

APPROVAL DATE: 3/10/22

ACCT#	INCOME	TOTAL
4030	4030 County BID	\$ 1,161,972.12
4035	4035 County 50% Match	\$ 580,986.12
4040	4040 County Admin Fee	(\$ 34,859.16)
4830	4830 Event Brochure Ads	\$ 0.00
4950	4950 Interest Income	\$ 0.00
	TOTAL INCOME	\$ 1,708,099.08
ACCT#	EXPENSES	TOTAL
	MEDIA & WEBSITE	
	Advertising / Media	
5130	5130 Print & Online Advertising	\$ 661,000.00
5150	5150 Ad Development/Design	\$ 12,000.00
5170	5170 Photography	\$ 6,000.00
5240	5240 Research & Development	\$ 67,500.04
5280	5280 Video Development	\$ 24,000.00
5290	5290 Marketing Contingency	\$ 12,000.00
26.35%	Total Advertising / Media	\$ 782,500.04
	Marketing / Public Relations	
5510	5510 Public Relations Contract	\$ 104,200.08
5520	5520 Marketing Agency Contract	\$ 24,000.00
5540	5540 Clipping Service	\$ 12,000.00
5550	5550 In-Market PR Stunts	\$ 24,000.00
5560	5560 Media Events	\$ 10,500.00
5610	5610 Travel -PR Related	\$ 12,000.00
5680	5680 Visiting Media FAM Expenses	\$ 6,000.00
14.12%	Total Marketing / Public Relations	\$ 192,700.08
	Website Maint / Development	
5710	5710 Interactive Media Coordinator	\$ 30,000.00
5740	5740 Content Creation	\$ 18,000.00
5750	5750 Development/ Maintenance	\$ 15,000.00
5780	5780 Interactive Marketing	\$ 1,200.00
6.43%	Total Website Maint / Development	\$ 64,200.00
	Leisure / Group Sales	
5810	5810 Promotion Items, Booth Develop	\$ 9,500.00
5820	5820 Consumer & Trade Shows	\$ 11,700.00
5840	5840 State Fair Exhibit	\$ 2,000.00
5870	5870 Shipping - Travel Shows	\$ 2,500.00
5880	5880 Travel - Leisure/Group Sales	\$ 14,450.00
5885	5885 Travel - Group FAMs	\$ 4,000.00
5890	5890 Misc. Sales Opportunities	\$ 6,000.00
6.62%	Total Leisure / Group Sales	\$ 50,150.00
53.52%	TOTAL MEDIA & WEBSITE	\$ 1,089,550.12
	VISITOR SVS / PARTNERSHIPS	
	Partnerships	
6550	6550 Conferences & Seminars	\$ 13,150.00
6555	6555 Conferences & Seminars - Travel	\$ 10,037.50
6570	6570 In-County Relations	\$ 17,600.00
6575	6575 Stakeholder Networking	\$ 23,600.08
6590	6590 Memberships	\$ 7,950.00
6610	6610 North Coast Tourism Council	\$ 11,000.00
4.45%	Total Partnerships	\$ 83,337.58
	Visitor Services	
6720	6720 Event & Festival Guides	\$ 56,299.44
6730	6730 Incentives & Sponsorships	\$ 22,500.04
6770	6770 Visitor Centers & Signage	\$ 120,000.00
5.79%	Total Visitor Services	\$ 198,799.48
10.24%	TOTAL VISITOR SVS / PARTNERSHIPS	\$ 282,137.06
	ADMIN EXPENSES	
	General Admin	
7010	7010 Accounting	\$ 31,000.00

7060	7060 Bank Fees	\$ 600.00
7080	7080 Board Development	\$ 3,885.00
7090	7090 Copying & Printing	\$ 2,400.00
7100	7100 Dues & Subscriptions	\$ 13,716.00
7130	7130 Legal Fees	\$ 3,000.00
7140	7140 Licenses & Permits	\$ 0.00
7150	7150 Meeting Expenses	\$ 1,620.00
7200	7200 Office Expense	\$ 2,150.00
7210	7210 Postage & Shipping	\$ 3,600.00
7280	7280 Travel Expenses	\$ 9,000.00
5.78%	Total General Admin	\$ 70,971.00
	Occupancy Costs	
7650	Rent	\$ 23,400.00
7660	Insurance	\$ 2,250.00
7850	Repairs & Maintenance	\$ 7,700.00
7890	Taxes	\$ 65.00
7910	Telecommunication	\$ 6,600.00
7950	Utilities	\$ 8,759.88
4.25%	Total Occupancy Costs	\$ 48,774.88
10.03%	TOTAL ADMIN EXPENSES	\$ 119,745.88
	PERSONNEL	
8510	Salaries & Wages	\$ 295,760.16
8520	Paid Time Off	\$ 20,237.52
8530	Payroll Taxes	\$ 24,917.79
8540	Payroll Processing Fees	\$ 1,740.00
8550	Workers Comp	\$ 3,000.00
8551	Workers Comp Liability Acct	\$ 2,534.96
8570	Health Insurance	\$ 27,000.00
8580	Other Employee Benefits	\$ 1,800.00
8590	Contract Work	\$ 7,800.01
8615	Employee Recruitment	\$ 0.00
26.21%	TOTAL PERSONNEL	\$ 384,790.44
100.00%	TOTAL EXPENSES	\$ 1,876,223.50
	NET OPERATING INCOME	(\$ 168,124.42)
	From Reserve Account	-\$ 168,124.42
BUDGET	VMC FY 2022-2023 BUDGET NET INCOME	(\$168,124.42)
SUMMARY		
BUDGET %	INCOME	TOTAL
68.03%	Mendocino County BID	\$ 1,161,972.12
34.01%	Mendocino County 50% Match to BID	\$ 580,986.12
-2.04%	Mendocino County Administration Fee	(\$ 34,859.16)
0.00%	Total Other Income	\$ 0.00
100%	TOTAL INCOME	\$ 1,708,099.08
BUDGET %	EXPENSES	TOTAL
41.71%	Total Advertising / Media	\$ 782,500.04
10.27%	Total Marketing / Public Relations	\$ 192,700.08
3.42%	Total Website Maint / Development	\$ 64,200.00
2.67%	Total Leisure / Group Sales	\$ 50,150.00
58.07%	TOTAL MEDIA & WEBSITE	\$ 1,089,550.12
4.44%	Total Partnerships	\$ 83,337.58
10.60%	Total Visitor Services	\$ 198,799.48
15.04%	TOTAL VISITOR SVS / PARTNERSHIPS	\$ 282,137.06
3.78%	Total General Admin	\$ 70,971.00
2.60%	Total Occupancy Costs	\$ 48,774.88
6.38%	TOTAL ADMIN EXPENSES	\$ 119,745.88
20.51%	TOTAL PERSONNEL	\$ 384,790.44
100.00%	TOTAL EXPENSES	\$ 1,876,223.50
	NET OPERATING INCOME	(\$ 168,124.42)
-8.96%	From Reserve Account	-\$ 168,124.42
BUDGET %	VMC FY 2022-2023 BUDGET NET INCOME	\$ (168,124.42)