

**Mendocino County Tourism Commission, Inc.**  
**Profit & Loss Budget Performance - SUMMARY**  
 March 2017

04/17/2017  
 Accrual Basis

	<b>Mar 17</b>	<b>Jul '16 - Mar 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	600,000.03	600,000.03	100.0%	800,000.00
4031 - County BID adjustments	-27,431.59	16,923.02	45,522.00	37.18%	60,698.00
4035 - County 50% Match	33,333.33	299,999.97	299,999.97	100.0%	400,000.00
4050 - NCTC Administration	0.00	4,500.00	4,500.00	100.0%	4,500.00
4251 - Cooperative Advertising	0.00	7,900.00	9,000.00	87.78%	12,000.00
4990 - Previous Year Carryover	0.00	0.00	116,199.00	0.0%	154,933.00
4999 - Reserve/Contingency	0.00	0.00	0.00	0.0%	130,344.00
Other Income	-347.42	4,600.73	8,375.01	54.93%	11,000.00
<b>Total Income</b>	<b>72,220.99</b>	<b>942,923.75</b>	<b>1,092,596.01</b>	<b>86.3%</b>	<b>1,582,475.00</b>
<b>Gross Profit</b>	<b>72,220.99</b>	<b>942,923.75</b>	<b>1,092,596.01</b>	<b>86.3%</b>	<b>1,582,475.00</b>
<b>Expense</b>					
<b>MEDIA &amp; WEBSITE</b>	108,229.16	580,764.53	610,844.07	95.08%	819,050.00
<b>VISITOR SERVICES/PARTNERSHIPS</b>	8,072.41	70,382.42	97,549.95	72.15%	122,500.00
<b>ADMIN EXPENSES</b>	6,254.40	93,529.12	102,152.00	91.56%	124,692.00
<b>Personnel</b>	25,865.53	242,508.28	288,230.00	84.14%	385,889.00
<b>Total Expense</b>	<b>148,421.50</b>	<b>987,184.35</b>	<b>1,098,776.02</b>	<b>89.84%</b>	<b>1,452,131.00</b>
<b>Net Ordinary Income</b>	<b>-76,200.51</b>	<b>-44,260.60</b>	<b>-6,180.01</b>	<b>716.19%</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>-76,200.51</b>	<b>-44,260.60</b>	<b>-6,180.01</b>	<b>716.19%</b>	<b>0.00</b>

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 March 2017

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 Accrual Basis

	<u>Mar 17</u>	<u>Jul '16 - Mar 17</u>	<u>YTD Budget</u>	<u>% of Budget</u>	<u>Annual Budget</u>
<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	600,000.03	600,000.03	100.0%	800,000.00
4031 · County BID adjustments	-27,431.59	16,923.02	45,522.00	37.18%	60,698.00
4035 · County 50% Match	33,333.33	299,999.97	299,999.97	100.0%	400,000.00
4050 · NCTC Administration	0.00	4,500.00	4,500.00	100.0%	4,500.00
4251 · Cooperative Advertising	0.00	7,900.00	9,000.00	87.78%	12,000.00
4990 · Previous Year Carryover	0.00	0.00	116,199.00	0.0%	154,933.00
4999 · Reserve/Contingency	0.00	0.00	0.00	0.0%	130,344.00
<b>Other Income</b>					
4810 · Event Passport Income	0.00	0.00	1,000.00	0.0%	1,000.00
4830 · Event Brochure Ads	-350.00	2,450.00	1,800.00	136.11%	1,800.00
4940 · Misc. Income	0.00	0.00	4,000.00	0.0%	6,600.00
4950 · Interest Income	2.58	51.81	75.01	69.07%	100.00
4850 · Retail Sales	0.00	2,098.92	1,500.00	139.93%	1,500.00
<b>Total Other Income</b>	<u>-347.42</u>	<u>4,600.73</u>	<u>8,375.01</u>	<u>54.93%</u>	<u>11,000.00</u>
<b>Total Income</b>	<u>72,220.99</u>	<u>942,923.75</u>	<u>1,092,596.01</u>	<u>86.3%</u>	<u>1,582,475.00</u>
<b>Gross Profit</b>	72,220.99	942,923.75	1,092,596.01	86.3%	1,582,475.00
<b>Expense</b>					
<b>MEDIA &amp; WEBSITE</b>					
<b>Advertising/ Media</b>					
5130 · Print & Online Advertising					
5120 · Digital & Broadcast	26,403.59	158,541.63	99,900.00	158.7%	133,200.00
5290 · E-Marketing	522.00	19,871.88	23,850.00	83.32%	31,800.00
5200 · Print & Direct Mail	0.00	57,518.75	80,927.80	71.07%	105,593.00
<b>Total 5130 · Print &amp; Online Advertising</b>	<u>26,925.59</u>	<u>235,932.26</u>	<u>204,677.80</u>	<u>115.27%</u>	<u>270,593.00</u>
5150 · Ad Development/Design	0.00	4,312.50	4,500.00	95.83%	6,000.00
5165 · AdverGame Development	0.00	12,000.00	12,000.00	100.0%	12,000.00
5170 · Photography	0.00	0.00	7,499.97	0.0%	10,000.00
5240 · Research & Development	10,058.00	35,660.54	26,250.02	135.85%	35,000.00
5110 · Video Development	5,061.20	20,762.31	17,452.30	118.97%	20,000.00
5015 · Surplus	0.00	14,390.09	38,717.00	37.17%	50,957.00
<b>Total Advertising/ Media</b>	<u>42,044.79</u>	<u>323,057.70</u>	<u>311,097.09</u>	<u>103.85%</u>	<u>404,550.00</u>
<b>Public Relations</b>					
5510 · Public Relations Contract	6,323.02	83,252.89	85,480.00	97.4%	109,000.00
5520 · Marketing Agency Contract	50,000.00	50,000.00	57,142.00	87.5%	100,000.00
5650 · Marketing & Comm. Coordinato	5,000.00	45,000.00	45,000.00	100.0%	60,000.00
5530 · In-Market PR Stunts	0.00	1,770.25	3,749.99	47.21%	5,000.00
5560 · Media Events	0.00	904.96	1,874.97	48.27%	2,500.00
5610 · Travel -PR Related	603.91	6,899.54	7,499.97	91.99%	10,000.00
5550 · Visiting Media FAM Expenses	649.33	7,859.71	7,499.97	104.8%	10,000.00
<b>Total Public Relations</b>	<u>62,576.26</u>	<u>195,687.35</u>	<u>208,246.90</u>	<u>93.97%</u>	<u>296,500.00</u>

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

04/17/2017  
 Accrual Basis

	<u>Mar 17</u>	<u>Jul '16 - Mar 17</u>	<u>YTD Budget</u>	<u>% of Budget</u>	<u>Annual Budget</u>
<b>Website Maint / Development</b>					
5710 · Interactive Media Coordinator	1,375.00	19,785.00	27,000.00	73.28%	36,000.00
5730 · Interactive Marketing	0.00	247.29	9,000.00	2.75%	12,000.00
5750 · Development/ Maintenance	0.00	9,452.67	18,749.99	50.41%	25,000.00
<b>Total Website Maint / Development</b>	<b>1,375.00</b>	<b>29,484.96</b>	<b>54,749.99</b>	<b>53.85%</b>	<b>73,000.00</b>
<b>Leisure/ Group Sales</b>					
5810 · Promotion Items, Booth Develo	1,769.39	3,960.67	3,750.03	105.62%	5,000.00
5820 · Consumer & Trade Shows	0.00	13,122.09	12,000.00	109.35%	12,000.00
5840 · State Fair Exhibit	0.00	5,117.55	3,750.03	136.47%	5,000.00
5870 · Shipping - Travel Shows	0.00	983.94	2,250.00	43.73%	3,000.00
5885 · Travel - Group FAMs	326.89	2,320.49	6,000.03	38.68%	8,000.00
5880 · Travel - Leisure/Group Sales	136.83	6,895.81	7,499.97	91.95%	10,000.00
5890 · Misc. Sales Opportunities	0.00	133.97	1,500.03	8.93%	2,000.00
<b>Total Leisure/ Group Sales</b>	<b>2,233.11</b>	<b>32,534.52</b>	<b>36,750.09</b>	<b>88.53%</b>	<b>45,000.00</b>
<b>Total MEDIA &amp; WEBSITE</b>	<b>108,229.16</b>	<b>580,764.53</b>	<b>610,844.07</b>	<b>95.08%</b>	<b>819,050.00</b>
<b>VISITOR SERVICES/PARTNERSHIPS</b>					
<b>Visitor Svcs/Fulfillment</b>					
6220 · Event & Festival Guides	208.44	12,304.25	13,000.00	94.65%	16,000.00
6040 · In-County Guides	0.00	3,628.03	11,250.00	32.25%	15,000.00
6210 · Event Partnership Funding	4,685.00	8,185.00	18,749.97	43.65%	25,000.00
6530 · Incentives & Sponsorships	1,200.00	21,814.03	21,250.00	102.65%	25,000.00
6170 · Signage - Gateway, Kiosks	0.00	65.18	6,000.03	1.09%	8,000.00
6190 · Visitor Center/ Info Support	0.00	6,145.00	4,500.00	136.56%	6,000.00
<b>Retail Store</b>					
6412B · Store Supplies/Expenses	24.95	218.23			
6412D · Consignee payments	0.00	692.80			
Retail Store - Other	0.00	0.00	7,499.98	0.0%	10,000.00
<b>Total Retail Store</b>	<b>24.95</b>	<b>911.03</b>	<b>7,499.98</b>	<b>12.15%</b>	<b>10,000.00</b>
<b>Total Visitor Svcs/Fulfillment</b>	<b>6,118.39</b>	<b>53,052.52</b>	<b>82,249.98</b>	<b>64.5%</b>	<b>105,000.00</b>
<b>Partnerships</b>					
6550 · Conferences & Seminars	1,765.58	6,046.61	3,920.00	154.25%	5,000.00
6620 · In-County Relations	0.00	493.37	749.97	65.79%	1,000.00
6520 · Memberships	168.00	5,769.48	6,130.00	94.12%	7,000.00
6510 · North Coast Tourism Council	20.44	5,020.44	4,500.00	111.57%	4,500.00
<b>Total Partnerships</b>	<b>1,954.02</b>	<b>17,329.90</b>	<b>15,299.97</b>	<b>113.27%</b>	<b>17,500.00</b>
<b>Total VISITOR SERVICES/PARTNERSHIPS</b>	<b>8,072.41</b>	<b>70,382.42</b>	<b>97,549.95</b>	<b>72.15%</b>	<b>122,500.00</b>

**Mendocino County Tourism Commission, Inc.**  
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 March 2017

04/17/2017  
 Accrual Basis

	<u>Mar 17</u>	<u>Jul '16 - Mar 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	16,550.00	16,200.00	102.16%	21,600.00
7120 · Insurance	0.00	1,070.00	3,000.00	35.67%	3,000.00
7260 · Repairs & Maintenance	131.00	2,043.78	3,500.00	58.39%	5,000.00
7270 · Taxes	0.00	72.25	75.00	96.33%	75.00
7310 · Telecommunication	522.54	6,643.08	5,755.00	115.43%	6,250.00
7350 · Utilities	775.39	6,128.37	5,625.00	108.95%	7,500.00
<b>Total Occupancy Costs</b>	<b>3,278.93</b>	<b>32,507.48</b>	<b>34,155.00</b>	<b>95.18%</b>	<b>43,425.00</b>
<b>General Admin</b>					
7010 · Accounting	610.75	15,699.50	16,030.00	97.94%	18,000.00
7060 · Bank Fees	0.00	235.56	340.00	69.28%	370.00
5250 · Board Development	0.00	0.00	3,500.00	0.0%	3,500.00
7090 · Copying & Printing	167.79	3,003.49	2,375.00	126.46%	2,700.00
7030 · Legal Fees	0.00	390.00	2,620.00	14.89%	3,875.00
7140 · Licenses & Permits	0.00	62.00	70.00	88.57%	95.00
7150 · Meeting Expenses	0.00	3,427.02	3,300.00	103.85%	3,600.00
7200 · Office Expense	332.56	10,521.52	13,840.00	76.02%	17,535.00
7210 · Postage & Shipping	474.22	19,253.01	15,842.00	121.53%	18,142.00
7280 · Travel Expenses	1,390.15	8,429.54	10,080.00	83.63%	13,450.00
<b>Total General Admin</b>	<b>2,975.47</b>	<b>61,021.64</b>	<b>67,997.00</b>	<b>89.74%</b>	<b>81,267.00</b>
<b>Total ADMIN EXPENSES</b>	<b>6,254.40</b>	<b>93,529.12</b>	<b>102,152.00</b>	<b>91.56%</b>	<b>124,692.00</b>
<b>Personnel</b>					
8510 · Salaries & Wages	16,023.03	162,117.54	208,325.00	77.82%	281,200.00
8520 · Paid Time Off	0.00	6,955.66			
8530 · Payroll Taxes	2,537.90	20,535.34	20,900.00	98.26%	29,296.00
8540 · Payroll Processing Fees	14.00	680.50	700.00	97.21%	754.00
8550 · Workers Comp	0.00	1,658.00	2,467.00	67.21%	2,975.00
8570 · Health Insurance	950.00	13,376.44	15,579.00	85.86%	20,880.00
8580 · Other Employee Benefits	0.00	0.00	3,300.00	0.0%	3,300.00
8590 · Contract Work	3,750.00	14,796.00	13,625.00	108.59%	24,150.00
7415 · Employee Recruitment	2,590.60	22,388.80	23,334.00	95.95%	23,334.00
<b>Total Personnel</b>	<b>25,865.53</b>	<b>242,508.28</b>	<b>288,230.00</b>	<b>84.14%</b>	<b>385,889.00</b>
<b>Total Expense</b>	<b>148,421.50</b>	<b>987,184.35</b>	<b>1,098,776.02</b>	<b>89.84%</b>	<b>1,452,131.00</b>
<b>Net Ordinary Income</b>	<b>-76,200.51</b>	<b>-44,260.60</b>	<b>-6,180.01</b>	<b>716.19%</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>-76,200.51</b>	<b>-44,260.60</b>	<b>-6,180.01</b>	<b>716.19%</b>	<b>0.00</b>

**Mendocino County Tourism Commission, Inc.**  
**Balance Sheet Prev Year Comparison**  
As of March 31, 2017

04/17/2017  
Accrual Basis

	Mar 31, 17	Mar 31, 16	\$ Change	% Change
<b>ASSETS</b>				
<b>Current Assets</b>				
<b>Checking/Savings</b>				
1015 · MLCU Checking	223,547.79	142,716.81	80,830.98	56.64%
1020 · MLCU Savings	130,427.01	100,030.34	30,396.67	30.39%
1025 · MLCU Savings #2	0.00	100,002.19	-100,002.19	-100.0%
1010 · Savings Bank checking	0.00	57,986.53	-57,986.53	-100.0%
1030 · Cash drawer	100.00	100.00	0.00	0.0%
<b>Total Checking/Savings</b>	<b>354,074.80</b>	<b>400,835.87</b>	<b>-46,761.07</b>	<b>-11.67%</b>
<b>Accounts Receivable</b>				
1100 · Accounts Receivable	233,673.82	66,106.75	167,567.07	253.48%
<b>Total Accounts Receivable</b>	<b>233,673.82</b>	<b>66,106.75</b>	<b>167,567.07</b>	<b>253.48%</b>
<b>Other Current Assets</b>				
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	0.00	118.04	-118.04	-100.0%
<b>Total Other Current Assets</b>	<b>4,850.00</b>	<b>3,488.04</b>	<b>1,361.96</b>	<b>39.05%</b>
<b>Total Current Assets</b>	<b>592,598.62</b>	<b>470,430.66</b>	<b>122,167.96</b>	<b>25.97%</b>
<b>Fixed Assets</b>				
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>
<b>Other Assets</b>				
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>592,598.62</b>	<b>526,465.66</b>	<b>66,132.96</b>	<b>12.56%</b>
<b>LIABILITIES &amp; EQUITY</b>				
<b>Liabilities</b>				
<b>Current Liabilities</b>				
<b>Accounts Payable</b>				
2000 · Accounts Payable	47,105.93	33,683.56	13,422.37	39.85%
<b>Total Accounts Payable</b>	<b>47,105.93</b>	<b>33,683.56</b>	<b>13,422.37</b>	<b>39.85%</b>

**Mendocino County Tourism Commission, Inc.**  
**Balance Sheet Prev Year Comparison**  
As of March 31, 2017

04/17/2017  
Accrual Basis

	<b>Mar 31, 17</b>	<b>Mar 31, 16</b>	<b>\$ Change</b>	<b>% Change</b>
<b>Other Current Liabilities</b>				
<b>Payroll Liabilities</b>				
2210 · Federal Payroll Tax Payable	0.00	4,108.92	-4,108.92	-100.0%
2220 · State Payroll Tax Payable	0.00	699.10	-699.10	-100.0%
2230 · SUI & ETT Payable	1,596.00	1,673.38	-77.38	-4.62%
2240 · FUTA Payable	168.00	675.46	-507.46	-75.13%
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>	15,903.26	7,156.86	8,746.40	122.21%
2800 · Sales Tx Payable	171.20	253.01	-81.81	-32.34%
<b>Total Other Current Liabilities</b>	16,074.46	7,409.87	8,664.59	116.93%
<b>Total Current Liabilities</b>	63,180.39	41,093.43	22,086.96	53.75%
<b>Total Liabilities</b>	63,180.39	41,093.43	22,086.96	53.75%
<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	-44,260.60	57,897.71	-102,158.31	-176.45%
<b>Total Equity</b>	529,418.23	485,372.23	44,046.00	9.08%
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>592,598.62</b>	<b>526,465.66</b>	<b>66,132.96</b>	<b>12.56%</b>

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

04/17/2017  
 Accrual Basis

	Jul '16 - Mar 17	Jul '15 - Mar 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	600,000.03	160,620.00	439,380.03	273.55%
4031 · County BID adjustments	16,923.02	0.00	16,923.02	100.0%
4035 · County 50% Match	299,999.97	87,500.01	212,499.96	242.86%
4050 · NCTC Administration	4,500.00	9,000.00	-4,500.00	-50.0%
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	2,450.00	2,900.00	-450.00	-15.52%
4940 · Misc. Income	0.00	10,000.00	-10,000.00	-100.0%
4950 · Interest Income	51.81	39.19	12.62	32.2%
4850 · Retail Sales	2,098.92	3,110.18	-1,011.26	-32.52%
<b>Total Other Income</b>	4,600.73	20,449.37	-15,848.64	-77.5%
<b>Total Income</b>	942,923.75	892,194.38	50,729.37	5.69%
<b>Gross Profit</b>	942,923.75	892,194.38	50,729.37	5.69%
<b>Expense</b>				
<b>MEDIA &amp; WEBSITE</b>				
<b>Advertising/ Media</b>				
5010 · Media Plan Management	0.00	150,040.78	-150,040.78	-100.0%
5130 · Print & Online Advertising				
5120 · Digital & Broadcast	158,541.63	0.00	158,541.63	100.0%
5290 · E-Marketing	19,871.88	4,194.04	15,677.84	373.81%
5200 · Print & Direct Mail	57,518.75	752.49	56,766.26	7,543.79%
<b>Total 5130 · Print &amp; Online Advertising</b>	235,932.26	4,946.53	230,985.73	4,669.65%
5150 · Ad Development/Design	4,312.50	2,582.34	1,730.16	67.0%
5165 · AdverGame Development	12,000.00	0.00	12,000.00	100.0%
5030 · Co-op Advertising	0.00	9,819.59	-9,819.59	-100.0%
5170 · Photography	0.00	1,214.99	-1,214.99	-100.0%
5240 · Research & Development	35,660.54	2,705.13	32,955.41	1,218.26%
5110 · Video Development	20,762.31	59.95	20,702.36	34,532.71%
5015 · Surplus	14,390.09	0.00	14,390.09	100.0%
<b>Total Advertising/ Media</b>	323,057.70	171,369.31	151,688.39	88.52%

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

04/17/2017  
 Accrual Basis

	Jul '16 - Mar 17	Jul '15 - Mar 16	\$ Change	% Change
<b>Public Relations</b>				
5510 · Public Relations Contract	83,252.89	75,237.00	8,015.89	10.65%
5520 · Marketing Agency Contract	50,000.00	0.00	50,000.00	100.0%
5650 · Marketing & Comm. Coordinator	45,000.00	39,000.00	6,000.00	15.39%
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%
5570 · Taste of Mendocino	0.00	5,000.00	-5,000.00	-100.0%
5610 · Travel -PR Related	6,899.54	10,022.58	-3,123.04	-31.16%
5550 · Visiting Media FAM Expenses	7,859.71	9,387.30	-1,527.59	-16.27%
5660 · Clipping Service	0.00	4,716.59	-4,716.59	-100.0%
<b>Total Public Relations</b>	<b>195,687.35</b>	<b>145,873.36</b>	<b>49,813.99</b>	<b>34.15%</b>
<b>Website Maint / Development</b>				
5710 · Interactive Media Coordinator	19,785.00	11,500.00	8,285.00	72.04%
5730 · Interactive Marketing	247.29	2,034.43	-1,787.14	-87.85%
5750 · Development/ Maintenance	9,452.67	31,538.96	-22,086.29	-70.03%
<b>Total Website Maint / Development</b>	<b>29,484.96</b>	<b>45,073.39</b>	<b>-15,588.43</b>	<b>-34.59%</b>
<b>Leisure/ Group Sales</b>				
5810 · Promotion Items, Booth Develop	3,960.67	8,889.81	-4,929.14	-55.45%
5820 · Consumer & Trade Shows	13,122.09	14,435.53	-1,313.44	-9.1%
5840 · State Fair Exhibit	5,117.55	3,500.00	1,617.55	46.22%
5870 · Shipping - Travel Shows	983.94	2,146.40	-1,162.46	-54.16%
5885 · Travel - Group FAMs	2,320.49	0.00	2,320.49	100.0%
5880 · Travel - Leisure/Group Sales	6,895.81	7,543.71	-647.90	-8.59%
5890 · Misc. Sales Opportunities	133.97	1,178.60	-1,044.63	-88.63%
<b>Total Leisure/ Group Sales</b>	<b>32,534.52</b>	<b>37,694.05</b>	<b>-5,159.53</b>	<b>-13.69%</b>
<b>Total MEDIA &amp; WEBSITE</b>	<b>580,764.53</b>	<b>400,010.11</b>	<b>180,754.42</b>	<b>45.19%</b>
<b>VISITOR SERVICES/PARTNERSHIPS</b>				
<b>Visitor Svs/Fulfillment</b>				
6220 · Event & Festival Guides	12,304.25	13,814.52	-1,510.27	-10.93%
6040 · In-County Guides	3,628.03	2,288.76	1,339.27	58.52%
6210 · Event Partnership Funding	8,185.00	4,734.48	3,450.52	72.88%
6530 · Incentives & Sponsorships	21,814.03	3,600.00	18,214.03	505.95%
6010 · Visitor Guide & Distribution	0.00	28,432.79	-28,432.79	-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%



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<b>Retail Store</b>				
6412A · Purchases for Resale	0.00	985.30	-985.30	-100.0%
6412B · Store Supplies/Expenses	218.23	1,532.63	-1,314.40	-85.76%
6412C · Contract Labor - Store	0.00	3,765.00	-3,765.00	-100.0%
6412D · Consignee payments	692.80	1,161.16	-468.36	-40.34%
<b>Total Retail Store</b>	<b>911.03</b>	<b>7,444.09</b>	<b>-6,533.06</b>	<b>-87.76%</b>
<b>Total Visitor Svcs/Fulfillment</b>	<b>53,052.52</b>	<b>74,042.65</b>	<b>-20,990.13</b>	<b>-28.35%</b>
<b>Partnerships</b>				
6550 · Conferences & Seminars	6,046.61	6,007.93	38.68	0.64%
6620 · In-County Relations	493.37	1,164.28	-670.91	-57.62%
6520 · Memberships	5,769.48	9,676.58	-3,907.10	-40.38%
6510 · North Coast Tourism Council	5,020.44	738.40	4,282.04	579.91%
6570 · Travel-Partnership Related	0.00	7,853.81	-7,853.81	-100.0%
<b>Total Partnerships</b>	<b>17,329.90</b>	<b>25,441.00</b>	<b>-8,111.10</b>	<b>-31.88%</b>
<b>Total VISITOR SERVICES/PARTNERSHIPS</b>	<b>70,382.42</b>	<b>99,483.65</b>	<b>-29,101.23</b>	<b>-29.25%</b>
<b>ADMIN EXPENSES</b>				
<b>Occupancy Costs</b>				
7250 · Rent	16,550.00	16,200.00	350.00	2.16%
7120 · Insurance	1,070.00	2,497.00	-1,427.00	-57.15%
7260 · Repairs & Maintenance	2,043.78	1,564.08	479.70	30.67%
7270 · Taxes	72.25	56.35	15.90	28.22%
7310 · Telecommunication	6,643.08	8,574.52	-1,931.44	-22.53%
7350 · Utilities	6,128.37	3,814.33	2,314.04	60.67%
<b>Total Occupancy Costs</b>	<b>32,507.48</b>	<b>32,706.28</b>	<b>-198.80</b>	<b>-0.61%</b>
<b>General Admin</b>				
7010 · Accounting	15,699.50	2,385.00	13,314.50	558.26%
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	3,003.49	384.92	2,618.57	680.29%
7030 · Legal Fees	390.00	3,463.04	-3,073.04	-88.74%
7020 · Bookkeeping	0.00	3,911.25	-3,911.25	-100.0%
7140 · Licenses & Permits	62.00	88.00	-26.00	-29.55%
7150 · Meeting Expenses	3,427.02	606.76	2,820.26	464.81%
7200 · Office Expense	10,521.52	11,795.13	-1,273.61	-10.8%
7210 · Postage & Shipping	19,253.01	919.41	18,333.60	1,994.06%
7280 · Travel Expenses	8,429.54	4,660.81	3,768.73	80.86%
<b>Total General Admin</b>	<b>61,021.64</b>	<b>36,935.21</b>	<b>24,086.43</b>	<b>65.21%</b>
<b>Total ADMIN EXPENSES</b>	<b>93,529.12</b>	<b>69,641.49</b>	<b>23,887.63</b>	<b>34.3%</b>

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<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	305.97	-305.97	-100.0%
8190 · mcla.info Expense	0.00	20.00	-20.00	-100.0%
<b>Total MCLA Admin Expenses</b>	0.00	3,231.73	-3,231.73	-100.0%
<b>MCPA Admin Expenses</b>				
8330 · Insurance	0.00	897.00	-897.00	-100.0%
8350 · Travel - MCPA	0.00	195.37	-195.37	-100.0%
<b>Total MCPA Admin Expenses</b>	0.00	1,092.37	-1,092.37	-100.0%
<b>Personnel</b>				
8510 · Salaries & Wages	162,117.54	150,965.27	11,152.27	7.39%
8520 · Paid Time Off	6,955.66	17,960.88	-11,005.22	-61.27%
8530 · Payroll Taxes	20,535.34	16,860.75	3,674.59	21.79%
8540 · Payroll Processing Fees	680.50	652.95	27.55	4.22%
8550 · Workers Comp	1,658.00	2,144.66	-486.66	-22.69%
8570 · Health Insurance	13,376.44	13,304.07	72.37	0.54%
8580 · Other Employee Benefits	0.00	3,753.74	-3,753.74	-100.0%
8590 · Contract Work	14,796.00	44,442.00	-29,646.00	-66.71%
7415 · Employee Recruitment	22,388.80	8,333.00	14,055.80	168.68%
<b>Total Personnel</b>	242,508.28	258,417.32	-15,909.04	-6.16%
<b>Total Expense</b>	987,184.35	831,876.67	155,307.68	18.67%
<b>Net Ordinary Income</b>	-44,260.60	60,317.71	-104,578.31	-173.38%
<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>	0.00	2,420.00	-2,420.00	-100.0%
<b>Net Other Income</b>	0.00	-2,420.00	2,420.00	100.0%
<b>Net Income</b>	<b>-44,260.60</b>	<b>57,897.71</b>	<b>-102,158.31</b>	<b>-176.45%</b>