

Mendocino County Tourism Commission

Budget vs. Actuals - SUMMARY

2/21/2019

July 2018 - January 2019

	Jan 2019				Jul 2018 - Jan 2019				Annual Budget
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget	
Income									
4030 County BID	74,649.67	74,649.67	0.00	100.00%	522,547.69	522,547.69	0.00	100.00%	895,796.00
4031 County BID adjustments	13,515.48		13,515.48		148,302.17	0.00	148,302.17		0.00
4035 County 50% Match	39,410.00	35,545.09	3,864.91	110.87%	275,870.00	248,815.63	27,054.37	110.87%	426,541.00
4040 County Admin Fee		0.00	0.00		0.00	0.00	0.00		(26,874.00)
Other Income	5,278.40	6,010.00	(731.60)	87.83%	6,772.71	23,320.00	(16,547.29)	29.04%	34,620.00
Total Income	\$ 132,853.55	\$ 116,204.76	\$ 16,648.79	114.33%	\$ 953,492.57	\$ 794,683.32	\$ 158,809.25	119.98%	1,330,083.00
Gross Profit	\$ 132,853.55	\$ 116,204.76	\$ 16,648.79	114.33%	\$ 953,492.57	\$ 794,683.32	\$ 158,809.25	119.98%	1,330,083.00
Expenses									
1- MEDIA & WEBSITE	72,227.87	71,985.00	242.87	100.34%	410,594.47	504,345.00	(93,750.53)	81.41%	852,000.00
2- VISITOR SVS / PARTNERSHIPS	11,439.77	7,727.00	3,712.77	148.05%	122,728.33	126,863.00	(4,134.67)	96.74%	159,400.00
3- ADMIN EXPENSES	12,861.45	9,704.00	3,157.45	132.54%	95,370.52	71,021.00	24,349.52	134.28%	114,400.00
4- PERSONNEL	16,780.00	33,146.00	(16,366.00)	50.62%	223,445.86	237,087.00	(13,641.14)	94.25%	404,283.00
Total Expenses	\$ 113,309.09	\$ 122,562.00	\$ (9,252.91)	92.45%	\$ 852,139.18	\$ 939,316.00	\$ (87,176.82)	90.72%	1,530,083.00
Net Operating Income	\$ 19,544.46	\$ (6,357.24)	\$ 25,901.70	-307.44%	\$ 101,353.39	\$ (144,632.68)	\$ 245,986.07	-70.08%	(200,000.00)
Net Income	\$ 19,544.46	\$ (6,357.24)	\$ 25,901.70	-307.44%	\$ 101,353.39	\$ (144,632.68)	\$ 245,986.07	-70.08%	(200,000.00)
Budget Adjustment									
Previous Year Carryover	0.00	16,666.67	(16,666.67)	0.00%	0.00	116,666.69	(116,666.69)	0.00%	200,000.00
BALANCE	19,544.46	10,309.43	9,235.03	189.58%	101,353.39	(27,965.99)	129,319.38	-362.42%	0.00

Mendocino County Tourism Commission

Budget vs. Actuals

2/21/2019

July 2018 - January 2019

	Jan 2019				Jul 2018 - Jan 2019				ANNUAL BUDGET
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget	
Income									
4030 County BID	74,649.67	74,649.67	0.00	100.00%	522,547.69	522,547.69	0.00	100.00%	895,796.00
4031 County BID adjustments	13,515.48		13,515.48		148,302.17	0.00	148,302.17		0.00
4035 County 50% Match	39,410.00	35,545.09	3,864.91	110.87%	275,870.00	248,815.63	27,054.37	110.87%	426,541.00
4040 County Admin Fee		0.00	0.00		0.00	0.00	0.00		(26,874.00)
Other Income									
4250 Cooperative Advertising		1,250.00	(1,250.00)	0.00%	0.00	8,750.00	(8,750.00)	0.00%	15,000.00
4830 Event Brochure Ads		3,750.00	(3,750.00)	0.00%	1,350.00	7,500.00	(6,150.00)	18.00%	7,500.00
4940 Misc. Income	5,250.00	1,000.00	4,250.00	525.00%	5,250.00	7,000.00	(1,750.00)	75.00%	12,000.00
4950 Interest Income	28.40	10.00	18.40	284.00%	172.71	70.00	102.71	246.73%	120.00
Total Other Income	\$ 5,278.40	\$ 6,010.00	\$ (731.60)	87.83%	\$ 6,772.71	\$ 23,320.00	\$ (16,547.29)	29.04%	34,620.00
Total Income	\$ 132,853.55	\$ 116,204.76	\$ 16,648.79	114.33%	\$ 953,492.57	\$ 794,683.32	\$ 158,809.25	119.98%	1,330,083.00
Gross Profit	\$ 132,853.55	\$ 116,204.76	\$ 16,648.79	114.33%	\$ 953,492.57	\$ 794,683.32	\$ 158,809.25	119.98%	1,330,083.00
Expenses									
1- MEDIA & WEBSITE									
50 Advertising / Media									
5130 Print & Online Advertising	39,111.75	34,333.00	4,778.75	113.92%	193,908.57	240,331.00	(46,422.43)	80.68%	412,000.00
5150 Ad Development/Design		833.00	(833.00)	0.00%	7,075.00	5,831.00	1,244.00	121.33%	10,000.00
5170 Photography		833.00	(833.00)	0.00%	24.00	5,831.00	(5,807.00)	0.41%	10,000.00
5240 Research & Development		1,667.00	(1,667.00)	0.00%	10,000.00	11,669.00	(1,669.00)	85.70%	20,000.00
5280 Video Development		2,085.00	(2,085.00)	0.00%	5,216.00	14,595.00	(9,379.00)	35.74%	25,000.00
5290 Marketing Contingency		833.00	(833.00)	0.00%	0.00	5,831.00	(5,831.00)	0.00%	10,000.00
Total 50 Advertising / Media	\$ 39,111.75	\$ 40,584.00	\$ (1,472.25)	96.37%	\$ 216,223.57	\$ 284,088.00	\$ (67,864.43)	76.11%	487,000.00

Mendocino County Tourism Commission

2/21/2019

Budget vs. Actuals

July 2018 - January 2019

	Jan 2019				Jul 2018 - Jan 2019				ANNUAL BUDGET
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget	
55 Marketing / Public Relations									
5510 Public Relations Contract	6,666.66	8,208.00	(1,541.34)	81.22%	46,666.62	57,456.00	(10,789.38)	81.22%	98,500.00
5520 Marketing Agency Contract	8,333.00	8,333.00	0.00	100.00%	58,331.00	58,331.00	0.00	100.00%	100,000.00
5540 Clipping Service	439.62	583.00	(143.38)	75.41%	3,640.78	4,081.00	(440.22)	89.21%	7,000.00
5550 In-Market PR Stunts	290.20	250.00	40.20	116.08%	290.20	1,750.00	(1,459.80)	16.58%	3,000.00
5560 Media Events		292.00	(292.00)	0.00%	1,298.00	2,044.00	(746.00)	63.50%	3,500.00
5610 Travel -PR Related	320.39	625.00	(304.61)	51.26%	3,380.84	4,375.00	(994.16)	77.28%	7,500.00
5680 Visiting Media FAM Expenses	1,115.13	1,167.00	(51.87)	95.56%	3,490.61	8,169.00	(4,678.39)	42.73%	14,000.00
Total 55 Marketing / Public Relations	\$ 17,165.00	\$ 19,458.00	\$ (2,293.00)	88.22%	\$ 117,098.05	\$ 136,206.00	\$ (19,107.95)	85.97%	233,500.00
57 Website Maint / Development									
5710 Interactive Media Coordinator	2,500.00	2,500.00	0.00	100.00%	17,500.00	17,500.00	0.00	100.00%	30,000.00
5740 Content Creation		417.00	(417.00)	0.00%	6,138.63	2,919.00	3,219.63	210.30%	5,000.00
5750 Development/ Maintenance	2,009.40	1,667.00	342.40	120.54%	12,073.42	11,669.00	404.42	103.47%	20,000.00
5780 Interactive Marketing	88.95	1,250.00	(1,161.05)	7.12%	790.70	8,750.00	(7,959.30)	9.04%	15,000.00
Total 57 Website Maint / Development	\$ 4,598.35	\$ 5,834.00	\$ (1,235.65)	78.82%	\$ 36,502.75	\$ 40,838.00	\$ (4,335.25)	89.38%	70,000.00
58 Leisure / Group Sales									
5810 Promotion Items, Booth Develop	6,548.05	1,000.00	5,548.05	654.81%	10,655.92	7,000.00	3,655.92	152.23%	12,000.00
5820 Consumer & Trade Shows	1,175.00	1,750.00	(575.00)	67.14%	14,442.10	15,000.00	(557.90)	96.28%	15,000.00
5840 State Fair Exhibit		400.00	(400.00)	0.00%	1,618.87	3,200.00	(1,581.13)	50.59%	5,000.00
5870 Shipping - Travel Shows	1,283.50	292.00	991.50	439.55%	2,044.19	2,044.00	0.19	100.01%	3,500.00
5880 Travel - Leisure/Group Sales	2,346.22	1,000.00	1,346.22	234.62%	8,447.94	7,300.00	1,147.94	115.73%	12,000.00
5885 Travel - Group FAMs		1,500.00	(1,500.00)	0.00%	3,561.08	7,500.00	(3,938.92)	47.48%	12,000.00
5890 Misc. Sales Opportunities		167.00	(167.00)	0.00%	0.00	1,169.00	(1,169.00)	0.00%	2,000.00
Total 58 Leisure / Group Sales	\$ 11,352.77	\$ 6,109.00	\$ 5,243.77	185.84%	\$ 40,770.10	\$ 43,213.00	\$ (2,442.90)	94.35%	61,500.00
Total 1- MEDIA & WEBSITE	\$ 72,227.87	\$ 71,985.00	\$ 242.87	100.34%	\$ 410,594.47	\$ 504,345.00	\$ (93,750.53)	81.41%	852,000.00

Mendocino County Tourism Commission
Budget vs. Actuals

2/21/2019

July 2018 - January 2019

	Jan 2019				Jul 2018 - Jan 2019				ANNUAL BUDGET
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget	
2- VISITOR SVS / PARTNERSHIPS									
Partnerships									
6550 Conferences & Seminars		1,000.00	(1,000.00)	0.00%	1,415.00	7,000.00	(5,585.00)	20.21%	12,000.00
6570 In-County Relations	1,451.42	500.00	951.42	290.28%	2,520.22	3,500.00	(979.78)	72.01%	6,000.00
6590 Memberships		667.00	(667.00)	0.00%	4,530.00	4,669.00	(139.00)	97.02%	8,000.00
6610 North Coast Tourism Council		0.00	0.00		11,000.00	10,000.00	1,000.00	110.00%	10,000.00
Total Partnerships	\$ 1,451.42	\$ 2,167.00	\$ (715.58)	66.98%	\$ 19,465.22	\$ 25,169.00	\$ (5,703.78)	77.34%	36,000.00
Visitor Services									
6720 Event & Festival Guides	4,930.65	1,500.00	3,430.65	328.71%	21,512.94	27,800.00	(6,287.06)	77.38%	50,000.00
6730 Incentives & Sponsorships	5,000.00	4,000.00	1,000.00	125.00%	80,110.00	72,000.00	8,110.00	111.26%	71,400.00
6770 Visitor Centers & Signage	57.70	60.00	(2.30)	96.17%	1,640.17	1,894.00	(253.83)	86.60%	2,000.00
Total Visitor Services	\$ 9,988.35	\$ 5,560.00	\$ 4,428.35	179.65%	\$ 103,263.11	\$ 101,694.00	\$ 1,569.11	101.54%	123,400.00
Total 2- VISITOR SVS / PARTNERSHIPS	\$ 11,439.77	\$ 7,727.00	\$ 3,712.77	148.05%	\$ 122,728.33	\$ 126,863.00	\$ (4,134.67)	96.74%	159,400.00
3- ADMIN EXPENSES									
General Admin									
7010 Accounting	1,125.25	642.00	483.25	175.27%	13,052.25	4,494.00	8,558.25	290.44%	7,700.00
7060 Bank Fees	26.00	42.00	(16.00)	61.90%	162.75	294.00	(131.25)	55.36%	500.00
7080 Board Development	1,207.86	1,250.00	(42.14)	96.63%	1,207.86	3,248.00	(2,040.14)	37.19%	4,000.00
7090 Copying & Printing	172.71	167.00	5.71	103.42%	1,941.29	1,169.00	772.29	166.06%	2,000.00
7100 Dues & Subscriptions	1,167.16	300.00	867.16	389.05%	7,343.46	4,000.00	3,343.46	183.59%	5,500.00
7130 Legal Fees		250.00	(250.00)	0.00%	0.00	1,750.00	(1,750.00)	0.00%	3,000.00
7140 Licenses & Permits		0.00	0.00		0.00	0.00	0.00		100.00
7150 Meeting Expenses	242.40	167.00	75.40	145.15%	2,227.78	1,169.00	1,058.78	190.57%	2,000.00
7200 Office Expense	3,568.90	595.00	2,973.90	599.82%	19,514.08	6,630.00	12,884.08	294.33%	9,500.00
7210 Postage & Shipping	10.49	1,250.00	(1,239.51)	0.84%	2,912.87	8,750.00	(5,837.13)	33.29%	15,000.00
7280 Travel Expenses	868.83	1,250.00	(381.17)	69.51%	5,956.09	8,750.00	(2,793.91)	68.07%	15,000.00
Total General Admin	\$ 8,389.60	\$ 5,913.00	\$ 2,476.60	141.88%	\$ 54,318.43	\$ 40,254.00	\$ 14,064.43	134.94%	64,300.00

Mendocino County Tourism Commission

2/21/2019

Budget vs. Actuals

July 2018 - January 2019

	Jan 2019				Jul 2018 - Jan 2019				ANNUAL BUDGET
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget	
Occupancy Costs									
7650 Rent	2,350.00	2,083.00	267.00	112.82%	19,650.00	14,581.00	5,069.00	134.76%	25,000.00
7660 Insurance		0.00	0.00		2,394.14	2,650.00	(255.86)	90.34%	3,000.00
7850 Repairs & Maintenance	467.01	500.00	(32.99)	93.40%	8,926.07	5,000.00	3,926.07	178.52%	7,500.00
7890 Taxes		0.00	0.00		72.30	80.00	(7.70)	90.38%	100.00
7910 Telecommunication	590.21	500.00	90.21	118.04%	3,912.88	3,500.00	412.88	111.80%	6,000.00
7950 Utilities	830.24	708.00	122.24	117.27%	5,170.59	4,956.00	214.59	104.33%	8,500.00
7990 Depreciation Expense	234.39		234.39		926.11	0.00	926.11		0.00
Total Occupancy Costs	\$ 4,471.85	\$ 3,791.00	\$ 680.85	117.96%	\$ 41,052.09	\$ 30,767.00	\$ 10,285.09	133.43%	50,100.00
Total 3- ADMIN EXPENSES	\$ 12,861.45	\$ 9,704.00	\$ 3,157.45	132.54%	\$ 95,370.52	\$ 71,021.00	\$ 24,349.52	134.28%	114,400.00
4- PERSONNEL									
8510 Salaries & Wages	13,527.51	28,034.00	(14,506.49)	48.25%	173,574.08	196,238.00	(22,663.92)	88.45%	336,404.00
8520 Paid Time Off			0.00		9,503.63	0.00	9,503.63		
8530 Payroll Taxes	1,832.99	1,792.00	40.99	102.29%	16,462.85	12,544.00	3,918.85	131.24%	21,500.00
8540 Payroll Processing Fees	31.50	28.00	3.50	112.50%	273.25	196.00	77.25	139.41%	336.00
8550 Workers Comp		0.00	0.00		1,950.00	3,000.00	(1,050.00)	65.00%	3,000.00
8570 Health Insurance	1,100.00	2,875.00	(1,775.00)	38.26%	16,790.00	20,125.00	(3,335.00)	83.43%	34,500.00
8580 Other Employee Benefits		292.00	(292.00)	0.00%	0.00	2,044.00	(2,044.00)	0.00%	3,500.00
8590 Contract Work	288.00	0.00	288.00		4,639.00	2,065.00	2,574.00	224.65%	3,543.00
8615 Employee Recruitment		125.00	(125.00)	0.00%	253.05	875.00	(621.95)	28.92%	1,500.00
Total 4- PERSONNEL	\$ 16,780.00	\$ 33,146.00	\$ (16,366.00)	50.62%	\$ 223,445.86	\$ 237,087.00	\$ (13,641.14)	94.25%	404,283.00
Total Expenses	\$ 113,309.09	\$ 122,562.00	\$ (9,252.91)	92.45%	\$ 852,139.18	\$ 939,316.00	\$ (87,176.82)	90.72%	1,530,083.00
Net Operating Income	\$ 19,544.46	\$ (6,357.24)	\$ 25,901.70	-307.44%	\$ 101,353.39	\$ (144,632.68)	\$ 245,986.07	-70.08%	(200,000.00)
Net Income	\$ 19,544.46	\$ (6,357.24)	\$ 25,901.70	-307.44%	\$ 101,353.39	\$ (144,632.68)	\$ 245,986.07	-70.08%	(200,000.00)
Budget Adjustment									
Previous Year Carryover	0.00	16,666.67	(16,666.67)	0.00%	0.00	116,666.69	(100,000.02)	0.00%	200,000.00
BALANCE	19,544.46	10,309.43	9,235.03	189.58%	101,353.39	(27,965.99)	145,986.05	-362.42%	0.00

Mendocino County Tourism Commission

Balance Sheet Comparison

2/21/2019

As of January 31, 2019

	Jan 31, 2019	Jan 31, 2018	Change	% Change
ASSETS				
Current Assets				
Bank Accounts				
1015 MLCU Checking	145,911.53	229,916.97	(84,005.44)	-36.54%
1020 MLCU Savings	153,064.81	132,231.67	20,833.14	15.76%
1030 Cash drawer	100.00	100.00	0.00	0.00%
Total Bank Accounts	\$ 299,076.34	\$ 362,248.64	\$ (63,172.30)	-17.44%
Accounts Receivable				
1100 Accounts Receivable	435,594.16	437,068.54	(1,474.38)	-0.34%
Total Accounts Receivable	\$ 435,594.16	\$ 437,068.54	\$ (1,474.38)	-0.34%
Other Current Assets				
1230 Prepaid Expenses	6,135.00	4,970.00	1,165.00	23.44%
1250 Refundable Deposits	3,736.00	2,350.00	1,386.00	58.98%
Total Other Current Assets	\$ 9,871.00	\$ 7,320.00	\$ 2,551.00	34.85%
Total Current Assets	\$ 744,541.50	\$ 806,637.18	\$ (62,095.68)	-7.70%
Fixed Assets				
1510 Furniture and Equipment	58,973.58	46,385.00	12,588.58	27.14%
1600 Accumulated Depreciation	(47,311.11)	(46,385.00)	(926.11)	-2.00%
Total Fixed Assets	\$ 11,662.47	\$ -	\$ 11,662.47	
Other Assets				
1700 Website Development	0.00	70,000.00	(70,000.00)	-100.00%
1750 Accumulated Amortization	0.00	(70,000.00)	70,000.00	100.00%
Total Other Assets	\$ -	\$ -	\$ -	
TOTAL ASSETS	\$ 756,203.97	\$ 806,637.18	\$ (50,433.21)	-6.25%
LIABILITIES AND EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 Accounts Payable	25,287.30	50,047.18	(24,759.88)	-49.47%
Total Accounts Payable	\$ 25,287.30	\$ 50,047.18	\$ (24,759.88)	-49.47%
Other Current Liabilities				
2800 Sales Tx Payable	0.00	66.73	(66.73)	-100.00%
Payroll Liabilities				
2230 CA SUI / ETT	716.97	511.87	205.10	40.07%
2240 FUTA Payable	81.17	53.89	27.28	50.62%
2270 Accrued Payroll	11,714.17	8,524.17	3,190.00	37.42%
2275 Accrued PTO	2,805.90	440.48	2,365.42	537.01%
Federal Payroll Tax Payable	0.00	2,177.98	(2,177.98)	-100.00%
State Payroll Tax Payable	0.00	286.51	(286.51)	-100.00%
Total Payroll Liabilities	\$ 15,318.21	\$ 11,994.90	\$ 3,323.31	27.71%

Mendocino County Tourism Commission

Balance Sheet Comparison

2/21/2019

As of January 31, 2019

	Jan 31, 2019	Jan 31, 2018	Change	% Change
Total Other Current Liabilities	\$ 15,318.21	\$ 12,061.63	\$ 3,256.58	27.00%
Total Current Liabilities	\$ 40,605.51	\$ 62,108.81	\$ (21,503.30)	-34.62%
Total Liabilities	\$ 40,605.51	\$ 62,108.81	\$ (21,503.30)	-34.62%
Equity				
3100 Contingency-Restricted	132,044.00	132,044.00	0.00	0.00%
3900 Unrestricted Net Assets (RE)	482,201.07	521,031.74	(38,830.67)	-7.45%
Net Income	101,353.39	91,452.63	9,900.76	10.83%
Total Equity	\$ 715,598.46	\$ 744,528.37	\$ (28,929.91)	-3.89%
TOTAL LIABILITIES AND EQUITY	\$ 756,203.97	\$ 806,637.18	\$ (50,433.21)	-6.25%

Mendocino County Tourism Commission
Profit and Loss Comparison
 July 2018 - January 2019

2/21/2019

	Jul 18 - Jan 19	Jul 17 - Jan 18	Change	% Change
Income				
4030 County BID	522,547.69	517,136.13	5,411.56	1.05%
4031 County BID adjustments	148,302.17	99,492.97	48,809.20	49.06%
4035 County 50% Match	275,870.00	254,058.00	21,812.00	8.59%
Other Income				
4830 Event Brochure Ads	1,350.00	0.00	1,350.00	
4940 Misc. Income	5,250.00	4,794.61	455.39	9.50%
4950 Interest Income	172.71	73.82	98.89	133.96%
Total Other Income	\$ 6,772.71	\$ 4,868.43	\$ 1,904.28	39.11%
Total Income	\$ 953,492.57	\$ 875,555.53	\$ 77,937.04	8.90%
Gross Profit	\$ 953,492.57	\$ 875,555.53	\$ 77,937.04	8.90%
Expenses				
1- MEDIA & WEBSITE				
50 Advertising / Media				
5130 Print & Online Advertising	193,908.57	222,517.79	(28,609.22)	-12.86%
5150 Ad Development/Design	7,075.00	2,243.25	4,831.75	215.39%
5170 Photography	24.00	416.34	(392.34)	-94.24%
5240 Research & Development	10,000.00		10,000.00	
5280 Video Development	5,216.00	678.23	4,537.77	669.06%
Total 50 Advertising / Media	\$ 216,223.57	\$ 225,855.61	\$ (9,632.04)	-4.26%
55 Marketing / Public Relations				
5510 Public Relations Contract	46,666.62	52,066.62	(5,400.00)	-10.37%
5520 Marketing Agency Contract	58,331.00	58,331.00	0.00	0.00%
5530 Marketing & Comm. Coordinator		38,500.00	(38,500.00)	-100.00%
5540 Clipping Service	3,640.78	4,294.02	(653.24)	-15.21%
5550 In-Market PR Stunts	290.20	156.00	134.20	86.03%
5560 Media Events	1,298.00	5,867.35	(4,569.35)	-77.88%
5610 Travel -PR Related	3,380.84	1,675.01	1,705.83	101.84%
5680 Visiting Media FAM Expenses	3,490.61	5,749.08	(2,258.47)	-39.28%
Total 55 Marketing / Public Relations	\$ 117,098.05	\$ 166,639.08	\$ (49,541.03)	-29.73%
57 Website Maint / Development				
5710 Interactive Media Coordinator	17,500.00	17,500.00	0.00	0.00%
5740 Content Creation	6,138.63		6,138.63	
5750 Development/ Maintenance	12,073.42	4,260.00	7,813.42	183.41%
5780 Interactive Marketing	790.70	1,558.69	(767.99)	-49.27%
Total 57 Website Maint / Development	\$ 36,502.75	\$ 23,318.69	\$ 13,184.06	56.54%

Mendocino County Tourism Commission
Profit and Loss Comparison
 July 2018 - January 2019

2/21/2019

	Jul 18 - Jan 19	Jul 17 - Jan 18	Change	% Change
58 Leisure / Group Sales				
5805 Sales Manager Contract		29,166.62	(29,166.62)	-100.00%
5810 Promotion Items, Booth Develop	10,655.92	16,933.68	(6,277.76)	-37.07%
5820 Consumer & Trade Shows	14,442.10	8,504.66	5,937.44	69.81%
5840 State Fair Exhibit	1,618.87		1,618.87	
5870 Shipping - Travel Shows	2,044.19	1,182.73	861.46	72.84%
5880 Travel - Leisure/Group Sales	8,447.94	7,356.13	1,091.81	14.84%
5885 Travel - Group FAMs	3,561.08	2,005.57	1,555.51	77.56%
Total 58 Leisure / Group Sales	\$ 40,770.10	\$ 65,149.39	\$ (24,379.29)	-37.42%
Total 1- MEDIA & WEBSITE	\$ 410,594.47	\$ 480,962.77	\$ (70,368.30)	-14.63%
2- VISITOR SVS / PARTNERSHIPS				
Partnerships				
6550 Conferences & Seminars	1,415.00	2,097.90	(682.90)	-32.55%
6570 In-County Relations	2,520.22	1,424.76	1,095.46	76.89%
6590 Memberships	4,530.00	7,868.68	(3,338.68)	-42.43%
6610 North Coast Tourism Council	11,000.00	10,000.00	1,000.00	10.00%
Total Partnerships	\$ 19,465.22	\$ 21,391.34	\$ (1,926.12)	-9.00%
Visitor Services				
6720 Event & Festival Guides	21,512.94	28,572.98	(7,060.04)	-24.71%
6730 Incentives & Sponsorships	80,110.00	31,150.00	48,960.00	157.17%
6770 Visitor Centers & Signage	1,640.17	174.67	1,465.50	839.01%
Retail Store		875.00	(875.00)	-100.00%
Total Visitor Services	\$ 103,263.11	\$ 60,772.65	\$ 42,490.46	69.92%
Total 2- VISITOR SVS / PARTNERSHIPS	\$ 122,728.33	\$ 82,163.99	\$ 40,564.34	49.37%
3- ADMIN EXPENSES				
General Admin				
7010 Accounting	13,052.25	13,686.44	(634.19)	-4.63%
7060 Bank Fees	162.75	365.59	(202.84)	-55.48%
7080 Board Development	1,207.86	1,010.51	197.35	19.53%
7090 Copying & Printing	1,941.29	1,495.59	445.70	29.80%
7100 Dues & Subscriptions	7,343.46		7,343.46	
7130 Legal Fees		1,882.50	(1,882.50)	-100.00%
7140 Licenses & Permits		45.00	(45.00)	-100.00%
7150 Meeting Expenses	2,227.78	1,493.62	734.16	49.15%
7200 Office Expense	19,514.08	12,633.87	6,880.21	54.46%
7210 Postage & Shipping	2,912.87	2,561.84	351.03	13.70%
7280 Travel Expenses	5,956.09	7,673.48	(1,717.39)	-22.38%
Total General Admin	\$ 54,318.43	\$ 42,848.44	\$ 11,469.99	26.77%

Mendocino County Tourism Commission
Profit and Loss Comparison
 July 2018 - January 2019

2/21/2019

	Jul 18 - Jan 19	Jul 17 - Jan 18	Change	% Change
Occupancy Costs				
7650 Rent	19,650.00	13,650.00	6,000.00	43.96%
7660 Insurance	2,394.14	2,106.92	287.22	13.63%
7850 Repairs & Maintenance	8,926.07	3,962.00	4,964.07	125.29%
7890 Taxes	72.30	62.31	9.99	16.03%
7910 Telecommunication	3,912.88	3,982.36	(69.48)	-1.74%
7950 Utilities	5,170.59	4,451.66	718.93	16.15%
7990 Depreciation Expense	926.11		926.11	
Total Occupancy Costs	\$ 41,052.09	\$ 28,215.25	\$ 12,836.84	45.50%
Total 3- ADMIN EXPENSES	\$ 95,370.52	\$ 71,063.69	\$ 24,306.83	34.20%
4- PERSONNEL				
8510 Salaries & Wages	173,574.08	121,065.51	52,508.57	43.37%
8520 Paid Time Off	9,503.63	516.00	8,987.63	1741.79%
8530 Payroll Taxes	16,462.85	10,616.12	5,846.73	55.07%
8540 Payroll Processing Fees	273.25	661.09	(387.84)	-58.67%
8550 Workers Comp	1,950.00	2,788.00	(838.00)	-30.06%
8570 Health Insurance	16,790.00		16,790.00	
8571 Health Ins		11,512.00	(11,512.00)	-100.00%
8580 Other Employee Benefits		485.48	(485.48)	-100.00%
8590 Contract Work	4,639.00	2,268.25	2,370.75	104.52%
8615 Employee Recruitment	253.05		253.05	
Total 4- PERSONNEL	\$ 223,445.86	\$ 149,912.45	\$ 73,533.41	49.05%
Total Expenses	\$ 852,139.18	\$ 784,102.90	\$ 68,036.28	8.68%
Net Operating Income	\$ 101,353.39	\$ 91,452.63	\$ 9,900.76	10.83%
Net Income	\$ 101,353.39	\$ 91,452.63	\$ 9,900.76	10.83%

Mendocino County Tourism Commission, Inc.
Statement of Cash Flows

2/21/2019
 Accrual Basis

As of January 31, 2019

	<u>Jan 2019</u>	<u>Jul 18 - Jan 19</u>
<u>Cash Flows from Operating Activities</u>		
Net Income	19,544.46	101,353.39
Adjustments to Reconcile Net Income to Net Cash		
(Increase)Decrease in Accounts Receivable	(132,357.30)	(101,910.78)
(Increase)Decrease in Prepaid Expenses	1,000.00	1,249.14
(Increase)Decrease in Refundable Deposits	0.00	(900.00)
(Increase)Decrease in Accounts Payable	(24,259.02)	(66,048.99)
(Increase)Decrease in Payroll Liabilities	(4,122.80)	(483.81)
(Increase)Decrease in Sales Tx Payable	0.00	(69.60)
Total Adjustments to Reconcile Net Income to Net Cash	<u>(159,739.12)</u>	<u>(168,164.04)</u>
Net cash provided by Operating Activities	<u>(140,194.66)</u>	<u>(66,810.65)</u>
<u>Cash Flows from Investing Activities</u>		
(Increase)Decrease in Furniture & Equipment	(2,212.66)	(12,588.58)
(Increase)Decrease in Accumulated Depreciation	234.39	926.11
Net cash provided by Investing Activities	<u>(1,978.27)</u>	<u>(11,662.47)</u>
<u>Cash Flows from Financing Activities</u>		
Net cash provided by Financing Activities	<u>0.00</u>	<u>0.00</u>
Net Increase(Decrease) in Cash	(142,172.93)	(78,473.12)
Cash at Beginning of period	441,249.27	377,549.46
Cash at End of period	<u>299,076.34</u>	<u>299,076.34</u>