



2024 BOARD OF DIRECTORS

Tamba Sellu, President  
Courtyard by Marriott, Chico

Matt Reed, Treasurer  
Butte County Fairgrounds, Gridley

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

Kate Pinsonneault  
Hotel Diamond, Chico

Jason Oliveras  
Oxford Suites, Chico

Aaron Wright  
California State Parks

Megan Kurtz  
CSU Chico

Megan Gaddis  
Chico Chamber of Commerce

EXPLORE BUTTE COUNTY  
BOARD OF DIRECTOR MEETING

September 19, 2024  
Time: 12:00 PM - 2:00 PM

BCAG Board Room  
326 Huss Dr, Chico, CA 95928

**AGENDA**

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

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

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

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

1. OPEN MEETING

2. CONSENT CALENDAR

2.1. [Approve Minutes from July 11, 2024](#)

2.2. [Approve REVISED April 2024 Financials](#) (with authorization to update for TBID assessment revenues attributed to April)

2.3. [Approve REVISED May 2024 Financials](#) (with authorization to update for TBID assessment revenues attributed to May)

2.4. [Approve June 2024 Financials](#) (with authorization to update for TBID assessment revenues attributed to June)

2.5. [Approve July 2024 Financials](#) (with authorization to update for TBID assessment revenues attributed to July)

2.6. [Approve August 2024 Financials](#) (with authorization to update for TBID assessment revenues attributed to August)

3. OPERATIONAL ACTION ITEMS

3.1. 2024 Budget Update and EOY Budget Re-Forecasting (Nichole Farley)

Status update of our 2024 Budget and proposed budget re-forecasting for 2024. Presentation of revised 2024 budget.

*Recommendation: Approve the revised 2024 budget.*

3.2. Appointment of Ad Hoc 2025 Budget Committee (Nichole Farley)

Appointment of an ad hoc committee to propose the 2025 Annual Plan and 2025 Budget to the Board for approval. The annual plan is due in November 2024 . The annual budget is adopted in January 2025.

*Recommendation: Adoption of the resolution to create an ad hoc 2025 Budget committee with the appoint of no more than three board of directors*

3.3. [Destination Management Accreditation Program \(“DMAP”\)](#) (Nichole Farley)

Application for Explore Butte County DMAP accreditation. To become accredited, a destination organization must demonstrate compliance with more than 100 performance standards. The DMAP accreditation program includes the adoption of an agreement, which all organizations receiving zone micro-marketing funding and sponsorship funding from EBC will be required to sign.

*Recommendation: Approve all policies and procedures to apply for the DMAP accreditation program before September 30. Adoption of these policies and procedures will supersede any policies and procedures adopted previously by the EBC Board of Directors.*

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

4.1. DOWNTOWN CHICO BUSINESS ASSOCIATION - FUNDING REQUEST (Nichole Farley/Tamba Sellu)

Request from the Downtown Chico Business Association for funding of annual events. The Chico Zone Micro-Marketing Committee approved funding of \$9,500 contingent on an audit of 2024 fiscal year in 2025.

EBC has only received sponsorship recognition for the Thursday Night Market and missed opportunities for community recognition at various signature events in 2024.

*Recommendation: Approve a grant/sponsorship of \$5,000 for the 2024 Thursday Night Markets and signature events in December.*

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

5.1. MARKETING UPDATE (Ashley Baer)

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

5.2. TRAVEL CHICO UPDATE (Alaina Macarthy)

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

5.3. COMMUNITY RELATIONS UPDATE (Cameo Calderon)

Update on the community relations efforts in Butte County.



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





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EXPLORE BUTTE COUNTY  
BOARD OF DIRECTOR MEETING

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

BCAG Board Room  
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**MINUTES**

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1. OPEN MEETING

Present: President Tamba Sellu, Treasurer Matt Reed, Secretary Melissa Schuster, Jason Oliveras, Aaron Wright, Megan Kurtz, Megan Gaddis

Absent: Kate Pinsonneault

Tamba Sellu: I received correspondence from the DCBA and the executive committee met to discuss. We will bring the correspondence to be reviewed at the September meeting - item is not on the current agenda.

2. PUBLIC COMMENT

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

Megan Gaddis: Chamber Luau tickets are on sale and this year we are celebrating the real estate industry with a table decorating contest.

Debbie Mosely: Here are updates regarding the DCBA. Slice of Chico Will be this Saturday, July 13th. Taste of Downtown Chico will be September 8th, and Artober Fest will be in October with the Art and Wine Walk. For Paradise, Party in the Park will be on the 24th of July.

Ev Duran: I am working on a marketing campaign for the Gold Nugget, they want to bring back community events to business.

CONSENT CALENDAR

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

2.2. [Approve April 2024 Financials](#)

2.3. [Approve May 2024 Financials](#)

Motion: Melissa Schuster made a motion to approve the consent calendar as presented.

Second: Matt Reed

Discussion: None

Vote: 7-1-0

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

3.1. MARKETING UPDATE (Nichole Farley)

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

Nichole Farley: Adventure Guides have been delivered to all lodging and visitor centers. Engagement is down but followers are up. This is due to the higher cost of engagement and Ashley is working on connecting with other organizations at DI to see how we can present our content in a neutral place but also competing for engagement.

Tamba Sellu: Can we have the website and social media numbers quarterly?

Nichole: The website and social media reports are in the stakeholder newsletter that gets sent out via email

3.2. TRAVEL CHICO UPDATE (Alaina Macarthy)

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

Cameo Calderon: I will be doing the reporting for Travel Chico this meeting. Some Travel Chico Social Media Updates, there was 737 new followers across all platforms. 502 posts, and we had a influencer family come into the area and create content for us, check them out on IG at @SAMANDRYAN.

Some website updates are 516 users, 65% organic search, and we have some new website stories about Chico State, Chico Nightlife, and Chico's Arts and Culture scene.

Some TC content development updates are that a new road bike and public arts maps are in production and should be printed soon. TC visitors guide is also done and will be distributed in August.

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

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

Nichole Farley: Collecting similar RFPs from peers. The November 2024 committee will convene together and submit a final RFP and hopefully select an agency in 2025. Connecting with Everybody Healthy Body and also President Perez how Chico State will participate in the RFP. Meeting with Toni Scott regarding possible grant funding out there for this work, in the process of getting a strategic grant study sent back.

3.4. CONFERENCE AND ASSOCIATION MEMBERSHIP UPDATE (Nichole Farley)

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

Nichole Farley: Explore Butte County staff will be attending One West Eduycation Summit in Eugene, Oregon the week of September 4th. Staff will also be attenfing CalTravel Summit in Oceanisde the following week. Cameo Calderon will be receiving one of the 30 and under Emerging Leader Awards and Nichole Farley will be receiving the Rising Star Award.

4. OBJECTIVE 2: EXPAND AND DIVERSIFY OUR EXPERIENCE BASE

4.1. COMMUNITY RELATIONS UPDATE (Cameo Calderon)

Update on the community relations efforts in Butte County.

Cameo Caldern: I have some YTD stats for industry visits and events. There have been 86 lodging visits YTD, 24 community meetings attended, 14 events, and one advocacy day attended on behalf of EBC with CalTravel.

Some Butte365 statistics for June are 2,288 new website users, 2,398 total users in June. There have been 288 events submitted YTD and 126 registered users. Some top searches are 4th of July events, Friday Night Concerts, Relations Gathering and Red, White, and Brew Bash.

Some Butte365 social media updates are 42 new followers, 102 posts and introduction of weekly mailchimp event updates for our stakeholders.

Ripe has some updates as well. 34 bookings YPTD, one claimed incentives, and two landing pages in use.

4.2. RESEARCH UPDATE (Nichole Farley)

Research update for January - June 2024

Nichole Farley: A quality survey was taken and here are some research data point updates.

Key insights: 20.9% devices

Average Hotel Stay Value: \$270

Average hotel length stay: 2 days

Average Occupancy: 65%

Top areas of where visitors are coming from: Sacramento, Stockton, Modesto, SF, Oakland, LA, Fresno-Visalia.

Outdoor recreation is the biggest driver in our area for visiting.

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

5.1. DRAFT OF THE 2023 FISCAL AUDIT

Review the draft audit documents for the 2023 fiscal year.

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

Motion: Aaron Wright made a motion to approve the 2023 draft audit documents for finalization by CLA

Second: Jason Olivares

Discussion: None

Vote: 7-1-0

6. ADJOURNMENT

Meeting was adjourned at 1:10PM, the next board meeting will be held on September 19th, 2024 from 12-2PM.





## **Financial Statements**

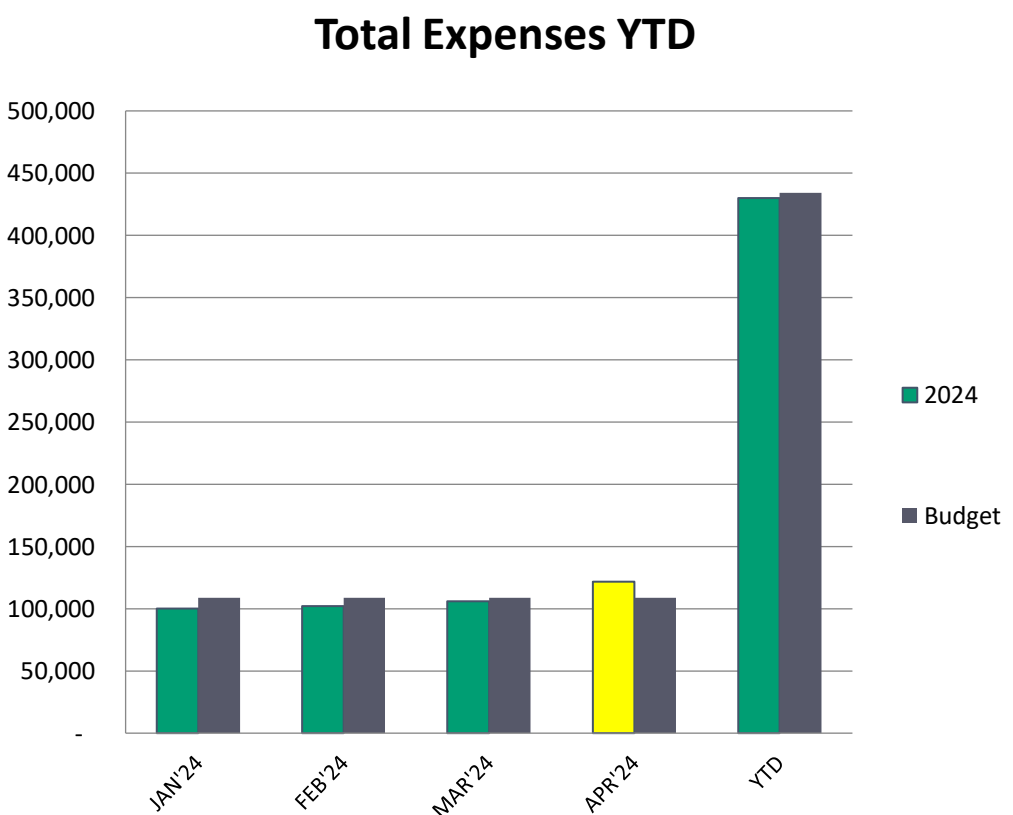
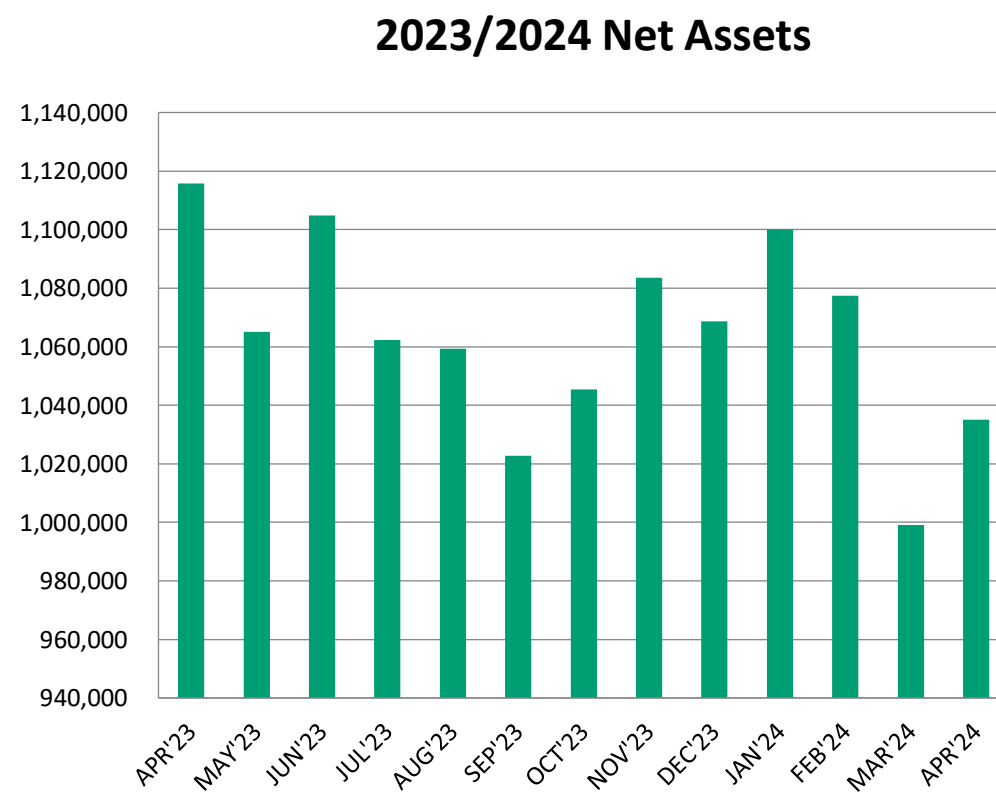
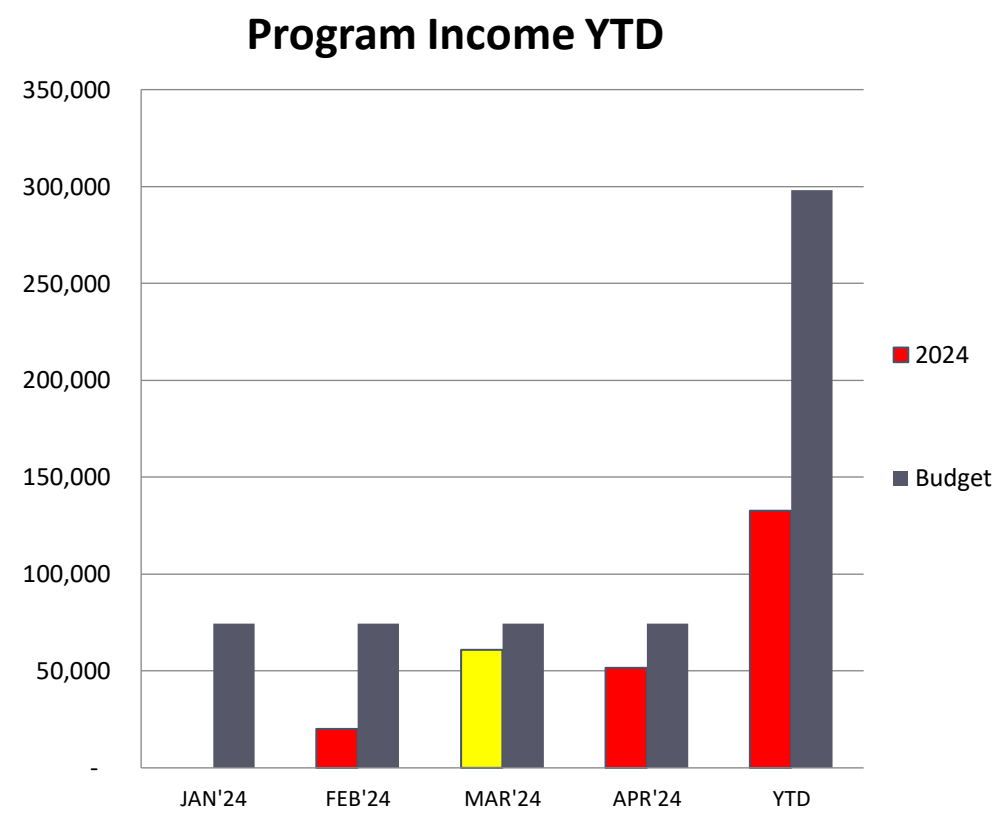
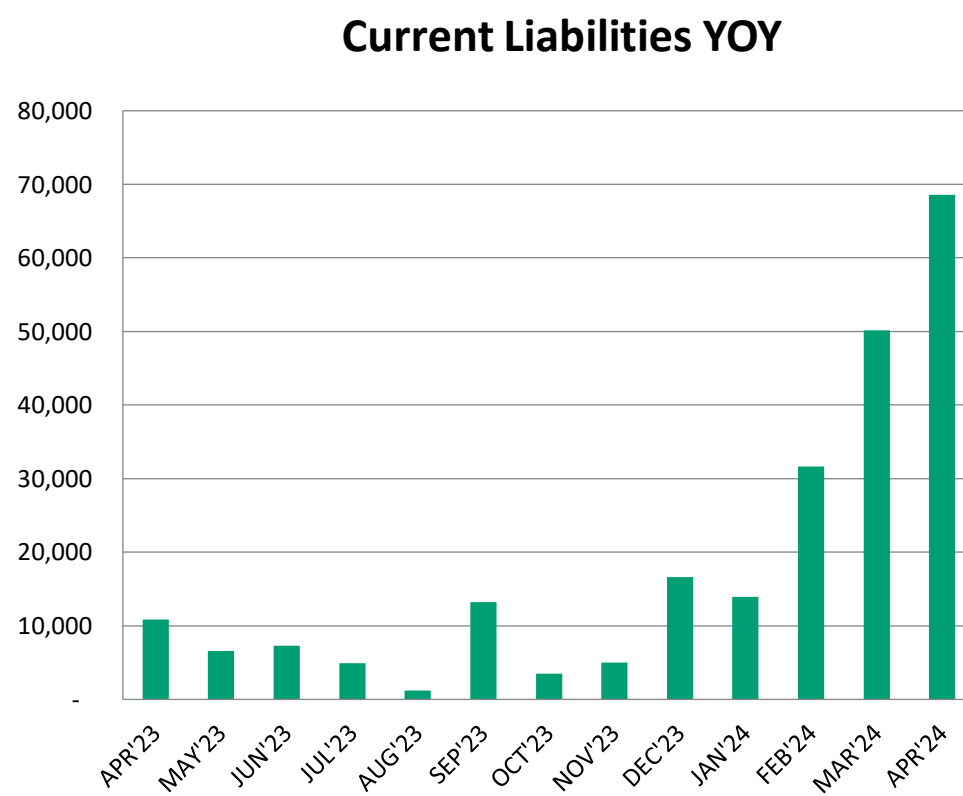
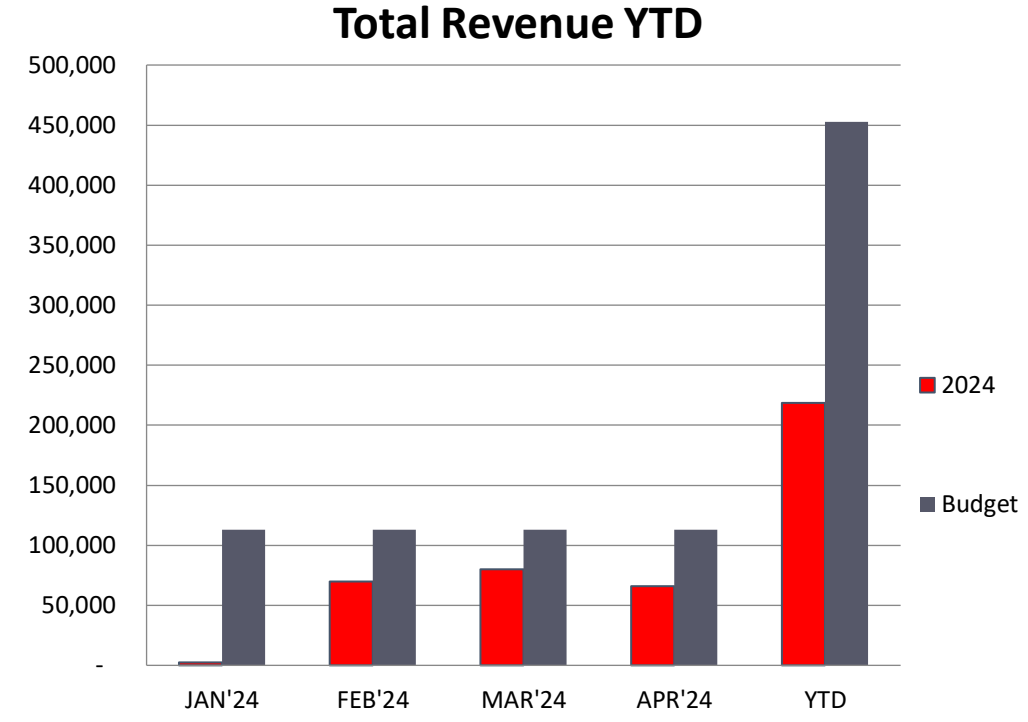
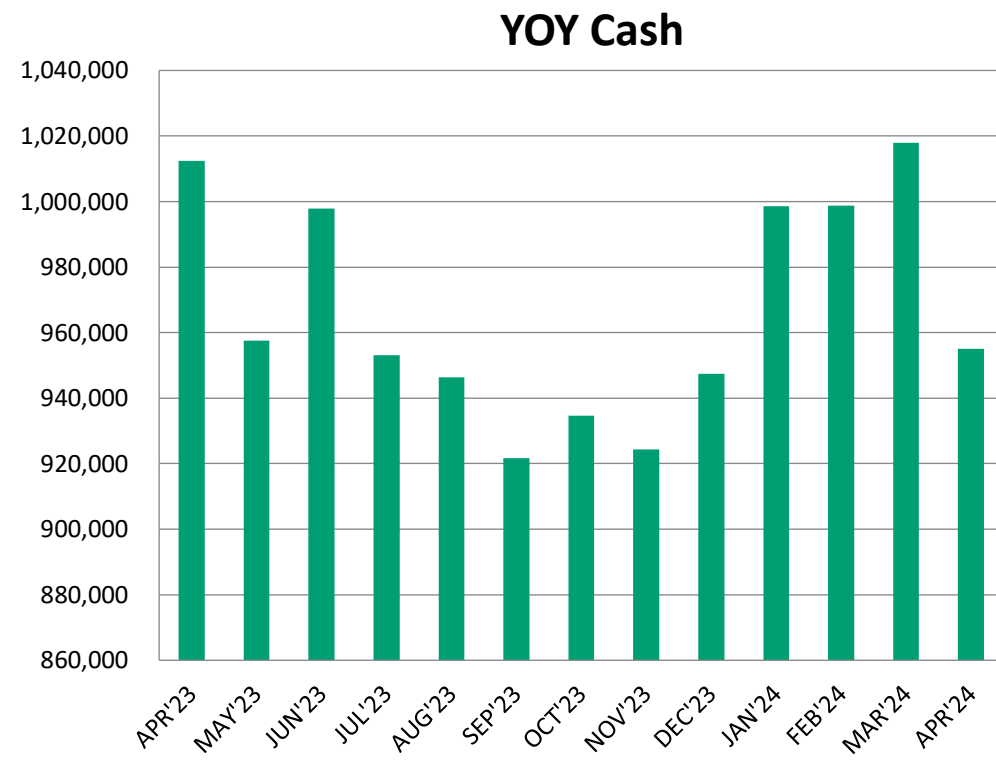
For the period ending YTD April 30th, 2024

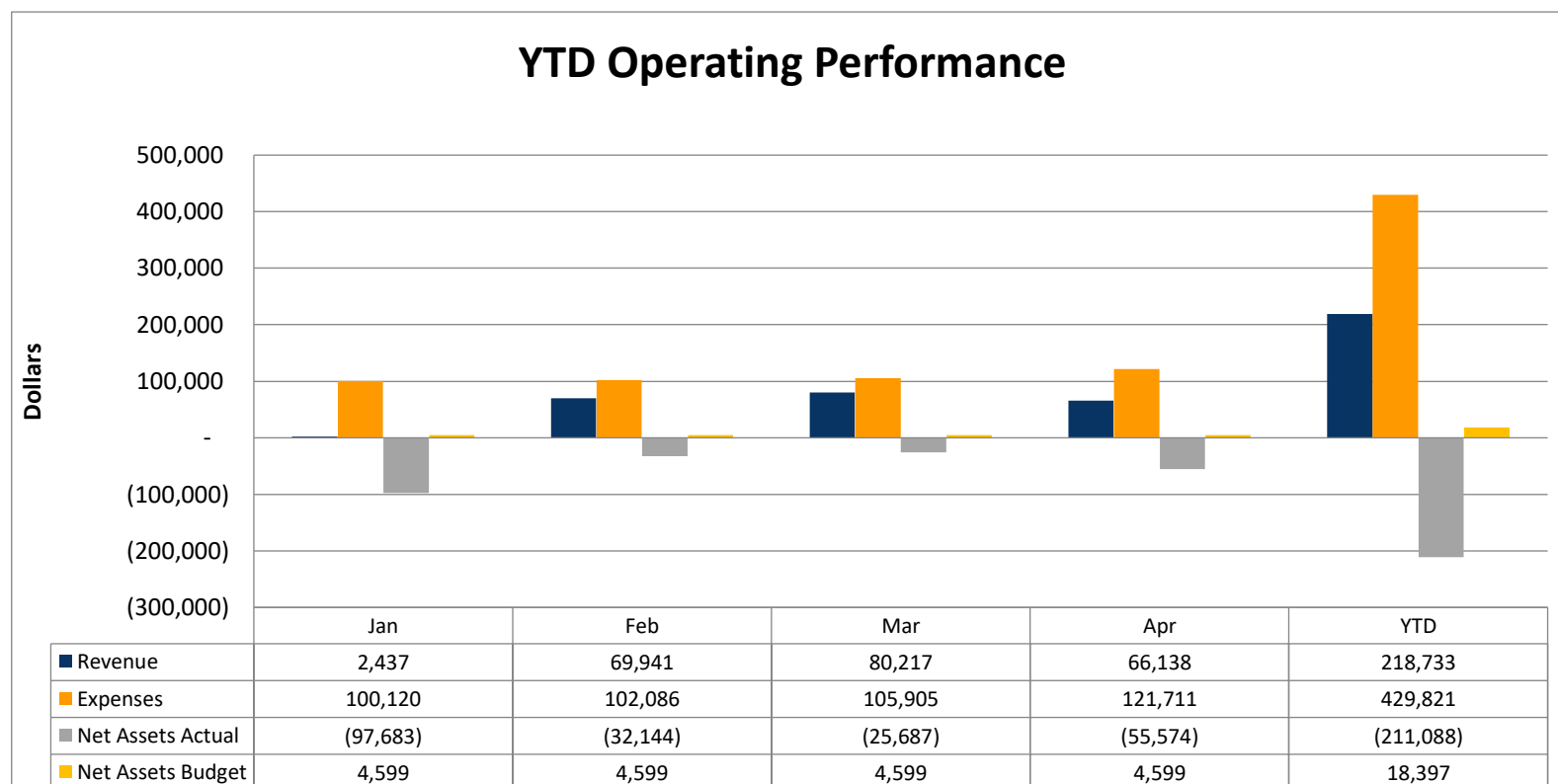
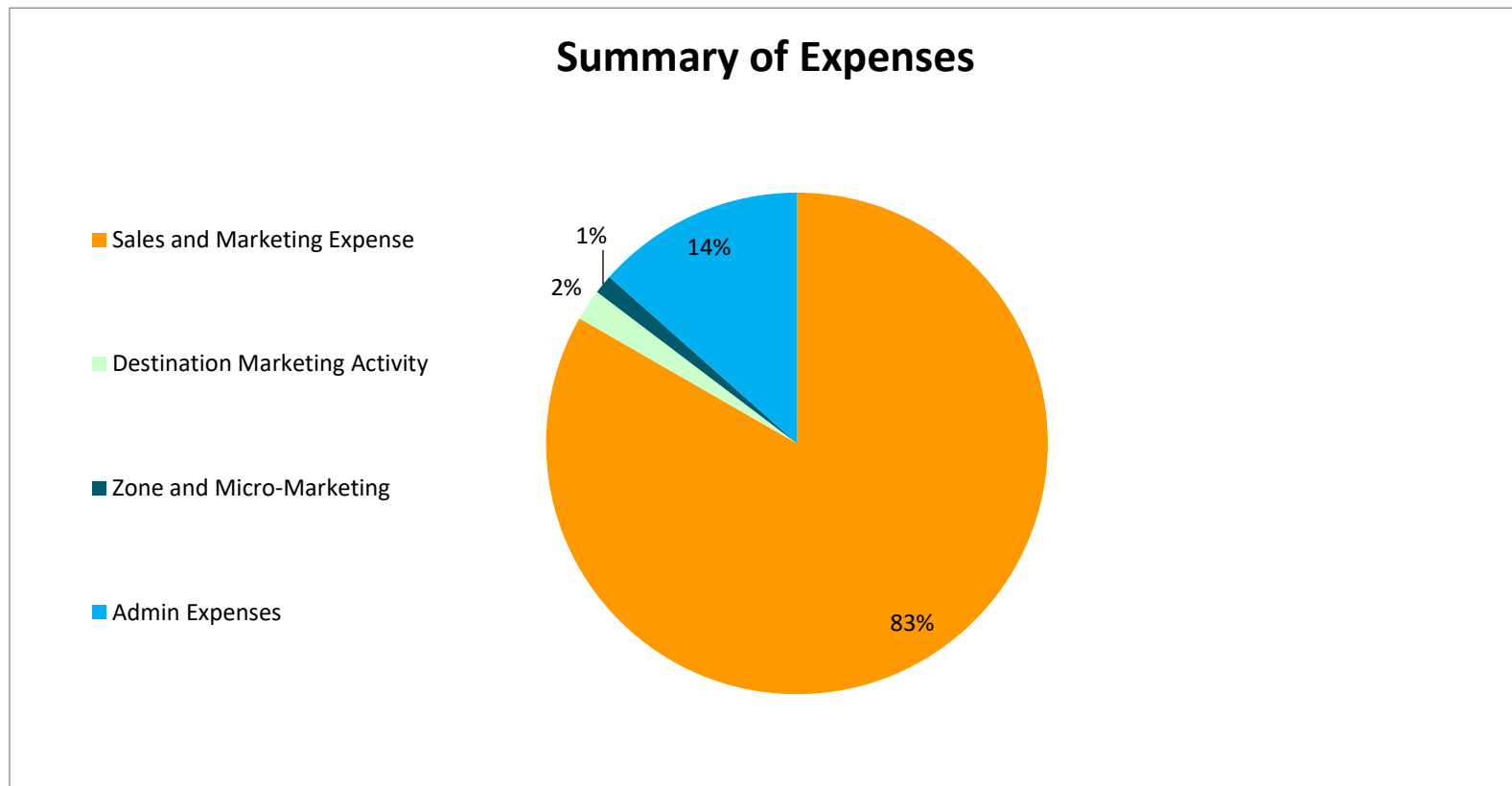
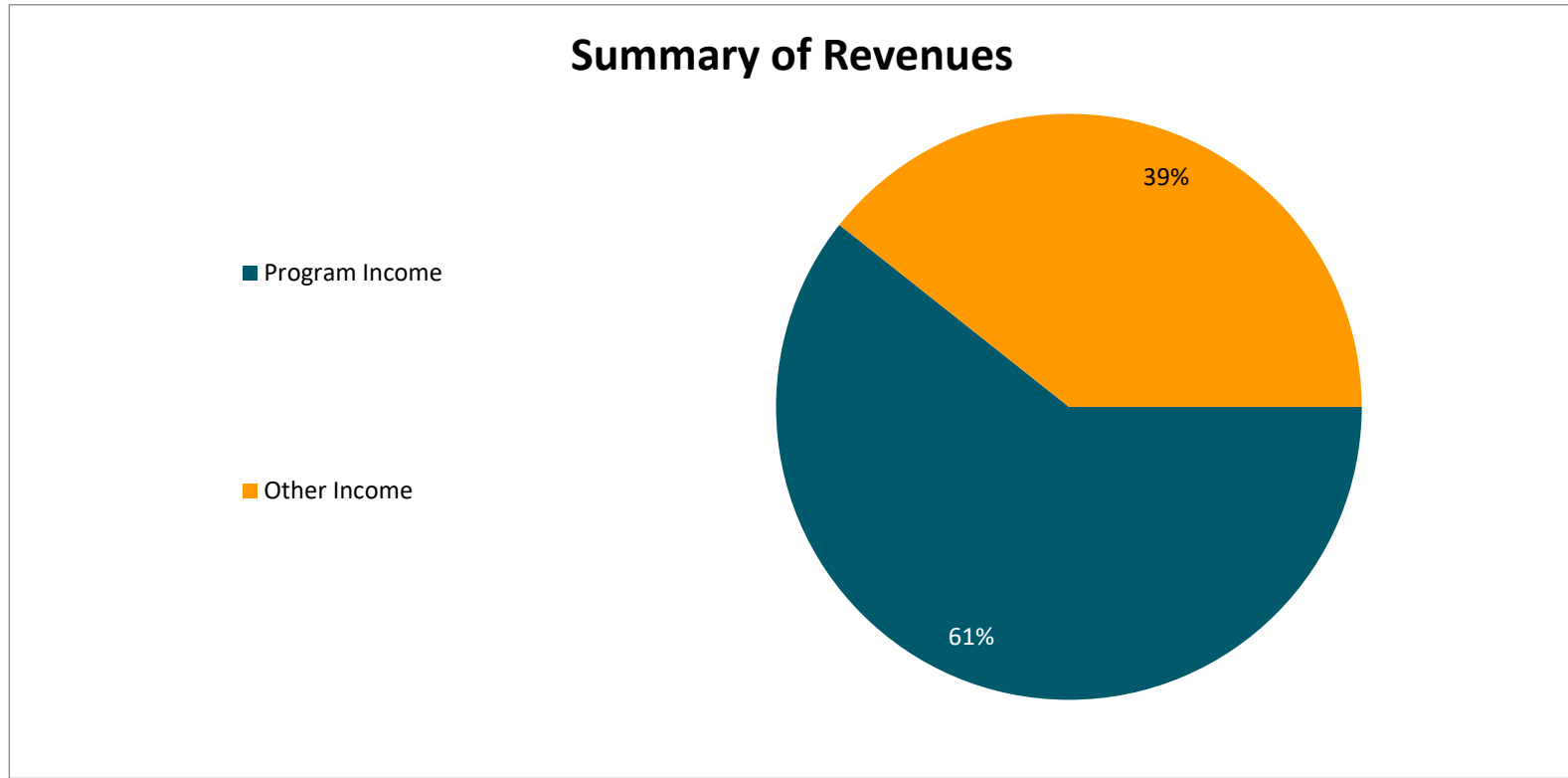
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Explore Butte County  
Financial Dashboard  
For the period ending April 30th, 2024

Color Code	
	Significant Underperformance
	Slight Underperformance
	Good Performance





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

	April 2024 \$	April 2023 \$	Variance Inc/(Dec) \$	Variance Inc/(Dec) %
<b>ASSETS</b>				
<b>Current Assets</b>				
Cash				
Checking	432,379	1,012,436	(580,057)	(57.3%)
Savings	502,695	-	502,695	100.0%
Money Market	20,018	-	20,018	100.0%
<b>Total Cash</b>	<b>955,092</b>	<b>1,012,436</b>	<b>(57,344)</b>	<b>(5.7%)</b>
Accounts Receivable	123,620	-	123,620	100.0%
<b>Other Assets</b>				
Prepaid Expenses	17,934	-	17,934	100.0%
	<b>17,934</b>	<b>-</b>	<b>17,934</b>	<b>100.0%</b>
<b>Total Current Assets</b>	<b>1,096,645</b>	<b>1,012,436</b>	<b>84,210</b>	<b>8.3%</b>
<b>Fixed Assets</b>				
Furniture And Equipment	19,636	19,636	-	-
Vehicle	137,837	137,837	-	-
Less Accumulated Depreciation	(83,842)	(43,328)	(40,514)	(93.5%)
<b>Total Fixed Assets</b>	<b>73,631</b>	<b>114,145</b>	<b>(40,514)</b>	<b>(35.5%)</b>
<b>TOTAL ASSETS</b>	<b>1,170,277</b>	<b>1,126,581</b>	<b>43,696</b>	<b>3.9%</b>
<b>LIABILITIES</b>				
<b>Current Liabilities</b>				
Accounts Payable	52,165	-	52,165	100.0%
Credit Card Payable	4,505	6,917	(2,411)	(34.9%)
Accrued Salaries and Wages	13,313	-	13,313	100.0%
Payroll Liabilities	(1,368)	3,906	(5,273)	(135.0%)
<b>Total Current Liabilities</b>	<b>68,616</b>	<b>10,823</b>	<b>57,794</b>	<b>534.0%</b>
Deferred Revenue	66,667	-	66,667	100.0%
<b>TOTAL LIABILITIES</b>	<b>135,283</b>	<b>10,823</b>	<b>124,460</b>	<b>1,150.0%</b>
<b>NET ASSETS</b>				
Unrestricted Net Assets	778,236	872,784	(94,548)	(10.8%)
Net Assets - Reserved	467,846	486,559	(18,713)	(3.8%)
Current Year Income	(211,088)	(243,585)	32,496	13.3%
<b>Total Net Assets</b>	<b>1,034,994</b>	<b>1,115,758</b>	<b>(80,764)</b>	<b>(7.2%)</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>1,170,277</b>	<b>1,126,581</b>	<b>43,696</b>	<b>3.9%</b>

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

	April 2024 YTD - ACTUALS		April 2024 YTD - BUDGET		VARIANCE TO BUDGET		April 2023 YTD - ACTUALS		Apr '24 TO Apr '23 ACTUALS VARIANCE	
	\$	%	\$	%	\$	%	\$	%	\$	%
<b>REVENUES &amp; OTHER SUPPORT:</b>										
Program Income										
Butte County	-	-	2,060	0.5%	(2,060)	(100.0%)	-	-	-	-
Chico	96,935	44.3%	230,033	50.8%	(133,098)	(57.9%)	100,387	60.6%	(3,452)	(3.4%)
Gridley	-	-	2,403	0.5%	(2,403)	(100.0%)	-	-	-	-
Oroville	27,996	12.8%	51,500	11.4%	(23,504)	(45.6%)	24,598	14.8%	3,398	13.8%
Paradise	7,762	3.5%	12,017	2.7%	(4,255)	(35.4%)	-	-	7,762	100.0%
Sub-Total Program Income	132,694	60.7%	298,013	65.8%	(165,320)	(55.5%)	124,985	75.4%	7,709	6.2%
Other Income										
Interest Income	2,489	1.1%	33	0.0%	2,456	7,367.7%	36	0.0%	2,453	6,813.8%
Butte County - Microfunding	-	-	1,057	0.2%	(1,057)	(100.0%)	-	-	-	-
City of Chico - Microfunding	13,333	6.1%	85,960	19.0%	(72,627)	(84.5%)	-	-	13,333	100.0%
City of Oroville - Microfunding	-	-	17,966	4.0%	(17,966)	(100.0%)	36,747	22.2%	(36,747)	(100.0%)
County ARPA -Wayfinding Signage	-	-	34,893	7.7%	(34,893)	(100.0%)	-	-	-	-
Town of Paradise - Microfunding	-	-	5,625	1.2%	(5,625)	(100.0%)	-	-	-	-
Cooperative Program Funding	7,577	3.5%	8,333	1.8%	(757)	(9.1%)	3,400	2.1%	4,177	122.8%
City of Gridley - Microfunding	555	0.3%	767	0.2%	(212)	(27.7%)	-	-	555	100.0%
Other Income	62,085	28.4%	-	-	62,085	100.0%	500	0.3%	61,585	12,317.0%
Sub-Total Other Income	86,039	39.3%	154,635	34.2%	(68,595)	(44.4%)	40,683	24.6%	45,357	111.5%
<b>TOTAL REVENUE</b>	<b>218,733</b>	<b>100.0%</b>	<b>452,648</b>	<b>100.0%</b>	<b>(233,915)</b>	<b>(51.7%)</b>	<b>165,668</b>	<b>100.0%</b>	<b>53,065</b>	<b>32.0%</b>
<b>PROGRAM EXPENSES:</b>										
Assessment Rate 2%										
2% Fee - Butte County	-	-	41	0.0%	(41)	(100.0%)	-	-	-	-
2% Fee - Chico	-	-	4,601	1.0%	(4,601)	(100.0%)	2,008	1.2%	(2,008)	(100.0%)
2% Fee - Gridley	11	0.0%	48	0.0%	(37)	(76.9%)	-	-	11	100.0%
2% Fee - Oroville	-	-	1,030	0.2%	(1,030)	(100.0%)	492	0.3%	(492)	(100.0%)
2% Fee - Paradise	-	-	240	0.1%	(240)	(100.0%)	-	-	-	-
Sub-total Assessment Rate 2%	11	0.0%	5,960	1.3%	(5,949)	(99.8%)	2,500	1.5%	(2,489)	(99.6%)
Sales and Marketing Expense										
Advertising	77,445	35.4%	44,333	9.8%	33,111	74.7%	127,995	77.3%	(50,550)	(39.5%)
Conferences	22,856	10.4%	10,000	2.2%	12,856	128.6%	8,537	5.2%	14,320	167.7%
Creative Services	56,493	25.8%	58,333	12.9%	(1,841)	(3.2%)	35,718	21.6%	20,774	58.2%
Dues and Memberships	2,243	1.0%	3,333	0.7%	(1,090)	(32.7%)	1,637	1.0%	606	37.0%
Marketing Contracts	54,328	24.8%	53,667	11.9%	661	1.2%	36,903	22.3%	17,425	47.2%
Meals	536	0.2%	1,000	0.2%	(464)	(46.4%)	111	0.1%	425	382.6%
Office Supplies	108	0.0%	150	0.0%	(42)	(28.0%)	-	-	108	100.0%
Postage	332	0.2%	833	0.2%	(501)	(60.2%)	196	0.1%	136	69.1%
Printing	3,143	1.4%	15,000	3.3%	(11,857)	(79.0%)	959	0.6%	2,184	227.7%
Public Relations	1,496	0.7%	1,667	0.4%	(171)	(10.2%)	1,460	0.9%	36	2.5%
Rent	34	0.0%	-	-	34	100.0%	-	-	34	100.0%
Sales and Marketing Exp. - Other	275	0.1%	667	0.1%	(392)	(58.8%)	1,384	0.8%	(1,109)	(80.1%)
Hospitality for Hospitality	356	0.2%	1,333	0.3%	(977)	(73.3%)	-	-	356	100.0%
SponsorShip Marketing	2,461	1.1%	2,000	0.4%	461	23.0%	-	-	2,461	100.0%
Travel Trader& Consumer Market Show	23,077	10.6%	8,333	1.8%	14,744	176.9%	-	-	23,077	100.0%
Staff-Marketing	98,836	45.2%	111,267	24.6%	(12,430)	(11.2%)	59,464	35.9%	39,373	66.2%
Vehicle Maintenance	501	0.2%	1,667	0.4%	(1,166)	(70.0%)	-	-	501	100.0%
Website	13,534	6.2%	20,000	4.4%	(6,466)	(32.3%)	4,370	2.6%	9,164	209.7%
Sub-Total Sales and Marketing Expense	358,054	163.7%	333,584	73.7%	24,470	7.3%	278,733	168.2%	79,321	28.5%
Destination Marketing Activity										
ARPA Wayfinding	8,662	4.0%	34,240	7.6%	(25,578)	(74.7%)	42,300	25.5%	(33,638)	(79.5%)
City of Chico Travel Chico Brand	-	-	-	-	-	-	29,563	17.8%	(29,563)	(100.0%)
Desitination Management Plan	-	-	-	-	-	-	3,144	1.9%	(3,144)	(100.0%)
Sub-Total Destination Marketing Activity	8,662	4.0%	34,240	7.6%	(25,578)	(74.7%)	75,008	45.3%	(66,346)	(88.5%)
Zone and Micro-Marketing										
Chico Zone/Travel Chico	4,758	2.2%	13,333	2.9%	(8,576)	(64.3%)	16,840	10.2%	(12,082)	(71.7%)
Paradise Zone	30	0.0%	2,333	0.5%	(2,303)	(98.7%)	-	-	30	100.0%
Oroville Zone	511	0.2%	10,000	2.2%	(9,489)	(94.9%)	-	-	511	100.0%
Sub-Total Zone and Micro-Marketing	5,299	2.4%	25,667	5.7%	(20,368)	(79.4%)	16,840	10.2%	(11,541)	(68.5%)
Admin Expenses										
Advertising	-	-	-	-	-	-	72	0.0%	(72)	(100.0%)
Bank fees	40	0.0%	167	0.0%	(127)	(76.1%)	107	0.1%	(67)	(62.6%)
Conference, Convention, Meeting	793	0.4%	2,500	0.6%	(1,707)	(68.3%)	2,661	1.6%	(1,869)	(70.2%)
Contract services	-	-	-	-	-	-	1,300	0.8%	(1,300)	(100.0%)
Depreciation	9,850	4.5%	-	-	9,850	100.0%	-	-	9,850	100.0%
Education	-	-	-	-	-	-	69	0.0%	(69)	(100.0%)
Filing fees/ taxes	387	0.2%	200	0.0%	187	93.3%	-	-	387	100.0%
General Administration	2,198	1.0%	1,000	0.2%	1,198	119.8%	433	0.3%	1,765	407.6%
Insurance	2,885	1.3%	1,667	0.4%	1,219	73.1%	-	-	2,885	100.0%
Interest expense	2	0.0%	-	-	2	100.0%	103	0.1%	(101)	(98.1%)
Meals	309	0.1%	333	0.1%	(24)	(7.3%)	568	0.3%	(259)	(45.6%)
Membership dues	-	-	400	0.1%	(400)	(100.0%)	2,100	1.3%	(2,100)	(100.0%)
Office supplies	3,424	1.6%	1,333	0.3%	2,091	156.8%	2,723	1.6%	701	25.7%
Postage	128	0.1%	183	0.0%	(56)	(30.4%)	123	0.1%	4	3.6%
Printing and Copying	-	-	333	0.1%	(333)	(100.0%)	85	0.1%	(85)	(100.0%)
Professional fees - Accounting	15,083	6.9%	10,000	2.2%	5,083	50.8%	5,458	3.3%	9,625	176.3%
Professional fees - Legal	6,703	3.1%	1,000	0.2%	5,703	570.3%	-	-	6,703	100.0%
Professional fees - Human Resources	38	0.0%	2,500	0.6%	(2,462)	(98.5%)	-	-	38	100.0%
Rent/ Office Space	2,263	1.0%	2,667	0.6%	(403)	(15.1%)	2,595	1.6%	(332)	(12.8%)
401k Administration	556	0.3%	167	0.0%	390	233.7%	-	-	556	100.0%
Staffing - Admin	10,919	5.0%	6,783	1.5%	4,136	61.0%	12,979	7.8%	(2,059)	(15.9%)
Subscriptions	624	0.3%	400	0.1%	224	56.1%	689	0.4%	(65)	(9.4%)
Telephone, Telecommunications	604	0.3%	1,167	0.3%	(563)	(48.2%)	1,068	0.6%	(464)	(43.5%)
Travel	990	0.5%	1,167	0.3%	(177)	(15.2%)	2,897	1.7%	(1,907)	(65.8%)
Admin Expense- Other	-	-	833	0.2%	(833)	(100.0%)	142	0.1%	(142)	(100.0%)
Sub-Total Admin Expenses	57,795	26.4%	34,800	7.7%	22,995	66.1%	36,173	21.8%	21,622	59.8%
<b>TOTAL PROGRAM EXPENSES</b>	<b>429,821</b>	<b>196.5%</b>	<b>434,251</b>	<b>95.9%</b>	<b>(4,429)</b>	<b>(1.0%)</b>	<b>409,252</b>	<b>247.0%</b>	<b>20,569</b>	<b>5.0%</b>
<b>NET INCOME/(NET LOSS)</b>	<b>\$ (211,088)</b>	<b>(96.5%)</b>	<b>\$ 18,397</b>	<b>4.1%</b>	<b>\$ (229,485)</b>	<b>(1,247.4%)</b>	<b>\$ (243,585)</b>	<b>(147.0%)</b>	<b>\$ 32,496</b>	<b>13.3%</b>

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

	1 - TBID Program	2 - Prior Year Reserved	3 - Cooperative	Total 4 - MicroFunding	5 - Travel Chico ARPA	6 - Wayfinding Signage - County ARPA	TOTAL
<b>REVENUES &amp; OTHER SUPPORT:</b>							
Program Income							
Chico	96,935						96,935
Oroville	27,996						27,996
Paradise	7,762						7,762
Sub-Total Program Income	132,694	-	-	-	-	-	132,694
Other Income							
Interest Income	2,489						2,489
City of Chico - Microfunding					13,333		13,333
Cooperative Program Funding	27		7,550				7,577
City of Gridley - Microfunding		555					555
Other Income	1,416						1,416
Sub-Total Other Income	3,932	555	7,550	-	13,333	-	25,371
Services	60,669	-	-	-	-	-	60,669
<b>TOTAL REVENUE</b>	<b>197,295</b>	<b>555</b>	<b>7,550</b>	<b>-</b>	<b>13,333</b>	<b>-</b>	<b>218,733</b>
<b>PROGRAM EXPENSES:</b>							
Assessment Rate 2%							
2% Fee - Gridley		11					11
Sub-total Assessment Rate 2%	-	11	-	-	-	-	11
Sales and Marketing Expense							
Advertising	77,445						77,445
Conferences	22,856						22,856
Creative Services	43,079	8,316			5,097		56,493
Dues and Memberships	2,243						2,243
Marketing Contracts	35,578	18,000			750		54,328
Meals	536						536
Office Supplies	108						108
Postage	332						332
Printing	3,143						3,143
Public Relations	1,496						1,496
Rent	34						34
Sales and Marketing Exp. - Other	275						275
Hospitality for Hospitality	356						356
SponsorShip Marketing	1,961	500					2,461
Travel Trader& Consumer Market Show	19,327	3,750					23,077
Staff-Marketing	98,836						98,836
Vehicle Maintenance	501						501
Website	12,934				600		13,534
Sub-Total Sales and Marketing Expense	321,041	30,566	-	-	6,447	-	358,054
Destination Marketing Activity							
ARPA Wayfinding						8,662	8,662
Sub-Total Destination Marketing Activity	-	-	-	-	-	8,662	8,662
Zone and Micro-Marketing							
Chico Zone/Travel Chico					4,758		4,758
Paradise Zone				30			30
Oroville Zone				511			511
Sub-Total Zone and Micro-Marketing	-	-	-	541	4,758	-	5,299
Admin Expenses							
Bank fees	40						40
Conference, Convention, Meeting	793						793
Depreciation	9,850						9,850
Filing fees/ taxes	387						387
General Administration	2,198						2,198
Insurance	2,885						2,885
Interest expense	2						2
Meals	309						309
Office supplies	3,424						3,424
Postage	128						128
Professional fees - Accounting	15,083						15,083
Professional fees - Legal	6,703						6,703
Professional fees - Human Resources	38						38
Rent/ Office Space	2,263						2,263
401k Administration	556						556
Staffing - Admin	10,919						10,919
Subscriptions	624						624
Telephone, Telecommunications	604						604
Travel	990						990
Admin Expense- Other							-
Sub-Total Admin Expenses	57,795			-	-	-	57,795
<b>TOTAL PROGRAM EXPENSES</b>	<b>378,836</b>	<b>30,577</b>	<b>-</b>	<b>541</b>	<b>11,205</b>	<b>8,662</b>	<b>429,821</b>
<b>NET INCOME/(NET LOSS)</b>	<b>\$(181,541)</b>	<b>\$(30,022)</b>	<b>\$7,550</b>	<b>\$(541)</b>	<b>\$2,128</b>	<b>\$(8,662)</b>	<b>\$(211,088)</b>

# Explore Butte County

## Journal

April 1-30, 2024

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
5619									
5619	04/01/2024	Expense	3143937E71A6D8C7466D3	SHERATON HOTEL	Nichole Farley   Sheraton Hotel   6034 - Conferences - DMAWest	2105	2105 Divvy - Nichole #1688		\$787.75
5619	04/01/2024	Expense	3143937E71A6D8C7466D3	SHERATON HOTEL	Nichole Farley   Sheraton Hotel   6034 - Conferences - DMAWest	6034	6000 Sales and Marketing Expense:6030 Conferences:6034 DMA West	\$787.75	
<b>Total for 5619</b>								<b>\$787.75</b>	<b>\$787.75</b>
5623									
5623	04/01/2024	Bill	729	Watershed Media LLC	April 2024 Multimedia Content Creation Retainer	20000	20000 Accounts Payable		\$2,500.00
5623	04/01/2024	Bill	729	Watershed Media LLC	April 2024 Multimedia Content Creation Retainer	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	\$2,500.00	
<b>Total for 5623</b>								<b>\$2,500.00</b>	<b>\$2,500.00</b>
5686									
5686	04/01/2024	Expense		Betterment	ACH Payment BETTERMENT SEC TRANSFER	1010	1010 GVB Checking #7188		\$1,397.50
5686	04/01/2024	Expense		Betterment	ACH Payment BETTERMENT SEC TRANSFER	2410	2410 Retirement plan liability	\$1,397.50	
<b>Total for 5686</b>								<b>\$1,397.50</b>	<b>\$1,397.50</b>
5845									
5845	04/01/2024	Bill		CFO by Design	March 2024 Services	20000	20000 Accounts Payable		\$1,250.00
5845	04/01/2024	Bill		CFO by Design	March 2024 Services	7330	7000 Administration:7330 Professional fees - Accounting	\$1,250.00	
<b>Total for 5845</b>								<b>\$1,250.00</b>	<b>\$1,250.00</b>
5853									
5853	04/01/2024	Journal Entry	CFO-PayrollaccrualR		To Accrue the payroll for the period 03/24/2024 to 03/31/2024 (5 days)	6410	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6410 Staffing - Marketing Payroll		\$4,217.72
5853	04/01/2024	Journal Entry	CFO-PayrollaccrualR		To Accrue the payroll for the period 03/24/2024 to 03/31/2024 (5 days)	7410	7000 Administration:7400 Staffing - Admin (10%):7410 Staffing - Admin Payroll		\$468.64
5853	04/01/2024	Journal Entry	CFO-PayrollaccrualR			2200	2200 Accrued Payroll	\$4,686.36	
<b>Total for 5853</b>								<b>\$4,686.36</b>	<b>\$4,686.36</b>
5864									
5864	04/01/2024	Journal Entry	CFO-ADJ-CHECKREV		to reverse the check 2287 dt 10/09/2023	7340	7000 Administration:7340 Professional fees - Legal		\$165.00
5864	04/01/2024	Journal Entry	CFO-ADJ-CHECKREV		to reverse the check 2287 dt 10/09/2023	1000	1000 Tri Counties Bank	\$165.00	
<b>Total for 5864</b>								<b>\$165.00</b>	<b>\$165.00</b>
5868									
5868	04/01/2024	Bill		Butte County Association of Government	May Rent	20000	20000 Accounts Payable		\$525.00
5868	04/01/2024	Bill		Butte County Association of Government	May Rent	7360	7000 Administration:7360 Rent/ Office Space	\$525.00	
<b>Total for 5868</b>								<b>\$525.00</b>	<b>\$525.00</b>
5625									
5625	04/02/2024	Bill	00137	Steinhoff Law	Data Policy drafting	20000	20000 Accounts Payable		\$220.00
5625	04/02/2024	Bill	00137	Steinhoff Law	Data Policy drafting	7340	7000 Administration:7340 Professional fees - Legal	\$220.00	
<b>Total for 5625</b>								<b>\$220.00</b>	<b>\$220.00</b>
5725									
5725	04/02/2024	Bill	1474	Jennifer Sweeney Communications	March 2024 Monthly Fee	20000	20000 Accounts Payable		\$2,000.00
5725	04/02/2024	Bill	1474	Jennifer Sweeney Communications	March 2024 Monthly Fee	6130	6000 Sales and Marketing Expense:6100 Marketing contracts:6130 Public Relations	\$2,000.00	
<b>Total for 5725</b>								<b>\$2,000.00</b>	<b>\$2,000.00</b>
5758									
5758	04/02/2024	Expense	B99FBC534304DDA71F25E	GOOGLE GSUITE EXPLOREBUT	Nichole Farley   Google Gsuite Explorebut   6710 - EBC Website	2105	2105 Divvy - Nichole #1688		\$129.60
5758	04/02/2024	Expense	B99FBC534304DDA71F25E	GOOGLE GSUITE EXPLOREBUT	Nichole Farley   Google Gsuite Explorebut   6710 - EBC Website	6710	6000 Sales and Marketing Expense:6700 Website:6710 Explore Butte County Website	\$129.60	
<b>Total for 5758</b>								<b>\$129.60</b>	<b>\$129.60</b>
5759									
5759	04/02/2024	Expense	01BD8E535C7DFB37AA2D7	LANGLERS.COM	Nichole Farley   Langlers.com   6710 - EBC Website	2105	2105 Divvy - Nichole #1688		\$1,200.00
5759	04/02/2024	Expense	01BD8E535C7DFB37AA2D7	LANGLERS.COM	Nichole Farley   Langlers.com   6710 - EBC Website	6710	6000 Sales and Marketing Expense:6700 Website:6710 Explore Butte County Website	\$1,200.00	
<b>Total for 5759</b>								<b>\$1,200.00</b>	<b>\$1,200.00</b>
5760									
5760	04/02/2024	Expense	C42BA82885EA7C94F481D	LANGLERS.COM	Nichole Farley   Langlers.com   6720 - TC Website	2105	2105 Divvy - Nichole #1688		\$200.00
5760	04/02/2024	Expense	C42BA82885EA7C94F481D	LANGLERS.COM	Nichole Farley   Langlers.com   6720 - TC Website	6720	6000 Sales and Marketing Expense:6700 Website:6720 Travel Chico Website	\$200.00	
<b>Total for 5760</b>								<b>\$200.00</b>	<b>\$200.00</b>
5761									
5761	04/02/2024	Expense	8D1CF2C91BE51457AAF95	GOOGLE ADS	Alaina Macarthy   Google Ads   6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688		\$199.46
5761	04/02/2024	Expense	8D1CF2C91BE51457AAF95	GOOGLE ADS	Alaina Macarthy   Google Ads   6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$199.46	
<b>Total for 5761</b>								<b>\$199.46</b>	<b>\$199.46</b>

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
5762									
5762	04/02/2024	Expense	7B6CEEFF4206BFF98AE6B	GOOGLE ADS	Ashley Baer   Google Ads   6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688		\$398.33
5762	04/02/2024	Expense	7B6CEEFF4206BFF98AE6B	GOOGLE ADS	Ashley Baer   Google Ads   6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$398.33	
<b>Total for 5762</b>								<b>\$398.33</b>	<b>\$398.33</b>
5763									
5763	04/02/2024	Expense	316B1BE0B95D41C17DA44	THE SIMPLY SOCIAL	Nichole Farley   The Simply Social   6051 - Creative Services - Video & Photography	2105	2105 Divvy - Nichole #1688		\$1,500.00
5763	04/02/2024	Expense	316B1BE0B95D41C17DA44	THE SIMPLY SOCIAL	Nichole Farley   The Simply Social   6051 - Creative Services - Video & Photography	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	\$1,500.00	
<b>Total for 5763</b>								<b>\$1,500.00</b>	<b>\$1,500.00</b>
5764									
5764	04/02/2024	Expense	156AB15726EEDA79CBA73	Facebook	Alaina Macarthy   Facebook   6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688		\$192.48
5764	04/02/2024	Expense	156AB15726EEDA79CBA73	Facebook	Alaina Macarthy   Facebook   6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$192.48	
<b>Total for 5764</b>								<b>\$192.48</b>	<b>\$192.48</b>
5765									
5765	04/02/2024	Expense	764FCA7B0308D4D2B42B6	Facebook	Alaina Macarthy   Facebook   6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688		\$7.43
5765	04/02/2024	Expense	764FCA7B0308D4D2B42B6	Facebook	Alaina Macarthy   Facebook   6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$7.43	
<b>Total for 5765</b>								<b>\$7.43</b>	<b>\$7.43</b>
5831									
5831	04/02/2024	Expense		Divvy	DDA ACH WITHDRAWAL - EWALLET - DIVVYP Divvy Cred Explore Butte County	1010	1010 GVB Checking #7188		\$12,402.08
5831	04/02/2024	Expense		Divvy	DDA ACH WITHDRAWAL - EWALLET - DIVVYP Divvy Cred Explore Butte County	2105	2105 Divvy - Nichole #1688	\$12,402.08	
<b>Total for 5831</b>								<b>\$12,402.08</b>	<b>\$12,402.08</b>
5858									
5858	04/02/2024	Bill Payment (Check)	To print	Butte County Association of Government		1010	1010 GVB Checking #7188		\$525.00
5858	04/02/2024	Bill Payment (Check)	To print	Butte County Association of Government		20000	20000 Accounts Payable	\$525.00	
<b>Total for 5858</b>								<b>\$525.00</b>	<b>\$525.00</b>
5620									
5620	04/03/2024	Bill	Settlement	Pearson Collaborative Project	Settlement Agreement	20000	20000 Accounts Payable		\$3,000.00
5620	04/03/2024	Bill	Settlement	Pearson Collaborative Project	Settlement Agreement	6170	6000 Sales and Marketing Expense:6100 Marketing contracts:6170 Project Management	\$3,000.00	
<b>Total for 5620</b>								<b>\$3,000.00</b>	<b>\$3,000.00</b>
5632									
5632	04/03/2024	Bill Payment (Check)	Check Num 2334	Pearson Collaborative Project	Settlement	1000	1000 Tri Counties Bank		\$3,000.00
5632	04/03/2024	Bill Payment (Check)	Check Num 2334	Pearson Collaborative Project		20000	20000 Accounts Payable	\$3,000.00	
<b>Total for 5632</b>								<b>\$3,000.00</b>	<b>\$3,000.00</b>
5642									
5642	04/03/2024	Payment		Courtyard by Marriott Chico	0010001468	1010	1010 GVB Checking #7188	\$875.00	
5642	04/03/2024	Payment		Courtyard by Marriott Chico		1100	1100 Accounts Receivable		\$875.00
<b>Total for 5642</b>								<b>\$875.00</b>	<b>\$875.00</b>
5643									
5643	04/03/2024	Payment		City of Chico - TBID Assessment	037055	1010	1010 GVB Checking #7188	\$23,190.46	
5643	04/03/2024	Payment		City of Chico - TBID Assessment		1100	1100 Accounts Receivable		\$23,190.46
<b>Total for 5643</b>								<b>\$23,190.46</b>	<b>\$23,190.46</b>
5644									
5644	04/03/2024	Payment		City of Chico - TBID Assessment	037064	1010	1010 GVB Checking #7188	\$10,252.48	
5644	04/03/2024	Payment		City of Chico - TBID Assessment		1100	1100 Accounts Receivable		\$10,252.48
<b>Total for 5644</b>								<b>\$10,252.48</b>	<b>\$10,252.48</b>
5766									
5766	04/03/2024	Expense	6589ADA9355B626EF0255	Amazon	Ashley Baer   Amazon   7300 - Admin Office Supplies	2105	2105 Divvy - Nichole #1688		\$12.12
5766	04/03/2024	Expense	6589ADA9355B626EF0255	Amazon	Ashley Baer   Amazon   7300 - Admin Office Supplies	7300	7000 Administration:7300 Office Supplies	\$12.12	
<b>Total for 5766</b>								<b>\$12.12</b>	<b>\$12.12</b>
5767									
5767	04/03/2024	Expense	04341C2414C59886E6FA6	TIKTOK PROMOTE	Ashley Baer   Tiktok Promote   6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688		\$260.00
5767	04/03/2024	Expense	04341C2414C59886E6FA6	TIKTOK PROMOTE	Ashley Baer   Tiktok Promote   6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$260.00	
<b>Total for 5767</b>								<b>\$260.00</b>	<b>\$260.00</b>
5832									
5832	04/03/2024	Expense		Humana, Inc.	DDA ACH WITHDRAWAL - HUMANA, INC. INS PYMT 153372EXPLORE BU	1010	1010 GVB Checking #7188		\$128.89
5832	04/03/2024	Expense		Humana, Inc.	DDA ACH WITHDRAWAL - HUMANA, INC. INS PYMT 153372EXPLORE BU	6440	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance	\$116.00	
5832	04/03/2024	Expense		Humana, Inc.	DDA ACH WITHDRAWAL - HUMANA, INC. INS PYMT	7440	7000 Administration:7400 Staffing - Admin (10%):7440	\$12.89	



TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
						153372EXPLORE BU	Health Insurance		
<b>Total for 5832</b>								<b>\$128.89</b>	<b>\$128.89</b>
5840									
5840	04/03/2024	Credit Card Credit		Apple		2100	2100 TCB Credit Card #1238-Carolyn D	\$69.99	
5840	04/03/2024	Credit Card Credit		Apple	APPLE.COM/BILL CUPERTINO CAMERCHANDISE/SERVICE RETURN	7500	7000 Administration:7500 Subscriptions		\$69.99
<b>Total for 5840</b>								<b>\$69.99</b>	<b>\$69.99</b>
5849									
5849	04/03/2024	Journal Entry	04032024		interest reversal on credit card	7150	7000 Administration:7150 Interest expense		\$2.38
5849	04/03/2024	Journal Entry	04032024		interest reversal on credit card	2100	2100 TCB Credit Card #1238-Carolyn D	\$2.38	
<b>Total for 5849</b>								<b>\$2.38</b>	<b>\$2.38</b>
5866									
5866	04/03/2024	Transfer				1010	1010 GVB Checking #7188		\$113.08
5866	04/03/2024	Transfer				2100	2100 TCB Credit Card #1238-Carolyn D	\$113.08	
<b>Total for 5866</b>								<b>\$113.08</b>	<b>\$113.08</b>
5768									
5768	04/04/2024	Expense	3AF47547E425B23D9D5CC	ADOBE	Ashley Baer   Adobe   6051 - Creative Services - Video & Photography	2105	2105 Divvy - Nichole #1688		\$9.99
5768	04/04/2024	Expense	3AF47547E425B23D9D5CC	ADOBE	Ashley Baer   Adobe   6051 - Creative Services - Video & Photography	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	\$9.99	
<b>Total for 5768</b>								<b>\$9.99</b>	<b>\$9.99</b>
5769									
5769	04/04/2024	Expense	49D34DAD5E770F6417999	CHICO	Cameo Calderon   Chico   6355 - Hospitality for Hospitality	2105	2105 Divvy - Nichole #1688		\$32.48
5769	04/04/2024	Expense	49D34DAD5E770F6417999	CHICO	Cameo Calderon   Chico   6355 - Hospitality for Hospitality	6355	6000 Sales and Marketing Expense:6355 Hospitality for Hospitality	\$32.48	
<b>Total for 5769</b>								<b>\$32.48</b>	<b>\$32.48</b>
5770									
5770	04/04/2024	Expense	64AC1274C2C7229A3E3D6	CALIFORNIA TRAVEL ASSO	Alaina Macarthy   California Travel Asso   6031 - Conferences - CalTravel Summit	2105	2105 Divvy - Nichole #1688		\$1,199.00
5770	04/04/2024	Expense	64AC1274C2C7229A3E3D6	CALIFORNIA TRAVEL ASSO	Alaina Macarthy   California Travel Asso   6031 - Conferences - CalTravel Summit	6031	6000 Sales and Marketing Expense:6030 Conferences:6031 CalTravel Annual Summit	\$1,199.00	
<b>Total for 5770</b>								<b>\$1,199.00</b>	<b>\$1,199.00</b>
5771									
5771	04/04/2024	Expense	F087248DAE1906F5C2860	US POSTAL SERVICE	Cameo Calderon   US Postal Service   7310 - Admin Postage	2105	2105 Divvy - Nichole #1688		\$8.97
5771	04/04/2024	Expense	F087248DAE1906F5C2860	US POSTAL SERVICE	Cameo Calderon   US Postal Service   7310 - Admin Postage	6310	6000 Sales and Marketing Expense:6310 Postage	\$8.97	
<b>Total for 5771</b>								<b>\$8.97</b>	<b>\$8.97</b>
5772									
5772	04/04/2024	Expense	EF83CEC8314F06FEDE041	Fortrabbit	Nichole Farley   Fortrabbit   6810 - ARPA Wayfinding	2105	2105 Divvy - Nichole #1688		\$12.71
5772	04/04/2024	Expense	EF83CEC8314F06FEDE041	Fortrabbit	Nichole Farley   Fortrabbit   6810 - ARPA Wayfinding	6710	6000 Sales and Marketing Expense:6700 Website:6710 Explore Butte County Website	\$12.71	
<b>Total for 5772</b>								<b>\$12.71</b>	<b>\$12.71</b>
5773									
5773	04/04/2024	Expense	B93D03B2CE363679097EE	ADOBE	Nichole Farley   Adobe   6054 - Creative Services - Other	2105	2105 Divvy - Nichole #1688		\$59.99
5773	04/04/2024	Expense	B93D03B2CE363679097EE	ADOBE	Nichole Farley   Adobe   6054 - Creative Services - Other	6054	6000 Sales and Marketing Expense:6050 Creative Services:6054 Creative - Other	\$59.99	
<b>Total for 5773</b>								<b>\$59.99</b>	<b>\$59.99</b>
5830									
5830	04/04/2024	Expense		US POSTAL SERVICE	US Postal Service   6310 - Postage-100041904 2636470543	1000	1000 Tri Counties Bank		\$110.74
5830	04/04/2024	Expense		US POSTAL SERVICE	usps6310 - Postage	6310	6000 Sales and Marketing Expense:6310 Postage	\$110.74	
<b>Total for 5830</b>								<b>\$110.74</b>	<b>\$110.74</b>
5634									
5634	04/05/2024	Bill Payment (Check)		Jason Mandly	Inv 129	1010	1010 GVB Checking #7188		\$224.60
5634	04/05/2024	Bill Payment (Check)		Jason Mandly		20000	20000 Accounts Payable	\$224.60	
<b>Total for 5634</b>								<b>\$224.60</b>	<b>\$224.60</b>
5635									
5635	04/05/2024	Bill Payment (Check)		Upper Park Clothing	Inv 1306	1010	1010 GVB Checking #7188		\$100.00
5635	04/05/2024	Bill Payment (Check)		Upper Park Clothing		20000	20000 Accounts Payable	\$100.00	
<b>Total for 5635</b>								<b>\$100.00</b>	<b>\$100.00</b>
5636									
5636	04/05/2024	Bill Payment (Check)		Michael J Riser	Inv EBC-012	1010	1010 GVB Checking #7188		\$432.76
5636	04/05/2024	Bill Payment (Check)		Michael J Riser		20000	20000 Accounts Payable	\$432.76	
<b>Total for 5636</b>								<b>\$432.76</b>	<b>\$432.76</b>
5637									
5637	04/05/2024	Bill Payment (Check)		SHASTA CASCADE WONDERLAND ASSOCIATION	Inv 24VCEN-809010	1010	1010 GVB Checking #7188		\$1,895.00
5637	04/05/2024	Bill Payment (Check)		SHASTA CASCADE WONDERLAND ASSOCIATION		20000	20000 Accounts Payable	\$1,895.00	
<b>Total for 5637</b>								<b>\$1,895.00</b>	<b>\$1,895.00</b>
5774									
5774	04/05/2024	Expense	AAF96FBC3B4D86E8F12EE	Southwest Airlines	Alaina Macarthy   Southwest Airlines   6031 - Conferences -	2105	2105 Divvy - Nichole #1688		\$169.95

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
5774	04/05/2024	Expense	AAF96FBC3B4D86E8F12EE	Southwest Airlines	CalTravel Summit Alaina Macarthy   Southwest Airlines   6031 - Conferences - CalTravel Summit	6031	6000 Sales and Marketing Expense:6030 Conferences:6031 CalTravel Annual Summit	\$169.95	
<b>Total for 5774</b>								<b>\$169.95</b>	<b>\$169.95</b>
5846									
5846	04/05/2024	Bill Payment (Check)	27	CFO by Design		1010	1010 GVB Checking #7188		\$1,250.00
5846	04/05/2024	Bill Payment (Check)	27	CFO by Design		20000	20000 Accounts Payable	\$1,250.00	
<b>Total for 5846</b>								<b>\$1,250.00</b>	<b>\$1,250.00</b>
5847									
5847	04/05/2024	Expense		The Hartford	DDA ACH WITHDRAWAL - THE HARTFORD NWTBCLSCIC EXPLORE BUTTE COUNTY	1010	1010 GVB Checking #7188		\$50.82
5847	04/05/2024	Expense		The Hartford	DDA ACH WITHDRAWAL - THE HARTFORD NWTBCLSCIC EXPLORE BUTTE COUNTY	6430	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6430 Workers Comp Insurance	\$45.74	
5847	04/05/2024	Expense		The Hartford	DDA ACH WITHDRAWAL - THE HARTFORD NWTBCLSCIC EXPLORE BUTTE COUNTY	7430	7000 Administration:7400 Staffing - Admin (10%):7430 Workers Comp Insurance	\$5.08	
<b>Total for 5847</b>								<b>\$50.82</b>	<b>\$50.82</b>
5865									
5865	04/05/2024	Expense		Divvy	ACH Payment Divvy Reimburse ACH	1010	1010 GVB Checking #7188		\$1,262.74
5865	04/05/2024	Expense		Divvy	ACH Payment Divvy Reimburse ACH	6034	6000 Sales and Marketing Expense:6030 Conferences:6034 DMA West	\$661.20	
5865	04/05/2024	Expense		Divvy	ACH Payment Divvy Reimburse ACH	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	\$39.80	
5865	04/05/2024	Expense		Divvy	ACH Payment Divvy Reimburse ACH	7570	7000 Administration:7570 Travel	\$561.74	
<b>Total for 5865</b>								<b>\$1,262.74</b>	<b>\$1,262.74</b>
5775									
5775	04/06/2024	Expense	9442970AFD2626AFAA12A	STOBLE COFFEE	Cameo Calderon   Stoble Coffee   6051 - Creative Services - Video & Photography	2105	2105 Divvy - Nichole #1688		\$25.00
5775	04/06/2024	Expense	9442970AFD2626AFAA12A	STOBLE COFFEE	Cameo Calderon   Stoble Coffee   6051 - Creative Services - Video & Photography	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	\$25.00	
<b>Total for 5775</b>								<b>\$25.00</b>	<b>\$25.00</b>
5776									
5776	04/07/2024	Expense	1ACEF902A550E8E8C90F1	OTTER.AI	Nichole Farley   Otter.ai   7500 - Admin Subscriptions	2105	2105 Divvy - Nichole #1688		\$30.00
5776	04/07/2024	Expense	1ACEF902A550E8E8C90F1	OTTER.AI	Nichole Farley   Otter.ai   7500 - Admin Subscriptions	7500	7000 Administration:7500 Subscriptions	\$30.00	
<b>Total for 5776</b>								<b>\$30.00</b>	<b>\$30.00</b>
5777									
5777	04/07/2024	Expense	02D1E1AD6208B8B1772D7	Office Depot	Cameo Calderon   Office Depot   7300 - Admin Office Supplies	2105	2105 Divvy - Nichole #1688		\$27.05
5777	04/07/2024	Expense	02D1E1AD6208B8B1772D7	Office Depot	Cameo Calderon   Office Depot   7300 - Admin Office Supplies	7300	7000 Administration:7300 Office Supplies	\$27.05	
<b>Total for 5777</b>								<b>\$27.05</b>	<b>\$27.05</b>
5679									
5679	04/08/2024	Payment		Residence Inn by Marriott Chico		1250	1250 Undeposited Funds	\$875.00	
5679	04/08/2024	Payment		Residence Inn by Marriott Chico		1100	1100 Accounts Receivable		\$875.00
<b>Total for 5679</b>								<b>\$875.00</b>	<b>\$875.00</b>
5843									
5843	04/08/2024	Deposit		Residence Inn by Marriott Chico		1010	1010 GVB Checking #7188	\$875.00	
5843	04/08/2024	Deposit		Residence Inn by Marriott Chico		1250	1250 Undeposited Funds		\$875.00
<b>Total for 5843</b>								<b>\$875.00</b>	<b>\$875.00</b>
5633									
5633	04/09/2024	Bill Payment (Check)		Internal Revenue Service	91-0844170 - March 31, 2022 - 941	1010	1010 GVB Checking #7188		\$386.69
5633	04/09/2024	Bill Payment (Check)		Internal Revenue Service		20000	20000 Accounts Payable	\$386.69	
<b>Total for 5633</b>								<b>\$386.69</b>	<b>\$386.69</b>
5833									
5833	04/09/2024	Expense		Divvy	DDA ACH WITHDRAWAL - EWALLET - DIVVYP Divvy Cred Explore Butte County	1010	1010 GVB Checking #7188		\$6,462.31
5833	04/09/2024	Expense		Divvy	DDA ACH WITHDRAWAL - EWALLET - DIVVYP Divvy Cred Explore Butte County	2105	2105 Divvy - Nichole #1688	\$6,462.31	
<b>Total for 5833</b>								<b>\$6,462.31</b>	<b>\$6,462.31</b>
5681									
5681	04/10/2024	Bill	272	Our Travel Passport, LLC	50% Deposit for Influencer/Content Trip	20000	20000 Accounts Payable		\$1,500.00
5681	04/10/2024	Bill	272	Our Travel Passport, LLC	50% Deposit for Influencer/Content Trip	6053	6000 Sales and Marketing Expense:6050 Creative Services:6053 Creative - Influencer	\$1,500.00	
<b>Total for 5681</b>								<b>\$1,500.00</b>	<b>\$1,500.00</b>
5689									
5689	04/10/2024	Bill	ExploreClothing 2	HJ Promotional Products	Board & Advisor Clothing	20000	20000 Accounts Payable		\$885.99
5689	04/10/2024	Bill	ExploreClothing 2	HJ Promotional Products	Board & Advisor Clothing	6322	6000 Sales and Marketing Expense:6320 Printing:6322 Promotional Materials	\$885.99	
<b>Total for 5689</b>								<b>\$885.99</b>	<b>\$885.99</b>
5778									
5778	04/10/2024	Expense	E5B48709F56FC3A757299	Office Depot	Cameo Calderon   Office Depot   7300 - Admin Office Supplies	2105	2105 Divvy - Nichole #1688		\$11.70
5778	04/10/2024	Expense	E5B48709F56FC3A757299	Office Depot	Cameo Calderon   Office Depot   7300 - Admin Office Supplies	7300	7000 Administration:7300 Office Supplies	\$11.70	

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
<b>Total for 5778</b>								<b>\$11.70</b>	<b>\$11.70</b>
5779									
5779	04/10/2024	Expense	2CEB8E33110F2CF440A65	COSTCO GAS	Cameo Calderon   Costco Gas   6655 - Vehicle / Van Expenses	2105	2105 Divvy - Nichole #1688		\$84.52
5779	04/10/2024	Expense	2CEB8E33110F2CF440A65	COSTCO GAS	Cameo Calderon   Costco Gas   6655 - Vehicle / Van Expenses	6655	6000 Sales and Marketing Expense:6655 Vehicle - Van Expenses	\$84.52	
<b>Total for 5779</b>								<b>\$84.52</b>	<b>\$84.52</b>
5780									
5780	04/10/2024	Expense	1AB78EE68F0AB3F6258E5	Cloudflare	Nichole Farley   Cloudflare   6710 - EBC Website	2105	2105 Divvy - Nichole #1688		\$25.00
5780	04/10/2024	Expense	1AB78EE68F0AB3F6258E5	Cloudflare	Nichole Farley   Cloudflare   6710 - EBC Website	6710	6000 Sales and Marketing Expense:6700 Website:6710 Explore Butte County Website	\$25.00	
<b>Total for 5780</b>								<b>\$25.00</b>	<b>\$25.00</b>
5781									
5781	04/11/2024	Expense	530F58BCDA9D4006CD582	TIKTOK PROMOTE	Ashley Baer   Tiktok Promote   6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688		\$105.00
5781	04/11/2024	Expense	530F58BCDA9D4006CD582	TIKTOK PROMOTE	Ashley Baer   Tiktok Promote   6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$105.00	
<b>Total for 5781</b>								<b>\$105.00</b>	<b>\$105.00</b>
5782									
5782	04/11/2024	Expense	EE625CC670A4F9B6C64EC	FEDEX OFFICE	Nichole Farley   FedEx Office   6035 - Conferences - VisitCalifornia	2105	2105 Divvy - Nichole #1688		\$1,003.65
5782	04/11/2024	Expense	EE625CC670A4F9B6C64EC	FEDEX OFFICE	Nichole Farley   FedEx Office   6035 - Conferences - VisitCalifornia	6035	6000 Sales and Marketing Expense:6030 Conferences:6035 EBC Leadership Retreat	\$1,003.65	
<b>Total for 5782</b>								<b>\$1,003.65</b>	<b>\$1,003.65</b>
5783									
5783	04/11/2024	Expense	3E240EB16ED552002E83A	CHICK-FIL-A	Cameo Calderon   Chick-fil-A   6036 - Conferences - Other	2105	2105 Divvy - Nichole #1688		\$30.16
5783	04/11/2024	Expense	3E240EB16ED552002E83A	CHICK-FIL-A	Cameo Calderon   Chick-fil-A   6036 - Conferences - Other	6036	6000 Sales and Marketing Expense:6030 Conferences:6036 Other Education	\$30.16	
<b>Total for 5783</b>								<b>\$30.16</b>	<b>\$30.16</b>
5784									
5784	04/11/2024	Expense	ED9A0A7948BEEFFD6B75A	Costco	Nichole Farley   Costco   6035 - Conferences - VisitCalifornia	2105	2105 Divvy - Nichole #1688		\$138.35
5784	04/11/2024	Expense	ED9A0A7948BEEFFD6B75A	Costco	Nichole Farley   Costco   6035 - Conferences - VisitCalifornia	6035	6000 Sales and Marketing Expense:6030 Conferences:6035 EBC Leadership Retreat	\$138.35	
<b>Total for 5784</b>								<b>\$138.35</b>	<b>\$138.35</b>
5842									
5842	04/11/2024	Expense		Courtyard Chico		2105	2105 Divvy - Nichole #1688		\$521.65
5842	04/11/2024	Expense		Courtyard Chico		6053	6000 Sales and Marketing Expense:6050 Creative Services:6053 Creative - Influencer	\$521.65	
<b>Total for 5842</b>								<b>\$521.65</b>	<b>\$521.65</b>
5854									
5854	04/11/2024	Journal Entry	04112024		Payroll for the period 03/24/2024 to 04/06/2024	6410	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6410 Staffing - Marketing Payroll	\$8,592.20	
5854	04/11/2024	Journal Entry	04112024		Payroll for the period 03/24/2024 to 04/06/2024	7410	7000 Administration:7400 Staffing - Admin (10%):7410 Staffing - Admin Payroll	\$954.69	
5854	04/11/2024	Journal Entry	04112024		Payroll for the period 03/24/2024 to 04/06/2024	6420	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6420 Staffing - Payroll Taxes - Mktg	\$688.45	
5854	04/11/2024	Journal Entry	04112024		Payroll for the period 03/24/2024 to 04/06/2024	7420	7000 Administration:7400 Staffing - Admin (10%):7420 Payroll Taxes - Admin	\$76.49	
5854	04/11/2024	Journal Entry	04112024		Payroll for the period 03/24/2024 to 04/06/2024	6450	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6450 401k	\$292.90	
5854	04/11/2024	Journal Entry	04112024		Payroll for the period 03/24/2024 to 04/06/2024	7450	7000 Administration:7400 Staffing - Admin (10%):7450 401K	\$32.55	
5854	04/11/2024	Journal Entry	04112024		Payroll for the period 03/24/2024 to 04/06/2024	6430	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6430 Workers Comp Insurance	\$749.00	
5854	04/11/2024	Journal Entry	04112024		Payroll for the period 03/24/2024 to 04/06/2024	7430	7000 Administration:7400 Staffing - Admin (10%):7430 Workers Comp Insurance	\$83.22	
5854	04/11/2024	Journal Entry	04112024		Payroll for the period 03/24/2024 to 04/06/2024	7070	7000 Administration:7070 General Administration	\$230.77	
5854	04/11/2024	Journal Entry	04112024		Payroll for the period 03/24/2024 to 04/06/2024	2410	2410 Retirement plan liability		\$1,398.78
5854	04/11/2024	Journal Entry	04112024		Payroll for the period 03/24/2024 to 04/06/2024	2400	2400 Payroll Liabilities		\$854.40
5854	04/11/2024	Journal Entry	04112024		Payroll for the period 03/24/2024 to 04/06/2024	1010	1010 GVB Checking #7188		\$9,447.09
<b>Total for 5854</b>								<b>\$11,700.27</b>	<b>\$11,700.27</b>
5860									
5860	04/11/2024	Bill	128	HoneyBee Hospitality	2024 Leadership Workshop	20000	20000 Accounts Payable		\$2,560.00
5860	04/11/2024	Bill	128	HoneyBee Hospitality	2024 Leadership Workshop	6035	6000 Sales and Marketing Expense:6030 Conferences:6035 EBC Leadership Retreat	\$2,560.00	
<b>Total for 5860</b>								<b>\$2,560.00</b>	<b>\$2,560.00</b>
5869									
5869	04/11/2024	Journal Entry	04/11/2024		To remove the liability	2400	2400 Payroll Liabilities	\$854.40	
5869	04/11/2024	Journal Entry	04/11/2024		To remove the liability	6440	6000 Sales and Marketing Expense:6400 Staffing -		\$768.96

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
5869	04/11/2024	Journal Entry	04/11/2024		To remove the liability	7440	Marketing (90%):6440 Health Insurance 7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance		\$85.44
<b>Total for 5869</b>								<b>\$854.40</b>	<b>\$854.40</b>
5680									
5680	04/12/2024	Payment		Hotel Diamond		1250	1250 Undeposited Funds	\$1,000.00	
5680	04/12/2024	Payment		Hotel Diamond		1100	1100 Accounts Receivable		\$1,000.00
<b>Total for 5680</b>								<b>\$1,000.00</b>	<b>\$1,000.00</b>
5785									
5785	04/12/2024	Expense	973176DB5C8D5F414D9E9	STOBLE COFFEE	Cameo Calderon   Stoble Coffee   6035 - Conferences - VisitCalifornia	2105	2105 Divvy - Nichole #1688		\$60.00
5785	04/12/2024	Expense	973176DB5C8D5F414D9E9	STOBLE COFFEE	Cameo Calderon   Stoble Coffee   6035 - Conferences - VisitCalifornia	6035	6000 Sales and Marketing Expense:6030 Conferences:6035 EBC Leadership Retreat	\$60.00	
<b>Total for 5785</b>								<b>\$60.00</b>	<b>\$60.00</b>
5786									
5786	04/12/2024	Expense	C104EA7FEC033306A52DF	Office Depot	Cameo Calderon   Office Depot   7300 - Admin Office Supplies	2105	2105 Divvy - Nichole #1688		\$90.37
5786	04/12/2024	Expense	C104EA7FEC033306A52DF	Office Depot	Cameo Calderon   Office Depot   7300 - Admin Office Supplies	7300	7000 Administration:7300 Office Supplies	\$90.37	
<b>Total for 5786</b>								<b>\$90.37</b>	<b>\$90.37</b>
5787									
5787	04/12/2024	Expense	2D2C2FF3997027E3C7B57	Office Depot	Nichole Farley   Office Depot   6035 - Conferences - VisitCalifornia	2105	2105 Divvy - Nichole #1688		\$87.64
5787	04/12/2024	Expense	2D2C2FF3997027E3C7B57	Office Depot	Nichole Farley   Office Depot   6035 - Conferences - VisitCalifornia	6035	6000 Sales and Marketing Expense:6030 Conferences:6035 EBC Leadership Retreat	\$87.64	
<b>Total for 5787</b>								<b>\$87.64</b>	<b>\$87.64</b>
5844									
5844	04/12/2024	Deposit		Hotel Diamond		1010	1010 GVB Checking #7188	\$1,000.00	
5844	04/12/2024	Deposit		Hotel Diamond		1250	1250 Undeposited Funds		\$1,000.00
<b>Total for 5844</b>								<b>\$1,000.00</b>	<b>\$1,000.00</b>
5688									
5688	04/14/2024	Bill	130	Jason Mandly	North Rim Video	20000	20000 Accounts Payable		\$500.00
5688	04/14/2024	Bill	130	Jason Mandly	North Rim Video	6053	6000 Sales and Marketing Expense:6050 Creative Services:6053 Creative - Influencer	\$500.00	
<b>Total for 5688</b>								<b>\$500.00</b>	<b>\$500.00</b>
5788									
5788	04/14/2024	Expense	A3837A95249D066988A97	INTUIT QUICKBOOKS	Nichole Farley   Intuit QuickBooks   7330 - Accounting Services	2105	2105 Divvy - Nichole #1688		\$45.00
5788	04/14/2024	Expense	A3837A95249D066988A97	INTUIT QUICKBOOKS	Nichole Farley   Intuit QuickBooks   7330 - Accounting Services	7330	7000 Administration:7330 Professional fees - Accounting	\$45.00	
<b>Total for 5788</b>								<b>\$45.00</b>	<b>\$45.00</b>
5789									
5789	04/14/2024	Expense	B05D4EF1F6BC38BBCBE01	GOOGLE FI	Ashley Baer   Google Fi   7560 - Admin Telephone, Telecommunications	2105	2105 Divvy - Nichole #1688		\$25.46
5789	04/14/2024	Expense	B05D4EF1F6BC38BBCBE01	GOOGLE FI	Ashley Baer   Google Fi   7560 - Admin Telephone, Telecommunications	7560	7000 Administration:7560 Telephone, Telecommunications	\$25.46	
<b>Total for 5789</b>								<b>\$25.46</b>	<b>\$25.46</b>
5790									
5790	04/15/2024	Expense	CED783B047B7E7DACB1FE	TIKTOK PROMOTE	Alaina Macarthy   Tiktok Promote   6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688		\$150.00
5790	04/15/2024	Expense	CED783B047B7E7DACB1FE	TIKTOK PROMOTE	Alaina Macarthy   Tiktok Promote   6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$150.00	
<b>Total for 5790</b>								<b>\$150.00</b>	<b>\$150.00</b>
5791									
5791	04/16/2024	Expense	CA6B37FB478E957B360D9	TIKTOK PROMOTE	Ashley Baer   Tiktok Promote   6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688		\$140.00
5791	04/16/2024	Expense	CA6B37FB478E957B360D9	TIKTOK PROMOTE	Ashley Baer   Tiktok Promote   6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$140.00	
<b>Total for 5791</b>								<b>\$140.00</b>	<b>\$140.00</b>
5792									
5792	04/16/2024	Expense	8795BB10253B46370EBE1	AYPARA ODEME GOKHAN AYSEL	Ashley Baer   Aypara Odeme Gokhan Aysel   6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688		\$3.91
5792	04/16/2024	Expense	8795BB10253B46370EBE1	AYPARA ODEME GOKHAN AYSEL	Ashley Baer   Aypara Odeme Gokhan Aysel   6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$3.91	
<b>Total for 5792</b>								<b>\$3.91</b>	<b>\$3.91</b>
5834									
5834	04/16/2024	Expense		Divvy	DDA ACH WITHDRAWAL - EWALLET - DIVVYP Divvy Cred Explore Butte County	1010	1010 GVB Checking #7188		\$2,228.50
5834	04/16/2024	Expense		Divvy	DDA ACH WITHDRAWAL - EWALLET - DIVVYP Divvy Cred Explore Butte County	2105	2105 Divvy - Nichole #1688	\$2,228.50	
<b>Total for 5834</b>								<b>\$2,228.50</b>	<b>\$2,228.50</b>
5684									
5684	04/17/2024	Expense		Betterment	ACH Payment BETTERMENT SEC TRANSFER	1010	1010 GVB Checking #7188		\$1,398.78
5684	04/17/2024	Expense		Betterment	ACH Payment BETTERMENT SEC TRANSFER	2410	2410 Retirement plan liability	\$1,398.78	

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
<b>Total for 5684</b>								<b>\$1,398.78</b>	<b>\$1,398.78</b>
5721									
5721	04/17/2024	Bill	1339	Upper Park Clothing	Photography	20000	20000 Accounts Payable		\$2,400.00
5721	04/17/2024	Bill	1339	Upper Park Clothing	Travel Chico Photography for Guide	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	\$2,400.00	
<b>Total for 5721</b>								<b>\$2,400.00</b>	<b>\$2,400.00</b>
5793									
5793	04/17/2024	Expense	376F15AFF6C6DCDCD9C75	CREXENDO	Nichole Farley   Crexendo   7560 - Admin Telephone, Telecommunications	2105	2105 Divvy - Nichole #1688		\$124.14
5793	04/17/2024	Expense	376F15AFF6C6DCDCD9C75	CREXENDO	Nichole Farley   Crexendo   7560 - Admin Telephone, Telecommunications	7560	7000 Administration:7560 Telephone, Telecommunications	\$124.14	
<b>Total for 5793</b>								<b>\$124.14</b>	<b>\$124.14</b>
5794									
5794	04/17/2024	Expense	A3F24AC7B8759D3324060	Mailchimp	Ashley Baer   Mailchimp   6340 - Public Relations Activity	2105	2105 Divvy - Nichole #1688		\$132.00
5794	04/17/2024	Expense	A3F24AC7B8759D3324060	Mailchimp	Ashley Baer   Mailchimp   6340 - Public Relations Activity	6340	6000 Sales and Marketing Expense:6340 Public Relations - Media	\$132.00	
<b>Total for 5794</b>								<b>\$132.00</b>	<b>\$132.00</b>
5683									
5683	04/18/2024	Invoice	000220	City of Chico - Travel Chico		1100	1100 Accounts Receivable	\$10,000.00	
5683	04/18/2024	Invoice	000220	City of Chico - Travel Chico	Travel and Tourism Marketing Services - January - March 2024 - Website Administration	4820	4800 Other Types of Income:4820 City of Chico - Microfunding		\$4,400.00
5683	04/18/2024	Invoice	000220	City of Chico - Travel Chico	Travel and Tourism Marketing Services - January - March 2024 - Social Media: Content Creation	4820	4800 Other Types of Income:4820 City of Chico - Microfunding		\$3,100.00
5683	04/18/2024	Invoice	000220	City of Chico - Travel Chico	Travel and Tourism Marketing Services - January - March 2024 - Travel Chico Guide - Deposit for Printing	4820	4800 Other Types of Income:4820 City of Chico - Microfunding		\$2,500.00
<b>Total for 5683</b>								<b>\$10,000.00</b>	<b>\$10,000.00</b>
5795									
5795	04/18/2024	Expense	A587793E996F213119CFE	TEA BAR & FUSION CAF	Nichole Farley   Tea Bar & Fusion Caf   6200 - Meals	2105	2105 Divvy - Nichole #1688		\$12.37
5795	04/18/2024	Expense	A587793E996F213119CFE	TEA BAR & FUSION CAF	Nichole Farley   Tea Bar & Fusion Caf   6200 - Meals	6200	6000 Sales and Marketing Expense:6200 Meals	\$12.37	
<b>Total for 5795</b>								<b>\$12.37</b>	<b>\$12.37</b>
5796									
5796	04/18/2024	Expense	6B5DC3FB9CD9EA3286718	STOBLE COFFEE	Cameo Calderon   Stoble Coffee   6200 - Meals   Nichole and Cameo - Review	2105	2105 Divvy - Nichole #1688		\$11.36
5796	04/18/2024	Expense	6B5DC3FB9CD9EA3286718	STOBLE COFFEE	Cameo Calderon   Stoble Coffee   6200 - Meals   Nichole and Cameo - Review	6200	6000 Sales and Marketing Expense:6200 Meals	\$11.36	
<b>Total for 5796</b>								<b>\$11.36</b>	<b>\$11.36</b>
5797									
5797	04/18/2024	Expense	EC656D095225986AF2A92	PARKS	Alaina Macarthy   Parks   6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688		\$6.00
5797	04/18/2024	Expense	EC656D095225986AF2A92	PARKS	Alaina Macarthy   Parks   6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$6.00	
<b>Total for 5797</b>								<b>\$6.00</b>	<b>\$6.00</b>
5687									
5687	04/19/2024	Bill	121000358	Fiona Chandra	Gold Pass FAM via Visit California	20000	20000 Accounts Payable		\$135.26
5687	04/19/2024	Bill	121000358	Fiona Chandra	Gold Pass FAM via Visit California	6340	6000 Sales and Marketing Expense:6340 Public Relations - Media	\$135.26	
<b>Total for 5687</b>								<b>\$135.26</b>	<b>\$135.26</b>
5690									
5690	04/19/2024	Bill	April 15, 2024	Destination Consultancy Group LLC	Explore Butte County Brand Research Analysis & Report	20000	20000 Accounts Payable		\$5,000.00
5690	04/19/2024	Bill	April 15, 2024	Destination Consultancy Group LLC	Explore Butte County Brand Research Analysis & Report	6150	6000 Sales and Marketing Expense:6100 Marketing contracts:6150 Research & Data	\$5,000.00	
<b>Total for 5690</b>								<b>\$5,000.00</b>	<b>\$5,000.00</b>
5798									
5798	04/19/2024	Expense	C00BECB37C07EA36F674F	Chevron	Cameo Calderon   Chevron   6655 - Vehicle / Van Expenses	2105	2105 Divvy - Nichole #1688		\$78.84
5798	04/19/2024	Expense	C00BECB37C07EA36F674F	Chevron	Cameo Calderon   Chevron   6655 - Vehicle / Van Expenses	6655	6000 Sales and Marketing Expense:6655 Vehicle - Van Expenses	\$78.84	
<b>Total for 5798</b>								<b>\$78.84</b>	<b>\$78.84</b>
5799									
5799	04/19/2024	Expense	581AC7043C5EFA761EFCC	City of Chico Parking	Cameo Calderon   City of Chico Parking   6655 - Vehicle / Van Expenses	2105	2105 Divvy - Nichole #1688		\$1.75
5799	04/19/2024	Expense	581AC7043C5EFA761EFCC	City of Chico Parking	Cameo Calderon   City of Chico Parking   6655 - Vehicle / Van Expenses	6655	6000 Sales and Marketing Expense:6655 Vehicle - Van Expenses	\$1.75	
<b>Total for 5799</b>								<b>\$1.75</b>	<b>\$1.75</b>
5800									
5800	04/20/2024	Expense	69F5B41861A79277AC9C3	Facebook	Alaina Macarthy   Facebook   6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688		\$250.00
5800	04/20/2024	Expense	69F5B41861A79277AC9C3	Facebook	Alaina Macarthy   Facebook   6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$250.00	
<b>Total for 5800</b>								<b>\$250.00</b>	<b>\$250.00</b>
5801									
5801	04/21/2024	Expense	389330FA1B99B70A1322C	SMARTSTOP	Nichole Farley   SmartStop   6810 - ARPA Wayfinding	2105	2105 Divvy - Nichole #1688		\$101.80

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
5801	04/21/2024	Expense	389330FA1B99B70A1322C	SMARTSTOP	Nichole Farley   SmartStop   6810 - ARPA Wayfinding	7360	7000 Administration:7360 Rent/Office Space	\$101.80	
<b>Total for 5801</b>								<b>\$101.80</b>	<b>\$101.80</b>
5802									
5802	04/21/2024	Expense	01E53E3D22E767D83F8D3	Facebook	Ashley Baer   Facebook   6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688		\$385.01
5802	04/21/2024	Expense	01E53E3D22E767D83F8D3	Facebook	Ashley Baer   Facebook   6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$385.01	
<b>Total for 5802</b>								<b>\$385.01</b>	<b>\$385.01</b>
5803									
5803	04/21/2024	Expense	EFC8E68E196FF5E5938C1	Facebook	Ashley Baer   Facebook   6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688		\$12.18
5803	04/21/2024	Expense	EFC8E68E196FF5E5938C1	Facebook	Ashley Baer   Facebook   6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$12.18	
<b>Total for 5803</b>								<b>\$12.18</b>	<b>\$12.18</b>
5638									
5638	04/22/2024	Bill Payment (Check)		Aaron J Stewart, PC	Inv 12208	1010	1010 GVB Checking #7188		\$2,718.75
5638	04/22/2024	Bill Payment (Check)		Aaron J Stewart, PC		20000	20000 Accounts Payable	\$2,718.75	
<b>Total for 5638</b>								<b>\$2,718.75</b>	<b>\$2,718.75</b>
5639									
5639	04/22/2024	Bill Payment (Check)		Madden Media	AOR-CABUTTE23-24 - Butte County Marketing Agency - Inv 2024-022855	1010	1010 GVB Checking #7188		\$14,725.43
5639	04/22/2024	Bill Payment (Check)		Madden Media		20000	20000 Accounts Payable	\$14,725.43	
<b>Total for 5639</b>								<b>\$14,725.43</b>	<b>\$14,725.43</b>
5692									
5692	04/22/2024	Bill Payment (Check)		HJ Promotional Products	Inv ExploreBags24	1010	1010 GVB Checking #7188		\$678.05
5692	04/22/2024	Bill Payment (Check)		HJ Promotional Products		20000	20000 Accounts Payable	\$678.05	
<b>Total for 5692</b>								<b>\$678.05</b>	<b>\$678.05</b>
5694									
5694	04/22/2024	Bill Payment (Check)		Destination Consultancy Group LLC	Inv April 15, 2024	1010	1010 GVB Checking #7188		\$5,000.00
5694	04/22/2024	Bill Payment (Check)		Destination Consultancy Group LLC		20000	20000 Accounts Payable	\$5,000.00	
<b>Total for 5694</b>								<b>\$5,000.00</b>	<b>\$5,000.00</b>
5695									
5695	04/22/2024	Bill Payment (Check)		Jason Mandly	Inv 130	1010	1010 GVB Checking #7188		\$500.00
5695	04/22/2024	Bill Payment (Check)		Jason Mandly		20000	20000 Accounts Payable	\$500.00	
<b>Total for 5695</b>								<b>\$500.00</b>	<b>\$500.00</b>
5696									
5696	04/22/2024	Bill Payment (Check)		Our Travel Passport, LLC	Inv 272	1010	1010 GVB Checking #7188		\$1,500.00
5696	04/22/2024	Bill Payment (Check)		Our Travel Passport, LLC		20000	20000 Accounts Payable	\$1,500.00	
<b>Total for 5696</b>								<b>\$1,500.00</b>	<b>\$1,500.00</b>
5697									
5697	04/22/2024	Bill Payment (Check)		RECOLOGY BUTTE COLUSA COUNTIES	Inv 8551002754934	1010	1010 GVB Checking #7188		\$274.39
5697	04/22/2024	Bill Payment (Check)		RECOLOGY BUTTE COLUSA COUNTIES		20000	20000 Accounts Payable	\$274.39	
<b>Total for 5697</b>								<b>\$274.39</b>	<b>\$274.39</b>
5698									
5698	04/22/2024	Bill Payment (Check)		Fiona Chandra	Inv 121000358	1010	1010 GVB Checking #7188		\$135.26
5698	04/22/2024	Bill Payment (Check)		Fiona Chandra		20000	20000 Accounts Payable	\$135.26	
<b>Total for 5698</b>								<b>\$135.26</b>	<b>\$135.26</b>
5804									
5804	04/22/2024	Expense	A7CB1ED60AA17B4B8AFA8	DESTINATION MARKETING ASS	Alaina Macarthy   Destination Marketing Ass   6036 - Conferences - Other	2105	2105 Divvy - Nichole #1688		\$595.00
5804	04/22/2024	Expense	A7CB1ED60AA17B4B8AFA8	DESTINATION MARKETING ASS	Alaina Macarthy   Destination Marketing Ass   6036 - Conferences - Other	7030	7000 Administration:7030 Conferences & Education	\$595.00	
<b>Total for 5804</b>								<b>\$595.00</b>	<b>\$595.00</b>
5805									
5805	04/22/2024	Expense	32F1FDE6DEB6D0D0C6561	TIKTOK PROMOTE	Alaina Macarthy   Tiktok Promote   6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688		\$150.00
5805	04/22/2024	Expense	32F1FDE6DEB6D0D0C6561	TIKTOK PROMOTE	Alaina Macarthy   Tiktok Promote   6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$150.00	
<b>Total for 5805</b>								<b>\$150.00</b>	<b>\$150.00</b>
5640									
5640	04/23/2024	Bill Payment (Check)		Watershed Media LLC	Inv 729	1010	1010 GVB Checking #7188		\$2,500.00
5640	04/23/2024	Bill Payment (Check)		Watershed Media LLC		20000	20000 Accounts Payable	\$2,500.00	
<b>Total for 5640</b>								<b>\$2,500.00</b>	<b>\$2,500.00</b>
5702									
5702	04/23/2024	Payment		Butte County - TBID Assessment		1010	1010 GVB Checking #7188	\$127.95	
5702	04/23/2024	Payment		Butte County - TBID Assessment		1100	1100 Accounts Receivable		\$127.95
<b>Total for 5702</b>								<b>\$127.95</b>	<b>\$127.95</b>
5835									
5835	04/23/2024	Expense		Divvy	DDA ACH WITHDRAWAL - EWALLET - DIVVYP Divvy Cred Explore Butte County	1010	1010 GVB Checking #7188		\$1,409.36
5835	04/23/2024	Expense		Divvy	DDA ACH WITHDRAWAL - EWALLET - DIVVYP Divvy Cred Explore Butte County	2105	2105 Divvy - Nichole #1688	\$1,409.36	
<b>Total for 5835</b>								<b>\$1,409.36</b>	<b>\$1,409.36</b>
5848									
5848	04/23/2024	Expense		Anthem Blue Cross	DDA ACH WITHDRAWAL - ANTHEM BLUE I010 CORP PYMT EXPLORE BUTTE COUNTY	1010	1010 GVB Checking #7188		\$1,591.75

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
5848	04/23/2024	Expense		Anthem Blue Cross	DDA ACH WITHDRAWAL - ANTHEM BLUE I010 CORP PYMT EXPLORE BUTTE COUNTY	6440	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance	\$1,432.58	
5848	04/23/2024	Expense		Anthem Blue Cross	DDA ACH WITHDRAWAL - ANTHEM BLUE I010 CORP PYMT EXPLORE BUTTE COUNTY	7440	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance	\$159.17	
<b>Total for 5848</b>								<b>\$1,591.75</b>	<b>\$1,591.75</b>
5641									
5641	04/24/2024	Bill Payment (Check)		Steinhoff Law	Inv 00137	1010	1010 GVB Checking #7188		\$220.00
5641	04/24/2024	Bill Payment (Check)		Steinhoff Law		20000	20000 Accounts Payable	\$220.00	
<b>Total for 5641</b>								<b>\$220.00</b>	<b>\$220.00</b>
5806									
5806	04/24/2024	Expense	BF2120948C9BF24480E56	Bidwell Insurance Agency	Nichole Farley   Bidwell Insurance Agency   7100 - Admin Insurance	2105	2105 Divvy - Nichole #1688		\$1,919.92
5806	04/24/2024	Expense	BF2120948C9BF24480E56	Bidwell Insurance Agency	Nichole Farley   Bidwell Insurance Agency   7100 - Admin Insurance	7100	7000 Administration:7100 Insurance	\$1,919.92	
<b>Total for 5806</b>								<b>\$1,919.92</b>	<b>\$1,919.92</b>
5807									
5807	04/24/2024	Expense	AA8E97E385591286368D0	DESTINATION MARKETING ASS	Nichole Farley   Destination Marketing Ass   6034 - Conferences - DMAWest	2105	2105 Divvy - Nichole #1688		\$715.00
5807	04/24/2024	Expense	AA8E97E385591286368D0	DESTINATION MARKETING ASS	Nichole Farley   Destination Marketing Ass   6034 - Conferences - DMAWest	6034	6000 Sales and Marketing Expense:6030 Conferences:6034 DMA West	\$715.00	
<b>Total for 5807</b>								<b>\$715.00</b>	<b>\$715.00</b>
5808									
5808	04/25/2024	Expense	91400C07AF90488C6137A	Betterment	Nichole Farley   Betterment   6810 - ARPA Wayfinding	2105	2105 Divvy - Nichole #1688		\$61.62
5808	04/25/2024	Expense	91400C07AF90488C6137A	Betterment	Nichole Farley   Betterment   6810 - ARPA Wayfinding	7370	7000 Administration:7370 401k Administration	\$61.62	
<b>Total for 5808</b>								<b>\$61.62</b>	<b>\$61.62</b>
5809									
5809	04/25/2024	Expense	F7381AE1DFAA22D0BC4AF	TIKTOK PROMOTE	Ashley Baer   Tiktok Promote   6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688		\$95.00
5809	04/25/2024	Expense	F7381AE1DFAA22D0BC4AF	TIKTOK PROMOTE	Ashley Baer   Tiktok Promote   6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$95.00	
<b>Total for 5809</b>								<b>\$95.00</b>	<b>\$95.00</b>
5810									
5810	04/25/2024	Expense	F54A0D15CD58D51108858	Target	Cameo Calderon   Target   7200 - Admin Meals	2105	2105 Divvy - Nichole #1688		\$7.99
5810	04/25/2024	Expense	F54A0D15CD58D51108858	Target	Cameo Calderon   Target   7200 - Admin Meals	7200	7000 Administration:7200 Meals	\$7.99	
<b>Total for 5810</b>								<b>\$7.99</b>	<b>\$7.99</b>
5811									
5811	04/25/2024	Expense	164F60A23D9898A47F893	OTTER.AI	Nichole Farley   Otter.ai   7500 - Admin Subscriptions	2105	2105 Divvy - Nichole #1688		\$24.09
5811	04/25/2024	Expense	164F60A23D9898A47F893	OTTER.AI	Nichole Farley   Otter.ai   7500 - Admin Subscriptions	7500	7000 Administration:7500 Subscriptions	\$24.09	
<b>Total for 5811</b>								<b>\$24.09</b>	<b>\$24.09</b>
5812									
5812	04/25/2024	Expense	83867A5AABB519F3BF6C3	Recology	Nichole Farley   Recology   6360 - Sponsorship Marketing	2105	2105 Divvy - Nichole #1688		\$34.37
5812	04/25/2024	Expense	83867A5AABB519F3BF6C3	Recology	Nichole Farley   Recology   6360 - Sponsorship Marketing	6360	6000 Sales and Marketing Expense:6360 Rent/Office Space	\$34.37	
<b>Total for 5812</b>								<b>\$34.37</b>	<b>\$34.37</b>
5829									
5829	04/25/2024	Deposit		Tri Counties		1000	1000 Tri Counties Bank	\$0.56	
5829	04/25/2024	Deposit		Tri Counties	INTEREST PAYMENT SYSTEM GENERATED - INT PMT SYS-GEN	4810	4800 Other Types of Income:4810 Interest Income		\$0.56
<b>Total for 5829</b>								<b>\$0.56</b>	<b>\$0.56</b>
5855									
5855	04/25/2024	Journal Entry	04252024		Payroll for the period 04/07/2024 to 04/20/2024	6410	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6410 Staffing - Marketing Payroll	\$12,798.95	
5855	04/25/2024	Journal Entry	04252024		Payroll for the period 04/07/2024 to 04/20/2024	7410	7000 Administration:7400 Staffing - Admin (10%):7410 Staffing - Admin Payroll	\$1,422.11	
5855	04/25/2024	Journal Entry	04252024		Payroll for the period 04/07/2024 to 04/20/2024	6420	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6420 Staffing - Payroll Taxes - Mktg	\$1,017.49	
5855	04/25/2024	Journal Entry	04252024		Payroll for the period 04/07/2024 to 04/20/2024	7420	7000 Administration:7400 Staffing - Admin (10%):7420 Payroll Taxes - Admin	\$113.05	
5855	04/25/2024	Journal Entry	04252024		Payroll for the period 04/07/2024 to 04/20/2024	6450	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6450 401k	\$451.87	
5855	04/25/2024	Journal Entry	04252024		Payroll for the period 04/07/2024 to 04/20/2024	7450	7000 Administration:7400 Staffing - Admin (10%):7450 401K	\$50.21	
5855	04/25/2024	Journal Entry	04252024		Payroll for the period 04/07/2024 to 04/20/2024	6430	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6430 Workers Comp Insurance	\$749.00	
5855	04/25/2024	Journal Entry	04252024		Payroll for the period 04/07/2024 to 04/20/2024	7430	7000 Administration:7400 Staffing - Admin (10%):7430 Workers Comp Insurance	\$83.22	
5855	04/25/2024	Journal Entry	04252024		Payroll for the period 04/07/2024 to 04/20/2024	7070	7000 Administration:7070 General Administration	\$230.77	
5855	04/25/2024	Journal Entry	04252024		Payroll for the period 04/07/2024 to 04/20/2024	2410	2410 Retirement plan liability		\$1,926.20
5855	04/25/2024	Journal Entry	04252024		Payroll for the period 04/07/2024 to 04/20/2024	2400	2400 Payroll Liabilities		\$854.40

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
5855	04/25/2024	Journal Entry	04252024			1010	1010 GVB Checking #7188		\$14,136.07
<b>Total for 5855</b>								<b>\$16,916.67</b>	<b>\$16,916.67</b>
5870									
5870	04/25/2024	Journal Entry	04/25/2024		To remove the liability	2400	2400 Payroll Liabilities	\$854.40	
5870	04/25/2024	Journal Entry	04/25/2024		To remove the liability	6440	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance		\$768.96
5870	04/25/2024	Journal Entry	04/25/2024		To remove the liability	7440	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance		\$85.44
<b>Total for 5870</b>								<b>\$854.40</b>	<b>\$854.40</b>
5813									
5813	04/26/2024	Expense	DB37521B675A6B064EF9E	A ONE AUTO CARE	Cameo Calderon   A One Auto Care   6655 - Vehicle / Van Expenses	2105	2105 Divvy - Nichole #1688		\$25.00
5813	04/26/2024	Expense	DB37521B675A6B064EF9E	A ONE AUTO CARE	Cameo Calderon   A One Auto Care   6655 - Vehicle / Van Expenses	6655	6000 Sales and Marketing Expense:6655 Vehicle - Van Expenses	\$25.00	
<b>Total for 5813</b>								<b>\$25.00</b>	<b>\$25.00</b>
5814									
5814	04/26/2024	Expense	79AEFE2E093C94E19243F	CHICO RETAIL	Cameo Calderon   Chico Retail   6016 - Advertising - Other	2105	2105 Divvy - Nichole #1688		\$25.00
5814	04/26/2024	Expense	79AEFE2E093C94E19243F	CHICO RETAIL	Cameo Calderon   Chico Retail   6016 - Advertising - Other	6016	6000 Sales and Marketing Expense:6016 Advertising:6016 Advertising - Other	\$25.00	
<b>Total for 5814</b>								<b>\$25.00</b>	<b>\$25.00</b>
5815									
5815	04/27/2024	Expense	A1807E76B735C4CF98572	OXFORD SUITES CHICO	Nichole Farley   Oxford Suites Chico   6340 - Public Relations Activity   Wildflower Century	2105	2105 Divvy - Nichole #1688		\$546.52
5815	04/27/2024	Expense	A1807E76B735C4CF98572	OXFORD SUITES CHICO	Nichole Farley   Oxford Suites Chico   6340 - Public Relations Activity   Wildflower Century	6340	6000 Sales and Marketing Expense:6340 Public Relations - Media	\$546.52	
<b>Total for 5815</b>								<b>\$546.52</b>	<b>\$546.52</b>
5705									
5705	04/29/2024	Bill	20214331	Meredith Operations Corporation	1/2 page 2024 California Road Trips	20000	20000 Accounts Payable		\$10,000.00
5705	04/29/2024	Bill	20214331	Meredith Operations Corporation	1/2 page 2024 California Road Trips	6015	6000 Sales and Marketing Expense:6010 Advertising:6015 Advertising - Print	\$10,000.00	
<b>Total for 5705</b>								<b>\$10,000.00</b>	<b>\$10,000.00</b>
5706									
5706	04/29/2024	Bill	C-02372	News & Review	Best of Chico - Travel Chico Sponsorship	20000	20000 Accounts Payable		\$2,750.00
5706	04/29/2024	Bill	C-02372	News & Review	Best of Chico - Travel Chico Sponsorship	6910	6900 Zone Micro-Funding:6910 Chico Zone/Travel Chico	\$2,750.00	
<b>Total for 5706</b>								<b>\$2,750.00</b>	<b>\$2,750.00</b>
5707									
5707	04/29/2024	Bill	765	Watershed Media LLC	IPW Sizzle Reels	20000	20000 Accounts Payable		\$3,750.00
5707	04/29/2024	Bill	765	Watershed Media LLC	IPW Sizzle Reels	6381	6000 Sales and Marketing Expense:6380 Travel Trade & Consumer Market Shows:6381 IPW by US Travel	\$3,750.00	
<b>Total for 5707</b>								<b>\$3,750.00</b>	<b>\$3,750.00</b>
5756									
5756	04/29/2024	Expense		Betterment	ACH Payment BETTERMENT SEC TRANSFER	1010	1010 GVB Checking #7188		\$1,926.20
5756	04/29/2024	Expense		Betterment	ACH Payment BETTERMENT SEC TRANSFER	2410	2410 Retirement plan liability	\$1,926.20	
<b>Total for 5756</b>								<b>\$1,926.20</b>	<b>\$1,926.20</b>
5816									
5816	04/29/2024	Expense	18B7B0F193D480C627793	ROOTREZ	Nichole Farley   Rootrez   6730 - Ripe Booking Platform	2105	2105 Divvy - Nichole #1688		\$2,000.00
5816	04/29/2024	Expense	18B7B0F193D480C627793	ROOTREZ	Nichole Farley   Rootrez   6730 - Ripe Booking Platform	6730	6000 Sales and Marketing Expense:6700 Website:6730 Direct Booking Platform	\$2,000.00	
<b>Total for 5816</b>								<b>\$2,000.00</b>	<b>\$2,000.00</b>
5708									
5708	04/30/2024	Bill Payment (Check)		OurFulltimeAdventure	Inv 1130	1010	1010 GVB Checking #7188		\$4,997.86
5708	04/30/2024	Bill Payment (Check)		OurFulltimeAdventure		20000	20000 Accounts Payable	\$4,997.86	
<b>Total for 5708</b>								<b>\$4,997.86</b>	<b>\$4,997.86</b>
5723									
5723	04/30/2024	Bill	2024-023284	Madden Media	April 2024	20000	20000 Accounts Payable		\$24,943.42
5723	04/30/2024	Bill	2024-023284	Madden Media	Account Service	6110	6000 Sales and Marketing Expense:6100 Marketing contracts:6110 Marketing Agency Account Management	\$1,200.00	
5723	04/30/2024	Bill	2024-023284	Madden Media	DM Management	6110	6000 Sales and Marketing Expense:6100 Marketing contracts:6110 Marketing Agency Account Management	\$2,000.00	
5723	04/30/2024	Bill	2024-023284	Madden Media	Creative Production	6055	6000 Sales and Marketing Expense:6050 Creative Services:6055 Creative - Agency	\$2,600.00	
5723	04/30/2024	Bill	2024-023284	Madden Media	Google SEM	6011	6000 Sales and Marketing Expense:6010 Advertising:6011 Advertising - Adwords	\$1,285.71	
5723	04/30/2024	Bill	2024-023284	Madden Media	Google Display Prospecting	6012	6000 Sales and Marketing Expense:6010 Advertising:6012 Advertising - Digital	\$1,272.80	
5723	04/30/2024	Bill	2024-023284	Madden Media	Google Display Remarketing	6012	6000 Sales and Marketing Expense:6010 Advertising:6012 Advertising - Digital	\$1,007.09	
5723	04/30/2024	Bill	2024-023284	Madden Media	Meta Ads Prospecting	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$1,174.81	
5723	04/30/2024	Bill	2024-023284	Madden Media	Meta Video Distribution	6013	6000 Sales and Marketing Expense:6010 Advertising:6013	\$833.51	



TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
5723	04/30/2024	Bill	2024-023284	Madden Media	Expedia	6012	Advertising - Social Media 6000 Sales and Marketing Expense:6010 Advertising:6012 Advertising - Digital	\$2,500.00	
5723	04/30/2024	Bill	2024-023284	Madden Media	Digital Out of Home	6012	6000 Sales and Marketing Expense:6010 Advertising:6012 Advertising - Digital	\$11,069.50	
<b>Total for 5723</b>								<b>\$24,943.42</b>	<b>\$24,943.42</b>
5738									
5738	04/30/2024	Invoice	000224	City of Chico - TBID Assessment		1100	1100 Accounts Receivable	\$22,309.04	
5738	04/30/2024	Invoice	000224	City of Chico - TBID Assessment	TBID Assessment	4300	4000 Program Income:4300 Chico TBID		\$22,309.04
<b>Total for 5738</b>								<b>\$22,309.04</b>	<b>\$22,309.04</b>
5741									
5741	04/30/2024	Bill	8751008123834	RECOLOGY BUTTE COLUSA COUNTIES	96 Gal General Waste Mixed Service Charge - North Table Mountain Eco Reserve	20000	20000 Accounts Payable		\$150.89
5741	04/30/2024	Bill	8751008123834	RECOLOGY BUTTE COLUSA COUNTIES	96 Gal General Waste Mixed Service Charge - North Table Mountain Eco Reserve	6800	6800 Destination Management Activity	\$150.89	
<b>Total for 5741</b>								<b>\$150.89</b>	<b>\$150.89</b>
5753									
5753	04/30/2024	Invoice	000226	Butte County - TBID Assessment		1100	1100 Accounts Receivable	\$547.76	
5753	04/30/2024	Invoice	000226	Butte County - TBID Assessment	TBID Assessment	4200	4000 Program Income:4200 Butte County TBID		\$547.76
<b>Total for 5753</b>								<b>\$547.76</b>	<b>\$547.76</b>
5817									
5817	04/30/2024	Expense	ED13B21D5D5C6B9680F62	BILL.COM	Nichole Farley   Bill.com   7330 - Accounting Services	2105	2105 Divvy - Nichole #1688		\$333.44
5817	04/30/2024	Expense	ED13B21D5D5C6B9680F62	BILL.COM	Nichole Farley   Bill.com   7330 - Accounting Services	7330	7000 Administration:7330 Professional fees - Accounting	\$333.44	
<b>Total for 5817</b>								<b>\$333.44</b>	<b>\$333.44</b>
5818									
5818	04/30/2024	Expense	D55CC94943A0DB321AB8A	PROGRESSIVE	Nichole Farley   Progressive   7100 - Admin Insurance   Vehicle Insurance	2105	2105 Divvy - Nichole #1688		\$965.50
5818	04/30/2024	Expense	D55CC94943A0DB321AB8A	PROGRESSIVE	Nichole Farley   Progressive   7100 - Admin Insurance   Vehicle Insurance	7100	7000 Administration:7100 Insurance	\$965.50	
<b>Total for 5818</b>								<b>\$965.50</b>	<b>\$965.50</b>
5819									
5819	04/30/2024	Expense	8F5B5425F8067553E761B	ACCESS INTELLIGENCE CHEMC	Nichole Farley   Access Intelligence Chemc   6036 - Conferences - Other   Convention, Sports & Entertainment Facilities Conference	2105	2105 Divvy - Nichole #1688		\$550.00
5819	04/30/2024	Expense	8F5B5425F8067553E761B	ACCESS INTELLIGENCE CHEMC	Nichole Farley   Access Intelligence Chemc   6036 - Conferences - Other   Convention, Sports & Entertainment Facilities Conference	6036	6000 Sales and Marketing Expense:6030 Conferences:6036 Other Education	\$550.00	
<b>Total for 5819</b>								<b>\$550.00</b>	<b>\$550.00</b>
5820									
5820	04/30/2024	Expense	845FBE0F9B0781D1902DA	HOTJAR.COM	Nichole Farley   Hotjar.com   6710 - EBC Website	2105	2105 Divvy - Nichole #1688		\$79.79
5820	04/30/2024	Expense	845FBE0F9B0781D1902DA	HOTJAR.COM	Nichole Farley   Hotjar.com   6710 - EBC Website	6710	6000 Sales and Marketing Expense:6700 Website:6710 Explore Butte County Website	\$79.79	
<b>Total for 5820</b>								<b>\$79.79</b>	<b>\$79.79</b>
5821									
5821	04/30/2024	Expense	8E640F26E190BCD596A7D	Facebook	Ashley Baer   Facebook   6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688		\$648.90
5821	04/30/2024	Expense	8E640F26E190BCD596A7D	Facebook	Ashley Baer   Facebook   6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$648.90	
<b>Total for 5821</b>								<b>\$648.90</b>	<b>\$648.90</b>
5836									
5836	04/30/2024	Expense		Divvy	DDA ACH WITHDRAWAL - EWALLET - DIVVYP Divvy Cred Explore Butte County	1010	1010 GVB Checking #7188		\$4,199.51
5836	04/30/2024	Expense		Divvy	DDA ACH WITHDRAWAL - EWALLET - DIVVYP Divvy Cred Explore Butte County	2105	2105 Divvy - Nichole #1688	\$4,199.51	
<b>Total for 5836</b>								<b>\$4,199.51</b>	<b>\$4,199.51</b>
5837									
5837	04/30/2024	Deposit				1020	1020 GVB Airport #7196	\$4.10	
5837	04/30/2024	Deposit				4810	4800 Other Types of Income:4810 Interest Income		\$4.10
<b>Total for 5837</b>								<b>\$4.10</b>	<b>\$4.10</b>
5838									
5838	04/30/2024	Deposit				1030	1030 GVB Savings #7251	\$613.56	
5838	04/30/2024	Deposit				4810	4800 Other Types of Income:4810 Interest Income		\$613.56
<b>Total for 5838</b>								<b>\$613.56</b>	<b>\$613.56</b>
5850									
5850	04/30/2024	Journal Entry	04302024		To record depreciation expense for April 2024	7045	7000 Administration:7045 Depreciation expense	\$2,400.10	
5850	04/30/2024	Journal Entry	04302024		To record depreciation expense for April 2024	1600	1600 Accumulated depreciation		\$2,400.10
<b>Total for 5850</b>								<b>\$2,400.10</b>	<b>\$2,400.10</b>
5851									
5851	04/30/2024	Journal Entry	04302024		To expenses April24 Crowdriff	6140	6000 Sales and Marketing Expense:6100 Marketing contracts:6140 Digital Asset Management	\$1,254.09	

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
5851	04/30/2024	Journal Entry	04302024		To expenses 2024 Fees	6070	6000 Sales and Marketing Expense:6070 Dues and Memberships	\$136.00	
5851	04/30/2024	Journal Entry	04302024		To expenses Jan to June 2024	6150	6000 Sales and Marketing Expense:6100 Marketing contracts:6150 Research & Data	\$2,083.33	
5851	04/30/2024	Journal Entry	04302024		To expenses 2024 Fees	6015	6000 Sales and Marketing Expense:6010 Advertising:6015 Advertising - Print	\$920.84	
5851	04/30/2024	Journal Entry	04302024		To expenses Apr24 Prepaid	1400	1400 Prepaid Expenses		\$4,394.26
<b>Total for 5851</b>								<b>\$4,394.26</b>	<b>\$4,394.26</b>
<hr/>									
5856									
5856	04/30/2024	Journal Entry	CFOAPRPAY ACCRUAL		To Accrue the payroll for the period 04/21/2024 to 04/30/2024 (07 days)	6410	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6410 Staffing - Marketing Payroll	\$6,155.77	
5856	04/30/2024	Journal Entry	CFOAPRPAY ACCRUAL		To Accrue the payroll for the period 04/21/2024 to 04/30/2024 (07 days)	7410	7000 Administration:7400 Staffing - Admin (10%):7410 Staffing - Admin Payroll	\$683.97	
5856	04/30/2024	Journal Entry	CFOAPRPAY ACCRUAL			2200	2200 Accrued Payroll		\$6,839.74
<b>Total for 5856</b>								<b>\$6,839.74</b>	<b>\$6,839.74</b>
<hr/>									
5859									
5859	04/30/2024	Bill Payment (Check)	To print	Butte County Association of Government		1010	1010 GVB Checking #7188		\$525.00
5859	04/30/2024	Bill Payment (Check)	To print	Butte County Association of Government		20000	20000 Accounts Payable	\$525.00	
<b>Total for 5859</b>								<b>\$525.00</b>	<b>\$525.00</b>
<hr/>									
5867									
5867	04/30/2024	Journal Entry	04/30/2024		To recognize April Deferred revenue	2500	2500 Deferred Revenue	\$3,333.33	
5867	04/30/2024	Journal Entry	04/30/2024		To recognize To Travel and Tourism Marketing Services - April - June 2024 - Website Administration (GL - 4820-05)	4820	4800 Other Types of Income:4820 City of Chico - Microfunding		\$200.00
5867	04/30/2024	Journal Entry	04/30/2024		TOr To Travel and Tourism Marketing Services - April - June 2024 - Travel Chico Guide - Deposit for Guide Development (GL - 4820-05)	4820	4800 Other Types of Income:4820 City of Chico - Microfunding		\$3,133.33
<b>Total for 5867</b>								<b>\$3,333.33</b>	<b>\$3,333.33</b>
<hr/>									
5897									
5897	04/30/2024	Invoice	000228	City of Chico - TBID Assessment		1100	1100 Accounts Receivable	\$29,329.44	
5897	04/30/2024	Invoice	000228	City of Chico - TBID Assessment	TBID Assessment	4300	4000 Program Income:4300 Chico TBID		\$29,329.44
<b>Total for 5897</b>								<b>\$29,329.44</b>	<b>\$29,329.44</b>
								<b>\$312,436.17</b>	<b>\$312,436.17</b>



## **Financial Statements**

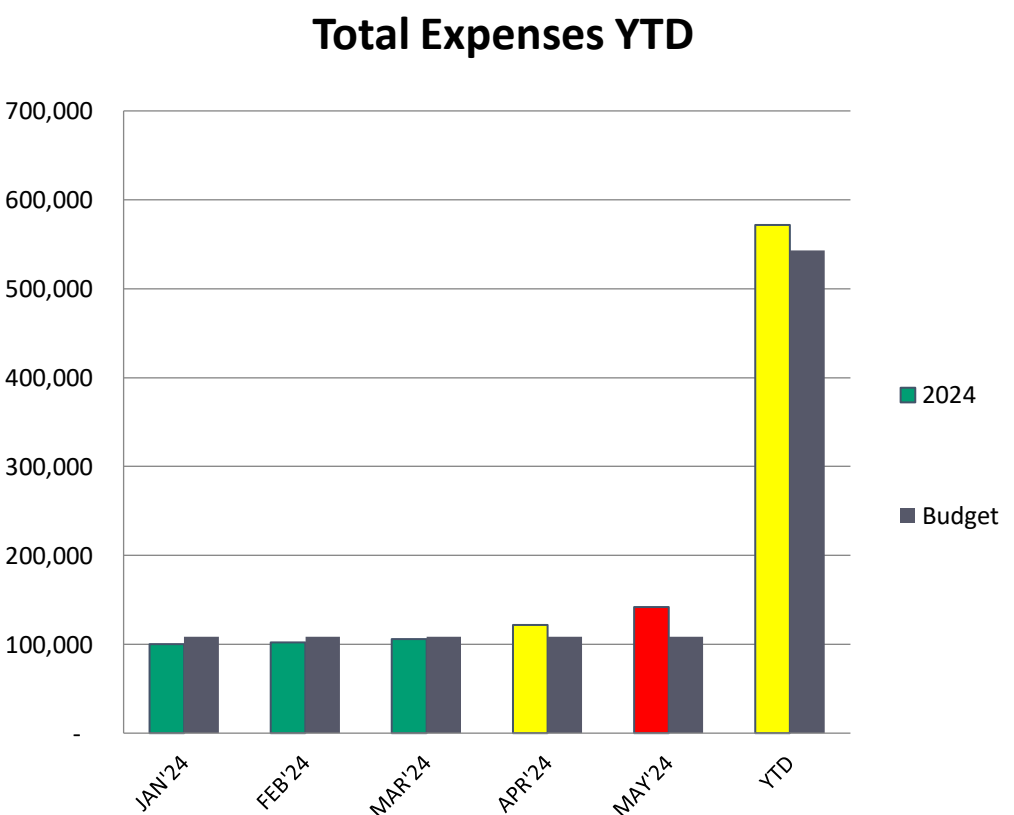
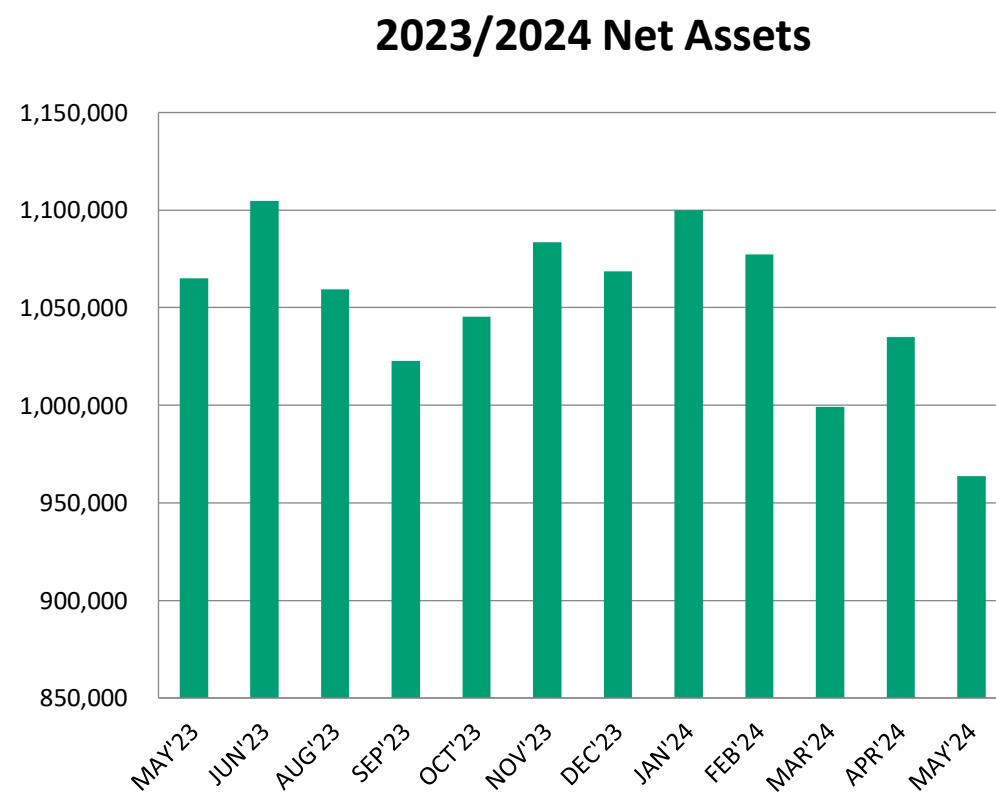
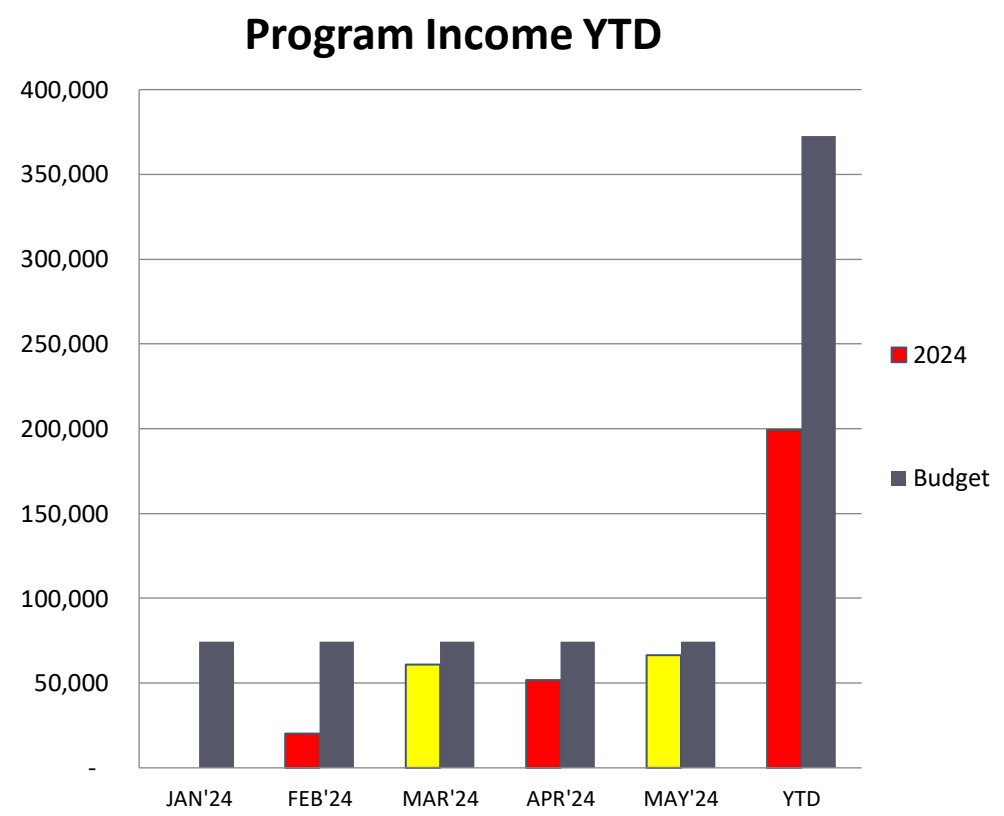
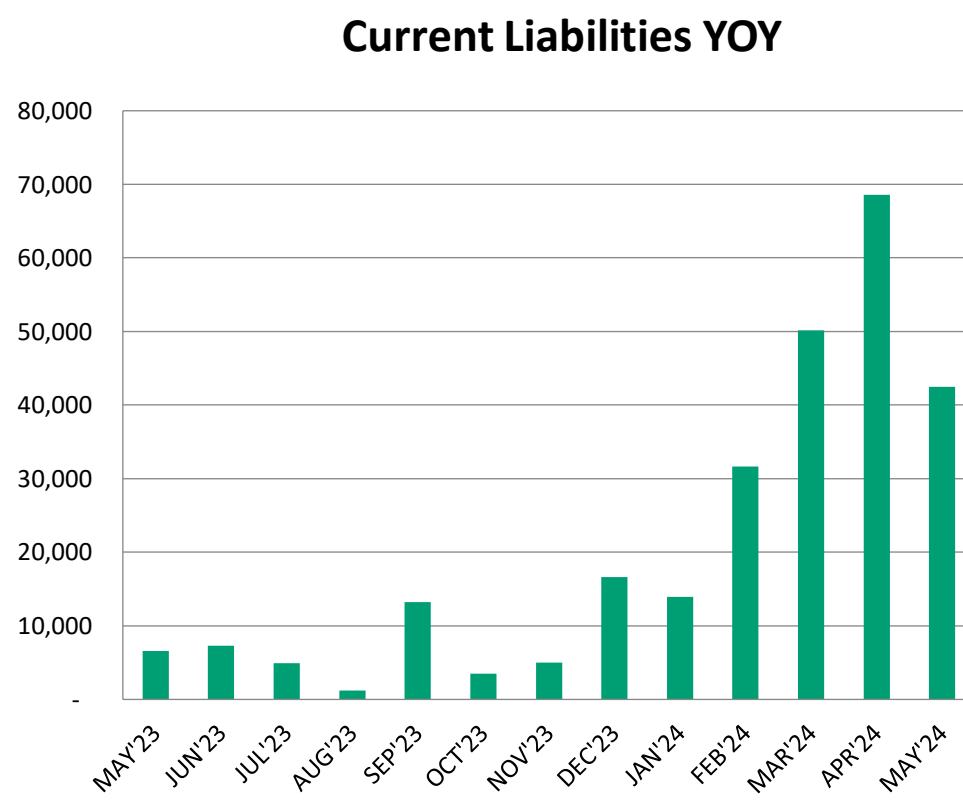
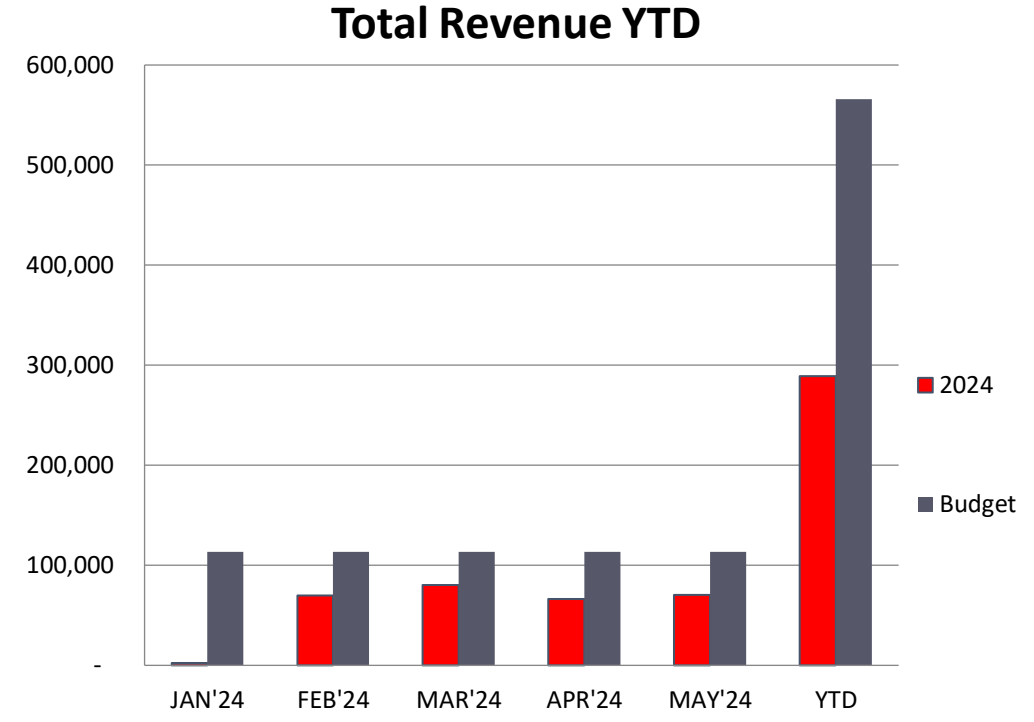
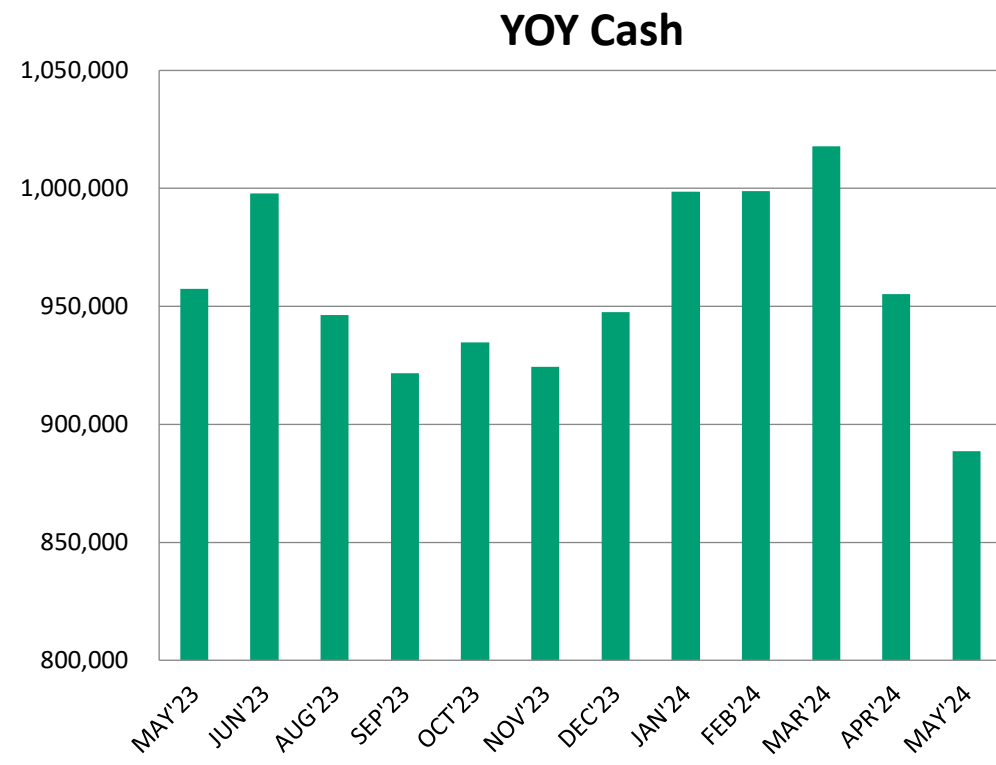
For the period ending YTD May 31st, 2024

Index:

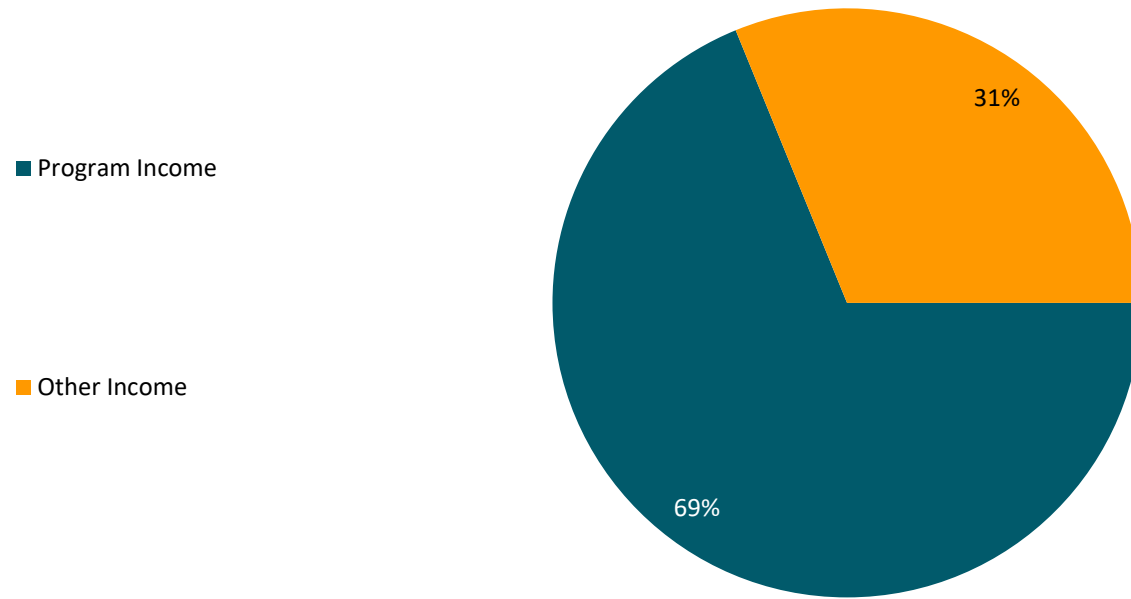
Page 1 -2	Dashboards
Page 3	Balance Sheet
Page 4	Year to Date Statement of Activities
Page 5	Statement of Activities by Class

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

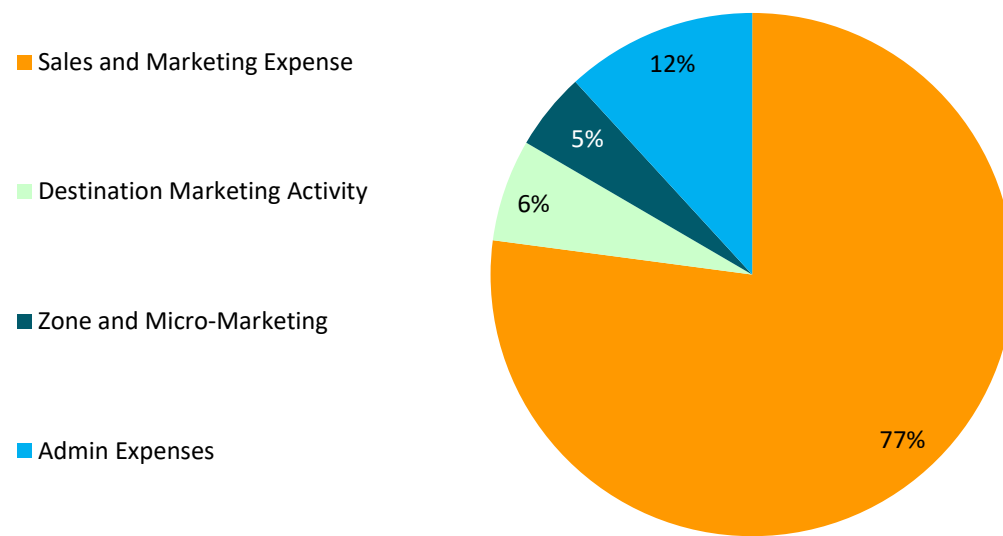
Color Code	
	Significant Underperformance
	Slight Underperformance
	Good Performance



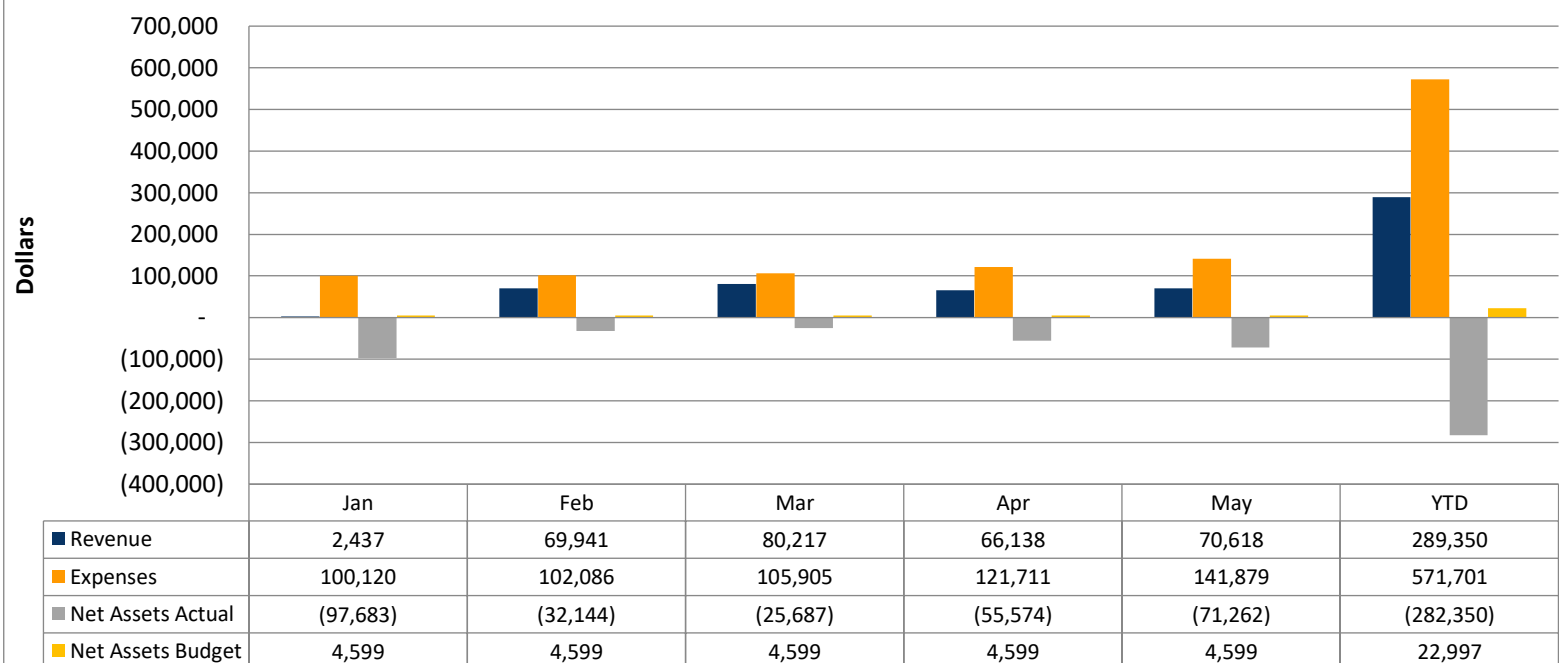
### Summary of Revenues



### Summary of Expenses



### YTD Operating Performance



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

	May 2024 \$	May 2023 \$	Variance Inc/(Dec) \$	Variance Inc/(Dec) %
<b>ASSETS</b>				
<b>Current Assets</b>				
Cash				
Checking	365,325	957,463	(592,138)	(61.8%)
Savings	503,329	-	503,329	100.0%
Money Market	20,022	-	20,022	100.0%
<b>Total Cash</b>	<b>888,676</b>	<b>957,463</b>	<b>(68,786)</b>	<b>(7.2%)</b>
Accounts Receivable	96,174	-	96,174	100.0%
<b>Other Assets</b>				
Prepaid Expenses	13,539	-	13,539	100.0%
	<b>13,539</b>	<b>-</b>	<b>13,539</b>	<b>100.0%</b>
<b>Total Current Assets</b>	<b>998,390</b>	<b>957,463</b>	<b>40,927</b>	<b>4.3%</b>
<b>Fixed Assets</b>				
Furniture And Equipment	19,636	19,636	-	-
Vehicle	137,837	137,837	-	-
Less Accumulated Depreciation	(86,297)	(43,328)	(42,969)	(99.2%)
<b>Total Fixed Assets</b>	<b>71,176</b>	<b>114,145</b>	<b>(42,969)</b>	<b>(37.6%)</b>
<b>TOTAL ASSETS</b>	<b>1,069,565</b>	<b>1,071,608</b>	<b>(2,042)</b>	<b>(0.2%)</b>
<b>LIABILITIES</b>				
<b>Current Liabilities</b>				
Accounts Payable	23,436	-	23,436	100.0%
Credit Card Payable	4,159	2,692	1,467	54.5%
Accrued Salaries and Wages	16,272	-	16,272	100.0%
Payroll Liabilities	(1,368)	3,906	(5,274)	(135.0%)
<b>Total Current Liabilities</b>	<b>42,500</b>	<b>6,598</b>	<b>35,902</b>	<b>544.1%</b>
Deferred Revenue	63,333	-	63,333	100.0%
<b>TOTAL LIABILITIES</b>	<b>105,833</b>	<b>6,598</b>	<b>99,235</b>	<b>1,504.0%</b>
<b>NET ASSETS</b>				
Unrestricted Net Assets	778,236	872,784	(94,548)	(10.8%)
Net Assets - Reserved	467,846	486,559	(18,713)	(3.8%)
Current Year Income	(282,350)	(294,333)	11,983	4.1%
<b>Total Net Assets</b>	<b>963,732</b>	<b>1,065,010</b>	<b>(101,278)</b>	<b>(9.5%)</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>1,069,565</b>	<b>1,071,608</b>	<b>(2,042)</b>	<b>(0.2%)</b>

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

	May 2024		May 2024		VARIANCE		May 2023		May '24 TO May '23	
	YTD - ACTUALS		YTD - BUDGET		TO BUDGET		YTD - ACTUALS		ACTUALS VARIANCE	
	\$	%	\$	%	\$	%	\$	%	\$	%
<b>REVENUES &amp; OTHER SUPPORT:</b>										
Program Income										
Butte County	-	-	2,575	0.5%	(2,575)	(100.0%)	-	-	-	-
Chico	163,399	56.5%	287,542	50.8%	(124,143)	(43.2%)	149,041	69.3%	14,358	9.6%
Gridley	-	-	3,004	0.5%	(3,004)	(100.0%)	-	-	-	-
Oroville	27,996	9.7%	64,375	11.4%	(36,379)	(56.5%)	24,598	11.4%	3,398	13.8%
Paradise	7,762	2.7%	15,021	2.7%	(7,259)	(48.3%)	-	-	7,762	100.0%
Sub-Total Program Income	199,157	68.8%	372,517	65.8%	(173,359)	(46.5%)	173,639	80.8%	25,518	14.7%
Other Income										
Interest Income	3,129	1.1%	42	0.0%	3,087	7,409.8%	44	0.0%	3,084	6,970.3%
Butte County - Microfunding	-	-	1,321	0.2%	(1,321)	(100.0%)	-	-	-	-
City of Chico - Microfunding	16,667	5.8%	107,450	19.0%	(90,783)	(84.5%)	-	-	16,667	100.0%
City of Oroville - Microfunding	-	-	22,457	4.0%	(22,457)	(100.0%)	-	-	-	-
County ARPA -Wayfinding Signage	-	-	43,616	7.7%	(43,616)	(100.0%)	36,747	17.1%	(36,747)	(100.0%)
Town of Paradise - Microfunding	-	-	7,031	1.2%	(7,031)	(100.0%)	-	-	-	-
Cooperative Program Funding	7,577	2.6%	10,417	1.8%	(2,840)	(27.3%)	4,000	1.9%	3,577	89.4%
City of Gridley - Microfunding	555	0.2%	959	0.2%	(404)	(42.1%)	-	-	555	100.0%
Other Income	62,266	21.5%	-	-	62,266	100.0%	500	0.2%	61,766	12,353.2%
Sub-Total Other Income	90,193	31.2%	193,293	34.2%	(103,100)	(53.3%)	41,291	19.2%	48,902	118.4%
<b>TOTAL REVENUE</b>	<b>289,350</b>	<b>100.0%</b>	<b>565,810</b>	<b>100.0%</b>	<b>(276,459)</b>	<b>(48.9%)</b>	<b>214,930</b>	<b>100.0%</b>	<b>74,420</b>	<b>34.6%</b>
<b>PROGRAM EXPENSES:</b>										
Assessment Rate 2%										
2% Fee - Butte County	-	-	52	0.0%	(52)	(100.0%)	-	-	-	-
2% Fee - Chico	-	-	5,751	1.0%	(5,751)	(100.0%)	2,981	1.4%	(2,981)	(100.0%)
2% Fee - Gridley	11	0.0%	60	0.0%	(49)	(81.5%)	-	-	11	100.0%
2% Fee - Oroville	-	-	1,288	0.2%	(1,288)	(100.0%)	492	0.2%	(492)	(100.0%)
2% Fee - Paradise	-	-	300	0.1%	(300)	(100.0%)	-	-	-	-
Sub-total Assessment Rate 2%	11	0.0%	7,450	1.3%	(7,439)	(99.9%)	3,473	1.6%	(3,462)	(99.7%)
Sales and Marketing Expense										
Advertising	89,644	31.0%	55,417	9.8%	34,227	61.8%	133,858	62.3%	(44,214)	(33.0%)
Conferences	24,918	8.6%	12,500	2.2%	12,418	99.3%	9,270	4.3%	15,649	168.8%
Creative Services	64,639	22.3%	72,917	12.9%	(8,278)	(11.4%)	47,330	22.0%	17,309	36.6%
Dues and Memberships	2,379	0.8%	4,167	0.7%	(1,788)	(42.9%)	1,817	0.8%	562	31.0%
Marketing Contracts	79,022	27.3%	67,083	11.9%	11,939	17.8%	59,983	27.9%	19,039	31.7%
Meals	536	0.2%	1,250	0.2%	(714)	(57.1%)	129	0.1%	407	316.1%
Office Supplies	108	0.0%	188	0.0%	(80)	(42.4%)	-	-	108	100.0%
Postage	332	0.1%	1,042	0.2%	(710)	(68.1%)	(79)	(0.0%)	411	521.8%
Printing	4,952	1.7%	18,750	3.3%	(13,798)	(73.6%)	1,459	0.7%	3,493	239.4%
Public Relations	1,628	0.6%	2,083	0.4%	(455)	(21.9%)	1,575	0.7%	53	3.4%
Rent	34	0.0%	-	-	34	100.0%	-	-	34	100.0%
Sales and Marketing Exp. - Other	275	0.1%	833	0.1%	(558)	(67.0%)	2,161	1.0%	(1,886)	(87.3%)
Hospitality for Hospitality	593	0.2%	1,667	0.3%	(1,073)	(64.4%)	-	-	593	100.0%
SponsorShip Marketing	4,961	1.7%	2,500	0.4%	2,461	98.4%	-	-	4,961	100.0%
Travel Trader& Consumer Market Show	26,160	9.0%	10,417	1.8%	15,743	151.1%	-	-	26,160	100.0%
Staff-Marketing	122,727	42.4%	139,083	24.6%	(16,357)	(11.8%)	70,195	32.7%	52,532	74.8%
Vehicle Maintenance	683	0.2%	2,083	0.4%	(1,400)	(67.2%)	649	0.3%	34	5.2%
Website	17,168	5.9%	25,000	4.4%	(7,832)	(31.3%)	4,729	2.2%	12,440	263.1%
Sub-Total Sales and Marketing Expense	440,759	152.3%	416,980	73.7%	23,779	5.7%	333,075	155.0%	107,683	32.3%
Destination Marketing Activity										
ARPA Wayfinding	36,089	12.5%	42,800	7.6%	(6,711)	(15.7%)	45,191	21.0%	(9,102)	(20.1%)
City of Chico Travel Chico Brand	-	-	-	-	-	-	41,280	19.2%	(41,280)	(100.0%)
Desitination Management Plan	-	-	-	-	-	-	12,222	5.7%	(12,222)	(100.0%)
Sub-Total Destination Marketing Activity	36,089	12.5%	42,800	7.6%	(6,711)	(15.7%)	98,693	45.9%	(62,604)	(63.4%)
Zone and Micro-Marketing										
Chico Zone/Travel Chico	9,759	3.4%	16,667	2.9%	(6,908)	(41.4%)	29,578	13.8%	(19,819)	(67.0%)
Paradise Zone	30	0.0%	2,917	0.5%	(2,887)	(99.0%)	-	-	30	100.0%
Oroville Zone	17,522	6.1%	12,500	2.2%	5,022	40.2%	1,000	0.5%	16,522	1,652.2%
Sub-Total Zone and Micro-Marketing	27,311	9.4%	32,083	5.7%	(4,773)	(14.9%)	30,578	14.2%	(3,267)	(10.7%)
Admin Expenses										
Advertising	-	-	-	-	-	-	72	0.0%	(72)	(100.0%)
Bank fees	40	0.0%	208	0.0%	(168)	(80.8%)	165	0.1%	(125)	(75.8%)
Conference, Convention, Meeting	914	0.3%	3,125	0.6%	(2,211)	(70.8%)	2,818	1.3%	(1,904)	(67.6%)
Contract services	-	-	-	-	-	-	1,300	0.6%	(1,300)	(100.0%)
Depreciation	12,305	4.3%	-	-	12,305	100.0%	-	-	12,305	100.0%
Education	-	-	-	-	-	-	69	0.0%	(69)	(100.0%)
Filing fees/ taxes	387	0.1%	250	0.0%	137	54.7%	-	-	387	100.0%
General Administration	2,659	0.9%	1,250	0.2%	1,409	112.7%	440	0.2%	2,219	504.5%
Insurance	2,885	1.0%	2,083	0.4%	802	38.5%	1,864	0.9%	1,021	54.8%
Interest expense	2	0.0%	-	-	2	100.0%	114	0.1%	(112)	(98.3%)
Meals	515	0.2%	417	0.1%	98	23.5%	656	0.3%	(142)	(21.6%)
Membership dues	-	-	500	0.1%	(500)	(100.0%)	2,100	1.0%	(2,100)	(100.0%)
Office supplies	3,794	1.3%	1,667	0.3%	2,127	127.6%	2,787	1.3%	1,007	36.1%
Postage	133	0.0%	229	0.0%	(96)	(41.8%)	123	0.1%	10	8.3%
Printing and Copying	50	0.0%	417	0.1%	(367)	(88.0%)	224	0.1%	(174)	(77.7%)
Professional fees - Accounting	16,713	5.8%	12,500	2.2%	4,213	33.7%	7,208	3.4%	9,505	131.9%
Professional fees - Legal	6,796	2.3%	1,250	0.2%	5,546	443.7%	-	-	6,796	100.0%
Professional fees - Human Resources	38	0.0%	3,125	0.6%	(3,087)	(98.8%)	-	-	38	100.0%
Rent/ Office Space	3,495	1.2%	3,333	0.6%	162	4.9%	3,120	1.5%	375	12.0%
401k Administration	556	0.2%	208	0.0%	348	167.0%	-	-	556	100.0%
Staffing - Admin	13,574	4.7%	8,479	1.5%	5,095	60.1%	15,451	7.2%	(1,877)	(12.1%)
Subscriptions	743	0.3%	500	0.1%	243	48.5%	701	0.3%	41	5.9%
Telephone, Telecommunications	768	0.3%	1,458	0.3%	(691)	(47.4%)	1,192	0.6%	(424)	(35.6%)
Travel	1,164	0.4%	1,458	0.3%	(294)	(20.2%)	2,899	1.3%	(1,735)	(59.8%)
Admin Expense- Other	-	-	1,042	0.2%	(1,042)	(100.0%)	142	0.1%	(142)	(100.0%)
Sub-Total Admin Expenses	67,532	23.3%	43,500	7.7%	24,032	55.2%	43,445	20.2%	24,087	55.4%
<b>TOTAL PROGRAM EXPENSES</b>	<b>571,701</b>	<b>197.6%</b>	<b>542,813</b>	<b>95.9%</b>	<b>28,887</b>	<b>5.3%</b>	<b>509,263</b>	<b>236.9%</b>	<b>62,437</b>	<b>12.3%</b>
<b>NET INCOME/(NET LOSS)</b>	<b>\$ (282,350)</b>	<b>(97.6%)</b>	<b>\$ 22,997</b>	<b>4.1%</b>	<b>\$ (305,347)</b>	<b>(1,327.8%)</b>	<b>\$ (294,333)</b>	<b>(136.9%)</b>	<b>\$ 11,983</b>	<b>4.1%</b>

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

	TBID Program	Prior Year Reserved	Cooperative	MicroFunding	Travel Chico ARPA	Wayfinding Signage - County ARPA	TOTAL
<b>REVENUES &amp; OTHER SUPPORT:</b>							
Program Income							
Chico	163,399						163,399
Oroville	27,996						27,996
Paradise	7,762						7,762
Sub-Total Program Income	199,157	-	-	-	-	-	199,157
Other Income							
Interest Income	3,129						3,129
City of Chico - Microfunding					16,667		16,667
City of Oroville - Microfunding				-			-
Cooperative Program Funding	27		7,550				7,577
City of Gridley - Microfunding		555					555
Other Income	1,416						1,416
Sub-Total Other Income	4,572	555	7,550	-	16,667	-	29,343
Services	60,850	-	-				60,850
<b>TOTAL REVENUE</b>	<b>264,579</b>	<b>555</b>	<b>7,550</b>	<b>-</b>	<b>16,667</b>	<b>-</b>	<b>289,350</b>
<b>PROGRAM EXPENSES:</b>							
Assessment Rate 2%							
2% Fee - Gridley		11					11
Sub-total Assessment Rate 2%	-	11	-	-	-	-	11
Sales and Marketing Expense							
Advertising	89,644						89,644
Conferences	24,918						24,918
Creative Services	48,714	10,816			5,109		64,639
Dues and Memberships	2,379						2,379
Marketing Contracts	60,272	18,000			750		79,022
Meals	536						536
Office Supplies	108						108
Postage	332						332
Printing	4,952						4,952
Public Relations	1,628						1,628
Rent	34						34
Sales and Marketing Exp. - Other	275						275
Hospitality for Hospitality	593						593
SponsorShip Marketing	4,461	500					4,961
Travel Trader& Consumer Market Show	21,761	4,399					26,160
Staff-Marketing	122,727						122,727
Vehicle Maintenance	683						683
Website	16,568				600		17,168
Sub-Total Sales and Marketing Expense	400,584	33,715	-		6,459	-	440,758
Destination Marketing Activity							
ARPA Wayfinding						36,089	36,089
Sub-Total Destination Marketing Activity	-	-	-		-	36,089	36,089
Zone and Micro-Marketing							
Chico Zone/Travel Chico	1				9,758		9,759
Paradise Zone				30			30
Oroville Zone	11			17,511			17,522
Sub-Total Zone and Micro-Marketing	12	-	-	17,541	9,758	-	27,311
Admin Expenses							
Bank fees	40						40
Conference, Convention, Meeting	914						914
Depreciation	12,305						12,305
Filing fees/ taxes	387						387
General Administration	2,659						2,659
Insurance	2,885						2,885
Interest expense	2						2
Meals	515						515
Office supplies	3,794						3,794
Postage	133						133
Printing and Copying	50						50
Professional fees - Accounting	16,713						16,713
Professional fees - Legal	6,796						6,796
Professional fees - Human Resources	38						38
Rent/ Office Space	3,495						3,495
401k Administration	556						556
Staffing - Admin	13,574						13,574
Subscriptions	743						743
Telephone, Telecommunications	768						768
Travel	1,164						1,164
Sub-Total Admin Expenses	67,532			-	-	-	67,532
<b>TOTAL PROGRAM EXPENSES</b>	<b>468,128</b>	<b>33,726</b>	<b>-</b>	<b>17,541</b>	<b>16,216</b>	<b>36,089</b>	<b>571,700</b>
<b>NET INCOME/(NET LOSS)</b>	<b>\$(203,549)</b>	<b>\$(33,171)</b>	<b>\$ 7,550</b>	<b>\$(17,541)</b>	<b>\$ 450</b>	<b>\$(36,089)</b>	<b>\$(282,350)</b>



# Explore Butte County

## Journal

May 1-30, 2024

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
<b>5722</b>									
5722	05/01/2024	Bill	730	Watershed Media LLC	May 2024 Multimedia Content Creation	20000	20000 Accounts Payable		\$2,500.00
5722	05/01/2024	Bill	730	Watershed Media LLC	May 2024 Multimedia Content Creation	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	\$2,500.00	
<b>Total for 5722</b>								<b>\$2,500.00</b>	<b>\$2,500.00</b>
<b>5889</b>									
5889	05/01/2024	Journal Entry		CFOAPRPAY ACCRUALR	To Accrue the payroll for the period 04/21/2024 to 04/30/2024 (07 days)	6410	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6410 Staffing - Marketing Payroll		\$6,155.77
5889	05/01/2024	Journal Entry		CFOAPRPAY ACCRUALR	To Accrue the payroll for the period 04/21/2024 to 04/30/2024 (07 days)	7410	7000 Administration:7400 Staffing - Admin (10%):7410 Staffing - Admin Payroll		\$683.97
5889	05/01/2024	Journal Entry		CFOAPRPAY ACCRUALR		2200	2200 Accrued Payroll	\$6,839.74	
<b>Total for 5889</b>								<b>\$6,839.74</b>	<b>\$6,839.74</b>
<b>5900</b>									
5900	05/01/2024	Expense		Southwest Airlines	6036 - Conferences - Other	2105	2105 Divvy - Nichole #1688		\$20.00
5900	05/01/2024	Expense		Southwest Airlines	6036 - Conferences - Other	6036	6000 Sales and Marketing Expense:6030 Conferences:6036 Other Education	\$20.00	
<b>Total for 5900</b>								<b>\$20.00</b>	<b>\$20.00</b>
<b>5901</b>									
5901	05/01/2024	Expense		Southwest Airlines		2105	2105 Divvy - Nichole #1688		\$5.60
5901	05/01/2024	Expense		Southwest Airlines	6036 - Conferences - Other	6032	6000 Sales and Marketing Expense:6030 Conferences:6032 Destination Intern. Annual Conv.	\$5.60	
<b>Total for 5901</b>								<b>\$5.60</b>	<b>\$5.60</b>
<b>5902</b>									
5902	05/01/2024	Expense		GOOGLE GSUITE EXPLOREBUT		2105	2105 Divvy - Nichole #1688		\$129.60
5902	05/01/2024	Expense		GOOGLE GSUITE EXPLOREBUT		6710	6000 Sales and Marketing Expense:6700 Website:6710 Explore Butte County Website	\$129.60	
<b>Total for 5902</b>								<b>\$129.60</b>	<b>\$129.60</b>
<b>5903</b>									
5903	05/01/2024	Expense		LANGLERS.COM		2105	2105 Divvy - Nichole #1688		\$1,200.00
5903	05/01/2024	Expense		LANGLERS.COM		6710	6000 Sales and Marketing Expense:6700 Website:6710 Explore Butte County Website	\$1,200.00	
<b>Total for 5903</b>								<b>\$1,200.00</b>	<b>\$1,200.00</b>
<b>5904</b>									
5904	05/01/2024	Expense		LANGLERS.COM		2105	2105 Divvy - Nichole #1688		\$200.00
5904	05/01/2024	Expense		LANGLERS.COM		6720	6000 Sales and Marketing Expense:6700 Website:6720 Travel Chico Website	\$200.00	
<b>Total for 5904</b>								<b>\$200.00</b>	<b>\$200.00</b>
<b>5905</b>									
5905	05/01/2024	Expense		GOOGLE ADS		2105	2105 Divvy - Nichole #1688		\$199.76
5905	05/01/2024	Expense		GOOGLE ADS		6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$199.76	
<b>Total for 5905</b>								<b>\$199.76</b>	<b>\$199.76</b>
<b>5693</b>									
5693	05/02/2024	Bill Payment (Check)		HJ Promotional Products	Inv ExploreClothing 2	1010	1010 GVB Checking #7188		\$885.99
5693	05/02/2024	Bill Payment (Check)		HJ Promotional Products		20000	20000 Accounts Payable	\$885.99	
<b>Total for 5693</b>								<b>\$885.99</b>	<b>\$885.99</b>
<b>5717</b>									
5717	05/02/2024	Payment		City of Oroville - TBID Assessment	18002	1010	1010 GVB Checking #7188	\$27,996.38	
5717	05/02/2024	Payment		City of Oroville - TBID Assessment		1100	1100 Accounts Receivable		\$27,996.38
<b>Total for 5717</b>								<b>\$27,996.38</b>	<b>\$27,996.38</b>
<b>5726</b>									
5726	05/02/2024	Bill	1484	Jennifer Sweeney Communications	April 2024 Monthly Fee	20000	20000 Accounts Payable		\$2,000.00
5726	05/02/2024	Bill	1484	Jennifer Sweeney Communications	April 2024 Monthly Fee	6130	6000 Sales and Marketing Expense:6100 Marketing contracts:6130 Public Relations	\$2,000.00	
<b>Total for 5726</b>								<b>\$2,000.00</b>	<b>\$2,000.00</b>
<b>5822</b>									
5822	05/02/2024	Payment		City of Chico - TBID Assessment		1010	1010 GVB Checking #7188	\$25,475.04	
5822	05/02/2024	Payment		City of Chico - TBID Assessment		1100	1100 Accounts Receivable		\$25,475.04
<b>Total for 5822</b>								<b>\$25,475.04</b>	<b>\$25,475.04</b>
<b>5857</b>									
5857	05/02/2024	Bill		Butte County Association of Government	May Rent	20000	20000 Accounts Payable		\$525.00
5857	05/02/2024	Bill		Butte County Association of Government	May Rent	7360	7000 Administration:7360 Rent/ Office Space	\$525.00	
<b>Total for 5857</b>								<b>\$525.00</b>	<b>\$525.00</b>
<b>5906</b>									

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
5906	05/02/2024	Expense		CITY OF CHICO CA PARKING		2105	2105 Divvy - Nichole #1688		\$1.25
5906	05/02/2024	Expense		CITY OF CHICO CA PARKING		6910	6900 Zone Micro-Funding:6910 Chico Zone/Travel Chico	\$1.25	
<b>Total for 5906</b>								<b>\$1.25</b>	<b>\$1.25</b>
5907									
5907	05/02/2024	Expense		Office Depot		2105	2105 Divvy - Nichole #1688		\$218.49
5907	05/02/2024	Expense		Office Depot		7300	7000 Administration:7300 Office Supplies	\$218.49	
<b>Total for 5907</b>								<b>\$218.49</b>	<b>\$218.49</b>
5908									
5908	05/02/2024	Expense		Chevron		2105	2105 Divvy - Nichole #1688		\$120.57
5908	05/02/2024	Expense		Chevron		6655	6000 Sales and Marketing Expense:6655 Vehicle - Van Expenses	\$120.57	
<b>Total for 5908</b>								<b>\$120.57</b>	<b>\$120.57</b>
5909									
5909	05/02/2024	Expense		GOOGLE ADS		2105	2105 Divvy - Nichole #1688		\$399.43
5909	05/02/2024	Expense		GOOGLE ADS		6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$399.43	
<b>Total for 5909</b>								<b>\$399.43</b>	<b>\$399.43</b>
5910									
5910	05/02/2024	Expense		SMARTSTOP		2105	2105 Divvy - Nichole #1688		\$182.00
5910	05/02/2024	Expense		SMARTSTOP		7360	7000 Administration:7360 Rent/ Office Space	\$182.00	
<b>Total for 5910</b>								<b>\$182.00</b>	<b>\$182.00</b>
5911									
5911	05/02/2024	Expense		Facebook		2105	2105 Divvy - Nichole #1688		\$202.55
5911	05/02/2024	Expense		Facebook		6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$202.55	
<b>Total for 5911</b>								<b>\$202.55</b>	<b>\$202.55</b>
5912									
5912	05/02/2024	Expense		TIKTOK PROMOTE		2105	2105 Divvy - Nichole #1688		\$150.00
5912	05/02/2024	Expense		TIKTOK PROMOTE		6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$150.00	
<b>Total for 5912</b>								<b>\$150.00</b>	<b>\$150.00</b>
5874									
5874	05/03/2024	Expense		Humana, Inc.	DDA ACH WITHDRAWAL - HUMANA, INC. INS PYMT 153372EXPLORE BU	1010	1010 GVB Checking #7188		\$219.89
5874	05/03/2024	Expense		Humana, Inc.	DDA ACH WITHDRAWAL - HUMANA, INC. INS PYMT 153372EXPLORE BU	6440	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance	\$197.90	
5874	05/03/2024	Expense		Humana, Inc.	DDA ACH WITHDRAWAL - HUMANA, INC. INS PYMT 153372EXPLORE BU	7440	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance	\$21.99	
<b>Total for 5874</b>								<b>\$219.89</b>	<b>\$219.89</b>
5913									
5913	05/03/2024	Expense		Office Depot		2105	2105 Divvy - Nichole #1688		\$86.59
5913	05/03/2024	Expense		Office Depot		7300	7000 Administration:7300 Office Supplies	\$86.59	
<b>Total for 5913</b>								<b>\$86.59</b>	<b>\$86.59</b>
5914									
5914	05/03/2024	Expense		ADOBE		2105	2105 Divvy - Nichole #1688		\$9.99
5914	05/03/2024	Expense		ADOBE		6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	\$9.99	
<b>Total for 5914</b>								<b>\$9.99</b>	<b>\$9.99</b>
5915									
5915	05/03/2024	Expense		Sticker Mule		2105	2105 Divvy - Nichole #1688		\$594.29
5915	05/03/2024	Expense		Sticker Mule		6322	6000 Sales and Marketing Expense:6320 Printing:6322 Promotional Materials	\$594.29	
<b>Total for 5915</b>								<b>\$594.29</b>	<b>\$594.29</b>
5916									
5916	05/04/2024	Expense		FEDEX OFFICE		2105	2105 Divvy - Nichole #1688		\$463.74
5916	05/04/2024	Expense		FEDEX OFFICE		6381	6000 Sales and Marketing Expense:6380 Travel Trade & Consumer Market Shows:6381 IPW by US Travel	\$463.74	
<b>Total for 5916</b>								<b>\$463.74</b>	<b>\$463.74</b>
5917									
5917	05/04/2024	Expense		ADOBE		2105	2105 Divvy - Nichole #1688		\$59.99
5917	05/04/2024	Expense		ADOBE		6054	6000 Sales and Marketing Expense:6050 Creative Services:6054 Creative - Other	\$59.99	
<b>Total for 5917</b>								<b>\$59.99</b>	<b>\$59.99</b>
5918									
5918	05/05/2024	Expense		Pitchoun Bakery		2105	2105 Divvy - Nichole #1688		\$29.76
5918	05/05/2024	Expense		Pitchoun Bakery		6381	6000 Sales and Marketing Expense:6380 Travel Trade & Consumer Market Shows:6381 IPW by US Travel	\$29.76	
<b>Total for 5918</b>								<b>\$29.76</b>	<b>\$29.76</b>
5743									
5743	05/06/2024	Bill	1833	Found Design LLC (d/b/a MERJE)	ARPA Wayfinding Project	20000	20000 Accounts Payable		\$27,407.75
5743	05/06/2024	Bill	1833	Found Design LLC (d/b/a MERJE)	ARPA Wayfinding Project	6810	6800 Destination Management Activity:6810 ARPA Wayfinding	\$27,407.75	
<b>Total for 5743</b>								<b>\$27,407.75</b>	<b>\$27,407.75</b>

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
5919									
5919	05/06/2024	Expense		Courtyard Chico		2105	2105 Divvy - Nichole #1688		\$0.01
5919	05/06/2024	Expense		Courtyard Chico		6053	6000 Sales and Marketing Expense:6050 Creative Services:6053 Creative - Influencer	\$0.01	
<b>Total for 5919</b>								<b>\$0.01</b>	<b>\$0.01</b>
5920									
5920	05/06/2024	Expense		Millennium Biltmore Fandb		2105	2105 Divvy - Nichole #1688		\$36.26
5920	05/06/2024	Expense		Millennium Biltmore Fandb		6381	6000 Sales and Marketing Expense:6380 Travel Trade & Consumer Market Shows:6381 IPW by US Travel	\$36.26	
<b>Total for 5920</b>								<b>\$36.26</b>	<b>\$36.26</b>
5921									
5921	05/06/2024	Expense		Smart City Networks Int		2105	2105 Divvy - Nichole #1688		\$227.97
5921	05/06/2024	Expense		Smart City Networks Int		6381	6000 Sales and Marketing Expense:6380 Travel Trade & Consumer Market Shows:6381 IPW by US Travel	\$227.97	
<b>Total for 5921</b>								<b>\$227.97</b>	<b>\$227.97</b>
5922									
5922	05/06/2024	Expense		Whole Foods		2105	2105 Divvy - Nichole #1688		\$18.48
5922	05/06/2024	Expense		Whole Foods		6381	6000 Sales and Marketing Expense:6380 Travel Trade & Consumer Market Shows:6381 IPW by US Travel	\$18.48	
<b>Total for 5922</b>								<b>\$18.48</b>	<b>\$18.48</b>
5923									
5923	05/06/2024	Expense		Whole Foods		2105	2105 Divvy - Nichole #1688		\$3.15
5923	05/06/2024	Expense		Whole Foods		6381	6000 Sales and Marketing Expense:6380 Travel Trade & Consumer Market Shows:6381 IPW by US Travel	\$3.15	
<b>Total for 5923</b>								<b>\$3.15</b>	<b>\$3.15</b>
5875									
5875	05/07/2024	Expense		Divvy	DDA ACH WITHDRAWAL - EWALLET - DIVVYP Divvy Cred Explore Butte County	1010	1010 GVB Checking #7188		\$8,851.24
5875	05/07/2024	Expense		Divvy	DDA ACH WITHDRAWAL - EWALLET - DIVVYP Divvy Cred Explore Butte County	2105	2105 Divvy - Nichole #1688	\$8,851.24	
<b>Total for 5875</b>								<b>\$8,851.24</b>	<b>\$8,851.24</b>
5924									
5924	05/07/2024	Expense		Philz Coffee		2105	2105 Divvy - Nichole #1688		\$15.76
5924	05/07/2024	Expense		Philz Coffee		6381	6000 Sales and Marketing Expense:6380 Travel Trade & Consumer Market Shows:6381 IPW by US Travel	\$15.76	
<b>Total for 5924</b>								<b>\$15.76</b>	<b>\$15.76</b>
5925									
5925	05/07/2024	Expense		OTTER.AI		2105	2105 Divvy - Nichole #1688		\$90.00
5925	05/07/2024	Expense		OTTER.AI		7500	7000 Administration:7500 Subscriptions	\$90.00	
<b>Total for 5925</b>								<b>\$90.00</b>	<b>\$90.00</b>
5926									
5926	05/07/2024	Expense		FREEMAN		2105	2105 Divvy - Nichole #1688		\$35.25
5926	05/07/2024	Expense		FREEMAN		6381	6000 Sales and Marketing Expense:6380 Travel Trade & Consumer Market Shows:6381 IPW by US Travel	\$35.25	
<b>Total for 5926</b>								<b>\$35.25</b>	<b>\$35.25</b>
5719									
5719	05/08/2024	Payment		City of Chico - Travel Chico	0042183	1010	1010 GVB Checking #7188	\$10,000.00	
5719	05/08/2024	Payment		City of Chico - Travel Chico		1100	1100 Accounts Receivable		\$10,000.00
<b>Total for 5719</b>								<b>\$10,000.00</b>	<b>\$10,000.00</b>
5720									
5720	05/08/2024	Bill	0004	Legacy Stage	Travel Chico Season Sponsorship	20000	20000 Accounts Payable		\$5,000.00
5720	05/08/2024	Bill	0004	Legacy Stage	Travel Chico Season Sponsorship	6910	6900 Zone Micro-Funding:6910 Chico Zone/Travel Chico	\$5,000.00	
<b>Total for 5720</b>								<b>\$5,000.00</b>	<b>\$5,000.00</b>
5927									
5927	05/08/2024	Expense		Donut Wheel		2105	2105 Divvy - Nichole #1688		\$217.00
5927	05/08/2024	Expense		Donut Wheel		6355	6000 Sales and Marketing Expense:6355 Hospitality for Hospitality	\$217.00	
<b>Total for 5927</b>								<b>\$217.00</b>	<b>\$217.00</b>
5928									
5928	05/08/2024	Expense		Walmart		2105	2105 Divvy - Nichole #1688		\$20.44
5928	05/08/2024	Expense		Walmart		6355	6000 Sales and Marketing Expense:6355 Hospitality for Hospitality	\$20.44	
<b>Total for 5928</b>								<b>\$20.44</b>	<b>\$20.44</b>
5742									
5742	05/09/2024	Bill	22427	Chico Velo	2024 Butte County Gravel Grind Sponsorship	20000	20000 Accounts Payable		\$2,500.00
5742	05/09/2024	Bill	22427	Chico Velo	2024 Butte County Gravel Grind Sponsorship	6370	6000 Sales and Marketing Expense:6370 Sponsorship Marketing	\$2,500.00	
<b>Total for 5742</b>								<b>\$2,500.00</b>	<b>\$2,500.00</b>
5887									
5887	05/09/2024	Journal Entry	Payroll-0509		Payroll for the period04/21/2024 to 05/04/2024	6410	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6410 Staffing -	\$8,793.66	

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
5887	05/09/2024	Journal Entry	Payroll-0509		Payroll for the period04/21/2024 to 05/04/2024	7410	Marketing Payroll 7000 Administration:7400 Staffing - Admin (10%):7410 Staffing - Admin Payroll	\$977.08	
5887	05/09/2024	Journal Entry	Payroll-0509		Payroll for the period04/21/2024 to 05/04/2024	6420	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6420 Staffing - Payroll Taxes - Mktg	\$711.07	
5887	05/09/2024	Journal Entry	Payroll-0509		Payroll for the period04/21/2024 to 05/04/2024	7420	7000 Administration:7400 Staffing - Admin (10%):7420 Payroll Taxes - Admin	\$79.01	
5887	05/09/2024	Journal Entry	Payroll-0509		Payroll for the period04/21/2024 to 05/04/2024	6450	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6450 401k	\$291.66	
5887	05/09/2024	Journal Entry	Payroll-0509		Payroll for the period04/21/2024 to 05/04/2024	7450	7000 Administration:7400 Staffing - Admin (10%):7450 401K	\$32.41	
5887	05/09/2024	Journal Entry	Payroll-0509		Payroll for the period04/21/2024 to 05/04/2024	6430	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6430 Workers Comp Insurance	\$749.00	
5887	05/09/2024	Journal Entry	Payroll-0509		Payroll for the period04/21/2024 to 05/04/2024	7430	7000 Administration:7400 Staffing - Admin (10%):7430 Workers Comp Insurance	\$83.22	
5887	05/09/2024	Journal Entry	Payroll-0509		Payroll for the period04/21/2024 to 05/04/2024	7070	7000 Administration:7070 General Administration	\$230.77	
5887	05/09/2024	Journal Entry	Payroll-0509		Payroll for the period04/21/2024 to 05/04/2024	2410	2410 Retirement plan liability		\$1,395.67
5887	05/09/2024	Journal Entry	Payroll-0509		Payroll for the period04/21/2024 to 05/04/2024	2400	2400 Payroll Liabilities		\$854.40
5887	05/09/2024	Journal Entry	Payroll-0509			1010	1010 GVB Checking #7188		\$9,697.81
<b>Total for 5887</b>								<b>\$11,947.88</b>	<b>\$11,947.88</b>
5891									
5891	05/09/2024	Journal Entry	05092024		To remove the liability	2400	2400 Payroll Liabilities	\$854.40	
5891	05/09/2024	Journal Entry	05092024		To remove the liability	6440	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance		\$768.96
5891	05/09/2024	Journal Entry	05092024		To remove the liability	7440	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance		\$85.44
<b>Total for 5891</b>								<b>\$854.40</b>	<b>\$854.40</b>
5929									
5929	05/09/2024	Expense		SACCODEPTOFAIRPORTS		2105	2105 Divvy - Nichole #1688		\$65.00
5929	05/09/2024	Expense		SACCODEPTOFAIRPORTS		6381	6000 Sales and Marketing Expense:6380 Travel Trade & Consumer Market Shows:6381 IPW by US Travel	\$65.00	
<b>Total for 5929</b>								<b>\$65.00</b>	<b>\$65.00</b>
5930									
5930	05/09/2024	Expense		OTTER.AI		2105	2105 Divvy - Nichole #1688		\$28.11
5930	05/09/2024	Expense		OTTER.AI		7500	7000 Administration:7500 Subscriptions	\$28.11	
<b>Total for 5930</b>								<b>\$28.11</b>	<b>\$28.11</b>
5931									
5931	05/09/2024	Expense		Hotel Figueroa		2105	2105 Divvy - Nichole #1688		\$62.38
5931	05/09/2024	Expense		Hotel Figueroa		6381	6000 Sales and Marketing Expense:6380 Travel Trade & Consumer Market Shows:6381 IPW by US Travel	\$62.38	
<b>Total for 5931</b>								<b>\$62.38</b>	<b>\$62.38</b>
5932									
5932	05/09/2024	Expense		Millennium Biltmore Los		2105	2105 Divvy - Nichole #1688		\$2,091.53
5932	05/09/2024	Expense		Millennium Biltmore Los		6381	6000 Sales and Marketing Expense:6380 Travel Trade & Consumer Market Shows:6381 IPW by US Travel	\$2,091.53	
<b>Total for 5932</b>								<b>\$2,091.53</b>	<b>\$2,091.53</b>
5933									
5933	05/09/2024	Expense		Round Table Pizza		2105	2105 Divvy - Nichole #1688		\$101.79
5933	05/09/2024	Expense		Round Table Pizza		7200	7000 Administration:7200 Meals	\$101.79	
<b>Total for 5933</b>								<b>\$101.79</b>	<b>\$101.79</b>
5727									
5727	05/10/2024	Bill	12301	Aaron J Stewart, PC	Review and revise response to JP	20000	20000 Accounts Payable		\$93.75
5727	05/10/2024	Bill	12301	Aaron J Stewart, PC	PCP Settlement, Bylaws, Airport Escrow Agreement	7340	7000 Administration:7340 Professional fees - Legal	\$93.75	
<b>Total for 5727</b>								<b>\$93.75</b>	<b>\$93.75</b>
5740									
5740	05/10/2024	Bill	1234	Show & Stroll Car Show	Oroville Tourism Committee Sponsorship	20000	20000 Accounts Payable		\$2,000.00
5740	05/10/2024	Bill	1234	Show & Stroll Car Show	Oroville Tourism Committee Sponsorship	6930	6900 Zone Micro-Funding:6930 Oroville Zone	\$2,000.00	
<b>Total for 5740</b>								<b>\$2,000.00</b>	<b>\$2,000.00</b>
5744									
5744	05/10/2024	Bill	0008114	Feather River Recreations and Parks District	2024 Oroville Tourism Committee Sponsorship	20000	20000 Accounts Payable		\$4,000.00
5744	05/10/2024	Bill	0008114	Feather River Recreations and Parks District	2024 Oroville Tourism Committee Sponsorship	6930	6900 Zone Micro-Funding:6930 Oroville Zone	\$4,000.00	
<b>Total for 5744</b>								<b>\$4,000.00</b>	<b>\$4,000.00</b>
5934									
5934	05/10/2024	Expense		Vimeo		2105	2105 Divvy - Nichole #1688		\$240.00
5934	05/10/2024	Expense		Vimeo		6381	6000 Sales and Marketing Expense:6380 Travel Trade & Consumer Market Shows:6381 IPW by US Travel	\$240.00	
<b>Total for 5934</b>								<b>\$240.00</b>	<b>\$240.00</b>
5935									

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
5935	05/10/2024	Expense		Cloudflare		2105	2105 Divvy - Nichole #1688		\$25.00
5935	05/10/2024	Expense		Cloudflare		6710	6000 Sales and Marketing Expense:6700 Website:6710 Explore Butte County Website	\$25.00	
<b>Total for 5935</b>								<b>\$25.00</b>	<b>\$25.00</b>
5936									
5936	05/11/2024	Expense		TIKTOK PROMOTE		2105	2105 Divvy - Nichole #1688		\$140.00
5936	05/11/2024	Expense		TIKTOK PROMOTE		6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$140.00	
<b>Total for 5936</b>								<b>\$140.00</b>	<b>\$140.00</b>
5937									
5937	05/12/2024	Expense		Amazon		2105	2105 Divvy - Nichole #1688		\$37.54
5937	05/12/2024	Expense		Amazon		7300	7000 Administration:7300 Office Supplies	\$37.54	
<b>Total for 5937</b>								<b>\$37.54</b>	<b>\$37.54</b>
5729									
5729	05/13/2024	Bill Payment (Check)		Jennifer Sweeney Communications	Inv 1474	1010	1010 GVB Checking #7188		\$2,000.00
5729	05/13/2024	Bill Payment (Check)		Jennifer Sweeney Communications		20000	20000 Accounts Payable	\$2,000.00	
<b>Total for 5729</b>								<b>\$2,000.00</b>	<b>\$2,000.00</b>
5733									
5733	05/13/2024	Bill Payment (Check)		Upper Park Clothing	Inv 1339	1010	1010 GVB Checking #7188		\$2,400.00
5733	05/13/2024	Bill Payment (Check)		Upper Park Clothing		20000	20000 Accounts Payable	\$2,400.00	
<b>Total for 5733</b>								<b>\$2,400.00</b>	<b>\$2,400.00</b>
5734									
5734	05/13/2024	Bill Payment (Check)		News & Review	Inv C-02372	1010	1010 GVB Checking #7188		\$2,750.00
5734	05/13/2024	Bill Payment (Check)		News & Review		20000	20000 Accounts Payable	\$2,750.00	
<b>Total for 5734</b>								<b>\$2,750.00</b>	<b>\$2,750.00</b>
5737									
5737	05/13/2024	Bill Payment (Check)		Legacy Stage	Inv 0004	1010	1010 GVB Checking #7188		\$5,000.00
5737	05/13/2024	Bill Payment (Check)		Legacy Stage		20000	20000 Accounts Payable	\$5,000.00	
<b>Total for 5737</b>								<b>\$5,000.00</b>	<b>\$5,000.00</b>
5938									
5938	05/13/2024	Expense		Arbol Eatery		2105	2105 Divvy - Nichole #1688		\$15.57
5938	05/13/2024	Expense		Arbol Eatery		6381	6000 Sales and Marketing Expense:6380 Travel Trade & Consumer Market Shows:6381 IPW by US Travel	\$15.57	
<b>Total for 5938</b>								<b>\$15.57</b>	<b>\$15.57</b>
5739									
5739	05/14/2024	Payment		City of Chico - TBID Assessment	037646	1010	1010 GVB Checking #7188	\$22,309.04	
5739	05/14/2024	Payment		City of Chico - TBID Assessment		1100	1100 Accounts Receivable		\$22,309.04
<b>Total for 5739</b>								<b>\$22,309.04</b>	<b>\$22,309.04</b>
5876									
5876	05/14/2024	Expense		Divvy	DDA ACH WITHDRAWAL - EWALLET - DIVVYP Divvy Cred Explore Butte County	1010	1010 GVB Checking #7188		\$3,455.67
5876	05/14/2024	Expense		Divvy	DDA ACH WITHDRAWAL - EWALLET - DIVVYP Divvy Cred Explore Butte County	2105	2105 Divvy - Nichole #1688	\$3,455.67	
<b>Total for 5876</b>								<b>\$3,455.67</b>	<b>\$3,455.67</b>
5939									
5939	05/14/2024	Expense		INTUIT QUICKBOOKS		2105	2105 Divvy - Nichole #1688		\$45.00
5939	05/14/2024	Expense		INTUIT QUICKBOOKS		7330	7000 Administration:7330 Professional fees - Accounting	\$45.00	
<b>Total for 5939</b>								<b>\$45.00</b>	<b>\$45.00</b>
5940									
5940	05/14/2024	Expense		GOOGLE FI		2105	2105 Divvy - Nichole #1688		\$39.53
5940	05/14/2024	Expense		GOOGLE FI		7560	7000 Administration:7560 Telephone, Telecommunications	\$39.53	
<b>Total for 5940</b>								<b>\$39.53</b>	<b>\$39.53</b>
5972									
5972	05/14/2024	Credit Card Credit		Millennium Biltmore Los		2105	2105 Divvy - Nichole #1688	\$871.47	
5972	05/14/2024	Credit Card Credit		Millennium Biltmore Los		6381	6000 Sales and Marketing Expense:6380 Travel Trade & Consumer Market Shows:6381 IPW by US Travel		\$871.47
<b>Total for 5972</b>								<b>\$871.47</b>	<b>\$871.47</b>
5825									
5825	05/15/2024	Bill	1050	Downtown Oroville Business Association	2024 Annual Sponsorship	20000	20000 Accounts Payable		\$11,000.00
5825	05/15/2024	Bill	1050	Downtown Oroville Business Association	2024 Annual Sponsorship	6930	6900 Zone Micro-Funding:6930 Oroville Zone	\$11,000.00	
<b>Total for 5825</b>								<b>\$11,000.00</b>	<b>\$11,000.00</b>
5942									
5942	05/15/2024	Expense		North Tryon		2105	2105 Divvy - Nichole #1688		\$18.94
5942	05/15/2024	Expense		North Tryon		6810	6800 Destination Management Activity:6810 ARPA Wayfinding	\$18.94	
<b>Total for 5942</b>								<b>\$18.94</b>	<b>\$18.94</b>
5943									
5943	05/15/2024	Expense		US POSTAL SERVICE		2105	2105 Divvy - Nichole #1688		\$5.80
5943	05/15/2024	Expense		US POSTAL SERVICE		6310	6000 Sales and Marketing Expense:6310 Postage	\$5.80	
<b>Total for 5943</b>								<b>\$5.80</b>	<b>\$5.80</b>
5944									
5944	05/16/2024	Expense		Sticker Mule		2105	2105 Divvy - Nichole #1688		\$149.39
5944	05/16/2024	Expense		Sticker Mule		6322	6000 Sales and Marketing	\$149.39	

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
							Expense:6320 Printing:6322 Promotional Materials		
<b>Total for 5944</b>								<b>\$149.39</b>	<b>\$149.39</b>
5945									
5945	05/16/2024	Expense		SACCODEPTOFAIRPORTS		2105	2105 Divvy - Nichole #1688		\$52.00
5945	05/16/2024	Expense		SACCODEPTOFAIRPORTS		6036	6000 Sales and Marketing Expense:6030 Conferences:6036 Other Education	\$52.00	
<b>Total for 5945</b>								<b>\$52.00</b>	<b>\$52.00</b>
5946									
5946	05/16/2024	Expense		Marriott Hotel		2105	2105 Divvy - Nichole #1688		\$964.65
5946	05/16/2024	Expense		Marriott Hotel		6036	6000 Sales and Marketing Expense:6030 Conferences:6036 Other Education	\$964.65	
<b>Total for 5946</b>								<b>\$964.65</b>	<b>\$964.65</b>
5947									
5947	05/17/2024	Expense		TIKTOK PROMOTE		2105	2105 Divvy - Nichole #1688		\$150.00
5947	05/17/2024	Expense		TIKTOK PROMOTE		6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$150.00	
<b>Total for 5947</b>								<b>\$150.00</b>	<b>\$150.00</b>
5948									
5948	05/17/2024	Expense		TIKTOK PROMOTE		2105	2105 Divvy - Nichole #1688		\$165.00
5948	05/17/2024	Expense		TIKTOK PROMOTE		6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$165.00	
<b>Total for 5948</b>								<b>\$165.00</b>	<b>\$165.00</b>
5949									
5949	05/17/2024	Expense		CREXENDO		2105	2105 Divvy - Nichole #1688		\$124.14
5949	05/17/2024	Expense		CREXENDO		7560	7000 Administration:7560 Telephone, Telecommunications	\$124.14	
<b>Total for 5949</b>								<b>\$124.14</b>	<b>\$124.14</b>
5950									
5950	05/17/2024	Expense		Delta		2105	2105 Divvy - Nichole #1688		\$12.00
5950	05/17/2024	Expense		Delta		6034	6000 Sales and Marketing Expense:6030 Conferences:6034 DMA West	\$12.00	
<b>Total for 5950</b>								<b>\$12.00</b>	<b>\$12.00</b>
5951									
5951	05/17/2024	Expense		Mailchimp		2105	2105 Divvy - Nichole #1688		\$132.00
5951	05/17/2024	Expense		Mailchimp		6340	6000 Sales and Marketing Expense:6340 Public Relations - Media	\$132.00	
<b>Total for 5951</b>								<b>\$132.00</b>	<b>\$132.00</b>
5952									
5952	05/18/2024	Expense		Facebook		2105	2105 Divvy - Nichole #1688		\$250.00
5952	05/18/2024	Expense		Facebook		6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$250.00	
<b>Total for 5952</b>								<b>\$250.00</b>	<b>\$250.00</b>
5953									
5953	05/18/2024	Expense		Skyway Gas & Food		2105	2105 Divvy - Nichole #1688		\$61.95
5953	05/18/2024	Expense		Skyway Gas & Food		6655	6000 Sales and Marketing Expense:6655 Vehicle - Van Expenses	\$61.95	
<b>Total for 5953</b>								<b>\$61.95</b>	<b>\$61.95</b>
5954									
5954	05/19/2024	Expense		starbucks		2105	2105 Divvy - Nichole #1688		\$12.40
5954	05/19/2024	Expense		starbucks		7200	7000 Administration:7200 Meals	\$12.40	
<b>Total for 5954</b>								<b>\$12.40</b>	<b>\$12.40</b>
5731									
5731	05/20/2024	Bill Payment (Check)		Meredith Operations Corporation	Acct Customer 114363 Internal Ref: OPP-0526754 - Inv 20214331	1010	1010 GVB Checking #7188		\$10,000.00
5731	05/20/2024	Bill Payment (Check)		Meredith Operations Corporation		20000	20000 Accounts Payable	\$10,000.00	
<b>Total for 5731</b>								<b>\$10,000.00</b>	<b>\$10,000.00</b>
5735									
5735	05/20/2024	Bill Payment (Check)		Watershed Media LLC	Inv 765	1010	1010 GVB Checking #7188		\$3,750.00
5735	05/20/2024	Bill Payment (Check)		Watershed Media LLC		20000	20000 Accounts Payable	\$3,750.00	
<b>Total for 5735</b>								<b>\$3,750.00</b>	<b>\$3,750.00</b>
5746									
5746	05/20/2024	Bill Payment (Check)		RECOLOGY BUTTE COLUSA COUNTIES	Inv 8751008123834	1010	1010 GVB Checking #7188		\$150.89
5746	05/20/2024	Bill Payment (Check)		RECOLOGY BUTTE COLUSA COUNTIES		20000	20000 Accounts Payable	\$150.89	
<b>Total for 5746</b>								<b>\$150.89</b>	<b>\$150.89</b>
5747									
5747	05/20/2024	Bill Payment (Check)		Chico Velo	Inv 22427	1010	1010 GVB Checking #7188		\$2,500.00
5747	05/20/2024	Bill Payment (Check)		Chico Velo		20000	20000 Accounts Payable	\$2,500.00	
<b>Total for 5747</b>								<b>\$2,500.00</b>	<b>\$2,500.00</b>
5748									
5748	05/20/2024	Bill Payment (Check)		Found Design LLC (d/b/a MERJE)	Inv 1833	1010	1010 GVB Checking #7188		\$27,407.75
5748	05/20/2024	Bill Payment (Check)		Found Design LLC (d/b/a MERJE)		20000	20000 Accounts Payable	\$27,407.75	
<b>Total for 5748</b>								<b>\$27,407.75</b>	<b>\$27,407.75</b>
5749									
5749	05/20/2024	Bill Payment (Check)		Rotary Club of Oroville	Inv 11157	1010	1010 GVB Checking #7188		\$5,000.00

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
5749	05/20/2024	Bill Payment (Check)		Rotary Club of Oroville		20000	20000 Accounts Payable	\$5,000.00	
<b>Total for 5749</b>								<b>\$5,000.00</b>	<b>\$5,000.00</b>
5750									
5750	05/20/2024	Bill Payment (Check)		Show & Stroll Car Show	Inv 1234	1010	1010 GVB Checking #7188		\$2,000.00
5750	05/20/2024	Bill Payment (Check)		Show & Stroll Car Show		20000	20000 Accounts Payable	\$2,000.00	
<b>Total for 5750</b>								<b>\$2,000.00</b>	<b>\$2,000.00</b>
5754									
5754	05/20/2024	Payment		City Of Paradise- TBID (deleted)	86586	1010	1010 GVB Checking #7188	\$7,762.04	
5754	05/20/2024	Payment		City Of Paradise- TBID (deleted)		1100	1100 Accounts Receivable		\$7,762.04
<b>Total for 5754</b>								<b>\$7,762.04</b>	<b>\$7,762.04</b>
5755									
5755	05/20/2024	Payment		Butte County - TBID Assessment	762183	1010	1010 GVB Checking #7188	\$547.76	
5755	05/20/2024	Payment		Butte County - TBID Assessment		1100	1100 Accounts Receivable		\$547.76
<b>Total for 5755</b>								<b>\$547.76</b>	<b>\$547.76</b>
5757									
5757	05/20/2024	Expense		Betterment	ACH Payment BETTERMENT SEC TRANSFER	1010	1010 GVB Checking #7188		\$1,395.67
5757	05/20/2024	Expense		Betterment	ACH Payment BETTERMENT SEC TRANSFER	2410	2410 Retirement plan liability	\$1,395.67	
<b>Total for 5757</b>								<b>\$1,395.67</b>	<b>\$1,395.67</b>
5955									
5955	05/20/2024	Expense		TIKTOK PROMOTE		2105	2105 Divvy - Nichole #1688		\$155.00
5955	05/20/2024	Expense		TIKTOK PROMOTE		6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$155.00	
<b>Total for 5955</b>								<b>\$155.00</b>	<b>\$155.00</b>
5728									
5728	05/21/2024	Bill Payment (Check)		Madden Media	Acct AOR-CABUTTE23-24 - Butte County Marketing Agency-Inv 2024-023284	1010	1010 GVB Checking #7188		\$24,943.42
5728	05/21/2024	Bill Payment (Check)		Madden Media		20000	20000 Accounts Payable	\$24,943.42	
<b>Total for 5728</b>								<b>\$24,943.42</b>	<b>\$24,943.42</b>
5877									
5877	05/21/2024	Expense		Divvy	DDA ACH WITHDRAWAL - EWALLET - DIVVYP Divvy Cred Explore Butte County	1010	1010 GVB Checking #7188		\$1,326.90
5877	05/21/2024	Expense		Divvy	DDA ACH WITHDRAWAL - EWALLET - DIVVYP Divvy Cred Explore Butte County	2105	2105 Divvy - Nichole #1688	\$1,326.90	
<b>Total for 5877</b>								<b>\$1,326.90</b>	<b>\$1,326.90</b>
5885									
5885	05/21/2024	Expense		Anthem Blue Cross	DDA ACH WITHDRAWAL - ANTHEM BLUE I010 CORP PYMT EXPLORE BUTTE COUNTY	1010	1010 GVB Checking #7188		\$1,591.75
5885	05/21/2024	Expense		Anthem Blue Cross	DDA ACH WITHDRAWAL - ANTHEM BLUE I010 CORP PYMT EXPLORE BUTTE COUNTY	6440	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance	\$1,432.58	
5885	05/21/2024	Expense		Anthem Blue Cross	DDA ACH WITHDRAWAL - ANTHEM BLUE I010 CORP PYMT EXPLORE BUTTE COUNTY	7440	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance	\$159.17	
<b>Total for 5885</b>								<b>\$1,591.75</b>	<b>\$1,591.75</b>
5956									
5956	05/21/2024	Expense		Creative Composition		2105	2105 Divvy - Nichole #1688		\$429.32
5956	05/21/2024	Expense		Creative Composition		6322	6000 Sales and Marketing Expense:6320 Printing:6322 Promotional Materials	\$429.32	
<b>Total for 5956</b>								<b>\$429.32</b>	<b>\$429.32</b>
5957									
5957	05/21/2024	Expense		Facebook		2105	2105 Divvy - Nichole #1688		\$295.75
5957	05/21/2024	Expense		Facebook		6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$295.75	
<b>Total for 5957</b>								<b>\$295.75</b>	<b>\$295.75</b>
5958									
5958	05/21/2024	Expense		Facebook		2105	2105 Divvy - Nichole #1688		\$10.13
5958	05/21/2024	Expense		Facebook		6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$10.13	
<b>Total for 5958</b>								<b>\$10.13</b>	<b>\$10.13</b>
5736									
5736	05/22/2024	Bill Payment (Check)		Watershed Media LLC	Inv 730	1010	1010 GVB Checking #7188		\$2,500.00
5736	05/22/2024	Bill Payment (Check)		Watershed Media LLC		20000	20000 Accounts Payable	\$2,500.00	
<b>Total for 5736</b>								<b>\$2,500.00</b>	<b>\$2,500.00</b>
5884									
5884	05/22/2024	Expense		The Hartford	DDA ACH WITHDRAWAL - THE HARTFORD NWTBCLSCIC EXPLORE BUTTE COUNTY	1010	1010 GVB Checking #7188		\$50.82
5884	05/22/2024	Expense		The Hartford	DDA ACH WITHDRAWAL - THE HARTFORD NWTBCLSCIC EXPLORE BUTTE COUNTY	6430	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6430 Workers Comp Insurance	\$45.74	
5884	05/22/2024	Expense		The Hartford	DDA ACH WITHDRAWAL - THE HARTFORD NWTBCLSCIC EXPLORE BUTTE COUNTY	7430	7000 Administration:7400 Staffing - Admin (10%):7430 Workers Comp Insurance	\$5.08	
<b>Total for 5884</b>								<b>\$50.82</b>	<b>\$50.82</b>
5730									

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
5730	05/23/2024	Bill Payment (Check)		Jennifer Sweeney Communications	Inv 1484	1010	1010 GVB Checking #7188		\$2,000.00
5730	05/23/2024	Bill Payment (Check)		Jennifer Sweeney Communications		20000	20000 Accounts Payable	\$2,000.00	
<b>Total for 5730</b>								<b>\$2,000.00</b>	<b>\$2,000.00</b>
5888	05/23/2024	Journal Entry	Payroll-0523		Payroll for the period 05/05/2024 - 05/18/2024	6410	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6410 Staffing - Marketing Payroll	\$8,818.80	
5888	05/23/2024	Journal Entry	Payroll-0523		Payroll for the period 05/05/2024 - 05/18/2024	7410	7000 Administration:7400 Staffing - Admin (10%):7410 Staffing - Admin Payroll	\$979.87	
5888	05/23/2024	Journal Entry	Payroll-0523		Payroll for the period 05/05/2024 - 05/18/2024	6420	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6420 Staffing - Payroll Taxes - Mktg	\$683.07	
5888	05/23/2024	Journal Entry	Payroll-0523		Payroll for the period 05/05/2024 - 05/18/2024	7420	7000 Administration:7400 Staffing - Admin (10%):7420 Payroll Taxes - Admin	\$75.90	
5888	05/23/2024	Journal Entry	Payroll-0523		Payroll for the period 05/05/2024 - 05/18/2024	6450	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6450 401k	\$292.67	
5888	05/23/2024	Journal Entry	Payroll-0523		Payroll for the period 05/05/2024 - 05/18/2024	7450	7000 Administration:7400 Staffing - Admin (10%):7450 401K	\$32.52	
5888	05/23/2024	Journal Entry	Payroll-0523		Payroll for the period 05/05/2024 - 05/18/2024	6430	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6430 Workers Comp Insurance	\$749.00	
5888	05/23/2024	Journal Entry	Payroll-0523		Payroll for the period 05/05/2024 - 05/18/2024	7430	7000 Administration:7400 Staffing - Admin (10%):7430 Workers Comp Insurance	\$83.22	
5888	05/23/2024	Journal Entry	Payroll-0523		Payroll for the period 05/05/2024 - 05/18/2024	7070	7000 Administration:7070 General Administration	\$230.77	
5888	05/23/2024	Journal Entry	Payroll-0523		Payroll for the period 05/05/2024 - 05/18/2024	2410	2410 Retirement plan liability		\$1,398.19
5888	05/23/2024	Journal Entry	Payroll-0523		Payroll for the period 05/05/2024 - 05/18/2024	2400	2400 Payroll Liabilities		\$854.40
5888	05/23/2024	Journal Entry	Payroll-0523		Payroll for the period 05/05/2024 - 05/18/2024	1010	1010 GVB Checking #7188		\$9,693.23
<b>Total for 5888</b>								<b>\$11,945.82</b>	<b>\$11,945.82</b>
5892	05/23/2024	Journal Entry	05232024		To remove the liability	2400	2400 Payroll Liabilities	\$854.40	
5892	05/23/2024	Journal Entry	05232024		To remove the liability	6440	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance		\$768.96
5892	05/23/2024	Journal Entry	05232024		To remove the liability	7440	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance		\$85.44
<b>Total for 5892</b>								<b>\$854.40</b>	<b>\$854.40</b>
5823	05/24/2024	Bill	131	Jason Mandly	Oro Quincy Adventure	20000	20000 Accounts Payable		\$500.00
5823	05/24/2024	Bill	131	Jason Mandly	Oro Quincy Adventure	6053	6000 Sales and Marketing Expense:6050 Creative Services:6053 Creative - Influencer	\$500.00	
<b>Total for 5823</b>								<b>\$500.00</b>	<b>\$500.00</b>
5871	05/24/2024	Deposit		Tri Counties		1000	1000 Tri Counties Bank	\$0.57	
5871	05/24/2024	Deposit		Tri Counties	INTEREST PAYMENT SYSTEM GENERATED - INT PMT SYS-GEN	4810	4800 Other Types of Income:4810 Interest Income		\$0.57
<b>Total for 5871</b>								<b>\$0.57</b>	<b>\$0.57</b>
5886	05/24/2024	Expense		Divvy	ACH Payment Divvy Reimburse ACH	1010	1010 GVB Checking #7188		\$2,022.57
5886	05/24/2024	Expense		Divvy	ACH Payment Divvy Reimburse ACH	6036	6000 Sales and Marketing Expense:6030 Conferences:6036 Other Education	\$1,007.70	
5886	05/24/2024	Expense		Divvy	ACH Payment Divvy Reimburse ACH	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	\$48.11	
5886	05/24/2024	Expense		Divvy	ACH Payment Divvy Reimburse ACH	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	\$11.46	
5886	05/24/2024	Expense		Divvy	ACH Payment Divvy Reimburse ACH	6381	6000 Sales and Marketing Expense:6380 Travel Trade & Consumer Market Shows:6381 IPW by US Travel	\$648.83	
5886	05/24/2024	Expense		Divvy	ACH Payment Divvy Reimburse ACH	6930	6900 Zone Micro-Funding:6930 Oroville Zone	\$10.79	
5886	05/24/2024	Expense		Divvy	ACH Payment Divvy Reimburse ACH	7030	7000 Administration:7030 Conferences & Education	\$121.27	
5886	05/24/2024	Expense		Divvy	ACH Payment Divvy Reimburse ACH	7570	7000 Administration:7570 Travel	\$174.41	
<b>Total for 5886</b>								<b>\$2,022.57</b>	<b>\$2,022.57</b>
5959	05/24/2024	Expense		Canva For Work Yearly		2105	2105 Divvy - Nichole #1688		\$50.00
5959	05/24/2024	Expense		Canva For Work Yearly		7320	7000 Administration:7320 Printing and Copying	\$50.00	
<b>Total for 5959</b>								<b>\$50.00</b>	<b>\$50.00</b>
5960	05/24/2024	Expense		Target		2105	2105 Divvy - Nichole #1688		\$91.45
5960	05/24/2024	Expense		Target		7200	7000 Administration:7200 Meals	\$91.45	
<b>Total for 5960</b>								<b>\$91.45</b>	<b>\$91.45</b>
5970	05/24/2024	Bill	INV-0510	Avoy Technologies Limited - US		20000	20000 Accounts Payable		\$16,157.09



TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
5970	05/24/2024	Bill	INV-0510	Avoy Technologies Limited - US	PREPAID for TWO YEARS: May 2024 - April 2026	1400	1400 Prepaid Expenses	\$16,157.09	
<b>Total for 5970</b>								<b>\$16,157.09</b>	<b>\$16,157.09</b>
5971									
5971	05/24/2024	Bill Payment (Check)	28	Avoy Technologies Limited - US		1010	1010 GVB Checking #7188		\$16,157.09
5971	05/24/2024	Bill Payment (Check)	28	Avoy Technologies Limited - US		20000	20000 Accounts Payable	\$16,157.09	
<b>Total for 5971</b>								<b>\$16,157.09</b>	<b>\$16,157.09</b>
5961									
5961	05/27/2024	Expense		Hampton Inn		2105	2105 Divvy - Nichole #1688		\$356.57
5961	05/27/2024	Expense		Hampton Inn		6053	6000 Sales and Marketing Expense:6050 Creative Services:6053 Creative - Influencer	\$356.57	
<b>Total for 5961</b>								<b>\$356.57</b>	<b>\$356.57</b>
5841									
5841	05/28/2024	Expense		Betterment	ACH Payment BETTERTMENT SEC TRANSFER	1010	1010 GVB Checking #7188		\$1,398.19
5841	05/28/2024	Expense		Betterment	ACH Payment BETTERTMENT SEC TRANSFER	2410	2410 Retirement plan liability	\$1,398.19	
<b>Total for 5841</b>								<b>\$1,398.19</b>	<b>\$1,398.19</b>
5879									
5879	05/28/2024	Expense		Divvy	DDA ACH WITHDRAWAL - EWALLET - DIVVYP Divvy Cred Explore Butte County	1010	1010 GVB Checking #7188		\$1,031.65
5879	05/28/2024	Expense		Divvy	DDA ACH WITHDRAWAL - EWALLET - DIVVYP Divvy Cred Explore Butte County	2105	2105 Divvy - Nichole #1688	\$1,031.65	
<b>Total for 5879</b>								<b>\$1,031.65</b>	<b>\$1,031.65</b>
5962									
5962	05/28/2024	Expense		TIKTOK PROMOTE		2105	2105 Divvy - Nichole #1688		\$141.00
5962	05/28/2024	Expense		TIKTOK PROMOTE		6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$141.00	
<b>Total for 5962</b>								<b>\$141.00</b>	<b>\$141.00</b>
5826									
5826	05/29/2024	Bill Payment (Check)		Jason Mandly	Inv 131	1010	1010 GVB Checking #7188		\$500.00
5826	05/29/2024	Bill Payment (Check)		Jason Mandly		20000	20000 Accounts Payable	\$500.00	
<b>Total for 5826</b>								<b>\$500.00</b>	<b>\$500.00</b>
5880									
5880	05/29/2024	Bill		CFO by Design	April 2024 Services	20000	20000 Accounts Payable		\$1,250.00
5880	05/29/2024	Bill		CFO by Design	April 2024 Services	7330	7000 Administration:7330 Professional fees - Accounting	\$1,250.00	
<b>Total for 5880</b>								<b>\$1,250.00</b>	<b>\$1,250.00</b>
5881									
5881	05/29/2024	Bill Payment (Check)	To print	CFO by Design		1010	1010 GVB Checking #7188		\$1,250.00
5881	05/29/2024	Bill Payment (Check)	To print	CFO by Design		20000	20000 Accounts Payable	\$1,250.00	
<b>Total for 5881</b>								<b>\$1,250.00</b>	<b>\$1,250.00</b>
5882									
5882	05/29/2024	Bill		Butte County Association of Government	June Rent	20000	20000 Accounts Payable		\$525.00
5882	05/29/2024	Bill		Butte County Association of Government	June Rent	7360	7000 Administration:7360 Rent/ Office Space	\$525.00	
<b>Total for 5882</b>								<b>\$525.00</b>	<b>\$525.00</b>
5883									
5883	05/29/2024	Bill Payment (Check)	To print	Butte County Association of Government		1010	1010 GVB Checking #7188		\$525.00
5883	05/29/2024	Bill Payment (Check)	To print	Butte County Association of Government		20000	20000 Accounts Payable	\$525.00	
<b>Total for 5883</b>								<b>\$525.00</b>	<b>\$525.00</b>
5963									
5963	05/29/2024	Expense		ROOTREZ		2105	2105 Divvy - Nichole #1688		\$2,000.00
5963	05/29/2024	Expense		ROOTREZ		6730	6000 Sales and Marketing Expense:6700 Website:6730 Direct Booking Platform	\$2,000.00	
<b>Total for 5963</b>								<b>\$2,000.00</b>	<b>\$2,000.00</b>
5964									
5964	05/29/2024	Expense		Creative Composition		2105	2105 Divvy - Nichole #1688		\$635.08
5964	05/29/2024	Expense		Creative Composition		6322	6000 Sales and Marketing Expense:6320 Printing:6322 Promotional Materials	\$635.08	
<b>Total for 5964</b>								<b>\$635.08</b>	<b>\$635.08</b>
5965									
5965	05/29/2024	Expense		Office Depot		2105	2105 Divvy - Nichole #1688		\$27.04
5965	05/29/2024	Expense		Office Depot		7300	7000 Administration:7300 Office Supplies	\$27.04	
<b>Total for 5965</b>								<b>\$27.04</b>	<b>\$27.04</b>
5966									
5966	05/29/2024	Expense		BILL.COM		2105	2105 Divvy - Nichole #1688		\$335.35
5966	05/29/2024	Expense		BILL.COM		7330	7000 Administration:7330 Professional fees - Accounting	\$335.35	
<b>Total for 5966</b>								<b>\$335.35</b>	<b>\$335.35</b>
5861									
5861	05/30/2024	Bill	00002	Jessica Butterfield	Collaboration Final - Social Package	20000	20000 Accounts Payable		\$2,036.31
5861	05/30/2024	Bill	00002	Jessica Butterfield	Collaboration Final - Social Package	6053	6000 Sales and Marketing Expense:6050 Creative Services:6053 Creative - Influencer	\$2,036.31	
<b>Total for 5861</b>								<b>\$2,036.31</b>	<b>\$2,036.31</b>
5967									
5967	05/30/2024	Expense		HOTJAR.COM		2105	2105 Divvy - Nichole #1688		\$79.79
5967	05/30/2024	Expense		HOTJAR.COM		6710	6000 Sales and Marketing	\$79.79	

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
							Expense:6700 Website:6710 Explore Butte County Website		
<b>Total for 5967</b>								<b>\$79.79</b>	<b>\$79.79</b>
<hr/>									
5968									
5968	05/30/2024	Expense		Park Ave Pub		2105	2105 Divvy - Nichole #1688		\$23.66
5968	05/30/2024	Expense		Park Ave Pub		6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	\$23.66	
<b>Total for 5968</b>								<b>\$23.66</b>	<b>\$23.66</b>
								<b>\$352,521.72</b>	<b>\$352,521.72</b>



## **Financial Statements**

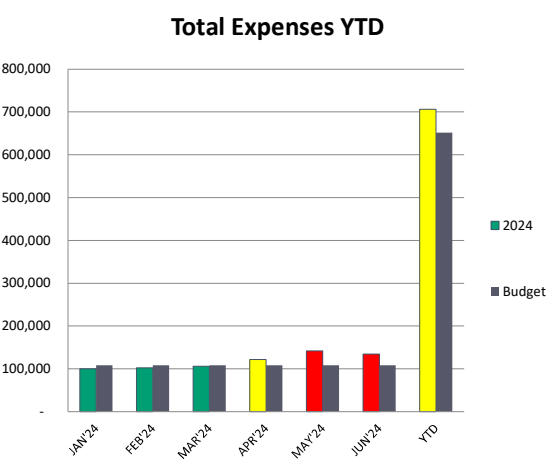
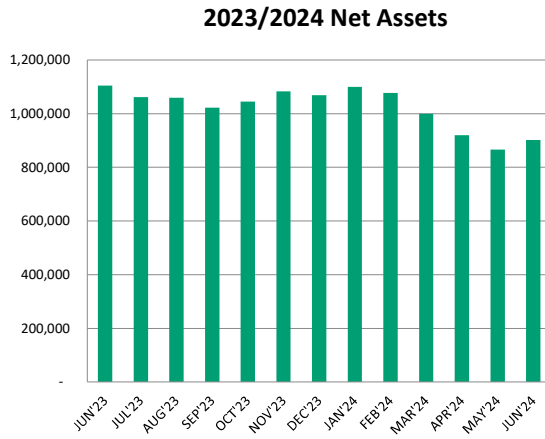
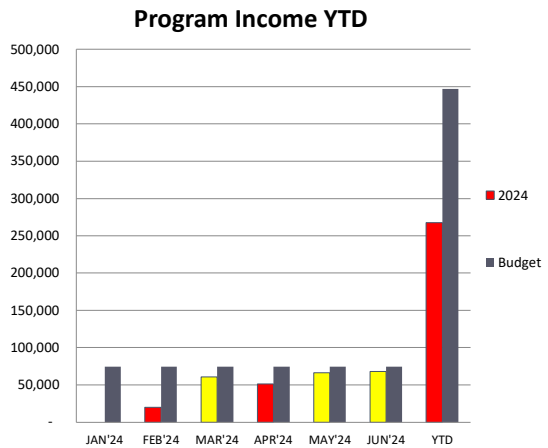
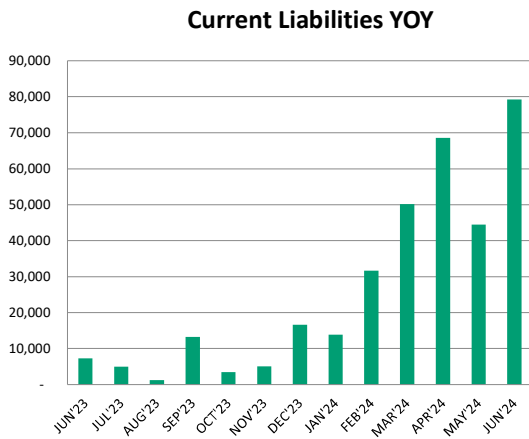
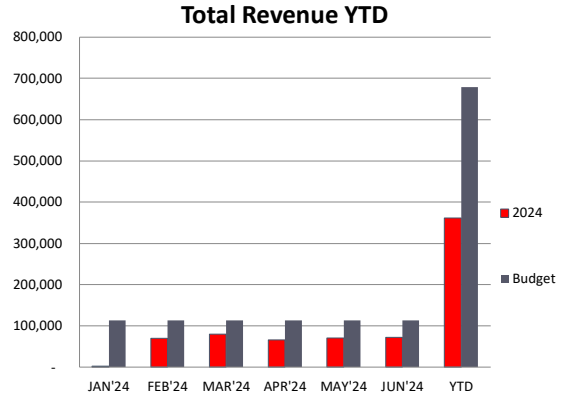
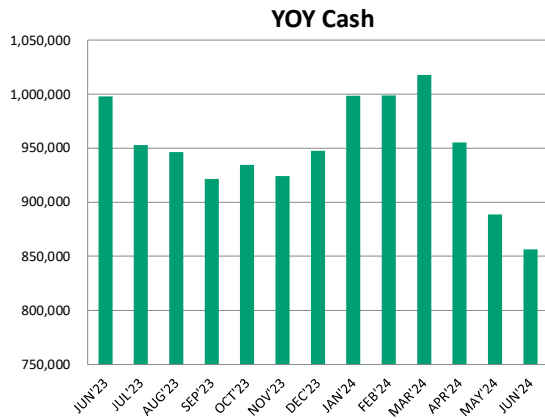
For the period ending YTD June 30th, 2024

Index:

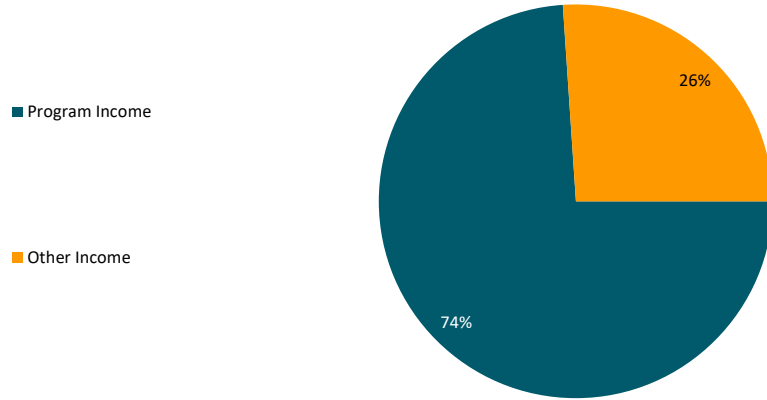
Page 1 -2	Dashboards
Page 3	Balance Sheet
Page 4	Balance Sheet Ratios
Page 5	Year to Date Statement of Activities
Page 6	Statement of Activities by Class

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

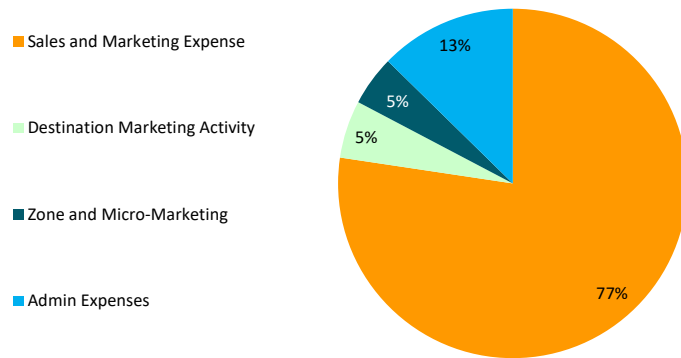
Color Code	
Red	Significant Underperformance
Yellow	Slight Underperformance
Green	Good Performance



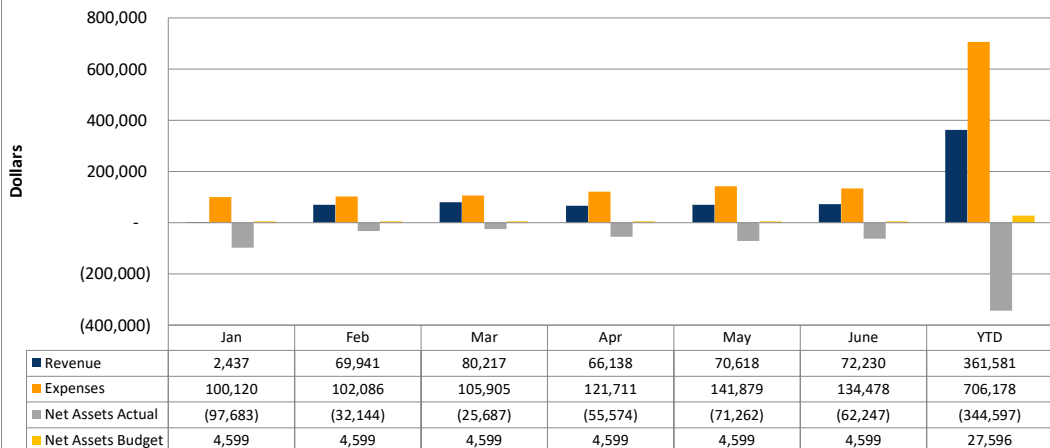
### Summary of Revenues



### Summary of Expenses



### YTD Operating Performance



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

	June 2024 \$	June 2023 \$	Variance Inc/(Dec) \$	Variance Inc/(Dec) %
<b>ASSETS</b>				
<b>Current Assets</b>				
Cash				
Checking	332,321	997,919	(665,599)	(66.7%)
Savings	503,945	-	503,945	100.0%
Money Market	20,026	-	20,026	100.0%
<b>Total Cash</b>	<b>856,292</b>	<b>997,919</b>	<b>(141,628)</b>	<b>(14.2%)</b>
Accounts Receivable	106,587	-	106,587	100.0%
<b>Other Assets</b>				
Prepaid Expenses	9,145	-	9,145	100.0%
	<b>9,145</b>	<b>-</b>	<b>9,145</b>	<b>100.0%</b>
<b>Total Current Assets</b>	<b>972,024</b>	<b>997,919</b>	<b>(25,896)</b>	<b>(2.6%)</b>
<b>Fixed Assets</b>				
Furniture And Equipment	19,636	19,636	-	-
Vehicle	137,837	137,837	-	-
Less Accumulated Depreciation	(88,753)	(43,328)	(45,425)	(104.8%)
<b>Total Fixed Assets</b>	<b>68,720</b>	<b>114,145</b>	<b>(45,425)</b>	<b>(39.8%)</b>
<b>TOTAL ASSETS</b>	<b>1,040,744</b>	<b>1,112,064</b>	<b>(71,321)</b>	<b>(6.4%)</b>
<b>LIABILITIES</b>				
<b>Current Liabilities</b>				
Accounts Payable	56,212	-	56,212	100.0%
Credit Card Payable	6,615	1,957	4,658	238.1%
Accrued Salaries and Wages	16,404	-	16,404	100.0%
Payroll Liabilities	28	5,309	(5,281)	(99.5%)
<b>Total Current Liabilities</b>	<b>79,259</b>	<b>7,266</b>	<b>71,993</b>	<b>990.8%</b>
Deferred Revenue	60,000	-	60,000	100.0%
<b>TOTAL LIABILITIES</b>	<b>139,259</b>	<b>7,266</b>	<b>131,993</b>	<b>1,816.5%</b>
<b>NET ASSETS</b>				
Unrestricted Net Assets	778,236	872,784	(94,548)	(10.8%)
Net Assets - Reserved	467,846	486,559	(18,713)	(3.8%)
Current Year Income	(344,597)	(254,545)	(90,052)	(35.4%)
<b>Total Net Assets</b>	<b>901,485</b>	<b>1,104,798</b>	<b>(203,313)</b>	<b>(18.4%)</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>1,040,744</b>	<b>1,112,064</b>	<b>(71,321)</b>	<b>(6.4%)</b>

**Explore Butte County**  
Trend Balance Sheet Ratios  
For the period ending June 30th, 2024

	<b>June 2023</b>	<b>July 2023</b>	<b>August 2023</b>	<b>September 2023</b>	<b>October 2023</b>	<b>November 2023</b>	<b>December 2023</b>	<b>January 2024</b>	<b>February 2024</b>	<b>March 2024</b>	<b>April 2024</b>	<b>May 2024</b>	<b>June 2024</b>
Cash <sup>1</sup>	234.92	211.11	176.38	166.20	139.09	243.82	249.92	279.77	279.85	285.18	267.59	248.99	239.91
Current Ratio <sup>2</sup>	21.23	10.88	18.63	14.81	6.09	184.44	60.35	78.49	34.44	20.80	15.98	23.49	12.26
Leverage <sup>3</sup>	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

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

	June 2024 YTD - ACTUALS		June 2024 YTD - BUDGET		VARIANCE TO BUDGET		June 2023 YTD - ACTUALS		Jun '24 TO Jun '23 ACTUALS VARIANCE	
	\$	%	\$	%	\$	%	\$	%	\$	%
<b>REVENUES &amp; OTHER SUPPORT:</b>										
Program Income										
Butte County	-	-	3,090	0.5%	(3,090)	(100.0%)	609	0.2%	(609)	(100.0%)
Chico	223,912	61.9%	345,050	50.8%	(121,138)	(35.1%)	205,549	66.3%	18,363	8.9%
Gridley	7,745	2.1%	3,605	0.5%	4,140	114.8%	-	-	7,745	100.0%
Oroville	27,996	7.7%	77,250	11.4%	(49,254)	(63.8%)	35,736	11.5%	(7,740)	(21.7%)
Paradise	7,762	2.1%	18,025	2.7%	(10,263)	(56.9%)	26,034	8.4%	(18,272)	(70.2%)
Sub-Total Program Income	267,415	74.0%	447,020	65.8%	(179,605)	(40.2%)	267,929	86.4%	(514)	(0.2%)
Other Income										
Interest Income	3,748	1.0%	50	0.0%	3,698	7,396.6%	53	0.0%	3,696	7,009.8%
Butte County - Microfunding	-	-	1,585	0.2%	(1,585)	(100.0%)	-	-	-	-
City of Chico - Microfunding	20,000	5.5%	128,940	19.0%	(108,940)	(84.5%)	-	-	20,000	100.0%
City of Oroville - Microfunding	-	-	26,949	4.0%	(26,949)	(100.0%)	-	-	-	-
County ARPA - Wayfinding Signage	-	-	52,340	7.7%	(52,340)	(100.0%)	36,747	11.8%	(36,747)	(100.0%)
Town of Paradise - Microfunding	-	-	8,437	1.2%	(8,437)	(100.0%)	-	-	-	-
Cooperative Program Funding	7,597	2.1%	12,500	1.8%	(4,903)	(39.2%)	4,200	1.4%	3,397	80.9%
City of Gridley - Microfunding	555	0.2%	1,151	0.2%	(596)	(51.8%)	-	-	555	100.0%
Credit card points (non-cash)	-	-	-	-	-	-	690	0.2%	(690)	(100.0%)
Other Income	62,266	17.2%	-	-	62,266	100.0%	500	0.2%	61,766	12,353.2%
Sub-Total Other Income	94,166	26.0%	231,952	34.2%	(137,786)	(59.4%)	42,189	13.6%	51,977	123.2%
<b>TOTAL REVENUE</b>	<b>361,581</b>	<b>100.0%</b>	<b>678,972</b>	<b>100.0%</b>	<b>(317,391)</b>	<b>(46.7%)</b>	<b>310,118</b>	<b>100.0%</b>	<b>51,463</b>	<b>16.6%</b>
<b>PROGRAM EXPENSES:</b>										
Assessment Rate 2%										
2% Fee - Butte County	-	-	62	0.0%	(62)	(100.0%)	12	0.0%	(12)	(100.0%)
2% Fee - Chico	-	-	6,901	1.0%	(6,901)	(100.0%)	4,111	1.3%	(4,111)	(100.0%)
2% Fee - Gridley	11	0.0%	72	0.0%	(61)	(84.6%)	-	-	11	100.0%
2% Fee - Oroville	-	-	1,545	0.2%	(1,545)	(100.0%)	715	0.2%	(715)	(100.0%)
2% Fee - Paradise	-	-	361	0.1%	(361)	(100.0%)	521	0.2%	(521)	(100.0%)
Sub-total Assessment Rate 2%	11	0.0%	8,940	1.3%	(8,929)	(99.9%)	5,359	1.7%	(5,348)	(99.8%)
Sales and Marketing Expense										
Advertising	102,345	28.3%	66,500	9.8%	35,845	53.9%	135,897	43.8%	(33,552)	(24.7%)
Conferences	26,867	7.4%	15,000	2.2%	11,867	79.1%	9,514	3.1%	17,353	182.4%
Creative Services	73,468	20.3%	87,500	12.9%	(14,032)	(16.0%)	64,661	20.9%	8,807	13.6%
Dues and Memberships	3,445	1.0%	5,000	0.7%	(1,555)	(31.1%)	4,629	1.5%	(1,184)	(25.6%)
Marketing Contracts	98,060	27.1%	80,500	11.9%	17,560	21.8%	61,933	20.0%	36,127	58.3%
Meals	646	0.2%	1,500	0.2%	(854)	(57.0%)	129	0.0%	517	401.5%
Office Supplies	108	0.0%	226	0.0%	(117)	(52.0%)	-	-	108	100.0%
Postage	410	0.1%	1,250	0.2%	(840)	(67.2%)	(79)	(0.0%)	489	621.1%
Printing	34,762	9.6%	22,500	3.3%	12,262	54.5%	1,459	0.5%	33,303	2,282.6%
Public Relations	1,760	0.5%	2,500	0.4%	(740)	(29.6%)	1,690	0.5%	70	4.1%
Rent	34	0.0%	-	-	34	100.0%	-	-	34	100.0%
Sales and Marketing Exp. - Other	1,173	0.3%	1,000	0.1%	173	17.3%	2,641	0.9%	(1,468)	(55.6%)
Hospitality for Hospitality	815	0.2%	2,000	0.3%	(1,185)	(59.2%)	156	0.1%	659	422.3%
Sponsorship Marketing	8,532	2.4%	3,000	0.4%	5,532	184.4%	-	-	8,532	100.0%
Travel Trader& Consumer Market Show	26,464	7.3%	12,500	1.8%	13,964	111.7%	-	-	26,464	100.0%
Staff-Marketing	144,562	40.0%	166,900	24.6%	(22,338)	(13.4%)	84,594	27.3%	59,968	70.9%
Vehicle Maintenance	2,188	0.6%	2,500	0.4%	(312)	(12.5%)	649	0.2%	1,539	236.9%
Website	20,723	5.7%	30,000	4.4%	(9,277)	(30.9%)	5,375	1.7%	15,347	285.5%
Sub-Total Sales and Marketing Expense	546,364	151.1%	500,376	73.7%	45,988	9.2%	373,249	120.4%	173,114	46.4%
Destination Marketing Activity										
ARPA Wayfinding	36,089	10.0%	51,360	7.6%	(15,271)	(29.7%)	45,191	14.6%	(9,102)	(20.1%)
City of Chico Travel Chico Brand	-	-	-	-	-	-	44,465	14.3%	(44,465)	(100.0%)
Destination Management Plan	1,530	0.4%	-	-	1,530	100.0%	13,070	4.2%	(11,540)	(88.3%)
Sub-Total Destination Marketing Activity	37,619	10.4%	51,360	7.6%	(13,741)	(26.8%)	102,726	33.1%	(65,107)	(63.4%)
Zone and Micro-Marketing										
Chico Zone/Travel Chico	14,259	3.9%	20,000	2.9%	(5,741)	(28.7%)	32,360	10.4%	(18,101)	(55.9%)
Paradise Zone	830	0.2%	3,500	0.5%	(2,670)	(76.3%)	-	-	830	100.0%
Oroville Zone	17,522	4.8%	15,000	2.2%	2,522	16.8%	1,000	0.3%	16,522	1,652.2%
Sub-Total Zone and Micro-Marketing	32,611	9.0%	38,500	5.7%	(5,889)	(15.3%)	33,360	10.8%	(750)	(2.2%)
Admin Expenses										
Advertising	-	-	-	-	-	-	72	0.0%	(72)	(100.0%)
Bank fees	40	0.0%	250	0.0%	(210)	(84.0%)	165	0.1%	(125)	(75.8%)
Conference, Convention, Meeting	914	0.3%	3,750	0.6%	(2,836)	(75.6%)	2,933	0.9%	(2,019)	(68.8%)
Contract services	-	-	-	-	-	-	1,300	0.4%	(1,300)	(100.0%)
Depreciation	14,761	4.1%	-	-	14,761	100.0%	-	-	14,761	100.0%
Education	-	-	-	-	-	-	69	0.0%	(69)	(100.0%)
Filing fees/ taxes	387	0.1%	300	0.0%	87	28.9%	-	-	387	100.0%
General Administration	3,196	0.9%	1,500	0.2%	1,696	113.0%	659	0.2%	2,537	385.0%
Insurance	2,885	0.8%	2,500	0.4%	385	15.4%	1,969	0.6%	916	46.5%
Interest expense	2	0.0%	-	-	2	100.0%	114	0.0%	(112)	(98.3%)
Meals	515	0.1%	500	0.1%	15	2.9%	755	0.2%	(241)	(31.9%)
Membership dues	-	-	600	0.1%	(600)	(100.0%)	2,100	0.7%	(2,100)	(100.0%)
Office supplies	6,426	1.8%	2,000	0.3%	4,426	221.3%	3,289	1.1%	3,137	95.4%
Postage	133	0.0%	275	0.0%	(142)	(51.5%)	481	0.2%	(348)	(72.3%)
Printing and Copying	50	0.0%	500	0.1%	(450)	(90.0%)	256	0.1%	(206)	(80.5%)
Professional fees - Accounting	30,097	8.3%	15,000	2.2%	15,097	100.6%	8,133	2.6%	21,964	270.1%
Professional fees - Legal	6,796	1.9%	1,500	0.2%	5,296	353.1%	-	-	6,796	100.0%
Professional fees - Human Resources	38	0.0%	3,750	0.6%	(3,712)	(99.0%)	-	-	38	100.0%
Rent/ Office Space	3,677	1.0%	4,000	0.6%	(323)	(8.1%)	3,645	1.2%	32	0.9%
401k Administration	556	0.2%	250	0.0%	306	122.5%	-	-	556	100.0%
Staffing - Admin	16,000	4.4%	10,175	1.5%	5,825	57.2%	18,103	5.8%	(2,103)	(11.6%)
Subscriptions	863	0.2%	600	0.1%	263	43.8%	1,265	0.4%	(403)	(31.8%)
Telephone, Telecommunications	918	0.3%	1,750	0.3%	(832)	(47.5%)	1,438	0.5%	(520)	(36.2%)
Travel	1,320	0.4%	1,750	0.3%	(430)	(24.6%)	3,042	1.0%	(1,721)	(56.6%)
Admin Expense- Other	-	-	1,250	0.2%	(1,250)	(100.0%)	181	0.1%	(181)	(100.0%)
Sub-Total Admin Expenses	89,574	24.8%	52,200	7.7%	37,374	71.6%	49,968	16.1%	39,606	79.3%
<b>TOTAL PROGRAM EXPENSES</b>	<b>706,178</b>	<b>195.3%</b>	<b>651,376</b>	<b>95.9%</b>	<b>54,802</b>	<b>8.4%</b>	<b>564,663</b>	<b>182.1%</b>	<b>141,515</b>	<b>25.1%</b>
<b>NET INCOME/(NET LOSS)</b>	<b>\$(344,597)</b>	<b>(95.3%)</b>	<b>\$ 27,596</b>	<b>4.1%</b>	<b>\$ (372,193)</b>	<b>(1,348.7%)</b>	<b>\$(254,545)</b>	<b>(82.1%)</b>	<b>\$ (90,052)</b>	<b>(35.4%)</b>



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

	TBID Program	Prior Year Reserved	Cooperative	MicroFunding	Travel Chico ARPA	Wayfinding Signage - County ARPA	TOTAL
<b>REVENUES &amp; OTHER SUPPORT:</b>							
Program Income							
Chico	223,912						223,912
Gridley	7,745						7,745
Oroville	27,996						27,996
Paradise	7,762						7,762
Sub-Total Program Income	267,415	-	-	-	-	-	267,415
Other Income							
Interest Income	3,748						3,748
City of Chico - Microfunding					20,000		20,000
Cooperative Program Funding	47		7,550				7,597
City of Gridley - Microfunding		555					555
Other Income	1,416						1,416
Sub-Total Other Income	5,211	555	7,550	-	20,000	-	33,316
Services	60,850	-	-	-	-	-	60,850
<b>TOTAL REVENUE</b>	<b>333,476</b>	<b>555</b>	<b>7,550</b>	<b>-</b>	<b>20,000</b>	<b>-</b>	<b>361,581</b>
<b>PROGRAM EXPENSES:</b>							
Assessment Rate 2%							
2% Fee - Gridley		11					11
Sub-total Assessment Rate 2%	-	11	-	-	-	-	11
Sales and Marketing Expense							
Advertising	102,345						102,345
Conferences	26,867						26,867
Creative Services	52,001	13,316			8,151		73,468
Dues and Memberships	3,445						3,445
Marketing Contracts	79,310	18,000			750		98,060
Meals	646						646
Office Supplies	108						108
Postage	410						410
Printing	5,112	29,650					34,762
Public Relations	1,760						1,760
Rent	34						34
Sales and Marketing Exp. - Other	1,173						1,173
Hospitality for Hospitality	815						815
SponsorShip Marketing	8,032	500					8,532
Travel Trader& Consumer Market Show	22,066	4,399					26,464
Staff-Marketing	144,562						144,562
Vehicle Maintenance	2,188						2,188
Website	20,123				600		20,723
Sub-Total Sales and Marketing Expense	470,998	65,865	-	-	9,501	-	546,364
Destination Marketing Activity							
ARPA Wayfinding						36,089	36,089
Desitination Management Plan		1,530					1,530
Sub-Total Destination Marketing Activity	-	1,530	-	-	-	36,089	37,619
Zone and Micro-Marketing							
Chico Zone/Travel Chico	1				14,258		14,259
Paradise Zone				830			830
Oroville Zone	11			17,511			17,522
Sub-Total Zone and Micro-Marketing	12	-	-	18,341	14,258	-	32,611
Admin Expenses							
Bank fees	40						40
Conference, Convention, Meeting	914						914
Depreciation	14,761						14,761
Filing fees/ taxes	387						387
General Administration	3,196						3,196
Insurance	2,885						2,885
Interest expense	2						2
Meals	515						515
Office supplies	6,426						6,426
Postage	133						133
Printing and Copying	50						50
Professional fees - Accounting	30,097						30,097
Professional fees - Legal	6,796						6,796
Professional fees - Human Resources	38						38
Rent/ Office Space	3,677						3,677
401k Administration	556						556
Staffing - Admin	16,000						16,000
Subscriptions	863						863
Telephone, Telecommunications	918						918
Travel	1,320						1,320
Sub-Total Admin Expenses	89,574			-	-	-	89,574
<b>TOTAL PROGRAM EXPENSES</b>	<b>560,584</b>	<b>67,406</b>	<b>-</b>	<b>18,341</b>	<b>23,758</b>	<b>36,089</b>	<b>706,178</b>
<b>NET INCOME/(NET LOSS)</b>	<b>\$(227,108)</b>	<b>\$(66,851)</b>	<b>\$ 7,550</b>	<b>\$(18,341)</b>	<b>\$(3,758)</b>	<b>\$(36,089)</b>	<b>\$(344,597)</b>

# Explore Butte County

## Journal

June 1-30, 2024

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
<b>6091</b>									
6091	06/01/2024	Bill		CFO by Design	May 2024 Services	20000	20000 Accounts Payable		\$1,250.00
6091	06/01/2024	Bill		CFO by Design	May 2024 Services	7330	7000 Administration:7330 Professional fees - Accounting	\$1,250.00	
<b>Total for 6091</b>								<b>\$1,250.00</b>	<b>\$1,250.00</b>
<b>6100</b>									
6100	06/01/2024	Journal Entry	PayrollAccrual-May24R		To Accrue the payroll for the period 05/20/2024 to 05/31/2024	6410	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6410 Staffing - Marketing Payroll		\$8,818.80
6100	06/01/2024	Journal Entry	PayrollAccrual-May24R		To Accrue the payroll for the period 05/20/2024 to 05/31/2024	7410	7000 Administration:7400 Staffing - Admin (10%):7410 Staffing - Admin Payroll		\$979.87
6100	06/01/2024	Journal Entry	PayrollAccrual-May24R			2200	2200 Accrued Payroll	\$9,798.67	
<b>Total for 6100</b>								<b>\$9,798.67</b>	<b>\$9,798.67</b>
<b>6115</b>									
6115	06/01/2024	Bill		CFO by Design	May 2024 Services	20000	20000 Accounts Payable		\$1,250.00
6115	06/01/2024	Bill		CFO by Design	February 2024 Services	7330	7000 Administration:7330 Professional fees - Accounting	\$1,250.00	
<b>Total for 6115</b>								<b>\$1,250.00</b>	<b>\$1,250.00</b>
<b>6116</b>									
6116	06/01/2024	Bill Payment (Check)	To print	Every Gone Opportunity, LLC				\$0.00	
6116	06/01/2024	Bill Payment (Check)	To print	Every Gone Opportunity, LLC		20000	20000 Accounts Payable		
<b>Total for 6116</b>								<b>\$0.00</b>	<b>\$0.00</b>
<b>5983</b>									
5983	06/02/2024	Bill	0001173	Zartico Inc.	Basic 3.0 Package - Invoice 2 of 4	20000	20000 Accounts Payable		\$12,500.00
5983	06/02/2024	Bill	0001173	Zartico Inc.	Basic 3.0 Package - Invoice 2 of 4	6150	6000 Sales and Marketing Expense:6100 Marketing contracts:6150 Research & Data	\$12,500.00	
<b>Total for 5983</b>								<b>\$12,500.00</b>	<b>\$12,500.00</b>
<b>6012</b>									
6012	06/02/2024	Expense	0DE824493F23F218C43B4	GOOGLE GSUITE EXPLOREBUT	Nichole Farley   Google Workspace   6710 - EBC Website	2105	2105 Divvy - Nichole #1688		\$129.60
6012	06/02/2024	Expense	0DE824493F23F218C43B4	GOOGLE GSUITE EXPLOREBUT	Nichole Farley   Google Workspace   6710 - EBC Website	6710	6000 Sales and Marketing Expense:6700 Website:6710 Explore Butte County Website	\$129.60	
<b>Total for 6012</b>								<b>\$129.60</b>	<b>\$129.60</b>
<b>6013</b>									
6013	06/02/2024	Expense	45E5D362192A5AD785812	LANGLERS.COM	Nichole Farley   Langlers.com   6720 - TC Website	2105	2105 Divvy - Nichole #1688		\$200.00
6013	06/02/2024	Expense	45E5D362192A5AD785812	LANGLERS.COM	Nichole Farley   Langlers.com   6720 - TC Website	6720	6000 Sales and Marketing Expense:6700 Website:6720 Travel Chico Website	\$200.00	
<b>Total for 6013</b>								<b>\$200.00</b>	<b>\$200.00</b>
<b>6014</b>									
6014	06/02/2024	Expense	A013168DBDD9DB5F081DB	LANGLERS.COM	Nichole Farley   Langlers.com   6710 - EBC Website	2105	2105 Divvy - Nichole #1688		\$1,200.00
6014	06/02/2024	Expense	A013168DBDD9DB5F081DB	LANGLERS.COM	Nichole Farley   Langlers.com   6710 - EBC Website	6710	6000 Sales and Marketing Expense:6700 Website:6710 Explore Butte County Website	\$1,200.00	
<b>Total for 6014</b>								<b>\$1,200.00</b>	<b>\$1,200.00</b>
<b>6015</b>									
6015	06/02/2024	Expense	8BE279A76165700F527C0	GOOGLE ADS	Ashley Baer   Google Ads   6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688		\$398.59
6015	06/02/2024	Expense	8BE279A76165700F527C0	GOOGLE ADS	Ashley Baer   Google Ads   6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$398.59	
<b>Total for 6015</b>								<b>\$398.59</b>	<b>\$398.59</b>
<b>6016</b>									
6016	06/02/2024	Expense	96B7ED9B03E620D36E47B	GOOGLE ADS	Alaina Macarthy   Google Ads   6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688		\$198.48
6016	06/02/2024	Expense	96B7ED9B03E620D36E47B	GOOGLE ADS	Alaina Macarthy   Google Ads   6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$198.48	
<b>Total for 6016</b>								<b>\$198.48</b>	<b>\$198.48</b>
<b>6017</b>									
6017	06/02/2024	Expense	A9BF90FAABC4162D89355	SMARTSTOP	Nichole Farley   SmartStop   7360 - Admin Rent   Storage	2105	2105 Divvy - Nichole #1688		\$182.00
6017	06/02/2024	Expense	A9BF90FAABC4162D89355	SMARTSTOP	Nichole Farley   SmartStop   7360 - Admin Rent   Storage	7360	7000 Administration:7360 Rent/ Office Space	\$182.00	
<b>Total for 6017</b>								<b>\$182.00</b>	<b>\$182.00</b>
<b>6018</b>									
6018	06/02/2024	Expense	E43D137A40561438BBDE4	Facebook	Alaina Macarthy   Facebook   6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688		\$237.04
6018	06/02/2024	Expense	E43D137A40561438BBDE4	Facebook	Alaina Macarthy   Facebook   6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$237.04	
<b>Total for 6018</b>								<b>\$237.04</b>	<b>\$237.04</b>
<b>6019</b>									
6019	06/02/2024	Expense	5DD8D60558118198691A5	Facebook	Alaina Macarthy   Facebook   6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688		\$3.93
6019	06/02/2024	Expense	5DD8D60558118198691A5	Facebook	Alaina Macarthy   Facebook   6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$3.93	

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
<b>Total for 6019</b>								<b>\$3.93</b>	<b>\$3.93</b>
5984									
5984	06/03/2024	Bill	731	Watershed Media LLC	June 2024 Multimedia Content Creation	20000	20000 Accounts Payable		\$2,500.00
5984	06/03/2024	Bill	731	Watershed Media LLC	June 2024 Multimedia Content Creation	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	\$2,500.00	
<b>Total for 5984</b>								<b>\$2,500.00</b>	<b>\$2,500.00</b>
5985									
5985	06/03/2024	Bill	8370-1	Esplanade Office	Desk for fourth office	20000	20000 Accounts Payable		\$1,961.75
5985	06/03/2024	Bill	8370-1	Esplanade Office	Desk for fourth office	7300	7000 Administration:7300 Office Supplies	\$1,961.75	
<b>Total for 5985</b>								<b>\$1,961.75</b>	<b>\$1,961.75</b>
6020									
6020	06/03/2024	Expense	49BAC85D80581CC136504	ADOBE	Ashley Baer   Adobe   6051 - Creative Services - Video & Photography	2105	2105 Divvy - Nichole #1688		\$9.99
6020	06/03/2024	Expense	49BAC85D80581CC136504	ADOBE	Ashley Baer   Adobe   6051 - Creative Services - Video & Photography	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	\$9.99	
<b>Total for 6020</b>								<b>\$9.99</b>	<b>\$9.99</b>
6021									
6021	06/03/2024	Expense	F114EB8F8480801A10171	TIKTOK PROMOTE	Ashley Baer   Tiktok Promote   6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688		\$235.00
6021	06/03/2024	Expense	F114EB8F8480801A10171	TIKTOK PROMOTE	Ashley Baer   Tiktok Promote   6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$235.00	
<b>Total for 6021</b>								<b>\$235.00</b>	<b>\$235.00</b>
6096									
6096	06/03/2024	Expense		Humana, Inc.	DDA ACH WITHDRAWAL - HUMANA, INC. INS PYMT 153372EXPLORE BU	1010	1010 GVB Checking #7188		\$147.09
6096	06/03/2024	Expense		Humana, Inc.	DDA ACH WITHDRAWAL - HUMANA, INC. INS PYMT 153372EXPLORE BU	6440	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance	\$132.38	
6096	06/03/2024	Expense		Humana, Inc.	DDA ACH WITHDRAWAL - HUMANA, INC. INS PYMT 153372EXPLORE BU	7440	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance	\$14.71	
<b>Total for 6096</b>								<b>\$147.09</b>	<b>\$147.09</b>
5973									
5973	06/04/2024	Bill	SDF2024	Diamond Productions	Silver Dollar Fair - PLATINUM SPONSORSHIP/MARKETING PACKAGE	20000	20000 Accounts Payable		\$4,500.00
5973	06/04/2024	Bill	SDF2024	Diamond Productions	Silver Dollar Fair - PLATINUM SPONSORSHIP/MARKETING PACKAGE	6910	6900 Zone Micro-Funding:6910 Chico Zone/Travel Chico	\$4,500.00	
<b>Total for 5973</b>								<b>\$4,500.00</b>	<b>\$4,500.00</b>
5982									
5982	06/04/2024	Bill	8764	Paradise Ridge Chamber of Commerce	Membership Dues - churches, nonprofits, schools and govt	20000	20000 Accounts Payable		\$180.00
5982	06/04/2024	Bill	8764	Paradise Ridge Chamber of Commerce	Membership Dues - churches, nonprofits, schools and govt	6070	6000 Sales and Marketing Expense:6070 Dues and Memberships	\$180.00	
<b>Total for 5982</b>								<b>\$180.00</b>	<b>\$180.00</b>
6022									
6022	06/04/2024	Expense	E64A8904CB7DEA32EECAE	TIKTOK PROMOTE	Alaina Macarthy   Tiktok Promote   6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688		\$145.00
6022	06/04/2024	Expense	E64A8904CB7DEA32EECAE	TIKTOK PROMOTE	Alaina Macarthy   Tiktok Promote   6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$145.00	
<b>Total for 6022</b>								<b>\$145.00</b>	<b>\$145.00</b>
6023									
6023	06/04/2024	Expense	627AD2812C260845F535F	ADOBE	Nichole Farley   Adobe   6054 - Creative Services - Other	2105	2105 Divvy - Nichole #1688		\$59.99
6023	06/04/2024	Expense	627AD2812C260845F535F	ADOBE	Nichole Farley   Adobe   6054 - Creative Services - Other	6054	6000 Sales and Marketing Expense:6050 Creative Services:6054 Creative - Other	\$59.99	
<b>Total for 6023</b>								<b>\$59.99</b>	<b>\$59.99</b>
6024									
6024	06/04/2024	Expense	0A6841C48E399B3131B3C	FREEMAN	Nichole Farley   Freeman   6381 - Travel Trade & Consumer Shows - IPW by USTravel	2105	2105 Divvy - Nichole #1688		\$304.85
6024	06/04/2024	Expense	0A6841C48E399B3131B3C	FREEMAN	Nichole Farley   Freeman   6381 - Travel Trade & Consumer Shows - IPW by USTravel	6381	6000 Sales and Marketing Expense:6380 Travel Trade & Consumer Market Shows:6381 IPW by US Travel	\$304.85	
<b>Total for 6024</b>								<b>\$304.85</b>	<b>\$304.85</b>
6025									
6025	06/04/2024	Expense	83AF30B0F974F537A0E48	Office Depot	Cameo Calderon   Office Depot   7300 - Admin Office Supplies	2105	2105 Divvy - Nichole #1688		\$25.96
6025	06/04/2024	Expense	83AF30B0F974F537A0E48	Office Depot	Cameo Calderon   Office Depot   7300 - Admin Office Supplies	7300	7000 Administration:7300 Office Supplies	\$25.96	
<b>Total for 6025</b>								<b>\$25.96</b>	<b>\$25.96</b>
6082									
6082	06/04/2024	Expense		US POSTAL SERVICE	USPS1000041904 2668573554 EXPLORE BUTTE COUNTY S	1000	1000 Tri Counties Bank		\$78.13
6082	06/04/2024	Expense		US POSTAL SERVICE	USPS1000041904 2668573554 EXPLORE BUTTE COUNTY S	6310	6000 Sales and Marketing Expense:6310 Postage	\$78.13	
<b>Total for 6082</b>								<b>\$78.13</b>	<b>\$78.13</b>
6026									
6026	06/05/2024	Expense	3E908E105F4A7607EA922	INTERNATIONAL E Z UP INC	Cameo Calderon   International E Z Up Inc   6370 - Sponsorship Marketing	2105	2105 Divvy - Nichole #1688		\$2,720.63
6026	06/05/2024	Expense	3E908E105F4A7607EA922	INTERNATIONAL E Z UP INC	Cameo Calderon   International	6323	6000 Sales and Marketing	\$2,720.63	

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
						E Z Up Inc   6370 - Sponsorship Marketing	Expense:6320 Printing:6323 Other		
<b>Total for 6026</b>								<b>\$2,720.63</b>	<b>\$2,720.63</b>
5828									
5828	06/06/2024	Bill Payment (Check)		Downtown Oroville Business Association	Inv 1050	1010	1010 GVB Checking #7188		\$11,000.00
5828	06/06/2024	Bill Payment (Check)		Downtown Oroville Business Association		20000	20000 Accounts Payable	\$11,000.00	
<b>Total for 5828</b>								<b>\$11,000.00</b>	<b>\$11,000.00</b>
6027									
6027	06/06/2024	Expense	E0E9199C5465073BF348E	Chevron	Cameo Calderon   Chevron   6655 - Vehicle / Van Expenses	2105	2105 Divvy - Nichole #1688		\$80.32
6027	06/06/2024	Expense	E0E9199C5465073BF348E	Chevron	Cameo Calderon   Chevron   6655 - Vehicle / Van Expenses	6655	6000 Sales and Marketing Expense:6655 Vehicle - Van Expenses	\$80.32	
<b>Total for 6027</b>								<b>\$80.32</b>	<b>\$80.32</b>
6028									
6028	06/06/2024	Expense	135DEAE99125106322032	Clifton Larson Allen	Nichole Farley   Clifton Larson Allen   7330 - Accounting Services	2105	2105 Divvy - Nichole #1688		\$10,500.00
6028	06/06/2024	Expense	135DEAE99125106322032	Clifton Larson Allen	Nichole Farley   Clifton Larson Allen   7330 - Accounting Services	7330	7000 Administration:7330 Professional fees - Accounting	\$10,500.00	
<b>Total for 6028</b>								<b>\$10,500.00</b>	<b>\$10,500.00</b>
6083									
6083	06/06/2024	Expense		Divvy	DDA ACH WITHDRAWAL - EWALLET - DIVVYP Divvy Cred Explore Butte County	1010	1010 GVB Checking #7188		\$6,781.24
6083	06/06/2024	Expense		Divvy	DDA ACH WITHDRAWAL - EWALLET - DIVVYP Divvy Cred Explore Butte County	2105	2105 Divvy - Nichole #1688	\$6,781.24	
<b>Total for 6083</b>								<b>\$6,781.24</b>	<b>\$6,781.24</b>
6101									
6101	06/06/2024	Journal Entry	CFO_PR_June072024		Payroll for the period 05/19/2024 to 06/01/2024	6410	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6410 Staffing - Marketing Payroll	\$8,793.29	
6101	06/06/2024	Journal Entry	CFO_PR_June072024		Payroll for the period 05/19/2024 to 06/01/2024	7410	7000 Administration:7400 Staffing - Admin (10%):7410 Staffing - Admin Payroll	\$977.03	
6101	06/06/2024	Journal Entry	CFO_PR_June072024		Payroll for the period 05/19/2024 to 06/01/2024	6420	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6420 Staffing - Payroll Taxes - Mktg	\$666.40	
6101	06/06/2024	Journal Entry	CFO_PR_June072024		Payroll for the period 05/19/2024 to 06/01/2024	7420	7000 Administration:7400 Staffing - Admin (10%):7420 Payroll Taxes - Admin	\$74.04	
6101	06/06/2024	Journal Entry	CFO_PR_June072024		Payroll for the period 05/19/2024 to 06/01/2024	6450	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6450 401k	\$291.65	
6101	06/06/2024	Journal Entry	CFO_PR_June072024		Payroll for the period 05/19/2024 to 06/01/2024	7450	7000 Administration:7400 Staffing - Admin (10%):7450 401K	\$32.40	
6101	06/06/2024	Journal Entry	CFO_PR_June072024		Payroll for the period 05/19/2024 to 06/01/2024	6430	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6430 Workers Comp Insurance	\$749.00	
6101	06/06/2024	Journal Entry	CFO_PR_June072024		Payroll for the period 05/19/2024 to 06/01/2024	7430	7000 Administration:7400 Staffing - Admin (10%):7430 Workers Comp Insurance	\$83.22	
6101	06/06/2024	Journal Entry	CFO_PR_June072024		Payroll for the period 05/19/2024 to 06/01/2024	7070	7000 Administration:7070 General Administration	\$230.77	
6101	06/06/2024	Journal Entry	CFO_PR_June072024		Payroll for the period 05/19/2024 to 06/01/2024	2410	2410 Retirement plan liability		\$1,395.63
6101	06/06/2024	Journal Entry	CFO_PR_June072024		Payroll for the period 05/19/2024 to 06/01/2024	2400	2400 Payroll Liabilities		\$854.40
6101	06/06/2024	Journal Entry	CFO_PR_June072024		Payroll for the period 05/19/2024 to 06/01/2024	1010	1010 GVB Checking #7188		\$9,647.77
<b>Total for 6101</b>								<b>\$11,897.80</b>	<b>\$11,897.80</b>
6117									
6117	06/06/2024	Journal Entry	06062024		To remove the liability	2400	2400 Payroll Liabilities	\$854.40	
6117	06/06/2024	Journal Entry	06062024		To remove the liability	6440	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance		\$768.96
6117	06/06/2024	Journal Entry	06062024		To remove the liability	7440	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance		\$85.44
<b>Total for 6117</b>								<b>\$854.40</b>	<b>\$854.40</b>
6029									
6029	06/07/2024	Expense	6874A32D18BAA377404F8	OTTER.AI	Nichole Farley   Otter.ai   7500 - Admin Subscriptions	2105	2105 Divvy - Nichole #1688		\$120.00
6029	06/07/2024	Expense	6874A32D18BAA377404F8	OTTER.AI	Nichole Farley   Otter.ai   7500 - Admin Subscriptions	7500	7000 Administration:7500 Subscriptions	\$120.00	
<b>Total for 6029</b>								<b>\$120.00</b>	<b>\$120.00</b>
6030									
6030	06/07/2024	Expense	2176C90611E33A89CD463	LATER.COM	Ashley Baer   Later.com   6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688		\$404.00
6030	06/07/2024	Expense	2176C90611E33A89CD463	LATER.COM	Ashley Baer   Later.com   6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$404.00	
<b>Total for 6030</b>								<b>\$404.00</b>	<b>\$404.00</b>
6031									
6031	06/07/2024	Expense	36F189B9A67802CCC3A2A	VARIDESK	Alaina Macarthy   Varidesk   7300 - Admin Office Supplies	2105	2105 Divvy - Nichole #1688		\$368.05
6031	06/07/2024	Expense	36F189B9A67802CCC3A2A	VARIDESK	Alaina Macarthy   Varidesk   7300 - Admin Office Supplies	7300	7000 Administration:7300 Office Supplies	\$368.05	
<b>Total for 6031</b>								<b>\$368.05</b>	<b>\$368.05</b>
6095									
6095	06/07/2024	Expense		Chico History Museum (California)	Alaina Macarthy   Chico History Museum   6051 - Creative Services - Video & Photography	2105	2105 Divvy - Nichole #1688		\$250.00
6095	06/07/2024	Expense		Chico History Museum	Alaina Macarthy   Chico History	6051	6000 Sales and Marketing	\$250.00	

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
				(California)	Museum   6051 - Creative Services - Video & Photography		Expense:6050 Creative Services:6051 Creative- Video & Photography		
<b>Total for 6095</b>								<b>\$250.00</b>	<b>\$250.00</b>
6032									
6032	06/08/2024	Expense	FBFB5157D8E311AFB433B	MICHAELS	Alaina Macarthy   Michaels   6051 - Creative Services - Video & Photography	2105	2105 Divvy - Nichole #1688		\$37.88
6032	06/08/2024	Expense	FBFB5157D8E311AFB433B	MICHAELS	Alaina Macarthy   Michaels   6051 - Creative Services - Video & Photography	7300	7000 Administration:7300 Office Supplies	\$37.88	
<b>Total for 6032</b>								<b>\$37.88</b>	<b>\$37.88</b>
5898									
5898	06/10/2024	Payment	#038037	City of Chico - TBID Assessment		1010	1010 GVB Checking #7188	\$28,334.26	
5898	06/10/2024	Payment	#038037	City of Chico - TBID Assessment		1100	1100 Accounts Receivable		\$28,334.26
<b>Total for 5898</b>								<b>\$28,334.26</b>	<b>\$28,334.26</b>
5899									
5899	06/10/2024	Payment	#038030	City of Chico - TBID Assessment		1010	1010 GVB Checking #7188	\$29,329.44	
5899	06/10/2024	Payment	#038030	City of Chico - TBID Assessment		1100	1100 Accounts Receivable		\$29,329.44
<b>Total for 5899</b>								<b>\$29,329.44</b>	<b>\$29,329.44</b>
5979									
5979	06/10/2024	Bill	277	Our Travel Passport, LLC	50% Remainder for Influencer/Content Trip	20000	20000 Accounts Payable		\$3,042.02
5979	06/10/2024	Bill	277	Our Travel Passport, LLC	50% Remainder for Influencer/Content Trip	6053	6000 Sales and Marketing Expense:6050 Creative Services:6053 Creative - Influencer	\$1,500.00	
5979	06/10/2024	Bill	277	Our Travel Passport, LLC	Reimbursements for Travel	6053	6000 Sales and Marketing Expense:6050 Creative Services:6053 Creative - Influencer	\$1,542.02	
<b>Total for 5979</b>								<b>\$3,042.02</b>	<b>\$3,042.02</b>
6033									
6033	06/10/2024	Expense	A57E7AE159F5E12C91834	Cloudflare	Nichole Farley   Cloudflare   6710 - EBC Website	2105	2105 Divvy - Nichole #1688		\$25.00
6033	06/10/2024	Expense	A57E7AE159F5E12C91834	Cloudflare	Nichole Farley   Cloudflare   6710 - EBC Website	6710	6000 Sales and Marketing Expense:6700 Website:6710 Explore Butte County Website	\$25.00	
<b>Total for 6033</b>								<b>\$25.00</b>	<b>\$25.00</b>
6034									
6034	06/11/2024	Expense	6F9DE5D3223C72C213197	TIKTOK PROMOTE	Ashley Baer   Tiktok Promote   6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688		\$235.00
6034	06/11/2024	Expense	6F9DE5D3223C72C213197	TIKTOK PROMOTE	Ashley Baer   Tiktok Promote   6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$235.00	
<b>Total for 6034</b>								<b>\$235.00</b>	<b>\$235.00</b>
6085									
6085	06/11/2024	Expense		Divvy	DDA ACH WITHDRAWAL - EWALLET - DIVVYP Divvy Cred Explore Butte County	1010	1010 GVB Checking #7188		\$15,261.67
6085	06/11/2024	Expense		Divvy	DDA ACH WITHDRAWAL - EWALLET - DIVVYP Divvy Cred Explore Butte County	2105	2105 Divvy - Nichole #1688	\$15,261.67	
<b>Total for 6085</b>								<b>\$15,261.67</b>	<b>\$15,261.67</b>
6112									
6112	06/11/2024	Deposit				1010	1010 GVB Checking #7188	\$19.99	
6112	06/11/2024	Deposit				4850	4800 Other Types of Income:4850 Cooperative Program Funding		\$19.99
<b>Total for 6112</b>								<b>\$19.99</b>	<b>\$19.99</b>
6035									
6035	06/12/2024	Expense	E58C1414501F6524226FC	EVOLUSEN.COM	Ashley Baer   Evolusen.com   6053 - Creative Services - Influencer	2105	2105 Divvy - Nichole #1688		\$280.00
6035	06/12/2024	Expense	E58C1414501F6524226FC	EVOLUSEN.COM	Ashley Baer   Evolusen.com   6053 - Creative Services - Influencer	6053	6000 Sales and Marketing Expense:6050 Creative Services:6053 Creative - Influencer	\$280.00	
<b>Total for 6035</b>								<b>\$280.00</b>	<b>\$280.00</b>
6036									
6036	06/12/2024	Expense	B6173C7155F37E189F5CC	B STREET PUBLIC HOUSE	Nichole Farley   B Street Public House   Butte County Film Commission	2105	2105 Divvy - Nichole #1688		\$50.50
6036	06/12/2024	Expense	B6173C7155F37E189F5CC	B STREET PUBLIC HOUSE	Nichole Farley   B Street Public House   Butte County Film Commission	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	\$50.50	
<b>Total for 6036</b>								<b>\$50.50</b>	<b>\$50.50</b>
6037									
6037	06/13/2024	Expense	3BB746EFA5AC8ED60282A	INTUIT QUICKBOOKS	Nichole Farley   Intuit QuickBooks   7330 - Accounting Services	2105	2105 Divvy - Nichole #1688		\$45.00
6037	06/13/2024	Expense	3BB746EFA5AC8ED60282A	INTUIT QUICKBOOKS	Nichole Farley   Intuit QuickBooks   7330 - Accounting Services	7330	7000 Administration:7330 Professional fees - Accounting	\$45.00	
<b>Total for 6037</b>								<b>\$45.00</b>	<b>\$45.00</b>
5980									
5980	06/14/2024	Bill	8551002775345	RECOLOGY BUTTE COLUSA COUNTIES	96 Gal General Waste Mixed Service Charge - North Table Mountain Eco Reserve	20000	20000 Accounts Payable		\$425.28
5980	06/14/2024	Bill	8551002775345	RECOLOGY BUTTE COLUSA COUNTIES	96 Gal General Waste Mixed Service Charge - North Table Mountain Eco Reserve	6800	6800 Destination Management Activity	\$425.28	
<b>Total for 5980</b>								<b>\$425.28</b>	<b>\$425.28</b>

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
5981									
5981	06/14/2024	Bill	12450	Aaron J Stewart, PC	Film Commission Formation	20000	20000 Accounts Payable		\$1,530.00
5981	06/14/2024	Bill	12450	Aaron J Stewart, PC	Film Commission Formation	6840	6800 Destination Management Activity:6840 Butte County Film Commision	\$1,530.00	
<b>Total for 5981</b>								<b>\$1,530.00</b>	<b>\$1,530.00</b>
5986									
5986	06/14/2024	Bill	Explore Butte County	Ducks Unlimited	California Watchable Wildlife Membership	20000	20000 Accounts Payable		\$750.00
5986	06/14/2024	Bill	Explore Butte County	Ducks Unlimited	California Watchable Wildlife Membership	6070	6000 Sales and Marketing Expense:6070 Dues and Memberships	\$750.00	
<b>Total for 5986</b>								<b>\$750.00</b>	<b>\$750.00</b>
6038									
6038	06/14/2024	Expense	E7E9B40815109358178A8	GOOGLE FI	Ashley Baer   Google Fi   7560 - Admin Telephone, Telecommunications	2105	2105 Divvy - Nichole #1688		\$25.93
6038	06/14/2024	Expense	E7E9B40815109358178A8	GOOGLE FI	Ashley Baer   Google Fi   7560 - Admin Telephone, Telecommunications	7560	7000 Administration:7560 Telephone, Telecommunications	\$25.93	
<b>Total for 6038</b>								<b>\$25.93</b>	<b>\$25.93</b>
6039									
6039	06/15/2024	Expense	610BDA9A763A9B86B705C	TSA PRECHECK	Cameo Calderon   TSA PreCheck   7570 - Admin Travel	2105	2105 Divvy - Nichole #1688		\$78.00
6039	06/15/2024	Expense	610BDA9A763A9B86B705C	TSA PRECHECK	Cameo Calderon   TSA PreCheck   7570 - Admin Travel	7570	7000 Administration:7570 Travel	\$78.00	
<b>Total for 6039</b>								<b>\$78.00</b>	<b>\$78.00</b>
6040									
6040	06/15/2024	Expense	D28D9ED62D8F01F9AC93E	TSA PRECHECK	Alaina Macarthy   TSA PreCheck   7570 - Admin Travel	2105	2105 Divvy - Nichole #1688		\$78.00
6040	06/15/2024	Expense	D28D9ED62D8F01F9AC93E	TSA PRECHECK	Alaina Macarthy   TSA PreCheck   7570 - Admin Travel	7570	7000 Administration:7570 Travel	\$78.00	
<b>Total for 6040</b>								<b>\$78.00</b>	<b>\$78.00</b>
6041									
6041	06/15/2024	Expense	6B6E664C3D2ACF69B1439	A ONE AUTO CARE	Cameo Calderon   A One Auto Care   6655 - Vehicle / Van Expenses	2105	2105 Divvy - Nichole #1688		\$25.00
6041	06/15/2024	Expense	6B6E664C3D2ACF69B1439	A ONE AUTO CARE	Cameo Calderon   A One Auto Care   6655 - Vehicle / Van Expenses	6655	6000 Sales and Marketing Expense:6655 Vehicle - Van Expenses	\$25.00	
<b>Total for 6041</b>								<b>\$25.00</b>	<b>\$25.00</b>
6042									
6042	06/15/2024	Expense	FD8EF1969B9972993E622	THE COMMONS SOCIAL	Alaina Macarthy   The Commons Social   6051 - Creative Services - Video & Photography	2105	2105 Divvy - Nichole #1688		\$19.80
6042	06/15/2024	Expense	FD8EF1969B9972993E622	THE COMMONS SOCIAL	Alaina Macarthy   The Commons Social   6051 - Creative Services - Video & Photography	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	\$19.80	
<b>Total for 6042</b>								<b>\$19.80</b>	<b>\$19.80</b>
5987									
5987	06/17/2024	Bill Payment (Check)		Our Travel Passport, LLC	Inv 277	1010	1010 GVB Checking #7188		\$3,042.02
5987	06/17/2024	Bill Payment (Check)		Our Travel Passport, LLC		20000	20000 Accounts Payable	\$3,042.02	
<b>Total for 5987</b>								<b>\$3,042.02</b>	<b>\$3,042.02</b>
5988									
5988	06/17/2024	Bill Payment (Check)		RECOLOGY BUTTE COLUSA COUNTIES	Inv 8551002775345	1010	1010 GVB Checking #7188		\$425.28
5988	06/17/2024	Bill Payment (Check)		RECOLOGY BUTTE COLUSA COUNTIES		20000	20000 Accounts Payable	\$425.28	
<b>Total for 5988</b>								<b>\$425.28</b>	<b>\$425.28</b>
5989									
5989	06/17/2024	Bill Payment (Check)		Aaron J Stewart, PC	Inv 12450	1010	1010 GVB Checking #7188		\$1,530.00
5989	06/17/2024	Bill Payment (Check)		Aaron J Stewart, PC		20000	20000 Accounts Payable	\$1,530.00	
<b>Total for 5989</b>								<b>\$1,530.00</b>	<b>\$1,530.00</b>
5990									
5990	06/17/2024	Bill Payment (Check)		Paradise Ridge Chamber of Commerce	Inv 8764	1010	1010 GVB Checking #7188		\$180.00
5990	06/17/2024	Bill Payment (Check)		Paradise Ridge Chamber of Commerce		20000	20000 Accounts Payable	\$180.00	
<b>Total for 5990</b>								<b>\$180.00</b>	<b>\$180.00</b>
5992									
5992	06/17/2024	Bill Payment (Check)		Watershed Media LLC	Inv 731	1010	1010 GVB Checking #7188		\$2,500.00
5992	06/17/2024	Bill Payment (Check)		Watershed Media LLC		20000	20000 Accounts Payable	\$2,500.00	
<b>Total for 5992</b>								<b>\$2,500.00</b>	<b>\$2,500.00</b>
5993									
5993	06/17/2024	Bill Payment (Check)		Esplanade Office	Inv 8370-1	1010	1010 GVB Checking #7188		\$1,961.75
5993	06/17/2024	Bill Payment (Check)		Esplanade Office		20000	20000 Accounts Payable	\$1,961.75	
<b>Total for 5993</b>								<b>\$1,961.75</b>	<b>\$1,961.75</b>
5994									
5994	06/17/2024	Bill Payment (Check)		Ducks Unlimited	Explore Butte County Membership: CAWW	1010	1010 GVB Checking #7188		\$750.00
5994	06/17/2024	Bill Payment (Check)		Ducks Unlimited		20000	20000 Accounts Payable	\$750.00	
<b>Total for 5994</b>								<b>\$750.00</b>	<b>\$750.00</b>
6043									
6043	06/17/2024	Expense	73DE90AEE03E55CD82F34	Mailchimp	Ashley Baer   Mailchimp   6340 - Public Relations Activity	2105	2105 Divvy - Nichole #1688		\$132.00
6043	06/17/2024	Expense	73DE90AEE03E55CD82F34	Mailchimp	Ashley Baer   Mailchimp   6340 - Public Relations Activity	6340	6000 Sales and Marketing Expense:6340 Public Relations - Media	\$132.00	
<b>Total for 6043</b>								<b>\$132.00</b>	<b>\$132.00</b>
6044									
6044	06/17/2024	Expense	238C4011CE89E84CA3C0D	TIKTOK PROMOTE	Ashley Baer   Tiktok Promote   6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688		\$60.00

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
6044	06/17/2024	Expense	238C4011CE89E84CA3C0D	TIKTOK PROMOTE	Ashley Baer   Tiktok Promote   6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$60.00	
<b>Total for 6044</b>								<b>\$60.00</b>	<b>\$60.00</b>
6045	06/17/2024	Expense	65472248371BEC781455E	CREXENDO	Nichole Farley   Crexendo   7560 - Admin Telephone, Telecommunications	2105	2105 Divvy - Nichole #1688		\$124.36
6045	06/17/2024	Expense	65472248371BEC781455E	CREXENDO	Nichole Farley   Crexendo   7560 - Admin Telephone, Telecommunications	7560	7000 Administration:7560 Telephone, Telecommunications	\$124.36	
<b>Total for 6045</b>								<b>\$124.36</b>	<b>\$124.36</b>
6046	06/18/2024	Expense	C24C7A0C2B09761223E90	VESSEL KITCHEN	Nichole Farley   Vessel Kitchen   6034 - Conferences - DMAWest	2105	2105 Divvy - Nichole #1688		\$22.13
6046	06/18/2024	Expense	C24C7A0C2B09761223E90	VESSEL KITCHEN	Nichole Farley   Vessel Kitchen   6034 - Conferences - DMAWest	6034	6000 Sales and Marketing Expense:6030 Conferences:6034 DMA West	\$22.13	
<b>Total for 6046</b>								<b>\$22.13</b>	<b>\$22.13</b>
6086	06/18/2024	Expense		Divvy	DDA ACH WITHDRAWAL - EWALLET - DIVVYP Divvy Cred Explore Butte County	1010	1010 GVB Checking #7188		\$862.23
6086	06/18/2024	Expense		Divvy	DDA ACH WITHDRAWAL - EWALLET - DIVVYP Divvy Cred Explore Butte County	2105	2105 Divvy - Nichole #1688	\$862.23	
<b>Total for 6086</b>								<b>\$862.23</b>	<b>\$862.23</b>
6118	06/18/2024	Journal Entry	06182024		To remove the liability	2400	2400 Payroll Liabilities	\$854.40	
6118	06/18/2024	Journal Entry	06182024		To remove the liability	6440	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance		\$768.96
6118	06/18/2024	Journal Entry	06182024		To remove the liability	7440	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance		\$85.44
<b>Total for 6118</b>								<b>\$854.40</b>	<b>\$854.40</b>
5999	06/19/2024	Bill	8810	Paradise Ridge Chamber of Commerce	Party in the Park Perennial Sponsorship	20000	20000 Accounts Payable		\$800.00
5999	06/19/2024	Bill	8810	Paradise Ridge Chamber of Commerce	Party in the Park Perennial Sponsorship	6920	6900 Zone Micro-Funding:6920 Paradise Zone	\$800.00	
<b>Total for 5999</b>								<b>\$800.00</b>	<b>\$800.00</b>
6047	06/19/2024	Expense	5725D4EF868ADE91A9B50	Facebook	Alaina Macarthy   Facebook   6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688		\$250.00
6047	06/19/2024	Expense	5725D4EF868ADE91A9B50	Facebook	Alaina Macarthy   Facebook   6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$250.00	
<b>Total for 6047</b>								<b>\$250.00</b>	<b>\$250.00</b>
6048	06/19/2024	Expense	EEFD91B788B7A08CAED32	Amazon	Ashley Baer   Amazon   7300 - Admin Office Supplies   To fix my office chair	2105	2105 Divvy - Nichole #1688		\$42.85
6048	06/19/2024	Expense	EEFD91B788B7A08CAED32	Amazon	Ashley Baer   Amazon   7300 - Admin Office Supplies   To fix my office chair	7300	7000 Administration:7300 Office Supplies	\$42.85	
<b>Total for 6048</b>								<b>\$42.85</b>	<b>\$42.85</b>
6049	06/20/2024	Expense	A2EB96F829E573741A182	THE WELSH RABBIT	Nichole Farley   The Welsh Rabbit   6034 - Conferences - DMAWest	2105	2105 Divvy - Nichole #1688		\$37.04
6049	06/20/2024	Expense	A2EB96F829E573741A182	THE WELSH RABBIT	Nichole Farley   The Welsh Rabbit   6034 - Conferences - DMAWest	6034	6000 Sales and Marketing Expense:6030 Conferences:6034 DMA West	\$37.04	
<b>Total for 6049</b>								<b>\$37.04</b>	<b>\$37.04</b>
6050	06/20/2024	Expense	23A047569E2CFF0373A5E	RAMBLE WEST BREWER	Alaina Macarthy   Ramble West Brewer   6051 - Creative Services - Video & Photography	2105	2105 Divvy - Nichole #1688		\$5.01
6050	06/20/2024	Expense	23A047569E2CFF0373A5E	RAMBLE WEST BREWER	Alaina Macarthy   Ramble West Brewer   6051 - Creative Services - Video & Photography	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	\$5.01	
<b>Total for 6050</b>								<b>\$5.01</b>	<b>\$5.01</b>
6051	06/20/2024	Expense	BDCB2AC53ED0492B4253E	THE RAIL SPUR	Nichole Farley   The Rail Spur   6034 - Conferences - DMAWest	2105	2105 Divvy - Nichole #1688		\$26.00
6051	06/20/2024	Expense	BDCB2AC53ED0492B4253E	THE RAIL SPUR	Nichole Farley   The Rail Spur   6034 - Conferences - DMAWest	6034	6000 Sales and Marketing Expense:6030 Conferences:6034 DMA West	\$26.00	
<b>Total for 6051</b>								<b>\$26.00</b>	<b>\$26.00</b>
6113	06/20/2024	Journal Entry	CFO_PR_June202024		Payroll for the period 06/02/2024 to 06/15/2024	6410	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6410 Staffing - Marketing Payroll	\$8,958.37	
6113	06/20/2024	Journal Entry	CFO_PR_June202024		Payroll for the period 06/02/2024 to 06/15/2024	7410	7000 Administration:7400 Staffing - Admin (10%):7410 Staffing - Admin Payroll	\$995.37	
6113	06/20/2024	Journal Entry	CFO_PR_June202024		Payroll for the period 06/02/2024 to 06/15/2024	6420	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6420 Staffing - Payroll Taxes - Mktg	\$679.05	
6113	06/20/2024	Journal Entry	CFO_PR_June202024		Payroll for the period 06/02/2024 to 06/15/2024	7420	7000 Administration:7400 Staffing - Admin (10%):7420 Payroll Taxes - Admin	\$75.45	
6113	06/20/2024	Journal Entry	CFO_PR_June202024		Payroll for the period 06/02/2024 to 06/15/2024	6450	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6450 401k	\$355.85	

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
6113	06/20/2024	Journal Entry	CFO_PR_June202024		Payroll for the period 06/02/2024 to 06/15/2024	7450	7000 Administration:7400 Staffing - Admin (10%):7450 401K	\$39.54	
6113	06/20/2024	Journal Entry	CFO_PR_June202024		Payroll for the period 06/02/2024 to 06/15/2024	6430	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6430 Workers Comp Insurance	\$749.00	
6113	06/20/2024	Journal Entry	CFO_PR_June202024		Payroll for the period 06/02/2024 to 06/15/2024	7430	7000 Administration:7400 Staffing - Admin (10%):7430 Workers Comp Insurance	\$83.22	
6113	06/20/2024	Journal Entry	CFO_PR_June202024		Payroll for the period 06/02/2024 to 06/15/2024	7070	7000 Administration:7070 General Administration	\$305.77	
6113	06/20/2024	Journal Entry	CFO_PR_June202024		Payroll for the period 06/02/2024 to 06/15/2024	2410	2410 Retirement plan liability		\$1,556.14
6113	06/20/2024	Journal Entry	CFO_PR_June202024		Payroll for the period 06/02/2024 to 06/15/2024	2400	2400 Payroll Liabilities		\$854.40
6113	06/20/2024	Journal Entry	CFO_PR_June202024			1010	1010 GVB Checking #7188		\$9,831.08
<b>Total for 6113</b>								<b>\$12,241.62</b>	<b>\$12,241.62</b>
5827									
5827	06/21/2024	Bill Payment (Check)		Madden Media	Acct AOR-CABUTTE23-24 - Butte County Marketing Agency-Inv 2024-023680	1010	1010 GVB Checking #7188		\$14,186.46
5827	06/21/2024	Bill Payment (Check)		Madden Media		20000	20000 Accounts Payable	\$14,186.46	
<b>Total for 5827</b>								<b>\$14,186.46</b>	<b>\$14,186.46</b>
6052									
6052	06/21/2024	Expense	A2ADC616C147641464F27	THE ELIZABETH HOTEL	Nichole Farley   The Elizabeth Hotel   6034 - Conferences - DMAWest	2105	2105 Divvy - Nichole #1688		\$616.25
6052	06/21/2024	Expense	A2ADC616C147641464F27	THE ELIZABETH HOTEL	Nichole Farley   The Elizabeth Hotel   6034 - Conferences - DMAWest	6034	6000 Sales and Marketing Expense:6030 Conferences:6034 DMA West	\$616.25	
<b>Total for 6052</b>								<b>\$616.25</b>	<b>\$616.25</b>
6053									
6053	06/21/2024	Expense	8F9AF2E87E8DE9B5759D6	Facebook	Ashley Baer   FACEBK *BHP4R6Y3T2   6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688		\$323.27
6053	06/21/2024	Expense	8F9AF2E87E8DE9B5759D6	Facebook	Ashley Baer   FACEBK *BHP4R6Y3T2   6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$323.27	
<b>Total for 6053</b>								<b>\$323.27</b>	<b>\$323.27</b>
6054									
6054	06/21/2024	Expense	5FEC5CE86265BC6F66A0A	Facebook	Ashley Baer   FACEBK *LTD8N644T2   6051 - Creative Services - Video & Photography	2105	2105 Divvy - Nichole #1688		\$12.40
6054	06/21/2024	Expense	5FEC5CE86265BC6F66A0A	Facebook	Ashley Baer   FACEBK *LTD8N644T2   6051 - Creative Services - Video & Photography	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	\$12.40	
<b>Total for 6054</b>								<b>\$12.40</b>	<b>\$12.40</b>
6087									
6087	06/21/2024	Expense		Anthem Blue Cross	DDA ACH WITHDRAWAL - ANTHEM BLUE I010 CORP PYMT EXPLORE BUTTE COUNTY	1010	1010 GVB Checking #7188		\$1,591.75
6087	06/21/2024	Expense		Anthem Blue Cross	DDA ACH WITHDRAWAL - ANTHEM BLUE I010 CORP PYMT EXPLORE BUTTE COUNTY	6440	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance	\$1,432.58	
6087	06/21/2024	Expense		Anthem Blue Cross	DDA ACH WITHDRAWAL - ANTHEM BLUE I010 CORP PYMT EXPLORE BUTTE COUNTY	7440	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance	\$159.17	
<b>Total for 6087</b>								<b>\$1,591.75</b>	<b>\$1,591.75</b>
6055									
6055	06/22/2024	Expense	C460E640BB3C99BD7B4FD	ACCOMPLICE BEER COMP	Nichole Farley   Accomplice Beer Comp   6034 - Conferences - DMAWest	2105	2105 Divvy - Nichole #1688		\$21.00
6055	06/22/2024	Expense	C460E640BB3C99BD7B4FD	ACCOMPLICE BEER COMP	Nichole Farley   Accomplice Beer Comp   6034 - Conferences - DMAWest	6034	6000 Sales and Marketing Expense:6030 Conferences:6034 DMA West	\$21.00	
<b>Total for 6055</b>								<b>\$21.00</b>	<b>\$21.00</b>
6056									
6056	06/23/2024	Expense	C61D40ECD7464C6FBFE98	CHEYENNE LITTLE AMERIC	Nichole Farley   Cheyenne Little Americ   6034 - Conferences - DMAWest	2105	2105 Divvy - Nichole #1688		\$606.81
6056	06/23/2024	Expense	C61D40ECD7464C6FBFE98	CHEYENNE LITTLE AMERIC	Nichole Farley   Cheyenne Little Americ   6034 - Conferences - DMAWest	6034	6000 Sales and Marketing Expense:6030 Conferences:6034 DMA West	\$606.81	
<b>Total for 6056</b>								<b>\$606.81</b>	<b>\$606.81</b>
5996									
5996	06/24/2024	Payment	764849	Butte County - TBID Assessment		1010	1010 GVB Checking #7188	\$180.87	
5996	06/24/2024	Payment	764849	Butte County - TBID Assessment		1100	1100 Accounts Receivable		\$180.87
<b>Total for 5996</b>								<b>\$180.87</b>	<b>\$180.87</b>
6057									
6057	06/24/2024	Expense	06EF7DF679424D6AEC213	PROGRESSIVE	Nichole Farley   Progressive   6655 - Vehicle / Van Expenses	2105	2105 Divvy - Nichole #1688		\$1,300.88
6057	06/24/2024	Expense	06EF7DF679424D6AEC213	PROGRESSIVE	Nichole Farley   Progressive   6655 - Vehicle / Van Expenses	6655	6000 Sales and Marketing Expense:6655 Vehicle - Van Expenses	\$1,300.88	
<b>Total for 6057</b>								<b>\$1,300.88</b>	<b>\$1,300.88</b>
6058									
6058	06/24/2024	Expense	B0F59FCDDC1817610B350	DENVER AIRPORT ENTERPR	Nichole Farley   Denver Airport Enterpr   6034 - Conferences - DMAWest	2105	2105 Divvy - Nichole #1688		\$7.79
6058	06/24/2024	Expense	B0F59FCDDC1817610B350	DENVER AIRPORT ENTERPR	Nichole Farley   Denver Airport Enterpr   6034 - Conferences - DMAWest	6034	6000 Sales and Marketing Expense:6030 Conferences:6034 DMA West	\$7.79	
<b>Total for 6058</b>								<b>\$7.79</b>	<b>\$7.79</b>
6059									



TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
6059	06/24/2024	Expense	34DC31297EC783E1BF33B	DENVER AIRPORT ENTERPR	Nichole Farley   Denver Airport Enterpr   6034 - Conferences - DMAWest	2105	2105 Divvy - Nichole #1688		\$5.03
6059	06/24/2024	Expense	34DC31297EC783E1BF33B	DENVER AIRPORT ENTERPR	Nichole Farley   Denver Airport Enterpr   6034 - Conferences - DMAWest	6034	6000 Sales and Marketing Expense:6030 Conferences:6034 DMA West	\$5.03	
<b>Total for 6059</b>								<b>\$5.03</b>	<b>\$5.03</b>
6060									
6060	06/24/2024	Expense	3B0D67A0C17A6B1312E3C	SACCODEPTOFAIRPORTS	Nichole Farley   Saccodeptofairports   6034 - Conferences - DMAWest	2105	2105 Divvy - Nichole #1688		\$78.00
6060	06/24/2024	Expense	3B0D67A0C17A6B1312E3C	SACCODEPTOFAIRPORTS	Nichole Farley   Saccodeptofairports   6034 - Conferences - DMAWest	6034	6000 Sales and Marketing Expense:6030 Conferences:6034 DMA West	\$78.00	
<b>Total for 6060</b>								<b>\$78.00</b>	<b>\$78.00</b>
6061									
6061	06/24/2024	Expense	418209C923C25B93FFFA8	ENTERPRISE	Nichole Farley   Enterprise   6034 - Conferences - DMAWest	2105	2105 Divvy - Nichole #1688		\$514.32
6061	06/24/2024	Expense	418209C923C25B93FFFA8	ENTERPRISE	Nichole Farley   Enterprise   6034 - Conferences - DMAWest	6034	6000 Sales and Marketing Expense:6030 Conferences:6034 DMA West	\$514.32	
<b>Total for 6061</b>								<b>\$514.32</b>	<b>\$514.32</b>
6062									
6062	06/24/2024	Expense	FFBFE389F55F6324FCBA4	TIKTOK PROMOTE	Alaina Macarthy   Tiktok Promote   6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688		\$146.00
6062	06/24/2024	Expense	FFBFE389F55F6324FCBA4	TIKTOK PROMOTE	Alaina Macarthy   Tiktok Promote   6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$146.00	
<b>Total for 6062</b>								<b>\$146.00</b>	<b>\$146.00</b>
6063									
6063	06/24/2024	Expense	B88CECF9ADDD696501C14	TIKTOK PROMOTE	Ashley Baer   Tiktok Promote   6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688		\$70.00
6063	06/24/2024	Expense	B88CECF9ADDD696501C14	TIKTOK PROMOTE	Ashley Baer   Tiktok Promote   6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$70.00	
<b>Total for 6063</b>								<b>\$70.00</b>	<b>\$70.00</b>
6088									
6088	06/24/2024	Expense		The Hartford	DDA ACH WITHDRAWAL - THE HARTFORD NWTBCLSCIC EXPLORE BUTTE COUNTY	1010	1010 GVB Checking #7188		\$496.55
6088	06/24/2024	Expense		The Hartford	DDA ACH WITHDRAWAL - THE HARTFORD NWTBCLSCIC EXPLORE BUTTE COUNTY	6430	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6430 Workers Comp Insurance	\$446.89	
6088	06/24/2024	Expense		The Hartford	DDA ACH WITHDRAWAL - THE HARTFORD NWTBCLSCIC EXPLORE BUTTE COUNTY	7430	7000 Administration:7400 Staffing - Admin (10%):7430 Workers Comp Insurance	\$49.66	
<b>Total for 6088</b>								<b>\$496.55</b>	<b>\$496.55</b>
6094									
6094	06/24/2024	Deposit		Every Gone Opportunity, LLC	Voided Inv 18734	1010	1010 GVB Checking #7188	\$500.00	
6094	06/24/2024	Deposit		Every Gone Opportunity, LLC	Voided Inv 18734	20000	20000 Accounts Payable		\$500.00
<b>Total for 6094</b>								<b>\$500.00</b>	<b>\$500.00</b>
6064									
6064	06/25/2024	Expense	08BBEC2FA4CD41499EBAD	Office Depot	Cameo Calderon   Office Depot   7300 - Admin Office Supplies	2105	2105 Divvy - Nichole #1688		\$17.08
6064	06/25/2024	Expense	08BBEC2FA4CD41499EBAD	Office Depot	Cameo Calderon   Office Depot   7300 - Admin Office Supplies	7300	7000 Administration:7300 Office Supplies	\$17.08	
<b>Total for 6064</b>								<b>\$17.08</b>	<b>\$17.08</b>
6081									
6081	06/25/2024	Deposit		Tri Counties		1000	1000 Tri Counties Bank	\$0.51	
6081	06/25/2024	Deposit		Tri Counties	INTEREST PAYMENT SYSTEM GENERATED - INT PMT SYS-GEN	4810	4800 Other Types of Income:4810 Interest Income		\$0.51
<b>Total for 6081</b>								<b>\$0.51</b>	<b>\$0.51</b>
6084									
6084	06/25/2024	Expense		Divvy	DDA ACH WITHDRAWAL - EWALLET - DIVVYP Divvy Cred Explore Butte County	1010	1010 GVB Checking #7188		\$2,279.12
6084	06/25/2024	Expense		Divvy	DDA ACH WITHDRAWAL - EWALLET - DIVVYP Divvy Cred Explore Butte County	2105	2105 Divvy - Nichole #1688	\$2,279.12	
<b>Total for 6084</b>								<b>\$2,279.12</b>	<b>\$2,279.12</b>
5974									
5974	06/26/2024	Bill Payment (Check)		Diamond Productions	Inv SDF2024	1010	1010 GVB Checking #7188		\$4,500.00
5974	06/26/2024	Bill Payment (Check)		Diamond Productions		20000	20000 Accounts Payable	\$4,500.00	
<b>Total for 5974</b>								<b>\$4,500.00</b>	<b>\$4,500.00</b>
6003									
6003	06/26/2024	Bill Payment (Check)		Paradise Ridge Chamber of Commerce	Inv 8810	1010	1010 GVB Checking #7188		\$800.00
6003	06/26/2024	Bill Payment (Check)		Paradise Ridge Chamber of Commerce		20000	20000 Accounts Payable	\$800.00	
<b>Total for 6003</b>								<b>\$800.00</b>	<b>\$800.00</b>
6004									
6004	06/26/2024	Bill Payment (Check)		HJ Promotional Products	Voided - Inv ExploreNametags			\$0.00	
6004	06/26/2024	Bill Payment (Check)		HJ Promotional Products		20000	20000 Accounts Payable	\$0.00	
<b>Total for 6004</b>								<b>\$0.00</b>	<b>\$0.00</b>
6010									
6010	06/26/2024	Expense		Betterment	ACH Payment BETTERMENT SEC TRANSFER	1010	1010 GVB Checking #7188		\$1,556.14
6010	06/26/2024	Expense		Betterment	ACH Payment BETTERMENT SEC TRANSFER	2410	2410 Retirement plan liability	\$1,556.14	
<b>Total for 6010</b>								<b>\$1,556.14</b>	<b>\$1,556.14</b>
6065									

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
6065	06/26/2024	Expense	4A69437B79C62D7F9AA82	WIZARDPINS.COM	Cameo Calderon   Wizardpins.com   6350 - Sales & Marketing Exp Other	2105	2105 Divvy - Nichole #1688		\$358.31
6065	06/26/2024	Expense	4A69437B79C62D7F9AA82	WIZARDPINS.COM	Cameo Calderon   Wizardpins.com   6350 - Sales & Marketing Exp Other	6350	6000 Sales and Marketing Expense:6350 Sales and Marketing Exp. -Other	\$358.31	
<b>Total for 6065</b>								<b>\$358.31</b>	<b>\$358.31</b>
6066	06/26/2024	Expense	EC58D965A66FE078BEE1A	JAMPAPER.COM	Cameo Calderon   Jampaper.com   7300 - Admin Office Supplies	2105	2105 Divvy - Nichole #1688		\$178.38
6066	06/26/2024	Expense	EC58D965A66FE078BEE1A	JAMPAPER.COM	Cameo Calderon   Jampaper.com   7300 - Admin Office Supplies	7300	7000 Administration:7300 Office Supplies	\$178.38	
<b>Total for 6066</b>								<b>\$178.38</b>	<b>\$178.38</b>
6067	06/26/2024	Expense	393B58349DC7C80FA61A5	BROADWAY HEIGHTS	Nichole Farley   Broadway Heights   6200 - Meals	2105	2105 Divvy - Nichole #1688		\$110.00
6067	06/26/2024	Expense	393B58349DC7C80FA61A5	BROADWAY HEIGHTS	Nichole Farley   Broadway Heights   6200 - Meals	6200	6000 Sales and Marketing Expense:6200 Meals	\$110.00	
<b>Total for 6067</b>								<b>\$110.00</b>	<b>\$110.00</b>
6090	06/26/2024	Bill Payment (Check)		Butte County Association of Government		1010	1010 GVB Checking #7188		\$550.00
6090	06/26/2024	Bill Payment (Check)		Butte County Association of Government		20000	20000 Accounts Payable	\$550.00	
<b>Total for 6090</b>								<b>\$550.00</b>	<b>\$550.00</b>
6092	06/26/2024	Bill Payment (Check)		CFO by Design		1010	1010 GVB Checking #7188		\$1,250.00
6092	06/26/2024	Bill Payment (Check)		CFO by Design		20000	20000 Accounts Payable	\$1,250.00	
<b>Total for 6092</b>								<b>\$1,250.00</b>	<b>\$1,250.00</b>
6126	06/26/2024	Bill Payment (Check)		HJ Promotional Products	Inv ExploreNametags Repay	1010	1010 GVB Checking #7188		\$160.77
6126	06/26/2024	Bill Payment (Check)		HJ Promotional Products		20000	20000 Accounts Payable	\$160.77	
<b>Total for 6126</b>								<b>\$160.77</b>	<b>\$160.77</b>
6068	06/27/2024	Expense	7E2F191A92FAFE889411D	Chevron	Cameo Calderon   Chevron   6655 - Vehicle / Van Expenses	2105	2105 Divvy - Nichole #1688		\$98.89
6068	06/27/2024	Expense	7E2F191A92FAFE889411D	Chevron	Cameo Calderon   Chevron   6655 - Vehicle / Van Expenses	6655	6000 Sales and Marketing Expense:6655 Vehicle - Van Expenses	\$98.89	
<b>Total for 6068</b>								<b>\$98.89</b>	<b>\$98.89</b>
6005	06/28/2024	Bill	8551002790238	RECOLOGY BUTTE COLUSA COUNTIES	96 Gal General Waste Mixed Service Charge - North Table Mountain Eco Reserve	20000	20000 Accounts Payable		\$425.28
6005	06/28/2024	Bill	8551002790238	RECOLOGY BUTTE COLUSA COUNTIES	96 Gal General Waste Mixed Service Charge - North Table Mountain Eco Reserve	6800	6800 Destination Management Activity	\$425.28	
<b>Total for 6005</b>								<b>\$425.28</b>	<b>\$425.28</b>
6069	06/28/2024	Expense	CBA28C2A4F081B902E825	Walmart	Cameo Calderon   Walmart   6355 - Hospitality for Hospitality	2105	2105 Divvy - Nichole #1688		\$37.16
6069	06/28/2024	Expense	CBA28C2A4F081B902E825	Walmart	Cameo Calderon   Walmart   6355 - Hospitality for Hospitality	6355	6000 Sales and Marketing Expense:6355 Hospitality for Hospitality	\$37.16	
<b>Total for 6069</b>								<b>\$37.16</b>	<b>\$37.16</b>
6070	06/29/2024	Expense	5A6B71627157402AB29FD	Dropbox	Ashley Baer   Dropbox   6350 - Sales & Marketing Exp Other	2105	2105 Divvy - Nichole #1688		\$540.00
6070	06/29/2024	Expense	5A6B71627157402AB29FD	Dropbox	Ashley Baer   Dropbox   6350 - Sales & Marketing Exp Other	6350	6000 Sales and Marketing Expense:6350 Sales and Marketing Exp. -Other	\$540.00	
<b>Total for 6070</b>								<b>\$540.00</b>	<b>\$540.00</b>
6071	06/29/2024	Expense	199AFFA42DCE0CCFF097C	ROOTREZ	Nichole Farley   Rootrez   6730 - Ripe Booking Platform	2105	2105 Divvy - Nichole #1688		\$2,000.00
6071	06/29/2024	Expense	199AFFA42DCE0CCFF097C	ROOTREZ	Nichole Farley   Rootrez   6730 - Ripe Booking Platform	6730	6000 Sales and Marketing Expense:6700 Website:6730 Direct Booking Platform	\$2,000.00	
<b>Total for 6071</b>								<b>\$2,000.00</b>	<b>\$2,000.00</b>
6072	06/29/2024	Expense	3B6CA5D7555D1F02F5786	WAGON WHEEL MARKET DELI	Ashley Baer   Wagon Wheel Market Deli   6355 - Hospitality for Hospitality	2105	2105 Divvy - Nichole #1688		\$129.99
6072	06/29/2024	Expense	3B6CA5D7555D1F02F5786	WAGON WHEEL MARKET DELI	Ashley Baer   Wagon Wheel Market Deli   6355 - Hospitality for Hospitality	6355	6000 Sales and Marketing Expense:6355 Hospitality for Hospitality	\$129.99	
<b>Total for 6072</b>								<b>\$129.99</b>	<b>\$129.99</b>
6073	06/29/2024	Expense	49B22BFD60992AA8145C1	WAGON WHEEL MARKET DELI	Ashley Baer   Wagon Wheel Market Deli   6355 - Hospitality for Hospitality	2105	2105 Divvy - Nichole #1688		\$38.97
6073	06/29/2024	Expense	49B22BFD60992AA8145C1	WAGON WHEEL MARKET DELI	Ashley Baer   Wagon Wheel Market Deli   6355 - Hospitality for Hospitality	6355	6000 Sales and Marketing Expense:6355 Hospitality for Hospitality	\$38.97	
<b>Total for 6073</b>								<b>\$38.97</b>	<b>\$38.97</b>
6074	06/29/2024	Expense	84F62E720F26C766571E6	PARKS	Cameo Calderon   Parks   6355 - Hospitality for Hospitality	2105	2105 Divvy - Nichole #1688		\$8.00
6074	06/29/2024	Expense	84F62E720F26C766571E6	PARKS	Cameo Calderon   Parks   6355 - Hospitality for Hospitality	6355	6000 Sales and Marketing Expense:6355 Hospitality for Hospitality	\$8.00	
<b>Total for 6074</b>								<b>\$8.00</b>	<b>\$8.00</b>
6075	06/29/2024	Expense	F950501EFCCDCCC055B64	PARKS	Cameo Calderon   Parks   6355 - Hospitality for Hospitality	2105	2105 Divvy - Nichole #1688		\$8.00
6075	06/29/2024	Expense	F950501EFCCDCCC055B64	PARKS	Cameo Calderon   Parks   6355 - Hospitality for Hospitality	6355	6000 Sales and Marketing	\$8.00	

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
						- Hospitality for Hospitality	Expense:6355 Hospitality for Hospitality		
<b>Total for 6075</b>								<b>\$8.00</b>	<b>\$8.00</b>
6006									
6006	06/30/2024	Bill	2024-024214	Madden Media	June 2024	20000	20000 Accounts Payable		\$43,836.42
6006	06/30/2024	Bill	2024-024214	Madden Media	Account Service	6110	6000 Sales and Marketing Expense:6100 Marketing contracts:6110 Marketing Agency Account Management	\$1,200.00	
6006	06/30/2024	Bill	2024-024214	Madden Media	DM Management	6110	6000 Sales and Marketing Expense:6100 Marketing contracts:6110 Marketing Agency Account Management	\$2,000.00	
6006	06/30/2024	Bill	2024-024214	Madden Media	Creative Production	6055	6000 Sales and Marketing Expense:6050 Creative Services:6055 Creative - Agency	\$2,600.00	
6006	06/30/2024	Bill	2024-024214	Madden Media	Google SEM	6011	6000 Sales and Marketing Expense:6010 Advertising:6011 Advertising - Adwords	\$1,285.71	
6006	06/30/2024	Bill	2024-024214	Madden Media	Google Display Prospecting	6012	6000 Sales and Marketing Expense:6010 Advertising:6012 Advertising - Digital	\$1,272.82	
6006	06/30/2024	Bill	2024-024214	Madden Media	Google Display Remarketing	6012	6000 Sales and Marketing Expense:6010 Advertising:6012 Advertising - Digital	\$1,007.19	
6006	06/30/2024	Bill	2024-024214	Madden Media	Meta Ads Prospecting	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$1,174.96	
6006	06/30/2024	Bill	2024-024214	Madden Media	Meta Video Distribution	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$1,145.74	
6006	06/30/2024	Bill	2024-024214	Madden Media	Expedia	6012	6000 Sales and Marketing Expense:6010 Advertising:6012 Advertising - Digital	\$2,500.00	
6006	06/30/2024	Bill	2024-024214	Madden Media	Print Media - Adventure Guide	6320	6000 Sales and Marketing Expense:6320 Printing	\$29,650.00	
<b>Total for 6006</b>								<b>\$43,836.42</b>	<b>\$43,836.42</b>
6076									
6076	06/30/2024	Expense	CEAFDAA5945D9E891B3CB	BILL.COM	Nichole Farley   Bill.com   7330 - Accounting Services	2105	2105 Divvy - Nichole #1688		\$339.00
6076	06/30/2024	Expense	CEAFDAA5945D9E891B3CB	BILL.COM	Nichole Farley   Bill.com   7330 - Accounting Services	7330	7000 Administration:7330 Professional fees - Accounting	\$339.00	
<b>Total for 6076</b>								<b>\$339.00</b>	<b>\$339.00</b>
6077									
6077	06/30/2024	Expense	86722F7F4EBFE30B93FDF	ERACTOLL	Nichole Farley   Eractoll   6034 - Conferences - DMAWest	2105	2105 Divvy - Nichole #1688		\$14.15
6077	06/30/2024	Expense	86722F7F4EBFE30B93FDF	ERACTOLL	Nichole Farley   Eractoll   6034 - Conferences - DMAWest	6034	6000 Sales and Marketing Expense:6030 Conferences:6034 DMA West	\$14.15	
<b>Total for 6077</b>								<b>\$14.15</b>	<b>\$14.15</b>
6078									
6078	06/30/2024	Expense	91F1145F4C0813D079E49	Facebook	Ashley Baer   Facebook   6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688		\$687.46
6078	06/30/2024	Expense	91F1145F4C0813D079E49	Facebook	Ashley Baer   Facebook   6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$687.46	
<b>Total for 6078</b>								<b>\$687.46</b>	<b>\$687.46</b>
6079									
6079	06/30/2024	Deposit				1030	1030 GVB Savings #7251	\$615.09	
6079	06/30/2024	Deposit				4810	4800 Other Types of Income:4810 Interest Income		\$615.09
<b>Total for 6079</b>								<b>\$615.09</b>	<b>\$615.09</b>
6080									
6080	06/30/2024	Deposit				1020	1020 GVB Airport #7196	\$4.10	
6080	06/30/2024	Deposit				4810	4800 Other Types of Income:4810 Interest Income		\$4.10
<b>Total for 6080</b>								<b>\$4.10</b>	<b>\$4.10</b>
6097									
6097	06/30/2024	Journal Entry	CFO_Prepaid_June24		To recognize June Deferred revenue	2500	2500 Deferred Revenue	\$3,333.33	
6097	06/30/2024	Journal Entry	CFO_Prepaid_June24		To recognize To Travel and Tourism Marketing Services - April - June 2024 - Website Administration (GL - 4820-05)	4820	4800 Other Types of Income:4820 City of Chico - Microfunding		\$200.00
6097	06/30/2024	Journal Entry	CFO_Prepaid_June24		TOr To Travel and Tourism Marketing Services - April - June 2024 - Travel Chico Guide - Deposit for Guide Development (GL - 4820-05)	4820	4800 Other Types of Income:4820 City of Chico - Microfunding		\$3,133.33
<b>Total for 6097</b>								<b>\$3,333.33</b>	<b>\$3,333.33</b>
6098									
6098	06/30/2024	Journal Entry	CFO_June24		To record depreciation expense for June 2024	7045	7000 Administration:7045 Depreciation expense	\$2,455.54	
6098	06/30/2024	Journal Entry	CFO_June24		To record depreciation expense for June 2024	1600	1600 Accumulated depreciation		\$2,455.54
<b>Total for 6098</b>								<b>\$2,455.54</b>	<b>\$2,455.54</b>
6099									
6099	06/30/2024	Journal Entry	CFO_Prepaid_June24		To expenses June 24 Crowdriff	6140	6000 Sales and Marketing Expense:6100 Marketing contracts:6140 Digital Asset Management	\$1,254.09	
6099	06/30/2024	Journal Entry	CFO_Prepaid_June24		To expenses 2024 Fees	6070	6000 Sales and Marketing Expense:6070 Dues and Memberships	\$136.00	
6099	06/30/2024	Journal Entry	CFO_Prepaid_June24		To expenses Jan to June 2024	6150	6000 Sales and Marketing Expense:6100 Marketing contracts:6150 Research & Data	\$2,083.33	
6099	06/30/2024	Journal Entry	CFO_Prepaid_June24		To expenses 2024 Fees	6015	6000 Sales and Marketing Expense:6010 Advertising:6015 Advertising - Print	\$920.84	
6099	06/30/2024	Journal Entry	CFO_Prepaid_June24		To expenses May 2024 - April	6140	6000 Sales and Marketing	\$673.21	

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
					2026		Expense:6100 Marketing contracts:6140 Digital Asset Management		
6099	06/30/2024	Journal Entry	CFO_Prepaid_June24		To expenses June 24 Prepaid	1400	1400 Prepaid Expenses		\$5,067.47
<b>Total for 6099</b>								<b>\$5,067.47</b>	<b>\$5,067.47</b>
<hr/>									
6109									
6109	06/30/2024	Invoice	000233	City of Chico - TBID Assessment		1100	1100 Accounts Receivable	\$39,068.77	
6109	06/30/2024	Invoice	000233	City of Chico - TBID Assessment	TBID Assessment	4300	4000 Program Income:4300 Chico TBID		\$39,068.77
<b>Total for 6109</b>								<b>\$39,068.77</b>	<b>\$39,068.77</b>
<hr/>									
6114									
6114	06/30/2024	Journal Entry	CFO_PR_June302024		To Accrue the payroll for the period 06/16/2024 to 06/29/2024	6410	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6410 Staffing - Marketing Payroll	\$8,937.67	
6114	06/30/2024	Journal Entry	CFO_PR_June302024		To Accrue the payroll for the period 06/16/2024 to 06/29/2024	7410	7000 Administration:7400 Staffing - Admin (10%):7410 Staffing - Admin Payroll	\$993.07	
6114	06/30/2024	Journal Entry	CFO_PR_June302024			2200	2200 Accrued Payroll		\$9,930.74
<b>Total for 6114</b>								<b>\$9,930.74</b>	<b>\$9,930.74</b>
<hr/>									
6129									
6129	06/30/2024	Invoice	000234	City of Gridley - TBID Assessment		1100	1100 Accounts Receivable	\$7,744.59	
6129	06/30/2024	Invoice	000234	City of Gridley - TBID Assessment	TBID Assessment- 1/24-3/24	4350	4000 Program Income:4350 Gridley TBID		\$5,227.85
6129	06/30/2024	Invoice	000234	City of Gridley - TBID Assessment	TBID Assessment-- 4/1-6/30/24	4350	4000 Program Income:4350 Gridley TBID		\$2,516.74
<b>Total for 6129</b>								<b>\$7,744.59</b>	<b>\$7,744.59</b>
<hr/>									
6131									
6131	06/30/2024	Invoice	000236	City of Chico - TBID Assessment		1100	1100 Accounts Receivable	\$21,444.03	
6131	06/30/2024	Invoice	000236	City of Chico - TBID Assessment	TBID Assessment	4300	4000 Program Income:4300 Chico TBID		\$21,444.03
<b>Total for 6131</b>								<b>\$21,444.03</b>	<b>\$21,444.03</b>
								<b>\$358,156.64</b>	<b>\$358,156.64</b>



# Financial Statements

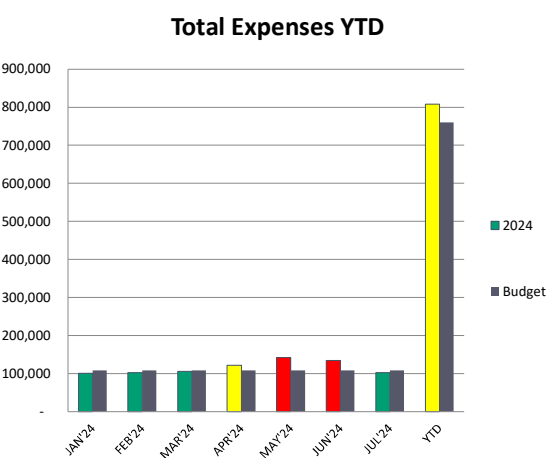
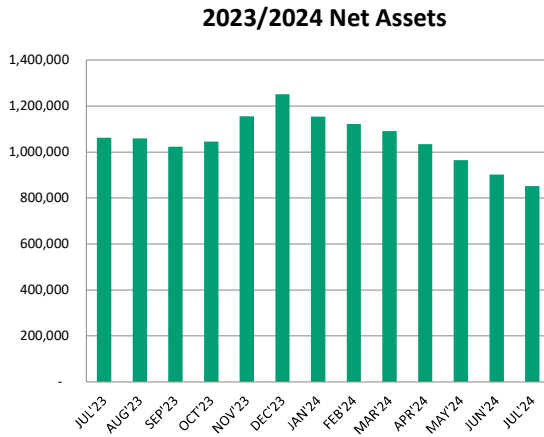
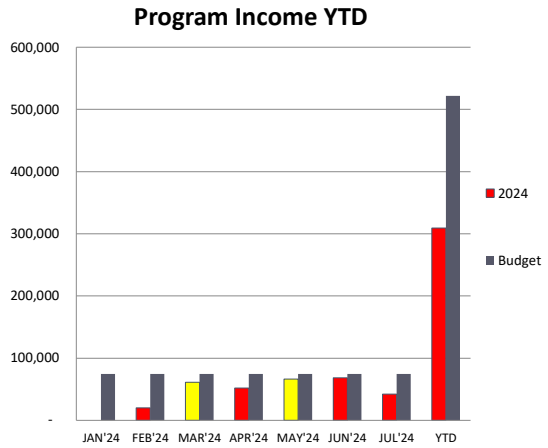
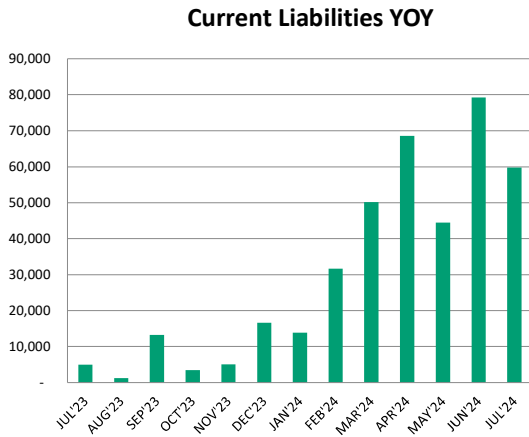
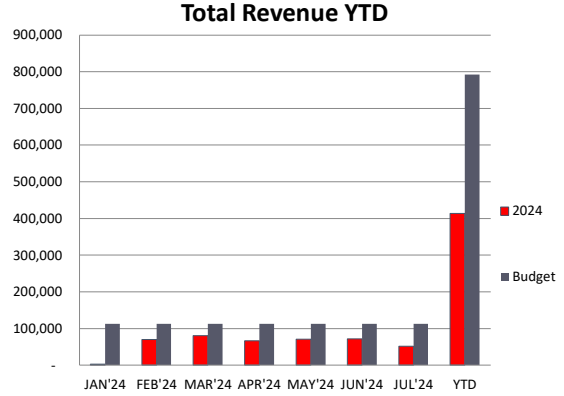
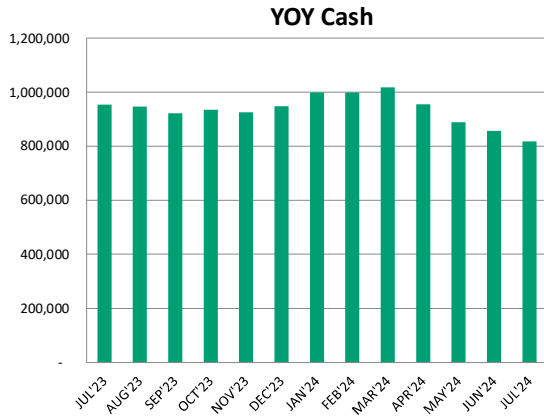
For the period ending YTD July 31st, 2024

Index:

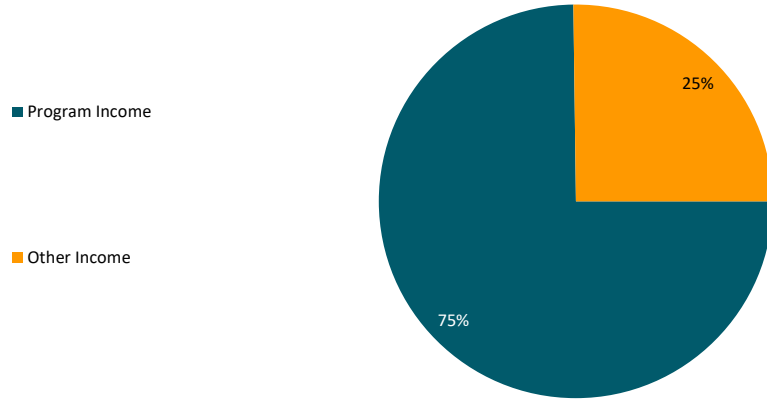
Page 1 -2	Dashboards
Page 3	Balance Sheet
Page 4	Balance Sheet Ratios
Page 5	Year to Date Statement of Activities
Page 6	Statement of Activities by Class

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

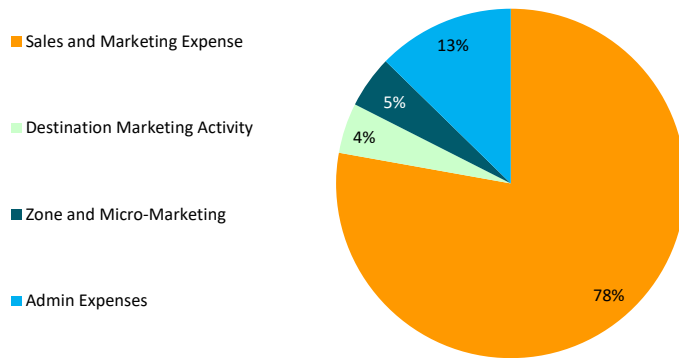
Color Code	
	Significant Underperformance
	Slight Underperformance
	Good Performance



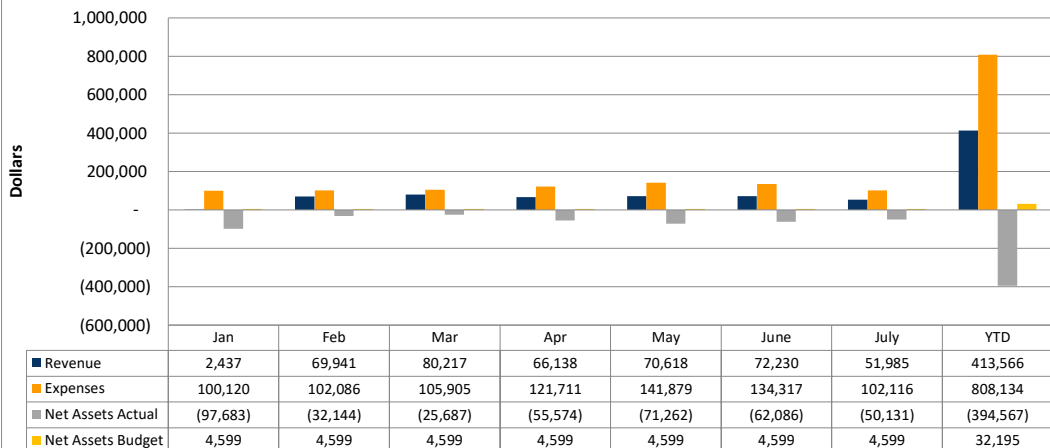
### Summary of Revenues



### Summary of Expenses



### YTD Operating Performance



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

	July 2024 \$	July 2023 \$	Variance Inc/(Dec) \$	Variance Inc/(Dec) %
<b>ASSETS</b>				
<b>Current Assets</b>				
Cash				
Checking	292,809	953,016	(660,207)	(69.3%)
Savings	504,581	-	504,581	100.0%
Money Market	20,031	-	20,031	100.0%
<b>Total Cash</b>	<b>817,421</b>	<b>953,016</b>	<b>(135,595)</b>	<b>(14.2%)</b>
Accounts Receivable	80,733	-	80,733	100.0%
<b>Other Assets</b>				
Prepaid Expenses	6,834	-	6,834	100.0%
	<b>6,834</b>	<b>-</b>	<b>6,834</b>	<b>100.0%</b>
<b>Total Current Assets</b>	<b>904,988</b>	<b>953,016</b>	<b>(48,028)</b>	<b>(5.0%)</b>
<b>Fixed Assets</b>				
Furniture And Equipment	19,636	19,636	-	-
Vehicle	137,837	137,837	-	-
Less Accumulated Depreciation	(91,208)	(43,328)	(47,880)	(110.5%)
<b>Total Fixed Assets</b>	<b>66,265</b>	<b>114,145</b>	<b>(47,880)</b>	<b>(41.9%)</b>
<b>TOTAL ASSETS</b>	<b>971,252</b>	<b>1,067,161</b>	<b>(95,909)</b>	<b>(9.0%)</b>
<b>LIABILITIES</b>				
<b>Current Liabilities</b>				
Accounts Payable	44,278	-	44,278	100.0%
Credit Card Payable	2,844	(166)	3,010	1,814.1%
Accrued Salaries and Wages	9,473	-	9,473	100.0%
Payroll Liabilities	3,142	5,101	(1,959)	(38.4%)
<b>Total Current Liabilities</b>	<b>59,737</b>	<b>4,935</b>	<b>54,802</b>	<b>1,110.4%</b>
Deferred Revenue	60,000	-	60,000	100.0%
<b>TOTAL LIABILITIES</b>	<b>119,737</b>	<b>4,935</b>	<b>114,802</b>	<b>2,326.1%</b>
<b>NET ASSETS</b>				
Unrestricted Net Assets	778,236	872,784	(94,548)	(10.8%)
Net Assets - Reserved	467,846	486,559	(18,713)	(3.8%)
Current Year Income	(394,567)	(297,117)	(97,450)	(32.8%)
<b>Total Net Assets</b>	<b>851,515</b>	<b>1,062,226</b>	<b>(210,711)</b>	<b>(19.8%)</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>971,252</b>	<b>1,067,161</b>	<b>(95,909)</b>	<b>(9.0%)</b>



**Explore Butte County**  
Trend Balance Sheet Ratios  
For the period ending July 31st, 2024

	<b>July 2023</b>	<b>August 2023</b>	<b>September 2023</b>	<b>October 2023</b>	<b>November 2023</b>	<b>December 2023</b>	<b>January 2024</b>	<b>February 2024</b>	<b>March 2024</b>	<b>April 2024</b>	<b>May 2024</b>	<b>June 2024</b>	<b>July 2024</b>
Cash <sup>1</sup>	211.11	176.38	166.20	139.09	243.82	249.92	279.77	279.85	285.18	267.59	248.99	239.91	229.02
Current Ratio <sup>2</sup>	10.88	18.63	14.81	6.09	184.44	60.35	78.49	34.44	20.80	15.98	23.49	11.90	15.15
Leverage <sup>3</sup>	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

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

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

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

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

	July 2024		July 2024		VARIANCE		July 2023		Jul '24 to Jul '23	
	YTD - ACTUALS		YTD - BUDGET		TO BUDGET		YTD - ACTUALS		ACTUALS VARIANCE	
	\$	%	\$	%	\$	%	\$	%	\$	%
<b>REVENUES &amp; OTHER SUPPORT:</b>										
Program Income										
Butte County	-	-	3,605	0.5%	(3,605)	(100.0%)	609	0.1%	(609)	(100.0%)
Chico	265,907	64.3%	402,558	50.8%	(136,652)	(33.9%)	282,632	60.9%	(16,726)	(5.9%)
Gridley	7,745	1.9%	4,206	0.5%	3,539	84.1%	-	-	7,745	100.0%
Oroville	27,996	6.8%	90,125	11.4%	(62,129)	(68.9%)	62,716	13.5%	(34,719)	(55.4%)
Paradise	7,762	1.9%	21,029	2.7%	(13,267)	(63.1%)	26,034	5.6%	(18,272)	(70.2%)
Sub-Total Program Income	309,410	74.8%	521,523	65.8%	(212,114)	(40.7%)	371,991	80.1%	(62,582)	(16.8%)
Other Income										
Interest Income	4,389	1.1%	58	0.0%	4,331	7,425.2%	61	0.0%	4,328	7,066.4%
Butte County - Microfunding	-	-	1,849	0.2%	(1,849)	(100.0%)	-	-	-	-
City of Chico - Microfunding	20,000	4.8%	150,430	19.0%	(130,430)	(86.7%)	50,000	10.8%	(30,000)	(60.0%)
City of Oroville - Microfunding	-	-	31,440	4.0%	(31,440)	(100.0%)	-	-	-	-
County ARPA - Wayfinding Signage	-	-	61,063	7.7%	(61,063)	(100.0%)	36,747	7.9%	(36,747)	(100.0%)
Town of Paradise - Microfunding	-	-	9,844	1.2%	(9,844)	(100.0%)	-	-	-	-
Cooperative Program Funding	15,597	3.8%	14,583	1.8%	1,013	6.9%	4,200	0.9%	11,397	271.3%
City of Gridley - Microfunding	555	0.1%	1,343	0.2%	(788)	(58.7%)	-	-	555	100.0%
Credit card points (non-cash)	-	-	-	-	-	-	690	0.1%	(690)	(100.0%)
Other Income	63,616	15.4%	-	-	63,616	100.0%	500	0.1%	63,116	12,623.1%
Sub-Total Other Income	104,157	25.2%	270,610	34.2%	(166,454)	(61.5%)	92,198	19.9%	11,959	13.0%
<b>TOTAL REVENUE</b>	<b>413,566</b>	<b>100.0%</b>	<b>792,134</b>	<b>100.0%</b>	<b>(378,567)</b>	<b>(47.8%)</b>	<b>464,189</b>	<b>100.0%</b>	<b>(50,623)</b>	<b>(10.9%)</b>
<b>PROGRAM EXPENSES:</b>										
Assessment Rate 2%										
2% Fee - Butte County	-	-	72	0.0%	(72)	(100.0%)	12	0.0%	(12)	(100.0%)
2% Fee - Chico	-	-	8,051	1.0%	(8,051)	(100.0%)	5,653	1.2%	(5,653)	(100.0%)
2% Fee - Gridley	11	0.0%	84	0.0%	(73)	(86.8%)	-	-	11	100.0%
2% Fee - Oroville	-	-	1,803	0.2%	(1,803)	(100.0%)	1,254	0.3%	(1,254)	(100.0%)
2% Fee - Paradise	-	-	421	0.1%	(421)	(100.0%)	521	0.1%	(521)	(100.0%)
Sub-total Assessment Rate 2%	11	0.0%	10,430	1.3%	(10,419)	(99.9%)	7,440	1.6%	(7,429)	(99.9%)
Sales and Marketing Expense										
Advertising	114,687	27.7%	77,583	9.8%	37,104	47.8%	178,080	38.4%	(63,392)	(35.6%)
Conferences	30,781	7.4%	17,500	2.2%	13,281	75.9%	14,785	3.2%	15,996	108.2%
Creative Services	79,578	19.2%	102,083	12.9%	(22,505)	(22.0%)	70,090	15.1%	9,489	13.5%
Dues and Memberships	4,526	1.1%	5,833	0.7%	(1,307)	(22.4%)	4,879	1.1%	(353)	(7.2%)
Marketing Contracts	107,914	26.1%	93,917	11.9%	13,997	14.9%	121,727	26.2%	(13,814)	(11.3%)
Meals	760	0.2%	1,750	0.2%	(990)	(56.6%)	129	0.0%	631	490.1%
Office Supplies	108	0.0%	263	0.0%	(155)	(58.9%)	-	-	108	100.0%
Postage	410	0.1%	1,458	0.2%	(1,048)	(71.9%)	(79)	(0.0%)	489	621.1%
Printing	53,620	13.0%	26,250	3.3%	27,370	104.3%	1,459	0.3%	52,161	3,575.1%
Public Relations	1,892	0.5%	2,917	0.4%	(1,025)	(35.1%)	1,885	0.4%	7	0.4%
Rent	34	0.0%	-	-	34	100.0%	-	-	34	100.0%
Sales and Marketing Exp. - Other	1,293	0.3%	1,167	0.1%	127	10.9%	2,779	0.6%	(1,486)	(53.5%)
Hospitality for Hospitality	815	0.2%	2,333	0.3%	(1,518)	(65.1%)	156	0.0%	659	422.3%
Sponsor/Ship Marketing	8,532	2.1%	3,500	0.4%	5,032	143.8%	522	0.1%	8,010	1,534.1%
Travel Trader& Consumer Market Show	26,464	6.4%	14,583	1.8%	11,881	81.5%	-	-	26,464	100.0%
Staff-Marketing	169,856	41.1%	194,717	24.6%	(24,861)	(12.8%)	102,394	22.1%	67,462	65.9%
Vehicle Maintenance	3,116	0.8%	2,917	0.4%	199	6.8%	1,828	0.4%	1,289	70.5%
Website	24,503	5.9%	35,000	4.4%	(10,497)	(30.0%)	5,891	1.3%	18,613	316.0%
Sub-Total Sales and Marketing Expense	628,890	152.1%	583,771	73.7%	45,119	7.7%	506,524	109.1%	122,366	24.2%
Destination Marketing Activity										
ARPA Wayfinding	36,089	8.7%	59,920	7.6%	(23,831)	(39.8%)	46,561	10.0%	(10,472)	(22.5%)
City of Chico Travel Chico Brand	-	-	-	-	-	-	88,456	19.1%	(88,456)	(100.0%)
Destination Management Plan	1,530	0.4%	-	-	1,530	100.0%	13,070	2.8%	(11,540)	(88.3%)
Butte County Film Commission	9	0.0%	-	-	9	100.0%	-	-	9	100.0%
Sub-Total Destination Marketing Activity	37,627	9.1%	59,920	7.6%	(22,293)	(37.2%)	148,087	31.9%	(110,459)	(74.6%)
Zone and Micro-Marketing										
Chico Zone/Travel Chico	14,492	3.5%	23,333	2.9%	(8,842)	(37.9%)	33,867	7.3%	(19,376)	(57.2%)
Paradise Zone	7,030	1.7%	4,083	0.5%	2,947	72.2%	-	-	7,030	100.0%
Oroville Zone	17,533	4.2%	17,500	2.2%	33	0.2%	5,200	1.1%	12,333	237.2%
Sub-Total Zone and Micro-Marketing	39,054	9.4%	44,917	5.7%	(5,862)	(13.1%)	39,067	8.4%	(13)	(0.0%)
Admin Expenses										
Advertising	-	-	-	-	-	-	72	0.0%	(72)	(100.0%)
Bank fees	40	0.0%	292	0.0%	(252)	(86.3%)	223	0.0%	(183)	(82.1%)
Conference, Convention, Meeting	999	0.2%	4,375	0.6%	(3,376)	(77.2%)	2,933	0.6%	(1,934)	(65.9%)
Contract services	-	-	-	-	-	-	1,300	0.3%	(1,300)	(100.0%)
Depreciation	17,217	4.2%	-	-	17,217	100.0%	-	-	17,217	100.0%
Education	-	-	-	-	-	-	69	0.0%	(69)	(100.0%)
Filing fees/taxes	387	0.1%	350	0.0%	37	10.5%	-	-	387	100.0%
General Administration	3,888	0.9%	1,750	0.2%	2,138	122.2%	673	0.1%	3,215	477.8%
Insurance	2,885	0.7%	2,917	0.4%	(31)	(1.1%)	1,969	0.4%	916	46.5%
Interest expense	2	0.0%	-	-	2	100.0%	133	0.0%	(131)	(98.5%)
Meals	515	0.1%	583	0.1%	(69)	(11.8%)	871	0.2%	(356)	(40.9%)
Membership dues	-	-	700	0.1%	(700)	(100.0%)	2,100	0.5%	(2,100)	(100.0%)
Miscellaneous	-	-	-	-	-	-	(45)	(0.0%)	45	100.0%
Office supplies	6,444	1.6%	2,333	0.3%	4,111	176.2%	5,292	1.1%	1,152	21.8%
Postage	133	0.0%	321	0.0%	(188)	(58.4%)	481	0.1%	(348)	(72.3%)
Printing and Copying	50	0.0%	583	0.1%	(533)	(91.4%)	399	0.1%	(349)	(87.5%)
Professional fees - Accounting	35,705	8.6%	17,500	2.2%	18,205	104.0%	9,208	2.0%	26,497	287.8%
Professional fees - Legal	6,796	1.6%	1,750	0.2%	5,046	288.4%	-	-	6,796	100.0%
Professional fees - Human Resources	38	0.0%	4,375	0.6%	(4,337)	(99.1%)	-	-	38	100.0%
Rent/ Office Space	4,409	1.1%	4,667	0.6%	(257)	(5.5%)	4,809	1.0%	(399)	(8.3%)
401k Administration	625	0.2%	292	0.0%	333	114.2%	1,000	0.2%	(375)	(37.5%)
Staffing - Admin	18,810	4.5%	11,871	1.5%	6,940	58.5%	21,144	4.6%	(2,333)	(11.0%)
Subscriptions	1,075	0.3%	700	0.1%	375	53.6%	1,277	0.3%	(202)	(15.8%)
Telephone, Telecommunications	1,076	0.3%	2,042	0.3%	(965)	(47.3%)	2,641	0.6%	(1,565)	(59.3%)
Travel	1,456	0.4%	2,042	0.3%	(586)	(28.7%)	3,459	0.7%	(2,003)	(57.9%)
Admin Expense- Other	-	-	1,458	0.2%	(1,458)	(100.0%)	181	0.0%	(181)	(100.0%)
Sub-Total Admin Expenses	102,551	24.8%	60,900	7.7%	41,651	68.4%	60,188	13.0%	42,362	70.4%
<b>TOTAL PROGRAM EXPENSES</b>	<b>808,134</b>	<b>195.4%</b>	<b>759,939</b>	<b>95.9%</b>	<b>48,195</b>	<b>6.3%</b>	<b>761,306</b>	<b>164.0%</b>	<b>46,827</b>	<b>6.2%</b>
<b>NET INCOME/(NET LOSS)</b>	<b>\$(394,567)</b>	<b>(95.4%)</b>	<b>\$ 32,195</b>	<b>4.1%</b>	<b>\$(426,762)</b>	<b>(1,325.5%)</b>	<b>\$(297,117)</b>	<b>(64.0%)</b>	<b>\$(97,450)</b>	<b>(32.8%)</b>

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

	TBID Program	Prior Year Reserved	Cooperative	MicroFunding	Travel Chico ARPA	Wayfinding Signage - County ARPA	TOTAL
<b>REVENUES &amp; OTHER SUPPORT:</b>							
Program Income							
Chico	265,907						265,907
Gridley	7,745						7,745
Oroville	27,996						27,996
Paradise	7,762						7,762
Sub-Total Program Income	309,410	-	-	-	-	-	309,410
Other Income							
Interest Income	4,389						4,389
City of Chico - Microfunding	47		15,550		20,000		20,000
Cooperative Program Funding		555					15,597
City of Gridley - Microfunding							555
Other Income	1,416						1,416
Sub-Total Other Income	5,853	555	15,550	-	20,000	-	41,958
Services	62,199	-	-	-	-	-	62,199
<b>TOTAL REVENUE</b>	<b>377,461</b>	<b>555</b>	<b>15,550</b>	<b>-</b>	<b>20,000</b>	<b>-</b>	<b>413,566</b>
<b>PROGRAM EXPENSES:</b>							
Assessment Rate 2%							
2% Fee - Gridley		11					11
Sub-total Assessment Rate 2%	-	11	-	-	-	-	11
Sales and Marketing Expense							
Advertising	114,687						114,687
Conferences	30,781						30,781
Creative Services	55,047	15,816			8,715		79,578
Dues and Memberships	4,526						4,526
Marketing Contracts	84,164	23,000			750		107,914
Meals	760						760
Office Supplies	108						108
Postage	410						410
Printing	6,716	29,650			17,254		53,620
Public Relations	1,892						1,892
Rent	34						34
Sales and Marketing Exp. - Other	1,293						1,293
Hospitality for Hospitality	815						815
SponsorShip Marketing	8,032	500					8,532
Travel Trader& Consumer Market Show	22,066	4,399					26,464
Staff-Marketing	169,856						169,856
Vehicle Maintenance	3,116						3,116
Website	23,903				600		24,503
Sub-Total Sales and Marketing Expense	528,207	73,365	-	-	27,318	-	628,890
Destination Marketing Activity							
ARPA Wayfinding						36,089	36,089
Desitination Management Plan		1,530					1,530
Butte County Film Commision	9	-					9
Sub-Total Destination Marketing Activity	9	1,530	-	-	-	36,089	37,627
Zone and Micro-Marketing							
Chico Zone/Travel Chico	234				14,258		14,492
Paradise Zone				7,030			7,030
Oroville Zone	22			17,511			17,533
Sub-Total Zone and Micro-Marketing	255	-	-	24,541	14,258	-	39,054
Admin Expenses							
Bank fees	40						40
Conference, Convention, Meeting	999						999
Depreciation	17,217						17,217
Filing fees/ taxes	387						387
General Administration	3,888						3,888
Insurance	2,885						2,885
Interest expense	2						2
Meals	515						515
Office supplies	6,444						6,444
Postage	133						133
Printing and Copying	50						50
Professional fees - Accounting	35,705						35,705
Professional fees - Legal	6,796						6,796
Professional fees - Human Resources	38						38
Rent/ Office Space	4,409						4,409
401k Administration	625						625
Staffing - Admin	18,810						18,810
Subscriptions	1,075						1,075
Telephone, Telecommunications	1,076						1,076
Travel	1,456						1,456
Sub-Total Admin Expenses	102,551			-	-	-	102,551
<b>TOTAL PROGRAM EXPENSES</b>	<b>631,022</b>	<b>74,906</b>	<b>-</b>	<b>24,541</b>	<b>41,576</b>	<b>36,089</b>	<b>808,134</b>
<b>NET INCOME/(NET LOSS)</b>	<b>\$(253,560)</b>	<b>\$(74,351)</b>	<b>\$ 15,550</b>	<b>\$(24,541)</b>	<b>\$(21,576)</b>	<b>\$(36,089)</b>	<b>\$(394,567)</b>

# Explore Butte County

Journal  
July 1-31, 2024

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
6089	07/01/2024	Bill		Butte County Association of Government	Explore Butte County Rent	20000	20000 Accounts Payable		\$550.00
6089	07/01/2024	Bill		Butte County Association of Government	Explore Butte County July Rent	7360	7000 Administration:7360 Rent/Office Space	\$550.00	
<b>Total for 6089</b>								<b>\$550.00</b>	<b>\$550.00</b>
6104	07/01/2024	Bill	732	Watershed Media LLC	July 2024 Multimedia Content Creation	20000	20000 Accounts Payable		\$2,500.00
6104	07/01/2024	Bill	732	Watershed Media LLC	July 2024 Multimedia Content Creation	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	\$2,500.00	
<b>Total for 6104</b>								<b>\$2,500.00</b>	<b>\$2,500.00</b>
6148	07/01/2024	Expense	35D3F855FFE7E77F4A5B1	CRAFT	Nichole Farley   Craft   6710 - EBC Website	2105	2105 Divvy - Nichole #1688		\$177.00
6148	07/01/2024	Expense	35D3F855FFE7E77F4A5B1	CRAFT	Nichole Farley   Craft   6710 - EBC Website	6710	6000 Sales and Marketing Expense:6700 Website:6710 Explore Butte County Website	\$177.00	
<b>Total for 6148</b>								<b>\$177.00</b>	<b>\$177.00</b>
6149	07/01/2024	Expense	062A1241ABDC4C4114F2B	GOOGLE WORKSPACE	Nichole Farley   Google Workspace   6710 - EBC Website	2105	2105 Divvy - Nichole #1688		\$129.60
6149	07/01/2024	Expense	062A1241ABDC4C4114F2B	GOOGLE WORKSPACE	Nichole Farley   Google Workspace   6710 - EBC Website	6710	6000 Sales and Marketing Expense:6700 Website:6710 Explore Butte County Website	\$129.60	
<b>Total for 6149</b>								<b>\$129.60</b>	<b>\$129.60</b>
6150	07/01/2024	Expense	DEEB45831C199793D9B74	LANGLERS.COM	Nichole Farley   Langlers.com   6720 - TC Website	2105	2105 Divvy - Nichole #1688		\$200.00
6150	07/01/2024	Expense	DEEB45831C199793D9B74	LANGLERS.COM	Nichole Farley   Langlers.com   6720 - TC Website	6720	6000 Sales and Marketing Expense:6700 Website:6720 Travel Chico Website	\$200.00	
<b>Total for 6150</b>								<b>\$200.00</b>	<b>\$200.00</b>
6151	07/01/2024	Expense	9518082F6481DC2E94FE6	LANGLERS.COM	Nichole Farley   Langlers.com   6710 - EBC Website	2105	2105 Divvy - Nichole #1688		\$1,200.00
6151	07/01/2024	Expense	9518082F6481DC2E94FE6	LANGLERS.COM	Nichole Farley   Langlers.com   6710 - EBC Website	6710	6000 Sales and Marketing Expense:6700 Website:6710 Explore Butte County Website	\$1,200.00	
<b>Total for 6151</b>								<b>\$1,200.00</b>	<b>\$1,200.00</b>
6152	07/01/2024	Expense	FA813A7DD2C040E6C9DF7	GOOGLE ADS	Alaina Macarthy   Google Ads   6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688		\$199.57
6152	07/01/2024	Expense	FA813A7DD2C040E6C9DF7	GOOGLE ADS	Alaina Macarthy   Google Ads   6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$199.57	
<b>Total for 6152</b>								<b>\$199.57</b>	<b>\$199.57</b>
6153	07/01/2024	Expense	FC313F2C4B9D33A5EDD96	GOOGLE ADS	Ashley Baer   Google Ads   6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688		\$397.16
6153	07/01/2024	Expense	FC313F2C4B9D33A5EDD96	GOOGLE ADS	Ashley Baer   Google Ads   6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$397.16	
<b>Total for 6153</b>								<b>\$397.16</b>	<b>\$397.16</b>
6221	07/01/2024	Bill		CFO by Design	July 2024 Services	20000	20000 Accounts Payable		\$1,250.00
6221	07/01/2024	Bill		CFO by Design	July 2024 Services	7330	7000 Administration:7330 Professional fees - Accounting	\$1,250.00	
<b>Total for 6221</b>								<b>\$1,250.00</b>	<b>\$1,250.00</b>
6232	07/01/2024	Journal Entry	CFO_PR_June302024R		To Accrue the payroll for the period 06/16/2024 to 06/29/2024	6410	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6410 Staffing - Marketing Payroll		\$8,937.67
6232	07/01/2024	Journal Entry	CFO_PR_June302024R		To Accrue the payroll for the period 06/16/2024 to 06/29/2024	7410	7000 Administration:7400 Staffing - Admin (10%):7410 Staffing - Admin Payroll		\$993.07
6232	07/01/2024	Journal Entry	CFO_PR_June302024R			2200	2200 Accrued Payroll	\$9,930.74	
<b>Total for 6232</b>								<b>\$9,930.74</b>	<b>\$9,930.74</b>
6154	07/02/2024	Expense	EDAC952CB514A28DC83D5	TIKTOK PROMOTE	Ashley Baer   Tiktok Promote   6051 - Creative Services - Video & Photography	2105	2105 Divvy - Nichole #1688		\$140.00
6154	07/02/2024	Expense	EDAC952CB514A28DC83D5	TIKTOK PROMOTE	Ashley Baer   Tiktok Promote   6051 - Creative Services - Video & Photography	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	\$140.00	
<b>Total for 6154</b>								<b>\$140.00</b>	<b>\$140.00</b>
6155	07/02/2024	Expense	809A79691D58FD0B4E883	Cloudflare	Nichole Farley   Cloudflare   6710 - EBC Website	2105	2105 Divvy - Nichole #1688		\$9.77
6155	07/02/2024	Expense	809A79691D58FD0B4E883	Cloudflare	Nichole Farley   Cloudflare   6710 - EBC Website	6710	6000 Sales and Marketing Expense:6700 Website:6710 Explore Butte County Website	\$9.77	
<b>Total for 6155</b>								<b>\$9.77</b>	<b>\$9.77</b>
6156	07/02/2024	Expense	55F4004C5F29FEE97E8C7	Cloudflare	Nichole Farley   Cloudflare	2105	2105 Divvy - Nichole #1688		\$9.77

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
6156	07/02/2024	Expense	55F4004C5F29FEE97E8C7	Cloudflare	6710 - EBC Website Nichole Farley   Cloudflare   6710 - EBC Website	6710	6000 Sales and Marketing Expense:6700 Website:6710 Explore Butte County Website	\$9.77	
<b>Total for 6156</b>								<b>\$9.77</b>	<b>\$9.77</b>
6157	07/02/2024	Expense	9926EA72540A5881161C3	Cloudflare	Nichole Farley   Cloudflare   6710 - EBC Website	2105	2105 Divvy - Nichole #1688		\$9.77
6157	07/02/2024	Expense	9926EA72540A5881161C3	Cloudflare	Nichole Farley   Cloudflare   6710 - EBC Website	6710	6000 Sales and Marketing Expense:6700 Website:6710 Explore Butte County Website	\$9.77	
<b>Total for 6157</b>								<b>\$9.77</b>	<b>\$9.77</b>
6158	07/02/2024	Expense	2307FFEFAF8D4A3ECCB8D	Cloudflare	Nichole Farley   Cloudflare   6710 - EBC Website	2105	2105 Divvy - Nichole #1688		\$9.77
6158	07/02/2024	Expense	2307FFEFAF8D4A3ECCB8D	Cloudflare	Nichole Farley   Cloudflare   6710 - EBC Website	6710	6000 Sales and Marketing Expense:6700 Website:6710 Explore Butte County Website	\$9.77	
<b>Total for 6158</b>								<b>\$9.77</b>	<b>\$9.77</b>
6159	07/02/2024	Expense	417C52D849379790686F5	Cloudflare	Nichole Farley   Cloudflare   6710 - EBC Website	2105	2105 Divvy - Nichole #1688		\$9.77
6159	07/02/2024	Expense	417C52D849379790686F5	Cloudflare	Nichole Farley   Cloudflare   6710 - EBC Website	6710	6000 Sales and Marketing Expense:6700 Website:6710 Explore Butte County Website	\$9.77	
<b>Total for 6159</b>								<b>\$9.77</b>	<b>\$9.77</b>
6160	07/02/2024	Expense	A79DF36173B9A38E19CC0	SMARTSTOP	Nichole Farley   SmartStop   7360 - Admin Rent   Storage Unit	2105	2105 Divvy - Nichole #1688		\$182.00
6160	07/02/2024	Expense	A79DF36173B9A38E19CC0	SMARTSTOP	Nichole Farley   SmartStop   7360 - Admin Rent   Storage Unit	7360	7000 Administration:7360 Rent/ Office Space	\$182.00	
<b>Total for 6160</b>								<b>\$182.00</b>	<b>\$182.00</b>
6161	07/02/2024	Expense	1EAFBF95EFFCA33A3C4F	Facebook	Alaina Macarthy   Facebook   6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688		\$239.94
6161	07/02/2024	Expense	1EAFBF95EFFCA33A3C4F	Facebook	Alaina Macarthy   Facebook   6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$239.94	
<b>Total for 6161</b>								<b>\$239.94</b>	<b>\$239.94</b>
6229	07/02/2024	Expense		Divvy	DDA ACH WITHDRAWAL - EWALLET - DIVVYP Divvy Cred Explore Butte County	1010	1010 GVB Checking #7188		\$6,687.41
6229	07/02/2024	Expense		Divvy	DDA ACH WITHDRAWAL - EWALLET - DIVVYP Divvy Cred Explore Butte County	2105	2105 Divvy - Nichole #1688	\$6,687.41	
<b>Total for 6229</b>								<b>\$6,687.41</b>	<b>\$6,687.41</b>
6162	07/03/2024	Expense	046271343B5B0D64B20B6	ADOBE	Ashley Baer   Adobe   6051 - Creative Services - Video & Photography	2105	2105 Divvy - Nichole #1688		\$9.99
6162	07/03/2024	Expense	046271343B5B0D64B20B6	ADOBE	Ashley Baer   Adobe   6051 - Creative Services - Video & Photography	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	\$9.99	
<b>Total for 6162</b>								<b>\$9.99</b>	<b>\$9.99</b>
6223	07/03/2024	Expense		Humana, Inc.	DDA ACH WITHDRAWAL - HUMANA, INC. INS PYMT 153372EXPLORE BU	1010	1010 GVB Checking #7188		\$147.09
6223	07/03/2024	Expense		Humana, Inc.	DDA ACH WITHDRAWAL - HUMANA, INC. INS PYMT 153372EXPLORE BU	6440	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance	\$132.38	
6223	07/03/2024	Expense		Humana, Inc.	DDA ACH WITHDRAWAL - HUMANA, INC. INS PYMT 153372EXPLORE BU	7440	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance	\$14.71	
<b>Total for 6223</b>								<b>\$147.09</b>	<b>\$147.09</b>
6235	07/03/2024	Journal Entry	07032024		Payroll for the period 06/16/2024 to 06/29/2024	6410	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6410 Staffing - Marketing Payroll	\$8,937.67	
6235	07/03/2024	Journal Entry	07032024		Payroll for the period 06/16/2024 to 06/29/2024	7410	7000 Administration:7400 Staffing - Admin (10%):7410 Staffing - Admin Payroll	\$993.07	
6235	07/03/2024	Journal Entry	07032024		Payroll for the period 06/16/2024 to 06/29/2024	6420	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6420 Staffing - Payroll Taxes - Mktg	\$677.44	
6235	07/03/2024	Journal Entry	07032024		Payroll for the period 06/16/2024 to 06/29/2024	7420	7000 Administration:7400 Staffing - Admin (10%):7420 Payroll Taxes - Admin	\$75.27	
6235	07/03/2024	Journal Entry	07032024		Payroll for the period 06/16/2024 to 06/29/2024	6450	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6450 401k	\$355.02	
6235	07/03/2024	Journal Entry	07032024		Payroll for the period 06/16/2024 to 06/29/2024	7450	7000 Administration:7400 Staffing - Admin (10%):7450 401K	\$39.45	
6235	07/03/2024	Journal Entry	07032024		Payroll for the period 06/16/2024 to 06/29/2024	6430	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6430 Workers Comp Insurance	\$749.00	
6235	07/03/2024	Journal Entry	07032024		Payroll for the period 06/16/2024 to 06/29/2024	7430	7000 Administration:7400 Staffing - Admin (10%):7430 Workers Comp Insurance	\$83.22	
6235	07/03/2024	Journal Entry	07032024		Payroll for the period 06/16/2024 to 06/29/2024	7070	7000 Administration:7070 General Administration	\$230.77	
6235	07/03/2024	Journal Entry	07032024		Payroll for the period 06/16/2024 to 06/29/2024	2410	2410 Retirement plan liability		\$1,554.07

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
6235	07/03/2024	Journal Entry	07032024		Payroll for the period 06/16/2024 to 06/29/2024	2400	2400 Payroll Liabilities		\$854.40
6235	07/03/2024	Journal Entry	07032024			1010	1010 GVB Checking #7188		\$9,732.44
<b>Total for 6235</b>								<b>\$12,140.91</b>	<b>\$12,140.91</b>
6248									
6248	07/03/2024	Journal Entry	07032024		To remove the liability	2400	2400 Payroll Liabilities	\$854.40	
6248	07/03/2024	Journal Entry	07032024		To remove the liability	6440	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance		\$768.96
6248	07/03/2024	Journal Entry	07032024		To remove the liability	7440	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance		\$85.44
<b>Total for 6248</b>								<b>\$854.40</b>	<b>\$854.40</b>
6163									
6163	07/04/2024	Expense	8121834734FF4FFFF9D94	DESTINATION MARKETING ASS	Ashley Baer   Destination Marketing Ass   6033 - Conferences - Destination International Education Summits	2105	2105 Divvy - Nichole #1688		\$1,695.00
6163	07/04/2024	Expense	8121834734FF4FFFF9D94	DESTINATION MARKETING ASS	Ashley Baer   Destination Marketing Ass   6033 - Conferences - Destination International Education Summits	6033	6000 Sales and Marketing Expense:6030 Conferences:6033 Dest. Internation Summit	\$1,695.00	
<b>Total for 6163</b>								<b>\$1,695.00</b>	<b>\$1,695.00</b>
6164									
6164	07/04/2024	Expense	2D6D0FF0704A3CC1F5F0A	ADOBE	Nichole Farley   Adobe   6054 - Creative Services - Other   Adobe Subscription	2105	2105 Divvy - Nichole #1688		\$59.99
6164	07/04/2024	Expense	2D6D0FF0704A3CC1F5F0A	ADOBE	Nichole Farley   Adobe   6054 - Creative Services - Other   Adobe Subscription	6054	6000 Sales and Marketing Expense:6050 Creative Services:6054 Creative - Other	\$59.99	
<b>Total for 6164</b>								<b>\$59.99</b>	<b>\$59.99</b>
6165									
6165	07/05/2024	Expense	E9760EF807995F9EFA8C5	ERACTOLL	Nichole Farley   Eractoll   6034 - Conferences - DMAWest	2105	2105 Divvy - Nichole #1688		\$14.15
6165	07/05/2024	Expense	E9760EF807995F9EFA8C5	ERACTOLL	Nichole Farley   Eractoll   6034 - Conferences - DMAWest	6034	6000 Sales and Marketing Expense:6030 Conferences:6034 DMA West	\$14.15	
<b>Total for 6165</b>								<b>\$14.15</b>	<b>\$14.15</b>
6166									
6166	07/07/2024	Expense	A231FB45F7D1ED1A11742	OTTER.AI	Nichole Farley   Otter.ai   7500 - Admin Subscriptions	2105	2105 Divvy - Nichole #1688		\$120.00
6166	07/07/2024	Expense	A231FB45F7D1ED1A11742	OTTER.AI	Nichole Farley   Otter.ai   7500 - Admin Subscriptions	7500	7000 Administration:7500 Subscriptions	\$120.00	
<b>Total for 6166</b>								<b>\$120.00</b>	<b>\$120.00</b>
6007									
6007	07/09/2024	Invoice	000231	Discover Siskiyou		1100	1100 Accounts Receivable	\$8,000.00	
6007	07/09/2024	Invoice	000231	Discover Siskiyou	2024 IPW by USTravel - Los Angeles	4850	4800 Other Types of Income:4850 Cooperative Program Funding		\$8,000.00
<b>Total for 6007</b>								<b>\$8,000.00</b>	<b>\$8,000.00</b>
6102									
6102	07/09/2024	Bill	8881	Paradise Ridge Chamber of Commerce	Ridge Tourism Map	20000	20000 Accounts Payable		\$6,200.00
6102	07/09/2024	Bill	8881	Paradise Ridge Chamber of Commerce	Ridge Tourism Map	6920	6900 Zone Micro-Funding:6920 Paradise Zone	\$6,200.00	
<b>Total for 6102</b>								<b>\$6,200.00</b>	<b>\$6,200.00</b>
6167									
6167	07/09/2024	Expense	DACFF0FDFCE258D23EBEA	DAYCAMP COFFEE	Nichole Farley   Daycamp Coffee   Butte County Film Commission   Lost receipt	2105	2105 Divvy - Nichole #1688		\$8.58
6167	07/09/2024	Expense	DACFF0FDFCE258D23EBEA	DAYCAMP COFFEE	Nichole Farley   Daycamp Coffee   Butte County Film Commission   Lost receipt	6840	6800 Destination Management Activity:6840 Butte County Film Commision	\$8.58	
<b>Total for 6167</b>								<b>\$8.58</b>	<b>\$8.58</b>
6168									
6168	07/09/2024	Expense	056BBFBA9EFA0111B82DD	TIKTOK PROMOTE	Ashley Baer   Tiktok Promote   6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688		\$105.00
6168	07/09/2024	Expense	056BBFBA9EFA0111B82DD	TIKTOK PROMOTE	Ashley Baer   Tiktok Promote   6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$105.00	
<b>Total for 6168</b>								<b>\$105.00</b>	<b>\$105.00</b>
6220									
6220	07/09/2024	Expense		Divvy	DDA ACH WITHDRAWAL - EWALLET - DIVVYP Divvy Cred Explore Butte County	1010	1010 GVB Checking #7188		\$4,813.25
6220	07/09/2024	Expense		Divvy	DDA ACH WITHDRAWAL - EWALLET - DIVVYP Divvy Cred Explore Butte County	2105	2105 Divvy - Nichole #1688	\$4,813.25	
<b>Total for 6220</b>								<b>\$4,813.25</b>	<b>\$4,813.25</b>
6011									
6011	07/10/2024	Expense		Betterment	ACH Payment BETTERMENT SEC TRANSFER	1010	1010 GVB Checking #7188		\$1,554.07
6011	07/10/2024	Expense		Betterment	ACH Payment BETTERMENT SEC TRANSFER	2410	2410 Retirement plan liability	\$1,554.07	
<b>Total for 6011</b>								<b>\$1,554.07</b>	<b>\$1,554.07</b>
6169									
6169	07/10/2024	Expense	5EC26254095D6879C6723	Office Depot	Cameo Calderon   Office Depot   7300 - Admin Office Supplies	2105	2105 Divvy - Nichole #1688		\$11.88
6169	07/10/2024	Expense	5EC26254095D6879C6723	Office Depot	Cameo Calderon   Office Depot   7300 - Admin Office Supplies	7300	7000 Administration:7300 Office Supplies	\$11.88	
<b>Total for 6169</b>								<b>\$11.88</b>	<b>\$11.88</b>
6170									
6170	07/10/2024	Expense	390E451AA6F667FE2FBCF	Clifton Larson Allen	Nichole Farley   Clifton Larson Allen   7330 - Accounting Services	2105	2105 Divvy - Nichole #1688		\$3,990.00

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
6170	07/10/2024	Expense	390E451AA6F667FE2FBCF	Clifton Larson Allen	Nichole Farley   Clifton Larson Allen   7330 - Accounting Services	7330	7000 Administration:7330 Professional fees - Accounting	\$3,990.00	
<b>Total for 6170</b>								<b>\$3,990.00</b>	<b>\$3,990.00</b>
6171	07/10/2024	Expense	702B4A041E0133DF43E03	Cloudflare	Nichole Farley   Cloudflare   6710 - EBC Website	2105	2105 Divvy - Nichole #1688		\$25.00
6171	07/10/2024	Expense	702B4A041E0133DF43E03	Cloudflare	Nichole Farley   Cloudflare   6710 - EBC Website	6710	6000 Sales and Marketing Expense:6700 Website:6710 Explore Butte County Website	\$25.00	
<b>Total for 6171</b>								<b>\$25.00</b>	<b>\$25.00</b>
6172	07/10/2024	Expense	2757E39ED05670855205B	Betterment	Nichole Farley   Betterment   7370 - 401K Admin	2105	2105 Divvy - Nichole #1688		\$68.45
6172	07/10/2024	Expense	2757E39ED05670855205B	Betterment	Nichole Farley   Betterment   7370 - 401K Admin	7370	7000 Administration:7370 401k Administration	\$68.45	
<b>Total for 6172</b>								<b>\$68.45</b>	<b>\$68.45</b>
6173	07/10/2024	Expense	A801954DBEFFE848EB85F	TEA BAR & FUSION CAF	Ashley Baer   Tea Bar & Fusion Caf   6200 - Meals   Meeting with Nichole	2105	2105 Divvy - Nichole #1688		\$21.76
6173	07/10/2024	Expense	A801954DBEFFE848EB85F	TEA BAR & FUSION CAF	Ashley Baer   Tea Bar & Fusion Caf   6200 - Meals   Meeting with Nichole	6200	6000 Sales and Marketing Expense:6200 Meals	\$21.76	
<b>Total for 6173</b>								<b>\$21.76</b>	<b>\$21.76</b>
6222	07/10/2024	Bill Payment (Check)		CFO by Design		1010	1010 GVB Checking #7188		\$1,250.00
6222	07/10/2024	Bill Payment (Check)		CFO by Design		20000	20000 Accounts Payable	\$1,250.00	
<b>Total for 6222</b>								<b>\$1,250.00</b>	<b>\$1,250.00</b>
6174	07/11/2024	Expense	69A73C3CC9EF2DFF3066E	Round Table Pizza	Cameo Calderon   Round Table Pizza   6200 - Meals	2105	2105 Divvy - Nichole #1688		\$92.32
6174	07/11/2024	Expense	69A73C3CC9EF2DFF3066E	Round Table Pizza	Cameo Calderon   Round Table Pizza   6200 - Meals	6200	6000 Sales and Marketing Expense:6200 Meals	\$92.32	
<b>Total for 6174</b>								<b>\$92.32</b>	<b>\$92.32</b>
6008	07/12/2024	Bill Payment (Check)		RECOLOGY BUTTE COLUSA COUNTIES	Inv 8551002790238	1010	1010 GVB Checking #7188		\$425.28
6008	07/12/2024	Bill Payment (Check)		RECOLOGY BUTTE COLUSA COUNTIES		20000	20000 Accounts Payable	\$425.28	
<b>Total for 6008</b>								<b>\$425.28</b>	<b>\$425.28</b>
6120	07/12/2024	Bill	26451	Wilson Printing		20000	20000 Accounts Payable		\$1,764.36
6120	07/12/2024	Bill	26451	Wilson Printing		6322	6000 Sales and Marketing Expense:6320 Printing:6322 Promotional Materials	\$1,764.36	
<b>Total for 6120</b>								<b>\$1,764.36</b>	<b>\$1,764.36</b>
6175	07/12/2024	Expense	F62C07C02026D2E1E58BD	Lyft	Ashley Baer   Lyft   6032 - Conferences - Destination International Annual Convention	2105	2105 Divvy - Nichole #1688		\$34.38
6175	07/12/2024	Expense	F62C07C02026D2E1E58BD	Lyft	Ashley Baer   Lyft   6032 - Conferences - Destination International Annual Convention	6032	6000 Sales and Marketing Expense:6030 Conferences:6032 Destiation Intern. Annual Conv.	\$34.38	
<b>Total for 6175</b>								<b>\$34.38</b>	<b>\$34.38</b>
6176	07/12/2024	Expense	8FB6FCCC5E2BB660C54BC	IRON HORSE TAV	Ashley Baer   Iron Horse Tav   6032 - Conferences - Destination International Annual Convention	2105	2105 Divvy - Nichole #1688		\$25.00
6176	07/12/2024	Expense	8FB6FCCC5E2BB660C54BC	IRON HORSE TAV	Ashley Baer   Iron Horse Tav   6032 - Conferences - Destination International Annual Convention	6032	6000 Sales and Marketing Expense:6030 Conferences:6032 Destiation Intern. Annual Conv.	\$25.00	
<b>Total for 6176</b>								<b>\$25.00</b>	<b>\$25.00</b>
6177	07/12/2024	Expense	A8EF02B74CA08A902BA24	CENTRALPOINTE MARKET ST	Ashley Baer   Centralpointe Market St   6032 - Conferences - Destination International Annual Convention	2105	2105 Divvy - Nichole #1688		\$7.53
6177	07/12/2024	Expense	A8EF02B74CA08A902BA24	CENTRALPOINTE MARKET ST	Ashley Baer   Centralpointe Market St   6032 - Conferences - Destination International Annual Convention	6032	6000 Sales and Marketing Expense:6030 Conferences:6032 Destiation Intern. Annual Conv.	\$7.53	
<b>Total for 6177</b>								<b>\$7.53</b>	<b>\$7.53</b>
6178	07/13/2024	Expense	6F7430F384CE751EE8C00	CALIFORNIA ASSOCIATION FO	Cameo Calderon   California Association Fo   7030 - Admin Conference, Convention, Meetings	2105	2105 Divvy - Nichole #1688		\$85.00
6178	07/13/2024	Expense	6F7430F384CE751EE8C00	CALIFORNIA ASSOCIATION FO	Cameo Calderon   California Association Fo   7030 - Admin Conference, Convention, Meetings	7030	7000 Administration:7030 Conferences & Education	\$85.00	
<b>Total for 6178</b>								<b>\$85.00</b>	<b>\$85.00</b>
6179	07/13/2024	Expense	52710ECB19A421EFA2EC3	UBER EATS	Ashley Baer   Uber Eats   6032 - Conferences - Destination International Annual Convention	2105	2105 Divvy - Nichole #1688		\$33.16
6179	07/13/2024	Expense	52710ECB19A421EFA2EC3	UBER EATS	Ashley Baer   Uber Eats   6032 - Conferences - Destination International Annual Convention	6032	6000 Sales and Marketing Expense:6030 Conferences:6032 Destiation Intern. Annual Conv.	\$33.16	
<b>Total for 6179</b>								<b>\$33.16</b>	<b>\$33.16</b>
6180	07/13/2024	Expense	4A10B1C454B70D2AE991C	Lyft	Ashley Baer   Lyft   6032 -	2105	2105 Divvy - Nichole #1688		\$9.36

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
6180	07/13/2024	Expense	4A10B1C454B70D2AE991C	Lyft	Conferences - Destination International Annual Convention Ashley Baer   Lyft   6032 - Conferences - Destination International Annual Convention	6032	6000 Sales and Marketing Expense:6030 Conferences:6032 Destiation Intern. Annual Conv.	\$9.36	
<b>Total for 6180</b>								<b>\$9.36</b>	<b>\$9.36</b>
6181	07/13/2024	Expense	E2FF12B6F361732220A35	WESTIN TAMPA WATERSIDE	Ashley Baer   Westin Tampa Waterside   6032 - Conferences - Destination International Annual Convention	2105	2105 Divvy - Nichole #1688		\$19.35
6181	07/13/2024	Expense	E2FF12B6F361732220A35	WESTIN TAMPA WATERSIDE	Ashley Baer   Westin Tampa Waterside   6032 - Conferences - Destination International Annual Convention	6032	6000 Sales and Marketing Expense:6030 Conferences:6032 Destiation Intern. Annual Conv.	\$19.35	
<b>Total for 6181</b>								<b>\$19.35</b>	<b>\$19.35</b>
6182	07/13/2024	Expense	EF0826ADA444CD5713AE0	starbucks	Ashley Baer   Starbucks   6032 - Conferences - Destination International Annual Convention	2105	2105 Divvy - Nichole #1688		\$13.65
6182	07/13/2024	Expense	EF0826ADA444CD5713AE0	starbucks	Ashley Baer   Starbucks   6032 - Conferences - Destination International Annual Convention	6032	6000 Sales and Marketing Expense:6030 Conferences:6032 Destiation Intern. Annual Conv.	\$13.65	
<b>Total for 6182</b>								<b>\$13.65</b>	<b>\$13.65</b>
6183	07/14/2024	Expense	DB5F53E98336D77EE536A	GOOGLE FI	Ashley Baer   Google Fi   7560 - Admin Telephone, Telecommunications	2105	2105 Divvy - Nichole #1688		\$33.65
6183	07/14/2024	Expense	DB5F53E98336D77EE536A	GOOGLE FI	Ashley Baer   Google Fi   7560 - Admin Telephone, Telecommunications	7560	7000 Administration:7560 Telephone, Telecommunications	\$33.65	
<b>Total for 6183</b>								<b>\$33.65</b>	<b>\$33.65</b>
6184	07/14/2024	Expense	E89781A046BD8AA8A2279	INTUIT QUICKBOOKS	Nichole Farley   Intuit QuickBooks   7330 - Accounting Services	2105	2105 Divvy - Nichole #1688		\$45.00
6184	07/14/2024	Expense	E89781A046BD8AA8A2279	INTUIT QUICKBOOKS	Nichole Farley   Intuit QuickBooks   7330 - Accounting Services	7330	7000 Administration:7330 Professional fees - Accounting	\$45.00	
<b>Total for 6184</b>								<b>\$45.00</b>	<b>\$45.00</b>
6185	07/14/2024	Expense	7AE3EF011972DB3F38955	UBER EATS	Ashley Baer   Uber Eats   6032 - Conferences - Destination International Annual Convention	2105	2105 Divvy - Nichole #1688		\$33.62
6185	07/14/2024	Expense	7AE3EF011972DB3F38955	UBER EATS	Ashley Baer   Uber Eats   6032 - Conferences - Destination International Annual Convention	6032	6000 Sales and Marketing Expense:6030 Conferences:6032 Destiation Intern. Annual Conv.	\$33.62	
<b>Total for 6185</b>								<b>\$33.62</b>	<b>\$33.62</b>
6186	07/14/2024	Expense	E0E6EA6AC6569AEB6FE6C	WESTIN TAMPA WATERSIDE	Ashley Baer   Westin Tampa Waterside   6032 - Conferences - Destination International Annual Convention	2105	2105 Divvy - Nichole #1688		\$225.87
6186	07/14/2024	Expense	E0E6EA6AC6569AEB6FE6C	WESTIN TAMPA WATERSIDE	Ashley Baer   Westin Tampa Waterside   6032 - Conferences - Destination International Annual Convention	6032	6000 Sales and Marketing Expense:6030 Conferences:6032 Destiation Intern. Annual Conv.	\$225.87	
<b>Total for 6186</b>								<b>\$225.87</b>	<b>\$225.87</b>
6103	07/15/2024	Bill	July 03, 2024	Destination Consultancy Group LLC	Final Payment: Explore Butte County Brand Research Analysis & Report	20000	20000 Accounts Payable		\$5,000.00
6103	07/15/2024	Bill	July 03, 2024	Destination Consultancy Group LLC	Final Payment: Explore Butte County Brand Research Analysis & Report	6150	6000 Sales and Marketing Expense:6100 Marketing contracts:6150 Research & Data	\$5,000.00	
<b>Total for 6103</b>								<b>\$5,000.00</b>	<b>\$5,000.00</b>
6135	07/15/2024	Bill	24-25MEM-809010	SHASTA CASCADE WONDERLAND ASSOCIATION	Co-Op Digital Advertising - Visit California e-newsletter	20000	20000 Accounts Payable		\$3,000.00
6135	07/15/2024	Bill	24-25MEM-809010	SHASTA CASCADE WONDERLAND ASSOCIATION	Co-Op Digital Advertising - Visit California e-newsletter	6015	6000 Sales and Marketing Expense:6010 Advertising:6015 Advertising - Print	\$3,000.00	
<b>Total for 6135</b>								<b>\$3,000.00</b>	<b>\$3,000.00</b>
6187	07/15/2024	Expense	FF5FAD3DC6C9D72F531B2	Marriott Hotel	Ashley Baer   Marriott Hotel   6032 - Conferences - Destination International Annual Convention	2105	2105 Divvy - Nichole #1688		\$6.45
6187	07/15/2024	Expense	FF5FAD3DC6C9D72F531B2	Marriott Hotel	Ashley Baer   Marriott Hotel   6032 - Conferences - Destination International Annual Convention	6032	6000 Sales and Marketing Expense:6030 Conferences:6032 Destiation Intern. Annual Conv.	\$6.45	
<b>Total for 6187</b>								<b>\$6.45</b>	<b>\$6.45</b>
6188	07/15/2024	Expense	E7EF25C3AAF4E0710DAB8	UBER EATS	Ashley Baer   Uber Eats   6032 - Conferences - Destination International Annual Convention	2105	2105 Divvy - Nichole #1688		\$34.64
6188	07/15/2024	Expense	E7EF25C3AAF4E0710DAB8	UBER EATS	Ashley Baer   Uber Eats   6032 - Conferences - Destination International Annual Convention	6032	6000 Sales and Marketing Expense:6030 Conferences:6032 Destiation Intern. Annual Conv.	\$34.64	
<b>Total for 6188</b>								<b>\$34.64</b>	<b>\$34.64</b>
6105									



TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
6105	07/16/2024	Bill Payment (Check)		Paradise Ridge Chamber of Commerce	Inv 8881	1010	1010 GVB Checking #7188		\$6,200.00
6105	07/16/2024	Bill Payment (Check)		Paradise Ridge Chamber of Commerce		20000	20000 Accounts Payable	\$6,200.00	
<b>Total for 6105</b>								<b>\$6,200.00</b>	<b>\$6,200.00</b>
6106	07/16/2024	Bill Payment (Check)		Destination Consultancy Group LLC	Inv July 03, 2024	1010	1010 GVB Checking #7188		\$5,000.00
6106	07/16/2024	Bill Payment (Check)		Destination Consultancy Group LLC		20000	20000 Accounts Payable	\$5,000.00	
<b>Total for 6106</b>								<b>\$5,000.00</b>	<b>\$5,000.00</b>
6110	07/16/2024	Payment	#038104	City of Chico - TBID Assessment		1010	1010 GVB Checking #7188	\$38,129.46	
6110	07/16/2024	Payment	#038104	City of Chico - TBID Assessment		1100	1100 Accounts Receivable		\$38,129.46
<b>Total for 6110</b>								<b>\$38,129.46</b>	<b>\$38,129.46</b>
6111	07/16/2024	Payment	#038113	City of Chico - TBID Assessment		1010	1010 GVB Checking #7188	\$39,068.77	
6111	07/16/2024	Payment	#038113	City of Chico - TBID Assessment		1100	1100 Accounts Receivable		\$39,068.77
<b>Total for 6111</b>								<b>\$39,068.77</b>	<b>\$39,068.77</b>
6189	07/16/2024	Expense	3AC74CD346202ABF9DB72	Marriott Hotel	Ashley Baer   Marriott Hotel   6032 - Conferences - Destination International Annual Convention	2105	2105 Divvy - Nichole #1688		\$5.38
6189	07/16/2024	Expense	3AC74CD346202ABF9DB72	Marriott Hotel	Ashley Baer   Marriott Hotel   6032 - Conferences - Destination International Annual Convention	6032	6000 Sales and Marketing Expense:6030 Conferences:6032 Destiation Intern. Annual Conv.	\$5.38	
<b>Total for 6189</b>								<b>\$5.38</b>	<b>\$5.38</b>
6190	07/16/2024	Expense	407FC8DE06DA5429CF6B7	TIKTOK PROMOTE	Alaina Macarthy   Tiktok Promote   6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688		\$150.00
6190	07/16/2024	Expense	407FC8DE06DA5429CF6B7	TIKTOK PROMOTE	Alaina Macarthy   Tiktok Promote   6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$150.00	
<b>Total for 6190</b>								<b>\$150.00</b>	<b>\$150.00</b>
6191	07/16/2024	Expense	6535FB1F01A1629DDB3AD	Lyft	Ashley Baer   Lyft   6032 - Conferences - Destination International Annual Convention	2105	2105 Divvy - Nichole #1688		\$10.90
6191	07/16/2024	Expense	6535FB1F01A1629DDB3AD	Lyft	Ashley Baer   Lyft   6032 - Conferences - Destination International Annual Convention	6032	6000 Sales and Marketing Expense:6030 Conferences:6032 Destiation Intern. Annual Conv.	\$10.90	
<b>Total for 6191</b>								<b>\$10.90</b>	<b>\$10.90</b>
6192	07/16/2024	Expense	44926D2E017EF238BF4F8	THAIMERICAN RESTAURANT	Ashley Baer   ThaimERICAN Restaurant   6032 - Conferences - Destination International Annual Convention	2105	2105 Divvy - Nichole #1688		\$32.00
6192	07/16/2024	Expense	44926D2E017EF238BF4F8	THAIMERICAN RESTAURANT	Ashley Baer   ThaimERICAN Restaurant   6032 - Conferences - Destination International Annual Convention	6032	6000 Sales and Marketing Expense:6030 Conferences:6032 Destiation Intern. Annual Conv.	\$32.00	
<b>Total for 6192</b>								<b>\$32.00</b>	<b>\$32.00</b>
6193	07/16/2024	Expense	CAA2F6A31B72EAF439BB	TIKTOK PROMOTE	Ashley Baer   Tiktok Promote   6051 - Creative Services - Video & Photography	2105	2105 Divvy - Nichole #1688		\$140.00
6193	07/16/2024	Expense	CAA2F6A31B72EAF439BB	TIKTOK PROMOTE	Ashley Baer   Tiktok Promote   6051 - Creative Services - Video & Photography	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	\$140.00	
<b>Total for 6193</b>								<b>\$140.00</b>	<b>\$140.00</b>
6194	07/16/2024	Expense	CC0CE2D0CD26703200E51	Marriott Hotel	Ashley Baer   Marriott Hotel   6032 - Conferences - Destination International Annual Convention	2105	2105 Divvy - Nichole #1688		\$6.45
6194	07/16/2024	Expense	CC0CE2D0CD26703200E51	Marriott Hotel	Ashley Baer   Marriott Hotel   6032 - Conferences - Destination International Annual Convention	6032	6000 Sales and Marketing Expense:6030 Conferences:6032 Destiation Intern. Annual Conv.	\$6.45	
<b>Total for 6194</b>								<b>\$6.45</b>	<b>\$6.45</b>
6224	07/16/2024	Expense		Divvy	DDA ACH WITHDRAWAL - EWALLET - DIVVYP Divvy Cred Explore Butte County	1010	1010 GVB Checking #7188		\$4,888.56
6224	07/16/2024	Expense		Divvy	DDA ACH WITHDRAWAL - EWALLET - DIVVYP Divvy Cred Explore Butte County	2105	2105 Divvy - Nichole #1688	\$4,888.56	
<b>Total for 6224</b>								<b>\$4,888.56</b>	<b>\$4,888.56</b>
6195	07/17/2024	Expense	636E133511DD95B7A8CF6	CREXENDO	Nichole Farley   Crexendo   7560 - Admin Telephone, Telecommunications	2105	2105 Divvy - Nichole #1688		\$124.71
6195	07/17/2024	Expense	636E133511DD95B7A8CF6	CREXENDO	Nichole Farley   Crexendo   7560 - Admin Telephone, Telecommunications	7560	7000 Administration:7560 Telephone, Telecommunications	\$124.71	
<b>Total for 6195</b>								<b>\$124.71</b>	<b>\$124.71</b>
6196	07/17/2024	Expense	9F3FC5C83FFE4C42CAE33	Chevron	Cameo Calderon   Chevron   6655 - Vehicle / Van Expenses	2105	2105 Divvy - Nichole #1688		\$104.84

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
6196	07/17/2024	Expense	9F3FC5C83FFE4C42CAE33	Chevron	Cameo Calderon   Chevron   6655 - Vehicle / Van Expenses	6655	6000 Sales and Marketing Expense:6655 Vehicle - Van Expenses	\$104.84	
<b>Total for 6196</b>								<b>\$104.84</b>	<b>\$104.84</b>
6197	07/17/2024	Expense	7B40184A2F843898009B1	Mailchimp	Ashley Baer   Mailchimp   6340 - Public Relations Activity	2105	2105 Divvy - Nichole #1688		\$132.00
6197	07/17/2024	Expense	7B40184A2F843898009B1	Mailchimp	Ashley Baer   Mailchimp   6340 - Public Relations Activity	6340	6000 Sales and Marketing Expense:6340 Public Relations - Media	\$132.00	
<b>Total for 6197</b>								<b>\$132.00</b>	<b>\$132.00</b>
6198	07/18/2024	Expense	19D9AEFCB99F6201E580E	Marriott Hotel	Ashley Baer   Marriott Hotel   6032 - Conferences - Destination International Annual Convention	2105	2105 Divvy - Nichole #1688		\$6.45
6198	07/18/2024	Expense	19D9AEFCB99F6201E580E	Marriott Hotel	Ashley Baer   Marriott Hotel   6032 - Conferences - Destination International Annual Convention	6032	6000 Sales and Marketing Expense:6030 Conferences:6032 Destination Intern. Annual Conv.	\$6.45	
<b>Total for 6198</b>								<b>\$6.45</b>	<b>\$6.45</b>
6199	07/18/2024	Expense	CF8FF0D364E9C040721E9	CALIFORNIA DEPARTMENT OF MOTOR VEHICLES	Nichole Farley   California Department of Motor Vehicles   6655 - Vehicle / Van Expenses   2024/2025 Registration payment	2105	2105 Divvy - Nichole #1688		\$807.00
6199	07/18/2024	Expense	CF8FF0D364E9C040721E9	CALIFORNIA DEPARTMENT OF MOTOR VEHICLES	Nichole Farley   California Department of Motor Vehicles   6655 - Vehicle / Van Expenses   2024/2025 Registration payment	6655	6000 Sales and Marketing Expense:6655 Vehicle - Van Expenses	\$807.00	
<b>Total for 6199</b>								<b>\$807.00</b>	<b>\$807.00</b>
6200	07/18/2024	Expense	216B00C3F155A2BE13A8E	CALIFORNIA DEPARTMENT OF MOTOR VEHICLES	Nichole Farley   California Department of Motor Vehicles   6655 - Vehicle / Van Expenses   Registration Fees for online payment	2105	2105 Divvy - Nichole #1688		\$16.14
6200	07/18/2024	Expense	216B00C3F155A2BE13A8E	CALIFORNIA DEPARTMENT OF MOTOR VEHICLES	Nichole Farley   California Department of Motor Vehicles   6655 - Vehicle / Van Expenses   Registration Fees for online payment	6655	6000 Sales and Marketing Expense:6655 Vehicle - Van Expenses	\$16.14	
<b>Total for 6200</b>								<b>\$16.14</b>	<b>\$16.14</b>
6201	07/18/2024	Expense	E3F149172A83D026268A2	Lyft	Ashley Baer   Lyft   6032 - Conferences - Destination International Annual Convention	2105	2105 Divvy - Nichole #1688		\$22.91
6201	07/18/2024	Expense	E3F149172A83D026268A2	Lyft	Ashley Baer   Lyft   6032 - Conferences - Destination International Annual Convention	6032	6000 Sales and Marketing Expense:6030 Conferences:6032 Destination Intern. Annual Conv.	\$22.91	
<b>Total for 6201</b>								<b>\$22.91</b>	<b>\$22.91</b>
6202	07/18/2024	Expense	B3E82ACCBA00EA10B3A30	CITY OF CHICO CA PARKING	Nichole Farley   City of Chico Ca Parking   7570 - Admin Travel   Chico - Parking	2105	2105 Divvy - Nichole #1688		\$10.00
6202	07/18/2024	Expense	B3E82ACCBA00EA10B3A30	CITY OF CHICO CA PARKING	Nichole Farley   City of Chico Ca Parking   7570 - Admin Travel   Chico - Parking	7570	7000 Administration:7570 Travel	\$10.00	
<b>Total for 6202</b>								<b>\$10.00</b>	<b>\$10.00</b>
6236	07/18/2024	Journal Entry	07182024		Payroll for the period 06/30/2024 to 07/13/2024	6410	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6410 Staffing - Marketing Payroll	\$8,937.67	
6236	07/18/2024	Journal Entry	07182024		Payroll for the period 06/30/2024 to 07/13/2024	7410	7000 Administration:7400 Staffing - Admin (10%):7410 Staffing - Admin Payroll	\$993.07	
6236	07/18/2024	Journal Entry	07182024		Payroll for the period 06/30/2024 to 07/13/2024	6420	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6420 Staffing - Payroll Taxes - Mktg	\$677.47	
6236	07/18/2024	Journal Entry	07182024		Payroll for the period 06/30/2024 to 07/13/2024	7420	7000 Administration:7400 Staffing - Admin (10%):7420 Payroll Taxes - Admin	\$75.27	
6236	07/18/2024	Journal Entry	07182024		Payroll for the period 06/30/2024 to 07/13/2024	6450	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6450 401k	\$355.02	
6236	07/18/2024	Journal Entry	07182024		Payroll for the period 06/30/2024 to 07/13/2024	7450	7000 Administration:7400 Staffing - Admin (10%):7450 401K	\$39.45	
6236	07/18/2024	Journal Entry	07182024		Payroll for the period 06/30/2024 to 07/13/2024	6430	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6430 Workers Comp Insurance	\$749.00	
6236	07/18/2024	Journal Entry	07182024		Payroll for the period 06/30/2024 to 07/13/2024	7430	7000 Administration:7400 Staffing - Admin (10%):7430 Workers Comp Insurance	\$83.22	
6236	07/18/2024	Journal Entry	07182024		Payroll for the period 06/30/2024 to 07/13/2024	7070	7000 Administration:7070 General Administration	\$230.77	
6236	07/18/2024	Journal Entry	07182024		Payroll for the period 06/30/2024 to 07/13/2024	2410	2410 Retirement plan liability	\$1,554.07	
6236	07/18/2024	Journal Entry	07182024		Payroll for the period 06/30/2024 to 07/13/2024	2400	2400 Payroll Liabilities	\$854.40	
6236	07/18/2024	Journal Entry	07182024		Payroll for the period 06/30/2024 to 07/13/2024	1010	1010 GVB Checking #7188	\$9,732.47	
<b>Total for 6236</b>								<b>\$12,140.94</b>	<b>\$12,140.94</b>
6249	07/18/2024	Journal Entry	07182024		To remove the liability	2400	2400 Payroll Liabilities	\$854.40	
6249	07/18/2024	Journal Entry	07182024		To remove the liability	6440	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health	\$768.96	

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
6249	07/18/2024	Journal Entry	07182024		To remove the liability	7440	Insurance 7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance		\$85.44
<b>Total for 6249</b>								<b>\$854.40</b>	<b>\$854.40</b>
6203									
6203	07/19/2024	Expense	30FD119CFFC538BDD8DEA	Marriott Hotel	Ashley Baer   Marriott Hotel   6032 - Conferences - Destination International Annual Convention	2105	2105 Divvy - Nichole #1688		\$6.45
6203	07/19/2024	Expense	30FD119CFFC538BDD8DEA	Marriott Hotel	Ashley Baer   Marriott Hotel   6032 - Conferences - Destination International Annual Convention	6032	6000 Sales and Marketing Expense:6030 Conferences:6032 Destiation Intern. Annual Conv.	\$6.45	
<b>Total for 6203</b>								<b>\$6.45</b>	<b>\$6.45</b>
6204									
6204	07/19/2024	Expense	B4E8BA0D7448EB577903C	WEPAY PURCHASE	Nichole Farley   WePay Purchase   6350 - Sales & Marketing Exp Other	2105	2105 Divvy - Nichole #1688		\$120.00
6204	07/19/2024	Expense	B4E8BA0D7448EB577903C	WEPAY PURCHASE	Nichole Farley   WePay Purchase   6350 - Sales & Marketing Exp Other	6350	6000 Sales and Marketing Expense:6350 Sales and Marketing Exp. -Other	\$120.00	
<b>Total for 6204</b>								<b>\$120.00</b>	<b>\$120.00</b>
6205									
6205	07/19/2024	Expense	EF919B21E0EE85E432BF3	ATL AIRP TODAY	Ashley Baer   Atl Airp Today   6032 - Conferences - Destination International Annual Convention	2105	2105 Divvy - Nichole #1688		\$5.93
6205	07/19/2024	Expense	EF919B21E0EE85E432BF3	ATL AIRP TODAY	Ashley Baer   Atl Airp Today   6032 - Conferences - Destination International Annual Convention	6032	6000 Sales and Marketing Expense:6030 Conferences:6032 Destiation Intern. Annual Conv.	\$5.93	
<b>Total for 6205</b>								<b>\$5.93</b>	<b>\$5.93</b>
6247									
6247	07/19/2024	Expense		Divvy	Divvy Reimbursement	1010	1010 GVB Checking #7188		\$672.41
6247	07/19/2024	Expense		Divvy		6034	6000 Sales and Marketing Expense:6030 Conferences:6034 DMA West	\$509.20	
6247	07/19/2024	Expense		Divvy		6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	\$6.50	
6247	07/19/2024	Expense		Divvy		7570	7000 Administration:7570 Travel	\$19.16	
6247	07/19/2024	Expense		Divvy		6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	\$4.76	
6247	07/19/2024	Expense		Divvy		7570	7000 Administration:7570 Travel	\$8.04	
6247	07/19/2024	Expense		Divvy		7570	7000 Administration:7570 Travel	\$10.18	
6247	07/19/2024	Expense		Divvy		7570	7000 Administration:7570 Travel	\$10.72	
6247	07/19/2024	Expense		Divvy		7570	7000 Administration:7570 Travel	\$34.84	
6247	07/19/2024	Expense		Divvy		6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	\$29.01	
6247	07/19/2024	Expense		Divvy		6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	\$11.39	
6247	07/19/2024	Expense		Divvy		6930	6900 Zone Micro-Funding:6930 Oroville Zone	\$10.72	
6247	07/19/2024	Expense		Divvy		7570	7000 Administration:7570 Travel	\$3.42	
6247	07/19/2024	Expense		Divvy		7570	7000 Administration:7570 Travel	\$14.47	
<b>Total for 6247</b>								<b>\$672.41</b>	<b>\$672.41</b>
6206									
6206	07/20/2024	Expense	B6AE3403AA9314E2F5573	TPA TAMPA BAY	Ashley Baer   Tpa Tampa Bay   6032 - Conferences - Destination International Annual Convention	2105	2105 Divvy - Nichole #1688		\$10.74
6206	07/20/2024	Expense	B6AE3403AA9314E2F5573	TPA TAMPA BAY	Ashley Baer   Tpa Tampa Bay   6032 - Conferences - Destination International Annual Convention	6032	6000 Sales and Marketing Expense:6030 Conferences:6032 Destiation Intern. Annual Conv.	\$10.74	
<b>Total for 6206</b>								<b>\$10.74</b>	<b>\$10.74</b>
6207									
6207	07/20/2024	Expense	114C8664FA744F5CE7225	Marriott Hotel	Ashley Baer   Marriott Hotel   6032 - Conferences - Destination International Annual Convention	2105	2105 Divvy - Nichole #1688		\$6.45
6207	07/20/2024	Expense	114C8664FA744F5CE7225	Marriott Hotel	Ashley Baer   Marriott Hotel   6032 - Conferences - Destination International Annual Convention	6032	6000 Sales and Marketing Expense:6030 Conferences:6032 Destiation Intern. Annual Conv.	\$6.45	
<b>Total for 6207</b>								<b>\$6.45</b>	<b>\$6.45</b>
6208									
6208	07/20/2024	Expense	F6D9F3B382172922965B1	Marriott Hotel	Ashley Baer   Marriott Hotel   6032 - Conferences - Destination International Annual Convention	2105	2105 Divvy - Nichole #1688		\$1,139.10
6208	07/20/2024	Expense	F6D9F3B382172922965B1	Marriott Hotel	Ashley Baer   Marriott Hotel   6032 - Conferences - Destination International Annual Convention	6032	6000 Sales and Marketing Expense:6030 Conferences:6032 Destiation Intern. Annual Conv.	\$1,139.10	
<b>Total for 6208</b>								<b>\$1,139.10</b>	<b>\$1,139.10</b>
6209									
6209	07/20/2024	Expense	BCBEC1D84179BEDE6A7DC	CITY OF CHICO CA PARKING	Nichole Farley   City of Chico Ca Parking   7570 - Admin	2105	2105 Divvy - Nichole #1688		\$25.00

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
6209	07/20/2024	Expense	BCBEC1D84179BEDE6A7DC	CITY OF CHICO CA PARKING	Travel   Parking - Downtown Chico Nichole Farley   City of Chico Ca Parking   7570 - Admin Travel   Parking - Downtown Chico	7570	7000 Administration:7570 Travel	\$25.00	
<b>Total for 6209</b>								<b>\$25.00</b>	<b>\$25.00</b>
6210									
6210	07/21/2024	Expense	34E2756D85F7520CC89B0	Facebook	Ashley Baer   Facebook   6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688		\$117.90
6210	07/21/2024	Expense	34E2756D85F7520CC89B0	Facebook	Ashley Baer   Facebook   6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$117.90	
<b>Total for 6210</b>								<b>\$117.90</b>	<b>\$117.90</b>
6009									
6009	07/22/2024	Bill Payment (Check)		Madden Media	Acct AOR-CABUTTE23-24 - Butte County Marketing Agency-Inv 2024-024214	1010	1010 GVB Checking #7188		\$43,836.42
6009	07/22/2024	Bill Payment (Check)		Madden Media		20000	20000 Accounts Payable	\$43,836.42	
<b>Total for 6009</b>								<b>\$43,836.42</b>	<b>\$43,836.42</b>
6119									
6119	07/22/2024	Bill	29211	Creative Composition		20000	20000 Accounts Payable		\$17,253.61
6119	07/22/2024	Bill	29211	Creative Composition		6321	6000 Sales and Marketing Expense:6320 Printing:6321 Adventure Guide	\$17,253.61	
<b>Total for 6119</b>								<b>\$17,253.61</b>	<b>\$17,253.61</b>
6211									
6211	07/22/2024	Expense	AA5F90E2CE9C8F8F8364A	WIZARDPINS.COM	Cameo Calderon   Wizardpins.com   6910 - Chico Tourism Committee	2105	2105 Divvy - Nichole #1688		\$232.74
6211	07/22/2024	Expense	AA5F90E2CE9C8F8F8364A	WIZARDPINS.COM	Cameo Calderon   Wizardpins.com   6910 - Chico Tourism Committee	6910	6900 Zone Micro-Funding:6910 Chico Zone/Travel Chico	\$232.74	
<b>Total for 6211</b>								<b>\$232.74</b>	<b>\$232.74</b>
6230									
6230	07/22/2024	Expense		Madison Bear Garden	6051 - Creative Services - Video & Photography	2105	2105 Divvy - Nichole #1688		\$17.14
6230	07/22/2024	Expense		Madison Bear Garden	6051 - Creative Services - Video & Photography	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	\$17.14	
<b>Total for 6230</b>								<b>\$17.14</b>	<b>\$17.14</b>
6231									
6231	07/22/2024	Expense		Madison Bear Garden	6051 - Creative Services - Video & Photography	2105	2105 Divvy - Nichole #1688		\$7.99
6231	07/22/2024	Expense		Madison Bear Garden	6051 - Creative Services - Video & Photography	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	\$7.99	
<b>Total for 6231</b>								<b>\$7.99</b>	<b>\$7.99</b>
6237									
6237	07/22/2024	Expense				2100	2100 TCB Credit Card #1238-Carolyn D		\$72.37
6237	07/22/2024	Expense			Credit balance refund	7500	7000 Administration:7500 Subscriptions	\$72.37	
<b>Total for 6237</b>								<b>\$72.37</b>	<b>\$72.37</b>
6107									
6107	07/23/2024	Bill Payment (Check)		Watershed Media LLC	Inv 732	1010	1010 GVB Checking #7188		\$2,500.00
6107	07/23/2024	Bill Payment (Check)		Watershed Media LLC		20000	20000 Accounts Payable	\$2,500.00	
<b>Total for 6107</b>								<b>\$2,500.00</b>	<b>\$2,500.00</b>
6121									
6121	07/23/2024	Bill	EBC-013	Michael J Riser		20000	20000 Accounts Payable		\$535.00
6121	07/23/2024	Bill	EBC-013	Michael J Riser		6052	6000 Sales and Marketing Expense:6050 Creative Services:6052 Creative - Written	\$535.00	
<b>Total for 6121</b>								<b>\$535.00</b>	<b>\$535.00</b>
6138									
6138	07/23/2024	Bill	3287	One West Tourism Alliance	2024 - 2025 Membership Dues 07/01/2024	20000	20000 Accounts Payable		\$945.00
6138	07/23/2024	Bill	3287	One West Tourism Alliance	2024 - 2025 Membership Dues 07/01/2024	6070	6000 Sales and Marketing Expense:6070 Dues and Memberships	\$945.00	
<b>Total for 6138</b>								<b>\$945.00</b>	<b>\$945.00</b>
6212									
6212	07/23/2024	Expense	9DC8822B88A7F6DC6F015	Amazon	Ashley Baer   Amazon   6150 - Research & Data	2105	2105 Divvy - Nichole #1688		\$125.00
6212	07/23/2024	Expense	9DC8822B88A7F6DC6F015	Amazon	Ashley Baer   Amazon   6150 - Research & Data	6150	6000 Sales and Marketing Expense:6100 Marketing contracts:6150 Research & Data	\$125.00	
<b>Total for 6212</b>								<b>\$125.00</b>	<b>\$125.00</b>
6213									
6213	07/23/2024	Expense	9E72656DA0E98FE621D57	TIKTOK PROMOTE	Ashley Baer   Tiktok Promote   6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688		\$50.00
6213	07/23/2024	Expense	9E72656DA0E98FE621D57	TIKTOK PROMOTE	Ashley Baer   Tiktok Promote   6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$50.00	
<b>Total for 6213</b>								<b>\$50.00</b>	<b>\$50.00</b>
6214									
6214	07/23/2024	Expense	999DCC096D233380C6B57	TIKTOK PROMOTE	Alaina Macarthy   Tiktok Promote   6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688		\$150.00
6214	07/23/2024	Expense	999DCC096D233380C6B57	TIKTOK PROMOTE	Alaina Macarthy   Tiktok Promote   6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$150.00	
<b>Total for 6214</b>								<b>\$150.00</b>	<b>\$150.00</b>

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
6215									
6215	07/23/2024	Expense	432EDD298BEBEC765440C	TIKTOK PROMOTE	Ashley Baer   Tiktok Promote   6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688		\$161.00
6215	07/23/2024	Expense	432EDD298BEBEC765440C	TIKTOK PROMOTE	Ashley Baer   Tiktok Promote   6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$161.00	
<b>Total for 6215</b>								<b>\$161.00</b>	<b>\$161.00</b>
6225									
6225	07/23/2024	Expense		The Hartford	DDA ACH WITHDRAWAL - THE HARTFORD NWTBCLSCIC EXPLORE BUTTE COUNTY	1010	1010 GVB Checking #7188		\$50.82
6225	07/23/2024	Expense		The Hartford	DDA ACH WITHDRAWAL - THE HARTFORD NWTBCLSCIC EXPLORE BUTTE COUNTY	6430	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6430 Workers Comp Insurance	\$45.74	
6225	07/23/2024	Expense		The Hartford	DDA ACH WITHDRAWAL - THE HARTFORD NWTBCLSCIC EXPLORE BUTTE COUNTY	7430	7000 Administration:7400 Staffing - Admin (10%):7430 Workers Comp Insurance	\$5.08	
<b>Total for 6225</b>								<b>\$50.82</b>	<b>\$50.82</b>
6226									
6226	07/23/2024	Expense		Anthem Blue Cross	DDA ACH WITHDRAWAL - ANTHEM BLUE I01O CORP PYMT EXPLORE BUTTE COUNTY	1010	1010 GVB Checking #7188		\$1,591.75
6226	07/23/2024	Expense		Anthem Blue Cross	DDA ACH WITHDRAWAL - ANTHEM BLUE I01O CORP PYMT EXPLORE BUTTE COUNTY	6440	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance	\$1,432.58	
6226	07/23/2024	Expense		Anthem Blue Cross	DDA ACH WITHDRAWAL - ANTHEM BLUE I01O CORP PYMT EXPLORE BUTTE COUNTY	7440	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance	\$159.17	
<b>Total for 6226</b>								<b>\$1,591.75</b>	<b>\$1,591.75</b>
6227									
6227	07/23/2024	Expense		Divvy	DDA ACH WITHDRAWAL - EWALLET - DIVVYP Divvy Cred Explore Butte County	1010	1010 GVB Checking #7188		\$3,041.44
6227	07/23/2024	Expense		Divvy	DDA ACH WITHDRAWAL - EWALLET - DIVVYP Divvy Cred Explore Butte County	2105	2105 Divvy - Nichole #1688	\$3,041.44	
<b>Total for 6227</b>								<b>\$3,041.44</b>	<b>\$3,041.44</b>
5991									
5991	07/24/2024	Bill Payment (Check)		Zartico Inc.	Inv 0001173	1010	1010 GVB Checking #7188		\$12,500.00
5991	07/24/2024	Bill Payment (Check)		Zartico Inc.		20000	20000 Accounts Payable	\$12,500.00	
<b>Total for 5991</b>								<b>\$12,500.00</b>	<b>\$12,500.00</b>
6001									
6001	07/24/2024	Bill Payment (Check)		Butte County Association of Government	Inv 2024-08-01	1010	1010 GVB Checking #7188		\$550.00
6001	07/24/2024	Bill Payment (Check)		Butte County Association of Government		20000	20000 Accounts Payable	\$550.00	
<b>Total for 6001</b>								<b>\$550.00</b>	<b>\$550.00</b>
6216									
6216	07/24/2024	Expense	D1CE979A07423276D9621	Facebook	Alaina Macarthy   Facebook   6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688		\$250.00
6216	07/24/2024	Expense	D1CE979A07423276D9621	Facebook	Alaina Macarthy   Facebook   6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$250.00	
<b>Total for 6216</b>								<b>\$250.00</b>	<b>\$250.00</b>
6130									
6130	07/25/2024	Invoice	000235	City of Chico - TBID Assessment		1100	1100 Accounts Receivable	\$41,944.84	
6130	07/25/2024	Invoice	000235	City of Chico - TBID Assessment	TBID Assessment	4300	4000 Program Income:4300 Chico TBID		\$38,606.38
6130	07/25/2024	Invoice	000235	City of Chico - TBID Assessment	10% of Chico Assessment for following year	2500	2500 Deferred Revenue		\$4,194.48
6130	07/25/2024	Invoice	000235	City of Chico - TBID Assessment	2% Assessment Collection	5300	5000 2% Fee:5300 2% Fee - Chico	\$856.02	
<b>Total for 6130</b>								<b>\$42,800.86</b>	<b>\$42,800.86</b>
6139									
6139	07/25/2024	Expense	4DAEBEBC0943E9C76348E	FARMERS BREWING ME	Alaina Macarthy   Farmers Brewing Me   6051 - Creative Services - Video & Photography	2105	2105 Divvy - Nichole #1688		\$25.14
6139	07/25/2024	Expense	4DAEBEBC0943E9C76348E	FARMERS BREWING ME	Alaina Macarthy   Farmers Brewing Me   6051 - Creative Services - Video & Photography	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	\$25.14	
<b>Total for 6139</b>								<b>\$25.14</b>	<b>\$25.14</b>
6217									
6217	07/25/2024	Expense	659C3F66CC779DEBADB84	Amazon	Ashley Baer   Amazon   6150 - Research & Data	2105	2105 Divvy - Nichole #1688		\$225.00
6217	07/25/2024	Expense	659C3F66CC779DEBADB84	Amazon	Ashley Baer   Amazon   6150 - Research & Data	6150	6000 Sales and Marketing Expense:6100 Marketing contracts:6150 Research & Data	\$225.00	
<b>Total for 6217</b>								<b>\$225.00</b>	<b>\$225.00</b>
6238									
6238	07/25/2024	Deposit		Tri Counties		1000	1000 Tri Counties Bank	\$0.53	
6238	07/25/2024	Deposit		Tri Counties	INTEREST PAYMENT SYSTEM GENERATED - INT PMT SYS-GEN	4810	4800 Other Types of Income:4810 Interest Income		\$0.53
<b>Total for 6238</b>								<b>\$0.53</b>	<b>\$0.53</b>
6140									
6140	07/26/2024	Expense	ECF1FB3E5E4822BCD53A9	OPENAI	Ashley Baer   OpenAI   7500 - Admin Subscriptions	2105	2105 Divvy - Nichole #1688		\$20.00
6140	07/26/2024	Expense	ECF1FB3E5E4822BCD53A9	OPENAI	Ashley Baer   OpenAI   7500 - Admin Subscriptions	7500	7000 Administration:7500 Subscriptions	\$20.00	

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
<b>Total for 6140</b>								<b>\$20.00</b>	<b>\$20.00</b>
6141									
6141	07/27/2024	Expense	9468F19B37F28CA6C9887	Amazon	Ashley Baer   Amazon   6150 - Research & Data	2105	2105 Divvy - Nichole #1688		\$50.00
6141	07/27/2024	Expense	9468F19B37F28CA6C9887	Amazon	Ashley Baer   Amazon   6150 - Research & Data	6150	6000 Sales and Marketing Expense:6100 Marketing contracts:6150 Research & Data	\$50.00	
<b>Total for 6141</b>								<b>\$50.00</b>	<b>\$50.00</b>
6142									
6142	07/27/2024	Expense	BAD18CD66498E7EED866A	BIG TUNA SUSHI BISTRO	Alaina Macarthy   Big Tuna Sushi Bistro   6051 - Creative Services - Video & Photography	2105	2105 Divvy - Nichole #1688		\$22.89
6142	07/27/2024	Expense	BAD18CD66498E7EED866A	BIG TUNA SUSHI BISTRO	Alaina Macarthy   Big Tuna Sushi Bistro   6051 - Creative Services - Video & Photography	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	\$22.89	
<b>Total for 6142</b>								<b>\$22.89</b>	<b>\$22.89</b>
6143									
6143	07/27/2024	Expense	11045FA71DE3491C90ECD	GOOGLE ADS	Alaina Macarthy   Google Ads   6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688		\$200.00
6143	07/27/2024	Expense	11045FA71DE3491C90ECD	GOOGLE ADS	Alaina Macarthy   Google Ads   6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$200.00	
<b>Total for 6143</b>								<b>\$200.00</b>	<b>\$200.00</b>
6144									
6144	07/29/2024	Expense	FAFF13BBDF1726B99325E	ROOTREZ	Nichole Farley   Rootrez   6730 - Ripe Booking Platform	2105	2105 Divvy - Nichole #1688		\$2,000.00
6144	07/29/2024	Expense	FAFF13BBDF1726B99325E	ROOTREZ	Nichole Farley   Rootrez   6730 - Ripe Booking Platform	6730	6000 Sales and Marketing Expense:6700 Website:6730 Direct Booking Platform	\$2,000.00	
<b>Total for 6144</b>								<b>\$2,000.00</b>	<b>\$2,000.00</b>
6145									
6145	07/29/2024	Expense	2CDC7C8A59939AA01266C	BILL.COM	Nichole Farley   Bill.com   7330 - Accounting Services	2105	2105 Divvy - Nichole #1688		\$323.03
6145	07/29/2024	Expense	2CDC7C8A59939AA01266C	BILL.COM	Nichole Farley   Bill.com   7330 - Accounting Services	7330	7000 Administration:7330 Professional fees - Accounting	\$323.03	
<b>Total for 6145</b>								<b>\$323.03</b>	<b>\$323.03</b>
6239									
6239	07/29/2024	Journal Entry	07292024		Payroll for the period 07/14/2024 to 07/27/2024	6410	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6410 Staffing - Marketing Payroll	\$9,000.29	
6239	07/29/2024	Journal Entry	07292024		Payroll for the period 07/14/2024 to 07/27/2024	7410	7000 Administration:7400 Staffing - Admin (10%):7410 Staffing - Admin Payroll	\$1,000.03	
6239	07/29/2024	Journal Entry	07292024		Payroll for the period 07/14/2024 to 07/27/2024	6420	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6420 Staffing - Payroll Taxes - Mktg	\$682.24	
6239	07/29/2024	Journal Entry	07292024		Payroll for the period 07/14/2024 to 07/27/2024	7420	7000 Administration:7400 Staffing - Admin (10%):7420 Payroll Taxes - Admin	\$75.80	
6239	07/29/2024	Journal Entry	07292024		Payroll for the period 07/14/2024 to 07/27/2024	6450	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6450 401k	\$357.53	
6239	07/29/2024	Journal Entry	07292024		Payroll for the period 07/14/2024 to 07/27/2024	7450	7000 Administration:7400 Staffing - Admin (10%):7450 401K	\$39.72	
6239	07/29/2024	Journal Entry	07292024		Payroll for the period 07/14/2024 to 07/27/2024	6430	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6430 Workers Comp Insurance	\$749.00	
6239	07/29/2024	Journal Entry	07292024		Payroll for the period 07/14/2024 to 07/27/2024	7430	7000 Administration:7400 Staffing - Admin (10%):7430 Workers Comp Insurance	\$83.22	
6239	07/29/2024	Journal Entry	07292024		Payroll for the period 07/14/2024 to 07/27/2024	7070	7000 Administration:7070 General Administration	\$230.77	
6239	07/29/2024	Journal Entry	07292024		Payroll for the period 07/14/2024 to 07/27/2024	2410	2410 Retirement plan liability	\$1,560.33	
6239	07/29/2024	Journal Entry	07292024		Payroll for the period 07/14/2024 to 07/27/2024	2400	2400 Payroll Liabilities	\$854.40	
6239	07/29/2024	Journal Entry	07292024		Payroll for the period 07/14/2024 to 07/27/2024	20000	20000 Accounts Payable	\$9,803.87	
<b>Total for 6239</b>								<b>\$12,218.60</b>	<b>\$12,218.60</b>
6250									
6250	07/29/2024	Journal Entry	07292024		To remove the liability	2400	2400 Payroll Liabilities	\$854.40	
6250	07/29/2024	Journal Entry	07292024		To remove the liability	6440	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance	\$768.96	
6250	07/29/2024	Journal Entry	07292024		To remove the liability	7440	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance	\$85.44	
<b>Total for 6250</b>								<b>\$854.40</b>	<b>\$854.40</b>
6146									
6146	07/30/2024	Expense	F882EEFF428DADB651586	Office Depot	Cameo Calderon   Office Depot   7300 - Admin Office Supplies	2105	2105 Divvy - Nichole #1688		\$6.46
6146	07/30/2024	Expense	F882EEFF428DADB651586	Office Depot	Cameo Calderon   Office Depot   7300 - Admin Office Supplies	7300	7000 Administration:7300 Office Supplies	\$6.46	
<b>Total for 6146</b>								<b>\$6.46</b>	<b>\$6.46</b>
6228									
6228	07/30/2024	Expense		Divvy	DDA ACH WITHDRAWAL - EWALLET - DIVVYP Divvy Cred Explore Butte County	1010	1010 GVB Checking #7188		\$1,536.90
6228	07/30/2024	Expense		Divvy	DDA ACH WITHDRAWAL - EWALLET - DIVVYP Divvy Cred Explore Butte County	2105	2105 Divvy - Nichole #1688	\$1,536.90	
<b>Total for 6228</b>								<b>\$1,536.90</b>	<b>\$1,536.90</b>
6137									
6137	07/31/2024	Bill	2024-024765	Madden Media	July 2024	20000	20000 Accounts Payable		\$11,686.46

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
6137	07/31/2024	Bill	2024-024765	Madden Media	Account Service	6110	6000 Sales and Marketing Expense:6100 Marketing contracts:6110 Marketing Agency Account Management	\$1,200.00	
6137	07/31/2024	Bill	2024-024765	Madden Media	DM Management	6110	6000 Sales and Marketing Expense:6100 Marketing contracts:6110 Marketing Agency Account Management	\$2,000.00	
6137	07/31/2024	Bill	2024-024765	Madden Media	Creative Production	6055	6000 Sales and Marketing Expense:6050 Creative Services:6055 Creative - Agency	\$2,600.00	
6137	07/31/2024	Bill	2024-024765	Madden Media	Google SEM	6011	6000 Sales and Marketing Expense:6010 Advertising:6011 Advertising - Adwords	\$1,285.72	
6137	07/31/2024	Bill	2024-024765	Madden Media	Google Display Prospecting	6012	6000 Sales and Marketing Expense:6010 Advertising:6012 Advertising - Digital	\$1,272.83	
6137	07/31/2024	Bill	2024-024765	Madden Media	Google Display Remarketing	6012	6000 Sales and Marketing Expense:6010 Advertising:6012 Advertising - Digital	\$1,007.20	
6137	07/31/2024	Bill	2024-024765	Madden Media	Meta Ads Prospecting	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$1,174.96	
6137	07/31/2024	Bill	2024-024765	Madden Media	Meta Video Distribution	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$1,145.75	
<b>Total for 6137</b>								<b>\$11,686.46</b>	<b>\$11,686.46</b>
6147									
6147	07/31/2024	Expense	D6CA843D73BC7E71692DE	Facebook	Ashley Baer   Facebook   6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688		\$514.57
6147	07/31/2024	Expense	D6CA843D73BC7E71692DE	Facebook	Ashley Baer   Facebook   6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$514.57	
<b>Total for 6147</b>								<b>\$514.57</b>	<b>\$514.57</b>
6218									
6218	07/31/2024	Deposit				1020	1020 GVB Airport #7196	\$4.24	
6218	07/31/2024	Deposit				4810	4800 Other Types of Income:4810 Interest Income		\$4.24
<b>Total for 6218</b>								<b>\$4.24</b>	<b>\$4.24</b>
6219									
6219	07/31/2024	Deposit				1030	1030 GVB Savings #7251	\$636.38	
6219	07/31/2024	Deposit				4810	4800 Other Types of Income:4810 Interest Income		\$636.38
<b>Total for 6219</b>								<b>\$636.38</b>	<b>\$636.38</b>
6233									
6233	07/31/2024	Journal Entry	07312024		To record depreciation expense for July 2024	7045	7000 Administration:7045 Depreciation expense	\$2,455.54	
6233	07/31/2024	Journal Entry	07312024		To record depreciation expense for July 2024	1600	1600 Accumulated depreciation		\$2,455.54
<b>Total for 6233</b>								<b>\$2,455.54</b>	<b>\$2,455.54</b>
6234									
6234	07/31/2024	Journal Entry	07312024		To expenses 2024 Crowdriff	6140	6000 Sales and Marketing Expense:6100 Marketing contracts:6140 Digital Asset Management	\$1,254.09	
6234	07/31/2024	Journal Entry	07312024		To expenses 2024 Fees	6070	6000 Sales and Marketing Expense:6070 Dues and Memberships	\$136.00	
6234	07/31/2024	Journal Entry	07312024		To expenses 2024 Fees	6015	6000 Sales and Marketing Expense:6010 Advertising:6015 Advertising - Print	\$920.84	
6234	07/31/2024	Journal Entry	07312024		To expenses May 2024 - April 2026	6140	6000 Sales and Marketing Expense:6100 Marketing contracts:6140 Digital Asset Management	\$673.21	
6234	07/31/2024	Journal Entry	07312024		To expenses June 24 Prepaid	1400	1400 Prepaid Expenses		\$2,984.14
<b>Total for 6234</b>								<b>\$2,984.14</b>	<b>\$2,984.14</b>
6240									
6240	07/31/2024	Journal Entry	07312024		To Accrue the payroll for the period 07/27/2024 to 07/31/2024	6410	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6410 Staffing - Marketing Payroll	\$2,700.09	
6240	07/31/2024	Journal Entry	07312024		To Accrue the payroll for the period 07/27/2024 to 07/31/2024	7410	7000 Administration:7400 Staffing - Admin (10%):7410 Staffing - Admin Payroll	\$300.01	
6240	07/31/2024	Journal Entry	07312024			2200	2200 Accrued Payroll		\$3,000.10
<b>Total for 6240</b>								<b>\$3,000.10</b>	<b>\$3,000.10</b>
6252									
6252	07/31/2024	Invoice	000237	Butte County - TBID Assessment		1100	1100 Accounts Receivable	\$1,349.50	
6252	07/31/2024	Invoice	000237	Butte County - TBID Assessment	TBID Assessment	4200	4000 Program Income:4200 Butte County TBID		\$1,242.09
6252	07/31/2024	Invoice	000237	Butte County - TBID Assessment	10% of assessment collected in Butte Co	4811	4800 Other Types of Income:4811 Butte County - Microfunding		\$134.95
6252	07/31/2024	Invoice	000237	Butte County - TBID Assessment	2% holdback for the TBID assessment collection	5200	5000 2% Fee:5200 2% Fee - Butte County	\$27.54	
<b>Total for 6252</b>								<b>\$1,377.04</b>	<b>\$1,377.04</b>
6353									
6353	07/31/2024	Invoice	000238	City of Chico - TBID Assessment		1100	1100 Accounts Receivable	\$33,474.48	
6353	07/31/2024	Invoice	000238	City of Chico - TBID Assessment	TBID Assessment	4300	4000 Program Income:4300 Chico TBID		\$30,810.18
6353	07/31/2024	Invoice	000238	City of Chico - TBID Assessment	10% of Chico Assessment for following year	2500	2500 Deferred Revenue		\$3,347.45
6353	07/31/2024	Invoice	000238	City of Chico - TBID Assessment	2% Assessment Collection	5300	5000 2% Fee:5300 2% Fee - Chico	\$683.15	
<b>Total for 6353</b>								<b>\$34,157.63</b>	<b>\$34,157.63</b>
6354									
6354	07/31/2024	Invoice	000239	City of Oroville - TBID Assessment		1100	1100 Accounts Receivable	\$61,000.00	

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
6354	07/31/2024	Invoice	000239	City of Oroville - TBID Assessment	TBID Assessment (April - July 2024)	4300	4000 Program Income:4300 Chico TBID		\$56,144.90
6354	07/31/2024	Invoice	000239	City of Oroville - TBID Assessment		2500	2500 Deferred Revenue		\$6,100.00
6354	07/31/2024	Invoice	000239	City of Oroville - TBID Assessment	2% holdback for the TBID assessment collection	5400	5000 2% Fee:5400 2% Fee - Oroville	\$1,244.90	
<b>Total for 6354</b>								<b>\$62,244.90</b>	<b>\$62,244.90</b>
<hr/>									
6356									
6356	07/31/2024	Invoice	000241	Town of Paradise - TBID Assessment		1100	1100 Accounts Receivable	\$12,000.00	
6356	07/31/2024	Invoice	000241	Town of Paradise - TBID Assessment	TBID Assessment	4500	4000 Program Income:4500 Paradise TBID		\$11,044.90
6356	07/31/2024	Invoice	000241	Town of Paradise - TBID Assessment		2500	2500 Deferred Revenue		\$1,200.00
6356	07/31/2024	Invoice	000241	Town of Paradise - TBID Assessment	2% holdback for the TBID assessment collection	5500	5000 2% Fee:5500 2% Fee - Paradise	\$244.90	
<b>Total for 6356</b>								<b>\$12,244.90</b>	<b>\$12,244.90</b>
<hr/>									
6357									
6357	07/31/2024	Invoice	000242	City of Gridley - TBID Assessment		1100	1100 Accounts Receivable	\$3,500.00	
6357	07/31/2024	Invoice	000242	City of Gridley - TBID Assessment	TBID Assessment	4350	4000 Program Income:4350 Gridley TBID		\$3,221.43
6357	07/31/2024	Invoice	000242	City of Gridley - TBID Assessment		2500	2500 Deferred Revenue		\$350.00
6357	07/31/2024	Invoice	000242	City of Gridley - TBID Assessment	2% holdback for the TBID assessment collection	5350	5000 2% Fee:5350 2% Fee - Gridley	\$71.43	
<b>Total for 6357</b>								<b>\$3,571.43</b>	<b>\$3,571.43</b>
								<b>\$464,796.72</b>	<b>\$464,796.72</b>





## **Financial Statements**

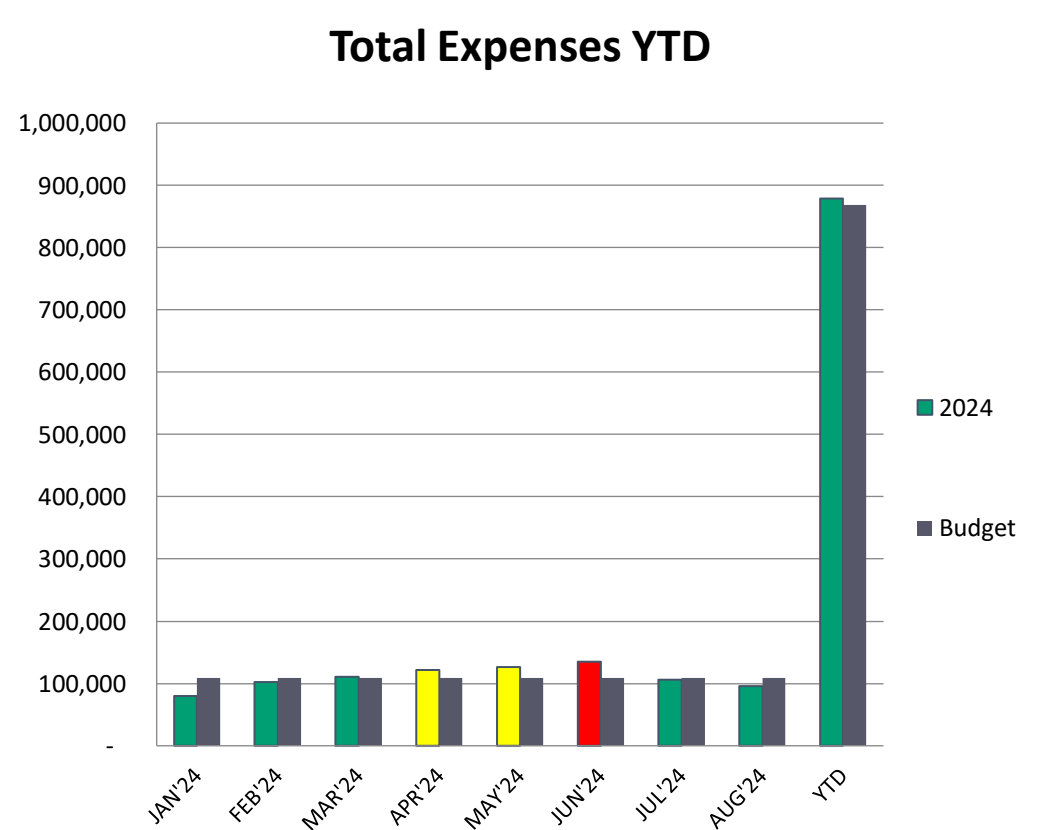
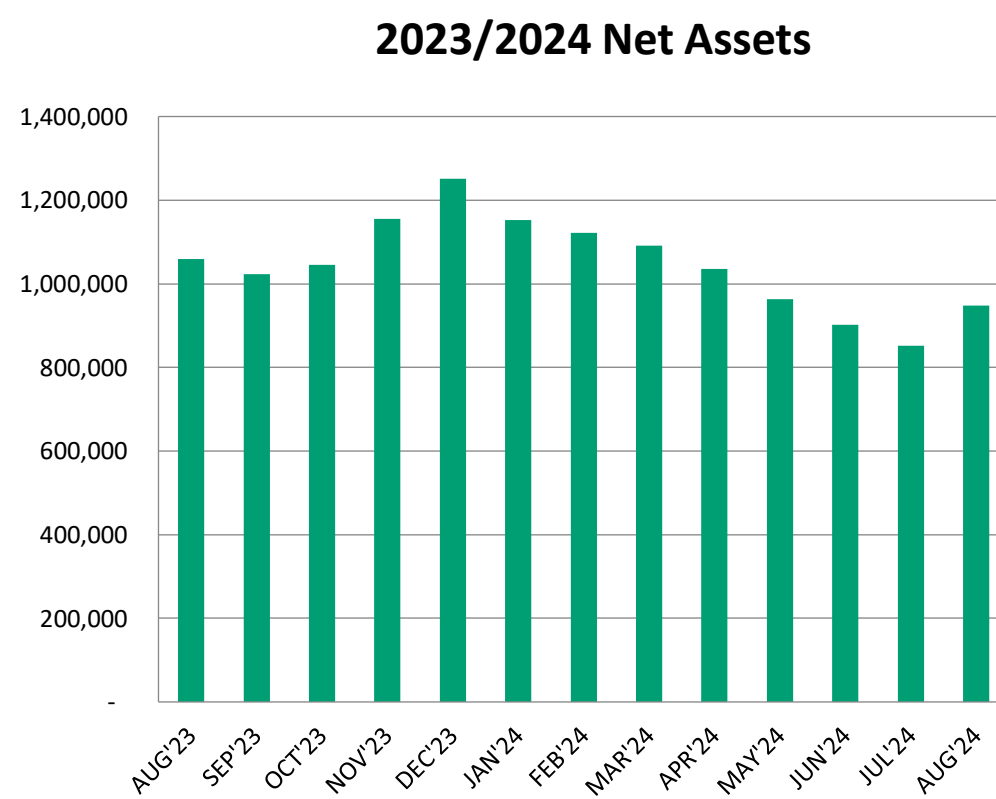
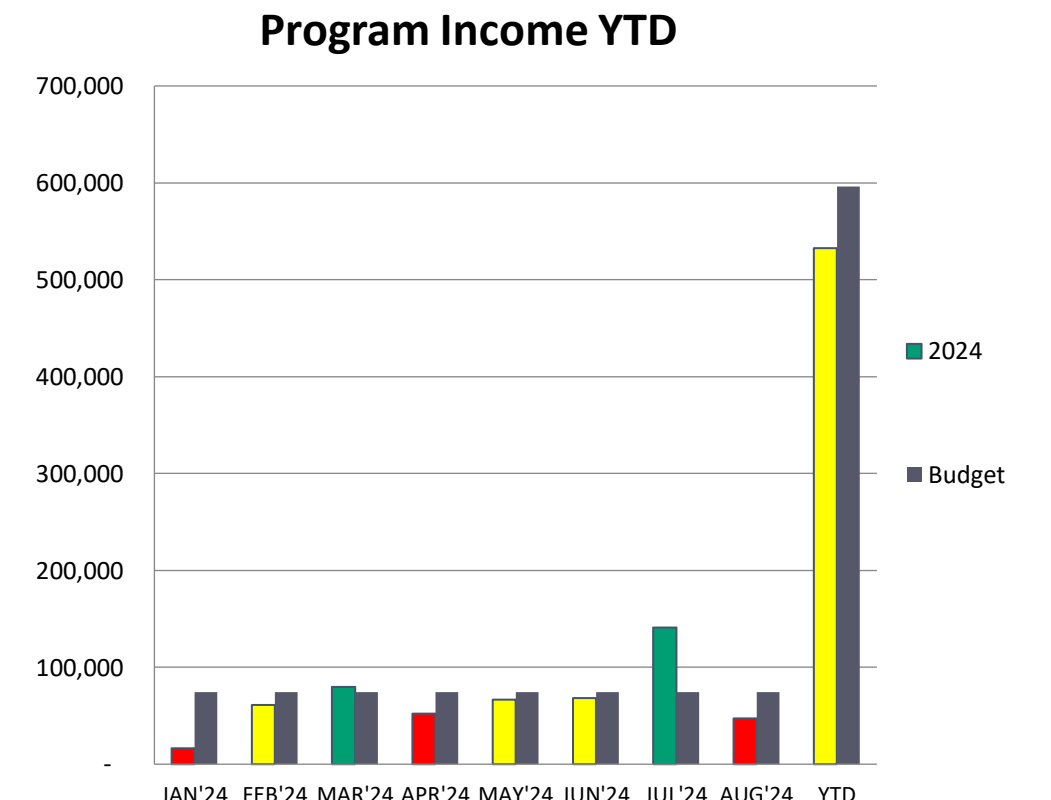
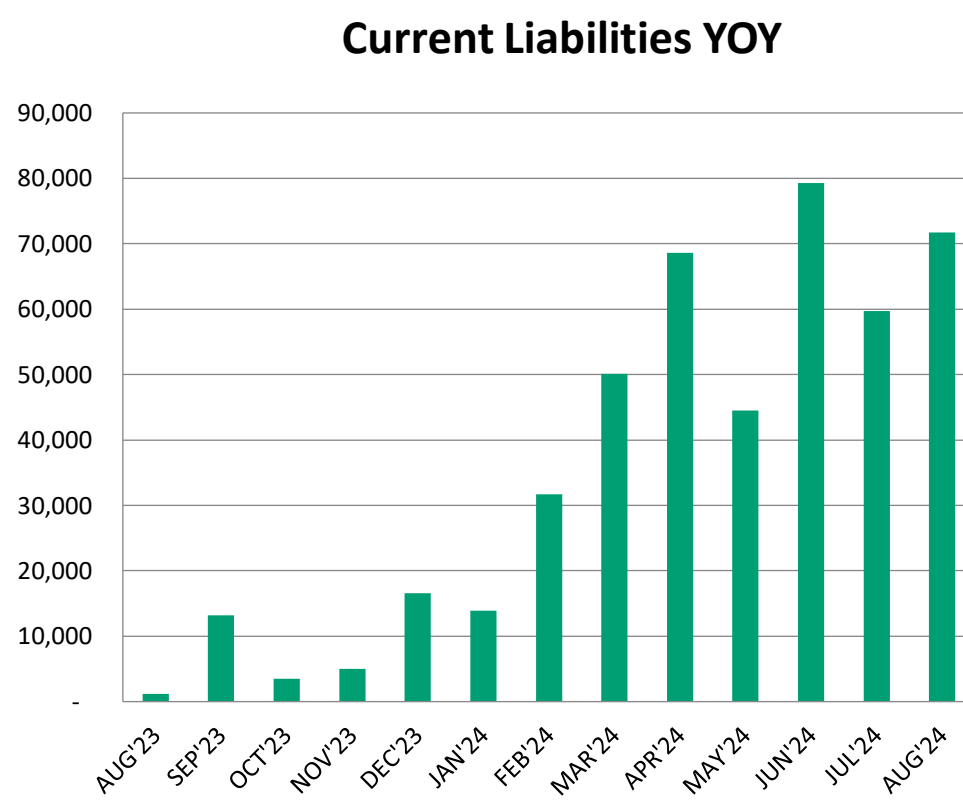
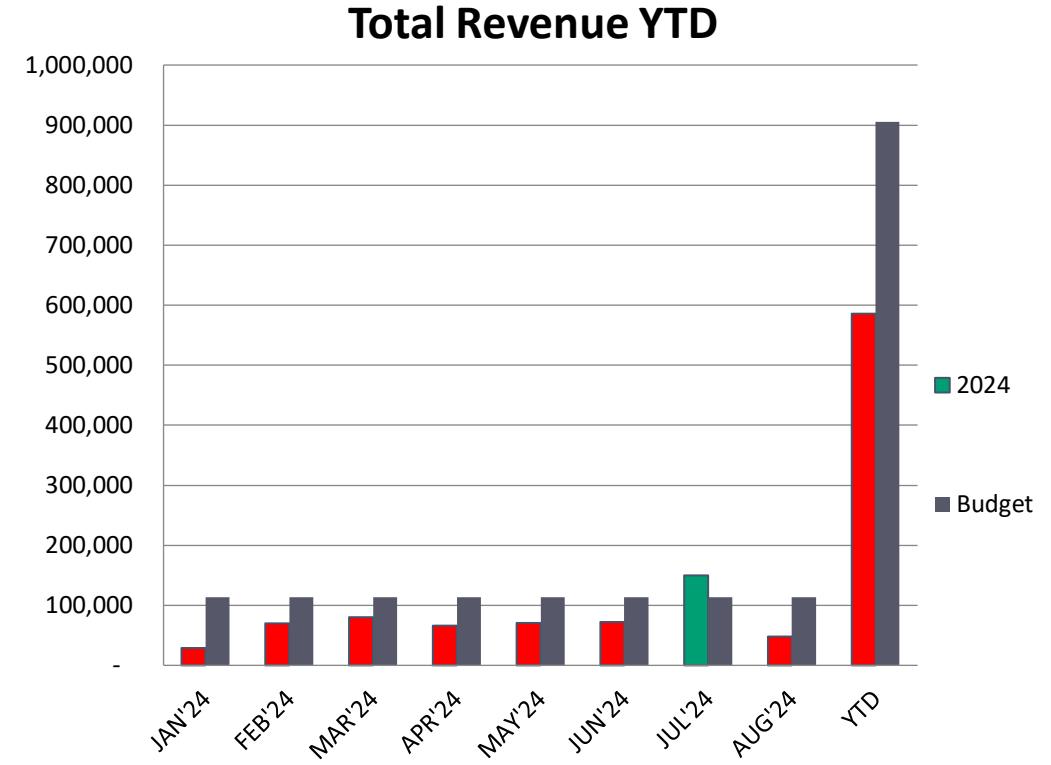
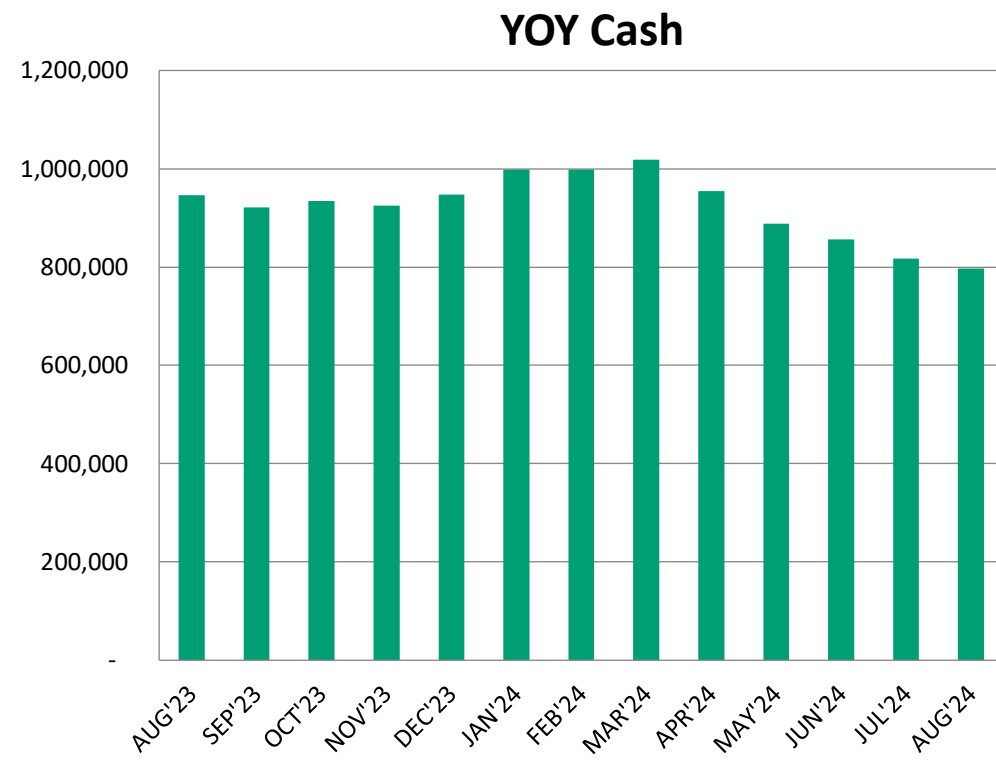
For the period ending YTD August 31st, 2024

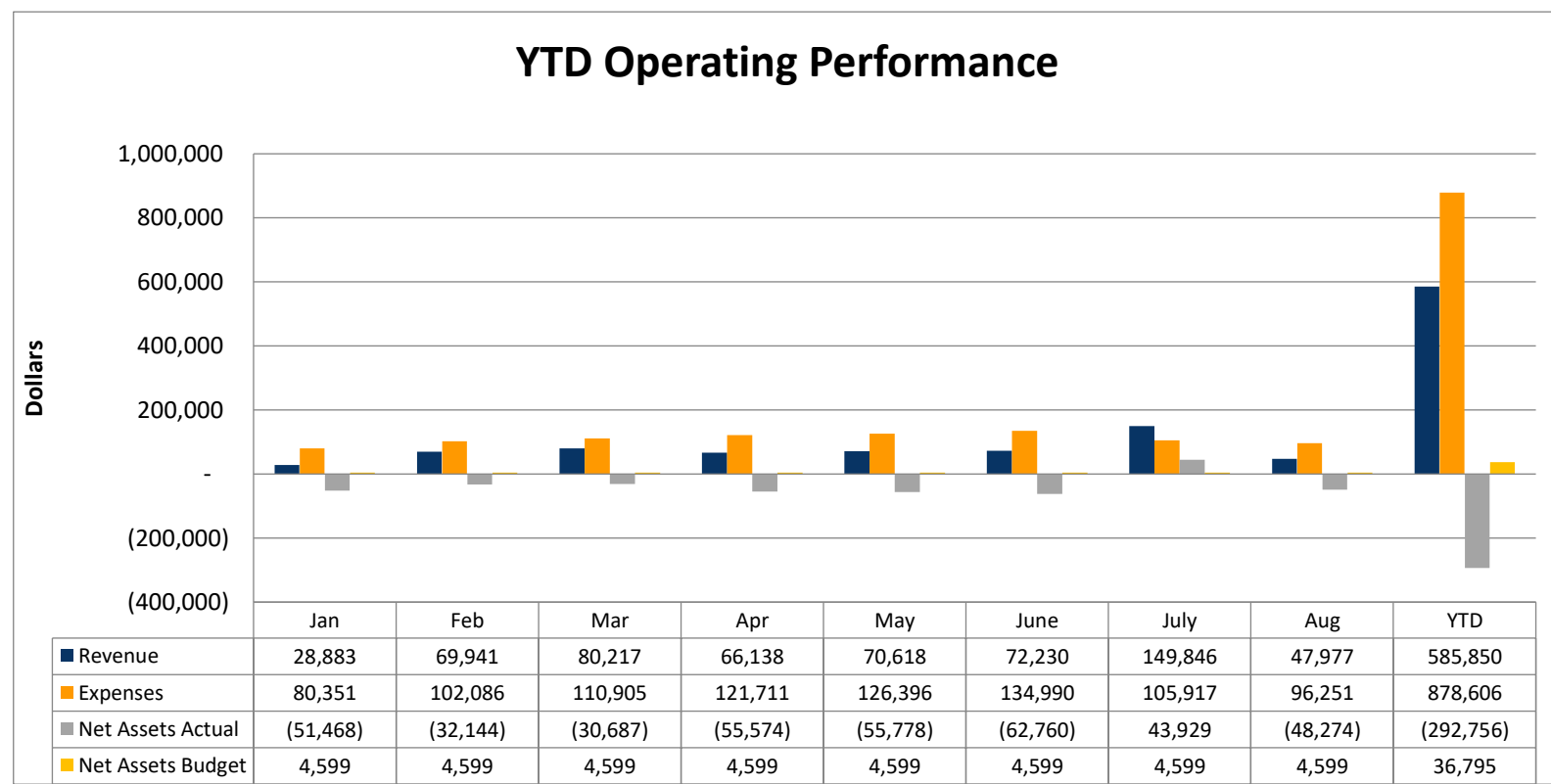
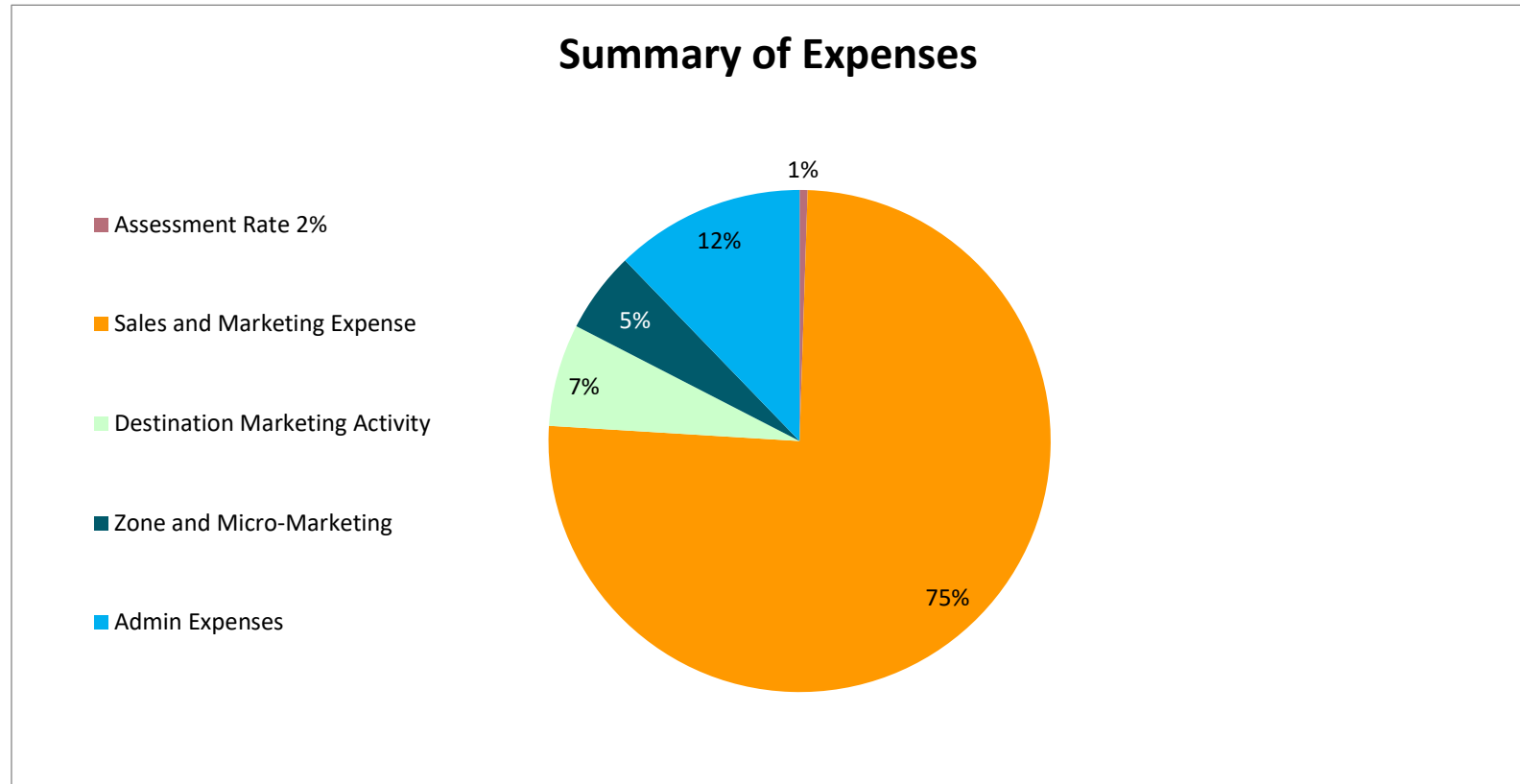
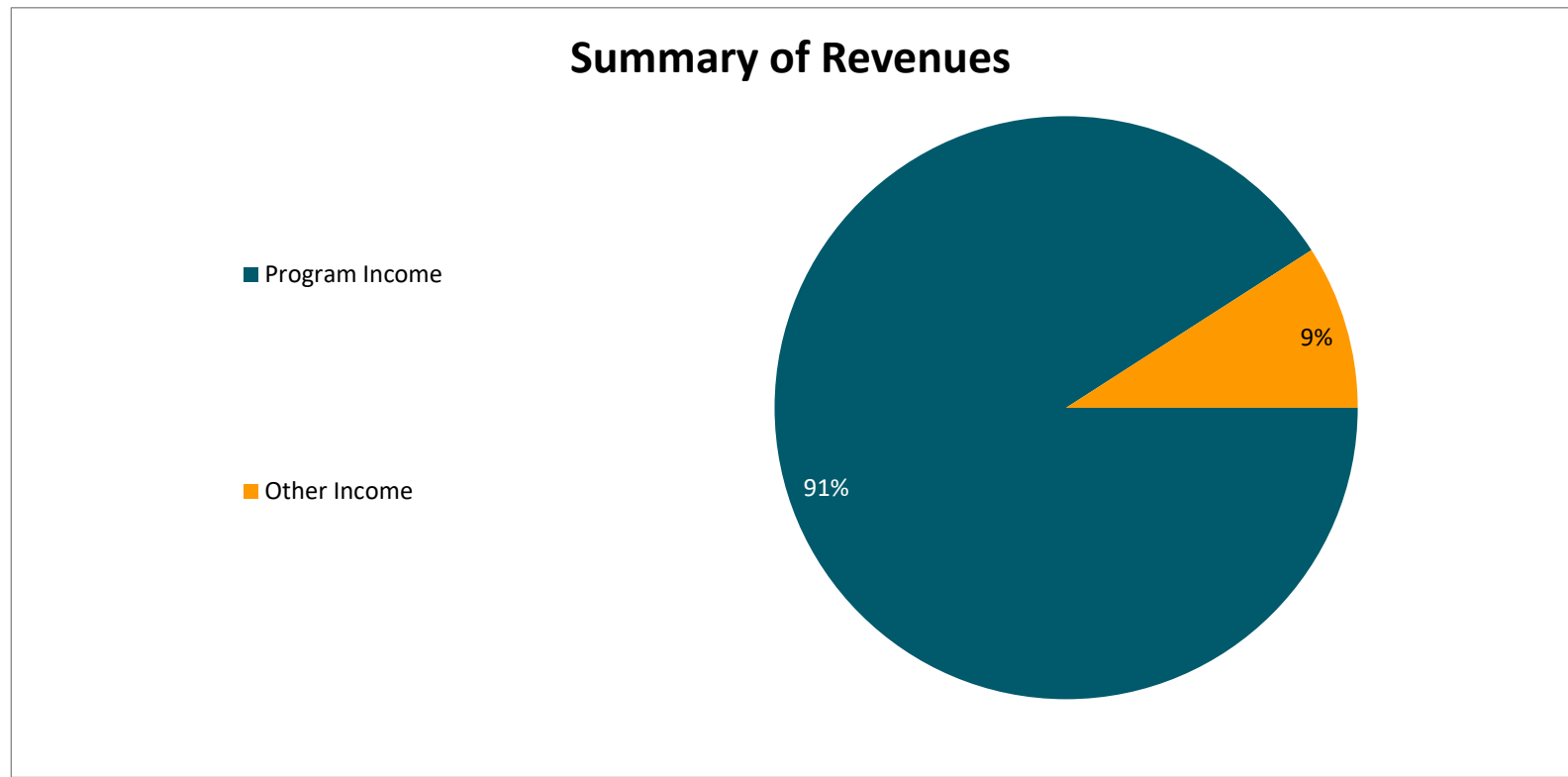
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Explore Butte County  
Financial Dashboard  
For the period ending August 31st, 2024

Color Code	
	Significant Underperformance
	Slight Underperformance
	Good Performance





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

	August 2024 \$	August 2023 \$	Variance Inc/(Dec) \$	Variance Inc/(Dec) %
<b>ASSETS</b>				
<b>Current Assets</b>				
Cash				
Checking	272,158	946,393	(674,235)	(71.2%)
Savings	505,218	-	505,218	100.0%
Money Market	20,035	-	20,035	100.0%
<b>Total Cash</b>	<b>797,411</b>	<b>946,393</b>	<b>(148,982)</b>	<b>(15.7%)</b>
Accounts Receivable	169,513	-	169,513	100.0%
<b>Other Assets</b>				
Prepaid Expenses	19,242	-	19,242	100.0%
	<b>19,242</b>	<b>-</b>	<b>19,242</b>	<b>100.0%</b>
<b>Total Current Assets</b>	<b>986,166</b>	<b>946,393</b>	<b>39,773</b>	<b>4.2%</b>
<b>Fixed Assets</b>				
Furniture And Equipment	19,636	19,636	-	-
Vehicle	137,837	137,837	-	-
Less Accumulated Depreciation	(93,664)	(43,328)	(50,336)	(116.2%)
<b>Total Fixed Assets</b>	<b>63,809</b>	<b>114,145</b>	<b>(50,336)</b>	<b>(44.1%)</b>
<b>TOTAL ASSETS</b>	<b>1,049,975</b>	<b>1,060,538</b>	<b>(10,563)</b>	<b>(1.0%)</b>
<b>LIABILITIES</b>				
<b>Current Liabilities</b>				
Accounts Payable	53,264	-	53,264	100.0%
Credit Card Payable	5,436	2,879	2,557	88.8%
Accrued Salaries and Wages	11,439	-	11,439	100.0%
Payroll Liabilities	1,582	3,875	(2,293)	(59.2%)
Direct Deposit Liabilities	-	(5,552)	5,552	100.0%
<b>Total Current Liabilities</b>	<b>71,720</b>	<b>1,202</b>	<b>70,519</b>	<b>5,868.2%</b>
Deferred Revenue	30,316	-	30,316	100.0%
<b>TOTAL LIABILITIES</b>	<b>102,037</b>	<b>1,202</b>	<b>100,835</b>	<b>8,391.0%</b>
<b>NET ASSETS</b>				
Unrestricted Net Assets	827,848	872,784	(44,936)	(5.1%)
Net Assets - Reserved	412,846	486,559	(73,713)	(15.2%)
Current Year Income	(292,756)	(300,007)	7,251	2.4%
<b>Total Net Assets</b>	<b>947,938</b>	<b>1,059,336</b>	<b>(111,398)</b>	<b>(10.5%)</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>1,049,975</b>	<b>1,060,538</b>	<b>(10,563)</b>	<b>(1.0%)</b>

**Explore Butte County**  
Trend Balance Sheet Ratios  
For the period ending August 31st, 2024

	<b>August 2023</b>	<b>September 2023</b>	<b>October 2023</b>	<b>November 2023</b>	<b>December 2023</b>	<b>January 2024</b>	<b>February 2024</b>	<b>March 2024</b>	<b>April 2024</b>	<b>May 2024</b>	<b>June 2024</b>	<b>July 2024</b>	<b>August 2024</b>
Cash <sup>1</sup>	176.38	166.20	139.09	243.82	249.92	279.77	279.85	285.18	267.59	248.99	239.91	229.02	223.42
Current Ratio <sup>2</sup>	18.63	14.81	6.09	184.44	60.35	40.78	25.01	16.84	13.25	17.89	10.58	13.92	13.75
Leverage <sup>3</sup>	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**  
Income Statement by Class  
For the period ending August 31st, 2024

	TBID Program	Prior Year Reserved	Cooperative	MicroFunding	Travel Chico ARPA	Wayfinding Signage - County ARPA	TOTAL
<b>REVENUES &amp; OTHER SUPPORT:</b>							
Program Income							
Butte County	3,416			-			3,416
Chico	470,858			-			470,858
Gridley	10,966	555		-			11,521
Oroville	27,996			-			27,996
Paradise	18,807			-			18,807
Sub-Total Program Income	532,043	555	-	-	-	-	532,598
Other Income							
Interest Income	5,031			-			5,031
Butte County - Microfunding				135			135
City of Chico - Microfunding				10,000	20,000		30,000
Cooperative Program Funding	1,047		15,550	-			16,597
Other Income	1,489			-			1,489
Sub-Total Other Income	7,567	-	15,550	10,135	20,000	-	53,252
<b>TOTAL REVENUE</b>	<b>539,610</b>	<b>555</b>	<b>15,550</b>	<b>10,135</b>	<b>20,000</b>	<b>-</b>	<b>585,850</b>
<b>PROGRAM EXPENSES:</b>							
Assessment Rate 2%							
2% Fee - Butte County	55			-			55
2% Fee - Chico	2,889			-			2,889
2% Fee - Gridley	71	11		-			83
2% Fee - Oroville	1,245			-			1,245
2% Fee - Paradise	245			-			245
Sub-total Assessment Rate 2%	4,505	11	-	-	-	-	4,516
Sales and Marketing Expense							
Advertising	122,846			-	606		123,452
Conferences	31,707			-	600		32,307
Creative Services	78,997	53		12	10,070		89,133
Dues and Memberships	4,662			-			4,662
Marketing Contracts	75,999	23,000		-	750		99,749
Meals	1,294			-			1,294
Office Supplies	108			-			108
Postage	926			-			926
Printing	10,531	29,650		-	17,254		57,435
Public Relations	2,351			-			2,351
Rent	34			-			34
Sales and Marketing Exp. - Other	1,293			-			1,293
Hospitality for Hospitality	815			-			815
SponsorShip Marketing	4,035	500		-			4,535
Travel Trader& Consumer Market Show	22,066	4,399		-			26,464
Staff-Marketing	186,071			-			186,071
Vehicle Maintenance	3,241			-			3,241
Website	28,448			-	600		29,048
Sub-Total Sales and Marketing Expense	575,427	57,601	-	12	29,880	-	662,921
Destination Marketing Activity							
ARPA Wayfinding				-		55,157	55,157
Desitination Management Plan	1,276			-			1,276
Butte County Film Commision	9	1,530		-			1,539
Sub-Total Destination Marketing Activity	1,284	1,530	-	-	-	55,157	57,972
Zone and Micro-Marketing							
Chico Zone/Travel Chico	234			1,710	14,258		16,202
Paradise Zone				7,030			7,030
Oroville Zone	22			22,511			22,533
Sub-Total Zone and Micro-Marketing	256	-	-	31,251	14,258	-	45,765
Admin Expenses							
Bank fees	40			-			40
Conference, Convention, Meeting	3,062			-			3,062
Depreciation	19,672			-			19,672
Filing fees/ taxes	387			-			387
General Administration	4,365			-			4,365
Insurance	2,885			-			2,885
Interest expense	2			-			2
Meals	582			-			582
Office supplies	6,725			-			6,725
Printing and Copying	50			-			50
Professional fees - Accounting	32,388			-			32,388
Professional fees - Legal	6,796			-			6,796
Professional fees - Human Resources	38			-			38
Rent/ Office Space	5,080			-			5,080
401k Administration	686			-			686
Staffing - Admin	20,612			-			20,612
Subscriptions	1,215			-			1,215
Telephone, Telecommunications	1,238			-			1,238
Travel	1,609			-			1,609
Sub-Total Admin Expenses	107,433	-	-	-	-	-	107,433
<b>TOTAL PROGRAM EXPENSES</b>	<b>688,905</b>	<b>59,143</b>	<b>-</b>	<b>31,264</b>	<b>44,138</b>	<b>55,157</b>	<b>878,606</b>
<b>NET INCOME/(NET LOSS)</b>	<b>\$ (149,295)</b>	<b>\$ (58,587)</b>	<b>\$ 15,550</b>	<b>\$ (21,129)</b>	<b>\$ (24,138)</b>	<b>\$ (55,157)</b>	<b>\$ (292,756)</b>

# Explore Butte County

## Journal

August 1-31, 2024

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
5997									
5997	08/01/2024	Bill	2024-08-01	Butte County Association of Government	Explore Butte County Rent	20000	20000 Accounts Payable		\$550.00
5997	08/01/2024	Bill	2024-08-01	Butte County Association of Government	Explore Butte County Rent	7360	7000 Administration:7360 Rent/Office Space	\$550.00	
<b>Total for 5997</b>								<b>\$550.00</b>	<b>\$550.00</b>
6136									
6136	08/01/2024	Bill	733	Watershed Media LLC	August 2024 Multimedia Content Creation	20000	20000 Accounts Payable		\$2,500.00
6136	08/01/2024	Bill	733	Watershed Media LLC	August 2024 Multimedia Content Creation	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	\$2,500.00	
<b>Total for 6136</b>								<b>\$2,500.00</b>	<b>\$2,500.00</b>
6311									
6311	08/01/2024	Expense	CD156BFB317CF640AFA1E	GOOGLE GSUITE EXPLOREBUT	Nichole Farley   Google Gsuite Explorebut   6710 - EBC Website	2105	2105 Divvy - Nichole #1688		\$129.60
6311	08/01/2024	Expense	CD156BFB317CF640AFA1E	GOOGLE GSUITE EXPLOREBUT	Nichole Farley   Google Gsuite Explorebut   6710 - EBC Website	6710	6000 Sales and Marketing Expense:6700 Website:6710 Explore Butte County Website	\$129.60	
<b>Total for 6311</b>								<b>\$129.60</b>	<b>\$129.60</b>
6312									
6312	08/01/2024	Expense	D30E3FE86AF953DC19AA5	GOOGLE ADS	Ashley Baer   Google Ads   6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688		\$321.65
6312	08/01/2024	Expense	D30E3FE86AF953DC19AA5	GOOGLE ADS	Ashley Baer   Google Ads   6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$321.65	
<b>Total for 6312</b>								<b>\$321.65</b>	<b>\$321.65</b>
6313									
6313	08/01/2024	Expense	EBFEC0652CCC0979B1F89	Office Depot	Cameo Calderon   Office Depot   7300 - Admin Office Supplies	2105	2105 Divvy - Nichole #1688		\$32.45
6313	08/01/2024	Expense	EBFEC0652CCC0979B1F89	Office Depot	Cameo Calderon   Office Depot   7300 - Admin Office Supplies	7300	7000 Administration:7300 Office Supplies	\$32.45	
<b>Total for 6313</b>								<b>\$32.45</b>	<b>\$32.45</b>
6333									
6333	08/01/2024	Bill		CFO by Design	August 2024 Services	20000	20000 Accounts Payable		\$1,250.00
6333	08/01/2024	Bill		CFO by Design	August 2024 Services	7330	7000 Administration:7330 Professional fees - Accounting	\$1,250.00	
<b>Total for 6333</b>								<b>\$1,250.00</b>	<b>\$1,250.00</b>
6342									
6342	08/01/2024	Journal Entry	07312024R		To Accrue the payroll for the period 07/27/2024 to 07/31/2024	6410	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6410 Staffing - Marketing Payroll		\$2,700.09
6342	08/01/2024	Journal Entry	07312024R		To Accrue the payroll for the period 07/27/2024 to 07/31/2024	7410	7000 Administration:7400 Staffing - Admin (10%):7410 Staffing - Admin Payroll		\$300.01
6342	08/01/2024	Journal Entry	07312024R			2200	2200 Accrued Payroll	\$3,000.10	
<b>Total for 6342</b>								<b>\$3,000.10</b>	<b>\$3,000.10</b>
6364									
6364	08/01/2024	Bill Payment (Check)		SinglePoint Outsourcing		1010	1010 GVB Checking #7188		\$9,803.87
6364	08/01/2024	Bill Payment (Check)		SinglePoint Outsourcing		20000	20000 Accounts Payable	\$9,803.87	
<b>Total for 6364</b>								<b>\$9,803.87</b>	<b>\$9,803.87</b>
6122									
6122	08/02/2024	Bill Payment (Check)		Creative Composition	Inv # 29211	1010	1010 GVB Checking #7188		\$17,253.61
6122	08/02/2024	Bill Payment (Check)		Creative Composition		20000	20000 Accounts Payable	\$17,253.61	
<b>Total for 6122</b>								<b>\$17,253.61</b>	<b>\$17,253.61</b>
6123									
6123	08/02/2024	Bill Payment (Check)		Wilson Printing	Inv # 26451	1010	1010 GVB Checking #7188		\$1,764.36
6123	08/02/2024	Bill Payment (Check)		Wilson Printing		20000	20000 Accounts Payable	\$1,764.36	
<b>Total for 6123</b>								<b>\$1,764.36</b>	<b>\$1,764.36</b>
6124									
6124	08/02/2024	Bill Payment (Check)		Michael J Riser	Inv # EBC-013	1010	1010 GVB Checking #7188		\$535.00
6124	08/02/2024	Bill Payment (Check)		Michael J Riser		20000	20000 Accounts Payable	\$535.00	
<b>Total for 6124</b>								<b>\$535.00</b>	<b>\$535.00</b>
6254									
6254	08/02/2024	Expense	115928D60F2DE407B071C	Amazon	Ashley Baer   Amazon   6150 - Research & Data	2105	2105 Divvy - Nichole #1688		\$75.00
6254	08/02/2024	Expense	115928D60F2DE407B071C	Amazon	Ashley Baer   Amazon   6150 - Research & Data	6150	6000 Sales and Marketing Expense:6100 Marketing contracts:6150 Research & Data	\$75.00	
<b>Total for 6254</b>								<b>\$75.00</b>	<b>\$75.00</b>
6255									
6255	08/02/2024	Expense	2D8072E22E012074AAC3E	SMARTSTOP	Nichole Farley   SmartStop   7360 - Admin Rent	2105	2105 Divvy - Nichole #1688		\$182.00
6255	08/02/2024	Expense	2D8072E22E012074AAC3E	SMARTSTOP	Nichole Farley   SmartStop   7360 - Admin Rent	7360	7000 Administration:7360 Rent/Office Space	\$182.00	
<b>Total for 6255</b>								<b>\$182.00</b>	<b>\$182.00</b>
6256									
6256	08/02/2024	Expense	EA1CE86AD4C4A70718868	AYPARA ODEME GOKHAN AYSEL	Ashley Baer   Aypara Odeme Gokhan Aysel   6051 - Creative Services - Video & Photography	2105	2105 Divvy - Nichole #1688		\$3.93
6256	08/02/2024	Expense	EA1CE86AD4C4A70718868	AYPARA ODEME GOKHAN AYSEL	Ashley Baer   Aypara Odeme Gokhan Aysel   6051 - Creative Services - Video & Photography	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	\$3.93	



TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
<b>Total for 6256</b>								<b>\$3.93</b>	<b>\$3.93</b>
6257									
6257	08/02/2024	Expense	934262D9B9511C2142364	Facebook	Alaina Macarthy   Facebook   6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688		\$221.65
6257	08/02/2024	Expense	934262D9B9511C2142364	Facebook	Alaina Macarthy   Facebook   6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$221.65	
<b>Total for 6257</b>								<b>\$221.65</b>	<b>\$221.65</b>
6258									
6258	08/02/2024	Expense	CFBFF5E93DF4E78BE457A	Facebook	Alaina Macarthy   Facebook   6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688		\$15.35
6258	08/02/2024	Expense	CFBFF5E93DF4E78BE457A	Facebook	Alaina Macarthy   Facebook   6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$15.35	
<b>Total for 6258</b>								<b>\$15.35</b>	<b>\$15.35</b>
6314									
6314	08/02/2024	Expense	E27DECB3F4C5AB7F867D4	LANGLERS.COM	Nichole Farley   Langlers.com   6720 - TC Website	2105	2105 Divvy - Nichole #1688		\$200.00
6314	08/02/2024	Expense	E27DECB3F4C5AB7F867D4	LANGLERS.COM	Nichole Farley   Langlers.com   6720 - TC Website	6720	6000 Sales and Marketing Expense:6700 Website:6720 Travel Chico Website	\$200.00	
<b>Total for 6314</b>								<b>\$200.00</b>	<b>\$200.00</b>
6315									
6315	08/02/2024	Expense	27722AC4B06DD0DEDE704	LANGLERS.COM	Nichole Farley   Langlers.com   6710 - EBC Website	2105	2105 Divvy - Nichole #1688		\$1,200.00
6315	08/02/2024	Expense	27722AC4B06DD0DEDE704	LANGLERS.COM	Nichole Farley   Langlers.com   6710 - EBC Website	6710	6000 Sales and Marketing Expense:6700 Website:6710 Explore Butte County Website	\$1,200.00	
<b>Total for 6315</b>								<b>\$1,200.00</b>	<b>\$1,200.00</b>
6316									
6316	08/02/2024	Expense	887BFB537CAD0B3987431	GOOGLE ADS	Alaina Macarthy   Google Ads   6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688		\$119.23
6316	08/02/2024	Expense	887BFB537CAD0B3987431	GOOGLE ADS	Alaina Macarthy   Google Ads   6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$119.23	
<b>Total for 6316</b>								<b>\$119.23</b>	<b>\$119.23</b>
6317									
6317	08/02/2024	Expense	2E728750237DE4C995D3D	Amazon	Ashley Baer   Amazon   6150 - Research & Data	2105	2105 Divvy - Nichole #1688		\$25.00
6317	08/02/2024	Expense	2E728750237DE4C995D3D	Amazon	Ashley Baer   Amazon   6150 - Research & Data	6150	6000 Sales and Marketing Expense:6100 Marketing contracts:6150 Research & Data	\$25.00	
<b>Total for 6317</b>								<b>\$25.00</b>	<b>\$25.00</b>
6259									
6259	08/04/2024	Expense	E42B069AF839DB1EF3499	ADOBE	Ashley Baer   Adobe   6051 - Creative Services - Video & Photography	2105	2105 Divvy - Nichole #1688		\$9.99
6259	08/04/2024	Expense	E42B069AF839DB1EF3499	ADOBE	Ashley Baer   Adobe   6051 - Creative Services - Video & Photography	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	\$9.99	
<b>Total for 6259</b>								<b>\$9.99</b>	<b>\$9.99</b>
6260									
6260	08/04/2024	Expense	AB4E7599C739221E2BB3C	ADOBE	Nichole Farley   Adobe   6054 - Creative Services - Other	2105	2105 Divvy - Nichole #1688		\$59.99
6260	08/04/2024	Expense	AB4E7599C739221E2BB3C	ADOBE	Nichole Farley   Adobe   6054 - Creative Services - Other	6054	6000 Sales and Marketing Expense:6050 Creative Services:6054 Creative - Other	\$59.99	
<b>Total for 6260</b>								<b>\$59.99</b>	<b>\$59.99</b>
6261									
6261	08/05/2024	Expense	011AEB189C1830D0259C8	AHREFS.COM	Ashley Baer   Ahrefs.com   6710 - EBC Website	2105	2105 Divvy - Nichole #1688		\$990.00
6261	08/05/2024	Expense	011AEB189C1830D0259C8	AHREFS.COM	Ashley Baer   Ahrefs.com   6710 - EBC Website	6710	6000 Sales and Marketing Expense:6700 Website:6710 Explore Butte County Website	\$990.00	
<b>Total for 6261</b>								<b>\$990.00</b>	<b>\$990.00</b>
6319									
6319	08/05/2024	Expense		Humana, Inc.	DDA ACH WITHDRAWAL - HUMANA, INC. INS PYMT 153372EXPLORE BU	1010	1010 GVB Checking #7188		\$147.09
6319	08/05/2024	Expense		Humana, Inc.	DDA ACH WITHDRAWAL - HUMANA, INC. INS PYMT 153372EXPLORE BU	6440	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance	\$132.38	
6319	08/05/2024	Expense		Humana, Inc.	DDA ACH WITHDRAWAL - HUMANA, INC. INS PYMT 153372EXPLORE BU	7440	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance	\$14.71	
<b>Total for 6319</b>								<b>\$147.09</b>	<b>\$147.09</b>
6127									
6127	08/06/2024	Expense		Betterment	ACH Payment BETTERMENT SEC TRANSFER	1010	1010 GVB Checking #7188		\$1,554.07
6127	08/06/2024	Expense		Betterment	ACH Payment BETTERMENT SEC TRANSFER	2410	2410 Retirement plan liability	\$1,554.07	
<b>Total for 6127</b>								<b>\$1,554.07</b>	<b>\$1,554.07</b>
6128									
6128	08/06/2024	Expense		Betterment	ACH Payment BETTERMENT SEC TRANSFER	1010	1010 GVB Checking #7188		\$1,560.33
6128	08/06/2024	Expense		Betterment	ACH Payment BETTERMENT SEC TRANSFER	2410	2410 Retirement plan liability	\$1,560.33	
<b>Total for 6128</b>								<b>\$1,560.33</b>	<b>\$1,560.33</b>
6241									
6241	08/06/2024	Bill	1511	Jennifer Sweeney Communications	July 2024 Monthly Fee	20000	20000 Accounts Payable		\$2,000.00
6241	08/06/2024	Bill	1511	Jennifer Sweeney Communications	July 2024 Monthly Fee	6130	6000 Sales and Marketing Expense:6100 Marketing	\$2,000.00	

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
							contracts:6130 Public Relations		
<b>Total for 6241</b>								<b>\$2,000.00</b>	<b>\$2,000.00</b>
6262	08/06/2024	Expense	215F8A35FB309BECF7777	TIKTOK PROMOTE	Ashley Baer   Tiktok Promote   6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688		\$145.00
6262	08/06/2024	Expense	215F8A35FB309BECF7777	TIKTOK PROMOTE	Ashley Baer   Tiktok Promote   6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$145.00	
<b>Total for 6262</b>								<b>\$145.00</b>	<b>\$145.00</b>
6320	08/06/2024	Expense		Divvy	DDA ACH WITHDRAWAL - EWALLET - DIVVYP Divvy Cred Explore Butte County	1010	1010 GVB Checking #7188		\$5,439.90
6320	08/06/2024	Expense		Divvy	DDA ACH WITHDRAWAL - EWALLET - DIVVYP Divvy Cred Explore Butte County	2105	2105 Divvy - Nichole #1688	\$5,439.90	
<b>Total for 6320</b>								<b>\$5,439.90</b>	<b>\$5,439.90</b>
6132	08/07/2024	Payment	#038217	City of Chico - TBID Assessment	Voided	1010	1010 GVB Checking #7188	\$0.00	
6132	08/07/2024	Payment	#038217	City of Chico - TBID Assessment		1100	1100 Accounts Receivable	\$0.00	
<b>Total for 6132</b>								<b>\$0.00</b>	<b>\$0.00</b>
6133	08/07/2024	Payment	#977316	City of Gridley - TBID Assessment		1010	1010 GVB Checking #7188	\$7,744.59	
6133	08/07/2024	Payment	#977316	City of Gridley - TBID Assessment		1100	1100 Accounts Receivable		\$7,744.59
<b>Total for 6133</b>								<b>\$7,744.59</b>	<b>\$7,744.59</b>
6134	08/07/2024	Payment	#038149	City of Chico - TBID Assessment		1010	1010 GVB Checking #7188	\$21,444.03	
6134	08/07/2024	Payment	#038149	City of Chico - TBID Assessment		1100	1100 Accounts Receivable		\$21,444.03
<b>Total for 6134</b>								<b>\$21,444.03</b>	<b>\$21,444.03</b>
6263	08/07/2024	Expense	5A2C5E755290EC7D19496	OTTER.AI	Nichole Farley   Otter.ai   7500 - Admin Subscriptions	2105	2105 Divvy - Nichole #1688		\$120.00
6263	08/07/2024	Expense	5A2C5E755290EC7D19496	OTTER.AI	Nichole Farley   Otter.ai   7500 - Admin Subscriptions	7500	7000 Administration:7500 Subscriptions	\$120.00	
<b>Total for 6263</b>								<b>\$120.00</b>	<b>\$120.00</b>
6264	08/07/2024	Expense	5A2DBFB6AC903A78083EB	DESTINATION MARKETING ASS	Alaina Macarthy   Destination Marketing Ass   6034 - Conferences - DMAWest	2105	2105 Divvy - Nichole #1688		\$600.00
6264	08/07/2024	Expense	5A2DBFB6AC903A78083EB	DESTINATION MARKETING ASS	Alaina Macarthy   Destination Marketing Ass   6034 - Conferences - DMAWest	6034	6000 Sales and Marketing Expense:6030 Conferences:6034 DMA West	\$600.00	
<b>Total for 6264</b>								<b>\$600.00</b>	<b>\$600.00</b>
6265	08/07/2024	Expense	694952898159D346C67BA	DESTINATION MARKETING ASS	Cameo Calderon   Destination Marketing Ass   6034 - Conferences - DMAWest	2105	2105 Divvy - Nichole #1688		\$600.00
6265	08/07/2024	Expense	694952898159D346C67BA	DESTINATION MARKETING ASS	Cameo Calderon   Destination Marketing Ass   6034 - Conferences - DMAWest	6034	6000 Sales and Marketing Expense:6030 Conferences:6034 DMA West	\$600.00	
<b>Total for 6265</b>								<b>\$600.00</b>	<b>\$600.00</b>
6340	08/07/2024	Payment		City of Chico - TBID Assessment		1010	1010 GVB Checking #7188	\$41,944.84	
6340	08/07/2024	Payment		City of Chico - TBID Assessment		1100	1100 Accounts Receivable		\$41,944.84
<b>Total for 6340</b>								<b>\$41,944.84</b>	<b>\$41,944.84</b>
6266	08/08/2024	Expense	8985279AC7B5EE4503A25	DESTINATION MARKETING ASS	Nichole Farley   Destination Marketing Ass   7030 - Admin Conference, Convention, Meetings	2105	2105 Divvy - Nichole #1688		\$600.00
6266	08/08/2024	Expense	8985279AC7B5EE4503A25	DESTINATION MARKETING ASS	Nichole Farley   Destination Marketing Ass   7030 - Admin Conference, Convention, Meetings	6034	6000 Sales and Marketing Expense:6030 Conferences:6034 DMA West	\$600.00	
<b>Total for 6266</b>								<b>\$600.00</b>	<b>\$600.00</b>
6267	08/08/2024	Expense	1EDE467C22A79EA3D586E	DESTINATION MARKETING ASS	Ashley Baer   Destination Marketing Ass   6034 - Conferences - DMAWest	2105	2105 Divvy - Nichole #1688		\$600.00
6267	08/08/2024	Expense	1EDE467C22A79EA3D586E	DESTINATION MARKETING ASS	Ashley Baer   Destination Marketing Ass   6034 - Conferences - DMAWest	6034	6000 Sales and Marketing Expense:6030 Conferences:6034 DMA West	\$600.00	
<b>Total for 6267</b>								<b>\$600.00</b>	<b>\$600.00</b>
6335	08/08/2024	Deposit				1010	1010 GVB Checking #7188	\$72.37	
6335	08/08/2024	Deposit			Reimbursement of Elan Credit Card	4920	4800 Other Types of Income:4920 Miscellaneous Revenue		\$72.37
<b>Total for 6335</b>								<b>\$72.37</b>	<b>\$72.37</b>
6327	08/09/2024	Expense		US POSTAL SERVICE	USPS1000041904 2668573554 EXPLORE BUTTE COUNTY S	1010	1010 GVB Checking #7188		\$382.56
6327	08/09/2024	Expense		US POSTAL SERVICE	USPS1000041904 2668573554 EXPLORE BUTTE COUNTY S	6310	6000 Sales and Marketing Expense:6310 Postage	\$382.56	
<b>Total for 6327</b>								<b>\$382.56</b>	<b>\$382.56</b>
6268	08/10/2024	Expense	93F5E1CAFD37E85F8D13D	Cloudflare	Nichole Farley   Cloudflare   6710 - EBC Website	2105	2105 Divvy - Nichole #1688		\$25.00
6268	08/10/2024	Expense	93F5E1CAFD37E85F8D13D	Cloudflare	Nichole Farley   Cloudflare	6710	6000 Sales and Marketing	\$25.00	

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
						6710 - EBC Website	Expense:6700 Website:6710 Explore Butte County Website		
<b>Total for 6268</b>								<b>\$25.00</b>	<b>\$25.00</b>
6322									
6322	08/12/2024	Expense		Divvy	ACH Payment Divvy Reimburse	1010	1010 GVB Checking #7188		\$1,114.20
6322	08/12/2024	Expense		Divvy	DI CDME class in Vancouver	6033	6000 Sales and Marketing Expense:6030 Conferences:6033 Dest. Internation Summit	\$761.43	
6322	08/12/2024	Expense		Divvy	Travel Chico visitors guide discussion	7570	7000 Administration:7570 Travel	\$2.14	
6322	08/12/2024	Expense		Divvy	Quarterly meeting	7570	7000 Administration:7570 Travel	\$1.81	
6322	08/12/2024	Expense		Divvy	Trip to airport in personal car	6032	6000 Sales and Marketing Expense:6030 Conferences:6032 Destiation Intern. Annual Conv.	\$98.89	
6322	08/12/2024	Expense		Divvy	TC Guide proof pick up and AG box pick up	7570	7000 Administration:7570 Travel	\$3.69	
6322	08/12/2024	Expense		Divvy	Paradise Chamber items drop off, Paradise Mom walk meeting, and Paradise OA Group Meeting	7570	7000 Administration:7570 Travel	\$10.59	
6322	08/12/2024	Expense		Divvy	Return pickup from Destinations International	6032	6000 Sales and Marketing Expense:6030 Conferences:6032 Destiation Intern. Annual Conv.	\$98.76	
6322	08/12/2024	Expense		Divvy	filming at Big Tuns, and Chico History museum	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	\$7.24	
6322	08/12/2024	Expense		Divvy	Filming at Farmers Brewery & Taproom	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	\$5.03	
6322	08/12/2024	Expense		Divvy	CA rural exchange	7570	7000 Administration:7570 Travel	\$107.60	
6322	08/12/2024	Expense		Divvy	Pick up TC guides, office supplies for Ashley and Chico Zone Meeting	7570	7000 Administration:7570 Travel	\$5.29	
6322	08/12/2024	Expense		Divvy	ODBA Meeting	7570	7000 Administration:7570 Travel	\$11.73	
<b>Total for 6322</b>								<b>\$1,114.20</b>	<b>\$1,114.20</b>
6269									
6269	08/13/2024	Expense	1E2473BDF413A1D6E1201	CHICOCAMB	Cameo Calderon   Chicochamb	2105	2105 Divvy - Nichole #1688		\$90.00
6269	08/13/2024	Expense	1E2473BDF413A1D6E1201	CHICOCAMB	6036 - Conferences - Other Cameo Calderon   Chicochamb   6036 - Conferences - Other	6036	6000 Sales and Marketing Expense:6030 Conferences:6036 Other Education	\$90.00	
<b>Total for 6269</b>								<b>\$90.00</b>	<b>\$90.00</b>
6270									
6270	08/13/2024	Expense	23509934FAAA56FCD3C92	KINDERS MEATS DELI	Alaina Macarthy   Kinders Meats Deli   6051 - Creative Services - Video & Photography	2105	2105 Divvy - Nichole #1688		\$15.55
6270	08/13/2024	Expense	23509934FAAA56FCD3C92	KINDERS MEATS DELI	Alaina Macarthy   Kinders Meats Deli   6051 - Creative Services - Video & Photography	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	\$15.55	
<b>Total for 6270</b>								<b>\$15.55</b>	<b>\$15.55</b>
6271									
6271	08/13/2024	Expense	18DBCED31B75EEE5C661E	INTUIT QUICKBOOKS	Nichole Farley   Intuit QuickBooks   7330 - Accounting Services	2105	2105 Divvy - Nichole #1688		\$45.00
6271	08/13/2024	Expense	18DBCED31B75EEE5C661E	INTUIT QUICKBOOKS	Nichole Farley   Intuit QuickBooks   7330 - Accounting Services	7330	7000 Administration:7330 Professional fees - Accounting Services	\$45.00	
<b>Total for 6271</b>								<b>\$45.00</b>	<b>\$45.00</b>
6323									
6323	08/13/2024	Expense		Divvy	DDA ACH WITHDRAWAL - EWALLET - DIVVYP Divvy Cred Explore Butte County	1010	1010 GVB Checking #7188		\$3,680.00
6323	08/13/2024	Expense		Divvy	DDA ACH WITHDRAWAL - EWALLET - DIVVYP Divvy Cred Explore Butte County	2105	2105 Divvy - Nichole #1688	\$3,680.00	
<b>Total for 6323</b>								<b>\$3,680.00</b>	<b>\$3,680.00</b>
6272									
6272	08/14/2024	Expense	0E3C4F3D3A8760EB789E6	GOOGLE FI	Ashley Baer   Google Fi   7560 - Admin Telephone, Telecommunications	2105	2105 Divvy - Nichole #1688		\$37.44
6272	08/14/2024	Expense	0E3C4F3D3A8760EB789E6	GOOGLE FI	Ashley Baer   Google Fi   7560 - Admin Telephone, Telecommunications	7560	7000 Administration:7560 Telephone, Telecommunications	\$37.44	
<b>Total for 6272</b>								<b>\$37.44</b>	<b>\$37.44</b>
6273									
6273	08/14/2024	Expense	E948CA4D0EED79D871E5D	TOTALELEMENT.COM	Cameo Calderon   Totalelement.com   6322 - Printing - Promotional Materials	2105	2105 Divvy - Nichole #1688		\$9.99
6273	08/14/2024	Expense	E948CA4D0EED79D871E5D	TOTALELEMENT.COM	Cameo Calderon   Totalelement.com   6322 - Printing - Promotional Materials	6322	6000 Sales and Marketing Expense:6320 Printing:6322 Promotional Materials	\$9.99	
<b>Total for 6273</b>								<b>\$9.99</b>	<b>\$9.99</b>
6274									
6274	08/14/2024	Expense	973FF4D40A79BCD521CCE	TIKTOK PROMOTE	Ashley Baer   Tiktok Promote   6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688		\$50.00
6274	08/14/2024	Expense	973FF4D40A79BCD521CCE	TIKTOK PROMOTE	Ashley Baer   Tiktok Promote   6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$50.00	
<b>Total for 6274</b>								<b>\$50.00</b>	<b>\$50.00</b>
6275									
6275	08/14/2024	Expense	C1F8DB86C0A7205CDD803	Target	Cameo Calderon   Target	2105	2105 Divvy - Nichole #1688		\$67.83

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
6275	08/14/2024	Expense	C1F8DB86C0A7205CDD803	Target	7200 - Admin Meals Cameo Calderon   Target   7200 - Admin Meals	7200	7000 Administration:7200 Meals	\$67.83	
<b>Total for 6275</b>								<b>\$67.83</b>	<b>\$67.83</b>
6337									
6337	08/14/2024	Check	823766			1000	1000 Tri Counties Bank		\$20.00
6337	08/14/2024	Check	823766			6655	6000 Sales and Marketing Expense:6655 Vehicle - Van Expenses	\$20.00	
<b>Total for 6337</b>								<b>\$20.00</b>	<b>\$20.00</b>
6243									
6243	08/15/2024	Bill Payment (Check)		SHASTA CASCADE WONDERLAND ASSOCIATION	Inv 24-25MEM-809010	1010	1010 GVB Checking #7188		\$3,000.00
6243	08/15/2024	Bill Payment (Check)		SHASTA CASCADE WONDERLAND ASSOCIATION		20000	20000 Accounts Payable	\$3,000.00	
<b>Total for 6243</b>								<b>\$3,000.00</b>	<b>\$3,000.00</b>
6244									
6244	08/15/2024	Bill Payment (Check)		One West Tourism Alliance	Inv 3287	1010	1010 GVB Checking #7188		\$945.00
6244	08/15/2024	Bill Payment (Check)		One West Tourism Alliance		20000	20000 Accounts Payable	\$945.00	
<b>Total for 6244</b>								<b>\$945.00</b>	<b>\$945.00</b>
6245									
6245	08/15/2024	Bill Payment (Check)		Jennifer Sweeney Communications	Inv 1511	1010	1010 GVB Checking #7188		\$2,000.00
6245	08/15/2024	Bill Payment (Check)		Jennifer Sweeney Communications		20000	20000 Accounts Payable	\$2,000.00	
<b>Total for 6245</b>								<b>\$2,000.00</b>	<b>\$2,000.00</b>
6246									
6246	08/15/2024	Bill Payment (Check)		Watershed Media LLC	Inv 733	1010	1010 GVB Checking #7188		\$2,500.00
6246	08/15/2024	Bill Payment (Check)		Watershed Media LLC		20000	20000 Accounts Payable	\$2,500.00	
<b>Total for 6246</b>								<b>\$2,500.00</b>	<b>\$2,500.00</b>
6276									
6276	08/15/2024	Expense	44E34A129B71B00198560	JESSICA LO	Ashley Baer   Jessica Lo   6051 - Creative Services - Video & Photography   Photoshoot for wheelchair writer	2105	2105 Divvy - Nichole #1688		\$2,178.60
6276	08/15/2024	Expense	44E34A129B71B00198560	JESSICA LO	Ashley Baer   Jessica Lo   6051 - Creative Services - Video & Photography   Photoshoot for wheelchair writer	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	\$2,178.60	
<b>Total for 6276</b>								<b>\$2,178.60</b>	<b>\$2,178.60</b>
6277									
6277	08/15/2024	Expense	E65C985D99FD07FC5BCF7	LIVE LIFE JUICE CO	Alaina Macarthy   Live Life Juice Co   6051 - Creative Services - Video & Photography	2105	2105 Divvy - Nichole #1688		\$9.95
6277	08/15/2024	Expense	E65C985D99FD07FC5BCF7	LIVE LIFE JUICE CO	Alaina Macarthy   Live Life Juice Co   6051 - Creative Services - Video & Photography	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	\$9.95	
<b>Total for 6277</b>								<b>\$9.95</b>	<b>\$9.95</b>
6278									
6278	08/15/2024	Expense	FE5FDEAD01025B1383A08	The Cookie Shoppe	Cameo Calderon   The Cookie Shoppe   6200 - Meals	2105	2105 Divvy - Nichole #1688		\$519.75
6278	08/15/2024	Expense	FE5FDEAD01025B1383A08	The Cookie Shoppe	Cameo Calderon   The Cookie Shoppe   6200 - Meals	6200	6000 Sales and Marketing Expense:6200 Meals	\$519.75	
<b>Total for 6278</b>								<b>\$519.75</b>	<b>\$519.75</b>
6279									
6279	08/15/2024	Expense	FC9707FD56BE5E58EEBBC	TEA BAR & FUSION CAF	Alaina Macarthy   Tea Bar & Fusion Caf   6051 - Creative Services - Video & Photography	2105	2105 Divvy - Nichole #1688		\$22.86
6279	08/15/2024	Expense	FC9707FD56BE5E58EEBBC	TEA BAR & FUSION CAF	Alaina Macarthy   Tea Bar & Fusion Caf   6051 - Creative Services - Video & Photography	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	\$22.86	
<b>Total for 6279</b>								<b>\$22.86</b>	<b>\$22.86</b>
6331									
6331	08/15/2024	Journal Entry	08162024		Payroll for the period 07/28/2024 - 08/10/2024	6410	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6410 Staffing - Marketing Payroll	\$8,937.67	
6331	08/15/2024	Journal Entry	08162024		Payroll for the period 07/28/2024 - 08/10/2024	7410	7000 Administration:7400 Staffing - Admin (10%):7410 Staffing - Admin Payroll	\$993.07	
6331	08/15/2024	Journal Entry	08162024		Payroll for the period 07/28/2024 - 08/10/2024	6420	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6420 Staffing - Payroll Taxes - Mktg	\$677.46	
6331	08/15/2024	Journal Entry	08162024		Payroll for the period 07/28/2024 - 08/10/2024	7420	7000 Administration:7400 Staffing - Admin (10%):7420 Payroll Taxes - Admin	\$75.27	
6331	08/15/2024	Journal Entry	08162024		Payroll for the period 07/28/2024 - 08/10/2024	6450	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6450 401k	\$355.02	
6331	08/15/2024	Journal Entry	08162024		Payroll for the period 07/28/2024 - 08/10/2024	7450	7000 Administration:7400 Staffing - Admin (10%):7450 401K	\$39.45	
6331	08/15/2024	Journal Entry	08162024		Payroll for the period 07/28/2024 - 08/10/2024	6430	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6430 Workers Comp Insurance	\$749.00	
6331	08/15/2024	Journal Entry	08162024		Payroll for the period 07/28/2024 - 08/10/2024	7430	7000 Administration:7400 Staffing - Admin (10%):7430 Workers Comp Insurance	\$83.22	
6331	08/15/2024	Journal Entry	08162024		Payroll for the period 07/28/2024 - 08/10/2024	7070	7000 Administration:7070 General Administration	\$230.77	
6331	08/15/2024	Journal Entry	08162024		Payroll for the period 07/28/2024 - 08/10/2024	2410	2410 Retirement plan liability		\$1,554.07
6331	08/15/2024	Journal Entry	08162024		Payroll for the period 07/28/2024 - 08/10/2024	2400	2400 Payroll Liabilities		\$854.40
6331	08/15/2024	Journal Entry	08162024			1010	1010 GVB Checking #7188		\$9,732.46

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
<b>Total for 6331</b>								<b>\$12,140.93</b>	<b>\$12,140.93</b>
6334									
6334	08/15/2024	Bill Payment (Check)		CFO by Design		1010	1010 GVB Checking #7188		\$1,250.00
6334	08/15/2024	Bill Payment (Check)		CFO by Design		20000	20000 Accounts Payable	\$1,250.00	
<b>Total for 6334</b>								<b>\$1,250.00</b>	<b>\$1,250.00</b>
6363									
6363	08/15/2024	Journal Entry	08152024		To remove the liability	2400	2400 Payroll Liabilities	\$854.40	
6363	08/15/2024	Journal Entry	08152024		To remove the liability	6440	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance		\$768.96
6363	08/15/2024	Journal Entry	08152024		To remove the liability	7440	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance		\$85.44
<b>Total for 6363</b>								<b>\$854.40</b>	<b>\$854.40</b>
6280									
6280	08/16/2024	Expense	389DC1D7023404606BEA5	TIKTOK PROMOTE	Ashley Baer   Tiktok Promote   6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688		\$126.00
6280	08/16/2024	Expense	389DC1D7023404606BEA5	TIKTOK PROMOTE	Ashley Baer   Tiktok Promote   6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$126.00	
<b>Total for 6280</b>								<b>\$126.00</b>	<b>\$126.00</b>
6281									
6281	08/16/2024	Expense	302DD9886DFF76C39C925	CAPCUT	Ashley Baer   Capcut   6051 - Creative Services - Video & Photography	2105	2105 Divvy - Nichole #1688		\$10.09
6281	08/16/2024	Expense	302DD9886DFF76C39C925	CAPCUT	Ashley Baer   Capcut   6051 - Creative Services - Video & Photography	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	\$10.09	
<b>Total for 6281</b>								<b>\$10.09</b>	<b>\$10.09</b>
6282									
6282	08/16/2024	Expense	27EFDCD0EDEF8C3686D19	TINAS MINI MART	Cameo Calderon   Tinas Mini Mart   6655 - Vehicle / Van Expenses	2105	2105 Divvy - Nichole #1688		\$84.10
6282	08/16/2024	Expense	27EFDCD0EDEF8C3686D19	TINAS MINI MART	Cameo Calderon   Tinas Mini Mart   6655 - Vehicle / Van Expenses	6655	6000 Sales and Marketing Expense:6655 Vehicle - Van Expenses	\$84.10	
<b>Total for 6282</b>								<b>\$84.10</b>	<b>\$84.10</b>
6283									
6283	08/16/2024	Expense	A7383327986C7D8E18C0D	DE MICHOACAN	Alaina Macarthy   De Michoacan   6051 - Creative Services - Video & Photography	2105	2105 Divvy - Nichole #1688		\$7.81
6283	08/16/2024	Expense	A7383327986C7D8E18C0D	DE MICHOACAN	Alaina Macarthy   De Michoacan   6051 - Creative Services - Video & Photography	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	\$7.81	
<b>Total for 6283</b>								<b>\$7.81</b>	<b>\$7.81</b>
6284									
6284	08/16/2024	Expense	6C39DC09E90075A40DB2D	BACIO CATERING & CAR	Alaina Macarthy   Bacio Catering & Car   6051 - Creative Services - Video & Photography	2105	2105 Divvy - Nichole #1688		\$24.64
6284	08/16/2024	Expense	6C39DC09E90075A40DB2D	BACIO CATERING & CAR	Alaina Macarthy   Bacio Catering & Car   6051 - Creative Services - Video & Photography	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	\$24.64	
<b>Total for 6284</b>								<b>\$24.64</b>	<b>\$24.64</b>
6285									
6285	08/16/2024	Expense	9EFD80EF401EED6A59FA3	Office Depot	Cameo Calderon   Office Depot   7300 - Admin Office Supplies	2105	2105 Divvy - Nichole #1688		\$248.42
6285	08/16/2024	Expense	9EFD80EF401EED6A59FA3	Office Depot	Cameo Calderon   Office Depot   7300 - Admin Office Supplies	7300	7000 Administration:7300 Office Supplies	\$248.42	
<b>Total for 6285</b>								<b>\$248.42</b>	<b>\$248.42</b>
6286									
6286	08/17/2024	Expense	89264A950F5702565C390	CREXENDO	Nichole Farley   Crexendo   7560 - Admin Telephone, Telecommunications	2105	2105 Divvy - Nichole #1688		\$124.71
6286	08/17/2024	Expense	89264A950F5702565C390	CREXENDO	Nichole Farley   Crexendo   7560 - Admin Telephone, Telecommunications	7560	7000 Administration:7560 Telephone, Telecommunications	\$124.71	
<b>Total for 6286</b>								<b>\$124.71</b>	<b>\$124.71</b>
6287									
6287	08/17/2024	Expense	4D127BA3C1155DD134F21	Mailchimp	Ashley Baer   Mailchimp   6340 - Public Relations Activity	2105	2105 Divvy - Nichole #1688		\$132.00
6287	08/17/2024	Expense	4D127BA3C1155DD134F21	Mailchimp	Ashley Baer   Mailchimp   6340 - Public Relations Activity	6340	6000 Sales and Marketing Expense:6340 Public Relations - Media	\$132.00	
<b>Total for 6287</b>								<b>\$132.00</b>	<b>\$132.00</b>
6251									
6251	08/19/2024	Expense		Betterment	ACH Payment BETTERMENT SEC TRANSFER	1010	1010 GVB Checking #7188		\$1,554.07
6251	08/19/2024	Expense		Betterment	ACH Payment BETTERMENT SEC TRANSFER	2410	2410 Retirement plan liability	\$1,554.07	
<b>Total for 6251</b>								<b>\$1,554.07</b>	<b>\$1,554.07</b>
6253									
6253	08/19/2024	Payment	768716	Butte County - TBID Assessment		1010	1010 GVB Checking #7188	\$1,349.50	
6253	08/19/2024	Payment	768716	Butte County - TBID Assessment		1100	1100 Accounts Receivable		\$1,349.50
<b>Total for 6253</b>								<b>\$1,349.50</b>	<b>\$1,349.50</b>
6288									
6288	08/20/2024	Expense	B726691AB87172EC740C3	TIKTOK PROMOTE	Ashley Baer   Tiktok Promote   6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688		\$126.00
6288	08/20/2024	Expense	B726691AB87172EC740C3	TIKTOK PROMOTE	Ashley Baer   Tiktok Promote   6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$126.00	

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
<b>Total for 6288</b>								<b>\$126.00</b>	<b>\$126.00</b>
6289									
6289	08/20/2024	Expense	545AF5CA7F9594B3BA3C8	OROVILLE AREA CHAM	Ashley Baer   Oroville Area Cham   6036 - Conferences - Other	2105	2105 Divvy - Nichole #1688		\$140.00
6289	08/20/2024	Expense	545AF5CA7F9594B3BA3C8	OROVILLE AREA CHAM	Ashley Baer   Oroville Area Cham   6036 - Conferences - Other	6036	6000 Sales and Marketing Expense:6030 Conferences:6036 Other Education	\$140.00	
<b>Total for 6289</b>								<b>\$140.00</b>	<b>\$140.00</b>
6324									
6324	08/20/2024	Expense		Divvy	DDA ACH WITHDRAWAL - EWALLET - DIVVYP Divvy Cred Explore Butte County	1010	1010 GVB Checking #7188		\$3,804.74
6324	08/20/2024	Expense		Divvy	DDA ACH WITHDRAWAL - EWALLET - DIVVYP Divvy Cred Explore Butte County	2105	2105 Divvy - Nichole #1688	\$3,804.74	
<b>Total for 6324</b>								<b>\$3,804.74</b>	<b>\$3,804.74</b>
6345									
6345	08/20/2024	Bill	31054	LRT Graphics		20000	20000 Accounts Payable		\$1,710.35
6345	08/20/2024	Bill	31054	LRT Graphics	201 Broadway	6910	6900 Zone Micro-Funding:6910 Chico Zone/Travel Chico	\$1,710.35	
<b>Total for 6345</b>								<b>\$1,710.35</b>	<b>\$1,710.35</b>
6290									
6290	08/21/2024	Expense	58AE91B8FE99FCC281099	Facebook	Ashley Baer   Facebook   6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688		\$459.26
6290	08/21/2024	Expense	58AE91B8FE99FCC281099	Facebook	Ashley Baer   Facebook   6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$459.26	
<b>Total for 6290</b>								<b>\$459.26</b>	<b>\$459.26</b>
6291									
6291	08/21/2024	Expense	5914873DDD2007569C436	Facebook	Ashley Baer   Facebook   6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688		\$15.58
6291	08/21/2024	Expense	5914873DDD2007569C436	Facebook	Ashley Baer   Facebook   6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$15.58	
<b>Total for 6291</b>								<b>\$15.58</b>	<b>\$15.58</b>
6326									
6326	08/21/2024	Expense		Anthem Blue Cross	DDA ACH WITHDRAWAL - ANTHEM BLUE I01O CORP PYMT EXPLORE BUTTE COUNTY	1010	1010 GVB Checking #7188		\$1,591.75
6326	08/21/2024	Expense		Anthem Blue Cross	DDA ACH WITHDRAWAL - ANTHEM BLUE I01O CORP PYMT EXPLORE BUTTE COUNTY	6440	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance	\$1,432.58	
6326	08/21/2024	Expense		Anthem Blue Cross	DDA ACH WITHDRAWAL - ANTHEM BLUE I01O CORP PYMT EXPLORE BUTTE COUNTY	7440	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance	\$159.17	
<b>Total for 6326</b>								<b>\$1,591.75</b>	<b>\$1,591.75</b>
6242									
6242	08/22/2024	Bill Payment (Check)		Madden Media	Acct AOR-CABUTTE23-24 - Butte County Marketing Agency- Inv 2024-024765	1010	1010 GVB Checking #7188		\$11,686.46
6242	08/22/2024	Bill Payment (Check)		Madden Media		20000	20000 Accounts Payable	\$11,686.46	
<b>Total for 6242</b>								<b>\$11,686.46</b>	<b>\$11,686.46</b>
6292									
6292	08/22/2024	Expense	C08E2943A25BF8ED1672F	Amazon	Cameo Calderon   Amazon   6655 - Vehicle / Van Expenses	2105	2105 Divvy - Nichole #1688		\$20.45
6292	08/22/2024	Expense	C08E2943A25BF8ED1672F	Amazon	Cameo Calderon   Amazon   6655 - Vehicle / Van Expenses	6655	6000 Sales and Marketing Expense:6655 Vehicle - Van Expenses	\$20.45	
<b>Total for 6292</b>								<b>\$20.45</b>	<b>\$20.45</b>
6293									
6293	08/22/2024	Expense	13B0DE5B4373B3A74370B	CITY OF CHICO CA PARKING	Ashley Baer   City of Chico Ca Parking   7570 - Admin Travel	2105	2105 Divvy - Nichole #1688		\$10.00
6293	08/22/2024	Expense	13B0DE5B4373B3A74370B	CITY OF CHICO CA PARKING	Ashley Baer   City of Chico Ca Parking   7570 - Admin Travel	7570	7000 Administration:7570 Travel	\$10.00	
<b>Total for 6293</b>								<b>\$10.00</b>	<b>\$10.00</b>
6294									
6294	08/22/2024	Expense	06B86D655807F7B1A4EC6	NICS RESTAURANT	Nichole Farley   Nics Restaurant   6200 - Meals   Meeting with PATCH	2105	2105 Divvy - Nichole #1688		\$14.91
6294	08/22/2024	Expense	06B86D655807F7B1A4EC6	NICS RESTAURANT	Nichole Farley   Nics Restaurant   6200 - Meals   Meeting with PATCH	6200	6000 Sales and Marketing Expense:6200 Meals	\$14.91	
<b>Total for 6294</b>								<b>\$14.91</b>	<b>\$14.91</b>
6318									
6318	08/22/2024	Expense		The Hartford	DDA ACH WITHDRAWAL - THE HARTFORD NWTBCLSCIC EXPLORE BUTTE COUNTY	1010	1010 GVB Checking #7188		\$50.82
6318	08/22/2024	Expense		The Hartford	DDA ACH WITHDRAWAL - THE HARTFORD NWTBCLSCIC EXPLORE BUTTE COUNTY	6430	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6430 Workers Comp Insurance	\$45.74	
6318	08/22/2024	Expense		The Hartford	DDA ACH WITHDRAWAL - THE HARTFORD NWTBCLSCIC EXPLORE BUTTE COUNTY	7430	7000 Administration:7400 Staffing - Admin (10%):7430 Workers Comp Insurance	\$5.08	
<b>Total for 6318</b>								<b>\$50.82</b>	<b>\$50.82</b>
6002									
6002	08/23/2024	Bill Payment (Check)		Butte County Association of Government	Inv 2024-09-01	1010	1010 GVB Checking #7188		\$550.00
6002	08/23/2024	Bill Payment (Check)		Butte County Association of Government		20000	20000 Accounts Payable	\$550.00	
<b>Total for 6002</b>								<b>\$550.00</b>	<b>\$550.00</b>
6295									

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
6295	08/23/2024	Expense	7E2F4718F369987600A0F	Facebook	Alaina Macarthy   Facebook   6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688		\$250.00
6295	08/23/2024	Expense	7E2F4718F369987600A0F	Facebook	Alaina Macarthy   Facebook   6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$250.00	
<b>Total for 6295</b>								<b>\$250.00</b>	<b>\$250.00</b>
6296									
6296	08/23/2024	Expense	956BA3F102B2D53AFC58A	TRAVEL RESERVATION	Ashley Baer   Travel Reservation   6340 - Public Relations Activity	2105	2105 Divvy - Nichole #1688		\$327.22
6296	08/23/2024	Expense	956BA3F102B2D53AFC58A	TRAVEL RESERVATION	Ashley Baer   Travel Reservation   6340 - Public Relations Activity	6340	6000 Sales and Marketing Expense:6340 Public Relations - Media	\$327.22	
<b>Total for 6296</b>								<b>\$327.22</b>	<b>\$327.22</b>
6297									
6297	08/23/2024	Expense	B69F7C8334449F7AEA3F3	Butte County Fair	Ashley Baer   Butte County Fair   6051 - Creative Services - Video & Photography	2105	2105 Divvy - Nichole #1688		\$27.19
6297	08/23/2024	Expense	B69F7C8334449F7AEA3F3	Butte County Fair	Ashley Baer   Butte County Fair   6051 - Creative Services - Video & Photography	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	\$27.19	
<b>Total for 6297</b>								<b>\$27.19</b>	<b>\$27.19</b>
6298									
6298	08/23/2024	Expense	A927B4DFA641A4477CE2B	ONE STOP ICE CREAM	Ashley Baer   One Stop Ice Cream   6051 - Creative Services - Video & Photography	2105	2105 Divvy - Nichole #1688		\$8.00
6298	08/23/2024	Expense	A927B4DFA641A4477CE2B	ONE STOP ICE CREAM	Ashley Baer   One Stop Ice Cream   6051 - Creative Services - Video & Photography	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	\$8.00	
<b>Total for 6298</b>								<b>\$8.00</b>	<b>\$8.00</b>
6299									
6299	08/23/2024	Expense	31D22358CA1B9E9FBD0D6	NIC ED Z'BERG SUGAR	Nichole Farley   Nic Ed Z'berg Sugar   6054 - Creative Services - Other   Annual State Park Pass	2105	2105 Divvy - Nichole #1688		\$125.00
6299	08/23/2024	Expense	31D22358CA1B9E9FBD0D6	NIC ED Z'BERG SUGAR	Nichole Farley   Nic Ed Z'berg Sugar   6054 - Creative Services - Other   Annual State Park Pass	6054	6000 Sales and Marketing Expense:6050 Creative Services:6054 Creative - Other	\$125.00	
<b>Total for 6299</b>								<b>\$125.00</b>	<b>\$125.00</b>
6338									
6338	08/23/2024	Deposit		Tri Counties		1000	1000 Tri Counties Bank	\$0.55	
6338	08/23/2024	Deposit		Tri Counties	INTEREST PAYMENT SYSTEM GENERATED - INT PMT SYS-GEN	4810	4800 Other Types of Income:4810 Interest Income		\$0.55
<b>Total for 6338</b>								<b>\$0.55</b>	<b>\$0.55</b>
6300									
6300	08/25/2024	Expense	FEE3F3A160DC91F02421D	BODEGA SLICE SHOP	Ashley Baer   Bodega Slice Shop   6051 - Creative Services - Video & Photography	2105	2105 Divvy - Nichole #1688		\$6.45
6300	08/25/2024	Expense	FEE3F3A160DC91F02421D	BODEGA SLICE SHOP	Ashley Baer   Bodega Slice Shop   6051 - Creative Services - Video & Photography	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	\$6.45	
<b>Total for 6300</b>								<b>\$6.45</b>	<b>\$6.45</b>
6358									
6358	08/25/2024	Invoice	000243	City of Chico - TBID Assessment		1100	1100 Accounts Receivable	\$15,000.00	
6358	08/25/2024	Invoice	000243	City of Chico - TBID Assessment	TBID Assessment	4300	4000 Program Income:4300 Chico TBID		\$13,806.12
6358	08/25/2024	Invoice	000243	City of Chico - TBID Assessment	10% of Chico Assessment for following year	2500	2500 Deferred Revenue		\$1,500.00
6358	08/25/2024	Invoice	000243	City of Chico - TBID Assessment	2% Assessment Collection	5300	5000 2% Fee:5300 2% Fee - Chico	\$306.12	
<b>Total for 6358</b>								<b>\$15,306.12</b>	<b>\$15,306.12</b>
6301									
6301	08/26/2024	Expense	74D07D509FB0B9EF0F9CA	TIKTOK PROMOTE	Ashley Baer   Tiktok Promote   6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688		\$108.00
6301	08/26/2024	Expense	74D07D509FB0B9EF0F9CA	TIKTOK PROMOTE	Ashley Baer   Tiktok Promote   6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$108.00	
<b>Total for 6301</b>								<b>\$108.00</b>	<b>\$108.00</b>
6302									
6302	08/26/2024	Expense	B689E14CF0BEDA7E24918	CLAUDE AI SUBSCRIPTION	Ashley Baer   Claude Ai Subscription   7500 - Admin Subscriptions	2105	2105 Divvy - Nichole #1688		\$20.00
6302	08/26/2024	Expense	B689E14CF0BEDA7E24918	CLAUDE AI SUBSCRIPTION	Ashley Baer   Claude Ai Subscription   7500 - Admin Subscriptions	7500	7000 Administration:7500 Subscriptions	\$20.00	
<b>Total for 6302</b>								<b>\$20.00</b>	<b>\$20.00</b>
6346									
6346	08/26/2024	Bill	1844	Found Design LLC (d/b/a MERJE)	ARPA Wayfinding Project	20000	20000 Accounts Payable		\$26,405.75
6346	08/26/2024	Bill	1844	Found Design LLC (d/b/a MERJE)	ARPA Wayfinding Project	6810	6800 Destination Management Activity:6810 ARPA Wayfinding	\$26,405.75	
<b>Total for 6346</b>								<b>\$26,405.75</b>	<b>\$26,405.75</b>
6303									
6303	08/27/2024	Expense	40F507D6C535B382EB421	Creative Composition	Cameo Calderon   Creative Composition   6322 - Printing - Promotional Materials	2105	2105 Divvy - Nichole #1688		\$1,084.94
6303	08/27/2024	Expense	40F507D6C535B382EB421	Creative Composition	Cameo Calderon   Creative Composition   6322 - Printing - Promotional Materials	6322	6000 Sales and Marketing Expense:6320 Printing:6322 Promotional Materials	\$1,084.94	
<b>Total for 6303</b>								<b>\$1,084.94</b>	<b>\$1,084.94</b>
6325									
6325	08/27/2024	Expense		Divvy	DDA ACH WITHDRAWAL -	1010	1010 GVB Checking #7188		\$1,530.06

TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
6325	08/27/2024	Expense		Divvy	EWALLET - DIVVYP Divvy Cred Explore Butte County DDA ACH WITHDRAWAL - EWALLET - DIVVYP Divvy Cred Explore Butte County	2105	2105 Divvy - Nichole #1688	\$1,530.06	
<b>Total for 6325</b>								<b>\$1,530.06</b>	<b>\$1,530.06</b>
6304									
6304	08/28/2024	Expense	35E14F7EFA3B7349B1681	TIKTOK PROMOTE	Ashley Baer   Tiktok Promote   6051 - Creative Services - Video & Photography	2105	2105 Divvy - Nichole #1688		\$50.00
6304	08/28/2024	Expense	35E14F7EFA3B7349B1681	TIKTOK PROMOTE	Ashley Baer   Tiktok Promote   6051 - Creative Services - Video & Photography	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	\$50.00	
<b>Total for 6304</b>								<b>\$50.00</b>	<b>\$50.00</b>
6305									
6305	08/29/2024	Expense	225A63B32ACD8DEE7B8D1	ROOTREZ	Nichole Farley   Rootrez   6730 - Ripe Booking Platform	2105	2105 Divvy - Nichole #1688		\$2,000.00
6305	08/29/2024	Expense	225A63B32ACD8DEE7B8D1	ROOTREZ	Nichole Farley   Rootrez   6730 - Ripe Booking Platform	6730	6000 Sales and Marketing Expense:6700 Website:6730 Direct Booking Platform	\$2,000.00	
<b>Total for 6305</b>								<b>\$2,000.00</b>	<b>\$2,000.00</b>
6306									
6306	08/29/2024	Expense	55023F78EDB726BF2989A	BILL.COM	Nichole Farley   Bill.com   7330 - Accounting Services	2105	2105 Divvy - Nichole #1688		\$275.79
6306	08/29/2024	Expense	55023F78EDB726BF2989A	BILL.COM	Nichole Farley   Bill.com   7330 - Accounting Services	7330	7000 Administration:7330 Professional fees - Accounting	\$275.79	
<b>Total for 6306</b>								<b>\$275.79</b>	<b>\$275.79</b>
6332									
6332	08/29/2024	Journal Entry	08302024		Payroll for the period 08/11/2024 - 08/24/2024	6410	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6410 Staffing - Marketing Payroll	\$8,937.67	
6332	08/29/2024	Journal Entry	08302024		Payroll for the period 08/11/2024 - 08/24/2024	7410	7000 Administration:7400 Staffing - Admin (10%):7410 Staffing - Admin Payroll	\$993.07	
6332	08/29/2024	Journal Entry	08302024		Payroll for the period 08/11/2024 - 08/24/2024	6420	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6420 Staffing - Payroll Taxes - Mktg	\$678.99	
6332	08/29/2024	Journal Entry	08302024		Payroll for the period 08/11/2024 - 08/24/2024	7420	7000 Administration:7400 Staffing - Admin (10%):7420 Payroll Taxes - Admin	\$75.44	
6332	08/29/2024	Journal Entry	08302024		Payroll for the period 08/11/2024 - 08/24/2024	6450	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6450 401k	\$355.02	
6332	08/29/2024	Journal Entry	08302024		Payroll for the period 08/11/2024 - 08/24/2024	7450	7000 Administration:7400 Staffing - Admin (10%):7450 401K	\$39.45	
6332	08/29/2024	Journal Entry	08302024		Payroll for the period 08/11/2024 - 08/24/2024	7070	7000 Administration:7070 General Administration	\$230.77	
6332	08/29/2024	Journal Entry	08302024		Payroll for the period 08/11/2024 - 08/24/2024	2410	2410 Retirement plan liability		\$1,554.07
6332	08/29/2024	Journal Entry	08302024		Payroll for the period 08/11/2024 - 08/24/2024	1010	1010 GVB Checking #7188		\$9,756.34
<b>Total for 6332</b>								<b>\$11,310.41</b>	<b>\$11,310.41</b>
6307									
6307	08/30/2024	Expense	BCC607B48E4BD999756E2	STOBLE WORKPLACE	Nichole Farley   Stoble Workplace   7070 - Admin General   Day Pass CoWorking Space	2105	2105 Divvy - Nichole #1688		\$15.00
6307	08/30/2024	Expense	BCC607B48E4BD999756E2	STOBLE WORKPLACE	Nichole Farley   Stoble Workplace   7070 - Admin General   Day Pass CoWorking Space	7070	7000 Administration:7070 General Administration	\$15.00	
<b>Total for 6307</b>								<b>\$15.00</b>	<b>\$15.00</b>
6308									
6308	08/30/2024	Expense	7B1093018B097F65DF313	Facebook	Alaina Macarthy   Facebook   6051 - Creative Services - Video & Photography	2105	2105 Divvy - Nichole #1688		\$275.00
6308	08/30/2024	Expense	7B1093018B097F65DF313	Facebook	Alaina Macarthy   Facebook   6051 - Creative Services - Video & Photography	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	\$275.00	
<b>Total for 6308</b>								<b>\$275.00</b>	<b>\$275.00</b>
6309									
6309	08/30/2024	Expense	308FE80838E863EAA2171	LAUREN MEICHTRY DE	Alaina Macarthy   Lauren Meichtry De   6051 - Creative Services - Video & Photography	2105	2105 Divvy - Nichole #1688		\$1,000.00
6309	08/30/2024	Expense	308FE80838E863EAA2171	LAUREN MEICHTRY DE	Alaina Macarthy   Lauren Meichtry De   6051 - Creative Services - Video & Photography	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	\$1,000.00	
<b>Total for 6309</b>								<b>\$1,000.00</b>	<b>\$1,000.00</b>
6310									
6310	08/31/2024	Expense	481F2A218C88C7DBAF68E	Facebook	Ashley Baer   Facebook   6051 - Creative Services - Video & Photography	2105	2105 Divvy - Nichole #1688		\$607.14
6310	08/31/2024	Expense	481F2A218C88C7DBAF68E	Facebook	Ashley Baer   Facebook   6051 - Creative Services - Video & Photography	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	\$607.14	
<b>Total for 6310</b>								<b>\$607.14</b>	<b>\$607.14</b>
6328									
6328	08/31/2024	Deposit				1020	1020 GVB Airport #7196	\$4.24	
6328	08/31/2024	Deposit				4810	4800 Other Types of Income:4810 Interest Income		\$4.24
<b>Total for 6328</b>								<b>\$4.24</b>	<b>\$4.24</b>
6329									
6329	08/31/2024	Deposit				1030	1030 GVB Savings #7251	\$637.18	
6329	08/31/2024	Deposit				4810	4800 Other Types of Income:4810 Interest Income		\$637.18



TRANSACTION ID	DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT #	ACCOUNT FULL NAME	DEBIT	CREDIT
<b>Total for 6329</b>								<b>\$637.18</b>	<b>\$637.18</b>
6341									
6341	08/31/2024	Journal Entry	08312024		To record depreciation expense for August 2024	7045	7000 Administration:7045 Depreciation expense	\$2,455.57	
6341	08/31/2024	Journal Entry	08312024		To record depreciation expense for August 2024	1600	1600 Accumulated depreciation		\$2,455.57
<b>Total for 6341</b>								<b>\$2,455.57</b>	<b>\$2,455.57</b>
6343									
6343	08/31/2024	Journal Entry	08312024		To Accrue the payroll for the period 08/25/2024 to 08/31/2024	6410	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6410 Staffing - Marketing Payroll	\$4,468.83	
6343	08/31/2024	Journal Entry	08312024		To Accrue the payroll for the period 08/25/2024 to 08/31/2024	7410	7000 Administration:7400 Staffing - Admin (10%):7410 Staffing - Admin Payroll	\$496.54	
6343	08/31/2024	Journal Entry	08312024			2200	2200 Accrued Payroll		\$4,965.37
<b>Total for 6343</b>								<b>\$4,965.37</b>	<b>\$4,965.37</b>
6344									
6344	08/31/2024	Bill	2024-025226	Madden Media	August 2024	20000	20000 Accounts Payable		\$11,686.42
6344	08/31/2024	Bill	2024-025226	Madden Media	Account Service	6110	6000 Sales and Marketing Expense:6100 Marketing contracts:6110 Marketing Agency Account Management	\$1,200.00	
6344	08/31/2024	Bill	2024-025226	Madden Media	DM Management	6110	6000 Sales and Marketing Expense:6100 Marketing contracts:6110 Marketing Agency Account Management	\$2,000.00	
6344	08/31/2024	Bill	2024-025226	Madden Media	Creative Production	6055	6000 Sales and Marketing Expense:6050 Creative Services:6055 Creative - Agency	\$2,600.00	
6344	08/31/2024	Bill	2024-025226	Madden Media	Google SEM	6011	6000 Sales and Marketing Expense:6010 Advertising:6011 Advertising - Adwords	\$1,285.71	
6344	08/31/2024	Bill	2024-025226	Madden Media	Google Display Prospecting	6012	6000 Sales and Marketing Expense:6010 Advertising:6012 Advertising - Digital	\$1,272.82	
6344	08/31/2024	Bill	2024-025226	Madden Media	Google Display Remarketing	6012	6000 Sales and Marketing Expense:6010 Advertising:6012 Advertising - Digital	\$1,007.19	
6344	08/31/2024	Bill	2024-025226	Madden Media	Meta Ads Prospecting	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$1,174.96	
6344	08/31/2024	Bill	2024-025226	Madden Media	Meta Video Distribution	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	\$1,145.74	
<b>Total for 6344</b>								<b>\$11,686.42</b>	<b>\$11,686.42</b>
6355									
6355	08/31/2024	Invoice	000240	City of Chico - TBID Assessment		1100	1100 Accounts Receivable	\$35,000.00	
6355	08/31/2024	Invoice	000240	City of Chico - TBID Assessment	TBID Assessment	4300	4000 Program Income:4300 Chico TBID		\$32,214.29
6355	08/31/2024	Invoice	000240	City of Chico - TBID Assessment	10% of Chico Assessment for following year	2500	2500 Deferred Revenue		\$3,500.00
6355	08/31/2024	Invoice	000240	City of Chico - TBID Assessment	2% Assessment Collection	5300	5000 2% Fee:5300 2% Fee - Chico	\$714.29	
<b>Total for 6355</b>								<b>\$35,714.29</b>	<b>\$35,714.29</b>
6359									
6359	08/31/2024	Invoice	000244	Butte County - TBID Assessment		1100	1100 Accounts Receivable	\$1,338.75	
6359	08/31/2024	Invoice	000244	Butte County - TBID Assessment	TBID Assessment	4200	4000 Program Income:4200 Butte County TBID		\$1,242.09
6359	08/31/2024	Invoice	000244	Butte County - TBID Assessment		2500	2500 Deferred Revenue		\$124.20
6359	08/31/2024	Invoice	000244	Butte County - TBID Assessment	2% holdback for the TBID assessment collection	5200	5000 2% Fee:5200 2% Fee - Butte County	\$27.54	
<b>Total for 6359</b>								<b>\$1,366.29</b>	<b>\$1,366.29</b>
6361									
6361	08/31/2024	Journal Entry	08312024		To expenses 2024 Fees	6070	6000 Sales and Marketing Expense:6070 Dues and Memberships	\$136.00	
6361	08/31/2024	Journal Entry	08312024		To expenses 2024 Fees	6015	6000 Sales and Marketing Expense:6010 Advertising:6015 Advertising - Print	\$920.84	
6361	08/31/2024	Journal Entry	08312024		To expenses May 2024 - April 2026	6140	6000 Sales and Marketing Expense:6100 Marketing contracts:6140 Digital Asset Management	\$673.21	
6361	08/31/2024	Journal Entry	08312024		To expenses August 24 Prepaid	1400	1400 Prepaid Expenses		\$1,730.05
<b>Total for 6361</b>								<b>\$1,730.05</b>	<b>\$1,730.05</b>
								<b>\$298,907.75</b>	<b>\$298,907.75</b>





## Board of Directors Staff Report

### Agenda Item: 3.1 2024 Budget Update and Proposed Budget Re-Forecasting

The 2024 budget for Explore Butte County has been compared to actuals, with a re-forecasting process to adjust for the remainder of the year. Here's a summary:

#### Income:

- Total income is projected to decrease by 8.38% from \$1,357,944.49 to \$1,244,191.88.
- Significant variances in other types of income include:
  - Interest income increases significantly (7400%) from \$100 to \$7,500.
  - City of Chico Microfunding sees a major reduction (-34.47%) from \$257,879.69 to \$169,000.
    - The decrease is attributed to projected funding in the City of Chico Microfunding Restricted Account vs estimated income attributed to the City of Chico Microfunding Account
  - City of Oroville Microfunding and Town of Paradise Microfunding also show notable reductions of 44.34% and 58.52%, respectively.
    - The decrease is attributed to projected funding in the respective Microfunding Restricted Account vs estimated income attributed to the respective Microfunding Account

#### Expenses:

- Total expenses are projected to increase slightly by 4.58% from \$1,314,873 to \$1,375,120.
- In Sales and Marketing Expenses:
  - Advertising sees both increases and decreases: social media advertising goes up by 106.90%, but AdWords drops by 50%.
    - Social Media is increasing by \$36K. In the original budget, \$12K for Travel Chico and \$24K for Madden Media was not included when it should have been.
  - Creative services remain relatively stable, with a slight increase of 0.29%.
  - Printing costs rise, with promotional materials increasing by 150% and other printing by 200%.
    - The additional cost to printing can be attributed to increased demand for new collateral for hotels and visitors centers. We also purchased two new pop-up tents for Explore Butte County and Travel Chico.

#### Administration:

- Administration expenses show a significant increase of 30.75%, driven by increases in office supplies, accounting and legal fees, general administration costs, and staffing. The staffing costs for administration rose by 79.85%.
  - Office Supply increase can be attributed to the hiring of an additional team member. EBC had to purchase a new computer and desk for a fourth office. This was not anticipated in the original budget.

- Legal Fees increased due to anticipated litigation at the beginning of 2024, taking on the management of the escrow account for the Chico Airport Reimbursable Account, and the drafting and review of contracts.
- Accounting Fees increased due to conversion of Zoho to Bill.com and the process of manual check printing to Bill.com mailing invoice payments approved by EBC. We also transitioned from Quickbooks desktop to Quickbooks Online that increased accounting fees.
- Payroll increase for administration is attributed to restructuring the percentage of all team members between Programs and Administration. All staff is now 90% programs and 10% administrative. Prior to 2024, marketing staff was 100% programs, the Executive Director and Community Relations was 80% programs and 20% administrative.

Net Income:

The re-forecasted budget shows a **\*\*net loss of \$148,808.92\*\***, a stark contrast from the previously projected net income of \$25,190.69. This represents a 690.73% decrease from the original projection.

Summary:

The budget adjustments reflect shifts in certain key areas, especially income sources and marketing expenditures, while administrative costs and some program expenses are seeing growth. *The budget change and net loss in the projected income does not impact our Reserves Account which the board set at \$500,000.*

# Explore Butte County

## Budget vs. Actuals: Budget\_FY24\_P&L - FY24 P&L

January - December 2024

	PROPOSED NEW BUDGETS				PERCENTAGE CHANGE
	Actual	ORIGINAL Budget	NEW Budget	DIFFERENCE	
<b>Income</b>					
<b>4000 Program Income</b>					
4200 Butte County TBID	3,415.80	6,180.00	6,180.00	\$0.00	0.00%
4300 Chico TBID	470,858.03	690,100.00	690,100.00	\$0.00	0.00%
4350 Gridley TBID	11,521.05	7,210.00	7,210.00	\$0.00	0.00%
4400 Oroville TBID	27,996.38	154,500.00	154,500.00	\$0.00	0.00%
4500 Paradise TBID	18,806.94	36,050.00	36,050.00	\$0.00	0.00%
<b>Total 4000 Program Income</b>	<b>\$ 532,598.20</b>	<b>\$ 894,040.00</b>	<b>\$ 894,040.00</b>	<b>\$ 0.00</b>	<b>0.00%</b>
<b>4800 Other Types of Income</b>					
4810 Interest Income	5,031.41	100.00	7,500.00	\$7,400.00	7400.00%
4811 Butte County - Microfunding	134.95	3,170.53	3,170.53	\$0.00	0.00%
4820 City of Chico - Microfunding	29,999.99	257,879.69	169,000.00	-\$88,879.69	-34.47%
4830 City of Oroville - Microfunding	53,897.04	53,897.04	30,000.00	-\$23,897.04	-44.34%
4835 County ARPA -Wayfinding Signage	104,679.31	104,679.31	104,679.31	\$0.00	0.00%
4840 Town of Paradise - Microfunding	16,874.88	16,874.88	7,000.00	-\$9,874.88	-58.52%
4850 Cooperative Program Funding	16,596.66	25,000.00	25,000.00	\$0.00	0.00%
4860 City of Gridley - Microfunding	2,302.04	2,302.04	2,302.04	\$0.00	0.00%
4920 Miscellaneous Revenue	1,488.86	1.00	1,500.00	\$1,499.00	149900.00%
<b>Total 4800 Other Types of Income</b>	<b>\$ 53,251.87</b>	<b>\$ 463,904.49</b>	<b>\$ 350,151.88</b>	<b>-\$ 113,752.61</b>	<b>-24.52%</b>
<b>Total Income</b>	<b>\$ 585,850.07</b>	<b>\$ 1,357,944.49</b>	<b>\$ 1,244,191.88</b>	<b>-\$ 113,752.61</b>	<b>-8.38%</b>

**Cost of Goods Sold**

<b>5000 2% Fee</b>					
5200 2% Fee - Butte County	55.08	123.60	123.60		0.00%
5300 2% Fee - Chico	2,888.51	13,802.00	13,802.00		0.00%
5350 2% Fee - Gridley	82.53	144.20	144.20		0.00%

# Explore Butte County Budget vs. Actuals: Budget\_FY24\_P&L - FY24 P&L

January - December 2024

	PROPOSED NEW BUDGETS				
	Actual	ORIGINAL Budget	NEW Budget	DIFFERENCE	PERCENTAGE CHANGE
5400 2% Fee - Oroville	1,244.90	3,090.00	3,090.00		0.00%
5500 2% Fee - Paradise	244.90	721.00	721.00		0.00%
<b>Total 5000 2% Fee</b>	<b>\$ 4,515.92</b>	<b>\$ 17,880.80</b>	<b>\$ 17,880.80</b>		<b>0.00%</b>
<b>Total Cost of Goods Sold</b>	<b>\$ 4,515.92</b>	<b>\$ 17,880.80</b>	<b>\$ 17,880.80</b>		<b>0.00%</b>
<b>Gross Profit</b>	<b>\$ 581,334.15</b>	<b>\$ 1,340,063.69</b>	<b>\$ 1,226,311.08</b>		<b>-8.49%</b>

## Expenses

### 6000 Sales and Marketing Expense

#### 6010 Advertising

6011 Advertising - Adwords	12,857.13	36,000.00	18,000.00	-\$18,000.00	-50.00%
6012 Advertising - Digital	47,803.92	36,000.00	54,000.00	\$18,000.00	50.00%
6013 Advertising - Social Media	40,504.47	29,000.00	60,000.00	\$31,000.00	106.90%
6015 Advertising - Print	20,366.71	20,000.00	20,000.00	\$0.00	0.00%
6016 Advertising - Other	1,920.00	12,000.00	2,000.00	-\$10,000.00	-83.33%
<b>Total 6010 Advertising</b>	<b>\$ 123,452.23</b>	<b>\$ 133,000.00</b>	<b>\$ 154,000.00</b>	<b>\$ 21,000.00</b>	<b>15.79%</b>

#### 6030 Conferences

6031 CalTravel Annual Summit	4,968.51	6,000.00	7,000.00	\$1,000.00	16.67%
6032 Destination Intern. Annual Conv.	3,887.22	5,000.00	4,000.00	-\$1,000.00	-20.00%
6033 Dest. Internation Summit	8,510.00	6,000.00	9,000.00	\$3,000.00	50.00%
6034 DMA West	7,917.32	6,000.00	10,000.00	\$4,000.00	66.67%
6035 EBC Leadership Retreat	3,849.64	4,000.00	4,000.00	\$0.00	0.00%
6036 Other Education	3,024.51	3,000.00	3,000.00	\$0.00	0.00%
<b>Total 6030 Conferences</b>	<b>\$ 32,307.20</b>	<b>\$ 30,001.00</b>	<b>\$ 37,149.00</b>	<b>\$ 7,148.00</b>	<b>23.83%</b>

#### 6050 Creative Services

6051 Creative- Video & Photography	33,047.10	65,000.00	65,000.00	\$0.00	0.00%
		0.00		\$0.00	#DIV/0!

# Explore Butte County Budget vs. Actuals: Budget\_FY24\_P&L - FY24 P&L

January - December 2024

	Actual	PROPOSED NEW BUDGETS			PERCENTAGE CHANGE
		ORIGINAL Budget	NEW Budget	DIFFERENCE	
6052 Creative - Written	2,762.56	5,000.00	5,000.00	\$0.00	0.00%
6053 Creative - Influencer	23,718.10	30,000.00	30,000.00	\$0.00	0.00%
6054 Creative - Other	704.91	5,000.00	1,500.00	-\$3,500.00	-70.00%
6055 Creative - Agency	29,375.00	35,000.00	39,000.00	\$4,000.00	11.43%
6056 Creative - Visitor Guide		35,000.00	35,000.00	\$0.00	0.00%
<b>Total 6050 Creative Services</b>	<b>\$ 89,607.67</b>	<b>\$ 175,000.00</b>	<b>\$ 175,500.00</b>	<b>\$ 500.00</b>	<b>0.29%</b>
6070 Dues and Memberships	4,662.00	10,000.00	10,000.00	\$0.00	0.00%
6100 Marketing contracts				\$0.00	#DIV/0!
6110 Marketing Agency Account Management	29,028.00	55,000.00	55,000.00	\$0.00	0.00%
6130 Public Relations	12,000.00	24,000.00	24,000.00	\$0.00	0.00%
6140 Digital Asset Management	11,471.47	20,000.00	20,000.00	\$0.00	0.00%
6150 Research & Data	45,499.98	50,000.00	50,000.00	\$0.00	0.00%
6170 Project Management	3,750.00	12,000.00	4,000.00	-\$8,000.00	-66.67%
<b>Total 6100 Marketing contracts</b>	<b>\$ 101,749.45</b>	<b>\$ 161,000.00</b>	<b>\$ 153,000.00</b>	<b>-\$ 8,000.00</b>	<b>-4.97%</b>
6200 Meals	1,294.42	3,000.00	2,000.00	-\$1,000.00	-33.33%
6300 Office Supplies	108.24	451.00	451.00	\$0.00	0.00%
6310 Postage	925.95	2,500.00	2,500.00	\$0.00	0.00%
6320 Printing				\$0.00	#DIV/0!
6321 Adventure Guide	46,903.61	40,000.00	50,000.00	\$10,000.00	25.00%
6322 Promotional Materials	7,778.38	4,000.00	10,000.00	\$6,000.00	150.00%
6323 Other	2,753.09	1,000.00	3,000.00	\$2,000.00	200.00%
<b>Total 6320 Printing</b>	<b>\$ 57,435.08</b>	<b>\$ 45,000.00</b>	<b>\$ 63,000.00</b>	<b>\$ 18,000.00</b>	<b>40.00%</b>
6340 Public Relations - Media	2,351.24	5,000.00	5,000.00	\$0.00	0.00%
6350 Sales and Marketing Exp.-Other	1,293.31	2,000.00	2,000.00	\$0.00	0.00%
6355 Hospitality for Hospitality	815.43	4,000.00	4,000.00	\$0.00	0.00%

# Explore Butte County Budget vs. Actuals: Budget\_FY24\_P&L - FY24 P&L

January - December 2024

	PROPOSED NEW BUDGETS				PERCENTAGE CHANGE
	Actual	ORIGINAL Budget	NEW Budget	DIFFERENCE	
6360 Rent/Office Space	34.37			\$0.00	#DIV/0!
6370 Sponsorship Marketing	4,535.38	6,000.00	6,000.00	\$0.00	0.00%
6380 Travel Trade & Consumer Market Shows				\$0.00	
6381 IPW by US Travel Shows	26,464.44	25,000.00	25,000.00	\$0.00	0.00%
<b>Total 6380 Travel Trade &amp; Consumer Market Shows</b>	<b>\$ 26,464.44</b>	<b>\$ 25,000.00</b>	<b>\$ 25,000.00</b>	<b>\$ 0.00</b>	<b>0.00%</b>
6400 Staffing - Marketing (90%)				\$0.00	
6410 Staffing - Marketing Payroll	18,961.39	235,000.00	235,000.00	\$0.00	0.00%
6420 Staffing - Payroll Taxes - Mktg	12,474.30	30,000.00	24,000.00	-\$6,000.00	-20.00%
6430 Workers Comp Insurance	10,897.07	3,000.00	15,000.00	\$12,000.00	400.00%
6440 Health Insurance	5,230.04	29,000.00	15,000.00	-\$14,000.00	-48.28%
6450 401k	5,778.53	12,800.00	12,800.00	\$0.00	0.00%
6460 Bonus		24,000.00	24,000.00	\$0.00	0.00%
<b>Total 6400 Staffing - Marketing (90%)</b>	<b>\$ 53,341.33</b>	<b>\$ 333,800.00</b>	<b>\$ 325,800.00</b>	<b>-\$ 8,000.00</b>	<b>-2.40%</b>
6655 Vehicle - Van Expenses	3,240.68	5,000.00	5,000.00	\$0.00	0.00%
6700 Website				\$0.00	
6710 Explore Butte County Website	11,447.91	20,000.00	20,000.00	\$0.00	0.00%
6720 Travel Chico Website	1,600.00	10,000.00	7,000.00	-\$3,000.00	-30.00%
6730 Direct Booking Platform	16,000.00	25,000.00	25,000.00	\$0.00	0.00%
6740 Butte365 Community Calendar		5,000.00	5,000.00	\$0.00	0.00%
<b>Total 6700 Website</b>	<b>\$ 29,047.91</b>	<b>\$ 60,000.00</b>	<b>\$ 57,000.00</b>	<b>-\$ 3,000.00</b>	<b>-5.00%</b>
<b>Total 6000 Sales and Marketing Expense</b>	<b>\$ 532,666.33</b>	<b>\$ 1,000,752.00</b>	<b>\$ 1,027,400.00</b>	<b>\$ 26,648.00</b>	<b>2.66%</b>
				\$0.00	
6800 Destination Management Activity	1,275.84	1.00	1,500.00	\$1,499.00	149900.00%
6810 ARPA Wayfinding	55,157.44	102,720.00	102,720.00	\$0.00	0.00%
6840 Butte County Film Commission	1,538.58	30,000.00	30,000.00	\$0.00	0.00%



## Explore Butte County

# Budget vs. Actuals: Budget\_FY24\_P&L - FY24 P&L

January - December 2024

	PROPOSED NEW BUDGETS				PERCENTAGE CHANGE
	Actual	ORIGINAL Budget	NEW Budget	DIFFERENCE	
<b>Total 6800 Destination Management Activity</b>	<b>\$ 57,971.86</b>	<b>\$ 132,721.00</b>	<b>\$ 134,220.00</b>	<b>\$ 1,499.00</b>	<b>1.13%</b>
6900 Zone Micro-Funding					
6910 Chico Zone/Travel Chico	16,202.07	40,000.00	40,000.00	\$0.00	0.00%
6920 Paradise Zone	7,030.00	7,000.00	7,000.00	\$0.00	0.00%
6930 Oroville Zone	22,532.50	30,000.00	30,000.00	\$0.00	0.00%
<b>Total 6900 Zone Micro-Funding</b>	<b>\$ 45,764.57</b>	<b>\$ 77,000.00</b>	<b>\$ 77,000.00</b>	<b>\$ 0.00</b>	<b>0.00%</b>
7000 Administration					
7020 Bank fees	39.91	500.00	500.00	\$0.00	0.00%
7030 Conferences & Education	3,061.99	7,500.00	7,500.00	\$0.00	0.00%
7045 Depreciation expense	19,672.07			\$0.00	#DIV/0!
7060 Filing Fees/Taxes	386.69	600.00	600.00	\$0.00	0.00%
<b>7070 General Administration</b>	<b>4,364.58</b>	<b>3,000.00</b>	<b>5,000.00</b>	<b>\$2,000.00</b>	<b>66.67%</b>
7100 Insurance	2,885.42	5,000.00	5,000.00	\$0.00	0.00%
7150 Interest expense	1.94			\$0.00	#DIV/0!
7200 Meals	582.41	1,000.00	1,000.00	\$0.00	0.00%
7210 Membership Dues		1,200.00	1,200.00	\$0.00	0.00%
7300 Office Supplies	6,725.03	4,000.00	8,000.00	\$4,000.00	100.00%
7310 Postage		550.00	100.00	-\$450.00	-81.82%
7320 Printing and Copying	50.00	1,000.00	100.00	-\$900.00	-90.00%
7330 Professional fees - Accounting	32,388.01	30,000.00	40,000.00	\$10,000.00	33.33%
7340 Professional fees - Legal	6,796.26	3,000.00	8,000.00	\$5,000.00	166.67%
7350 Professional Fees - Human Resources	37.71	7,500.00	7,500.00	\$0.00	0.00%
7360 Rent/ Office Space	5,629.80	8,000.00	8,000.00	\$0.00	0.00%
7370 401k Administration	686.29	500.00	500.00	\$0.00	0.00%
7400 Staffing - Admin (10%)				\$0.00	

## Explore Butte County

### Budget vs. Actuals: Budget\_FY24\_P&L - FY24 P&L

January - December 2024

	PROPOSED NEW BUDGETS				PERCENTAGE CHANGE
	Actual	ORIGINAL Budget	NEW Budget	DIFFERENCE	
7410 Staffing - Admin Payroll	16,854.87	15,000.00	30,000.00	\$15,000.00	100.00%
7420 Payroll Taxes - Admin	1,386.02	1,600.00	1,600.00	\$0.00	0.00%
7430 Workers Comp Insurance	1,214.33	150.00	1,500.00	\$1,350.00	900.00%
7440 Health Insurance	515.18	1,500.00	1,000.00	-\$500.00	-33.33%
7450 401K	642.07	600.00	1,000.00	\$400.00	66.67%
7460 Bonuns		1,500.00	1,500.00	\$0.00	0.00%
<b>Total 7400 Staffing - Admin (10%)</b>	<b>\$ 20,612.47</b>	<b>\$ 20,350.00</b>	<b>\$ 36,600.00</b>	<b>\$ 16,250.00</b>	<b>79.85%</b>
7500 Subscriptions	1,214.87	1,200.00	2,000.00	\$800.00	66.67%
7560 Telephone, Telecommunications	1,238.41	3,500.00	2,400.00	-\$1,100.00	-31.43%
7570 Travel	1,609.00	3,500.00	2,000.00	-\$1,500.00	-42.86%
7900 Admin Expense- Other		2,500.00	500.00	-\$2,000.00	-80.00%
<b>Total 7000 Administration</b>	<b>\$ 107,982.86</b>	<b>\$ 104,400.00</b>	<b>\$ 136,500.00</b>	<b>\$ 32,100.00</b>	<b>30.75%</b>
<b>Total Expenses</b>	<b>\$ 744,385.62</b>	<b>\$ 1,314,873.00</b>	<b>\$ 1,375,120.00</b>	<b>\$ 60,247.00</b>	<b>4.58%</b>
<b>NET INCOME</b>	<b>-\$ 163,051.47</b>	<b>\$ 25,190.69</b>	<b>-\$ 148,808.92</b>	<b>-\$ 60,247.00</b>	<b>-690.73%</b>





## RESOLUTION TO ESTABLISH AN AD HOC 2025 BUDGET COMMITTEE

WHEREAS, the Board of Directors of Explore Butte County (the "Organization") deems it necessary and beneficial to establish an Ad Hoc 2025 Budget Committee for the purpose of reviewing, planning, and advising on the budget for the fiscal year 2025; and

WHEREAS, the formation of such a committee will provide specialized, focused oversight on the development of the 2025 budget, ensuring alignment with the Organization's strategic goals, financial stewardship, and the needs of stakeholders; and

WHEREAS, an Ad Hoc Committee is a temporary committee formed for a specific task or objective, and it shall dissolve upon the completion of its purpose;

NOW, THEREFORE, BE IT RESOLVED that:

1. **Formation:** The Board of Directors hereby authorizes the formation of an Ad Hoc 2025 Budget Committee (the "Committee") to oversee the planning and development of the fiscal year 2025 budget.
2. **Purpose:** The purpose of the Committee shall be to review current financial data, forecast budget needs, assess revenue opportunities, and recommend a 2025 Butte County TBID Annual Report at the November Board Meeting, and a comprehensive 2025 budget at the January 2025 board meeting to the Board of Directors for approval
3. **Composition:** The Committee shall consist of no more than three members, to be appointed by the Board Chair, including at least one member of the Executive Committee and other individuals with expertise in budgeting or finance as deemed appropriate.
4. **Meetings:** The Committee shall meet as necessary to discuss and prepare the 2025 Butte County TBID Annual Report and the 2025 budget to the Board of Directors at the November 2024 and January 2025 (respectively) board meetings.

BE IT FURTHER RESOLVED that the Committee is subject to the direction and control of the full board; now, therefore it be

BE IT FURTHER RESOLVED that this Resolution shall take effect immediately upon its passage.

Approved:

Tamba Sellu  
President, Board of Directors

Melissa Schuster  
Secretary, Board of Directors





## Board of Directors Staff Report Agenda Item: 3.3 Destination Management Accreditation Program (“DMAP”)

Destinations International, the global association for destination professionals, recognizes organizational excellence and celebrates organizations which adopt industry best practices with the globally recognized Destination Marketing Accreditation Program (“DMAP”) honors. Destination Organizations which are awarded the DMAP designation receive visible industry distinction that defines quality and performance standards in destination marketing and management. Achieving DMAP accreditation positions a destination organization or CVB as a valued and respected organization in your community and increases your credibility among stakeholders.

Explore Butte County staff has been working over the past 6-months to compiling foundational documents, drafting policies and best practices for the following categories:

- [Governance](#)
- [Strategic Planning](#)
- [Stakeholder Engagement & Advocacy](#)
- [Finance](#)
- [Human Resources](#)
- [Management & Operations](#)
- [Technology](#)
- [Research & Marketing Intelligence](#)
- [Brand Management](#)
- [Marketing](#)
- [Communications](#)
- [Membership & Partnerships](#)
- [Destination Development](#)

Key areas for the Board to review for adoption are:

- [Finance](#)
- [Management & Operations](#)

Adoption of the DMAP policies, procedures, and best practices will allow EBC to apply to Destinations International for the DMAP accreditation before September 30, 2024 to be considered for the accreditation by the end of the year.

Applicants will receive feedback on their initial applications and will be given an opportunity to review their application if necessary. Organizations that are approved for accreditation during the fall/winter review cycle will be recognized at the following Annual Convention in July. Applications that are not approved for accreditation may be revised and re-submitted for review during the spring/summer review cycle. Applicants are not penalized for revising and re-submitting their applications. Applicants whose accreditation is approved will be notified of the decision by email on or before December 15.

## PARTNERSHIP AGREEMENT

This Partnership AGREEMENT (this "Agreement") is made as of [REDACTED], 2024 (the "Effective Date") by and between Explore Butte County, a California nonprofit entity at 326 Huss Dr, Chico, CA 95928 ("EBC") and [REDACTED], a [REDACTED] at [REDACTED] (the "Recipient").

### RECITALS

A. WHEREAS, EBC desires to grant to Recipient the funds designated herein pursuant to the terms and conditions of this Agreement, and Recipient desires to accept the same.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy all of which are forever acknowledged, the Parties hereto, intending to be legally bound, hereby agree as follows:

### AGREEMENT

#### 1. Schedule of Exhibits

1.1 SCHEDULE OF EXHIBITS. The following Exhibits shall be attached hereto and incorporated herein by this reference.

- A. Exhibit A: Grant Amount and Purpose
- B. Exhibit B: Insurance Requirements
- C. Exhibit C: Further Terms and Conditions, if applicable

#### 2. Partnership

2.1 PARTNERSHIP. Subject to the terms and conditions herein, including the conditions precedent hereto, EBC hereby grants the amounts (in readily available funds) to Recipient as designated in Exhibit A, attached hereto and incorporated herein by this reference (the "Partnership Funds").

2.2 PURPOSE. EBC is granting the Recipient the Partnership Funds for the following uses and purposes as provided for in Exhibit A, only (the "Purpose"). The term during which the Partnership Funds must be used for the Purpose, if applicable, shall also be provided for in Exhibit A. Recipient hereby acknowledges and agrees that the Partnership Funds shall be used only for such Purpose. EBC, in its sole discretion, may approve in writing any request by Recipient to use Partnership Funds for purposes and uses unrelated to the Purpose. Recipient may not use Partnership Funds to reimburse any expenses incurred prior to the Effective Date without the prior, written consent of EBC. At the EBC's request, Recipient hereby agree to repay any portion of Partnership Funds used outside of the Purpose, or otherwise used in material breach of this Agreement. Recipient agrees to remain solely responsible for all acts and omissions of any of its trustees, directors, officers, employees, subgrantees, subcontractors, workers, agents, and affiliates assisting with the Purpose and ensuring their compliance with the terms of this Agreement.

### 3. Conditions Precedent to Partnership

3.1 CONDITIONS PRECEDENT. The following actions, instruments, or undertakings must be accomplished or otherwise provided to EBC as a condition precedent to EBC granting Recipient the Partnership Funds. Such conditions precedent must be satisfied to EBC's sole discretion, and in the event they are not all satisfied or otherwise waived within thirty (30) days of the Effective Date, this Agreement will automatically terminate. The conditions precedent are as follows:

- A. Recipient acknowledging, if requested by EBC, all representations and warranties provided for herein are still true and correct as of the provision of the Partnership Funds.
- B. Recipient providing EBC with a Certificate of Good Standing from the applicable Secretary of State of the Recipient's state of incorporation, which shall not be older than thirty (30) days prior to the Effective Date.
- C. Recipient providing EBC an Entity Status Letter from the California Department of Tax and Revenue, and a representation that such status is unchanged.
- D. If Recipient is a tax-exempt organization, an affirmation letter from the IRS as to Recipient's tax exempt status, and a representation that such status is unchanged.
- E. If requested by EBC, copies of all reasonably-requested organizational documents, which may include articles of incorporation, minutes of initial meeting of directors, minutes of annual meetings of directors for the last three years, and bylaws.
- F. Recipient providing EBC a copy of the Recipient's current fiscal year budget as approved by its board of directors.
- G. Recipient providing EBC with a financial audit conducted within the past three fiscal years OR financial statements with an independent accountant review report for the previous fiscal year.
- H. Recipient providing EBC with copies of evidence of insurance as provided for herein.

### 4. Representations and Warranties

4.1 Recipient's Representations and Warranties. In addition to other representations and warranties otherwise expressly provided for herein, Recipient hereby provides EBC with the following representations and warranties, all of which shall remain in effect from the Effective Date, at the date of provision of Partnership Funds, and during the use of the Partnership Funds:



A. Authority. Recipient is a [REDACTED] duly organized, validly existing, and in good standing under the laws of the State of [REDACTED], and has on the date hereof the power to enter into this Agreement, to perform all of its obligations hereunder, and this Agreement constitutes a legally binding and enforceable obligation of Recipient.

B. Execution of Transaction. The execution, delivery and performance of this Agreement by Recipient has been duly authorized by all requisite company actions, and the persons executing this Agreement on behalf of Seller have full power and authority to do so and to perform every act and to execute and deliver every document and instrument necessary or appropriate to consummate the transactions contemplated herein. This Agreement constitutes the valid obligation of Recipient and is legally binding and enforceable in accordance with its terms.

C. No Violation of Obligations. No approval or consent of any other person is required in connection with the execution, delivery, and performance by Recipient of this Agreement.

D. Compliance with Law. In carrying out the Purpose of the receipt and use of Partnership Funds, Recipient will comply with all applicable laws, regulations, and rules.

E. Reliance. Recipient acknowledges that EBC is relying on the information Recipient provides pursuant to this Agreement and during the course of any due diligence conducted by EBC. Recipient represents that EBC may continue to rely on this information and on any additional information provided by Recipient.

F. Return of Partnership Funds. Any Partnership Funds that have not been used for, or committed to, the Purpose upon expiration or termination of this Agreement must be returned promptly to EBC, applied to another EBC-funded project (current or under consideration), or applied to another charitable purpose, as directed in writing by the EBC.

G. Record Keeping: Recipient will maintain complete and accurate accounting records and copies of any reports submitted to EBC relating to the Partnership Funds. Recipient will retain such records and reports for 4 years after Partnership Funds have been fully spent. At the request of EBC, or its designee, Recipient will make such records and reports available to enable EBC to monitor and evaluate how Partnership Funds have been used or committed.

## 5. Insurance and Indemnification

5.1 INSURANCE. Recipient shall, at its expense, obtain and maintain insurance with carriers acceptable to owner for the coverages and amounts as specified in Exhibit B, attached hereto and incorporated herein by this reference. At the request of EBC, EBC shall be named as an additional insured on any such policies.

5.2 INDEMNIFICATION. RECIPIENT WILL INDEMNIFY, DEFEND, AND HOLD EBC HARMLESS, ITS EMPLOYEES, AGENTS, SHAREHOLDERS, DIRECTORS, OFFICERS, AND ASSIGNS ("INDEMNIFIED PARTIES") FROM ALL ACTIONS (INCLUDING, WITHOUT LIMITATION, REMEDIAL OR ENFORCEMENT ACTIONS OF ANY KIND, ADMINISTRATIVE OR JUDICIAL PROCEEDINGS, AND ORDERS OR JUDGMENTS ARISING OUT OF OR RESULTING THEREFROM), CLAIMS, DEMANDS, DAMAGES, JUDGMENTS, PENALTIES, FEES, ROYALTIES, INJURIES, FINES, FORFEITURES, COSTS OR EXPENSES (INCLUDING, WITHOUT LIMITATION, ATTORNEYS', CONSULTANTS' AND EXPERT FEES, COURT COSTS AND AMOUNTS PAID IN SETTLEMENT OF ANY CLAIMS OR ACTIONS) FORFEITURES OR OTHER CIVIL, ADMINISTRATIVE OR CRIMINAL PENALTIES, INJUNCTIVE OR OTHER RELIEF (WHETHER OR NOT BASED UPON PERSONAL INJURY, PROPERTY DAMAGE, CONTAMINATION OF, OR ADVERSE EFFECTS UPON, THE ENVIRONMENT), LIABILITIES OR LOSSES (ECONOMIC OR OTHER) ("CLAIMS") ARISING FROM OR ENCOUNTERED IN CONNECTION WITH THIS AGREEMENT, THE REPRESENTATIONS PROVIDED HEREIN, OR THE USE OF THE PARTNERHSIP FUNDS, WHETHER SUCH CLAIMS ARE CAUSED BY RECIPIENT, AGENTS, EMPLOYEES, LICENSEES, INVITEES, BUSINESS ASSOCIATIONS, SUBCONTRACTORS OR OTHERS ACTING FOR OR ON BEHALF OF RECIPIENT.

5.3 LIMITATION ON LIABILITY. IN NO EVENT SHALL EBC BE LIABLE TO RECIPIENT FOR ANY INDIRECT, PUNITIVE, SPECIAL, EXEMPLARY, INCIDENTAL, CONSEQUENTIAL OR OTHER NON-DIRECT DAMAGES OF ANY TYPE OR KIND ARISING OUT OF OR RELATING TO THIS AGREEMENT, WHETHER BASED ON BREACH OF CONTRACT, TORT (INCLUDING NEGLIGENCE) OR OTHERWISE, AND EVEN IF A PARTY HAS BEEN PREVIOUSLY ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. IN NO EVENT SHALL THE TOTAL CUMULATIVE LIABILITY OF EBC UNDER THIS AGREEMENT OR RELATING THERETO EXCEED THE TOTAL PARTNERSHIP FUNDS PAID BY EBC TO RECIPIENT. NO PARTNER, MEMBER, MANAGER, SHAREHOLDER, TRUSTEE, DIRECTOR, OFFICER, EMPLOYEE, AGENT, AFFILIATE OR REPRESENTATIVE OF EBC SHALL HAVE ANY LIABILITY FOR THE OBLIGATIONS OF EBC UNDER THIS AGREEMENT, AND RECIPIENT AGREES THAT ITS SOLE RECOURSE FOR ANY SUCH OBLIGATIONS SHALL BE LIMITED TO EBC'S CORPORATE ENTITY.

## 6. General Provisions

6.1 INDEPENDENT CONTRACTOR STATUS. The relationship of the parties is that of independent contractor, and not employee. Nothing in this Agreement creates or is intended to create any employment relationship between EBC and Recipient.

6.2 FURTHER ASSURANCES. From time to time, each party shall execute and deliver such instruments as maybe reasonably necessary to carry out the purposes and intent of this Agreement.

6.3 SURVIVAL. Any terms of this Agreement that expressly extend or by their nature should extend beyond termination or expiration of this Agreement, shall survive and continue in full force and effect after any termination or expiration of this Agreement, including, in particular, Sections 5.2 and 5.3, which shall survive indefinitely.

6.4 GOVERNING LAW. This Agreement shall be governed by California law, without reference to rules regarding conflicts of law.

6.5 COUNTERPARTS. This Agreement may be executed in multiple counterparts, each of which shall constitute an original and all of which together shall constitute one instrument.

6.6 SEVERABILITY. If any term or provision of this Agreement, or the application thereof to any person or circumstance, shall to any extent be found to be invalid, void, or unenforceable, the remaining provisions of this Agreement and any application thereof shall, nevertheless, continue in full force and effect without being impaired or invalidated in any way.

6.7 WAIVER. No waiver of any term, provision, or condition of this Agreement, whether by conduct or otherwise, in any one or more instances, shall be deemed to be or be construed as a further or continuing waiver of any such term, provision, or condition or as a waiver of any other term, provision, or condition of this Agreement.

6.8 CONSTRUCTION. The Parties hereto have participated jointly in the negotiation and drafting of this Agreement. In the event of any ambiguity or a question of intent or interpretation arises, this Agreement shall be construed as being jointly drafted by the Parties hereto, and no presumption or burden of proof shall arise favoring or disfavoring any Party by virtue of the authorship of any provision of this Agreement.

6.9 NO ASSIGNMENT. Recipient shall not assign any obligation arising under this Agreement without EBC's prior written consent. Any assignment in violation of this paragraph shall be void. This Agreement shall be binding on and inure to the benefit of each party's heirs, executors, legal representatives, successors, and permitted assigns.

6.10 FORCE MAJEURE. No Party will be liable to the other Party for any failure to perform or delay in performing any of its respective covenants and agreements caused by any act not within its reasonable control, including but not limited to, acts of God, health crisis, global pandemic, acts of the public enemy, war, terrorism, insurrection, riots, interruption or delay in transportation or power supply, governmental laws and regulations, or other causes beyond the control of or fault of the Parties (each, a "Force Majeure"). For the avoidance of doubt, a force majeure event shall not include (a) financial distress not the inability of either party to make a profit or avoid a financial loss, (b) changes in market prices or conditions, or (c) a party's financial inability to perform its obligations hereunder. All times provided for in this Agreement will be extended for a period commensurate with the periods of the delay; provided, however, that if an act of Force Majeure lasts for a period of more than thirty (30) days, the Party not affected by Force Majeure may terminate this Agreement immediately upon written notice to the other Party. The affected Party will use reasonable diligence to remove the cause of delay or prevention as quickly as possible. The affected Party will promptly notify the other Party regarding each new cause of delay or prevention resulting in the provisions of this paragraph becoming operative, specifying the particulars of such cause.

6.11 NO THIRD-PARTY BENEFICIARIES. This Agreement shall not be construed as granting any rights to any third party based on the theory of third party beneficiary or otherwise.

6.12 ATTORNEYS' FEES. If any legal action or other proceeding is brought for the enforcement of this Agreement or because of an alleged dispute, breach, default, or

misrepresentation in connection with any of the provisions of this Agreement, the successful or prevailing party or parties will be entitled to recover their reasonable attorneys' fees and other costs incurred in the action or proceeding, in addition to any other release to which it or they may be entitled.

6.13 MODIFICATIONS. Except as provided for as part of this Agreement, no changes, modifications, or amendments to this Agreement shall be valid unless agreed to by the parties in writing and signed by their authorized representatives.

6.14 HEADINGS. The titles contained in article headings of this Agreement are merely for convenience and are not intended to give notice of all the matter in the articles following such titles. The titles do not constitute any part of this Agreement and are not be considered in its interpretation.

6.15 INJUNCTIVE RELIEF. If a breach of any of the promises or agreements contained in this Agreement may result in irreparable and continuing damage to EBC for which there may be no adequate remedy at law, EBC is therefore entitled to seek injunctive relief as well as such other and further relief as may be appropriate.

6.16 NOTICES. Any notice required or permitted by this Agreement will be in writing and will be delivered as follows with the notice deemed given as indicated: (i) by personal delivery when delivered personally; (ii) by overnight courier upon written verification of receipt; (iii) by electronic mail or facsimile transmission upon acknowledgment of receipt of electronic transmission; (iv) by certified or registered mail, return receipt requested, upon verification of receipt. Notice will be sent to the addresses specified above.

6.17 CONFIDENTIALITY. The Parties and each of their agents, assigns, and employees acknowledge and agree that the contents of this Agreement are to remain confidential. The Parties acknowledge and agree that all proprietary and confidential information, including but not limited to trade secrets, financials, costs, operational methods, policies and procedures, business affairs, business affiliates, plans for future business, analytics, communications, etc., shall be kept secret and shall be protected from disclosure to any third party and shall only be used as necessary to effectuate the purpose of this Agreement between the parties.

However, Recipient is aware that EBC is subject to regulation of the Ralph M. Brown Act, California Gov. Code § 54950, et seq. and the California Public Records Act, Gov. Code § 7920, et seq. As such, the Recipient confirms it understands that EBC may from time to time be legally required to make public certain information, regardless of whether the Recipient or the EBC has marked the information "confidential." EBC agrees to notify Recipient of any public records requests or any other legally required disclosures applicable to information as described above.

6.18 TIME OF THE ESSENCE. All time limits stated in this Agreement are of the essence to this contract, and failure to comply with this provision shall be a material breach of this Agreement. Unless otherwise expressly stated, all references in this Agreement to days mean calendar days.

6.19 ENTIRE AGREEMENT. This Agreement, along with any and all exhibits, contains the entire agreement and understanding of the parties with respect to the subject matter of this Agreement, and merges and supersedes all prior agreements, discussions, and writings with respect to that subject matter.

IN WITNESS THEREOF, the parties have executed this Agreement effectively as of the Effective Date.

EBC:

Date: [Redacted]

EXPLORE BUTTE COUNTY

By: [Redacted]

By: Nichole Farley

Its: Executive Director

RECIPIENT:

Date: [Redacted]

By: [Redacted]

By: [Redacted]

Its: [Redacted]

EXHIBIT A

PARTNERSHIP INFORMATION

Grant Amount:

Purpose:

Term for use, if applicable:

**EXHIBIT B**  
**INSURANCE**

**B.1 GENERAL & PROFESSIONAL LIABILITY INSURANCE.**

Recipient shall obtain commercial general liability insurance (occurrence policy form) from one or more U.S. domiciled insurance companies licensed to do business in the State of California with an A.M. Best Company rating of "B" or better or, in the alternative, an unlicensed U.S. domiciled company or companies with an "A" rating, which provides coverage for bodily injury, personal injury and property damage liability in the amount of at least (\$500,00 or \$1,000,000) per occurrence, and (\$1,000,000 or \$2,000,000) in the aggregate, with a maximum policy deductible of \$5,000.

Recipient shall obtain professional liability (errors and omissions) insurance, with a minimum (\$500,000 or \$1,000,000) limit, from one or more U.S. domiciled insurance companies licensed to do business in the State of California with an A.M. Best Company rating of "B" or better providing coverage for services rendered to Explore Butte County under this Agreement.

The insurance coverage required herein shall be evidenced by a certificate of insurance with policy endorsements and shall be executed by an authorized official of the insurer(s). In addition to the limits of coverage described above, the certificate of insurance shall provide that the insurer shall provide to EBC at least 30 days prior notice of cancellation or material change in coverage, or 10 days prior notice of cancellation for non-payment.

Recipient acknowledges and agrees that EBC, its officers, board of directors, and members thereof, its employees and agents, are covered as additional insureds with respect to any liability arising out of the activities of Influencer as the named insured. Such additional insured status shall be evidenced by a policy endorsement executed by an authorized official of the insurer(s). A blanket endorsement which provides additional insured status to any person or organization with whom Influencer, as named insured, has entered into a written contract, such as this Agreement, shall satisfy this requirement.

The limits of Insurance required in this agreement may be satisfied by a combination of primary and umbrella or excess Insurance. Any umbrella or excess Insurance shall contain or be endorsed to contain a provision that such coverage shall also apply on a primary and non-contributory basis for the benefit of EBC (if agreed to in a written contract or agreement) before EBC's self-insurance shall be called upon to protect it as a named insured.

**B.2 AUTOMOBILE LIABILITY INSURANCE.**

Recipient shall obtain automobile liability insurance from one or more U.S. domiciled insurance companies licensed to do business in the State of California with an A.M. Best Company rating of "B" or better which provides coverage for bodily injury, personal injury, and property damage liability in the amount of at least (\$250,000 or \$500,000) combined single limit for each occurrence. Evidence of such coverage shall be maintained by Influencer and provided to Explore Butte County upon request.

EXHIBIT C  
FURTHER TERMS AND CONDITIONS

Add if applicable, like if you want to add additional conditions. Otherwise, just write "Not Applicable" here.







## Board of Directors Staff Report

### Agenda Item: 4.1 DCBA Funding Request

Historically, Explore Butte County ("EBC") has provided grant/sponsorship funding to the Downtown Chico Business Association ("DCBA") to help support their annual signature events. Funding for the DCBA comes from the Chico Zone Micro-Marketing Funding, which the Chico Zone Micro-Funding Committee (also called the Travel Chico Committee or Chico Tourism Committee) oversees.

In 2023, The Chico Tourism Committee allocated \$12,000 to the DCBA to support their annual signature events. In preparing for the recommendations of a budget to the Chico Tourism Committee, Nichole Farley, Executive Director of EBC noticed some concerns and red flags related to the DCBA's fiscal responsibilities and budget oversight. Nichole made a comment during the March DCBA meeting, that she would be asking the Chico Tourism Committee to allocate funding for signature events pending a fiscal audit of 2023.

On March 20, 2024, Nichole met with Audrey Taylor and Debbie LaPlant Mosley to review 2024 partnership opportunities between the DCBA and EBC/Travel Chico with their signature events and downtown Welcome Center. Nichole mentioned to Audrey and Debbie that she is recommending the condition of a fiscal audit of 2023 on Chico Tourism Committee funding because in reviewing DCBA agendas and minutes from 2023, Nichole was unable to determine if the Board of Directors for the DCBA approved a 2023 fiscal budget or authorized funding for the new signature event Chico Live. Nichole also expressed concerns about the lack of approval for the 2024 budget by the DCBA Board of Directors and the legality of the DCBA Bylaws.

On April 2, 2024, Greg Scott, President of the DCBA reached out to Nichole to schedule a meeting to discuss the "Red Flags" that Nichole was mentioned during the March DCBA meeting. Greg and Nichole met in-person on April 8, 2024 to discuss concerns related to board approval of a 2023 and 2024 budget and board approval process for new signature events and approval of funding not included in the budget. Greg and the DCBA team are working to adopt policies and procedures for fiscal and financial oversight of DCBA funding but they do not have the budget for an audit of fiscal year 2023. Nichole also recommended that the DCBA hire a business attorney to review and update their Bylaws.

Following the meeting with Greg, Nichole received copies of policies and procedures that the DCBA had adopted. No additional correspondence with Greg was made.

On April 4 2024, the Chico Tourism Committee discussed the sponsorship of nine DCBA signature events at various levels totaling \$9,500. During the discussion to support the DCBA, Nichole Farley, asked that funding to the DCBA be contingent on a fiscal audit of 2023 No action was taken in the approval of funding to the DCBA during the April meeting.

At the May 2, 2024 Chico Tourism Committee meeting, the committee agreed to approve the DCBA support of \$9,500 contingent on a fiscal audit for 2023.

During the month of May, Nichole learned that the DCBA Executive Committee decided not to move forward with a fiscal audit of 2023.

On June 6, 2024, the Chico Tourism Committee discussed the DCBA's decision not to conduct a fiscal audit of 2023. The discussion was focused on should the Chico Tourism Committee waive the request for

an audit and support the DCBA with a \$9,500 sponsorship or not support the DCBA in 2024. At no point during the meeting did Nichole suggest that the DCBA was “stonewalling” EBC staff. It was motioned by Tamba Sellu to approve the sponsorship funding with the condition of a 2024 fiscal audit since the DCBA did not budget for an audit of 2023. This would provide the DCBA with enough time to budget for a 2024 audit in early 2025.

On June 26, 2024, Greg Scott sent a letter to Tamba Sellu requesting the Explore Butte County Board of Directors take up the consideration of funding for the DCBA signature events. The letter is included in the staff report.

As part of the DMAP project, EBC is standardizing how we grant/sponsor events. This will include that all organizations which EBC provides grant/sponsorship funding will be subject to a standard contract which outlines conditions for precedent to partnership with allows to ask for the following:

The following actions, instruments, or undertakings must be accomplished or otherwise provided to EBC as a condition precedent to EBC granting Recipient the Partnership Funds. Such conditions precedent must be satisfied to EBC’s sole discretion, and in the event they are not all satisfied or otherwise waived within thirty (30) days of the Effective Date, this Agreement will automatically terminate. The conditions precedent are as follows:

- A. Recipient acknowledging, if requested by EBC, all representations and warranties provided for herein are still true and correct as of the provision of the Partnership Funds.
- B. Recipient providing EBC with a Certificate of Good Standing from the applicable Secretary of State of the Recipient’s state of incorporation, which shall not be older than thirty (30) days prior to the Effective Date.
- C. Recipient providing EBC an Entity Status Letter from the California Department of Tax and Revenue, and a representation that such status is unchanged.
- D. If Recipient is a tax-exempt organization, an affirmation letter from the IRS as to Recipient’s tax exempt status, and a representation that such status is unchanged.
- E. If requested by EBC, copies of all reasonably-requested organizational documents, which may include articles of incorporation, minutes of initial meeting of directors, minutes of annual meetings of directors for the last three years, and bylaws.
- F. Recipient providing EBC a copy of the Recipient’s current fiscal year budget as approved by its board of directors.
- G. Recipient providing EBC with a financial audit conducted within the past three fiscal years OR financial statements with an independent accountant review report for the previous fiscal year.
- H. Recipient providing EBC with copies of evidence of insurance as provided for herein.

Additional requirements include Insurance and Indemnification, terms of the funding, a report on how funds were used and event success metrics.

For discussion today: EBC and the Travel Chico brand has only been included as a sponsor for the Thursday Night Market, valued at \$2,500. We have missed events and marketing partnerships for signature events the Chico Tourism Committee committed to sponsoring. With a limited number of signature events left, it is recommended to reduce the sponsorship allocation to \$5,000. Does the Board of Directors want to waive all conditions set by the Chico Tourism Committee for a fiscal audit? Does



the Board of Directors want to allocate \$5,000 for the sponsorship of the DCBA Thursday Night Market and remaining signature events in 2024.

Original Budget Approved by the Chico Tourism Committee:

DCBA Event Sponsorships Proposal

DCBA Sponsorships		
Thursday Night Market	\$2,500.00	Bike Valet
Friday Night Concert	\$500	Band
Slice of Chico	\$500.00	Slice Station
Art & Wine Walk	\$1,000.00	Pouring Station
Harvest Sidewalk Sale	\$500.00	Autumn Ambassador
Treat Street	\$250.00	Live Music
Downtown Christmas Preview	\$1,000.00	Light it Up
Small Business Saturday	\$2,500.00	Signature
Tree Lighting Ceremony	\$250.00	Sweet Treats
Taste of Downtown	\$500	
	\$9,500.00	

Explore Butte County is making the recommendation to the Travel Chico Committee to allocate sponsorship funding to the DCBA contingent on a 2023 fiscal audit.

June 26, 2024

Tamba Sellu, President  
Explore Butte County  
PO Box 2154  
Chico, CA 95927



Reference: Explore Butte County's Sponsorship of Downtown Chico Business Association Events

Dear Tamba,

Thank you for our recent meeting and for taking the time to discuss Downtown Chico Business Association (DCBA) and Explore Butte County's (EBC) sponsorship requirements for DCBA's Signature Events.

As we discussed, our organizations share common goals in our missions—EBC's focus on tourism marketing to attract visitors to Butte County, and DCBA's commitment to providing a clean and safe downtown while hosting events for both residents and visitors. These events create experiences generating repeat visits. DCBA hosts 10 Signature Events per year and support other partner organizations by assisting and promoting their events downtown and in the City Plaza. Recent statistics for the Thursday Night Market indicate over 15,000 attendees with an average stay of 72 minutes. As a hotel owner, I can attest to the positive impact these events have on my business and our customers. Our goal is to create a vibrant destination.

I want you and your board to know that we take concerns about DCBA's operations seriously. We have an active and engaged Executive Committee and Board committed to rebuilding DCBA. Given the number of events managed by DCBA, our organizational restructuring for staffing has been focused on ensuring we could quickly return these events downtown with an Events Manager and support staff. I have taken a hands-on role in managing the organization and administration, alongside the Executive Committee, and have instituted transparency in everything we do.

Following is documentation of the steps DCBA has taken in response to the EBC's Executive Director's comment at our April Board Meeting, where she observed "red flags" and indicated that funding would be contingent on an audit:

1. Immediately following the meeting, I requested a meeting to discuss these "red flags" so we could address them. Two concerns were raised: staff spending money without authorization and a perceived lack of fiscal policies.
2. I shared our existing fiscal policies and procedures, which are being followed by all staff. These include spending authority at different levels, and checks and balances with three Executive

Board members authorized to sign checks with appropriate documentation. These documents were forwarded for review.

3. On April 18, 2024, the Executive Committee reviewed the policies, procedures, and bid proposals from four accountants to prepare an audit:
  - Two accountants recommended not doing an audit due to the high cost and the fact that DCBA operating revenue was significantly below the threshold requiring one.
  - One accounting and auditing firm that specializes in non-profit audit also suggested not preparing an audit but provided a bid of \$15,000.
  - The City's auditing firm bid \$20,000. While we are not required to use the City's auditor, our 1975 agreement stipulates that if the City requests an audit, we would be required to use their audit.
  - The Executive Committee asked the President to reach out and request additional specifics regarding the "red flags" from the EBC Executive Director, but no response was received.
  - The Executive Committee laid the following action to ensure transparency and address comments received:
    - 1) Treasurer Nicole Johnston will organize a Finance Committee.
    - 2) The committee will meet with Kevin Thomas, DCBA Accountant, after year-end review and taxes to review current Fiscal Operations Policy and seek advice.
    - 3) Plan for an independent audit in 2026 at the completion of the City Contract.
    - 4) Schedule meetings to review policies and financials with those who have questions.
4. These actions were included in the Board Packet (May 7, June 2) sent to all Board Members, Advisors, and any others who request a copy. The Board unanimously approved this plan on June 2, 2024.
5. At this point, having not heard any further comments or details regarding our requests, assumed the actions as laid out by the Executive Committee were acceptable.
6. June 6, at the Travel Chico public meeting, DCBA Funding Reconsideration was on the agenda in which the EBC Executive Director commented that DCBA "*stonewall*" any suggestions or help which was followed by a discussion of why DCBA was not willing to do an audit and that any sponsorship of events would be subject to completing an audit. This was brought back to me by my hotel general manager who attended the meeting confused and wondering what was going on.

I would like to clarify several items that have been stated in public meetings and likely to be discussed at the EBC Board meeting:


1. At no time has DCBA intentionally “stonewalled” anyone from getting information. We are open to all comment, suggestions, advice which should be directed to the President.
2. I personally met with EBC Executive Director as I have vested interest in both organizations and their working together. Attempted several times to get more specifics, via email, to address any concerns which went unanswered.
3. We have no objection to an independent audit, but the cost of \$15,000 - \$20,000 is prohibitive at this time. Prioritizing our events and marketing of downtown businesses is essential.
4. We have laid out a plan to ensure financial oversight, checks and balances and address an audit at end of 2025, aligned with our 3-year business plan (as noted in Executive Committee report).
5. We are open to a meeting with EBC, DCBA and our accountant to answer and address any further concerns, our goal is to be transparent.
6. DCBA’s Signature Events are financially supported by sponsorships from both private and public entities. We assure you that sponsorship funds are dedicated and tracked for the production and management of those events only. Enclosed is our Event Sponsorship packet for your reference.

Lastly, it is unclear to me, as an EBC member, what conditions and requirements EBC imposes on organizations receiving sponsorship funds—do all organizations need to submit financial reports, tax returns, and audits?

We would be honored to have EBC sponsor DCBA events, aligning with both our missions of visitor attraction and experience. However, if EBC sponsorship is conditioned upon an immediate audit, we would have to decline the funds as it would not be a wise expenditure at this time.

Thank you for your time and consideration. Our goal is to work together as professional partners toward similar missions, and we welcome further discussions to address any concerns.

Respectfully,



Greg Scott, EBC Member, Hotel Diamond  
President, Downtown Chico Business Association