

Mendocino County Tourism Commission, Inc.
Balance Sheet Prev Year Comparison
As of June 30, 2016

08/04/2016

Accrual Basis

	Jun 30, 16	Jun 30, 15	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1015 · MLCU Checking	239,335.05	0.00	239,335.05	100.0%
1020 · MLCU Savings #1	100,042.81	0.00	100,042.81	100.0%
1025 · MLCU Savings #2	9.86	0.00	9.86	100.0%
1010 · Savings Bank checking	81.86	81,250.51	-81,168.65	-99.9%
1030 · Cash drawer	100.00	100.00	0.00	0.0%
Total Checking/Savings	339,569.58	81,350.51	258,219.07	317.42%
Accounts Receivable				
1100 · Accounts Receivable	31,241.67	54,343.34	-23,101.67	-42.51%
Total Accounts Receivable	31,241.67	54,343.34	-23,101.67	-42.51%
Other Current Assets				
1230 · Prepaid Expenses	12,027.00	2,420.00	9,607.00	396.98%
1250 · Refundable Deposits	2,350.00	2,350.00	0.00	0.0%
Total Other Current Assets	14,377.00	4,770.00	9,607.00	201.41%
Total Current Assets	385,188.25	140,463.85	244,724.40	174.23%
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	385,297.25	140,572.85	244,724.40	174.09%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 · Accounts Payable	23,547.18	52,492.96	-28,945.78	-55.14%
Total Accounts Payable	23,547.18	52,492.96	-28,945.78	-55.14%
Other Current Liabilities				
Payroll Liabilities				
2210 · Federal Payroll Tax Payable	4,382.90	5,505.96	-1,123.06	-20.4%
2220 · State Payroll Tax Payable	767.41	1,001.53	-234.12	-23.38%
2230 · SUI & ETT Payable	294.61	100.80	193.81	192.27%
2240 · FUTA Payable	28.51	9.75	18.76	192.41%
2270 · Accrued Payroll	11,776.16	7,706.26	4,069.90	52.81%
2275 · Accrued PTO	230.76	0.00	230.76	100.0%
2280 · Health Insurance Payable	0.00	354.83	-354.83	-100.0%
Total Payroll Liabilities	17,480.35	14,679.13	2,801.22	19.08%
2800 · Sales Tx Payable	314.50	837.24	-522.74	-62.44%
Total Other Current Liabilities	17,794.85	15,516.37	2,278.48	14.68%
Total Current Liabilities	41,342.03	68,009.33	-26,667.30	-39.21%

	Jun 30, 16	Jun 30, 15	\$ Change	% Change
Total Liabilities	41,342.03	68,009.33	-26,667.30	-39.21%
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	-61,878.92	23,115.98	-84,994.90	-367.69%
Total Equity	343,955.22	72,563.52	271,391.70	374.01%
TOTAL LIABILITIES & EQUITY	385,297.25	140,572.85	244,724.40	174.09%

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

08/04/2016

Accrual Basis

	Jul '15 - Jun 16	Jul '14 - Jun 15	\$ Change	% Change
Ordinary Income/Expense				
Income				
4010 · MCLA BID Assessment	427,600.00	585,000.00	-157,400.00	-26.91%
4020 · MCPA Matching Funds	186,875.00	314,500.00	-127,625.00	-40.58%
4030 · BID & Match from County	437,130.64	0.00	437,130.64	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	10,000.00	-10,000.00	-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	12,000.00	-12,000.00	-100.0%
4610 · Sunset Show	0.00	1,200.00	-1,200.00	-100.0%
Total Trade Shows	150.00	16,600.00	-16,450.00	-99.1%
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	67.90	84.31	-16.41	-19.46%
4850 · Retail Sales				
Non-Taxable	252.46	261.08	-8.62	-3.3%
Taxable	3,648.51	4,546.32	-897.81	-19.75%
Total 4850 · Retail Sales	3,900.97	4,807.40	-906.43	-18.86%
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	19,168.87	23,318.71	-4,149.84	-17.8%
Total Income	1,082,024.51	1,024,573.71	57,450.80	5.61%
Expense				
MEDIA & WEBSITE				
Advertising/ Media				
5010 · Media Plan Management	210,721.03	180,012.75	30,708.28	17.06%
5130 · Print/Online Advertising				
TripAdvisor	0.00	2,175.46	-2,175.46	-100.0%
Total 5130 · Print/Online Advertising	0.00	2,175.46	-2,175.46	-100.0%

	Jul '15 - Jun 16	Jul '14 - Jun 15	\$ Change	% Change
5150 · Advertising Design	2,790.09	2,483.63	306.46	12.34%
5030 · Co-op Advertising	13,371.26	0.00	13,371.26	100.0%
5170 · Photography	2,937.01	1,465.01	1,472.00	100.48%
5200 · Direct Mail	924.49	7,035.42	-6,110.93	-86.86%
5240 · Research & Development	10,265.13	1,367.35	8,897.78	650.73%
5290 · E-Mail Marketing	5,194.04	16,397.62	-11,203.58	-68.32%
5110 · Video Production	59.95	11,074.21	-11,014.26	-99.46%
Total Advertising/ Media	246,263.00	222,011.45	24,251.55	10.92%
Public Relations				
5510 · Public Relations Contract	96,171.00	100,000.00	-3,829.00	-3.83%
5530 · In-Market PR Stunts	7,509.89	5,215.79	2,294.10	43.98%
5550 · Visiting Media Expenses	22,874.47	9,411.69	13,462.78	143.04%
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	10,798.48	8,915.53	1,882.95	21.12%
5650 · Contractor-Communication Coord	54,000.00	48,000.00	6,000.00	12.5%
5660 · Clipping Service	6,416.43	0.00	6,416.43	100.0%
Total Public Relations	202,770.27	178,682.46	24,087.81	13.48%
Website Maint / Development				
5710 · Contractor-Media Coordinator	20,500.00	7,000.00	13,500.00	192.86%
5730 · Interactive Marketing	5,072.76	0.00	5,072.76	100.0%
5750 · Development/ Maintenance	35,306.64	11,393.46	23,913.18	209.89%
5790 · Search Engine/Optimization	0.00	886.95	-886.95	-100.0%
Total Website Maint / Development	60,879.40	19,280.41	41,598.99	215.76%
Leisure/ Group Sales				
5810 · Booth Development & Giveaways	11,326.90	7,847.11	3,479.79	44.35%
5820 · Consumer & Trade Shows	18,320.95	6,929.93	11,391.02	164.37%
5840 · State Fair Exhibit	5,513.25	4,542.37	970.88	21.37%
5870 · Shipping - Travel Shows	2,260.75	1,756.84	503.91	28.68%
5880 · Travel-Leisure/Grp Sales Staff	8,558.58	10,640.66	-2,082.08	-19.57%
5890 · Misc. Sales Activities	3,931.62	1,625.00	2,306.62	141.95%
Total Leisure/ Group Sales	49,912.05	33,341.91	16,570.14	49.7%
Total MEDIA & WEBSITE	559,824.72	453,316.23	106,508.49	23.5%
VISITOR SERVICES/PARTNERSHIPS				
Visitor Svs/Fulfillment				
6010 · Visitor Guide & Distribution	39,261.40	63,148.66	-23,887.26	-37.83%
6040 · In County Guides	5,312.68	6,903.10	-1,590.42	-23.04%
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	4,502.55	1,186.44	26.35%
6220 · Event Guide Printing/Dist.	13,879.34	17,258.14	-3,378.80	-19.58%
6300 · In County Mixers, Fairs	746.44	50.00	696.44	1,392.88%

	Jul '15 - Jun 16	Jul '14 - Jun 15	\$ Change	% Change
Retail Store				
6412A · Purchases for Resale	1,589.41	2,719.13	-1,129.72	-41.55%
6412B · Store Supplies/Expenses	2,368.19	1,151.91	1,216.28	105.59%
6412C · Contract Labor - Store	5,590.00	2,580.00	3,010.00	116.67%
6412D · Consignee payments	1,274.76	2,727.20	-1,452.44	-53.26%
Total Retail Store	10,822.36	9,178.24	1,644.12	17.91%
Total Visitor Svs/Fulfillment	89,439.22	106,040.69	-16,601.47	-15.66%
Partnerships				
6510 · North Coast Tourism Council	749.74	0.00	749.74	100.0%
6520 · Memberships	10,631.58	5,949.00	4,682.58	78.71%
6530 · Arts Council	7,200.00	0.00	7,200.00	100.0%
6550 · Conferences & Seminars	9,651.96	4,954.00	4,697.96	94.83%
6570 · Travel-Partnership Related	11,370.62	15,446.49	-4,075.87	-26.39%
6620 · In County Partner Relations	3,427.29	1,494.12	1,933.17	129.39%
6680 · MWI Grant	0.00	50.00	-50.00	-100.0%
Total Partnerships	43,031.19	27,893.61	15,137.58	54.27%
Total VISITOR SERVICES/PARTNERSHIPS	132,470.41	133,934.30	-1,463.89	-1.09%
Admin Expenses				
7010 · Accounting Fees	2,385.00	3,100.00	-715.00	-23.07%
7020 · Bookkeeping	6,076.00	3,769.50	2,306.50	61.19%
7030 · Legal Fees	3,623.04	10,385.20	-6,762.16	-65.11%
7050 · Bad Debt	385.00	1,800.00	-1,415.00	-78.61%
7060 · Bank Fees	20.00	14.50	5.50	37.93%
7090 · Copying & Printing	384.92	0.00	384.92	100.0%
7120 · Insurance	1,996.00	3,238.00	-1,242.00	-38.36%
7140 · Licenses & Permits	196.15	63.87	132.28	207.11%
7150 · Meeting Expenses	1,592.94	310.48	1,282.46	413.06%
7200 · Office Expense	14,950.56	10,515.94	4,434.62	42.17%
7210 · Postage & Shipping	1,039.11	2,036.58	-997.47	-48.98%
7250 · Rent	21,600.00	21,600.00	0.00	0.0%
7260 · Repairs & Maintenance	1,763.56	88.00	1,675.56	1,904.05%
7270 · Taxes - Unsecured	56.35	50.80	5.55	10.93%
7280 · Travel - VMC Admin	5,673.46	6,383.89	-710.43	-11.13%
7310 · Telecommunication	12,452.69	8,775.61	3,677.08	41.9%
7350 · Utilities	5,008.03	4,169.07	838.96	20.12%
5250 · Board Development	8,315.89	0.00	8,315.89	100.0%
Total Admin Expenses	87,518.70	76,301.44	11,217.26	14.7%
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	867.96	-503.80	-58.04%
8190 · mcla.info Expense	20.00	514.77	-494.77	-96.12%
Total MCLA Admin Expenses	3,289.92	2,400.15	889.77	37.07%
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%

	Jul '15 - Jun 16	Jul '14 - Jun 15	\$ Change	% Change
8330 - Insurance	1,868.00	575.00	1,293.00	224.87%
8350 - Travel - MCPA	330.76	1,043.44	-712.68	-68.3%
Total MCPA Admin Expenses	2,198.76	2,368.44	-169.68	-7.16%
Personnel				
8510 - Salaries & Wages	202,803.26	264,173.23	-61,369.97	-23.23%
8520 - Paid Time Off	23,249.81	10,402.86	12,846.95	123.49%
8530 - Payroll Taxes	20,819.38	23,575.38	-2,756.00	-11.69%
8550 - Workers Comp	2,144.66	1,520.34	624.32	41.06%
8570 - Health Insurance	17,120.07	26,800.47	-9,680.40	-36.12%
8580 - Other Employee Benefits	3,753.74	3,070.52	683.22	22.25%
8590 - Contract Work	69,624.00	3,594.37	66,029.63	1,837.03%
7415 - Executive Director Search	16,666.00	0.00	16,666.00	100.0%
Total Personnel	356,180.92	333,137.17	23,043.75	6.92%
Total Expense	1,141,483.43	1,001,457.73	140,025.70	13.98%
Net Ordinary Income	-59,458.92	23,115.98	-82,574.90	-357.22%
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	-61,878.92	23,115.98	-84,994.90	-367.69%

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

08/04/2016

Accrual Basis

	Jun 16	Budget	% of Budget	Jul '15 - Jun 16	YTD Budget	% of Budget	Annual Budget
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	23,597.30	81,575.00	28.93%	437,130.64	489,450.00	89.31%	489,450.00
4050 · NCTC Administration	0.00	750.00	0.0%	9,000.00	9,000.00	100.0%	9,000.00
4110 · Visitor Guide Advertising	0.00	250.00	0.0%	0.00	3,000.00	0.0%	3,000.00
4120 · Calendar Ad Income	0.00	250.00	0.0%	2,100.00	3,000.00	70.0%	3,000.00
4250 · Sponsor-Taste of Mendocino	0.00	833.33	0.0%	0.00	10,000.00	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	13,496.00	0.0%	13,496.00
Total Trade Shows	0.00	1,700.00	0.0%	150.00	13,496.00	1.11%	13,496.00
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	22.39	2.50	895.6%	67.90	30.00	226.33%	30.00
4850 · Retail Sales							
Non-Taxable	18.00			252.46			
Taxable	343.08			3,648.51			
4850 · Retail Sales - Other	0.00	417.00	0.0%	0.00	5,004.00	0.0%	5,004.00
Total 4850 · Retail Sales	361.08	417.00	86.59%	3,900.97	5,004.00	77.96%	5,004.00
Total Other Income	383.47	419.50	91.41%	19,168.87	26,534.00	72.24%	26,534.00
Total Income	23,980.77	85,777.83	27.96%	1,082,024.51	1,043,930.00	103.65%	1,043,930.00

Expense	Jun 16	Budget	% of Budget	Jul '15 - Jun 16	YTD Budget	% of Budget	Annual Budget
MEDIA & WEBSITE							
Advertising/ Media							
5010 - Media Plan Management	20,226.75	15,833.33	127.75%	210,721.03	190,000.00	110.91%	190,000.00
5150 - Advertising Design	0.00	250.00	0.0%	2,790.09	3,000.00	93.0%	3,000.00
5030 - Co-op Advertising	0.00	833.33	0.0%	13,371.26	10,000.00	133.71%	10,000.00
5170 - Photography	129.00	250.00	51.6%	2,937.01	3,000.00	97.9%	3,000.00
5200 - Direct Mail	172.00	250.00	68.8%	924.49	3,000.00	30.82%	3,000.00
5240 - Research & Development	7,560.00	833.33	907.2%	10,265.13	10,000.00	102.65%	10,000.00
5290 - E-Mail Marketing	330.00			5,194.04			
5110 - Video Production	0.00	250.00	0.0%	59.95	3,000.00	2.0%	3,000.00
Total Advertising/ Media	28,417.75	18,499.99	153.61%	246,263.00	222,000.00	110.93%	222,000.00
Public Relations							
5510 - Public Relations Contract	4,200.00	8,583.33	48.93%	96,171.00	103,000.00	93.37%	103,000.00
5530 - In-Market PR Stunts	0.00	583.33	0.0%	7,509.89	7,000.00	107.28%	7,000.00
5550 - Visiting Media Expenses	6,205.80	1,041.67	595.76%	22,874.47	12,500.00	183.0%	12,500.00
5560 - CTTC Media Events	0.00	208.33	0.0%	0.00	2,500.00	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	190.50	833.33	22.86%	10,798.48	10,000.00	107.99%	10,000.00
5650 - Contractor-Communication Coord	5,000.00	4,000.00	125.0%	54,000.00	48,000.00	112.5%	48,000.00
5660 - Clipping Service	521.01			6,416.43			
Total Public Relations	16,117.31	15,249.99	105.69%	202,770.27	188,000.00	107.86%	188,000.00
Website Maint / Development							
5710 - Contractor-Media Coordinator	0.00	1,000.00	0.0%	20,500.00	12,000.00	170.83%	12,000.00
5730 - Interactive Marketing	1,838.77	500.00	367.75%	5,072.76	6,000.00	84.55%	6,000.00
5750 - Development/ Maintenance	1,299.68	1,500.00	86.65%	35,306.64	18,000.00	196.15%	18,000.00
Total Website Maint / Development	3,138.45	3,000.00	104.62%	60,879.40	36,000.00	169.11%	36,000.00

	Jun 16	Budget	% of Budget	Jul '15 - Jun 16	YTD Budget	% of Budget	Annual Budget
Leisure/ Group Sales							
5810 - Booth Development & Giveaways	4,091.38	833.33	490.97%	11,326.90	10,000.00	113.27%	10,000.00
5820 - Consumer & Trade Shows	1,450.00	750.00	193.33%	18,320.95	9,000.00	203.57%	9,000.00
5840 - State Fair Exhibit	0.00	500.00	0.0%	5,513.25	6,000.00	91.89%	6,000.00
5870 - Shipping - Travel Shows	0.00	250.00	0.0%	2,260.75	3,000.00	75.36%	3,000.00
5880 - Travel-Leisure/Grp Sales Staff	26.00	916.67	2.84%	8,558.58	11,000.00	77.81%	11,000.00
5890 - Misc. Sales Activities	57.41	250.00	22.96%	3,931.62	3,000.00	131.05%	3,000.00
Total Leisure/ Group Sales	5,624.79	3,500.00	160.71%	49,912.05	42,000.00	118.84%	42,000.00
Total MEDIA & WEBSITE	53,298.30	40,249.98	132.42%	559,824.72	488,000.00	114.72%	488,000.00
VISITOR SERVICES/PARTNERSHIPS							
Visitor Svs/Fulfillment							
6010 - Visitor Guide & Distribution	125.40	3,333.33	3.76%	39,261.40	40,000.00	98.15%	40,000.00
6040 - In County Guides	28.92	250.00	11.57%	5,312.68	3,000.00	177.09%	3,000.00
6170 - Signage-Gateway & Visitor Ctr	0.00	166.67	0.0%	7,345.51	2,000.00	367.28%	2,000.00
6190 - Visitor Center/ Info Support	0.00	416.67	0.0%	6,382.50	5,000.00	127.65%	5,000.00
6210 - Event Partnership Funding	0.00	416.67	0.0%	5,688.99	5,000.00	113.78%	5,000.00
6220 - Event Guide Printing/Dist.	0.00	1,333.33	0.0%	13,879.34	16,000.00	86.75%	16,000.00
6300 - In County Mixers, Fairs	80.93	41.67	194.22%	746.44	500.00	149.29%	500.00
Retail Store							
6412A - Purchases for Resale	15.00			1,589.41			
6412B - Store Supplies/Expenses	785.66			2,368.19			
6412C - Contract Labor - Store	0.00			5,590.00			
6412D - Consignee payments	78.40			1,274.76			
Retail Store - Other	0.00	833.33	0.0%	0.00	10,000.00	0.0%	10,000.00
Total Retail Store	879.06	833.33	105.49%	10,822.36	10,000.00	108.22%	10,000.00
Total Visitor Svs/Fulfillment	1,114.31	6,791.67	16.41%	89,439.22	81,500.00	109.74%	81,500.00

	Jun 16	Budget	% of Budget	Jul '15 - Jun 16	YTD Budget	% of Budget	Annual Budget
Partnerships							
6510 - North Coast Tourism Council	0.00			749.74			
6520 - Memberships	105.00	583.33	18.0%	10,631.58	7,000.00	151.88%	7,000.00
6530 - Arts Council	1,200.00	0.00	100.0%	7,200.00	0.00	100.0%	0.00
6550 - Conferences & Seminars	1,656.03	416.67	397.44%	9,651.96	5,000.00	193.04%	5,000.00
6570 - Travel-Partnership Related	0.00	1,083.33	0.0%	11,370.62	13,000.00	87.47%	13,000.00
6620 - In County Partner Relations	665.13	83.33	798.19%	3,427.29	1,000.00	342.73%	1,000.00
Total Partnerships	3,626.16	2,166.66	167.36%	43,031.19	26,000.00	165.51%	26,000.00
Total VISITOR SERVICES/PARTNERSHIPS	4,740.47	8,958.33	52.92%	132,470.41	107,500.00	123.23%	107,500.00
Admin Expenses							
7010 - Accounting Fees	0.00			2,385.00	4,500.00	53.0%	4,500.00
7020 - Bookkeeping	974.75	333.33	292.43%	6,076.00	4,000.00	151.9%	4,000.00
7030 - Legal Fees	50.00	833.33	6.0%	3,623.04	10,000.00	36.23%	10,000.00
7050 - Bad Debt	0.00			385.00			
7060 - Bank Fees	0.00	4.17	0.0%	20.00	50.00	40.0%	50.00
7090 - Copying & Printing	0.00	83.33	0.0%	384.92	1,000.00	38.49%	1,000.00
7120 - Insurance	0.00	250.00	0.0%	1,996.00	3,000.00	66.53%	3,000.00
7140 - Licenses & Permits	0.00	0.00	0.0%	196.15	50.00	392.3%	50.00
7150 - Meeting Expenses	335.83	41.67	805.93%	1,592.94	500.00	318.59%	500.00
7200 - Office Expense	848.68	678.16	125.15%	14,950.56	8,138.00	183.71%	8,138.00
7210 - Postage & Shipping	37.44	208.33	17.97%	1,039.11	2,500.00	41.56%	2,500.00
7250 - Rent	1,800.00	1,833.33	98.18%	21,600.00	22,000.00	98.18%	22,000.00
7260 - Repairs & Maintenance	77.48	146.00	53.07%	1,763.56	1,752.00	100.66%	1,752.00
7270 - Taxes - Unsecured	0.00			56.35	60.00	93.92%	60.00
7280 - Travel - VMC Admin	348.36	500.00	69.67%	5,673.46	6,000.00	94.56%	6,000.00
7310 - Telecommunication	1,283.86	833.33	154.06%	12,452.69	10,000.00	124.53%	10,000.00
7350 - Utilities	410.78	416.67	98.59%	5,008.03	5,000.00	100.16%	5,000.00
5250 - Board Development	0.00	0.00	0.0%	8,315.89	10,000.00	83.16%	10,000.00
Total Admin Expenses	6,167.18	6,161.65	100.09%	87,518.70	88,550.00	98.84%	88,550.00

	<u>Jun 16</u>	<u>Budget</u>	<u>% of Budget</u>	<u>Jul '15 - Jun 16</u>	<u>YTD Budget</u>	<u>% of Budget</u>	<u>Annual Budget</u>
MCLA Admin Expenses							
8110 - Member Newsletter Printing	0.00	83.33	0.0%	1,180.94	1,000.00	118.09%	1,000.00
8120 - Member Newsletter Postage	0.00	83.33	0.0%	1,724.82	1,000.00	172.48%	1,000.00
8130 - Member Mailings	0.00	83.33	0.0%	0.00	1,000.00	0.0%	1,000.00
8150 - Annual Meeting	0.00	83.33	0.0%	0.00	1,000.00	0.0%	1,000.00
8180 - Travel - MCLA	0.00	83.33	0.0%	364.16	1,000.00	36.42%	1,000.00
8190 - mcla.info Expense	0.00			20.00			
Total MCLA Admin Expenses	0.00	416.65	0.0%	3,289.92	5,000.00	65.8%	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%	1,868.00	1,000.00	186.8%	1,000.00
8350 - Travel - MCPA	109.99	62.50	175.98%	330.76	750.00	44.1%	750.00
Total MCPA Admin Expenses	109.99	145.83	75.42%	2,198.76	3,750.00	58.63%	3,750.00
Personnel							
8510 - Salaries & Wages	23,381.74	23,208.33	100.75%	202,803.26	278,500.00	72.82%	278,500.00
8520 - Paid Time Off	4,689.93			23,249.81			
8530 - Payroll Taxes	1,412.79	2,208.33	63.98%	20,819.38	26,500.00	78.56%	26,500.00
8550 - Workers Comp	0.00	291.67	0.0%	2,144.66	3,500.00	61.28%	3,500.00
8570 - Health Insurance	1,920.00	2,500.00	76.8%	17,120.07	30,000.00	57.07%	30,000.00
8580 - Other Employee Benefits	0.00	333.33	0.0%	3,753.74	4,000.00	93.84%	4,000.00
8590 - Contract Work	4,620.00	500.00	924.0%	69,624.00	6,000.00	1,160.4%	6,000.00
7415 - Executive Director Search	0.00	0.00	0.0%	16,666.00	0.00	100.0%	0.00
Total Personnel	36,024.46	29,041.66	124.04%	356,180.92	348,500.00	102.2%	348,500.00
Total Expense	100,340.40	84,974.10	118.08%	1,141,483.43	1,041,300.00	109.62%	1,041,300.00
Net Ordinary Income	-76,359.63	803.73	-9,500.66%	-59,458.92	2,630.00	-2,260.8%	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	-76,359.63	803.73	-9,500.66%	-61,878.92	2,630.00	-2,352.81%	2,630.00

Mendocino County Tourism Commission, Inc.

08/04/2016

Profit & Loss Budget Performance

June 2016

Accrual Basis

	Jul '15 - Jun 16	YTD Budget	% of Budget	Annual Budget
Ordinary Income/Expense				
Income				
4010 · MCLA BID Assessment	427,600.00	320,700.00	133.33%	320,700.00
4020 · MCPA Matching Funds	186,875.00	168,750.00	110.74%	168,750.00
4030 · BID & Match from County	437,130.64	489,450.00	89.31%	489,450.00
4050 · NCTC Administration	9,000.00	9,000.00	100.0%	9,000.00
4110 · Visitor Guide Advertising	0.00	3,000.00	0.0%	3,000.00
4120 · Calendar Ad Income	2,100.00	3,000.00	70.0%	3,000.00
4250 · Sponsor-Taste of Mendocino	0.00	10,000.00	0.0%	10,000.00
Trade Shows	150.00	13,496.00	1.11%	13,496.00
Other Income	19,168.87	26,534.00	72.24%	26,534.00
Total Income	1,082,024.51	1,043,930.00	103.65%	1,043,930.00
Expense				
MEDIA & WEBSITE	559,824.72	488,000.00	114.72%	488,000.00
VISITOR SERVICES/PARTNERSHIPS	132,470.41	107,500.00	123.23%	107,500.00
Admin Expenses	87,518.70	88,550.00	98.84%	88,550.00
MCLA Admin Expenses	3,289.92	5,000.00	65.8%	5,000.00
MCPA Admin Expenses	2,198.76	3,750.00	58.63%	3,750.00
Personnel	356,180.92	348,500.00	102.2%	348,500.00
Total Expense	1,141,483.43	1,041,300.00	109.62%	1,041,300.00
Net Ordinary Income	-59,458.92	2,630.00	-2,260.8%	2,630.00
Other Income/Expense				
Other Expense				
9900 · Prior Period Expense	2,420.00			
Total Other Expense	2,420.00			
Net Other Income	-2,420.00			
Net Income	-61,878.92	2,630.00	-2,352.81%	2,630.00