

Mendocino County Tourism Commission

Balance Sheet Comparison

As of July 31, 2023

	TOTAL			
	AS OF JUL 31, 2023	AS OF JUL 31, 2022 (PY)	CHANGE	% CHANGE
ASSETS				
Current Assets				
Bank Accounts				
1005 SBMC Checking	514,899.59	252,783.92	262,115.67	103.69 %
1010 SBMC Contingency/Savings	1,000,245.31	1,166,145.33	-165,900.02	-14.23 %
1030 Cash drawer	100.00	100.00	0.00	0.00 %
Total Bank Accounts	\$1,515,244.90	\$1,419,029.25	\$96,215.65	6.78 %
Accounts Receivable				
1100 Accounts Receivable	295,361.52	736,388.34	-441,026.82	-59.89 %
Total Accounts Receivable	\$295,361.52	\$736,388.34	\$ -441,026.82	-59.89 %
Other Current Assets				
1230 Prepaid Expenses	-2,248.62	89,813.05	-92,061.67	-102.50 %
1250 Refundable Deposits	1,800.00	1,800.00	0.00	0.00 %
1270 Receivable Other	-8,923.29	0.00	-8,923.29	
1290 Loan to Employee	200.00		200.00	
Undeposited Funds	0.00	0.00	0.00	
Total Other Current Assets	\$ -9,171.91	\$91,613.05	\$ -100,784.96	-110.01 %
Total Current Assets	\$1,801,434.51	\$2,247,030.64	\$ -445,596.13	-19.83 %
Fixed Assets				
1510 Furniture and Equipment	41,311.75	31,423.08	9,888.67	31.47 %
1600 Accumulated Depreciation	-23,971.00	-16,315.00	-7,656.00	-46.93 %
Total Fixed Assets	\$17,340.75	\$15,108.08	\$2,232.67	14.78 %
Other Assets				
1700 Website Development	0.00	0.00	0.00	
1750 Accumulated Amortization	0.00	0.00	0.00	
Total Other Assets	\$0.00	\$0.00	\$0.00	0.00%
TOTAL ASSETS	\$1,818,775.26	\$2,262,138.72	\$ -443,363.46	-19.60 %
LIABILITIES AND EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 Accounts Payable	46,448.68	46,651.44	-202.76	-0.43 %
Total Accounts Payable	\$46,448.68	\$46,651.44	\$ -202.76	-0.43 %
Credit Cards				
Ramp Card	0.00		0.00	

Mendocino County Tourism Commission

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	TOTAL			
	AS OF JUL 31, 2023	AS OF JUL 31, 2022 (PY)	CHANGE	% CHANGE
Total Credit Cards	\$0.00	\$0.00	\$0.00	0.00%
Other Current Liabilities				
2100 Accrued Expenses	1,115.00	0.00	1,115.00	
2150 Other Liabilities-County Match	0.00	0.00	0.00	
2300 Loan Payable	0.00	0.00	0.00	
Direct Deposit Payable	0.00	0.00	0.00	
Not in Use	0.00	0.00	0.00	
Payroll Liabilities	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	78.74	-78.74	-100.00 %
2240 FUTA Payable	11.42	7.62	3.80	49.87 %
2270 Accrued Payroll	3,958.06	13,812.69	-9,854.63	-71.34 %
2275 Accrued PTO	17,536.53	14,474.31	3,062.22	21.16 %
2280 Health Insurance Payable	0.00	0.00	0.00	
2290 Direct Deposit Liabilities	0.00	0.00	0.00	
401(k) Contribution	4,298.25		4,298.25	
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	25,804.26	28,373.36	-2,569.10	-9.05 %
Total Other Current Liabilities	\$26,919.26	\$28,373.36	\$ -1,454.10	-5.12 %
Total Current Liabilities	\$73,367.94	\$75,024.80	\$ -1,656.86	-2.21 %
Total Liabilities	\$73,367.94	\$75,024.80	\$ -1,656.86	-2.21 %
Equity				
3100 Contingency-Restricted	187,622.35	187,622.35	0.00	0.00 %
3900 Unrestricted Net Assets (RE)	1,713,859.22	2,042,725.51	-328,866.29	-16.10 %
Opening Bal Equity	0.00	0.00	0.00	
Net Income	-156,074.25	-43,233.94	-112,840.31	-261.00 %
Total Equity	\$1,745,407.32	\$2,187,113.92	\$ -441,706.60	-20.20 %
TOTAL LIABILITIES AND EQUITY	\$1,818,775.26	\$2,262,138.72	\$ -443,363.46	-19.60 %

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

	Jul 2023				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Income								
4030 County BID		110,563	-110,563	0.00%	0	1,326,759	-1,326,759	0.00%
4031 County BID adjustments		0	0		0	-39,803	39,803	0.00%
4035 County 50% Match		12,500	-12,500	0.00%	12,500	150,000	-137,500	8.33%
Total Income	\$ 0	\$ 123,063	\$ -123,063	0.00%	\$ 12,500	\$ 1,436,956	\$ -1,424,456	0.87%
Gross Profit	\$ 0	\$ 123,063	\$ -123,063	0.00%	\$ 12,500	\$ 1,436,956	\$ -1,424,456	0.87%
Expenses								
1- MEDIA & WEBSITE	86,940	77,450	9,490	112.25%	102,400	943,050	-840,650	10.86%
2- VISITOR SVS / PARTNERSHIPS	25,715	32,564	-6,848	78.97%	25,965	366,312	-340,347	7.09%
3- ADMIN EXPENSES	19,918	17,291	2,627	115.19%	29,421	130,730	-101,308	22.51%
4- PERSONNEL	22,138	41,653	-19,515	53.15%	64,566	480,214	-415,647	13.45%
Payroll Expenses	1,363		1,363		2,783	0	2,783	
Uncategorized Expense			0		549	0	549	
Total Expenses	\$ 156,074	\$ 168,958	\$ -12,883	92.37%	\$ 225,685	\$ 1,920,306	\$ -1,694,621	11.75%
Net Operating Income	\$ -156,074	\$ -45,894	\$ -110,180	340.07%	\$ -213,185	\$ -483,349	\$ 270,164	44.11%
Net Income	\$ -156,074	\$ -45,894	\$ -110,180	340.07%	\$ -213,185	\$ -483,349	\$ 270,164	44.11%

Mendocino County Tourism Commission
Budget vs. Actuals: FY 23/24 - FY24 P&L
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Income								
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4035 County 50% Match		12,500	-12,500	0.00%	12,500	150,000	-137,500	8.33%
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Gross Profit	\$ 0	\$ 123,063	\$ -123,063	0.00%	\$ 12,500	\$ 1,436,956	\$ -1,424,456	0.87%
Expenses								
1- MEDIA & WEBSITE			0		0	0	0	
50 Advertising / Media			0		0	0	0	
5130 Print & Online Advertising	52,908	43,000	9,908	123.04%	54,783	531,000	-476,217	10.32%
5150 Ad Development/Design		1,000	-1,000	0.00%	0	12,000	-12,000	0.00%
5170 Photography		1,000	-1,000	0.00%	0	12,000	-12,000	0.00%
5240 Research & Development	5,000	10,583	-5,583	47.24%	5,000	66,500	-61,500	7.52%
5280 Video Development	5,694	1,500	4,194	379.58%	5,694	18,000	-12,306	31.63%
5290 Marketing Contingency		1,000	-1,000	0.00%	0	12,000	-12,000	0.00%
Total 50 Advertising / Media	\$ 63,602	\$ 58,083	\$ 5,518	109.50%	\$ 65,477	\$ 651,500	\$ -586,024	10.05%
55 Marketing / Public Relations			0		0	0	0	
5510 Public Relations Contract		9,517	-9,517	0.00%	0	114,200	-114,200	0.00%
5520 Marketing Agency Contract		2,000	-2,000	0.00%	0	24,000	-24,000	0.00%
5540 Clipping Service	800	1,000	-200	80.00%	800	12,000	-11,200	6.67%
5550 In-Market PR Stunts			0		1,649	0	1,649	
5560 Media Events		250	-250	0.00%	200	14,500	-14,300	1.38%
5610 Travel -PR Related	10,081	0	10,081		21,574	11,000	10,574	196.13%
5680 Visiting Media FAM Expenses		500	-500	0.00%	0	6,000	-6,000	0.00%
Total 55 Marketing / Public Relations	\$ 10,881	\$ 13,267	\$ -2,386	82.02%	\$ 24,223	\$ 181,700	\$ -157,477	13.33%
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%	2,500	18,000	-15,500	13.89%
5750 Development/ Maintenance	623	500	123	124.69%	623	6,000	-5,377	10.39%
5780 Interactive Marketing		100	-100	0.00%	0	1,200	-1,200	0.00%
Total 57 Website Maint / Development	\$ 3,123	\$ 4,600	\$ -1,477	67.90%	\$ 3,123	\$ 55,200	\$ -52,077	5.66%
58 Leisure / Group Sales			0		0	0	0	
5810 Promotion Items, Booth Develop	1,834	0	1,834		1,834	9,500	-7,666	19.31%
5820 Consumer & Trade Shows		0	0		0	12,200	-12,200	0.00%
5840 State Fair Exhibit	6,598	0	6,598		6,598	7,000	-402	94.26%
5870 Shipping - Travel Shows		0	0		0	2,500	-2,500	0.00%
5880 Travel - Leisure/Group Sales		0	0		242	14,450	-14,208	1.68%
5885 Travel - Group FAMs	902	1,000	-98	90.18%	902	3,000	-2,098	30.06%
5890 Misc. Sales Opportunities		500	-500	0.00%	0	6,000	-6,000	0.00%
Total 58 Leisure / Group Sales	\$ 9,334	\$ 1,500	\$ 7,834	622.29%	\$ 9,577	\$ 54,650	\$ -45,073	17.52%
Total 1- MEDIA & WEBSITE	\$ 86,940	\$ 77,450	\$ 9,490	112.25%	\$ 102,400	\$ 943,050	\$ -840,650	10.86%
2- VISITOR SVS / PARTNERSHIPS			0		0	0	0	
Partnerships			0		0	0	0	
6550 Conferences & Seminars		2,950	-2,950	0.00%	0	18,150	-18,150	0.00%
6555 Conferences & Seminars Travel		2,614	-2,614	0.00%	0	16,912	-16,912	0.00%
6570 In-County Relations	84	1,550	-1,466	5.44%	114	15,100	-14,986	0.76%
6575 Stakeholder Networking		1,950	-1,950	0.00%	0	23,400	-23,400	0.00%
6590 Memberships		2,650	-2,650	0.00%	0	7,950	-7,950	0.00%
6610 North Coast Tourism Council		1,167	-1,167	0.00%	0	14,000	-14,000	0.00%
Total Partnerships	\$ 84	\$ 12,880	\$ -12,796	0.65%	\$ 114	\$ 95,512	\$ -95,397	0.12%
Visitor Services			0		0	0	0	
6720 Event & Festival Guides	971	6,225	-5,254	15.60%	971	108,300	-107,329	0.90%

6730 Incentives & Sponsorships	23,098	4,292	18,807	538.21%	23,318	52,500	-29,182	44.42%
6770 Visitor Centers & Signage	1,562	9,167	-7,605	17.04%	1,562	110,000	-108,438	1.42%
Total Visitor Services	\$ 25,631	\$ 19,683	\$ 5,948	130.22%	\$ 25,851	\$ 270,800	\$ -244,949	9.55%
Total 2- VISITOR SVS / PARTNERSHIPS	\$ 25,715	\$ 32,564	\$ -6,848	78.97%	\$ 25,965	\$ 366,312	\$ -340,347	7.09%
3- ADMIN EXPENSES			0		0	0	0	
General Admin			0		0	0	0	
7010 Accounting	2,122	2,000	122	106.10%	2,122	33,000	-30,878	6.43%
7060 Bank Fees		50	-50	0.00%	0	600	-600	0.00%
7080 Board Development	6,240	5,000	1,240	124.80%	12,480	5,385	7,095	231.75%
7090 Copying & Printing		200	-200	0.00%	0	2,400	-2,400	0.00%
7100 Dues & Subscriptions	3,477	1,143	2,334	304.17%	3,477	13,716	-10,239	25.35%
7130 Legal Fees	90	250	-160	36.00%	90	3,000	-2,910	3.00%
7150 Meeting Expenses		185	-185	0.00%	0	2,220	-2,220	0.00%
7200 Office Expense	1,798	150	1,648	1198.72%	1,798	1,800	-2	99.89%
7210 Postage & Shipping	1,156	350	806	330.14%	1,510	4,200	-2,691	35.94%
7280 Travel Expenses	2	750	-748	0.31%	1,981	9,000	-7,019	22.01%
Total General Admin	\$ 14,885	\$ 10,078	\$ 4,807	147.69%	\$ 23,457	\$ 75,321	\$ -51,864	31.14%
Occupancy Costs			0		0	0	0	
7650 Rent	2,462	2,350	112	104.77%	2,462	28,200	-25,738	8.73%
7660 Insurance	473	2,450	-1,977	19.32%	473	2,450	-1,977	19.32%
7850 Repairs & Maintenance	400	775	-375	51.61%	650	7,700	-7,050	8.44%
7890 Taxes		0	0		311	65	246	478.52%
7910 Telecommunication	556	600	-44	92.61%	706	7,200	-6,494	9.80%
7950 Utilities	499	1,038	-539	48.04%	718	9,794	-9,076	7.33%
7990 Depreciation Expense	644		644		644	0	644	
Total Occupancy Costs	\$ 5,034	\$ 7,213	\$ -2,179	69.78%	\$ 5,964	\$ 55,409	\$ -49,445	10.76%
Total 3- ADMIN EXPENSES	\$ 19,918	\$ 17,291	\$ 2,627	115.19%	\$ 29,421	\$ 130,730	\$ -101,308	22.51%
4- PERSONNEL			0		0	0	0	
8510 Salaries & Wages	12,210	31,782	-19,572	38.42%	44,715	381,388	-336,672	11.72%
8520 Paid Time Off	615	1,954	-1,339	31.48%	615	24,154	-23,539	2.55%
8530 Payroll Taxes	1,216	2,431	-1,216	50.00%	3,971	32,132	-28,161	12.36%
8540 Payroll Processing Fees	125	85	40	147.06%	125	1,740	-1,615	7.18%
8550 Workers Comp	956	3,000	-2,044	31.86%	956	3,000	-2,044	31.86%
8570 Health Insurance Allowance	2,850	2,250	600	126.67%	5,850	27,000	-21,150	21.67%
8580 Other Employee Benefits		0	0		0	3,000	-3,000	0.00%
8590 Contract Work	4,167	150	4,017	2777.78%	8,333	7,800	533	106.84%
Total 4- PERSONNEL	\$ 22,138	\$ 41,653	\$ -19,515	53.15%	\$ 64,566	\$ 480,214	\$ -415,647	13.45%
Payroll Expenses			0		0	0	0	
Company Contributions			0		0	0	0	
Retirement	1,363		1,363		2,783	0	2,783	
Total Company Contributions	\$ 1,363	\$ 0	\$ 1,363		\$ 2,783	\$ 0	\$ 2,783	
Total Payroll Expenses	\$ 1,363	\$ 0	\$ 1,363		\$ 2,783	\$ 0	\$ 2,783	
Uncategorized Expense			0		549	0	549	
Total Expenses	\$ 156,074	\$ 168,958	\$ -12,883	92.37%	\$ 225,685	\$ 1,920,306	\$ -1,694,621	11.75%
Net Operating Income	\$ -156,074	\$ -45,894	\$ -110,180	340.07%	\$ -213,185	\$ -483,349	\$ 270,164	44.11%
Net Income	\$ -156,074	\$ -45,894	\$ -110,180	340.07%	\$ -213,185	\$ -483,349	\$ 270,164	44.11%

Visit Mendocino County

Statement of Cash Flows

July 2023

	TOTAL
OPERATING ACTIVITIES	
Net Income	-156,074.25
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1100 Accounts Receivable	90,000.00
1230 Prepaid Expenses	-15,992.94
1290 Loan to Employee	100.00
2000 Accounts Payable	-13,587.02
Ramp Card	-24,300.64
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	5.68
2270 Payroll Liabilities:Accrued Payroll	-20,459.36
2275 Payroll Liabilities:Accrued PTO	615.33
Direct Deposit Payable	0.00
Payroll Liabilities:401(k) Contribution	4,298.22
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	20,679.27
Net cash provided by operating activities	\$ -135,394.98
INVESTING ACTIVITIES	
1600 Accumulated Depreciation	644.00
Net cash provided by investing activities	\$644.00
NET CASH INCREASE FOR PERIOD	\$ -134,750.98
Cash at beginning of period	1,649,995.88
CASH AT END OF PERIOD	\$1,515,244.90

Mendocino County Tourism Commission

Profit and Loss Comparison

July 2023

	TOTAL			
	JUL 2023	JUL 2022 (PY)	CHANGE	% CHANGE
Income				
4030 County BID		96,831.00	-96,831.00	-100.00 %
4035 County 50% Match		39,583.00	-39,583.00	-100.00 %
Total Income	\$0.00	\$136,414.00	\$ -136,414.00	-100.00 %
GROSS PROFIT	\$0.00	\$136,414.00	\$ -136,414.00	-100.00 %
Expenses				
1- MEDIA & WEBSITE				
50 Advertising / Media				
5130 Print & Online Advertising	52,907.74	39,813.61	13,094.13	32.89 %
5150 Ad Development/Design		1,000.00	-1,000.00	-100.00 %
5240 Research & Development	5,000.00	14,000.00	-9,000.00	-64.29 %
5280 Video Development	5,693.76	2,000.00	3,693.76	184.69 %
Total 50 Advertising / Media	63,601.50	56,813.61	6,787.89	11.95 %
55 Marketing / Public Relations				
5510 Public Relations Contract		8,683.33	-8,683.33	-100.00 %
5540 Clipping Service	800.00	680.00	120.00	17.65 %
5550 In-Market PR Stunts		2,062.00	-2,062.00	-100.00 %
5560 Media Events		1,400.00	-1,400.00	-100.00 %
5610 Travel -PR Related	10,080.69	567.62	9,513.07	1,675.96 %
5680 Visiting Media FAM Expenses		1,270.63	-1,270.63	-100.00 %
Total 55 Marketing / Public Relations	10,880.69	14,663.58	-3,782.89	-25.80 %
57 Website Maint / Development				
5710 Interactive Media Coordinator		2,500.00	-2,500.00	-100.00 %
5740 Content Creation	2,500.00		2,500.00	
5750 Development/ Maintenance	623.46	40,791.71	-40,168.25	-98.47 %
5780 Interactive Marketing		34.95	-34.95	-100.00 %
Total 57 Website Maint / Development	3,123.46	43,326.66	-40,203.20	-92.79 %
58 Leisure / Group Sales				
5810 Promotion Items, Booth Develop	1,834.19	4.99	1,829.20	36,657.31 %
5840 State Fair Exhibit	6,598.30	15,085.66	-8,487.36	-56.26 %
5885 Travel - Group FAMs	901.79		901.79	
Total 58 Leisure / Group Sales	9,334.28	15,090.65	-5,756.37	-38.15 %
Total 1- MEDIA & WEBSITE	86,939.93	129,894.50	-42,954.57	-33.07 %
2- VISITOR SVS / PARTNERSHIPS				
Partnerships				
6570 In-County Relations	84.36	35.00	49.36	141.03 %
6575 Stakeholder Networking		244.32	-244.32	-100.00 %
6610 North Coast Tourism Council		370.76	-370.76	-100.00 %
Total Partnerships	84.36	650.08	-565.72	-87.02 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July 2023

	TOTAL			
	JUL 2023	JUL 2022 (PY)	CHANGE	% CHANGE
Visitor Services				
6720 Event & Festival Guides	970.90	1,730.65	-759.75	-43.90 %
6730 Incentives & Sponsorships	23,098.17	688.50	22,409.67	3,254.85 %
6770 Visitor Centers & Signage	1,561.77	950.00	611.77	64.40 %
Total Visitor Services	25,630.84	3,369.15	22,261.69	660.75 %
Total 2- VISITOR SVS / PARTNERSHIPS	25,715.20	4,019.23	21,695.97	539.80 %
3- ADMIN EXPENSES				
General Admin				
7010 Accounting	2,122.00	2,495.00	-373.00	-14.95 %
7060 Bank Fees		7.80	-7.80	-100.00 %
7080 Board Development	6,240.00		6,240.00	
7100 Dues & Subscriptions	3,476.61	1,452.25	2,024.36	139.39 %
7130 Legal Fees	90.00		90.00	
7200 Office Expense	1,798.08	389.54	1,408.54	361.59 %
7210 Postage & Shipping	1,155.50	655.15	500.35	76.37 %
7280 Travel Expenses	2.36	1,917.63	-1,915.27	-99.88 %
Total General Admin	14,884.55	6,917.37	7,967.18	115.18 %
Occupancy Costs				
7650 Rent	2,462.00	2,456.00	6.00	0.24 %
7660 Insurance	473.34	223.00	250.34	112.26 %
7850 Repairs & Maintenance	399.95	374.95	25.00	6.67 %
7910 Telecommunication	555.63	782.74	-227.11	-29.01 %
7950 Utilities	498.64	491.24	7.40	1.51 %
7990 Depreciation Expense	644.00	618.00	26.00	4.21 %
Total Occupancy Costs	5,033.56	4,945.93	87.63	1.77 %
Total 3- ADMIN EXPENSES	19,918.11	11,863.30	8,054.81	67.90 %
4- PERSONNEL				
8510 Salaries & Wages	12,209.96	22,958.38	-10,748.42	-46.82 %
8520 Paid Time Off	615.33	939.85	-324.52	-34.53 %
8530 Payroll Taxes	1,215.69	1,991.64	-775.95	-38.96 %
8540 Payroll Processing Fees	125.00	65.00	60.00	92.31 %
8550 Workers Comp	955.79	134.17	821.62	612.37 %
8570 Health Insurance Allowance	2,850.00	2,200.00	650.00	29.55 %
8590 Contract Work	4,166.67	5,132.92	-966.25	-18.82 %
8615 Employee Recruitment		448.95	-448.95	-100.00 %
Total 4- PERSONNEL	22,138.44	33,870.91	-11,732.47	-34.64 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July 2023

	TOTAL			
	JUL 2023	JUL 2022 (PY)	CHANGE	% CHANGE
Payroll Expenses				
Company Contributions				
Retirement	1,362.57		1,362.57	
Total Company Contributions	1,362.57		1,362.57	
Total Payroll Expenses	1,362.57		1,362.57	
Total Expenses	\$156,074.25	\$179,647.94	\$ -23,573.69	-13.12 %
NET OPERATING INCOME	\$ -156,074.25	\$ -43,233.94	\$ -112,840.31	-261.00 %
NET INCOME	\$ -156,074.25	\$ -43,233.94	\$ -112,840.31	-261.00 %