

Mendocino County Tourism Commission

Balance Sheet Comparison

As of March 31, 2022

	TOTAL			
	AS OF MAR 31, 2022	AS OF MAR 31, 2021 (PY)	CHANGE	% CHANGE
ASSETS				
Current Assets				
Bank Accounts				
1005 SBMC Checking	15,125.35	302,085.66	-286,960.31	-94.99 %
1010 SBMC Contingency/Savings	1,165,999.97	408,068.36	757,931.61	185.74 %
1030 Cash drawer	100.00	100.00	0.00	0.00 %
Total Bank Accounts	\$1,181,225.32	\$710,254.02	\$470,971.30	66.31 %
Accounts Receivable				
1100 Accounts Receivable	778,012.75	175,211.00	602,801.75	344.04 %
Total Accounts Receivable	\$778,012.75	\$175,211.00	\$602,801.75	344.04 %
Other Current Assets				
1230 Prepaid Expenses	79,890.58	20,216.13	59,674.45	295.18 %
1250 Refundable Deposits	1,800.00	4,150.00	-2,350.00	-56.63 %
Total Other Current Assets	\$81,690.58	\$24,366.13	\$57,324.45	235.26 %
Total Current Assets	\$2,040,928.65	\$909,831.15	\$1,131,097.50	124.32 %
Fixed Assets				
1510 Furniture and Equipment	30,059.23	21,715.54	8,343.69	38.42 %
1600 Accumulated Depreciation	-13,954.00	-9,214.00	-4,740.00	-51.44 %
Total Fixed Assets	\$16,105.23	\$12,501.54	\$3,603.69	28.83 %
TOTAL ASSETS	\$2,057,033.88	\$922,332.69	\$1,134,701.19	123.03 %
LIABILITIES AND EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 Accounts Payable	43,338.14	19,786.28	23,551.86	119.03 %
Total Accounts Payable	\$43,338.14	\$19,786.28	\$23,551.86	119.03 %
Other Current Liabilities				
2100 Accrued Expenses	1,970.00	0.00	1,970.00	
2300 Loan Payable	0.00	35,862.09	-35,862.09	-100.00 %
Payroll Liabilities	0.00	0.00	0.00	
2230 CA SUI / ETT	1,872.40	972.16	900.24	92.60 %
2240 FUTA Payable	181.20	94.08	87.12	92.60 %
2270 Accrued Payroll	12,802.60	8,437.12	4,365.48	51.74 %
2275 Accrued PTO	13,605.71	6,617.82	6,987.89	105.59 %
Total Payroll Liabilities	28,461.91	16,121.18	12,340.73	76.55 %
Total Other Current Liabilities	\$30,431.91	\$51,983.27	\$-21,551.36	-41.46 %
Total Current Liabilities	\$73,770.05	\$71,769.55	\$2,000.50	2.79 %
Total Liabilities	\$73,770.05	\$71,769.55	\$2,000.50	2.79 %

Mendocino County Tourism Commission

Balance Sheet Comparison

As of March 31, 2022

	TOTAL			
	AS OF MAR 31, 2022	AS OF MAR 31, 2021 (PY)	CHANGE	% CHANGE
Equity				
3100 Contingency-Restricted	187,622.35	152,650.09	34,972.26	22.91 %
3900 Unrestricted Net Assets (RE)	1,443,069.82	346,620.83	1,096,448.99	316.33 %
Net Income	352,571.66	351,292.22	1,279.44	0.36 %
Total Equity	\$1,983,263.83	\$850,563.14	\$1,132,700.69	133.17 %
TOTAL LIABILITIES AND EQUITY	\$2,057,033.88	\$922,332.69	\$1,134,701.19	123.03 %

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

	Mar 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%	834,486	717,354	117,132	116.33%
4031 County BID adjustments		0	0		45,655	0	45,655	
4035 County 50% Match	39,583	39,853	-270	99.32%	356,247	358,677	-2,430	99.32%
4050 NCTC Administration	499		499		4,324	0	4,324	
Other Income	135		135		61,622	0	61,622	
Total Income	\$ 119,923	\$ 119,559	\$ 364	100.30%	\$ 1,302,334	\$ 1,076,031	\$ 226,303	121.03%
Gross Profit	\$ 119,923	\$ 119,559	\$ 364	100.30%	\$ 1,302,334	\$ 1,076,031	\$ 226,303	121.03%
Expenses								
1- MEDIA & WEBSITE	84,661	109,900	-25,240	77.03%	503,317	788,212	-284,894	63.86%
2- VISITOR SVS / PARTNERSHIPS	10,496	23,968	-13,472	43.79%	85,865	175,317	-89,452	48.98%
3- ADMIN EXPENSES	13,692	10,310	3,382	132.80%	103,639	94,860	8,779	109.25%
4- PERSONNEL	36,016	40,371	-4,355	89.21%	256,724	276,850	-20,125	92.73%
Total Expenses	\$ 144,865	\$ 184,549	\$ -39,684	78.50%	\$ 949,546	\$ 1,335,238	\$ -385,693	71.11%
Net Operating Income	\$ -24,942	\$ -64,990	\$ 40,048	38.38%	\$ 352,788	\$ -259,207	\$ 611,996	-136.10%
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	\$ -24,942	\$ -64,990	\$ 40,048	38.38%	\$ 352,572	\$ -259,207	\$ 611,779	-136.02%

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

	Mar 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%	834,486	717,354	117,132	116.33%
4031 County BID adjustments		0	0		45,655	0	45,655	
4035 County 50% Match	39,583	39,853	-270	99.32%	356,247	358,677	-2,430	99.32%
4050 NCTC Administration	499		499		4,324	0	4,324	
Other Income			0		0	0	0	
4940 Misc. Income			0		61,314	0	61,314	
4950 Interest Income	135		135		307	0	307	
Total Other Income	\$ 135	\$ 0	\$ 135		\$ 61,622	\$ 0	\$ 61,622	
Total Income	\$ 119,923	\$ 119,559	\$ 364	100.30%	\$ 1,302,334	\$ 1,076,031	\$ 226,303	121.03%
Gross Profit	\$ 119,923	\$ 119,559	\$ 364	100.30%	\$ 1,302,334	\$ 1,076,031	\$ 226,303	121.03%
Expenses								
1- MEDIA & WEBSITE			0		0	0	0	
50 Advertising / Media			0		0	0	0	
5130 Print & Online Advertising	53,849	40,653	13,196	132.46%	281,835	365,880	-84,046	77.03%
5150 Ad Development/Design	1,000	1,000	0	100.00%	9,420	9,000	420	104.67%
5170 Photography		500	-500	0.00%	0	4,500	-4,500	0.00%
5240 Research & Development	13,000	5,222	7,778	248.95%	42,060	52,334.00	-10,274	80.37%
5280 Video Development		1,667	-1,667	0.00%	8,511	14,999	-6,488	56.74%
5290 Marketing Contingency	334	1,000	-666	33.36%	334	9,000	-8,666	3.71%
Total 50 Advertising / Media	\$ 68,182	\$ 50,042	\$ 18,140	136.25%	\$ 342,159	\$ 455,713	\$ -113,554	75.08%
55 Marketing / Public Relations			0		0	0	0	
5510 Public Relations Contract	8,333	8,683	-350	95.97%	76,324	78,150	-1,826	97.66%
5520 Marketing Agency Contract		9,333	-9,333	0.00%	0	84,001	-84,001	0.00%
5540 Clipping Service	648	1,000	-352	64.80%	5,832	9,000	-3,168	64.80%
5550 In-Market PR Stunts		667	-667	0.00%	1,616	5,999	-4,383	26.93%
5560 Media Events		250	-250	0.00%	1,015	7,250	-6,235	14.00%
5610 Travel -PR Related	419	778	-359	53.92%	4,963	6,999	-2,037	70.90%
5680 Visiting Media FAM Expenses	2,898	500	2,398	579.51%	7,621	4,500	3,121	169.36%
Total 55 Marketing / Public Relations	\$ 12,298	\$ 21,211	\$ -8,913	57.98%	\$ 97,371	\$ 195,899	\$ -98,528	49.70%
57 Website Maint / Development			0		0	0	0	
5710 Interactive Media Coordinator	2,500	2,500	0	100.00%	22,500	22,500	0	100.00%
5740 Content Creation		1,500	-1,500	0.00%	0	13,500	-13,500	0.00%
5750 Development/ Maintenance	632	5,667	-5,035	11.15%	27,038	50,999	-23,961	53.02%
5780 Interactive Marketing	30	100	-70	29.95%	270	900	-630	29.95%
Total 57 Website Maint / Development	\$ 3,162	\$ 9,767	\$ -6,605	32.37%	\$ 49,808	\$ 87,899	\$ -38,091	56.66%
58 Leisure / Group Sales			0		0	0	0	
5810 Promotion Items, Booth Develop	1,019	250	769	407.47%	3,212	7,800	-4,588	41.18%
5820 Consumer & Trade Shows		14,150	-14,150	0.00%	3,570	14,450	-10,880	24.71%
5840 State Fair Exhibit		1,000	-1,000	0.00%	0	2,000	-2,000	0.00%
5870 Shipping - Travel Shows		1,000	-1,000	0.00%	26	1,500	-1,474	1.72%

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

	Mar 2022				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
5880 Travel - Leisure/Group Sales		11,980	-11,980	0.00%	7,142	14,450	-7,308	49.43%
5885 Travel - Group FAMs		0	0		30	4,000	-3,970	0.75%
5890 Misc. Sales Opportunities		500	-500	0.00%	0	4,500	-4,500	0.00%
Total 58 Leisure / Group Sales	\$ 1,019	\$ 28,880	\$ -27,861	3.53%	\$ 13,980	\$ 48,700	\$ -34,720	28.71%
Total 1- MEDIA & WEBSITE	\$ 84,661	\$ 109,900	\$ -25,240	77.03%	\$ 503,317	\$ 788,212	\$ -284,894	63.86%
2- VISITOR SVS / PARTNERSHIPS			0		0	0	0	
Partnerships			0		0	0	0	
6550 Conferences & Seminars	1,943	2,705	-762	71.82%	11,948	19,180	-7,232	62.30%
6555 Conferences & Seminars Travel			0		7	0	7	
6570 In-County Relations	50	875	-825	5.72%	2,732	7,675	-4,943	35.59%
6575 Stakeholder Networking		708	-708	0.00%	66	5,626	-5,560	1.18%
6590 Memberships		0	0		3,968	4,375	-408	90.69%
6610 North Coast Tourism Council	1,760	917	844	192.05%	10,653	8,250	2,403	129.13%
Total Partnerships	\$ 3,753	\$ 5,205	\$ -1,452	72.11%	\$ 29,374	\$ 45,106	\$ -15,732	65.12%
Visitor Services			0		0	0	0	
6720 Event & Festival Guides	194	3,667	-3,473	5.29%	34,374	32,999	1,375	104.17%
6730 Incentives & Sponsorships	6,349	2,041	4,308	311.07%	20,317	16,377	3,940	124.06%
6770 Visitor Centers & Signage	200	13,055	-12,855	1.53%	1,800	80,835	-79,035	2.23%
Total Visitor Services	\$ 6,743	\$ 18,763	\$ -12,020	35.94%	\$ 56,491	\$ 130,211	\$ -73,720	43.38%
Total 2- VISITOR SVS / PARTNERSHIPS	\$ 10,496	\$ 23,968	\$ -13,472	43.79%	\$ 85,865	\$ 175,317	\$ -89,452	48.98%
3- ADMIN EXPENSES			0		0	0	0	
General Admin			0		0	0	0	
7010 Accounting	2,730	2,000	730	136.50%	24,480	25,000	-520	97.92%
7060 Bank Fees	5	50	-45	10.00%	196	450	-254	43.56%
7080 Board Development	1,900	420	1,480	452.38%	2,455	2,625	-170	93.52%
7090 Copying & Printing		200	-200	0.00%	507	1,800	-1,293	28.18%
7100 Dues & Subscriptions	1,990	960	1,030	207.34%	16,315	8,640	7,675	188.84%
7130 Legal Fees		250	-250	0.00%	1,220	2,250	-1,030	54.22%
7140 Licenses & Permits		65	-65	0.00%	0	405	-405	0.00%
7150 Meeting Expenses		50	-50	0.00%	372	450	-78	82.74%
7200 Office Expense	290	1,230	-941	23.54%	6,448	7,710	-1,262	83.64%
7210 Postage & Shipping	349	470	-121	74.26%	2,127	4,230	-2,103	50.27%
7280 Travel Expenses	1,730	750	980	230.62%	10,089	6,750	3,339	149.47%
Total General Admin	\$ 8,994	\$ 6,445	\$ 2,549	139.54%	\$ 64,210	\$ 60,310	\$ 3,900	106.47%
Occupancy Costs			0		0	0	0	
7650 Rent	1,956	2,025	-69	96.59%	17,305	16,875	430	102.55%
7660 Insurance	217	0	217		1,950	2,250	-300	86.67%
7850 Repairs & Maintenance	475	660	-185	71.96%	3,435	4,740	-1,305	72.46%
7890 Taxes		0	0		81	65	16	124.18%
7910 Telecommunication	789	450	339	175.26%	7,104	4,050	3,054	175.42%
7950 Utilities	681	730	-49	93.32%	5,259	6,570	-1,310	80.05%

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

	Mar 2022				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
7990 Depreciation Expense	581		581		4,295	0	4,295	
Total Occupancy Costs	\$ 4,698	\$ 3,865	\$ 833	121.56%	\$ 39,429	\$ 34,550	\$ 4,879	114.12%
Total 3- ADMIN EXPENSES	\$ 13,692	\$ 10,310	\$ 3,382	132.80%	\$ 103,639	\$ 94,860	\$ 8,779	109.25%
4- PERSONNEL			0		0	0	0	
8510 Salaries & Wages	21,628	22,787	-1,160	94.91%	196,772	194,972	1,799	100.92%
8520 Paid Time Off	842	1,930	-1,088	43.63%	8,340	13,723	-5,384	60.77%
8530 Payroll Taxes	2,158	1,989	169	108.51%	18,954	16,387	2,567	115.67%
8540 Payroll Processing Fees		85	-85	0.00%	0	1,485	-1,485	0.00%
8550 Workers Comp	205	195	10	105.13%	-1,100	4,672	-5,772	-23.54%
8570 Health Insurance Allowance	2,200	2,035	165	108.11%	15,800	17,310	-1,510	91.28%
8580 Other Employee Benefits		0	0		240	200	40	119.83%
8590 Contract Work	8,983	11,150	-2,167	80.57%	17,425	27,500	-10,075	63.36%
8615 Employee Recruitment		200	-200	0.00%	294	600	-306	49.06%
Total 4- PERSONNEL	\$ 36,016	\$ 40,371	\$ -4,355	89.21%	\$ 256,724	\$ 276,850	\$ -20,125	92.73%
Total Expenses	\$ 144,865	\$ 184,549	\$ -39,684	78.50%	\$ 949,546	\$ 1,335,238	\$ -385,693	71.11%
Net Operating Income	\$ -24,942	\$ -64,990	\$ 40,048	38.38%	\$ 352,788	\$ -259,207	\$ 611,996	-136.10%
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	\$ -24,942	\$ -64,990	\$ 40,048	38.38%	\$ 352,572	\$ -259,207	\$ 611,779	-136.02%

Mendocino County Tourism Commission

Statement of Cash Flows

July 2021 - March 2022

	TOTAL
OPERATING ACTIVITIES	
Net Income	352,571.66
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1100 Accounts Receivable	16,645.20
1230 Prepaid Expenses	-52,059.23
2000 Accounts Payable	14,019.98
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	1,318.74
2240 Payroll Liabilities:FUTA Payable	33.54
2270 Payroll Liabilities:Accrued Payroll	2,246.41
2275 Payroll Liabilities:Accrued PTO	4,507.37
Direct Deposit Payable	0.00
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	-11,317.99
Net cash provided by operating activities	\$341,253.67
INVESTING ACTIVITIES	
1510 Furniture and Equipment	-5,866.19
1600 Accumulated Depreciation	3,613.00
Net cash provided by investing activities	\$ -2,253.19
FINANCING ACTIVITIES	
3100 Contingency-Restricted	34,972.26
3900 Unrestricted Net Assets (RE)	-34,972.26
Net cash provided by financing activities	\$0.00
NET CASH INCREASE FOR PERIOD	\$339,000.48
Cash at beginning of period	842,224.84
CASH AT END OF PERIOD	\$1,181,225.32

Mendocino County Tourism Commission

Profit and Loss Comparison

March 2022

	TOTAL			
	MAR 2022	MAR 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	33,921.00	5,662.00	16.69 %
4050 NCTC Administration	499.37		499.37	
Other Income				
4950 Interest Income	134.70	26.46	108.24	409.07 %
Total Other Income	134.70	26.46	108.24	409.07 %
Total Income	\$119,923.07	\$81,047.46	\$38,875.61	47.97 %
GROSS PROFIT	\$119,923.07	\$81,047.46	\$38,875.61	47.97 %
Expenses				
1- MEDIA & WEBSITE				
50 Advertising / Media				
5130 Print & Online Advertising	53,848.54	14,851.95	38,996.59	262.57 %
5150 Ad Development/Design	1,000.00	1,000.00	0.00	0.00 %
5240 Research & Development	13,000.00		13,000.00	
5290 Marketing Contingency	333.56		333.56	
Total 50 Advertising / Media	68,182.10	15,851.95	52,330.15	330.12 %
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	419.47		419.47	
5680 Visiting Media FAM Expenses	2,897.55	1,152.92	1,744.63	151.32 %
Total 55 Marketing / Public Relations	12,298.36	9,259.92	3,038.44	32.81 %
57 Website Maint / Development				
5710 Interactive Media Coordinator	2,500.00	2,500.00	0.00	0.00 %
5750 Development/ Maintenance	631.76	677.76	-46.00	-6.79 %
5780 Interactive Marketing	29.95		29.95	
Total 57 Website Maint / Development	3,161.71	3,177.76	-16.05	-0.51 %
58 Leisure / Group Sales				
5810 Promotion Items, Booth Develop	1,018.67		1,018.67	
5870 Shipping - Travel Shows		37.84	-37.84	-100.00 %
Total 58 Leisure / Group Sales	1,018.67	37.84	980.83	2,592.05 %
Total 1- MEDIA & WEBSITE	84,660.84	28,327.47	56,333.37	198.86 %
2- VISITOR SVS / PARTNERSHIPS				
Partnerships				
6550 Conferences & Seminars	1,942.66		1,942.66	
6570 In-County Relations	50.03	141.06	-91.03	-64.53 %
6610 North Coast Tourism Council	1,760.47	0.00	1,760.47	
Total Partnerships	3,753.16	141.06	3,612.10	2,560.68 %

Mendocino County Tourism Commission

Profit and Loss Comparison

March 2022

	TOTAL			
	MAR 2022	MAR 2021 (PY)	CHANGE	% CHANGE
Visitor Services				
6720 Event & Festival Guides	193.84		193.84	
6730 Incentives & Sponsorships	6,349.00	486.00	5,863.00	1,206.38 %
6770 Visitor Centers & Signage	200.00	200.00	0.00	0.00 %
Total Visitor Services	6,742.84	686.00	6,056.84	882.92 %
Total 2- VISITOR SVS / PARTNERSHIPS	10,496.00	827.06	9,668.94	1,169.07 %
3- ADMIN EXPENSES				
General Admin				
7010 Accounting	2,730.00	2,045.00	685.00	33.50 %
7060 Bank Fees	5.00	5.00	0.00	0.00 %
7080 Board Development	1,900.00	5,671.50	-3,771.50	-66.50 %
7090 Copying & Printing		96.42	-96.42	-100.00 %
7100 Dues & Subscriptions	1,990.49	1,420.82	569.67	40.09 %
7200 Office Expense	289.50	424.16	-134.66	-31.75 %
7210 Postage & Shipping	349.00	45.25	303.75	671.27 %
7280 Travel Expenses	1,729.67	696.34	1,033.33	148.39 %
Total General Admin	8,993.66	10,404.49	-1,410.83	-13.56 %
Occupancy Costs				
7650 Rent	1,956.00	2,350.00	-394.00	-16.77 %
7660 Insurance	216.66	227.75	-11.09	-4.87 %
7850 Repairs & Maintenance	474.95	419.95	55.00	13.10 %
7910 Telecommunication	788.65	642.45	146.20	22.76 %
7950 Utilities	681.20	731.84	-50.64	-6.92 %
7990 Depreciation Expense	581.00	362.00	219.00	60.50 %
Total Occupancy Costs	4,698.46	4,733.99	-35.53	-0.75 %
Total 3- ADMIN EXPENSES	13,692.12	15,138.48	-1,446.36	-9.55 %
4- PERSONNEL				
8510 Salaries & Wages	21,627.50	12,060.06	9,567.44	79.33 %
8515 Bereavement Pay		1,188.46	-1,188.46	-100.00 %
8520 Paid Time Off	842.01	661.94	180.07	27.20 %
8530 Payroll Taxes	2,158.30	1,211.48	946.82	78.15 %
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 %
8590 Contract Work	8,983.34	550.00	8,433.34	1,533.33 %
Total 4- PERSONNEL	36,016.15	17,076.19	18,939.96	110.91 %
Total Expenses	\$144,865.11	\$61,369.20	\$83,495.91	136.06 %
NET OPERATING INCOME	\$ -24,942.04	\$19,678.26	\$ -44,620.30	-226.75 %

Mendocino County Tourism Commission

Profit and Loss Comparison

March 2022

	TOTAL			
	MAR 2022	MAR 2021 (PY)	CHANGE	% CHANGE
Other Income				
9000 SBA PPP Funding		7,427.91	-7,427.91	-100.00 %
Total Other Income	\$0.00	\$7,427.91	\$ -7,427.91	-100.00 %
NET OTHER INCOME	\$0.00	\$7,427.91	\$ -7,427.91	-100.00 %
NET INCOME	\$ -24,942.04	\$27,106.17	\$ -52,048.21	-192.02 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July 2021 - March 2022

	TOTAL			
	JUL 2021 - MAR 2022	JUL 2020 - MAR 2021 (PY)	CHANGE	% CHANGE
Income				
4030 County BID	834,486.00	423,900.00	410,586.00	96.86 %
4031 County BID adjustments	45,655.06	88,300.71	-42,645.65	-48.30 %
4035 County 50% Match	356,247.00	305,209.00	51,038.00	16.72 %
4050 NCTC Administration	4,324.17	1,409.68	2,914.49	206.75 %
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	307.29	65.28	242.01	370.73 %
Total Other Income	61,621.70	2,035.65	59,586.05	2,927.13 %
Total Income	\$1,302,333.93	\$820,855.04	\$481,478.89	58.66 %
GROSS PROFIT	\$1,302,333.93	\$820,855.04	\$481,478.89	58.66 %
Expenses				
1- MEDIA & WEBSITE				
50 Advertising / Media				
5130 Print & Online Advertising	281,834.53	51,657.29	230,177.24	445.59 %
5150 Ad Development/Design	9,420.00	3,454.05	5,965.95	172.72 %
5170 Photography		172.69	-172.69	-100.00 %
5240 Research & Development	42,060.00	9,810.00	32,250.00	328.75 %
5280 Video Development	8,510.87		8,510.87	
5290 Marketing Contingency	333.56		333.56	
Total 50 Advertising / Media	342,158.96	65,094.03	277,064.93	425.64 %
55 Marketing / Public Relations				
5510 Public Relations Contract	76,324.26	67,500.00	8,824.26	13.07 %
5540 Clipping Service	5,832.00	6,091.17	-259.17	-4.25 %
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	4,962.78	-274.34	5,237.12	1,908.99 %
5680 Visiting Media FAM Expenses	7,621.11	6,071.80	1,549.31	25.52 %
Total 55 Marketing / Public Relations	97,371.09	81,889.63	15,481.46	18.91 %
57 Website Maint / Development				
5710 Interactive Media Coordinator	22,500.00	20,000.00	2,500.00	12.50 %
5740 Content Creation		146.45	-146.45	-100.00 %
5750 Development/ Maintenance	27,038.02	9,154.22	17,883.80	195.36 %
5780 Interactive Marketing	269.55	5,244.58	-4,975.03	-94.86 %
Total 57 Website Maint / Development	49,807.57	34,545.25	15,262.32	44.18 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July 2021 - March 2022

	TOTAL			
	JUL 2021 - MAR 2022	JUL 2020 - MAR 2021 (PY)	CHANGE	% CHANGE
58 Leisure / Group Sales				
5810 Promotion Items, Booth Develop	3,211.75	100.59	3,111.16	3,092.91 %
5820 Consumer & Trade Shows	3,570.00	130.00	3,440.00	2,646.15 %
5870 Shipping - Travel Shows	25.73	1,950.78	-1,925.05	-98.68 %
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	13,979.81	214.15	13,765.66	6,428.05 %
Total 1- MEDIA & WEBSITE	503,317.43	181,743.06	321,574.37	176.94 %
2- VISITOR SVS / PARTNERSHIPS				
Partnerships				
6550 Conferences & Seminars	11,948.35		11,948.35	
6555 Conferences & Seminars Travel	6.80		6.80	
6570 In-County Relations	2,731.85	3,225.44	-493.59	-15.30 %
6575 Stakeholder Networking	66.15		66.15	
6590 Memberships	3,967.50	3,787.50	180.00	4.75 %
6610 North Coast Tourism Council	10,653.17	6,826.34	3,826.83	56.06 %
Total Partnerships	29,373.82	13,839.28	15,534.54	112.25 %
Visitor Services				
6720 Event & Festival Guides	34,373.84	5,862.13	28,511.71	486.37 %
6730 Incentives & Sponsorships	20,317.00	18,180.25	2,136.75	11.75 %
6770 Visitor Centers & Signage	1,800.00	1,846.70	-46.70	-2.53 %
Total Visitor Services	56,490.84	25,889.08	30,601.76	118.20 %
Total 2- VISITOR SVS / PARTNERSHIPS	85,864.66	39,728.36	46,136.30	116.13 %
3- ADMIN EXPENSES				
General Admin				
7010 Accounting	24,480.00	26,775.00	-2,295.00	-8.57 %
7060 Bank Fees	196.03	84.00	112.03	133.37 %
7080 Board Development	2,454.79	14,191.70	-11,736.91	-82.70 %
7090 Copying & Printing	507.20	988.93	-481.73	-48.71 %
7100 Dues & Subscriptions	16,315.43	12,504.73	3,810.70	30.47 %
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	6,448.32	3,520.15	2,928.17	83.18 %
7210 Postage & Shipping	2,126.55	434.45	1,692.10	389.48 %
7280 Travel Expenses	10,089.39	2,593.33	7,496.06	289.05 %
Total General Admin	64,210.04	63,235.87	974.17	1.54 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July 2021 - March 2022

	TOTAL			
	JUL 2021 - MAR 2022	JUL 2020 - MAR 2021 (PY)	CHANGE	% CHANGE
Occupancy Costs				
7650 Rent	17,305.00	21,150.00	-3,845.00	-18.18 %
7660 Insurance	1,950.00	2,049.75	-99.75	-4.87 %
7850 Repairs & Maintenance	3,434.55	4,865.59	-1,431.04	-29.41 %
7890 Taxes	80.72	124.18	-43.46	-35.00 %
7910 Telecommunication	7,104.45	6,989.86	114.59	1.64 %
7950 Utilities	5,259.43	5,628.51	-369.08	-6.56 %
7990 Depreciation Expense	4,295.00	3,514.36	780.64	22.21 %
Total Occupancy Costs	39,429.15	44,322.25	-4,893.10	-11.04 %
Total 3- ADMIN EXPENSES	103,639.19	107,558.12	-3,918.93	-3.64 %
4- PERSONNEL				
8510 Salaries & Wages	196,771.54	114,085.83	82,685.71	72.48 %
8515 Bereavement Pay		1,188.46	-1,188.46	-100.00 %
8520 Paid Time Off	8,339.71	4,826.32	3,513.39	72.80 %
8530 Payroll Taxes	18,954.21	11,199.08	7,755.13	69.25 %
8540 Payroll Processing Fees		824.00	-824.00	-100.00 %
8550 Workers Comp	-1,100.00	1,838.25	-2,938.25	-159.84 %
8570 Health Insurance Allowance	15,800.00	10,800.00	5,000.00	46.30 %
8580 Other Employee Benefits	239.65		239.65	
8590 Contract Work	17,425.01	3,199.25	14,225.76	444.66 %
8615 Employee Recruitment	294.35		294.35	
Total 4- PERSONNEL	256,724.47	147,961.19	108,763.28	73.51 %
Total Expenses	\$949,545.75	\$476,990.73	\$472,555.02	99.07 %
NET OPERATING INCOME	\$352,788.18	\$343,864.31	\$8,923.87	2.60 %
Other Income				
9000 SBA PPP Funding		7,427.91	-7,427.91	-100.00 %
Total Other Income	\$0.00	\$7,427.91	\$ -7,427.91	-100.00 %
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	\$7,427.91	\$ -7,644.43	-102.91 %
NET INCOME	\$352,571.66	\$351,292.22	\$1,279.44	0.36 %