



2026 BOARD OF DIRECTORS

Tamba Sellu, President
Courtyard by Marriott, Chico

Matt Reed, Treasurer
Butte County Fairgrounds, Gridley

Kate Pinsonneault, Secretary
Hotel Diamond, Chico

Jason Olivares
Oxford Suites, Chico

Ashley Dekellis
STVR Operator, Chico

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

Sareena Merchant
Hampton Inn, Oroville

Natalie Sheard
STVR Owner, Oroville

Aaron Wright
CA State Parks, Oroville

Megan Kurtz
CSU Chico

Megan Gaddis
Community at Large

EXPLORE BUTTE COUNTY
BOARD OF DIRECTORS MEETING

May 28, 2026
Time: 1:00 pm - 3:30 pm

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

Agenda



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

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

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

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

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

1. OPEN MEETING

CALIFORNIA TOURISM MONTH/ BUTTE COUNTY TRAVEL AND TOURISM MONTH

2. CONSENT CALENDAR

2.1. [Approve Minutes from March 26, 2026 Board Meeting](#)

2.2. [Approve March 2026 Financials \(with authorization to update for TBID assessment revenues attributed to March 2026\)](#)

2.3. [Approve April 2026 Financials \(with authorization to update for TBID assessment revenues attributed to April 2026\)](#)

3. EXPANDING & DIVERSIFYING VISITOR EXPERIENCES

3.1. UPDATE: MEDIA & PUBLIC RELATIONS (Nichole Farley)

Update on recent media and public relations efforts, including journalist visits.

3.2. [UPDATE: BUSINESS DEVELOPMENT FOCUS](#) (Nichole Farley)

Pivot in staffing to focus on Business Development and Lead Generation for hotel and lodging properties.

4. INNOVATIVE & EXPERIENTIAL MARKETING

4.1. [UPDATE: EBC BRAND REFRESH](#) (Ashley Baer)

A look at the new direction of the Explore Butte County Brand, as a result of the Brand Workshops conducted on February 4, 2026 with Madden Media.

[NEW BRAND GUIDELINES](#)

4.2. SHASTA CASCADE TOURISM SUMMIT - APRIL 29, 2027

Explore Butte County is hosting the 2027 Shasta Cascade Tourism Summit on April 29, 2027.

5. IMPROVING ACCESS TO EXPERIENCES

5.1. [UPDATE: HUBSPOT AND OWNED DATA EFFORTS](#) (Ashley Baer)

Update on efforts to streamline our cross channel consumer engagement activities and to drive first person data collection across all channels.

5.2. [HUNDEN PARTNERS PHASE 1 DEVELOPMENT ADVISORY SERVICES](#)

Update on efforts to streamline our cross channel consumer engagement activities and to drive first person data collection across all channels.

[HUNDEN PARTNERS AGREEMENT](#)

Recommendation: Approve the contract with Hunden Partners for Phase 1 Development Advisory Services for a total amount not to exceed \$85,000.

6. BOARD UPDATES & PUBLIC COMMENT

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

7. ADJOURNMENT



EXPLORE BUTTE COUNTY

BOARD OF DIRECTORS MEETING

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Natalie Sheard
STVR Owner, Oroville

Aaron Wright
CA State Parks, Oroville

Megan Kurtz
CSU Chico

Megan Gaddis
Community at Large

March 26, 2026
Time: 1:00 pm - 3:30 pm

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

Agenda



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1. OPEN MEETING - 1:00PM

Board Members: Tamba Sellu, Melissa Schuster, Ashley Dekellis, Megan Gaddis, Aaron Wright, Jason Oliveras, Natalie Sheard, Matt Reed, Kate Pinsonneault, Megan Kurtz

Attendees: Nichole Farley, Lina, Lucia, Will Firth (Butte County Development Dept), Scott Nash (Oroville Chamber of Commerce), Cindy Daniluke, Ronald Lassonde, Nichole Hill, Pat Macias, Ashley Baer, Melody Espindula, Erik Gustafson (Chico Assistant City Manager),

2. CONSENT CALENDAR

- 2.1. [Approve Minutes from January 15, 2026 Board Meeting](#)
- 2.2. [Approve Minutes from January 22, 2026 Closed Session Meeting](#)
- 2.3. [Approve December 2025 Financials \(with authorization to update for TBID assessment revenues attributed to December\)](#)
- 2.4. [Approve January 2026 Financials \(with authorization to update for TBID assessment revenues attributed to January 2026\)](#)
- 2.5. [Approve February 2026 Financials \(with authorization to update for TBID assessment revenues attributed to February 2026\)](#)

Move: To Approve the consent calendar as presented

Motion: Aaron Wright

Second: Jason Oliveras

Vote 10 - 0 - 0 Motion Passed

3. ADMINISTRATION

3.1. END OF YEAR FINANCIAL UPDATE (Nichole Farley)

Analysis of our 2025 fiscal performance, highlighting key revenue drivers, expenditure trends, and our final year-end liquidity position.

Nichole Farley EOY Update Looking at the 2025 PBID collections – 2 things happened last year, we increased the TBID from 2% to 2.5% and also included Airbnb's into the assessment. Based on what we budgeted from 2025, we were under \$101,830.65. Chico was down about 4%, Oroville was down about 22% and Paradise saw the most significant decrease at only 23% collected (77% down from budgeted funds).

Deferred revenue that we held back in 2024 was also down at ~70% used. Program income was short about 12% when looking at what was budgeted vs actual.

We came in under budget on everything, BUT printing and postage was over by 23% due to paying a 2024 bill for Adventure Guides print and more was spent on postage.

Tamba Sellu It seems that our liabilities are increasing gradually in the deferred revenue, what can the board do to help you?

Nichole Farley We are actually planning to spend the restricted funding down in the year in order to not have any restrictive funds on the books any longer. These funds have been given to our cities through Micro-Zone Funding.

Tamba Sellu I more so meant what can we do to assist in collecting the funds due to us from Paradise.

Nichole Farley The communications have started, so now I am working with the city to connect with 3rd party services to help the hotels get in contract with companies that can help streamline the process.

Melissa Schuster Luckily, we have 2 commercial hotels in Paradise, although we do have some short term lodging they are still in process of being recognized. But we do need to find a solution to collect, it just might not necessarily require us to hire a 3rd party.

Natalie Sheard Are you currently working with AirBnB to be able to add the short term vacation rentals onto the site?

Nichole Farley Currently, AirBnB is not seeing the assessment as a government levy and is pushing back and saying that this is a responsibility that should be on the business owner. So we are working on that.

3.2. MICRO-ZONE FUNDING FOR CHICO, GRIDLEY, OROVILLE, PARADISE
(Nichole Farley)

Micro-Zone Committees have provided recommendations for allocation of the 10% micro-zone funding collected in 2025. Grants total \$45,000 to 27 organizations.

Recommendation: Approve Micro-Zone Funding Grants as presented.

Nichole Farley A call was put out to local organizers to accept micro-grant funding requests. We brought these applications to the tourism committees and are now coming to the board to ask for approval of funds. 10% of what each zone brings in is allocated to the following year's Micro-Grant Funds.

Chico is looking at awarding \$20,000 in funds between 14 organizations.

Oroville is looking at awarding \$15,000 in funds between 7 organizations.

Paradise/Magalia is looking at awarding \$8,000 between 5 organizations. Paradise Chamber of Commerce, Paradise Chocolate Festival, Paradise Grazing Festival, Magalia Concert Series, etc.

Move: To Approve the the Micro-Zone Funding Grants as presented

Motion: Melissa Schuster

Second: Kate Pinsonneault

Vote 10 - 0 - 0 Motion Passed

4. EXPANDING & DIVERSIFYING VISITOR EXPERIENCES

4.1. SPORTS DESTINATION DISTRICT ADHOC COMMITTEE FORMATION
(Nichole Farley)

Establish a committee to make recommendations to staff on the direction of Phase Two of the Sports Destination District.

Recommendation: Adopt an AdHoc Committee for Phase Two of the Sports Destination District.

Requesting for the board to adopt an AdHoc Committee to push forward phase 2 of the Sports Destination District for Nichoel to be able

to have a small committee to go to for advice as needed. Chair - Jason Olivares as he has just gone through the process of building a new hotel, Aaron Wright, and Sareena Merchant. Only board members can be on the AdHoc Committee due to the Brown Act.

Move: To Approve the the formation of an ad hoc committee for phase two of the Sports Destination District with Jason Oliveras as the chair and Sareena Merchant and Aaron Wright as committee members

Motion: Tamba Sellu

Second: Aaron Wright

Vote 10 - 0 - 0

4.2. UPDATE: SPORTS TOURISM MARKETING (Ashley Baer)

Update on efforts with Fleet Feet Chico on expanding marketing efforts for new and existing events.

Ashley Baer As part of the expansion for Butte County to be a Sporting Destination, we are working with local businesses and influencers. The first was Fleet Feet collaborating with Tris Murphy. We are working with Fleet Feet to get comped event fees for summer races for anyone who books through Ripe.com. We are covering fees for up to 20 racers to start off and test the partnership. They would book through Ripe and then Lucia would follow up with a promo code for them to book the race

Kate P Can hotels offer discounts to anyone booking through Ripe? Maybe? This has never been done before!

Tidbit - Butte County Mile song is now on Spotify and Apple Music!

5. INNOVATIVE & EXPERIENTIAL MARKETING

5.1. UPDATE: EBC BRAND REFRESH (Ashley Baer)

A look at the new direction of the Explore Butte County Brand, as a result of the Brand Workshops conducted on February 4, 2026 with Madden Media.

Thank you for coming to the brand refresh meetings at the beginning of the year! Stakeholder meetings took place in Chico, Paradise, and Oroville. Recurring themes that came out of all the communities include Water, College to Community, Sensory "Unfiltered" Authentication, and Scrappy/Resilient Nature. On April 2nd, Madden will bring all of the items that came from those meetings and the creative brief they prepared to prepare guiding documents for the board to review.

6. BOARD UPDATES & PUBLIC COMMENT

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

Melissa Schuster 2 weeks away from the opening of Hope Plaza in Paradise! April 11, 2026, we will be hosting a grand opening celebration from 1-3pm, with a private dedication the night before for the loved ones of those lost in the campfire. Saturday at Burnt Barn Distilling Co there will be a pop-up market.

Megan Gaddis The Thursday night Market will begin in a couple of weeks and we are introducing some changes, like including closures to Main Street. Monthly expos will be taking place in the plaza, these include Health Expo, Pets Expo, etc.

Nichole Hill The Lupine Legacy Foundation is working with Sound Source AV (Ryan Sanders) to bring Saturday monthly concert series at the Children's Park. Every Saturday in May, with hopes to bring it back in the Fall. Also, check out the new Chico Bike Park. Nichole Farley

Will AARPA funds just wrapped up, we are now looking forward to the Grand Opening of new hiking/biking trails.

Erik Gustafson City of Chico initiated the economic development engagement looking at a 5-6 months timeframe to layer in an entertainment zone in downtown chico and meriam park area. PBID initiatives include fresh coat, clean and safe, etc. to address continuous issues like parking and the increased homeless population.

Cindy Daniluke We are hosting BAM!, an open-air art market in downtown Oroville. Offering free vendor space for local artists in the street closure in front of the Oroville State Theater. April 4, 2026. Dream Big Music Festival just passed and it fundraised for local kids music groups. Melissa Schuster will connect Cindy with the Paradise Art Center.

Ronald Kicking off from a recovery focus to an economic development focus in Paradise. Paving of the public roads is nearly complete and should be complete by the end of the year. 244 vacant poles are being pulled up by PG&E and a new school is opening this Fall, so a lot of changes to the look of Paradise. Just proposed a healthcare recovery plan to bring better healthcare to the ridge. Doing work to encourage businesses to move back to the downtown area.

Pat Macias monca has kicked off a capital campaign with Bonnie Pipkin managing it and are working to fundraise 9M to build out their backroom!

Molly Kopta Chico Chamber is working on a community communication campaign to solicit feedback from the community to make sure that the entertainment district is something they want. Also working with the city and PG&E on topics like the increased sewage rates and other changes that will

affect the business owners. The chamber is taking new offices on 430 Broadway St. Suite 201, Downtown Chico. April 7th Lunch & Learn with Celeste from DCBA.

Heather (Downtown Oroville) Many new restaurants and shops are opening in downtown Oroville! We encourage you to check out what's new 😊

Matt Reed Gridley Gearhead Classic coming to the Butte County Fairgrounds in Gridley. Tomorrow starts our performance palouzza for a week long dog show at the fairgrounds.

ADJOURNMENT - 2:03PM

For approval



For the Period Ending March 31st, 2026

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

Index:

Page 1	- Summary of Financial Information
Pages 2&3	- Financial Dashboards
Page 4	- Comparative Statement of Financial Position
Page 5	- Trend Statement of Financial Position Ratios
Page 6	- Year-to-date Comparative Statement of Activities
Page 7	- Year-to-date Comparative Statement of Functional Expenses
Pages 8-9	- Monthly Journal entries

EXPLORE BUTTE COUNTY
Summary of Financial Information
March 2026

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

Statement of Financial Position

Assets – As of March 31st, 2026, the cash balance is \$696,403 which is a decrease of 22.9% (\$206,367) compared to 2025. As of March 31, 2026, the certificate of deposit balance is \$350,000. This total includes \$250,000 and \$100,000 transferred from savings account to certificates of deposit in December 2025. Total Current Assets are \$874,701 made up of Cash, Accounts Receivable and Prepaid Expenses. This is a decrease of 14.7% (\$150,667) compared to 2025 due to the decrease in cash, 43.9% (\$48,327) increase in Accounts Receivable, and a 58.8% (\$7,373) increase in Prepaid Expenses.

Liabilities – Total liabilities are \$116,210 which is an increase of 51.9% (\$39,685) compared to 2025. This is mostly due to an increase in Accounts Payable of 126% (\$28,856), an increase in Accrued Payable of 100% (\$22,083), is related to Madden media March expenses, a decrease in Payroll Liabilities of 98.3% (10,983), a decrease in Credit Card Payable of 48.8% (\$1,502) and a decrease in Deferred Revenue of 8% (\$1,522).

Net Assets – Total Net Assets on March 31st, 2026, are \$814,177 which is a decrease of \$181,503 in comparison to the same time last year.

Trend Statement of Financial Position Ratios

Operating cash (number of days of operational cash a company has on hand outside of Reserves) is at 168 days at the end of March.

The Current Ratio measures a company's ability to repay short term debts with short term assets, with a ratio between 1 and 2 being ideal. With a Current Ratio of 9, assets continue to be ahead of industry standards.

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

Year to Date Statement of Activities

Revenues – Total operating revenue as of March 31st, 2026, is \$271,998 tracking below budget by 26.1% (\$96,002), and higher than last year by 9.5% (\$23,571).

Program Revenue is under budget by 48.9% (\$153,510) and less than last year by 8.4% (\$14,807).

Expenses – Total Program expenses are \$300,939 which is below budget by 20.6% (\$78,086) and more than last year by 7.4% (\$20,638).

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

- Sales & Marketing - \$24,903 Under {Specifically: Website under \$15,787, Travel Trader & Consumer Market Show over \$6,505, Staff Marketing under 8,511, Advertising under \$4,231, Marketing Contracts under \$2,315}
- Destination Marketing Activity - \$15,325 Under.
- Zone and Micro Marketing – \$3,277 Under.

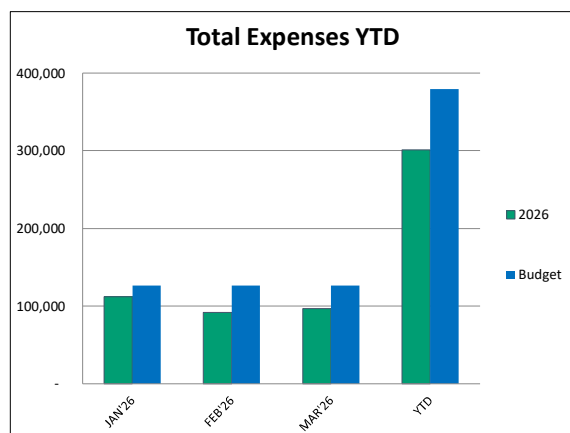
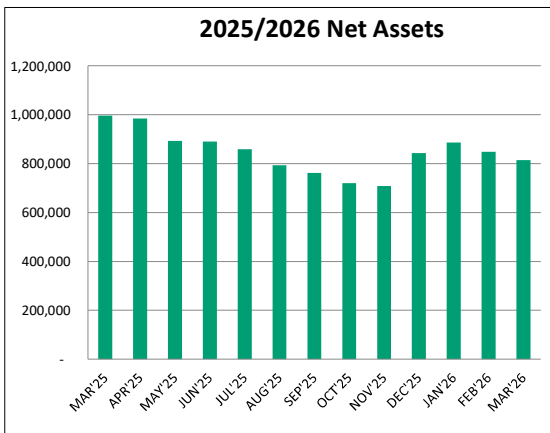
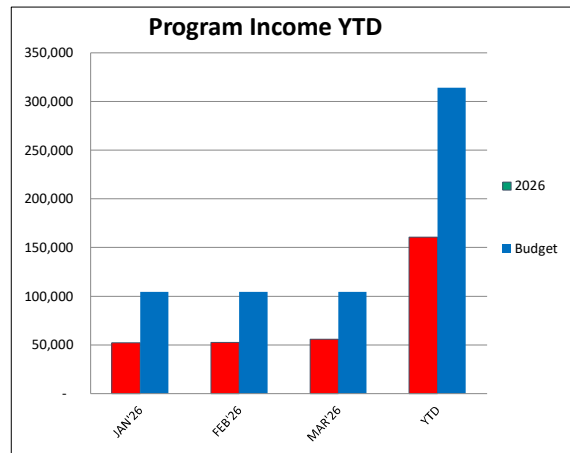
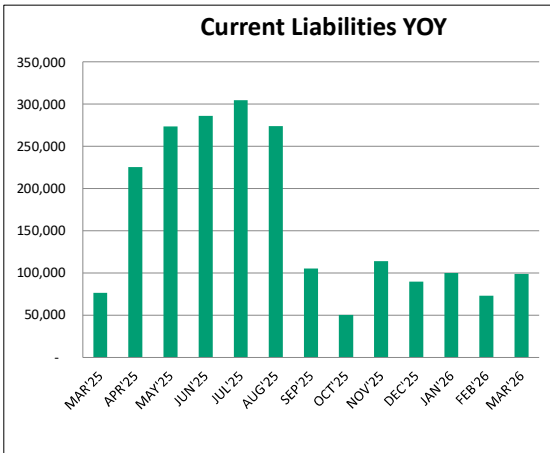
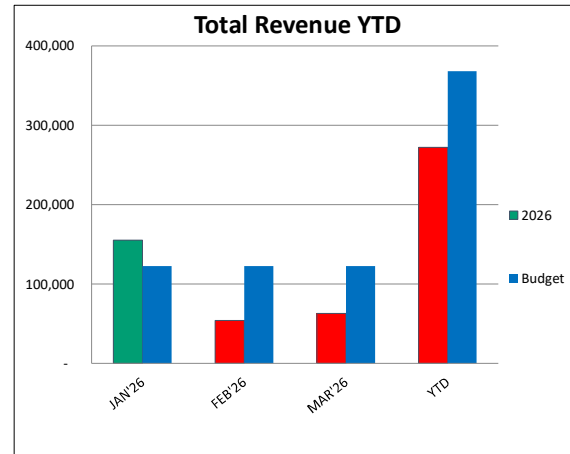
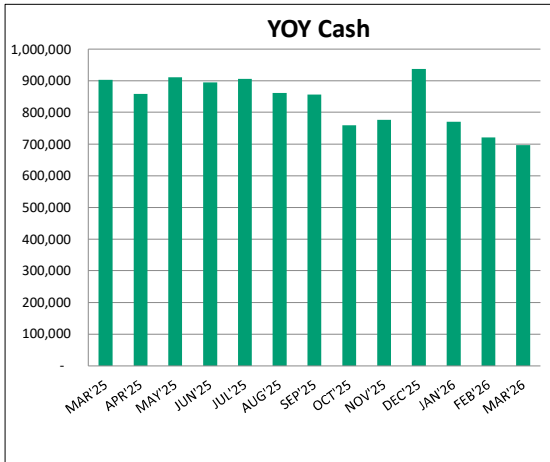
The expenses seeing the largest variance in comparison to prior year are as follows:

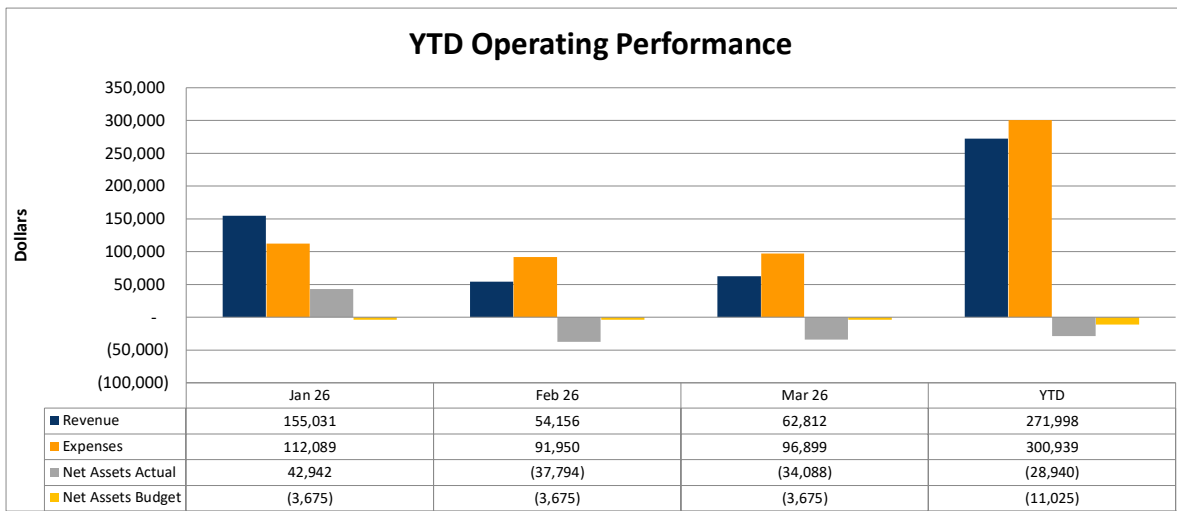
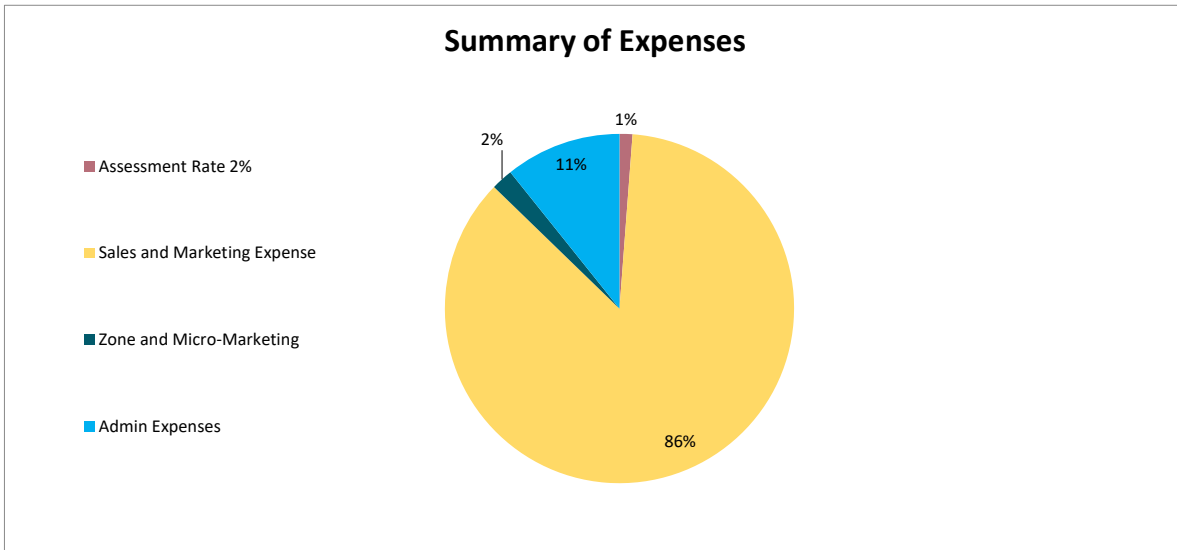
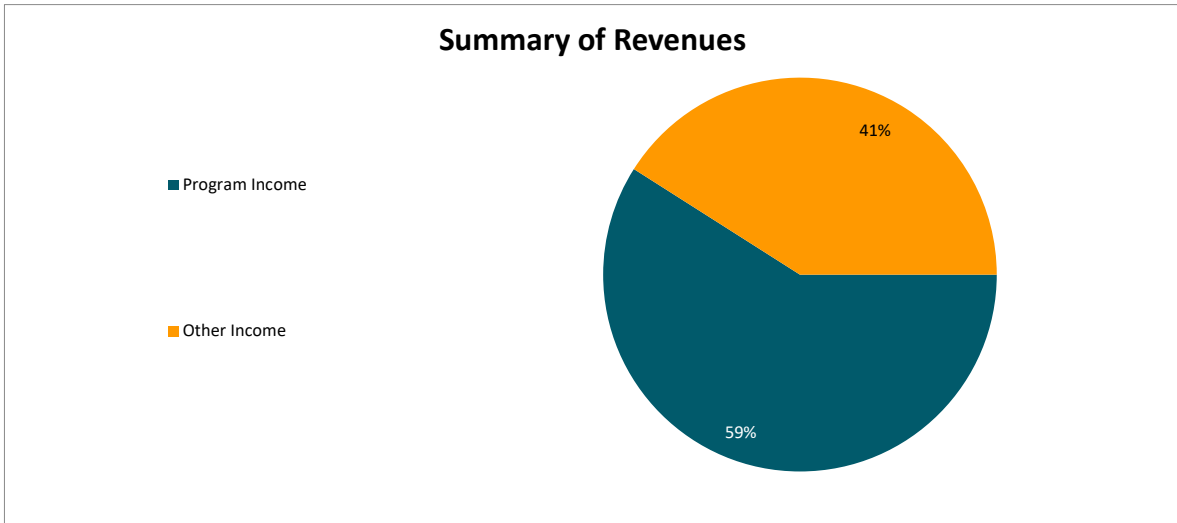
- Sales & Mktg - \$30,687 Increased {Specifically: Staff Marketing over \$24,820, Creative Services over \$10,641, Travel Trader & Consumer Market Show over \$7,754, Marketing Contracts under \$13,992, Conferences under \$5,456, and Website under \$5,266}
- Destination Marketing Activity - \$6,975 decreased
- Admin Expenses – \$3,204 decreased

Net Income/(Loss) – Total Change in Net Assets shows a loss of \$28,940 which is more than the budgeted loss by \$17,915. As compared to last year, the total change in Net Assets shows a profit of \$2,932.

Explore Butte County
 Financial Dashboard
 For the period ending March 31st, 2026

Color Code	
	Significant Underperformance
	Slight Underperformance
	Good Performance





Explore Butte County
Comparative Statement of Financial Position
For the period ending March 31st, 2026 and March 31st, 2025

	March 2026 \$	March 2025 \$	Variance Inc/(Dec) \$	Variance Inc/(Dec) %
ASSETS				
Current Assets				
Cash				
Checking	74,518	373,104	(298,586)	(80.0%)
Savings	100,249	509,602	(409,354)	(80.3%)
Money Market	171,636	20,064	151,572	755.4%
Certificate of Deposit	350,000	-	350,000	100.0%
Total Cash	696,403	902,770	(206,367)	(22.9%)
Accounts Receivable	158,379	110,052	48,327	43.9%
Other Assets				
Prepaid Expenses	19,919	12,546	7,373	58.8%
	19,919	12,546	7,373	58.8%
Total Current Assets	874,701	1,025,369	(150,667)	(14.7%)
Fixed Assets				
Furniture And Equipment	19,636	19,636	-	-
Vehicle	97,255	137,837	(40,582)	(29.4%)
Less Accumulated Depreciation	(61,205)	(110,637)	49,432	44.7%
Total Fixed Assets	55,685	46,836	8,850	18.9%
TOTAL ASSETS	\$ 930,387	\$ 1,072,204	\$ (141,818)	(13.2%)
LIABILITIES				
Current Liabilities				
Accounts Payable	51,752	22,896	28,856	126.0%
Credit Card Payable	1,574	3,076	(1,502)	(48.8%)
Accrued Salaries and Wages	23,090	20,336	2,754	13.5%
Accrued Payable	22,083	-	22,083	100.0%
Payroll Liabilities	188	11,171	(10,983)	(98.3%)
Total Current Liabilities	98,687	57,479	41,207	71.7%
Deferred Revenue	17,523	19,046	(1,522)	(8.0%)
TOTAL LIABILITIES	116,210	76,525	39,685	51.9%
NET ASSETS				
Unrestricted Net Assets	432,771	604,706	(171,935)	(28.4%)
Net Assets - Reserved	410,346	422,846	(12,500)	(3.0%)
Current Year Income/ (Loss)	(28,940)	(31,872)	2,932	9.2%
Total Net Assets	814,177	995,680	(181,503)	(18.2%)
TOTAL LIABILITIES & NET ASSETS	\$ 930,387	\$ 1,072,204	\$ (141,818)	(13.2%)

Explore Butte County
Trend Statement of Financial Position Ratios
For the period ending March 31st, 2026

	March 2025	April 2025	May 2025	June 2025	July 2025	August 2025	September 2025	October 2025	November 2025	December 2025	January 2026	February 2026	March 2026
Cash ¹	217.36	206.63	219.31	215.24	218.15	207.40	206.21	182.70	187.00	180.35	185.50	173.43	167.66
Current Ratio ²	17.84	23.39	11.71	11.88	10.57	15.26	9.30	9.24	9.98	9.88	9.34	9.02	8.86
Leverage ³	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

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

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

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

Explore Butte County
Statement of Functional Expenses
For the period ending March 31st, 2026

TBID Program	Cooperative	Total - MicroFunding	Travel Chico ARPA	TOTAL
REVENUES & OTHER SUPPORT:				
Program Income				
Butte County	99	-	-	99
Chico	125,006	-	-	125,006
Gridley	1,924	-	-	1,924
Oroville	32,415	-	-	32,415
Paradise	1,045	-	-	1,045
Sub-Total Program Income	160,490	-	-	160,490
Other Income				
Interest Income	818	-	-	818
Butte County - Microfunding	-	916	-	916
City of Chico - Microfunding	-	78,661	7,500	86,161
City of Oroville - Microfunding	-	14,454	-	14,454
Town of Paradise - Microfunding	-	2,986	-	2,986
Cooperative Program Funding	-	5,160	-	5,160
City of Gridley - Microfunding	-	1,014	-	1,014
Sub-Total Other Income	818	5,160	7,500	111,509
TOTAL REVENUE	161,307	5,160	7,500	271,998
PROGRAM EXPENSES:				
Assessment Rate 2%				
2% Fee - Butte County	2	-	-	2
2% Fee - Chico	2,772	-	-	2,772
2% Fee - Gridley	43	-	-	43
2% Fee - Oroville	719	-	-	719
2% Fee - Paradise	24	-	-	24
Sub-total Assessment Rate 2%	3,560	-	-	3,560
Sales and Marketing Expense				
Advertising	34,930	1,748	3,841	40,519
Conferences	11,423	-	887	12,310
Creative Services	38,040	-	1,185	39,225
Dues and Memberships	3,424	-	-	3,424
Marketing Contracts	31,060	-	-	31,060
Meals	226	-	-	226
Postage	625	-	-	625
Printing	4,127	-	-	4,127
Public Relations	3,455	-	-	3,455
Sales and Marketing Exp. - Other	12	-	-	12
Hospitality for Hospitality	11	-	-	11
Rent/Office Space	1,163	-	-	1,163
Travel Trader& Consumer Market Show	9,630	-	-	9,630
Staff-Marketing	99,239	-	-	99,239
Vehicle Maintenance	382	-	-	382
Website	11,913	-	600	12,513
Sub-Total Sales and Marketing Expense	249,661	1,748	6,513	257,922
Destination Marketing Activity				
Innovation & Experimental Programs	400	-	-	400
Butte County Film Commision	875	-	-	875
Sub-Total Destination Marketing Activity	1,275	-	-	1,275
Zone and Micro-Marketing				
Chico Zone/Travel Chico	-	-	5,811	5,811
Oroville Zone	-	-	-	162
Sub-Total Zone and Micro-Marketing	-	-	5,811	5,973
Admin Expenses				
Advertising	65	-	-	65
Bank fees	25	-	-	25
Conference, Convention, Meeting	2,474	-	-	2,474
Depreciation	5,094	-	-	5,094
General Administration	289	-	-	289
Meals	499	-	-	499
Office supplies	1,807	-	96	1,903
Postage	36	-	-	36
Professional fees - Accounting	5,427	-	-	5,427
Professional fees - Human Resources	1,439	-	-	1,439
Rent/ Office Space	2,000	-	-	2,000
401k Administration	1,353	-	-	1,353
Staffing - Admin	10,076	-	-	10,076
Subscriptions	761	-	-	761
Telephone, Telecommunications	570	-	-	570
Travel	198	-	-	198
Sub-Total Admin Expenses	32,112	-	96	32,209
TOTAL PROGRAM EXPENSES	286,608	1,748	12,421	300,939
NET INCOME/(NET LOSS)	\$ (125,301)	\$ 3,412	\$ 97,870	\$ (28,940)

Journal Entries for Month - copy
Explore Butte County
March 1-31, 2026

	date	ction	Num	Name	Description	on	Account full name	Debit	Credit
9029	03/01/2026	Journal Entry	02282026R		To Accrue the payroll for the period 02/22/2026 to 02/28/2026	6410	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6410 Staffing - Marketing Payroll		5,431.46
	03/01/2026	Journal Entry	02282026R		To Accrue the payroll for the period 02/22/2026 to 02/28/2026	7410	7000 Administration:7400 Staffing - Admin (10%):7410 Staffing - Admin Payroll		603.50
	03/01/2026	Journal Entry	02282026R			2200	2200 Accrued Payroll	6,034.96	
Total for 9029								6,034.96	6,034.96
9202	03/13/2026	Journal Entry	03132026		Payroll for the period 02/22/2026 - 03/07/2026	6410	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6410 Staffing - Marketing Payroll	11,298.09	
	03/13/2026	Journal Entry	03132026		Payroll for the period 02/22/2026 - 03/07/2026	7410	7000 Administration:7400 Staffing - Admin (10%):7410 Staffing - Admin Payroll	1,255.34	
	03/13/2026	Journal Entry	03132026		Payroll for the period 02/22/2026 - 03/07/2026	6420	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6420 Staffing - Payroll Taxes - Mktg	856.40	
	03/13/2026	Journal Entry	03132026		Payroll for the period 02/22/2026 - 03/07/2026	7420	7000 Administration:7400 Staffing - Admin (10%):7420 Payroll Taxes - Admin	95.16	
	03/13/2026	Journal Entry	03132026		Payroll for the period 02/22/2026 - 03/07/2026	6450	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6450 401k	449.45	
	03/13/2026	Journal Entry	03132026		Payroll for the period 02/22/2026 - 03/07/2026	7450	7000 Administration:7400 Staffing - Admin (10%):7450 401K	49.94	
	03/13/2026	Journal Entry	03132026		Payroll for the period 02/22/2026 - 03/07/2026	6440	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance	1,189.27	
	03/13/2026	Journal Entry	03132026		Payroll for the period 02/22/2026 - 03/07/2026	7440	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance	132.14	
	03/13/2026	Journal Entry	03132026		Payroll for the period 02/22/2026 - 03/07/2026	6470	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance:6470 Dental and Vision	54.45	
	03/13/2026	Journal Entry	03132026		Payroll for the period 02/22/2026 - 03/07/2026	7470	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance:7470 Dental and Vision	6.05	
	03/13/2026	Journal Entry	03132026		Payroll for the period 02/22/2026 - 03/07/2026	7350	7000 Administration:7350 Professional Fees - Human Resources	230.77	
	03/13/2026	Journal Entry	03132026		Payroll for the period 02/22/2026 - 03/07/2026	2410	2410 Retirement plan liability		1,840.71
	03/13/2026	Journal Entry	03132026		Payroll for the period 02/22/2026 - 03/07/2026	2400	2400 Payroll Liabilities		1,321.41
	03/13/2026	Journal Entry	03132026		Payroll for the period 02/22/2026 - 03/07/2026	2400	2400 Payroll Liabilities		106.52
	03/13/2026	Journal Entry	03132026		Payroll for the period 02/22/2026 - 03/07/2026	1010	1010 GVB Checking #7188		12,348.42
Total for 9202								15,617.06	15,617.06
9237	03/13/2026	Journal Entry	03132026		To remove the liability	2400	2400 Payroll Liabilities	1,427.93	
	03/13/2026	Journal Entry	03132026		To remove the liability	6440	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance		1,189.27
	03/13/2026	Journal Entry	03132026		To remove the liability	7440	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance		132.14
	03/13/2026	Journal Entry	03132026		To remove the liability	6470	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance:6470 Dental and Vision		95.87
	03/13/2026	Journal Entry	03132026		To remove the liability	7470	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance:7470 Dental and Vision		10.65
Total for 9237								1,427.93	1,427.93
9203	03/27/2026	Journal Entry	03272026		Payroll for the period 03/8/2026 - 03/21/2026	6410	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6410 Staffing - Marketing Payroll	11,392.80	
	03/27/2026	Journal Entry	03272026		Payroll for the period 03/8/2026 - 03/21/2026	7410	7000 Administration:7400 Staffing - Admin (10%):7410 Staffing - Admin Payroll	1,265.87	
	03/27/2026	Journal Entry	03272026		Payroll for the period 03/8/2026 - 03/21/2026	6420	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6420 Staffing - Payroll Taxes - Mktg	877.43	
	03/27/2026	Journal Entry	03272026		Payroll for the period 03/8/2026 - 03/21/2026	7420	7000 Administration:7400 Staffing - Admin (10%):7420 Payroll Taxes - Admin	97.49	
	03/27/2026	Journal Entry	03272026		Payroll for the period 03/8/2026 - 03/21/2026	6450	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6450 401k	435.41	
	03/27/2026	Journal Entry	03272026		Payroll for the period 03/8/2026 - 03/21/2026	7450	7000 Administration:7400 Staffing - Admin (10%):7450 401K	48.38	
	03/27/2026	Journal Entry	03272026		Payroll for the period 03/8/2026 - 03/21/2026	6440	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance	1,189.27	
	03/27/2026	Journal Entry	03272026		Payroll for the period 03/8/2026 - 03/21/2026	7440	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance	132.14	
	03/27/2026	Journal Entry	03272026		Payroll for the period 03/8/2026 - 03/21/2026	6470	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance:6470 Dental and Vision	54.45	
	03/27/2026	Journal Entry	03272026		Payroll for the period 03/8/2026 - 03/21/2026	7470	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance:7470 Dental and Vision	6.05	
	03/27/2026	Journal Entry	03272026		Payroll for the period 03/8/2026 - 03/21/2026	7350	7000 Administration:7350 Professional Fees - Human Resources	285.20	
	03/27/2026	Journal Entry	03272026		Payroll for the period 03/8/2026 - 03/21/2026	2410	2410 Retirement plan liability		1,555.39
	03/27/2026	Journal Entry	03272026		Payroll for the period 03/8/2026 - 03/21/2026	2400	2400 Payroll Liabilities		1,321.41
	03/27/2026	Journal Entry	03272026		Payroll for the period 03/8/2026 - 03/21/2026	2400	2400 Payroll Liabilities		106.52
	03/27/2026	Journal Entry	03272026		Payroll for the period 03/8/2026 - 03/21/2026	1010	1010 GVB Checking #7188		12,801.17
Total for 9203								15,784.49	15,784.49
9238	03/27/2026	Journal Entry	03272026		To remove the liability	2400	2400 Payroll Liabilities	1,427.93	
	03/27/2026	Journal Entry	03272026		To remove the liability	6440	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance		1,189.27
	03/27/2026	Journal Entry	03272026		To remove the liability	7440	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance		132.14
	03/27/2026	Journal Entry	03272026		To remove the liability	6470	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance:6470 Dental and Vision		95.87
	03/27/2026	Journal Entry	03272026		To remove the liability	7470	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance:7470 Dental and Vision		10.65
Total for 9238								1,427.93	1,427.93
9204	03/31/2026	Journal Entry	03312026		To record depreciation expense for March 2026	7045	7000 Administration:7045 Depreciation expense	1,691.61	
	03/31/2026	Journal Entry	03312026		To record depreciation expense for March 2026	1600	1600 Accumulated depreciation		1,691.61
Total for 9204								1,691.61	1,691.61

9205								
	03/31/2026	Journal Entry	03312026	To Accrue the payroll for the period 03/22/2026 to 03/31/2026	6410	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6410 Staffing - Marketing Payroll	7,604.05	
	03/31/2026	Journal Entry	03312026	To Accrue the payroll for the period 03/22/2026 to 03/31/2026	7410	7000 Administration:7400 Staffing - Admin (10%):7410 Staffing - Admin Payroll	844.89	
	03/31/2026	Journal Entry	03312026		2200	2200 Accrued Payroll		8,448.94
Total for 9205							8,448.94	8,448.94
9206								
	03/31/2026	Journal Entry	03312026	To recognise Deferred Revenue - March 2026	4830	4800 Other Types of Income:4830 City of Oroville - Microfunding	1,059.30	
	03/31/2026	Journal Entry	03312026	To recognise Deferred Revenue - March 2026	4840	4800 Other Types of Income:4840 Town of Paradise - Microfunding		420.86
	03/31/2026	Journal Entry	03312026	To recognise Deferred Revenue - March 2026	2500	2500 Deferred Revenue		638.44
Total for 9206							1,059.30	1,059.30
9207								
	03/31/2026	Journal Entry	03312026	To expenses Avoy Technologies Limited - US May 2024 - April 2026	6140	6000 Sales and Marketing Expense:6100 Marketing Contracts:6140 Digital Asset Management	673.25	
	03/31/2026	Journal Entry	03312026	To expenses HUBSPOT Inc - First Quarter 2026 - 01/01/2026 - 03/31/2026	6750	6000 Sales and Marketing Expense:6700 Website:6750 Hubspot	2,065.00	
	03/31/2026	Journal Entry	03312026	To expenses Ashley Baer Califo 6037 - Conferences - Visit California For 2026 Outlook Forum	6037	6000 Sales and Marketing Expense:6030 Conferences:6037 Visit California	849.00	
	03/31/2026	Journal Entry	03312026	To expenses Nichole Farley One West Tourism Allia 6034 - Conferences - OneWest 2026 Conference in March #GL6034	6034	6000 Sales and Marketing Expense:6030 Conferences:6034 One West Tourism Alliance	700.00	
	03/31/2026	Journal Entry	03312026	To expenses Lucia Mercado One West Tourism Allia 6034 - Conferences - OneWest 2026 Conference in March #GL6034	6034	6000 Sales and Marketing Expense:6030 Conferences:6034 One West Tourism Alliance	700.00	
	03/31/2026	Journal Entry	03312026	To expenses Nichole Farley Southwest Airlines 6034 - Conferences - OneWest 2026 Expense - Conference in March - #GL6034	6034	6000 Sales and Marketing Expense:6030 Conferences:6034 One West Tourism Alliance	543.20	
	03/31/2026	Journal Entry	03312026	To expenses March 2026 Prepaid	1400	1400 Prepaid Expenses		5,530.45
Total for 9207							5,530.45	5,530.45
9235								
	03/31/2026	Journal Entry	03312026	Account Service	6110	6000 Sales and Marketing Expense:6100 Marketing Contracts:6110 Marketing Agency Account Management	1,600.00	
	03/31/2026	Journal Entry	03312026	DM Management/Month	6110	6000 Sales and Marketing Expense:6100 Marketing Contracts:6110 Marketing Agency Account Management	2,500.00	
	03/31/2026	Journal Entry	03312026	Creative & Production	6055	6000 Sales and Marketing Expense:6050 Creative Services:6055 Creative - Agency	2,300.00	
	03/31/2026	Journal Entry	03312026	Account Management & Media Monitoring	6130	6000 Sales and Marketing Expense:6100 Marketing Contracts:6130 Public Relations Account Management	3,791.67	
	03/31/2026	Journal Entry	03312026	Brand Workshop	6055	6000 Sales and Marketing Expense:6050 Creative Services:6055 Creative - Agency	1,666.67	
	03/31/2026	Journal Entry	03312026	New Field Guides	6056	6000 Sales and Marketing Expense:6050 Creative Services:6056 Creative - Visitor Guide	2,033.33	
	03/31/2026	Journal Entry	03312026	New Visitor Map	6055	6000 Sales and Marketing Expense:6050 Creative Services:6055 Creative - Agency	375.00	
	03/31/2026	Journal Entry	03312026	Google SEM General Leisure (CPC)	6011	6000 Sales and Marketing Expense:6010 Advertising:6011 Advertising - Adwords	1,150.00	
	03/31/2026	Journal Entry	03312026	Google Demand Gen (CPC)	6012	6000 Sales and Marketing Expense:6010 Advertising:6012 Advertising - Digital	1,000.00	
	03/31/2026	Journal Entry	03312026	Adara Co-op	6012	6000 Sales and Marketing Expense:6010 Advertising:6012 Advertising - Digital	1,000.00	
	03/31/2026	Journal Entry	03312026	Meta Ads Prospecting (CPC)	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	833.34	
	03/31/2026	Journal Entry	03312026	Meta Ads Remarketing (CPC)	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	1,041.67	
	03/31/2026	Journal Entry	03312026	VCA Dedicated News Letter	6019	6000 Sales and Marketing Expense:6010 Advertising:6019 Advertising - Visit CA Advertisements	708.33	
	03/31/2026	Journal Entry	03312026	WidSam	6018	6000 Sales and Marketing Expense:6010 Advertising:6018 Advertising - Agency Media Buy	1,250.00	
	03/31/2026	Journal Entry	03312026	Contingency	6018	6000 Sales and Marketing Expense:6010 Advertising:6018 Advertising - Agency Media Buy	833.33	
	03/31/2026	Journal Entry	03312026	To accrue Madden media March 2026	2230	2230 Accrued Payable		22,083.34
Total for 9235							22,083.34	22,083.34
		TOTAL					79,106.01	79,106.01

Explore Butte County

2105 Divvy - Nichole #1688, Period Ending 03/31/2026

RECONCILIATION REPORT

Reconciled on: 04/16/2026

Reconciled by: Angela Avanti

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

Summary

USD

Statement beginning balance.....	1,653.84
Charges and cash advances cleared (107).....	20,593.34
Payments and credits cleared (8).....	-17,154.07
Statement ending balance.....	<u>5,093.11</u>
Uncleared transactions as of 03/31/2026.....	-3,519.32
Register balance as of 03/31/2026.....	1,573.79

Details

Charges and cash advances cleared (107)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
03/01/2026	Expense	6A143B8CC215635AC28C6	1PASSWORD	72.54
03/01/2026	Expense	DDA95E52CF66173D184FA	STOBLE WORKPLACE	150.00
03/01/2026	Expense	5691148AFDD9D418DD295	STOBLE WORKPLACE	35.00
03/01/2026	Expense	AFB01210FB9B1AEC01E5A	LANGLERS.COM	200.00
03/01/2026	Expense	47EB924011BB574EA9C85	CAPCUT	19.99
03/01/2026	Expense	E774E190627D3579444F1	Facebook	68.00
03/01/2026	Expense	811AE386CFEFDA463D7FC	Facebook	572.27
03/01/2026	Expense	9062CEC39DC18B19BCEBC	Facebook	17.00
03/01/2026	Expense	61F938583A70BFB22A24F	Facebook	23.72
03/02/2026	Expense	5B4ACB8E02E08B733AC0F	ONE WEST TOURISM ALLIA...	725.00
03/02/2026	Expense	475AE4C4430F6D6676CD7	GOOGLE ADS	290.57
03/02/2026	Expense	CE99A9B0B44E0741AAB47	SKYWAY SELF STORAGE VI...	102.00
03/02/2026	Expense	0D59F2AF7C8D32CA07DC7	BILL.COM	378.42
03/02/2026	Expense	DD40AFB73A1D188D2CC79	TRAVEL+WELL	8.65
03/02/2026	Expense	9BA87D932DF6A41F04AC6	LANGLERS.COM	200.00
03/02/2026	Expense	2E6971AEDCF21CEC8AF26	LANGLERS.COM	1,200.00
03/02/2026	Expense	F65D63C8AAC38FE4FD1B2	GOOGLE WORKSPACE EXP...	186.60
03/03/2026	Expense	435CF355640C4384910BB	Facebook	238.94
03/03/2026	Expense	5E39E285A427F3DDB50AA	HIGH LOW OCEANSIDE	16.04
03/03/2026	Expense	93016493D359C029A6FCB	UMI SUSHI	60.56
03/03/2026	Expense	234DB0E5715E2E48042C4	ODIES	13.65
03/03/2026	Expense	6DCDDB126AB00CE7717D7	AMAZON	466.79
03/03/2026	Expense	9D909596DE56A2EC35D87	HIGH LOW OCEANSIDE	27.37
03/04/2026	Expense	6F52390D9BEC22BF0F246	OROVILLE AREA CHAM	150.00
03/04/2026	Expense	B7C7ACC988F68D3449099	TIKTOK PROMOTE	179.86
03/04/2026	Expense	F19A7038F96AA98D2CF16	ODIES	27.93
03/05/2026	Expense	93E95F17BD80239B31BFC	HARNEY SUSHI OCEAN	52.00
03/05/2026	Expense	95FE6AAE019EF911B8477	CAMP COFFEE COMPAN	15.81
03/05/2026	Expense	62DE86E50888F5B84FED7	AMAZON	15.00
03/06/2026	Expense	312596A86E1509357713D	SACCODEPTOFAIRPTecom	70.50
03/06/2026	Expense	810A03E96F6DE28E67130	HIGH LOW OCEANSIDE	31.29
03/06/2026	Expense	85FDB56898C0F816E10E3	Facebook	126.00
03/06/2026	Expense	6BBD2602F3B929039876E	Cloudflare	42.91
03/07/2026	Expense	BA6E62323CC08F74DAC65	THE SEABIRD RESORT	1,402.38
03/07/2026	Expense	4DF396A8430F6A26C7BD2	THE SEABIRD RESORT	1,388.82
03/07/2026	Expense	415253528E42746107E01	Facebook	64.00
03/08/2026	Expense	B99A6B1AB14C67C414FD7	SURF THRU CHICO	32.99
03/09/2026	Expense	9BF188CCF9F4AB348E1F	Hampton Inn	15.00
03/10/2026	Expense	2EB854977C73483C0E35E	Cloudflare	25.00
03/10/2026	Expense	3D0B2AF00A67466E6BDFD	Lyft	44.00
03/11/2026	Expense	ABD8E8BDBA96175CE0065	PACIFIC	46.00
03/12/2026	Expense	07BDD9B853F96EF03C147	Facebook	17.00

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
03/12/2026	Expense	D24774D5D39D65BD6EFBC	AAA MEMBERSHIP	89.99
03/12/2026	Expense	0D05A12D13E3268CCE6E7	PACIFIC	20.66
03/12/2026	Expense	5EAC97D72A131CEBB156C	PACIFIC	8.70
03/12/2026	Expense	DFA25CF27DF66867D7226	AMAZON	248.28
03/13/2026	Expense	51D8DEE4A19845AA7A580	PACIFIC	9.79
03/13/2026	Expense	8AE8B3926DF5A9DE6E5AA	TASMARK Enterprises	239.00
03/13/2026	Expense	56A3B9A49D048FEF4FECB	Lyft	58.00
03/13/2026	Expense	18381ECBB4E2780D3DBCF	GOOGLE FI WIRELESS	118.95
03/13/2026	Expense	CE20DB3865B91451CF376	PACIFIC	36.76
03/13/2026	Expense	DB26F2AA93B2EF07F9622	PACIFIC	16.00
03/13/2026	Expense	58272B1F88BDD60232412	PACIFIC	8.70
03/14/2026	Expense	460896BC0C077B0CC824D	MASTERCLASS.COM	240.00
03/14/2026	Expense	E29AC26233DCF7BBE4A69	HIGH FLYING FOODS	18.00
03/14/2026	Expense	D4518CD55EE5AAA043135	PACIFIC	8.70
03/14/2026	Expense	774BE761A9D97C81CBE70	INTUIT QUICKBOOKS	115.00
03/14/2026	Expense	3B43716FD5A15089A7677	Facebook	17.00
03/14/2026	Expense	19A00554CEF50A33A2E55	ONE WEST TOURISM ALLIA...	895.00
03/14/2026	Expense	022605F1D3D0E25B82FB7	AIRPORT PARKING	48.00
03/14/2026	Expense	77C92B17FF31AAFE49E10	PACIFIC	1,282.35
03/15/2026	Expense	920ACD2E5F9E96325D357	Facebook	28.00
03/15/2026	Expense	1B05E7D81AB422D87AF84	Southwest Airlines	354.40
03/16/2026	Expense	CB35F1C6B5188DB55CF22	CREXENDO	128.84
03/16/2026	Expense	4CD1F258DDEF257DBFD9A	Facebook	28.00
03/17/2026	Expense	557D4B4F4BF819CE94261	Facebook	28.00
03/17/2026	Expense	EA304EABB000B8F10DCE2	CANVA	284.05
03/17/2026	Expense	88ECDF1A288F00EB3FF70	Mailchimp	132.00
03/18/2026	Expense	91A6647656DD486215F3A	FARMERS BREWING ME	96.00
03/18/2026	Expense	83523298E34D449275043	AMAZON	28.39
03/19/2026	Expense	4969616B00A6F52EABA4A	TRAVEL AND ADVENTURE	249.00
03/19/2026	Expense	0280A9C11D81EDA9DDFE3	DESTINATION MARKETING ...	595.00
03/19/2026	Expense	770B436C4C4FB1AEDC38A	Facebook	28.00
03/19/2026	Expense	CD0561399A80E1522A261	BEST BUY	74.19
03/20/2026	Expense	980F0A605E620F4F09AEC	TIKTOK PROMOTE	139.88
03/21/2026	Expense	C01B74B8A231349EB89BD	DESTINATION MARKETING ...	495.00
03/21/2026	Expense	A607AC73224EADF6EF2D0	DOORDASH	25.76
03/21/2026	Expense	245D78E8A13A959009F98	Facebook	304.18
03/21/2026	Expense	53FAE92D4F1B1D1D22F42	STOBLE COFFEE	16.95
03/22/2026	Expense	6D313BF2407094F1586C0	Safeway	54.39
03/22/2026	Expense	15E7F32EF7B60E4E7DF9C	THE MELT SANTA CLARA	24.52
03/22/2026	Expense	6B45A1ED6B190F8A99D11	TASMAN PROPERTIES	42.20
03/23/2026	Expense	05DC664BEC48CFA95EA45	HYATT REGENCY HOTEL	27.59
03/23/2026	Expense	36E079E361A55BFB074FA	HYATT REGENCY HOTEL	45.00
03/23/2026	Expense	FB8D42FAEB7DEAE85A1C3	EXPO EVENT SERVICES	185.00
03/23/2026	Expense	42D929D7B2625E946A9DC	CAPCUT	9.99
03/23/2026	Expense	E6A9DF61D6A9D5F15628D	HYATT REGENCY HOTEL	9.25
03/23/2026	Expense	27C8A1A76576A767F92A7	DOORDASH	15.26
03/24/2026	Expense	8B0FC03BCAF61E5F290C8	GUYS CORNER	9.17
03/24/2026	Expense	CD3122869F57C5DB1682B	GUYS CORNER	13.17
03/24/2026	Expense	77162EDA25EA777D28EE9	GUYS CORNER	78.98
03/24/2026	Expense	E7D7B8013E1880806CB08	EXPO EVENT SERVICES	185.00
03/24/2026	Expense	FC0570567965431CFA998	UNION COFFEE CLUB	9.05
03/25/2026	Expense	499F101B6C4FC4079C18D	HILTON RESORT	738.68
03/25/2026	Expense	8DBB9F59BE3F1339A8467	HILTON RESORT	738.12
03/25/2026	Expense	AA62E720358DAC45410B2	Facebook	28.00
03/25/2026	Expense	CDAFC614383517B5805D1	ACE HARDWARE	62.31
03/26/2026	Expense	53F3CF1847EEB180FFAFF	CUSTOM MADE ENTERP	680.39
03/27/2026	Expense	D0D87C7D79D7AB552CAB5	JERSEY MIKE'S SUBS	194.15
03/28/2026	Expense	AF4082CA2974DEEC56185	NORTON	44.98
03/28/2026	Expense	099EF684DBBFB80B3DDA1	PITNEY BOWES	141.32
03/28/2026	Expense	A0B2E1269C682731F8685	PITNEY BOWES	36.05
03/28/2026	Expense	6BA778F7D2F2C3F1E62E5	Facebook	4.74
03/30/2026	Expense	8E88BF48AF465A743B359	BILL.COM	308.12
03/30/2026	Expense	3166CCCCDC58E87360DD2D	Facebook	27.99
03/31/2026	Expense	826E0FCB648B85ACDD955	SPORTS ETA	1,218.90

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
03/31/2026	Expense	33D6B1EFB38B2852071F9	Facebook	326.90
Total				20,593.34

Payments and credits cleared (8)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
03/02/2026	Expense		Divvy	-4,599.43
03/04/2026	Credit Card Credit	DD509556E9BE555D832BE	DESTINATION MARKETING ...	-1,395.00
03/09/2026	Expense		Divvy	-4,347.01
03/10/2026	Credit Card Credit	29F1D306B96E79537AEA0	AMAZON	-548.52
03/13/2026	Credit Card Credit	3309A725FEE2D37E60217	ONE WEST TOURISM ALLIA	-700.00
03/15/2026	Credit Card Credit	DCF45E6E06F624D41D5B5	Southwest Airlines	-354.40
03/16/2026	Expense		Divvy	-2,390.36
03/23/2026	Expense		Divvy	-2,819.35
Total				-17,154.07

Additional Information

Uncleared payments and credits as of 03/31/2026

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
03/30/2026	Expense		Divvy	-3,519.32
Total				-3,519.32

Explore Butte County

1010 GVB Checking #7188, Period Ending 03/31/2026

RECONCILIATION REPORT

Reconciled on: 04/17/2026

Reconciled by: Angela Avanti

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

Summary

USD

Statement beginning balance.....	48,774.96
Checks and payments cleared (22).....	-89,744.65
Deposits and other credits cleared (8).....	115,487.55
Statement ending balance.....	<u>74,517.86</u>

Register balance as of 03/31/2026.....	74,517.86
Cleared transactions after 03/31/2026.....	0.00
Uncleared transactions after 03/31/2026.....	-25,554.59
Register balance as of 04/17/2026.....	48,963.27

Details

Checks and payments cleared (22)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
03/02/2026	Expense		Divvy	-4,599.43
03/03/2026	Expense		Humana, Inc.	-213.03
03/04/2026	Expense		BILL.COM	-744.31
03/06/2026	Bill Payment		Costar Realty Information Inc.	-5,709.96
03/09/2026	Expense		Divvy	-4,347.01
03/12/2026	Bill Payment		CFO by design	-2,000.00
03/12/2026	Bill Payment		Ripe, Inc	-1,000.00
03/12/2026	Bill Payment		Spruce Studio	-1,850.00
03/12/2026	Bill Payment		California Travel Association	-1,075.00
03/12/2026	Bill Payment		Tristen Murphy	-850.00
03/12/2026	Expense		BETTERMENT	-1,801.64
03/13/2026	Bill Payment		Mc2 Design Group Inc.	-3,750.00
03/13/2026	Journal	03132026		-12,348.42
03/16/2026	Expense		BETTERMENT	-1,840.71
03/16/2026	Expense		Divvy	-2,390.36
03/20/2026	Bill Payment		Madden Media	-22,083.34
03/23/2026	Expense		Divvy	-2,819.35
03/23/2026	Expense		The Hartford	-778.75
03/23/2026	Expense			-2,672.85
03/27/2026	Bill Payment		Butte County Association of G...	-550.00
03/27/2026	Journal	03272026		-12,801.17
03/30/2026	Expense		Divvy	-3,519.32
Total				-89,744.65

Deposits and other credits cleared (8)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
03/12/2026	Receive Payment	361	City of Chico - TBID Assessment	17,348.52
03/12/2026	Receive Payment	345	City of Oroville - TBID Assess...	17,545.13
03/25/2026	Transfer			50,000.00
03/26/2026	Receive Payment	23013	The Oroville Chinese Temple	200.00
03/26/2026	Receive Payment	045031	City of Chico - TBID Assessment	29,793.90
03/26/2026	Receive Payment	23013	The Feather River Nature Cen...	200.00
03/26/2026	Receive Payment	23013	The C.F. Lott Home	200.00
03/26/2026	Receive Payment	23013	Pioneer History Museum	200.00
Total				115,487.55

Additional Information

Uncleared checks and payments after 03/31/2026

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
04/09/2026	Bill Payment		Wilson Printing	-3,360.46
04/09/2026	Bill Payment		Madden Media	-22,083.34
04/09/2026	Bill Payment		The Spinning Atlas, LLC	-3,352.65
04/09/2026	Bill Payment		The Gridley District Chamber ...	-200.00
04/09/2026	Bill Payment		Valarie Rose	-175.00
04/09/2026	Bill Payment		Building Leaders, Advocatesa...	-1,000.00
04/09/2026	Bill Payment		Oroville Economic Alliance	-2,000.00
04/14/2026	Bill Payment		Tristen Murphy	-850.00
04/27/2026	Bill Payment		Avoy Technologies Limited - U...	-14,450.00
05/11/2026	Bill Payment		Sound Source	-1,000.00
06/09/2026	Bill Payment		Jason Mandly	-500.00
06/09/2026	Bill Payment		Jason Mandly	-632.50
Total				-49,603.95

Uncleared deposits and other credits after 03/31/2026

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
04/08/2026	Receive Payment	044853	City of Chico - TBID Assessment	24,049.36
Total				24,049.36

Explore Butte County

1030 GVB Savings #7251, Period Ending 03/31/2026

RECONCILIATION REPORT

Reconciled on: 04/30/2026

Reconciled by: Angela Avanti

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

Summary

USD

Statement beginning balance.....	150,130.87
Checks and payments cleared (1).....	-50,000.00
Deposits and other credits cleared (1).....	117.97
Statement ending balance.....	<u>100,248.84</u>

Register balance as of 03/31/2026.....100,248.84

Details

Checks and payments cleared (1)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
03/25/2026	Transfer			-50,000.00
Total				-50,000.00

Deposits and other credits cleared (1)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
03/31/2026	Deposit			117.97
Total				117.97

Explore Butte County

1020 GVB Airport #7196, Period Ending 03/31/2026

RECONCILIATION REPORT

Reconciled on: 04/16/2026

Reconciled by: Angela Avanti

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

Summary

USD

Statement beginning balance.....	171,490.42
Checks and payments cleared (0).....	0.00
Deposits and other credits cleared (1).....	145.71
Statement ending balance.....	<u>171,636.13</u>

Register balance as of 03/31/2026.....	171,636.13
--	------------

Details

Deposits and other credits cleared (1)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
03/31/2026	Deposit			145.71
Total				145.71



For the Period Ending April 30th, 2026

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

Index:

Page 1	- Summary of Financial Information
Pages 2&3	- Financial Dashboards
Page 4	- Comparative Statement of Financial Position
Page 5	- Trend Statement of Financial Position Ratios
Page 6	- Year-to-date Comparative Statement of Activities
Page 7	- Year-to-date Comparative Statement of Functional Expenses
Page 8	- Monthly Journal entries

EXPLORE BUTTE COUNTY
Summary of Financial Information
April 2026

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

Statement of Financial Position

Assets

- Total Assets decreased by \$343,133 (28.4%) compared to April 2025, ending at \$865,872.
- Cash decreased by \$203,749 (23.7%) to \$654,451.
 - Checking account decreased significantly by \$295,563 (90.1%).
 - Savings decreased by \$409,896 (80.3%).
 - Money Market increased by \$151,709 (756.0%).
 - A new \$350,000 Certificate of Deposit was added.
- Accounts Receivable decreased by \$165,761 (56.3%) to \$128,880.
- Prepaid Expenses increased by \$16,818 (143.4%) to \$28,547.
- Fixed Assets increased by \$9,558 (21.5%) primarily due to lower accumulated depreciation and vehicle value.

Liabilities

- Total Liabilities decreased by \$107,875 (47.9%) to \$117,510.
- Deferred Revenue decreased significantly by \$153,003 (87.1%).
- Current liabilities increased overall by \$45,128 (90.6%) due to:
 - Accounts Payable increasing by \$15,483 (75.2%).
 - Accrued Payables increasing by \$24,333 (1,390.5%).
 - Accrued Salaries increasing by \$6,533 (28.6%).

Net Assets

- Total Net Assets decreased by \$235,258 (23.9%) to \$748,362.
- Unrestricted Net Assets decreased by \$175,306 (29.0%).
- Reserved Net Assets decreased slightly by \$12,500 (3.0%).
- Current year operations resulted in a net loss of \$91,384, which decreased by \$47,452 (108.0%) compared to the prior year.

Trend Statement of Financial Position Ratios

Operating cash (number of days of operational cash a company has on hand outside of Reserves) is at 158 days at the end of April.

The Current Ratio measures a company's ability to repay short term debts with short term assets, with a ratio between 1 and 2 being ideal. With a Current Ratio of 9, assets continue to be ahead of industry standards.

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

Year to Date Statement of Activities

Revenue Summary

- Total Revenue increased by \$9,284 (3.0%) compared to prior year actuals, totaling \$318,790.
- Revenue was \$171,876 (35.0%) below budget.
- Program Income totaled \$207,058, which was \$211,609 (50.5%) below budget and \$28,438 (12.1%) lower than prior year.
- The largest source of revenue was Chico Program Income, contributing \$161,823 (50.8% of total revenue).
- Other Income increased by \$37,722 (51.0%) over prior year, largely due to:
 - City of Chico Microfunding increasing by \$35,630 (70.5%)
 - City of Oroville Microfunding increasing by \$2,160 (17.6%)

Expense Summary

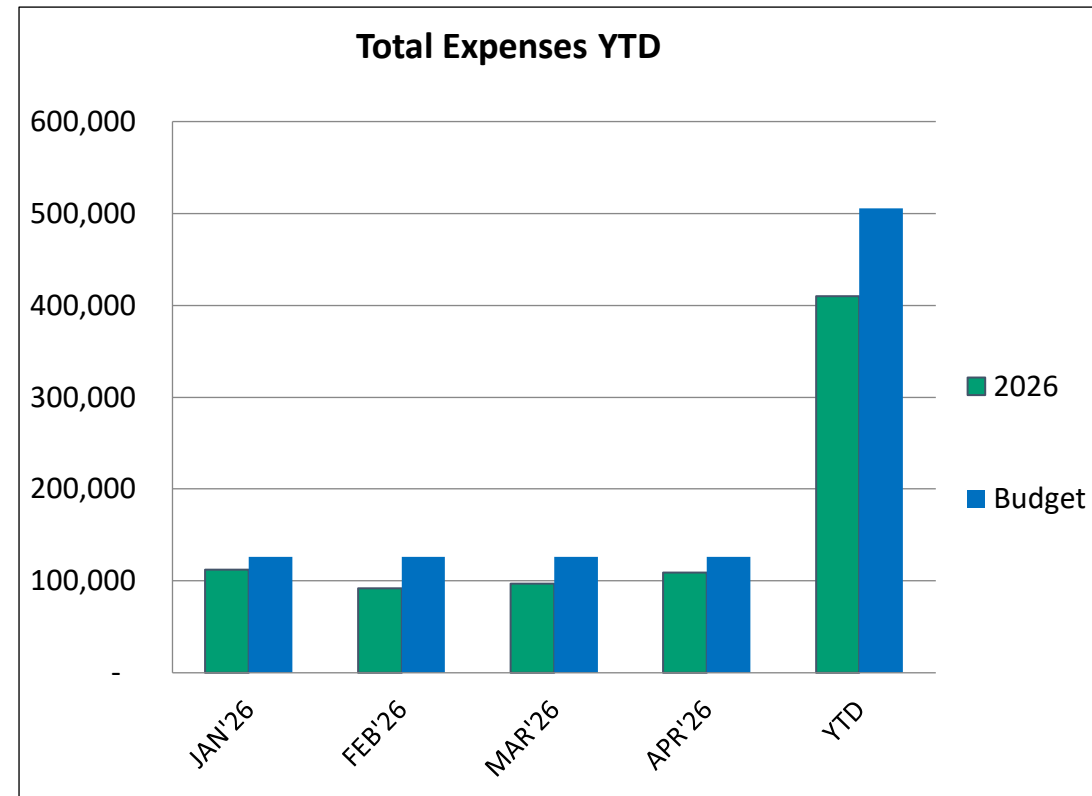
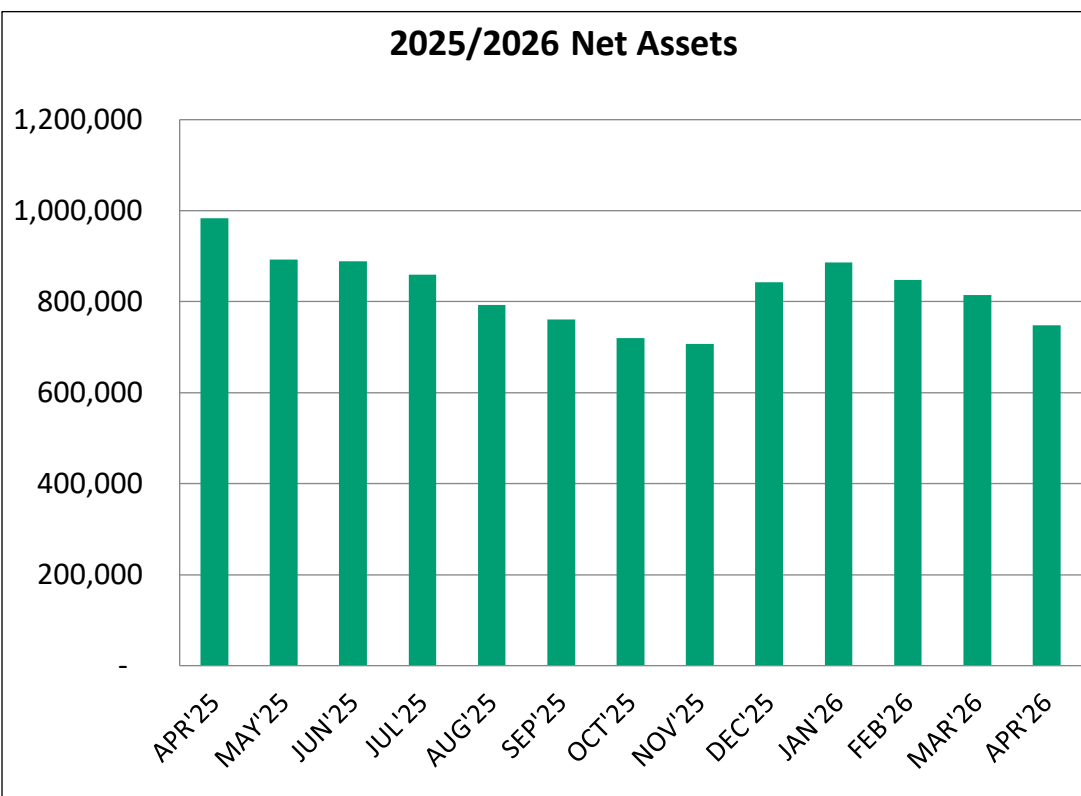
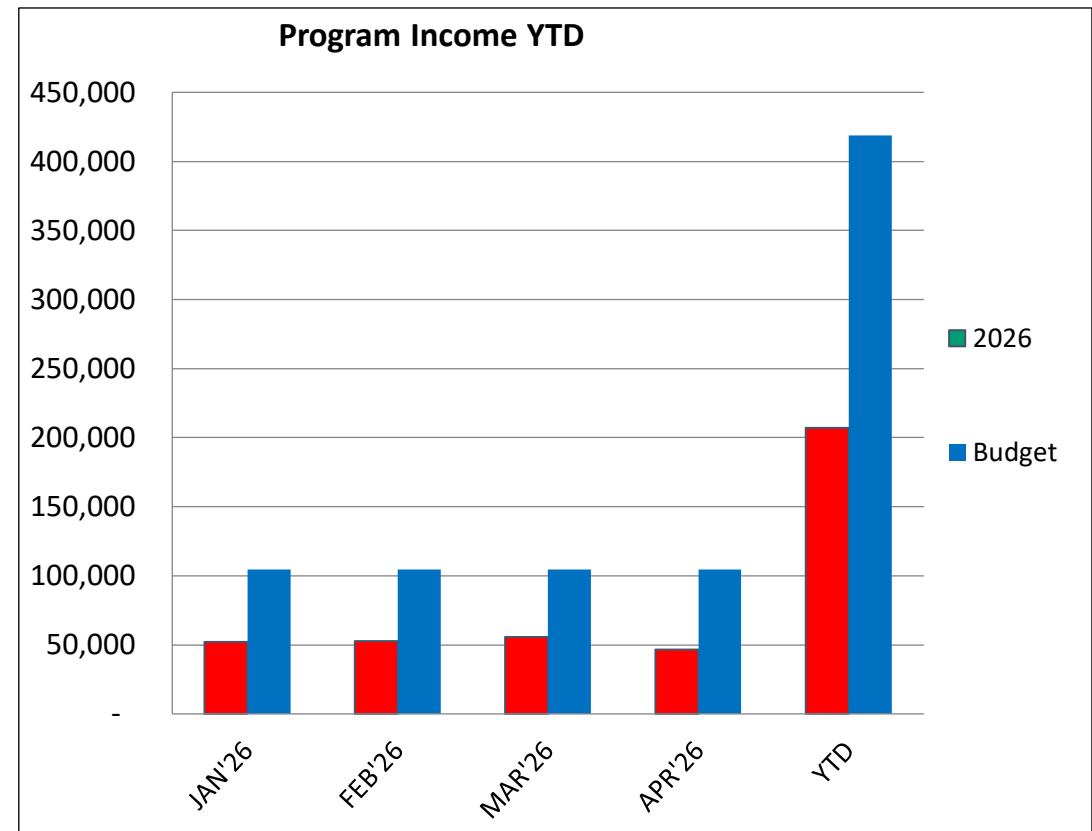
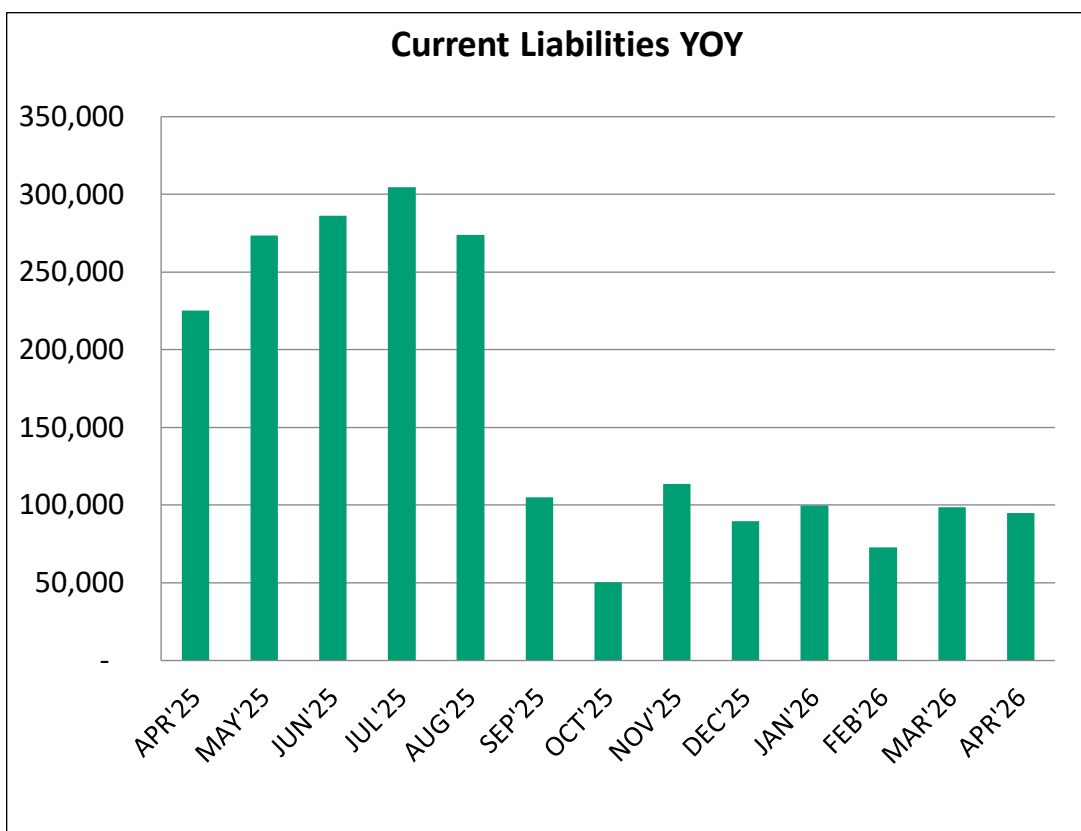
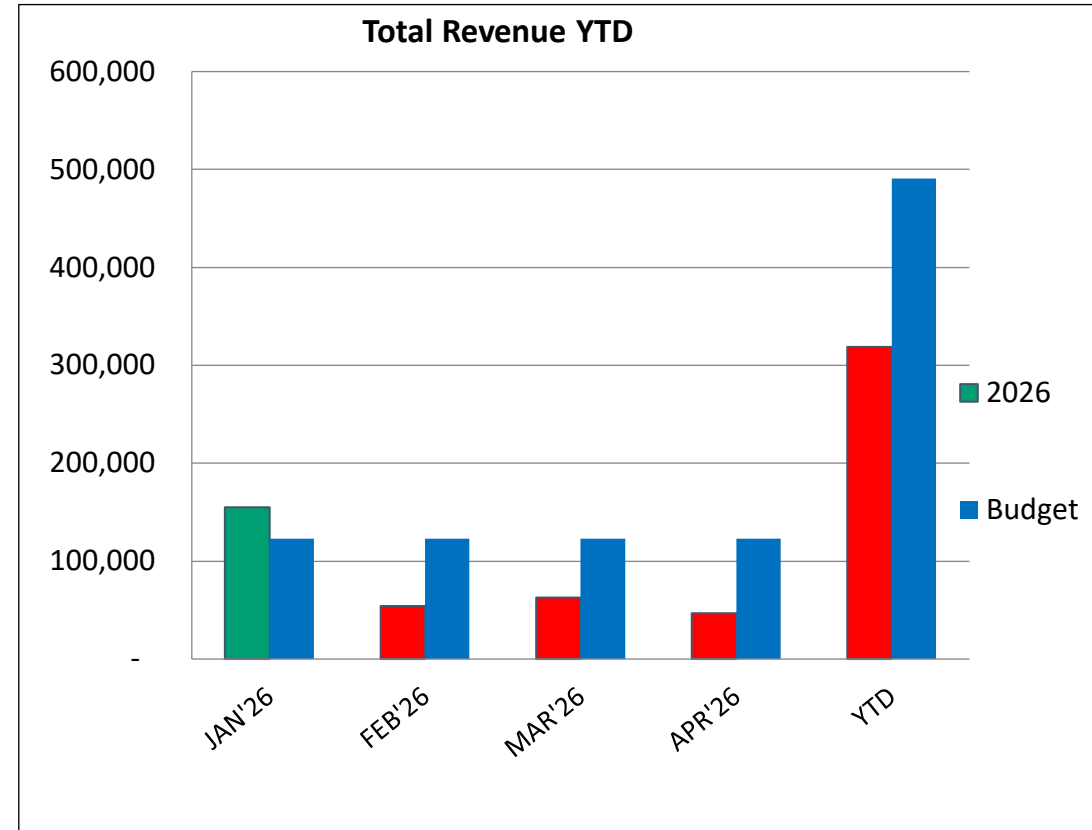
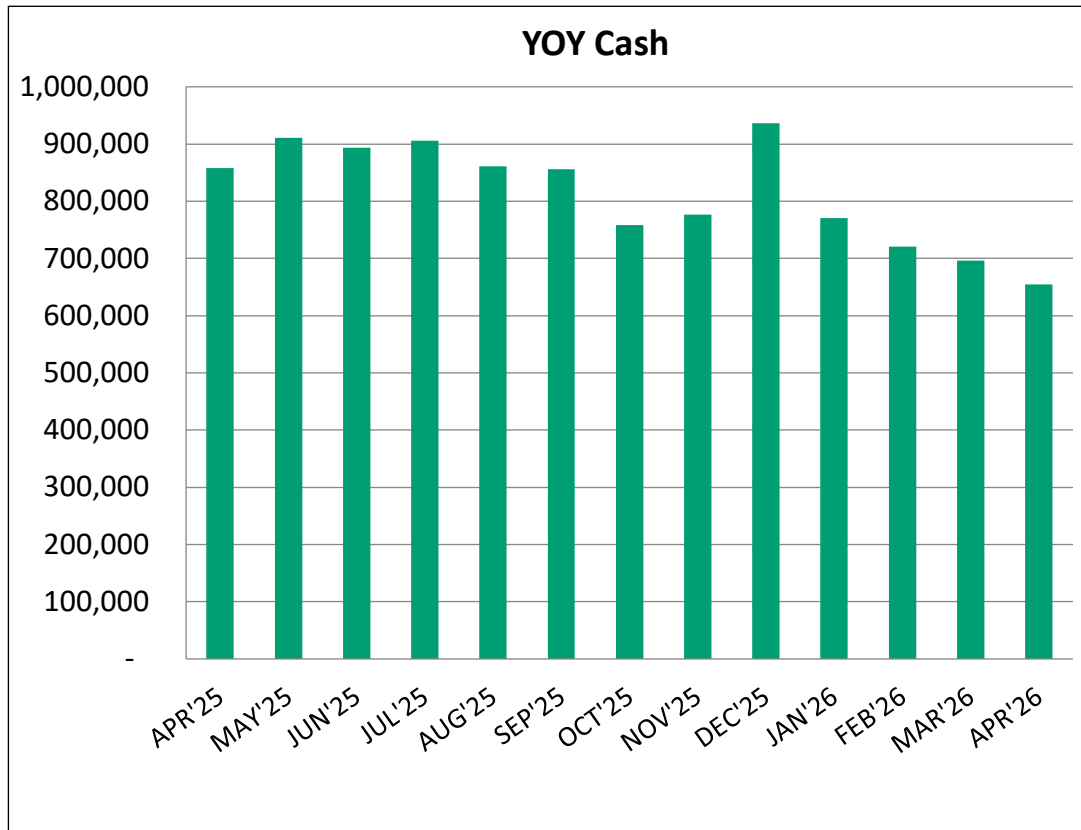
- Total Program Expenses increased by \$56,736 (16.1%) compared to prior year, totaling \$410,174.
- Expenses were \$95,193 (18.8%) below budget overall.
- Sales & Marketing Expenses increased by \$45,992 (16.2%) over prior year and represented the largest expense category at \$330,634.
 - Major increases included:
 - Advertising increased by \$12,151 (29.2%)
 - Creative Services increased by \$9,726 (24.9%)
 - Staff Marketing increased by \$33,689 (35.0%)
 - Travel Trader & Consumer Market Show increased by \$9,066 (483.3%)
- Zone and Micro-Marketing expenses increased significantly by \$22,557 (408.9%) primarily from:
 - Chico Zone/Travel Chico increasing by \$15,141
 - Oroville Zone increasing by \$6,731
- Destination Marketing Activity decreased by \$7,005 (82.6%) from prior year.
- Admin Expenses decreased by \$4,179 (8.4%) compared to prior year.

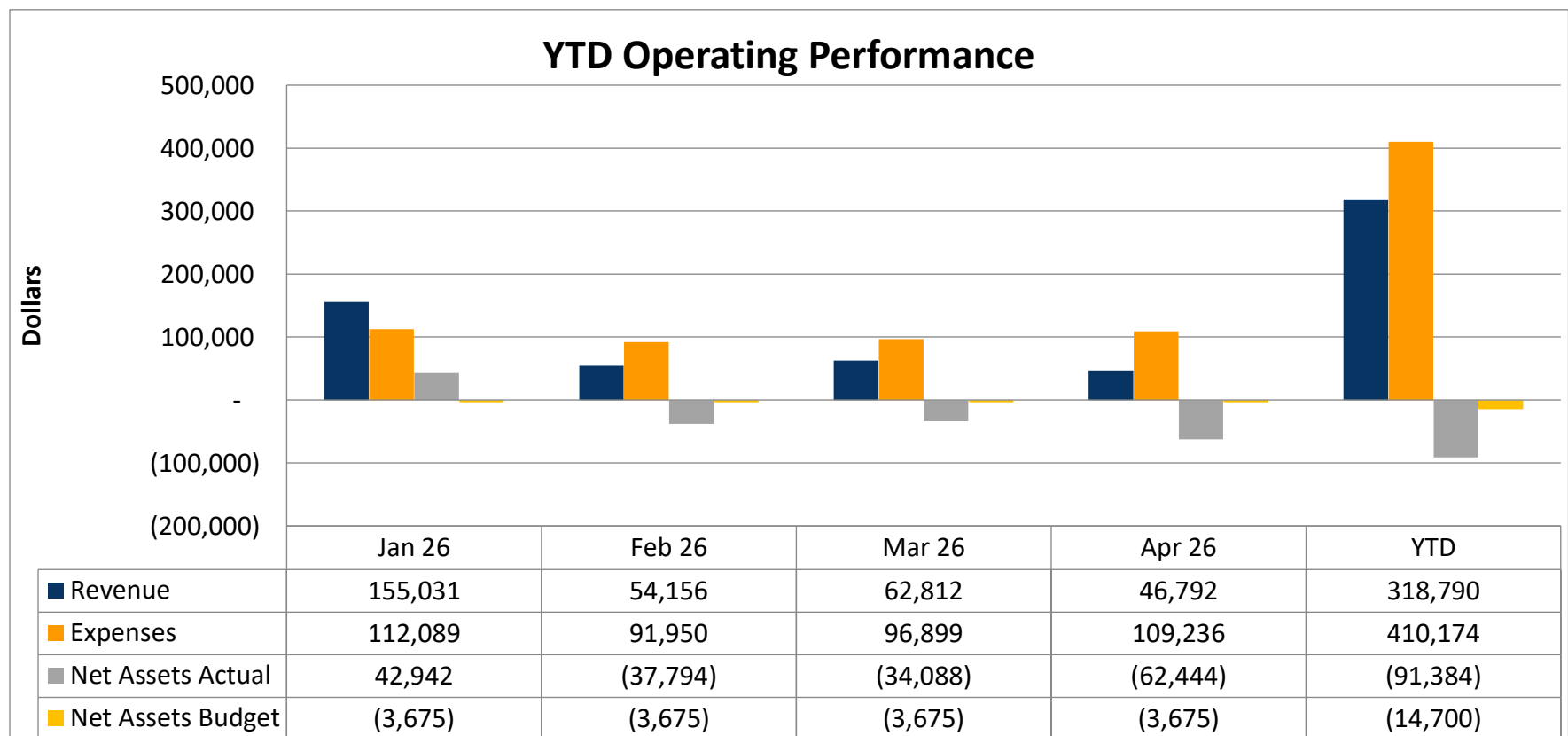
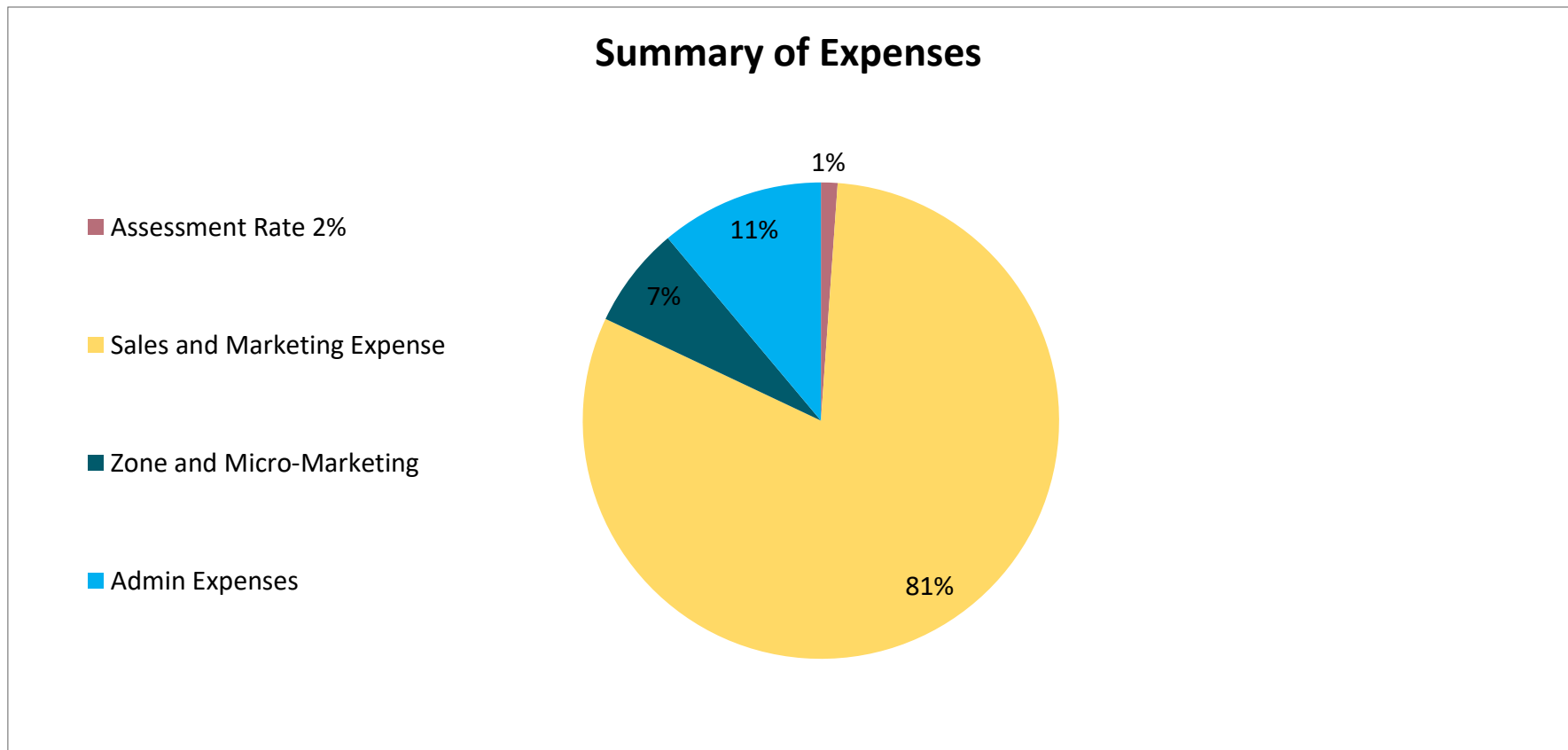
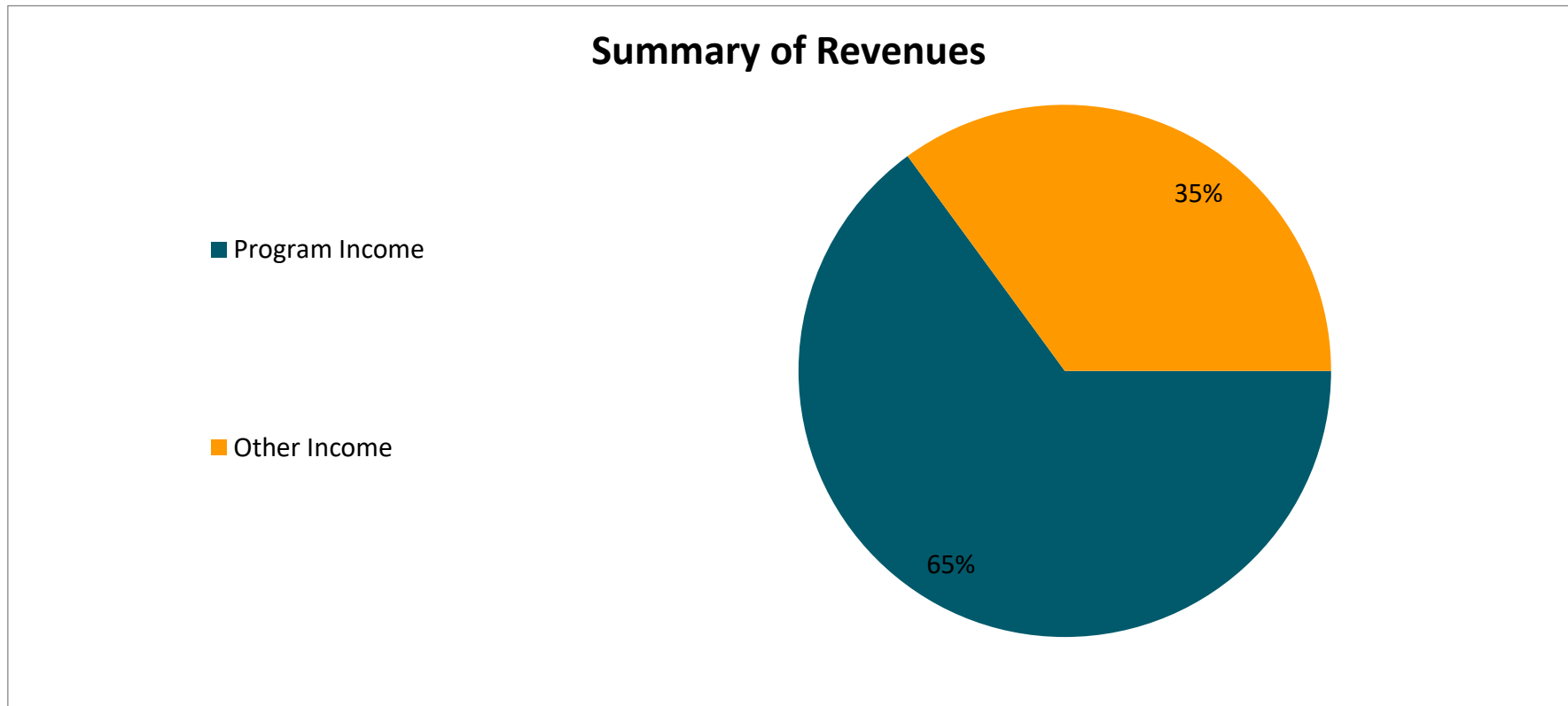
Total Change in Net Assets

- Year-to-Date operations resulted in a net loss of \$91,384.
- This was:
 - \$76,684 below budget
 - \$47,452 lower than prior year

Explore Butte County
 Financial Dashboard
 For the period ending April 30th, 2026

Color Code	
	Significant Underperformance
	Slight Underperformance
	Good Performance





Explore Butte County
Comparative Statement of Financial Position
For the period ending April 30th, 2026 and April 30th, 2025

	April 2026 \$	April 2025 \$	Variance Inc/(Dec) \$	Variance Inc/(Dec) %
ASSETS				
Current Assets				
Cash				
Checking	32,342	327,905	(295,563)	(90.1%)
Savings	100,331	510,227	(409,896)	(80.3%)
Money Market	171,777	20,068	151,709	756.0%
Certificate of Deposit	350,000	-	350,000	100.0%
Total Cash	654,451	858,200	(203,749)	(23.7%)
Accounts Receivable	128,880	294,641	(165,761)	(56.3%)
Other Assets				
Prepaid Expenses	28,547	11,729	16,818	143.4%
	28,547	11,729	16,818	143.4%
Total Current Assets	811,878	1,164,570	(352,692)	(30.3%)
Fixed Assets				
Furniture And Equipment	19,636	19,636	-	-
Vehicle	97,255	137,837	(40,582)	(29.4%)
Less Accumulated Depreciation	(62,897)	(113,037)	50,141	44.4%
Total Fixed Assets	53,994	44,436	9,558	21.5%
TOTAL ASSETS	\$ 865,872	\$1,209,005	\$ (343,133)	(28.4%)
LIABILITIES				
Current Liabilities				
Accounts Payable	36,066	20,583	15,483	75.2%
Credit Card Payable	4,407	2,774	1,633	58.8%
Accrued Salaries and Wages	29,349	22,816	6,533	28.6%
Accrued Payable	26,083	1,750	24,333	1,390.5%
Payroll Liabilities	(978)	1,875	(2,853)	(152.1%)
Total Current Liabilities	94,927	49,799	45,128	90.6%
Deferred Revenue	22,583	175,586	(153,003)	(87.1%)
TOTAL LIABILITIES	117,510	225,385	(107,875)	(47.9%)
NET ASSETS				
Unrestricted Net Assets	429,399	604,706	(175,306)	(29.0%)
Net Assets - Reserved	410,346	422,846	(12,500)	(3.0%)
Current Year Income/ (Loss)	(91,384)	(43,932)	(47,452)	(108.0%)
Total Net Assets	748,362	983,620	(235,258)	(23.9%)
TOTAL LIABILITIES & NET ASSETS	\$ 865,872	\$1,209,005	\$ (343,133)	(28.4%)

Explore Butte County
Statement of Financial Position Ratios
For the period ending April 30th, 2026

	April 2025	May 2025	June 2025	July 2025	August 2025	September 2025	October 2025	November 2025	December 2025	January 2026	February 2026	March 2026	April 2026
Cash ¹	206.63	219.31	215.24	218.15	207.40	206.21	182.70	187.00	180.35	185.50	173.43	167.66	157.56
Current Ratio ²	23.39	11.71	11.88	10.57	15.26	9.30	9.24	9.98	9.88	9.34	9.02	8.86	8.55
Leverage ³	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

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

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

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

Explore Butte County
Statement of Functional Expenses
For the period ending April 30th, 2026

	TBID Program	Cooperative	Total - MicroFunding	Travel Chico ARPA	Not Specified	TOTAL
REVENUES & OTHER SUPPORT:						
Program Income						
Butte County	647	-	-	-	-	647
Chico	161,823	-	-	-	-	161,823
Gridley	1,924	-	-	-	-	1,924
Oroville	41,619	-	-	-	-	41,619
Paradise	1,045	-	-	-	-	1,045
Sub-Total Program Income	207,058	-	-	-	-	207,058
Other Income						
Interest Income	1,041	-	-	-	-	1,041
Butte County - Microfunding	-	-	916	-	-	916
City of Chico - Microfunding	-	-	78,661	7,500	-	86,161
City of Oroville - Microfunding	-	-	14,454	-	-	14,454
Town of Paradise - Microfunding	-	-	2,986	-	-	2,986
Cooperative Program Funding	-	5,160	-	-	-	5,160
City of Gridley - Microfunding	-	-	1,014	-	-	1,014
Sub-Total Other Income	1,041	5,160	98,031	7,500	-	111,732
TOTAL REVENUE	208,099	5,160	98,031	7,500	-	318,790
PROGRAM EXPENSES:						
Assessment Rate 2%						
2% Fee - Butte County	14	-	-	-	-	14
2% Fee - Chico	3,588	-	-	-	-	3,588
2% Fee - Gridley	43	-	-	-	-	43
2% Fee - Oroville	923	-	-	-	-	923
2% Fee - Paradise	24	-	-	-	-	24
Sub-total Assessment Rate 2%	4,592	-	-	-	-	4,592
Sales and Marketing Expense						
Advertising	46,938	1,748	-	5,042	-	53,728
Conferences	13,376	-	-	887	-	14,263
Creative Services	47,517	-	-	1,307	-	48,824
Dues and Memberships	3,439	-	-	-	-	3,439
Marketing Contracts	39,625	-	-	-	-	39,625
Meals	235	-	-	-	-	235
Postage	1,037	-	-	-	-	1,037
Printing	4,127	-	-	-	-	4,127
Public Relations	3,455	-	-	-	-	3,455
Sales and Marketing Exp. - Other	12	-	-	-	-	12
Hospitality for Hospitality	11	-	-	-	-	11
Rent/Office Space	1,541	-	-	-	-	1,541
Travel Trader& Consumer Market Show	10,943	-	-	-	-	10,943
Staff-Marketing	129,923	-	-	-	-	129,923
Vehicle Maintenance	1,498	-	-	-	-	1,498
Website	17,171	-	-	800	-	17,971
Sub-Total Sales and Marketing Expense	320,849	1,748	-	8,036	-	330,634
Destination Marketing Activity						
Innovation & Experimental Programs	400	-	-	-	-	400
Butte County Film Commission	875	-	-	200	-	1,075
Sub-Total Destination Marketing Activity	1,275	-	-	200	-	1,475
Zone and Micro-Marketing						
Chico Zone/Travel Chico	-	-	-	15,311	-	15,311
Paradise Zone	-	-	1,000	-	-	1,000
Oroville Zone	-	-	11,762	-	-	11,762
Sub-Total Zone and Micro-Marketing	-	-	12,762	15,311	-	28,073
Admin Expenses						
Advertising	65	-	-	-	-	65
Bank fees	25	-	-	-	-	25
Conference, Convention, Meeting	2,774	-	-	-	-	2,774
Depreciation	6,785	-	-	-	-	6,785
General Administration	2,068	-	-	-	-	2,068
Meals	499	-	-	-	-	499
Office supplies	1,919	-	-	131	-	2,050
Postage	36	-	-	-	-	36
Professional fees - Accounting	9,860	-	-	-	-	9,860
Professional fees - Human Resources	2,009	-	-	-	-	2,009
Rent/ Office Space	2,550	-	-	-	-	2,550
401k Administration	1,514	-	-	-	-	1,514
Staffing - Admin	13,164	-	-	-	-	13,164
Subscriptions	983	-	-	-	-	983
Telephone, Telecommunications	819	-	-	-	-	819
Travel	198	-	-	-	-	198
Sub-Total Admin Expenses	45,269	-	-	131	-	45,400
TOTAL PROGRAM EXPENSES	371,986	1,748	12,762	23,679	-	410,174
CHANGE IN NET ASSETS	\$ (163,887)	\$ 3,412	\$ 85,270	\$ (16,179)	\$ -	\$ (91,384)

**Explore Butte County
Journal Entries for Month
April 2026**

Transaction date	Transaction type	Num	Name	Description	account number	Full name	Debit
7298	Journal			To Accrue the payroll for the period 03/23/2025		6000 Sales and Marketing Expense:6400 Staffing - Marketing	
04/01/2025	Entry	03312025R		to 03/31/2025	6410	(90%):6410 Staffing - Marketing Payroll	
04/01/2025	Journal			To Accrue the payroll for the period 03/23/2025		7000 Administration:7400 Staffing - Admin (10%):7410 Staffing -	
04/01/2025	Entry	03312025R		to 03/31/2025	7410	Admin Payroll	
04/01/2025	Journal						
04/01/2025	Entry	03312025R			2200	2200 Accrued Payroll	5,295.46
Total for 7298							\$5,295.46
7523							
04/10/2025	Entry	04102025		Payroll for the period 03/23/2025-04/05/2025	6410	(90%):6410 Staffing - Marketing Payroll	7,982.10
04/10/2025	Entry	04102025		Payroll for the period 03/23/2025-04/05/2025	7410	Admin Payroll	886.89
04/10/2025	Entry	04102025		Payroll for the period 03/23/2025-04/05/2025	6420	(90%):6420 Staffing - Payroll Taxes - Mktg	601.25
04/10/2025	Entry	04102025		Payroll for the period 03/23/2025-04/05/2025	7420	Admin	66.81
04/10/2025	Entry	04102025		Payroll for the period 03/23/2025-04/05/2025	6450	(90%):6450 401k	316.80
04/10/2025	Entry	04102025		Payroll for the period 03/23/2025-04/05/2025	7450	7000 Administration:7400 Staffing - Admin (10%):7450 401K	35.20
04/10/2025	Entry	04102025		Payroll for the period 03/23/2025-04/05/2025	6430	(90%):6430 Workers Comp Insurance	
04/10/2025	Entry	04102025		Payroll for the period 03/23/2025-04/05/2025	7430	Comp Insurance	
04/10/2025	Entry	04102025		Payroll for the period 03/23/2025-04/05/2025	7070	7000 Administration:7070 General Administration	230.77
04/10/2025	Entry	04102025		Payroll for the period 03/23/2025-04/05/2025	2410	2410 Retirement plan liability	
04/10/2025	Entry	04102025		Payroll for the period 03/23/2025-04/05/2025	2400	2400 Payroll Liabilities	4,099.82
04/10/2025	Entry	04102025		Payroll for the period 03/23/2025-04/05/2025	1010	1010 GVB Checking #7188	
Total for 7523							\$14,219.64
7524							
04/24/2025	Entry	04242025		Payroll for the period 04/06/2025-04/19/2025	6410	(90%):6410 Staffing - Marketing Payroll	7,982.10
04/24/2025	Entry	04242025		Payroll for the period 04/06/2025-04/19/2025	7410	Admin Payroll	886.89
04/24/2025	Entry	04242025		Payroll for the period 04/06/2025-04/19/2025	6420	(90%):6420 Staffing - Payroll Taxes - Mktg	601.88
04/24/2025	Entry	04242025		Payroll for the period 04/06/2025-04/19/2025	7420	Admin	66.88
04/24/2025	Entry	04242025		Payroll for the period 04/06/2025-04/19/2025	6450	(90%):6450 401k	316.80
04/24/2025	Entry	04242025		Payroll for the period 04/06/2025-04/19/2025	7450	7000 Administration:7400 Staffing - Admin (10%):7450 401K	35.20
04/24/2025	Entry	04242025		Payroll for the period 04/06/2025-04/19/2025	6430	(90%):6430 Workers Comp Insurance	842.55
04/24/2025	Entry	04242025		Payroll for the period 04/06/2025-04/19/2025	7430	Comp Insurance	93.62
04/24/2025	Entry	04242025		Payroll for the period 04/06/2025-04/19/2025	7070	7000 Administration:7070 General Administration	230.77
04/24/2025	Entry	04242025		Payroll for the period 04/06/2025-04/19/2025	2410	2410 Retirement plan liability	
04/24/2025	Entry	04242025		Payroll for the period 04/06/2025-04/19/2025	2400	2400 Payroll Liabilities	
04/24/2025	Entry	04242025		Payroll for the period 04/06/2025-04/19/2025	1010	1010 GVB Checking #7188	
Total for 7524							\$11,056.69
7533							
04/30/2025	Journal			deferred revenue, as it was previously coded			
04/30/2025	Entry	04302023		incorrectly.	2500	2500 Deferred Revenue	
04/30/2025	Journal			deferred revenue, as it was previously coded			
04/30/2025	Entry	04302023		incorrectly.	1020	1020 GVB Airport #7196	150,000.00
Total for 7533							\$150,000.00
7539							
04/30/2025	Journal			To expenses Avoy Technologies Limited - US		6000 Sales and Marketing Expense:6100 Marketing Contracts:6140	
04/30/2025	Entry	04302025		May 2024 - April 2026	6140	Digital Asset Management	673.25
04/30/2025	Journal			To expenses U S TRAVEL ASSOCIATION			
04/30/2025	Entry	04302025		Feb 2025 - Dec 2025	6070	6000 Sales and Marketing Expense:6070 Dues and Memberships	143.75
04/30/2025	Entry	04302025		To expenses April 2025 Prepaid	1400	1400 Prepaid Expenses	
Total for 7539							\$817.00
7540							
04/30/2025	Entry	04302025		To record depreciation expense for April 2025	7045	7000 Administration:7045 Depreciation expense	2,400.35
04/30/2025	Entry	04302025		To record depreciation expense for April 2025	1600	1600 Accumulated depreciation	
Total for 7540							\$2,400.35
7541							
04/30/2025	Entry	04302026		To accrue CFO April bill	7330	7000 Administration:7330 Professional fees - Accounting	1,750.00
04/30/2025	Entry	04302026		To accrue CFO April bill	2230	2230 Accrued Payable	
Total for 7541							\$1,750.00
7542							
04/30/2025	Entry	04302025		to 04/30/2025	6410	(90%):6410 Staffing - Marketing Payroll	6,385.68
04/30/2025	Entry	04302025		to 04/30/2025	7410	Admin Payroll	709.52
04/30/2025	Entry	04302025			2200	2200 Accrued Payroll	
Total for 7542							\$7,095.20
7544							
04/30/2025	Entry	04302025		To record accrued PTO at 04-24-25	7410	Admin Payroll	67.99
04/30/2025	Entry	04302025		To record accrued PTO at 04-24-25	6410	(90%):6410 Staffing - Marketing Payroll	611.95
04/30/2025	Entry	04302025		To record accrued PTO at 04-24-25	2220	2220 Accrued Vacation/PTO	
Total for 7544							\$679.94
7545							
04/30/2025	Entry	04302025		To remove the liability	2400	2400 Payroll Liabilities	
04/30/2025	Entry	04302025		To remove the liability	6440	(90%):6440 Health Insurance	2,795.00
04/30/2025	Entry	04302025		To remove the liability	7440	Insurance	310.56
Total for 7545							\$3,105.56
TOTAL							\$196,419.84

Explore Butte County

2105 Divvy - Nichole #1688, Period Ending 04/30/2026

RECONCILIATION REPORT

Reconciled on: 05/19/2026

Reconciled by: Angela Avanti

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

Summary

USD

Statement beginning balance.....	5,093.11
Charges and cash advances cleared (77).....	18,850.58
Payments and credits cleared (5).....	-19,536.93
Statement ending balance.....	<u>4,406.76</u>

Register balance as of 04/30/2026.....	4,406.76
Cleared transactions after 04/30/2026.....	0.00
Uncleared transactions after 04/30/2026.....	10,554.38
Register balance as of 05/19/2026.....	14,961.14

Details

Charges and cash advances cleared (77)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
04/01/2026	Expense	BDF9B84F41707AB6AD186	DOORDASH	31.78
04/01/2026	Expense	9782193278FA7363F86D9	TIKTOK PROMOTE	196.00
04/01/2026	Expense	BCA5CF39A4418DEC702E6	LANGLERS.COM	200.00
04/01/2026	Expense	2C2F009A0084CDB691DBB	GOOGLE WORKSPACE EXP...	219.47
04/01/2026	Expense	53014AF9DD7A7CDBA8360	STOBLE WORKPLACE	150.00
04/01/2026	Expense	86719EAA69FB4A9CE487C	STOBLE WORKPLACE	35.00
04/02/2026	Expense	153F4E7FF5CAE727EEF8D	CAPCUT	19.99
04/02/2026	Expense	3D48C119F1D767453BE3F	Facebook	221.57
04/02/2026	Expense	4BC1E4494B42661B53DE9	LANGLERS.COM	200.00
04/02/2026	Expense	B72C10E58F646ADF2406E	LANGLERS.COM	1,200.00
04/02/2026	Expense	61D262C55681DEC95C66B	GOOGLE ADS	298.94
04/02/2026	Expense	7098A0A590AFFE7A937EB	SKYWAY SELF STORAGE VI...	193.00
04/03/2026	Expense	808532E5C87E33EC45F85	SACCODEPTOFAIRPTecom	62.50
04/03/2026	Expense	375E7B50E02AB40BA66C7	CNN NEWS	19.27
04/03/2026	Expense	A7548401BE27FF0B69626	COSTCO GAS	85.01
04/03/2026	Expense	4C09E271A3165B0ECD805	CIAO SNA	3.22
04/04/2026	Expense	4FFAAD532BA5D5E9BC34C	TIKTOK PROMOTE	190.37
04/04/2026	Expense	92A2299EFD671D2BD1E05	Facebook	161.00
04/04/2026	Expense	CDCB75DFC684AF3A7E79D	Marriott Hotel	1,357.70
04/07/2026	Expense	A88E436BD37346298EC96	Facebook	64.00
04/07/2026	Expense	DFF4FE79776C876F0D701	Facebook	3.32
04/07/2026	Expense	FB2EDC4FF7315949F48DF	TIKTOK PROMOTE	150.00
04/08/2026	Expense	AAEBDEB824AA49687EFBA	CHICOCAMB	15.00
04/08/2026	Expense	DB40ADAFE7DBA8D7A97EA	SURF THRU CHICO	32.99
04/08/2026	Expense	C177B06761BB427B050D3	Office Depot	34.39
04/09/2026	Expense	857F42E394AD6DB086876	DESTINATION MARKETING ...	1,195.00
04/09/2026	Expense	A5E97C1377A74D23608CD	DESTINATION MARKETING ...	1,195.00
04/09/2026	Expense	7BD8089DA81C5770E8C24	CHICO ENTERPRISE RECOR	1.00
04/09/2026	Expense	96321897CD5221DE83A21	THE HOME DEPOT	5.43
04/09/2026	Expense	AC066D2454B743DB13A24	Southwest Airlines	855.60
04/09/2026	Expense	2DA399CD19D53C0667BDB	PROGRESSIVE	643.00
04/10/2026	Expense	09F8891B285C167AC5AFB	Cloudflare	25.00
04/10/2026	Expense	9168D16653F445EA7F694	UNION COFFEE CLUB	9.20
04/13/2026	Expense	B80C7EB408D16D1A74B23	GOOGLE FI WIRELESS	120.76
04/13/2026	Expense	1B49F7B1A6F23D34305A3	INTUIT QUICKBOOKS	115.00
04/14/2026	Expense	C6B533E16EBFB957EBDC3	BETTERMENT	160.47
04/15/2026	Expense	90E3DC4F9D68A2D956EE1	JAVIERS IRVINE	124.00
04/16/2026	Expense	E87FF0E9117A6D2FB648E	CREXENDO	128.73
04/16/2026	Expense	C59CD65DE16E0FD2DF32B	ONLINE POSTAGE	412.00
04/16/2026	Expense	C82EFEC16D65E7286049C	HYATT	25.33

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
04/17/2026	Expense	4BC2BCFFF87E4F0750153	HYATT	37.73
04/17/2026	Expense	716FDBB4FC9DD3256EF28	CHICO ENTERPRISE RECOR	1.00
04/17/2026	Expense	45908E6C0159F6E6A1E63	FARMERS BREWING ME	150.00
04/18/2026	Expense	3D5EAA48F1868622B729F	COFFEE BEAN & TEA LEAF	23.43
04/18/2026	Expense	A5C27F1F86EC62D1052EE	Facebook	94.47
04/18/2026	Expense	F69EB93222EFD2818D424	SACCODEPTOFAIRPTECOM	102.50
04/19/2026	Expense	E7CC5987B184E3C518769	Residence Inn	999.50
04/19/2026	Expense	572227E05E1126D4E3F5C	B STREET PUBLIC HOUSE	70.49
04/20/2026	Expense	3880A671EE4F1A2C52BFB	Facebook	28.00
04/21/2026	Expense	376E83B50B66853597110	Facebook	218.32
04/22/2026	Expense	194225CF99D4FA17B0C8F	CALIFORNIA TRAVEL ASSO	300.00
04/22/2026	Expense	15C75A3288A4FA0D3D680	CALIFORNIA TRAVEL ASSO	300.00
04/22/2026	Expense	6EC5CFE978CAF4969D660	CALIFORNIA DEPARTMENT ...	643.00
04/22/2026	Expense	98A59EF06196762DB12DA	ROJAS AUTO GLASS	750.00
04/23/2026	Expense	84E3E544674BEB529CB37	TIKTOK PROMOTE	103.79
04/23/2026	Expense	B70D2E0A3E065DFEBA0D9	CALIFORNIA DEPARTMENT ...	12.54
04/23/2026	Expense	66F8D49845053D15867FD	Staples	82.20
04/23/2026	Expense	684C8519E9C242FD1C1B0	Facebook	28.00
04/24/2026	Expense	847B709E83987065DA647	CAPCUT	9.99
04/24/2026	Expense	C3262F1289435985BB103	Facebook	28.00
04/24/2026	Expense	DBCC5C2E94FCE39CBBD11	CRAFT	68.00
04/25/2026	Expense	D4B7B41ADCABC68B7DFE9	Facebook	161.00
04/25/2026	Expense	8D9F14DDD9749C7AE2D4D	Facebook	28.00
04/26/2026	Expense	8B203D12C08AC3904246A	Office Depot	15.82
04/26/2026	Expense	9BA56AAB03A64C7F429D7	Facebook	28.00
04/27/2026	Expense	D50CFAF8CB9404E2C81B0	Facebook	28.00
04/28/2026	Expense	4F459B15F17E0A1A915FE	USTRAVEL ESTO	1,350.00
04/29/2026	Expense	DDFB0491BF9CC8F6B88DF	Chevron	48.48
04/29/2026	Expense	B733809AD38CA82C88FA0	TIKTOK PROMOTE	197.00
04/29/2026	Expense	45DC37D9C8980ED220CAE	LOWE'S	12.00
04/29/2026	Expense	BBCD4FDC450E28994ECB7	Facebook	28.00
04/29/2026	Expense	F162DD51E4FC79E24B8C4	Office Depot	8.73
04/30/2026	Expense	F0371174AD4D145BCB23D	BILL.COM	318.07
04/30/2026	Expense	6ACD1475130F1688C8650	NAPOLEON STONE	1,029.83
04/30/2026	Expense	6DAC46F97264620E42246	MAIN CARE ENERGY	749.85
04/30/2026	Expense	A6739D45AC21EC1D0B980	Facebook	28.00
04/30/2026	Expense	E84427626F34DEEBEB674	Facebook	608.80

Total 18,850.58

Payments and credits cleared (5)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
03/30/2026	Expense		Divvy	-3,519.32
04/06/2026	Expense		Divvy	-6,418.61
04/13/2026	Expense		Divvy	-4,228.93
04/20/2026	Expense		Divvy	-2,565.41
04/27/2026	Expense		Divvy	-2,804.66

Total -19,536.93

Additional Information

Uncleared charges and cash advances after 04/30/2026

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
05/01/2026	Expense	3350843BBD4B0854D23A7	WOOD WORLD OF TEXAS	10,554.38

Total 10,554.38

Explore Butte County

1010 GVB Checking #7188, Period Ending 04/30/2026

RECONCILIATION REPORT

Reconciled on: 05/19/2026

Reconciled by: Angela Avanti

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

Summary

USD

Statement beginning balance.....	74,517.86
Checks and payments cleared (30).....	-122,270.16
Deposits and other credits cleared (7).....	80,094.78
Statement ending balance.....	<u>32,342.48</u>

Register balance as of 04/30/2026.....	32,342.48
Cleared transactions after 04/30/2026.....	0.00
Uncleared transactions after 04/30/2026.....	29,750.08
Register balance as of 05/19/2026.....	62,092.56

Details

Checks and payments cleared (30)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
04/03/2026	Expense		Humana, Inc.	-213.03
04/06/2026	Expense		Divvy	-6,418.61
04/07/2026	Expense		BILL.COM	-425.50
04/07/2026	Expense		BETTERMENT	-1,165.28
04/08/2026	Expense		HUBSPOT INC	-6,195.00
04/09/2026	Bill Payment		Valarie Rose	-175.00
04/09/2026	Bill Payment		Building Leaders, Advocatesa...	-1,000.00
04/09/2026	Journal	04092026		-12,744.64
04/09/2026	Bill Payment		Oroville Economic Alliance	-2,000.00
04/09/2026	Bill Payment		Madden Media	-22,083.34
04/09/2026	Bill Payment		The Spinning Atlas, LLC	-3,352.65
04/09/2026	Bill Payment		The Gridley District Chamber ...	-200.00
04/09/2026	Bill Payment		Wilson Printing	-3,360.46
04/13/2026	Expense		BETTERMENT	-1,540.14
04/13/2026	Expense		Divvy	-4,228.93
04/14/2026	Bill Payment		Tristen Murphy	-850.00
04/20/2026	Expense		Divvy	-2,565.41
04/21/2026	Expense			-2,672.85
04/22/2026	Bill Payment		Mary Chin	-400.00
04/22/2026	Bill Payment		Ripe, Inc	-1,000.00
04/22/2026	Bill Payment		Chico Velo	-5,000.00
04/22/2026	Bill Payment		Watershed Media LLC	-2,323.22
04/23/2026	Journal	04232026		-12,749.14
04/27/2026	Bill Payment		Avoy Technologies Limited - U...	-14,450.00
04/27/2026	Expense		BETTERMENT	-1,535.64
04/27/2026	Expense		Divvy	-2,804.66
04/28/2026	Bill Payment		Butte County Association of G...	-550.00
04/30/2026	Bill Payment		Madden Media	-1,666.66
04/30/2026	Bill Payment		state theatre arts guild inc.	-600.00
04/30/2026	Bill Payment		National Travel Center	-8,000.00

Total -122,270.16

Deposits and other credits cleared (7)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
04/08/2026	Receive Payment	044853	City of Chico - TBID Assessment	24,049.36
04/21/2026	Receive Payment	811263	Butte County - TBID Assessm...	107.88
04/21/2026	Receive Payment	23196	City of Oroville - TBID Assess...	15,217.69
04/21/2026	Receive Payment	91291	Town of Paradise - TBID Asse...	16,280.56

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
04/21/2026	Receive Payment	0051085	City of Chico - Travel Chico	5,000.00
04/21/2026	Receive Payment	045182	City of Chico - TBID Assessment	17,348.52
04/21/2026	Receive Payment	980922	City of Gridley - TBID Assess...	2,090.77
Total				80,094.78

Additional Information

Uncleared checks and payments after 04/30/2026

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
05/04/2026	Bill Payment		Butte Environmental Council	-1,000.00
05/04/2026	Bill Payment		Sound Source	-2,500.00
05/04/2026	Bill Payment		Legacy Stage	-2,500.00
05/04/2026	Bill Payment		Show & Stroll Car Show	-1,000.00
05/04/2026	Bill Payment		Northern California Ballet	-1,000.00
05/04/2026	Bill Payment		Chico Concours	-500.00
05/04/2026	Bill Payment		ChiVVA	-1,000.00
05/04/2026	Bill Payment		Jason Mandly	-500.00
05/04/2026	Bill Payment		Jason Mandly	-632.50
05/11/2026	Bill Payment		Nolan Erickson	-2,066.82
05/11/2026	Bill Payment		Sound Source	-1,000.00
Total				-13,699.32

Uncleared deposits and other credits after 04/30/2026

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
05/05/2026	Receive Payment	045222	City of Chico - TBID Assessment	43,449.40
Total				43,449.40

Explore Butte County

1030 GVB Savings #7251, Period Ending 04/30/2026

RECONCILIATION REPORT

Reconciled on: 05/14/2026

Reconciled by: Angela Avanti

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

Summary

USD

Statement beginning balance.....	100,248.84
Checks and payments cleared (0).....	0.00
Deposits and other credits cleared (1).....	82.43
Statement ending balance.....	<u>100,331.27</u>

Register balance as of 04/30/2026.....	100,331.27
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Details

Deposits and other credits cleared (1)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
04/30/2026	Deposit			82.43
Total				82.43

Explore Butte County

1020 GVB Airport #7196, Period Ending 04/30/2026

RECONCILIATION REPORT

Reconciled on: 05/14/2026

Reconciled by: Angela Avanti

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

Summary

USD

Statement beginning balance.....	171,636.13
Checks and payments cleared (0).....	0.00
Deposits and other credits cleared (1).....	141.13
Statement ending balance.....	<u>171,777.26</u>

Register balance as of 04/30/2026.....	171,777.26
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Details

Deposits and other credits cleared (1)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
04/30/2026	Deposit			141.13
Total				141.13



TO: Explore Butte County Board of Directors
FROM: Nichole Farley, President & CEO
DATE: May 28, 2026

Purpose

A strategic pivot in Explore Butte County (EBC) staffing efforts, shifting focus toward intensive Business Development and Lead Generation specifically targeting hotel and lodging properties. This pivot includes a structured professional development roadmap to anchor EBC's entry into the sports and meetings tourism market.

Background

In alignment with our long-term strategic goals to drive overnight occupancy, EBC is refining its organizational focus. To successfully capture high-yield group business, EBC has officially become a member of Sports ETA (Sports Events & Tourism Association).

To ensure our team possesses the specialized expertise required to compete in this aggressive market, staff will enroll in a formalized professional development track starting in July 2026. This training will utilize Sports ETA's industry-standard curriculum:

- Introduction to Sports Tourism: Covering the foundational ecosystem of sports commissions, venues, and economic impact metrics.
- Sports Tourism Business Strategy: Focusing on lead generation, bidding tactics, rights-holder relations, and financial modeling.

This education phase will lay the groundwork for EBC to actively launch and pursue sports and meetings business beginning in Winter 2026/2027.

Composition & Scope

The 2026 annual goals and objectives will be restructured to reallocate internal resources toward direct lead generation pipeline management. The scope of this pivot includes:

- Dedicated Lead Generation: Proactively identifying, vetting, and bidding on regional amateur, youth, collegiate sports tournaments, and small meetings and events.
- Lodging Partner Integration: Creating a streamlined lead-distribution system to ensure Butte County hotel and lodging properties can efficiently bid on and capture room blocks.

- Collateral & Bidding Assets: Developing a digital "Sports & Meetings Facility Guide" highlighting Butte County's regional fields, courts, and hospitality infrastructure.

Rationale

Establishing this specialized focus ensures data-driven governance, accountability, and continuous organizational improvement.

Group sports tourism represents one of the most resilient sectors in the travel industry. By training staff through Sports ETA prior to entering the market, EBC minimizes financial risk and maximizes our bidding success rate. This proactive strategy ensures that when we officially go to market in Winter 2026/2027, our team will be leveraging industry best practices to deliver immediate, measurable ROI to our lodging stakeholders via increased heads-in-beds.

Attachments

Attachment A: [Sports ETA Course Overview – Introduction to Sports Tourism](#)

Attachment B: [Sports ETA Course Overview – Sports Tourism Business Strategy](#)



Introduction to Sports Tourism

Sports Tourism Learning Institute

Course Description

Sport tourism is the fastest growing sector in the global travel and tourism industry. The Introduction to Sports Tourism course offers rich experiential learning through in-depth exploration of the sports tourism industry, sport industry guest lectures and sports industry data & analysis. Participants will review sports tourism models, examine both amateur and professional sports, and analyze the impact of major events. The course will also highlight how sports tourism contributes to economic growth, civic pride, and quality of life while providing essential business and leadership skills.

STLI Certificate Playbook Course

STS Credits: 4

Format: Online, Self-Paced

Length: 6 sessions - approx. 4 total hours

Sports ETA Member Price: \$399

Non-Member Price: \$499

Meet the Industry Expert Leading this Course



Vincent R. Trinidad, IOM

- Sports ETA, Facilities Programming Adjunct
- Huddle Up Group, Strategic Projects Partner
- Bobcat Strategies, LLC, President & CEO

Vincent Trinidad is a vibrant changemaker with 30 years of experience in sports, tourism, and nonprofit industries. He has worked for groups that include Local Organizing Committees, National Governing Bodies, Sports Commissions, Convention & Visitors Bureaus, Parks & Recreations, and

Chambers of Commerce. In addition, he has worked with elected officials at the city, county/parish, state, and national levels.

He earned his bachelor's degree in political science and German from the University of Arizona. In his pursuit for professional development, he earned two industry certifications; a Certified Sports Event Executive (CSEE) from the NASC (Sports ETA), and Institute of Organizational Management (IOM) graduate through the US Chamber of Commerce Foundation. He is currently an MBA Candidate with the Oklahoma State University MBA Spears School of Business at OSU-Tulsa.

He has served on several Sports Tourism and local boards. He enjoys serving his community by creating meaningful connections and relationships that bring us closer together. He believes that the key to understanding each other is our unique cultures that, when combined, make our community better.

<https://www.linkedin.com/in/vince-trinidad-iom-277b735/>

Course Learning Outcomes

After completing this course, you will be able to:

1. Define the scope of sports tourism within the broader tourism industry.
2. Identify the key structures, stakeholders, and organizations that shape the sports tourism ecosystem.
3. Apply foundational business and leadership skills in the context of sports tourism.
4. Evaluate desired outcomes and performance indicators in sports tourism initiatives.
5. Analyze the impact of sports tourism on communities and regions.
6. Utilize professional resources and learning opportunities to continue growth as a sports tourism professional.

Course Content

This is a fully online, self-paced course consisting of 6 sessions. Course sessions include informative video lectures, participation quizzes, and printable PDF resources. This course takes approximately four hours to complete.



Session 1: Introduction – The Fastest Growing Sector in the Tourism industry

Session 1 introduces sports tourism as the fastest-growing sector in the tourism industry. You'll learn what sports tourism means, how it impacts local economies and communities, and how it has grown from ancient competitions to today's global events.

Session 2: The Many Structures of Sports Tourism

This session introduces the many players that make up the sports tourism industry. You'll learn about destinations, industry partners, rights holders, and individuals, and see how each contributes to building and growing sports tourism.

Session 3: The Business of the Sports Tourism Industry

Session 3 focuses on the core business skills needed in sports tourism. You'll explore strategic planning, finance, leadership, public speaking, and partnership building, all aimed at helping you succeed and grow as a sports professional.

Session 4: Desired Outcomes of Sports Tourism

In Session 4, you'll learn how to set clear, measurable goals, explore how success is tracked through things like revenue, room nights, and economic impact, and see how sports tourism can make communities better places to live, work, and play.

Session 5: Sports Tourism's Effects on a Geographical Area

Session 5 will show how events support the local economy, build community identity, and create long-term benefits. The session highlights the role of marketing and storytelling in shaping a destination's brand and attracting visitors.

Session 6: Bringing It All Together

This final session wraps up the course by focusing on what comes next in your sports tourism journey. You'll review essential industry terms, explore professional resources and learning opportunities, and see how ongoing growth and education can help you succeed in the field.



Upon Completion

Successful completion of the course materials will earn you a Certificate of Achievement from the Sports Tourism Learning Institute and four credits towards your [Sports Tourism Strategist Designation](#). Having completed this course, you will also gain a deeper understanding of the topic, real-world application strategies, and numerous professional resources and connections to reference during your career.

Questions?

If at any time you have questions about this course or any of our other courses, please contact us at info@sportseta.org. Because this course is self-paced, please do not try to contact the course instructor(s) with your questions. If you need technical help with the course, please email us at support@sportseta.org.





SPORTS TOURISM BUSINESS STRATEGY

Sports Tourism Learning Institute

Course Description

Led by seasoned industry strategists; this five-part course will provide all the fundamentals necessary to chart and implement a clear strategy for your sports events and tourism initiatives. You will be guided step-by-step through basic elements of strategy, a proven framework for success, establishing your “why,” prioritization of tasks, and implementing your strategy to ensure success.

STLI Certificate Playbook Course

STS Credits: 4

Format: Online, Self-Paced

Length: 5 sessions - approx. 4 total hours

Sports ETA Member Price: \$399

Non-Sports ETA Member Price: \$499

Meet the Industry Experts Leading this Course



Dale Neuburger, Sports Management and Strategy Consultant

Dale Neuburger has extensive experience in the sports industry, serving in leadership positions for Indiana University, USA Track & Field, and Indiana Sports Corporation. As a consultant, he has assisted cities in developing sports event strategies to attract major events and sports organizations in improving governance and member services.



<https://www.linkedin.com/in/dale-neuburger-9874549/>



Michelle Perry, President & CEO at Gamechangers Consulting

Michelle Perry has more than 25 years of experience in the sports industry, serving in leadership positions for UTSA, Mountain West Conference, and the NCAA. As a consultant, she has provided expertise and guidance to sport-related organizations focusing on strategic and business performance planning; event bidding and hosting strategies; event execution; and sports facility analysis for concurrent competitive and recreational use.



<https://www.linkedin.com/in/michelle-perry-902b0075/>

Course Learning Outcomes

After completing this course, you will be able to:

- Differentiate between strategy and tactics when developing a strategic action plan.
- Apply the Sports Events Strategy Framework to effectively identify and attract events that will be rewarding, successful, and memorable.
- Use philosophical foundations and organizational goals to develop a strategic and comprehensive approach to event planning for your organization or city.
- Formulate clear goals and organizational structure to assemble a successful sports event utilizing all Sports Event Strategy Framework components.
- Implement your strategic plan and evaluate its success.

Course Content

This is a fully online, self-paced course consisting of five sessions. Each course session includes informative video lectures with interactive questions throughout. This course takes approximately four hours to complete.

Session 1

What Is Strategy? with Dale Neuburger

This session provides an introduction to strategic thinking, enabling the formulation of a strategic plan. There is recognition of the importance of making good choices about



what to do and what not to do, as well as differentiating strategy and tactics and efficiency and effectiveness

Session 2

What are the Key Elements of a Sports Strategy? *with Dale Neuburger*

This session provides a framework for decision-making regarding event selection by asking and answering key questions about prospective event targets. By taking a sequential approach to the type, timing, and rationale for specific events, the session provides a road map for determining the events that are likely to be most successful and memorable.

Session 3

How to Conceptualize a Sports Event Strategy, *with Dale Neuburger*

This session provides the philosophical basis for the creation of a coherent sports event strategy. A methodology for strategy formulation is developed through a sequential approach that enables a city to define its universe of potential events and provides a systematic way to achieve its goals. To develop a successful sports strategy, there must be attention to aligning a city's social and economic goals with events that can best provide such results.

Session 4

How to Assemble a Sports Event Strategy, *with Dale Neuburger*

This session is designed to provide guidance about putting all of the component parts of a sports event strategy into proper alignment with the political, business, and nonprofit leadership of the city. By doing so, the sports commission or CVB can identify productive partnerships, develop effective communication channels, and seek the most impactful events. And, there is an emphasis on the importance of the development of an organizational structure that is conducive to successful event attraction and hosting.

Session 5

How to Proceed from Planning to Implementing, *with Michelle Perry*

This session is designed to provide guidance for the activation of the strategic plan. Its focus is on establishing and tracking each of the prioritized actions that comprise the sports event strategy and then communicating progress to key constituents and stakeholders. The vital step from plan formulation to plan implementation is explained, with key success blockers identified.



Upon Completion

Successful completion of the course materials will earn you a Certificate of Achievement from the Sports Tourism Learning Institute and four credits towards your [Sports Tourism Strategist Designation](#).

Having completed this course, you will also gain a deeper understanding of the topic, real-world application strategies, and numerous professional resources and connections to reference during your career.

Questions?

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If you need technical help with the course, please email us at support@sportseta.org.





TO: Explore Butte County Board of Directors
FROM: Nichole Farley, President & CEO
DATE: May 28, 2026

Purpose

Explore Butte County is at a critical organizational inflection point. While our primary mission remains driving overnight stays to generate economic vitality, there is an urgent internal need to shift external misperceptions, strengthen resident sentiment, and build a unified, forward-moving community spirit.

In early 2026, staff initiated a comprehensive brand refresh project to modernize our destination marketing infrastructure. While strategically retaining the recognizable shape of our core logo mark, the objective was to build a new operational brand platform, voice and tone framework, expanded visual treatments, and an updated color palette and typography stack that accurately reflect the modern reality of Butte County.

Strategic Framework & Platform

This revitalized strategic direction shifts our organizational narrative from siloed community messaging toward a cohesive, kinetic identity centered on the restorative power of our regional waterways.

- Brand Platform: *"The Place You Didn't Know You Needed."* This foundational concept focuses on the compelling magnetism of authentic, personal, and unscripted exploration.
- Emotional Objective: Our goal is to cultivate a visceral sense of Belonging. Narrative content will invite visitors to immerse themselves in and bond with the destination, establishing Butte County as an experience that resonates within the traveler's soul.
- Brand Ethos: The external personality of the organization is anchored by three primary pillars:
 - *Grounded*: Sincere, approachable, valuing authenticity over formality, and inherently inclusive.
 - *Restorative*: Vitalizing, nature-focused, and deeply intertwined with our local aquatic landscape.
 - *Invigorating*: A vibrant, high-energy, and participatory destination encounter.

Audience Personas & Messaging Mindsets

The 2026 brand guidelines officially consolidate our target demographics into three primary strategic personas, shifting away from outdated vertical pillars:

Persona	Target Definition	Core Messaging Mindset
Lovers of Relaxed Adventure (LRA)	DINKs and young couples with kids (aged 13+) seeking easy, accessible, low-pressure outdoor getaways. Unfamiliar with the region.	Focus on spontaneity, accessibility, and the thrill of discovery before a destination goes mainstream.
Sequel Seekers (SS)	Return visitors, CSU Chico alumni, and families dropping off incoming college students.	Balance emotional familiarity with fresh discovery, reminding them why they love the region while showing there is more to uncover.
Butte County Residents (BCR)	Locals proud of their high quality of life but navigating historically fractured community divisions or negative outsider perceptions.	Grounded, confident, and lightly playful language that builds collective pride, momentum, and shared stewardship.

Visual Identity Refresh Summary

The detailed brand guidelines establish strict guardrails to elevate visual consistency across internal design teams and external regional stakeholders:

- Logo Evolution & Asset Control: The core text silhouette remains relatively unchanged to preserve legacy brand equity.
- Typography: The typeface stack shifts to a premium configuration: Atelia (Bold Display Font for primary headlines) , Beatybrith (Handwritten Accent typeface for targeted

emphasis) , Forester (Sentence Case Subheads) , and Greycliff CF (Multi-weight body font system).

- Color Palette Optimization: The brand introduces an organic, region-inspired color system categorized for operational deployment:
 - *Primary (High-Frequency Use):* Foliage (Hex #276200) , Sunshine (Hex #FFC400), and Shallows (Hex #28A1AB).
 - *Secondary (Select Applications):* Depths (Hex #0F4155) , Terra (Hex #765E0A), and Clay (Hex #FF4F5C).
 - *Black/Reverse (No-Color Exceptions Only):* Asphalt (Hex #181611) and Cloud (Hex #F5FAFA).

Operational Implementation & Constraints

Marketing campaigns deploying these refreshed guidelines will initially target our primary regional markets: Sacramento and the Bay Area. Tier 2 geographic expansion tracks have been established for the Fresno–Visalia, Reno, and Medford–Klamath Falls media markets.

Attachments

Attachment A: [2026 New Brand Guidelines](#)

BIGGS

CHICO

GRIDLEY

OROVILLE

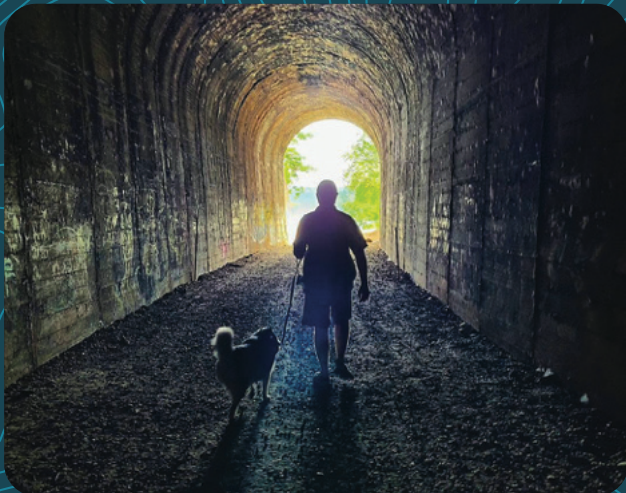
PARADISE

EXPLORE BUTTE^{CA}

BRAND GUIDELINES

EXPLORE

ROUTE CA



Brand Guidelines

01	Introduction	5
02	Mission, Vision & Values	7
03	Brand Anchors & Personas	9
04	Brand Platform	14
05	Logo Mark	21
06	Icon Mark	28
07	Typography	35
08	Color Palette	37



Introduction

Butte County is a destination in motion, one shaped by water, renewed identity, and a strong sense of place.

The strategy is designed to shift outside perception while strengthening internal pride, positioning Butte County as an accessible, restorative, and invigorating Northern California escape. By highlighting relaxed adventure, authentic local culture, and the emotional pull of belonging, the brand invites new visitors to discover Butte County and gives returning visitors and residents a renewed reason to connect.



Mission, Vision & Values

MISSION

Explore Butte County inspires people to discover Butte County, creates tourism opportunities that contribute to economic vitality, and build 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

How Explore Butte County promotes Butte County and engages with our community and stakeholders.

Authenticity

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

Innovation

We embrace the creative qualities that make our communities inviting.

Stewardship

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

Equity

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

Fun

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



03

Brand Anchors & Personas

MOLDED BY MOTION

Like the water that connects it, Butte County is shaped by constant movement. Beyond rivers and seasons, people, ideas, and communities flow forward into what's next.

HOMEGROWN ADVENTURE

Here, adventure-fuelled stories don't require planning gymnastics. Big, memorable experiences are close, casual, and repeatable.

NORCAL WITHIN REACH

Butte County doesn't demand, but welcomes. Laid-back rhythms and smalltown charms offer everything you love about Northern California, without the crowds, cost, or overplanning.

LED BY LOCALS

Butte County isn't manufactured for visitors. It's lived in, built by, and shared by the people who call it home. From farms to taprooms to trail systems, experiences feel local because they are.

NOSTALGIA INCARNATE

Butte County invites you to form deep connections. Familiar places take on new meaning, and experiences reward you with deep-seated joys.

LOVERS OF RELAXED ADVENTURE (LRA)

DINKs/young couples with kids (aged 13 and older) who aren't seeking extreme adventure nor passive non-participation (like just lying on a beach), but instead they seek easy accessible fun (and perhaps surprising/unexpected) adventures. These audiences are not familiar with Butte County and have not visited.

MESSAGING IMPLICATIONS

Position Butte County as an easy, approachable NorCal getaway filled with surprising discoveries and low-pressure adventure. Lead with spontaneity, accessibility, and the thrill of finding a place before everyone else.

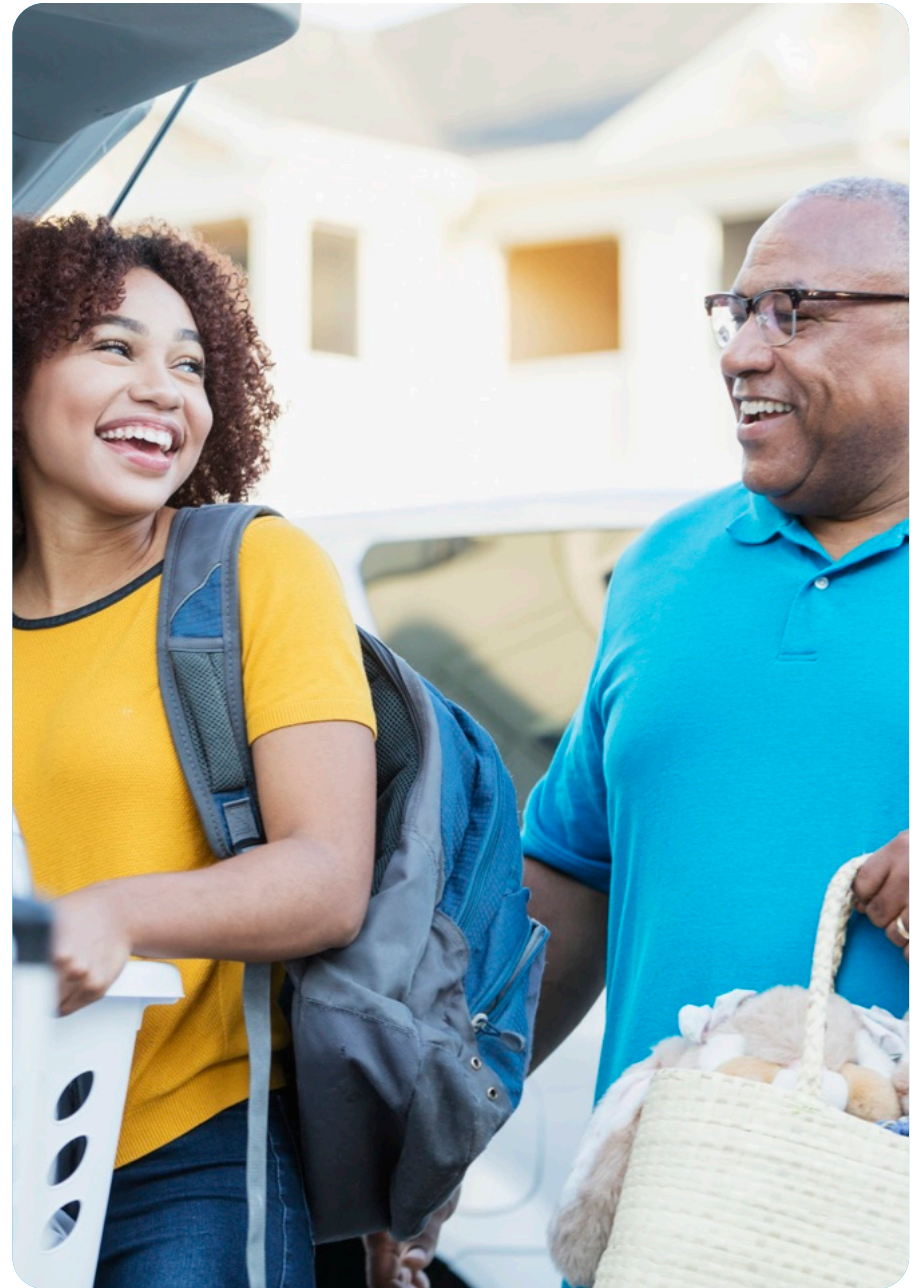


SEQUEL SEEKERS

They have been to Butte County before and are choosing the return for activities or to visit friends & family. They may also be CSUC alumni returning to visit with their families, or parents dropping off new students.

MESSAGING IMPLICATIONS

Tap into rediscovery and emotional familiarity, showing Butte County as a place that still has more to uncover. Emphasize the joy of returning, reconnecting, and being pulled toward new adventures, unexpected discoveries, and lifelong memories.



BUTTE COUNTY RESIDENTS (BCR)

They are happy in their lives and choice of residence because the quality of life is high; they have been through a lot and come out stronger, and they are seeking a collective sense of the values and principles to affirm their choice.

MESSAGING IMPLICATIONS

Reinforce collective pride by celebrating Butte County as a place with momentum, character, and lasting value. Language should feel affirming and grounded, helping residents see the county as something worth sharing and shaping together.





Brand Platform



THE PLACE YOU DIDN'T KNOW YOU NEEDED

Butte County has always been there, just not always seen. Here, discovery feels real. Personal. Like you found it before anyone else did. The energy is contagious, like a friend texting you a photo mid-adventure, bragging about a place you've never considered, and now you can't stop thinking about it. It pulls you toward new adventures, unexpected discoveries, and lifelong memories.

EMOTION TO EVOKE

BELONGING

Butte County should feel like more than a place you visit. It should feel like a place you're part of. One that invites you to jump in, soak it up, and connect through experiences that feel personal, grounding, and lasting. It gets under your skin and into your soul.

VOICE & TONE

CONFIDENT PLAYFUL CLEVER ACTIVE

**RALLY
CRY**

- Dive In. Go All Out.
- Not What You Expected, Exactly What You Needed.
- Make Waves.
- Some Places Just Flow Different.
- Make Your Mark.

Voice by Audience

LOVERS OF RELAXED ADVENTURE

Messaging Mindset:

Butte County should feel approachable, surprising, and easy to say yes to. Messaging sparks curiosity, highlight low-pressure adventure, and position the destination as the kind of find you want to brag about later.

Copy Examples:

Your Group Chat Hasn't Found This Yet

A weekend of easy trails, cool water, local pours, and stories you didn't see coming.

Go Where the Good Stuff Is

Swimming holes, scenic trails, local flavor, and just enough surprise to keep things interesting.

Get Your Slice

A little water, a little sunshine, a lot of "wait, why don't more people know about this?"

SEQUEL SEEKERS

Messaging Mindset:

The voice should balance familiarity with fresh discovery. Messaging should remind them why they came in the first place, while showing there is still more to discover.

Copy Examples:

Nostalgia Looks Good on You

Your Butte County story isn't done yet.

Still Got It

Return to old favorites and leave with new ones

We Missed You Too

The pace, the views, the feeling, Butte County knows how to make a strong second impression.

BUTTE COUNTY RESIDENTS

Messaging Mindset:

For Residents, the voice should feel confident, grounded, and lightly playful. Messaging should reflect the county's character in a way that feels true to locals while giving them language that feels fresh, proud, and shareable.

Copy Examples:

There's Just Something About This Place

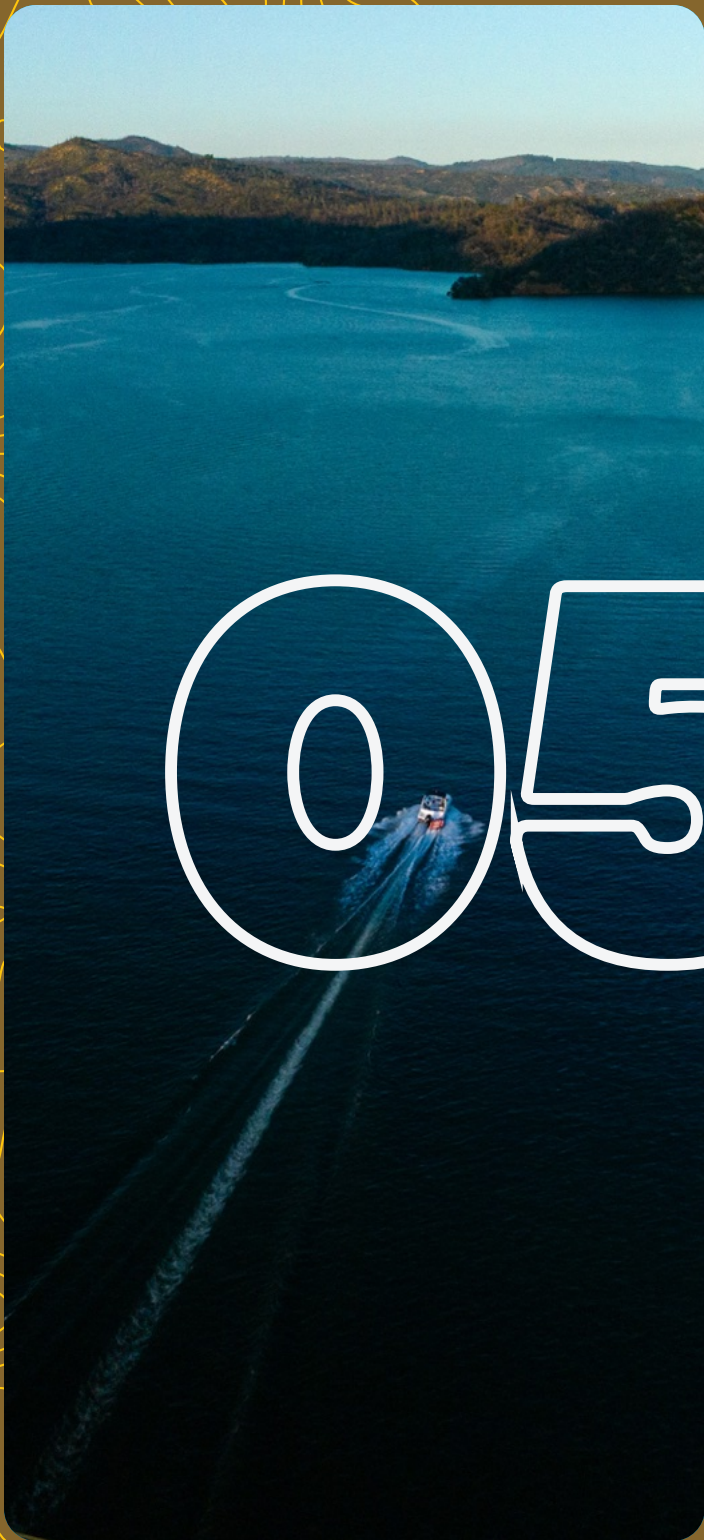
Call it character. Call it charm. We call it home.

We've Known All Along

Butte County's story is still unfolding, and locals are the ones shaping what comes next.

Let Them Catch Up

Some places make sense on paper. This one makes sense when you're in it.



Logo Mark

About the Logo Mark

The Explore Butte County logo was designed to be bold, fun and instantly recognizable. The intent was for it to stand out amongst other destination brands.

The “Window” version of the Explore Butte County logo was created to offer anyone a “peek” of what makes Butte County special. We use the shape of the logotype to showcase one of the many things that Butte County has to offer its visitors. Within its bold shape you may see anything from a jaw-dropping landscape, the details of a wildflowers growing atop Table Mountain, or an extreme close up of a refreshing glass of a beer from one of Butte County’s many microbreweries.



Logo Mark in Sunshine



Window Treatment

One Color Logo Variations

Primary

Sunshine, Shallows and Foliage are our primary colors in the color palette and should be used in most applications.



Sunshine



Shallows



Foliage

Secondary

Depths, Terra, and Clay are our three secondary color and should be used in select applications.



Depths



Terra



Clay

Black/Reverse

Asphalt and Cloud should only be used in applications where color isn't an option.



Asphalt



Cloud

Logo Treatments

Treatment Over Backgrounds

The Explore Butte County logos may be used over solid backgrounds or photographs only when there is a strong contrast between the logo and background



Logo Size

MINIMUM SIZES

Web: 150px wide

Print: 1.25" wide



LOGO MARK

Logo Padding

Please use the top half of the letter "B" in the Explore Butte County logo mark as a measurement for scale and padding.



Vertical Logo

In select instances, a vertical version of the Explore Butte County logo may be required. This is reserved for large format executions or a digital media that is vertical in orientation. Because of legibility concerns, this treatment is reserved for one-color logo variations of the Explore Butte County Logo.



Logo Misuse



1. Do not add a drop shadow or outer glow; it interferes with legibility



2. Do not alter the position of any elements



3. Do not recreate or alter any elements



4. Do not remove any elements



5. Do not reproduce in unapproved colors and variation



6. Do not use the logo in any application where the required contrast between the background and the logo are not met



Icon Mark

About the Icon Mark

The Explore Butte County icon was created to represent a simplified version of the logo in select instances. Use the icon when the need for a mark in a square format arises.

The “Window” version of the Explore Butte County icon was created to showcase the one of the many things that Butte County has to offer its visitors. Within its bold shape, you may see anything from a jaw-dropping landscape, the details of a wildflowers growing atop Table Mountain, or an extreme close up of a refreshing glass of a beer from one of Butte County’s many microbreweries.



Icon Mark in Sunshine



Icon Mark Window Treatment

One Color Icon Variations

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Foliage

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Black/Reverse

Asphalt and Cloud should only be used in applications where color isn't an option.



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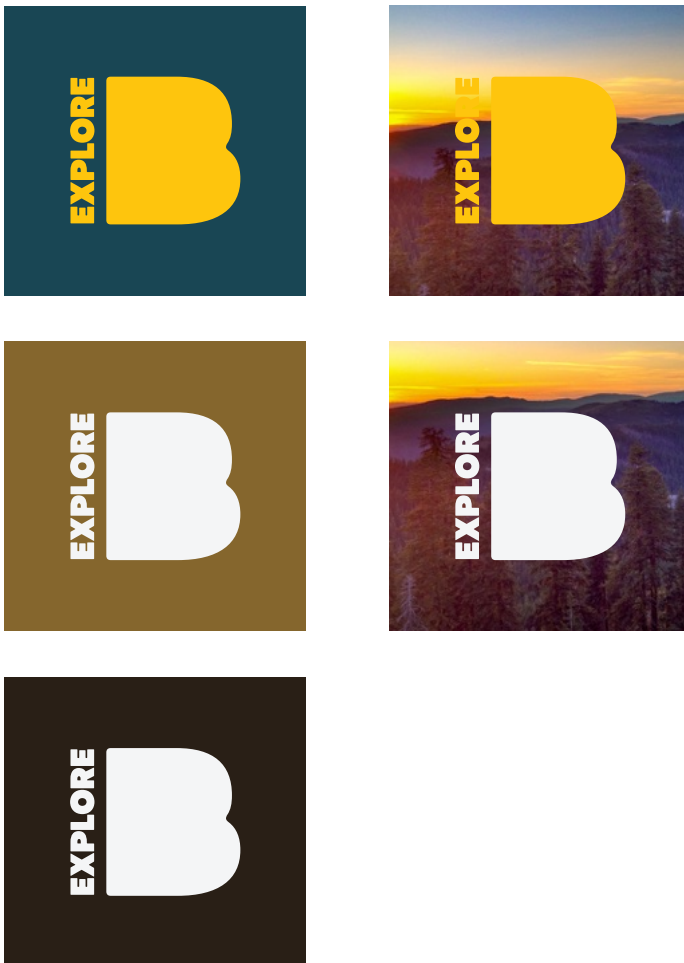


Cloud

Logo Treatments

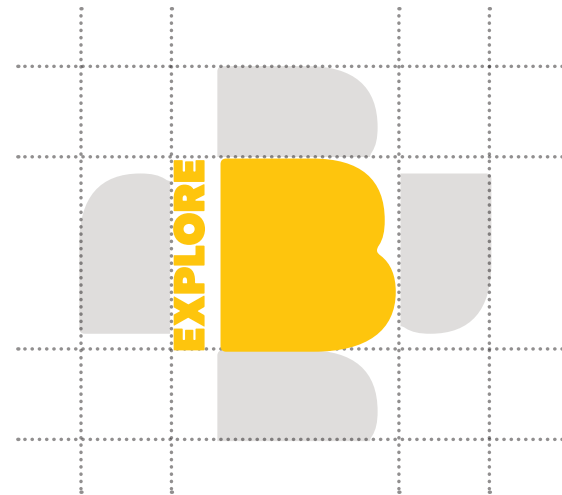
Treatment Over Backgrounds

The Explore Butte County Icon may be used over solid backgrounds or photographs only when there is a strong contrast between the logo and background



Logo Padding

Please use the top half of the letter "B" in the Explore Butte County icon mark as a measurement for scale and padding.



Logo Size

MINIMUM SIZES
Web: 50px wide
Print: .75" wide



Icon Mark Misuse



1. Do not add a drop shadow or outer glow; it interferes with legibility



2. Do not alter the position of any elements



3. Do not recreate or alter any elements



4. Do not remove any elements



5. Do not reproduce in unapproved colors and variation



6. Do not use the logo in any application where the required contrast between the background and the logo are not met

Special Logo Variants

Industry Specific Logo Marks

The Explore Butte County Logo Mark is built with flexibility in mind to accommodate sub brands within the Explore Butte County organization. These special logo marks should follow the same usage guides as the primary logo mark.



Topographic Logo Mark

To emphasize Butte County's diverse landscapes, a textured version of the logo was developed utilizing a topographical map. These versions should only be used in select applications and is best in large format.





07

Typography

Find What *Moves* You.

Only in Butte County.

Butte County has always been there, just not always seen. Here, discovery feels real. Personal. Like you found it before anyone else did. The energy is contagious, like a friend texting you a photo mid-adventure, bragging about a place you've never considered, and now you can't stop thinking about it. It pulls you toward new adventures, unexpected discoveries, and lifelong memories.

TYPOGRAPHY

HEADLINE - ATELIA

Atelia is a bold display font that can stand on its own next to the Butte landmark. The rounded corners give the typeface a feeling of curation and intention. This font is meant to be used for all headlines as the primary font.

ACCENT - BEATYBRITH

Beautybrith is a handwritten font that pairs well with a bold display font to create emphasis on a certain word. It should be used intentionally to drive the reader to latch onto a particular sentiment or action.

SUBHEAD - FORESTER

Forester will pair well with our headline font with its balance of weight, stouter capital letters tie nicely with the weight of Atelia, while still reading differently in sentence case with taller lower case letterforms.

BODY - GREYCLIFF CF

Greycliff CF is the primary font for all body content. With its variety of weights, it compliments our headline typeface and reinforces the visual identity at large.



Color Palette

Foliage

Hex #276200
RGB 39, 98, 0
CMYK 76, 40, 100, 36

Sunshine

Hex #FFC400
RGB 255, 196, 0
CMYK 0, 23, 100, 0

Shallows

Hex #28A1AB
RGB 40, 161, 171
CMYK 84, 35, 31, 3

Depths

Hex #0F4155
RGB 15, 65, 85
CMYK 91, 61, 49, 35

Terra

Hex #765E0A
RGB 118, 94, 10
CMYK 40, 52, 95, 23

Asphalt

Hex #181611
RGB 24, 22, 17
CMYK 62, 66, 73, 75

Clay

Hex #FF4F5C
RGB 255, 79, 92
CMYK 0, 69, 64, 0

Cloud

Hex #F5FAFA
RGB 245, 250, 250
CMYK 4, 2, 2, 0

An aerial photograph of a river valley. The river flows through the center, surrounded by lush green trees and vegetation. In the background, there are rolling hills and mountains under a clear blue sky. The foreground shows a small settlement with several houses and a road. The entire image is framed by a yellow border with a white topographic map pattern.

EXPLORE BUTTE^{CA}



Board of Directors Staff Report Agenda Item: 5.1 UPDATE: HUBSPOT AND OWNED DATA EFFORTS

TO: Explore Butte County Board of Directors
FROM: Ashley Baer, Marketing Director
DATE: May 28, 2026

Purpose

To update the Board of Directors on staff efforts to streamline cross-channel consumer engagement activities and accelerate first-party data collection across all marketing channels, in direct alignment with the 2026–2028 Strategic Direction.

Background

In alignment with our strategic goals to optimize marketing efficiency and deepen traveler engagement, staff has been evaluating our current multi-channel communication ecosystem. Historically, our consumer interactions have operated in siloed environments. To adapt to shifting digital privacy standards, maximize ROI, and meet our newly adopted strategic objectives, we are transitioning toward a unified, cross-channel engagement strategy that prioritizes direct-to-consumer relationships.

Composition & Scope

The scope of this initiative directly supports Focus Area 2 (Innovative & Experiential Marketing) and Focus Area 3 (Improving Access to Experiences) of our 2026–2028 Strategic Direction:

- Cross-Channel Streamlining: Consolidating our messaging, automation, and user journeys across web, email, social, and paid media to deliver a seamless, technology-powered visitor journey. This includes leveraging predictive analytics and targeted content to reach high-intent travelers and convert digital interest into actual visitation. Staff has focused on breaking down data silos to ensure our marketing technology is organized, efficient, and running smoothly behind the scenes.
 - Multi-Brand Workspace Architecture: Separated marketing assets and customer data into three distinct, dedicated workspaces for *Explore Butte County*, *Travel Chico*, and *Butte365*. This ensures that audiences for each regional brand receive relevant communications without cross-brand confusion.
 - Operational Workflow Automation: Built backend routing that automatically routes inbound website inquiries to the correct team members. This eliminates internal communication delays and speeds up response times for visitor and community inquiries.

- Data Hygiene & Cost Control: Set up automatic cleanup workflows to identify and filter out broken or unsubscribed email addresses. This directly protects our email domain health and controls software licensing costs by ensuring we only pay to manage valid, active leads.
- First-Party Data Collection: Implementing intentional, privacy-compliant touchpoints to capture verified first-party data directly from our audience. Key collection mechanisms will be integrated into new strategic initiatives, such as co-branded sweepstakes , interactive maps , and QR-linked digital itineraries.
 - With data privacy laws tightening, staff is building an owned database of verified contacts so we rely less on unpredictable third-party tracking.
 - Visitor vs. Resident Infrastructure: Created custom data filters that separate Locals ("Residents") from Travelers ("Visitors") during the intake process. This foundation allows us to stop sending single-list blast emails and sets up the team to target content based on geographic proximity.
 - Direct Meta Lead Synchronization (Butte365 Pilot): Connected our Meta (Facebook/Instagram) ad accounts directly to our database to instantly sync new newsletter signups from paid campaigns. This pilot is currently growing the Butte365 list, eliminating manual export delays and creating a template we can roll out to other brands.
 - Data Privacy & Deliverability Compliance: Updated our backend domain security protocols (DKIM/SPF) to comply with new email delivery rules. This critical infrastructure upgrade stabilizes our email delivery rates and insulates our digital marketing against future browser tracking restrictions.

Rationale

Relying on third-party data is becoming increasingly unreliable and costly due to evolving privacy regulations and browser tracking restrictions. Aligning our cross-channel engagement and data collection with the 2026–2028 Strategic Direction provides clear organizational benefits:

1. **Own Our Audience & Build Leads:** Executing real-world sponsorships and co-branded experiences at regional outdoor lifestyle events will allow us to actively gather high-value email leads and social followers, moving away from third-party reliance.
2. **Enhance Personalization & Trip Planning:** Capturing first-party preferences allows us to deliver personalized, real-time guidance before and during travel, converting pre-trip digital engagement into measurable overnight stays and room-night generation.
3. **Support Inclusive Digital Experiences:** Streamlining our channels ensures that our data collection and consumer tools remain highly accessible, paving the way for expanded multilingual content, ADA-accessible guides, and inclusive tools across the entire visitor journey.

Next Steps & Future Capabilities (2026-2027)

Now that this technical foundation is built, staff will focus on unlocking HubSpot's advanced features to actively convert digital interest into measurable overnight stays:

- **Targeted Email Messaging:** Transitioning from broad, email blasts to tailored messaging. For example, a visitor who demonstrates an interest in outdoor recreation or dining will automatically receive content focused on those specific activities.
- **Behavior-Driven Email Journeys:** Setting up automated, multi-step email sequences triggered by specific user actions (e.g., automatically sending a digital itinerary three days after a traveler requests a visitor guide).
- **Campaign Attribution Reporting:** Grouping related ads, emails, and signup forms into unified tracking campaigns. This will allow staff to show the Board a clear digital journey and provide trackable evidence connecting our marketing spend to guide downloads, itinerary views, and trip-planning milestones.



TO: Explore Butte County Board of Directors
FROM: Nichole Farley, President & CEO
DATE: May 28, 2026

Purpose

To present and seek authorization for the next phase of development advisory services for the proposed sports complex and destination district project (Project) in Butte County, California. Following the completion of the master planning phase, this report outlines the scope, timeline, and financial structure required to move the Project from a conceptual framework into formal site selection and implementation strategy.

Background

In 2025, Hunden Partners (Hunden) completed the *Sports Destination District Master Plan* for the Project concept. The master plan provided a comprehensive market needs assessment of Butte County's sports and destination-oriented infrastructure, projecting demand, financial performance, and economic impacts.

The master plan recommended a phased development approach to capture regional tourism and athletic demand:

- **Phase 1 Components:** 8 convertible diamonds (baseball/softball), 8 soccer fields, 8 basketball courts, breakout rooms, concessions, bathrooms, control rooms, shade structures, a walking path, and dormitories to accommodate up to 100 children.
- **Phase 2 Components:** A 165-room hotel with an attached restaurant, alongside small-scale retail spaces to anchor the destination district.
- **Other Considerations:** Long-term potential components including office spaces, Cable Lake development, an adventure park, a ropes course, and an amphitheater.

Convergence Design (A Schemmer Company) previously prepared three conceptual site plans for potential locations, including Gorrill Ranch, Nelson Park (Oroville), and Nance Canyon. To advance the Project, Explore Butte County now requires continued professional advisory and execution guidance to formally select a site and establish an implementation framework.

Scope of Work

To transition the overall Project (inclusive of Phase 1 and Phase 2 components) into reality, Hunden Partners, in collaboration with Convergence Design, will execute a "Phase 1 Advisory Process" focused on project definition and implementation:

- Task 1: Preliminary Project Refinement: Refining the project purpose, goals, scope, program, and operating model to establish a solid basis for site evaluation.
- Task 2: Site Selection: Implementing a comprehensive review process to formally select the final site for the sports complex and destination district.
- Task 3: Programming, Site Plan, and Modeling Updates: Updating site plans and project costs for the chosen location. Hunden will update financial, demand, and impact projections, and analyze public funding tools (excluding municipal bond scenarios) to minimize feasibility gaps.
- Task 4: Implementation Strategy Development: Drafting an implementation plan and financing strategy to outline fiscal incentives and prepare agreements with the selected site owner. This will position the organization to secure development partners.
- Task 5: Site Control and Implementation Plan: Drafting the business framework and term sheet with the landowner to secure site control and assign entity responsibilities.

Financial Impact & Professional Fees

The development advisory services will be performed on an hourly rate basis, for a total fee not to exceed \$85,000.

Fee Structure & Conditions

- Retainer: A \$10,000 mobilization fee will be invoiced upon contract authorization, which will be credited against subsequent monthly invoices.
- Partner Fees: Convergence Design's architectural and site planning fees are included as a reimbursable expense within the \$85,000 cap.
- Exclusions: The cap excludes direct travel and out-of-pocket reimbursable expenses, which will be billed at cost without markup.
- Rate Schedule: Hourly rates are fixed through December 31, 2026, and subject to a 3% annual increase thereafter. Key professional rates include:
 - Rob Hunden (President & CEO): \$750/hr
 - Executive Vice President / Project Executive: \$550/hr
 - Senior Vice President: \$500/hr
 - Project Manager / Analytics Manager: \$350/hr
 - Analyst: \$225/hr

Timeline

The advisory process is anticipated to take four (4) to six (6) months from contract authorization. Because portions of this timeline depend on third-party responses (landowners, municipal stakeholders), Hunden will maintain regular collaborative meetings with Explore Butte County staff to ensure steady progress. Following the completion of these tasks, Hunden will issue a



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subsequent proposal for ongoing long-term advisory services tailored to the selected execution strategy.

Recommendation

Staff recommends that the Board of Directors approve the contract with Hunden Partners for Phase 1 Development Advisory Services for a total amount not to exceed \$85,000, and authorize the President & CEO to execute the agreement and initiate the project kick-off.

Attachments

Attachment A: [Butte County Phase 1 Development Advisory Process 2-3-26](#)



Explore Butte County

SPORTS COMPLEX DEVELOPMENT ADVISORY SERVICES: PHASE 1

To: Nichole Farley, Executive Director
Explore Butte County
nichole@explorebuttecounty.com

From: Rob Hunden, CEO
Hunden Partners
213 W. Institute Place, Suite 707
Chicago, IL 60610
rob@hunden.com

February 3, 2026

hunden
partners

UNDERSTANDING

Hunden Partners (Hunden) is pleased to submit the following proposal to Explore Butte County (Client) to provide development advisory services with the goal of advancing the proposed sports complex and destination district development (Project) in Butte County, California.

In 2025, Hunden completed the Sports Destination District Master Plan for the Project concept. The plan included a market needs assessment of Butte County’s sports and destination-oriented infrastructure and considered the opportunity for new sports and mixed-use development components. Hunden provided key market findings and made recommendations for the Project.

Recommendations included the following phased development components:



Hunden projected the demand and financial performance for each of the recommended Project phases, followed by economic, fiscal, and employment impact projections. Convergence Design – A Schemmer Company prepared three conceptual site plans for the sites in question, including Gorrill Ranch, Nelson Park (Oroville), and Nance Canyon sites.

The Client now seeks continued advisory and implementation guidance from Hunden Partners to more formally select a site for the Project and move the Project forward. Hunden is prepared to act as the Client’s long-term advisory partner through the next phases of Project planning, strategy, and development implementation.

Hunden proposes to partner with Convergence Design – A Schemmer Company (Convergence) to accomplish this next phase of work.

SCOPE OF WORK

Hunden proposes the following development advisory process to move the Project forward toward implementation:

PHASE 1: DEFINING THE PROJECT AND IMPLEMENTATION APPROACH

TASK 1: PRELIMINARY PROJECT REFINEMENT. Hunden will refine the Project purpose, goals, scope, program, and preliminary ongoing operating model in consultation with the Client. While these preliminary assumptions may be refined over time, it will serve as the basis for the evaluation and selection of a site that is most appropriate for the Project.

TASK 2: SITE SELECTION. Hunden will work with the Client to put in place a deliberate process for comprehensively reviewing and analyzing the potential sites for the Project. This work effort will consider the underlying consensus-building required to ultimately move the Project from a concept to one that has a specifically defined path to execution. Upon completion of this Task, Client will have selected a site for the Project, and that site will become the focus of additional work in subsequent tasks.

TASK 3: UPDATE PROGRAMMING, SITE PLAN, AND RELATED MODELING.

Convergence will update the site plan based on a refined Project scope and program. Hunden will work with Convergence and a construction firm to refine and update the Project costs as applicable to the selected site. Based on the refined program, cost estimates, and updated site plan, Hunden will update the demand and financial projections for the Project components, as well as the impact projections.

Hunden will outline and analyze the available public funding tools that could improve the Project's financial performance and be made available by the city, county, or other entities as an incentive to finance projected feasibility gaps and serve to facilitate improvements to the Project that meet the Client's goals and objectives. Hunden is not a municipal Financial Advisor and as such, will not run any public bond scenarios. However, this analysis will guide the strategy for seeking public sector support and the best options available.

TASK 4: DEVELOP IMPLEMENTATION STRATEGY. Hunden will prepare an implementation plan and financing strategy in concert with the Client and based on its work in the prior tasks. The strategy will include the overall Project Plan and the available fiscal and other incentives. The implementation strategy is intended to form the basis of an agreement with the owner of the selected site to develop the project, with the nature of that agreement being dependent on the development and operating approach selected. This will position the Client to begin securing development partners for the various components of the Project.

TASK 5: SITE CONTROL AND IMPLEMENTATION PLAN. Hunden will work with the Client to put in place the business framework and term sheet with the owner of the selected site. The term sheet will secure control of the site for the Client and outline the responsibilities of the relevant entities to advance the development of the Project.

Upon the completion of the Phase 1 services, Huden will prepare a proposal to provide ongoing advisory services to assist the Client with the development of the Project. The exact nature of the services will be dependent on the implementation strategy selected for the Project.

PHASE 1 TIMING AND FEES

Hunden anticipates completing Phase 1 in four (4) to six (6) months beginning upon contract authorization. Much of this timeframe is dependent on others and is not fully within Hunden's control. Hunden will set up regular meetings with Client to ensure collaboration between Hunden and the Client.

Hunden proposes to bill the Client monthly on an hourly rate basis, for a fee **not to exceed \$85,000**. A fee of \$10,000 to initiate work will be invoiced upon contract authorization and will be credited against subsequent invoices for the work. Convergence Design fees will be billed at its cost to Hunden as a reimbursable expense within the not-to-exceed fee amount set forth above. The not-to-exceed fee amount set forth above excludes travel and other reimbursable expense which will be billed separately at cost without markup. Hunden's hourly rates are set forth below.

- Rob Hunden, President & CEO: \$750
- Executive Vice President | Project Executive: \$550
- Senior Vice President: \$500
- Vice President: \$450
- Director: \$400
- Project Manager/Analytics Manager: \$350
- Quality Assurance and Design: \$300
- Senior Analyst: \$275
- Analyst: \$225
- Administrative Staff: \$100

Hourly rates are fixed through December 31, 2026, and subject to a three percent (3%) annual increase thereafter.

We remain flexible in our approach and open to adjustments to best meet the Client's needs.

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