

Visit Mendocino County
Statement of Financial Position Comparison
As of Jul 31, 2026

	TOTAL		
	As of Jul 31, 2026	As of Jul 31, 2025 (PY)	\$ Change (PY)
Assets			
Current Assets			
Bank Accounts			
1005 SBMC Checking	58,010.05	35,016.13	22,993.92
1010 SBMC Contingency/Savings	356,268.39	501,048.52	-144,780.13
1030 Cash drawer	100.00	100.00	0.00
Total for Bank Accounts	\$414,378.44	\$536,164.65	-\$121,786.21
Accounts Receivable			
1100 Accounts Receivable	0.00	284,300.68	-284,300.68
Total for Accounts Receivable	\$0.00	\$284,300.68	-\$284,300.68
Other Current Assets			
1230 Prepaid Expenses	15,769.23	12,074.16	3,695.07
1250 Refundable Deposits	1,800.00	1,800.00	0.00
1270 Receivable Other	0.00	0.00	0.00
1290 Loan to Employee	0.00	0.00	0.00
QuickBooks Tax Holding Account	219.45		219.45
Undeposited Funds	0.00	0.00	0.00
Total for Other Current Assets	\$17,788.68	\$13,874.16	\$3,914.52
Total for Current Assets	\$432,167.12	\$834,339.49	-\$402,172.37
Fixed Assets			
1510 Furniture and Equipment	58,122.92	50,080.43	8,042.49
1600 Accumulated Depreciation	-44,373.50	-37,994.68	-6,378.82
Total for Fixed Assets	\$13,749.42	\$12,085.75	\$1,663.67
Other Assets			
1700 Website Development	0.00	0.00	0.00
1750 Accumulated Amortization	0.00	0.00	0.00
Total for Other Assets	\$0.00	\$0.00	\$0.00
Total for Assets	\$445,916.54	\$846,425.24	-\$400,508.70
Liabilities and Equity			
Liabilities			
Current Liabilities			
Accounts Payable			
2000 Accounts Payable	19,063.59	21,038.15	-1,974.56
Total for Accounts Payable	\$19,063.59	\$21,038.15	-\$1,974.56
Credit Cards			
Ramp Card	4,213.86	3,951.39	262.47

Visit Mendocino County
Statement of Financial Position Comparison
As of Jul 31, 2026

	TOTAL		
	As of Jul 31, 2026	As of Jul 31, 2025 (PY)	\$ Change (PY)
Total for Credit Cards	\$4,213.86	\$3,951.39	\$262.47
Other Current Liabilities			
2100 Accrued Expenses	1,115.00	1,115.00	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	219.45	0.00	219.45
2240 FUTA Payable	0.00	22.34	-22.34
2270 Accrued Payroll	-18,412.21	-14,250.40	-4,161.81
2275 Accrued PTO	12,943.90	11,482.45	1,461.45
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
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 for Payroll Liabilities	-\$5,248.83	-\$2,745.58	-\$2,503.25
Total for Other Current Liabilities	-\$4,133.83	-\$1,630.58	-\$2,503.25
Total for Current Liabilities	\$19,143.62	\$23,358.96	-\$4,215.34
Total for Liabilities	\$19,143.62	\$23,358.96	-\$4,215.34
Equity			
3100 Contingency-Restricted	187,622.35	187,622.35	0.00
3900 Unrestricted Net Assets (RE)	325,777.02	726,456.85	-400,679.83
Net Income	-86,626.45	-91,012.92	4,386.47
Opening Bal Equity	0.00	0.00	0.00
Total for Equity	\$426,772.92	\$823,066.28	-\$396,293.36
Total for Liabilities and Equity	\$445,916.54	\$846,425.24	-\$400,508.70

Visit Mendocino County
Budget vs. Actuals: Budget_FY27_P&L - FY27 P&L
July 2026 - June 2027

	Jul 2026				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Revenue								
4030 County BID		100,000.00	-100,000.00	0.00%	0.00	1,200,000.00	-1,200,000.00	0.00%
Total Revenue	\$ 0.00	\$ 100,000.00	\$ -100,000.00	0.00%	\$ 0.00	\$ 1,200,000.00	\$ -1,200,000.00	0.00%
Gross Profit	\$ 0.00	\$ 100,000.00	\$ -100,000.00	0.00%	\$ 0.00	\$ 1,200,000.00	\$ -1,200,000.00	0.00%
Expenditures								
0000 TEST			0.00		0.00	0.00	0.00	
1- MEDIA & WEBSITE	29,243.48	42,581.67	-13,338.19	68.68%	50,218.86	382,896.66	-332,677.80	13.12%
2- VISITOR SVS / PARTNERSHIPS	13,312.64	37,800.00	-24,487.36	35.22%	14,324.67	115,010.00	-100,685.33	12.46%
3- ADMIN EXPENSES	12,546.15	18,241.00	-5,694.85	68.78%	31,065.75	177,837.00	-146,771.25	17.47%
4- PERSONNEL	30,473.19	45,742.83	-15,269.64	66.62%	101,514.04	519,573.96	-418,059.92	19.54%
Payroll Expenses	1,050.99		1,050.99		2,599.50	0.00	2,599.50	
Total Expenditures	\$ 86,626.45	\$ 144,365.50	\$ -57,739.05	60.00%	\$ 199,722.82	\$ 1,195,317.62	\$ -995,594.80	16.71%
Net Operating Revenue	\$ -86,626.45	\$ -44,365.50	\$ -42,260.95	195.26%	\$ -199,722.82	\$ 4,682.38	\$ -204,405.20	-4265.41%
Net Revenue	\$ -86,626.45	\$ -44,365.50	\$ -42,260.95	195.26%	\$ -199,722.82	\$ 4,682.38	\$ -204,405.20	-4265.41%

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Visit Mendocino County
Budget vs. Actuals: Budget_FY27_P&L - FY27 P&L
 July 2026 - June 2027

	Jul 2026				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Revenue								
4030 County BID		100,000.00	-100,000.00	0.00%	0.00	1,200,000.00	-1,200,000.00	0.00%
Total Revenue	\$ 0.00	\$ 100,000.00	\$ -100,000.00	0.00%	\$ 0.00	\$ 1,200,000.00	\$ -1,200,000.00	0.00%
Gross Profit	\$ 0.00	\$ 100,000.00	\$ -100,000.00	0.00%	\$ 0.00	\$ 1,200,000.00	\$ -1,200,000.00	0.00%
Expenditures								
0000 TEST			0.00		0.00	0.00	0.00	
1- MEDIA & WEBSITE			0.00		0.00	0.00	0.00	
50 Advertising / Media			0.00		0.00	0.00	0.00	
5130 Print & Online Advertising	9,599.25	15,000.00	-5,400.75	64.00%	17,144.43	180,000.00	-162,855.57	9.52%
5150 Ad Development/Design			0.00		400.00	0.00	400.00	
5240 Research & Development	10,000.00	11,000.00	-1,000.00	90.91%	10,000.00	22,000.00	-12,000.00	45.45%
5280 Video Development		2,500.00	-2,500.00	0.00%	0.00	30,000.00	-30,000.00	0.00%
5290 Marketing Contingency		666.67	-666.67	0.00%	0.00	8,000.00	-8,000.00	0.00%
Total 50 Advertising / Media	\$ 19,599.25	\$ 29,166.67	\$ -9,567.42	67.20%	\$ 27,544.43	\$ 240,000.00	\$ -212,455.57	11.48%
55 Marketing / Public Relations			0.00		0.00	0.00	0.00	
5520 Marketing Agency Contract	1,500.00	2,000.00	-500.00	75.00%	3,500.00	24,000.00	-20,500.00	14.58%
5540 Clipping Service	4,665.60	4,000.00	665.60	116.64%	4,665.60	4,000.00	665.60	116.64%
5560 Media Events		1,250.00	-1,250.00	0.00%	3,000.00	20,916.66	-17,916.66	14.34%
5610 Travel -PR Related	21.07	500.00	-478.93	4.21%	1,096.45	6,000.00	-4,903.55	18.27%
5680 Visiting Media FAM Expenses		500.00	-500.00	0.00%	0.00	5,500.00	-5,500.00	0.00%
Total 55 Marketing / Public Relations	\$ 6,186.67	\$ 8,250.00	\$ -2,063.33	74.99%	\$ 12,262.05	\$ 60,416.66	\$ -48,154.61	20.30%
57 Website Maint / Development		65.00	-65.00	0.00%	0.00	18,280.00	-18,280.00	0.00%
5710 Interactive Media Coordinator	2,500.00	2,500.00	0.00	100.00%	7,000.00	30,000.00	-23,000.00	23.33%
5740 Content Creation		1,500.00	-1,500.00	0.00%	0.00	18,000.00	-18,000.00	0.00%
5750 Development/ Maintenance	756.31	500.00	256.31	151.26%	2,003.82	6,000.00	-3,996.18	33.40%
5780 Interactive Marketing		100.00	-100.00	0.00%	0.00	1,200.00	-1,200.00	0.00%
Total 57 Website Maint / Development	\$ 3,256.31	\$ 4,665.00	\$ -1,408.69	69.80%	\$ 9,003.82	\$ 73,480.00	\$ -64,476.18	12.25%
58 Leisure / Group Sales			0.00		0.00	0.00	0.00	
5810 Promotion Items, Booth Develop	201.25	0.00	201.25		1,388.56	3,000.00	-1,611.44	46.29%
5880 Travel - Leisure/Group Sales			0.00		20.00	0.00	20.00	
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	\$ 201.25	\$ 500.00	\$ -298.75	40.25%	\$ 1,408.56	\$ 9,000.00	\$ -7,591.44	15.65%
Total 1- MEDIA & WEBSITE	\$ 29,243.48	\$ 42,581.67	\$ -13,338.19	68.68%	\$ 50,218.86	\$ 382,896.66	\$ -332,677.80	13.12%
2- VISITOR SVS / PARTNERSHIPS			0.00		0.00	0.00	0.00	
Partnerships			0.00		0.00	0.00	0.00	
6550 Conferences & Seminars		0.00	0.00		0.00	7,000.00	-7,000.00	0.00%
6555 Conferences & Seminars Travel		0.00	0.00		0.00	9,060.00	-9,060.00	0.00%
6570 In-County Relations	234.36	1,050.00	-815.64	22.32%	1,202.85	13,350.00	-12,147.15	9.01%
6575 Stakeholder Networking		250.00	-250.00	0.00%	0.00	3,000.00	-3,000.00	0.00%
6590 Memberships		0.00	0.00		0.00	3,600.00	-3,600.00	0.00%
6610 North Coast Tourism Council	13,000.00	13,000.00	0.00	100.00%	13,000.00	13,000.00	0.00	100.00%
Total Partnerships	\$ 13,234.36	\$ 14,300.00	\$ -1,065.64	92.55%	\$ 14,202.85	\$ 49,010.00	\$ -34,807.15	28.98%
Visitor Services			0.00		0.00	0.00	0.00	
6720 Event & Festival Guides	78.28	3,500.00	-3,421.72	2.24%	121.82	46,000.00	-45,878.18	0.26%
6770 Visitor Centers & Signage		20,000.00	-20,000.00	0.00%	0.00	20,000.00	-20,000.00	0.00%
Total Visitor Services	\$ 78.28	\$ 23,500.00	\$ -23,421.72	0.33%	\$ 121.82	\$ 66,000.00	\$ -65,878.18	0.18%
Total 2- VISITOR SVS / PARTNERSHIPS	\$ 13,312.64	\$ 37,800.00	\$ -24,487.36	35.22%	\$ 14,324.67	\$ 115,010.00	\$ -100,685.33	12.46%
3- ADMIN EXPENSES			0.00		0.00	0.00	0.00	
General Admin	100.00		100.00		100.00	0.00	100.00	
7010 Accounting	3,080.00	2,300.00	780.00	133.91%	3,080.00	36,300.00	-33,220.00	8.48%
7060 Bank Fees	5.00	50.00	-45.00	10.00%	5.00	600.00	-595.00	0.83%
7070 Civitas			0.00		12,480.00	0.00	12,480.00	
7080 Board Development		7,240.00	-7,240.00	0.00%	0.00	38,825.00	-38,825.00	0.00%
7090 Copying & Printing		200.00	-200.00	0.00%	0.00	2,400.00	-2,400.00	0.00%
7100 Dues & Subscriptions	3,549.84	1,373.00	2,176.84	258.55%	4,467.55	16,476.00	-12,008.45	27.12%
7130 Legal Fees		250.00	-250.00	0.00%	0.00	1,000.00	-1,000.00	0.00%

7150 Meeting Expenses	259.16	135.00	124.16	191.97%	738.88	1,620.00	-881.12	45.61%
7200 Office Expense	54.52	400.00	-345.48	13.63%	77.34	4,800.00	-4,722.66	1.61%
7210 Postage & Shipping	567.13	475.00	92.13	119.40%	1,626.95	5,700.00	-4,073.05	28.54%
7280 Travel Expenses	1,097.43	1,000.00	97.43	109.74%	2,014.68	12,000.00	-9,985.32	16.79%
Total General Admin	\$ 8,713.08	\$ 13,423.00	\$ -4,709.92	64.91%	\$ 24,590.40	\$ 119,721.00	\$ -95,130.60	20.54%
Occupancy Costs			0.00		0.00	0.00	0.00	
7650 Rent	2,700.00	2,700.00	0.00	100.00%	3,105.00	32,400.00	-29,295.00	9.58%
7660 Insurance	273.00	253.00	20.00	107.91%	414.42	3,036.00	-2,621.58	13.65%
7850 Repairs & Maintenance	678.78	375.00	303.78	181.01%	1,168.63	4,500.00	-3,331.37	25.97%
7890 Taxes	303.30	0.00	303.30		303.30	300.00	3.30	101.10%
7910 Telecommunication	-1,542.92	535.00	-2,077.92	-288.40%	-1,081.24	6,420.00	-7,501.24	-16.84%
7950 Utilities	863.19	955.00	-91.81	90.39%	2,007.52	11,460.00	-9,452.48	17.52%
7990 Depreciation Expense	557.72		557.72		557.72	0.00	557.72	
Total Occupancy Costs	\$ 3,833.07	\$ 4,818.00	\$ -984.93	79.56%	\$ 6,475.35	\$ 58,116.00	\$ -51,640.65	11.14%
Total 3- ADMIN EXPENSES	\$ 12,546.15	\$ 18,241.00	\$ -5,694.85	68.78%	\$ 31,065.75	\$ 177,837.00	\$ -146,771.25	17.47%
4- PERSONNEL			0.00		0.00	0.00	0.00	
8510 Salaries & Wages	21,937.21	33,000.00	-11,062.79	66.48%	53,397.98	396,000.00	-342,602.02	13.48%
8511 Retirement		0.00	0.00		0.00	0.00	0.00	
8520 Paid Time Off	3,728.33	2,333.33	1,395.00	159.79%	7,905.24	27,999.96	-20,094.72	28.23%
8530 Payroll Taxes	2,092.65	4,570.50	-2,477.85	45.79%	5,054.18	54,846.00	-49,791.82	9.22%
8540 Payroll Processing Fees	210.00	89.00	121.00	235.96%	210.00	2,228.00	-2,018.00	9.43%
8550 Workers Comp		3,000.00	-3,000.00	0.00%	0.00	3,000.00	-3,000.00	0.00%
8570 Health Insurance Allowance	2,050.00	2,750.00	-700.00	74.55%	5,125.00	33,000.00	-27,875.00	15.53%
8580 Other Employee Benefits	455.00	0.00	455.00		455.00	2,500.00	-2,045.00	18.20%
8590 Contract Work			0.00		29,000.00	0.00	29,000.00	
8615 Employee Recruitment			0.00		366.64	0.00	366.64	
Total 4- PERSONNEL	\$ 30,473.19	\$ 45,742.83	\$ -15,269.64	66.62%	\$ 101,514.04	\$ 519,573.96	\$ -418,059.92	19.54%
Payroll Expenses			0.00		0.00	0.00	0.00	
Company Contributions			0.00		0.00	0.00	0.00	
Retirement	1,050.99		1,050.99		2,599.50	0.00	2,599.50	
Total Company Contributions	\$ 1,050.99	\$ 0.00	\$ 1,050.99		\$ 2,599.50	\$ 0.00	\$ 2,599.50	
Wages			0.00		0.00	0.00	0.00	
Hourly ED	0.00		0.00		0.00	0.00	0.00	
Total Wages	\$ 0.00	\$ 0.00	\$ 0.00		\$ 0.00	\$ 0.00	\$ 0.00	
Total Payroll Expenses	\$ 1,050.99	\$ 0.00	\$ 1,050.99		\$ 2,599.50	\$ 0.00	\$ 2,599.50	
Total Expenditures	\$ 86,626.45	\$ 144,365.50	\$ -57,739.05	60.00%	\$ 199,722.82	\$ 1,195,317.62	\$ -995,594.80	16.71%
Net Operating Revenue	\$ -86,626.45	\$ -44,365.50	\$ -42,260.95	195.26%	\$ -199,722.82	\$ 4,682.38	\$ -204,405.20	-4265.41%
Net Revenue	\$ -86,626.45	\$ -44,365.50	\$ -42,260.95	195.26%	\$ -199,722.82	\$ 4,682.38	\$ -204,405.20	-4265.41%

Friday, Sep 11, 2026 11:51:59 AM GMT-7 - Accrual Basis

Visit Mendocino County

Statement of Cash Flows

July 2026

Account Name	Total
OPERATING ACTIVITIES	
Net Revenue	-86,626.45
Adjustments to reconcile Net Revenue to Net Cash provided by operations:	
1230 Prepaid Expenses	1,037.16
2000 Accounts Payable	-10,746.67
2210 Payroll Liabilities:Federal Taxes (941/944)	-4,182.41
2220 Payroll Liabilities:CA PIT / SDI	-1,029.29
2230 Payroll Liabilities:CA SUI / ETT	-149.06
2270 Payroll Liabilities:Accrued Payroll	421.75
2275 Payroll Liabilities:Accrued PTO	882.18
Direct Deposit Payable	0.00
Payroll Liabilities:401(k) Contribution	0.00
QuickBooks Tax Holding Account	126.08
Ramp Card	-1,721.39
Total for Adjustments to reconcile Net Revenue to Net Cash provided by operations:	-\$15,361.65
Net cash provided by operating activities	-\$101,988.10
INVESTING ACTIVITIES	
1600 Accumulated Depreciation	557.72
Net cash provided by investing activities	\$557.72
NET CASH INCREASE FOR PERIOD	-\$101,430.38
Cash at beginning of period	\$515,808.82
CASH AT END OF PERIOD	\$414,378.44

Visit Mendocino County

Statement of Activity Comparison

July 2026

	TOTAL		
	Jul 2026	Jul 2025 (PY)	\$ Change (PY)
Revenue			
Gross Profit			
Expenditures			
1- MEDIA & WEBSITE			
50 Advertising / Media			
5130 Print & Online Advertising	9,599.25	12,699.45	-3,100.20
5240 Research & Development	10,000.00	10,000.00	0.00
Total for 50 Advertising / Media	\$19,599.25	\$22,699.45	-\$3,100.20
55 Marketing / Public Relations			
5510 Public Relations Contract		9,258.66	-9,258.66
5520 Marketing Agency Contract	1,500.00	1,500.00	0.00
5540 Clipping Service	4,665.60	4,320.00	345.60
5560 Media Events		1,400.00	-1,400.00
5610 Travel -PR Related	21.07	473.77	-452.70
Total for 55 Marketing / Public Relations	\$6,186.67	\$16,952.43	-\$10,765.76
57 Website Maint / Development			
5710 Interactive Media Coordinator	2,500.00	2,500.00	0.00
5750 Development/ Maintenance	756.31	737.13	19.18
Total for 57 Website Maint / Development	\$3,256.31	\$3,237.13	\$19.18
58 Leisure / Group Sales			
5810 Promotion Items, Booth Develop	201.25		201.25
Total for 58 Leisure / Group Sales	\$201.25		\$201.25
Total for 1- MEDIA & WEBSITE	\$29,243.48	\$42,889.01	-\$13,645.53
2- VISITOR SVS / PARTNERSHIPS			
Partnerships			
6570 In-County Relations	234.36	396.79	-162.43
6590 Memberships		150.00	-150.00
6610 North Coast Tourism Council	13,000.00	13,000.00	0.00
Total for Partnerships	\$13,234.36	\$13,546.79	-\$312.43
Visitor Services			
6720 Event & Festival Guides	78.28	4,185.72	-4,107.44
6730 Incentives & Sponsorships		625.00	-625.00
Total for Visitor Services	\$78.28	\$4,810.72	-\$4,732.44
Total for 2- VISITOR SVS / PARTNERSHIPS	\$13,312.64	\$18,357.51	-\$5,044.87

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July 2026

	TOTAL		
	Jul 2026	Jul 2025 (PY)	\$ Change (PY)
3- ADMIN EXPENSES			
General Admin	\$100.00		\$100.00
7010 Accounting	3,080.00	3,407.50	-327.50
7060 Bank Fees	5.00	7.80	-2.80
7070 Civitas		6,240.00	-6,240.00
7100 Dues & Subscriptions	3,549.84	3,416.91	132.93
7150 Meeting Expenses	259.16		259.16
7200 Office Expense	54.52	148.47	-93.95
7210 Postage & Shipping	567.13	622.37	-55.24
7280 Travel Expenses	1,097.43	1,046.17	51.26
Total for General Admin	\$8,713.08	\$14,889.22	-\$6,176.14
Occupancy Costs			
7650 Rent	2,700.00	2,700.00	0.00
7660 Insurance	273.00	252.58	20.42
7850 Repairs & Maintenance	678.78	407.95	270.83
7890 Taxes	303.30	292.72	10.58
7910 Telecommunication	-1,542.92	623.84	-2,166.76
7950 Utilities	863.19	1,167.28	-304.09
7990 Depreciation Expense	557.72	679.67	-121.95
Total for Occupancy Costs	\$3,833.07	\$6,124.04	-\$2,290.97
Total for 3- ADMIN EXPENSES	\$12,546.15	\$21,013.26	-\$8,467.11
4- PERSONNEL			
8510 Salaries & Wages	21,937.21	635.25	21,301.96
8520 Paid Time Off	3,728.33	2,107.60	1,620.73
8530 Payroll Taxes	2,092.65	342.13	1,750.52
8540 Payroll Processing Fees	210.00	214.00	-4.00
8550 Workers Comp		120.75	-120.75
8570 Health Insurance Allowance	2,050.00	2,750.00	-700.00
8580 Other Employee Benefits	455.00	615.00	-160.00
Total for 4- PERSONNEL	\$30,473.19	\$6,784.73	\$23,688.46
Payroll Expenses			
Company Contributions			
Retirement	1,050.99	1,334.52	-283.53
Total for Company Contributions	\$1,050.99	\$1,334.52	-\$283.53
Wages			
Hourly ED	0.00		0.00
Total for Wages	\$0.00		\$0.00
Total for Payroll Expenses	\$1,050.99	\$1,334.52	-\$283.53

Visit Mendocino County

Statement of Activity Comparison

July 2026

	TOTAL		
	Jul 2026	Jul 2025 (PY)	\$ Change (PY)
Uncategorized Expense		633.89	-633.89
Total for Expenditures	\$86,626.45	\$91,012.92	-\$4,386.47
Net Operating Revenue	-\$86,626.45	-\$91,012.92	\$4,386.47
Net Revenue	-\$86,626.45	-\$91,012.92	\$4,386.47

Visit Mendocino County

Statement of Activity by Class

July 2026

	Coast	Inland	Not specified	Total
Revenue				
Gross Profit				
Expenditures				
1- MEDIA & WEBSITE				
50 Advertising / Media				
5130 Print & Online Advertising	7,269.86	1,817.46	511.93	9,599.25
5240 Research & Development			10,000.00	10,000.00
Total for 50 Advertising / Media	7,269.86	1,817.46	10,511.93	\$19,599.25
55 Marketing / Public Relations				
5520 Marketing Agency Contract			1,500.00	1,500.00
5540 Clipping Service			4,665.60	4,665.60
5610 Travel -PR Related			21.07	21.07
Total for 55 Marketing / Public Relations			6,186.67	\$6,186.67
57 Website Maint / Development				
5710 Interactive Media Coordinator			2,500.00	2,500.00
5750 Development/ Maintenance			756.31	756.31
Total for 57 Website Maint / Development			3,256.31	\$3,256.31
58 Leisure / Group Sales				
5810 Promotion Items, Booth Develop	160.00	41.25		201.25
Total for 58 Leisure / Group Sales	160.00	41.25		\$201.25
Total for 1- MEDIA & WEBSITE	7,429.86	1,858.71	19,954.91	\$29,243.48
2- VISITOR SVS / PARTNERSHIPS				
Partnerships				
6570 In-County Relations			234.36	234.36
6610 North Coast Tourism Council			13,000.00	13,000.00
Total for Partnerships			13,234.36	\$13,234.36
Visitor Services				
6720 Event & Festival Guides			78.28	78.28
Total for Visitor Services			78.28	\$78.28
Total for 2- VISITOR SVS / PARTNERSHIPS			13,312.64	\$13,312.64
3- ADMIN EXPENSES				
General Admin			100.00	\$100.00
7010 Accounting			3,080.00	3,080.00
7060 Bank Fees			5.00	5.00
7100 Dues & Subscriptions			3,549.84	3,549.84
7150 Meeting Expenses			259.16	259.16
7200 Office Expense			54.52	54.52
7210 Postage & Shipping			567.13	567.13
7280 Travel Expenses			1,097.43	1,097.43
Total for General Admin			8,713.08	\$8,713.08

Visit Mendocino County
Statement of Activity by Class
July 2026

	Coast	Inland	Not specified	Total
Occupancy Costs				
7650 Rent			2,700.00	2,700.00
7660 Insurance			273.00	273.00
7850 Repairs & Maintenance			678.78	678.78
7890 Taxes			303.30	303.30
7910 Telecommunication			-1,542.92	-1,542.92
7950 Utilities			863.19	863.19
7990 Depreciation Expense			557.72	557.72
Total for Occupancy Costs			3,833.07	\$3,833.07
Total for 3- ADMIN EXPENSES			12,546.15	\$12,546.15
4- PERSONNEL				
8510 Salaries & Wages			21,937.21	21,937.21
8520 Paid Time Off			3,728.33	3,728.33
8530 Payroll Taxes			2,092.65	2,092.65
8540 Payroll Processing Fees			210.00	210.00
8570 Health Insurance Allowance			2,050.00	2,050.00
8580 Other Employee Benefits			455.00	455.00
Total for 4- PERSONNEL			30,473.19	\$30,473.19
Payroll Expenses				
Company Contributions				
Retirement			1,050.99	1,050.99
Total for Company Contributions			1,050.99	\$1,050.99
Wages				
Hourly ED			0.00	0.00
Total for Wages			0.00	\$0.00
Total for Payroll Expenses			1,050.99	\$1,050.99
Total for Expenditures	7,429.86	1,858.71	77,337.88	\$86,626.45
Net Operating Revenue	-7,429.86	-1,858.71	-77,337.88	-\$86,626.45
Net Revenue	-7,429.86	-1,858.71	-77,337.88	-\$86,626.45