

	2016-2017 Beg. Year	2016-2017 Current	2017-2018 Proposed	Descriptions
INCOME				
Carry over from previous year	207,174.00	154,933.00	75,000.00	Carry over from previous fiscal year
MCPA Matching Funds	0.00	0.00	0.00	
BID Assessment	1,200,000.00	860,698.00	903,734.00	Reflects a 5% increase over current fiscal year
County of Mendocino Administrative Fee			-27,112.00	3% of BID Assessment
TOT Match		400,000.00	420,000.00	
North Coast Tourism Council Administration	19,000.00	4,500.00	-	
Cooperative & Guide Advertising	-	12,000.00	32,000.00	Cooperative advertising programs, event guide and visitor guide advertising
Other Income (misc)	20,900.00	10,900.00	10,900.00	Sponsorships, events, trade shows, etc.
Interest	100.00	100.00	100.00	Interest from money in bank account
Reserve/Contingency Account	130,344.00	130,344.00	141,462.20	
Total Income	1,577,518.00	1,573,475.00	1,556,084.20	
MARKETING ACTIVITIES - MEDIA & WEBSITE				
Advertising/Media				
<i>Print, Digital, Direct Mail & Broadcast</i>	270,593.00	270,593.00	340,000.00	\$300k marketing firm, \$40k staff directed
<i>Previous Year's Surplus</i>	150,000.00	50,957.00	20,000.00	Surplus funds for marketing, advertising, etc
<i>Advertising Development and Design</i>	6,000.00	6,000.00	5,000.00	Contract design work
<i>Photography</i>	10,000.00	10,000.00	10,000.00	Photography & image library development
<i>Video Development</i>	20,000.00	20,000.00	20,000.00	Earmarked for PBS Family Travels with Coleen Kelly
<i>AdverGame Development</i>	12,000.00	12,000.00	-	
<i>Long Term Strategic Planning & Research</i>	20,000.00	35,000.00	10,000.00	
Total Advertising/Media	488,593.00	404,550.00	405,000.00	
Marketing & Public Relations				
<i>Public Relations Contract</i>	135,000.00	100,000.00	106,000.00	Koli Communications, DCI & Burrells Clipping Service
<i>Marketing Agency Contract</i>	-	100,000.00	100,000.00	Planning, fees, reporting and commissions
<i>In-Market PR Stunts</i>	5,000.00	5,000.00	2,500.00	Onsite in-marketing promotions
<i>Visiting Media and FAM group Expenses</i>	10,000.00	10,000.00	10,000.00	
<i>Media Events</i>	2,500.00	2,500.00	3,500.00	Attend media events hosted by Visit California or other Media Associations
<i>Public Relations Related Travel</i>	10,000.00	10,000.00	10,000.00	Staff/contractor travel to media tours & PR events
<i>Contract Marketing & Comm. Coordinator</i>	60,000.00	60,000.00	60,000.00	Independent contractor (Alison DeGrassi) to support PR agencies & internal PR
Total Public Relations	222,500.00	287,500.00	292,000.00	
Website Maintenance /Development				
<i>Interactive Marketing (social, e-newsletter, etc)</i>	12,000.00	12,000.00	10,000.00	Social media analytics, enewsletters, contests

<i>Development/Maintenance</i>	25,000.00	25,000.00	15,000.00	Website hosting, updates, content development, SEO
<i>Interactive Media & Content Coordinator</i>	36,000.00	36,000.00	24,000.00	
Total Website Maintenance/Development	73,000.00	73,000.00	49,000.00	
Leisure/Group Sales				
<i>Contract Sales Manager</i>	-	-	45,000.00	Richard Strom
<i>Consumer and Trade Shows</i>	12,000.00	12,000.00	12,000.00	Sunset celebration, Bay Area Travel Show, etc.
<i>Travel Shows - Shipping</i>	3,000.00	3,000.00	3,000.00	Shipping show materials
<i>Misc Sales Opportunities</i>	2,000.00	2,000.00	2,000.00	Co-op with specific programs with California partners (NCTC, etc)
<i>State Fair Exhibit</i>	5,000.00	5,000.00	5,000.00	Cost to have exhibit in Sacramento for State Fair
<i>Promotional Items & Booth Development</i>	5,000.00	5,000.00	5,000.00	
<i>Leisure/Group Sales Staff Related Travel</i>	10,000.00	10,000.00	10,000.00	Staff/contractor travel to shows, sales meetings
<i>Group Travel FAMs</i>	8,000.00	8,000.00	8,000.00	In-county costs of group tour FAMs
Total Leisure/Group Sales	45,000.00	45,000.00	90,000.00	
MARKETING ACTIVITIES - VISITOR SERVICES & PARTNERSHIPS				
Visitor Services/Fulfillment				
<i>Print Collateral</i>	15,000.00	15,000.00	113,000.00	Visitor guides, mini-guides, maps, event guides
<i>Signage - Gateway, Kiosks and Directional</i>	8,000.00	8,000.00	2,500.00	Signage, visitor kiosk development
<i>Incentive & Sponsorship Programs</i>	46,000.00	56,000.00	47,000.00	Event/Grant Program, Customer Incentives, Redwood Coast Chamber, Arts Council
<i>Event & Festival Guide Printing and Distribution</i>	16,000.00	16,000.00	-	<i>Moved to print collateral</i>
<i>Retail Items</i>	10,000.00	10,000.00	-	<i>Retail phased out</i>
Total Visitor Services/Fulfillment	95,000.00	105,000.00	162,500.00	
Partnerships				
<i>North Coast Tourism Council</i>	10,000.00	4,500.00	10,000.00	
<i>Memberships - CVB's, CalTIA, Chambers, MPI</i>	7,000.00	7,000.00	7,000.00	Cal Travel, DMAI, DMA West, Chambers - annual membership costs
<i>Conferences and Seminars</i>	5,000.00	5,000.00	5,000.00	Cal Travel, DMAI, DMA West, conference registration and meeting costs
<i>In-County Relations</i>	1,000.00	1,000.00	1,000.00	Costs associated with mixers and other networking events in the county
Total Partnerships	13,000.00	13,000.00	23,000.00	
ADMINISTRATIVE EXPENSES				
<i>Office/ Storage Rent</i>	21,600.00	21,600.00	25,200.00	Fort Bragg and Ukiah offices
<i>Office Supplies</i>	10,500.00	10,500.00	10,000.00	Big Contacts, Office supplies, office equipment
<i>Maintenance</i>	5,000.00	5,000.00	1,500.00	Repairs & maintenace
<i>Postage/Shipping</i>	13,142.00	18,142.00	15,722.00	Postage for mailings/shipping/Certified Folder
<i>Copying/Printing</i>	1,200.00	1,200.00	1,200.00	Copier lease/miscellaneous copying/printing - meeting materials, marketing plans, etc
<i>Telephone/Telecommunications</i>	3,750.00	3,750.00	3,750.00	OOMA, staff cell phones (owned by organization)
<i>Utilities</i>	5,500.00	5,500.00	5,500.00	Internet, propane, garbage, water
<i>Visit Mendocino County, Inc. Administrative Travel</i>	13,450.00	13,450.00	13,400.00	General mileage reimbursement, lodging, meals, transportation

<i>Meeting Expenses</i>	500.00	500.00	500.00	Refreshments for meetings
<i>Board Development & Training</i>	3,500.00	3,500.00	3,500.00	Brown Act Training, board retreat
<i>Legal Fees</i>	4,000.00	4,000.00	4,000.00	For legal services, if needed
<i>Accounting Fees</i>	9,000.00	9,000.00	9,000.00	Annual audit, tax filing
<i>Bookkeeping</i>	6,000.00	6,000.00	6,000.00	Bookkeeping services for organization
<i>Insurance - BOD and Liability</i>	3,000.00	3,000.00	3,000.00	D&O insurance for BOD, liability insurances
<i>Bank Fees</i>	50.00	50.00	50.00	Paypal fees and credit card processing fees - includes "bad debt"
<i>County Administrative Fee</i>	24,000.00	24,000.00	-	
Total Administrative Expenses	124,192.00	129,192.00	102,322.00	
Personnel				
<i>Salaries</i>	300,000.00	300,000.00	225,000.00	Supports 4 full-time equivalent employees & bonuses
<i>Contract Work - Misc.</i>	5,400.00	5,400.00	2,500.00	Miscellaneous contracted work (special projects, etc)
<i>Employee Recruitment</i>	23,334.00	23,334.00	15,000.00	
<i>Payroll Taxes</i>	30,000.00	30,000.00	22,500.00	Taxes required for salaries
<i>Worker's Comp Insurance</i>	2,975.00	2,975.00	2,500.00	Insurance required for employees
<i>Medical Insurance & other benefits</i>	20,880.00	20,880.00	20,000.00	Health and other benefits for 3 hourly staff & ED as outlined in employee handbook
<i>Other Employee Benefits</i>	3,300.00	3,300.00	3,300.00	Add'l benefits related to the executive director
Total Personnel	385,889.00	385,889.00	290,800.00	
Reserve/Contingency Account	130,344.00	130,344.00	141,462.20	
TOTAL EXPENSES	1,577,518.00	1,573,475.00	1,556,084.20	
Over/Under	-	-	-	