

Mendocino County Tourism Commission

Balance Sheet Comparison

As of February 28, 2022

	TOTAL			
	AS OF FEB 28, 2022	AS OF FEB 28, 2021 (PY)	CHANGE	% CHANGE
ASSETS				
Current Assets				
Bank Accounts				
1005 SBMC Checking	137,964.38	328,954.21	-190,989.83	-58.06 %
1010 SBMC Contingency/Savings	1,165,865.27	152,686.69	1,013,178.58	663.57 %
1030 Cash drawer	100.00	100.00	0.00	0.00 %
Total Bank Accounts	\$1,303,929.65	\$481,740.90	\$822,188.75	170.67 %
Accounts Receivable				
1100 Accounts Receivable	697,808.33	340,176.21	357,632.12	105.13 %
Total Accounts Receivable	\$697,808.33	\$340,176.21	\$357,632.12	105.13 %
Other Current Assets				
1230 Prepaid Expenses	61,276.66	22,727.05	38,549.61	169.62 %
1250 Refundable Deposits	1,800.00	4,150.00	-2,350.00	-56.63 %
Total Other Current Assets	\$63,076.66	\$26,877.05	\$36,199.61	134.69 %
Total Current Assets	\$2,064,814.64	\$848,794.16	\$1,216,020.48	143.26 %
Fixed Assets				
1510 Furniture and Equipment	30,059.23	20,264.59	9,794.64	48.33 %
1600 Accumulated Depreciation	-13,373.00	-8,852.00	-4,521.00	-51.07 %
Total Fixed Assets	\$16,686.23	\$11,412.59	\$5,273.64	46.21 %
TOTAL ASSETS	\$2,081,500.87	\$860,206.75	\$1,221,294.12	141.98 %
LIABILITIES AND EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 Accounts Payable	43,695.15	21,449.38	22,245.77	103.71 %
Total Accounts Payable	\$43,695.15	\$21,449.38	\$22,245.77	103.71 %
Other Current Liabilities				
2100 Accrued Expenses	1,970.00	0.00	1,970.00	
Payroll Liabilities	0.00	0.00	0.00	
2230 CA SUI / ETT	1,690.59	937.44	753.15	80.34 %
2240 FUTA Payable	163.61	90.72	72.89	80.35 %
2270 Accrued Payroll	12,851.00	7,524.05	5,326.95	70.80 %
2275 Accrued PTO	12,923.70	6,748.19	6,175.51	91.51 %
Total Payroll Liabilities	27,628.90	15,300.40	12,328.50	80.58 %
Total Other Current Liabilities	\$29,598.90	\$15,300.40	\$14,298.50	93.45 %
Total Current Liabilities	\$73,294.05	\$36,749.78	\$36,544.27	99.44 %
Total Liabilities	\$73,294.05	\$36,749.78	\$36,544.27	99.44 %
Equity				
3100 Contingency-Restricted	152,650.09	152,650.09	0.00	0.00 %
3900 Unrestricted Net Assets (RE)	1,478,042.08	346,620.83	1,131,421.25	326.41 %
Net Income	377,514.65	324,186.05	53,328.60	16.45 %
Total Equity	\$2,008,206.82	\$823,456.97	\$1,184,749.85	143.88 %
TOTAL LIABILITIES AND EQUITY	\$2,081,500.87	\$860,206.75	\$1,221,294.12	141.98 %

Mendocino County Tourism Commission
Budget vs. Actuals: Summary
 July 2021 - February 2022

	Feb 2022				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Income								
4030 County BID	79,706	79,706	0	100.00%	754,780	637,648	117,132	118.37%
4031 County BID adjustments		0	0		45,656	0	45,656	
4035 County 50% Match	39,583	39,853	-270	99.32%	316,664	318,824	-2,160	99.32%
4050 NCTC Administration			0		3,825	0	3,825	
Other Income	685		685		61,487	0	61,487	
Total Income	\$ 119,974	\$ 119,559	\$ 415	100.35%	\$ 1,182,412	\$ 956,472	\$ 225,940	123.62%
Gross Profit	\$ 119,974	\$ 119,559	\$ 415	100.35%	\$ 1,182,412	\$ 956,472	\$ 225,940	123.62%
Expenses								
1- MEDIA & WEBSITE	72,384	89,170	-16,786	81.17%	418,657	678,311	-259,655	61.72%
2- VISITOR SVS / PARTNERSHIPS	14,193	23,717	-9,524	59.84%	75,369	151,349	-75,981	49.80%
3- ADMIN EXPENSES	10,915	10,110	805	107.96%	89,947	84,550	5,397	106.38%
4- PERSONNEL	32,092	40,371	-8,279	79.49%	220,708	236,479	-15,770	93.33%
Total Expenses	\$ 129,584	\$ 163,368	\$ -33,784	79.32%	\$ 804,681	\$ 1,150,689	\$ -346,009	69.93%
Net Operating Income	\$ -9,609	\$ -43,809	\$ 34,200	21.93%	\$ 377,731	\$ -194,217	\$ 571,949	-194.49%
Other Expenses								
9010 Gain/Loss on Sale of Asset			0		217	0	217	
Total Other Expenses	\$ 0	\$ 0	\$ 0		\$ 217	\$ 0	\$ 217	
Net Other Income	\$ 0	\$ 0	\$ 0		\$ -217	\$ 0	\$ -217	
Net Income	\$ -9,609	\$ -43,809	\$ 34,200	21.93%	\$ 377,515	\$ -194,217	\$ 571,732	-194.38%

Mendocino County Tourism Commission
Budget vs. Actuals: Detail
 July 2021 - February 2022

	Feb 2022				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Income								
4030 County BID	79,706	79,706	0	100.00%	754,780	637,648	117,132	118.37%
4031 County BID adjustments		0	0		45,656	0	45,656	
4035 County 50% Match	39,583	39,853	-270	99.32%	316,664	318,824	-2,160	99.32%
4050 NCTC Administration			0		3,825	0	3,825	
Other Income			0		0	0	0	
4940 Misc. Income	685		685		61,314	0	61,314	
4950 Interest Income			0		173	0	173	
Total Other Income	\$ 685	\$ 0	\$ 685		\$ 61,487	\$ 0	\$ 61,487	
Total Income	\$ 119,974	\$ 119,559	\$ 415	100.35%	\$ 1,182,412	\$ 956,472	\$ 225,940	123.62%
Gross Profit	\$ 119,974	\$ 119,559	\$ 415	100.35%	\$ 1,182,412	\$ 956,472	\$ 225,940	123.62%
Expenses								
1- MEDIA & WEBSITE			0		0	0	0	
50 Advertising / Media			0		0	0	0	
5130 Print & Online Advertising	49,121	40,653	8,468	120.83%	227,986	325,227	-97,241	70.10%
5150 Ad Development/Design	1,000	1,000	0	100.00%	8,420	8,000	420	105.25%
5170 Photography		500	-500	0.00%	0	4,000	-4,000	0.00%
5240 Research & Development	8,060	5,222	2,838	154.35%	29,060	47,112	-18,052	61.68%
5280 Video Development	257	1,667	-1,410	15.40%	8,511	13,332	-4,821	63.84%
5290 Marketing Contingency		1,000	-1,000	0.00%	0	8,000	-8,000	0.00%
Total 50 Advertising / Media	\$ 58,438	\$ 50,042	\$ 8,396	116.78%	\$ 273,977	\$ 405,671	\$ -131,695	67.54%
55 Marketing / Public Relations			0		0	0	0	
5510 Public Relations Contract	8,333	8,683	-350	95.97%	67,991	69,467	-1,476	97.88%
5520 Marketing Agency Contract		9,333	-9,333	0.00%	0	74,668	-74,668	0.00%
5540 Clipping Service	648	1,000	-352	64.80%	5,184	8,000	-2,816	64.80%
5550 In-Market PR Stunts		667	-667	0.00%	1,616	5,332	-3,716	30.30%
5560 Media Events		3,750	-3,750	0.00%	1,015	7,000	-5,985	14.50%
5610 Travel -PR Related	781	778	3	100.42%	4,543	6,221	-1,678	73.03%
5680 Visiting Media FAM Expenses	701	500	201	140.27%	4,724	4,000	724	118.09%
Total 55 Marketing / Public Relations	\$ 10,464	\$ 24,711	\$ -14,247	42.34%	\$ 85,073	\$ 174,688	\$ -89,615	48.70%
57 Website Maint / Development			0		0	0	0	
5710 Interactive Media Coordinator	2,500	2,500	0	100.00%	20,000	20,000	0	100.00%
5740 Content Creation		1,500	-1,500	0.00%	0	12,000	-12,000	0.00%
5750 Development/ Maintenance	834	5,667	-4,833	14.71%	26,406	45,332	-18,926	58.25%
5780 Interactive Marketing	30	100	-70	29.95%	240	800	-560	29.95%
Total 57 Website Maint / Development	\$ 3,364	\$ 9,767	\$ -6,403	34.44%	\$ 46,646	\$ 78,132	\$ -31,486	59.70%
58 Leisure / Group Sales			0		0	0	0	
5810 Promotion Items, Booth Develop		3,650	-3,650	0.00%	2,193	7,550	-5,357	29.05%
5820 Consumer & Trade Shows		0	0		3,570	300	3,270	1190.00%
5840 State Fair Exhibit		0	0		0	1,000	-1,000	0.00%

Mendocino County Tourism Commission
Budget vs. Actuals: Detail
 July 2021 - February 2022

	Feb 2022				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
5870 Shipping - Travel Shows		500	-500	0.00%	26	500	-474	5.15%
5880 Travel - Leisure/Group Sales	118	0	118		7,142	2,470	4,672	289.16%
5885 Travel - Group FAMs		0	0		30	4,000	-3,970	0.75%
5890 Misc. Sales Opportunities		500	-500	0.00%	0	4,000	-4,000	0.00%
Total 58 Leisure / Group Sales	\$ 118	\$ 4,650	\$ -4,532	2.55%	\$ 12,961	\$ 19,820	\$ -6,859	65.39%
Total 1- MEDIA & WEBSITE	\$ 72,384	\$ 89,170	\$ -16,786	81.17%	\$ 418,657	\$ 678,311	\$ -259,655	61.72%
2- VISITOR SVS / PARTNERSHIPS			0		0	0	0	
Partnerships			0		0	0	0	
6550 Conferences & Seminars	2,904	2,705	199	107.34%	10,006	16,475	-6,469	60.73%
6555 Conferences & Seminars Travel	7		7		7	0	7	
6570 In-County Relations	436	875	-439	49.79%	2,682	6,800	-4,118	39.44%
6575 Stakeholder Networking		708	-708	0.00%	66	4,918	-4,852	1.35%
6590 Memberships		0	0		3,968	4,375	-408	90.69%
6610 North Coast Tourism Council	1,124	917	208	122.66%	8,893	7,333	1,559	121.26%
Total Partnerships	\$ 4,471	\$ 5,205	\$ -734	85.89%	\$ 25,621	\$ 39,901	\$ -14,281	64.21%
Visitor Services			0		0	0	0	
6720 Event & Festival Guides	8,898	3,667	5,231	242.66%	34,180	29,332	4,848	116.53%
6730 Incentives & Sponsorships	624	1,790	-1,166	34.86%	13,968	14,336	-368	97.43%
6770 Visitor Centers & Signage	200	13,055	-12,855	1.53%	1,600	67,780	-66,180	2.36%
Total Visitor Services	\$ 9,722	\$ 18,512	\$ -8,790	52.52%	\$ 49,748	\$ 111,448	\$ -61,700	44.64%
Total 2- VISITOR SVS / PARTNERSHIPS	\$ 14,193	\$ 23,717	\$ -9,524	59.84%	\$ 75,369	\$ 151,349	\$ -75,981	49.80%
3- ADMIN EXPENSES			0		0	0	0	
General Admin			0		0	0	0	
7010 Accounting	1,990	2,000	-10	99.50%	21,750	23,000	-1,250	94.57%
7060 Bank Fees	35	50	-15	70.00%	191	400	-209	47.76%
7080 Board Development	225	420	-195	53.57%	555	2,205	-1,650	25.16%
7090 Copying & Printing		200	-200	0.00%	507	1,600	-1,093	31.70%
7100 Dues & Subscriptions	1,510	960	550	157.34%	14,325	7,680	6,645	186.52%
7130 Legal Fees	40	250	-210	16.00%	1,220	2,000	-780	61.00%
7140 Licenses & Permits		65	-65	0.00%	0	340	-340	0.00%
7150 Meeting Expenses		50	-50	0.00%	372	400	-28	93.09%
7200 Office Expense	405	1,230	-825	32.89%	6,159	6,480	-321	95.04%
7210 Postage & Shipping	551	470	81	117.30%	1,778	3,760	-1,982	47.28%
7280 Travel Expenses	1,773	750	1,023	236.39%	8,360	6,000	2,360	139.33%
Total General Admin	\$ 6,529	\$ 6,445	\$ 84	101.31%	\$ 55,216	\$ 53,865	\$ 1,351	102.51%
Occupancy Costs			0		0	0	0	
7650 Rent	1,956	2,025	-69	96.59%	15,349	14,850	499	103.36%
7660 Insurance	217	0	217		1,733	2,250	-517	77.04%
7850 Repairs & Maintenance	350	460	-110	76.08%	2,960	4,080	-1,120	72.54%
7890 Taxes		0	0		81	65	16	124.18%

Mendocino County Tourism Commission
Budget vs. Actuals: Detail
July 2021 - February 2022

	Feb 2022				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
7910 Telecommunication	834	450	384	185.27%	6,316	3,600	2,716	175.44%
7950 Utilities	449	730	-281	61.46%	4,578	5,840	-1,262	78.40%
7990 Depreciation Expense	581		581		3,714	0	3,714	
Total Occupancy Costs	\$ 4,386	\$ 3,665	\$ 721	119.67%	\$ 34,731	\$ 30,685	\$ 4,046	113.18%
Total 3- ADMIN EXPENSES	\$ 10,915	\$ 10,110	\$ 805	107.96%	\$ 89,947	\$ 84,550	\$ 5,397	106.38%
4- PERSONNEL			0		0	0	0	
8510 Salaries & Wages	22,068	22,787	-720	96.84%	175,144	172,185	2,959	101.72%
8520 Paid Time Off	797	1,930	-1,134	41.27%	7,498	11,793	-4,296	63.58%
8530 Payroll Taxes	2,368	1,989	379	119.04%	16,796	14,398	2,398	116.66%
8540 Payroll Processing Fees		85	-85	0.00%	0	1,400	-1,400	0.00%
8550 Workers Comp	205	195	10	105.13%	-1,305	4,477	-5,782	-29.15%
8570 Health Insurance Allowance	2,200	2,035	165	108.11%	13,600	15,275	-1,675	89.03%
8580 Other Employee Benefits	38	0	38		240	200	40	119.83%
8590 Contract Work	4,417	11,150	-6,733	39.61%	8,442	16,350	-7,908	51.63%
8615 Employee Recruitment		200	-200	0.00%	294	400	-106	73.59%
Total 4- PERSONNEL	\$ 32,092	\$ 40,371	\$ -8,279	79.49%	\$ 220,708	\$ 236,479	\$ -15,770	93.33%
Total Expenses	\$ 129,584	\$ 163,368	\$ -33,784	79.32%	\$ 804,681	\$ 1,150,689	\$ -346,009	69.93%
Net Operating Income	\$ -9,609	\$ -43,809	\$ 34,200	21.93%	\$ 377,731	\$ -194,217	\$ 571,949	-194.49%
Other Expenses								
9010 Gain/Loss on Sale of Asset			0		217	0	217	
Total Other Expenses	\$ 0	\$ 0	\$ 0		\$ 217	\$ 0	\$ 217	
Net Other Income	\$ 0	\$ 0	\$ 0		\$ -217	\$ 0	\$ -217	
Net Income	\$ -9,609	\$ -43,809	\$ 34,200	21.93%	\$ 377,515	\$ -194,217	\$ 571,732	-194.38%

Mendocino County Tourism Commission

Statement of Cash Flows

July 2021 - February 2022

	TOTAL
OPERATING ACTIVITIES	
Net Income	377,514.65
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1100 Accounts Receivable	96,849.62
1230 Prepaid Expenses	-33,445.31
2000 Accounts Payable	14,376.99
2100 Accrued Expenses	1,970.00
2210 Payroll Liabilities:Federal Taxes (941/944)	0.00
2220 Payroll Liabilities:CA PIT / SDI	0.00
2230 Payroll Liabilities:CA SUI / ETT	1,136.93
2240 Payroll Liabilities:FUTA Payable	15.95
2270 Payroll Liabilities:Accrued Payroll	2,294.81
2275 Payroll Liabilities:Accrued PTO	3,825.36
Direct Deposit Payable	0.00
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	87,024.35
Net cash provided by operating activities	\$464,539.00
INVESTING ACTIVITIES	
1510 Furniture and Equipment	-5,866.19
1600 Accumulated Depreciation	3,032.00
Net cash provided by investing activities	\$ -2,834.19
NET CASH INCREASE FOR PERIOD	\$461,704.81
Cash at beginning of period	842,224.84
CASH AT END OF PERIOD	\$1,303,929.65

Mendocino County Tourism Commission

Profit and Loss Comparison

February 2022

	TOTAL			
	FEB 2022	FEB 2021 (PY)	CHANGE	% CHANGE
Income				
4030 County BID	79,706.00	47,100.00	32,606.00	69.23 %
4035 County 50% Match	39,583.00	33,911.00	5,672.00	16.73 %
Other Income				
4940 Misc. Income	685.48	360.00	325.48	90.41 %
Total Other Income	685.48	360.00	325.48	90.41 %
Total Income	\$119,974.48	\$81,371.00	\$38,603.48	47.44 %
GROSS PROFIT	\$119,974.48	\$81,371.00	\$38,603.48	47.44 %
Expenses				
1- MEDIA & WEBSITE				
50 Advertising / Media				
5130 Print & Online Advertising	49,121.10	11,510.43	37,610.67	326.75 %
5150 Ad Development/Design	1,000.00	1,000.00	0.00	0.00 %
5240 Research & Development	8,060.00		8,060.00	
5280 Video Development	256.70		256.70	
Total 50 Advertising / Media	58,437.80	12,510.43	45,927.37	367.11 %
55 Marketing / Public Relations				
5510 Public Relations Contract	8,333.34	7,500.00	833.34	11.11 %
5540 Clipping Service	648.00	607.00	41.00	6.75 %
5610 Travel -PR Related	781.30		781.30	
5680 Visiting Media FAM Expenses	701.37	2,998.90	-2,297.53	-76.61 %
Total 55 Marketing / Public Relations	10,464.01	11,105.90	-641.89	-5.78 %
57 Website Maint / Development				
5710 Interactive Media Coordinator	2,500.00	2,500.00	0.00	0.00 %
5750 Development/ Maintenance	833.85	631.76	202.09	31.99 %
5780 Interactive Marketing	29.95		29.95	
Total 57 Website Maint / Development	3,363.80	3,131.76	232.04	7.41 %
58 Leisure / Group Sales				
5820 Consumer & Trade Shows		130.00	-130.00	-100.00 %
5870 Shipping - Travel Shows		1,912.94	-1,912.94	-100.00 %
5880 Travel - Leisure/Group Sales	118.41		118.41	
Total 58 Leisure / Group Sales	118.41	2,042.94	-1,924.53	-94.20 %
Total 1- MEDIA & WEBSITE	72,384.02	28,791.03	43,592.99	151.41 %

Mendocino County Tourism Commission

Profit and Loss Comparison

February 2022

	TOTAL			
	FEB 2022	FEB 2021 (PY)	CHANGE	% CHANGE
2- VISITOR SVS / PARTNERSHIPS				
Partnerships				
6550 Conferences & Seminars	2,903.67		2,903.67	
6555 Conferences & Seminars Travel	6.80		6.80	
6570 In-County Relations	435.68		435.68	
6610 North Coast Tourism Council	1,124.37	0.00	1,124.37	
Total Partnerships	4,470.52	0.00	4,470.52	
Visitor Services				
6720 Event & Festival Guides	8,898.22		8,898.22	
6730 Incentives & Sponsorships	624.00	486.00	138.00	28.40 %
6770 Visitor Centers & Signage	200.00	200.00	0.00	0.00 %
Total Visitor Services	9,722.22	686.00	9,036.22	1,317.23 %
Total 2- VISITOR SVS / PARTNERSHIPS	14,192.74	686.00	13,506.74	1,968.91 %
3- ADMIN EXPENSES				
General Admin				
7010 Accounting	1,990.00	2,405.00	-415.00	-17.26 %
7060 Bank Fees	35.00	44.00	-9.00	-20.45 %
7080 Board Development	225.00	4,108.00	-3,883.00	-94.52 %
7090 Copying & Printing		110.06	-110.06	-100.00 %
7100 Dues & Subscriptions	1,510.49	1,492.83	17.66	1.18 %
7130 Legal Fees	39.99		39.99	
7150 Meeting Expenses		64.98	-64.98	-100.00 %
7200 Office Expense	404.51	162.76	241.75	148.53 %
7210 Postage & Shipping	551.29	63.82	487.47	763.82 %
7280 Travel Expenses	1,772.95	189.62	1,583.33	835.00 %
Total General Admin	6,529.23	8,641.07	-2,111.84	-24.44 %
Occupancy Costs				
7650 Rent	1,956.00	2,350.00	-394.00	-16.77 %
7660 Insurance	216.67	227.75	-11.08	-4.86 %
7850 Repairs & Maintenance	349.95	319.95	30.00	9.38 %
7910 Telecommunication	833.73	645.61	188.12	29.14 %
7950 Utilities	448.67	575.46	-126.79	-22.03 %
7990 Depreciation Expense	581.00	338.00	243.00	71.89 %
Total Occupancy Costs	4,386.02	4,456.77	-70.75	-1.59 %
Total 3- ADMIN EXPENSES	10,915.25	13,097.84	-2,182.59	-16.66 %
4- PERSONNEL				
8510 Salaries & Wages	22,067.50	13,343.34	8,724.16	65.38 %
8520 Paid Time Off	796.50	661.95	134.55	20.33 %
8530 Payroll Taxes	2,367.80	1,150.65	1,217.15	105.78 %
8540 Payroll Processing Fees		650.00	-650.00	-100.00 %

Mendocino County Tourism Commission

Profit and Loss Comparison

February 2022

	TOTAL			
	FEB 2022	FEB 2021 (PY)	CHANGE	% CHANGE
8550 Workers Comp	205.00	204.25	0.75	0.37 %
8570 Health Insurance Allowance	2,200.00	1,200.00	1,000.00	83.33 %
8580 Other Employee Benefits	38.04		38.04	
8590 Contract Work	4,416.67	250.00	4,166.67	1,666.67 %
Total 4- PERSONNEL	32,091.51	17,460.19	14,631.32	83.80 %
Total Expenses	\$129,583.52	\$60,035.06	\$69,548.46	115.85 %
NET OPERATING INCOME	\$ -9,609.04	\$21,335.94	\$ -30,944.98	-145.04 %
NET INCOME	\$ -9,609.04	\$21,335.94	\$ -30,944.98	-145.04 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July 2021 - February 2022

	TOTAL			
	JUL 2021 - FEB 2022	JUL 2020 - FEB 2021 (PY)	CHANGE	% CHANGE
Income				
4030 County BID	754,780.00	376,800.00	377,980.00	100.31 %
4031 County BID adjustments	45,656.01	88,300.71	-42,644.70	-48.29 %
4035 County 50% Match	316,664.00	271,288.00	45,376.00	16.73 %
4050 NCTC Administration	3,824.80	1,409.68	2,415.12	171.32 %
Other Income				
4250 Cooperative Advertising		350.00	-350.00	-100.00 %
4830 Event Brochure Ads		705.00	-705.00	-100.00 %
4940 Misc. Income	61,314.41	915.37	60,399.04	6,598.32 %
4950 Interest Income	172.59	38.82	133.77	344.59 %
Total Other Income	61,487.00	2,009.19	59,477.81	2,960.29 %
Total Income	\$1,182,411.81	\$739,807.58	\$442,604.23	59.83 %
GROSS PROFIT	\$1,182,411.81	\$739,807.58	\$442,604.23	59.83 %
Expenses				
1- MEDIA & WEBSITE				
50 Advertising / Media				
5130 Print & Online Advertising	227,985.99	36,805.34	191,180.65	519.44 %
5150 Ad Development/Design	8,420.00	2,454.05	5,965.95	243.11 %
5170 Photography		172.69	-172.69	-100.00 %
5240 Research & Development	29,060.00	9,810.00	19,250.00	196.23 %
5280 Video Development	8,510.87		8,510.87	
Total 50 Advertising / Media	273,976.86	49,242.08	224,734.78	456.39 %
55 Marketing / Public Relations				
5510 Public Relations Contract	67,990.92	60,000.00	7,990.92	13.32 %
5540 Clipping Service	5,184.00	5,484.17	-300.17	-5.47 %
5550 In-Market PR Stunts	1,615.63		1,615.63	
5560 Media Events	1,015.31	2,501.00	-1,485.69	-59.40 %
5610 Travel -PR Related	4,543.31	-274.34	4,817.65	1,756.09 %
5680 Visiting Media FAM Expenses	4,723.56	4,918.88	-195.32	-3.97 %
Total 55 Marketing / Public Relations	85,072.73	72,629.71	12,443.02	17.13 %
57 Website Maint / Development				
5710 Interactive Media Coordinator	20,000.00	17,500.00	2,500.00	14.29 %
5740 Content Creation		146.45	-146.45	-100.00 %
5750 Development/ Maintenance	26,406.26	8,476.46	17,929.80	211.52 %
5780 Interactive Marketing	239.60	5,244.58	-5,004.98	-95.43 %
Total 57 Website Maint / Development	46,645.86	31,367.49	15,278.37	48.71 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July 2021 - February 2022

	TOTAL			
	JUL 2021 - FEB 2022	JUL 2020 - FEB 2021 (PY)	CHANGE	% CHANGE
58 Leisure / Group Sales				
5810 Promotion Items, Booth Develop	2,193.08	100.59	2,092.49	2,080.22 %
5820 Consumer & Trade Shows	3,570.00	130.00	3,440.00	2,646.15 %
5870 Shipping - Travel Shows	25.73	1,912.94	-1,887.21	-98.65 %
5880 Travel - Leisure/Group Sales	7,142.33	-1,967.22	9,109.55	463.07 %
5885 Travel - Group FAMs	30.00		30.00	
Total 58 Leisure / Group Sales	12,961.14	176.31	12,784.83	7,251.34 %
Total 1- MEDIA & WEBSITE	418,656.59	153,415.59	265,241.00	172.89 %
2- VISITOR SVS / PARTNERSHIPS				
Partnerships				
6550 Conferences & Seminars	10,005.69		10,005.69	
6555 Conferences & Seminars Travel	6.80		6.80	
6570 In-County Relations	2,681.82	3,084.38	-402.56	-13.05 %
6575 Stakeholder Networking	66.15		66.15	
6590 Memberships	3,967.50	3,787.50	180.00	4.75 %
6610 North Coast Tourism Council	8,892.70	6,826.34	2,066.36	30.27 %
Total Partnerships	25,620.66	13,698.22	11,922.44	87.04 %
Visitor Services				
6720 Event & Festival Guides	34,180.00	5,862.13	28,317.87	483.06 %
6730 Incentives & Sponsorships	13,968.00	17,694.25	-3,726.25	-21.06 %
6770 Visitor Centers & Signage	1,600.00	1,646.70	-46.70	-2.84 %
Total Visitor Services	49,748.00	25,203.08	24,544.92	97.39 %
Total 2- VISITOR SVS / PARTNERSHIPS	75,368.66	38,901.30	36,467.36	93.74 %
3- ADMIN EXPENSES				
General Admin				
7010 Accounting	21,750.00	24,730.00	-2,980.00	-12.05 %
7060 Bank Fees	191.03	79.00	112.03	141.81 %
7080 Board Development	554.79	8,520.20	-7,965.41	-93.49 %
7090 Copying & Printing	507.20	892.51	-385.31	-43.17 %
7100 Dues & Subscriptions	14,324.94	11,083.91	3,241.03	29.24 %
7130 Legal Fees	1,219.98	1,896.00	-676.02	-35.66 %
7150 Meeting Expenses	372.35	247.58	124.77	50.40 %
7200 Office Expense	6,158.82	3,095.99	3,062.83	98.93 %
7210 Postage & Shipping	1,777.55	389.20	1,388.35	356.72 %
7280 Travel Expenses	8,359.72	1,896.99	6,462.73	340.68 %
Total General Admin	55,216.38	52,831.38	2,385.00	4.51 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July 2021 - February 2022

	TOTAL			
	JUL 2021 - FEB 2022	JUL 2020 - FEB 2021 (PY)	CHANGE	% CHANGE
Occupancy Costs				
7650 Rent	15,349.00	18,800.00	-3,451.00	-18.36 %
7660 Insurance	1,733.34	1,822.00	-88.66	-4.87 %
7850 Repairs & Maintenance	2,959.60	4,445.64	-1,486.04	-33.43 %
7890 Taxes	80.72	124.18	-43.46	-35.00 %
7910 Telecommunication	6,315.80	6,347.41	-31.61	-0.50 %
7950 Utilities	4,578.23	4,896.67	-318.44	-6.50 %
7990 Depreciation Expense	3,714.00	3,152.36	561.64	17.82 %
Total Occupancy Costs	34,730.69	39,588.26	-4,857.57	-12.27 %
Total 3- ADMIN EXPENSES	89,947.07	92,419.64	-2,472.57	-2.68 %
4- PERSONNEL				
8510 Salaries & Wages	175,144.04	102,025.77	73,118.27	71.67 %
8520 Paid Time Off	7,497.70	4,164.38	3,333.32	80.04 %
8530 Payroll Taxes	16,795.91	9,987.60	6,808.31	68.17 %
8540 Payroll Processing Fees		824.00	-824.00	-100.00 %
8550 Workers Comp	-1,305.00	1,634.00	-2,939.00	-179.87 %
8570 Health Insurance Allowance	13,600.00	9,600.00	4,000.00	41.67 %
8580 Other Employee Benefits	239.65		239.65	
8590 Contract Work	8,441.67	2,649.25	5,792.42	218.64 %
8615 Employee Recruitment	294.35		294.35	
Total 4- PERSONNEL	220,708.32	130,885.00	89,823.32	68.63 %
Total Expenses	\$804,680.64	\$415,621.53	\$389,059.11	93.61 %
NET OPERATING INCOME	\$377,731.17	\$324,186.05	\$53,545.12	16.52 %
Other Expenses				
9010 Gain/Loss on Sale of Asset	216.52		216.52	
Total Other Expenses	\$216.52	\$0.00	\$216.52	0.00%
NET OTHER INCOME	\$ -216.52	\$0.00	\$ -216.52	0.00%
NET INCOME	\$377,514.65	\$324,186.05	\$53,328.60	16.45 %