	5,258	-	5,799
Admin Expenses							
Bank fees	40						40
Conference, Convention, Meeting	793						793
Depreciation	9,850						9,850
Filing fees/ taxes	387						387
General Administration	2,198						2,198
Insurance	2,885						2,885
Interest expense	2						2
Meals	309						309
Office supplies	3,424						3,424
Postage	128						128
Professional fees - Accounting	16,333						16,333
Professional fees - Legal	6,703						6,703
Professional fees - Human Resources	38						38
Rent/ Office Space	2,263						2,263
401k Administration	556						556
Staffing - Admin	10,919						10,919
Subscriptions	624						624
Telephone, Telecommunications	604						604
Travel	990						990
Admin Expense- Other							-
Sub-Total Admin Expenses	59,045			-	-	-	59,045
TOTAL PROGRAM EXPENSES	380,085	30,577	-	541	11,705	8,662	431,571
NET INCOME/(NET LOSS)	\$ (296,211)	\$ (30,022)	\$ 7,550	\$ (541)	\$ 1,628	\$ (8,662)	\$ (326,258)

Explore Butte County

Journal

April 1-30, 2024

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
5619									
5619	04/01/2024	Expense	3143937E71A6D8C7466D3	SHERATON HOTEL	Nichole Farley Sheraton Hotel 6034 - Conferences - DMAWest	2105	2105 Divvy - Nichole #1688	--	\$787.75
5619	04/01/2024	Expense	3143937E71A6D8C7466D3	SHERATON HOTEL	Nichole Farley Sheraton Hotel 6034 - Conferences - DMAWest	6034	6000 Sales and Marketing Expense:6030 Conferences:6034 DMA West	\$787.75	--
Total for 5619								\$787.75	\$787.75
5623									
5623	04/01/2024	Bill	729	Watershed Media LLC	April 2024 Multimedia Content Creation Retainer	20000	20000 Accounts Payable	--	\$2,500.00
5623	04/01/2024	Bill	729	Watershed Media LLC	April 2024 Multimedia Content Creation Retainer	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	\$2,500.00	--
Total for 5623								\$2,500.00	\$2,500.00
5686									
5686	04/01/2024	Expense	--	Betterment	ACH Payment BETTERMENT SEC TRANSFER	1010	1010 GVB Checking #7188	--	\$1,397.50
5686	04/01/2024	Expense	--	Betterment	ACH Payment BETTERMENT SEC TRANSFER	2410	2410 Retirement plan liability	\$1,397.50	--
Total for 5686								\$1,397.50	\$1,397.50
5845									
5845	04/01/2024	Bill	--	CFO by Design	March 2024 Services	20000	20000 Accounts Payable	--	\$1,250.00
5845	04/01/2024	Bill	--	CFO by Design	March 2024 Services	7330	7000 Administration:7330 Professional fees - Accounting	\$1,250.00	--
Total for 5845								\$1,250.00	\$1,250.00
5853									
5853	04/01/2024	Journal Entry	CFO-PayrollaccruaR	--	To Accrue the payroll for the period 03/24/2024 to 03/31/2024 (5 days)	6410	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6410 Staffing - Marketing Payroll	--	\$4,217.72
5853	04/01/2024	Journal Entry	CFO-PayrollaccruaR	--	To Accrue the payroll for the period 03/24/2024 to 03/31/2024 (5 days)	7410	7000 Administration:7400 Staffing - Admin (10%):7410 Staffing - Admin Payroll	--	\$468.64
5853	04/01/2024	Journal Entry	CFO-PayrollaccruaR	--	--	2200	2200 Accrued Payroll	\$4,686.36	--
Total for 5853								\$4,686.36	\$4,686.36
5864									
5864	04/01/2024	Journal Entry	CFO-ADJ-CHECKREV	--	to reverse the check 2287 dt 10/09/2023	7340	7000 Administration:7340 Professional fees - Legal	--	\$165.00
5864	04/01/2024	Journal Entry	CFO-ADJ-CHECKREV	--	to reverse the check 2287 dt 10/09/2023	1000	1000 Tri Counties Bank	\$165.00	--
Total for 5864								\$165.00	\$165.00
5868									
5868	04/01/2024	Bill	--	Butte County Association of Government	May Rent	20000	20000 Accounts Payable	--	\$525.00
5868	04/01/2024	Bill	--	Butte County Association of Government	May Rent	7360	7000 Administration:7360 Rent/ Office Space	\$525.00	--
Total for 5868								\$525.00	\$525.00
5625									
5625	04/02/2024	Bill	00137	Steinhoff Law	Data Policy drafting	20000	20000 Accounts Payable	--	\$220.00
5625	04/02/2024	Bill	00137	Steinhoff Law	Data Policy drafting	7340	7000 Administration:7340 Professional fees - Legal	\$220.00	--
Total for 5625								\$220.00	\$220.00
5725									
5725	04/02/2024	Bill	1474	Jennifer Sweeney Communications	March 2024 Monthly Fee	20000	20000 Accounts Payable	--	\$2,000.00
5725	04/02/2024	Bill	1474	Jennifer Sweeney Communications	March 2024 Monthly Fee	6130	6000 Sales and Marketing Expense:6100 Marketing contracts:6130 Public Relations	\$2,000.00	--
Total for 5725								\$2,000.00	\$2,000.00
5758									
5758	04/02/2024	Expense	B99FBC534304DDA71F25E	GOOGLE GSUITE EXPLOREBUT	Nichole Farley Google Gsuite Explorebut 6710 - EBC Website	2105	2105 Divvy - Nichole #1688	--	\$129.60
5758	04/02/2024	Expense	B99FBC534304DDA71F25E	GOOGLE GSUITE EXPLOREBUT	Nichole Farley Google Gsuite Explorebut 6710 - EBC Website	6710	6000 Sales and Marketing Expense:6700 Website:6710 Explore Butte County Website	\$129.60	--
Total for 5758								\$129.60	\$129.60
5759									
5759	04/02/2024	Expense	01BD8E535C7DFB37AA2D7	LANGLERS.COM	Nichole Farley Langlers.com 6710 - EBC Website	2105	2105 Divvy - Nichole #1688	--	\$1,200.00
5759	04/02/2024	Expense	01BD8E535C7DFB37AA2D7	LANGLERS.COM	Nichole Farley Langlers.com 6710 - EBC Website	6710	6000 Sales and Marketing Expense:6700 Website:6710 Explore Butte County Website	\$1,200.00	--
Total for 5759								\$1,200.00	\$1,200.00
5760									
5760	04/02/2024	Expense	C42BA82885EA7C94F481D	LANGLERS.COM	Nichole Farley Langlers.com 6720 - TC Website	2105	2105 Divvy - Nichole #1688	--	\$200.00
5760	04/02/2024	Expense	C42BA82885EA7C94F481D	LANGLERS.COM	Nichole Farley Langlers.com 6720 - TC Website	6720	6000 Sales and Marketing Expense:6700 Website:6720 Travel Chico Website	\$200.00	--
Total for 5760								\$200.00	\$200.00
5761									
5761	04/02/2024	Expense	8D1CF2C91BE51457AAF95	GOOGLE ADS	Alaina Macarthy Google Ads 6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688	--	\$199.46
5761	04/02/2024	Expense	8D1CF2C91BE51457AAF95	GOOGLE ADS	Alaina Macarthy Google Ads 6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$199.46	--
Total for 5761								\$199.46	\$199.46
5762									
5762	04/02/2024	Expense	7B6CEEFF4206BFF98AE6B	GOOGLE ADS	Ashley Baer Google Ads 6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688	--	\$398.33
5762	04/02/2024	Expense	7B6CEEFF4206BFF98AE6B	GOOGLE ADS	Ashley Baer Google Ads 6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$398.33	--
Total for 5762								\$398.33	\$398.33
5763									
5763	04/02/2024	Expense	316B1BE0B95D41C17DA44	THE SIMPLY SOCIAL	Nichole Farley The Simply Social 6051 - Creative Services - Video & Photography	2105	2105 Divvy - Nichole #1688	--	\$1,500.00
5763	04/02/2024	Expense	316B1BE0B95D41C17DA44	THE SIMPLY SOCIAL	Nichole Farley The Simply Social 6051 - Creative Services - Video & Photography	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	\$1,500.00	--
Total for 5763								\$1,500.00	\$1,500.00
5764									
5764	04/02/2024	Expense	156AB15726EEDA79CBA73	Facebook	Alaina Macarthy Facebook 6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688	--	\$192.48
5764	04/02/2024	Expense	156AB15726EEDA79CBA73	Facebook	Alaina Macarthy Facebook 6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$192.48	--
Total for 5764								\$192.48	\$192.48
5765									
5765	04/02/2024	Expense	764FCA7B0308D4D2B42B6	Facebook	Alaina Macarthy Facebook 6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688	--	\$7.43
5765	04/02/2024	Expense	764FCA7B0308D4D2B42B6	Facebook	Alaina Macarthy Facebook 6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$7.43	--
Total for 5765								\$7.43	\$7.43
5831									
5831	04/02/2024	Expense	--	Divvy	DDA ACH WITHDRAWAL - EWALLET - DIVVYP Divvy Cred Explore Butte County	1010	1010 GVB Checking #7188	--	\$12,402.08
5831	04/02/2024	Expense	--	Divvy	DDA ACH WITHDRAWAL - EWALLET - DIVVYP Divvy Cred Explore Butte County	2105	2105 Divvy - Nichole #1688	\$12,402.08	--
Total for 5831								\$12,402.08	\$12,402.08
5858									
5858	04/02/2024	Bill Payment (Check)	To print	Butte County Association of Government	--	1010	1010 GVB Checking #7188	--	\$525.00
5858	04/02/2024	Bill Payment (Check)	To print	Butte County Association of Government	--	20000	20000 Accounts Payable	\$525.00	--
Total for 5858								\$525.00	\$525.00
5620									
5620	04/03/2024	Bill	Settlement	Pearson Collaborative Project	Settlement Agreement	20000	20000 Accounts Payable	--	\$3,000.00
5620	04/03/2024	Bill	Settlement	Pearson Collaborative Project	Settlement Agreement	6170	6000 Sales and Marketing Expense:6100 Marketing contracts:6170 Project Management	\$3,000.00	--
Total for 5620								\$3,000.00	\$3,000.00
5630									
5630	04/03/2024	Invoice	000218	City of Chico - TBID Assessment	--	1100	1100 Accounts Receivable	\$23,190.46	--
5630	04/03/2024	Invoice	000218	City of Chico - TBID Assessment	TBID	--	Services	--	\$23,190.46
Total for 5630								\$23,190.46	\$23,190.46
5631									
5631	04/03/2024	Invoice	000219	City of Chico - TBID Assessment	--	1100	1100 Accounts Receivable	\$10,252.48	--

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
5631	04/03/2024	Invoice	000219	City of Chico - TBID Assessment	TBID	--	Services	--	\$10,252.48
Total for 5631								\$10,252.48	\$10,252.48
5632									
5632	04/03/2024	Bill Payment (Check)	Check Num 2334	Pearson Collaborative Project	Settlement	1000	1000 Tri Counties Bank	--	\$3,000.00
5632	04/03/2024	Bill Payment (Check)	Check Num 2334	Pearson Collaborative Project	--	20000	20000 Accounts Payable	\$3,000.00	--
Total for 5632								\$3,000.00	\$3,000.00
5642									
5642	04/03/2024	Payment	--	Courtyard by Marriott Chico	0010001468	1010	1010 GVB Checking #7188	\$875.00	--
5642	04/03/2024	Payment	--	Courtyard by Marriott Chico	--	1100	1100 Accounts Receivable	--	\$875.00
Total for 5642								\$875.00	\$875.00
5643									
5643	04/03/2024	Payment	--	City of Chico - TBID Assessment	037055	1010	1010 GVB Checking #7188	\$23,190.46	--
5643	04/03/2024	Payment	--	City of Chico - TBID Assessment	--	1100	1100 Accounts Receivable	--	\$23,190.46
Total for 5643								\$23,190.46	\$23,190.46
5644									
5644	04/03/2024	Payment	--	City of Chico - TBID Assessment	037064	1010	1010 GVB Checking #7188	\$10,252.48	--
5644	04/03/2024	Payment	--	City of Chico - TBID Assessment	--	1100	1100 Accounts Receivable	--	\$10,252.48
Total for 5644								\$10,252.48	\$10,252.48
5766									
5766	04/03/2024	Expense	6589ADA9355B626EF0255	Amazon	Ashley Baer Amazon 7300 - Admin Office Supplies	2105	2105 Divvy - Nichole #1688	--	\$12.12
5766	04/03/2024	Expense	6589ADA9355B626EF0255	Amazon	Ashley Baer Amazon 7300 - Admin Office Supplies	7300	7000 Administration:7300 Office Supplies	\$12.12	--
Total for 5766								\$12.12	\$12.12
5767									
5767	04/03/2024	Expense	04341C2414C59886E6FA6	TIKTOK PROMOTE	Ashley Baer Tiktok Promote 6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688	--	\$260.00
5767	04/03/2024	Expense	04341C2414C59886E6FA6	TIKTOK PROMOTE	Ashley Baer Tiktok Promote 6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$260.00	--
Total for 5767								\$260.00	\$260.00
5832									
5832	04/03/2024	Expense	--	Humana, Inc.	DDA ACH WITHDRAWAL - HUMANA, INC. INS PYMT 153372EXPLORE BU	1010	1010 GVB Checking #7188	--	\$128.89
5832	04/03/2024	Expense	--	Humana, Inc.	DDA ACH WITHDRAWAL - HUMANA, INC. INS PYMT 153372EXPLORE BU	6440	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance	\$116.00	--
5832	04/03/2024	Expense	--	Humana, Inc.	DDA ACH WITHDRAWAL - HUMANA, INC. INS PYMT 153372EXPLORE BU	7440	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance	\$12.89	--
Total for 5832								\$128.89	\$128.89
5840									
5840	04/03/2024	Credit Card Credit	--	Apple	--	2100	2100 TCB Credit Card #1238-Carolyn D	\$69.99	--
5840	04/03/2024	Credit Card Credit	--	Apple	APPLE.COM/BILL CUPERTINO CAMERCHANDISE/SERVICE RETURN	7500	7000 Administration:7500 Subscriptions	--	\$69.99
Total for 5840								\$69.99	\$69.99
5849									
5849	04/03/2024	Journal Entry	04032024	--	interest reversal on credit card	7150	7000 Administration:7150 Interest expense	--	\$2.38
5849	04/03/2024	Journal Entry	04032024	--	interest reversal on credit card	2100	2100 TCB Credit Card #1238-Carolyn D	\$2.38	--
Total for 5849								\$2.38	\$2.38
5866									
5866	04/03/2024	Transfer	--	--	--	1010	1010 GVB Checking #7188	--	\$113.08
5866	04/03/2024	Transfer	--	--	--	2100	2100 TCB Credit Card #1238-Carolyn D	\$113.08	--
Total for 5866								\$113.08	\$113.08
5768									
5768	04/04/2024	Expense	3AF47547E425B23D9D5CC	ADOBE	Ashley Baer Adobe 6051 - Creative Services - Video & Photography	2105	2105 Divvy - Nichole #1688	--	\$9.99
5768	04/04/2024	Expense	3AF47547E425B23D9D5CC	ADOBE	Ashley Baer Adobe 6051 - Creative Services - Video & Photography	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	\$9.99	--
Total for 5768								\$9.99	\$9.99
5769									
5769	04/04/2024	Expense	49D34DAD5E770F6417999	CHICO	Cameo Calderon Chico 6355 - Hospitality for Hospitality	2105	2105 Divvy - Nichole #1688	--	\$32.48
5769	04/04/2024	Expense	49D34DAD5E770F6417999	CHICO	Cameo Calderon Chico 6355 - Hospitality for Hospitality	6355	6000 Sales and Marketing Expense:6355 Hospitality for Hospitality	\$32.48	--
Total for 5769								\$32.48	\$32.48
5770									
5770	04/04/2024	Expense	64AC1274C2C7229A3E3D6	CALIFORNIA TRAVEL ASSO	Alaina Macarthy California Travel Asso 6031 - Conferences - CalTravel Summit	2105	2105 Divvy - Nichole #1688	--	\$1,199.00
5770	04/04/2024	Expense	64AC1274C2C7229A3E3D6	CALIFORNIA TRAVEL ASSO	Alaina Macarthy California Travel Asso 6031 - Conferences - CalTravel Summit	6031	6000 Sales and Marketing Expense:6030 Conferences:6031 CalTravel Annual Summit	\$1,199.00	--
Total for 5770								\$1,199.00	\$1,199.00
5771									
5771	04/04/2024	Expense	F087248DAE1906F5C2860	US POSTAL SERVICE	Cameo Calderon US Postal Service 7310 - Admin Postage	2105	2105 Divvy - Nichole #1688	--	\$8.97
5771	04/04/2024	Expense	F087248DAE1906F5C2860	US POSTAL SERVICE	Cameo Calderon US Postal Service 7310 - Admin Postage	7310	7000 Administration:7310 Postage	\$8.97	--
Total for 5771								\$8.97	\$8.97
5772									
5772	04/04/2024	Expense	EF83CEC8314F06FEDE041	Fortrabbit	Nichole Farley Fortrabbit 6810 - ARPA Wayfinding	2105	2105 Divvy - Nichole #1688	--	\$12.71
5772	04/04/2024	Expense	EF83CEC8314F06FEDE041	Fortrabbit	Nichole Farley Fortrabbit 6810 - ARPA Wayfinding	6710	6000 Sales and Marketing Expense:6700 Website:6710 Explore Butte County Website	\$12.71	--
Total for 5772								\$12.71	\$12.71
5773									
5773	04/04/2024	Expense	B93D03B2CE363679097EE	ADOBE	Nichole Farley Adobe 6054 - Creative Services - Other	2105	2105 Divvy - Nichole #1688	--	\$59.99
5773	04/04/2024	Expense	B93D03B2CE363679097EE	ADOBE	Nichole Farley Adobe 6054 - Creative Services - Other	6054	6000 Sales and Marketing Expense:6050 Creative Services:6054 Creative - Other	\$59.99	--
Total for 5773								\$59.99	\$59.99
5830									
5830	04/04/2024	Expense	--	US POSTAL SERVICE	US Postal Service 6310 - Postage-100041904 2636470543	1000	1000 Tri Counties Bank	--	\$110.74
5830	04/04/2024	Expense	--	US POSTAL SERVICE	usps6310 - Postage	6310	6000 Sales and Marketing Expense:6310 Postage	\$110.74	--
Total for 5830								\$110.74	\$110.74
5634									
5634	04/05/2024	Bill Payment (Check)	--	Jason Mandly	Inv 129	1010	1010 GVB Checking #7188	--	\$224.60
5634	04/05/2024	Bill Payment (Check)	--	Jason Mandly	--	20000	20000 Accounts Payable	\$224.60	--
Total for 5634								\$224.60	\$224.60
5635									
5635	04/05/2024	Bill Payment (Check)	--	Upper Park Clothing	Inv 1306	1010	1010 GVB Checking #7188	--	\$100.00
5635	04/05/2024	Bill Payment (Check)	--	Upper Park Clothing	--	20000	20000 Accounts Payable	\$100.00	--
Total for 5635								\$100.00	\$100.00
5636									
5636	04/05/2024	Bill Payment (Check)	--	Michael J Riser	Inv EBC-012	1010	1010 GVB Checking #7188	--	\$432.76
5636	04/05/2024	Bill Payment (Check)	--	Michael J Riser	--	20000	20000 Accounts Payable	\$432.76	--
Total for 5636								\$432.76	\$432.76
5637									
5637	04/05/2024	Bill Payment (Check)	--	SHASTA CASCADE WONDERLAND ASSOCIATION	Inv 24VCEN-809010	1010	1010 GVB Checking #7188	--	\$1,895.00
5637	04/05/2024	Bill Payment (Check)	--	SHASTA CASCADE WONDERLAND ASSOCIATION	--	20000	20000 Accounts Payable	\$1,895.00	--
Total for 5637								\$1,895.00	\$1,895.00
5774									
5774	04/05/2024	Expense	AAF96FBC3B4D86E8F12EE	Southwest Airlines	Alaina Macarthy Southwest Airlines 6031 - Conferences - CalTravel Summit	2105	2105 Divvy - Nichole #1688	--	\$169.95
5774	04/05/2024	Expense	AAF96FBC3B4D86E8F12EE	Southwest Airlines	Alaina Macarthy Southwest Airlines 6031 - Conferences - CalTravel Summit	6031	6000 Sales and Marketing Expense:6030 Conferences:6031 CalTravel Annual Summit	\$169.95	--
Total for 5774								\$169.95	\$169.95

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
5846									
5846	04/05/2024	Bill Payment (Check)	27	CFO by Design	--	1010	1010 GVB Checking #7188	--	\$1,250.00
5846	04/05/2024	Bill Payment (Check)	27	CFO by Design	--	20000	20000 Accounts Payable	\$1,250.00	--
Total for 5846								\$1,250.00	\$1,250.00
5847									
5847	04/05/2024	Expense	--	The Hartford	DDA ACH WITHDRAWAL - THE HARTFORD NWTBCLSCIC EXPLORE BUTTE COUNTY	1010	1010 GVB Checking #7188	--	\$50.82
5847	04/05/2024	Expense	--	The Hartford	DDA ACH WITHDRAWAL - THE HARTFORD NWTBCLSCIC EXPLORE BUTTE COUNTY	6430	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6430 Workers Comp Insurance	\$45.74	--
5847	04/05/2024	Expense	--	The Hartford	DDA ACH WITHDRAWAL - THE HARTFORD NWTBCLSCIC EXPLORE BUTTE COUNTY	7430	7000 Administration:7400 Staffing - Admin (10%):7430 Workers Comp Insurance	\$5.08	--
Total for 5847								\$50.82	\$50.82
5865									
5865	04/05/2024	Expense	--	Divvy	ACH Payment Divvy Reimburse ACH	1010	1010 GVB Checking #7188	--	\$1,262.74
5865	04/05/2024	Expense	--	Divvy	ACH Payment Divvy Reimburse ACH	6034	6000 Sales and Marketing Expense:6030 Conferences:6034 DMA West	\$661.20	--
5865	04/05/2024	Expense	--	Divvy	ACH Payment Divvy Reimburse ACH	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	\$39.80	--
5865	04/05/2024	Expense	--	Divvy	ACH Payment Divvy Reimburse ACH	7570	7000 Administration:7570 Travel	\$561.74	--
Total for 5865								\$1,262.74	\$1,262.74
5775									
5775	04/06/2024	Expense	9442970AFD2626AFAA12A	STOBLE COFFEE	Cameo Calderon Stoble Coffee 6051 - Creative Services - Video & Photography	2105	2105 Divvy - Nichole #1688	--	\$25.00
5775	04/06/2024	Expense	9442970AFD2626AFAA12A	STOBLE COFFEE	Cameo Calderon Stoble Coffee 6051 - Creative Services - Video & Photography	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	\$25.00	--
Total for 5775								\$25.00	\$25.00
5776									
5776	04/07/2024	Expense	1ACEF902A550E8E8C90F1	OTTER.AI	Nichole Farley Otter.ai 7500 - Admin Subscriptions	2105	2105 Divvy - Nichole #1688	--	\$30.00
5776	04/07/2024	Expense	1ACEF902A550E8E8C90F1	OTTER.AI	Nichole Farley Otter.ai 7500 - Admin Subscriptions	7500	7000 Administration:7500 Subscriptions	\$30.00	--
Total for 5776								\$30.00	\$30.00
5777									
5777	04/07/2024	Expense	02D1E1AD6208B8B1772D7	Office Depot	Cameo Calderon Office Depot 7300 - Admin Office Supplies	2105	2105 Divvy - Nichole #1688	--	\$27.05
5777	04/07/2024	Expense	02D1E1AD6208B8B1772D7	Office Depot	Cameo Calderon Office Depot 7300 - Admin Office Supplies	7300	7000 Administration:7300 Office Supplies	\$27.05	--
Total for 5777								\$27.05	\$27.05
5679									
5679	04/08/2024	Payment	--	Residence Inn by Marriott Chico	--	1250	1250 Undeposited Funds	\$875.00	--
5679	04/08/2024	Payment	--	Residence Inn by Marriott Chico	--	1100	1100 Accounts Receivable	--	\$875.00
Total for 5679								\$875.00	\$875.00
5843									
5843	04/08/2024	Deposit	--	Residence Inn by Marriott Chico	--	1010	1010 GVB Checking #7188	\$875.00	--
5843	04/08/2024	Deposit	--	Residence Inn by Marriott Chico	--	1250	1250 Undeposited Funds	--	\$875.00
Total for 5843								\$875.00	\$875.00
5633									
5633	04/09/2024	Bill Payment (Check)	--	Internal Revenue Service	91-0844170 - March 31, 2022 - 941	1010	1010 GVB Checking #7188	--	\$386.69
5633	04/09/2024	Bill Payment (Check)	--	Internal Revenue Service	--	20000	20000 Accounts Payable	\$386.69	--
Total for 5633								\$386.69	\$386.69
5833									
5833	04/09/2024	Expense	--	Divvy	DDA ACH WITHDRAWAL - EWALLET - DIVVYP Divvy Cred Explore Butte County	1010	1010 GVB Checking #7188	--	\$6,462.31
5833	04/09/2024	Expense	--	Divvy	DDA ACH WITHDRAWAL - EWALLET - DIVVYP Divvy Cred Explore Butte County	2105	2105 Divvy - Nichole #1688	\$6,462.31	--
Total for 5833								\$6,462.31	\$6,462.31
5681									
5681	04/10/2024	Bill	272	Our Travel Passport, LLC	50% Deposit for Influencer/Content Trip	20000	20000 Accounts Payable	--	\$1,500.00
5681	04/10/2024	Bill	272	Our Travel Passport, LLC	50% Deposit for Influencer/Content Trip	6053	6000 Sales and Marketing Expense:6050 Creative Services:6053 Creative - Influencer	\$1,500.00	--
Total for 5681								\$1,500.00	\$1,500.00
5689									
5689	04/10/2024	Bill	ExploreClothing 2	HJ Promotional Products	Board & Advisor Clothing	20000	20000 Accounts Payable	--	\$885.99
5689	04/10/2024	Bill	ExploreClothing 2	HJ Promotional Products	Board & Advisor Clothing	6322	6000 Sales and Marketing Expense:6320 Printing:6322 Promotional Materials	\$885.99	--
Total for 5689								\$885.99	\$885.99
5778									
5778	04/10/2024	Expense	E5B48709F56FC3A757299	Office Depot	Cameo Calderon Office Depot 7300 - Admin Office Supplies	2105	2105 Divvy - Nichole #1688	--	\$11.70
5778	04/10/2024	Expense	E5B48709F56FC3A757299	Office Depot	Cameo Calderon Office Depot 7300 - Admin Office Supplies	7300	7000 Administration:7300 Office Supplies	\$11.70	--
Total for 5778								\$11.70	\$11.70
5779									
5779	04/10/2024	Expense	2CEB8E33110F2CF440A65	COSTCO GAS	Cameo Calderon Costco Gas 6655 - Vehicle / Van Expenses	2105	2105 Divvy - Nichole #1688	--	\$84.52
5779	04/10/2024	Expense	2CEB8E33110F2CF440A65	COSTCO GAS	Cameo Calderon Costco Gas 6655 - Vehicle / Van Expenses	6655	6000 Sales and Marketing Expense:6655 Vehicle - Van Expenses	\$84.52	--
Total for 5779								\$84.52	\$84.52
5780									
5780	04/10/2024	Expense	1AB78EE68F0AB3F6258E5	Cloudflare	Nichole Farley Cloudflare 6710 - EBC Website	2105	2105 Divvy - Nichole #1688	--	\$25.00
5780	04/10/2024	Expense	1AB78EE68F0AB3F6258E5	Cloudflare	Nichole Farley Cloudflare 6710 - EBC Website	6710	6000 Sales and Marketing Expense:6700 Website:6710 Explore Butte County Website	\$25.00	--
Total for 5780								\$25.00	\$25.00
5781									
5781	04/11/2024	Expense	530F58BCDA9D4006CD582	TIKTOK PROMOTE	Ashley Baer Tiktok Promote 6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688	--	\$105.00
5781	04/11/2024	Expense	530F58BCDA9D4006CD582	TIKTOK PROMOTE	Ashley Baer Tiktok Promote 6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$105.00	--
Total for 5781								\$105.00	\$105.00
5782									
5782	04/11/2024	Expense	EE625CC670A4F9B6C64EC	FEDEX OFFICE	Nichole Farley FedEx Office 6035 - Conferences - VisitCalifornia	2105	2105 Divvy - Nichole #1688	--	\$1,003.65
5782	04/11/2024	Expense	EE625CC670A4F9B6C64EC	FEDEX OFFICE	Nichole Farley FedEx Office 6035 - Conferences - VisitCalifornia	6035	6000 Sales and Marketing Expense:6030 Conferences:6035 Visit California	\$1,003.65	--
Total for 5782								\$1,003.65	\$1,003.65
5783									
5783	04/11/2024	Expense	3E240EB16ED552002E83A	CHICK-FIL-A	Cameo Calderon Chick-fil-A 6036 - Conferences - Other	2105	2105 Divvy - Nichole #1688	--	\$30.16
5783	04/11/2024	Expense	3E240EB16ED552002E83A	CHICK-FIL-A	Cameo Calderon Chick-fil-A 6036 - Conferences - Other	6036	6000 Sales and Marketing Expense:6030 Conferences:6036 Other	\$30.16	--
Total for 5783								\$30.16	\$30.16
5784									
5784	04/11/2024	Expense	ED9A0A7948BEEFFD6B75A	Costco	Nichole Farley Costco 6035 - Conferences - VisitCalifornia	2105	2105 Divvy - Nichole #1688	--	\$138.35
5784	04/11/2024	Expense	ED9A0A7948BEEFFD6B75A	Costco	Nichole Farley Costco 6035 - Conferences - VisitCalifornia	6035	6000 Sales and Marketing Expense:6030 Conferences:6035 Visit California	\$138.35	--
Total for 5784								\$138.35	\$138.35
5842									
5842	04/11/2024	Expense	--	Courtyard Chico	--	2105	2105 Divvy - Nichole #1688	--	\$521.65
5842	04/11/2024	Expense	--	Courtyard Chico	--	6053	6000 Sales and Marketing Expense:6050 Creative Services:6053 Creative - Influencer	\$521.65	--
Total for 5842								\$521.65	\$521.65
5854									
5854	04/11/2024	Journal Entry	04112024	--	Payroll for the period 03/24/2024 to 04/06/2024	6410	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6410 Staffing - Marketing Payroll	\$8,592.20	--
5854	04/11/2024	Journal Entry	04112024	--	Payroll for the period 03/24/2024 to 04/06/2024	7410	7000 Administration:7400 Staffing - Admin (10%):7410 Staffing - Admin Payroll	\$954.69	--
5854	04/11/2024	Journal Entry	04112024	--	Payroll for the period 03/24/2024 to 04/06/2024	6420	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6420 Staffing - Payroll Taxes - Mktg	\$688.45	--
5854	04/11/2024	Journal Entry	04112024	--	Payroll for the period 03/24/2024 to 04/06/2024	7420	7000 Administration:7400 Staffing - Admin (10%):7420 Payroll Taxes - Admin	\$76.49	--
5854	04/11/2024	Journal Entry	04112024	--	Payroll for the period 03/24/2024 to 04/06/2024	6450	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6450 401k	\$292.90	--
5854	04/11/2024	Journal Entry	04112024	--	Payroll for the period 03/24/2024 to 04/06/2024	7450	7000 Administration:7400 Staffing - Admin (10%):7450 401K	\$32.55	--
5854	04/11/2024	Journal Entry	04112024	--	Payroll for the period 03/24/2024 to 04/06/2024	6430	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6430 Workers Comp Insurance	\$749.00	--

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
5854	04/11/2024	Journal Entry	04112024	--	Payroll for the period 03/24/2024 to 04/06/2024	7430	7000 Administration:7400 Staffing - Admin (10%):7430 Workers Comp Insurance	\$83.22	--
5854	04/11/2024	Journal Entry	04112024	--	Payroll for the period 03/24/2024 to 04/06/2024	7070	7000 Administration:7070 General Administration	\$230.77	--
5854	04/11/2024	Journal Entry	04112024	--	Payroll for the period 03/24/2024 to 04/06/2024	2410	2410 Retirement plan liability	--	\$1,398.78
5854	04/11/2024	Journal Entry	04112024	--	Payroll for the period 03/24/2024 to 04/06/2024	2400	2400 Payroll Liabilities	--	\$854.40
5854	04/11/2024	Journal Entry	04112024	--	--	1010	1010 GVB Checking #7188	--	\$9,447.09
Total for 5854								\$11,700.27	\$11,700.27
5860									
5860	04/11/2024	Bill	128	HoneyBee Hospitality	2024 Leadership Workshop	20000	20000 Accounts Payable	--	\$2,560.00
5860	04/11/2024	Bill	128	HoneyBee Hospitality	2024 Leadership Workshop	6035	6000 Sales and Marketing Expense:6030 Conferences:6035 Visit California	\$2,560.00	--
Total for 5860								\$2,560.00	\$2,560.00
5869									
5869	04/11/2024	Journal Entry	04/11/2024	--	To remove the liability	2400	2400 Payroll Liabilities	\$854.40	--
5869	04/11/2024	Journal Entry	04/11/2024	--	To remove the liability	6440	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance	--	\$768.96
5869	04/11/2024	Journal Entry	04/11/2024	--	To remove the liability	7440	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance	--	\$85.44
Total for 5869								\$854.40	\$854.40
5680									
5680	04/12/2024	Payment	--	Hotel Diamond	--	1250	1250 Undeposited Funds	\$1,000.00	--
5680	04/12/2024	Payment	--	Hotel Diamond	--	1100	1100 Accounts Receivable	--	\$1,000.00
Total for 5680								\$1,000.00	\$1,000.00
5785									
5785	04/12/2024	Expense	973176DB5C8D5F414D9E9	STOBLE COFFEE	Cameo Calderon Stoble Coffee 6035 - Conferences - VisitCalifornia	2105	2105 Divvy - Nichole #1688	--	\$60.00
5785	04/12/2024	Expense	973176DB5C8D5F414D9E9	STOBLE COFFEE	Cameo Calderon Stoble Coffee 6035 - Conferences - VisitCalifornia	6035	6000 Sales and Marketing Expense:6030 Conferences:6035 Visit California	\$60.00	--
Total for 5785								\$60.00	\$60.00
5786									
5786	04/12/2024	Expense	C104EA7FEC033306A52DF	Office Depot	Cameo Calderon Office Depot 7300 - Admin Office Supplies	2105	2105 Divvy - Nichole #1688	--	\$90.37
5786	04/12/2024	Expense	C104EA7FEC033306A52DF	Office Depot	Cameo Calderon Office Depot 7300 - Admin Office Supplies	7300	7000 Administration:7300 Office Supplies	\$90.37	--
Total for 5786								\$90.37	\$90.37
5787									
5787	04/12/2024	Expense	2D2C2FF3997027E3C7B57	Office Depot	Nichole Farley Office Depot 6035 - Conferences - VisitCalifornia	2105	2105 Divvy - Nichole #1688	--	\$87.64
5787	04/12/2024	Expense	2D2C2FF3997027E3C7B57	Office Depot	Nichole Farley Office Depot 6035 - Conferences - VisitCalifornia	6035	6000 Sales and Marketing Expense:6030 Conferences:6035 Visit California	\$87.64	--
Total for 5787								\$87.64	\$87.64
5844									
5844	04/12/2024	Deposit	--	Hotel Diamond	--	1010	1010 GVB Checking #7188	\$1,000.00	--
5844	04/12/2024	Deposit	--	Hotel Diamond	--	1250	1250 Undeposited Funds	--	\$1,000.00
Total for 5844								\$1,000.00	\$1,000.00
5688									
5688	04/14/2024	Bill	130	Jason Mandly	North Rim Video	20000	20000 Accounts Payable	--	\$500.00
5688	04/14/2024	Bill	130	Jason Mandly	North Rim Video	6053	6000 Sales and Marketing Expense:6050 Creative Services:6053 Creative - Influencer	\$500.00	--
Total for 5688								\$500.00	\$500.00
5788									
5788	04/14/2024	Expense	A3837A95249D066988A97	INTUIT QUICKBOOKS	Nichole Farley Intuit QuickBooks 7330 - Accounting Services	2105	2105 Divvy - Nichole #1688	--	\$45.00
5788	04/14/2024	Expense	A3837A95249D066988A97	INTUIT QUICKBOOKS	Nichole Farley Intuit QuickBooks 7330 - Accounting Services	7330	7000 Administration:7330 Professional fees - Accounting	\$45.00	--
Total for 5788								\$45.00	\$45.00
5789									
5789	04/14/2024	Expense	B05D4EF1F6BC38BBCBE01	GOOGLE FI	Ashley Baer Google Fi 7560 - Admin Telephone, Telecommunications	2105	2105 Divvy - Nichole #1688	--	\$25.46
5789	04/14/2024	Expense	B05D4EF1F6BC38BBCBE01	GOOGLE FI	Ashley Baer Google Fi 7560 - Admin Telephone, Telecommunications	7560	7000 Administration:7560 Telephone, Telecommunications	\$25.46	--
Total for 5789								\$25.46	\$25.46
5790									
5790	04/15/2024	Expense	CED783B047B7E7DACB1FE	TIKTOK PROMOTE	Alaina Macarthy Tiktok Promote 6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688	--	\$150.00
5790	04/15/2024	Expense	CED783B047B7E7DACB1FE	TIKTOK PROMOTE	Alaina Macarthy Tiktok Promote 6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$150.00	--
Total for 5790								\$150.00	\$150.00
5791									
5791	04/16/2024	Expense	CA6B37FB478E957B360D9	TIKTOK PROMOTE	Ashley Baer Tiktok Promote 6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688	--	\$140.00
5791	04/16/2024	Expense	CA6B37FB478E957B360D9	TIKTOK PROMOTE	Ashley Baer Tiktok Promote 6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$140.00	--
Total for 5791								\$140.00	\$140.00
5792									
5792	04/16/2024	Expense	8795BB10253B46370EBE1	AYPARA ODEME GOKHAN AYSEL	Ashley Baer Aypara Odeme Gokhan Aysel 6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688	--	\$3.91
5792	04/16/2024	Expense	8795BB10253B46370EBE1	AYPARA ODEME GOKHAN AYSEL	Ashley Baer Aypara Odeme Gokhan Aysel 6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$3.91	--
Total for 5792								\$3.91	\$3.91
5834									
5834	04/16/2024	Expense	--	Divvy	DDA ACH WITHDRAWAL - EWALLET - DIVVYP Divvy Cred Explore Butte County	1010	1010 GVB Checking #7188	--	\$2,228.50
5834	04/16/2024	Expense	--	Divvy	DDA ACH WITHDRAWAL - EWALLET - DIVVYP Divvy Cred Explore Butte County	2105	2105 Divvy - Nichole #1688	\$2,228.50	--
Total for 5834								\$2,228.50	\$2,228.50
5684									
5684	04/17/2024	Expense	--	Betterment	ACH Payment BETTERMENT SEC TRANSFER	1010	1010 GVB Checking #7188	--	\$1,398.78
5684	04/17/2024	Expense	--	Betterment	ACH Payment BETTERMENT SEC TRANSFER	2410	2410 Retirement plan liability	\$1,398.78	--
Total for 5684								\$1,398.78	\$1,398.78
5721									
5721	04/17/2024	Bill	1339	Upper Park Clothing	Photography	20000	20000 Accounts Payable	--	\$2,400.00
5721	04/17/2024	Bill	1339	Upper Park Clothing	Travel Chico Photography for Guide	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	\$2,400.00	--
Total for 5721								\$2,400.00	\$2,400.00
5793									
5793	04/17/2024	Expense	376F15AFF6C6DCDCD9C75	CREXENDO	Nichole Farley Crexendo 7560 - Admin Telephone, Telecommunications	2105	2105 Divvy - Nichole #1688	--	\$124.14
5793	04/17/2024	Expense	376F15AFF6C6DCDCD9C75	CREXENDO	Nichole Farley Crexendo 7560 - Admin Telephone, Telecommunications	7560	7000 Administration:7560 Telephone, Telecommunications	\$124.14	--
Total for 5793								\$124.14	\$124.14
5794									
5794	04/17/2024	Expense	A3F24AC7B8759D3324060	Mailchimp	Ashley Baer Mailchimp 6340 - Public Relations Activity	2105	2105 Divvy - Nichole #1688	--	\$132.00
5794	04/17/2024	Expense	A3F24AC7B8759D3324060	Mailchimp	Ashley Baer Mailchimp 6340 - Public Relations Activity	6340	6000 Sales and Marketing Expense:6340 Public Relations - Media	\$132.00	--
Total for 5794								\$132.00	\$132.00
5683									
5683	04/18/2024	Invoice	000220	City of Chico - Travel Chico	--	1100	1100 Accounts Receivable	\$10,000.00	--
5683	04/18/2024	Invoice	000220	City of Chico - Travel Chico	Travel and Tourism Marketing Services - January - March 2024 - Website	4820	4800 Other Types of Income:4820 City of Chico - Microfunding	--	\$4,400.00
5683	04/18/2024	Invoice	000220	City of Chico - Travel Chico	Travel and Tourism Marketing Services - January - March 2024 - Social Media: Content Creation	4820	4800 Other Types of Income:4820 City of Chico - Microfunding	--	\$3,100.00
5683	04/18/2024	Invoice	000220	City of Chico - Travel Chico	Travel and Tourism Marketing Services - January - March 2024 - Travel Chico Guide - Deposit for Printing	4820	4800 Other Types of Income:4820 City of Chico - Microfunding	--	\$2,500.00
Total for 5683								\$10,000.00	\$10,000.00
5795									
5795	04/18/2024	Expense	A587793E996F213119CFE	TEA BAR & FUSION CAF	Nichole Farley Tea Bar & Fusion Caf 6200 - Meals	2105	2105 Divvy - Nichole #1688	--	\$12.37
5795	04/18/2024	Expense	A587793E996F213119CFE	TEA BAR & FUSION CAF	Nichole Farley Tea Bar & Fusion Caf 6200 - Meals	6200	6000 Sales and Marketing Expense:6200 Meals	\$12.37	--
Total for 5795								\$12.37	\$12.37
5796									
5796	04/18/2024	Expense	6B5DC3FB9CD9EA3286718	STOBLE COFFEE	Cameo Calderon Stoble Coffee 6200 - Meals Nichole and Cameo - Review	2105	2105 Divvy - Nichole #1688	--	\$11.36
5796	04/18/2024	Expense	6B5DC3FB9CD9EA3286718	STOBLE COFFEE	Cameo Calderon Stoble Coffee 6200 - Meals Nichole and Cameo - Review	6200	6000 Sales and Marketing Expense:6200 Meals	\$11.36	--
Total for 5796								\$11.36	\$11.36

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
5797									
5797	04/18/2024	Expense	EC656D095225986AF2A92	PARKS	Alaina Macarthy Parks 6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688	--	\$6.00
5797	04/18/2024	Expense	EC656D095225986AF2A92	PARKS	Alaina Macarthy Parks 6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$6.00	--
Total for 5797								\$6.00	\$6.00
5687									
5687	04/19/2024	Bill	121000358	Fiona Chandra	Gold Pass FAM via Visit California	20000	20000 Accounts Payable	--	\$135.26
5687	04/19/2024	Bill	121000358	Fiona Chandra	Gold Pass FAM via Visit California	6340	6000 Sales and Marketing Expense:6340 Public Relations - Media	\$135.26	--
Total for 5687								\$135.26	\$135.26
5690									
5690	04/19/2024	Bill	April 15, 2024	Destination Consultancy Group LLC	Explore Butte County Brand Research Analysis & Report	20000	20000 Accounts Payable	--	\$5,000.00
5690	04/19/2024	Bill	April 15, 2024	Destination Consultancy Group LLC	Explore Butte County Brand Research Analysis & Report	6150	6000 Sales and Marketing Expense:6100 Marketing contracts:6150 Research & Data	\$5,000.00	--
Total for 5690								\$5,000.00	\$5,000.00
5798									
5798	04/19/2024	Expense	C00BECB37C07EA36F674F	Chevron	Cameo Calderon Chevron 6655 - Vehicle / Van Expenses	2105	2105 Divvy - Nichole #1688	--	\$78.84
5798	04/19/2024	Expense	C00BECB37C07EA36F674F	Chevron	Cameo Calderon Chevron 6655 - Vehicle / Van Expenses	6655	6000 Sales and Marketing Expense:6655 Vehicle - Van Expenses	\$78.84	--
Total for 5798								\$78.84	\$78.84
5799									
5799	04/19/2024	Expense	581AC7043C5EFA761EFCC	City of Chico Parking	Cameo Calderon City of Chico Parking 6655 - Vehicle / Van Expenses	2105	2105 Divvy - Nichole #1688	--	\$1.75
5799	04/19/2024	Expense	581AC7043C5EFA761EFCC	City of Chico Parking	Cameo Calderon City of Chico Parking 6655 - Vehicle / Van Expenses	6655	6000 Sales and Marketing Expense:6655 Vehicle - Van Expenses	\$1.75	--
Total for 5799								\$1.75	\$1.75
5800									
5800	04/20/2024	Expense	69F5B41861A79277AC9C3	Facebook	Alaina Macarthy Facebook 6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688	--	\$250.00
5800	04/20/2024	Expense	69F5B41861A79277AC9C3	Facebook	Alaina Macarthy Facebook 6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$250.00	--
Total for 5800								\$250.00	\$250.00
5801									
5801	04/21/2024	Expense	389330FA1B99B70A1322C	SMARTSTOP	Nichole Farley SmartStop 6810 - ARPA Wayfinding	2105	2105 Divvy - Nichole #1688	--	\$101.80
5801	04/21/2024	Expense	389330FA1B99B70A1322C	SMARTSTOP	Nichole Farley SmartStop 6810 - ARPA Wayfinding	7360	7000 Administration:7360 Rent/ Office Space	\$101.80	--
Total for 5801								\$101.80	\$101.80
5802									
5802	04/21/2024	Expense	01E53E3D22E767D83F8D3	Facebook	Ashley Baer Facebook 6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688	--	\$385.01
5802	04/21/2024	Expense	01E53E3D22E767D83F8D3	Facebook	Ashley Baer Facebook 6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$385.01	--
Total for 5802								\$385.01	\$385.01
5803									
5803	04/21/2024	Expense	EFC8E68E196FF5E5938C1	Facebook	Ashley Baer Facebook 6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688	--	\$12.18
5803	04/21/2024	Expense	EFC8E68E196FF5E5938C1	Facebook	Ashley Baer Facebook 6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$12.18	--
Total for 5803								\$12.18	\$12.18
5638									
5638	04/22/2024	Bill Payment (Check)	--	Aaron J Stewart, PC	Inv 12208	1010	1010 GVB Checking #7188	--	\$2,718.75
5638	04/22/2024	Bill Payment (Check)	--	Aaron J Stewart, PC	--	20000	20000 Accounts Payable	\$2,718.75	--
Total for 5638								\$2,718.75	\$2,718.75
5639									
5639	04/22/2024	Bill Payment (Check)	--	Madden Media	AOR-CABUTTE23-24 - Butte County Marketing Agency - Inv 2024-022855	1010	1010 GVB Checking #7188	--	\$14,725.43
5639	04/22/2024	Bill Payment (Check)	--	Madden Media	--	20000	20000 Accounts Payable	\$14,725.43	--
Total for 5639								\$14,725.43	\$14,725.43
5692									
5692	04/22/2024	Bill Payment (Check)	--	HJ Promotional Products	Inv ExploreBags24	1010	1010 GVB Checking #7188	--	\$678.05
5692	04/22/2024	Bill Payment (Check)	--	HJ Promotional Products	--	20000	20000 Accounts Payable	\$678.05	--
Total for 5692								\$678.05	\$678.05
5694									
5694	04/22/2024	Bill Payment (Check)	--	Destination Consultancy Group LLC	Inv April 15, 2024	1010	1010 GVB Checking #7188	--	\$5,000.00
5694	04/22/2024	Bill Payment (Check)	--	Destination Consultancy Group LLC	--	20000	20000 Accounts Payable	\$5,000.00	--
Total for 5694								\$5,000.00	\$5,000.00
5695									
5695	04/22/2024	Bill Payment (Check)	--	Jason Mandly	Inv 130	1010	1010 GVB Checking #7188	--	\$500.00
5695	04/22/2024	Bill Payment (Check)	--	Jason Mandly	--	20000	20000 Accounts Payable	\$500.00	--
Total for 5695								\$500.00	\$500.00
5696									
5696	04/22/2024	Bill Payment (Check)	--	Our Travel Passport, LLC	Inv 272	1010	1010 GVB Checking #7188	--	\$1,500.00
5696	04/22/2024	Bill Payment (Check)	--	Our Travel Passport, LLC	--	20000	20000 Accounts Payable	\$1,500.00	--
Total for 5696								\$1,500.00	\$1,500.00
5697									
5697	04/22/2024	Bill Payment (Check)	--	RECOLOGY BUTTE COLUSA COUNTIES	Inv 8551002754934	1010	1010 GVB Checking #7188	--	\$274.39
5697	04/22/2024	Bill Payment (Check)	--	RECOLOGY BUTTE COLUSA COUNTIES	--	20000	20000 Accounts Payable	\$274.39	--
Total for 5697								\$274.39	\$274.39
5698									
5698	04/22/2024	Bill Payment (Check)	--	Fiona Chandra	Inv 121000358	1010	1010 GVB Checking #7188	--	\$135.26
5698	04/22/2024	Bill Payment (Check)	--	Fiona Chandra	--	20000	20000 Accounts Payable	\$135.26	--
Total for 5698								\$135.26	\$135.26
5804									
5804	04/22/2024	Expense	A7CB1ED60AA17B4B8AFA8	DESTINATION MARKETING ASS	Alaina Macarthy Destination Marketing Ass 6036 - Conferences - Other	2105	2105 Divvy - Nichole #1688	--	\$595.00
5804	04/22/2024	Expense	A7CB1ED60AA17B4B8AFA8	DESTINATION MARKETING ASS	Alaina Macarthy Destination Marketing Ass 6036 - Conferences - Other	6036	6000 Sales and Marketing Expense:6030 Conferences:6036 Other	\$595.00	--
Total for 5804								\$595.00	\$595.00
5805									
5805	04/22/2024	Expense	32F1FDE6DEB6D0D0C6561	TIKTOK PROMOTE	Alaina Macarthy Tiktok Promote 6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688	--	\$150.00
5805	04/22/2024	Expense	32F1FDE6DEB6D0D0C6561	TIKTOK PROMOTE	Alaina Macarthy Tiktok Promote 6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$150.00	--
Total for 5805								\$150.00	\$150.00
5640									
5640	04/23/2024	Bill Payment (Check)	--	Watershed Media LLC	Inv 729	1010	1010 GVB Checking #7188	--	\$2,500.00
5640	04/23/2024	Bill Payment (Check)	--	Watershed Media LLC	--	20000	20000 Accounts Payable	\$2,500.00	--
Total for 5640								\$2,500.00	\$2,500.00
5701									
5701	04/23/2024	Invoice	000221	Butte County - TBID Assessment	--	1100	1100 Accounts Receivable	\$127.95	--
5701	04/23/2024	Invoice	000221	Butte County - TBID Assessment	Butte County TBID	--	Services	--	\$127.95
Total for 5701								\$127.95	\$127.95
5702									
5702	04/23/2024	Payment	--	Butte County - TBID Assessment	--	1010	1010 GVB Checking #7188	\$127.95	--
5702	04/23/2024	Payment	--	Butte County - TBID Assessment	--	1100	1100 Accounts Receivable	--	\$127.95
Total for 5702								\$127.95	\$127.95
5835									
5835	04/23/2024	Expense	--	Divvy	DDA ACH WITHDRAWAL - EWALLET - DIVVYP Divvy Cred Explore Butte County	1010	1010 GVB Checking #7188	--	\$1,409.36

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
5835	04/23/2024	Expense	--	Divvy	DDA ACH WITHDRAWAL - EWALLET - DIVVYP Divvy Cred Explore Butte County	2105	2105 Divvy - Nichole #1688	\$1,409.36	--
Total for 5835								\$1,409.36	\$1,409.36
5848									
5848	04/23/2024	Expense	--	Anthem Blue Cross	DDA ACH WITHDRAWAL - ANTHEM BLUE I010 CORP PYMT EXPLORE BUTTE COUNTY	1010	1010 GVB Checking #7188	--	\$1,591.75
5848	04/23/2024	Expense	--	Anthem Blue Cross	DDA ACH WITHDRAWAL - ANTHEM BLUE I010 CORP PYMT EXPLORE BUTTE COUNTY	6440	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance	\$1,432.58	--
5848	04/23/2024	Expense	--	Anthem Blue Cross	DDA ACH WITHDRAWAL - ANTHEM BLUE I010 CORP PYMT EXPLORE BUTTE COUNTY	7440	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance	\$159.17	--
Total for 5848								\$1,591.75	\$1,591.75
5641									
5641	04/24/2024	Bill Payment (Check)	--	Steinhoff Law	Inv 00137	1010	1010 GVB Checking #7188	--	\$220.00
5641	04/24/2024	Bill Payment (Check)	--	Steinhoff Law	--	20000	20000 Accounts Payable	\$220.00	--
Total for 5641								\$220.00	\$220.00
5806									
5806	04/24/2024	Expense	BF2120948C9BF24480E56	Bidwell Insurance Agency	Nichole Farley Bidwell Insurance Agency 7100 - Admin Insurance	2105	2105 Divvy - Nichole #1688	--	\$1,919.92
5806	04/24/2024	Expense	BF2120948C9BF24480E56	Bidwell Insurance Agency	Nichole Farley Bidwell Insurance Agency 7100 - Admin Insurance	7100	7000 Administration:7100 Insurance	\$1,919.92	--
Total for 5806								\$1,919.92	\$1,919.92
5807									
5807	04/24/2024	Expense	AA8E97E385591286368D0	DESTINATION MARKETING ASS	Nichole Farley Destination Marketing Ass 6034 - Conferences - DMAWest	2105	2105 Divvy - Nichole #1688	--	\$715.00
5807	04/24/2024	Expense	AA8E97E385591286368D0	DESTINATION MARKETING ASS	Nichole Farley Destination Marketing Ass 6034 - Conferences - DMAWest	6034	6000 Sales and Marketing Expense:6030 Conferences:6034 DMA West	\$715.00	--
Total for 5807								\$715.00	\$715.00
5808									
5808	04/25/2024	Expense	91400C07AF90488C6137A	Betterment	Nichole Farley Betterment 6810 - ARPA Wayfinding	2105	2105 Divvy - Nichole #1688	--	\$61.62
5808	04/25/2024	Expense	91400C07AF90488C6137A	Betterment	Nichole Farley Betterment 6810 - ARPA Wayfinding	7360	7000 Administration:7360 Rent/ Office Space	\$61.62	--
Total for 5808								\$61.62	\$61.62
5809									
5809	04/25/2024	Expense	F7381AE1DFAA22D0BC4AF	TIKTOK PROMOTE	Ashley Baer Tiktok Promote 6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688	--	\$95.00
5809	04/25/2024	Expense	F7381AE1DFAA22D0BC4AF	TIKTOK PROMOTE	Ashley Baer Tiktok Promote 6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$95.00	--
Total for 5809								\$95.00	\$95.00
5810									
5810	04/25/2024	Expense	F54A0D15CD58D51108858	Target	Cameo Calderon Target 7200 - Admin Meals	2105	2105 Divvy - Nichole #1688	--	\$7.99
5810	04/25/2024	Expense	F54A0D15CD58D51108858	Target	Cameo Calderon Target 7200 - Admin Meals	7200	7000 Administration:7200 Meals	\$7.99	--
Total for 5810								\$7.99	\$7.99
5811									
5811	04/25/2024	Expense	164F60A23D9898A47F893	OTTER.AI	Nichole Farley Otter.ai 7500 - Admin Subscriptions	2105	2105 Divvy - Nichole #1688	--	\$24.09
5811	04/25/2024	Expense	164F60A23D9898A47F893	OTTER.AI	Nichole Farley Otter.ai 7500 - Admin Subscriptions	7500	7000 Administration:7500 Subscriptions	\$24.09	--
Total for 5811								\$24.09	\$24.09
5812									
5812	04/25/2024	Expense	83867A5AABB519F3BF6C3	Recology	Nichole Farley Recology 6360 - Sponsorship Marketing	2105	2105 Divvy - Nichole #1688	--	\$34.37
5812	04/25/2024	Expense	83867A5AABB519F3BF6C3	Recology	Nichole Farley Recology 6360 - Sponsorship Marketing	6360	6000 Sales and Marketing Expense:6360 Rent/Office Space	\$34.37	--
Total for 5812								\$34.37	\$34.37
5829									
5829	04/25/2024	Deposit	--	Tri Counties	--	1000	1000 Tri Counties Bank	\$0.56	--
5829	04/25/2024	Deposit	--	Tri Counties	INTEREST PAYMENT SYSTEM GENERATED - INT PMT SYS-GEN	4810	4800 Other Types of Income:4810 Interest Income	--	\$0.56
Total for 5829								\$0.56	\$0.56
5855									
5855	04/25/2024	Journal Entry	04252024	--	Payroll for the period 04/07/2024 to 04/20/2024	6410	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6410 Staffing - Marketing Payroll	\$12,798.95	--
5855	04/25/2024	Journal Entry	04252024	--	Payroll for the period 04/07/2024 to 04/20/2024	7410	7000 Administration:7400 Staffing - Admin (10%):7410 Staffing - Admin Payroll	\$1,422.11	--
5855	04/25/2024	Journal Entry	04252024	--	Payroll for the period 04/07/2024 to 04/20/2024	6420	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6420 Staffing - Payroll Taxes - Mktg	\$1,017.49	--
5855	04/25/2024	Journal Entry	04252024	--	Payroll for the period 04/07/2024 to 04/20/2024	7420	7000 Administration:7400 Staffing - Admin (10%):7420 Payroll Taxes - Admin	\$113.05	--
5855	04/25/2024	Journal Entry	04252024	--	Payroll for the period 04/07/2024 to 04/20/2024	6450	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6450 401K	\$451.87	--
5855	04/25/2024	Journal Entry	04252024	--	Payroll for the period 04/07/2024 to 04/20/2024	7450	7000 Administration:7400 Staffing - Admin (10%):7450 401K	\$50.21	--
5855	04/25/2024	Journal Entry	04252024	--	Payroll for the period 04/07/2024 to 04/20/2024	6430	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6430 Workers Comp Insurance	\$749.00	--
5855	04/25/2024	Journal Entry	04252024	--	Payroll for the period 04/07/2024 to 04/20/2024	7430	7000 Administration:7400 Staffing - Admin (10%):7430 Workers Comp Insurance	\$83.22	--
5855	04/25/2024	Journal Entry	04252024	--	Payroll for the period 04/07/2024 to 04/20/2024	7070	7000 Administration:7070 General Administration	\$230.77	--
5855	04/25/2024	Journal Entry	04252024	--	Payroll for the period 04/07/2024 to 04/20/2024	2410	2410 Retirement plan liability	--	\$1,926.20
5855	04/25/2024	Journal Entry	04252024	--	Payroll for the period 04/07/2024 to 04/20/2024	2400	2400 Payroll Liabilities	--	\$854.40
5855	04/25/2024	Journal Entry	04252024	--	--	1010	1010 GVB Checking #7188	--	\$14,136.07
Total for 5855								\$16,916.67	\$16,916.67
5870									
5870	04/25/2024	Journal Entry	04/25/2024	--	To remove the liability	2400	2400 Payroll Liabilities	\$854.40	--
5870	04/25/2024	Journal Entry	04/25/2024	--	To remove the liability	6440	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance	--	\$768.96
5870	04/25/2024	Journal Entry	04/25/2024	--	To remove the liability	7440	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance	--	\$85.44
Total for 5870								\$854.40	\$854.40
5813									
5813	04/26/2024	Expense	DB37521B675A6B064EF9E	A ONE AUTO CARE	Cameo Calderon A One Auto Care 6655 - Vehicle / Van Expenses	2105	2105 Divvy - Nichole #1688	--	\$25.00
5813	04/26/2024	Expense	DB37521B675A6B064EF9E	A ONE AUTO CARE	Cameo Calderon A One Auto Care 6655 - Vehicle / Van Expenses	6655	6000 Sales and Marketing Expense:6655 Vehicle - Van Expenses	\$25.00	--
Total for 5813								\$25.00	\$25.00
5814									
5814	04/26/2024	Expense	79AEFE2E093C94E19243F	CHICO RETAIL	Cameo Calderon Chico Retail 6016 - Advertising - Other	2105	2105 Divvy - Nichole #1688	--	\$25.00
5814	04/26/2024	Expense	79AEFE2E093C94E19243F	CHICO RETAIL	Cameo Calderon Chico Retail 6016 - Advertising - Other	6016	6000 Sales and Marketing Expense:6010 Advertising:6016 Advertising - Other	\$25.00	--
Total for 5814								\$25.00	\$25.00
5815									
5815	04/27/2024	Expense	A1807E76B735C4CF98572	OXFORD SUITES CHICO	Nichole Farley Oxford Suites Chico 6340 - Public Relations Activity Wildflower Century	2105	2105 Divvy - Nichole #1688	--	\$546.52
5815	04/27/2024	Expense	A1807E76B735C4CF98572	OXFORD SUITES CHICO	Nichole Farley Oxford Suites Chico 6340 - Public Relations Activity Wildflower Century	6340	6000 Sales and Marketing Expense:6340 Public Relations - Media	\$546.52	--
Total for 5815								\$546.52	\$546.52
5705									
5705	04/29/2024	Bill	20214331	Meredith Operations Corporation	1/2 page 2024 California Road Trips	20000	20000 Accounts Payable	--	\$10,000.00
5705	04/29/2024	Bill	20214331	Meredith Operations Corporation	1/2 page 2024 California Road Trips	6015	6000 Sales and Marketing Expense:6010 Advertising:6015 Advertising - Print	\$10,000.00	--
Total for 5705								\$10,000.00	\$10,000.00
5706									
5706	04/29/2024	Bill	C-02372	News & Review	Best of Chico - Travel Chico Sponsorship	20000	20000 Accounts Payable	--	\$2,750.00
5706	04/29/2024	Bill	C-02372	News & Review	Best of Chico - Travel Chico Sponsorship	6910	6900 Zone Micro-Funding:6910 Chico Zone/Travel Chico	\$2,750.00	--
Total for 5706								\$2,750.00	\$2,750.00
5707									
5707	04/29/2024	Bill	765	Watershed Media LLC	IPW Sizzle Reels	20000	20000 Accounts Payable	--	\$3,750.00
5707	04/29/2024	Bill	765	Watershed Media LLC	IPW Sizzle Reels	6381	6000 Sales and Marketing Expense:6380 Travel Trade & Consumer Market Shows:6381 IPW by US Travel	\$3,750.00	--
Total for 5707								\$3,750.00	\$3,750.00
5756									
5756	04/29/2024	Expense	--	Betterment	ACH Payment BETTERMENT SEC TRANSFER	1010	1010 GVB Checking #7188	--	\$1,926.20
5756	04/29/2024	Expense	--	Betterment	ACH Payment BETTERMENT SEC TRANSFER	2410	2410 Retirement plan liability	\$1,926.20	--
Total for 5756								\$1,926.20	\$1,926.20
5816									
5816	04/29/2024	Expense	18B7B0F193D480C627793	ROOTREZ	Nichole Farley Rootrez 6730 - Ripe Booking Platform	2105	2105 Divvy - Nichole #1688	--	\$2,000.00

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
5816	04/29/2024	Expense	18B7B0F193D480C627793	ROOTREZ	Nichole Farley Rootrez 6730 - Ripe Booking Platform	6730	6000 Sales and Marketing Expense:6700 Website:6730 Direct Booking Platform	\$2,000.00	--
Total for 5816								\$2,000.00	\$2,000.00
5708									
5708	04/30/2024	Bill Payment (Check)	--	OurFulltimeAdventure	Inv 1130	1010	1010 GVB Checking #7188	--	\$4,997.86
5708	04/30/2024	Bill Payment (Check)	--	OurFulltimeAdventure	--	20000	20000 Accounts Payable	\$4,997.86	--
Total for 5708								\$4,997.86	\$4,997.86
5723									
5723	04/30/2024	Bill	2024-023284	Madden Media	April 2024	20000	20000 Accounts Payable	--	\$24,943.42
5723	04/30/2024	Bill	2024-023284	Madden Media	Account Service	6110	6000 Sales and Marketing Expense:6100 Marketing contracts:6110 Marketing Agency Account Management	\$1,200.00	--
5723	04/30/2024	Bill	2024-023284	Madden Media	DM Management	6110	6000 Sales and Marketing Expense:6100 Marketing contracts:6110 Marketing Agency Account Management	\$2,000.00	--
5723	04/30/2024	Bill	2024-023284	Madden Media	Creative Production	6055	6000 Sales and Marketing Expense:6050 Creative Services:6055 Creative - Agency	\$2,600.00	--
5723	04/30/2024	Bill	2024-023284	Madden Media	Google SEM	6011	6000 Sales and Marketing Expense:6010 Advertising:6011 Advertising - Adwords	\$1,285.71	--
5723	04/30/2024	Bill	2024-023284	Madden Media	Google Display Prospecting	6012	6000 Sales and Marketing Expense:6010 Advertising:6012 Advertising - Digital	\$1,272.80	--
5723	04/30/2024	Bill	2024-023284	Madden Media	Google Display Remarketing	6012	6000 Sales and Marketing Expense:6010 Advertising:6012 Advertising - Digital	\$1,007.09	--
5723	04/30/2024	Bill	2024-023284	Madden Media	Meta Ads Prospecting	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$1,174.81	--
5723	04/30/2024	Bill	2024-023284	Madden Media	Meta Video Distribution	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$833.51	--
5723	04/30/2024	Bill	2024-023284	Madden Media	Expedia	6012	6000 Sales and Marketing Expense:6010 Advertising:6012 Advertising - Digital	\$2,500.00	--
5723	04/30/2024	Bill	2024-023284	Madden Media	Digital Out of Home	6012	6000 Sales and Marketing Expense:6010 Advertising:6012 Advertising - Digital	\$11,069.50	--
Total for 5723								\$24,943.42	\$24,943.42
5741									
5741	04/30/2024	Bill	8751008123834	RECOLOGY BUTTE COLUSA COUNTIES	96 Gal General Waste Mixed Service Charge - North Table Mountain Eco Reserve	20000	20000 Accounts Payable	--	\$150.89
5741	04/30/2024	Bill	8751008123834	RECOLOGY BUTTE COLUSA COUNTIES	96 Gal General Waste Mixed Service Charge - North Table Mountain Eco Reserve	6370	6000 Sales and Marketing Expense:6370 Sponsorship Marketing	\$150.89	--
Total for 5741								\$150.89	\$150.89
5817									
5817	04/30/2024	Expense	ED13B21D5D5C6B9680F62	BILL.COM	Nichole Farley Bill.com 7330 - Accounting Services	2105	2105 Divvy - Nichole #1688	--	\$333.44
5817	04/30/2024	Expense	ED13B21D5D5C6B9680F62	BILL.COM	Nichole Farley Bill.com 7330 - Accounting Services	7330	7000 Administration:7330 Professional fees - Accounting	\$333.44	--
Total for 5817								\$333.44	\$333.44
5818									
5818	04/30/2024	Expense	D55CC94943A0DB321AB8A	PROGRESSIVE	Nichole Farley Progressive 7100 - Admin Insurance Vehicle Insurance	2105	2105 Divvy - Nichole #1688	--	\$965.50
5818	04/30/2024	Expense	D55CC94943A0DB321AB8A	PROGRESSIVE	Nichole Farley Progressive 7100 - Admin Insurance Vehicle Insurance	7100	7000 Administration:7100 Insurance	\$965.50	--
Total for 5818								\$965.50	\$965.50
5819									
5819	04/30/2024	Expense	8F5B5425F8067553E761B	ACCESS INTELLIGENCE CHEMC	Nichole Farley Access Intelligence Chemc 6036 - Conferences - Other Convention, Sports & Entertainment Facilities Conference	2105	2105 Divvy - Nichole #1688	--	\$550.00
5819	04/30/2024	Expense	8F5B5425F8067553E761B	ACCESS INTELLIGENCE CHEMC	Nichole Farley Access Intelligence Chemc 6036 - Conferences - Other Convention, Sports & Entertainment Facilities Conference	6036	6000 Sales and Marketing Expense:6030 Conferences:6036 Other	\$550.00	--
Total for 5819								\$550.00	\$550.00
5820									
5820	04/30/2024	Expense	845FBE0F9B0781D1902DA	HOTJAR.COM	Nichole Farley Hotjar.com 6710 - EBC Website	2105	2105 Divvy - Nichole #1688	--	\$79.79
5820	04/30/2024	Expense	845FBE0F9B0781D1902DA	HOTJAR.COM	Nichole Farley Hotjar.com 6710 - EBC Website	6710	6000 Sales and Marketing Expense:6700 Website:6710 Explore Butte County Website	\$79.79	--
Total for 5820								\$79.79	\$79.79
5821									
5821	04/30/2024	Expense	8E640F26E190BCD596A7D	Facebook	Ashley Baer Facebook 6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688	--	\$648.90
5821	04/30/2024	Expense	8E640F26E190BCD596A7D	Facebook	Ashley Baer Facebook 6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$648.90	--
Total for 5821								\$648.90	\$648.90
5836									
5836	04/30/2024	Expense	--	Divvy	DDA ACH WITHDRAWAL - EWALLET - DIVVYP Divvy Cred Explore Butte County	1010	1010 GVB Checking #7188	--	\$4,199.51
5836	04/30/2024	Expense	--	Divvy	DDA ACH WITHDRAWAL - EWALLET - DIVVYP Divvy Cred Explore Butte County	2105	2105 Divvy - Nichole #1688	\$4,199.51	--
Total for 5836								\$4,199.51	\$4,199.51
5837									
5837	04/30/2024	Deposit	--	--	--	1020	1020 GVB Airport #7196	\$4.10	--
5837	04/30/2024	Deposit	--	--	--	4810	4800 Other Types of Income:4810 Interest Income	--	\$4.10
Total for 5837								\$4.10	\$4.10
5838									
5838	04/30/2024	Deposit	--	--	--	1030	1030 GVB Savings #7251	\$613.56	--
5838	04/30/2024	Deposit	--	--	--	4810	4800 Other Types of Income:4810 Interest Income	--	\$613.56
Total for 5838								\$613.56	\$613.56
5850									
5850	04/30/2024	Journal Entry	04302024	--	To record depreciation expense for April 2024	7045	7000 Administration:7045 Depreciation expense	\$2,400.10	--
5850	04/30/2024	Journal Entry	04302024	--	To record depreciation expense for April 2024	1600	1600 Accumulated depreciation	--	\$2,400.10
Total for 5850								\$2,400.10	\$2,400.10
5851									
5851	04/30/2024	Journal Entry	04302024	--	To expenses April24 Crowdriff	6140	6000 Sales and Marketing Expense:6100 Marketing contracts:6140 CrowdRiff	\$1,254.09	--
5851	04/30/2024	Journal Entry	04302024	--	To expenses 2024 Fees	6070	6000 Sales and Marketing Expense:6070 Dues and Memberships	\$136.00	--
5851	04/30/2024	Journal Entry	04302024	--	To expenses Jan to June 2024	6150	6000 Sales and Marketing Expense:6100 Marketing contracts:6150 Research & Data	\$2,083.33	--
5851	04/30/2024	Journal Entry	04302024	--	To expenses 2024 Fees	6015	6000 Sales and Marketing Expense:6010 Advertising:6015 Advertising - Print	\$920.84	--
5851	04/30/2024	Journal Entry	04302024	--	To expenses Apr24 Prepaid	1400	1400 Prepaid Expenses	--	\$4,394.26
Total for 5851								\$4,394.26	\$4,394.26
5856									
5856	04/30/2024	Journal Entry	CFOAPRPAY ACCRUAL	--	To Accrue the payroll for the period 04/21/2024 to 04/30/2024 (07 days)	6410	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6410 Staffing - Marketing Payroll	\$6,155.77	--
5856	04/30/2024	Journal Entry	CFOAPRPAY ACCRUAL	--	To Accrue the payroll for the period 04/21/2024 to 04/30/2024 (07 days)	7410	7000 Administration:7400 Staffing - Admin (10%):7410 Staffing - Admin Payroll	\$683.97	--
5856	04/30/2024	Journal Entry	CFOAPRPAY ACCRUAL	--	--	2200	2200 Accrued Payroll	--	\$6,839.74
Total for 5856								\$6,839.74	\$6,839.74
5859									
5859	04/30/2024	Bill Payment (Check)	To print	Butte County Association of Government	--	1010	1010 GVB Checking #7188	--	\$525.00
5859	04/30/2024	Bill Payment (Check)	To print	Butte County Association of Government	--	20000	20000 Accounts Payable	\$525.00	--
Total for 5859								\$525.00	\$525.00
5867									
5867	04/30/2024	Journal Entry	04/30/2024	--	To recognize April Deferred revenue	2500	2500 Deferred Revenue	\$3,333.33	--
5867	04/30/2024	Journal Entry	04/30/2024	--	To recognize To Travel and Tourism Marketing Services - April - June 2024 - Website Administration (GL - 4820-05)	4820	4800 Other Types of Income:4820 City of Chico - Microfunding	--	\$200.00
5867	04/30/2024	Journal Entry	04/30/2024	--	To To Travel and Tourism Marketing Services - April - June 2024 - Travel Chico Guide - Deposit for Guide Development (GL - 4820-05)	4820	4800 Other Types of Income:4820 City of Chico - Microfunding	--	\$3,133.33
Total for 5867								\$3,333.33	\$3,333.33
								\$293,820.82	\$293,820.82



Financial Statements

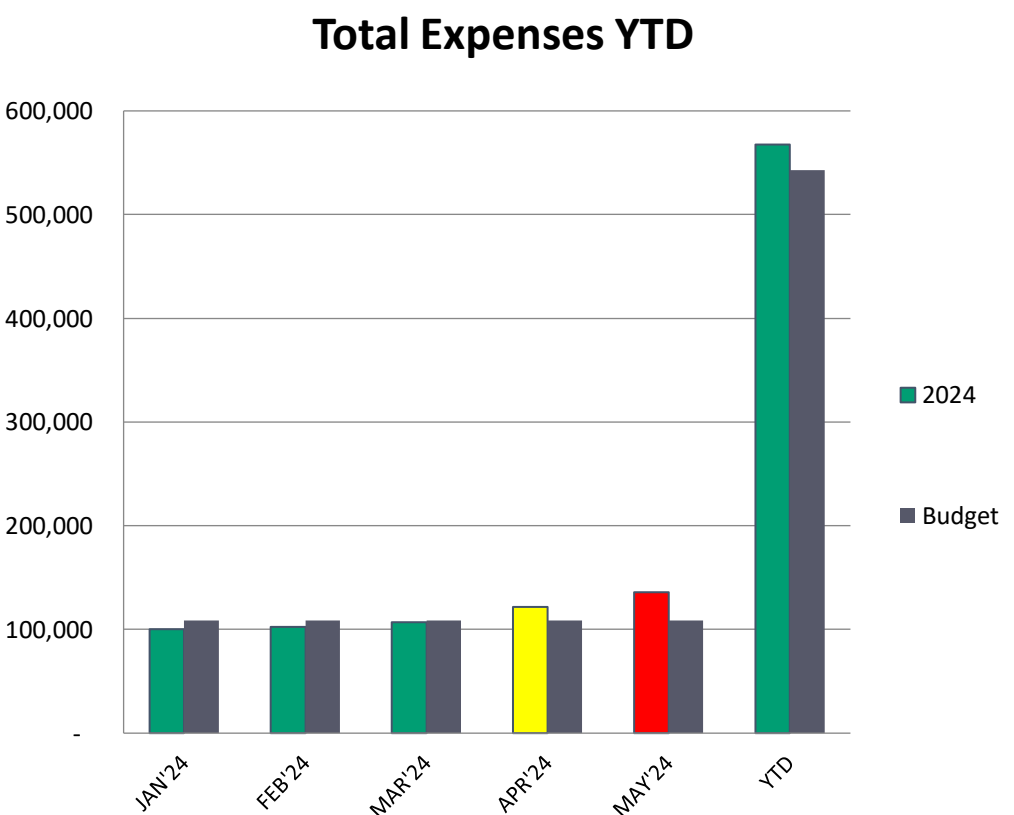
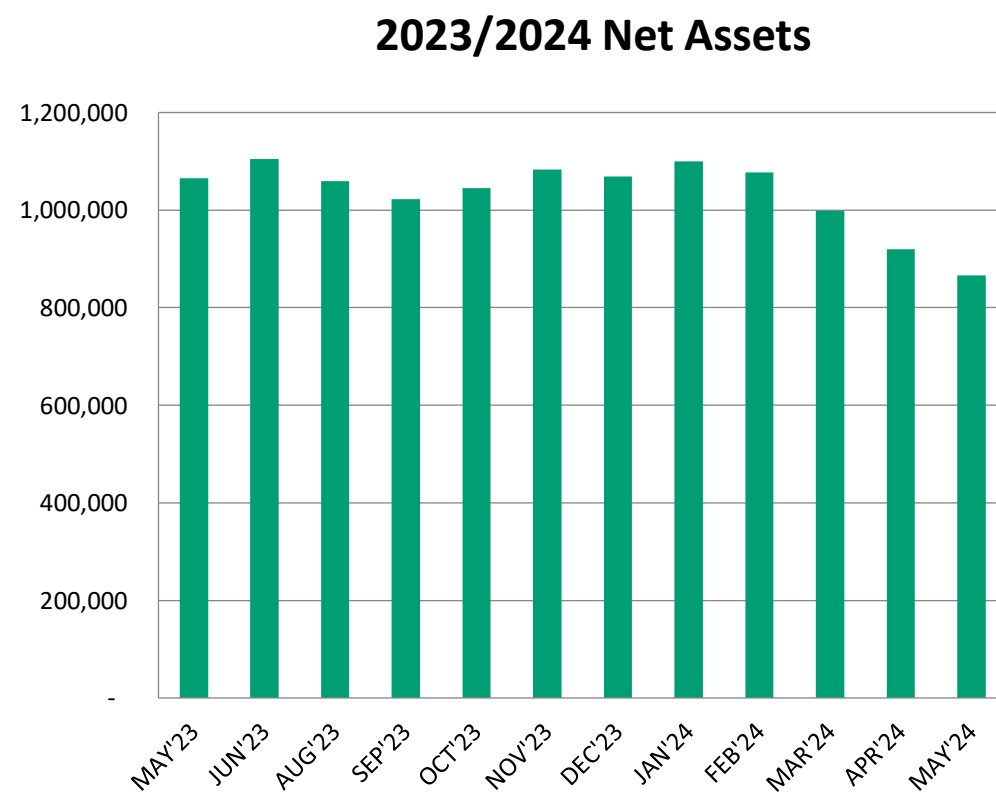
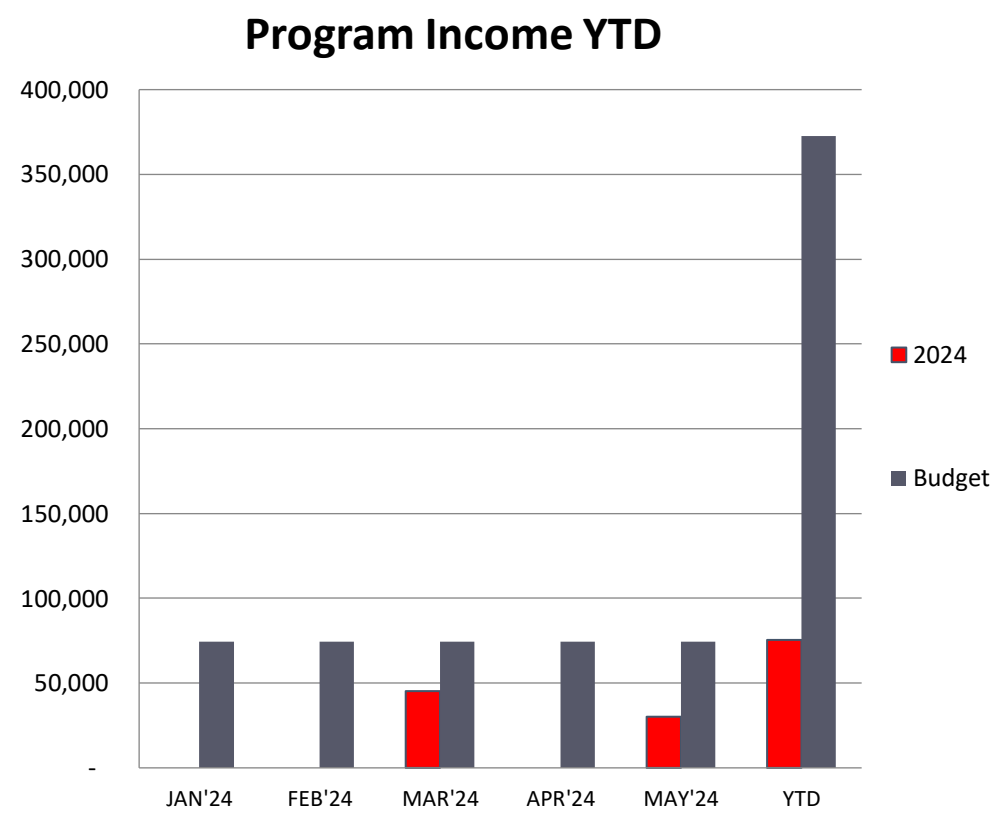
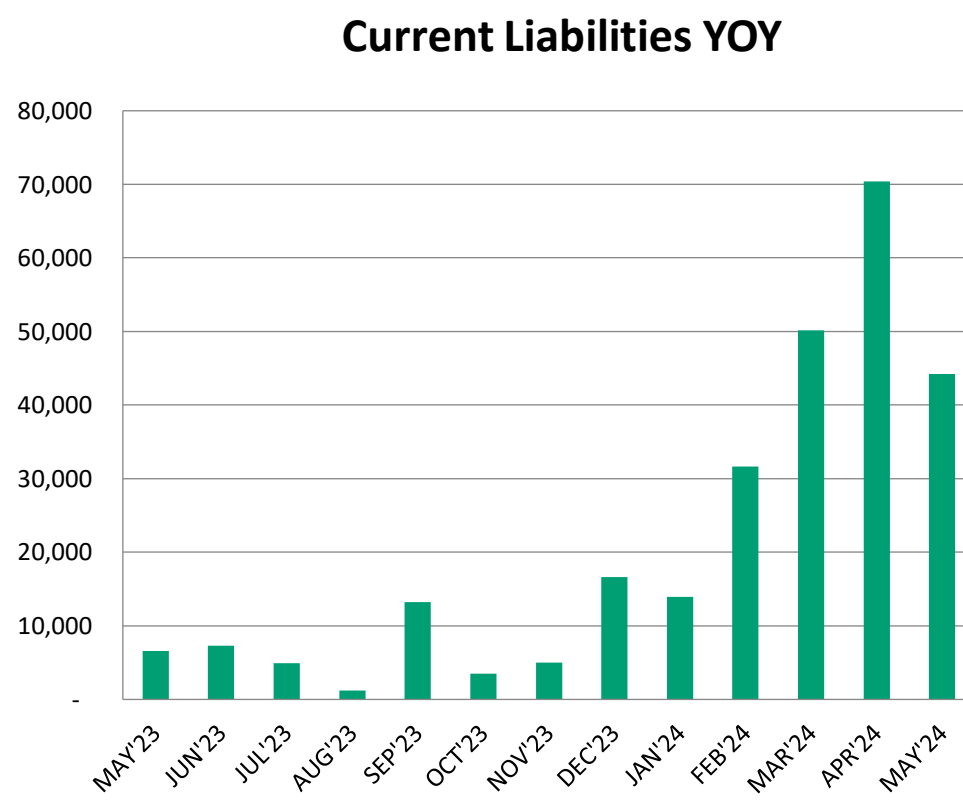
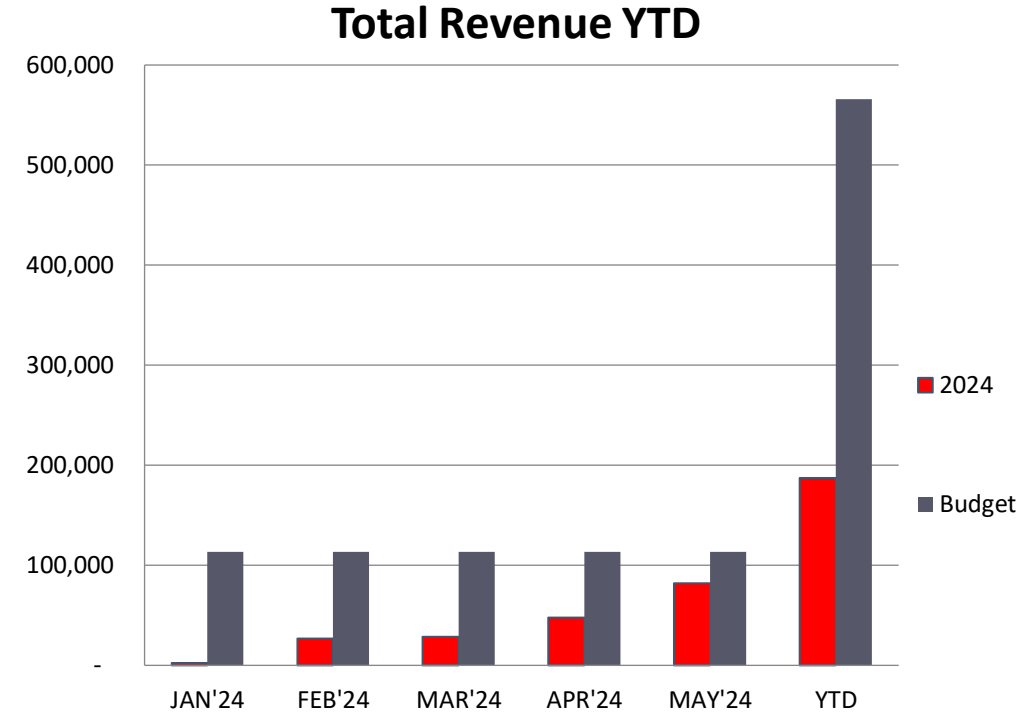
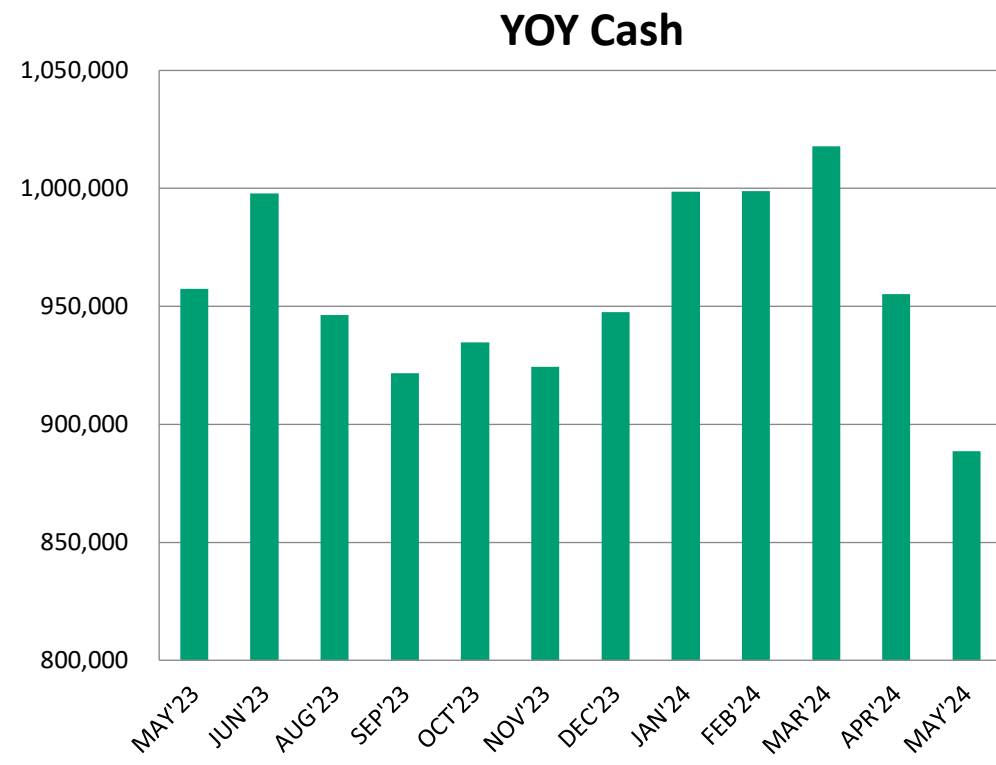
For the period ending YTD May 31st, 2024

Index:

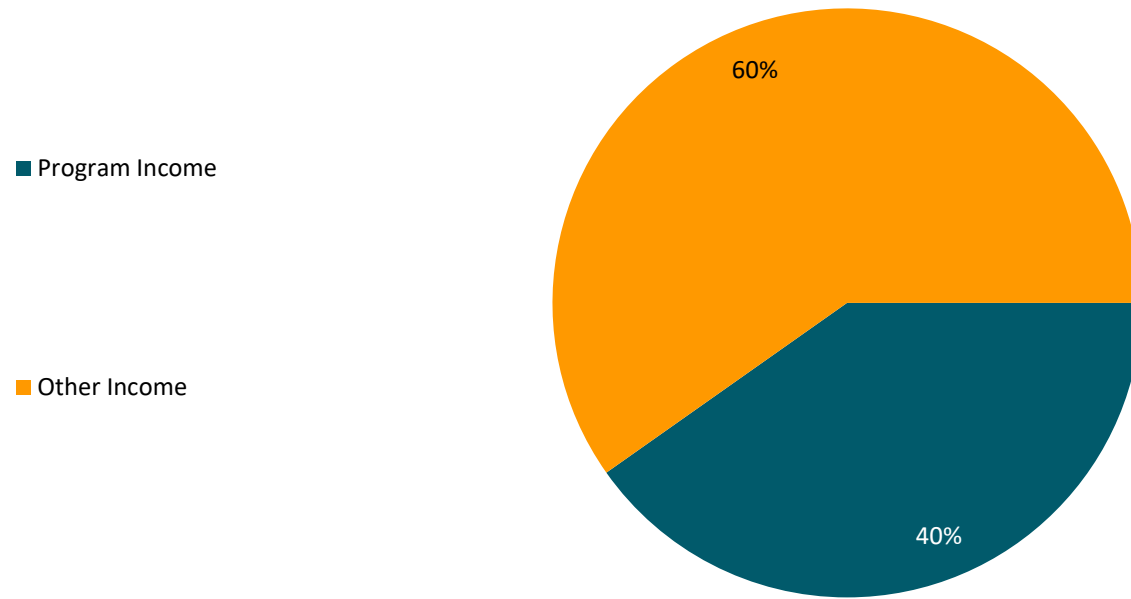
Page 1 -2	Dashboards
Page 3	Balance Sheet
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Page 5	Statement of Activities by Class

Explore Butte County
Financial Dashboard
For the period ending May 31st, 2024

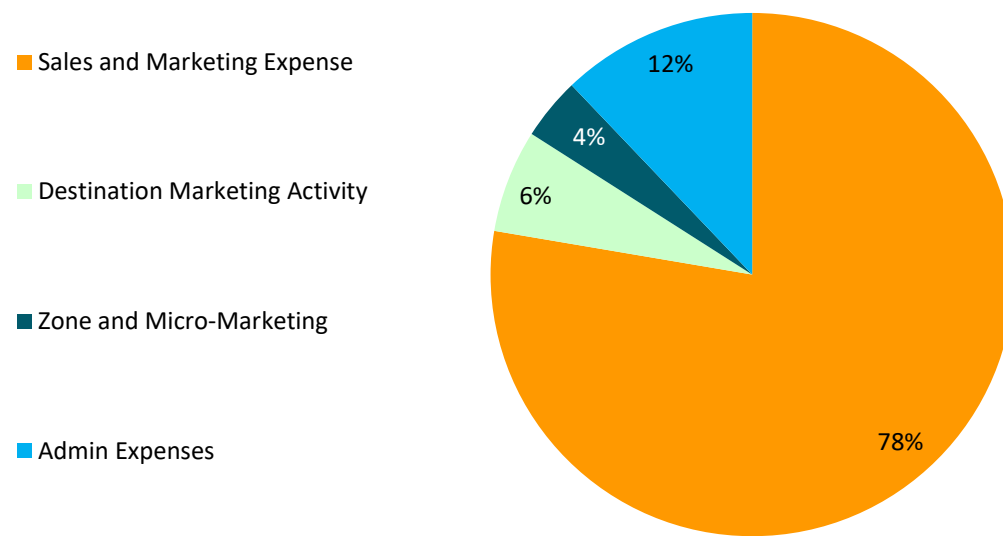
Color Code	
	Significant Underperformance
	Slight Underperformance
	Good Performance



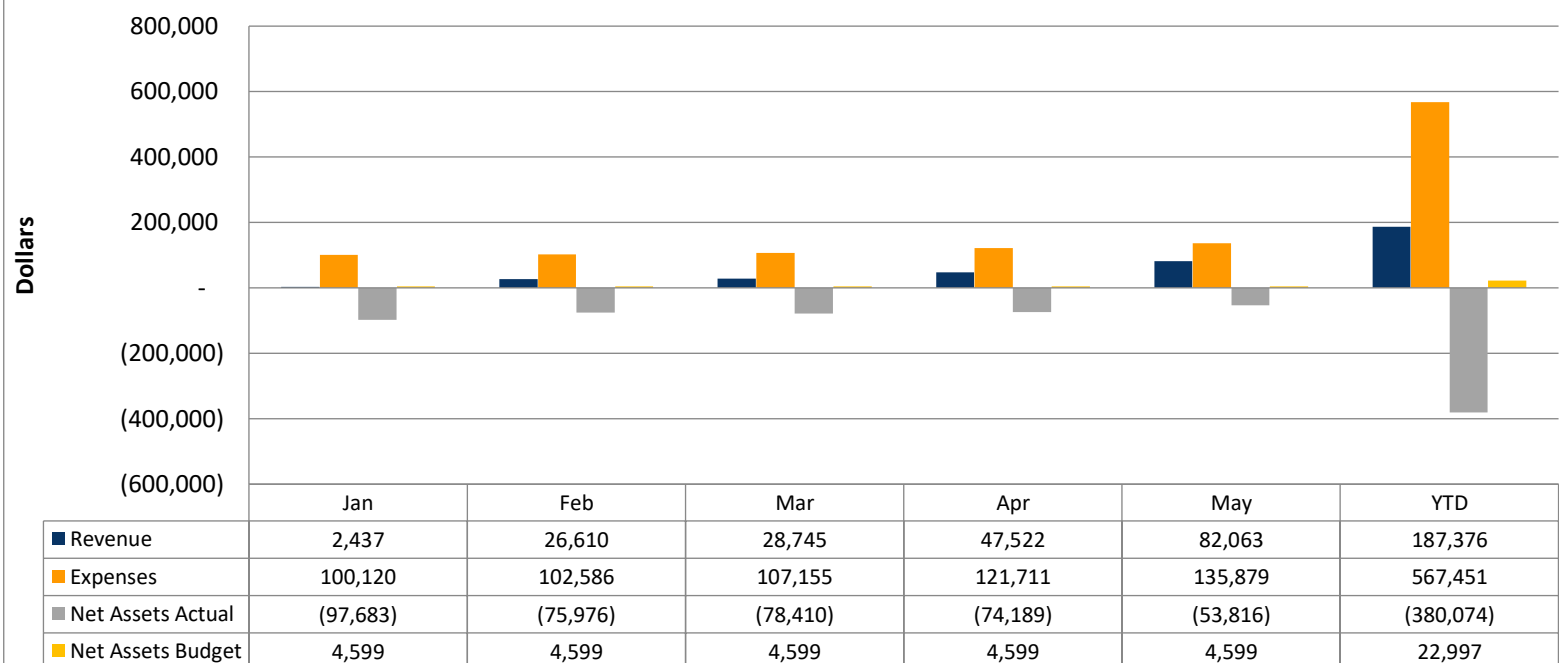
Summary of Revenues



Summary of Expenses



YTD Operating Performance



Explore Butte County
Comparative Balance Sheet
For the period ending May 31st, 2024 and May 31st, 2023

	May 2024 \$	May 2023 \$	Variance Inc/(Dec) \$	Variance Inc/(Dec) %
ASSETS				
Current Assets				
Cash				
Checking	365,325	957,463	(592,138)	(61.8%)
Savings	503,329	-	503,329	100.0%
Money Market	20,022	-	20,022	100.0%
Total Cash	888,676	957,463	(68,786)	(7.2%)
Accounts Receivable	200	-	200	100.0%
Other Assets				
Prepaid Expenses	13,539	-	13,539	100.0%
	13,539	-	13,539	100.0%
Total Current Assets	902,416	957,463	(55,047)	(5.7%)
Fixed Assets				
Furniture And Equipment	19,636	19,636	-	-
Vehicle	137,837	137,837	-	-
Less Accumulated Depreciation	(86,297)	(43,328)	(42,969)	(99.2%)
Total Fixed Assets	71,176	114,145	(42,969)	(37.6%)
TOTAL ASSETS	973,591	1,071,608	(98,016)	(9.1%)
LIABILITIES				
Current Liabilities				
Accounts Payable	25,186	-	25,186	100.0%
Credit Card Payable	4,159	2,692	1,467	54.5%
Accrued Salaries and Wages	16,272	-	16,272	100.0%
Payroll Liabilities	(1,368)	3,906	(5,274)	(135.0%)
Total Current Liabilities	44,250	6,598	37,652	570.7%
Deferred Revenue	63,333	-	63,333	100.0%
TOTAL LIABILITIES	107,583	6,598	100,985	1,530.6%
NET ASSETS				
Unrestricted Net Assets	778,236	872,784	(94,548)	(10.8%)
Net Assets - Reserved	467,846	486,559	(18,713)	(3.8%)
Current Year Income	(380,074)	(294,333)	(85,741)	(29.1%)
Total Net Assets	866,008	1,065,010	(199,002)	(18.7%)
TOTAL LIABILITIES & NET ASSETS	973,591	1,071,608	(98,016)	(9.1%)

Explore Butte County
Year-to-Date Comparative Income Statement
For the period ending May 31st, 2024

	May 2024 YTD - ACTUALS		May 2024 YTD - BUDGET		VARIANCE TO BUDGET		May 2023 YTD - ACTUALS		May '24 TO May '23 ACTUALS VARIANCE	
	\$	%	\$	%	\$	%	\$	%	\$	%
REVENUES & OTHER SUPPORT:										
Program Income										
Butte County	-	-	2,575	0.5%	(2,575)	(100.0%)	-	-	-	-
Chico	67,606	36.1%	287,542	50.8%	(219,936)	(76.5%)	149,041	69.3%	(81,435)	(54.6%)
Gridley	-	-	3,004	0.5%	(3,004)	(100.0%)	-	-	-	-
Oroville	-	-	64,375	11.4%	(64,375)	(100.0%)	24,598	11.4%	(24,598)	(100.0%)
Paradise	7,762	4.1%	15,021	2.7%	(7,259)	(48.3%)	-	-	7,762	100.0%
Sub-Total Program Income	75,368	40.2%	372,517	65.8%	(297,149)	(79.8%)	173,639	80.8%	(98,271)	(56.6%)
Other Income										
Interest Income	3,129	1.7%	42	0.0%	3,087	7,409.8%	44	0.0%	3,084	6,970.3%
Butte County - Microfunding	-	-	1,321	0.2%	(1,321)	(100.0%)	-	-	-	-
City of Chico - Microfunding	16,667	8.9%	107,450	19.0%	(90,783)	(84.5%)	-	-	16,667	100.0%
City of Oroville - Microfunding	(6,000)	(3.2%)	22,457	4.0%	(28,457)	(126.7%)	-	-	(6,000)	(100.0%)
County ARPA -Wayfinding Signage	-	-	43,616	7.7%	(43,616)	(100.0%)	36,747	17.1%	(36,747)	(100.0%)
Town of Paradise - Microfunding	-	-	7,031	1.2%	(7,031)	(100.0%)	-	-	-	-
Cooperative Program Funding	7,577	4.0%	10,417	1.8%	(2,840)	(27.3%)	4,000	1.9%	3,577	89.4%
City of Gridley - Microfunding	555	0.3%	959	0.2%	(404)	(42.1%)	-	-	555	100.0%
Other Income	90,082	48.1%	-	-	90,082	100.0%	500	0.2%	89,582	17,916.3%
Sub-Total Other Income	112,009	59.8%	193,293	34.2%	(81,285)	(42.1%)	41,291	19.2%	70,718	171.3%
TOTAL REVENUE	187,376	100.0%	565,810	100.0%	(378,433)	(66.9%)	214,930	100.0%	(27,554)	(12.8%)
PROGRAM EXPENSES:										
Assessment Rate 2%										
2% Fee - Butte County	-	-	52	0.0%	(52)	(100.0%)	-	-	-	-
2% Fee - Chico	-	-	5,751	1.0%	(5,751)	(100.0%)	2,981	1.4%	(2,981)	(100.0%)
2% Fee - Gridley	11	0.0%	60	0.0%	(49)	(81.5%)	-	-	11	100.0%
2% Fee - Oroville	-	-	1,288	0.2%	(1,288)	(100.0%)	492	0.2%	(492)	(100.0%)
2% Fee - Paradise	-	-	300	0.1%	(300)	(100.0%)	-	-	-	-
Sub-total Assessment Rate 2%	11	0.0%	7,450	1.3%	(7,439)	(99.9%)	3,473	1.6%	(3,462)	(99.7%)
Sales and Marketing Expense										
Advertising	89,644	47.8%	55,417	9.8%	34,227	61.8%	133,858	62.3%	(44,214)	(33.0%)
Conferences	24,918	13.3%	12,500	2.2%	12,418	99.3%	9,270	4.3%	15,649	168.8%
Creative Services	64,639	34.5%	72,917	12.9%	(8,278)	(11.4%)	47,330	22.0%	17,309	36.6%
Dues and Memberships	2,379	1.3%	4,167	0.7%	(1,788)	(42.9%)	1,817	0.8%	562	31.0%
Marketing Contracts	79,022	42.2%	67,083	11.9%	11,939	17.8%	59,983	27.9%	19,039	31.7%
Meals	536	0.3%	1,250	0.2%	(714)	(57.1%)	129	0.1%	407	316.1%
Office Supplies	108	0.1%	188	0.0%	(80)	(42.4%)	-	-	108	100.0%
Postage	332	0.2%	1,042	0.2%	(710)	(68.1%)	(79)	(0.0%)	411	521.8%
Printing	4,952	2.6%	18,750	3.3%	(13,798)	(73.6%)	1,459	0.7%	3,493	239.4%
Public Relations	1,628	0.9%	2,083	0.4%	(455)	(21.9%)	1,575	0.7%	53	3.4%
Rent	34	0.0%	-	-	34	100.0%	-	-	34	100.0%
Sales and Marketing Exp. - Other	275	0.1%	833	0.1%	(558)	(67.0%)	2,161	1.0%	(1,886)	(87.3%)
Hospitality for Hospitality	593	0.3%	1,667	0.3%	(1,073)	(64.4%)	-	-	593	100.0%
SponsorShip Marketing	4,961	2.6%	2,500	0.4%	2,461	98.4%	-	-	4,961	100.0%
Travel Trader& Consumer Market Show	26,160	14.0%	10,417	1.8%	15,743	151.1%	-	-	26,160	100.0%
Staff-Marketing	122,727	65.5%	139,083	24.6%	(16,357)	(11.8%)	70,195	32.7%	52,532	74.8%
Vehicle Maintenance	683	0.4%	2,083	0.4%	(1,400)	(67.2%)	649	0.3%	34	5.2%
Website	17,168	9.2%	25,000	4.4%	(7,832)	(31.3%)	4,729	2.2%	12,440	263.1%
Sub-Total Sales and Marketing Expense	440,759	235.2%	416,980	73.7%	23,779	5.7%	333,075	155.0%	107,683	32.3%
Destination Marketing Activity										
ARPA Wayfinding	36,089	19.3%	42,800	7.6%	(6,711)	(15.7%)	45,191	21.0%	(9,102)	(20.1%)
City of Chico Travel Chico Brand	-	-	-	-	-	-	41,280	19.2%	(41,280)	(100.0%)
Desitination Management Plan	-	-	-	-	-	-	12,222	5.7%	(12,222)	(100.0%)
Sub-Total Destination Marketing Activity	36,089	19.3%	42,800	7.6%	(6,711)	(15.7%)	98,693	45.9%	(62,604)	(63.4%)
Zone and Micro-Marketing										
Chico Zone/Travel Chico	10,259	5.5%	16,667	2.9%	(6,408)	(38.4%)	29,578	13.8%	(19,319)	(65.3%)
Paradise Zone	30	0.0%	2,917	0.5%	(2,887)	(99.0%)	-	-	30	100.0%
Oroville Zone	11,522	6.1%	12,500	2.2%	(978)	(7.8%)	1,000	0.5%	10,522	1,052.2%
Sub-Total Zone and Micro-Marketing	21,811	11.6%	32,083	5.7%	(10,273)	(32.0%)	30,578	14.2%	(8,767)	(28.7%)
Admin Expenses										
Advertising	-	-	-	-	-	-	72	0.0%	(72)	(100.0%)
Bank fees	40	0.0%	208	0.0%	(168)	(80.8%)	165	0.1%	(125)	(75.8%)
Conference, Convention, Meeting	914	0.5%	3,125	0.6%	(2,211)	(70.8%)	2,818	1.3%	(1,904)	(67.6%)
Contract services	-	-	-	-	-	-	1,300	0.6%	(1,300)	(100.0%)
Depreciation	12,305	6.6%	-	-	12,305	100.0%	-	-	12,305	100.0%
Education	-	-	-	-	-	-	69	0.0%	(69)	(100.0%)
Filing fees/ taxes	387	0.2%	250	0.0%	137	54.7%	-	-	387	100.0%
General Administration	2,659	1.4%	1,250	0.2%	1,409	112.7%	440	0.2%	2,219	504.5%
Insurance	2,885	1.5%	2,083	0.4%	802	38.5%	1,864	0.9%	1,021	54.8%
Interest expense	2	0.0%	-	-	2	100.0%	114	0.1%	(112)	(98.3%)
Meals	515	0.3%	417	0.1%	98	23.5%	656	0.3%	(142)	(21.6%)
Membership dues	-	-	500	0.1%	(500)	(100.0%)	2,100	1.0%	(2,100)	(100.0%)
Office supplies	3,794	2.0%	1,667	0.3%	2,127	127.6%	2,787	1.3%	1,007	36.1%
Postage	133	0.1%	229	0.0%	(96)	(41.8%)	123	0.1%	10	8.3%
Printing and Copying	50	0.0%	417	0.1%	(367)	(88.0%)	224	0.1%	(174)	(77.7%)
Professional fees - Accounting	17,963	9.6%	12,500	2.2%	5,463	43.7%	7,208	3.4%	10,755	149.2%
Professional fees - Legal	6,796	3.6%	1,250	0.2%	5,546	443.7%	-	-	6,796	100.0%
Professional fees - Human Resources	38	0.0%	3,125	0.6%	(3,087)	(98.8%)	-	-	38	100.0%
Rent/ Office Space	3,495	1.9%	3,333	0.6%	162	4.9%	3,120	1.5%	375	12.0%
401k Administration	556	0.3%	208	0.0%	348	167.0%	-	-	556	100.0%
Staffing - Admin	13,574	7.2%	8,479	1.5%	5,095	60.1%	15,451	7.2%	(1,877)	(12.1%)
Subscriptions	743	0.4%	500	0.1%	243	48.5%	701	0.3%	41	5.9%
Telephone, Telecommunications	768	0.4%	1,458	0.3%	(691)	(47.4%)	1,192	0.6%	(424)	(35.6%)
Travel	1,164	0.6%	1,458	0.3%	(294)	(20.2%)	2,899	1.3%	(1,735)	(59.8%)
Admin Expense- Other	-	-	1,042	0.2%	(1,042)	(100.0%)	142	0.1%	(142)	(100.0%)
Sub-Total Admin Expenses	68,782	36.7%	43,500	7.7%	25,282	58.1%	43,445	20.2%	25,337	58.3%
TOTAL PROGRAM EXPENSES	567,451	302.8%	542,813	95.9%	24,637	4.5%	509,263	236.9%	58,187	11.4%
NET INCOME/(NET LOSS)	\$ (380,074)	(202.8%)	\$ 22,997	4.1%	\$ (403,071)	(1,752.7%)	\$ (294,333)	(136.9%)	\$ (85,741)	(29.1%)

Explore Butte County
Income Statement by Class
For the period ending May 31st, 2024

	TBID Program	Prior Year Reserved	Cooperative	MicroFunding	Travel Chico ARPA	Wayfinding Signage - County ARPA	TOTAL
REVENUES & OTHER SUPPORT:							
Program Income							
Chico	67,606						67,606
Paradise	7,762						7,762
Sub-Total Program Income	75,368	-	-	-	-	-	75,368
Other Income							
Interest Income	3,129						3,129
City of Chico - Microfunding					16,667		16,667
City of Oroville - Microfunding				(6,000)			(6,000)
Cooperative Program Funding	27		7,550				7,577
City of Gridley - Microfunding		555					555
Other Income	1,416						1,416
Sub-Total Other Income	4,572	555	7,550	(6,000)	16,667	-	23,343
Services	88,665	-	-				88,665
TOTAL REVENUE	168,605	555	7,550	(6,000)	16,667	-	187,376
PROGRAM EXPENSES:							
Assessment Rate 2%							
2% Fee - Gridley		11					11
Sub-total Assessment Rate 2%	-	11	-	-	-	-	11
Sales and Marketing Expense							
Advertising	89,644						89,644
Conferences	24,918						24,918
Creative Services	48,714	10,816			5,109		64,639
Dues and Memberships	2,379						2,379
Marketing Contracts	60,272	18,000			750		79,022
Meals	536						536
Office Supplies	108						108
Postage	332						332
Printing	4,952						4,952
Public Relations	1,628						1,628
Rent	34						34
Sales and Marketing Exp. - Other	275						275
Hospitality for Hospitality	593						593
SponsorShip Marketing	4,461	500					4,961
Travel Trader& Consumer Market Show	21,761	4,399					26,160
Staff-Marketing	122,727						122,727
Vehicle Maintenance	683						683
Website	16,568				600		17,168
Sub-Total Sales and Marketing Expense	400,584	33,715	-		6,459	-	440,758
Destination Marketing Activity							
ARPA Wayfinding	19					36,070	36,089
Sub-Total Destination Marketing Activity	19	-	-		-	36,070	36,089
Zone and Micro-Marketing							
Chico Zone/Travel Chico	1				10,258		10,259
Paradise Zone				30			30
Oroville Zone	11			11,511			11,522
Sub-Total Zone and Micro-Marketing	12	-	-	11,541	10,258	-	21,811
Admin Expenses							
Bank fees	40						40
Conference, Convention, Meeting	914						914
Depreciation	12,305						12,305
Filing fees/ taxes	387						387
General Administration	2,659						2,659
Insurance	2,885						2,885
Interest expense	2						2
Meals	515						515
Office supplies	3,794						3,794
Postage	133						133
Printing and Copying	50						50
Professional fees - Accounting	17,963						17,963
Professional fees - Legal	6,796						6,796
Professional fees - Human Resources	38						38
Rent/ Office Space	3,495						3,495
401k Administration	556						556
Staffing - Admin	13,574						13,574
Subscriptions	743						743
Telephone, Telecommunications	768						768
Travel	1,164						1,164
Sub-Total Admin Expenses	68,782			-	-	-	68,782
TOTAL PROGRAM EXPENSES	469,397	33,726	-	11,541	16,716	36,070	567,450
NET INCOME/(NET LOSS)	\$(300,792)	\$(33,171)	\$ 7,550	\$(17,541)	\$(50)	\$(36,070)	\$(380,074)

Explore Butte County

Journal
May 2024

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
5722									
5722	05/01/2024	Bill	730	Watershed Media LLC	May 2024 Multimedia Content Creation	20000	20000 Accounts Payable	--	\$2,500.00
5722	05/01/2024	Bill	730	Watershed Media LLC	May 2024 Multimedia Content Creation	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	\$2,500.00	--
Total for 5722								\$2,500.00	\$2,500.00
5889									
5889	05/01/2024	Journal Entry			To Accrue the payroll for the period 04/21/2024 to 04/30/2024 (07 days)	6410	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6410 Staffing - Marketing Payroll	--	\$6,155.77
5889	05/01/2024	Journal Entry			To Accrue the payroll for the period 04/21/2024 to 04/30/2024 (07 days)	7410	7000 Administration:7400 Staffing - Admin (10%):7410 Staffing - Admin Payroll	--	\$683.97
5889	05/01/2024	Journal Entry				2200	2200 Accrued Payroll	\$6,839.74	--
Total for 5889								\$6,839.74	\$6,839.74
5900									
5900	05/01/2024	Expense	--	Southwest Airlines	6036 - Conferences - Other	2105	2105 Divvy - Nichole #1688	--	\$20.00
5900	05/01/2024	Expense	--	Southwest Airlines	6036 - Conferences - Other	6036	6000 Sales and Marketing Expense:6030 Conferences:6036 Other	\$20.00	--
Total for 5900								\$20.00	\$20.00
5901									
5901	05/01/2024	Expense	--	Southwest Airlines	--	2105	2105 Divvy - Nichole #1688	--	\$5.60
5901	05/01/2024	Expense	--	Southwest Airlines	6036 - Conferences - Other	6032	6000 Sales and Marketing Expense:6030 Conferences:6032 Destination Intern. Annual Conv.	\$5.60	--
Total for 5901								\$5.60	\$5.60
5902									
5902	05/01/2024	Expense	--	GOOGLE GSUITE EXPLOREBUT	--	2105	2105 Divvy - Nichole #1688	--	\$129.60
5902	05/01/2024	Expense	--	GOOGLE GSUITE EXPLOREBUT	--	6710	6000 Sales and Marketing Expense:6700 Website:6710 Explore Butte County Website	\$129.60	--
Total for 5902								\$129.60	\$129.60
5903									
5903	05/01/2024	Expense	--	LANGLERS.COM	--	2105	2105 Divvy - Nichole #1688	--	\$1,200.00
5903	05/01/2024	Expense	--	LANGLERS.COM	--	6710	6000 Sales and Marketing Expense:6700 Website:6710 Explore Butte County Website	\$1,200.00	--
Total for 5903								\$1,200.00	\$1,200.00
5904									
5904	05/01/2024	Expense	--	LANGLERS.COM	--	2105	2105 Divvy - Nichole #1688	--	\$200.00
5904	05/01/2024	Expense	--	LANGLERS.COM	--	6720	6000 Sales and Marketing Expense:6700 Website:6720 Travel Chico Website	\$200.00	--
Total for 5904								\$200.00	\$200.00
5905									
5905	05/01/2024	Expense	--	GOOGLE ADS	--	2105	2105 Divvy - Nichole #1688	--	\$199.76
5905	05/01/2024	Expense	--	GOOGLE ADS	--	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$199.76	--
Total for 5905								\$199.76	\$199.76
5693									
5693	05/02/2024	Bill Payment (Check)	--	HJ Promotional Products	Inv ExploreClothing 2	1010	1010 GVB Checking #7188	--	\$885.99
5693	05/02/2024	Bill Payment (Check)	--	HJ Promotional Products	--	20000	20000 Accounts Payable	\$885.99	--
Total for 5693								\$885.99	\$885.99
5715									
5715	05/02/2024	Invoice	000222	City of Oroville- TBID	--	1100	1100 Accounts Receivable	\$27,996.38	--
5715	05/02/2024	Invoice	000222	City of Oroville- TBID	January, February and March TBID 2024	--	Services	--	\$27,996.38
Total for 5715								\$27,996.38	\$27,996.38
5716									
5716	05/02/2024	Invoice	000223	City of Chico - TBID Assessment	--	1100	1100 Accounts Receivable	\$25,475.04	--
5716	05/02/2024	Invoice	000223	City of Chico - TBID Assessment	March TBID	--	Services	--	\$25,475.04
Total for 5716								\$25,475.04	\$25,475.04
5717									
5717	05/02/2024	Payment	--	City of Oroville- TBID	18002	1010	1010 GVB Checking #7188	\$27,996.38	--
5717	05/02/2024	Payment	--	City of Oroville- TBID	--	1100	1100 Accounts Receivable	--	\$27,996.38
Total for 5717								\$27,996.38	\$27,996.38
5726									
5726	05/02/2024	Bill	1484	Jennifer Sweeney Communications	April 2024 Monthly Fee	20000	20000 Accounts Payable	--	\$2,000.00
5726	05/02/2024	Bill	1484	Jennifer Sweeney Communications	April 2024 Monthly Fee	6130	6000 Sales and Marketing Expense:6100 Marketing contracts:6130 Public Relations	\$2,000.00	--
Total for 5726								\$2,000.00	\$2,000.00
5822									
5822	05/02/2024	Payment	--	City of Chico - TBID Assessment	--	1010	1010 GVB Checking #7188	\$25,475.04	--
5822	05/02/2024	Payment	--	City of Chico - TBID Assessment	--	1100	1100 Accounts Receivable	--	\$25,475.04
Total for 5822								\$25,475.04	\$25,475.04
5857									
5857	05/02/2024	Bill	--	Butte County Association of Government	May Rent	20000	20000 Accounts Payable	--	\$525.00
5857	05/02/2024	Bill	--	Butte County Association of Government	May Rent	7360	7000 Administration:7360 Rent/ Office Space	\$525.00	--
Total for 5857								\$525.00	\$525.00
5906									
5906	05/02/2024	Expense	--	CITY OF CHICO CA PARKING	--	2105	2105 Divvy - Nichole #1688	--	\$1.25
5906	05/02/2024	Expense	--	CITY OF CHICO CA PARKING	--	6910	6900 Zone Micro-Funding:6910 Chico Zone/Travel Chico	\$1.25	--
Total for 5906								\$1.25	\$1.25
5907									
5907	05/02/2024	Expense	--	Office Depot	--	2105	2105 Divvy - Nichole #1688	--	\$218.49
5907	05/02/2024	Expense	--	Office Depot	--	7300	7000 Administration:7300 Office Supplies	\$218.49	--
Total for 5907								\$218.49	\$218.49
5908									
5908	05/02/2024	Expense	--	Chevron	--	2105	2105 Divvy - Nichole #1688	--	\$120.57
5908	05/02/2024	Expense	--	Chevron	--	6655	6000 Sales and Marketing Expense:6655 Vehicle - Van Expenses	\$120.57	--
Total for 5908								\$120.57	\$120.57
5909									
5909	05/02/2024	Expense	--	GOOGLE ADS	--	2105	2105 Divvy - Nichole #1688	--	\$399.43
5909	05/02/2024	Expense	--	GOOGLE ADS	--	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$399.43	--
Total for 5909								\$399.43	\$399.43
5910									
5910	05/02/2024	Expense	--	SMARTSTOP	--	2105	2105 Divvy - Nichole #1688	--	\$182.00
5910	05/02/2024	Expense	--	SMARTSTOP	--	7360	7000 Administration:7360 Rent/ Office Space	\$182.00	--
Total for 5910								\$182.00	\$182.00
5911									
5911	05/02/2024	Expense	--	Facebook	--	2105	2105 Divvy - Nichole #1688	--	\$202.55
5911	05/02/2024	Expense	--	Facebook	--	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$202.55	--
Total for 5911								\$202.55	\$202.55
5912									

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
5912	05/02/2024	Expense	--	TIKTOK PROMOTE	--	2105	2105 Divvy - Nichole #1688	--	\$150.00
5912	05/02/2024	Expense	--	TIKTOK PROMOTE	--	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$150.00	--
Total for 5912								\$150.00	\$150.00
5874									
5874	05/03/2024	Expense	--	Humana, Inc.	DDA ACH WITHDRAWAL - HUMANA, INC. INS PYMT 153372EXPLORE BU	1010	1010 GVB Checking #7188	--	\$219.89
5874	05/03/2024	Expense	--	Humana, Inc.	DDA ACH WITHDRAWAL - HUMANA, INC. INS PYMT 153372EXPLORE BU	6440	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance	\$197.90	--
5874	05/03/2024	Expense	--	Humana, Inc.	DDA ACH WITHDRAWAL - HUMANA, INC. INS PYMT 153372EXPLORE BU	7440	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance	\$21.99	--
Total for 5874								\$219.89	\$219.89
5913									
5913	05/03/2024	Expense	--	Office Depot	--	2105	2105 Divvy - Nichole #1688	--	\$86.59
5913	05/03/2024	Expense	--	Office Depot	--	7300	7000 Administration:7300 Office Supplies	\$86.59	--
Total for 5913								\$86.59	\$86.59
5914									
5914	05/03/2024	Expense	--	ADOBE	--	2105	2105 Divvy - Nichole #1688	--	\$9.99
5914	05/03/2024	Expense	--	ADOBE	--	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	\$9.99	--
Total for 5914								\$9.99	\$9.99
5915									
5915	05/03/2024	Expense	--	Sticker Mule	--	2105	2105 Divvy - Nichole #1688	--	\$594.29
5915	05/03/2024	Expense	--	Sticker Mule	--	6322	6000 Sales and Marketing Expense:6320 Printing:6322 Promotional Materials	\$594.29	--
Total for 5915								\$594.29	\$594.29
5916									
5916	05/04/2024	Expense	--	FEDEX OFFICE	--	2105	2105 Divvy - Nichole #1688	--	\$463.74
5916	05/04/2024	Expense	--	FEDEX OFFICE	--	6381	6000 Sales and Marketing Expense:6380 Travel Trade & Consumer Market Shows:6381 IPW by US Travel	\$463.74	--
Total for 5916								\$463.74	\$463.74
5917									
5917	05/04/2024	Expense	--	ADOBE	--	2105	2105 Divvy - Nichole #1688	--	\$59.99
5917	05/04/2024	Expense	--	ADOBE	--	6054	6000 Sales and Marketing Expense:6050 Creative Services:6054 Creative - Other	\$59.99	--
Total for 5917								\$59.99	\$59.99
5918									
5918	05/05/2024	Expense	--	Pitchoun Bakery	--	2105	2105 Divvy - Nichole #1688	--	\$29.76
5918	05/05/2024	Expense	--	Pitchoun Bakery	--	6381	6000 Sales and Marketing Expense:6380 Travel Trade & Consumer Market Shows:6381 IPW by US Travel	\$29.76	--
Total for 5918								\$29.76	\$29.76
5743									
5743	05/06/2024	Bill	1833	Found Design LLC (d/b/a MERJE)	ARPA Wayfinding Project	20000	20000 Accounts Payable	--	\$27,407.75
5743	05/06/2024	Bill	1833	Found Design LLC (d/b/a MERJE)	ARPA Wayfinding Project	6810	6800 Destination Management Activity:6810 ARPA Wayfinding	\$27,407.75	--
Total for 5743								\$27,407.75	\$27,407.75
5919									
5919	05/06/2024	Expense	--	Courtyard Chico	--	2105	2105 Divvy - Nichole #1688	--	\$0.01
5919	05/06/2024	Expense	--	Courtyard Chico	--	6053	6000 Sales and Marketing Expense:6050 Creative Services:6053 Creative - Influencer	\$0.01	--
Total for 5919								\$0.01	\$0.01
5920									
5920	05/06/2024	Expense	--	Millennium Biltmore Fandb	--	2105	2105 Divvy - Nichole #1688	--	\$36.26
5920	05/06/2024	Expense	--	Millennium Biltmore Fandb	--	6381	6000 Sales and Marketing Expense:6380 Travel Trade & Consumer Market Shows:6381 IPW by US Travel	\$36.26	--
Total for 5920								\$36.26	\$36.26
5921									
5921	05/06/2024	Expense	--	Smart City Networks Int	--	2105	2105 Divvy - Nichole #1688	--	\$227.97
5921	05/06/2024	Expense	--	Smart City Networks Int	--	6381	6000 Sales and Marketing Expense:6380 Travel Trade & Consumer Market Shows:6381 IPW by US Travel	\$227.97	--
Total for 5921								\$227.97	\$227.97
5922									
5922	05/06/2024	Expense	--	Whole Foods	--	2105	2105 Divvy - Nichole #1688	--	\$18.48
5922	05/06/2024	Expense	--	Whole Foods	--	6381	6000 Sales and Marketing Expense:6380 Travel Trade & Consumer Market Shows:6381 IPW by US Travel	\$18.48	--
Total for 5922								\$18.48	\$18.48
5923									
5923	05/06/2024	Expense	--	Whole Foods	--	2105	2105 Divvy - Nichole #1688	--	\$3.15
5923	05/06/2024	Expense	--	Whole Foods	--	6381	6000 Sales and Marketing Expense:6380 Travel Trade & Consumer Market Shows:6381 IPW by US Travel	\$3.15	--
Total for 5923								\$3.15	\$3.15
5875									
5875	05/07/2024	Expense	--	Divvy	DDA ACH WITHDRAWAL - EWALLET - DIVVYP Divvy Cred Explore Butte County	1010	1010 GVB Checking #7188	--	\$8,851.24
5875	05/07/2024	Expense	--	Divvy	DDA ACH WITHDRAWAL - EWALLET - DIVVYP Divvy Cred Explore Butte County	2105	2105 Divvy - Nichole #1688	\$8,851.24	--
Total for 5875								\$8,851.24	\$8,851.24
5924									
5924	05/07/2024	Expense	--	Philz Coffee	--	2105	2105 Divvy - Nichole #1688	--	\$15.76
5924	05/07/2024	Expense	--	Philz Coffee	--	6381	6000 Sales and Marketing Expense:6380 Travel Trade & Consumer Market Shows:6381 IPW by US Travel	\$15.76	--
Total for 5924								\$15.76	\$15.76
5925									
5925	05/07/2024	Expense	--	OTTER.AI	--	2105	2105 Divvy - Nichole #1688	--	\$90.00
5925	05/07/2024	Expense	--	OTTER.AI	--	7500	7000 Administration:7500 Subscriptions	\$90.00	--
Total for 5925								\$90.00	\$90.00
5926									
5926	05/07/2024	Expense	--	FREEMAN	--	2105	2105 Divvy - Nichole #1688	--	\$35.25
5926	05/07/2024	Expense	--	FREEMAN	--	6381	6000 Sales and Marketing Expense:6380 Travel Trade & Consumer Market Shows:6381 IPW by US Travel	\$35.25	--
Total for 5926								\$35.25	\$35.25
5719									
5719	05/08/2024	Payment	--	City of Chico - Travel Chico	0042183	1010	1010 GVB Checking #7188	\$10,000.00	--
5719	05/08/2024	Payment	--	City of Chico - Travel Chico	--	1100	1100 Accounts Receivable	--	\$10,000.00
Total for 5719								\$10,000.00	\$10,000.00
5720									
5720	05/08/2024	Bill	0004	Legacy Stage	Travel Chico Season Sponsorship	20000	20000 Accounts Payable	--	\$5,000.00
5720	05/08/2024	Bill	0004	Legacy Stage	Travel Chico Season Sponsorship	6910	6900 Zone Micro-Funding:6910 Chico Zone/Travel Chico	\$5,000.00	--
Total for 5720								\$5,000.00	\$5,000.00
5927									
5927	05/08/2024	Expense	--	Donut Wheel	--	2105	2105 Divvy - Nichole #1688	--	\$217.00
5927	05/08/2024	Expense	--	Donut Wheel	--	6355	6000 Sales and Marketing Expense:6355 Hospitality for Hospitality	\$217.00	--
Total for 5927								\$217.00	\$217.00
5928									
5928	05/08/2024	Expense	--	Walmart	--	2105	2105 Divvy - Nichole #1688	--	\$20.44
5928	05/08/2024	Expense	--	Walmart	--	6355	6000 Sales and Marketing Expense:6355 Hospitality for Hospitality	\$20.44	--
Total for 5928								\$20.44	\$20.44
5742									
5742	05/09/2024	Bill	22427	Chico Velo	2024 Butte County Gravel Grind Sponsorship	20000	20000 Accounts Payable	--	\$2,500.00
5742	05/09/2024	Bill	22427	Chico Velo	2024 Butte County Gravel Grind Sponsorship	6370	6000 Sales and Marketing Expense:6370 Sponsorship Marketing	\$2,500.00	--
Total for 5742								\$2,500.00	\$2,500.00

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
5887									
5887	05/09/2024	Journal Entry	Payroll-0509	--	Payroll for the period04/21/2024 to 05/04/2024	6410	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6410 Staffing - Marketing Payroll	\$8,793.66	--
5887	05/09/2024	Journal Entry	Payroll-0509	--	Payroll for the period04/21/2024 to 05/04/2024	7410	7000 Administration:7400 Staffing - Admin (10%):7410 Staffing - Admin Payroll	\$977.08	--
5887	05/09/2024	Journal Entry	Payroll-0509	--	Payroll for the period04/21/2024 to 05/04/2024	6420	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6420 Staffing - Payroll Taxes - Mktg	\$711.07	--
5887	05/09/2024	Journal Entry	Payroll-0509	--	Payroll for the period04/21/2024 to 05/04/2024	7420	7000 Administration:7400 Staffing - Admin (10%):7420 Payroll Taxes - Admin	\$79.01	--
5887	05/09/2024	Journal Entry	Payroll-0509	--	Payroll for the period04/21/2024 to 05/04/2024	6450	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6450 401k	\$291.66	--
5887	05/09/2024	Journal Entry	Payroll-0509	--	Payroll for the period04/21/2024 to 05/04/2024	7450	7000 Administration:7400 Staffing - Admin (10%):7450 401K	\$32.41	--
5887	05/09/2024	Journal Entry	Payroll-0509	--	Payroll for the period04/21/2024 to 05/04/2024	6430	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6430 Workers Comp Insurance	\$749.00	--
5887	05/09/2024	Journal Entry	Payroll-0509	--	Payroll for the period04/21/2024 to 05/04/2024	7430	7000 Administration:7400 Staffing - Admin (10%):7430 Workers Comp Insurance	\$83.22	--
5887	05/09/2024	Journal Entry	Payroll-0509	--	Payroll for the period04/21/2024 to 05/04/2024	7070	7000 Administration:7070 General Administration	\$230.77	--
5887	05/09/2024	Journal Entry	Payroll-0509	--	Payroll for the period04/21/2024 to 05/04/2024	2410	2410 Retirement plan liability	--	\$1,395.67
5887	05/09/2024	Journal Entry	Payroll-0509	--	Payroll for the period04/21/2024 to 05/04/2024	2400	2400 Payroll Liabilities	--	\$854.40
5887	05/09/2024	Journal Entry	Payroll-0509	--	Payroll for the period04/21/2024 to 05/04/2024	1010	1010 GVB Checking #7188	--	\$9,697.81
Total for 5887								\$11,947.88	\$11,947.88
5891									
5891	05/09/2024	Journal Entry	05092024	--	To remove the liability	2400	2400 Payroll Liabilities	\$854.40	--
5891	05/09/2024	Journal Entry	05092024	--	To remove the liability	6440	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance	--	\$768.96
5891	05/09/2024	Journal Entry	05092024	--	To remove the liability	7440	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance	--	\$85.44
Total for 5891								\$854.40	\$854.40
5929									
5929	05/09/2024	Expense	--	SACCODEPTOFAIRPORTS	--	2105	2105 Divvy - Nichole #1688	--	\$65.00
5929	05/09/2024	Expense	--	SACCODEPTOFAIRPORTS	--	6381	6000 Sales and Marketing Expense:6380 Travel Trade & Consumer Market Shows:6381 IPW by US Travel	\$65.00	--
Total for 5929								\$65.00	\$65.00
5930									
5930	05/09/2024	Expense	--	OTTER.AI	--	2105	2105 Divvy - Nichole #1688	--	\$28.11
5930	05/09/2024	Expense	--	OTTER.AI	--	7500	7000 Administration:7500 Subscriptions	\$28.11	--
Total for 5930								\$28.11	\$28.11
5931									
5931	05/09/2024	Expense	--	Hotel Figueroa	--	2105	2105 Divvy - Nichole #1688	--	\$62.38
5931	05/09/2024	Expense	--	Hotel Figueroa	--	6381	6000 Sales and Marketing Expense:6380 Travel Trade & Consumer Market Shows:6381 IPW by US Travel	\$62.38	--
Total for 5931								\$62.38	\$62.38
5932									
5932	05/09/2024	Expense	--	Millennium Biltmore Los	--	2105	2105 Divvy - Nichole #1688	--	\$2,091.53
5932	05/09/2024	Expense	--	Millennium Biltmore Los	--	6381	6000 Sales and Marketing Expense:6380 Travel Trade & Consumer Market Shows:6381 IPW by US Travel	\$2,091.53	--
Total for 5932								\$2,091.53	\$2,091.53
5933									
5933	05/09/2024	Expense	--	Round Table Pizza	--	2105	2105 Divvy - Nichole #1688	--	\$101.79
5933	05/09/2024	Expense	--	Round Table Pizza	--	7200	7000 Administration:7200 Meals	\$101.79	--
Total for 5933								\$101.79	\$101.79
5727									
5727	05/10/2024	Bill	12301	Aaron J Stewart, PC	Review and revise response to JP	20000	20000 Accounts Payable	--	\$93.75
5727	05/10/2024	Bill	12301	Aaron J Stewart, PC	PCP Settlement, Bylaws, Airport Escrow Agreement	7340	7000 Administration:7340 Professional fees - Legal	\$93.75	--
Total for 5727								\$93.75	\$93.75
5740									
5740	05/10/2024	Bill	1234	Show & Stroll Car Show	Oroville Tourism Committee Sponsorship	20000	20000 Accounts Payable	--	\$2,000.00
5740	05/10/2024	Bill	1234	Show & Stroll Car Show	Oroville Tourism Committee Sponsorship	4830	4800 Other Types of Income:4830 City of Oroville - Microfunding	\$2,000.00	--
Total for 5740								\$2,000.00	\$2,000.00
5744									
5744	05/10/2024	Bill	0008114	Feather River Recreations and Parks District	2024 Oroville Tourism Committee Sponsorship	20000	20000 Accounts Payable	--	\$4,000.00
5744	05/10/2024	Bill	0008114	Feather River Recreations and Parks District	2024 Oroville Tourism Committee Sponsorship	4830	4800 Other Types of Income:4830 City of Oroville - Microfunding	\$4,000.00	--
Total for 5744								\$4,000.00	\$4,000.00
5934									
5934	05/10/2024	Expense	--	Vimeo	--	2105	2105 Divvy - Nichole #1688	--	\$240.00
5934	05/10/2024	Expense	--	Vimeo	--	6381	6000 Sales and Marketing Expense:6380 Travel Trade & Consumer Market Shows:6381 IPW by US Travel	\$240.00	--
Total for 5934								\$240.00	\$240.00
5935									
5935	05/10/2024	Expense	--	Cloudflare	--	2105	2105 Divvy - Nichole #1688	--	\$25.00
5935	05/10/2024	Expense	--	Cloudflare	--	6710	6000 Sales and Marketing Expense:6700 Website:6710 Explore Butte County Website	\$25.00	--
Total for 5935								\$25.00	\$25.00
5936									
5936	05/11/2024	Expense	--	TIKTOK PROMOTE	--	2105	2105 Divvy - Nichole #1688	--	\$140.00
5936	05/11/2024	Expense	--	TIKTOK PROMOTE	--	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$140.00	--
Total for 5936								\$140.00	\$140.00
5937									
5937	05/12/2024	Expense	--	Amazon	--	2105	2105 Divvy - Nichole #1688	--	\$37.54
5937	05/12/2024	Expense	--	Amazon	--	7300	7000 Administration:7300 Office Supplies	\$37.54	--
Total for 5937								\$37.54	\$37.54
5729									
5729	05/13/2024	Bill Payment (Check)	--	Jennifer Sweeney Communications	Inv 1474	1010	1010 GVB Checking #7188	--	\$2,000.00
5729	05/13/2024	Bill Payment (Check)	--	Jennifer Sweeney Communications	--	20000	20000 Accounts Payable	\$2,000.00	--
Total for 5729								\$2,000.00	\$2,000.00
5733									
5733	05/13/2024	Bill Payment (Check)	--	Upper Park Clothing	Inv 1339	1010	1010 GVB Checking #7188	--	\$2,400.00
5733	05/13/2024	Bill Payment (Check)	--	Upper Park Clothing	--	20000	20000 Accounts Payable	\$2,400.00	--
Total for 5733								\$2,400.00	\$2,400.00
5734									
5734	05/13/2024	Bill Payment (Check)	--	News & Review	Inv C-02372	1010	1010 GVB Checking #7188	--	\$2,750.00
5734	05/13/2024	Bill Payment (Check)	--	News & Review	--	20000	20000 Accounts Payable	\$2,750.00	--
Total for 5734								\$2,750.00	\$2,750.00
5737									
5737	05/13/2024	Bill Payment (Check)	--	Legacy Stage	Inv 0004	1010	1010 GVB Checking #7188	--	\$5,000.00
5737	05/13/2024	Bill Payment (Check)	--	Legacy Stage	--	20000	20000 Accounts Payable	\$5,000.00	--
Total for 5737								\$5,000.00	\$5,000.00
5938									
5938	05/13/2024	Expense	--	Arbol Eatery	--	2105	2105 Divvy - Nichole #1688	--	\$15.57
5938	05/13/2024	Expense	--	Arbol Eatery	--	6381	6000 Sales and Marketing Expense:6380 Travel Trade & Consumer Market Shows:6381 IPW by US Travel	\$15.57	--
Total for 5938								\$15.57	\$15.57
5738									
5738	05/14/2024	Invoice	000224	City of Chico - TBID Assessment	--	1100	1100 Accounts Receivable	\$22,309.04	--
5738	05/14/2024	Invoice	000224	City of Chico - TBID Assessment	TBID Assessment	4300	4000 Program Income:4300 Chico TBID	--	\$22,309.04

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
Total for 5738								\$22,309.04	\$22,309.04
5739									
5739	05/14/2024	Payment	--	City of Chico - TBID Assessment	037646	1010	1010 GVB Checking #7188	\$22,309.04	--
5739	05/14/2024	Payment	--	City of Chico - TBID Assessment	--	1100	1100 Accounts Receivable	--	\$22,309.04
Total for 5739								\$22,309.04	\$22,309.04
5876									
5876	05/14/2024	Expense	--	Divvy	DDA ACH WITHDRAWAL - EWALLET - DIVVYP Divvy Cred Explore Butte County	1010	1010 GVB Checking #7188	--	\$3,455.67
5876	05/14/2024	Expense	--	Divvy	DDA ACH WITHDRAWAL - EWALLET - DIVVYP Divvy Cred Explore Butte County	2105	2105 Divvy - Nichole #1688	\$3,455.67	--
Total for 5876								\$3,455.67	\$3,455.67
5939									
5939	05/14/2024	Expense	--	INTUIT QUICKBOOKS	--	2105	2105 Divvy - Nichole #1688	--	\$45.00
5939	05/14/2024	Expense	--	INTUIT QUICKBOOKS	--	7330	7000 Administration:7330 Professional fees - Accounting	\$45.00	--
Total for 5939								\$45.00	\$45.00
5940									
5940	05/14/2024	Expense	--	GOOGLE FI	--	2105	2105 Divvy - Nichole #1688	--	\$39.53
5940	05/14/2024	Expense	--	GOOGLE FI	--	7560	7000 Administration:7560 Telephone, Telecommunications	\$39.53	--
Total for 5940								\$39.53	\$39.53
5972									
5972	05/14/2024	Credit Card Credit	--	Millennium Biltmore Los	--	2105	2105 Divvy - Nichole #1688	\$871.47	--
5972	05/14/2024	Credit Card Credit	--	Millennium Biltmore Los	--	6381	6000 Sales and Marketing Expense:6380 Travel Trade & Consumer Market Shows:6381 IPW by US Travel	--	\$871.47
Total for 5972								\$871.47	\$871.47
5825									
5825	05/15/2024	Bill	1050	Downtown Oroville Business Association	2024 Annual Sponsorship	20000	20000 Accounts Payable	--	\$11,000.00
5825	05/15/2024	Bill	1050	Downtown Oroville Business Association	2024 Annual Sponsorship	6930	6900 Zone Micro-Funding:6930 Oroville Zone	\$11,000.00	--
Total for 5825								\$11,000.00	\$11,000.00
5942									
5942	05/15/2024	Expense	--	North Tryon	--	2105	2105 Divvy - Nichole #1688	--	\$18.94
5942	05/15/2024	Expense	--	North Tryon	--	6810	6800 Destination Management Activity:6810 ARPA Wayfinding	\$18.94	--
Total for 5942								\$18.94	\$18.94
5943									
5943	05/15/2024	Expense	--	US POSTAL SERVICE	--	2105	2105 Divvy - Nichole #1688	--	\$5.80
5943	05/15/2024	Expense	--	US POSTAL SERVICE	--	7310	7000 Administration:7310 Postage	\$5.80	--
Total for 5943								\$5.80	\$5.80
5944									
5944	05/16/2024	Expense	--	Sticker Mule	--	2105	2105 Divvy - Nichole #1688	--	\$149.39
5944	05/16/2024	Expense	--	Sticker Mule	--	6322	6000 Sales and Marketing Expense:6320 Printing:6322 Promotional Materials	\$149.39	--
Total for 5944								\$149.39	\$149.39
5945									
5945	05/16/2024	Expense	--	SACCODEPTOFAIRPORTS	--	2105	2105 Divvy - Nichole #1688	--	\$52.00
5945	05/16/2024	Expense	--	SACCODEPTOFAIRPORTS	--	6036	6000 Sales and Marketing Expense:6030 Conferences:6036 Other	\$52.00	--
Total for 5945								\$52.00	\$52.00
5946									
5946	05/16/2024	Expense	--	Marriott Hotel	--	2105	2105 Divvy - Nichole #1688	--	\$964.65
5946	05/16/2024	Expense	--	Marriott Hotel	--	6036	6000 Sales and Marketing Expense:6030 Conferences:6036 Other	\$964.65	--
Total for 5946								\$964.65	\$964.65
5947									
5947	05/17/2024	Expense	--	TIKTOK PROMOTE	--	2105	2105 Divvy - Nichole #1688	--	\$150.00
5947	05/17/2024	Expense	--	TIKTOK PROMOTE	--	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$150.00	--
Total for 5947								\$150.00	\$150.00
5948									
5948	05/17/2024	Expense	--	TIKTOK PROMOTE	--	2105	2105 Divvy - Nichole #1688	--	\$165.00
5948	05/17/2024	Expense	--	TIKTOK PROMOTE	--	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$165.00	--
Total for 5948								\$165.00	\$165.00
5949									
5949	05/17/2024	Expense	--	CREXENDO	--	2105	2105 Divvy - Nichole #1688	--	\$124.14
5949	05/17/2024	Expense	--	CREXENDO	--	7560	7000 Administration:7560 Telephone, Telecommunications	\$124.14	--
Total for 5949								\$124.14	\$124.14
5950									
5950	05/17/2024	Expense	--	Delta	--	2105	2105 Divvy - Nichole #1688	--	\$12.00
5950	05/17/2024	Expense	--	Delta	--	6034	6000 Sales and Marketing Expense:6030 Conferences:6034 DMA West	\$12.00	--
Total for 5950								\$12.00	\$12.00
5951									
5951	05/17/2024	Expense	--	Mailchimp	--	2105	2105 Divvy - Nichole #1688	--	\$132.00
5951	05/17/2024	Expense	--	Mailchimp	--	6340	6000 Sales and Marketing Expense:6340 Public Relations - Media	\$132.00	--
Total for 5951								\$132.00	\$132.00
5952									
5952	05/18/2024	Expense	--	Facebook	--	2105	2105 Divvy - Nichole #1688	--	\$250.00
5952	05/18/2024	Expense	--	Facebook	--	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$250.00	--
Total for 5952								\$250.00	\$250.00
5953									
5953	05/18/2024	Expense	--	Skyway Gas & Food	--	2105	2105 Divvy - Nichole #1688	--	\$61.95
5953	05/18/2024	Expense	--	Skyway Gas & Food	--	6655	6000 Sales and Marketing Expense:6655 Vehicle - Van Expenses	\$61.95	--
Total for 5953								\$61.95	\$61.95
5954									
5954	05/19/2024	Expense	--	starbucks	--	2105	2105 Divvy - Nichole #1688	--	\$12.40
5954	05/19/2024	Expense	--	starbucks	--	7200	7000 Administration:7200 Meals	\$12.40	--
Total for 5954								\$12.40	\$12.40
5731									
5731	05/20/2024	Bill Payment (Check)	--	Meredith Operations Corporation	Acct Customer 114363 Internal Ref: OPP-0526754 - Inv 20214331	1010	1010 GVB Checking #7188	--	\$10,000.00
5731	05/20/2024	Bill Payment (Check)	--	Meredith Operations Corporation	--	20000	20000 Accounts Payable	\$10,000.00	--
Total for 5731								\$10,000.00	\$10,000.00
5735									
5735	05/20/2024	Bill Payment (Check)	--	Watershed Media LLC	Inv 765	1010	1010 GVB Checking #7188	--	\$3,750.00
5735	05/20/2024	Bill Payment (Check)	--	Watershed Media LLC	--	20000	20000 Accounts Payable	\$3,750.00	--
Total for 5735								\$3,750.00	\$3,750.00
5746									
5746	05/20/2024	Bill Payment (Check)	--	RECOLOGY BUTTE COLUSA COUNTIES	Inv 8751008123834	1010	1010 GVB Checking #7188	--	\$150.89
5746	05/20/2024	Bill Payment (Check)	--	RECOLOGY BUTTE COLUSA COUNTIES	--	20000	20000 Accounts Payable	\$150.89	--
Total for 5746								\$150.89	\$150.89
5747									
5747	05/20/2024	Bill Payment (Check)	--	Chico Velo	Inv 22427	1010	1010 GVB Checking #7188	--	\$2,500.00
5747	05/20/2024	Bill Payment (Check)	--	Chico Velo	--	20000	20000 Accounts Payable	\$2,500.00	--

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
Total for 5747								\$2,500.00	\$2,500.00
5748									
5748	05/20/2024	Bill Payment (Check)	--	Found Design LLC (d/b/a MERJE)	Inv 1833	1010	1010 GVB Checking #7188	--	\$27,407.75
5748	05/20/2024	Bill Payment (Check)	--	Found Design LLC (d/b/a MERJE)	--	20000	20000 Accounts Payable	\$27,407.75	--
Total for 5748								\$27,407.75	\$27,407.75
5749									
5749	05/20/2024	Bill Payment (Check)	--	Rotary Club of Oroville	Inv 11157	1010	1010 GVB Checking #7188	--	\$5,000.00
5749	05/20/2024	Bill Payment (Check)	--	Rotary Club of Oroville	--	20000	20000 Accounts Payable	\$5,000.00	--
Total for 5749								\$5,000.00	\$5,000.00
5750									
5750	05/20/2024	Bill Payment (Check)	--	Show & Stroll Car Show	Inv 1234	1010	1010 GVB Checking #7188	--	\$2,000.00
5750	05/20/2024	Bill Payment (Check)	--	Show & Stroll Car Show	--	20000	20000 Accounts Payable	\$2,000.00	--
Total for 5750								\$2,000.00	\$2,000.00
5752									
5752	05/20/2024	Invoice	000225	City Of Paradise- TBID	--	1100	1100 Accounts Receivable	\$7,762.04	--
5752	05/20/2024	Invoice	000225	City Of Paradise- TBID	TBID Assessment	4500	4000 Program Income:4500 Paradise TBID	--	\$7,762.04
Total for 5752								\$7,762.04	\$7,762.04
5753									
5753	05/20/2024	Invoice	000226	Butte County - TBID Assessment	--	1100	1100 Accounts Receivable	\$547.76	--
5753	05/20/2024	Invoice	000226	Butte County - TBID Assessment	--	--	Services	--	\$547.76
Total for 5753								\$547.76	\$547.76
5754									
5754	05/20/2024	Payment	--	City Of Paradise- TBID	86586	1010	1010 GVB Checking #7188	\$7,762.04	--
5754	05/20/2024	Payment	--	City Of Paradise- TBID	--	1100	1100 Accounts Receivable	--	\$7,762.04
Total for 5754								\$7,762.04	\$7,762.04
5755									
5755	05/20/2024	Payment	--	Butte County - TBID Assessment	762183	1010	1010 GVB Checking #7188	\$547.76	--
5755	05/20/2024	Payment	--	Butte County - TBID Assessment	--	1100	1100 Accounts Receivable	--	\$547.76
Total for 5755								\$547.76	\$547.76
5757									
5757	05/20/2024	Expense	--	Betterment	ACH Payment BETTERMENT SEC TRANSFER	1010	1010 GVB Checking #7188	--	\$1,395.67
5757	05/20/2024	Expense	--	Betterment	ACH Payment BETTERMENT SEC TRANSFER	2410	2410 Retirement plan liability	\$1,395.67	--
Total for 5757								\$1,395.67	\$1,395.67
5955									
5955	05/20/2024	Expense	--	TIKTOK PROMOTE	--	2105	2105 Divvy - Nichole #1688	--	\$155.00
5955	05/20/2024	Expense	--	TIKTOK PROMOTE	--	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$155.00	--
Total for 5955								\$155.00	\$155.00
5728									
5728	05/21/2024	Bill Payment (Check)	--	Madden Media	Acct AOR-CABUTTE23-24 - Butte County Marketing Agency-Inv 2024-023284	1010	1010 GVB Checking #7188	--	\$24,943.42
5728	05/21/2024	Bill Payment (Check)	--	Madden Media	--	20000	20000 Accounts Payable	\$24,943.42	--
Total for 5728								\$24,943.42	\$24,943.42
5877									
5877	05/21/2024	Expense	--	Divvy	DDA ACH WITHDRAWAL - EWALLET - DIVVYP Divvy Cred Explore Butte County	1010	1010 GVB Checking #7188	--	\$1,326.90
5877	05/21/2024	Expense	--	Divvy	DDA ACH WITHDRAWAL - EWALLET - DIVVYP Divvy Cred Explore Butte County	2105	2105 Divvy - Nichole #1688	\$1,326.90	--
Total for 5877								\$1,326.90	\$1,326.90
5885									
5885	05/21/2024	Expense	--	Anthem Blue Cross	DDA ACH WITHDRAWAL - ANTHEM BLUE I010 CORP PYMT EXPLORE BUTTE COUNTY	1010	1010 GVB Checking #7188	--	\$1,591.75
5885	05/21/2024	Expense	--	Anthem Blue Cross	DDA ACH WITHDRAWAL - ANTHEM BLUE I010 CORP PYMT EXPLORE BUTTE COUNTY	6440	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance	\$1,432.58	--
5885	05/21/2024	Expense	--	Anthem Blue Cross	DDA ACH WITHDRAWAL - ANTHEM BLUE I010 CORP PYMT EXPLORE BUTTE COUNTY	7440	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance	\$159.17	--
Total for 5885								\$1,591.75	\$1,591.75
5956									
5956	05/21/2024	Expense	--	Creative Composition	--	2105	2105 Divvy - Nichole #1688	--	\$429.32
5956	05/21/2024	Expense	--	Creative Composition	--	6322	6000 Sales and Marketing Expense:6320 Printing:6322 Promotional Materials	\$429.32	--
Total for 5956								\$429.32	\$429.32
5957									
5957	05/21/2024	Expense	--	Facebook	--	2105	2105 Divvy - Nichole #1688	--	\$295.75
5957	05/21/2024	Expense	--	Facebook	--	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$295.75	--
Total for 5957								\$295.75	\$295.75
5958									
5958	05/21/2024	Expense	--	Facebook	--	2105	2105 Divvy - Nichole #1688	--	\$10.13
5958	05/21/2024	Expense	--	Facebook	--	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$10.13	--
Total for 5958								\$10.13	\$10.13
5736									
5736	05/22/2024	Bill Payment (Check)	--	Watershed Media LLC	Inv 730	1010	1010 GVB Checking #7188	--	\$2,500.00
5736	05/22/2024	Bill Payment (Check)	--	Watershed Media LLC	--	20000	20000 Accounts Payable	\$2,500.00	--
Total for 5736								\$2,500.00	\$2,500.00
5884									
5884	05/22/2024	Expense	--	The Hartford	DDA ACH WITHDRAWAL - THE HARTFORD NWTBCLSCIC EXPLORE BUTTE COUNTY	1010	1010 GVB Checking #7188	--	\$50.82
5884	05/22/2024	Expense	--	The Hartford	DDA ACH WITHDRAWAL - THE HARTFORD NWTBCLSCIC EXPLORE BUTTE COUNTY	6430	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6430 Workers Comp Insurance	\$45.74	--
5884	05/22/2024	Expense	--	The Hartford	DDA ACH WITHDRAWAL - THE HARTFORD NWTBCLSCIC EXPLORE BUTTE COUNTY	7430	7000 Administration:7400 Staffing - Admin (10%):7430 Workers Comp Insurance	\$5.08	--
Total for 5884								\$50.82	\$50.82
5730									
5730	05/23/2024	Bill Payment (Check)	--	Jennifer Sweeney Communications	Inv 1484	1010	1010 GVB Checking #7188	--	\$2,000.00
5730	05/23/2024	Bill Payment (Check)	--	Jennifer Sweeney Communications	--	20000	20000 Accounts Payable	\$2,000.00	--
Total for 5730								\$2,000.00	\$2,000.00
5888									
5888	05/23/2024	Journal Entry	Payroll-0523	--	Payroll for the period 05/05/2024 - 05/18/2024	6410	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6410 Staffing - Marketing Payroll	\$8,818.80	--
5888	05/23/2024	Journal Entry	Payroll-0523	--	Payroll for the period 05/05/2024 - 05/18/2024	7410	7000 Administration:7400 Staffing - Admin (10%):7410 Staffing - Admin Payroll	\$979.87	--
5888	05/23/2024	Journal Entry	Payroll-0523	--	Payroll for the period 05/05/2024 - 05/18/2024	6420	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6420 Staffing - Payroll Taxes - Mktg	\$683.07	--
5888	05/23/2024	Journal Entry	Payroll-0523	--	Payroll for the period 05/05/2024 - 05/18/2024	7420	7000 Administration:7400 Staffing - Admin (10%):7420 Payroll Taxes - Admin	\$75.90	--
5888	05/23/2024	Journal Entry	Payroll-0523	--	Payroll for the period 05/05/2024 - 05/18/2024	6450	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6450 401K	\$292.67	--
5888	05/23/2024	Journal Entry	Payroll-0523	--	Payroll for the period 05/05/2024 - 05/18/2024	7450	7000 Administration:7400 Staffing - Admin (10%):7450 401K	\$32.52	--
5888	05/23/2024	Journal Entry	Payroll-0523	--	Payroll for the period 05/05/2024 - 05/18/2024	6430	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6430 Workers Comp Insurance	\$749.00	--
5888	05/23/2024	Journal Entry	Payroll-0523	--	Payroll for the period 05/05/2024 - 05/18/2024	7430	7000 Administration:7400 Staffing - Admin (10%):7430 Workers Comp Insurance	\$83.22	--
5888	05/23/2024	Journal Entry	Payroll-0523	--	Payroll for the period 05/05/2024 - 05/18/2024	7070	7000 Administration:7070 General Administration	\$230.77	--
5888	05/23/2024	Journal Entry	Payroll-0523	--	Payroll for the period 05/05/2024 - 05/18/2024	2410	2410 Retirement plan liability	--	\$1,398.19
5888	05/23/2024	Journal Entry	Payroll-0523	--	Payroll for the period 05/05/2024 - 05/18/2024	2400	2400 Payroll Liabilities	--	\$854.40
5888	05/23/2024	Journal Entry	Payroll-0523	--	Payroll for the period 05/05/2024 - 05/18/2024	1010	1010 GVB Checking #7188	--	\$9,693.23
Total for 5888								\$11,945.82	\$11,945.82

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
5892									
5892	05/23/2024	Journal Entry	05232024	--	To remove the liability	2400	2400 Payroll Liabilities	\$854.40	--
5892	05/23/2024	Journal Entry	05232024	--	To remove the liability	6440	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%);6440 Health Insurance	--	\$768.96
5892	05/23/2024	Journal Entry	05232024	--	To remove the liability	7440	7000 Administration:7400 Staffing - Admin (10%);7440 Health Insurance	--	\$85.44
Total for 5892								\$854.40	\$854.40
5823									
5823	05/24/2024	Bill	131	Jason Mandly	Oro Quincy Adventure	20000	20000 Accounts Payable	--	\$500.00
5823	05/24/2024	Bill	131	Jason Mandly	Oro Quincy Adventure	6053	6000 Sales and Marketing Expense:6050 Creative Services:6053 Creative - Influencer	\$500.00	--
Total for 5823								\$500.00	\$500.00
5871									
5871	05/24/2024	Deposit	--	Tri Counties	--	1000	1000 Tri Counties Bank	\$0.57	--
5871	05/24/2024	Deposit	--	Tri Counties	INTEREST PAYMENT SYSTEM GENERATED - INT PMT SYS-GEN	4810	4800 Other Types of Income:4810 Interest Income	--	\$0.57
Total for 5871								\$0.57	\$0.57
5886									
5886	05/24/2024	Expense	--	Divvy	ACH Payment Divvy Reimburse ACH	1010	1010 GVB Checking #7188	--	\$2,022.57
5886	05/24/2024	Expense	--	Divvy	ACH Payment Divvy Reimburse ACH	6036	6000 Sales and Marketing Expense:6030 Conferences:6036 Other	\$1,007.70	--
5886	05/24/2024	Expense	--	Divvy	ACH Payment Divvy Reimburse ACH	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	\$48.11	--
5886	05/24/2024	Expense	--	Divvy	ACH Payment Divvy Reimburse ACH	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	\$11.46	--
5886	05/24/2024	Expense	--	Divvy	ACH Payment Divvy Reimburse ACH	6381	6000 Sales and Marketing Expense:6380 Travel Trade & Consumer Market Shows:6381 IPW by US Travel	\$648.83	--
5886	05/24/2024	Expense	--	Divvy	ACH Payment Divvy Reimburse ACH	6930	6900 Zone Micro-Funding:6930 Oroville Zone	\$10.79	--
5886	05/24/2024	Expense	--	Divvy	ACH Payment Divvy Reimburse ACH	7030	7000 Administration:7030 Conferences & Education	\$121.27	--
5886	05/24/2024	Expense	--	Divvy	ACH Payment Divvy Reimburse ACH	7570	7000 Administration:7570 Travel	\$174.41	--
Total for 5886								\$2,022.57	\$2,022.57
5959									
5959	05/24/2024	Expense	--	Canva For Work Yearly	--	2105	2105 Divvy - Nichole #1688	--	\$50.00
5959	05/24/2024	Expense	--	Canva For Work Yearly	--	7320	7000 Administration:7320 Printing and Copying	\$50.00	--
Total for 5959								\$50.00	\$50.00
5960									
5960	05/24/2024	Expense	--	Target	--	2105	2105 Divvy - Nichole #1688	--	\$91.45
5960	05/24/2024	Expense	--	Target	--	7200	7000 Administration:7200 Meals	\$91.45	--
Total for 5960								\$91.45	\$91.45
5970									
5970	05/24/2024	Bill	INV-0510	Avoy Technologies Limited - US	--	20000	20000 Accounts Payable	--	\$16,157.09
5970	05/24/2024	Bill	INV-0510	Avoy Technologies Limited - US	--	6140	6000 Sales and Marketing Expense:6100 Marketing contracts:6140 CrowdRiff	\$16,157.09	--
Total for 5970								\$16,157.09	\$16,157.09
5971									
5971	05/24/2024	Bill Payment (Check)	28	Avoy Technologies Limited - US	--	1010	1010 GVB Checking #7188	--	\$16,157.09
5971	05/24/2024	Bill Payment (Check)	28	Avoy Technologies Limited - US	--	20000	20000 Accounts Payable	\$16,157.09	--
Total for 5971								\$16,157.09	\$16,157.09
5961									
5961	05/27/2024	Expense	--	Hampton Inn	--	2105	2105 Divvy - Nichole #1688	--	\$356.57
5961	05/27/2024	Expense	--	Hampton Inn	--	6053	6000 Sales and Marketing Expense:6050 Creative Services:6053 Creative - Influencer	\$356.57	--
Total for 5961								\$356.57	\$356.57
5841									
5841	05/28/2024	Expense	--	Betterment	ACH Payment BETTERMENT SEC TRANSFER	1010	1010 GVB Checking #7188	--	\$1,398.19
5841	05/28/2024	Expense	--	Betterment	ACH Payment BETTERMENT SEC TRANSFER	2410	2410 Retirement plan liability	\$1,398.19	--
Total for 5841								\$1,398.19	\$1,398.19
5879									
5879	05/28/2024	Expense	--	Divvy	DDA ACH WITHDRAWAL - EWALLET - DIVVYP Divvy Cred Explore Butte County	1010	1010 GVB Checking #7188	--	\$1,031.65
5879	05/28/2024	Expense	--	Divvy	DDA ACH WITHDRAWAL - EWALLET - DIVVYP Divvy Cred Explore Butte County	2105	2105 Divvy - Nichole #1688	\$1,031.65	--
Total for 5879								\$1,031.65	\$1,031.65
5962									
5962	05/28/2024	Expense	--	TIKTOK PROMOTE	--	2105	2105 Divvy - Nichole #1688	--	\$141.00
5962	05/28/2024	Expense	--	TIKTOK PROMOTE	--	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$141.00	--
Total for 5962								\$141.00	\$141.00
5826									
5826	05/29/2024	Bill Payment (Check)	--	Jason Mandly	Inv 131	1010	1010 GVB Checking #7188	--	\$500.00
5826	05/29/2024	Bill Payment (Check)	--	Jason Mandly	--	20000	20000 Accounts Payable	\$500.00	--
Total for 5826								\$500.00	\$500.00
5880									
5880	05/29/2024	Bill	--	CFO by Design	April 2024 Services	20000	20000 Accounts Payable	--	\$1,250.00
5880	05/29/2024	Bill	--	CFO by Design	April 2024 Services	7330	7000 Administration:7330 Professional fees - Accounting	\$1,250.00	--
Total for 5880								\$1,250.00	\$1,250.00
5881									
5881	05/29/2024	Bill Payment (Check)	To print	CFO by Design	--	1010	1010 GVB Checking #7188	--	\$1,250.00
5881	05/29/2024	Bill Payment (Check)	To print	CFO by Design	--	20000	20000 Accounts Payable	\$1,250.00	--
Total for 5881								\$1,250.00	\$1,250.00
5882									
5882	05/29/2024	Bill	--	Butte County Association of Government	June Rent	20000	20000 Accounts Payable	--	\$525.00
5882	05/29/2024	Bill	--	Butte County Association of Government	June Rent	7360	7000 Administration:7360 Rent/ Office Space	\$525.00	--
Total for 5882								\$525.00	\$525.00
5883									
5883	05/29/2024	Bill Payment (Check)	To print	Butte County Association of Government	--	1010	1010 GVB Checking #7188	--	\$525.00
5883	05/29/2024	Bill Payment (Check)	To print	Butte County Association of Government	--	20000	20000 Accounts Payable	\$525.00	--
Total for 5883								\$525.00	\$525.00
5963									
5963	05/29/2024	Expense	--	ROOTREZ	--	2105	2105 Divvy - Nichole #1688	--	\$2,000.00
5963	05/29/2024	Expense	--	ROOTREZ	--	6730	6000 Sales and Marketing Expense:6700 Website:6730 Direct Booking Platform	\$2,000.00	--
Total for 5963								\$2,000.00	\$2,000.00
5964									
5964	05/29/2024	Expense	--	Creative Composition	--	2105	2105 Divvy - Nichole #1688	--	\$635.08
5964	05/29/2024	Expense	--	Creative Composition	--	6322	6000 Sales and Marketing Expense:6320 Printing:6322 Promotional Materials	\$635.08	--
Total for 5964								\$635.08	\$635.08
5965									
5965	05/29/2024	Expense	--	Office Depot	--	2105	2105 Divvy - Nichole #1688	--	\$27.04
5965	05/29/2024	Expense	--	Office Depot	--	7300	7000 Administration:7300 Office Supplies	\$27.04	--
Total for 5965								\$27.04	\$27.04
5966									
5966	05/29/2024	Expense	--	BILL.COM	--	2105	2105 Divvy - Nichole #1688	--	\$335.35
5966	05/29/2024	Expense	--	BILL.COM	--	7330	7000 Administration:7330 Professional fees - Accounting	\$335.35	--
Total for 5966								\$335.35	\$335.35

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
5861									
5861	05/30/2024	Bill	00002	Jessica Butterfield	Collaboration Final - Social Package	20000	20000 Accounts Payable	--	\$2,036.31
5861	05/30/2024	Bill	00002	Jessica Butterfield	Collaboration Final - Social Package	6053	6000 Sales and Marketing Expense:6050 Creative Services:6053 Creative - Influencer	\$2,036.31	--
Total for 5861								\$2,036.31	\$2,036.31
5967									
5967	05/30/2024	Expense	--	HOTJAR.COM	--	2105	2105 Divvy - Nichole #1688	--	\$79.79
5967	05/30/2024	Expense	--	HOTJAR.COM	--	6710	6000 Sales and Marketing Expense:6700 Website:6710 Explore Butte County Website	\$79.79	--
Total for 5967								\$79.79	\$79.79
5968									
5968	05/30/2024	Expense	--	Park Ave Pub	--	2105	2105 Divvy - Nichole #1688	--	\$23.66
5968	05/30/2024	Expense	--	Park Ave Pub	--	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	\$23.66	--
Total for 5968								\$23.66	\$23.66
5732									
5732	05/31/2024	Bill Payment (Check)	--	Aaron J Stewart, PC	Inv 12301	1010	1010 GVB Checking #7188	--	\$93.75
5732	05/31/2024	Bill Payment (Check)	--	Aaron J Stewart, PC	--	20000	20000 Accounts Payable	\$93.75	--
Total for 5732								\$93.75	\$93.75
5751									
5751	05/31/2024	Bill Payment (Check)	--	Feather River Recreations and Parks District	Inv 0008114	1010	1010 GVB Checking #7188	--	\$4,000.00
5751	05/31/2024	Bill Payment (Check)	--	Feather River Recreations and Parks District	--	20000	20000 Accounts Payable	\$4,000.00	--
Total for 5751								\$4,000.00	\$4,000.00
5824									
5824	05/31/2024	Bill	2024-023680	Madden Media	April 2024	20000	20000 Accounts Payable	--	\$14,186.46
5824	05/31/2024	Bill	2024-023680	Madden Media	Account Service	6110	6000 Sales and Marketing Expense:6100 Marketing contracts:6110 Marketing Agency Account Management	\$1,200.00	--
5824	05/31/2024	Bill	2024-023680	Madden Media	DM Management	6110	6000 Sales and Marketing Expense:6100 Marketing contracts:6110 Marketing Agency Account Management	\$2,000.00	--
5824	05/31/2024	Bill	2024-023680	Madden Media	Creative Production	6055	6000 Sales and Marketing Expense:6050 Creative Services:6055 Creative - Agency	\$2,600.00	--
5824	05/31/2024	Bill	2024-023680	Madden Media	Google SEM	6011	6000 Sales and Marketing Expense:6010 Advertising:6011 Advertising - Adwords	\$1,285.72	--
5824	05/31/2024	Bill	2024-023680	Madden Media	Google Display Prospecting	6012	6000 Sales and Marketing Expense:6010 Advertising:6012 Advertising - Digital	\$1,272.83	--
5824	05/31/2024	Bill	2024-023680	Madden Media	Google Display Remarketing	6012	6000 Sales and Marketing Expense:6010 Advertising:6012 Advertising - Digital	\$1,007.20	--
5824	05/31/2024	Bill	2024-023680	Madden Media	Meta Ads Prospecting	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$1,174.96	--
5824	05/31/2024	Bill	2024-023680	Madden Media	Meta Video Distribution	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$1,145.75	--
5824	05/31/2024	Bill	2024-023680	Madden Media	Expedia	6012	6000 Sales and Marketing Expense:6010 Advertising:6012 Advertising - Digital	\$2,500.00	--
Total for 5824								\$14,186.46	\$14,186.46
5862									
5862	05/31/2024	Bill Payment (Check)	--	HoneyBee Hospitality	Inv 128	1010	1010 GVB Checking #7188	--	\$2,560.00
5862	05/31/2024	Bill Payment (Check)	--	HoneyBee Hospitality	--	20000	20000 Accounts Payable	\$2,560.00	--
Total for 5862								\$2,560.00	\$2,560.00
5863									
5863	05/31/2024	Bill Payment (Check)	--	Jessica Butterfield	Inv 00002	1010	1010 GVB Checking #7188	--	\$2,036.31
5863	05/31/2024	Bill Payment (Check)	--	Jessica Butterfield	--	20000	20000 Accounts Payable	\$2,036.31	--
Total for 5863								\$2,036.31	\$2,036.31
5872									
5872	05/31/2024	Deposit	--	--	--	1020	1020 GVB Airport #7196	\$4.24	--
5872	05/31/2024	Deposit	--	--	--	4810	4800 Other Types of Income:4810 Interest Income	--	\$4.24
Total for 5872								\$4.24	\$4.24
5873									
5873	05/31/2024	Deposit	--	--	--	1030	1030 GVB Savings #7251	\$634.80	--
5873	05/31/2024	Deposit	--	--	--	4810	4800 Other Types of Income:4810 Interest Income	--	\$634.80
Total for 5873								\$634.80	\$634.80
5890									
5890	05/31/2024	Journal Entry	Payroll-Accrual-May24	--	To Accrue the payroll for the period 05/20/2024 to 05/31/2024	6410	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6410 Staffing - Marketing Payroll	\$8,818.80	--
5890	05/31/2024	Journal Entry	Payroll-Accrual-May24	--	To Accrue the payroll for the period 05/20/2024 to 05/31/2024	7410	7000 Administration:7400 Staffing - Admin (10%):7410 Staffing - Admin Payroll	\$979.87	--
5890	05/31/2024	Journal Entry	Payroll-Accrual-May24	--	--	2200	2200 Accrued Payroll	--	\$9,798.67
Total for 5890								\$9,798.67	\$9,798.67
5893									
5893	05/31/2024	Journal Entry	05312024	--	To recognize May Deferred revenue	2500	2500 Deferred Revenue	\$3,333.33	--
5893	05/31/2024	Journal Entry	05312024	--	To recognize To Travel and Tourism Marketing Services - April - June 2024 - Website Administration (GL - 4820-05)	4820	4800 Other Types of Income:4820 City of Chico - Microfunding	--	\$200.00
5893	05/31/2024	Journal Entry	05312024	--	TOr To Travel and Tourism Marketing Services - April - June 2024 - Travel Chico Guide - Deposit for Guide Development (GL - 4820-05)	4820	4800 Other Types of Income:4820 City of Chico - Microfunding	--	\$3,133.33
Total for 5893								\$3,333.33	\$3,333.33
5894									
5894	05/31/2024	Journal Entry	CFO-DEP-2024	--	To record depreciation expense for May 2024	7045	7000 Administration:7045 Depreciation expense	\$2,455.54	--
5894	05/31/2024	Journal Entry	CFO-DEP-2024	--	To record depreciation expense for May 2024	1600	1600 Accumulated depreciation	--	\$2,455.54
Total for 5894								\$2,455.54	\$2,455.54
5895									
5895	05/31/2024	Journal Entry	CFO_Prepaid_May24	--	To expenses May 24 Crowdriff	6140	6000 Sales and Marketing Expense:6100 Marketing contracts:6140 Crowdriff	\$1,254.09	--
5895	05/31/2024	Journal Entry	CFO_Prepaid_May24	--	To expenses 2024 Fees	6070	6000 Sales and Marketing Expense:6070 Dues and Memberships	\$136.00	--
5895	05/31/2024	Journal Entry	CFO_Prepaid_May24	--	To expenses Jan to June 2024	6150	6000 Sales and Marketing Expense:6100 Marketing contracts:6150 Research & Data	\$2,083.33	--
5895	05/31/2024	Journal Entry	CFO_Prepaid_May24	--	To expenses 2024 Fees	6015	6000 Sales and Marketing Expense:6010 Advertising:6015 Advertising - Print	\$920.84	--
5895	05/31/2024	Journal Entry	CFO_Prepaid_May24	--	To expenses May 24 Prepaid	1400	1400 Prepaid Expenses	--	\$4,394.26
Total for 5895								\$4,394.26	\$4,394.26
5969									
5969	05/31/2024	Expense	--	Facebook	--	2105	2105 Divvy - Nichole #1688	--	\$633.11
5969	05/31/2024	Expense	--	Facebook	--	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$633.11	--
Total for 5969								\$633.11	\$633.11
								\$480,742.45	\$480,742.45

Board of Directors and Management
Explore Butte County
Chico, California

In planning and performing our audit of the financial statements of Explore Butte County as of and for the year ended December 31, 2023, in accordance with auditing standards generally accepted in the United States of America, we considered the entity's internal control over financial reporting (internal control) as a basis for designing audit procedures that are appropriate in the circumstances for the purpose of expressing our opinion on the financial statements, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we do not express an opinion on the effectiveness of the entity's internal control.

Our consideration of internal control was for the limited purpose described in the preceding paragraph and was not designed to identify all deficiencies in internal control that might be material weaknesses or significant deficiencies and, therefore, material weaknesses or significant deficiencies may exist that were not identified. In addition, because of inherent limitations in internal control, including the possibility of management override of controls, misstatements due to fraud or error may occur and not be detected by such controls. However, as discussed below, we identified certain deficiencies in internal control that we consider to be material weaknesses and significant deficiencies.

A deficiency in internal control exists when the design or operation of a control does not allow management or employees, in the normal course of performing their assigned functions, to prevent, or detect and correct misstatements on a timely basis. A material weakness is a deficiency, or a combination of deficiencies, in internal control, such that there is a reasonable possibility that a material misstatement of the entity's financial statements will not be prevented, or detected and corrected, on a timely basis.

Material weaknesses

We consider the following deficiencies in the entity's internal control to be material weaknesses.

Criteria – Bank Reconciliations

Reconciliations had not been performed for certain periods or not performed timely for new GBV accounts. Proper and timely reconciliation of bank accounts is an important component of internal control. Bank reconciliations are performed by an outside bookkeeper and reviewed/approved by the executive director.

Recommendations – Bank Reconciliations

- Internal control is most effective when bank reconciliations are prepared by someone (other than the person who receives the bank statements directly) and then reviewed by a level of Management or the Board of Directors via signature. This process should be performed monthly.

Criteria – Journal Entries and Accounting Estimates

Proper recording and reporting of journal entries is an important component of internal control. During our walkthrough of internal controls, we were advised that journal entries are prepared by the outside bookkeeper with no evidence of review or approval.

Recommendations – Journal Entries and Accounting Estimates

- Due to the nature of journal entries, we recommend including the monthly journal entry report with the financial package so they can be reviewed and deemed appropriate by the Executive Director and the Board of Directors.

Criteria – Accounts Receivable and Revenue

Proper recording and reporting of revenue is an important component of internal control. During our testing, we noted an invoice for the subsequent fiscal year was recognized as revenue in the current fiscal year. Additionally, revenue for another invoice was incorrectly classified to an equity account versus a revenue account during the year.

Recommendations – Accounts Receivable and Revenue

- We recommend reviewing all cash receipts and invoices received subsequent to year end to ensure that all revenue is properly recognized in the proper period.

Criteria – Accounts Payable and Expenses

Proper recording and review of expenses is an important component of internal control. During our testing, we noted several invoices where the related expense was incorrectly reported in the wrong period.

Recommendations – Accounts Payable and Expenses

- We recommend reviewing all cash disbursements and invoices received subsequent to year end to ensure that all expenses are properly recognized in the proper period.

Significant deficiencies

A significant deficiency is a deficiency, or a combination of deficiencies, in internal control that is less severe than a material weakness, yet important enough to merit attention by those charged with governance. We consider the following deficiencies in the entity's internal control to be significant deficiencies:

Criteria – Cash Receipts

During the walkthroughs of internal controls, we noted when cash receipts are received via mail, a team member will review and provide to the Executive Director. However, there is no formal log or sign of receipt that is prepared and approved by two levels of management.

Recommendations – Cash Receipts

- We recommend the Organization implement a control to ensure that all cash receipts are logged appropriately in a cash receipt journal. In addition, the cash receipt journal should be initialed or signed by the member of the team who collected the payment. The control will ensure that sufficient detail is captured to help properly identify the check, payee, date, and collector of payment.

We will review the status of these comments during our next audit engagement. We have already discussed many of these comments and suggestions with various entity personnel, and we will be

pleased to discuss them in further detail at your convenience, to perform any additional study of these matters, or to assist you in implementing the recommendations.

Observations

During the audit engagement, we made numerous observations that did not meet the criteria of a deficiency in internal control. However, we wanted to provide additional observations for the Board of Directors and management to consider:

- The Organization lacks formal written accounting policies, procedures, and process flows. Formalization will aid the Organization as they will set expectations, keep management accountable, ensure compliance and defend claims.
- The Organization used Quickbooks during the calendar year which limits the visibility of the accounting records. Obtaining secondary access or moving to a new accounting system, will provide clarity of all transactions as well as keep management accountable.

* * *

This communication is intended solely for the information and use of management, the board of directors, and others within the entity, and is not intended to be, and should not be, used by anyone other than these specified parties.

CliftonLarsonAllen LLP

Chico, California
REPORT DATE

-TENTATIVE REPORT-
DISCUSSION PURPOSES ONLY

Board of Directors
Explore Butte County
Chico, California

We have audited the financial statements of Explore Butte County as of and for the year ended December 31, 2023, and have issued our report thereon dated REPORT DATE. We have previously communicated to you information about our responsibilities under auditing standards generally accepted in the United States of America, as well as certain information related to the planned scope and timing of our audit in our engagement letter dated January 5, 2024. Professional standards also require that we communicate to you the following information related to our audit.

Significant audit findings or issues

Qualitative aspects of accounting practices

Accounting policies

Management is responsible for the selection and use of appropriate accounting policies. The significant accounting policies used by Explore Butte County are described in Note 1 to the financial statements.

As described in Note 1, the entity changed accounting policies related to credit losses on financial instruments by adopting Financial Accounting Standards Board (FASB) Accounting Standards Update (ASU) 2016-13, *Measurement of Credit Losses in Financial Statements*, in 2023. There was no impact on the entity's financial position and results of operations as a result of the adoption of this accounting standard.

We noted no transactions entered into by the entity during the year for which there is a lack of authoritative guidance or consensus. All significant transactions have been recognized in the financial statements in the proper period.

Financial statement disclosures

The financial statement disclosures are neutral, consistent, and clear.

Significant unusual transactions

We identified no significant unusual transactions.

Difficulties encountered in performing the audit

We encountered no significant difficulties in dealing with management in performing and completing our audit.

Uncorrected misstatements

Professional standards require us to accumulate all misstatements identified during the audit, other than those that are clearly trivial, and communicate them to the appropriate level of management. Management has corrected all such misstatements.

Corrected misstatements

The attached schedule summarizes all misstatements (material and immaterial) detected as a result of audit procedures that were corrected by management.

Disagreements with management

For purposes of this communication, a disagreement with management is a disagreement on a financial accounting, reporting, or auditing matter, whether or not resolved to our satisfaction, that could be significant to the financial statements or the auditors' report.

Management representations

We have requested certain representations from management that are included in the management representation letter dated REPORT DATE.

Management consultations with other independent accountants

In some cases, management may decide to consult with other accountants about auditing and accounting matters, similar to obtaining a "second opinion" on certain situations. If a consultation involves application of an accounting principle to the entity's financial statements or a determination of the type of auditors' opinion that may be expressed on those statements, our professional standards require the consulting accountant to check with us to determine that the consultant has all the relevant facts.

Other audit findings or issues

We have provided a separate communication to you dated REPORT DATE, communicating internal control related matters identified during the audit.

* * *

This communication is intended solely for the information and use of the Board of Directors and management of Explore Butte County and is not intended to be, and should not be, used by anyone other than these specified parties.

CliftonLarsonAllen LLP

Chico, California
REPORT DATE

**EXPLORE BUTTE COUNTY
FINANCIAL STATEMENTS
YEAR ENDED DECEMBER 31, 2023 AND 2022**

**-TENTATIVE REPORT-
DISCUSSION PURPOSES ONLY**

**EXPLORE BUTTE COUNTY
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YEAR ENDED DECEMBER 31, 2023 AND 2022**

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**-TENTATIVE REPORT-
DISCUSSION PURPOSES ONLY**

INDEPENDENT AUDITORS' REPORT

Board of Directors
Explore Butte County
Chico, California

Report on the Audit of the Financial Statements

Opinion

We have audited the accompanying financial statements of Explore Butte County (a California nonprofit corporation), which comprise the statements of financial position as of December 31, 2023 and 2022, and the related statements of activities and changes in net assets, functional expenses, and cash flows for the years then ended, and the related notes to the financial statements.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Explore Butte County as of December 31, 2023 and 2022, and the changes in net assets and its cash flows for the years then ended in accordance with accounting principles generally accepted in the United States of America.

Basis for Opinion

We conducted our audit in accordance with auditing standards generally accepted in the United States of America (GAAS). Our responsibilities under those standards are further described in the Auditors' Responsibilities for the Audit of the Financial Statements section of our report. We are required to be independent of Explore Butte County and to meet our other ethical responsibilities in accordance with the relevant ethical requirements relating to our audit. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Responsibilities of Management for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with accounting principles generally accepted in the United States of America, and for the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is required to evaluate whether there are conditions or events, considered in the aggregate, that raise substantial doubt about Explore Butte County's ability to continue as a going concern for one year after the date the financial statements are available to be issued.

Auditors' Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditors' report that includes our opinion. Reasonable assurance is a high level of assurance but is not absolute assurance and therefore is not a guarantee that an audit conducted in accordance with GAAS will always detect a material misstatement when it exists. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control. Misstatements are considered material if there is a substantial likelihood that, individually or in the aggregate, they would influence the judgment made by a reasonable user based on the financial statements.

In performing an audit in accordance with GAAS, we:

- Exercise professional judgment and maintain professional skepticism throughout the audit.
- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and design and perform audit procedures responsive to those risks. Such procedures include examining, on a test basis, evidence regarding the amounts and disclosures in the financial statements.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of Explore Butte County's internal control. Accordingly, no such opinion is expressed.
- Evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluate the overall presentation of the financial statements.
- Conclude whether, in our judgment, there are conditions or events, considered in the aggregate, that raise substantial doubt about Explore Butte County's ability to continue as a going concern for a reasonable period of time.

We are required to communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit, significant audit findings, and certain internal control related matters that we identified during the audit.

CliftonLarsonAllen LLP

Roseville, California
REPORT DATE

**EXPLORE BUTTE COUNTY
STATEMENTS OF FINANCIAL POSITION
DECEMBER 31, 2023 AND 2022**

	2023	2022
ASSETS		
CURRENT ASSETS		
Cash and Cash Equivalents	\$ 947,496	\$ 1,072,841
Accounts Receivable	257,131	184,509
Prepaid Expenses	12,956	-
Total Current Assets	1,217,583	1,257,350
PROPERTY AND EQUIPMENT, NET		
	83,481	112,694
Total Assets	\$ 1,301,064	\$ 1,370,044
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Accounts Payable	\$ 26,297	\$ 25,128
Credit Cards	6,894	6,244
Payroll Liabilities	17,577	3,329
Total Current Liabilities	50,768	34,701
Total Liabilities	50,768	34,701
NET ASSETS		
Without Donor Restrictions	1,250,296	1,335,343
Total Liabilities and Net Assets	\$ 1,301,064	\$ 1,370,044

See accompanying Notes to Financial Statements.

**EXPLORE BUTTE COUNTY
STATEMENT OF ACTIVITIES
YEAR ENDED DECEMBER 31, 2023**

	Without Donor Restrictions	With Donor Restrictions	Total
REVENUE			
Program Income, Net of Collection Fees	\$ 905,399	\$ -	\$ 905,399
Support for County Events	146,747	-	146,747
Interest Income	326	-	326
Other Income	65,043	-	65,043
Total Revenue	<u>1,117,515</u>	-	<u>1,117,515</u>
EXPENSES			
Program Expenses	1,034,903	-	1,034,903
Management and General	167,659	-	167,659
Total Expenses	<u>1,202,562</u>	-	<u>1,202,562</u>
CHANGE IN NET ASSETS	(85,047)	-	(85,047)
Net Assets - Beginning of Year	<u>1,335,343</u>	-	<u>1,335,343</u>
NET ASSETS - END OF YEAR	<u>\$ 1,250,296</u>	<u>\$ -</u>	<u>\$ 1,250,296</u>

See accompanying Notes to Financial Statements.

**EXPLORE BUTTE COUNTY
STATEMENT OF ACTIVITIES
YEAR ENDED DECEMBER 31, 2022**

	Without Donor Restrictions	With Donor Restrictions	Total
REVENUE			
Program Income, Net of Collection Fees	\$ 900,850	\$ -	\$ 900,850
Support for County Events	220,325	-	220,325
Interest Income	107	-	107
Other Income	16,092	-	16,092
Total Revenue	<u>1,137,374</u>	<u>-</u>	<u>1,137,374</u>
EXPENSES			
Program Expenses	966,733	-	966,733
Management and General	159,811	-	159,811
Total Expenses	<u>1,126,544</u>	<u>-</u>	<u>1,126,544</u>
CHANGE IN NET ASSETS	10,830	-	10,830
Net Assets - Beginning of Year	<u>1,324,513</u>	<u>-</u>	<u>1,324,513</u>
NET ASSETS - END OF YEAR	<u>\$ 1,335,343</u>	<u>\$ -</u>	<u>\$ 1,335,343</u>

- TENTATIVE REPORT -
DISCUSSION PURPOSES ONLY

See accompanying Notes to Financial Statements.

**EXPLORE BUTTE COUNTY
STATEMENT OF FUNCTIONAL EXPENSES
YEAR ENDED DECEMBER 31, 2023**

	Program Services	Management and General	Total
Administrative Costs	\$ -	\$ 181	\$ 181
Advertising	192,346	72	192,418
Conferences	20,358	6,045	26,403
Contract Services	-	1,300	1,300
Creative Services	135,539	-	135,539
Depreciation	-	30,664	30,664
Destination Management Activity	198,058	-	198,058
Dues and Memberships	8,854	4,428	13,282
Education	-	69	69
Employee Benefits	11,063	5,623	16,686
Hospitality	4,147	-	4,147
Insurance	3,547	4,003	7,550
Interest Expense	-	133	133
Marketing Contracts	156,258	-	156,258
Meals and Entertainment	230	1,097	1,327
Miscellaneous	2,947	1,263	4,210
Office Supplies	-	6,250	6,250
Payroll Taxes	13,100	2,569	15,669
Postage	(74)	910	836
Printing and Copying	1,803	516	2,319
Professional Fees - Accounting	-	50,560	50,560
Professional Fees - Legal	-	165	165
Public Relations	3,083	-	3,083
Rent	-	7,434	7,434
Salaries and Wages	172,814	34,090	206,904
Sponsorships	9,286	-	9,286
Telephone	-	4,254	4,254
Travel	-	5,529	5,529
Vehicle Maintenance	3,434	-	3,434
Website	33,505	-	33,505
Workers' Compensation	2,640	504	3,144
Zone and Micro-Marketing Contract Services	61,965	-	61,965
Total Expenses by Function	\$ 1,034,903	\$ 167,659	\$ 1,202,562

See accompanying Notes to Financial Statements.

**EXPLORE BUTTE COUNTY
STATEMENT OF FUNCTIONAL EXPENSES
YEAR ENDED DECEMBER 31, 2022**

	Program Services	Management and General	Total
Administrative Costs	\$ -	\$ 14,091	\$ 14,091
Advertising	213,604	275	213,879
Conferences	4	2,764	2,768
Contract Services	-	36,202	36,202
Creative Services	76,457	-	76,457
Depreciation	-	29,637	29,637
Dues and Memberships	1,020	7,150	8,170
Education	-	1,044	1,044
Employee Benefits	12,791	1,677	14,468
Hospitality	1,065	-	1,065
Insurance	-	1,821	1,821
Marketing Contracts	246,585	-	246,585
Meals and Entertainment	1,260	276	1,536
Miscellaneous	812	15,456	16,268
Office Supplies	-	1,047	1,047
Payroll Taxes	10,192	1,615	11,807
Postage	1,020	1,379	2,399
Printing and Copying	32,209	957	33,166
Professional Fees - Accounting	-	12,460	12,460
Public Relations	7,232	-	7,232
Rent	-	7,455	7,455
Salaries and Wages	128,522	18,433	146,955
Sponsorships	65,271	-	65,271
Telephone	-	2,647	2,647
Travel	-	3,040	3,040
Vehicle Maintenance	8,654	-	8,654
Website	63,641	-	63,641
Workers' Compensation	2,094	385	2,479
Zone and Micro-Marketing Contract Services	94,300	-	94,300
Total Expenses by Function	\$ 966,733	\$ 159,811	\$ 1,126,544

See accompanying Notes to Financial Statements.

**EXPLORE BUTTE COUNTY
STATEMENT OF CASH FLOWS
YEAR ENDED DECEMBER 31, 2023 AND 2022**

	2023	2022
CASH FLOWS FROM OPERATING ACTIVITIES		
Change in Net Assets	\$ (85,047)	\$ 10,830
Adjustments to Reconcile Change in Net Assets to Net Cash Provided by Operating Activities:		
Depreciation and Amortization	30,664	29,637
Changes in Operating Assets and Liabilities:		
Accounts Receivable	(72,622)	(17,955)
Accounts Payable	1,169	5,700
Prepaid Expenses	(12,956)	-
Credit Card	650	(1,298)
Payroll Liabilities	14,248	(1,958)
Net Cash Provided (Used) by Operating Activities	(123,894)	24,956
CASH FLOWS FROM INVESTING ACTIVITIES		
Purchases of Property and Equipment	(1,451)	(42,046)
NET DECREASE IN CASH AND CASH EQUIVALENTS	(125,345)	(17,090)
Cash and Cash Equivalents - Beginning of Year	1,072,841	1,089,931
CASH AND CASH EQUIVALENTS - END OF YEAR	\$ 947,496	\$ 1,072,841

-TENTATIVE REPORT FOR DISCUSSION PURPOSES ONLY

See accompanying Notes to Financial Statements.

**EXPLORE BUTTE COUNTY
NOTES TO FINANCIAL STATEMENTS
DECEMBER 31, 2023 AND 2022**

NOTE 1 PRINCIPAL ACTIVITY AND SIGNIFICANT ACCOUNTING POLICIES

Organization

Explore Butte County (EBC) is a nonprofit organization formed in to be the owner's association for the Butte County Tourism Business Improvement District. EBC purpose to be the destination marketing and management organization for Butte County tourism. EBC works with the cities and towns to market the county, increasing overnight stays and being awarded an annual assessment rate of 2% of gross short-term room rental revenue.

Financial Statement Presentation

EBC follows the recommendations of the Financial Accounting Standards Board (FASB). The FASB establishes standards for financial reporting by nonprofit organizations and requires that resources be classified for accounting and reporting purposes into two net asset categories according to externally imposed restrictions. A description of the two net asset categories are as follows:

Net Assets Without Donor Restrictions – Net assets available for use in general operations and not subject to donor restrictions.

Net Assets With Donor Restrictions – Net assets subject to donor-imposed restrictions. Some donor-imposed restrictions are temporary in nature, such as those that will be met by the passage of time or other events specified by the donor. Other donor-imposed restrictions are perpetual in nature, where the donor stipulates that resources be maintained in perpetuity. Donor-imposed restrictions are released when a restriction expires, that is, when the stipulated time has elapsed, when the stipulated purpose for which the resource was restricted has been fulfilled, or both.

Expenses are reported as decreases in net assets without donor restrictions. Gains and losses on investments and other assets or liabilities are reported as increases or decreases in net assets without donor restrictions unless their use is restricted by explicit donor stipulation or by law. Expirations of donor restrictions on net assets (i.e., the donor-stipulated purposes have been fulfilled or the stipulated time period has elapsed), except for those restrictions met in the same year as received, are reported as revenues of net assets without donor restrictions.

**EXPLORE BUTTE COUNTY
NOTES TO FINANCIAL STATEMENTS
DECEMBER 31, 2023 AND 2022**

NOTE 1 PRINCIPAL ACTIVITY AND SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

Cash and Cash Equivalents

For cash flow reporting purposes, cash and cash equivalents include highly liquid investments with maturities of three months or less when purchased. The Institute maintains its cash balances in institutions that are insured up to \$250,000 by the Federal Deposit Insurance Corporation (FDIC). At times, the bank account balances may exceed federally insured limits.

Accounts Receivable

Management believes all balances are collectible; accordingly, no allowance for doubtful accounts has been established. Receivables are determined to be past due based on contractual terms. Accounts receivable amounted to \$257,131 and \$184,509 at December 31, 2023 and 2022, respectively.

Income Taxes

EBC is exempt from income taxes under Internal Revenue Code Section 501(c)(6) EBC has adopted provisions of Financial Accounting Standards Board (FASB) Accounting Standards Codification ASC 740-10, *Income Taxes*. Accordingly, tax related assets and liabilities are recognized to the extent it is more likely than not that the reporting entity's tax treatment would be sustained in the event of an examination by the taxing authorities. After they are filed, the Institute's income tax returns remain subject to examination by taxing authorities, generally three years for federal returns and four years for state returns.

Functional Allocation of Expenses

The costs of providing for various programs and other activities have been reported on a functional basis in the statement of activities. The statements of functional expenses present the natural classification detail of expenses by function. Accordingly, certain costs have been allocated among various programs and supporting services based on allocations made by management. Allocation methods are based on employees' time incurred and on resource usage.

Change in Accounting Principle

The Organization has adopted ASU 2016-13, Financial Instruments – Credit Losses (Topic 326): Measurement of Credit Losses on Financial Instruments, as amended, which modified the measurement of expected credit losses. The Organization adopted this new guidance utilizing the modified retrospective transition method. The adoption of this Standard did not have a material impact on the Organization's financial statements.

**EXPLORE BUTTE COUNTY
NOTES TO FINANCIAL STATEMENTS
DECEMBER 31, 2023 AND 2022**

NOTE 1 PRINCIPAL ACTIVITY AND SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

Advertising Costs

Advertising costs are expensed as incurred and approximated \$192,418 and \$213,879 during the years ended December 31, 2023 and 2022, respectively.

Use of Estimates

The preparation of financial statements in conformity with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenue and expenses during the reporting period. Actual results could differ from those estimates.

Contracts and Program Income with Customers

EBC maintains contracts with customers to provide professional services as an independent contractor with the surrounding cities and towns. Per the contracts with the cities, EBC is awarded an annual assessment rate of 2% of gross short-term room rental revenue. For the support for county events, the marketing, advertising, and creative support services are billed, and payments are received after the contractual performance obligations have been satisfied. Once contractual performance obligations have been met, revenue is recognized at the point in time. There are no implied or contractual obligations for returns, refunds, or warranties.

Subsequent Events

EBC has evaluated all subsequent events through **REPORT DATE**, the date the financial statements were available to be issued.

NOTE 2 LIQUIDITY AND AVAILABILITY

Financial assets available for general expenditure, that is, without donor or other restrictions limiting their use, within one year of the statement of financial position date, comprise the following:

	2023	2022
Cash and Cash Equivalents	\$ 947,496	\$ 1,072,841
Accounts Receivable	257,131	184,509
Current Financial Assets as of December 31	1,204,627	1,257,350
Financial Assets Available to Meet Cash Needs for General Expenditure Within One Year	\$ 1,204,627	\$ 1,257,350

**EXPLORE BUTTE COUNTY
NOTES TO FINANCIAL STATEMENTS
DECEMBER 31, 2023 AND 2022**

NOTE 3 PROPERTY AND EQUIPMENT

Property and equipment consist of the following at December 31, 2023 and 2022:

	2023	2022
Automotive Equipment	\$ 19,636	\$ 18,185
Furniture and Fixtures	137,837	137,837
Subtotal	157,473	156,022
Less: Accumulated Depreciation	(73,992)	(43,328)
Total Property and Equipment	\$ 83,481	\$ 112,694

Depreciation expense totaled \$30,664 and \$29,637 for the years ended December 31, 2023 and 2022, respectively.

NOTE 4 LEASES

Leasing operations consist principally of an operating lease of commercial real estate on a month-to-month agreement in which EBC is the lessee. The Organization has elected, for all underlying classes of assets to not recognize ROU asset and lease liabilities for short-term leases that have a lease term of 12 months or less at least commencement, and do not include an option to purchase the underlying asset which the Organization is reasonably certain to exercise. The Organization recognizes the lease payments in profit and loss and a straight-line basis over the lease term and variable lease payments in the period in which the obligation for those payments is incurred.

Total lease expense, for short-term leases for the years ended December 31, 2023 and 2022 amounted to \$7,434 and \$7,455, respectively, and is included in expenses.

NOTE 5 UNRESTRICTED, BOARD-DESIGNATED, AND RESTRICTED NET ASSETS

Unrestricted, board-designated net assets were available for the following purposes at December 31, 2023 and 2022:

	2023	2022
Zone Marketing	\$ 273,017	\$ 136,608
Contingency - 3%	149,330	149,330
Film Commission	-	68,204
Wayfinding Signage	-	68,204
Mobile Visitor Cente	-	11,553
Rebranding Project	-	52,660
Total Board-Designated	\$ 422,347	\$ 486,559

**EXPLORE BUTTE COUNTY
NOTES TO FINANCIAL STATEMENTS
DECEMBER 31, 2023 AND 2022**

NOTE 6 CONCENTRATIONS

For the years ending December 31, 2023 and 2022, EBC's largest sources of revenue included program income/support for county events from the City of Chico for 71% and 71% of total revenue, and the City of Oroville for 16% and 18% of total revenue, respectively. Additionally, the balances due from the City of Chico represent 56% and 75% and from the City of Oroville 21% and 24% of total accounts receivable at December 31, 2023 and 2022, respectively.

-TENTATIVE REPORT-
DISCUSSION PURPOSES ONLY

Client: **A824582 - Explore Butte County**
Engagement: **Audit 2023 - Explore Butte County**
Period Ending: **12/31/2023**
Trial Balance: **0900,00 - TB- NFP**

Account	Description	UNADJ 12/31/2023	JE Ref #	AJE	FINAL 12/31/2023	1st PP-FINAL 12/31/2022
1000	Tri Counties Bank	84,120.00			84,120.00	1,072,841.00
1010	GVB Checking #7188	343,149.00			343,149.00	0.00
1020	GVB Airport #7196	20,002.00			20,002.00	0.00
1030	GVB Savings #7251	500,225.00			500,225.00	0.00
1100	Accounts Receivable	273,248.00		(16,117.00)	257,131.00	184,509.00
			AJE - 5	(16,117.00)		
1400	Prepaid Expenses	12,956.00			12,956.00	0.00
1500	Furniture and Equipment	19,636.00			19,636.00	18,185.00
1550	Vehicle	137,837.00			137,837.00	137,837.00
1600	Accumulated depreciation	(73,992.00)			(73,992.00)	(43,328.00)
2000	Accounts Payable	0.00		(26,297.00)	(26,297.00)	(25,128.00)
			AJE - 3	(26,297.00)		
2100	TCB Credit Card #1238-Carolyn D	100.00			100.00	(2,269.00)
2101	Credit Card #3044-Ashley Baer	0.00			0.00	(1,492.00)
2102	Credit Card #3036 -Alicia Salas	0.00			0.00	(2,483.00)
2105	Divvy - Nichole #1688	(6,994.00)			(6,994.00)	0.00
2220	Accrued Vacation/PTO	(6,451.00)			(6,451.00)	0.00
2400	Payroll Liabilities	(4,621.00)		(7,873.00)	(12,494.00)	(3,329.00)
			AJE - 4	(7,873.00)		
2410	Retirement plan liability	1,368.00			1,368.00	0.00
2500	Deferred Revenue	(50,000.00)		50,000.00	0.00	0.00
			AJE - 6	50,000.00		
3200	Unrestricted Net Assets	(936,996.00)		24,000.00	(912,996.00)	(837,954.00)
			AJE - 1	12,000.00		
			AJE - 1	12,000.00		
3305	Net Assets - Reserved:Reserved - Zone Marketing	(63,726.00)			(63,726.00)	(136,608.00)
3305.1	.1 Net Assets - Reserved:Reserved - Zone Marketing:Butte County - Microfunding	(2,551.00)			(2,551.00)	0.00
3305.2	.2 Net Assets - Reserved:Reserved - Zone Marketing:City of Chico - Microfunding	(202,880.00)		50,000.00	(152,880.00)	0.00
			AJE - 2	50,000.00		
3305.3	.3 Net Assets - Reserved:Reserved - Zone Marketing:City of Gridley - Microfunding	(1,602.00)			(1,602.00)	0.00

3305.4	.4 Net Assets - Reserved:Reserved - Zone Marketing:City of Oroville - Microfunding	(38,897.00)		(38,897.00)	0.00
3305.5	.5 Net Assets - Reserved:Reserved - Zone Marketing:Town of Paradise - Microfunding	(13,361.00)		(13,361.00)	0.00
3310	Net Assets - Reserved:Reserved - 3% Contingency	(149,330.00)		(149,330.00)	(149,330.00)
3315	Net Assets - Reserved:3315 -+ Reserved - Recovery Campaign	0.00		0.00	0.00
3320	Net Assets - Reserved:3320 -+ Reserved - Film Commission	0.00		0.00	(68,204.00)
3325	Net Assets - Reserved:3325 -+ Reserved - Wayfinding Signage	0.00		0.00	(68,204.00)
3330	Net Assets - Reserved:3330 -+ Reserved - Mobile Visitor Cente	0.00		0.00	(11,553.00)
3335	Net Assets - Reserved:3335 -+ Reserved - Rebranding Project	0.00		0.00	(52,660.00)
4200	Program Income:Butte County TBID	(6,311.00)		(6,311.00)	(6,443.00)
4300	Program Income:Chico TBID	(710,369.00)	16,446.00	(693,923.00)	(652,046.00)
			AJE - 5	16,446.00	
4350	Program Income:Gridley TBID	(6,275.00)		(6,275.00)	(12,098.00)
4400	Program Income:Oroville TBID	(166,785.00)		(166,785.00)	(202,581.00)
4500	Program Income:Paradise TBID	(49,502.00)		(49,502.00)	(46,066.00)
4800	Other Types of Income	(500.00)		(500.00)	(676.00)
4810	Other Types of Income:Interest Income	(326.00)		(326.00)	(107.00)
4815	Other Types of Income:4815 -+ CTA Registrations	0.00		0.00	0.00
4820	Other Types of Income:City of Chico - Microfunding	(10,000.00)		(10,000.00)	(150,000.00)
4830	Other Types of Income:County ARPA - Event Support (deleted)	(36,747.00)		(36,747.00)	(70,325.00)
4835	Other Types of Income:County ARPA -Wayfinding Signage	(59,653.00)		(59,653.00)	0.00
4850	Other Types of Income:Cooperative Program Funding	(4,200.00)		(4,200.00)	(14,216.00)
4870	Other Types of Income:4870 -+ Visitor Guide Advertising	0.00		0.00	(1,000.00)
4880	4800 -+ Other Types of Income:4880 -+ Zone marketing income	0.00		0.00	(200.00)
4920	Other Types of Income:4920 -+ Miscellaneous Revenue	0.00		0.00	0.00
4925	Other Types of Income:Credit card points (non-cash)	(690.00)		(690.00)	0.00
5200	2% Fee:2% Fee - Butte County	126.00		126.00	129.00
5300	2% Fee:2% Fee - Chico	14,207.00		(329.00)	13,878.00
			AJE - 5	(329.00)	
5350	2% Fee:2% Fee - Gridley	126.00		126.00	242.00
5400	2% Fee:2% Fee - Oroville	2,277.00		2,277.00	4,052.00
5500	2% Fee:2% Fee - Paradise	990.00		990.00	921.00
6010	Sales and Marketing Expense:Advertising	32,351.00		(24,000.00)	8,351.00
			AJE - 1	(12,000.00)	
			AJE - 1	(12,000.00)	
6011	Sales and Marketing Expense:Advertising:Advertising - Adwords	35,000.00		35,000.00	0.00

6012	Sales and Marketing Expense:Advertising:Advertising - Digital	92,937.00	14,172.00	107,109.00	0.00
			AJE - 3	7,086.00	
			AJE - 3	7,086.00	
6013	Sales and Marketing Expense:Advertising:Advertising - Social Media	18,407.00		18,407.00	0.00
6015	Sales and Marketing Expense:Advertising:Advertising - Print	23,015.00		23,015.00	0.00
6016	Sales and Marketing Expense:Advertising:Advertising - Other	466.00		466.00	0.00
6030	Sales and Marketing Expense:Conferences	98.00		98.00	4.00
6031	Sales and Marketing Expense:Conferences:CalTravel Annual Summit	3,712.00		3,712.00	0.00
6032	Sales and Marketing Expense:Conferences:Destiation Intern. Annual Conv.	5,454.00		5,454.00	0.00
6033	Sales and Marketing Expense:Conferences:Dest. Internation Summit	6,504.00		6,504.00	0.00
6034	Sales and Marketing Expense:Conferences:DMA West	2,700.00		2,700.00	0.00
6035	Sales and Marketing Expense:Conferences:Visit California	1,890.00		1,890.00	0.00
6050	Sales and Marketing Expense:Creative Services	19,064.00		19,064.00	76,457.00
6051	Sales and Marketing Expense:Creative Services:Creative- Video & Photography	81,243.00		81,243.00	0.00
6052	Sales and Marketing Expense:Creative Services:Creative - Written	2,115.00		2,115.00	0.00
6053	Sales and Marketing Expense:Creative Services:Creative - Influencer	27,583.00		27,583.00	0.00
6054	Sales and Marketing Expense:Creative Services:Creative - Other	5,534.00		5,534.00	0.00
6070	Sales and Marketing Expense:Dues and Memberships	3,750.00		3,750.00	1,020.00
6071	Sales and Marketing Expense:Dues and Memberships:Chamber of Commerce	2,630.00		2,630.00	0.00
6072	Sales and Marketing Expense:Dues and Memberships:CalTravel	1,499.00		1,499.00	0.00
6074	Sales and Marketing Expense:Dues and Memberships:DMAWest	975.00		975.00	0.00
6100	6000 -+ Sales and Marketing Expense:6100 -+ Marketing contracts	0.00		0.00	28,990.00
6110	Sales and Marketing Expense:Marketing contracts:Marketing Agency Account Management	112,597.00		112,597.00	117,674.00
6120	Sales and Marketing Expense:6100 -+ Marketing contracts:6120 -+ Jack Rabbit	0.00		0.00	0.00
6130	Sales and Marketing Expense:Marketing contracts:Public Relations	10,109.00		10,109.00	9,715.00
6140	Sales and Marketing Expense:6100 -+ Marketing contracts:6140 -+ CrowdRiff	0.00		0.00	15,049.00
6150	Sales and Marketing Expense:Marketing contracts:Research & Data	31,602.00		31,602.00	3,625.00
6160	6000 -+ Sales and Marketing Expense:6100 -+ Marketing contracts:6160 -+ Bandwango	0.00		0.00	26,964.00
6170	Sales and Marketing Expense:Marketing contracts:Project Management	1,950.00		1,950.00	44,568.00
6200	Sales and Marketing Expense:Meals	230.00		230.00	276.00
6310	Sales and Marketing Expense:Postage	(74.00)		(74.00)	1,020.00
6320	Sales and Marketing Expense:Printing	1,803.00		1,803.00	32,209.00
6340	Sales and Marketing Expense:Public Relations - Media	3,083.00		3,083.00	7,232.00
6350	Sales and Marketing Expense:Sales and Marketing Exp. -Other	2,947.00		2,947.00	812.00
6355	Sales and Marketing Expense:Hospitality for Hospitality	4,147.00		4,147.00	1,065.00

6360	Sales and Marketing Expense:6360 -+ Sponsorship Marketing	0.00		0.00	65,271.00
6370	Sales and Marketing Expense:Sponsorship Marketing	9,286.00		9,286.00	0.00
6410	Sales and Marketing Expense:Staffing - Marketing (90%):Staffing - Marketing Payroll	165,728.00		172,814.00	128,522.00
			AJE - 4	7,086.00	
6420	Sales and Marketing Expense:Staffing - Marketing (90%):Staffing - Payroll Taxes - Mktg	13,100.00		13,100.00	10,192.00
6430	Sales and Marketing Expense:Staffing - Marketing (90%):Workers Comp Insurance	2,640.00		2,640.00	2,094.00
6440	Sales and Marketing Expense:Staffing - Marketing (90%):Health Insurance	11,063.00		11,063.00	12,791.00
6450	Sales and Marketing Expense:Staffing - Marketing (90%):401k	3,547.00		3,547.00	0.00
6655	Sales and Marketing Expense:Vehicle - Van Expenses	3,434.00		3,434.00	8,654.00
6700	Sales and Marketing Expense:Website	33,505.00		33,505.00	63,641.00
6810	Destination Management Activity:ARPA Wayfinding	70,500.00		77,837.00	0.00
			AJE - 3	7,337.00	
6820	Destination Management Activity:City of Chico Travel Chico Brand	107,151.00		107,151.00	0.00
6830	Destination Management Activity:Destination Management Plan	13,070.00		13,070.00	0.00
6905	6900 -+ Zone and Micro-Marketing:6905 -+ Outside Contract Services	0.00		0.00	500.00
6910	Zone Micro-Funding:Chico Zone/Travel Chico	43,675.00		43,675.00	61,513.00
6920	6900 -+ Zone and Micro-Marketing:6920 -+ Paradise Zone	0.00		0.00	3,000.00
6930	Zone Micro-Funding:Oroville Zone	18,290.00		18,290.00	29,287.00
7010	Administration:Advertising	72.00		72.00	275.00
7020	Administration:Bank fees	243.00		243.00	81.00
7025	Administration Expenses:7025 -+ Credit card fees	0.00		0.00	0.00
7030	Administration:Conferences & Education	1,369.00		1,369.00	2,764.00
7031	Administration:Conferences & Education:CalTravel Board Meetings (deleted)	1,000.00		1,000.00	0.00
7032	Administration:Conferences & Education:Other (deleted)	3,676.00		3,676.00	0.00
7040	Administration:Contract Services	1,300.00		1,300.00	36,202.00
7045	Administration:Depreciation expense	30,664.00		30,664.00	29,637.00
7050	Administration:Education (deleted)	69.00		69.00	1,044.00
7070	Administration:General Administration	1,014.00		1,014.00	15,375.00
7100	Administration:Insurance	4,003.00		4,003.00	1,821.00
7150	Administration:Interest expense	133.00		133.00	0.00
7200	Administration:Meals	1,097.00		1,097.00	1,260.00
7210	Administration:Membership Dues	2,100.00		2,100.00	1,000.00
7220	Administration:Miscellaneous	4.00		4.00	0.00
7300	Administration:Office Supplies	6,250.00		6,250.00	1,047.00
7310	Administration:Postage	910.00		910.00	1,379.00

7320	Administration:Printing and Copying	516.00		516.00	957.00
7330	Administration:Professional fees - Accounting	45,772.00	4,788.00	50,560.00	12,460.00
			AJE - 3 2,550.00		
			AJE - 3 2,238.00		
7340	Administration:Professional fees - Legal	165.00		165.00	0.00
7360	Administration:Rent/ Office Space	7,434.00		7,434.00	7,455.00
7370	Administration:401k Administration	1,000.00		1,000.00	0.00
7410	Administration:Staffing - Admin (10%):Staffing - Admin Payroll	33,303.00	787.00	34,090.00	18,433.00
			AJE - 4 787.00		
7420	Administration:Staffing - Admin (10%):Payroll Taxes - Admin	2,569.00		2,569.00	1,615.00
7430	Administration:Staffing - Admin (10%):Workers Comp Insurance	504.00		504.00	385.00
7440	Administration:Staffing - Admin (10%):Health Insurance	3,762.00		3,762.00	1,677.00
7450	Administration:Staffing - Admin (10%):401K	861.00		861.00	0.00
7500	Administration:Subscriptions	2,328.00		2,328.00	6,150.00
7560	Administration:Telephone, Telecommunications	4,254.00		4,254.00	2,647.00
7570	Administration:Travel	5,529.00		5,529.00	3,040.00
7900	Administration:Admin Expense- Other	181.00		181.00	14,091.00
9500	COVID-19	0.00		0.00	0.00
CLA4830	Other Types of Income:City of Chico - ARPA	0.00	(100,000.00)	(100,000.00)	0.00
			AJE - 2 (50,000.00)		
			AJE - 6 (50,000.00)		

Total	0.00	0.00	0.00	0.00
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Net (Income) Loss	158,760.00	(73,713.00)	85,047.00	(10,830.00)
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