

Proposed FY26/27	Total	
Income		
4030 County BID	\$1,200,000.00	
4031 County BID adjustments		
Total Income	\$1,200,000.00	
Gross Profit	\$1,200,000.00	
Expenses		
1- MEDIA & WEBSITE		
50 Advertising / Media		
5130 Print & Online Advertising	\$180,000.00	DogTrekker Sponsorship (-\$10k)
5150 Ad Development/Design	\$0.00	
5170 Photography	\$0.00	Decreased from \$12k
5240 Research & Development	\$22,000.00	
Visitor Center	\$10,000.00	California Welcome Center support
R&D Opp Fund	\$12,000.00	Decreased from \$60k
5280 Video Development	\$30,000.00	Increased from \$6k
5290 Marketing Contingency	\$8,000.00	Opportunistic
Total 50 Advertising / Media	\$240,000.00	Decreased from \$286k
55 Marketing / Public Relations		
5510 Public Relations Contract	\$0.00	
5520 Marketing Agency Contract	\$24,000.00	Agency Xi Ad purchasing and Maintenance/Development
5540 Clipping Service	\$4,000.00	Will be reviewed
5550 In-Market PR Stunts	\$0.00	
5560 Media Events	\$20,916.66	VCA Media Missions (2x), PR Travel, Visiting Media FAM Expenses
5610 Travel -PR Related	\$6,000.00	
5680 Visiting Media FAM Exp	\$5,500.00	
Total 55 Marketing / Public Relations	\$60,416.66	Decreased from \$174k
57 Website Maint / Development		
5710 Interactive Media Coordinator	\$30,000.00	Agency Xi Social Media Managing
5740 Content Creation	\$18,000.00	Content Creators/Influencers
5750 Development/ Maintenance	\$6,000.00	
Website Development - Booking Link etc	\$18,280.00	BookDirect, AI Chatbot Update
5780 Interactive Marketing	\$1,200.00	
Total 57 Website Maint / Development	\$73,480.00	
58 Leisure / Group Sales	\$0.00	
5810 Promotion Items, Booth Develop	\$3,000.00	
5820 Consumer & Trade Shows	\$0.00	
5870 Shipping - Travel Shows	\$0.00	
5880 Travel - Leisure/Group Sales	\$0.00	
5885 Travel - Group FAMs	\$0.00	
5890 Misc. Sales Opportunities	\$6,000.00	
Total 58 Leisure / Group Sales	\$9,000.00	
Total 1- MEDIA & WEBSITE	\$382,896.66	Down from \$535k
2- VISITOR SVS / PARTNERSHIPS	\$0.00	
6550 Conferences & Seminars	\$7,000.00	VCA Outlook Forum, CalTravel Summit
6555 Conferences & Seminars Travel	\$9,060.00	
6570 In-County Relations	\$13,350.00	Mileage, Hosted Meals, Events, Opps Fund
6575 Stakeholder Networking	\$3,000.00	
6590 Memberships	\$3,600.00	Cal Travel, Local Associations
6610 North Coast Tourism Council	\$13,000.00	Connection to Visit California's programs and initiatives
Total Partnerships	\$49,010.00	Down from \$60k
6720 Event & Festival Guides	\$46,000.00	Down from \$72k
6730 Incentives & Sponsorships	\$0.00	Down from \$7.5k
6770 Visitor Centers & Signage	\$20,000.00	Down from \$80k
Total Visitor Services	\$66,000.00	Down from \$159k
Total 2- VISITOR SVS / PARTNERSHIPS	\$115,010.00	Down From \$220k
3- ADMIN EXPENSES		
7010 Accounting	\$36,300.00	Accounting + Annual Audit
7060 Bank Fees	\$600.00	
7080 Board Development	\$38,825.00	Civitas (6 months)
7090 Copying & Printing	\$2,400.00	
7100 Dues & Subscriptions	\$16,476.00	Mailchimp, Adobe, Dropbox, Gsuite, Microsoft, etc.
7130 Legal Fees	\$1,000.00	Decreased from \$3k
7150 Meeting Expenses	\$1,620.00	
7200 Office Expense	\$4,800.00	
7210 Postage & Shipping	\$5,700.00	
7280 Travel Expenses	\$12,000.00	Mileage Reimbursement
Total General Admin	\$119,721.00	Down from \$160k
Occupancy Costs		
7650 Rent	\$32,400.00	
7660 Insurance	\$3,036.00	
7850 Repairs & Maintenance	\$4,500.00	
7890 Taxes	\$300.00	
7910 Telecommunication	\$6,420.00	Office phones, Employee Cellphones
7950 Utilities	\$11,460.00	Electricity, Internet, Garbage, Water, Gas
7990 Depreciation Expense	\$0.00	
Total Occupancy Costs	\$58,116.00	
Total 3- ADMIN EXPENSES	\$177,837.00	Down from \$220k
4- PERSONNEL		
8510 Salaries & Wages	\$396,000.00	Down from 424k. Includes in-house PR, ED and Retirement Contributions
8520 Paid Time Off	\$27,999.96	
8530 Payroll Taxes	\$54,846.00	
8540 Payroll Processing Fees	\$2,228.00	
8550 Workers Comp	\$3,000.00	
8551 Workers Comp Liability Acct	\$3,394.12	
8570 Health Insurance	\$33,000.00	
8590 Contract Work	\$0.00	
Total 4- PERSONNEL	\$522,968.08	Down from \$579k
Total Expenses	\$1,198,711.74	
Net Operating Income	\$1,288.26	
Net Income	\$0.00	