

Mendocino County Tourism Commission

BALANCE SHEET COMPARISON

As of August 31, 2020

	TOTAL			
	AS OF AUG 31, 2020	AS OF AUG 31, 2019 (PY)	CHANGE	% CHANGE
ASSETS				
Current Assets				
Bank Accounts				
1005 SBMC Checking	253,865.20		253,865.20	
1010 SBMC Savings	152,652.83		152,652.83	
1015 MLCU Checking	0.00	222,930.98	-222,930.98	-100.00 %
1020 MLCU Savings	0.00	50,334.16	-50,334.16	-100.00 %
1030 Cash drawer	100.00	100.00	0.00	0.00 %
Total Bank Accounts	\$406,618.03	\$273,365.14	\$133,252.89	48.75 %
Accounts Receivable				
1100 Accounts Receivable	162,272.00	199,856.38	-37,584.38	-18.81 %
Total Accounts Receivable	\$162,272.00	\$199,856.38	\$ -37,584.38	-18.81 %
Other Current Assets				
1230 Prepaid Expenses	17,120.71	11,468.58	5,652.13	49.28 %
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	\$33,970.71	\$15,618.58	\$18,352.13	117.50 %
Total Current Assets	\$602,860.74	\$488,840.10	\$114,020.64	23.32 %
Fixed Assets				
1510 Furniture and Equipment	23,198.95	64,723.50	-41,524.55	-64.16 %
1600 Accumulated Depreciation	-9,758.36	-49,233.42	39,475.06	80.18 %
Total Fixed Assets	\$13,440.59	\$15,490.08	\$ -2,049.49	-13.23 %
TOTAL ASSETS	\$616,301.33	\$504,330.18	\$111,971.15	22.20 %
LIABILITIES AND EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 Accounts Payable	16,684.30	49,846.95	-33,162.65	-66.53 %
Total Accounts Payable	\$16,684.30	\$49,846.95	\$ -33,162.65	-66.53 %
Other Current Liabilities				
2100 Accrued Expenses	2,410.00	0.00	2,410.00	
Payroll Liabilities				
2230 CA SUI / ETT	0.00	505.62	-505.62	-100.00 %
2240 FUTA Payable	0.00	65.41	-65.41	-100.00 %
2270 Accrued Payroll	7,583.28	11,714.17	-4,130.89	-35.26 %
2275 Accrued PTO	7,861.75	15,914.10	-8,052.35	-50.60 %
Total Payroll Liabilities	15,445.03	28,199.30	-12,754.27	-45.23 %
Total Other Current Liabilities	\$17,855.03	\$28,199.30	\$ -10,344.27	-36.68 %
Total Current Liabilities	\$34,539.33	\$78,046.25	\$ -43,506.92	-55.75 %
Total Liabilities	\$34,539.33	\$78,046.25	\$ -43,506.92	-55.75 %

Mendocino County Tourism Commission

BALANCE SHEET COMPARISON

As of August 31, 2020

	TOTAL			
	AS OF AUG 31, 2020	AS OF AUG 31, 2019 (PY)	CHANGE	% CHANGE
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	69,791.08	-52,016.31	121,807.39	234.17 %
Total Equity	\$581,762.00	\$426,283.93	\$155,478.07	36.47 %
TOTAL LIABILITIES AND EQUITY	\$616,301.33	\$504,330.18	\$111,971.15	22.20 %

Mendocino County Tourism Commission

BUDGET VS. ACTUALS: FY 20-21 SUMMARY

August 2020

	AUG 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	705		705		\$705	\$0	\$705	0%
Total Income	\$81,716	\$68,681	\$13,035	119.00 %	\$81,716	\$68,681	\$13,035	119.00 %
GROSS PROFIT	\$81,716	\$68,681	\$13,035	119.00 %	\$81,716	\$68,681	\$13,035	119.00 %
Expenses								
1- MEDIA & WEBSITE	22,627	36,910	-14,283	61.00 %	\$22,627	\$36,910	\$ -14,283	61.00 %
2- VISITOR SVS / PARTNERSHIPS	4,408	5,961	-1,553	74.00 %	\$4,408	\$5,961	\$ -1,553	74.00 %
3- ADMIN EXPENSES	9,886	8,410	1,475	118.00 %	\$9,886	\$8,410	\$1,475	118.00 %
4- PERSONNEL	15,972	17,316	-1,344	92.00 %	\$15,972	\$17,316	\$ -1,344	92.00 %
Total Expenses	\$52,893	\$68,598	\$ -15,705	77.00 %	\$52,893	\$68,598	\$ -15,705	77.00 %
NET OPERATING INCOME	\$28,823	\$83	\$28,740	34,602.00 %	\$28,823	\$83	\$28,740	34,602.00 %
NET INCOME	\$28,823	\$83	\$28,740	34,602.00 %	\$28,823	\$83	\$28,740	34,602.00 %

Mendocino County Tourism Commission

BUDGET VS. ACTUALS: FY 20/21

August 2020

	AUG 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%
4830 Event Brochure Ads	705		705		\$705	\$0	\$705	0%
Total Other Income	705		705		\$705	\$0	\$705	0%
Total Income	\$81,716	\$68,681	\$13,035	119.00 %	\$81,716	\$68,681	\$13,035	119.00 %
GROSS PROFIT	\$81,716	\$68,681	\$13,035	119.00 %	\$81,716	\$68,681	\$13,035	119.00 %
Expenses								
1- MEDIA & WEBSITE								
50 Advertising / Media					\$0	\$0	\$0	0%
5130 Print & Online Advertising	625	15,658	-15,033	4.00 %	\$625	\$15,658	\$-15,033	4.00 %
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	625	18,025	-17,400	3.00 %	\$625	\$18,025	\$-17,400	3.00 %
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	8,333	694	7,639	1,200.00 %	\$8,333	\$694	\$7,639	1,200.00 %
5540 Clipping Service	1,818	750	1,068	242.00 %	\$1,818	\$750	\$1,068	242.00 %
5560 Media Events		792	-792		\$0	\$792	\$-792	0%
5610 Travel -PR Related		83	-83		\$0	\$83	\$-83	0%
5680 Visiting Media FAM Expenses		1,000	-1,000		\$0	\$1,000	\$-1,000	0%
Total 55 Marketing / Public Relations	17,651	11,169	6,481	158.00 %	\$17,651	\$11,169	\$6,481	158.00 %
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		2,500	-2,500		\$0	\$2,500	\$-2,500	0%
5750 Development/ Maintenance	1,603	500	1,103	321.00 %	\$1,603	\$500	\$1,103	321.00 %
5780 Interactive Marketing	204		204		\$204	\$0	\$204	0%
Total 57 Website Maint / Development	4,307	5,500	-1,193	78.00 %	\$4,307	\$5,500	\$-1,193	78.00 %
58 Leisure / Group Sales								
5810 Promotion Items, Booth Develop	44	792	-747	6.00 %	\$44	\$792	\$-747	6.00 %
5820 Consumer & Trade Shows		338	-338		\$0	\$338	\$-338	0%
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	44	2,216	-2,171	2.00 %	\$44	\$2,216	\$-2,171	2.00 %
Total 1- MEDIA & WEBSITE	22,627	36,910	-14,283	61.00 %	\$22,627	\$36,910	\$-14,283	61.00 %
2- VISITOR SVS / PARTNERSHIPS								
Partnerships								
6570 In-County Relations	31	1,025	-994	3.00 %	\$31	\$1,025	\$-994	3.00 %
6590 Memberships	500	550	-50	91.00 %	\$500	\$550	\$-50	91.00 %
6610 North Coast Tourism Council	1,833	917	917	200.00 %	\$1,833	\$917	\$917	200.00 %
Total Partnerships	2,364	2,492	-127	95.00 %	\$2,364	\$2,492	\$-127	95.00 %
Visitor Services								
6720 Event & Festival Guides		1,400	-1,400		\$0	\$1,400	\$-1,400	0%
6730 Incentives & Sponsorships	1,844	1,653	191	112.00 %	\$1,844	\$1,653	\$191	112.00 %
6770 Visitor Centers & Signage	200	417	-217	48.00 %	\$200	\$417	\$-217	48.00 %
Total Visitor Services	2,044	3,469	-1,426	59.00 %	\$2,044	\$3,469	\$-1,426	59.00 %
Total 2- VISITOR SVS / PARTNERSHIPS	4,408	5,961	-1,553	74.00 %	\$4,408	\$5,961	\$-1,553	74.00 %
3- ADMIN EXPENSES								
					\$0	\$0	\$0	0%

Mendocino County Tourism Commission

BUDGET VS. ACTUALS: FY 20/21

August 2020

	AUG 2020				TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
General Admin					\$0	\$0	\$0	0%
7010 Accounting	2,410	2,143	267	112.00 %	\$2,410	\$2,143	\$267	112.00 %
7060 Bank Fees	5	50	-45	10.00 %	\$5	\$50	\$ -45	10.00 %
7080 Board Development		77	-77		\$0	\$77	\$ -77	0%
7090 Copying & Printing	224	200	24	112.00 %	\$224	\$200	\$24	112.00 %
7100 Dues & Subscriptions	1,189	917	273	130.00 %	\$1,189	\$917	\$273	130.00 %
7130 Legal Fees	510	250	260	204.00 %	\$510	\$250	\$260	204.00 %
7140 Licenses & Permits		8	-8		\$0	\$8	\$ -8	0%
7150 Meeting Expenses		50	-50		\$0	\$50	\$ -50	0%
7200 Office Expense	308	296	12	104.00 %	\$308	\$296	\$12	104.00 %
7210 Postage & Shipping	124	75	49	166.00 %	\$124	\$75	\$49	166.00 %
7280 Travel Expenses	192	500	-308	38.00 %	\$192	\$500	\$ -308	38.00 %
Total General Admin	4,962	4,566	396	109.00 %	\$4,962	\$4,566	\$396	109.00 %
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	355	460	-105	77.00 %	\$355	\$460	\$ -105	77.00 %
7890 Taxes	104	5	99	1,922.00 %	\$104	\$5	\$99	1,922.00 %
7910 Telecommunication	625	450	175	139.00 %	\$625	\$450	\$175	139.00 %
7950 Utilities	701	758	-57	92.00 %	\$701	\$758	\$ -57	92.00 %
7990 Depreciation Expense	560		560		\$560	\$0	\$560	0%
Total Occupancy Costs	4,923	3,845	1,079	128.00 %	\$4,923	\$3,845	\$1,079	128.00 %
Total 3- ADMIN EXPENSES	9,886	8,410	1,475	118.00 %	\$9,886	\$8,410	\$1,475	118.00 %
4- PERSONNEL					\$0	\$0	\$0	0%
8510 Salaries & Wages	12,658	13,167	-508	96.00 %	\$12,658	\$13,167	\$ -508	96.00 %
8520 Paid Time Off	556	924	-367	60.00 %	\$556	\$924	\$ -367	60.00 %
8530 Payroll Taxes	1,110	1,109	1	100.00 %	\$1,110	\$1,109	\$1	100.00 %
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	200	650	-450	31.00 %	\$200	\$650	\$ -450	31.00 %
Total 4- PERSONNEL	15,972	17,316	-1,344	92.00 %	\$15,972	\$17,316	\$ -1,344	92.00 %
Total Expenses	\$52,893	\$68,598	\$ -15,705	77.00 %	\$52,893	\$68,598	\$ -15,705	77.00 %
NET OPERATING INCOME	\$28,823	\$83	\$28,740	34,602.00 %	\$28,823	\$83	\$28,740	34,602.00 %
NET INCOME	\$28,823	\$83	\$28,740	34,602.00 %	\$28,823	\$83	\$28,740	34,602.00 %

Mendocino County Tourism Commission

STATEMENT OF CASH FLOWS

August 2020

	TOTAL
OPERATING ACTIVITIES	
Net Income	28,823.37
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1100 Accounts Receivable	100,073.20
1230 Prepaid Expenses	-8,616.04
2000 Accounts Payable	1,487.29
2100 Accrued Expenses	480.00
2210 Payroll Liabilities:Federal Taxes (941/944)	0.00
2220 Payroll Liabilities:CA PIT / SDI	0.00
2230 Payroll Liabilities:CA SUI / ETT	0.00
2240 Payroll Liabilities:FUTA Payable	0.00
2270 Payroll Liabilities:Accrued Payroll	120.95
2275 Payroll Liabilities:Accrued PTO	-1,366.73
Direct Deposit Payable	0.00
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	92,178.67
Net cash provided by operating activities	\$121,002.04
INVESTING ACTIVITIES	
1600 Accumulated Depreciation	560.36
Net cash provided by investing activities	\$560.36
NET CASH INCREASE FOR PERIOD	\$121,562.40
Cash at beginning of period	285,055.63
CASH AT END OF PERIOD	\$406,618.03

Mendocino County Tourism Commission

PROFIT AND LOSS COMPARISON

August 2020

	TOTAL			
	AUG 2020	AUG 2019 (PY)	CHANGE	% CHANGE
Income				
4030 County BID	47,100.00	78,541.42	-31,441.42	-40.03 %
4035 County 50% Match	33,911.00	40,630.80	-6,719.80	-16.54 %
Other Income				
4830 Event Brochure Ads	705.00	1,350.00	-645.00	-47.78 %
4950 Interest Income		24.20	-24.20	-100.00 %
Total Other Income	705.00	1,374.20	-669.20	-48.70 %
Total Income	\$81,716.00	\$120,546.42	\$ -38,830.42	-32.21 %
GROSS PROFIT	\$81,716.00	\$120,546.42	\$ -38,830.42	-32.21 %
Expenses				
1- MEDIA & WEBSITE				
50 Advertising / Media				
5130 Print & Online Advertising	625.00	98,839.10	-98,214.10	-99.37 %
5240 Research & Development		5,060.00	-5,060.00	-100.00 %
Total 50 Advertising / Media	625.00	103,899.10	-103,274.10	-99.40 %
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	0.00	0.00 %
5540 Clipping Service	1,817.55	558.80	1,258.75	225.26 %
5550 In-Market PR Stunts		25.50	-25.50	-100.00 %
Total 55 Marketing / Public Relations	17,650.55	16,417.30	1,233.25	7.51 %
57 Website Maint / Development				
5710 Interactive Media Coordinator	2,500.00	2,500.00	0.00	0.00 %
5750 Development/ Maintenance	1,603.00	1,668.22	-65.22	-3.91 %
5780 Interactive Marketing	203.95	88.95	115.00	129.29 %
Total 57 Website Maint / Development	4,306.95	4,257.17	49.78	1.17 %
58 Leisure / Group Sales				
5810 Promotion Items, Booth Develop	44.37	201.70	-157.33	-78.00 %
5820 Consumer & Trade Shows		265.00	-265.00	-100.00 %
5880 Travel - Leisure/Group Sales		32.76	-32.76	-100.00 %
Total 58 Leisure / Group Sales	44.37	499.46	-455.09	-91.12 %
Total 1- MEDIA & WEBSITE	22,626.87	125,073.03	-102,446.16	-81.91 %
2- VISITOR SVS / PARTNERSHIPS				
Partnerships				
6570 In-County Relations	30.89	340.63	-309.74	-90.93 %
6590 Memberships	500.00		500.00	
6610 North Coast Tourism Council	1,833.33		1,833.33	
Total Partnerships	2,364.22	340.63	2,023.59	594.07 %
Visitor Services				
6720 Event & Festival Guides		4,227.52	-4,227.52	-100.00 %
6730 Incentives & Sponsorships	1,843.50	2,080.00	-236.50	-11.37 %

Mendocino County Tourism Commission

PROFIT AND LOSS COMPARISON

August 2020

	TOTAL			
	AUG 2020	AUG 2019 (PY)	CHANGE	% CHANGE
6770 Visitor Centers & Signage	200.00	3,402.70	-3,202.70	-94.12 %
Total Visitor Services	2,043.50	9,710.22	-7,666.72	-78.96 %
Total 2- VISITOR SVS / PARTNERSHIPS	4,407.72	10,050.85	-5,643.13	-56.15 %
3- ADMIN EXPENSES				
General Admin				
7010 Accounting	2,410.00	458.50	1,951.50	425.63 %
7060 Bank Fees	5.00		5.00	
7090 Copying & Printing	223.77	115.34	108.43	94.01 %
7100 Dues & Subscriptions	1,189.27	979.84	209.43	21.37 %
7130 Legal Fees	510.00	4,359.99	-3,849.99	-88.30 %
7150 Meeting Expenses		165.98	-165.98	-100.00 %
7200 Office Expense	307.70	568.94	-261.24	-45.92 %
7210 Postage & Shipping	124.19	524.53	-400.34	-76.32 %
7280 Travel Expenses	192.22	1,413.11	-1,220.89	-86.40 %
Total General Admin	4,962.15	8,586.23	-3,624.08	-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	354.95	483.45	-128.50	-26.58 %
7890 Taxes	104.18	62.58	41.60	66.47 %
7910 Telecommunication	625.33	912.44	-287.11	-31.47 %
7950 Utilities	700.90	813.28	-112.38	-13.82 %
7990 Depreciation Expense	560.36	281.32	279.04	99.19 %
Total Occupancy Costs	4,923.47	4,903.07	20.40	0.42 %
Total 3- ADMIN EXPENSES	9,885.62	13,489.30	-3,603.68	-26.72 %
4- PERSONNEL				
8510 Salaries & Wages	12,658.34	34,250.90	-21,592.56	-63.04 %
8520 Paid Time Off	556.35	538.46	17.89	3.32 %
8530 Payroll Taxes	1,110.48	3,003.23	-1,892.75	-63.02 %
8540 Payroll Processing Fees	43.00	53.00	-10.00	-18.87 %
8550 Workers Comp	204.25		204.25	
8570 Health Insurance	1,200.00	2,700.00	-1,500.00	-55.56 %
8590 Contract Work	200.00	200.00	0.00	0.00 %
Total 4- PERSONNEL	15,972.42	40,745.59	-24,773.17	-60.80 %
Total Expenses	\$52,892.63	\$189,358.77	\$ -136,466.14	-72.07 %
NET OPERATING INCOME	\$28,823.37	\$ -68,812.35	\$97,635.72	141.89 %
NET INCOME	\$28,823.37	\$ -68,812.35	\$97,635.72	141.89 %