

Mendocino County Tourism Commission, Inc.
Balance Sheet Prev Year Comparison
As of February 29, 2016

04/08/2016
Accrual Basis

	Feb 29, 16	Feb 28, 15	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1015 · MLCU Checking	244,162.14	0.00	244,162.14	100.0%
1020 · MLCU Savings #1	100,025.00	0.00	100,025.00	100.0%
1010 · Savings Bank checking	130,821.61	146,085.31	-15,263.70	-10.45%
1030 · Cash drawer	100.00	100.00	0.00	0.0%
Total Checking/Savings	475,108.75	146,185.31	328,923.44	225.0%
Accounts Receivable				
1100 · Accounts Receivable	-26,529.14	97,713.33	-124,242.47	-127.15%
Total Accounts Receivable	-26,529.14	97,713.33	-124,242.47	-127.15%
Other Current Assets				
1230 · Prepaid Expenses	824.80	2,420.00	-1,595.20	-65.92%
1250 · Refundable Deposits	2,350.00	2,350.00	0.00	0.0%
1270 · Receivable Other	1,600.00	0.00	1,600.00	100.0%
Total Other Current Assets	4,774.80	4,770.00	4.80	0.1%
Total Current Assets	453,354.41	248,668.64	204,685.77	82.31%
Fixed Assets				
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%
Total Fixed Assets	109.00	109.00	0.00	0.0%
TOTAL ASSETS	453,463.41	248,777.64	204,685.77	82.28%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 · Accounts Payable	45,519.22	37,055.46	8,463.76	22.84%
Total Accounts Payable	45,519.22	37,055.46	8,463.76	22.84%
Credit Cards				
2110 · Chase card 5613	36,918.19	0.00	36,918.19	100.0%
Total Credit Cards	36,918.19	0.00	36,918.19	100.0%
Other Current Liabilities				
Payroll Liabilities				

	Feb 29, 16	Feb 28, 15	\$ Change	% Change
2210 · Federal Payroll Tax Payable	3,333.50	2,697.06	636.44	23.6%
2220 · State Payroll Tax Payable	565.14	418.23	146.91	35.13%
2230 · SUI & ETT Payable	1,281.06	1,749.64	-468.58	-26.78%
2240 · FUTA Payable	123.97	169.32	-45.35	-26.78%
Total Payroll Liabilities	5,303.67	5,034.25	269.42	5.35%
2800 · Sales Tx Payable	248.91	715.80	-466.89	-65.23%
Total Other Current Liabilities	5,552.58	5,750.05	-197.47	-3.43%
Total Current Liabilities	87,989.99	42,805.51	45,184.48	105.56%
Total Liabilities	87,989.99	42,805.51	45,184.48	105.56%
Equity				
3100 · Contingency-Unrestricted	300,000.00	0.00	300,000.00	100.0%
3900 · Unrestricted Net Assets (RE)	72,563.52	49,447.54	23,115.98	46.75%
Net Income	-7,090.10	156,524.59	-163,614.69	-104.53%
Total Equity	365,473.42	205,972.13	159,501.29	77.44%
TOTAL LIABILITIES & EQUITY	453,463.41	248,777.64	204,685.77	82.28%

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

04/08/2016
 Accrual Basis

	Jul '15 - Feb 16	Jul '14 - Feb 15	\$ Change	% Change
Ordinary Income/Expense				
Income				
4010 · MCLA BID Assessment	320,700.00	390,000.00	-69,300.00	-17.77%
4020 · MCPA Matching Funds	168,750.00	279,500.00	-110,750.00	-39.62%
4030 · BID & Match from County	193,988.26	0.00	193,988.26	100.0%
4050 · NCTC Administration	0.00	9,000.00	-9,000.00	-100.0%
4110 · Visitor Guide Advertising	0.00	57,696.66	-57,696.66	-100.0%
4120 · Calendar Ad Income	2,100.00	7,600.00	-5,500.00	-72.37%
Trade Shows				
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%
Total Trade Shows	150.00	3,400.00	-3,250.00	-95.59%
Other Income				
4810 · Event Passport Income	3,600.00	11,575.00	-7,975.00	-68.9%
4830 · Festival/ Event Brochure	1,500.00	0.00	1,500.00	100.0%
4940 · Misc. Income	28,125.00	0.00	28,125.00	100.0%
4950 · Interest Income	26.23	53.33	-27.10	-50.82%
4850 · Retail Sales				
Non-Taxable	71.00	192.08	-121.08	-63.04%
Taxable	3,021.61	3,138.45	-116.84	-3.72%
Total 4850 · Retail Sales	3,092.61	3,330.53	-237.92	-7.14%
2032 · Pet Brochure	0.00	4,075.00	-4,075.00	-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%
Total Other Income	36,343.84	21,760.86	14,582.98	67.02%
Total Income	722,032.10	768,957.52	-46,925.42	-6.1%
Expense				
MEDIA & WEBSITE				
Advertising/ Media				
5010 · Media Plan Management	138,147.36	120,012.75	18,134.61	15.11%
5030 · Co-op Advertising	2,719.59	0.00	2,719.59	100.0%
5110 · Video Production	59.95	0.00	59.95	100.0%
5150 · Advertising Design	4,362.45	525.00	3,837.45	730.94%
5170 · Photography	700.00	1,465.01	-765.01	-52.22%
5200 · Direct Mail	752.49	0.00	752.49	100.0%
5240 · Research & Development	2,705.13	300.00	2,405.13	801.71%

	Jul '15 - Feb 16	Jul '14 - Feb 15	\$ Change	% Change
5250 · Board Development	8,203.11	0.00	8,203.11	100.0%
5290 · E-Mail Marketing	3,855.04	7,646.67	-3,791.63	-49.59%
Print & On-Line Banner Adv.				
TripAdvisor	0.00	2,175.46	-2,175.46	-100.0%
Total Print & On-Line Banner Adv.	0.00	2,175.46	-2,175.46	-100.0%
Total Advertising/ Media	161,505.12	132,124.89	29,380.23	22.24%
Public Relations				
5510 · Public Relations Contract	66,870.00	60,000.00	6,870.00	11.45%
5530 · In-Market PR Stunts	2,509.89	4,100.80	-1,590.91	-38.8%
5550 · Visiting Media Expenses	8,604.35	7,083.48	1,520.87	21.47%
5560 · CTTC Media Events	0.00	500.00	-500.00	-100.0%
5610 · Travel -PR Related Staff	6,052.47	6,704.11	-651.64	-9.72%
5650 · Communication Coordinator	34,000.00	32,000.00	2,000.00	6.25%
5660 · Clipping Services	4,145.05	0.00	4,145.05	100.0%
Total Public Relations	122,181.76	110,388.39	11,793.37	10.68%
Website Maint / Development				
5710 · Interactive Media Coordinator	8,500.00	7,000.00	1,500.00	21.43%
5730 · Interactive Marketing	1,143.85	0.00	1,143.85	100.0%
5750 · Development/ Maintenance	30,270.96	1,621.77	28,649.19	1,766.54%
5790 · Search Engine/Optimization	0.00	682.95	-682.95	-100.0%
Total Website Maint / Development	39,914.81	9,304.72	30,610.09	328.97%
Leisure/ Group Sales				
5810 · Booth Development & Giveaways	7,064.61	2,586.11	4,478.50	173.18%
5820 · Consumer & Trade Shows	12,620.95	2,735.00	9,885.95	361.46%
5840 · State Fair Exhibit	1,500.00	1,042.37	457.63	43.9%
5870 · Shipping - Travel Shows	1,041.23	1,716.69	-675.46	-39.35%
5880 · Travel-Leisure/Grp Sales Staff	7,438.24	5,785.28	1,652.96	28.57%
5890 · Misc. Sales Activities	1,060.56	1,625.00	-564.44	-34.74%
Total Leisure/ Group Sales	30,725.59	15,490.45	15,235.14	98.35%
Total MEDIA & WEBSITE	354,327.28	267,308.45	87,018.83	32.55%
VISITOR SERVICES/PARTNERSHIPS				
Visitor Svs/Fulfillment				
6010 · Visitor Guide & Distribution	28,267.11	31,555.27	-3,288.16	-10.42%
6040 · In County Guides	1,988.76	6,365.73	-4,376.97	-68.76%
6170 · Signage-Gateway & Visitor Ctr	7,345.51	0.00	7,345.51	100.0%
6190 · Visitor Center/ Info Support	6,382.50	5,000.00	1,382.50	27.65%
6210 · Event Partnership Funding	4,734.48	2,448.56	2,285.92	93.36%
6220 · Event Guide Printing/Dist.	13,554.12	17,241.12	-3,687.00	-21.39%

	Jul '15 - Feb 16	Jul '14 - Feb 15	\$ Change	% Change
6300 · In County Mixers, Fairs Retail Store	435.88	50.00	385.88	771.76%
6412A · Purchases for Resale	540.30	2,347.01	-1,806.71	-76.98%
6412B · Store Supplies/Expenses	1,507.68	926.35	581.33	62.76%
6412C · Contract Labor - Store	3,015.00	1,720.00	1,295.00	75.29%
6412D · Consignee payments	986.72	2,395.20	-1,408.48	-58.8%
Total Retail Store	6,049.70	7,388.56	-1,338.86	-18.12%
Total Visitor Svcs/Fulfillment	68,758.06	70,049.24	-1,291.18	-1.84%
Partnerships				
6510 · North Coast Tourism Council	738.40	0.00	738.40	100.0%
6520 · Memberships	7,051.58	6,081.50	970.08	15.95%
6530 · Arts Council	2,400.00	0.00	2,400.00	100.0%
6550 · Conferences & Seminars	5,309.93	850.00	4,459.93	524.7%
6570 · Travel-Partnership Related	6,758.81	8,515.02	-1,756.21	-20.63%
6620 · In County Partner Relations	429.98	1,273.62	-843.64	-66.24%
6680 · MWI Grant	0.00	50.00	-50.00	-100.0%
Total Partnerships	22,688.70	16,770.14	5,918.56	35.29%
Total VISITOR SERVICES/PARTNERSHIPS	91,446.76	86,819.38	4,627.38	5.33%
Admin Expenses				
7010 · Accounting Fees	2,385.00	3,100.00	-715.00	-23.07%
7020 · Bookkeeping	2,961.00	2,549.75	411.25	16.13%
7030 · Legal Fees	3,383.04	5,916.70	-2,533.66	-42.82%
7050 · Bad Debt	385.00	0.00	385.00	100.0%
7060 · Bank Fees	20.00	14.50	5.50	37.93%
7090 · Copying & Printing	376.59	0.00	376.59	100.0%
7120 · Insurance - BOD & Liability	4,386.00	2,857.00	1,529.00	53.52%
7140 · Licenses & Permits	88.00	41.00	47.00	114.63%
7150 · Meeting Expenses	490.75	310.48	180.27	58.06%
7200 · Office Expense	10,568.50	6,123.50	4,445.00	72.59%
7210 · Postage & Shipping	1,106.26	1,373.07	-266.81	-19.43%
7250 · Rent	14,400.00	14,400.00	0.00	0.0%
7260 · Repairs & Maintenance	1,444.08	88.00	1,356.08	1,541.0%
7270 · Taxes - Unsecured	56.35	50.80	5.55	10.93%
7280 · Travel - VMC Admin	4,322.27	4,318.08	4.19	0.1%
7310 · Telecommunication	7,500.08	6,236.46	1,263.62	20.26%
7350 · Utilities	3,354.11	2,407.49	946.62	39.32%
Total Admin Expenses	57,227.03	49,786.83	7,440.20	14.94%
MCLA Admin Expenses				
8110 · Member Newsletter Printing	1,180.94	0.00	1,180.94	100.0%

	Jul '15 - Feb 16	Jul '14 - Feb 15	\$ Change	% Change
8120 · Member Newsletter Postage	1,724.82	243.60	1,481.22	608.05%
8130 · Member Mailings	0.00	92.82	-92.82	-100.0%
8180 · Travel - MCLA	280.97	485.57	-204.60	-42.14%
8190 · mcla.info Expense	20.00	514.77	-494.77	-96.12%
Total MCLA Admin Expenses	3,206.73	1,336.76	1,869.97	139.89%
MCPA Admin Expenses				
8310 · Accounting Fees	0.00	280.00	-280.00	-100.0%
8320 · Legal Fees	0.00	20.00	-20.00	-100.0%
8330 · Insurance	2,443.00	575.00	1,868.00	324.87%
8350 · Travel - MCPA	160.80	832.02	-671.22	-80.67%
Total MCPA Admin Expenses	2,603.80	1,707.02	896.78	52.54%
Personnel				
8510 · Salaries & Wages	153,358.15	167,941.05	-14,582.90	-8.68%
8530 · Payroll Taxes	14,725.98	14,862.54	-136.56	-0.92%
8550 · Workers Comp	2,144.66	1,326.00	818.66	61.74%
8570 · Health Insurance	12,182.07	18,194.38	-6,012.31	-33.05%
8580 · Other Employee Benefits	3,753.74	1,990.52	1,763.22	88.58%
8590 · Contract Work	34,146.00	1,160.00	32,986.00	2,843.62%
Total Personnel	220,310.60	205,474.49	14,836.11	7.22%
Total Expense	729,122.20	612,432.93	116,689.27	19.05%
Net Ordinary Income	-7,090.10	156,524.59	-163,614.69	-104.53%
Net Income	-7,090.10	156,524.59	-163,614.69	-104.53%

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

04/08/2016
Accrual Basis

	Jul '15 - Feb 16	YTD Budget	% of Budget	Annual Budget
Ordinary Income/Expense				
Income				
4010 · MCLA BID Assessment	320,700.00	320,700.00	100.0%	320,700.00
4020 · MCPA Matching Funds	168,750.00	168,750.00	100.0%	168,750.00
4030 · BID & Match from County	193,988.26	163,150.00	118.9%	489,450.00
4050 · NCTC Administration	0.00	6,000.00	0.0%	9,000.00
4110 · Visitor Guide Advertising	0.00	2,000.00	0.0%	3,000.00
4120 · Calendar Ad Income	2,100.00	2,000.00	105.0%	3,000.00
4250 · Sponsor-Taste of Mendocino	0.00	6,666.68	0.0%	10,000.00
Trade Shows				
4530 · Bay Area Show	150.00			
Trade Shows - Other	0.00	6,696.00	0.0%	13,496.00
Total Trade Shows	150.00	6,696.00	2.24%	13,496.00
Other Income				
4810 · Event Passport Income	3,600.00	10,000.00	36.0%	10,000.00
4830 · Festival/ Event Brochure	1,500.00	1,500.00	100.0%	1,500.00
4940 · Misc. Income	28,125.00	1,000.00	2,812.5%	10,000.00
4950 · Interest Income	26.23	20.00	131.15%	30.00
4850 · Retail Sales				
Non-Taxable	71.00			
Taxable	3,021.61			
4850 · Retail Sales - Other	0.00	3,336.00	0.0%	5,004.00
Total 4850 · Retail Sales	3,092.61	3,336.00	92.7%	5,004.00
Total Other Income	36,343.84	15,856.00	229.21%	26,534.00
Total Income	722,032.10	691,818.68	104.37%	1,043,930.00
Expense				
MEDIA & WEBSITE				
Advertising/ Media				
5010 · Media Plan Management	138,147.36	126,666.68	109.06%	190,000.00
5030 · Co-op Advertising	2,719.59	6,666.68	40.79%	10,000.00
5110 · Video Production	59.95	2,000.00	3.0%	3,000.00
5150 · Advertising Design	4,362.45	2,000.00	218.12%	3,000.00
5170 · Photography	700.00	2,000.00	35.0%	3,000.00
5200 · Direct Mail	752.49	2,000.00	37.63%	3,000.00
5240 · Research & Development	2,705.13	6,666.68	40.58%	10,000.00
5250 · Board Development	8,203.11	1,000.00	820.31%	10,000.00
5290 · E-Mail Marketing	3,855.04			

	Jul '15 - Feb 16	YTD Budget	% of Budget	Annual Budget
Total Advertising/ Media	161,505.12	149,000.04	108.39%	232,000.00
Public Relations				
5510 · Public Relations Contract	66,870.00	68,666.68	97.38%	103,000.00
5530 · In-Market PR Stunts	2,509.89	4,666.68	53.78%	7,000.00
5550 · Visiting Media Expenses	8,604.35	8,333.32	103.25%	12,500.00
5560 · CTTC Media Events	0.00	1,666.68	0.0%	2,500.00
5570 · Bay/Sac Hosted Media Events	0.00	3,333.32	0.0%	5,000.00
5610 · Travel -PR Related Staff	6,052.47	6,666.68	90.79%	10,000.00
5650 · Communication Coordinator	34,000.00	32,000.00	106.25%	48,000.00
5660 · Clipping Services	4,145.05			
Total Public Relations	122,181.76	125,333.36	97.49%	188,000.00
Website Maint / Development				
5710 · Interactive Media Coordinator	8,500.00	8,000.00	106.25%	12,000.00
5730 · Interactive Marketing	1,143.85	4,000.00	28.6%	6,000.00
5750 · Development/ Maintenance	30,270.96	12,000.00	252.26%	18,000.00
Total Website Maint / Development	39,914.81	24,000.00	166.31%	36,000.00
Leisure/ Group Sales				
5810 · Booth Development & Giveaways	7,064.61	6,666.68	105.97%	10,000.00
5820 · Consumer & Trade Shows	12,620.95	6,000.00	210.35%	9,000.00
5840 · State Fair Exhibit	1,500.00	4,000.00	37.5%	6,000.00
5870 · Shipping - Travel Shows	1,041.23	2,000.00	52.06%	3,000.00
5880 · Travel-Leisure/Grp Sales Staff	7,438.24	7,333.32	101.43%	11,000.00
5890 · Misc. Sales Activities	1,060.56	2,000.00	53.03%	3,000.00
Total Leisure/ Group Sales	30,725.59	28,000.00	109.73%	42,000.00
Total MEDIA & WEBSITE	354,327.28	326,333.40	108.58%	498,000.00
VISITOR SERVICES/PARTNERSHIPS				
Visitor Svs/Fulfillment				
6010 · Visitor Guide & Distribution	28,267.11	26,666.68	106.0%	40,000.00
6040 · In County Guides	1,988.76	2,000.00	99.44%	3,000.00
6170 · Signage-Gateway & Visitor Ctr	7,345.51	1,333.32	550.92%	2,000.00
6190 · Visitor Center/ Info Support	6,382.50	3,333.32	191.48%	5,000.00
6210 · Event Partnership Funding	4,734.48	3,333.32	142.04%	5,000.00
6220 · Event Guide Printing/Dist.	13,554.12	10,666.68	127.07%	16,000.00
6300 · In County Mixers, Fairs	435.88	333.32	130.77%	500.00
Retail Store				
6412A · Purchases for Resale	540.30			
6412B · Store Supplies/Expenses	1,507.68			
6412C · Contract Labor - Store	3,015.00			
6412D · Consignee payments	986.72			

	Jul '15 - Feb 16	YTD Budget	% of Budget	Annual Budget
Retail Store - Other	0.00	6,666.68	0.0%	10,000.00
Total Retail Store	6,049.70	6,666.68	90.75%	10,000.00
Total Visitor Svcs/Fulfillment	68,758.06	54,333.32	126.55%	81,500.00
Partnerships				
6510 · North Coast Tourism Council	738.40			
6520 · Memberships	7,051.58	4,666.68	151.11%	7,000.00
6530 · Arts Council	2,400.00	0.00	100.0%	0.00
6550 · Conferences & Seminars	5,309.93	3,333.32	159.3%	5,000.00
6570 · Travel-Partnership Related	6,758.81	8,666.68	77.99%	13,000.00
6620 · In County Partner Relations	429.98	666.68	64.5%	1,000.00
Total Partnerships	22,688.70	17,333.36	130.9%	26,000.00
Total VISITOR SERVICES/PARTNERSHIPS	91,446.76	71,666.68	127.6%	107,500.00
Admin Expenses				
7010 · Accounting Fees	2,385.00	4,500.00	53.0%	4,500.00
7020 · Bookkeeping	2,961.00	2,666.68	111.04%	4,000.00
7030 · Legal Fees	3,383.04	6,666.68	50.75%	10,000.00
7050 · Bad Debt	385.00			
7060 · Bank Fees	20.00	33.32	60.02%	50.00
7090 · Copying & Printing	376.59	666.68	56.49%	1,000.00
7120 · Insurance - BOD & Liability	4,386.00	2,000.00	219.3%	3,000.00
7140 · Licenses & Permits	88.00	50.00	176.0%	50.00
7150 · Meeting Expenses	490.75	333.32	147.23%	500.00
7200 · Office Expense	10,568.50	5,425.32	194.8%	8,138.00
7210 · Postage & Shipping	1,106.26	1,666.68	66.38%	2,500.00
7250 · Rent	14,400.00	14,666.68	98.18%	22,000.00
7260 · Repairs & Maintenance	1,444.08	1,168.00	123.64%	1,752.00
7270 · Taxes - Unsecured	56.35	60.00	93.92%	60.00
7280 · Travel - VMC Admin	4,322.27	4,000.00	108.06%	6,000.00
7310 · Telecommunication	7,500.08	6,666.68	112.5%	10,000.00
7350 · Utilities	3,354.11	3,333.32	100.62%	5,000.00
Total Admin Expenses	57,227.03	53,903.36	106.17%	78,550.00
MCLA Admin Expenses				
8110 · Member Newsletter Printing	1,180.94	666.68	177.14%	1,000.00
8120 · Member Newsletter Postage	1,724.82	666.68	258.72%	1,000.00
8130 · Member Mailings	0.00	666.68	0.0%	1,000.00
8150 · Annual Meeting	0.00	666.68	0.0%	1,000.00
8180 · Travel - MCLA	280.97	666.68	42.15%	1,000.00
8190 · mcla.info Expense	20.00			
Total MCLA Admin Expenses	3,206.73	3,333.40	96.2%	5,000.00

	Jul '15 - Feb 16	YTD Budget	% of Budget	Annual Budget
MCPA Admin Expenses				
8310 · Accounting Fees	0.00	2,000.00	0.0%	2,000.00
8330 · Insurance	2,443.00	666.68	366.44%	1,000.00
8350 · Travel - MCPA	160.80	500.00	32.16%	750.00
Total MCPA Admin Expenses	2,603.80	3,166.68	82.23%	3,750.00
Personnel				
8510 · Salaries & Wages	153,358.15	185,666.68	82.6%	278,500.00
8530 · Payroll Taxes	14,725.98	17,666.68	83.36%	26,500.00
8550 · Workers Comp	2,144.66	2,333.32	91.92%	3,500.00
8570 · Health Insurance	12,182.07	20,000.00	60.91%	30,000.00
8580 · Other Employee Benefits	3,753.74	2,666.68	140.77%	4,000.00
8590 · Contract Work	34,146.00	4,000.00	853.65%	6,000.00
Total Personnel	220,310.60	232,333.36	94.83%	348,500.00
Total Expense	729,122.20	690,736.88	105.56%	1,041,300.00
Net Ordinary Income	-7,090.10	1,081.80	-655.4%	2,630.00
Net Income	-7,090.10	1,081.80	-655.4%	2,630.00

Mendocino County Tourism Commission, Inc.
Summary - Profit & Loss Budget Performance
February 2016

04/08/2016
Accrual Basis

	Jul '15 - Feb 16	YTD Budget	% of Budget	Annual Budget
Ordinary Income/Expense				
Income				
4010 · MCLA BID Assessment	320,700.00	320,700.00	100.0%	320,700.00
4020 · MCPA Matching Funds	168,750.00	168,750.00	100.0%	168,750.00
4030 · BID & Match from County	193,988.26	163,150.00	118.9%	489,450.00
4050 · NCTC Administration	0.00	6,000.00	0.0%	9,000.00
4110 · Visitor Guide Advertising	0.00	2,000.00	0.0%	3,000.00
4120 · Calendar Ad Income	2,100.00	2,000.00	105.0%	3,000.00
4250 · Sponsor-Taste of Mendocino	0.00	6,666.68	0.0%	10,000.00
Trade Shows	150.00	6,696.00	2.24%	13,496.00
Other Income	36,343.84	15,856.00	229.21%	26,534.00
Total Income	722,032.10	691,818.68	104.37%	1,043,930.00
Expense				
MEDIA & WEBSITE	354,327.28	326,333.40	108.58%	498,000.00
VISITOR SERVICES/PARTNERSHIPS	91,446.76	71,666.68	127.6%	107,500.00
Admin Expenses	57,227.03	53,903.36	106.17%	78,550.00
MCLA Admin Expenses	3,206.73	3,333.40	96.2%	5,000.00
MCPA Admin Expenses	2,603.80	3,166.68	82.23%	3,750.00
Personnel	220,310.60	232,333.36	94.83%	348,500.00
Total Expense	729,122.20	690,736.88	105.56%	1,041,300.00
Net Ordinary Income	-7,090.10	1,081.80	-655.4%	2,630.00
Net Income	-7,090.10	1,081.80	-655.4%	2,630.00