

Mendocino County Tourism Commission

Balance Sheet Comparison

As of January 31, 2025

	TOTAL			
	AS OF JAN 31, 2025	AS OF JAN 31, 2024 (PY)	CHANGE	% CHANGE
ASSETS				
Current Assets				
Bank Accounts				
1005 SBMC Checking	230,056.03	196,400.57	33,655.46	17.14 %
1010 SBMC Contingency/Savings	600,905.26	1,000,497.46	-399,592.20	-39.94 %
1030 Cash drawer	100.00	100.00	0.00	0.00 %
Total Bank Accounts	\$831,061.29	\$1,196,998.03	\$ -365,936.74	-30.57 %
Accounts Receivable				
1100 Accounts Receivable	0.00	12,500.00	-12,500.00	-100.00 %
Total Accounts Receivable	\$0.00	\$12,500.00	\$ -12,500.00	-100.00 %
Other Current Assets				
1230 Prepaid Expenses	3,095.05	24,547.38	-21,452.33	-87.39 %
1250 Refundable Deposits	1,800.00	1,800.00	0.00	0.00 %
1270 Receivable Other	-4,107.06	-4,107.06	0.00	0.00 %
1290 Loan to Employee	0.00	0.00	0.00	
Undeposited Funds	0.00	0.00	0.00	
Total Other Current Assets	\$787.99	\$22,240.32	\$ -21,452.33	-96.46 %
Total Current Assets	\$831,849.28	\$1,231,738.35	\$ -399,889.07	-32.47 %
Fixed Assets				
1510 Furniture and Equipment	46,655.22	41,311.75	5,343.47	12.93 %
1600 Accumulated Depreciation	-36,826.02	-28,453.70	-8,372.32	-29.42 %
Total Fixed Assets	\$9,829.20	\$12,858.05	\$ -3,028.85	-23.56 %
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	\$841,678.48	\$1,244,596.40	\$ -402,917.92	-32.37 %
LIABILITIES AND EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 Accounts Payable	8,322.33	62,203.69	-53,881.36	-86.62 %
Total Accounts Payable	\$8,322.33	\$62,203.69	\$ -53,881.36	-86.62 %
Credit Cards				
Ramp Card	0.00	11,633.31	-11,633.31	-100.00 %

Mendocino County Tourism Commission

Balance Sheet Comparison

As of January 31, 2025

	TOTAL			
	AS OF JAN 31, 2025	AS OF JAN 31, 2024 (PY)	CHANGE	% CHANGE
Total Credit Cards	\$0.00	\$11,633.31	\$ -11,633.31	-100.00 %
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	186.77	198.56	-11.79	-5.94 %
2270 Accrued Payroll	5,540.49	7,521.27	-1,980.78	-26.34 %
2275 Accrued PTO	11,573.25	11,365.71	207.54	1.83 %
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	0.00	0.00 %
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	
Total Payroll Liabilities	17,300.54	19,085.57	-1,785.03	-9.35 %
Total Other Current Liabilities	\$18,415.54	\$20,200.57	\$ -1,785.03	-8.84 %
Total Current Liabilities	\$26,737.87	\$94,037.57	\$ -67,299.70	-71.57 %
Total Liabilities	\$26,737.87	\$94,037.57	\$ -67,299.70	-71.57 %
Equity				
3100 Contingency-Restricted	187,622.35	187,622.35	0.00	0.00 %
3900 Unrestricted Net Assets (RE)	1,039,404.46	1,431,851.51	-392,447.05	-27.41 %
Opening Bal Equity	0.00	0.00	0.00	
Net Income	-412,086.20	-468,915.03	56,828.83	12.12 %
Total Equity	\$814,940.61	\$1,150,558.83	\$ -335,618.22	-29.17 %
TOTAL LIABILITIES AND EQUITY	\$841,678.48	\$1,244,596.40	\$ -402,917.92	-32.37 %

Mendocino County Tourism Commission
Budget vs. Actuals: FY 24/25 - FY25 P&L
 July 2024 - June 2025

	Jan 2025				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Income								
4030 County BID		125,000.00	-125,000.00	0.00%	390,544.12	1,500,000.00	-1,109,455.88	26.04%
4031 County BID adjustments		0.00	0.00		0.00	-45,000.00	45,000.00	0.00%
4035 County 50% Match			0.00		12,500.00	0.00	12,500.00	
Other Income			0.00		171.31	0.00	171.31	
Total Income	\$ 0.00	\$ 125,000.00	\$ -125,000.00	0.00%	\$ 403,215.43	\$ 1,455,000.00	\$ -1,051,784.57	27.71%
Gross Profit	\$ 0.00	\$ 125,000.00	\$ -125,000.00	0.00%	\$ 403,215.43	\$ 1,455,000.00	\$ -1,051,784.57	27.71%
Expenses								
1- MEDIA & WEBSITE	28,622.53	46,866.66	-18,244.13	61.07%	302,406.51	601,856.66	-299,450.15	50.25%
2- VISITOR SVS / PARTNERSHIPS	20,917.45	35,083.33	-14,165.88	59.62%	74,988.21	273,892.00	-198,903.79	27.38%
3- ADMIN EXPENSES	15,164.66	16,583.00	-1,418.34	91.45%	134,528.10	211,211.00	-76,682.90	63.69%
4- PERSONNEL	49,695.23	60,874.13	-11,178.90	81.64%	358,240.02	655,234.57	-296,994.55	54.67%
Payroll Expenses	1,345.12		1,345.12		9,849.43	0.00	9,849.43	
Total Expenses	\$ 115,744.99	\$ 159,407.12	\$ -43,662.13	72.61%	\$ 880,012.27	\$ 1,742,194.23	\$ -862,181.96	50.51%
Net Operating Income	\$ -115,744.99	\$ -34,407.12	\$ -81,337.87	336.40%	\$ -476,796.84	\$ -287,194.23	\$ -189,602.61	166.02%
Net Income	\$ -115,744.99	\$ -34,407.12	\$ -81,337.87	336.40%	\$ -476,796.84	\$ -287,194.23	\$ -189,602.61	166.02%

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Mendocino County Tourism Commission
Budget vs. Actuals: FY 24/25 - FY25 P&L
 July 2024 - June 2025

	Jan 2025				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Income								
4030 County BID		125,000.00	-125,000.00	0.00%	390,544.12	1,500,000.00	-1,109,455.88	26.04%
4031 County BID adjustments		0.00	0.00		0.00	-45,000.00	45,000.00	0.00%
4035 County 50% Match			0.00		12,500.00	0.00	12,500.00	
Other Income			0.00		0.00	0.00	0.00	
4950 Interest Income			0.00		171.31	0.00	171.31	
Total Other Income	\$ 0.00	\$ 0.00	\$ 0.00	0.00%	\$ 171.31	\$ 0.00	\$ 171.31	
Total Income	\$ 0.00	\$ 125,000.00	\$ -125,000.00	0.00%	\$ 403,215.43	\$ 1,455,000.00	\$ -1,051,784.57	27.71%
Gross Profit	\$ 0.00	\$ 125,000.00	\$ -125,000.00	0.00%	\$ 403,215.43	\$ 1,455,000.00	\$ -1,051,784.57	27.71%
Expenses								
1- MEDIA & WEBSITE			0.00		0.00	0.00	0.00	
50 Advertising / Media	500.00		500.00		4,000.00	0.00	4,000.00	
5130 Print & Online Advertising	14,747.36	25,000.00	-10,252.64	58.99%	140,468.17	315,000.00	-174,531.83	44.59%
5170 Photography		1,000.00	-1,000.00	0.00%	4,550.00	12,000.00	-7,450.00	37.92%
5240 Research & Development	1,000.00	500.00	500.00	200.00%	33,000.00	6,000.00	27,000.00	550.00%
5280 Video Development		1,250.00	-1,250.00	0.00%	5,877.78	15,000.00	-9,122.22	39.19%
5290 Marketing Contingency		1,000.00	-1,000.00	0.00%	0.00	12,000.00	-12,000.00	0.00%
Total 50 Advertising / Media	\$ 16,247.36	\$ 28,750.00	\$ -12,502.64	56.51%	\$ 187,895.95	\$ 360,000.00	\$ -172,104.05	52.19%
55 Marketing / Public Relations			0.00		0.00	0.00	0.00	
5510 Public Relations Contract	9,256.66	9,516.66	-260.00	97.27%	74,053.28	114,200.00	-40,146.72	64.85%
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		750.00	-750.00	0.00%	0.00	9,000.00	-9,000.00	0.00%
5560 Media Events		250.00	-250.00	0.00%	1,805.00	9,666.66	-7,861.66	18.67%
5610 Travel -PR Related		0.00	0.00		4,018.14	3,000.00	1,018.14	133.94%
5680 Visiting Media FAM Expenses		500.00	-500.00	0.00%	4,519.38	6,000.00	-1,480.62	75.32%
Total 55 Marketing / Public Relations	\$ 9,256.66	\$ 13,016.66	\$ -3,760.00	71.11%	\$ 84,395.80	\$ 165,866.66	\$ -81,470.86	50.88%
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%	20,000.00	18,000.00	2,000.00	111.11%
5750 Development/ Maintenance	618.51	500.00	118.51	123.70%	8,634.28	6,000.00	2,634.28	143.90%
5780 Interactive Marketing		100.00	-100.00	0.00%	900.00	1,200.00	-300.00	75.00%
Total 57 Website Maint / Development	\$ 3,118.51	\$ 4,600.00	\$ -1,481.49	67.79%	\$ 29,534.28	\$ 55,200.00	\$ -25,665.72	53.50%
58 Leisure / Group Sales			0.00		0.00	0.00	0.00	
5810 Promotion Items, Booth Develop		0.00	0.00		692.94	3,000.00	-2,307.06	23.10%
5820 Consumer & Trade Shows		0.00	0.00		0.00	6,300.00	-6,300.00	0.00%
5880 Travel - Leisure/Group Sales		0.00	0.00		137.54	5,490.00	-5,352.46	2.51%
5885 Travel - Group FAMs			0.00		-250.00	0.00	-250.00	
5890 Misc. Sales Opportunities		500.00	-500.00	0.00%	0.00	6,000.00	-6,000.00	0.00%
Total 58 Leisure / Group Sales	\$ 0.00	\$ 500.00	\$ -500.00	0.00%	\$ 580.48	\$ 20,790.00	\$ -20,209.52	2.79%
Total 1- MEDIA & WEBSITE	\$ 28,622.53	\$ 46,866.66	\$ -18,244.13	61.07%	\$ 302,406.51	\$ 601,856.66	\$ -299,450.15	50.25%
2- VISITOR SVS / PARTNERSHIPS			0.00		0.00	0.00	0.00	
Partnerships			0.00		0.00	0.00	0.00	
6550 Conferences & Seminars	5,104.05	3,400.00	1,704.05	150.12%	12,737.20	8,500.00	4,237.20	149.85%
6555 Conferences & Seminars Travel		6,150.00	-6,150.00	0.00%	2,428.22	15,810.00	-13,381.78	15.36%
6570 In-County Relations	3,531.10	2,550.00	981.10	138.47%	8,744.13	14,100.00	-5,355.87	62.02%
6575 Stakeholder Networking	30.00	500.00	-470.00	6.00%	104.15	6,000.00	-5,895.85	1.74%
6580 Contracted Writing Services			0.00		480.00	0.00	480.00	
6590 Memberships	250.00	0.00	250.00		3,151.26	6,482.00	-3,330.74	48.62%
6610 North Coast Tourism Council	10,500.00	2,000.00	8,500.00	525.00%	21,000.00	24,000.00	-3,000.00	87.50%
Total Partnerships	\$ 19,415.15	\$ 14,600.00	\$ 4,815.15	132.98%	\$ 48,644.96	\$ 74,892.00	\$ -26,247.04	64.95%
Visitor Services			0.00		0.00	0.00	0.00	
6720 Event & Festival Guides	362.00	9,591.66	-9,229.66	3.77%	14,667.68	96,100.00	-81,432.32	15.26%
6730 Incentives & Sponsorships	1,140.30	4,225.00	-3,084.70	26.99%	7,666.30	22,900.00	-15,233.70	33.48%
6770 Visitor Centers & Signage		6,666.67	-6,666.67	0.00%	4,009.27	80,000.00	-75,990.73	5.01%
Total Visitor Services	\$ 1,502.30	\$ 20,483.33	\$ -18,981.03	7.33%	\$ 26,343.25	\$ 199,000.00	\$ -172,656.75	13.24%
Total 2- VISITOR SVS / PARTNERSHIPS	\$ 20,917.45	\$ 35,083.33	\$ -14,165.88	59.62%	\$ 74,988.21	\$ 273,892.00	\$ -198,903.79	27.38%
3- ADMIN EXPENSES			0.00		0.00	0.00	0.00	
General Admin			0.00		0.00	0.00	0.00	
7010 Accounting		2,300.00	-2,300.00	0.00%	17,069.00	36,300.00	-19,231.00	47.02%

7060 Bank Fees	5.00	50.00	-45.00	10.00%	39.90	600.00	-560.10	6.65%
7080 Board Development	6,240.00	6,275.00	-35.00	99.44%	34,284.22	76,265.00	-41,980.78	44.95%
7090 Copying & Printing		200.00	-200.00	0.00%	0.00	2,400.00	-2,400.00	0.00%
7100 Dues & Subscriptions	3,596.97	1,353.00	2,243.97	265.85%	32,864.59	16,236.00	16,628.59	202.42%
7130 Legal Fees		250.00	-250.00	0.00%	280.00	3,000.00	-2,720.00	9.33%
7150 Meeting Expenses		185.00	-185.00	0.00%	820.52	2,220.00	-1,399.48	36.96%
7200 Office Expense		150.00	-150.00	0.00%	1,693.42	1,800.00	-106.58	94.08%
7210 Postage & Shipping	377.29	350.00	27.29	107.80%	2,421.21	4,200.00	-1,778.79	57.65%
7280 Travel Expenses		750.00	-750.00	0.00%	7,046.83	9,000.00	-1,953.17	78.30%
Total General Admin	\$ 10,219.26	\$ 11,863.00	\$ -1,643.74	86.14%	\$ 96,519.69	\$ 152,021.00	\$ -55,501.31	63.49%
Occupancy Costs			0.00		0.00	0.00	0.00	
7650 Rent	2,300.00	2,700.00	-400.00	85.19%	16,100.00	32,400.00	-16,300.00	49.69%
7660 Insurance	216.33	0.00	216.33		1,514.31	2,450.00	-935.69	61.81%
7850 Repairs & Maintenance	254.95	575.00	-320.05	44.34%	2,664.59	6,900.00	-4,235.41	38.62%
7890 Taxes		0.00	0.00		279.26	100.00	179.26	279.26%
7910 Telecommunication	627.05	600.00	27.05	104.51%	7,108.65	7,200.00	-91.35	98.73%
7950 Utilities	867.40	845.00	22.40	102.65%	5,166.59	10,140.00	-4,973.41	50.95%
7990 Depreciation Expense	679.67		679.67		5,175.01	0.00	5,175.01	
Total Occupancy Costs	\$ 4,945.40	\$ 4,720.00	\$ 225.40	104.78%	\$ 38,008.41	\$ 59,190.00	\$ -21,181.59	64.21%
Total 3- ADMIN EXPENSES	\$ 15,164.66	\$ 16,583.00	\$ -1,418.34	91.45%	\$ 134,528.10	\$ 211,211.00	\$ -76,682.90	63.69%
4- PERSONNEL			0.00		0.00	0.00	0.00	
8510 Salaries & Wages	28,328.33	35,360.00	-7,031.67	80.11%	233,152.58	424,320.00	-191,167.42	54.95%
8520 Paid Time Off	569.95	11,478.70	-10,908.75	4.97%	7,478.68	51,438.40	-43,959.72	14.54%
8530 Payroll Taxes	7,031.29	4,897.36	2,133.93	143.57%	24,858.21	58,768.32	-33,910.11	42.30%
8540 Payroll Processing Fees		85.00	-85.00	0.00%	761.00	2,071.00	-1,310.00	36.75%
8550 Workers Comp	172.33	303.07	-130.74	56.86%	1,222.31	3,636.85	-2,414.54	33.61%
8570 Health Insurance Allowance	2,750.00	2,750.00	0.00	100.00%	20,125.00	33,000.00	-12,875.00	60.98%
8580 Other Employee Benefits	385.00	0.00	385.00		1,320.00	3,000.00	-1,680.00	44.00%
8590 Contract Work	10,458.33	6,000.00	4,458.33	174.31%	69,322.24	79,000.00	-9,677.76	87.75%
Total 4- PERSONNEL	\$ 49,695.23	\$ 60,874.13	\$ -11,178.90	81.64%	\$ 358,240.02	\$ 655,234.57	\$ -296,994.55	54.67%
Payroll Expenses			0.00		0.00	0.00	0.00	
Company Contributions			0.00		0.00	0.00	0.00	
Retirement	1,345.12		1,345.12		9,849.43	0.00	9,849.43	
Total Company Contributions	\$ 1,345.12	\$ 0.00	\$ 1,345.12		\$ 9,849.43	\$ 0.00	\$ 9,849.43	
Total Payroll Expenses	\$ 1,345.12	\$ 0.00	\$ 1,345.12		\$ 9,849.43	\$ 0.00	\$ 9,849.43	
Total Expenses	\$ 115,744.99	\$ 159,407.12	\$ -43,662.13	72.61%	\$ 880,012.27	\$ 1,742,194.23	\$ -862,181.96	50.51%
Net Operating Income	\$ -115,744.99	\$ -34,407.12	\$ -81,337.87	336.40%	\$ -476,796.84	\$ -287,194.23	\$ -189,602.61	166.02%
Net Income	\$ -115,744.99	\$ -34,407.12	\$ -81,337.87	336.40%	\$ -476,796.84	\$ -287,194.23	\$ -189,602.61	166.02%

Monday, Feb 17, 2025 05:47:31 PM GMT-8 - Accrual Basis

Visit Mendocino County

Statement of Cash Flows

January - December 2025

	TOTAL
OPERATING ACTIVITIES	
Net Income	-180,455.63
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1230 Prepaid Expenses	5,868.20
2000 Accounts Payable	-9,161.66
Ramp Card	-9,364.79
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	203.36
2270 Payroll Liabilities:Accrued Payroll	-31.96
2275 Payroll Liabilities:Accrued PTO	16.10
Direct Deposit Payable	0.00
Payroll Liabilities:401(k) Contribution	2,339.01
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	-10,131.74
Net cash provided by operating activities	\$ -190,587.37
INVESTING ACTIVITIES	
1600 Accumulated Depreciation	679.67
Net cash provided by investing activities	\$679.67
NET CASH INCREASE FOR PERIOD	\$ -189,907.70
Cash at beginning of period	953,806.62
CASH AT END OF PERIOD	\$763,898.92

Mendocino County Tourism Commission

Profit and Loss Comparison

July 2024 - January 2025

	TOTAL			
	JUL 2024 - JAN 2025	JUL 2023 - JAN 2024 (PY)	CHANGE	% CHANGE
Income				
4030 County BID	390,544.12	655,181.90	-264,637.78	-40.39 %
4035 County 50% Match	12,500.00	83,369.08	-70,869.08	-85.01 %
Other Income				
4940 Misc. Income		3,000.00	-3,000.00	-100.00 %
4950 Interest Income	171.31	252.15	-80.84	-32.06 %
Total Other Income	171.31	3,252.15	-3,080.84	-94.73 %
Total Income	\$403,215.43	\$741,803.13	\$ -338,587.70	-45.64 %
GROSS PROFIT	\$403,215.43	\$741,803.13	\$ -338,587.70	-45.64 %
Expenses				
1- MEDIA & WEBSITE				
50 Advertising / Media	4,000.00	3,000.00	1,000.00	33.33 %
5130 Print & Online Advertising	140,468.17	350,685.54	-210,217.37	-59.94 %
5150 Ad Development/Design		2,779.13	-2,779.13	-100.00 %
5170 Photography	4,550.00	4,934.00	-384.00	-7.78 %
5240 Research & Development	28,000.00	37,660.00	-9,660.00	-25.65 %
5280 Video Development	5,877.78	14,377.87	-8,500.09	-59.12 %
Total 50 Advertising / Media	182,895.95	413,436.54	-230,540.59	-55.76 %
55 Marketing / Public Relations				
5510 Public Relations Contract	64,796.62	64,166.62	630.00	0.98 %
5540 Clipping Service		4,885.95	-4,885.95	-100.00 %
5550 In-Market PR Stunts		2,258.05	-2,258.05	-100.00 %
5560 Media Events	1,805.00	7,761.68	-5,956.68	-76.74 %
5610 Travel -PR Related	3,925.15	7,643.32	-3,718.17	-48.65 %
5680 Visiting Media FAM Expenses	4,519.38	4,798.24	-278.86	-5.81 %
Total 55 Marketing / Public Relations	75,046.15	91,513.86	-16,467.71	-17.99 %
57 Website Maint / Development				
5740 Content Creation	20,000.00	22,400.00	-2,400.00	-10.71 %
5750 Development/ Maintenance	8,634.28	10,710.68	-2,076.40	-19.39 %
5780 Interactive Marketing	900.00	33,507.03	-32,607.03	-97.31 %
Total 57 Website Maint / Development	29,534.28	66,617.71	-37,083.43	-55.67 %
58 Leisure / Group Sales				
5810 Promotion Items, Booth Develop	692.94	10,529.62	-9,836.68	-93.42 %
5840 State Fair Exhibit		7,039.91	-7,039.91	-100.00 %
5880 Travel - Leisure/Group Sales	137.54	698.04	-560.50	-80.30 %
5885 Travel - Group FAMs	-250.00	926.21	-1,176.21	-126.99 %
5890 Misc. Sales Opportunities		7,000.00	-7,000.00	-100.00 %
Total 58 Leisure / Group Sales	580.48	26,193.78	-25,613.30	-97.78 %
Total 1- MEDIA & WEBSITE	288,056.86	597,761.89	-309,705.03	-51.81 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July 2024 - January 2025

	TOTAL			
	JUL 2024 - JAN 2025	JUL 2023 - JAN 2024 (PY)	CHANGE	% CHANGE
2- VISITOR SVS / PARTNERSHIPS				
Partnerships				
6550 Conferences & Seminars	12,737.20	2,445.90	10,291.30	420.76 %
6555 Conferences & Seminars Travel	2,428.22	8,396.73	-5,968.51	-71.08 %
6570 In-County Relations	8,676.72	10,631.81	-1,955.09	-18.39 %
6575 Stakeholder Networking	104.15	3,894.75	-3,790.60	-97.33 %
6580 Contracted Writing Services	480.00	5,520.00	-5,040.00	-91.30 %
6590 Memberships	2,651.26	16,391.63	-13,740.37	-83.83 %
6610 North Coast Tourism Council	21,000.00	4,933.02	16,066.98	325.70 %
Total Partnerships	48,077.55	52,213.84	-4,136.29	-7.92 %
Visitor Services				
6720 Event & Festival Guides	10,009.26	26,687.37	-16,678.11	-62.49 %
6730 Incentives & Sponsorships	7,666.30	42,730.17	-35,063.87	-82.06 %
6770 Visitor Centers & Signage	800.00	5,841.52	-5,041.52	-86.30 %
Total Visitor Services	18,475.56	75,259.06	-56,783.50	-75.45 %
Total 2- VISITOR SVS / PARTNERSHIPS	66,553.11	127,472.90	-60,919.79	-47.79 %
3- ADMIN EXPENSES				
General Admin				
7010 Accounting	14,472.00	30,501.00	-16,029.00	-52.55 %
7060 Bank Fees	39.90	70.00	-30.10	-43.00 %
7080 Board Development	28,044.22	43,680.00	-15,635.78	-35.80 %
7100 Dues & Subscriptions	32,864.59	33,880.24	-1,015.65	-3.00 %
7130 Legal Fees		615.00	-615.00	-100.00 %
7140 Licenses & Permits		20.00	-20.00	-100.00 %
7150 Meeting Expenses	800.52	328.40	472.12	143.76 %
7200 Office Expense	1,693.42	10,215.44	-8,522.02	-83.42 %
7210 Postage & Shipping	2,421.21	2,744.99	-323.78	-11.80 %
7280 Travel Expenses	5,915.33	12,388.50	-6,473.17	-52.25 %
Total General Admin	86,251.19	134,443.57	-48,192.38	-35.85 %
Occupancy Costs				
7650 Rent	16,100.00	16,910.00	-810.00	-4.79 %
7660 Insurance	1,514.31	3,238.38	-1,724.07	-53.24 %
7850 Repairs & Maintenance	2,629.64	4,116.85	-1,487.21	-36.12 %
7890 Taxes	279.26	311.04	-31.78	-10.22 %
7910 Telecommunication	6,532.75	5,009.67	1,523.08	30.40 %
7950 Utilities	5,052.88	4,579.60	473.28	10.33 %
7990 Depreciation Expense	5,175.01	4,288.70	886.31	20.67 %
Total Occupancy Costs	37,283.85	38,454.24	-1,170.39	-3.04 %
Total 3- ADMIN EXPENSES	123,535.04	172,897.81	-49,362.77	-28.55 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July 2024 - January 2025

	TOTAL			
	JUL 2024 - JAN 2025	JUL 2023 - JAN 2024 (PY)	CHANGE	% CHANGE
4- PERSONNEL				
8510 Salaries & Wages	217,513.75	206,291.84	11,221.91	5.44 %
8511 Retirement		4,676.77	-4,676.77	-100.00 %
8520 Paid Time Off	7,478.68	4,329.74	3,148.94	72.73 %
8530 Payroll Taxes	23,198.69	23,384.84	-186.15	-0.80 %
8540 Payroll Processing Fees	761.00	873.00	-112.00	-12.83 %
8550 Workers Comp	1,222.31	2,323.44	-1,101.13	-47.39 %
8570 Health Insurance Allowance	18,750.00	20,100.00	-1,350.00	-6.72 %
8580 Other Employee Benefits	1,320.00	1,249.10	70.90	5.68 %
8590 Contract Work	57,743.31	46,685.44	11,057.87	23.69 %
8615 Employee Recruitment		81.67	-81.67	-100.00 %
Total 4- PERSONNEL	327,987.74	309,995.84	17,991.90	5.80 %
Payroll Expenses				
Company Contributions				
Retirement	9,168.88	4,750.98	4,417.90	92.99 %
Total Company Contributions	9,168.88	4,750.98	4,417.90	92.99 %
Total Payroll Expenses	9,168.88	4,750.98	4,417.90	92.99 %
Total Expenses	\$815,301.63	\$1,212,879.42	\$ -397,577.79	-32.78 %
NET OPERATING INCOME	\$ -412,086.20	\$ -471,076.29	\$58,990.09	12.52 %
Other Income				
Redeemed Cash Back		2,161.26	-2,161.26	-100.00 %
Total Other Income	\$0.00	\$2,161.26	\$ -2,161.26	-100.00 %
NET OTHER INCOME	\$0.00	\$2,161.26	\$ -2,161.26	-100.00 %
NET INCOME	\$ -412,086.20	\$ -468,915.03	\$56,828.83	12.12 %