

MENDOCINO COUNTY TOURISM COMMISSION, INC.

(DBA VISIT MENDOCINO COUNTY)

FINANCIAL STATEMENTS

FOR THE YEARS ENDED

JUNE 30, 2025 AND 2024

VISIT
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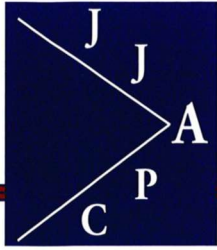
Mendocino County Tourism Commission, Inc.
Financial Statements
For the years ended June 30, 2025 and 2024
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Mendocino County Tourism Commission, Inc.
Financial Statements
For the years ended June 30, 2025 and 2024
List of Officials

Board Members

- Brett Schlesinger, Chair
- Christopher “CAB” Boettcher, Vice Chair
- Tawny MacMillan, Secretary
- Kasie Gray, Treasurer
- Raakesh Patel
- Elizabeth Cameron
- Julie Golden
- Ian Roth
- Alina Reyes



JJACPA, Inc.

A Professional Accounting Services Corp.

Independent Auditor's Report

Board of Directors
Mendocino County Tourism Commission, Inc.
Ukiah, California

Report on the Audit of the Financial Statements

Opinion

We have audited the financial statements of the Mendocino County Tourism Commission, Inc. (Commission), a California not-for-profit Commission, which comprise the statement of financial position as of June 30, 2025, and the related statements of activities, functional expenses, and cash flows for the year then ended, and the related notes to the financial statements.

In our opinion, the accompanying financial statements present fairly, in all material respects the financial position of the Commission as of June 30, 2025, and the results of its operations and its cash flows for the year then ended in accordance with accounting principles generally accepted in the United States of America.

Basis for Opinion

We conducted our audit in accordance with auditing standards generally accepted in the United States of America (GAAS). Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are required to be independent of the Commission and to meet our other ethical responsibilities, in accordance with the relevant ethical requirements relating to our audit. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Responsibilities of Management for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with accounting principles generally accepted in the United States of America, and for the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is required to evaluate whether there are conditions or events, considered in the aggregate, that raise substantial doubt about the Commission's ability to continue as a going concern for within one year after the date that the financial statements are available to be issued.

Board of Directors
Mendocino County Tourism Commission, Inc.
Ukiah, California

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Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not absolute assurance and therefore is not a guarantee that an audit conducted in accordance with GAAS will always detect a material misstatement when it exists. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control. Misstatements are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users made on the basis of these financial statements.

In performing an audit in accordance with GAAS, we:

- Exercise professional judgment and maintain professional skepticism throughout the audit.
- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and design and perform audit procedures responsive to those risks. Such procedures include examining, on a test basis, evidence regarding the amounts and disclosures in the financial statements.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Commission's internal control. Accordingly, no such opinion is expressed.
- Evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluate the overall presentation of the financial statements.
- Conclude whether, in our judgment, there are conditions or events, considered in the aggregate, that raise substantial doubt about the Commission's ability to continue as a going concern for a reasonable period of time.

We are required to communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit, significant audit findings, and certain internal control-related matters that we identified during the audit.

Board of Directors
Mendocino County Tourism Commission, Inc.
Ukiah, California

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Report on Summarized Comparative Information

We have previously audited Mendocino County Tourism Commission 2024 financial statements, and we expressed an unmodified audit opinion on those audited financial statements in our report dated December 20, 2024. In our opinion, the summarized comparative information presented herein as of and for the year ended June 30, 2024 is consistent, in all material respects, with the audited financial statements from which it has been derived.

December 15, 2025

JJACPA, Inc.
JJACPA, Inc.
Dublin, CA

Mendocino County Tourism Commission, Inc.
Statements of Financial Position
June 30, 2025
(with summarized financial information for June 30, 2024)

ASSETS	2025	2024
Current Assets:		
Cash and cash equivalents	\$ 659,311	\$ 985,287
Accounts receivable	284,301	253,967
Prepaid expenses	8,577	18,821
Deposits	1,800	1,800
Total current assets	<u>953,989</u>	<u>1,259,875</u>
Noncurrent Assets:		
Property and equipment, net	12,765	15,004
Total noncurrent assets	<u>12,765</u>	<u>15,004</u>
Total assets	<u>\$ 966,754</u>	<u>\$ 1,274,879</u>
LIABILITIES AND NET ASSETS		
Liabilities:		
Current Liabilities:		
Accounts and sales tax payable	\$ 24,174	\$ 30,121
Accrued payroll and related liabilities	17,836	2,586
Accrued leave	10,665	11,646
Total current liabilities	<u>52,675</u>	<u>44,353</u>
Total liabilities	<u>52,675</u>	<u>44,353</u>
Net Assets:		
Without donor restrictions:		
Unrestricted	914,079	1,230,526
Total net assets	<u>914,079</u>	<u>1,230,526</u>
Total liabilities and net assets	<u>\$ 966,754</u>	<u>\$ 1,274,879</u>

The accompanying notes are an integral part of these financial statements.

Mendocino County Tourism Commission, Inc.
Statements of Activities
For the year ended June 30, 2025
(with summarized financial information for June 30, 2024)

	Without Donor Restriction	With Donor Restriction	Total	2024
REVENUE, SUPPORT, AND GAINS				
Program service fees				
County BID	\$ 1,129,756	\$ -	\$ 1,129,756	\$ 1,420,975
County 50% Match	12,500	-	12,500	145,869
MCPA	-	-	-	6,129
Total program service fees	1,142,256	-	1,142,256	1,572,973
Investment income	315	-	315	489
Other revenues and gains	4,107	-	4,107	-
Total support and revenue before special events and net position released from restrictions	4,422	-	4,422	489
Total revenue, support, and gains	1,146,678	-	1,146,678	1,573,462
EXPENSES AND LOSSES				
Program services expenses				
Programs	611,305	-	611,305	1,147,213
Payroll	604,426	-	604,426	549,720
Total program service expenses	1,215,731	-	1,215,731	1,696,933
Supporting services expenses				
Management and general	241,730	-	241,730	268,829
Total supporting services expenses	247,394	-	247,394	276,315
Total expenses and losses	1,463,125	-	1,463,125	1,973,248
CHANGE IN NET ASSETS	(316,447)	-	(316,447)	(399,786)
NET ASSETS - Beginning of year	1,230,526	-	1,230,526	1,630,312
NET ASSETS - End of year	\$ 914,079	\$ -	\$ 914,079	\$ 1,230,526

The accompanying notes are an integral part of these financial statements.

Mendocino County Tourism Commission, Inc.

Statement of Functional Expenses

For the year ended June 30, 2025

	Program Services	Payroll	Management and General	Total Expenses
Salaries and wages	\$ -	\$ 424,463	\$ -	\$ 424,463
Payroll taxes	-	2,596	-	2,596
Employee benefits	-	159,676	-	159,676
Total personnel costs	-	586,735	-	586,735
Advertising and media	367,259	-	-	367,259
Website maintenance	6,833	-	-	6,833
Public relations	66,344	-	-	66,344
Visitor services/Partnerships	170,869	-	-	170,869
Bank and processing fees	-	1,897	69	1,966
Contracted services	-	15,794	-	15,794
Board Development	-	-	60,744	60,744
Bookkeeping and accounting	-	-	36,207	36,207
Legal fees	-	-	280	280
Repairs and maintenance	-	-	279	279
Office supplies and postage	-	-	7,092	7,092
Insurance	-	-	1,942	1,942
Office and storage rent	-	-	32,400	32,400
Taxes and Insurance	-	-	14,696	14,696
Telephone and telecommunications	-	-	9,586	9,586
Travel expenses	-	-	12,764	12,764
Dues and subscriptions	-	-	64,462	64,462
Depreciation	-	-	5,664	5,664
Other office expenses	-	-	1,209	1,209
Total expenses	<u>\$ 611,305</u>	<u>\$ 604,426</u>	<u>\$ 247,394</u>	<u>\$ 1,463,125</u>
Percentages	41.78%	41.31%	16.91%	100.00%

The accompanying notes are an integral part of these financial statements.

Mendocino County Tourism Commission, Inc.

Statement of Functional Expenses

For the year ended June 30, 2024

	Program Services	Payroll	Management and General	Total Expenses
Salaries and wages	\$ -	\$ 361,850	\$ -	\$ 361,850
Payroll taxes	-	45,423	-	45,423
Employee benefits	-	38,809	-	38,809
Total personnel costs	-	446,082	-	446,082
Advertising and media	586,343	-	-	586,343
Website maintenance	88,386	-	-	88,386
Public relations	157,512	-	-	157,512
Visitor services/partnerships	263,486	-	-	263,486
Leisure and group sales	51,486	-	-	51,486
Bank and processing fees	-	2,292	295	2,587
Contracted services	-	101,264	-	101,264
Board Development	-	-	71,343	71,343
Bookkeeping and accounting	-	-	42,012	42,012
Legal fees	-	-	965	965
Recruitment	-	82	-	82
Repairs and maintenance	-	-	7,999	7,999
Office supplies and postage	-	-	23,376	23,376
Office and storage rent	-	-	28,410	28,410
Travel	-	-	16,359	16,359
Taxes and insurance	-	-	4,871	4,871
Telephone and telecommunications	-	-	9,041	9,041
Dues and subscriptions	-	-	54,702	54,702
Utilities	-	-	8,138	8,138
Other office expenses	-	-	1,318	1,318
Total expenses	<u>\$ 1,147,213</u>	<u>\$ 549,720</u>	<u>\$ 268,829</u>	<u>\$ 1,965,762</u>
Percentages	58.36%	27.96%	13.68%	100.00%

The accompanying notes are an integral part of these financial statements.

Mendocino County Tourism Commission, Inc.
Statements of Cash Flows
For the year ended June 30, 2025
(with summarized financial information for June 30, 2024)

	<u>2025</u>	<u>2024</u>
CASH FLOWS FROM OPERATING ACTIVITIES:		
Other receipts from operations	\$ 1,146,363	\$ 1,572,973
Payments to employees	(571,485)	(469,034)
Payments to vendors for services and supplies	(897,744)	(1,764,632)
Net cash provided (used) by operating activities	<u>(322,866)</u>	<u>(660,693)</u>
CASH FLOW FROM CAPITAL AND RELATED FINANCING ACTIVITIES:		
Acquisition of capital assets	(3,425)	(4,505)
Net cash used by capital and related financing activities	<u>(3,425)</u>	<u>(4,505)</u>
CASH FLOWS FROM INVESTING ACTIVITIES:		
Investment income received	315	489
Net cash used by investing activities	<u>315</u>	<u>489</u>
Net increase (decrease) in cash	<u>(325,976)</u>	<u>(664,709)</u>
CASH AND INVESTMENTS:		
Beginning of year	985,287	1,649,996
End of year	<u>\$ 659,311</u>	<u>\$ 985,287</u>
RECONCILIATION OF CHANGE IN NET ASSETS TO NET CASH PROVIDED BY OPERATING ACTIVITIES:		
Change in net assets	\$ (316,447)	\$ (399,786)
Adjustments to reconcile change in net assets to net cash provided by operating activities:		
Depreciation	5,664	7,486
Investment income	(315)	(489)
Changes in operating assets and liabilities:		
Accounts receivable	(30,334)	(158,798)
Prepaid expenses	10,244	(16,663)
Accounts and sales tax payable	(5,947)	(64,216)
Accrued payroll and related liabilities	15,250	(22,952)
Accrued leave	(981)	(5,275)
Net cash provided (used) by operating activities	<u>\$ (322,866)</u>	<u>\$ (660,693)</u>
<i>Supplemental disclosures</i>		
Advertising	\$ 367,259	\$ 586,343
Noncash contributions	\$ -	\$ -

The accompanying notes are an integral part of these financial statements.

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Mendocino County Tourism Commission, Inc.
Notes to Financial Statements
For the years ended June 30, 2025 and 2024

1. PRINCIPAL ACTIVITY AND SIGNIFICANT ACCOUNTING POLICIES

Summary of Commission

The Mendocino County Tourism Commission, Inc., doing business as Visit Mendocino County, Inc., is a non-profit corporation as described in Section 501(c)(6) of the Internal Revenue Code and is exempt from federal and state income taxes. It was formed in June of 2009. In completing its purpose, Mendocino County Tourism Commission, Inc. is led by the Board of Directors comprised of 10 individuals. The Commission is responsible for all aspects of marketing and promoting Mendocino County to visitors and tourists.

Program and Supporting Services

Advertising and media - expenses for a highly targeted media plan focused on niche markets, including radio, digital billboards, online banner ads and print. Total advertising and media expenses were \$367,259 and \$586,343 during the years ended June 30, 2025 and 2024, respectively.

Website maintenance - expenses for redesigned website, increased search engine optimization to drive more traffic to the website, needed software updates.

Public relations - expenses for familiarization tours, media tours and trade shows.

Visitor services/Partnerships - expenses to support local festivals, visitor centers; develop new events; produce event calendar.

Leisure and group sales - expenses for hosting group familiarization tours from other countries and states; travel shows, sales and media missions.

Administrative expenses - expenses related to managing the business improvement district (BID) assessment and transient occupancy tax (TOT) income received from the County of Mendocino which includes board of director's insurance, accounting and legal fees and communication expenses.

Management and General – Includes the functions necessary to maintain an equitable employment program; ensure an adequate working environment; provide coordination and articulation of the Commission's program strategy through the Executive Director; secure proper administrative functioning of the Board of Directors; maintain competent legal services for the program administration of the Commission; and, manage the financial and budgetary responsibilities of the Commission.

1. PRINCIPAL ACTIVITY AND SIGNIFICANT ACCOUNTING POLICIES, CONTINUED

Revenues and Support and Adoption of Recent Accounting Guidance

In May 2014, the Financial Accounting Standards Board issued Accounting Standards Update 2014-09 Revenue from Contracts with Customers. The FASB issued ASU 2016-10 “Revenue from Contracts with Customers (Topic 606): Identifying Performance Obligations and Licensing” in April 2016, ASU 2016-11, and ASU 2016-12, “Revenue from Contracts with Customers (Topic 606): Narrow-Scope Improvements and Practical Expedients” in May 2016. These new standards supersede existing revenue recognition guidance and most industry-specific guidance. The core principle of the guidance is that an entity should recognize revenue to depict the transfer of promised goods or services to customers in an amount that reflects the consideration to which the entity expects to be entitled in exchange for those goods or services.

In June 2018, the Financial Accounting Standards Board issued Accounting Standards Update 2018-08, Not-for-profit Entities (Topic 958). This amendment is intended to clarify the scope and accounting guidance for contributions received and contributions made and eliminate diversity in practice in evaluating whether transactions should be accounted for as contributions (nonreciprocal transactions) or as exchange (reciprocal) transactions. Distinguishing between contributions and exchange transactions determines which guidance is applied. For contributions, an entity should follow clarified guidance in Topic 958, whereas for exchange transactions, an entity should adopt the guidance in Topic 606. The Commission adopted this new guidance for the year ended June 30, 2025.

For the years ended June 30, 2025, the Commission had one contract within the scope of Topic 606. The adoption of this guidance had no material impact on previously reported assets, liabilities or net assets on July 1, 2024. In applying the five-step model contained in the new guidance, the Commission has made significant judgements in identifying the promised goods or services in Commission’s contract that are distinct and which represent separate performance obligations. The Commission identified three performance obligations which include the County Business Improvement District Assessment (BID), County 50% Match and County BID adjustments. The BID revenue is recognized based upon BID assessments. The 50% match calculated based on the prior year’s gross BID receipts from the Mendocino County. The County BID adjustment is based upon a true-up of the County 50% match. over the term of the agreement.

Money from North Coast Tourism Council (NCTC) and Mendocino County Promotional Alliance (MCPA) are considered residual from revenue passthroughs for marketing initiative to the Commission programs.

For the years ended June 30, 2025, the Commission hasn’t received any grants within the scope of Topic 958 (see Note 4). The guidance is required to be applied on a modified prospective basis, to contracts entered into after January 1, 2019 or not completed as of January 1, 2019. Under the new guidance, the grants, which were previously considered to be exchange transactions, are now considered to be contributions.

Mendocino County Tourism Commission, Inc.
Notes to Financial Statements, Continued
For the years ended June 30, 2025 and 2024

1. PRINCIPAL ACTIVITY AND SIGNIFICANT ACCOUNTING POLICIES, CONTINUED

Revenues and Support and Adoption of Recent Accounting Guidance, Continued

In-kind contributions

In-kind contributions are reflected as revenue and expensed in the Statement of Activities at their fair market value in the period received. A substantial number of volunteers have donated services to the Commission program services during the year; however, these donated services are not reflected in the financial statements since they do not require specialized skills. The Commission had no In-kind contributions reported for the fiscal year ended June 30, 2025.

Comparative Financial Information

The accompanying financial statements include certain prior year summarized comparative information in total but not by net asset class. Such information does not include sufficient detail to constitute a presentation in conformity with accounting principles generally accepted in the United States of America (GAAP). Accordingly, such information should be read in conjunction with our audited financial statements for the year ended June 30, 2024, from which the summarized information was derived.

Cash, Cash Equivalents, and Restricted Cash

We consider all cash and highly liquid financial instruments with original maturities of three months or less, which are neither held for nor restricted by donors for long-term purposes, to be cash and cash equivalents. Cash and highly liquid financial instruments restricted to building projects, endowments that are perpetual in nature, or other long-term purposes are excluded from this definition.

The following table provides a reconciliation of cash, cash equivalents, and restricted cash reported within the statements of financial position to the sum of the corresponding amounts within the statements of cash flows:

	June 30, 2025	June 30, 2024
Cash and cash equivalents - without donor restriction	\$ 659,311	\$ 985,287
Total	\$ 659,311	\$ 1,594,984

Receivables and Credit Policies

Accounts receivable consist primarily of the TOT and BID income received from the County of Mendocino. The amount is based on actual collections by the County. At June 30, 2025, and 2024, the amounts were \$284,301 and \$253,967, respectively.

Mendocino County Tourism Commission, Inc.
Notes to Financial Statements, Continued
For the years ended June 30, 2025 and 2024

1. PRINCIPAL ACTIVITY AND SIGNIFICANT ACCOUNTING POLICIES, CONTINUED

Property and Equipment

Purchased property and equipment are carried at cost. Donations of property and equipment are recorded as contributions at their estimated fair value. It is the policy of the Commission to capitalize property and equipment over \$2,000. Depreciation of property and equipment is calculated using the straight-line cost recovery method based on estimated useful lives.

The Commission reviews the carrying values of property and equipment for impairment whenever events or circumstances indicate that the carrying value of an asset may not be recoverable from the estimated future cash flows expected to result from its use and eventual disposition. When considered impaired, an impairment loss is recognized to the extent carrying value exceeds the fair value of the asset. There were no indicators of asset impairment during the year ended June 30, 2025.

Investments

We record investment purchases at cost, or if donated, at fair value on the date of donation. Thereafter, investments are reported at their fair values in the statements of financial position. Net investment return/(loss) is reported in the statements of activities and consists of interest and dividend income, realized and unrealized capital gains and losses, less external and direct internal investment expenses.

Net Assets

Net assets, revenues, gains, and losses are classified based on the existence or absence of donor- or grantor-imposed restrictions. Accordingly, net assets and changes therein are classified and reported as follows:

Net Assets Without Donor Restrictions – Net assets available for use in general operations and not subject to donor (or certain grantor) restrictions. The governing board has designated, from net assets without donor restrictions, net assets for an operating reserve and board-designated endowment.

Mendocino County Tourism Commission, Inc.
Notes to Financial Statements, Continued
For the years ended June 30, 2025 and 2024

1. PRINCIPAL ACTIVITY AND SIGNIFICANT ACCOUNTING POLICIES, CONTINUED

Income Taxes

Mendocino County Tourism Commission is organized as a California nonprofit public benefit corporation and has been recognized by the IRS as exempt from federal income taxes as described in IRC Section 501(c)(6) and have been determined not to be a private foundation under IRC Sections 509(a)(1) and (3), respectively. The Commission is annually required to file a Return of Organization Exempt from Income Tax (Form 990) with the IRS and a California Exempt Organization Information Return (Form 199) with the State of California.

Functional Allocation of Expenses

Costs of providing the Commission's programs and other activities have been summarized in the Statements of Functional Expenses for the applicable year. During the year, such costs were accumulated into separate accounts as either direct for program services or direct management and administrative costs. Indirect costs were not allocated to the programs and consist of personnel salary and benefits included in the Payroll expenses category in the Statement of Functional Expenses.

Estimates

The preparation of financial statements in conformity with generally accepted accounting principles requires us to make estimates and assumptions that affect the reported amounts of assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates, and those differences could be material.

Financial Instruments and Credit Risk

The Commission manages deposit concentration risk by placing cash, money market accounts, and certificates of deposit with financial institutions believed to be creditworthy. At times, amounts on deposit may exceed insured limits or include uninsured investments in money market mutual funds. To date, the Commission has not experienced losses in any of these accounts. Credit risk associated with accounts receivable and promises to give is considered to be limited due to high historical collection rates and because substantial portions of the outstanding amounts are due from donors, governmental agencies, and foundations supportive of the Commission's mission. Investments are made by diversified investment managers whose performance is monitored by management and the investment committee of the Board of Directors. Although the fair values of investments are subject to fluctuation on a year-to-year basis, management and the investment committee believe that the investment policies and guidelines are prudent for the long-term welfare of the Commission.

Mendocino County Tourism Commission, Inc.
Notes to Financial Statements, Continued
For the years ended June 30, 2025 and 2024

2. LIQUIDITY AND AVAILABILITY

Financial assets available for general expenditure, that is, without donor or other restrictions limiting their use, within one year of the date of the statement of financial position, comprise the following:

	Balance as of June 30, 2025	Balance as of June 30, 2024
Cash and cash equivalents	\$ 659,311	\$ 985,287
Accounts receivable	284,301	253,967
	<u>\$ 943,612</u>	<u>\$ 1,239,254</u>

The Commission's deposits and certificates of deposit are entirely covered by federal depository insurance (FDIC). The FDIC currently insures the first \$250,000 of the Commission's Cash at each financial institution.

3. FAIR VALUE MEASUREMENTS AND INVESTMENTS

FASB ASC 820 established a framework for measuring fair value. That framework provides a fair value hierarchy that prioritizes the inputs to valuation techniques used to measure fair value. The hierarchy gives the highest priority to unadjusted quoted prices in active markets for identical assets or liabilities (Level 1 measurements) and the lowest priority to unobservable inputs (Level 3 measurements).

The three levels of the fair value hierarchy are as follows:

Level 1 – Inputs to the valuation methodology are unadjusted quoted prices for identical assets or liabilities in active markets that the Commission has the ability to access.

Level 2 – Inputs to the valuation methodology include:

- Quoted prices for similar assets or liabilities in active markets;
- Quoted prices for identical or similar assets or liabilities in inactive markets;
- Inputs other than quoted prices that are observable for the asset or liability;
- Inputs that are derived principally from or corroborated by observable market data by correlation or other means.

If the asset or liability has a specified (contractual) term, the Level 2 input must be observable for substantially the full term of the asset or liability.

Level 3 – Inputs to the valuation methodology are unobservable and significant to the fair value measurement.

The asset's or liability's fair value measurement level within the fair value hierarchy is based on the lowest level of any input that is significant to the fair value measurement. Valuation techniques used need to maximize the use of observable inputs and minimize the use of unobservable inputs. As a practical expedient, certain investments are measured at fair value on the basis of net asset value. The fair value of these investments is not included in the fair value hierarchy.

MCTC uses appropriate valuation techniques based on the available inputs to measure the fair value of their investments. When available, the Commission measures fair value using Level 1 inputs because they generally provide the most reliable evidence of fair value. Level 3 inputs are only used when Level 1 or Level 2 inputs are not available.

Mendocino County Tourism Commission, Inc.
Notes to Financial Statements, Continued
For the years ended June 30, 2025 and 2024

4. PROPERTY AND EQUIPMENT

Capital asset activity for the year ended June 30, 2025, was as follows:

	Balance Jul 1, 2024	Additions	Retirements	Balance Jun 30, 2025
Furniture and Equipment	\$ 46,655	\$ 3,425	\$ -	\$ 50,080
Total cost	46,655	3,425	-	50,080
Less: accumulated depreciation	(31,651)	(5,664)	-	(37,315)
Net book value	<u>\$ 15,004</u>	<u>\$ (2,239)</u>	<u>\$ -</u>	<u>\$ 12,765</u>

Capital asset activity for the year ended June 30, 2024, was as follows:

	Balance Jul 1, 2023	Additions	Retirements	Adjustments	Balance Jun 30, 2024
Furniture and Equipment	\$ 41,312	\$ 5,343	\$ -	\$ -	\$ 46,655
Total cost	41,312	5,343	-	-	46,655
Less: accumulated depreciation	(23,327)	(7,486)	-	(838)	(31,651)
Net book value	<u>\$ 17,985</u>	<u>\$ (2,143)</u>	<u>\$ -</u>	<u>\$ (838)</u>	<u>\$ 15,004</u>

There were \$3,425 in additions to property and equipment during the year. Depreciation was \$5,664 and \$7,486 for the fiscal years ended June 30, 2025, and 2024, respectively.

5. CONTINGENT LIABILITIES

The Commission's grants and contracts are subject to inspection and audit by the appropriate governmental funding agencies. The purpose is to determine whether program funds were used in accordance with their respective guidelines and regulations. The potential exists for disallowance of previously funded program costs. The ultimate liability, if any, which may result from these governmental audits cannot be reasonably estimated and, accordingly, the Commission has no provision for the possible disallowance of program costs on their financial statements.

6. FACILITY LEASES

The organization leases an office facility in Ukiah leased month to month at a rate of \$2,700 per month. Total rental expense for the years ended June 30, 2025, and 2024 for the two offices were \$32,400 and \$28,410.

7. NET ASSETS

Net assets consist of without donor restrictions. Without donor restrictions amounts reflect balances available for current operations of \$914,079.

Mendocino County Tourism Commission, Inc.
Notes to Financial Statements, Continued
For the years ended June 30, 2025 and 2024

8. REVENUES

Business Improvement District Assessment (BID)

In 2016, the Commission entered into an agreement with Mendocino County for services, activities and programs for the Business Improvement District to promote tourism. The Mendocino County pays the Commission the amounts based upon BID assessments, penalties and interest, less any allowable administrative audit and enforcement costs.

Additional BID Assessment Revenue

County 50% Match

MCTC receives a 50% match calculated based on the prior year's gross BID receipts from the Mendocino County.

County BID adjustment is based upon a true-up of the County 50% match because of timing of receipts.

Mendocino County Promotional Alliance (MCPA) devolved and passed through their residual funds for a marketing campaign within the Commission's program.

North Coast Tourism Council (NCTC) revenue is considered passthrough revenue for marketing initiatives within the Commission program.

The following table summarizes the revenue earned in 2025 and 2024, respectively.

Program service fees	Related organization passthroughs	
	2025	2024
County BID	\$ 1,129,756	\$ 1,420,975
County 50% Match	12,500	145,869
County BID adjustments	-	-
MCPA Passthroughs	-	-
NCTC Administration	-	-
	<u>\$ 1,142,256</u>	<u>\$ 1,572,973</u>

9. FUNCTIONALIZED EXPENSES

The financial statements report certain categories of expenses that are attributed to more than one program or supporting function. Therefore, expenses require allocation on a reasonable basis that is consistently applied. Indirect costs were not allocated to the programs and consist of personnel salary and benefits included in the Payroll expenses category in the Statement of Functional Expenses.

Mendocino County Tourism Commission, Inc.
Notes to Financial Statements, Continued
For the years ended June 30, 2025 and 2024

10. CONTINGENCIES

As of June 30, 2025, the Commission did not have any pending litigation or potential nondisclosed liabilities that management believes would have a material effect on the financial statements.

11. SUBSEQUENT EVENTS

The Commission has evaluated subsequent events from their year-end of June 30, 2025, through December 15, 2025, which is the date the financial statements were available to be issued. No subsequent events were identified that required adjustment to or additional disclosure within the financial statements.