

Mendocino County Tourism Commission

Balance Sheet Comparison

As of October 31, 2021

	TOTAL			
	AS OF OCT 31, 2021	AS OF OCT 31, 2020 (PY)	CHANGE	% CHANGE
ASSETS				
Current Assets				
Bank Accounts				
1005 SBMC Checking	495,623.03	216,302.37	279,320.66	129.13 %
1010 SBMC Contingency/Savings	908,173.41	152,667.45	755,505.96	494.87 %
1030 Cash drawer	100.00	100.00	0.00	0.00 %
Total Bank Accounts	\$1,403,896.44	\$369,069.82	\$1,034,826.62	280.39 %
Accounts Receivable				
1100 Accounts Receivable	265,324.48	307,918.50	-42,594.02	-13.83 %
Total Accounts Receivable	\$265,324.48	\$307,918.50	\$ -42,594.02	-13.83 %
Other Current Assets				
1230 Prepaid Expenses	37,412.34	30,629.25	6,783.09	22.15 %
1250 Refundable Deposits	1,800.00	4,150.00	-2,350.00	-56.63 %
Total Other Current Assets	\$39,212.34	\$34,779.25	\$4,433.09	12.75 %
Total Current Assets	\$1,708,433.26	\$711,767.57	\$996,665.69	140.03 %
Fixed Assets				
1510 Furniture and Equipment	24,193.04	20,264.59	3,928.45	19.39 %
1600 Accumulated Depreciation	-11,953.00	-7,500.00	-4,453.00	-59.37 %
Total Fixed Assets	\$12,240.04	\$12,764.59	\$ -524.55	-4.11 %
TOTAL ASSETS	\$1,720,673.30	\$724,532.16	\$996,141.14	137.49 %
LIABILITIES AND EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 Accounts Payable	27,521.79	35,276.58	-7,754.79	-21.98 %
Total Accounts Payable	\$27,521.79	\$35,276.58	\$ -7,754.79	-21.98 %
Other Current Liabilities				
2100 Accrued Expenses	0.00	2,930.00	-2,930.00	-100.00 %
Payroll Liabilities	0.00	0.00	0.00	
2230 CA SUI / ETT	50.84	37.20	13.64	36.67 %
2240 FUTA Payable	163.50	3.60	159.90	4,441.67 %
2270 Accrued Payroll	11,603.62	7,954.64	3,648.98	45.87 %
2275 Accrued PTO	10,378.83	4,813.65	5,565.18	115.61 %
Total Payroll Liabilities	22,196.79	12,809.09	9,387.70	73.29 %
Total Other Current Liabilities	\$22,196.79	\$15,739.09	\$6,457.70	41.03 %
Total Current Liabilities	\$49,718.58	\$51,015.67	\$ -1,297.09	-2.54 %
Total Liabilities	\$49,718.58	\$51,015.67	\$ -1,297.09	-2.54 %
Equity				
3100 Contingency-Restricted	152,650.09	152,650.09	0.00	0.00 %
3900 Unrestricted Net Assets (RE)	1,478,042.08	346,620.83	1,131,421.25	326.41 %
Net Income	40,262.55	174,245.57	-133,983.02	-76.89 %
Total Equity	\$1,670,954.72	\$673,516.49	\$997,438.23	148.09 %
TOTAL LIABILITIES AND EQUITY	\$1,720,673.30	\$724,532.16	\$996,141.14	137.49 %

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

	Oct 2021				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Income								
4030 County BID	79,706	79,706	0	100.00%	435,956	318,824	117,132	136.74%
4031 County BID adjustments	-210,215	0	-210,215		-210,215	0	-210,215	
4035 County 50% Match	39,583	39,853	-270	99.32%	158,332	159,412	-1,080	99.32%
Other Income	689		689		2,087	0	2,087	
Total Income	\$ -90,236	\$ 119,559	\$ -209,795	-75.47%	\$ 386,161	\$ 478,236	\$ -92,075	80.75%
Gross Profit	\$ -90,236	\$ 119,559	\$ -209,795	-75.47%	\$ 386,161	\$ 478,236	\$ -92,075	80.75%
Expenses								
1- MEDIA & WEBSITE	34,244	81,521	-47,277	42.01%	161,398	341,080	-179,682	47.32%
2- VISITOR SVS / PARTNERSHIPS	19,486	23,175	-3,689	84.08%	33,721	56,322	-22,601	59.87%
3- ADMIN EXPENSES	10,194	16,930	-6,736	60.21%	40,743	44,360	-3,617	91.85%
4- PERSONNEL	24,203	30,172	-5,969	80.22%	110,036	104,475	5,561	105.32%
Total Expenses	\$ 88,127	\$ 151,798	\$ -63,671	58.06%	\$ 345,898	\$ 546,236	\$ -200,338	63.32%
Net Operating Income	\$ -178,364	\$ -32,239	\$ -146,124	553.25%	\$ 40,263	\$ -68,000	\$ 108,263	-59.21%
Net Income	\$ -178,364	\$ -32,239	\$ -146,124	553.25%	\$ 40,263	\$ -68,000	\$ 108,263	-59.21%

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

	Oct 2021				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Income								
4030 County BID	79,706	79,706	0	100.00%	435,956	318,824	117,132	136.74%
4031 County BID adjustments	-210,215	0	-210,215		-210,215	0	-210,215	
4035 County 50% Match	39,583	39,853	-270	99.32%	158,332	159,412	-1,080	99.32%
Other Income			0		0	0	0	
4940 Misc. Income	689		689		2,033	0	2,033	
4950 Interest Income			0		54	0	54	
Total Other Income	\$ 689	\$ 0	\$ 689		\$ 2,087	\$ 0	\$ 2,087	
Total Income	\$ -90,236	\$ 119,559	\$ -209,795	-75.47%	\$ 386,161	\$ 478,236	\$ -92,075	80.75%
Gross Profit	\$ -90,236	\$ 119,559	\$ -209,795	-75.47%	\$ 386,161	\$ 478,236	\$ -92,075	80.75%
Expenses								
1- MEDIA & WEBSITE			0		0	0	0	
50 Advertising / Media			0		0	0	0	
5130 Print & Online Advertising	12,924	40,653	-27,729	31.79%	76,002	162,615	-86,614	46.74%
5150 Ad Development/Design	1,420	1,000	420	142.00%	4,420	4,000	420	110.50%
5170 Photography		500	-500	0.00%	0	2,000	-2,000	0.00%
5240 Research & Development	3,000	5,223	-2,223	57.44%	12,000	26,224	-14,224	45.76%
5280 Video Development	3,000	1,667	1,333	179.96%	7,904	6,664	1,240	118.61%
5290 Marketing Contingency		1,000	-1,000	0.00%	0	4,000	-4,000	0.00%
Total 50 Advertising / Media	\$ 20,344	\$ 50,043	\$ -29,699	40.65%	\$ 100,326	\$ 205,503	\$ -105,178	48.82%
55 Marketing / Public Relations			0		0	0	0	
5510 Public Relations Contract	8,333	8,683	-350	95.97%	34,658	34,733	-76	99.78%
5520 Marketing Agency Contract		9,333	-9,333	0.00%	0	37,336	-37,336	0.00%
5540 Clipping Service	648	1,000	-352	64.80%	2,592	4,000	-1,408	64.80%
5550 In-Market PR Stunts		667	-667	0.00%	1,616	2,664	-1,048	60.65%
5560 Media Events	950	250	700	380.00%	1,015	1,000	15	101.53%
5610 Travel -PR Related	328	778	-450	42.16%	2,169	3,109	-941	69.75%
5680 Visiting Media FAM Expenses	684	500	184	136.88%	3,019	2,000	1,019	150.93%
Total 55 Marketing / Public Relations	\$ 10,944	\$ 21,211	\$ -10,268	51.59%	\$ 45,068	\$ 84,843	\$ -39,775	53.12%
57 Website Maint / Development			0		0	0	0	
5710 Interactive Media Coordinator	2,500	2,500	0	100.00%	10,000	10,000	0	100.00%
5740 Content Creation		1,500	-1,500	0.00%	0	6,000	-6,000	0.00%
5750 Development/ Maintenance	1,031	5,667	-4,636	18.19%	3,049	22,664	-19,615	13.45%
5780 Interactive Marketing	30	100	-70	29.95%	120	400	-280	29.95%
Total 57 Website Maint / Development	\$ 3,561	\$ 9,767	\$ -6,206	36.46%	\$ 13,169	\$ 39,064	\$ -25,895	33.71%
58 Leisure / Group Sales			0		0	0	0	
5810 Promotion Items, Booth Develop	96	0	96		1,277	3,900	-2,623	32.74%
5820 Consumer & Trade Shows		0	0		0	300	-300	0.00%
5840 State Fair Exhibit		0	0		0	1,000	-1,000	0.00%
5880 Travel - Leisure/Group Sales	-700	0	-700		1,529	2,470	-941	61.91%

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

	Oct 2021				Total			
5885 Travel - Group FAMs	0	0			30	2,000	-1,970	1.50%
5890 Misc. Sales Opportunities	500	-500	0.00%		0	2,000	-2,000	0.00%
Total 58 Leisure / Group Sales	\$ -604	\$ 500	\$ -1,104	-120.80%	\$ 2,836	\$ 11,670	\$ -8,834	24.30%
Total 1- MEDIA & WEBSITE	\$ 34,244	\$ 81,521	\$ -47,277	42.01%	\$ 161,398	\$ 341,080	\$ -179,682	47.32%
2- VISITOR SVS / PARTNERSHIPS			0		0	0	0	
Partnerships			0		0	0	0	
6550 Conferences & Seminars	1,947	2,705	-758	71.98%	6,103	5,655	448	107.92%
6570 In-County Relations	272	875	-603	31.04%	1,193	3,300	-2,107	36.16%
6575 Stakeholder Networking		0	0		66	3,500	-3,434	1.89%
6590 Memberships		150	-150	0.00%	3,093	2,800	293	110.45%
6610 North Coast Tourism Council	625	917	-292	68.18%	1,875	3,667	-1,792	51.14%
Total Partnerships	\$ 2,844	\$ 4,647	\$ -1,803	61.20%	\$ 12,330	\$ 18,922	\$ -6,592	65.16%
Visitor Services			0		0	0	0	
6720 Event & Festival Guides	15,768	3,667	12,101	430.00%	17,545	14,664	2,881	119.65%
6730 Incentives & Sponsorships	874	1,801	-927	48.53%	3,246	7,176	-3,930	45.23%
6770 Visitor Centers & Signage		13,060	-13,060	0.00%	600	15,560	-14,960	3.86%
Total Visitor Services	\$ 16,642	\$ 18,528	\$ -1,886	89.82%	\$ 21,391	\$ 37,400	\$ -16,009	57.20%
Total 2- VISITOR SVS / PARTNERSHIPS	\$ 19,486	\$ 23,175	\$ -3,689	84.08%	\$ 33,721	\$ 56,322	\$ -22,601	59.87%
3- ADMIN EXPENSES			0		0	0	0	
General Admin			0		0	0	0	
7010 Accounting	2,690	9,000	-6,310	29.89%	8,905	15,000	-6,095	59.37%
7060 Bank Fees	40	50	-10	79.68%	95	200	-105	47.60%
7080 Board Development		420	-420	0.00%	178	525	-347	33.89%
7090 Copying & Printing		200	-200	0.00%	288	800	-512	36.06%
7100 Dues & Subscriptions	1,697	960	737	176.73%	7,727	3,840	3,887	201.23%
7130 Legal Fees		250	-250	0.00%	0	1,000	-1,000	0.00%
7140 Licenses & Permits		80	-80	0.00%	0	80	-80	0.00%
7150 Meeting Expenses	87	50	37	173.30%	87	200	-113	43.33%
7200 Office Expense	412	1,260	-848	32.69%	1,677	1,560	117	107.52%
7210 Postage & Shipping	186	470	-284	39.67%	664	1,880	-1,216	35.30%
7280 Travel Expenses	916	750	166	122.11%	4,386	3,000	1,386	146.20%
Total General Admin	\$ 6,027	\$ 13,490	\$ -7,463	44.68%	\$ 24,007	\$ 28,085	\$ -4,078	85.48%
Occupancy Costs			0		0	0	0	
7650 Rent	1,949	1,800	149	108.28%	7,546	7,200	346	104.81%
7660 Insurance	217	0	217		867	2,250	-1,383	38.52%
7850 Repairs & Maintenance	350	460	-110	76.08%	1,275	2,040	-765	62.49%
7890 Taxes		0	0		81	65	16	124.18%
7910 Telecommunication	746	450	296	165.77%	3,217	1,800	1,417	178.70%
7950 Utilities	502	730	-228	68.82%	2,139	2,920	-781	73.26%
7990 Depreciation Expense	403		403		1,612	0	1,612	
Total Occupancy Costs	\$ 4,167	\$ 3,440	\$ 727	121.13%	\$ 16,736	\$ 16,275	\$ 461	102.83%
Total 3- ADMIN EXPENSES	\$ 10,194	\$ 16,930	\$ -6,736	60.21%	\$ 40,743	\$ 44,360	\$ -3,617	91.85%

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

	Oct 2021				Total			
4- PERSONNEL			0		0	0	0	
8510 Salaries & Wages	18,998	22,787	-3,790	83.37%	92,179	81,037	11,141	113.75%
8520 Paid Time Off	507	1,931	-1,425	26.23%	3,321	4,073	-753	81.52%
8530 Payroll Taxes	1,794	1,986	-192	90.35%	7,961	6,442	1,519	123.59%
8540 Payroll Processing Fees		85	-85	0.00%	0	340	-340	0.00%
8550 Workers Comp	205	198	7	103.66%	-2,125	3,697	-5,822	-57.48%
8570 Health Insurance Allowance	2,450	2,035	415	120.39%	6,050	7,135	-1,085	84.79%
8590 Contract Work	250	1,150	-900	21.74%	2,650	1,750	900	151.43%
Total 4- PERSONNEL	\$ 24,203	\$ 30,172	\$ -5,969	80.22%	\$ 110,036	\$ 104,475	\$ 5,561	105.32%
Total Expenses	\$ 88,127	\$ 151,798	\$ -63,671	58.06%	\$ 345,898	\$ 546,236	\$ -200,338	63.32%
Net Operating Income	\$ -178,364	\$ -32,239	\$ -146,124	553.25%	\$ 40,263	\$ -68,000	\$ 108,263	-59.21%
Net Income	\$ -178,364	\$ -32,239	\$ -146,124	553.25%	\$ 40,263	\$ -68,000	\$ 108,263	-59.21%

Mendocino County Tourism Commission

Statement of Cash Flows

July - October, 2021

	TOTAL
OPERATING ACTIVITIES	
Net Income	40,262.55
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1100 Accounts Receivable	529,333.47
1230 Prepaid Expenses	-9,580.99
2000 Accounts Payable	-1,796.37
2100 Accrued Expenses	0.00
2210 Payroll Liabilities:Federal Taxes (941/944)	0.00
2220 Payroll Liabilities:CA PIT / SDI	0.00
2230 Payroll Liabilities:CA SUI / ETT	-502.82
2240 Payroll Liabilities:FUTA Payable	15.84
2270 Payroll Liabilities:Accrued Payroll	1,047.43
2275 Payroll Liabilities:Accrued PTO	1,280.49
Direct Deposit Payable	0.00
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	519,797.05
Net cash provided by operating activities	\$560,059.60
INVESTING ACTIVITIES	
1600 Accumulated Depreciation	1,612.00
Net cash provided by investing activities	\$1,612.00
NET CASH INCREASE FOR PERIOD	\$561,671.60
Cash at beginning of period	842,224.84
CASH AT END OF PERIOD	\$1,403,896.44

Mendocino County Tourism Commission

Profit and Loss Comparison

October 2021

	TOTAL			
	OCT 2021	OCT 2020 (PY)	CHANGE	% CHANGE
Income				
4030 County BID	79,706.00	47,100.00	32,606.00	69.23 %
4031 County BID adjustments	-210,214.52	51,446.50	-261,661.02	-508.61 %
4035 County 50% Match	39,583.00	33,911.00	5,672.00	16.73 %
Other Income				
4250 Cooperative Advertising		350.00	-350.00	-100.00 %
4940 Misc. Income	689.25		689.25	
Total Other Income	689.25	350.00	339.25	96.93 %
Total Income	\$ -90,236.27	\$132,807.50	\$ -223,043.77	-167.95 %
GROSS PROFIT	\$ -90,236.27	\$132,807.50	\$ -223,043.77	-167.95 %
Expenses				
1- MEDIA & WEBSITE				
50 Advertising / Media				
5130 Print & Online Advertising	12,923.94	7,602.14	5,321.80	70.00 %
5150 Ad Development/Design	1,420.00	432.00	988.00	228.70 %
5170 Photography		100.00	-100.00	-100.00 %
5240 Research & Development	3,000.00	4,750.00	-1,750.00	-36.84 %
5280 Video Development	3,000.00		3,000.00	
Total 50 Advertising / Media	20,343.94	12,884.14	7,459.80	57.90 %
55 Marketing / Public Relations				
5510 Public Relations Contract	8,333.34	7,500.00	833.34	11.11 %
5540 Clipping Service	648.00	1,716.31	-1,068.31	-62.24 %
5560 Media Events	950.00		950.00	
5610 Travel -PR Related	328.00		328.00	
5680 Visiting Media FAM Expenses	684.42	605.01	79.41	13.13 %
Total 55 Marketing / Public Relations	10,943.76	9,821.32	1,122.44	11.43 %
57 Website Maint / Development				
5710 Interactive Media Coordinator	2,500.00		2,500.00	
5750 Development/ Maintenance	1,030.76	3,365.06	-2,334.30	-69.37 %
5780 Interactive Marketing	29.95	4,742.77	-4,712.82	-99.37 %
Total 57 Website Maint / Development	3,560.71	8,107.83	-4,547.12	-56.08 %
58 Leisure / Group Sales				
5810 Promotion Items, Booth Develop	95.88		95.88	
5880 Travel - Leisure/Group Sales	-699.88	-1,967.22	1,267.34	64.42 %
Total 58 Leisure / Group Sales	-604.00	-1,967.22	1,363.22	69.30 %
Total 1- MEDIA & WEBSITE	34,244.41	28,846.07	5,398.34	18.71 %

Mendocino County Tourism Commission

Profit and Loss Comparison

October 2021

	TOTAL			
	OCT 2021	OCT 2020 (PY)	CHANGE	% CHANGE
2- VISITOR SVS / PARTNERSHIPS				
Partnerships				
6550 Conferences & Seminars	1,947.00		1,947.00	
6570 In-County Relations	271.59	55.00	216.59	393.80 %
6590 Memberships		250.00	-250.00	-100.00 %
6610 North Coast Tourism Council	625.00	916.67	-291.67	-31.82 %
Total Partnerships	2,843.59	1,221.67	1,621.92	132.76 %
Visitor Services				
6720 Event & Festival Guides	15,768.00		15,768.00	
6730 Incentives & Sponsorships	874.00	486.00	388.00	79.84 %
6770 Visitor Centers & Signage		200.00	-200.00	-100.00 %
Total Visitor Services	16,642.00	686.00	15,956.00	2,325.95 %
Total 2- VISITOR SVS / PARTNERSHIPS	19,485.59	1,907.67	17,577.92	921.43 %
3- ADMIN EXPENSES				
General Admin				
7010 Accounting	2,690.00	2,930.00	-240.00	-8.19 %
7060 Bank Fees	39.84	5.00	34.84	696.80 %
7100 Dues & Subscriptions	1,696.63	2,177.44	-480.81	-22.08 %
7150 Meeting Expenses	86.65		86.65	
7200 Office Expense	411.89	243.58	168.31	69.10 %
7210 Postage & Shipping	186.45	46.93	139.52	297.29 %
7280 Travel Expenses	915.79	99.14	816.65	823.73 %
Total General Admin	6,027.25	5,502.09	525.16	9.54 %
Occupancy Costs				
7650 Rent	1,949.00	2,350.00	-401.00	-17.06 %
7660 Insurance	216.66	227.75	-11.09	-4.87 %
7850 Repairs & Maintenance	349.95	344.95	5.00	1.45 %
7910 Telecommunication	745.98	2,329.80	-1,583.82	-67.98 %
7950 Utilities	502.39	665.92	-163.53	-24.56 %
7990 Depreciation Expense	403.00	338.00	65.00	19.23 %
Total Occupancy Costs	4,166.98	6,256.42	-2,089.44	-33.40 %
Total 3- ADMIN EXPENSES	10,194.23	11,758.51	-1,564.28	-13.30 %
4- PERSONNEL				
8510 Salaries & Wages	18,997.50	10,770.26	8,227.24	76.39 %
8520 Paid Time Off	506.58	727.54	-220.96	-30.37 %
8530 Payroll Taxes	1,794.00	1,165.95	628.05	53.87 %
8540 Payroll Processing Fees		88.00	-88.00	-100.00 %
8550 Workers Comp	205.00	204.25	0.75	0.37 %
8570 Health Insurance Allowance	2,450.00	1,200.00	1,250.00	104.17 %

Mendocino County Tourism Commission

Profit and Loss Comparison

October 2021

	TOTAL			
	OCT 2021	OCT 2020 (PY)	CHANGE	% CHANGE
8590 Contract Work	250.00	250.00	0.00	0.00 %
Total 4- PERSONNEL	24,203.08	14,406.00	9,797.08	68.01 %
Total Expenses	\$88,127.31	\$56,918.25	\$31,209.06	54.83 %
NET OPERATING INCOME	\$ -178,363.58	\$75,889.25	\$ -254,252.83	-335.03 %
NET INCOME	\$ -178,363.58	\$75,889.25	\$ -254,252.83	-335.03 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July - October, 2021

	TOTAL			
	JUL - OCT, 2021	JUL - OCT, 2020 (PY)	CHANGE	% CHANGE
Income				
4030 County BID	435,956.00	188,400.00	247,556.00	131.40 %
4031 County BID adjustments	-210,214.52	51,446.50	-261,661.02	-508.61 %
4035 County 50% Match	158,332.00	135,644.00	22,688.00	16.73 %
Other Income				
4250 Cooperative Advertising		350.00	-350.00	-100.00 %
4830 Event Brochure Ads		705.00	-705.00	-100.00 %
4940 Misc. Income	2,033.03		2,033.03	
4950 Interest Income	54.18	19.58	34.60	176.71 %
Total Other Income	2,087.21	1,074.58	1,012.63	94.23 %
Total Income	\$386,160.69	\$376,565.08	\$9,595.61	2.55 %
GROSS PROFIT	\$386,160.69	\$376,565.08	\$9,595.61	2.55 %
Expenses				
1- MEDIA & WEBSITE				
50 Advertising / Media				
5130 Print & Online Advertising	76,001.60	8,852.14	67,149.46	758.57 %
5150 Ad Development/Design	4,420.00	432.00	3,988.00	923.15 %
5170 Photography		100.00	-100.00	-100.00 %
5240 Research & Development	12,000.00	9,810.00	2,190.00	22.32 %
5280 Video Development	7,904.17		7,904.17	
Total 50 Advertising / Media	100,325.77	19,194.14	81,131.63	422.69 %
55 Marketing / Public Relations				
5510 Public Relations Contract	34,657.56	30,000.00	4,657.56	15.53 %
5520 Marketing Agency Contract		8,333.00	-8,333.00	-100.00 %
5540 Clipping Service	2,592.00	4,162.03	-1,570.03	-37.72 %
5550 In-Market PR Stunts	1,615.63		1,615.63	
5560 Media Events	1,015.31	725.00	290.31	40.04 %
5610 Travel -PR Related	2,168.80	-274.34	2,443.14	890.55 %
5680 Visiting Media FAM Expenses	3,018.56	1,092.66	1,925.90	176.26 %
Total 55 Marketing / Public Relations	45,067.86	44,038.35	1,029.51	2.34 %
57 Website Maint / Development				
5710 Interactive Media Coordinator	10,000.00	7,500.00	2,500.00	33.33 %
5740 Content Creation		146.45	-146.45	-100.00 %
5750 Development/ Maintenance	3,049.04	6,518.06	-3,469.02	-53.22 %
5780 Interactive Marketing	119.80	5,155.63	-5,035.83	-97.68 %
Total 57 Website Maint / Development	13,168.84	19,320.14	-6,151.30	-31.84 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July - October, 2021

	TOTAL			
	JUL - OCT, 2021	JUL - OCT, 2020 (PY)	CHANGE	% CHANGE
58 Leisure / Group Sales				
5810 Promotion Items, Booth Develop	1,276.72	100.59	1,176.13	1,169.23 %
5840 State Fair Exhibit		500.00	-500.00	-100.00 %
5880 Travel - Leisure/Group Sales	1,529.10	-1,967.22	3,496.32	177.73 %
5885 Travel - Group FAMs	30.00		30.00	
Total 58 Leisure / Group Sales	2,835.82	-1,366.63	4,202.45	307.50 %
Total 1- MEDIA & WEBSITE	161,398.29	81,186.00	80,212.29	98.80 %
2- VISITOR SVS / PARTNERSHIPS				
Partnerships				
6550 Conferences & Seminars	6,103.02		6,103.02	
6570 In-County Relations	1,193.15	85.89	1,107.26	1,289.16 %
6575 Stakeholder Networking	66.15		66.15	
6590 Memberships	3,092.50	2,912.50	180.00	6.18 %
6610 North Coast Tourism Council	1,875.00	3,666.67	-1,791.67	-48.86 %
Total Partnerships	12,329.82	6,665.06	5,664.76	84.99 %
Visitor Services				
6720 Event & Festival Guides	17,545.06	762.13	16,782.93	2,202.11 %
6730 Incentives & Sponsorships	3,246.00	10,970.25	-7,724.25	-70.41 %
6770 Visitor Centers & Signage	600.00	846.70	-246.70	-29.14 %
Total Visitor Services	21,391.06	12,579.08	8,811.98	70.05 %
Total 2- VISITOR SVS / PARTNERSHIPS	33,720.88	19,244.14	14,476.74	75.23 %
3- ADMIN EXPENSES				
General Admin				
7010 Accounting	8,905.00	10,190.00	-1,285.00	-12.61 %
7060 Bank Fees	95.19	20.00	75.19	375.95 %
7080 Board Development	177.94		177.94	
7090 Copying & Printing	288.45	442.92	-154.47	-34.88 %
7100 Dues & Subscriptions	7,727.10	4,608.62	3,118.48	67.67 %
7130 Legal Fees		1,086.00	-1,086.00	-100.00 %
7150 Meeting Expenses	86.65		86.65	
7200 Office Expense	1,677.35	1,012.80	664.55	65.62 %
7210 Postage & Shipping	663.70	189.11	474.59	250.96 %
7280 Travel Expenses	4,385.91	761.19	3,624.72	476.19 %
Total General Admin	24,007.29	18,310.64	5,696.65	31.11 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July - October, 2021

	TOTAL			
	JUL - OCT, 2021	JUL - OCT, 2020 (PY)	CHANGE	% CHANGE
Occupancy Costs				
7650 Rent	7,546.00	9,400.00	-1,854.00	-19.72 %
7660 Insurance	866.66	911.00	-44.34	-4.87 %
7850 Repairs & Maintenance	1,274.80	1,370.02	-95.22	-6.95 %
7890 Taxes	80.72	114.18	-33.46	-29.30 %
7910 Telecommunication	3,216.67	5,812.73	-2,596.06	-44.66 %
7950 Utilities	2,139.26	2,454.62	-315.36	-12.85 %
7990 Depreciation Expense	1,612.00	1,800.36	-188.36	-10.46 %
Total Occupancy Costs	16,736.11	21,862.91	-5,126.80	-23.45 %
Total 3- ADMIN EXPENSES	40,743.40	40,173.55	569.85	1.42 %
4- PERSONNEL				
8510 Salaries & Wages	92,178.69	48,494.72	43,683.97	90.08 %
8520 Paid Time Off	3,320.68	1,437.53	1,883.15	131.00 %
8530 Payroll Taxes	7,961.20	4,343.32	3,617.88	83.30 %
8540 Payroll Processing Fees		174.00	-174.00	-100.00 %
8550 Workers Comp	-2,125.00	817.00	-2,942.00	-360.10 %
8570 Health Insurance Allowance	6,050.00	4,800.00	1,250.00	26.04 %
8590 Contract Work	2,650.00	1,649.25	1,000.75	60.68 %
Total 4- PERSONNEL	110,035.57	61,715.82	48,319.75	78.29 %
Total Expenses	\$345,898.14	\$202,319.51	\$143,578.63	70.97 %
NET OPERATING INCOME	\$40,262.55	\$174,245.57	\$ -133,983.02	-76.89 %
NET INCOME	\$40,262.55	\$174,245.57	\$ -133,983.02	-76.89 %