

#### 2023 BOARD OF DIRECTORS

Bruce Spangler, President Lake Oroville Holiday Inn Express & Suites, Oroville

Tamba Sellu, Treasurer Courtyard by Marriott, Chico

Kate Pinsonneault Hotel Diamond, Chico

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

Jennifer Owen CSU Chico University Farm

#### ADVISORY BOARD

Ev Duran, UTB Studios Patricia Macias, Museum of Northern California Art (monca) Debbie Moseley, Paradise Chocolate Fest Marci Shadd, The Colonia Building

Audrey Taylor, Downtown Chico Business Association Megan Gaddis, Chico Chamber of Commerce Eric Smith, Oroville Chamber of Commerce Monica Nolan, Paradise Chamber of Commerce

Katie Simmons, Butte County Administration Jennifer Macarthy, City of Chico Jordan Daley, City of Oroville Collette Curtis, Town of Paradise

# EXPLORE BUTTE COUNTY ANNUAL BOARD OF DIRECTOR MEETING

March 14, 2024 Time: 11:00 AM - 2:00 PM

EXPLORE BUTTE COUNTY
326 Huss Dr., Building E - Board Room, Chico, CA 95928

### **AGENDA**

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. CLOSED SESSION (11 am - 12 pm)

Anticipated Litigation: Pearson Collaborative Projects - Contract Termination Fees with Legal Counsel

- 2. OPEN PUBLIC MEETING (12:15 pm)
- REPORT ON CLOSED SESSION (15 minutes)
- 4. CONSENT ITEMS (5 minutes)
  - 4.1. APPROVE MINUTES FROM JANUARY 11, 2023 MEETING
  - 4.2. APPROVE DECEMBER 2023, JANUARY 2024 FINANCIAL REPORTS

    <u>December 2023 Reports</u> <u>January 2024 Report</u> February 2024 Report
- 5. ACTION ITEMS (30 minutes)
  - 5.1. BYLAW AMENDMENTS (Nichole Farley)

Amendment of the Board of Directors criteria for the City of Oroville and Butte County, City of Gridley, and City of Biggs to include a representative from the community at large with an interest in travel and tourism. Amendment of a quorum from five (5) members of the Board to a majority of the board serving.

Bylaws with Proposed Amendments - Summary of Bylaw Amendments

Recommendation: Approve the bylaw amendments as presented.

5.2. 2024 - 2025 BOARD OF DIRECTORS AND ADVISORS SLATE (Nominating Committee)

Directors Terms Expiring include Bruce Spangler (President) - Oroville lodging, Tamba Sellu (Treasurer) - Chico lodging, Jennifer Owens - Community At-Large

Current Vacant Seats include Chico Lodging (2023 - 2025 Term), Oroville Lodging (2023 - 2025 Term), Community At-Large (2023 - 2025 Term), Gridley & Unincorporated Lodging (2024 - 2026 Term)



#### **EXPLORE BUTTE COUNTY**

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Call for nominations to the Board of Directors and Advisors from the floor. Two vacancies for representation from the City of Oroville.

### Proposed 2024 - 2025 Board of Directors Slate

Recommendation: To appoint the 2024 - 2025 Board of Director and Advisors

5.3. 2024 - 2025 OFFICER APPOINTMENT (Nominating Committee)

Appointment of the 2024 - 2025 President of the Board, Treasurer of the Board, and Secretary of the Board.

### 2024 - 2025 Proposed Officer Slate

Recommendations: To appoint the 2024 - 2025 Board of Director and Advisors

### 6. STAFF REPORTS (45 minutes)

### 6.1. MADDEN MEDIA UPDATE (Lisa Baird)

Presentation of the Three-Year Marketing Strategy to advance Explore Butte County's brand awareness and 2024 marketing efforts to date.

### 6.2. MARKETING UPDATE (Ashley Baer)

Presentation of Explore Butte County's current internal marketing efforts to date.

### 6.3. COMMUNITY RELATIONS UPDATE (Cameo Calderon)

Presentation of the community outreach and engagement efforts, including Butte 365, to date.

### 6.4. EXECUTIVE DIRECTOR UPDATE (Nichole Farley)

Welcome Alaina Macarthy, Travel Chico Content Development Coordinator. Leadership Workshop on April 11, 2024 at Burnt Barn Distillery in Paradise.

### 7. 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.

### 8. ADJOURNMENT



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# EXPLORE BUTTE COUNTY BOARD OF DIRECTOR MEETING

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

EXPLORE BUTTE COUNTY
326 Huss Dr., Building E - Board Room, Chico, CA 95928

### **AGENDA**

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### 1. <u>CALL TO ORDER</u>

Board members present: Bruce Spangler, Tamba Sellu, Melissa Schuster, Kate Pinsonneault, and Jennifer Owens

### 2. CONSENT ITEMS

- 2.1. <u>APPROVE MINUTES FROM NOVEMBER 9, 2023 MEETING</u>
- 2.2. APPROVE SEPTEMBER, OCTOBER, NOVEMBER, DECEMBER 2023 FINANCIAL REPORTS <u>September 2023 Reports</u> <u>October 2023 Reports</u> <u>November 2023 Reports</u> <u>December 2023 Reports</u>
- 2.3. 2022 AUDIT REPORT
- 2.4. EXECUTIVE DIRECTOR PERFORMANCE REVIEW
- 2.5. <u>2024 STAFF GOALS</u>

Kate Pinsonneault asked to remove Item 2.5 - 2024 Staff Goals from the consent calendar. Melissa Schuster asked to remove the December 2023 Financial Report from Item 2.2.

Motion: Melissa Schuster made the motion to approve the Consent Items without the December 2023 Financial Reports and Item 2.5.

Second: Tamba Sellu

Vote: 5 - 0 - 0

### 3. <u>ACTION ITEMS</u>

#### 3.1. BUDGET REALLOCATION

Reallocate funds from Reserved - Wayfinding and Reserved - Film Commission to Zone Micro-Funding. Reallocate funds from Reserved - Mobile Visitors Center and Reserved - Rebranding Project to unrestricted funding.



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Recommendation: Approve the reversal of restricted zone micro-marketing funding allocated to Wayfinding and Film Commission reserve accounts collectively totaling \$136,408.52. Allocate \$136,408.52 proportionally to restricted jurisdiction zone micro-funding accounts based on 2016 - 2020 averages.

Recommendation: Approve the redistribution of restricted funds in the Mobile Visitors Center, equal to \$11,552.59, and the Rebranding Project, equal to \$52,660.00, to unrestricted general funds.

Motion: Kate Pinsonneault made the motion to reallocate Wayfinding and Film Commission reserve accounts collectively totaling \$136,408.52. Allocate \$136,408.52 proportionally to restricted jurisdiction zone micro-funding accounts based on 2016 - 2020 averages AND to redistribution of restricted funds in the Mobile Visitors Center, equal to \$11,552.59, and the Rebranding Project, equal to \$52,660.00, to unrestricted general funds.

Second: Melissa Schuster

Discussion: Melissa asked that the restricted funding for the Mobile Visitors Center had no current or future use for the van. Nichole confirm that those funds had no planned use for the MVC.

Ev Duran: Does this remove the dedicated funding for a Film Commission. Nichole said it would.

Vote: 5 - 0 - 0

### 3.2. <u>2024 ANNUAL BUDGET</u> - V2

Approval of the 2024 Annual Budget.

Recommendation: Approve the 2024 Budget

Nichole Farley presented the proposed budget as it compares to what was approved in the 2024 Annual Report for the Butte County TBID. Approved was an allocation of \$250K from reserves. Current budget reduced anticipated reserves spending to \$180K - with on time allocations for a visitor and resident sentiment survey, IPW by USTravel in LA, 2023 Audit, design and printing of the new Adventure Guide, and additional video/photography. \$70K of the budget is for on-going program expenses.

Discussion: Bruce Spangler would like to remove a \$5,000 allocation from "other" creative services.

Motion: Bruce Spangler made the motion to approve the budget with the removal of the \$5,000 allocation for "other" creative services.

Second: Kate Pinsonneault

Discussion: Asked if the project management line item is a "not to exceed". Nichole replied yes.

Vote: 5 - 0 - 0



### 3.3. <u>2024 PROPOSALS WITH PEARSON COLLABORATIVE PROJECTS</u> (Nichole Farley)

Three proposals for ongoing project management of the ARPA Wayfinding Project, Travel Chico Guide management, and general project management with a focus on the Strategic Plan and Leadership Development. The contracts are hourly, not to exceed \$12,000 for ARPA Wayfinding, \$6,000 for Travel Chico, and \$6,000 for Strategic Planning & Leadership

### PCP EBC Proposals

Recommendations: To approve the proposals for Pearson Collaborative Projects for ongoing project management of the ARPA Wayfinding Project, Travel Chico Guide management, and general project management with a focus on the Strategic Plan and Leadership Development.

Motion: Tamba Sellu made the motion to approve the proposals for Pearson Collaborative Projects for ongoing project management of the ARPA Wayfinding Project, Travel Chico Guide management, and general project management with a focus on the Strategic Plan and Leadership Development with a not to exceed for \$12,000 for ARPA Wayfinding, \$6,000 for Travel Chico, and \$6,000 for Strategic Planning & Leadership

Second: Melissa Schuster

Discussion: Jennifer Owens, the amounts are significantly lower then what was proposed in December and asked why. Nichole said that these are the amounts that we could in good standing pull from reserves to cover. The APRA Wayfinding project had limited amounts of funding left over in the contract to pay for Project Management.

Jennifer Owen also commented that Adventure Guide delivery could be handled by staff. Nichole agreed. The delivery of the Adventure Guide by John would be in partnership with Ashley to get the print copy in hand before August, not the physical delivery of the Guides.

Bruce Spangler thanked John for his work with EBC as an advisor, board member, and project manager. And for his work to bring Travel Chico to life.

Vote: 5 - 0 - 0

#### 2.5 2024 STAFF GOALS

Kate Pinsonneault has questions about the goal setting for the executive director and for staff. Nichole Farley as executive director did not have goals for 2023, her first year and the board did not set up a way for them to measure her success. We need to set clear goals and expectations which are measurable.

Bruce Spangler commented that Nichole went through the review process in November 2023 with some expectations to improve communication and create goals for the staff. Nichole has received feedback from Board Member prior to this meeting and has reached out to peers regarding their goal setting and bonus structures.



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Kate would like to see quarterly check-ins so the board has time for corrective action if needed and to help Nichole and the team reach their goals. Would like to see more detail into the goals as the ones presented are very broad.

Bruce suggested that the executive committee meetings can be used for quarterly check-ins with staff goals. The executive committee meetings are open to the public.

Kate said it is the Boards goal to set Nichole and staff up for success.

Bruce Spangler wanted to mention that staff goals for 2024 are flat from 2023 results. Staff goals are flat because we have a flat budget for marketing expenses while the cost of advertising and social media has increased, as discussed in the November 2023 meeting. Nichole was passionate that Ashley has been creative in spending and promotion of EBC to maintain the same numbers as previous years even with additional funding for marketing. And that moving forward we might need to measure marketing results in a different waynew KPIs.

Tamba would like to see how the cost of marketing is increasing compares to results.

Motion: Kate Pinsonneault made the motion to adopt the Staff Goals for 2024 as presented.

Second: Jennifer Owens

Discussion: Nichole mentioned that she will check in with the board this summer to see if the goals should be adjusted based on results. She will continue research on best practices for goals with her peers.

Vote 5 - 0 - 0

### 4. STAFF REPORTS

### 4.1. STRATEGIC PLAN UPDATE (Nichole Farley)

Update on Strategic Plan, ARPA Wayfinding Project, and Ripe Booking platform

Nichole Farley created a strategic plan tracking sheet which will be shared in the monthly stakeholder newsletter. It is also linked to the agenda. In April, Nichole will look for one board member to own each objective, Kate owning Objective 1; Melissa owning Objective 3.

Ripe is off to a slow start but with the new agency we are emphasizing a call to action to "book now" where appropriate. We have partnered with Wildflower Century to have a Book Now landing page on the Rase registration page and a dedicated email to remind participants to book their lodging reservations. We are also building out the incentives for people when they book through us. Nichole should be able to provide reporting on Ripe books at the March meeting.

### 5. 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.

#### 6. CLOSED SESSION: NONE

### 7. <u>ADJOURNMENT</u>

As of December 31, 2023

As of December 31, 2023


January - December 2025

		<del></del> -

January - December 2023



## **Financial Statements**

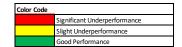
For the period ending YTD January 31st, 2024

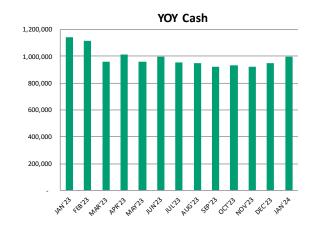
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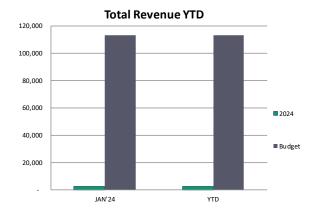
Page 1 -2	Dashboards
Page 3	Balance Sheet

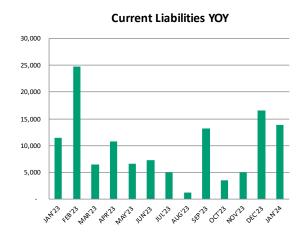
Page 4 Year to Date Statement of Activities

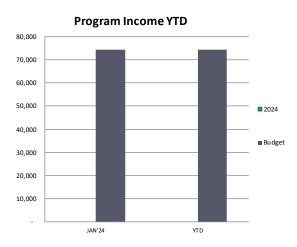
Page 5 Statement of Activities by Class

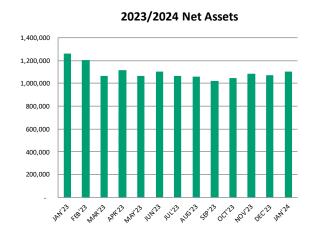


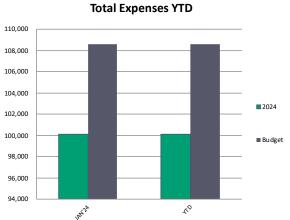


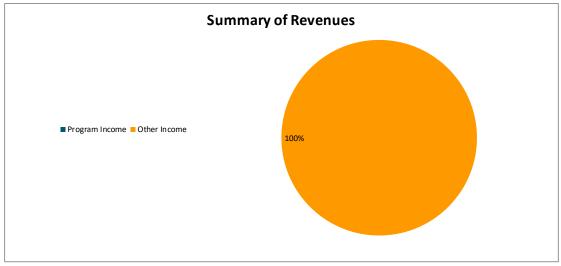


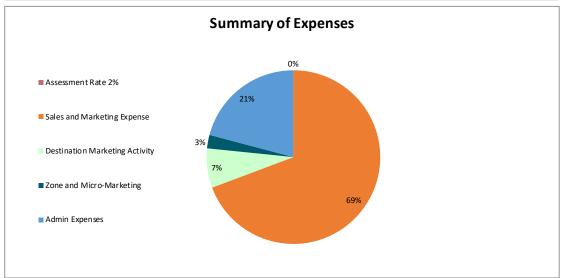


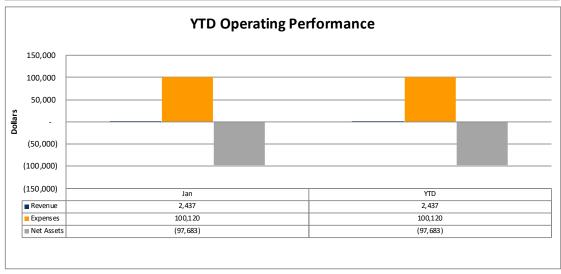












### Explore Butte Ccounty Comparative Balance Sheet

### For the period ending January 31st, 2024 and January 31st, 2023

	January 2024 \$	January 2023 \$	Variance Inc/(Dec) \$	Variance Inc/(Dec) %
ASSETS	·	·	·	
Current Assets				
Cash				
Checking	477,694	1,141,063	(663,369)	(58.1%)
Savings	500,856	-	500,856	100.0%
Money Market	20,006		20,006	100.0%
Total Cash	998,556	1,141,063	(142,507)	(12.5%)
Accounts Receivable	61,000	31,277	29,723	95.0%
Other Assets				
Prepaid Expenses	33,338		33,338	100.0%
	33,338		33,338	100.0%
Total Current Assets	1,092,894	1,172,339	(79,446)	(6.8%)
Fixed Assets				
Furniture And Equipment	19,636	19,636	-	-
Vehicle	137,837	137,837	-	-
Less Accumulated Depreciation	(76,475)	(43,328)	(33,147)	(76.5%)
Total Fixed Assets	80,998	114,145	(33,147)	(29.0%)
TOTAL ASSETS	1,173,891	1,286,484	(112,593)	(8.8%)
LIABILITIES				
Current Liabilities				
Accounts Payable	875	-	875	100.0%
Credit Card Payable	4,106	8,804	(4,697)	(53.4%)
Accrued Salaries and Wages	8,912	-	8,912	100.0%
Payroll Liabilities	31	2,625	(2,594)	(98.8%)
Total Current Liabilities	13,924	11,429	2,495	21.8%
Deferred Revenue	60,000	-	60,000	100.0%
TOTAL LIABILITIES	73,924	11,429	62,495	546.8%
NET ASSETS				
Unrestricted Net Assets	725,304	872,784	(147,480)	(16.9%)
Net Assets - Reserved	472,346	486,559	(14,213)	(2.9%)
Current Year Income	(97,683)	(84,288)	(13,396)	(15.9%)
Total Net Assets	1,099,967	1,275,055	(175,088)	(13.7%)
TOTAL LIABILITIES & NET ASSETS	1,173,891	1,286,484	(112,593)	(8.8%)

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

	Januar YTD - AC		January YTD - BU		VARIA TO BUE \$			ry 2023 CTUALS %	Jan '24 To ACTUALS \	
REVENUES & OTHER SUPPORT:	¥	76	•	76		70	*	76		76
Program Income										
Butte County Chico	-	-	515 57,508	0.5% 50.8%	(515) (57,508)	(100.0%) (100.0%)	-	-	-	-
Gridley	-	-	601	0.5%	(601)	(100.0%)	-	-	-	-
Oroville Paradise	-	-	12,875 3,004	11.4% 2.7%	(12,875) (3,004)	(100.0%) (100.0%)	-	-	-	-
Sub-Total Program Income	-	-	74,503	65.8%	(74,503)	(100.0%)	-	-	-	-
Other Income Interest Income	637	26.1%	8	0.0%	628	7,541.8%	9	4.4%	627	6,774.3%
Butte County - Microfunding	-	20.176	264	0.2%	(264)	(100.0%)	-	4.4 /0	-	0,774.376
City of Chico - Microfunding City of Oroville - Microfunding	-	-	21,490 4,491	19.0% 4.0%	(21,490) (4,491)	(100.0%) (100.0%)	-	-	-	-
County ARPA -Wayfinding Signage Town of Paradise - Microfunding	-	-	8,723 1,406	7.7% 1.2%	(8,723) (1,406)	(100.0%) (100.0%)	-	-	-	-
Cooperative Program Funding	800	32.8%	2,083	1.8%	(1,283)	(61.6%)	200	95.6%	600	300.0%
City of Gridley - Microfunding Other Income	1,000	41.0%	192	0.2%	(192) 1,000	(100.0%) 100.0%	-	-	1,000	100.0%
Sub-Total Other Income	2,437	100.0%	38,659	34.2%	(36,222)	(93.7%)	209	100.0%	2,227	1,064.4%
TOTAL REVENUE	2,437	100.0%	113,162	100.0%	(110,725)	(97.8%)	209	100.0%	2,227	1,064.4%
PROGRAM EXPENSES:										
Assessment Rate 2%				0.000		(400.55)				
2% Fee - Butte County 2% Fee - Chico	-	-	10 1,150	0.0% 1.0%	(10) (1,150)	(100.0%) (100.0%)				-
2% Fee - Gridley 2% Fee - Oroville	-	-	12 258	0.0% 0.2%	(12) (258)	(100.0%) (100.0%)	-	-	-	-
2% Fee - Paradise	-	-	60	0.1%	(60)	(100.0%)	_	-	-	-
Sub-total Assessment Rate 2%	-	-	1,490	1.3%	(1,490)	(100.0%)	-	-	-	-
Sales and Marketing Expense Advertising	11,455	470.1%	11,083	9.8%	371	3.4%	46,889	22,407.1%	(35,434)	(75.6%)
Conferences	682	28.0%	2,500	2.2%	(1,818)	(72.7%)	1,695	810.0%	(1,013)	(59.8%)
Creative Services Dues and Memberships	13,809 336	566.7% 13.8%	14,583 833	12.9% 0.7%	(775) (497)	(5.3%) (59.7%)	12,871	6,150.7%	938 336	7.3% 100.0%
Marketing Contracts Meals	6,765 392	277.7% 16.1%	13,417 250	11.9% 0.2%	(6,651) 142	(49.6%) 56.6%	-	-	6,765 392	100.0% 100.0%
Office Supplies	-	-	38	0.0%	(38)	(100.0%)	-		-	-
Postage Printing	21 206	0.9% 8.5%	208 3,750	0.2% 3.3%	(187) (3,544)	(89.8%) (94.5%)	2 -	1.1%	19 206	817.7% 100.0%
Public Relations Sales and Marketing Exp Other	132	5.4%	417 167	0.4% 0.1%	(285) (167)	(68.3%) (100.0%)	115	55.0%	17	14.8%
Hospitality for Hospitality	296	12.2%	333	0.3%	(37)	(11.1%)	-	-	296	100.0%
SponsorShip Marketing Travel Trader& Consumer Market Show	1,535	63.0%	500 2,083	0.4% 1.8%	1,035 (2,083)	207.1% (100.0%)	-	-	1,535	100.0%
Staff-Marketing Vehicle Maintenance	31,121 66	1,277.2% 2.7%	27,817 417	24.6% 0.4%	3,304 (351)	11.9% (84.2%)	7,899	3,774.8%	23,221 66	294.0% 100.0%
Website	2,551	104.7%	5,000	4.4%	(2,449)	(49.0%)	487	232.9%	2,064	423.5%
Sub-Total Sales and Marketing Expense	69,367	2,846.9%	83,396	73.7%	(14,029)	(16.8%)	69,959	33,431.6%	(592)	(0.8%)
Destination Marketing Activity ARPA Wayfinding	7,337	301.1%	8,560	7.6%	(1,223)	(14.3%)	1,796	858.0%	5,542	308.6%
City of Chico Travel Chico Brand Sub-Total Destination Marketing Activity	7,337	301.1%	8,560	7.6%	(1,223)	(14.3%)	2,328 4,123	1,112.3% 1,970.3%	(2,328)	(100.0%) 78.0%
	7,007	501.176	0,000	7.070	(1,220)	(14.070)	4,120	1,570.070	0,214	7 0.0 70
Zone and Micro-Marketing Chico Zone/Travel Chico	2,008	82.4%	3,333	2.9%	(1,326)	(39.8%)	2,527	1,207.6%	(519)	(20.5%)
Paradise Zone Oroville Zone	500	20.5%	583 2,500	0.5% 2.2%	(583) (2,000)	(100.0%) (80.0%)	-	-	500	100.0%
Sub-Total Zone and Micro-Marketing	2,508	102.9%	6,417	5.7%	(3,909)	(60.9%)	2,527	1,207.6%	(19)	(0.8%)
Admin Expenses Bank fees	_	_	42	0.0%	(42)	(100.0%)	6	2.9%	(6)	(100.0%)
Conference, Convention, Meeting	258	10.6%	625	0.6%	(367)	(58.8%)	1,161	554.8%	(903)	(77.8%)
Depreciation Filing fees/ taxes	2,483	101.9%	50	0.0%	2,483 (50)	100.0% (100.0%)	-	-	2,483	100.0%
General Administration Insurance	809	33.2%	250 417	0.2% 0.4%	559 (417)	223.5% (100.0%)	401	191.8%	407	101.5%
Meals	139	5.7%	83	0.1%	56	67.0%	131	62.4%	8	6.5%
Membership dues Office supplies	378	15.5%	100 333	0.1% 0.3%	(100) 44	(100.0%) 13.3%	2,100 385	1,003.5% 183.9%	(2,100) (7)	(100.0%) (1.9%)
Postage Printing and Copying	109	4.5%	46 83	0.0%	63 (83)	137.0% (100.0%)	123	58.8%	(14)	(11.8%)
Professional fees - Accounting	11,220	460.5%	2,500	2.2%	8,720	348.8%	875	418.1%	10,345	1,182.3%
Professional fees - Legal Professional fees - Human Resources	1,226 38	50.3% 1.5%	250 625	0.2% 0.6%	976 (587)	390.3% (94.0%)	-	-	1,226 38	100.0% 100.0%
Rent/ Office Space 401k Administration	525	21.5%	667 42	0.6%	(142) (42)	(21.3%) (100.0%)	690	329.7% -	(165)	(23.9%)
Staffing - Admin	3,396	139.4%	1,696	1.5%	1,700	100.2%	1,443	689.6%	1,953	135.3%
Subscriptions Telephone, Telecommunications	144 149	5.9% 6.1%	100 292	0.1% 0.3%	44 (143)	44.0% (49.0%)	252 123	120.3% 58.5%	(108) 26	(42.8%) 21.5%
Travel Admin Expense- Other	36	1.5%	292 208	0.3% 0.2%	(256) (208)	(87.7%) (100.0%)	73 125	34.9% 59.9%	(37) (125)	(51.0%) (100.0%)
Sub-Total Admin Expenses	20,908	858.1%	8,700	7.7%	12,208	140.3%	7,888	3,769.4%	13,020	165.1%
TOTAL PROGRAM EXPENSES	100,120	4,109.1%	108,563	95.9%	(8,443)	(7.8%)	84,497	40,378.8%	15,623	18.5%
NET INCOME/(NET LOSS)	\$ (97,683)	(4,009.1%)	\$ 4,599	4.1%	\$ (102,282)	(2,224.0%)	\$ (84,288)	(40,278.8%)	\$ (13,396)	(15.9%)

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

	1 - TBID		5 - Travel	6 - Wayfinding	
	Program	4 - MicroFunding	Chico ARPA	Signage - County ARPA	TOTAL
REVENUES & OTHER SUPPORT:					
Program Income					
Chico					-
Sub-Total Program Income	-	-	-	-	-
Other Income					
Interest Income	637				637
County ARPA -Wayfinding Signage Cooperative Program Funding	800				800
Other Income	1,000				1,000
Sub-Total Other Income	2,437	-	-	-	2,437
TOTAL REVENUE	2,437	-	-	-	2,437
PROGRAM EXPENSES:					
AA-D-4- 20/					
Assessment Rate 2% 2% Fee - Chico	_				_
Sub-total Assessment Rate 2%	-	-	-	-	-
0.1					
Sales and Marketing Expense Advertising	11,455				11,455
Conferences	682				682
Creative Services	13,809				13,809
Dues and Memberships	336				336
Marketing Contracts	6,765				6,765
Meals Postage	392 21				392 21
Printing	206				206
Public Relations	132				132
Hospitality for Hospitality	296				296
SponsorShip Marketing	1,535				1,535
Staff-Marketing Vehicle Maintenance	31,121 66				31,121 66
Website	2,351		200		2,551
Sub-Total Sales and Marketing Expense	69,167	-	200	-	69,367
Destination Marketing Activity				<b>-</b>	7.007
ARPA Wayfinding Sub-Total Destination Marketing Activity				7,337 7,337	7,337
Sub-Total Destination Marketing Activity	-	_	_	7,337	1,331
Zone and Micro-Marketing					
Chico Zone/Travel Chico			2,008		2,008
Oroville Zone		500 500	2,008		500 2,508
Sub-Total Zone and Micro-Marketing	-	300	2,006	_	2,506
Admin Expenses					
Conference, Convention, Meeting	258				258
Depreciation General Administration	2,483 809				2,483 809
Meals	139				139
Office supplies	378				378
Postage	109				109
Professional fees - Accounting	11,220				11,220
Professional fees - Legal Professional fees - Human Resources	1,226				1,226 38
Rent/ Office Space	38 525				525
Staffing - Admin	3,396				3,396
Subscriptions	144				144
Telephone, Telecommunications	149				149
Travel Sub-Total Admin Expenses	20,908	-	-	-	20,908
TOTAL PROGRAM EXPENSES	90,075	500	2,208	7,337	100,119
NET INCOME/(NET LOSS)	\$ (87,638)	\$ (500)	\$ (2,208)	\$ (7,337)	\$ (97,683)
,			. , , , , , , , , ,		, ,,,,,,



### Proposed Bylaw Modification

### **ARTICLE V: DIRECTORS**

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

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

Section 4: Criteria. An owner or management group which owns or manages multiple lodging businesses in Butte County may only have one (1) representative on the Board of Directors. Among the nine (9) Directors:

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

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

#### **ARTICLE VI MEETINGS**

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

### Bylaws of Explore ButteCounty

### A California Nonprofit Mutual Benefit Corporation

### ARTICLE I NAME AND PRINCIPAL OFFICE

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

### ARTICLE II PURPOSE

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

### ARTICLE III LIMITATIONS

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

Upon the dissolution or winding up of the Corporation, after payment of, or provision for payment of, all debts and liabilities of this Corporation, the remaining assets shall be distributed to a nonprofit fund, foundation or corporation which has been formed to provide benefits or services for Butte County and which has established its tax exempt status under §50l(c) of the Internal Revenue Code. If no such corporation as described above is in existence at the time of dissolution, then the remaining assets shall be distributed to a nonprofit fund, foundation or corporation, which has established its tax-exempt status under §501(c) of the Internal Revenue Code.

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

#### ARTICLE IV MEMBERS

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

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

### ARTICLE V DIRECTORS

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

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

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

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

Among the nine (9) Directors:

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

interest in Butte County's travel and tourism industry.

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

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

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

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

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

- A. The death, removal or resignation of any Director; or
- B. The declaration by resolution of the Board of a vacancy in the office of a Director who has been convicted of a felony, declared of unsound mind by a court order, or found by final order or judgment of any court to have breached a duty arising under Corporations Code §7238, the BCTBID Management District Plan, or other applicable laws; or
- C. An increase in the authorized number of Directors; or
- D. The failure of an election to elect the number of Directors required to be elected

in that election; or

- E. A Director missing three regular meetings in a row and an affirmative vote by the remaining Directors to remove the absent Director; or
- F. A Director no longer meeting the criteria in Section 4 of this Article.

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

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

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

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

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

Section 13: Advisors. The Board may designate individuals to serve as advisors to the Board. Advisors will receive notice of meetings in the same manner as Directors but will not be considered Directors for any purpose including voting.

Advisors shall serve for a term of one (1) year and may be removed by the Board at any time. Advisors shall be voted on by the Board of Directors at the annual meeting. Advisors will be a representative from their place of business' location or from their service area. Advisors shall be removed from their position by missing three (3) consecutive regular meeting; they can send a representative in their stead. There shall be no more than two (2) times the total number of voting Board members serving as Advisors to the Board. The Nominating Committee will have the power to review nominees annually and ensure there is reasonable representation from the participating jurisdictions.

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

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

### **ARTICLE VI MEETINGS**

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

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

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

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

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

Section 6: Telephonic Appearance. Teleconferencing, as authorized by §54953 of the Ralph M. Brown Act may be used for all purposes in connection with meetings. All requests for a telephonic appearance must be made to the President of the Board at

least 72 hours in advance. Board Advisors can make the same request of the President. All votes taken during a teleconferenced meeting shall be by roll call. If teleconferencing is used, the Board shall post the agenda at all teleconference locations and conduct teleconference meetings in a manner that protects the statutory and constitutional rights of the parties or the public appearing before the Board. Each teleconference location shall be identified in the notice and agenda of the meeting, and each teleconference location shall be accessible to the public. During the teleconference, at least a quorum of the members of the Board shall participate from locations within the boundaries of Butte County. The agenda shall provide an opportunity for members of the public to address the legislative body directly pursuant to §54954.3 at each teleconference location.

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

### ARTICLE VII OFFICERS

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

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

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

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

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

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

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

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

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

- A. The Secretary shall keep or cause to be kept, at the corporation's principal office or such other place as the Board may direct, a book of minutes of all meetings, proceedings, and actions of the Board, and of committees of the Board. The minutes of meetings shall include the time and place that the meeting was held; whether the meeting was annual, general, or special, and if special, how authorized; the notice given; the names of persons present at Board and committee meetings; and any action taken and the vote or abstention on that action of each Director present for the action.
- B. The Secretary shall keep or cause to be kept, at the corporation's principal office, a copy of the Articles of Incorporation and Bylaws, as amended to date.
- C. The Secretary shall keep or cause to be kept, at the corporation's principal office or at a place determined by resolution of the Board, a record of the Corporation's Directors, showing each Director's name, address, and business represented.
- D. The Secretary shall give, or cause to be given, notice of all meetings that these Bylaws require to be given. The Secretary shall keep the corporate seal, if any, in safe custody and shall have such other powers and perform such other duties as the Board or the Bylaws may require.
- E. The Secretary shall maintain, or cause to be maintained, the corporation's records in accordance with the requirements of the California Public Records Act, Government Code §6250 et seq.

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

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

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

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

Section 12: Loans. The corporation shall not loan any money or property to, or guarantee the obligation of, any Director or officer of the corporation. The corporation

may advance money to a Director or officer for reasonable business expenses, provided that the Director or officer is entitled to reimbursement.

### **ARTICLE VIII COMMITTEES**

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

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

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

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

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

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

### ARTICLE IX INDEMNIFICATION AND INSURANCE

### Section 1: Indemnification.

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

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

#### ARTICLE X RECORDS

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

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

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

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

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

- A. <u>BCTBID Annual Report</u>. The BCTBID annual report will be prepared and submitted in accordance with the provisions of Streets and Highways Code §36650 and the BCTBID Management District Plan.
- B. <u>Corporation Annual Report</u>. The Corporation annual report shall be prepared within 120 days after the end of the corporation's fiscal year. This section shall not apply if the corporation receives less than \$10,000 in gross revenues or receipts during the fiscal year. The report shall contain the following information in appropriate detail:
  - 1. A balance sheet as of the end of the fiscal year, an income statement, and statement of cashflows for the fiscal year, accompanied by an independent accountant's report, or if none, by the certificate of an authorized officer of the corporation that they were prepared without audit from the corporation's

books and records;

- 2. A statement of the place where the names and addresses of current Directors are located; and
- 3. Any other information required by these Bylaws or the Board.

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

#### A. The statement shall include:

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

#### ARTICLE XI OPERATIONS AND ADMINISTRATION

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

Section 2: Funds. All funds of the corporation shall be deposited in such banks, trust companies, or other reliable depositories as the Board from time to time may determine.

All checks, drafts, endorsements, notes and evidence of indebtedness of the corporation shall be signed by such officers or agents of the corporation and in such manner as the Board may determine from time to time. Endorsements for deposits to the credit of the corporation shall be made in such manner as the Board may determine from time to time.

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

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

#### ARTICLE XII AMENDMENT

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

#### **CERTIFICATE OF SECRETARY**

- I, Melissa Schuster, certify as follows:
- 1. I am the duly elected and acting, Secretary of Explore Butte County, a California Nonprofit Mutual Benefit Corporation;
- 2. That these Bylaws, consisting of 14 pages, inclusive of the Certificate of Secretary, are the Bylaws of the corporation as modified by the Board of Directors on March 14, 2024;
- That these Bylaws have not been amended or modified since that date.





#### 2024 Board of Director Appointment Schedule

Directors Terms Expiring - March 2024

- Bruce Spangler (President) Oroville lodging
- Tamba Sellu (Treasurer) Chico lodging
- Jennifer Owens Community At-Large

#### Vacant Seats

- Chico Lodging (2023 2025 Term)
- Oroville Lodging (2023 2025 Term)
- Community At-Large (2023 2025 Term)
- Gridley & Unincorporated Lodging (2024 2026 Term)

#### Proposed Board of Director Slate for 2024 - 2026

- A. Three (3) Directors shall be representatives of businesses paying the Butte County Tourism Business Improvement District ("BCTBID") assessment within the City of Chico:
  - Kate Pinsonneault (2023 2025 Term)
  - <u>Jason Olivares (2023 2025 Term)</u>
  - Tamba Sellu (2024 2026 Term)
- B. Two (2) Directors shall be representatives of businesses paying the BCTBID assessment within the City of Oroville:
  - Vacant (2024 2026 Term)
  - Vacant (2023 2025 Term)
- C. One (1) Director shall be a representative of a business paying the BCTBID assessment within the Town of Paradise
  - Melissa Schuster (2023 2025 Term)
- D. One (1) Director shall be a representative of a business paying the BCTBID assessment or a representative of the community at large with an interest in the travel and tourism industry within the unincorporated area of the County of Butte, the City of Gridley, or the City of Biggs:
  - Matt Reed (2024 2026 Term)
- E. Two (2) Directors shall be representatives of the community at large with an interest in Butte County's travel and tourism industry.
  - Megan Gaddis (2023 2025 Term)
  - Megan Kurtz (2024 2026 Term)



#### Proposed Advisors for 2024

Travel & Tourism Community Stakeholders

- Brian Curtis, Retired Marketing Specialist
- Clint Beckett, DoubleTree by Hilton
- Debbie LaPlant Moseley, Paradise Chocolate Festival and Downtown Chico Business Association
- Ev Duran, UTB Studios
- Jennifer Owens, Chico State
- Holli Drobny, Chico Area Recreation District
- Kendyle Lowe, Feather River Recreation and Parks District
- Pat Macias, MONCA

#### Downtown Business Association/Chamber of Commerce Advisors

- Mike Egbert, Chico Chamber of Commerce
- Eric Smith, Oroville Chamber of Commerce
- Monica Nolan, Paradise Chamber of Commerce
- Lynne Spencer, Gridley Chamber of Commerce
- Heather Johnson, Downtown Oroville Business Association

#### Jurisdiction Advisors

- Katie Simmons, Butte County Administration
- Jennifer McCarthy, City of Chico
- Patrick Piatt, City of Oroville
- Ron Lassonde, City of Paradise
- Representative, City of Gridley/Biggs



# THE STUFF YOU'RE GOING TO HEAR ABOUT

WE'TZE TZEADY TO GO!

Strategic Roadmap Overview
 Strategic Roadmap: Year 1
 Strategic Roadmap: Year 2
 Strategic Roadmap: Year 3
 2024 Annual Plan Summary

# **STRATEGIC ROADMAP** WHETZE DO WE GO?



Tourism Area Life Cycle (TALC) is a model developed by Richard Butler in the 1980s to explain the stages involved in the development of a tourism destination. TALC model has identified six stages involved in the life cycle of a tourism destination.

#### The Exploration Stage

- Small numbers of tourists
- Based on primary tourist attractions. These maybe natural or cultural.
- No secondary tourism attractions.
- → Tourism has no economic or social significance to local residents.

#### The Involvement Stage

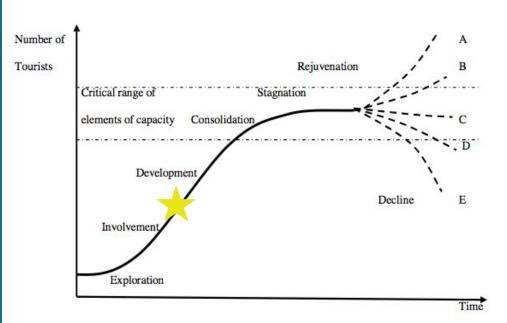
- → Local residents become involved in tourism
- → Emergence of tourism infrastructure (accomodations, attractions, experiences).
- → A tourism season may develop.
- Pressure develops for governments to improve transport for tourists.

#### The Development Stage

- → High numbers of tourism may exceed the local population during peak periods.
- Heavy advertising will create well-defined target markets.
- Natural and cultural attractions will be developed and marketed.
- → Local residents may begin to be negatively impacted by physical changes to the area due to visitors.



#### **TOURISM AREA LIFE CYCLE (TALC)**



# THE 5 C's OF DESTINATION STRATEGY

The foundation of strategy requires an in-depth understanding of the full landscape surrounding the brand.

- COMPANY (That's You): Gaining an understanding both of the organization AND the destination. Dive into organization's goals & objectives, staff and stakeholders, in addition, what are the qualities and characteristics of the destination, compelling reasons to visit, product development pipeline, etc.
- **CULTURE**: Evaluate industry trends and consumer behavior, ensuring your brand strategy is responsive and forward-looking within the context of prevailing market dynamics. Can we leverage any of those trends in messaging and/or marketing efforts?
- **COMMUNITY**: Ground your strategy in resident sentiment, identifying emotional touchpoints and values that form the basis of authentic brand narratives.
- **COMPETITION**: Conduct competitive analysis to identify market differentiation opportunities. What sets you apart? What are issues or barriers that might prevent visitors from visiting?
- **CONSUMER**: Delve into audience perception, exploring brand awareness and current views of your destination. Gain an understanding of the visitors via visitor profile studies and collecting all the data we can on past and potential visitors.



# > STRATEGIC ROADMAP

#### **YEAR 1: EVALUATE**

Key initiatives in year one will be focused on **organization and benchmarking**.

- → Media: how are we performing as a baseline? What channels resonate with target audiences?
- → Creative: launch and test new brand performance across all channels.
- Partnerships: Deepen collaboration opportunities with with complimentary agency partners that are engaging with similar target audience groups
- → Resident Engagement: Establish a baseline for resident sentiment and engagement for future growth.

#### **YEAR 2: EXPAND**

Key initiatives in year two to focus on extending brand awareness and conversion.

- Media: deepen tactics in proven markets, test tactics in emerging markets, and execute competitive conquesting.
- → Creative: expand content and creative assets to support top performing travel intents.
- Partnerships: Expand partnership opportunities with influential partners in destination for marketing collaboration.
- Resident Engagement: Activate and expand pride of place campaigns and placemaking initiatives.

#### **YEAR 3: REFINE**

Key initiatives in year three to focus on continued refinement of **multi-channel strategy** 

- → Media: replicate success; test innovative channels; focus on deeper integration across all owned, earned and paid channels.
- Creative: connect brand directly to consumers through market activations
- Partnerships: execute strategic brand partnership campaigns.
- Resident Engagement: arm community stakeholders with tools to actively promote destination.

# Year 1

# Organization and Benchmarking

#### 1. Benchmarks & KPIs

- Establish key benchmark metrics and KPIs based on historical data to monitor effectiveness of messaging, targeting and conversion.
  - A. Y/Y increase in visitation from core drive markets
  - B. Y/Y increases in occupancy rates and ADR
  - C. Increase in brand awareness and intent signals as measured through secondary KPI's including:
    - 1. Increase in website visitation and engagement
    - 2. Increase in social engagement
- II. Establish benchmark for resident and community sentiment for the Explore Butte County brand
  - A. Monitored through the development and execution of annual resident survey to measure improvement

# 2. Define Brand Position & Content Strategy

- I. Clearly define the Explore Butte County brand position and content strategy to drive all collective marketing efforts.
  - A. Establish a foundation for more rich storytelling to deepen engagement among consumers and residents.

# Year 1, cont.

# Organization and Benchmarking

#### 3. Drive Markets

Focus paid channel goals on increasing awareness and conversion in known drive markets; utilizing year one for foundational learning and testing of messaging, performance trends, and opportunities for optimization.

#### 4. Creative

Refresh primary destination materials to match new Explore Butte County brand

- I. Develop 24/25 Adventure Guide
- II. I aunch new website

# 5. Determine Partnership Synergies

- I. Identify stakeholder partners that are engaging with similar target audience groups to align marketing efforts
  - A. 'Campus Connections': Chico State; Butte College
  - B. Chambers, DBA groups, Rec districts, DWR
- I. Shared assets and messaging
  - A. Collaborate at key events with promotional materials
    - 1. Activate a booth or the mobile visitor center
    - Distribute welcome bags with Butte Collateral (hiking brochures, visitor guides, etc.)

# Year 2

#### **Extend The Brand**

# 1. Fully Integrated Brand Strategy

Expand learnings to support a fully integrated brand strategy across all paid, earned, and owned channels.

 Develop annual EBC content strategy and calendar to be shared across all collaborating entities

# 2. Sustain & Strengthen Core Markets

Sustain and grow core market visitation by expanding channel tactics to deepen engagement and diversifying messaging to more intentional niche markets.

- I. Prioritize key channels demonstrating high engagement
- I. Test and adapt to media landscape trends and behaviors
  - A. Paid media applying learnings from year one and expanding media mix

#### 3. Grow New Market Share

- I. Increase market share from competitor destinations
  - A. Utilize data tools to identify areas of opportunity
  - B. Strategic conquesting
- II. Monitor and test emerging markets and audiences.
  - A. Test and evaluate messaging pillars to prioritize in different markets
  - Diversify audience segmentation to identify and expand targeting

# Year 2, cont.

#### **Extend The Brand**

#### 4. Broaden Creative Asset Portfolio

Support brand and content strategy with refreshed promotional materials

- I. Refresh brand assets: Hiking brochure and resources
- I. Develop new content and materials: Biking campaign

# **5. Brand Partnership Opportunities**

Explore unique brand partnership opportunities for marketing collaboration

- Develop co-branded assets or investments in remarketing campaigns to extend brand(s) reach
  - A. Social media giveaways with established local brands (ex: Sierra Nevada, Klean Kanteen)
  - B. Notre Dame Bike Park influencer campaigns
  - Campus Connections: Chico State & Butte College
    - 1. Former Student publications + email lists
    - 2. Geofencing campus events + retargeting



# Year 2, cont.

#### **Extend The Brand**

## **6. Co-op Programs**

Evaluate feasibility of an expanded co-op marketing program

- I. Grow budget for specific events or regions
- II. Provide value to partners through co-branding and new channels of distribution

# 7. Pride of Place

- I. Activate and expand pride of place efforts with residents through coordinated roll out of local brand campaign
  - A. Grow brand to be more cohesive and inclusive across all county jurisdictions
- . Establish Tourism Impact Day or Annual Meeting to help share the benefits of tourism with stakeholders and greater community, encouraging positive storytelling of destination.

# Year 3

**Tailor Success** 

# **1. Brand Strategy**

Refine targeting, messaging and approach among all collaborating partners to be extremely intentional in the target markets and channels that drive the most ROI and most closely align with community values.

## 2. Expand Market Reach

Broaden consumer messaging and targeting beyond core drive markets

- I. Utilize data to identify second-tier markets
- II. Replicate strategies that generated the greatest ROI

# 3. Meetings & Groups

Align economic development priorities with sales (meeting and group) efforts

I. Explore feasibility of a sales position within EBC to support strategic sales initiatives - could be a dual sales and PR role to engage with interested groups (both tourism and economic development)



# Year 3

#### **Tailor Success**

# 4. Brand Partnership Campaigns

Execute strategic brand partnership campaigns

- I. Leverage brand identity in markets outside of typical media outlets
  - A. Retail displays in major commercial stores
    - Ex: Butte County Biking Guide next to Klean Kanteen in REI or Sierra Nevada in BevMO or at Great American Beer Festival
  - B. 'Campus Connections'
    - Develop extended stay incentives for existing special event weekends, ie: Parents Weekend, Alumni Weekend
    - Collaborate on special new event weekends; Labor Day, meet & greet with famous alumni

# 5. Local Champions

- I. Deepen resident sentiment through local engagement opportunities
  - A. Build upon Pride of Place efforts through merch line and out of market consumer activations
- II. Provide tools for stakeholders to actively promote destination
  - A. Host Destination Development trainings to encourage partners to engage locals & visitors with unique experiences



# **Brand Position**



**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 Northstate

#### WE ARE...

#### DOWN TO EARTH

Down to earth is about being open and honest. A person who is down to earth is a pleasure to find. They accept other people as equals.

#### AUTHENTIC

An authentic person puts the people around them at ease, like a comforting, old friend who welcomes us in and makes us feel at home. An authentic person is free to represent one's true nature or beliefs: true to oneself and to others.

#### OUTDOORSY

An outdoorsy person is fond of nature and enjoys being active outside.

#### DETERMINED

Being determined is about coming to a decision and settling on a purpose or action.

#### VALUE

Value in the experience in both importance and worth.

#### BUT NOT...

#### MUNDANE

Simple or Hippie

#### BOSSY or PRETENTIOUS

Authoritarian or elitist

#### ATHLETIC or EXTREME

Wild or uncivilized

#### PUSHY

Relentless or inflexible

#### CHEAP

Tacky or discounted



# **Crafting Butte County's Brand Strategy**

#### COMPANY

- → Key Business Objectives
- Company & Destination Landscape
- → Hotel Lodging Analysis

#### **CULTURE**

→ Consumer & industry trends

#### COMMUNITY

- → Stakeholder Sentiment
- → Resident Sentiment

#### COMPETITION

- Key Market Competitors
- → Market Share & Differentiation

#### **CONSUMER**

- → Visitor Profile
- → Destination Perceptions



# **COMPANY**

#### **KEY ORGANIZATIONAL GOALS + OBJECTIVES**

- 1. Advance the Butte County county-wide brand identity
- 2. Expand and diversity the experience base
- 3. Advocate for investments in Butte County's visitor economy
- 4. Lead the Butte County tourism industry

#### **COMPANY LANDSCAPE**

- Explore Butte County is a small, collaborative staff of three people.
- The key stakeholders and decision-makers of the organization consist of the a.) Staff, and b.)
   Board of Directors.
- Low ADR impacts overall budget

#### **DESTINATION LANDSCAPE**

- Abundance of opportunity for all recreation
  - Biking pipeline
- Agriculture and natural resources, farm community

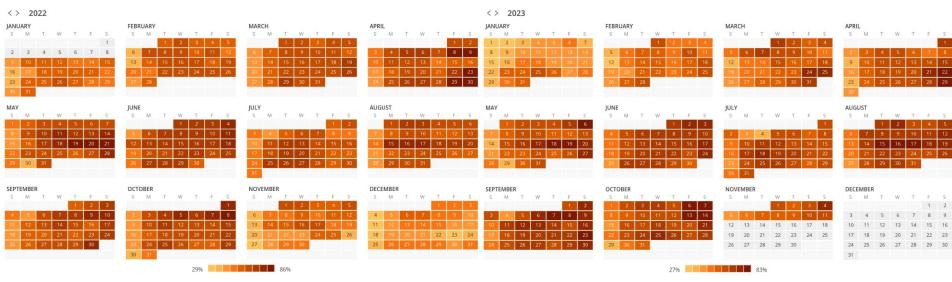




# STR OCCUPANCY RATE TREND ANALYSIS

#### Seasonality is consistent and should be an important consideration for Butte County marketing

- Low season falls December-March
- High season runs May/June and Sept/Oct

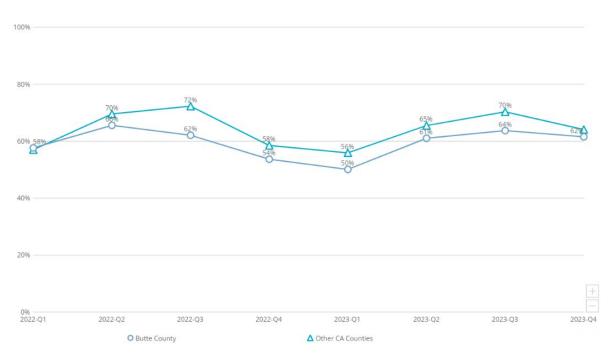


Source: Smith Travel Research



# STR OCCUPANCY RATE COMPARISON

Butte County **occupancy rate** from the start of 2022 was consistent and slightly below average for other CA counties. **RevPar** also saw a similar theme, while **ADR** remains on the lower end when compared to other CA counties.





# **CULTURE**

#### **CONSUMER BEHAVIOR**

- Economic anxiety
- Political uncertainty
- Looking for an escape
  - 'Adventure Travel' travel type
- Looking for 'undiscovered', 'lesser-known' and 'off-the-beaten-path"due to the crowding and high costs of popular destinations

#### **INDUSTRY TRENDS**

- Storytelling that focuses on compassion & unity
- Affordable travel travel dupes
- Flight-light emphasis on long haul and short haul road trips
- Bleisure travel targeting digital nomads and business travelers
- Educational opportunities opportunities for educational itineraries and experiences that are unique to the region or destination



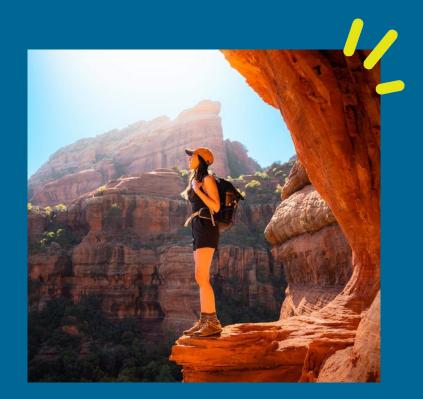
# COMMUNITY

#### STAKEHOLDER SENTIMENT

- Underestimated
- Resilient
- 'Almost' On the cusp of potential
- Lack of attractions
- Distance between jurisdictions is a collaboration barrier
- Negative self-image / victim mentality

#### **RESIDENT SENTIMENT**

- Sentiment Surveys: Understand how people outside of Explore Butte County perceive the destination to make more informed decisions around marketing strategies, and economic development plans.
  - o Results available March 2024





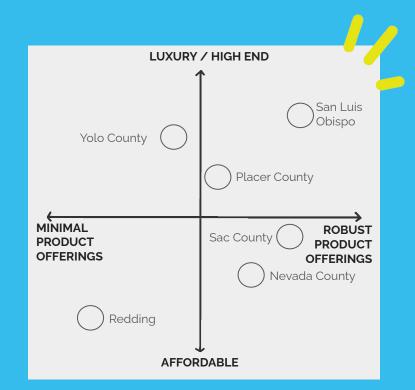
# COMPETITION

#### **KEY MARKET COMPETITORS**

- Sacramento County (STR)
- Placer County (STR)
- Yolo County / Davis
- Nevada County / Grass Valley & Nevada City)
- San Luis Obispo
- Redding

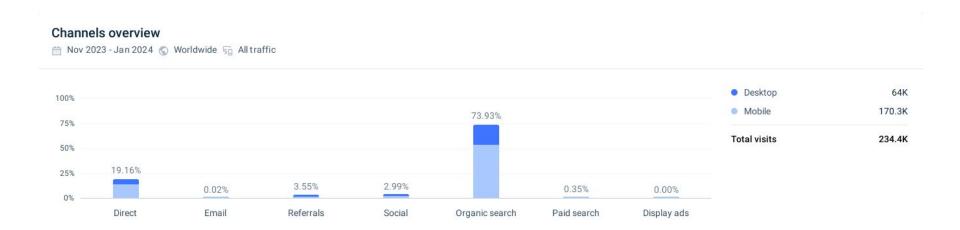
#### MARKET DIFFERENTIATION

- Big city (municipal park, university) & deeply rural (surrounding communities)
- Accessibility: Walkability, parking, bikeability
- Proximity: Sacramento, Gateway to Lassen National Park, SF Bay Area





# **SACRAMENTO**

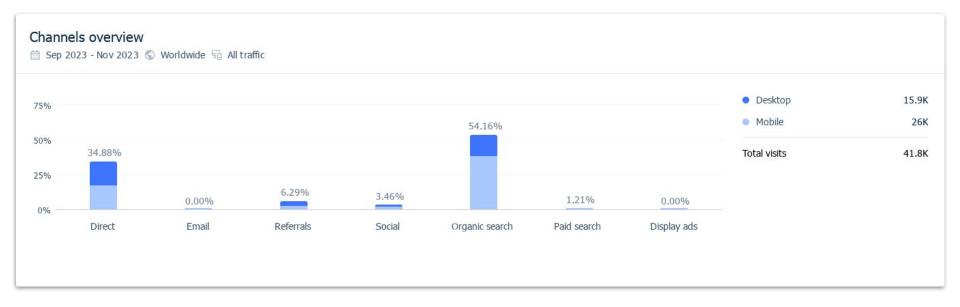


#### **INSIGHTS**

Organic search is the largest driver of traffic to the site - which suggests a deeper strategy is in play for them. Paid search efforts are minimal - simply a few thousand dollars a month at most, with a focus on "sacramento" keywords. Social channels include Meta, Pinterest, and LinkedIn - with Meta driving most of the social traffic.



# PLACER COUNTY

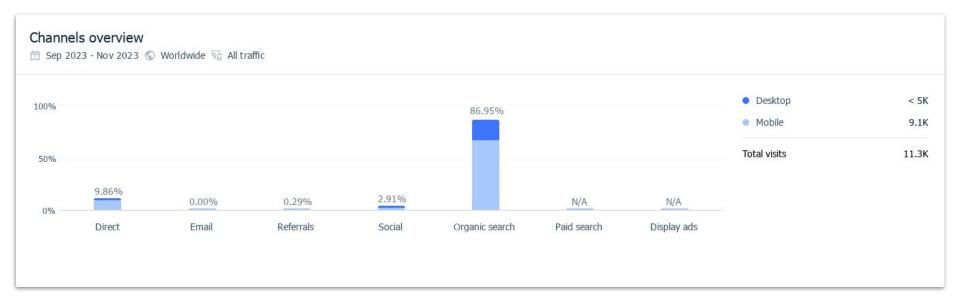


#### **INSIGHTS**

Direct and SEO traffic lead the way for Placer County's digital strategy efforts. Looking deeper at Social channels contributing, the majority of traffic in the past three months has been from Pinterest.



# YOLO COUNTY

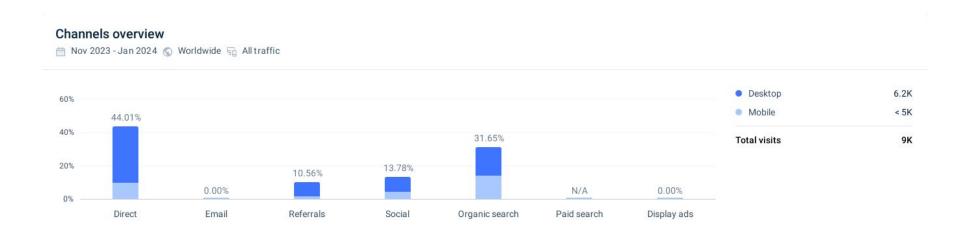


#### **INSIGHTS**

The destination is reliant on SEO traffic to their site. While a minimal amount of traffic did come from Social channels, the amount was so small that tools can determine which Social channel it was. Their overall traffic for the past three months is small - which explains why tools were not able to pick up a sampling.



# **NEVADA COUNTY**

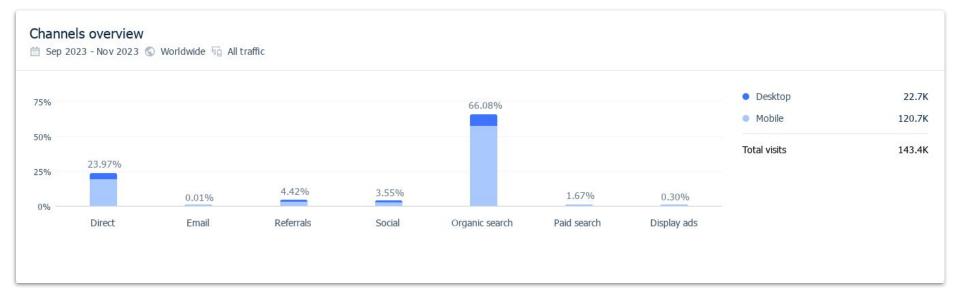


#### **INSIGHTS**

The largest channel driving traffic to the site is the Direct channel, which suggests a heavy off-line ad strategy (OOH, TV, print, etc.). No digital advertising appears to be registering for the site enough to be picked up by competitive tools. Minimal effort appears to be going towards SEO. And the only social channel they are using is Meta.



# SAN LUIS OBISPO



#### **INSIGHTS**

Visit SLO was the only competitor to register any measurable paid efforts. It relies largely on SEO and Direct traffic. Paid Social traffic came from Facebook, Display traffic was through the Google Display Network, and about \$2500 was spent in the past three months on Paid Search traffic.



# SAN LUIS OBISPO (creative)

#### PAID SEARCH ADS

Ad · https://www.visitslo.com › hotels › boutique

Boutique SLO Hotels - Stay in San Luis Obispo

Learn more about boutique hotel options in SLO with listings, locations and more. San Luis Obispo is home to many boutique hotels.

Ad · https://www.visitslo.com

San Luis Obispo Farmers' Market | Visit SLO

Create cherished moments in SLO and embrace that coastal charm. Book your SLO vacation. SLO's small town charm creates...

Ad · https://www.visitslo.com

San Luis Obispo Hotels - Stay in San Luis Obispo

San Luis Obispo is the perfect getaway with accommodations for a variety of travelers. Find a place to stay in San Luis Obispo that is the perfect fit and price for you. Great Weather.

#### **META ADS**





**Explore Outdoor Activities** 

LEARN MORE





VISITSLO.COM
Shop Like a Local
Live the SLO Life

LEARN MORE

Visit San Luis Obispo February 15 at 1:07 AM ·

The best things in life are best enjoyed slowly. SLO is

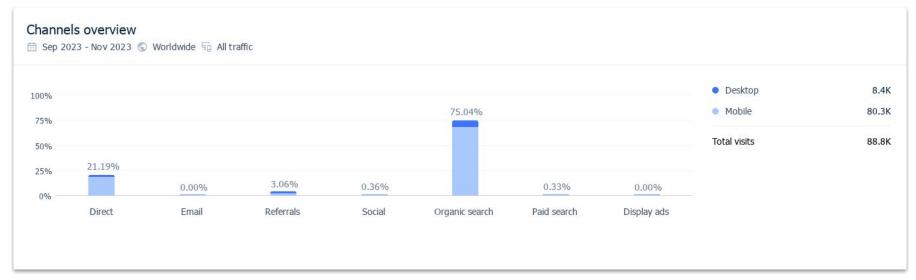


VISITSLO.COM
Find More Ways to Unwind
Live the SLO Life

LEARN MORE



## **VISIT REDDING**



#### **INSIGHTS**

The majority of traffic coming to the Visit Redding site was through SEO and Direct traffic. Referrals did contribute a small percentage. But this competitor does not appear to be utilizing any paid strategy or organic social strategy that is leading to growth of their brand digitally.



## **CONSUMER**

#### **VISITOR PROFILE STUDY**

- Visitor origin markets & opportunity markets
- Length of stay analysis
- Visitor demographics
- Visitor in-market behavior (POI focused)
- Visitor motivation: (association between organic web traffic and arrivals in-market)

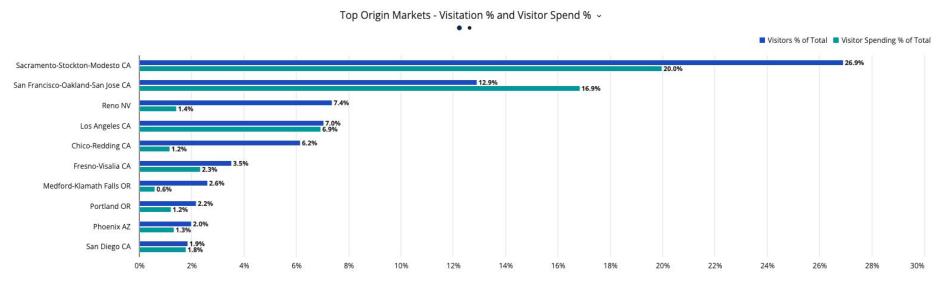
#### **DESTINATION PERCEPTIONS**

- Unpretentious
- Resilient
- Rural small-town living
- Affordable
- Lack of sophistication
- Socioeconomically depressed community





## **BUTTE COUNTY - TOP ORIGIN MARKETS**



Source: Zartico, January 1, 2021 through October 31, 2023



## **FAMILY TRAVELERS AUDIENCE**

Audience	Demographic Information	Top Channels	<b>Top Interests</b> Media Targeting Opportunities	Top Values	Messaging Recommendations
Drive Markets Fresno-Visalia, Sacramento, Medford-Klamath, Reno, Chico-Redding, San Francisco  1.2M Addressable Audience	63% female 63% age 25-44 55% HHI \$100k+ 71% college/post grad degree 86% married 93% children under 18	Facebook Instagram YouTube Connected TV  Hulu (with Ads) Disney Junior ESPN+ Bravo Travel Endemic	Travel Health & Fitness Finance News Sports	Caring Humility Tradition	Nurturing & Protective  Humble & Modest  Appreciation for Culture & Tradition
Fly Markets Los Angeles, Portland, Phoenix, Las Vegas  2.6M Addressable Audience	60% female 62% age 25-44 49% HHI \$100K+ 71% college/post grad degree 89% married 93% children under 18	Facebook Instagram Connected TV  Hulu (with Ads) Disney Junior ESPN+ Bravo Travel Endemic	Travel Sports Health & Fitness Food & Drink Finance News	Caring Safety Tradition	Nurturing & Protective  Protective & Secure  Appreciation for Culture & Tradition

**Source**: Resonate



## **OUTDOOR LOVERS AUDIENCE**

Audience	Demographic Information	Top Channels	<b>Top Interests</b> Media Targeting Opportunities	Top Values	Messaging Recommendations
Drive Markets Fresno-Visalia, Sacramento, Medford-Klamath, Reno, Chico-Redding, San Francisco  5M Addressable Audience	54% female 42% age 25-44 49% HHI \$150K+ 73% college/post grad degree 51% married 71% no children under 18	Instagram YouTube Reddit Travel Endemic	Travel Health & Fitness Finance News Food & Drink	Exciting Life Pleasure Creativity	Adventure & Inventiveness  Amusement & Indulgence  Original & Clever
Fly Markets Los Angeles, Portland, Phoenix, Las Vegas  9.5MM Addressable Audience	51% female 39% age 25-44 53% HHI \$100K+ 71% college/post grad degree 58% married 69% no children under 18	Instagram YouTube Reddit Travel Endemic	Travel Sports Health & Fitness Finance News Food & Drink	Exciting Life Pleasure Nature	Adventure & Inventiveness  Amusement & Indulgence  Unity with Nature & Protective

**Source**: Resonate



## **COLLEGE GRAD AUDIENCE**

Audience	Demographic Information	Top Channels	<b>Top Interests</b> Media Targeting Opportunities	Top Values	Messaging Recommendations	
Drive Markets Fresno-Visalia, Sacramento, Medford-Klamath, Reno, Chico-Redding, San Francisco  4.2M Addressable Audience	50% female/ 50% male 49% age 25-44 55% HHI \$150K+ 74% college degree 26% post grad degree 62% married 63% no children under 18	Instagram YouTube Reddit Travel Endemic	Travel Health & Fitness Finance News Food & Drink	Exciting Life Pleasure Nature	Adventure & Inventiveness  Amusement & Indulgence  Unity with Nature &  Protective	
Fly Markets Los Angeles, Portland, Phoenix, Las Vegas  8.4MM Addressable Audience	52% male 47% age 25-44 36% HHI \$150K+ 73% college degree 27% post grad degree 71% married 56% no children under 18	Instagram YouTube Reddit Travel Endemic	Travel Sports Health & Fitness Finance News Food & Drink	Nature Authority Pleasure	Unity with Nature & Protective  Commanding & Influential  Amusement & Indulgence	

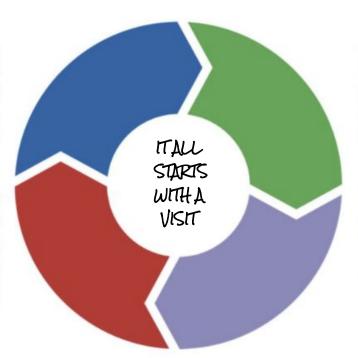
Source: Resonate



### **DESTINATION MANAGEMENT CYCLE**

If you build a place people want to visit, you build a place where people want to live.

And if you build a place where business has to be, you'll build a place where people have to visit



(by Maura Gast)

If you build a place where people want to live, you'll build a place where people want to work.

If you build a place where people want to work, you'll build a place where business needs to be.



# **KPIs**

- **(1**)
- **Primary** 
  - Visitation from core drive markets
    - o Tier 1 Sacramento, San Jose & San Francisco
    - Tier 2 Reno, Stockton and Fresno
    - o Tier 3 Central Coast, Central Valley & SoCal
  - Occupancy rates and ADR
- 2

### **Secondary**

- Increase in website visitation and engagement
- Increase in social engagement



# A glance at the year ahead





**Opportunity for Future:** Include heavy-up strategies during slow & shoulder seasons, or to help promote special events/partnerships, etc.

# > 2024 Media Budget

	NOV'23	DEC	JAN'24	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ост	NOV	DEC
SEM	37,500	clicks - S	\$18,000 - \$	60.48 CPC - 1	.1/1/23 to 1	2/31/24								
Google Prospecting			8.1m im	oressions -\$	14,000 - \$1	.72 CPM - Jai	n. 2024 to 12	2/31/24						
Google Remarketing	9		5m+ imp	ressions - \$	12,000 - \$2,;	37 CPM - Jar	1. 2024 to 12	2/31/24						
Meta Prospecting	ı		33,333+	clicks - \$14,0	000 - \$0.42 (	CPC - Jan. 20	24 to 12/31	/24						
Meta Video	<b>.</b>		2.1m im	oressions - \$	510,000 - \$4	.65 CPM - Ja	n. 2024 to 12	2/31/24						
Expedia/Visit CA Co-Op	o		5	00,000 impr	essions + \$1	5,000 ÷ 25%	Visit CA mal	tch						
Digital OOF	4				917,000 in	np \$5,962								
Contingency			To Be Co	onfirmed - \$		7,000 (Photo	(Video)							
J .			10 06 00	Jiminieu - p	o,ooo // \$2	,,000 (F110t0	, video,							. 3

# > Rolling out the New Brand

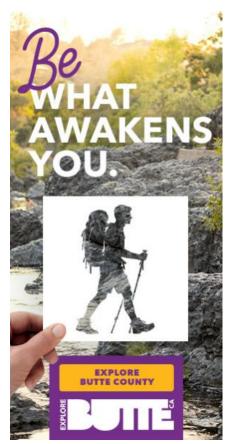


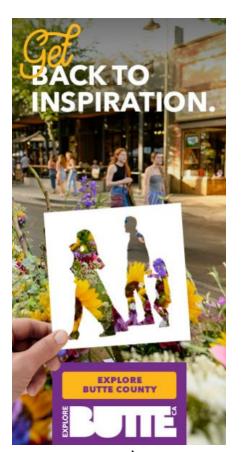












# > Rolling out the New Brand

# ADVENTUIZE GAIDE COMING SOON!





### What Else?

Additional Opportunities & Priorities for 2024

#### Content

Develop content to grow consumer interest and engagement, while staying competitive with ever-evolving changes in digital landscape.

- Video Series: Explore content / storytelling series that provide both long form and short form stories focused on the unique people and experiences that make up Butte County.
- II. Moving more intentionally away from product content marketing to lifestyle content marketing to speak to both residents and non-residents.
- III. Repurpose existing, relevant content to make short form video or carousels for social media
- IV. SEO audit after new website launch

### **Partnerships**

Collect research from complimentary agency partners (Chico State; Butte College, Chambers, DBA groups, Rec districts, DWR)

- Identify possible alignments for future partnership opportunities
- II. Shared assets

WE'TZE ALL DONE NOW.



