



## EXPLORE BUTTE COUNTY

### BOARD OF DIRECTORS MEETING

#### 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

May 22, 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 March 27, 2025](#)
  - 2.2. [Approve Minutes from April 24, 2025](#)
  - 2.3. [Approve February 2025 Financials \(with authorization to update for TBID assessment revenues attributed to February\)](#)
  - 2.4. [Approve March 2025 Financials \(with authorization to update for TBID assessment revenues attributed to March\)](#)
  - 2.5. [Approve April 2025 Financials \(with authorization to update for TBID assessment revenues attributed to April\)](#)
3. OBJECTIVE 1: LEAD AND ADVANCE THE BUTTE COUNTY TOURISM INDUSTRY
  - 3.1. STRATEGIC PLANNING - [2025/2026 ACTION PLAN](#)

Based on the discussion and feedback from the 2025 Leadership Retreat on April 24, 2025, EBC staff were able to compile key goals and measurements for the 2025/2026 year.

[Staff Report](#)

*Recommendation: Adoption of the strategic action plan for 2025/2026*
4. OBJECTIVE 2: EXPAND AND DIVERSIFY OUR EXPERIENCE BASE

4.1. UPDATE: SPORTS TOURISM INFRASTRUCTURE MASTER PLAN (Nichole Farley)

The agreement with Hunden Partners has been executed. The

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

5.1. UPDATE: BCTBID MODIFICATION (Nichole Farley)

The Resolution of Intent to Modify the BCTBID was adopted on May 13, 2025. The County has until May 30, 2025, to mail the legal notice. The notice was delivered to the Clerk of the Board on May 13. The following steps in the hearing process are a public meeting on June 10, 2025, and a public hearing on July 29, 2025.

6. BOARD UPDATES & PUBLIC COMMENT

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

7. ADJOURNMENT



## EXPLORE BUTTE COUNTY

### BOARD OF DIRECTORS ANNUAL MEETING

Tamba Sellu, President  
Courtyard by Marriott, Chico

Matt Reed, Treasurer  
Butte County Fairgrounds, Gridley

Kate Pinsonneault, Secretary  
Hotel Diamond, Chico

Jason Olivares  
Oxford Suites, Chico

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

Sareena Merchant  
Hampton Inn, Oroville

Megan Kurtz  
CSU Chico

Megan Gaddis  
Chico Chamber of Commerce

March 27, 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.

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#### 1. OPEN MEETING

Start: 12:31pm

Present: Nichole Farley, Tamba Sellu, Cameo Calderon, Melissa Schuster, Kate Pinsonneault, Megan Gaddis, Aaron Wright, Megan Kurtz, Jennifer Macarthy, Matt Reed, Jason Olivares, Patricia Macias, Miranda Bowersaxson, Sareena Merchant, Chang Li, Ev Duran, Ashley Baer, Will Firth.

#### 2. CONSENT CALENDAR

2.1. Approve Minutes from January 20, 2025

2.2. Approve January 2025 Financials (with authorization to update for TBID assessment revenues attributed to January)

Move to approve the Consent Calendar as presented.

Motion: Matt Reed

Second: Megan Kurtz

Vote: 8 - 0 - 0 Motion Passed

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

3.1. PROPOSED 2025 BOARD OF DIRECTOR and ADVISOR SLATE (Nichole Farley)

[The proposed 2025 Board of Directors and Advisors for Explore Butte County.](#)

*Recommendation: Adoption of the 2025 Board of Directors*

Nichole: Kate Pinsonneault and Megan Kurtz are serving on our nominating committee. Jason Olivares, Megan Gaddis, and Melissa Schuster have terms expiring in March 2025 and would like to renew. Oroville's lodging seat is currently vacant.

Jennifer Macarthy: I have a question regarding the process for appointing hotel board members. I appreciate everyone currently involved, but I recommend doing some direct outreach to all the hoteliers so they feel included in the process.

Nichole: I'd like to introduce Sareena Merchant from the Hampton Inn and Suites.

Sareena: I manage the Hampton Inn and Suites and have an extensive background in hospitality. I'm getting to know the community and looking into how we can enhance the EBC brand.

Megan Kurtz: Kate and I recently had lunch with Sareena and had a pleasant conversation about her thoughts on the county and how to increase visitor engagement.

Kate Pinsonneault: I appreciated how community-minded you are and how eager you are to connect with everyone.

Nichole: We'll also be reviewing our proposed advisors for 2025. These individuals are my contacts for community engagement. Will Firth from Butte County and Nichile Hill from Stoble are new additions.

*Recommendation: Adoption of the 2025 Board of Directors*

Move: To approve the adoption of the 2025 Board of Directors and Advisory Slate.

Motion: Matt Reed

Second: Melissa Schuster

Vote: 8 - 0 - 0 Motion Passed

3.2. PROPOSED 2025 BOARD OF DIRECTOR OFFICER SLATE (Nichole Farley)

Take nominations for Officer Slate (President, Treasurer, and Secretary).

*Recommendation: Adoption of the 2025 Officers*

Nichole: We have the opportunity to elect a new secretary. Who is interested in stepping into that seat for 2025-2027?

Tamba Sellu has volunteered to serve as President for another year. Matt Reed has one additional year on his term as Treasurer. Kate Pinonnseault has volunteered and will be our new 2025-2027 secretary.

Move to approve Tamba Sellu as President and Kate Pinsonneault as Secretary. Matt Reed will continue as Treasurer for 2025-2026 year.

Motion: Tamba Sellu

Second: Matt Reed

Vote 9 - 0 - 0 Motion Passed

4. OBJECTIVE 2: EXPAND AND DIVERSIFY OUR EXPERIENCE BASE

4.1. UPDATE: SPORTS TOURISM INFRASTRUCTURE MASTER PLAN (Nichole Farley)

The Destination Development Committee is interviewing four qualified consultants to help EBC develop the Sports Tourism Infrastructure Master Plan. The final consultant will be identified for Board approval at the April Board Retreat.

Nichole: We kicked off the interviews yesterday with two firms—Victus and Hunden. Both are highly qualified. We have two more interviews scheduled for tomorrow with CSL and Huddle Up Consulting. The Destination Development Committee will meet next week to review and then decide which firm to bring forward to the board at the retreat in April.

Megan Kurtz: Just a reminder to keep Chico State and the CARD Aquatic Center in mind during the selection process.

Nichole: Eric Coleman, Athletics Director from Chico State, has been participating in the calls to share his input with the committee.

Matt Reed: When will the recommendation be brought to us?

Nichole: We will have the contract initiated and the recommendation ready for the April 24th board meeting. Depending on which firm is selected, I will try to have them attend the meeting as well.

4.2. UPDATE: MICRO-ZONE COMMITTEE UPDATE (Nichole Farley)

The Chico Micro-Zone and Oroville Micro-Zone Committees have set their budgets for 2025.

Nichole: Between January and our meeting today, both committees have met to set their budgets for 2025. The Chico Committee has set aside \$20,000 for community sponsorships, and we have awarded two so far. We still have 12,500 left for our community bucket. The Oroville Committee has met, and they had 27,000 to give and have awarded the ODBA, Chamber, Show & Stroll, FRRPD, and Oroville Lights.

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

5.1. UPDATE: BCTBID MODIFICATION (Nichole Farley)

The County Attorney is reviewing the documents for the second time this week. The proposed timeline is to begin the public hearing process no later than April 22, 2025, so the changes can go into effect on July 1.

Nichole: We are currently in the middle of the BCTBID Modification process. Since we last met in January, I've had individual meetings with members of the Board of Supervisors, and now we will begin the public hearing process in April.

Tamba Sellu: Can board members be part of the public hearing process?

Nichole: Yes, I will add the hearings to your calendars and provide speaker cards, so you can speak if you'd like.

5.2. EBC STAFF GOALS

Staff goals for 2025 focus on destination development, travel trade, organizational development, professional growth, and creativity and innovation in our marketing programming.

[Executive Director Goals](#) - [Marketing Director Goals](#)

*Recommendation: Adoption of the 2025 Staff Goals*

Nichole: I have set goals for both our marketing director and myself that I would like to review and seek approval for. These goals go above and beyond the expectations of our team. In order to qualify for a potential bonus, each goal is assigned a point value.

For myself, I want to focus on empowering the team through creativity and by testing new marketing strategies and campaigns. I plan to lead regional collaborations with Discover Siskiyou, Visit Redding, and Plumas County. I also aim to complete the Sports Tourism Master Plan on time and within budget, and to secure participation in a tourism exchange with Visit California to increase travel trade exposure. Additionally, I will advocate for investment in filling two key positions that will support the Marketing Director, and continue work on modifying the BCTBID.

Discussion:

Jason: There are a lot of goals for the year.

Matt Reed: I'm excited by what you've presented.

Megan Kurtz: I would suggest creating a rubric to help assess where we are, especially in terms of emotional labor.

Sareena: Regarding the job descriptions for the new positions, can board members give input?

Nichole: For the Marketing Director position, we're emphasizing professional development and growth. We want to embrace EBC's value of innovation by dedicating weekly time to researching marketing trends. We're also asking: How can we better engage the community in our marketing strategy? One idea is to collaborate with local universities and businesses to host a marketing event where participants are presented with real challenges and pitch their solutions. It would be a full day of hands-on marketing work. I also plan to pursue the CDME credential and explore non-tourism marketing practices to bring in fresh insights. Finally, we want to create an immersive experience through an internship program.

Kate: Do we have a timeline for when you'll hear back on the CDME credential?

Ashley: I'll hear back in mid-April.

Matt: I'm excited about the internship program and collaborating with the universities.

Tamba: I have two students who are currently looking for internships.

Move: For the adoption of the 2025 Staff Goals as presented.

Motion: Jason Olivares

Second: Aaron Wright

Vote: 9 - 0 - 0 Motion Passed

### 5.3. UPDATE: EBC STAFF (Nichole Farley)

Hiring for two positions: Content Development Coordinator or a Travel Chico Coordinator and a Community Relations Coordinator.

Nichole: The Travel Chico Coordinator role will be a step up from the Marketing Coordinator position. This is due to the responsibilities it includes—budget management, oversight of the micro-zone committee, and management of social media and the website. The Marketing Coordinator will support the Travel Chico brand through social media

management, but will also focus on capturing content for Explore Butte County to support Ashley.

Discussion:

Megan: Where are the openings listed?

Nichole: They are currently on our website, but we will also post them on LinkedIn.

Tamba: Do you have a flyer?

Nichole: Yes, I will share it with the universities and local businesses.

Jennifer Macarthy: Just to clarify—\$40,000 is allocated for content management, but that amount is not the salary.

Ev Duran: What determines which role you hire?

Nichole: Ashley is currently supporting the Travel Chico brand.

Ashley: When I have the time, I've been supporting the Travel Chico brand. During this interim period, we're trying to keep the momentum going until we can bring someone on board.

#### 5.4. ANNUAL BOARD RETREAT (Nichole Farley)

On Thursday, April 25, 2025, from 9 am - 4 pm at Live Vine Vineyard and Winery. The day will include an update on organization and board compliance items, annual planning, and a team activity.

No Comments.

### 6. BOARD UPDATES & PUBLIC COMMENT

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

Melissa Schuster: I want to talk about what's happening in Paradise. Paradise has struggled with an infrastructure issue. The last attempt to solve it involved a pipeline to Chico, but this year, the cost escalated significantly and state funding was no longer available. In the meantime, a group of us has come up with a solution that involves using septic systems, though the water issue remains in the downtown areas. There is a high water table and lava systems. We instituted a sales tax measure, but if we don't have the commerce to generate sales tax revenue, it's critical that we, as the tourism industry, are recognized in helping move this project forward.



Jason: What kind of support are you looking for?

Melissa: Letters of support and encouragement.

Aaron Wright: I think it's a slippery slope for us to be too specific. We need to keep our support general; the city has staff and officials whose roles are to handle these specifics.

Megan Gaddis: We're partnering with the Paradise Chamber and California Renovations for a networking event. CA Renovations is also partnering with Vitalant because of the blood shortage, so they want to connect with the community for support and networking. The 3rd Annual César Chávez event will take place in the downtown Chico plaza. The DCBA and CARD are organizing Spring Fling. If you want to host an event in the downtown plaza, it's free of charge, but it does privatize the events to close the plaza and make it clear and safe.

Megan Kurtz: Choose Chico contributed to a 12% increase in intent to enroll, and the admissions office is working hard to get these students to fully commit.

Tamba Sellu: Choose Chico is an opportunity for hotels. We could set up a crash training program for our front desk staff on visitor engagement.

Aaron: We need to capitalize on federal and state employees with our efforts so they can see how these opportunities exist.

Jennifer Macarthy: I'm excited about the sports infrastructure project. Our marketing efforts are great, but I also think we should focus on events that have a regional draw to attract people from outside the area. I would love to see more support for these events, helping to get the word out and rebranding for them.

Megan Kurtz: Internship programs would help with marketing ideas for regional events.

Kate Pinsonneault: The Chocolate Festival is a good opportunity for us to look at expanding and growing since this event would impact the surrounding areas as well.

Melissa Schuster: I like the idea of helping to push events that bring people in, especially during October.

Nichole: Madden is focusing on internal and community marketing. New creative will be launched in May, and the Butte County Mile will be pushed out to increase community engagement.



## EXPLORE BUTTE COUNTY LEADERSHIP RETREAT

### 2025 BOARD OF DIRECTORS

Tamba Sellu, President  
Courtyard by Marriott, Chico

Matt Reed, Treasurer  
Butte County Fairgrounds, Gridley

Kate Pinsonneault, Secretary  
Hotel Diamond, Chico

Jason Olivares  
Oxford Suites, Chico

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

Sareena Merchant  
Hampton Inn, Oroville

Megan Kurtz  
CSU Chico

Megan Gaddis  
Chico Chamber of Commerce

April 24, 2025  
Time: 9:30 am - 3:30 pm

Live Vine Vineyard & Winery  
743 Luds Way, Oroville, CA 95965

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

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#### 1. OPEN MEETING

[Board Members Present: Kate Pinsonneault, Jason Olivares, Sareena Merchant, Megan Kurtz, Megan Gaddis](#)

#### 2. WELCOME AND INTRODUCTIONS

#### 3. BOARD ENGAGEMENT AND EXPECTATIONS

#### 4. WHY VISITATION MATTERS

#### 5. STRATEGIC PLANNING WORKSHOP

#### 6. BOARD ACTION ITEMS

##### 6.1. [Sports Tourism Infrastructure Master Plan Consultant & Proposal Selection](#)

The Board will review a staff recommendation to approve Proposal Option 2 from Hunden Partners for the Sports Destination District Master Plan. The proposed scope includes a comprehensive market analysis of mixed-use components to support long-term economic development and private investment around sports tourism infrastructure.

[Hunden Partners Proposal Option 1](#)  
[Hunden Partners Proposal Option 2](#)

Recommendation: Staff recommends that the Board of Directors approve Proposal Option 2 from Hunden Partners in the amount of \$155,000, as it provides a more comprehensive foundation for a transformative Sports Destination District Master Plan.

Discussion focused on the need for the additional market analysis of mixed-use components for the sports facility. Option 2 was not the original proposals that was reviewed and being recommended by the Destination Development Committee but a new proposal that was developed after the interview process and the committee selected Hunden Partners to recommend to the Board of Directors.

Nichole Farley, Executive Director is recommending Option 2 to allow Explore Butte County, and the community, to understand fully

Concerns from the Board were made that studying the need and demand for additional commercial and mixed use for Chico is premature and might upset members of the community, including business in Downtown Chico. An additional concern, was studying housing as part of this project. Including house could negatively impact the prospect of development approval in Chico. The discussion of location was brought up. Was Chico where the sports development be build? The Everybody Healthy Body property is located in Butte County, adjacent to Chico and would likely need to be annexed into Chico for basic services - water, sewer, etc. The City of Oroville could also be an option.

Rob Hunden, President & CEO of Hunden Partners was at the meeting. He talked about the benefit to studying the commercial opportunities now, rather than later, for the cost savings. The comprehensive market analysis of mixed-use components typically cost \$100K. Rob added the study to our original proposal for \$50K since it is easier to pull all the various data sets once than to come back at a later date. He has had projects fail to consider commercial activation to the Sports Complex and lost tax revenue to other jurisdiction. Commercial activation was added five years after initial development of the Sports Complex. Additionally, Rob agreed to add a Site Analysis to Option 2, to compare two potential sites for the development project.

Move: To Approve the Hunden Partners Proposal for Option 2 with a not to exceed \$155,000.

Motion: Jason Olivares

Second: Aaron Wright

Vote 6 - 0 - 0 Motion Passed

## 6.2. [2025 Budget Ratification](#)

Present a revised 2025 Budget for adoption by the Board of Directors. This updated budget reflects refined allocations within the Marketing and Destination Development programs to better align expenditures with strategic priorities, improve account clarity, and ensure the continuity of essential initiatives. It also includes new requests from the Travel Chico Micro-Zone Committee and an update to the Administrative Budget to reflect actual operational needs.

[2025 Budget - Adopted on January 30, 2025](#)

[Ratification of 2025 Budget - Proposed on April 24, 2025](#)

Recommendation: Staff recommends the Board of Directors adopt the revised 2025 Budget, including proposed reallocations, reserve requests, and updates to administrative and micro-zone funding.

Clarification was requested on the reallocation of reserve funding to cover the additional cost of Option 2. No new additional reserves are being requested. Staff will be delaying the reprint of the adventure guide to 2026 which was \$30K and we had \$20K in research that staff did not have an immediate plan for.

Move: Adopt the revised 2025 Budget as presented, including proposed reallocations, reserve requests, and updates to administrative and micro-zone funding.

Motion: Aaron Wright

Second: Jason Olivares

Vote: 6 - 0 - 0 Motion Passed

7. 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.

8. ADJOURNMENT



## **Financial Statements**

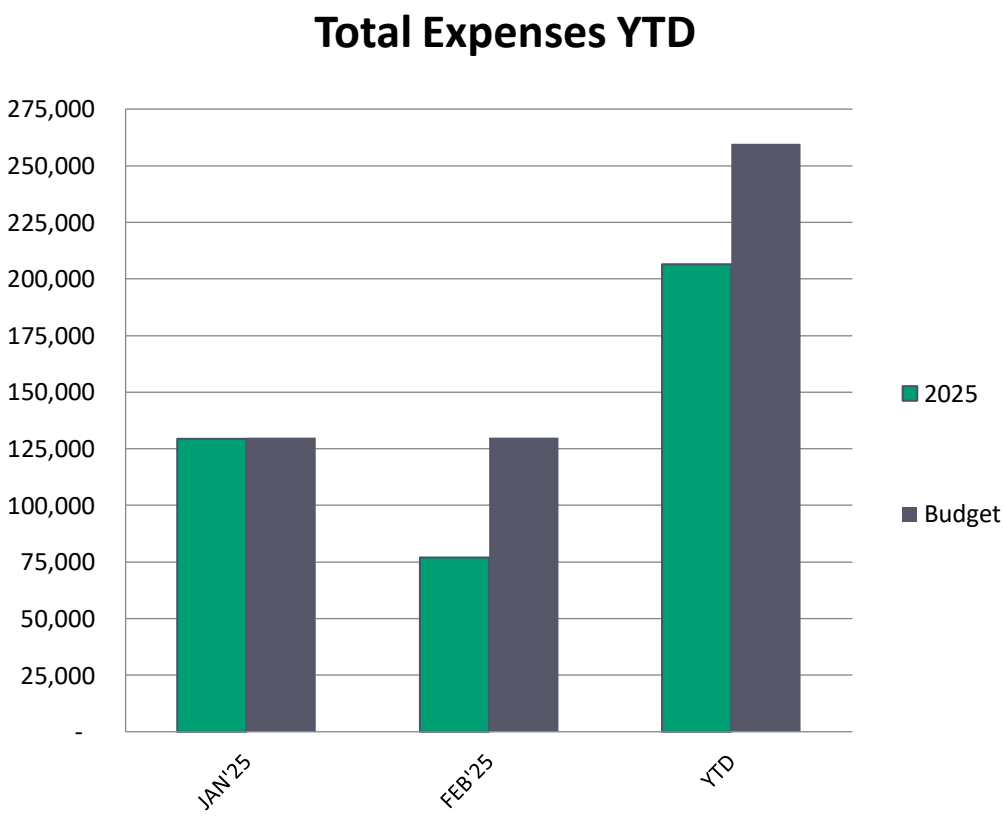
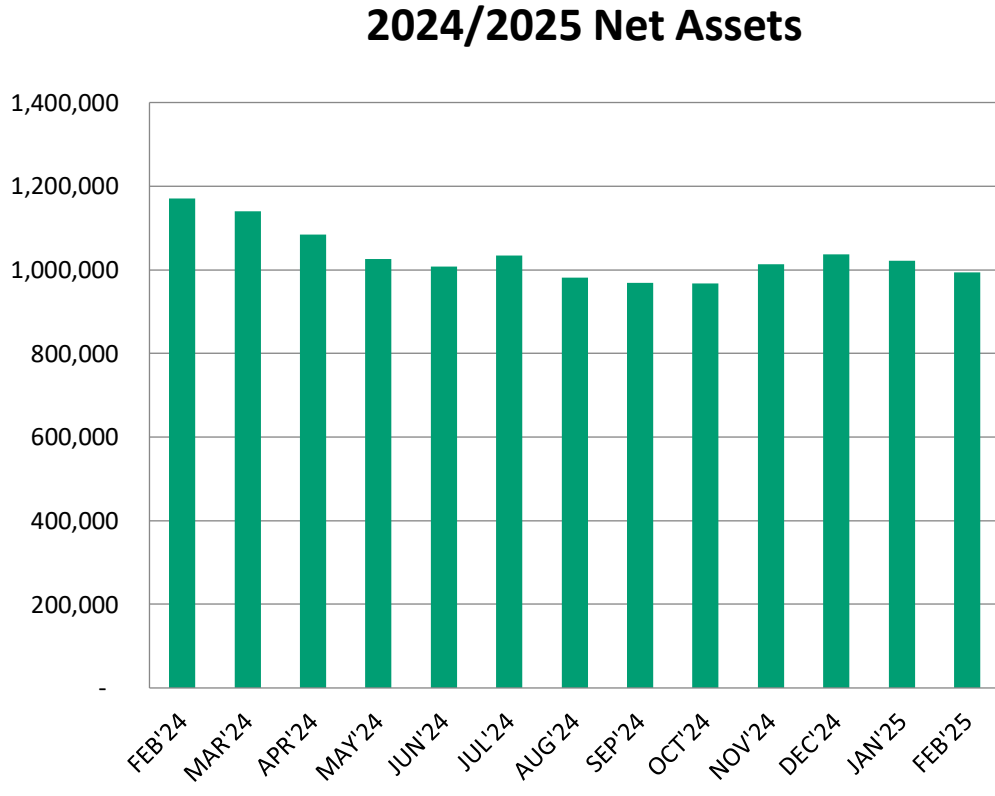
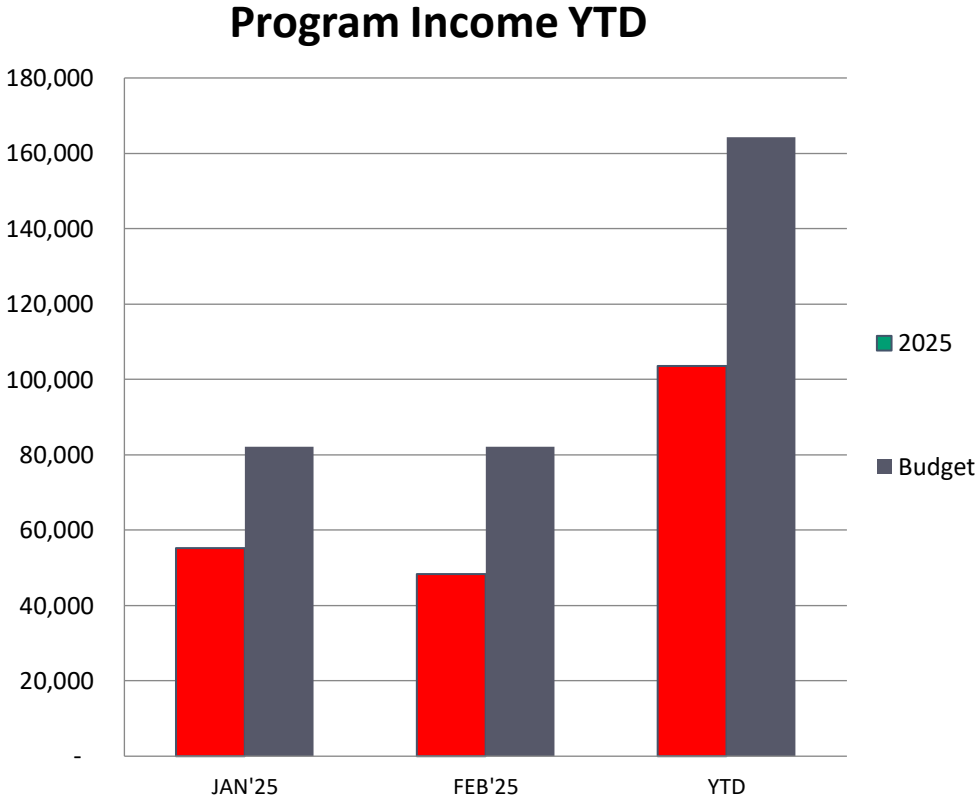
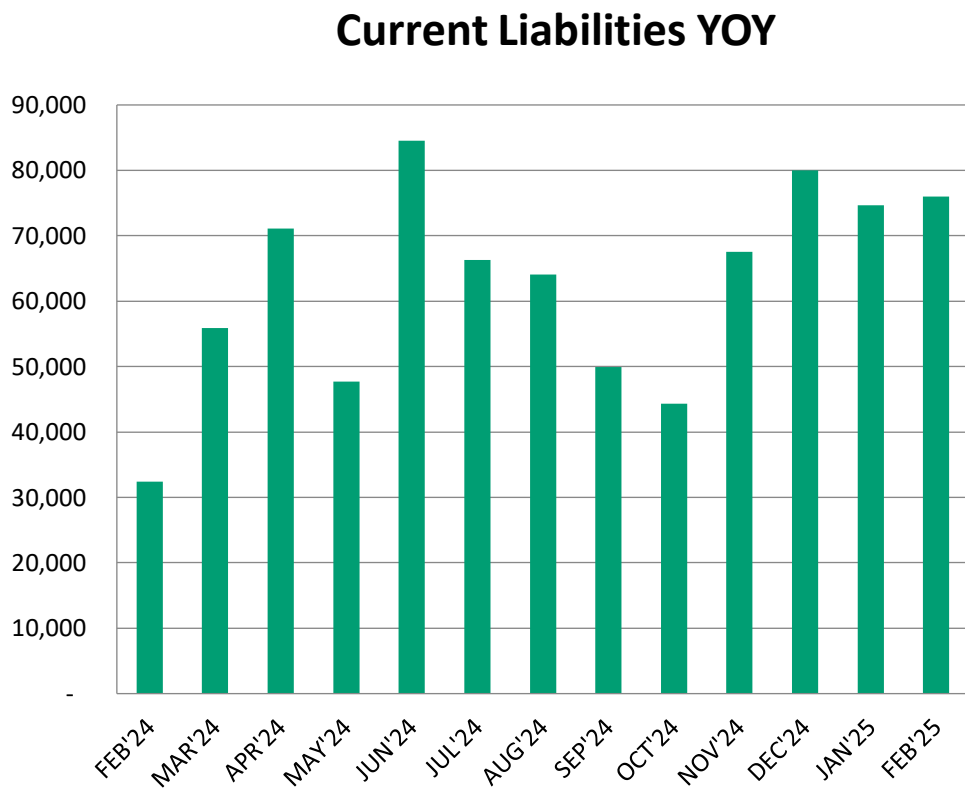
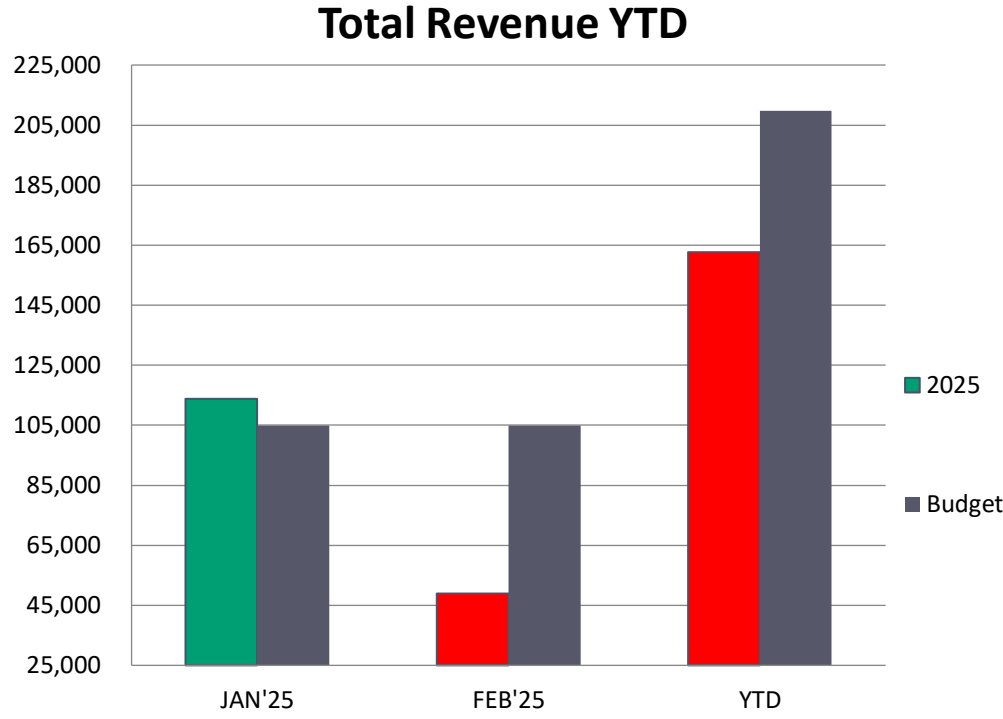
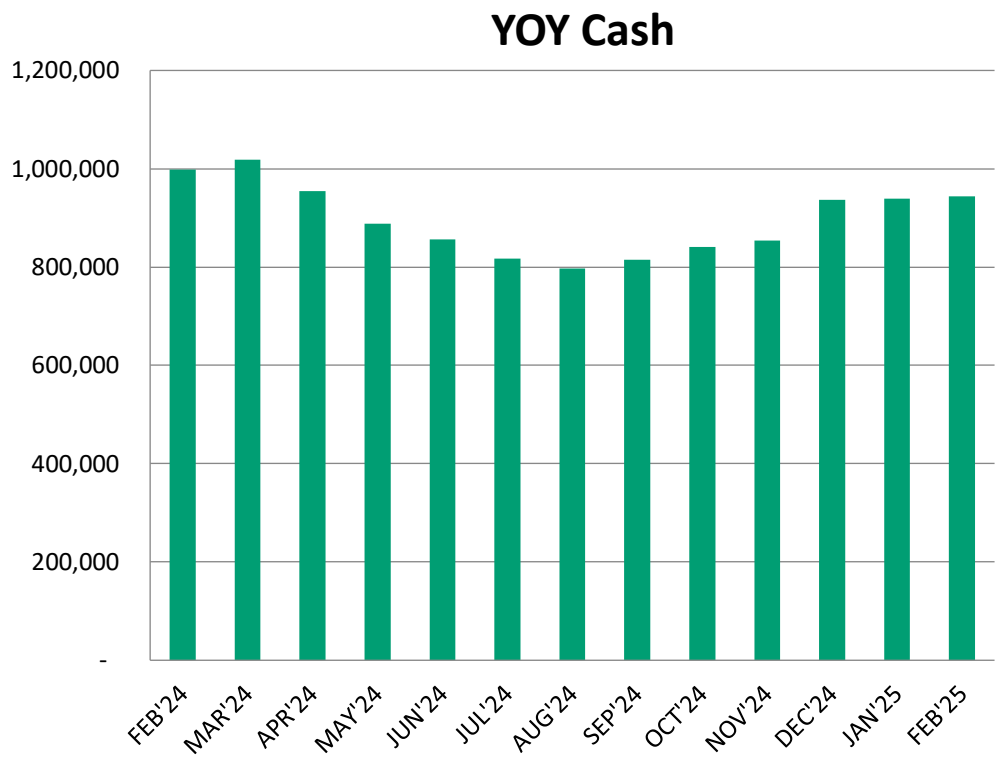
For the period ending YTD February 28th, 2025

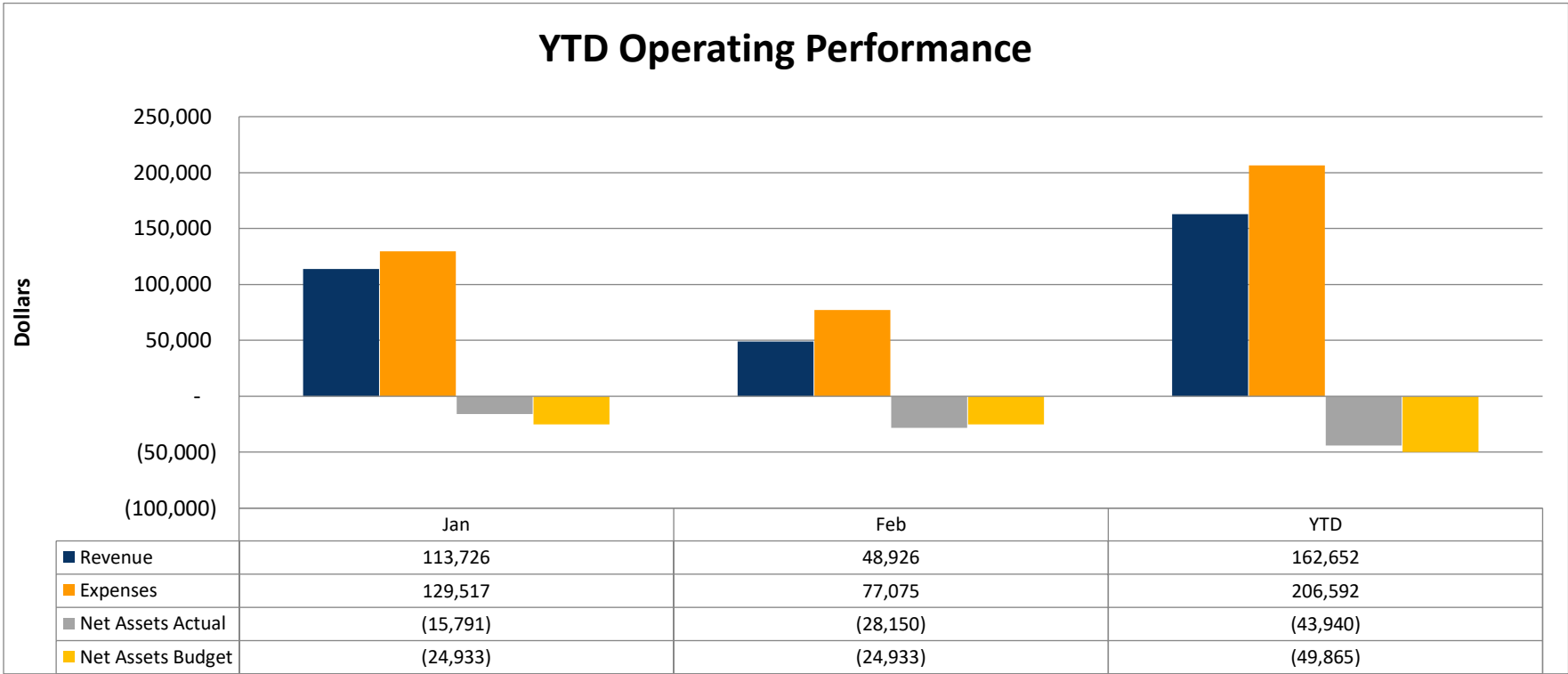
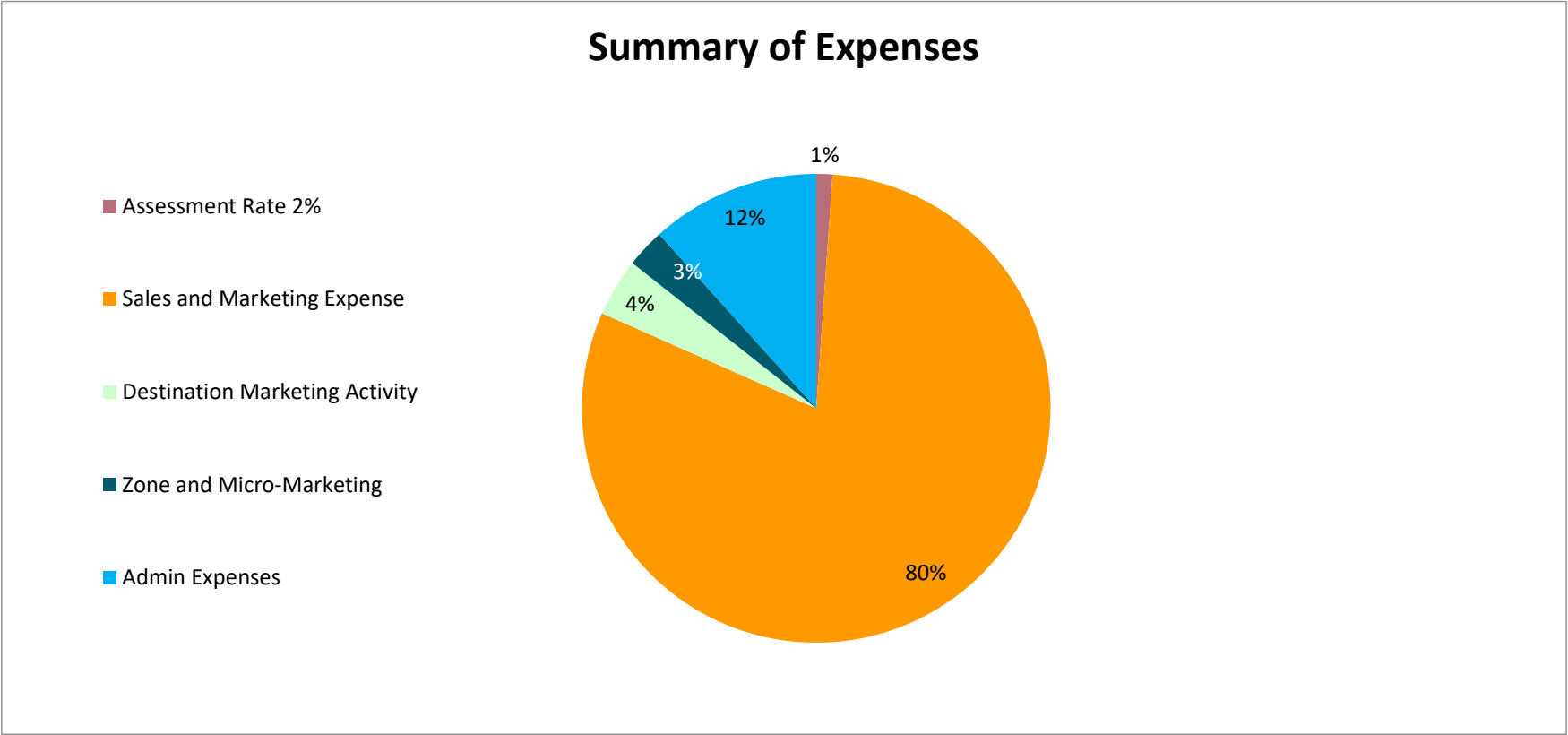
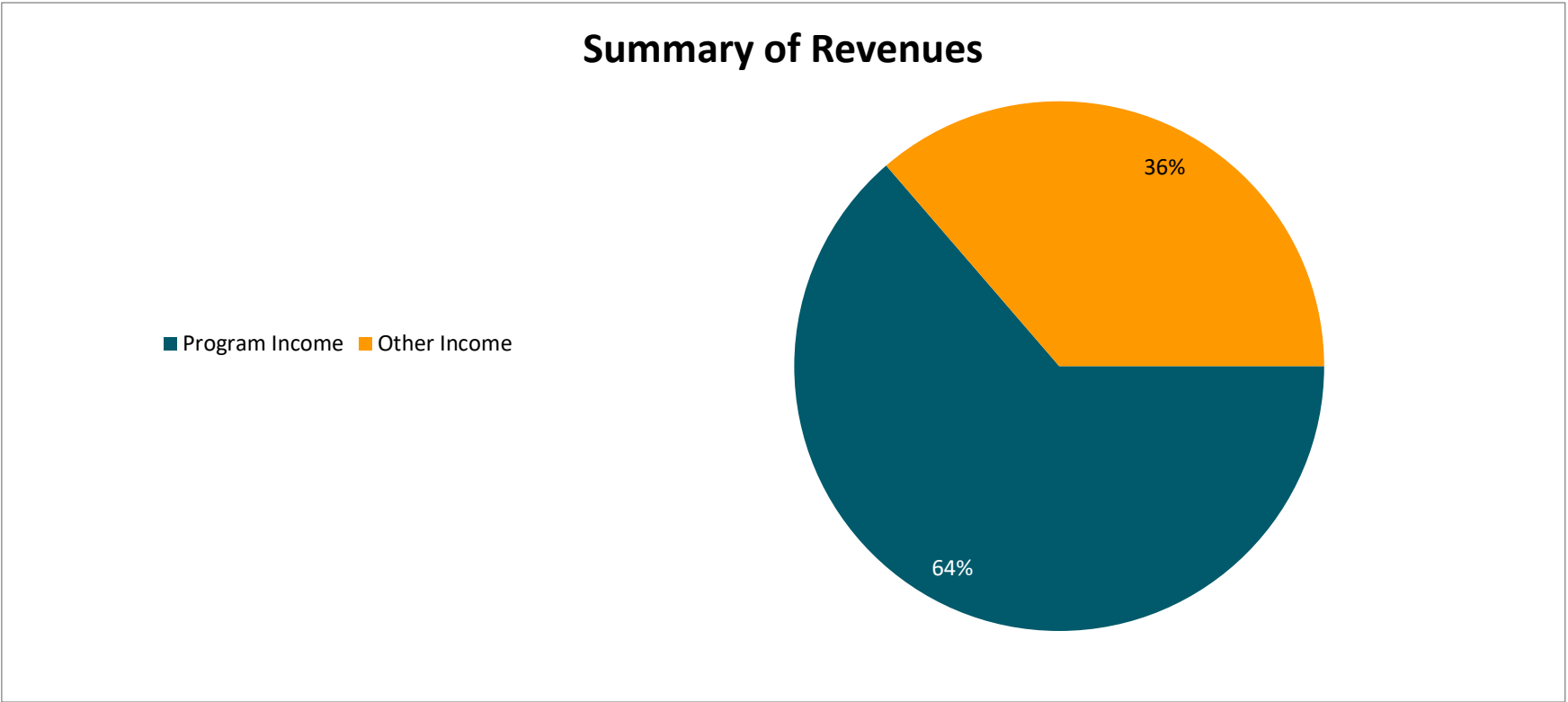
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Page 6	Statement of Activities by Class

Explore Butte County  
Financial Dashboard  
For the period ending February 28th, 2025

Color Code	
	Significant Underperformance
	Slight Underperformance
	Good Performance





**Explore Butte County**  
**Comparative Balance Sheet**  
**For the period ending February 28th, 2025 and February 29th, 2024**

	February 2025 \$	February 2024 \$	Variance Inc/(Dec) \$	Variance Inc/(Dec) %
<b>ASSETS</b>				
<b>Current Assets</b>				
Cash				
Checking	415,217	476,367	(61,151)	(12.8%)
Savings	508,958	501,448	7,510	1.5%
Money Market	20,060	20,010	50	0.3%
<b>Total Cash</b>	<b>944,234</b>	<b>997,825</b>	<b>(53,591)</b>	<b>(5.4%)</b>
Accounts Receivable	52,371	109,557	(57,185)	(52.2%)
<b>Other Assets</b>				
Prepaid Expenses	13,363	26,722	(13,359)	(50.0%)
	<b>13,363</b>	<b>26,722</b>	<b>(13,359)</b>	<b>(50.0%)</b>
<b>Total Current Assets</b>	<b>1,009,969</b>	<b>1,134,104</b>	<b>(124,135)</b>	<b>(10.9%)</b>
<b>Fixed Assets</b>				
Furniture And Equipment	19,636	19,636	-	-
Vehicle	137,837	137,837	-	-
Less Accumulated Depreciation	(108,237)	(78,958)	(29,278)	(37.1%)
<b>Total Fixed Assets</b>	<b>49,236</b>	<b>78,515</b>	<b>(29,278)</b>	<b>(37.3%)</b>
<b>TOTAL ASSETS</b>	<b>1,059,205</b>	<b>1,212,618</b>	<b>(153,413)</b>	<b>(12.7%)</b>
<b>LIABILITIES</b>				
<b>Current Liabilities</b>				
Accounts Payable	31,132	18,499	12,633	68.3%
Credit Card Payable	112	3,314	(3,201)	(96.6%)
Accrued Salaries and Wages	19,595	9,719	9,876	101.6%
Payroll Liabilities	302	882	(580)	(65.8%)
<b>Total Current Liabilities</b>	<b>51,142</b>	<b>32,414</b>	<b>18,728</b>	<b>57.8%</b>
Deferred Revenue	14,653	10,000	4,653	46.5%
<b>TOTAL LIABILITIES</b>	<b>65,794</b>	<b>42,414</b>	<b>23,381</b>	<b>55.1%</b>
<b>NET ASSETS</b>				
Unrestricted Net Assets	664,505	877,848	(213,344)	(24.3%)
Net Assets - Reserved	372,846	362,846	10,000	2.8%
Current Year Income	(43,940)	(70,490)	26,550	37.7%
<b>Total Net Assets</b>	<b>993,411</b>	<b>1,170,204</b>	<b>(176,794)</b>	<b>(15.1%)</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>1,059,205</b>	<b>1,212,618</b>	<b>(153,413)</b>	<b>(12.7%)</b>



**Explore Butte County**  
Trend Balance Sheet Ratios  
For the period ending February 28th, 2025

	February 2024	March 2024	April 2024	May 2024	June 2024	July 2024	August 2024	September 2024	October 2024	November 2024	December 2024	January 2025	February 2025
Cash <sup>1</sup>	262.17	267.43	250.94	233.49	224.98	214.77	209.51	213.96	220.86	224.44	246.03	220.08	221.18
Current Ratio <sup>2</sup>	34.99	20.38	15.44	21.26	12.29	16.03	15.84	20.03	22.63	16.01	14.01	14.12	19.75
Leverage <sup>3</sup>	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

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

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

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

**Explore Butte County**  
**Year-to-Date Comparative Income Statement**  
**For the period ending February 28th, 2025**

	February 2025 YTD - ACTUALS		February 2025 YTD - BUDGET		VARIANCE TO BUDGET		February 2024 YTD - ACTUALS		Feb '25 TO Feb '24 ACTUALS VARIANCE	
	\$	%	\$	%	\$	%	\$	%	\$	%
<b>REVENUES &amp; OTHER SUPPORT:</b>										
Program Income										
Butte County	1,154	0.7%	1,167	0.6%	(12)	(1.0%)	75	0.1%	1,079	1,438.5%
Chico	84,144	51.7%	125,000	59.6%	(40,856)	(32.7%)	59,778	60.4%	24,366	40.8%
Gridley	-	-	1,500	0.7%	(1,500)	(100.0%)	-	-	-	-
Oroville	18,271	11.2%	27,500	13.1%	(9,229)	(33.6%)	17,745	17.9%	526	3.0%
Paradise	-	-	9,167	4.4%	(9,167)	(100.0%)	-	-	-	-
Sub-Total Program Income	103,570	63.7%	164,333	78.3%	(60,764)	(37.0%)	77,598	78.4%	25,972	33.5%
Other Income										
Interest Income	1,234	0.8%	-	-	1,234	100.0%	1,233	1.2%	1	0.1%
Butte County - Microfunding	224	0.1%	250	0.1%	(26)	(10.5%)	-	-	224	100.0%
City of Chico - Microfunding	40,531	24.9%	25,167	12.0%	15,365	61.1%	10,000	10.1%	30,531	305.3%
City of Oroville - Microfunding	12,294	7.6%	4,500	2.1%	7,794	173.2%	-	-	12,294	100.0%
Town of Paradise - Microfunding	4,708	2.9%	1,667	0.8%	3,041	182.5%	-	-	4,708	100.0%
Cooperative Program Funding	-	-	2,833	1.4%	(2,833)	(100.0%)	8,777	8.9%	(8,777)	(100.0%)
City of Gridley - Microfunding	92	0.1%	250	0.1%	(159)	(63.4%)	-	-	92	100.0%
Other Income	-	-	10,833	5.2%	(10,833)	(100.0%)	1,416	1.4%	(1,416)	(100.0%)
Sub-Total Other Income	59,082	36.3%	45,500	21.7%	13,582	29.9%	21,426	21.6%	37,656	175.8%
<b>TOTAL REVENUE</b>	<b>162,652</b>	<b>100.0%</b>	<b>209,833</b>	<b>100.0%</b>	<b>(47,181)</b>	<b>(22.5%)</b>	<b>99,024</b>	<b>100.0%</b>	<b>63,628</b>	<b>64.3%</b>
<b>PROGRAM EXPENSES:</b>										
Assessment Rate 2%										
2% Fee - Butte County	26	0.0%	23	0.0%	2	9.7%	-	-	26	100.0%
2% Fee - Chico	1,866	1.1%	2,500	1.2%	(634)	(25.4%)	329	0.3%	1,537	467.2%
2% Fee - Gridley	-	-	30	0.0%	(30)	(100.0%)	-	-	-	-
2% Fee - Oroville	405	0.2%	550	0.3%	(145)	(26.3%)	-	-	405	100.0%
2% Fee - Paradise	-	-	183	0.1%	(183)	(100.0%)	-	-	-	-
Sub-total Assessment Rate 2%	2,296	1.4%	3,287	1.6%	(990)	(30.1%)	329	0.3%	1,968	598.2%
Sales and Marketing Expense										
Advertising	24,039	14.8%	35,500	16.9%	(11,461)	(32.3%)	15,781	15.9%	8,258	52.3%
Conferences	11,773	7.2%	7,417	3.5%	4,356	58.7%	6,746	6.8%	5,027	74.5%
Creative Services	20,263	12.5%	26,500	12.6%	(6,237)	(23.5%)	32,153	32.5%	(11,889)	(37.0%)
Dues and Memberships	1,188	0.7%	1,667	0.8%	(479)	(28.8%)	472	0.5%	716	151.6%
Marketing Contracts	36,021	22.1%	23,667	11.3%	12,354	52.2%	19,253	19.4%	16,768	87.1%
Meals	57	0.0%	500	0.2%	(443)	(88.5%)	392	0.4%	(334)	(85.3%)
Office Supplies	-	-	250	0.1%	(250)	(100.0%)	-	-	-	-
Postage	207	0.1%	333	0.2%	(127)	(38.1%)	330	0.3%	(123)	(37.4%)
Printing	1,341	0.8%	9,750	4.6%	(8,409)	(86.2%)	1,579	1.6%	(238)	(15.1%)
Public Relations	264	0.2%	5,000	2.4%	(4,736)	(94.7%)	298	0.3%	(34)	(11.3%)
Rent	-	-	500	0.2%	(500)	(100.0%)	-	-	-	-
Sales and Marketing Exp. - Other	60	0.0%	333	0.2%	(273)	(82.0%)	275	0.3%	(215)	(78.2%)
Hospitality for Hospitality	-	-	750	0.4%	(750)	(100.0%)	323	0.3%	(323)	(100.0%)
SponsorShip Marketing	1,000	0.6%	1,667	0.8%	(667)	(40.0%)	2,035	2.1%	(1,035)	(50.9%)
Travel Trader& Consumer Market Show	1,876	1.2%	4,833	2.3%	(2,957)	(61.2%)	6,755	6.8%	(4,879)	(72.2%)
Staff-Marketing	53,774	33.1%	59,417	28.3%	(5,643)	(9.5%)	43,565	44.0%	10,209	23.4%
Vehicle Maintenance	2,288	1.4%	11,667	5.6%	(9,379)	(80.4%)	248	0.3%	2,039	821.2%
Website	12,225	7.5%	8,000	3.8%	4,224	52.8%	6,173	6.2%	6,051	98.0%
Sub-Total Sales and Marketing Expense	166,376	102.3%	197,750	94.2%	(31,374)	(15.9%)	136,379	137.7%	29,997	22.0%
Destination Marketing Activity										
ARPA Wayfinding	-	-	-	-	-	-	1,325	1.3%	(1,325)	(100.0%)
Desitination Management Plan	-	-	20,000	9.5%	(20,000)	(100.0%)	-	-	-	-
Butte County Film Commision	8,250	5.1%	4,667	2.2%	3,583	76.8%	-	-	8,250	100.0%
Sub-Total Destination Marketing Activity	8,250	5.1%	24,667	11.8%	(16,417)	(66.6%)	1,325	1.3%	6,925	522.6%
Zone and Micro-Marketing										
Chico Zone/Travel Chico	170	0.1%	3,333	1.6%	(3,163)	(94.9%)	2,008	2.0%	(1,837)	(91.5%)
Paradise Zone	315	0.2%	1,667	0.8%	(1,352)	(81.1%)	-	-	315	100.0%
Oroville Zone	5,031	3.1%	4,500	2.1%	531	11.8%	500	0.5%	4,531	906.1%
Other Zone	-	-	250	0.1%	(250)	(100.0%)	-	-	-	-
Gridley/ Biggs Zone	-	-	250	0.1%	(250)	(100.0%)	-	-	-	-
Sub-Total Zone and Micro-Marketing	5,516	3.4%	10,000	4.8%	(4,484)	(44.8%)	2,508	2.5%	3,008	120.0%
Admin Expenses										
Bank fees	-	-	20	0.0%	(20)	(100.0%)	-	-	-	-
Conference, Convention, Meeting	837	0.5%	1,667	0.8%	(829)	(49.8%)	2,261	2.3%	(1,423)	(63.0%)
Depreciation	4,801	3.0%	-	-	4,801	100.0%	4,967	5.0%	(166)	(3.3%)
Filing fees/ taxes	-	-	667	0.3%	(667)	(100.0%)	-	-	-	-
General Administration	1,419	0.9%	400	0.2%	1,019	254.8%	1,270	1.3%	149	11.7%
Insurance	-	-	833	0.4%	(833)	(100.0%)	-	-	-	-
Meals	205	0.1%	400	0.2%	(195)	(48.8%)	195	0.2%	9	4.7%
Office supplies	353	0.2%	667	0.3%	(314)	(47.1%)	1,205	1.2%	(853)	(70.7%)
Postage	199	0.1%	92	0.0%	108	117.3%	-	-	199	100.0%
Printing and Copying	-	-	100	0.0%	(100)	(100.0%)	-	-	-	-
Professional fees - Accounting	6,727	4.1%	8,333	4.0%	(1,606)	(19.3%)	9,027	9.1%	(2,300)	(25.5%)
Professional fees - Legal	-	-	1,667	0.8%	(1,667)	(100.0%)	2,767	2.8%	(2,767)	(100.0%)
Professional fees - Human Resources	-	-	1,083	0.5%	(1,083)	(100.0%)	38	0.0%	(38)	(100.0%)
Rent/ Office Space	1,732	1.1%	1,500	0.7%	232	15.5%	1,050	1.1%	682	65.0%
401k Administration	599	0.4%	167	0.1%	433	259.5%	556	0.6%	43	7.7%
Staffing - Admin	5,975	3.7%	5,167	2.5%	808	15.6%	4,779	4.8%	1,196	25.0%
Subscriptions	580	0.4%	433	0.2%	146	33.8%	213	0.2%	366	171.6%
Telephone, Telecommunications	322	0.2%	400	0.2%	(78)	(19.4%)	299	0.3%	23	7.8%
Travel	405	0.2%	300	0.1%	105	34.9%	346	0.3%	59	17.0%
Admin Expense- Other	-	-	100	0.0%	(100)	(100.0%)	-	-	-	-
Sub-Total Admin Expenses	24,154	14.9%	23,995	11.4%	159	0.7%	28,974	29.3%	(4,819)	(16.6%)
<b>TOTAL PROGRAM EXPENSES</b>	<b>206,592</b>	<b>127.0%</b>	<b>259,698</b>	<b>123.8%</b>	<b>(53,106)</b>	<b>(20.4%)</b>	<b>169,514</b>	<b>171.2%</b>	<b>37,078</b>	<b>21.9%</b>
<b>NET INCOME/(NET LOSS)</b>	<b>\$ (43,940)</b>	<b>(27.0%)</b>	<b>\$ (49,865)</b>	<b>(23.8%)</b>	<b>\$ 5,925</b>	<b>11.9%</b>	<b>\$ (70,490)</b>	<b>(71.2%)</b>	<b>\$ 26,550</b>	<b>37.7%</b>

**Explore Butte County**  
Income Statement by Class  
For the period ending February 28th, 2025

**REVENUES & OTHER SUPPORT:**

Program Income						
Butte County	1,154			-		1,154
Chico	84,144			-		84,144
Oroville	18,271			-		18,271
Sub-Total Program Income	103,570	-	-	-	-	103,570
Other Income						
Interest Income	1,234			-		1,234
Butte County - Microfunding				224		224
City of Chico - Microfunding				40,531		40,531
City of Oroville - Microfunding				12,294		12,294
Town of Paradise - Microfunding				4,708		4,708
City of Gridley - Microfunding				92		92
Sub-Total Other Income	1,234	-	-	57,849	-	59,082
<b>TOTAL REVENUE</b>	<b>104,803</b>	<b>-</b>	<b>-</b>	<b>57,849</b>	<b>-</b>	<b>162,652</b>

**PROGRAM EXPENSES:**

Assessment Rate 2%						
2% Fee - Butte County	26			-		26
2% Fee - Chico	1,866			-		1,866
2% Fee - Oroville	405			-		405
Sub-total Assessment Rate 2%	2,296	-	-	-	-	2,296
Sales and Marketing Expense						
Advertising	21,753		400	-	1,887	24,039
Conferences	203	10,538		-	1,032	11,773
Creative Services	18,554			39	1,671	20,263
Dues and Memberships	1,188			-		1,188
Marketing Contracts	30,104	5,917		-		36,021
Meals	57			-		57
Postage	207			-		207
Printing	1,341			-		1,341
Public Relations	264			-		264
Sales and Marketing Exp. - Other	60			-		60
SponsorShip Marketing	1,000			-		1,000
Travel Trader& Consumer Market Show	105	1,771		-		1,876
Staff-Marketing	53,774			-		53,774
Vehicle Maintenance	2,288			-		2,288
Website	12,333	(108)		-		12,225
Sub-Total Sales and Marketing Expense	143,230	18,118	400	39	4,589	166,376
Destination Marketing Activity						
Butte County Film Commision	-	8,250		-		8,250
Sub-Total Destination Marketing Activity	-	8,250	-	-	-	8,250
Zone and Micro-Marketing						
Outside Contract Services						-
Chico Zone/Travel Chico	166			-	4	170
Paradise Zone	315			-		315
Oroville Zone	-			5,031		5,031
Sub-Total Zone and Micro-Marketing	481	-	-	5,031	4	5,516
Admin Expenses						
Conference, Convention, Meeting	-	837		-		837
Depreciation	4,801			-		4,801
General Administration	1,419			-		1,419
Meals	205			-		205
Office supplies	353			-		353
Postage	199			-		199
Professional fees - Accounting	6,727			-		6,727
Rent/ Office Space	1,732			-		1,732
401k Administration	599			-		599
Staffing - Admin	5,975			-		5,975
Subscriptions	580			-		580
Telephone, Telecommunications	322			-		322
Travel	405			-		405
Sub-Total Admin Expenses	23,317	837	-	-	-	24,154
<b>TOTAL PROGRAM EXPENSES</b>	<b>169,325</b>	<b>27,205</b>	<b>400</b>	<b>-</b>	<b>5,069</b>	<b>206,592</b>
<b>NET INCOME/(NET LOSS)</b>	<b>\$ (64,521)</b>	<b>\$ (27,205)</b>	<b>\$ (400)</b>	<b>\$ -</b>	<b>\$ 52,779</b>	<b>\$ (43,940)</b>



For the Period Ending March 31<sup>st</sup>, 2025

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

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Pages 2&3 – Dashboards

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Page 5 – Trend Balance Sheet Ratios

Page 6 – Year-to-date Comparative Income Statement

Page 7 – Year-to-date Comparative Income Statement by Class

**EXPLORE BUTTE COUNTY**  
**Summary of Financial Information**  
**March 2025**

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

**Balance Sheet**

**Assets** – As of March 31<sup>st</sup>, 2025, the cash balance is \$902,770 which is a decrease of 11.3% (\$115,072) compared to 2024. Total Current Assets are \$1,033,224 made up of Cash, Accounts Receivable and Prepaid Expenses. This is a decrease of 9.3% (\$105,900) compared to 2024 due to the decrease in cash, 19.2% (\$18,954) increase in Accounts Receivable, and a 43.8% decrease (\$9,782) in Prepaid Expenses.

**Liabilities** – Total liabilities are \$67,491 which is a decrease of 11.1% (\$8,397) compared to 2024. This is mostly due to an increase in Accrued Salaries of 82.2% (\$9,176) and a decrease in Credit Card Payable of 75.4% (\$9,439).

**Net Assets** – Total Net Assets on March 31<sup>st</sup>, 2025, are \$1,012,569 which is a decrease of \$126,699 in comparison to the same time last year.

**Trend Balance Sheet Ratios**

Operating cash (number of days of operational cash a company has on hand outside of Reserves) is at 211 days at the end of March.

The Current Ratio measures a company's ability to repay short term debts with short term assets, with a ratio between 1 and 2 being ideal. With a Current Ratio of 21, assets continue to be ahead of industry standards.

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

**Year to Date Statement of Activities**

**Revenues** – Total operating revenue as of March 31<sup>st</sup>, 2025, is \$255,674, tracking below budget by 18.8% (\$59,076), and more than last year by 41.9% (\$75,433).

Program Revenue is under budget by 26% (\$64,157) and more than last year by 16% (\$25,165).

**Expenses** – Total Program expenses are \$280,457 which is below budget by 28% (\$109,091) and slightly less than last year by 0.5% (\$1,312).

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

- Sales & Mktg -\$69,390 (Specifically: Advertising (20,436); Conferences increased (6,641); Creative Services (11,166); Mktg Contracts increased (9,553); Printing (12,534); Staff-Mktg (14,706); Vehicle Maintenance (15,212) & Website increased (5,779)
- Destination Management. Plan - \$30,000 (This budget item has not had any expense to date)
- Zone and Micro Marketing – \$9,484

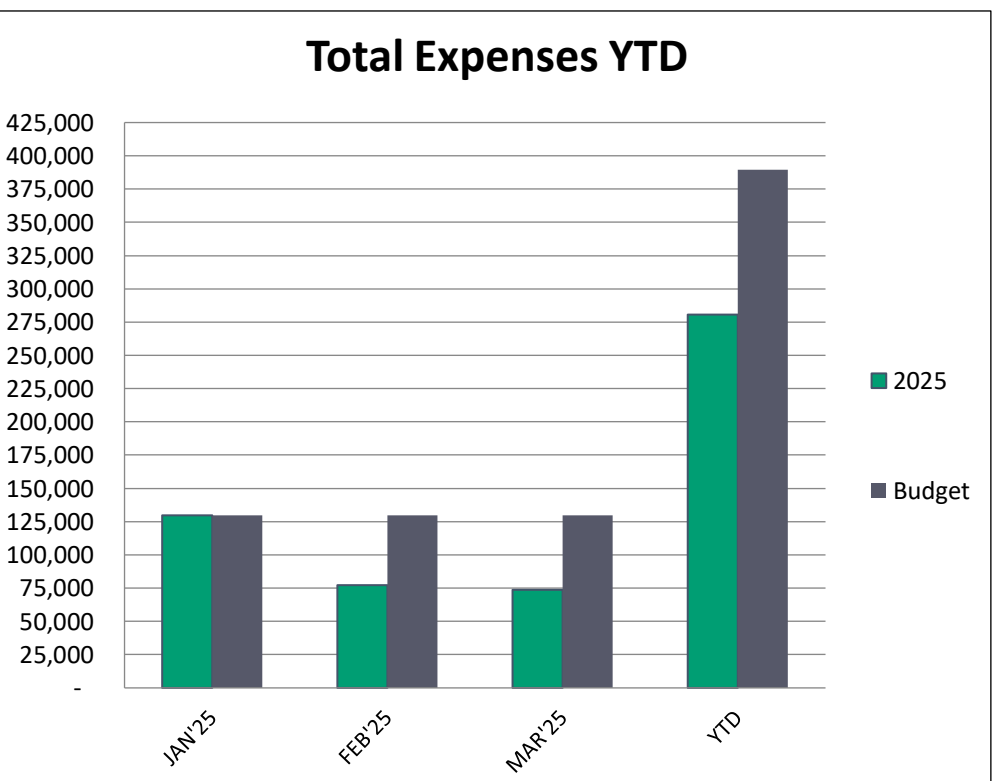
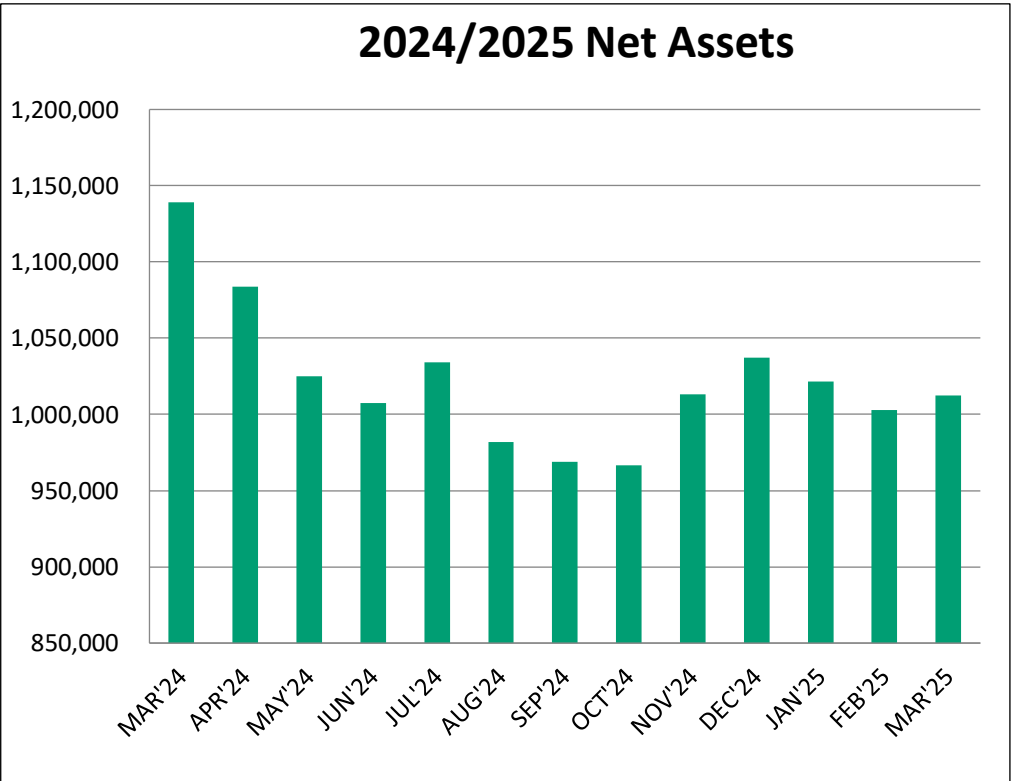
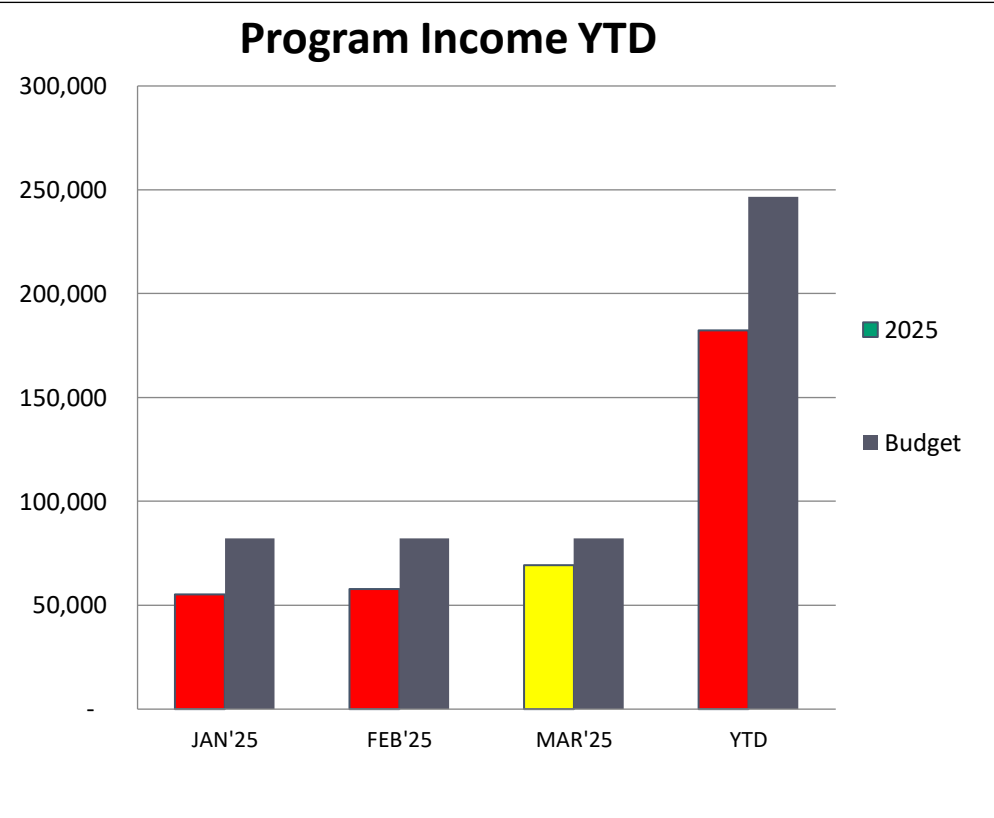
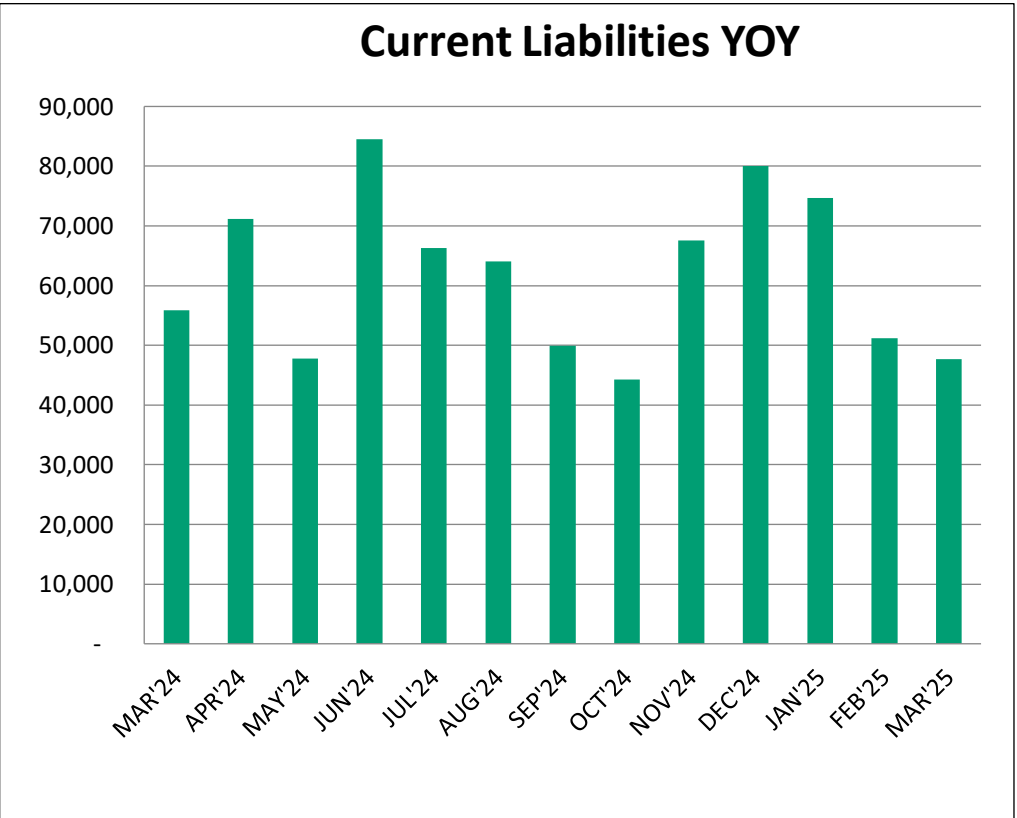
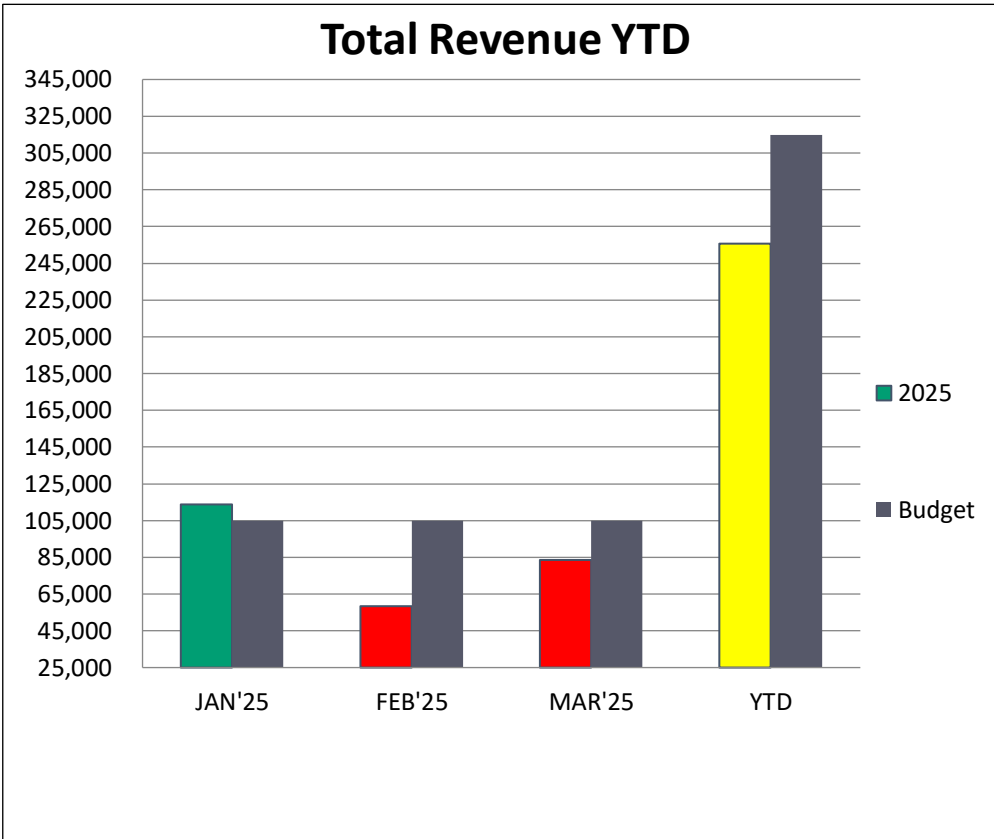
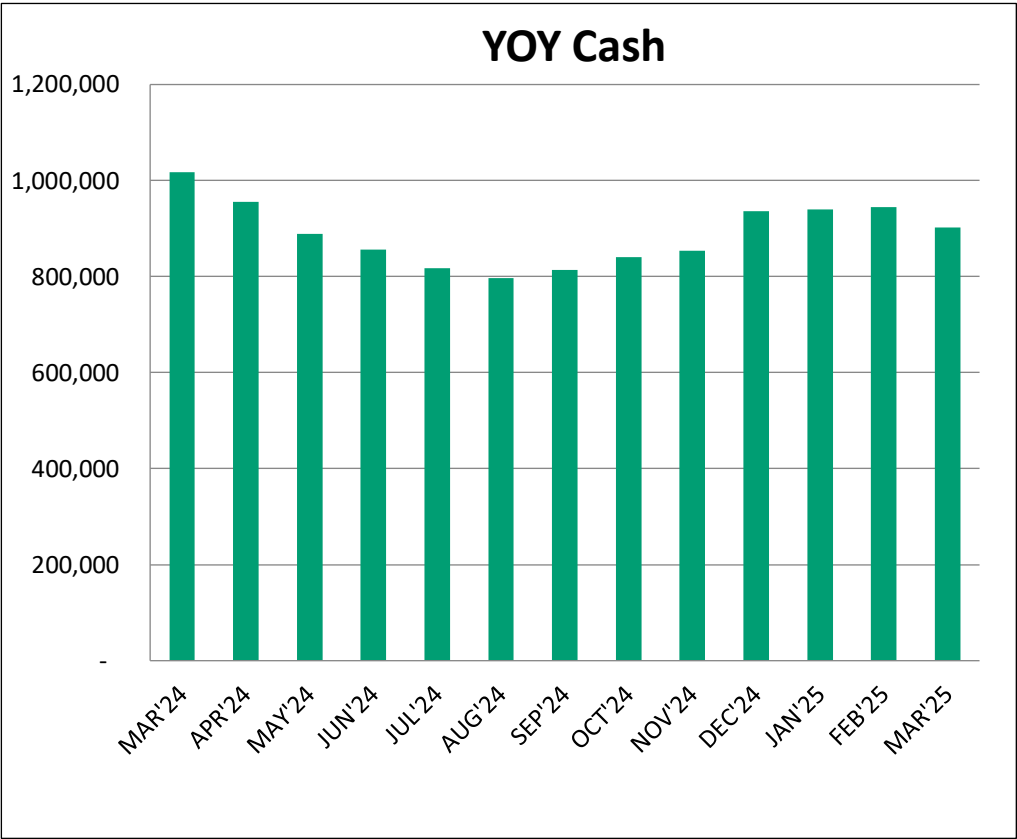
The expenses seeing the largest decrease in comparison to prior year are as follows:

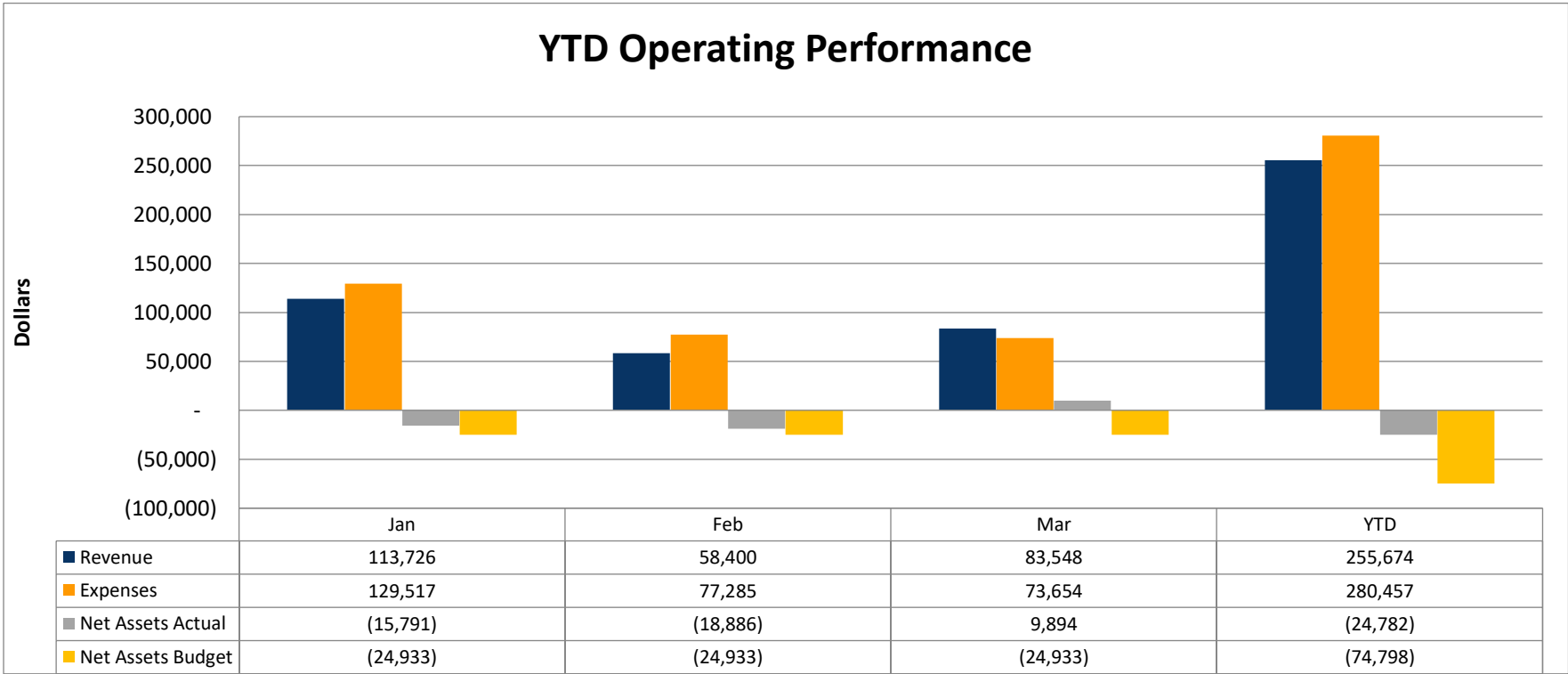
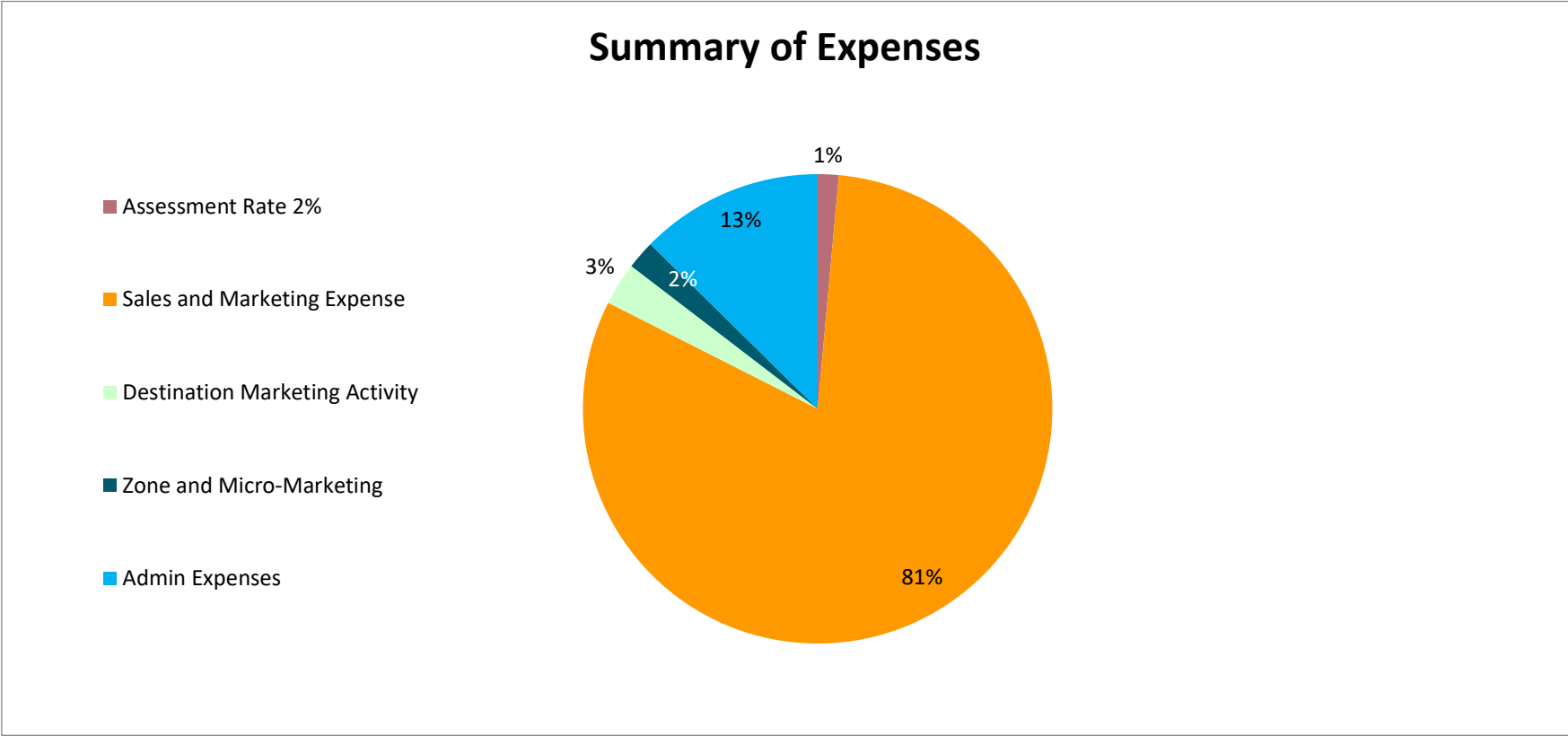
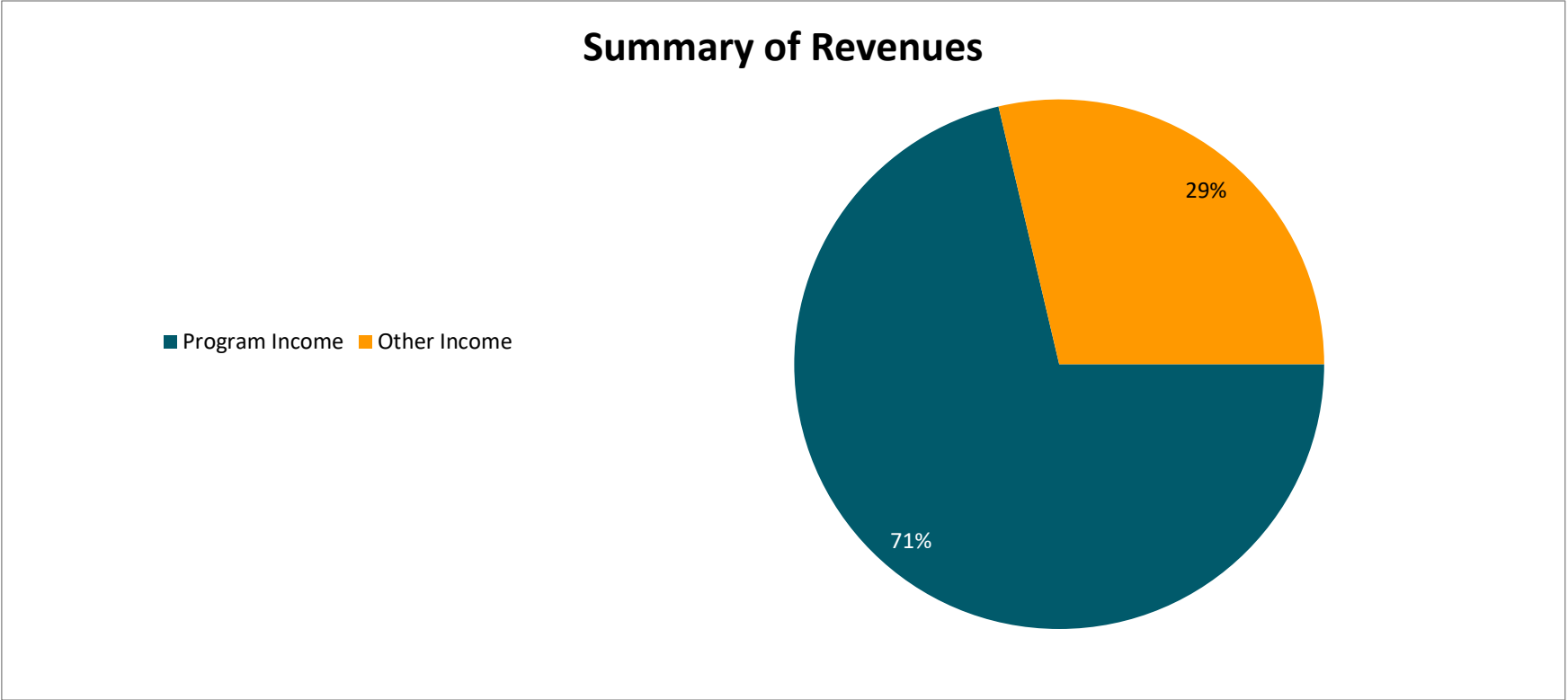
- Sales & Mktg -\$983 (Specifically: Advertising increased (2,634); Creative Services (16,252); Mktg Contracts increased (7,262); Travel trader & Consumer Mkt Show (17,451); Staff-Mktg increased (10,003) & Website increased (7,892)
- Assessment Fees – increased \$3,703
- Admin Expenses – \$8,650

**Net Income/(Loss)** – Total Change in Net Assets is showing a Loss of \$24,782 which is better than the budgeted loss by \$50,015. This variance is due mostly to the decreased expenses helping to offset the decreased revenue. As compared to last year, the total change in Net Assets is showing a lower deficit by \$76,745.

Explore Butte County  
Financial Dashboard  
For the period ending March 31st, 2025

Color Code	
	Significant Underperformance
	Slight Underperformance
	Good Performance





**Explore Butte County**  
**Comparative Balance Sheet**  
**For the period ending March 31st, 2025 and March 31st, 2024**

	March 2025 \$	March 2024 \$	Variance Inc/(Dec) \$	Variance Inc/(Dec) %
<b>ASSETS</b>				
<b>Current Assets</b>				
Cash				
Checking	373,104	495,747	(122,643)	(24.7%)
Savings	509,602	502,081	7,521	1.5%
Money Market	20,064	20,014	50	0.3%
<b>Total Cash</b>	<b>902,770</b>	<b>1,017,842</b>	<b>(115,072)</b>	<b>(11.3%)</b>
Accounts Receivable	117,908	98,954	18,954	19.2%
<b>Other Assets</b>				
Prepaid Expenses	12,546	22,328	(9,782)	(43.8%)
	<b>12,546</b>	<b>22,328</b>	<b>(9,782)</b>	<b>(43.8%)</b>
<b>Total Current Assets</b>	<b>1,033,224</b>	<b>1,139,124</b>	<b>(105,900)</b>	<b>(9.3%)</b>
<b>Fixed Assets</b>				
Furniture And Equipment	19,636	19,636	-	-
Vehicle	137,837	137,837	-	-
Less Accumulated Depreciation	(110,637)	(81,442)	(29,195)	(35.8%)
<b>Total Fixed Assets</b>	<b>46,836</b>	<b>76,031</b>	<b>(29,195)</b>	<b>(38.4%)</b>
<b>TOTAL ASSETS</b>	<b>1,080,060</b>	<b>1,215,156</b>	<b>(135,096)</b>	<b>(11.1%)</b>
<b>LIABILITIES</b>				
<b>Current Liabilities</b>				
Accounts Payable	22,896	32,184	(9,287)	(28.9%)
Credit Card Payable	3,076	12,515	(9,439)	(75.4%)
Accrued Salaries and Wages	20,336	11,160	9,176	82.2%
Payroll Liabilities	1,372	30	1,342	4,490.7%
<b>Total Current Liabilities</b>	<b>47,680</b>	<b>55,888</b>	<b>(8,208)</b>	<b>(14.7%)</b>
Deferred Revenue	19,811	20,000	(189)	(0.9%)
<b>TOTAL LIABILITIES</b>	<b>67,491</b>	<b>75,888</b>	<b>(8,397)</b>	<b>(11.1%)</b>
<b>NET ASSETS</b>				
Unrestricted Net Assets	614,505	827,948	(213,444)	(25.8%)
Net Assets - Reserved	422,846	412,846	10,000	2.4%
Current Year Income	(24,782)	(101,527)	76,745	75.6%
<b>Total Net Assets</b>	<b>1,012,569</b>	<b>1,139,267</b>	<b>(126,699)</b>	<b>(11.1%)</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>1,080,060</b>	<b>1,215,156</b>	<b>(135,096)</b>	<b>(11.1%)</b>



**Explore Butte County**  
Trend Balance Sheet Ratios  
For the period ending March 31st, 2025

	March 2024	April 2024	May 2024	June 2024	July 2024	August 2024	September 2024	October 2024	November 2024	December 2024	January 2025	February 2025	March 2025
Cash <sup>1</sup>	267.43	250.94	233.49	224.98	214.77	209.51	213.96	220.86	224.44	246.03	220.08	221.18	211.47
Current Ratio <sup>2</sup>	20.38	15.44	21.26	12.29	16.03	15.84	20.03	22.63	16.01	14.01	14.12	19.95	21.67
Leverage <sup>3</sup>	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

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

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

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

**Explore Butte County**  
**Year-to-Date Comparative Income Statement**  
**For the period ending March 31st, 2025**

	March 2025 YTD - ACTUALS		March 2025 YTD - BUDGET		VARIANCE TO BUDGET		March 2024 YTD - ACTUALS		Mar '25 TO Mar '24 ACTUALS VARIANCE	
	\$	%	\$	%	\$	%	\$	%	\$	%
<b>REVENUES &amp; OTHER SUPPORT:</b>										
Program Income										
Butte County	548	0.2%	1,750	0.6%	(1,202)	(68.7%)	203	0.1%	345	170.0%
Chico	140,564	55.0%	187,500	59.6%	(46,936)	(25.0%)	120,661	66.9%	19,903	16.5%
Gridley	5,102	2.0%	2,250	0.7%	2,852	126.8%	555	0.3%	4,547	819.3%
Oroville	25,083	9.8%	41,250	13.1%	(16,167)	(39.2%)	27,996	15.5%	(2,913)	(10.4%)
Paradise	11,045	4.3%	13,750	4.4%	(2,705)	(19.7%)	7,762	4.3%	3,283	42.3%
Sub-Total Program Income	182,343	71.3%	246,500	78.3%	(64,157)	(26.0%)	157,178	87.2%	25,165	16.0%
Other Income										
Interest Income	1,883	0.7%	-	-	1,883	100.0%	1,871	1.0%	12	0.6%
Butte County - Microfunding	224	0.1%	375	0.1%	(151)	(40.3%)	-	-	224	100.0%
City of Chico - Microfunding	50,531	19.8%	37,750	12.0%	12,781	33.9%	10,000	5.5%	40,531	405.3%
City of Oroville - Microfunding	12,294	4.8%	6,750	2.1%	5,544	82.1%	-	-	12,294	100.0%
Town of Paradise - Microfunding	4,708	1.8%	2,500	0.8%	2,208	88.3%	-	-	4,708	100.0%
Cooperative Program Funding	3,600	1.4%	4,250	1.4%	(650)	(15.3%)	8,777	4.9%	(5,177)	(59.0%)
City of Gridley - Microfunding	92	0.0%	375	0.1%	(284)	(75.6%)	-	-	92	100.0%
Other Income	-	-	16,250	5.2%	(16,250)	(100.0%)	2,416	1.3%	(2,416)	(100.0%)
Sub-Total Other Income	73,331	28.7%	68,250	21.7%	5,081	7.4%	23,064	12.8%	50,267	217.9%
<b>TOTAL REVENUE</b>	<b>255,674</b>	<b>100.0%</b>	<b>314,750</b>	<b>100.0%</b>	<b>(59,076)</b>	<b>(18.8%)</b>	<b>180,242</b>	<b>100.0%</b>	<b>75,433</b>	<b>41.9%</b>
<b>PROGRAM EXPENSES:</b>										
Assessment Rate 2%										
2% Fee - Butte County	12	0.0%	35	0.0%	(23)	(65.3%)	-	-	12	100.0%
2% Fee - Chico	3,117	1.2%	3,750	1.2%	(633)	(16.9%)	329	0.2%	2,788	847.5%
2% Fee - Gridley	113	0.0%	45	0.0%	68	151.4%	11	0.0%	102	919.2%
2% Fee - Oroville	556	0.2%	825	0.3%	(269)	(32.6%)	-	-	556	100.0%
2% Fee - Paradise	245	0.1%	275	0.1%	(30)	(10.9%)	-	-	245	100.0%
Sub-total Assessment Rate 2%	4,043	1.6%	4,930	1.6%	(887)	(18.0%)	340	0.2%	3,703	1,089.0%
Sales and Marketing Expense										
Advertising	32,814	12.8%	53,250	16.9%	(20,436)	(38.4%)	30,180	16.7%	2,634	8.7%
Conferences	17,766	6.9%	11,125	3.5%	6,641	59.7%	12,831	7.1%	4,935	38.5%
Creative Services	28,584	11.2%	39,750	12.6%	(11,166)	(28.1%)	44,836	24.9%	(16,252)	(36.2%)
Dues and Memberships	2,356	0.9%	2,500	0.8%	(144)	(5.8%)	2,107	1.2%	249	11.8%
Marketing Contracts	45,053	17.6%	35,500	11.3%	9,553	26.9%	37,790	21.0%	7,262	19.2%
Meals	284	0.1%	750	0.2%	(466)	(62.2%)	512	0.3%	(228)	(44.6%)
Office Supplies	-	-	375	0.1%	(375)	(100.0%)	108	0.1%	(108)	(100.0%)
Postage	310	0.1%	500	0.2%	(191)	(38.1%)	340	0.2%	(30)	(8.9%)
Printing	2,091	0.8%	14,625	4.6%	(12,534)	(85.7%)	2,257	1.3%	(167)	(7.4%)
Public Relations	396	0.2%	7,500	2.4%	(7,104)	(94.7%)	682	0.4%	(286)	(42.0%)
Rent	-	-	750	0.2%	(750)	(100.0%)	-	-	-	-
Sales and Marketing Exp. - Other	60	0.0%	500	0.2%	(440)	(88.0%)	275	0.2%	(215)	(78.2%)
Hospitality for Hospitality	160	0.1%	1,125	0.4%	(965)	(85.8%)	323	0.2%	(163)	(50.5%)
SponsorShip Marketing	1,000	0.4%	2,500	0.8%	(1,500)	(60.0%)	2,035	1.1%	(1,035)	(50.9%)
Travel Trader& Consumer Market Show	1,876	0.7%	7,250	2.3%	(5,374)	(74.1%)	19,327	10.7%	(17,451)	(90.3%)
Staff-Marketing	74,419	29.1%	89,125	28.3%	(14,706)	(16.5%)	64,416	35.7%	10,003	15.5%
Vehicle Maintenance	2,288	0.9%	17,500	5.6%	(15,212)	(86.9%)	310	0.2%	1,977	636.9%
Website	17,779	7.0%	12,000	3.8%	5,779	48.2%	9,887	5.5%	7,892	79.8%
Sub-Total Sales and Marketing Expense	227,235	88.9%	296,625	94.2%	(69,390)	(23.4%)	228,218	126.6%	(983)	(0.4%)
Destination Marketing Activity										
ARPA Wayfinding	-	-	-	-	-	-	1,325	0.7%	(1,325)	(100.0%)
Desitination Management Plan	-	-	30,000	9.5%	(30,000)	(100.0%)	274	0.2%	(274)	(100.0%)
Butte County Film Commision	8,250	3.2%	7,000	2.2%	1,250	17.9%	-	-	8,250	100.0%
Sub-Total Destination Marketing Activity	8,250	3.2%	37,000	11.8%	(28,750)	(77.7%)	1,599	0.9%	6,651	415.8%
Zone and Micro-Marketing										
Chico Zone/Travel Chico	170	0.1%	5,000	1.6%	(4,830)	(96.6%)	2,008	1.1%	(1,837)	(91.5%)
Paradise Zone	315	0.1%	2,500	0.8%	(2,185)	(87.4%)	30	0.0%	285	950.0%
Oroville Zone	5,031	2.0%	6,750	2.1%	(1,719)	(25.5%)	5,511	3.1%	(480)	(8.7%)
Other Zone	-	-	375	0.1%	(375)	(100.0%)	-	-	-	-
Gridley/ Biggs Zone	-	-	375	0.1%	(375)	(100.0%)	-	-	-	-
Sub-Total Zone and Micro-Marketing	5,516	2.2%	15,000	4.8%	(9,484)	(63.2%)	7,549	4.2%	(2,033)	(26.9%)
Admin Expenses										
Advertising	498	0.2%	-	-	498	100.0%	-	-	498	100.0%
Bank fees	-	-	30	0.0%	(30)	(100.0%)	40	0.0%	(40)	(100.0%)
Conference, Convention, Meeting	837	0.3%	2,500	0.8%	(1,663)	(66.5%)	2,261	1.3%	(1,423)	(63.0%)
Depreciation	7,201	2.8%	-	-	7,201	100.0%	7,450	4.1%	(249)	(3.3%)
Filing fees/ taxes	-	-	1,000	0.3%	(1,000)	(100.0%)	387	0.2%	(387)	(100.0%)
General Administration	1,881	0.7%	600	0.2%	1,281	213.5%	1,736	1.0%	145	8.3%
Insurance	-	-	1,250	0.4%	(1,250)	(100.0%)	-	-	-	-
Interest expense	-	-	-	-	-	-	4	0.0%	(4)	(100.0%)
Meals	218	0.1%	600	0.2%	(382)	(63.7%)	301	0.2%	(83)	(27.7%)
Office supplies	485	0.2%	1,000	0.3%	(515)	(51.5%)	3,283	1.8%	(2,798)	(85.2%)
Postage	199	0.1%	137	0.0%	62	44.9%	-	-	199	100.0%
Printing and Copying	-	-	150	0.0%	(150)	(100.0%)	-	-	-	-
Professional fees - Accounting	9,075	3.5%	12,500	4.0%	(3,425)	(27.4%)	11,166	6.2%	(2,091)	(18.7%)
Professional fees - Legal	1,801	0.7%	2,500	0.8%	(699)	(28.0%)	6,648	3.7%	(4,847)	(72.9%)
Professional fees - Human Resources	-	-	1,625	0.5%	(1,625)	(100.0%)	38	0.0%	(38)	(100.0%)
Rent/ Office Space	2,598	1.0%	2,250	0.7%	348	15.5%	1,575	0.9%	1,023	65.0%
401k Administration	599	0.2%	250	0.1%	349	139.7%	556	0.3%	43	7.7%
Staffing - Admin	8,269	3.2%	7,750	2.5%	519	6.7%	7,095	3.9%	1,173	16.5%
Subscriptions	864	0.3%	650	0.2%	214	32.9%	640	0.4%	224	34.9%
Telephone, Telecommunications	483	0.2%	600	0.2%	(117)	(19.5%)	454	0.3%	29	6.3%
Travel	405	0.2%	450	0.1%	(45)	(10.1%)	428	0.2%	(23)	(5.5%)
Admin Expense- Other	-	-	150	0.0%	(150)	(100.0%)	-	-	-	-
Sub-Total Admin Expenses	35,412	13.9%	35,992	11.4%	(580)	(1.6%)	44,062	24.4%	(8,650)	(19.6%)
<b>TOTAL PROGRAM EXPENSES</b>	<b>280,457</b>	<b>109.7%</b>	<b>389,548</b>	<b>123.8%</b>	<b>(109,091)</b>	<b>(28.0%)</b>	<b>281,769</b>	<b>156.3%</b>	<b>(1,312)</b>	<b>(0.5%)</b>
<b>NET INCOME/(NET LOSS)</b>	<b>\$ (24,782)</b>	<b>(9.7%)</b>	<b>\$ (74,798)</b>	<b>(23.8%)</b>	<b>\$ 50,015</b>	<b>66.9%</b>	<b>\$ (101,527)</b>	<b>(56.3%)</b>	<b>\$ 76,745</b>	<b>75.6%</b>

**Explore Butte County**  
Income Statement by Class  
For the period ending March 31st, 2025

	TBID Program	Prior Year Reserved	Cooperative	MicroFunding	Travel Chico ARPA	TOTAL
<b>REVENUES &amp; OTHER SUPPORT:</b>						
Program Income						
Butte County	548			-		548
Chico	140,564			-		140,564
Gridley	5,102			-		5,102
Oroville	25,083			-		25,083
Paradise	11,045			-		11,045
Sub-Total Program Income	182,343	-	-	-	-	182,343
Other Income						
Interest Income	1,883			-		1,883
Butte County - Microfunding				224		224
City of Chico - Microfunding				40,531	10,000	50,531
City of Oroville - Microfunding				12,294		12,294
Town of Paradise - Microfunding				4,708		4,708
Cooperative Program Funding	-		3,600	-		3,600
City of Gridley - Microfunding				92		92
Sub-Total Other Income	1,883	-	3,600	57,849	10,000	73,331
<b>TOTAL REVENUE</b>	<b>184,225</b>	<b>-</b>	<b>3,600</b>	<b>57,849</b>	<b>10,000</b>	<b>255,674</b>
<b>PROGRAM EXPENSES:</b>						
Assessment Rate 2%						
2% Fee - Butte County	12			-		12
2% Fee - Chico	3,117			-		3,117
2% Fee - Gridley	113			-		113
2% Fee - Oroville	556			-		556
2% Fee - Paradise	245			-		245
Sub-total Assessment Rate 2%	4,043	-	-	-	-	4,043
Sales and Marketing Expense						
Advertising	29,948		400	-	2,466	32,814
Conferences	203	16,531		-	1,032	17,766
Creative Services	26,874			39	1,671	28,584
Dues and Memberships	2,356			-		2,356
Marketing Contracts	36,178	8,875		-		45,053
Meals	284			-		284
Postage	310			-		310
Printing	2,091			-		2,091
Public Relations	396			-		396
Sales and Marketing Exp. - Other	60			-		60
Hospitality for Hospitality	160			-		160
SponsorShip Marketing	1,000			-		1,000
Travel Trader& Consumer Market Show	105	1,771		-		1,876
Staff-Marketing	74,419			-		74,419
Vehicle Maintenance	2,288			-		2,288
Website	17,687	(108)		200		17,779
Sub-Total Sales and Marketing Expense	194,358	27,069	400	239	5,169	227,235
Destination Marketing Activity						
Butte County Film Commision	-	8,250		-		8,250
Sub-Total Destination Marketing Activity	-	8,250	-	-	-	8,250
Zone and Micro-Marketing						
Chico Zone/Travel Chico	166			-	4	170
Paradise Zone	315			-		315
Oroville Zone	-			5,031		5,031
Sub-Total Zone and Micro-Marketing	481	-	-	5,031	4	5,516
Admin Expenses						
Advertising	498					498
Conference, Convention, Meeting	-	837		-		837
Depreciation	7,201			-		7,201
General Administration	1,881			-		1,881
Meals	218			-		218
Office supplies	485			-		485
Postage	199			-		199
Professional fees - Accounting	9,075			-		9,075
Professional fees - Legal	1,801			-		1,801
Rent/ Office Space	2,598			-		2,598
401k Administration	599			-		599
Staffing - Admin	8,269			-		8,269
Subscriptions	864			-		864
Telephone, Telecommunications	483			-		483
Travel	405					405
Sub-Total Admin Expenses	34,575	837	-	-	-	35,412
<b>TOTAL PROGRAM EXPENSES</b>	<b>233,458</b>	<b>36,156</b>	<b>400</b>	<b>5,269</b>	<b>5,173</b>	<b>280,457</b>
<b>NET INCOME/(NET LOSS)</b>	<b>\$ (49,232)</b>	<b>\$ (36,156)</b>	<b>\$ 3,200</b>	<b>\$ 52,579</b>	<b>\$ 4,827</b>	<b>\$ (24,782)</b>



For the Period Ending April 30<sup>th</sup>, 2025

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

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Pages 2&3	- Financial Dashboards
Page 4	- Comparative Balance Sheet
Page 5	- Trend Balance Sheet Ratios
Page 6	- Year-to-date Comparative Income Statement
Page 7	- Year-to-date Comparative Income Statement by Class

**EXPLORE BUTTE COUNTY**  
**Summary of Financial Information**  
**April 2025**

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

**Balance Sheet**

**Assets** – As of April 30<sup>th</sup>, 2025, the cash balance is \$858,200 which is a decrease of 10.1% (\$96,892) compared to 2024. Total Current Assets are \$1,184,685 made up of Cash, Accounts Receivable and Prepaid Expenses. This is an increase of 7.9% (\$86,840) compared to 2024 due to the decrease in cash, 152.2% (\$189,936) increase in Accounts Receivable, and a 34.6% decrease (\$6,205) in Prepaid Expenses.

**Liabilities** – Total liabilities are \$215,847 which is an increase of 145.9% (\$128,064) compared to 2024. This is mostly due to an increase in Deferred Revenue of 965.6% (160,931), an increase in Accrued Salaries of 71.4% (\$9,503), a decrease in Accounts Payable of 65.5% (35,832), and a decrease in Credit Card Payable of 38.4% (\$1,731).

**Net Assets** – Total Net Assets on April 30<sup>th</sup>, 2025, are \$1,013,273 which is a decrease of \$70,421 in comparison to the same time last year.

**Trend Balance Sheet Ratios**

Operating cash (number of days of operational cash a company has on hand outside of Reserves) is at 201 days at the end of April.

The Current Ratio measures a company's ability to repay short term debts with short term assets, with a ratio between 1 and 2 being ideal. With a Current Ratio of 31, assets continue to be ahead of industry standards.

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

**Year to Date Statement of Activities**

**Revenues** – Total operating revenue as of April 30<sup>th</sup>, 2025, is \$328,021, tracking below budget by 21.8% (\$91,646), and more than last year by 33.1% (\$81,641).

Program Revenue is under budget by 22.7% (\$74,657) and more than last year by 21.3% (\$44,646).

**Expenses** – Total Program expenses are \$352,098 which is below budget by 32.2% (\$167,298) and less than last year by 12.7% (\$51,382).

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

- Sales & Mktg -\$110,859 {Specifically: Advertising (29,423); Conferences increased (5,149); Creative Services (13,902); Mktg Contracts increased (6,751); Printing (16,876); Staff-Mktg (22,599); Vehicle Maintenance (20,904) & Website increased (5,392)}
- Destination Management. Plan - \$40,000 (This budget item has not had any expense to date)
- Zone and Micro Marketing – \$14,484

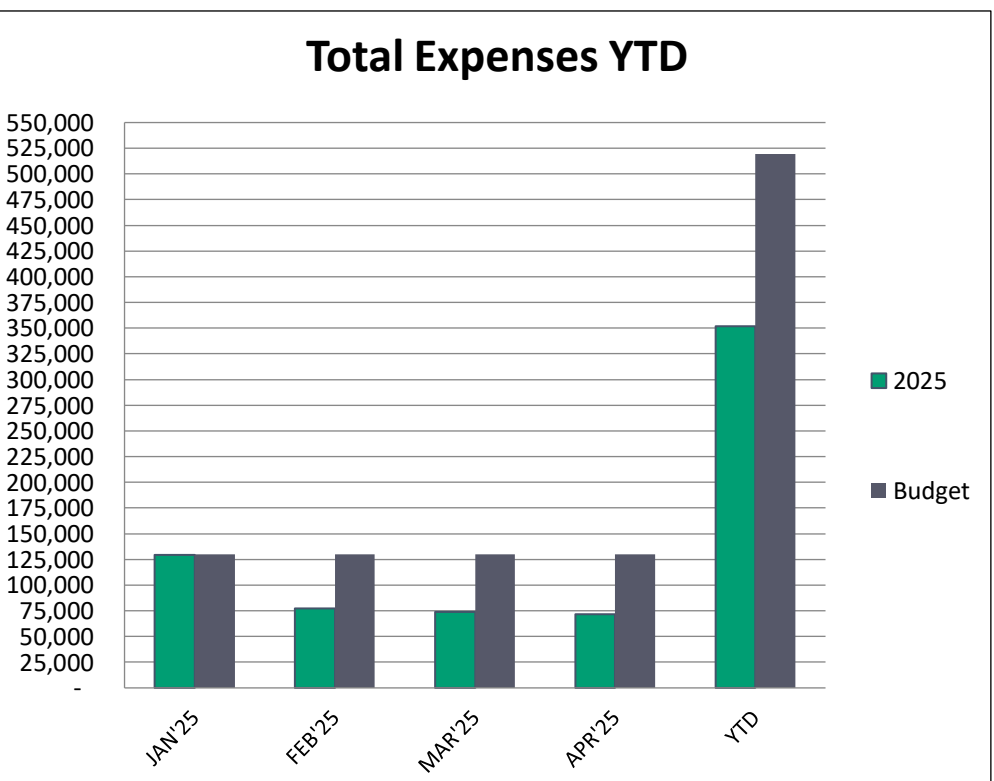
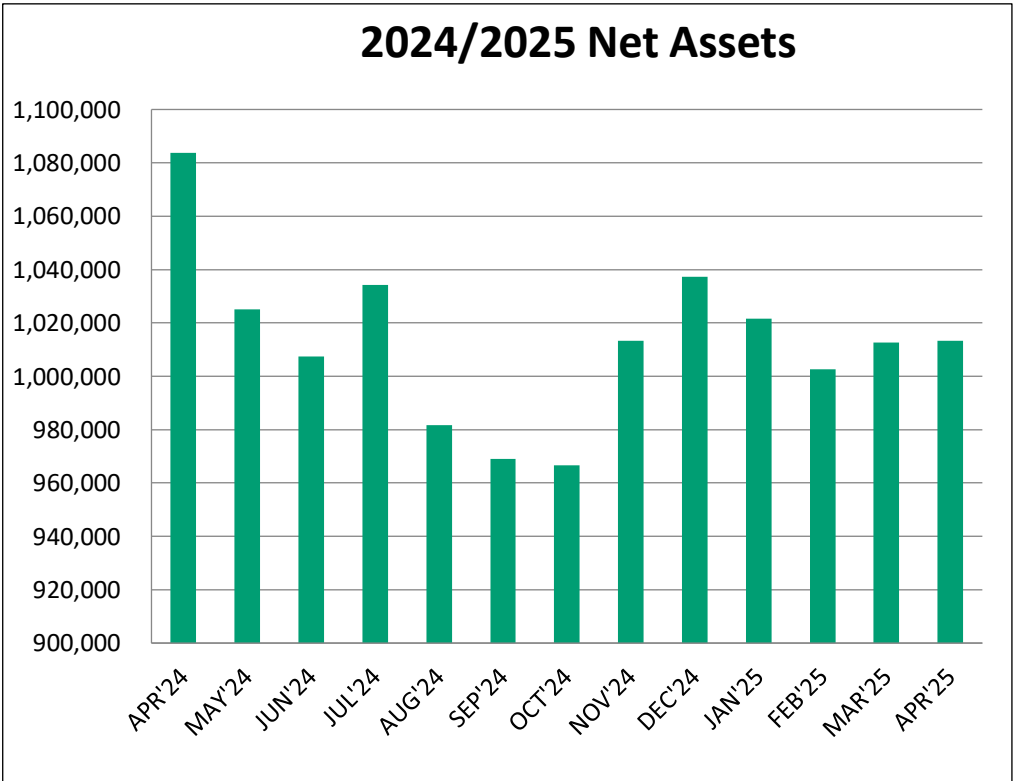
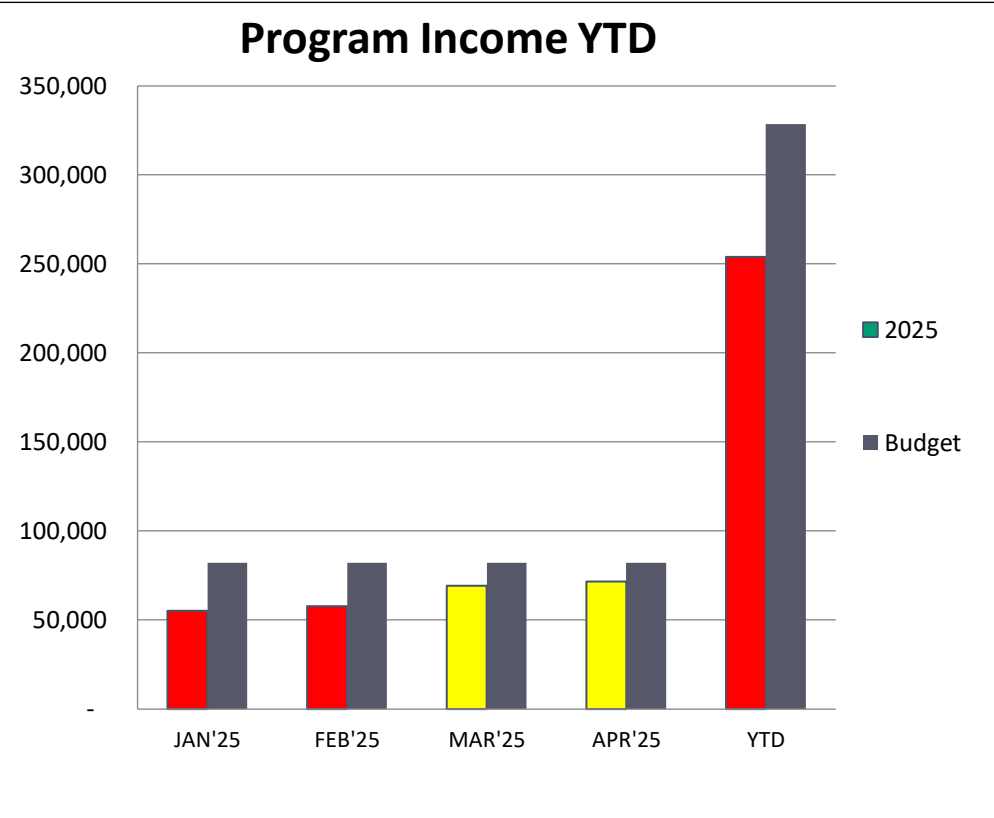
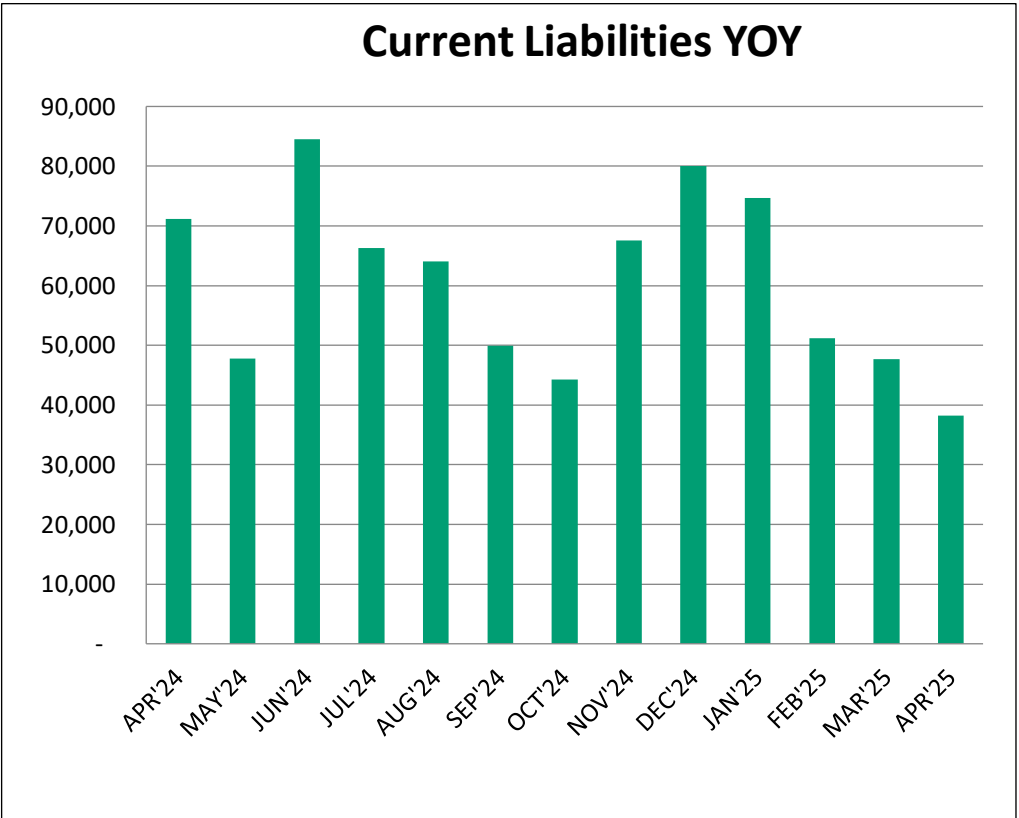
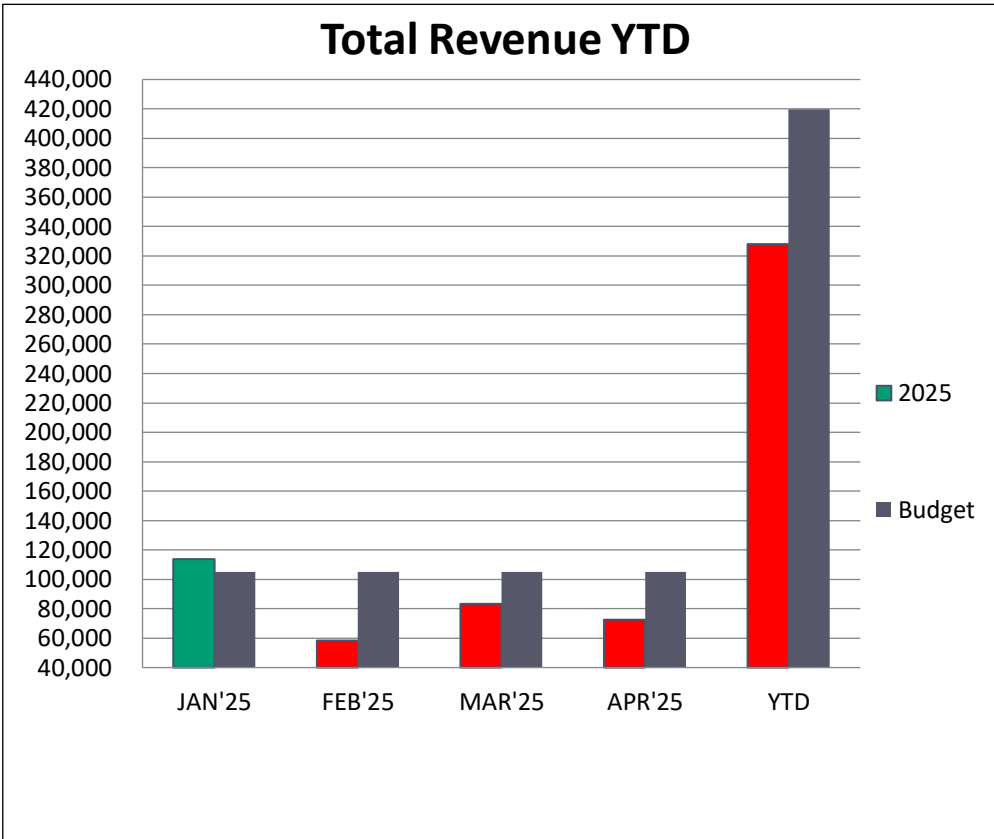
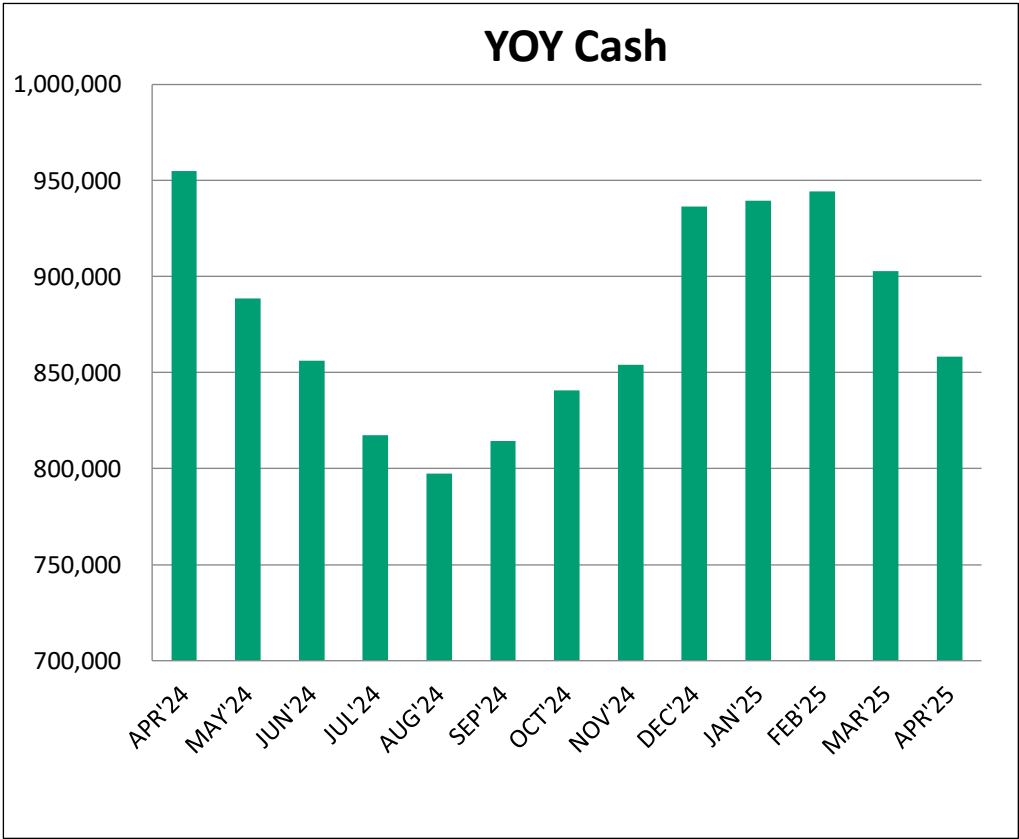
The expenses seeing the largest decrease in comparison to prior year are as follows:

- Sales & Mktg -\$49,794 {Specifically: Advertising (21,695); Creative Services (17,395); Travel Trader & Consumer Mkt Show (21,201); Staff-Mktg increased (4,484) & Website increased (7,858)}
- Admin Expenses – \$8,827
- Assessment Fees – increased \$5,292

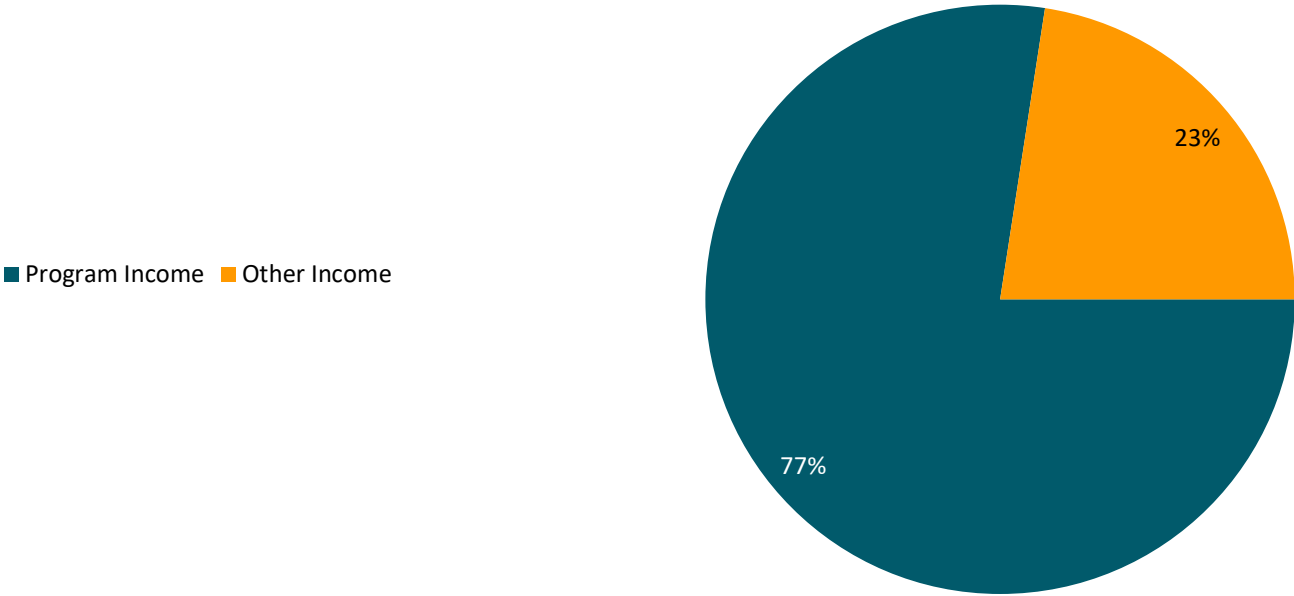
**Net Income/(Loss)** – Total Change in Net Assets is showing a Loss of \$24,078 which is better than the budgeted loss by \$75,652. This variance is due mostly to the decreased expenses helping to offset the decreased revenue. As compared to last year, the total change in Net Assets is showing a lower deficit by \$133,023.

Explore Butte County  
Financial Dashboard  
For the period ending April 30th, 2025

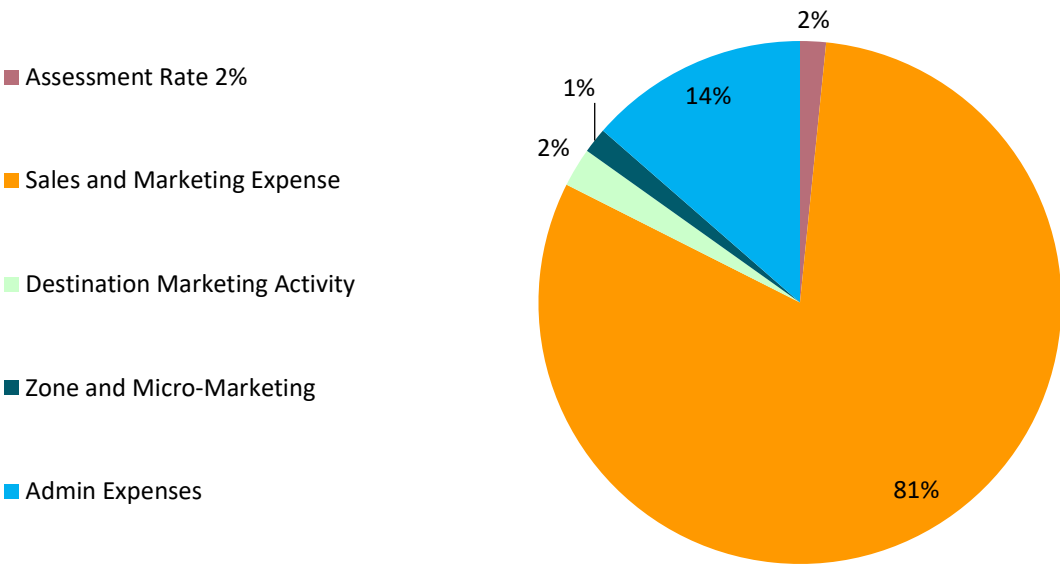
Color Code	
	Significant Underperformance
	Slight Underperformance
	Good Performance



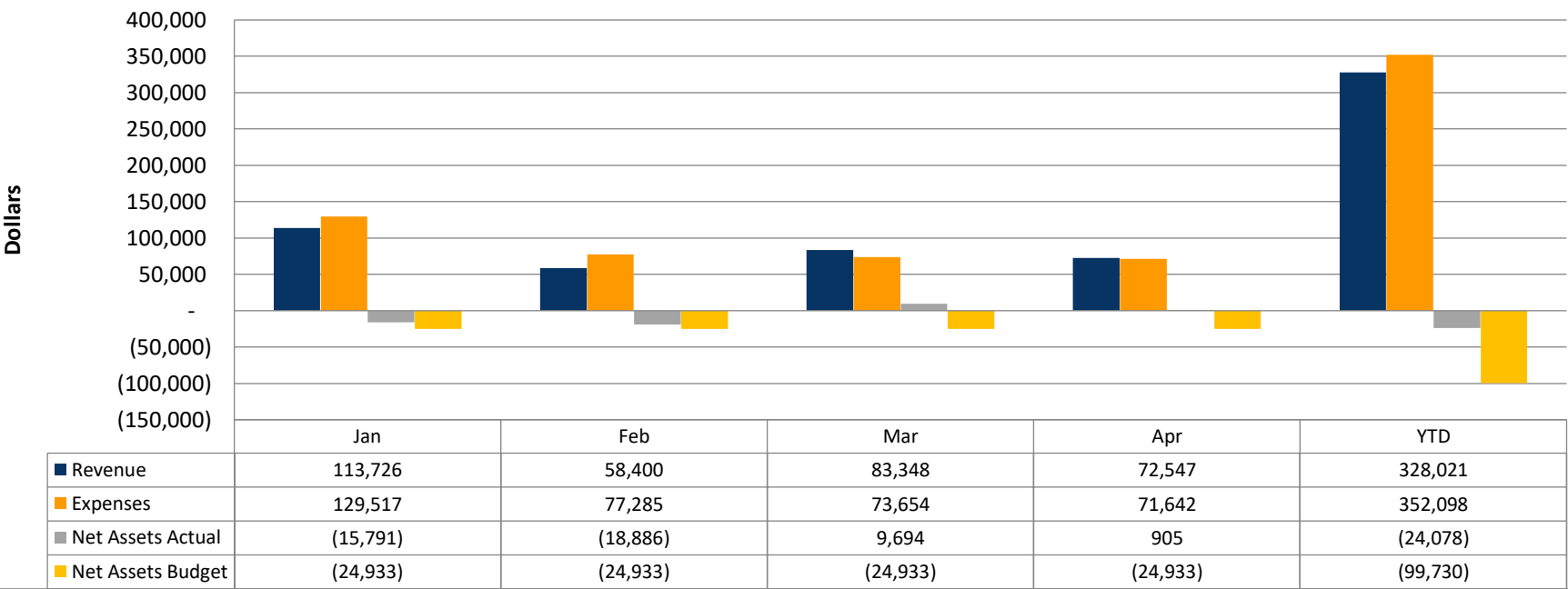
Summary of Revenues



Summary of Expenses



YTD Operating Performance



**Explore Butte Ccounty**  
**Comparative Balance Sheet**  
**For the period ending April 30th, 2025 and April 30th, 2024**

	<b>April 2025 \$</b>	<b>April 2024 \$</b>	<b>Variance Inc/(Dec) \$</b>	<b>Variance Inc/(Dec) %</b>
<b>ASSETS</b>				
<b>Current Assets</b>				
Cash				
Checking	327,905	432,379	(104,474)	(24.2%)
Savings	510,227	502,695	7,532	1.5%
Money Market	20,068	20,018	50	0.3%
<b>Total Cash</b>	<b>858,200</b>	<b>955,092</b>	<b>(96,892)</b>	<b>(10.1%)</b>
Accounts Receivable	314,756	124,820	189,936	152.2%
<b>Other Assets</b>				
Prepaid Expenses	11,729	17,934	(6,205)	(34.6%)
	<b>11,729</b>	<b>17,934</b>	<b>(6,205)</b>	<b>(34.6%)</b>
<b>Total Current Assets</b>	<b>1,184,685</b>	<b>1,097,845</b>	<b>86,840</b>	<b>7.9%</b>
<b>Fixed Assets</b>				
Furniture And Equipment	19,636	19,636	-	-
Vehicle	137,837	137,837	-	-
Less Accumulated Depreciation	(113,037)	(83,842)	(29,196)	(34.8%)
<b>Total Fixed Assets</b>	<b>44,436</b>	<b>73,631</b>	<b>(29,196)</b>	<b>(39.7%)</b>
<b>TOTAL ASSETS</b>	<b>1,229,120</b>	<b>1,171,477</b>	<b>57,644</b>	<b>4.9%</b>
<b>LIABILITIES</b>				
<b>Current Liabilities</b>				
Accounts Payable	18,833	54,665	(35,832)	(65.5%)
Credit Card Payable	2,774	4,505	(1,731)	(38.4%)
Accrued Salaries and Wages	22,816	13,313	9,503	71.4%
Accrued Payable	1,750	-	1,750	100.0%
Payroll Liabilities	(7,924)	(1,368)	(6,556)	(479.4%)
<b>Total Current Liabilities</b>	<b>38,250</b>	<b>71,116</b>	<b>(32,866)</b>	<b>(46.2%)</b>
Deferred Revenue	177,598	16,667	160,931	965.6%
<b>TOTAL LIABILITIES</b>	<b>215,847</b>	<b>87,783</b>	<b>128,064</b>	<b>145.9%</b>
<b>NET ASSETS</b>				
Unrestricted Net Assets	614,505	827,948	(213,444)	(25.8%)
Net Assets - Reserved	422,846	412,846	10,000	2.4%
Current Year Income	(24,078)	(157,101)	133,023	84.7%
<b>Total Net Assets</b>	<b>1,013,273</b>	<b>1,083,694</b>	<b>(70,421)</b>	<b>(6.5%)</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>1,229,120</b>	<b>1,171,477</b>	<b>57,644</b>	<b>4.9%</b>



**Explore Butte County**  
Trend Balance Sheet Ratios  
For the period ending April 30th, 2025

	April 2024	May 2024	June 2024	July 2024	August 2024	September 2024	October 2024	November 2024	December 2024	January 2025	February 2025	March 2025	April 2025
Cash <sup>1</sup>	250.94	233.49	224.98	214.77	209.51	213.96	220.86	224.44	246.03	220.08	221.18	211.47	201.03
Current Ratio <sup>2</sup>	15.44	21.26	12.29	16.03	15.84	20.03	22.63	16.01	14.01	14.12	19.95	21.67	30.97
Leverage <sup>3</sup>	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

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

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

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

**Explore Butte County**  
**Year-to-Date Comparative Income Statement**  
**For the period ending April 30th, 2025**

	April 2025 YTD - ACTUALS		April 2025 YTD - BUDGET		VARIANCE TO BUDGET		April 2024 YTD - ACTUALS		Apr '25 TO Apr '24 ACTUALS VARIANCE	
	\$	%	\$	%	\$	%	\$	%	\$	%
<b>REVENUES &amp; OTHER SUPPORT:</b>										
Program Income										
Butte County	1,096	0.3%	2,333	0.6%	(1,237)	(53.0%)	751	0.3%	345	46.0%
Chico	198,734	60.6%	250,000	59.6%	(51,266)	(20.5%)	172,300	69.9%	26,435	15.3%
Gridley	5,102	1.6%	3,000	0.7%	2,102	70.1%	555	0.2%	4,547	819.3%
Oroville	38,032	11.6%	55,000	13.1%	(16,968)	(30.9%)	27,996	11.4%	10,036	35.8%
Paradise	11,045	3.4%	18,333	4.4%	(7,288)	(39.8%)	7,762	3.2%	3,283	42.3%
Sub-Total Program Income	254,010	77.4%	328,667	78.3%	(74,657)	(22.7%)	209,364	85.0%	44,646	21.3%
Other Income										
Interest Income	2,512	0.8%	-	-	2,512	100.0%	2,489	1.0%	23	0.9%
Butte County - Microfunding	224	0.1%	500	0.1%	(276)	(55.3%)	-	-	224	100.0%
City of Chico - Microfunding	50,531	15.4%	50,333	12.0%	198	0.4%	23,333	9.5%	27,198	116.6%
City of Oroville - Microfunding	12,294	3.7%	9,000	2.1%	3,294	36.6%	-	-	12,294	100.0%
Town of Paradise - Microfunding	4,708	1.4%	3,333	0.8%	1,375	41.2%	-	-	4,708	100.0%
Cooperative Program Funding	3,650	1.1%	5,667	1.4%	(2,017)	(35.6%)	8,777	3.6%	(5,127)	(58.4%)
City of Gridley - Microfunding	92	0.0%	500	0.1%	(409)	(81.7%)	-	-	92	100.0%
Other Income	-	-	21,667	5.2%	(21,667)	(100.0%)	2,416	1.0%	(2,416)	(100.0%)
Sub-Total Other Income	74,011	22.6%	91,000	21.7%	(16,989)	(18.7%)	37,015	15.0%	36,995	99.9%
<b>TOTAL REVENUE</b>	<b>328,021</b>	<b>100.0%</b>	<b>419,667</b>	<b>100.0%</b>	<b>(91,646)</b>	<b>(21.8%)</b>	<b>246,379</b>	<b>100.0%</b>	<b>81,641</b>	<b>33.1%</b>
<b>PROGRAM EXPENSES:</b>										
Assessment Rate 2%										
2% Fee - Butte County	24	0.0%	47	0.0%	(22)	(47.9%)	-	-	24	100.0%
2% Fee - Chico	4,407	1.3%	5,000	1.2%	(593)	(11.9%)	329	0.1%	4,078	1,239.7%
2% Fee - Gridley	113	0.0%	60	0.0%	53	88.6%	11	0.0%	102	919.2%
2% Fee - Oroville	843	0.3%	1,100	0.3%	(257)	(23.3%)	-	-	843	100.0%
2% Fee - Paradise	245	0.1%	367	0.1%	(122)	(33.2%)	-	-	245	100.0%
Sub-total Assessment Rate 2%	5,632	1.7%	6,573	1.6%	(941)	(14.3%)	340	0.1%	5,292	1,556.4%
Sales and Marketing Expense										
Advertising	41,577	12.7%	71,000	16.9%	(29,423)	(41.4%)	63,273	25.7%	(21,695)	(34.3%)
Conferences	19,983	6.1%	14,833	3.5%	5,149	34.7%	20,794	8.4%	(811)	(3.9%)
Creative Services	39,098	11.9%	53,000	12.6%	(13,902)	(26.2%)	56,493	22.9%	(17,395)	(30.8%)
Dues and Memberships	2,700	0.8%	3,333	0.8%	(633)	(19.0%)	2,243	0.9%	457	20.4%
Marketing Contracts	54,084	16.5%	47,333	11.3%	6,751	14.3%	54,328	22.1%	(244)	(0.4%)
Meals	381	0.1%	1,000	0.2%	(619)	(61.9%)	536	0.2%	(155)	(28.9%)
Office Supplies	-	-	500	0.1%	(500)	(100.0%)	108	0.0%	(108)	(100.0%)
Postage	516	0.2%	667	0.2%	(151)	(22.7%)	459	0.2%	56	12.2%
Printing	2,624	0.8%	19,500	4.6%	(16,876)	(86.5%)	3,143	1.3%	(519)	(16.5%)
Public Relations	528	0.2%	10,000	2.4%	(9,472)	(94.7%)	1,496	0.6%	(968)	(64.7%)
Rent	-	-	1,000	0.2%	(1,000)	(100.0%)	34	0.0%	(34)	(100.0%)
Sales and Marketing Exp. - Other	60	0.0%	667	0.2%	(607)	(91.0%)	275	0.1%	(215)	(78.2%)
Hospitality for Hospitality	160	0.0%	1,500	0.4%	(1,340)	(89.3%)	356	0.1%	(196)	(55.0%)
SponsorShip Marketing	1,000	0.3%	3,333	0.8%	(2,333)	(70.0%)	2,035	0.8%	(1,035)	(50.9%)
Travel Trader& Consumer Market Show	1,876	0.6%	9,667	2.3%	(7,791)	(80.6%)	23,077	9.4%	(21,201)	(91.9%)
Staff-Marketing	96,234	29.3%	118,833	28.3%	(22,599)	(19.0%)	91,750	37.2%	4,484	4.9%
Vehicle Maintenance	2,429	0.7%	23,333	5.6%	(20,904)	(89.6%)	501	0.2%	1,928	385.3%
Website	21,392	6.5%	16,000	3.8%	5,392	33.7%	13,534	5.5%	7,858	58.1%
Sub-Total Sales and Marketing Expense	284,641	86.8%	395,500	94.2%	(110,859)	(28.0%)	334,435	135.7%	(49,794)	(14.9%)
Destination Marketing Activity										
ARPA Wayfinding	-	-	-	-	-	-	1,325	0.5%	(1,325)	(100.0%)
Desitination Management Plan	-	-	40,000	9.5%	(40,000)	(100.0%)	425	0.2%	(425)	(100.0%)
Butte County Film Commision	8,480	2.6%	9,333	2.2%	(853)	(9.1%)	-	-	8,480	100.0%
Sub-Total Destination Marketing Activity	8,480	2.6%	49,333	11.8%	(40,853)	(82.8%)	1,750	0.7%	6,730	384.5%
Zone and Micro-Marketing										
Chico Zone/Travel Chico	170	0.1%	6,667	1.6%	(6,496)	(97.4%)	4,758	1.9%	(4,587)	(96.4%)
Paradise Zone	315	0.1%	3,333	0.8%	(3,018)	(90.6%)	30	0.0%	285	950.0%
Oroville Zone	5,031	1.5%	9,000	2.1%	(3,969)	(44.1%)	5,511	2.2%	(480)	(8.7%)
Other Zone	-	-	500	0.1%	(500)	(100.0%)	-	-	-	-
Gridley/ Biggs Zone	-	-	500	0.1%	(500)	(100.0%)	-	-	-	-
Sub-Total Zone and Micro-Marketing	5,516	1.7%	20,000	4.8%	(14,484)	(72.4%)	10,299	4.2%	(4,783)	(46.4%)
Admin Expenses										
Advertising	498	0.2%	-	-	498	100.0%	-	-	498	100.0%
Bank fees	-	-	40	0.0%	(40)	(100.0%)	40	0.0%	(40)	(100.0%)
Conference, Convention, Meeting	837	0.3%	3,333	0.8%	(2,496)	(74.9%)	2,856	1.2%	(2,018)	(70.7%)
Depreciation	9,601	2.9%	-	-	9,601	100.0%	9,850	4.0%	(248)	(2.5%)
Filing fees/ taxes	-	-	1,333	0.3%	(1,333)	(100.0%)	387	0.2%	(387)	(100.0%)
General Administration	2,342	0.7%	800	0.2%	1,542	192.8%	2,198	0.9%	145	6.6%
Insurance	-	-	1,667	0.4%	(1,667)	(100.0%)	2,885	1.2%	(2,885)	(100.0%)
Interest expense	-	-	-	-	-	-	2	0.0%	(2)	(100.0%)
Meals	218	0.1%	800	0.2%	(582)	(72.8%)	309	0.1%	(91)	(29.5%)
Office supplies	1,165	0.4%	1,333	0.3%	(168)	(12.6%)	3,424	1.4%	(2,259)	(66.0%)
Postage	296	0.1%	183	0.0%	112	61.2%	-	-	296	100.0%
Printing and Copying	-	-	200	0.0%	(200)	(100.0%)	-	-	-	-
Professional fees - Accounting	11,174	3.4%	16,667	4.0%	(5,493)	(33.0%)	12,795	5.2%	(1,621)	(12.7%)
Professional fees - Legal	4,601	1.4%	3,333	0.8%	1,268	38.0%	6,703	2.7%	(2,102)	(31.4%)
Professional fees - Human Resources	-	-	2,167	0.5%	(2,167)	(100.0%)	38	0.0%	(38)	(100.0%)
Rent/ Office Space	3,464	1.1%	3,000	0.7%	464	15.5%	2,202	0.9%	1,262	57.3%
401k Administration	706	0.2%	333	0.1%	372	111.7%	618	0.3%	88	14.2%
Staffing - Admin	10,693	3.3%	10,333	2.5%	359	3.5%	10,132	4.1%	560	5.5%
Subscriptions	908	0.3%	867	0.2%	41	4.7%	624	0.3%	283	45.4%
Telephone, Telecommunications	659	0.2%	800	0.2%	(141)	(17.6%)	604	0.2%	55	9.2%
Travel	667	0.2%	600	0.1%	67	11.2%	990	0.4%	(323)	(32.6%)
Admin Expense- Other	-	-	200	0.0%	(200)	(100.0%)	-	-	-	-
Sub-Total Admin Expenses	47,829	14.6%	47,990	11.4%	(161)	(0.3%)	56,656	23.0%	(8,827)	(15.6%)
<b>TOTAL PROGRAM EXPENSES</b>	<b>352,098</b>	<b>107.3%</b>	<b>519,397</b>	<b>123.8%</b>	<b>(167,298)</b>	<b>(32.2%)</b>	<b>403,480</b>	<b>163.8%</b>	<b>(51,382)</b>	<b>(12.7%)</b>
<b>NET INCOME/(NET LOSS)</b>	<b>\$ (24,078)</b>	<b>(7.3%)</b>	<b>\$ (99,730)</b>	<b>(23.8%)</b>	<b>\$ 75,652</b>	<b>75.9%</b>	<b>\$ (157,101)</b>	<b>(63.8%)</b>	<b>\$ 133,023</b>	<b>84.7%</b>

**Explore Butte County**  
Income Statement by Class  
For the period ending April 30th, 2025

	TBID Program	Prior Year Reserved	Cooperative	MicroFunding	Travel Chico ARPA	TOTAL
<b>REVENUES &amp; OTHER SUPPORT:</b>						
Program Income						
Butte County	1,096			-		1,096
Chico	198,734			-		198,734
Gridley	5,102			-		5,102
Oroville	38,032			-		38,032
Paradise	11,045			-		11,045
Sub-Total Program Income	254,010	-	-	-	-	254,010
Other Income						
Interest Income	2,512			-		2,512
Butte County - Microfunding				224		224
City of Chico - Microfunding				40,531	10,000	50,531
City of Oroville - Microfunding				12,294		12,294
Town of Paradise - Microfunding				4,708		4,708
Cooperative Program Funding	-		3,650	-		3,650
City of Gridley - Microfunding				92		92
Sub-Total Other Income	2,512	-	3,650	57,849	10,000	74,011
<b>TOTAL REVENUE</b>	<b>256,522</b>	<b>-</b>	<b>3,650</b>	<b>57,849</b>	<b>10,000</b>	<b>328,021</b>
<b>PROGRAM EXPENSES:</b>						
Assessment Rate 2%						
2% Fee - Butte County	24			-		24
2% Fee - Chico	4,407			-		4,407
2% Fee - Gridley	113			-		113
2% Fee - Oroville	843			-		843
2% Fee - Paradise	245			-		245
Sub-total Assessment Rate 2%	5,632	-	-	-	-	5,632
Sales and Marketing Expense						
Advertising	38,711		400	-	2,466	41,577
Conferences	493	18,458		-	1,032	19,983
Creative Services	36,388			39	2,671	39,098
Dues and Memberships	2,700			-		2,700
Marketing Contracts	42,251	11,833		-		54,084
Meals	381			-		381
Postage	516			-		516
Printing	2,624			-		2,624
Public Relations	528			-		528
Sales and Marketing Exp. - Other	60			-		60
Hospitality for Hospitality	160			-		160
SponsorShip Marketing	1,000			-		1,000
Travel Trader& Consumer Market Show	105	1,771		-		1,876
Staff-Marketing	96,234			-		96,234
Vehicle Maintenance	2,429			-		2,429
Website	21,300	(108)		200		21,392
Sub-Total Sales and Marketing Expense	245,879	31,955	400	239	6,169	284,641
Destination Marketing Activity						
Butte County Film Commision	-	8,480		-		8,480
Sub-Total Destination Marketing Activity	-	8,480	-	-	-	8,480
Zone and Micro-Marketing						
Chico Zone/Travel Chico	166			-	4	170
Paradise Zone	315			-		315
Oroville Zone	-			5,031		5,031
Sub-Total Zone and Micro-Marketing	481	-	-	5,031	4	5,516
Admin Expenses						
Advertising	498					498
Conference, Convention, Meeting	-	837		-		837
Depreciation	9,601			-		9,601
General Administration	2,342			-		2,342
Meals	218			-		218
Office supplies	1,165			-		1,165
Postage	296			-		296
Professional fees - Accounting	11,174			-		11,174
Professional fees - Legal	4,601			-		4,601
Rent/ Office Space	3,464			-		3,464
401k Administration	706			-		706
Staffing - Admin	10,693			-		10,693
Subscriptions	908			-		908
Telephone, Telecommunications	659			-		659
Travel	662				5	667
Sub-Total Admin Expenses	46,987	837	-	-	5	47,829
<b>TOTAL PROGRAM EXPENSES</b>	<b>298,979</b>	<b>41,272</b>	<b>400</b>	<b>5,269</b>	<b>6,178</b>	<b>352,098</b>
<b>NET INCOME/(NET LOSS)</b>	<b>\$ (42,457)</b>	<b>\$ (41,272)</b>	<b>\$ 3,250</b>	<b>\$ 52,579</b>	<b>\$ 3,822</b>	<b>\$ (24,078)</b>



## Board of Directors Staff Report Agenda Item: 3.1 STRATEGIC PLANNING - 2025/2026 ACTION PLAN

TO: Explore Butte County Board of Directors  
FROM: Nichole Farley, Executive Director  
DATE: May 22, 2025

### Background

In May 2023, the Explore Butte County Board approved a three-year Strategic Plan. In May 2024, the Board updated the organization's mission, vision, and values and consolidated strategic objectives to ensure greater clarity and impact. Staff were tasked with translating these refinements into a two-year Strategic Work Plan that guides implementation and performance measurement for the 2025–2026 fiscal periods.

The enclosed work plan includes targeted strategies under three overarching objectives:

1. Lead and Advance the Butte County Tourism Industry
2. Expand and Diversify Our Experience Base
3. Advocate for Investments in Butte County's Visitor Economy

This work plan integrates input from:

- The 2024 Board and Advisors Leadership Workshop
- The "Explore Your Growth" staff goal-setting process

### Summary Of Strategic Priorities

#### Objective 1: Lead and Advance the Butte County Tourism Industry

- Launch a Regional Marketing & PR campaign
- Host Innovation Workshops in four jurisdictions and host a countywide Hackathon
- Advance inclusive marketing that authentically reflects our diverse communities
- Support the workforce through training, certification, and an internship program

#### Objective 2: Expand and Diversify Our Experience Base

- Finalize and initiate implementation of the Sports Tourism Infrastructure Master Plan
- Deepen participation in travel trade platforms and prepare for a 2026 FAM tour
- Promote seasonal and rotating events that generate overnight stays
- Improve accessibility and foster professional growth among staff

#### Objective 3: Advocate for Investments in Butte County's Visitor Economy

- Modify and expand the BCTBID to ensure long-term sustainability
- Strengthen higher education partnerships and regional research collaborations
- Recruit and retain talent through effective onboarding, certification, and goal tracking

Attachments

[2025 - 2026 Strategic Action Plan](#)



## 2025 - 2026 Strategic Work Plan

### OBJECTIVE 1: LEAD AND ADVANCE THE BUTTE COUNTY TOURISM INDUSTRY

#### **Strategy 1: Foster a Culture of Innovation Through Team Empowerment**

Establish and support a dedicated **Innovation Squad** to meet quarterly, approve at least three pilot projects annually, and host an **Annual Marketing Innovation Hackathon** that engages staff and regional students in building bold marketing concepts.

#### **Strategy 2: Collaborate on Regional Identity and Storytelling**

Launch a collaborative **Regional Marketing & PR Campaign** with nearby DMOs to highlight shared assets, build regional visibility, and roll out a regional website aimed at increasing engagement by 10% within three months of launch.

#### **Strategy 3: Advance Inclusive and Authentic Promotion**

Produce and share **user-generated stories** and real visuals from diverse communities to represent Butte County's voice authentically. Tailor campaigns to include Spanish-language, LGBTQ+, accessibility-focused, and rural narratives.

#### **Strategy 4: Build Talent and Knowledge Across the Industry**

Support the tourism workforce by implementing front-line training programs, developing a **Marketing Internship Program**, and establishing **professional development pathways** such as industry certifications and committee participation.

### OBJECTIVE 2: EXPAND AND DIVERSIFY OUR EXPERIENCE BASE

#### **Strategy 1: Complete the Sports Tourism Infrastructure Plan**

Finalize the **Sports Tourism Infrastructure Master Plan** and issue an RFP by January 2026 to begin the implementation phase, driving economic development and expanding sports-related travel experiences.

#### **Strategy 2: Broaden Reach Through Travel Trade and FAM Tours**

Secure participation of **at least 10 Butte County businesses** on Visit California's Tourism Exchange and **establish relationships with 5 tour operators** to prepare for a 2026 Familiarization (FAM) tour.

#### **Strategy 3: Diversify Offerings Through Seasonal and Community-Driven Events**

Package and promote **recurring seasonal events** (e.g., wildflowers, rafting, arts) and **develop rotating county-wide event series** to amplify community pride and encourage overnight stays.



#### **Strategy 4: Increase Destination Accessibility and Professional Capacity**

Advance initiatives to make Butte County more inclusive through ADA-compliant attractions, **accessible infrastructure**, and targeted support for **rural tourism development**, while simultaneously fostering team development through certification and committee engagement.

### **OBJECTIVE 3: ADVOCATE FOR INVESTMENTS IN BUTTE COUNTY'S VISITOR ECONOMY**

#### **Strategy 1: Modify and Expand the BCTBID**

Lead the successful modification of the **Butte County Tourism Business Improvement District** (BCTBID) by September 2025 to increase the assessment rate and include short-term vacation rentals, broadening revenue and investment potential.

#### **Strategy 2: Build Institutional and Higher Ed Partnerships**

Strengthen relationships with **Chico State**, **Butte College**, and other local institutions by supporting internship programs, tourism research partnerships, and cross-sector collaborations.

#### **Strategy 3: Build and Retain Talent for Organizational Sustainability**

Fill all open staff positions within 90 days and retain new hires with strong onboarding and tourism certification. Support long-term success through quarterly check-ins and personal goal tracking.