

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

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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