

Mendocino County Tourism Commission

Balance Sheet Comparison

As of January 31, 2021

	TOTAL			
	AS OF JAN 31, 2021	AS OF JAN 31, 2020 (PY)	CHANGE	% CHANGE
ASSETS				
Current Assets				
Bank Accounts				
1005 SBMC Checking	391,359.05		391,359.05	
1010 SBMC Savings	152,686.69		152,686.69	
1015 MLCU Checking	0.00	77,744.21	-77,744.21	-100.00 %
1020 MLCU Savings	0.00	88,381.35	-88,381.35	-100.00 %
1030 Cash drawer	100.00	100.00	0.00	0.00 %
Total Bank Accounts	\$544,145.74	\$166,225.56	\$377,920.18	227.35 %
Accounts Receivable				
1100 Accounts Receivable	260,574.89	295,987.43	-35,412.54	-11.96 %
Total Accounts Receivable	\$260,574.89	\$295,987.43	\$ -35,412.54	-11.96 %
Other Current Assets				
1230 Prepaid Expenses	22,648.25	12,866.42	9,781.83	76.03 %
1250 Refundable Deposits	4,150.00	4,150.00	0.00	0.00 %
1270 Receivable Other	0.00	12,700.00	-12,700.00	-100.00 %
Total Other Current Assets	\$26,798.25	\$29,716.42	\$ -2,918.17	-9.82 %
Total Current Assets	\$831,518.88	\$491,929.41	\$339,589.47	69.03 %
Fixed Assets				
1510 Furniture and Equipment	20,264.59	64,723.50	-44,458.91	-68.69 %
1600 Accumulated Depreciation	-8,514.00	-50,640.02	42,126.02	83.19 %
Total Fixed Assets	\$11,750.59	\$14,083.48	\$ -2,332.89	-16.56 %
TOTAL ASSETS	\$843,269.47	\$506,012.89	\$337,256.58	66.65 %
LIABILITIES AND EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 Accounts Payable	23,353.82	39,057.95	-15,704.13	-40.21 %
Total Accounts Payable	\$23,353.82	\$39,057.95	\$ -15,704.13	-40.21 %
Other Current Liabilities				
2100 Accrued Expenses	2,845.00	0.00	2,845.00	
Payroll Liabilities	0.00	0.00	0.00	
2230 CA SUI / ETT	894.66	1,372.04	-477.38	-34.79 %
2240 FUTA Payable	86.58	153.94	-67.36	-43.76 %
2270 Accrued Payroll	7,882.14	11,714.17	-3,832.03	-32.71 %
2275 Accrued PTO	6,086.24	15,914.10	-9,827.86	-61.76 %
Total Payroll Liabilities	14,949.62	29,154.25	-14,204.63	-48.72 %
Total Other Current Liabilities	\$17,794.62	\$29,154.25	\$ -11,359.63	-38.96 %
Total Current Liabilities	\$41,148.44	\$68,212.20	\$ -27,063.76	-39.68 %
Total Liabilities	\$41,148.44	\$68,212.20	\$ -27,063.76	-39.68 %
Equity				

	TOTAL			
	AS OF JAN 31, 2021	AS OF JAN 31, 2020 (PY)	CHANGE	% CHANGE
3100 Contingency-Restricted	152,650.09	152,650.09	0.00	0.00 %
3900 Unrestricted Net Assets (RE)	346,620.83	341,290.15	5,330.68	1.56 %
Net Income	302,850.11	-56,139.55	358,989.66	639.46 %
Total Equity	\$802,121.03	\$437,800.69	\$364,320.34	83.22 %
TOTAL LIABILITIES AND EQUITY	\$843,269.47	\$506,012.89	\$337,256.58	66.65 %

Mendocino County Tourism Commission
Budget vs. Actuals: FY 20-21 Summary
 July 2020 - January 2021

	Jan 2021				Total FYTD			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Income								
4030 County BID	47,100	47,100	0	100.00%	329,700	329,699	1	100.00%
4031 County BID adjustments	36,854		36,854		88,301	0	88,301	
4035 County 50% Match	33,911	22,959	10,952	147.70%	237,377	160,713	76,664	147.70%
4050 NCTC Administration	1,410		1,410		1,410	0	1,410	
Other Income			0		1,649	0	1,649	
Total Income	\$ 119,275	\$ 70,059	\$ 49,216	170.25%	\$ 658,437	\$ 490,412	\$ 168,024	134.26%
Gross Profit	\$ 119,275	\$ 70,059	\$ 49,216	170.25%	\$ 658,437	\$ 490,412	\$ 168,024	134.26%
Expenses								
1- MEDIA & WEBSITE	13,808	36,910	-23,102	37.41%	124,625	259,372	-134,747	48.05%
2- VISITOR SVS / PARTNERSHIPS	11,928	5,961	5,967	200.09%	38,215	41,727	-3,512	91.58%
3- ADMIN EXPENSES	18,026	8,410	9,615	214.33%	79,322	58,873	20,449	134.73%
4- PERSONNEL	17,505	17,316	188	101.09%	113,425	121,215	-7,790	93.57%
Total Expenses	\$ 61,266	\$ 68,598	\$ -7,332	89.31%	\$ 355,586	\$ 481,187	\$ -125,600	73.90%
Net Operating Income	\$ 58,009	\$ 1,461	\$ 56,548	3971.03%	\$ 302,850	\$ 9,226	\$ 293,625	3282.75%
Net Income	\$ 58,009	\$ 1,461	\$ 56,548	3971.03%	\$ 302,850	\$ 9,226	\$ 293,625	3282.75%

Mendocino County Tourism Commission
Budget vs. Actuals: Detail
 July 2020 - January 2021

	Jan 2021				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Income								
4030 County BID	47,100	47,100	0	100.00%	329,700	329,699	1	100.00%
4031 County BID adjustments	36,854		36,854		88,301	0	88,301	
4035 County 50% Match	33,911	22,959	10,952	147.70%	237,377	160,713	76,664	147.70%
4050 NCTC Administration	1,410		1,410		1,410	0	1,410	
Other Income			0		0	0	0	
4250 Cooperative Advertising			0		350	0	350	
4830 Event Brochure Ads			0		705	0	705	
4940 Misc. Income			0		555	0	555	
4950 Interest Income			0		39	0	39	
Total Other Income	\$ 0	\$ 0	\$ 0	0	\$ 1,649	\$ 0	\$ 1,649	
Total Income	\$ 119,275	\$ 70,059	\$ 49,216	170.25%	\$ 658,437	\$ 490,412	\$ 168,024	134.26%
Gross Profit	\$ 119,275	\$ 70,059	\$ 49,216	170.25%	\$ 658,437	\$ 490,412	\$ 168,024	134.26%
Expenses								
1- MEDIA & WEBSITE			0		0	0	0	
50 Advertising / Media			0		0	0	0	
5130 Print & Online Advertising	2,367	15,658	-13,291	15.12%	25,295	109,608	-84,313	23.08%
5150 Ad Development/Design	1,000	833	167	120.00%	1,454	5,833	-4,379	24.93%
5170 Photography		200	-200	0.00%	173	1,400	-1,227	12.34%
5240 Research & Development		500	-500	0.00%	9,810	3,500	6,310	280.29%
5290 Marketing Contingency		833	-833	0.00%	0	5,833	-5,833	0.00%
Total 50 Advertising / Media	\$ 3,367	\$ 18,025	\$ -14,658	18.68%	\$ 36,732	\$ 126,175	\$ -89,443	29.11%
55 Marketing / Public Relations			0		0	0	0	
5510 Public Relations Contract	7,500	7,850	-350	95.54%	52,500	54,950	-2,450	95.54%
5520 Marketing Agency Contract		694	-694	0.00%	0	4,861	-4,861	0.00%
5540 Clipping Service	-191	750	-941	-25.49%	4,877	5,250	-373	92.90%
5560 Media Events		792	-792	0.00%	2,501	5,542	-3,041	45.13%
5610 Travel -PR Related		83	-83	0.00%	-274	583	-858	-47.03%
5680 Visiting Media FAM Expenses		1,000	-1,000	0.00%	1,920	7,000	-5,080	27.43%
Total 55 Marketing / Public Relations	\$ 7,309	\$ 11,169	\$ -3,861	65.44%	\$ 61,524	\$ 78,186	\$ -16,662	78.69%
57 Website Maint / Development			0		0	0	0	
5710 Interactive Media Coordinator	2,500	2,500	0	100.00%	15,000	17,500	-2,500	85.71%
5740 Content Creation		2,500	-2,500	0.00%	146	17,500	-17,354	0.84%
5750 Development/ Maintenance	632	500	132	126.35%	7,845	3,500	4,345	224.13%
5780 Interactive Marketing			0		5,245	0	5,245	
Total 57 Website Maint / Development	\$ 3,132	\$ 5,500	\$ -2,368	56.94%	\$ 28,236	\$ 38,500	\$ -10,264	73.34%
58 Leisure / Group Sales			0		0	0	0	
5810 Promotion Items, Booth Develop		792	-792	0.00%	101	5,542	-5,441	1.82%
5820 Consumer & Trade Shows		338	-338	0.00%	0	2,363	-2,363	0.00%
5840 State Fair Exhibit		0	0		0	1,000	-1,000	0.00%
5870 Shipping - Travel Shows		208	-208	0.00%	0	1,458	-1,458	0.00%
5880 Travel - Leisure/Group Sales		495	-495	0.00%	-1,967	3,465	-5,432	-56.77%
5885 Travel - Group FAMs		333	-333	0.00%	0	2,333	-2,333	0.00%
5890 Misc. Sales Opportunities		50	-50	0.00%	0	350	-350	0.00%
Total 58 Leisure / Group Sales	\$ 0	\$ 2,216	\$ -2,216	0.00%	\$ -1,867	\$ 16,511	\$ -18,377	-11.31%
Total 1- MEDIA & WEBSITE	\$ 13,808	\$ 36,910	\$ -23,102	37.41%	\$ 124,625	\$ 259,372	\$ -134,747	48.05%
2- VISITOR SVS / PARTNERSHIPS			0		0	0	0	
Partnerships			0		0	0	0	
6570 In-County Relations		1,025	-1,025	0.00%	3,084	7,175	-4,091	42.99%
6590 Memberships	500	550	-50	90.91%	3,788	3,850	-63	98.38%

Mendocino County Tourism Commission
Budget vs. Actuals: Detail
 July 2020 - January 2021

	Jan 2021				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
6610 North Coast Tourism Council	1,317	917	400	143.64%	6,826	6,417	410	106.38%
Total Partnerships	\$ 1,817	\$ 2,492	\$ -675	72.91%	\$ 13,698	\$ 17,442	\$ -3,743	78.54%
Visitor Services			0		0	0	0	
6720 Event & Festival Guides	5,000	1,400	3,600	357.14%	5,862	9,800	-3,938	59.82%
6730 Incentives & Sponsorships	4,911	1,653	3,258	297.16%	17,208	11,569	5,640	148.75%
6770 Visitor Centers & Signage	200	417	-217	48.00%	1,447	2,917	-1,470	49.60%
Total Visitor Services	\$ 10,111	\$ 3,469	\$ 6,642	291.44%	\$ 24,517	\$ 24,285	\$ 232	100.95%
Total 2- VISITOR SVCS / PARTNERSHIPS	\$ 11,928	\$ 5,961	\$ 5,967	200.09%	\$ 38,215	\$ 41,727	\$ -3,512	91.58%
3- ADMIN EXPENSES			0		0	0	0	
General Admin			0		0	0	0	
7010 Accounting	8,345	2,143	6,202	389.35%	22,325	15,003	7,322	148.80%
7060 Bank Fees	5	50	-45	10.00%	35	350	-315	10.00%
7080 Board Development	1,690	77	1,613	2204.25%	4,412	537	3,876	822.17%
7090 Copying & Printing	129	200	-71	64.38%	782	1,400	-618	55.89%
7100 Dues & Subscriptions	1,470	917	554	160.41%	9,591	6,417	3,174	149.47%
7130 Legal Fees	810	250	560	324.00%	1,896	1,750	146	108.34%
7140 Licenses & Permits		8	-8	0.00%	0	58	-58	0.00%
7150 Meeting Expenses	46	50	-4	91.68%	183	350	-167	52.17%
7200 Office Expense	109	296	-187	36.85%	2,933	2,071	862	141.64%
7210 Postage & Shipping	16	75	-59	21.81%	325	525	-200	61.98%
7280 Travel Expenses	200	500	-300	39.92%	1,707	3,500	-1,793	48.78%
Total General Admin	\$ 12,820	\$ 4,566	\$ 8,254	280.78%	\$ 44,190	\$ 31,961	\$ 12,229	138.26%
Occupancy Costs			0		0	0	0	
7650 Rent	2,350	1,983	367	118.49%	16,450	13,883	2,567	118.49%
7660 Insurance	228	188	40	121.47%	1,594	1,313	282	121.47%
7850 Repairs & Maintenance	1,211	460	751	263.21%	4,126	3,220	906	128.13%
7890 Taxes	10	5	5	184.50%	124	38	86	327.65%
7910 Telecommunication	350	450	-100	77.78%	5,702	3,150	2,552	181.01%
7950 Utilities	719	758	-39	94.85%	4,321	5,308	-987	81.40%
7990 Depreciation Expense	338		338		2,814	0	2,814	
Total Occupancy Costs	\$ 5,206	\$ 3,845	\$ 1,361	135.41%	\$ 35,131	\$ 26,912	\$ 8,219	130.54%
Total 3- ADMIN EXPENSES	\$ 18,026	\$ 8,410	\$ 9,615	214.33%	\$ 79,322	\$ 58,873	\$ 20,449	134.73%
4- PERSONNEL			0		0	0	0	
8510 Salaries & Wages	13,483	13,167	317	102.41%	88,682	92,167	-3,484	96.22%
8520 Paid Time Off	747	924	-177	80.84%	3,502	6,467	-2,964	54.16%
8530 Payroll Taxes	1,620	1,109	511	146.08%	8,837	7,765	1,072	113.80%
8540 Payroll Processing Fees			0		174	0	174	
8550 Workers Comp	204	250	-46	81.70%	1,430	1,750	-320	81.70%
8570 Health Insurance Allowance	1,200	1,200	0	100.00%	8,400	8,400	0	100.00%
8580 Other Employee Benefits		17	-17	0.00%	0	117	-117	0.00%
8590 Contract Work	250	650	-400	38.46%	2,399	4,550	-2,151	52.73%
Total 4- PERSONNEL	\$ 17,505	\$ 17,316	\$ 188	101.09%	\$ 113,425	\$ 121,215	\$ -7,790	93.57%
Total Expenses	\$ 61,266	\$ 68,598	\$ -7,332	89.31%	\$ 355,586	\$ 481,187	\$ -125,600	73.90%
Net Operating Income	\$ 58,009	\$ 1,461	\$ 56,548	3971.03%	\$ 302,850	\$ 9,226	\$ 293,625	3282.75%
Net Income	\$ 58,009	\$ 1,461	\$ 56,548	3971.03%	\$ 302,850	\$ 9,226	\$ 293,625	3282.75%

Mendocino County Tourism Commission

Statement of Cash Flows

July 2020 - January 2021

	TOTAL
OPERATING ACTIVITIES	
Net Income	302,850.11
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1100 Accounts Receivable	-79,240.69
1230 Prepaid Expenses	-13,186.58
2000 Accounts Payable	11,691.58
2100 Accrued Expenses	-995.00
2210 Payroll Liabilities:Federal Taxes (941/944)	0.00
2220 Payroll Liabilities:CA PIT / SDI	0.00
2230 Payroll Liabilities:CA SUI / ETT	894.66
2240 Payroll Liabilities:FUTA Payable	86.58
2270 Payroll Liabilities:Accrued Payroll	617.87
2275 Payroll Liabilities:Accrued PTO	-2,988.60
Direct Deposit Payable	0.00
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	-83,120.18
Net cash provided by operating activities	\$219,729.93
INVESTING ACTIVITIES	
1510 Furniture and Equipment	2,934.36
1600 Accumulated Depreciation	-120.00
Net cash provided by investing activities	\$2,814.36
NET CASH INCREASE FOR PERIOD	\$222,544.29
Cash at beginning of period	321,601.45
CASH AT END OF PERIOD	\$544,145.74

Mendocino County Tourism Commission

Profit and Loss Comparison

January 2021

	TOTAL			
	JAN 2021	JAN 2020 (PY)	CHANGE	% CHANGE
Income				
4030 County BID	47,100.00	78,541.42	-31,441.42	-40.03 %
4031 County BID adjustments	36,854.21	-59,567.85	96,422.06	161.87 %
4035 County 50% Match	33,911.00	40,630.80	-6,719.80	-16.54 %
4050 NCTC Administration	1,409.68		1,409.68	
Other Income				
4950 Interest Income		22.77	-22.77	-100.00 %
Total Other Income		22.77	-22.77	-100.00 %
Total Income	\$119,274.89	\$59,627.14	\$59,647.75	100.03 %
GROSS PROFIT	\$119,274.89	\$59,627.14	\$59,647.75	100.03 %
Expenses				
1- MEDIA & WEBSITE				
50 Advertising / Media				
5130 Print & Online Advertising	2,367.36	5,906.91	-3,539.55	-59.92 %
5150 Ad Development/Design	1,000.00		1,000.00	
Total 50 Advertising / Media	3,367.36	5,906.91	-2,539.55	-42.99 %
55 Marketing / Public Relations				
5510 Public Relations Contract	7,500.00	7,500.00	0.00	0.00 %
5520 Marketing Agency Contract		8,333.00	-8,333.00	-100.00 %
5540 Clipping Service	-191.19	670.06	-861.25	-128.53 %
5550 In-Market PR Stunts		716.40	-716.40	-100.00 %
5610 Travel -PR Related		757.30	-757.30	-100.00 %
5680 Visiting Media FAM Expenses		913.08	-913.08	-100.00 %
Total 55 Marketing / Public Relations	7,308.81	18,889.84	-11,581.03	-61.31 %
57 Website Maint / Development				
5710 Interactive Media Coordinator	2,500.00	2,500.00	0.00	0.00 %
5750 Development/ Maintenance	631.76	1,656.00	-1,024.24	-61.85 %
5780 Interactive Marketing		88.95	-88.95	-100.00 %
Total 57 Website Maint / Development	3,131.76	4,244.95	-1,113.19	-26.22 %
58 Leisure / Group Sales				
5820 Consumer & Trade Shows		3,300.00	-3,300.00	-100.00 %
5870 Shipping - Travel Shows		1,705.92	-1,705.92	-100.00 %
5880 Travel - Leisure/Group Sales		3,576.90	-3,576.90	-100.00 %
5890 Misc. Sales Opportunities		407.35	-407.35	-100.00 %
Total 58 Leisure / Group Sales		8,990.17	-8,990.17	-100.00 %
Total 1- MEDIA & WEBSITE	13,807.93	38,031.87	-24,223.94	-63.69 %
2- VISITOR SVS / PARTNERSHIPS				
Partnerships				
6550 Conferences & Seminars		969.85	-969.85	-100.00 %
6570 In-County Relations		730.04	-730.04	-100.00 %
6590 Memberships	500.00		500.00	

	TOTAL			
	JAN 2021	JAN 2020 (PY)	CHANGE	% CHANGE
6610 North Coast Tourism Council	1,316.66	1,833.35	-516.69	-28.18 %
Total Partnerships	1,816.66	3,533.24	-1,716.58	-48.58 %
Visitor Services				
6720 Event & Festival Guides	5,000.00	3,110.96	1,889.04	60.72 %
6730 Incentives & Sponsorships	4,911.00	1,080.00	3,831.00	354.72 %
6770 Visitor Centers & Signage	200.00	200.00	0.00	0.00 %
Total Visitor Services	10,111.00	4,390.96	5,720.04	130.27 %
Total 2- VISITOR SVS / PARTNERSHIPS	11,927.66	7,924.20	4,003.46	50.52 %
3- ADMIN EXPENSES				
General Admin				
7010 Accounting	8,345.00	420.00	7,925.00	1,886.90 %
7060 Bank Fees	5.00		5.00	
7080 Board Development	1,690.00	4,350.62	-2,660.62	-61.15 %
7090 Copying & Printing	128.75	122.82	5.93	4.83 %
7100 Dues & Subscriptions	1,470.42	1,716.09	-245.67	-14.32 %
7130 Legal Fees	810.00		810.00	
7140 Licenses & Permits		49.00	-49.00	-100.00 %
7150 Meeting Expenses	45.84	98.70	-52.86	-53.56 %
7200 Office Expense	109.00	178.83	-69.83	-39.05 %
7210 Postage & Shipping	16.36	150.86	-134.50	-89.16 %
7280 Travel Expenses	199.58	734.51	-534.93	-72.83 %
Total General Admin	12,819.95	7,821.43	4,998.52	63.91 %
Occupancy Costs				
7650 Rent	2,350.00	2,350.00	0.00	0.00 %
7660 Insurance	227.75		227.75	
7850 Repairs & Maintenance	1,210.77	82.45	1,128.32	1,368.49 %
7890 Taxes	10.00		10.00	
7910 Telecommunication	350.00	908.65	-558.65	-61.48 %
7950 Utilities	719.28	874.28	-155.00	-17.73 %
7990 Depreciation Expense	338.00	281.32	56.68	20.15 %
Total Occupancy Costs	5,205.80	4,496.70	709.10	15.77 %
Total 3- ADMIN EXPENSES	18,025.75	12,318.13	5,707.62	46.34 %
4- PERSONNEL				
8510 Salaries & Wages	13,483.34	26,989.52	-13,506.18	-50.04 %
8520 Paid Time Off	746.78		746.78	
8530 Payroll Taxes	1,620.42	3,628.66	-2,008.24	-55.34 %
8540 Payroll Processing Fees		758.69	-758.69	-100.00 %
8550 Workers Comp	204.25		204.25	
8570 Health Insurance Allowance	1,200.00	2,700.00	-1,500.00	-55.56 %
8580 Other Employee Benefits		99.27	-99.27	-100.00 %
8590 Contract Work	250.00	200.00	50.00	25.00 %
Total 4- PERSONNEL	17,504.79	34,376.14	-16,871.35	-49.08 %
Total Expenses	\$61,266.13	\$92,650.34	\$ -31,384.21	-33.87 %
NET OPERATING INCOME	\$58,008.76	\$ -33,023.20	\$91,031.96	275.66 %
NET INCOME	\$58,008.76	\$ -33,023.20	\$91,031.96	275.66 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July 2020 - January 2021

	TOTAL			
	JUL 2020 - JAN 2021	JUL 2019 - JAN 2020 (PY)	CHANGE	% CHANGE
Income				
4030 County BID	329,700.00	549,789.94	-220,089.94	-40.03 %
4031 County BID adjustments	88,300.71	6,600.56	81,700.15	1,237.78 %
4035 County 50% Match	237,377.00	284,415.60	-47,038.60	-16.54 %
4050 NCTC Administration	1,409.68		1,409.68	
Other Income				
4250 Cooperative Advertising	350.00	0.00	350.00	
4830 Event Brochure Ads	705.00	2,700.00	-1,995.00	-73.89 %
4940 Misc. Income	555.37		555.37	
4950 Interest Income	38.82	161.99	-123.17	-76.04 %
Total Other Income	1,649.19	2,861.99	-1,212.80	-42.38 %
Total Income	\$658,436.58	\$843,668.09	\$ -185,231.51	-21.96 %
GROSS PROFIT	\$658,436.58	\$843,668.09	\$ -185,231.51	-21.96 %
Expenses				
1- MEDIA & WEBSITE				
50 Advertising / Media				
5130 Print & Online Advertising	25,294.91	277,194.04	-251,899.13	-90.87 %
5150 Ad Development/Design	1,454.05	9,085.00	-7,630.95	-84.00 %
5170 Photography	172.69	1,500.00	-1,327.31	-88.49 %
5240 Research & Development	9,810.00	5,060.00	4,750.00	93.87 %
5280 Video Development		18,298.84	-18,298.84	-100.00 %
5290 Marketing Contingency		3,398.00	-3,398.00	-100.00 %
Total 50 Advertising / Media	36,731.65	314,535.88	-277,804.23	-88.32 %
55 Marketing / Public Relations				
5510 Public Relations Contract	52,500.00	52,500.00	0.00	0.00 %
5520 Marketing Agency Contract	0.00	58,331.00	-58,331.00	-100.00 %
5540 Clipping Service	4,877.17	3,837.70	1,039.47	27.09 %
5550 In-Market PR Stunts		2,134.12	-2,134.12	-100.00 %
5560 Media Events	2,501.00	995.00	1,506.00	151.36 %
5610 Travel -PR Related	-274.34	4,312.73	-4,587.07	-106.36 %
5680 Visiting Media FAM Expenses	1,919.98	1,930.27	-10.29	-0.53 %
Total 55 Marketing / Public Relations	61,523.81	124,040.82	-62,517.01	-50.40 %
57 Website Maint / Development				
5710 Interactive Media Coordinator	15,000.00	17,500.00	-2,500.00	-14.29 %
5740 Content Creation	146.45		146.45	
5750 Development/ Maintenance	7,844.70	11,710.38	-3,865.68	-33.01 %
5780 Interactive Marketing	5,244.58	622.65	4,621.93	742.30 %
Total 57 Website Maint / Development	28,235.73	29,833.03	-1,597.30	-5.35 %
58 Leisure / Group Sales				
5810 Promotion Items, Booth Develop	100.59	7,466.48	-7,365.89	-98.65 %
5820 Consumer & Trade Shows		3,840.75	-3,840.75	-100.00 %
5840 State Fair Exhibit	0.00	1,064.15	-1,064.15	-100.00 %

	TOTAL				
	JUL 2020 - JAN 2021	JUL 2019 - JAN 2020 (PY)	CHANGE	% CHANGE	
5870 Shipping - Travel Shows		1,705.92	-1,705.92	-100.00 %	
5880 Travel - Leisure/Group Sales	-1,967.22	7,272.51	-9,239.73	-127.05 %	
5885 Travel - Group FAMs		805.00	-805.00	-100.00 %	
5890 Misc. Sales Opportunities		498.02	-498.02	-100.00 %	
Total 58 Leisure / Group Sales	-1,866.63	22,652.83	-24,519.46	-108.24 %	
Total 1- MEDIA & WEBSITE	124,624.56	491,062.56	-366,438.00	-74.62 %	
2- VISITOR SVS / PARTNERSHIPS					
Partnerships					
6550 Conferences & Seminars		10,413.74	-10,413.74	-100.00 %	
6570 In-County Relations	3,084.38	4,083.62	-999.24	-24.47 %	
6590 Memberships	3,787.50	2,790.00	997.50	35.75 %	
6610 North Coast Tourism Council	6,826.34	1,833.35	4,992.99	272.34 %	
Total Partnerships	13,698.22	19,120.71	-5,422.49	-28.36 %	
Visitor Services					
6720 Event & Festival Guides	5,862.13	27,043.77	-21,181.64	-78.32 %	
6730 Incentives & Sponsorships	17,208.25	13,640.00	3,568.25	26.16 %	
6770 Visitor Centers & Signage	1,446.70	7,191.05	-5,744.35	-79.88 %	
Total Visitor Services	24,517.08	47,874.82	-23,357.74	-48.79 %	
Total 2- VISITOR SVS / PARTNERSHIPS	38,215.30	66,995.53	-28,780.23	-42.96 %	
3- ADMIN EXPENSES					
General Admin					
7010 Accounting	22,325.00	3,039.75	19,285.25	634.44 %	
7060 Bank Fees	35.00	387.99	-352.99	-90.98 %	
7080 Board Development	4,412.20	4,508.61	-96.41	-2.14 %	
7090 Copying & Printing	782.45	1,151.70	-369.25	-32.06 %	
7100 Dues & Subscriptions	9,591.08	7,231.72	2,359.36	32.63 %	
7130 Legal Fees	1,896.00	5,929.98	-4,033.98	-68.03 %	
7140 Licenses & Permits		115.00	-115.00	-100.00 %	
7150 Meeting Expenses	182.60	2,043.61	-1,861.01	-91.06 %	
7200 Office Expense	2,933.23	4,113.59	-1,180.36	-28.69 %	
7210 Postage & Shipping	325.38	1,457.06	-1,131.68	-77.67 %	
7280 Travel Expenses	1,707.37	10,049.54	-8,342.17	-83.01 %	
Total General Admin	44,190.31	40,028.55	4,161.76	10.40 %	
Occupancy Costs					
7650 Rent	16,450.00	16,630.00	-180.00	-1.08 %	
7660 Insurance	1,594.25	2,126.31	-532.06	-25.02 %	
7850 Repairs & Maintenance	4,125.69	2,949.78	1,175.91	39.86 %	
7890 Taxes	124.18	62.58	61.60	98.43 %	
7910 Telecommunication	5,701.80	6,348.56	-646.76	-10.19 %	
7950 Utilities	4,321.21	5,342.46	-1,021.25	-19.12 %	
7990 Depreciation Expense	2,814.36	1,969.24	845.12	42.92 %	
Total Occupancy Costs	35,131.49	35,428.93	-297.44	-0.84 %	
Total 3- ADMIN EXPENSES	79,321.80	75,457.48	3,864.32	5.12 %	
4- PERSONNEL					
8510 Salaries & Wages	88,682.43	213,000.20	-124,317.77	-58.37 %	
8520 Paid Time Off	3,502.43	9,088.43	-5,586.00	-61.46 %	
8530 Payroll Taxes	8,836.95	19,372.59	-10,535.64	-54.38 %	

	TOTAL				
	JUL 2020 - JAN 2021	JUL 2019 - JAN 2020 (PY)	CHANGE	% CHANGE	
8540 Payroll Processing Fees	174.00	1,070.69	-896.69	-83.75 %	
8550 Workers Comp	1,429.75	2,172.00	-742.25	-34.17 %	
8570 Health Insurance Allowance	8,400.00	18,900.00	-10,500.00	-55.56 %	
8580 Other Employee Benefits		1,025.66	-1,025.66	-100.00 %	
8590 Contract Work	2,399.25	1,662.50	736.75	44.32 %	
Total 4- PERSONNEL	113,424.81	266,292.07	-152,867.26	-57.41 %	
Total Expenses	\$355,586.47	\$899,807.64	\$ -544,221.17	-60.48 %	
NET OPERATING INCOME	\$302,850.11	\$ -56,139.55	\$358,989.66	639.46 %	
NET INCOME	\$302,850.11	\$ -56,139.55	\$358,989.66	639.46 %	