

**Mendocino County Tourism Commission, Inc.**  
**Profit & Loss Budget Performance - Summary**  
February 2017

03/21/2017  
Accrual Basis

	<b>Feb 17</b>	<b>Jul '16 - Feb 17</b>	<b>YTD Budget</b>	<b>% of Budget</b>	<b>Annual Budget</b>
<b>Ordinary Income/Expense</b>					
<b>Income</b>					
4020 - MCPA Matching Funds	0.00	9,000.00	9,000.00	100.0%	9,000.00
4030 - County BID	66,666.67	533,333.36	533,333.36	100.0%	800,000.00
4031 - County BID adjustments	0.00	56,365.87	40,464.00	139.3%	60,698.00
4035 - County 50% Match	33,333.33	266,666.64	266,666.64	100.0%	400,000.00
4050 - NCTC Administration	0.00	4,500.00	4,500.00	100.0%	4,500.00
4251 - Cooperative Advertising	1,000.00	7,900.00	8,000.00	98.75%	12,000.00
4990 - Previous Year Carryover	0.00	0.00	103,288.00	0.0%	154,933.00
4999 - Reserve/Contingency	0.00	0.00	0.00	0.0%	130,344.00
Other Income	54.10	4,948.15	7,566.68	65.39%	11,000.00
<b>Total Income</b>	<b>101,054.10</b>	<b>882,714.02</b>	<b>972,818.68</b>	<b>90.74%</b>	<b>1,582,475.00</b>
<b>Gross Profit</b>	<b>101,054.10</b>	<b>882,714.02</b>	<b>972,818.68</b>	<b>90.74%</b>	<b>1,582,475.00</b>
<b>Expense</b>					
<b>MEDIA &amp; WEBSITE</b>	80,647.38	462,983.54	540,109.57	85.72%	819,050.00
<b>VISITOR SERVICES/PARTNERSHIPS</b>	7,299.53	63,409.38	89,233.28	71.06%	122,500.00
<b>ADMIN EXPENSES</b>	8,469.73	87,001.13	94,610.00	91.96%	124,692.00
<b>Personnel</b>	24,651.70	215,841.39	252,671.20	85.42%	385,889.00
<b>Total Expense</b>	<b>121,068.34</b>	<b>829,235.44</b>	<b>976,624.05</b>	<b>84.91%</b>	<b>1,452,131.00</b>
<b>Net Ordinary Income</b>	<b>-20,014.24</b>	<b>53,478.58</b>	<b>-3,805.37</b>	<b>-1,405.35%</b>	<b>130,344.00</b>
<b>Other Income/Expense</b>					
<b>Other Expense</b>					
9870 - Reserve/Contingency Account	0.00	0.00	0.00	0.0%	130,344.00
<b>Total Other Expense</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.0%</b>	<b>130,344.00</b>
<b>Net Other Income</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.0%</b>	<b>-130,344.00</b>
<b>Net Income</b>	<b>-20,014.24</b>	<b>53,478.58</b>	<b>-3,805.37</b>	<b>-1,405.35%</b>	<b>0.00</b>

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03/21/2017  
Accrual Basis

	<b>Feb 17</b>	<b>Jul '16 - Feb 17</b>	<b>YTD Budget</b>	<b>% of Budget</b>	<b>Annual Budget</b>
<b>Ordinary Income/Expense</b>					
<b>Income</b>					
<b>4020 · MCPA Matching Funds</b>	0.00	9,000.00	9,000.00	100.0%	9,000.00
<b>4030 · County BID</b>	66,666.67	533,333.36	533,333.36	100.0%	800,000.00
<b>4031 · County BID adjustments</b>	0.00	56,365.87	40,464.00	139.3%	60,698.00
<b>4035 · County 50% Match</b>	33,333.33	266,666.64	266,666.64	100.0%	400,000.00
<b>4050 · NCTC Administration</b>	0.00	4,500.00	4,500.00	100.0%	4,500.00
<b>4251 · Cooperative Advertising</b>	1,000.00	7,900.00	8,000.00	98.75%	12,000.00
<b>4990 · Previous Year Carryover</b>	0.00	0.00	103,288.00	0.0%	154,933.00
<b>4999 · Reserve/Contingency</b>	0.00	0.00	0.00	0.0%	130,344.00
<b>Other Income</b>					
<b>4810 · Event Passport Income</b>	0.00	0.00	1,000.00	0.0%	1,000.00
<b>4830 · Event Brochure Ads</b>	0.00	2,800.00	1,800.00	155.56%	1,800.00
<b>4940 · Misc. Income</b>	0.00	0.00	3,200.00	0.0%	6,600.00
<b>4950 · Interest Income</b>	2.83	49.23	66.68	73.83%	100.00
<b>4850 · Retail Sales</b>	51.27	2,098.92	1,500.00	139.93%	1,500.00
<b>Total Other Income</b>	54.10	4,948.15	7,566.68	65.39%	11,000.00
<b>Total Income</b>	101,054.10	882,714.02	972,818.68	90.74%	1,582,475.00
<b>Gross Profit</b>	101,054.10	882,714.02	972,818.68	90.74%	1,582,475.00
<b>Expense</b>					
<b>MEDIA &amp; WEBSITE</b>					
<b>Advertising/ Media</b>					
<b>5130 · Print &amp; Online Advertising</b>					
<b>5120 · Digital &amp; Broadcast</b>	20,251.34	125,454.04	88,800.00	141.28%	133,200.00
<b>5290 · E-Marketing</b>	1,372.00	19,349.88	21,200.00	91.27%	31,800.00
<b>5200 · Print &amp; Direct Mail</b>	4,300.00	57,518.75	72,706.30	79.11%	105,593.00
<b>Total 5130 · Print &amp; Online Advertis</b>	25,923.34	202,322.67	182,706.30	110.74%	270,593.00
<b>5150 · Ad Development/Design</b>	618.75	4,091.50	4,000.00	102.29%	6,000.00
<b>5165 · AdverGame Development</b>	0.00	12,000.00	12,000.00	100.0%	12,000.00
<b>5170 · Photography</b>	0.00	0.00	6,666.64	0.0%	10,000.00
<b>5240 · Research &amp; Development</b>	19,473.54	25,602.54	23,333.36	109.73%	35,000.00
<b>5110 · Video Development</b>	0.00	15,701.11	16,603.30	94.57%	20,000.00
<b>5015 · Surplus</b>	0.00	14,390.09	33,304.00	43.21%	50,957.00
<b>Total Advertising/ Media</b>	46,015.63	274,107.91	278,613.60	98.38%	404,550.00
<b>Public Relations</b>					
<b>5510 · Public Relations Contract</b>	6,627.56	76,929.87	77,640.00	99.09%	109,000.00
<b>5520 · Marketing Agency Contract</b>	0.00	0.00	42,856.00	0.0%	100,000.00
<b>5650 · Marketing &amp; Comm. Coordin</b>	5,000.00	40,000.00	40,000.00	100.0%	60,000.00
<b>5530 · In-Market PR Stunts</b>	215.50	1,770.25	3,333.32	53.11%	5,000.00

**Mendocino County Tourism Commission, Inc.**  
**Profit & Loss Budget Performance**  
 February 2017

03/21/2017  
 Accrual Basis

	Feb 17	Jul '16 - Feb 17	YTD Budget	% of Budget	Annual Budget
5560 · Media Events	642.96	904.96	1,666.64	54.3%	2,500.00
5610 · Travel -PR Related	163.18	6,295.63	6,666.64	94.44%	10,000.00
5550 · Visiting Media FAM Expense:	1,711.32	6,557.15	6,666.64	98.36%	10,000.00
<b>Total Public Relations</b>	<b>14,360.52</b>	<b>132,457.86</b>	<b>178,829.24</b>	<b>74.07%</b>	<b>296,500.00</b>
<b>Website Maint / Development</b>					
5710 · Interactive Media Coordinato	1,375.00	18,410.00	24,000.00	76.71%	36,000.00
5730 · Interactive Marketing	0.00	247.29	8,000.00	3.09%	12,000.00
5750 · Development/ Maintenance	5,537.50	9,452.67	16,666.65	56.72%	25,000.00
<b>Total Website Maint / Development</b>	<b>6,912.50</b>	<b>28,109.96</b>	<b>48,666.65</b>	<b>57.76%</b>	<b>73,000.00</b>
<b>Leisure/ Group Sales</b>					
5810 · Promotion Items, Booth Devt	1,456.40	2,191.28	3,333.36	65.74%	5,000.00
5820 · Consumer & Trade Shows	6,940.00	13,122.09	12,000.00	109.35%	12,000.00
5840 · State Fair Exhibit	2,000.00	5,117.55	3,333.36	153.53%	5,000.00
5870 · Shipping - Travel Shows	189.92	983.94	2,000.00	49.2%	3,000.00
5885 · Travel - Group FAMs	0.00	0.00	5,333.36	0.0%	8,000.00
5880 · Travel - Leisure/Group Sales	2,772.41	6,758.98	6,666.64	101.39%	10,000.00
5890 · Misc. Sales Opportunities	0.00	133.97	1,333.36	10.05%	2,000.00
<b>Total Leisure/ Group Sales</b>	<b>13,358.73</b>	<b>28,307.81</b>	<b>34,000.08</b>	<b>83.26%</b>	<b>45,000.00</b>
<b>Total MEDIA &amp; WEBSITE</b>	<b>80,647.38</b>	<b>462,983.54</b>	<b>540,109.57</b>	<b>85.72%</b>	<b>819,050.00</b>
<b>VISITOR SERVICES/PARTNERSHIPS</b>					
<b>Visitor Svs/Fulfillment</b>					
6220 · Event & Festival Guides	0.00	12,095.81	12,000.00	100.8%	16,000.00
6040 · In-County Guides	515.80	3,628.03	10,000.00	36.28%	15,000.00
6210 · Event Partnership Funding	1,993.60	3,075.53	16,666.64	18.45%	25,000.00
6530 · Incentives & Sponsorships	3,700.00	23,114.03	20,000.00	115.57%	25,000.00
6170 · Signage - Gateway, Kiosks	65.18	65.18	5,333.36	1.22%	8,000.00
6190 · Visitor Center/ Info Support	0.00	6,145.00	4,000.00	153.63%	6,000.00
<b>Retail Store</b>					
6412B · Store Supplies/Expense	24.95	193.28			
6412D · Consignee payments	0.00	692.80			
Retail Store - Other	0.00	0.00	6,666.64	0.0%	10,000.00
<b>Total Retail Store</b>	<b>24.95</b>	<b>886.08</b>	<b>6,666.64</b>	<b>13.29%</b>	<b>10,000.00</b>
<b>Total Visitor Svs/Fulfillment</b>	<b>6,299.53</b>	<b>49,009.66</b>	<b>74,666.64</b>	<b>65.64%</b>	<b>105,000.00</b>
<b>Partnerships</b>					
6550 · Conferences & Seminars	1,000.00	3,386.80	3,560.00	95.14%	5,000.00
6620 · In-County Relations	0.00	758.54	666.64	113.79%	1,000.00
6520 · Memberships	0.00	5,254.38	5,840.00	89.97%	7,000.00
6510 · North Coast Tourism Council	0.00	5,000.00	4,500.00	111.11%	4,500.00
<b>Total Partnerships</b>	<b>1,000.00</b>	<b>14,399.72</b>	<b>14,566.64</b>	<b>98.85%</b>	<b>17,500.00</b>
<b>Total VISITOR SERVICES/PARTNERSHIPS</b>	<b>7,299.53</b>	<b>63,409.38</b>	<b>89,233.28</b>	<b>71.06%</b>	<b>122,500.00</b>

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February 2017

03/21/2017  
Accrual Basis

	<u>Feb 17</u>	<u>Jul '16 - Feb 17</u>	<u>YTD Budget</u>	<u>% of Budget</u>	<u>Annual Budget</u>
<b>ADMIN EXPENSES</b>					
<b>Occupancy Costs</b>					
7250 · Rent	1,850.00	14,700.00	14,400.00	102.08%	21,600.00
7120 · Insurance	0.00	1,070.00	3,000.00	35.67%	3,000.00
7260 · Repairs & Maintenance	11.00	1,792.78	3,000.00	59.76%	5,000.00
7270 · Taxes	0.00	72.25	75.00	96.33%	75.00
7310 · Telecommunication	346.51	5,966.95	5,590.00	106.74%	6,250.00
7350 · Utilities	796.96	5,352.98	5,000.00	107.06%	7,500.00
<b>Total Occupancy Costs</b>	<b>3,004.47</b>	<b>28,954.96</b>	<b>31,065.00</b>	<b>93.21%</b>	<b>43,425.00</b>
<b>General Admin</b>					
7010 · Accounting	1,173.75	15,088.75	15,370.00	98.17%	18,000.00
7060 · Bank Fees	0.00	235.56	330.00	71.38%	370.00
5250 · Board Development	0.00	0.00	3,500.00	0.0%	3,500.00
7090 · Copying & Printing	184.71	2,835.70	2,255.00	125.75%	2,700.00
7030 · Legal Fees	0.00	390.00	2,200.00	17.73%	3,875.00
7140 · Licenses & Permits	42.00	62.00	70.00	88.57%	70.00
7150 · Meeting Expenses	926.52	3,427.02	3,200.00	107.09%	3,600.00
7200 · Office Expense	1,190.15	10,188.96	12,600.00	80.87%	17,560.00
7210 · Postage & Shipping	354.42	18,778.79	15,060.00	124.69%	18,142.00
7280 · Travel Expenses	1,593.71	7,039.39	8,960.00	78.57%	13,450.00
<b>Total General Admin</b>	<b>5,465.26</b>	<b>58,046.17</b>	<b>63,545.00</b>	<b>91.35%</b>	<b>81,267.00</b>
<b>Total ADMIN EXPENSES</b>	<b>8,469.73</b>	<b>87,001.13</b>	<b>94,610.00</b>	<b>91.96%</b>	<b>124,692.00</b>
<b>Personnel</b>					
8510 · Salaries & Wages	17,109.28	146,094.51	189,450.00	77.12%	281,200.00
8520 · Paid Time Off	0.00	6,955.66			
8530 · Payroll Taxes	2,158.42	17,156.96	16,200.00	105.91%	29,296.00
8540 · Payroll Processing Fees	14.00	666.50	679.00	98.16%	754.00
8550 · Workers Comp	0.00	1,658.00	2,467.00	67.21%	2,975.00
8570 · Health Insurance	1,150.00	12,345.56	13,812.00	89.38%	20,880.00
8580 · Other Employee Benefits	0.00	0.00	0.00	0.0%	3,300.00
8590 · Contract Work	3,870.00	11,166.00	10,115.00	110.39%	24,150.00
7415 · Employee Recruitment	350.00	19,798.20	19,948.20	99.25%	23,334.00
<b>Total Personnel</b>	<b>24,651.70</b>	<b>215,841.39</b>	<b>252,671.20</b>	<b>85.42%</b>	<b>385,889.00</b>
<b>Total Expense</b>	<b>121,068.34</b>	<b>829,235.44</b>	<b>976,624.05</b>	<b>84.91%</b>	<b>1,452,131.00</b>
<b>Net Ordinary Income</b>	<b>-20,014.24</b>	<b>53,478.58</b>	<b>-3,805.37</b>	<b>-1,405.35%</b>	<b>130,344.00</b>
<b>Other Income/Expense</b>					
<b>Other Expense</b>					
9870 · Reserve/Contingency Account	0.00	0.00	0.00	0.0%	130,344.00
<b>Total Other Expense</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.0%</b>	<b>130,344.00</b>
<b>Net Other Income</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.0%</b>	<b>-130,344.00</b>
<b>Net Income</b>	<b>-20,014.24</b>	<b>53,478.58</b>	<b>-3,805.37</b>	<b>-1,405.35%</b>	<b>0.00</b>

**Mendocino County Tourism Commission, Inc.**  
**Balance Sheet Prev Year Comparison**  
As of February 28, 2017

03/21/2017  
Accrual Basis

	Feb 28, 17	Feb 29, 16	\$ Change	% Change
<b>ASSETS</b>				
Current Assets				
Checking/Savings				
1015 · MLCU Checking	384,855.83	244,162.14	140,693.69	57.62%
1020 · MLCU Savings	130,427.01	100,025.00	30,402.01	30.39%
1010 · Savings Bank checking	0.00	130,939.16	-130,939.16	-100.0%
1030 · Cash drawer	100.00	100.00	0.00	0.0%
<b>Total Checking/Savings</b>	<b>515,382.84</b>	<b>475,226.30</b>	<b>40,156.54</b>	<b>8.45%</b>
Accounts Receivable				
1100 · Accounts Receivable	177,547.55	51,895.94	125,651.61	242.12%
<b>Total Accounts Receivable</b>	<b>177,547.55</b>	<b>51,895.94</b>	<b>125,651.61</b>	<b>242.12%</b>
Other Current Assets				
1230 · Prepaid Expenses	2,500.00	1,020.00	1,480.00	145.1%
1250 · Refundable Deposits	2,350.00	2,350.00	0.00	0.0%
1270 · Receivable Other	23.87	1,600.00	-1,576.13	-98.51%
<b>Total Other Current Assets</b>	<b>4,873.87</b>	<b>4,970.00</b>	<b>-96.13</b>	<b>-1.93%</b>
<b>Total Current Assets</b>	<b>697,804.26</b>	<b>532,092.24</b>	<b>165,712.02</b>	<b>31.14%</b>
Fixed Assets				
1510 · Furniture and Equipment	46,385.00	46,385.00	0.00	0.0%
1600 · Accumulated Depreciation	-46,385.00	-46,350.00	-35.00	-0.08%
<b>Total Fixed Assets</b>	<b>0.00</b>	<b>35.00</b>	<b>-35.00</b>	<b>-100.0%</b>
Other Assets				
1700 · Website Development	70,000.00	70,000.00	0.00	0.0%
1750 · Accumulated Amortization	-70,000.00	-14,000.00	-56,000.00	-400.0%
<b>Total Other Assets</b>	<b>0.00</b>	<b>56,000.00</b>	<b>-56,000.00</b>	<b>-100.0%</b>
<b>TOTAL ASSETS</b>	<b>697,804.26</b>	<b>588,127.24</b>	<b>109,677.02</b>	<b>18.65%</b>
<b>LIABILITIES &amp; EQUITY</b>				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 · Accounts Payable	55,003.71	46,001.64	9,002.07	19.57%
<b>Total Accounts Payable</b>	<b>55,003.71</b>	<b>46,001.64</b>	<b>9,002.07</b>	<b>19.57%</b>
Credit Cards				
2110 · Chase card 5613	0.00	36,918.19	-36,918.19	-100.0%
<b>Total Credit Cards</b>	<b>0.00</b>	<b>36,918.19</b>	<b>-36,918.19</b>	<b>-100.0%</b>
Other Current Liabilities				
Payroll Liabilities				
2210 · Federal Payroll Tax Payable	0.00	3,333.50	-3,333.50	-100.0%
2220 · State Payroll Tax Payable	0.00	565.14	-565.14	-100.0%
2230 · SUI & ETT Payable	1,205.76	1,281.06	-75.30	-5.88%
2240 · FUTA Payable	126.92	637.49	-510.57	-80.09%

**Mendocino County Tourism Commission, Inc.**  
**Balance Sheet Prev Year Comparison**  
As of February 28, 2017

03/21/2017  
Accrual Basis

	<b>Feb 28, 17</b>	<b>Feb 29, 16</b>	<b>\$ Change</b>	<b>% Change</b>
2270 - Accrued Payroll	10,016.09	0.00	10,016.09	100.0%
2275 - Accrued PTO	4,123.17	0.00	4,123.17	100.0%
<b>Total Payroll Liabilities</b>	<b>15,471.94</b>	<b>5,817.19</b>	<b>9,654.75</b>	<b>165.97%</b>
2800 - Sales Tx Payable	171.20	251.29	-80.09	-31.87%
<b>Total Other Current Liabilities</b>	<b>15,643.14</b>	<b>6,068.48</b>	<b>9,574.66</b>	<b>157.78%</b>
<b>Total Current Liabilities</b>	<b>70,646.85</b>	<b>88,988.31</b>	<b>-18,341.46</b>	<b>-20.61%</b>
<b>Total Liabilities</b>	<b>70,646.85</b>	<b>88,988.31</b>	<b>-18,341.46</b>	<b>-20.61%</b>
<b>Equity</b>				
3100 - Contingency-Unrestricted	130,344.00	300,000.00	-169,656.00	-56.55%
3900 - Unrestricted Net Assets (RE)	443,334.83	127,474.52	315,860.31	247.78%
Net Income	53,478.58	71,664.41	-18,185.83	-25.38%
<b>Total Equity</b>	<b>627,157.41</b>	<b>499,138.93</b>	<b>128,018.48</b>	<b>25.65%</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>697,804.26</b>	<b>588,127.24</b>	<b>109,677.02</b>	<b>18.65%</b>

**Mendocino County Tourism Commission, Inc.**  
**Profit & Loss Prev Year Comparison**  
 July 2016 through February 2017

03/21/2017  
 Accrual Basis

	Jul '16 - Feb 17	Jul '15 - Feb 16	\$ Change	% Change
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
4010 · MCLA BID Assessment	0.00	427,600.00	-427,600.00	-100.0%
4020 · MCPA Matching Funds	9,000.00	186,875.00	-177,875.00	-95.18%
4030 · County BID	533,333.36	107,080.00	426,253.36	398.07%
4031 · County BID adjustments	56,365.87	0.00	56,365.87	100.0%
4035 · County 50% Match	266,666.64	58,333.34	208,333.30	357.14%
4050 · NCTC Administration	4,500.00	0.00	4,500.00	100.0%
4251 · Cooperative Advertising	7,900.00	0.00	7,900.00	100.0%
<b>Trade Shows</b>				
4530 · Bay Area Show	0.00	150.00	-150.00	-100.0%
<b>Total Trade Shows</b>	0.00	150.00	-150.00	-100.0%
<b>Other Income</b>				
4120 · Calendar Ad Income	0.00	2,100.00	-2,100.00	-100.0%
4810 · Event Passport Income	0.00	2,300.00	-2,300.00	-100.0%
4830 · Event Brochure Ads	2,800.00	2,900.00	-100.00	-3.45%
4940 · Misc. Income	0.00	10,000.00	-10,000.00	-100.0%
4950 · Interest Income	49.23	26.23	23.00	87.69%
4850 · Retail Sales	2,098.92	3,090.23	-991.31	-32.08%
<b>Total Other Income</b>	4,948.15	20,416.46	-15,468.31	-75.76%
<b>Total Income</b>	882,714.02	800,454.80	82,259.22	10.28%
<b>Gross Profit</b>	882,714.02	800,454.80	82,259.22	10.28%
<b>Expense</b>				
<b>MEDIA &amp; WEBSITE</b>				
<b>Advertising/ Media</b>				
5010 · Media Plan Management	0.00	133,147.36	-133,147.36	-100.0%
5130 · Print & Online Advertising				
5120 · Digital & Broadcast	125,454.04	0.00	125,454.04	100.0%
5290 · E-Marketing	19,349.88	3,855.04	15,494.84	401.94%
5200 · Print & Direct Mail	57,518.75	752.49	56,766.26	7,543.79%
<b>Total 5130 · Print &amp; Online Advertising</b>	202,322.67	4,607.53	197,715.14	4,291.13%
5150 · Ad Development/Design	4,091.50	2,362.45	1,729.05	73.19%
5165 · AdverGame Development	12,000.00	0.00	12,000.00	100.0%
5030 · Co-op Advertising	0.00	9,719.59	-9,719.59	-100.0%
5170 · Photography	0.00	900.00	-900.00	-100.0%
5240 · Research & Development	25,602.54	2,705.13	22,897.41	846.44%
5110 · Video Development	15,701.11	59.95	15,641.16	26,090.34%
5015 · Surplus	14,390.09	0.00	14,390.09	100.0%
<b>Total Advertising/ Media</b>	274,107.91	153,502.01	120,605.90	78.57%

**Mendocino County Tourism Commission, Inc.**  
**Profit & Loss Prev Year Comparison**  
 July 2016 through February 2017

**03/21/2017**  
**Accrual Basis**

	<b>Jul '16 - Feb 17</b>	<b>Jul '15 - Feb 16</b>	<b>\$ Change</b>	<b>% Change</b>
<b>Public Relations</b>				
5510 · Public Relations Contract	76,929.87	66,870.00	10,059.87	15.04%
5650 · Marketing & Comm. Coordinator	40,000.00	34,000.00	6,000.00	17.65%
5530 · In-Market PR Stunts	1,770.25	2,509.89	-739.64	-29.47%
5560 · Media Events	904.96	0.00	904.96	100.0%
5610 · Travel -PR Related	6,295.63	5,867.47	428.16	7.3%
5550 · Visiting Media FAM Expenses	6,557.15	8,604.35	-2,047.20	-23.79%
5660 · Clipping Service	0.00	4,145.05	-4,145.05	-100.0%
<b>Total Public Relations</b>	<b>132,457.86</b>	<b>121,996.76</b>	<b>10,461.10</b>	<b>8.58%</b>
<b>Website Maint / Development</b>				
5710 · Interactive Media Coordinator	18,410.00	8,500.00	9,910.00	116.59%
5730 · Interactive Marketing	247.29	1,143.85	-896.56	-78.38%
5750 · Development/ Maintenance	9,452.67	30,270.96	-20,818.29	-68.77%
<b>Total Website Maint / Development</b>	<b>28,109.96</b>	<b>39,914.81</b>	<b>-11,804.85</b>	<b>-29.58%</b>
<b>Leisure/ Group Sales</b>				
5810 · Promotion Items, Booth Develop	2,191.28	7,064.61	-4,873.33	-68.98%
5820 · Consumer & Trade Shows	13,122.09	12,226.95	895.14	7.32%
5840 · State Fair Exhibit	5,117.55	1,500.00	3,617.55	241.17%
5870 · Shipping - Travel Shows	983.94	1,388.79	-404.85	-29.15%
5880 · Travel - Leisure/Group Sales	6,758.98	7,138.04	-379.06	-5.31%
5890 · Misc. Sales Opportunities	133.97	1,060.56	-926.59	-87.37%
<b>Total Leisure/ Group Sales</b>	<b>28,307.81</b>	<b>30,378.95</b>	<b>-2,071.14</b>	<b>-6.82%</b>
<b>Total MEDIA &amp; WEBSITE</b>	<b>462,983.54</b>	<b>345,792.53</b>	<b>117,191.01</b>	<b>33.89%</b>
<b>VISITOR SERVICES/PARTNERSHIPS</b>				
<b>Visitor Svs/Fulfillment</b>				
6220 · Event & Festival Guides	12,095.81	13,604.39	-1,508.58	-11.09%
6040 · In-County Guides	3,628.03	1,988.76	1,639.27	82.43%
6210 · Event Partnership Funding	3,075.53	4,734.48	-1,658.95	-35.04%
6530 · Incentives & Sponsorships	23,114.03	2,400.00	20,714.03	863.09%
6010 · Visitor Guide & Distribution	0.00	28,267.11	-28,267.11	-100.0%
6170 · Signage - Gateway, Kiosks	65.18	7,345.51	-7,280.33	-99.11%
6190 · Visitor Center/ Info Support	6,145.00	6,382.50	-237.50	-3.72%
<b>Retail Store</b>				
6412A · Purchases for Resale	0.00	540.30	-540.30	-100.0%
6412B · Store Supplies/Expenses	193.28	1,507.68	-1,314.40	-87.18%
6412C · Contract Labor - Store	0.00	3,015.00	-3,015.00	-100.0%
6412D · Consignee payments	692.80	1,156.36	-463.56	-40.09%
<b>Total Retail Store</b>	<b>886.08</b>	<b>6,219.34</b>	<b>-5,333.26</b>	<b>-85.75%</b>
<b>Total Visitor Svs/Fulfillment</b>	<b>49,009.66</b>	<b>70,942.09</b>	<b>-21,932.43</b>	<b>-30.92%</b>



**Mendocino County Tourism Commission, Inc.**  
**Profit & Loss Prev Year Comparison**  
 July 2016 through February 2017

03/21/2017  
 Accrual Basis

	Jul '16 - Feb 17	Jul '15 - Feb 16	\$ Change	% Change
<b>Partnerships</b>				
6550 · Conferences & Seminars	3,386.80	5,808.93	-2,422.13	-41.7%
6620 · In-County Relations	758.54	865.86	-107.32	-12.4%
6520 · Memberships	5,254.38	7,051.58	-1,797.20	-25.49%
6510 · North Coast Tourism Council	5,000.00	738.40	4,261.60	577.14%
6570 · Travel-Partnership Related	0.00	6,758.81	-6,758.81	-100.0%
<b>Total Partnerships</b>	14,399.72	21,223.58	-6,823.86	-32.15%
<b>Total VISITOR SERVICES/PARTNERSHIPS</b>	63,409.38	92,165.67	-28,756.29	-31.2%
<b>ADMIN EXPENSES</b>				
<b>Occupancy Costs</b>				
7250 · Rent	14,700.00	14,400.00	300.00	2.08%
7120 · Insurance	1,070.00	2,497.00	-1,427.00	-57.15%
7260 · Repairs & Maintenance	1,792.78	1,444.08	348.70	24.15%
7270 · Taxes	72.25	56.35	15.90	28.22%
7310 · Telecommunication	5,966.95	7,382.53	-1,415.58	-19.18%
7350 · Utilities	5,352.98	3,354.11	1,998.87	59.6%
<b>Total Occupancy Costs</b>	28,954.96	29,134.07	-179.11	-0.62%
<b>General Admin</b>				
7010 · Accounting	15,088.75	5,346.00	9,742.75	182.24%
7050 · Bad Debt	0.00	385.00	-385.00	-100.0%
7060 · Bank Fees	235.56	20.00	215.56	1,077.8%
5250 · Board Development	0.00	8,315.89	-8,315.89	-100.0%
7090 · Copying & Printing	2,835.70	376.59	2,459.11	652.99%
7030 · Legal Fees	390.00	3,383.04	-2,993.04	-88.47%
7140 · Licenses & Permits	62.00	88.00	-26.00	-29.55%
7150 · Meeting Expenses	3,427.02	490.75	2,936.27	598.32%
7200 · Office Expense	10,188.96	9,931.30	257.66	2.59%
7210 · Postage & Shipping	18,778.79	893.43	17,885.36	2,001.88%
7280 · Travel Expenses	7,039.39	4,322.27	2,717.12	62.86%
<b>Total General Admin</b>	58,046.17	33,552.27	24,493.90	73.0%
<b>Total ADMIN EXPENSES</b>	87,001.13	62,686.34	24,314.79	38.79%
<b>MCLA Admin Expenses</b>				
8110 · Member Newsletter Printing	0.00	1,180.94	-1,180.94	-100.0%
8120 · Member Newsletter Postage	0.00	1,724.82	-1,724.82	-100.0%
8180 · Travel - MCLA	0.00	280.97	-280.97	-100.0%
8190 · mcla.info Expense	0.00	20.00	-20.00	-100.0%
<b>Total MCLA Admin Expenses</b>	0.00	3,206.73	-3,206.73	-100.0%
<b>MCPA Admin Expenses</b>				
8330 · Insurance	0.00	897.00	-897.00	-100.0%
8350 · Travel - MCPA	0.00	160.80	-160.80	-100.0%
<b>Total MCPA Admin Expenses</b>	0.00	1,057.80	-1,057.80	-100.0%

**Mendocino County Tourism Commission, Inc.**  
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	<b>Jul '16 - Feb 17</b>	<b>Jul '15 - Feb 16</b>	<b>\$ Change</b>	<b>% Change</b>
<b>Personnel</b>				
8510 · Salaries & Wages	146,094.51	135,397.27	10,697.24	7.9%
8520 · Paid Time Off	6,955.66	17,960.88	-11,005.22	-61.27%
8530 · Payroll Taxes	17,156.96	15,239.50	1,917.46	12.58%
8540 · Payroll Processing Fees	666.50	637.20	29.30	4.6%
8550 · Workers Comp	1,658.00	2,144.66	-486.66	-22.69%
8570 · Health Insurance	12,345.56	12,182.07	163.49	1.34%
8580 · Other Employee Benefits	0.00	3,753.74	-3,753.74	-100.0%
8590 · Contract Work	11,166.00	34,146.00	-22,980.00	-67.3%
7415 · Employee Recruitment	19,798.20	0.00	19,798.20	100.0%
<b>Total Personnel</b>	<b>215,841.39</b>	<b>221,461.32</b>	<b>-5,619.93</b>	<b>-2.54%</b>
<b>Total Expense</b>	<b>829,235.44</b>	<b>726,370.39</b>	<b>102,865.05</b>	<b>14.16%</b>
<b>Net Ordinary Income</b>	<b>53,478.58</b>	<b>74,084.41</b>	<b>-20,605.83</b>	<b>-27.81%</b>
<b>Other Income/Expense</b>				
<b>Other Expense</b>				
9900 · Prior Period Expense	0.00	2,420.00	-2,420.00	-100.0%
<b>Total Other Expense</b>	<b>0.00</b>	<b>2,420.00</b>	<b>-2,420.00</b>	<b>-100.0%</b>
<b>Net Other Income</b>	<b>0.00</b>	<b>-2,420.00</b>	<b>2,420.00</b>	<b>100.0%</b>
<b>Net Income</b>	<b>53,478.58</b>	<b>71,664.41</b>	<b>-18,185.83</b>	<b>-25.38%</b>