

**Mendocino County Tourism Commission, Inc.**  
**Profit & Loss Budget Performance - SUMMARY**  
 August 2017

**09/29/2017**  
**Accrual Basis**

	<b>Aug 17</b>	<b>Budget</b>	<b>% of Budget</b>	<b>Jul - Aug 17</b>	<b>YTD Budget</b>	<b>% of Budget</b>	<b>Annual Budget</b>
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
<b>4030 - County BID</b>	73,876.59	73,876.59	100.0%	147,753.18	147,753.18	100.0%	886,519.00
<b>4031 - County BID adjustments</b>	0.00	0.00	0.0%	20,873.25	0.00	100.0%	0.00
<b>4035 - County 50% Match</b>	36,294.00	36,294.00	100.0%	72,588.00	72,588.00	100.0%	435,530.00
<b>Other Income</b>	1,448.13	1,302.50	111.18%	1,455.70	1,305.00	111.55%	26,600.00
<b>Total Income</b>	<b>111,618.72</b>	<b>111,473.09</b>	<b>100.13%</b>	<b>242,670.13</b>	<b>221,646.18</b>	<b>109.49%</b>	<b>1,348,649.00</b>
<b>Gross Profit</b>	<b>111,618.72</b>	<b>111,473.09</b>	<b>100.13%</b>	<b>242,670.13</b>	<b>221,646.18</b>	<b>109.49%</b>	<b>1,348,649.00</b>
<b>Expense</b>							
<b>MEDIA &amp; WEBSITE</b>	36,359.38	68,011.75	53.46%	78,561.15	134,223.50	58.53%	836,649.00
<b>VISITOR SVS / PARTNERSHIPS</b>	5,243.54	6,943.33	75.52%	23,794.02	25,316.66	93.99%	123,000.00
<b>ADMIN EXPENSES</b>	6,732.68	8,015.67	83.99%	16,947.23	19,004.67	89.17%	111,200.00
<b>Personnel</b>	19,933.82	22,683.00	87.88%	43,756.28	48,884.00	89.51%	277,800.00
<b>Total Expense</b>	<b>68,269.42</b>	<b>105,653.75</b>	<b>64.62%</b>	<b>163,058.68</b>	<b>227,428.83</b>	<b>71.7%</b>	<b>1,348,649.00</b>
<b>Net Ordinary Income</b>	<b>43,349.30</b>	<b>5,819.34</b>	<b>744.92%</b>	<b>79,611.45</b>	<b>(5,782.65)</b>	<b>(1,376.73%)</b>	<b>0.00</b>
<b>Net Income</b>	<b>43,349.30</b>	<b>5,819.34</b>	<b>744.92%</b>	<b>79,611.45</b>	<b>(5,782.65)</b>	<b>(1,376.73%)</b>	<b>0.00</b>

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

09/29/2017  
 Accrual Basis

	<b>Aug 17</b>	<b>Budget</b>	<b>% of Budget</b>	<b>Jul - Aug 17</b>	<b>YTD Budget</b>	<b>% of Budget</b>	<b>Annual Budget</b>
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
<b>4030 · County BID</b>	73,876.59	73,876.59	100.0%	147,753.18	147,753.18	100.0%	886,519.00
<b>4031 · County BID adjustments</b>	0.00	0.00	0.0%	20,873.25	0.00	100.0%	0.00
<b>4035 · County 50% Match</b>	36,294.00	36,294.00	100.0%	72,588.00	72,588.00	100.0%	435,530.00
<b>Other Income</b>							
<b>4251 · Cooperative Advertising</b>	0.00	0.00	0.0%	0.00	0.00	0.0%	12,000.00
<b>4830 · Event Brochure Ads</b>	1,425.00			1,425.00			
<b>4940 · Misc. Income</b>	12.05	1,300.00	0.93%	12.05	1,300.00	0.93%	14,500.00
<b>4950 · Interest Income</b>	11.08	2.50	443.2%	18.65	5.00	373.0%	100.00
<b>Total Other Income</b>	1,448.13	1,302.50	111.18%	1,455.70	1,305.00	111.55%	26,600.00
<b>Total Income</b>	111,618.72	111,473.09	100.13%	242,670.13	221,646.18	109.49%	1,348,649.00
<b>Gross Profit</b>	111,618.72	111,473.09	100.13%	242,670.13	221,646.18	109.49%	1,348,649.00
<b>Expense</b>							
<b>MEDIA &amp; WEBSITE</b>							
<b>Advertising / Media</b>							
<b>5130 · Print &amp; Online Advertising</b>							
<b>5130 · Print &amp; Online Advertising - C</b>	5,813.98	27,083.00	21.47%	7,894.76	54,166.00	14.58%	325,000.00
<b>Total 5130 · Print &amp; Online Advertising</b>	5,813.98	27,083.00	21.47%	7,894.76	54,166.00	14.58%	325,000.00
<b>5150 · Ad Development/Design</b>	0.00	666.67	0.0%	0.00	1,333.34	0.0%	8,000.00
<b>5170 · Photography</b>	0.00	666.67	0.0%	0.00	1,333.34	0.0%	8,000.00
<b>5240 · Research &amp; Development</b>	0.00	1,666.67	0.0%	0.00	3,333.34	0.0%	20,000.00
<b>5110 · Video Development</b>	0.00	970.75	0.0%	0.00	1,941.50	0.0%	11,649.00
<b>5015 · Marketing Contingency</b>	0.00	833.33	0.0%	0.00	1,666.66	0.0%	10,000.00
<b>Total Advertising / Media</b>	5,813.98	31,887.09	18.23%	7,894.76	63,774.18	12.38%	382,649.00

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	<b>Aug 17</b>	<b>Budget</b>	<b>% of Budget</b>	<b>Jul - Aug 17</b>	<b>YTD Budget</b>	<b>% of Budget</b>	<b>Annual Budget</b>
<b>Marketing / Public Relations</b>							
5510 · Public Relations Contract	6,666.66	8,208.33	81.22%	13,333.32	16,416.66	81.22%	98,500.00
5520 · Marketing Agency Contract	8,333.00	8,333.00	100.0%	16,666.00	16,666.00	100.0%	100,000.00
5650 · Marketing & Comm. Coordinator	5,500.00	5,500.00	100.0%	11,000.00	11,000.00	100.0%	66,000.00
5660 · Clipping Service	425.92	541.67	78.63%	1,031.74	1,083.34	95.24%	6,500.00
5530 · In-Market PR Stunts	0.00	208.33	0.0%	0.00	416.66	0.0%	2,500.00
5560 · Media Events	1,750.00	291.67	599.99%	1,750.00	583.34	300.0%	3,500.00
5610 · Travel -PR Related	94.55	833.33	11.35%	94.55	1,666.66	5.67%	10,000.00
5550 · Visiting Media FAM Expenses	71.16	1,100.00	6.47%	173.99	2,200.00	7.91%	12,000.00
<b>Total Marketing / Public Relations</b>	<b>22,841.29</b>	<b>25,016.33</b>	<b>91.31%</b>	<b>44,049.60</b>	<b>50,032.66</b>	<b>88.04%</b>	<b>299,000.00</b>
<b>Website Maint / Development</b>							
5710 · Interactive Media Coordinator	2,500.00	2,500.00	100.0%	5,000.00	5,000.00	100.0%	30,000.00
5730 · Interactive Marketing	228.00	1,000.00	22.8%	228.00	2,000.00	11.4%	12,000.00
5750 · Development/ Maintenance	600.00	1,416.67	42.35%	1,200.00	2,833.34	42.35%	17,000.00
<b>Total Website Maint / Development</b>	<b>3,328.00</b>	<b>4,916.67</b>	<b>67.69%</b>	<b>6,428.00</b>	<b>9,833.34</b>	<b>65.37%</b>	<b>59,000.00</b>
<b>Leisure / Group Sales</b>							
5805 · Sales Manager Contract	4,166.66	4,166.66	100.0%	8,333.32	8,333.32	100.0%	50,000.00
5810 · Promotion Items, Booth Develop	113.85	0.00	100.0%	11,565.95	0.00	100.0%	3,000.00
5820 · Consumer & Trade Shows	68.25	0.00	100.0%	187.27	0.00	100.0%	13,500.00
5840 · State Fair Exhibit	0.00	0.00	0.0%	0.00	0.00	0.0%	4,500.00
5870 · Shipping - Travel Shows	0.00	0.00	0.0%	0.00	0.00	0.0%	2,500.00
5885 · Travel - Group FAMs	27.35	900.00	3.04%	102.25	1,000.00	10.23%	10,000.00
5880 · Travel - Leisure/Group Sales	0.00	1,000.00	0.0%	0.00	1,000.00	0.0%	11,000.00
5890 · Misc. Sales Opportunities	0.00	125.00	0.0%	0.00	250.00	0.0%	1,500.00
<b>Total Leisure / Group Sales</b>	<b>4,376.11</b>	<b>6,191.66</b>	<b>70.68%</b>	<b>20,188.79</b>	<b>10,583.32</b>	<b>190.76%</b>	<b>96,000.00</b>
<b>Total MEDIA &amp; WEBSITE</b>	<b>36,359.38</b>	<b>68,011.75</b>	<b>53.46%</b>	<b>78,561.15</b>	<b>134,223.50</b>	<b>58.53%</b>	<b>836,649.00</b>

**Mendocino County Tourism Commission, Inc.**  
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 August 2017

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**Accrual Basis**

	<b>Aug 17</b>	<b>Budget</b>	<b>% of Budget</b>	<b>Jul - Aug 17</b>	<b>YTD Budget</b>	<b>% of Budget</b>	<b>Annual Budget</b>
<b>VISITOR SVS / PARTNERSHIPS</b>							
<b>Visitor Services</b>							
6220 · Event & Festival Guides	1,229.59	2,000.00	61.48%	1,469.94	2,000.00	73.5%	50,000.00
6530 · Incentives & Sponsorships	3,812.50	3,583.33	106.4%	5,575.00	7,166.66	77.79%	43,000.00
6170 · Visitor Centers & Signage	0.00	0.00	0.0%	150.00	0.00	100.0%	2,000.00
<b>Total Visitor Services</b>	<b>5,042.09</b>	<b>5,583.33</b>	<b>90.31%</b>	<b>7,194.94</b>	<b>9,166.66</b>	<b>78.49%</b>	<b>95,000.00</b>
<b>Partnerships</b>							
6550 · Conferences & Seminars	0.00	0.00	0.0%	0.00	0.00	0.0%	6,000.00
6620 · In-County Relations	201.45	390.00	51.65%	590.40	780.00	75.69%	4,680.00
6520 · Memberships	0.00	970.00	0.0%	6,008.68	5,370.00	111.89%	7,320.00
6510 · North Coast Tourism Council	0.00	0.00	0.0%	10,000.00	10,000.00	100.0%	10,000.00
<b>Total Partnerships</b>	<b>201.45</b>	<b>1,360.00</b>	<b>14.81%</b>	<b>16,599.08</b>	<b>16,150.00</b>	<b>102.78%</b>	<b>28,000.00</b>
<b>Total VISITOR SVS / PARTNERSHIPS</b>	<b>5,243.54</b>	<b>6,943.33</b>	<b>75.52%</b>	<b>23,794.02</b>	<b>25,316.66</b>	<b>93.99%</b>	<b>123,000.00</b>
<b>ADMIN EXPENSES</b>							
<b>Occupancy Costs</b>							
7250 · Rent	1,950.00	1,950.00	100.0%	3,900.00	3,900.00	100.0%	23,400.00
7120 · Insurance	0.00	0.00	0.0%	2,106.92	2,107.00	100.0%	2,717.00
7260 · Repairs & Maintenance	251.00	125.00	200.8%	382.00	250.00	152.8%	1,500.00
7270 · Taxes	62.31	63.00	98.91%	62.31	63.00	98.91%	73.00
7310 · Telecommunication	621.72	500.00	124.34%	1,082.56	1,000.00	108.26%	6,000.00
7350 · Utilities	592.98	666.67	88.95%	1,220.90	1,333.34	91.57%	8,000.00
<b>Total Occupancy Costs</b>	<b>3,478.01</b>	<b>3,304.67</b>	<b>105.25%</b>	<b>8,754.69</b>	<b>8,653.34</b>	<b>101.17%</b>	<b>41,690.00</b>

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<b>General Admin</b>							
7010 · Accounting	710.50	700.00	101.5%	1,270.50	1,300.00	97.73%	17,000.00
7060 · Bank Fees	38.95	41.00	95.0%	172.90	90.00	192.11%	500.00
5250 · Board Development	0.00	0.00	0.0%	0.00	0.00	0.0%	3,500.00
7090 · Copying & Printing	272.98	100.00	272.98%	411.12	200.00	205.56%	1,200.00
7030 · Legal Fees	530.00	208.33	254.4%	1,350.00	624.99	216.0%	2,500.00
7140 · Licenses & Permits	0.00	0.00	0.0%	0.00	0.00	0.0%	63.00
7150 · Meeting Expenses	352.26	125.00	281.81%	461.20	250.00	184.48%	1,500.00
7200 · Office Expense	289.08	1,095.00	26.4%	1,857.72	3,003.00	61.86%	13,947.00
7210 · Postage & Shipping	516.19	1,250.00	41.3%	1,229.66	2,500.00	49.19%	15,000.00
7280 · Travel Expenses	544.71	1,191.67	45.71%	1,439.44	2,383.34	60.4%	14,300.00
<b>Total General Admin</b>	<b>3,254.67</b>	<b>4,711.00</b>	<b>69.09%</b>	<b>8,192.54</b>	<b>10,351.33</b>	<b>79.15%</b>	<b>69,510.00</b>
<b>Total ADMIN EXPENSES</b>	<b>6,732.68</b>	<b>8,015.67</b>	<b>83.99%</b>	<b>16,947.23</b>	<b>19,004.67</b>	<b>89.17%</b>	<b>111,200.00</b>
<b>Personnel</b>							
8510 · Salaries & Wages	17,300.34	18,750.00	92.27%	34,164.68	37,500.00	91.11%	225,000.00
8530 · Payroll Taxes	1,323.48	1,783.00	74.23%	2,613.60	3,566.00	73.29%	21,400.00
8550 · Workers Comp	(730.00)	0.00	100.0%	2,788.00	3,518.00	79.25%	3,518.00
8570 · Health Insurance	1,600.00	1,600.00	100.0%	3,200.00	3,200.00	100.0%	20,304.00
8580 · Other Employee Benefits	0.00	0.00	0.0%	0.00	0.00	0.0%	3,078.00
8590 · Contract Work	440.00	550.00	80.0%	990.00	1,100.00	90.0%	3,000.00
7415 · Employee Recruitment	0.00	0.00	0.0%	0.00	0.00	0.0%	1,500.00
<b>Total Personnel</b>	<b>19,933.82</b>	<b>22,683.00</b>	<b>87.88%</b>	<b>43,756.28</b>	<b>48,884.00</b>	<b>89.51%</b>	<b>277,800.00</b>
<b>Total Expense</b>	<b>68,269.42</b>	<b>105,653.75</b>	<b>64.62%</b>	<b>163,058.68</b>	<b>227,428.83</b>	<b>71.7%</b>	<b>1,348,649.00</b>
<b>Net Ordinary Income</b>	<b>43,349.30</b>	<b>5,819.34</b>	<b>744.92%</b>	<b>79,611.45</b>	<b>(5,782.65)</b>	<b>(1,376.73%)</b>	<b>0.00</b>
<b>Net Income</b>	<b>43,349.30</b>	<b>5,819.34</b>	<b>744.92%</b>	<b>79,611.45</b>	<b>(5,782.65)</b>	<b>(1,376.73%)</b>	<b>0.00</b>

**Mendocino County Tourism Commission, Inc.**  
**Balance Sheet Prev Year Comparison**  
As of August 31, 2017

09/29/2017  
Accrual Basis

	Aug 31, 17	Aug 31, 16	\$ Change	% Change
<b>ASSETS</b>				
<b>Current Assets</b>				
<b>Checking/Savings</b>				
1015 · MLCU Checking	388,157.30	343,400.51	44,756.79	13.03%
1020 · MLCU Savings	130,476.50	130,396.67	79.83	0.06%
1030 · Cash drawer	100.00	100.00	0.00	0.0%
<b>Total Checking/Savings</b>	<b>518,733.80</b>	<b>473,897.18</b>	<b>44,836.62</b>	<b>9.46%</b>
<b>Accounts Receivable</b>				
1100 · Accounts Receivable	243,764.43	169,960.99	73,803.44	43.42%
<b>Total Accounts Receivable</b>	<b>243,764.43</b>	<b>169,960.99</b>	<b>73,803.44</b>	<b>43.42%</b>
<b>Other Current Assets</b>				
1230 · Prepaid Expenses	10,170.00	7,240.00	2,930.00	40.47%
1250 · Refundable Deposits	2,350.00	2,350.00	0.00	0.0%
<b>Total Other Current Assets</b>	<b>12,520.00</b>	<b>9,590.00</b>	<b>2,930.00</b>	<b>30.55%</b>
<b>Total Current Assets</b>	<b>775,018.23</b>	<b>653,448.17</b>	<b>121,570.06</b>	<b>18.6%</b>
<b>Fixed Assets</b>				
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%
<b>Total Fixed Assets</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.0%</b>
<b>Other Assets</b>				
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%
<b>Total Other Assets</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.0%</b>
<b>TOTAL ASSETS</b>	<b>775,018.23</b>	<b>653,448.17</b>	<b>121,570.06</b>	<b>18.6%</b>
<b>LIABILITIES &amp; EQUITY</b>				
<b>Liabilities</b>				
<b>Current Liabilities</b>				
<b>Accounts Payable</b>				
2000 · Accounts Payable	33,240.39	38,922.21	(5,681.82)	(14.6%)
<b>Total Accounts Payable</b>	<b>33,240.39</b>	<b>38,922.21</b>	<b>(5,681.82)</b>	<b>(14.6%)</b>
<b>Other Current Liabilities</b>				
<b>Payroll Liabilities</b>				
2210 · Federal Payroll Tax Payable	0.00	5,658.20	(5,658.20)	(100.0%)
2220 · State Payroll Tax Payable	0.00	1,089.08	(1,089.08)	(100.0%)
2230 · SUI & ETT Payable	0.00	434.00	(434.00)	(100.0%)
2240 · FUTA Payable	0.00	70.51	(70.51)	(100.0%)
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%)
<b>Total Payroll Liabilities</b>	<b>9,090.65</b>	<b>19,027.95</b>	<b>(9,937.30)</b>	<b>(52.23%)</b>

**Mendocino County Tourism Commission, Inc.**  
**Balance Sheet Prev Year Comparison**  
As of August 31, 2017

09/29/2017  
Accrual Basis

	<b>Aug 31, 17</b>	<b>Aug 31, 16</b>	<b>\$ Change</b>	<b>% Change</b>
2800 - Sales Tx Payable	0.00	81.78	(81.78)	(100.0%)
<b>Total Other Current Liabilities</b>	<b>9,090.65</b>	<b>19,109.73</b>	<b>(10,019.08)</b>	<b>(52.43%)</b>
<b>Total Current Liabilities</b>	<b>42,331.04</b>	<b>58,031.94</b>	<b>(15,700.90)</b>	<b>(27.06%)</b>
<b>Total Liabilities</b>	<b>42,331.04</b>	<b>58,031.94</b>	<b>(15,700.90)</b>	<b>(27.06%)</b>
<b>Equity</b>				
3100 - Contingency-Restricted	130,344.00	130,344.00	0.00	0.0%
3900 - Unrestricted Net Assets (RE)	522,731.74	443,565.59	79,166.15	17.85%
Net Income	79,611.45	21,506.64	58,104.81	270.17%
<b>Total Equity</b>	<b>732,687.19</b>	<b>595,416.23</b>	<b>137,270.96</b>	<b>23.06%</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>775,018.23</b>	<b>653,448.17</b>	<b>121,570.06</b>	<b>18.6%</b>

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

**09/29/2017**  
**Accrual Basis**

	<b>Jul - Aug 17</b>	<b>Jul - Aug 16</b>	<b>\$ Change</b>	<b>% Change</b>
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
<b>4030 · County BID</b>	147,753.18	133,333.34	14,419.84	10.82%
<b>4031 · County BID adjustments</b>	20,873.25	1,644.32	19,228.93	1,169.42%
<b>4035 · County 50% Match</b>	72,588.00	66,666.66	5,921.34	8.88%
<b>Other Income</b>				
<b>4830 · Event Brochure Ads</b>	1,425.00	0.00	1,425.00	100.0%
<b>4940 · Misc. Income</b>	12.05	0.00	12.05	100.0%
<b>4950 · Interest Income</b>	18.65	2.97	15.68	527.95%
<b>4850 · Retail Sales</b>	0.00	968.34	(968.34)	(100.0%)
<b>Total Other Income</b>	1,455.70	971.31	484.39	49.87%
<b>Total Income</b>	242,670.13	202,615.63	40,054.50	19.77%
<b>Gross Profit</b>	242,670.13	202,615.63	40,054.50	19.77%
<b>Expense</b>				
<b>MEDIA &amp; WEBSITE</b>				
<b>Advertising / Media</b>				
<b>5130 · Print &amp; Online Advertising</b>				
<b>5120 · Digital &amp; Broadcast</b>	0.00	795.79	(795.79)	(100.0%)
<b>5290 · E-Marketing</b>	0.00	719.00	(719.00)	(100.0%)
<b>5200 · Print &amp; Direct Mail</b>	0.00	30,965.00	(30,965.00)	(100.0%)
<b>5130 · Print &amp; Online Advertising - Other</b>	7,894.76	0.00	7,894.76	100.0%
<b>Total 5130 · Print &amp; Online Advertising</b>	7,894.76	32,479.79	(24,585.03)	(75.69%)
<b>5165 · AdverGame Development</b>	0.00	4,800.00	(4,800.00)	(100.0%)
<b>5110 · Video Development</b>	0.00	171.72	(171.72)	(100.0%)
<b>Total Advertising / Media</b>	7,894.76	37,451.51	(29,556.75)	(78.92%)
<b>Marketing / Public Relations</b>				
<b>5510 · Public Relations Contract</b>	13,333.32	22,270.86	(8,937.54)	(40.13%)
<b>5520 · Marketing Agency Contract</b>	16,666.00	0.00	16,666.00	100.0%
<b>5650 · Marketing &amp; Comm. Coordinator</b>	11,000.00	10,000.00	1,000.00	10.0%
<b>5660 · Clipping Service</b>	1,031.74	0.00	1,031.74	100.0%
<b>5560 · Media Events</b>	1,750.00	0.00	1,750.00	100.0%
<b>5610 · Travel -PR Related</b>	94.55	1,255.48	(1,160.93)	(92.47%)
<b>5550 · Visiting Media FAM Expenses</b>	173.99	1,862.10	(1,688.11)	(90.66%)
<b>Total Marketing / Public Relations</b>	44,049.60	35,388.44	8,661.16	24.48%
<b>Website Maint / Development</b>				
<b>5710 · Interactive Media Coordinator</b>	5,000.00	5,520.00	(520.00)	(9.42%)
<b>5730 · Interactive Marketing</b>	228.00	247.29	(19.29)	(7.8%)
<b>5750 · Development/ Maintenance</b>	1,200.00	1,200.00	0.00	0.0%
<b>Total Website Maint / Development</b>	6,428.00	6,967.29	(539.29)	(7.74%)



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

**09/29/2017**  
**Accrual Basis**

	<b>Jul - Aug 17</b>	<b>Jul - Aug 16</b>	<b>\$ Change</b>	<b>% Change</b>
<b>Leisure / Group Sales</b>				
5805 · Sales Manager Contract	8,333.32	0.00	8,333.32	100.0%
5810 · Promotion Items, Booth Develop	11,565.95	496.29	11,069.66	2,230.48%
5820 · Consumer & Trade Shows	187.27	2,508.42	(2,321.15)	(92.53%)
5840 · State Fair Exhibit	0.00	1,417.55	(1,417.55)	(100.0%)
5870 · Shipping - Travel Shows	0.00	303.57	(303.57)	(100.0%)
5885 · Travel - Group FAMs	102.25	0.00	102.25	100.0%
5880 · Travel - Leisure/Group Sales	0.00	53.93	(53.93)	(100.0%)
5890 · Misc. Sales Opportunities	0.00	131.21	(131.21)	(100.0%)
<b>Total Leisure / Group Sales</b>	<b>20,188.79</b>	<b>4,910.97</b>	<b>15,277.82</b>	<b>311.1%</b>
<b>Total MEDIA &amp; WEBSITE</b>	<b>78,561.15</b>	<b>84,718.21</b>	<b>(6,157.06)</b>	<b>(7.27%)</b>
<b>VISITOR SVS / PARTNERSHIPS</b>				
<b>Visitor Services</b>				
6220 · Event & Festival Guides	1,469.94	0.00	1,469.94	100.0%
6040 · In-County Guides	0.00	1,202.23	(1,202.23)	(100.0%)
6530 · Incentives & Sponsorships	5,575.00	2,400.00	3,175.00	132.29%
6170 · Visitor Centers & Signage	150.00	0.00	150.00	100.0%
6190 · Visitor Center/ Info Support	0.00	145.00	(145.00)	(100.0%)
<b>Retail Store</b>				
6412B · Store Supplies/Expenses	0.00	43.55	(43.55)	(100.0%)
6412D · Consignee payments	0.00	708.80	(708.80)	(100.0%)
<b>Total Retail Store</b>	<b>0.00</b>	<b>752.35</b>	<b>(752.35)</b>	<b>(100.0%)</b>
<b>Total Visitor Services</b>	<b>7,194.94</b>	<b>4,499.58</b>	<b>2,695.36</b>	<b>59.9%</b>
<b>Partnerships</b>				
6550 · Conferences & Seminars	0.00	1,399.00	(1,399.00)	(100.0%)
6620 · In-County Relations	590.40	250.08	340.32	136.08%
6520 · Memberships	6,008.68	4,105.48	1,903.20	46.36%
6510 · North Coast Tourism Council	10,000.00	0.00	10,000.00	100.0%
<b>Total Partnerships</b>	<b>16,599.08</b>	<b>5,754.56</b>	<b>10,844.52</b>	<b>188.45%</b>
<b>Total VISITOR SVS / PARTNERSHIPS</b>	<b>23,794.02</b>	<b>10,254.14</b>	<b>13,539.88</b>	<b>132.04%</b>
<b>ADMIN EXPENSES</b>				
<b>Occupancy Costs</b>				
7250 · Rent	3,900.00	3,600.00	300.00	8.33%
7120 · Insurance	2,106.92	1,070.00	1,036.92	96.91%
7260 · Repairs & Maintenance	382.00	262.00	120.00	45.8%
7270 · Taxes	62.31	62.25	0.06	0.1%
7310 · Telecommunication	1,082.56	1,679.83	(597.27)	(35.56%)
7350 · Utilities	1,220.90	1,416.54	(195.64)	(13.81%)
<b>Total Occupancy Costs</b>	<b>8,754.69</b>	<b>8,090.62</b>	<b>664.07</b>	<b>8.21%</b>

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

**09/29/2017**  
**Accrual Basis**

	<b>Jul - Aug 17</b>	<b>Jul - Aug 16</b>	<b>\$ Change</b>	<b>% Change</b>
<b>General Admin</b>				
7010 · Accounting	1,270.50	1,909.25	(638.75)	(33.46%)
7060 · Bank Fees	172.90	97.00	75.90	78.25%
7090 · Copying & Printing	411.12	235.17	175.95	74.82%
7030 · Legal Fees	1,350.00	190.00	1,160.00	610.53%
7150 · Meeting Expenses	461.20	95.52	365.68	382.83%
7200 · Office Expense	1,857.72	4,647.73	(2,790.01)	(60.03%)
7210 · Postage & Shipping	1,229.66	370.83	858.83	231.6%
7280 · Travel Expenses	1,439.44	1,438.45	0.99	0.07%
<b>Total General Admin</b>	<b>8,192.54</b>	<b>8,983.95</b>	<b>(791.41)</b>	<b>(8.81%)</b>
<b>Total ADMIN EXPENSES</b>	<b>16,947.23</b>	<b>17,074.57</b>	<b>(127.34)</b>	<b>(0.75%)</b>
<b>Personnel</b>				
8510 · Salaries & Wages	34,164.68	37,851.60	(3,686.92)	(9.74%)
8520 · Paid Time Off	0.00	1,155.77	(1,155.77)	(100.0%)
8530 · Payroll Taxes	2,613.60	3,460.06	(846.46)	(24.46%)
8550 · Workers Comp	2,788.00	2,467.00	321.00	13.01%
8570 · Health Insurance	3,200.00	3,860.44	(660.44)	(17.11%)
8590 · Contract Work	990.00	819.00	171.00	20.88%
7415 · Employee Recruitment	0.00	19,448.20	(19,448.20)	(100.0%)
<b>Total Personnel</b>	<b>43,756.28</b>	<b>69,062.07</b>	<b>(25,305.79)</b>	<b>(36.64%)</b>
<b>Total Expense</b>	<b>163,058.68</b>	<b>181,108.99</b>	<b>(18,050.31)</b>	<b>(9.97%)</b>
<b>Net Ordinary Income</b>	<b>79,611.45</b>	<b>21,506.64</b>	<b>58,104.81</b>	<b>270.17%</b>
<b>Net Income</b>	<b>79,611.45</b>	<b>21,506.64</b>	<b>58,104.81</b>	<b>270.17%</b>