



EXPLORE BUTTE COUNTY  
CHICO ZONE MICRO-MARKETING COMMITTEE

2024 BOARD OF DIRECTORS

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Chico Chamber of Commerce

June 6, 2024  
Time: 11:30 AM - 12:30 PM

Chico Area Recreation District Office  
545 Vallombrosa Ave, Chico, CA 95926

AGENDA

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

VISION: Explore Butte County is the heart and champion of growing and sustaining a flourishing and diverse tourism economy, making Butte County THE must-visit destination in the North State.

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

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

1. CALL TO ORDER
2. [APPROVE MINUTES FROM MAY 2nd, 2024 MEETING](#)
3. RECONSIDERATION OF FUNDING REQUESTS
  - I. DCBA Partnership Funding
  - II. Butte Film Festival Funding- Location Change
4. FUNDING REQUESTS
  - III. [Travel Chico Guide Print Cost](#)
  - IV. [Travel Chico-Downtown Chico Window Program](#)
5. EXPLORE BUTTE COUNTY UPDATE (Nichole Farley)
6. TRAVEL CHICO MARKETING UPDATE (Alaina Macarthy)
7. BUTTE365 UPDATE (Cameo Calderon)
8. 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.
9. ADJOURNMENT



Committee Members: Tamba Sellu, Kate Pinnseonult, Anabelle Grimm, Debbie Moseley, Elisabeth Shy, Jennifer McCarthy, Linda Herman, Mahina Gannet, Mike Egbert, Patricia Macias, Shari Anderson, Cameo Calderon

DCBA Event Sponsorships Proposal

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

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



2024 CTC Budget				
Income			ACTUAL	
Restricted Funds - Chico Zone Micro-Funding	\$152,879.69		\$50,959.90	
2023 Chico Zone Micro-Funding *estimated	\$65,000.00		\$67,878.00	
2023/2024 Travel Chico Funding	\$40,000.00		\$40,000.00	*Contract with City of Chico
<b>Total Restricted Assets</b>	<b>\$257,879.69</b>		<b>\$158,837.90</b>	
Expenses				
In Market Community Sponsorship	\$40,000.00			
DCBA Partnership			\$9,500.00	Approved with conditions
Wildflower Century			\$5,000.00	Approved
Taco Festival			\$500.00	Approved
Butte Film Festival			\$5,000.00	Approved
Best of Chico			\$2,750.00	Approved
Legacy Theater			\$5,000.00	Approved
Silver Dollar Fair			\$4,500.00	Approved
PBR Bull Riding				Proposed - June Agenda
Travel Chico Window			\$1,750.00	Proposed - June Agenda

Sponsorships				
Approved Spending		\$34,000.00		
Remaining		\$6,000.00		
Marketing Collateral & Design		\$55,000.00		
Travel Chico Website Maintenance			\$10,000.00	*Contract with City of Chico
Travel Chico Guide (Design)			\$15,000.00	*Contract with City of Chico
Travel Chico Guide (Print)			\$10,000.00	*Contract with City of Chico
Content Development			\$10,000.00	*Contract with City of Chico
Social Media Influencer			\$5,000.00	
Social Media Promotion			\$5,000.00	
Project Manager/Chico Focused EBC Staff		\$61,000.00		Project Management of Visitors Guide (8K); Full-Time Content Development (58K) Reallocated \$5K of PM to Content Development
Total Expenses		\$156,000.00		
Restricted funds will last about three years at this current budget allocations.				