

Visit Mendocino County
Statement of Financial Position Comparison
As of Jun 30, 2026

	TOTAL	
	As of Jun 30, 2026	As of Jun 30, 2025 (PY)
Assets		
Current Assets		
Bank Accounts		
1005 SBMC Checking	283,357.20	158,162.34
1010 SBMC Contingency/Savings	256,210.01	501,048.52
1030 Cash drawer	100.00	100.00
Total for Bank Accounts	\$539,667.21	\$659,310.86
Accounts Receivable		
1100 Accounts Receivable	0.00	284,300.68
Total for Accounts Receivable	\$0.00	\$284,300.68
Other Current Assets		
1230 Prepaid Expenses	16,806.39	8,576.78
1250 Refundable Deposits	1,800.00	1,800.00
1270 Receivable Other	0.00	0.00
1290 Loan to Employee	0.00	0.00
QuickBooks Tax Holding Account	345.53	
Undeposited Funds	0.00	0.00
Total for Other Current Assets	\$18,951.92	\$10,376.78
Total for Current Assets	\$558,619.13	\$953,988.32
Fixed Assets		
1510 Furniture and Equipment	50,080.43	50,080.43
1600 Accumulated Depreciation	-43,815.78	-37,315.01
Total for Fixed Assets	\$6,264.65	\$12,765.42
Other Assets		
1700 Website Development	0.00	0.00
1750 Accumulated Amortization	0.00	0.00
Total for Other Assets	\$0.00	\$0.00
Total for Assets	\$564,883.78	\$966,753.74

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Statement of Financial Position Comparison
As of Jun 30, 2026

	TOTAL	
	As of Jun 30, 2026	As of Jun 30, 2025 (PY)
Liabilities and Equity		
Liabilities		
Current Liabilities		
Accounts Payable		
2000 Accounts Payable	29,810.26	19,245.80
Total for Accounts Payable	\$29,810.26	\$19,245.80
Credit Cards		
Ramp Card	0.00	4,928.32
Total for Credit Cards	\$0.00	\$4,928.32
Other Current Liabilities		
2100 Accrued Expenses	1,115.00	1,115.00
2150 Other Liabilities-County Match	0.00	0.00
2300 Loan Payable	0.00	0.00
Direct Deposit Payable	0.00	0.00
Not in Use	0.00	0.00
Payroll Liabilities	\$0.00	\$0.00
2210 Federal Taxes (941/944)	4,182.41	0.00
2220 CA PIT / SDI	1,029.29	0.00
2230 CA SUI / ETT	368.51	0.00
2240 FUTA Payable	0.00	17.47
2270 Accrued Payroll	-16,551.52	16,702.88
2275 Accrued PTO	12,061.72	10,665.04
2280 Health Insurance Payable	0.00	0.00
2290 Direct Deposit Liabilities	0.00	0.00
401(k) Contribution	2,653.08	0.03
Federal Payroll Tax Payable	0.00	0.00
State Payroll Tax Payable	0.00	0.00
SUI & ETT Payable	0.00	0.00
Total for Payroll Liabilities	\$3,743.49	\$27,385.42
Total for Other Current Liabilities	\$4,858.49	\$28,500.42
Total for Current Liabilities	\$34,668.75	\$52,674.54
Total for Liabilities	\$34,668.75	\$52,674.54

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Statement of Financial Position Comparison
As of Jun 30, 2026

	TOTAL	
	As of Jun 30, 2026	As of Jun 30, 2025 (PY)
Equity		
3100 Contingency-Restricted	187,622.35	187,622.35
3900 Unrestricted Net Assets (RE)	726,456.85	1,039,404.46
Net Income	-383,864.17	-312,947.61
Opening Bal Equity	0.00	0.00
Total for Equity	\$530,215.03	\$914,079.20
Total for Liabilities and Equity	\$564,883.78	\$966,753.74

Visit Mendocino County
Budget vs. Actuals: Budget_FY26_P&L - FY26 P&L
July 2025 - June 2026

	Jun 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%	798,118.91	1,200,000.00	-401,881.09	66.51%
4031 County BID adjustments		-36,000.00	36,000.00	0.00%	0.00	-36,000.00	36,000.00	0.00%
Other Income			0.00		255.98	0.00	255.98	
Total Revenue	\$ 0.00	\$ 64,000.00	\$ -64,000.00	0.00%	\$ 798,374.89	\$ 1,164,000.00	\$ -365,625.11	68.59%
Gross Profit	\$ 0.00	\$ 64,000.00	\$ -64,000.00	0.00%	\$ 798,374.89	\$ 1,164,000.00	\$ -365,625.11	68.59%
Expenditures								
1- MEDIA & WEBSITE	21,592.01	40,188.33	-18,596.32	53.73%	385,746.62	535,049.92	-149,303.30	72.10%
2- VISITOR SVS / PARTNERSHIPS	1,532.36	13,575.11	-12,042.75	11.29%	66,091.12	220,110.00	-154,018.88	30.03%
3- ADMIN EXPENSES	20,511.80	17,308.00	3,203.80	118.51%	188,867.36	220,661.00	-31,793.64	85.59%
4- PERSONNEL	69,854.43	46,726.06	23,128.37	149.50%	526,097.59	575,528.72	-49,431.13	91.41%
Payroll Expenses	913.58		913.58		14,802.48	0.00	14,802.48	
Uncategorized Expense			0.00		633.89	0.00	633.89	
Total Expenditures	\$ 114,404.18	\$ 117,797.50	\$ -3,393.32	97.12%	\$ 1,182,239.06	\$ 1,551,349.64	\$ -369,110.58	76.21%
Net Operating Revenue	\$ -114,404.18	\$ -53,797.50	\$ -60,606.68	212.66%	\$ -383,864.17	\$ -387,349.64	\$ 3,485.47	99.10%
Net Revenue	\$ -114,404.18	\$ -53,797.50	\$ -60,606.68	212.66%	\$ -383,864.17	\$ -387,349.64	\$ 3,485.47	99.10%

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Visit Mendocino County
Budget vs. Actuals: Budget_FY26_P&L - FY26 P&L
July 2025 - June 2026

	Jun 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%	798,118.91	1,200,000.00	-401,881.09	66.51%
4031 County BID adjustments		-36,000.00	36,000.00	0.00%	0.00	-36,000.00	36,000.00	0.00%
Other Income			0.00		94.49	0.00	94.49	
4950 Interest Income			0.00		161.49	0.00	161.49	
Total Other Income	\$ 0.00	\$ 0.00	\$ 0.00		\$ 255.98	\$ 0.00	\$ 255.98	
Total Revenue	\$ 0.00	\$ 64,000.00	\$ -64,000.00	0.00%	\$ 798,374.89	\$ 1,164,000.00	\$ -365,625.11	68.59%
Gross Profit	\$ 0.00	\$ 64,000.00	\$ -64,000.00	0.00%	\$ 798,374.89	\$ 1,164,000.00	\$ -365,625.11	68.59%
Expenditures								
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	833.35	15,000.00	-14,166.65	5.56%	163,123.32	190,000.00	-26,876.68	85.85%
5170 Photography		1,000.00	-1,000.00	0.00%	2,121.00	12,000.00	-9,879.00	17.68%
5240 Research & Development	2,500.00	5,000.00	-2,500.00	50.00%	12,500.00	70,000.00	-57,500.00	17.86%
5280 Video Development		500.00	-500.00	0.00%	3,100.00	6,000.00	-2,900.00	51.67%
5290 Marketing Contingency		666.67	-666.67	0.00%	0.00	8,000.00	-8,000.00	0.00%
Total 50 Advertising / Media	\$ 3,333.35	\$ 22,166.67	\$ -18,833.32	15.04%	\$ 180,844.32	\$ 286,000.00	\$ -105,155.68	63.23%
55 Marketing / Public Relations			0.00		0.00	0.00	0.00	
5510 Public Relations Contract	9,258.66	9,606.66	-348.00	96.38%	112,274.58	115,279.92	-3,005.34	97.39%
5520 Marketing Agency Contract	3,000.00	2,000.00	1,000.00	150.00%	18,000.00	24,000.00	-6,000.00	75.00%
5540 Clipping Service		0.00	0.00		4,320.00	4,000.00	320.00	108.00%
5550 In-Market PR Stunts			0.00		120.00	0.00	120.00	
5560 Media Events		750.00	-750.00	0.00%	2,420.63	22,000.00	-19,579.37	11.00%
5610 Travel -PR Related		0.00	0.00		10,631.75	3,000.00	7,631.75	354.39%
5680 Visiting Media FAM Expenses		500.00	-500.00	0.00%	1,466.04	6,000.00	-4,533.96	24.43%
Total 55 Marketing / Public Relations	\$ 12,258.66	\$ 12,856.66	\$ -598.00	95.35%	\$ 149,233.00	\$ 174,279.92	\$ -25,046.92	85.63%
57 Website Maint / Development			0.00		0.00	0.00	0.00	
5710 Interactive Media Coordinator	5,000.00	2,500.00	2,500.00	200.00%	30,000.00	30,000.00	0.00	100.00%
5740 Content Creation		1,500.00	-1,500.00	0.00%	8,500.00	18,000.00	-9,500.00	47.22%
5750 Development/ Maintenance	1,000.00	565.00	435.00	176.99%	12,744.37	6,780.00	5,964.37	187.97%
5780 Interactive Marketing		100.00	-100.00	0.00%	0.00	1,200.00	-1,200.00	0.00%
Total 57 Website Maint / Development	\$ 6,000.00	\$ 4,665.00	\$ 1,335.00	128.62%	\$ 51,244.37	\$ 55,980.00	\$ -4,735.63	91.54%
58 Leisure / Group Sales			0.00		0.00	0.00	0.00	
5810 Promotion Items, Booth Develop		0.00	0.00		1,854.83	3,000.00	-1,145.17	61.83%
5820 Consumer & Trade Shows		0.00	0.00		0.00	4,300.00	-4,300.00	0.00%
5880 Travel - Leisure/Group Sales		0.00	0.00		401.79	5,490.00	-5,088.21	7.32%
5885 Travel - Group FAMs			0.00		2,168.31	0.00	2,168.31	
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	\$ 0.00	\$ 500.00	\$ -500.00	0.00%	\$ 4,424.93	\$ 18,790.00	\$ -14,365.07	23.55%
Total 1- MEDIA & WEBSITE	\$ 21,592.01	\$ 40,188.33	\$ -18,596.32	53.73%	\$ 385,746.62	\$ 535,049.92	\$ -149,303.30	72.10%
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		9,701.17	7,000.00	2,701.17	138.59%
6555 Conferences & Seminars Travel		0.00	0.00		6,804.11	15,810.00	-9,005.89	43.04%
6570 In-County Relations	726.76	1,050.00	-323.24	69.22%	4,635.21	14,100.00	-9,464.79	32.87%
6575 Stakeholder Networking		500.00	-500.00	0.00%	25.63	6,000.00	-5,974.37	0.43%
6590 Memberships	175.00	150.00	25.00	116.67%	2,475.00	4,700.00	-2,225.00	52.66%
6610 North Coast Tourism Council		0.00	0.00		13,000.00	13,000.00	0.00	100.00%
Total Partnerships	\$ 901.76	\$ 1,700.00	\$ -798.24	53.04%	\$ 36,641.12	\$ 60,610.00	\$ -23,968.88	60.45%
Visitor Services			0.00		0.00	0.00	0.00	
6720 Event & Festival Guides	5.60	4,583.37	-4,577.77	0.12%	21,600.00	72,000.00	-50,400.00	30.00%
6730 Incentives & Sponsorships	625.00	625.00	0.00	100.00%	7,850.00	7,500.00	350.00	104.67%
6770 Visitor Centers & Signage		6,666.74	-6,666.74	0.00%	0.00	80,000.00	-80,000.00	0.00%
Total Visitor Services	\$ 630.60	\$ 11,875.11	\$ -11,244.51	5.31%	\$ 29,450.00	\$ 159,500.00	\$ -130,050.00	18.46%

Total 2- VISITOR SVS / PARTNERSHIPS	\$	1,532.36	\$	13,575.11	\$	-12,042.75	11.29%	\$	66,091.12	\$	220,110.00	\$	-154,018.88	30.03%
3- ADMIN EXPENSES						0.00			0.00		0.00		0.00	
General Admin						0.00			0.00		0.00		0.00	
7010 Accounting			2,300.00		-2,300.00	0.00%			35,432.50		36,300.00		-867.50	97.61%
7060 Bank Fees			50.00		-50.00	0.00%			177.80		600.00		-422.20	29.63%
7070 Civitas		12,480.00			12,480.00				34,215.00		0.00		34,215.00	
7080 Board Development			6,275.00		-6,275.00	0.00%			0.00		76,265.00		-76,265.00	0.00%
7090 Copying & Printing			200.00		-200.00	0.00%			1,336.74		2,400.00		-1,063.26	55.70%
7100 Dues & Subscriptions		905.58		1,373.00	-467.42	65.96%			28,685.02		16,476.00		12,209.02	174.10%
7130 Legal Fees			250.00		-250.00	0.00%			350.00		3,000.00		-2,650.00	11.67%
7140 Licenses & Permits					0.00				25.00		0.00		25.00	
7150 Meeting Expenses		34.62		185.00	-150.38	18.71%			736.78		2,220.00		-1,483.22	33.19%
7200 Office Expense		1,115.81		400.00	715.81	278.95%			5,044.38		4,800.00		244.38	105.09%
7210 Postage & Shipping		105.00		475.00	-370.00	22.11%			5,225.81		5,700.00		-474.19	91.68%
7280 Travel Expenses		489.00		1,000.00	-511.00	48.90%			11,442.52		12,000.00		-557.48	95.35%
Total General Admin	\$	15,130.01	\$	12,508.00	\$	2,622.01	120.96%	\$	122,671.55	\$	159,761.00	\$	-37,089.45	76.78%
Occupancy Costs					0.00				0.00		0.00		0.00	
7650 Rent		2,700.00		2,700.00	0.00	100.00%			32,400.00		32,400.00		0.00	100.00%
7660 Insurance		131.58		0.00	131.58				3,775.59		3,000.00		775.59	125.85%
7850 Repairs & Maintenance		487.95		575.00	-87.05	84.86%			5,385.55		6,900.00		-1,514.45	78.05%
7890 Taxes				0.00	0.00				292.72		300.00		-7.28	97.57%
7910 Telecommunication		550.46		685.00	-134.54	80.36%			7,285.30		8,220.00		-934.70	88.63%
7950 Utilities		954.08		840.00	114.08	113.58%			10,555.88		10,080.00		475.88	104.72%
7990 Depreciation Expense		557.72			557.72				6,500.77		0.00		6,500.77	
Total Occupancy Costs	\$	5,381.79	\$	4,800.00	\$	581.79	112.12%	\$	66,195.81	\$	60,900.00	\$	5,295.81	108.70%
Total 3- ADMIN EXPENSES	\$	20,511.80	\$	17,308.00	\$	3,203.80	118.51%	\$	188,867.36	\$	220,661.00	\$	-31,793.64	85.59%
4- PERSONNEL					0.00				0.00		0.00		0.00	
8510 Salaries & Wages		37,594.72		35,360.00	2,234.72	106.32%			340,950.75		424,320.00		-83,369.25	80.35%
8520 Paid Time Off		694.84		3,632.70	-2,937.86	19.13%			14,201.11		51,438.40		-37,237.29	27.61%
8530 Payroll Taxes		3,998.21		4,897.36	-899.15	81.64%			35,207.58		58,768.32		-23,560.74	59.91%
8540 Payroll Processing Fees				86.00	-86.00	0.00%			2,619.00		2,002.00		617.00	130.82%
8550 Workers Comp				0.00	0.00				1,762.50		3,000.00		-1,237.50	58.75%
8570 Health Insurance Allowance		1,900.00		2,750.00	-850.00	69.09%			32,650.00		33,000.00		-350.00	98.94%
8580 Other Employee Benefits				0.00	0.00				2,150.00		3,000.00		-850.00	71.67%
8590 Contract Work		25,666.66			25,666.66				96,556.65		0.00		96,556.65	
Total 4- PERSONNEL	\$	69,854.43	\$	46,726.06	\$	23,128.37	149.50%	\$	526,097.59	\$	575,528.72	\$	-49,431.13	91.41%
Payroll Expenses					0.00				0.00		0.00		0.00	
Company Contributions					0.00				0.00		0.00		0.00	
Retirement		913.58			913.58				13,187.12		0.00		13,187.12	
Total Company Contributions	\$	913.58	\$	0.00	\$	913.58		\$	13,187.12	\$	0.00	\$	13,187.12	
Wages					0.00				0.00		0.00		0.00	
Hourly ED		0.00			0.00				1,615.36		0.00		1,615.36	
Total Wages	\$	0.00	\$	0.00	\$	0.00		\$	1,615.36	\$	0.00	\$	1,615.36	
Total Payroll Expenses	\$	913.58	\$	0.00	\$	913.58		\$	14,802.48	\$	0.00	\$	14,802.48	
Uncategorized Expense					0.00				633.89		0.00		633.89	
Total Expenditures	\$	114,404.18	\$	117,797.50	\$	-3,393.32	97.12%	\$	1,182,239.06	\$	1,551,349.64	\$	-369,110.58	76.21%
Net Operating Revenue	\$	-114,404.18	\$	-53,797.50	\$	-60,606.68	212.66%	\$	-383,864.17	\$	-387,349.64	\$	3,485.47	99.10%
Net Revenue	\$	-114,404.18	\$	-53,797.50	\$	-60,606.68	212.66%	\$	-383,864.17	\$	-387,349.64	\$	3,485.47	99.10%

Friday, Jul 31, 2026 10:31:37 AM GMT-7 - Accrual Basis

Visit Mendocino County

Statement of Cash Flows June 2026

Account Name	Total
OPERATING ACTIVITIES	
Net Revenue	-114,404.18
Adjustments to reconcile Net Revenue to Net Cash provided by operations:	
1100 Accounts Receivable	163,086.34
1230 Prepaid Expenses	1,870.51
2000 Accounts Payable	21,410.53
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	261.06
2270 Payroll Liabilities:Accrued Payroll	3,766.00
2275 Payroll Liabilities:Accrued PTO	502.84
Direct Deposit Payable	0.00
Payroll Liabilities:401(k) Contribution	2,653.05
QuickBooks Tax Holding Account	-238.08
Total for Adjustments to reconcile Net Revenue to Net Cash provided by operations:	\$198,523.95
Net cash provided by operating activities	\$84,119.77
INVESTING ACTIVITIES	
1600 Accumulated Depreciation	557.72
Net cash provided by investing activities	\$557.72
NET CASH INCREASE FOR PERIOD	\$84,677.49
Cash at beginning of period	\$454,989.72
CASH AT END OF PERIOD	\$539,667.21

Visit Mendocino County

Statement of Activity Comparison
June 2026

TOTAL		
	Jun 2026	Jun 2025 (PY)
Revenue		
4030 County BID		284,300.68
Other Income		
4940 Misc. Income		4,107.06
4950 Interest Income		69.17
Total for Other Income		\$4,176.23
Total for Revenue		\$288,476.91
Gross Profit		\$288,476.91
Expenditures		
1- MEDIA & WEBSITE		
50 Advertising / Media		\$500.00
5130 Print & Online Advertising	833.35	8,903.01
5170 Photography		900.00
5240 Research & Development	2,500.00	1,000.00
Total for 50 Advertising / Media	\$3,333.35	\$11,303.01
55 Marketing / Public Relations		
5510 Public Relations Contract	9,258.66	9,256.66
5520 Marketing Agency Contract	3,000.00	
5560 Media Events		1,197.41
5610 Travel -PR Related		135.66
5680 Visiting Media FAM Expenses		298.75
Total for 55 Marketing / Public Relations	\$12,258.66	\$10,888.48
57 Website Maint / Development		
5710 Interactive Media Coordinator	5,000.00	
5740 Content Creation		2,500.00
5750 Development/ Maintenance	1,000.00	737.13
Total for 57 Website Maint / Development	\$6,000.00	\$3,237.13
58 Leisure / Group Sales		
5810 Promotion Items, Booth Develop		96.00
5880 Travel - Leisure/Group Sales		1,490.80
Total for 58 Leisure / Group Sales		\$1,586.80
Total for 1- MEDIA & WEBSITE	\$21,592.01	\$27,015.42

Visit Mendocino County

Statement of Activity Comparison June 2026

TOTAL		
	Jun 2026	Jun 2025 (PY)
2- VISITOR SVS / PARTNERSHIPS		
Partnerships		
6570 In-County Relations	726.76	316.46
6590 Memberships	175.00	
Total for Partnerships	\$901.76	\$316.46
Visitor Services		
6720 Event & Festival Guides	5.60	443.05
6730 Incentives & Sponsorships	625.00	627.30
Total for Visitor Services	\$630.60	\$1,070.35
Total for 2- VISITOR SVS / PARTNERSHIPS	\$1,532.36	\$1,386.81
3- ADMIN EXPENSES		
General Admin		
7010 Accounting		918.00
7060 Bank Fees		5.00
7070 Civitas	12,480.00	
7080 Board Development		6,240.00
7100 Dues & Subscriptions	905.58	5,654.01
7150 Meeting Expenses	34.62	
7200 Office Expense	1,115.81	85.87
7210 Postage & Shipping	105.00	507.00
7280 Travel Expenses	489.00	1,086.00
Total for General Admin	\$15,130.01	\$14,495.88
Occupancy Costs		
7650 Rent	2,700.00	2,700.00
7660 Insurance	131.58	252.58
7850 Repairs & Maintenance	487.95	407.95
7910 Telecommunication	550.46	624.26
7950 Utilities	954.08	550.09
7990 Depreciation Expense	557.72	557.72
Total for Occupancy Costs	\$5,381.79	\$5,092.60
Total for 3- ADMIN EXPENSES	\$20,511.80	\$19,588.48
4- PERSONNEL		
8510 Salaries & Wages	37,594.72	55,769.57
8520 Paid Time Off	694.84	918.08
8530 Payroll Taxes	3,998.21	4,549.25

Visit Mendocino County

Statement of Activity Comparison June 2026

TOTAL		
	Jun 2026	Jun 2025 (PY)
8540 Payroll Processing Fees		86.00
8550 Workers Comp		117.75
8570 Health Insurance Allowance	1,900.00	2,750.00
8590 Contract Work	25,666.66	20,326.66
Total for 4- PERSONNEL	\$69,854.43	\$84,517.31
Payroll Expenses		
Company Contributions		
Retirement	913.58	1,315.91
Total for Company Contributions	\$913.58	\$1,315.91
Wages		
Hourly ED	0.00	
Total for Wages	\$0.00	
Total for Payroll Expenses	\$913.58	\$1,315.91
Total for Expenditures	\$114,404.18	\$133,823.93
Net Operating Revenue	-\$114,404.18	\$154,652.98
Net Revenue	-\$114,404.18	\$154,652.98