

Mendocino County Tourism Commission

BALANCE SHEET COMPARISON

As of July 31, 2020

	TOTAL			
	AS OF JUL 31, 2020	AS OF JUL 31, 2019 (PY)	CHANGE	% CHANGE
ASSETS				
Current Assets				
Bank Accounts				
1005 SBMC Checking	104,487.85		104,487.85	
1010 SBMC Savings	100,002.74		100,002.74	
1015 MLCU Checking	22,035.80	53,021.45	-30,985.65	-58.44 %
1020 MLCU Savings	58,429.24	142,062.43	-83,633.19	-58.87 %
1030 Cash drawer	100.00	100.00	0.00	0.00 %
Total Bank Accounts	\$285,055.63	\$195,183.88	\$89,871.75	46.04 %
Accounts Receivable				
1100 Accounts Receivable	262,345.28	341,839.71	-79,494.43	-23.25 %
Total Accounts Receivable	\$262,345.28	\$341,839.71	\$ -79,494.43	-23.25 %
Other Current Assets				
1230 Prepaid Expenses	8,504.67	10,113.58	-1,608.91	-15.91 %
1250 Refundable Deposits	4,150.00	4,150.00	0.00	0.00 %
1270 Receivable Other	12,700.00	0.00	12,700.00	
Total Other Current Assets	\$25,354.67	\$14,263.58	\$11,091.09	77.76 %
Total Current Assets	\$572,755.58	\$551,287.17	\$21,468.41	3.89 %
Fixed Assets				
1510 Furniture and Equipment	23,198.95	62,039.14	-38,840.19	-62.61 %
1600 Accumulated Depreciation	-9,198.00	-48,952.10	39,754.10	81.21 %
Total Fixed Assets	\$14,000.95	\$13,087.04	\$913.91	6.98 %
TOTAL ASSETS	\$586,756.53	\$564,374.21	\$22,382.32	3.97 %
LIABILITIES AND EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 Accounts Payable	15,197.01	41,420.49	-26,223.48	-63.31 %
Total Accounts Payable	\$15,197.01	\$41,420.49	\$ -26,223.48	-63.31 %
Other Current Liabilities				
2100 Accrued Expenses	1,930.00	0.00	1,930.00	
Payroll Liabilities	0.00	0.00	0.00	
2230 CA SUI / ETT	0.00	198.53	-198.53	-100.00 %
2240 FUTA Payable	0.00	30.64	-30.64	-100.00 %
2270 Accrued Payroll	7,462.33	11,714.17	-4,251.84	-36.30 %
2275 Accrued PTO	9,228.48	15,914.10	-6,685.62	-42.01 %
Total Payroll Liabilities	16,690.81	27,857.44	-11,166.63	-40.08 %
Total Other Current Liabilities	\$18,620.81	\$27,857.44	\$ -9,236.63	-33.16 %
Total Current Liabilities	\$33,817.82	\$69,277.93	\$ -35,460.11	-51.19 %
Total Liabilities	\$33,817.82	\$69,277.93	\$ -35,460.11	-51.19 %
Equity				
3100 Contingency-Restricted	152,650.09	152,650.09	0.00	0.00 %
3900 Unrestricted Net Assets (RE)	359,320.83	325,650.15	33,670.68	10.34 %
Net Income	40,967.79	16,796.04	24,171.75	143.91 %
Total Equity	\$552,938.71	\$495,096.28	\$57,842.43	11.68 %
TOTAL LIABILITIES AND EQUITY	\$586,756.53	\$564,374.21	\$22,382.32	3.97 %

Mendocino County Tourism Commission

BUDGET VS. ACTUALS: FY 20-21 SUMMARY

July 2020

	JUL 2020				TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income								
4030 County BID	47,100	47,100	0	100.00 %	\$47,100	\$47,100	\$0	100.00 %
4035 County 50% Match	33,911	22,959	10,952	148.00 %	\$33,911	\$22,959	\$10,952	148.00 %
4040 County Admin Fee		-1,378	1,378		\$0	\$ -1,378	\$1,378	0%
Other Income	5		5		\$5	\$0	\$5	0%
Total Income	\$81,016	\$68,681	\$12,335	118.00 %	\$81,016	\$68,681	\$12,335	118.00 %
GROSS PROFIT	\$81,016	\$68,681	\$12,335	118.00 %	\$81,016	\$68,681	\$12,335	118.00 %
Expenses								
1- MEDIA & WEBSITE	11,390	37,910	-26,520	30.00 %	\$11,390	\$37,910	\$ -26,520	30.00 %
2- VISITOR SVS / PARTNERSHIPS	2,895	5,961	-3,066	49.00 %	\$2,895	\$5,961	\$ -3,066	49.00 %
3- ADMIN EXPENSES	9,686	8,410	1,275	115.00 %	\$9,686	\$8,410	\$1,275	115.00 %
4- PERSONNEL	16,077	17,316	-1,240	93.00 %	\$16,077	\$17,316	\$ -1,240	93.00 %
Total Expenses	\$40,048	\$69,598	\$ -29,550	58.00 %	\$40,048	\$69,598	\$ -29,550	58.00 %
NET OPERATING INCOME	\$40,968	\$ -917	\$41,885	-4,469.00 %	\$40,968	\$ -917	\$41,885	-4,469.00 %
NET INCOME	\$40,968	\$ -917	\$41,885	-4,469.00 %	\$40,968	\$ -917	\$41,885	-4,469.00 %

Mendocino County Tourism Commission

BUDGET VS. ACTUALS: FY 20/21

July 2020

	JUL 2020				TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income								
4030 County BID	47,100	47,100	0	100.00 %	\$47,100	\$47,100	\$0	100.00 %
4035 County 50% Match	33,911	22,959	10,952	148.00 %	\$33,911	\$22,959	\$10,952	148.00 %
4040 County Admin Fee		-1,378	1,378		\$0	\$-1,378	\$1,378	0%
Other Income					\$0	\$0	\$0	0%
4950 Interest Income	5		5		\$5	\$0	\$5	0%
Total Other Income	5		5		\$5	\$0	\$5	0%
Total Income	\$81,016	\$68,681	\$12,335	118.00 %	\$81,016	\$68,681	\$12,335	118.00 %
GROSS PROFIT	\$81,016	\$68,681	\$12,335	118.00 %	\$81,016	\$68,681	\$12,335	118.00 %
Expenses								
1- MEDIA & WEBSITE								
50 Advertising / Media					\$0	\$0	\$0	0%
5130 Print & Online Advertising		15,658	-15,658		\$0	\$15,658	\$-15,658	0%
5150 Ad Development/Design		833	-833		\$0	\$833	\$-833	0%
5170 Photography		200	-200		\$0	\$200	\$-200	0%
5240 Research & Development		500	-500		\$0	\$500	\$-500	0%
5290 Marketing Contingency		833	-833		\$0	\$833	\$-833	0%
Total 50 Advertising / Media		18,025	-18,025		\$0	\$18,025	\$-18,025	0%
55 Marketing / Public Relations								
5510 Public Relations Contract	7,500	7,850	-350	96.00 %	\$7,500	\$7,850	\$-350	96.00 %
5520 Marketing Agency Contract		694	-694		\$0	\$694	\$-694	0%
5540 Clipping Service	628	750	-122	84.00 %	\$628	\$750	\$-122	84.00 %
5560 Media Events		792	-792		\$0	\$792	\$-792	0%
5610 Travel -PR Related	-274	83	-358	-329.00 %	\$-274	\$83	\$-358	-329.00 %
5680 Visiting Media FAM Expenses		1,000	-1,000		\$0	\$1,000	\$-1,000	0%
Total 55 Marketing / Public Relations	7,854	11,169	-3,316	70.00 %	\$7,854	\$11,169	\$-3,316	70.00 %
57 Website Maint / Development								
5710 Interactive Media Coordinator	2,500	2,500	0	100.00 %	\$2,500	\$2,500	\$0	100.00 %
5740 Content Creation	146	2,500	-2,354	6.00 %	\$146	\$2,500	\$-2,354	6.00 %

Mendocino County Tourism Commission

BUDGET VS. ACTUALS: FY 20/21

July 2020

	JUL 2020				TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
5750 Development/ Maintenance	125	500	-375	25.00 %	\$125	\$500	\$ -375	25.00 %
5780 Interactive Marketing	209		209		\$209	\$0	\$209	0%
Total 57 Website Maint / Development	2,980	5,500	-2,520	54.00 %	\$2,980	\$5,500	\$ -2,520	54.00 %
58 Leisure / Group Sales					\$0	\$0	\$0	0%
5810 Promotion Items, Booth Develop	56	792	-735	7.00 %	\$56	\$792	\$ -735	7.00 %
5820 Consumer & Trade Shows		338	-338		\$0	\$338	\$ -338	0%
5840 State Fair Exhibit	500	1,000	-500	50.00 %	\$500	\$1,000	\$ -500	50.00 %
5870 Shipping - Travel Shows		208	-208		\$0	\$208	\$ -208	0%
5880 Travel - Leisure/Group Sales		495	-495		\$0	\$495	\$ -495	0%
5885 Travel - Group FAMs		333	-333		\$0	\$333	\$ -333	0%
5890 Misc. Sales Opportunities		50	-50		\$0	\$50	\$ -50	0%
Total 58 Leisure / Group Sales	556	3,216	-2,660	17.00 %	\$556	\$3,216	\$ -2,660	17.00 %
Total 1- MEDIA & WEBSITE	11,390	37,910	-26,520	30.00 %	\$11,390	\$37,910	\$ -26,520	30.00 %
2- VISITOR SVS / PARTNERSHIPS					\$0	\$0	\$0	0%
Partnerships					\$0	\$0	\$0	0%
6570 In-County Relations		1,025	-1,025		\$0	\$1,025	\$ -1,025	0%
6590 Memberships	2,163	550	1,613	393.00 %	\$2,163	\$550	\$1,613	393.00 %
6610 North Coast Tourism Council		917	-917		\$0	\$917	\$ -917	0%
Total Partnerships	2,163	2,492	-329	87.00 %	\$2,163	\$2,492	\$ -329	87.00 %
Visitor Services					\$0	\$0	\$0	0%
6720 Event & Festival Guides		1,400	-1,400		\$0	\$1,400	\$ -1,400	0%
6730 Incentives & Sponsorships	486	1,653	-1,167	29.00 %	\$486	\$1,653	\$ -1,167	29.00 %
6770 Visitor Centers & Signage	247	417	-170	59.00 %	\$247	\$417	\$ -170	59.00 %
Total Visitor Services	733	3,469	-2,737	21.00 %	\$733	\$3,469	\$ -2,737	21.00 %
Total 2- VISITOR SVS / PARTNERSHIPS	2,895	5,961	-3,066	49.00 %	\$2,895	\$5,961	\$ -3,066	49.00 %
3- ADMIN EXPENSES					\$0	\$0	\$0	0%
General Admin					\$0	\$0	\$0	0%
7010 Accounting	2,290	2,143	147	107.00 %	\$2,290	\$2,143	\$147	107.00 %
7060 Bank Fees	5	50	-45	10.00 %	\$5	\$50	\$ -45	10.00 %

Mendocino County Tourism Commission

BUDGET VS. ACTUALS: FY 20/21

July 2020

	JUL 2020				TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
7080 Board Development		77	-77		\$0	\$77	\$ -77	0%
7090 Copying & Printing	125	200	-75	63.00 %	\$125	\$200	\$ -75	63.00 %
7100 Dues & Subscriptions	1,117	917	200	122.00 %	\$1,117	\$917	\$200	122.00 %
7130 Legal Fees		250	-250		\$0	\$250	\$ -250	0%
7140 Licenses & Permits		8	-8		\$0	\$8	\$ -8	0%
7150 Meeting Expenses		50	-50		\$0	\$50	\$ -50	0%
7200 Office Expense	462	296	166	156.00 %	\$462	\$296	\$166	156.00 %
7210 Postage & Shipping	18	75	-57	24.00 %	\$18	\$75	\$ -57	24.00 %
7280 Travel Expenses	223	500	-277	45.00 %	\$223	\$500	\$ -277	45.00 %
Total General Admin	4,239	4,566	-327	93.00 %	\$4,239	\$4,566	\$ -327	93.00 %
Occupancy Costs					\$0	\$0	\$0	0%
7650 Rent	2,350	1,983	367	118.00 %	\$2,350	\$1,983	\$367	118.00 %
7660 Insurance	228	188	40	121.00 %	\$228	\$188	\$40	121.00 %
7850 Repairs & Maintenance	375	460	-85	82.00 %	\$375	\$460	\$ -85	82.00 %
7890 Taxes	10	5	5	186.00 %	\$10	\$5	\$5	186.00 %
7910 Telecommunication	1,229	450	779	273.00 %	\$1,229	\$450	\$779	273.00 %
7950 Utilities	691	758	-68	91.00 %	\$691	\$758	\$ -68	91.00 %
7990 Depreciation Expense	564		564		\$564	\$0	\$564	0%
Total Occupancy Costs	5,447	3,845	1,602	142.00 %	\$5,447	\$3,845	\$1,602	142.00 %
Total 3- ADMIN EXPENSES	9,686	8,410	1,275	115.00 %	\$9,686	\$8,410	\$1,275	115.00 %
4- PERSONNEL					\$0	\$0	\$0	0%
8510 Salaries & Wages	12,565	13,167	-601	95.00 %	\$12,565	\$13,167	\$ -601	95.00 %
8520 Paid Time Off	154	924	-770	17.00 %	\$154	\$924	\$ -770	17.00 %
8530 Payroll Taxes	961	1,109	-148	87.00 %	\$961	\$1,109	\$ -148	87.00 %
8540 Payroll Processing Fees	43		43		\$43	\$0	\$43	0%
8550 Workers Comp	204	250	-46	82.00 %	\$204	\$250	\$ -46	82.00 %
8570 Health Insurance	1,200	1,200	0	100.00 %	\$1,200	\$1,200	\$0	100.00 %
8580 Other Employee Benefits		17	-17		\$0	\$17	\$ -17	0%
8590 Contract Work	949	650	299	146.00 %	\$949	\$650	\$299	146.00 %

Mendocino County Tourism Commission

BUDGET VS. ACTUALS: FY 20/21

July 2020

	JUL 2020				TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Total 4- PERSONNEL	16,077	17,316	-1,240	93.00 %	\$16,077	\$17,316	\$ -1,240	93.00 %
Total Expenses	\$40,048	\$69,598	\$ -29,550	58.00 %	\$40,048	\$69,598	\$ -29,550	58.00 %
NET OPERATING INCOME	\$40,968	\$ -917	\$41,885	-4,469.00 %	\$40,968	\$ -917	\$41,885	-4,469.00 %
NET INCOME	\$40,968	\$ -917	\$41,885	-4,469.00 %	\$40,968	\$ -917	\$41,885	-4,469.00 %

Mendocino County Tourism Commission

STATEMENT OF CASH FLOWS

July 2020

	TOTAL
OPERATING ACTIVITIES	
Net Income	40,967.79
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1100 Accounts Receivable	-81,011.08
1230 Prepaid Expenses	957.00
2000 Accounts Payable	3,534.77
2100 Accrued Expenses	-1,910.00
Direct Deposit Payable	0.00
2270 Payroll Liabilities:Accrued Payroll	198.06
2275 Payroll Liabilities:Accrued PTO	153.64
2220 Payroll Liabilities:CA PIT / SDI	0.00
2230 Payroll Liabilities:CA SUI / ETT	0.00
2210 Payroll Liabilities:Federal Taxes (941/944)	0.00
2240 Payroll Liabilities:FUTA Payable	0.00
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	-78,077.61
Net cash provided by operating activities	\$ -37,109.82
INVESTING ACTIVITIES	
1600 Accumulated Depreciation	564.00
Net cash provided by investing activities	\$564.00
NET CASH INCREASE FOR PERIOD	\$ -36,545.82
Cash at beginning of period	321,601.45
CASH AT END OF PERIOD	\$285,055.63

Mendocino County Tourism Commission

PROFIT AND LOSS COMPARISON

July 2020

	TOTAL			
	JUL 2020	JUL 2019 (PY)	CHANGE	% CHANGE
Income				
4030 County BID	47,100.00	78,541.42	-31,441.42	-40.03 %
4035 County 50% Match	33,911.08	40,630.80	-6,719.72	-16.54 %
Other Income				
4950 Interest Income	4.96	31.77	-26.81	-84.39 %
Total Other Income	4.96	31.77	-26.81	-84.39 %
Total Income	\$81,016.04	\$119,203.99	\$ -38,187.95	-32.04 %
GROSS PROFIT	\$81,016.04	\$119,203.99	\$ -38,187.95	-32.04 %
Expenses				
1- MEDIA & WEBSITE				
50 Advertising / Media				
5130 Print & Online Advertising		5,752.66	-5,752.66	-100.00 %
5280 Video Development		146.72	-146.72	-100.00 %
Total 50 Advertising / Media		5,899.38	-5,899.38	-100.00 %
55 Marketing / Public Relations				
5510 Public Relations Contract	7,500.00	7,500.00	0.00	0.00 %
5520 Marketing Agency Contract		8,333.00	-8,333.00	-100.00 %
5540 Clipping Service	628.17	451.66	176.51	39.08 %
5560 Media Events		995.00	-995.00	-100.00 %
5610 Travel -PR Related	-274.34	544.28	-818.62	-150.40 %
5680 Visiting Media FAM Expenses		213.97	-213.97	-100.00 %
Total 55 Marketing / Public Relations	7,853.83	18,037.91	-10,184.08	-56.46 %
57 Website Maint / Development				
5710 Interactive Media Coordinator	2,500.00	2,500.00	0.00	0.00 %
5740 Content Creation	146.45		146.45	
5750 Development/ Maintenance	125.00	1,677.84	-1,552.84	-92.55 %
5780 Interactive Marketing	208.91	88.95	119.96	134.86 %
Total 57 Website Maint / Development	2,980.36	4,266.79	-1,286.43	-30.15 %
58 Leisure / Group Sales				
5810 Promotion Items, Booth Develop	56.22	6,549.33	-6,493.11	-99.14 %
5840 State Fair Exhibit	500.00	1,064.15	-564.15	-53.01 %
5880 Travel - Leisure/Group Sales		381.67	-381.67	-100.00 %
Total 58 Leisure / Group Sales	556.22	7,995.15	-7,438.93	-93.04 %
Total 1- MEDIA & WEBSITE	11,390.41	36,199.23	-24,808.82	-68.53 %

Mendocino County Tourism Commission

PROFIT AND LOSS COMPARISON

July 2020

	TOTAL			
	JUL 2020	JUL 2019 (PY)	CHANGE	% CHANGE
2- VISITOR SVS / PARTNERSHIPS				
Partnerships				
6550 Conferences & Seminars		1,978.92	-1,978.92	-100.00 %
6570 In-County Relations		644.77	-644.77	-100.00 %
6590 Memberships	2,162.50	2,640.00	-477.50	-18.09 %
Total Partnerships	2,162.50	5,263.69	-3,101.19	-58.92 %
Visitor Services				
6730 Incentives & Sponsorships	486.00	2,080.00	-1,594.00	-76.63 %
6770 Visitor Centers & Signage	246.70	2,700.00	-2,453.30	-90.86 %
Total Visitor Services	732.70	4,780.00	-4,047.30	-84.67 %
Total 2- VISITOR SVS / PARTNERSHIPS	2,895.20	10,043.69	-7,148.49	-71.17 %
3- ADMIN EXPENSES				
General Admin				
7010 Accounting	2,290.00	280.00	2,010.00	717.86 %
7060 Bank Fees	5.00		5.00	
7090 Copying & Printing	125.11	259.83	-134.72	-51.85 %
7100 Dues & Subscriptions	1,116.91	912.46	204.45	22.41 %
7130 Legal Fees		279.99	-279.99	-100.00 %
7140 Licenses & Permits		66.00	-66.00	-100.00 %
7200 Office Expense	461.52	1,317.74	-856.22	-64.98 %
7210 Postage & Shipping	17.99	51.80	-33.81	-65.27 %
7280 Travel Expenses	222.81	817.24	-594.43	-72.74 %
Total General Admin	4,239.34	3,985.06	254.28	6.38 %
Occupancy Costs				
7650 Rent	2,350.00	2,530.00	-180.00	-7.11 %
7660 Insurance	227.75	2,126.31	-1,898.56	-89.29 %
7850 Repairs & Maintenance	375.17	687.41	-312.24	-45.42 %
7890 Taxes	10.00		10.00	
7910 Telecommunication	1,229.00	970.79	258.21	26.60 %
7950 Utilities	690.67	719.91	-29.24	-4.06 %
7990 Depreciation Expense	564.00	281.32	282.68	100.48 %
Total Occupancy Costs	5,446.59	7,315.74	-1,869.15	-25.55 %
Total 3- ADMIN EXPENSES	9,685.93	11,300.80	-1,614.87	-14.29 %
4- PERSONNEL				
8510 Salaries & Wages	12,565.34	35,925.44	-23,360.10	-65.02 %
8520 Paid Time Off	153.64	138.00	15.64	11.33 %
8530 Payroll Taxes	961.23	2,979.87	-2,018.64	-67.74 %
8540 Payroll Processing Fees	43.00	53.00	-10.00	-18.87 %
8550 Workers Comp	204.25	2,704.00	-2,499.75	-92.45 %
8570 Health Insurance	1,200.00	2,700.00	-1,500.00	-55.56 %

Mendocino County Tourism Commission

PROFIT AND LOSS COMPARISON

July 2020

	TOTAL			
	JUL 2020	JUL 2019 (PY)	CHANGE	% CHANGE
8580 Other Employee Benefits		163.92	-163.92	-100.00 %
8590 Contract Work	949.25	200.00	749.25	374.63 %
Total 4- PERSONNEL	16,076.71	44,864.23	-28,787.52	-64.17 %
Total Expenses	\$40,048.25	\$102,407.95	\$ -62,359.70	-60.89 %
NET OPERATING INCOME	\$40,967.79	\$16,796.04	\$24,171.75	143.91 %
NET INCOME	\$40,967.79	\$16,796.04	\$24,171.75	143.91 %