

	2016-2017 Proposed Scott	2016-2017 Modified Brent		COMMENTS
INCOME				
MCLA BID Assessment	333,270.00	207,174.00		Overage received from MCLA
MCPA Matching Funds	0.00	0.00		
Payments directly to MCTC (include BID & Match)	1,200,000.00	1,200,000.00		
Overage from previous FY				
North Coast Tourism Council Administration	9,000.00	19,000.00		Income for administering organization
Other Income (visitor guide & calendar advertising)				
Sponsorship Program				xtra payment from MCPA - \$18125 needs to be paid back
Other Income (misc)	20,900.00	20,900.00		events, retail, trade shows, etc.
Interest	100.00	100.00		interest from money in bank account
Reserve		130,344.00		
Total Income	1,563,270.00	1,577,518.00		
MARKETING ACTIVITIES - MEDIA & WEBSITE				
Advertising/Media				
Print and On-Line Advertising	260,000.00	270,593.00	< breakdown	
			105,593.00	Print & Direct Mail
			31,800.00	Emarketing
			133,200.00	Digital & Broadcast
Marketing & Advertising Contingency	150,000.00	150,000.00		Includes opportunistic funds and co-op program with Visit CA or similar
Advertising Development and Design	5,000.00	6,000.00		See chart you provided - a lot of this needs to be recategorized
Photography	10,000.00	10,000.00		for photo usage and production of new photos
Video Development	20,000.00	20,000.00		
AdverGame Development	-	12,000.00		Hidden Object Game Application
Direct Mail	-	-		Moved into Print & On-Line Advertising
Research & Development	40,000.00	20,000.00		Changing this line item to be used for a Long-Term Strategic Plan
Total Advertising/Media	485,000.00	488,593.00		
Public Relations				
Public Relations Contract	130,000.00	135,000.00		Working with Koli & DCI - more robust campaign
In-Market PR Stunts	5,000.00	5,000.00		two onsite radio productions to coincide with mushroom and crab festivals
Visiting Media and FAM group Expenses	15,000.00	10,000.00		Changed to reflect just media FAMs
Visit California Media Events		2,500.00		two media events with Visit CA - LA & SF
Taste of Mendocino				On hold until next year. Support event with Mendocino Winegrowers, Inc
Public Relations Related Travel	10,000.00	10,000.00		staff/contractor travel to media tours & PR events

<i>Communications Coordinator</i>	60,000.00	60,000.00		independent contractor (Alison DeGrassi) to support PR agencies & internal PR
Total Public Relations	220,000.00	222,500.00		
Website Maintenance /Development				
<i>Interactive Marketing (social, e-newsletter, etc)</i>	24,000.00	12,000.00		social media analytics, enewsletters, contests
<i>Development/Maintenance</i>	25,000.00	25,000.00		hosting, updates, content development, SEO
<i>Interactive Media Coordinator</i>	36,000.00	36,000.00		
Total Website Maintenance/Development	85,000.00	73,000.00		
Leisure/Group Sales				
<i>Consumer and Trade Shows</i>	14,000.00	12,000.00		Sunset celebration, Bay Area Travel Show, etc.
<i>Travel Shows - Shipping</i>	3,000.00	3,000.00		Getting materials to above shows
<i>Misc Sales Opportunities</i>	2,000.00	2,000.00		opportunities to co-op with specific programs with North Coast Tourism Council
<i>State Fair Exhibit</i>	5,000.00	5,000.00		cost to have exhibit in Sacramento for State Fair
<i>Booth Development and Give-A-Ways</i>	4,000.00	5,000.00		cost of green bags (sponsored), pull up banners, etc
<i>Leisure/Group Sales Staff Related Travel</i>	12,000.00	10,000.00		staff/contractor travel to shows, sales meetings
<i>Group Travel FAMS</i>		8,000.00		
Total Leisure/Group Sales	40,000.00	45,000.00		
MARKETING ACTIVITIES - VISITOR SERVICES & PARTNERSHIPS				
Visitor Services/Fulfillment				
<i>2015 Visitor Guide and calendar</i>	20,000.00	-		For distribution and printing (if nec.) - not planning on producing new guide this FY
<i>In County Guides (themed & tear off maps)</i>	5,000.00	15,000.00		art guides, wine maps, meeting guides, etc
<i>Signage - Gateway, Kiosks and Directional</i>	10,000.00	8,000.00		gateway signs - complete one in process
<i>Incentive & Sponsorship Programs</i>		46,000.00	< breakdown	
<i>Visitor Center/Information Support</i>	6,000.00		6,000.00	Chambers of Commerce
<i>Event Partnership Funding</i>	9,000.00		25,000.00	Grant funds to support county events & programs
<i>Advertising Sponsorships/Customer Incentives</i>			15,000.00	Advertising & Marketing Sponsorships/Customer Incentives
<i>Event & Festival Guide Printing and Distribution</i>	16,000.00	16,000.00		mushroom guide, crab guide, two semi-annual event calendars; includes distribution
<i>Retail Items</i>	8,500.00	10,000.00		offset under income; goal is to break even with retail
<i>In-County Mixers, Fairs</i>	500.00	-		Moved to In-County Relations. Attend chamber mixers and other fairs
Total Visitor Services/Fulfillment	75,000.00	95,000.00		
Partnerships				
<i>North Coast Tourism Council</i>		10,000.00		Normal county membership is \$10K; we receive \$9K for administration
<i>Memberships - CVB's, CalTIA, Chambers, MPI</i>	7,000.00	7,000.00		Cal Travel, DMAI, WACVB, Chambers - annual membership costs
<i>Conferences and Seminars</i>	5,000.00	5,000.00		Cal Travel, DMAI, WACVB conference registration and meeting costs
<i>Partnership Related Staff Travel</i>	7,000.00	-		staff travel to conferences, meetings both inside and outside of county
<i>In-County Relations</i>	1,000.00	1,000.00		misc costs to support strong partnerships throughout county
<i>Arts Council Sponsorship</i>	14,400.00	-		Moved into Incentive & Sponsorship Programs

Total Partnerships	34,400.00	13,000.00		
ADMINISTRATIVE EXPENSES				
Office/ Storage Rent	21,600.00	21,600.00		Fort Bragg and Ukiah offices
Office Supplies	17,456.00	10,500.00	< breakdown	miscellaneous office supplies & repairs/maintenance
			6,000.00	Office supplies
			3,000.00	Office equipment
			1,500.00	CRM (Big Contacts)
Maintenance		5,000.00		Repairs & maintenace (and potential move)
Postage/Shipping	1,000.00	13,142.00		Postage for mailings/shipping/Certified Folder
Copying/Printing	200.00	1,200.00		Copier lease/miscellaneous copying/printing - meeting materials, marketing plans, etc
Telephone/Telecommunications	9,000.00	3,750.00	< breakdown	office phones, 3 1/2 cell phones for staff
			1,500.00	Cell phones for three staff
			1,500.00	Ooma System
			750.00	Misc
Utilities	5,500.00	5,500.00		internet, propane, garbage, water
Company Car Lease		7,450.00	< breakdown	
			4,200.00	Company car lease
			1,250.00	Gasoline
			1,500.00	Auto Insurance
			500.00	Maintenance
Visit Mendocino County, Inc. Administrative Travel	6,000.00	6,000.00	< breakdown	miscellaneous staff travel & entertainment for meetings, etc
			2,900.00	Mileage reimbursement
			1,800.00	Lodging
			1,000.00	Meals
			300.00	Other
Meeting Expenses	500.00	500.00		food for meetings, if necessary
Board Development & Training		3,500.00		
Legal Fees	4,000.00	4,000.00		for legal services, if needed
Accounting Fees	6,720.00	9,000.00		annual audit, tax filing
Bookkeeping	4,500.00	6,000.00		bookkeeping for organization
Insurance - BOD and Liability	3,000.00	3,000.00		D&O insurance for BOD, liability insurances
Bank Fees	50.00	50.00		Paypal fees and credit card processing fees - includes "bad debt"
County Administrative Fee	24,000.00	24,000.00		
Total Administrative Expenses	103,526.00	124,192.00		
Personnel				
Salaries	290,000.00	300,000.00		Supports 5.5 full-time equivalent employees

<i>Contract Work - Misc.</i>	6,000.00	5,400.00		miscellaneous contracted work (special projects, etc)
<i>Searchwide Executive Director Search</i>	40,000.00	23,334.00		Approved by MCTC Board at their March 2016 meeting (approved to spend up to \$40K)
<i>Payroll Taxes</i>	28,025.00	30,000.00		taxes required for salaries
<i>Worker's Comp Insurance</i>	2,975.00	2,975.00		insurance required for employees
<i>Medical Insurance & other benefits</i>	23,000.00	20,880.00		medical and other benefits as outlined in employee handbook and ED contract
<i>Other Employee Benefits</i>		3,300.00		
Total Personnel	390,000.00	385,889.00		
Reserve/Contingency Account	130,344.00	130,344.00		
TOTAL EXPENSES	1,563,270.00	1,577,518.00		
Over/Under	-	-		