

Mendocino County Tourism Commission

Balance Sheet Comparison

As of March 31, 2021

	TOTAL			
	AS OF MAR 31, 2021	AS OF MAR 31, 2020 (PY)	CHANGE	% CHANGE
ASSETS				
Current Assets				
Bank Accounts				
1005 SBMC Checking	302,020.11		302,020.11	
1010 SBMC Contingency/Savings	408,068.36		408,068.36	
1015 MLCU Checking	0.00	168,919.67	-168,919.67	-100.00 %
1020 MLCU Savings	0.00	58,404.92	-58,404.92	-100.00 %
1030 Cash drawer	100.00	100.00	0.00	0.00 %
Total Bank Accounts	\$710,188.47	\$227,424.59	\$482,763.88	212.27 %
Accounts Receivable				
1100 Accounts Receivable	175,211.00	278,505.06	-103,294.06	-37.09 %
Total Accounts Receivable	\$175,211.00	\$278,505.06	\$ -103,294.06	-37.09 %
Other Current Assets				
1230 Prepaid Expenses	20,216.13	10,054.42	10,161.71	101.07 %
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	\$24,366.13	\$26,904.42	\$ -2,538.29	-9.43 %
Total Current Assets	\$909,765.60	\$532,834.07	\$376,931.53	70.74 %
Fixed Assets				
1510 Furniture and Equipment	21,715.54	64,723.50	-43,007.96	-66.45 %
1600 Accumulated Depreciation	-9,214.00	-51,936.25	42,722.25	82.26 %
Total Fixed Assets	\$12,501.54	\$12,787.25	\$ -285.71	-2.23 %
TOTAL ASSETS	\$922,267.14	\$545,621.32	\$376,645.82	69.03 %
LIABILITIES AND EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 Accounts Payable	19,786.28	29,291.88	-9,505.60	-32.45 %
Total Accounts Payable	\$19,786.28	\$29,291.88	\$ -9,505.60	-32.45 %
Other Current Liabilities				
2100 Accrued Expenses	0.00	1,950.00	-1,950.00	-100.00 %
2300 Loan Payable	35,862.09		35,862.09	
Payroll Liabilities				
2230 CA SUI / ETT	972.16	2,389.48	-1,417.32	-59.32 %
2240 FUTA Payable	94.08	231.24	-137.16	-59.32 %
2270 Accrued Payroll	8,437.12	6,868.10	1,569.02	22.85 %
2275 Accrued PTO	6,617.82	7,692.31	-1,074.49	-13.97 %
Total Payroll Liabilities	16,121.18	17,181.13	-1,059.95	-6.17 %
Total Other Current Liabilities	\$51,983.27	\$19,131.13	\$32,852.14	171.72 %
Total Current Liabilities	\$71,769.55	\$48,423.01	\$23,346.54	48.21 %

Mendocino County Tourism Commission

Balance Sheet Comparison

As of March 31, 2021

	TOTAL			
	AS OF MAR 31, 2021	AS OF MAR 31, 2020 (PY)	CHANGE	% CHANGE
Total Liabilities	\$71,769.55	\$48,423.01	\$23,346.54	48.21 %
Equity				
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	351,226.67	3,258.07	347,968.60	10,680.21 %
Total Equity	\$850,497.59	\$497,198.31	\$353,299.28	71.06 %
TOTAL LIABILITIES AND EQUITY	\$922,267.14	\$545,621.32	\$376,645.82	69.03 %

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

	Mar 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%	423,900	423,899	1	100.00%
4031 County BID adjustments			0		88,301	0	88,301	
4035 County 50% Match	33,921	22,959	10,962	147.75%	305,209	206,631	98,578	147.71%
4050 NCTC Administration			0		1,410	0	1,410	
Other Income	26		26		2,036	0	2,036	
Total Income	\$ 81,047	\$ 70,059	\$ 10,989	115.68%	\$ 820,855	\$ 630,530	\$ 190,325	130.18%
Gross Profit	\$ 81,047	\$ 70,059	\$ 10,989	115.68%	\$ 820,855	\$ 630,530	\$ 190,325	130.18%
Expenses								
1- MEDIA & WEBSITE	28,327	36,910	-8,583	76.75%	181,743	333,192	-151,449	54.55%
2- VISITOR SVS / PARTNERSHIPS	827	5,961	-5,134	13.87%	39,728	53,649	-13,921	74.05%
3- ADMIN EXPENSES	15,204	13,503	1,701	112.60%	107,624	85,878	21,745	125.32%
4- PERSONNEL	17,076	17,316	-240	98.61%	147,961	155,848	-7,887	94.94%
Total Expenses	\$ 61,435	\$ 73,690	\$ -12,256	83.37%	\$ 477,056	\$ 628,568	\$ -151,512	75.90%
Net Operating Income	\$ 19,613	\$ -3,632	\$ 23,244	-540.06%	\$ 343,799	\$ 1,962	\$ 341,836	17519.48%
Other Income								
9000 SBA PPP Funding	7,428		7,428		7,428	0	7,428	
Total Other Income	\$ 7,428	\$ 0	\$ 7,428		\$ 7,428	\$ 0	\$ 7,428	
Net Other Income	\$ 7,428	\$ 0	\$ 7,428		\$ 7,428	\$ 0	\$ 7,428	
Net Income	\$ 27,041	\$ -3,632	\$ 30,672	-744.60%	\$ 351,227	\$ 1,962	\$ 349,264	17897.99%

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

	Mar 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%	423,900	423,899	1	100.00%
4031 County BID adjustments			0		88,301	0	88,301	
4035 County 50% Match	33,921	22,959	10,962	147.75%	305,209	206,631	98,578	147.71%
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			0		915	0	915	
4950 Interest Income	26		26		65	0	65	
Total Other Income	\$ 26	\$ 0	\$ 26		\$ 2,036	\$ 0	\$ 2,036	
Total Income	\$ 81,047	\$ 70,059	\$ 10,989	115.68%	\$ 820,855	\$ 630,530	\$ 190,325	130.18%
Gross Profit	\$ 81,047	\$ 70,059	\$ 10,989	115.68%	\$ 820,855	\$ 630,530	\$ 190,325	130.18%
Expenses								
1- MEDIA & WEBSITE			0		0	0	0	
50 Advertising / Media			0		0	0	0	
5130 Print & Online Advertising	14,852	15,658	-806	94.85%	51,657	140,925	-89,268	36.66%
5150 Ad Development/Design	1,000	833	167	120.00%	3,454	7,500	-4,046	46.05%
5170 Photography		200	-200	0.00%	173	1,800	-1,627	9.59%
5240 Research & Development		500	-500	0.00%	9,810	4,500	5,310	218.00%
5290 Marketing Contingency		833	-833	0.00%	0	7,500	-7,500	0.00%
Total 50 Advertising / Media	\$ 15,852	\$ 18,025	\$ -2,173	87.94%	\$ 65,094	\$ 162,225	\$ -97,131	40.13%
55 Marketing / Public Relations			0		0	0	0	
5510 Public Relations Contract	7,500	7,850	-350	95.54%	67,500	70,650	-3,150	95.54%
5520 Marketing Agency Contract		694	-694	0.00%	0	6,250	-6,250	0.00%
5540 Clipping Service	607	750	-143	80.93%	6,091	6,750	-659	90.24%
5560 Media Events		792	-792	0.00%	2,501	7,125	-4,624	35.10%
5610 Travel -PR Related		83	-83	0.00%	-274	750	-1,024	-36.58%
5680 Visiting Media FAM Expenses	1,153	1,000	153	115.29%	6,072	9,000	-2,928	67.46%
Total 55 Marketing / Public Relations	\$ 9,260	\$ 11,169	\$ -1,910	82.90%	\$ 81,890	\$ 100,525	\$ -18,635	81.46%
57 Website Maint / Development			0		0	0	0	
5710 Interactive Media Coordinator	2,500	2,500	0	100.00%	20,000	22,500	-2,500	88.89%
5740 Content Creation		2,500	-2,500	0.00%	146	22,500	-22,354	0.65%
5750 Development/ Maintenance	678	500	178	135.55%	9,154	4,500	4,654	203.43%
5780 Interactive Marketing			0		5,245	0	5,245	
Total 57 Website Maint / Development	\$ 3,178	\$ 5,500	\$ -2,322	57.78%	\$ 34,545	\$ 49,500	\$ -14,955	69.79%
58 Leisure / Group Sales			0		0	0	0	
5810 Promotion Items, Booth Develop		792	-792	0.00%	101	7,125	-7,024	1.41%
5820 Consumer & Trade Shows		338	-338	0.00%	130	3,038	-2,908	4.28%
5840 State Fair Exhibit		0	0		0	1,000	-1,000	0.00%

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

	Mar 2021				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
5870 Shipping - Travel Shows	38	208	-170	18.16%	1,951	1,875	76	104.04%
5880 Travel - Leisure/Group Sales		495	-495	0.00%	-1,967	4,455	-6,422	-44.16%
5885 Travel - Group FAMs		333	-333	0.00%	0	3,000	-3,000	0.00%
5890 Misc. Sales Opportunities		50	-50	0.00%	0	450	-450	0.00%
Total 58 Leisure / Group Sales	\$ 38	\$ 2,216	\$ -2,178	1.71%	\$ 214	\$ 20,943	\$ -20,728	1.02%
Total 1- MEDIA & WEBSITE	\$ 28,327	\$ 36,910	\$ -8,583	76.75%	\$ 181,743	\$ 333,192	\$ -151,449	54.55%
2- VISITOR SVS / PARTNERSHIPS			0		0	0	0	
Partnerships			0		0	0	0	
6570 In-County Relations	141	1,025	-884	13.76%	3,225	9,225	-6,000	34.96%
6590 Memberships		550	-550	0.00%	3,788	4,950	-1,163	76.52%
6610 North Coast Tourism Council	0	917	-917	0.00%	6,826	8,250	-1,424	82.74%
Total Partnerships	\$ 141	\$ 2,492	\$ -2,351	5.66%	\$ 13,839	\$ 22,425	\$ -8,586	61.71%
Visitor Services			0		0	0	0	
6720 Event & Festival Guides		1,400	-1,400	0.00%	5,862	12,600	-6,738	46.52%
6730 Incentives & Sponsorships	486	1,653	-1,167	29.41%	18,180	14,874	3,306	122.23%
6770 Visitor Centers & Signage	200	417	-217	48.00%	1,847	3,750	-1,903	49.25%
Total Visitor Services	\$ 686	\$ 3,469	\$ -2,783	19.77%	\$ 25,889	\$ 31,224	\$ -5,335	82.91%
Total 2- VISITOR SVS / PARTNERSHIPS	\$ 827	\$ 5,961	\$ -5,134	13.87%	\$ 39,728	\$ 53,649	\$ -13,921	74.05%
3- ADMIN EXPENSES			0		0	0	0	
General Admin			0		0	0	0	
7010 Accounting	2,045	2,143	-98	95.41%	26,775	19,290	7,485	138.80%
7060 Bank Fees	5	50	-45	10.00%	84	450	-366	18.67%
7080 Board Development	5,672	5,169	502	109.72%	14,192	10,875	3,317	130.50%
7090 Copying & Printing	96	200	-104	48.21%	989	1,800	-811	54.94%
7100 Dues & Subscriptions	1,421	917	504	155.00%	12,505	8,250	4,255	151.57%
7130 Legal Fees		250	-250	0.00%	1,896	2,250	-354	84.27%
7140 Licenses & Permits		8	-8	0.00%	0	75	-75	0.00%
7150 Meeting Expenses		50	-50	0.00%	248	450	-202	55.02%
7200 Office Expense	424	296	128	143.38%	3,520	2,663	858	132.21%
7210 Postage & Shipping	45	75	-30	60.33%	434	675	-241	64.36%
7280 Travel Expenses	696	500	196	139.27%	2,593	4,500	-1,907	57.63%
Total General Admin	\$ 10,404	\$ 9,658	\$ 746	107.73%	\$ 63,236	\$ 51,277	\$ 11,959	123.32%
Occupancy Costs			0		0	0	0	
7650 Rent	2,350	1,983	367	118.49%	21,150	17,850	3,300	118.49%
7660 Insurance	228	188	40	121.47%	2,050	1,688	362	121.47%
7850 Repairs & Maintenance	420	460	-40	91.29%	4,866	4,140	726	117.53%
7890 Taxes		5	-5	0.00%	124	49	75	254.78%
7910 Telecommunication	642	450	192	142.77%	6,990	4,050	2,940	172.59%
7950 Utilities	797	758	39	105.15%	5,694	6,825	-1,131	83.43%
7990 Depreciation Expense	362		362		3,514	0	3,514	

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

	Mar 2021				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Total Occupancy Costs	\$ 4,800	\$ 3,845	\$ 955	124.84%	\$ 44,388	\$ 34,601	\$ 9,787	128.28%
Total 3- ADMIN EXPENSES	\$ 15,204	\$ 13,503	\$ 1,701	112.60%	\$ 107,624	\$ 85,878	\$ 21,745	125.32%
4- PERSONNEL			0		0	0	0	
8510 Salaries & Wages	12,060	13,167	-1,107	91.60%	114,086	118,500	-4,414	96.27%
8515 Bereavement Pay	1,188		1,188		1,188	0	1,188	
8520 Paid Time Off	662	924	-262	71.65%	4,826	8,315	-3,488	58.05%
8530 Payroll Taxes	1,211	1,109	102	109.21%	11,199	9,984	1,215	112.17%
8540 Payroll Processing Fees			0		824	0	824	
8550 Workers Comp	204	250	-46	81.70%	1,838	2,250	-412	81.70%
8570 Health Insurance Allowance	1,200	1,200	0	100.00%	10,800	10,800	0	100.00%
8580 Other Employee Benefits		17	-17	0.00%	0	150	-150	0.00%
8590 Contract Work	550	650	-100	84.62%	3,199	5,850	-2,651	54.69%
Total 4- PERSONNEL	\$ 17,076	\$ 17,316	\$ -240	98.61%	\$ 147,961	\$ 155,848	\$ -7,887	94.94%
Total Expenses	\$ 61,435	\$ 73,690	\$ -12,256	83.37%	\$ 477,056	\$ 628,568	\$ -151,512	75.90%
Net Operating Income	\$ 19,613	\$ -3,632	\$ 23,244	-540.06%	\$ 343,799	\$ 1,962	\$ 341,836	17519.48%
Other Income								
9000 SBA PPP Funding	7,428		7,428		7,428	0	7,428	
Total Other Income	\$ 7,428	\$ 0	\$ 7,428		\$ 7,428	\$ 0	\$ 7,428	
Net Other Income	\$ 7,428	\$ 0	\$ 7,428		\$ 7,428	\$ 0	\$ 7,428	
Net Income	\$ 27,041	\$ -3,632	\$ 30,672	-744.60%	\$ 351,227	\$ 1,962	\$ 349,264	17897.99%

Mendocino County Tourism Commission

Statement of Cash Flows

July 2020 - March 2021

	TOTAL
OPERATING ACTIVITIES	
Net Income	351,226.67
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1100 Accounts Receivable	6,123.20
1230 Prepaid Expenses	-10,754.46
2000 Accounts Payable	8,124.04
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	972.16
2240 Payroll Liabilities:FUTA Payable	94.08
2270 Payroll Liabilities:Accrued Payroll	1,172.85
2275 Payroll Liabilities:Accrued PTO	-2,457.02
2300 Loan Payable	35,862.09
Direct Deposit Payable	0.00
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	35,296.94
Net cash provided by operating activities	\$386,523.61
INVESTING ACTIVITIES	
1510 Furniture and Equipment	1,483.41
1600 Accumulated Depreciation	580.00
Net cash provided by investing activities	\$2,063.41
NET CASH INCREASE FOR PERIOD	\$388,587.02
Cash at beginning of period	321,601.45
CASH AT END OF PERIOD	\$710,188.47

Mendocino County Tourism Commission

Profit and Loss Comparison

March 2021

	TOTAL			
	MAR 2021	MAR 2020 (PY)	CHANGE	% CHANGE
Income				
4030 County BID	47,100.00	78,541.42	-31,441.42	-40.03 %
4035 County 50% Match	33,921.00	40,630.80	-6,709.80	-16.51 %
Other Income				
4950 Interest Income	26.46	9.92	16.54	166.73 %
Total Other Income	26.46	9.92	16.54	166.73 %
Total Income	\$81,047.46	\$119,182.14	\$ -38,134.68	-32.00 %
GROSS PROFIT	\$81,047.46	\$119,182.14	\$ -38,134.68	-32.00 %
Expenses				
1- MEDIA & WEBSITE				
50 Advertising / Media				
5130 Print & Online Advertising	14,851.95	625.00	14,226.95	2,276.31 %
5150 Ad Development/Design	1,000.00		1,000.00	
5170 Photography		339.00	-339.00	-100.00 %
5280 Video Development		1,500.00	-1,500.00	-100.00 %
Total 50 Advertising / Media	15,851.95	2,464.00	13,387.95	543.34 %
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	120.00	487.00	405.83 %
5560 Media Events		2,604.14	-2,604.14	-100.00 %
5680 Visiting Media FAM Expenses	1,152.92	1,485.66	-332.74	-22.40 %
Total 55 Marketing / Public Relations	9,259.92	20,042.80	-10,782.88	-53.80 %
57 Website Maint / Development				
5710 Interactive Media Coordinator	2,500.00	2,500.00	0.00	0.00 %
5750 Development/ Maintenance	677.76	1,603.00	-925.24	-57.72 %
5780 Interactive Marketing		88.95	-88.95	-100.00 %
Total 57 Website Maint / Development	3,177.76	4,191.95	-1,014.19	-24.19 %
58 Leisure / Group Sales				
5810 Promotion Items, Booth Develop		22.70	-22.70	-100.00 %
5840 State Fair Exhibit		2,500.00	-2,500.00	-100.00 %
5870 Shipping - Travel Shows	37.84	2,683.90	-2,646.06	-98.59 %
5880 Travel - Leisure/Group Sales		2,917.30	-2,917.30	-100.00 %
Total 58 Leisure / Group Sales	37.84	8,123.90	-8,086.06	-99.53 %
Total 1- MEDIA & WEBSITE	28,327.47	34,822.65	-6,495.18	-18.65 %
2- VISITOR SVS / PARTNERSHIPS				
Partnerships				
6570 In-County Relations	141.06	508.54	-367.48	-72.26 %
6610 North Coast Tourism Council	0.00	1,833.35	-1,833.35	-100.00 %
Total Partnerships	141.06	2,341.89	-2,200.83	-93.98 %
Visitor Services				

Mendocino County Tourism Commission

Profit and Loss Comparison

March 2021

	TOTAL			
	MAR 2021	MAR 2020 (PY)	CHANGE	% CHANGE
6720 Event & Festival Guides		3,343.97	-3,343.97	-100.00 %
6730 Incentives & Sponsorships	486.00	12,105.00	-11,619.00	-95.99 %
6770 Visitor Centers & Signage	200.00	200.00	0.00	0.00 %
Total Visitor Services	686.00	15,648.97	-14,962.97	-95.62 %
Total 2- VISITOR SVS / PARTNERSHIPS	827.06	17,990.86	-17,163.80	-95.40 %
3- ADMIN EXPENSES				
General Admin				
7010 Accounting	2,045.00	1,950.00	95.00	4.87 %
7060 Bank Fees	5.00		5.00	
7080 Board Development	5,671.50		5,671.50	
7090 Copying & Printing	96.42	191.27	-94.85	-49.59 %
7100 Dues & Subscriptions	1,420.82	649.70	771.12	118.69 %
7200 Office Expense	424.16	9.78	414.38	4,237.01 %
7210 Postage & Shipping	45.25		45.25	
7280 Travel Expenses	696.34	685.06	11.28	1.65 %
Total General Admin	10,404.49	3,485.81	6,918.68	198.48 %
Occupancy Costs				
7650 Rent	2,350.00	2,350.00	0.00	0.00 %
7660 Insurance	227.75		227.75	
7850 Repairs & Maintenance	419.95	414.21	5.74	1.39 %
7910 Telecommunication	642.45	1,009.35	-366.90	-36.35 %
7950 Utilities	797.39	521.00	276.39	53.05 %
7990 Depreciation Expense	362.00	1,014.91	-652.91	-64.33 %
Total Occupancy Costs	4,799.54	5,309.47	-509.93	-9.60 %
Total 3- ADMIN EXPENSES	15,204.03	8,795.28	6,408.75	72.87 %
4- PERSONNEL				
8510 Salaries & Wages	12,060.06	27,273.52	-15,213.46	-55.78 %
8515 Bereavement Pay	1,188.46		1,188.46	
8520 Paid Time Off	661.94	2,412.96	-1,751.02	-72.57 %
8530 Payroll Taxes	1,211.48	2,291.76	-1,080.28	-47.14 %
8540 Payroll Processing Fees		51.00	-51.00	-100.00 %
8550 Workers Comp	204.25		204.25	
8570 Health Insurance Allowance	1,200.00	2,700.00	-1,500.00	-55.56 %
8590 Contract Work	550.00	200.00	350.00	175.00 %
Total 4- PERSONNEL	17,076.19	34,929.24	-17,853.05	-51.11 %
Total Expenses	\$61,434.75	\$96,538.03	\$ -35,103.28	-36.36 %
NET OPERATING INCOME	\$19,612.71	\$22,644.11	\$ -3,031.40	-13.39 %
Other Income				
9000 SBA PPP Funding	7,427.91		7,427.91	
Total Other Income	\$7,427.91	\$0.00	\$7,427.91	0.00%
NET OTHER INCOME	\$7,427.91	\$0.00	\$7,427.91	0.00%

Mendocino County Tourism Commission

Profit and Loss Comparison

March 2021

	TOTAL			
	MAR 2021	MAR 2020 (PY)	CHANGE	% CHANGE
NET INCOME	\$27,040.62	\$22,644.11	\$4,396.51	19.42 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July 2020 - March 2021

	TOTAL			
	JUL 2020 - MAR 2021	JUL 2019 - MAR 2020 (PY)	CHANGE	% CHANGE
Income				
4030 County BID	423,900.00	706,872.78	-282,972.78	-40.03 %
4031 County BID adjustments	88,300.71	6,600.56	81,700.15	1,237.78 %
4035 County 50% Match	305,209.00	365,677.20	-60,468.20	-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	65.28	185.56	-120.28	-64.82 %
Total Other Income	2,035.65	4,885.56	-2,849.91	-58.33 %
Total Income	\$820,855.04	\$1,084,036.10	\$ -263,181.06	-24.28 %
GROSS PROFIT	\$820,855.04	\$1,084,036.10	\$ -263,181.06	-24.28 %
Expenses				
1- MEDIA & WEBSITE				
50 Advertising / Media				
5130 Print & Online Advertising	51,657.29	279,069.04	-227,411.75	-81.49 %
5150 Ad Development/Design	3,454.05	9,085.00	-5,630.95	-61.98 %
5170 Photography	172.69	3,589.00	-3,416.31	-95.19 %
5240 Research & Development	9,810.00	5,060.00	4,750.00	93.87 %
5280 Video Development		21,018.62	-21,018.62	-100.00 %
5290 Marketing Contingency		3,398.00	-3,398.00	-100.00 %
Total 50 Advertising / Media	65,094.03	321,219.66	-256,125.63	-79.74 %
55 Marketing / Public Relations				
5510 Public Relations Contract	67,500.00	67,500.00	0.00	0.00 %
5520 Marketing Agency Contract	0.00	74,997.00	-74,997.00	-100.00 %
5540 Clipping Service	6,091.17	4,530.55	1,560.62	34.45 %
5550 In-Market PR Stunts		2,134.12	-2,134.12	-100.00 %
5560 Media Events	2,501.00	3,599.14	-1,098.14	-30.51 %
5610 Travel -PR Related	-274.34	4,312.73	-4,587.07	-106.36 %
5680 Visiting Media FAM Expenses	6,071.80	3,415.93	2,655.87	77.75 %
Total 55 Marketing / Public Relations	81,889.63	160,489.47	-78,599.84	-48.98 %
57 Website Maint / Development				
5710 Interactive Media Coordinator	20,000.00	22,500.00	-2,500.00	-11.11 %
5740 Content Creation	146.45		146.45	
5750 Development/ Maintenance	9,154.22	14,897.38	-5,743.16	-38.55 %
5780 Interactive Marketing	5,244.58	711.60	4,532.98	637.01 %
Total 57 Website Maint / Development	34,545.25	38,108.98	-3,563.73	-9.35 %
58 Leisure / Group Sales				
5810 Promotion Items, Booth Develop	100.59	7,489.18	-7,388.59	-98.66 %
5820 Consumer & Trade Shows	130.00	7,410.75	-7,280.75	-98.25 %
5840 State Fair Exhibit	0.00	5,064.15	-5,064.15	-100.00 %

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	TOTAL				
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5870 Shipping - Travel Shows	1,950.78	4,389.82	-2,439.04	-55.56 %	
5880 Travel - Leisure/Group Sales	-1,967.22	10,276.06	-12,243.28	-119.14 %	
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	214.15	35,932.98	-35,718.83	-99.40 %	
Total 1- MEDIA & WEBSITE	181,743.06	555,751.09	-374,008.03	-67.30 %	
2- VISITOR SVS / PARTNERSHIPS					
Partnerships					
6550 Conferences & Seminars		10,413.74	-10,413.74	-100.00 %	
6570 In-County Relations	3,225.44	4,676.23	-1,450.79	-31.02 %	
6590 Memberships	3,787.50	2,958.00	829.50	28.04 %	
6610 North Coast Tourism Council	6,826.34	5,500.05	1,326.29	24.11 %	
Total Partnerships	13,839.28	23,548.02	-9,708.74	-41.23 %	
Visitor Services					
6720 Event & Festival Guides	5,862.13	32,225.24	-26,363.11	-81.81 %	
6730 Incentives & Sponsorships	18,180.25	27,325.00	-9,144.75	-33.47 %	
6770 Visitor Centers & Signage	1,846.70	7,591.05	-5,744.35	-75.67 %	
Total Visitor Services	25,889.08	67,141.29	-41,252.21	-61.44 %	
Total 2- VISITOR SVS / PARTNERSHIPS	39,728.36	90,689.31	-50,960.95	-56.19 %	
3- ADMIN EXPENSES					
General Admin					
7010 Accounting	26,775.00	11,132.16	15,642.84	140.52 %	
7060 Bank Fees	84.00	387.99	-303.99	-78.35 %	
7080 Board Development	14,191.70	4,508.61	9,683.09	214.77 %	
7090 Copying & Printing	988.93	1,478.36	-489.43	-33.11 %	
7100 Dues & Subscriptions	12,504.73	7,881.42	4,623.31	58.66 %	
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	3,520.15	4,123.37	-603.22	-14.63 %	
7210 Postage & Shipping	434.45	1,458.86	-1,024.41	-70.22 %	
7280 Travel Expenses	2,593.33	11,683.42	-9,090.09	-77.80 %	
Total General Admin	63,235.87	52,031.79	11,204.08	21.53 %	
Occupancy Costs					
7650 Rent	21,150.00	21,330.00	-180.00	-0.84 %	
7660 Insurance	2,049.75	2,126.31	-76.56	-3.60 %	
7850 Repairs & Maintenance	4,865.59	3,658.94	1,206.65	32.98 %	
7890 Taxes	124.18	62.58	61.60	98.43 %	
7910 Telecommunication	6,989.86	8,119.49	-1,129.63	-13.91 %	
7950 Utilities	5,694.06	6,828.08	-1,134.02	-16.61 %	
7990 Depreciation Expense	3,514.36	3,265.47	248.89	7.62 %	

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	TOTAL			
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Total Occupancy Costs	44,387.80	45,390.87	-1,003.07	-2.21 %
Total 3- ADMIN EXPENSES	107,623.67	97,422.66	10,201.01	10.47 %
4- PERSONNEL				
8510 Salaries & Wages	114,085.83	260,143.87	-146,058.04	-56.15 %
8515 Bereavement Pay	1,188.46		1,188.46	
8520 Paid Time Off	4,826.32	19,490.47	-14,664.15	-75.24 %
8530 Payroll Taxes	11,199.08	26,348.78	-15,149.70	-57.50 %
8540 Payroll Processing Fees	824.00	1,121.69	-297.69	-26.54 %
8550 Workers Comp	1,838.25	2,172.00	-333.75	-15.37 %
8570 Health Insurance Allowance	10,800.00	24,550.00	-13,750.00	-56.01 %
8580 Other Employee Benefits		1,025.66	-1,025.66	-100.00 %
8590 Contract Work	3,199.25	2,062.50	1,136.75	55.12 %
Total 4- PERSONNEL	147,961.19	336,914.97	-188,953.78	-56.08 %
Total Expenses	\$477,056.28	\$1,080,778.03	\$ -603,721.75	-55.86 %
NET OPERATING INCOME	\$343,798.76	\$3,258.07	\$340,540.69	10,452.22 %
Other Income				
9000 SBA PPP Funding	7,427.91		7,427.91	
Total Other Income	\$7,427.91	\$0.00	\$7,427.91	0.00%
NET OTHER INCOME	\$7,427.91	\$0.00	\$7,427.91	0.00%
NET INCOME	\$351,226.67	\$3,258.07	\$347,968.60	10,680.21 %