



EXPLORE BUTTE COUNTY

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

BOARD OF DIRECTOR EXECUTIVE COMMITTEE MEETING

March 25, 2025
Time: 3:00 PM - 4:00 PM

BCAG Board Room
326 Huss Dr, Chico, CA 95928

Agenda

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

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

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

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

1. OPEN MEETING

2. FINANCIALS

2.1. [January 2025 Financials \(with authorization to update for TBID assessment revenues attributed to January\)](#)

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

3.1. PROPOSED 2025 BOARD OF DIRECTOR & OFFICER SLATE (Nichole Farley, 2025 Annual Report Committee)

[The proposed 2025 Board of Directors and Officers \(President, Treasurer, Secretary\) for Explore Butte County.](#)

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

4.1. 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](#)

5. BOARD UPDATES & PUBLIC COMMENT



EXPLORE BUTTE COUNTY

P.O. Box 2154, Chico, CA 95927

(530) 918-4585 | [ExploreButteCounty.com](https://www.explorebuttecounty.com)

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. ADJOURNMENT



Financial Statements

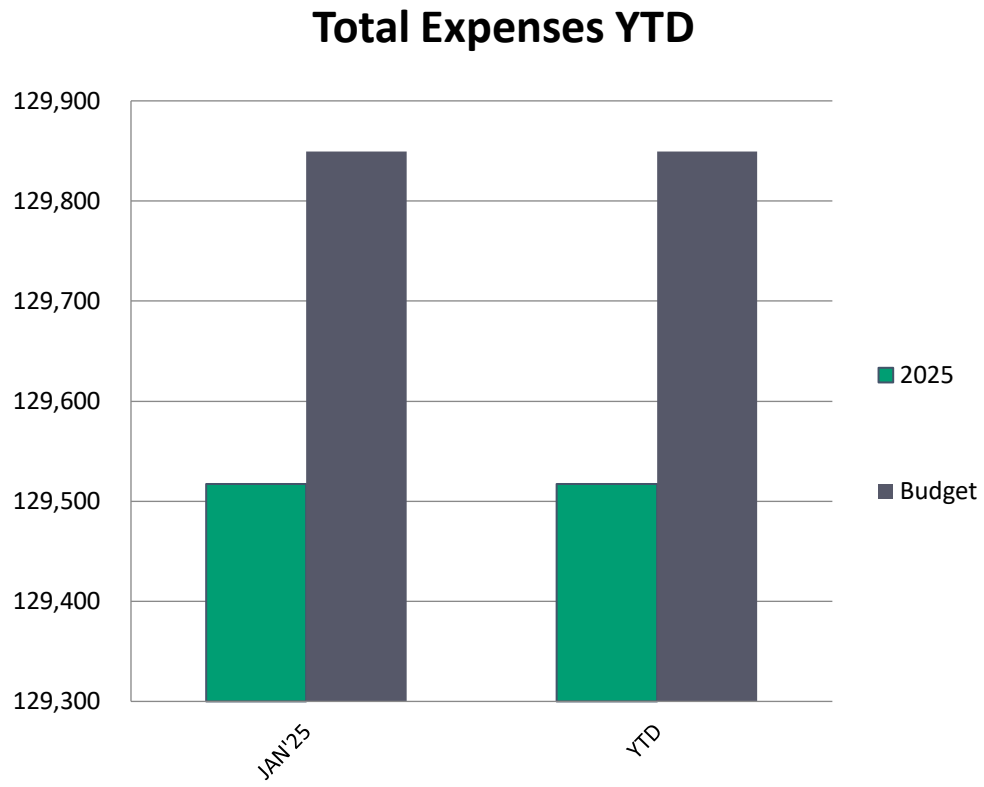
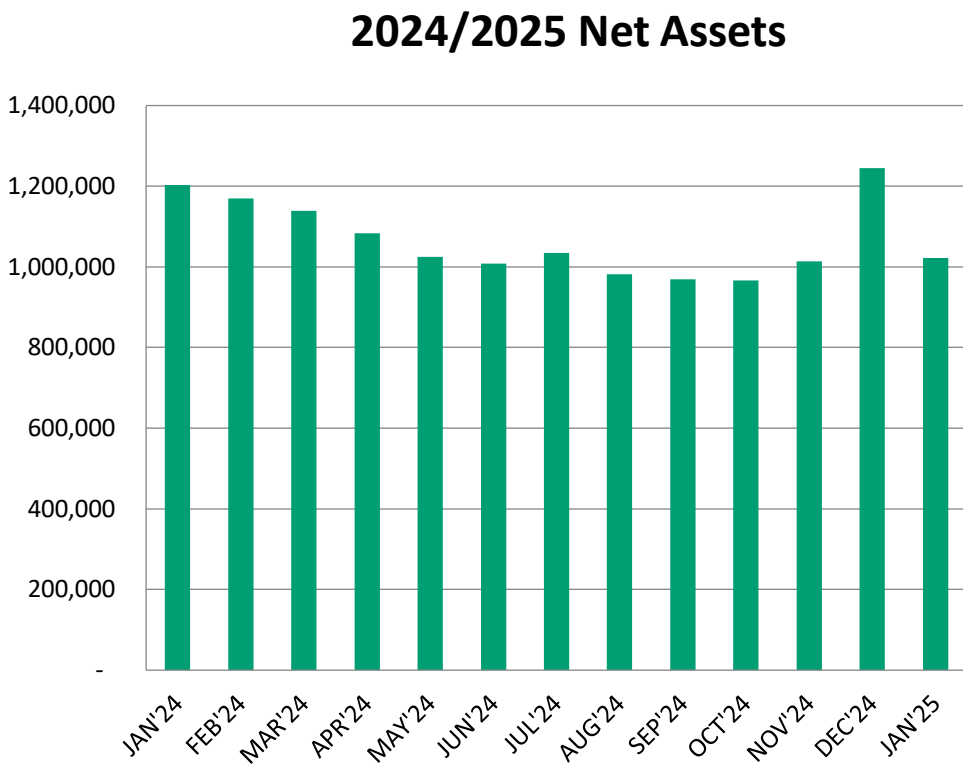
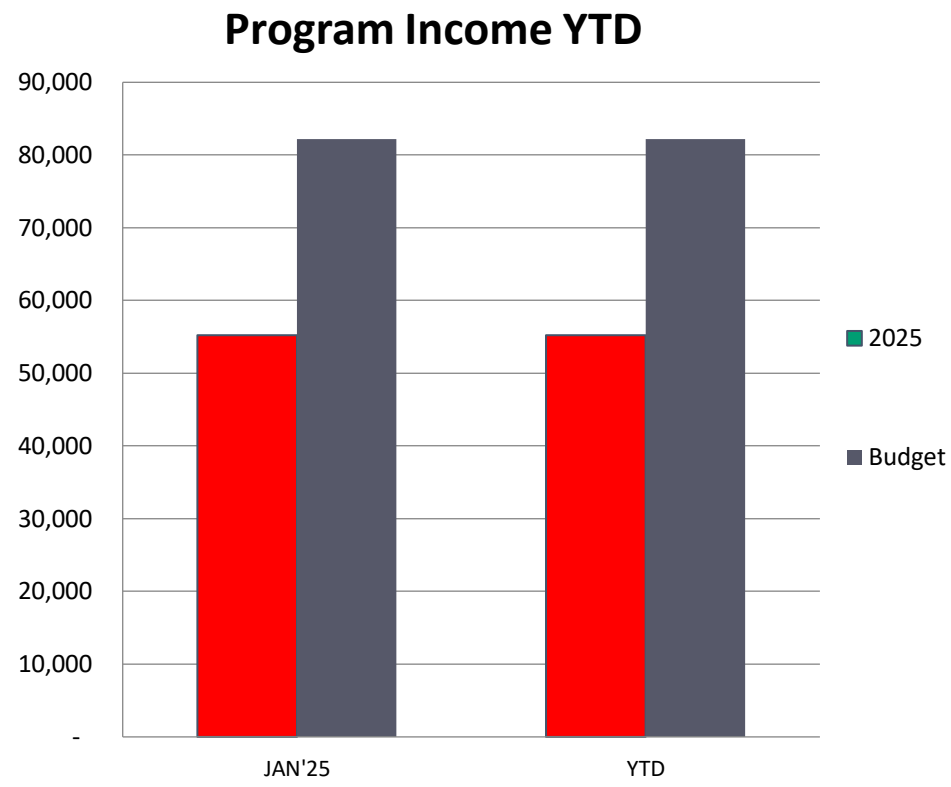
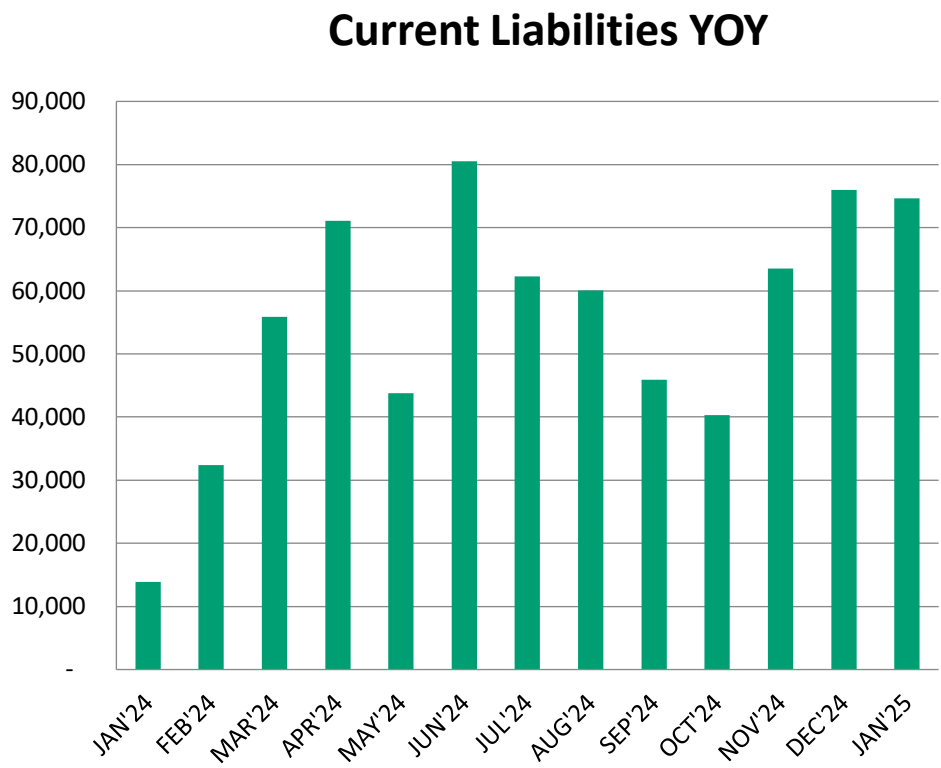
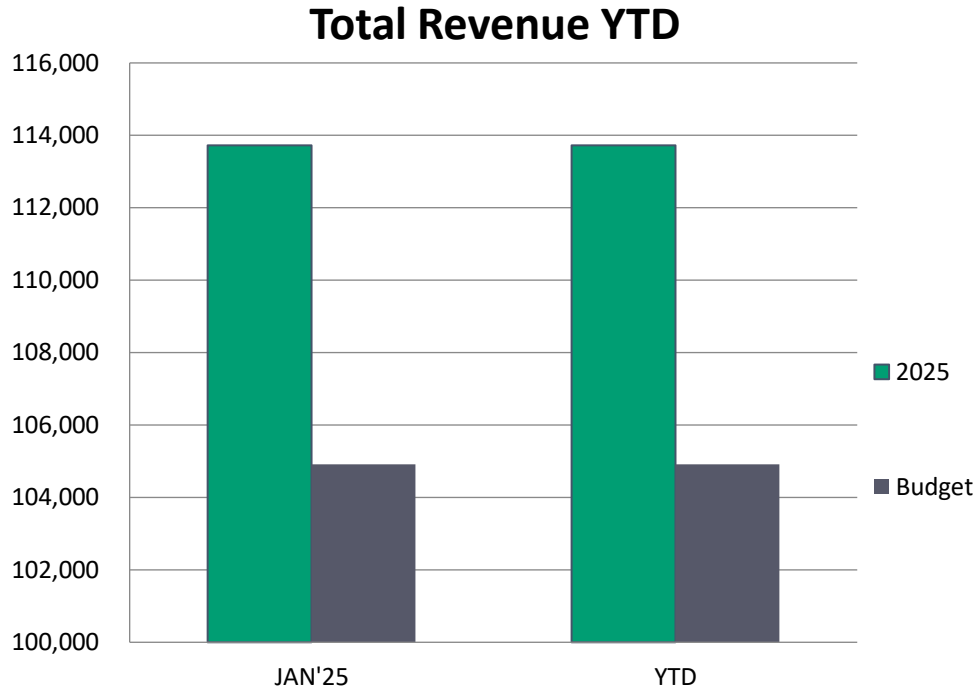
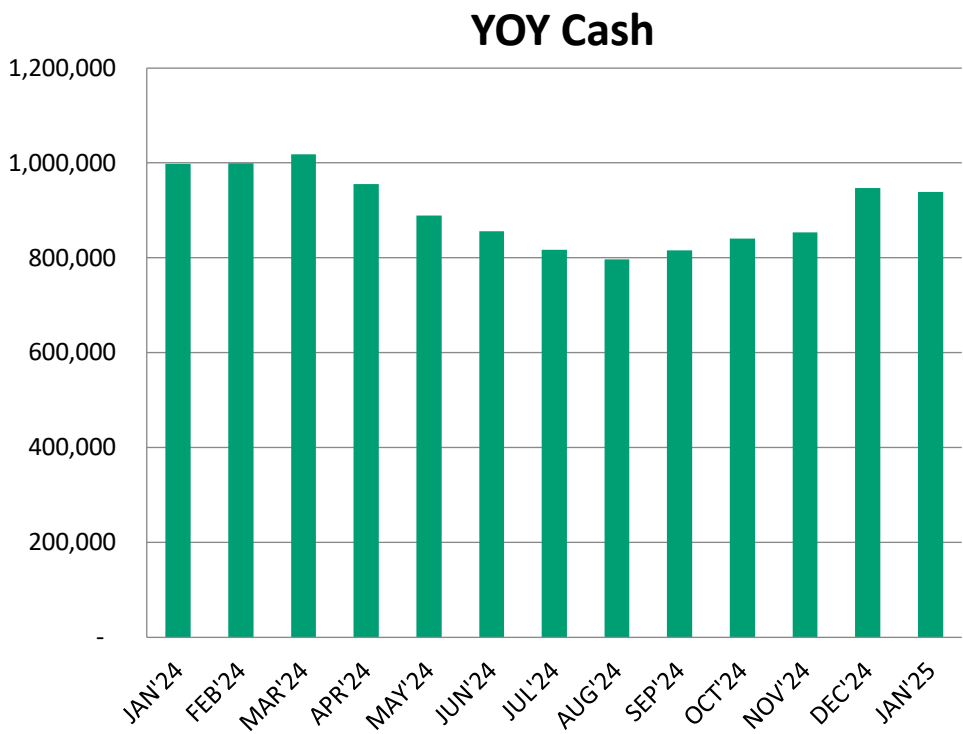
For the period ending YTD January 31st, 2025

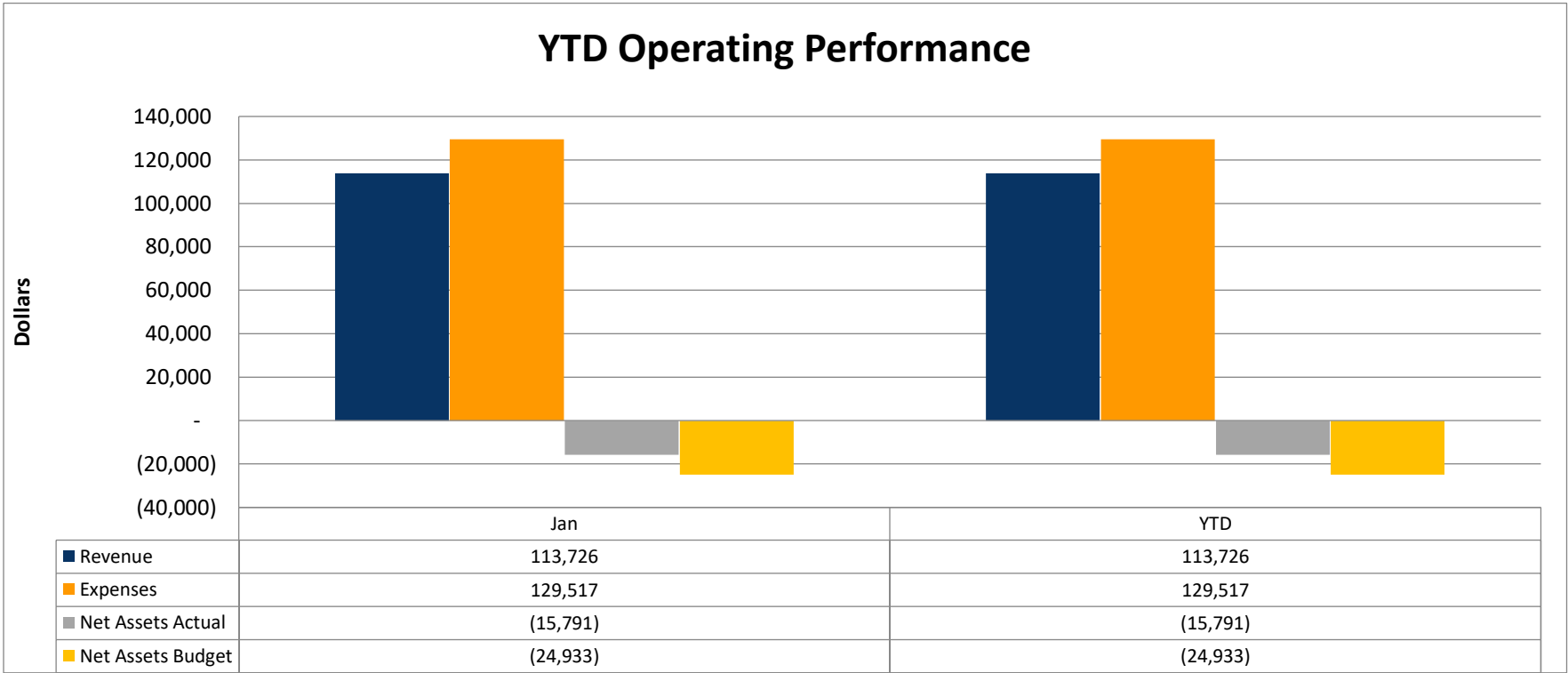
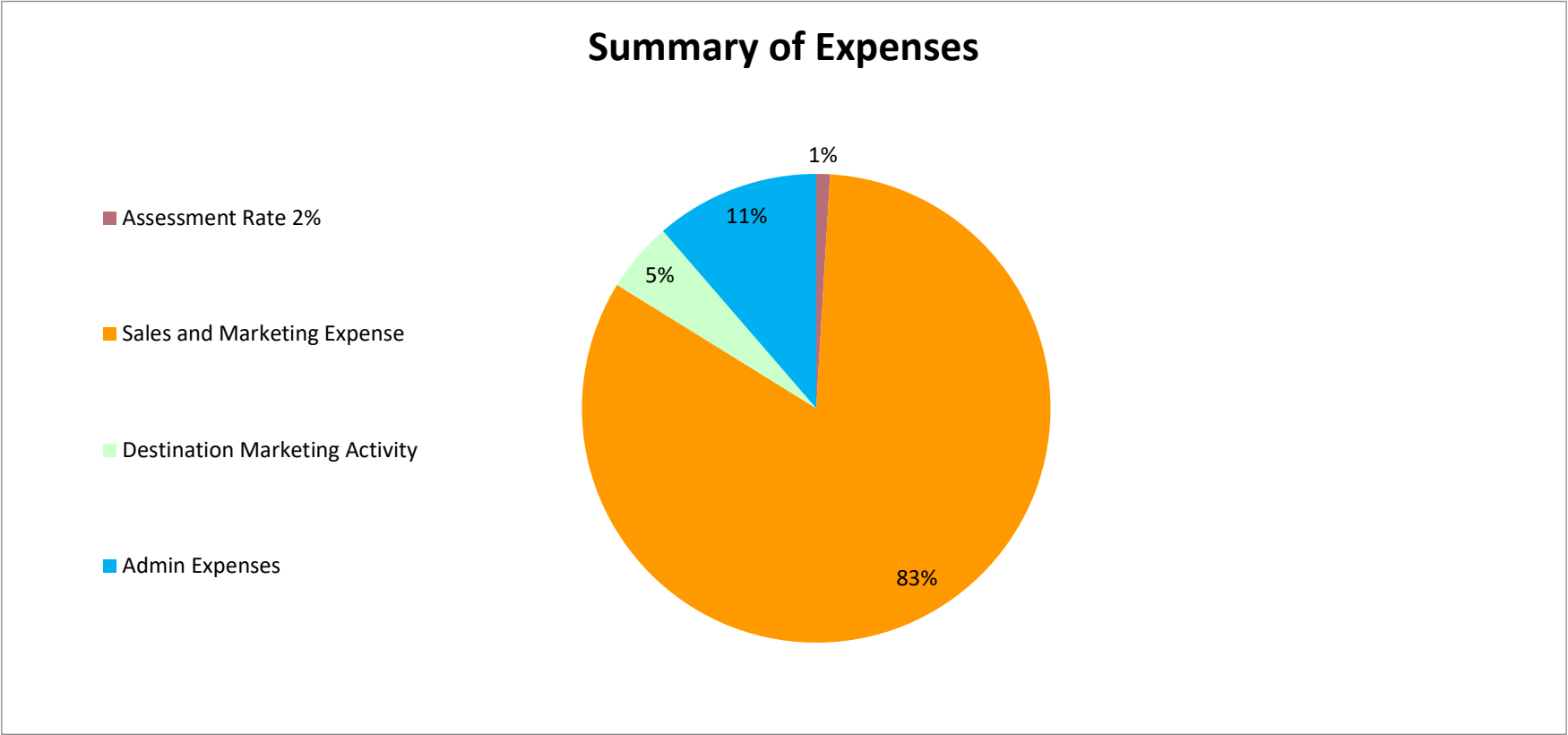
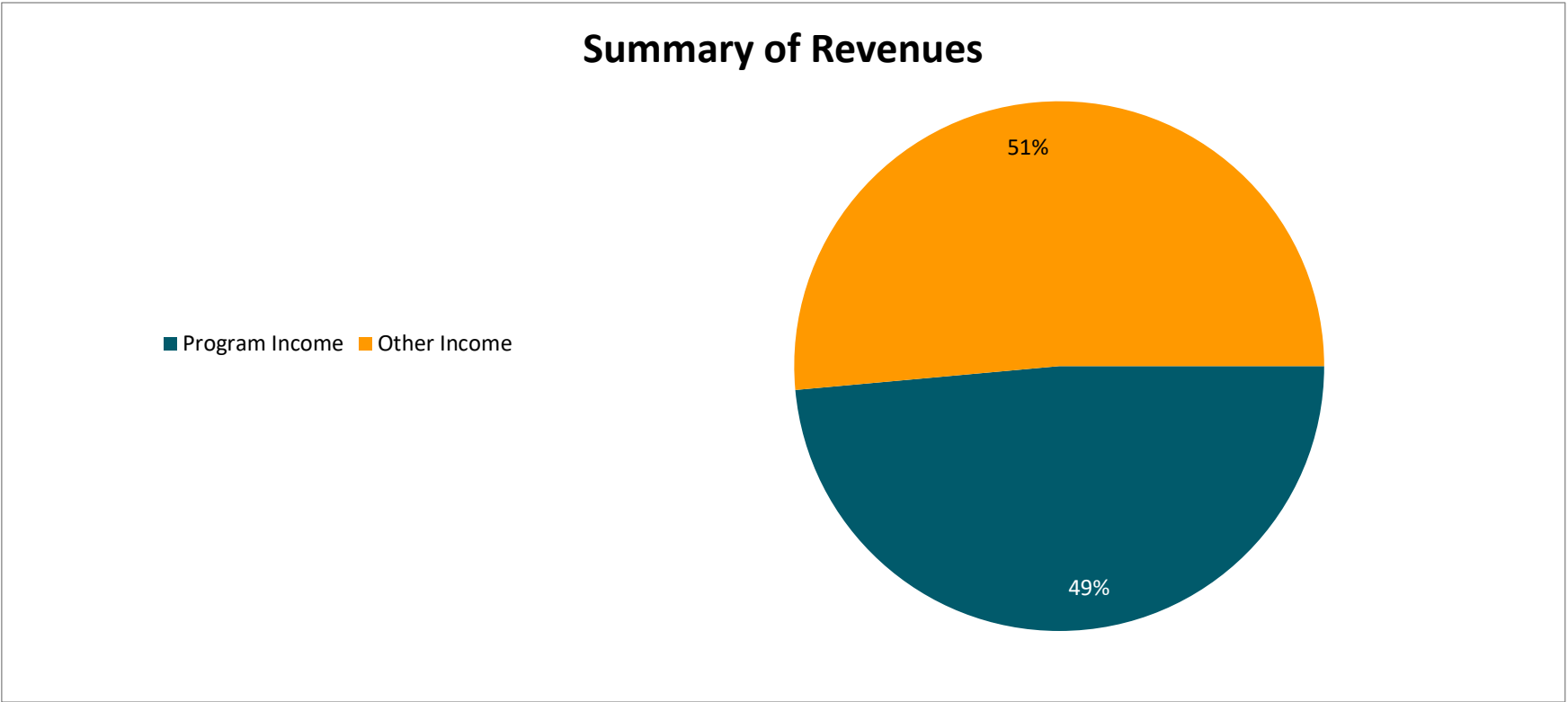
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Explore Butte County
Financial Dashboard
For the period ending January 31st, 2025

Color Code	
	Significant Underperformance
	Slight Underperformance
	Good Performance





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

	January 2025 \$	January 2024 \$	Variance Inc/(Dec) \$	Variance Inc/(Dec) %
ASSETS				
Current Assets				
Cash				
Checking	411,087	477,694	(66,607)	(13.9%)
Savings	508,377	500,856	7,520	1.5%
Money Market	20,056	20,006	50	0.3%
Total Cash	939,519	998,556	(59,037)	(5.9%)
Accounts Receivable	101,857	113,932	(12,074)	(10.6%)
Other Assets				
Prepaid Expenses	12,599	33,338	(20,739)	(62.2%)
	12,599	33,338	(20,739)	(62.2%)
Total Current Assets	1,053,975	1,145,825	(91,850)	(8.0%)
Fixed Assets				
Furniture And Equipment	19,636	19,636	-	-
Vehicle	137,837	137,837	-	-
Less Accumulated Depreciation	(105,836)	(76,475)	(29,361)	(38.4%)
Total Fixed Assets	51,637	80,998	(29,361)	(36.2%)
TOTAL ASSETS	1,105,612	1,226,823	(121,212)	(9.9%)
LIABILITIES				
Current Liabilities				
Accounts Payable	33,244	875	32,369	3,699.3%
Credit Card Payable	9,556	4,106	5,449	132.7%
Accrued Salaries and Wages	31,695	8,912	22,783	255.7%
Payroll Liabilities	156	31	125	403.4%
Total Current Liabilities	74,651	13,924	60,726	436.1%
Deferred Revenue	9,401	10,000	(599)	(6.0%)
TOTAL LIABILITIES	84,051	23,924	60,127	251.3%
NET ASSETS				
Unrestricted Net Assets	664,505	877,848	(213,344)	(24.3%)
Net Assets - Reserved	372,846	362,346	10,500	2.9%
Current Year Income	(15,791)	(37,296)	21,505	57.7%
Total Net Assets	1,021,560	1,202,899	(181,338)	(15.1%)
TOTAL LIABILITIES & NET ASSETS	1,105,612	1,226,823	(121,212)	(9.9%)

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

	January 2024	February 2024	March 2024	April 2024	May 2024	June 2024	July 2024	August 2024	September 2024	October 2024	November 2024	December 2024	January 2025
Cash ¹	262.36	262.17	267.43	250.94	233.49	224.98	214.77	209.51	213.96	220.86	224.44	248.95	246.85
Current Ratio ²	82.29	34.99	20.38	15.44	21.26	12.29	16.03	15.84	20.03	22.63	16.01	23.94	14.12
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 January 31st, 2025

	January 2025 YTD - ACTUALS		January 2025 YTD - BUDGET		VARIANCE TO BUDGET		January 2024 YTD - ACTUALS		Jan '25 TO Jan '24 ACTUALS VARIANCE	
	\$	%	\$	%	\$	%	\$	%	\$	%
REVENUES & OTHER SUPPORT:										
Program Income										
Butte County	-	-	583	0.6%	(583)	(100.0%)	-	-	-	-
Chico	42,281	37.2%	62,500	59.6%	(20,219)	(32.4%)	16,446	56.9%	25,834	157.1%
Gridley	-	-	750	0.7%	(750)	(100.0%)	-	-	-	-
Oroville	12,949	11.4%	13,750	13.1%	(801)	(5.8%)	-	-	12,949	100.0%
Paradise	-	-	4,583	4.4%	(4,583)	(100.0%)	-	-	-	-
Sub-Total Program Income	55,230	48.6%	82,167	78.3%	(26,937)	(32.8%)	16,446	56.9%	38,784	235.8%
Other Income										
Interest Income	648	0.6%	-	-	648	100.0%	637	2.2%	11	1.8%
Butte County - Microfunding	224	0.2%	125	0.1%	99	79.0%	-	-	224	100.0%
City of Chico - Microfunding	40,531	35.6%	12,583	12.0%	27,948	222.1%	10,000	34.6%	30,531	305.3%
City of Oroville - Microfunding	12,294	10.8%	2,250	2.1%	10,044	446.4%	-	-	12,294	100.0%
Town of Paradise - Microfunding	4,708	4.1%	833	0.8%	3,875	465.0%	-	-	4,708	100.0%
Cooperative Program Funding	-	-	1,417	1.4%	(1,417)	(100.0%)	1,800	6.2%	(1,800)	(100.0%)
City of Gridley - Microfunding	92	0.1%	125	0.1%	(34)	(26.8%)	-	-	92	100.0%
Other Income	-	-	5,417	5.2%	(5,417)	(100.0%)	-	-	-	-
Sub-Total Other Income	58,496	51.4%	22,750	21.7%	35,746	157.1%	12,437	43.1%	46,060	370.4%
TOTAL REVENUE	113,726	100.0%	104,917	100.0%	8,810	8.4%	28,883	100.0%	84,843	293.7%
PROGRAM EXPENSES:										
Assessment Rate 2%										
2% Fee - Butte County	-	-	12	0.0%	(12)	(100.0%)	-	-	-	-
2% Fee - Chico	937	0.8%	1,250	1.2%	(313)	(25.0%)	329	1.1%	609	185.0%
2% Fee - Gridley	-	-	15	0.0%	(15)	(100.0%)	-	-	-	-
2% Fee - Oroville	287	0.3%	275	0.3%	12	4.4%	-	-	287	100.0%
2% Fee - Paradise	-	-	92	0.1%	(92)	(100.0%)	-	-	-	-
Sub-total Assessment Rate 2%	1,225	1.1%	1,643	1.6%	(419)	(25.5%)	329	1.1%	896	272.3%
Sales and Marketing Expense										
Advertising	15,301	13.5%	17,750	16.9%	(2,450)	(13.8%)	(2,717)	(9.4%)	18,018	663.1%
Conferences	6,427	5.7%	3,708	3.5%	2,719	73.3%	682	2.4%	5,745	842.6%
Creative Services	7,676	6.7%	13,250	12.6%	(5,574)	(42.1%)	13,809	47.8%	(6,133)	(44.4%)
Dues and Memberships	2,625	2.3%	833	0.8%	1,792	215.0%	336	1.2%	2,289	681.3%
Marketing Contracts	26,989	23.7%	11,833	11.3%	15,156	128.1%	6,765	23.4%	20,224	298.9%
Meals	22	0.0%	250	0.2%	(228)	(91.2%)	392	1.4%	(370)	(94.4%)
Office Supplies	-	-	125	0.1%	(125)	(100.0%)	-	-	-	-
Postage	104	0.1%	167	0.2%	(63)	(37.9%)	130	0.4%	(26)	(20.3%)
Printing	815	0.7%	4,875	4.6%	(4,060)	(83.3%)	206	0.7%	608	295.0%
Public Relations	132	0.1%	2,500	2.4%	(2,368)	(94.7%)	132	0.5%	-	-
Rent	-	-	250	0.2%	(250)	(100.0%)	-	-	-	-
Sales and Marketing Exp. - Other	30	0.0%	167	0.2%	(137)	(82.0%)	-	-	30	100.0%
Hospitality for Hospitality	-	-	375	0.4%	(375)	(100.0%)	296	1.0%	(296)	(100.0%)
SponsorShip Marketing	1,000	0.9%	833	0.8%	167	20.0%	1,535	5.3%	(535)	(34.9%)
Travel Trader& Consumer Market Show	-	-	2,417	2.3%	(2,417)	(100.0%)	-	-	-	-
Staff-Marketing	33,185	29.2%	29,708	28.3%	3,477	11.7%	24,035	83.2%	9,151	38.1%
Vehicle Maintenance	2,139	1.9%	5,833	5.6%	(3,694)	(63.3%)	66	0.2%	2,073	3,145.3%
Website	10,759	9.5%	4,000	3.8%	6,759	169.0%	2,551	8.8%	8,208	321.7%
Sub-Total Sales and Marketing Expense	107,204	94.3%	98,875	94.2%	8,329	8.4%	48,218	166.9%	58,986	122.3%
Destination Marketing Activity										
Desitination Management Plan	-	-	10,000	9.5%	(10,000)	(100.0%)	-	-	-	-
Butte County Film Commision	6,250	5.5%	2,333	2.2%	3,917	167.9%	-	-	6,250	100.0%
Sub-Total Destination Marketing Activity	6,250	5.5%	12,333	11.8%	(6,083)	(49.3%)	-	-	6,250	100.0%
Zone and Micro-Marketing										
Chico Zone/Travel Chico	166	0.1%	1,667	1.6%	(1,500)	(90.0%)	2,008	7.0%	(1,841)	(91.7%)
Paradise Zone	-	-	833	0.8%	(833)	(100.0%)	-	-	-	-
Oroville Zone	-	-	2,250	2.1%	(2,250)	(100.0%)	500	1.7%	(500)	(100.0%)
Other Zone	-	-	125	0.1%	(125)	(100.0%)	-	-	-	-
Gridley/ Biggs Zone	-	-	125	0.1%	(125)	(100.0%)	-	-	-	-
Sub-Total Zone and Micro-Marketing	166	0.1%	5,000	4.8%	(4,834)	(96.7%)	2,508	8.7%	(2,341)	(93.4%)
Admin Expenses										
Bank fees	-	-	10	0.0%	(10)	(100.0%)	-	-	-	-
Conference, Convention, Meeting	-	-	833	0.8%	(833)	(100.0%)	258	0.9%	(258)	(100.0%)
Depreciation	2,400	2.1%	-	-	2,400	100.0%	2,483	8.6%	(83)	(3.3%)
Filing fees/ taxes	-	-	333	0.3%	(333)	(100.0%)	-	-	-	-
General Administration	692	0.6%	200	0.2%	492	246.2%	809	2.8%	(116)	(14.4%)
Insurance	-	-	417	0.4%	(417)	(100.0%)	-	-	-	-
Meals	205	0.2%	200	0.2%	5	2.3%	139	0.5%	66	47.1%
Office supplies	325	0.3%	333	0.3%	(8)	(2.5%)	378	1.3%	(53)	(13.9%)
Postage	199	0.2%	46	0.0%	153	334.6%	-	-	199	100.0%
Printing and Copying	-	-	50	0.0%	(50)	(100.0%)	-	-	-	-
Professional fees - Accounting	4,878	4.3%	4,167	4.0%	712	17.1%	6,332	21.9%	(1,454)	(23.0%)
Professional fees - Legal	-	-	833	0.8%	(833)	(100.0%)	1,226	4.2%	(1,226)	(100.0%)
Professional fees - Human Resources	-	-	542	0.5%	(542)	(100.0%)	38	0.1%	(38)	(100.0%)
Rent/ Office Space	866	0.8%	750	0.7%	116	15.5%	525	1.8%	341	65.0%
401k Administration	599	0.5%	83	0.1%	516	619.0%	-	-	599	100.0%
Staffing - Admin	3,687	3.2%	2,583	2.5%	1,104	42.7%	2,609	9.0%	1,079	41.4%
Subscriptions	475	0.4%	217	0.2%	259	119.4%	144	0.5%	331	230.1%
Telephone, Telecommunications	158	0.1%	200	0.2%	(42)	(20.9%)	149	0.5%	9	6.3%
Travel	186	0.2%	150	0.1%	36	24.1%	36	0.1%	150	419.8%
Admin Expense- Other	-	-	50	0.0%	(50)	(100.0%)	-	-	-	-
Sub-Total Admin Expenses	14,672	12.9%	11,997	11.4%	2,675	22.3%	15,124	52.4%	(452)	(3.0%)
TOTAL PROGRAM EXPENSES	129,517	113.9%	129,849	123.8%	(332)	(0.3%)	66,179	229.1%	63,338	95.7%
NET INCOME/(NET LOSS)	\$ (15,791)	(13.9%)	\$ (24,933)	(23.8%)	\$ 9,142	36.7%	\$ (37,296)	(129.1%)	\$ 21,505	57.7%

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

	TBID Program	Prior Year Reserved	MicroFunding	Travel Chico ARPA	TOTAL
REVENUES & OTHER SUPPORT:					
Program Income					
Butte County	-		-		-
Chico	42,281		-		42,281
Gridley	-		-		-
Oroville	12,949		-		12,949
Paradise	-		-		-
Sub-Total Program Income	55,230	-	-	-	55,230
Other Income					
Interest Income	648		-		648
Butte County - Microfunding			224		224
City of Chico - Microfunding			40,531		40,531
City of Oroville - Microfunding			12,294		12,294
County ARPA -Wayfinding Signage			-		-
Town of Paradise - Microfunding			4,708		4,708
Cooperative Program Funding	-		-		-
City of Gridley - Microfunding			92		92
Other Income	-		-		-
Sub-Total Other Income	648	-	57,849	-	58,496
Services	-	-	-	-	-
TOTAL REVENUE	55,878	-	57,849	-	113,726
PROGRAM EXPENSES:					
Assessment Rate 2%					
2% Fee - Chico	937		-		937
2% Fee - Oroville	287		-		287
Sub-total Assessment Rate 2%	1,225	-	-	-	1,225
Sales and Marketing Expense					
Advertising	13,914		-	1,387	15,301
Conferences	99	5,329	-	999	6,427
Creative Services	6,049		39	1,589	7,676
Dues and Memberships	2,625		-		2,625
Marketing Contracts	24,031	2,958	-		26,989
Meals	22		-		22
Postage	104		-		104
Printing	815		-		815
Public Relations	132		-		132
Sales and Marketing Exp. - Other	30		-		30
SponsorShip Marketing	1,000		-		1,000
Staff-Marketing	33,185		-		33,185
Vehicle Maintenance	2,139		-		2,139
Website	10,759		-		10,759
Sub-Total Sales and Marketing Expense	94,904	8,287	39	3,974	107,204
Destination Marketing Activity					
Butte County Film Commision	-	6,250	-		6,250
Sub-Total Destination Marketing Activity	-	6,250	-	-	6,250
Zone and Micro-Marketing					
Chico Zone/Travel Chico	166		-		166
Sub-Total Zone and Micro-Marketing	166	-	-	-	166
Admin Expenses					
Depreciation	2,400		-		2,400
General Administration	692		-		692
Meals	205		-		205
Office supplies	325		-		325
Postage	199		-		199
Professional fees - Accounting	4,878		-		4,878
Rent/ Office Space	866		-		866
401k Administration	599		-		599
Staffing - Admin	3,687		-		3,687
Subscriptions	475		-		475
Telephone, Telecommunications	158		-		158
Travel	186		-		186
Sub-Total Admin Expenses	14,672	-	-	-	14,672
TOTAL PROGRAM EXPENSES	110,967	14,537	39	3,974	129,517
NET INCOME/(NET LOSS)	\$ (55,089)	\$ (14,537)	\$ 57,810	\$ (3,974)	\$ (15,791)



2025 Board of Directors Appointment Schedule

Directors' Terms Expiring - March 2025

- Kate Pinsonneault - Chico lodging
- Jason Olivares - Chico lodging
- Melissa Schuster - Paradise lodging
- Megan Gaddis - Community At-Large

Vacant Seats

- Oroville Lodging (2025 - 2027 Term)

Proposed Board of Directors Slate for 2025 - 2027

A. Three (3) Directors shall be representatives of businesses paying the Butte County Tourism Business Improvement District ("BCTBID") assessment within the City of Chico:

- Kate Pinsonneault (2025 - 2027 Term)
- Jason Olivares (2023 - 2025 Term)
- Tamba Sellu (2024 - 2026 Term)

B. Two (2) Directors shall be representatives of businesses paying the BCTBID assessment within the City of Oroville:

- Sareena Merchant (2025 - 2027 Term)
- Aaron Wright (2024 - 2026 Term)

C. One (1) Director shall be a representative of a business paying the BCTBID assessment within the Town of Paradise

- Melissa Schuster (2025 - 2027 Term)

D. One (1) Director shall be a representative of a business paying the BCTBID assessment or a representative of the community at large with an interest in the travel and tourism industry within the unincorporated area of the County of Butte, the City of Gridley, or the City of Biggs:

- Matt Reed (2024 - 2026 Term)

E. Two (2) Directors shall be representatives of the community at large with an interest in Butte County's travel and tourism industry.

- Megan Gaddis (2025 - 2027 Term)
- Megan Kurtz (2024 - 2026 Term)



Proposed Advisors for 2025

Travel & Tourism Community Stakeholders

- Brian Curtis, Retired Marketing Specialist
- Nicole Hill, Stoble Workplace
- Ev Duran, UTB Studios
- Holli Drobny, Chico Area Recreation District
- Kendyle Lowe, Feather River Recreation and Parks District
- Pat Macias, MONCA

Downtown Business Association/Chamber of Commerce Advisors

- Mike Egbert, Chico Chamber of Commerce
- Eric Smith, Oroville Chamber of Commerce
- Monica Nolan, Paradise Chamber of Commerce
- Lynne Spencer, Gridley Chamber of Commerce
- Heather Johnson, Downtown Oroville Business Association

Jurisdiction Advisors

- Will Firth, Butte County Administration
- Jennifer McCarthy, City of Chico
- Patrick Piatt, City of Oroville
- Ron Lassonde, City of Paradise
- Representative, City of Gridley/Biggs

Executive Director						
STRATEGIC OBJECTIVE	Goal	Learning Objective	Targets	Measurement	Outcome	Points
LEAD AND ADVANCE THE BUTTE COUNTY TOURISM INDUSTRY: INNOVATION & CREATIVITY	Encouragement and Support for Creative and Innovation Initiatives	Empower our Marketing Director and EBC team to enhance creativity and innovation by providing strategic support, dedicated resources, and an agile approval process for experimental projects.	This goal supports the objective of fostering a culture of creativity and risk-taking, which is essential for driving innovative marketing strategies and differentiating Butte County in a competitive market.	<ul style="list-style-type: none"> - Form an Innovation Squad with quarterly innovation meetings by Q2. - Approve at least three pilot creative projects within the next 12 months. 	By providing these resources and strategic support, I will empower the EBC team to pursue bold, innovative projects. This support will increase creative output, successful pilot campaigns, and a dynamic marketing strategy that effectively promotes Butte County's unique tourism offerings.	2
LEAD AND ADVANCE THE BUTTE COUNTY TOURISM INDUSTRY: REGIONAL COLLABORATION	Launch a Regional Marketing & Public Relations Campaign	Collaborate with regional destination marketing organizations (Discover Siskiyou, Visit Redding, Plumas County Tourism) to develop and execute a coordinated marketing and PR campaign that highlights the shared tourism assets of the region.	This goal aligns with broader strategic objectives to boost regional tourism and travel trade initiatives by leveraging collaborative marketing efforts and increasing the overall visibility of the region's tourism assets.	<ul style="list-style-type: none"> - Secure formal partnership agreements with a minimum investment of \$10,000. - Launch the new marketing strategy and website by the end of 2025, targeting a 10% increase to a NEW regional website and a 10% boost in engagement metrics to the EBC website within 3 months of the launch. 	The integrated campaign, supported by a robust new marketing strategy and website, will enhance the collective brand of the region, drive increased visitor engagement and tourism revenue, and establish a sustainable model for future collaborative marketing efforts.	2
EXPAND AND DIVERSIFY OUR EXPERIENCE BASE: SPORTS TOURISM	Complete the Sports Tourism Infrastructure Master Plan	Develop and finalize a comprehensive Sports Tourism Infrastructure Master Plan in collaboration with a consultant (on time, on budget) to drive economic growth and enhance Butte County's sports tourism offerings.	This initiative directly supports the strategic objective of expanding tourism activities and investment, aligning with county-wide efforts to boost tourism revenue and increase residential quality of life.	Complete the final master plan within a mutually agreed upon timeline, with defined deliverables in the consultant's contract of work.	The finalized Sports Tourism Infrastructure Master Plan will provide a clear, actionable roadmap for future investments and initiatives, leading to a new enhanced sports tourism experience, infrastructure investment, and increased sports-related tourism revenue.	4
EXPAND AND DIVERSIFY OUR EXPERIENCE BASE: SPORTS TOURISM	Develop and Release an RFP for the Implementation of the Sports Tourism Infrastructure Master Plan	Translate the recommendations and next steps outlined in the Sports Tourism Infrastructure Master Plan into a detailed Request for Proposals (RFP) that will attract qualified vendors to implement key initiatives.	This goal is critical to initiating the next phase of the Sports Tourism Infrastructure improvements, ensuring that recommended projects move forward with professional support and clear expectations.	<ul style="list-style-type: none"> - Complete a draft RFP document by the November Board of Directors meeting for approval - Release the final RFP no later than January 1, 2026 	The development and release of the RFP will create a competitive environment for vendor selection, ensuring that the implementation of the Sports Tourism Infrastructure Master Plan aligns with the strategic goals of enhancing Butte County's sports tourism offerings.	2

EXPAND AND DIVERSIFY OUR EXPERIENCE BASE: TRAVEL TRADE	Secure Business Participation on the Tourism Exchange with Visit California	Increase travel trade exposure by partnering with Visit California to attract key hospitality industry businesses in Butte County onto the Tourism Exchange platform.	Expanding the presence on the Tourism Exchange supports broader strategic objectives of increasing visibility and driving more travel trade business to Butte County.	Aim to secure the participation of at least 10 qualified travel industry businesses on the Tourism Exchange within the next 6 months.	Successful onboarding will enhance Butte County's visibility in the travel trade market, facilitate increased business inquiries, and contribute to the county's tourism revenue growth.	2
EXPAND AND DIVERSIFY OUR EXPERIENCE BASE: TRAVEL TRADE	Develop Tour Operator/Travel Receptor Relationships for 2026 FAM Tour	Build strong, lasting relationships with tour operators and travel receptors in preparation for a high-impact Familiarization (FAM) tour in 2026.	Developing these relationships is essential for driving travel trade, enhancing destination awareness, and ensuring the FAM tour attracts influential partners who can promote Butte County.	Establish partnerships with at least five (5) tour operators/travel receptors, confirmed through preliminary agreements to visit Butte County by Q1 2026.	With strong relationships established, the 2026 FAM tour will showcase Butte County's unique tourism assets to key decision-makers, ultimately translating into increased bookings, collaborative marketing efforts, and long-term travel trade growth.	2
ADVOCATE FOR INVESTMENTS IN BUTTE COUNTY'S VISITOR ECONOMY: ORGANIZATIONAL SUPPORT	Recruit and Retain Talent	Successfully fill two open positions with top talent and implement effective retention strategies to ensure long-term employee satisfaction and stability.	This goal aligns with the broader strategic objective of advancing the Butte County tourism industry by building a strong, stable team to support the ongoing initiatives of Explore Butte County, ensuring that key roles are filled with competent professionals who can drive future success.	<ul style="list-style-type: none"> - Fill both positions within 90 days of launching the recruitment campaign. - Achieve a new hire retention rate of 100% after six months. - Have new hires complete entry-level tourism industry certification process with Destinations International - Quarterly check-in with new hires to establish and monitor goals and objectives for their success. 	By achieving this goal, Explore Butte County will strengthen its team with skilled professionals who are well-integrated into the organization.	4
ADVOCATE FOR INVESTMENTS IN BUTTE COUNTY'S VISITOR ECONOMY: ORGANIZATIONAL SUPPORT	Executive Director Support for Internship Program Development	Ensure robust support for the Marketing Director's initiative to create an internship program by providing strategic oversight, resource allocation, and cross-departmental collaboration.	This goal is aligned with EBC's values of fostering innovation while building a sustainable talent pipeline, directly supporting the Marketing Director's goal to develop a comprehensive internship program focused on content development and social media management.	<ul style="list-style-type: none"> - Approve a dedicated budget for the internship program by August 15. - Facilitate at least two meetings with key internal stakeholders and representatives from partner institutions (e.g., Chico State and Butte College) by August 15. - Monitor and review program milestones with quarterly updates and a target retention rate of at least 85% for interns after their first 4 weeks (Fall 2025). 	By actively supporting the internship program initiative, I will contribute to building a skilled, innovative workforce that not only meets the immediate staffing needs but also strengthens the long-term marketing capabilities of Explore Butte County.	2

ADVOCATE FOR INVESTMENTS IN BUTTE COUNTY'S VISITOR ECONOMY: ORGANIZATIONAL SUPPORT	Modify the Butte County Tourism Business Improvement District (BCTBID) Management Plan	Modify the BCTBID structure to increase the assessment rate and expand its boundaries to include short-term vacation rentals while facilitating a smooth modification process with Butte County Administration and the Board of Supervisors.	Updating the BCTBID Management Plan is essential for expanding revenue streams and enhancing tourism infrastructure, ensuring that EBC remains financially robust and reflects the current market dynamics, particularly the growing influence of short-term vacation rentals.	<ul style="list-style-type: none"> - Start the BCTBID modification process with the Board of Supervisors by April 22, 2025 - Secure adoption of the Resolution of Modification from the Board of Supervisors by June 30, 2025 - By June 30, 2025, Notify all lodging businesses and jurisdictions within Butte County of the approved BCTBID modification changes. 	By modifying the BCTBID Management Plan, Explore Butte County will secure increased funding through a higher assessment rate and capture additional revenue opportunities from short-term vacation rentals. This initiative will strengthen tourism infrastructure and support sustained economic growth while ensuring alignment and approval from county leadership.	4
Total						24

Marketing Director						
STRATEGIC OBJECTIVE	Goal	Learning Objective	Targets	Measurement	Outcome	Points
LEAD AND ADVANCE THE BUTTE COUNTY TOURISM INDUSTRY: INNOVATION & CREATIVITY	Dedicate Weekly Innovation Time	Foster continuous learning and creative exploration by allocating dedicated time each week for team members to research industry trends, experiment with creative projects, or work on passion projects.	This initiative aligns with the goal of cultivating a culture of innovation and creative thinking, which is essential for staying ahead in a competitive marketing landscape.	Maintain a weekly innovation log where each team member records their research outcomes or creative ideas; aim to integrate at least 2 viable ideas into marketing campaigns every quarter.	By systematically dedicating time for inspiration and creative research, the marketing team will be better positioned to generate innovative ideas and improve overall campaign effectiveness, ultimately enhancing the county's marketing efforts.	2
LEAD AND ADVANCE THE BUTTE COUNTY TOURISM INDUSTRY: INNOVATION & CREATIVITY	Establish Quarterly Innovation Workshops	Cultivate creative thinking and continuous learning within the marketing team and with our stakeholders by hosting quarterly innovation workshops.	These workshops align with the goal of fostering an environment of out-of-the-box thinking, ultimately driving innovative marketing strategies.	Achieve at least 90% team participation each month and gather post-workshop feedback from at least 80% of attendees.	By consistently hosting these workshops, the marketing team will be better equipped to explore emerging trends and innovative techniques, ultimately contributing to more creative and effective campaigns.	4
LEAD AND ADVANCE THE BUTTE COUNTY TOURISM INDUSTRY: INNOVATION & CREATIVITY	Launch One Innovative Campaign per Quarter	Encourage innovation and experimentation by piloting at least one unconventional marketing initiative every quarter to build a portfolio of creative case studies.	This goal directly supports our organization's values of driving innovation and creative risk-taking, ultimately enhancing the overall marketing strategy.	Track key performance indicators (KPIs) such as engagement rates, website traffic, and conversion metrics to evaluate each campaign's performance. Aim for at least a 10% increase in these metrics compared to previous campaigns.	By consistently launching these innovative campaigns, EBC will build a dynamic portfolio of creative projects that inform future strategies, promote continuous learning, and drive measurable improvements in marketing performance. This goal drives creative thinking and innovation and creates a learning environment where education is seen as a valuable stepping stone toward continuous improvement.	2
LEAD AND ADVANCE THE BUTTE COUNTY TOURISM INDUSTRY: INNOVATION & CREATIVITY	Host an Annual Marketing Innovation Hackathon	Drive creative thinking and cross-collaboration by hosting an annual marketing innovation hackathon that brings together marketers in Butte County, including students from Chico State and Butte College's marketing and communication departments, to pitch innovative marketing ideas.	This type of event supports a culture of creative risk-taking and innovation, aligning with broader goals to elevate the marketing strategies for Butte County while fostering meaningful academic and professional collaborations.	Achieve participation from at least 80% of the invited participants, and select a minimum of two winning ideas that will be implemented or further developed during the following year.	By hosting this annual marketing innovation hackathon, the Explore Butte County marketing team will build a robust portfolio of innovative ideas, enhance interdepartmental networking, and drive forward-thinking marketing campaigns that set a new benchmark for creative excellence.	3

EXPAND AND DIVERSIFY OUR EXPERIENCE BASE: PROFESSIONAL DEVELOPMENT	Attain the Certificate Destination Marketing Executive Credential	Enhance professional expertise and elevate Butte County's marketing efforts by earning the Certificate Destination Marketing Executive credential from Destinations International.	This certification aligns directly with the role's responsibilities and strategic objectives by equipping you, as the Marketing Director, with advanced insights and best practices in destination marketing, thereby driving improved tourism outcomes for the county.		Achieving this certification will bolster your professional credentials and provide actionable strategies and innovative tools to enhance Explore Butte County's destination marketing campaigns, contributing to greater visitor engagement and economic growth.	1
EXPAND AND DIVERSIFY OUR EXPERIENCE BASE: PROFESSIONAL DEVELOPMENT	Active Participation in a Tourism Industry Committee	Enhance strategic insight by actively participating in a committee of a Tourism Industry Association, thereby driving best practices and innovative approaches for destination marketing.	Participation in the committee aligns with EBC's values by fostering networking, gaining industry insights, and integrating best practices into Explore Butte County's marketing strategies.	Attend at least 70% of scheduled committee meetings and document key outcomes or actionable insights from each meeting in quarterly reports.	Active committee involvement will broaden your industry network and knowledge base and help integrate innovative, industry-leading practices into Explore Butte County's destination marketing strategy, resulting in improved tourism outcomes and economic growth.	1
EXPAND AND DIVERSIFY OUR EXPERIENCE BASE: PROFESSIONAL DEVELOPMENT	Active Participation in a Non-Tourism Industry Group	Broaden your perspective and infuse fresh, cross-industry insights into Butte County's marketing strategy by actively engaging with in a marketing and social media group outside the tourism sector.	Participation in the committee aligns with EBC's values by fostering networking, gaining industry insights, and integrating best practices into Explore Butte County's marketing strategies.	Attend at least 70% of scheduled committee meetings and document key outcomes or actionable insights from each meeting in quarterly reports.	Active committee involvement will broaden your industry network and knowledge base and help integrate innovative, industry-leading practices into Explore Butte County's destination marketing strategy, resulting in improved tourism outcomes and economic growth.	1
ADVOCATE FOR INVESTMENTS IN BUTTE COUNTY'S VISITOR ECONOMY: ORGANIZATIONAL SUPPORT	Develop and Launch a Marketing Internship Program	Create a structured internship program that provides hands-on experience in content development and social media management, while building a pipeline of fresh talent to support Explore Butte County's marketing initiatives.	This program aligns with broader goals to innovate marketing efforts and build a sustainable talent pipeline, ensuring that emerging marketers are well-equipped to contribute to the county's digital presence.	Launch the internship program by Fall 2025. Recruit at least two (2) interns annually, ensure each intern produces a minimum of four (4) high-quality content pieces per month, and set performance metrics to track improvements in social media engagement (targeting a 10% increase in reach and interactions per intern-driven campaign).	By establishing this internship program, the Explore Butte County marketing team will benefit from fresh, innovative ideas in content and social media strategy, while providing emerging professionals with valuable, real-world experience that contributes to the county's overall marketing success.	6
Total						20