

**Mendocino County Tourism Commission, Inc.**  
**Balance Sheet Prev Year Comparison**  
As of April 30, 2016

05/31/2016  
Accrual Basis

	Apr 30, 16	Apr 30, 15	\$ Change	% Change
<b>ASSETS</b>				
<b>Current Assets</b>				
<b>Checking/Savings</b>				
1015 · MLCU Checking	255,183.09	0.00	255,183.09	100.0%
1020 · MLCU Savings #1	100,030.34	0.00	100,030.34	100.0%
1025 · MLCU Savings #2	100,002.19	0.00	100,002.19	100.0%
1010 · Savings Bank checking	38,627.67	162,334.76	-123,707.09	-76.21%
1030 · Cash drawer	100.00	100.00	0.00	0.0%
<b>Total Checking/Savings</b>	<b>493,943.29</b>	<b>162,434.76</b>	<b>331,508.53</b>	<b>204.09%</b>
<b>Accounts Receivable</b>				
1100 · Accounts Receivable	2,575.00	11,060.00	-8,485.00	-76.72%
<b>Total Accounts Receivable</b>	<b>2,575.00</b>	<b>11,060.00</b>	<b>-8,485.00</b>	<b>-76.72%</b>
<b>Other Current Assets</b>				
1230 · Prepaid Expenses	2,015.96	2,420.00	-404.04	-16.7%
1250 · Refundable Deposits	2,350.00	2,350.00	0.00	0.0%
1270 · Receivable Other	163.19	0.00	163.19	100.0%
<b>Total Other Current Assets</b>	<b>4,529.15</b>	<b>4,770.00</b>	<b>-240.85</b>	<b>-5.05%</b>
<b>Total Current Assets</b>	<b>501,047.44</b>	<b>178,264.76</b>	<b>322,782.68</b>	<b>181.07%</b>
<b>Fixed Assets</b>				
1510 · Furniture and Equipment	46,385.00	46,385.00	0.00	0.0%
1600 · Accumulated Depreciation	-46,276.00	-46,276.00	0.00	0.0%
<b>Total Fixed Assets</b>	<b>109.00</b>	<b>109.00</b>	<b>0.00</b>	<b>0.0%</b>
<b>TOTAL ASSETS</b>	<b>501,156.44</b>	<b>178,373.76</b>	<b>322,782.68</b>	<b>180.96%</b>
<b>LIABILITIES &amp; EQUITY</b>				
<b>Liabilities</b>				
<b>Current Liabilities</b>				
<b>Accounts Payable</b>				
2000 · Accounts Payable	28,786.70	49,630.87	-20,844.17	-42.0%
<b>Total Accounts Payable</b>	<b>28,786.70</b>	<b>49,630.87</b>	<b>-20,844.17</b>	<b>-42.0%</b>
<b>Other Current Liabilities</b>				
<b>Payroll Liabilities</b>				
2210 · Federal Payroll Tax Payable	3,991.52	0.00	3,991.52	100.0%
2220 · State Payroll Tax Payable	668.69	0.00	668.69	100.0%
2230 · SUI & ETT Payable	179.18	100.80	78.38	77.76%

	<b>Apr 30, 16</b>	<b>Apr 30, 15</b>	<b>\$ Change</b>	<b>% Change</b>
<b>2240 · FUTA Payable</b>	530.86	9.75	521.11	5,344.72%
<b>Total Payroll Liabilities</b>	5,370.25	110.55	5,259.70	4,757.76%
<b>2800 · Sales Tx Payable</b>	282.52	735.32	-452.80	-61.58%
<b>Total Other Current Liabilities</b>	5,652.77	845.87	4,806.90	568.28%
<b>Total Current Liabilities</b>	34,439.47	50,476.74	-16,037.27	-31.77%
<b>Total Liabilities</b>	34,439.47	50,476.74	-16,037.27	-31.77%
<b>Equity</b>				
<b>3100 · Contingency-Unrestricted</b>	333,270.62	0.00	333,270.62	100.0%
<b>3900 · Unrestricted Net Assets (RE)</b>	72,563.52	49,447.54	23,115.98	46.75%
<b>Net Income</b>	60,882.83	78,449.48	-17,566.65	-22.39%
<b>Total Equity</b>	466,716.97	127,897.02	338,819.95	264.92%
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>501,156.44</b>	<b>178,373.76</b>	<b>322,782.68</b>	<b>180.96%</b>

**Mendocino County Tourism Commission, Inc.**  
**Profit & Loss Prev Year Comparison**  
 July 2015 through April 2016

05/31/2016  
 Accrual Basis

	Jul '15 - Apr 16	Jul '14 - Apr 15	\$ Change	% Change
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
4010 · MCLA BID Assessment	427,600.00	487,500.00	-59,900.00	-12.29%
4020 · MCPA Matching Funds	186,875.00	279,500.00	-92,625.00	-33.14%
4030 · BID & Match from County	349,630.64	0.00	349,630.64	100.0%
4050 · NCTC Administration	9,000.00	9,000.00	0.00	0.0%
4110 · Visitor Guide Advertising	0.00	57,196.66	-57,196.66	-100.0%
4120 · Calendar Ad Income	2,100.00	7,600.00	-5,500.00	-72.37%
4250 · Sponsor-Taste of Mendocino	0.00	5,000.00	-5,000.00	-100.0%
<b>Trade Shows</b>				
4510 · AARP Show	0.00	2,750.00	-2,750.00	-100.0%
4520 · Bark in the Park	0.00	500.00	-500.00	-100.0%
4530 · Bay Area Show	150.00	150.00	0.00	0.0%
<b>Total Trade Shows</b>	<b>150.00</b>	<b>3,400.00</b>	<b>-3,250.00</b>	<b>-95.59%</b>
<b>Other Income</b>				
4810 · Event Passport Income	3,700.00	11,575.00	-7,875.00	-68.04%
4830 · Festival/ Event Brochure	1,500.00	0.00	1,500.00	100.0%
4940 · Misc. Income	10,000.00	0.00	10,000.00	100.0%
4950 · Interest Income	42.24	72.49	-30.25	-41.73%
<b>4850 · Retail Sales</b>				
Non-Taxable	107.00	207.08	-100.08	-48.33%
Taxable	3,411.22	3,364.82	46.40	1.38%
<b>Total 4850 · Retail Sales</b>	<b>3,518.22</b>	<b>3,571.90</b>	<b>-53.68</b>	<b>-1.5%</b>
2032 · Pet Brochure	0.00	4,075.00	-4,075.00	-100.0%
2051 · Co-Op Advertising	0.00	50.00	-50.00	-100.0%
2089 · Website	0.00	625.00	-625.00	-100.0%
Other Income - Other	0.00	2,102.00	-2,102.00	-100.0%
<b>Total Other Income</b>	<b>18,760.46</b>	<b>22,071.39</b>	<b>-3,310.93</b>	<b>-15.0%</b>
<b>Total Income</b>	<b>994,116.10</b>	<b>871,268.05</b>	<b>122,848.05</b>	<b>14.1%</b>
<b>Expense</b>				
<b>MEDIA &amp; WEBSITE</b>				
<b>Advertising/ Media</b>				
5010 · Media Plan Management	175,267.53	150,012.75	25,254.78	16.84%
5030 · Co-op Advertising	5,371.26	0.00	5,371.26	100.0%
5110 · Video Production	59.95	5,435.20	-5,375.25	-98.9%
5150 · Advertising Design	2,582.34	2,003.63	578.71	28.88%
5170 · Photography	2,733.01	1,465.01	1,268.00	86.55%
5200 · Direct Mail	752.49	0.00	752.49	100.0%

	<b>Jul '15 - Apr 16</b>	<b>Jul '14 - Apr 15</b>	<b>\$ Change</b>	<b>% Change</b>
<b>5240 · Research &amp; Development</b>	2,705.13	300.00	2,405.13	801.71%
<b>5250 · Board Development</b>	8,203.11	0.00	8,203.11	100.0%
<b>5290 · E-Mail Marketing</b>	4,533.04	15,863.67	-11,330.63	-71.43%
<b>Print &amp; On-Line Banner Adv.</b>				
<b>TripAdvisor</b>	0.00	2,175.46	-2,175.46	-100.0%
<b>Total Print &amp; On-Line Banner Adv.</b>	0.00	2,175.46	-2,175.46	-100.0%
<b>Total Advertising/ Media</b>	202,207.86	177,255.72	24,952.14	14.08%
<b>Public Relations</b>				
<b>5510 · Public Relations Contract</b>	79,404.00	80,000.00	-596.00	-0.75%
<b>5530 · In-Market PR Stunts</b>	5,009.89	5,215.79	-205.90	-3.95%
<b>5550 · Visiting Media Expenses</b>	12,922.91	7,332.34	5,590.57	76.25%
<b>5560 · CTTC Media Events</b>	0.00	2,139.45	-2,139.45	-100.0%
<b>5570 · Taste of Mendocino</b>	5,000.00	0.00	5,000.00	100.0%
<b>5610 · Travel -PR Related</b>	10,607.98	8,303.05	2,304.93	27.76%
<b>5650 · Contractor-Communication Coord</b>	44,000.00	40,000.00	4,000.00	10.0%
<b>5660 · Clipping Services</b>	5,235.01	0.00	5,235.01	100.0%
<b>Total Public Relations</b>	162,179.79	142,990.63	19,189.16	13.42%
<b>Website Maint / Development</b>				
<b>5710 · Contractor-Media Coordinator</b>	17,500.00	7,000.00	10,500.00	150.0%
<b>5730 · Interactive Marketing</b>	2,437.02	0.00	2,437.02	100.0%
<b>5750 · Development/ Maintenance</b>	32,806.96	6,639.77	26,167.19	394.1%
<b>5790 · Search Engine/Optimization</b>	0.00	750.95	-750.95	-100.0%
<b>Total Website Maint / Development</b>	52,743.98	14,390.72	38,353.26	266.51%
<b>Leisure/ Group Sales</b>				
<b>5810 · Booth Development &amp; Giveaways</b>	7,235.52	2,586.11	4,649.41	179.78%
<b>5820 · Consumer &amp; Trade Shows</b>	16,348.77	6,021.31	10,327.46	171.52%
<b>5840 · State Fair Exhibit</b>	4,500.00	2,542.37	1,957.63	77.0%
<b>5870 · Shipping - Travel Shows</b>	1,961.40	1,716.69	244.71	14.26%
<b>5880 · Travel-Leisure/Grp Sales Staff</b>	7,543.71	7,883.73	-340.02	-4.31%
<b>5890 · Misc. Sales Activities</b>	2,435.86	1,625.00	810.86	49.9%
<b>Total Leisure/ Group Sales</b>	40,025.26	22,375.21	17,650.05	78.88%
<b>Total MEDIA &amp; WEBSITE</b>	457,156.89	357,012.28	100,144.61	28.05%
<b>VISITOR SERVICES/PARTNERSHIPS</b>				
<b>Visitor Svs/Fulfillment</b>				
<b>6010 · Visitor Guide &amp; Distribution</b>	28,996.80	52,642.94	-23,646.14	-44.92%
<b>6040 · In County Guides</b>	5,283.76	6,365.73	-1,081.97	-17.0%
<b>6170 · Signage-Gateway &amp; Visitor Ctr</b>	7,345.51	0.00	7,345.51	100.0%
<b>6190 · Visitor Center/ Info Support</b>	6,382.50	5,000.00	1,382.50	27.65%
<b>6210 · Event Partnership Funding</b>	4,822.29	3,093.70	1,728.59	55.88%

	<b>Jul '15 - Apr 16</b>	<b>Jul '14 - Apr 15</b>	<b>\$ Change</b>	<b>% Change</b>
<b>6220 · Event Guide Printing/Dist.</b>	13,879.34	17,241.12	-3,361.78	-19.5%
<b>6300 · In County Mixers, Fairs</b>	650.51	50.00	600.51	1,201.02%
<b>Retail Store</b>				
<b>6412A · Purchases for Resale</b>	1,497.01	2,641.13	-1,144.12	-43.32%
<b>6412B · Store Supplies/Expenses</b>	1,557.58	1,068.96	488.62	45.71%
<b>6412C · Contract Labor - Store</b>	4,515.00	2,150.00	2,365.00	110.0%
<b>6412D · Consignee payments</b>	1,196.36	2,395.20	-1,198.84	-50.05%
<b>Total Retail Store</b>	<b>8,765.95</b>	<b>8,255.29</b>	<b>510.66</b>	<b>6.19%</b>
<b>Total Visitor Svs/Fulfillment</b>	<b>76,126.66</b>	<b>92,648.78</b>	<b>-16,522.12</b>	<b>-17.83%</b>
<b>Partnerships</b>				
<b>6510 · North Coast Tourism Council</b>	749.74	0.00	749.74	100.0%
<b>6520 · Memberships</b>	10,526.58	5,949.00	4,577.58	76.95%
<b>6530 · Arts Council</b>	4,800.00	0.00	4,800.00	100.0%
<b>6550 · Conferences &amp; Seminars</b>	5,622.33	2,600.00	3,022.33	116.24%
<b>6570 · Travel-Partnership Related</b>	9,023.44	11,387.14	-2,363.70	-20.76%
<b>6620 · In County Partner Relations</b>	1,232.82	1,443.62	-210.80	-14.6%
<b>6680 · MWI Grant</b>	0.00	50.00	-50.00	-100.0%
<b>Total Partnerships</b>	<b>31,954.91</b>	<b>21,429.76</b>	<b>10,525.15</b>	<b>49.12%</b>
<b>Total VISITOR SERVICES/PARTNERSHIPS</b>	<b>108,081.57</b>	<b>114,078.54</b>	<b>-5,996.97</b>	<b>-5.26%</b>
<b>Admin Expenses</b>				
<b>7010 · Accounting Fees</b>	2,385.00	3,100.00	-715.00	-23.07%
<b>7020 · Bookkeeping</b>	3,911.25	2,798.25	1,113.00	39.78%
<b>7030 · Legal Fees</b>	3,463.04	6,466.70	-3,003.66	-46.45%
<b>7050 · Bad Debt</b>	385.00	0.00	385.00	100.0%
<b>7060 · Bank Fees</b>	20.00	14.50	5.50	37.93%
<b>7090 · Copying &amp; Printing</b>	384.92	0.00	384.92	100.0%
<b>7400 · Executive Director Search</b>	16,666.00	0.00	16,666.00	100.0%
<b>7120 · Insurance - BOD &amp; Liability</b>	1,421.00	2,857.00	-1,436.00	-50.26%
<b>7140 · Licenses &amp; Permits</b>	88.00	63.87	24.13	37.78%
<b>7150 · Meeting Expenses</b>	793.77	310.48	483.29	155.66%
<b>7200 · Office Expense</b>	13,658.22	7,221.79	6,436.43	89.13%
<b>7210 · Postage &amp; Shipping</b>	981.97	1,927.15	-945.18	-49.05%
<b>7250 · Rent</b>	18,000.00	18,000.00	0.00	0.0%
<b>7260 · Repairs &amp; Maintenance</b>	1,575.08	88.00	1,487.08	1,689.86%
<b>7270 · Taxes - Unsecured</b>	56.35	50.80	5.55	10.93%
<b>7280 · Travel - VMC Admin</b>	5,224.49	5,337.53	-113.04	-2.12%
<b>7310 · Telecommunication</b>	10,131.34	7,549.24	2,582.10	34.2%
<b>7350 · Utilities</b>	4,247.59	3,288.61	958.98	29.16%
<b>Total Admin Expenses</b>	<b>83,393.02</b>	<b>59,073.92</b>	<b>24,319.10</b>	<b>41.17%</b>

	<b>Jul '15 - Apr 16</b>	<b>Jul '14 - Apr 15</b>	<b>\$ Change</b>	<b>% Change</b>
<b>MCLA Admin Expenses</b>				
8110 · Member Newsletter Printing	1,180.94	0.00	1,180.94	100.0%
8120 · Member Newsletter Postage	1,724.82	243.60	1,481.22	608.05%
8130 · Member Mailings	0.00	773.82	-773.82	-100.0%
8180 · Travel - MCLA	330.97	636.23	-305.26	-47.98%
8190 · mcla.info Expense	20.00	514.77	-494.77	-96.12%
<b>Total MCLA Admin Expenses</b>	<b>3,256.73</b>	<b>2,168.42</b>	<b>1,088.31</b>	<b>50.19%</b>
<b>MCPA Admin Expenses</b>				
8310 · Accounting Fees	0.00	280.00	-280.00	-100.0%
8320 · Legal Fees	0.00	20.00	-20.00	-100.0%
8330 · Insurance	1,552.04	575.00	977.04	169.92%
8350 · Travel - MCPA	195.37	892.31	-696.94	-78.11%
<b>Total MCPA Admin Expenses</b>	<b>1,747.41</b>	<b>1,767.31</b>	<b>-19.90</b>	<b>-1.13%</b>
<b>Personnel</b>				
8510 · Salaries & Wages	183,844.65	210,661.23	-26,816.58	-12.73%
8530 · Payroll Taxes	18,198.53	18,685.89	-487.36	-2.61%
8550 · Workers Comp	2,144.66	1,326.00	818.66	61.74%
8570 · Health Insurance	14,252.07	22,145.09	-7,893.02	-35.64%
8580 · Other Employee Benefits	3,753.74	3,070.52	683.22	22.25%
8590 · Contract Work	54,984.00	2,829.37	52,154.63	1,843.33%
<b>Total Personnel</b>	<b>277,177.65</b>	<b>258,718.10</b>	<b>18,459.55</b>	<b>7.14%</b>
<b>Total Expense</b>	<b>930,813.27</b>	<b>792,818.57</b>	<b>137,994.70</b>	<b>17.41%</b>
<b>Net Ordinary Income</b>	<b>63,302.83</b>	<b>78,449.48</b>	<b>-15,146.65</b>	<b>-19.31%</b>
<b>Other Income/Expense</b>				
<b>Other Expense</b>				
9900 · Prior Period Expense	2,420.00	0.00	2,420.00	100.0%
<b>Total Other Expense</b>	<b>2,420.00</b>	<b>0.00</b>	<b>2,420.00</b>	<b>100.0%</b>
<b>Net Other Income</b>	<b>-2,420.00</b>	<b>0.00</b>	<b>-2,420.00</b>	<b>-100.0%</b>
<b>Net Income</b>	<b>60,882.83</b>	<b>78,449.48</b>	<b>-17,566.65</b>	<b>-22.39%</b>

**Mendocino County Tourism Commission, Inc.**  
**Profit & Loss Budget Performance**  
 April 2016

05/31/2016  
 Accrual Basis

	<u>Jul '15 - Apr 16</u>	<u>YTD Budget</u>	<u>Annual Budget</u>
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
4010 · MCLA BID Assessment	427,600.00	320,700.00	320,700.00
4020 · MCPA Matching Funds	186,875.00	168,750.00	168,750.00
4030 · BID & Match from County	349,630.64	326,300.00	489,450.00
4050 · NCTC Administration	9,000.00	7,500.00	9,000.00
4110 · Visitor Guide Advertising	0.00	2,500.00	3,000.00
4120 · Calendar Ad Income	2,100.00	2,500.00	3,000.00
4250 · Sponsor-Taste of Mendocino	0.00	8,333.34	10,000.00
Trade Shows	150.00	10,096.00	13,496.00
Other Income	18,760.46	25,695.00	26,534.00
<b>Total Income</b>	<u>994,116.10</u>	<u>872,374.34</u>	<u>1,043,930.00</u>
<b>Expense</b>			
<b>MEDIA &amp; WEBSITE</b>	457,156.89	416,666.70	498,000.00
<b>VISITOR SERVICES/PARTNERSHIPS</b>	108,081.57	89,583.34	107,500.00
Admin Expenses	83,393.02	66,226.70	78,550.00
MCLA Admin Expenses	3,256.73	4,166.70	5,000.00
MCPA Admin Expenses	1,747.41	3,458.34	3,750.00
Personnel	277,177.65	290,416.68	348,500.00
<b>Total Expense</b>	<u>930,813.27</u>	<u>870,518.46</u>	<u>1,041,300.00</u>
<b>Net Ordinary Income</b>	63,302.83	1,855.88	2,630.00
<b>Other Income/Expense</b>			
<b>Other Expense</b>			
9900 · Prior Period Expense	<u>2,420.00</u>		
<b>Total Other Expense</b>	<u>2,420.00</u>		
<b>Net Other Income</b>	<u>-2,420.00</u>		
<b>Net Income</b>	<u><u>60,882.83</u></u>	<u><u>1,855.88</u></u>	<u><u>2,630.00</u></u>

**Mendocino County Tourism Commission, Inc.**  
**Profit & Loss Budget Performance**  
 April 2016

05/31/2016  
 Accrual Basis

	<u>Apr 16</u>	<u>Budget</u>	<u>Jul '15 - Apr 16</u>	<u>YTD Budget</u>	<u>Annual Budget</u>
<b>Ordinary Income/Expense</b>					
<b>Income</b>					
4010 · MCLA BID Assessment	0.00	0.00	427,600.00	320,700.00	320,700.00
4020 · MCPA Matching Funds	0.00	0.00	186,875.00	168,750.00	168,750.00
4030 · BID & Match from County	0.00	81,575.00	349,630.64	326,300.00	489,450.00
4050 · NCTC Administration	0.00	750.00	9,000.00	7,500.00	9,000.00
4110 · Visitor Guide Advertising	0.00	250.00	0.00	2,500.00	3,000.00
4120 · Calendar Ad Income	0.00	250.00	2,100.00	2,500.00	3,000.00
4250 · Sponsor-Taste of Mendocino	0.00	833.33	0.00	8,333.34	10,000.00
<b>Trade Shows</b>					
4530 · Bay Area Show	0.00		150.00		
Trade Shows - Other	0.00	1,700.00	0.00	10,096.00	13,496.00
<b>Total Trade Shows</b>	<u>0.00</u>	<u>1,700.00</u>	<u>150.00</u>	<u>10,096.00</u>	<u>13,496.00</u>
<b>Other Income</b>					
4810 · Event Passport Income	0.00		3,700.00	10,000.00	10,000.00
4830 · Festival/ Event Brochure	0.00		1,500.00	1,500.00	1,500.00
4940 · Misc. Income	0.00	0.00	10,000.00	10,000.00	10,000.00
4950 · Interest Income	3.05	2.50	42.24	25.00	30.00
4850 · Retail Sales					
Non-Taxable	36.00		107.00		
Taxable	369.66		3,411.22		
4850 · Retail Sales - Other	0.00	417.00	0.00	4,170.00	5,004.00
<b>Total 4850 · Retail Sales</b>	<u>405.66</u>	<u>417.00</u>	<u>3,518.22</u>	<u>4,170.00</u>	<u>5,004.00</u>
<b>Total Other Income</b>	<u>408.71</u>	<u>419.50</u>	<u>18,760.46</u>	<u>25,695.00</u>	<u>26,534.00</u>
<b>Total Income</b>	<u>408.71</u>	<u>85,777.83</u>	<u>994,116.10</u>	<u>872,374.34</u>	<u>1,043,930.00</u>



	<u>Apr 16</u>	<u>Budget</u>	<u>Jul '15 - Apr 16</u>	<u>YTD Budget</u>	<u>Annual Budget</u>
<b>Expense</b>					
<b>MEDIA &amp; WEBSITE</b>					
<b>Advertising/ Media</b>					
5010 · Media Plan Management	20,226.75	15,833.33	175,267.53	158,333.34	190,000.00
5030 · Co-op Advertising	551.67	833.33	5,371.26	8,333.34	10,000.00
5110 · Video Production	0.00	250.00	59.95	2,500.00	3,000.00
5150 · Advertising Design	0.00	250.00	2,582.34	2,500.00	3,000.00
5170 · Photography	1,518.02	250.00	2,733.01	2,500.00	3,000.00
5200 · Direct Mail	0.00	250.00	752.49	2,500.00	3,000.00
5240 · Research & Development	0.00	833.33	2,705.13	8,333.34	10,000.00
5250 · Board Development	0.00	1,000.00	8,203.11	10,000.00	10,000.00
5290 · E-Mail Marketing	339.00		4,533.04		
<b>Total Advertising/ Media</b>	<b>22,635.44</b>	<b>19,499.99</b>	<b>202,207.86</b>	<b>195,000.02</b>	<b>232,000.00</b>
<b>Public Relations</b>					
5510 · Public Relations Contract	4,167.00	8,583.33	79,404.00	85,833.34	103,000.00
5530 · In-Market PR Stunts	2,500.00	583.33	5,009.89	5,833.34	7,000.00
5550 · Visiting Media Expenses	1,770.09	1,041.67	12,922.91	10,416.66	12,500.00
5560 · CTTC Media Events	0.00	208.33	0.00	2,083.34	2,500.00
5570 · Taste of Mendocino	0.00	416.67	5,000.00	4,166.66	5,000.00
5610 · Travel -PR Related	400.40	833.33	10,607.98	8,333.34	10,000.00
5650 · Contractor-Communication Coord	5,000.00	4,000.00	44,000.00	40,000.00	48,000.00
5660 · Clipping Services	518.42		5,235.01		
<b>Total Public Relations</b>	<b>14,355.91</b>	<b>15,666.66</b>	<b>162,179.79</b>	<b>156,666.68</b>	<b>188,000.00</b>
<b>Website Maint / Development</b>					
5710 · Contractor-Media Coordinator	6,000.00	1,000.00	17,500.00	10,000.00	12,000.00
5730 · Interactive Marketing	402.59	500.00	2,437.02	5,000.00	6,000.00
5750 · Development/ Maintenance	1,268.00	1,500.00	32,806.96	15,000.00	18,000.00
<b>Total Website Maint / Development</b>	<b>7,670.59</b>	<b>3,000.00</b>	<b>52,743.98</b>	<b>30,000.00</b>	<b>36,000.00</b>

	<u>Apr 16</u>	<u>Budget</u>	<u>Jul '15 - Apr 16</u>	<u>YTD Budget</u>	<u>Annual Budget</u>
<b>Leisure/ Group Sales</b>					
5810 · Booth Development & Giveaways	111.23	833.33	7,235.52	8,333.34	10,000.00
5820 · Consumer & Trade Shows	1,519.24	750.00	16,348.77	7,500.00	9,000.00
5840 · State Fair Exhibit	1,000.00	500.00	4,500.00	5,000.00	6,000.00
5870 · Shipping - Travel Shows	0.00	250.00	1,961.40	2,500.00	3,000.00
5880 · Travel-Leisure/Grp Sales Staff	0.00	916.67	7,543.71	9,166.66	11,000.00
5890 · Misc. Sales Activities	1,257.26	250.00	2,435.86	2,500.00	3,000.00
<b>Total Leisure/ Group Sales</b>	<b>3,887.73</b>	<b>3,500.00</b>	<b>40,025.26</b>	<b>35,000.00</b>	<b>42,000.00</b>
<b>Total MEDIA &amp; WEBSITE</b>	<b>48,549.67</b>	<b>41,666.65</b>	<b>457,156.89</b>	<b>416,666.70</b>	<b>498,000.00</b>
<b>VISITOR SERVICES/PARTNERSHIPS</b>					
<b>Visitor Svcs/Fulfillment</b>					
6010 · Visitor Guide & Distribution	564.01	3,333.33	28,996.80	33,333.34	40,000.00
6040 · In County Guides	2,995.00	250.00	5,283.76	2,500.00	3,000.00
6170 · Signage-Gateway & Visitor Ctr	0.00	166.67	7,345.51	1,666.66	2,000.00
6190 · Visitor Center/ Info Support	0.00	416.67	6,382.50	4,166.66	5,000.00
6210 · Event Partnership Funding	87.81	416.67	4,822.29	4,166.66	5,000.00
6220 · Event Guide Printing/Dist.	64.82	1,333.33	13,879.34	13,333.34	16,000.00
6300 · In County Mixers, Fairs	171.27	41.67	650.51	416.66	500.00
<b>Retail Store</b>					
6412A · Purchases for Resale	511.71		1,497.01		
6412B · Store Supplies/Expenses	24.95		1,557.58		
6412C · Contract Labor - Store	750.00		4,515.00		
6412D · Consignee payments	35.20		1,196.36		
Retail Store - Other	0.00	833.33	0.00	8,333.34	10,000.00
<b>Total Retail Store</b>	<b>1,321.86</b>	<b>833.33</b>	<b>8,765.95</b>	<b>8,333.34</b>	<b>10,000.00</b>
<b>Total Visitor Svcs/Fulfillment</b>	<b>5,204.77</b>	<b>6,791.67</b>	<b>76,126.66</b>	<b>67,916.66</b>	<b>81,500.00</b>
<b>Partnerships</b>					
6510 · North Coast Tourism Council	11.34		749.74		
6520 · Memberships	850.00	583.33	10,526.58	5,833.34	7,000.00

	<u>Apr 16</u>	<u>Budget</u>	<u>Jul '15 - Apr 16</u>	<u>YTD Budget</u>	<u>Annual Budget</u>
<b>6530 · Arts Council</b>	1,200.00	0.00	4,800.00	0.00	0.00
<b>6550 · Conferences &amp; Seminars</b>	113.40	416.67	5,622.33	4,166.66	5,000.00
<b>6570 · Travel-Partnership Related</b>	1,169.63	1,083.33	9,023.44	10,833.34	13,000.00
<b>6620 · In County Partner Relations</b>	547.78	83.33	1,232.82	833.34	1,000.00
<b>Total Partnerships</b>	<u>3,892.15</u>	<u>2,166.66</u>	<u>31,954.91</u>	<u>21,666.68</u>	<u>26,000.00</u>
<b>Total VISITOR SERVICES/PARTNERSHIPS</b>	9,096.92	8,958.33	108,081.57	89,583.34	107,500.00
<b>Admin Expenses</b>					
<b>7010 · Accounting Fees</b>	0.00		2,385.00	4,500.00	4,500.00
<b>7020 · Bookkeeping</b>	0.00	333.33	3,911.25	3,333.34	4,000.00
<b>7030 · Legal Fees</b>	0.00	833.33	3,463.04	8,333.34	10,000.00
<b>7050 · Bad Debt</b>	0.00		385.00		
<b>7060 · Bank Fees</b>	0.00	4.17	20.00	41.66	50.00
<b>7090 · Copying &amp; Printing</b>	0.00	83.33	384.92	833.34	1,000.00
<b>7400 · Executive Director Search</b>	8,333.00	0.00	16,666.00	0.00	0.00
<b>7120 · Insurance - BOD &amp; Liability</b>	-545.00	250.00	1,421.00	2,500.00	3,000.00
<b>7140 · Licenses &amp; Permits</b>	0.00	0.00	88.00	50.00	50.00
<b>7150 · Meeting Expenses</b>	187.01	41.67	793.77	416.66	500.00
<b>7200 · Office Expense</b>	1,210.14	678.16	13,658.22	6,781.68	8,138.00
<b>7210 · Postage &amp; Shipping</b>	62.56	208.33	981.97	2,083.34	2,500.00
<b>7250 · Rent</b>	1,800.00	1,833.33	18,000.00	18,333.34	22,000.00
<b>7260 · Repairs &amp; Maintenance</b>	11.00	146.00	1,575.08	1,460.00	1,752.00
<b>7270 · Taxes - Unsecured</b>	0.00		56.35	60.00	60.00
<b>7280 · Travel - VMC Admin</b>	563.68	500.00	5,224.49	5,000.00	6,000.00
<b>7310 · Telecommunication</b>	1,439.27	833.33	10,131.34	8,333.34	10,000.00
<b>7350 · Utilities</b>	433.26	416.67	4,247.59	4,166.66	5,000.00
<b>Total Admin Expenses</b>	<u>13,494.92</u>	<u>6,161.65</u>	<u>83,393.02</u>	<u>66,226.70</u>	<u>78,550.00</u>
<b>MCLA Admin Expenses</b>					
<b>8110 · Member Newsletter Printing</b>	0.00	83.33	1,180.94	833.34	1,000.00
<b>8120 · Member Newsletter Postage</b>	0.00	83.33	1,724.82	833.34	1,000.00
<b>8130 · Member Mailings</b>	0.00	83.33	0.00	833.34	1,000.00
<b>8150 · Annual Meeting</b>	0.00	83.33	0.00	833.34	1,000.00

	<u>Apr 16</u>	<u>Budget</u>	<u>Jul '15 - Apr 16</u>	<u>YTD Budget</u>	<u>Annual Budget</u>
8180 · Travel - MCLA	25.00	83.33	330.97	833.34	1,000.00
8190 · mcla.info Expense	0.00		20.00		
<b>Total MCLA Admin Expenses</b>	<b>25.00</b>	<b>416.65</b>	<b>3,256.73</b>	<b>4,166.70</b>	<b>5,000.00</b>
<b>MCPA Admin Expenses</b>					
8310 · Accounting Fees	0.00		0.00	2,000.00	2,000.00
8330 · Insurance	0.00	83.33	1,552.04	833.34	1,000.00
8350 · Travel - MCPA	0.00	62.50	195.37	625.00	750.00
<b>Total MCPA Admin Expenses</b>	<b>0.00</b>	<b>145.83</b>	<b>1,747.41</b>	<b>3,458.34</b>	<b>3,750.00</b>
<b>Personnel</b>					
8510 · Salaries & Wages	14,918.50	23,208.33	183,844.65	232,083.34	278,500.00
8530 · Payroll Taxes	1,337.78	2,208.33	18,198.53	22,083.34	26,500.00
8550 · Workers Comp	0.00	291.67	2,144.66	2,916.66	3,500.00
8570 · Health Insurance	948.00	2,500.00	14,252.07	25,000.00	30,000.00
8580 · Other Employee Benefits	0.00	333.33	3,753.74	3,333.34	4,000.00
8590 · Contract Work	10,542.00	500.00	54,984.00	5,000.00	6,000.00
<b>Total Personnel</b>	<b>27,746.28</b>	<b>29,041.66</b>	<b>277,177.65</b>	<b>290,416.68</b>	<b>348,500.00</b>
<b>Total Expense</b>	<b>98,912.79</b>	<b>86,390.77</b>	<b>930,813.27</b>	<b>870,518.46</b>	<b>1,041,300.00</b>
<b>Net Ordinary Income</b>	<b>-98,504.08</b>	<b>-612.94</b>	<b>63,302.83</b>	<b>1,855.88</b>	<b>2,630.00</b>
<b>Other Income/Expense</b>					
<b>Other Expense</b>					
9900 · Prior Period Expense	0.00		2,420.00		
<b>Total Other Expense</b>	<b>0.00</b>		<b>2,420.00</b>		
<b>Net Other Income</b>	<b>0.00</b>		<b>-2,420.00</b>		
<b>Net Income</b>	<b>-98,504.08</b>	<b>-612.94</b>	<b>60,882.83</b>	<b>1,855.88</b>	<b>2,630.00</b>