

Mendocino County Tourism Commission, Inc.
Balance Sheet Prev Year Comparison

06/24/2016

As of May 31, 2016

Accrual Basis

	May 31, 16	May 31, 15	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1015 · MLCU Checking	277,323.75	0.00	277,323.75	100.0%
1020 · MLCU Savings #1	100,030.34	0.00	100,030.34	100.0%
1025 · MLCU Savings #2	2.19	0.00	2.19	100.0%
1010 · Savings Bank checking	21,442.82	113,488.91	-92,046.09	-81.11%
1030 · Cash drawer	100.00	100.00	0.00	0.0%
Total Checking/Savings	398,899.10	113,588.91	285,310.19	251.18%
Accounts Receivable				
1100 · Accounts Receivable	60,908.34	9,218.34	51,690.00	560.73%
Total Accounts Receivable	60,908.34	9,218.34	51,690.00	560.73%
Other Current Assets				
1230 · Prepaid Expenses	11,422.96	2,420.00	9,002.96	372.02%
1250 · Refundable Deposits	2,350.00	2,350.00	0.00	0.0%
1270 · Receivable Other	-191.96	0.00	-191.96	-100.0%
Total Other Current Assets	13,581.00	4,770.00	8,811.00	184.72%
Total Current Assets	473,388.44	127,577.25	345,811.19	271.06%
Fixed Assets				
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%
Total Fixed Assets	109.00	109.00	0.00	0.0%
TOTAL ASSETS	473,497.44	127,686.25	345,811.19	270.83%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 · Accounts Payable	52,252.63	41,431.45	10,821.18	26.12%
Total Accounts Payable	52,252.63	41,431.45	10,821.18	26.12%
Other Current Liabilities				
Payroll Liabilities				
2210 · Federal Payroll Tax Payable	3,766.92	0.00	3,766.92	100.0%
2220 · State Payroll Tax Payable	619.28	0.00	619.28	100.0%
2230 · SUI & ETT Payable	294.61	100.80	193.81	192.27%
2240 · FUTA Payable	28.51	9.75	18.76	192.41%
Total Payroll Liabilities	4,709.32	110.55	4,598.77	4,159.9%
2800 · Sales Tx Payable	282.52	803.14	-520.62	-64.82%
Total Other Current Liabilities	4,991.84	913.69	4,078.15	446.34%

	May 31, 16	May 31, 15	\$ Change	% Change
Total Current Liabilities	57,244.47	42,345.14	14,899.33	35.19%
Total Liabilities	57,244.47	42,345.14	14,899.33	35.19%
Equity				
3100 - Contingency-Unrestricted	333,270.62	0.00	333,270.62	100.0%
3900 - Unrestricted Net Assets (RE)	72,563.52	49,447.54	23,115.98	46.75%
Net Income	10,418.83	35,893.57	-25,474.74	-70.97%
Total Equity	416,252.97	85,341.11	330,911.86	387.75%
TOTAL LIABILITIES & EQUITY	473,497.44	127,686.25	345,811.19	270.83%

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

06/24/2016

Accrual Basis

	Jul '15 - May 16	Jul '14 - May 15	\$ Change	% Change
Ordinary Income/Expense				
Income				
4010 · MCLA BID Assessment	427,600.00	536,250.00	-108,650.00	-20.26%
4020 · MCPA Matching Funds	186,875.00	279,500.00	-92,625.00	-33.14%
4030 · BID & Match from County	407,963.98	0.00	407,963.98	100.0%
4050 · NCTC Administration	9,000.00	9,000.00	0.00	0.0%
4110 · Visitor Guide Advertising	0.00	58,555.00	-58,555.00	-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%
Trade Shows				
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%
4550 · Green Bags	0.00	2,000.00	-2,000.00	-100.0%
Total Trade Shows	150.00	5,400.00	-5,250.00	-97.22%
Other Income				
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	45.51	78.84	-33.33	-42.28%
4850 · Retail Sales				
Non-Taxable	131.05	261.08	-130.03	-49.81%
Taxable	3,411.22	4,151.03	-739.81	-17.82%
Total 4850 · Retail Sales	3,542.27	4,412.11	-869.84	-19.72%
2032 · Pet Brochure	0.00	4,075.00	-4,075.00	-100.0%
2051 · Co-Op Advertising	0.00	50.00	-50.00	-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%
Total Other Income	18,787.78	22,917.95	-4,130.17	-18.02%
Total Income	1,052,476.76	924,222.95	128,253.81	13.88%
Expense				
MEDIA & WEBSITE				
Advertising/ Media				
5010 · Media Plan Management	190,494.28	165,012.75	25,481.53	15.44%
5030 · Co-op Advertising	13,371.26	0.00	13,371.26	100.0%
5110 · Video Production	59.95	5,922.30	-5,862.35	-98.99%
5150 · Advertising Design	2,790.09	2,483.63	306.46	12.34%
5170 · Photography	2,733.01	1,465.01	1,268.00	86.55%
5200 · Direct Mail	752.49	7,035.42	-6,282.93	-89.3%
5240 · Research & Development	2,705.13	1,367.35	1,337.78	97.84%
5250 · Board Development	8,315.89	0.00	8,315.89	100.0%

	Jul '15 - May 16	Jul '14 - May 15	\$ Change	% Change
5290 · E-Mail Marketing	4,864.04	16,133.62	-11,269.58	-69.85%
Print & On-Line Banner Adv.				
TripAdvisor	0.00	2,175.46	-2,175.46	-100.0%
Total Print & On-Line Banner Adv.	0.00	2,175.46	-2,175.46	-100.0%
Total Advertising/ Media	226,086.14	201,595.54	24,490.60	12.15%
Public Relations				
5510 · Public Relations Contract	91,971.00	90,000.00	1,971.00	2.19%
5530 · In-Market PR Stunts	7,509.89	5,215.79	2,294.10	43.98%
5550 · Visiting Media Expenses	16,668.67	7,337.34	9,331.33	127.18%
5560 · CTTC Media Events	0.00	2,139.45	-2,139.45	-100.0%
5570 · Taste of Mendocino	5,000.00	5,000.00	0.00	0.0%
5610 · Travel -PR Related	10,607.98	8,303.05	2,304.93	27.76%
5650 · Contractor-Communication Coord	49,000.00	44,000.00	5,000.00	11.36%
5660 · Clipping Services	5,235.01	0.00	5,235.01	100.0%
Total Public Relations	185,992.55	161,995.63	23,996.92	14.81%
Website Maint / Development				
5710 · Contractor-Media Coordinator	20,500.00	7,000.00	13,500.00	192.86%
5730 · Interactive Marketing	3,233.99	0.00	3,233.99	100.0%
5750 · Development/ Maintenance	34,006.96	7,993.46	26,013.50	325.44%
5790 · Search Engine/Optimization	0.00	818.95	-818.95	-100.0%
Total Website Maint / Development	57,740.95	15,812.41	41,928.54	265.16%
Leisure/ Group Sales				
5810 · Booth Development & Giveaways	7,235.52	7,847.11	-611.59	-7.79%
5820 · Consumer & Trade Shows	16,647.91	6,929.93	9,717.98	140.23%
5840 · State Fair Exhibit	5,513.25	4,542.37	970.88	21.37%
5870 · Shipping - Travel Shows	2,260.75	1,716.69	544.06	31.69%
5880 · Travel-Leisure/Grp Sales Staff	8,532.58	8,664.97	-132.39	-1.53%
5890 · Misc. Sales Activities	3,874.21	1,625.00	2,249.21	138.41%
Total Leisure/ Group Sales	44,064.22	31,326.07	12,738.15	40.66%
Total MEDIA & WEBSITE	513,883.86	410,729.65	103,154.21	25.12%
VISITOR SERVICES/PARTNERSHIPS				
Visitor Svs/Fulfillment				
6010 · Visitor Guide & Distribution	39,136.00	53,072.05	-13,936.05	-26.26%
6040 · In County Guides	5,283.76	7,275.07	-1,991.31	-27.37%
6170 · Signage-Gateway & Visitor Ctr	7,345.51	0.00	7,345.51	100.0%
6190 · Visitor Center/ Info Support	6,382.50	5,000.00	1,382.50	27.65%
6210 · Event Partnership Funding	5,688.99	3,346.10	2,342.89	70.02%
6220 · Event Guide Printing/Dist.	13,879.34	17,241.12	-3,361.78	-19.5%
6300 · In County Mixers, Fairs	665.51	50.00	615.51	1,231.02%
Retail Store				
6412A · Purchases for Resale	1,574.41	2,719.13	-1,144.72	-42.1%
6412B · Store Supplies/Expenses	1,582.53	1,126.96	455.57	40.43%
6412C · Contract Labor - Store	5,590.00	2,365.00	3,225.00	136.36%
6412D · Consignee payments	1,196.36	2,727.20	-1,530.84	-56.13%
Total Retail Store	9,943.30	8,938.29	1,005.01	11.24%

	Jul '15 - May 16	Jul '14 - May 15	\$ Change	% Change
Total Visitor Svcs/Fulfillment	88,324.91	94,922.63	-6,597.72	-6.95%
Partnerships				
6510 · North Coast Tourism Council	749.74	0.00	749.74	100.0%
6520 · Memberships	10,526.58	5,949.00	4,577.58	76.95%
6530 · Arts Council	6,000.00	0.00	6,000.00	100.0%
6550 · Conferences & Seminars	7,995.93	4,387.00	3,608.93	82.26%
6570 · Travel-Partnership Related	11,370.62	12,595.59	-1,224.97	-9.73%
6620 · In County Partner Relations	2,762.16	1,443.62	1,318.54	91.34%
6680 · MWI Grant	0.00	50.00	-50.00	-100.0%
Total Partnerships	39,405.03	24,425.21	14,979.82	61.33%
Total VISITOR SERVICES/PARTNERSHIPS	127,729.94	119,347.84	8,382.10	7.02%
Admin Expenses				
7010 · Accounting Fees	2,385.00	3,100.00	-715.00	-23.07%
7020 · Bookkeeping	5,101.25	2,798.25	2,303.00	82.3%
7030 · Legal Fees	3,573.04	8,736.70	-5,163.66	-59.1%
7050 · Bad Debt	385.00	0.00	385.00	100.0%
7060 · Bank Fees	20.00	14.50	5.50	37.93%
7090 · Copying & Printing	384.92	0.00	384.92	100.0%
7400 · Executive Director Search	16,666.00	0.00	16,666.00	100.0%
7120 · Insurance - BOD & Liability	1,421.00	3,238.00	-1,817.00	-56.12%
7140 · Licenses & Permits	196.15	63.87	132.28	207.11%
7150 · Meeting Expenses	1,257.11	310.48	946.63	304.89%
7200 · Office Expense	14,117.04	7,968.18	6,148.86	77.17%
7210 · Postage & Shipping	1,001.67	2,013.13	-1,011.46	-50.24%
7250 · Rent	19,800.00	19,800.00	0.00	0.0%
7260 · Repairs & Maintenance	1,686.08	88.00	1,598.08	1,816.0%
7270 · Taxes - Unsecured	56.35	50.80	5.55	10.93%
7280 · Travel - VMC Admin	5,325.10	5,898.12	-573.02	-9.72%
7310 · Telecommunication	11,497.98	8,113.97	3,384.01	41.71%
7350 · Utilities	4,597.25	3,660.57	936.68	25.59%
Total Admin Expenses	89,470.94	65,854.57	23,616.37	35.86%
MCLA Admin Expenses				
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	773.82	-773.82	-100.0%
8180 · Travel - MCLA	364.16	820.23	-456.07	-55.6%
8190 · mcla.info Expense	20.00	514.77	-494.77	-96.12%
Total MCLA Admin Expenses	3,289.92	2,352.42	937.50	39.85%
MCPA Admin Expenses				
8310 · Accounting Fees	0.00	730.00	-730.00	-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	220.77	964.19	-743.42	-77.1%
Total MCPA Admin Expenses	1,772.81	2,289.19	-516.38	-22.56%
Personnel				

	Jul '15 - May 16	Jul '14 - May 15	\$ Change	% Change
8510 - Salaries & Wages	197,981.40	235,015.05	-37,033.65	-15.76%
8530 - Payroll Taxes	19,406.59	20,548.97	-1,142.38	-5.56%
8550 - Workers Comp	2,144.66	1,520.34	624.32	41.06%
8570 - Health Insurance	15,200.07	24,441.46	-9,241.39	-37.81%
8580 - Other Employee Benefits	3,753.74	3,070.52	683.22	22.25%
8590 - Contract Work	65,004.00	3,159.37	61,844.63	1,957.5%
Total Personnel	303,490.46	287,755.71	15,734.75	5.47%
Total Expense	1,039,637.93	888,329.38	151,308.55	17.03%
Net Ordinary Income	12,838.83	35,893.57	-23,054.74	-64.23%
Other Income/Expense				
Other Expense				
9900 - Prior Period Expense	2,420.00	0.00	2,420.00	100.0%
Total Other Expense	2,420.00	0.00	2,420.00	100.0%
Net Other Income	-2,420.00	0.00	-2,420.00	-100.0%
Net Income	10,418.83	35,893.57	-25,474.74	-70.97%

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

06/24/2016

Accrual Basis

	<u>May 16</u>	<u>Budget</u>	<u>% of Budget</u>	<u>Jul '15 - May 16</u>	<u>YTD Budget</u>	<u>% of Budget</u>	<u>Annual Budget</u>
Ordinary Income/Expense							
Income							
4010 · MCLA BID Assessment	0.00	0.00	0.0%	427,600.00	320,700.00	133.33%	320,700.00
4020 · MCPA Matching Funds	0.00	0.00	0.0%	186,875.00	168,750.00	110.74%	168,750.00
4030 · BID & Match from County	29,166.67	81,575.00	35.75%	407,963.98	407,875.00	100.02%	489,450.00
4050 · NCTC Administration	0.00	750.00	0.0%	9,000.00	8,250.00	109.09%	9,000.00
4110 · Visitor Guide Advertising	0.00	250.00	0.0%	0.00	2,750.00	0.0%	3,000.00
4120 · Calendar Ad Income	0.00	250.00	0.0%	2,100.00	2,750.00	76.36%	3,000.00
4250 · Sponsor-Taste of Mendocino	0.00	833.33	0.0%	0.00	9,166.67	0.0%	10,000.00
Trade Shows							
4530 · Bay Area Show	0.00			150.00			
Trade Shows - Other	0.00	1,700.00	0.0%	0.00	11,796.00	0.0%	13,496.00
Total Trade Shows	<u>0.00</u>	<u>1,700.00</u>	<u>0.0%</u>	<u>150.00</u>	<u>11,796.00</u>	<u>1.27%</u>	<u>13,496.00</u>
Other Income							
4810 · Event Passport Income	0.00			3,700.00	10,000.00	37.0%	10,000.00
4830 · Festival/ Event Brochure	0.00			1,500.00	1,500.00	100.0%	1,500.00
4940 · Misc. Income	0.00	0.00	0.0%	10,000.00	10,000.00	100.0%	10,000.00
4950 · Interest Income	3.27	2.50	130.8%	45.51	27.50	165.49%	30.00
4850 · Retail Sales							
Non-Taxable	24.05			131.05			
Taxable	0.00			3,411.22			
4850 · Retail Sales - Other	0.00	417.00	0.0%	0.00	4,587.00	0.0%	5,004.00
Total 4850 · Retail Sales	<u>24.05</u>	<u>417.00</u>	<u>5.77%</u>	<u>3,542.27</u>	<u>4,587.00</u>	<u>77.22%</u>	<u>5,004.00</u>
Total Other Income	<u>27.32</u>	<u>419.50</u>	<u>6.51%</u>	<u>18,787.78</u>	<u>26,114.50</u>	<u>71.94%</u>	<u>26,534.00</u>
Total Income	<u>29,193.99</u>	<u>85,777.83</u>	<u>34.03%</u>	<u>1,052,476.76</u>	<u>958,152.17</u>	<u>109.84%</u>	<u>1,043,930.00</u>
Expense							
MEDIA & WEBSITE							
Advertising/ Media							
5010 · Media Plan Management	20,226.75	15,833.33	127.75%	190,494.28	174,166.67	109.38%	190,000.00

	May 16	Budget	% of Budget	Jul '15 - May 16	YTD Budget	% of Budget	Annual Budget
5030 - Co-op Advertising	3,000.00	833.33	360.0%	13,371.26	9,166.67	145.87%	10,000.00
5110 - Video Production	0.00	250.00	0.0%	59.95	2,750.00	2.18%	3,000.00
5150 - Advertising Design	207.75	250.00	83.1%	2,790.09	2,750.00	101.46%	3,000.00
5170 - Photography	0.00	250.00	0.0%	2,733.01	2,750.00	99.38%	3,000.00
5200 - Direct Mail	0.00	250.00	0.0%	752.49	2,750.00	27.36%	3,000.00
5240 - Research & Development	0.00	833.33	0.0%	2,705.13	9,166.67	29.51%	10,000.00
5250 - Board Development	0.00	0.00	0.0%	8,315.89	10,000.00	83.16%	10,000.00
5290 - E-Mail Marketing	331.00			4,864.04			
Total Advertising/ Media	23,765.50	18,499.99	128.46%	226,086.14	213,500.01	105.9%	232,000.00
Public Relations							
5510 - Public Relations Contract	8,367.00	8,583.33	97.48%	91,971.00	94,416.67	97.41%	103,000.00
5530 - In-Market PR Stunts	2,500.00	583.33	428.57%	7,509.89	6,416.67	117.04%	7,000.00
5550 - Visiting Media Expenses	3,745.76	1,041.67	359.59%	16,668.67	11,458.33	145.47%	12,500.00
5560 - CTTC Media Events	0.00	208.33	0.0%	0.00	2,291.67	0.0%	2,500.00
5570 - Taste of Mendocino	0.00	0.00	0.0%	5,000.00	5,000.00	100.0%	5,000.00
5610 - Travel -PR Related	0.00	833.33	0.0%	10,607.98	9,166.67	115.72%	10,000.00
5650 - Contractor-Communication Coord	5,000.00	4,000.00	125.0%	49,000.00	44,000.00	111.36%	48,000.00
5660 - Clipping Services	0.00			5,235.01			
Total Public Relations	19,612.76	15,249.99	128.61%	185,992.55	172,750.01	107.67%	188,000.00
Website Maint / Development							
5710 - Contractor-Media Coordinator	6,000.00	1,000.00	600.0%	20,500.00	11,000.00	186.36%	12,000.00
5730 - Interactive Marketing	796.97	500.00	159.39%	3,233.99	5,500.00	58.8%	6,000.00
5750 - Development/ Maintenance	1,200.00	1,500.00	80.0%	34,006.96	16,500.00	206.1%	18,000.00
Total Website Maint / Development	7,996.97	3,000.00	266.57%	57,740.95	33,000.00	174.97%	36,000.00
Leisure/ Group Sales							
5810 - Booth Development & Giveaways	0.00	833.33	0.0%	7,235.52	9,166.67	78.93%	10,000.00
5820 - Consumer & Trade Shows	299.14	750.00	39.89%	16,647.91	8,250.00	201.79%	9,000.00
5840 - State Fair Exhibit	1,013.25	500.00	202.65%	5,513.25	5,500.00	100.24%	6,000.00
5870 - Shipping - Travel Shows	299.35	250.00	119.74%	2,260.75	2,750.00	82.21%	3,000.00
5880 - Travel-Leisure/Grp Sales Staff	988.87	916.67	107.88%	8,532.58	10,083.33	84.62%	11,000.00
5890 - Misc. Sales Activities	1,438.35	250.00	575.34%	3,874.21	2,750.00	140.88%	3,000.00
Total Leisure/ Group Sales	4,038.96	3,500.00	115.4%	44,064.22	38,500.00	114.45%	42,000.00

	May 16	Budget	% of Budget	Jul '15 - May 16	YTD Budget	% of Budget	Annual Budget
Total MEDIA & WEBSITE	55,414.19	40,249.98	137.68%	513,883.86	457,750.02	112.26%	498,000.00
VISITOR SERVICES/PARTNERSHIPS							
Visitor Svs/Fulfillment							
6010 - Visitor Guide & Distribution	10,139.20	3,333.33	304.18%	39,136.00	36,666.67	106.74%	40,000.00
6040 - In County Guides	0.00	250.00	0.0%	5,283.76	2,750.00	192.14%	3,000.00
6170 - Signage-Gateway & Visitor Ctr	0.00	166.67	0.0%	7,345.51	1,833.33	400.67%	2,000.00
6190 - Visitor Center/ Info Support	0.00	416.67	0.0%	6,382.50	4,583.33	139.26%	5,000.00
6210 - Event Partnership Funding	866.70	416.67	208.01%	5,688.99	4,583.33	124.12%	5,000.00
6220 - Event Guide Printing/Dist.	0.00	1,333.33	0.0%	13,879.34	14,666.67	94.63%	16,000.00
6300 - In County Mixers, Fairs	15.00	41.67	36.0%	665.51	458.33	145.2%	500.00
Retail Store							
6412A - Purchases for Resale	77.40			1,574.41			
6412B - Store Supplies/Expenses	24.95			1,582.53			
6412C - Contract Labor - Store	1,075.00			5,590.00			
6412D - Consignee payments	0.00			1,196.36			
Retail Store - Other	0.00	833.33	0.0%	0.00	9,166.67	0.0%	10,000.00
Total Retail Store	1,177.35	833.33	141.28%	9,943.30	9,166.67	108.47%	10,000.00
Total Visitor Svs/Fulfillment	12,198.25	6,791.67	179.61%	88,324.91	74,708.33	118.23%	81,500.00
Partnerships							
6510 - North Coast Tourism Council	0.00			749.74			
6520 - Memberships	0.00	583.33	0.0%	10,526.58	6,416.67	164.05%	7,000.00
6530 - Arts Council	1,200.00	0.00	100.0%	6,000.00	0.00	100.0%	0.00
6550 - Conferences & Seminars	2,373.60	416.67	569.66%	7,995.93	4,583.33	174.46%	5,000.00
6570 - Travel-Partnership Related	2,347.18	1,083.33	216.66%	11,370.62	11,916.67	95.42%	13,000.00
6620 - In County Partner Relations	1,529.34	83.33	1,835.28%	2,762.16	916.67	301.33%	1,000.00
Total Partnerships	7,450.12	2,166.66	343.85%	39,405.03	23,833.34	165.34%	26,000.00
Total VISITOR SERVICES/PARTNERSHIPS	19,648.37	8,958.33	219.33%	127,729.94	98,541.67	129.62%	107,500.00
Admin Expenses							
7010 - Accounting Fees	0.00			2,385.00	4,500.00	53.0%	4,500.00
7020 - Bookkeeping	619.50	333.33	185.85%	5,101.25	3,666.67	139.13%	4,000.00
7030 - Legal Fees	110.00	833.33	13.2%	3,573.04	9,166.67	38.98%	10,000.00
7050 - Bad Debt	0.00			385.00			

	May 16	Budget	% of Budget	Jul '15 - May 16	YTD Budget	% of Budget	Annual Budget
7060 · Bank Fees	0.00	4.17	0.0%	20.00	45.83	43.64%	50.00
7090 · Copying & Printing	0.00	83.33	0.0%	384.92	916.67	41.99%	1,000.00
7400 · Executive Director Search	0.00	0.00	0.0%	16,666.00	0.00	100.0%	0.00
7120 · Insurance - BOD & Liability	0.00	250.00	0.0%	1,421.00	2,750.00	51.67%	3,000.00
7140 · Licenses & Permits	108.15	0.00	100.0%	196.15	50.00	392.3%	50.00
7150 · Meeting Expenses	463.34	41.67	1,111.93%	1,257.11	458.33	274.28%	500.00
7200 · Office Expense	458.82	678.16	67.66%	14,117.04	7,459.84	189.24%	8,138.00
7210 · Postage & Shipping	19.70	208.33	9.46%	1,001.67	2,291.67	43.71%	2,500.00
7250 · Rent	1,800.00	1,833.33	98.18%	19,800.00	20,166.67	98.18%	22,000.00
7260 · Repairs & Maintenance	111.00	146.00	76.03%	1,686.08	1,606.00	104.99%	1,752.00
7270 · Taxes - Unsecured	0.00			56.35	60.00	93.92%	60.00
7280 · Travel - VMC Admin	100.61	500.00	20.12%	5,325.10	5,500.00	96.82%	6,000.00
7310 · Telecommunication	1,484.19	833.33	178.1%	11,497.98	9,166.67	125.43%	10,000.00
7350 · Utilities	349.66	416.67	83.92%	4,597.25	4,583.33	100.3%	5,000.00
Total Admin Expenses	5,624.97	6,161.65	91.29%	89,470.94	72,388.35	123.6%	78,550.00
MCLA Admin Expenses							
8110 · Member Newsletter Printing	0.00	83.33	0.0%	1,180.94	916.67	128.83%	1,000.00
8120 · Member Newsletter Postage	0.00	83.33	0.0%	1,724.82	916.67	188.16%	1,000.00
8130 · Member Mailings	0.00	83.33	0.0%	0.00	916.67	0.0%	1,000.00
8150 · Annual Meeting	0.00	83.33	0.0%	0.00	916.67	0.0%	1,000.00
8180 · Travel - MCLA	33.19	83.33	39.83%	364.16	916.67	39.73%	1,000.00
8190 · mcla.info Expense	0.00			20.00			
Total MCLA Admin Expenses	33.19	416.65	7.97%	3,289.92	4,583.35	71.78%	5,000.00
MCPA Admin Expenses							
8310 · Accounting Fees	0.00			0.00	2,000.00	0.0%	2,000.00
8330 · Insurance	0.00	83.33	0.0%	1,552.04	916.67	169.31%	1,000.00
8350 · Travel - MCPA	25.40	62.50	40.64%	220.77	687.50	32.11%	750.00
Total MCPA Admin Expenses	25.40	145.83	17.42%	1,772.81	3,604.17	49.19%	3,750.00
Personnel							
8510 · Salaries & Wages	14,136.75	23,208.33	60.91%	197,981.40	255,291.67	77.55%	278,500.00
8530 · Payroll Taxes	1,208.06	2,208.33	54.71%	19,406.59	24,291.67	79.89%	26,500.00
8550 · Workers Comp	0.00	291.67	0.0%	2,144.66	3,208.33	66.85%	3,500.00

	May 16	Budget	% of Budget	Jul '15 - May 16	YTD Budget	% of Budget	Annual Budget
8570 · Health Insurance	948.00	2,500.00	37.92%	15,200.07	27,500.00	55.27%	30,000.00
8580 · Other Employee Benefits	0.00	333.33	0.0%	3,753.74	3,666.67	102.38%	4,000.00
8590 · Contract Work	10,020.00	500.00	2,004.0%	65,004.00	5,500.00	1,181.89%	6,000.00
Total Personnel	26,312.81	29,041.66	90.6%	303,490.46	319,458.34	95.0%	348,500.00
Total Expense	107,058.93	84,974.10	125.99%	1,039,637.93	956,325.90	108.71%	1,041,300.00
Net Ordinary Income	-77,864.94	803.73	-9,687.95%	12,838.83	1,826.27	703.01%	2,630.00
Other Income/Expense							
Other Expense							
9900 · Prior Period Expense	0.00			2,420.00			
Total Other Expense	0.00			2,420.00			
Net Other Income	0.00			-2,420.00			
Net Income	-77,864.94	803.73	-9,687.95%	10,418.83	1,826.27	570.5%	2,630.00

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

06/24/2016

Accrual Basis

	<u>May 16</u>	<u>Budget</u>	<u>% of Budget</u>	<u>Jul '15 - May 16</u>	<u>YTD Budget</u>	<u>% of Budget</u>	<u>Annual Budget</u>
Ordinary Income/Expense							
Income							
4010 - MCLA BID Assessment	0.00	0.00	0.0%	427,600.00	320,700.00	133.33%	320,700.00
4020 - MCPA Matching Funds	0.00	0.00	0.0%	186,875.00	168,750.00	110.74%	168,750.00
4030 - BID & Match from County	29,166.67	81,575.00	35.75%	407,963.98	407,875.00	100.02%	489,450.00
4050 - NCTC Administration	0.00	750.00	0.0%	9,000.00	8,250.00	109.09%	9,000.00
4110 - Visitor Guide Advertising	0.00	250.00	0.0%	0.00	2,750.00	0.0%	3,000.00
4120 - Calendar Ad Income	0.00	250.00	0.0%	2,100.00	2,750.00	76.36%	3,000.00
4250 - Sponsor-Taste of Mendocino	0.00	833.33	0.0%	0.00	9,166.67	0.0%	10,000.00
Trade Shows	0.00	1,700.00	0.0%	150.00	11,796.00	1.27%	13,496.00
Other Income	27.32	419.50	6.51%	18,787.78	26,114.50	71.94%	26,534.00
Total Income	29,193.99	85,777.83	34.03%	1,052,476.76	958,152.17	109.84%	1,043,930.00
Expense							
MEDIA & WEBSITE	55,414.19	40,249.98	137.68%	513,883.86	457,750.02	112.26%	498,000.00
VISITOR SERVICES/PARTNERSHIPS	19,648.37	8,958.33	219.33%	127,729.94	98,541.67	129.62%	107,500.00
Admin Expenses	5,624.97	6,161.65	91.29%	89,470.94	72,388.35	123.6%	78,550.00
MCLA Admin Expenses	33.19	416.65	7.97%	3,289.92	4,583.35	71.78%	5,000.00
MCPA Admin Expenses	25.40	145.83	17.42%	1,772.81	3,604.17	49.19%	3,750.00
Personnel	26,312.81	29,041.66	90.6%	303,490.46	319,458.34	95.0%	348,500.00
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Other Income/Expense							
Other Expense							
9900 - Prior Period Expense	0.00			2,420.00			
Total Other Expense	0.00			2,420.00			
Net Other Income	0.00			-2,420.00			
Net Income	-77,864.94	803.73	-9,687.95%	10,418.83	1,826.27	570.5%	2,630.00