

Mendocino County Tourism Commission

Balance Sheet Comparison

As of July 31, 2021

	TOTAL			
	AS OF JUL 31, 2021	AS OF JUL 31, 2020 (PY)	CHANGE	% CHANGE
ASSETS				
Current Assets				
Bank Accounts				
1005 SBMC Checking	354,918.37	104,487.85	250,430.52	239.67 %
1010 SBMC Contingency/Savings	408,119.23	100,002.74	308,116.49	308.11 %
1015 MLCU Checking	0.00	22,035.80	-22,035.80	-100.00 %
1020 MLCU Savings	0.00	58,429.24	-58,429.24	-100.00 %
1030 Cash drawer	100.00	100.00	0.00	0.00 %
Total Bank Accounts	\$763,137.60	\$285,055.63	\$478,081.97	167.72 %
Accounts Receivable				
1100 Accounts Receivable	952,990.95	262,345.20	690,645.75	263.26 %
Total Accounts Receivable	\$952,990.95	\$262,345.20	\$690,645.75	263.26 %
Other Current Assets				
1230 Prepaid Expenses	19,399.20	8,504.67	10,894.53	128.10 %
1250 Refundable Deposits	4,150.00	4,150.00	0.00	0.00 %
Total Other Current Assets	\$23,549.20	\$12,654.67	\$10,894.53	86.09 %
Total Current Assets	\$1,739,677.75	\$560,055.50	\$1,179,622.25	210.63 %
Fixed Assets				
1510 Furniture and Equipment	24,193.04	23,198.95	994.09	4.29 %
1600 Accumulated Depreciation	-10,744.00	-9,198.00	-1,546.00	-16.81 %
Total Fixed Assets	\$13,449.04	\$14,000.95	\$-551.91	-3.94 %
TOTAL ASSETS	\$1,753,126.79	\$574,056.45	\$1,179,070.34	205.39 %
LIABILITIES AND EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 Accounts Payable	19,716.27	15,197.01	4,519.26	29.74 %
Total Accounts Payable	\$19,716.27	\$15,197.01	\$4,519.26	29.74 %
Other Current Liabilities				
2100 Accrued Expenses	0.00	1,930.00	-1,930.00	-100.00 %
Payroll Liabilities	0.00	0.00	0.00	
2230 CA SUI / ETT	43.40	0.00	43.40	
2240 FUTA Payable	151.86	0.00	151.86	
2270 Accrued Payroll	10,879.13	7,462.33	3,416.80	45.79 %
2275 Accrued PTO	10,225.68	9,228.48	997.20	10.81 %
Total Payroll Liabilities	21,300.07	16,690.81	4,609.26	27.62 %
Total Other Current Liabilities	\$21,300.07	\$18,620.81	\$2,679.26	14.39 %
Total Current Liabilities	\$41,016.34	\$33,817.82	\$7,198.52	21.29 %
Total Liabilities	\$41,016.34	\$33,817.82	\$7,198.52	21.29 %
Equity				
3100 Contingency-Restricted	152,650.09	152,650.09	0.00	0.00 %
3900 Unrestricted Net Assets (RE)	1,480,011.69	346,620.83	1,133,390.86	326.98 %
Net Income	79,448.67	40,967.71	38,480.96	93.93 %
Total Equity	\$1,712,110.45	\$540,238.63	\$1,171,871.82	216.92 %
TOTAL LIABILITIES AND EQUITY	\$1,753,126.79	\$574,056.45	\$1,179,070.34	205.39 %

Mendocino County Tourism Commission
Budget vs. Actuals: FY 21-22 Summary
 July 2021

	Jul 2021			
	Actual	Budget	over Budget	% of Budget
Income				
4030 County BID	118,750	67,428	51,322	176.11%
4035 County 50% Match	39,583	33,714	5,869	117.41%
Other Income	1,344		1,344	
Total Income	\$ 159,677	\$ 101,142	\$ 58,535	157.87%
Gross Profit	\$ 159,677	\$ 101,142	\$ 58,535	157.87%
Expenses				
1- MEDIA & WEBSITE	34,992	45,952	-10,959	76.15%
2- VISITOR SVS / PARTNERSHIPS	4,599	19,788	-15,189	23.24%
3- ADMIN EXPENSES	10,484	10,360	124	101.20%
4- PERSONNEL	30,153	26,717	3,435	112.86%
Total Expenses	\$ 80,228	\$ 102,817	\$ -22,589	78.03%
Net Operating Income	\$ 79,449	\$ -1,675	\$ 81,124	-4742.02%
Net Income	\$ 79,449	\$ -1,675	\$ 81,124	-4742.02%

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

	Jul 2021			
	Actual	Budget	over Budget	% of Budget
Income				
4030 County BID	118,750	67,428	51,322	176.11%
4035 County 50% Match	39,583	33,714	5,869	117.41%
Other Income			0	
4940 Misc. Income	1,344		1,344	
Total Other Income	\$ 1,344	\$ 0	\$ 1,344	
Total Income	\$ 159,677	\$ 101,142	\$ 58,535	157.87%
Gross Profit	\$ 159,677	\$ 101,142	\$ 58,535	157.87%
Expenses				
1- MEDIA & WEBSITE			0	
50 Advertising / Media			0	
5130 Print & Online Advertising	16,433	14,418	2,015	113.98%
5150 Ad Development/Design	1,000	1,000	0	100.00%
5170 Photography		500	-500	0.00%
5240 Research & Development	3,000	10,667	-7,667	28.12%
5280 Video Development		500	-500	0.00%
5290 Marketing Contingency		1,000	-1,000	0.00%
Total 50 Advertising / Media	\$ 20,433	\$ 28,085	\$ -7,652	72.76%
55 Marketing / Public Relations			0	
5510 Public Relations Contract	8,333	8,683	-350	95.97%
5520 Marketing Agency Contract		1,000	-1,000	0.00%
5540 Clipping Service	648	1,000	-352	64.80%
5560 Media Events		250	-250	0.00%
5610 Travel -PR Related	857	333	523	257.04%
5680 Visiting Media FAM Expenses	397	500	-103	79.49%
Total 55 Marketing / Public Relations	\$ 10,236	\$ 11,767	\$ -1,531	86.99%
57 Website Maint / Development			0	
5710 Interactive Media Coordinator	2,500	2,500	0	100.00%
5740 Content Creation		1,500	-1,500	0.00%
5750 Development/ Maintenance	678	1,500	-822	45.18%
5780 Interactive Marketing	30	100	-70	29.95%
Total 57 Website Maint / Development	\$ 3,208	\$ 5,600	\$ -2,392	57.28%
58 Leisure / Group Sales			0	
5810 Promotion Items, Booth Develop	1,116	0	1,116	
5890 Misc. Sales Opportunities		500	-500	0.00%
Total 58 Leisure / Group Sales	\$ 1,116	\$ 500	\$ 616	223.11%
Total 1- MEDIA & WEBSITE	\$ 34,992	\$ 45,952	\$ -10,959	76.15%
2- VISITOR SVS / PARTNERSHIPS			0	
Partnerships			0	
6550 Conferences & Seminars	655	2,950	-2,295	22.22%

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

	Jul 2021			
	Actual	Budget	over Budget	% of Budget
6555 Conferences & Seminars Travel		2,614	-2,614	0.00%
6570 In-County Relations	301	975	-674	30.89%
6575 Stakeholder Networking		3,500	-3,500	0.00%
6590 Memberships	2,943	2,650	293	111.04%
6610 North Coast Tourism Council	0	917	-917	0.00%
Total Partnerships	\$ 3,899	\$ 13,605	\$ -9,706	28.66%
Visitor Services			0	
6720 Event & Festival Guides		1,892	-1,892	0.00%
6730 Incentives & Sponsorships	500	1,792	-1,292	27.91%
6770 Visitor Centers & Signage	200	2,500	-2,300	8.00%
Total Visitor Services	\$ 700	\$ 6,183	\$ -5,483	11.32%
Total 2- VISITOR SVS / PARTNERSHIPS	\$ 4,599	\$ 19,788	\$ -15,189	23.24%
3- ADMIN EXPENSES			0	
General Admin			0	
7010 Accounting	1,970	2,000	-30	98.50%
7060 Bank Fees	5	50	-45	10.00%
7080 Board Development	128	35	93	365.54%
7090 Copying & Printing	115	200	-85	57.71%
7100 Dues & Subscriptions	2,080	960	1,120	216.70%
7130 Legal Fees		250	-250	0.00%
7150 Meeting Expenses		50	-50	0.00%
7200 Office Expense	1,047	100	947	1046.80%
7210 Postage & Shipping	60	75	-15	80.12%
7280 Travel Expenses	1,095	750	345	145.95%
Total General Admin	\$ 6,500	\$ 4,470	\$ 2,030	145.42%
Occupancy Costs			0	
7650 Rent	1,649	1,800	-151	91.61%
7660 Insurance	217	2,250	-2,033	9.63%
7850 Repairs & Maintenance	225	660	-435	34.08%
7910 Telecommunication	991	450	541	220.18%
7950 Utilities	499	730	-231	68.40%
7990 Depreciation Expense	403		403	
Total Occupancy Costs	\$ 3,984	\$ 5,890	\$ -1,906	67.64%
Total 3- ADMIN EXPENSES	\$ 10,484	\$ 10,360	\$ 124	101.20%
4- PERSONNEL			0	
8510 Salaries & Wages	24,117	19,417	4,700	124.21%
8520 Paid Time Off	747	714	33	104.61%
8530 Payroll Taxes	1,984	1,485	499	133.59%
8540 Payroll Processing Fees		85	-85	0.00%
8550 Workers Comp	205	3,166	-2,961	6.47%

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

	Jul 2021			
	Actual	Budget	over Budget	% of Budget
8570 Health Insurance Allowance	1,200	1,700	-500	70.59%
8590 Contract Work	1,900	150	1,750	1266.67%
Total 4- PERSONNEL	\$ 30,153	\$ 26,717	\$ 3,435	112.86%
Total Expenses	\$ 80,228	\$ 102,817	\$ -22,589	78.03%
Net Operating Income	\$ 79,449	\$ -1,675	\$ 81,124	-4742.02%
Net Income	\$ 79,449	\$ -1,675	\$ 81,124	-4742.02%

Mendocino County Tourism Commission

Statement of Cash Flows

July 2021

	TOTAL
OPERATING ACTIVITIES	
Net Income	79,448.67
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1100 Accounts Receivable	-158,333.00
1230 Prepaid Expenses	8,432.15
2000 Accounts Payable	-9,601.89
2210 Payroll Liabilities:Federal Taxes (941/944)	0.00
2220 Payroll Liabilities:CA PIT / SDI	0.00
2230 Payroll Liabilities:CA SUI / ETT	-510.26
2240 Payroll Liabilities:FUTA Payable	4.20
2270 Payroll Liabilities:Accrued Payroll	322.94
2275 Payroll Liabilities:Accrued PTO	746.95
Direct Deposit Payable	0.00
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	-158,938.91
Net cash provided by operating activities	\$ -79,490.24
INVESTING ACTIVITIES	
1600 Accumulated Depreciation	403.00
Net cash provided by investing activities	\$403.00
NET CASH INCREASE FOR PERIOD	\$ -79,087.24
Cash at beginning of period	842,224.84
CASH AT END OF PERIOD	\$763,137.60

Mendocino County Tourism Commission

Profit and Loss Comparison

July 2021

	TOTAL			
	JUL 2021	JUL 2020 (PY)	CHANGE	% CHANGE
Income				
4030 County BID	118,750.00	47,100.00	71,650.00	152.12 %
4035 County 50% Match	39,583.00	33,911.00	5,672.00	16.73 %
Other Income				
4940 Misc. Income	1,343.78		1,343.78	
4950 Interest Income		4.96	-4.96	-100.00 %
Total Other Income	1,343.78	4.96	1,338.82	26,992.34 %
Total Income	\$159,676.78	\$81,015.96	\$78,660.82	97.09 %
GROSS PROFIT	\$159,676.78	\$81,015.96	\$78,660.82	97.09 %
Expenses				
1- MEDIA & WEBSITE				
50 Advertising / Media				
5130 Print & Online Advertising	16,433.28		16,433.28	
5150 Ad Development/Design	1,000.00		1,000.00	
5240 Research & Development	3,000.00		3,000.00	
Total 50 Advertising / Media	20,433.28		20,433.28	
55 Marketing / Public Relations				
5510 Public Relations Contract	8,333.34	7,500.00	833.34	11.11 %
5540 Clipping Service	648.00	628.17	19.83	3.16 %
5610 Travel -PR Related	856.82	-274.34	1,131.16	412.32 %
5680 Visiting Media FAM Expenses	397.45		397.45	
Total 55 Marketing / Public Relations	10,235.61	7,853.83	2,381.78	30.33 %
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	-100.00 %
5750 Development/ Maintenance	677.76	125.00	552.76	442.21 %
5780 Interactive Marketing	29.95	208.91	-178.96	-85.66 %
Total 57 Website Maint / Development	3,207.71	2,980.36	227.35	7.63 %
58 Leisure / Group Sales				
5810 Promotion Items, Booth Develop	1,115.56	56.22	1,059.34	1,884.28 %
5840 State Fair Exhibit		500.00	-500.00	-100.00 %
Total 58 Leisure / Group Sales	1,115.56	556.22	559.34	100.56 %
Total 1- MEDIA & WEBSITE	34,992.16	11,390.41	23,601.75	207.21 %
2- VISITOR SVS / PARTNERSHIPS				
Partnerships				
6550 Conferences & Seminars	655.43		655.43	
6570 In-County Relations	301.19		301.19	
6590 Memberships	2,942.50	2,162.50	780.00	36.07 %
Total Partnerships	3,899.12	2,162.50	1,736.62	80.31 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July 2021

	TOTAL			
	JUL 2021	JUL 2020 (PY)	CHANGE	% CHANGE
Visitor Services				
6730 Incentives & Sponsorships	500.00	486.00	14.00	2.88 %
6770 Visitor Centers & Signage	200.00	246.70	-46.70	-18.93 %
Total Visitor Services	700.00	732.70	-32.70	-4.46 %
Total 2- VISITOR SVS / PARTNERSHIPS	4,599.12	2,895.20	1,703.92	58.85 %
3- ADMIN EXPENSES				
General Admin				
7010 Accounting	1,970.00	2,290.00	-320.00	-13.97 %
7060 Bank Fees	5.00	5.00	0.00	0.00 %
7080 Board Development	127.94		127.94	
7090 Copying & Printing	115.41	125.11	-9.70	-7.75 %
7100 Dues & Subscriptions	2,080.30	1,116.91	963.39	86.25 %
7200 Office Expense	1,046.80	461.52	585.28	126.82 %
7210 Postage & Shipping	60.09	17.99	42.10	234.02 %
7280 Travel Expenses	1,094.63	222.81	871.82	391.28 %
Total General Admin	6,500.17	4,239.34	2,260.83	53.33 %
Occupancy Costs				
7650 Rent	1,649.00	2,350.00	-701.00	-29.83 %
7660 Insurance	216.67	227.75	-11.08	-4.86 %
7850 Repairs & Maintenance	224.95	375.17	-150.22	-40.04 %
7890 Taxes		10.00	-10.00	-100.00 %
7910 Telecommunication	990.79	1,229.00	-238.21	-19.38 %
7950 Utilities	499.30	690.67	-191.37	-27.71 %
7990 Depreciation Expense	403.00	564.00	-161.00	-28.55 %
Total Occupancy Costs	3,983.71	5,446.59	-1,462.88	-26.86 %
Total 3- ADMIN EXPENSES	10,483.88	9,685.93	797.95	8.24 %
4- PERSONNEL				
8510 Salaries & Wages	24,116.68	12,565.34	11,551.34	91.93 %
8520 Paid Time Off	746.95	153.64	593.31	386.17 %
8530 Payroll Taxes	1,984.32	961.23	1,023.09	106.44 %
8540 Payroll Processing Fees		43.00	-43.00	-100.00 %
8550 Workers Comp	205.00	204.25	0.75	0.37 %
8570 Health Insurance Allowance	1,200.00	1,200.00	0.00	0.00 %
8590 Contract Work	1,900.00	949.25	950.75	100.16 %
Total 4- PERSONNEL	30,152.95	16,076.71	14,076.24	87.56 %
Total Expenses	\$80,228.11	\$40,048.25	\$40,179.86	100.33 %
NET OPERATING INCOME	\$79,448.67	\$40,967.71	\$38,480.96	93.93 %
NET INCOME	\$79,448.67	\$40,967.71	\$38,480.96	93.93 %