Mendocino County Tourism Commission

July 2023 - June 2024 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 1/11/23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Total	Notes
Income														
4030 County BID	100,256.92	100,256.92	100,256.92	100,256.92	100,256.92	100,256.92	100,256.92	100,256.92	100,256.92	100,256.92	100,256.92	100,256.92	1,203,083.04	BID @ 1% 1,326,758.91 @ 10% reduction
4031 County BID adjustments												-34,859.16	36,092.49	County Admin Fee @ max 3%
4035 County 50% Match	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	NO COUNTY FUNDING
Other Income													0.00	
4830 Event Brochure Ads													0.00	
4940 Misc. Income													0.00	
4950 Interest Income													0.00	
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	
Total Income	$ 100,256.92	$ 100,256.92	$ 100,256.92	$ 100,256.92	$ 100,256.92	$ 100,256.92	$ 100,256.92	$ 100,256.92	$ 100,256.92	$ 100,256.92	$ 100,256.92	$ 65,397.76	$ 1,168,223.88	
Gross Profit	$ 100,256.92	$ 100,256.92	$ 100,256.92	$ 100,256.92	$ 100,256.92	$ 100,256.92	$ 100,256.92	$ 100,256.92	$ 100,256.92	$ 100,256.92	$ 100,256.92	$ 65,397.76	$ 1,168,223.88	
Expenses														
1- MEDIA & WEBSITE														
50 Advertising / Media													0.00	
5130 Print & Online Advertising	29,250.00	29,250.00	29,250.00	29,250.00	39,250.00	29,250.00	29,250.00	29,250.00	29,250.00	29,250.00	29,250.00	29,250.00	361,000.00	
TV/OTT & Radio Buys	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	120,000.00	TV/OTT & Radio Buys
DogTrekker					10,000.00								10,000.00	DogTrekker - Pet Friendly Advertising + Trade Show Presence
Other Media Production	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	36,000.00	Other Media Production
Online Media Buys	15,000.00	15,000.00	15,000.00	15,000.00	15,000.00	15,000.00	15,000.00	15,000.00	15,000.00	15,000.00	15,000.00	15,000.00	180,000.00	Online Media Buys
Print & Other Opportunites	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 Opportunites
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
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
5240 Research & Development	10,583.34	5,083.34	5,083.34	5,083.34	5,083.34	5,083.34	5,083.34	5,083.34	5,083.34	5,083.34	5,083.34	5,083.34	66,500.08	
Visa Vue	5,500.00												5,500.00	Visa Vue
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
Cultivar Strategies	3,333.34	3,333.34	3,333.34	3,333.34	3,333.34	3,333.34	3,333.34	3,333.34	3,333.34	3,333.34	3,333.34	3,333.34	40,000.08	Cultivar
R&D Opp Fund	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	R&D Opp Fund
5280 Video Development	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	24,000.00	
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	
Total 50 Advertising / Media	$ 44,333.34	$ 38,833.34	$ 38,833.34	$ 38,833.34	$ 48,833.34	$ 38,833.34	$ 38,833.34	$ 38,833.34	$ 38,833.34	$ 38,833.34	$ 38,833.34	$ 38,833.34	$ 481,500.08	
55 Marketing / Public Relations													0.00	
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	104,200.08	Koli Communications
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	100,000.08	Koli Communications Contract/ ALL PRESS RELEASES, INTERNAL COMM & Monthly Consumer
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/Travis Scott Travel
5520 Marketing Agency Contract	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	24,000.00	Agency XI - AD purchasing and maintenance
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	Burrelles Luce
5550 In-Market PR Stunts	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	Bay Area Stunts
5560 Media Events	250.00	250.00	250.00	250.00	3,250.00	250.00	250.00	5,250.00	250.00	250.00	250.00	250.00	11,000.00	
Visit California					1,500.00			5,000.00					6,500.00	Visit California
Taste Mendocino					1,500.00								1,500.00	Taste Mendocino
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
5610 Travel -PR Related	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	Public Relations: Experiences, Meals, Stays
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
Total 55 Marketing / Public Relations	$ 13,933.34	$ 13,933.34	$ 13,933.34	$ 13,933.34	$ 16,933.34	$ 13,933.34	$ 13,933.34	$ 18,933.34	$ 13,933.34	$ 13,933.34	$ 13,933.34	$ 13,933.34	$ 175,200.08	
57 Website Maint / Development													0.00	
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)
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
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
Website Development - Booking Link etc	750.00	750.00	750.00	750.00	750.00	750.00	750.00	750.00	750.00	750.00	750.00	750.00	9,000.00	
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	
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
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
Total 57 Website Maint / Development	$ 5,350.00	$ 5,350.00	$ 5,350.00	$ 5,350.00	$ 5,350.00	$ 5,350.00	$ 5,350.00	$ 5,350.00	$ 5,350.00	$ 5,350.00	$ 5,350.00	$ 5,350.00	$ 64,200.00	
58 Leisure / Group Sales													0.00	
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	
Staff Logo Wear			250.00						250.00				500.00	
Gifting 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	
5820 Consumer & Trade Shows	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4,250.00	4,000.00	0.00	3,950.00	12,200.00	
Bark in the Park										4,000.00			4,000.00	Bark in the Park (San Jose) - September 19, 2021
San Diego Travel & Adventure							0.00						0.00	San Diego Travel & Adv
LA Travel & Adventure								0.00				3,950.00	3,950.00	LA Travel & Adv
SF/Bay (Santa Clara) Travel & Adv									4,250.00				4,250.00	SF/Bay (Santa Clara) Travel & Adventutre - TBD
5840 State Fair Exhibit	0.00	1,000.00	0.00	0.00	0.00	0.00	0.00	5,000.00	1,000.00	0.00	0.00	0.00	7,000.00	State Fair Exhibit
Booth								5,000.00					5,000.00	Booth
Staff Travel		1,000.00											1,000.00	Staff Travel
5870 Shipping - Travel Shows						0.00	0.00	500.00	1,000.00	1,000.00			2,500.00	
5880 Travel - Leisure/Group Sales	0.00	0.00	2,470.00	0.00	0.00	0.00	0.00	0.00	6,490.00	0.00	5,490.00	0.00	14,450.00	
Airfaire			0.00				0.00	0.00	1,000.00		0.00		1,000.00	Airfaire (Est Are Set with 2-4 People In Mind 2-3 Night Stay)
Stays			1,200.00				0.00	0.00	3,000.00		3,000.00		7,200.00	Stays (Booking Vaca Hm When Poss/Use Points to Save $)
Per Diem			660.00				0.00	0.00	990.00		990.00		2,640.00	Per Diem ($110 Per Diem, with 50% for Travel Days)
Travel, Vehicles, Parking			510.00				0.00	0.00	1,000.00		1,000.00		2,510.00	Travel, Vehicles, Parking, Ubers/Taxi
Other, Specific Supplies			100.00				0.00	0.00	500.00		500.00		1,100.00	Other, Specific Supplies
5885 Travel - Group FAMs	1,000.00	0.00		0.00	0.00	0.00	2,000.00	0.00	0.00	0.00	0.00	0.00	3,000.00	Group FAMs: Experiences, Meals, Stays
5890 Misc. Sales Opportunities	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	
Total 58 Leisure / Group Sales	$ 1,500.00	$ 1,500.00	$ 6,220.00	$ 500.00	$ 500.00	$ 500.00	$ 2,500.00	$ 9,000.00	$ 13,490.00	$ 5,500.00	$ 8,990.00	$ 4,450.00	$ 54,650.00	
Total 1- MEDIA & WEBSITE	$ 65,116.68	$ 59,616.68	$ 64,336.68	$ 58,616.68	$ 71,616.68	$ 58,616.68	$ 60,616.68	$ 72,116.68	$ 71,606.68	$ 63,616.68	$ 67,106.68	$ 62,566.68	$ 775,550.16	
2- VISITOR SVS / PARTNERSHIPS													0.00	
6550 Conferences & Seminars	2,950.00	5,000.00	0.00	0.00	0.00	0.00	3,200.00	0.00	1,500.00	1,500.00	0.00	4,000.00	18,150.00	
IPW											0.00	4,000.00	4,000.00	IPW
CDME - Courses	2,950.00												2,950.00	CDME - Courses (Chicago) 2 Days of Classes
Outlook							3,200.00						3,200.00	Outlook
ESTO		5,000.00								1,500.00			6,500.00	Taste Mendocino (VMC Co-Host)
DMA West Tech Summit									1,500.00				1,500.00	DMA West Tech Summit (Tucson) 2 Days of Classes

Mendocino County Tourism Commission

July 2023 - June 2024 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 1/11/23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Total	Notes
91	6555 Conferences & Seminars Travel	2,613.50	6,874.25	0.00	0.00	0.00	0.00	2,586.00	0.00	2,882.00	1,956.00	0.00	0.00	16,911.75	
92	Airfaire	400.00	1,800.00					0.00		600.00	0.00	0.00		2,800.00	Airfaire (Est Are Set with 2-4 People In Mind 2-3 Night Stay)
93	Stays	1,200.00	3,000.00					1,100.00		1,440.00	800.00	0.00		7,540.00	Stays (Booking Vaca Hm When Poss/Use Points to Save $)
94	Per Diem	660.00	1,650.00					990.00		660.00	660.00	0.00		4,620.00	Per Diem ($110 Per Diem, with 50% for Travel Days)
95	Travel, Vehicles, Parking	253.50	324.25					396.00		82.00	396.00	0.00		1,451.75	Travel, Vehicles, Parking, Ubers/Taxi
96	Other, Specific Supplies	100.00	100.00					100.00		100.00	100.00	0.00		500.00	Other, Specific Supplies ($100 Base)
97	6570 In-County Relations	1,550.00	1,550.00	1,050.00	1,050.00	1,050.00	1,050.00	2,550.00	1,050.00	1,050.00	1,050.00	1,050.00	1,050.00	15,100.00	
98	Events	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	Events/ No stakeholder events
99	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	Chamber Lunches/Dinners
100	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
101	Wine Competition	500.00	500.00											1,000.00	Wine Competition
102	Mileage	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	Mileage
103	Crab Cake Cook Off							1,500.00	0.00					1,500.00	Crab Cake Cook Off
104	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
105	6575 Stakeholder Networking	1,950.00	1,950.00	1,950.00	1,950.00	1,950.00	1,950.00	1,950.00	1,950.00	1,950.00	1,950.00	1,950.00	1,950.00	23,400.00	
106	Workshops + Refreshments	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	Workshops + Refreshments
107	Stakeholder Networking	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	Stakeholder Networking
108	MCTC.org Website Development	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	Website Development
109	Colateral, Other	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	Colateral, Other
111	6590 Memberships	2,650.00	0.00	0.00	250.00	0.00	2,450.00	0.00	0.00	0.00	1,700.00	900.00	0.00	7,950.00	
112	Leadership Mendocino								0.00					0.00	Leadership Mendocino - No Employee attending this year
113	Anderson Valley Winegrowers				250.00									250.00	Anderson Valley Winegrowers
114	Mendocino Wine Inc.						500.00							500.00	Mendocino Wine Inc.
115	Ukiah & Willits Chamber						750.00							375.00	Ukiah & Willits Chamber
116	Mendocino Coast Chamber	150.00												150.00	Mendocino Coast Chamber
117	Destination International						1,200.00							1,200.00	Destination International
118	DMA West Dues	1,200.00												1,200.00	DMA West Dues
119	Cal Travel Association Membership										1,700.00	900.00		2,600.00	Cal Travel Association Membership
120	San Francisco Travel Association	1,300.00												1,300.00	San Francisco Travel Association
121	6610 North Coast Tourism Council	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	11,000/12
122	Total Partnerships	$ 12,880.17	$ 16,540.92	$ 4,166.67	$ 4,416.67	$ 4,166.67	$ 6,616.67	$ 11,452.67	$ 4,166.67	$ 8,548.67	$ 9,322.67	$ 5,066.67	$ 8,166.67	$ 95,511.79	
123	Visitor Services													0.00	
124	6720 Event & Festival Guides	6,225.00	8,225.00	10,025.00	8,625.00	10,025.00	21,625.00	8,225.00	10,025.00	6,225.01	6,625.01	6,225.01	6,225.01	108,300.04	
125	Brochure Design		2,000.00		2,000.00			2,000.00						6,000.00	Brochure Design
126	Brochure Order & Yard Signs			3,800.00		3,800.00	15,000.00		3,800.00					26,400.00	Visitor Guide & event Brochures
127	Festival Coordinator	4,166.67	4,166.67	4,166.67	4,166.67	4,166.67	4,166.67	4,166.67	4,166.67	4,166.67	4,166.67	4,166.67	4,166.67	50,000.04	Festival Coordinator
128	Brochure Distribution/Mileage	125.00	125.00	125.00	525.00	125.00	525.00	125.00	125.00	125.00	525.00	125.00	125.00	2,700.00	Brochure Distribution/Mileage - Redued to minimum
129	Certified Folder Display	1,083.33	1,083.33	1,083.33	1,083.33	1,083.33	1,083.33	1,083.33	1,083.33	1,083.34	1,083.34	1,083.34	1,083.34	13,000.00	
130	Other Print Materials	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	Other Printed Guides, pets, wine maps etc
131	6730 Incentives & Sponsorships	4,291.67	4,291.67	4,291.67	4,291.67	4,291.67	5,291.67	4,291.67	4,291.67	4,291.67	4,291.67	4,291.67	4,291.67	52,500.04	
132	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
133	Events Grant Fund	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	Run 2: Dest. Hopland, RW Coast Chamber, MWI, City of Ukiah, AVWA, Mendo. Coast Chamber, Willits Chamber, City of FB
134	KOZT	625.00	625.00	625.00	625.00	625.00	1,625.00	625.00	625.00	625.00	625.00	625.00	625.00	8,500.00	KOZT
135	6770 Visitor Centers & Signage	833.34	833.34	833.34	833.34	833.34	833.34	833.34	833.34	833.32	833.32	833.32	833.32	10,000.00	
136	Total Visitor Services	$ 11,350.01	$ 13,350.01	$ 15,150.01	$ 13,750.01	$ 15,150.01	$ 27,750.01	$ 13,350.01	$ 15,150.01	$ 11,350.00	$ 11,750.00	$ 11,350.00	$ 11,350.00	$ 170,800.08	
137	Total 2- VISITOR SVS / PARTNERSHIPS	$ 24,230.18	$ 29,890.93	$ 19,316.68	$ 18,166.68	$ 19,316.68	$ 34,366.68	$ 24,802.68	$ 19,316.68	$ 19,898.67	$ 21,072.67	$ 16,416.67	$ 19,516.67	$ 266,311.87	
138	3- ADMIN EXPENSES													0.00	
139	General Admin													0.00	
140	7010 Accounting	2,000.00	2,000.00	2,000.00	11,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	33,000.00	Accounting + Audit in October
141	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	
142	7080 Board Development	5,000.00	35.00	35.00	35.00	35.00	35.00	35.00	35.00	35.00	35.00	35.00	35.00	5,385.00	
143	Meeting Materials & Refreshments	1,000.00	35.00	35.00	35.00	35.00	35.00	35.00	35.00	35.00	35.00	35.00	35.00	1,385.00	Meeting Materials & Refreshments - reduced from $75.00
144	Dinner, Stay, Materials, Breakfast, Lunch	5,000.00												5,000.00	Dinner, Stay, Breakfast, Lunch
145	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	
146	Laser Cartridges	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	Laser Cartridges
147	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
148	7100 Dues & Subscriptions	1,143.00	1,143.00	1,143.00	1,143.00	1,143.00	1,143.00	1,143.00	1,143.00	1,143.00	1,143.00	1,143.00	1,143.00	13,716.00	
149	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
150	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
151	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
152	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
153	Pipedrive, Microsoft, Slack & Monday	283.00	283.00	283.00	283.00	283.00	283.00	283.00	283.00	283.00	283.00	283.00	283.00	3,396.00	Other
154	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	
155	7150 Meeting Expenses	185.00	185.00	185.00	185.00	185.00	185.00	185.00	185.00	185.00	185.00	185.00	185.00	2,220.00	
156	Office 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	Office Refreshments
157	Team Working Lunches	150.00	150.00	150.00	150.00	150.00	150.00	150.00	150.00	150.00	150.00	150.00	150.00	1,800.00	Team Working Lunches
158	7200 Office Expense	150.00	150.00	150.00	150.00	150.00	150.00	150.00	150.00	150.00	150.00	150.00	150.00	1,800.00	
159	Other	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	Other (1/2022 Suggested Technology/Security Upgrades/computer equipment)
160	Misc. Supplies	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	Misc. Supplies
161	7210 Postage & Shipping	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	
162	Guides	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	Other
163	Mailing AP; Postage & Envelopes	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	Mailing AP; Postage & Envelopes
164	7280 Travel Expenses	750.00	750.00	750.00	750.00	750.00	750.00	750.00	750.00	750.00	750.00	750.00	750.00	9,000.00	Admin Mileage/Stays
165	Total General Admin	$ 10,078.00	$ 5,113.00	$ 5,113.00	$ 14,113.00	$ 5,113.00	$ 5,113.00	$ 5,113.00	$ 5,113.00	$ 5,113.00	$ 5,113.00	$ 5,113.00	$ 5,113.00	$ 75,321.00	
166	Occupancy Costs													0.00	
167	7650 Rent	2,350.00	2,350.00	2,350.00	2,350.00	2,350.00	2,350.00	2,350.00	2,350.00	2,350.00	2,350.00	2,350.00	2,350.00	28,200.00	
168	Ukiah + Storage Unit	2,350.00	2,350.00	2,350.00	2,350.00	2,350.00	2,350.00	2,350.00	2,350.00	2,350.00	2,350.00	2,350.00	2,350.00	28,200.00	Ukiah
169	7660 Insurance	2,450.00												2,450.00	EOM, D&O, Renters, Other
170	7850 Repairs & Maintenance	775.00	575.00	575.00	575.00	775.00	575.00	575.00	575.00	775.00	575.00	575.00	775.00	7,700.00	
171	Office Cleaning - Ukiah (up to 2x)	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	Office Cleaning - Ukiah (up to 3x)
172	Grounds Keeping	200.00	0.00	0.00	0.00	200.00	0.00	0.00	0.00	200.00	0.00	0.00	200.00	800.00	Grounds Keeping
173	JD Zastros Pest Control	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	JD Zastros Pest Control

Ukiah to STS = 95 Miles x 2 x .575 ($109.25)
STS Parking $11 Per Day
Avg Hotel Parking Fee $35 Per Night
Park and Fly Rates Avg Est. $8 Per Day
Ukiah to OAK = 130 Miles x 2 x .575 ($149.50)

Mendocino County Tourism Commission

July 2023 - June 2024 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 1/11/23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Total	Notes
174	Unknowns	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	Unknowns
175	7890 Taxes		65.00											65.00	Business Taxes (Paperwork filing fees)
176	7910 Telecommunication	600.00	600.00	600.00	600.00	600.00	600.00	600.00	600.00	600.00	600.00	600.00	600.00	7,200.00	
177	Office Phones	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	
178	(6) Employee Cell Phones	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	(6) Employee Cell Phones
179	7950 Utilities	1,038.00	795.99	795.99	795.99	795.99	795.99	795.99	795.99	795.99	795.99	795.99	795.99	9,793.88	
180	PG&E	150.00	150.00	150.00	150.00	150.00	150.00	150.00	150.00	150.00	150.00	150.00	150.00	1,800.00	PG&E
181	Comcast - Internet Ukiah	408.00	165.99	165.99	165.99	165.99	165.99	165.99	165.99	165.99	165.99	165.99	165.99	2,233.89	Comcast - Internet Ukiah
182	Ukiah Waste Solutions	80.00	80.00	80.00	80.00	80.00	80.00	80.00	80.00	80.00	80.00	80.00	80.00	960.00	Ukiah Waste Solutions
183	City of Ukiah	325.00	325.00	325.00	325.00	325.00	325.00	325.00	325.00	325.00	325.00	325.00	325.00	3,900.00	City of Ukiah
184	Unknowns, Potential Spikes	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	Unknowns, Potential Spikes
185	7990 Depreciation Expense													0.00	
186	Total Occupancy Costs	$ 7,213.00	$ 4,385.99	$ 4,320.99	$ 4,320.99	$ 4,520.99	$ 4,320.99	$ 4,320.99	$ 4,320.99	$ 4,520.99	$ 4,320.99	$ 4,320.99	$ 4,520.99	$ 55,408.89	
187	Total 3- ADMIN EXPENSES	$ 17,291.00	$ 9,498.99	$ 9,433.99	$ 18,433.99	$ 9,633.99	$ 9,433.99	$ 9,433.99	$ 9,433.99	$ 9,633.99	$ 9,433.99	$ 9,433.99	$ 9,633.99	$ 130,729.89	
188	4- PERSONNEL														
189	8510 Salaries & Wages	34,000.00	34,000.00	34,000.00	34,000.00	34,000.00	34,000.00	34,000.00	34,000.00	34,000.00	34,000.00	34,000.00	34,000.00	408,000.00	Will auto populate
	Retirement Contributions @ 4%	1,360.00	1,360.00	1,360.00	1,360.00	1,360.00	1,360.00	1,360.00	1,360.00	1,360.00	1,360.00	1,360.00	1,360.00	16,320.00	
190	8520 Paid Time Off	1,954.44	1,954.44	1,954.44	1,954.44	1,954.44	1,382.00	6,188.00	1,382.00	1,382.00	1,382.00	1,382.00	1,382.00	24,133.88	Monthly Liability
191	Paid Time Off Liability Accounting	1,954.44	1,954.44	1,954.44	1,954.44	1,954.44	1,382.00	1,382.00	1,382.00	1,382.00	1,382.00	1,382.00	1,382.00	19,446.19	Paid Time Off Liability Accounting
192	160.00 Hours a Year / 12 = 13.34 Hours	18.23	18.23	18.23	18.23	18.23	18.23	18.23	18.23	18.23	18.23	18.23	18.23		160 Hours a Year / 12 = 13.34 Hours
193	Sick Leave Liability Accounting							4,707.69						4,707.69	Sick Leave Liability Accounting (24 Hrs Loaded 1/1/New Year)
194	8530 Payroll Taxes	2,601.00	2,601.00	2,601.00	2,601.00	2,601.00	2,601.00	4,709.00	3,655.00	2,601.00	2,601.00	2,601.00	2,601.00	34,374.00	Will auto populate
195	Employer Federal	2,601.00	2,601.00	2,601.00	2,601.00	2,601.00	2,601.00	2,601.00	2,601.00	2,601.00	2,601.00	2,601.00	2,601.00	31,212.00	Employer Federal
196	Employer State							2,108.00	1,054.00					3,162.00	Employer State
197	8540 Payroll Processing Fees	85.00	85.00	85.00	85.00	85.00	85.00	805.00	85.00	85.00	85.00	85.00	85.00	1,740.00	
198	Intuit Monthly Fee	85.00	85.00	85.00	85.00	85.00	85.00	85.00	85.00	85.00	85.00	85.00	85.00	1,020.00	Intuit Monthly Fee
199	Intuit Yearly Fee							720.00						720.00	Intuit Yearly Fee
200	8550 Workers Comp	3,000.00												3,000.00	Yearly Bill
201	8551 Workers Comp Liability Acct	291.41	291.41	291.41	291.41	291.41	291.41	291.41	291.41	291.41	291.41	291.41	291.41	3,496.97	Monthly Liability
202	Estimated W/C Liability %	0.8571%	0.8571%	0.8571%	0.8571%	0.8571%	0.8571%	0.8571%	0.8571%	0.8571%	0.8571%	0.8571%	0.8571%		
203	8570 Health Insurance	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	2,250.00	27,000.00	
204	8590 Contract Work	150.00	150.00	750.00	750.00	750.00	750.00	750.00	750.00	750.00	750.00	750.00	750.00	7,800.00	
205	Cyber Security Consulting	0.00	6,000.00											6,000.00	Cyber Security Consulting
206	Other	750.00	750.00	750.00	750.00	750.00	750.00	750.00	750.00	750.00	750.00	750.00	750.00	9,000.00	Other (Jo Bradley)
207	8580 Employee Apperciation, Other						3,000.00								Other Employee Benefits (Cal-Star/Reach Holiday GIFTS)
208	8615 Employee Recruitment	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	
209	Total 4- PERSONNEL	$ 44,331.85	$ 41,331.85	$ 41,931.85	$ 41,931.85	$ 41,931.85	$ 44,359.41	$ 48,895.11	$ 42,413.41	$ 41,359.41	$ 41,359.41	$ 41,359.41	$ 41,359.41	$ 512,564.85	
210	Total Expenses	$ 150,969.71	$ 140,338.45	$ 135,019.20	$ 137,149.20	$ 142,499.20	$ 146,776.76	$ 143,748.46	$ 143,280.76	$ 142,498.75	$ 135,482.75	$ 134,316.75	$ 133,076.75	$ 1,685,156.77	
211	Net Operating Income	-$ 50,712.79	-$ 40,081.53	-$ 34,762.28	-$ 36,892.28	-$ 42,242.28	-$ 46,519.84	-$ 43,491.54	-$ 43,023.84	-$ 42,241.83	-$ 35,225.83	-$ 34,059.83	-$ 67,678.99	-$ 516,932.89	
213	Net Income	-$ 50,712.79	-$ 40,081.53	-$ 34,762.28	-$ 36,892.28	-$ 42,242.28	-$ 46,519.84	-$ 43,491.54	-$ 43,023.84	-$ 42,241.83	-$ 35,225.83	-$ 34,059.83	-$ 67,678.99	-$ 516,932.89	2023/2024 Draw from Retained Earnings

$ 1,685,156.77	Double Check
1,168,233.88	

$516,922.89 total from Retained Earnings