

# Mendocino County Tourism Commission

## Balance Sheet Comparison

As of January 31, 2024

|                                   | TOTAL                 |                         |                       |                 |
|-----------------------------------|-----------------------|-------------------------|-----------------------|-----------------|
|                                   | AS OF JAN 31, 2024    | AS OF JAN 31, 2023 (PY) | CHANGE                | % CHANGE        |
| <b>ASSETS</b>                     |                       |                         |                       |                 |
| Current Assets                    |                       |                         |                       |                 |
| Bank Accounts                     |                       |                         |                       |                 |
| 1005 SBMC Checking                | 183,566.06            | 393,907.26              | -210,341.20           | -53.40 %        |
| 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>\$1,183,911.37</b> | <b>\$1,360,427.66</b>   | <b>\$ -176,516.29</b> | <b>-12.98 %</b> |
| Accounts Receivable               |                       |                         |                       |                 |
| 1100 Accounts Receivable          | 25,000.00             | 690,662.04              | -665,662.04           | -96.38 %        |
| <b>Total Accounts Receivable</b>  | <b>\$25,000.00</b>    | <b>\$690,662.04</b>     | <b>\$ -665,662.04</b> | <b>-96.38 %</b> |
| Other Current Assets              |                       |                         |                       |                 |
| 1230 Prepaid Expenses             | 30,187.60             | 50,948.78               | -20,761.18            | -40.75 %        |
| 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                  | 1,300.00                | -1,300.00             | -100.00 %       |
| Undeposited Funds                 | 0.00                  | 0.00                    | 0.00                  |                 |
| <b>Total Other Current Assets</b> | <b>\$27,880.54</b>    | <b>\$54,048.78</b>      | <b>\$ -26,168.24</b>  | <b>-48.42 %</b> |
| <b>Total Current Assets</b>       | <b>\$1,236,791.91</b> | <b>\$2,105,138.48</b>   | <b>\$ -868,346.57</b> | <b>-41.25 %</b> |
| Fixed Assets                      |                       |                         |                       |                 |
| 1510 Furniture and Equipment      | 42,046.32             | 41,311.75               | 734.57                | 1.78 %          |
| 1600 Accumulated Depreciation     | -28,673.00            | -20,245.00              | -8,428.00             | -41.63 %        |
| <b>Total Fixed Assets</b>         | <b>\$13,373.32</b>    | <b>\$21,066.75</b>      | <b>\$ -7,693.43</b>   | <b>-36.52 %</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>\$1,250,165.23</b> | <b>\$2,126,205.23</b>   | <b>\$ -876,040.00</b> | <b>-41.20 %</b> |
| <b>LIABILITIES AND EQUITY</b>     |                       |                         |                       |                 |
| Liabilities                       |                       |                         |                       |                 |
| Current Liabilities               |                       |                         |                       |                 |
| Accounts Payable                  |                       |                         |                       |                 |
| 2000 Accounts Payable             | 36,873.43             | 36,548.26               | 325.17                | 0.89 %          |
| <b>Total Accounts Payable</b>     | <b>\$36,873.43</b>    | <b>\$36,548.26</b>      | <b>\$325.17</b>       | <b>0.89 %</b>   |
| Credit Cards                      |                       |                         |                       |                 |
| Ramp Card                         | -56,983.35            |                         | -56,983.35            |                 |

# Mendocino County Tourism Commission

## Balance Sheet Comparison

As of January 31, 2024

|                                        | TOTAL                 |                         |                       |                 |
|----------------------------------------|-----------------------|-------------------------|-----------------------|-----------------|
|                                        | AS OF JAN 31, 2024    | AS OF JAN 31, 2023 (PY) | CHANGE                | % CHANGE        |
| <b>Total Credit Cards</b>              | <b>\$ -56,983.35</b>  | <b>\$0.00</b>           | <b>\$ -56,983.35</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                      | 198.56                | 188.59                  | 9.97                  | 5.29 %          |
| 2270 Accrued Payroll                   | 7,521.27              | 8,166.05                | -644.78               | -7.90 %         |
| 2275 Accrued PTO                       | 10,696.94             | 14,763.98               | -4,067.04             | -27.55 %        |
| 2280 Health Insurance Payable          | 0.00                  | 0.00                    | 0.00                  |                 |
| 2290 Direct Deposit Liabilities        | 0.00                  | 0.00                    | 0.00                  |                 |
| 401(k) Contribution                    | 17,421.11             | 0.03                    | 17,421.08             | 58,070,266.67 % |
| 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>35,837.88</b>      | <b>23,118.65</b>        | <b>12,719.23</b>      | <b>55.02 %</b>  |
| <b>Total Other Current Liabilities</b> | <b>\$36,952.88</b>    | <b>\$24,233.65</b>      | <b>\$12,719.23</b>    | <b>52.49 %</b>  |
| <b>Total Current Liabilities</b>       | <b>\$16,842.96</b>    | <b>\$60,781.91</b>      | <b>\$ -43,938.95</b>  | <b>-72.29 %</b> |
| <b>Total Liabilities</b>               | <b>\$16,842.96</b>    | <b>\$60,781.91</b>      | <b>\$ -43,938.95</b>  | <b>-72.29 %</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                             | -386,151.59           | -164,924.54             | -221,227.05           | -134.14 %       |
| <b>Total Equity</b>                    | <b>\$1,233,322.27</b> | <b>\$2,065,423.32</b>   | <b>\$ -832,101.05</b> | <b>-40.29 %</b> |
| <b>TOTAL LIABILITIES AND EQUITY</b>    | <b>\$1,250,165.23</b> | <b>\$2,126,205.23</b>   | <b>\$ -876,040.00</b> | <b>-41.20 %</b> |

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

|                               | Jan 2024              |                      |                       |                | Total                  |                        |                       |               |
|-------------------------------|-----------------------|----------------------|-----------------------|----------------|------------------------|------------------------|-----------------------|---------------|
|                               | Actual                | Budget               | over Budget           | % of Budget    | Actual                 | Budget                 | over Budget           | % of Budget   |
| <b>Income</b>                 |                       |                      |                       |                |                        |                        |                       |               |
| 4030 County BID               |                       | 110,563.25           | -110,563.25           | 0.00%          | 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%        | 95,869.08              | 150,000.00             | -54,130.92            | 63.91%        |
| Other Income                  | 3,000.00              |                      | 3,000.00              |                | 3,000.00               | 0.00                   | 3,000.00              |               |
| Uncategorized Income          |                       |                      | 0.00                  |                | 3,749.15               | 0.00                   | 3,749.15              |               |
| <b>Total Income</b>           | <b>\$ 15,500.00</b>   | <b>\$ 123,063.25</b> | <b>\$ -107,563.25</b> | <b>12.60%</b>  | <b>\$ 757,800.13</b>   | <b>\$ 1,436,956.23</b> | <b>\$ -679,156.10</b> | <b>52.74%</b> |
| <b>Gross Profit</b>           | <b>\$ 15,500.00</b>   | <b>\$ 123,063.25</b> | <b>\$ -107,563.25</b> | <b>12.60%</b>  | <b>\$ 757,800.13</b>   | <b>\$ 1,436,956.23</b> | <b>\$ -679,156.10</b> | <b>52.74%</b> |
| <b>Expenses</b>               |                       |                      |                       |                |                        |                        |                       |               |
| 1- MEDIA & WEBSITE            | 104,045.17            | 73,200.00            | 30,845.17             | 142.14%        | 549,377.94             | 919,050.18             | -369,672.24           | 59.78%        |
| 2- VISITOR SVS / PARTNERSHIPS | 17,652.09             | 35,136.01            | -17,483.92            | 50.24%         | 114,340.43             | 390,311.91             | -275,971.48           | 29.29%        |
| 3- ADMIN EXPENSES             | 13,780.54             | 9,433.99             | 4,346.55              | 146.07%        | 159,918.61             | 130,729.89             | 29,188.72             | 122.33%       |
| 4- PERSONNEL                  | 57,144.82             | 46,078.85            | 11,065.97             | 124.02%        | 356,088.37             | 480,213.56             | -124,125.19           | 74.15%        |
| Payroll Expenses              | 1,313.76              |                      | 1,313.76              |                | 6,081.22               | 0.00                   | 6,081.22              |               |
| Uncategorized Expense         | 2,826.20              |                      | 2,826.20              |                | 7,500.69               | 0.00                   | 7,500.69              |               |
| <b>Total Expenses</b>         | <b>\$ 196,762.58</b>  | <b>\$ 163,848.85</b> | <b>\$ 32,913.73</b>   | <b>120.09%</b> | <b>\$ 1,193,307.26</b> | <b>\$ 1,920,305.54</b> | <b>\$ -726,998.28</b> | <b>62.14%</b> |
| <b>Net Operating Income</b>   | <b>\$ -181,262.58</b> | <b>\$ -40,785.60</b> | <b>\$ -140,476.98</b> | <b>444.43%</b> | <b>\$ -435,507.13</b>  | <b>\$ -483,349.31</b>  | <b>\$ 47,842.18</b>   | <b>90.10%</b> |
| <b>Other Income</b>           |                       |                      |                       |                |                        |                        |                       |               |
| 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>\$ -181,262.58</b> | <b>\$ -40,785.60</b> | <b>\$ -140,476.98</b> | <b>444.43%</b> | <b>\$ -433,345.87</b>  | <b>\$ -483,349.31</b>  | <b>\$ 50,003.44</b>   | <b>89.65%</b> |

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

|                                              | Jan 2024          |                   |                    |                | Total             |                     |                    |                |
|----------------------------------------------|-------------------|-------------------|--------------------|----------------|-------------------|---------------------|--------------------|----------------|
|                                              | Actual            | Budget            | over<br>Budget     | % of Budget    | Actual            | Budget              | over<br>Budget     | % of<br>Budget |
| <b>Income</b>                                |                   |                   |                    |                |                   |                     |                    |                |
| 4030 County BID                              |                   | 110,563           | -110,563           | 0.00%          | 655,182           | 1,326,759           | -671,577           | 49.38%         |
| 4031 County BID adjustments                  |                   | 0                 | 0                  |                | 0                 | -39,803             | 39,803             | 0.00%          |
| 4035 County 50% Match                        | 12,500            | 12,500            | 0                  | 100.00%        | 95,869            | 150,000             | -54,131            | 63.91%         |
| Other Income                                 |                   |                   | 0                  |                | 0                 | 0                   | 0                  |                |
| 4940 Misc. Income                            | 3,000             |                   | 3,000              |                | 3,000             | 0                   | 3,000              |                |
| <b>Total Other Income</b>                    | <b>\$ 3,000</b>   | <b>\$ 0</b>       | <b>\$ 3,000</b>    |                | <b>\$ 3,000</b>   | <b>\$ 0</b>         | <b>\$ 3,000</b>    |                |
| Uncategorized Income                         |                   |                   | 0                  |                | 3,749             | 0                   | 3,749              |                |
| <b>Total Income</b>                          | <b>\$ 15,500</b>  | <b>\$ 123,063</b> | <b>\$ -107,563</b> | <b>12.60%</b>  | <b>\$ 757,800</b> | <b>\$ 1,436,956</b> | <b>\$ -679,156</b> | <b>52.74%</b>  |
| <b>Gross Profit</b>                          | <b>\$ 15,500</b>  | <b>\$ 123,063</b> | <b>\$ -107,563</b> | <b>12.60%</b>  | <b>\$ 757,800</b> | <b>\$ 1,436,956</b> | <b>\$ -679,156</b> | <b>52.74%</b>  |
| <b>Expenses</b>                              |                   |                   |                    |                |                   |                     |                    |                |
| <b>1- MEDIA &amp; WEBSITE</b>                |                   |                   | 0                  |                | 0                 | 0                   | 0                  |                |
| 50 Advertising / Media                       | 500               |                   | 500                |                | 3,000             | 0                   | 3,000              |                |
| 5130 Print & Online Advertising              | 62,447            | 42,250            | 20,197             | 147.80%        | 312,372           | 507,000             | -194,628           | 61.61%         |
| 5150 Ad Development/Design                   |                   | 1,000             | -1,000             | 0.00%          | 0                 | 12,000              | -12,000            | 0.00%          |
| 5170 Photography                             | 240               | 1,000             | -760               | 24.00%         | 4,934             | 12,000              | -7,066             | 41.12%         |
| 5240 Research & Development                  | 5,500             | 5,083             | 417                | 108.20%        | 42,160            | 66,500              | -24,340            | 63.40%         |
| 5280 Video Development                       | 240               | 1,500             | -1,260             | 15.98%         | 14,378            | 18,000              | -3,622             | 79.88%         |
| 5290 Marketing Contingency                   |                   | 1,000             | -1,000             | 0.00%          | 0                 | 12,000              | -12,000            | 0.00%          |
| <b>Total 50 Advertising / Media</b>          | <b>\$ 68,926</b>  | <b>\$ 51,833</b>  | <b>\$ 17,093</b>   | <b>132.98%</b> | <b>\$ 376,844</b> | <b>\$ 627,500</b>   | <b>\$ -250,656</b> | <b>60.05%</b>  |
| 55 Marketing / Public Relations              |                   |                   | 0                  |                | 0                 | 0                   | 0                  |                |
| 5510 Public Relations Contract               | 9,167             | 9,517             | -350               | 96.32%         | 73,333            | 114,200             | -40,867            | 64.21%         |
| 5520 Marketing Agency Contract               |                   | 2,000             | -2,000             | 0.00%          | 0                 | 24,000              | -24,000            | 0.00%          |
| 5540 Clipping Service                        | 680               | 1,000             | -320               | 68.00%         | 4,886             | 12,000              | -7,114             | 40.72%         |
| 5550 In-Market PR Stunts                     |                   |                   | 0                  |                | 2,033             | 0                   | 2,033              |                |
| 5560 Media Events                            |                   | 250               | -250               | 0.00%          | 1,268             | 14,500              | -13,232            | 8.74%          |
| 5610 Travel -PR Related                      | 95                | 1,000             | -905               | 9.53%          | 7,086             | 11,000              | -3,914             | 64.42%         |
| 5680 Visiting Media FAM Expenses             | 842               | 500               | 342                | 168.30%        | 5,539             | 6,000               | -461               | 92.31%         |
| <b>Total 55 Marketing / Public Relations</b> | <b>\$ 10,783</b>  | <b>\$ 14,267</b>  | <b>\$ -3,483</b>   | <b>75.59%</b>  | <b>\$ 94,144</b>  | <b>\$ 181,700</b>   | <b>\$ -87,556</b>  | <b>51.81%</b>  |
| 57 Website Maint / Development               |                   |                   | 0                  |                | 0                 | 0                   | 0                  |                |
| 5710 Interactive Media Coordinator           |                   | 2,500             | -2,500             | 0.00%          | 0                 | 30,000              | -30,000            | 0.00%          |
| 5740 Content Creation                        | 2,500             | 1,500             | 1,000              | 166.67%        | 17,500            | 18,000              | -500               | 97.22%         |
| 5750 Development/ Maintenance                | 1,714             | 500               | 1,214              | 342.71%        | 10,315            | 6,000               | 4,315              | 171.92%        |
| 5780 Interactive Marketing                   | 16,200            | 100               | 16,100             | 16199.97%      | 28,111            | 1,200               | 26,911             | 2342.59%       |
| <b>Total 57 Website Maint / Development</b>  | <b>\$ 20,414</b>  | <b>\$ 4,600</b>   | <b>\$ 15,814</b>   | <b>443.77%</b> | <b>\$ 55,926</b>  | <b>\$ 55,200</b>    | <b>\$ 726</b>      | <b>101.32%</b> |
| 58 Leisure / Group Sales                     |                   |                   | 0                  |                | 0                 | 0                   | 0                  |                |
| 5810 Promotion Items, Booth Develop          | 216               | 0                 | 216                |                | 10,324            | 9,500               | 824                | 108.68%        |
| 5820 Consumer & Trade Shows                  |                   | 0                 | 0                  |                | 0                 | 12,200              | -12,200            | 0.00%          |
| 5840 State Fair Exhibit                      |                   | 0                 | 0                  |                | 7,040             | 7,000               | 40                 | 100.57%        |
| 5870 Shipping - Travel Shows                 |                   | 0                 | 0                  |                | 0                 | 2,500               | -2,500             | 0.00%          |
| 5880 Travel - Leisure/Group Sales            | 206               | 0                 | 206                |                | 698               | 14,450              | -13,752            | 4.83%          |
| 5885 Travel - Group FAMs                     |                   | 2,000             | -2,000             | 0.00%          | 902               | 3,000               | -2,098             | 30.06%         |
| 5890 Misc. Sales Opportunities               | 3,500             | 500               | 3,000              | 700.00%        | 3,500             | 6,000               | -2,500             | 58.33%         |
| <b>Total 58 Leisure / Group Sales</b>        | <b>\$ 3,922</b>   | <b>\$ 2,500</b>   | <b>\$ 1,422</b>    | <b>156.87%</b> | <b>\$ 22,464</b>  | <b>\$ 54,650</b>    | <b>\$ -32,186</b>  | <b>41.11%</b>  |
| <b>Total 1- MEDIA &amp; WEBSITE</b>          | <b>\$ 104,045</b> | <b>\$ 73,200</b>  | <b>\$ 30,845</b>   | <b>142.14%</b> | <b>\$ 549,378</b> | <b>\$ 919,050</b>   | <b>\$ -369,672</b> | <b>59.78%</b>  |
| <b>2- VISITOR SVS / PARTNERSHIPS</b>         |                   |                   | 0                  |                | 0                 | 0                   | 0                  |                |
| Partnerships                                 |                   |                   | 0                  |                | 0                 | 0                   | 0                  |                |
| 6550 Conferences & Seminars                  |                   | 3,200             | -3,200             | 0.00%          | 745               | 18,150              | -17,405            | 4.11%          |
| 6555 Conferences & Seminars Travel           | 18                | 2,586             | -2,568             | 0.70%          | 6,864             | 16,912              | -10,048            | 40.59%         |
| 6570 In-County Relations                     | 2,661             | 2,550             | 111                | 104.37%        | 6,280             | 15,100              | -8,820             | 41.59%         |
| 6575 Stakeholder Networking                  |                   | 1,950             | -1,950             | 0.00%          | 3,846             | 23,400              | -19,554            | 16.43%         |
| 6580 Contracted Writing Services             | 520               | 2,000             | -1,480             | 26.00%         | 5,520             | 24,000              | -18,480            | 23.00%         |

|                                     |             |            |             |          |              |              |             |         |
|-------------------------------------|-------------|------------|-------------|----------|--------------|--------------|-------------|---------|
| 6590 Memberships                    | 250         | 0          | 250         |          | 4,392        | 7,950        | -3,558      | 55.24%  |
| 6610 North Coast Tourism Council    | 1,385       | 1,167      | 218         | 118.67%  | 4,289        | 14,000       | -9,711      | 30.63%  |
| Total Partnerships                  | \$ 4,834    | \$ 13,453  | \$ -8,619   | 35.93%   | \$ 31,936    | \$ 119,512   | \$ -87,576  | 26.72%  |
| Visitor Services                    |             |            | 0           |          | 0            | 0            | 0           |         |
| 6720 Event & Festival Guides        | 8,130       | 8,225      | -95         | 98.84%   | 25,513       | 108,300      | -82,787     | 23.56%  |
| 6730 Incentives & Sponsorships      | 4,689       | 4,292      | 397         | 109.25%  | 51,050       | 52,500       | -1,450      | 97.24%  |
| 6770 Visitor Centers & Signage      |             | 9,167      | -9,167      | 0.00%    | 5,842        | 110,000      | -104,159    | 5.31%   |
| Total Visitor Services              | \$ 12,818   | \$ 21,683  | \$ -8,865   | 59.12%   | \$ 82,405    | \$ 270,800   | \$ -188,395 | 30.43%  |
| Total 2- VISITOR SVS / PARTNERSHIPS | \$ 17,652   | \$ 35,136  | \$ -17,484  | 50.24%   | \$ 114,340   | \$ 390,312   | \$ -275,971 | 29.29%  |
| 3- ADMIN EXPENSES                   |             |            | 0           |          | 0            | 0            | 0           |         |
| General Admin                       |             |            | 0           |          | 0            | 0            | 0           |         |
| 7010 Accounting                     | 3,581       | 2,000      | 1,581       | 179.05%  | 23,501       | 33,000       | -9,499      | 71.22%  |
| 7060 Bank Fees                      |             | 50         | -50         | 0.00%    | 29           | 600          | -571        | 4.78%   |
| 7080 Board Development              |             | 35         | -35         | 0.00%    | 43,680       | 5,385        | 38,295      | 811.14% |
| 7090 Copying & Printing             |             | 200        | -200        | 0.00%    | 0            | 2,400        | -2,400      | 0.00%   |
| 7100 Dues & Subscriptions           | 3,264       | 1,143      | 2,121       | 285.53%  | 26,549       | 13,716       | 12,833      | 193.56% |
| 7130 Legal Fees                     |             | 250        | -250        | 0.00%    | 965          | 3,000        | -2,035      | 32.17%  |
| 7150 Meeting Expenses               |             | 185        | -185        | 0.00%    | 328          | 2,220        | -1,892      | 14.79%  |
| 7200 Office Expense                 | 578         | 150        | 428         | 385.30%  | 7,215        | 1,800        | 5,415       | 400.82% |
| 7210 Postage & Shipping             | 100         | 350        | -250        | 28.66%   | 2,541        | 4,200        | -1,659      | 60.50%  |
| 7280 Travel Expenses                | 1,006       | 750        | 256         | 134.07%  | 10,452       | 9,000        | 1,452       | 116.14% |
| Total General Admin                 | \$ 8,528    | \$ 5,113   | \$ 3,415    | 166.80%  | \$ 115,260   | \$ 75,321    | \$ 39,939   | 153.03% |
| Occupancy Costs                     |             |            | 0           |          | 0            | 0            | 0           |         |
| 7650 Rent                           | 2,300       | 2,350      | -50         | 97.87%   | 16,586       | 28,200       | -11,614     | 58.82%  |
| 7660 Insurance                      | 398         | 0          | 398         |          | 3,238        | 2,450        | 788         | 132.18% |
| 7850 Repairs & Maintenance          | 250         | 575        | -325        | 43.47%   | 4,332        | 7,700        | -3,368      | 56.26%  |
| 7890 Taxes                          |             | 0          | 0           |          | 311          | 65           | 246         | 478.52% |
| 7910 Telecommunication              | 1,061       | 600        | 461         | 176.88%  | 10,596       | 7,200        | 3,396       | 147.16% |
| 7950 Utilities                      | 599         | 796        | -197        | 75.20%   | 5,087        | 9,794        | -4,707      | 51.94%  |
| 7990 Depreciation Expense           | 644         |            | 644         |          | 4,508        | 0            | 4,508       |         |
| Total Occupancy Costs               | \$ 5,252    | \$ 4,321   | \$ 931      | 121.55%  | \$ 44,658    | \$ 55,409    | \$ -10,751  | 80.60%  |
| Total 3- ADMIN EXPENSES             | \$ 13,781   | \$ 9,434   | \$ 4,347    | 146.07%  | \$ 159,919   | \$ 130,730   | \$ 29,189   | 122.33% |
| 4- PERSONNEL                        |             |            | 0           |          | 0            | 0            | 0           |         |
| 8510 Salaries & Wages               | 37,021      | 31,782     | 5,239       | 116.48%  | 236,798      | 381,388      | -144,590    | 62.09%  |
| 8511 Retirement                     |             |            | 0           |          | 4,677        | 0            | 4,677       |         |
| 8520 Paid Time Off                  | 133         | 6,090      | -5,956      | 2.19%    | 3,661        | 24,154       | -20,493     | 15.16%  |
| 8530 Payroll Taxes                  | 7,837       | 4,402      | 3,435       | 178.05%  | 26,257       | 32,132       | -5,875      | 81.72%  |
| 8540 Payroll Processing Fees        | 125         | 805        | -680        | 15.53%   | 792          | 1,740        | -948        | 45.52%  |
| 8550 Workers Comp                   | 50          | 0          | 50          |          | 2,871        | 3,000        | -129        | 95.69%  |
| 8570 Health Insurance Allowance     | 2,750       | 2,250      | 500         | 122.22%  | 22,850       | 27,000       | -4,150      | 84.63%  |
| 8580 Other Employee Benefits        | 405         | 0          | 405         |          | 1,249        | 3,000        | -1,751      | 41.64%  |
| 8590 Contract Work                  | 8,823       | 750        | 8,073       | 1176.39% | 56,852       | 7,800        | 49,052      | 728.87% |
| 8615 Employee Recruitment           |             |            | 0           |          | 82           | 0            | 82          |         |
| Total 4- PERSONNEL                  | \$ 57,145   | \$ 46,079  | \$ 11,066   | 124.02%  | \$ 356,088   | \$ 480,214   | \$ -124,125 | 74.15%  |
| Payroll Expenses                    |             |            | 0           |          | 0            | 0            | 0           |         |
| Company Contributions               |             |            | 0           |          | 0            | 0            | 0           |         |
| Retirement                          | 1,314       |            | 1,314       |          | 6,081        | 0            | 6,081       |         |
| Total Company Contributions         | \$ 1,314    | \$ 0       | \$ 1,314    |          | \$ 6,081     | \$ 0         | \$ 6,081    |         |
| Total Payroll Expenses              | \$ 1,314    | \$ 0       | \$ 1,314    |          | \$ 6,081     | \$ 0         | \$ 6,081    |         |
| Uncategorized Expense               | 2,826       |            | 2,826       |          | 7,501        | 0            | 7,501       |         |
| Total Expenses                      | \$ 196,763  | \$ 163,849 | \$ 32,914   | 120.09%  | \$ 1,193,307 | \$ 1,920,306 | \$ -726,998 | 62.14%  |
| Net Operating Income                | \$ -181,263 | \$ -40,786 | \$ -140,477 | 444.43%  | \$ -435,507  | \$ -483,349  | \$ 47,842   | 90.10%  |
| Other Income                        |             |            |             |          |              |              |             |         |
| Redeemed Cash Back                  |             |            | 0           |          | 2,161        | 0            | 2,161       |         |
| Total Other Income                  | \$ 0        | \$ 0       | \$ 0        |          | \$ 2,161     | \$ 0         | \$ 2,161    |         |
| Net Other Income                    | \$ 0        | \$ 0       | \$ 0        |          | \$ 2,161     | \$ 0         | \$ 2,161    |         |
| Net Income                          | \$ -181,263 | \$ -40,786 | \$ -140,477 | 444.43%  | \$ -433,346  | \$ -483,349  | \$ 50,003   | 89.65%  |

# Visit Mendocino County

## Statement of Cash Flows

January 2024

|                                                                                      | TOTAL                 |
|--------------------------------------------------------------------------------------|-----------------------|
| OPERATING ACTIVITIES                                                                 |                       |
| Net Income                                                                           | -181,262.58           |
| Adjustments to reconcile Net Income to Net Cash provided by operations:              |                       |
| 1100 Accounts Receivable                                                             | -12,500.00            |
| 1230 Prepaid Expenses                                                                | 1,985.84              |
| 2000 Accounts Payable                                                                | -7,125.49             |
| Ramp Card                                                                            | -7,237.69             |
| 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                                                | 141.65                |
| 2270 Payroll Liabilities:Accrued Payroll                                             | 7,016.44              |
| 2275 Payroll Liabilities:Accrued PTO                                                 | 133.47                |
| Direct Deposit Payable                                                               | 0.00                  |
| Payroll Liabilities:401(k) Contribution                                              | 4,551.50              |
| <b>Total Adjustments to reconcile Net Income to Net Cash provided by operations:</b> | <b>-13,034.28</b>     |
| <b>Net cash provided by operating activities</b>                                     | <b>\$ -194,296.86</b> |
| INVESTING ACTIVITIES                                                                 |                       |
| 1600 Accumulated Depreciation                                                        | 644.00                |
| <b>Net cash provided by investing activities</b>                                     | <b>\$644.00</b>       |
| <b>NET CASH INCREASE FOR PERIOD</b>                                                  | <b>\$ -193,652.86</b> |
| Cash at beginning of period                                                          | 1,377,564.23          |
| <b>CASH AT END OF PERIOD</b>                                                         | <b>\$1,183,911.37</b> |

# Mendocino County Tourism Commission

## Profit and Loss Comparison

July 2023 - January 2024

|                                              | TOTAL               |                          |                       |                 |
|----------------------------------------------|---------------------|--------------------------|-----------------------|-----------------|
|                                              | JUL 2023 - JAN 2024 | JUL 2022 - JAN 2023 (PY) | CHANGE                | % CHANGE        |
| Income                                       |                     |                          |                       |                 |
| 4030 County BID                              | 655,181.90          | 736,489.57               | -81,307.67            | -11.04 %        |
| 4031 County BID adjustments                  |                     | 557.00                   | -557.00               | -100.00 %       |
| 4035 County 50% Match                        | 83,369.08           | 323,101.03               | -239,731.95           | -74.20 %        |
| 4050 NCTC Administration                     |                     | 7,147.53                 | -7,147.53             | -100.00 %       |
| Other Income                                 |                     |                          |                       |                 |
| 4940 Misc. Income                            | 3,000.00            | 3,277.33                 | -277.33               | -8.46 %         |
| 4950 Interest Income                         |                     | 275.07                   | -275.07               | -100.00 %       |
| <b>Total Other Income</b>                    | <b>3,000.00</b>     | <b>3,552.40</b>          | <b>-552.40</b>        | <b>-15.55 %</b> |
| <b>Total Income</b>                          | <b>\$741,550.98</b> | <b>\$1,070,847.53</b>    | <b>\$ -329,296.55</b> | <b>-30.75 %</b> |
| <b>GROSS PROFIT</b>                          | <b>\$741,550.98</b> | <b>\$1,070,847.53</b>    | <b>\$ -329,296.55</b> | <b>-30.75 %</b> |
| Expenses                                     |                     |                          |                       |                 |
| 1- MEDIA & WEBSITE                           |                     |                          |                       |                 |
| 50 Advertising / Media                       | 3,000.00            | 0.00                     | 3,000.00              |                 |
| 5130 Print & Online Advertising              | 312,046.86          | 399,771.39               | -87,724.53            | -21.94 %        |
| 5150 Ad Development/Design                   |                     | 2,000.00                 | -2,000.00             | -100.00 %       |
| 5170 Photography                             | 4,934.00            | 1,005.00                 | 3,929.00              | 390.95 %        |
| 5240 Research & Development                  | 37,660.00           | 92,206.29                | -54,546.29            | -59.16 %        |
| 5280 Video Development                       | 14,377.87           | 18,340.00                | -3,962.13             | -21.60 %        |
| 5290 Marketing Contingency                   |                     | 1,802.71                 | -1,802.71             | -100.00 %       |
| <b>Total 50 Advertising / Media</b>          | <b>372,018.73</b>   | <b>515,125.39</b>        | <b>-143,106.66</b>    | <b>-27.78 %</b> |
| 55 Marketing / Public Relations              |                     |                          |                       |                 |
| 5510 Public Relations Contract               | 64,166.62           | 69,466.64                | -5,300.02             | -7.63 %         |
| 5540 Clipping Service                        | 4,885.95            | 4,771.90                 | 114.05                | 2.39 %          |
| 5550 In-Market PR Stunts                     | 2,032.56            | 4,139.52                 | -2,106.96             | -50.90 %        |
| 5560 Media Events                            | 1,267.68            | 3,679.40                 | -2,411.72             | -65.55 %        |
| 5610 Travel -PR Related                      | 7,086.01            | 3,167.53                 | 3,918.48              | 123.71 %        |
| 5680 Visiting Media FAM Expenses             | 5,538.78            | 7,127.24                 | -1,588.46             | -22.29 %        |
| <b>Total 55 Marketing / Public Relations</b> | <b>84,977.60</b>    | <b>92,352.23</b>         | <b>-7,374.63</b>      | <b>-7.99 %</b>  |
| 57 Website Maint / Development               |                     |                          |                       |                 |
| 5710 Interactive Media Coordinator           |                     | 5,062.60                 | -5,062.60             | -100.00 %       |
| 5740 Content Creation                        | 17,500.00           | 13,901.34                | 3,598.66              | 25.89 %         |
| 5750 Development/ Maintenance                | 10,314.93           | 52,107.28                | -41,792.35            | -80.20 %        |
| 5780 Interactive Marketing                   | 28,111.08           | 174.75                   | 27,936.33             | 15,986.45 %     |
| <b>Total 57 Website Maint / Development</b>  | <b>55,926.01</b>    | <b>71,245.97</b>         | <b>-15,319.96</b>     | <b>-21.50 %</b> |

# Mendocino County Tourism Commission

## Profit and Loss Comparison

July 2023 - January 2024

|                                            | TOTAL               |                          |                    |                 |
|--------------------------------------------|---------------------|--------------------------|--------------------|-----------------|
|                                            | JUL 2023 - JAN 2024 | JUL 2022 - JAN 2023 (PY) | CHANGE             | % CHANGE        |
| <b>58 Leisure / Group Sales</b>            |                     |                          |                    |                 |
| 5810 Promotion Items, Booth Develop        | 10,324.20           | 430.68                   | 9,893.52           | 2,297.19 %      |
| 5840 State Fair Exhibit                    | 7,039.91            | 16,035.66                | -8,995.75          | -56.10 %        |
| 5880 Travel - Leisure/Group Sales          | 698.04              | 3,817.20                 | -3,119.16          | -81.71 %        |
| 5885 Travel - Group FAMs                   | 901.79              | 692.05                   | 209.74             | 30.31 %         |
| 5890 Misc. Sales Opportunities             | 3,500.00            |                          | 3,500.00           |                 |
| <b>Total 58 Leisure / Group Sales</b>      | <b>22,463.94</b>    | <b>20,975.59</b>         | <b>1,488.35</b>    | <b>7.10 %</b>   |
| <b>Total 1- MEDIA &amp; WEBSITE</b>        | <b>535,386.28</b>   | <b>699,699.18</b>        | <b>-164,312.90</b> | <b>-23.48 %</b> |
| <b>2- VISITOR SVS / PARTNERSHIPS</b>       |                     |                          |                    |                 |
| Partnerships                               |                     |                          |                    |                 |
| 6550 Conferences & Seminars                | 745.21              | 19,377.32                | -18,632.11         | -96.15 %        |
| 6555 Conferences & Seminars Travel         | 6,864.04            |                          | 6,864.04           |                 |
| 6570 In-County Relations                   | 6,280.39            | 5,501.01                 | 779.38             | 14.17 %         |
| 6575 Stakeholder Networking                | 3,845.76            | 2,213.01                 | 1,632.75           | 73.78 %         |
| 6580 Contracted Writing Services           | 5,520.00            |                          | 5,520.00           |                 |
| 6590 Memberships                           | 4,391.63            | 410.00                   | 3,981.63           | 971.13 %        |
| 6610 North Coast Tourism Council           | 4,288.64            | 22,504.25                | -18,215.61         | -80.94 %        |
| <b>Total Partnerships</b>                  | <b>31,935.67</b>    | <b>50,005.59</b>         | <b>-18,069.92</b>  | <b>-36.14 %</b> |
| Visitor Services                           |                     |                          |                    |                 |
| 6720 Event & Festival Guides               | 25,513.07           | 38,669.92                | -13,156.85         | -34.02 %        |
| 6730 Incentives & Sponsorships             | 51,050.17           | 12,003.50                | 39,046.67          | 325.29 %        |
| 6770 Visitor Centers & Signage             | 5,841.52            | 6,750.00                 | -908.48            | -13.46 %        |
| <b>Total Visitor Services</b>              | <b>82,404.76</b>    | <b>57,423.42</b>         | <b>24,981.34</b>   | <b>43.50 %</b>  |
| <b>Total 2- VISITOR SVS / PARTNERSHIPS</b> | <b>114,340.43</b>   | <b>107,429.01</b>        | <b>6,911.42</b>    | <b>6.43 %</b>   |
| <b>3- ADMIN EXPENSES</b>                   |                     |                          |                    |                 |
| General Admin                              |                     |                          |                    |                 |
| 7010 Accounting                            | 23,501.00           | 21,201.00                | 2,300.00           | 10.85 %         |
| 7060 Bank Fees                             | 28.65               | 61.95                    | -33.30             | -53.75 %        |
| 7080 Board Development                     | 37,440.00           | 57,859.47                | -20,419.47         | -35.29 %        |
| 7100 Dues & Subscriptions                  | 26,548.87           | 26,181.64                | 367.23             | 1.40 %          |
| 7130 Legal Fees                            | 615.00              | 488.80                   | 126.20             | 25.82 %         |
| 7150 Meeting Expenses                      | 328.40              | 1,690.67                 | -1,362.27          | -80.58 %        |
| 7200 Office Expense                        | 7,214.84            | 5,535.42                 | 1,679.42           | 30.34 %         |
| 7210 Postage & Shipping                    | 2,457.07            | 4,332.43                 | -1,875.36          | -43.29 %        |
| 7280 Travel Expenses                       | 10,452.49           | 8,485.85                 | 1,966.64           | 23.18 %         |
| <b>Total General Admin</b>                 | <b>108,586.32</b>   | <b>125,837.23</b>        | <b>-17,250.91</b>  | <b>-13.71 %</b> |



# Mendocino County Tourism Commission

## Profit and Loss Comparison

July 2023 - January 2024

|                                    | TOTAL                 |                          |                       |                  |
|------------------------------------|-----------------------|--------------------------|-----------------------|------------------|
|                                    | JUL 2023 - JAN 2024   | JUL 2022 - JAN 2023 (PY) | CHANGE                | % CHANGE         |
| Occupancy Costs                    |                       |                          |                       |                  |
| 7650 Rent                          | 16,586.00             | 19,492.00                | -2,906.00             | -14.91 %         |
| 7660 Insurance                     | 3,238.38              | 1,846.00                 | 1,392.38              | 75.43 %          |
| 7850 Repairs & Maintenance         | 4,116.85              | 5,075.61                 | -958.76               | -18.89 %         |
| 7890 Taxes                         | 311.04                | 122.14                   | 188.90                | 154.66 %         |
| 7910 Telecommunication             | 10,240.03             | 6,335.22                 | 3,904.81              | 61.64 %          |
| 7950 Utilities                     | 4,505.54              | 4,152.12                 | 353.42                | 8.51 %           |
| 7990 Depreciation Expense          | 4,508.00              | 4,548.00                 | -40.00                | -0.88 %          |
| <b>Total Occupancy Costs</b>       | <b>43,505.84</b>      | <b>41,571.09</b>         | <b>1,934.75</b>       | <b>4.65 %</b>    |
| <b>Total 3- ADMIN EXPENSES</b>     | <b>152,092.16</b>     | <b>167,408.32</b>        | <b>-15,316.16</b>     | <b>-9.15 %</b>   |
| 4- PERSONNEL                       |                       |                          |                       |                  |
| 8510 Salaries & Wages              | 206,291.84            | 180,203.48               | 26,088.36             | 14.48 %          |
| 8511 Retirement                    | 4,676.77              | 3,905.36                 | 771.41                | 19.75 %          |
| 8520 Paid Time Off                 | 3,660.97              | 6,840.51                 | -3,179.54             | -46.48 %         |
| 8530 Payroll Taxes                 | 23,384.84             | 20,342.61                | 3,042.23              | 14.95 %          |
| 8540 Payroll Processing Fees       | 792.00                | 495.00                   | 297.00                | 60.00 %          |
| 8550 Workers Comp                  | 2,870.66              | 2,204.19                 | 666.47                | 30.24 %          |
| 8570 Health Insurance Allowance    | 20,100.00             | 17,150.00                | 2,950.00              | 17.20 %          |
| 8580 Other Employee Benefits       | 1,249.10              | 1,413.00                 | -163.90               | -11.60 %         |
| 8590 Contract Work                 | 52,685.44             | 27,778.77                | 24,906.67             | 89.66 %          |
| 8615 Employee Recruitment          | 81.67                 | 865.48                   | -783.81               | -90.56 %         |
| <b>Total 4- PERSONNEL</b>          | <b>315,793.29</b>     | <b>261,198.40</b>        | <b>54,594.89</b>      | <b>20.90 %</b>   |
| Payroll Expenses                   |                       |                          |                       |                  |
| Company Contributions              |                       |                          |                       |                  |
| Retirement                         | 4,750.98              |                          | 4,750.98              |                  |
| <b>Total Company Contributions</b> | <b>4,750.98</b>       |                          | <b>4,750.98</b>       |                  |
| <b>Total Payroll Expenses</b>      | <b>4,750.98</b>       |                          | <b>4,750.98</b>       |                  |
| Uncategorized Expense              | 7,500.69              | 37.16                    | 7,463.53              | 20,084.85 %      |
| <b>Total Expenses</b>              | <b>\$1,129,863.83</b> | <b>\$1,235,772.07</b>    | <b>\$ -105,908.24</b> | <b>-8.57 %</b>   |
| NET OPERATING INCOME               | <b>\$ -388,312.85</b> | <b>\$ -164,924.54</b>    | <b>\$ -223,388.31</b> | <b>-135.45 %</b> |
| Other Income                       |                       |                          |                       |                  |
| Redeemed Cash Back                 | 2,161.26              |                          | 2,161.26              |                  |
| <b>Total Other Income</b>          | <b>\$2,161.26</b>     | <b>\$0.00</b>            | <b>\$2,161.26</b>     | <b>0.00%</b>     |
| NET OTHER INCOME                   | <b>\$2,161.26</b>     | <b>\$0.00</b>            | <b>\$2,161.26</b>     | <b>0.00%</b>     |
| NET INCOME                         | <b>\$ -386,151.59</b> | <b>\$ -164,924.54</b>    | <b>\$ -221,227.05</b> | <b>-134.14 %</b> |