

Mendocino County Tourism Commission

Balance Sheet Comparison

As of December 31, 2021

	TOTAL			
	AS OF DEC 31, 2021	AS OF DEC 31, 2020 (PY)	CHANGE	% CHANGE
ASSETS				
Current Assets				
Bank Accounts				
1005 SBMC Checking	520,459.47	366,227.36	154,232.11	42.11 %
1010 SBMC Contingency/Savings	965,865.27	152,686.69	813,178.58	532.58 %
1030 Cash drawer	100.00	100.00	0.00	0.00 %
Total Bank Accounts	\$1,486,424.74	\$519,014.05	\$967,410.69	186.39 %
Accounts Receivable				
1100 Accounts Receivable	242,942.80	209,122.00	33,820.80	16.17 %
Total Accounts Receivable	\$242,942.80	\$209,122.00	\$33,820.80	16.17 %
Other Current Assets				
1230 Prepaid Expenses	70,484.31	25,295.17	45,189.14	178.65 %
1250 Refundable Deposits	1,800.00	4,150.00	-2,350.00	-56.63 %
Total Other Current Assets	\$72,284.31	\$29,445.17	\$42,839.14	145.49 %
Total Current Assets	\$1,801,651.85	\$757,581.22	\$1,044,070.63	137.82 %
Fixed Assets				
1510 Furniture and Equipment	28,488.52	20,264.59	8,223.93	40.58 %
1600 Accumulated Depreciation	-12,211.00	-8,176.00	-4,035.00	-49.35 %
Total Fixed Assets	\$16,277.52	\$12,088.59	\$4,188.93	34.65 %
TOTAL ASSETS	\$1,817,929.37	\$769,669.81	\$1,048,259.56	136.20 %
LIABILITIES AND EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 Accounts Payable	14,158.54	10,037.25	4,121.29	41.06 %
Total Accounts Payable	\$14,158.54	\$10,037.25	\$4,121.29	41.06 %
Other Current Liabilities				
2100 Accrued Expenses	0.00	1,750.00	-1,750.00	-100.00 %
Payroll Liabilities	0.00	0.00	0.00	
2230 CA SUI / ETT	97.34	122.14	-24.80	-20.30 %
2240 FUTA Payable	168.00	11.82	156.18	1,321.32 %
2270 Accrued Payroll	11,601.00	8,296.87	3,304.13	39.82 %
2275 Accrued PTO	11,262.13	5,339.46	5,922.67	110.92 %
Total Payroll Liabilities	23,128.47	13,770.29	9,358.18	67.96 %
Total Other Current Liabilities	\$23,128.47	\$15,520.29	\$7,608.18	49.02 %
Total Current Liabilities	\$37,287.01	\$25,557.54	\$11,729.47	45.89 %
Total Liabilities	\$37,287.01	\$25,557.54	\$11,729.47	45.89 %
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	149,950.19	244,841.35	-94,891.16	-38.76 %
Total Equity	\$1,780,642.36	\$744,112.27	\$1,036,530.09	139.30 %
TOTAL LIABILITIES AND EQUITY	\$1,817,929.37	\$769,669.81	\$1,048,259.56	136.20 %

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

	Dec 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%	595,368	478,236	117,132	124.49%
4031 County BID adjustments		0	0		-210,215	0	-210,215	
4035 County 50% Match	39,583	39,853	-270	99.32%	237,498	239,118	-1,620	99.32%
4050 NCTC Administration	3,825		3,825		3,825	0	3,825	
Other Income	118		118		59,779	0	59,779	
Total Income	\$ 123,232	\$ 119,559	\$ 3,673	103.07%	\$ 686,255	\$ 717,354	\$ -31,099	95.66%
Gross Profit	\$ 123,232	\$ 119,559	\$ 3,673	103.07%	\$ 686,255	\$ 717,354	\$ -31,099	95.66%
Expenses								
1- MEDIA & WEBSITE	43,443	81,520	-38,078	53.29%	265,703	505,621	-239,918	52.55%
2- VISITOR SVS / PARTNERSHIPS	3,650	24,584	-20,934	14.85%	50,999	103,914	-52,915	49.08%
3- ADMIN EXPENSES	9,613	9,885	-272	97.25%	60,616	64,330	-3,714	94.23%
4- PERSONNEL	23,254	30,371	-7,117	76.57%	158,771	165,017	-6,246	96.21%
Total Expenses	\$ 79,960	\$ 146,360	\$ -66,400	54.63%	\$ 536,089	\$ 838,881	\$ -302,793	63.91%
Net Operating Income	\$ 43,273	\$ -26,801	\$ 70,074	-161.46%	\$ 150,167	\$ -121,527	\$ 271,694	-123.57%
Other Expenses								
9010 Gain/Loss on Sale of Asset	217		217		217	0	217	
Total Other Expenses	\$ 217	\$ 0	\$ 217		\$ 217	\$ 0	\$ 217	
Net Other Income	\$ -217	\$ 0	\$ -217		\$ -217	\$ 0	\$ -217	
Net Income	\$ 43,056	\$ -26,801	\$ 69,857	-160.65%	\$ 149,950	\$ -121,527	\$ 271,478	-123.39%

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

	Dec 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%	595,368	478,236	117,132	124.49%
4031 County BID adjustments		0	0		-210,215	0	-210,215	
4035 County 50% Match	39,583	39,853	-270	99.32%	237,498	239,118	-1,620	99.32%
4050 NCTC Administration	3,825		3,825		3,825	0	3,825	
Other Income			0		0	0	0	
4940 Misc. Income			0		59,606	0	59,606	
4950 Interest Income	118		118		173	0	173	
Total Other Income	\$ 118	\$ 0	\$ 118		\$ 59,779	\$ 0	\$ 59,779	
Total Income	\$ 123,232	\$ 119,559	\$ 3,673	103.07%	\$ 686,255	\$ 717,354	\$ -31,099	95.66%
Gross Profit	\$ 123,232	\$ 119,559	\$ 3,673	103.07%	\$ 686,255	\$ 717,354	\$ -31,099	95.66%
Expenses								
1- MEDIA & WEBSITE			0		0	0	0	
50 Advertising / Media			0		0	0	0	
5130 Print & Online Advertising	19,148	40,653	-21,505	47.10%	133,044	243,921	-110,878	54.54%
5150 Ad Development/Design	1,000	1,000	0	100.00%	6,420	6,000	420	107.00%
5170 Photography		500	-500	0.00%	0	3,000	-3,000	0.00%
5240 Research & Development	6,000	5,222	778	114.90%	21,000	36,668	-15,668	57.27%
5280 Video Development		1,667	-1,667	0.00%	8,254	9,998	-1,744	82.56%
5290 Marketing Contingency		1,000	-1,000	0.00%	0	6,000	-6,000	0.00%
Total 50 Advertising / Media	\$ 26,148	\$ 50,042	\$ -23,894	52.25%	\$ 168,718	\$ 305,587	\$ -136,870	55.21%
55 Marketing / Public Relations			0		0	0	0	
5510 Public Relations Contract	8,333	8,683	-350	95.97%	51,324	52,100	-776	98.51%
5520 Marketing Agency Contract		9,333	-9,333	0.00%	0	56,002	-56,002	0.00%
5540 Clipping Service	648	1,000	-352	64.80%	3,888	6,000	-2,112	64.80%
5550 In-Market PR Stunts		667	-667	0.00%	1,616	3,998	-2,382	40.41%
5560 Media Events		250	-250	0.00%	1,015	3,000	-1,985	33.84%
5610 Travel -PR Related	135	778	-643	17.30%	3,264	4,665	-1,402	69.96%
5680 Visiting Media FAM Expenses	783	500	283	156.50%	3,801	3,000	801	126.70%
Total 55 Marketing / Public Relations	\$ 9,898	\$ 21,211	\$ -11,313	46.67%	\$ 64,908	\$ 128,765	\$ -63,857	50.41%
57 Website Maint / Development			0		0	0	0	
5710 Interactive Media Coordinator	2,500	2,500	0	100.00%	15,000	15,000	0	100.00%
5740 Content Creation		1,500	-1,500	0.00%	0	9,000	-9,000	0.00%
5750 Development/ Maintenance	652	5,667	-5,015	11.50%	4,353	33,998	-29,645	12.80%
5780 Interactive Marketing	30	100	-70	29.95%	180	600	-420	29.95%
Total 57 Website Maint / Development	\$ 3,182	\$ 9,767	\$ -6,585	32.58%	\$ 19,532	\$ 58,598	\$ -39,066	33.33%
58 Leisure / Group Sales			0		0	0	0	
5810 Promotion Items, Booth Develop	645	0	645		1,921	3,900	-1,979	49.26%
5820 Consumer & Trade Shows	3,570	0	3,570		3,570	300	3,270	1190.00%
5840 State Fair Exhibit		0	0		0	1,000	-1,000	0.00%

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

	Dec 2021				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
5880 Travel - Leisure/Group Sales		0	0		7,024	2,470	4,554	284.37%
5885 Travel - Group FAMs		0	0		30	2,000	-1,970	1.50%
5890 Misc. Sales Opportunities		500	-500	0.00%	0	3,000	-3,000	0.00%
Total 58 Leisure / Group Sales	\$ 4,215	\$ 500	\$ 3,715	842.90%	\$ 12,545	\$ 12,670	\$ -125	99.01%
Total 1- MEDIA & WEBSITE	\$ 43,443	\$ 81,520	\$ -38,078	53.29%	\$ 265,703	\$ 505,621	\$ -239,918	52.55%
2- VISITOR SVS / PARTNERSHIPS			0		0	0	0	
Partnerships			0		0	0	0	
6550 Conferences & Seminars		2,705	-2,705	0.00%	6,103	11,065	-4,962	55.16%
6570 In-County Relations	906	875	31	103.50%	2,217	5,050	-2,833	43.91%
6575 Stakeholder Networking		0	0		66	3,500	-3,434	1.89%
6590 Memberships	375	1,575	-1,200	23.81%	3,468	4,375	-908	79.26%
6610 North Coast Tourism Council	1,032	917	116	112.61%	7,143	5,500	1,643	129.88%
Total Partnerships	\$ 2,313	\$ 6,072	\$ -3,759	38.09%	\$ 18,997	\$ 29,490	\$ -10,493	64.42%
Visitor Services			0		0	0	0	
6720 Event & Festival Guides		3,667	-3,667	0.00%	25,282	21,998	3,284	114.93%
6730 Incentives & Sponsorships	1,137	1,790	-653	63.52%	5,520	10,756	-5,236	51.32%
6770 Visitor Centers & Signage	200	13,055	-12,855	1.53%	1,200	41,670	-40,470	2.88%
Total Visitor Services	\$ 1,337	\$ 18,512	\$ -17,175	7.22%	\$ 32,002	\$ 74,424	\$ -42,422	43.00%
Total 2- VISITOR SVS / PARTNERSHIPS	\$ 3,650	\$ 24,584	\$ -20,934	14.85%	\$ 50,999	\$ 103,914	\$ -52,915	49.08%
3- ADMIN EXPENSES			0		0	0	0	
General Admin			0		0	0	0	
7010 Accounting		2,000	-2,000	0.00%	11,115	19,000	-7,885	58.50%
7060 Bank Fees	46	50	-4	91.68%	151	300	-149	50.34%
7080 Board Development		420	-420	0.00%	178	1,365	-1,187	13.04%
7090 Copying & Printing		200	-200	0.00%	507	1,200	-693	42.27%
7100 Dues & Subscriptions	1,963	960	1,003	204.44%	10,920	5,760	5,160	189.58%
7130 Legal Fees		250	-250	0.00%	0	1,500	-1,500	0.00%
7140 Licenses & Permits		65	-65	0.00%	0	210	-210	0.00%
7150 Meeting Expenses	44	50	-6	88.74%	212	300	-88	70.55%
7200 Office Expense	2,103	1,230	873	170.94%	5,253	4,020	1,233	130.68%
7210 Postage & Shipping	94	470	-376	20.06%	930	2,820	-1,890	32.99%
7280 Travel Expenses	947	750	197	126.27%	5,823	4,500	1,323	129.40%
Total General Admin	\$ 5,197	\$ 6,445	\$ -1,248	80.63%	\$ 35,089	\$ 40,975	\$ -5,886	85.63%
Occupancy Costs			0		0	0	0	
7650 Rent	1,949	1,800	149	108.28%	11,444	10,800	644	105.96%
7660 Insurance	217	0	217		1,300	2,250	-950	57.78%
7850 Repairs & Maintenance	550	460	90	119.55%	2,360	3,160	-800	74.67%
7890 Taxes		0	0		81	65	16	124.18%
7910 Telecommunication	736	450	286	163.54%	4,695	2,700	1,995	173.88%
7950 Utilities	428	730	-302	58.62%	3,096	4,380	-1,284	70.68%

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

	Dec 2021				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
7990 Depreciation Expense	537		537		2,552	0	2,552	
Total Occupancy Costs	\$ 4,416	\$ 3,440	\$ 976	128.39%	\$ 25,527	\$ 23,355	\$ 2,172	109.30%
Total 3- ADMIN EXPENSES	\$ 9,613	\$ 9,885	\$ -272	97.25%	\$ 60,616	\$ 64,330	\$ -3,714	94.23%
4- PERSONNEL			0		0	0	0	
8510 Salaries & Wages	18,335	22,787	-4,452	80.46%	130,362	126,611	3,750	102.96%
8520 Paid Time Off	709	1,930	-1,221	36.73%	5,836	7,933	-2,097	73.56%
8530 Payroll Taxes	1,661	1,989	-328	83.49%	11,294	10,420	874	108.39%
8540 Payroll Processing Fees		85	-85	0.00%	0	510	-510	0.00%
8550 Workers Comp	205	195	10	105.13%	-1,715	4,087	-5,802	-41.96%
8570 Health Insurance Allowance	1,700	2,035	-335	83.54%	9,450	11,205	-1,755	84.34%
8580 Other Employee Benefits	184	200	-16	92.01%	184	200	-16	92.01%
8590 Contract Work	250	1,150	-900	21.74%	3,150	4,050	-900	77.78%
8615 Employee Recruitment	210	0	210		210	0	210	
Total 4- PERSONNEL	\$ 23,254	\$ 30,371	\$ -7,117	76.57%	\$ 158,771	\$ 165,017	\$ -6,246	96.21%
Total Expenses	\$ 79,960	\$ 146,360	\$ -66,400	54.63%	\$ 536,089	\$ 838,881	\$ -302,793	63.91%
Net Operating Income	\$ 43,273	\$ -26,801	\$ 70,074	-161.46%	\$ 150,167	\$ -121,527	\$ 271,694	-123.57%
Other Expenses								
9010 Gain/Loss on Sale of Asset	217		217		217	0	217	
Total Other Expenses	\$ 217	\$ 0	\$ 217		\$ 217	\$ 0	\$ 217	
Net Other Income	\$ -217	\$ 0	\$ -217		\$ -217	\$ 0	\$ -217	
Net Income	\$ 43,056	\$ -26,801	\$ 69,857	-160.65%	\$ 149,950	\$ -121,527	\$ 271,478	-123.39%

Mendocino County Tourism Commission

Statement of Cash Flows

July - December, 2021

	TOTAL
OPERATING ACTIVITIES	
Net Income	149,950.19
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1100 Accounts Receivable	551,715.15
1230 Prepaid Expenses	-42,652.96
2000 Accounts Payable	-15,159.62
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	-456.32
2240 Payroll Liabilities:FUTA Payable	20.34
2270 Payroll Liabilities:Accrued Payroll	1,044.81
2275 Payroll Liabilities:Accrued PTO	2,163.79
Direct Deposit Payable	0.00
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	496,675.19
Net cash provided by operating activities	\$646,625.38
INVESTING ACTIVITIES	
1510 Furniture and Equipment	-4,295.48
1600 Accumulated Depreciation	1,870.00
Net cash provided by investing activities	\$ -2,425.48
NET CASH INCREASE FOR PERIOD	\$644,199.90
Cash at beginning of period	842,224.84
CASH AT END OF PERIOD	\$1,486,424.74

Mendocino County Tourism Commission

Profit and Loss Comparison

December 2021

	TOTAL			
	DEC 2021	DEC 2020 (PY)	CHANGE	% CHANGE
Income				
4030 County BID	79,706.00	47,100.00	32,606.00	69.23 %
4035 County 50% Match	39,583.00	33,911.00	5,672.00	16.73 %
4050 NCTC Administration	3,824.80		3,824.80	
Other Income				
4940 Misc. Income		29.95	-29.95	-100.00 %
4950 Interest Income	118.41	19.24	99.17	515.44 %
Total Other Income	118.41	49.19	69.22	140.72 %
Total Income	\$123,232.21	\$81,060.19	\$42,172.02	52.03 %
GROSS PROFIT	\$123,232.21	\$81,060.19	\$42,172.02	52.03 %
Expenses				
1- MEDIA & WEBSITE				
50 Advertising / Media				
5130 Print & Online Advertising	19,148.05	4,020.04	15,128.01	376.31 %
5150 Ad Development/Design	1,000.00		1,000.00	
5240 Research & Development	6,000.00		6,000.00	
Total 50 Advertising / Media	26,148.05	4,020.04	22,128.01	550.44 %
55 Marketing / Public Relations				
5510 Public Relations Contract	8,333.34	7,500.00	833.34	11.11 %
5540 Clipping Service	648.00		648.00	
5560 Media Events		1,776.00	-1,776.00	-100.00 %
5610 Travel -PR Related	134.57		134.57	
5680 Visiting Media FAM Expenses	782.50	617.04	165.46	26.82 %
Total 55 Marketing / Public Relations	9,898.41	9,893.04	5.37	0.05 %
57 Website Maint / Development				
5710 Interactive Media Coordinator	2,500.00	2,500.00	0.00	0.00 %
5750 Development/ Maintenance	651.76	1,631.76	-980.00	-60.06 %
5780 Interactive Marketing	29.95		29.95	
Total 57 Website Maint / Development	3,181.71	4,131.76	-950.05	-22.99 %
58 Leisure / Group Sales				
5810 Promotion Items, Booth Develop	644.50		644.50	
5820 Consumer & Trade Shows	3,570.00		3,570.00	
Total 58 Leisure / Group Sales	4,214.50		4,214.50	
Total 1- MEDIA & WEBSITE	43,442.67	18,044.84	25,397.83	140.75 %

Mendocino County Tourism Commission

Profit and Loss Comparison

December 2021

	TOTAL			
	DEC 2021	DEC 2020 (PY)	CHANGE	% CHANGE
2- VISITOR SVS / PARTNERSHIPS				
Partnerships				
6570 In-County Relations	905.64		905.64	
6590 Memberships	375.00	375.00	0.00	0.00 %
6610 North Coast Tourism Council	1,032.30	926.34	105.96	11.44 %
Total Partnerships	2,312.94	1,301.34	1,011.60	77.74 %
Visitor Services				
6730 Incentives & Sponsorships	1,137.00	841.00	296.00	35.20 %
6770 Visitor Centers & Signage	200.00	200.00	0.00	0.00 %
Total Visitor Services	1,337.00	1,041.00	296.00	28.43 %
Total 2- VISITOR SVS / PARTNERSHIPS	3,649.94	2,342.34	1,307.60	55.82 %
3- ADMIN EXPENSES				
General Admin				
7010 Accounting		1,750.00	-1,750.00	-100.00 %
7060 Bank Fees	45.84	5.00	40.84	816.80 %
7080 Board Development		2,722.20	-2,722.20	-100.00 %
7090 Copying & Printing		114.38	-114.38	-100.00 %
7100 Dues & Subscriptions	1,962.65	2,154.44	-191.79	-8.90 %
7150 Meeting Expenses	44.37	78.62	-34.25	-43.56 %
7200 Office Expense	2,102.62	1,404.47	698.15	49.71 %
7210 Postage & Shipping	94.29	7.79	86.50	1,110.40 %
7280 Travel Expenses	946.99	234.32	712.67	304.14 %
Total General Admin	5,196.76	8,471.22	-3,274.46	-38.65 %
Occupancy Costs				
7650 Rent	1,949.00	1,800.00	149.00	8.28 %
7660 Insurance	216.67	227.75	-11.08	-4.86 %
7850 Repairs & Maintenance	549.95	679.95	-130.00	-19.12 %
7910 Telecommunication	735.95	640.96	94.99	14.82 %
7950 Utilities	427.90	634.79	-206.89	-32.59 %
7990 Depreciation Expense	537.00	338.00	199.00	58.88 %
Total Occupancy Costs	4,416.47	4,321.45	95.02	2.20 %
Total 3- ADMIN EXPENSES	9,613.23	12,792.67	-3,179.44	-24.85 %
4- PERSONNEL				
8510 Salaries & Wages	18,335.35	14,293.34	4,042.01	28.28 %
8520 Paid Time Off	708.86	647.52	61.34	9.47 %
8530 Payroll Taxes	1,660.62	1,742.80	-82.18	-4.72 %
8550 Workers Comp	205.00	204.25	0.75	0.37 %
8570 Health Insurance Allowance	1,700.00	1,200.00	500.00	41.67 %
8580 Other Employee Benefits	184.01		184.01	
8590 Contract Work	250.00	250.00	0.00	0.00 %

Mendocino County Tourism Commission

Profit and Loss Comparison

December 2021

	TOTAL			
	DEC 2021	DEC 2020 (PY)	CHANGE	% CHANGE
8615 Employee Recruitment	210.00		210.00	
Total 4- PERSONNEL	23,253.84	18,337.91	4,915.93	26.81 %
Total Expenses	\$79,959.68	\$51,517.76	\$28,441.92	55.21 %
NET OPERATING INCOME	\$43,272.53	\$29,542.43	\$13,730.10	46.48 %
Other Expenses				
9010 Gain/Loss on Sale of Asset	216.52		216.52	
Total Other Expenses	\$216.52	\$0.00	\$216.52	0.00%
NET OTHER INCOME	\$ -216.52	\$0.00	\$ -216.52	0.00%
NET INCOME	\$43,056.01	\$29,542.43	\$13,513.58	45.74 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July - December, 2021

	TOTAL			
	JUL - DEC, 2021	JUL - DEC, 2020 (PY)	CHANGE	% CHANGE
Income				
4030 County BID	595,368.00	282,600.00	312,768.00	110.68 %
4031 County BID adjustments	-210,214.52	51,446.50	-261,661.02	-508.61 %
4035 County 50% Match	237,498.00	203,466.00	34,032.00	16.73 %
4050 NCTC Administration	3,824.80		3,824.80	
Other Income				
4250 Cooperative Advertising		350.00	-350.00	-100.00 %
4830 Event Brochure Ads		705.00	-705.00	-100.00 %
4940 Misc. Income	59,606.48	555.37	59,051.11	10,632.75 %
4950 Interest Income	172.59	38.82	133.77	344.59 %
Total Other Income	59,779.07	1,649.19	58,129.88	3,524.75 %
Total Income	\$686,255.35	\$539,161.69	\$147,093.66	27.28 %
GROSS PROFIT	\$686,255.35	\$539,161.69	\$147,093.66	27.28 %
Expenses				
1- MEDIA & WEBSITE				
50 Advertising / Media				
5130 Print & Online Advertising	133,043.54	22,927.55	110,115.99	480.28 %
5150 Ad Development/Design	6,420.00	454.05	5,965.95	1,313.94 %
5170 Photography		172.69	-172.69	-100.00 %
5240 Research & Development	21,000.00	9,810.00	11,190.00	114.07 %
5280 Video Development	8,254.17		8,254.17	
Total 50 Advertising / Media	168,717.71	33,364.29	135,353.42	405.68 %
55 Marketing / Public Relations				
5510 Public Relations Contract	51,324.24	45,000.00	6,324.24	14.05 %
5540 Clipping Service	3,888.00	5,068.36	-1,180.36	-23.29 %
5550 In-Market PR Stunts	1,615.63		1,615.63	
5560 Media Events	1,015.31	2,501.00	-1,485.69	-59.40 %
5610 Travel -PR Related	3,263.69	-274.34	3,538.03	1,289.65 %
5680 Visiting Media FAM Expenses	3,801.06	1,919.98	1,881.08	97.97 %
Total 55 Marketing / Public Relations	64,907.93	54,215.00	10,692.93	19.72 %
57 Website Maint / Development				
5710 Interactive Media Coordinator	15,000.00	12,500.00	2,500.00	20.00 %
5740 Content Creation		146.45	-146.45	-100.00 %
5750 Development/ Maintenance	4,352.56	7,212.94	-2,860.38	-39.66 %
5780 Interactive Marketing	179.70	5,244.58	-5,064.88	-96.57 %
Total 57 Website Maint / Development	19,532.26	25,103.97	-5,571.71	-22.19 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July - December, 2021

	TOTAL			
	JUL - DEC, 2021	JUL - DEC, 2020 (PY)	CHANGE	% CHANGE
58 Leisure / Group Sales				
5810 Promotion Items, Booth Develop	1,921.22	100.59	1,820.63	1,809.95 %
5820 Consumer & Trade Shows	3,570.00		3,570.00	
5880 Travel - Leisure/Group Sales	7,023.92	-1,967.22	8,991.14	457.05 %
5885 Travel - Group FAMs	30.00		30.00	
Total 58 Leisure / Group Sales	12,545.14	-1,866.63	14,411.77	772.07 %
Total 1- MEDIA & WEBSITE	265,703.04	110,816.63	154,886.41	139.77 %
2- VISITOR SVS / PARTNERSHIPS				
Partnerships				
6550 Conferences & Seminars	6,103.02		6,103.02	
6570 In-County Relations	2,217.43	3,084.38	-866.95	-28.11 %
6575 Stakeholder Networking	66.15		66.15	
6590 Memberships	3,467.50	3,287.50	180.00	5.48 %
6610 North Coast Tourism Council	7,143.33	5,509.68	1,633.65	29.65 %
Total Partnerships	18,997.43	11,881.56	7,115.87	59.89 %
Visitor Services				
6720 Event & Festival Guides	25,281.78	862.13	24,419.65	2,832.48 %
6730 Incentives & Sponsorships	5,520.00	12,297.25	-6,777.25	-55.11 %
6770 Visitor Centers & Signage	1,200.00	1,246.70	-46.70	-3.75 %
Total Visitor Services	32,001.78	14,406.08	17,595.70	122.14 %
Total 2- VISITOR SVS / PARTNERSHIPS	50,999.21	26,287.64	24,711.57	94.00 %
3- ADMIN EXPENSES				
General Admin				
7010 Accounting	11,115.00	13,980.00	-2,865.00	-20.49 %
7060 Bank Fees	151.03	30.00	121.03	403.43 %
7080 Board Development	177.94	2,722.20	-2,544.26	-93.46 %
7090 Copying & Printing	507.20	653.70	-146.50	-22.41 %
7100 Dues & Subscriptions	10,919.80	8,120.66	2,799.14	34.47 %
7130 Legal Fees		1,086.00	-1,086.00	-100.00 %
7150 Meeting Expenses	211.65	136.76	74.89	54.76 %
7200 Office Expense	5,253.14	2,824.23	2,428.91	86.00 %
7210 Postage & Shipping	930.31	309.02	621.29	201.05 %
7280 Travel Expenses	5,822.87	1,507.79	4,315.08	286.19 %
Total General Admin	35,088.94	31,370.36	3,718.58	11.85 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July - December, 2021

	TOTAL			
	JUL - DEC, 2021	JUL - DEC, 2020 (PY)	CHANGE	% CHANGE
Occupancy Costs				
7650 Rent	11,444.00	14,100.00	-2,656.00	-18.84 %
7660 Insurance	1,300.00	1,366.50	-66.50	-4.87 %
7850 Repairs & Maintenance	2,359.70	2,914.92	-555.22	-19.05 %
7890 Taxes	80.72	114.18	-33.46	-29.30 %
7910 Telecommunication	4,694.76	5,351.80	-657.04	-12.28 %
7950 Utilities	3,095.59	3,601.93	-506.34	-14.06 %
7990 Depreciation Expense	2,552.00	2,476.36	75.64	3.05 %
Total Occupancy Costs	25,526.77	29,925.69	-4,398.92	-14.70 %
Total 3- ADMIN EXPENSES	60,615.71	61,296.05	-680.34	-1.11 %
4- PERSONNEL				
8510 Salaries & Wages	130,361.54	75,199.09	55,162.45	73.36 %
8520 Paid Time Off	5,836.13	2,755.65	3,080.48	111.79 %
8530 Payroll Taxes	11,294.00	7,216.53	4,077.47	56.50 %
8540 Payroll Processing Fees		174.00	-174.00	-100.00 %
8550 Workers Comp	-1,715.00	1,225.50	-2,940.50	-239.94 %
8570 Health Insurance Allowance	9,450.00	7,200.00	2,250.00	31.25 %
8580 Other Employee Benefits	184.01		184.01	
8590 Contract Work	3,150.00	2,149.25	1,000.75	46.56 %
8615 Employee Recruitment	210.00		210.00	
Total 4- PERSONNEL	158,770.68	95,920.02	62,850.66	65.52 %
Total Expenses	\$536,088.64	\$294,320.34	\$241,768.30	82.14 %
NET OPERATING INCOME	\$150,166.71	\$244,841.35	\$ -94,674.64	-38.67 %
Other Expenses				
9010 Gain/Loss on Sale of Asset	216.52		216.52	
Total Other Expenses	\$216.52	\$0.00	\$216.52	0.00%
NET OTHER INCOME	\$ -216.52	\$0.00	\$ -216.52	0.00%
NET INCOME	\$149,950.19	\$244,841.35	\$ -94,891.16	-38.76 %