

# Mendocino County Tourism Commission

## Balance Sheet Comparison – Preliminary

As of June 30, 2022

	TOTAL			
	AS OF JUN 30, 2022	AS OF JUN 30, 2021 (PY)	CHANGE	% CHANGE
<b>ASSETS</b>				
Current Assets				
Bank Accounts				
1005 SBMC Checking	428,738.52	434,005.61	-5,267.09	-1.21 %
1010 SBMC Contingency/Savings	1,166,145.33	408,119.23	758,026.10	185.74 %
1030 Cash drawer	100.00	100.00	0.00	0.00 %
<b>Total Bank Accounts</b>	<b>\$1,594,983.85</b>	<b>\$842,224.84</b>	<b>\$752,759.01</b>	<b>89.38 %</b>
Accounts Receivable				
1100 Accounts Receivable	243,986.52	794,657.95	-550,671.43	-69.30 %
<b>Total Accounts Receivable</b>	<b>\$243,986.52</b>	<b>\$794,657.95</b>	<b>\$ -550,671.43</b>	<b>-69.30 %</b>
Other Current Assets				
1230 Prepaid Expenses	91,392.08	27,831.35	63,560.73	228.38 %
1250 Refundable Deposits	1,800.00	1,800.00	0.00	0.00 %
<b>Total Other Current Assets</b>	<b>\$93,192.08</b>	<b>\$29,631.35</b>	<b>\$63,560.73</b>	<b>214.51 %</b>
<b>Total Current Assets</b>	<b>\$1,932,162.45</b>	<b>\$1,666,514.14</b>	<b>\$265,648.31</b>	<b>15.94 %</b>
Fixed Assets				
1510 Furniture and Equipment	30,059.23	24,193.04	5,866.19	24.25 %
1600 Accumulated Depreciation	-15,697.00	-10,341.00	-5,356.00	-51.79 %
<b>Total Fixed Assets</b>	<b>\$14,362.23</b>	<b>\$13,852.04</b>	<b>\$510.19</b>	<b>3.68 %</b>
<b>TOTAL ASSETS</b>	<b>\$1,946,524.68</b>	<b>\$1,680,366.18</b>	<b>\$266,158.50</b>	<b>15.84 %</b>
<b>LIABILITIES AND EQUITY</b>				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 Accounts Payable	25,909.79	29,318.16	-3,408.37	-11.63 %
<b>Total Accounts Payable</b>	<b>\$25,909.79</b>	<b>\$29,318.16</b>	<b>\$ -3,408.37</b>	<b>-11.63 %</b>
Other Current Liabilities				
2100 Accrued Expenses	1,970.00	0.00	1,970.00	
Payroll Liabilities	0.00	0.00	0.00	
2210 Federal Taxes (941/944)	1,623.18	0.00	1,623.18	
2220 CA PIT / SDI	116.70	0.00	116.70	
2230 CA SUI / ETT	116.56	553.66	-437.10	-78.95 %
2240 FUTA Payable	192.48	147.66	44.82	30.35 %
2270 Accrued Payroll	23,176.36	10,556.19	12,620.17	119.55 %
2275 Accrued PTO	13,862.90	9,098.34	4,764.56	52.37 %
<b>Total Payroll Liabilities</b>	<b>39,088.18</b>	<b>20,355.85</b>	<b>18,732.33</b>	<b>92.02 %</b>
<b>Total Other Current Liabilities</b>	<b>\$41,058.18</b>	<b>\$20,355.85</b>	<b>\$20,702.33</b>	<b>101.70 %</b>
<b>Total Current Liabilities</b>	<b>\$66,967.97</b>	<b>\$49,674.01</b>	<b>\$17,293.96</b>	<b>34.81 %</b>
<b>Total Liabilities</b>	<b>\$66,967.97</b>	<b>\$49,674.01</b>	<b>\$17,293.96</b>	<b>34.81 %</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	248,864.54	1,131,421.25	-882,556.71	-78.00 %
<b>Total Equity</b>	<b>\$1,879,556.71</b>	<b>\$1,630,692.17</b>	<b>\$248,864.54</b>	<b>15.26 %</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$1,946,524.68</b>	<b>\$1,680,366.18</b>	<b>\$266,158.50</b>	<b>15.84 %</b>

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

	Jun 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%	1,073,604	956,472	117,132	112.25%
4031 County BID adjustments		-28,694	28,694	0.00%	74,073	-28,694	102,767	-258.15%
4035 County 50% Match	39,583	39,853	-270	99.32%	474,996	478,236	-3,240	99.32%
4050 NCTC Administration	3,395		3,395		18,842	0	18,842	
Other Income	145		145		61,767	0	61,767	
<b>Total Income</b>	<b>\$ 122,829</b>	<b>\$ 90,865</b>	<b>\$ 31,965</b>	<b>135.18%</b>	<b>\$ 1,703,282</b>	<b>\$ 1,406,014</b>	<b>\$ 297,268</b>	<b>121.14%</b>
<b>Gross Profit</b>	<b>\$ 122,829</b>	<b>\$ 90,865</b>	<b>\$ 31,965</b>	<b>135.18%</b>	<b>\$ 1,703,282</b>	<b>\$ 1,406,014</b>	<b>\$ 297,268</b>	<b>121.14%</b>
<b>Expenses</b>								
1- MEDIA & WEBSITE	68,645	81,520	-12,875	84.21%	765,639	1,038,923	-273,284	73.70%
2- VISITOR SVS / PARTNERSHIPS	51,940	23,970	27,971	216.69%	180,419	250,322	-69,903	72.07%
3- ADMIN EXPENSES	9,897	10,295	-398	96.14%	139,304	125,375	13,929	111.11%
4- PERSONNEL	50,136	41,506	8,630	120.79%	368,838	399,098	-30,259	92.42%
<b>Total Expenses</b>	<b>\$ 180,618</b>	<b>\$ 157,291</b>	<b>\$ 23,327</b>	<b>114.83%</b>	<b>\$ 1,454,200</b>	<b>\$ 1,813,717</b>	<b>\$ -359,517</b>	<b>80.18%</b>
<b>Net Operating Income</b>	<b>\$ -57,789</b>	<b>\$ -66,426</b>	<b>\$ 8,637</b>	<b>87.00%</b>	<b>\$ 249,081</b>	<b>\$ -407,703</b>	<b>\$ 656,785</b>	<b>-61.09%</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>\$ -57,789</b>	<b>\$ -66,426</b>	<b>\$ 8,637</b>	<b>87.00%</b>	<b>\$ 248,865</b>	<b>\$ -407,703</b>	<b>\$ 656,568</b>	<b>-61.04%</b>

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

	Jun 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%	1,073,604	956,472	117,132	112.25%
4031 County BID adjustments		-28,694	28,694	0.00%	74,073	-28,694	102,767	-258.15%
4035 County 50% Match	39,583	39,853	-270	99.32%	474,996	478,236	-3,240	99.32%
4050 NCTC Administration	3,395		3,395		18,842	0	18,842	
Other Income			0		0	0	0	
4940 Misc. Income			0		61,314	0	61,314	
4950 Interest Income	145		145		453	0	453	
<b>Total Other Income</b>	<b>\$ 145</b>	<b>\$ 0</b>	<b>\$ 145</b>		<b>\$ 61,767</b>	<b>\$ 0</b>	<b>\$ 61,767</b>	
<b>Total Income</b>	<b>\$ 122,829</b>	<b>\$ 90,865</b>	<b>\$ 31,965</b>	<b>135.18%</b>	<b>\$ 1,703,282</b>	<b>\$ 1,406,014</b>	<b>\$ 297,268</b>	<b>121.14%</b>
<b>Gross Profit</b>	<b>\$ 122,829</b>	<b>\$ 90,865</b>	<b>\$ 31,965</b>	<b>135.18%</b>	<b>\$ 1,703,282</b>	<b>\$ 1,406,014</b>	<b>\$ 297,268</b>	<b>121.14%</b>
<b>Expenses</b>								
1- MEDIA & WEBSITE			0		0	0	0	
50 Advertising / Media			0		0	0	0	
5130 Print & Online Advertising	39,771	40,653	-882	97.83%	418,681	487,839	-69,158	85.82%
5150 Ad Development/Design	1,000	1,000	0	100.00%	12,420	12,000	420	103.50%
5170 Photography	4,000	500	3,500	800.00%	4,000	6,000	-2,000	66.67%
5240 Research & Development	2,000	5,222	-3,222	38.30%	50,060	68,000	-17,940	73.62%
5280 Video Development	1,299	1,667	-368	77.92%	9,810	20,000	-10,190	49.05%
5290 Marketing Contingency		1,000	-1,000	0.00%	588	12,000	-11,412	4.90%
<b>Total 50 Advertising / Media</b>	<b>\$ 48,070</b>	<b>\$ 50,042</b>	<b>\$ -1,972</b>	<b>96.06%</b>	<b>\$ 495,559</b>	<b>\$ 605,839</b>	<b>\$ -110,281</b>	<b>81.80%</b>
55 Marketing / Public Relations			0		0	0	0	
5510 Public Relations Contract	8,333	8,683	-350	95.97%	105,524	104,200	1,324	101.27%
5520 Marketing Agency Contract		9,333	-9,333	0.00%	0	112,000	-112,000	0.00%
5540 Clipping Service	648	1,000	-352	64.80%	7,776	12,000	-4,224	64.80%
5550 In-Market PR Stunts		667	-667	0.00%	1,616	8,000	-6,384	20.20%
5560 Media Events		250	-250	0.00%	1,015	9,500	-8,485	10.69%
5610 Travel -PR Related	4,519	778	3,741	580.82%	10,873	9,333	1,540	116.50%
5680 Visiting Media FAM Expenses	1,474	500	974	294.76%	11,842	6,000	5,842	197.37%
<b>Total 55 Marketing / Public Relations</b>	<b>\$ 14,974</b>	<b>\$ 21,211</b>	<b>\$ -6,237</b>	<b>70.59%</b>	<b>\$ 138,646</b>	<b>\$ 261,033</b>	<b>\$ -122,387</b>	<b>53.11%</b>
57 Website Maint / Development			0		0	0	0	
5710 Interactive Media Coordinator	2,500	2,500	0	100.00%	30,000	30,000	0	100.00%
5740 Content Creation		1,500	-1,500	0.00%	0	18,000	-18,000	0.00%
5750 Development/ Maintenance	737	5,667	-4,930	13.00%	80,572	68,000	12,572	118.49%
5780 Interactive Marketing	30	100	-70	29.95%	359	1,200	-841	29.95%
<b>Total 57 Website Maint / Development</b>	<b>\$ 3,267</b>	<b>\$ 9,767</b>	<b>\$ -6,500</b>	<b>33.44%</b>	<b>\$ 110,931</b>	<b>\$ 117,200</b>	<b>\$ -6,269</b>	<b>94.65%</b>
58 Leisure / Group Sales			0		0	0	0	
5810 Promotion Items, Booth Develop	1,449	0	1,449		5,670	11,450	-5,780	49.52%
5820 Consumer & Trade Shows		0	0		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 - June 2022

	Jun 2022				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
5880 Travel - Leisure/Group Sales	456	0	456		7,977	14,450	-6,473	55.21%
5885 Travel - Group FAMs	430	0	430		460	4,000	-3,540	11.51%
5890 Misc. Sales Opportunities		500	-500	0.00%	0	6,000	-6,000	0.00%
<b>Total 58 Leisure / Group Sales</b>	<b>\$ 2,335</b>	<b>\$ 500</b>	<b>\$ 1,835</b>	<b>466.97%</b>	<b>\$ 20,503</b>	<b>\$ 54,850</b>	<b>\$ -34,347</b>	<b>37.38%</b>
<b>Total 1- MEDIA &amp; WEBSITE</b>	<b>\$ 68,645</b>	<b>\$ 81,520</b>	<b>\$ -12,875</b>	<b>84.21%</b>	<b>\$ 765,639</b>	<b>\$ 1,038,923</b>	<b>\$ -273,284</b>	<b>73.70%</b>
<b>2- VISITOR SVS / PARTNERSHIPS</b>			0		0	0	0	
Partnerships			0		0	0	0	
6550 Conferences & Seminars	3,834	2,708	1,126	141.60%	21,034	27,298	-6,263	77.05%
6555 Conferences & Seminars Travel			0		7	0	7	
6570 In-County Relations	962	875	87	109.90%	4,190	10,300	-6,110	40.68%
6575 Stakeholder Networking		708	-708	0.00%	388	7,750	-7,362	5.01%
6590 Memberships		0	0		5,980	7,475	-1,495	80.00%
6610 North Coast Tourism Council	22,742	917	21,825	2481.02%	48,053	11,000	37,053	436.84%
<b>Total Partnerships</b>	<b>\$ 27,537</b>	<b>\$ 5,207</b>	<b>\$ 22,330</b>	<b>528.84%</b>	<b>\$ 79,652</b>	<b>\$ 63,823</b>	<b>\$ 15,829</b>	<b>124.80%</b>
Visitor Services			0		0	0	0	
6720 Event & Festival Guides	10,879	3,666	7,213	296.71%	50,629	43,999	6,629	115.07%
6730 Incentives & Sponsorships	8,324	2,041	6,283	407.84%	29,889	22,500	7,389	132.84%
6770 Visitor Centers & Signage	5,200	13,055	-7,855	39.83%	20,250	120,000	-99,750	16.88%
<b>Total Visitor Services</b>	<b>\$ 24,403</b>	<b>\$ 18,762</b>	<b>\$ 5,641</b>	<b>130.06%</b>	<b>\$ 100,768</b>	<b>\$ 186,499</b>	<b>\$ -85,732</b>	<b>54.03%</b>
<b>Total 2- VISITOR SVS / PARTNERSHIPS</b>	<b>\$ 51,940</b>	<b>\$ 23,970</b>	<b>\$ 27,971</b>	<b>216.69%</b>	<b>\$ 180,419</b>	<b>\$ 250,322</b>	<b>\$ -69,903</b>	<b>72.07%</b>
<b>3- ADMIN EXPENSES</b>			0		0	0	0	
General Admin			0		0	0	0	
7010 Accounting	1,970	2,000	-30	98.50%	32,340	31,000	1,340	104.32%
7060 Bank Fees	36	50	-14	71.40%	244	600	-356	40.64%
7080 Board Development		420	-420	0.00%	2,955	3,885	-930	76.06%
7090 Copying & Printing		200	-200	0.00%	507	2,400	-1,893	21.13%
7100 Dues & Subscriptions	1,527	960	567	159.06%	21,600	11,520	10,080	187.50%
7130 Legal Fees		250	-250	0.00%	1,220	3,000	-1,780	40.67%
7140 Licenses & Permits		65	-65	0.00%	0	600	-600	0.00%
7150 Meeting Expenses	35	50	-15	69.92%	691	600	91	115.10%
7200 Office Expense	884	1,230	-346	71.86%	11,105	11,400	-295	97.41%
7210 Postage & Shipping	40	455	-415	8.89%	3,256	5,625	-2,369	57.88%
7280 Travel Expenses	390	750	-360	52.04%	11,901	9,000	2,901	132.23%
<b>Total General Admin</b>	<b>\$ 4,882</b>	<b>\$ 6,430</b>	<b>\$ -1,548</b>	<b>75.93%</b>	<b>\$ 85,819</b>	<b>\$ 79,630</b>	<b>\$ 6,189</b>	<b>107.77%</b>
Occupancy Costs			0		0	0	0	
7650 Rent	2,456	2,025	431	121.28%	23,673	22,950	723	103.15%
7660 Insurance	223	0	223		2,619	2,250	369	116.40%
7850 Repairs & Maintenance	350	660	-310	53.02%	4,484	6,320	-1,836	70.96%
7890 Taxes		0	0		81	65	16	124.18%
7910 Telecommunication	908	450	458	201.78%	9,703	5,400	4,303	179.69%
7950 Utilities	497	730	-233	68.08%	6,887	8,760	-1,873	78.62%

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

	Jun 2022				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
7990 Depreciation Expense	581		581		6,038	0	6,038	
Total Occupancy Costs	\$ 5,015	\$ 3,865	\$ 1,150	129.75%	\$ 53,485	\$ 45,745	\$ 7,740	116.92%
<b>Total 3- ADMIN EXPENSES</b>	<b>\$ 9,897</b>	<b>\$ 10,295</b>	<b>\$ -398</b>	<b>96.14%</b>	<b>\$ 139,304</b>	<b>\$ 125,375</b>	<b>\$ 13,929</b>	<b>111.11%</b>
<b>4- PERSONNEL</b>			0		0	0	0	
8510 Salaries & Wages	41,894	22,787	19,107	183.85%	279,792	263,333	16,458	106.25%
8520 Paid Time Off	1,997	1,930	67	103.49%	11,861	19,513	-7,652	60.79%
8530 Payroll Taxes	3,459	1,989	1,470	173.91%	26,222	22,354	3,868	117.30%
8540 Payroll Processing Fees		85	-85	0.00%	0	1,740	-1,740	0.00%
8550 Workers Comp	210	195	15	107.69%	-480	5,257	-5,737	-9.13%
8570 Health Insurance Allowance	2,200	2,020	180	108.91%	22,400	23,400	-1,000	95.73%
8580 Other Employee Benefits		1,300	-1,300	0.00%	240	1,500	-1,260	15.98%
8590 Contract Work	375	11,200	-10,825	3.35%	28,510	61,000	-32,490	46.74%
8615 Employee Recruitment		0	0		294	1,000	-706	29.44%
<b>Total 4- PERSONNEL</b>	<b>\$ 50,136</b>	<b>\$ 41,506</b>	<b>\$ 8,630</b>	<b>120.79%</b>	<b>\$ 368,838</b>	<b>\$ 399,098</b>	<b>\$ -30,259</b>	<b>92.42%</b>
<b>Total Expenses</b>	<b>\$ 180,618</b>	<b>\$ 157,291</b>	<b>\$ 23,327</b>	<b>114.83%</b>	<b>\$ 1,454,200</b>	<b>\$ 1,813,717</b>	<b>\$ -359,517</b>	<b>80.18%</b>
<b>Net Operating Income</b>	<b>\$ -57,789</b>	<b>\$ -66,426</b>	<b>\$ 8,637</b>	<b>87.00%</b>	<b>\$ 249,081</b>	<b>\$ -407,703</b>	<b>\$ 656,785</b>	<b>-61.09%</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>\$ -57,789</b>	<b>\$ -66,426</b>	<b>\$ 8,637</b>	<b>87.00%</b>	<b>\$ 248,865</b>	<b>\$ -407,703</b>	<b>\$ 656,568</b>	<b>-61.04%</b>

# Mendocino County Tourism Commission

## Statement of Cash Flows

July 2021 - June 2022

	TOTAL
<b>OPERATING ACTIVITIES</b>	
Net Income	248,864.54
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1100 Accounts Receivable	550,671.43
1230 Prepaid Expenses	-63,560.73
2000 Accounts Payable	-3,408.37
2100 Accrued Expenses	1,970.00
2210 Payroll Liabilities:Federal Taxes (941/944)	1,623.18
2220 Payroll Liabilities:CA PIT / SDI	116.70
2230 Payroll Liabilities:CA SUI / ETT	-437.10
2240 Payroll Liabilities:FUTA Payable	44.82
2270 Payroll Liabilities:Accrued Payroll	12,620.17
2275 Payroll Liabilities:Accrued PTO	4,764.56
Direct Deposit Payable	0.00
<b>Total Adjustments to reconcile Net Income to Net Cash provided by operations:</b>	<b>504,404.66</b>
<b>Net cash provided by operating activities</b>	<b>\$753,269.20</b>
<b>INVESTING ACTIVITIES</b>	
1510 Furniture and Equipment	-5,866.19
1600 Accumulated Depreciation	5,356.00
<b>Net cash provided by investing activities</b>	<b>\$ -510.19</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>\$752,759.01</b>
Cash at beginning of period	842,224.84
<b>CASH AT END OF PERIOD</b>	<b>\$1,594,983.85</b>

# Mendocino County Tourism Commission

## Profit and Loss Comparison

June 2022

	TOTAL			
	JUN 2022	JUN 2021 (PY)	CHANGE	% CHANGE
<b>Income</b>				
4030 County BID	79,706.00	47,100.00	32,606.00	69.23 %
4031 County BID adjustments		428,660.26	-428,660.26	-100.00 %
4035 County 50% Match	39,583.00	224,697.69	-185,114.69	-82.38 %
4050 NCTC Administration	3,395.00		3,395.00	
<b>Other Income</b>				
4950 Interest Income	145.36	50.87	94.49	185.75 %
<b>Total Other Income</b>	<b>145.36</b>	<b>50.87</b>	<b>94.49</b>	<b>185.75 %</b>
<b>Total Income</b>	<b>\$122,829.36</b>	<b>\$700,508.82</b>	<b>\$ -577,679.46</b>	<b>-82.47 %</b>
<b>GROSS PROFIT</b>	<b>\$122,829.36</b>	<b>\$700,508.82</b>	<b>\$ -577,679.46</b>	<b>-82.47 %</b>
<b>Expenses</b>				
<b>1- MEDIA &amp; WEBSITE</b>				
<b>50 Advertising / Media</b>				
5130 Print & Online Advertising	39,770.72	34,465.49	5,305.23	15.39 %
5150 Ad Development/Design	1,000.00	1,000.00	0.00	0.00 %
5170 Photography	4,000.00		4,000.00	
5240 Research & Development	2,000.00		2,000.00	
5280 Video Development	1,298.93		1,298.93	
<b>Total 50 Advertising / Media</b>	<b>48,069.65</b>	<b>35,465.49</b>	<b>12,604.16</b>	<b>35.54 %</b>
<b>55 Marketing / Public Relations</b>				
5510 Public Relations Contract	8,333.34	7,500.00	833.34	11.11 %
5540 Clipping Service	648.00	632.00	16.00	2.53 %
5610 Travel -PR Related	4,518.78	15.43	4,503.35	29,185.68 %
5680 Visiting Media FAM Expenses	1,473.79	-242.20	1,715.99	708.50 %
<b>Total 55 Marketing / Public Relations</b>	<b>14,973.91</b>	<b>7,905.23</b>	<b>7,068.68</b>	<b>89.42 %</b>
<b>57 Website Maint / Development</b>				
5710 Interactive Media Coordinator	2,500.00	2,500.00	0.00	0.00 %
5750 Development/ Maintenance	736.60	661.76	74.84	11.31 %
5780 Interactive Marketing	29.95	29.95	0.00	0.00 %
<b>Total 57 Website Maint / Development</b>	<b>3,266.55</b>	<b>3,191.71</b>	<b>74.84</b>	<b>2.34 %</b>
<b>58 Leisure / Group Sales</b>				
5810 Promotion Items, Booth Develop	1,448.64	395.19	1,053.45	266.57 %
5880 Travel - Leisure/Group Sales	455.73	2,573.92	-2,118.19	-82.29 %
5885 Travel - Group FAMs	430.47		430.47	
<b>Total 58 Leisure / Group Sales</b>	<b>2,334.84</b>	<b>2,969.11</b>	<b>-634.27</b>	<b>-21.36 %</b>
<b>Total 1- MEDIA &amp; WEBSITE</b>	<b>68,644.95</b>	<b>49,531.54</b>	<b>19,113.41</b>	<b>38.59 %</b>

# Mendocino County Tourism Commission

## Profit and Loss Comparison

June 2022

	TOTAL			
	JUN 2022	JUN 2021 (PY)	CHANGE	% CHANGE
<b>2- VISITOR SVS / PARTNERSHIPS</b>				
Partnerships				
6550 Conferences & Seminars	3,833.80	12.16	3,821.64	31,427.96 %
6570 In-County Relations	961.63	228.35	733.28	321.12 %
6610 North Coast Tourism Council	22,741.81	6,000.00	16,741.81	279.03 %
<b>Total Partnerships</b>	<b>27,537.24</b>	<b>6,240.51</b>	<b>21,296.73</b>	<b>341.27 %</b>
Visitor Services				
6720 Event & Festival Guides	10,878.98	537.47	10,341.51	1,924.11 %
6730 Incentives & Sponsorships	8,324.00	7,686.00	638.00	8.30 %
6770 Visitor Centers & Signage	5,200.00	200.00	5,000.00	2,500.00 %
<b>Total Visitor Services</b>	<b>24,402.98</b>	<b>8,423.47</b>	<b>15,979.51</b>	<b>189.70 %</b>
<b>Total 2- VISITOR SVS / PARTNERSHIPS</b>	<b>51,940.22</b>	<b>14,663.98</b>	<b>37,276.24</b>	<b>254.20 %</b>
<b>3- ADMIN EXPENSES</b>				
General Admin				
7010 Accounting	1,970.00	1,715.00	255.00	14.87 %
7060 Bank Fees	35.70	7.80	27.90	357.69 %
7090 Copying & Printing		136.14	-136.14	-100.00 %
7100 Dues & Subscriptions	1,526.94	2,279.73	-752.79	-33.02 %
7150 Meeting Expenses	34.96	59.65	-24.69	-41.39 %
7200 Office Expense	883.91	61.26	822.65	1,342.88 %
7210 Postage & Shipping	40.46	161.50	-121.04	-74.95 %
7280 Travel Expenses	390.31	473.02	-82.71	-17.49 %
<b>Total General Admin</b>	<b>4,882.28</b>	<b>4,894.10</b>	<b>-11.82</b>	<b>-0.24 %</b>
Occupancy Costs				
7650 Rent	2,456.00	4,299.00	-1,843.00	-42.87 %
7660 Insurance	223.00	294.67	-71.67	-24.32 %
7850 Repairs & Maintenance	349.95	324.95	25.00	7.69 %
7910 Telecommunication	908.02	736.96	171.06	23.21 %
7950 Utilities	497.00	493.66	3.34	0.68 %
7990 Depreciation Expense	581.00	403.00	178.00	44.17 %
<b>Total Occupancy Costs</b>	<b>5,014.97</b>	<b>6,552.24</b>	<b>-1,537.27</b>	<b>-23.46 %</b>
<b>Total 3- ADMIN EXPENSES</b>	<b>9,897.25</b>	<b>11,446.34</b>	<b>-1,549.09</b>	<b>-13.53 %</b>
<b>4- PERSONNEL</b>				
8510 Salaries & Wages	41,894.35	18,236.68	23,657.67	129.73 %
8520 Paid Time Off	1,997.30	1,156.63	840.67	72.68 %
8530 Payroll Taxes	3,459.03	1,662.79	1,796.24	108.03 %
8540 Payroll Processing Fees		2.03	-2.03	-100.00 %
8550 Workers Comp	210.00	436.75	-226.75	-51.92 %
8570 Health Insurance Allowance	2,200.00	1,200.00	1,000.00	83.33 %



# Mendocino County Tourism Commission

## Profit and Loss Comparison

June 2022

	TOTAL			
	JUN 2022	JUN 2021 (PY)	CHANGE	% CHANGE
8590 Contract Work	375.00	968.75	-593.75	-61.29 %
<b>Total 4- PERSONNEL</b>	<b>50,135.68</b>	<b>23,663.63</b>	<b>26,472.05</b>	<b>111.87 %</b>
<b>Total Expenses</b>	<b>\$180,618.10</b>	<b>\$99,305.49</b>	<b>\$81,312.61</b>	<b>81.88 %</b>
NET OPERATING INCOME	<b>\$ -57,788.74</b>	<b>\$601,203.33</b>	<b>\$ -658,992.07</b>	<b>-109.61 %</b>
Other Income				
9000 SBA PPP Funding		3,558.74	-3,558.74	-100.00 %
<b>Total Other Income</b>	<b>\$0.00</b>	<b>\$3,558.74</b>	<b>\$ -3,558.74</b>	<b>-100.00 %</b>
NET OTHER INCOME	<b>\$0.00</b>	<b>\$3,558.74</b>	<b>\$ -3,558.74</b>	<b>-100.00 %</b>
NET INCOME	<b>\$ -57,788.74</b>	<b>\$604,762.07</b>	<b>\$ -662,550.81</b>	<b>-109.56 %</b>

# Mendocino County Tourism Commission

## Profit and Loss Comparison

July 2021 - June 2022

	TOTAL			
	JUL 2021 - JUN 2022	JUL 2020 - JUN 2021 (PY)	CHANGE	% CHANGE
<b>Income</b>				
4030 County BID	1,073,604.00	565,200.00	508,404.00	89.95 %
4031 County BID adjustments	74,072.60	631,520.20	-557,447.60	-88.27 %
4035 County 50% Match	474,996.00	597,728.69	-122,732.69	-20.53 %
4050 NCTC Administration	18,841.89	1,409.68	17,432.21	1,236.61 %
<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	452.65	116.15	336.50	289.71 %
<b>Total Other Income</b>	<b>61,767.06</b>	<b>2,086.52</b>	<b>59,680.54</b>	<b>2,860.29 %</b>
<b>Total Income</b>	<b>\$1,703,281.55</b>	<b>\$1,797,945.09</b>	<b>\$ -94,663.54</b>	<b>-5.27 %</b>
<b>GROSS PROFIT</b>	<b>\$1,703,281.55</b>	<b>\$1,797,945.09</b>	<b>\$ -94,663.54</b>	<b>-5.27 %</b>
<b>Expenses</b>				
<b>1- MEDIA &amp; WEBSITE</b>				
<b>50 Advertising / Media</b>				
5130 Print & Online Advertising	418,680.99	119,391.30	299,289.69	250.68 %
5150 Ad Development/Design	12,420.00	6,454.05	5,965.95	92.44 %
5170 Photography	4,000.00	172.69	3,827.31	2,216.29 %
5240 Research & Development	50,060.00	9,810.00	40,250.00	410.30 %
5280 Video Development	9,809.80		9,809.80	
5290 Marketing Contingency	587.93		587.93	
<b>Total 50 Advertising / Media</b>	<b>495,558.72</b>	<b>135,828.04</b>	<b>359,730.68</b>	<b>264.84 %</b>
<b>55 Marketing / Public Relations</b>				
5510 Public Relations Contract	105,524.18	90,000.00	15,524.18	17.25 %
5540 Clipping Service	7,776.00	7,947.84	-171.84	-2.16 %
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	10,872.90	-258.91	11,131.81	4,299.49 %
5680 Visiting Media FAM Expenses	11,842.23	7,498.93	4,343.30	57.92 %
<b>Total 55 Marketing / Public Relations</b>	<b>138,646.25</b>	<b>107,748.86</b>	<b>30,897.39</b>	<b>28.68 %</b>
<b>57 Website Maint / Development</b>				
5710 Interactive Media Coordinator	30,000.00	27,500.00	2,500.00	9.09 %
5740 Content Creation		146.45	-146.45	-100.00 %
5750 Development/ Maintenance	80,571.60	11,162.50	69,409.10	621.81 %
5780 Interactive Marketing	359.40	5,334.43	-4,975.03	-93.26 %
<b>Total 57 Website Maint / Development</b>	<b>110,931.00</b>	<b>44,143.38</b>	<b>66,787.62</b>	<b>151.30 %</b>

# Mendocino County Tourism Commission

## Profit and Loss Comparison

July 2021 - June 2022

	TOTAL			
	JUL 2021 - JUN 2022	JUL 2020 - JUN 2021 (PY)	CHANGE	% CHANGE
<b>58 Leisure / Group Sales</b>				
5810 Promotion Items, Booth Develop	5,669.87	656.51	5,013.36	763.64 %
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	7,977.23	606.70	7,370.53	1,214.86 %
5885 Travel - Group FAMs	460.47	64.19	396.28	617.35 %
5890 Misc. Sales Opportunities		52.50	-52.50	-100.00 %
<b>Total 58 Leisure / Group Sales</b>	<b>20,503.30</b>	<b>3,640.18</b>	<b>16,863.12</b>	<b>463.25 %</b>
<b>Total 1- MEDIA &amp; WEBSITE</b>	<b>765,639.27</b>	<b>291,360.46</b>	<b>474,278.81</b>	<b>162.78 %</b>
<b>2- VISITOR SVS / PARTNERSHIPS</b>				
Partnerships				
6550 Conferences & Seminars	21,034.04	12.16	21,021.88	172,877.30 %
6555 Conferences & Seminars Travel	6.80		6.80	
6570 In-County Relations	4,189.79	3,560.09	629.70	17.69 %
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	48,052.75	12,409.68	35,643.07	287.22 %
<b>Total Partnerships</b>	<b>79,651.68</b>	<b>19,769.43</b>	<b>59,882.25</b>	<b>302.90 %</b>
Visitor Services				
6720 Event & Festival Guides	50,628.65	6,924.60	43,704.05	631.14 %
6730 Incentives & Sponsorships	29,889.00	26,838.25	3,050.75	11.37 %
6770 Visitor Centers & Signage	20,250.00	2,446.70	17,803.30	727.65 %
<b>Total Visitor Services</b>	<b>100,767.65</b>	<b>36,209.55</b>	<b>64,558.10</b>	<b>178.29 %</b>
<b>Total 2- VISITOR SVS / PARTNERSHIPS</b>	<b>180,419.33</b>	<b>55,978.98</b>	<b>124,440.35</b>	<b>222.30 %</b>
<b>3- ADMIN EXPENSES</b>				
General Admin				
7010 Accounting	32,340.00	32,220.00	120.00	0.37 %
7060 Bank Fees	243.83	220.80	23.03	10.43 %
7080 Board Development	2,954.79	21,293.60	-18,338.81	-86.12 %
7090 Copying & Printing	507.20	1,346.52	-839.32	-62.33 %
7100 Dues & Subscriptions	21,600.13	18,863.83	2,736.30	14.51 %
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	690.60	570.19	120.41	21.12 %
7200 Office Expense	11,105.20	8,638.78	2,466.42	28.55 %
7210 Postage & Shipping	3,255.83	668.33	2,587.50	387.16 %
7280 Travel Expenses	11,900.95	4,396.03	7,504.92	170.72 %
<b>Total General Admin</b>	<b>85,818.51</b>	<b>90,139.08</b>	<b>-4,320.57</b>	<b>-4.79 %</b>

# Mendocino County Tourism Commission

## Profit and Loss Comparison

July 2021 - June 2022

	TOTAL			
	JUL 2021 - JUN 2022	JUL 2020 - JUN 2021 (PY)	CHANGE	% CHANGE
Occupancy Costs				
7650 Rent	23,673.00	30,430.33	-6,757.33	-22.21 %
7660 Insurance	2,619.00	2,777.75	-158.75	-5.72 %
7850 Repairs & Maintenance	4,484.40	6,110.44	-1,626.04	-26.61 %
7890 Taxes	80.72	124.18	-43.46	-35.00 %
7910 Telecommunication	9,703.02	9,191.72	511.30	5.56 %
7950 Utilities	6,886.86	7,044.14	-157.28	-2.23 %
7990 Depreciation Expense	6,038.00	4,641.36	1,396.64	30.09 %
<b>Total Occupancy Costs</b>	<b>53,485.00</b>	<b>60,319.92</b>	<b>-6,834.92</b>	<b>-11.33 %</b>
<b>Total 3- ADMIN EXPENSES</b>	<b>139,303.51</b>	<b>150,459.00</b>	<b>-11,155.49</b>	<b>-7.41 %</b>
4- PERSONNEL				
8510 Salaries & Wages	279,791.73	164,341.28	115,450.45	70.25 %
8515 Bereavement Pay		1,188.46	-1,188.46	-100.00 %
8520 Paid Time Off	11,861.21	7,306.84	4,554.37	62.33 %
8530 Payroll Taxes	26,221.84	15,918.79	10,303.05	64.72 %
8540 Payroll Processing Fees		826.03	-826.03	-100.00 %
8550 Workers Comp	-480.00	2,916.00	-3,396.00	-116.46 %
8570 Health Insurance Allowance	22,400.00	14,400.00	8,000.00	55.56 %
8580 Other Employee Benefits	239.65		239.65	
8590 Contract Work	28,509.60	5,118.00	23,391.60	457.05 %
8615 Employee Recruitment	294.35		294.35	
<b>Total 4- PERSONNEL</b>	<b>368,838.38</b>	<b>212,015.40</b>	<b>156,822.98</b>	<b>73.97 %</b>
<b>Total Expenses</b>	<b>\$1,454,200.49</b>	<b>\$709,813.84</b>	<b>\$744,386.65</b>	<b>104.87 %</b>
NET OPERATING INCOME	<b>\$249,081.06</b>	<b>\$1,088,131.25</b>	<b>\$ -839,050.19</b>	<b>-77.11 %</b>
Other Income				
9000 SBA PPP Funding		43,290.00	-43,290.00	-100.00 %
<b>Total Other Income</b>	<b>\$0.00</b>	<b>\$43,290.00</b>	<b>\$ -43,290.00</b>	<b>-100.00 %</b>
Other Expenses				
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>
NET OTHER INCOME	<b>\$ -216.52</b>	<b>\$43,290.00</b>	<b>\$ -43,506.52</b>	<b>-100.50 %</b>
NET INCOME	<b>\$248,864.54</b>	<b>\$1,131,421.25</b>	<b>\$ -882,556.71</b>	<b>-78.00 %</b>