

ACCT#	INCOME	TOTAL
4030	4030 County BID	\$ 942,497.04
4031	4031 County BID Adjustments	\$ 6,600.58
4035	4035 County 50% Match	\$ 487,569.60
4250	4250 Co-Op Advertising	\$ 2,000.00
4830	4830 Event Brochure Ads	\$ 2,700.00
4950	4950 Interest Income	\$ 175.64
	TOTAL INCOME	\$ 1,441,542.86
ACCT#	EXPENSES	TOTAL
	MEDIA & WEBSITE	
	Advertising / Media	
5130	5130 Print & Online Advertising	\$ 292,304.04
5150	5150 Ad Development/Design	\$ 9,085.00
5170	5170 Photography	\$ 3,250.00
5240	5240 Research & Development	\$ 5,060.00
5280	5280 Video Development	\$ 19,518.62
5290	5290 Marketing Contingency	\$ 3,398.00
25.27%	Total Advertising / Media	\$ 332,615.66
	Marketing / Public Relations	
5510	5510 Public Relations Contract	\$ 90,600.00
5520	5520 Marketing Agency Contract	\$ 100,142.22
5540	5540 Clipping Service	\$ 6,910.55
5550	5550 In-Market PR Stunts	\$ 1,987.90
5560	5560 Media Events	\$ 2,795.00
5610	5610 Travel -PR Related	\$ 4,312.73
5680	5680 Visiting Media FAM Expenses	\$ 1,930.27
15.86%	Total Marketing / Public Relations	\$ 208,678.67
	Website Maint / Development	
5710	5710 Interactive Media Coordinator	\$ 30,000.00
5740	5740 Content Creation	\$ 0.00
5750	5750 Development/ Maintenance	\$ 19,990.38
5780	5780 Interactive Marketing	\$ 1,067.40
3.88%	Total Website Maint / Development	\$ 51,057.78
	Leisure / Group Sales	
5810	5810 Promotion Items, Booth Develop	\$ 7,466.48
5820	5820 Consumer & Trade Shows	\$ 14,030.75
5840	5840 State Fair Exhibit	\$ 7,064.15
5870	5870 Shipping - Travel Shows	\$ 4,750.00
5880	5880 Travel - Leisure/Group Sales	\$ 12,208.76
5885	5885 Travel - Group FAMs	\$ 805.00

5890	5890 Misc. Sales Opportunities	\$ 2,203.86
3.67%	Total Leisure / Group Sales	\$ 48,529.00
48.68%	TOTAL MEDIA & WEBSITE	\$ 640,881.11
	VISITOR SVS / PARTNERSHIPS	
	Partnerships	
6550	6550 Conferences & Seminars	\$ 12,161.34
6570	6570 In-County Relations	\$ 6,567.69
6590	6590 Memberships	\$ 2,958.00
6610	6610 North Coast Tourism Council	\$ 11,000.00
2.48%	Total Partnerships	\$ 32,687.03
	Visitor Services	
6720	6720 Event & Festival Guides	\$ 28,881.27
6730	6730 Incentives & Sponsorships	\$ 52,285.00
6770	6770 Visitor Centers & Signage	\$ 8,191.05
6.79%	Total Visitor Services	\$ 89,357.32
9.27%	TOTAL VISITOR SVS / PARTNERSHIPS	\$ 122,044.35
	ADMIN EXPENSES	
	General Admin	
7010	7010 Accounting	\$ 12,382.16
7060	7060 Bank Fees	\$ 387.99
7080	7080 Board Development	\$ 4,508.61
7090	7090 Copying & Printing	\$ 1,887.09
7100	7100 Dues & Subscriptions	\$ 10,346.47
7130	7130 Legal Fees	\$ 7,039.98
7140	7140 Licenses & Permits	\$ 115.00
7150	7150 Meeting Expenses	\$ 2,222.62
7200	7200 Office Expense	\$ 4,113.59
7210	7210 Postage & Shipping	\$ 1,458.86
7280	7280 Travel Expenses	\$ 20,588.36
9999	9999 Contingency/Opportunity Fund	\$ 20,000.00
6.46%	Total General Admin	\$ 85,050.73
	Occupancy Costs	
7650	Rent	\$ 28,930.00
7660	Insurance	\$ 2,126.31
7850	Repairs & Maintenance	\$ 4,424.53
7890	Taxes	\$ 62.58
7910	Telecommunication	\$ 10,744.74
7950	Utilities	\$ 9,425.99
7790	Depreciation Exepnse	\$ 2,250.56
4.40%	Total Occupancy Costs	\$ 57,964.71
10.86%	TOTAL ADMIN EXPENSES	\$ 143,015.44

	PERSONNEL	
8510	Salaries & Wages	\$ 312,870.35
8520	Paid Time Off	\$ 23,077.51
8530	Payroll Taxes	\$ 36,057.02
8540	Payroll Processing Fees	\$ 1,325.69
8550	Workers Comp	\$ 2,172.00
8570	Health Insurance	\$ 29,930.00
8580	Other Employee Benefits	\$ 695.50
8590	Contract Work	\$ 3,662.50
8615	Employee Recruitment	\$ 330.16
31.16%	TOTAL PERSONNEL	\$ 410,120.73
100.00%	TOTAL EXPENSES	\$ 1,316,061.63
	NET OPERATING INCOME	\$ 125,481.23
	From Reserve Account	\$ 0.00
BUDGET	VMC FY 2019-20 BUDGET NET INCOME	-125,481.23
SUMMARY		
BUDGET %	INCOME	TOTAL
65.84%	Mendocino County BID + including adjustment	\$ 949,097.60
33.82%	Mendocino County 50% Match to BID	\$ 487,569.60
0.33%	Total Other Income	\$ 4,875.66
100%	TOTAL INCOME	\$ 1,441,542.86
BUDGET %	EXPENSES	TOTAL
25.27%	Total Advertising / Media	\$ 332,615.66
15.86%	Total Marketing / Public Relations	\$ 208,678.67
3.88%	Total Website Maint / Development	\$ 51,057.78
3.67%	Total Leisure / Group Sales	\$ 48,529.00
48.68%	TOTAL MEDIA & WEBSITE	\$ 640,881.11
2.48%	Total Partnerships	\$ 32,687.03
6.79%	Total Visitor Services	\$ 89,357.32
9.27%	TOTAL VISITOR SVS / PARTNERSHIPS	\$ 122,044.35
6.46%	Total General Admin	\$ 85,050.73
4.40%	Total Occupancy Costs	\$ 57,964.71
10.86%	TOTAL ADMIN EXPENSES	\$ 143,015.44
31.16%	TOTAL PERSONNEL	\$ 410,120.73
100.00%	TOTAL EXPENSES	\$ 1,316,061.63
8.70%	NET OPERATING INCOME	\$ 125,481.10
0.00%	From Reserve Account	\$ 0.00
BUDGET %	VMC FY 2019-20 BUDGET NET INCOME	\$ 125,481.10