



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 Olivares
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

January 30, 2025
Time: 12:30 PM - 2:30 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 November 14,, 2024](#)

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

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

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

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

3. OPERATIONAL ACTION ITEMS

3.1. PROPOSED 2025 BUDGET (Nichole Farley, 2025 Annual Report Committee)

The proposed 2025 Annual Budget for Explore Butte County. [Staff report](#) and [detailed budget](#).

Recommendation: Adoption of the 2025 Annual Budget

3.2. PROPOSAL TO SELL THE 2021 SPRINTER VAN (Nichole Farley)

Proposal to Sell the 2021 Mercedes Sprinter Van and Purchase a hybrid SUV. [Staff report](#) and [proposed hybrid SUV](#).

Recommendation: Approve staff to sell the 2021 Mercedes Van. With the proceeds from selling the van, authorize the purchase of a hybrid SUV.

3.3. PARTNERSHIP FUNDING AGREEMENT WAIVER (Nichole Farley)

Review a policy to waive micro-zone funding agreement requirements for organizations that those requirements would be an undo burden.

[Staff Report](#) and [Policy for Waiving Conditions Precedent to Partnership Requirements](#)

Recommendation: Adoption of the Policy for Waiving Conditions Precedent to Partnership Requirements

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

4.1. 2024 YEAR IN REVIEW (Nichole Farley)

The proposed committee oversee efforts to ensure that the Board and our Advisors are composed of qualified and dedicated individuals who are representative of the tourism industry in Butte County

4.2. CHICO VELO PRESENTATION (Whitney Garcia, Chico Velo)

Chico Velo promotes bicycling for transportation, recreation, and health through public education, advocacy, and community stewardship. An update on current bike projects in Butte County.

5. 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.

6. CLOSED SESSION

6.1. EXECUTIVE DIRECTOR REVIEW

Executive Director review and feedback.

6.2. REVIEW OF 2024 EMPLOYEE BONUSES

Review of employee's 2024 goals and results to approve annual bonus.

7. ADJOURNMENT



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Megan Kurtz
CSU Chico

Megan Gaddis
Chico Chamber of Commerce

EXPLORE BUTTE COUNTY

BOARD OF DIRECTOR MEETING

November 14, 2024
Time: 12:00 PM - 2:00 PM

BCAG Board Room
326 Huss Dr, Chico, CA 95928

MINUTES

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

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1. OPEN MEETING

12:02P.M.

Attendees: Tamba Sellu, Melissa Shuster, Megan Kurtz, Aaron Wright, Megan Gaddis, Matt Reed, Kate Pinsonneault, Jason Oliveras, Nichole Farley, Will Firth, Brian Curtis, Pat Macias, Ashley Baer, Ron Lason,, Mike Egbert, Jennifer Macarthy, Debbie Mosely, Holly Drobney, Alaina Macarthy, Cameo Calderon, Ashley Baer

2. CONSENT CALENDAR

2.1. [Approve Minutes from September 19, 2024](#)

2.2. Approve September 2024 Financials (with authorization to update for TBID assessment revenues attributed to September)

2.3. Approve October 2024 Financials (with authorization to update for TBID assessment revenues attributed to October)

Motion to Pull 2.2 and 2.3 from Consent Agenda and to make a correction to September meeting minutes: Jason Oliveras was absent. With those changes, the approval of the September 19, 2024 minutes was made by Secretary Melissa Schuster.

Second: Matt Reed

Vote: 8 - 0 - 0

3. OPERATIONAL ACTION ITEMS

3.1. [2025 BCTBID Annual Report](#) (Nichole Farley, 2025 Annual Report Committee)

The proposed 2025 Annual Report for the Butte County Tourism Business Improvement District (BCTBID) which includes proposed modifications to the BCTBID Management District Plan and budget allocations for the upcoming 2025 fiscal year.

[2025 BCTBID Annual Report](#)

Recommendation: Adoption of the 2025 BCTBID Annual Report and Submission to the Butte County Clerk for adoption by the Board of Supervisors.

Discussion: Tamba Sellu, Matt Reed, and Jason Olivares make up the 2025 Annual Report and Budget Ad Hoc Committee. The Committee met in to discuss proposed changes to the Management District Plan ("MDP"). The MDP was approved in 2020 with language that allows for the increase of the assessment rate by .05% annually, not to exceed 4%. Additionally modifications include the removal of the four room count threshold for the inclusion of short-term vacation rentals. With proposed changes to the MDP, requesting to clean up the term limit so the district operates on a calendar year rather than December - November.

The adoption of the Annual Report by the Board of Directors will send the formal request from the Butte County TBID Owners Association to the County Administration to begin the public hearing process to confirm the changes.

Melissa Schuster: Has a study been conducted to determine the ROI of the assessment and inclusion of short-term vacation rentals.

Nichole Farley: TBID assessment collections are down slightly despite the always on marketing campaigns to increase destination awareness.

Jason Olivares: Weekend ADR is increasing YOY.

Tamba Sellu: Growth has been steady but less than last year.

Aarson Wright: Asked is hotels have pushed back against the increased assessment rate?

Nichole Farley: No, no hotels have objected to the increase.

Jason Oliveras: Guests do not push back on the taxes or assessments. He is not worried about this negatively impacting guest at his hotel.

Megan Gaddis: Why do we want to include all lodging businesses? And Do competitors have room count thresholds?

Nichole Farley: With all lodging business included it creates an equitable playing field between all lodging properties. None of our comp set have room count thresholds.

Melissa Schuster: Short-term vacation rentals were not included initially because they were seen as competitors to the hotels. Now they can really be viewed as complimentary not competition.

Motion: Treasurer Matt Reed made the motion to adopt the 2025 BCTBID Annual Report and Submission to the Butte County Clerk for adoption by the Board of Supervisors.

Second: Kate Pinsonneault

Vote: 7 - 0 - 1

3.2. 2025 Board Meeting Schedule (Nichole Farley)

Move the Explore Butte County Board Meetings from the second Thursday of January, March, April, May, July, and September, to the fourth Thursday of the Month. The Board Meeting in November will remain on the second Thursday of the month due to the holiday.

Recommendation: Approve the 2025 Board of Directors Meeting Schedule.

Discussion: Move meetings to the fourth Thursday of the month at 1PM, keeping the November meeting on the second Thursday of the month due to holidays. Discussion between the Board around the meeting earlier than 1 pm. Because of the BCAG and Air Quality Meeting, we can not meet before 12 pm.

Motion: Aaron Wright made a motion to approve the 2025 Board of Director meeting schedule to the last Thursday of the month in January, March, April, May, July, September, November at 12:30 pm.

Second: Megan Kurtz

Vote: 8 - 0 - 0

3.3. Proposal to sell the 2021 Sprinter Van (Nichole Farley)

Proposal to Sell the 2021 Mercedes Sprinter Van and Purchase a hybrid SUV. By selling the Mercedes Sprinter Van and purchasing a hybrid SUV, Explore Butte County would benefit from reduced operating costs, increased flexibility, and more efficient outreach efforts.

Recommendation: Approve staff to sell the 2021 Mercedes Van.

Discussion: Sell the van in order to purchase a hybrid SUV to accommodate: event participation/utilization, the van's build-out does not work well for storage, van only fits 3 staff but we are a team of 4, cost of registration/insurance/fuel is projected to decrease with a hybrid SUV. The total annual van cost: \$4,500 vs the total annual SUV cost: \$3,000. We can also consider mileage reimbursement saved: \$4,000.

Jason Oliveras: Jason Oliveras asks if there is a benefit to buying an SUV and keeping the van

Nichole Farley: Does not know of a benefit to keeping both. We have to re-wrap the van regardless

Melissa Schuster: The van was purchased to elevate EBC as a moving billboard during a time when van life was very popular.

Megan Gaddis: Suggested buying an SUV then selling the van if the van is underutilized.

Ashley Baer: The idea of using the van as a mobile visitors center in-market and to attend out of market events. Out of market events do not accommodate the van as a booth or to use in tabling. Even in-market events are not allowing us to use the van. If we had two vehicles, doesn't believe we would continue to use the van.

Aaron Wright: If the van gets attention though for most events because it is so big, wait and reassess next year to sell van

Kate Pinnosnault: The KBB value of \$46,000 is basically just advertising, ad funds could be used more effectively elsewhere

Melissa Schuster: Maybe 2 vehicles would be the answer, like a Prius and another SUV

Megan Gaddis: Asks for a mock-up of what an SUV wrap would look like

Nichole Farley: We would have to buy an SUV before designing. To sell the van, we could use an auction house off of HWY 5 recommended by partners or sell privately.

Aaron Wright: What works best for the team?

Cameo Calderon: Would just use one vehicle, there would not be added value with 2 vehicles

Jennifer Macarthy, Advisor: Having 2 vehicles would be a wasted expense when likely one would be used, an SUV would be most logical

Melissa Schuster: We should put a reserve on the sale if done by auction

Tamba Sellu: Asks Nichole Farley to come up with a solution and bring the option to buy in January

Motion: Treasurer Matt Reed made the motion to table this item and discuss further in January when Nichole Farley can come back with a more detailed plan.

Second: Melissa Schuster

Vote: 8 - 0 - 0

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

4.1. Establishment of the Destination Development Committee (Nichole Farley)

The proposed committee will oversee efforts to develop a Sports Tourism Infrastructure Master Plan, establishing a strategic foundation for enhancing sports tourism and infrastructure across Butte County.

Resolution to Establish the Destination Development Committee

Recommendation: Adoption of the resolution to establish the Destination Development Committee.

Discussion: Establish a sports tourism master plan, finalize an RFP for the sports tourism master plan, select an agency to conduct the master plan, create a committee to guide the development plan process compiled by board members, recreation districts, local sports organization representatives, Butte College and CSU Chico athletic departments, representatives from all jurisdictions, and community members interested.

Megan Gaddis: Is there a certain number of representatives needed for the committee?

Nichole Farley: No, the committee can include all those who want to participate.

Jason Oliveras: Who the audience is/age group for the sports facility?

Nichole Farley: Ideal infrastructure will be a multi-use buildings and fields for sports and conferences, if hotels are investing, tournaments first, community second to bring in overnight visits.

Motion: Jason Oliveras made a motion to Adopt the resolution to establish the Destination Development Committee.

Second: Treasurer Matt Reed

Vote: 8 - 0 - 0

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

5.1. [Establishment of the 2025 Ad Hoc Nominating Committee](#) (Nichole Farley)

The proposed committee oversee efforts to ensure that the Board and our Advisors are composed of qualified and dedicated individuals who are representative of the tourism industry in Butte County

[Resolution to Establish the 2025 Ad Hoc Nominating Committee](#)

Recommendation: Adoption of the resolution to establish the 2025 Ad Hoc Nominating Committee.

Discussion: Oversee efforts to ensure board ad advisors are composed of qualified and dedicated to tourism in the area, including reaching out to Oroville properties to fill a vacant seat. Kate Pinsooneault and Megan Kurtz volunteer.

Motion: Jason Oliveras motions to Adopt of the resolution to establish the 2025 Ad Hoc Nominating Committee with Kate Pinsooneault and Megan Kurtz.

Second: Aaron Wright

Vote: 8 - 0 - 0

5.2. AIRPORT UPDATE (Tom Bahr, Airport Manager)

Update from the Airport Manager on the progress to acquire commercial air.

The Chico Airport improvement initiative is making significant strides with accomplishments such as pavement and parking upgrades, community outreach through stakeholder meetings, and conducting essential studies and surveys. The initiative has already secured \$1.9M in funding, including a \$1M grant, \$500,000 from the City of Chico, and \$435,000 from stakeholders, with a new goal of reaching a \$2M incentive package to attract airlines. A recent Catchment Area Study revealed that 1,830 travelers per day, primarily heading to the LA Basin, currently rely on Sacramento Airport, highlighting a substantial local demand. The initiative's goals include securing the \$2M package, marketing to airlines, renovating the terminal, and building community support. To support the effort, individuals can meet with Tom, donate to the Incentive Program, and help spread the word. In response to community questions, Tom confirmed plans to bring one airline serving routes to Los Angeles and Las Vegas, while pursuing grants to expand the terminal. Outreach efforts include surveys with Blue Flamingo Marketing Agency and collaboration with key stakeholders, with updates available through the City of Chico's airport webpage. The airport's advantages include convenience, free parking, easy TSA processes, and the opportunity to support a local resource. Additional benefits highlighted include support for CSU Chico and Butte College hosting national conferences, making student travel more accessible,

and potential cargo business use. The team remains committed to creating a regional hub that meets community needs and attracts airlines with strategic incentives.

5.3. **MARKETING UPDATE (Ashley Baer)**

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

As of October year-to-date, social media engagement continues to grow, with 17,000 followers on Facebook, 31.5K on Instagram, 20.5K on TikTok, and 4,034 on YouTube. Highlights include October's best-performing posts: a stunning fall foliage photo on Instagram and a repost about Paradise High's football field renovation on Facebook. The website attracted 363,000 total users, with 403 engaged sessions and an average engagement time of 33 seconds, while users viewed an average of 1.85 pages per session. Top-performing webpages included the home page, "stay" section, swimming holes in Bidwell Park, events, and taste-related content. Advertising efforts featured \$19,495 spent on in-house produced campaigns and \$50,956 on agency work, further driving visibility and engagement across platforms.

5.4. **TRAVEL CHICO UPDATE (Alaina Macarthy)**

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

In October, 397 posts, including stories, were published across platforms, resulting in an impressive growth of 666 new followers and 662 additional website users. The Google Business profile received 53 views, while top website queries included "travel Chico," "art and wine walk DCBA Oct 4th," and "lulus outlet." On Facebook, the best-performing posts featured fall overhead aerials, the Harvest Sidewalk Sale on Oct 12th, and the Seed Orchard, while Instagram posts showcasing fall aerials, the Seed Orchard, and pumpkin patches captivated audiences. November's content focuses on gift guides and seasonal community events, with a temporary gift guide highlight created on Instagram for easy reference. The new Chico Road Bike Map, designed by David Selkirk for Travel Chico, is now live and being distributed by Cameo to local bike shops and community centers. Additionally, a Chico Public Art Walking Map, designed in collaboration with local artist Lauren Meichtry, is set to debut its final draft by January. Don't miss upcoming events and activities featured in our stories, event highlights, and Butte 365!

5.5. **COMMUNITY RELATIONS UPDATE (Cameo Calderon)**

Update on the community relations efforts in Butte County.

Year-to-date, efforts have included 143 lodging visits, 39 community meetings, 21 events, and participation in 4 advocacy conferences, including the Books Family Farm Stakeholder Event. The 365 website continues to grow, with 2,837 users in October, 542 events submitted

this year, and 179 registered users. Top searches included popular seasonal activities like Halloween events, Lights & Frights in Oroville, Artoberfest, and the Patrick Ranch Autumn Festival. Social media saw steady growth with 122 new followers, bringing the total to 1,109 across profiles, and achieving a 53.94% engagement increase in October. Recent website enhancements include a new "Signature Events" tab and a "Holiday Events Listing" tab to streamline access to community highlights.

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.

Megan Gaddis: Chico Chamber Update: Congrats to Cameo Calderon for joining the Committed Leaders group. The final YPO of the year next Wednesday with Dan Gonzales at Daycamp. The Chamber is partnering with Rush Personnel for toy drive December 4th, 6am-6pm; the 2025 Chamber Dinner will be January 25th in the Sierra Nevada Big Room.

Debbie Mosely: November 24th Downtown Chico Christmas Preview, Small Business Saturday November 30th, Christmas Tree Lighting December 6th

Holly Drobney: CARD Ice Rink is opening tomorrow, new social media profile was made just for the ice rink, themed Thursdays, broomball league

Pat Macias: monca opening exhibitions tonight, NYE party 6-9pm

Matt Reed: Holiday Jubilee craft show at Butte County Fair upcoming November 23 & 24th in Farmers Hall

Will Firth: 13 miles of Butte Meadows trails starting work soon, planned completion by 2026

7. ADJOURNMENT



Financial Statements

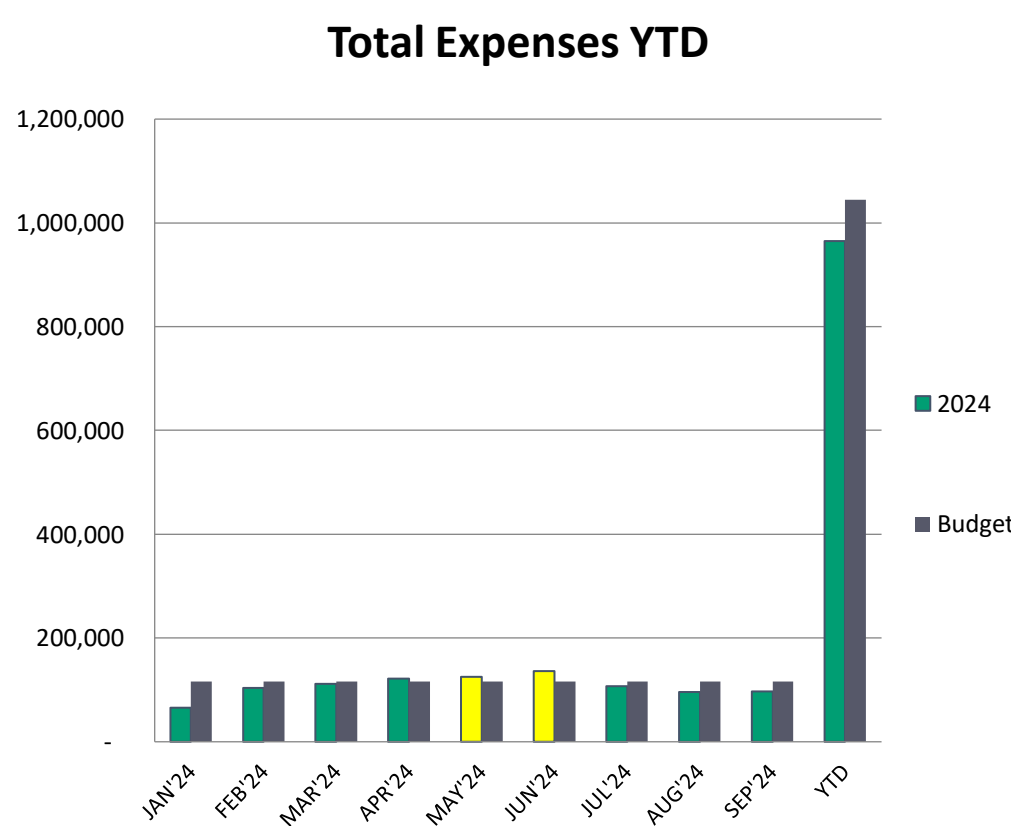
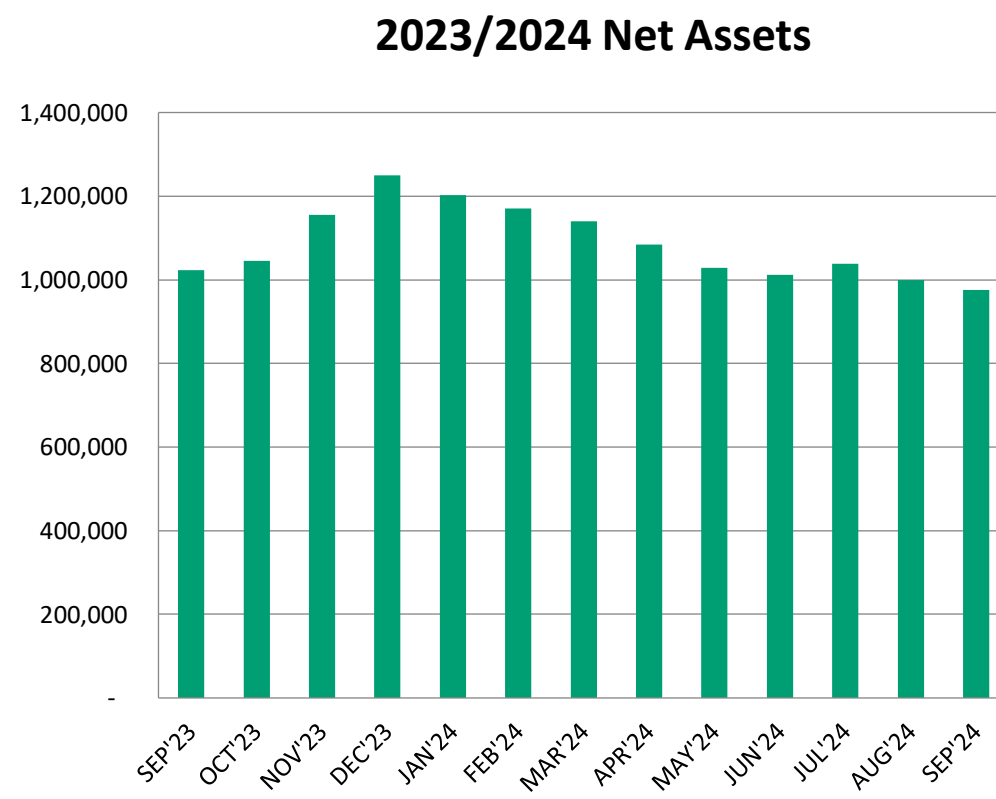
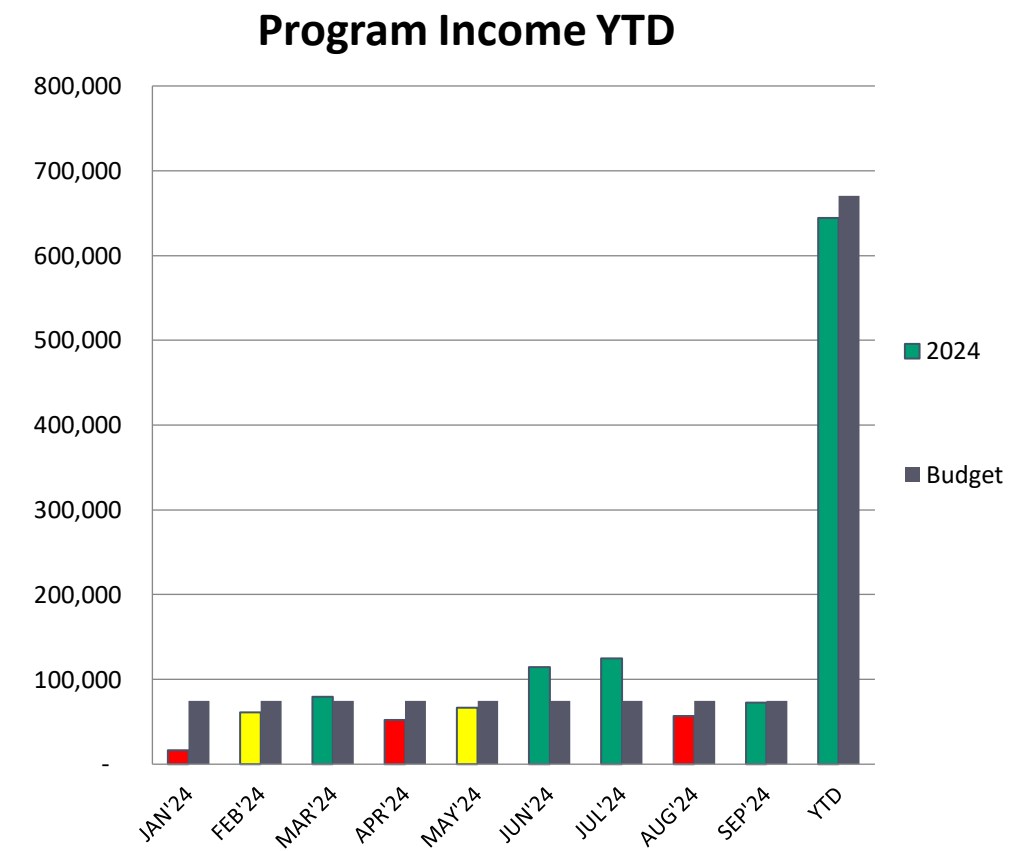
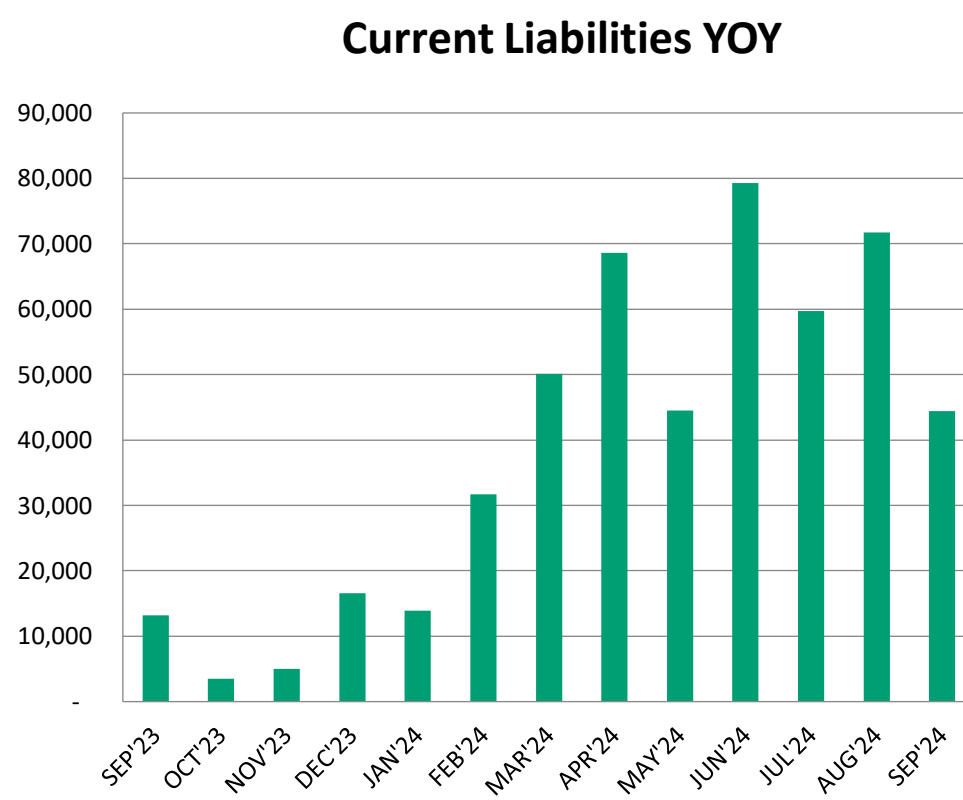
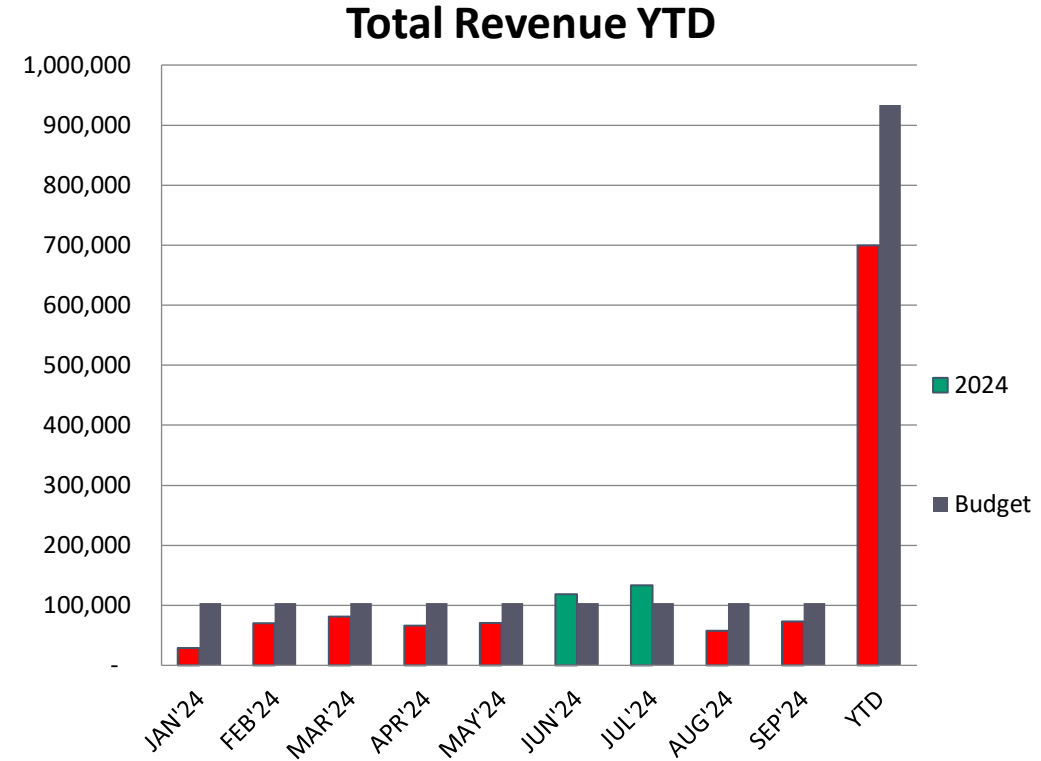
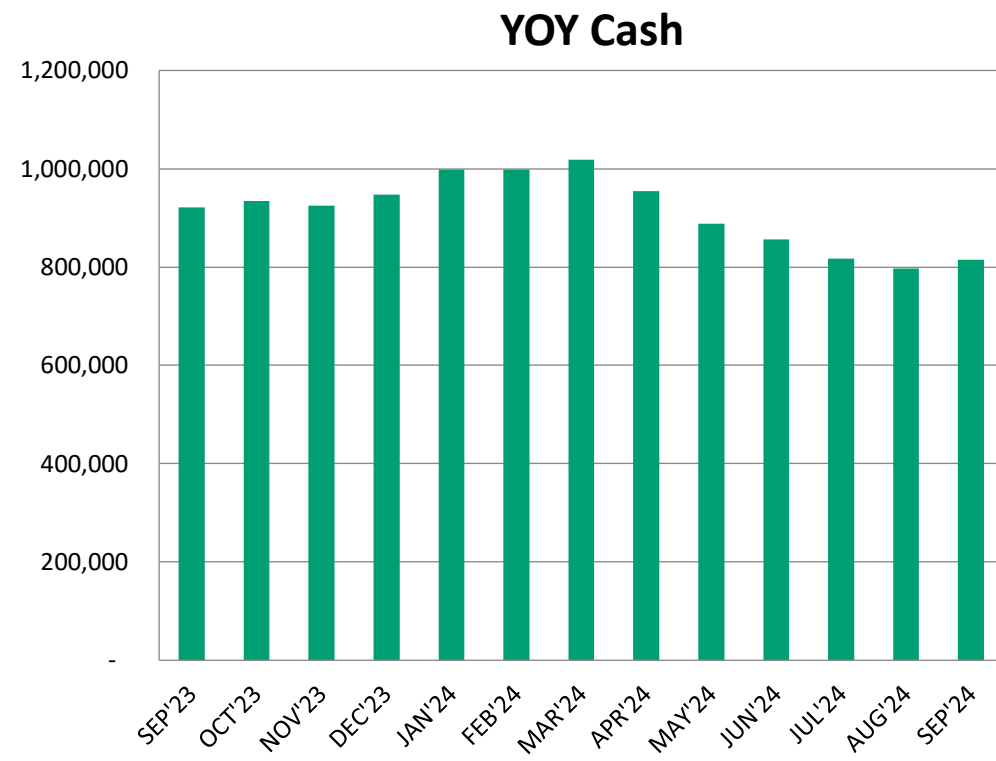
For the period ending YTD September 30th, 2024

Index:

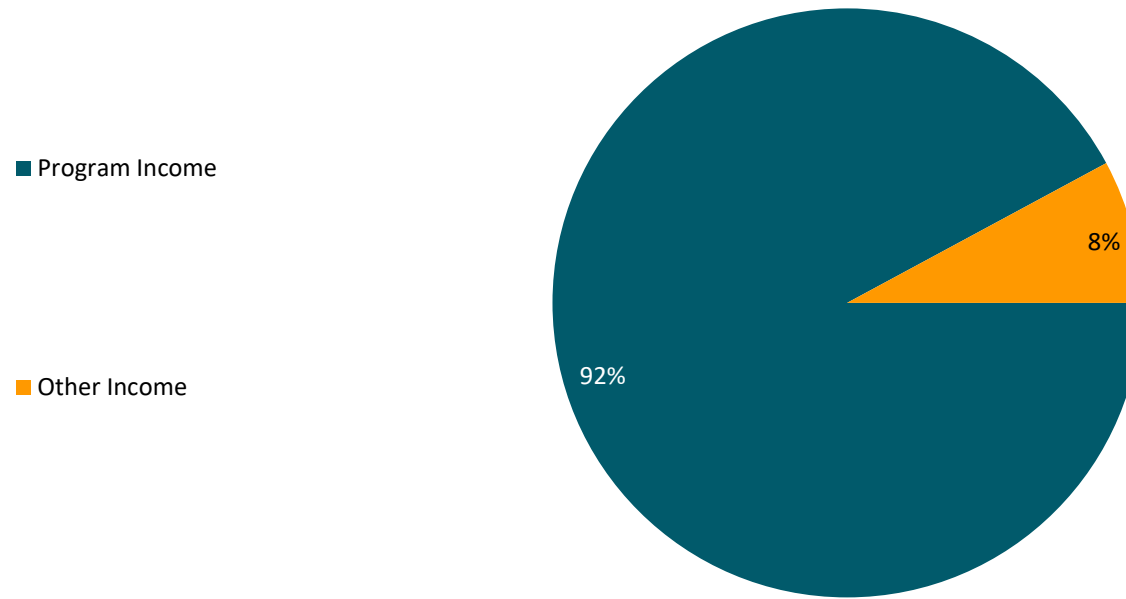
Page 1 -2	Dashboards
Page 3	Balance Sheet
Page 4	Balance Sheet Ratios
Page 5	Year to Date Statement of Activities
Page 6	Statement of Activities by Class

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

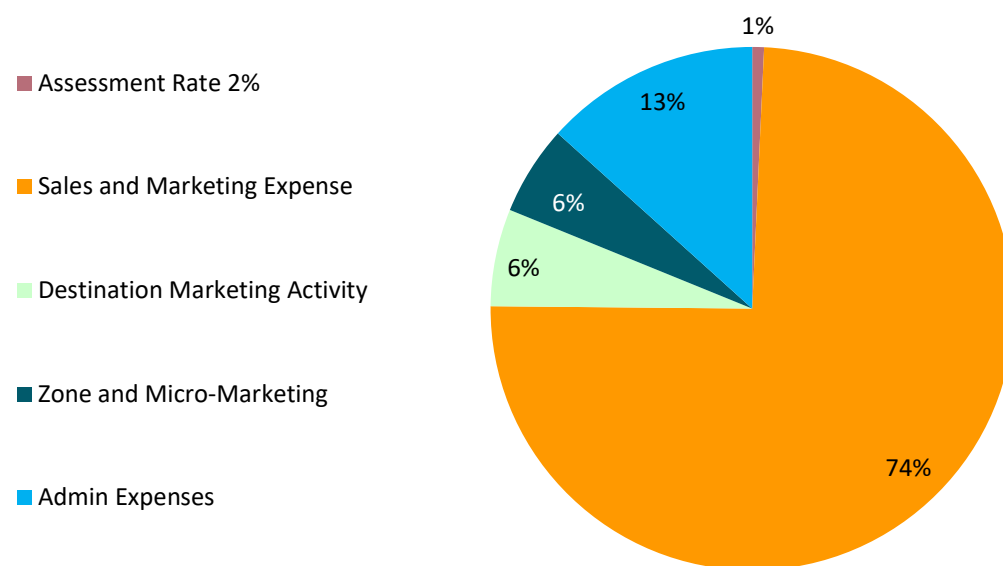
Color Code	
	Significant Underperformance
	Slight Underperformance
	Good Performance



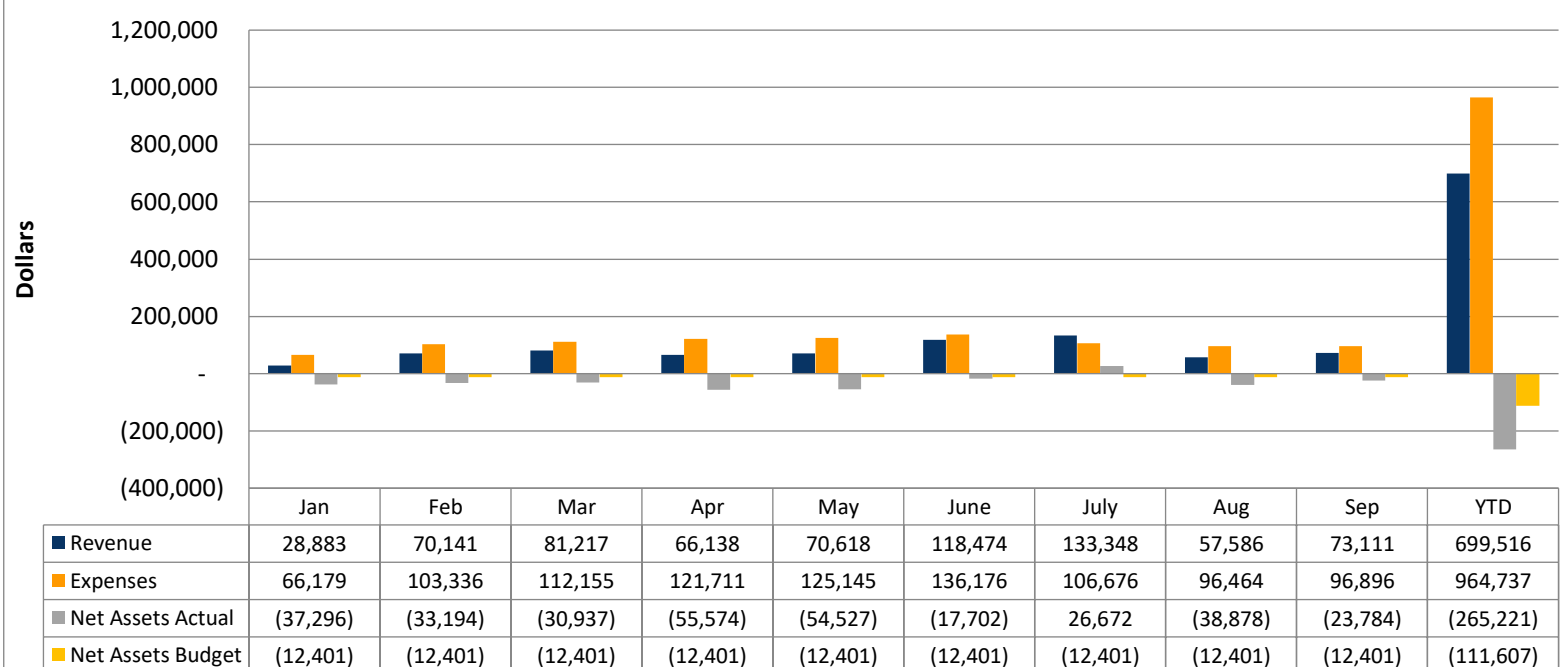
Summary of Revenues



Summary of Expenses



YTD Operating Performance



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

	September 2024 \$	September 2023 \$	Variance Inc/(Dec) \$	Variance Inc/(Dec) %
ASSETS				
Current Assets				
Cash				
Checking	288,464	921,706	(633,242)	(68.7%)
Savings	505,836	-	505,836	100.0%
Money Market	20,039	-	20,039	100.0%
Total Cash	814,338	921,706	(107,368)	(11.6%)
Accounts Receivable	169,158	-	169,158	100.0%
Other Assets				
Prepaid Expenses	17,513	-	17,513	100.0%
	17,513	-	17,513	100.0%
Total Current Assets	1,001,009	921,706	79,303	8.6%
Fixed Assets				
Furniture And Equipment	19,636	19,636	-	-
Vehicle	137,837	137,837	-	-
Less Accumulated Depreciation	(96,113)	(43,328)	(52,785)	(121.8%)
Total Fixed Assets	61,360	114,145	(52,785)	(46.2%)
TOTAL ASSETS	1,062,369	1,035,851	26,518	2.6%
LIABILITIES				
Current Liabilities				
Accounts Payable	13,636	-	13,636	100.0%
Credit Card Payable	16,754	5,790	10,965	189.4%
Accrued Salaries and Wages	12,443	-	12,443	100.0%
Payroll Liabilities	1,584	7,401	(5,817)	(78.6%)
Total Current Liabilities	44,418	13,190	31,228	236.7%
Deferred Revenue	42,478	-	42,478	100.0%
TOTAL LIABILITIES	86,896	13,190	73,705	558.8%
NET ASSETS				
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	(265,221)	(336,682)	71,461	21.2%
Total Net Assets	975,474	1,022,661	(47,187)	(4.6%)
TOTAL LIABILITIES & NET ASSETS	1,062,369	1,035,851	26,518	2.6%

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

	September 2023	October 2023	November 2023	December 2023	January 2024	February 2024	March 2024	April 2024	May 2024	June 2024	July 2024	August 2024	September 2024
Cash ¹	243.12	246.53	243.82	249.92	262.36	262.43	267.69	251.21	233.76	225.25	215.03	209.78	213.96
Current Ratio ²	69.88	268.52	208.63	23.94	82.29	34.99	20.38	15.44	23.20	12.90	17.06	17.14	22.54
Leverage ³	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

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

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

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

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

	September 2024 YTD - ACTUALS		September 2024 YTD - BUDGET		VARIANCE TO BUDGET		September 2023 YTD - ACTUALS		Sep '24 TO Sep '23 ACTUALS VARIANCE	
	\$	%	\$	%	\$	%	\$	%	\$	%
REVENUES & OTHER SUPPORT:										
Program Income										
Butte County	2,458	0.4%	4,635	0.5%	(2,177)	(47.0%)	2,458	0.4%	1	0.0%
Chico	496,322	71.0%	517,575	55.5%	(21,253)	(4.1%)	410,189	65.9%	86,133	21.0%
Gridley	8,624	1.2%	5,408	0.6%	3,217	59.5%	-	-	8,624	100.0%
Oroville	100,550	14.4%	115,875	12.4%	(15,326)	(13.2%)	91,839	14.7%	8,711	9.5%
Paradise	36,489	5.2%	27,038	2.9%	9,451	35.0%	26,034	4.2%	10,455	40.2%
Sub-Total Program Income	644,443	92.1%	670,530	71.9%	(26,087)	(3.9%)	530,520	85.2%	113,923	21.5%
Other Income										
Interest Income	5,653	0.8%	5,625	0.6%	28	0.5%	78	0.0%	5,576	7,165.7%
Butte County - Microfunding	135	0.0%	2,378	0.3%	(2,243)	(94.3%)	-	-	135	100.0%
City of Chico - Microfunding	30,000	4.3%	126,750	13.6%	(96,750)	(76.3%)	50,000	8.0%	(20,000)	(40.0%)
City of Oroville - Microfunding	-	-	22,500	2.4%	(22,500)	(100.0%)	-	-	-	-
County ARPA -Wayfinding Signage	-	-	78,509	8.4%	(78,509)	(100.0%)	36,747	5.9%	(36,747)	(100.0%)
Town of Paradise - Microfunding	-	-	5,250	0.6%	(5,250)	(100.0%)	-	-	-	-
Cooperative Program Funding	16,797	2.4%	18,750	2.0%	(1,953)	(10.4%)	4,200	0.7%	12,597	299.9%
City of Gridley - Microfunding	-	-	1,727	0.2%	(1,727)	(100.0%)	-	-	-	-
Credit card points (non-cash)	-	-	-	-	-	-	690	0.1%	(690)	(100.0%)
Other Income	2,489	0.4%	1,125	0.1%	1,364	121.2%	500	0.1%	1,989	397.8%
Sub-Total Other Income	55,074	7.9%	262,614	28.1%	(207,540)	(79.0%)	92,214	14.8%	(37,140)	(40.3%)
TOTAL REVENUE	699,516	100.0%	933,144	100.0%	(233,627)	(25.0%)	622,734	100.0%	76,783	12.3%
PROGRAM EXPENSES:										
Assessment Rate 2%										
2% Fee - Butte County	34	0.0%	93	0.0%	(59)	(63.5%)	49	0.0%	(15)	(31.2%)
2% Fee - Chico	4,698	0.7%	10,352	1.1%	(5,653)	(54.6%)	8,204	1.3%	(3,506)	(42.7%)
2% Fee - Gridley	18	0.0%	108	0.0%	(90)	(83.1%)	-	-	18	100.0%
2% Fee - Oroville	1,609	0.2%	2,318	0.2%	(709)	(30.6%)	1,837	0.3%	(228)	(12.4%)
2% Fee - Paradise	637	0.1%	541	0.1%	96	17.8%	521	0.1%	116	22.3%
Sub-total Assessment Rate 2%	6,996	1.0%	13,411	1.4%	(6,415)	(47.8%)	10,611	1.7%	(3,615)	(34.1%)
Sales and Marketing Expense										
Advertising	130,338	18.6%	115,500	12.4%	14,838	12.8%	187,570	30.1%	(57,232)	(30.5%)
Conferences	36,746	5.3%	27,862	3.0%	8,884	31.9%	18,704	3.0%	18,042	96.5%
Creative Services	95,397	13.6%	131,625	14.1%	(36,228)	(27.5%)	105,057	16.9%	(9,659)	(9.2%)
Dues and Memberships	7,298	1.0%	7,500	0.8%	(202)	(2.7%)	4,879	0.8%	2,419	49.6%
Marketing Contracts	105,622	15.1%	114,750	12.3%	(9,128)	(8.0%)	142,699	22.9%	(37,077)	(26.0%)
Meals	1,399	0.2%	1,500	0.2%	(101)	(6.7%)	159	0.0%	1,240	777.4%
Office Supplies	108	0.0%	338	0.0%	(230)	(68.0%)	-	-	108	100.0%
Postage	1,547	0.2%	1,875	0.2%	(328)	(17.5%)	(75)	(0.0%)	1,622	2,152.7%
Printing	57,596	8.2%	47,250	5.1%	10,346	21.9%	1,561	0.3%	56,035	3,590.2%
Public Relations	2,483	0.4%	3,750	0.4%	(1,267)	(33.8%)	2,452	0.4%	32	1.3%
Rent	34	0.0%	-	-	34	100.0%	-	-	34	100.0%
Sales and Marketing Exp. - Other	1,293	0.2%	1,500	0.2%	(207)	(13.8%)	2,872	0.5%	(1,578)	(55.0%)
Hospitality for Hospitality	815	0.1%	3,000	0.3%	(2,185)	(72.8%)	1,322	0.2%	(506)	(38.3%)
Sponsorship Marketing	4,535	0.6%	4,500	0.5%	35	0.8%	4,119	0.7%	417	10.1%
Travel Trader& Consumer Market Show	26,464	3.8%	18,750	2.0%	7,714	41.1%	-	-	26,464	100.0%
Staff-Marketing	209,132	29.9%	244,350	26.2%	(35,218)	(14.4%)	144,193	23.2%	64,939	45.0%
Vehicle Maintenance	4,535	0.6%	3,750	0.4%	785	20.9%	1,922	0.3%	2,613	135.9%
Website	32,603	4.7%	42,750	4.6%	(10,147)	(23.7%)	22,291	3.6%	10,311	46.3%
Sub-Total Sales and Marketing Expense	717,947	102.6%	770,550	82.6%	(52,603)	(6.8%)	639,724	102.7%	78,223	12.2%
Destination Marketing Activity										
ARPA Wayfinding	55,157	7.9%	77,040	8.3%	(21,883)	(28.4%)	63,702	10.2%	(8,545)	(13.4%)
City of Chico Travel Chico Brand	-	-	-	-	-	-	100,161	16.1%	(100,161)	(100.0%)
Destination Management Plan	1,276	0.2%	1,125	0.1%	151	13.4%	13,070	2.1%	(11,794)	(90.2%)
Butte County Film Commission	1,539	0.2%	22,500	2.4%	(20,961)	(93.2%)	-	-	1,539	100.0%
Sub-Total Destination Marketing Activity	57,972	8.3%	100,665	10.8%	(42,693)	(42.4%)	176,933	28.4%	(118,962)	(67.2%)
Zone and Micro-Marketing										
Chico Zone/Travel Chico	21,202	3.0%	30,000	3.2%	(8,798)	(29.3%)	39,812	6.4%	(18,610)	(46.7%)
Paradise Zone	7,030	1.0%	5,250	0.6%	1,780	33.9%	-	-	7,030	100.0%
Oroville Zone	25,033	3.6%	22,500	2.4%	2,533	11.3%	11,790	1.9%	13,242	112.3%
Sub-Total Zone and Micro-Marketing	53,265	7.6%	57,750	6.2%	(4,485)	(7.8%)	51,602	8.3%	1,662	3.2%
Admin Expenses										
Advertising	-	-	-	-	-	-	72	0.0%	(72)	(100.0%)
Bank fees	40	0.0%	375	0.0%	(335)	(89.4%)	243	0.0%	(203)	(83.6%)
Conference, Convention, Meeting	3,255	0.5%	5,625	0.6%	(2,370)	(42.1%)	4,943	0.8%	(1,688)	(34.1%)
Contract services	-	-	-	-	-	-	1,300	0.2%	(1,300)	(100.0%)
Depreciation	22,121	3.2%	-	-	22,121	100.0%	-	-	22,121	100.0%
Education	-	-	-	-	-	-	69	0.0%	(69)	(100.0%)
Filing fees/ taxes	387	0.1%	450	0.0%	(63)	(14.1%)	-	-	387	100.0%
General Administration	4,826	0.7%	3,750	0.4%	1,076	28.7%	704	0.1%	4,122	585.2%
Insurance	2,885	0.4%	3,750	0.4%	(865)	(23.1%)	1,969	0.3%	916	46.5%
Interest expense	2	0.0%	-	-	2	100.0%	133	0.0%	(131)	(98.5%)
Meals	582	0.1%	750	0.1%	(168)	(22.3%)	918	0.1%	(335)	(36.5%)
Membership dues	35	0.0%	900	0.1%	(865)	(96.1%)	2,100	0.3%	(2,065)	(98.3%)
Miscellaneous	-	-	-	-	-	-	4	0.0%	(4)	(100.0%)
Office supplies	6,808	1.0%	6,000	0.6%	808	13.5%	5,790	0.9%	1,018	17.6%
Postage	-	-	75	0.0%	(75)	(100.0%)	481	0.1%	(481)	(100.0%)
Printing and Copying	50	0.0%	75	0.0%	(25)	(33.3%)	399	0.1%	(349)	(87.5%)
Professional fees - Accounting	44,632	6.4%	30,000	3.2%	14,632	48.8%	15,658	2.5%	28,973	185.0%
Professional fees - Legal	8,484	1.2%	6,000	0.6%	2,484	41.4%	-	-	8,484	100.0%
Professional fees - Human Resources	38	0.0%	5,625	0.6%	(5,587)	(99.3%)	-	-	38	100.0%
Rent/ Office Space	5,812	0.8%	6,000	0.6%	(188)	(3.1%)	5,859	0.9%	(47)	(0.8%)
401k Administration	686	0.1%	375	0.0%	311	83.0%	1,000	0.2%	(314)	(31.4%)
Staffing - Admin	23,175	3.3%	27,450	2.9%	(4,275)	(15.6%)	28,598	4.6%	(5,423)	(19.0%)
Subscriptions	1,355	0.2%	1,500	0.2%	(145)	(9.7%)	2,312	0.4%	(957)	(41.4%)
Telephone, Telecommunications	1,413	0.2%	1,800	0.2%	(387)	(21.5%)	3,373	0.5%	(1,961)	(58.1%)
Travel	1,691	0.2%	1,500	0.2%	191	12.7%	4,419	0.7%	(2,728)	(61.7%)
Admin Expense- Other	282	0.0%	375	0.0%	(93)	(24.7%)	181	0.0%	101	55.8%
Sub-Total Admin Expenses	128,558	18.4%	102,375	11.0%	26,183	25.6%	80,526	12.9%	48,032	59.6%
Contingency	-	-	-	-	-	-	20	0.0%	(20)	(100.0%)
TOTAL PROGRAM EXPENSES	964,737	137.9%	1,044,751	112.0%	(80,013)	(7.7%)	959,416	154.1%	5,321	0.6%
NET INCOME/(NET LOSS)	\$(265,221)	(37.9%)	\$(111,607)	(12.0%)	\$(153,614)	(137.6%)	\$(336,682)	(54.1%)	\$ 71,461	21.2%

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

	TBID Program	Prior Year Reserved	Cooperative	MicroFunding	Travel Chico ARPA	Wayfinding Signage - County ARPA	TOTAL
REVENUES & OTHER SUPPORT:							
Program Income							
Butte County	2,458			-			2,458
Chico	496,322			-			496,322
Gridley	8,069	555		-			8,624
Oroville	100,550			-			100,550
Paradise	36,489			-			36,489
Sub-Total Program Income	643,888	555	-	-	-	-	644,443
Other Income							
Interest Income	5,653			-			5,653
Butte County - Microfunding				135			135
City of Chico - Microfunding				10,000	20,000		30,000
Cooperative Program Funding Services	1,047		15,750	-			16,797
Other Income	1,000			-			1,000
Other Income	1,489			-			1,489
Sub-Total Other Income	9,189	-	15,750	10,135	20,000	-	55,074
TOTAL REVENUE	653,077	555	15,750	10,135	20,000	-	699,516
PROGRAM EXPENSES:							
Assessment Rate 2%							
2% Fee - Butte County	34			-			34
2% Fee - Chico	4,698			-			4,698
2% Fee - Gridley	7	11		-			18
2% Fee - Oroville	1,609			-			1,609
2% Fee - Paradise	637			-			637
Sub-total Assessment Rate 2%	6,985	11	-	-	-	-	6,996
Sales and Marketing Expense							
Advertising	128,528			1,203	606		130,338
Conferences	36,146			-	600		36,746
Creative Services	85,240	53		35	10,070		95,397
Dues and Memberships	7,298			-			7,298
Marketing Contracts	81,872	23,000		-	750		105,622
Meals	1,399			-			1,399
Office Supplies	108			-			108
Postage	1,547			-			1,547
Printing	10,692	29,650		-	17,254		57,596
Public Relations	2,483			-			2,483
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	209,132			-			209,132
Vehicle Maintenance	4,535			-			4,535
Website	31,803			200	600		32,603
Sub-Total Sales and Marketing Expense	629,027	57,601	-	1,438	29,880	-	717,947
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			6,710	14,258		21,202
Paradise Zone				7,030			7,030
Oroville Zone	22			25,011			25,033
Sub-Total Zone and Micro-Marketing	256	-	-	38,751	14,258	-	53,265
Admin Expenses							
Bank fees	40			-			40
Conference, Convention, Meeting	3,255			-			3,255
Depreciation	22,121			-			22,121
Filing fees/ taxes	387			-			387
General Administration	4,826			-			4,826
Insurance	2,885			-			2,885
Interest expense	2			-			2
Meals	582			-			582
Membership dues	35			-			35
Office supplies	6,808			-			6,808
Printing and Copying	50			-			50
Professional fees - Accounting	35,182	9,450		-			44,632
Professional fees - Legal	8,484			-			8,484
Professional fees - Human Resources	38			-			38
Rent/ Office Space	5,812			-			5,812
401k Administration	686			-			686
Staffing - Admin	23,175			-			23,175
Subscriptions	1,355			-			1,355
Telephone, Telecommunications	1,413			-			1,413
Travel	1,691			-			1,691
Admin Expense- Other	282			-			282
Sub-Total Admin Expenses	119,108	9,450	-	-	-	-	128,558
TOTAL PROGRAM EXPENSES	756,660	68,593	-	40,189	44,138	55,157	964,737
NET INCOME/(NET LOSS)	\$(103,583)	\$(68,037)	\$ 15,750	\$(30,055)	\$(24,138)	\$(55,157)	\$(265,221)



Financial Statements

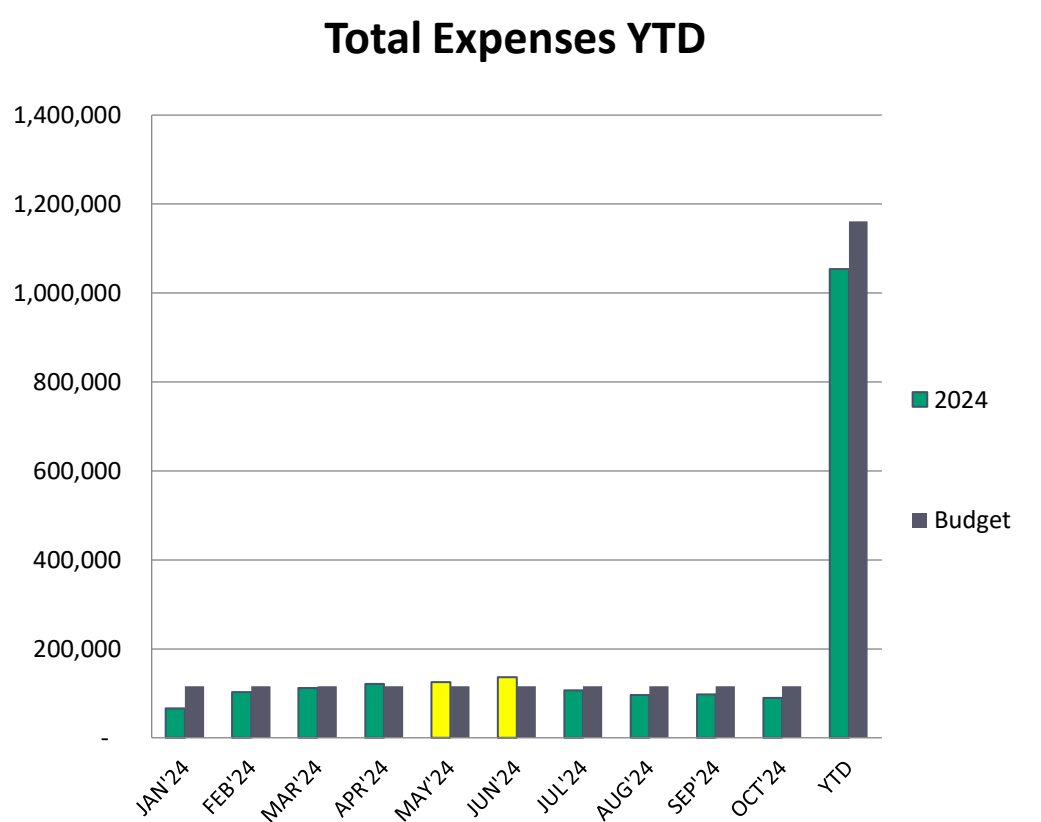
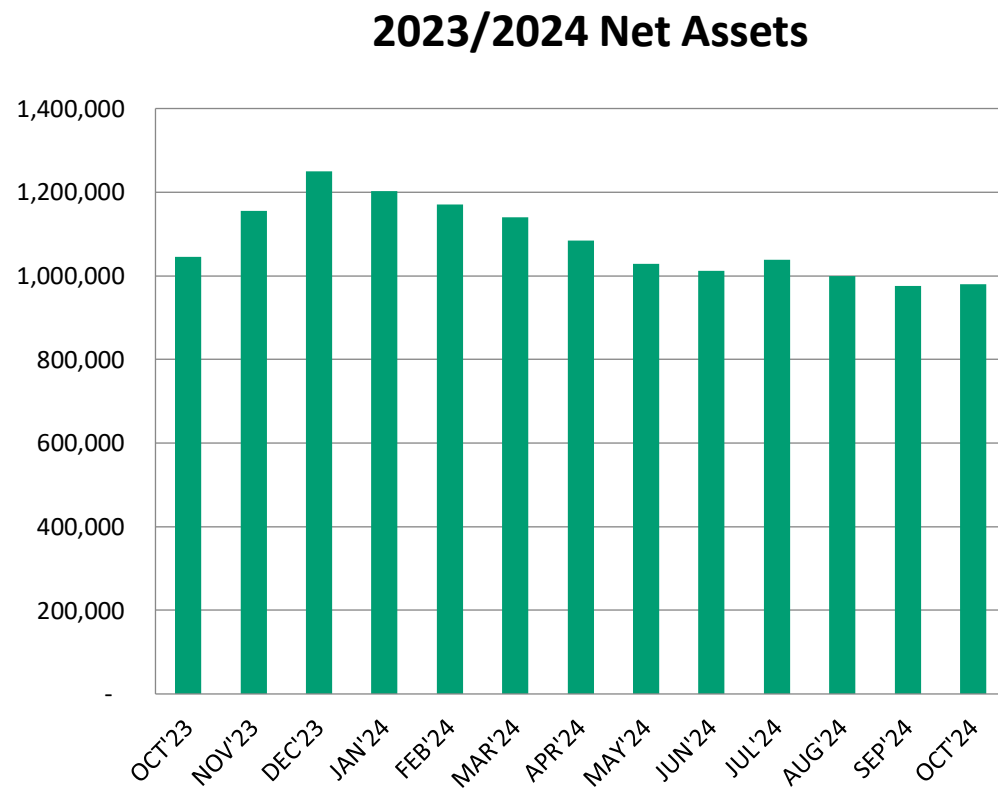
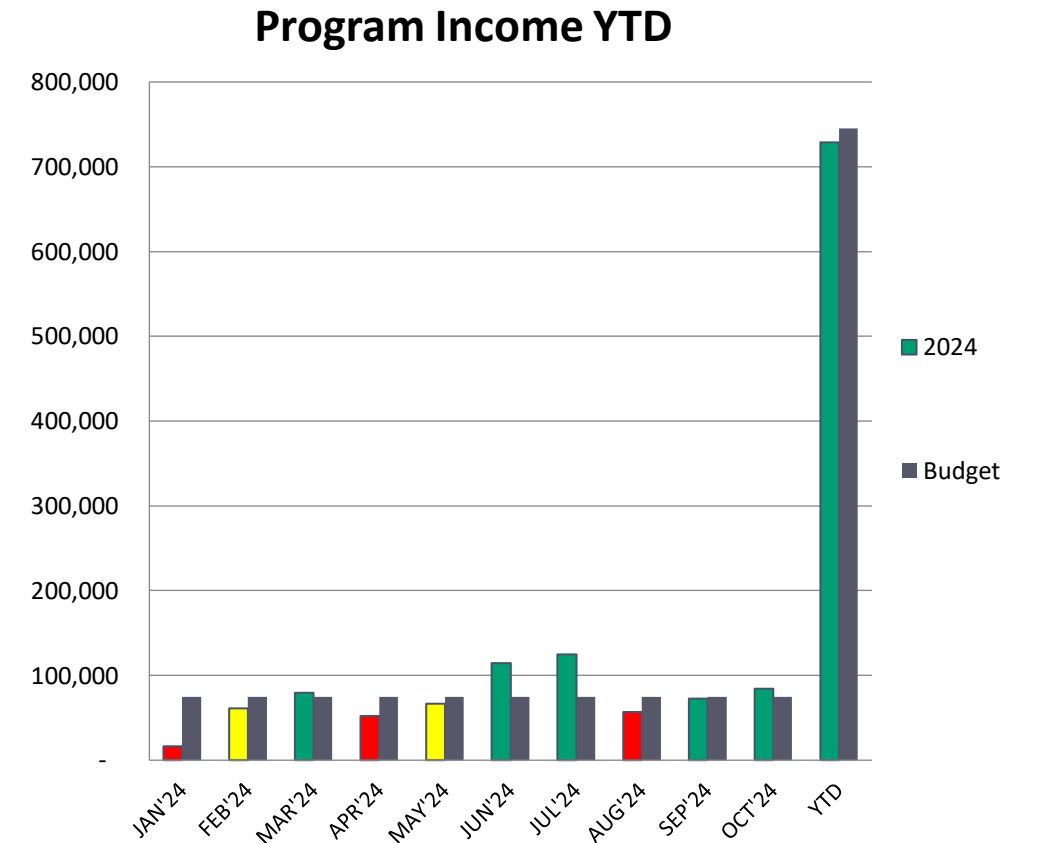
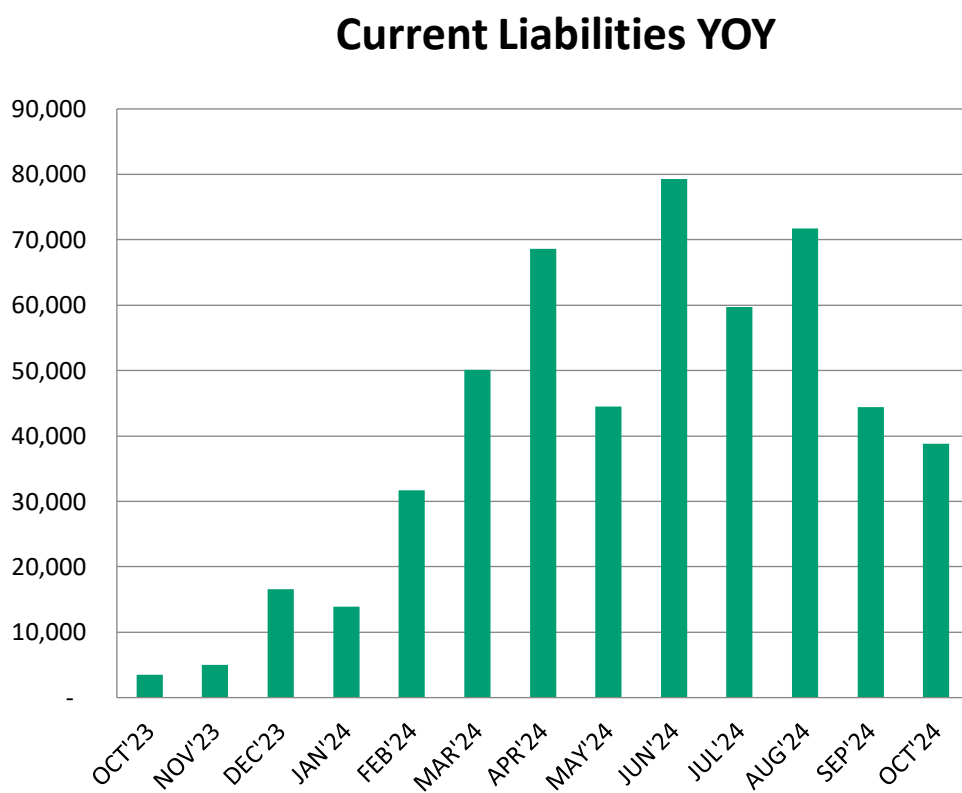
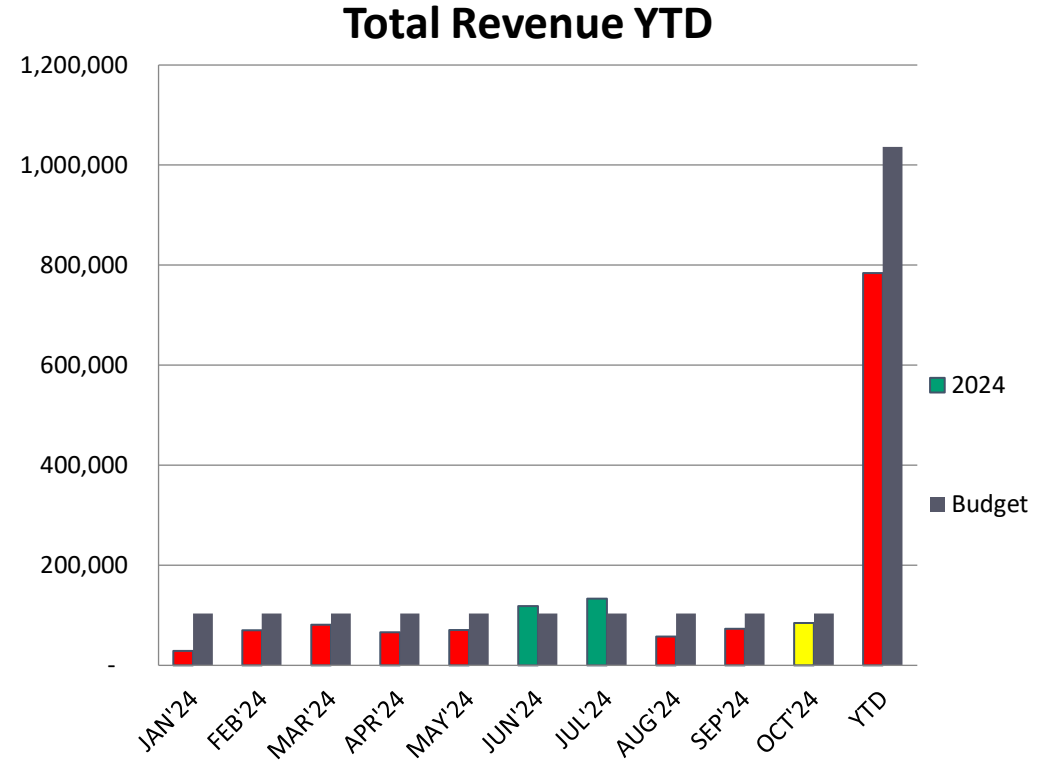
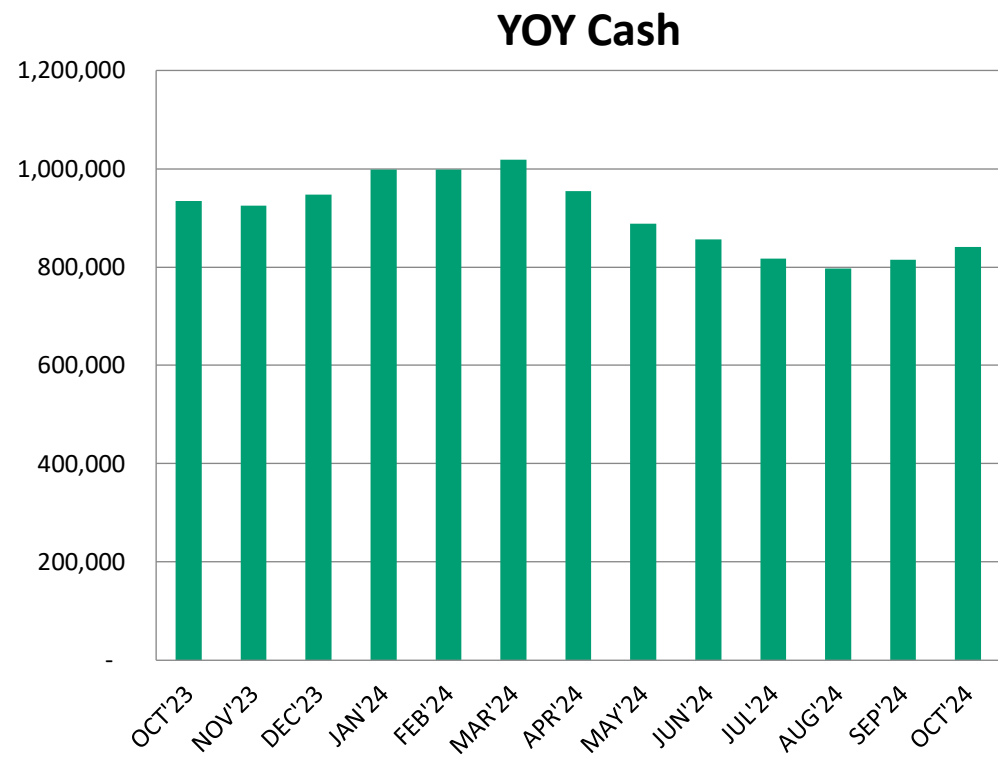
For the period ending YTD October 31st, 2024

Index:

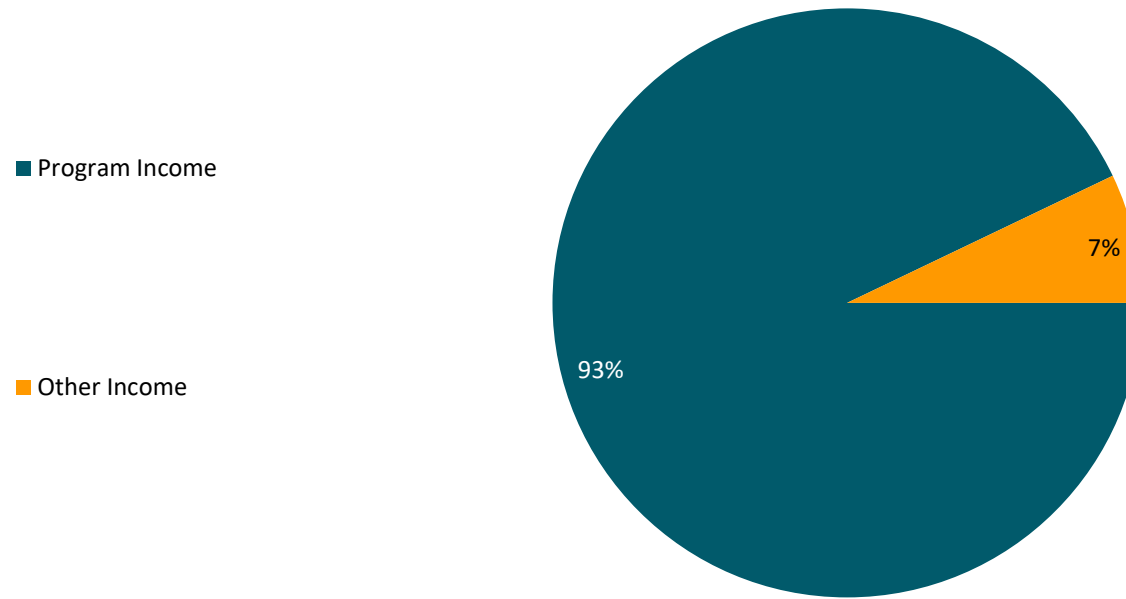
Page 1 -2	Dashboards
Page 3	Balance Sheet
Page 4	Balance Sheet Ratios
Page 5	Year to Date Statement of Activities
Page 6	Statement of Activities by Class

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

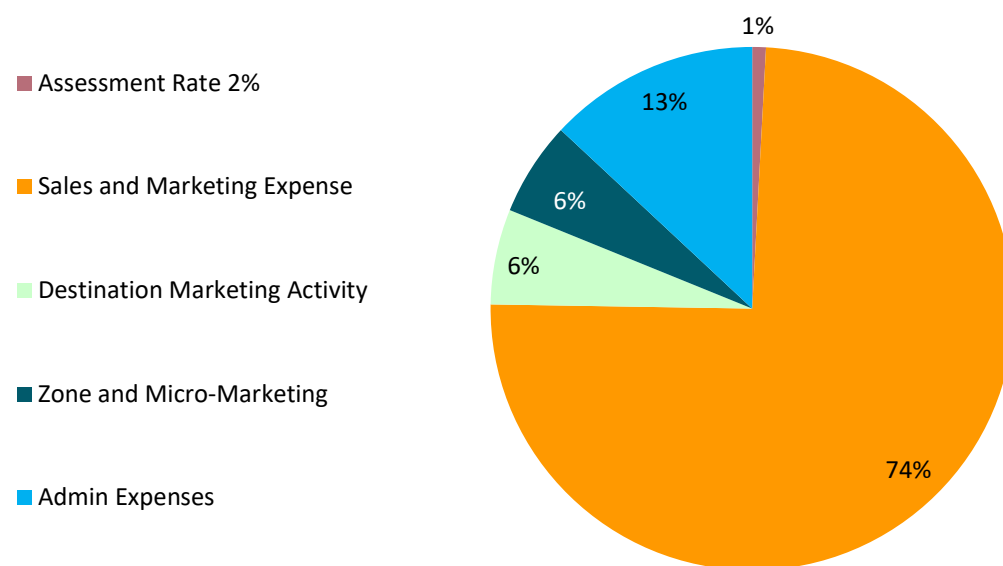
Color Code	
	Significant Underperformance
	Slight Underperformance
	Good Performance



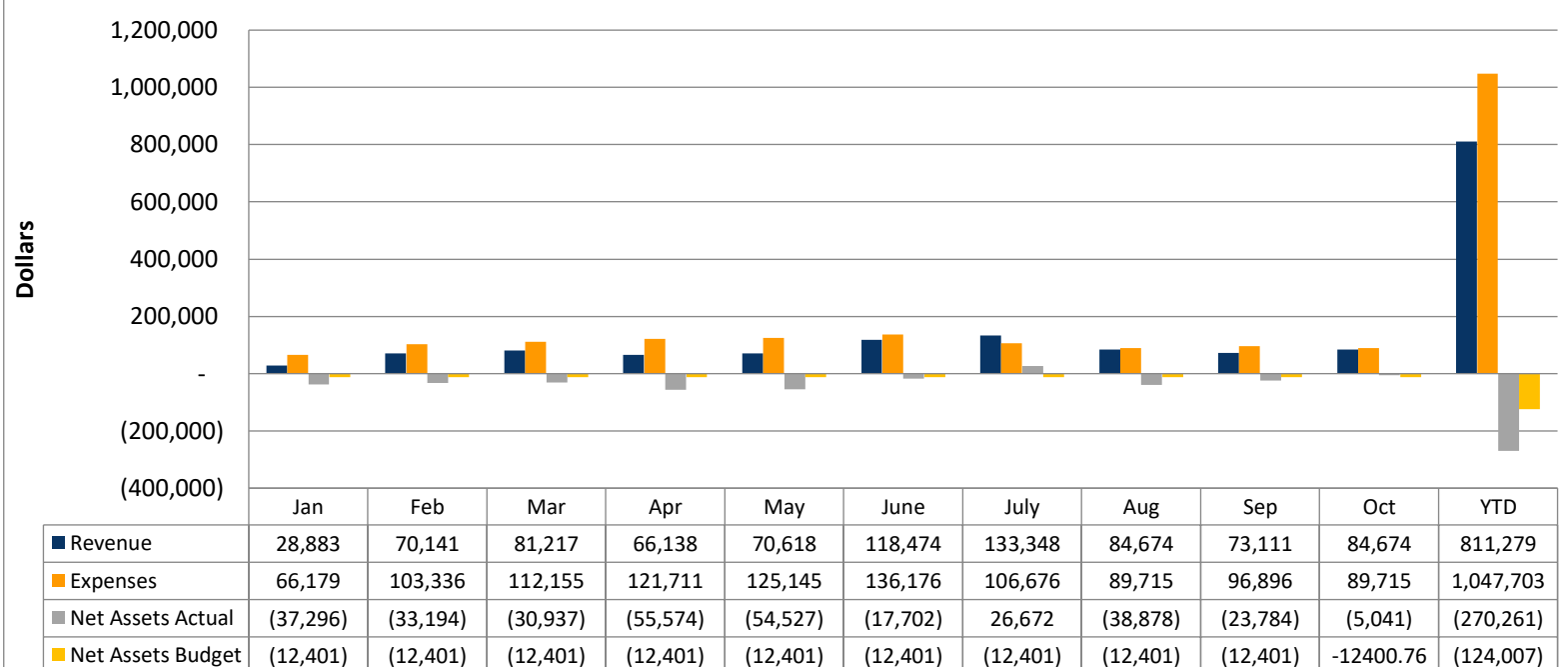
Summary of Revenues



Summary of Expenses



YTD Operating Performance



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

	October 2024 \$	October 2023 \$	Variance Inc/(Dec) \$	Variance Inc/(Dec) %
ASSETS				
Current Assets				
Cash				
Checking	314,095	934,656	(620,561)	(66.4%)
Savings	506,474	-	506,474	100.0%
Money Market	20,043	-	20,043	100.0%
Total Cash	840,613	934,656	(94,043)	(10.1%)
Accounts Receivable	154,590	-	154,590	100.0%
Other Assets				
Prepaid Expenses	16,732	-	16,732	100.0%
	16,732	-	16,732	100.0%
Total Current Assets	1,011,935	934,656	77,279	8.3%
Fixed Assets				
Furniture And Equipment	19,636	19,636	-	-
Vehicle	137,837	137,837	-	-
Less Accumulated Depreciation	(98,562)	(43,328)	(55,234)	(127.5%)
Total Fixed Assets	58,911	114,145	(55,234)	(48.4%)
TOTAL ASSETS	1,070,846	1,048,801	22,045	2.1%
LIABILITIES				
Current Liabilities				
Accounts Payable	15,547	-	15,547	100.0%
Credit Card Payable	5,925	259	5,666	2,186.6%
Accrued Salaries and Wages	15,438	-	15,438	100.0%
Payroll Liabilities	1,896	3,222	(1,326)	(41.2%)
Total Current Liabilities	38,806	3,481	35,325	1,014.9%
Deferred Revenue	51,607	-	51,607	100.0%
TOTAL LIABILITIES	90,413	3,481	86,932	2,497.5%
NET ASSETS				
Unrestricted Net Assets	827,848	872,784	(44,936)	(5.1%)
Net Assets - Reserved	422,846	486,559	(63,713)	(13.1%)
Current Year Income	(270,261)	(314,023)	43,761	13.9%
Total Net Assets	980,433	1,045,320	(64,887)	(6.2%)
TOTAL LIABILITIES & NET ASSETS	1,070,846	1,048,801	22,045	2.1%

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

	October 2023	November 2023	December 2023	January 2024	February 2024	March 2024	April 2024	May 2024	June 2024	July 2024	August 2024	September 2024	October 2024
Cash ¹	246.53	243.82	249.92	262.36	262.43	267.69	251.21	233.76	225.25	215.03	209.78	213.96	220.86
Current Ratio ²	268.52	208.63	23.94	82.29	34.99	20.38	15.44	23.20	12.90	17.06	17.14	22.54	26.08
Leverage ³	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

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

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

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

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

	October 2024 YTD - ACTUALS		October 2024 YTD - BUDGET		VARIANCE TO BUDGET		October 2023 YTD - ACTUALS		Oct '24 TO Oct '23 ACTUALS VARIANCE	
	\$	%	\$	%	\$	%	\$	%	\$	%
REVENUES & OTHER SUPPORT:										
Program Income										
Butte County	2,619	0.3%	5,150	0.5%	(2,531)	(49.1%)	3,286	0.5%	(667)	(20.3%)
Chico	569,147	72.6%	575,083	55.5%	(5,936)	(1.0%)	503,782	69.6%	65,365	13.0%
Gridley	8,624	1.1%	6,008	0.6%	2,616	43.5%	6,275	0.9%	2,349	37.4%
Oroville	111,594	14.2%	128,750	12.4%	(17,156)	(13.3%)	91,839	12.7%	19,756	21.5%
Paradise	36,489	4.7%	30,042	2.9%	6,447	21.5%	26,034	3.6%	10,455	40.2%
Sub-Total Program Income	728,473	92.9%	745,033	71.9%	(16,560)	(2.2%)	631,217	87.3%	97,257	15.4%
Other Income										
Interest Income	6,297	0.8%	6,250	0.6%	47	0.8%	85	0.0%	6,212	7,266.7%
Butte County - Microfunding	135	0.0%	2,642	0.3%	(2,507)	(94.9%)	-	-	135	100.0%
City of Chico - Microfunding	30,000	3.8%	140,833	13.6%	(110,833)	(78.7%)	50,000	6.9%	(20,000)	(40.0%)
City of Oroville - Microfunding	-	-	25,000	2.4%	(25,000)	(100.0%)	-	-	-	-
County ARPA -Wayfinding Signage	-	-	87,233	8.4%	(87,233)	(100.0%)	36,747	5.1%	(36,747)	(100.0%)
Town of Paradise - Microfunding	-	-	5,833	0.6%	(5,833)	(100.0%)	-	-	-	-
Cooperative Program Funding	16,797	2.1%	20,833	2.0%	(4,037)	(19.4%)	4,200	0.6%	12,597	299.9%
City of Gridley - Microfunding	-	-	1,918	0.2%	(1,918)	(100.0%)	-	-	-	-
Credit card points (non-cash)	-	-	-	-	-	-	690	0.1%	(690)	(100.0%)
Other Income	2,489	0.3%	1,250	0.1%	1,239	99.1%	500	0.1%	1,989	397.8%
Sub-Total Other Income	55,718	7.1%	291,793	28.1%	(236,076)	(80.9%)	92,222	12.7%	(36,504)	(39.6%)
TOTAL REVENUE	784,191	100.0%	1,036,827	100.0%	(252,636)	(24.4%)	723,439	100.0%	60,752	8.4%
PROGRAM EXPENSES:										
Assessment Rate 2%										
2% Fee - Butte County	37	0.0%	103	0.0%	(66)	(63.7%)	66	0.0%	(28)	(43.1%)
2% Fee - Chico	6,313	0.8%	11,502	1.1%	(5,189)	(45.1%)	10,076	1.4%	(3,763)	(37.3%)
2% Fee - Gridley	18	0.0%	120	0.0%	(102)	(84.8%)	126	0.0%	(107)	(85.4%)
2% Fee - Oroville	1,854	0.2%	2,575	0.2%	(721)	(28.0%)	1,837	0.3%	17	0.9%
2% Fee - Paradise	637	0.1%	601	0.1%	36	6.0%	521	0.1%	116	22.3%
Sub-total Assessment Rate 2%	8,859	1.1%	14,901	1.4%	(6,042)	(40.5%)	12,624	1.7%	(3,765)	(29.8%)
Sales and Marketing Expense										
Advertising	144,450	18.4%	128,333	12.4%	16,117	12.6%	192,213	26.6%	(47,763)	(24.8%)
Conferences	38,444	4.9%	30,957	3.0%	7,486	24.2%	20,153	2.8%	18,290	90.8%
Creative Services	105,390	13.4%	146,250	14.1%	(40,860)	(27.9%)	126,509	17.5%	(21,120)	(16.7%)
Dues and Memberships	8,129	1.0%	8,333	0.8%	(204)	(2.5%)	8,854	1.2%	(725)	(8.2%)
Marketing Contracts	110,996	14.2%	127,500	12.3%	(16,504)	(12.9%)	144,699	20.0%	(33,703)	(23.3%)
Meals	1,488	0.2%	1,667	0.2%	(179)	(10.7%)	159	0.0%	1,328	833.0%
Office Supplies	108	0.0%	376	0.0%	(268)	(71.2%)	-	-	108	100.0%
Postage	2,064	0.3%	2,083	0.2%	(19)	(0.9%)	(75)	(0.0%)	2,140	2,839.5%
Printing	58,630	7.5%	52,500	5.1%	6,130	11.7%	1,561	0.2%	57,069	3,656.4%
Public Relations	3,309	0.4%	4,167	0.4%	(858)	(20.6%)	2,836	0.4%	473	16.7%
Rent	34	0.0%	-	-	34	100.0%	-	-	34	100.0%
Sales and Marketing Exp. - Other	1,413	0.2%	1,667	0.2%	(254)	(15.2%)	2,897	0.4%	(1,483)	(51.2%)
Hospitality for Hospitality	1,002	0.1%	3,333	0.3%	(2,332)	(69.9%)	1,906	0.3%	(905)	(47.4%)
SponsorShip Marketing	4,535	0.6%	5,000	0.5%	(465)	(9.3%)	9,119	1.3%	(4,583)	(50.3%)
Travel Trader& Consumer Market Show	27,459	3.5%	20,833	2.0%	6,626	31.8%	-	-	27,459	100.0%
Staff-Marketing	234,591	29.9%	271,500	26.2%	(36,909)	(13.6%)	160,793	22.2%	73,798	45.9%
Vehicle Maintenance	4,662	0.6%	4,167	0.4%	495	11.9%	2,127	0.3%	2,535	119.2%
Website	37,957	4.8%	47,500	4.6%	(9,543)	(20.1%)	22,610	3.1%	15,347	67.9%
Sub-Total Sales and Marketing Expense	784,662	100.1%	856,167	82.6%	(71,505)	(8.4%)	696,362	96.3%	88,300	12.7%
Destination Marketing Activity										
ARPA Wayfinding	57,469	7.3%	85,600	8.3%	(28,131)	(32.9%)	66,174	9.1%	(8,705)	(13.2%)
City of Chico Travel Chico Brand	-	-	-	-	-	-	102,001	14.1%	(102,001)	(100.0%)
Destination Management Plan	3,076	0.4%	1,250	0.1%	1,826	146.1%	13,070	1.8%	(9,994)	(76.5%)
Butte County Film Commission	1,539	0.2%	25,000	2.4%	(23,461)	(93.8%)	-	-	1,539	100.0%
Sub-Total Destination Marketing Activity	62,083	7.9%	111,850	10.8%	(49,767)	(44.5%)	181,245	25.1%	(119,161)	(65.7%)
Zone and Micro-Marketing										
Chico Zone/Travel Chico	28,203	3.6%	33,333	3.2%	(5,130)	(15.4%)	40,945	5.7%	(12,742)	(31.1%)
Paradise Zone	7,030	0.9%	5,833	0.6%	1,197	20.5%	-	-	7,030	100.0%
Oroville Zone	26,033	3.3%	25,000	2.4%	1,033	4.1%	17,790	2.5%	8,242	46.3%
Sub-Total Zone and Micro-Marketing	61,266	7.8%	64,167	6.2%	(2,901)	(4.5%)	58,735	8.1%	2,530	4.3%
Admin Expenses										
Advertising	-	-	-	-	-	-	72	0.0%	(72)	(100.0%)
Bank fees	40	0.0%	417	0.0%	(377)	(90.4%)	243	0.0%	(203)	(83.6%)
Conference, Convention, Meeting	3,255	0.4%	6,250	0.6%	(2,995)	(47.9%)	6,081	0.8%	(2,826)	(46.5%)
Contract services	-	-	-	-	-	-	1,300	0.2%	(1,300)	(100.0%)
Depreciation	24,570	3.1%	-	-	24,570	100.0%	-	-	24,570	100.0%
Education	-	-	-	-	-	-	69	0.0%	(69)	(100.0%)
Filing fees/ taxes	387	0.0%	500	0.0%	(113)	(22.7%)	-	-	387	100.0%
General Administration	5,288	0.7%	4,167	0.4%	1,121	26.9%	974	0.1%	4,314	443.0%
Insurance	2,885	0.4%	4,167	0.4%	(1,281)	(30.8%)	3,022	0.4%	(136)	(4.5%)
Interest expense	2	0.0%	-	-	2	100.0%	133	0.0%	(131)	(98.5%)
Meals	589	0.1%	833	0.1%	(244)	(29.3%)	930	0.1%	(341)	(36.7%)
Membership dues	35	0.0%	1,000	0.1%	(965)	(96.5%)	2,100	0.3%	(2,065)	(98.3%)
Miscellaneous	-	-	-	-	-	-	4	0.0%	(4)	(100.0%)
Office supplies	6,899	0.9%	6,667	0.6%	233	3.5%	5,829	0.8%	1,070	18.4%
Postage	96	0.0%	83	0.0%	12	14.8%	906	0.1%	(810)	(89.4%)
Printing and Copying	50	0.0%	83	0.0%	(33)	(40.0%)	399	0.1%	(349)	(87.5%)
Professional fees - Accounting	46,225	5.9%	33,333	3.2%	12,892	38.7%	16,073	2.2%	30,152	187.6%
Professional fees - Legal	8,484	1.1%	6,667	0.6%	1,817	27.3%	165	0.0%	8,319	5,041.7%
Professional fees - Human Resources	38	0.0%	6,250	0.6%	(6,212)	(99.4%)	-	-	38	100.0%
Rent/ Office Space	6,678	0.9%	6,667	0.6%	11	0.2%	6,384	0.9%	294	4.6%
401k Administration	777	0.1%	417	0.0%	360	86.4%	1,000	0.1%	(223)	(22.3%)
Staffing - Admin	26,004	3.3%	30,500	2.9%	(4,496)	(14.7%)	31,747	4.4%	(5,744)	(18.1%)
Subscriptions	1,675	0.2%	1,667	0.2%	8	0.5%	2,328	0.3%	(653)	(28.1%)
Telephone, Telecommunications	1,602	0.2%	2,000	0.2%	(398)	(19.9%)	3,614	0.5%	(2,012)	(55.7%)
Travel	1,723	0.2%	1,667	0.2%	56	3.4%	4,921	0.7%	(3,199)	(65.0%)
Admin Expense- Other	282	0.0%	417	0.0%	(134)	(32.2%)	181	0.0%	101	55.8%
Sub-Total Admin Expenses	137,582	17.5%	113,750	11.0%	23,832	21.0%	88,475	12.2%	49,107	55.5%
Contingency	-	-	-	-	-	-	20	0.0%	(20)	(100.0%)
TOTAL PROGRAM EXPENSES	1,054,452	134.5%	1,160,834	112.0%	(106,382)	(9.2%)	1,037,462	143.4%	16,991	1.6%
NET INCOME/(NET LOSS)	\$ (270,261)	(34.5%)	\$ (124,008)	(12.0%)	\$ (146,254)	(117.9%)	\$ (314,023)	(43.4%)	\$ 43,761	13.9%

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

	TBID Program	Prior Year Reserved	Cooperative	MicroFunding	Travel Chico ARPA	Wayfinding Signage - County ARPA	TOTAL
REVENUES & OTHER SUPPORT:							
Program Income							
Butte County	2,619			-			2,619
Chico	569,147			-			569,147
Gridley	8,069	555		-			8,624
Oroville	111,594			-			111,594
Paradise	36,489			-			36,489
Sub-Total Program Income	727,918	555	-	-	-	-	728,473
Other Income							
Interest Income	6,297			-			6,297
Butte County - Microfunding				135			135
City of Chico - Microfunding				10,000	20,000		30,000
Cooperative Program Funding	1,047		15,750	-			16,797
Other Income	2,489			-			2,489
Sub-Total Other Income	9,833	-	15,750	10,135	20,000	-	55,718
TOTAL REVENUE	737,751	555	15,750	10,135	20,000	-	784,191
PROGRAM EXPENSES:							
Assessment Rate 2%							
2% Fee - Butte County	37			-			37
2% Fee - Chico	6,313			-			6,313
2% Fee - Gridley	7	11		-			18
2% Fee - Oroville	1,854			-			1,854
2% Fee - Paradise	637			-			637
Sub-total Assessment Rate 2%	8,848	11	-	-	-	-	8,859
Sales and Marketing Expense							
Advertising	142,101			1,743	606		144,450
Conferences	37,844			-	600		38,444
Creative Services	95,077	53		190	10,070		105,390
Dues and Memberships	8,129			-			8,129
Marketing Contracts	87,246	23,000		-	750		110,996
Meals	1,488			-			1,488
Office Supplies	108			-			108
Postage	2,064			-			2,064
Printing	11,726	29,650		-	17,254		58,630
Public Relations	3,309			-			3,309
Rent	34			-			34
Sales and Marketing Exp. - Other	1,413			-			1,413
Hospitality for Hospitality	1,002			-			1,002
SponsorShip Marketing	4,035	500		-			4,535
Travel Trader& Consumer Market Show	23,061	4,399		-			27,459
Staff-Marketing	234,591			-			234,591
Vehicle Maintenance	4,662			-			4,662
Website	37,157			200	600		37,957
Sub-Total Sales and Marketing Expense	695,047	57,601	-	2,133	29,880	-	784,662
Destination Marketing Activity							
ARPA Wayfinding						57,469	57,469
Desitination Management Plan	3,076						3,076
Butte County Film Commision	9	1,530					1,539
Sub-Total Destination Marketing Activity	3,084	1,530	-	-	-	57,469	62,083
Zone and Micro-Marketing							
Chico Zone/Travel Chico	1,235			12,710	14,258		28,203
Paradise Zone				7,030			7,030
Oroville Zone	22			26,011			26,033
Sub-Total Zone and Micro-Marketing	1,257	-	-	45,751	14,258	-	61,266
Admin Expenses							
Bank fees	40			-			40
Conference, Convention, Meeting	3,255			-			3,255
Depreciation	24,570			-			24,570
Filing fees/ taxes	387			-			387
General Administration	5,288			-			5,288
Insurance	2,885			-			2,885
Interest expense	2			-			2
Meals	589			-			589
Membership dues	35			-			35
Miscellaneous				-			-
Office supplies	6,899			-			6,899
Postage	96			-			96
Printing and Copying	50			-			50
Professional fees - Accounting	36,775	9,450		-			46,225
Professional fees - Legal	8,484			-			8,484
Professional fees - Human Resources	38			-			38
Rent/ Office Space	6,678			-			6,678
401k Administration	777			-			777
Staffing - Admin	26,004			-			26,004
Subscriptions	1,675			-			1,675
Telephone, Telecommunications	1,602			-			1,602
Travel	1,723			-			1,723
Admin Expense- Other	282			-			282
Sub-Total Admin Expenses	128,132	9,450	-	-	-	-	137,582
TOTAL PROGRAM EXPENSES	836,368	68,593	-	47,884	44,138	57,469	1,054,452
NET INCOME/(NET LOSS)	\$ (98,618)	\$ (68,037)	\$ 15,750	\$ (37,749)	\$ (24,138)	\$ (57,469)	\$ (270,261)

Explore Butte County

Date	Invoice Number (Bill.com)	Check Number	Name of Collecting Staff	Invoice Information									
				Customer	TBID Collection Period	Invoice Date	Item	Description	Class Code	Program Budget	Total Check Amount	10% MicroZone Funding	TBID Program Assessment
10/09/2024	241	87572	Nichole Farley	Paradise TBID	06/2024		TBID Assessment	April - June TBID Assessment	01 - Programs	4500 - Paradise TBID	\$19,210.76	\$1,921.08	\$17,681.74
10/15/2024	240	39398	Nichole Farley	Chico TBID	08/2024		TBID Assessment	August TBID Assessment	01 - Programs	4300 - Chico TBID A	\$46,790.11	\$4,679.01	\$43,066.00
10/15/2024	246	39447	Nichole Farley	Chico TBID	09/2024		TBID Assessment	September TBID Assessment	01 - Programs	4300 - Chico TBID A	\$20,951.89	\$2,095.19	\$19,284.29
10/15/2024	231	995144	Nichole Farley	Siskiyou County Economic		07/09/2024	Coop Funding	Cooperative Funding - IPW 2024 Part	01 - Programs	4850 - Cooperative f	\$8,000.00		
10/23/24	251	19226	Nichole Farley	Oroville TBID	September 2024		TBID Assessment	September TBID Assessment	01 - Programs	4400 - Oroville TBID	\$20,251.71	\$2,025.17	\$18,639.84
10/23/2024	250	977764	Nichole Farley	Gridley TBID	09/30/2024		TBID Assessment	July - September 2024	01 - Programs	4350 - Gridley TBID	\$352.59	\$35.26	\$324.53
10/23/2024	244	772952	Nichole Farley	Butte County TBID	09/30/2024		TBID Assessment	Aug/Sept 2024	01 - Programs	4200 - Butte County	\$308.03	\$30.80	\$283.51
												\$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	\$0.00
												\$0.00	\$0.00
												\$0.00	\$0.00
			Totals									\$0.00	\$0.00



Financial Statements

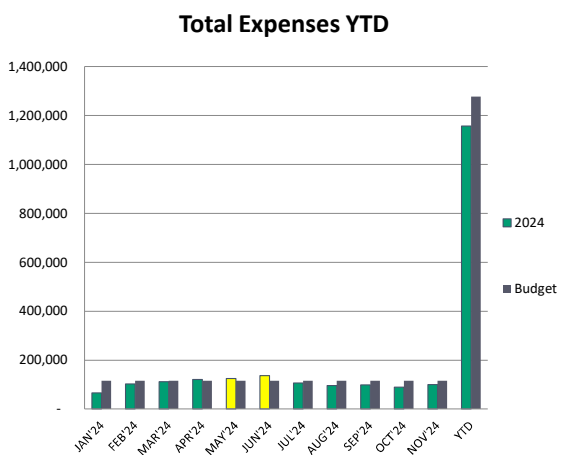
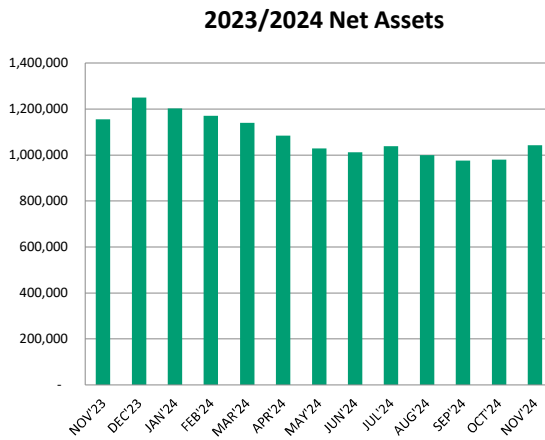
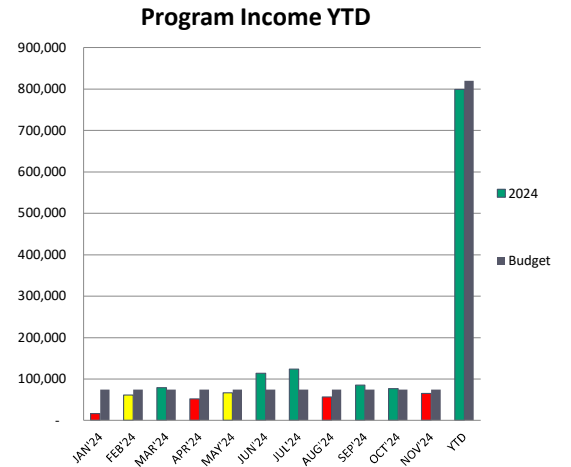
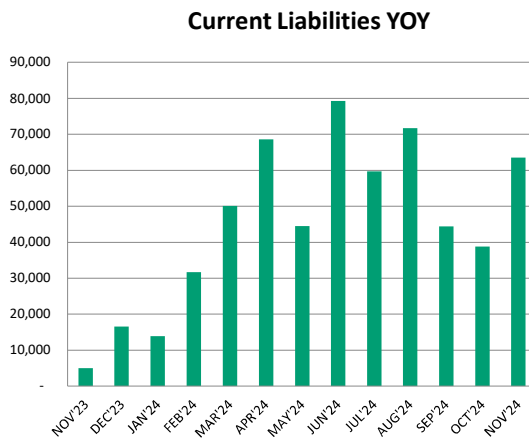
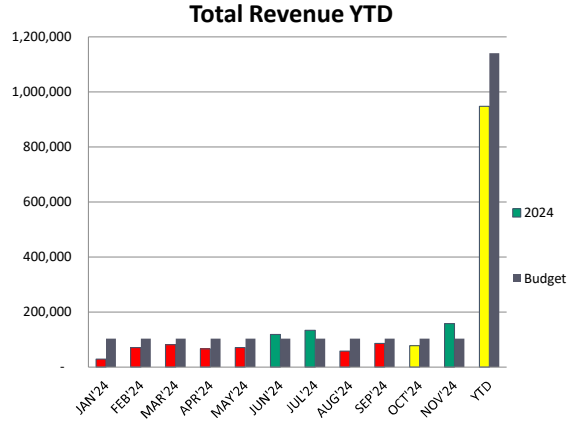
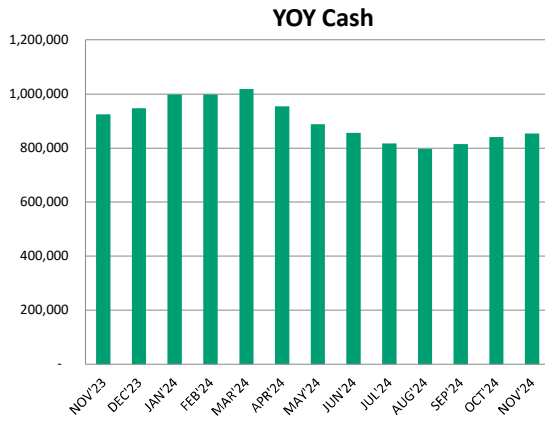
For the period ending YTD November 30th, 2024

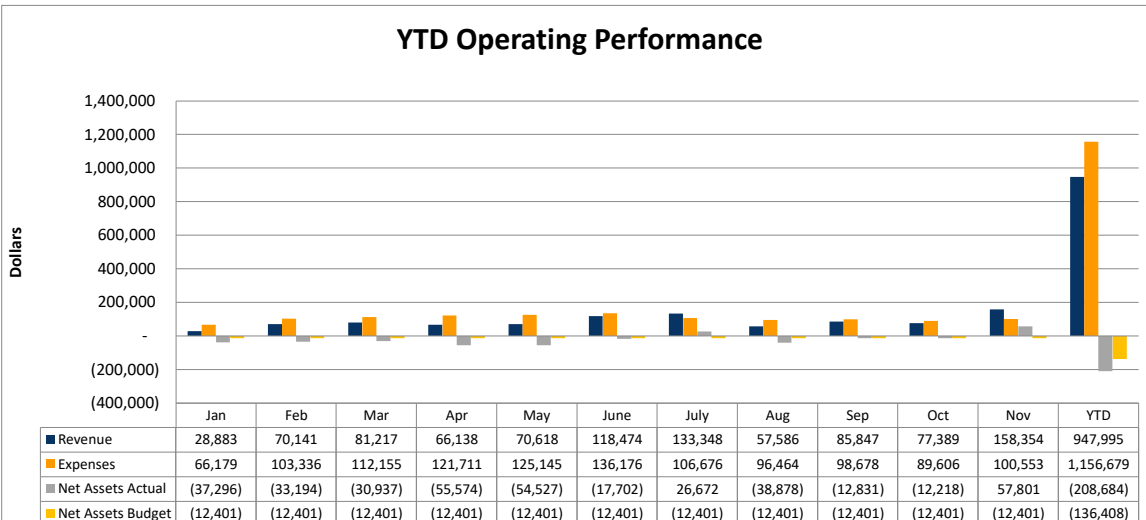
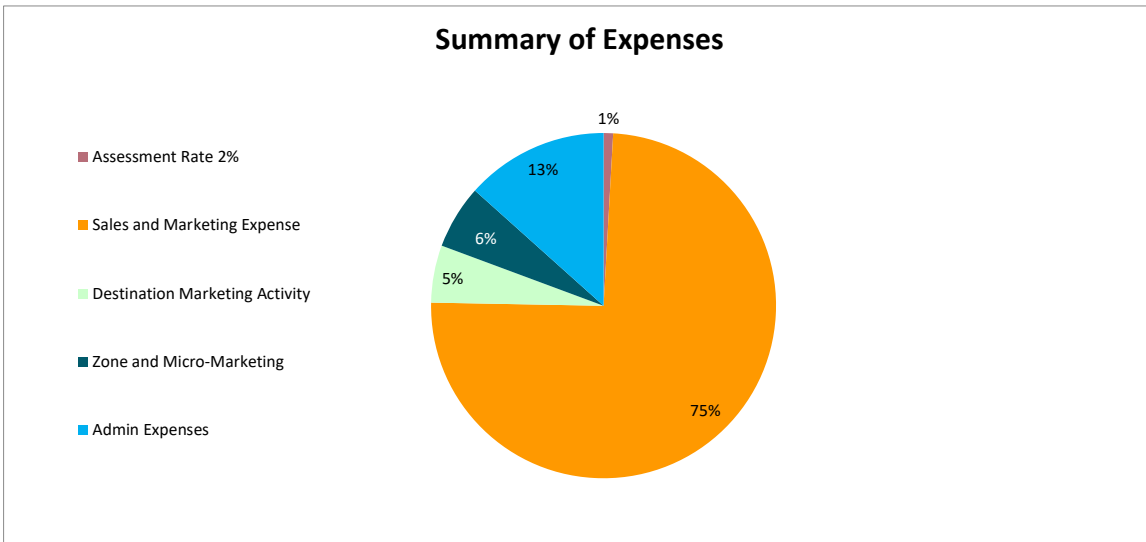
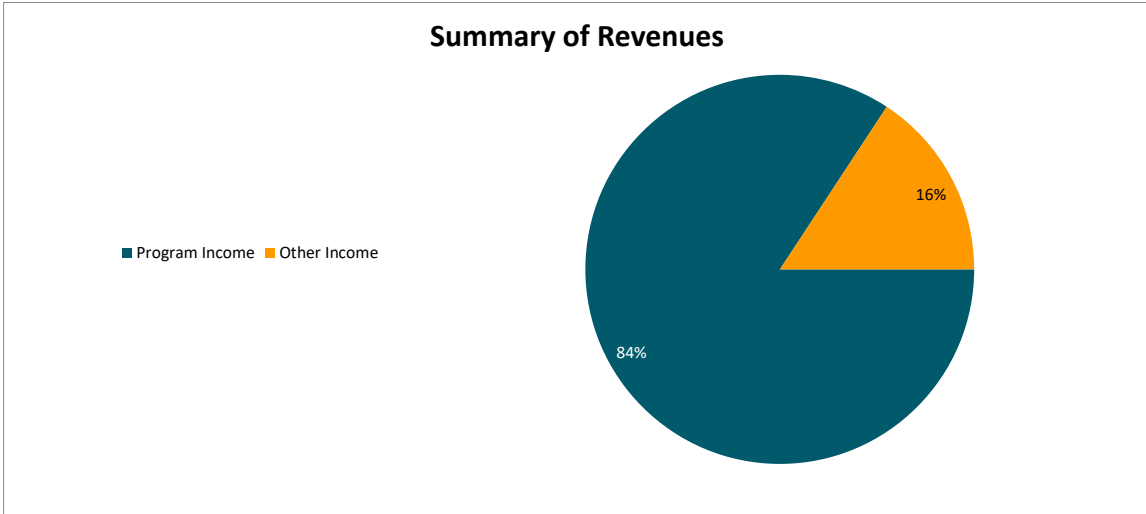
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Explore Butte County
 Financial Dashboard
 For the period ending November 30th, 2024

Color Code	
	Significant Underperformance
	Slight Underperformance
	Good Performance





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

	November 2024 \$	November 2023 \$	Variance Inc/(Dec) \$	Variance Inc/(Dec) %
ASSETS				
Current Assets				
Cash				
Checking	327,071	924,391	(597,321)	(64.6%)
Savings	507,093	-	507,093	100.0%
Money Market	20,047	-	20,047	100.0%
Total Cash	854,211	924,391	(70,180)	(7.6%)
Accounts Receivable	239,108	121,244	117,864	97.2%
Other Assets				
Prepaid Expenses	15,001	-	15,001	100.0%
	15,001	-	15,001	100.0%
Total Current Assets	1,108,321	1,045,635	62,685	6.0%
Fixed Assets				
Furniture And Equipment	19,636	19,636	-	-
Vehicle	137,837	137,837	-	-
Less Accumulated Depreciation	(100,999)	(43,328)	(57,671)	(133.1%)
Total Fixed Assets	56,474	114,145	(57,671)	(50.5%)
TOTAL ASSETS	1,164,795	1,159,780	5,014	0.4%
LIABILITIES				
Current Liabilities				
Accounts Payable	45,212	-	45,212	100.0%
Credit Card Payable	3,279	1,713	1,566	91.4%
Accrued Salaries and Wages	16,404	-	16,404	100.0%
Payroll Liabilities	(1,368)	3,299	(4,667)	(141.5%)
Total Current Liabilities	63,527	5,012	58,515	1,167.5%
Deferred Revenue	59,257	-	59,257	100.0%
TOTAL LIABILITIES	122,784	5,012	117,772	2,349.8%
NET ASSETS				
Unrestricted Net Assets	827,848	872,784	(44,936)	(5.1%)
Net Assets - Reserved	422,846	536,559	(113,713)	(21.2%)
Current Year Income	(208,684)	(254,575)	45,891	18.0%
Total Net Assets	1,042,011	1,154,768	(112,758)	(9.8%)
TOTAL LIABILITIES & NET ASSETS	1,164,795	1,159,780	5,014	0.4%

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

	November 2023	December 2023	January 2024	February 2024	March 2024	April 2024	May 2024	June 2024	July 2024	August 2024	September 2024	October 2024	November 2024
Cash ¹	243.82	249.92	262.36	262.17	267.43	250.94	233.49	224.98	214.77	209.51	213.96	220.86	224.44
Current Ratio ²	208.63	23.94	82.29	35.94	20.38	15.44	23.20	12.90	17.06	17.14	22.10	26.37	17.45
Leverage ³	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

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

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

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

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

	November 2024 YTD - ACTUALS		November 2024 YTD - BUDGET		VARIANCE TO BUDGET		November 2023 YTD - ACTUALS		Nov '24 TO Nov '23 ACTUALS VARIANCE	
	\$	%	\$	%	\$	%	\$	%	\$	%
REVENUES & OTHER SUPPORT:										
Program Income										
Butte County	3,601	0.4%	5,665	0.5%	(2,064)	(36.4%)	5,878	0.7%	(2,277)	(38.7%)
Chico	636,841	67.2%	632,592	55.5%	4,249	0.7%	598,996	70.2%	37,845	6.3%
Gridley	8,624	0.9%	6,809	0.6%	2,015	30.5%	6,275	0.7%	2,349	37.4%
Oroville	122,946	13.0%	141,625	12.4%	(18,679)	(13.2%)	113,653	13.3%	9,093	8.0%
Paradise	26,923	2.8%	33,046	2.9%	(6,123)	(18.5%)	26,034	3.1%	889	3.4%
Sub-Total Program Income	798,934	84.3%	819,537	71.9%	(20,602)	(2.5%)	751,035	88.0%	47,899	6.4%
Other Income										
Interest Income	6,921	0.7%	6,875	0.6%	46	0.7%	94	0.0%	6,827	7,292.2%
Butte County - Microfunding	135	0.0%	2,906	0.3%	(2,771)	(95.4%)	-	-	135	100.0%
City of Chico - Microfunding	30,000	3.2%	154,917	13.6%	(124,917)	(80.6%)	60,000	7.0%	(30,000)	(50.0%)
City of Oroville - Microfunding	-	-	27,500	2.4%	(27,500)	(100.0%)	-	-	-	-
County ARPA - Wayfinding Signage	92,720	9.8%	95,956	8.4%	(3,236)	(3.4%)	36,747	4.3%	55,973	152.3%
Town of Paradise - Microfunding	-	-	6,417	0.6%	(6,417)	(100.0%)	-	-	-	-
Cooperative Program Funding	16,797	1.8%	22,917	2.0%	(6,120)	(26.7%)	4,200	0.5%	12,597	299.9%
City of Gridley - Microfunding	-	-	2,110	0.2%	(2,110)	(100.0%)	-	-	-	-
Credit card points (non-cash)	-	-	-	-	-	-	690	0.1%	(690)	(100.0%)
Other Income	2,489	0.3%	1,375	0.1%	1,114	81.0%	500	0.1%	1,989	397.8%
Sub-Total Other Income	149,061	15.7%	320,973	28.1%	(171,911)	(53.6%)	102,230	12.0%	46,831	45.8%
TOTAL REVENUE	947,995	100.0%	1,140,509	100.0%	(192,514)	(16.9%)	853,265	100.0%	94,730	11.1%
PROGRAM EXPENSES:										
Assessment Rate 2%										
2% Fee - Butte County	112	0.0%	113	0.0%	(1)	(0.9%)	118	0.0%	(5)	(4.5%)
2% Fee - Chico	7,814	0.8%	12,652	1.1%	(4,838)	(38.2%)	11,980	1.4%	(4,166)	(34.8%)
2% Fee - Gridley	18	0.0%	132	0.0%	(114)	(86.2%)	126	0.0%	(107)	(85.4%)
2% Fee - Oroville	2,105	0.2%	2,833	0.2%	(727)	(25.7%)	2,277	0.3%	(172)	(7.5%)
2% Fee - Paradise	425	0.0%	661	0.1%	(236)	(35.7%)	521	0.1%	(96)	(18.4%)
Sub-total Assessment Rate 2%	10,474	1.1%	16,391	1.4%	(5,916)	(36.1%)	15,021	1.8%	(4,546)	(30.3%)
Sales and Marketing Expense										
Advertising	154,070	16.3%	141,167	12.4%	12,903	9.1%	198,132	23.2%	(44,062)	(22.2%)
Conferences	45,680	4.8%	34,053	3.0%	11,627	34.1%	20,561	2.4%	25,119	122.2%
Creative Services	127,497	13.4%	160,875	14.1%	(33,378)	(20.7%)	139,557	16.4%	(12,060)	(8.6%)
Dues and Memberships	9,930	1.0%	9,167	0.8%	763	8.3%	8,854	1.0%	1,076	12.2%
Marketing Contracts	116,370	12.3%	140,250	12.3%	(23,880)	(17.0%)	148,008	17.3%	(31,638)	(21.4%)
Meals	1,790	0.2%	1,833	0.2%	(44)	(2.4%)	230	0.0%	1,559	676.5%
Office Supplies	108	0.0%	413	0.0%	(305)	(73.8%)	-	-	108	100.0%
Postage	2,064	0.2%	2,292	0.2%	(227)	(9.9%)	(75)	(0.0%)	2,140	2,839.5%
Printing	59,590	6.3%	57,750	5.1%	1,840	3.2%	1,803	0.2%	57,786	3,204.5%
Public Relations	3,441	0.4%	4,583	0.4%	(1,142)	(24.9%)	2,951	0.3%	490	16.6%
Rent	34	0.0%	-	-	34	100.0%	-	-	34	100.0%
Sales and Marketing Exp. - Other	1,413	0.1%	1,833	0.2%	(420)	(22.9%)	2,947	0.3%	(1,533)	(52.0%)
Hospitality for Hospitality	1,002	0.1%	3,667	0.3%	(2,665)	(72.7%)	2,250	0.3%	(1,248)	(55.5%)
Sponsorship Marketing	4,535	0.5%	5,500	0.5%	(965)	(17.5%)	9,286	1.1%	(4,751)	(51.2%)
Travel Trader& Consumer Market Show	27,667	2.9%	22,917	2.0%	4,750	20.7%	-	-	27,667	100.0%
Staff-Marketing	255,464	26.9%	298,650	26.2%	(43,186)	(14.5%)	175,378	20.6%	80,086	45.7%
Vehicle Maintenance	4,757	0.5%	4,583	0.4%	174	3.8%	3,076	0.4%	1,681	54.7%
Website	44,819	4.7%	52,250	4.6%	(7,431)	(14.2%)	23,354	2.7%	21,466	91.9%
Sub-Total Sales and Marketing Expense	860,232	90.7%	941,783	82.6%	(81,551)	(8.7%)	736,311	86.3%	123,921	16.8%
Destination Marketing Activity										
ARPA Wayfinding	57,469	6.1%	94,160	8.3%	(36,691)	(39.0%)	68,234	8.0%	(10,765)	(15.8%)
City of Chico Travel Chico Brand	-	-	-	-	-	-	105,606	12.4%	(105,606)	(100.0%)
Destination Management Plan	3,076	0.3%	1,375	0.1%	1,701	123.7%	13,070	1.5%	(9,994)	(76.5%)
Butte County Film Commission	1,539	0.2%	27,500	2.4%	(25,961)	(94.4%)	-	-	1,539	100.0%
Sub-Total Destination Marketing Activity	62,083	6.5%	123,035	10.8%	(60,952)	(49.5%)	186,910	21.9%	(124,827)	(66.8%)
Zone and Micro-Marketing										
Chico Zone/Travel Chico	28,203	3.0%	36,667	3.2%	(8,464)	(23.1%)	42,130	4.9%	(13,927)	(33.1%)
Paradise Zone	7,030	0.7%	6,417	0.6%	613	9.6%	-	-	7,030	100.0%
Oroville Zone	34,033	3.6%	27,500	2.4%	6,533	23.8%	18,290	2.1%	15,742	86.1%
Sub-Total Zone and Micro-Marketing	69,266	7.3%	70,583	6.2%	(1,318)	(1.9%)	60,420	7.1%	8,846	14.6%
Admin Expenses										
Advertising	-	-	-	-	-	-	72	0.0%	(72)	(100.0%)
Bank fees	40	0.0%	458	0.0%	(418)	(91.3%)	243	0.0%	(203)	(83.6%)
Conference, Convention, Meeting	3,255	0.3%	6,875	0.6%	(3,620)	(52.7%)	5,808	0.7%	(2,553)	(44.0%)
Contract services	-	-	-	-	-	-	1,300	0.2%	(1,300)	(100.0%)
Depreciation	27,007	2.8%	-	-	27,007	100.0%	-	-	27,007	100.0%
Education	-	-	-	-	-	-	69	0.0%	(69)	(100.0%)
Filing fees/taxes	387	0.0%	550	0.0%	(163)	(29.7%)	-	-	387	100.0%
General Administration	5,749	0.6%	4,583	0.4%	1,166	25.4%	979	0.1%	4,770	487.3%
Insurance	2,885	0.3%	4,583	0.4%	(1,698)	(37.0%)	3,022	0.4%	(136)	(4.5%)
Interest expense	2	0.0%	-	-	2	100.0%	133	0.0%	(131)	(98.5%)
Meals	709	0.1%	917	0.1%	(207)	(22.6%)	1,036	0.1%	(327)	(31.5%)
Membership dues	35	0.0%	1,100	0.1%	(1,065)	(96.8%)	2,100	0.2%	(2,065)	(98.3%)
Miscellaneous	-	-	-	-	-	-	4	0.0%	(4)	(100.0%)
Office supplies	7,325	0.8%	7,333	0.6%	(8)	(0.1%)	5,864	0.7%	1,461	24.9%
Postage	96	0.0%	92	0.0%	4	4.4%	910	0.1%	(814)	(89.5%)
Printing and Copying	50	0.0%	92	0.0%	(42)	(45.4%)	516	0.1%	(466)	(90.3%)
Professional fees - Accounting	48,885	5.2%	36,667	3.2%	12,218	33.3%	30,807	3.6%	18,077	58.7%
Professional fees - Legal	15,184	1.6%	7,333	0.6%	7,850	107.1%	165	0.0%	15,019	9,102.3%
Professional fees - Human Resources	38	0.0%	6,875	0.6%	(6,837)	(99.5%)	-	-	38	100.0%
Rent/ Office Space	7,544	0.8%	7,333	0.6%	210	2.9%	6,909	0.8%	635	9.2%
401k Administration	777	0.1%	458	0.0%	318	69.5%	1,000	0.1%	(223)	(22.3%)
Staffing - Admin	28,323	3.0%	33,550	2.9%	(5,227)	(15.6%)	35,889	4.2%	(7,566)	(21.1%)
Subscriptions	2,493	0.3%	1,833	0.2%	659	36.0%	2,328	0.3%	165	7.1%
Telephone, Telecommunications	1,785	0.2%	2,200	0.2%	(415)	(18.9%)	3,907	0.5%	(2,122)	(54.3%)
Travel	1,774	0.2%	1,833	0.2%	(60)	(3.3%)	5,917	0.7%	(4,143)	(70.0%)
Admin Expense- Other	282	0.0%	458	0.0%	(176)	(38.4%)	181	0.0%	101	55.8%
Sub-Total Admin Expenses	154,624	16.3%	125,125	11.0%	29,499	23.6%	109,158	12.8%	45,465	41.7%
Contingency	-	-	-	-	-	-	20	0.0%	(20)	(100.0%)
TOTAL PROGRAM EXPENSES	1,156,679	122.0%	1,276,917	112.0%	(120,238)	(9.4%)	1,107,840	129.8%	48,839	4.4%
NET INCOME/(NET LOSS)	\$(208,684)	(22.0%)	\$(136,408)	(12.0%)	\$(72,276)	(63.0%)	\$(254,575)	(29.8%)	\$ 45,891	18.0%

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

TBID Program	Prior Year Reserved	Cooperative	MicroFunding	Travel Chico ARPA	Wayfinding Signage - County ARPA	TOTAL
REVENUES & OTHER SUPPORT:						
Program Income						
Butte County	3,601		-			3,601
Chico	636,841		-			636,841
Gridley	8,069	555	-			8,624
Oroville	122,946		-			122,946
Paradise	26,923		-			26,923
Sub-Total Program Income	798,379	555	-	-	-	798,934
Other Income						
Interest Income	6,921		-			6,921
Butte County - Microfunding			135			135
City of Chico - Microfunding			10,000	20,000		30,000
City of Oroville - Microfunding						-
County ARPA -Wayfinding Signage					92,720	92,720
Town of Paradise - Microfunding						-
Cooperative Program Funding	1,047	15,750				16,797
Other Income	2,489					2,489
Sub-Total Other Income	10,456	-	15,750	10,135	92,720	149,061
TOTAL REVENUE	808,835	555	15,750	10,135	20,000	947,995
PROGRAM EXPENSES:						
Assessment Rate 2%						
2% Fee - Butte County	112		-			112
2% Fee - Chico	7,814		-			7,814
2% Fee - Gridley	7	11	-			18
2% Fee - Oroville	2,105		-			2,105
2% Fee - Paradise	425		-			425
Sub-total Assessment Rate 2%	10,463	11	-	-	-	10,474
Sales and Marketing Expense						
Advertising	150,918		1,743	1,408		154,070
Conferences	43,602			2,078		45,680
Creative Services	117,164	53	190	10,091		127,497
Dues and Memberships	9,930					9,930
Marketing Contracts	92,620	23,000		750		116,370
Meals	1,790					1,790
Office Supplies	108					108
Postage	2,064					2,064
Printing	12,686	29,650		17,254		59,590
Public Relations	3,441					3,441
Rent	34					34
Sales and Marketing Exp. - Other	1,413					1,413
Hospitality for Hospitality	1,002					1,002
SponsorShip Marketing	4,035	500				4,535
Travel Trader& Consumer Market Show	23,268	4,399				27,667
Staff-Marketing	255,464					255,464
Vehicle Maintenance	4,757					4,757
Website	44,019		200	600		44,819
Sub-Total Sales and Marketing Expense	768,316	57,601	-	2,133	32,181	860,232
Destination Marketing Activity						
ARPA Wayfinding					57,469	57,469
Destination Management Plan	3,076					3,076
Butte County Film Commission	9	1,530				1,539
Sub-Total Destination Marketing Activity	3,084	1,530	-	-	57,469	62,083
Zone and Micro-Marketing						
Chico Zone/Travel Chico	1,235		12,710	14,258		28,203
Paradise Zone			7,030			7,030
Oroville Zone	22		34,011			34,033
Sub-Total Zone and Micro-Marketing	1,257	-	53,751	14,258	-	69,266
Admin Expenses						
Bank fees	40					40
Conference, Convention, Meeting	3,255					3,255
Depreciation	27,007					27,007
Filing fees/ taxes	387					387
General Administration	5,749					5,749
Insurance	2,885					2,885
Interest expense	2					2
Meals	709					709
Membership dues	35					35
Office supplies	7,239			86		7,325
Postage	96					96
Printing and Copying	50					50
Professional fees - Accounting	39,435	9,450				48,885
Professional fees - Legal	15,184					15,184
Professional fees - Human Resources	38					38
Rent/ Office Space	7,544					7,544
401k Administration	777					777
Staffing - Admin	28,323					28,323
Subscriptions	2,493					2,493
Telephone, Telecommunications	1,785					1,785
Travel	1,774					1,774
Admin Expense- Other	282					282
Sub-Total Admin Expenses	145,088	9,450	-	86	-	154,624
TOTAL PROGRAM EXPENSES	928,209	68,593	-	55,884	46,525	1,156,679
NET INCOME/(NET LOSS)	\$ (119,373)	\$ (68,037)	\$ 15,750	\$ (45,749)	\$ (26,525)	\$ (208,684)



Financial Statements

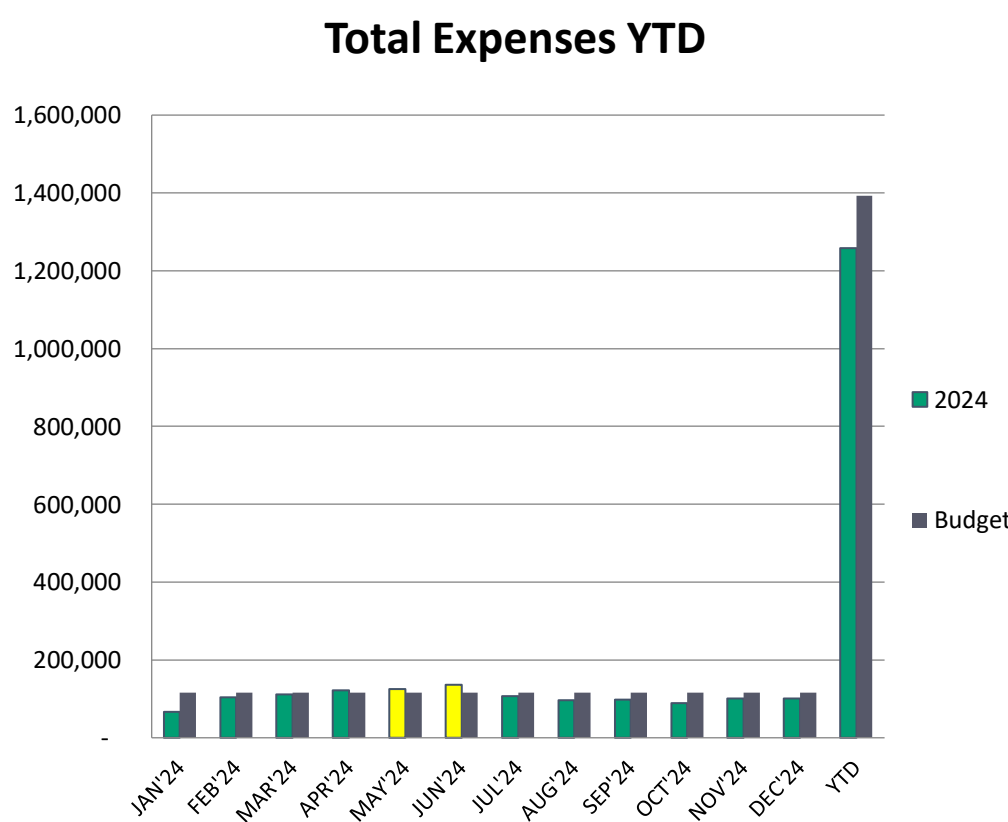
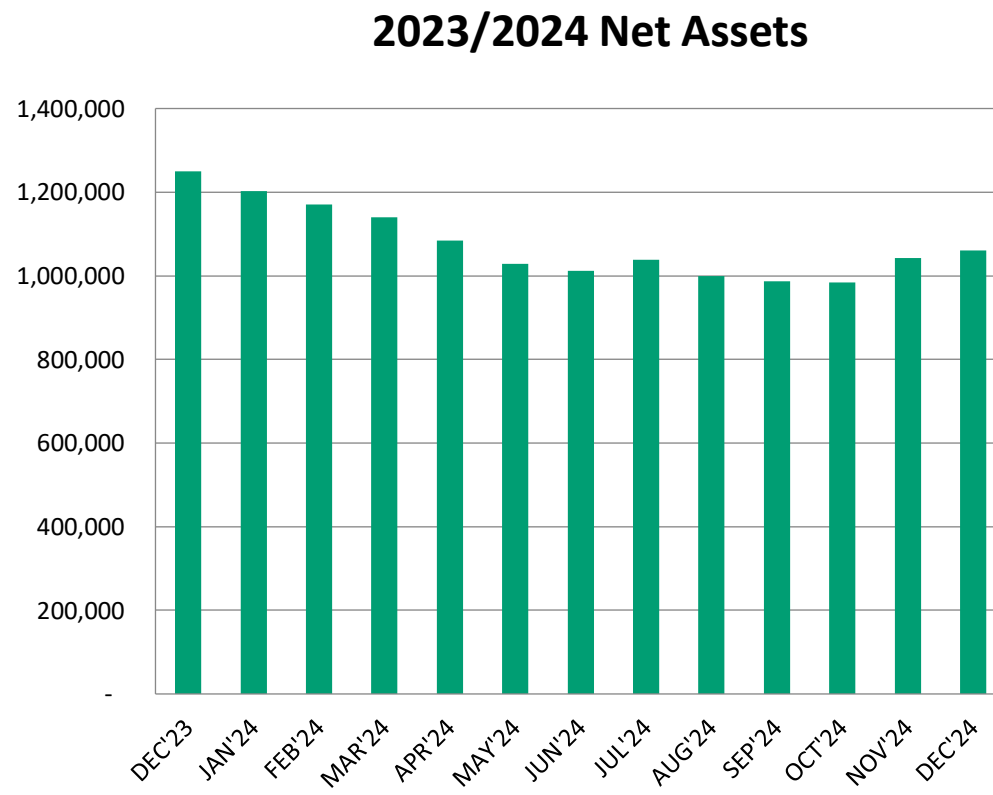
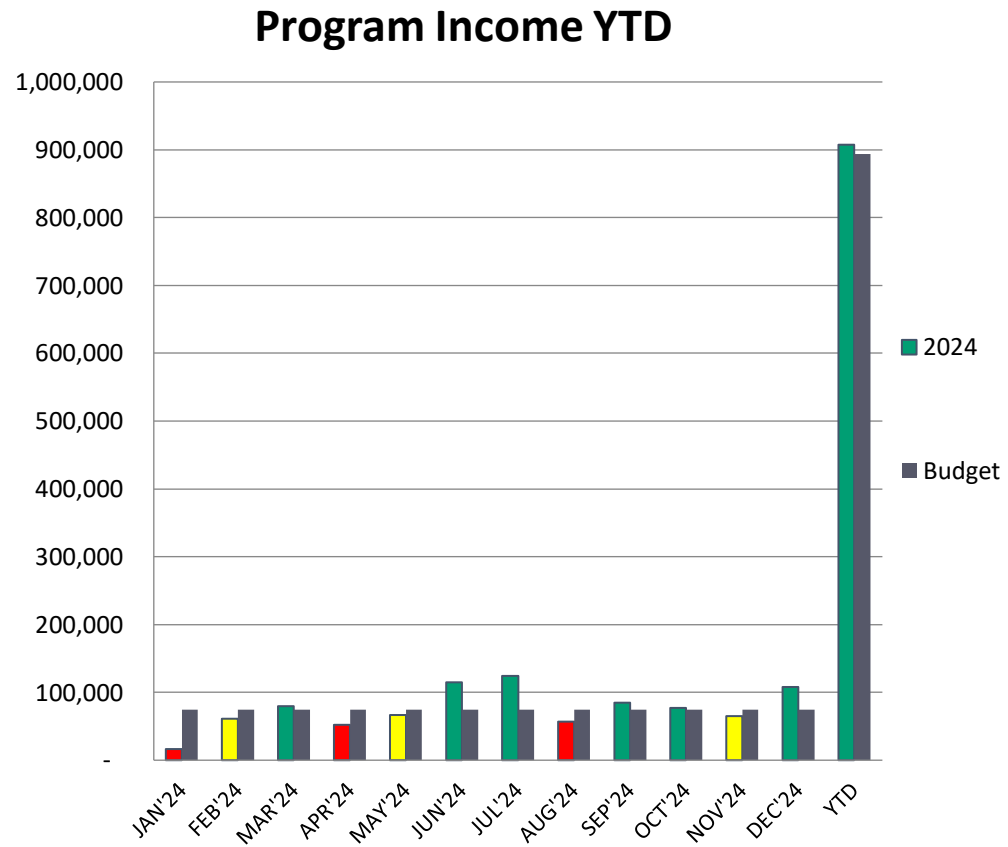
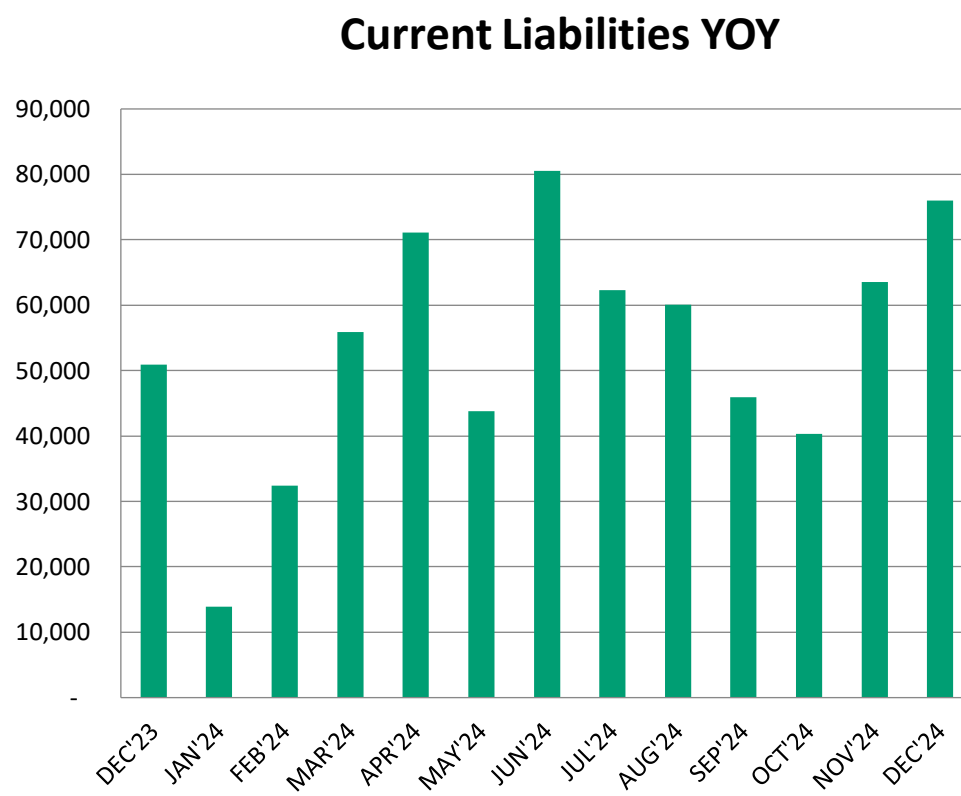
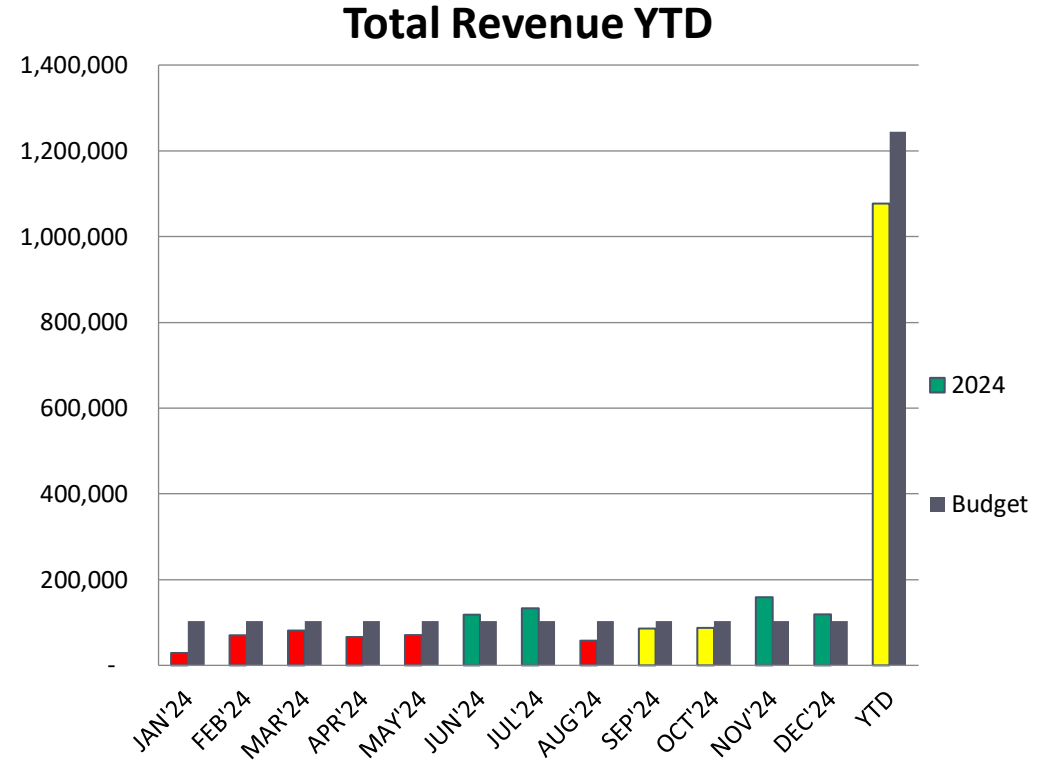
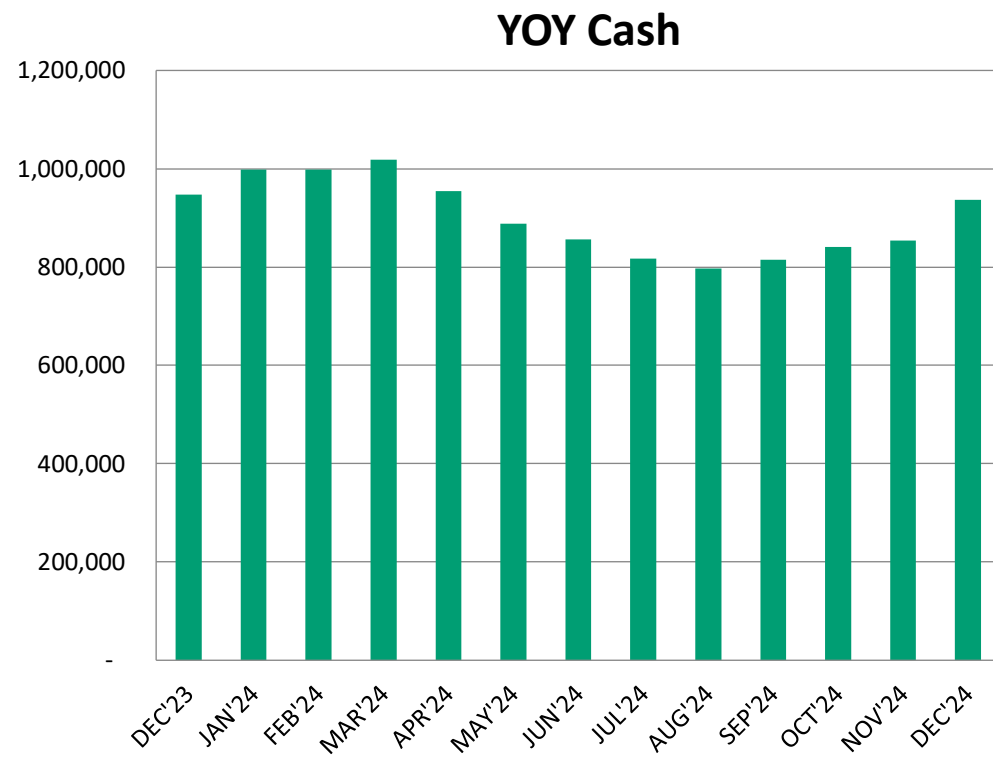
For the period ending YTD December 31st, 2024

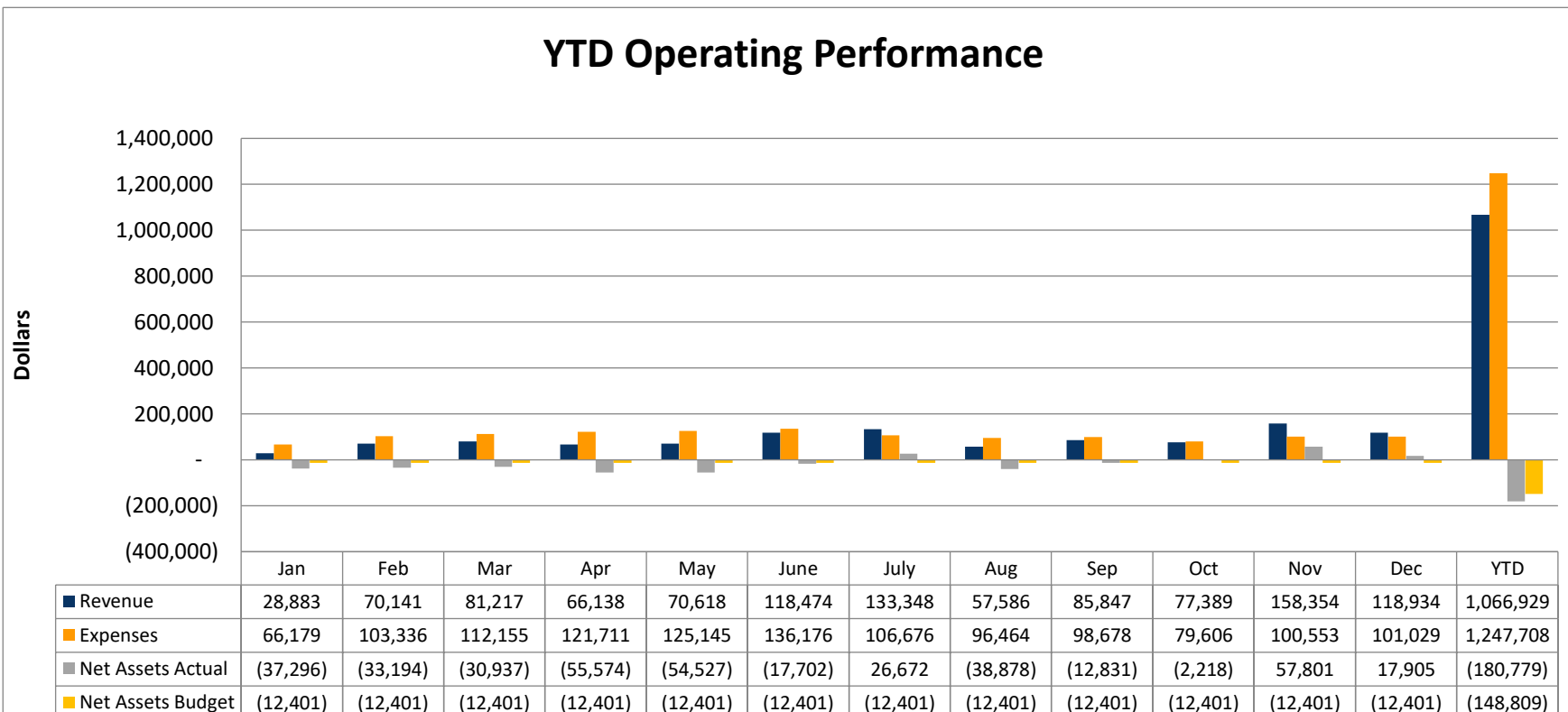
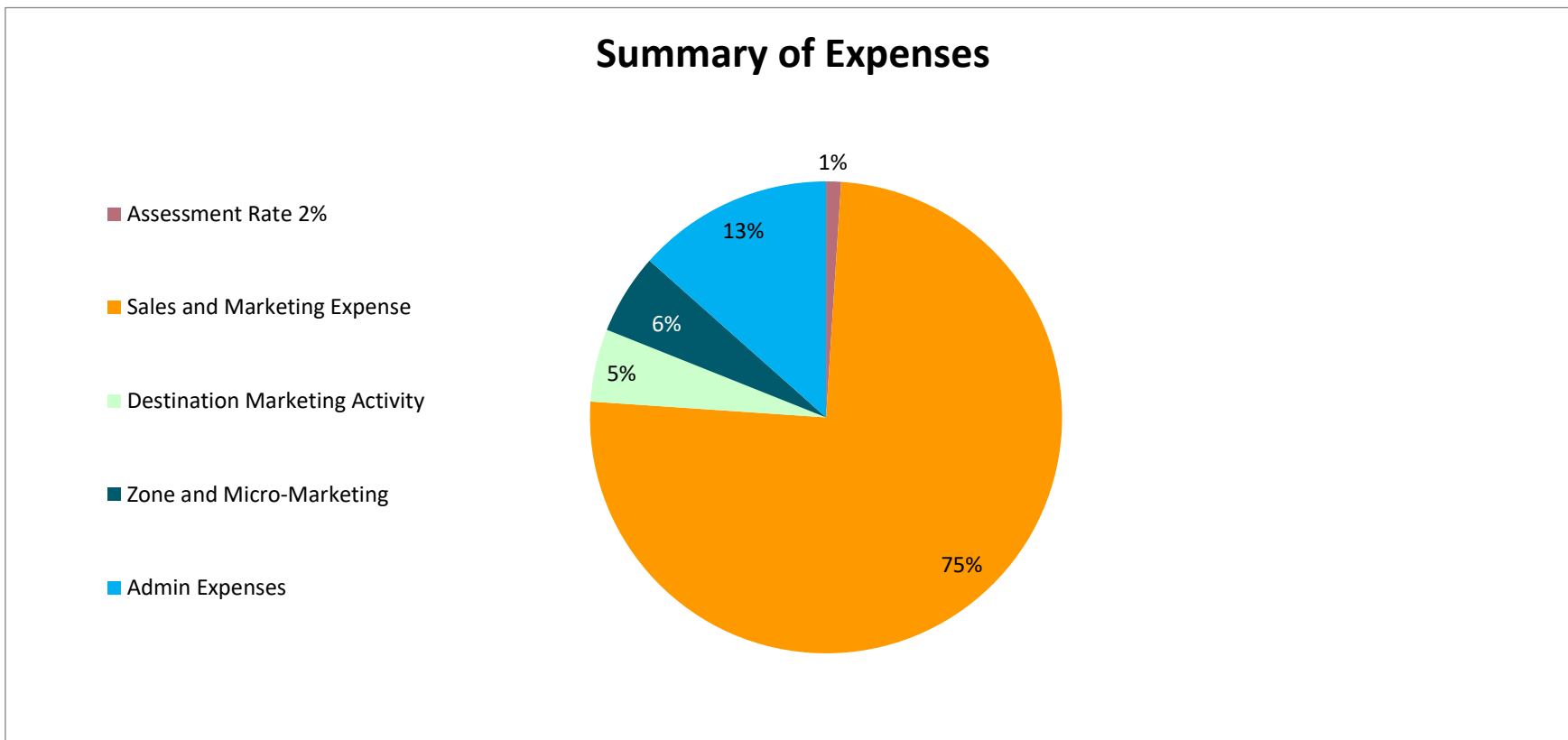
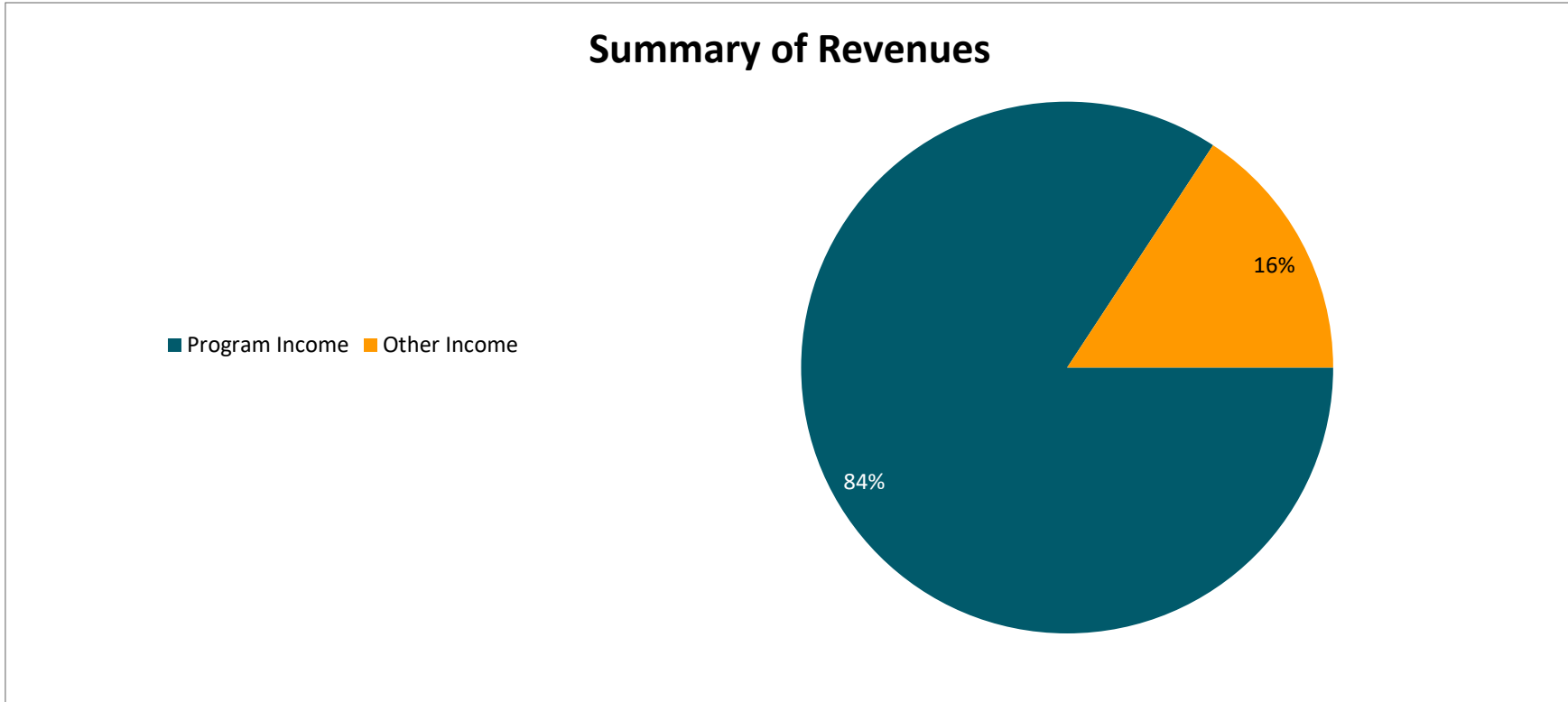
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Explore Butte County
Financial Dashboard
For the period ending December 31st, 2024

Color Code	
	Significant Underperformance
	Slight Underperformance
	Good Performance





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

	December 2024 \$	December 2023 \$	Variance Inc/(Dec) \$	Variance Inc/(Dec) %
ASSETS				
Current Assets				
Cash				
Checking	408,620	427,269	(18,648)	(4.4%)
Savings	507,734	500,225	7,509	1.5%
Money Market	20,052	20,002	50	0.3%
Total Cash	936,405	947,495	(11,089)	(1.2%)
Accounts Receivable	203,236	257,131	(53,894)	(21.0%)
Other Assets				
Prepaid Expenses	13,272	12,956	316	2.4%
	13,272	12,956	316	2.4%
Total Current Assets	1,152,914	1,217,582	(64,668)	(5.3%)
Fixed Assets				
Furniture And Equipment	19,636	19,636	-	-
Vehicle	137,837	137,837	-	-
Less Accumulated Depreciation	(103,436)	(73,992)	(29,444)	(39.8%)
Total Fixed Assets	54,037	83,481	(29,444)	(35.3%)
TOTAL ASSETS	1,206,951	1,301,063	(94,112)	(7.2%)
LIABILITIES				
Current Liabilities				
Accounts Payable	43,641	26,397	17,244	65.3%
Credit Card Payable	660	6,894	(6,234)	(90.4%)
Accrued Salaries and Wages	31,604	6,451	25,154	389.9%
Payroll Liabilities	107	11,127	(11,019)	(99.0%)
Total Current Liabilities	76,012	50,868	25,144	49.4%
Deferred Revenue	71,023	-	71,023	100.0%
TOTAL LIABILITIES	147,035	50,868	96,166	189.0%
NET ASSETS				
Unrestricted Net Assets	877,848	912,996	(35,148)	(3.9%)
Net Assets - Reserved	362,846	372,346	(9,500)	(2.6%)
Current Year Income	(180,779)	(35,148)	(145,631)	(414.3%)
Total Net Assets	1,059,916	1,250,195	(190,279)	(15.2%)
TOTAL LIABILITIES & NET ASSETS	1,206,951	1,301,063	(94,112)	(7.2%)

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

	December 2023	January 2024	February 2024	March 2024	April 2024	May 2024	June 2024	July 2024	August 2024	September 2024	October 2024	November 2024	December 2024
Cash ¹	249.92	262.36	262.17	267.43	250.94	233.49	224.98	214.77	209.51	213.96	220.86	224.44	246.03
Current Ratio ²	23.94	82.29	34.99	20.38	15.44	23.20	12.90	17.06	17.14	22.10	25.25	17.45	15.17
Leverage ³	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

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

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

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

Explore Butte County

Year-to-Date Comparative Income Statement
For the period ending December 31st, 2024

	December 2024 YTD - ACTUALS		December 2024 YTD - BUDGET		VARIANCE TO BUDGET		December 2023 YTD - ACTUALS		Dec '24 TO Dec '23 ACTUALS VARIANCE	
	\$	%	\$	%	\$	%	\$	%	\$	%
REVENUES & OTHER SUPPORT:										
Program Income										
Butte County	4,061	0.4%	6,180	0.5%	(2,119)	(34.3%)	6,311	0.5%	(2,250)	(35.7%)
Chico	686,810	63.8%	690,100	55.5%	(3,290)	(0.5%)	693,923	58.6%	(7,113)	(1.0%)
Gridley	8,949	0.8%	7,210	0.6%	1,739	24.1%	6,275	0.5%	2,673	42.6%
Oroville	152,193	14.1%	154,500	12.4%	(2,307)	(1.5%)	166,785	14.1%	(14,591)	(8.7%)
Paradise	55,211	5.1%	36,050	2.9%	19,161	53.2%	49,502	4.2%	5,709	11.5%
Sub-Total Program Income	907,223	84.2%	894,040	71.9%	13,183	1.5%	922,795	77.9%	(15,571)	(1.7%)
Other Income										
Interest Income	7,566	0.7%	7,500	0.6%	66	0.9%	326	0.0%	7,240	2,222.2%
Butte County - Microfunding	135	0.0%	3,171	0.3%	(3,036)	(95.7%)	-	-	135	100.0%
City of Chico - Microfunding	50,000	4.6%	169,000	13.6%	(119,000)	(70.4%)	60,000	5.1%	(10,000)	(16.7%)
City of Oroville - Microfunding	-	-	30,000	2.4%	(30,000)	(100.0%)	100,000	8.4%	(100,000)	(100.0%)
County ARPA -Wayfinding Signage	92,720	8.6%	104,679	8.4%	(11,959)	(11.4%)	96,399	8.1%	(3,679)	(3.8%)
Town of Paradise - Microfunding	-	-	7,000	0.6%	(7,000)	(100.0%)	-	-	-	-
Cooperative Program Funding	16,797	1.6%	25,000	2.0%	(8,203)	(32.8%)	4,200	0.4%	12,597	299.9%
City of Gridley - Microfunding	-	-	2,302	0.2%	(2,302)	(100.0%)	-	-	-	-
Credit card points (non-cash)	-	-	-	-	-	-	690	0.1%	(690)	(100.0%)
Other Income	2,489	0.2%	1,500	0.1%	989	65.9%	500	0.0%	1,989	397.8%
Sub-Total Other Income	169,706	15.8%	350,152	28.1%	(180,446)	(51.5%)	262,115	22.1%	(92,409)	(35.3%)
TOTAL REVENUE	1,076,930	100.0%	1,244,192	100.0%	(167,262)	(13.4%)	1,184,910	100.0%	(107,980)	(9.1%)
PROGRAM EXPENSES:										
Assessment Rate 2%										
2% Fee - Butte County	122	0.0%	124	0.0%	(1)	(0.9%)	126	0.0%	(4)	(3.0%)
2% Fee - Chico	8,922	0.8%	13,802	1.1%	(4,880)	(35.4%)	13,879	1.2%	(4,957)	(35.7%)
2% Fee - Gridley	26	0.0%	144	0.0%	(119)	(82.3%)	126	0.0%	(100)	(79.7%)
2% Fee - Oroville	2,754	0.3%	3,090	0.2%	(336)	(10.9%)	2,277	0.2%	477	20.9%
2% Fee - Paradise	1,052	0.1%	721	0.1%	331	45.9%	990	0.1%	62	6.3%
Sub-total Assessment Rate 2%	12,876	1.2%	17,881	1.4%	(5,005)	(28.0%)	17,397	1.5%	(4,522)	(26.0%)
Sales and Marketing Expense										
Advertising	163,598	15.2%	154,000	12.4%	9,598	6.2%	192,349	16.2%	(28,751)	(14.9%)
Conferences	46,545	4.3%	37,149	3.0%	9,396	25.3%	20,357	1.7%	26,188	128.6%
Creative Services	154,021	14.3%	175,500	14.1%	(21,479)	(12.2%)	135,539	11.4%	18,482	13.6%
Dues and Memberships	10,066	0.9%	10,000	0.8%	66	0.7%	8,854	0.7%	1,212	13.7%
Marketing Contracts	122,242	11.4%	153,000	12.3%	(30,758)	(20.1%)	156,257	13.2%	(34,014)	(21.8%)
Meals	1,790	0.2%	2,000	0.2%	(210)	(10.5%)	230	0.0%	1,559	676.5%
Office Supplies	108	0.0%	451	0.0%	(343)	(76.0%)	-	-	108	100.0%
Postage	2,064	0.2%	2,500	0.2%	(436)	(17.4%)	(74)	(0.0%)	2,138	2,898.5%
Printing	59,781	5.6%	63,000	5.1%	(3,219)	(5.1%)	1,803	0.2%	57,977	3,215.1%
Public Relations	3,573	0.3%	5,000	0.4%	(1,427)	(28.5%)	3,083	0.3%	490	15.9%
Rent	34	0.0%	-	-	34	100.0%	-	-	34	100.0%
Sales and Marketing Exp. - Other	1,413	0.1%	2,000	0.2%	(587)	(29.3%)	2,947	0.2%	(1,533)	(52.0%)
Hospitality for Hospitality	1,505	0.1%	4,000	0.3%	(2,495)	(62.4%)	4,147	0.3%	(2,642)	(63.7%)
SponsorShip Marketing	5,035	0.5%	6,000	0.5%	(965)	(16.1%)	9,286	0.8%	(4,251)	(45.8%)
Travel Trader& Consumer Market Show	27,667	2.6%	25,000	2.0%	2,667	10.7%	-	-	27,667	100.0%
Staff-Marketing	291,164	27.0%	325,800	26.2%	(34,636)	(10.6%)	203,164	17.1%	88,001	43.3%
Vehicle Maintenance	4,852	0.5%	5,000	0.4%	(148)	(3.0%)	3,434	0.3%	1,418	41.3%
Website	48,401	4.5%	57,000	4.6%	(8,599)	(15.1%)	33,505	2.8%	14,896	44.5%
Sub-Total Sales and Marketing Expense	943,860	87.6%	1,027,400	82.6%	(83,540)	(8.1%)	774,880	65.4%	168,980	21.8%
Destination Marketing Activity										
ARPA Wayfinding	57,469	5.3%	102,720	8.3%	(45,251)	(44.1%)	77,837	6.6%	(20,368)	(26.2%)
City of Chico Travel Chico Brand	-	-	-	-	-	-	107,151	9.0%	(107,151)	(100.0%)
Desitination Management Plan	3,076	0.3%	1,500	0.1%	1,576	105.1%	13,070	1.1%	(9,994)	(76.5%)
Butte County Film Commision	2,139	0.2%	30,000	2.4%	(27,861)	(92.9%)	-	-	2,139	100.0%
Sub-Total Destination Marketing Activity	62,683	5.8%	134,220	10.8%	(71,537)	(53.3%)	198,058	16.7%	(135,375)	(68.4%)
Zone and Micro-Marketing										
Chico Zone/Travel Chico	28,203	2.6%	40,000	3.2%	(11,797)	(29.5%)	43,675	3.7%	(15,472)	(35.4%)
Paradise Zone	7,030	0.7%	7,000	0.6%	30	0.4%	-	-	7,030	100.0%
Oroville Zone	34,043	3.2%	30,000	2.4%	4,043	13.5%	18,290	1.5%	15,753	86.1%
Sub-Total Zone and Micro-Marketing	69,276	6.4%	77,000	6.2%	(7,724)	(10.0%)	61,965	5.2%	7,311	11.8%
Admin Expenses										
Advertising	-	-	-	-	-	-	72	0.0%	(72)	(100.0%)
Bank fees	40	0.0%	500	0.0%	(460)	(92.0%)	243	0.0%	(203)	(83.6%)
Conference, Convention, Meeting	3,736	0.3%	7,500	0.6%	(3,764)	(50.2%)	6,045	0.5%	(2,309)	(38.2%)
Contract services	-	-	-	-	-	-	1,300	0.1%	(1,300)	(100.0%)
Depreciation	29,444	2.7%	-	-	29,444	100.0%	30,664	2.6%	(1,220)	(4.0%)
Education	-	-	-	-	-	-	69	0.0%	(69)	(100.0%)
Filing fees/ taxes	387	0.0%	600	0.0%	(213)	(35.6%)	-	-	387	100.0%
General Administration	6,211	0.6%	5,000	0.4%	1,211	24.2%	1,014	0.1%	5,196	512.2%
Insurance	2,885	0.3%	5,000	0.4%	(2,115)	(42.3%)	4,003	0.3%	(1,117)	(27.9%)
Interest expense	2	0.0%	-	-	2	100.0%	133	0.0%	(131)	(98.5%)
Meals	709	0.1%	1,000	0.1%	(291)	(29.1%)	1,097	0.1%	(387)	(35.3%)
Membership dues	35	0.0%	1,200	0.1%	(1,165)	(97.1%)	2,100	0.2%	(2,065)	(98.3%)
Miscellaneous	-	-	-	-	-	-	4	0.0%	(4)	(100.0%)
Office supplies	7,667	0.7%	8,000	0.6%	(333)	(4.2%)	6,250	0.5%	1,418	22.7%
Postage	96	0.0%	100	0.0%	(4)	(4.3%)	910	0.1%	(814)	(89.5%)
Printing and Copying	50	0.0%	100	0.0%	(50)	(50.0%)	516	0.0%	(466)	(90.3%)
Professional fees - Accounting	52,884	4.9%	40,000	3.2%	12,884	32.2%	50,660	4.3%	2,224	4.4%
Professional fees - Legal	16,714	1.6%	8,000	0.6%	8,714	108.9%	165	0.0%	16,549	10,029.6%
Professional fees - Human Resources	38	0.0%	7,500	0.6%	(7,462)	(99.5%)	-	-	38	100.0%
Rent/ Office Space	8,410	0.8%	8,000	0.6%	410	5.1%	7,434	0.6%	976	13.1%
401k Administration	777	0.1%	500	0.0%	277	55.3%	1,000	0.1%	(223)	(22.3%)
Staffing - Admin	32,289	3.0%	36,600	2.9%	(4,311)	(11.8%)	41,788	3.5%	(9,498)	(22.7%)
Subscriptions	2,536	0.2%	2,000	0.2%	536	26.8%	2,328	0.2%	208	8.9%
Telephone, Telecommunications	1,966	0.2%	2,400	0.2%	(434)	(18.1%)	4,254	0.4%	(2,288)	(53.8%)
Travel	1,855	0.2%	2,000	0.2%	(145)	(7.2%)	5,529	0.5%	(3,673)	(66.4%)
Admin Expense- Other	282	0.0%	500	0.0%	(218)	(43.5%)	181	0.0%	101	55.8%
Sub-Total Admin Expenses	169,013	15.7%	136,500	11.0%	32,513	23.8%	167,757	14.2%	1,256	0.7%
TOTAL PROGRAM EXPENSES	1,257,708	116.8%	1,393,001	112.0%	(135,292)	(9.7%)	1,220,058	103.0%	37,651	3.1%
NET INCOME/(NET LOSS)	\$(180,779)	(16.8%)	\$(148,809)	(12.0%)	\$ (31,970)	(21.5%)	\$(35,148)	(3.0%)	\$(145,631)	(414.3%)

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

	TBID Program	Prior Year Reserved	Cooperative	MicroFunding	Travel Chico ARPA	Wayfinding Signage - County ARPA	TOTAL
REVENUES & OTHER SUPPORT:							
Program Income							
Butte County	4,061			-			4,061
Chico	686,810			-			686,810
Gridley	8,394	555		-			8,949
Oroville	152,193			-			152,193
Paradise	55,211			-			55,211
Sub-Total Program Income	906,668	555	-	-	-	-	907,223
Other Income							
Interest Income	7,566			-			7,566
Butte County - Microfunding				135			135
City of Chico - Microfunding				10,000	40,000		50,000
City of Oroville - Microfunding				-			-
County ARPA -Wayfinding Signage				-		92,720	92,720
Town of Paradise - Microfunding				-			-
Cooperative Program Funding	1,047		15,750	-			16,797
Other Income	2,489			-			2,489
Sub-Total Other Income	11,101	-	15,750	10,135	40,000	92,720	169,706
TOTAL REVENUE	917,770	555	15,750	10,135	40,000	92,720	1,076,930
PROGRAM EXPENSES:							
Assessment Rate 2%							
2% Fee - Butte County	122			-			122
2% Fee - Chico	8,922			-			8,922
2% Fee - Gridley	14	11		-			26
2% Fee - Oroville	2,754			-			2,754
2% Fee - Paradise	1,052			-			1,052
Sub-total Assessment Rate 2%	12,864	11	-	-	-	-	12,876
Sales and Marketing Expense							
Advertising	159,693			1,743	2,162		163,598
Conferences	44,467			-	2,078		46,545
Creative Services	143,678	53		190	10,101		154,021
Dues and Memberships	10,066			-			10,066
Marketing Contracts	98,492	23,000		-	750		122,242
Meals	1,790			-			1,790
Office Supplies	108			-			108
Postage	2,064			-			2,064
Printing	12,877	29,650		-	17,254		59,781
Public Relations	3,573			-			3,573
Rent	34			-			34
Sales and Marketing Exp. - Other	1,413			-			1,413
Hospitality for Hospitality	1,505			-			1,505
SponsorShip Marketing	4,535	500		-			5,035
Travel Trader& Consumer Market Show	23,268	4,399		-			27,667
Staff-Marketing	291,164			-			291,164
Vehicle Maintenance	4,852			-			4,852
Website	47,601			200	600		48,401
Sub-Total Sales and Marketing Expense	851,182	57,601	-	2,133	32,944	-	943,860
Destination Marketing Activity							
ARPA Wayfinding				-		57,469	57,469
Desitination Management Plan	3,076			-			3,076
Butte County Film Commision	9	2,130		-			2,139
Sub-Total Destination Marketing Activity	3,084	2,130	-	-	-	57,469	62,683
Zone and Micro-Marketing							
Chico Zone/Travel Chico	1,235			12,710	14,258		28,203
Paradise Zone				7,030			7,030
Oroville Zone	32			34,011			34,043
Sub-Total Zone and Micro-Marketing	1,267	-	-	53,751	14,258	-	69,276
Admin Expenses							
Bank fees	40			-			40
Conference, Convention, Meeting	3,736			-			3,736
Depreciation	29,444			-			29,444
Filing fees/ taxes	387			-			387
General Administration	6,211			-			6,211
Insurance	2,885			-			2,885
Interest expense	2			-			2
Meals	709			-			709
Membership dues	35			-			35
Office supplies	7,582			-	86		7,667
Postage	96			-			96
Printing and Copying	50			-			50
Professional fees - Accounting	43,434	9,450		-			52,884
Professional fees - Legal	16,714			-			16,714
Professional fees - Human Resources	38			-			38
Rent/ Office Space	8,410			-			8,410
401k Administration	777			-			777
Staffing - Admin	32,289			-			32,289
Subscriptions	2,536			-			2,536
Telephone, Telecommunications	1,966			-			1,966
Travel	1,855			-			1,855
Admin Expense- Other	282			-			282
Sub-Total Admin Expenses	159,477	9,450	-	-	86	-	169,013
TOTAL PROGRAM EXPENSES	1,027,875	69,193	-	55,884	47,288	57,469	1,257,708
NET INCOME/(NET LOSS)	\$ (110,105)	\$ (68,637)	\$ 15,750	\$ (45,749)	\$ (7,288)	\$ 35,251	\$ (180,779)



Board of Directors Staff Report

Agenda Item: 3.1 - 2025 Annual Budget

Prepared by: Nichole Farley, Executive Director
Meeting Date: January 19, 2025

PURPOSE

The 2025 Annual Budget has been developed to align with Explore Butte County's strategic goals and mission. It reflects anticipated program income, expenses, and investments necessary to advance the organization's objectives in promoting tourism and economic vitality within Butte County. The budget incorporates a detailed review of prior year performance and strategic priorities for the upcoming year.

SUMMARY

The proposed 2025 budget projects total income of \$1,259,000 and total expenses of \$1,512,970, resulting in a net deficit of \$372,290. This deficit will be funded through reserve funds and other available resources, ensuring continuity of key marketing and operational initiatives.

Key Budget Highlights:

1. Income:
 - Total Program Income: \$986,000
 - Additional Income Sources: \$273,000, including cooperative program funding, deferred microfunding revenue, and from the sale of the van.
2. Expenses:
 - Sales and Marketing: \$1,161,000 (76.7% of total expenses), focusing on advertising, creative services, public relations, and staffing.
 - Destination Management Activities: \$120,000, allocated from reserves to the feasibility of Sports Tourism Infrastructure Master Plan and \$28,000 in unspent funding allocated in 2024 for the Butte County Film Commission.
 - Administrative Expenses: \$143,970, representing 10% of the total budget.
3. Annual Contracts:
 - Madden Media: \$250,000 (Marketing and Advertising Services)
 - i. Account services \$18,000
 - ii. Public relations \$45,500
 - iii. Creative & production \$42,340
 - iv. Digital Media Management \$28,800
 - v. Media Buy \$115,360
 - Watershed Media: \$30,000 (Video and Photography Content)
 - Zartico: \$25,000 (Research)

- CFO by Design: \$24,000 (Accounting)
 - CliftonLarsonAllen LLP: \$20,000 (2024 Audit)
4. Reserve Utilization:
- \$366,000 allocated from reserve funds to support planned cooperative programs, destination development activities, and staff development and retention.

RATIONALE

The 2025 budget has been prepared with a focus on advancing Explore Butte County's vision of becoming the must-visit destination in the North State. It balances strategic investments with prudent financial management. While the projected deficit is substantial, it is part of a deliberate strategy to deploy reserves for high-impact programs and initiatives that will drive long-term value for the community.

Detail of 2024 Budget for Review (2.5%)

Proposed 2025 Budget for Review				Class - 01	Class - 02	Class - 03	Class - 04	Class - 05
				TBID Program Funding ONLY	Reserve Funds Expected to be Spent 2025	Cooperative Program Funding	Deferred MicroFunding	Travel Chico/Chico MicroZone Funding
4000 - Program Income								
4200.00	Butte County		\$7,000.00	\$7,000.00				
4300.00	Chico		\$750,000.00	\$750,000.00				
4350.00	Gridley		\$9,000.00	\$9,000.00				
4400.00	Oroville		\$165,000.00	\$165,000.00				
4500.00	Paradise		\$55,000.00	\$55,000.00				
Total 4000 Program Income			\$986,000.00	\$986,000.00				
4800 - Other Types of Income								
4800.00	Other Types of Income							
4810.00	Interest Income		\$0.00					
4811.00	Butte County - MicroFunding		\$1,500.00				\$1,500.00	
4820.00	City of Chico - MicroFunding		\$151,000.00					\$151,000.00
4860.00	City of Gridley - MicroFunding		\$1,500.00				\$1,500.00	
4830.00	City of Oroville - MicroFunding		\$27,000.00				\$27,000.00	
4840.00	Town of Paradise - MicroFunding		\$10,000.00				\$10,000.00	
4850.00	Cooperative Program Funding		\$17,000.00		\$17,000.00			
4800.00	Other Types of Income		\$65,000.00		\$65,000.00			
Total 4800 Other Types of Income			\$273,000.00	\$0.00	\$0.00	\$82,000.00	\$40,000.00	\$151,000.00
Total Income			\$1,259,000.00	\$986,000.00	\$0.00	\$82,000.00	\$40,000.00	\$151,000.00
Cost of Goods Sold								
5000 - 2% Fee								
5200.00	2% Fee Butte County		\$140.00	\$140.00				
5300.00	2% Fee Chico		\$15,000.00	\$15,000.00				
5350.00	2% Fee Gridley		\$180.00	\$180.00				
5400.00	2% Fee Oroville		\$3,300.00	\$3,300.00				
5500.00	2% Fee Paradise		\$1,100.00	\$1,100.00				
Total 5000 2% Fee			\$19,720.00	\$19,720.00	\$0.00	\$0.00	\$0.00	\$0.00
MicroFunding Deferred Revenue								
10% Fee								
	10% Butte County		\$700.00	\$700.00				
	10% Chico		\$75,000.00	\$75,000.00				
	10% Gridley		\$900.00	\$900.00				
	10% Oroville		\$16,500.00	\$16,500.00				
	10% Paradise		\$5,500.00	\$5,500.00				
10% Deferred Revenues			\$98,600.00	\$98,600.00	\$0.00	\$0.00	\$0.00	\$0.00
Gross Income			\$1,140,680.00	\$867,680.00	\$0.00	\$82,000.00	\$40,000.00	\$151,000.00

Detail of 2024 Budget for Review (2.5%)

Proposed 2025 Budget for Review				Class - 01	Class - 02	Class - 03	Class - 04	Class - 05	
				TBID Program Funding ONLY	Reserve Funds Expected to be Spent 2025	Cooperative Program Funding	Deferred MicroFunding	Travel Chico/Chico MicroZone Funding	
Expense									
			6000 - Sales and Marketing Expense	78%	\$769,080.00				
		6010.00	Advertising						
			6012 - Advertising - Digital	\$6,000.00		\$6,000.00			
			6013 - Advertising - Social Media	\$42,000.00	\$24,000.00	\$6,000.00		\$12,000.00	
			6015 - Advertising - Print	\$20,000.00	\$20,000.00				
			6016 - Advertising - Other	\$5,000.00	\$5,000.00				
			6017 - Advertising - Regional Partnerships	\$20,000.00	\$20,000.00				
			6018 - Advertising - Agency Media Buy	\$120,000.00	\$120,000.00				
21.97%		Total 6010	Advertising	\$213,000.00	\$169,000.00	\$20,000.00	\$12,000.00	\$0.00	\$12,000.00
		6030.00	Conferences & Education						
			6031 - CalTravel Annual Summit	\$10,000.00	\$8,000.00			\$2,000.00	
			6032 - Destination Internation Annual Convention	\$7,000.00	\$7,000.00				
			6033 - Destination Internation Summit	\$12,500.00	\$10,000.00			\$2,500.00	
			6034 - OneWest	\$8,000.00	\$8,000.00				
			6035 - Board Leadership Retreat	\$2,000.00	\$2,000.00				
			6036 - Other	\$2,500.00	\$2,500.00				
			6037 - Visit California	\$2,500.00	\$2,500.00				
0.00%		Total 6030	Conferences & Education	\$42,000.00	\$0.00	\$37,500.00	\$0.00	\$0.00	\$4,500.00
		6050.00	Creative Services						
			6051 - Creative - Video & Photography	\$43,000.00	\$35,000.00			\$8,000.00	
			6052 - Creative - Written	\$5,000.00	\$3,000.00			\$2,000.00	
			6053 - Creative - Influencer	\$30,000.00	\$25,000.00			\$5,000.00	
			6054 - Creative - Other	\$2,000.00	\$2,000.00				
			6055 - Creative - Agency	\$44,000.00	\$44,000.00				
			6056 - Creative - Visitor Guide	\$20,000.00	\$10,000.00			\$10,000.00	
			6057 - Creative - Podcast	\$0.00					
			6058 - Creative - Regional Partnerships	\$15,000.00	\$15,000.00				
15.47%		Total 6050	Creative Services	\$144,000.00	\$119,000.00	\$0.00	\$0.00	\$0.00	\$25,000.00
		6070.00	Dues and Memberships	\$10,000.00	\$10,000.00				
		6100.00	Marketing Contracts						
			6110 - Marketing/PR Agency Account Management	\$82,000.00	\$48,000.00	\$34,000.00			
			6140 - Photography DAMS	\$10,000.00	\$10,000.00				
			6150 - Research & Data	\$50,000.00	\$30,000.00	\$20,000.00			
			6170 - Project Management	\$0.00					
11.44%		Total 6100	Marketing Contracts	\$142,000.00	\$88,000.00	\$54,000.00	\$0.00	\$0.00	\$0.00
		6200.00	Meals	\$3,000.00	\$3,000.00				
		6300.00	Office Supplies	\$1,500.00	\$1,500.00				

Detail of 2024 Budget for Review (2.5%)

Proposed 2025 Budget for Review				Class - 01	Class - 02	Class - 03	Class - 04	Class - 05
				TBID Program Funding ONLY	Reserve Funds Expected to be Spent 2025	Cooperative Program Funding	Deferred MicroFunding	Travel Chico/Chico MicroZone Funding
	6310.00	Postage	\$2,000.00	\$2,000.00				
	6320.00	Printing						
		6321 - Adventure Guide	\$45,000.00		\$30,000.00			\$15,000.00
		6322 - Promotional Materials	\$12,500.00	\$10,000.00				\$2,500.00
		6323 - Other	\$1,000.00	\$1,000.00				
	6340.00	Public Relations - Media						
		6341 - Public Relations	\$18,000.00	\$18,000.00				
		6342 - Media Trips/FAM Tours	\$12,000.00	\$12,000.00				
3.90%	Total 6340	Public Relations - Media	\$30,000.00	\$30,000.00	\$0.00	\$0.00	\$0.00	\$0.00
	6350.00	Sales & Marketing Exp. Other	\$2,000.00	\$2,000.00				
	6355.00	Hospitality for Hospitality	\$4,500.00	\$4,500.00				
Storage Unit and Coworki	6360.00	Rent / Office Space	\$3,000.00	\$3,000.00				
	6370.00	Sponsorship Marketing	\$10,000.00	\$10,000.00				
	6380.00	Travel Trade & Consumer Market Shows						
		6381 - Consumer Shows	\$0.00					
		6382 - Travel Trade Events	\$24,000.00		\$24,000.00			
		6383 - Travel Trade Trips/FAM Tours	\$5,000.00		\$5,000.00			
		6384 - Other	\$0.00					
0.00%	Total 6380	Travel Trade & Consumer Market Shows	\$29,000.00	\$0.00	\$29,000.00	\$0.00	\$0.00	\$0.00
	6400.00	Staffing - Marketing (90%)						
		6410 - Staffing - Marketing payroll	\$268,000.00	\$220,000.00				\$48,000.00
		6420 - Staffing - Payroll Taxes - Mktg	\$25,500.00	\$20,000.00				\$5,500.00
		6440 - Health insurance	\$29,200.00	\$22,000.00				\$7,200.00
		6450 - 401K	\$12,800.00	\$10,000.00				\$2,800.00
		6460 - Bonus	\$21,000.00		\$17,500.00			\$3,500.00
35.37%	Total 6400	Staffing - Marketing	\$356,500.00	\$272,000.00	\$17,500.00	\$0.00	\$0.00	\$67,000.00
	6655.00	Vehicle - Van Expenses	\$70,000.00	\$5,000.00		\$65,000.00		
	6700.00	Website						
		6710 - Explore Butte County Website	\$16,000.00	\$16,000.00				
		6720 - Travel Chico Website	\$5,000.00					\$5,000.00
		6730 - Direct Booking Platform	\$14,000.00	\$14,000.00				
		6740 - Butte365 Community Calendar	\$5,000.00			\$5,000.00		
		6750 - Digital Passport	\$8,000.00	\$8,000.00				
4.94%	Total 6700	Website	\$40,000.00	\$38,000.00	\$0.00	\$5,000.00	\$0.00	\$5,000.00

Detail of 2024 Budget for Review (2.5%)

Proposed 2025 Budget for Review			Class - 01	Class - 02	Class - 03	Class - 04	Class - 05	
			TBID Program Funding ONLY	Reserve Funds Expected to be Spent 2025	Cooperative Program Funding	Deferred MicroFunding	Travel Chico/Chico MicroZone Funding	
99.86%	Total 6000 - Sales and Marketing Expense		\$1,161,000.00	\$768,000.00	\$188,000.00	\$82,000.00	\$0.00	\$131,000.00
	6800 - Destination Management Activity							
	6830.00	Destination Management Planning	\$120,000.00	\$120,000.00				
	6840.00	BC Film Commission	\$28,000.00	\$28,000.00				
	Total 6800 - Destination Management Activity		\$148,000.00	\$0.00	\$148,000.00	\$0.00	\$0.00	\$0.00
	6900 - Zone Micro-Funding							
	6905.00	Outside contract Services						
	6910.00	Chico Zone/Travel Chico	\$20,000.00					\$20,000.00
	6920.00	Paradise Zone	\$10,000.00			\$10,000.00		
	6930.00	Oroville Zone	\$27,000.00			\$27,000.00		
	3940.00	Other Zone - County	\$1,500.00			\$1,500.00		
	3950.00	Gridley Zone	\$1,500.00			\$1,500.00		
	Total 6900 - Zone and Micro-Marketing		\$60,000.00	\$0.00	\$0.00	\$0.00	\$40,000.00	\$20,000.00
-\$1,080.00	Total Sales & Marketing		\$1,369,000.00	\$768,000.00	\$336,000.00	\$82,000.00	\$40,000.00	\$151,000.00
	7000 - Administration		10%	\$98,600.00				
	7010.00	Advertising	\$0.00					
	7020.00	Bank Fees	\$120.00	\$120.00				
	7030.00	Conferences & Education	\$10,000.00		\$10,000.00			
	7060.00	Filing Fees/Taxes	\$4,000.00	\$4,000.00				
	7070.00	General Administration	\$2,400.00	\$2,400.00				
	7100.00	Insurance	\$5,000.00	\$5,000.00				
	7200.00	Meals	\$2,400.00	\$2,400.00				
	7300.00	Office Supplies	\$4,000.00	\$4,000.00				
	7310.00	Postage	\$550.00	\$550.00				
	7320.00	Printing and Copying	\$600.00	\$600.00				
	7330.00	Professional Fees - Accounting	\$50,000.00	\$30,000.00	\$20,000.00			
	7340.00	Professional Fees - Legal	\$10,000.00	\$10,000.00				
	7350.00	Professional Fees - Human Resources	\$6,500.00	\$6,500.00				
	7360.00	Rent / Office Space	\$9,000.00	\$9,000.00				
	7370.00	401K Administration	\$1,000.00	\$1,000.00				
	7400.00	Staffing - Admin (10%)						
	7410	Staffing - Admin Payroll	\$25,000.00	\$25,000.00				
	7420	Payroll taxes - admin	\$2,400.00	\$2,400.00				
	7440	Health insurance	\$2,400.00	\$2,400.00				
	7450	401K	\$1,200.00	\$1,200.00				

Detail of 2024 Budget for Review (2.5%)

Proposed 2025 Budget for Review				Class - 01	Class - 02	Class - 03	Class - 04	Class - 05
				TBID Program Funding ONLY	Reserve Funds Expected to be Spent 2025	Cooperative Program Funding	Deferred MicroFunding	Travel Chico/Chico MicroZone Funding
		7460 - Bonus	\$0.00					
31.44%	Total 7400	Staffing - Admin	\$31,000.00	\$31,000.00	\$0.00	\$0.00	\$0.00	\$0.00
		7500.00 Subscriptions	\$2,600.00	\$2,600.00				
		7560.00 Telephone, Telecommunications	\$2,400.00	\$2,400.00				
		7570.00 Travel	\$1,800.00	\$1,800.00				
		7900.00 Admin Expense Other	\$600.00	\$600.00				
\$15,370.00	Total 7000 - Administration Expense		\$143,970.00	\$113,970.00	\$30,000.00	\$0.00	\$0.00	\$0.00
	Total Expense		\$1,512,970.00	\$881,970.00	\$366,000.00	\$82,000.00	\$40,000.00	\$151,000.00
	Net Ordinary Income		-\$372,290.00	-\$14,290.00	-\$366,000.00	\$0.00	\$0.00	\$0.00
	Net Income		-\$372,290.00	-\$14,290.00	-\$366,000.00	\$0.00	\$0.00	\$0.00



Board of Directors Staff Report Agenda Item: 3.2 Proposal to Sell the 2021 Mercedes Sprinter Van and Purchase a Hybrid SUV

Proposal to Sell the 2021 Mercedes Sprinter Van and Purchase a hybrid SUV. By selling the Mercedes Sprinter Van and purchasing a hybrid SUV, Explore Butte County would benefit from reduced operating costs, increased flexibility, and more efficient outreach efforts.

OVERVIEW

As we continue to optimize our outreach and operations, I propose selling our current 2021 Mercedes Sprinter Van, which serves as the Mobile Visitors Center. In its place, I recommend purchasing a more versatile and cost-effective hybrid SUV. This change will better suit our needs, reduce costs, and provide greater flexibility in serving Butte County's visitors.

SET A MINIMUM SELL PRICE FOR THE VAN

To sell the 2021 Mercedes Sprinter Van for a minimum of \$65,000 via private sale or buy auction.

BUY A HYBRID SUV

To buy a hybrid SUV for no more than \$65,000 with the proceeds from selling the 2021 Mercedes Sprinter Van.

Purchasing the 2025 Grand Highlander Hybrid MAX Limited for less than \$65,000:

The 2025 Grand Highlander Hybrid MAX Limited offers a combination of performance, fuel efficiency, and versatility that aligns with Explore Butte County's operational and strategic goals. This vehicle supports our commitment to sustainability, economic efficiency, and professional representation of the organization in our tourism and partnership initiatives.

Key Benefits

1. Fuel Efficiency and Cost-Effectiveness
 - The Hybrid MAX system delivers excellent fuel economy, reducing overall carbon emissions.
 - Reduced fuel consumption lowers operational costs compared to the 2021 Mercedes Sprinter Van.
 - The hybrid technology provides long-term savings on fuel expenses, making it a financially sustainable choice.
2. Capacity and Versatility
 - Seating for up to 7-8 passengers accommodates team members, partners, or stakeholders.

- Generous cargo space supports transporting promotional materials, event supplies, or other necessary items for destination marketing activities.
- 3. Safety and Reliability
 - Advanced safety features such as Toyota Safety Sense 3.0 ensure safe transportation for staff and stakeholders.
 - Integrated Dashcam designed to reliably capture video, image, sound, and location data while you operate your vehicle. Will begin recording upon ignition to capture the drive or on impact when moving or parked.
 - Toyota's reputation for reliability ensures a lower total cost of ownership over the vehicle's lifetime.

Financial Considerations

The initial investment in the Grand Highlander Hybrid MAX Limited will be less than \$65,000. At the investment of less than the minimum sell price of the 2021 Mercedes Sprinter Van will provide measurable returns in terms of fuel savings, reduced emissions, and the vehicle's long-term reliability. Additionally, as a highly efficient and sustainable vehicle, it positions our organization to take advantage of potential incentives or rebates for hybrid vehicles.

The 2025 Grand Highlander Hybrid MAX Limited is an ideal choice for Explore Butte County. It meets our operational needs while promoting our values of sustainability, innovation, and professionalism. This purchase demonstrates our commitment to leading by example in creating a positive impact within our community and the tourism industry.

CONCLUSION

By selling the Mercedes Sprinter Van and purchasing a 2025 Grand Highlander Hybrid MAX Limited, Explore Butte County would benefit from reduced operating costs, increased flexibility, and more efficient outreach efforts. This change would also ensure our entire team can travel together comfortably for in-market and out-of-area events. I believe this change will allow us to better serve the county's tourism needs while aligning with our financial goals.

NEXT STEPS

1. Approval from the board to initiate the sale of the 2021 Mercedes Sprinter Van for a minimum of \$65,000.
2. After the sale of the 2021 Mercedes Sprinter Van, reach out to the Toyota dealerships to get a quote for a 2025 Grand Highlander Hybrid MAX Limited or comparable vehicle.
3. Purchase of a new hybrid vehicle with the funding from selling the van, not to exceed \$65,000.

Your 2025

Grand Highlander Hybrid MAX Limited

\$60,545

Total Amount as Built*



Summary

Option Code

Price

Grand Highlander Hybrid MAX Limited Base MSRP †

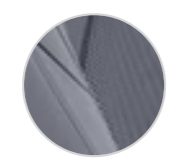
\$54,690

Colors



EXTERIOR: Wind Chill Pearl †

\$475



INTERIOR: Light Gray Leather and Ultrasuede®

-

Powertrain

ENGINE: 2.4-Liter 4-Cylinder Turbocharged Hybrid MAX Engine All-Wheel Drive

-

DRIVETRAIN: All-Wheel Drive

-

TRANSMISSION: Direct Shift 6-Speed Automatic Transmission

-

Packages

50 State Emissions

INCLUDED

Accessories



All-Weather Floor Liner Package †

2T

\$378



Tow Hitch Receiver Package †

DH

\$930



Body Side Moldings †

BM

\$275



Door Edge Guards †

D5

\$160



Emergency Assistance Kit †

7R

\$75



Blackout Emblem Overlays †

3J

\$139



Integrated Dashcam †

V1

\$499



Cross Bars †

3T

\$325



Rear Hatch Cargo Lamps †

43

\$350



Running Boards †

RB

\$799

Delivery, Processing and Handling Fee

\$1,450

Total SRP*

\$60,545

Maintenance

 **ToyotaCare** ⓘ

\$0 (NO COST) *

No cost maintenance plan and roadside assistance. †

Total Amount as Built*

\$60,545

Your 2025
Grand Highlander Hybrid
MAX Limited





Board of Directors Staff Report

Agenda Item: 3.3 Micro-Zone Funding Agreement Waiver

Prepared by: Nichole Farley, Executive Director
Meeting Date: January 19, 2025

Purpose

To present for Board consideration and approval a proposed policy that allows for waiving some or all Conditions Precedent to Partnership (CPP) requirements for qualifying partners under specific circumstances. This policy ensures flexibility while maintaining alignment with Explore Butte County's strategic goals and values.

Background

The Conditions Precedent to Partnership (CPP) requirements, outlined in the Partnership Agreement, ensure that recipients of Partnership Funds demonstrate accountability, organizational stability, and capacity to execute funded activities effectively.

However, certain organizations face legitimate challenges in meeting all CPP requirements, particularly small organizations with limited resources or those requesting smaller grant amounts. The absence of a waiver mechanism has the potential to exclude valuable partnerships that align with Explore Butte County's mission and goals.

Proposed Policy

The proposed Policy for Waiving Conditions Precedent to Partnership Requirements establishes clear criteria and procedures for waivers, ensuring fairness and transparency.

Eligibility Criteria:

Waivers may be granted if the partner meets one or more of the following:

1. Alignment with Strategic Objectives: Activities align with Explore Butte County's strategic goals.
2. Demonstrated Public Benefit: The partnership provides substantial community or regional benefits.
3. Operational Constraints:
 - Organizations with operational budgets below \$499,999.
 - Organizations requesting funding of \$4,999 or less.
 - Other documented constraints impacting their ability to meet requirements.
4. Proven Track Record: History of successful collaboration with Explore Butte County or similar organizations.
5. Pilot or Experimental Projects: Projects that promise innovative solutions with high potential impact.

Approval Process:

- Minor Waivers: Approved by the Executive Director.
- Major Waivers: Require Board approval.

Conditions and Oversight:

- Alternative documentation or assurances may be required in lieu of waived conditions.
- Waivers are documented and subject to regular review.

Impacts

Benefits:

- Encourages partnerships with smaller, resource-constrained organizations.
- Promotes innovative and community-driven projects.
- Ensures Explore Butte County's funding reaches a wider audience while maintaining alignment with strategic goals.

Risks:

- Potential for inconsistent application of waivers without clear guidelines and oversight.
- Mitigated through documented processes and Board oversight for major waivers.

Recommendation

Staff recommends that the Board approve the Policy for Waiving Conditions Precedent to Partnership Requirements. The policy balances flexibility and accountability, enabling Explore Butte County to foster meaningful partnerships that support tourism and economic development in the region.

Attachments

[Policy for Waiving Conditions Precedent to Partnership Requirements](#)



POLICY FOR WAIVING CONDITIONS PRECEDENT TO PARTNERSHIP REQUIREMENTS

Version: 001

Effective Date:

Approved By:

Last Reviewed:

Next Review Date: April 2025

Purpose

This policy establishes criteria and procedures for waiving certain or all Conditions Precedent to Partnership (CPP) requirements outlined in the Partnership Agreement. This ensures flexibility while maintaining fairness and alignment with Explore Butte County's objectives.

Eligibility for Waiver

Waivers for CPP requirements may be granted to a Recipient that demonstrates eligibility under one or more of the following criteria:

1. Alignment with Strategic Objectives

The Recipient's proposed use of Partnership Funds significantly aligns with Explore Butte County's strategic goals and provides measurable benefits to the tourism industry or community.

2. Demonstrated Public Benefit

The Recipient provides a clear case for a substantial public or community benefit that outweighs the requirement to fulfill all CPP conditions.

3. Operational Constraints

Waivers may be granted to Recipients facing significant constraints that make compliance with specific CPP requirements infeasible. This includes:

- Organizations with an operational budget of less than \$499,999.
- Organizations requesting funding of less than \$4,999.
- Other documented operational challenges (e.g., staffing limitations, lack of resources) that demonstrate legitimate barriers to meeting the CPP requirements.

4. Proven Track Record

The Recipient has an established history of compliance and successful collaboration with Explore Butte County or similar organizations.

5. Pilot or Experimental Projects

The Recipient proposes an innovative project that, if successful, could significantly impact tourism, community engagement, or economic development.

Conditions for Waiver

1. Waivers may be granted in whole or in part, with certain CPP requirements modified or waived outright.
2. Any waiver is subject to:
 - The Recipient providing alternative documentation or assurances in lieu of waived requirements (e.g., financial certifications or interim reporting).
 - A defined timeline for compliance with waived requirements, if applicable.

Waiver Request Process

1. Submission
The Recipient must submit a written waiver request to the Executive Director, detailing:
 - The specific CPP requirements they seek to waive.
 - Justification for the waiver, referencing the eligibility criteria.
 - Any alternative assurances or supporting documents.
2. Review
The Executive Director reviews the request and determines if it meets the eligibility criteria. Input from legal counsel or the Board of Directors may be sought for major waivers.
3. Approval
 - Minor Waivers (e.g., waiving one condition): Approved by the Executive Director.
 - Major Waivers (e.g., waiving multiple or critical conditions): Requires approval by the Board of Directors.
4. Documentation
All waivers are documented in writing, detailing the scope, rationale, and any conditions attached.

Review and Oversight

Waivers are subject to regular review to ensure compliance with the conditions set out and alignment with Explore Butte County's goals. The Executive Director will report significant waivers to the Board of Directors during regular meetings.