

APPROVAL DATE: DRAFT

ACCT#	INCOME	TOTAL
4030	4030 County BID	\$ 1,500,000.00
4035	4035 County Match	\$ 0.00
4040	4040 County Admin Fee	(\$ 45,000.00)
4830	4830 Event Brochure Ads	\$ 0.00
4950	4950 Interest Income	\$ 0.00
	TOTAL INCOME	\$ 1,455,000.00
ACCT#	EXPENSES	TOTAL
	MEDIA & WEBSITE	
	Advertising / Media	
5130	5130 Print & Online Advertising	\$ 315,000.00
5150	5150 Ad Development/Design	\$ 0.00
5170	5170 Photography	\$ 12,000.00
5240	5240 Research & Development	\$ 6,000.00
5280	5280 Video Development	\$ 15,000.00
5290	5290 Marketing Contingency	\$ 12,000.00
20.49%	Total Advertising / Media	\$ 360,000.00
	Marketing / Public Relations	
5510	5510 Public Relations Contract	\$ 114,200.00
5520	5520 Marketing Agency Contract	\$ 24,000.00
5540	5540 Clipping Service	\$ 9,000.00
5550	5550 In-Market PR Stunts	\$ 0.00
5560	5560 Media Events	\$ 21,500.00
5610	5610 Travel -PR Related	\$ 3,000.00
5680	5680 Visiting Media FAM Expenses	\$ 6,000.00
10.11%	Total Marketing / Public Relations	\$ 177,700.00
	Website Maint / Development	
5710	5710 Interactive Media Coordinator	\$ 30,000.00
5740	5740 Content Creation	\$ 18,000.00
5750	5750 Development/ Maintenance	\$ 6,000.00
5780	5780 Interactive Marketing	\$ 1,200.00
3.14%	Total Website Maint / Development	\$ 55,200.00
	Leisure / Group Sales	
5810	5810 Promotion Items, Booth Develop	\$ 3,000.00
5820	5820 Consumer & Trade Shows	\$ 6,300.00
5840	5840 State Fair Exhibit	\$ 0.00
5870	5870 Shipping - Travel Shows	\$ 0.00
5880	5880 Travel - Leisure/Group Sales	\$ 5,490.00
5885	5885 Travel - Group FAMs	\$ 0.00
5890	5890 Misc. Sales Opportunities	\$ 6,000.00
1.18%	Total Leisure / Group Sales	\$ 20,790.00
34.93%	TOTAL MEDIA & WEBSITE	\$ 613,690.00
	VISITOR SVS / PARTNERSHIPS	
	Partnerships	
6550	6550 Conferences & Seminars	\$ 8,500.00
6555	6555 Conferences & Seminars - Travel	\$ 15,810.00
6570	6570 In-County Relations	\$ 14,100.00
6575	6575 Stakeholder Networking	\$ 6,000.00
6590	6590 Memberships	\$ 6,482.00
6610	6610 North Coast Tourism Council	\$ 24,000.00
4.26%	Total Partnerships	\$ 74,892.00
	Visitor Services	
6720	6720 Event & Festival Guides	\$ 96,100.00
6730	6730 Incentives & Sponsorships	\$ 22,900.00
6770	6770 Visitor Centers & Signage	\$ 80,000.00
11.33%	Total Visitor Services	\$ 199,000.00
15.59%	TOTAL VISITOR SVS / PARTNERSHIPS	\$ 273,892.00
	ADMIN EXPENSES	
	General Admin	
7010	7010 Accounting	\$ 36,300.00

7060	7060 Bank Fees	\$ 600.00
7080	7080 Board Development	\$ 76,265.00
7090	7090 Copying & Printing	\$ 2,400.00
7100	7100 Dues & Subscriptions	\$ 16,236.00
7130	7130 Legal Fees	\$ 3,000.00
7140	7140 Licenses & Permits	\$ 0.00
7150	7150 Meeting Expenses	\$ 2,220.00
7200	7200 Office Expense	\$ 1,800.00
7210	7210 Postage & Shipping	\$ 4,200.00
7280	7280 Travel Expenses	\$ 9,000.00
8.65%	Total General Admin	\$ 152,021.00
	Occupancy Costs	
7650	Rent	\$ 32,400.00
7660	Insurance	\$ 2,450.00
7850	Repairs & Maintenance	\$ 6,900.00
7890	Taxes	\$ 100.00
7910	Telecommunication	\$ 7,200.00
7950	Utilities	\$ 10,140.00
3.37%	Total Occupancy Costs	\$ 59,190.00
12.02%	TOTAL ADMIN EXPENSES	\$ 211,211.00
	PERSONNEL	
8510	Salaries & Wages	\$ 424,320.00
8520	Paid Time Off	\$ 51,438.00
8530	Payroll Taxes	\$ 58,768.32
8540	Payroll Processing Fees	\$ 2,071.40
8550	Workers Comp	\$ 3,000.00
8551	Workers Comp Liability Acct	\$ 3,636.85
8570	Health Insurance	\$ 33,000.00
8580	Other Employee Benefits	\$ 3,000.00
8590	Contract Work	\$ 79,000.00
8615	Employee Recruitment	\$ 0.00
37.46%	TOTAL PERSONNEL	\$ 658,234.57
100.00%	TOTAL EXPENSES	\$ 1,757,027.57
	NET OPERATING INCOME	(\$ 302,027.57)
	From Reserve Account	-\$ 302,027.57
BUDGET	VMC FY 2022-2023 BUDGET NET INCOME	(\$302,027.57)
SUMMARY		
BUDGET %	INCOME	TOTAL
100.00%	Mendocino County BID	\$ 1,500,000.00
0.00%	Mendocino County 50% Match to BID	\$ 0.00
-3.00%	Mendocino County Administration Fee	(\$ 45,000.00)
0.00%	Total Other Income	\$ 0.00
97%	TOTAL INCOME	\$ 1,455,000.00
BUDGET %	EXPENSES	TOTAL
20.49%	Total Advertising / Media	\$ 360,000.00
10.11%	Total Marketing / Public Relations	\$ 177,700.00
3.14%	Total Website Maint / Development	\$ 55,200.00
1.18%	Total Leisure / Group Sales	\$ 20,790.00
34.93%	TOTAL MEDIA & WEBSITE	\$ 613,690.00
4.26%	Total Partnerships	\$ 74,892.00
11.33%	Total Visitor Services	\$ 199,000.00
15.59%	TOTAL VISITOR SVS / PARTNERSHIPS	\$ 273,892.00
8.65%	Total General Admin	\$ 152,021.00
3.37%	Total Occupancy Costs	\$ 59,190.00
12.02%	TOTAL ADMIN EXPENSES	\$ 211,211.00
37.46%	TOTAL PERSONNEL	\$ 658,234.57
100.00%	TOTAL EXPENSES	\$ 1,757,027.57
	NET OPERATING INCOME	(\$ 302,027.57)
-17.19%	From Reserve Account	-\$ 302,027.57
BUDGET %	VMC FY 2022-2023 BUDGET NET INCOME	\$ (302,027.57)