

# Mendocino County Tourism Commission

## Balance Sheet Comparison

As of May 31, 2022

	TOTAL			
	AS OF MAY 31, 2022	AS OF MAY 31, 2021 (PY)	CHANGE	% CHANGE
<b>ASSETS</b>				
Current Assets				
Bank Accounts				
1005 SBMC Checking	358,899.10	273,250.73	85,648.37	31.34 %
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 %
<b>Total Bank Accounts</b>	<b>\$1,524,999.07</b>	<b>\$681,419.09</b>	<b>\$843,579.98</b>	<b>123.80 %</b>
Accounts Receivable				
1100 Accounts Receivable	431,816.06	350,059.23	81,756.83	23.36 %
<b>Total Accounts Receivable</b>	<b>\$431,816.06</b>	<b>\$350,059.23</b>	<b>\$81,756.83</b>	<b>23.36 %</b>
Other Current Assets				
1230 Prepaid Expenses	39,830.15	17,329.43	22,500.72	129.84 %
1250 Refundable Deposits	1,800.00	4,150.00	-2,350.00	-56.63 %
<b>Total Other Current Assets</b>	<b>\$41,630.15</b>	<b>\$21,479.43</b>	<b>\$20,150.72</b>	<b>93.81 %</b>
<b>Total Current Assets</b>	<b>\$1,998,445.28</b>	<b>\$1,052,957.75</b>	<b>\$945,487.53</b>	<b>89.79 %</b>
Fixed Assets				
1510 Furniture and Equipment	30,059.23	21,715.54	8,343.69	38.42 %
1600 Accumulated Depreciation	-15,116.00	-9,938.00	-5,178.00	-52.10 %
<b>Total Fixed Assets</b>	<b>\$14,943.23</b>	<b>\$11,777.54</b>	<b>\$3,165.69</b>	<b>26.88 %</b>
<b>TOTAL ASSETS</b>	<b>\$2,013,388.51</b>	<b>\$1,064,735.29</b>	<b>\$948,653.22</b>	<b>89.10 %</b>
<b>LIABILITIES AND EQUITY</b>				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 Accounts Payable	48,574.78	16,072.39	32,502.39	202.23 %
<b>Total Accounts Payable</b>	<b>\$48,574.78</b>	<b>\$16,072.39</b>	<b>\$32,502.39</b>	<b>202.23 %</b>
Other Current Liabilities				
2100 Accrued Expenses	1,970.00	0.00	1,970.00	
2300 Loan Payable	0.00	3,558.74	-3,558.74	-100.00 %
Payroll Liabilities	0.00	0.00	0.00	
2230 CA SUI / ETT	80.60	234.77	-154.17	-65.67 %
2240 FUTA Payable	189.00	116.80	72.20	61.82 %
2270 Accrued Payroll	13,363.08	10,880.78	2,482.30	22.81 %
2275 Accrued PTO	11,865.60	7,941.71	3,923.89	49.41 %
<b>Total Payroll Liabilities</b>	<b>25,498.28</b>	<b>19,174.06</b>	<b>6,324.22</b>	<b>32.98 %</b>
<b>Total Other Current Liabilities</b>	<b>\$27,468.28</b>	<b>\$22,732.80</b>	<b>\$4,735.48</b>	<b>20.83 %</b>
<b>Total Current Liabilities</b>	<b>\$76,043.06</b>	<b>\$38,805.19</b>	<b>\$37,237.87</b>	<b>95.96 %</b>
<b>Total Liabilities</b>	<b>\$76,043.06</b>	<b>\$38,805.19</b>	<b>\$37,237.87</b>	<b>95.96 %</b>
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	306,653.28	526,659.18	-220,005.90	-41.77 %
<b>Total Equity</b>	<b>\$1,937,345.45</b>	<b>\$1,025,930.10</b>	<b>\$911,415.35</b>	<b>88.84 %</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$2,013,388.51</b>	<b>\$1,064,735.29</b>	<b>\$948,653.22</b>	<b>89.10 %</b>

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

	May 2022				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
<b>Income</b>								
4030 County BID	79,706	79,706	0	100.00%	993,898	876,766	117,132	113.36%
4031 County BID adjustments		0	0		74,073	0	74,073	
4035 County 50% Match	39,583	39,853	-270	99.32%	435,413	438,383	-2,970	99.32%
4050 NCTC Administration	4,869		4,869		15,447	0	15,447	
Other Income			0		61,622	0	61,622	
<b>Total Income</b>	<b>\$ 124,158</b>	<b>\$ 119,559</b>	<b>\$ 4,599</b>	<b>103.85%</b>	<b>\$ 1,580,452</b>	<b>\$ 1,315,149</b>	<b>\$ 265,303</b>	<b>120.17%</b>
<b>Gross Profit</b>	<b>\$ 124,158</b>	<b>\$ 119,559</b>	<b>\$ 4,599</b>	<b>103.85%</b>	<b>\$ 1,580,452</b>	<b>\$ 1,315,149</b>	<b>\$ 265,303</b>	<b>120.17%</b>
<b>Expenses</b>								
1- MEDIA & WEBSITE	89,838	85,170	4,668	105.48%	696,994	957,403	-260,408	72.80%
2- VISITOR SVS / PARTNERSHIPS	14,334	25,368	-11,033	56.51%	128,479	226,352	-97,873	56.76%
3- ADMIN EXPENSES	11,230	10,110	1,120	111.08%	129,406	115,080	14,326	112.45%
4- PERSONNEL	34,514	40,371	-5,857	85.49%	318,703	357,592	-38,889	89.12%
<b>Total Expenses</b>	<b>\$ 149,916</b>	<b>\$ 161,019</b>	<b>\$ -11,103</b>	<b>93.10%</b>	<b>\$ 1,273,582</b>	<b>\$ 1,656,426</b>	<b>\$ -382,844</b>	<b>76.89%</b>
<b>Net Operating Income</b>	<b>\$ -25,759</b>	<b>\$ -41,460</b>	<b>\$ 15,701</b>	<b>62.13%</b>	<b>\$ 306,870</b>	<b>\$ -341,277</b>	<b>\$ 648,147</b>	<b>-89.92%</b>
<b>Other Expenses</b>								
9010 Gain/Loss on Sale of Asset			0		217	0	217	
<b>Total Other Expenses</b>	<b>\$ 0</b>	<b>\$ 0</b>	<b>\$ 0</b>		<b>\$ 217</b>	<b>\$ 0</b>	<b>\$ 217</b>	
<b>Net Other Income</b>	<b>\$ 0</b>	<b>\$ 0</b>	<b>\$ 0</b>		<b>\$ -217</b>	<b>\$ 0</b>	<b>\$ -217</b>	
<b>Net Income</b>	<b>\$ -25,759</b>	<b>\$ -41,460</b>	<b>\$ 15,701</b>	<b>62.13%</b>	<b>\$ 306,653</b>	<b>\$ -341,277</b>	<b>\$ 647,931</b>	<b>-89.85%</b>

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

	May 2022				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
<b>Income</b>								
4030 County BID	79,706	79,706	0	100.00%	993,898	876,766	117,132	113.36%
4031 County BID adjustments		0	0		74,073	0	74,073	
4035 County 50% Match	39,583	39,853	-270	99.32%	435,413	438,383	-2,970	99.32%
4050 NCTC Administration	4,869		4,869		15,447	0	15,447	
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	
<b>Total Income</b>	<b>\$ 124,158</b>	<b>\$ 119,559</b>	<b>\$ 4,599</b>	<b>103.85%</b>	<b>\$ 1,580,452</b>	<b>\$ 1,315,149</b>	<b>\$ 265,303</b>	<b>120.17%</b>
<b>Gross Profit</b>	<b>\$ 124,158</b>	<b>\$ 119,559</b>	<b>\$ 4,599</b>	<b>103.85%</b>	<b>\$ 1,580,452</b>	<b>\$ 1,315,149</b>	<b>\$ 265,303</b>	<b>120.17%</b>
<b>Expenses</b>								
1- MEDIA & WEBSITE			0		0	0	0	
50 Advertising / Media			0		0	0	0	
5130 Print & Online Advertising	42,199	40,653	1,546	103.80%	378,910	447,186	-68,276	84.73%
5150 Ad Development/Design	1,000	1,000	0	100.00%	11,420	11,000	420	103.82%
5170 Photography		500	-500	0.00%	0	5,500	-5,500	0.00%
5240 Research & Development	3,000	5,222	-2,222	57.45%	48,060	62,778	-14,718	76.56%
5280 Video Development		1,667	-1,667	0.00%	8,511	18,333	-9,822	46.42%
5290 Marketing Contingency		1,000	-1,000	0.00%	588	11,000	-10,412	5.34%
Total 50 Advertising / Media	\$ 46,199	\$ 50,042	\$ -3,843	92.32%	\$ 447,489	\$ 555,797	\$ -108,308	80.51%
55 Marketing / Public Relations			0		0	0	0	
5510 Public Relations Contract	12,533	8,683	3,850	144.34%	97,191	95,517	1,674	101.75%
5520 Marketing Agency Contract		9,333	-9,333	0.00%	0	102,667	-102,667	0.00%
5540 Clipping Service	648	1,000	-352	64.80%	7,128	11,000	-3,872	64.80%
5550 In-Market PR Stunts		667	-667	0.00%	1,616	7,333	-5,717	22.03%
5560 Media Events		250	-250	0.00%	1,015	9,250	-8,235	10.98%
5610 Travel -PR Related	650	778	-128	83.54%	6,354	8,555	-2,201	74.27%
5680 Visiting Media FAM Expenses	2,331	500	1,831	466.12%	10,368	5,500	4,868	188.52%
Total 55 Marketing / Public Relations	\$ 16,162	\$ 21,211	\$ -5,050	76.19%	\$ 123,672	\$ 239,822	\$ -116,150	51.57%
57 Website Maint / Development			0		0	0	0	
5710 Interactive Media Coordinator	2,500	2,500	0	100.00%	27,500	27,500	0	100.00%
5740 Content Creation		1,500	-1,500	0.00%	0	16,500	-16,500	0.00%
5750 Development/ Maintenance	20,915	5,667	15,248	369.07%	79,835	62,333	17,502	128.08%
5780 Interactive Marketing	30	100	-70	29.95%	329	1,100	-771	29.95%
Total 57 Website Maint / Development	\$ 23,445	\$ 9,767	\$ 13,678	240.04%	\$ 107,664	\$ 107,433	\$ 231	100.22%
58 Leisure / Group Sales			0		0	0	0	
5810 Promotion Items, Booth Develop	852	3,650	-2,798	23.36%	4,221	11,450	-7,229	36.87%
5820 Consumer & Trade Shows	2,800	0	2,800		6,370	14,450	-8,080	44.08%
5840 State Fair Exhibit		0	0		0	2,000	-2,000	0.00%
5870 Shipping - Travel Shows		0	0		26	2,500	-2,474	1.03%

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

	May 2022				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
5880 Travel - Leisure/Group Sales	379	0	379		7,522	14,450	-6,929	52.05%
5885 Travel - Group FAMs		0	0		30	4,000	-3,970	0.75%
5890 Misc. Sales Opportunities		500	-500	0.00%	0	5,500	-5,500	0.00%
<b>Total 58 Leisure / Group Sales</b>	<b>\$ 4,032</b>	<b>\$ 4,150</b>	<b>\$ -118</b>	<b>97.15%</b>	<b>\$ 18,168</b>	<b>\$ 54,350</b>	<b>\$ -36,182</b>	<b>33.43%</b>
<b>Total 1- MEDIA &amp; WEBSITE</b>	<b>\$ 89,838</b>	<b>\$ 85,170</b>	<b>\$ 4,668</b>	<b>105.48%</b>	<b>\$ 696,994</b>	<b>\$ 957,403</b>	<b>\$ -260,408</b>	<b>72.80%</b>
<b>2- VISITOR SVS / PARTNERSHIPS</b>			0		0	0	0	
Partnerships			0		0	0	0	
6550 Conferences & Seminars	4,057	2,705	1,352	149.99%	17,200	24,590	-7,390	69.95%
6555 Conferences & Seminars Travel			0		7	0	7	
6570 In-County Relations	85	875	-790	9.70%	3,228	9,425	-6,197	34.25%
6575 Stakeholder Networking	101	708	-607	14.26%	388	7,042	-6,654	5.51%
6590 Memberships	2,013	1,400	613	143.75%	5,980	7,475	-1,495	80.00%
6610 North Coast Tourism Council	5,671	917	4,754	618.65%	25,311	10,083	15,228	251.02%
<b>Total Partnerships</b>	<b>\$ 11,926</b>	<b>\$ 6,605</b>	<b>\$ 5,322</b>	<b>180.58%</b>	<b>\$ 52,114</b>	<b>\$ 58,615</b>	<b>\$ -6,501</b>	<b>88.91%</b>
Visitor Services			0		0	0	0	
6720 Event & Festival Guides	1,584	3,667	-2,083	43.20%	39,750	40,333	-583	98.55%
6730 Incentives & Sponsorships	624	2,041	-1,417	30.57%	21,565	20,459	1,106	105.41%
6770 Visitor Centers & Signage	200	13,055	-12,855	1.53%	15,050	106,945	-91,895	14.07%
<b>Total Visitor Services</b>	<b>\$ 2,408</b>	<b>\$ 18,763</b>	<b>\$ -16,355</b>	<b>12.83%</b>	<b>\$ 76,365</b>	<b>\$ 167,737</b>	<b>\$ -91,372</b>	<b>45.53%</b>
<b>Total 2- VISITOR SVS / PARTNERSHIPS</b>	<b>\$ 14,334</b>	<b>\$ 25,368</b>	<b>\$ -11,033</b>	<b>56.51%</b>	<b>\$ 128,479</b>	<b>\$ 226,352</b>	<b>\$ -97,873</b>	<b>56.76%</b>
<b>3- ADMIN EXPENSES</b>			0		0	0	0	
General Admin			0		0	0	0	
7010 Accounting	3,940	2,000	1,940	197.00%	30,370	29,000	1,370	104.72%
7060 Bank Fees	6	50	-44	12.10%	208	550	-342	37.84%
7080 Board Development		420	-420	0.00%	2,955	3,465	-510	85.28%
7090 Copying & Printing		200	-200	0.00%	507	2,200	-1,693	23.05%
7100 Dues & Subscriptions	1,148	960	188	119.56%	20,073	10,560	9,513	190.09%
7130 Legal Fees		250	-250	0.00%	1,220	2,750	-1,530	44.36%
7140 Licenses & Permits		65	-65	0.00%	0	535	-535	0.00%
7150 Meeting Expenses	78	50	28	156.08%	656	550	106	119.21%
7200 Office Expense	352	1,230	-879	28.58%	10,221	10,170	51	100.50%
7210 Postage & Shipping	508	470	38	108.19%	3,215	5,170	-1,955	62.19%
7280 Travel Expenses	481	750	-269	64.16%	11,511	8,250	3,261	139.52%
<b>Total General Admin</b>	<b>\$ 6,513</b>	<b>\$ 6,445</b>	<b>\$ 68</b>	<b>101.06%</b>	<b>\$ 80,936</b>	<b>\$ 73,200</b>	<b>\$ 7,736</b>	<b>110.57%</b>
Occupancy Costs			0		0	0	0	
7650 Rent	1,956	2,025	-69	96.59%	21,217	20,925	292	101.40%
7660 Insurance	223	0	223		2,396	2,250	146	106.49%
7850 Repairs & Maintenance	475	460	15	103.25%	4,134	5,660	-1,526	73.05%
7890 Taxes		0	0		81	65	16	124.18%
7910 Telecommunication	904	450	454	200.78%	8,795	4,950	3,845	177.68%

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

	May 2022				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
7950 Utilities	579	730	-151	79.28%	6,390	8,030	-1,640	79.58%
7990 Depreciation Expense	581		581		5,457	0	5,457	
Total Occupancy Costs	\$ 4,717	\$ 3,665	\$ 1,052	128.71%	\$ 48,470	\$ 41,880	\$ 6,590	115.74%
Total 3- ADMIN EXPENSES	\$ 11,230	\$ 10,110	\$ 1,120	111.08%	\$ 129,406	\$ 115,080	\$ 14,326	112.45%
4- PERSONNEL			0		0	0	0	
8510 Salaries & Wages	19,175	22,787	-3,612	84.15%	237,897	240,546	-2,649	98.90%
8520 Paid Time Off	682	1,930	-1,248	35.35%	9,864	17,583	-7,719	56.10%
8530 Payroll Taxes	1,923	1,989	-66	96.68%	22,763	20,365	2,398	111.78%
8540 Payroll Processing Fees		85	-85	0.00%	0	1,655	-1,655	0.00%
8550 Workers Comp	205	195	10	105.13%	-690	5,062	-5,752	-13.63%
8570 Health Insurance Allowance	2,200	2,035	165	108.11%	20,200	21,380	-1,180	94.48%
8580 Other Employee Benefits		0	0		240	200	40	119.83%
8590 Contract Work	10,328	11,150	-822	92.63%	28,135	49,800	-21,665	56.50%
8615 Employee Recruitment		200	-200	0.00%	294	1,000	-706	29.44%
Total 4- PERSONNEL	\$ 34,514	\$ 40,371	\$ -5,857	85.49%	\$ 318,703	\$ 357,592	\$ -38,889	89.12%
Total Expenses	\$ 149,916	\$ 161,019	\$ -11,103	93.10%	\$ 1,273,582	\$ 1,656,426	\$ -382,844	76.89%
Net Operating Income	\$ -25,759	\$ -41,460	\$ 15,701	62.13%	\$ 306,870	\$ -341,277	\$ 648,147	-89.92%
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	\$ -25,759	\$ -41,460	\$ 15,701	62.13%	\$ 306,653	\$ -341,277	\$ 647,931	-89.85%

# Mendocino County Tourism Commission

## Statement of Cash Flows

July 2021 - May 2022

	TOTAL
<b>OPERATING ACTIVITIES</b>	
Net Income	306,653.28
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1100 Accounts Receivable	362,841.89
1230 Prepaid Expenses	-11,998.80
2000 Accounts Payable	19,256.62
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	-473.06
2240 Payroll Liabilities:FUTA Payable	41.34
2270 Payroll Liabilities:Accrued Payroll	2,806.89
2275 Payroll Liabilities:Accrued PTO	2,767.26
Direct Deposit Payable	0.00
<b>Total Adjustments to reconcile Net Income to Net Cash provided by operations:</b>	<b>377,212.14</b>
<b>Net cash provided by operating activities</b>	<b>\$683,865.42</b>
<b>INVESTING ACTIVITIES</b>	
1510 Furniture and Equipment	-5,866.19
1600 Accumulated Depreciation	4,775.00
<b>Net cash provided by investing activities</b>	<b>\$ -1,091.19</b>
<b>FINANCING ACTIVITIES</b>	
3100 Contingency-Restricted	34,972.26
3900 Unrestricted Net Assets (RE)	-34,972.26
<b>Net cash provided by financing activities</b>	<b>\$0.00</b>
<b>NET CASH INCREASE FOR PERIOD</b>	<b>\$682,774.23</b>
Cash at beginning of period	842,224.84
<b>CASH AT END OF PERIOD</b>	<b>\$1,524,999.07</b>

# Mendocino County Tourism Commission

## Profit and Loss Comparison

May 2022

	TOTAL			
	MAY 2022	MAY 2021 (PY)	CHANGE	% CHANGE
<b>Income</b>				
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 %
4050 NCTC Administration	4,868.52		4,868.52	
<b>Total Income</b>	<b>\$124,157.52</b>	<b>\$81,011.00</b>	<b>\$43,146.52</b>	<b>53.26 %</b>
<b>GROSS PROFIT</b>	<b>\$124,157.52</b>	<b>\$81,011.00</b>	<b>\$43,146.52</b>	<b>53.26 %</b>
<b>Expenses</b>				
<b>1- MEDIA &amp; WEBSITE</b>				
<b>50 Advertising / Media</b>				
5130 Print & Online Advertising	42,199.48	19,197.12	23,002.36	119.82 %
5150 Ad Development/Design	1,000.00	1,000.00	0.00	0.00 %
5240 Research & Development	3,000.00		3,000.00	
<b>Total 50 Advertising / Media</b>	<b>46,199.48</b>	<b>20,197.12</b>	<b>26,002.36</b>	<b>128.74 %</b>
<b>55 Marketing / Public Relations</b>				
5510 Public Relations Contract	12,533.24	7,500.00	5,033.24	67.11 %
5540 Clipping Service	648.00	612.36	35.64	5.82 %
5610 Travel -PR Related	649.91		649.91	
5680 Visiting Media FAM Expenses	2,330.59		2,330.59	
<b>Total 55 Marketing / Public Relations</b>	<b>16,161.74</b>	<b>8,112.36</b>	<b>8,049.38</b>	<b>99.22 %</b>
<b>57 Website Maint / Development</b>				
5710 Interactive Media Coordinator	2,500.00	2,500.00	0.00	0.00 %
5750 Development/ Maintenance	20,915.22	690.76	20,224.46	2,927.86 %
5780 Interactive Marketing	29.95	29.95	0.00	0.00 %
<b>Total 57 Website Maint / Development</b>	<b>23,445.17</b>	<b>3,220.71</b>	<b>20,224.46</b>	<b>627.95 %</b>
<b>58 Leisure / Group Sales</b>				
5810 Promotion Items, Booth Develop	852.49	0.00	852.49	
5820 Consumer & Trade Shows	2,800.00		2,800.00	
5880 Travel - Leisure/Group Sales	379.17		379.17	
5885 Travel - Group FAMs		64.19	-64.19	-100.00 %
5890 Misc. Sales Opportunities		52.50	-52.50	-100.00 %
<b>Total 58 Leisure / Group Sales</b>	<b>4,031.66</b>	<b>116.69</b>	<b>3,914.97</b>	<b>3,355.02 %</b>
<b>Total 1- MEDIA &amp; WEBSITE</b>	<b>89,838.05</b>	<b>31,646.88</b>	<b>58,191.17</b>	<b>183.88 %</b>

# Mendocino County Tourism Commission

## Profit and Loss Comparison

May 2022

	TOTAL			
	MAY 2022	MAY 2021 (PY)	CHANGE	% CHANGE
<b>2- VISITOR SVS / PARTNERSHIPS</b>				
Partnerships				
6550 Conferences & Seminars	4,057.13		4,057.13	
6570 In-County Relations	84.88	106.30	-21.42	-20.15 %
6575 Stakeholder Networking	100.97		100.97	
6590 Memberships	2,012.50		2,012.50	
6610 North Coast Tourism Council	5,670.96	-416.66	6,087.62	1,461.05 %
<b>Total Partnerships</b>	<b>11,926.44</b>	<b>-310.36</b>	<b>12,236.80</b>	<b>3,942.78 %</b>
Visitor Services				
6720 Event & Festival Guides	1,584.03		1,584.03	
6730 Incentives & Sponsorships	624.00	486.00	138.00	28.40 %
6770 Visitor Centers & Signage	200.00	200.00	0.00	0.00 %
<b>Total Visitor Services</b>	<b>2,408.03</b>	<b>686.00</b>	<b>1,722.03</b>	<b>251.02 %</b>
<b>Total 2- VISITOR SVS / PARTNERSHIPS</b>	<b>14,334.47</b>	<b>375.64</b>	<b>13,958.83</b>	<b>3,716.01 %</b>
<b>3- ADMIN EXPENSES</b>				
General Admin				
7010 Accounting	3,940.00	1,905.00	2,035.00	106.82 %
7060 Bank Fees	6.05	85.00	-78.95	-92.88 %
7090 Copying & Printing		105.15	-105.15	-100.00 %
7100 Dues & Subscriptions	1,147.82	1,583.38	-435.56	-27.51 %
7140 Licenses & Permits		25.00	-25.00	-100.00 %
7150 Meeting Expenses	78.04	242.62	-164.58	-67.83 %
7200 Office Expense	351.50	4,796.60	-4,445.10	-92.67 %
7210 Postage & Shipping	508.49	67.39	441.10	654.55 %
7280 Travel Expenses	481.20	696.84	-215.64	-30.95 %
<b>Total General Admin</b>	<b>6,513.10</b>	<b>9,506.98</b>	<b>-2,993.88</b>	<b>-31.49 %</b>
Occupancy Costs				
7650 Rent	1,956.00	2,631.33	-675.33	-25.66 %
7660 Insurance	223.00	216.66	6.34	2.93 %
7850 Repairs & Maintenance	474.95	599.95	-125.00	-20.84 %
7910 Telecommunication	903.52	772.49	131.03	16.96 %
7950 Utilities	578.76	549.38	29.38	5.35 %
7990 Depreciation Expense	581.00	362.00	219.00	60.50 %
<b>Total Occupancy Costs</b>	<b>4,717.23</b>	<b>5,131.81</b>	<b>-414.58</b>	<b>-8.08 %</b>
<b>Total 3- ADMIN EXPENSES</b>	<b>11,230.33</b>	<b>14,638.79</b>	<b>-3,408.46</b>	<b>-23.28 %</b>
<b>4- PERSONNEL</b>				
8510 Salaries & Wages	19,174.94	18,335.43	839.51	4.58 %
8520 Paid Time Off	682.27	661.95	20.32	3.07 %
8530 Payroll Taxes	1,922.98	1,870.74	52.24	2.79 %



# Mendocino County Tourism Commission

## Profit and Loss Comparison

May 2022

	TOTAL			
	MAY 2022	MAY 2021 (PY)	CHANGE	% CHANGE
8550 Workers Comp	205.00	436.75	-231.75	-53.06 %
8570 Health Insurance Allowance	2,200.00	1,200.00	1,000.00	83.33 %
8590 Contract Work	10,328.34	250.00	10,078.34	4,031.34 %
<b>Total 4- PERSONNEL</b>	<b>34,513.53</b>	<b>22,754.87</b>	<b>11,758.66</b>	<b>51.68 %</b>
<b>Total Expenses</b>	<b>\$149,916.38</b>	<b>\$69,416.18</b>	<b>\$80,500.20</b>	<b>115.97 %</b>
NET OPERATING INCOME	<b>\$ -25,758.86</b>	<b>\$11,594.82</b>	<b>\$ -37,353.68</b>	<b>-322.16 %</b>
Other Income				
9000 SBA PPP Funding		16,978.76	-16,978.76	-100.00 %
<b>Total Other Income</b>	<b>\$0.00</b>	<b>\$16,978.76</b>	<b>\$ -16,978.76</b>	<b>-100.00 %</b>
NET OTHER INCOME	<b>\$0.00</b>	<b>\$16,978.76</b>	<b>\$ -16,978.76</b>	<b>-100.00 %</b>
NET INCOME	<b>\$ -25,758.86</b>	<b>\$28,573.58</b>	<b>\$ -54,332.44</b>	<b>-190.15 %</b>

# Mendocino County Tourism Commission

## Profit and Loss Comparison

July 2021 - May 2022

	TOTAL			
	JUL 2021 - MAY 2022	JUL 2020 - MAY 2021 (PY)	CHANGE	% CHANGE
<b>Income</b>				
4030 County BID	993,898.00	518,100.00	475,798.00	91.84 %
4031 County BID adjustments	74,072.60	202,859.94	-128,787.34	-63.49 %
4035 County 50% Match	435,413.00	373,031.00	62,382.00	16.72 %
4050 NCTC Administration	15,446.89	1,409.68	14,037.21	995.77 %
<b>Other Income</b>				
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 %
<b>Total Other Income</b>	<b>61,621.70</b>	<b>2,035.65</b>	<b>59,586.05</b>	<b>2,927.13 %</b>
<b>Total Income</b>	<b>\$1,580,452.19</b>	<b>\$1,097,436.27</b>	<b>\$483,015.92</b>	<b>44.01 %</b>
<b>GROSS PROFIT</b>	<b>\$1,580,452.19</b>	<b>\$1,097,436.27</b>	<b>\$483,015.92</b>	<b>44.01 %</b>
<b>Expenses</b>				
<b>1- MEDIA &amp; WEBSITE</b>				
<b>50 Advertising / Media</b>				
5130 Print & Online Advertising	378,910.27	84,925.81	293,984.46	346.17 %
5150 Ad Development/Design	11,420.00	5,454.05	5,965.95	109.39 %
5170 Photography		172.69	-172.69	-100.00 %
5240 Research & Development	48,060.00	9,810.00	38,250.00	389.91 %
5280 Video Development	8,510.87		8,510.87	
5290 Marketing Contingency	587.93		587.93	
<b>Total 50 Advertising / Media</b>	<b>447,489.07</b>	<b>100,362.55</b>	<b>347,126.52</b>	<b>345.87 %</b>
<b>55 Marketing / Public Relations</b>				
5510 Public Relations Contract	97,190.84	82,500.00	14,690.84	17.81 %
5540 Clipping Service	7,128.00	7,315.84	-187.84	-2.57 %
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	6,354.12	-274.34	6,628.46	2,416.15 %
5680 Visiting Media FAM Expenses	10,368.44	7,741.13	2,627.31	33.94 %
<b>Total 55 Marketing / Public Relations</b>	<b>123,672.34</b>	<b>99,843.63</b>	<b>23,828.71</b>	<b>23.87 %</b>
<b>57 Website Maint / Development</b>				
5710 Interactive Media Coordinator	27,500.00	25,000.00	2,500.00	10.00 %
5740 Content Creation		146.45	-146.45	-100.00 %
5750 Development/ Maintenance	79,835.00	10,500.74	69,334.26	660.28 %
5780 Interactive Marketing	329.45	5,304.48	-4,975.03	-93.79 %
<b>Total 57 Website Maint / Development</b>	<b>107,664.45</b>	<b>40,951.67</b>	<b>66,712.78</b>	<b>162.91 %</b>

# Mendocino County Tourism Commission

## Profit and Loss Comparison

July 2021 - May 2022

	TOTAL			
	JUL 2021 - MAY 2022	JUL 2020 - MAY 2021 (PY)	CHANGE	% CHANGE
<b>58 Leisure / Group Sales</b>				
5810 Promotion Items, Booth Develop	4,221.23	261.32	3,959.91	1,515.35 %
5820 Consumer & Trade Shows	6,370.00	130.00	6,240.00	4,800.00 %
5870 Shipping - Travel Shows	25.73	2,130.28	-2,104.55	-98.79 %
5880 Travel - Leisure/Group Sales	7,521.50	-1,967.22	9,488.72	482.34 %
5885 Travel - Group FAMs	30.00	64.19	-34.19	-53.26 %
5890 Misc. Sales Opportunities		52.50	-52.50	-100.00 %
<b>Total 58 Leisure / Group Sales</b>	<b>18,168.46</b>	<b>671.07</b>	<b>17,497.39</b>	<b>2,607.39 %</b>
<b>Total 1- MEDIA &amp; WEBSITE</b>	<b>696,994.32</b>	<b>241,828.92</b>	<b>455,165.40</b>	<b>188.22 %</b>
<b>2- VISITOR SVS / PARTNERSHIPS</b>				
Partnerships				
6550 Conferences & Seminars	17,200.24		17,200.24	
6555 Conferences & Seminars Travel	6.80		6.80	
6570 In-County Relations	3,228.16	3,331.74	-103.58	-3.11 %
6575 Stakeholder Networking	388.30		388.30	
6590 Memberships	5,980.00	3,787.50	2,192.50	57.89 %
6610 North Coast Tourism Council	25,310.94	6,409.68	18,901.26	294.89 %
<b>Total Partnerships</b>	<b>52,114.44</b>	<b>13,528.92</b>	<b>38,585.52</b>	<b>285.21 %</b>
Visitor Services				
6720 Event & Festival Guides	39,749.67	6,387.13	33,362.54	522.34 %
6730 Incentives & Sponsorships	21,565.00	19,152.25	2,412.75	12.60 %
6770 Visitor Centers & Signage	15,050.00	2,246.70	12,803.30	569.87 %
<b>Total Visitor Services</b>	<b>76,364.67</b>	<b>27,786.08</b>	<b>48,578.59</b>	<b>174.83 %</b>
<b>Total 2- VISITOR SVS / PARTNERSHIPS</b>	<b>128,479.11</b>	<b>41,315.00</b>	<b>87,164.11</b>	<b>210.97 %</b>
<b>3- ADMIN EXPENSES</b>				
General Admin				
7010 Accounting	30,370.00	30,505.00	-135.00	-0.44 %
7060 Bank Fees	208.13	213.00	-4.87	-2.29 %
7080 Board Development	2,954.79	21,293.60	-18,338.81	-86.12 %
7090 Copying & Printing	507.20	1,210.38	-703.18	-58.10 %
7100 Dues & Subscriptions	20,073.19	16,584.10	3,489.09	21.04 %
7130 Legal Fees	1,219.98	1,896.00	-676.02	-35.66 %
7140 Licenses & Permits		25.00	-25.00	-100.00 %
7150 Meeting Expenses	655.64	510.54	145.10	28.42 %
7200 Office Expense	10,221.29	8,577.52	1,643.77	19.16 %
7210 Postage & Shipping	3,215.37	506.83	2,708.54	534.41 %
7280 Travel Expenses	11,510.64	3,923.01	7,587.63	193.41 %
<b>Total General Admin</b>	<b>80,936.23</b>	<b>85,244.98</b>	<b>-4,308.75</b>	<b>-5.05 %</b>

# Mendocino County Tourism Commission

## Profit and Loss Comparison

July 2021 - May 2022

	TOTAL			
	JUL 2021 - MAY 2022	JUL 2020 - MAY 2021 (PY)	CHANGE	% CHANGE
<b>Occupancy Costs</b>				
7650 Rent	21,217.00	26,131.33	-4,914.33	-18.81 %
7660 Insurance	2,396.00	2,483.08	-87.08	-3.51 %
7850 Repairs & Maintenance	4,134.45	5,785.49	-1,651.04	-28.54 %
7890 Taxes	80.72	124.18	-43.46	-35.00 %
7910 Telecommunication	8,795.00	8,454.76	340.24	4.02 %
7950 Utilities	6,389.86	6,550.48	-160.62	-2.45 %
7990 Depreciation Expense	5,457.00	4,238.36	1,218.64	28.75 %
<b>Total Occupancy Costs</b>	<b>48,470.03</b>	<b>53,767.68</b>	<b>-5,297.65</b>	<b>-9.85 %</b>
<b>Total 3- ADMIN EXPENSES</b>	<b>129,406.26</b>	<b>139,012.66</b>	<b>-9,606.40</b>	<b>-6.91 %</b>
<b>4- PERSONNEL</b>				
8510 Salaries & Wages	237,897.38	146,104.60	91,792.78	62.83 %
8515 Bereavement Pay		1,188.46	-1,188.46	-100.00 %
8520 Paid Time Off	9,863.91	6,150.21	3,713.70	60.38 %
8530 Payroll Taxes	22,762.81	14,256.00	8,506.81	59.67 %
8540 Payroll Processing Fees		824.00	-824.00	-100.00 %
8550 Workers Comp	-690.00	2,479.25	-3,169.25	-127.83 %
8570 Health Insurance Allowance	20,200.00	13,200.00	7,000.00	53.03 %
8580 Other Employee Benefits	239.65		239.65	
8590 Contract Work	28,134.60	4,149.25	23,985.35	578.06 %
8615 Employee Recruitment	294.35		294.35	
<b>Total 4- PERSONNEL</b>	<b>318,702.70</b>	<b>188,351.77</b>	<b>130,350.93</b>	<b>69.21 %</b>
<b>Total Expenses</b>	<b>\$1,273,582.39</b>	<b>\$610,508.35</b>	<b>\$663,074.04</b>	<b>108.61 %</b>
<b>NET OPERATING INCOME</b>	<b>\$306,869.80</b>	<b>\$486,927.92</b>	<b>\$ -180,058.12</b>	<b>-36.98 %</b>
<b>Other Income</b>				
9000 SBA PPP Funding		39,731.26	-39,731.26	-100.00 %
<b>Total Other Income</b>	<b>\$0.00</b>	<b>\$39,731.26</b>	<b>\$ -39,731.26</b>	<b>-100.00 %</b>
<b>Other Expenses</b>				
9010 Gain/Loss on Sale of Asset	216.52		216.52	
<b>Total Other Expenses</b>	<b>\$216.52</b>	<b>\$0.00</b>	<b>\$216.52</b>	<b>0.00%</b>
<b>NET OTHER INCOME</b>	<b>\$ -216.52</b>	<b>\$39,731.26</b>	<b>\$ -39,947.78</b>	<b>-100.54 %</b>
<b>NET INCOME</b>	<b>\$306,653.28</b>	<b>\$526,659.18</b>	<b>\$ -220,005.90</b>	<b>-41.77 %</b>