

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

08/29/2016
Accrual Basis

	Jul 31, 16	Jul 31, 15	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1015 · MLCU Checking	169,904.67	0.00	169,904.67	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	0.00	47,218.44	-47,218.44	-100.0%
1030 · Cash drawer	100.00	100.00	0.00	0.0%
Total Checking/Savings	270,057.34	47,318.44	222,738.90	470.72%
Accounts Receivable				
1100 · Accounts Receivable	334,482.61	73,483.34	260,999.27	355.18%
Total Accounts Receivable	334,482.61	73,483.34	260,999.27	355.18%
Other Current Assets				
1230 · Prepaid Expenses	11,007.00	0.00	11,007.00	100.0%
1250 · Refundable Deposits	2,350.00	2,350.00	0.00	0.0%
Total Other Current Assets	13,357.00	2,350.00	11,007.00	468.38%
Total Current Assets	617,896.95	123,151.78	494,745.17	401.74%
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	618,005.95	123,260.78	494,745.17	401.38%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 · Accounts Payable	16,407.01	32,492.05	-16,085.04	-49.51%
Total Accounts Payable	16,407.01	32,492.05	-16,085.04	-49.51%
Other Current Liabilities				
Payroll Liabilities				
2210 · Federal Payroll Tax Payable	5,599.92	2,674.90	2,925.02	109.35%
2220 · State Payroll Tax Payable	1,012.13	480.42	531.71	110.68%
2230 · SUI & ETT Payable	219.58	0.00	219.58	100.0%
2240 · FUTA Payable	21.25	513.52	-492.27	-95.86%
2270 · Accrued Payroll	11,776.16	0.00	11,776.16	100.0%
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	18,859.80	4,023.67	14,836.13	368.72%

	Jul 31, 16	Jul 31, 15	\$ Change	% Change
2800 - Sales Tx Payable	14.16	16.97	-2.81	-16.56%
2910 - Accrued Expenses	0.00	7,658.13	-7,658.13	-100.0%
Total Other Current Liabilities	18,873.96	11,698.77	7,175.19	61.33%
Total Current Liabilities	35,280.97	44,190.82	-8,909.85	-20.16%
Total Liabilities	35,280.97	44,190.82	-8,909.85	-20.16%
Equity				
3100 - Contingency-Unrestricted	333,270.62	0.00	333,270.62	100.0%
3900 - Unrestricted Net Assets (RE)	240,517.21	72,563.52	167,953.69	231.46%
Net Income	8,937.15	6,506.44	2,430.71	37.36%
Total Equity	582,724.98	79,069.96	503,655.02	636.97%
TOTAL LIABILITIES & EQUITY	618,005.95	123,260.78	494,745.17	401.38%

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

08/29/2016
Accrual Basis

	Jul 16	Jul 15	\$ Change	% Change
Ordinary Income/Expense				
Income				
4010 · MCLA BID Assessment	0.00	53,450.00	-53,450.00	-100.0%
4020 · MCPA Matching Funds	0.00	28,125.00	-28,125.00	-100.0%
4030 · County BID	66,666.67	0.00	66,666.67	100.0%
4035 · County 50% Match	33,333.33	0.00	33,333.33	100.0%
Other Income				
4810 · Event Passport Income	0.00	-200.00	200.00	100.0%
4950 · Interest Income	1.68	2.80	-1.12	-40.0%
4850 · Retail Sales				
Taxable	176.49	200.19	-23.70	-11.84%
Total 4850 · Retail Sales	176.49	200.19	-23.70	-11.84%
Total Other Income	178.17	2.99	175.18	5,858.86%
Total Income	100,178.17	81,577.99	18,600.18	22.8%
Expense				
MEDIA & WEBSITE				
Advertising/ Media				
5010 · Media Plan Management	20,340.00	15,893.42	4,446.58	27.98%
5130 · Print/Online Advertising	3,800.00	0.00	3,800.00	100.0%
5150 · Advertising Design	0.00	225.54	-225.54	-100.0%
5165 · AdverGame	4,800.00	0.00	4,800.00	100.0%
5290 · E-Mail Marketing	330.00	0.00	330.00	100.0%
5110 · Video Production	171.72	0.00	171.72	100.0%
Total Advertising/ Media	29,441.72	16,118.96	13,322.76	82.65%
Public Relations				
5510 · Public Relations Contract	6,398.00	8,334.00	-1,936.00	-23.23%
5550 · Visiting Media Expenses	4,505.67	671.29	3,834.38	571.2%
5610 · Travel -PR Related	0.00	703.55	-703.55	-100.0%
5650 · Contractor-Communication Coord	5,000.00	4,000.00	1,000.00	25.0%
5660 · Clipping Service	513.02	535.95	-22.93	-4.28%
Total Public Relations	16,416.69	14,244.79	2,171.90	15.25%
Website Maint / Development				
5710 · Contractor-Media Coordinator	3,000.00	0.00	3,000.00	100.0%
5730 · Interactive Marketing	26.00	435.95	-409.95	-94.04%
5750 · Development/ Maintenance	600.00	0.00	600.00	100.0%
Total Website Maint / Development	3,626.00	435.95	3,190.05	731.75%

	Jul 16	Jul 15	\$ Change	% Change
Leisure/ Group Sales				
5810 · Booth Development & Giveaways	250.00	0.00	250.00	100.0%
5820 · Consumer & Trade Shows	942.35	0.00	942.35	100.0%
5840 · State Fair Exhibit	1,721.12	0.00	1,721.12	100.0%
5880 · Travel-Leisure/Grp Sales Staff	0.00	535.89	-535.89	-100.0%
5890 · Misc. Sales Activities	76.12	0.00	76.12	100.0%
Total Leisure/ Group Sales	2,989.59	535.89	2,453.70	457.87%
Total MEDIA & WEBSITE	52,474.00	31,335.59	21,138.41	67.46%
VISITOR SERVICES/PARTNERSHIPS				
Visitor Svcs/Fulfillment				
6010 · Visitor Guide & Distribution	85.02	605.00	-519.98	-85.95%
6210 · Event Partnership Funding	31.21	235.70	-204.49	-86.76%
6300 · In County Mixers, Fairs	83.93	50.00	33.93	67.86%
Retail Store				
6412A · Purchases for Resale	0.00	15.00	-15.00	-100.0%
6412B · Store Supplies/Expenses	43.55	51.27	-7.72	-15.06%
6412C · Contract Labor - Store	0.00	215.00	-215.00	-100.0%
6412D · Consignee payments	268.80	112.80	156.00	138.3%
Total Retail Store	312.35	394.07	-81.72	-20.74%
Total Visitor Svcs/Fulfillment	512.51	1,284.77	-772.26	-60.11%
Partnerships				
6520 · Memberships	1,153.38	2,572.08	-1,418.70	-55.16%
6530 · Arts Council	1,200.00	0.00	1,200.00	100.0%
6550 · Conferences & Seminars	0.00	799.95	-799.95	-100.0%
6570 · Travel-Partnership Related	115.56	2,172.61	-2,057.05	-94.68%
6620 · In County Partner Relations	221.94	0.00	221.94	100.0%
Total Partnerships	2,690.88	5,544.64	-2,853.76	-51.47%
Total VISITOR SERVICES/PARTNERSHIPS	3,203.39	6,829.41	-3,626.02	-53.09%
Admin Expenses				
7030 · Legal Fees	190.00	50.00	140.00	280.0%
7050 · Bad Debt	0.00	385.00	-385.00	-100.0%
7060 · Bank Fees	90.00	0.00	90.00	100.0%
7120 · Insurance	1,020.00	100.00	920.00	920.0%
7150 · Meeting Expenses	113.49	0.00	113.49	100.0%
7200 · Office Expense	1,332.37	976.19	356.18	36.49%
7210 · Postage & Shipping	50.00	98.00	-48.00	-48.98%
7250 · Rent	1,800.00	1,800.00	0.00	0.0%
7260 · Repairs & Maintenance	11.00	131.00	-120.00	-91.6%
7280 · Travel - VMC Admin	325.19	580.47	-255.28	-43.98%
7310 · Telecommunication	1,166.86	662.98	503.88	76.0%
7350 · Utilities	410.01	394.81	15.20	3.85%
Total Admin Expenses	6,508.92	5,178.45	1,330.47	25.69%

	Jul 16	Jul 15	\$ Change	% Change
MCLA Admin Expenses				
8110 · Member Newsletter Printing	0.00	1,180.94	-1,180.94	-100.0%
8180 · Travel - MCLA	0.00	29.90	-29.90	-100.0%
Total MCLA Admin Expenses	0.00	1,210.84	-1,210.84	-100.0%
Personnel				
8510 · Salaries & Wages	19,644.66	17,661.74	1,982.92	11.23%
8520 · Paid Time Off	230.76	2,133.26	-1,902.50	-89.18%
8530 · Payroll Taxes	1,761.29	2,027.85	-266.56	-13.15%
8540 · Payroll Processing Fees	7.00	0.00	7.00	100.0%
8550 · Workers Comp	0.00	2,144.66	-2,144.66	-100.0%
8570 · Health Insurance	1,472.00	2,974.75	-1,502.75	-50.52%
8580 · Other Employee Benefits	0.00	1,155.00	-1,155.00	-100.0%
8590 · Contract Work	939.00	0.00	939.00	100.0%
7415 · Executive Director Search	5,000.00	0.00	5,000.00	100.0%
Total Personnel	29,054.71	28,097.26	957.45	3.41%
Total Expense	91,241.02	72,651.55	18,589.47	25.59%
Net Ordinary Income	8,937.15	8,926.44	10.71	0.12%
Other Income/Expense				
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	-2,420.00	2,420.00	100.0%
Net Income	8,937.15	6,506.44	2,430.71	37.36%