

**Mendocino County Tourism Commission, Inc.**  
**Balance Sheet Prev Year Comparison**  
As of March 31, 2016

05/04/2016  
Accrual Basis

	Mar 31, 16	Mar 31, 15	\$ Change	% Change
<b>ASSETS</b>				
<b>Current Assets</b>				
<b>Checking/Savings</b>				
1015 · MLCU Checking	142,716.81	0.00	142,716.81	100.0%
1020 · MLCU Savings #1	100,030.34	0.00	100,030.34	100.0%
1025 · MLCU Savings #2	100,002.19	0.00	100,002.19	100.0%
1010 · Savings Bank checking	57,868.98	212,654.43	-154,785.45	-72.79%
1030 · Cash drawer	100.00	100.00	0.00	0.0%
<b>Total Checking/Savings</b>	<b>400,718.32</b>	<b>212,754.43</b>	<b>187,963.89</b>	<b>88.35%</b>
<b>Accounts Receivable</b>				
1100 · Accounts Receivable	167,617.38	11,630.00	155,987.38	1,341.25%
<b>Total Accounts Receivable</b>	<b>167,617.38</b>	<b>11,630.00</b>	<b>155,987.38</b>	<b>1,341.25%</b>
<b>Other Current Assets</b>				
1230 · Prepaid Expenses	2,015.96	2,420.00	-404.04	-16.7%
1250 · Refundable Deposits	2,350.00	2,350.00	0.00	0.0%
1270 · Receivable Other	118.04	0.00	118.04	100.0%
<b>Total Other Current Assets</b>	<b>4,484.00</b>	<b>4,770.00</b>	<b>-286.00</b>	<b>-6.0%</b>
<b>Total Current Assets</b>	<b>572,819.70</b>	<b>229,154.43</b>	<b>343,665.27</b>	<b>149.97%</b>
<b>Fixed Assets</b>				
1510 · Furniture and Equipment	46,385.00	46,385.00	0.00	0.0%
1600 · Accumulated Depreciation	-46,276.00	-46,276.00	0.00	0.0%
<b>Total Fixed Assets</b>	<b>109.00</b>	<b>109.00</b>	<b>0.00</b>	<b>0.0%</b>
<b>TOTAL ASSETS</b>	<b>572,928.70</b>	<b>229,263.43</b>	<b>343,665.27</b>	<b>149.9%</b>
<b>LIABILITIES &amp; EQUITY</b>				
<b>Liabilities</b>				
<b>Current Liabilities</b>				
<b>Accounts Payable</b>				
2000 · Accounts Payable	33,370.78	56,526.62	-23,155.84	-40.96%
<b>Total Accounts Payable</b>	<b>33,370.78</b>	<b>56,526.62</b>	<b>-23,155.84</b>	<b>-40.96%</b>
<b>Other Current Liabilities</b>				
<b>Payroll Liabilities</b>				
2210 · Federal Payroll Tax Payable	4,108.92	2,697.06	1,411.86	52.35%
2220 · State Payroll Tax Payable	699.10	418.23	280.87	67.16%
2230 · SUI & ETT Payable	1,673.38	2,155.12	-481.74	-22.35%

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05/04/2016  
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	<b>Mar 31, 16</b>	<b>Mar 31, 15</b>	<b>\$ Change</b>	<b>% Change</b>
<b>2240 · FUTA Payable</b>	161.94	208.56	-46.62	-22.35%
<b>Total Payroll Liabilities</b>	6,643.34	5,478.97	1,164.37	21.25%
<b>2800 · Sales Tx Payable</b>	250.63	718.04	-467.41	-65.1%
<b>Total Other Current Liabilities</b>	6,893.97	6,197.01	696.96	11.25%
<b>Total Current Liabilities</b>	40,264.75	62,723.63	-22,458.88	-35.81%
<b>Total Liabilities</b>	40,264.75	62,723.63	-22,458.88	-35.81%
<b>Equity</b>				
<b>3100 · Contingency-Unrestricted</b>	300,000.00	0.00	300,000.00	100.0%
<b>3900 · Unrestricted Net Assets (RE)</b>	72,563.52	49,447.54	23,115.98	46.75%
<b>Net Income</b>	160,100.43	117,092.26	43,008.17	36.73%
<b>Total Equity</b>	532,663.95	166,539.80	366,124.15	219.84%
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>572,928.70</b>	<b>229,263.43</b>	<b>343,665.27</b>	<b>149.9%</b>

**Mendocino County Tourism Commission, Inc.**  
**Profit & Loss Prev Year Comparison**  
 July 2015 through March 2016

**05/04/2016**  
**Accrual Basis**

	<b>Jul '15 - Mar 16</b>	<b>Jul '14 - Mar 15</b>	<b>\$ Change</b>	<b>% Change</b>
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
4010 · MCLA BID Assessment	427,600.00	438,750.00	-11,150.00	-2.54%
4020 · MCPA Matching Funds	186,875.00	279,500.00	-92,625.00	-33.14%
4030 · BID & Match from County	349,630.64	0.00	349,630.64	100.0%
4050 · NCTC Administration	9,000.00	9,000.00	0.00	0.0%
4110 · Visitor Guide Advertising	0.00	57,196.66	-57,196.66	-100.0%
4120 · Calendar Ad Income	2,100.00	7,600.00	-5,500.00	-72.37%
4250 · Sponsor-Taste of Mendocino	0.00	5,000.00	-5,000.00	-100.0%
<b>Trade Shows</b>				
4510 · AARP Show	0.00	2,750.00	-2,750.00	-100.0%
4520 · Bark in the Park	0.00	500.00	-500.00	-100.0%
4530 · Bay Area Show	150.00	150.00	0.00	0.0%
<b>Total Trade Shows</b>	<b>150.00</b>	<b>3,400.00</b>	<b>-3,250.00</b>	<b>-95.59%</b>
<b>Other Income</b>				
4810 · Event Passport Income	3,700.00	11,575.00	-7,875.00	-68.04%
4830 · Festival/ Event Brochure	1,500.00	0.00	1,500.00	100.0%
4940 · Misc. Income	10,000.00	0.00	10,000.00	100.0%
4950 · Interest Income	39.19	63.40	-24.21	-38.19%
<b>4850 · Retail Sales</b>				
Non-Taxable	71.00	192.08	-121.08	-63.04%
Taxable	3,041.56	3,164.44	-122.88	-3.88%
<b>Total 4850 · Retail Sales</b>	<b>3,112.56</b>	<b>3,356.52</b>	<b>-243.96</b>	<b>-7.27%</b>
2032 · Pet Brochure	0.00	4,075.00	-4,075.00	-100.0%
2089 · Website	0.00	625.00	-625.00	-100.0%
Other Income - Other	0.00	2,102.00	-2,102.00	-100.0%
<b>Total Other Income</b>	<b>18,351.75</b>	<b>21,796.92</b>	<b>-3,445.17</b>	<b>-15.81%</b>
<b>Total Income</b>	<b>993,707.39</b>	<b>822,243.58</b>	<b>171,463.81</b>	<b>20.85%</b>
<b>Expense</b>				
<b>MEDIA &amp; WEBSITE</b>				
<b>Advertising/ Media</b>				
5010 · Media Plan Management	155,040.78	135,012.75	20,028.03	14.83%
5030 · Co-op Advertising	4,819.59	0.00	4,819.59	100.0%
5110 · Video Production	59.95	300.00	-240.05	-80.02%
5150 · Advertising Design	2,582.34	2,003.63	578.71	28.88%
5170 · Photography	1,014.99	1,465.01	-450.02	-30.72%
5200 · Direct Mail	752.49	0.00	752.49	100.0%
5240 · Research & Development	2,705.13	300.00	2,405.13	801.71%

**Mendocino County Tourism Commission, Inc.**  
**Profit & Loss Prev Year Comparison**  
 July 2015 through March 2016

**05/04/2016**  
**Accrual Basis**

	<b>Jul '15 - Mar 16</b>	<b>Jul '14 - Mar 15</b>	<b>\$ Change</b>	<b>% Change</b>
5250 · Board Development	8,203.11	0.00	8,203.11	100.0%
5290 · E-Mail Marketing	4,194.04	10,314.67	-6,120.63	-59.34%
Print & On-Line Banner Adv.				
TripAdvisor	0.00	2,175.46	-2,175.46	-100.0%
<b>Total Print &amp; On-Line Banner Adv.</b>	<b>0.00</b>	<b>2,175.46</b>	<b>-2,175.46</b>	<b>-100.0%</b>
<b>Total Advertising/ Media</b>	<b>179,372.42</b>	<b>151,571.52</b>	<b>27,800.90</b>	<b>18.34%</b>
<b>Public Relations</b>				
5510 · Public Relations Contract	75,237.00	75,000.00	237.00	0.32%
5530 · In-Market PR Stunts	2,509.89	4,360.80	-1,850.91	-42.44%
5550 · Visiting Media Expenses	11,152.82	7,283.75	3,869.07	53.12%
5560 · CTTC Media Events	0.00	500.00	-500.00	-100.0%
5570 · Taste of Mendocino	5,000.00	0.00	5,000.00	100.0%
5610 · Travel -PR Related	10,207.58	8,303.05	1,904.53	22.94%
5650 · Communication Coordinator	39,000.00	36,000.00	3,000.00	8.33%
5660 · Clipping Services	4,716.59	0.00	4,716.59	100.0%
<b>Total Public Relations</b>	<b>147,823.88</b>	<b>131,447.60</b>	<b>16,376.28</b>	<b>12.46%</b>
<b>Website Maint / Development</b>				
5710 · Contractor-Media Coordinator	11,500.00	7,000.00	4,500.00	64.29%
5730 · Interactive Marketing	2,034.43	0.00	2,034.43	100.0%
5750 · Development/ Maintenance	31,538.96	5,971.77	25,567.19	428.13%
5790 · Search Engine/Optimization	0.00	750.95	-750.95	-100.0%
<b>Total Website Maint / Development</b>	<b>45,073.39</b>	<b>13,722.72</b>	<b>31,350.67</b>	<b>228.46%</b>
<b>Leisure/ Group Sales</b>				
5810 · Booth Development & Giveaways	7,124.29	2,586.11	4,538.18	175.48%
5820 · Consumer & Trade Shows	14,829.53	4,426.31	10,403.22	235.03%
5840 · State Fair Exhibit	3,500.00	2,542.37	957.63	37.67%
5870 · Shipping - Travel Shows	1,961.40	1,716.69	244.71	14.26%
5880 · Travel-Leisure/Grp Sales Staff	7,543.71	6,517.29	1,026.42	15.75%
5890 · Misc. Sales Activities	1,178.60	1,625.00	-446.40	-27.47%
<b>Total Leisure/ Group Sales</b>	<b>36,137.53</b>	<b>19,413.77</b>	<b>16,723.76</b>	<b>86.14%</b>
<b>Total MEDIA &amp; WEBSITE</b>	<b>408,407.22</b>	<b>316,155.61</b>	<b>92,251.61</b>	<b>29.18%</b>
<b>VISITOR SERVICES/PARTNERSHIPS</b>				
<b>Visitor Svs/Fulfillment</b>				
6010 · Visitor Guide & Distribution	28,432.79	42,658.32	-14,225.53	-33.35%
6040 · In County Guides	2,288.76	6,365.73	-4,076.97	-64.05%
6170 · Signage-Gateway & Visitor Ctr	7,345.51	0.00	7,345.51	100.0%

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 July 2015 through March 2016

**05/04/2016**  
**Accrual Basis**

	<b>Jul '15 - Mar 16</b>	<b>Jul '14 - Mar 15</b>	<b>\$ Change</b>	<b>% Change</b>
<b>6190 · Visitor Center/ Info Support</b>	6,382.50	5,000.00	1,382.50	27.65%
<b>6210 · Event Partnership Funding</b>	4,734.48	2,799.30	1,935.18	69.13%
<b>6220 · Event Guide Printing/Dist.</b>	13,814.52	17,241.12	-3,426.60	-19.88%
<b>6300 · In County Mixers, Fairs</b>	479.24	50.00	429.24	858.48%
<b>Retail Store</b>				
<b>6412A · Purchases for Resale</b>	985.30	2,422.01	-1,436.71	-59.32%
<b>6412B · Store Supplies/Expenses</b>	1,532.63	1,009.92	522.71	51.76%
<b>6412C · Contract Labor - Store</b>	3,765.00	1,935.00	1,830.00	94.57%
<b>6412D · Consignee payments</b>	1,161.16	2,395.20	-1,234.04	-51.52%
<b>Total Retail Store</b>	<b>7,444.09</b>	<b>7,762.13</b>	<b>-318.04</b>	<b>-4.1%</b>
<b>Total Visitor Svcs/Fulfillment</b>	<b>70,921.89</b>	<b>81,876.60</b>	<b>-10,954.71</b>	<b>-13.38%</b>
<b>Partnerships</b>				
<b>6510 · North Coast Tourism Council</b>	738.40	0.00	738.40	100.0%
<b>6520 · Memberships</b>	9,676.58	5,949.00	3,727.58	62.66%
<b>6530 · Arts Council</b>	3,600.00	0.00	3,600.00	100.0%
<b>6550 · Conferences &amp; Seminars</b>	5,508.93	850.00	4,658.93	548.11%
<b>6570 · Travel-Partnership Related</b>	7,853.81	9,647.67	-1,793.86	-18.59%
<b>6620 · In County Partner Relations</b>	685.04	1,443.62	-758.58	-52.55%
<b>6680 · MWI Grant</b>	0.00	50.00	-50.00	-100.0%
<b>Total Partnerships</b>	<b>28,062.76</b>	<b>17,940.29</b>	<b>10,122.47</b>	<b>56.42%</b>
<b>Total VISITOR SERVICES/PARTNERSHIPS</b>	<b>98,984.65</b>	<b>99,816.89</b>	<b>-832.24</b>	<b>-0.83%</b>
<b>Admin Expenses</b>				
<b>7010 · Accounting Fees</b>	2,385.00	3,100.00	-715.00	-23.07%
<b>7020 · Bookkeeping</b>	3,911.25	2,798.25	1,113.00	39.78%
<b>7030 · Legal Fees</b>	3,463.04	6,466.70	-3,003.66	-46.45%
<b>7050 · Bad Debt</b>	385.00	0.00	385.00	100.0%
<b>7060 · Bank Fees</b>	20.00	14.50	5.50	37.93%
<b>7090 · Copying &amp; Printing</b>	384.92	0.00	384.92	100.0%
<b>7400 · Executive Director Search</b>	8,333.00	0.00	8,333.00	100.0%
<b>7120 · Insurance - BOD &amp; Liability</b>	1,966.00	2,857.00	-891.00	-31.19%
<b>7140 · Licenses &amp; Permits</b>	88.00	41.00	47.00	114.63%
<b>7150 · Meeting Expenses</b>	606.76	310.48	296.28	95.43%
<b>7200 · Office Expense</b>	12,448.08	6,325.47	6,122.61	96.79%
<b>7210 · Postage &amp; Shipping</b>	919.41	1,483.72	-564.31	-38.03%
<b>7250 · Rent</b>	16,200.00	16,200.00	0.00	0.0%
<b>7260 · Repairs &amp; Maintenance</b>	1,564.08	88.00	1,476.08	1,677.36%
<b>7270 · Taxes - Unsecured</b>	56.35	50.80	5.55	10.93%
<b>7280 · Travel - VMC Admin</b>	4,660.81	4,880.43	-219.62	-4.5%

**Mendocino County Tourism Commission, Inc.**  
**Profit & Loss Prev Year Comparison**  
 July 2015 through March 2016

**05/04/2016**  
**Accrual Basis**

	<b>Jul '15 - Mar 16</b>	<b>Jul '14 - Mar 15</b>	<b>\$ Change</b>	<b>% Change</b>
7310 · Telecommunication	8,692.07	6,838.16	1,853.91	27.11%
7350 · Utilities	3,814.33	2,918.51	895.82	30.69%
<b>Total Admin Expenses</b>	<b>69,898.10</b>	<b>54,373.02</b>	<b>15,525.08</b>	<b>28.55%</b>
<b>MCLA Admin Expenses</b>				
8110 · Member Newsletter Printing	1,180.94	0.00	1,180.94	100.0%
8120 · Member Newsletter Postage	1,724.82	243.60	1,481.22	608.05%
8130 · Member Mailings	0.00	460.45	-460.45	-100.0%
8180 · Travel - MCLA	305.97	626.45	-320.48	-51.16%
8190 · mcla.info Expense	20.00	514.77	-494.77	-96.12%
<b>Total MCLA Admin Expenses</b>	<b>3,231.73</b>	<b>1,845.27</b>	<b>1,386.46</b>	<b>75.14%</b>
<b>MCPA Admin Expenses</b>				
8310 · Accounting Fees	0.00	280.00	-280.00	-100.0%
8320 · Legal Fees	0.00	20.00	-20.00	-100.0%
8330 · Insurance	1,552.04	575.00	977.04	169.92%
8350 · Travel - MCPA	195.37	892.31	-696.94	-78.11%
<b>Total MCPA Admin Expenses</b>	<b>1,747.41</b>	<b>1,767.31</b>	<b>-19.90</b>	<b>-1.13%</b>
<b>Personnel</b>				
8510 · Salaries & Wages	168,926.15	188,742.39	-19,816.24	-10.5%
8530 · Payroll Taxes	16,347.23	16,898.56	-551.33	-3.26%
8550 · Workers Comp	2,144.66	1,326.00	818.66	61.74%
8570 · Health Insurance	13,304.07	20,490.75	-7,186.68	-35.07%
8580 · Other Employee Benefits	3,753.74	1,990.52	1,763.22	88.58%
8590 · Contract Work	44,442.00	1,745.00	42,697.00	2,446.82%
<b>Total Personnel</b>	<b>248,917.85</b>	<b>231,193.22</b>	<b>17,724.63</b>	<b>7.67%</b>
<b>Total Expense</b>	<b>831,186.96</b>	<b>705,151.32</b>	<b>126,035.64</b>	<b>17.87%</b>
<b>Net Ordinary Income</b>	<b>162,520.43</b>	<b>117,092.26</b>	<b>45,428.17</b>	<b>38.8%</b>
<b>Other Income/Expense</b>				
<b>Other Expense</b>				
9900 · Prior Period Expense	2,420.00	0.00	2,420.00	100.0%
<b>Total Other Expense</b>	<b>2,420.00</b>	<b>0.00</b>	<b>2,420.00</b>	<b>100.0%</b>
<b>Net Other Income</b>	<b>-2,420.00</b>	<b>0.00</b>	<b>-2,420.00</b>	<b>-100.0%</b>
<b>Net Income</b>	<b>160,100.43</b>	<b>117,092.26</b>	<b>43,008.17</b>	<b>36.73%</b>

**Mendocino County Tourism Commission, Inc.**  
**SUMMARY - Profit & Loss Budget Performance**  
 March 2016

05/04/2016  
 Accrual Basis

	<u>Jul '15 - Mar 16</u>	<u>YTD Budget</u>	<u>Annual Budget</u>
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
4010 · MCLA BID Assessment	427,600.00	320,700.00	320,700.00
4020 · MCPA Matching Funds	186,875.00	168,750.00	168,750.00
4030 · BID & Match from County	349,630.64	244,725.00	489,450.00
4050 · NCTC Administration	9,000.00	6,750.00	9,000.00
4110 · Visitor Guide Advertising	0.00	2,250.00	3,000.00
4120 · Calendar Ad Income	2,100.00	2,250.00	3,000.00
4250 · Sponsor-Taste of Mendocino	0.00	7,500.01	10,000.00
Trade Shows	150.00	8,396.00	13,496.00
Other Income	18,351.75	25,275.50	26,534.00
<b>Total Income</b>	<u>993,707.39</u>	<u>786,596.51</u>	<u>1,043,930.00</u>
<b>Expense</b>			
<b>MEDIA &amp; WEBSITE</b>	408,407.22	375,000.05	498,000.00
<b>VISITOR SERVICES/PARTNERSHIPS</b>	98,984.65	80,625.01	107,500.00
Admin Expenses	69,898.10	60,065.05	78,550.00
MCLA Admin Expenses	3,231.73	3,750.05	5,000.00
MCPA Admin Expenses	1,747.41	3,312.51	3,750.00
Personnel	248,917.85	261,375.02	348,500.00
<b>Total Expense</b>	<u>831,186.96</u>	<u>784,127.69</u>	<u>1,041,300.00</u>
<b>Net Ordinary Income</b>	162,520.43	2,468.82	2,630.00
<b>Other Income/Expense</b>			
<b>Other Expense</b>			
9900 · Prior Period Expense	<u>2,420.00</u>		
<b>Total Other Expense</b>	<u>2,420.00</u>		
<b>Net Other Income</b>	<u>-2,420.00</u>		
<b>Net Income</b>	<u><u>160,100.43</u></u>	<u><u>2,468.82</u></u>	<u><u>2,630.00</u></u>

**Mendocino County Tourism Commission, Inc.**  
**Profit & Loss Budget Performance**  
 March 2016

05/04/2016  
 Accrual Basis

	<u>Mar 16</u>	<u>Budget</u>	<u>Jul '15 - Mar 16</u>	<u>YTD Budget</u>	<u>Annual Budget</u>
<b>Ordinary Income/Expense</b>					
<b>Income</b>					
4010 · MCLA BID Assessment	0.00	0.00	427,600.00	320,700.00	320,700.00
4020 · MCPA Matching Funds	0.00	0.00	186,875.00	168,750.00	168,750.00
4030 · BID & Match from County	155,642.38	81,575.00	349,630.64	244,725.00	489,450.00
4050 · NCTC Administration	9,000.00	750.00	9,000.00	6,750.00	9,000.00
4110 · Visitor Guide Advertising	0.00	250.00	0.00	2,250.00	3,000.00
4120 · Calendar Ad Income	0.00	250.00	2,100.00	2,250.00	3,000.00
4250 · Sponsor-Taste of Mendocino	0.00	833.33	0.00	7,500.01	10,000.00
<b>Trade Shows</b>					
4530 · Bay Area Show	0.00		150.00		
Trade Shows - Other	0.00	1,700.00	0.00	8,396.00	13,496.00
<b>Total Trade Shows</b>	<u>0.00</u>	<u>1,700.00</u>	<u>150.00</u>	<u>8,396.00</u>	<u>13,496.00</u>
<b>Other Income</b>					
4810 · Event Passport Income	0.00		3,700.00	10,000.00	10,000.00
4830 · Festival/ Event Brochure	0.00		1,500.00	1,500.00	1,500.00
4940 · Misc. Income	0.00	0.00	10,000.00	10,000.00	10,000.00
4950 · Interest Income	12.96	2.50	39.19	22.50	30.00
4850 · Retail Sales					
Non-Taxable	0.00		71.00		
Taxable	19.95		3,041.56		
4850 · Retail Sales - Other	0.00	417.00	0.00	3,753.00	5,004.00
<b>Total 4850 · Retail Sales</b>	<u>19.95</u>	<u>417.00</u>	<u>3,112.56</u>	<u>3,753.00</u>	<u>5,004.00</u>
<b>Total Other Income</b>	<u>32.91</u>	<u>419.50</u>	<u>18,351.75</u>	<u>25,275.50</u>	<u>26,534.00</u>
<b>Total Income</b>	<u>164,675.29</u>	<u>85,777.83</u>	<u>993,707.39</u>	<u>786,596.51</u>	<u>1,043,930.00</u>
<b>Expense</b>					
<b>MEDIA &amp; WEBSITE</b>					



	<b>Mar 16</b>	<b>Budget</b>	<b>Jul '15 - Mar 16</b>	<b>YTD Budget</b>	<b>Annual Budget</b>
<b>Advertising/ Media</b>					
5010 · Media Plan Management	16,893.42	15,833.33	155,040.78	142,500.01	190,000.00
5030 · Co-op Advertising	100.00	833.33	4,819.59	7,500.01	10,000.00
5110 · Video Production	0.00	250.00	59.95	2,250.00	3,000.00
5150 · Advertising Design	219.89	250.00	2,582.34	2,250.00	3,000.00
5170 · Photography	314.99	250.00	1,014.99	2,250.00	3,000.00
5200 · Direct Mail	0.00	250.00	752.49	2,250.00	3,000.00
5240 · Research & Development	0.00	833.33	2,705.13	7,500.01	10,000.00
5250 · Board Development	0.00	8,000.00	8,203.11	9,000.00	10,000.00
5290 · E-Mail Marketing	339.00		4,194.04		
<b>Total Advertising/ Media</b>	<b>17,867.30</b>	<b>26,499.99</b>	<b>179,372.42</b>	<b>175,500.03</b>	<b>232,000.00</b>
<b>Public Relations</b>					
5510 · Public Relations Contract	8,367.00	8,583.33	75,237.00	77,250.01	103,000.00
5530 · In-Market PR Stunts	0.00	583.33	2,509.89	5,250.01	7,000.00
5550 · Visiting Media Expenses	2,548.47	1,041.67	11,152.82	9,374.99	12,500.00
5560 · CTTC Media Events	0.00	208.33	0.00	1,875.01	2,500.00
5570 · Taste of Mendocino	5,000.00	416.67	5,000.00	3,749.99	5,000.00
5610 · Travel -PR Related	4,155.11	833.33	10,207.58	7,500.01	10,000.00
5650 · Contractor-Communication Coord	5,000.00	4,000.00	39,000.00	36,000.00	48,000.00
5660 · Clipping Services	571.54		4,716.59		
<b>Total Public Relations</b>	<b>25,642.12</b>	<b>15,666.66</b>	<b>147,823.88</b>	<b>141,000.02</b>	<b>188,000.00</b>
<b>Website Maint / Development</b>					
5710 · Contractor-Media Coordinator	3,000.00	1,000.00	11,500.00	9,000.00	12,000.00
5730 · Interactive Marketing	890.58	500.00	2,034.43	4,500.00	6,000.00
5750 · Development/ Maintenance	1,268.00	1,500.00	31,538.96	13,500.00	18,000.00
<b>Total Website Maint / Development</b>	<b>5,158.58</b>	<b>3,000.00</b>	<b>45,073.39</b>	<b>27,000.00</b>	<b>36,000.00</b>
<b>Leisure/ Group Sales</b>					
5810 · Booth Development & Giveaways	59.68	833.33	7,124.29	7,500.01	10,000.00
5820 · Consumer & Trade Shows	2,208.58	750.00	14,829.53	6,750.00	9,000.00
5840 · State Fair Exhibit	2,000.00	500.00	3,500.00	4,500.00	6,000.00
5870 · Shipping - Travel Shows	757.61	250.00	1,961.40	2,250.00	3,000.00

	<b>Mar 16</b>	<b>Budget</b>	<b>Jul '15 - Mar 16</b>	<b>YTD Budget</b>	<b>Annual Budget</b>
5880 · Travel-Leisure/Grp Sales Staff	405.67	916.67	7,543.71	8,249.99	11,000.00
5890 · Misc. Sales Activities	118.04	250.00	1,178.60	2,250.00	3,000.00
<b>Total Leisure/ Group Sales</b>	<b>5,549.58</b>	<b>3,500.00</b>	<b>36,137.53</b>	<b>31,500.00</b>	<b>42,000.00</b>
<b>Total MEDIA &amp; WEBSITE</b>	<b>54,217.58</b>	<b>48,666.65</b>	<b>408,407.22</b>	<b>375,000.05</b>	<b>498,000.00</b>
<b>VISITOR SERVICES/PARTNERSHIPS</b>					
<b>Visitor Svs/Fulfillment</b>					
6010 · Visitor Guide & Distribution	165.68	3,333.33	28,432.79	30,000.01	40,000.00
6040 · In County Guides	300.00	250.00	2,288.76	2,250.00	3,000.00
6170 · Signage-Gateway & Visitor Ctr	0.00	166.67	7,345.51	1,499.99	2,000.00
6190 · Visitor Center/ Info Support	0.00	416.67	6,382.50	3,749.99	5,000.00
6210 · Event Partnership Funding	0.00	416.67	4,734.48	3,749.99	5,000.00
6220 · Event Guide Printing/Dist.	210.13	1,333.33	13,814.52	12,000.01	16,000.00
6300 · In County Mixers, Fairs	43.36	41.67	479.24	374.99	500.00
<b>Retail Store</b>					
6412A · Purchases for Resale	445.00		985.30		
6412B · Store Supplies/Expenses	24.95		1,532.63		
6412C · Contract Labor - Store	750.00		3,765.00		
6412D · Consignee payments	4.80		1,161.16		
Retail Store - Other	0.00	833.33	0.00	7,500.01	10,000.00
<b>Total Retail Store</b>	<b>1,224.75</b>	<b>833.33</b>	<b>7,444.09</b>	<b>7,500.01</b>	<b>10,000.00</b>
<b>Total Visitor Svs/Fulfillment</b>	<b>1,943.92</b>	<b>6,791.67</b>	<b>70,921.89</b>	<b>61,124.99</b>	<b>81,500.00</b>
<b>Partnerships</b>					
6510 · North Coast Tourism Council	0.00		738.40		
6520 · Memberships	2,625.00	583.33	9,676.58	5,250.01	7,000.00
6530 · Arts Council	1,200.00	0.00	3,600.00	0.00	0.00
6550 · Conferences & Seminars	199.00	416.67	5,508.93	3,749.99	5,000.00
6570 · Travel-Partnership Related	1,095.00	1,083.33	7,853.81	9,750.01	13,000.00
6620 · In County Partner Relations	255.06	83.33	685.04	750.01	1,000.00
<b>Total Partnerships</b>	<b>5,374.06</b>	<b>2,166.66</b>	<b>28,062.76</b>	<b>19,500.02</b>	<b>26,000.00</b>

	<u>Mar 16</u>	<u>Budget</u>	<u>Jul '15 - Mar 16</u>	<u>YTD Budget</u>	<u>Annual Budget</u>
<b>Total VISITOR SERVICES/PARTNERSHIPS</b>	7,317.98	8,958.33	98,984.65	80,625.01	107,500.00
<b>Admin Expenses</b>					
7010 - Accounting Fees	0.00		2,385.00	4,500.00	4,500.00
7020 - Bookkeeping	950.25	333.33	3,911.25	3,000.01	4,000.00
7030 - Legal Fees	80.00	833.33	3,463.04	7,500.01	10,000.00
7050 - Bad Debt	0.00		385.00		
7060 - Bank Fees	0.00	4.17	20.00	37.49	50.00
7090 - Copying & Printing	8.33	83.33	384.92	750.01	1,000.00
7400 - Executive Director Search	8,333.00	0.00	8,333.00	0.00	0.00
7120 - Insurance - BOD & Liability	0.00	250.00	1,966.00	2,250.00	3,000.00
7140 - Licenses & Permits	0.00	0.00	88.00	50.00	50.00
7150 - Meeting Expenses	116.01	41.67	606.76	374.99	500.00
7200 - Office Expense	1,879.58	678.20	12,448.08	6,103.52	8,138.00
7210 - Postage & Shipping	25.98	208.33	919.41	1,875.01	2,500.00
7250 - Rent	1,800.00	1,833.33	16,200.00	16,500.01	22,000.00
7260 - Repairs & Maintenance	120.00	146.00	1,564.08	1,314.00	1,752.00
7270 - Taxes - Unsecured	0.00		56.35	60.00	60.00
7280 - Travel - VMC Admin	338.54	500.00	4,660.81	4,500.00	6,000.00
7310 - Telecommunication	1,191.99	833.33	8,692.07	7,500.01	10,000.00
7350 - Utilities	460.22	416.67	3,814.33	3,749.99	5,000.00
<b>Total Admin Expenses</b>	<b>15,303.90</b>	<b>6,161.69</b>	<b>69,898.10</b>	<b>60,065.05</b>	<b>78,550.00</b>
<b>MCLA Admin Expenses</b>					
8110 - Member Newsletter Printing	0.00	83.33	1,180.94	750.01	1,000.00
8120 - Member Newsletter Postage	0.00	83.33	1,724.82	750.01	1,000.00
8130 - Member Mailings	0.00	83.33	0.00	750.01	1,000.00
8150 - Annual Meeting	0.00	83.33	0.00	750.01	1,000.00
8180 - Travel - MCLA	25.00	83.33	305.97	750.01	1,000.00
8190 - mcla.info Expense	0.00		20.00		
<b>Total MCLA Admin Expenses</b>	<b>25.00</b>	<b>416.65</b>	<b>3,231.73</b>	<b>3,750.05</b>	<b>5,000.00</b>
<b>MCPA Admin Expenses</b>					

	<u>Mar 16</u>	<u>Budget</u>	<u>Jul '15 - Mar 16</u>	<u>YTD Budget</u>	<u>Annual Budget</u>
8310 - Accounting Fees	0.00		0.00	2,000.00	2,000.00
8330 - Insurance	0.00	83.33	1,552.04	750.01	1,000.00
8350 - Travel - MCPA	34.57	62.50	195.37	562.50	750.00
<b>Total MCPA Admin Expenses</b>	<b>34.57</b>	<b>145.83</b>	<b>1,747.41</b>	<b>3,312.51</b>	<b>3,750.00</b>
<b>Personnel</b>					
8510 - Salaries & Wages	15,568.00	23,208.33	168,926.15	208,875.01	278,500.00
8530 - Payroll Taxes	1,621.25	2,208.33	16,347.23	19,875.01	26,500.00
8550 - Workers Comp	0.00	291.67	2,144.66	2,624.99	3,500.00
8570 - Health Insurance	1,122.00	2,500.00	13,304.07	22,500.00	30,000.00
8580 - Other Employee Benefits	0.00	333.33	3,753.74	3,000.01	4,000.00
8590 - Contract Work	10,296.00	500.00	44,442.00	4,500.00	6,000.00
<b>Total Personnel</b>	<b>28,607.25</b>	<b>29,041.66</b>	<b>248,917.85</b>	<b>261,375.02</b>	<b>348,500.00</b>
<b>Total Expense</b>	<b>105,506.28</b>	<b>93,390.81</b>	<b>831,186.96</b>	<b>784,127.69</b>	<b>1,041,300.00</b>
<b>Net Ordinary Income</b>	<b>59,169.01</b>	<b>-7,612.98</b>	<b>162,520.43</b>	<b>2,468.82</b>	<b>2,630.00</b>
<b>Other Income/Expense</b>					
<b>Other Expense</b>					
9900 - Prior Period Expense	0.00		2,420.00		
<b>Total Other Expense</b>	<b>0.00</b>		<b>2,420.00</b>		
<b>Net Other Income</b>	<b>0.00</b>		<b>-2,420.00</b>		
<b>Net Income</b>	<b>59,169.01</b>	<b>-7,612.98</b>	<b>160,100.43</b>	<b>2,468.82</b>	<b>2,630.00</b>