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CITY OF CHICO CONTACT

Miranda Bowersox, City of Chico PIO, Miranda.Bowersox@chicoca.gov

BUTTE COUNTY CONTACT

Kristi Olio, Butte County Communications/PIO, KOlio@buttecounty.net

MODIFICATIONS TO THE BUTTE COUNTY TOURISM BUSINESS IMPROVEMENT DISTRICT PLAN TO TAKE EFFECT SEPTEMBER 1, 2025

CHICO, CA — Recent changes to the Butte County Tourism Business Improvement District (BCTBID) plan will take effect on September 1, 2025. The BCTBID was established in 2015 at the request of lodging stakeholders and serves as an assessment district that collects fees from overnight accommodations throughout Butte County. The district is managed by Explore Butte County, the owner's association, which uses the collected assessments to fund sales and marketing programs aimed at increasing overall visitation and overnight stays in Butte County.

The modifications to the district plan include a rate increase of 0.5%, effective September 1, 2025, bringing the assessment rate to 2.5% of gross short-term sleeping room revenue. A second 0.5% rate increase will take effect January 1, 2027, bringing the assessment rate to 3%. Also included in the recent plan modification is the removal of a previous 4-room count threshold, meaning that the assessment will now apply to all lodging businesses and short-term vacation rentals countywide.

The City of Chico sent letters to all known Chico lodging establishments and short-term rental operators to advise them of the recent modifications to the BCTBID plan. The BCTBID assessment is collected at the same time as other applicable taxes, such as the Transient Occupancy Tax (TOT). Lodging establishments and short-term rental operators may choose to pass this assessment on to their guests if desired.

Additional information on the BCTBID is available on the [Butte County website](http://www.buttecounty.net) and the [Explore Butte County website](http://www.explorebuttecounty.net).

Located in Butte County, California, Chico is the cultural and economic center of the northern Sacramento Valley and the largest city north of Sacramento. Known as a college town, the home of California State University, Chico and for Bidwell Park, one of the largest urban parks in the United States. For more information, visit www.chicoca.gov.

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