

# Mendocino County Tourism Commission

## Balance Sheet Comparison

As of August 31, 2023

	TOTAL			
	AS OF AUG 31, 2023	AS OF AUG 31, 2022 (PY)	CHANGE	% CHANGE
<b>ASSETS</b>				
Current Assets				
Bank Accounts				
1005 SBMC Checking	340,670.18	98,044.62	242,625.56	247.46 %
1010 SBMC Contingency/Savings	1,000,245.31	1,166,145.33	-165,900.02	-14.23 %
1030 Cash drawer	100.00	100.00	0.00	0.00 %
<b>Total Bank Accounts</b>	<b>\$1,341,015.49</b>	<b>\$1,264,289.95</b>	<b>\$76,725.54</b>	<b>6.07 %</b>
Accounts Receivable				
1100 Accounts Receivable	307,861.52	872,802.34	-564,940.82	-64.73 %
<b>Total Accounts Receivable</b>	<b>\$307,861.52</b>	<b>\$872,802.34</b>	<b>\$ -564,940.82</b>	<b>-64.73 %</b>
Other Current Assets				
1230 Prepaid Expenses	-20,842.69	66,524.02	-87,366.71	-131.33 %
1250 Refundable Deposits	1,800.00	1,800.00	0.00	0.00 %
1270 Receivable Other	-12,773.85	0.00	-12,773.85	
1290 Loan to Employee	0.00	4,800.00	-4,800.00	-100.00 %
Undeposited Funds	0.00	0.00	0.00	
<b>Total Other Current Assets</b>	<b>\$ -31,816.54</b>	<b>\$73,124.02</b>	<b>\$ -104,940.56</b>	<b>-143.51 %</b>
<b>Total Current Assets</b>	<b>\$1,617,060.47</b>	<b>\$2,210,216.31</b>	<b>\$ -593,155.84</b>	<b>-26.84 %</b>
Fixed Assets				
1510 Furniture and Equipment	41,311.75	31,423.08	9,888.67	31.47 %
1600 Accumulated Depreciation	-24,615.00	-16,933.00	-7,682.00	-45.37 %
<b>Total Fixed Assets</b>	<b>\$16,696.75</b>	<b>\$14,490.08</b>	<b>\$2,206.67</b>	<b>15.23 %</b>
Other Assets				
1700 Website Development	0.00	0.00	0.00	
1750 Accumulated Amortization	0.00	0.00	0.00	
<b>Total Other Assets</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>0.00%</b>
<b>TOTAL ASSETS</b>	<b>\$1,633,757.22</b>	<b>\$2,224,706.39</b>	<b>\$ -590,949.17</b>	<b>-26.56 %</b>
<b>LIABILITIES AND EQUITY</b>				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 Accounts Payable	27,368.59	48,930.11	-21,561.52	-44.07 %
<b>Total Accounts Payable</b>	<b>\$27,368.59</b>	<b>\$48,930.11</b>	<b>\$ -21,561.52</b>	<b>-44.07 %</b>
Credit Cards				
Ramp Card	0.00		0.00	

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	TOTAL			
	AS OF AUG 31, 2023	AS OF AUG 31, 2022 (PY)	CHANGE	% CHANGE
<b>Total Credit Cards</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>0.00%</b>
Other Current Liabilities				
2100 Accrued Expenses	1,115.00	2,695.00	-1,580.00	-58.63 %
2150 Other Liabilities-County Match	0.00	0.00	0.00	
2300 Loan Payable	0.00	0.00	0.00	
Direct Deposit Payable	0.00	0.00	0.00	
Not in Use	0.00	0.00	0.00	
Payroll Liabilities	0.00	0.00	0.00	
2210 Federal Taxes (941/944)	0.00	0.00	0.00	
2220 CA PIT / SDI	0.00	0.00	0.00	
2230 CA SUI / ETT	0.00	125.12	-125.12	-100.00 %
2240 FUTA Payable	14.91	12.11	2.80	23.12 %
2270 Accrued Payroll	5,484.27	14,872.62	-9,388.35	-63.13 %
2275 Accrued PTO	18,146.37	12,892.88	5,253.49	40.75 %
2280 Health Insurance Payable	0.00	0.00	0.00	
2290 Direct Deposit Liabilities	0.00	0.00	0.00	
401(k) Contribution	0.03		0.03	
Federal Payroll Tax Payable	0.00	0.00	0.00	
State Payroll Tax Payable	0.00	0.00	0.00	
SUI & ETT Payable	0.00	0.00	0.00	
<b>Total Payroll Liabilities</b>	<b>23,645.58</b>	<b>27,902.73</b>	<b>-4,257.15</b>	<b>-15.26 %</b>
<b>Total Other Current Liabilities</b>	<b>\$24,760.58</b>	<b>\$30,597.73</b>	<b>\$ -5,837.15</b>	<b>-19.08 %</b>
<b>Total Current Liabilities</b>	<b>\$52,129.17</b>	<b>\$79,527.84</b>	<b>\$ -27,398.67</b>	<b>-34.45 %</b>
<b>Total Liabilities</b>	<b>\$52,129.17</b>	<b>\$79,527.84</b>	<b>\$ -27,398.67</b>	<b>-34.45 %</b>
Equity				
3100 Contingency-Restricted	187,622.35	187,622.35	0.00	0.00 %
3900 Unrestricted Net Assets (RE)	1,713,859.22	2,042,725.51	-328,866.29	-16.10 %
Opening Bal Equity	0.00	0.00	0.00	
Net Income	-319,853.52	-85,169.31	-234,684.21	-275.55 %
<b>Total Equity</b>	<b>\$1,581,628.05</b>	<b>\$2,145,178.55</b>	<b>\$ -563,550.50</b>	<b>-26.27 %</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$1,633,757.22</b>	<b>\$2,224,706.39</b>	<b>\$ -590,949.17</b>	<b>-26.56 %</b>

**Mendocino County Tourism Commission**  
**Budget vs. Actuals: FY 23/24 - FY24 P&L**  
 July 2023 - June 2024

	Aug 2023				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
<b>Income</b>								
4030 County BID		110,563.25	-110,563.25	0.00%	292,850.92	1,326,759.00	-1,033,908.08	22.07%
4031 County BID adjustments		0.00	0.00		0.00	-39,802.77	39,802.77	0.00%
4035 County 50% Match	12,500.00	12,500.00	0.00	100.00%	33,369.08	150,000.00	-116,630.92	22.25%
<b>Total Income</b>	<b>\$ 12,500.00</b>	<b>\$ 123,063.25</b>	<b>\$ -110,563.25</b>	<b>10.16%</b>	<b>\$ 326,220.00</b>	<b>\$ 1,436,956.23</b>	<b>\$ -1,110,736.23</b>	<b>22.70%</b>
<b>Gross Profit</b>	<b>\$ 12,500.00</b>	<b>\$ 123,063.25</b>	<b>\$ -110,563.25</b>	<b>10.16%</b>	<b>\$ 326,220.00</b>	<b>\$ 1,436,956.23</b>	<b>\$ -1,110,736.23</b>	<b>22.70%</b>
<b>Expenses</b>								
1- MEDIA & WEBSITE	83,137.70	72,950.16	10,187.54	113.97%	189,950.36	943,050.18	-753,099.82	20.14%
2- VISITOR SVS / PARTNERSHIPS	13,473.21	38,224.26	-24,751.05	35.25%	58,042.96	366,311.91	-308,268.95	15.85%
3- ADMIN EXPENSES	21,768.70	9,498.99	12,269.71	229.17%	52,802.21	130,729.89	-77,927.68	40.39%
4- PERSONNEL	45,676.30	38,653.10	7,023.20	118.17%	108,406.83	480,213.56	-371,806.73	22.57%
Payroll Expenses	1,420.21		1,420.21		4,048.44	0.00	4,048.44	
<b>Total Expenses</b>	<b>\$ 165,476.12</b>	<b>\$ 159,326.51</b>	<b>\$ 6,149.61</b>	<b>103.86%</b>	<b>\$ 413,250.80</b>	<b>\$ 1,920,305.54</b>	<b>\$ -1,507,054.74</b>	<b>21.52%</b>
<b>Net Operating Income</b>	<b>\$ -152,976.12</b>	<b>\$ -36,263.26</b>	<b>\$ -116,712.86</b>	<b>421.85%</b>	<b>\$ -87,030.80</b>	<b>\$ -483,349.31</b>	<b>\$ 396,318.51</b>	<b>18.01%</b>
<b>Other Income</b>								
Redeemed Cash Back	2,161.26		2,161.26		2,161.26	0.00	2,161.26	
<b>Total Other Income</b>	<b>\$ 2,161.26</b>	<b>\$ 0.00</b>	<b>\$ 2,161.26</b>		<b>\$ 2,161.26</b>	<b>\$ 0.00</b>	<b>\$ 2,161.26</b>	
<b>Net Other Income</b>	<b>\$ 2,161.26</b>	<b>\$ 0.00</b>	<b>\$ 2,161.26</b>		<b>\$ 2,161.26</b>	<b>\$ 0.00</b>	<b>\$ 2,161.26</b>	
<b>Net Income</b>	<b>\$ -150,814.86</b>	<b>\$ -36,263.26</b>	<b>\$ -114,551.60</b>	<b>415.89%</b>	<b>\$ -84,869.54</b>	<b>\$ -483,349.31</b>	<b>\$ 398,479.77</b>	<b>17.56%</b>

**Mendocino County Tourism Commission**  
**Budget vs. Actuals: FY 23/24 - FY24 P&L**  
 July 2023 - June 2024

	Aug 2023				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
<b>Income</b>								
4030 County BID		110,563	-110,563	0.00%	292,851	1,326,759	-1,033,908	22.07%
4031 County BID adjustments		0	0		0	-39,803	39,803	0.00%
4035 County 50% Match	12,500	12,500	0	100.00%	33,369	150,000	-116,631	22.25%
<b>Total Income</b>	<b>\$ 12,500</b>	<b>\$ 123,063</b>	<b>\$ -110,563</b>	<b>10.16%</b>	<b>\$ 326,220</b>	<b>\$ 1,436,956</b>	<b>\$ -1,110,736</b>	<b>22.70%</b>
<b>Gross Profit</b>	<b>\$ 12,500</b>	<b>\$ 123,063</b>	<b>\$ -110,563</b>	<b>10.16%</b>	<b>\$ 326,220</b>	<b>\$ 1,436,956</b>	<b>\$ -1,110,736</b>	<b>22.70%</b>
<b>Expenses</b>								
<b>1- MEDIA &amp; WEBSITE</b>			0		0	0	0	
50 Advertising / Media	500		500		500	0	500	
5130 Print & Online Advertising	53,030	43,000	10,030	123.33%	115,609	531,000	-415,391	21.77%
5150 Ad Development/Design		1,000	-1,000	0.00%	0	12,000	-12,000	0.00%
5170 Photography	930	1,000	-70	93.00%	1,180	12,000	-10,820	9.83%
5240 Research & Development	5,160	5,083	77	101.51%	10,160	66,500	-56,340	15.28%
5280 Video Development	340	1,500	-1,160	22.67%	6,034	18,000	-11,966	33.52%
5290 Marketing Contingency		1,000	-1,000	0.00%	0	12,000	-12,000	0.00%
<b>Total 50 Advertising / Media</b>	<b>\$ 59,960</b>	<b>\$ 52,583</b>	<b>\$ 7,377</b>	<b>114.03%</b>	<b>\$ 133,483</b>	<b>\$ 651,500</b>	<b>\$ -518,017</b>	<b>20.49%</b>
55 Marketing / Public Relations			0		0	0	0	
5510 Public Relations Contract		9,517	-9,517	0.00%	0	114,200	-114,200	0.00%
5520 Marketing Agency Contract		2,000	-2,000	0.00%	0	24,000	-24,000	0.00%
5540 Clipping Service	680	1,000	-320	68.00%	1,480	12,000	-10,520	12.33%
5550 In-Market PR Stunts	1,649		1,649		1,649	0	1,649	
5560 Media Events	995	250	745	398.07%	995	14,500	-13,505	6.86%
5610 Travel -PR Related	11,705	1,000	10,705	1170.29%	30,952	11,000	19,952	281.38%
5680 Visiting Media FAM Expenses	227	500	-273	45.46%	227	6,000	-5,773	3.79%
<b>Total 55 Marketing / Public Relations</b>	<b>\$ 15,256</b>	<b>\$ 14,267</b>	<b>\$ 989</b>	<b>106.94%</b>	<b>\$ 35,304</b>	<b>\$ 181,700</b>	<b>\$ -146,397</b>	<b>19.43%</b>
57 Website Maint / Development			0		0	0	0	
5710 Interactive Media Coordinator		2,500	-2,500	0.00%	0	30,000	-30,000	0.00%
5740 Content Creation	2,500	1,500	1,000	166.67%	5,000	18,000	-13,000	27.78%
5750 Development/ Maintenance	3,727	500	3,227	745.49%	4,444	6,000	-1,556	74.07%
5780 Interactive Marketing		100	-100	0.00%	0	1,200	-1,200	0.00%
<b>Total 57 Website Maint / Development</b>	<b>\$ 6,227</b>	<b>\$ 4,600</b>	<b>\$ 1,627</b>	<b>135.38%</b>	<b>\$ 9,444</b>	<b>\$ 55,200</b>	<b>\$ -45,756</b>	<b>17.11%</b>
58 Leisure / Group Sales			0		0	0	0	
5810 Promotion Items, Booth Develop	1,451	0	1,451		3,285	9,500	-6,215	34.58%
5820 Consumer & Trade Shows		0	0		0	12,200	-12,200	0.00%
5840 State Fair Exhibit		1,000	-1,000	0.00%	7,040	7,000	40	100.57%
5870 Shipping - Travel Shows		0	0		0	2,500	-2,500	0.00%
5880 Travel - Leisure/Group Sales	242	0	242		492	14,450	-13,958	3.41%
5885 Travel - Group FAMs		0	0		902	3,000	-2,098	30.06%
5890 Misc. Sales Opportunities		500	-500	0.00%	0	6,000	-6,000	0.00%
<b>Total 58 Leisure / Group Sales</b>	<b>\$ 1,694</b>	<b>\$ 1,500</b>	<b>\$ 194</b>	<b>112.91%</b>	<b>\$ 11,720</b>	<b>\$ 54,650</b>	<b>\$ -42,930</b>	<b>21.44%</b>
<b>Total 1- MEDIA &amp; WEBSITE</b>	<b>\$ 83,138</b>	<b>\$ 72,950</b>	<b>\$ 10,188</b>	<b>113.97%</b>	<b>\$ 189,950</b>	<b>\$ 943,050</b>	<b>\$ -753,100</b>	<b>20.14%</b>
<b>2- VISITOR SVS / PARTNERSHIPS</b>			0		0	0	0	
Partnerships			0		0	0	0	
6550 Conferences & Seminars		5,000	-5,000	0.00%	0	18,150	-18,150	0.00%
6555 Conferences & Seminars Travel		6,874	-6,874	0.00%	0	16,912	-16,912	0.00%
6570 In-County Relations	573	1,550	-977	36.98%	734	15,100	-14,366	4.86%
6575 Stakeholder Networking	1,510	1,950	-440	77.45%	1,510	23,400	-21,890	6.45%
6590 Memberships		0	0		2,070	7,950	-5,880	26.04%
6610 North Coast Tourism Council	2,893	1,167	1,726	247.98%	2,893	14,000	-11,107	20.67%
<b>Total Partnerships</b>	<b>\$ 4,977</b>	<b>\$ 16,541</b>	<b>\$ -11,564</b>	<b>30.09%</b>	<b>\$ 7,207</b>	<b>\$ 95,512</b>	<b>\$ -88,305</b>	<b>7.55%</b>
Visitor Services			0		0	0	0	
6720 Event & Festival Guides	2,110	8,225	-6,115	25.66%	6,688	108,300	-101,612	6.18%

6730 Incentives & Sponsorships	4,909	4,292	617	114.37%	39,507	52,500	-12,993	75.25%
6770 Visitor Centers & Signage	1,478	9,167	-7,689	16.12%	4,642	110,000	-105,359	4.22%
<b>Total Visitor Services</b>	<b>\$ 8,497</b>	<b>\$ 21,683</b>	<b>\$ -13,187</b>	<b>39.19%</b>	<b>\$ 50,836</b>	<b>\$ 270,800</b>	<b>\$ -219,964</b>	<b>18.77%</b>
<b>Total 2- VISITOR SVS / PARTNERSHIPS</b>	<b>\$ 13,473</b>	<b>\$ 38,224</b>	<b>\$ -24,751</b>	<b>35.25%</b>	<b>\$ 58,043</b>	<b>\$ 366,312</b>	<b>\$ -308,269</b>	<b>15.85%</b>
<b>3- ADMIN EXPENSES</b>			0		0	0	0	
General Admin			0		0	0	0	
7010 Accounting	2,158	2,000	158	107.90%	4,280	33,000	-28,720	12.97%
7060 Bank Fees	11	50	-39	22.60%	21	600	-579	3.53%
7080 Board Development	6,240	35	6,205	17828.57%	18,720	5,385	13,335	347.63%
7090 Copying & Printing		200	-200	0.00%	0	2,400	-2,400	0.00%
7100 Dues & Subscriptions	3,347	1,143	2,204	292.86%	8,308	13,716	-5,408	60.57%
7130 Legal Fees		250	-250	0.00%	615	3,000	-2,385	20.50%
7150 Meeting Expenses		185	-185	0.00%	0	2,220	-2,220	0.00%
7200 Office Expense	887	150	737	591.01%	2,829	1,800	1,029	157.17%
7210 Postage & Shipping	817	350	467	233.37%	2,218	4,200	-1,982	52.81%
7280 Travel Expenses	3,257	750	2,507	434.28%	4,284	9,000	-4,716	47.60%
<b>Total General Admin</b>	<b>\$ 16,717</b>	<b>\$ 5,113</b>	<b>\$ 11,604</b>	<b>326.95%</b>	<b>\$ 41,275</b>	<b>\$ 75,321</b>	<b>\$ -34,046</b>	<b>54.80%</b>
Occupancy Costs			0		0	0	0	
7650 Rent	2,462	2,350	112	104.77%	4,924	28,200	-23,276	17.46%
7660 Insurance	473	0	473		947	2,450	-1,503	38.64%
7850 Repairs & Maintenance	400	575	-175	69.56%	1,050	7,700	-6,650	13.63%
7890 Taxes	311	65	246	478.52%	311	65	246	478.52%
7910 Telecommunication	350	600	-250	58.33%	1,361	7,200	-5,839	18.90%
7950 Utilities	411	796	-385	51.67%	1,646	9,794	-8,147	16.81%
7990 Depreciation Expense	644		644		1,288	0	1,288	
<b>Total Occupancy Costs</b>	<b>\$ 5,052</b>	<b>\$ 4,386</b>	<b>\$ 666</b>	<b>115.18%</b>	<b>\$ 11,527</b>	<b>\$ 55,409</b>	<b>\$ -43,882</b>	<b>20.80%</b>
<b>Total 3- ADMIN EXPENSES</b>	<b>\$ 21,769</b>	<b>\$ 9,499</b>	<b>\$ 12,270</b>	<b>229.17%</b>	<b>\$ 52,802</b>	<b>\$ 130,730</b>	<b>\$ -77,928</b>	<b>40.39%</b>
<b>4- PERSONNEL</b>			0		0	0	0	
8510 Salaries & Wages	33,946	31,782	2,164	106.81%	76,420	381,388	-304,968	20.04%
8520 Paid Time Off	610	1,954	-1,345	31.20%	1,494	24,154	-22,659	6.19%
8530 Payroll Taxes	2,841	2,431	410	116.85%	6,715	32,132	-25,417	20.90%
8540 Payroll Processing Fees		85	-85	0.00%	200	1,740	-1,540	11.49%
8550 Workers Comp	1,031	0	1,031		1,986	3,000	-1,014	66.22%
8570 Health Insurance Allowance	3,000	2,250	750	133.33%	8,600	27,000	-18,400	31.85%
8580 Other Employee Benefits		0	0		410	3,000	-2,590	13.67%
8590 Contract Work	4,167	150	4,017	2777.78%	12,500	7,800	4,700	160.26%
8615 Employee Recruitment	82		82		82	0	82	
<b>Total 4- PERSONNEL</b>	<b>\$ 45,676</b>	<b>\$ 38,653</b>	<b>\$ 7,023</b>	<b>118.17%</b>	<b>\$ 108,407</b>	<b>\$ 480,214</b>	<b>\$ -371,807</b>	<b>22.57%</b>
Payroll Expenses			0		0	0	0	
Company Contributions			0		0	0	0	
Retirement	1,420		1,420		4,048	0	4,048	
<b>Total Company Contributions</b>	<b>\$ 1,420</b>	<b>\$ 0</b>	<b>\$ 1,420</b>		<b>\$ 4,048</b>	<b>\$ 0</b>	<b>\$ 4,048</b>	
<b>Total Payroll Expenses</b>	<b>\$ 1,420</b>	<b>\$ 0</b>	<b>\$ 1,420</b>		<b>\$ 4,048</b>	<b>\$ 0</b>	<b>\$ 4,048</b>	
<b>Total Expenses</b>	<b>\$ 165,476</b>	<b>\$ 159,327</b>	<b>\$ 6,150</b>	<b>103.86%</b>	<b>\$ 413,251</b>	<b>\$ 1,920,306</b>	<b>\$ -1,507,055</b>	<b>21.52%</b>
<b>Net Operating Income</b>	<b>\$ -152,976</b>	<b>\$ -36,263</b>	<b>\$ -116,713</b>	<b>421.85%</b>	<b>\$ -87,031</b>	<b>\$ -483,349</b>	<b>\$ 396,319</b>	<b>18.01%</b>
Other Income								
Redeemed Cash Back	2,161		2,161		2,161	0	2,161	
<b>Total Other Income</b>	<b>\$ 2,161</b>	<b>\$ 0</b>	<b>\$ 2,161</b>		<b>\$ 2,161</b>	<b>\$ 0</b>	<b>\$ 2,161</b>	
<b>Net Other Income</b>	<b>\$ 2,161</b>	<b>\$ 0</b>	<b>\$ 2,161</b>		<b>\$ 2,161</b>	<b>\$ 0</b>	<b>\$ 2,161</b>	
<b>Net Income</b>	<b>\$ -150,815</b>	<b>\$ -36,263</b>	<b>\$ -114,552</b>	<b>415.89%</b>	<b>\$ -84,870</b>	<b>\$ -483,349</b>	<b>\$ 398,480</b>	<b>17.56%</b>

# Visit Mendocino County

## Statement of Cash Flows

July - August, 2023

	TOTAL
<b>OPERATING ACTIVITIES</b>	
Net Income	-319,853.52
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1100 Accounts Receivable	77,500.00
1230 Prepaid Expenses	2,601.13
1270 Receivable Other	3,850.56
1290 Loan to Employee	300.00
2000 Accounts Payable	-32,667.11
Ramp Card	-24,300.64
2210 Payroll Liabilities:Federal Taxes (941/944)	0.00
2220 Payroll Liabilities:CA PIT / SDI	0.00
2230 Payroll Liabilities:CA SUI / ETT	0.00
2240 Payroll Liabilities:FUTA Payable	9.17
2270 Payroll Liabilities:Accrued Payroll	-18,933.15
2275 Payroll Liabilities:Accrued PTO	1,225.17
Direct Deposit Payable	0.00
Payroll Liabilities:401(k) Contribution	0.00
<b>Total Adjustments to reconcile Net Income to Net Cash provided by operations:</b>	<b>9,585.13</b>
<b>Net cash provided by operating activities</b>	<b>\$ -310,268.39</b>
<b>INVESTING ACTIVITIES</b>	
1600 Accumulated Depreciation	1,288.00
<b>Net cash provided by investing activities</b>	<b>\$1,288.00</b>
<b>NET CASH INCREASE FOR PERIOD</b>	<b>\$ -308,980.39</b>
Cash at beginning of period	1,649,995.88
<b>CASH AT END OF PERIOD</b>	<b>\$1,341,015.49</b>

# Mendocino County Tourism Commission

## Profit and Loss Comparison

July - August, 2023

	TOTAL			
	JUL - AUG, 2023	JUL - AUG, 2022 (PY)	CHANGE	% CHANGE
<b>Income</b>				
4030 County BID		193,662.00	-193,662.00	-100.00 %
4035 County 50% Match	12,500.00	79,166.00	-66,666.00	-84.21 %
<b>Other Income</b>				
4940 Misc. Income		1,780.40	-1,780.40	-100.00 %
<b>Total Other Income</b>		<b>1,780.40</b>	<b>-1,780.40</b>	<b>-100.00 %</b>
<b>Total Income</b>	<b>\$12,500.00</b>	<b>\$274,608.40</b>	<b>\$ -262,108.40</b>	<b>-95.45 %</b>
<b>GROSS PROFIT</b>	<b>\$12,500.00</b>	<b>\$274,608.40</b>	<b>\$ -262,108.40</b>	<b>-95.45 %</b>
<b>Expenses</b>				
<b>1- MEDIA &amp; WEBSITE</b>				
50 Advertising / Media	500.00		500.00	
5130 Print & Online Advertising	113,584.24	113,091.47	492.77	0.44 %
5150 Ad Development/Design		2,000.00	-2,000.00	-100.00 %
5170 Photography	930.00	320.00	610.00	190.63 %
5240 Research & Development	10,160.00	18,206.29	-8,046.29	-44.20 %
5280 Video Development	6,033.76	3,900.00	2,133.76	54.71 %
<b>Total 50 Advertising / Media</b>	<b>131,208.00</b>	<b>137,517.76</b>	<b>-6,309.76</b>	<b>-4.59 %</b>
<b>55 Marketing / Public Relations</b>				
5510 Public Relations Contract		17,366.66	-17,366.66	-100.00 %
5540 Clipping Service	1,480.00	1,360.00	120.00	8.82 %
5550 In-Market PR Stunts	1,649.04	3,756.00	-2,106.96	-56.10 %
5560 Media Events	995.18	3,200.00	-2,204.82	-68.90 %
5610 Travel -PR Related	21,785.42	567.62	21,217.80	3,738.03 %
5680 Visiting Media FAM Expenses	227.28	1,741.44	-1,514.16	-86.95 %
<b>Total 55 Marketing / Public Relations</b>	<b>26,136.92</b>	<b>27,991.72</b>	<b>-1,854.80</b>	<b>-6.63 %</b>
<b>57 Website Maint / Development</b>				
5710 Interactive Media Coordinator		5,000.00	-5,000.00	-100.00 %
5740 Content Creation	5,000.00	29.72	4,970.28	16,723.69 %
5750 Development/ Maintenance	4,444.26	41,578.87	-37,134.61	-89.31 %
5780 Interactive Marketing		34.95	-34.95	-100.00 %
<b>Total 57 Website Maint / Development</b>	<b>9,444.26</b>	<b>46,643.54</b>	<b>-37,199.28</b>	<b>-79.75 %</b>
<b>58 Leisure / Group Sales</b>				
5810 Promotion Items, Booth Develop	3,285.46	269.95	3,015.51	1,117.06 %
5840 State Fair Exhibit	7,039.91	16,035.66	-8,995.75	-56.10 %
5880 Travel - Leisure/Group Sales	492.36	2,933.79	-2,441.43	-83.22 %
5885 Travel - Group FAMs	901.79		901.79	
<b>Total 58 Leisure / Group Sales</b>	<b>11,719.52</b>	<b>19,239.40</b>	<b>-7,519.88</b>	<b>-39.09 %</b>
<b>Total 1- MEDIA &amp; WEBSITE</b>	<b>178,508.70</b>	<b>231,392.42</b>	<b>-52,883.72</b>	<b>-22.85 %</b>

# Mendocino County Tourism Commission

## Profit and Loss Comparison

July - August, 2023

	TOTAL			
	JUL - AUG, 2023	JUL - AUG, 2022 (PY)	CHANGE	% CHANGE
<b>2- VISITOR SVS / PARTNERSHIPS</b>				
Partnerships				
6550 Conferences & Seminars		4,026.00	-4,026.00	-100.00 %
6570 In-County Relations	733.66	352.67	380.99	108.03 %
6575 Stakeholder Networking	1,510.21	915.02	595.19	65.05 %
6590 Memberships	2,070.00	150.00	1,920.00	1,280.00 %
6610 North Coast Tourism Council	2,893.12	4,250.58	-1,357.46	-31.94 %
<b>Total Partnerships</b>	<b>7,206.99</b>	<b>9,694.27</b>	<b>-2,487.28</b>	<b>-25.66 %</b>
Visitor Services				
6720 Event & Festival Guides	3,081.08	17,412.28	-14,331.20	-82.31 %
6730 Incentives & Sponsorships	28,006.67	1,377.00	26,629.67	1,933.89 %
6770 Visitor Centers & Signage	3,039.74	1,900.00	1,139.74	59.99 %
<b>Total Visitor Services</b>	<b>34,127.49</b>	<b>20,689.28</b>	<b>13,438.21</b>	<b>64.95 %</b>
<b>Total 2- VISITOR SVS / PARTNERSHIPS</b>	<b>41,334.48</b>	<b>30,383.55</b>	<b>10,950.93</b>	<b>36.04 %</b>
<b>3- ADMIN EXPENSES</b>				
General Admin				
7010 Accounting	4,280.00	5,190.00	-910.00	-17.53 %
7060 Bank Fees	21.20	16.30	4.90	30.06 %
7080 Board Development	12,480.00	6,450.00	6,030.00	93.49 %
7100 Dues & Subscriptions	8,307.94	4,068.72	4,239.22	104.19 %
7130 Legal Fees	90.00		90.00	
7150 Meeting Expenses		46.50	-46.50	-100.00 %
7200 Office Expense	2,828.97	1,171.13	1,657.84	141.56 %
7210 Postage & Shipping	2,160.94	1,523.59	637.35	41.83 %
7280 Travel Expenses	3,284.44	2,581.68	702.76	27.22 %
<b>Total General Admin</b>	<b>33,453.49</b>	<b>21,047.92</b>	<b>12,405.57</b>	<b>58.94 %</b>
Occupancy Costs				
7650 Rent	4,924.00	4,912.00	12.00	0.24 %
7660 Insurance	946.68	731.00	215.68	29.50 %
7850 Repairs & Maintenance	799.90	778.40	21.50	2.76 %
7890 Taxes	311.04	122.14	188.90	154.66 %
7910 Telecommunication	956.01	1,521.97	-565.96	-37.19 %
7950 Utilities	909.96	1,100.60	-190.64	-17.32 %
7990 Depreciation Expense	1,288.00	1,236.00	52.00	4.21 %
<b>Total Occupancy Costs</b>	<b>10,135.59</b>	<b>10,402.11</b>	<b>-266.52</b>	<b>-2.56 %</b>
<b>Total 3- ADMIN EXPENSES</b>	<b>43,589.08</b>	<b>31,450.03</b>	<b>12,139.05</b>	<b>38.60 %</b>
<b>4- PERSONNEL</b>				
8510 Salaries & Wages	46,156.24	45,846.21	310.03	0.68 %
8520 Paid Time Off	1,225.17	1,762.27	-537.10	-30.48 %
8530 Payroll Taxes	4,056.84	4,146.35	-89.51	-2.16 %



# Mendocino County Tourism Commission

## Profit and Loss Comparison

July - August, 2023

	TOTAL			
	JUL - AUG, 2023	JUL - AUG, 2022 (PY)	CHANGE	% CHANGE
8540 Payroll Processing Fees	200.00	130.00	70.00	53.85 %
8550 Workers Comp	1,986.48	268.34	1,718.14	640.28 %
8570 Health Insurance Allowance	5,850.00	4,400.00	1,450.00	32.95 %
8580 Other Employee Benefits	410.00		410.00	
8590 Contract Work	8,333.34	9,549.59	-1,216.25	-12.74 %
8615 Employee Recruitment	81.67	448.95	-367.28	-81.81 %
<b>Total 4- PERSONNEL</b>	<b>68,299.74</b>	<b>66,551.71</b>	<b>1,748.03</b>	<b>2.63 %</b>
Payroll Expenses				
Company Contributions				
Retirement	2,782.78		2,782.78	
<b>Total Company Contributions</b>	<b>2,782.78</b>		<b>2,782.78</b>	
<b>Total Payroll Expenses</b>	<b>2,782.78</b>		<b>2,782.78</b>	
<b>Total Expenses</b>	<b>\$334,514.78</b>	<b>\$359,777.71</b>	<b>\$ -25,262.93</b>	<b>-7.02 %</b>
<b>NET OPERATING INCOME</b>	<b>\$ -322,014.78</b>	<b>\$ -85,169.31</b>	<b>\$ -236,845.47</b>	<b>-278.09 %</b>
Other Income				
Redeemed Cash Back	2,161.26		2,161.26	
<b>Total Other Income</b>	<b>\$2,161.26</b>	<b>\$0.00</b>	<b>\$2,161.26</b>	<b>0.00%</b>
<b>NET OTHER INCOME</b>	<b>\$2,161.26</b>	<b>\$0.00</b>	<b>\$2,161.26</b>	<b>0.00%</b>
<b>NET INCOME</b>	<b>\$ -319,853.52</b>	<b>\$ -85,169.31</b>	<b>\$ -234,684.21</b>	<b>-275.55 %</b>