

Mendocino County Tourism Commission

Balance Sheet Comparison

As of April 30, 2022

| | TOTAL | | | |
|--|-----------------------|-------------------------|---------------------|-----------------|
| | AS OF APR 30, 2022 | AS OF APR 30, 2021 (PY) | CHANGE | % CHANGE |
| ASSETS | | | | |
| Current Assets | | | | |
| Bank Accounts | | | | |
| 1005 SBMC Checking | 416,289.15 | 308,910.82 | 107,378.33 | 34.76 % |
| 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 | \$1,582,389.12 | \$717,079.18 | \$865,309.94 | 120.67 % |
| Accounts Receivable | | | | |
| 1100 Accounts Receivable | 353,495.74 | 302,959.23 | 50,536.51 | 16.68 % |
| Total Accounts Receivable | \$353,495.74 | \$302,959.23 | \$50,536.51 | 16.68 % |
| Other Current Assets | | | | |
| 1230 Prepaid Expenses | 66,348.64 | 17,725.04 | 48,623.60 | 274.32 % |
| 1250 Refundable Deposits | 1,800.00 | 4,150.00 | -2,350.00 | -56.63 % |
| Total Other Current Assets | \$68,148.64 | \$21,875.04 | \$46,273.60 | 211.54 % |
| Total Current Assets | \$2,004,033.50 | \$1,041,913.45 | \$962,120.05 | 92.34 % |
| Fixed Assets | | | | |
| 1510 Furniture and Equipment | 30,059.23 | 21,715.54 | 8,343.69 | 38.42 % |
| 1600 Accumulated Depreciation | -14,535.00 | -9,576.00 | -4,959.00 | -51.79 % |
| Total Fixed Assets | \$15,524.23 | \$12,139.54 | \$3,384.69 | 27.88 % |
| TOTAL ASSETS | \$2,019,557.73 | \$1,054,052.99 | \$965,504.74 | 91.60 % |
| LIABILITIES AND EQUITY | | | | |
| Liabilities | | | | |
| Current Liabilities | | | | |
| Accounts Payable | | | | |
| 2000 Accounts Payable | 28,650.38 | 20,775.41 | 7,874.97 | 37.91 % |
| Total Accounts Payable | \$28,650.38 | \$20,775.41 | \$7,874.97 | 37.91 % |
| Other Current Liabilities | | | | |
| 2300 Loan Payable | 0.00 | 20,537.50 | -20,537.50 | -100.00 % |
| Payroll Liabilities | 0.00 | 0.00 | 0.00 | |
| 2230 CA SUI / ETT | 45.88 | 50.22 | -4.34 | -8.64 % |
| 2240 FUTA Payable | 185.64 | 98.94 | 86.70 | 87.63 % |
| 2270 Accrued Payroll | 12,994.90 | 7,954.64 | 5,040.26 | 63.36 % |
| 2275 Accrued PTO | 14,447.64 | 7,279.76 | 7,167.88 | 98.46 % |
| Total Payroll Liabilities | 27,674.06 | 15,383.56 | 12,290.50 | 79.89 % |
| Total Other Current Liabilities | \$27,674.06 | \$35,921.06 | \$ -8,247.00 | -22.96 % |
| Total Current Liabilities | \$56,324.44 | \$56,696.47 | \$ -372.03 | -0.66 % |
| Total Liabilities | \$56,324.44 | \$56,696.47 | \$ -372.03 | -0.66 % |
| 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 | 332,541.12 | 498,085.60 | -165,544.48 | -33.24 % |
| Total Equity | \$1,963,233.29 | \$997,356.52 | \$965,876.77 | 96.84 % |
| TOTAL LIABILITIES AND EQUITY | \$2,019,557.73 | \$1,054,052.99 | \$965,504.74 | 91.60 % |

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

| | Apr 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% | 914,192 | 797,060 | 117,132 | 114.70% |
| 4031 County BID adjustments | 28,418 | 0 | 28,418 | | 74,073 | 0 | 74,073 | |
| 4035 County 50% Match | 39,583 | 39,853 | -270 | 99.32% | 395,830 | 398,530 | -2,700 | 99.32% |
| 4050 NCTC Administration | 6,254 | | 6,254 | | 10,578 | 0 | 10,578 | |
| Other Income | | | 0 | | 61,622 | 0 | 61,622 | |
| Total Income | \$ 153,961 | \$ 119,559 | \$ 34,402 | 128.77% | \$ 1,456,295 | \$ 1,195,590 | \$ 260,705 | 121.81% |
| Gross Profit | \$ 153,961 | \$ 119,559 | \$ 34,402 | 128.77% | \$ 1,456,295 | \$ 1,195,590 | \$ 260,705 | 121.81% |
| Expenses | | | | | | | | |
| 1- MEDIA & WEBSITE | 103,839 | 84,020 | 19,819 | 123.59% | 607,156 | 872,232 | -265,076 | 69.61% |
| 2- VISITOR SVS / PARTNERSHIPS | 28,280 | 25,668 | 2,612 | 110.18% | 114,145 | 200,985 | -86,840 | 56.79% |
| 3- ADMIN EXPENSES | 14,408 | 10,110 | 4,298 | 142.51% | 118,047 | 104,970 | 13,077 | 112.46% |
| 4- PERSONNEL | 27,465 | 40,371 | -12,906 | 68.03% | 284,189 | 317,221 | -33,031 | 89.59% |
| Total Expenses | \$ 173,991 | \$ 160,169 | \$ 13,822 | 108.63% | \$ 1,123,537 | \$ 1,495,407 | \$ -371,870 | 75.13% |
| Net Operating Income | \$ -20,031 | \$ -40,610 | \$ 20,579 | 49.32% | \$ 332,758 | \$ -299,817 | \$ 632,575 | -110.99% |
| 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 | \$ -20,031 | \$ -40,610 | \$ 20,579 | 49.32% | \$ 332,541 | \$ -299,817 | \$ 632,358 | -110.91% |

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

| | Apr 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% | 914,192 | 797,060 | 117,132 | 114.70% |
| 4031 County BID adjustments | 28,418 | 0 | 28,418 | | 74,073 | 0 | 74,073 | |
| 4035 County 50% Match | 39,583 | 39,853 | -270 | 99.32% | 395,830 | 398,530 | -2,700 | 99.32% |
| 4050 NCTC Administration | 6,254 | | 6,254 | | 10,578 | 0 | 10,578 | |
| Other Income | | | 0 | | 0 | 0 | 0 | |
| 4940 Misc. Income | | | 0 | | 61,314 | 0 | 61,314 | |
| 4950 Interest Income | | | 0 | | 307 | 0 | 307 | |
| Total Other Income | \$ 0 | \$ 0 | \$ 0 | | \$ 61,622 | \$ 0 | \$ 61,622 | |
| Total Income | \$ 153,961 | \$ 119,559 | \$ 34,402 | 128.77% | \$ 1,456,295 | \$ 1,195,590 | \$ 260,705 | 121.81% |
| Gross Profit | \$ 153,961 | \$ 119,559 | \$ 34,402 | 128.77% | \$ 1,456,295 | \$ 1,195,590 | \$ 260,705 | 121.81% |
| Expenses | | | | | | | | |
| 1- MEDIA & WEBSITE | | | 0 | | 0 | 0 | 0 | |
| 50 Advertising / Media | | | 0 | | 0 | 0 | 0 | |
| 5130 Print & Online Advertising | 54,876 | 40,653 | 14,223 | 134.99% | 336,711 | 406,533 | -69,823 | 82.82% |
| 5150 Ad Development/Design | 1,000 | 1,000 | 0 | 100.00% | 10,420 | 10,000 | 420 | 104.20% |
| 5170 Photography | | 500 | -500 | 0.00% | 0 | 5,000 | -5,000 | 0.00% |
| 5240 Research & Development | 3,000 | 5,222 | -2,222 | 57.45% | 45,060 | 57,556 | -12,496 | 78.29% |
| 5280 Video Development | | 1,667 | -1,667 | 0.00% | 8,511 | 16,666 | -8,155 | 51.07% |
| 5290 Marketing Contingency | 254 | 1,000 | -746 | 25.44% | 588 | 10,000 | -9,412 | 5.88% |
| Total 50 Advertising / Media | \$ 59,131 | \$ 50,042 | \$ 9,089 | 118.16% | \$ 401,290 | \$ 505,755 | \$ -104,466 | 79.34% |
| 55 Marketing / Public Relations | | | 0 | | 0 | 0 | 0 | |
| 5510 Public Relations Contract | 8,333 | 8,683 | -350 | 95.97% | 84,658 | 86,833 | -2,176 | 97.49% |
| 5520 Marketing Agency Contract | | 9,333 | -9,333 | 0.00% | 0 | 93,334 | -93,334 | 0.00% |
| 5540 Clipping Service | 648 | 1,000 | -352 | 64.80% | 6,480 | 10,000 | -3,520 | 64.80% |
| 5550 In-Market PR Stunts | | 667 | -667 | 0.00% | 1,616 | 6,666 | -5,050 | 24.24% |
| 5560 Media Events | | 1,750 | -1,750 | 0.00% | 1,015 | 9,000 | -7,985 | 11.28% |
| 5610 Travel -PR Related | 741 | 778 | -37 | 95.30% | 5,704 | 7,777 | -2,073 | 73.34% |
| 5680 Visiting Media FAM Expenses | 417 | 500 | -83 | 83.35% | 8,038 | 5,000 | 3,038 | 160.76% |
| Total 55 Marketing / Public Relations | \$ 10,140 | \$ 22,711 | \$ -12,572 | 44.65% | \$ 107,511 | \$ 218,611 | \$ -111,100 | 49.18% |
| 57 Website Maint / Development | | | 0 | | 0 | 0 | 0 | |
| 5710 Interactive Media Coordinator | 2,500 | 2,500 | 0 | 100.00% | 25,000 | 25,000 | 0 | 100.00% |
| 5740 Content Creation | | 1,500 | -1,500 | 0.00% | 0 | 15,000 | -15,000 | 0.00% |
| 5750 Development/ Maintenance | 31,882 | 5,667 | 26,215 | 562.59% | 58,920 | 56,666 | 2,254 | 103.98% |
| 5780 Interactive Marketing | 30 | 100 | -70 | 29.95% | 300 | 1,000 | -701 | 29.95% |
| Total 57 Website Maint / Development | \$ 34,412 | \$ 9,767 | \$ 24,645 | 352.33% | \$ 84,219 | \$ 97,666 | \$ -13,447 | 86.23% |
| 58 Leisure / Group Sales | | | 0 | | 0 | 0 | 0 | |
| 5810 Promotion Items, Booth Develop | 157 | 0 | 157 | | 3,369 | 7,800 | -4,431 | 43.19% |
| 5820 Consumer & Trade Shows | | 0 | 0 | | 3,570 | 14,450 | -10,880 | 24.71% |
| 5840 State Fair Exhibit | | 0 | 0 | | 0 | 2,000 | -2,000 | 0.00% |

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

| | Apr 2022 | | | | Total | | | |
|--|-------------------|------------------|------------------|----------------|-------------------|-------------------|--------------------|----------------|
| | Actual | Budget | over Budget | % of Budget | Actual | Budget | over Budget | % of Budget |
| 5870 Shipping - Travel Shows | | 1,000 | -1,000 | 0.00% | 26 | 2,500 | -2,474 | 1.03% |
| 5880 Travel - Leisure/Group Sales | | 0 | 0 | | 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 | 5,000 | -5,000 | 0.00% |
| Total 58 Leisure / Group Sales | \$ 157 | \$ 1,500 | \$ -1,343 | 10.47% | \$ 14,137 | \$ 50,200 | \$ -36,063 | 28.16% |
| Total 1- MEDIA & WEBSITE | \$ 103,839 | \$ 84,020 | \$ 19,819 | 123.59% | \$ 607,156 | \$ 872,232 | \$ -265,076 | 69.61% |
| 2- VISITOR SVS / PARTNERSHIPS | | | 0 | | 0 | 0 | 0 | |
| Partnerships | | | 0 | | 0 | 0 | 0 | |
| 6550 Conferences & Seminars | 1,195 | 2,705 | -1,510 | 44.17% | 13,143 | 21,885 | -8,742 | 60.06% |
| 6555 Conferences & Seminars Travel | | | 0 | | 7 | 0 | 7 | |
| 6570 In-County Relations | 411 | 875 | -464 | 47.02% | 3,143 | 8,550 | -5,407 | 36.76% |
| 6575 Stakeholder Networking | 221 | 708 | -487 | 31.24% | 287 | 6,334 | -6,047 | 4.54% |
| 6590 Memberships | | 1,700 | -1,700 | 0.00% | 3,968 | 6,075 | -2,108 | 65.31% |
| 6610 North Coast Tourism Council | 8,987 | 917 | 8,070 | 980.38% | 19,640 | 9,167 | 10,473 | 214.25% |
| Total Partnerships | \$ 10,814 | \$ 6,905 | \$ 3,910 | 156.62% | \$ 40,188 | \$ 52,011 | \$ -11,823 | 77.27% |
| Visitor Services | | | 0 | | 0 | 0 | 0 | |
| 6720 Event & Festival Guides | 3,792 | 3,667 | 125 | 103.40% | 38,166 | 36,666 | 1,500 | 104.09% |
| 6730 Incentives & Sponsorships | 624 | 2,041 | -1,417 | 30.57% | 20,941 | 18,418 | 2,523 | 113.70% |
| 6770 Visitor Centers & Signage | 13,050 | 13,055 | -5 | 99.96% | 14,850 | 93,890 | -79,040 | 15.82% |
| Total Visitor Services | \$ 17,466 | \$ 18,763 | \$ -1,297 | 93.09% | \$ 73,957 | \$ 148,974 | \$ -75,017 | 49.64% |
| Total 2- VISITOR SVS / PARTNERSHIPS | \$ 28,280 | \$ 25,668 | \$ 2,612 | 110.18% | \$ 114,145 | \$ 200,985 | \$ -86,840 | 56.79% |
| 3- ADMIN EXPENSES | | | 0 | | 0 | 0 | 0 | |
| General Admin | | | 0 | | 0 | 0 | 0 | |
| 7010 Accounting | 1,950 | 2,000 | -50 | 97.50% | 26,430 | 27,000 | -570 | 97.89% |
| 7060 Bank Fees | 6 | 50 | -44 | 12.10% | 202 | 500 | -298 | 40.42% |
| 7080 Board Development | 500 | 420 | 80 | 119.05% | 2,955 | 3,045 | -90 | 97.04% |
| 7090 Copying & Printing | | 200 | -200 | 0.00% | 507 | 2,000 | -1,493 | 25.36% |
| 7100 Dues & Subscriptions | 2,610 | 960 | 1,650 | 271.87% | 18,925 | 9,600 | 9,325 | 197.14% |
| 7130 Legal Fees | | 250 | -250 | 0.00% | 1,220 | 2,500 | -1,280 | 48.80% |
| 7140 Licenses & Permits | | 65 | -65 | 0.00% | 0 | 470 | -470 | 0.00% |
| 7150 Meeting Expenses | 205 | 50 | 155 | 410.50% | 578 | 500 | 78 | 115.52% |
| 7200 Office Expense | 3,421 | 1,230 | 2,191 | 278.17% | 9,870 | 8,940 | 930 | 110.40% |
| 7210 Postage & Shipping | 580 | 470 | 110 | 123.47% | 2,707 | 4,700 | -1,993 | 57.59% |
| 7280 Travel Expenses | 861 | 750 | 111 | 114.81% | 10,950 | 7,500 | 3,450 | 146.01% |
| Total General Admin | \$ 10,134 | \$ 6,445 | \$ 3,689 | 157.24% | \$ 74,344 | \$ 66,755 | \$ 7,589 | 111.37% |
| Occupancy Costs | | | 0 | | 0 | 0 | 0 | |
| 7650 Rent | 1,956 | 2,025 | -69 | 96.59% | 19,261 | 18,900 | 361 | 101.91% |
| 7660 Insurance | 223 | 0 | 223 | | 2,173 | 2,250 | -77 | 96.58% |
| 7850 Repairs & Maintenance | 225 | 460 | -235 | 48.90% | 3,660 | 5,200 | -1,541 | 70.38% |
| 7890 Taxes | | 0 | 0 | | 81 | 65 | 16 | 124.18% |

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

| | Apr 2022 | | | | Total | | | |
|---------------------------------|-------------------|-------------------|-------------------|----------------|---------------------|---------------------|--------------------|-----------------|
| | Actual | Budget | over Budget | % of Budget | Actual | Budget | over Budget | % of Budget |
| 7910 Telecommunication | 737 | 450 | 287 | 163.78% | 7,841 | 4,500 | 3,341 | 174.26% |
| 7950 Utilities | 552 | 730 | -178 | 75.57% | 5,811 | 7,300 | -1,489 | 79.61% |
| 7990 Depreciation Expense | 581 | | 581 | | 4,876 | 0 | 4,876 | |
| Total Occupancy Costs | \$ 4,274 | \$ 3,665 | \$ 609 | 116.61% | \$ 43,703 | \$ 38,215 | \$ 5,488 | 114.36% |
| Total 3- ADMIN EXPENSES | \$ 14,408 | \$ 10,110 | \$ 4,298 | 142.51% | \$ 118,047 | \$ 104,970 | \$ 13,077 | 112.46% |
| 4- PERSONNEL | | | 0 | | 0 | 0 | 0 | |
| 8510 Salaries & Wages | 21,951 | 22,787 | -836 | 96.33% | 218,722 | 217,759 | 963 | 100.44% |
| 8520 Paid Time Off | 842 | 1,930 | -1,088 | 43.62% | 9,182 | 15,653 | -6,472 | 58.66% |
| 8530 Payroll Taxes | 1,886 | 1,989 | -103 | 94.80% | 20,840 | 18,376 | 2,464 | 113.41% |
| 8540 Payroll Processing Fees | | 85 | -85 | 0.00% | 0 | 1,570 | -1,570 | 0.00% |
| 8550 Workers Comp | 205 | 195 | 10 | 105.13% | -895 | 4,867 | -5,762 | -18.39% |
| 8570 Health Insurance Allowance | 2,200 | 2,035 | 165 | 108.11% | 18,000 | 19,345 | -1,345 | 93.05% |
| 8580 Other Employee Benefits | | 0 | 0 | | 240 | 200 | 40 | 119.83% |
| 8590 Contract Work | 381 | 11,150 | -10,769 | 3.42% | 17,806 | 38,650 | -20,844 | 46.07% |
| 8615 Employee Recruitment | | 200 | -200 | 0.00% | 294 | 800 | -506 | 36.79% |
| Total 4- PERSONNEL | \$ 27,465 | \$ 40,371 | \$ -12,906 | 68.03% | \$ 284,189 | \$ 317,221 | \$ -33,031 | 89.59% |
| Total Expenses | \$ 173,991 | \$ 160,169 | \$ 13,822 | 108.63% | \$ 1,123,537 | \$ 1,495,407 | \$ -371,870 | 75.13% |
| Net Operating Income | \$ -20,031 | \$ -40,610 | \$ 20,579 | 49.32% | \$ 332,758 | \$ -299,817 | \$ 632,575 | -110.99% |
| 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 | \$ -20,031 | \$ -40,610 | \$ 20,579 | 49.32% | \$ 332,541 | \$ -299,817 | \$ 632,358 | -110.91% |

Mendocino County Tourism Commission

Statement of Cash Flows

July 2021 - April 2022

| | TOTAL |
|--|-----------------------|
| OPERATING ACTIVITIES | |
| Net Income | 332,541.12 |
| Adjustments to reconcile Net Income to Net Cash provided by operations: | |
| 1100 Accounts Receivable | 441,162.21 |
| 1230 Prepaid Expenses | -38,517.29 |
| 2000 Accounts Payable | -667.78 |
| 2100 Accrued Expenses | 0.00 |
| 2210 Payroll Liabilities:Federal Taxes (941/944) | 0.00 |
| 2220 Payroll Liabilities:CA PIT / SDI | 0.00 |
| 2230 Payroll Liabilities:CA SUI / ETT | -507.78 |
| 2240 Payroll Liabilities:FUTA Payable | 37.98 |
| 2270 Payroll Liabilities:Accrued Payroll | 2,438.71 |
| 2275 Payroll Liabilities:Accrued PTO | 5,349.30 |
| Direct Deposit Payable | 0.00 |
| Total Adjustments to reconcile Net Income to Net Cash provided by operations: | 409,295.35 |
| Net cash provided by operating activities | \$741,836.47 |
| INVESTING ACTIVITIES | |
| 1510 Furniture and Equipment | -5,866.19 |
| 1600 Accumulated Depreciation | 4,194.00 |
| Net cash provided by investing activities | \$ -1,672.19 |
| 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 | \$740,164.28 |
| Cash at beginning of period | 842,224.84 |
| CASH AT END OF PERIOD | \$1,582,389.12 |

Mendocino County Tourism Commission

Profit and Loss Comparison

April 2022

| | TOTAL | | | |
|--|---------------------|---------------------|----------------------|-----------------|
| | APR 2022 | APR 2021 (PY) | CHANGE | % CHANGE |
| Income | | | | |
| 4030 County BID | 79,706.00 | 47,100.00 | 32,606.00 | 69.23 % |
| 4031 County BID adjustments | 28,417.54 | 114,559.23 | -86,141.69 | -75.19 % |
| 4035 County 50% Match | 39,583.00 | 33,911.00 | 5,672.00 | 16.73 % |
| 4050 NCTC Administration | 6,254.20 | | 6,254.20 | |
| Total Income | \$153,960.74 | \$195,570.23 | \$ -41,609.49 | -21.28 % |
| GROSS PROFIT | \$153,960.74 | \$195,570.23 | \$ -41,609.49 | -21.28 % |
| Expenses | | | | |
| 1- MEDIA & WEBSITE | | | | |
| 50 Advertising / Media | | | | |
| 5130 Print & Online Advertising | 54,876.26 | 14,071.40 | 40,804.86 | 289.98 % |
| 5150 Ad Development/Design | 1,000.00 | 1,000.00 | 0.00 | 0.00 % |
| 5240 Research & Development | 3,000.00 | | 3,000.00 | |
| 5290 Marketing Contingency | 254.37 | | 254.37 | |
| Total 50 Advertising / Media | 59,130.63 | 15,071.40 | 44,059.23 | 292.34 % |
| 55 Marketing / Public Relations | | | | |
| 5510 Public Relations Contract | 8,333.34 | 7,500.00 | 833.34 | 11.11 % |
| 5540 Clipping Service | 648.00 | 612.31 | 35.69 | 5.83 % |
| 5560 Media Events | | 60.00 | -60.00 | -100.00 % |
| 5610 Travel -PR Related | 741.43 | | 741.43 | |
| 5680 Visiting Media FAM Expenses | 416.74 | 1,669.33 | -1,252.59 | -75.04 % |
| Total 55 Marketing / Public Relations | 10,139.51 | 9,841.64 | 297.87 | 3.03 % |
| 57 Website Maint / Development | | | | |
| 5710 Interactive Media Coordinator | 2,500.00 | 2,500.00 | 0.00 | 0.00 % |
| 5750 Development/ Maintenance | 31,881.76 | 655.76 | 31,226.00 | 4,761.80 % |
| 5780 Interactive Marketing | 29.95 | 29.95 | 0.00 | 0.00 % |
| Total 57 Website Maint / Development | 34,411.71 | 3,185.71 | 31,226.00 | 980.19 % |
| 58 Leisure / Group Sales | | | | |
| 5810 Promotion Items, Booth Develop | 156.99 | 160.73 | -3.74 | -2.33 % |
| 5870 Shipping - Travel Shows | | 179.50 | -179.50 | -100.00 % |
| Total 58 Leisure / Group Sales | 156.99 | 340.23 | -183.24 | -53.86 % |
| Total 1- MEDIA & WEBSITE | 103,838.84 | 28,438.98 | 75,399.86 | 265.13 % |
| 2- VISITOR SVS / PARTNERSHIPS | | | | |
| Partnerships | | | | |
| 6550 Conferences & Seminars | 1,194.76 | | 1,194.76 | |
| 6570 In-County Relations | 411.43 | | 411.43 | |
| 6575 Stakeholder Networking | 221.18 | | 221.18 | |
| 6610 North Coast Tourism Council | 8,986.81 | 0.00 | 8,986.81 | |
| Total Partnerships | 10,814.18 | 0.00 | 10,814.18 | |

Mendocino County Tourism Commission

Profit and Loss Comparison

April 2022

| | TOTAL | | | |
|--|----------------------|---------------------|-----------------------|-------------------|
| | APR 2022 | APR 2021 (PY) | CHANGE | % CHANGE |
| Visitor Services | | | | |
| 6720 Event & Festival Guides | 3,791.80 | 525.00 | 3,266.80 | 622.25 % |
| 6730 Incentives & Sponsorships | 624.00 | 486.00 | 138.00 | 28.40 % |
| 6770 Visitor Centers & Signage | 13,050.00 | 200.00 | 12,850.00 | 6,425.00 % |
| Total Visitor Services | 17,465.80 | 1,211.00 | 16,254.80 | 1,342.26 % |
| Total 2- VISITOR SVS / PARTNERSHIPS | 28,279.98 | 1,211.00 | 27,068.98 | 2,235.26 % |
| 3- ADMIN EXPENSES | | | | |
| General Admin | | | | |
| 7010 Accounting | 1,950.00 | 1,825.00 | 125.00 | 6.85 % |
| 7060 Bank Fees | 6.05 | 44.00 | -37.95 | -86.25 % |
| 7080 Board Development | 500.00 | 7,101.90 | -6,601.90 | -92.96 % |
| 7090 Copying & Printing | | 116.30 | -116.30 | -100.00 % |
| 7100 Dues & Subscriptions | 2,609.94 | 2,495.99 | 113.95 | 4.57 % |
| 7150 Meeting Expenses | 205.25 | 20.34 | 184.91 | 909.10 % |
| 7200 Office Expense | 3,421.47 | 260.77 | 3,160.70 | 1,212.06 % |
| 7210 Postage & Shipping | 580.33 | 4.99 | 575.34 | 11,529.86 % |
| 7280 Travel Expenses | 861.07 | 632.84 | 228.23 | 36.06 % |
| Total General Admin | 10,134.11 | 12,502.13 | -2,368.02 | -18.94 % |
| Occupancy Costs | | | | |
| 7650 Rent | 1,956.00 | 2,350.00 | -394.00 | -16.77 % |
| 7660 Insurance | 223.00 | 216.67 | 6.33 | 2.92 % |
| 7850 Repairs & Maintenance | 224.95 | 319.95 | -95.00 | -29.69 % |
| 7910 Telecommunication | 737.03 | 692.41 | 44.62 | 6.44 % |
| 7950 Utilities | 551.67 | 372.59 | 179.08 | 48.06 % |
| 7990 Depreciation Expense | 581.00 | 362.00 | 219.00 | 60.50 % |
| Total Occupancy Costs | 4,273.65 | 4,313.62 | -39.97 | -0.93 % |
| Total 3- ADMIN EXPENSES | 14,407.76 | 16,815.75 | -2,407.99 | -14.32 % |
| 4- PERSONNEL | | | | |
| 8510 Salaries & Wages | 21,950.90 | 13,683.34 | 8,267.56 | 60.42 % |
| 8520 Paid Time Off | 841.93 | 661.94 | 179.99 | 27.19 % |
| 8530 Payroll Taxes | 1,885.62 | 1,186.18 | 699.44 | 58.97 % |
| 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 | 381.25 | 700.00 | -318.75 | -45.54 % |
| Total 4- PERSONNEL | 27,464.70 | 17,635.71 | 9,828.99 | 55.73 % |
| Total Expenses | \$173,991.28 | \$64,101.44 | \$109,889.84 | 171.43 % |
| NET OPERATING INCOME | \$ -20,030.54 | \$131,468.79 | \$ -151,499.33 | -115.24 % |

Mendocino County Tourism Commission

Profit and Loss Comparison

April 2022

| | TOTAL | | | |
|---------------------------|----------------------|---------------------|-----------------------|------------------|
| | APR 2022 | APR 2021 (PY) | CHANGE | % CHANGE |
| Other Income | | | | |
| 9000 SBA PPP Funding | | 15,324.59 | -15,324.59 | -100.00 % |
| Total Other Income | \$0.00 | \$15,324.59 | \$ -15,324.59 | -100.00 % |
| NET OTHER INCOME | \$0.00 | \$15,324.59 | \$ -15,324.59 | -100.00 % |
| NET INCOME | \$ -20,030.54 | \$146,793.38 | \$ -166,823.92 | -113.65 % |

Mendocino County Tourism Commission

Profit and Loss Comparison

July 2021 - April 2022

| | TOTAL | | | |
|--|-----------------------|--------------------------|---------------------|-------------------|
| | JUL 2021 - APR 2022 | JUL 2020 - APR 2021 (PY) | CHANGE | % CHANGE |
| Income | | | | |
| 4030 County BID | 914,192.00 | 471,000.00 | 443,192.00 | 94.10 % |
| 4031 County BID adjustments | 74,072.60 | 202,859.94 | -128,787.34 | -63.49 % |
| 4035 County 50% Match | 395,830.00 | 339,120.00 | 56,710.00 | 16.72 % |
| 4050 NCTC Administration | 10,578.37 | 1,409.68 | 9,168.69 | 650.41 % |
| 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 | \$1,456,294.67 | \$1,016,425.27 | \$439,869.40 | 43.28 % |
| GROSS PROFIT | \$1,456,294.67 | \$1,016,425.27 | \$439,869.40 | 43.28 % |
| Expenses | | | | |
| 1- MEDIA & WEBSITE | | | | |
| 50 Advertising / Media | | | | |
| 5130 Print & Online Advertising | 336,710.79 | 65,728.69 | 270,982.10 | 412.27 % |
| 5150 Ad Development/Design | 10,420.00 | 4,454.05 | 5,965.95 | 133.94 % |
| 5170 Photography | | 172.69 | -172.69 | -100.00 % |
| 5240 Research & Development | 45,060.00 | 9,810.00 | 35,250.00 | 359.33 % |
| 5280 Video Development | 8,510.87 | | 8,510.87 | |
| 5290 Marketing Contingency | 587.93 | | 587.93 | |
| Total 50 Advertising / Media | 401,289.59 | 80,165.43 | 321,124.16 | 400.58 % |
| 55 Marketing / Public Relations | | | | |
| 5510 Public Relations Contract | 84,657.60 | 75,000.00 | 9,657.60 | 12.88 % |
| 5540 Clipping Service | 6,480.00 | 6,703.48 | -223.48 | -3.33 % |
| 5550 In-Market PR Stunts | 1,615.63 | | 1,615.63 | |
| 5560 Media Events | 1,015.31 | 2,561.00 | -1,545.69 | -60.35 % |
| 5610 Travel -PR Related | 5,704.21 | -274.34 | 5,978.55 | 2,179.25 % |
| 5680 Visiting Media FAM Expenses | 8,037.85 | 7,741.13 | 296.72 | 3.83 % |
| Total 55 Marketing / Public Relations | 107,510.60 | 91,731.27 | 15,779.33 | 17.20 % |
| 57 Website Maint / Development | | | | |
| 5710 Interactive Media Coordinator | 25,000.00 | 22,500.00 | 2,500.00 | 11.11 % |
| 5740 Content Creation | | 146.45 | -146.45 | -100.00 % |
| 5750 Development/ Maintenance | 58,919.78 | 9,809.98 | 49,109.80 | 500.61 % |
| 5780 Interactive Marketing | 299.50 | 5,274.53 | -4,975.03 | -94.32 % |
| Total 57 Website Maint / Development | 84,219.28 | 37,730.96 | 46,488.32 | 123.21 % |

Mendocino County Tourism Commission

Profit and Loss Comparison

July 2021 - April 2022

| | TOTAL | | | |
|--|---------------------|--------------------------|-------------------|-------------------|
| | JUL 2021 - APR 2022 | JUL 2020 - APR 2021 (PY) | CHANGE | % CHANGE |
| 58 Leisure / Group Sales | | | | |
| 5810 Promotion Items, Booth Develop | 3,368.74 | 261.32 | 3,107.42 | 1,189.12 % |
| 5820 Consumer & Trade Shows | 3,570.00 | 130.00 | 3,440.00 | 2,646.15 % |
| 5870 Shipping - Travel Shows | 25.73 | 2,130.28 | -2,104.55 | -98.79 % |
| 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 | 14,136.80 | 554.38 | 13,582.42 | 2,450.02 % |
| Total 1- MEDIA & WEBSITE | 607,156.27 | 210,182.04 | 396,974.23 | 188.87 % |
| 2- VISITOR SVS / PARTNERSHIPS | | | | |
| Partnerships | | | | |
| 6550 Conferences & Seminars | 13,143.11 | | 13,143.11 | |
| 6555 Conferences & Seminars Travel | 6.80 | | 6.80 | |
| 6570 In-County Relations | 3,143.28 | 3,225.44 | -82.16 | -2.55 % |
| 6575 Stakeholder Networking | 287.33 | | 287.33 | |
| 6590 Memberships | 3,967.50 | 3,787.50 | 180.00 | 4.75 % |
| 6610 North Coast Tourism Council | 19,639.98 | 6,826.34 | 12,813.64 | 187.71 % |
| Total Partnerships | 40,188.00 | 13,839.28 | 26,348.72 | 190.39 % |
| Visitor Services | | | | |
| 6720 Event & Festival Guides | 38,165.64 | 6,387.13 | 31,778.51 | 497.54 % |
| 6730 Incentives & Sponsorships | 20,941.00 | 18,666.25 | 2,274.75 | 12.19 % |
| 6770 Visitor Centers & Signage | 14,850.00 | 2,046.70 | 12,803.30 | 625.56 % |
| Total Visitor Services | 73,956.64 | 27,100.08 | 46,856.56 | 172.90 % |
| Total 2- VISITOR SVS / PARTNERSHIPS | 114,144.64 | 40,939.36 | 73,205.28 | 178.81 % |
| 3- ADMIN EXPENSES | | | | |
| General Admin | | | | |
| 7010 Accounting | 26,430.00 | 28,600.00 | -2,170.00 | -7.59 % |
| 7060 Bank Fees | 202.08 | 128.00 | 74.08 | 57.88 % |
| 7080 Board Development | 2,954.79 | 21,293.60 | -18,338.81 | -86.12 % |
| 7090 Copying & Printing | 507.20 | 1,105.23 | -598.03 | -54.11 % |
| 7100 Dues & Subscriptions | 18,925.37 | 15,000.72 | 3,924.65 | 26.16 % |
| 7130 Legal Fees | 1,219.98 | 1,896.00 | -676.02 | -35.66 % |
| 7150 Meeting Expenses | 577.60 | 267.92 | 309.68 | 115.59 % |
| 7200 Office Expense | 9,869.79 | 3,780.92 | 6,088.87 | 161.04 % |
| 7210 Postage & Shipping | 2,706.88 | 439.44 | 2,267.44 | 515.98 % |
| 7280 Travel Expenses | 10,950.46 | 3,226.17 | 7,724.29 | 239.43 % |
| Total General Admin | 74,344.15 | 75,738.00 | -1,393.85 | -1.84 % |

Mendocino County Tourism Commission

Profit and Loss Comparison

July 2021 - April 2022

| | TOTAL | | | |
|---------------------------------|-----------------------|--------------------------|-----------------------|------------------|
| | JUL 2021 - APR 2022 | JUL 2020 - APR 2021 (PY) | CHANGE | % CHANGE |
| Occupancy Costs | | | | |
| 7650 Rent | 19,261.00 | 23,500.00 | -4,239.00 | -18.04 % |
| 7660 Insurance | 2,173.00 | 2,266.42 | -93.42 | -4.12 % |
| 7850 Repairs & Maintenance | 3,659.50 | 5,185.54 | -1,526.04 | -29.43 % |
| 7890 Taxes | 80.72 | 124.18 | -43.46 | -35.00 % |
| 7910 Telecommunication | 7,841.48 | 7,682.27 | 159.21 | 2.07 % |
| 7950 Utilities | 5,811.10 | 6,001.10 | -190.00 | -3.17 % |
| 7990 Depreciation Expense | 4,876.00 | 3,876.36 | 999.64 | 25.79 % |
| Total Occupancy Costs | 43,702.80 | 48,635.87 | -4,933.07 | -10.14 % |
| Total 3- ADMIN EXPENSES | 118,046.95 | 124,373.87 | -6,326.92 | -5.09 % |
| 4- PERSONNEL | | | | |
| 8510 Salaries & Wages | 218,722.44 | 127,769.17 | 90,953.27 | 71.19 % |
| 8515 Bereavement Pay | | 1,188.46 | -1,188.46 | -100.00 % |
| 8520 Paid Time Off | 9,181.64 | 5,488.26 | 3,693.38 | 67.30 % |
| 8530 Payroll Taxes | 20,839.83 | 12,385.26 | 8,454.57 | 68.26 % |
| 8540 Payroll Processing Fees | | 824.00 | -824.00 | -100.00 % |
| 8550 Workers Comp | -895.00 | 2,042.50 | -2,937.50 | -143.82 % |
| 8570 Health Insurance Allowance | 18,000.00 | 12,000.00 | 6,000.00 | 50.00 % |
| 8580 Other Employee Benefits | 239.65 | | 239.65 | |
| 8590 Contract Work | 17,806.26 | 3,899.25 | 13,907.01 | 356.66 % |
| 8615 Employee Recruitment | 294.35 | | 294.35 | |
| Total 4- PERSONNEL | 284,189.17 | 165,596.90 | 118,592.27 | 71.62 % |
| Total Expenses | \$1,123,537.03 | \$541,092.17 | \$582,444.86 | 107.64 % |
| NET OPERATING INCOME | \$332,757.64 | \$475,333.10 | \$ -142,575.46 | -29.99 % |
| Other Income | | | | |
| 9000 SBA PPP Funding | | 22,752.50 | -22,752.50 | -100.00 % |
| Total Other Income | \$0.00 | \$22,752.50 | \$ -22,752.50 | -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 | \$22,752.50 | \$ -22,969.02 | -100.95 % |
| NET INCOME | \$332,541.12 | \$498,085.60 | \$ -165,544.48 | -33.24 % |