

Mendocino County Tourism Commission

Balance Sheet Comparison - Preliminary

As of June 30, 2021

	TOTAL			
	AS OF JUN 30, 2021	AS OF JUN 30, 2020 (PY)	CHANGE	% CHANGE
ASSETS				
Current Assets				
Bank Accounts				
1005 SBMC Checking	434,005.61	104,492.85	329,512.76	315.34 %
1010 SBMC Contingency/Savings	408,119.23	100,002.74	308,116.49	308.11 %
1015 MLCU Checking	0.00	58,581.58	-58,581.58	-100.00 %
1020 MLCU Savings	0.00	58,424.28	-58,424.28	-100.00 %
1030 Cash drawer	100.00	100.00	0.00	0.00 %
Total Bank Accounts	\$842,224.84	\$321,601.45	\$520,623.39	161.88 %
Accounts Receivable				
1100 Accounts Receivable	175,211.00	181,334.20	-6,123.20	-3.38 %
Total Accounts Receivable	\$175,211.00	\$181,334.20	\$ -6,123.20	-3.38 %
Other Current Assets				
1230 Prepaid Expenses	37,831.35	9,461.67	28,369.68	299.84 %
1250 Refundable Deposits	4,150.00	4,150.00	0.00	0.00 %
Total Other Current Assets	\$41,981.35	\$13,611.67	\$28,369.68	208.42 %
Total Current Assets	\$1,059,417.19	\$516,547.32	\$542,869.87	105.10 %
Fixed Assets				
1510 Furniture and Equipment	24,193.04	23,198.95	994.09	4.29 %
1600 Accumulated Depreciation	-10,341.00	-8,634.00	-1,707.00	-19.77 %
Total Fixed Assets	\$13,852.04	\$14,564.95	\$ -712.91	-4.89 %
TOTAL ASSETS	\$1,073,269.23	\$531,112.27	\$542,156.96	102.08 %
LIABILITIES AND EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 Accounts Payable	35,318.16	11,662.24	23,655.92	202.84 %
Total Accounts Payable	\$35,318.16	\$11,662.24	\$23,655.92	202.84 %
Other Current Liabilities				
2100 Accrued Expenses	0.00	3,840.00	-3,840.00	-100.00 %
Payroll Liabilities	0.00	0.00	0.00	
2230 CA SUI / ETT	553.66	0.00	553.66	
2240 FUTA Payable	147.66	0.00	147.66	
2270 Accrued Payroll	10,556.19	7,264.27	3,291.92	45.32 %
2275 Accrued PTO	8,603.15	9,074.84	-471.69	-5.20 %
Total Payroll Liabilities	19,860.66	16,339.11	3,521.55	21.55 %
Total Other Current Liabilities	\$19,860.66	\$20,179.11	\$ -318.45	-1.58 %
Total Current Liabilities	\$55,178.82	\$31,841.35	\$23,337.47	73.29 %
Total Liabilities	\$55,178.82	\$31,841.35	\$23,337.47	73.29 %
Equity				
3100 Contingency-Restricted	152,650.09	152,650.09	0.00	0.00 %
3900 Unrestricted Net Assets (RE)	346,620.83	341,290.15	5,330.68	1.56 %
Net Income	518,819.49	5,330.68	513,488.81	9,632.71 %
Total Equity	\$1,018,090.41	\$499,270.92	\$518,819.49	103.92 %
TOTAL LIABILITIES AND EQUITY	\$1,073,269.23	\$531,112.27	\$542,156.96	102.08 %

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

	Jun 2021				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Income								
4030 County BID	47,100	47,100	0	100.00%	565,200	565,199	1	100.00%
4031 County BID adjustments			0		202,860	0	202,860	
4035 County 50% Match	33,911	22,959	10,952	147.70%	406,942	275,508	131,434	147.71%
4040 County Admin Fee		-16,530	16,530	0.00%	0	-16,530	16,530	0.00%
4050 NCTC Administration			0		1,410	0	1,410	
Other Income	51		51		2,087	0	2,087	
Total Income	\$ 81,062	\$ 53,529	\$ 27,533	151.44%	\$ 1,178,498	\$ 824,177	\$ 354,321	142.99%
Gross Profit	\$ 81,062	\$ 53,529	\$ 27,533	151.44%	\$ 1,178,498	\$ 824,177	\$ 354,321	142.99%
Expenses								
1- MEDIA & WEBSITE	49,532	36,910	12,621	134.19%	287,360	443,923	-156,563	64.73%
2- VISITOR SVS / PARTNERSHIPS	14,664	5,961	8,703	246.00%	55,979	71,532	-15,553	78.26%
3- ADMIN EXPENSES	9,096	13,503	-4,406	67.37%	148,109	126,387	21,722	117.19%
4- PERSONNEL	23,168	23,658	-490	97.93%	211,520	220,482	-8,961	95.94%
Total Expenses	\$ 96,460	\$ 80,032	\$ 16,428	120.53%	\$ 702,969	\$ 862,323	\$ -159,355	81.52%
Net Operating Income	\$ -15,398	\$ -26,504	\$ 11,105	58.10%	\$ 475,529	\$ -38,146	\$ 513,676	-1246.59%
Other Income								
9000 SBA PPP Funding	3,559		3,559		43,290	0	43,290	
Total Other Income	\$ 3,559	\$ 0	\$ 3,559		\$ 43,290	\$ 0	\$ 43,290	
Net Other Income	\$ 3,559	\$ 0	\$ 3,559		\$ 43,290	\$ 0	\$ 43,290	
Net Income	\$ -11,840	\$ -26,504	\$ 14,664	44.67%	\$ 518,819	\$ -38,146	\$ 556,966	-1360.08%

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

	Jun 2021				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Income								
4030 County BID	47,100	47,100	0	100.00%	565,200	565,199	1	100.00%
4031 County BID adjustments			0		202,860	0	202,860	
4035 County 50% Match	33,911	22,959	10,952	147.70%	406,942	275,508	131,434	147.71%
4040 County Admin Fee		-16,530	16,530	0.00%	0	-16,530	16,530	0.00%
4050 NCTC Administration			0		1,410	0	1,410	
Other Income			0		0	0	0	
4250 Cooperative Advertising			0		350	0	350	
4830 Event Brochure Ads			0		705	0	705	
4940 Misc. Income			0		915	0	915	
4950 Interest Income	51		51		116	0	116	
Total Other Income	\$ 51	\$ 0	\$ 51		\$ 2,087	\$ 0	\$ 2,087	
Total Income	\$ 81,062	\$ 53,529	\$ 27,533	151.44%	\$ 1,178,498	\$ 824,177	\$ 354,321	142.99%
Gross Profit	\$ 81,062	\$ 53,529	\$ 27,533	151.44%	\$ 1,178,498	\$ 824,177	\$ 354,321	142.99%
Expenses								
1- MEDIA & WEBSITE			0		0	0	0	
50 Advertising / Media			0		0	0	0	
5130 Print & Online Advertising	34,465	15,658	18,807	220.11%	115,391	187,900	-72,509	61.41%
5150 Ad Development/Design	1,000	833	167	120.00%	6,454	10,000	-3,546	64.54%
5170 Photography		200	-200	0.00%	173	2,400	-2,227	7.20%
5240 Research & Development		500	-500	0.00%	9,810	6,000	3,810	163.50%
5290 Marketing Contingency		833	-833	0.00%	0	10,000	-10,000	0.00%
Total 50 Advertising / Media	\$ 35,465	\$ 18,025	\$ 17,441	196.76%	\$ 131,828	\$ 216,300	\$ -84,472	60.95%
55 Marketing / Public Relations			0		0	0	0	
5510 Public Relations Contract	7,500	7,850	-350	95.54%	90,000	94,200	-4,200	95.54%
5520 Marketing Agency Contract		694	-694	0.00%	0	8,333	-8,333	0.00%
5540 Clipping Service	632	750	-118	84.27%	7,948	9,000	-1,052	88.31%
5560 Media Events		792	-792	0.00%	2,561	9,500	-6,939	26.96%
5610 Travel -PR Related	15	83	-68	18.52%	-259	1,000	-1,259	-25.89%
5680 Visiting Media FAM Expenses	-242	1,000	-1,242	-24.22%	7,499	12,000	-4,501	62.49%
Total 55 Marketing / Public Relations	\$ 7,905	\$ 11,169	\$ -3,264	70.78%	\$ 107,749	\$ 134,033	\$ -26,284	80.39%
57 Website Maint / Development			0		0	0	0	
5710 Interactive Media Coordinator	2,500	2,500	0	100.00%	27,500	30,000	-2,500	91.67%
5740 Content Creation		2,500	-2,500	0.00%	146	30,000	-29,854	0.49%
5750 Development/ Maintenance	662	500	162	132.35%	11,163	6,000	5,163	186.04%
5780 Interactive Marketing	30		30		5,334	0	5,334	
Total 57 Website Maint / Development	\$ 3,192	\$ 5,500	\$ -2,308	58.03%	\$ 44,143	\$ 66,000	\$ -21,857	66.88%
58 Leisure / Group Sales			0		0	0	0	
5810 Promotion Items, Booth Develop	395	792	-396	49.92%	657	9,500	-8,843	6.91%
5820 Consumer & Trade Shows		338	-338	0.00%	130	4,050	-3,920	3.21%

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

	Jun 2021				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
5840 State Fair Exhibit		0	0		0	1,000	-1,000	0.00%
5870 Shipping - Travel Shows		208	-208	0.00%	2,130	2,500	-370	85.21%
5880 Travel - Leisure/Group Sales	2,574	495	2,079	519.98%	607	5,940	-5,333	10.21%
5885 Travel - Group FAMs		333	-333	0.00%	64	4,000	-3,936	1.60%
5890 Misc. Sales Opportunities		50	-50	0.00%	53	600	-548	8.75%
Total 58 Leisure / Group Sales	\$ 2,969	\$ 2,216	\$ 753	134.00%	\$ 3,640	\$ 27,590	\$ -23,950	13.19%
Total 1- MEDIA & WEBSITE	\$ 49,532	\$ 36,910	\$ 12,621	134.19%	\$ 287,360	\$ 443,923	\$ -156,563	64.73%
2- VISITOR SVS / PARTNERSHIPS			0		0	0	0	
Partnerships			0		0	0	0	
6550 Conferences & Seminars	12		12		12	0	12	
6570 In-County Relations	228	1,025	-797	22.28%	3,560	12,300	-8,740	28.94%
6590 Memberships		550	-550	0.00%	3,788	6,600	-2,813	57.39%
6610 North Coast Tourism Council	6,000	917	5,083	654.54%	12,410	11,000	1,410	112.82%
Total Partnerships	\$ 6,241	\$ 2,492	\$ 3,749	250.45%	\$ 19,769	\$ 29,900	\$ -10,131	66.12%
Visitor Services			0		0	0	0	
6720 Event & Festival Guides	537	1,400	-863	38.39%	6,925	16,800	-9,875	41.22%
6730 Incentives & Sponsorships	7,686	1,653	6,033	465.07%	26,838	19,832	7,006	135.33%
6770 Visitor Centers & Signage	200	417	-217	48.00%	2,447	5,000	-2,553	48.93%
Total Visitor Services	\$ 8,423	\$ 3,469	\$ 4,954	242.80%	\$ 36,210	\$ 41,632	\$ -5,422	86.98%
Total 2- VISITOR SVS / PARTNERSHIPS	\$ 14,664	\$ 5,961	\$ 8,703	246.00%	\$ 55,979	\$ 71,532	\$ -15,553	78.26%
3- ADMIN EXPENSES			0		0	0	0	
General Admin			0		0	0	0	
7010 Accounting	1,715	2,143	-428	80.02%	32,220	25,720	6,500	125.27%
7060 Bank Fees	8	50	-42	15.60%	221	600	-379	36.80%
7080 Board Development		5,169	-5,169	0.00%	21,294	26,382	-5,088	80.71%
7090 Copying & Printing	136	200	-64	68.07%	1,347	2,400	-1,053	56.11%
7100 Dues & Subscriptions	2,280	917	1,363	248.70%	18,864	11,000	7,864	171.49%
7130 Legal Fees		250	-250	0.00%	1,896	3,000	-1,104	63.20%
7140 Licenses & Permits		8	-8	0.00%	25	100	-75	25.00%
7150 Meeting Expenses	60	50	10	119.30%	570	600	-30	95.03%
7200 Office Expense	61	296	-235	20.71%	8,639	3,550	5,089	243.35%
7210 Postage & Shipping	162	75	87	215.33%	668	900	-232	74.26%
7280 Travel Expenses	473	500	-27	94.60%	4,396	6,000	-1,604	73.27%
Total General Admin	\$ 4,894	\$ 9,658	\$ -4,764	50.67%	\$ 90,139	\$ 80,252	\$ 9,887	112.32%
Occupancy Costs			0		0	0	0	
7650 Rent	1,949	1,983	-34	98.27%	28,080	23,800	4,280	117.98%
7660 Insurance	295	188	107	157.16%	2,778	2,250	528	123.46%
7850 Repairs & Maintenance	325	460	-135	70.64%	6,110	5,520	590	110.70%
7890 Taxes		5	-5	0.00%	124	65	59	191.05%
7910 Telecommunication	737	450	287	163.77%	9,192	5,400	3,792	170.22%

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

	Jun 2021				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
7950 Utilities	494	758	-265	65.10%	7,044	9,100	-2,056	77.41%
7990 Depreciation Expense	403		403		4,641	0	4,641	
Total Occupancy Costs	\$ 4,202	\$ 3,845	\$ 358	109.30%	\$ 57,970	\$ 46,135	\$ 11,835	125.65%
Total 3- ADMIN EXPENSES	\$ 9,096	\$ 13,503	\$ -4,406	67.37%	\$ 148,109	\$ 126,387	\$ 21,722	117.19%
4- PERSONNEL			0		0	0	0	
8510 Salaries & Wages	18,237	18,167	70	100.39%	164,341	168,000	-3,659	97.82%
8515 Bereavement Pay			0		1,188	0	1,188	
8520 Paid Time Off	661	1,116	-454	59.28%	6,812	11,470	-4,658	59.39%
8530 Payroll Taxes	1,663	1,609	54	103.32%	15,919	14,312	1,607	111.23%
8540 Payroll Processing Fees	2		2		826	0	826	
8550 Workers Comp	437	350	87	124.79%	2,916	3,200	-284	91.13%
8570 Health Insurance Allowance	1,200	1,700	-500	70.59%	14,400	15,400	-1,000	93.51%
8580 Other Employee Benefits		67	-67	0.00%	0	300	-300	0.00%
8590 Contract Work	969	650	319	149.04%	5,118	7,800	-2,682	65.62%
Total 4- PERSONNEL	\$ 23,168	\$ 23,658	\$ -490	97.93%	\$ 211,520	\$ 220,482	\$ -8,961	95.94%
Total Expenses	\$ 96,460	\$ 80,032	\$ 16,428	120.53%	\$ 702,969	\$ 862,323	\$ -159,355	81.52%
Net Operating Income	\$ -15,398	\$ -26,504	\$ 11,105	58.10%	\$ 475,529	\$ -38,146	\$ 513,676	-1246.59%
Other Income								
9000 SBA PPP Funding	3,559		3,559		43,290	0	43,290	
Total Other Income	\$ 3,559	\$ 0	\$ 3,559		\$ 43,290	\$ 0	\$ 43,290	
Net Other Income	\$ 3,559	\$ 0	\$ 3,559		\$ 43,290	\$ 0	\$ 43,290	
Net Income	\$ -11,840	\$ -26,504	\$ 14,664	44.67%	\$ 518,819	\$ -38,146	\$ 556,966	-1360.08%

Mendocino County Tourism Commission

Statement of Cash Flows

July 2020 - June 2021

	TOTAL
OPERATING ACTIVITIES	
Net Income	518,819.49
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1100 Accounts Receivable	6,123.20
1230 Prepaid Expenses	-28,369.68
2000 Accounts Payable	23,655.92
2100 Accrued Expenses	-3,840.00
2210 Payroll Liabilities:Federal Taxes (941/944)	0.00
2220 Payroll Liabilities:CA PIT / SDI	0.00
2230 Payroll Liabilities:CA SUI / ETT	553.66
2240 Payroll Liabilities:FUTA Payable	147.66
2270 Payroll Liabilities:Accrued Payroll	3,291.92
2275 Payroll Liabilities:Accrued PTO	-471.69
2300 Loan Payable	0.00
Direct Deposit Payable	0.00
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	1,090.99
Net cash provided by operating activities	\$519,910.48
INVESTING ACTIVITIES	
1510 Furniture and Equipment	-994.09
1600 Accumulated Depreciation	1,707.00
Net cash provided by investing activities	\$712.91
NET CASH INCREASE FOR PERIOD	\$520,623.39
Cash at beginning of period	321,601.45
CASH AT END OF PERIOD	\$842,224.84

Mendocino County Tourism Commission

Profit and Loss Comparison

June 2021

	TOTAL			
	JUN 2021	JUN 2020 (PY)	CHANGE	% CHANGE
Income				
4030 County BID	47,100.00	43,334.00	3,766.00	8.69 %
4031 County BID adjustments		41,903.98	-41,903.98	-100.00 %
4035 County 50% Match	33,911.00	-6,356.93	40,267.93	633.45 %
Other Income				
4950 Interest Income	50.87	7.54	43.33	574.67 %
Total Other Income	50.87	7.54	43.33	574.67 %
Total Income	\$81,061.87	\$78,888.59	\$2,173.28	2.75 %
GROSS PROFIT	\$81,061.87	\$78,888.59	\$2,173.28	2.75 %
Expenses				
1- MEDIA & WEBSITE				
50 Advertising / Media				
5130 Print & Online Advertising	34,465.49	2,764.27	31,701.22	1,146.82 %
5150 Ad Development/Design	1,000.00		1,000.00	
Total 50 Advertising / Media	35,465.49	2,764.27	32,701.22	1,183.00 %
55 Marketing / Public Relations				
5510 Public Relations Contract	7,500.00	7,500.00	0.00	0.00 %
5520 Marketing Agency Contract		16,666.00	-16,666.00	-100.00 %
5540 Clipping Service	632.00	1,535.19	-903.19	-58.83 %
5550 In-Market PR Stunts		215.75	-215.75	-100.00 %
5560 Media Events		271.85	-271.85	-100.00 %
5610 Travel -PR Related	15.43	493.90	-478.47	-96.88 %
5680 Visiting Media FAM Expenses	-242.20		-242.20	
Total 55 Marketing / Public Relations	7,905.23	26,682.69	-18,777.46	-70.37 %
57 Website Maint / Development				
5710 Interactive Media Coordinator	2,500.00	2,500.00	0.00	0.00 %
5750 Development/ Maintenance	661.76	1,728.00	-1,066.24	-61.70 %
5780 Interactive Marketing	29.95	296.97	-267.02	-89.91 %
Total 57 Website Maint / Development	3,191.71	4,524.97	-1,333.26	-29.46 %
58 Leisure / Group Sales				
5810 Promotion Items, Booth Develop	395.19	37.56	357.63	952.16 %
5880 Travel - Leisure/Group Sales	2,573.92		2,573.92	
Total 58 Leisure / Group Sales	2,969.11	37.56	2,931.55	7,804.98 %
Total 1- MEDIA & WEBSITE	49,531.54	34,009.49	15,522.05	45.64 %

Mendocino County Tourism Commission

Profit and Loss Comparison

June 2021

	TOTAL			
	JUN 2021	JUN 2020 (PY)	CHANGE	% CHANGE
2- VISITOR SVS / PARTNERSHIPS				
Partnerships				
6550 Conferences & Seminars	12.16		12.16	
6570 In-County Relations	228.35		228.35	
6590 Memberships		2,450.00	-2,450.00	-100.00 %
6610 North Coast Tourism Council	6,000.00	2,957.25	3,042.75	102.89 %
Total Partnerships	6,240.51	5,407.25	833.26	15.41 %
Visitor Services				
6720 Event & Festival Guides	537.47	3,217.50	-2,680.03	-83.30 %
6730 Incentives & Sponsorships	7,686.00	2,436.00	5,250.00	215.52 %
6770 Visitor Centers & Signage	200.00	200.00	0.00	0.00 %
Total Visitor Services	8,423.47	5,853.50	2,569.97	43.90 %
Total 2- VISITOR SVS / PARTNERSHIPS	14,663.98	11,260.75	3,403.23	30.22 %
3- ADMIN EXPENSES				
General Admin				
7010 Accounting	1,715.00	1,465.00	250.00	17.06 %
7060 Bank Fees	7.80		7.80	
7090 Copying & Printing	136.14	153.80	-17.66	-11.48 %
7100 Dues & Subscriptions	2,279.73	1,545.67	734.06	47.49 %
7140 Licenses & Permits		5.00	-5.00	-100.00 %
7150 Meeting Expenses	59.65	244.00	-184.35	-75.55 %
7200 Office Expense	61.26	493.54	-432.28	-87.59 %
7210 Postage & Shipping	161.50	90.59	70.91	78.28 %
7280 Travel Expenses	473.02	-30.22	503.24	1,665.25 %
Total General Admin	4,894.10	3,967.38	926.72	23.36 %
Occupancy Costs				
7650 Rent	1,949.00	2,350.00	-401.00	-17.06 %
7660 Insurance	294.67	227.75	66.92	29.38 %
7850 Repairs & Maintenance	324.95	259.95	65.00	25.00 %
7910 Telecommunication	736.96	760.05	-23.09	-3.04 %
7950 Utilities	493.66	367.20	126.46	34.44 %
7990 Depreciation Expense	403.00	-3,355.25	3,758.25	112.01 %
Total Occupancy Costs	4,202.24	609.70	3,592.54	589.23 %
Total 3- ADMIN EXPENSES	9,096.34	4,577.08	4,519.26	98.74 %
4- PERSONNEL				
8510 Salaries & Wages	18,236.68	14,225.87	4,010.81	28.19 %
8520 Paid Time Off	661.44		661.44	
8530 Payroll Taxes	1,662.79	936.63	726.16	77.53 %
8540 Payroll Processing Fees	2.03	86.00	-83.97	-97.64 %
8550 Workers Comp	436.75		436.75	

Mendocino County Tourism Commission

Profit and Loss Comparison

June 2021

	TOTAL			
	JUN 2021	JUN 2020 (PY)	CHANGE	% CHANGE
8570 Health Insurance Allowance	1,200.00	1,200.00	0.00	0.00 %
8590 Contract Work	968.75	200.00	768.75	384.38 %
Total 4- PERSONNEL	23,168.44	16,648.50	6,519.94	39.16 %
Total Expenses	\$96,460.30	\$66,495.82	\$29,964.48	45.06 %
NET OPERATING INCOME	\$ -15,398.43	\$12,392.77	\$ -27,791.20	-224.25 %
Other Income				
9000 SBA PPP Funding	3,558.74		3,558.74	
Total Other Income	\$3,558.74	\$0.00	\$3,558.74	0.00%
NET OTHER INCOME	\$3,558.74	\$0.00	\$3,558.74	0.00%
NET INCOME	\$ -11,839.69	\$12,392.77	\$ -24,232.46	-195.54 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July 2020 - June 2021

	TOTAL			
	JUL 2020 - JUN 2021	JUL 2019 - JUN 2020 (PY)	CHANGE	% CHANGE
Income				
4030 County BID	565,200.00	836,874.78	-271,674.78	-32.46 %
4031 County BID adjustments	202,859.94	-23,008.96	225,868.90	981.66 %
4035 County 50% Match	406,942.00	413,486.22	-6,544.22	-1.58 %
4050 NCTC Administration	1,409.68		1,409.68	
Other Income				
4250 Cooperative Advertising	350.00	0.00	350.00	
4830 Event Brochure Ads	705.00	2,700.00	-1,995.00	-73.89 %
4940 Misc. Income	915.37	2,300.00	-1,384.63	-60.20 %
4950 Interest Income	116.15	207.66	-91.51	-44.07 %
Total Other Income	2,086.52	5,207.66	-3,121.14	-59.93 %
Total Income	\$1,178,498.14	\$1,232,559.70	\$ -54,061.56	-4.39 %
GROSS PROFIT	\$1,178,498.14	\$1,232,559.70	\$ -54,061.56	-4.39 %
Expenses				
1- MEDIA & WEBSITE				
50 Advertising / Media				
5130 Print & Online Advertising	115,391.30	266,608.82	-151,217.52	-56.72 %
5150 Ad Development/Design	6,454.05	9,085.00	-2,630.95	-28.96 %
5170 Photography	172.69	3,589.00	-3,416.31	-95.19 %
5240 Research & Development	9,810.00	5,060.00	4,750.00	93.87 %
5280 Video Development		21,018.62	-21,018.62	-100.00 %
5290 Marketing Contingency		3,398.00	-3,398.00	-100.00 %
Total 50 Advertising / Media	131,828.04	308,759.44	-176,931.40	-57.30 %
55 Marketing / Public Relations				
5510 Public Relations Contract	90,000.00	90,143.50	-143.50	-0.16 %
5520 Marketing Agency Contract	0.00	108,329.00	-108,329.00	-100.00 %
5540 Clipping Service	7,947.84	6,065.74	1,882.10	31.03 %
5550 In-Market PR Stunts		2,349.87	-2,349.87	-100.00 %
5560 Media Events	2,561.00	2,750.52	-189.52	-6.89 %
5610 Travel -PR Related	-258.91	4,806.63	-5,065.54	-105.39 %
5680 Visiting Media FAM Expenses	7,498.93	3,415.93	4,083.00	119.53 %
Total 55 Marketing / Public Relations	107,748.86	217,861.19	-110,112.33	-50.54 %
57 Website Maint / Development				
5710 Interactive Media Coordinator	27,500.00	30,000.00	-2,500.00	-8.33 %
5740 Content Creation	146.45		146.45	
5750 Development/ Maintenance	11,162.50	19,937.38	-8,774.88	-44.01 %
5780 Interactive Marketing	5,334.43	1,308.08	4,026.35	307.81 %
Total 57 Website Maint / Development	44,143.38	51,245.46	-7,102.08	-13.86 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July 2020 - June 2021

	TOTAL			
	JUL 2020 - JUN 2021	JUL 2019 - JUN 2020 (PY)	CHANGE	% CHANGE
58 Leisure / Group Sales				
5810 Promotion Items, Booth Develop	656.51	7,526.74	-6,870.23	-91.28 %
5820 Consumer & Trade Shows	130.00	7,410.75	-7,280.75	-98.25 %
5840 State Fair Exhibit	0.00	5,064.15	-5,064.15	-100.00 %
5870 Shipping - Travel Shows	2,130.28	4,389.82	-2,259.54	-51.47 %
5880 Travel - Leisure/Group Sales	606.70	10,587.72	-9,981.02	-94.27 %
5885 Travel - Group FAMs	64.19	805.00	-740.81	-92.03 %
5890 Misc. Sales Opportunities	52.50	498.02	-445.52	-89.46 %
Total 58 Leisure / Group Sales	3,640.18	36,282.20	-32,642.02	-89.97 %
Total 1- MEDIA & WEBSITE	287,360.46	614,148.29	-326,787.83	-53.21 %
2- VISITOR SVS / PARTNERSHIPS				
Partnerships				
6550 Conferences & Seminars	12.16	9,944.68	-9,932.52	-99.88 %
6570 In-County Relations	3,560.09	4,812.14	-1,252.05	-26.02 %
6590 Memberships	3,787.50	5,408.00	-1,620.50	-29.96 %
6610 North Coast Tourism Council	12,409.68	12,124.00	285.68	2.36 %
Total Partnerships	19,769.43	32,288.82	-12,519.39	-38.77 %
Visitor Services				
6720 Event & Festival Guides	6,924.60	36,067.74	-29,143.14	-80.80 %
6730 Incentives & Sponsorships	26,838.25	31,921.00	-5,082.75	-15.92 %
6770 Visitor Centers & Signage	2,446.70	8,191.05	-5,744.35	-70.13 %
Total Visitor Services	36,209.55	76,179.79	-39,970.24	-52.47 %
Total 2- VISITOR SVS / PARTNERSHIPS	55,978.98	108,468.61	-52,489.63	-48.39 %
3- ADMIN EXPENSES				
General Admin				
7010 Accounting	32,220.00	19,107.16	13,112.84	68.63 %
7060 Bank Fees	220.80	387.99	-167.19	-43.09 %
7080 Board Development	21,293.60	4,508.61	16,784.99	372.29 %
7090 Copying & Printing	1,346.52	1,945.66	-599.14	-30.79 %
7100 Dues & Subscriptions	18,863.83	12,215.19	6,648.64	54.43 %
7130 Legal Fees	1,896.00	8,149.98	-6,253.98	-76.74 %
7140 Licenses & Permits	25.00	120.00	-95.00	-79.17 %
7150 Meeting Expenses	570.19	2,466.62	-1,896.43	-76.88 %
7200 Office Expense	8,638.78	4,931.55	3,707.23	75.17 %
7210 Postage & Shipping	668.33	1,629.33	-961.00	-58.98 %
7280 Travel Expenses	4,396.03	11,703.88	-7,307.85	-62.44 %
Total General Admin	90,139.08	67,165.97	22,973.11	34.20 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July 2020 - June 2021

	TOTAL			
	JUL 2020 - JUN 2021	JUL 2019 - JUN 2020 (PY)	CHANGE	% CHANGE
Occupancy Costs				
7650 Rent	28,080.33	28,380.00	-299.67	-1.06 %
7660 Insurance	2,777.75	2,809.56	-31.81	-1.13 %
7850 Repairs & Maintenance	6,110.44	4,654.67	1,455.77	31.28 %
7890 Taxes	124.18	62.58	61.60	98.43 %
7910 Telecommunication	9,191.72	10,695.75	-1,504.03	-14.06 %
7950 Utilities	7,044.14	8,539.14	-1,495.00	-17.51 %
7990 Depreciation Expense	4,641.36	1,487.77	3,153.59	211.97 %
Total Occupancy Costs	57,969.92	56,629.47	1,340.45	2.37 %
Total 3- ADMIN EXPENSES	148,109.00	123,795.44	24,313.56	19.64 %
4- PERSONNEL				
8510 Salaries & Wages	164,341.28	297,060.42	-132,719.14	-44.68 %
8515 Bereavement Pay	1,188.46		1,188.46	
8520 Paid Time Off	6,811.65	19,490.47	-12,678.82	-65.05 %
8530 Payroll Taxes	15,918.79	28,955.94	-13,037.15	-45.02 %
8540 Payroll Processing Fees	826.03	1,299.69	-473.66	-36.44 %
8550 Workers Comp	2,916.00	2,172.00	744.00	34.25 %
8570 Health Insurance Allowance	14,400.00	28,150.00	-13,750.00	-48.85 %
8580 Other Employee Benefits		1,025.66	-1,025.66	-100.00 %
8590 Contract Work	5,118.00	2,662.50	2,455.50	92.23 %
Total 4- PERSONNEL	211,520.21	380,816.68	-169,296.47	-44.46 %
Total Expenses	\$702,968.65	\$1,227,229.02	\$ -524,260.37	-42.72 %
NET OPERATING INCOME	\$475,529.49	\$5,330.68	\$470,198.81	8,820.62 %
Other Income				
9000 SBA PPP Funding	43,290.00		43,290.00	
Total Other Income	\$43,290.00	\$0.00	\$43,290.00	0.00%
NET OTHER INCOME	\$43,290.00	\$0.00	\$43,290.00	0.00%
NET INCOME	\$518,819.49	\$5,330.68	\$513,488.81	9,632.71 %