

# Statement of Financial Position Comparison

## Visit Mendocino County

As of January 31, 2026

DISTRIBUTION ACCOUNT	TOTAL			
	AS OF JANUARY 31, 2026	AS OF JANUARY 31, 2025 (PY)	\$ CHANGE (PY)	% CHANGE (PY)
<b>Assets</b>				
<b>Current Assets</b>				
<b>Bank Accounts</b>				
1005 SBMC Checking	38,238.84	230,244.68	-192,005.84	-83.39 %
1010 SBMC	546,148.29	600,905.26	-54,756.97	-9.11 %
Contingency/Savings				
1030 Cash drawer	100.00	100.00	0.00	0.0 %
<b>Total for Bank Accounts</b>	<b>\$584,487.13</b>	<b>\$831,249.94</b>	<b>-\$246,762.81</b>	<b>-29.69 %</b>
<b>Accounts Receivable</b>				
1100 Accounts Receivable	0.00	0.00	0.00	
<b>Total for Accounts Receivable</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	
<b>Other Current Assets</b>				
1230 Prepaid Expenses	36,169.39	12,816.68	23,352.71	182.21 %
1250 Refundable Deposits	1,800.00	1,800.00	0.00	0.0 %
1270 Receivable Other	0.00	-4,107.06	4,107.06	100.0 %
1290 Loan to Employee	0.00	0.00	0.00	
QuickBooks Tax Holding Account	0.00		0.00	
Undeposited Funds	0.00	0.00	0.00	
<b>Total for Other Current Assets</b>	<b>\$37,969.39</b>	<b>\$10,509.62</b>	<b>\$27,459.77</b>	<b>261.28 %</b>
<b>Total for Current Assets</b>	<b>\$622,456.52</b>	<b>\$841,759.56</b>	<b>-\$219,303.04</b>	<b>-26.05 %</b>
<b>Fixed Assets</b>				
1510 Furniture and Equipment	50,080.43	46,655.22	3,425.21	7.34 %
1600 Accumulated Depreciation	-41,027.18	-34,754.95	-6,272.23	-18.05 %
<b>Total for Fixed Assets</b>	<b>\$9,053.25</b>	<b>\$11,900.27</b>	<b>-\$2,847.02</b>	<b>-23.92 %</b>
<b>Other Assets</b>				
1700 Website Development	0.00	0.00	0.00	
1750 Accumulated Amortization	0.00	0.00	0.00	
<b>Total for Other Assets</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	
<b>Total for Assets</b>	<b>\$631,509.77</b>	<b>\$853,659.83</b>	<b>-\$222,150.06</b>	<b>-26.02 %</b>

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## Visit Mendocino County

As of January 31, 2026

DISTRIBUTION ACCOUNT	TOTAL			
	AS OF JANUARY 31, 2026	AS OF JANUARY 31, 2025 (PY)	\$ CHANGE (PY)	% CHANGE (PY)
<b>Liabilities and Equity</b>				
<b>Liabilities</b>				
<b>Current Liabilities</b>				
Accounts Payable				
2000 Accounts Payable	10,480.93	16,908.74	-6,427.81	-38.01 %
<b>Total for Accounts Payable</b>	<b>\$10,480.93</b>	<b>\$16,908.74</b>	<b>-\$6,427.81</b>	<b>-38.01 %</b>
Credit Cards				
Ramp Card	0.00	10,794.96	-10,794.96	-100.0 %
<b>Total for Credit Cards</b>	<b>\$0.00</b>	<b>\$10,794.96</b>	<b>-\$10,794.96</b>	<b>-100.0 %</b>
<b>Other Current Liabilities</b>				
2100 Accrued Expenses	1,115.00	1,115.00	0.00	0.0 %
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	
<b>Payroll Liabilities</b>				
2210 Federal Taxes (941/944)	1,107.75	0.00	1,107.75	
2220 CA PIT / SDI	132.50	0.00	132.50	
2230 CA SUI / ETT	133.00	0.00	133.00	
2240 FUTA Payable	0.00	186.77	-186.77	-100.0 %
2270 Accrued Payroll	-31,363.56	5,540.49	-36,904.05	-666.08 %
2275 Accrued PTO	13,419.28	12,300.49	1,118.79	9.1 %
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	0.0 %
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 for Payroll Liabilities</b>	<b>-\$16,571.00</b>	<b>\$18,027.78</b>	<b>-\$34,598.78</b>	<b>-191.92 %</b>
<b>Total for Other Current Liabilities</b>	<b>-\$15,456.00</b>	<b>\$19,142.78</b>	<b>-\$34,598.78</b>	<b>-180.74 %</b>
<b>Total for Current Liabilities</b>	<b>-\$4,975.07</b>	<b>\$46,846.48</b>	<b>-\$51,821.55</b>	<b>-110.62 %</b>
<b>Long-term Liabilities</b>				
<b>Total for Liabilities</b>	<b>-\$4,975.07</b>	<b>\$46,846.48</b>	<b>-\$51,821.55</b>	<b>-110.62 %</b>
<b>Equity</b>				
3900 Unrestricted Net Assets (RE)	726,456.85	1,039,404.46	-312,947.61	-30.11 %
Net Income	-277,594.36	-420,213.46	142,619.10	33.94 %
3100 Contingency-Restricted	187,622.35	187,622.35	0.00	0.0 %
Opening Bal Equity	0.00	0.00	0.00	
<b>Total for Equity</b>	<b>\$636,484.84</b>	<b>\$806,813.35</b>	<b>-\$170,328.51</b>	<b>-21.11 %</b>
<b>Total for Liabilities and Equity</b>	<b>\$631,509.77</b>	<b>\$853,659.83</b>	<b>-\$222,150.06</b>	<b>-26.02 %</b>

**Visit Mendocino County**  
**Budget vs. Actuals: Budget\_FY26\_P&L - FY26 P&L**  
 July 2025 - June 2026

	Jan 2026				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
<b>Revenue</b>								
4030 County BID		100,000.00	-100,000.00	0.00%	635,032.57	1,200,000.00	-564,967.43	52.92%
4031 County BID adjustments		0.00	0.00		0.00	-36,000.00	36,000.00	0.00%
Other Income			0.00		194.26	0.00	194.26	
<b>Total Revenue</b>	<b>\$ 0.00</b>	<b>\$ 100,000.00</b>	<b>\$ -100,000.00</b>	<b>0.00%</b>	<b>\$ 635,226.83</b>	<b>\$ 1,164,000.00</b>	<b>\$ -528,773.17</b>	<b>54.57%</b>
<b>Gross Profit</b>	<b>\$ 0.00</b>	<b>\$ 100,000.00</b>	<b>\$ -100,000.00</b>	<b>0.00%</b>	<b>\$ 635,226.83</b>	<b>\$ 1,164,000.00</b>	<b>\$ -528,773.17</b>	<b>54.57%</b>
<b>Expenditures</b>								
1- MEDIA & WEBSITE	29,823.49	45,188.33	-15,364.84	66.00%	251,431.09	535,049.92	-283,618.83	46.99%
2- VISITOR SVS / PARTNERSHIPS	7,027.21	24,474.99	-17,447.78	28.71%	51,909.57	220,110.00	-168,200.43	23.58%
3- ADMIN EXPENSES	18,128.81	17,308.00	820.81	104.74%	101,133.90	220,661.00	-119,527.10	45.83%
4- PERSONNEL	45,640.80	54,572.06	-8,931.26	83.63%	303,947.22	575,528.72	-271,581.50	52.81%
Payroll Expenses	992.73		992.73		9,890.47	0.00	9,890.47	
Uncategorized Expense			0.00		633.89	0.00	633.89	
<b>Total Expenditures</b>	<b>\$ 101,613.04</b>	<b>\$ 141,543.38</b>	<b>\$ -39,930.34</b>	<b>71.79%</b>	<b>\$ 718,946.14</b>	<b>\$ 1,551,349.64</b>	<b>\$ -832,403.50</b>	<b>46.34%</b>
<b>Net Operating Revenue</b>	<b>\$ -101,613.04</b>	<b>\$ -41,543.38</b>	<b>\$ -60,069.66</b>	<b>244.60%</b>	<b>\$ -83,719.31</b>	<b>\$ -387,349.64</b>	<b>\$ 303,630.33</b>	<b>21.61%</b>
<b>Net Revenue</b>	<b>\$ -101,613.04</b>	<b>\$ -41,543.38</b>	<b>\$ -60,069.66</b>	<b>244.60%</b>	<b>\$ -83,719.31</b>	<b>\$ -387,349.64</b>	<b>\$ 303,630.33</b>	<b>21.61%</b>

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**Visit Mendocino County**  
**Budget vs. Actuals: Budget\_FY26\_P&L - FY26 P&L**  
 July 2025 - June 2026

	Jan 2026			Total			
	Actual	Budget	over Budget	Actual	Budget	over Budget	% of Budget
<b>Revenue</b>							
4030 County BID		100,000.00	-100,000.00	635,032.57	1,200,000.00	-564,967.43	52.92%
4031 County BID adjustments		0.00	0.00	0.00	-36,000.00	36,000.00	0.00%
Other Income			0.00	94.49	0.00	94.49	
4950 Interest Income			0.00	99.77	0.00	99.77	
<b>Total Other Income</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 194.26</b>	<b>\$ 0.00</b>	<b>\$ 194.26</b>	
<b>Total Revenue</b>	<b>\$ 0.00</b>	<b>\$ 100,000.00</b>	<b>\$ -100,000.00</b>	<b>\$ 635,226.83</b>	<b>\$ 1,164,000.00</b>	<b>\$ -528,773.17</b>	<b>54.57%</b>
<b>Gross Profit</b>	<b>\$ 0.00</b>	<b>\$ 100,000.00</b>	<b>\$ -100,000.00</b>	<b>\$ 635,226.83</b>	<b>\$ 1,164,000.00</b>	<b>\$ -528,773.17</b>	<b>54.57%</b>
<b>Expenditures</b>							
<b>1- MEDIA &amp; WEBSITE</b>			0.00	0.00	0.00	0.00	
50 Advertising / Media			0.00	0.00	0.00	0.00	
5130 Print & Online Advertising	13,910.69	20,000.00	-6,089.31	104,118.17	190,000.00	-85,881.83	54.80%
5170 Photography		1,000.00	-1,000.00	582.00	12,000.00	-11,418.00	4.85%
5240 Research & Development		5,000.00	-5,000.00	10,000.00	70,000.00	-60,000.00	14.29%
5280 Video Development		500.00	-500.00	3,100.00	6,000.00	-2,900.00	51.67%
5290 Marketing Contingency		666.67	-666.67	0.00	8,000.00	-8,000.00	0.00%
<b>Total 50 Advertising / Media</b>	<b>\$ 13,910.69</b>	<b>\$ 27,166.67</b>	<b>\$ -13,255.98</b>	<b>\$ 117,800.17</b>	<b>\$ 286,000.00</b>	<b>\$ -168,199.83</b>	<b>41.19%</b>
55 Marketing / Public Relations			0.00	0.00	0.00	0.00	
5510 Public Relations Contract	9,258.66	9,606.66	-348.00	75,239.94	115,279.92	-40,039.98	65.27%
5520 Marketing Agency Contract	1,500.00	2,000.00	-500.00	10,500.00	24,000.00	-13,500.00	43.75%
5540 Clipping Service		0.00	0.00	4,320.00	4,000.00	320.00	108.00%
5550 In-Market PR Stunts			0.00	120.00	0.00	120.00	
5560 Media Events		750.00	-750.00	1,400.00	22,000.00	-20,600.00	6.36%
5610 Travel -PR Related	233.73	0.00	233.73	6,280.26	3,000.00	3,280.26	209.34%
5680 Visiting Media FAM Expenses	70.00	500.00	-430.00	661.47	6,000.00	-5,338.53	11.02%
<b>Total 55 Marketing / Public Relations</b>	<b>\$ 11,062.39</b>	<b>\$ 12,856.66</b>	<b>\$ -1,794.27</b>	<b>\$ 98,521.67</b>	<b>\$ 174,279.92</b>	<b>\$ -75,758.25</b>	<b>56.53%</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	17,500.00	30,000.00	-12,500.00	58.33%
5740 Content Creation	1,500.00	1,500.00	0.00	7,000.00	18,000.00	-11,000.00	38.89%
5750 Development/ Maintenance	850.41	565.00	285.41	9,194.04	6,780.00	2,414.04	135.61%
5780 Interactive Marketing		100.00	-100.00	0.00	1,200.00	-1,200.00	0.00%
<b>Total 57 Website Maint / Development</b>	<b>\$ 4,850.41</b>	<b>\$ 4,665.00</b>	<b>\$ 185.41</b>	<b>\$ 33,694.04</b>	<b>\$ 55,980.00</b>	<b>\$ -22,285.96</b>	<b>60.19%</b>
58 Leisure / Group Sales			0.00	0.00	0.00	0.00	
5810 Promotion Items, Booth Develop		0.00	0.00	863.42	3,000.00	-2,136.58	28.78%
5820 Consumer & Trade Shows		0.00	0.00	0.00	4,300.00	-4,300.00	0.00%
5880 Travel - Leisure/Group Sales		0.00	0.00	401.79	5,490.00	-5,088.21	7.32%
5885 Travel - Group FAMs			0.00	150.00	0.00	150.00	
5890 Misc. Sales Opportunities		500.00	-500.00	0.00	6,000.00	-6,000.00	0.00%
<b>Total 58 Leisure / Group Sales</b>	<b>\$ 0.00</b>	<b>\$ 500.00</b>	<b>\$ -500.00</b>	<b>\$ 1,415.21</b>	<b>\$ 18,790.00</b>	<b>\$ -17,374.79</b>	<b>7.53%</b>
<b>Total 1- MEDIA &amp; WEBSITE</b>	<b>\$ 29,823.49</b>	<b>\$ 45,188.33</b>	<b>\$ -15,364.84</b>	<b>\$ 251,431.09</b>	<b>\$ 535,049.92</b>	<b>\$ -283,618.83</b>	<b>46.99%</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	5,097.00	3,400.00	1,697.00	9,701.17	7,000.00	2,701.17	138.59%
6555 Conferences & Seminars Travel		6,150.00	-6,150.00	718.81	15,810.00	-15,091.19	4.55%
6570 In-County Relations	366.86	2,550.00	-2,183.14	2,594.43	14,100.00	-11,505.57	18.40%
6575 Stakeholder Networking		500.00	-500.00	25.63	6,000.00	-5,974.37	0.43%
6590 Memberships	250.00	0.00	250.00	400.00	4,700.00	-4,300.00	8.51%
6610 North Coast Tourism Council		0.00	0.00	13,000.00	13,000.00	0.00	100.00%
<b>Total Partnerships</b>	<b>\$ 5,713.86</b>	<b>\$ 12,600.00</b>	<b>\$ -6,886.14</b>	<b>\$ 26,440.04</b>	<b>\$ 60,610.00</b>	<b>\$ -34,169.96</b>	<b>43.62%</b>
Visitor Services			0.00	0.00	0.00	0.00	

6720 Event & Festival Guides	63.35	4,583.33	-4,519.98	20,744.53	72,000.00	-51,255.47	28.81%
6730 Incentives & Sponsorships	1,250.00	625.00	625.00	4,725.00	7,500.00	-2,775.00	63.00%
6770 Visitor Centers & Signage		6,666.66	-6,666.66	0.00	80,000.00	-80,000.00	0.00%
<b>Total Visitor Services</b>	<b>\$ 1,313.35</b>	<b>\$ 11,874.99</b>	<b>\$ -10,561.64</b>	<b>\$ 25,469.53</b>	<b>\$ 159,500.00</b>	<b>\$ -134,030.47</b>	<b>15.97%</b>
<b>Total 2- VISITOR SVS / PARTNERSHIPS</b>	<b>\$ 7,027.21</b>	<b>\$ 24,474.99</b>	<b>\$ -17,447.78</b>	<b>\$ 51,909.57</b>	<b>\$ 220,110.00</b>	<b>\$ -168,200.43</b>	<b>23.58%</b>
<b>3- ADMIN EXPENSES</b>			0.00	0.00	0.00	0.00	
<b>General Admin</b>			0.00	0.00	0.00	0.00	
7010 Accounting	9,155.00	2,300.00	6,855.00	24,437.50	36,300.00	-11,862.50	67.32%
7060 Bank Fees	5.00	50.00	-45.00	127.80	600.00	-472.20	21.30%
7070 Civitas			0.00	9,255.00	0.00	9,255.00	
7080 Board Development		6,275.00	-6,275.00	0.00	76,265.00	-76,265.00	0.00%
7090 Copying & Printing		200.00	-200.00	0.00	2,400.00	-2,400.00	0.00%
7100 Dues & Subscriptions	1,004.84	1,373.00	-368.16	14,736.94	16,476.00	-1,739.06	89.44%
7130 Legal Fees		250.00	-250.00	350.00	3,000.00	-2,650.00	11.67%
7140 Licenses & Permits			0.00	25.00	0.00	25.00	
7150 Meeting Expenses		185.00	-185.00	250.80	2,220.00	-1,969.20	11.30%
7200 Office Expense	660.06	400.00	260.06	1,693.19	4,800.00	-3,106.81	35.27%
7210 Postage & Shipping		475.00	-475.00	3,017.53	5,700.00	-2,682.47	52.94%
7280 Travel Expenses	2,081.28	1,000.00	1,081.28	7,832.69	12,000.00	-4,167.31	65.27%
<b>Total General Admin</b>	<b>\$ 12,906.18</b>	<b>\$ 12,508.00</b>	<b>\$ 398.18</b>	<b>\$ 61,726.45</b>	<b>\$ 159,761.00</b>	<b>\$ -98,034.55</b>	<b>38.64%</b>
<b>Occupancy Costs</b>			0.00	0.00	0.00	0.00	
7650 Rent	2,700.00	2,700.00	0.00	18,900.00	32,400.00	-13,500.00	58.33%
7660 Insurance	252.58	0.00	252.58	1,768.06	3,000.00	-1,231.94	58.94%
7850 Repairs & Maintenance	262.95	575.00	-312.05	2,983.75	6,900.00	-3,916.25	43.24%
7890 Taxes		0.00	0.00	292.72	300.00	-7.28	97.57%
7910 Telecommunication	876.17	685.00	191.17	4,755.78	8,220.00	-3,464.22	57.86%
7950 Utilities	573.21	840.00	-266.79	6,994.97	10,080.00	-3,085.03	69.39%
7990 Depreciation Expense	557.72		557.72	3,712.17	0.00	3,712.17	
<b>Total Occupancy Costs</b>	<b>\$ 5,222.63</b>	<b>\$ 4,800.00</b>	<b>\$ 422.63</b>	<b>\$ 39,407.45</b>	<b>\$ 60,900.00</b>	<b>\$ -21,492.55</b>	<b>64.71%</b>
<b>Total 3- ADMIN EXPENSES</b>	<b>\$ 18,128.81</b>	<b>\$ 17,308.00</b>	<b>\$ 820.81</b>	<b>\$ 101,133.90</b>	<b>\$ 220,661.00</b>	<b>\$ -119,527.10</b>	<b>45.83%</b>
<b>4- PERSONNEL</b>			0.00	0.00	0.00	0.00	
8510 Salaries & Wages	30,216.34	35,360.00	-5,143.66	212,915.87	424,320.00	-211,404.13	50.18%
8520 Paid Time Off	1,131.44	11,478.70	-10,347.26	9,858.06	51,438.40	-41,580.34	19.16%
8530 Payroll Taxes	6,003.94	4,897.36	1,106.58	22,906.74	58,768.32	-35,861.58	38.98%
8540 Payroll Processing Fees	125.00	86.00	39.00	909.00	2,002.00	-1,093.00	45.40%
8550 Workers Comp	120.75	0.00	120.75	1,400.25	3,000.00	-1,599.75	46.68%
8570 Health Insurance Allowance	2,500.00	2,750.00	-250.00	23,000.00	33,000.00	-10,000.00	69.70%
8580 Other Employee Benefits	460.00	0.00	460.00	1,535.00	3,000.00	-1,465.00	51.17%
8590 Contract Work	5,083.33		5,083.33	31,422.30	0.00	31,422.30	
<b>Total 4- PERSONNEL</b>	<b>\$ 45,640.80</b>	<b>\$ 54,572.06</b>	<b>\$ -8,931.26</b>	<b>\$ 303,947.22</b>	<b>\$ 575,528.72</b>	<b>\$ -271,581.50</b>	<b>52.81%</b>
<b>Payroll Expenses</b>			0.00	0.00	0.00	0.00	
<b>Company Contributions</b>			0.00	0.00	0.00	0.00	
Retirement	992.73		992.73	9,890.47	0.00	9,890.47	
<b>Total Company Contributions</b>	<b>\$ 992.73</b>	<b>\$ 0.00</b>	<b>\$ 992.73</b>	<b>\$ 9,890.47</b>	<b>\$ 0.00</b>	<b>\$ 9,890.47</b>	
<b>Total Payroll Expenses</b>	<b>\$ 992.73</b>	<b>\$ 0.00</b>	<b>\$ 992.73</b>	<b>\$ 9,890.47</b>	<b>\$ 0.00</b>	<b>\$ 9,890.47</b>	
<b>Uncategorized Expense</b>			0.00	633.89	0.00	633.89	
<b>Total Expenditures</b>	<b>\$ 101,613.04</b>	<b>\$ 141,543.38</b>	<b>\$ -39,930.34</b>	<b>\$ 718,946.14</b>	<b>\$ 1,551,349.64</b>	<b>\$ -832,403.50</b>	<b>46.34%</b>
<b>Net Operating Revenue</b>	<b>\$ -101,613.04</b>	<b>\$ -41,543.38</b>	<b>\$ -60,069.66</b>	<b>\$ -83,719.31</b>	<b>\$ -387,349.64</b>	<b>\$ 303,630.33</b>	<b>21.61%</b>
<b>Net Revenue</b>	<b>\$ -101,613.04</b>	<b>\$ -41,543.38</b>	<b>\$ -60,069.66</b>	<b>\$ -83,719.31</b>	<b>\$ -387,349.64</b>	<b>\$ 303,630.33</b>	<b>21.61%</b>

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# Statement of Cash Flows

Visit Mendocino County

January 2026

FULL NAME	TOTAL
<b>OPERATING ACTIVITIES</b>	
Net Income	-101,613.04
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1230 Prepaid Expenses	252.58
2000 Accounts Payable	2,020.35
2210 Payroll Liabilities:Federal Taxes (941/944)	1,107.75
2220 Payroll Liabilities:CA PIT / SDI	132.50
2230 Payroll Liabilities:CA SUI / ETT	133.00
2240 Payroll Liabilities:FUTA Payable	-526.34
2270 Payroll Liabilities:Accrued Payroll	1,413.39
2275 Payroll Liabilities:Accrued PTO	918.08
Direct Deposit Payable	0.00
Payroll Liabilities:401(k) Contribution	0.00
QuickBooks Tax Holding Account	0.00
Ramp Card	-6,052.70
<b>Total for Adjustments to reconcile Net Income to Net Cash provided by operations:</b>	<b>-\$601.39</b>
<b>Net cash provided by operating activities</b>	<b>-\$102,214.43</b>
<b>INVESTING ACTIVITIES</b>	
1600 Accumulated Depreciation	557.72
<b>Net cash provided by investing activities</b>	<b>\$557.72</b>
<b>FINANCING ACTIVITIES</b>	
<b>NET CASH INCREASE FOR PERIOD</b>	<b>-\$101,656.71</b>
<b>Cash at beginning of period</b>	<b>\$686,143.84</b>
<b>CASH AT END OF PERIOD</b>	<b>\$584,487.13</b>

# Statement of Activity Comparison

## Visit Mendocino County

January 2026

DISTRIBUTION ACCOUNT	TOTAL			
	JAN 1 - JAN 31 2026	JAN 1 - JAN 31 2025 (PY)	\$ CHANGE (PY)	% CHANGE (PY)
Income				
Cost of Goods Sold				
<b>Gross Profit</b>				
<b>Expenses</b>				
1- MEDIA & WEBSITE				
50 Advertising / Media		\$500.00	-\$500.00	-100.0 %
5130 Print & Online Advertising	13,910.69	14,466.68	-555.99	-3.84 %
5170 Photography		2,401.95	-2,401.95	-100.0 %
5240 Research & Development		1,000.00	-1,000.00	-100.0 %
<b>Total for 50 Advertising / Media</b>	<b>\$13,910.69</b>	<b>\$18,368.63</b>	<b>-\$4,457.94</b>	<b>-24.27 %</b>
55 Marketing / Public Relations				
5510 Public Relations Contract	9,258.66	9,256.66	2.00	0.02 %
5520 Marketing Agency Contract	1,500.00		1,500.00	
5610 Travel -PR Related	233.73	799.54	-565.81	-70.77 %
5680 Visiting Media FAM Expenses	70.00		70.00	
<b>Total for 55 Marketing / Public Relations</b>	<b>\$11,062.39</b>	<b>\$10,056.20</b>	<b>\$1,006.19</b>	<b>10.01 %</b>
57 Website Maint / Development				
5710 Interactive Media Coordinator	2,500.00		2,500.00	
5740 Content Creation	1,500.00	2,500.00	-1,000.00	-40.0 %
5750 Development/ Maintenance	850.41	737.13	113.28	15.37 %
<b>Total for 57 Website Maint / Development</b>	<b>\$4,850.41</b>	<b>\$3,237.13</b>	<b>\$1,613.28</b>	<b>49.84 %</b>
<b>Total for 1- MEDIA &amp; WEBSITE</b>	<b>\$29,823.49</b>	<b>\$31,661.96</b>	<b>-\$1,838.47</b>	<b>-5.81 %</b>
2- VISITOR SVS / PARTNERSHIPS				
Partnerships				
6550 Conferences & Seminars	5,097.00	5,104.05	-7.05	-0.14 %
6570 In-County Relations	366.86	5,557.82	-5,190.96	-93.4 %
6590 Memberships	250.00	250.00	0.00	0.0 %
6575 Stakeholder Networking		83.94	-83.94	-100.0 %
6610 North Coast Tourism Council		10,500.00	-10,500.00	-100.0 %
<b>Total for Partnerships</b>	<b>\$5,713.86</b>	<b>\$21,495.81</b>	<b>-\$15,781.95</b>	<b>-73.42 %</b>
Visitor Services				
6720 Event & Festival Guides	63.35	362.00	-298.65	-82.5 %
6730 Incentives & Sponsorships	1,250.00	1,140.30	109.70	9.62 %
<b>Total for Visitor Services</b>	<b>\$1,313.35</b>	<b>\$1,502.30</b>	<b>-\$188.95</b>	<b>-12.58 %</b>
<b>Total for 2- VISITOR SVS / PARTNERSHIPS</b>	<b>\$7,027.21</b>	<b>\$22,998.11</b>	<b>-\$15,970.90</b>	<b>-69.44 %</b>

# Statement of Activity Comparison

## Visit Mendocino County

January 2026

DISTRIBUTION ACCOUNT	TOTAL			
	JAN 1 - JAN 31 2026	JAN 1 - JAN 31 2025 (PY)	\$ CHANGE (PY)	% CHANGE (PY)
<b>3- ADMIN EXPENSES</b>				
General Admin				
7010 Accounting	9,155.00	7,500.00	1,655.00	22.07 %
7060 Bank Fees	5.00	5.00	0.00	0.0 %
7100 Dues & Subscriptions	1,004.84	4,534.46	-3,529.62	-77.84 %
7200 Office Expense	660.06	222.75	437.31	196.32 %
7280 Travel Expenses	2,081.28		2,081.28	
7080 Board Development		6,240.00	-6,240.00	-100.0 %
7150 Meeting Expenses		126.76	-126.76	-100.0 %
7210 Postage & Shipping		282.96	-282.96	-100.0 %
<b>Total for General Admin</b>	<b>\$12,906.18</b>	<b>\$18,911.93</b>	<b>-\$6,005.75</b>	<b>-31.76 %</b>
Occupancy Costs				
7650 Rent	2,700.00	2,700.00	0.00	0.0 %
7660 Insurance	252.58	131.58	121.00	91.96 %
7850 Repairs & Maintenance	262.95	254.95	8.00	3.14 %
7910 Telecommunication	876.17	627.05	249.12	39.73 %
7950 Utilities	573.21	1,134.49	-561.28	-49.47 %
7990 Depreciation Expense	557.72	443.42	114.30	25.78 %
<b>Total for Occupancy Costs</b>	<b>\$5,222.63</b>	<b>\$5,291.49</b>	<b>-\$68.86</b>	<b>-1.3 %</b>
<b>Total for 3- ADMIN EXPENSES</b>	<b>\$18,128.81</b>	<b>\$24,203.42</b>	<b>-\$6,074.61</b>	<b>-25.1 %</b>
<b>4- PERSONNEL</b>				
8510 Salaries & Wages	30,216.34	28,328.33	1,888.01	6.66 %
8520 Paid Time Off	1,131.44	1,139.18	-7.74	-0.68 %
8530 Payroll Taxes	6,003.94	7,031.29	-1,027.35	-14.61 %
8540 Payroll Processing Fees	125.00	211.00	-86.00	-40.76 %
8550 Workers Comp	120.75	172.33	-51.58	-29.93 %
8570 Health Insurance Allowance	2,500.00	2,750.00	-250.00	-9.09 %
8580 Other Employee Benefits	460.00	385.00	75.00	19.48 %
8590 Contract Work	5,083.33	10,208.33	-5,125.00	-50.2 %
<b>Total for 4- PERSONNEL</b>	<b>\$45,640.80</b>	<b>\$50,225.46</b>	<b>-\$4,584.66</b>	<b>-9.13 %</b>
Payroll Expenses				
Company Contributions				
Retirement	992.73	1,345.12	-352.39	-26.2 %
<b>Total for Company Contributions</b>	<b>\$992.73</b>	<b>\$1,345.12</b>	<b>-\$352.39</b>	<b>-26.2 %</b>
<b>Total for Payroll Expenses</b>	<b>\$992.73</b>	<b>\$1,345.12</b>	<b>-\$352.39</b>	<b>-26.2 %</b>
<b>Total for Expenses</b>	<b>\$101,613.04</b>	<b>\$130,434.07</b>	<b>-\$28,821.03</b>	<b>-22.1 %</b>
<b>Net Operating Income</b>	<b>-\$101,613.04</b>	<b>-\$130,434.07</b>	<b>\$28,821.03</b>	<b>22.1 %</b>
Other Income				

# Statement of Activity Comparison

## Visit Mendocino County

January 2026

DISTRIBUTION ACCOUNT	TOTAL			
	JAN 1 - JAN 31 2026	JAN 1 - JAN 31 2025 (PY)	\$ CHANGE (PY)	% CHANGE (PY)
Other Expenses				
<b>Net Other Income</b>				
<b>Net Income</b>	<b>-\$101,613.04</b>	<b>-\$130,434.07</b>	<b>\$28,821.03</b>	<b>22.1 %</b>