

# Mendocino County Tourism Commission

## Budget vs. Actuals: SUMMARY

July 2019 - January 2020

2/26/2020  
Accrual Basis

	Jan 2020				Jul 2019 -Jan 2020				ANNUAL BUDGET
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget	
<b>Income</b>									
4030 County BID	78,541.42	82,468.50	(3,927.08)	95.24%	549,789.94	577,279.50	(27,489.56)	95.24%	989,622.00
4031 County BID adjustments	(59,567.85)		(59,567.85)		6,600.56	0.00	6,600.56		
4035 County 50% Match	40,630.80	41,234.00	(603.20)	98.54%	284,415.60	288,638.00	(4,222.40)	98.54%	494,811.00
4040 County Admin Fee		0.00	0.00		0.00	0.00	0.00		(29,689.00)
Other Income	22.77	310.00	(287.23)	7.35%	2,861.99	2,620.00	241.99	109.24%	4,120.00
<b>Total Income</b>	<b>59,627.14</b>	<b>124,012.50</b>	<b>(64,385.36)</b>	<b>48.08%</b>	<b>843,668.09</b>	<b>868,537.50</b>	<b>(24,869.41)</b>	<b>97.14%</b>	<b>1,458,864.00</b>
<b>Gross Profit</b>	<b>59,627.14</b>	<b>124,012.50</b>	<b>(64,385.36)</b>	<b>48.08%</b>	<b>843,668.09</b>	<b>868,537.50</b>	<b>(24,869.41)</b>	<b>97.14%</b>	<b>1,458,864.00</b>
<b>Expenses</b>									
1- MEDIA & WEBSITE	37,786.87	64,584.00	(26,797.13)	58.51%	475,177.56	477,170.00	(1,992.44)	99.58%	799,221.00
2- VISITOR SVS / PARTNERSHIPS	7,924.20	12,708.35	(4,784.15)	62.35%	66,995.53	87,158.35	(20,162.82)	76.87%	151,400.00
3- ADMIN EXPENSES	13,025.82	10,026.00	2,999.82	129.92%	76,165.17	80,798.00	(4,632.83)	94.27%	131,500.00
4- PERSONNEL	33,630.47	39,478.00	(5,847.53)	85.19%	265,546.40	279,346.00	(13,799.60)	95.06%	476,743.00
<b>Total Expenses</b>	<b>92,367.36</b>	<b>126,796.35</b>	<b>(34,428.99)</b>	<b>72.85%</b>	<b>883,884.66</b>	<b>924,472.35</b>	<b>(40,587.69)</b>	<b>95.61%</b>	<b>1,558,864.00</b>
<b>Net Operating Income</b>	<b>(32,740.22)</b>	<b>(2,783.85)</b>	<b>(29,956.37)</b>	<b>1176.08%</b>	<b>(40,216.57)</b>	<b>(55,934.85)</b>	<b>15,718.28</b>	<b>71.90%</b>	<b>(100,000.00)</b>
<b>Net Income</b>	<b>(32,740.22)</b>	<b>(2,783.85)</b>	<b>(29,956.37)</b>	<b>1176.08%</b>	<b>(40,216.57)</b>	<b>(55,934.85)</b>	<b>15,718.28</b>	<b>71.90%</b>	<b>(100,000.00)</b>
<b>Budget Adjustment</b>									
Previous Year Carryover	0.00	8,333.34	(8,333.34)	0.00%	0.00	58,333.38	(58,333.38)	0.00%	100,000.00
<b>BALANCE</b>	<b>(32,740.22)</b>	<b>5,549.49</b>	<b>(38,289.71)</b>	<b>-589.97%</b>	<b>(40,216.57)</b>	<b>2,398.53</b>	<b>(42,615.10)</b>	<b>-1676.72%</b>	<b>0.00</b>

# Mendocino County Tourism Commission

## Budget vs. Actuals

July 2019 - January 2020

2/26/2020

Accrual Basis

	Jan 2020				Total				ANNUAL BUDGET
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget	
<b>Income</b>									
4030 County BID	78,541.42	82,468.50	(3,927.08)	95.24%	549,789.94	577,279.50	(27,489.56)	95.24%	989,622.00
4031 County BID adjustments	(59,567.85)		(59,567.85)		6,600.56	0.00	6,600.56		
4035 County 50% Match	40,630.80	41,234.00	(603.20)	98.54%	284,415.60	288,638.00	(4,222.40)	98.54%	494,811.00
4040 County Admin Fee		0.00	0.00		0.00	0.00	0.00		(29,689.00)
<b>Other Income</b>									
4830 Event Brochure Ads		300.00	(300.00)	0.00%	2,700.00	2,550.00	150.00	105.88%	4,000.00
4950 Interest Income	22.77	10.00	12.77	227.70%	161.99	70.00	91.99	231.41%	120.00
<b>Total Other Income</b>	<b>22.77</b>	<b>310.00</b>	<b>(287.23)</b>	<b>7.35%</b>	<b>2,861.99</b>	<b>2,620.00</b>	<b>241.99</b>	<b>109.24%</b>	<b>4,120.00</b>
<b>Total Income</b>	<b>59,627.14</b>	<b>124,012.50</b>	<b>(64,385.36)</b>	<b>48.08%</b>	<b>843,668.09</b>	<b>868,537.50</b>	<b>(24,869.41)</b>	<b>97.14%</b>	<b>1,458,864.00</b>
<b>Gross Profit</b>	<b>59,627.14</b>	<b>124,012.50</b>	<b>(64,385.36)</b>	<b>48.08%</b>	<b>843,668.09</b>	<b>868,537.50</b>	<b>(24,869.41)</b>	<b>97.14%</b>	<b>1,458,864.00</b>
<b>Expenses</b>									
<b>1- MEDIA &amp; WEBSITE</b>									
<b>50 Advertising / Media</b>									
5130 Print & Online Advertising	5,906.91	29,268.00	(23,361.09)	20.18%	261,554.04	204,876.00	56,678.04	127.66%	351,216.00
5150 Ad Development/Design		125.00	(125.00)	0.00%	9,085.00	9,375.00	(290.00)	96.91%	10,000.00
5170 Photography		833.00	(833.00)	0.00%	1,500.00	5,831.00	(4,331.00)	25.72%	10,000.00
5240 Research & Development		1,500.00	(1,500.00)	0.00%	5,060.00	12,500.00	(7,440.00)	40.48%	20,000.00
5280 Video Development		2,000.00	(2,000.00)	0.00%	18,298.84	23,400.00	(5,101.16)	78.20%	32,505.00
5290 Marketing Contingency		833.00	(833.00)	0.00%	3,398.00	5,831.00	(2,433.00)	58.27%	10,000.00
<b>Total 50 Advertising / Media</b>	<b>5,906.91</b>	<b>34,559.00</b>	<b>(28,652.09)</b>	<b>17.09%</b>	<b>298,895.88</b>	<b>261,813.00</b>	<b>37,082.88</b>	<b>114.16%</b>	<b>433,721.00</b>

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## Budget vs. Actuals

July 2019 - January 2020

2/26/2020

Accrual Basis

	Jan 2020				Total				ANNUAL BUDGET
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget	
<b>55 Marketing / Public Relations</b>									
5510 Public Relations Contract	7,500.00	8,208.00	(708.00)	91.37%	52,500.00	57,456.00	(4,956.00)	91.37%	98,500.00
5520 Marketing Agency Contract	8,333.00	8,333.00	0.00	100.00%	58,331.00	58,331.00	0.00	100.00%	100,000.00
5540 Clipping Service	670.06	583.00	87.06	114.93%	3,837.70	4,081.00	(243.30)	94.04%	7,000.00
5550 In-Market PR Stunts	716.40	250.00	466.40	286.56%	2,134.12	1,750.00	384.12	121.95%	3,000.00
5560 Media Events		292.00	(292.00)	0.00%	995.00	2,044.00	(1,049.00)	48.68%	3,500.00
5610 Travel -PR Related	757.30	833.00	(75.70)	90.91%	4,312.73	5,831.00	(1,518.27)	73.96%	10,000.00
5680 Visiting Media FAM Expense	668.08	1,458.00	(789.92)	45.82%	1,685.27	10,206.00	(8,520.73)	16.51%	17,500.00
<b>Total 55 Marketing / Public Relations</b>	<b>18,644.84</b>	<b>19,957.00</b>	<b>(1,312.16)</b>	<b>93.43%</b>	<b>123,795.82</b>	<b>139,699.00</b>	<b>(15,903.18)</b>	<b>88.62%</b>	<b>239,500.00</b>
<b>57 Website Maint / Development</b>									
5710 Interactive Media Coordinato	2,500.00	2,500.00	0.00	100.00%	17,500.00	17,500.00	0.00	100.00%	30,000.00
5740 Content Creation		1,667.00	(1,667.00)	0.00%	0.00	11,669.00	(11,669.00)	0.00%	20,000.00
5750 Development/ Maintenance	1,656.00	1,667.00	(11.00)	99.34%	11,710.38	11,669.00	41.38	100.35%	20,000.00
5780 Interactive Marketing	88.95	208.00	(119.05)	42.76%	622.65	1,456.00	(833.35)	42.76%	2,500.00
<b>Total 57 Website Maint / Developme</b>	<b>4,244.95</b>	<b>6,042.00</b>	<b>(1,797.05)</b>	<b>70.26%</b>	<b>29,833.03</b>	<b>42,294.00</b>	<b>(12,460.97)</b>	<b>70.54%</b>	<b>72,500.00</b>
<b>58 Leisure / Group Sales</b>									
5810 Promotion Items, Booth Develop		0.00	0.00		7,466.48	5,000.00	2,466.48	149.33%	5,000.00
5820 Consumer & Trade Shows	3,300.00	1,083.00	2,217.00	304.71%	3,840.75	7,587.00	(3,746.25)	50.62%	13,000.00
5840 State Fair Exhibit		818.00	(818.00)	0.00%	1,064.15	5,908.00	(4,843.85)	18.01%	10,000.00
5870 Shipping - Travel Shows	1,705.92	292.00	1,413.92	584.22%	1,705.92	2,044.00	(338.08)	83.46%	3,500.00
5880 Travel - Leisure/Group Sales	3,576.90	833.00	2,743.90	429.40%	7,272.51	5,831.00	1,441.51	124.72%	10,000.00
5885 Travel - Group FAMs		833.00	(833.00)	0.00%	805.00	5,831.00	(5,026.00)	13.81%	10,000.00
5890 Misc. Sales Opportunities	407.35	167.00	240.35	243.92%	498.02	1,163.00	(664.98)	42.82%	2,000.00
<b>Total 58 Leisure / Group Sales</b>	<b>8,990.17</b>	<b>4,026.00</b>	<b>4,964.17</b>	<b>223.30%</b>	<b>22,652.83</b>	<b>33,364.00</b>	<b>(10,711.17)</b>	<b>67.90%</b>	<b>53,500.00</b>
<b>Total 1- MEDIA &amp; WEBSITE</b>	<b>37,786.87</b>	<b>64,584.00</b>	<b>(26,797.13)</b>	<b>58.51%</b>	<b>475,177.56</b>	<b>477,170.00</b>	<b>(1,992.44)</b>	<b>99.58%</b>	<b>799,221.00</b>

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<b>2- VISITOR SVS / PARTNERSHIPS</b>									
<b>Partnerships</b>									
6550 Conferences & Seminars	969.85	1,000.00	(30.15)	96.99%	10,413.74	7,000.00	3,413.74	148.77%	12,000.00
6570 In-County Relations	730.04	500.00	230.04	146.01%	4,083.62	3,500.00	583.62	116.67%	6,000.00
6590 Memberships		625.00	(625.00)	0.00%	2,790.00	4,875.00	(2,085.00)	57.23%	8,000.00
6610 North Coast Tourism Council	1,833.35	1,833.35	0.00	100.00%	1,833.35	1,833.35	0.00	100.00%	11,000.00
<b>Total Partnerships</b>	<b>3,533.24</b>	<b>3,958.35</b>	<b>(425.11)</b>	<b>89.26%</b>	<b>19,120.71</b>	<b>17,208.35</b>	<b>1,912.36</b>	<b>111.11%</b>	<b>37,000.00</b>
<b>Visitor Services</b>			0.00		0.00	0.00	0.00		
6720 Event & Festival Guides	3,110.96	3,000.00	110.96	103.70%	27,043.77	25,500.00	1,543.77	106.05%	41,000.00
6730 Incentives & Sponsorships	1,080.00	5,750.00	(4,670.00)	18.78%	13,640.00	42,450.00	(28,810.00)	32.13%	71,400.00
6770 Visitor Centers & Signage	200.00	0.00	200.00		7,191.05	2,000.00	5,191.05	359.55%	2,000.00
<b>Total Visitor Services</b>	<b>4,390.96</b>	<b>8,750.00</b>	<b>(4,359.04)</b>	<b>50.18%</b>	<b>47,874.82</b>	<b>69,950.00</b>	<b>(22,075.18)</b>	<b>68.44%</b>	<b>114,400.00</b>
<b>Total 2- VISITOR SVS / PARTNERSHIP</b>	<b>7,924.20</b>	<b>12,708.35</b>	<b>(4,784.15)</b>	<b>62.35%</b>	<b>66,995.53</b>	<b>87,158.35</b>	<b>(20,162.82)</b>	<b>76.87%</b>	<b>151,400.00</b>
<b>3- ADMIN EXPENSES</b>									
<b>General Admin</b>									
7010 Accounting	420.00	500.00	(80.00)	84.00%	3,039.75	11,500.00	(8,460.25)	26.43%	14,000.00
7060 Bank Fees		67.00	(67.00)	0.00%	387.99	469.00	(81.01)	82.73%	800.00
7080 Board Development	4,350.62	416.00	3,934.62	1045.82%	4,508.61	2,912.00	1,596.61	154.83%	5,000.00
7090 Copying & Printing	122.82	167.00	(44.18)	73.54%	1,151.70	1,169.00	(17.30)	98.52%	2,000.00
7100 Dues & Subscriptions	2,423.78		2,423.78		7,939.41	0.00	7,939.41		
7130 Legal Fees		250.00	(250.00)	0.00%	5,929.98	1,750.00	4,179.98	338.86%	3,000.00
7140 Licenses & Permits	49.00	0.00	49.00		115.00	66.00	49.00	174.24%	100.00
7150 Meeting Expenses	98.70	417.00	(318.30)	23.67%	2,043.61	2,919.00	(875.39)	70.01%	5,000.00
7200 Office Expense	178.83	1,250.00	(1,071.17)	14.31%	4,113.59	8,750.00	(4,636.41)	47.01%	15,000.00
7210 Postage & Shipping	150.86	1,250.00	(1,099.14)	12.07%	1,457.06	8,750.00	(7,292.94)	16.65%	15,000.00
7280 Travel Expenses	734.51	1,417.00	(682.49)	51.84%	10,049.54	9,919.00	130.54	101.32%	17,000.00
<b>Total General Admin</b>	<b>8,529.12</b>	<b>5,734.00</b>	<b>2,795.12</b>	<b>148.75%</b>	<b>40,736.24</b>	<b>48,204.00</b>	<b>(7,467.76)</b>	<b>84.51%</b>	<b>76,900.00</b>

# Mendocino County Tourism Commission

## Budget vs. Actuals

July 2019 - January 2020

2/26/2020

Accrual Basis

	Jan 2020				Total				ANNUAL BUDGET
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget	
<b>Occupancy Costs</b>									
7650 Rent	2,350.00	2,417.00	(67.00)	97.23%	16,630.00	16,919.00	(289.00)	98.29%	29,000.00
7660 Insurance		0.00	0.00		2,126.31	2,450.00	(323.69)	86.79%	3,000.00
7850 Repairs & Maintenance	82.45	292.00	(209.55)	28.24%	2,949.78	2,044.00	905.78	144.31%	3,500.00
7890 Taxes		0.00	0.00		62.58	100.00	(37.42)	62.58%	100.00
7910 Telecommunication	908.65	833.00	75.65	109.08%	6,348.56	5,831.00	517.56	108.88%	10,000.00
7950 Utilities	874.28	750.00	124.28	116.57%	5,342.46	5,250.00	92.46	101.76%	9,000.00
7990 Depreciation Expense	281.32		281.32		1,969.24	0.00	1,969.24		
<b>Total Occupancy Costs</b>	<b>4,496.70</b>	<b>4,292.00</b>	<b>204.70</b>	<b>104.77%</b>	<b>35,428.93</b>	<b>32,594.00</b>	<b>2,834.93</b>	<b>108.70%</b>	<b>54,600.00</b>
<b>Total 3- ADMIN EXPENSES</b>	<b>13,025.82</b>	<b>10,026.00</b>	<b>2,999.82</b>	<b>129.92%</b>	<b>76,165.17</b>	<b>80,798.00</b>	<b>(4,632.83)</b>	<b>94.27%</b>	<b>131,500.00</b>
<b>4- PERSONNEL</b>									
8510 Salaries & Wages	26,989.52	32,650.00	(5,660.48)	82.66%	213,000.20	228,550.00	(15,549.80)	93.20%	391,800.00
8520 Paid Time Off			0.00		9,088.43	0.00	9,088.43		
8530 Payroll Taxes	3,590.68	2,708.00	882.68	132.60%	19,334.61	18,956.00	378.61	102.00%	32,500.00
8540 Payroll Processing Fees	51.00		51.00		363.00	0.00	363.00		
8550 Workers Comp		0.00	0.00		2,172.00	3,000.00	(828.00)	72.40%	3,000.00
8570 Health Insurance	2,700.00	2,575.00	125.00	104.85%	18,900.00	18,025.00	875.00	104.85%	30,900.00
8580 Other Employee Benefits	99.27	1,125.00	(1,025.73)	8.82%	1,025.66	7,875.00	(6,849.34)	13.02%	13,500.00
8590 Contract Work	200.00	295.00	(95.00)	67.80%	1,662.50	2,065.00	(402.50)	80.51%	3,543.00
8615 Employee Recruitment		125.00	(125.00)	0.00%	0.00	875.00	(875.00)	0.00%	1,500.00
<b>Total 4- PERSONNEL</b>	<b>33,630.47</b>	<b>39,478.00</b>	<b>(5,847.53)</b>	<b>85.19%</b>	<b>265,546.40</b>	<b>279,346.00</b>	<b>(13,799.60)</b>	<b>95.06%</b>	<b>476,743.00</b>
<b>Total Expenses</b>	<b>92,367.36</b>	<b>126,796.35</b>	<b>(34,428.99)</b>	<b>72.85%</b>	<b>883,884.66</b>	<b>924,472.35</b>	<b>(40,587.69)</b>	<b>95.61%</b>	<b>1,558,864.00</b>
<b>Net Operating Income</b>	<b>(32,740.22)</b>	<b>(2,783.85)</b>	<b>(29,956.37)</b>	<b>1176.08%</b>	<b>(40,216.57)</b>	<b>(55,934.85)</b>	<b>15,718.28</b>	<b>71.90%</b>	<b>(100,000.00)</b>
<b>Net Income</b>	<b>(32,740.22)</b>	<b>(2,783.85)</b>	<b>(29,956.37)</b>	<b>1176.08%</b>	<b>(40,216.57)</b>	<b>(55,934.85)</b>	<b>15,718.28</b>	<b>71.90%</b>	<b>(100,000.00)</b>
<b>Budget Adjustment</b>									
Previous Year Carryover	0.00	8,333.34	(8,333.34)	0.00%	0.00	58,333.38	(58,333.38)	0.00%	100,000.00
<b>BALANCE</b>	<b>(32,740.22)</b>	<b>5,549.49</b>	<b>(38,289.71)</b>	<b>-589.97%</b>	<b>(40,216.57)</b>	<b>2,398.53</b>	<b>(42,615.10)</b>	<b>-1676.72%</b>	<b>0.00</b>

**Mendocino County Tourism Commission**  
**Balance Sheet**  
As of January 31, 2020

2/26/2020  
Accrual Basis

	As of Jan 31, 2020	As of Jan 31, 2019	Change	% Change
<b>ASSETS</b>				
<b>Current Assets</b>				
<b>Bank Accounts</b>				
1015 MLCU Checking	77,744.21	145,911.53	(68,167.32)	-46.72%
1020 MLCU Savings	88,381.35	153,064.81	(64,683.46)	-42.26%
1030 Cash drawer	100.00	100.00	0.00	0.00%
<b>Total Bank Accounts</b>	<b>166,225.56</b>	<b>299,076.34</b>	<b>(132,850.78)</b>	<b>-44.42%</b>
<b>Accounts Receivable</b>				
1100 Accounts Receivable	295,987.43	435,594.16	(139,606.73)	-32.05%
<b>Total Accounts Receivable</b>	<b>295,987.43</b>	<b>435,594.16</b>	<b>(139,606.73)</b>	<b>-32.05%</b>
<b>Other Current Assets</b>				
1230 Prepaid Expenses	12,904.40	7,035.00	5,869.40	83.43%
1250 Refundable Deposits	4,150.00	4,636.00	(486.00)	-10.48%
1270 Receivable Other	12,700.00	0.00	12,700.00	
<b>Total Other Current Assets</b>	<b>29,754.40</b>	<b>11,671.00</b>	<b>18,083.40</b>	<b>154.94%</b>
<b>Total Current Assets</b>	<b>491,967.39</b>	<b>746,341.50</b>	<b>(254,374.11)</b>	<b>-34.08%</b>
<b>Fixed Assets</b>				
1510 Furniture and Equipment	64,723.50	58,973.58	5,749.92	9.75%
1600 Accumulated Depreciation	(50,640.02)	(47,311.11)	(3,328.91)	-7.04%
<b>Total Fixed Assets</b>	<b>14,083.48</b>	<b>11,662.47</b>	<b>2,421.01</b>	<b>20.76%</b>
<b>TOTAL ASSETS</b>	<b>506,050.87</b>	<b>758,003.97</b>	<b>(251,953.10)</b>	<b>-33.24%</b>
<b>LIABILITIES AND EQUITY</b>				
<b>Liabilities</b>				
<b>Current Liabilities</b>				
<b>Accounts Payable</b>				
2000 Accounts Payable	38,812.95	26,187.30	12,625.65	48.21%
<b>Total Accounts Payable</b>	<b>38,812.95</b>	<b>26,187.30</b>	<b>12,625.65</b>	<b>48.21%</b>
<b>Other Current Liabilities</b>				
<b>Payroll Liabilities</b>				
2230 CA SUI / ETT	1,372.04	716.97	655.07	91.37%
2240 FUTA Payable	153.94	81.17	72.77	89.65%
2270 Accrued Payroll	11,714.17	11,714.17	0.00	0.00%
2275 Accrued PTO	15,914.10	2,805.90	13,108.20	467.17%
<b>Total Payroll Liabilities</b>	<b>29,154.25</b>	<b>15,318.21</b>	<b>13,836.04</b>	<b>90.32%</b>
<b>Total Other Current Liabilities</b>	<b>29,154.25</b>	<b>15,318.21</b>	<b>13,836.04</b>	<b>90.32%</b>
<b>Total Current Liabilities</b>	<b>67,967.20</b>	<b>41,505.51</b>	<b>26,461.69</b>	<b>63.75%</b>
<b>Total Liabilities</b>	<b>67,967.20</b>	<b>41,505.51</b>	<b>26,461.69</b>	<b>63.75%</b>

**Mendocino County Tourism Commission**  
**Balance Sheet**  
As of January 31, 2020

2/26/2020  
Accrual Basis

	As of Jan 31, 2020	As of Jan 31, 2019	Change	% Change
<b>Equity</b>				
<b>3100 Contingency-Restricted</b>	152,650.09	152,650.09	0.00	0.00%
<b>3900 Unrestricted Net Assets (RE)</b>	325,650.15	461,594.98	(135,944.83)	-29.45%
<b>Net Income</b>	(40,216.57)	102,253.39	(142,469.96)	-139.33%
<b>Total Equity</b>	<b>438,083.67</b>	<b>716,498.46</b>	<b>(278,414.79)</b>	<b>-38.86%</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>506,050.87</b>	<b>758,003.97</b>	<b>(251,953.10)</b>	<b>-33.24%</b>

**Mendocino County Tourism Commission**  
**Profit and Loss Comparison**  
 July 2019 - January 2020

2/26/2020  
 Accrual Basis

	Jul 2019 - Jan 2020	Jul 2018 - Jan 2019	Change	% Change
<b>Income</b>				
4030 County BID	549,789.94	522,547.69	27,242.25	5.21%
4031 County BID adjustments	6,600.56	148,302.17	(141,701.61)	-95.55%
4035 County 50% Match	284,415.60	275,870.00	8,545.60	3.10%
<b>Other Income</b>				
4830 Event Brochure Ads	2,700.00	1,350.00	1,350.00	100.00%
4940 Misc. Income		5,250.00	(5,250.00)	-100.00%
4950 Interest Income	161.99	172.71	(10.72)	-6.21%
<b>Total Other Income</b>	<b>2,861.99</b>	<b>6,772.71</b>	<b>(3,910.72)</b>	<b>-57.74%</b>
<b>Total Income</b>	<b>843,668.09</b>	<b>953,492.57</b>	<b>(109,824.48)</b>	<b>-11.52%</b>
<b>Gross Profit</b>	<b>843,668.09</b>	<b>953,492.57</b>	<b>(109,824.48)</b>	<b>-11.52%</b>
<b>Expenses</b>				
<b>1- MEDIA &amp; WEBSITE</b>				
<b>50 Advertising / Media</b>				
5130 Print & Online Advertising	261,554.04	193,908.57	67,645.47	34.89%
5150 Ad Development/Design	9,085.00	7,075.00	2,010.00	28.41%
5170 Photography	1,500.00	24.00	1,476.00	6150.00%
5240 Research & Development	5,060.00	10,000.00	(4,940.00)	-49.40%
5280 Video Development	18,298.84	5,216.00	13,082.84	250.82%
5290 Marketing Contingency	3,398.00		3,398.00	
<b>Total 50 Advertising / Media</b>	<b>298,895.88</b>	<b>216,223.57</b>	<b>82,672.31</b>	<b>38.23%</b>
<b>55 Marketing / Public Relations</b>				
5510 Public Relations Contract	52,500.00	46,666.62	5,833.38	12.50%
5520 Marketing Agency Contract	58,331.00	58,331.00	0.00	0.00%
5540 Clipping Service	3,837.70	3,640.78	196.92	5.41%
5550 In-Market PR Stunts	2,134.12	290.20	1,843.92	635.40%
5560 Media Events	995.00	1,298.00	(303.00)	-23.34%
5610 Travel -PR Related	4,312.73	3,380.84	931.89	27.56%
5680 Visiting Media FAM Expenses	1,685.27	3,490.61	(1,805.34)	-51.72%
<b>Total 55 Marketing / Public Relations</b>	<b>123,795.82</b>	<b>117,098.05</b>	<b>6,697.77</b>	<b>5.72%</b>
<b>57 Website Maint / Development</b>				
5710 Interactive Media Coordinator	17,500.00	17,500.00	0.00	0.00%
5740 Content Creation		5,000.00	(5,000.00)	-100.00%
5750 Development/ Maintenance	11,710.38	12,073.42	(363.04)	-3.01%
5780 Interactive Marketing	622.65	1,929.33	(1,306.68)	-67.73%
<b>Total 57 Website Maint / Development</b>	<b>29,833.03</b>	<b>36,502.75</b>	<b>(6,669.72)</b>	<b>-18.27%</b>



**Mendocino County Tourism Commission**  
**Profit and Loss Comparison**  
 July 2019 - January 2020

2/26/2020  
 Accrual Basis

	Jul 2019 - Jan 2020	Jul 2018 - Jan 2019	Change	% Change
<b>58 Leisure / Group Sales</b>				
5810 Promotion Items, Booth Develop	7,466.48	10,655.92	(3,189.44)	-29.93%
5820 Consumer & Trade Shows	3,840.75	14,442.10	(10,601.35)	-73.41%
5840 State Fair Exhibit	1,064.15	1,618.87	(554.72)	-34.27%
5870 Shipping - Travel Shows	1,705.92	2,044.19	(338.27)	-16.55%
5880 Travel - Leisure/Group Sales	7,272.51	8,447.94	(1,175.43)	-13.91%
5885 Travel - Group FAMs	805.00	3,561.08	(2,756.08)	-77.39%
5890 Misc. Sales Opportunities	498.02		498.02	
<b>Total 58 Leisure / Group Sales</b>	<b>22,652.83</b>	<b>40,770.10</b>	<b>(18,117.27)</b>	<b>-44.44%</b>
<b>Total 1- MEDIA &amp; WEBSITE</b>	<b>475,177.56</b>	<b>410,594.47</b>	<b>64,583.09</b>	<b>15.73%</b>
<b>2- VISITOR SVS / PARTNERSHIPS</b>				
<b>Partnerships</b>				
6550 Conferences & Seminars	10,413.74	2,429.72	7,984.02	328.60%
6570 In-County Relations	4,083.62	1,505.50	2,578.12	171.25%
6590 Memberships	2,790.00	4,530.00	(1,740.00)	-38.41%
6610 North Coast Tourism Council	1,833.35	11,000.00	(9,166.65)	-83.33%
<b>Total Partnerships</b>	<b>19,120.71</b>	<b>19,465.22</b>	<b>(344.51)</b>	<b>-1.77%</b>
<b>Visitor Services</b>				
6720 Event & Festival Guides	27,043.77	22,201.08	4,842.69	21.81%
6730 Incentives & Sponsorships	13,640.00	80,110.00	(66,470.00)	-82.97%
6770 Visitor Centers & Signage	7,191.05	1,640.17	5,550.88	338.43%
<b>Total Visitor Services</b>	<b>47,874.82</b>	<b>103,951.25</b>	<b>(56,076.43)</b>	<b>-53.94%</b>
<b>Total 2- VISITOR SVS / PARTNERSHIPS</b>	<b>66,995.53</b>	<b>123,416.47</b>	<b>(56,420.94)</b>	<b>-45.72%</b>
<b>3- ADMIN EXPENSES</b>				
<b>General Admin</b>				
7010 Accounting	3,039.75	13,052.25	(10,012.50)	-76.71%
7060 Bank Fees	387.99	162.75	225.24	138.40%
7080 Board Development	4,508.61	1,207.86	3,300.75	273.27%
7090 Copying & Printing	1,151.70	1,253.15	(101.45)	-8.10%
7100 Dues & Subscriptions	7,939.41	7,343.46	595.95	8.12%
7130 Legal Fees	5,929.98		5,929.98	
7140 Licenses & Permits	115.00		115.00	
7150 Meeting Expenses	2,043.61	2,227.78	(184.17)	-8.27%
7200 Office Expense	4,113.59	19,514.08	(15,400.49)	-78.92%
7210 Postage & Shipping	1,457.06	2,912.87	(1,455.81)	-49.98%
7280 Travel Expenses	10,049.54	5,956.09	4,093.45	68.73%
<b>Total General Admin</b>	<b>40,736.24</b>	<b>53,630.29</b>	<b>(12,894.05)</b>	<b>-24.04%</b>

**Mendocino County Tourism Commission**  
**Profit and Loss Comparison**  
 July 2019 - January 2020

2/26/2020  
 Accrual Basis

	Jul 2019 - Jan 2020	Jul 2018 - Jan 2019	Change	% Change
<b>Occupancy Costs</b>				
7650 Rent	16,630.00	18,750.00	(2,120.00)	-11.31%
7660 Insurance	2,126.31	2,394.14	(267.83)	-11.19%
7850 Repairs & Maintenance	2,949.78	8,926.07	(5,976.29)	-66.95%
7890 Taxes	62.58	72.30	(9.72)	-13.44%
7910 Telecommunication	6,348.56	3,912.88	2,435.68	62.25%
7950 Utilities	5,342.46	5,170.59	171.87	3.32%
7990 Depreciation Expense	1,969.24	926.11	1,043.13	112.64%
<b>Total Occupancy Costs</b>	<b>35,428.93</b>	<b>40,152.09</b>	<b>(4,723.16)</b>	<b>-11.76%</b>
<b>Total 3- ADMIN EXPENSES</b>	<b>76,165.17</b>	<b>93,782.38</b>	<b>(17,617.21)</b>	<b>-18.79%</b>
<b>4- PERSONNEL</b>				
8510 Salaries & Wages	213,000.20	173,574.08	39,426.12	22.71%
8520 Paid Time Off	9,088.43	9,503.63	(415.20)	-4.37%
8530 Payroll Taxes	19,334.61	16,462.85	2,871.76	17.44%
8540 Payroll Processing Fees	363.00	273.25	89.75	32.85%
8550 Workers Comp	2,172.00	1,950.00	222.00	11.38%
8570 Health Insurance	18,900.00	16,790.00	2,110.00	12.57%
8580 Other Employee Benefits	1,025.66		1,025.66	
8590 Contract Work	1,662.50	4,639.00	(2,976.50)	-64.16%
8615 Employee Recruitment		253.05	(253.05)	-100.00%
<b>Total 4- PERSONNEL</b>	<b>265,546.40</b>	<b>223,445.86</b>	<b>42,100.54</b>	<b>18.84%</b>
<b>Total Expenses</b>	<b>883,884.66</b>	<b>851,239.18</b>	<b>32,645.48</b>	<b>3.84%</b>
<b>Net Operating Income</b>	<b>(40,216.57)</b>	<b>102,253.39</b>	<b>(142,469.96)</b>	<b>-139.33%</b>
<b>Net Income</b>	<b>(40,216.57)</b>	<b>102,253.39</b>	<b>(142,469.96)</b>	<b>-139.33%</b>

**Mendocino County Tourism Commission, Inc.**  
**Statement of Cash Flows**

2/26/2020  
 Accrual Basis

As of January 31, 2020

	<u>Jan 2020</u>	<u>Jul 2019 -Jan 2020</u>
<b><u>Cash Flows from Operating Activities</u></b>		
Net Income	(32,740.22)	(40,216.57)
Adjustments to Reconcile Net Income to Net Cash		
(Increase)Decrease in Accounts Receivable	21,634.87	6,601.97
(Increase)Decrease in Prepaid Expenses	2,535.60	2,154.91
(Increase)Decrease in Receivable Other	(12,700.00)	(12,700.00)
(Increase)Decrease in Accounts Payable	(10,067.01)	(11,936.10)
(Increase)Decrease in Payroll Liabilities	1,402.18	1,445.64
Total Adjustments to Reconcile Net Income to Net Cash	<u>2,805.64</u>	<u>(14,433.58)</u>
Net cash provided by Operating Activities	<u>(29,934.58)</u>	<u>(54,650.15)</u>
<b><u>Cash Flows from Investing Activities</u></b>		
(Increase)Decrease in Furniture & Equipment	0.00	(2,934.36)
(Increase)Decrease in Accumulated Depreciation	281.32	1,969.24
Net cash provided by Investing Activities	<u>281.32</u>	<u>(965.12)</u>
<b><u>Cash Flows from Financing Activities</u></b>		
Net cash provided by Financing Activities	<u>0.00</u>	<u>0.00</u>
Net Increase(Decrease) in Cash	(29,653.26)	(55,615.27)
Cash at Beginning of period	<u>195,878.82</u>	<u>221,840.83</u>
Cash at End of period	<u><u>166,225.56</u></u>	<u><u>166,225.56</u></u>