

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

June 2017

07/26/2017
 Accrual Basis

	<u>Jun 17</u>	<u>Budget</u>	<u>Jul '16 - Jun 17</u>	<u>YTD Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>	<u>Annual Budget</u>
Ordinary Income/Expense							
Income							
4020 · MCPA Matching Funds	0.00		9,000.00	9,000.00	0.00	100.0%	9,000.00
4030 · County BID	66,666.63	66,666.63	800,000.00	800,000.00	0.00	100.0%	800,000.00
4031 · County BID adjustments	12,181.50	5,060.00	-17,675.30	60,698.00	-78,373.30	-29.12%	60,698.00
4035 · County 50% Match	33,333.37	33,333.37	400,000.00	400,000.00	0.00	100.0%	400,000.00
4050 · NCTC Administration	0.00	0.00	4,500.00	4,500.00	0.00	100.0%	4,500.00
Other Income	18.31	1,908.33	22,563.11	23,000.00	-436.89	98.1%	23,000.00
Total Income	<u>112,199.81</u>	<u>106,968.33</u>	<u>1,218,387.81</u>	<u>1,297,198.00</u>	<u>-78,810.19</u>	<u>93.93%</u>	<u>1,297,198.00</u>
Gross Profit	112,199.81	106,968.33	1,218,387.81	1,297,198.00	-78,810.19	93.93%	1,297,198.00
Expense							
MEDIA & WEBSITE	35,391.23	69,199.93	733,215.38	814,550.00	-81,334.62	90.02%	814,550.00
VISITOR SVS / PARTNERSHIPS	5,396.77	11,733.34	99,816.41	122,500.00	-22,683.59	81.48%	122,500.00
ADMIN EXPENSES	10,658.55	11,477.00	121,745.73	129,192.00	-7,446.27	94.24%	129,192.00
Personnel	26,771.78	32,101.00	308,811.78	385,889.00	-77,077.22	80.03%	385,889.00
Total Expense	<u>78,218.33</u>	<u>124,511.27</u>	<u>1,263,589.30</u>	<u>1,452,131.00</u>	<u>-188,541.70</u>	<u>87.02%</u>	<u>1,452,131.00</u>
Net Ordinary Income	33,981.48	-17,542.94	-45,201.49	-154,933.00	109,731.51	29.18%	-154,933.00
Other Income/Expense							
Other Income							
4990 · Previous Year Carryover	0.00	154,933.00	0.00	154,933.00	-154,933.00	0.0%	154,933.00
4999 · Reserve/Contingency	0.00	130,344.00	0.00	130,344.00	-130,344.00	0.0%	130,344.00
Total Other Income	<u>0.00</u>	<u>285,277.00</u>	<u>0.00</u>	<u>285,277.00</u>	<u>-285,277.00</u>	<u>0.0%</u>	<u>285,277.00</u>
Other Expense							
9870 · Reserve/Contingency Expense	0.00	130,344.00	0.00	130,344.00	-130,344.00	0.0%	130,344.00
Total Other Expense	<u>0.00</u>	<u>130,344.00</u>	<u>0.00</u>	<u>130,344.00</u>	<u>-130,344.00</u>	<u>0.0%</u>	<u>130,344.00</u>
Net Other Income	0.00	154,933.00	0.00	154,933.00	-154,933.00	0.0%	154,933.00
Net Income	<u>33,981.48</u>	<u>137,390.06</u>	<u>-45,201.49</u>	<u>0.00</u>	<u>-45,201.49</u>	<u>100.0%</u>	<u>0.00</u>

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

07/26/2017
 Accrual Basis

	Jun 17	Budget	\$ Over Budget	% of Budget	Jul '16 - Jun 17	YTD Budget	\$ Over Budget	% of Budget	Annual Budget
Ordinary Income/Expense									
Income									
4020 · MCPA Matching Funds	0.00				9,000.00	9,000.00	0.00	100.0%	9,000.00
4030 · County BID	66,666.63	66,666.63	0.00	100.0%	800,000.00	800,000.00	0.00	100.0%	800,000.00
4031 · County BID adjustments	12,181.50	5,060.00	7,121.50	240.74%	-17,675.30	60,698.00	-78,373.30	-29.12%	60,698.00
4035 · County 50% Match	33,333.37	33,333.37	0.00	100.0%	400,000.00	400,000.00	0.00	100.0%	400,000.00
4050 · NCTC Administration	0.00	0.00	0.00	0.0%	4,500.00	4,500.00	0.00	100.0%	4,500.00
Other Income									
4251 · Cooperative Advertising	0.00	1,000.00	-1,000.00	0.0%	7,900.00	12,000.00	-4,100.00	65.83%	12,000.00
4810 · Event Passport Income	0.00				0.00	1,000.00	-1,000.00	0.0%	1,000.00
4830 · Event Brochure Ads	0.00				2,450.00	1,800.00	650.00	136.11%	1,800.00
4940 · Misc. Income	0.00	900.00	-900.00	0.0%	10,000.00	6,600.00	3,400.00	151.52%	6,600.00
4950 · Interest Income	18.31	8.33	9.98	219.81%	90.13	100.00	-9.87	90.13%	100.00
4850 · Retail Sales	0.00	0.00	0.00	0.0%	2,122.98	1,500.00	622.98	141.53%	1,500.00
Total Other Income	18.31	1,908.33	-1,890.02	0.96%	22,563.11	23,000.00	-436.89	98.1%	23,000.00
Total Income	112,199.81	106,968.33	5,231.48	104.89%	1,218,387.81	1,297,198.00	-78,810.19	93.93%	1,297,198.00
Gross Profit	112,199.81	106,968.33	5,231.48	104.89%	1,218,387.81	1,297,198.00	-78,810.19	93.93%	1,297,198.00
Expense									
MEDIA & WEBSITE									
Advertising / Media									
5130 · Print & Online Advertising									
5120 · Digital & Broadcast	1,972.31	11,100.00	-9,127.69	17.77%	187,713.10	133,200.00	54,513.10	140.93%	133,200.00
5290 · E-Marketing	531.50	2,650.00	-2,118.50	20.06%	23,297.38	31,800.00	-8,502.62	73.26%	31,800.00
5200 · Print & Direct Mail	-3,750.00	8,222.20	-11,972.20	-45.61%	51,968.75	105,593.00	-53,624.25	49.22%	105,593.00
Total 5130 · Print & Online Advertising	-1,246.19	21,972.20	-23,218.39	-5.67%	262,979.23	270,593.00	-7,613.77	97.19%	270,593.00
5150 · Ad Development/Design	506.25	500.00	6.25	101.25%	5,417.86	6,000.00	-582.14	90.3%	6,000.00
5165 · AdverGame Development	0.00	0.00	0.00	0.0%	12,000.00	12,000.00	0.00	100.0%	12,000.00
5170 · Photography	0.00	833.37	-833.37	0.0%	0.00	10,000.00	-10,000.00	0.0%	10,000.00
5240 · Research & Development	3,574.62	2,916.66	657.96	122.56%	41,545.16	35,000.00	6,545.16	118.7%	35,000.00
5110 · Video Development	0.00	849.70	-849.70	0.0%	20,762.31	20,000.00	762.31	103.81%	20,000.00
5015 · Marketing Contingency	10,000.00	3,877.00	6,123.00	257.93%	24,390.09	46,457.00	-22,066.91	52.5%	46,457.00
Total Advertising / Media	12,834.68	30,948.93	-18,114.25	41.47%	367,094.65	400,050.00	-32,955.35	91.76%	400,050.00

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

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 Accrual Basis

	Jun 17	Budget	\$ Over Budget	% of Budget	Jul '16 - Jun 17	YTD Budget	\$ Over Budget	% of Budget	Annual Budget
Marketing / Public Relations									
5510 · Public Relations Contract	6,700.26	7,840.00	-1,139.74	85.46%	102,933.59	109,000.00	-6,066.41	94.43%	109,000.00
5520 · Marketing Agency Contract	4,000.00	14,286.00	-10,286.00	28.0%	104,000.00	100,000.00	4,000.00	104.0%	100,000.00
5650 · Marketing & Comm. Coordinator	5,000.00	5,000.00	0.00	100.0%	60,000.00	60,000.00	0.00	100.0%	60,000.00
5530 · In-Market PR Stunts	0.00	416.67	-416.67	0.0%	1,770.25	5,000.00	-3,229.75	35.41%	5,000.00
5560 · Media Events	0.00	208.37	-208.37	0.0%	989.49	2,500.00	-1,510.51	39.58%	2,500.00
5610 · Travel -PR Related	430.75	833.37	-402.62	51.69%	8,966.93	10,000.00	-1,033.07	89.67%	10,000.00
5550 · Visiting Media FAM Expenses	272.37	833.37	-561.00	32.68%	11,258.21	10,000.00	1,258.21	112.58%	10,000.00
Total Marketing / Public Relations	16,403.38	29,417.78	-13,014.40	55.76%	289,918.47	296,500.00	-6,581.53	97.78%	296,500.00
Website Maint / Development									
5710 · Interactive Media Coordinator	1,350.00	3,000.00	-1,650.00	45.0%	23,235.00	36,000.00	-12,765.00	64.54%	36,000.00
5730 · Interactive Marketing	1,000.00	1,000.00	0.00	100.0%	1,247.29	12,000.00	-10,752.71	10.39%	12,000.00
5750 · Development/ Maintenance	600.00	2,083.33	-1,483.33	28.8%	11,342.67	25,000.00	-13,657.33	45.37%	25,000.00
Total Website Maint / Development	2,950.00	6,083.33	-3,133.33	48.49%	35,824.96	73,000.00	-37,175.04	49.08%	73,000.00
Leisure / Group Sales									
5810 · Promotion Items, Booth Develop	0.00	416.63	-416.63	0.0%	3,928.08	5,000.00	-1,071.92	78.56%	5,000.00
5820 · Consumer & Trade Shows	0.00	0.00	0.00	0.0%	13,122.09	12,000.00	1,122.09	109.35%	12,000.00
5840 · State Fair Exhibit	1,000.00	416.63	583.37	240.02%	6,138.55	5,000.00	1,138.55	122.77%	5,000.00
5870 · Shipping - Travel Shows	11.89	250.00	-238.11	4.76%	995.83	3,000.00	-2,004.17	33.19%	3,000.00
5885 · Travel - Group FAMs	2,089.20	666.63	1,422.57	313.4%	5,600.30	8,000.00	-2,399.70	70.0%	8,000.00
5880 · Travel - Leisure/Group Sales	102.08	833.37	-731.29	12.25%	9,784.81	10,000.00	-215.19	97.85%	10,000.00
5890 · Misc. Sales Opportunities	0.00	166.63	-166.63	0.0%	807.64	2,000.00	-1,192.36	40.38%	2,000.00
Total Leisure / Group Sales	3,203.17	2,749.89	453.28	116.48%	40,377.30	45,000.00	-4,622.70	89.73%	45,000.00
Total MEDIA & WEBSITE	35,391.23	69,199.93	-33,808.70	51.14%	733,215.38	814,550.00	-81,334.62	90.02%	814,550.00
VISITOR SVS / PARTNERSHIPS									
Visitor Services									
6220 · Event & Festival Guides	0.00	1,000.00	-1,000.00	0.0%	12,420.09	16,000.00	-3,579.91	77.63%	16,000.00
6040 · In-County Guides	0.00	1,250.00	-1,250.00	0.0%	20,116.90	15,000.00	5,116.90	134.11%	15,000.00
6210 · Event Partnership Funding	2,500.00	5,500.00	-3,000.00	45.46%	19,433.94	25,000.00	-5,566.06	77.74%	25,000.00
6530 · Incentives & Sponsorships	1,200.00	1,250.00	-50.00	96.0%	25,664.03	25,000.00	664.03	102.66%	25,000.00
6170 · Signage - Gateway, Kiosks	0.00	666.63	-666.63	0.0%	-5,513.63	8,000.00	-13,513.63	-68.92%	8,000.00
6190 · Visitor Center/ Info Support	0.00	500.00	-500.00	0.0%	6,145.00	6,000.00	145.00	102.42%	6,000.00
Retail Store	24.95	833.34	-808.39	2.99%	985.88	10,000.00	-9,014.12	9.86%	10,000.00
Total Visitor Services	3,724.95	10,999.97	-7,275.02	33.86%	79,252.21	105,000.00	-25,747.79	75.48%	105,000.00

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

07/26/2017
 Accrual Basis

	Jun 17	Budget	\$ Over Budget	% of Budget	Jul '16 - Jun 17	YTD Budget	\$ Over Budget	% of Budget	Annual Budget
Partnerships									
6550 · Conferences & Seminars	126.26	360.00	-233.74	35.07%	6,246.89	5,000.00	1,246.89	124.94%	5,000.00
6620 · In-County Relations	129.56	83.37	46.19	155.4%	1,347.83	1,000.00	347.83	134.78%	1,000.00
6520 · Memberships	1,416.00	290.00	1,126.00	488.28%	7,969.48	7,000.00	969.48	113.85%	7,000.00
6510 · North Coast Tourism Council	0.00	0.00	0.00	0.0%	5,000.00	4,500.00	500.00	111.11%	4,500.00
Total Partnerships	1,671.82	733.37	938.45	227.96%	20,564.20	17,500.00	3,064.20	117.51%	17,500.00
Total VISITOR SVS / PARTNERSHIPS	5,396.77	11,733.34	-6,336.57	46.0%	99,816.41	122,500.00	-22,683.59	81.48%	122,500.00
ADMIN EXPENSES									
Occupancy Costs									
7250 · Rent	1,950.00	1,850.00	100.00	105.41%	22,300.00	22,100.00	200.00	100.91%	22,100.00
7120 · Insurance	87.00				1,767.08	3,000.00	-1,232.92	58.9%	3,000.00
7260 · Repairs & Maintenance	691.00	500.00	191.00	138.2%	3,217.60	5,000.00	-1,782.40	64.35%	5,000.00
7270 · Taxes	0.00				72.25	75.00	-2.75	96.33%	75.00
7310 · Telecommunication	435.99	500.00	-64.01	87.2%	8,106.26	8,150.00	-43.74	99.46%	8,150.00
7350 · Utilities	595.38	675.00	-79.62	88.2%	8,088.71	8,100.00	-11.29	99.86%	8,100.00
Total Occupancy Costs	3,759.37	3,525.00	234.37	106.65%	43,551.90	46,425.00	-2,873.10	93.81%	46,425.00
General Admin									
7010 · Accounting	395.00	620.00	-225.00	63.71%	17,975.75	18,300.00	-324.25	98.23%	18,300.00
7060 · Bank Fees	-0.21	10.00	-10.21	-2.1%	235.35	370.00	-134.65	63.61%	370.00
5250 · Board Development	2,802.75	3,500.00	-697.25	80.08%	3,268.86	3,500.00	-231.14	93.4%	3,500.00
7090 · Copying & Printing	164.43	200.00	-35.57	82.22%	3,463.89	3,500.00	-36.11	98.97%	3,500.00
7030 · Legal Fees	500.00	417.00	83.00	119.9%	4,717.50	4,000.00	717.50	117.94%	4,000.00
7140 · Licenses & Permits	0.00	0.00	0.00	0.0%	82.00	95.00	-13.00	86.32%	95.00
7150 · Meeting Expenses	388.06	100.00	288.06	388.06%	4,795.25	4,600.00	195.25	104.25%	4,600.00
7200 · Office Expense	628.46	1,500.00	-871.54	41.9%	12,268.48	15,000.00	-2,731.52	81.79%	15,000.00
7210 · Postage & Shipping	654.88	475.00	179.88	137.87%	21,137.96	19,952.00	1,185.96	105.94%	19,952.00
7280 · Travel Expenses	1,365.81	1,130.00	235.81	120.87%	10,248.79	13,450.00	-3,201.21	76.2%	13,450.00
Total General Admin	6,899.18	7,952.00	-1,052.82	86.76%	78,193.83	82,767.00	-4,573.17	94.48%	82,767.00
Total ADMIN EXPENSES	10,658.55	11,477.00	-818.45	92.87%	121,745.73	129,192.00	-7,446.27	94.24%	129,192.00

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

07/26/2017
 Accrual Basis

	Jun 17	Budget	\$ Over Budget	% of Budget	Jul '16 - Jun 17	YTD Budget	\$ Over Budget	% of Budget	Annual Budget
Personnel									
8510 · Salaries & Wages	15,427.71	23,125.00	-7,697.29	66.71%	204,422.85	277,500.00	-73,077.15	73.67%	277,500.00
8520 · Paid Time Off	-18.74				5,232.63				
8530 · Payroll Taxes	1,149.91	2,823.00	-1,673.09	40.73%	24,248.15	29,246.00	-4,997.85	82.91%	29,246.00
8540 · Payroll Processing Fees	14.00	18.00	-4.00	77.78%	724.25	754.00	-29.75	96.05%	754.00
8550 · Workers Comp	0.00	168.00	-168.00	0.0%	1,998.00	2,975.00	-977.00	67.16%	2,975.00
8570 · Health Insurance	2,400.00	1,767.00	633.00	135.82%	18,988.20	20,880.00	-1,891.80	90.94%	20,880.00
8580 · Other Employee Benefits	0.00	0.00	0.00	0.0%	0.00	3,300.00	-3,300.00	0.0%	3,300.00
8590 · Contract Work	4,420.00	4,200.00	220.00	105.24%	27,430.00	27,900.00	-470.00	98.32%	27,900.00
7415 · Employee Recruitment	3,378.90	0.00	3,378.90	100.0%	25,767.70	23,334.00	2,433.70	110.43%	23,334.00
Total Personnel	26,771.78	32,101.00	-5,329.22	83.4%	308,811.78	385,889.00	-77,077.22	80.03%	385,889.00
Total Expense	78,218.33	124,511.27	-46,292.94	62.82%	1,263,589.30	1,452,131.00	-188,541.70	87.02%	1,452,131.00
Net Ordinary Income	33,981.48	-17,542.94	51,524.42	-193.71%	-45,201.49	-154,933.00	109,731.51	29.18%	-154,933.00
Other Income/Expense									
Other Income									
4990 · Previous Year Carryover	0.00	154,933.00	-154,933.00	0.0%	0.00	154,933.00	-154,933.00	0.0%	154,933.00
4999 · Reserve/Contingency	0.00	130,344.00	-130,344.00	0.0%	0.00	130,344.00	-130,344.00	0.0%	130,344.00
Total Other Income	0.00	285,277.00	-285,277.00	0.0%	0.00	285,277.00	-285,277.00	0.0%	285,277.00
Other Expense									
9870 · Reserve/Contingency Expense	0.00	130,344.00	-130,344.00	0.0%	0.00	130,344.00	-130,344.00	0.0%	130,344.00
Total Other Expense	0.00	130,344.00	-130,344.00	0.0%	0.00	130,344.00	-130,344.00	0.0%	130,344.00
Net Other Income	0.00	154,933.00	-154,933.00	0.0%	0.00	154,933.00	-154,933.00	0.0%	154,933.00
Net Income	33,981.48	137,390.06	-103,408.58	24.73%	-45,201.49	0.00	-45,201.49	100.0%	0.00

Mendocino County Tourism Commission, Inc.
Balance Sheet Prev Year Comparison
As of June 30, 2017

07/26/2017
Accrual Basis

	Jun 30, 17	Jun 30, 16	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1015 · MLCU Checking	240,872.52	239,335.05	1,537.47	0.64%
1020 · MLCU Savings	130,459.35	100,042.81	30,416.54	30.4%
1025 · MLCU Savings #2	0.00	9.86	-9.86	-100.0%
1010 · Savings Bank checking	0.00	81.86	-81.86	-100.0%
1030 · Cash drawer	100.00	100.00	0.00	0.0%
Total Checking/Savings	371,431.87	339,569.58	31,862.29	9.38%
Accounts Receivable				
1100 · Accounts Receivable	184,023.17	264,074.28	-80,051.11	-30.31%
Total Accounts Receivable	184,023.17	264,074.28	-80,051.11	-30.31%
Other Current Assets				
1230 · Prepaid Expenses	14,432.03	12,027.00	2,405.03	20.0%
1250 · Refundable Deposits	2,350.00	2,350.00	0.00	0.0%
Total Other Current Assets	16,782.03	14,377.00	2,405.03	16.73%
Total Current Assets	572,237.07	618,020.86	-45,783.79	-7.41%
Fixed Assets				
1510 · Furniture and Equipment	46,385.00	46,385.00	0.00	0.0%
1600 · Accumulated Depreciation	-46,385.00	-46,385.00	0.00	0.0%
Total Fixed Assets	0.00	0.00	0.00	0.0%
Other Assets				
1700 · Website Development	70,000.00	70,000.00	0.00	0.0%
1750 · Accumulated Amortization	-70,000.00	-70,000.00	0.00	0.0%
Total Other Assets	0.00	0.00	0.00	0.0%
TOTAL ASSETS	572,237.07	618,020.86	-45,783.79	-7.41%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 · Accounts Payable	33,024.32	26,547.18	6,477.14	24.4%
Total Accounts Payable	33,024.32	26,547.18	6,477.14	24.4%
Other Current Liabilities				
Payroll Liabilities				
2210 · Federal Payroll Tax Payable	0.00	4,382.90	-4,382.90	-100.0%
2220 · State Payroll Tax Payable	0.00	767.41	-767.41	-100.0%
2230 · SUI & ETT Payable	399.00	294.61	104.39	35.43%
2240 · FUTA Payable	42.00	28.51	13.49	47.32%
2270 · Accrued Payroll	8,650.17	7,652.99	997.18	13.03%
2275 · Accrued PTO	440.48	4,123.17	-3,682.69	-89.32%
2280 · Health Insurance Payable	800.00	0.00	800.00	100.0%
Total Payroll Liabilities	10,331.65	17,249.59	-6,917.94	-40.11%

Mendocino County Tourism Commission, Inc.
Balance Sheet Prev Year Comparison
As of June 30, 2017

07/26/2017
Accrual Basis

	Jun 30, 17	Jun 30, 16	\$ Change	% Change
2800 - Sales Tx Payable	173.00	314.50	-141.50	-44.99%
Total Other Current Liabilities	10,504.65	17,564.09	-7,059.44	-40.19%
Total Current Liabilities	43,528.97	44,111.27	-582.30	-1.32%
Total Liabilities	43,528.97	44,111.27	-582.30	-1.32%
Equity				
3100 - Contingency-Unrestricted	130,344.00	130,344.00	0.00	0.0%
3900 - Unrestricted Net Assets (RE)	443,565.59	127,474.52	316,091.07	247.96%
Net Income	-45,201.49	316,091.07	-361,292.56	-114.3%
Total Equity	528,708.10	573,909.59	-45,201.49	-7.88%
TOTAL LIABILITIES & EQUITY	572,237.07	618,020.86	-45,783.79	-7.41%

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

07/26/2017
 Accrual Basis

	Jul '16 - Jun 17	Jul '15 - Jun 16	\$ Change	% Change
Ordinary Income/Expense				
Income				
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	800,000.00	433,087.51	366,912.49	84.72%
4031 · County BID adjustments	-17,675.30	0.00	-17,675.30	-100.0%
4035 · County 50% Match	400,000.00	236,875.74	163,124.26	68.87%
4050 · NCTC Administration	4,500.00	9,000.00	-4,500.00	-50.0%
Trade Shows				
4530 · Bay Area Show	0.00	150.00	-150.00	-100.0%
Total Trade Shows	0.00	150.00	-150.00	-100.0%
Other Income				
4251 · Cooperative Advertising	7,900.00	0.00	7,900.00	100.0%
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	10,000.00	10,000.00	0.00	0.0%
4950 · Interest Income	90.13	67.90	22.23	32.74%
4850 · Retail Sales	2,122.98	3,900.97	-1,777.99	-45.58%
Total Other Income	22,563.11	21,268.87	1,294.24	6.09%
Total Income	1,218,387.81	1,314,857.12	-96,469.31	-7.34%
Gross Profit	1,218,387.81	1,314,857.12	-96,469.31	-7.34%
Expense				
MEDIA & WEBSITE				
Advertising / Media				
5010 · Media Plan Management	0.00	210,721.03	-210,721.03	-100.0%
5130 · Print & Online Advertising				
5120 · Digital & Broadcast	187,713.10	0.00	187,713.10	100.0%
5290 · E-Marketing	23,297.38	5,194.04	18,103.34	348.54%
5200 · Print & Direct Mail	51,968.75	924.49	51,044.26	5,521.34%
Total 5130 · Print & Online Advertising	262,979.23	6,118.53	256,860.70	4,198.08%
5150 · Ad Development/Design	5,417.86	2,790.09	2,627.77	94.18%
5165 · AdverGame Development	12,000.00	0.00	12,000.00	100.0%
5030 · Co-op Advertising	0.00	13,371.26	-13,371.26	-100.0%
5170 · Photography	0.00	2,937.01	-2,937.01	-100.0%
5240 · Research & Development	41,545.16	10,265.13	31,280.03	304.72%
5110 · Video Development	20,762.31	59.95	20,702.36	34,532.71%
5015 · Marketing Contingency	24,390.09	0.00	24,390.09	100.0%
Total Advertising / Media	367,094.65	246,263.00	120,831.65	49.07%

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

07/26/2017
 Accrual Basis

	Jul '16 - Jun 17	Jul '15 - Jun 16	\$ Change	% Change
Marketing / Public Relations				
5510 · Public Relations Contract	102,933.59	100,338.00	2,595.59	2.59%
5520 · Marketing Agency Contract	104,000.00	0.00	104,000.00	100.0%
5650 · Marketing & Comm. Coordinator	60,000.00	54,000.00	6,000.00	11.11%
5530 · In-Market PR Stunts	1,770.25	7,509.89	-5,739.64	-76.43%
5660 · Clipping Service	0.00	6,416.43	-6,416.43	-100.0%
5560 · Media Events	989.49	0.00	989.49	100.0%
5570 · Taste of Mendocino	0.00	5,000.00	-5,000.00	-100.0%
5610 · Travel -PR Related	8,966.93	10,613.48	-1,646.55	-15.51%
5550 · Visiting Media FAM Expenses	11,258.21	14,694.31	-3,436.10	-23.38%
Total Marketing / Public Relations	289,918.47	198,572.11	91,346.36	46.0%
Website Maint / Development				
5710 · Interactive Media Coordinator	23,235.00	23,500.00	-265.00	-1.13%
5730 · Interactive Marketing	1,247.29	5,072.76	-3,825.47	-75.41%
5750 · Development/ Maintenance	11,342.67	35,306.64	-23,963.97	-67.87%
Total Website Maint / Development	35,824.96	63,879.40	-28,054.44	-43.92%
Leisure / Group Sales				
5810 · Promotion Items, Booth Develop	3,928.08	15,340.06	-11,411.98	-74.39%
5820 · Consumer & Trade Shows	13,122.09	17,821.95	-4,699.86	-26.37%
5840 · State Fair Exhibit	6,138.55	5,513.25	625.30	11.34%
5870 · Shipping - Travel Shows	995.83	2,445.75	-1,449.92	-59.28%
5885 · Travel - Group FAMs	5,600.30	0.00	5,600.30	100.0%
5880 · Travel - Leisure/Group Sales	9,784.81	8,558.58	1,226.23	14.33%
5890 · Misc. Sales Opportunities	807.64	3,931.62	-3,123.98	-79.46%
Total Leisure / Group Sales	40,377.30	53,611.21	-13,233.91	-24.69%
Total MEDIA & WEBSITE	733,215.38	562,325.72	170,889.66	30.39%
VISITOR SVS / PARTNERSHIPS				
Visitor Services				
6220 · Event & Festival Guides	12,420.09	13,879.34	-1,459.25	-10.51%
6040 · In-County Guides	20,116.90	5,312.68	14,804.22	278.66%
6210 · Event Partnership Funding	19,433.94	5,688.99	13,744.95	241.61%
6530 · Incentives & Sponsorships	25,664.03	7,200.00	18,464.03	256.45%
6010 · Visitor Guide & Distribution	0.00	39,261.40	-39,261.40	-100.0%
6170 · Signage - Gateway, Kiosks	-5,513.63	7,345.51	-12,859.14	-175.06%
6190 · Visitor Center/ Info Support	6,145.00	6,382.50	-237.50	-3.72%
Retail Store	985.88	10,822.36	-9,836.48	-90.89%
Total Visitor Services	79,252.21	95,892.78	-16,640.57	-17.35%

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

07/26/2017
 Accrual Basis

	Jul '16 - Jun 17	Jul '15 - Jun 16	\$ Change	% Change
Partnerships				
6550 · Conferences & Seminars	6,246.89	10,150.96	-3,904.07	-38.46%
6620 · In-County Relations	1,347.83	4,173.73	-2,825.90	-67.71%
6520 · Memberships	7,969.48	11,080.58	-3,111.10	-28.08%
6510 · North Coast Tourism Council	5,000.00	749.74	4,250.26	566.9%
6570 · Travel-Partnership Related	0.00	11,370.62	-11,370.62	-100.0%
Total Partnerships	20,564.20	37,525.63	-16,961.43	-45.2%
Total VISITOR SVS / PARTNERSHIPS	99,816.41	133,418.41	-33,602.00	-25.19%
ADMIN EXPENSES				
Occupancy Costs				
7250 · Rent	22,300.00	21,600.00	700.00	3.24%
7120 · Insurance	1,767.08	1,952.00	-184.92	-9.47%
7260 · Repairs & Maintenance	3,217.60	1,763.56	1,454.04	82.45%
7270 · Taxes	72.25	56.35	15.90	28.22%
7310 · Telecommunication	8,106.26	12,452.69	-4,346.43	-34.9%
7350 · Utilities	8,088.71	5,008.03	3,080.68	61.52%
9700 · Depreciation Expense	0.00	35.00	-35.00	-100.0%
Total Occupancy Costs	43,551.90	42,867.63	684.27	1.6%
General Admin				
9720 · Amortization Expense	0.00	56,000.00	-56,000.00	-100.0%
7010 · Accounting	17,975.75	2,385.00	15,590.75	653.7%
7050 · Bad Debt	0.00	385.00	-385.00	-100.0%
7060 · Bank Fees	235.35	20.00	215.35	1,076.75%
5250 · Board Development	3,268.86	8,315.89	-5,047.03	-60.69%
7090 · Copying & Printing	3,463.89	384.92	3,078.97	799.9%
7030 · Legal Fees	4,717.50	3,623.04	1,094.46	30.21%
7020 · Bookkeeping	0.00	6,076.00	-6,076.00	-100.0%
7140 · Licenses & Permits	82.00	196.15	-114.15	-58.2%
7150 · Meeting Expenses	4,795.25	1,592.94	3,202.31	201.03%
7200 · Office Expense	12,268.48	13,804.86	-1,536.38	-11.13%
7210 · Postage & Shipping	21,137.96	1,039.11	20,098.85	1,934.24%
7280 · Travel Expenses	10,248.79	5,673.46	4,575.33	80.64%
Total General Admin	78,193.83	99,496.37	-21,302.54	-21.41%
Total ADMIN EXPENSES	121,745.73	142,364.00	-20,618.27	-14.48%

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

07/26/2017
 Accrual Basis

	Jul '16 - Jun 17	Jul '15 - Jun 16	\$ Change	% Change
MCLA Admin Expenses				
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	364.16	-364.16	-100.0%
8190 · mcla.info Expense	0.00	20.00	-20.00	-100.0%
Total MCLA Admin Expenses	0.00	3,289.92	-3,289.92	-100.0%
MCPA Admin Expenses				
8330 · Insurance	0.00	897.00	-897.00	-100.0%
8350 · Travel - MCPA	0.00	330.76	-330.76	-100.0%
Total MCPA Admin Expenses	0.00	1,227.76	-1,227.76	-100.0%
Personnel				
8510 · Salaries & Wages	204,422.85	202,803.26	1,619.59	0.8%
8520 · Paid Time Off	5,232.63	23,019.05	-17,786.42	-77.27%
8530 · Payroll Taxes	24,248.15	20,819.38	3,428.77	16.47%
8540 · Payroll Processing Fees	724.25	696.70	27.55	3.95%
8550 · Workers Comp	1,998.00	2,144.66	-146.66	-6.84%
8570 · Health Insurance	18,988.20	17,120.07	1,868.13	10.91%
8580 · Other Employee Benefits	0.00	3,753.74	-3,753.74	-100.0%
8590 · Contract Work	27,430.00	69,624.00	-42,194.00	-60.6%
7415 · Employee Recruitment	25,767.70	16,666.00	9,101.70	54.61%
Total Personnel	308,811.78	356,646.86	-47,835.08	-13.41%
Total Expense	1,263,589.30	1,199,272.67	64,316.63	5.36%
Net Ordinary Income	-45,201.49	115,584.45	-160,785.94	-139.11%
Other Income/Expense				
Other Income				
9890 · Current Year Surplus	0.00	202,926.62	-202,926.62	-100.0%
Total Other Income	0.00	202,926.62	-202,926.62	-100.0%
Other Expense				
9900 · Prior Period Expense	0.00	2,420.00	-2,420.00	-100.0%
Total Other Expense	0.00	2,420.00	-2,420.00	-100.0%
Net Other Income	0.00	200,506.62	-200,506.62	-100.0%
Net Income	-45,201.49	316,091.07	-361,292.56	-114.3%