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## EXPLORE BUTTE COUNTY – MARKETING COMMITTEE MEETING

EBC Office - 326 Huss Drive, Chico, 95928  
Small Board Room  
Wednesday, May 29, 2019  
12:00pm -2:00pm

### AGENDA

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**PURPOSE:** The Marketing Committee meets to review and recommend overall marketing budget and strategy for Explore Butte County.

**COMMITTEE MEMBERS:** Nicole Johansson (chair), Bruce Spangler, Dori Franklin, John Pearson, Melissa Schuster, Renee Buchan, Jennifer Leonard, Erin Morrissey

#### AGENDA

1. (10 min) Schedule Standing Marketing Committee Meetings
  - a. Proposal – 4<sup>th</sup> Wednesday of every month from 12:00 – 1:00 p.m.
2. (20 min) Presentation of 18-month Strategic Marketing Plan – presented by Porter Co (HOLD ALL QUESTIONS)
  - a. Proposed strategy, plan and allocation of budget as approved by BOD.
  - b. Attachments
    - i. Strategy Document
    - ii. Proposed Calendar
    - iii. Budget, as approved by BOD
3. (20 min) Q&A and Discussion of Marketing Plan
  - a. All considerations, questions, concerns to be discussed here. Any actionable changes will be included in the final strategic marketing plan to be recommended to the Board of Directors at the June board meeting.
  - b. Action: Make recommendation regarding the proposed strategic marketing plan
4. (15 min) Explore Butte County Visitor Guide Presentation (HOLD ALL QUESTIONS)



Explore Butte County  
P.O. Box 2154  
Chico, CA 95927

[ExploreButteCounty.com](http://ExploreButteCounty.com)

- a. Presentation of visitor guide vision and direction based on various other destination visitor guides
5. (15 min) Q&A and Discussion of Visitor Guide
  - a. Provide direction and must-haves for further design
  - b. Project has already been approved by BOD, no recommendation required for further board approval
6. (30 min) Review of Additional Collateral Design and Production
  - a. Map – Recommendations for additional landmark inclusion
  - b. Persona Rack Cards – Review and rack card holder distribution
7. Items not on agenda
8. Items for next meeting agenda

Adjourn Meeting



## **Explore Butte County Marketing Campaign 2019 - 2020 As of May 21, 2019**

### **Situational Analysis**

1. In 2018, Paradise and surrounding communities in Butte County were ravaged by the Camp Fire. The county is in a period of transition.
2. Several hotels contributing to the TOT have occupants who have been converted from guests to residential status and their stays are expected to be long-term. Available rooms for guests at all Butte County hotels through 2020 are expected to be limited and the experience at many hotels/motels will host less of a “vacation” atmosphere, but will be more of a hybrid, apartment/residential experience.
3. Travel to Butte County by outside vendors has been high and is expected to fluctuate for the next 18 months and beyond.
4. Lingering memories of international headlines of “Paradise Lost” supported by hundreds of thousands of crisis images and hundreds of video hours of the charred region have slowed the momentum of the EBC marketing efforts from pre-fire in 2018.
5. The marketing organization, strategic planning, marketing activities and engagement with key influencers by the Butte County Tourism Business Improvement District have created a strong foundation to continue the positive momentum of the travel and tourism activities within the region.

Key strategic marketing initiatives were underway prior to the Camp Fire and remain beneficial to long-term success of the marketing efforts include, but are not limited to:

- Identification and Asset Collection of Key Marketing Attributes of Butte County
- Ongoing Website Improvements: JackRabbit, Landing Pages, Relevant/Vibrant Images, Updated Events, and Additional Content
- Alliance and collaboration with Visit California
- The CTA - Certified Tourism Ambassador Program
- Alliance with key influencers and cornerstone events within the County



The Camp Fire has provided Butte County with unique challenges and opportunities that will be present and available for a limited time. As we strategically plan the marketing efforts for the next 18 months, it is imperative that we acknowledge the infrastructure limitations, such as limited hotel accommodations, but also maximize the current interest and awareness of Butte County to leverage forward equity in travel and tourism activity.

It is prudent to leverage this peaked interest and inform potential visitors of the positive, entertaining and recreational opportunities in the County during this heightened awareness window. Delivery of timely, consistent, vibrant and relevant content through a variety of channels during this time is important in order to replace visuals and messages of devastation with resilience, repair, vitality and beauty.

Another opportunity that has immediate implications is to reimagine the business traveler, volunteers and those non-residents who are staying in Butte County lodging. These business travelers to the county can be converted to “bleisure” travelers, who will engage with the county in a tourism manner and invite families for extended stays for memorable vacations. These memorable moments make them more likely to become “alumni” advocates of the area.

A robust Certified Tourism Ambassador Program throughout the county could positively elevate word of mouth and a desire for return visits within the next 18 months and beyond.

The key marketing attributes of agritourism, outdoor recreational activities and special events in Butte County remain the primary focal point for travel and tourism through 2020. Based on the limited availability of in-market lodging, marketing goals and key performance indicators for the next 18 months have been modified to embrace the challenges and seize the opportunities of the current environment.

It is also recommended that Explore Butte County remain nimble during this transition and rebuilding period to respond and react to the changes in the County that may require alterations in these activities as needed in the best interests of the County.

#### Goals:

1. Educate and engage potential visitors and key influencers with positive images and messages of Butte County.
2. Inspire year-round visitation, day trips and overnight lodging (when available) in Butte County.

#### Strategy:

- Strengthen Butte County brand identity and top of mind awareness
- Increase positive content messages and visuals
- Increase interest in Butte County as a visitor destination
- Drive visits to the Explore Butte County website for trip-planning information
- Direct web users to the Jackrabbit booking engine on the Explore Butte County website



## Key Performance Indicators

1. Increased website visitation
  - a. Increased new visitors
  - b. Increased in email capture and requests for information
  - c. Increased lodging inquiries and stays referred through JackRabbit
  
2. Increased social media engagement
  - a. Increase followers, likes and shares on social media platforms
  - b. Increased content sharing - #CALove #ExploreButte #RoadTripRepublic
  - c. Increased website visits and time spent on the website via social sourced traffic
  
3. Increase Positive Earned Media and Engagement
  - a. Increased positive content and images about Butte County
  - b. Increased mentions and engagement from key influencers and high profile personalities
  - c. Improved sentiment about Butte County

## Target Audience:

The geographic audience for marketing delivery is prioritised based on the goal of the communication.

### For Goal 1 - Immediate

Educate and engage potential visitors and key influencers with positive images and messages of Butte County.

- Primary: Potential visitors within a 100 mile, day-trip radius of Butte County. Specific messaging based on audience profile/persona.
- Secondary: Key Influencers, strategic partners, media and potential visitors within a 200 mile, "road-trip" traveler.
- Tertiary: All tourists, business travelers, general consumers

### For Goal 2 - As hotel accommodations permit

Inspire year-round visitation, day trips and overnight lodging (when available) in Butte County.

- Primary: Potential visitors within a 100 mile, day-trip radius of Butte County. Specific messaging based on audience profile/persona.
- Secondary: Potential visitors within a 200 mile, "road-trip" traveler.
- Tertiary: All tourists, business travelers



## Audience Profile Descriptors:

### Adventure Seeker

Interests: Hiking / Biking / Fishing / Floating

Profile: Millennials (Age 18–34) are the largest generation, cite “time for recreation” as a life priority, and value experiences over things. Hyper connected millennials are reached through social networks and video platforms via mobile devices.

Gen X’ers (Age 33–52) with kids are a Butte sweet spot with nearly 70% claiming “exploration with family is a key part of life”. Time crunched, highly connected men and women who crave custom but easy solutions, and rely heavily on social networks.

### Arts/Food/Culture

Interests: Parks / Walks / Museums

Profile: Gen X’ers (Age 33–52).

Time crunched, highly connected women who crave custom but easy solutions, and rely heavily on social networks.

Millennials (Age 21–34).

Those with “time for recreation” as a life priority, and value experiences over things. Hyper connected millennials are reached through social networks and video platforms via mobile devices.

### Agritourist/Foodies

Interests: Farms / Wineries / Craft Brew

Profile: Adults 25+.

Unique experiences that bring diners close to the source of their food during their planned getaway. Goes to the source to discover food, drink and locally grown/made products.

Multigenerational target is in search of the new agri-frontier. High touch lifestyle needs to “taste” the experience before arrival through rich imagery and video.

### Business Traveler/Outside Rebuilders

Interests: Work-life/play extensions

Profile: Adults 25 +.

Opportunities and recommendations to Explore Butte County beyond their intended purpose.

Surprise and delight those travelers who pass through Butte County with reasons to visit again.



### **Positioning**

The advertising messages of “There’s More To Explore” and “Pace Yourself” have been used to build on the branding of “Explorers Welcome”.

Additional position will be developed as campaign messaging has been finalized for the new year.

Explore Butte County will be positioned as California’s year round outdoor playground with messages targeting specific brand pillars and audience segments.

### **Content**

Creative and messaging will deliver rich, engaging, “I need to know more” experiences built around the desires and interests of the target segment.

This is Butte County’s opportunity to rethink, redirect and reposition as needed.

Messaging must break through crowded competitive travel landscape to gain awareness traction and inspire consideration.

Content will be forward-facing and include images, messaging and calls to actions to specific current events, attractions, locations and experiences within Butte County.

### **Call to Action**

All creative drives to [ExploreButteCounty.com](https://ExploreButteCounty.com) to engage with content tailored specifically to deepen consideration and spark action with one click connection to explore.

Landing pages on Explore Butte County website carry email capture for downloadable current events schedule, newsletter sign-ups and visitors guide.

### **Full County**

Imagery and featured attractions would be utilized to fully integrate the entire county - from the southern point in Gridley to the northernmost point of Paradise.



Proposed Tactics:

18 Month Content Strategy

- Audience and Channel Selection
- Content Creation
- Creative Asset Collection and Curation

Explore Butte County Brand, Image, Awareness and Education

- Earned Media
- Public Relations
- User Generated Content - Organic
- Special Event Partnerships - State Fair
- Certified Tourism Ambassador Launch and Engagement

Owned Media

- Website Content Updates - CMS and Content Updates
- User Generated Content Aggregated - Leveraged on Website
- Social Media - Ongoing
- Newsletter

Explore Butte County Advertising - Brand

- Butte County Visitor's Guide
- Explore Butte County Brand - Visit CA, Special Publications, VIA

Explore Butte County Advertising - Call to Action

- Seasonal Campaigns - Outdoors, Agritourism, Events
- Special Event Partnerships - Restaurant Week, Chico State Move-In, Snow Goose Festival, Wildflower
- Visit California
- Google Ad Words

Signature event - TBD



	<b>Details</b>	<b>Jul 2019</b>	<b>Aug 2019</b>	<b>September 2019</b>	<b>October 2019</b>
<b>Content/ Web/ Social/ PR</b>	Various Audience				
<b>Certified Tousim Ambassador</b>	Various Audiences				
<b>Agritourism (AT)</b>					
<b>Arts/Food/Culture (AC)</b>					
<b>Adventure Seeker (AS)</b>					
<b>Outdoor Family (OF)</b>					
<b>Bleisure (BL)</b>					
<b>Local Campaign Support (LC)</b>					
<b>EBC Signature Event</b>					<b>EBC Signature Event</b>
<b>Key Regional Events (RE)</b>					
Highlighted Events To Be Supported By EBC marketing. Social, media and/or strategic planning.		Chico Thursday Night Market	Move-In @ Chico State	Gold Cup Races	SOFT Passport Weekend
			Berry Creek Berry Festival	Oktoberfest	Oktoberfest
			Chico Concours d'Elegance	Salmon Festival	Chico Experience Week
			Chico Thursday Night Market	Taste of Chico	Johnny Appleseed Days
				Chico Thursday Night Market	

## Explore Butte County Proposed Marketing Calendar 2019 - 20

	Details	November 2019	December 2019	January 2020	February 2020	March 2020	April 2020	May 2020
<b>Content/ Web/ Social/ PR</b>	Various Audience							
<b>Certified Tousim Ambassador</b>	Various Audiences							
<b>Agritourism (AT)</b>								
<b>Arts/Food/Culture (AC)</b>								
<b>Adventure Seeker (AS)</b>								
<b>Outdoor Family (OF)</b>								
<b>Bleisure (BL)</b>								
<b>Local Campaign Support (LC)</b>								
<b>EBC Signature Event</b>							<b>EBC Signature Event</b>	
<b>Key Regional Events (RE)</b>								
Highlighted Events To Be Supported By EBC marketing. Social, media and/or strategic planning.		Fall in Love w/ Oroville (NEW)	Parade of Lights	Restaurant Week	Arts & Culture Symposium	Bidwell Classic (Marathon)	California Nut Festival	Paradise Chocolate Fest
		Almond Bowl		Snow Goose Festival	Velo-LOVE ride	Chico Stage Race	Wildflower Century	Feather Fiesta Days
						Tour d'Ed	Gold Nugget Days	Silver Dollar Fair
							Spring YoYo Contest	Beer Camp
							Chico Thursday Night Market	Chico Thursday Night Market

		2020						
	Details	June 2020	July 2020	August 2020	September 2020	October 2020	November 2020	December 2020
Content/ Web/ Social/ PR	Various Audience							
Certified Tousim Ambassador	Various Audiences							
Agritourism (AT)								
Arts/Food/Culture (AC)								
Adventure Seeker (AS)								
Outdoor Family (OF)								
Bleisure (BL)								
Local Campaign Support (LC)								
EBC Signature Event								
Key Regional Events (RE)								
Highlighted Events To Be Supported By EBC marketing. Social, media and/or strategic planning.								
		Great Race	Fireworks	Move-In @ Chico State	Gold Cup Races	SOFT Passport Weekend	Fall in Love w/ Oroville (NEW)	Parade of Lights
		Threshing Bee	Slice of Chico	Berry Creek Berry Festival	Oktoberfest	Oktoberfest	Almond Bowl	
		Olive Festival		Chico Concours d'Elegance	Salmon Festival	Chico Experience Week		
				Chico Thursday Night Market	Taste of Chico	Johnny Appleseed Days		
		Chico Thursday Night Market	Chico Thursday Night Market		Chico Thursday Night Market			
		Bikes & Beers						



**EXPLORE BUTTE COUNTY MARKETING BUDGET - DRAFT 1. APRIL 23, 2019**

	<b>Strategy</b>	<b>2019</b>	<b>2020</b>	<b>Total Cost</b>
<b>18 Month Content Strategy</b>				
	Content Strategy	\$3,240	\$6,480	\$9,720
	Content Creation			
	Creative Asset Collection and Curation	\$60,000	\$40,000	\$100,000
<b>Explore Butte County Brand, Image, Awareness and Education</b>				
	Earned Media			
		\$6,000	\$12,000	\$18,000
		\$0	\$0	\$0
	Owned Media			
<b>Explore Butte County Advertising - Brand</b>				
	Butte County Visitor's Guide			
	Explore Butte County Special Inserts		\$23,600	\$23,600
<b>Explore Butte County Advertising - Call to Action</b>				
	Seasonal Campaigns - Outdoors, Agritourism, Events	\$55,000	\$110,000	\$165,000
	Special Event Partnership Marketing	\$24,000	\$48,000	\$72,000
	Google Ad Words	\$30,000	\$60,000	\$90,000

<b>Marketing Consulting Services</b>	\$36,450	\$72,900	\$109,350
	<b>\$214,690</b>	<b>\$372,980</b>	<b>\$587,670</b>
<b>Advertising Offsets</b>	\$20,000		
	\$15,000		
	<b>\$179,690</b>		
<b>Additional Items for Discussion</b>			
Signature Event			\$100,000
	\$25,000	\$10,000	\$35,000