

Mendocino County Tourism Commission

Balance Sheet Comparison – Preliminary

As of August 31, 2021

	TOTAL			
	AS OF AUG 31, 2021	AS OF AUG 31, 2020 (PY)	CHANGE	% CHANGE
ASSETS				
Current Assets				
Bank Accounts				
1005 SBMC Checking	1,043,006.41	253,865.20	789,141.21	310.85 %
1010 SBMC Contingency/Savings	408,119.23	152,652.83	255,466.40	167.35 %
1030 Cash drawer	100.00	100.00	0.00	0.00 %
Total Bank Accounts	\$1,451,225.64	\$406,618.03	\$1,044,607.61	256.90 %
Accounts Receivable				
1100 Accounts Receivable	316,666.00	162,272.00	154,394.00	95.15 %
Total Accounts Receivable	\$316,666.00	\$162,272.00	\$154,394.00	95.15 %
Other Current Assets				
1230 Prepaid Expenses	33,578.31	17,120.71	16,457.60	96.13 %
1250 Refundable Deposits	4,150.00	4,150.00	0.00	0.00 %
Total Other Current Assets	\$37,728.31	\$21,270.71	\$16,457.60	77.37 %
Total Current Assets	\$1,805,619.95	\$590,160.74	\$1,215,459.21	205.95 %
Fixed Assets				
1510 Furniture and Equipment	24,193.04	23,198.95	994.09	4.29 %
1600 Accumulated Depreciation	-11,147.00	-9,758.36	-1,388.64	-14.23 %
Total Fixed Assets	\$13,046.04	\$13,440.59	\$ -394.55	-2.94 %
TOTAL ASSETS	\$1,818,665.99	\$603,601.33	\$1,215,064.66	201.30 %
LIABILITIES AND EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 Accounts Payable	28,495.80	16,684.30	11,811.50	70.79 %
Total Accounts Payable	\$28,495.80	\$16,684.30	\$11,811.50	70.79 %
Other Current Liabilities				
2100 Accrued Expenses	2,275.00	2,410.00	-135.00	-5.60 %
Payroll Liabilities	0.00	0.00	0.00	
2230 CA SUI / ETT	78.12	0.00	78.12	
2240 FUTA Payable	155.22	0.00	155.22	
2270 Accrued Payroll	11,017.76	7,583.28	3,434.48	45.29 %
2275 Accrued PTO	10,972.63	7,861.75	3,110.88	39.57 %
Total Payroll Liabilities	22,223.73	15,445.03	6,778.70	43.89 %
Total Other Current Liabilities	\$24,498.73	\$17,855.03	\$6,643.70	37.21 %
Total Current Liabilities	\$52,994.53	\$34,539.33	\$18,455.20	53.43 %
Total Liabilities	\$52,994.53	\$34,539.33	\$18,455.20	53.43 %
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	133,009.68	69,791.08	63,218.60	90.58 %
Total Equity	\$1,765,671.46	\$569,062.00	\$1,196,609.46	210.28 %
TOTAL LIABILITIES AND EQUITY	\$1,818,665.99	\$603,601.33	\$1,215,064.66	201.30 %

Mendocino County Tourism Commission
Budget vs. Actuals: Summary
 July 2021 - August 2021

	Aug 2021				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Income								
4030 County BID	118,750	67,428	51,322	176.11%	237,500	134,856	102,644	176.11%
4035 County 50% Match	39,583	33,714	5,869	117.41%	79,166	67,428	11,738	117.41%
Other Income			0		1,344	0	1,344	
Total Income	\$ 158,333	\$ 101,142	\$ 57,191	156.55%	\$ 318,010	\$ 202,284	\$ 115,726	157.21%
Gross Profit	\$ 158,333	\$ 101,142	\$ 57,191	156.55%	\$ 318,010	\$ 202,284	\$ 115,726	157.21%
Expenses								
1- MEDIA & WEBSITE	52,444	41,452	10,993	126.52%	87,436	87,403	33	100.04%
2- VISITOR SVS / PARTNERSHIPS	6,607	7,575	-968	87.23%	11,207	27,363	-16,157	40.95%
3- ADMIN EXPENSES	10,889	7,975	2,914	136.54%	21,373	18,335	3,038	116.57%
4- PERSONNEL	34,831	23,717	11,114	146.86%	64,984	50,435	14,549	128.85%
Total Expenses	\$ 104,772	\$ 80,719	\$ 24,053	129.80%	\$ 185,000	\$ 183,536	\$ 1,464	100.80%
Net Operating Income	\$ 53,561	\$ 20,423	\$ 33,138	262.26%	\$ 133,010	\$ 18,748	\$ 114,262	709.47%
Net Income	\$ 53,561	\$ 20,423	\$ 33,138	262.26%	\$ 133,010	\$ 18,748	\$ 114,262	709.47%

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

	Aug 2021				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Income								
4030 County BID	118,750	67,428	51,322	176.11%	237,500	134,856	102,644	176.11%
4031 County BID adjustments		0	0		0	0	0	
4035 County 50% Match	39,583	33,714	5,869	117.41%	79,166	67,428	11,738	117.41%
Other Income			0		0	0	0	
4940 Misc. Income			0		1,344	0	1,344	
Total Other Income	\$ 0	\$ 0	\$ 0		\$ 1,344	\$ 0	\$ 1,344	
Total Income	\$ 158,333	\$ 101,142	\$ 57,191	156.55%	\$ 318,010	\$ 202,284	\$ 115,726	157.21%
Gross Profit	\$ 158,333	\$ 101,142	\$ 57,191	156.55%	\$ 318,010	\$ 202,284	\$ 115,726	157.21%
Expenses								
1- MEDIA & WEBSITE			0		0	0	0	
50 Advertising / Media			0		0	0	0	
5130 Print & Online Advertising	28,230	14,418	13,812	195.80%	44,663	28,836	15,828	154.89%
5150 Ad Development/Design	1,000	1,000	0	100.00%	2,000	2,000	0	100.00%
5170 Photography		500	-500	0.00%	0	1,000	-1,000	0.00%
5240 Research & Development	3,000	5,167	-2,167	58.06%	6,000	15,834	-9,834	37.89%
5280 Video Development	2,500	500	2,000	500.00%	2,500	1,000	1,500	250.00%
5290 Marketing Contingency		1,000	-1,000	0.00%	0	2,000	-2,000	0.00%
Total 50 Advertising / Media	\$ 34,730	\$ 22,585	\$ 12,145	153.78%	\$ 55,163	\$ 50,670	\$ 4,494	108.87%
55 Marketing / Public Relations			0		0	0	0	
5510 Public Relations Contract	9,658	8,683	974	111.22%	17,991	17,367	624	103.59%
5520 Marketing Agency Contract		1,000	-1,000	0.00%	0	2,000	-2,000	0.00%
5540 Clipping Service	648	1,000	-352	64.80%	1,296	2,000	-704	64.80%
5550 In-Market PR Stunts	1,616		1,616		1,616	0	1,616	
5560 Media Events		250	-250	0.00%	0	500	-500	0.00%
5610 Travel -PR Related	923	333	589	276.83%	1,780	667	1,113	266.93%
5680 Visiting Media FAM Expenses	1,407	500	907	281.34%	1,804	1,000	804	180.42%
Total 55 Marketing / Public Relations	\$ 14,251	\$ 11,767	\$ 2,484	121.11%	\$ 24,486	\$ 23,533	\$ 953	104.05%
57 Website Maint / Development			0		0	0	0	
5710 Interactive Media Coordinator	2,500	2,500	0	100.00%	5,000	5,000	0	100.00%
5740 Content Creation		1,500	-1,500	0.00%	0	3,000	-3,000	0.00%
5750 Development/ Maintenance	709	1,500	-791	47.25%	1,387	3,000	-1,613	46.22%
5780 Interactive Marketing	30	100	-70	29.95%	60	200	-140	29.95%
Total 57 Website Maint / Development	\$ 3,239	\$ 5,600	\$ -2,361	57.83%	\$ 6,446	\$ 11,200	\$ -4,754	57.56%
58 Leisure / Group Sales			0		0	0	0	
5810 Promotion Items, Booth Develop	65	0	65		1,181	0	1,181	
5820 Consumer & Trade Shows		0	0		0	0	0	
5840 State Fair Exhibit		1,000	-1,000	0.00%	0	1,000	-1,000	0.00%
5870 Shipping - Travel Shows		0	0		0	0	0	
5880 Travel - Leisure/Group Sales	129	0	129		129	0	129	

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

	Aug 2021				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
5885 Travel - Group FAMs	30	0	30		30	0	30	
5890 Misc. Sales Opportunities		500	-500	0.00%	0	1,000	-1,000	0.00%
Total 58 Leisure / Group Sales	\$ 225	\$ 1,500	\$ -1,275	14.97%	\$ 1,340	\$ 2,000	\$ -660	67.01%
Total 1- MEDIA & WEBSITE	\$ 52,444	\$ 41,452	\$ 10,993	126.52%	\$ 87,436	\$ 87,403	\$ 33	100.04%
2- VISITOR SVS / PARTNERSHIPS			0		0	0	0	
Partnerships			0		0	0	0	
6550 Conferences & Seminars	3,501	0	3,501		4,156	2,950	1,206	140.88%
6555 Conferences & Seminars Travel		0	0		0	2,614	-2,614	0.00%
6570 In-County Relations	608	975	-367	62.37%	909	1,950	-1,041	46.63%
6575 Stakeholder Networking	66	0	66		66	3,500	-3,434	1.89%
6590 Memberships		0	0		2,943	2,650	293	111.04%
6610 North Coast Tourism Council	625	917	-292	68.18%	625	1,833	-1,208	34.09%
Total Partnerships	\$ 4,800	\$ 1,892	\$ 2,908	253.74%	\$ 8,699	\$ 15,497	\$ -6,798	56.13%
Visitor Services			0		0	0	0	
6720 Event & Festival Guides	560	3,892	-3,332	14.38%	560	5,783	-5,224	9.67%
6730 Incentives & Sponsorships	1,248	1,792	-544	69.66%	1,748	3,583	-1,835	48.78%
6770 Visitor Centers & Signage		0	0		200	2,500	-2,300	8.00%
Total Visitor Services	\$ 1,808	\$ 5,683	\$ -3,876	31.80%	\$ 2,508	\$ 11,867	\$ -9,359	21.13%
Total 2- VISITOR SVS / PARTNERSHIPS	\$ 6,607	\$ 7,575	\$ -968	87.23%	\$ 11,207	\$ 27,363	\$ -16,157	40.95%
3- ADMIN EXPENSES			0		0	0	0	
General Admin			0		0	0	0	
7010 Accounting	2,275	2,000	275	113.75%	4,245	4,000	245	106.13%
7060 Bank Fees	5	50	-45	10.70%	10	100	-90	10.35%
7080 Board Development		35	-35	0.00%	128	70	58	182.77%
7090 Copying & Printing	120	200	-80	60.01%	235	400	-165	58.86%
7100 Dues & Subscriptions	1,730	960	770	180.17%	3,810	1,920	1,890	198.44%
7130 Legal Fees		250	-250	0.00%	0	500	-500	0.00%
7150 Meeting Expenses		50	-50	0.00%	0	100	-100	0.00%
7200 Office Expense	19	100	-81	19.26%	1,066	200	866	533.03%
7210 Postage & Shipping	412	75	337	549.56%	472	150	322	314.84%
7280 Travel Expenses	1,922	750	1,172	256.25%	3,017	1,500	1,517	201.10%
Total General Admin	\$ 6,483	\$ 4,470	\$ 2,013	145.04%	\$ 12,984	\$ 8,940	\$ 4,044	145.23%
Occupancy Costs			0		0	0	0	
7650 Rent	1,999	1,800	199	111.06%	3,648	3,600	48	101.33%
7660 Insurance	217	0	217		433	2,250	-1,817	19.26%
7850 Repairs & Maintenance	350	460	-110	76.08%	575	1,120	-545	51.33%
7890 Taxes	81	65	16	124.18%	81	65	16	124.18%
7910 Telecommunication	739	450	289	164.22%	1,730	900	830	192.20%
7950 Utilities	618	730	-112	84.62%	1,117	1,460	-343	76.51%
7990 Depreciation Expense	403		403		806	0	806	

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

	Aug 2021				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Total Occupancy Costs	\$ 4,406	\$ 3,505	\$ 901	125.71%	\$ 8,390	\$ 9,395	\$ -1,005	89.30%
Total 3- ADMIN EXPENSES	\$ 10,889	\$ 7,975	\$ 2,914	136.54%	\$ 21,373	\$ 18,335	\$ 3,038	116.57%
4- PERSONNEL			0		0	0	0	
8510 Salaries & Wages	30,004	19,417	10,587	154.53%	54,121	38,833	15,287	139.37%
8520 Paid Time Off	747	714	33	104.61%	1,494	1,428	66	104.61%
8530 Payroll Taxes	2,425	1,485	940	163.27%	4,410	2,971	1,439	148.43%
8540 Payroll Processing Fees		85	-85	0.00%	0	170	-170	0.00%
8550 Workers Comp	205	166	39	123.18%	410	3,333	-2,923	12.30%
8570 Health Insurance Allowance	1,200	1,700	-500	70.59%	2,400	3,400	-1,000	70.59%
8580 Other Employee Benefits		0	0		0	0	0	
8590 Contract Work	250	150	100	166.67%	2,150	300	1,850	716.67%
Total 4- PERSONNEL	\$ 34,831	\$ 23,717	\$ 11,114	146.86%	\$ 64,984	\$ 50,435	\$ 14,549	128.85%
Total Expenses	\$ 104,772	\$ 80,719	\$ 24,053	129.80%	\$ 185,000	\$ 183,536	\$ 1,464	100.80%
Net Operating Income	\$ 53,561	\$ 20,423	\$ 33,138	262.26%	\$ 133,010	\$ 18,748	\$ 114,262	709.47%
Net Income	\$ 53,561	\$ 20,423	\$ 33,138	262.26%	\$ 133,010	\$ 18,748	\$ 114,262	709.47%

Mendocino County Tourism Commission

Statement of Cash Flows

July 2021 - August 2021

	TOTAL
OPERATING ACTIVITIES	
Net Income	133,009.68
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1100 Accounts Receivable	477,991.95
1230 Prepaid Expenses	-5,746.96
2000 Accounts Payable	-822.36
2100 Accrued Expenses	2,275.00
2210 Payroll Liabilities:Federal Taxes (941/944)	0.00
2220 Payroll Liabilities:CA PIT / SDI	0.00
2230 Payroll Liabilities:CA SUI / ETT	-475.54
2240 Payroll Liabilities:FUTA Payable	7.56
2270 Payroll Liabilities:Accrued Payroll	461.57
2275 Payroll Liabilities:Accrued PTO	1,493.90
Direct Deposit Payable	0.00
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	475,185.12
Net cash provided by operating activities	\$608,194.80
INVESTING ACTIVITIES	
1600 Accumulated Depreciation	806.00
Net cash provided by investing activities	\$806.00
NET CASH INCREASE FOR PERIOD	\$609,000.80
Cash at beginning of period	842,224.84
CASH AT END OF PERIOD	\$1,451,225.64

Mendocino County Tourism Commission

Profit and Loss Comparison

August 2021

	TOTAL			
	AUG 2021	AUG 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				
4830 Event Brochure Ads		705.00	-705.00	-100.00 %
Total Other Income		705.00	-705.00	-100.00 %
Total Income	\$158,333.00	\$81,716.00	\$76,617.00	93.76 %
GROSS PROFIT	\$158,333.00	\$81,716.00	\$76,617.00	93.76 %
Expenses				
1- MEDIA & WEBSITE				
50 Advertising / Media				
5130 Print & Online Advertising	28,230.18	625.00	27,605.18	4,416.83 %
5150 Ad Development/Design	1,000.00		1,000.00	
5240 Research & Development	3,000.00		3,000.00	
5280 Video Development	2,500.00		2,500.00	
Total 50 Advertising / Media	34,730.18	625.00	34,105.18	5,456.83 %
55 Marketing / Public Relations				
5510 Public Relations Contract	9,657.54	7,500.00	2,157.54	28.77 %
5520 Marketing Agency Contract		8,333.00	-8,333.00	-100.00 %
5540 Clipping Service	648.00	1,817.55	-1,169.55	-64.35 %
5550 In-Market PR Stunts	1,615.63		1,615.63	
5610 Travel -PR Related	922.78		922.78	
5680 Visiting Media FAM Expenses	1,406.71		1,406.71	
Total 55 Marketing / Public Relations	14,250.66	17,650.55	-3,399.89	-19.26 %
57 Website Maint / Development				
5710 Interactive Media Coordinator	2,500.00	2,500.00	0.00	0.00 %
5750 Development/ Maintenance	708.76	1,603.00	-894.24	-55.79 %
5780 Interactive Marketing	29.95	203.95	-174.00	-85.32 %
Total 57 Website Maint / Development	3,238.71	4,306.95	-1,068.24	-24.80 %
58 Leisure / Group Sales				
5810 Promotion Items, Booth Develop	65.28	44.37	20.91	47.13 %
5880 Travel - Leisure/Group Sales	129.34		129.34	
5885 Travel - Group FAMs	30.00		30.00	
Total 58 Leisure / Group Sales	224.62	44.37	180.25	406.24 %
Total 1- MEDIA & WEBSITE	52,444.17	22,626.87	29,817.30	131.78 %

Mendocino County Tourism Commission

Profit and Loss Comparison

August 2021

	TOTAL			
	AUG 2021	AUG 2020 (PY)	CHANGE	% CHANGE
2- VISITOR SVS / PARTNERSHIPS				
Partnerships				
6550 Conferences & Seminars	3,500.59		3,500.59	
6570 In-County Relations	608.13	30.89	577.24	1,868.70 %
6575 Stakeholder Networking	66.15		66.15	
6590 Memberships		500.00	-500.00	-100.00 %
6610 North Coast Tourism Council	625.00	1,833.33	-1,208.33	-65.91 %
Total Partnerships	4,799.87	2,364.22	2,435.65	103.02 %
Visitor Services				
6720 Event & Festival Guides	559.51		559.51	
6730 Incentives & Sponsorships	1,248.00	1,843.50	-595.50	-32.30 %
6770 Visitor Centers & Signage		200.00	-200.00	-100.00 %
Total Visitor Services	1,807.51	2,043.50	-235.99	-11.55 %
Total 2- VISITOR SVS / PARTNERSHIPS	6,607.38	4,407.72	2,199.66	49.90 %
3- ADMIN EXPENSES				
General Admin				
7010 Accounting	2,275.00	2,410.00	-135.00	-5.60 %
7060 Bank Fees	5.35	5.00	0.35	7.00 %
7090 Copying & Printing	120.02	223.77	-103.75	-46.36 %
7100 Dues & Subscriptions	1,729.66	1,189.27	540.39	45.44 %
7130 Legal Fees		510.00	-510.00	-100.00 %
7200 Office Expense	19.26	307.70	-288.44	-93.74 %
7210 Postage & Shipping	412.17	124.19	287.98	231.89 %
7280 Travel Expenses	1,921.89	192.22	1,729.67	899.84 %
Total General Admin	6,483.35	4,962.15	1,521.20	30.66 %
Occupancy Costs				
7650 Rent	1,999.00	2,350.00	-351.00	-14.94 %
7660 Insurance	216.67	227.75	-11.08	-4.86 %
7850 Repairs & Maintenance	349.95	354.95	-5.00	-1.41 %
7890 Taxes	80.72	104.18	-23.46	-22.52 %
7910 Telecommunication	739.01	625.33	113.68	18.18 %
7950 Utilities	617.73	700.90	-83.17	-11.87 %
7990 Depreciation Expense	403.00	560.36	-157.36	-28.08 %
Total Occupancy Costs	4,406.08	4,923.47	-517.39	-10.51 %
Total 3- ADMIN EXPENSES	10,889.43	9,885.62	1,003.81	10.15 %
4- PERSONNEL				
8510 Salaries & Wages	30,003.87	12,658.34	17,345.53	137.03 %
8520 Paid Time Off	746.95	556.35	190.60	34.26 %
8530 Payroll Taxes	2,425.19	1,110.48	1,314.71	118.39 %
8540 Payroll Processing Fees		43.00	-43.00	-100.00 %

Mendocino County Tourism Commission

Profit and Loss Comparison

August 2021

	TOTAL			
	AUG 2021	AUG 2020 (PY)	CHANGE	% CHANGE
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	250.00	200.00	50.00	25.00 %
Total 4- PERSONNEL	34,831.01	15,972.42	18,858.59	118.07 %
Total Expenses	\$104,771.99	\$52,892.63	\$51,879.36	98.08 %
NET OPERATING INCOME	\$53,561.01	\$28,823.37	\$24,737.64	85.82 %
NET INCOME	\$53,561.01	\$28,823.37	\$24,737.64	85.82 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July - August, 2021

	TOTAL			
	JUL - AUG, 2021	JUL - AUG, 2020 (PY)	CHANGE	% CHANGE
Income				
4030 County BID	237,500.00	94,200.00	143,300.00	152.12 %
4035 County 50% Match	79,166.00	67,822.00	11,344.00	16.73 %
Other Income				
4830 Event Brochure Ads		705.00	-705.00	-100.00 %
4940 Misc. Income	1,343.78		1,343.78	
4950 Interest Income		4.96	-4.96	-100.00 %
Total Other Income	1,343.78	709.96	633.82	89.28 %
Total Income	\$318,009.78	\$162,731.96	\$155,277.82	95.42 %
GROSS PROFIT	\$318,009.78	\$162,731.96	\$155,277.82	95.42 %
Expenses				
1- MEDIA & WEBSITE				
50 Advertising / Media				
5130 Print & Online Advertising	44,663.46	625.00	44,038.46	7,046.15 %
5150 Ad Development/Design	2,000.00		2,000.00	
5240 Research & Development	6,000.00		6,000.00	
5280 Video Development	2,500.00		2,500.00	
Total 50 Advertising / Media	55,163.46	625.00	54,538.46	8,726.15 %
55 Marketing / Public Relations				
5510 Public Relations Contract	17,990.88	15,000.00	2,990.88	19.94 %
5520 Marketing Agency Contract		8,333.00	-8,333.00	-100.00 %
5540 Clipping Service	1,296.00	2,445.72	-1,149.72	-47.01 %
5550 In-Market PR Stunts	1,615.63		1,615.63	
5610 Travel -PR Related	1,779.60	-274.34	2,053.94	748.68 %
5680 Visiting Media FAM Expenses	1,804.16		1,804.16	
Total 55 Marketing / Public Relations	24,486.27	25,504.38	-1,018.11	-3.99 %
57 Website Maint / Development				
5710 Interactive Media Coordinator	5,000.00	5,000.00	0.00	0.00 %
5740 Content Creation		146.45	-146.45	-100.00 %
5750 Development/ Maintenance	1,386.52	1,728.00	-341.48	-19.76 %
5780 Interactive Marketing	59.90	412.86	-352.96	-85.49 %
Total 57 Website Maint / Development	6,446.42	7,287.31	-840.89	-11.54 %
58 Leisure / Group Sales				
5810 Promotion Items, Booth Develop	1,180.84	100.59	1,080.25	1,073.91 %
5840 State Fair Exhibit		500.00	-500.00	-100.00 %
5880 Travel - Leisure/Group Sales	129.34		129.34	
5885 Travel - Group FAMs	30.00		30.00	
Total 58 Leisure / Group Sales	1,340.18	600.59	739.59	123.14 %
Total 1- MEDIA & WEBSITE	87,436.33	34,017.28	53,419.05	157.04 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July - August, 2021

	TOTAL			
	JUL - AUG, 2021	JUL - AUG, 2020 (PY)	CHANGE	% CHANGE
2- VISITOR SVS / PARTNERSHIPS				
Partnerships				
6550 Conferences & Seminars	4,156.02		4,156.02	
6570 In-County Relations	909.32	30.89	878.43	2,843.74 %
6575 Stakeholder Networking	66.15		66.15	
6590 Memberships	2,942.50	2,662.50	280.00	10.52 %
6610 North Coast Tourism Council	625.00	1,833.33	-1,208.33	-65.91 %
Total Partnerships	8,698.99	4,526.72	4,172.27	92.17 %
Visitor Services				
6720 Event & Festival Guides	559.51		559.51	
6730 Incentives & Sponsorships	1,748.00	2,329.50	-581.50	-24.96 %
6770 Visitor Centers & Signage	200.00	446.70	-246.70	-55.23 %
Total Visitor Services	2,507.51	2,776.20	-268.69	-9.68 %
Total 2- VISITOR SVS / PARTNERSHIPS	11,206.50	7,302.92	3,903.58	53.45 %
3- ADMIN EXPENSES				
General Admin				
7010 Accounting	4,245.00	4,700.00	-455.00	-9.68 %
7060 Bank Fees	10.35	10.00	0.35	3.50 %
7080 Board Development	127.94		127.94	
7090 Copying & Printing	235.43	348.88	-113.45	-32.52 %
7100 Dues & Subscriptions	3,809.96	2,306.18	1,503.78	65.21 %
7130 Legal Fees		510.00	-510.00	-100.00 %
7200 Office Expense	1,066.06	769.22	296.84	38.59 %
7210 Postage & Shipping	472.26	142.18	330.08	232.16 %
7280 Travel Expenses	3,016.52	415.03	2,601.49	626.82 %
Total General Admin	12,983.52	9,201.49	3,782.03	41.10 %
Occupancy Costs				
7650 Rent	3,648.00	4,700.00	-1,052.00	-22.38 %
7660 Insurance	433.34	455.50	-22.16	-4.86 %
7850 Repairs & Maintenance	574.90	730.12	-155.22	-21.26 %
7890 Taxes	80.72	114.18	-33.46	-29.30 %
7910 Telecommunication	1,729.80	1,854.33	-124.53	-6.72 %
7950 Utilities	1,117.03	1,391.57	-274.54	-19.73 %
7990 Depreciation Expense	806.00	1,124.36	-318.36	-28.31 %
Total Occupancy Costs	8,389.79	10,370.06	-1,980.27	-19.10 %
Total 3- ADMIN EXPENSES	21,373.31	19,571.55	1,801.76	9.21 %
4- PERSONNEL				
8510 Salaries & Wages	54,120.55	25,223.68	28,896.87	114.56 %
8520 Paid Time Off	1,493.90	709.99	783.91	110.41 %
8530 Payroll Taxes	4,409.51	2,071.71	2,337.80	112.84 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July - August, 2021

	TOTAL			
	JUL - AUG, 2021	JUL - AUG, 2020 (PY)	CHANGE	% CHANGE
8540 Payroll Processing Fees		86.00	-86.00	-100.00 %
8550 Workers Comp	410.00	408.50	1.50	0.37 %
8570 Health Insurance Allowance	2,400.00	2,400.00	0.00	0.00 %
8590 Contract Work	2,150.00	1,149.25	1,000.75	87.08 %
Total 4- PERSONNEL	64,983.96	32,049.13	32,934.83	102.76 %
Total Expenses	\$185,000.10	\$92,940.88	\$92,059.22	99.05 %
NET OPERATING INCOME	\$133,009.68	\$69,791.08	\$63,218.60	90.58 %
NET INCOME	\$133,009.68	\$69,791.08	\$63,218.60	90.58 %