

Mendocino County Tourism Commission

Balance Sheet Comparison

As of December 31, 2022

	TOTAL			
	AS OF DEC 31, 2022	AS OF DEC 31, 2021 (PY)	CHANGE	% CHANGE
ASSETS				
Current Assets				
Bank Accounts				
1005 SBMC Checking	556,157.15	520,208.73	35,948.42	6.91 %
1010 SBMC Contingency/Savings	966,292.31	965,865.27	427.04	0.04 %
1015 MLCU Checking	0.00	0.00	0.00	
1020 MLCU Savings	0.00	0.00	0.00	
1030 Cash drawer	100.00	100.00	0.00	0.00 %
Total Bank Accounts	\$1,522,549.46	\$1,486,174.00	\$36,375.46	2.45 %
Accounts Receivable				
1100 Accounts Receivable	357,476.46	242,942.80	114,533.66	47.14 %
Total Accounts Receivable	\$357,476.46	\$242,942.80	\$114,533.66	47.14 %
Other Current Assets				
1230 Prepaid Expenses	19,744.93	70,484.31	-50,739.38	-71.99 %
1250 Refundable Deposits	1,800.00	1,800.00	0.00	0.00 %
1270 Receivable Other	-7,147.53	0.00	-7,147.53	
1290 Loan to Employee	1,800.00		1,800.00	
Undeposited Funds	0.00	0.00	0.00	
Total Other Current Assets	\$16,197.40	\$72,284.31	\$ -56,086.91	-77.59 %
Total Current Assets	\$1,896,223.32	\$1,801,401.11	\$94,822.21	5.26 %
Fixed Assets				
1510 Furniture and Equipment	41,311.75	28,488.52	12,823.23	45.01 %
1600 Accumulated Depreciation	-19,463.00	-12,211.00	-7,252.00	-59.39 %
Total Fixed Assets	\$21,848.75	\$16,277.52	\$5,571.23	34.23 %
Other Assets				
1700 Website Development	0.00	0.00	0.00	
1750 Accumulated Amortization	0.00	0.00	0.00	
Total Other Assets	\$0.00	\$0.00	\$0.00	0.00%
TOTAL ASSETS	\$1,918,072.07	\$1,817,678.63	\$100,393.44	5.52 %

Mendocino County Tourism Commission

Balance Sheet Comparison

As of December 31, 2022

	TOTAL			
	AS OF DEC 31, 2022	AS OF DEC 31, 2021 (PY)	CHANGE	% CHANGE
LIABILITIES AND EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 Accounts Payable	19,010.10	14,158.54	4,851.56	34.27 %
Total Accounts Payable	\$19,010.10	\$14,158.54	\$4,851.56	34.27 %
Other Current Liabilities				
2100 Accrued Expenses	1,115.00	0.00	1,115.00	
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				
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	97.34	-97.34	-100.00 %
2240 FUTA Payable	59.52	168.00	-108.48	-64.57 %
2270 Accrued Payroll	799.92	11,601.00	-10,801.08	-93.10 %
2275 Accrued PTO	44,200.95	11,262.13	32,938.82	292.47 %
2280 Health Insurance Payable	0.00	0.00	0.00	
2290 Direct Deposit Liabilities	0.00	0.00	0.00	
401(k) Contribution	9,174.80		9,174.80	
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	
Total Payroll Liabilities	54,235.19	23,128.47	31,106.72	134.50 %
Total Other Current Liabilities	\$55,350.19	\$23,128.47	\$32,221.72	139.32 %
Total Current Liabilities	\$74,360.29	\$37,287.01	\$37,073.28	99.43 %
Total Liabilities	\$74,360.29	\$37,287.01	\$37,073.28	99.43 %
Equity				
3100 Contingency-Restricted	187,622.35	152,650.09	34,972.26	22.91 %
3900 Unrestricted Net Assets (RE)	2,042,725.51	1,478,042.08	564,683.43	38.20 %
Opening Bal Equity	0.00	0.00	0.00	
Net Income	-386,636.08	149,699.45	-536,335.53	-358.27 %
Total Equity	\$1,843,711.78	\$1,780,391.62	\$63,320.16	3.56 %
TOTAL LIABILITIES AND EQUITY	\$1,918,072.07	\$1,817,678.63	\$100,393.44	5.52 %

Mendocino County Tourism Commission

Budget vs. Actuals: Profit & Loss Summary

December 2022

	DEC 2022				TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income								
4030 County BID	160,915.97	96,831.01	64,084.96	166.18 %	\$160,915.97	\$96,831.01	\$64,084.96	166.18 %
4035 County 50% Match	54,923.01	48,415.51	6,507.50	113.44 %	\$54,923.01	\$48,415.51	\$6,507.50	113.44 %
Total Income	\$215,838.98	\$145,246.52	\$70,592.46	148.60 %	\$215,838.98	\$145,246.52	\$70,592.46	148.60 %
GROSS PROFIT	\$215,838.98	\$145,246.52	\$70,592.46	148.60 %	\$215,838.98	\$145,246.52	\$70,592.46	148.60 %
Expenses								
1- MEDIA & WEBSITE	49,688.71	85,950.01	-36,261.30	57.81 %	\$49,688.71	\$85,950.01	\$ -36,261.30	57.81 %
2- VISITOR SVS / PARTNERSHIPS	19,370.46	26,433.30	-7,062.84	73.28 %	\$19,370.46	\$26,433.30	\$ -7,062.84	73.28 %
3- ADMIN EXPENSES	29,928.64	10,600.99	19,327.65	282.32 %	\$29,928.64	\$10,600.99	\$19,327.65	282.32 %
4- PERSONNEL	51,128.66	31,210.40	19,918.26	163.82 %	\$51,128.66	\$31,210.40	\$19,918.26	163.82 %
Payroll Expenses	1,247.62		1,247.62		\$1,247.62	\$0.00	\$1,247.62	0.00%
Uncategorized Expense	387.63		387.63		\$387.63	\$0.00	\$387.63	0.00%
Total Expenses	\$151,751.72	\$154,194.70	\$ -2,442.98	98.42 %	\$151,751.72	\$154,194.70	\$ -2,442.98	98.42 %
NET OPERATING INCOME	\$64,087.26	\$ -8,948.18	\$73,035.44	-716.20 %	\$64,087.26	\$ -8,948.18	\$73,035.44	-716.20 %
NET INCOME	\$64,087.26	\$ -8,948.18	\$73,035.44	-716.20 %	\$64,087.26	\$ -8,948.18	\$73,035.44	-716.20 %

Mendocino County Tourism Commission

Budget vs. Actuals: Profit & Loss Detail

December 2022

	DEC 2022				TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income								
4030 County BID	160,915.97	96,831.01	64,084.96	166.18 %	\$160,915.97	\$96,831.01	\$64,084.96	166.18 %
4035 County 50% Match	54,923.01	48,415.51	6,507.50	113.44 %	\$54,923.01	\$48,415.51	\$6,507.50	113.44 %
Total Income	\$215,838.98	\$145,246.52	\$70,592.46	148.60 %	\$215,838.98	\$145,246.52	\$70,592.46	148.60 %
GROSS PROFIT								
	\$215,838.98	\$145,246.52	\$70,592.46	148.60 %	\$215,838.98	\$145,246.52	\$70,592.46	148.60 %
Expenses								
1- MEDIA & WEBSITE								
50 Advertising / Media					\$0.00	\$0.00	\$0.00	0.00%
5130 Print & Online Advertising	27,415.14	54,250.00	-26,834.86	50.53 %	\$27,415.14	\$54,250.00	\$ -26,834.86	50.53 %
5150 Ad Development/Design		1,000.00	-1,000.00		\$0.00	\$1,000.00	\$ -1,000.00	0.00%
5170 Photography	325.00	500.00	-175.00	65.00 %	\$325.00	\$500.00	\$ -175.00	65.00 %
5240 Research & Development	8,000.00	5,916.67	2,083.33	135.21 %	\$8,000.00	\$5,916.67	\$2,083.33	135.21 %
5280 Video Development	3,000.00	2,000.00	1,000.00	150.00 %	\$3,000.00	\$2,000.00	\$1,000.00	150.00 %
5290 Marketing Contingency	1,802.71	1,000.00	802.71	180.27 %	\$1,802.71	\$1,000.00	\$802.71	180.27 %
Total 50 Advertising / Media	40,542.85	64,666.67	-24,123.82	62.70 %	\$40,542.85	\$64,666.67	\$ -24,123.82	62.70 %
55 Marketing / Public Relations								
5510 Public Relations Contract	8,683.33	8,683.34	-0.01	100.00 %	\$8,683.33	\$8,683.34	\$ -0.01	100.00 %
5520 Marketing Agency Contract		2,000.00	-2,000.00		\$0.00	\$2,000.00	\$ -2,000.00	0.00%
5540 Clipping Service		1,000.00	-1,000.00		\$0.00	\$1,000.00	\$ -1,000.00	0.00%
5550 In-Market PR Stunts		2,000.00	-2,000.00		\$0.00	\$2,000.00	\$ -2,000.00	0.00%
5560 Media Events		250.00	-250.00		\$0.00	\$250.00	\$ -250.00	0.00%
5610 Travel -PR Related	223.47	1,000.00	-776.53	22.35 %	\$223.47	\$1,000.00	\$ -776.53	22.35 %
5680 Visiting Media FAM Expenses		500.00	-500.00		\$0.00	\$500.00	\$ -500.00	0.00%
Total 55 Marketing / Public Relations	8,906.80	15,433.34	-6,526.54	57.71 %	\$8,906.80	\$15,433.34	\$ -6,526.54	57.71 %
57 Website Maint / Development								
5710 Interactive Media Coordinator	62.60	2,500.00	-2,437.40	2.50 %	\$62.60	\$2,500.00	\$ -2,437.40	2.50 %
5740 Content Creation		1,500.00	-1,500.00		\$0.00	\$1,500.00	\$ -1,500.00	0.00%
5750 Development/ Maintenance	141.51	1,250.00	-1,108.49	11.32 %	\$141.51	\$1,250.00	\$ -1,108.49	11.32 %
5780 Interactive Marketing	34.95	100.00	-65.05	34.95 %	\$34.95	\$100.00	\$ -65.05	34.95 %
Total 57 Website Maint / Development	239.06	5,350.00	-5,110.94	4.47 %	\$239.06	\$5,350.00	\$ -5,110.94	4.47 %
58 Leisure / Group Sales								
5890 Misc. Sales Opportunities		500.00	-500.00		\$0.00	\$500.00	\$ -500.00	0.00%
Total 58 Leisure / Group Sales		500.00	-500.00		\$0.00	\$500.00	\$ -500.00	0.00%
Total 1- MEDIA & WEBSITE	49,688.71	85,950.01	-36,261.30	57.81 %	\$49,688.71	\$85,950.01	\$ -36,261.30	57.81 %
2- VISITOR SVS / PARTNERSHIPS								
Partnerships								
6550 Conferences & Seminars	3,003.99	0.00	3,003.99		\$3,003.99	\$0.00	\$3,003.99	0.00%
6570 In-County Relations	1,835.20	1,300.00	535.20	141.17 %	\$1,835.20	\$1,300.00	\$535.20	141.17 %
6575 Stakeholder Networking	355.30	1,683.34	-1,328.04	21.11 %	\$355.30	\$1,683.34	\$ -1,328.04	21.11 %
6590 Memberships		2,450.00	-2,450.00		\$0.00	\$2,450.00	\$ -2,450.00	0.00%
6610 North Coast Tourism Council	11,360.34	916.67	10,443.67	1,239.31 %	\$11,360.34	\$916.67	\$10,443.67	1,239.31 %
Total Partnerships	16,554.83	6,350.01	10,204.82	260.71 %	\$16,554.83	\$6,350.01	\$10,204.82	260.71 %
Visitor Services								
6720 Event & Festival Guides	435.13	17,291.62	-16,856.49	2.52 %	\$435.13	\$17,291.62	\$ -16,856.49	2.52 %
6730 Incentives & Sponsorships	1,530.50	2,791.67	-1,261.17	54.82 %	\$1,530.50	\$2,791.67	\$ -1,261.17	54.82 %
6770 Visitor Centers & Signage	850.00	0.00	850.00		\$850.00	\$0.00	\$850.00	0.00%
Total Visitor Services	2,815.63	20,083.29	-17,267.66	14.02 %	\$2,815.63	\$20,083.29	\$ -17,267.66	14.02 %
Total 2- VISITOR SVS / PARTNERSHIPS	19,370.46	26,433.30	-7,062.84	73.28 %	\$19,370.46	\$26,433.30	\$ -7,062.84	73.28 %
3- ADMIN EXPENSES								
General Admin								
7010 Accounting	3,237.00	2,000.00	1,237.00	161.85 %	\$3,237.00	\$2,000.00	\$1,237.00	161.85 %
7060 Bank Fees		50.00	-50.00		\$0.00	\$50.00	\$ -50.00	0.00%
7080 Board Development	10,802.34	1,868.00	8,934.34	578.28 %	\$10,802.34	\$1,868.00	\$8,934.34	578.28 %
7090 Copying & Printing		200.00	-200.00		\$0.00	\$200.00	\$ -200.00	0.00%
7100 Dues & Subscriptions	5,635.58	1,143.00	4,492.58	493.05 %	\$5,635.58	\$1,143.00	\$4,492.58	493.05 %
7130 Legal Fees		250.00	-250.00		\$0.00	\$250.00	\$ -250.00	0.00%
7150 Meeting Expenses		135.00	-135.00		\$0.00	\$135.00	\$ -135.00	0.00%
7200 Office Expense	287.10	100.00	187.10	287.10 %	\$287.10	\$100.00	\$187.10	287.10 %
7210 Postage & Shipping	924.98	300.00	624.98	308.33 %	\$924.98	\$300.00	\$624.98	308.33 %
7280 Travel Expenses	2,595.68	750.00	1,845.68	346.09 %	\$2,595.68	\$750.00	\$1,845.68	346.09 %
Total General Admin	23,482.68	6,796.00	16,686.68	345.54 %	\$23,482.68	\$6,796.00	\$16,686.68	345.54 %
Occupancy Costs								
					\$0.00	\$0.00	\$0.00	0.00%

Mendocino County Tourism Commission

Budget vs. Actuals: Profit & Loss Detail

December 2022

	DEC 2022				TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
7650 Rent	2,456.00	1,950.00	506.00	125.95 %	\$2,456.00	\$1,950.00	\$506.00	125.95 %
7660 Insurance	223.00	0.00	223.00		\$223.00	\$0.00	\$223.00	0.00%
7850 Repairs & Maintenance	699.95	575.00	124.95	121.73 %	\$699.95	\$575.00	\$124.95	121.73 %
7910 Telecommunication	1,757.91	550.00	1,207.91	319.62 %	\$1,757.91	\$550.00	\$1,207.91	319.62 %
7950 Utilities	665.10	729.99	-64.89	91.11 %	\$665.10	\$729.99	\$ -64.89	91.11 %
7990 Depreciation Expense	644.00		644.00		\$644.00	\$0.00	\$644.00	0.00%
Total Occupancy Costs	6,445.96	3,804.99	2,640.97	169.41 %	\$6,445.96	\$3,804.99	\$2,640.97	169.41 %
Total 3- ADMIN EXPENSES	29,928.64	10,600.99	19,327.65	282.32 %	\$29,928.64	\$10,600.99	\$19,327.65	282.32 %
4- PERSONNEL					\$0.00	\$0.00	\$0.00	0.00%
8510 Salaries & Wages	25,866.94	24,646.68	1,220.26	104.95 %	\$25,866.94	\$24,646.68	\$1,220.26	104.95 %
8520 Paid Time Off	15,821.87	1,382.00	14,439.87	1,144.85 %	\$15,821.87	\$1,382.00	\$14,439.87	1,144.85 %
8530 Payroll Taxes	1,942.52	1,885.47	57.05	103.03 %	\$1,942.52	\$1,885.47	\$57.05	103.03 %
8540 Payroll Processing Fees	75.00	85.00	-10.00	88.24 %	\$75.00	\$85.00	\$ -10.00	88.24 %
8550 Workers Comp	105.66	211.25	-105.59	50.02 %	\$105.66	\$211.25	\$ -105.59	50.02 %
8570 Health Insurance Allowance	2,700.00	2,250.00	450.00	120.00 %	\$2,700.00	\$2,250.00	\$450.00	120.00 %
8590 Contract Work	4,616.67	750.00	3,866.67	615.56 %	\$4,616.67	\$750.00	\$3,866.67	615.56 %
Total 4- PERSONNEL	51,128.66	31,210.40	19,918.26	163.82 %	\$51,128.66	\$31,210.40	\$19,918.26	163.82 %
Payroll Expenses					\$0.00	\$0.00	\$0.00	0.00%
Company Contributions					\$0.00	\$0.00	\$0.00	0.00%
Retirement	1,247.62		1,247.62		\$1,247.62	\$0.00	\$1,247.62	0.00%
Total Company Contributions	1,247.62		1,247.62		\$1,247.62	\$0.00	\$1,247.62	0.00%
Total Payroll Expenses	1,247.62		1,247.62		\$1,247.62	\$0.00	\$1,247.62	0.00%
Uncategorized Expense	387.63		387.63		\$387.63	\$0.00	\$387.63	0.00%
Total Expenses	\$151,751.72	\$154,194.70	\$ -2,442.98	98.42 %	\$151,751.72	\$154,194.70	\$ -2,442.98	98.42 %
NET OPERATING INCOME	\$64,087.26	\$ -8,948.18	\$73,035.44	-716.20 %	\$64,087.26	\$ -8,948.18	\$73,035.44	-716.20 %
NET INCOME	\$64,087.26	\$ -8,948.18	\$73,035.44	-716.20 %	\$64,087.26	\$ -8,948.18	\$73,035.44	-716.20 %

Mendocino County Tourism Commission

Statement of Cash Flows

December 2022

	TOTAL
OPERATING ACTIVITIES	
Net Income	64,087.26
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1100 Accounts Receivable	-222,757.28
1230 Prepaid Expenses	17,899.67
1270 Receivable Other	6,918.30
2000 Accounts Payable	-22,803.98
2100 Accrued Expenses	1,115.00
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
2270 Payroll Liabilities:Accrued Payroll	-2,649.28
2275 Payroll Liabilities:Accrued PTO	15,403.74
Direct Deposit Payable	0.00
Payroll Liabilities:401(k) Contribution	4,306.93
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	-202,566.90
Net cash provided by operating activities	\$ -138,479.64
INVESTING ACTIVITIES	
1510 Furniture and Equipment	-8,374.01
1600 Accumulated Depreciation	644.00
Net cash provided by investing activities	\$ -7,730.01
NET CASH INCREASE FOR PERIOD	\$ -146,209.65
Cash at beginning of period	1,668,759.11
CASH AT END OF PERIOD	\$1,522,549.46

Mendocino County Tourism Commission

Profit and Loss Comparison

December 2022

	TOTAL			
	DEC 2022	DEC 2021 (PY)	CHANGE	% CHANGE
Income				
4030 County BID	160,915.97	79,706.00	81,209.97	101.89 %
4035 County 50% Match	54,923.01	39,583.00	15,340.01	38.75 %
4050 NCTC Administration		3,824.80	-3,824.80	-100.00 %
Other Income				
4950 Interest Income		118.41	-118.41	-100.00 %
Total Other Income		118.41	-118.41	-100.00 %
Total Income	\$215,838.98	\$123,232.21	\$92,606.77	75.15 %
GROSS PROFIT	\$215,838.98	\$123,232.21	\$92,606.77	75.15 %
Expenses				
1- MEDIA & WEBSITE				
50 Advertising / Media				
5130 Print & Online Advertising	27,415.14	19,148.05	8,267.09	43.17 %
5150 Ad Development/Design		1,000.00	-1,000.00	-100.00 %
5170 Photography	325.00		325.00	
5240 Research & Development	8,000.00	6,000.00	2,000.00	33.33 %
5280 Video Development	3,000.00		3,000.00	
5290 Marketing Contingency	1,802.71		1,802.71	
Total 50 Advertising / Media	40,542.85	26,148.05	14,394.80	55.05 %
55 Marketing / Public Relations				
5510 Public Relations Contract	8,683.33	8,333.34	349.99	4.20 %
5540 Clipping Service		648.00	-648.00	-100.00 %
5610 Travel -PR Related	223.47	134.57	88.90	66.06 %
5680 Visiting Media FAM Expenses		782.50	-782.50	-100.00 %
Total 55 Marketing / Public Relations	8,906.80	9,898.41	-991.61	-10.02 %
57 Website Maint / Development				
5710 Interactive Media Coordinator	62.60	2,500.00	-2,437.40	-97.50 %
5750 Development/ Maintenance	141.51	651.76	-510.25	-78.29 %
5780 Interactive Marketing	34.95	29.95	5.00	16.69 %
Total 57 Website Maint / Development	239.06	3,181.71	-2,942.65	-92.49 %
58 Leisure / Group Sales				
5810 Promotion Items, Booth Develop		644.50	-644.50	-100.00 %
5820 Consumer & Trade Shows		3,570.00	-3,570.00	-100.00 %
Total 58 Leisure / Group Sales		4,214.50	-4,214.50	-100.00 %
Total 1- MEDIA & WEBSITE	49,688.71	43,442.67	6,246.04	14.38 %

Mendocino County Tourism Commission

Profit and Loss Comparison

December 2022

	TOTAL			
	DEC 2022	DEC 2021 (PY)	CHANGE	% CHANGE
2- VISITOR SVS / PARTNERSHIPS				
Partnerships				
6550 Conferences & Seminars	3,003.99		3,003.99	
6570 In-County Relations	1,835.20	905.64	929.56	102.64 %
6575 Stakeholder Networking	355.30		355.30	
6590 Memberships		375.00	-375.00	-100.00 %
6610 North Coast Tourism Council	11,360.34	1,032.30	10,328.04	1,000.49 %
Total Partnerships	16,554.83	2,312.94	14,241.89	615.75 %
Visitor Services				
6720 Event & Festival Guides	435.13		435.13	
6730 Incentives & Sponsorships	1,530.50	1,137.00	393.50	34.61 %
6770 Visitor Centers & Signage	850.00	200.00	650.00	325.00 %
Total Visitor Services	2,815.63	1,337.00	1,478.63	110.59 %
Total 2- VISITOR SVS / PARTNERSHIPS	19,370.46	3,649.94	15,720.52	430.71 %
3- ADMIN EXPENSES				
General Admin				
7010 Accounting	3,237.00		3,237.00	
7060 Bank Fees		45.84	-45.84	-100.00 %
7080 Board Development	10,802.34		10,802.34	
7100 Dues & Subscriptions	5,635.58	1,962.65	3,672.93	187.14 %
7150 Meeting Expenses		44.37	-44.37	-100.00 %
7200 Office Expense	287.10	2,102.62	-1,815.52	-86.35 %
7210 Postage & Shipping	924.98	94.29	830.69	880.99 %
7280 Travel Expenses	2,595.68	946.99	1,648.69	174.10 %
Total General Admin	23,482.68	5,196.76	18,285.92	351.87 %
Occupancy Costs				
7650 Rent	2,456.00	1,949.00	507.00	26.01 %
7660 Insurance	223.00	216.67	6.33	2.92 %
7850 Repairs & Maintenance	699.95	549.95	150.00	27.28 %
7910 Telecommunication	1,757.91	735.95	1,021.96	138.86 %
7950 Utilities	665.10	678.64	-13.54	-2.00 %
7990 Depreciation Expense	644.00	537.00	107.00	19.93 %
Total Occupancy Costs	6,445.96	4,667.21	1,778.75	38.11 %
Total 3- ADMIN EXPENSES	29,928.64	9,863.97	20,064.67	203.41 %
4- PERSONNEL				
8510 Salaries & Wages	25,866.94	18,335.35	7,531.59	41.08 %
8520 Paid Time Off	15,821.87	708.86	15,113.01	2,132.02 %
8530 Payroll Taxes	1,942.52	1,660.62	281.90	16.98 %
8540 Payroll Processing Fees	75.00		75.00	
8550 Workers Comp	105.66	205.00	-99.34	-48.46 %

Mendocino County Tourism Commission

Profit and Loss Comparison

December 2022

	TOTAL			
	DEC 2022	DEC 2021 (PY)	CHANGE	% CHANGE
8570 Health Insurance Allowance	2,700.00	1,700.00	1,000.00	58.82 %
8580 Other Employee Benefits		184.01	-184.01	-100.00 %
8590 Contract Work	4,616.67	250.00	4,366.67	1,746.67 %
8615 Employee Recruitment		210.00	-210.00	-100.00 %
Total 4- PERSONNEL	51,128.66	23,253.84	27,874.82	119.87 %
Payroll Expenses				
Company Contributions				
Retirement	1,247.62		1,247.62	
Total Company Contributions	1,247.62		1,247.62	
Wages				
Bereavement Pay		0.00	0.00	
Total Wages		0.00	0.00	
Total Payroll Expenses	1,247.62	0.00	1,247.62	
Uncategorized Expense	387.63		387.63	
Total Expenses	\$151,751.72	\$80,210.42	\$71,541.30	89.19 %
NET OPERATING INCOME	\$64,087.26	\$43,021.79	\$21,065.47	48.96 %
Other Expenses				
9010 Gain/Loss on Sale of Asset		216.52	-216.52	-100.00 %
Total Other Expenses	\$0.00	\$216.52	\$ -216.52	-100.00 %
NET OTHER INCOME	\$0.00	\$ -216.52	\$216.52	100.00 %
NET INCOME	\$64,087.26	\$42,805.27	\$21,281.99	49.72 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July - December, 2022

	TOTAL			
	JUL - DEC, 2022	JUL - DEC, 2021 (PY)	CHANGE	% CHANGE
Income				
4030 County BID	451,453.37	595,368.00	-143,914.63	-24.17 %
4031 County BID adjustments	557.00	-210,214.52	210,771.52	100.26 %
4035 County 50% Match	268,178.02	237,498.00	30,680.02	12.92 %
4050 NCTC Administration		3,824.80	-3,824.80	-100.00 %
Other Income				
4940 Misc. Income	1,780.40	59,606.48	-57,826.08	-97.01 %
4950 Interest Income	146.98	172.59	-25.61	-14.84 %
Total Other Income	1,927.38	59,779.07	-57,851.69	-96.78 %
Total Income	\$722,115.77	\$686,255.35	\$35,860.42	5.23 %
GROSS PROFIT	\$722,115.77	\$686,255.35	\$35,860.42	5.23 %
Expenses				
1- MEDIA & WEBSITE				
50 Advertising / Media				
5130 Print & Online Advertising	410,372.08	133,043.54	277,328.54	208.45 %
5150 Ad Development/Design	2,000.00	6,420.00	-4,420.00	-68.85 %
5170 Photography	645.00		645.00	
5240 Research & Development	64,706.29	21,000.00	43,706.29	208.13 %
5280 Video Development	18,100.00	8,254.17	9,845.83	119.28 %
5290 Marketing Contingency	1,802.71		1,802.71	
Total 50 Advertising / Media	497,626.08	168,717.71	328,908.37	194.95 %
55 Marketing / Public Relations				
5510 Public Relations Contract	52,099.98	51,324.24	775.74	1.51 %
5540 Clipping Service	3,405.95	3,888.00	-482.05	-12.40 %
5550 In-Market PR Stunts	4,139.52	1,615.63	2,523.89	156.22 %
5560 Media Events	3,679.40	1,015.31	2,664.09	262.39 %
5610 Travel -PR Related	3,167.53	3,263.69	-96.16	-2.95 %
5680 Visiting Media FAM Expenses	7,127.24	3,801.06	3,326.18	87.51 %
Total 55 Marketing / Public Relations	73,619.62	64,907.93	8,711.69	13.42 %
57 Website Maint / Development				
5710 Interactive Media Coordinator	5,062.60	15,000.00	-9,937.40	-66.25 %
5740 Content Creation	8,001.34		8,001.34	
5750 Development/ Maintenance	50,950.43	4,352.56	46,597.87	1,070.59 %
5780 Interactive Marketing	139.80	179.70	-39.90	-22.20 %
Total 57 Website Maint / Development	64,154.17	19,532.26	44,621.91	228.45 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July - December, 2022

	TOTAL			
	JUL - DEC, 2022	JUL - DEC, 2021 (PY)	CHANGE	% CHANGE
58 Leisure / Group Sales				
5810 Promotion Items, Booth Develop	430.68	1,921.22	-1,490.54	-77.58 %
5820 Consumer & Trade Shows		3,570.00	-3,570.00	-100.00 %
5840 State Fair Exhibit	16,035.66		16,035.66	
5880 Travel - Leisure/Group Sales	3,817.20	7,023.92	-3,206.72	-45.65 %
5885 Travel - Group FAMs	692.05	30.00	662.05	2,206.83 %
Total 58 Leisure / Group Sales	20,975.59	12,545.14	8,430.45	67.20 %
Total 1- MEDIA & WEBSITE	656,375.46	265,703.04	390,672.42	147.03 %
2- VISITOR SVS / PARTNERSHIPS				
Partnerships				
6550 Conferences & Seminars	19,683.72	6,103.02	13,580.70	222.52 %
6570 In-County Relations	5,095.84	2,217.43	2,878.41	129.81 %
6575 Stakeholder Networking	2,028.31	66.15	1,962.16	2,966.23 %
6590 Memberships	410.00	3,467.50	-3,057.50	-88.18 %
6610 North Coast Tourism Council	16,004.25	7,143.33	8,860.92	124.04 %
Total Partnerships	43,222.12	18,997.43	24,224.69	127.52 %
Visitor Services				
6720 Event & Festival Guides	31,573.48	25,281.78	6,291.70	24.89 %
6730 Incentives & Sponsorships	10,315.00	5,520.00	4,795.00	86.87 %
6770 Visitor Centers & Signage	5,600.00	1,200.00	4,400.00	366.67 %
Total Visitor Services	47,488.48	32,001.78	15,486.70	48.39 %
Total 2- VISITOR SVS / PARTNERSHIPS	90,710.60	50,999.21	39,711.39	77.87 %
3- ADMIN EXPENSES				
General Admin				
7010 Accounting	17,709.00	11,115.00	6,594.00	59.33 %
7060 Bank Fees	29.80	151.03	-121.23	-80.27 %
7080 Board Development	35,972.34	177.94	35,794.40	20,115.99 %
7090 Copying & Printing		507.20	-507.20	-100.00 %
7100 Dues & Subscriptions	21,965.99	10,919.80	11,046.19	101.16 %
7150 Meeting Expenses	412.57	211.65	200.92	94.93 %
7200 Office Expense	4,708.93	5,253.14	-544.21	-10.36 %
7210 Postage & Shipping	3,292.31	930.31	2,362.00	253.89 %
7280 Travel Expenses	7,859.52	5,822.87	2,036.65	34.98 %
Total General Admin	91,950.46	35,088.94	56,861.52	162.05 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July - December, 2022

	TOTAL			
	JUL - DEC, 2022	JUL - DEC, 2021 (PY)	CHANGE	% CHANGE
Occupancy Costs				
7650 Rent	14,736.00	11,444.00	3,292.00	28.77 %
7660 Insurance	1,623.00	1,300.00	323.00	24.85 %
7850 Repairs & Maintenance	3,238.20	2,359.70	878.50	37.23 %
7890 Taxes	122.14	80.72	41.42	51.31 %
7910 Telecommunication	5,879.92	4,694.76	1,185.16	25.24 %
7950 Utilities	3,738.45	3,346.33	392.12	11.72 %
7990 Depreciation Expense	3,766.00	2,552.00	1,214.00	47.57 %
Total Occupancy Costs	33,103.71	25,777.51	7,326.20	28.42 %
Total 3- ADMIN EXPENSES	125,054.17	60,866.45	64,187.72	105.46 %
4- PERSONNEL				
8510 Salaries & Wages	144,360.78	130,361.54	13,999.24	10.74 %
8520 Paid Time Off	33,914.98	5,836.13	28,078.85	481.12 %
8530 Payroll Taxes	12,812.68	11,294.00	1,518.68	13.45 %
8540 Payroll Processing Fees	420.00		420.00	
8550 Workers Comp	2,041.51	-1,715.00	3,756.51	219.04 %
8570 Health Insurance Allowance	14,450.00	9,450.00	5,000.00	52.91 %
8580 Other Employee Benefits	1,003.00	184.01	818.99	445.08 %
8590 Contract Work	23,362.10	3,150.00	20,212.10	641.65 %
8615 Employee Recruitment	865.48	210.00	655.48	312.13 %
Total 4- PERSONNEL	233,230.53	158,770.68	74,459.85	46.90 %
Payroll Expenses				
Company Contributions				
Retirement	2,583.46		2,583.46	
Total Company Contributions	2,583.46		2,583.46	
Total Payroll Expenses	2,583.46		2,583.46	
Uncategorized Expense	797.63		797.63	
Total Expenses	\$1,108,751.85	\$536,339.38	\$572,412.47	106.73 %
NET OPERATING INCOME	\$ -386,636.08	\$149,915.97	\$ -536,552.05	-357.90 %
Other Expenses				
9010 Gain/Loss on Sale of Asset		216.52	-216.52	-100.00 %
Total Other Expenses	\$0.00	\$216.52	\$ -216.52	-100.00 %
NET OTHER INCOME	\$0.00	\$ -216.52	\$216.52	100.00 %
NET INCOME	\$ -386,636.08	\$149,699.45	\$ -536,335.53	-358.27 %