

# Mendocino County Tourism Commission

## BALANCE SHEET COMPARISON

As of November 30, 2020

	TOTAL			
	AS OF NOV 30, 2020	AS OF NOV 30, 2019 (PY)	CHANGE	% CHANGE
<b>ASSETS</b>				
Current Assets				
Bank Accounts				
1005 SBMC Checking	220,867.92		220,867.92	
1010 SBMC Savings	152,667.45		152,667.45	
1015 MLCU Checking	0.00	602.65	-602.65	-100.00 %
1020 MLCU Savings	0.00	50,972.19	-50,972.19	-100.00 %
1030 Cash drawer	100.00	100.00	0.00	0.00 %
<b>Total Bank Accounts</b>	<b>\$373,635.37</b>	<b>\$51,674.84</b>	<b>\$321,960.53</b>	<b>623.05 %</b>
Accounts Receivable				
1100 Accounts Receivable	320,857.50	542,037.31	-221,179.81	-40.81 %
<b>Total Accounts Receivable</b>	<b>\$320,857.50</b>	<b>\$542,037.31</b>	<b>\$ -221,179.81</b>	<b>-40.81 %</b>
Other Current Assets				
1230 Prepaid Expenses	27,593.83	15,840.00	11,753.83	74.20 %
1250 Refundable Deposits	4,150.00	4,150.00	0.00	0.00 %
<b>Total Other Current Assets</b>	<b>\$31,743.83</b>	<b>\$19,990.00</b>	<b>\$11,753.83</b>	<b>58.80 %</b>
<b>Total Current Assets</b>	<b>\$726,236.70</b>	<b>\$613,702.15</b>	<b>\$112,534.55</b>	<b>18.34 %</b>
Fixed Assets				
1510 Furniture and Equipment	20,264.59	64,723.50	-44,458.91	-68.69 %
1600 Accumulated Depreciation	-7,838.00	-50,077.38	42,239.38	84.35 %
<b>Total Fixed Assets</b>	<b>\$12,426.59</b>	<b>\$14,646.12</b>	<b>\$ -2,219.53</b>	<b>-15.15 %</b>
<b>TOTAL ASSETS</b>	<b>\$738,663.29</b>	<b>\$628,348.27</b>	<b>\$110,315.02</b>	<b>17.56 %</b>
<b>LIABILITIES AND EQUITY</b>				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 Accounts Payable	9,488.23	141,838.02	-132,349.79	-93.31 %
<b>Total Accounts Payable</b>	<b>\$9,488.23</b>	<b>\$141,838.02</b>	<b>\$ -132,349.79</b>	<b>-93.31 %</b>
Other Current Liabilities				
2100 Accrued Expenses	2,040.00	0.00	2,040.00	
Payroll Liabilities	0.00	0.00	0.00	
2230 CA SUI / ETT	71.92	111.21	-39.29	-35.33 %
2240 FUTA Payable	6.96	12.59	-5.63	-44.72 %
2270 Accrued Payroll	7,794.40	11,714.17	-3,919.77	-33.46 %
2275 Accrued PTO	4,691.94	15,914.10	-11,222.16	-70.52 %
<b>Total Payroll Liabilities</b>	<b>12,565.22</b>	<b>27,752.07</b>	<b>-15,186.85</b>	<b>-54.72 %</b>
<b>Total Other Current Liabilities</b>	<b>\$14,605.22</b>	<b>\$27,752.07</b>	<b>\$ -13,146.85</b>	<b>-47.37 %</b>
<b>Total Current Liabilities</b>	<b>\$24,093.45</b>	<b>\$169,590.09</b>	<b>\$ -145,496.64</b>	<b>-85.79 %</b>
<b>Total Liabilities</b>	<b>\$24,093.45</b>	<b>\$169,590.09</b>	<b>\$ -145,496.64</b>	<b>-85.79 %</b>
Equity				
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	215,298.92	-35,182.06	250,480.98	711.96 %
<b>Total Equity</b>	<b>\$714,569.84</b>	<b>\$458,758.18</b>	<b>\$255,811.66</b>	<b>55.76 %</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$738,663.29</b>	<b>\$628,348.27</b>	<b>\$110,315.02</b>	<b>17.56 %</b>

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

	Nov 2020				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
<b>Income</b>								
<b>4030 County BID</b>	47,100	47,100	0	100.00%	235,500	235,500	0	100.00%
<b>4031 County BID adjustments</b>			0		51,447	0	51,447	
<b>4035 County 50% Match</b>	33,911	22,959	10,952	147.70%	169,555	114,795	54,760	147.70%
<b>Other Income</b>	525		525		1,600	0	1,600	
<b>Total Income</b>	<b>\$ 81,536</b>	<b>\$ 70,059</b>	<b>\$ 11,478</b>	<b>116.38%</b>	<b>\$ 458,102</b>	<b>\$ 350,295</b>	<b>\$ 107,807</b>	<b>130.78%</b>
<b>Gross Profit</b>	<b>\$ 81,536</b>	<b>\$ 70,059</b>	<b>\$ 11,478</b>	<b>116.38%</b>	<b>\$ 458,102</b>	<b>\$ 350,295</b>	<b>\$ 107,807</b>	<b>130.78%</b>
<b>Expenses</b>								
<b>1- MEDIA &amp; WEBSITE</b>	11,586	36,910	-25,324	31.39%	92,772	185,551	-92,780	50.00%
<b>2- VISITOR SVS / PARTNERSHIPS</b>	4,701	5,961	-1,260	78.87%	23,945	29,805	-5,860	80.34%
<b>3- ADMIN EXPENSES</b>	8,330	8,410	-81	99.04%	48,503	42,052	6,451	115.34%
<b>4- PERSONNEL</b>	15,866	17,316	-1,450	91.63%	77,582	86,582	-9,000	89.61%
<b>Total Expenses</b>	<b>\$ 40,483</b>	<b>\$ 68,598</b>	<b>\$ -28,115</b>	<b>59.01%</b>	<b>\$ 242,803</b>	<b>\$ 343,991</b>	<b>\$ -101,188</b>	<b>70.58%</b>
<b>Net Operating Income</b>	<b>\$ 41,053</b>	<b>\$ 1,461</b>	<b>\$ 39,593</b>	<b>2810.33%</b>	<b>\$ 215,299</b>	<b>\$ 6,304</b>	<b>\$ 208,995</b>	<b>3415.33%</b>
<b>Net Income</b>	<b>\$ 41,053</b>	<b>\$ 1,461</b>	<b>\$ 39,593</b>	<b>2810.33%</b>	<b>\$ 215,299</b>	<b>\$ 6,304</b>	<b>\$ 208,995</b>	<b>3415.33%</b>

**Mendocino County Tourism Commission**  
**Budget vs. Actuals: Detail**  
 July - November, 2020

	Nov 2020				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
<b>Income</b>								
4030 County BID	47,100	47,100	0	100.00%	235,500	235,500	0	100.00%
4031 County BID adjustments			0		51,447	0	51,447	
4035 County 50% Match	33,911	22,959	10,952	147.70%	169,555	114,795	54,760	147.70%
Other Income			0		0	0	0	
4250 Cooperative Advertising			0		350	0	350	
4830 Event Brochure Ads			0		705	0	705	
4940 Misc. Income	525		525		525	0	525	
4950 Interest Income			0		20	0	20	
<b>Total Other Income</b>	<b>\$ 525</b>	<b>\$ 0</b>	<b>\$ 525</b>		<b>\$ 1,600</b>	<b>\$ 0</b>	<b>\$ 1,600</b>	
<b>Total Income</b>	<b>\$ 81,536</b>	<b>\$ 70,059</b>	<b>\$ 11,478</b>	<b>116.38%</b>	<b>\$ 458,102</b>	<b>\$ 350,295</b>	<b>\$ 107,807</b>	<b>130.78%</b>
<b>Gross Profit</b>	<b>\$ 81,536</b>	<b>\$ 70,059</b>	<b>\$ 11,478</b>	<b>116.38%</b>	<b>\$ 458,102</b>	<b>\$ 350,295</b>	<b>\$ 107,807</b>	<b>130.78%</b>
<b>Expenses</b>								
<b>1- MEDIA &amp; WEBSITE</b>			0		0	0	0	
<b>50 Advertising / Media</b>			0		0	0	0	
5130 Print & Online Advertising	10,055	15,658	-5,603	64.22%	18,908	78,292	-59,384	24.15%
5150 Ad Development/Design	22	833	-811	2.65%	454	4,167	-3,713	10.90%
5170 Photography	73	200	-127	36.35%	173	1,000	-827	17.27%
5240 Research & Development		500	-500	0.00%	9,810	2,500	7,310	392.40%
5290 Marketing Contingency		833	-833	0.00%	0	4,167	-4,167	0.00%
<b>Total 50 Advertising / Media</b>	<b>\$ 10,150</b>	<b>\$ 18,025</b>	<b>\$ -7,875</b>	<b>56.31%</b>	<b>\$ 29,344</b>	<b>\$ 90,125</b>	<b>\$ -60,781</b>	<b>32.56%</b>
<b>55 Marketing / Public Relations</b>			0		0	0	0	
5510 Public Relations Contract	7,500	7,850	-350	95.54%	37,500	39,250	-1,750	95.54%
5520 Marketing Agency Contract	-8,333	694	-9,027	-1199.99%	0	3,472	-3,472	0.00%
5540 Clipping Service	906	750	156	120.84%	5,068	3,750	1,318	135.16%
5560 Media Events		792	-792	0.00%	725	3,958	-3,233	18.32%
5610 Travel -PR Related		83	-83	0.00%	-274	417	-691	-65.84%
5680 Visiting Media FAM Expenses	210	1,000	-790	21.03%	1,303	5,000	-3,697	26.06%
<b>Total 55 Marketing / Public Relations</b>	<b>\$ 284</b>	<b>\$ 11,169</b>	<b>\$ -10,886</b>	<b>2.54%</b>	<b>\$ 44,322</b>	<b>\$ 55,847</b>	<b>\$ -11,525</b>	<b>79.36%</b>
<b>57 Website Maint / Development</b>			0		0	0	0	
5710 Interactive Media Coordinator		2,500	-2,500	0.00%	7,500	12,500	-5,000	60.00%
5740 Content Creation		2,500	-2,500	0.00%	146	12,500	-12,354	1.17%
5750 Development/ Maintenance	1,563	500	1,063	312.62%	8,081	2,500	5,581	323.25%
5780 Interactive Marketing	89		89		5,245	0	5,245	
<b>Total 57 Website Maint / Development</b>	<b>\$ 1,652</b>	<b>\$ 5,500</b>	<b>\$ -3,848</b>	<b>30.04%</b>	<b>\$ 20,972</b>	<b>\$ 27,500</b>	<b>\$ -6,528</b>	<b>76.26%</b>
<b>58 Leisure / Group Sales</b>			0		0	0	0	
5810 Promotion Items, Booth Develop		792	-792	0.00%	101	3,958	-3,858	2.54%
5820 Consumer & Trade Shows		338	-338	0.00%	0	1,688	-1,688	0.00%
5840 State Fair Exhibit	-500	0	-500		0	1,000	-1,000	0.00%
5870 Shipping - Travel Shows		208	-208	0.00%	0	1,042	-1,042	0.00%
5880 Travel - Leisure/Group Sales		495	-495	0.00%	-1,967	2,475	-4,442	-79.48%
5885 Travel - Group FAMs		333	-333	0.00%	0	1,667	-1,667	0.00%
5890 Misc. Sales Opportunities		50	-50	0.00%	0	250	-250	0.00%
<b>Total 58 Leisure / Group Sales</b>	<b>\$ -500</b>	<b>\$ 2,216</b>	<b>\$ -2,716</b>	<b>-22.56%</b>	<b>\$ -1,867</b>	<b>\$ 12,079</b>	<b>\$ -13,946</b>	<b>-15.45%</b>
<b>Total 1- MEDIA &amp; WEBSITE</b>	<b>\$ 11,586</b>	<b>\$ 36,910</b>	<b>\$ -25,324</b>	<b>31.39%</b>	<b>\$ 92,772</b>	<b>\$ 185,551</b>	<b>\$ -92,780</b>	<b>50.00%</b>
<b>2- VISITOR SVS / PARTNERSHIPS</b>			0		0	0	0	
<b>Partnerships</b>			0		0	0	0	
6570 In-County Relations	2,998	1,025	1,973	292.54%	3,084	5,125	-2,041	60.18%
6590 Memberships		550	-550	0.00%	2,913	2,750	163	105.91%
6610 North Coast Tourism Council	917	917	0	100.00%	4,583	4,583	0	100.00%
<b>Total Partnerships</b>	<b>\$ 3,915</b>	<b>\$ 2,492</b>	<b>\$ 1,423</b>	<b>157.13%</b>	<b>\$ 10,580</b>	<b>\$ 12,458</b>	<b>\$ -1,878</b>	<b>84.93%</b>

**Mendocino County Tourism Commission**  
**Budget vs. Actuals: Detail**  
 July - November, 2020

	Nov 2020				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Visitor Services			0		0	0	0	
6720 Event & Festival Guides	100	1,400	-1,300	7.14%	862	7,000	-6,138	12.32%
6730 Incentives & Sponsorships	486	1,653	-1,167	29.41%	11,456	8,263	3,193	138.64%
6770 Visitor Centers & Signage	200	417	-217	48.00%	1,047	2,083	-1,037	50.24%
<b>Total Visitor Services</b>	<b>\$ 786</b>	<b>\$ 3,469</b>	<b>\$ -2,683</b>	<b>22.66%</b>	<b>\$ 13,365</b>	<b>\$ 17,347</b>	<b>\$ -3,982</b>	<b>77.05%</b>
<b>Total 2- VISITOR SVS / PARTNERSHIPS</b>	<b>\$ 4,701</b>	<b>\$ 5,961</b>	<b>\$ -1,260</b>	<b>78.87%</b>	<b>\$ 23,945</b>	<b>\$ 29,805</b>	<b>\$ -5,860</b>	<b>80.34%</b>
<b>3- ADMIN EXPENSES</b>			0		0	0	0	
General Admin			0		0	0	0	
7010 Accounting	2,040	2,143	-103	95.18%	12,230	10,717	1,513	114.12%
7060 Bank Fees	5	50	-45	10.00%	25	250	-225	10.00%
7080 Board Development		77	-77	0.00%	0	383	-383	0.00%
7090 Copying & Printing	96	200	-104	48.20%	539	1,000	-461	53.93%
7100 Dues & Subscriptions	1,358	917	441	148.10%	5,966	4,583	1,383	130.17%
7130 Legal Fees		250	-250	0.00%	1,086	1,250	-164	86.88%
7140 Licenses & Permits		8	-8	0.00%	0	42	-42	0.00%
7150 Meeting Expenses	58	50	8	116.28%	58	250	-192	23.26%
7200 Office Expense	407	296	111	137.57%	1,420	1,479	-59	95.98%
7210 Postage & Shipping	112	75	37	149.49%	301	375	-74	80.33%
7280 Travel Expenses	512	500	12	102.46%	1,273	2,500	-1,227	50.94%
<b>Total General Admin</b>	<b>\$ 4,589</b>	<b>\$ 4,566</b>	<b>\$ 23</b>	<b>100.50%</b>	<b>\$ 22,899</b>	<b>\$ 22,829</b>	<b>\$ 70</b>	<b>100.31%</b>
Occupancy Costs			0		0	0	0	
7650 Rent	2,900	1,983	917	146.22%	12,300	9,917	2,383	124.03%
7660 Insurance	228	188	40	121.47%	1,139	938	201	121.47%
7850 Repairs & Maintenance	865	460	405	188.03%	2,235	2,300	-65	97.17%
7890 Taxes		5	-5	0.00%	114	27	87	421.95%
7910 Telecommunication	-1,102	450	-1,552	-244.86%	4,711	2,250	2,461	209.37%
7950 Utilities	513	758	-246	67.59%	2,967	3,792	-825	78.25%
7990 Depreciation Expense	338		338		2,138	0	2,138	
<b>Total Occupancy Costs</b>	<b>\$ 3,741</b>	<b>\$ 3,845</b>	<b>\$ -103</b>	<b>97.31%</b>	<b>\$ 25,604</b>	<b>\$ 19,223</b>	<b>\$ 6,381</b>	<b>133.20%</b>
<b>Total 3- ADMIN EXPENSES</b>	<b>\$ 8,330</b>	<b>\$ 8,410</b>	<b>\$ -81</b>	<b>99.04%</b>	<b>\$ 48,503</b>	<b>\$ 42,052</b>	<b>\$ 6,451</b>	<b>115.34%</b>
<b>4- PERSONNEL</b>			0		0	0	0	
8510 Salaries & Wages	12,411	13,167	-756	94.26%	60,906	65,833	-4,928	92.52%
8520 Paid Time Off	671	924	-253	72.59%	2,108	4,619	-2,511	45.64%
8530 Payroll Taxes	1,130	1,109	21	101.90%	5,474	5,546	-73	98.69%
8540 Payroll Processing Fees			0		174	0	174	
8550 Workers Comp	204	250	-46	81.70%	1,021	1,250	-229	81.70%
8570 Health Insurance Allowance	1,200	1,200	0	100.00%	6,000	6,000	0	100.00%
8580 Other Employee Benefits		17	-17	0.00%	0	83	-83	0.00%
8590 Contract Work	250	650	-400	38.46%	1,899	3,250	-1,351	58.44%
<b>Total 4- PERSONNEL</b>	<b>\$ 15,866</b>	<b>\$ 17,316</b>	<b>\$ -1,450</b>	<b>91.63%</b>	<b>\$ 77,582</b>	<b>\$ 86,582</b>	<b>\$ -9,000</b>	<b>89.61%</b>
<b>Total Expenses</b>	<b>\$ 40,483</b>	<b>\$ 68,598</b>	<b>\$ -28,115</b>	<b>59.01%</b>	<b>\$ 242,803</b>	<b>\$ 343,991</b>	<b>\$ -101,188</b>	<b>70.58%</b>
<b>Net Operating Income</b>	<b>\$ 41,053</b>	<b>\$ 1,461</b>	<b>\$ 39,593</b>	<b>2810.33%</b>	<b>\$ 215,299</b>	<b>\$ 6,304</b>	<b>\$ 208,995</b>	<b>3415.33%</b>
<b>Net Income</b>	<b>\$ 41,053</b>	<b>\$ 1,461</b>	<b>\$ 39,593</b>	<b>2810.33%</b>	<b>\$ 215,299</b>	<b>\$ 6,304</b>	<b>\$ 208,995</b>	<b>3415.33%</b>

# Mendocino County Tourism Commission

## STATEMENT OF CASH FLOWS

July - November, 2020

	TOTAL
<b>OPERATING ACTIVITIES</b>	
Net Income	215,298.92
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1100 Accounts Receivable	-139,523.30
1230 Prepaid Expenses	-18,132.16
2000 Accounts Payable	-2,174.01
2100 Accrued Expenses	-1,800.00
2210 Payroll Liabilities:Federal Taxes (941/944)	0.00
2220 Payroll Liabilities:CA PIT / SDI	0.00
2230 Payroll Liabilities:CA SUI / ETT	71.92
2240 Payroll Liabilities:FUTA Payable	6.96
2270 Payroll Liabilities:Accrued Payroll	530.13
2275 Payroll Liabilities:Accrued PTO	-4,382.90
Direct Deposit Payable	0.00
<b>Total Adjustments to reconcile Net Income to Net Cash provided by operations:</b>	<b>-165,403.36</b>
<b>Net cash provided by operating activities</b>	<b>\$49,895.56</b>
<b>INVESTING ACTIVITIES</b>	
1510 Furniture and Equipment	2,934.36
1600 Accumulated Depreciation	-796.00
<b>Net cash provided by investing activities</b>	<b>\$2,138.36</b>
<b>NET CASH INCREASE FOR PERIOD</b>	<b>\$52,033.92</b>
Cash at beginning of period	321,601.45
<b>CASH AT END OF PERIOD</b>	<b>\$373,635.37</b>

# Mendocino County Tourism Commission

## PROFIT AND LOSS COMPARISON

November 2020

	TOTAL			
	NOV 2020	NOV 2019 (PY)	CHANGE	% CHANGE
<b>Income</b>				
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 %
<b>Other Income</b>				
4830 Event Brochure Ads		850.00	-850.00	-100.00 %
4940 Misc. Income	525.42		525.42	
4950 Interest Income		15.40	-15.40	-100.00 %
<b>Total Other Income</b>	<b>525.42</b>	<b>865.40</b>	<b>-339.98</b>	<b>-39.29 %</b>
<b>Total Income</b>	<b>\$81,536.42</b>	<b>\$120,037.62</b>	<b>\$ -38,501.20</b>	<b>-32.07 %</b>
<b>GROSS PROFIT</b>	<b>\$81,536.42</b>	<b>\$120,037.62</b>	<b>\$ -38,501.20</b>	<b>-32.07 %</b>
<b>Expenses</b>				
<b>1- MEDIA &amp; WEBSITE</b>				
<b>50 Advertising / Media</b>				
5130 Print & Online Advertising	10,055.37	49,826.45	-39,771.08	-79.82 %
5150 Ad Development/Design	22.05		22.05	
5170 Photography	72.69		72.69	
5280 Video Development		216.00	-216.00	-100.00 %
5290 Marketing Contingency		1,298.00	-1,298.00	-100.00 %
<b>Total 50 Advertising / Media</b>	<b>10,150.11</b>	<b>51,340.45</b>	<b>-41,190.34</b>	<b>-80.23 %</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	-16,666.00	-200.00 %
5540 Clipping Service	906.33	572.50	333.83	58.31 %
5550 In-Market PR Stunts		746.00	-746.00	-100.00 %
5610 Travel -PR Related		42.84	-42.84	-100.00 %
5680 Visiting Media FAM Expenses	210.28	110.00	100.28	91.16 %
<b>Total 55 Marketing / Public Relations</b>	<b>283.61</b>	<b>17,304.34</b>	<b>-17,020.73</b>	<b>-98.36 %</b>
<b>57 Website Maint / Development</b>				
5710 Interactive Media Coordinator		2,500.00	-2,500.00	-100.00 %
5750 Development/ Maintenance	1,563.12	1,656.00	-92.88	-5.61 %
5780 Interactive Marketing	88.95	88.95	0.00	0.00 %
<b>Total 57 Website Maint / Development</b>	<b>1,652.07</b>	<b>4,244.95</b>	<b>-2,592.88</b>	<b>-61.08 %</b>
<b>58 Leisure / Group Sales</b>				
5840 State Fair Exhibit	-500.00		-500.00	
5880 Travel - Leisure/Group Sales		149.38	-149.38	-100.00 %
<b>Total 58 Leisure / Group Sales</b>	<b>-500.00</b>	<b>149.38</b>	<b>-649.38</b>	<b>-434.72 %</b>
<b>Total 1- MEDIA &amp; WEBSITE</b>	<b>11,585.79</b>	<b>73,039.12</b>	<b>-61,453.33</b>	<b>-84.14 %</b>

# Mendocino County Tourism Commission

## PROFIT AND LOSS COMPARISON

November 2020

	TOTAL			
	NOV 2020	NOV 2019 (PY)	CHANGE	% CHANGE
<b>2- VISITOR SVS / PARTNERSHIPS</b>				
Partnerships				
6570 In-County Relations	2,998.49	280.00	2,718.49	970.89 %
6610 North Coast Tourism Council	916.67		916.67	
<b>Total Partnerships</b>	<b>3,915.16</b>	<b>280.00</b>	<b>3,635.16</b>	<b>1,298.27 %</b>
Visitor Services				
6720 Event & Festival Guides	100.00	705.41	-605.41	-85.82 %
6730 Incentives & Sponsorships	486.00	4,660.00	-4,174.00	-89.57 %
6770 Visitor Centers & Signage	200.00	200.00	0.00	0.00 %
<b>Total Visitor Services</b>	<b>786.00</b>	<b>5,565.41</b>	<b>-4,779.41</b>	<b>-85.88 %</b>
<b>Total 2- VISITOR SVS / PARTNERSHIPS</b>	<b>4,701.16</b>	<b>5,845.41</b>	<b>-1,144.25</b>	<b>-19.58 %</b>
<b>3- ADMIN EXPENSES</b>				
General Admin				
7010 Accounting	2,040.00	367.50	1,672.50	455.10 %
7060 Bank Fees	5.00	263.97	-258.97	-98.11 %
7090 Copying & Printing	96.40	243.28	-146.88	-60.37 %
7100 Dues & Subscriptions	1,357.60	814.83	542.77	66.61 %
7150 Meeting Expenses	58.14	752.46	-694.32	-92.27 %
7200 Office Expense	406.96	878.00	-471.04	-53.65 %
7210 Postage & Shipping	112.12	304.39	-192.27	-63.17 %
7280 Travel Expenses	512.28	3,020.58	-2,508.30	-83.04 %
<b>Total General Admin</b>	<b>4,588.50</b>	<b>6,645.01</b>	<b>-2,056.51</b>	<b>-30.95 %</b>
Occupancy Costs				
7650 Rent	2,900.00	2,350.00	550.00	23.40 %
7660 Insurance	227.75		227.75	
7850 Repairs & Maintenance	864.95	339.41	525.54	154.84 %
7910 Telecommunication	-1,101.89	813.03	-1,914.92	-235.53 %
7950 Utilities	512.52	532.08	-19.56	-3.68 %
7990 Depreciation Expense	338.00	281.32	56.68	20.15 %
<b>Total Occupancy Costs</b>	<b>3,741.33</b>	<b>4,315.84</b>	<b>-574.51</b>	<b>-13.31 %</b>
<b>Total 3- ADMIN EXPENSES</b>	<b>8,329.83</b>	<b>10,960.85</b>	<b>-2,631.02</b>	<b>-24.00 %</b>
<b>4- PERSONNEL</b>				
8510 Salaries & Wages	12,411.03	28,301.02	-15,889.99	-56.15 %
8520 Paid Time Off	670.60	0.00	670.60	
8530 Payroll Taxes	1,130.41	2,295.92	-1,165.51	-50.76 %
8540 Payroll Processing Fees		51.00	-51.00	-100.00 %
8550 Workers Comp	204.25		204.25	
8570 Health Insurance Allowance	1,200.00	2,700.00	-1,500.00	-55.56 %
8580 Other Employee Benefits		225.03	-225.03	-100.00 %

# Mendocino County Tourism Commission

## PROFIT AND LOSS COMPARISON

November 2020

	TOTAL			
	NOV 2020	NOV 2019 (PY)	CHANGE	% CHANGE
8590 Contract Work	250.00	200.00	50.00	25.00 %
<b>Total 4- PERSONNEL</b>	<b>15,866.29</b>	<b>33,772.97</b>	<b>-17,906.68</b>	<b>-53.02 %</b>
<b>Total Expenses</b>	<b>\$40,483.07</b>	<b>\$123,618.35</b>	<b>\$ -83,135.28</b>	<b>-67.25 %</b>
NET OPERATING INCOME	<b>\$41,053.35</b>	<b>\$ -3,580.73</b>	<b>\$44,634.08</b>	<b>1,246.51 %</b>
NET INCOME	<b>\$41,053.35</b>	<b>\$ -3,580.73</b>	<b>\$44,634.08</b>	<b>1,246.51 %</b>



# Mendocino County Tourism Commission

## PROFIT AND LOSS COMPARISON

July - November, 2020

	TOTAL			
	JUL - NOV, 2020	JUL - NOV, 2019 (PY)	CHANGE	% CHANGE
<b>Income</b>				
4030 County BID	235,500.00	392,707.10	-157,207.10	-40.03 %
4031 County BID adjustments	51,446.50	66,168.41	-14,721.91	-22.25 %
4035 County 50% Match	169,555.00	203,154.00	-33,599.00	-16.54 %
<b>Other Income</b>				
4250 Cooperative Advertising	350.00	0.00	350.00	
4830 Event Brochure Ads	705.00	2,700.00	-1,995.00	-73.89 %
4940 Misc. Income	525.42		525.42	
4950 Interest Income	19.58	110.53	-90.95	-82.29 %
<b>Total Other Income</b>	<b>1,600.00</b>	<b>2,810.53</b>	<b>-1,210.53</b>	<b>-43.07 %</b>
<b>Total Income</b>	<b>\$458,101.50</b>	<b>\$664,840.04</b>	<b>\$ -206,738.54</b>	<b>-31.10 %</b>
<b>GROSS PROFIT</b>	<b>\$458,101.50</b>	<b>\$664,840.04</b>	<b>\$ -206,738.54</b>	<b>-31.10 %</b>
<b>Expenses</b>				
<b>1- MEDIA &amp; WEBSITE</b>				
<b>50 Advertising / Media</b>				
5130 Print & Online Advertising	18,907.51	241,398.83	-222,491.32	-92.17 %
5150 Ad Development/Design	454.05	9,085.00	-8,630.95	-95.00 %
5170 Photography	172.69		172.69	
5240 Research & Development	9,810.00	5,060.00	4,750.00	93.87 %
5280 Video Development		17,489.07	-17,489.07	-100.00 %
5290 Marketing Contingency		3,398.00	-3,398.00	-100.00 %
<b>Total 50 Advertising / Media</b>	<b>29,344.25</b>	<b>276,430.90</b>	<b>-247,086.65</b>	<b>-89.38 %</b>
<b>55 Marketing / Public Relations</b>				
5510 Public Relations Contract	37,500.00	37,500.00	0.00	0.00 %
5520 Marketing Agency Contract	0.00	41,665.00	-41,665.00	-100.00 %
5540 Clipping Service	5,068.36	2,663.98	2,404.38	90.26 %
5550 In-Market PR Stunts		1,271.50	-1,271.50	-100.00 %
5560 Media Events	725.00	995.00	-270.00	-27.14 %
5610 Travel -PR Related	-274.34	3,555.43	-3,829.77	-107.72 %
5680 Visiting Media FAM Expenses	1,302.94	1,017.19	285.75	28.09 %
<b>Total 55 Marketing / Public Relations</b>	<b>44,321.96</b>	<b>88,668.10</b>	<b>-44,346.14</b>	<b>-50.01 %</b>
<b>57 Website Maint / Development</b>				
5710 Interactive Media Coordinator	7,500.00	12,500.00	-5,000.00	-40.00 %
5740 Content Creation	146.45		146.45	
5750 Development/ Maintenance	8,081.18	8,345.38	-264.20	-3.17 %
5780 Interactive Marketing	5,244.58	444.75	4,799.83	1,079.22 %
<b>Total 57 Website Maint / Development</b>	<b>20,972.21</b>	<b>21,290.13</b>	<b>-317.92</b>	<b>-1.49 %</b>

# Mendocino County Tourism Commission

## PROFIT AND LOSS COMPARISON

July - November, 2020

	TOTAL			
	JUL - NOV, 2020	JUL - NOV, 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	0.00	1,064.15	-1,064.15	-100.00 %
5880 Travel - Leisure/Group Sales	-1,967.22	1,526.71	-3,493.93	-228.85 %
5885 Travel - Group FAMs		805.00	-805.00	-100.00 %
<b>Total 58 Leisure / Group Sales</b>	<b>-1,866.63</b>	<b>11,403.09</b>	<b>-13,269.72</b>	<b>-116.37 %</b>
<b>Total 1- MEDIA &amp; WEBSITE</b>	<b>92,771.79</b>	<b>397,792.22</b>	<b>-305,020.43</b>	<b>-76.68 %</b>
<b>2- VISITOR SVS / PARTNERSHIPS</b>				
Partnerships				
6550 Conferences & Seminars		8,318.89	-8,318.89	-100.00 %
6570 In-County Relations	3,084.38	2,596.82	487.56	18.78 %
6590 Memberships	2,912.50	2,790.00	122.50	4.39 %
6610 North Coast Tourism Council	4,583.34		4,583.34	
<b>Total Partnerships</b>	<b>10,580.22</b>	<b>13,705.71</b>	<b>-3,125.49</b>	<b>-22.80 %</b>
Visitor Services				
6720 Event & Festival Guides	862.13	17,036.38	-16,174.25	-94.94 %
6730 Incentives & Sponsorships	11,456.25	11,480.00	-23.75	-0.21 %
6770 Visitor Centers & Signage	1,046.70	6,791.05	-5,744.35	-84.59 %
<b>Total Visitor Services</b>	<b>13,365.08</b>	<b>35,307.43</b>	<b>-21,942.35</b>	<b>-62.15 %</b>
<b>Total 2- VISITOR SVS / PARTNERSHIPS</b>	<b>23,945.30</b>	<b>49,013.14</b>	<b>-25,067.84</b>	<b>-51.15 %</b>
<b>3- ADMIN EXPENSES</b>				
General Admin				
7010 Accounting	12,230.00	2,164.75	10,065.25	464.96 %
7060 Bank Fees	25.00	263.97	-238.97	-90.53 %
7080 Board Development		35.25	-35.25	-100.00 %
7090 Copying & Printing	539.32	897.17	-357.85	-39.89 %
7100 Dues & Subscriptions	5,966.22	4,348.93	1,617.29	37.19 %
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	58.14	1,647.14	-1,589.00	-96.47 %
7200 Office Expense	1,419.76	2,949.86	-1,530.10	-51.87 %
7210 Postage & Shipping	301.23	1,205.75	-904.52	-75.02 %
7280 Travel Expenses	1,273.47	8,919.06	-7,645.59	-85.72 %
<b>Total General Admin</b>	<b>22,899.14</b>	<b>28,427.86</b>	<b>-5,528.72</b>	<b>-19.45 %</b>

# Mendocino County Tourism Commission

## PROFIT AND LOSS COMPARISON

July - November, 2020

	TOTAL			
	JUL - NOV, 2020	JUL - NOV, 2019 (PY)	CHANGE	% CHANGE
<b>Occupancy Costs</b>				
7650 Rent	12,300.00	11,930.00	370.00	3.10 %
7660 Insurance	1,138.75	2,126.31	-987.56	-46.44 %
7850 Repairs & Maintenance	2,234.97	2,648.84	-413.87	-15.62 %
7890 Taxes	114.18	62.58	51.60	82.45 %
7910 Telecommunication	4,710.84	4,577.01	133.83	2.92 %
7950 Utilities	2,967.14	3,632.42	-665.28	-18.32 %
7990 Depreciation Expense	2,138.36	1,406.60	731.76	52.02 %
<b>Total Occupancy Costs</b>	<b>25,604.24</b>	<b>26,383.76</b>	<b>-779.52</b>	<b>-2.95 %</b>
<b>Total 3- ADMIN EXPENSES</b>	<b>48,503.38</b>	<b>54,811.62</b>	<b>-6,308.24</b>	<b>-11.51 %</b>
<b>4- PERSONNEL</b>				
8510 Salaries & Wages	60,905.75	159,196.43	-98,290.68	-61.74 %
8520 Paid Time Off	2,108.13	8,257.66	-6,149.53	-74.47 %
8530 Payroll Taxes	5,473.73	13,629.08	-8,155.35	-59.84 %
8540 Payroll Processing Fees	174.00	261.00	-87.00	-33.33 %
8550 Workers Comp	1,021.25	2,172.00	-1,150.75	-52.98 %
8570 Health Insurance Allowance	6,000.00	13,500.00	-7,500.00	-55.56 %
8580 Other Employee Benefits		388.95	-388.95	-100.00 %
8590 Contract Work	1,899.25	1,000.00	899.25	89.93 %
<b>Total 4- PERSONNEL</b>	<b>77,582.11</b>	<b>198,405.12</b>	<b>-120,823.01</b>	<b>-60.90 %</b>
<b>Total Expenses</b>	<b>\$242,802.58</b>	<b>\$700,022.10</b>	<b>\$ -457,219.52</b>	<b>-65.32 %</b>
<b>NET OPERATING INCOME</b>	<b>\$215,298.92</b>	<b>\$ -35,182.06</b>	<b>\$250,480.98</b>	<b>711.96 %</b>
<b>NET INCOME</b>	<b>\$215,298.92</b>	<b>\$ -35,182.06</b>	<b>\$250,480.98</b>	<b>711.96 %</b>