

Mendocino County Tourism Commission

BALANCE SHEET COMPARISON

As of June 30, 2020

	TOTAL			
	AS OF JUN 30, 2020	AS OF JUN 30, 2019 (PY)	CHANGE	% CHANGE
ASSETS				
Current Assets				
Bank Accounts				
1005 SBMC Checking	104,492.85		104,492.85	
1010 SBMC Savings	100,002.74		100,002.74	
1015 MLCU Checking	58,581.58	68,521.47	-9,939.89	-14.51 %
1020 MLCU Savings	58,424.28	153,219.36	-94,795.08	-61.87 %
1030 Cash drawer	100.00	100.00	0.00	0.00 %
Total Bank Accounts	\$321,601.45	\$221,840.83	\$99,760.62	44.97 %
Accounts Receivable				
1100 Accounts Receivable	213,513.60	302,589.40	-89,075.80	-29.44 %
Total Accounts Receivable	\$213,513.60	\$302,589.40	\$ -89,075.80	-29.44 %
Other Current Assets				
1230 Prepaid Expenses	9,461.67	15,041.31	-5,579.64	-37.10 %
1250 Refundable Deposits	4,150.00	4,168.00	-18.00	-0.43 %
1270 Receivable Other	12,700.00	0.00	12,700.00	
Total Other Current Assets	\$26,311.67	\$19,209.31	\$7,102.36	36.97 %
Total Current Assets	\$561,426.72	\$543,639.54	\$17,787.18	3.27 %
Fixed Assets				
1510 Furniture and Equipment	23,198.95	61,789.14	-38,590.19	-62.45 %
1600 Accumulated Depreciation	-8,634.00	-48,670.78	40,036.78	82.26 %
Total Fixed Assets	\$14,564.95	\$13,118.36	\$1,446.59	11.03 %
TOTAL ASSETS	\$575,991.67	\$556,757.90	\$19,233.77	3.45 %

Mendocino County Tourism Commission

BALANCE SHEET COMPARISON

As of June 30, 2020

	TOTAL			
	AS OF JUN 30, 2020	AS OF JUN 30, 2019 (PY)	CHANGE	% CHANGE
LIABILITIES AND EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 Accounts Payable	10,449.82	50,749.05	-40,299.23	-79.41 %
Total Accounts Payable	\$10,449.82	\$50,749.05	\$ -40,299.23	-79.41 %
Other Current Liabilities				
2100 Accrued Expenses	3,840.00	0.00	3,840.00	
2150 Other Liabilities-County Match	20,328.08		20,328.08	
Payroll Liabilities				
2230 CA SUI / ETT	0.00	72.17	-72.17	-100.00 %
2240 FUTA Payable	0.00	8.17	-8.17	-100.00 %
2270 Accrued Payroll	7,264.27	11,714.17	-4,449.90	-37.99 %
2275 Accrued PTO	9,074.84	15,914.10	-6,839.26	-42.98 %
Total Payroll Liabilities	16,339.11	27,708.61	-11,369.50	-41.03 %
Total Other Current Liabilities	\$40,507.19	\$27,708.61	\$12,798.58	46.19 %
Total Current Liabilities	\$50,957.01	\$78,457.66	\$ -27,500.65	-35.05 %
Total Liabilities	\$50,957.01	\$78,457.66	\$ -27,500.65	-35.05 %
Equity				
3100 Contingency-Restricted	152,650.09	152,650.09	0.00	0.00 %
3900 Unrestricted Net Assets (RE)	325,650.15	461,594.98	-135,944.83	-29.45 %
Net Income	46,734.42	-135,944.83	182,679.25	134.38 %
Total Equity	\$525,034.66	\$478,300.24	\$46,734.42	9.77 %
TOTAL LIABILITIES AND EQUITY	\$575,991.67	\$556,757.90	\$19,233.77	3.45 %

Mendocino County Tourism Commission
Budget vs. Actuals: SUMMARY
 July 2019 - June 2020

	Jun 2020				Total				Annual Budget
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget	
Income									
4030 County BID	43,334.00	82,468.50	-39,134.50	52.55%	836,874.78	989,622.00	-152,747.22	84.57%	989,622.00
4031 County BID adjustments			0.00		-64,912.94	0.00	-64,912.94		0.00
4035 County 50% Match	47,398.37	41,237.00	6,161.37	114.94%	467,241.52	494,811.00	-27,569.48	94.43%	494,811.00
4040 County Admin Fee		-29,689.00	29,689.00	0.00%	0.00	-29,689.00	29,689.00	0.00%	-29,689.00
Other Income	7.54	240.00	-232.46	3.14%	5,207.66	4,120.00	1,087.66	126.40%	4,120.00
Total Income	\$ 90,739.91	\$ 94,256.50	\$ -3,516.59	96.27%	\$ 1,244,411.02	\$ 1,458,864.00	\$ -214,452.98	85.30%	\$ 1,458,864.00
Gross Profit	\$ 90,739.91	\$ 94,256.50	\$ -3,516.59	96.27%	\$ 1,244,411.02	\$ 1,458,864.00	\$ -214,452.98	85.30%	\$ 1,458,864.00
Expenses									
1- MEDIA & WEBSITE	22,363.02	63,715.00	-41,351.98	35.10%	586,861.82	799,221.00	-212,359.18	73.43%	799,221.00
2- VISITOR SVS / PARTNERSHIPS	10,136.75	13,408.25	-3,271.50	75.60%	107,344.61	151,400.00	-44,055.39	70.90%	151,400.00
3- ADMIN EXPENSES	3,478.13	10,014.00	-6,535.87	34.73%	122,696.49	131,500.00	-8,803.51	93.31%	131,500.00
4- PERSONNEL	16,605.50	39,485.00	-22,879.50	42.06%	380,773.68	476,743.00	-95,969.32	79.87%	476,743.00
Total Expenses	\$ 52,583.40	\$ 126,622.25	\$ -74,038.85	41.53%	\$ 1,197,676.60	\$ 1,558,864.00	\$ -361,187.40	76.83%	\$ 1,558,864.00
Net Operating Income	\$ 38,156.51	\$ -32,365.75	\$ 70,522.26	-117.89%	\$ 46,734.42	\$ -100,000.00	\$ 146,734.42	-46.73%	\$ -100,000.00
Net Income	\$ 38,156.51	\$ -32,365.75	\$ 70,522.26	-117.89%	\$ 46,734.42	\$ -100,000.00	\$ 146,734.42	-46.73%	\$ -100,000.00
Budget Adjustment									
Previous Year Carryover	0.00	8,333.34	-8,333.34	0.00%	0.00	100,000.00	-100,000.00	0.00%	100,000.00
BALANCE	\$ 38,156.51	\$ (24,032.41)	\$ 62,188.92	-158.77%	\$ 46,734.42	\$ -	\$ 46,734.42		0.00

Mendocino County Tourism Commission
Budget vs. Actuals: FY_2019_2020 - FY20 P&L
 July 2019 - June 2020

	Jun 2020				Total				Annual Budget
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget	
Income									
4030 County BID	43,334.00	82,468.50	-39,134.50	52.55%	836,874.78	989,622.00	-152,747.22	84.57%	989,622.00
4031 County BID adjustments			0.00		-64,912.94	0.00	-64,912.94		
4035 County 50% Match	47,398.37	41,237.00	6,161.37	114.94%	467,241.52	494,811.00	-27,569.48	94.43%	494,811.00
4040 County Admin Fee		-29,689.00	29,689.00	0.00%	0.00	-29,689.00	29,689.00	0.00%	-29,689.00
Other Income			0.00		0.00	0.00	0.00		
4830 Event Brochure Ads		230.00	-230.00	0.00%	2,700.00	4,000.00	-1,300.00	67.50%	4,000.00
4940 Misc. Income			0.00		2,300.00	0.00	2,300.00		
4950 Interest Income	7.54	10.00	-2.46	75.40%	207.66	120.00	87.66	173.05%	120.00
Total Other Income	\$ 7.54	\$ 240.00	\$ -232.46	3.14%	\$ 5,207.66	\$ 4,120.00	\$ 1,087.66	126.40%	\$ 4,120.00
Total Income	\$ 90,739.91	\$ 94,256.50	\$ -3,516.59	96.27%	\$ 1,244,411.02	\$ 1,458,864.00	\$ -214,452.98	85.30%	\$ 1,458,864.00
Gross Profit	\$ 90,739.91	\$ 94,256.50	\$ -3,516.59	96.27%	\$ 1,244,411.02	\$ 1,458,864.00	\$ -214,452.98	85.30%	\$ 1,458,864.00
Expenses									
1- MEDIA & WEBSITE									
50 Advertising / Media									
5130 Print & Online Advertising	171.34	29,268.00	-29,096.66	0.59%	248,375.89	351,216.00	-102,840.11	70.72%	351,216.00
5150 Ad Development/Design		125.00	-125.00	0.00%	9,085.00	10,000.00	-915.00	90.85%	10,000.00
5170 Photography		837.00	-837.00	0.00%	3,589.00	10,000.00	-6,411.00	35.89%	10,000.00
5240 Research & Development		1,500.00	-1,500.00	0.00%	5,060.00	20,000.00	-14,940.00	25.30%	20,000.00
5280 Video Development		1,105.00	-1,105.00	0.00%	21,018.62	32,505.00	-11,486.38	64.66%	32,505.00
5290 Marketing Contingency		837.00	-837.00	0.00%	3,398.00	10,000.00	-6,602.00	33.98%	10,000.00
Total 50 Advertising / Media	\$ 171.34	\$ 33,672.00	\$ -33,500.66	0.51%	\$ 290,526.51	\$ 433,721.00	\$ -143,194.49	66.98%	\$ 433,721.00
55 Marketing / Public Relations									
5510 Public Relations Contract	7,500.00	8,212.00	-712.00	91.33%	90,143.50	98,500.00	-8,356.50	91.52%	98,500.00
5520 Marketing Agency Contract	8,333.00	8,337.00	-4.00	99.95%	99,996.00	100,000.00	-4.00	100.00%	100,000.00
5540 Clipping Service	1,535.19	587.00	948.19	261.53%	6,065.74	7,000.00	-934.26	86.65%	7,000.00
5550 In-Market PR Stunts	215.75	250.00	-34.25	86.30%	2,349.87	3,000.00	-650.13	78.33%	3,000.00
5560 Media Events	271.85	288.00	-16.15	94.39%	2,750.52	3,500.00	-749.48	78.59%	3,500.00
5610 Travel -PR Related		837.00	-837.00	0.00%	4,312.73	10,000.00	-5,687.27	43.13%	10,000.00
5680 Visiting Media FAM Expenses		1,462.00	-1,462.00	0.00%	3,415.93	17,500.00	-14,084.07	19.52%	17,500.00
Total 55 Marketing / Public Relations	\$ 17,855.79	\$ 19,973.00	\$ -2,117.21	89.40%	\$ 209,034.29	\$ 239,500.00	\$ -30,465.71	87.28%	\$ 239,500.00
57 Website Maint / Development									
5710 Interactive Media Coordinator	2,500.00	2,500.00	0.00	100.00%	30,000.00	30,000.00	0.00	100.00%	30,000.00
5740 Content Creation		1,663.00	-1,663.00	0.00%	0.00	20,000.00	-20,000.00	0.00%	20,000.00
5750 Development/ Maintenance	1,656.00	1,663.00	-7.00	99.58%	19,865.38	20,000.00	-134.62	99.33%	20,000.00
5780 Interactive Marketing	179.89	212.00	-32.11	84.85%	1,191.00	2,500.00	-1,309.00	47.64%	2,500.00
Total 57 Website Maint / Development	\$ 4,335.89	\$ 6,038.00	\$ -1,702.11	71.81%	\$ 51,056.38	\$ 72,500.00	\$ -21,443.62	70.42%	\$ 72,500.00

Mendocino County Tourism Commission
Budget vs. Actuals: FY_2019_2020 - FY20 P&L
 July 2019 - June 2020

	Jun 2020				Total				Annual Budget
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget	
58 Leisure / Group Sales			0.00		0.00	0.00	0.00		
5810 Promotion Items, Booth Develop		0.00	0.00		7,489.18	5,000.00	2,489.18	149.78%	5,000.00
5820 Consumer & Trade Shows		1,081.00	-1,081.00	0.00%	7,410.75	13,000.00	-5,589.25	57.01%	13,000.00
5840 State Fair Exhibit		820.00	-820.00	0.00%	5,064.15	10,000.00	-4,935.85	50.64%	10,000.00
5870 Shipping - Travel Shows		288.00	-288.00	0.00%	4,389.82	3,500.00	889.82	125.42%	3,500.00
5880 Travel - Leisure/Group Sales		837.00	-837.00	0.00%	10,587.72	10,000.00	587.72	105.88%	10,000.00
5885 Travel - Group FAMs		837.00	-837.00	0.00%	805.00	10,000.00	-9,195.00	8.05%	10,000.00
5890 Misc. Sales Opportunities		169.00	-169.00	0.00%	498.02	2,000.00	-1,501.98	24.90%	2,000.00
Total 58 Leisure / Group Sales	\$ 0.00	\$ 4,032.00	\$ -4,032.00	0.00%	\$ 36,244.64	\$ 53,500.00	\$ -17,255.36	67.75%	\$ 53,500.00
Total 1- MEDIA & WEBSITE	\$ 22,363.02	\$ 63,715.00	\$ -41,351.98	35.10%	\$ 586,861.82	\$ 799,221.00	\$ -212,359.18	73.43%	\$ 799,221.00
2- VISITOR SVS / PARTNERSHIPS			0.00		0.00	0.00	0.00		
Partnerships			0.00		0.00	0.00	0.00		
6550 Conferences & Seminars		1,000.00	-1,000.00	0.00%	9,944.68	12,000.00	-2,055.32	82.87%	12,000.00
6570 In-County Relations		500.00	-500.00	0.00%	4,812.14	6,000.00	-1,187.86	80.20%	6,000.00
6590 Memberships	2,450.00	625.00	1,825.00	392.00%	5,408.00	8,000.00	-2,592.00	67.60%	8,000.00
6610 North Coast Tourism Council	1,833.25	1,833.25	0.00	100.00%	11,000.00	11,000.00	0.00	100.00%	11,000.00
Total Partnerships	\$ 4,283.25	\$ 3,958.25	\$ 325.00	108.21%	\$ 31,164.82	\$ 37,000.00	\$ -5,835.18	84.23%	\$ 37,000.00
Visitor Services			0.00		0.00	0.00	0.00		
6720 Event & Festival Guides	3,217.50	3,500.00	-282.50	91.93%	36,067.74	41,000.00	-4,932.26	87.97%	41,000.00
6730 Incentives & Sponsorships	2,436.00	5,950.00	-3,514.00	40.94%	31,921.00	71,400.00	-39,479.00	44.71%	71,400.00
6770 Visitor Centers & Signage	200.00	0.00	200.00		8,191.05	2,000.00	6,191.05	409.55%	2,000.00
Total Visitor Services	\$ 5,853.50	\$ 9,450.00	\$ -3,596.50	61.94%	\$ 76,179.79	\$ 114,400.00	\$ -38,220.21	66.59%	\$ 114,400.00
Total 2- VISITOR SVS / PARTNERSHIPS	\$ 10,136.75	\$ 13,408.25	\$ -3,271.50	75.60%	\$ 107,344.61	\$ 151,400.00	\$ -44,055.39	70.90%	\$ 151,400.00
3- ADMIN EXPENSES			0.00		0.00	0.00	0.00		
General Admin			0.00		0.00	0.00	0.00		
7010 Accounting	1,465.00	500.00	965.00	293.00%	19,107.16	14,000.00	5,107.16	136.48%	14,000.00
7060 Bank Fees		63.00	-63.00	0.00%	387.99	800.00	-412.01	48.50%	800.00
7080 Board Development		424.00	-424.00	0.00%	4,508.61	5,000.00	-491.39	90.17%	5,000.00
7090 Copying & Printing	153.80	163.00	-9.20	94.36%	1,945.66	2,000.00	-54.34	97.28%	2,000.00
7100 Dues & Subscriptions	836.59		836.59		11,506.11	0.00	11,506.11		
7130 Legal Fees		250.00	-250.00	0.00%	8,149.98	3,000.00	5,149.98	271.67%	3,000.00
7140 Licenses & Permits	5.00	0.00	5.00		120.00	100.00	20.00	120.00%	100.00
7150 Meeting Expenses		413.00	-413.00	0.00%	2,222.62	5,000.00	-2,777.38	44.45%	5,000.00
7200 Office Expense	473.47	1,250.00	-776.53	37.88%	4,911.48	15,000.00	-10,088.52	32.74%	15,000.00
7210 Postage & Shipping	55.10	1,250.00	-1,194.90	4.41%	1,593.84	15,000.00	-13,406.16	10.63%	15,000.00
7280 Travel Expenses	-30.22	1,413.00	-1,443.22	-2.14%	11,703.88	17,000.00	-5,296.12	68.85%	17,000.00
Total General Admin	\$ 2,958.74	\$ 5,726.00	\$ -2,767.26	51.67%	\$ 66,157.33	\$ 76,900.00	\$ -10,742.67	86.03%	\$ 76,900.00
Occupancy Costs			0.00		0.00	0.00	0.00		
7650 Rent	2,350.00	2,413.00	-63.00	97.39%	28,380.00	29,000.00	-620.00	97.86%	29,000.00

Mendocino County Tourism Commission
Budget vs. Actuals: FY_2019_2020 - FY20 P&L
 July 2019 - June 2020

	Jun 2020				Total				Annual Budget
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget	
7660 Insurance	227.75	0.00	227.75		2,809.56	3,000.00	-190.44	93.65%	3,000.00
7850 Repairs & Maintenance	259.95	288.00	-28.05	90.26%	4,654.67	3,500.00	1,154.67	132.99%	3,500.00
7890 Taxes		0.00	0.00		62.58	100.00	-37.42	62.58%	100.00
7910 Telecommunication	760.05	837.00	-76.95	90.81%	10,695.75	10,000.00	695.75	106.96%	10,000.00
7950 Utilities	276.89	750.00	-473.11	36.92%	8,448.83	9,000.00	-551.17	93.88%	9,000.00
7990 Depreciation Expense	-3,355.25		-3,355.25		1,487.77	0.00	1,487.77		
Total Occupancy Costs	\$ 519.39	\$ 4,288.00	\$ -3,768.61	12.11%	\$ 56,539.16	\$ 54,600.00	\$ 1,939.16	103.55%	\$ 54,600.00
Total 3- ADMIN EXPENSES	\$ 3,478.13	\$ 10,014.00	\$ -6,535.87	34.73%	\$ 122,696.49	\$ 131,500.00	\$ -8,803.51	93.31%	\$ 131,500.00
4- PERSONNEL			0.00		0.00	0.00	0.00		
8510 Salaries & Wages	14,225.87	32,650.00	-18,424.13	43.57%	297,060.42	391,800.00	-94,739.58	75.82%	391,800.00
8520 Paid Time Off			0.00		19,490.47	0.00	19,490.47		
8530 Payroll Taxes	936.63	2,712.00	-1,775.37	34.54%	28,955.94	32,500.00	-3,544.06	89.10%	32,500.00
8540 Payroll Processing Fees	43.00		43.00		1,256.69	0.00	1,256.69		
8550 Workers Comp		0.00	0.00		2,172.00	3,000.00	-828.00	72.40%	3,000.00
8570 Health Insurance	1,200.00	2,575.00	-1,375.00	46.60%	28,150.00	30,900.00	-2,750.00	91.10%	30,900.00
8580 Other Employee Benefits		1,125.00	-1,125.00	0.00%	1,025.66	13,500.00	-12,474.34	7.60%	13,500.00
8590 Contract Work	200.00	298.00	-98.00	67.11%	2,662.50	3,543.00	-880.50	75.15%	3,543.00
8615 Employee Recruitment		125.00	-125.00	0.00%	0.00	1,500.00	-1,500.00	0.00%	1,500.00
Total 4- PERSONNEL	\$ 16,605.50	\$ 39,485.00	\$ -22,879.50	42.06%	\$ 380,773.68	\$ 476,743.00	\$ -95,969.32	79.87%	\$ 476,743.00
Total Expenses	\$ 52,583.40	\$ 126,622.25	\$ -74,038.85	41.53%	\$ 1,197,676.60	\$ 1,558,864.00	\$ -361,187.40	76.83%	\$ 1,558,864.00
Net Operating Income	\$ 38,156.51	\$ -32,365.75	\$ 70,522.26	-117.89%	\$ 46,734.42	\$ -100,000.00	\$ 146,734.42	-46.73%	\$ -100,000.00
Net Income	\$ 38,156.51	\$ -32,365.75	\$ 70,522.26	-117.89%	\$ 46,734.42	\$ -100,000.00	\$ 146,734.42	-46.73%	\$ -100,000.00
Budget Adjustment									
Previous Year Carryover	0.00	8,333.34	-8,333.34	0.00%	0.00	100,000.00	-100,000.00	0.00%	100,000.00
BALANCE	38,156.51	-24,032.41	62,188.92	-158.77%	46,734.42	0.00	46,734.42		0.00

Mendocino County Tourism Commission

STATEMENT OF CASH FLOWS

July 2019 - June 2020

	TOTAL
OPERATING ACTIVITIES	
Net Income	46,734.42
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1100 Accounts Receivable	89,075.80
1230 Prepaid Expenses	5,579.64
1250 Refundable Deposits	18.00
1270 Receivable Other	-12,700.00
2000 Accounts Payable	-40,299.23
2100 Accrued Expenses	3,840.00
2150 Other Liabilities-County Match	20,328.08
2210 Payroll Liabilities:Federal Taxes (941/944)	0.00
2220 Payroll Liabilities:CA PIT / SDI	0.00
2230 Payroll Liabilities:CA SUI / ETT	-72.17
2240 Payroll Liabilities:FUTA Payable	-8.17
2270 Payroll Liabilities:Accrued Payroll	-4,449.90
2275 Payroll Liabilities:Accrued PTO	-6,839.26
Direct Deposit Payable	0.00
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	54,472.79
Net cash provided by operating activities	\$101,207.21
INVESTING ACTIVITIES	
1510 Furniture and Equipment	38,590.19
1600 Accumulated Depreciation	-40,036.78
Net cash provided by investing activities	\$ -1,446.59
NET CASH INCREASE FOR PERIOD	\$99,760.62
Cash at beginning of period	221,840.83
CASH AT END OF PERIOD	\$321,601.45

Mendocino County Tourism Commission

PROFIT AND LOSS COMPARISON

June 2020

	TOTAL			
	JUN 2020	JUN 2019 (PY)	CHANGE	% CHANGE
Income				
4030 County BID	43,334.00	74,649.67	-31,315.67	-41.95 %
4031 County BID adjustments		-15,781.88	15,781.88	100.00 %
4035 County 50% Match	47,398.37	53,503.55	-6,105.18	-11.41 %
Other Income				
4950 Interest Income	7.54	59.11	-51.57	-87.24 %
Total Other Income	7.54	59.11	-51.57	-87.24 %
Total Income	\$90,739.91	\$112,430.45	\$ -21,690.54	-19.29 %
GROSS PROFIT	\$90,739.91	\$112,430.45	\$ -21,690.54	-19.29 %
Expenses				
1- MEDIA & WEBSITE				
50 Advertising / Media				
5130 Print & Online Advertising	171.34	44,892.28	-44,720.94	-99.62 %
5280 Video Development		8,000.00	-8,000.00	-100.00 %
Total 50 Advertising / Media	171.34	52,892.28	-52,720.94	-99.68 %
55 Marketing / Public Relations				
5510 Public Relations Contract	7,500.00	6,666.66	833.34	12.50 %
5520 Marketing Agency Contract	8,333.00	8,333.00	0.00	0.00 %
5540 Clipping Service	1,535.19	547.56	987.63	180.37 %
5550 In-Market PR Stunts	215.75		215.75	
5560 Media Events	271.85		271.85	
5610 Travel -PR Related		968.36	-968.36	-100.00 %
5680 Visiting Media FAM Expenses		707.76	-707.76	-100.00 %
Total 55 Marketing / Public Relations	17,855.79	17,223.34	632.45	3.67 %
57 Website Maint / Development				
5710 Interactive Media Coordinator	2,500.00	2,500.00	0.00	0.00 %
5750 Development/ Maintenance	1,656.00	1,603.00	53.00	3.31 %
5780 Interactive Marketing	179.89	88.95	90.94	102.24 %
Total 57 Website Maint / Development	4,335.89	4,191.95	143.94	3.43 %
58 Leisure / Group Sales				
5810 Promotion Items, Booth Develop		105.62	-105.62	-100.00 %
5840 State Fair Exhibit		1,500.00	-1,500.00	-100.00 %
5880 Travel - Leisure/Group Sales		1,624.93	-1,624.93	-100.00 %
5885 Travel - Group FAMs		899.61	-899.61	-100.00 %
Total 58 Leisure / Group Sales		4,130.16	-4,130.16	-100.00 %
Total 1- MEDIA & WEBSITE	22,363.02	78,437.73	-56,074.71	-71.49 %

Mendocino County Tourism Commission

PROFIT AND LOSS COMPARISON

June 2020

	TOTAL			
	JUN 2020	JUN 2019 (PY)	CHANGE	% CHANGE
2- VISITOR SVS / PARTNERSHIPS				
Partnerships				
6550 Conferences & Seminars		3,224.10	-3,224.10	-100.00 %
6570 In-County Relations		241.07	-241.07	-100.00 %
6590 Memberships	2,450.00	968.00	1,482.00	153.10 %
6610 North Coast Tourism Council	1,833.25		1,833.25	
Total Partnerships	4,283.25	4,433.17	-149.92	-3.38 %
Visitor Services				
6720 Event & Festival Guides	3,217.50	3,408.00	-190.50	-5.59 %
6730 Incentives & Sponsorships	2,436.00	1,020.00	1,416.00	138.82 %
6770 Visitor Centers & Signage	200.00		200.00	
Total Visitor Services	5,853.50	4,428.00	1,425.50	32.19 %
Total 2- VISITOR SVS / PARTNERSHIPS	10,136.75	8,861.17	1,275.58	14.40 %
3- ADMIN EXPENSES				
General Admin				
7010 Accounting	1,465.00	280.00	1,185.00	423.21 %
7080 Board Development		136.87	-136.87	-100.00 %
7090 Copying & Printing	153.80	224.28	-70.48	-31.43 %
7100 Dues & Subscriptions	836.59	631.71	204.88	32.43 %
7140 Licenses & Permits	5.00		5.00	
7150 Meeting Expenses		87.45	-87.45	-100.00 %
7200 Office Expense	473.47	1,968.37	-1,494.90	-75.95 %
7210 Postage & Shipping	55.10	153.14	-98.04	-64.02 %
7280 Travel Expenses	-30.22	1,638.33	-1,668.55	-101.84 %
Total General Admin	2,958.74	5,120.15	-2,161.41	-42.21 %
Occupancy Costs				
7650 Rent	2,350.00	2,350.00	0.00	0.00 %
7660 Insurance	227.75		227.75	
7850 Repairs & Maintenance	259.95	1,212.78	-952.83	-78.57 %
7910 Telecommunication	760.05	460.00	300.05	65.23 %
7950 Utilities	276.89	601.42	-324.53	-53.96 %
7990 Depreciation Expense	-3,355.25	281.32	-3,636.57	-1,292.68 %
Total Occupancy Costs	519.39	4,905.52	-4,386.13	-89.41 %
Total 3- ADMIN EXPENSES	3,478.13	10,025.67	-6,547.54	-65.31 %
4- PERSONNEL				
8510 Salaries & Wages	14,225.87	27,372.13	-13,146.26	-48.03 %
8520 Paid Time Off		13,569.74	-13,569.74	-100.00 %
8530 Payroll Taxes	936.63	2,193.18	-1,256.55	-57.29 %
8540 Payroll Processing Fees	43.00	51.00	-8.00	-15.
8570 Health Insurance	1,200.00	2,700.00	-1,500.00	-55.

Mendocino County Tourism Commission

PROFIT AND LOSS COMPARISON

June 2020

	TOTAL			
	JUN 2020	JUN 2019 (PY)	CHANGE	% CHANGE
8590 Contract Work	200.00	200.00	0.00	0.00 %
8615 Employee Recruitment		55.34	-55.34	-100.00 %
Total 4- PERSONNEL	16,605.50	46,141.39	-29,535.89	-64.01 %
Total Expenses	\$52,583.40	\$143,465.96	\$ -90,882.56	-63.35 %
NET OPERATING INCOME	\$38,156.51	\$ -31,035.51	\$69,192.02	222.94 %
NET INCOME	\$38,156.51	\$ -31,035.51	\$69,192.02	222.94 %

Mendocino County Tourism Commission

PROFIT AND LOSS COMPARISON

July 2019 - June 2020

	TOTAL			
	JUL 2019 - JUN 2020	JUL 2018 - JUN 2019 (PY)	CHANGE	% CHANGE
Income				
4030 County BID	836,874.78	895,796.04	-58,921.26	-6.58 %
4031 County BID adjustments	-64,912.94	79,243.09	-144,156.03	-181.92 %
4035 County 50% Match	467,241.52	487,013.55	-19,772.03	-4.06 %
Other Income				
4830 Event Brochure Ads	2,700.00	1,350.00	1,350.00	100.00 %
4940 Misc. Income	2,300.00	5,250.00	-2,950.00	-56.19 %
4950 Interest Income	207.66	356.32	-148.66	-41.72 %
Total Other Income	5,207.66	6,956.32	-1,748.66	-25.14 %
Total Income	\$1,244,411.02	\$1,469,009.00	\$ -224,597.98	-15.29 %
GROSS PROFIT	\$1,244,411.02	\$1,469,009.00	\$ -224,597.98	-15.29 %
Expenses				
1- MEDIA & WEBSITE				
50 Advertising / Media				
5130 Print & Online Advertising	248,375.89	515,662.01	-267,286.12	-51.83 %
5150 Ad Development/Design	9,085.00	12,275.00	-3,190.00	-25.99 %
5170 Photography	3,589.00	324.00	3,265.00	1,007.72 %
5240 Research & Development	5,060.00	10,000.00	-4,940.00	-49.40 %
5280 Video Development	21,018.62	13,294.42	7,724.20	58.10 %
5290 Marketing Contingency	3,398.00		3,398.00	
Total 50 Advertising / Media	290,526.51	551,555.43	-261,028.92	-47.33 %
55 Marketing / Public Relations				
5510 Public Relations Contract	90,143.50	79,999.92	10,143.58	12.68 %
5520 Marketing Agency Contract	99,996.00	99,996.00	0.00	0.00 %
5540 Clipping Service	6,065.74	6,584.14	-518.40	-7.87 %
5550 In-Market PR Stunts	2,349.87	695.20	1,654.67	238.01 %
5560 Media Events	2,750.52	3,454.03	-703.51	-20.37 %
5610 Travel -PR Related	4,312.73	5,160.51	-847.78	-16.43 %
5680 Visiting Media FAM Expenses	3,415.93	8,097.58	-4,681.65	-57.82 %
Total 55 Marketing / Public Relations	209,034.29	203,987.38	5,046.91	2.47 %
57 Website Maint / Development				
5710 Interactive Media Coordinator	30,000.00	30,000.00	0.00	0.00 %
5740 Content Creation		5,000.00	-5,000.00	-100.00 %
5750 Development/ Maintenance	19,865.38	20,417.84	-552.46	-2.71 %
5780 Interactive Marketing	1,191.00	2,374.08	-1,183.08	-49.83 %
Total 57 Website Maint / Development	51,056.38	57,791.92	-6,735.54	-11.65 %

Mendocino County Tourism Commission

PROFIT AND LOSS COMPARISON

July 2019 - June 2020

	TOTAL			
	JUL 2019 - JUN 2020	JUL 2018 - JUN 2019 (PY)	CHANGE	% CHANGE
58 Leisure / Group Sales				
5810 Promotion Items, Booth Develop	7,489.18	15,433.64	-7,944.46	-51.47 %
5820 Consumer & Trade Shows	7,410.75	21,440.82	-14,030.07	-65.44 %
5840 State Fair Exhibit	5,064.15	5,700.65	-636.50	-11.17 %
5870 Shipping - Travel Shows	4,389.82	3,543.01	846.81	23.90 %
5880 Travel - Leisure/Group Sales	10,587.72	14,305.13	-3,717.41	-25.99 %
5885 Travel - Group FAMs	805.00	7,594.14	-6,789.14	-89.40 %
5890 Misc. Sales Opportunities	498.02		498.02	
Total 58 Leisure / Group Sales	36,244.64	68,017.39	-31,772.75	-46.71 %
Total 1- MEDIA & WEBSITE	586,861.82	881,352.12	-294,490.30	-33.41 %
2- VISITOR SVS / PARTNERSHIPS				
Partnerships				
6550 Conferences & Seminars	9,944.68	11,925.53	-1,980.85	-16.61 %
6570 In-County Relations	4,812.14	6,657.73	-1,845.59	-27.72 %
6590 Memberships	5,408.00	8,082.00	-2,674.00	-33.09 %
6610 North Coast Tourism Council	11,000.00	11,000.00	0.00	0.00 %
Total Partnerships	31,164.82	37,665.26	-6,500.44	-17.26 %
Visitor Services				
6720 Event & Festival Guides	36,067.74	31,759.33	4,308.41	13.57 %
6730 Incentives & Sponsorships	31,921.00	85,630.00	-53,709.00	-62.72 %
6770 Visitor Centers & Signage	8,191.05	1,782.11	6,408.94	359.63 %
Total Visitor Services	76,179.79	119,171.44	-42,991.65	-36.08 %
Total 2- VISITOR SVS / PARTNERSHIPS	107,344.61	156,836.70	-49,492.09	-31.56 %
3- ADMIN EXPENSES				
General Admin				
7010 Accounting	19,107.16	14,592.25	4,514.91	30.94 %
7060 Bank Fees	387.99	192.75	195.24	101.29 %
7080 Board Development	4,508.61	5,914.30	-1,405.69	-23.77 %
7090 Copying & Printing	1,945.66	2,316.20	-370.54	-16.00 %
7100 Dues & Subscriptions	11,506.11	12,063.55	-557.44	-4.62 %
7130 Legal Fees	8,149.98	690.00	7,459.98	1,081.16 %
7140 Licenses & Permits	120.00		120.00	
7150 Meeting Expenses	2,222.62	2,837.10	-614.48	-21.66 %
7200 Office Expense	4,911.48	28,906.00	-23,994.52	-83.01 %
7210 Postage & Shipping	1,593.84	3,874.99	-2,281.15	-58.87 %
7280 Travel Expenses	11,703.88	12,610.90	-907.02	-7.19 %
Total General Admin	66,157.33	83,998.04	-17,840.71	-21.24 %

Mendocino County Tourism Commission

PROFIT AND LOSS COMPARISON

July 2019 - June 2020

	TOTAL			
	JUL 2019 - JUN 2020	JUL 2018 - JUN 2019 (PY)	CHANGE	% CHANGE
Occupancy Costs				
7650 Rent	28,380.00	30,500.00	-2,120.00	-6.95 %
7660 Insurance	2,809.56	3,000.83	-191.27	-6.37 %
7850 Repairs & Maintenance	4,654.67	20,160.44	-15,505.77	-76.91 %
7890 Taxes	62.58	72.30	-9.72	-13.44 %
7910 Telecommunication	10,695.75	7,935.60	2,760.15	34.78 %
7950 Utilities	8,448.83	8,931.84	-483.01	-5.41 %
7990 Depreciation Expense	1,487.77	2,285.78	-798.01	-34.91 %
Total Occupancy Costs	56,539.16	72,886.79	-16,347.63	-22.43 %
Total 3- ADMIN EXPENSES	122,696.49	156,884.83	-34,188.34	-21.79 %
4- PERSONNEL				
8510 Salaries & Wages	297,060.42	314,311.91	-17,251.49	-5.49 %
8520 Paid Time Off	19,490.47	23,534.91	-4,044.44	-17.18 %
8530 Payroll Taxes	28,955.94	28,647.11	308.83	1.08 %
8540 Payroll Processing Fees	1,256.69	1,044.75	211.94	20.29 %
8550 Workers Comp	2,172.00	1,950.00	222.00	11.38 %
8570 Health Insurance	28,150.00	31,040.00	-2,890.00	-9.31 %
8580 Other Employee Benefits	1,025.66		1,025.66	
8590 Contract Work	2,662.50	8,995.10	-6,332.60	-70.40 %
8615 Employee Recruitment		356.40	-356.40	-100.00 %
Total 4- PERSONNEL	380,773.68	409,880.18	-29,106.50	-7.10 %
Total Expenses	\$1,197,676.60	\$1,604,953.83	\$ -407,277.23	-25.38 %
NET OPERATING INCOME	\$46,734.42	\$ -135,944.83	\$182,679.25	134.38 %
NET INCOME	\$46,734.42	\$ -135,944.83	\$182,679.25	134.38 %