Subject: Annual Report from Explore Butte County

Meeting Date Requested: August 8, 2017

Department: County Administration

Contact: Casey Hatcher  Phone: 530.538.6182

Regular Agenda ✓ Consent Agenda □

Department Summary: (Information provided in this section will be included on the agenda. Attach explanatory memorandum and other background information as necessary).

The Board of Supervisors adopted Resolution 15-166 on November 10, 2015 establishing the Butte County Tourism Business Improvement District (TBID). The TBID is now known by the name, Explore Butte County. The TBID was formed in response to petitions from local lodging businesses requesting a sustainable source of funding to promote tourism to Butte County. Lodging businesses collect a 2% assessment on gross short-term room rentals to fund the district’s activities. Explore Butte County’s primary activity is marketing Butte County as a tourism destination.

Explore Butte County is required to present an annual report to the Board of Supervisors each fiscal year. The annual report will be presented by members from the Explore Butte County Board of Directors.

Fiscal Impact:
Does not apply.

Personnel Impact:
Does not apply.

Action Requested:
Accept for Information.

Administrative Office Review:
Explore Butte County (EBC) is the official destination marketing organization for Butte County. Its purpose is to promote Butte County tourism through the development and operation of a tourism business improvement district and other programs and initiatives. The primary focus is to generate room nights during the off-season.
Dear Butte County Tourism Partners:

Reflecting on the past year, it was truly one of excitement and building. As a new organization the year was spent developing our internal structure and building policies and procedures. A Request For Proposal was developed and the Board of Directors hired SMG Consulting to develop and launch a county-wide strategic marketing plan.

While developing the strategic plan, government officials, tourism related businesses, and chambers of commerce were all invited to collaboration meetings to ask for feedback and insight for the successful implementation of the plan.

We partnered with The Abbi Agency to create the initial elements of the new brand, develop unique assets, develop a new website, and launch our public relations efforts.

We thank you for the opportunity to serve our partners and look forward to launching the full marketing efforts in 2017.

Sincerely,

Bruce Spangler
President, Explore Butte County
General Manager, Holiday Inn Express & Suites, Oroville
Strategic Partnerships Lead to Development of Strategic Marketing Plan

Explore Butte County partnered with SMG Consulting and The Abbi Agency to develop the marketing plan.

Marketing Plan Objectives Identified:

- Develop a brand for Butte County that resonates with key audiences and differentiates Butte County from other tourism destinations in the region
- Generate overall awareness for Butte County, including its assets, special events and local culture in an effort to attract visitors and increase travel spending
- Build a website that will generate targeted unique visitors by developing content and themes that reach and influence an audience of approximately 85,000 prospective visitors
- Generate incremental overnight visitation and travel spending which supports economic vitality within the county, and increases revenue and taxes
- Serve as a catalyst in the tourism industry in Butte County by bringing together all elements of the industry
- Increase awareness among local residents and public officials of how important tourism is to the local economy and the value that Explore Butte County brings to local tourism efforts
Partnerships & Community Involvement

During the strategic planning sessions the following representatives and businesses participated in valuable working sessions to ensure all elements of Butte County were represented:

Lauren Gill—Town of Paradise
Monica Nolan and Pamela Teeter—Paradise Chamber
Katie Simmons—Chico Chamber of Commerce
Grant Hornbeak—Whisper Ridge Golf Community
Paul Hahn—Butte County
Thad Walker—Trail Works
Jerry Hight—Chico State
Scott Allan Kolbe—Sierra Nevada Brewing
Jamie Johansson—Lodestar Farms
Cindy Lee Hoover—Photographer

Debbie LaPlant Moseley—Paradise Chocolate Festival
Matthew Stone—CSUC Rec Tourism Professor
Janine Rood—Chico Velo
Sondra Murphy—Bidwell Mansion Docent
Sandy Linville—Oroville Chamber of Commerce
Lia White—PG&E
Samia Yaqub and Lisa DeLaby—Butte College
Ted Hanson—Brushstrokes, Downtown Oroville
Nicole Johansson—Enloe Medical Center
Colleen Cecil, Scott Stoller, Kathy Chance—BCFB, Nut Festival, Fairgrounds
There are no proposed changes to the boundaries or assessed businesses. The district will continue to include lodging businesses, existing and future, available for public occupancy within the boundaries of Butte County*, as shown below.

*Gridley is excluded as they voted not to participate.
<table>
<thead>
<tr>
<th>Category</th>
<th>2016 Anticipated Income</th>
<th>2016 Actual Income</th>
<th>2016 Expenses</th>
<th>Balance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales and Marketing</td>
<td>$382,901</td>
<td>$459,358</td>
<td>$47,650</td>
<td>$411,708</td>
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<td>Zone Micro-Marketing</td>
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<td>Administration</td>
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<td>Collection Fees</td>
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<td>Contingency</td>
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</table>
TBID PAYORS

- Lodging businesses located within the boundaries of Butte county including the cities of Chico, Oroville, and Biggs, the Town of Paradise, and all unincorporated communities and areas.

- The annual assessment rate is two percent (2%) of gross short-term room rental revenue.

- There were no significant costs associated with providing the improvements and activities for the 2016 fiscal year.

- $574,168 to be carried-over to 2017

- Carry over to be spent on:
  1. Repayment to jurisdictions
  2. Sales and Marketing
  3. Partial reserve
## 2016 Board of Directors

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Company/Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bruce Spangler</td>
<td>President</td>
<td>Holiday Inn Express &amp; Suites, Oroville</td>
</tr>
<tr>
<td>Brooke Smith</td>
<td>Vice President</td>
<td>Residence Inn by Marriott and Courtyard by Marriott, Chico</td>
</tr>
<tr>
<td>Dori Franklin</td>
<td></td>
<td>Oxford Suites, Chico</td>
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<tr>
<td>Haroon Saddique</td>
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<td>Comfort Inn, Paradise</td>
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<td>Jennifer Macarthy</td>
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<td>Butte County</td>
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<tr>
<td>Kiran Paragji</td>
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<td>America’s Best Value Inn</td>
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<tr>
<td>Nicole Johansson</td>
<td></td>
<td>Enloe Hospital and Sierra Oro Farm Trail</td>
</tr>
<tr>
<td>Sara Myers</td>
<td>Treasurer</td>
<td>Comfort Inn, Paradise</td>
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<tr>
<td>Denai Rubio</td>
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<td>Hotel Diamond, Chico</td>
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## 2016 Advisors to the Board

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>Scott Stoller</td>
<td></td>
<td>Silver dollar Fairgrounds</td>
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<tr>
<td>Pamela Teeter</td>
<td></td>
<td>Paradise Chamber</td>
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<tr>
<td>Tina Pruitt/Sandy Linville</td>
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<td>Oroville Chamber</td>
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<tr>
<td>Matthew Stone</td>
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<td>CSU Chico</td>
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<td>Mohammed Billah</td>
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<td>University Inn</td>
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<tr>
<td>Debbie Collins</td>
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<td>City of Chico</td>
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<tr>
<td>Heather MacDonald</td>
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<td>Butte County</td>
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