

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

October 2017

12/06/2017
 Accrual Basis

	Oct 17	Budget	% of Budget	Jul - Oct 17	YTD Budget	% of Budget	Annual Budget
Ordinary Income/Expense							
Income							
4030 - County BID	73,876.59	73,876.59	100.0%	295,506.36	295,506.36	100.0%	886,519.00
4031 - County BID adjustments	47,289.54	0.00	100.0%	68,162.79	0.00	100.0%	0.00
4035 - County 50% Match	36,294.00	35,833.33	101.29%	145,176.00	143,333.32	101.29%	430,000.00
4040 - County Admin Fee	0.00			0.00			(26,596.00)
Other Income	(313.88)	2.50	(12,555.2%)	2,027.54	1,327.50	152.73%	26,600.00
Total Income	157,146.25	109,712.42	143.24%	510,872.69	440,167.18	116.06%	1,316,523.00
Gross Profit	157,146.25	109,712.42	143.24%	510,872.69	440,167.18	116.06%	1,316,523.00
Expense							
MEDIA & WEBSITE	61,077.64	71,274.33	85.69%	204,724.33	273,297.32	74.91%	834,500.00
VISITOR SVS / PARTNERSHIPS	9,770.58	13,215.00	73.94%	44,401.40	48,630.00	91.31%	123,500.00
ADMIN EXPENSES	6,457.74	7,751.67	83.31%	37,573.83	39,308.05	95.59%	111,200.00
Personnel	19,526.02	22,181.00	88.03%	83,882.06	94,893.00	88.4%	277,800.00
Total Expense	96,831.98	114,422.00	84.63%	370,581.62	456,128.37	81.25%	1,347,000.00
Net Ordinary Income	60,314.27	(4,709.58)	(1,280.67%)	140,291.07	(15,961.19)	(878.95%)	(30,477.00)
Net Income	60,314.27	(4,709.58)	(1,280.67%)	140,291.07	(15,961.19)	(878.95%)	(30,477.00)
Budget Adjustment							
Previous Year Carryover		2,539.75	0.0%		10,159.00	0.0%	30,477.00
BALANCE		(2,169.83)	0.0%		(5,802.19)	0.0%	0.00

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Ordinary Income/Expense							
Income							
4030 · County BID	73,876.59	73,876.59	100.0%	295,506.36	295,506.36	100.0%	886,519.00
4031 · County BID adjustments	47,289.54	0.00	100.0%	68,162.79	0.00	100.0%	0.00
4035 · County 50% Match	36,294.00	35,833.33	101.29%	145,176.00	143,333.32	101.29%	430,000.00
4040 · County Admin Fee	0.00		0.0%	0.00		0.0%	(26,596.00)
Other Income							
4251 · Cooperative Advertising	0.00	0.00	0.0%	0.00	0.00	0.0%	12,000.00
4830 · Event Brochure Ads	(325.00)			1,975.00			
4940 · Misc. Income	0.00	0.00	0.0%	12.05	1,300.00	0.93%	14,500.00
4950 · Interest Income	11.12	2.50	444.8%	40.49	27.50	147.24%	100.00
Total Other Income	(313.88)	2.50	(12,555.2%)	2,027.54	1,327.50	152.73%	26,600.00
Total Income	157,146.25	109,712.42	143.24%	510,872.69	440,167.18	116.06%	1,316,523.00
Gross Profit	157,146.25	109,712.42	143.24%	510,872.69	440,167.18	116.06%	1,316,523.00
Expense							
MEDIA & WEBSITE							
Advertising / Media							
5130 · Print & Online Advertising							
5130 · Print & Online Advertising - Other	23,051.60	27,083.00	85.12%	59,737.39	108,332.00	55.14%	325,000.00
Total 5130 · Print & Online Advertising	23,051.60	27,083.00	85.12%	59,737.39	108,332.00	55.14%	325,000.00
5150 · Ad Development/Design	543.75	666.67	81.56%	2,114.25	2,666.68	79.28%	8,000.00
5170 · Photography	350.00	666.67	52.5%	350.00	2,666.68	13.13%	8,000.00
5240 · Research & Development	0.00	1,666.67	0.0%	0.00	6,666.68	0.0%	20,000.00
5110 · Video Development	0.00	833.33	0.0%	137.00	3,333.32	4.11%	10,000.00
5015 · Marketing Contingency	0.00	833.33	0.0%	0.00	3,333.32	0.0%	10,000.00
Total Advertising / Media	23,945.35	31,749.67	75.42%	62,338.64	126,998.68	49.09%	381,000.00

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	Oct 17	Budget	% of Budget	Jul - Oct 17	YTD Budget	% of Budget	Annual Budget
Marketing / Public Relations							
5510 · Public Relations Contract	12,066.66	8,208.33	147.01%	32,066.64	32,833.32	97.67%	98,500.00
5520 · Marketing Agency Contract	8,333.00	8,333.00	100.0%	33,332.00	33,332.00	100.0%	100,000.00
5650 · Marketing & Comm. Coordinator	5,500.00	5,500.00	100.0%	22,000.00	22,000.00	100.0%	66,000.00
5660 · Clipping Service	564.66	541.67	104.24%	2,159.72	2,166.68	99.68%	6,500.00
5530 · In-Market PR Stunts	0.00	208.33	0.0%	0.00	833.32	0.0%	2,500.00
5560 · Media Events	0.00	291.67	0.0%	2,162.02	1,166.68	185.31%	3,500.00
5610 · Travel -PR Related	501.46	833.33	60.18%	684.03	3,333.32	20.52%	10,000.00
5550 · Visiting Media FAM Expenses	1,121.07	1,000.00	112.11%	3,508.54	4,500.00	77.97%	12,000.00
Total Marketing / Public Relations	28,086.85	24,916.33	112.73%	95,912.95	100,165.32	95.76%	299,000.00
Website Maint / Development							
5710 · Interactive Media Coordinator	2,500.00	2,500.00	100.0%	10,000.00	10,000.00	100.0%	30,000.00
5730 · Interactive Marketing	500.00	1,000.00	50.0%	788.00	4,000.00	19.7%	12,000.00
5750 · Development/ Maintenance	600.00	1,416.67	42.35%	2,400.00	5,666.68	42.35%	17,000.00
Total Website Maint / Development	3,600.00	4,916.67	73.22%	13,188.00	19,666.68	67.06%	59,000.00
Leisure / Group Sales							
5805 · Sales Manager Contract	4,166.66	4,166.66	100.0%	16,666.64	16,666.64	100.0%	50,000.00
5810 · Promotion Items, Booth Develop	65.36	1,000.00	6.54%	11,750.81	1,000.00	1,175.08%	3,000.00
5820 · Consumer & Trade Shows	1,075.00	2,000.00	53.75%	1,472.27	2,000.00	73.61%	13,000.00
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	500.00	0.0%	0.00	500.00	0.0%	2,500.00
5885 · Travel - Group FAMs	(949.82)	900.00	(105.54%)	2,005.57	2,800.00	71.63%	10,000.00
5880 · Travel - Leisure/Group Sales	1,088.24	1,000.00	108.82%	1,389.45	3,000.00	46.32%	11,000.00
5890 · Misc. Sales Opportunities	0.00	125.00	0.0%	0.00	500.00	0.0%	1,500.00
Total Leisure / Group Sales	5,445.44	9,691.66	56.19%	33,284.74	26,466.64	125.76%	95,500.00
Total MEDIA & WEBSITE	61,077.64	71,274.33	85.69%	204,724.33	273,297.32	74.91%	834,500.00

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VISITOR SVS / PARTNERSHIPS							
Visitor Services							
6220 · Event & Festival Guides	103.35	6,000.00	1.72%	8,005.44	13,000.00	61.58%	50,000.00
6530 · Incentives & Sponsorships	6,827.68	3,625.00	188.35%	16,675.21	14,500.00	115.0%	43,500.00
6170 · Visitor Centers & Signage	0.00	0.00	0.0%	150.00	0.00	100.0%	2,000.00
Total Visitor Services	6,931.03	9,625.00	72.01%	24,830.65	27,500.00	90.29%	95,500.00
Partnerships							
6550 · Conferences & Seminars	2,097.90	3,000.00	69.93%	2,097.90	4,000.00	52.45%	6,000.00
6620 · In-County Relations	291.65	390.00	74.78%	1,014.17	1,560.00	65.01%	4,680.00
6520 · Memberships	450.00	200.00	225.0%	6,458.68	5,570.00	115.96%	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
Total Partnerships	2,839.55	3,590.00	79.1%	19,570.75	21,130.00	92.62%	28,000.00
Total VISITOR SVS / PARTNERSHIPS	9,770.58	13,215.00	73.94%	44,401.40	48,630.00	91.31%	123,500.00
ADMIN EXPENSES							
Occupancy Costs							
7250 · Rent	1,950.00	1,950.00	100.0%	7,800.00	7,800.00	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	231.00	125.00	184.8%	2,219.00	500.00	443.8%	1,500.00
7270 · Taxes	0.00	0.00	0.0%	62.31	63.00	98.91%	73.00
7310 · Telecommunication	504.32	500.00	100.86%	2,382.44	2,000.00	119.12%	6,000.00
7350 · Utilities	568.93	666.67	85.34%	2,419.00	2,666.68	90.71%	8,000.00
Total Occupancy Costs	3,254.25	3,241.67	100.39%	16,989.67	15,136.68	112.24%	41,690.00
General Admin							
7010 · Accounting	533.75	500.00	106.75%	7,052.28	7,100.00	99.33%	17,000.00
7060 · Bank Fees	38.95	41.00	95.0%	250.80	172.00	145.81%	500.00
5250 · Board Development	0.00	0.00	0.0%	0.00	0.00	0.0%	3,500.00
7090 · Copying & Printing	151.69	100.00	151.69%	727.28	400.00	181.82%	1,200.00

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 October 2017

12/06/2017
 Accrual Basis

	Oct 17	Budget	% of Budget	Jul - Oct 17	YTD Budget	% of Budget	Annual Budget
7030 · Legal Fees	0.00	208.33	0.0%	1,350.00	1,041.69	129.6%	2,500.00
7140 · Licenses & Permits	0.00	0.00	0.0%	0.00	0.00	0.0%	63.00
7150 · Meeting Expenses	0.00	125.00	0.0%	481.20	500.00	96.24%	1,500.00
7200 · Office Expense	1,189.93	1,094.00	108.77%	4,691.67	5,191.00	90.38%	13,947.00
7210 · Postage & Shipping	219.64	1,250.00	17.57%	1,724.12	5,000.00	34.48%	15,000.00
7280 · Travel Expenses	1,069.53	1,191.67	89.75%	4,306.81	4,766.68	90.35%	14,300.00
Total General Admin	3,203.49	4,510.00	71.03%	20,584.16	24,171.37	85.16%	69,510.00
Total ADMIN EXPENSES	6,457.74	7,751.67	83.31%	37,573.83	39,308.05	95.59%	111,200.00
Personnel							
8510 · Salaries & Wages	16,388.34	18,750.00	87.4%	68,014.86	75,000.00	90.69%	225,000.00
8520 · Paid Time Off	241.50			516.00			
8530 · Payroll Taxes	1,272.18	1,783.00	71.35%	5,149.20	7,132.00	72.2%	21,400.00
8550 · Workers Comp	0.00	0.00	0.0%	2,788.00	3,518.00	79.25%	3,518.00
8570 · Health Insurance	1,624.00	1,648.00	98.54%	6,424.00	6,448.00	99.63%	20,304.00
8580 · Other Employee Benefits	0.00	0.00	0.0%	0.00	770.00	0.0%	3,078.00
8590 · Contract Work	0.00	0.00	0.0%	990.00	1,650.00	60.0%	3,000.00
7415 · Employee Recruitment	0.00	0.00	0.0%	0.00	375.00	0.0%	1,500.00
Total Personnel	19,526.02	22,181.00	88.03%	83,882.06	94,893.00	88.4%	277,800.00
Total Expense	96,831.98	114,422.00	84.63%	370,581.62	456,128.37	81.25%	1,347,000.00
Net Ordinary Income	60,314.27	(4,709.58)	(1,280.67%)	140,291.07	(15,961.19)	(878.95%)	(30,477.00)
Net Income	60,314.27	(4,709.58)	(1,280.67%)	140,291.07	(15,961.19)	(878.95%)	(30,477.00)
Budget Adjustment							
Previous Year Carryover	0.00	2,539.75	0.0%	0.00	10,159.00	0.0%	30,477.00
BALANCE		(2,169.83)	0.0%		(5,802.19)	0.0%	0.00

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

12/06/2017
Accrual Basis

	Oct 31, 17	Oct 31, 16	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1015 · MLCU Checking	331,377.65	241,677.13	89,700.52	37.12%
1020 · MLCU Savings	132,198.34	130,410.57	1,787.77	1.37%
1030 · Cash drawer	100.00	100.00	0.00	0.0%
Total Checking/Savings	463,675.99	372,187.70	91,488.29	24.58%
Accounts Receivable				
1100 · Accounts Receivable	378,601.31	324,603.27	53,998.04	16.64%
Total Accounts Receivable	378,601.31	324,603.27	53,998.04	16.64%
Other Current Assets				
1230 · Prepaid Expenses	9,190.00	9,740.00	(550.00)	(5.65%)
1250 · Refundable Deposits	2,350.00	2,350.00	0.00	0.0%
1270 · Receivable Other	0.00	57.05	(57.05)	(100.0%)
Total Other Current Assets	11,540.00	12,147.05	(607.05)	(5.0%)
Total Current Assets	853,817.30	708,938.02	144,879.28	20.44%
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	853,817.30	708,938.02	144,879.28	20.44%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 · Accounts Payable	51,359.84	31,193.57	20,166.27	64.65%
Total Accounts Payable	51,359.84	31,193.57	20,166.27	64.65%
Other Current Liabilities				
Payroll Liabilities				
2210 · Federal Payroll Tax Payable	0.00	5,072.58	(5,072.58)	(100.0%)
2220 · State Payroll Tax Payable	0.00	1,000.94	(1,000.94)	(100.0%)
2230 · SUI & ETT Payable	0.00	178.56	(178.56)	(100.0%)
2240 · FUTA Payable	0.00	45.79	(45.79)	(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%)
Total Payroll Liabilities	9,090.65	18,074.03	(8,983.38)	(49.7%)

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

12/06/2017
Accrual Basis

	Oct 31, 17	Oct 31, 16	\$ Change	% Change
2800 - Sales Tx Payable	0.00	117.28	(117.28)	(100.0%)
Total Other Current Liabilities	9,090.65	18,191.31	(9,100.66)	(50.03%)
Total Current Liabilities	60,450.49	49,384.88	11,065.61	22.41%
Total Liabilities	60,450.49	49,384.88	11,065.61	22.41%
Equity				
3100 - Contingency-Restricted	132,044.00	130,344.00	1,700.00	1.3%
3900 - Unrestricted Net Assets (RE)	522,731.74	443,565.59	79,166.15	17.85%
Net Income	138,591.07	85,643.55	52,947.52	61.82%
Total Equity	793,366.81	659,553.14	133,813.67	20.29%
TOTAL LIABILITIES & EQUITY	853,817.30	708,938.02	144,879.28	20.44%

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

12/06/2017
 Accrual Basis

	Jul - Oct 17	Jul - Oct 16	\$ Change	% Change
Ordinary Income/Expense				
Income				
4030 · County BID	295,506.36	266,666.68	28,839.68	10.82%
4031 · County BID adjustments	68,162.79	55,525.04	12,637.75	22.76%
4035 · County 50% Match	145,176.00	133,333.32	11,842.68	8.88%
Other Income				
4830 · Event Brochure Ads	1,975.00	2,800.00	(825.00)	(29.46%)
4940 · Misc. Income	12.05	0.00	12.05	100.0%
4950 · Interest Income	40.49	22.08	18.41	83.38%
4850 · Retail Sales	0.00	1,379.98	(1,379.98)	(100.0%)
Total Other Income	2,027.54	4,202.06	(2,174.52)	(51.75%)
Total Income	510,872.69	459,727.10	51,145.59	11.13%
Gross Profit	510,872.69	459,727.10	51,145.59	11.13%
Expense				
MEDIA & WEBSITE				
Advertising / Media				
5130 · Print & Online Advertising				
5120 · Digital & Broadcast	0.00	31,733.59	(31,733.59)	(100.0%)
5290 · E-Marketing	0.00	1,497.00	(1,497.00)	(100.0%)
5200 · Print & Direct Mail	0.00	31,258.75	(31,258.75)	(100.0%)
5130 · Print & Online Advertising - Other	59,737.39	0.00	59,737.39	100.0%
Total 5130 · Print & Online Advertising	59,737.39	64,489.34	(4,751.95)	(7.37%)
5150 · Ad Development/Design	2,114.25	300.00	1,814.25	604.75%
5165 · AdverGame Development	0.00	9,600.00	(9,600.00)	(100.0%)
5170 · Photography	350.00	0.00	350.00	100.0%
5110 · Video Development	137.00	15,201.11	(15,064.11)	(99.1%)
Total Advertising / Media	62,338.64	89,590.45	(27,251.81)	(30.42%)
Marketing / Public Relations				
5510 · Public Relations Contract	32,066.64	44,505.83	(12,439.19)	(27.95%)
5520 · Marketing Agency Contract	33,332.00	0.00	33,332.00	100.0%
5650 · Marketing & Comm. Coordinator	22,000.00	20,000.00	2,000.00	10.0%
5660 · Clipping Service	2,159.72	0.00	2,159.72	100.0%
5530 · In-Market PR Stunts	0.00	1,390.00	(1,390.00)	(100.0%)
5560 · Media Events	2,162.02	87.00	2,075.02	2,385.08%
5610 · Travel -PR Related	684.03	4,715.01	(4,030.98)	(85.49%)
5550 · Visiting Media FAM Expenses	3,508.54	3,375.02	133.52	3.96%
Total Marketing / Public Relations	95,912.95	74,072.86	21,840.09	29.49%

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Website Maint / Development				
5710 · Interactive Media Coordinator	10,000.00	11,060.00	(1,060.00)	(9.58%)
5730 · Interactive Marketing	788.00	247.29	540.71	218.65%
5750 · Development/ Maintenance	2,400.00	2,115.17	284.83	13.47%
Total Website Maint / Development	13,188.00	13,422.46	(234.46)	(1.75%)
Leisure / Group Sales				
5805 · Sales Manager Contract	16,666.64	0.00	16,666.64	100.0%
5810 · Promotion Items, Booth Develop	11,750.81	634.51	11,116.30	1,751.95%
5820 · Consumer & Trade Shows	1,472.27	4,358.88	(2,886.61)	(66.22%)
5840 · State Fair Exhibit	0.00	1,417.55	(1,417.55)	(100.0%)
5870 · Shipping - Travel Shows	0.00	794.02	(794.02)	(100.0%)
5885 · Travel - Group FAMs	2,005.57	0.00	2,005.57	100.0%
5880 · Travel - Leisure/Group Sales	1,389.45	3,145.16	(1,755.71)	(55.82%)
5890 · Misc. Sales Opportunities	0.00	131.21	(131.21)	(100.0%)
Total Leisure / Group Sales	33,284.74	10,481.33	22,803.41	217.56%
Total MEDIA & WEBSITE	204,724.33	187,567.10	17,157.23	9.15%
VISITOR SVS / PARTNERSHIPS				
Visitor Services				
6220 · Event & Festival Guides	8,005.44	7,466.91	538.53	7.21%
6040 · In-County Guides	0.00	1,202.23	(1,202.23)	(100.0%)
6530 · Incentives & Sponsorships	16,675.21	4,800.00	11,875.21	247.4%
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%)
Retail Store				
6412B · Store Supplies/Expenses	0.00	93.48	(93.48)	(100.0%)
6412D · Consignee payments	0.00	692.80	(692.80)	(100.0%)
Total Retail Store	0.00	786.28	(786.28)	(100.0%)
Total Visitor Services	24,830.65	14,400.42	10,430.23	72.43%
Partnerships				
6550 · Conferences & Seminars	2,097.90	1,399.00	698.90	49.96%
6620 · In-County Relations	1,014.17	350.96	663.21	188.97%
6520 · Memberships	6,458.68	4,105.48	2,353.20	57.32%
6510 · North Coast Tourism Council	10,000.00	0.00	10,000.00	100.0%
Total Partnerships	19,570.75	5,855.44	13,715.31	234.23%
Total VISITOR SVS / PARTNERSHIPS	44,401.40	20,255.86	24,145.54	119.2%

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

12/06/2017
 Accrual Basis

	Jul - Oct 17	Jul - Oct 16	\$ Change	% Change
ADMIN EXPENSES				
Occupancy Costs				
7250 · Rent	7,800.00	7,300.00	500.00	6.85%
7120 · Insurance	2,106.92	1,070.00	1,036.92	96.91%
7260 · Repairs & Maintenance	2,219.00	564.00	1,655.00	293.44%
7270 · Taxes	62.31	72.25	(9.94)	(13.76%)
7310 · Telecommunication	2,382.44	3,734.57	(1,352.13)	(36.21%)
7350 · Utilities	2,419.00	2,462.85	(43.85)	(1.78%)
Total Occupancy Costs	16,989.67	15,203.67	1,786.00	11.75%
General Admin				
7010 · Accounting	7,052.28	12,164.50	(5,112.22)	(42.03%)
7060 · Bank Fees	250.80	242.56	8.24	3.4%
7090 · Copying & Printing	727.28	445.45	281.83	63.27%
7030 · Legal Fees	1,350.00	390.00	960.00	246.15%
7140 · Licenses & Permits	0.00	20.00	(20.00)	(100.0%)
7150 · Meeting Expenses	481.20	95.52	385.68	403.77%
7200 · Office Expense	4,691.67	6,906.32	(2,214.65)	(32.07%)
7210 · Postage & Shipping	1,724.12	15,708.38	(13,984.26)	(89.02%)
7280 · Travel Expenses	4,306.81	2,398.90	1,907.91	79.53%
Total General Admin	20,584.16	38,371.63	(17,787.47)	(46.36%)
Total ADMIN EXPENSES	37,573.83	53,575.30	(16,001.47)	(29.87%)
Personnel				
8510 · Salaries & Wages	68,014.86	73,613.29	(5,598.43)	(7.61%)
8520 · Paid Time Off	516.00	1,604.15	(1,088.15)	(67.83%)
8530 · Payroll Taxes	5,149.20	6,761.65	(1,612.45)	(23.85%)
8540 · Payroll Processing Fees	0.00	28.00	(28.00)	(100.0%)
8550 · Workers Comp	2,788.00	2,467.00	321.00	13.01%
8570 · Health Insurance	6,424.00	7,066.00	(642.00)	(9.09%)
8590 · Contract Work	990.00	1,697.00	(707.00)	(41.66%)
7415 · Employee Recruitment	0.00	19,448.20	(19,448.20)	(100.0%)
Total Personnel	83,882.06	112,685.29	(28,803.23)	(25.56%)
Total Expense	370,581.62	374,083.55	(3,501.93)	(0.94%)
Net Ordinary Income	140,291.07	85,643.55	54,647.52	63.81%
Net Income	140,291.07	85,643.55	54,647.52	63.81%

Mendocino County Tourism Commission, Inc.
Statement of Cash Flows
As of October 31, 2017

	<u>Oct 2017</u>	<u>Jul-Oct 2017</u>
<u>Cash Flows from Operating Activities</u>		
Net Income	60,314.27	140,291.07
Adjustments to Reconcile Net Income to Net Cash		
(Increase)Decrease in Accounts Receivable	(155,710.13)	(70,313.10)
(Increase)Decrease in Prepaid Expenses	(850.00)	5,242.03
(Increase)Decrease in Accounts Payable	15,110.44	17,638.12
(Increase)Decrease in Payroll Liabilities	0.00	(441.00)
(Increase)Decrease in Sales Tx Payable	0.00	(173.00)
Total Adjustments to Reconcile Net Income to Net Cash	<u>(141,449.69)</u>	<u>(48,046.95)</u>
Net cash provided by Operating Activities	<u>(81,135.42)</u>	<u>92,244.12</u>
 <u>Cash Flows from Investing Activities</u>		
Net cash provided by Investing Activities	<u>0.00</u>	<u>0.00</u>
 <u>Cash Flows from Financing Activities</u>		
Increase in Contingency-Restricted	1,700.00	1,700.00
Decrease in Unrestricted Net Assets	(1,700.00)	(1,700.00)
Net cash provided by Financing Activities	<u>0.00</u>	<u>0.00</u>
 Net Increase(Decrease) in Cash	 (81,135.42)	 92,244.12
Cash at Beginning of period	<u>544,811.41</u>	<u>371,431.87</u>
Cash at End of period	<u>463,675.99</u>	<u>463,675.99</u>