

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

09/26/2016
Accrual Basis

	Aug 31, 16	Aug 31, 15	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1015 · MLCU Checking	343,400.51	0.00	343,400.51	100.0%
1020 · MLCU Savings	130,396.67	0.00	130,396.67	100.0%
1010 · Savings Bank checking	0.00	22,492.89	-22,492.89	-100.0%
1030 · Cash drawer	100.00	100.00	0.00	0.0%
Total Checking/Savings	473,897.18	22,592.89	451,304.29	1,997.55%
Accounts Receivable				
1100 · Accounts Receivable	170,351.43	94,608.34	75,743.09	80.06%
Total Accounts Receivable	170,351.43	94,608.34	75,743.09	80.06%
Other Current Assets				
1230 · Prepaid Expenses	7,240.00	0.00	7,240.00	100.0%
1250 · Refundable Deposits	2,350.00	2,350.00	0.00	0.0%
Total Other Current Assets	9,590.00	2,350.00	7,240.00	308.09%
Total Current Assets	653,838.61	119,551.23	534,287.38	446.91%
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	653,947.61	119,660.23	534,287.38	446.5%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 · Accounts Payable	37,420.44	15,413.43	22,007.01	142.78%
Total Accounts Payable	37,420.44	15,413.43	22,007.01	142.78%
Other Current Liabilities				
Payroll Liabilities				
2210 · Federal Payroll Tax Payable	5,658.20	0.00	5,658.20	100.0%
2220 · State Payroll Tax Payable	1,089.08	0.00	1,089.08	100.0%
2230 · SUI & ETT Payable	434.00	36.74	397.26	1,081.27%
2240 · FUTA Payable	70.51	517.08	-446.57	-86.36%
2275 · Accrued PTO	4,123.17	0.00	4,123.17	100.0%
Total Payroll Liabilities	11,374.96	553.82	10,821.14	1,953.91%
2800 · Sales Tx Payable	81.78	106.07	-24.29	-22.9%
Total Other Current Liabilities	11,456.74	659.89	10,796.85	1,636.16%
Total Current Liabilities	48,877.18	16,073.32	32,803.86	204.09%
Total Liabilities	48,877.18	16,073.32	32,803.86	204.09%

Mendocino County Tourism Commission, Inc.
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	Aug 31, 16	Aug 31, 15	\$ Change	% Change
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	31,282.60	31,023.39	259.21	0.84%
Total Equity	605,070.43	103,586.91	501,483.52	484.12%
TOTAL LIABILITIES & EQUITY	653,947.61	119,660.23	534,287.38	446.5%

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

09/26/2016
 Accrual Basis

	Jul - Aug 16	Jul - Aug 15	\$ Change	% Change
Ordinary Income/Expense				
Income				
4010 · MCLA BID Assessment	0.00	106,900.00	-106,900.00	-100.0%
4020 · MCPA Matching Funds	0.00	56,250.00	-56,250.00	-100.0%
4030 · County BID	133,333.34	0.00	133,333.34	100.0%
4031 · County BID adjustments	1,644.32	0.00	1,644.32	100.0%
4035 · County 50% Match	66,666.66	0.00	66,666.66	100.0%
Other Income				
4810 · Event Passport Income	0.00	-200.00	200.00	100.0%
4950 · Interest Income	2.97	5.49	-2.52	-45.9%
4850 · Retail Sales	968.34	1,256.03	-287.69	-22.91%
Total Other Income	971.31	1,061.52	-90.21	-8.5%
Total Income	202,615.63	164,211.52	38,404.11	23.39%
Gross Profit	202,615.63	164,211.52	38,404.11	23.39%
Expense				
MEDIA & WEBSITE				
Advertising/ Media				
5010 · Media Plan Management	0.00	31,786.84	-31,786.84	-100.0%
5130 · Print & Online Advertising				
5120 · Digital & Broadcast	795.79	0.00	795.79	100.0%
5290 · E-Marketing	719.00	0.00	719.00	100.0%
5200 · Print & Direct Mail	30,965.00	0.00	30,965.00	100.0%
Total 5130 · Print & Online Advertising	32,479.79	0.00	32,479.79	100.0%
5150 · Ad Development/Design	0.00	315.54	-315.54	-100.0%
5165 · AdverGame Development	4,800.00	0.00	4,800.00	100.0%
5030 · Co-op Advertising	0.00	50.00	-50.00	-100.0%
5110 · Video Development	171.72	0.00	171.72	100.0%
Total Advertising/ Media	37,451.51	32,152.38	5,299.13	16.48%
Public Relations				
5510 · Public Relations Contract	22,270.86	16,668.00	5,602.86	33.61%
5650 · Marketing & Comm. Coordinator	10,000.00	8,000.00	2,000.00	25.0%
5530 · In-Market PR Stunts	0.00	400.00	-400.00	-100.0%
5610 · Travel -PR Related	130.68	703.55	-572.87	-81.43%
5550 · Visiting Media FAM Expenses	1,731.42	1,705.64	25.78	1.51%
5660 · Clipping Service	0.00	908.78	-908.78	-100.0%
Total Public Relations	34,132.96	28,385.97	5,746.99	20.25%
Website Maint / Development				
5710 · Interactive Media Coordinator	5,520.00	0.00	5,520.00	100.0%
5730 · Interactive Marketing	247.29	970.90	-723.61	-74.53%
5750 · Development/ Maintenance	1,200.00	3,104.45	-1,904.45	-61.35%
Total Website Maint / Development	6,967.29	4,075.35	2,891.94	70.96%

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

09/26/2016
 Accrual Basis

	Jul - Aug 16	Jul - Aug 15	\$ Change	% Change
Leisure/ Group Sales				
5810 · Promotion Items, Booth Develop	250.00	0.00	250.00	100.0%
5820 · Consumer & Trade Shows	2,617.44	0.00	2,617.44	100.0%
5840 · State Fair Exhibit	1,721.12	0.00	1,721.12	100.0%
5880 · Travel - Leisure/Group Sales	0.00	549.69	-549.69	-100.0%
5890 · Misc. Sales Opportunities	76.12	0.00	76.12	100.0%
Total Leisure/ Group Sales	4,664.68	549.69	4,114.99	748.6%
Total MEDIA & WEBSITE	83,216.44	65,163.39	18,053.05	27.7%
VISITOR SERVICES/PARTNERSHIPS				
Visitor Svs/Fulfillment				
6220 · Event & Festival Guides	1,202.23	721.00	481.23	66.75%
6210 · Event Partnership Funding	31.21	590.83	-559.62	-94.72%
6530 · Incentives & Sponsorships	2,400.00	0.00	2,400.00	100.0%
6010 · Visitor Guide & Distribution	85.02	680.02	-595.00	-87.5%
Retail Store				
6412A · Purchases for Resale	0.00	26.60	-26.60	-100.0%
6412B · Store Supplies/Expenses	43.55	107.11	-63.56	-59.34%
6412C · Contract Labor - Store	0.00	430.00	-430.00	-100.0%
6412D · Consignee payments	708.80	617.20	91.60	14.84%
Total Retail Store	752.35	1,180.91	-428.56	-36.29%
Total Visitor Svs/Fulfillment	4,470.81	3,172.76	1,298.05	40.91%
Partnerships				
6550 · Conferences & Seminars	1,399.00	1,949.95	-550.95	-28.26%
6620 · In-County Relations	415.97	50.00	365.97	731.94%
6520 · Memberships	4,053.38	6,077.08	-2,023.70	-33.3%
6510 · North Coast Tourism Council	0.00	205.10	-205.10	-100.0%
6570 · Travel-Partnership Related	0.00	2,273.81	-2,273.81	-100.0%
Total Partnerships	5,868.35	10,555.94	-4,687.59	-44.41%
Total VISITOR SERVICES/PARTNERSHIPS	10,339.16	13,728.70	-3,389.54	-24.69%
ADMIN EXPENSES				
Occupancy Costs				
7250 · Rent	3,600.00	3,600.00	0.00	0.0%
7120 · Insurance	1,070.00	100.00	970.00	970.0%
7260 · Repairs & Maintenance	22.00	343.00	-321.00	-93.59%
7270 · Taxes - Unsecured	62.25	56.35	5.90	10.47%
7310 · Telecommunication	2,162.33	1,289.35	872.98	67.71%
7350 · Utilities	824.16	754.19	69.97	9.28%
Total Occupancy Costs	7,740.74	6,142.89	1,597.85	26.01%
General Admin				
7010 · Accounting	1,909.25	0.00	1,909.25	100.0%
7050 · Bad Debt	0.00	385.00	-385.00	-100.0%

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	Jul - Aug 16	Jul - Aug 15	\$ Change	% Change
7060 · Bank Fees	90.00	0.00	90.00	100.0%
7090 · Copying & Printing	235.17	0.00	235.17	100.0%
7030 · Legal Fees	190.00	80.00	110.00	137.5%
7150 · Meeting Expenses	205.40	160.95	44.45	27.62%
7200 · Office Expense	4,647.73	1,559.80	3,087.93	197.97%
7210 · Postage & Shipping	285.81	125.30	160.51	128.1%
7280 · Travel Expenses	1,438.45	1,201.68	236.77	19.7%
Total General Admin	9,001.81	3,512.73	5,489.08	156.26%
Total ADMIN EXPENSES	16,742.55	9,655.62	7,086.93	73.4%
MCLA Admin Expenses				
8110 · Member Newsletter Printing	0.00	1,180.94	-1,180.94	-100.0%
8180 · Travel - MCLA	0.00	39.68	-39.68	-100.0%
Total MCLA Admin Expenses	0.00	1,220.62	-1,220.62	-100.0%
Personnel				
8510 · Salaries & Wages	30,198.61	24,696.44	5,502.17	22.28%
8520 · Paid Time Off	925.01	5,145.82	-4,220.81	-82.02%
8530 · Payroll Taxes	3,460.06	2,836.76	623.30	21.97%
8540 · Payroll Processing Fees	7.00	27.20	-20.20	-74.27%
8550 · Workers Comp	2,467.00	2,144.66	322.34	15.03%
8570 · Health Insurance	3,470.00	4,633.92	-1,163.92	-25.12%
8580 · Other Employee Benefits	0.00	1,155.00	-1,155.00	-100.0%
8590 · Contract Work	1,059.00	360.00	699.00	194.17%
7415 · Executive Director Search	19,448.20	0.00	19,448.20	100.0%
Total Personnel	61,034.88	40,999.80	20,035.08	48.87%
Total Expense	171,333.03	130,768.13	40,564.90	31.02%
Net Ordinary Income	31,282.60	33,443.39	-2,160.79	-6.46%
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	31,282.60	31,023.39	259.21	0.84%

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

09/26/2016
 Accrual Basis

	Jul - Aug 16	YTD Budget	% of Budget	Annual Budget
Ordinary Income/Expense				
Income				
4030 · County BID	133,333.34	133,333.34	100.0%	800,000.00
4031 · County BID adjustments	1,644.32			
4035 · County 50% Match	66,666.66	66,666.66	100.0%	400,000.00
4050 · NCTC Administration	0.00	0.00	0.0%	19,000.00
4990 · Previous Year Surplus	0.00	32,194.00	0.0%	193,174.00
Other Income				
4940 · Misc. Income	0.00	0.00	0.0%	10,900.00
4950 · Interest Income	2.97	4.00	74.25%	100.00
4850 · Retail Sales	968.34	1,666.66	58.1%	10,000.00
Total Other Income	<u>971.31</u>	<u>1,670.66</u>	<u>58.14%</u>	<u>21,000.00</u>
Total Income	<u>202,615.63</u>	<u>233,864.66</u>	<u>86.64%</u>	<u>1,433,174.00</u>
Gross Profit	202,615.63	233,864.66	86.64%	1,433,174.00
Expense				
MEDIA & WEBSITE				
Advertising/ Media				
5130 · Print & Online Advertising				
5120 · Digital & Broadcast	795.79	22,200.00	3.59%	133,200.00
5290 · E-Marketing	719.00	5,300.00	13.57%	31,800.00
5200 · Print & Direct Mail	30,965.00	17,598.80	175.95%	105,593.00
Total 5130 · Print & Online Advertising	<u>32,479.79</u>	<u>45,098.80</u>	<u>72.02%</u>	<u>270,593.00</u>
5150 · Ad Development/Design	0.00	1,000.00	0.0%	6,000.00
5165 · AdverGame Development	4,800.00	4,800.00	100.0%	12,000.00
5170 · Photography	0.00	1,666.66	0.0%	10,000.00
5240 · Research & Development	0.00	3,333.30	0.0%	20,000.00
5110 · Video Development	171.72	3,333.30	5.15%	20,000.00
5015 · Marketing Contingency	0.00	25,000.00	0.0%	150,000.00
Total Advertising/ Media	<u>37,451.51</u>	<u>84,232.06</u>	<u>44.46%</u>	<u>488,593.00</u>
Public Relations				
5510 · Public Relations Contract	22,270.86	22,500.00	98.98%	135,000.00
5650 · Marketing & Comm. Coordinator	10,000.00	10,000.00	100.0%	60,000.00
5530 · In-Market PR Stunts	0.00	833.30	0.0%	5,000.00
5560 · Media Events	0.00	416.66	0.0%	2,500.00
5610 · Travel -PR Related	130.68	1,666.66	7.84%	10,000.00
5550 · Visiting Media FAM Expenses	1,731.42	1,666.66	103.89%	10,000.00
Total Public Relations	<u>34,132.96</u>	<u>37,083.28</u>	<u>92.04%</u>	<u>222,500.00</u>

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

09/26/2016
Accrual Basis

	Jul - Aug 16	YTD Budget	% of Budget	Annual Budget
Website Maint / Development				
5710 · Interactive Media Coordinator	5,520.00	6,000.00	92.0%	36,000.00
5730 · Interactive Marketing	247.29	2,000.00	12.37%	12,000.00
5750 · Development/ Maintenance	1,200.00	4,166.66	28.8%	25,000.00
Total Website Maint / Development	6,967.29	12,166.66	57.27%	73,000.00
Leisure/ Group Sales				
5810 · Promotion Items, Booth Develop	250.00	833.34	30.0%	5,000.00
5820 · Consumer & Trade Shows	2,617.44	2,620.00	99.9%	12,000.00
5840 · State Fair Exhibit	1,721.12	833.34	206.53%	5,000.00
5870 · Shipping - Travel Shows	0.00	500.00	0.0%	3,000.00
5885 · Travel - Group FAMs	0.00	1,333.34	0.0%	8,000.00
5880 · Travel - Leisure/Group Sales	0.00	1,666.66	0.0%	10,000.00
5890 · Misc. Sales Opportunities	76.12	333.34	22.84%	2,000.00
Total Leisure/ Group Sales	4,664.68	8,120.02	57.45%	45,000.00
Total MEDIA & WEBSITE	83,216.44	141,602.02	58.77%	829,093.00
VISITOR SERVICES/PARTNERSHIPS				
Visitor Svs/Fulfillment				
6220 · Event & Festival Guides	1,202.23	1,200.00	100.19%	16,000.00
6040 · In County Guides	0.00	2,500.00	0.0%	15,000.00
6210 · Event Partnership Funding	31.21	4,166.66	0.75%	25,000.00
6530 · Incentives & Sponsorships	2,400.00	2,500.00	96.0%	15,000.00
6010 · Visitor Guide & Distribution	85.02	0.00	100.0%	0.00
6170 · Signage - Gateway, Kiosks	0.00	1,333.34	0.0%	8,000.00
6190 · Visitor Center/ Info Support	0.00	1,000.00	0.0%	6,000.00
Retail Store				
6412B · Store Supplies/Expenses	43.55			
6412D · Consignee payments	708.80			
Retail Store - Other	0.00	1,666.66	0.0%	10,000.00
Total Retail Store	752.35	1,666.66	45.14%	10,000.00
Total Visitor Svs/Fulfillment	4,470.81	14,366.66	31.12%	95,000.00
Partnerships				
6550 · Conferences & Seminars	1,399.00	1,400.00	99.93%	5,000.00
6620 · In-County Relations	415.97	166.66	249.59%	1,000.00
6520 · Memberships	4,053.38	4,100.00	98.86%	7,000.00
6510 · North Coast Tourism Council	0.00	0.00	0.0%	10,000.00
Total Partnerships	5,868.35	5,666.66	103.56%	23,000.00
Total VISITOR SERVICES/PARTNERSHIPS	10,339.16	20,033.32	51.61%	118,000.00

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

09/26/2016
 Accrual Basis

	Jul - Aug 16	YTD Budget	% of Budget	Annual Budget
ADMIN EXPENSES				
Occupancy Costs				
7250 · Rent	3,600.00	3,600.00	100.0%	21,600.00
7120 · Insurance	1,070.00	1,070.00	100.0%	3,000.00
7260 · Repairs & Maintenance	22.00	833.34	2.64%	5,000.00
7270 · Taxes - Unsecured	62.25	62.25	100.0%	62.25
7310 · Telecommunication	2,162.33	2,165.00	99.88%	3,750.00
7350 · Utilities	824.16	840.00	98.11%	5,500.00
9700 · Depreciation Expense	0.00			109.00
Total Occupancy Costs	7,740.74	8,570.59	90.32%	39,021.25
General Admin				
7010 · Accounting	1,909.25	2,000.00	95.46%	15,000.00
7060 · Bank Fees	90.00	90.00	100.0%	150.00
5250 · Board Development	0.00	0.00	0.0%	3,500.00
7090 · Copying & Printing	235.17	240.00	97.99%	1,200.00
7030 · Legal Fees	190.00	666.68	28.5%	4,000.00
7140 · Licenses & Permits	0.00	0.00	0.0%	47.00
7150 · Meeting Expenses	205.40	100.00	205.4%	500.00
7200 · Office Expense	4,647.73	2,730.00	170.25%	9,480.75
7210 · Postage & Shipping	285.81	300.00	95.27%	13,142.00
7280 · Travel Expenses	1,438.45	2,240.00	64.22%	13,450.00
Total General Admin	9,001.81	8,366.68	107.59%	60,469.75
Total ADMIN EXPENSES	16,742.55	16,937.27	98.85%	99,491.00
Personnel				
8510 · Salaries & Wages	30,198.61	50,000.00	60.4%	300,000.00
8520 · Paid Time Off	925.01			
8530 · Payroll Taxes	3,460.06	5,000.00	69.2%	30,000.00
8540 · Payroll Processing Fees	7.00	7.00	100.0%	701.00
8550 · Workers Comp	2,467.00	2,467.00	100.0%	2,975.00
8570 · Health Insurance	3,470.00	3,475.00	99.86%	20,880.00
8580 · Other Employee Benefits	0.00	0.00	0.0%	3,300.00
8590 · Contract Work	1,059.00	1,060.00	99.91%	5,400.00
7415 · Executive Director Search	19,448.20	19,448.20	100.0%	23,334.00
Total Personnel	61,034.88	81,457.20	74.93%	386,590.00
Total Expense	171,333.03	260,029.81	65.89%	1,433,174.00
Net Ordinary Income	31,282.60	-26,165.15	-119.56%	0.00
Net Income	31,282.60	-26,165.15	-119.56%	0.00

Mendocino County Tourism Commission, Inc.
Summary - Profit & Loss Budget Performance
 August 2016

09/26/2016
 Accrual Basis

	Jul - Aug 16	YTD Budget	% of Budget	Annual Budget
Ordinary Income/Expense				
Income				
4030 · County BID	133,333.34	133,333.34	100.0%	800,000.00
4031 · County BID adjustments	1,644.32			
4035 · County 50% Match	66,666.66	66,666.66	100.0%	400,000.00
4050 · NCTC Administration	0.00	0.00	0.0%	19,000.00
4990 · Previous Year Surplus	0.00	32,194.00	0.0%	193,174.00
Other Income	971.31	1,670.66	58.14%	21,000.00
Total Income	202,615.63	233,864.66	86.64%	1,433,174.00
Gross Profit	202,615.63	233,864.66	86.64%	1,433,174.00
Expense				
MEDIA & WEBSITE	83,216.44	141,602.02	58.77%	829,093.00
VISITOR SERVICES/PARTNERSHIPS	10,339.16	20,033.32	51.61%	118,000.00
ADMIN EXPENSES	16,742.55	16,937.27	98.85%	99,491.00
Personnel	61,034.88	81,457.20	74.93%	386,590.00
Total Expense	171,333.03	260,029.81	65.89%	1,433,174.00
Net Ordinary Income	31,282.60	-26,165.15	-119.56%	0.00
Net Income	31,282.60	-26,165.15	-119.56%	0.00