

# Mendocino County Tourism Commission

## Balance Sheet Comparison

As of December 31, 2023

	TOTAL			
	AS OF DEC 31, 2023	AS OF DEC 31, 2022 (PY)	CHANGE	% CHANGE
<b>ASSETS</b>				
Current Assets				
Bank Accounts				
1005 SBMC Checking	511,644.65	546,585.11	-34,940.46	-6.39 %
1010 SBMC Contingency/Savings	1,000,245.31	966,420.40	33,824.91	3.50 %
1030 Cash drawer	100.00	100.00	0.00	0.00 %
<b>Total Bank Accounts</b>	<b>\$1,511,989.96</b>	<b>\$1,513,105.51</b>	<b>\$ -1,115.55</b>	<b>-0.07 %</b>
Accounts Receivable				
1100 Accounts Receivable	12,500.00	357,202.83	-344,702.83	-96.50 %
<b>Total Accounts Receivable</b>	<b>\$12,500.00</b>	<b>\$357,202.83</b>	<b>\$ -344,702.83</b>	<b>-96.50 %</b>
Other Current Assets				
1230 Prepaid Expenses	32,173.44	81,405.14	-49,231.70	-60.48 %
1250 Refundable Deposits	1,800.00	1,800.00	0.00	0.00 %
1270 Receivable Other	-4,107.06	0.00	-4,107.06	
1290 Loan to Employee	0.00	1,600.00	-1,600.00	-100.00 %
Undeposited Funds	0.00	0.00	0.00	
<b>Total Other Current Assets</b>	<b>\$29,866.38</b>	<b>\$84,805.14</b>	<b>\$ -54,938.76</b>	<b>-64.78 %</b>
<b>Total Current Assets</b>	<b>\$1,554,356.34</b>	<b>\$1,955,113.48</b>	<b>\$ -400,757.14</b>	<b>-20.50 %</b>
Fixed Assets				
1510 Furniture and Equipment	42,046.32	41,311.75	734.57	1.78 %
1600 Accumulated Depreciation	-28,029.00	-19,461.00	-8,568.00	-44.03 %
<b>Total Fixed Assets</b>	<b>\$14,017.32</b>	<b>\$21,850.75</b>	<b>\$ -7,833.43</b>	<b>-35.85 %</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>\$1,568,373.66</b>	<b>\$1,976,964.23</b>	<b>\$ -408,590.57</b>	<b>-20.67 %</b>
<b>LIABILITIES AND EQUITY</b>				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 Accounts Payable	42,123.92	19,307.30	22,816.62	118.18 %
<b>Total Accounts Payable</b>	<b>\$42,123.92</b>	<b>\$19,307.30</b>	<b>\$22,816.62</b>	<b>118.18 %</b>
Credit Cards				
Ramp Card	77,442.38		77,442.38	

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As of December 31, 2023

	TOTAL			
	AS OF DEC 31, 2023	AS OF DEC 31, 2022 (PY)	CHANGE	% CHANGE
<b>Total Credit Cards</b>	<b>\$77,442.38</b>	<b>\$0.00</b>	<b>\$77,442.38</b>	<b>0.00%</b>
Other Current Liabilities				
2100 Accrued Expenses	1,115.00	1,115.00	0.00	0.00 %
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	0.00	0.00	
2240 FUTA Payable	56.91	59.52	-2.61	-4.39 %
2270 Accrued Payroll	504.83	799.92	-295.09	-36.89 %
2275 Accrued PTO	10,563.47	16,091.39	-5,527.92	-34.35 %
2280 Health Insurance Payable	0.00	0.00	0.00	
2290 Direct Deposit Liabilities	0.00	0.00	0.00	
401(k) Contribution	12,869.61	0.03	12,869.58	42,898,600.00 %
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>23,994.82</b>	<b>16,950.86</b>	<b>7,043.96</b>	<b>41.56 %</b>
<b>Total Other Current Liabilities</b>	<b>\$25,109.82</b>	<b>\$18,065.86</b>	<b>\$7,043.96</b>	<b>38.99 %</b>
<b>Total Current Liabilities</b>	<b>\$144,676.12</b>	<b>\$37,373.16</b>	<b>\$107,302.96</b>	<b>287.11 %</b>
<b>Total Liabilities</b>	<b>\$144,676.12</b>	<b>\$37,373.16</b>	<b>\$107,302.96</b>	<b>287.11 %</b>
Equity				
3100 Contingency-Restricted	187,622.35	187,622.35	0.00	0.00 %
3900 Unrestricted Net Assets (RE)	1,431,851.51	2,042,725.51	-610,874.00	-29.90 %
Opening Bal Equity	0.00	0.00	0.00	
Net Income	-195,776.32	-290,756.79	94,980.47	32.67 %
<b>Total Equity</b>	<b>\$1,423,697.54</b>	<b>\$1,939,591.07</b>	<b>\$ -515,893.53</b>	<b>-26.60 %</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$1,568,373.66</b>	<b>\$1,976,964.23</b>	<b>\$ -408,590.57</b>	<b>-20.67 %</b>

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

	Dec 2023				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
<b>Income</b>								
<b>4030 County BID</b>	362,330.98	110,563.25	251,767.73	327.71%	655,181.90	1,326,759.00	-671,577.10	49.38%
<b>4031 County BID adjustments</b>		0.00	0.00		0.00	-39,802.77	39,802.77	0.00%
<b>4035 County 50% Match</b>	12,500.00	12,500.00	0.00	100.00%	70,869.08	150,000.00	-79,130.92	47.25%
<b>Total Income</b>	<b>\$ 374,830.98</b>	<b>\$ 123,063.25</b>	<b>\$ 251,767.73</b>	<b>304.58%</b>	<b>\$ 726,050.98</b>	<b>\$ 1,436,956.23</b>	<b>\$ -710,905.25</b>	<b>50.53%</b>
<b>Gross Profit</b>	<b>\$ 374,830.98</b>	<b>\$ 123,063.25</b>	<b>\$ 251,767.73</b>	<b>304.58%</b>	<b>\$ 726,050.98</b>	<b>\$ 1,436,956.23</b>	<b>\$ -710,905.25</b>	<b>50.53%</b>
<b>Expenses</b>								
<b>1- MEDIA &amp; WEBSITE</b>	34,702.60	71,200.00	-36,497.40	48.74%	454,386.01	919,050.18	-464,664.17	49.44%
<b>2- VISITOR SVS / PARTNERSHIPS</b>	17,366.48	44,700.01	-27,333.53	38.85%	105,977.36	390,311.91	-284,334.55	27.15%
<b>3- ADMIN EXPENSES</b>	15,192.39	9,433.99	5,758.40	161.04%	139,217.55	130,729.89	8,487.66	106.49%
<b>4- PERSONNEL</b>	50,010.95	41,680.66	8,330.29	119.99%	322,744.46	480,213.56	-157,469.10	67.21%
<b>Payroll Expenses</b>	1,123.33		1,123.33		5,424.69	0.00	5,424.69	
<b>Uncategorized Expense</b>	2,450.00		2,450.00		5,050.69	0.00	5,050.69	
<b>Total Expenses</b>	<b>\$ 120,845.75</b>	<b>\$ 167,014.66</b>	<b>\$ -46,168.91</b>	<b>72.36%</b>	<b>\$ 1,032,800.76</b>	<b>\$ 1,920,305.54</b>	<b>\$ -887,504.78</b>	<b>53.78%</b>
<b>Net Operating Income</b>	<b>\$ 253,985.23</b>	<b>\$ -43,951.41</b>	<b>\$ 297,936.64</b>	<b>-577.88%</b>	<b>\$ -306,749.78</b>	<b>\$ -483,349.31</b>	<b>\$ 176,599.53</b>	<b>63.46%</b>
<b>Other Income</b>								
<b>Redeemed Cash Back</b>			0.00		2,161.26	0.00	2,161.26	
<b>Total Other Income</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>		<b>\$ 2,161.26</b>	<b>\$ 0.00</b>	<b>\$ 2,161.26</b>	
<b>Net Other Income</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>		<b>\$ 2,161.26</b>	<b>\$ 0.00</b>	<b>\$ 2,161.26</b>	
<b>Net Income</b>	<b>\$ 253,985.23</b>	<b>\$ -43,951.41</b>	<b>\$ 297,936.64</b>	<b>-577.88%</b>	<b>\$ -304,588.52</b>	<b>\$ -483,349.31</b>	<b>\$ 178,760.79</b>	<b>63.02%</b>

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**Mendocino County Tourism Commission**  
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 July 2023 - June 2024

	Dec 2023				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
<b>Income</b>								
4030 County BID	362,330.98	110,563.25	251,767.73	327.71%	655,181.90	1,326,759.00	-671,577.10	49.38%
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%	70,869.08	150,000.00	-79,130.92	47.25%
<b>Total Income</b>	<b>\$ 374,830.98</b>	<b>\$ 123,063.25</b>	<b>\$ 251,767.73</b>	<b>304.58%</b>	<b>\$ 726,050.98</b>	<b>\$ 1,436,956.23</b>	<b>\$ -710,905.25</b>	<b>50.53%</b>
<b>Gross Profit</b>	<b>\$ 374,830.98</b>	<b>\$ 123,063.25</b>	<b>\$ 251,767.73</b>	<b>304.58%</b>	<b>\$ 726,050.98</b>	<b>\$ 1,436,956.23</b>	<b>\$ -710,905.25</b>	<b>50.53%</b>
<b>Expenses</b>								
<b>1- MEDIA &amp; WEBSITE</b>			0.00		0.00	0.00	0.00	
50 Advertising / Media	500.00		500.00		2,500.00	0.00	2,500.00	
5130 Print & Online Advertising	11,826.75	42,250.00	-30,423.25	27.99%	255,925.11	507,000.00	-251,074.89	50.48%
5150 Ad Development/Design		1,000.00	-1,000.00	0.00%	0.00	12,000.00	-12,000.00	0.00%
5170 Photography	849.00	1,000.00	-151.00	84.90%	4,694.00	12,000.00	-7,306.00	39.12%
5240 Research & Development	5,500.00	5,083.34	416.66	108.20%	36,660.00	66,500.08	-29,840.08	55.13%
5280 Video Development		1,500.00	-1,500.00	0.00%	14,138.13	18,000.00	-3,861.87	78.55%
5290 Marketing Contingency		1,000.00	-1,000.00	0.00%	0.00	12,000.00	-12,000.00	0.00%
<b>Total 50 Advertising / Media</b>	<b>\$ 18,675.75</b>	<b>\$ 51,833.34</b>	<b>\$ -33,157.59</b>	<b>36.03%</b>	<b>\$ 313,917.24</b>	<b>\$ 627,500.08</b>	<b>\$ -313,582.84</b>	<b>50.03%</b>
55 Marketing / Public Relations			0.00		0.00	0.00	0.00	
5510 Public Relations Contract	9,166.66	9,516.66	-350.00	96.32%	73,333.28	114,199.92	-40,866.64	64.21%
5520 Marketing Agency Contract		2,000.00	-2,000.00	0.00%	0.00	24,000.00	-24,000.00	0.00%
5540 Clipping Service	680.00	1,000.00	-320.00	68.00%	4,205.95	12,000.00	-7,794.05	35.05%
5550 In-Market PR Stunts			0.00		2,032.56	0.00	2,032.56	
5560 Media Events	272.50	250.00	22.50	109.00%	1,267.68	14,500.02	-13,232.34	8.74%
5610 Travel -PR Related		1,000.00	-1,000.00	0.00%	6,999.52	11,000.16	-4,000.64	63.63%
5680 Visiting Media FAM Expenses	33.02	500.00	-466.98	6.60%	4,697.28	6,000.00	-1,302.72	78.29%
<b>Total 55 Marketing / Public Relations</b>	<b>\$ 10,152.18</b>	<b>\$ 14,266.66</b>	<b>\$ -4,114.48</b>	<b>71.16%</b>	<b>\$ 92,536.27</b>	<b>\$ 181,700.10</b>	<b>\$ -89,163.83</b>	<b>50.93%</b>
57 Website Maint / Development			0.00		0.00	0.00	0.00	
5710 Interactive Media Coordinator		2,500.00	-2,500.00	0.00%	0.00	30,000.00	-30,000.00	0.00%
5740 Content Creation	2,500.00	1,500.00	1,000.00	166.67%	15,000.00	18,000.00	-3,000.00	83.33%
5750 Development/ Maintenance	638.46	500.00	138.46	127.69%	8,508.05	6,000.00	2,508.05	141.80%
5780 Interactive Marketing	2,699.96	100.00	2,599.96	2699.96%	5,460.51	1,200.00	4,260.51	455.04%
<b>Total 57 Website Maint / Development</b>	<b>\$ 5,838.42</b>	<b>\$ 4,600.00</b>	<b>\$ 1,238.42</b>	<b>126.92%</b>	<b>\$ 28,968.56</b>	<b>\$ 55,200.00</b>	<b>\$ -26,231.44</b>	<b>52.48%</b>
58 Leisure / Group Sales			0.00		0.00	0.00	0.00	
5810 Promotion Items, Booth Develop	36.25	0.00	36.25		10,324.20	9,500.00	824.20	108.68%
5820 Consumer & Trade Shows		0.00	0.00		0.00	12,200.00	-12,200.00	0.00%
5840 State Fair Exhibit		0.00	0.00		7,039.91	7,000.00	39.91	100.57%
5870 Shipping - Travel Shows		0.00	0.00		0.00	2,500.00	-2,500.00	0.00%
5880 Travel - Leisure/Group Sales		0.00	0.00		698.04	14,450.00	-13,751.96	4.83%
5885 Travel - Group FAMs		0.00	0.00		901.79	3,000.00	-2,098.21	30.06%
5890 Misc. Sales Opportunities		500.00	-500.00	0.00%	0.00	6,000.00	-6,000.00	0.00%
<b>Total 58 Leisure / Group Sales</b>	<b>\$ 36.25</b>	<b>\$ 500.00</b>	<b>\$ -463.75</b>	<b>7.25%</b>	<b>\$ 18,963.94</b>	<b>\$ 54,650.00</b>	<b>\$ -35,686.06</b>	<b>34.70%</b>
<b>Total 1- MEDIA &amp; WEBSITE</b>	<b>\$ 34,702.60</b>	<b>\$ 71,200.00</b>	<b>\$ -36,497.40</b>	<b>48.74%</b>	<b>\$ 454,386.01</b>	<b>\$ 919,050.18</b>	<b>\$ -464,664.17</b>	<b>49.44%</b>
<b>2- VISITOR SVS / PARTNERSHIPS</b>			0.00		0.00	0.00	0.00	
Partnerships			0.00		0.00	0.00	0.00	
6550 Conferences & Seminars	-530.52	0.00	-530.52		745.21	18,150.00	-17,404.79	4.11%
6555 Conferences & Seminars Travel	183.23	0.00	183.23		6,864.04	16,911.75	-10,047.71	40.59%
6570 In-County Relations	906.91	1,050.00	-143.09	86.37%	4,760.36	15,100.00	-10,339.64	31.53%
6575 Stakeholder Networking	2,335.55	1,950.00	385.55	119.77%	3,845.76	23,400.00	-19,554.24	16.43%
6580 Contracted Writing Services	920.00	2,000.00	-1,080.00	46.00%	5,000.00	24,000.00	-19,000.00	20.83%
6590 Memberships	1,730.00	2,450.00	-720.00	70.61%	4,141.63	7,950.00	-3,808.37	52.10%
6610 North Coast Tourism Council	10.98	1,166.67	-1,155.69	0.94%	2,904.10	14,000.04	-11,095.94	20.74%
<b>Total Partnerships</b>	<b>\$ 5,556.15</b>	<b>\$ 8,616.67</b>	<b>\$ -3,060.52</b>	<b>64.48%</b>	<b>\$ 28,261.10</b>	<b>\$ 119,511.79</b>	<b>\$ -91,250.69</b>	<b>23.65%</b>
Visitor Services			0.00		0.00	0.00	0.00	
6720 Event & Festival Guides	10,608.83	21,625.00	-11,016.17	49.06%	25,513.07	108,300.04	-82,786.97	23.56%
6730 Incentives & Sponsorships	1,201.50	5,291.67	-4,090.17	22.71%	46,361.67	52,500.04	-6,138.37	88.31%
6770 Visitor Centers & Signage		9,166.67	-9,166.67	0.00%	5,841.52	110,000.04	-104,158.52	5.31%
<b>Total Visitor Services</b>	<b>\$ 11,810.33</b>	<b>\$ 36,083.34</b>	<b>\$ -24,273.01</b>	<b>32.73%</b>	<b>\$ 77,716.26</b>	<b>\$ 270,800.12</b>	<b>\$ -193,083.86</b>	<b>28.70%</b>
<b>Total 2- VISITOR SVS / PARTNERSHIPS</b>	<b>\$ 17,366.48</b>	<b>\$ 44,700.01</b>	<b>\$ -27,333.53</b>	<b>38.85%</b>	<b>\$ 105,977.36</b>	<b>\$ 390,311.91</b>	<b>\$ -284,334.55</b>	<b>27.15%</b>
<b>3- ADMIN EXPENSES</b>			0.00		0.00	0.00	0.00	

General Admin			0.00		0.00	0.00	0.00	
7010 Accounting	2,122.00	2,000.00	122.00	106.10%	19,920.00	33,000.00	-13,080.00	60.36%
7060 Bank Fees		50.00	-50.00	0.00%	28.65	600.00	-571.35	4.78%
7080 Board Development	6,240.00	35.00	6,205.00	17828.57%	37,440.00	5,385.00	32,055.00	695.26%
7090 Copying & Printing		200.00	-200.00	0.00%	0.00	2,400.00	-2,400.00	0.00%
7100 Dues & Subscriptions	4,367.56	1,143.00	3,224.56	382.11%	22,654.32	13,716.00	8,938.32	165.17%
7130 Legal Fees		250.00	-250.00	0.00%	615.00	3,000.00	-2,385.00	20.50%
7150 Meeting Expenses		185.00	-185.00	0.00%	328.40	2,220.00	-1,891.60	14.79%
7200 Office Expense	562.15	150.00	412.15	374.77%	6,636.89	1,800.00	4,836.89	368.72%
7210 Postage & Shipping	47.47	350.00	-302.53	13.56%	2,386.31	4,200.00	-1,813.69	56.82%
7280 Travel Expenses		750.00	-750.00	0.00%	9,988.98	9,000.00	988.98	110.99%
<b>Total General Admin</b>	<b>\$ 13,339.18</b>	<b>\$ 5,113.00</b>	<b>\$ 8,226.18</b>	<b>260.89%</b>	<b>\$ 99,998.55</b>	<b>\$ 75,321.00</b>	<b>\$ 24,677.55</b>	<b>132.76%</b>
Occupancy Costs			0.00		0.00	0.00	0.00	
7650 Rent		2,350.00	-2,350.00	0.00%	14,286.00	28,200.00	-13,914.00	50.66%
7660 Insurance		0.00	0.00		2,840.04	2,450.00	390.04	115.92%
7850 Repairs & Maintenance	1,324.69	575.00	749.69	230.38%	3,966.85	7,700.00	-3,733.15	51.52%
7890 Taxes		0.00	0.00		311.04	65.00	246.04	478.52%
7910 Telecommunication	50.00	600.00	-550.00	8.33%	9,689.65	7,200.00	2,489.65	134.58%
7950 Utilities	478.52	795.99	-317.47	60.12%	4,261.42	9,793.89	-5,532.47	43.51%
7990 Depreciation Expense			0.00		3,864.00	0.00	3,864.00	
<b>Total Occupancy Costs</b>	<b>\$ 1,853.21</b>	<b>\$ 4,320.99</b>	<b>\$ -2,467.78</b>	<b>42.89%</b>	<b>\$ 39,219.00</b>	<b>\$ 55,408.89</b>	<b>\$ -16,189.89</b>	<b>70.78%</b>
<b>Total 3- ADMIN EXPENSES</b>	<b>\$ 15,192.39</b>	<b>\$ 9,433.99</b>	<b>\$ 5,758.40</b>	<b>161.04%</b>	<b>\$ 139,217.55</b>	<b>\$ 130,729.89</b>	<b>\$ 8,487.66</b>	<b>106.49%</b>
<b>4- PERSONNEL</b>			0.00		0.00	0.00	0.00	
8510 Salaries & Wages	28,166.66	31,782.31	-3,615.65	88.62%	217,332.17	381,387.72	-164,055.55	56.98%
8511 Retirement			0.00		4,676.77	0.00	4,676.77	
8520 Paid Time Off	0.00	1,382.00	-1,382.00	0.00%	3,527.50	24,153.89	-20,626.39	14.60%
8530 Payroll Taxes	2,365.12	2,431.35	-66.23	97.28%	22,385.17	32,131.95	-9,746.78	69.67%
8540 Payroll Processing Fees		85.00	-85.00	0.00%	667.00	1,740.00	-1,073.00	38.33%
8550 Workers Comp		0.00	0.00		2,820.89	3,000.00	-179.11	94.03%
8570 Health Insurance Allowance	2,750.00	2,250.00	500.00	122.22%	21,475.00	27,000.00	-5,525.00	79.54%
8580 Other Employee Benefits		3,000.00	-3,000.00	0.00%	1,249.10	3,000.00	-1,750.90	41.64%
8590 Contract Work	16,729.17	750.00	15,979.17	2230.56%	48,529.19	7,800.00	40,729.19	622.17%
8615 Employee Recruitment			0.00		81.67	0.00	81.67	
<b>Total 4- PERSONNEL</b>	<b>\$ 50,010.95</b>	<b>\$ 41,680.66</b>	<b>\$ 8,330.29</b>	<b>119.99%</b>	<b>\$ 322,744.46</b>	<b>\$ 480,213.56</b>	<b>\$ -157,469.10</b>	<b>67.21%</b>
Payroll Expenses			0.00		0.00	0.00	0.00	
Company Contributions			0.00		0.00	0.00	0.00	
Retirement	1,123.33		1,123.33		5,424.69	0.00	5,424.69	
<b>Total Company Contributions</b>	<b>\$ 1,123.33</b>	<b>\$ 0.00</b>	<b>\$ 1,123.33</b>		<b>\$ 5,424.69</b>	<b>\$ 0.00</b>	<b>\$ 5,424.69</b>	
<b>Total Payroll Expenses</b>	<b>\$ 1,123.33</b>	<b>\$ 0.00</b>	<b>\$ 1,123.33</b>		<b>\$ 5,424.69</b>	<b>\$ 0.00</b>	<b>\$ 5,424.69</b>	
Uncategorized Expense	2,450.00		2,450.00		5,050.69	0.00	5,050.69	
<b>Total Expenses</b>	<b>\$ 120,845.75</b>	<b>\$ 167,014.66</b>	<b>\$ -46,168.91</b>	<b>72.36%</b>	<b>\$ 1,032,800.76</b>	<b>\$ 1,920,305.54</b>	<b>\$ -887,504.78</b>	<b>53.78%</b>
<b>Net Operating Income</b>	<b>\$ 253,985.23</b>	<b>\$ -43,951.41</b>	<b>\$ 297,936.64</b>	<b>-577.88%</b>	<b>\$ -306,749.78</b>	<b>\$ -483,349.31</b>	<b>\$ 176,599.53</b>	<b>63.46%</b>
Other Income								
Redeemed Cash Back			0.00		2,161.26	0.00	2,161.26	
<b>Total Other Income</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>		<b>\$ 2,161.26</b>	<b>\$ 0.00</b>	<b>\$ 2,161.26</b>	
<b>Net Other Income</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>		<b>\$ 2,161.26</b>	<b>\$ 0.00</b>	<b>\$ 2,161.26</b>	
<b>Net Income</b>	<b>\$ 253,985.23</b>	<b>\$ -43,951.41</b>	<b>\$ 297,936.64</b>	<b>-577.88%</b>	<b>\$ -304,588.52</b>	<b>\$ -483,349.31</b>	<b>\$ 178,760.79</b>	<b>63.02%</b>

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# Visit Mendocino County

## Statement of Cash Flows

December 2023

	TOTAL
<b>OPERATING ACTIVITIES</b>	
Net Income	253,985.23
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1100 Accounts Receivable	0.00
1230 Prepaid Expenses	-34,200.00
2000 Accounts Payable	45,851.35
Ramp Card	12,513.35
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	0.00
Direct Deposit Payable	0.00
Payroll Liabilities:401(k) Contribution	4,036.82
<b>Total Adjustments to reconcile Net Income to Net Cash provided by operations:</b>	<b>28,201.52</b>
<b>Net cash provided by operating activities</b>	<b>\$282,186.75</b>
<b>NET CASH INCREASE FOR PERIOD</b>	<b>\$282,186.75</b>
Cash at beginning of period	1,229,803.21
<b>CASH AT END OF PERIOD</b>	<b>\$1,511,989.96</b>

# Mendocino County Tourism Commission

## Profit and Loss Comparison

July 2023 - December 2024

	TOTAL			
	JUL 2023 - DEC 2024	JUL 2022 - DEC 2023 (PY)	CHANGE	% CHANGE
<b>Income</b>				
4030 County BID	655,181.90	1,510,466.84	-855,284.94	-56.62 %
4031 County BID adjustments		557.00	-557.00	-100.00 %
4035 County 50% Match	70,869.08	618,970.11	-548,101.03	-88.55 %
4050 NCTC Administration		12,736.48	-12,736.48	-100.00 %
Other Income		2,397.57	-2,397.57	-100.00 %
4940 Misc. Income		5,754.33	-5,754.33	-100.00 %
4950 Interest Income		520.38	-520.38	-100.00 %
<b>Total Other Income</b>		<b>8,672.28</b>	<b>-8,672.28</b>	<b>-100.00 %</b>
<b>Total Income</b>	<b>\$726,050.98</b>	<b>\$2,151,402.71</b>	<b>\$ -1,425,351.73</b>	<b>-66.25 %</b>
<b>GROSS PROFIT</b>	<b>\$726,050.98</b>	<b>\$2,151,402.71</b>	<b>\$ -1,425,351.73</b>	<b>-66.25 %</b>
<b>Expenses</b>				
1- MEDIA & WEBSITE				
50 Advertising / Media	2,500.00	2,500.00	0.00	0.00 %
5130 Print & Online Advertising	255,925.11	816,021.74	-560,096.63	-68.64 %
5150 Ad Development/Design		2,244.00	-2,244.00	-100.00 %
5170 Photography	4,694.00	7,934.00	-3,240.00	-40.84 %
5240 Research & Development	36,660.00	190,463.67	-153,803.67	-80.75 %
5280 Video Development	14,138.13	31,969.83	-17,831.70	-55.78 %
5290 Marketing Contingency		8,302.71	-8,302.71	-100.00 %
<b>Total 50 Advertising / Media</b>	<b>313,917.24</b>	<b>1,059,435.95</b>	<b>-745,518.71</b>	<b>-70.37 %</b>
55 Marketing / Public Relations				
5510 Public Relations Contract	73,333.28	124,466.60	-51,133.32	-41.08 %
5540 Clipping Service	4,205.95	12,383.80	-8,177.85	-66.04 %
5550 In-Market PR Stunts	2,032.56	25,279.50	-23,246.94	-91.96 %
5560 Media Events	1,267.68	6,507.96	-5,240.28	-80.52 %
5610 Travel -PR Related	6,999.52	30,577.78	-23,578.26	-77.11 %
5680 Visiting Media FAM Expenses	4,697.28	14,667.17	-9,969.89	-67.97 %
<b>Total 55 Marketing / Public Relations</b>	<b>92,536.27</b>	<b>213,882.81</b>	<b>-121,346.54</b>	<b>-56.74 %</b>
57 Website Maint / Development				
5710 Interactive Media Coordinator		5,062.60	-5,062.60	-100.00 %
5740 Content Creation	15,000.00	41,401.34	-26,401.34	-63.77 %
5750 Development/ Maintenance	8,508.05	113,980.92	-105,472.87	-92.54 %
5780 Interactive Marketing	5,460.51	5,810.01	-349.50	-6.02 %
<b>Total 57 Website Maint / Development</b>	<b>28,968.56</b>	<b>166,254.87</b>	<b>-137,286.31</b>	<b>-82.58 %</b>

# Mendocino County Tourism Commission

## Profit and Loss Comparison

July 2023 - December 2024

	TOTAL			
	JUL 2023 - DEC 2024	JUL 2022 - DEC 2023 (PY)	CHANGE	% CHANGE
<b>58 Leisure / Group Sales</b>				
5810 Promotion Items, Booth Develop	10,324.20	25,800.05	-15,475.85	-59.98 %
5820 Consumer & Trade Shows		80.90	-80.90	-100.00 %
5840 State Fair Exhibit	7,039.91	35,608.52	-28,568.61	-80.23 %
5880 Travel - Leisure/Group Sales	698.04	6,154.81	-5,456.77	-88.66 %
5885 Travel - Group FAMs	901.79	1,593.84	-692.05	-43.42 %
5890 Misc. Sales Opportunities		3,500.00	-3,500.00	-100.00 %
<b>Total 58 Leisure / Group Sales</b>	<b>18,963.94</b>	<b>72,738.12</b>	<b>-53,774.18</b>	<b>-73.93 %</b>
<b>Total 1- MEDIA &amp; WEBSITE</b>	<b>454,386.01</b>	<b>1,512,311.75</b>	<b>-1,057,925.74</b>	<b>-69.95 %</b>
<b>2- VISITOR SVS / PARTNERSHIPS</b>				
Partnerships				
6550 Conferences & Seminars	745.21	35,852.29	-35,107.08	-97.92 %
6555 Conferences & Seminars Travel	6,864.04	6,891.04	-27.00	-0.39 %
6570 In-County Relations	4,760.36	13,018.41	-8,258.05	-63.43 %
6575 Stakeholder Networking	3,845.76	6,544.42	-2,698.66	-41.24 %
6580 Contracted Writing Services	5,000.00	5,000.00	0.00	0.00 %
6590 Memberships	4,141.63	5,451.63	-1,310.00	-24.03 %
6610 North Coast Tourism Council	2,904.10	22,981.20	-20,077.10	-87.36 %
<b>Total Partnerships</b>	<b>28,261.10</b>	<b>95,738.99</b>	<b>-67,477.89</b>	<b>-70.48 %</b>
Visitor Services				
6720 Event & Festival Guides	25,513.07	57,928.50	-32,415.43	-55.96 %
6730 Incentives & Sponsorships	46,361.67	92,708.09	-46,346.42	-49.99 %
6770 Visitor Centers & Signage	5,841.52	18,291.52	-12,450.00	-68.06 %
<b>Total Visitor Services</b>	<b>77,716.26</b>	<b>168,928.11</b>	<b>-91,211.85</b>	<b>-53.99 %</b>
<b>Total 2- VISITOR SVS / PARTNERSHIPS</b>	<b>105,977.36</b>	<b>264,667.10</b>	<b>-158,689.74</b>	<b>-59.96 %</b>
<b>3- ADMIN EXPENSES</b>				
General Admin				
7010 Accounting	19,920.00	52,054.00	-32,134.00	-61.73 %
7060 Bank Fees	28.65	137.30	-108.65	-79.13 %
7080 Board Development	37,440.00	115,633.52	-78,193.52	-67.62 %
7090 Copying & Printing		104.74	-104.74	-100.00 %
7100 Dues & Subscriptions	22,654.32	71,935.39	-49,281.07	-68.51 %
7130 Legal Fees	615.00	1,228.80	-613.80	-49.95 %
7140 Licenses & Permits		9.00	-9.00	-100.00 %
7150 Meeting Expenses	328.40	3,071.55	-2,743.15	-89.31 %
7200 Office Expense	6,636.89	17,521.11	-10,884.22	-62.12 %
7210 Postage & Shipping	2,386.31	8,610.60	-6,224.29	-72.29 %
7280 Travel Expenses	9,988.98	24,353.22	-14,364.24	-58.98 %
<b>Total General Admin</b>	<b>99,998.55</b>	<b>294,659.23</b>	<b>-194,660.68</b>	<b>-66.06 %</b>



# Mendocino County Tourism Commission

## Profit and Loss Comparison

July 2023 - December 2024

	TOTAL			
	JUL 2023 - DEC 2024	JUL 2022 - DEC 2023 (PY)	CHANGE	% CHANGE
Occupancy Costs				
7650 Rent	14,286.00	46,115.00	-31,829.00	-69.02 %
7660 Insurance	2,840.04	6,071.48	-3,231.44	-53.22 %
7850 Repairs & Maintenance	3,966.85	11,207.86	-7,241.01	-64.61 %
7890 Taxes	311.04	433.18	-122.14	-28.20 %
7910 Telecommunication	9,689.65	20,440.86	-10,751.21	-52.60 %
7950 Utilities	4,261.42	12,585.71	-8,324.29	-66.14 %
7990 Depreciation Expense	3,864.00	12,332.00	-8,468.00	-68.67 %
<b>Total Occupancy Costs</b>	<b>39,219.00</b>	<b>109,186.09</b>	<b>-69,967.09</b>	<b>-64.08 %</b>
<b>Total 3- ADMIN EXPENSES</b>	<b>139,217.55</b>	<b>403,845.32</b>	<b>-264,627.77</b>	<b>-65.53 %</b>
4- PERSONNEL				
8510 Salaries & Wages	217,332.17	536,247.22	-318,915.05	-59.47 %
8511 Retirement	4,676.77	15,240.70	-10,563.93	-69.31 %
8520 Paid Time Off	3,527.50	14,240.28	-10,712.78	-75.23 %
8530 Payroll Taxes	22,385.17	49,945.67	-27,560.50	-55.18 %
8540 Payroll Processing Fees	667.00	2,527.00	-1,860.00	-73.61 %
8550 Workers Comp	2,820.89	5,695.93	-2,875.04	-50.48 %
8570 Health Insurance Allowance	21,475.00	48,000.00	-26,525.00	-55.26 %
8580 Other Employee Benefits	1,249.10	2,667.10	-1,418.00	-53.17 %
8590 Contract Work	48,529.19	94,324.64	-45,795.45	-48.55 %
8615 Employee Recruitment	81.67	985.26	-903.59	-91.71 %
<b>Total 4- PERSONNEL</b>	<b>322,744.46</b>	<b>769,873.80</b>	<b>-447,129.34</b>	<b>-58.08 %</b>
Payroll Expenses				
Company Contributions				
Retirement	5,424.69	3,437.22	1,987.47	57.82 %
<b>Total Company Contributions</b>	<b>5,424.69</b>	<b>3,437.22</b>	<b>1,987.47</b>	<b>57.82 %</b>
Wages				
Bereavement Pay	0.00	750.00	-750.00	-100.00 %
Employee Taxes Paid by Employer	0.00	46.74	-46.74	-100.00 %
<b>Total Wages</b>	<b>0.00</b>	<b>796.74</b>	<b>-796.74</b>	<b>-100.00 %</b>
<b>Total Payroll Expenses</b>	<b>5,424.69</b>	<b>4,233.96</b>	<b>1,190.73</b>	<b>28.12 %</b>
Uncategorized Expense	5,050.69	5,282.36	-231.67	-4.39 %
<b>Total Expenses</b>	<b>\$1,032,800.76</b>	<b>\$2,960,214.29</b>	<b>\$ -1,927,413.53</b>	<b>-65.11 %</b>
NET OPERATING INCOME	<b>\$ -306,749.78</b>	<b>\$ -808,811.58</b>	<b>\$502,061.80</b>	<b>62.07 %</b>
Other Income				
Redeemed Cash Back	2,161.26	2,161.26	0.00	0.00 %
<b>Total Other Income</b>	<b>\$2,161.26</b>	<b>\$2,161.26</b>	<b>\$0.00</b>	<b>0.00 %</b>
NET OTHER INCOME	<b>\$2,161.26</b>	<b>\$2,161.26</b>	<b>\$0.00</b>	<b>0.00 %</b>
NET INCOME	<b>\$ -304,588.52</b>	<b>\$ -806,650.32</b>	<b>\$502,061.80</b>	<b>62.24 %</b>