

APPROVAL DATE: 3/10/22

ACCT#	INCOME	TOTAL
4030	4030 County BID	\$ 1,326,759.00
4035	4035 County Match	\$ 265,351.80
4040	4040 County Admin Fee	(\$ 39,802.77)
4830	4830 Event Brochure Ads	\$ 0.00
4950	4950 Interest Income	\$ 0.00
	TOTAL INCOME	\$ 1,552,308.03
ACCT#	EXPENSES	TOTAL
	MEDIA & WEBSITE	
	Advertising / Media	
5130	5130 Print & Online Advertising	\$ 531,000.00
5150	5150 Ad Development/Design	\$ 12,000.00
5170	5170 Photography	\$ 12,000.00
5240	5240 Research & Development	\$ 66,500.08
5280	5280 Video Development	\$ 18,000.00
5290	5290 Marketing Contingency	\$ 12,000.00
26.35%	Total Advertising / Media	\$ 651,500.08
	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	\$ 13,500.00
5560	5560 Media Events	\$ 10,000.02
5610	5610 Travel -PR Related	\$ 12,000.00
5680	5680 Visiting Media FAM Expenses	\$ 6,000.00
14.12%	Total Marketing / Public Relations	\$ 181,700.10
	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
6.43%	Total Website Maint / Development	\$ 55,200.00
	Leisure / Group Sales	
5810	5810 Promotion Items, Booth Develop	\$ 9,500.00
5820	5820 Consumer & Trade Shows	\$ 12,200.00
5840	5840 State Fair Exhibit	\$ 7,000.00
5870	5870 Shipping - Travel Shows	\$ 2,500.00
5880	5880 Travel - Leisure/Group Sales	\$ 14,450.00
5885	5885 Travel - Group FAMs	\$ 3,000.00
5890	5890 Misc. Sales Opportunities	\$ 6,000.00
6.62%	Total Leisure / Group Sales	\$ 54,650.00
53.52%	TOTAL MEDIA & WEBSITE	\$ 943,050.18
	VISITOR SVS / PARTNERSHIPS	
	Partnerships	
6550	6550 Conferences & Seminars	\$ 18,150.00
6555	6555 Conferences & Seminars - Travel	\$ 16,911.75
6570	6570 In-County Relations	\$ 15,100.00
6575	6575 Stakeholder Networking	\$ 23,400.00
6590	6590 Memberships	\$ 7,950.00
6610	6610 North Coast Tourism Council	\$ 14,000.04
4.45%	Total Partnerships	\$ 95,511.79
	Visitor Services	
6720	6720 Event & Festival Guides	\$ 108,300.04
6730	6730 Incentives & Sponsorships	\$ 52,500.00
6770	6770 Visitor Centers & Signage	-\$ 110,000.00
5.79%	Total Visitor Services	\$ 50,800.04
10.24%	TOTAL VISITOR SVS / PARTNERSHIPS	\$ 146,311.83
	ADMIN EXPENSES	
	General Admin	
7010	7010 Accounting	\$ 33,000.00

7060	7060 Bank Fees	\$ 600.00
7080	7080 Board Development	\$ 5,385.00
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	\$ 2,220.00
7200	7200 Office Expense	\$ 2,400.00
7210	7210 Postage & Shipping	\$ 3,600.00
7280	7280 Travel Expenses	\$ 9,000.00
5.78%	Total General Admin	\$ 75,321.00
	Occupancy Costs	
7650	Rent	\$ 28,200.00
7660	Insurance	\$ 2,450.00
7850	Repairs & Maintenance	\$ 7,700.00
7890	Taxes	\$ 65.00
7910	Telecommunication	\$ 7,200.00
7950	Utilities	\$ 9,793.89
4.25%	Total Occupancy Costs	\$ 55,408.89
10.03%	TOTAL ADMIN EXPENSES	\$ 130,729.89
	PERSONNEL	
8510	Salaries & Wages	\$ 408,000.00
8520	Paid Time Off	\$ 19,446.19
8530	Payroll Taxes	\$ 34,374.00
8540	Payroll Processing Fees	\$ 1,740.00
8550	Workers Comp	\$ 3,000.00
8551	Workers Comp Liability Acct	\$ 3,476.90
8570	Health Insurance	\$ 27,000.00
8580	Other Employee Benefits	\$ 7,727.76
8590	Contract Work	\$ 7,800.00
8615	Employee Recruitment	\$ 0.00
26.21%	TOTAL PERSONNEL	\$ 512,564.85
100.00%	TOTAL EXPENSES	\$ 1,732,656.75
	NET OPERATING INCOME	(\$ 180,348.72)
	From Reserve Account	-\$ 180,348.72
BUDGET	VMC FY 2022-2023 BUDGET NET INCOME	(\$180,348.72)
SUMMARY		
BUDGET %	INCOME	TOTAL
85.47%	Mendocino County BID	\$ 1,326,759.00
17.09%	Mendocino County 50% Match to BID	\$ 265,351.80
-2.56%	Mendocino County Administration Fee	(\$ 39,802.77)
0.00%	Total Other Income	\$ 0.00
100%	TOTAL INCOME	\$ 1,552,308.03
BUDGET %	EXPENSES	TOTAL
37.60%	Total Advertising / Media	\$ 651,500.08
10.49%	Total Marketing / Public Relations	\$ 181,700.10
3.19%	Total Website Maint / Development	\$ 55,200.00
3.15%	Total Leisure / Group Sales	\$ 54,650.00
54.43%	TOTAL MEDIA & WEBSITE	\$ 943,050.18
5.51%	Total Partnerships	\$ 95,511.79
2.93%	Total Visitor Services	\$ 50,800.04
8.44%	TOTAL VISITOR SVS / PARTNERSHIPS	\$ 146,311.83
4.35%	Total General Admin	\$ 75,321.00
3.20%	Total Occupancy Costs	\$ 55,408.89
7.55%	TOTAL ADMIN EXPENSES	\$ 130,729.89
29.58%	TOTAL PERSONNEL	\$ 512,564.85
100.00%	TOTAL EXPENSES	\$ 1,732,656.75
	NET OPERATING INCOME	(\$ 180,348.72)
-10.41%	From Reserve Account	-\$ 180,348.72
BUDGET %	VMC FY 2022-2023 BUDGET NET INCOME	\$ (180,348.72)