

Mendocino County Tourism Commission

Balance Sheet Comparison

As of February 28, 2021

	TOTAL			
	AS OF FEB 28, 2021	AS OF FEB 29, 2020 (PY)	CHANGE	% CHANGE
ASSETS				
Current Assets				
Bank Accounts				
1005 SBMC Checking	328,954.21		328,954.21	
1010 SBMC Contingency/Savings	152,686.69		152,686.69	
1015 MLCU Checking	0.00	213,502.38	-213,502.38	-100.00 %
1020 MLCU Savings	0.00	58,395.00	-58,395.00	-100.00 %
1030 Cash drawer	100.00	100.00	0.00	0.00 %
Total Bank Accounts	\$481,740.90	\$271,997.38	\$209,743.52	77.11 %
Accounts Receivable				
1100 Accounts Receivable	340,176.21	200,472.44	139,703.77	69.69 %
Total Accounts Receivable	\$340,176.21	\$200,472.44	\$139,703.77	69.69 %
Other Current Assets				
1230 Prepaid Expenses	22,727.05	7,646.42	15,080.63	197.22 %
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	\$26,877.05	\$24,496.42	\$2,380.63	9.72 %
Total Current Assets	\$848,794.16	\$496,966.24	\$351,827.92	70.80 %
Fixed Assets				
1510 Furniture and Equipment	20,264.59	64,723.50	-44,458.91	-68.69 %
1600 Accumulated Depreciation	-8,852.00	-50,921.34	42,069.34	82.62 %
Total Fixed Assets	\$11,412.59	\$13,802.16	\$ -2,389.57	-17.31 %
TOTAL ASSETS	\$860,206.75	\$510,768.40	\$349,438.35	68.41 %
LIABILITIES AND EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 Accounts Payable	21,449.38	17,499.88	3,949.50	22.57 %
Total Accounts Payable	\$21,449.38	\$17,499.88	\$3,949.50	22.57 %
Other Current Liabilities				
Payroll Liabilities				
2230 CA SUI / ETT	937.44	2,323.14	-1,385.70	-59.65 %
2240 FUTA Payable	90.72	224.82	-134.10	-59.65 %
2270 Accrued Payroll	7,524.05	8,474.05	-950.00	-11.21 %
2275 Accrued PTO	6,748.19	7,692.31	-944.12	-12.27 %
Total Payroll Liabilities	15,300.40	18,714.32	-3,413.92	-18.24 %
Total Other Current Liabilities	\$15,300.40	\$18,714.32	\$ -3,413.92	-18.24 %
Total Current Liabilities	\$36,749.78	\$36,214.20	\$535.58	1.48 %
Total Liabilities	\$36,749.78	\$36,214.20	\$535.58	1.48 %
Equity				

Mendocino County Tourism Commission

Balance Sheet Comparison

As of February 28, 2021

	TOTAL			
	AS OF FEB 28, 2021	AS OF FEB 29, 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	324,186.05	-19,386.04	343,572.09	1,772.27 %
Total Equity	\$823,456.97	\$474,554.20	\$348,902.77	73.52 %
TOTAL LIABILITIES AND EQUITY	\$860,206.75	\$510,768.40	\$349,438.35	68.41 %

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

	Feb 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%	376,800	376,799	1	100.00%
4031 County BID adjustments			0		88,301	0	88,301	
4035 County 50% Match	33,911	22,959	10,952	147.70%	271,288	183,672	87,616	147.70%
4050 NCTC Administration			0		1,410	0	1,410	
Other Income	360		360		2,009	0	2,009	
Total Income	\$ 81,371	\$ 70,059	\$ 11,312	116.15%	\$ 739,808	\$ 560,471	\$ 179,336	132.00%
Gross Profit	\$ 81,371	\$ 70,059	\$ 11,312	116.15%	\$ 739,808	\$ 560,471	\$ 179,336	132.00%
Expenses								
1- MEDIA & WEBSITE	28,791	36,910	-8,119	78.00%	153,416	296,282	-142,866	51.78%
2- VISITOR SVS / PARTNERSHIPS	686	5,961	-5,275	11.51%	38,901	47,688	-8,787	81.57%
3- ADMIN EXPENSES	13,098	13,503	-405	97.00%	92,420	72,376	20,044	127.69%
4- PERSONNEL	17,460	17,316	144	100.83%	130,885	138,532	-7,647	94.48%
Total Expenses	\$ 60,035	\$ 73,690	\$ -13,655	81.47%	\$ 415,622	\$ 554,877	\$ -139,256	74.90%
Net Operating Income	\$ 21,336	\$ -3,632	\$ 24,968	-587.51%	\$ 324,186	\$ 5,594	\$ 318,592	5795.31%
Net Income	\$ 21,336	\$ -3,632	\$ 24,968	-587.51%	\$ 324,186	\$ 5,594	\$ 318,592	5795.31%

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

	Feb 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%	376,800	376,799	1	100.00%
4031 County BID adjustments			0		88,301	0	88,301	
4035 County 50% Match	33,911	22,959	10,952	147.70%	271,288	183,672	87,616	147.70%
4050 NCTC Administration			0		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	360		360		915	0	915	
4950 Interest Income			0		39	0	39	
Total Other Income	\$ 360	\$ 0	\$ 360		\$ 2,009	\$ 0	\$ 2,009	
Total Income	\$ 81,371	\$ 70,059	\$ 11,312	116.15%	\$ 739,808	\$ 560,471	\$ 179,336	132.00%
Gross Profit	\$ 81,371	\$ 70,059	\$ 11,312	116.15%	\$ 739,808	\$ 560,471	\$ 179,336	132.00%
Expenses								
1- MEDIA & WEBSITE			0		0	0	0	
50 Advertising / Media			0		0	0	0	
5130 Print & Online Advertising	11,510	15,658	-4,148	73.51%	36,805	125,267	-88,461	29.38%
5150 Ad Development/Design	1,000	833	167	120.00%	2,454	6,667	-4,213	36.81%
5170 Photography		200	-200	0.00%	173	1,600	-1,427	10.79%
5240 Research & Development		500	-500	0.00%	9,810	4,000	5,810	245.25%
5290 Marketing Contingency		833	-833	0.00%	0	6,667	-6,667	0.00%
Total 50 Advertising / Media	\$ 12,510	\$ 18,025	\$ -5,515	69.41%	\$ 49,242	\$ 144,200	\$ -94,958	34.15%
55 Marketing / Public Relations			0		0	0	0	
5510 Public Relations Contract	7,500	7,850	-350	95.54%	60,000	62,800	-2,800	95.54%
5520 Marketing Agency Contract		694	-694	0.00%	0	5,555	-5,555	0.00%
5540 Clipping Service	607	750	-143	80.93%	5,484	6,000	-516	91.40%
5560 Media Events		792	-792	0.00%	2,501	6,333	-3,832	39.49%
5610 Travel -PR Related		83	-83	0.00%	-274	667	-941	-41.15%
5680 Visiting Media FAM Expenses	2,999	1,000	1,999	299.89%	4,919	8,000	-3,081	61.49%
Total 55 Marketing / Public Relations	\$ 11,106	\$ 11,169	\$ -64	99.43%	\$ 72,630	\$ 89,355	\$ -16,726	81.28%
57 Website Maint / Development			0		0	0	0	
5710 Interactive Media Coordinator	2,500	2,500	0	100.00%	17,500	20,000	-2,500	87.50%
5740 Content Creation		2,500	-2,500	0.00%	146	20,000	-19,854	0.73%
5750 Development/ Maintenance	632	500	132	126.35%	8,476	4,000	4,476	211.91%
5780 Interactive Marketing			0		5,245	0	5,245	
Total 57 Website Maint / Development	\$ 3,132	\$ 5,500	\$ -2,368	56.94%	\$ 31,367	\$ 44,000	\$ -12,633	71.29%
58 Leisure / Group Sales			0		0	0	0	
5810 Promotion Items, Booth Develop		792	-792	0.00%	101	6,333	-6,233	1.59%
5820 Consumer & Trade Shows	130	338	-208	38.52%	130	2,700	-2,570	4.81%
5840 State Fair Exhibit		0	0		0	1,000	-1,000	0.00%

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

	Feb 2021				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
5870 Shipping - Travel Shows	1,913	208	1,705	918.23%	1,913	1,667	246	114.78%
5880 Travel - Leisure/Group Sales		495	-495	0.00%	-1,967	3,960	-5,927	-49.68%
5885 Travel - Group FAMs		333	-333	0.00%	0	2,667	-2,667	0.00%
5890 Misc. Sales Opportunities		50	-50	0.00%	0	400	-400	0.00%
Total 58 Leisure / Group Sales	\$ 2,043	\$ 2,216	\$ -173	92.20%	\$ 176	\$ 18,727	\$ -18,550	0.94%
Total 1- MEDIA & WEBSITE	\$ 28,791	\$ 36,910	\$ -8,119	78.00%	\$ 153,416	\$ 296,282	\$ -142,866	51.78%
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	8,200	-5,116	37.61%
6590 Memberships		550	-550	0.00%	3,788	4,400	-613	86.08%
6610 North Coast Tourism Council	0	917	-917	0.00%	6,826	7,333	-507	93.09%
Total Partnerships	\$ 0	\$ 2,492	\$ -2,492	0.00%	\$ 13,698	\$ 19,933	\$ -6,235	68.72%
Visitor Services			0		0	0	0	
6720 Event & Festival Guides		1,400	-1,400	0.00%	5,862	11,200	-5,338	52.34%
6730 Incentives & Sponsorships	486	1,653	-1,167	29.41%	17,694	13,221	4,473	133.83%
6770 Visitor Centers & Signage	200	417	-217	48.00%	1,647	3,333	-1,687	49.40%
Total Visitor Services	\$ 686	\$ 3,469	\$ -2,783	19.77%	\$ 25,203	\$ 27,755	\$ -2,552	90.81%
Total 2- VISITOR SVS / PARTNERSHIPS	\$ 686	\$ 5,961	\$ -5,275	11.51%	\$ 38,901	\$ 47,688	\$ -8,787	81.57%
3- ADMIN EXPENSES			0		0	0	0	
General Admin			0		0	0	0	
7010 Accounting	2,405	2,143	262	112.21%	24,730	17,147	7,583	144.23%
7060 Bank Fees	44	50	-6	88.00%	79	400	-321	19.75%
7080 Board Development	4,108	5,169	-1,061	79.47%	8,520	5,706	2,815	149.33%
7090 Copying & Printing	110	200	-90	55.03%	893	1,600	-707	55.78%
7100 Dues & Subscriptions	1,493	917	576	162.85%	11,084	7,333	3,751	151.14%
7130 Legal Fees		250	-250	0.00%	1,896	2,000	-104	94.80%
7140 Licenses & Permits		8	-8	0.00%	0	67	-67	0.00%
7150 Meeting Expenses	65	50	15	129.96%	248	400	-152	61.90%
7200 Office Expense	163	296	-133	55.02%	3,096	2,367	729	130.82%
7210 Postage & Shipping	64	75	-11	85.09%	389	600	-211	64.87%
7280 Travel Expenses	190	500	-310	37.92%	1,897	4,000	-2,103	47.42%
Total General Admin	\$ 8,641	\$ 9,658	\$ -1,017	89.47%	\$ 52,831	\$ 41,619	\$ 11,212	126.94%
Occupancy Costs			0		0	0	0	
7650 Rent	2,350	1,983	367	118.49%	18,800	15,867	2,933	118.49%
7660 Insurance	228	188	40	121.47%	1,822	1,500	322	121.47%
7850 Repairs & Maintenance	320	460	-140	69.55%	4,446	3,680	766	120.81%
7890 Taxes		5	-5	0.00%	124	43	81	286.66%
7910 Telecommunication	646	450	196	143.47%	6,347	3,600	2,747	176.32%
7950 Utilities	575	758	-183	75.89%	4,897	6,067	-1,170	80.71%
7990 Depreciation Expense	338		338		3,152	0	3,152	

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

	Feb 2021				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Total Occupancy Costs	\$ 4,457	\$ 3,845	\$ 612	115.92%	\$ 39,588	\$ 30,757	\$ 8,832	128.71%
Total 3- ADMIN EXPENSES	\$ 13,098	\$ 13,503	\$ -405	97.00%	\$ 92,420	\$ 72,376	\$ 20,044	127.69%
4- PERSONNEL			0		0	0	0	
8510 Salaries & Wages	13,343	13,167	177	101.34%	102,026	105,333	-3,308	96.86%
8520 Paid Time Off	662	924	-262	71.65%	4,164	7,391	-3,226	56.35%
8530 Payroll Taxes	1,151	1,109	41	103.73%	9,988	8,874	1,113	112.54%
8540 Payroll Processing Fees	650		650		824	0	824	
8550 Workers Comp	204	250	-46	81.70%	1,634	2,000	-366	81.70%
8570 Health Insurance Allowance	1,200	1,200	0	100.00%	9,600	9,600	0	100.00%
8580 Other Employee Benefits		17	-17	0.00%	0	133	-133	0.00%
8590 Contract Work	250	650	-400	38.46%	2,649	5,200	-2,551	50.95%
Total 4- PERSONNEL	\$ 17,460	\$ 17,316	\$ 144	100.83%	\$ 130,885	\$ 138,532	\$ -7,647	94.48%
Total Expenses	\$ 60,035	\$ 73,690	\$ -13,655	81.47%	\$ 415,622	\$ 554,877	\$ -139,256	74.90%
Net Operating Income	\$ 21,336	\$ -3,632	\$ 24,968	-587.51%	\$ 324,186	\$ 5,594	\$ 318,592	5795.31%
Net Income	\$ 21,336	\$ -3,632	\$ 24,968	-587.51%	\$ 324,186	\$ 5,594	\$ 318,592	5795.31%

Mendocino County Tourism Commission

Statement of Cash Flows

July 2020 - February 2021

	TOTAL
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OPERATING ACTIVITIES	
Net Income	324,186.05
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1100 Accounts Receivable	-158,842.01
1230 Prepaid Expenses	-13,265.38
2000 Accounts Payable	9,787.14
2100 Accrued Expenses	-3,840.00
2210 Payroll Liabilities:Federal Taxes (941/944)	0.00
2220 Payroll Liabilities:CA PIT / SDI	0.00
2230 Payroll Liabilities:CA SUI / ETT	937.44
2240 Payroll Liabilities:FUTA Payable	90.72
2270 Payroll Liabilities:Accrued Payroll	259.78
2275 Payroll Liabilities:Accrued PTO	-2,326.65
Direct Deposit Payable	0.00
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	-167,198.96
Net cash provided by operating activities	\$156,987.09
INVESTING ACTIVITIES	
1510 Furniture and Equipment	2,934.36
1600 Accumulated Depreciation	218.00
Net cash provided by investing activities	\$3,152.36
NET CASH INCREASE FOR PERIOD	\$160,139.45
Cash at beginning of period	321,601.45
CASH AT END OF PERIOD	\$481,740.90
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Mendocino County Tourism Commission

Profit and Loss Comparison

February 2021

	TOTAL			
	FEB 2021	FEB 2020 (PY)	CHANGE	% CHANGE
Income				
4030 County BID	47,100.00	78,541.42	-31,441.42	-40.03 %
4035 County 50% Match	33,911.00	40,630.80	-6,719.80	-16.54 %
Other Income				
4940 Misc. Income	360.00	2,000.00	-1,640.00	-82.00 %
4950 Interest Income		13.65	-13.65	-100.00 %
Total Other Income	360.00	2,013.65	-1,653.65	-82.12 %
Total Income	\$81,371.00	\$121,185.87	\$ -39,814.87	-32.85 %
GROSS PROFIT	\$81,371.00	\$121,185.87	\$ -39,814.87	-32.85 %
Expenses				
1- MEDIA & WEBSITE				
50 Advertising / Media				
5130 Print & Online Advertising	11,510.43	1,250.00	10,260.43	820.83 %
5150 Ad Development/Design	1,000.00		1,000.00	
5170 Photography		1,750.00	-1,750.00	-100.00 %
5280 Video Development		1,219.78	-1,219.78	-100.00 %
Total 50 Advertising / Media	12,510.43	4,219.78	8,290.65	196.47 %
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	607.00	572.85	34.15	5.96 %
5680 Visiting Media FAM Expenses	2,998.90		2,998.90	
Total 55 Marketing / Public Relations	11,105.90	16,405.85	-5,299.95	-32.31 %
57 Website Maint / Development				
5710 Interactive Media Coordinator	2,500.00	2,500.00	0.00	0.00 %
5750 Development/ Maintenance	631.76	1,584.00	-952.24	-60.12 %
Total 57 Website Maint / Development	3,131.76	4,084.00	-952.24	-23.32 %
58 Leisure / Group Sales				
5820 Consumer & Trade Shows	130.00	3,570.00	-3,440.00	-96.36 %
5840 State Fair Exhibit		1,500.00	-1,500.00	-100.00 %
5870 Shipping - Travel Shows	1,912.94		1,912.94	
5880 Travel - Leisure/Group Sales		86.25	-86.25	-100.00 %
Total 58 Leisure / Group Sales	2,042.94	5,156.25	-3,113.31	-60.38 %
Total 1- MEDIA & WEBSITE	28,791.03	29,865.88	-1,074.85	-3.60 %
2- VISITOR SVS / PARTNERSHIPS				
Partnerships				
6570 In-County Relations		84.07	-84.07	-100.00 %
6590 Memberships		168.00	-168.00	-100.00 %
6610 North Coast Tourism Council	0.00	1,833.35	-1,833.35	-100.00 %
Total Partnerships	0.00	2,085.42	-2,085.42	-100.00 %
Visitor Services				

Mendocino County Tourism Commission

Profit and Loss Comparison

February 2021

	TOTAL			
	FEB 2021	FEB 2020 (PY)	CHANGE	% CHANGE
6720 Event & Festival Guides		1,837.50	-1,837.50	-100.00 %
6730 Incentives & Sponsorships	486.00	1,580.00	-1,094.00	-69.24 %
6770 Visitor Centers & Signage	200.00	200.00	0.00	0.00 %
Total Visitor Services	686.00	3,617.50	-2,931.50	-81.04 %
Total 2- VISITOR SVS / PARTNERSHIPS	686.00	5,702.92	-5,016.92	-87.97 %
3- ADMIN EXPENSES				
General Admin				
7010 Accounting	2,405.00	6,142.41	-3,737.41	-60.85 %
7060 Bank Fees	44.00		44.00	
7080 Board Development	4,108.00		4,108.00	
7090 Copying & Printing	110.06	135.39	-25.33	-18.71 %
7100 Dues & Subscriptions	1,492.83		1,492.83	
7130 Legal Fees		1,110.00	-1,110.00	-100.00 %
7150 Meeting Expenses	64.98	179.01	-114.03	-63.70 %
7200 Office Expense	162.76		162.76	
7210 Postage & Shipping	63.82	1.80	62.02	3,445.56 %
7280 Travel Expenses	189.62	948.82	-759.20	-80.02 %
Total General Admin	8,641.07	8,517.43	123.64	1.45 %
Occupancy Costs				
7650 Rent	2,350.00	2,350.00	0.00	0.00 %
7660 Insurance	227.75		227.75	
7850 Repairs & Maintenance	319.95	294.95	25.00	8.48 %
7910 Telecommunication	645.61	761.58	-115.97	-15.23 %
7950 Utilities	575.46	964.62	-389.16	-40.34 %
7990 Depreciation Expense	338.00	281.32	56.68	20.15 %
Total Occupancy Costs	4,456.77	4,652.47	-195.70	-4.21 %
Total 3- ADMIN EXPENSES	13,097.84	13,169.90	-72.06	-0.55 %
4- PERSONNEL				
8510 Salaries & Wages	13,343.34	19,870.15	-6,526.81	-32.85 %
8520 Paid Time Off	661.95	7,989.08	-7,327.13	-91.71 %
8530 Payroll Taxes	1,150.65	4,684.43	-3,533.78	-75.44 %
8540 Payroll Processing Fees	650.00		650.00	
8550 Workers Comp	204.25		204.25	
8570 Health Insurance Allowance	1,200.00	2,950.00	-1,750.00	-59.32 %
8590 Contract Work	250.00	200.00	50.00	25.00 %
Total 4- PERSONNEL	17,460.19	35,693.66	-18,233.47	-51.08 %
Total Expenses	\$60,035.06	\$84,432.36	\$ -24,397.30	-28.90 %
NET OPERATING INCOME	\$21,335.94	\$36,753.51	\$ -15,417.57	-41.95 %
NET INCOME	\$21,335.94	\$36,753.51	\$ -15,417.57	-41.95 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July 2020 - February 2021

	TOTAL			
	JUL 2020 - FEB 2021	JUL 2019 - FEB 2020 (PY)	CHANGE	% CHANGE
Income				
4030 County BID	376,800.00	628,331.36	-251,531.36	-40.03 %
4031 County BID adjustments	88,300.71	6,600.56	81,700.15	1,237.78 %
4035 County 50% Match	271,288.00	325,046.40	-53,758.40	-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	915.37	2,000.00	-1,084.63	-54.23 %
4950 Interest Income	38.82	175.64	-136.82	-77.90 %
Total Other Income	2,009.19	4,875.64	-2,866.45	-58.79 %
Total Income	\$739,807.58	\$964,853.96	\$ -225,046.38	-23.32 %
GROSS PROFIT	\$739,807.58	\$964,853.96	\$ -225,046.38	-23.32 %
Expenses				
1- MEDIA & WEBSITE				
50 Advertising / Media				
5130 Print & Online Advertising	36,805.34	278,444.04	-241,638.70	-86.78 %
5150 Ad Development/Design	2,454.05	9,085.00	-6,630.95	-72.99 %
5170 Photography	172.69	3,250.00	-3,077.31	-94.69 %
5240 Research & Development	9,810.00	5,060.00	4,750.00	93.87 %
5280 Video Development		19,518.62	-19,518.62	-100.00 %
5290 Marketing Contingency		3,398.00	-3,398.00	-100.00 %
Total 50 Advertising / Media	49,242.08	318,755.66	-269,513.58	-84.55 %
55 Marketing / Public Relations				
5510 Public Relations Contract	60,000.00	60,000.00	0.00	0.00 %
5520 Marketing Agency Contract	0.00	66,664.00	-66,664.00	-100.00 %
5540 Clipping Service	5,484.17	4,410.55	1,073.62	24.34 %
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	4,918.88	1,930.27	2,988.61	154.83 %
Total 55 Marketing / Public Relations	72,629.71	140,446.67	-67,816.96	-48.29 %
57 Website Maint / Development				
5710 Interactive Media Coordinator	17,500.00	20,000.00	-2,500.00	-12.50 %
5740 Content Creation	146.45		146.45	
5750 Development/ Maintenance	8,476.46	13,294.38	-4,817.92	-36.24 %
5780 Interactive Marketing	5,244.58	622.65	4,621.93	742.30 %
Total 57 Website Maint / Development	31,367.49	33,917.03	-2,549.54	-7.52 %
58 Leisure / Group Sales				
5810 Promotion Items, Booth Develop	100.59	7,466.48	-7,365.89	-98.65 %
5820 Consumer & Trade Shows	130.00	7,410.75	-7,280.75	-98.25 %
5840 State Fair Exhibit	0.00	2,564.15	-2,564.15	-100.00 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July 2020 - February 2021

	TOTAL				
	JUL 2020 - FEB 2021	JUL 2019 - FEB 2020 (PY)	CHANGE	% CHANGE	
5870 Shipping - Travel Shows	1,912.94	1,705.92	207.02	12.14 %	
5880 Travel - Leisure/Group Sales	-1,967.22	7,358.76	-9,325.98	-126.73 %	
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	176.31	27,809.08	-27,632.77	-99.37 %	
Total 1- MEDIA & WEBSITE	153,415.59	520,928.44	-367,512.85	-70.55 %	
2- VISITOR SVS / PARTNERSHIPS					
Partnerships					
6550 Conferences & Seminars		10,413.74	-10,413.74	-100.00 %	
6570 In-County Relations	3,084.38	4,167.69	-1,083.31	-25.99 %	
6590 Memberships	3,787.50	2,958.00	829.50	28.04 %	
6610 North Coast Tourism Council	6,826.34	3,666.70	3,159.64	86.17 %	
Total Partnerships	13,698.22	21,206.13	-7,507.91	-35.40 %	
Visitor Services					
6720 Event & Festival Guides	5,862.13	28,881.27	-23,019.14	-79.70 %	
6730 Incentives & Sponsorships	17,694.25	15,220.00	2,474.25	16.26 %	
6770 Visitor Centers & Signage	1,646.70	7,391.05	-5,744.35	-77.72 %	
Total Visitor Services	25,203.08	51,492.32	-26,289.24	-51.05 %	
Total 2- VISITOR SVS / PARTNERSHIPS	38,901.30	72,698.45	-33,797.15	-46.49 %	
3- ADMIN EXPENSES					
General Admin					
7010 Accounting	24,730.00	9,182.16	15,547.84	169.33 %	
7060 Bank Fees	79.00	387.99	-308.99	-79.64 %	
7080 Board Development	8,520.20	4,508.61	4,011.59	88.98 %	
7090 Copying & Printing	892.51	1,287.09	-394.58	-30.66 %	
7100 Dues & Subscriptions	11,083.91	7,231.72	3,852.19	53.27 %	
7130 Legal Fees	1,896.00	7,039.98	-5,143.98	-73.07 %	
7140 Licenses & Permits		115.00	-115.00	-100.00 %	
7150 Meeting Expenses	247.58	2,222.62	-1,975.04	-88.86 %	
7200 Office Expense	3,095.99	4,113.59	-1,017.60	-24.74 %	
7210 Postage & Shipping	389.20	1,458.86	-1,069.66	-73.32 %	
7280 Travel Expenses	1,896.99	10,998.36	-9,101.37	-82.75 %	
Total General Admin	52,831.38	48,545.98	4,285.40	8.83 %	
Occupancy Costs					
7650 Rent	18,800.00	18,980.00	-180.00	-0.95 %	
7660 Insurance	1,822.00	2,126.31	-304.31	-14.31 %	
7850 Repairs & Maintenance	4,445.64	3,244.73	1,200.91	37.01 %	
7890 Taxes	124.18	62.58	61.60	98.43 %	
7910 Telecommunication	6,347.41	7,110.14	-762.73	-10.73 %	
7950 Utilities	4,896.67	6,307.08	-1,410.41	-22.36 %	
7990 Depreciation Expense	3,152.36	2,250.56	901.80	40.07 %	

Mendocino County Tourism Commission

Profit and Loss Comparison

July 2020 - February 2021

	TOTAL			
	JUL 2020 - FEB 2021	JUL 2019 - FEB 2020 (PY)	CHANGE	% CHANGE
Total Occupancy Costs	39,588.26	40,081.40	-493.14	-1.23 %
Total 3- ADMIN EXPENSES	92,419.64	88,627.38	3,792.26	4.28 %
4- PERSONNEL				
8510 Salaries & Wages	102,025.77	232,870.35	-130,844.58	-56.19 %
8520 Paid Time Off	4,164.38	17,077.51	-12,913.13	-75.61 %
8530 Payroll Taxes	9,987.60	24,057.02	-14,069.42	-58.48 %
8540 Payroll Processing Fees	824.00	1,070.69	-246.69	-23.04 %
8550 Workers Comp	1,634.00	2,172.00	-538.00	-24.77 %
8570 Health Insurance Allowance	9,600.00	21,850.00	-12,250.00	-56.06 %
8580 Other Employee Benefits		1,025.66	-1,025.66	-100.00 %
8590 Contract Work	2,649.25	1,862.50	786.75	42.24 %
Total 4- PERSONNEL	130,885.00	301,985.73	-171,100.73	-56.66 %
Total Expenses	\$415,621.53	\$984,240.00	\$ -568,618.47	-57.77 %
NET OPERATING INCOME	\$324,186.05	\$ -19,386.04	\$343,572.09	1,772.27 %
NET INCOME	\$324,186.05	\$ -19,386.04	\$343,572.09	1,772.27 %