

Mendocino County Tourism Commission

July 2021 - June 2022 Budget

Note Accumulating Total: Budgeted dollar amounts can not be spent before they have been accumulated. The amounts may be rolled forward but not used in the months prior to where they are budgeted.

	Proposed 1/14/2021	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Total	Notes
6	Income														
7	4030 County BID	67,428.03	67,428.03	67,428.03	67,428.03	67,428.03	67,428.03	67,428.03	67,428.03	67,428.03	67,428.03	67,428.03	67,428.03	809,136.35	BID
8	4031 County BID adjustments													-24,274.06	County Admin Fee
9	4035 County 50% Match	33,714.02	33,714.02	33,714.02	33,714.02	33,714.02	33,714.02	33,714.02	33,714.02	33,714.02	33,714.02	33,714.02	33,714.02	404,568.24	TOT (Est at 50% of BID)
10	Other Income														
11	4830 Event Brochure Ads													0.00	
12	4940 Misc. Income													0.00	
13	4950 Interest Income													0.00	
14	Total Other Income	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	
15	Total Income	\$ 101,142.05	\$ 101,142.05	\$ 101,142.05	\$ 101,142.05	\$ 101,142.05	\$ 101,142.05	\$ 101,142.05	\$ 101,142.05	\$ 101,142.05	\$ 101,142.05	\$ 101,142.05	\$ 101,142.05	\$ 76,867.99	\$ 1,189,430.54
16	Gross Profit	\$ 101,142.05	\$ 101,142.05	\$ 101,142.05	\$ 101,142.05	\$ 101,142.05	\$ 101,142.05	\$ 101,142.05	\$ 101,142.05	\$ 101,142.05	\$ 101,142.05	\$ 101,142.05	\$ 101,142.05	\$ 76,867.99	\$ 1,189,430.54
17	Expenses														
18	1- MEDIA & WEBSITE														
19	50 Advertising / Media														0.00
20	5130 Print & Online Advertising	17,334.85	17,334.85	17,334.85	17,334.85	25,834.85	17,334.85	17,334.85	17,334.85	17,334.85	17,334.85	17,334.85	17,334.85	216,518.20	
21	Facebook													0.00	Facebook - Monthly Use/moved to "online media buys"
22	Steppin Out	0.00												0.00	Steppin Out - Back Covers
23	DogTrekker					8,500.00								8,500.00	DogTrekker - Pet Friendly Advertising + Trade Show Presence
24	VIA Magazine													0.00	VIA Magazine
25	Wine Co Radio		0.00											0.00	Wine Co Radio
26	Online Media Buys	16,084.85	16,084.85	16,084.85	16,084.85	16,084.85	16,084.85	16,084.85	16,084.85	16,084.85	16,084.85	16,084.85	16,084.85	193,018.20	Online Media Buys
27	Print & Online Advgt Opportunitues	1,250.00	1,250.00	1,250.00	1,250.00	1,250.00	1,250.00	1,250.00	1,250.00	1,250.00	1,250.00	1,250.00	1,250.00	15,000.00	Print & Online Advertising Opportunitues
28	5150 Ad Development/Design	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	12,000.00	Digital and Print Ads: Contract Design Work
29	5170 Photography	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	6,000.00	Photo Usage Fees, Licensing of Photos, Photographers
30	5240 Research & Development	7,750.00	2,250.00	2,250.00	2,250.00	2,250.00	2,250.00	2,250.00	2,250.00	2,250.00	2,250.00	2,250.00	2,250.00	32,500.00	Website addition/Booking Engine
31	Visa Vue	5,500.00												5,500.00	Visa Vue
32	Survata/Other Studies	1,250.00	1,250.00	1,250.00	1,250.00	1,250.00	1,250.00	1,250.00	1,250.00	1,250.00	1,250.00	1,250.00	1,250.00	15,000.00	Survata/Other Studies (No more MMWW)
33	R&D Opp Fund	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	12,000.00	R&D Opp Fund
34	5280 Video Development	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	6,000.00	
35	5290 Marketing Contingency	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	12,000.00	Accumulating Total
36	Total 50 Advertising / Media	\$ 28,084.85	\$ 22,584.85	\$ 22,584.85	\$ 22,584.85	\$ 31,084.85	\$ 22,584.85	\$ 22,584.85	\$ 22,584.85	\$ 22,584.85	\$ 22,584.85	\$ 22,584.85	\$ 22,584.85	\$ 285,018.20	
37	55 Marketing / Public Relations													0.00	
38	5510 Public Relations Contract	8,683.34	8,683.34	8,683.34	8,683.34	8,683.34	8,683.34	8,683.34	8,683.34	8,683.34	8,683.34	8,683.34	8,683.34	104,200.00	Koli Communications
39	Koli Communications Contract	8,333.34	8,333.34	8,333.34	8,333.34	8,333.34	8,333.34	8,333.34	8,333.34	8,333.34	8,333.34	8,333.34	8,333.34	100,000.00	Koli Communications Contract/ ALL PRESS RELEASES, INTERNAL COMM & Monthly Consumer
40	Koleen Hamblin Travel	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	4,200.00	Koleen Hamblin Travel
41	5520 Marketing Agency Contract	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	12,000.00	Agency XI - AD purchasing and maintenance
42	5540 Clipping Service	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	12,000.00	Burriel's Luce
43	5550 In-Market PR Stunts	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	Removed
44	5560 Media Events	250.00	250.00	250.00	250.00	1,750.00	250.00	250.00	3,750.00	250.00	1,750.00	250.00	250.00	9,500.00	
45	Visit California					1,500.00			2,500.00					4,000.00	Visit California
46	Taste Mendocino								1,000.00		1,500.00			2,500.00	Taste Mendocino
47	5560 Opps Fund	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	3,000.00	5560 Opps Fund
48	5610 Travel - PR Related	333.34	333.34	333.34	333.34	333.34	333.34	333.34	333.34	333.34	333.34	333.34	333.34	4,000.00	Public Relations: Experiences, Meals, Stays
49	5680 Visiting Media FAM Exp	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	6,000.00	Media FAM: Experiences, Meals, Stays
50	Total 55 Marketing / Public Relations	\$ 11,766.68	\$ 11,766.68	\$ 11,766.68	\$ 11,766.68	\$ 13,266.68	\$ 11,766.68	\$ 11,766.68	\$ 15,266.68	\$ 11,766.68	\$ 13,266.68	\$ 11,766.68	\$ 11,766.68	\$ 147,700.16	
51	57 Website Maint / Development													0.00	
52	5710 Interactive Media Coordinator	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	30,000.00	Agency XI (Facebook & Instagram)
53	5740 Content Creation	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	18,000.00	UNCONTRACTED Development
54	5750 Development/ Maintenance	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	6,000.00	Agency XI
55	Website Development - Booking Link etc	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	12,000.00	9k booking link additional for minor upgrades/changes
56	5780 Interactive Marketing	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	1,200.00	
57	Sprout Social	65.00	65.00	65.00	65.00	65.00	65.00	65.00	65.00	65.00	65.00	65.00	65.00	780.00	Sprout Social
57	SendGrid	35.00	35.00	35.00	35.00	35.00	35.00	35.00	35.00	35.00	35.00	35.00	35.00	420.00	SendGrid
58	Total 57 Website Maint / Development	\$ 5,600.00	\$ 5,600.00	\$ 5,600.00	\$ 5,600.00	\$ 5,600.00	\$ 5,600.00	\$ 5,600.00	\$ 5,600.00	\$ 5,600.00	\$ 5,600.00	\$ 5,600.00	\$ 5,600.00	\$ 67,200.00	
59	58 Leisure / Group Sales													0.00	
60	5810 Promotion Items, Booth Develop	0.00	0.00	3,250.00	0.00	0.00	0.00	0.00	3,000.00	250.00	0.00	3,000.00	0.00	9,500.00	
61	Staff Logo Wear			250.00						250.00				500.00	
62	Giftng Swag	0.00	0.00	3,000.00	0.00	0.00	0.00	0.00	3,000.00	0.00	0.00	3,000.00	0.00	9,000.00	
63	5820 Consumer & Trade Shows	0.00	0.00	300.00	0.00	0.00	0.00	0.00	0.00	3,750.00	0.00	0.00	0.00	4,050.00	
64	Bark in the Park			300.00										300.00	Bark in the Park (San Jose) - September 19, 2021
65	San Diego Travel & Adventure							0.00						0.00	San Diego Travel & Adv
66	LA Travel & Adventure								0.00					0.00	LA Travel & Adv
67	SF/Bay (Santa Clara) Travel & Adv									3,750.00				3,750.00	SF/Bay (Santa Clara) Travel & Adventure - TBD
68	5840 State Fair Exhibit	0.00	1,000.00	0.00	0.00	0.00	0.00	0.00	0.00	1,000.00	0.00	0.00	0.00	2,000.00	State Fair Exhibit
69	Booth													0.00	Booth
70	Staff Travel		1,000.00											1,000.00	Staff Travel
71	5870 Shipping - Travel Shows						0.00	0.00	500.00	1,000.00	1,000.00			2,500.00	
72	5880 Travel - Leisure/Group Sales	0.00	0.00	2,470.00	0.00	0.00	0.00	0.00	0.00	3,470.00	0.00	0.00	0.00	5,940.00	
73	Airfare			0.00					0.00	0.00				0.00	Airfare (Est Are Set with 2-4 People In Mind 2-3 Night Stay)
74	Stays			1,200.00					0.00	0.00	1,800.00			3,000.00	Stays (Booking Vaca Hm When Poss/Use Points to Save \$)
75	Per Diem			660.00					0.00	960.00				1,650.00	Per Diem (\$110 Per Diem, with 50% for Travel Days)
76	Travel, Vehicles, Parking			510.00					0.00	580.00				1,090.00	Travel, Vehicles, Parking, Ubers/Taxi
77	Other, Specific Supplies			100.00					0.00	100.00				200.00	Other, Specific Supplies
78	5885 Travel - Group FAMs	0.00	0.												

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	Proposed 1/14/2021	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Total	Notes	
88	Taste Mendocino													1,500.00	1,500.00 Taste Mendocino (VMC Co-Host)	
89	DMA West Tech Summit									1,500.00				1,500.00	DMA West Tech Summit (Tucson) 2 Days of Classes	
90	6555 Conferences & Seminars Travel	2,613.50	0.00	0.00	0.00	0.00	0.00	2,036.00	0.00	2,882.00	1,956.00	0.00	0.00	9,487.50	New Line Item	
91	Airfare	400.00						0.00		600.00	0.00	0.00		1,000.00	Airfare (Est Are Set with 2-4 People In Mind 2-3 Night Stay)	
92	Stays	1,200.00						1,100.00		1,440.00	800.00	0.00		4,540.00	Stays (Booking Vaca Hm When Poss/Use Points to Save \$)	
93	Per Diem	660.00						440.00		660.00	660.00	0.00		2,420.00	Per Diem (\$110 Per Diem, with 50% for Travel Days)	
94	Travel, Vehicles, Parking	253.50						396.00		82.00	396.00	0.00		1,127.50	Travel, Vehicles, Parking, Ubers/Taxi	
95	Other, Specific Supplies	100.00						100.00		100.00	100.00	0.00		400.00	Other, Specific Supplies (\$100 Base)	
96	6570 In-County Relations	975.00	975.00	475.00	475.00	475.00	475.00	1,475.00	475.00	475.00	475.00	475.00	475.00	7,700.00		
97	Events	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	Events/ No stakeholder events
98	Chamber Lunches/Dinners	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	Chamber Lunches/Dinners
99	Hosted Meals	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	2,400.00	Hosted Meals	
100	Wine Competition	500.00	500.00											1,000.00	Wine Competition	
101	Mileage	175.00	175.00	175.00	175.00	175.00	175.00	175.00	175.00	175.00	175.00	175.00	175.00	2,100.00	Mileage	
102	Crab Cake Cook Off							1,000.00		0.00				1,000.00	Crab Cake Cook Off	
103	6570 Opps Fund	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	1,200.00	6570 Opps Fund	
104	6575 Stakeholder Networking	3,500.00	0.00	0.00	0.00	0.00	0.00	100.00	0.00	100.00	100.00	100.00	100.00	4,000.00	Colateral, Other	
105	Workshops + Refreshments	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	Workshops + Refreshments
106	Stakeholder Networking													0.00	Stakeholder Networking	
107	Website Development													0.00	Website Development	
108	Colateral, Other	3,500.00	0.00	0.00	0.00	0.00	0.00	100.00	0.00	100.00	100.00	100.00	100.00	4,000.00	Colateral, Other	
109	6576 CTA Program	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	10,000 Down Payment HOLD UNTIL 2022/2023	
110	6590 Memberships	2,650.00	0.00	0.00	150.00	0.00	1,575.00	0.00	0.00	0.00	1,700.00	900.00	0.00	6,975.00		
111	Leadership Mendocino													0.00	Leadership Mendocino - No Employee attending this year	
112	Anderson Valley Winegrowers				150.00									150.00	Anderson Valley Winegrowers	
113	Ukiah & Willits Chamber						375.00							375.00	Ukiah & Willits Chamber	
114	Mendocino Coast Chamber	150.00												150.00	Mendocino Coast Chamber	
115	Destination International							1,200.00						1,200.00	Destination International	
116	DMA West Dues	1,200.00												1,200.00	DMA West Dues	
117	Cal Travel Association Membership										1,700.00	900.00		2,600.00	Cal Travel Association Membership	
118	San Francisco Travel Association	1,300.00												1,300.00	San Francisco Travel Association	
119	6610 North Coast Tourism Council	916.67	916.67	916.67	916.67	916.67	916.67	916.67	916.67	916.67	916.67	916.67	916.67	11,000.00	11,000/12	
120	Total Partnerships	\$ 13,605.17	\$ 1,891.67	\$ 1,891.67	\$ 1,541.67	\$ 1,391.67	\$ 2,966.67	\$ 5,927.67	\$ 1,391.67	\$ 5,873.67	\$ 6,647.67	\$ 2,391.67	\$ 1,491.67	\$ 46,512.50		
121	6720 Event & Festival Guides	1,891.62	3,891.62	1,891.62	3,891.62	2,191.62	1,891.62	3,891.62	1,891.62	1,891.62	1,891.62	1,891.62	1,891.62	28,999.44		
122	Brochure Design		2,000.00		2,000.00			2,000.00						6,000.00	Brochure Design	
123	Brochure Order			0.00		0.00			0.00					0.00	Removed	
124	Yard Signs					300.00								300.00	Yard Signs	
125	Brochure Distribution/Mileage	125.00	125.00	125.00	125.00	125.00	125.00	125.00	125.00	125.00	125.00	125.00	125.00	1,500.00	Brochure Distribution/Mileage - Reduced to minimum	
126	Certified Folder Display	916.62	916.62	916.62	916.62	916.62	916.62	916.62	916.62	916.62	916.62	916.62	916.62	10,999.44	Removed	
127	Visitor Guide/Wine Maps/Pet Guides/Other Print	850.00	850.00	850.00	850.00	850.00	850.00	850.00	850.00	850.00	850.00	850.00	850.00	10,200.00	Visitor Guide/Wine Maps/Pet Guides/Other Print	
128	6730 Incentives & Sponsorships	1,791.67	1,791.67	1,791.67	1,791.67	1,791.67	1,791.67	1,791.67	1,791.67	1,791.67	1,791.67	1,791.67	1,791.67	21,500.04		
129	Run 1	1,166.67	1,166.67	1,166.67	1,166.67	1,166.67	1,166.67	1,166.67	1,166.67	1,166.67	1,166.67	1,166.67	1,166.67	14,000.04	Run 1: Arts Council of Mendocino	
130	Run 2													0.00	Run 2: Dest. Hopland, RW Coast Chamber, MWI, City of Ukiah, AVWA, Mendocino Coast Chamber, Willits Chamber, City of FB	
131	KOZT	625.00	625.00	625.00	625.00	625.00	625.00	625.00	625.00	625.00	625.00	625.00	625.00	7,500.00	KOZT	
132	6770 Visitor Centers & Signage	2,500.00			2,500.00					2,500.00				10,000.00	Return to full budget	
133	Total Visitor Services	\$ 6,183.29	\$ 5,683.29	\$ 3,683.29	\$ 8,183.29	\$ 3,983.29	\$ 3,683.29	\$ 5,683.29	\$ 3,683.29	\$ 6,183.29	\$ 3,683.29	\$ 3,683.29	\$ 6,183.29	\$ 60,499.48		
134	Total 2- VISITOR SVS / PARTNERSHIPS	\$ 19,788.46	\$ 7,574.96	\$ 5,074.96	\$ 9,724.96	\$ 5,374.96	\$ 6,649.96	\$ 11,610.96	\$ 5,074.96	\$ 12,056.96	\$ 10,330.96	\$ 6,074.96	\$ 7,674.96	\$ 107,011.98		
135	3- ADMIN EXPENSES													0.00		
136	General Admin													0.00		
137	7010 Accounting	2,000.00	2,000.00	2,000.00	9,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	31,000.00	Bookkeeping + Audit in October	
138	7060 Bank Fees	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	600.00	Bank Fees \$9K Previously Calculated w/ Line of Credit Fees in Mind	
139	7080 Board Development	35.00	35.00	35.00	35.00	35.00	35.00	35.00	35.00	35.00	35.00	35.00	35.00	920.00		
140	Meeting Materials & Refreshments	35.00	35.00	35.00	35.00	35.00	35.00	35.00	35.00	35.00	35.00	35.00	35.00	420.00	Meeting Materials & Refreshments - reduced from \$75.00	
141	Dinner, Stay, Materials, Breakfast, Lunch													500.00	Dinner, Stay, Materials, Breakfast, Lunch/ Removed all costs but Lunch	
142	7090 Copying & Printing	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	2,400.00		
143	Xerox	175.00	175.00	175.00	175.00	175.00	175.00	175.00	175.00	175.00	175.00	175.00	175.00	2,100.00	Xerox	
144	Printing Paper, Business Cards	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	300.00	Printing Paper, Business Cards	
145	7100 Dues & Subscriptions	950.00	950.00	950.00	950.00	950.00	950.00	950.00	950.00	950.00	950.00	950.00	950.00	11,520.00		
146	MailChimp	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	4,200.00	MailChimp	
147	Adobe	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	3,600.00	Adobe	
148	Box.Net	120.00	120.00	120.00	120.00	120.00	120.00	120.00	120.00	120.00	120.00	120.00	120.00	1,440.00	Box.Net	
149	Gsuite	90.00	90.00	90.00	90.00	90.00	90.00	90.00	90.00	90.00	90.00	90.00	90.00	1,080.00	Gsuite	
150	Other	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	1,200.00	Other	
151	7130 Legal Fees	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	3,000.00		
152	7150 Meeting Expenses	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	600.00		
153	Office Refreshments	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	120.00	Office Refreshments	
154	Team Working Lunches	40.00	40.00	40.00	40.00	40.00	40.00	40.00	40.00	40.00	40.00	40.00	40.00	480.00	Team Working Lunches	
155	7200 Office Expense	100.00	100.00	100.00	100.00	100.00	100.00	2,450.00	100.00	100.00	100.00	100.00	1,050.00	4,500.00		
156	Other	50.00	50.00	50.00	50.00	50.00	50.00	2,400.00	50.00	50.00	50.00	50.00	50.00	2,950.00	Other (1/2022 Suggested Technology/Security Upgrades)	
157	Misc. Supplies	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	1,000.00	1,550.00	Misc. Supplies	
158	7210 Postage & Shipping	75.00	75.00	75.00	75.00	75.00	75.00	75.00	75.00	75.00	75.00	75.00	75.00	900.00		
159	Other	25.00	25.00	25.00	25.00											

