

# Mendocino County Tourism Commission

## BALANCE SHEET COMPARISON

As of October 31, 2020

	TOTAL			
	AS OF OCT 31, 2020	AS OF OCT 31, 2019 (PY)	CHANGE	% CHANGE
<b>ASSETS</b>				
Current Assets				
Bank Accounts				
1005 SBMC Checking	216,302.37		216,302.37	
1010 SBMC Savings	152,667.45		152,667.45	
1015 MLCU Checking	0.00	17,715.21	-17,715.21	-100.00 %
1020 MLCU Savings	0.00	103,314.49	-103,314.49	-100.00 %
1030 Cash drawer	100.00	100.00	0.00	0.00 %
<b>Total Bank Accounts</b>	<b>\$369,069.82</b>	<b>\$121,129.70</b>	<b>\$247,940.12</b>	<b>204.69 %</b>
Accounts Receivable				
1100 Accounts Receivable	307,918.50	421,588.29	-113,669.79	-26.96 %
<b>Total Accounts Receivable</b>	<b>\$307,918.50</b>	<b>\$421,588.29</b>	<b>\$ -113,669.79</b>	<b>-26.96 %</b>
Other Current Assets				
1230 Prepaid Expenses	30,629.25	15,690.00	14,939.25	95.22 %
1250 Refundable Deposits	4,150.00	4,150.00	0.00	0.00 %
1270 Receivable Other	0.00	1,400.00	-1,400.00	-100.00 %
<b>Total Other Current Assets</b>	<b>\$34,779.25</b>	<b>\$21,240.00</b>	<b>\$13,539.25</b>	<b>63.74 %</b>
<b>Total Current Assets</b>	<b>\$711,767.57</b>	<b>\$563,957.99</b>	<b>\$147,809.58</b>	<b>26.21 %</b>
Fixed Assets				
1510 Furniture and Equipment	20,264.59	64,723.50	-44,458.91	-68.69 %
1600 Accumulated Depreciation	-7,500.00	-49,796.06	42,296.06	84.94 %
<b>Total Fixed Assets</b>	<b>\$12,764.59</b>	<b>\$14,927.44</b>	<b>\$ -2,162.85</b>	<b>-14.49 %</b>
<b>TOTAL ASSETS</b>	<b>\$724,532.16</b>	<b>\$578,885.43</b>	<b>\$145,646.73</b>	<b>25.16 %</b>
<b>LIABILITIES AND EQUITY</b>				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 Accounts Payable	35,276.58	88,852.17	-53,575.59	-60.30 %
<b>Total Accounts Payable</b>	<b>\$35,276.58</b>	<b>\$88,852.17</b>	<b>\$ -53,575.59</b>	<b>-60.30 %</b>
Other Current Liabilities				
2100 Accrued Expenses	2,930.00	0.00	2,930.00	
Payroll Liabilities				
2230 CA SUI / ETT	37.20	59.36	-22.16	-37.33 %
2240 FUTA Payable	3.60	6.72	-3.12	-46.43 %
2270 Accrued Payroll	7,954.64	11,714.17	-3,759.53	-32.09 %
2275 Accrued PTO	4,813.65	15,914.10	-11,100.45	-69.75 %
<b>Total Payroll Liabilities</b>	<b>12,809.09</b>	<b>27,694.35</b>	<b>-14,885.26</b>	<b>-53.75 %</b>
<b>Total Other Current Liabilities</b>	<b>\$15,739.09</b>	<b>\$27,694.35</b>	<b>\$ -11,955.26</b>	<b>-43.17 %</b>
<b>Total Current Liabilities</b>	<b>\$51,015.67</b>	<b>\$116,546.52</b>	<b>\$ -65,530.85</b>	<b>-56.23 %</b>
<b>Total Liabilities</b>	<b>\$51,015.67</b>	<b>\$116,546.52</b>	<b>\$ -65,530.85</b>	<b>-56.23 %</b>
Equity				

	TOTAL			
	AS OF OCT 31, 2020	AS OF OCT 31, 2019 (PY)	CHANGE	% CHANGE
3100 Contingency-Restricted	152,650.09	152,650.09	0.00	0.00 %
3900 Unrestricted Net Assets (RE)	346,620.83	341,290.15	5,330.68	1.56 %
Net Income	174,245.57	-31,601.33	205,846.90	651.39 %
<b>Total Equity</b>	<b>\$673,516.49</b>	<b>\$462,338.91</b>	<b>\$211,177.58</b>	<b>45.68 %</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$724,532.16</b>	<b>\$578,885.43</b>	<b>\$145,646.73</b>	<b>25.16 %</b>

**Mendocino County Tourism Commission**  
**Budget vs. Actuals: FY 20-21 SUMMARY**  
 July - October, 2020

	Oct 2020				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
<b>Income</b>								
4030 County BID	47,100.00	47,099.92	0.08	100.00%	188,400.00	188,399.64	0.36	100.00%
4031 County BID adjustments	51,446.50		51,446.50		51,446.50	0.00	51,446.50	
4035 County 50% Match	33,911.00	22,959.00	10,952.00	147.70%	135,644.00	91,836.00	43,808.00	147.70%
Other Income	350.00		350.00		1,074.58	0.00	1,074.58	
<b>Total Income</b>	<b>\$ 132,807.50</b>	<b>\$ 70,058.92</b>	<b>\$ 62,748.58</b>	<b>189.57%</b>	<b>\$ 376,565.08</b>	<b>\$ 280,235.64</b>	<b>\$ 96,329.44</b>	<b>134.37%</b>
<b>Gross Profit</b>	<b>\$ 132,807.50</b>	<b>\$ 70,058.92</b>	<b>\$ 62,748.58</b>	<b>189.57%</b>	<b>\$ 376,565.08</b>	<b>\$ 280,235.64</b>	<b>\$ 96,329.44</b>	<b>134.37%</b>
<b>Expenses</b>								
1- MEDIA & WEBSITE	28,846.07	36,910.24	-8,064.17	78.15%	81,186.00	148,641.08	-67,455.08	54.62%
2- VISITOR SVS / PARTNERSHIPS	1,907.67	5,961.01	-4,053.34	32.00%	19,244.14	23,843.92	-4,599.78	80.71%
3- ADMIN EXPENSES	11,758.51	8,410.41	3,348.10	139.81%	40,173.55	33,641.72	6,531.83	119.42%
4- PERSONNEL	14,406.00	17,316.46	-2,910.46	83.19%	61,715.82	69,265.82	-7,550.00	89.10%
<b>Total Expenses</b>	<b>\$ 56,918.25</b>	<b>\$ 68,598.12</b>	<b>\$ -11,679.87</b>	<b>82.97%</b>	<b>\$ 202,319.51</b>	<b>\$ 275,392.54</b>	<b>\$ -73,073.03</b>	<b>73.47%</b>
<b>Net Operating Income</b>	<b>\$ 75,889.25</b>	<b>\$ 1,460.80</b>	<b>\$ 74,428.45</b>	<b>5195.05%</b>	<b>\$ 174,245.57</b>	<b>\$ 4,843.10</b>	<b>\$ 169,402.47</b>	<b>3597.81%</b>
<b>Net Income</b>	<b>\$ 75,889.25</b>	<b>\$ 1,460.80</b>	<b>\$ 74,428.45</b>	<b>5195.05%</b>	<b>\$ 174,245.57</b>	<b>\$ 4,843.10</b>	<b>\$ 169,402.47</b>	<b>3597.81%</b>

**Mendocino County Tourism Commission**  
**Budget vs. Actuals: FY 20-21**  
**July - October, 2020**

	Oct 2020				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
<b>Income</b>								
4030 County BID	47,100.00	47,099.92	0.08	100.00%	188,400.00	188,399.64	0.36	100.00%
4031 County BID adjustments	51,446.50		51,446.50		51,446.50	0.00	51,446.50	
4035 County 50% Match	33,911.00	22,959.00	10,952.00	147.70%	135,644.00	91,836.00	43,808.00	147.70%
Other Income			0.00		0.00	0.00	0.00	
4250 Cooperative Advertising	350.00		350.00		350.00	0.00	350.00	
4830 Event Brochure Ads			0.00		705.00	0.00	705.00	
4950 Interest Income			0.00		19.58	0.00	19.58	
<b>Total Other Income</b>	<b>\$ 350.00</b>	<b>\$ 0.00</b>	<b>\$ 350.00</b>		<b>\$ 1,074.58</b>	<b>\$ 0.00</b>	<b>\$ 1,074.58</b>	
<b>Total Income</b>	<b>\$ 132,807.50</b>	<b>\$ 70,058.92</b>	<b>\$ 62,748.58</b>	<b>189.57%</b>	<b>\$ 376,565.08</b>	<b>\$ 280,235.64</b>	<b>\$ 96,329.44</b>	<b>134.37%</b>
<b>Gross Profit</b>	<b>\$ 132,807.50</b>	<b>\$ 70,058.92</b>	<b>\$ 62,748.58</b>	<b>189.57%</b>	<b>\$ 376,565.08</b>	<b>\$ 280,235.64</b>	<b>\$ 96,329.44</b>	<b>134.37%</b>
<b>Expenses</b>								
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	7,602.14	15,658.33	-8,056.19	48.55%	8,852.14	62,633.36	-53,781.22	14.13%
5150 Ad Development/Design	432.00	833.33	-401.33	51.84%	432.00	3,333.36	-2,901.36	12.96%
5170 Photography	100.00	200.00	-100.00	50.00%	100.00	800.00	-700.00	12.50%
5240 Research & Development	4,750.00	500.00	4,250.00	950.00%	9,810.00	2,000.00	7,810.00	490.50%
5290 Marketing Contingency		833.33	-833.33	0.00%	0.00	3,333.36	-3,333.36	0.00%
<b>Total 50 Advertising / Media</b>	<b>\$ 12,884.14</b>	<b>\$ 18,024.99</b>	<b>\$ -5,140.85</b>	<b>71.48%</b>	<b>\$ 19,194.14</b>	<b>\$ 72,100.08</b>	<b>\$ -52,905.94</b>	<b>26.62%</b>
55 Marketing / Public Relations			0.00		0.00	0.00	0.00	
5510 Public Relations Contract	7,500.00	7,850.00	-350.00	95.54%	30,000.00	31,400.00	-1,400.00	95.54%
5520 Marketing Agency Contract		694.42	-694.42	0.00%	8,333.00	2,777.64	5,555.36	300.00%
5540 Clipping Service	1,716.31	750.00	966.31	228.84%	4,162.03	3,000.00	1,162.03	138.73%
5560 Media Events		791.67	-791.67	0.00%	725.00	3,166.64	-2,441.64	22.89%
5610 Travel -PR Related		83.33	-83.33	0.00%	-274.34	333.36	-607.70	-82.30%
5680 Visiting Media FAM Expenses	605.01	1,000.00	-394.99	60.50%	1,092.66	4,000.00	-2,907.34	27.32%
<b>Total 55 Marketing / Public Relations</b>	<b>\$ 9,821.32</b>	<b>\$ 11,169.42</b>	<b>\$ -1,348.10</b>	<b>87.93%</b>	<b>\$ 44,038.35</b>	<b>\$ 44,677.64</b>	<b>\$ -639.29</b>	<b>98.57%</b>
57 Website Maint / Development			0.00		0.00	0.00	0.00	
5710 Interactive Media Coordinator		2,500.00	-2,500.00	0.00%	7,500.00	10,000.00	-2,500.00	75.00%
5740 Content Creation		2,500.00	-2,500.00	0.00%	146.45	10,000.00	-9,853.55	1.46%
5750 Development/ Maintenance	3,365.06	500.00	2,865.06	673.01%	6,518.06	2,000.00	4,518.06	325.90%
5780 Interactive Marketing	4,742.77		4,742.77		5,155.63	0.00	5,155.63	
<b>Total 57 Website Maint / Development</b>	<b>\$ 8,107.83</b>	<b>\$ 5,500.00</b>	<b>\$ 2,607.83</b>	<b>147.42%</b>	<b>\$ 19,320.14</b>	<b>\$ 22,000.00</b>	<b>\$ -2,679.86</b>	<b>87.82%</b>
58 Leisure / Group Sales			0.00		0.00	0.00	0.00	
5810 Promotion Items, Booth Develop		791.67	-791.67	0.00%	100.59	3,166.64	-3,066.05	3.18%
5820 Consumer & Trade Shows		337.50	-337.50	0.00%	0.00	1,350.00	-1,350.00	0.00%
5840 State Fair Exhibit		0.00	0.00		500.00	1,000.00	-500.00	50.00%
5870 Shipping - Travel Shows		208.33	-208.33	0.00%	0.00	833.36	-833.36	0.00%
5880 Travel - Leisure/Group Sales	-1,967.22	495.00	-2,462.22	-397.42%	-1,967.22	1,980.00	-3,947.22	-99.35%
5885 Travel - Group FAMs		333.33	-333.33	0.00%	0.00	1,333.36	-1,333.36	0.00%
5890 Misc. Sales Opportunities		50.00	-50.00	0.00%	0.00	200.00	-200.00	0.00%
<b>Total 58 Leisure / Group Sales</b>	<b>\$ -1,967.22</b>	<b>\$ 2,215.83</b>	<b>\$ -4,183.05</b>	<b>-88.78%</b>	<b>\$ -1,366.63</b>	<b>\$ 9,863.36</b>	<b>\$ -11,229.99</b>	<b>-13.86%</b>
<b>Total 1- MEDIA &amp; WEBSITE</b>	<b>\$ 28,846.07</b>	<b>\$ 36,910.24</b>	<b>\$ -8,064.17</b>	<b>78.15%</b>	<b>\$ 81,186.00</b>	<b>\$ 148,641.08</b>	<b>\$ -67,455.08</b>	<b>54.62%</b>

**Mendocino County Tourism Commission**  
**Budget vs. Actuals: FY 20-21**  
**July - October, 2020**

	Oct 2020				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
<b>2- VISITOR SVS / PARTNERSHIPS</b>			0.00		0.00	0.00	0.00	
Partnerships			0.00		0.00	0.00	0.00	
6570 In-County Relations	55.00	1,025.00	-970.00	5.37%	85.89	4,100.00	-4,014.11	2.09%
6590 Memberships	250.00	550.00	-300.00	45.45%	2,912.50	2,200.00	712.50	132.39%
6610 North Coast Tourism Council	916.67	916.67	0.00	100.00%	3,666.67	3,666.64	0.03	100.00%
<b>Total Partnerships</b>	<b>\$ 1,221.67</b>	<b>\$ 2,491.67</b>	<b>\$ -1,270.00</b>	<b>49.03%</b>	<b>\$ 6,665.06</b>	<b>\$ 9,966.64</b>	<b>\$ -3,301.58</b>	<b>66.87%</b>
Visitor Services			0.00		0.00	0.00	0.00	
6720 Event & Festival Guides		1,400.00	-1,400.00	0.00%	762.13	5,600.00	-4,837.87	13.61%
6730 Incentives & Sponsorships	486.00	1,652.67	-1,166.67	29.41%	10,970.25	6,610.64	4,359.61	165.95%
6770 Visitor Centers & Signage	200.00	416.67	-216.67	48.00%	846.70	1,666.64	-819.94	50.80%
<b>Total Visitor Services</b>	<b>\$ 686.00</b>	<b>\$ 3,469.34</b>	<b>\$ -2,783.34</b>	<b>19.77%</b>	<b>\$ 12,579.08</b>	<b>\$ 13,877.28</b>	<b>\$ -1,298.20</b>	<b>90.65%</b>
<b>Total 2- VISITOR SVS / PARTNERSHIPS</b>	<b>\$ 1,907.67</b>	<b>\$ 5,961.01</b>	<b>\$ -4,053.34</b>	<b>32.00%</b>	<b>\$ 19,244.14</b>	<b>\$ 23,843.92</b>	<b>\$ -4,599.78</b>	<b>80.71%</b>
<b>3- ADMIN EXPENSES</b>			0.00		0.00	0.00	0.00	
General Admin			0.00		0.00	0.00	0.00	
7010 Accounting	2,930.00	2,143.33	786.67	136.70%	10,190.00	8,573.36	1,616.64	118.86%
7060 Bank Fees	5.00	50.00	-45.00	10.00%	20.00	200.00	-180.00	10.00%
7080 Board Development		76.67	-76.67	0.00%	0.00	306.64	-306.64	0.00%
7090 Copying & Printing		200.00	-200.00	0.00%	442.92	800.00	-357.08	55.37%
7100 Dues & Subscriptions	2,177.44	916.67	1,260.77	237.54%	4,608.62	3,666.64	941.98	125.69%
7130 Legal Fees		250.00	-250.00	0.00%	1,086.00	1,000.00	86.00	108.60%
7140 Licenses & Permits		8.33	-8.33	0.00%	0.00	33.36	-33.36	0.00%
7150 Meeting Expenses		50.00	-50.00	0.00%	0.00	200.00	-200.00	0.00%
7200 Office Expense	243.58	295.83	-52.25	82.34%	1,012.80	1,183.36	-170.56	85.59%
7210 Postage & Shipping	46.93	75.00	-28.07	62.57%	189.11	300.00	-110.89	63.04%
7280 Travel Expenses	99.14	500.00	-400.86	19.83%	761.19	2,000.00	-1,238.81	38.06%
<b>Total General Admin</b>	<b>\$ 5,502.09</b>	<b>\$ 4,565.83</b>	<b>\$ 936.26</b>	<b>120.51%</b>	<b>\$ 18,310.64</b>	<b>\$ 18,263.36</b>	<b>\$ 47.28</b>	<b>100.26%</b>
Occupancy Costs			0.00		0.00	0.00	0.00	
7650 Rent	2,350.00	1,983.33	366.67	118.49%	9,400.00	7,933.36	1,466.64	118.49%
7660 Insurance	227.75	187.50	40.25	121.47%	911.00	750.00	161.00	121.47%
7850 Repairs & Maintenance	344.95	460.00	-115.05	74.99%	1,370.02	1,840.00	-469.98	74.46%
7890 Taxes		5.42	-5.42	0.00%	114.18	21.64	92.54	527.63%
7910 Telecommunication	2,329.80	450.00	1,879.80	517.73%	5,812.73	1,800.00	4,012.73	322.93%
7950 Utilities	665.92	758.33	-92.41	87.81%	2,454.62	3,033.36	-578.74	80.92%
7990 Depreciation Expense	338.00		338.00		1,800.36	0.00	1,800.36	
<b>Total Occupancy Costs</b>	<b>\$ 6,256.42</b>	<b>\$ 3,844.58</b>	<b>\$ 2,411.84</b>	<b>162.73%</b>	<b>\$ 21,862.91</b>	<b>\$ 15,378.36</b>	<b>\$ 6,484.55</b>	<b>142.17%</b>
<b>Total 3- ADMIN EXPENSES</b>	<b>\$ 11,758.51</b>	<b>\$ 8,410.41</b>	<b>\$ 3,348.10</b>	<b>139.81%</b>	<b>\$ 40,173.55</b>	<b>\$ 33,641.72</b>	<b>\$ 6,531.83</b>	<b>119.42%</b>
<b>4- PERSONNEL</b>			0.00		0.00	0.00	0.00	
8510 Salaries & Wages	10,770.26	13,166.67	-2,396.41	81.80%	48,494.72	52,666.64	-4,171.92	92.08%
8520 Paid Time Off	727.54	923.83	-196.29	78.75%	1,437.53	3,695.36	-2,257.83	38.90%
8530 Payroll Taxes	1,165.95	1,109.29	56.66	105.11%	4,343.32	4,437.18	-93.86	97.88%
8540 Payroll Processing Fees	88.00		88.00		174.00	0.00	174.00	
8550 Workers Comp	204.25	250.00	-45.75	81.70%	817.00	1,000.00	-183.00	81.70%
8570 Health Insurance Allowance	1,200.00	1,200.00	0.00	100.00%	4,800.00	4,800.00	0.00	100.00%
8580 Other Employee Benefits		16.67	-16.67	0.00%	0.00	66.64	-66.64	0.00%
8590 Contract Work	250.00	650.00	-400.00	38.46%	1,649.25	2,600.00	-950.75	63.43%
<b>Total 4- PERSONNEL</b>	<b>\$ 14,406.00</b>	<b>\$ 17,316.46</b>	<b>\$ -2,910.46</b>	<b>83.19%</b>	<b>\$ 61,715.82</b>	<b>\$ 69,265.82</b>	<b>\$ -7,550.00</b>	<b>89.10%</b>
<b>Total Expenses</b>	<b>\$ 56,918.25</b>	<b>\$ 68,598.12</b>	<b>\$ -11,679.87</b>	<b>82.97%</b>	<b>\$ 202,319.51</b>	<b>\$ 275,392.54</b>	<b>\$ -73,073.03</b>	<b>73.47%</b>
<b>Net Operating Income</b>	<b>\$ 75,889.25</b>	<b>\$ 1,460.80</b>	<b>\$ 74,428.45</b>	<b>5195.05%</b>	<b>\$ 174,245.57</b>	<b>\$ 4,843.10</b>	<b>\$ 169,402.47</b>	<b>3597.81%</b>
<b>Net Income</b>	<b>\$ 75,889.25</b>	<b>\$ 1,460.80</b>	<b>\$ 74,428.45</b>	<b>5195.05%</b>	<b>\$ 174,245.57</b>	<b>\$ 4,843.10</b>	<b>\$ 169,402.47</b>	<b>3597.81%</b>

# Mendocino County Tourism Commission

## STATEMENT OF CASH FLOWS

July - October, 2020

	TOTAL
<b>OPERATING ACTIVITIES</b>	
Net Income	174,245.57
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1100 Accounts Receivable	-126,584.30
1230 Prepaid Expenses	-21,167.58
2000 Accounts Payable	23,614.34
2100 Accrued Expenses	-910.00
2210 Payroll Liabilities:Federal Taxes (941/944)	0.00
2220 Payroll Liabilities:CA PIT / SDI	0.00
2230 Payroll Liabilities:CA SUI / ETT	37.20
2240 Payroll Liabilities:FUTA Payable	3.60
2270 Payroll Liabilities:Accrued Payroll	690.37
2275 Payroll Liabilities:Accrued PTO	-4,261.19
Direct Deposit Payable	0.00
<b>Total Adjustments to reconcile Net Income to Net Cash provided by operations:</b>	<b>-128,577.56</b>
<b>Net cash provided by operating activities</b>	<b>\$45,668.01</b>
<b>INVESTING ACTIVITIES</b>	
1510 Furniture and Equipment	2,934.36
1600 Accumulated Depreciation	-1,134.00
<b>Net cash provided by investing activities</b>	<b>\$1,800.36</b>
<b>NET CASH INCREASE FOR PERIOD</b>	<b>\$47,468.37</b>
Cash at beginning of period	321,601.45
<b>CASH AT END OF PERIOD</b>	<b>\$369,069.82</b>

# Mendocino County Tourism Commission

## PROFIT AND LOSS COMPARISON

October 2020

	TOTAL			
	OCT 2020	OCT 2019 (PY)	CHANGE	% CHANGE
<b>Income</b>				
4030 County BID	47,100.00	78,541.42	-31,441.42	-40.03 %
4031 County BID adjustments	51,446.50	66,168.41	-14,721.91	-22.25 %
4035 County 50% Match	33,911.00	40,630.80	-6,719.80	-16.54 %
<b>Other Income</b>				
4250 Cooperative Advertising	350.00		350.00	
4950 Interest Income		21.93	-21.93	-100.00 %
<b>Total Other Income</b>	<b>350.00</b>	<b>21.93</b>	<b>328.07</b>	<b>1,495.99 %</b>
<b>Total Income</b>	<b>\$132,807.50</b>	<b>\$185,362.56</b>	<b>\$ -52,555.06</b>	<b>-28.35 %</b>
<b>GROSS PROFIT</b>	<b>\$132,807.50</b>	<b>\$185,362.56</b>	<b>\$ -52,555.06</b>	<b>-28.35 %</b>
<b>Expenses</b>				
<b>1- MEDIA &amp; WEBSITE</b>				
<b>50 Advertising / Media</b>				
5130 Print & Online Advertising	7,602.14	44,361.54	-36,759.40	-82.86 %
5150 Ad Development/Design	432.00		432.00	
5170 Photography	100.00		100.00	
5240 Research & Development	4,750.00		4,750.00	
5280 Video Development		7,883.35	-7,883.35	-100.00 %
5290 Marketing Contingency		2,100.00	-2,100.00	-100.00 %
<b>Total 50 Advertising / Media</b>	<b>12,884.14</b>	<b>54,344.89</b>	<b>-41,460.75</b>	<b>-76.29 %</b>
<b>55 Marketing / Public Relations</b>				
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	1,716.31	572.50	1,143.81	199.79 %
5610 Travel -PR Related		1,116.66	-1,116.66	-100.00 %
5680 Visiting Media FAM Expenses	605.01	294.16	310.85	105.67 %
<b>Total 55 Marketing / Public Relations</b>	<b>9,821.32</b>	<b>17,816.32</b>	<b>-7,995.00</b>	<b>-44.87 %</b>
<b>57 Website Maint / Development</b>				
5710 Interactive Media Coordinator		2,500.00	-2,500.00	-100.00 %
5750 Development/ Maintenance	3,365.06	1,680.30	1,684.76	100.27 %
5780 Interactive Marketing	4,742.77	88.95	4,653.82	5,231.95 %
<b>Total 57 Website Maint / Development</b>	<b>8,107.83</b>	<b>4,269.25</b>	<b>3,838.58</b>	<b>89.91 %</b>
<b>58 Leisure / Group Sales</b>				
5810 Promotion Items, Booth Develop		51.00	-51.00	-100.00 %
5880 Travel - Leisure/Group Sales	-1,967.22		-1,967.22	
5885 Travel - Group FAMs		805.00	-805.00	-100.00 %
<b>Total 58 Leisure / Group Sales</b>	<b>-1,967.22</b>	<b>856.00</b>	<b>-2,823.22</b>	<b>-329.82 %</b>
<b>Total 1- MEDIA &amp; WEBSITE</b>	<b>28,846.07</b>	<b>77,286.46</b>	<b>-48,440.39</b>	<b>-62.68 %</b>

# Mendocino County Tourism Commission

## PROFIT AND LOSS COMPARISON

October 2020

	TOTAL			
	OCT 2020	OCT 2019 (PY)	CHANGE	% CHANGE
<b>2- VISITOR SVS / PARTNERSHIPS</b>				
Partnerships				
6550 Conferences & Seminars		5,154.97	-5,154.97	-100.00 %
6570 In-County Relations	55.00	791.34	-736.34	-93.05 %
6590 Memberships	250.00	150.00	100.00	66.67 %
6610 North Coast Tourism Council	916.67		916.67	
<b>Total Partnerships</b>	<b>1,221.67</b>	<b>6,096.31</b>	<b>-4,874.64</b>	<b>-79.96 %</b>
Visitor Services				
6720 Event & Festival Guides		1,753.20	-1,753.20	-100.00 %
6730 Incentives & Sponsorships	486.00	1,080.00	-594.00	-55.00 %
6770 Visitor Centers & Signage	200.00	200.00	0.00	0.00 %
<b>Total Visitor Services</b>	<b>686.00</b>	<b>3,033.20</b>	<b>-2,347.20</b>	<b>-77.38 %</b>
<b>Total 2- VISITOR SVS / PARTNERSHIPS</b>	<b>1,907.67</b>	<b>9,129.51</b>	<b>-7,221.84</b>	<b>-79.10 %</b>
<b>3- ADMIN EXPENSES</b>				
General Admin				
7010 Accounting	2,930.00	673.75	2,256.25	334.88 %
7060 Bank Fees	5.00		5.00	
7080 Board Development		35.25	-35.25	-100.00 %
7090 Copying & Printing		132.68	-132.68	-100.00 %
7100 Dues & Subscriptions	2,177.44	982.95	1,194.49	121.52 %
7130 Legal Fees		1,290.00	-1,290.00	-100.00 %
7150 Meeting Expenses		347.66	-347.66	-100.00 %
7200 Office Expense	243.58	53.93	189.65	351.66 %
7210 Postage & Shipping	46.93	213.08	-166.15	-77.98 %
7280 Travel Expenses	99.14	2,662.69	-2,563.55	-96.28 %
<b>Total General Admin</b>	<b>5,502.09</b>	<b>6,391.99</b>	<b>-889.90</b>	<b>-13.92 %</b>
Occupancy Costs				
7650 Rent	2,350.00	2,350.00	0.00	0.00 %
7660 Insurance	227.75		227.75	
7850 Repairs & Maintenance	344.95	819.87	-474.92	-57.93 %
7910 Telecommunication	2,329.80	870.18	1,459.62	167.74 %
7950 Utilities	665.92	735.63	-69.71	-9.48 %
7990 Depreciation Expense	338.00	281.32	56.68	20.15 %
<b>Total Occupancy Costs</b>	<b>6,256.42</b>	<b>5,057.00</b>	<b>1,199.42</b>	<b>23.72 %</b>
<b>Total 3- ADMIN EXPENSES</b>	<b>11,758.51</b>	<b>11,448.99</b>	<b>309.52</b>	<b>2.70 %</b>
<b>4- PERSONNEL</b>				
8510 Salaries & Wages	10,770.26	25,010.27	-14,240.01	-56.94 %
8520 Paid Time Off	727.54	3,500.00	-2,772.46	-79.21 %
8530 Payroll Taxes	1,165.95	2,247.14	-1,081.19	-48.



# Mendocino County Tourism Commission

## PROFIT AND LOSS COMPARISON

October 2020

	TOTAL			
	OCT 2020	OCT 2019 (PY)	CHANGE	% CHANGE
8540 Payroll Processing Fees	88.00	51.00	37.00	72.55 %
8550 Workers Comp	204.25	-532.00	736.25	138.39 %
8570 Health Insurance Allowance	1,200.00	2,450.00	-1,250.00	-51.02 %
8590 Contract Work	250.00	200.00	50.00	25.00 %
<b>Total 4- PERSONNEL</b>	<b>14,406.00</b>	<b>32,926.41</b>	<b>-18,520.41</b>	<b>-56.25 %</b>
<b>Total Expenses</b>	<b>\$56,918.25</b>	<b>\$130,791.37</b>	<b>\$ -73,873.12</b>	<b>-56.48 %</b>
NET OPERATING INCOME	<b>\$75,889.25</b>	<b>\$54,571.19</b>	<b>\$21,318.06</b>	<b>39.06 %</b>
NET INCOME	<b>\$75,889.25</b>	<b>\$54,571.19</b>	<b>\$21,318.06</b>	<b>39.06 %</b>

# Mendocino County Tourism Commission

## PROFIT AND LOSS COMPARISON

July - October, 2020

	TOTAL			
	JUL - OCT, 2020	JUL - OCT, 2019 (PY)	CHANGE	% CHANGE
<b>Income</b>				
4030 County BID	188,400.00	314,165.68	-125,765.68	-40.03 %
4031 County BID adjustments	51,446.50	66,168.41	-14,721.91	-22.25 %
4035 County 50% Match	135,644.00	162,523.20	-26,879.20	-16.54 %
<b>Other Income</b>				
4250 Cooperative Advertising	350.00	0.00	350.00	
4830 Event Brochure Ads	705.00	1,850.00	-1,145.00	-61.89 %
4950 Interest Income	19.58	95.13	-75.55	-79.42 %
<b>Total Other Income</b>	<b>1,074.58</b>	<b>1,945.13</b>	<b>-870.55</b>	<b>-44.76 %</b>
<b>Total Income</b>	<b>\$376,565.08</b>	<b>\$544,802.42</b>	<b>\$ -168,237.34</b>	<b>-30.88 %</b>
<b>GROSS PROFIT</b>	<b>\$376,565.08</b>	<b>\$544,802.42</b>	<b>\$ -168,237.34</b>	<b>-30.88 %</b>
<b>Expenses</b>				
<b>1- MEDIA &amp; WEBSITE</b>				
<b>50 Advertising / Media</b>				
5130 Print & Online Advertising	8,852.14	191,572.38	-182,720.24	-95.38 %
5150 Ad Development/Design	432.00	9,085.00	-8,653.00	-95.24 %
5170 Photography	100.00		100.00	
5240 Research & Development	9,810.00	5,060.00	4,750.00	93.87 %
5280 Video Development		17,273.07	-17,273.07	-100.00 %
5290 Marketing Contingency		2,100.00	-2,100.00	-100.00 %
<b>Total 50 Advertising / Media</b>	<b>19,194.14</b>	<b>225,090.45</b>	<b>-205,896.31</b>	<b>-91.47 %</b>
<b>55 Marketing / Public Relations</b>				
5510 Public Relations Contract	30,000.00	30,000.00	0.00	0.00 %
5520 Marketing Agency Contract	8,333.00	33,332.00	-24,999.00	-75.00 %
5540 Clipping Service	4,162.03	2,091.48	2,070.55	99.00 %
5550 In-Market PR Stunts		525.50	-525.50	-100.00 %
5560 Media Events	725.00	995.00	-270.00	-27.14 %
5610 Travel -PR Related	-274.34	3,512.59	-3,786.93	-107.81 %
5680 Visiting Media FAM Expenses	1,092.66	907.19	185.47	20.44 %
<b>Total 55 Marketing / Public Relations</b>	<b>44,038.35</b>	<b>71,363.76</b>	<b>-27,325.41</b>	<b>-38.29 %</b>
<b>57 Website Maint / Development</b>				
5710 Interactive Media Coordinator	7,500.00	10,000.00	-2,500.00	-25.00 %
5740 Content Creation	146.45		146.45	
5750 Development/ Maintenance	6,518.06	6,689.38	-171.32	-2.56 %
5780 Interactive Marketing	5,155.63	355.80	4,799.83	1,349.02 %
<b>Total 57 Website Maint / Development</b>	<b>19,320.14</b>	<b>17,045.18</b>	<b>2,274.96</b>	<b>13.35 %</b>

# Mendocino County Tourism Commission

## PROFIT AND LOSS COMPARISON

July - October, 2020

	TOTAL			
	JUL - OCT, 2020	JUL - OCT, 2019 (PY)	CHANGE	% CHANGE
<b>58 Leisure / Group Sales</b>				
5810 Promotion Items, Booth Develop	100.59	7,466.48	-7,365.89	-98.65 %
5820 Consumer & Trade Shows		540.75	-540.75	-100.00 %
5840 State Fair Exhibit	500.00	1,064.15	-564.15	-53.01 %
5880 Travel - Leisure/Group Sales	-1,967.22	1,377.33	-3,344.55	-242.83 %
5885 Travel - Group FAMs		805.00	-805.00	-100.00 %
<b>Total 58 Leisure / Group Sales</b>	<b>-1,366.63</b>	<b>11,253.71</b>	<b>-12,620.34</b>	<b>-112.14 %</b>
<b>Total 1- MEDIA &amp; WEBSITE</b>	<b>81,186.00</b>	<b>324,753.10</b>	<b>-243,567.10</b>	<b>-75.00 %</b>
<b>2- VISITOR SVS / PARTNERSHIPS</b>				
Partnerships				
6550 Conferences & Seminars		8,318.89	-8,318.89	-100.00 %
6570 In-County Relations	85.89	2,316.82	-2,230.93	-96.29 %
6590 Memberships	2,912.50	2,790.00	122.50	4.39 %
6610 North Coast Tourism Council	3,666.67		3,666.67	
<b>Total Partnerships</b>	<b>6,665.06</b>	<b>13,425.71</b>	<b>-6,760.65</b>	<b>-50.36 %</b>
Visitor Services				
6720 Event & Festival Guides	762.13	16,330.97	-15,568.84	-95.33 %
6730 Incentives & Sponsorships	10,970.25	6,820.00	4,150.25	60.85 %
6770 Visitor Centers & Signage	846.70	6,591.05	-5,744.35	-87.15 %
<b>Total Visitor Services</b>	<b>12,579.08</b>	<b>29,742.02</b>	<b>-17,162.94</b>	<b>-57.71 %</b>
<b>Total 2- VISITOR SVS / PARTNERSHIPS</b>	<b>19,244.14</b>	<b>43,167.73</b>	<b>-23,923.59</b>	<b>-55.42 %</b>
<b>3- ADMIN EXPENSES</b>				
General Admin				
7010 Accounting	10,190.00	1,797.25	8,392.75	466.98 %
7060 Bank Fees	20.00		20.00	
7080 Board Development		35.25	-35.25	-100.00 %
7090 Copying & Printing	442.92	653.89	-210.97	-32.26 %
7100 Dues & Subscriptions	4,608.62	3,534.10	1,074.52	30.40 %
7130 Legal Fees	1,086.00	5,929.98	-4,843.98	-81.69 %
7140 Licenses & Permits		66.00	-66.00	-100.00 %
7150 Meeting Expenses		894.68	-894.68	-100.00 %
7200 Office Expense	1,012.80	2,071.86	-1,059.06	-51.12 %
7210 Postage & Shipping	189.11	901.36	-712.25	-79.02 %
7280 Travel Expenses	761.19	5,898.48	-5,137.29	-87.10 %
<b>Total General Admin</b>	<b>18,310.64</b>	<b>21,782.85</b>	<b>-3,472.21</b>	<b>-15.94 %</b>

# Mendocino County Tourism Commission

## PROFIT AND LOSS COMPARISON

July - October, 2020

	TOTAL			
	JUL - OCT, 2020	JUL - OCT, 2019 (PY)	CHANGE	% CHANGE
<b>Occupancy Costs</b>				
7650 Rent	9,400.00	9,580.00	-180.00	-1.88 %
7660 Insurance	911.00	2,126.31	-1,215.31	-57.16 %
7850 Repairs & Maintenance	1,370.02	2,309.43	-939.41	-40.68 %
7890 Taxes	114.18	62.58	51.60	82.45 %
7910 Telecommunication	5,812.73	3,763.98	2,048.75	54.43 %
7950 Utilities	2,454.62	3,100.34	-645.72	-20.83 %
7990 Depreciation Expense	1,800.36	1,125.28	675.08	59.99 %
<b>Total Occupancy Costs</b>	<b>21,862.91</b>	<b>22,067.92</b>	<b>-205.01</b>	<b>-0.93 %</b>
<b>Total 3- ADMIN EXPENSES</b>	<b>40,173.55</b>	<b>43,850.77</b>	<b>-3,677.22</b>	<b>-8.39 %</b>
<b>4- PERSONNEL</b>				
8510 Salaries & Wages	48,494.72	130,895.41	-82,400.69	-62.95 %
8520 Paid Time Off	1,437.53	8,257.66	-6,820.13	-82.59 %
8530 Payroll Taxes	4,343.32	11,333.16	-6,989.84	-61.68 %
8540 Payroll Processing Fees	174.00	210.00	-36.00	-17.14 %
8550 Workers Comp	817.00	2,172.00	-1,355.00	-62.38 %
8570 Health Insurance Allowance	4,800.00	10,800.00	-6,000.00	-55.56 %
8580 Other Employee Benefits		163.92	-163.92	-100.00 %
8590 Contract Work	1,649.25	800.00	849.25	106.16 %
<b>Total 4- PERSONNEL</b>	<b>61,715.82</b>	<b>164,632.15</b>	<b>-102,916.33</b>	<b>-62.51 %</b>
<b>Total Expenses</b>	<b>\$202,319.51</b>	<b>\$576,403.75</b>	<b>\$ -374,084.24</b>	<b>-64.90 %</b>
<b>NET OPERATING INCOME</b>	<b>\$174,245.57</b>	<b>\$ -31,601.33</b>	<b>\$205,846.90</b>	<b>651.39 %</b>
<b>NET INCOME</b>	<b>\$174,245.57</b>	<b>\$ -31,601.33</b>	<b>\$205,846.90</b>	<b>651.39 %</b>