

Mendocino County Tourism Commission
Budget vs. Actuals: SUMMARY
 July 2019 - February 2020

	February Total				Total				Annual Budget
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget	
Income									
4030 County BID	78,541.42	82,468.50	-3,927.08	95.24%	628,331.36	659,748.00	-31,416.64	95.24%	989,622.00
4031 County BID adjustments	0.00	0.00	0.00		6,600.56		6,600.56		0.00
4035 County 50% Match	40,630.80	41,234.00	-603.20	98.54%	325,046.40	329,872.00	-4,825.60	98.54%	494,811.00
4040 County Admin Fee	0.00	0.00	0.00			0.00	0.00		-29,689.00
Other Income	2,013.65	310.00	1,703.65	649.56%	4,875.64	2,930.00	1,945.64	166.40%	4,120.00
Total Income	\$ 121,185.87	\$ 124,012.50	\$ -2,826.63	97.72%	\$ 964,853.96	\$ 992,550.00	\$ -27,696.04	97.21%	\$ 1,458,864.00
Gross Profit	\$ 121,185.87	\$ 124,012.50	\$ -2,826.63	97.72%	\$ 964,853.96	\$ 992,550.00	\$ -27,696.04	97.21%	\$ 1,458,864.00
Expenses									
1- MEDIA & WEBSITE	29,865.88	64,584.00	-34,718.12	46.24%	505,288.44	541,754.00	-36,465.56	93.27%	799,221.00
2- VISITOR SVS / PARTNERSHIPS	5,702.92	12,708.35	-7,005.43	44.88%	72,698.45	99,866.70	-27,168.25	72.80%	151,400.00
3- ADMIN EXPENSES	13,719.90	10,310.00	3,409.90	133.07%	89,177.38	91,108.00	-1,930.62	97.88%	131,500.00
4- PERSONNEL	35,693.66	39,478.00	-3,784.34	90.41%	301,985.73	318,824.00	-16,838.27	94.72%	476,743.00
Total Expenses	\$ 84,982.36	\$ 127,080.35	\$ -42,097.99	66.87%	\$ 969,150.00	\$ 1,051,552.70	\$ -82,402.70	92.16%	\$ 1,558,864.00
Net Operating Income	\$ 36,203.51	\$ -3,067.85	\$ 39,271.36	-1180.09%	\$ -4,296.04	\$ -59,002.70	\$ 54,706.66	7.28%	\$ -100,000.00
Net Income	\$ 36,203.51	\$ -3,067.85	\$ 39,271.36	-1180.09%	\$ -4,296.04	\$ -59,002.70	\$ 54,706.66	7.28%	\$ -100,000.00
Budget Adjustment									
Previous Year Carryover	0.00	8,333.34	-8,333.34	0.00%	0.00	66,666.72	-66,666.72	0.00%	100,000.00
BALANCE	\$ 36,203.51	\$ 5,265.49	\$ 30,938.02	687.56%	\$ (4,296.04)	\$ 7,664.02	\$ (11,960.06)	-56.05%	0.00

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 July 2019 - February 2020

	February				Total				Annual Budget
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Income									
4030 County BID	78,541.42	82,468.50	-3,927.08	95.24%	628,331.36	659,748.00	-31,416.64	95.24%	989,622.00
4031 County BID adjustments	0.00		0.00		6,600.56		6,600.56		
4035 County 50% Match	40,630.80	41,234.00	-603.20	98.54%	325,046.40	329,872.00	-4,825.60	98.54%	494,811.00
4040 County Admin Fee		0.00	0.00			0.00	0.00		-29,689.00
Other Income			0.00				0.00		
4250 Cooperative Advertising	0.00		0.00		0.00		0.00		
4830 Event Brochure Ads	0.00	300.00	-300.00	0.00%	2,700.00	2,850.00	-150.00	94.74%	4,000.00
4940 Misc. Income	2,000.00		2,000.00		2,000.00		2,000.00		
4950 Interest Income	13.65	10.00	3.65	136.50%	175.64	80.00	95.64	219.55%	120.00
Total Other Income	\$ 2,013.65	\$ 310.00	\$ 1,703.65	649.56%	\$ 4,875.64	\$ 2,930.00	\$ 1,945.64	166.40%	\$ 4,120.00
Total Income	\$ 121,185.87	\$ 124,012.50	\$ -2,826.63	97.72%	\$ 964,853.96	\$ 992,550.00	\$ -27,696.04	97.21%	\$ 1,458,864.00
Gross Profit	\$ 121,185.87	\$ 124,012.50	\$ -2,826.63	97.72%	\$ 964,853.96	\$ 992,550.00	\$ -27,696.04	97.21%	\$ 1,458,864.00
Expenses									
1- MEDIA & WEBSITE									
50 Advertising / Media									
5130 Print & Online Advertising	1,250.00	29,268.00	-28,018.00	4.27%	262,804.04	234,144.00	28,660.04	112.24%	351,216.00
5150 Ad Development/Design	0.00	125.00	-125.00	0.00%	9,085.00	9,500.00	-415.00	95.63%	10,000.00
5170 Photography	1,750.00	833.00	917.00	210.08%	3,250.00	6,664.00	-3,414.00	48.77%	10,000.00
5240 Research & Development	0.00	1,500.00	-1,500.00	0.00%	5,060.00	14,000.00	-8,940.00	36.14%	20,000.00
5280 Video Development	1,219.78	2,000.00	-780.22	60.99%	19,518.62	25,400.00	-5,881.38	76.84%	32,505.00
5290 Marketing Contingency	0.00	833.00	-833.00	0.00%	3,398.00	6,664.00	-3,266.00	50.99%	10,000.00
Total 50 Advertising / Media	\$ 4,219.78	\$ 34,559.00	-\$ 30,339.22	12.21%	\$ 303,115.66	\$ 296,372.00	\$ 6,743.66	102.28%	\$ 433,721.00
55 Marketing / Public Relations			0.00				0.00		
5510 Public Relations Contract	7,500.00	8,208.00	-708.00	91.37%	60,000.00	65,664.00	-5,664.00	91.37%	98,500.00
5520 Marketing Agency Contract	8,333.00	8,333.00	0.00	100.00%	66,664.00	66,664.00	0.00	100.00%	100,000.00
5540 Clipping Service	572.85	583.00	-10.15	98.26%	4,410.55	4,664.00	-253.45	94.57%	7,000.00
5550 In-Market PR Stunts	0.00	250.00	-250.00	0.00%	2,134.12	2,000.00	134.12	106.71%	3,000.00
5560 Media Events	0.00	292.00	-292.00	0.00%	995.00	2,336.00	-1,341.00	42.59%	3,500.00
5610 Travel -PR Related	0.00	833.00	-833.00	0.00%	4,312.73	6,664.00	-2,351.27	64.72%	10,000.00
5680 Visiting Media FAM Expenses	0.00	1,458.00	-1,458.00	0.00%	1,930.27	11,664.00	-9,733.73	16.55%	17,500.00
Total 55 Marketing / Public Relations	\$ 16,405.85	\$ 19,957.00	\$ -3,551.15	82.21%	\$ 140,446.67	\$ 159,656.00	\$ -19,209.33	87.97%	\$ 239,500.00

Mendocino County Tourism Commission
Budget vs. Actuals
July 2019 - February 2020

	February				Total				Annual Budget
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget	
57 Website Maint / Development			0.00				0.00		
5710 Interactive Media Coordinator	2,500.00	2,500.00	0.00	100.00%	20,000.00	20,000.00	0.00	100.00%	30,000.00
5740 Content Creation	0.00	1,667.00	-1,667.00	0.00%		13,336.00	-13,336.00	0.00%	20,000.00
5750 Development/ Maintenance	1,584.00	1,667.00	-83.00	95.02%	13,294.38	13,336.00	-41.62	99.69%	20,000.00
5780 Interactive Marketing	0.00	208.00	-208.00	0.00%	622.65	1,664.00	-1,041.35	37.42%	2,500.00
Total 57 Website Maint / Development	\$ 4,084.00	\$ 6,042.00	\$ -1,958.00	67.59%	\$ 33,917.03	\$ 48,336.00	\$ -14,418.97	70.17%	\$ 72,500.00
58 Leisure / Group Sales			0.00				0.00		
5810 Promotion Items, Booth Develop	0.00	0.00	0.00		7,466.48	5,000.00	2,466.48	149.33%	5,000.00
5820 Consumer & Trade Shows	3,570.00	1,083.00	2,487.00	329.64%	7,410.75	8,670.00	-1,259.25	85.48%	13,000.00
5840 State Fair Exhibit	1,500.00	818.00	682.00	183.37%	2,564.15	6,726.00	-4,161.85	38.12%	10,000.00
5870 Shipping - Travel Shows	0.00	292.00	-292.00	0.00%	1,705.92	2,336.00	-630.08	73.03%	3,500.00
5880 Travel - Leisure/Group Sales	86.25	833.00	-746.75	10.35%	7,358.76	6,664.00	694.76	110.43%	10,000.00
5885 Travel - Group FAMs	0.00	833.00	-833.00	0.00%	805.00	6,664.00	-5,859.00	12.08%	10,000.00
5890 Misc. Sales Opportunities	0.00	167.00	-167.00	0.00%	498.02	1,330.00	-831.98	37.45%	2,000.00
Total 58 Leisure / Group Sales	\$ 5,156.25	\$ 4,026.00	\$ -1,130.25	128.07%	\$ 27,809.08	\$ 37,390.00	\$ -9,580.92	74.38%	\$ 53,500.00
Total 1- MEDIA & WEBSITE	\$ 29,865.88	\$ 64,584.00	\$ -34,718.12	46.24%	\$ 505,288.44	\$ 541,754.00	\$ -36,465.56	93.27%	\$ 799,221.00
2- VISITOR SVS / PARTNERSHIPS			0.00				0.00		
Partnerships			0.00				0.00		
6550 Conferences & Seminars	0.00	1,000.00	-1,000.00	0.00%	10,413.74	8,000.00	2,413.74	130.17%	12,000.00
6570 In-County Relations	84.07	500.00	-415.93	16.81%	4,167.69	4,000.00	167.69	104.19%	6,000.00
6590 Memberships	168.00	625.00	-457.00	26.88%	2,958.00	5,500.00	-2,542.00	53.78%	8,000.00
6610 North Coast Tourism Council	1,833.35	1,833.35	0.00	100.00%	3,666.70	3,666.70	0.00	100.00%	11,000.00
Total Partnerships	\$ 2,085.42	\$ 3,958.35	\$ -1,872.93	52.68%	\$ 21,206.13	\$ 21,166.70	\$ 39.43	100.19%	\$ 37,000.00
Visitor Services			0.00				0.00		
6720 Event & Festival Guides	1,837.50	3,000.00	-1,162.50	61.25%	28,881.27	28,500.00	381.27	101.34%	41,000.00
6730 Incentives & Sponsorships	1,580.00	5,750.00	-4,170.00	27.48%	15,220.00	48,200.00	-32,980.00	31.58%	71,400.00
6770 Visitor Centers & Signage	200.00	0.00	200.00		7,391.05	2,000.00	5,391.05	369.55%	2,000.00
Total Visitor Services	\$ 3,617.50	\$ 8,750.00	\$ -5,132.50	41.34%	\$ 51,492.32	\$ 78,700.00	\$ -27,207.68	65.43%	\$ 114,400.00
Total 2- VISITOR SVS / PARTNERSHIPS	\$ 5,702.92	\$ 12,708.35	\$ -7,005.43	44.88%	\$ 72,698.45	\$ 99,866.70	\$ -27,168.25	72.80%	\$ 151,400.00

Mendocino County Tourism Commission
Budget vs. Actuals
 July 2019 - February 2020

	February				Total				Annual Budget
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget	
3- ADMIN EXPENSES			0.00				0.00		
General Admin			0.00				0.00		
7010 Accounting	6,142.41	500.00	5,642.41	1228.48%	9,182.16	12,000.00	-2,817.84	76.52%	14,000.00
7060 Bank Fees	0.00	67.00	-67.00	0.00%	387.99	536.00	-148.01	72.39%	800.00
7080 Board Development	0.00	416.00	-416.00	0.00%	4,508.61	3,328.00	1,180.61	135.48%	5,000.00
7090 Copying & Printing	135.39	167.00	-31.61	81.07%	1,287.09	1,336.00	-48.91	96.34%	2,000.00
7100 Dues & Subscriptions	0.00	0.00	0.00		7,231.72		7,231.72		
7130 Legal Fees	1,110.00	250.00	860.00	444.00%	7,039.98	2,000.00	5,039.98	352.00%	3,000.00
7140 Licenses & Permits	0.00	34.00	-34.00	0.00%	115.00	100.00	15.00	115.00%	100.00
7150 Meeting Expenses	179.01	417.00	-237.99	42.93%	2,222.62	3,336.00	-1,113.38	66.63%	5,000.00
7200 Office Expense	0.00	1,250.00	-1,250.00	0.00%	4,113.59	10,000.00	-5,886.41	41.14%	15,000.00
7210 Postage & Shipping	1.80	1,250.00	-1,248.20	0.14%	1,458.86	10,000.00	-8,541.14	14.59%	15,000.00
7280 Travel Expenses	948.82	1,417.00	-468.18	66.96%	10,998.36	11,336.00	-337.64	97.02%	17,000.00
Total General Admin	\$ 8,517.43	\$ 5,768.00	\$ 2,749.43	147.67%	\$ 48,545.98	\$ 53,972.00	\$ -5,426.02	89.95%	\$ 76,900.00
Occupancy Costs			0.00				0.00		
7650 Rent	2,900.00	2,417.00	483.00	119.98%	19,530.00	19,336.00	194.00	101.00%	29,000.00
7660 Insurance	0.00	250.00	-250.00	0.00%	2,126.31	2,700.00	-573.69	78.75%	3,000.00
7850 Repairs & Maintenance	294.95	292.00	2.95	101.01%	3,244.73	2,336.00	908.73	138.90%	3,500.00
7890 Taxes	0.00	0.00	0.00		62.58	100.00	-37.42	62.58%	100.00
7910 Telecommunication	761.58	833.00	-71.42	91.43%	7,110.14	6,664.00	446.14	106.69%	10,000.00
7950 Utilities	964.62	750.00	214.62	128.62%	6,307.08	6,000.00	307.08	105.12%	9,000.00
7990 Depreciation Expense	281.32	0.00	281.32		2,250.56		2,250.56		
Total Occupancy Costs	\$ 5,202.47	\$ 4,542.00	\$ 660.47	114.54%	\$ 40,631.40	\$ 37,136.00	\$ 3,495.40	109.41%	\$ 54,600.00
Total 3- ADMIN EXPENSES	\$ 13,719.90	\$ 10,310.00	\$ 3,409.90	133.07%	\$ 89,177.38	\$ 91,108.00	\$ -1,930.62	97.88%	\$ 131,500.00
4- PERSONNEL			0.00				0.00		
8510 Salaries & Wages	19,870.15	32,650.00	-12,779.85	60.86%	232,870.35	261,200.00	-28,329.65	89.15%	391,800.00
8520 Paid Time Off	7,989.08	0.00	7,989.08		17,077.51		17,077.51		
8530 Payroll Taxes	4,684.43	2,708.00	1,976.43	172.98%	24,057.02	21,664.00	2,393.02	111.05%	32,500.00
8540 Payroll Processing Fees	0.00	0.00	0.00		1,070.69		1,070.69		
8550 Workers Comp	0.00	0.00	0.00		2,172.00	3,000.00	-828.00	72.40%	3,000.00
8570 Health Insurance	2,950.00	2,575.00	375.00	114.56%	21,850.00	20,600.00	1,250.00	106.07%	30,900.00
8580 Other Employee Benefits	0.00	1,125.00	-1,125.00	0.00%	1,025.66	9,000.00	-7,974.34	11.40%	13,500.00
8590 Contract Work	200.00	295.00	-95.00	67.80%	1,862.50	2,360.00	-497.50	78.92%	3,543.00
8615 Employee Recruitment		125.00	-125.00	0.00%		1,000.00	-1,000.00	0.00%	1,500.00
Total 4- PERSONNEL	\$ 35,693.66	\$ 39,478.00	\$ -3,784.34	90.41%	\$ 301,985.73	\$ 318,824.00	\$ -16,838.27	94.72%	\$ 476,743.00
Total Expenses	\$ 84,982.36	\$ 127,080.35	\$ -42,097.99	66.87%	\$ 969,150.00	\$ 1,051,552.70	\$ -82,402.70	92.16%	\$ 1,558,864.00
Net Operating Income	\$ 36,203.51	\$ -3,067.85	\$ 39,271.36	-1180.09%	\$ -4,296.04	\$ -59,002.70	\$ 54,706.66	7.28%	\$ -100,000.00
Net Income	\$ 36,203.51	\$ -3,067.85	\$ 39,271.36	-1180.09%	\$ -4,296.04	\$ -59,002.70	\$ 54,706.66	7.28%	\$ -100,000.00
Budget Adjustment									
Previous Year Carryover	0.00	8,333.34	-8,333.34	0.00%	0.00	66,666.72	-66,666.72	0.00%	100,000.00
BALANCE	36,203.51	5,265.49	30,938.02	687.56%	-4,296.04	7,664.02	-11,960.06	-56.05%	0.00

Mendocino County Tourism Commission

BALANCE SHEET COMPARISON

As of February 29, 2020

	TOTAL			
	AS OF FEB 29, 2020	AS OF FEB 28, 2019 (PY)	CHANGE	% CHANGE
ASSETS				
Current Assets				
Bank Accounts				
1015 MLCU Checking	213,502.38	117,259.98	96,242.40	82.08 %
1020 MLCU Savings	58,395.00	153,094.16	-94,699.16	-61.86 %
1030 Cash drawer	100.00	100.00	0.00	0.00 %
Total Bank Accounts	\$271,997.38	\$270,454.14	\$1,543.24	0.57 %
Accounts Receivable				
1100 Accounts Receivable	200,472.44	428,707.18	-228,234.74	-53.24 %
Total Accounts Receivable	\$200,472.44	\$428,707.18	\$ -228,234.74	-53.24 %
Other Current Assets				
1230 Prepaid Expenses	7,096.42	4,291.16	2,805.26	65.37 %
1250 Refundable Deposits	4,150.00	4,636.00	-486.00	-10.48 %
1270 Receivable Other	12,700.00	0.00	12,700.00	
Undeposited Funds	0.00	0.00	0.00	
Total Other Current Assets	\$23,946.42	\$8,927.16	\$15,019.26	168.24 %
Total Current Assets	\$496,416.24	\$708,088.48	\$ -211,672.24	-29.89 %
Fixed Assets				
1510 Furniture and Equipment	64,723.50	58,973.58	5,749.92	9.75 %
1600 Accumulated Depreciation	-50,921.34	-47,545.50	-3,375.84	-7.10 %
Total Fixed Assets	\$13,802.16	\$11,428.08	\$2,374.08	20.77 %
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	\$510,218.40	\$719,516.56	\$ -209,298.16	-29.09 %

	TOTAL			
	AS OF FEB 29, 2020	AS OF FEB 28, 2019 (PY)	CHANGE	% CHANGE
LIABILITIES AND EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 Accounts Payable	17,499.88	18,733.91	-1,234.03	-6.59 %
Total Accounts Payable	\$17,499.88	\$18,733.91	\$ -1,234.03	-6.59 %
Other Current Liabilities				
2910 Accrued Expenses	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				
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	2,323.14	1,775.83	547.31	30.82 %
2240 FUTA Payable	224.82	201.04	23.78	11.83 %
2270 Accrued Payroll	8,474.05	11,714.17	-3,240.12	-27.66 %
2275 Accrued PTO	7,692.31	2,805.90	4,886.41	174.15 %
2280 Health Insurance Payable	0.00	0.00	0.00	
2290 Direct Deposit Liabilities	0.00	0.00	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 Payroll Liabilities	18,714.32	16,496.94	2,217.38	13.44 %
Total Other Current Liabilities	\$18,714.32	\$16,496.94	\$2,217.38	13.44 %
Total Current Liabilities	\$36,214.20	\$35,230.85	\$983.35	2.79 %
Total Liabilities	\$36,214.20	\$35,230.85	\$983.35	2.79 %
Equity				
3100 Contingency-Restricted	152,650.09	152,650.09	0.00	0.00 %
3900 Unrestricted Net Assets (RE)	325,650.15	461,594.98	-135,944.83	-29.45 %
Opening Bal Equity	0.00	0.00	0.00	
Net Income	-4,296.04	70,040.64	-74,336.68	-106.13 %
Total Equity	\$474,004.20	\$684,285.71	\$ -210,281.51	-30.73 %
TOTAL LIABILITIES AND EQUITY	\$510,218.40	\$719,516.56	\$ -209,298.16	-29.09 %

Mendocino County Tourism Commission

PROFIT AND LOSS COMPARISON

July 2019 - February 2020

	TOTAL			
	JUL 2019 - FEB 2020	JUL 2018 - FEB 2019 (PY)	CHANGE	% CHANGE
Income				
4030 County BID	628,331.36	597,197.36	31,134.00	5.21 %
4031 County BID adjustments	6,600.56	148,302.17	-141,701.61	-95.55 %
4035 County 50% Match	325,046.40	315,280.00	9,766.40	3.10 %
Other Income				
4830 Event Brochure Ads	2,700.00	1,350.00	1,350.00	100.00 %
4940 Misc. Income	2,000.00	5,250.00	-3,250.00	-61.90 %
4950 Interest Income	175.64	202.06	-26.42	-13.08 %
Total Other Income	4,875.64	6,802.06	-1,926.42	-28.32 %
Total Income	\$964,853.96	\$1,067,581.59	\$ -102,727.63	-9.62 %
GROSS PROFIT	\$964,853.96	\$1,067,581.59	\$ -102,727.63	-9.62 %
Expenses				
1- MEDIA & WEBSITE				
50 Advertising / Media				
5130 Print & Online Advertising	262,804.04	263,701.84	-897.80	-0.34 %
5150 Ad Development/Design	9,085.00	7,075.00	2,010.00	28.41 %
5170 Photography	3,250.00	324.00	2,926.00	903.09 %
5240 Research & Development	5,060.00	10,000.00	-4,940.00	-49.40 %
5280 Video Development	19,518.62	5,294.42	14,224.20	268.66 %
5290 Marketing Contingency	3,398.00		3,398.00	
Total 50 Advertising / Media	303,115.66	286,395.26	16,720.40	5.84 %
55 Marketing / Public Relations				
5510 Public Relations Contract	60,000.00	53,333.28	6,666.72	12.50 %
5520 Marketing Agency Contract	66,664.00	66,664.00	0.00	0.00 %
5540 Clipping Service	4,410.55	4,161.80	248.75	5.98 %
5550 In-Market PR Stunts	2,134.12	290.20	1,843.92	635.40 %
5560 Media Events	995.00	3,454.03	-2,459.03	-71.19 %
5610 Travel -PR Related	4,312.73	3,380.84	931.89	27.56 %
5680 Visiting Media FAM Expenses	1,930.27	5,760.58	-3,830.31	-66.49 %
Total 55 Marketing / Public Relations	140,446.67	137,044.73	3,401.94	2.48 %
57 Website Maint / Development				
5710 Interactive Media Coordinator	20,000.00	20,000.00	0.00	0.00 %
5740 Content Creation		5,000.00	-5,000.00	-100.00 %
5750 Development/ Maintenance	13,294.38	13,735.42	-441.04	-3.21 %
5780 Interactive Marketing	622.65	2,018.28	-1,395.63	-69.15 %
Total 57 Website Maint / Development	33,917.03	40,753.70	-6,836.67	-16.78 %

	TOTAL				
	JUL 2019 - FEB 2020	JUL 2018 - FEB 2019 (PY)	CHANGE	% CHANGE	
58 Leisure / Group Sales					
5810 Promotion Items, Booth Develop	7,466.48	11,241.53	-3,775.05	-33.58 %	
5820 Consumer & Trade Shows	7,410.75	16,227.10	-8,816.35	-54.33 %	
5840 State Fair Exhibit	2,564.15	1,618.87	945.28	58.39 %	
5870 Shipping - Travel Shows	1,705.92	2,455.59	-749.67	-30.53 %	
5880 Travel - Leisure/Group Sales	7,358.76	10,246.67	-2,887.91	-28.18 %	
5885 Travel - Group FAMs	805.00	3,561.08	-2,756.08	-77.39 %	
5890 Misc. Sales Opportunities	498.02		498.02		
Total 58 Leisure / Group Sales	27,809.08	45,350.84	-17,541.76	-38.68 %	
Total 1- MEDIA & WEBSITE	505,288.44	509,544.53	-4,256.09	-0.84 %	
2- VISITOR SVS / PARTNERSHIPS					
Partnerships					
6550 Conferences & Seminars	10,413.74	2,977.64	7,436.10	249.73 %	
6570 In-County Relations	4,167.69	2,000.33	2,167.36	108.35 %	
6590 Memberships	2,958.00	4,530.00	-1,572.00	-34.70 %	
6610 North Coast Tourism Council	3,666.70	11,000.00	-7,333.30	-66.67 %	
Total Partnerships	21,206.13	20,507.97	698.16	3.40 %	
Visitor Services					
6720 Event & Festival Guides	28,881.27	23,014.58	5,866.69	25.49 %	
6730 Incentives & Sponsorships	15,220.00	81,110.00	-65,890.00	-81.24 %	
6770 Visitor Centers & Signage	7,391.05	1,640.17	5,750.88	350.63 %	
Total Visitor Services	51,492.32	105,764.75	-54,272.43	-51.31 %	
Total 2- VISITOR SVS / PARTNERSHIPS	72,698.45	126,272.72	-53,574.27	-42.43 %	
3- ADMIN EXPENSES					
General Admin					
7010 Accounting	9,182.16	13,341.00	-4,158.84	-31.17 %	
7060 Bank Fees	387.99	162.75	225.24	138.40 %	
7080 Board Development	4,508.61	1,345.37	3,163.24	235.12 %	
7090 Copying & Printing	1,287.09	1,616.67	-329.58	-20.39 %	
7100 Dues & Subscriptions	7,231.72	7,802.93	-571.21	-7.32 %	
7130 Legal Fees	7,039.98		7,039.98		
7140 Licenses & Permits	115.00		115.00		
7150 Meeting Expenses	2,222.62	2,275.85	-53.23	-2.34 %	
7200 Office Expense	4,113.59	21,906.37	-17,792.78	-81.22 %	
7210 Postage & Shipping	1,458.86	2,978.16	-1,519.30	-51.01 %	
7280 Travel Expenses	10,998.36	6,980.67	4,017.69	57.55 %	
Total General Admin	48,545.98	58,409.77	-9,863.79	-16.89 %	

	TOTAL			
	JUL 2019 - FEB 2020	JUL 2018 - FEB 2019 (PY)	CHANGE	% CHANGE
Occupancy Costs				
7650 Rent	19,530.00	21,100.00	-1,570.00	-7.44 %
7660 Insurance	2,126.31	2,394.14	-267.83	-11.19 %
7850 Repairs & Maintenance	3,244.73	10,023.71	-6,778.98	-67.63 %
7890 Taxes	62.58	72.30	-9.72	-13.44 %
7910 Telecommunication	7,110.14	4,634.42	2,475.72	53.42 %
7950 Utilities	6,307.08	5,404.45	902.63	16.70 %
7990 Depreciation Expense	2,250.56	1,160.50	1,090.06	93.93 %
Total Occupancy Costs	40,631.40	44,789.52	-4,158.12	-9.28 %
Total 3- ADMIN EXPENSES	89,177.38	103,199.29	-14,021.91	-13.59 %
4- PERSONNEL				
8510 Salaries & Wages	232,870.35	201,615.23	31,255.12	15.50 %
8520 Paid Time Off	17,077.51	9,503.63	7,573.88	79.69 %
8530 Payroll Taxes	24,057.02	19,786.75	4,270.27	21.58 %
8540 Payroll Processing Fees	1,070.69	304.75	765.94	251.33 %
8550 Workers Comp	2,172.00	1,950.00	222.00	11.38 %
8570 Health Insurance	21,850.00	19,140.00	2,710.00	14.16 %
8580 Other Employee Benefits	1,025.66		1,025.66	
8590 Contract Work	1,862.50	5,971.00	-4,108.50	-68.81 %
8615 Employee Recruitment		253.05	-253.05	-100.00 %
Total 4- PERSONNEL	301,985.73	258,524.41	43,461.32	16.81 %
Total Expenses	\$969,150.00	\$997,540.95	\$ -28,390.95	-2.85 %
NET OPERATING INCOME	\$ -4,296.04	\$70,040.64	\$ -74,336.68	-106.13 %
NET INCOME	\$ -4,296.04	\$70,040.64	\$ -74,336.68	-106.13 %

Mendocino County Tourism Commission
Statement of Cash Flows
As of February 29, 2020

	Feb-20	Jul 2019 - Feb 2020
OPERATING ACTIVITIES		
Net Income	36,203.51	-4,296.04
Adjustments to reconcile Net Income to Net Cash provided by operations:		
1100 Accounts Receivable	95,514.99	102,116.96
1230 Prepaid Expenses	5,770.00	7,944.89
1250 Refundable Deposits	0.00	18.00
1270 Receivable Other	0.00	-12,700.00
2000 Accounts Payable	-21,558.07	-33,249.17
2210 Payroll Liabilities:Federal Taxes (941/944)	0.00	0.00
2220 Payroll Liabilities:CA PIT / SDI	0.00	0.00
2230 Payroll Liabilities:CA SUI / ETT	951.10	2,250.97
2240 Payroll Liabilities:FUTA Payable	70.88	216.65
2270 Payroll Liabilities:Accrued Payroll	-3,240.12	-3,240.12
2275 Payroll Liabilities:Accrued PTO	-8,221.79	-8,221.79
Direct Deposit Payable	0.00	0.00
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	\$ 69,286.99	\$ 55,136.39
Net cash provided by operating activities	\$ 105,490.50	\$ 50,840.35
INVESTING ACTIVITIES		
1510 Furniture and Equipment	0.00	-2,934.36
1600 Accumulated Depreciation	281.32	2,250.56
Net cash provided by investing activities	\$ -281.32	\$ -683.80
Net cash increase for period	\$ 105,771.82	\$ 50,156.55
Cash at beginning of period	166,225.56	221,840.83
Cash at end of period	\$ 271,997.38	\$ 271,997.38