

Mendocino County Tourism Commission

Balance Sheet Comparison

As of September 30, 2022

	TOTAL			
	AS OF SEP 30, 2022	AS OF SEP 30, 2021 (PY)	CHANGE	% CHANGE
ASSETS				
Current Assets				
Bank Accounts				
1005 SBMC Checking	2,857.42	584,259.24	-581,401.82	-99.51 %
1010 SBMC Contingency/Savings	1,166,292.31	908,173.41	258,118.90	28.42 %
1030 Cash drawer	100.00	100.00	0.00	0.00 %
Total Bank Accounts	\$1,169,249.73	\$1,492,532.65	\$ -323,282.92	-21.66 %
Accounts Receivable				
1100 Accounts Receivable	930,607.34	356,250.00	574,357.34	161.22 %
Total Accounts Receivable	\$930,607.34	\$356,250.00	\$574,357.34	161.22 %
Other Current Assets				
1230 Prepaid Expenses	83,379.28	33,467.74	49,911.54	149.13 %
1250 Refundable Deposits	1,800.00	1,800.00	0.00	0.00 %
Total Other Current Assets	\$85,179.28	\$35,267.74	\$49,911.54	141.52 %
Total Current Assets	\$2,185,036.35	\$1,884,050.39	\$300,985.96	15.98 %
Fixed Assets				
1510 Furniture and Equipment	31,423.08	24,193.04	7,230.04	29.88 %
1600 Accumulated Depreciation	-17,554.00	-11,550.00	-6,004.00	-51.98 %
Total Fixed Assets	\$13,869.08	\$12,643.04	\$1,226.04	9.70 %
TOTAL ASSETS	\$2,198,905.43	\$1,896,693.43	\$302,212.00	15.93 %
LIABILITIES AND EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 Accounts Payable	41,325.74	22,758.91	18,566.83	81.58 %
Total Accounts Payable	\$41,325.74	\$22,758.91	\$18,566.83	81.58 %
Other Current Liabilities				
2100 Accrued Expenses	3,435.00	1,970.00	1,465.00	74.37 %
Payroll Liabilities	0.00	0.00	0.00	
2210 Federal Taxes (941/944)	3,523.74	0.00	3,523.74	
2230 CA SUI / ETT	164.67	112.84	51.83	45.93 %
2240 FUTA Payable	15.94	158.58	-142.64	-89.95 %
2270 Accrued Payroll	14,853.35	12,502.55	2,350.80	18.80 %
2275 Accrued PTO	13,832.58	9,872.25	3,960.33	40.12 %
Total Payroll Liabilities	32,390.28	22,646.22	9,744.06	43.03 %
Total Other Current Liabilities	\$35,825.28	\$24,616.22	\$11,209.06	45.54 %
Total Current Liabilities	\$77,151.02	\$47,375.13	\$29,775.89	62.85 %
Total Liabilities	\$77,151.02	\$47,375.13	\$29,775.89	62.85 %

Mendocino County Tourism Commission

Balance Sheet Comparison

As of September 30, 2022

	TOTAL			
	AS OF SEP 30, 2022	AS OF SEP 30, 2021 (PY)	CHANGE	% CHANGE
Equity				
3100 Contingency-Restricted	187,622.35	152,650.09	34,972.26	22.91 %
3900 Unrestricted Net Assets (RE)	2,043,755.51	1,478,042.08	565,713.43	38.27 %
Net Income	-109,623.45	218,626.13	-328,249.58	-150.14 %
Total Equity	\$2,121,754.41	\$1,849,318.30	\$272,436.11	14.73 %
TOTAL LIABILITIES AND EQUITY	\$2,198,905.43	\$1,896,693.43	\$302,212.00	15.93 %

Mendocino County Tourism Commission
Budget vs. Actuals: Profit & Loss Summary
 July - September, 2022

	Sep 2022				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Income								
4030 County BID	96,831.00	96,831.01	-0.01	100.00%	290,493.00	290,493.03	-0.03	100.00%
4031 County BID adjustments	557.00	0.00	557.00		557.00	0.00	557.00	
4035 County 50% Match	39,683.00	48,415.51	-8,732.51	81.96%	118,849.00	145,246.53	-26,397.53	81.83%
Other Income	146.98		146.98		1,927.38	0.00	1,927.38	
Total Income	\$ 137,217.98	\$ 145,246.52	\$ -8,028.54	94.47%	\$ 411,826.38	\$ 435,739.56	\$ -23,913.18	94.51%
Gross Profit	\$ 137,217.98	\$ 145,246.52	\$ -8,028.54	94.47%	\$ 411,826.38	\$ 435,739.56	\$ -23,913.18	94.51%
Expenses								
1- MEDIA & WEBSITE	100,999.55	93,670.01	7,329.54	107.82%	332,391.97	272,070.03	60,321.94	122.17%
2- VISITOR SVS / PARTNERSHIPS	6,220.83	11,383.30	-5,162.47	54.65%	36,604.38	43,663.36	-7,058.98	83.83%
3- ADMIN EXPENSES	16,699.90	10,600.99	6,098.91	157.53%	48,399.93	34,321.97	14,077.96	141.02%
4- PERSONNEL	37,100.18	31,258.58	5,841.60	118.69%	104,053.55	95,575.74	8,477.81	108.87%
Total Expenses	\$ 161,020.46	\$ 146,912.88	\$ 14,107.58	109.60%	\$ 521,449.83	\$ 445,631.10	\$ 75,818.73	117.01%
Net Operating Income	\$ -23,802.48	\$ -1,666.36	\$ -22,136.12	1428.41%	\$ -109,623.45	\$ -9,891.54	\$ -99,731.91	1108.25%
Net Income	\$ -23,802.48	\$ -1,666.36	\$ -22,136.12	1428.41%	\$ -109,623.45	\$ -9,891.54	\$ -99,731.91	1108.25%

Mendocino County Tourism Commission
Budget vs. Actuals: Profit & Loss Detail
 July - September, 2022

	Sep 2022				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Income								
4030 County BID	96,831.00	96,831.01	-0.01	100.00%	290,493.00	290,493.03	-0.03	100.00%
4031 County BID adjustments	557.00	0.00	557.00		557.00	0.00	557.00	
4035 County 50% Match	39,683.00	48,415.51	-8,732.51	81.96%	118,849.00	145,246.53	-26,397.53	81.83%
Other Income			0.00		0.00	0.00	0.00	
4940 Misc. Income			0.00		1,780.40	0.00	1,780.40	
4950 Interest Income	146.98		146.98		146.98	0.00	146.98	
Total Other Income	\$ 146.98	\$ 0.00	\$ 146.98		\$ 1,927.38	\$ 0.00	\$ 1,927.38	
Total Income	\$ 137,217.98	\$ 145,246.52	\$ -8,028.54	94.47%	\$ 411,826.38	\$ 435,739.56	\$ -23,913.18	94.51%
Gross Profit	\$ 137,217.98	\$ 145,246.52	\$ -8,028.54	94.47%	\$ 411,826.38	\$ 435,739.56	\$ -23,913.18	94.51%
Expenses								
1- MEDIA & WEBSITE			0.00		0.00	0.00	0.00	
50 Advertising / Media			0.00		0.00	0.00	0.00	
5130 Print & Online Advertising	64,951.00	54,250.00	10,701.00	119.73%	178,042.47	162,750.00	15,292.47	109.40%
5150 Ad Development/Design		1,000.00	-1,000.00	0.00%	2,000.00	3,000.00	-1,000.00	66.67%
5170 Photography		500.00	-500.00	0.00%	320.00	1,500.00	-1,180.00	21.33%
5240 Research & Development	13,000.00	5,916.67	7,083.33	219.72%	31,206.29	23,250.01	7,956.28	134.22%
5280 Video Development	7,000.00	2,000.00	5,000.00	350.00%	10,900.00	6,000.00	4,900.00	181.67%
5290 Marketing Contingency		1,000.00	-1,000.00	0.00%	0.00	3,000.00	-3,000.00	0.00%
Total 50 Advertising / Media	\$ 84,951.00	\$ 64,666.67	\$ 20,284.33	131.37%	\$ 222,468.76	\$ 199,500.01	\$ 22,968.75	111.51%
55 Marketing / Public Relations			0.00		0.00	0.00	0.00	
5510 Public Relations Contract	8,683.33	8,683.34	-0.01	100.00%	26,049.99	26,050.02	-0.03	100.00%
5520 Marketing Agency Contract		2,000.00	-2,000.00	0.00%	0.00	6,000.00	-6,000.00	0.00%
5540 Clipping Service	680.00	1,000.00	-320.00	68.00%	2,040.00	3,000.00	-960.00	68.00%
5550 In-Market PR Stunts		2,000.00	-2,000.00	0.00%	3,756.00	6,000.00	-2,244.00	62.60%
5560 Media Events	479.40	250.00	229.40	191.76%	3,679.40	750.00	2,929.40	490.59%
5610 Travel -PR Related		1,000.00	-1,000.00	0.00%	567.62	3,000.00	-2,432.38	18.92%
5680 Visiting Media FAM Expenses	1,583.71	500.00	1,083.71	316.74%	3,325.15	1,500.00	1,825.15	221.68%
Total 55 Marketing / Public Relations	\$ 11,426.44	\$ 15,433.34	\$ -4,006.90	74.04%	\$ 39,418.16	\$ 46,300.02	\$ -6,881.86	85.14%
57 Website Maint / Development			0.00		0.00	0.00	0.00	
5710 Interactive Media Coordinator		2,500.00	-2,500.00	0.00%	5,000.00	7,500.00	-2,500.00	66.67%
5740 Content Creation	2,971.62	1,500.00	1,471.62	198.11%	3,001.34	4,500.00	-1,498.66	66.70%
5750 Development/ Maintenance	990.08	1,250.00	-259.92	79.21%	42,568.95	3,750.00	38,818.95	1135.17%
5780 Interactive Marketing	34.95	100.00	-65.05	34.95%	69.90	300.00	-230.10	23.30%
Total 57 Website Maint / Development	\$ 3,996.65	\$ 5,350.00	\$ -1,353.35	74.70%	\$ 50,640.19	\$ 16,050.00	\$ 34,590.19	315.52%
58 Leisure / Group Sales			0.00		0.00	0.00	0.00	
5810 Promotion Items, Booth Develop		3,250.00	-3,250.00	0.00%	269.95	3,250.00	-2,980.05	8.31%
5840 State Fair Exhibit		0.00	0.00		16,035.66	1,000.00	15,035.66	1603.57%
5880 Travel - Leisure/Group Sales		2,470.00	-2,470.00	0.00%	2,933.79	2,470.00	463.79	118.78%
5885 Travel - Group FAMs	625.46	2,000.00	-1,374.54	31.27%	625.46	2,000.00	-1,374.54	31.27%
5890 Misc. Sales Opportunities		500.00	-500.00	0.00%	0.00	1,500.00	-1,500.00	0.00%
Total 58 Leisure / Group Sales	\$ 625.46	\$ 8,220.00	\$ -7,594.54	7.61%	\$ 19,864.86	\$ 10,220.00	\$ 9,644.86	194.37%
Total 1- MEDIA & WEBSITE	\$ 100,999.55	\$ 93,670.01	\$ 7,329.54	107.82%	\$ 332,391.97	\$ 272,070.03	\$ 60,321.94	122.17%
2- VISITOR SVS / PARTNERSHIPS			0.00		0.00	0.00	0.00	
Partnerships			0.00		0.00	0.00	0.00	
6550 Conferences & Seminars	1,175.00	0.00	1,175.00		5,201.00	2,950.00	2,251.00	176.31%
6555 Conferences & Seminars Travel		0.00	0.00		0.00	2,613.50	-2,613.50	0.00%
6570 In-County Relations	344.96	1,300.00	-955.04	26.54%	697.63	4,900.00	-4,202.37	14.24%
6575 Stakeholder Networking	54.67	1,683.34	-1,628.67	3.25%	969.69	8,450.02	-7,480.33	11.48%
6590 Memberships		0.00	0.00		150.00	2,650.00	-2,500.00	5.66%
6610 North Coast Tourism Council	308.48	916.67	-608.19	33.65%	4,559.06	2,749.97	1,809.09	165.79%
Total Partnerships	\$ 1,883.11	\$ 3,900.01	\$ -2,016.90	48.28%	\$ 11,577.38	\$ 24,313.49	\$ -12,736.11	47.62%
Visitor Services			0.00		0.00	0.00	0.00	
6720 Event & Festival Guides	2,699.22	5,691.62	-2,992.40	47.42%	20,111.50	11,474.86	8,636.64	175.27%
6730 Incentives & Sponsorships	688.50	1,791.67	-1,103.17	38.43%	2,065.50	5,375.01	-3,309.51	38.43%
6770 Visitor Centers & Signage	950.00	0.00	950.00		2,850.00	2,500.00	350.00	114.00%
Total Visitor Services	\$ 4,337.72	\$ 7,483.29	\$ -3,145.57	57.97%	\$ 25,027.00	\$ 19,349.87	\$ 5,677.13	129.34%

Total 2- VISITOR SVS / PARTNERSHIPS	\$	6,220.83	\$	11,383.30	\$	-5,162.47	54.65%	\$	36,604.38	\$	43,663.36	\$	-7,058.98	83.83%
3- ADMIN EXPENSES						0.00			0.00		0.00		0.00	
General Admin						0.00			0.00		0.00		0.00	
7010 Accounting		3,435.00		2,000.00		1,435.00	171.75%		8,625.00		6,000.00		2,625.00	143.75%
7060 Bank Fees		7.45		50.00		-42.55	14.90%		23.75		150.00		-126.25	15.83%
7080 Board Development		6,240.00		1,868.00		4,372.00	334.05%		12,690.00		5,608.00		7,082.00	226.28%
7090 Copying & Printing				200.00		-200.00	0.00%		0.00		600.00		-600.00	0.00%
7100 Dues & Subscriptions		1,454.23		1,143.00		311.23	127.23%		5,522.95		3,429.00		2,093.95	161.07%
7130 Legal Fees				250.00		-250.00	0.00%		0.00		750.00		-750.00	0.00%
7150 Meeting Expenses		130.97		135.00		-4.03	97.01%		177.47		405.00		-227.53	43.82%
7200 Office Expense		249.04		100.00		149.04	249.04%		1,420.17		300.00		1,120.17	473.39%
7210 Postage & Shipping		82.79		300.00		-217.21	27.60%		1,606.38		900.00		706.38	178.49%
7280 Travel Expenses		40.12		750.00		-709.88	5.35%		2,621.80		2,250.00		371.80	116.52%
Total General Admin	\$	11,639.60	\$	6,796.00	\$	4,843.60	171.27%	\$	32,687.52	\$	20,392.00	\$	12,295.52	160.30%
Occupancy Costs						0.00			0.00		0.00		0.00	
7650 Rent		2,456.00		1,950.00		506.00	125.95%		7,368.00		5,850.00		1,518.00	125.95%
7660 Insurance		223.00		0.00		223.00			954.00		2,250.00		-1,296.00	42.40%
7850 Repairs & Maintenance		399.95		575.00		-175.05	69.56%		1,178.35		1,925.00		-746.65	61.21%
7890 Taxes				0.00		0.00			122.14		65.00		57.14	187.91%
7910 Telecommunication		811.05		550.00		261.05	147.46%		2,583.02		1,650.00		933.02	156.55%
7950 Utilities		549.30		729.99		-180.69	75.25%		1,649.90		2,189.97		-540.07	75.34%
7990 Depreciation Expense		621.00				621.00			1,857.00		0.00		1,857.00	
Total Occupancy Costs	\$	5,060.30	\$	3,804.99	\$	1,255.31	132.99%	\$	15,712.41	\$	13,929.97	\$	1,782.44	112.80%
Total 3- ADMIN EXPENSES	\$	16,699.90	\$	10,600.99	\$	6,098.91	157.53%	\$	48,399.93	\$	34,321.97	\$	14,077.96	141.02%
4- PERSONNEL						0.00			0.00		0.00		0.00	
8510 Salaries & Wages		25,212.32		24,646.68		565.64	102.29%		71,058.53		73,940.04		-2,881.51	96.10%
8520 Paid Time Off		939.70		1,430.18		-490.48	65.71%		2,701.97		4,290.54		-1,588.57	62.98%
8530 Payroll Taxes		2,136.68		1,885.47		251.21	113.32%		6,283.03		5,656.41		626.62	111.08%
8540 Payroll Processing Fees		70.00		85.00		-15.00	82.35%		200.00		255.00		-55.00	78.43%
8550 Workers Comp		829.00		211.25		617.75	392.43%		1,249.00		3,633.75		-2,384.75	34.37%
8570 Health Insurance Allowance		2,200.00		2,250.00		-50.00	97.78%		6,600.00		6,750.00		-150.00	97.78%
8580 Other Employee Benefits		1,003.00		0.00		1,003.00			1,003.00		0.00		1,003.00	
8590 Contract Work		4,654.17		750.00		3,904.17	620.56%		14,453.76		1,050.00		13,403.76	1376.55%
8615 Employee Recruitment		55.31				55.31			504.26		0.00		504.26	
Total 4- PERSONNEL	\$	37,100.18	\$	31,258.58	\$	5,841.60	118.69%	\$	104,053.55	\$	95,575.74	\$	8,477.81	108.87%
Total Expenses	\$	161,020.46	\$	146,912.88	\$	14,107.58	109.60%	\$	521,449.83	\$	445,631.10	\$	75,818.73	117.01%
Net Operating Income	\$	-23,802.48	\$	-1,666.36	\$	-22,136.12	1428.41%	\$	-109,623.45	\$	-9,891.54	\$	-99,731.91	1108.25%
Net Income	\$	-23,802.48	\$	-1,666.36	\$	-22,136.12	1428.41%	\$	-109,623.45	\$	-9,891.54	\$	-99,731.91	1108.25%

Mendocino County Tourism Commission

Statement of Cash Flows

July - September, 2022

	TOTAL
OPERATING ACTIVITIES	
Net Income	-109,623.45
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1100 Accounts Receivable	-330,633.00
1230 Prepaid Expenses	8,012.80
2000 Accounts Payable	11,249.28
2100 Accrued Expenses	1,465.00
2210 Payroll Liabilities:Federal Taxes (941/944)	1,900.56
2220 Payroll Liabilities:CA PIT / SDI	-116.70
2230 Payroll Liabilities:CA SUI / ETT	48.11
2240 Payroll Liabilities:FUTA Payable	-176.54
2270 Payroll Liabilities:Accrued Payroll	-8,323.01
2275 Payroll Liabilities:Accrued PTO	-30.32
Direct Deposit Payable	0.00
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	-316,603.82
Net cash provided by operating activities	\$ -426,227.27
INVESTING ACTIVITIES	
1510 Furniture and Equipment	-1,363.85
1600 Accumulated Depreciation	1,857.00
Net cash provided by investing activities	\$493.15
NET CASH INCREASE FOR PERIOD	\$ -425,734.12
Cash at beginning of period	1,594,983.85
CASH AT END OF PERIOD	\$1,169,249.73

Mendocino County Tourism Commission

Profit and Loss Comparison

September 2022

	TOTAL			
	SEP 2022	SEP 2021 (PY)	CHANGE	% CHANGE
Income				
4030 County BID	96,831.00	118,750.00	-21,919.00	-18.46 %
4031 County BID adjustments	557.00		557.00	
4035 County 50% Match	39,683.00	39,583.00	100.00	0.25 %
Other Income				
4950 Interest Income	146.98	54.18	92.80	171.28 %
Total Other Income	146.98	54.18	92.80	171.28 %
Total Income	\$137,217.98	\$158,387.18	\$ -21,169.20	-13.37 %
GROSS PROFIT	\$137,217.98	\$158,387.18	\$ -21,169.20	-13.37 %
Expenses				
1- MEDIA & WEBSITE				
50 Advertising / Media				
5130 Print & Online Advertising	64,951.00	18,414.20	46,536.80	252.72 %
5150 Ad Development/Design		1,000.00	-1,000.00	-100.00 %
5240 Research & Development	13,000.00	3,000.00	10,000.00	333.33 %
5280 Video Development	7,000.00	2,404.17	4,595.83	191.16 %
Total 50 Advertising / Media	84,951.00	24,818.37	60,132.63	242.29 %
55 Marketing / Public Relations				
5510 Public Relations Contract	8,683.33	8,333.34	349.99	4.20 %
5540 Clipping Service	680.00	648.00	32.00	4.94 %
5560 Media Events	479.40	65.31	414.09	634.04 %
5610 Travel -PR Related		61.20	-61.20	-100.00 %
5680 Visiting Media FAM Expenses	1,583.71	529.98	1,053.73	198.82 %
Total 55 Marketing / Public Relations	11,426.44	9,637.83	1,788.61	18.56 %
57 Website Maint / Development				
5710 Interactive Media Coordinator		2,500.00	-2,500.00	-100.00 %
5740 Content Creation	2,971.62		2,971.62	
5750 Development/ Maintenance	990.08	631.76	358.32	56.72 %
5780 Interactive Marketing	34.95	29.95	5.00	16.69 %
Total 57 Website Maint / Development	3,996.65	3,161.71	834.94	26.41 %
58 Leisure / Group Sales				
5880 Travel - Leisure/Group Sales		2,099.64	-2,099.64	-100.00 %
5885 Travel - Group FAMs	625.46		625.46	
Total 58 Leisure / Group Sales	625.46	2,099.64	-1,474.18	-70.21 %
Total 1- MEDIA & WEBSITE	100,999.55	39,717.55	61,282.00	154.29 %

Mendocino County Tourism Commission

Profit and Loss Comparison

September 2022

	TOTAL			
	SEP 2022	SEP 2021 (PY)	CHANGE	% CHANGE
2- VISITOR SVS / PARTNERSHIPS				
Partnerships				
6550 Conferences & Seminars	1,175.00		1,175.00	
6570 In-County Relations	344.96	12.24	332.72	2,718.30 %
6575 Stakeholder Networking	54.67		54.67	
6590 Memberships		150.00	-150.00	-100.00 %
6610 North Coast Tourism Council	308.48	625.00	-316.52	-50.64 %
Total Partnerships	1,883.11	787.24	1,095.87	139.20 %
Visitor Services				
6720 Event & Festival Guides	2,699.22	1,217.55	1,481.67	121.69 %
6730 Incentives & Sponsorships	688.50	624.00	64.50	10.34 %
6770 Visitor Centers & Signage	950.00	400.00	550.00	137.50 %
Total Visitor Services	4,337.72	2,241.55	2,096.17	93.51 %
Total 2- VISITOR SVS / PARTNERSHIPS	6,220.83	3,028.79	3,192.04	105.39 %
3- ADMIN EXPENSES				
General Admin				
7010 Accounting	3,435.00	1,970.00	1,465.00	74.37 %
7060 Bank Fees	7.45	45.00	-37.55	-83.44 %
7080 Board Development	6,240.00	50.00	6,190.00	12,380.00 %
7090 Copying & Printing		53.02	-53.02	-100.00 %
7100 Dues & Subscriptions	1,454.23	2,220.51	-766.28	-34.51 %
7150 Meeting Expenses	130.97		130.97	
7200 Office Expense	249.04	199.40	49.64	24.89 %
7210 Postage & Shipping	82.79	4.99	77.80	1,559.12 %
7280 Travel Expenses	40.12	453.60	-413.48	-91.16 %
Total General Admin	11,639.60	4,996.52	6,643.08	132.95 %
Occupancy Costs				
7650 Rent	2,456.00	1,949.00	507.00	26.01 %
7660 Insurance	223.00	216.66	6.34	2.93 %
7850 Repairs & Maintenance	399.95	349.95	50.00	14.29 %
7910 Telecommunication	811.05	740.89	70.16	9.47 %
7950 Utilities	549.30	519.84	29.46	5.67 %
7990 Depreciation Expense	621.00	403.00	218.00	54.09 %
Total Occupancy Costs	5,060.30	4,179.34	880.96	21.08 %
Total 3- ADMIN EXPENSES	16,699.90	9,175.86	7,524.04	82.00 %
4- PERSONNEL				
8510 Salaries & Wages	25,212.32	19,060.64	6,151.68	32.27 %
8520 Paid Time Off	939.70	1,320.20	-380.50	-28.82 %
8530 Payroll Taxes	2,136.68	1,757.69	378.99	21.56 %
8540 Payroll Processing Fees	70.00		70.00	

Mendocino County Tourism Commission

Profit and Loss Comparison

September 2022

	TOTAL			
	SEP 2022	SEP 2021 (PY)	CHANGE	% CHANGE
8550 Workers Comp	829.00	-2,740.00	3,569.00	130.26 %
8570 Health Insurance Allowance	2,200.00	1,200.00	1,000.00	83.33 %
8580 Other Employee Benefits	1,003.00		1,003.00	
8590 Contract Work	4,654.17	250.00	4,404.17	1,761.67 %
8615 Employee Recruitment	55.31		55.31	
Total 4- PERSONNEL	37,100.18	20,848.53	16,251.65	77.95 %
Total Expenses	\$161,020.46	\$72,770.73	\$88,249.73	121.27 %
NET OPERATING INCOME	\$ -23,802.48	\$85,616.45	\$ -109,418.93	-127.80 %
NET INCOME	\$ -23,802.48	\$85,616.45	\$ -109,418.93	-127.80 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July - September, 2022

	TOTAL			
	JUL - SEP, 2022	JUL - SEP, 2021 (PY)	CHANGE	% CHANGE
Income				
4030 County BID	290,493.00	356,250.00	-65,757.00	-18.46 %
4031 County BID adjustments	557.00		557.00	
4035 County 50% Match	118,849.00	118,749.00	100.00	0.08 %
Other Income				
4940 Misc. Income	1,780.40	1,343.78	436.62	32.49 %
4950 Interest Income	146.98	54.18	92.80	171.28 %
Total Other Income	1,927.38	1,397.96	529.42	37.87 %
Total Income	\$411,826.38	\$476,396.96	\$ -64,570.58	-13.55 %
GROSS PROFIT	\$411,826.38	\$476,396.96	\$ -64,570.58	-13.55 %
Expenses				
1- MEDIA & WEBSITE				
50 Advertising / Media				
5130 Print & Online Advertising	178,042.47	63,077.66	114,964.81	182.26 %
5150 Ad Development/Design	2,000.00	3,000.00	-1,000.00	-33.33 %
5170 Photography	320.00		320.00	
5240 Research & Development	31,206.29	9,000.00	22,206.29	246.74 %
5280 Video Development	10,900.00	4,904.17	5,995.83	122.26 %
Total 50 Advertising / Media	222,468.76	79,981.83	142,486.93	178.15 %
55 Marketing / Public Relations				
5510 Public Relations Contract	26,049.99	26,324.22	-274.23	-1.04 %
5540 Clipping Service	2,040.00	1,944.00	96.00	4.94 %
5550 In-Market PR Stunts	3,756.00	1,615.63	2,140.37	132.48 %
5560 Media Events	3,679.40	65.31	3,614.09	5,533.75 %
5610 Travel -PR Related	567.62	1,840.80	-1,273.18	-69.16 %
5680 Visiting Media FAM Expenses	3,325.15	2,334.14	991.01	42.46 %
Total 55 Marketing / Public Relations	39,418.16	34,124.10	5,294.06	15.51 %
57 Website Maint / Development				
5710 Interactive Media Coordinator	5,000.00	7,500.00	-2,500.00	-33.33 %
5740 Content Creation	3,001.34		3,001.34	
5750 Development/ Maintenance	42,568.95	2,018.28	40,550.67	2,009.17 %
5780 Interactive Marketing	69.90	89.85	-19.95	-22.20 %
Total 57 Website Maint / Development	50,640.19	9,608.13	41,032.06	427.06 %
58 Leisure / Group Sales				
5810 Promotion Items, Booth Develop	269.95	1,180.84	-910.89	-77.14 %
5840 State Fair Exhibit	16,035.66		16,035.66	
5880 Travel - Leisure/Group Sales	2,933.79	2,228.98	704.81	31.62 %
5885 Travel - Group FAMs	625.46	30.00	595.46	1,984.87 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July - September, 2022

	TOTAL			
	JUL - SEP, 2022	JUL - SEP, 2021 (PY)	CHANGE	% CHANGE
Total 58 Leisure / Group Sales	19,864.86	3,439.82	16,425.04	477.50 %
Total 1- MEDIA & WEBSITE	332,391.97	127,153.88	205,238.09	161.41 %
2- VISITOR SVS / PARTNERSHIPS				
Partnerships				
6550 Conferences & Seminars	5,201.00	4,156.02	1,044.98	25.14 %
6570 In-County Relations	697.63	921.56	-223.93	-24.30 %
6575 Stakeholder Networking	969.69	66.15	903.54	1,365.90 %
6590 Memberships	150.00	3,092.50	-2,942.50	-95.15 %
6610 North Coast Tourism Council	4,559.06	1,250.00	3,309.06	264.72 %
Total Partnerships	11,577.38	9,486.23	2,091.15	22.04 %
Visitor Services				
6720 Event & Festival Guides	20,111.50	1,777.06	18,334.44	1,031.73 %
6730 Incentives & Sponsorships	2,065.50	2,372.00	-306.50	-12.92 %
6770 Visitor Centers & Signage	2,850.00	600.00	2,250.00	375.00 %
Total Visitor Services	25,027.00	4,749.06	20,277.94	426.99 %
Total 2- VISITOR SVS / PARTNERSHIPS	36,604.38	14,235.29	22,369.09	157.14 %
3- ADMIN EXPENSES				
General Admin				
7010 Accounting	8,625.00	6,215.00	2,410.00	38.78 %
7060 Bank Fees	23.75	55.35	-31.60	-57.09 %
7080 Board Development	12,690.00	177.94	12,512.06	7,031.62 %
7090 Copying & Printing		288.45	-288.45	-100.00 %
7100 Dues & Subscriptions	5,522.95	6,030.47	-507.52	-8.42 %
7150 Meeting Expenses	177.47		177.47	
7200 Office Expense	1,420.17	1,265.46	154.71	12.23 %
7210 Postage & Shipping	1,606.38	477.25	1,129.13	236.59 %
7280 Travel Expenses	2,621.80	3,470.12	-848.32	-24.45 %
Total General Admin	32,687.52	17,980.04	14,707.48	81.80 %
Occupancy Costs				
7650 Rent	7,368.00	5,597.00	1,771.00	31.64 %
7660 Insurance	954.00	650.00	304.00	46.77 %
7850 Repairs & Maintenance	1,178.35	924.85	253.50	27.41 %
7890 Taxes	122.14	80.72	41.42	51.31 %
7910 Telecommunication	2,583.02	2,470.69	112.33	4.55 %
7950 Utilities	1,649.90	1,636.87	13.03	0.80 %
7990 Depreciation Expense	1,857.00	1,209.00	648.00	53.60 %
Total Occupancy Costs	15,712.41	12,569.13	3,143.28	25.01 %
Total 3- ADMIN EXPENSES	48,399.93	30,549.17	17,850.76	58.43 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July - September, 2022

	TOTAL			
	JUL - SEP, 2022	JUL - SEP, 2021 (PY)	CHANGE	% CHANGE
4- PERSONNEL				
8510 Salaries & Wages	71,058.53	73,181.19	-2,122.66	-2.90 %
8520 Paid Time Off	2,701.97	2,814.10	-112.13	-3.98 %
8530 Payroll Taxes	6,283.03	6,167.20	115.83	1.88 %
8540 Payroll Processing Fees	200.00	200.00	200.00	
8550 Workers Comp	1,249.00	-2,330.00	3,579.00	153.61 %
8570 Health Insurance Allowance	6,600.00	3,600.00	3,000.00	83.33 %
8580 Other Employee Benefits	1,003.00	1,003.00	1,003.00	
8590 Contract Work	14,453.76	2,400.00	12,053.76	502.24 %
8615 Employee Recruitment	504.26	504.26	504.26	
Total 4- PERSONNEL	104,053.55	85,832.49	18,221.06	21.23 %
Total Expenses	\$521,449.83	\$257,770.83	\$263,679.00	102.29 %
NET OPERATING INCOME	\$ -109,623.45	\$218,626.13	\$ -328,249.58	-150.14 %
NET INCOME	\$ -109,623.45	\$218,626.13	\$ -328,249.58	-150.14 %