

DEBRA LUCERO

EDUCATION

B.A., Communications (Journalism Option) Minors: Latin American Studies with a Spanish language emphasis, California State University, Chico, CA (1984)

RANGE OF EXPERIENCE

Community Vitality & Economic Development Through Ag, Arts, Culture, Heritage, & Tourism

- Principal, Debra Lucero & Associates, community & economic development, public relations, marketing and management firm (2003-present)
- Co-Director, True North Arts & Culture Alliance - A Regional Network of the CA Arts Council representing Butte, Tehama, Shasta, Trinity, Siskiyou and Modoc (2015-present)
- Founder & President, Upstate Community Enhancement Foundation, a 501c3 non-profit dedicated to social, cultural and educational development. (2001-present)
- Contract Executive Director, Friends of the Arts, Butte County – a State/Local Partner to the California Arts Council, (2001-present)
- Contract Executive Director, Shasta County Arts Council (March 2011-Present)
- Contract Business Development, Marketing/Public Relations, Lucero Olive Oil (April 2013-2016)
- Contract CEO, Butte County Economic Development Corporation, (October 2010-2015)
- Board Member, Butte County Economic Development Corporation (2000-2009)
- Contract Director, Butte County Cultural Tourism (2003-March 2013)
- Marketing Director, Bob Linscheid & Associates - Butte County Cultural Tourism project on behalf of Butte County Economic Development Corporation (2000-2003)

Management & Marketing

- Operations & Sales Manager, Austin's Home Furnishings, Chico, CA (1999-2000)
- Consultant, Thomas Nelson Publishers, Nashville, TN (1998-1999)
- Marketing/Public Relations/Promotions, Aglow International, Seattle, WA (1995-1998)
- Marketing Director, Multi-Image Network, Chico, CA (1994-1995)
- Sales & Service Manager, Austin's Home Furnishings, Chico, CA (1993-1994)
- Executive Director, Futon Association International, Chico, CA (1989-1993)

Entrepreneurial, Writing, Editing, Government Relations

- Grant writer (2001-present)
- Editor/Reporter/Photographer, *Chico Enterprise-Record, Off the Record, Red Bluff Daily*

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News, The Modesto Bee, La Habra Daily-Star Progress, Paradise Post and Vacaville Reporter (1981-1989)

- Entrepreneur in furniture retail, wholesale, manufacturing, Chico, CA (1987-1995)
- Public Information Specialist, National Council of La Raza in Washington, D.C. (1983)

Special Skills

- Project & Non-Profit Management, Marketing, Public Relations, Report Writing, Grant Writing, Business Analysis, Government Liaison, Presentations, Special Events, Research, Strategic Planning, Website Creation and Maintenance, Social media, Video Production, Photography

Boards, Commissions, & Appointments

- Western Region of Alliance for Community Media (six states - Arizona, California, Colorado, Hawaii, New Mexico and Nevada) - 2017 to present
- City of Chico Arts Commission Member - 2016-present
- Board Member - Californians for Arts, 2016-present
- Board Member - California Arts Advocates, 2016-present
- Shasta Cascade Wonderland Association, Regional Tourism Board of Directors - Butte, Lassen, Modoc, Plumas, Siskiyou, Shasta, Tehama, Trinity counties (2001-2017)
- Board Member, Bidwell Mansion Community Project, 2011-2014
- Think Local Chico Board of Directors, Arts & Culture Industry Segment (2009-2012)
- CalTIA Ambassador, Advocacy, California's Travel Industry Association (2008-2012)
- California Cultural Heritage & Tourism Corps Steering Committee (2007-2010)
- City of Chico Arts Commission 1999-2002
- Downtown Chico Business Association Board of Directors 2001
- Janet Turner Print Museum Board of Directors 2002-2004
- Butte County Economic Development Corporation, 2001-2016

GRANTS & STEWARDSHIP

Grant Review Panels

- Grant Review Panel, *Creating Public Value through the Arts*, California Arts Council (2009)
- Peer Grant Review Panel, State/Local Partnership Program, California Arts Council (2007, 2008, 2015)

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Grants Received

- California Arts Council State/Local Partnership Grants - Butte County (2002, 2004, 2005, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017)
- California Arts Council State/Local Partnership Grants - Shasta County (2011, 2012, 2013, 2014, 2015, 2016, 2017)
- Horizon's Foundation - SF Conservatory of Music Presentation in Redding - (2016)
- California Arts Council Statewide/Regional Grant - True North Arts & Culture Alliance (2016)
- California Arts Council Veterans Initiative the Arts - Shasta County (2016, 2017)
- California Arts Council Veterans Initiative the Arts - Butte County (2016, 2017)
- California Arts Council Artists Activating Communities - Artisme - Butte County (2016)
- California Arts Council Artists in Schools - Fairview High School - Butte County (2016, 2017)
- California Arts Council Local Impact - Story Pirates - Butte County (2016)
- California Arts Council Professional & Consulting Grant - Arts Summit - Butte County (2016, 2017)
- United Way - Shasta County (2016)
- McConnell Foundation (Shasta Regional Community Foundation) - (2015, 2016)
- Pacific Gas & Electric Community Vitality Grant - (2014 - 1 of only 10 awarded in California)
- California Arts Creating Public Value Through the Arts (2006 --1 of only 12 awarded in California that year; 2012 for True North Tour in Butte, Tehama, Shasta & Trinity counties)
- California Technical Assistance Grant (2009, 2012, 2013)
- Artists in Schools California Arts Council Grant (2009)
- Americans for the Arts (2009)
- National Endowment for the Arts Challenge America Grant, Butte County, CA (2005, 2011)
- City of Chico Arts Grants (2002, 2003, 2004, 2005, 2006, 2007, 2009, 2010, 2011)
- City of Chico Economic Development Grants (2008, 2009, 2010, 2011, 2012)

PROJECTS/FACILITATION

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Special Events & Marketing Projects

- *Silent Film Festival (Redding & Chico) - 2011, 2012, 2013, 2014, 2015, 2016, 2017*
- *ArtsMart, Redding - Artist Collaborative - 2011, 2012, 2013, 2014, 2015, 2016, 2017*
- *Salmon Festival, City of Oroville, 2010, 2011, 2012, 2013, 2014, 2015, 2016 (22,000 attendees)*
- *Nor-Cal Jazz Festival, 2014, 2015, 2016, 2017*
- *TrueNorthArtsCulture.org, 2011, 2012, 2013, 2014, 2015, 2016, 2017*
- *Artoberfest (www.artoberfest.org): Regional Festival of Arts & Culture Working with More than 160 Arts, Culture & Heritage Organizations, City of Chico (2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016)*
- *Agricultural Speed Dating (paring producers with buyers) - Butte County (2010, 2011, 2012).*
- *Agricultural Speed Dating (paring producers with buyers) - Shasta County (2012)*
- *Agricultural Speed Dating (paring producers with buyers) - Yuba County (2012)*
- *Bidwell Mansion Community Project, (Run for Bidwell Mansion, March 31, 2012 - raised nearly \$140,000)*
- *Butte County EDC - Job Loss Prevention Forum, Oroville, December 2012*
- *Construction Speed Dating, 2011, Chico - Matching 24 subcontractors with 12 general contractors*
- *6th annual California Cultural & Heritage Tourism Symposium, Chico, CA (January 2010)*
- *La Bella Artists, Butte Creek Canyon, November (2009)*
- *Architecture as Art Video - filming of 10 architectural firms for 1078 Gallery exhibition. (2009)*
- *Typing Around Town: A Literary Celebration of Chico (2009)*
- *Award-Winning California State Fair Booth, Butte County (2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016)*
- *Director, Annies Arts Awards, 7 disciplines honored in music, visual arts, literature, dance, theatre, video & film, architecture, Chico, CA (2000, 2002, 2004, 2006)*
- *Chico Glass Fest, Sierra Nevada Brewing Company, Chico, CA (2008, 2010)*
- *California Glass Exchange Conference, Chico, CA (2008)*
- *California Wildlife Festival, Gridley, CA -- Logo, website, programming concepts, marketing, development, negotiations, inaugural dinner (2008)*

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- Chico Community Banquet (2008)
- westsideGreen.com, Chico, CA -- Marketing, public relations for New Urban Builders (2007-2008)
- 3 Painters & Jazz, New Urban Builders (2007)
- Shasta Cascade Wonderland Association's Cultural Heritage Tourism Regional Workshop, (Sacramento County to Oregon) Chico, CA (2007)
- Commonpath.org On-Line Artist Community (2006, 2007)
- Chico Palio (chicopalio.org) (2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015)
- Upstate California Adventures (upstatecaliforniaadventures.org): Ag, Nature, Heritage Tourism Map of Butte, Glenn, Tehama, Colusa counties (2005)
- Butte County Cultural Assessment (2005)
- The Art of Food & Wine Event, Feather Falls Casino, Oroville, CA (2005, 2006, 2007)
- Photographic Documentation, Restoration of Tibetan Temples, Mustang, Nepal (2004)
- Land of Ishi Photography Project (2003)
- Chico Family Fun Day (cultural emphasis), CSU, Chico (2003, 2005, 2005)
- Futon International Association Trade Shows (1989, 1990, 1991, 1992, 1993)
- Austin's Home Furnishings Tent Sales (1993, 1994, 1999, 2000)
- Aglow International Conferences (Retail Component: 1996, 1997, 1998)

SPEAKING ENGAGEMENTS

Lectures, Workshops & Speaking Engagements

- *Alliance for Community Media - ARTS & COMMUNITY MEDIA - CREATING CULTURAL AWARENESS workshop & CREATING NEW REVENUE STREAMS workshop (March 9, 2017 - Fresno, CA)*
- *CA Arts Council CREATING NEW REVENUE STREAMS - CA Arts & Public Media Summit Participant November 2016*
- *UC Davis Small Farm Center - Marketing Expert - Assisted in the development of maps & websites of three farm trails - Sacramento River Delta Grown Wine & Produce Trail, North Yuba Grown Farm Trail, Capay Valley Farm Trail (2014-2015)*

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- *Guest Lecturer - Tourism, Recreation, Event Planning, Marketing & Public Relations, CSU, Chico (2003-2014)*
- *Shasta Cascade Wonderland Association, Redding, June 28, 2013 - Moderator - Ag Tourism Panel*
- *New Ideas for Ag & Rural Areas, 33rd Annual CALED Conference, Long Beach, April 10-11, 2013 (California Association for Local Economic Development annual conference)*
- *Upstate California Economic Development Council Annual Meeting, Eureka, 2012*
- *Tri-Counties Economic Forecast, Oroville - Ag Workshop 2012*
- *Oroville Tourism Think Tank, Keynote Speaker, August 2011*
- *Panelist, Growing Agri-Tourism, North Valley and Mountains Region, UC Davis Small Farm Program, Red Bluff, February, 2011*
- *Keynote Speaker, Arts, Culture & Tourism Grant Workshop, City of Oroville, January 2010 (more than 50 local non-profit organizations and individuals were represented).*
- *Keynote Speaker, Arts & Culture Grant Workshop, City of Chico, November, 2009 (nearly 90 local non-profit organizations and individuals were represented).*
- *Guest lecturer - Tourism, Recreation, Event Planning, CSU, Chico (2003-2013)*
- *Butte Pioneers Board of Directors & Leadership Training, Community Vitality (2007-2011)*
- *Facilitator - 6th California Cultural & Heritage Tourism Symposium, Chico, CA (2010)*
- *Keynote Speaker - Arts & Culture as Economic Development: A Case Study, Madera County Arts & Culture Regional Tourism Workshop (2009)*
- *Presenter - Shasta Cascade Wonderland Association Regional Tourism Summit (2009)*
- *Marketing to Diverse Audiences, Speaker, Panelist & Facilitator - 5th California Cultural Heritage Tourism Symposium, Ventura, CA (2009)*
- *Speaker - 4th California Cultural Heritage Tourism Symposium, Monterey, CA (2008)*
- *Speaker, Facilitator - Shasta Cascade Wonderland Association Regional Tourism Summit, Redding, CA (2008)*
- *Key Note Speaker - Humboldt County Heritage Tourism Workshop, Eureka, CA (2007)*
- *Panelist on Tourism - Butte County Economic Summit, Sierra Nevada Brewery, Chico, CA (2007)*

Stewardship of Funds, Creative Workforce Strategies

- In 2009, Lucero started two NEW internships that focused on producing digital material

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- for podcasting, internet, radio and television.
- Intensive Internship Program Lucero developed with CSUC's Recreation & Parks Management Department (Estimated value of hours worked: \$33,300 @\$8 per hour for a three-year period)
 - Lucero has personally trained more than 120 young CSUC graduating seniors in event planning, cultural tourism and community development through arts, ag, culture, and heritage. A majority of her interns were gainfully employed upon termination of their full-time internships. In addition, she has directed literally hundreds of CSUC student and community volunteers.
 - Earned income and economic development funds fill in the balance of the programs Lucero has created over the years through Friends of the Arts.
 - 2006 Debra Lucero & Associates Donation of Time/Labor \$14,980
 - 2007 Friends of the Arts In-Kind Donation of Time/Labor \$25,200
 - 2008 Debra Lucero & Associates In-Kind Donation of Time/Labor \$17,600
 - 2009 Friends of the Arts In-Kind Donation of Time/Labor \$10,000
 - 2010 Friends of the Arts In-Kind donation of Time/Labor \$8,000
 - 2011 Friends of the Arts In-Kind donation of Time/Labor \$8,000
 - 2012 Friends of the Arts In-Kind donation of Time/Labor \$15,000
 - 2013 Friends of the Arts In-Kind donation of Time/Labor \$15,000
 - 2014 Friends of the Arts In-Kind donation of Time/Labor \$18,000
 - 2015 Friends of the Arts In-Kind donation of Time/Labor \$20,000
 - 2016 Friends of the Arts In-Kind donation of Time/Labor \$22,000

AWARDS & RECOGNITION

Awards & Honors

- *2nd Place California Newspaper Publishers Association - Feature Story - Chico News & Review: COLLATERAL DAMAGE (9.18.14) Chicoan Kari Keith talks about her marriage to an admitted kidnapper and rapist, and her resolve to not let his crimes define her family.*
- *1st annual "Individual to Watch in 2013" award - "In Recognition of efforts to build a strong Upstate California Economy" by the Center for Economic Development, CSU, Chico, (January 2013)*
- *Arts & Entertainment Award, Chico Economic Planning Corporation (2008)*

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- Best Cooperative Marketing Campaign (Judge's Choice) California Travel & Tourism Commission (CTTC 2008)
- Seven Gold Awards for Butte County's California State Fair exhibits in Sacramento in 2012, 2010 (also awarded Best Design & Best Content); 2008, 2007, 2006 and 2003 – (seven of only eight Gold Medals earned since 1984);
- *Chico News & Review* -- "Chico's Best Ambassador" (2006)
- "Who to Watch Newsmaker" for arts & tourism by the *Chico News & Review* (2004)
- Recipient of the City of Chico Mayor's Award for the Arts (2003)
- Chico Chamber of Commerce Business Showcase Award for Butte County Cultural Tourism website (2002)
- Second Place in Greater Portland, OR, Aglow pledge campaign brochure (1996)
- First Place award in UPI's California-Nevada division for Best News Series AIDS (1985)

RECENT WORKS

Books & Special Projects

- *Chico News & Review: COLLATERAL DAMAGE (9.18.14) Chicoan Kari Keith talks about her marriage to an admitted kidnapper and rapist, and her resolve to not let his crimes define her family*
- *Chico News & Review: ADMISSION OF GUILT (9.18.14) Local physician assistant Lonnie Scott Keith cops to kidnapping, rape charges*
- *Chico's Glass History: A Visual Tale 1968-2008 (2009)*
- *Creative Economy Solutions: Inviting Overnight Guests to Town, City of Chico (2009)*
- *chicopalio.org ... its art & purpose (2009)*
- *Chico Palio Horses: A Photo Journal (2009)*
- *Chico Palio Flags: A Photo Journal (2009)*
- *The Art of Food & Wine: Butte County (2005)*
- CSU, Chico's Anthropology Museum's juried cultural photography competition & display, *About Nepal (2004)*