

Mendocino County Tourism Commission

2016 - 2017 PROPOSED MODIFIED BUDGET

	Approved by BOS	MCTC Corrections	Modified Budget	NOTES
INCOME				
BID Assessment & County Match	1,200,000	1,200,000	1,200,000	
MCLA OVERAGE	333,270	207,174	207,174	
Reserve		130,344	130,344	
North Coast Tourism Council Administration	19,000	19,000	19,000	Income for administering NCTC organization
Advertising Income				Visitor guide and calendar advertising
Other Income	20,900	20,900	20,900	Events, retail sales, trade shows, etc.
Interest	100	100	100	Interest income from bank accounts
Total Income	1,573,270	1,577,518	1,577,518	
EXPENSES				
ADVERTISING & MEDIA				
Print & On-Line Advertising	260,000	275,293		
Print			110,293	Print & Direct Mail
			31,800	Emarketing
			133,200	Digital & Broadcast
Contingency	150,000	150,000	150,000	Marketing & advertising contingency
Advertising Design & Development	5,000	6,000	6,000	
AdverGame	-	12,000	12,000	
Interactive Marketing	24,000	12,000	12,000	Social media analytics, Facebook, e-newsletters, contests, YouTube, Social Sprout, Wufoo
Market Research/Strategic Planning	30,000	20,000	20,000	Measuring marketing effectiveness/development of long range strategic plan
Photography, Image Library	10,000	10,000	10,000	
Video Development	20,000	20,000	20,000	
Total Advertising & Media	499,000	505,293	505,293	
PUBLIC RELATIONS				
Public Relations Contract	130,000	135,000	135,000	DCI, Koli Communications
Communications Coordinator	60,000	60,000	60,000	A.DeGrassi to support PR agencies & internal PR
In-Market PR Stunts	5,000	5,000	5,000	two onsite radio productions to coincide with mushroom and crab festivals
Travel - Public Relations Related	10,000	10,000	10,000	staff/contractor travel to media tours & PR events; SATW or IPW trade show
Visit California media events		2,500	2,500	two media events with Visit CA - LA & SF
Visiting Media & FAM Expenses	15,000	10,000	10,000	host media and FAMS throughout the year (not for group FAM)

Total Public Relations	220,000	222,500	222,500	
WEBSITE				
Interactive Media Coordinator	36,000	36,000	36,000	Will now be a shared contract position with Visit Ukiah
visitmendocino.com	25,000	25,000	25,000	website hosting, updates, maintenance, refresh, SEO campaign, Brandhound
Total Website	61,000	61,000	61,000	
CONSUMER & GROUP SALES				
Consumer Trade Shows	14,000	12,000	12,000	Sunset Celebration, Bay Area Travel Show; pet, bridal & outdoor events, etc.
Travel Shows - Shipping	3,000	3,000	3,000	Getting materials to above shows
State Fair Exhibit	5,000	5,000	5,000	cost to have exhibit in Sacramento for State Fair
Promotional items & booth development	4,000	5,000	5,000	cost of green bags (sponsored), pull up banners, etc
Travel - Consumer/Group Sales	12,000	10,000	10,000	staff & contractor travel to shows, sales meetings
Travel FAMs		8,000	8,000	Hosted group tour FAMs (in-county)
Total Consumer/Group Sales	38,000	43,000	43,000	
VISITOR SERVICES				
Visitor Guide & Calendar	10,000	-	-	Production & print
In-County Guides	5,000	15,000	15,000	tear-off maps, pet guides, art guides, wine maps, meeting guides, niche brochures, etc
Incentive & Sponsorship Programs	25,566	40,000	15,000	Advertising/Marketing/Event Sponsorship & Customer Incentive Programs
			25,000	Event & program grant program
Visitor Centers, Information Support	20,000	6,000	6,000	support visitor centers thru out Co., matching funds for Redwood Coast Chamber
Signage - Gateway, Kiosks and Directional	30,000	8,000	8,000	gateway signs - complete the one in process (what is the plan, Hwy 128 ??)
Retail Sales	10,000	10,000	10,000	
Total Visitor Services	100,566	79,000	79,000	
FESTIVALS & EVENTS				
Event Partnerships	5,500	3,600	3,600	Costs to attend and support countywide events/festivals, in-county mixers, fairs, chamber mixers, etc.
Event/Festival Guides	16,000	16,000	16,000	Mushroom guide, crab guide, two semi-annual event calendars; includes printing & distribution
In-County Relations	1,000	1,000	1,000	misc costs to support strong partnerships throughout county
Total Festivals & Events	22,500	20,600	20,600	
PARTNERSHIPS				
Staff Education - Conferences and Seminars	5,000	5,000	5,000	Cal Travel, DMAI, WACVB conference registration and meeting costs
Memberships	7,000	8,000	8,000	Cal Travel, DMAI, WACVB, Chambers - annual membership costs

North Coast Tourism Council		10,000	10,000	no cost to VMC; county membership is \$10K; we receive \$9K for administration
Misc Sales Opportunities	2,000	2,000	2,000	opportunities to co-op with specific programs with North Coast Tourism Council
Travel - Partnership Related	7,000	-	-	Staff & contractor travel to conferences, meetings both inside and outside of county
Total Partnerships	21,000	25,000	25,000	
TOTAL MARKETING EXPENSES	962,066	935,793	935,793	
ADMINISTRATIVE EXPENSES	65,806			
Office/ Storage Rent		21,600	21,600	Fort Bragg and Ukiah offices
Office Supplies		10,800		Office supplies, equipment & CRM
			6,000	Office supplies
			3,000	Office equipment (computers, printers)
			1,800	CRM (BigContacts)
Maintenance		5,000	5,000	Repairs & maintenance (and potential move)
Postage/Shipping/Fulfillment		13,142	13,142	Postage for mailings/Shipping/Certified Folder
Copying/Printing		1,200	1,200	copier lease/miscellaneous copying/printing - meeting materials, marketing plans, etc
Telephone/Telecommunications		3,750		office phones, 3 1/2 cell phones for staff
			1,500	Cell Phones for 3 Staff
			1,500	Ooma System
			750	Misc
Utilities		5,500	5,500	internet, propane, garbage, water
Car Lease		7,450	4,200	Company car lease
			1,250	Gasoline
			500	Maintenance
			1,500	Auto Insurance
Legal Fees	4,000	4,000	4,000	for legal services, if needed
Accounting Fees	6,720	9,000	9,000	annual audit, tax filing
Insurance - BOD and Liability	3,000	3,000	3,000	D&O insurance for BOD, liability insurances
Meeting Expenses		1,000	1,000	food for meetings, if necessary
Board Development/Training	4,000	4,000	4,000	board retreat
Bank Fees		50	50	Paypal fees and credit card processing fees - includes "bad debt"
Bookkeeping		6,000	6,000	bookkeeping for organization
Travel expenses		6,000		Miscellaneous staff travel & entertainment for meetings, etc
			2,900	Mileage
			1,800	Lodging

			1,000	Meals
			300	Other
County Administrative Fee	24,000	24,000	24,000	
Total Administrative Expenses	107,526	125,492	125,492	
PERSONNEL				
Salaries & Wages	290,000	300,000	300,000	
Payroll Taxes	28,025	30,000	30,000	
Workers Comp Insurance	2,975	2,975	2,975	
Health Insurance	23,000	20,880	20,880	
Other Employee Benefits		3,300	3,300	other benefits as outlined in Employee Handbook & ED contract
Contract Work - Misc.	6,000	5,400	5,400	miscellaneous contracted work (special projects, etc)
Searchwide Executive Director Search	23,334	23,334	23,334	balance on \$40,000 approved by board
Total Personnel	373,334	385,889	385,889	
Reserve / Contingency	130,344	130,344	130,344	
TOTAL EXPENSES	1,573,270	1,577,518	1,577,518	
Over/Under	-	-	-	