

**Mendocino County Tourism Commission, Inc.**  
**Profit & Loss Budget Performance**  
 January 2016

	<b>Jan 16</b>	<b>Budget</b>	<b>% of Budget</b>	<b>Jul '15 - Jan 16</b>
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
4010 · MCLA BID Assessment	53,450.00	53,450.00	100.0%	374,150.00
4020 · MCPA Matching Funds	28,125.00	28,125.00	100.0%	196,875.00
4050 · NCTC Administration	0.00	750.00	0.0%	0.00
4110 · Visitor Guide Advertising	0.00	250.00	0.0%	0.00
4120 · Calendar Ad Income	2,100.00	250.00	840.0%	2,100.00
Sponsorship Program	0.00	833.33	0.0%	0.00
<b>Trade Shows/Other Income</b>				
4810 · Event Passport Income	0.00			3,500.00
4830 · Festival/ Event Brochure	0.00			1,500.00
4850 · Retail Sales				
Non-Taxable	27.00			71.00
Taxable	254.00			2,493.72
<b>Total 4850 · Retail Sales</b>	<b>281.00</b>			<b>2,564.72</b>
Trade Shows/Other Income - Other	0.00	2,500.00	0.0%	0.00
<b>Total Trade Shows/Other Income</b>	<b>281.00</b>	<b>2,500.00</b>	<b>11.24%</b>	<b>7,564.72</b>
4950 · Interest Income	4.08	2.50	163.2%	22.48
<b>Total Income</b>	<b>83,960.08</b>	<b>86,160.83</b>	<b>97.45%</b>	<b>580,712.20</b>
<b>Expense</b>				
<b>MEDIA &amp; WEBSITE</b>				
<b>Advertising/ Media</b>				
5010 · Media Plan Management	16,893.42	15,833.33	106.7%	121,253.94
5030 · Co-op Advertising	0.00	833.33	0.0%	1,767.00
5110 · Video Production	0.00	250.00	0.0%	59.95
5150 · Advertising Design	0.00	250.00	0.0%	953.04
5170 · Photography	0.00	250.00	0.0%	500.00
5200 · Direct Mail	0.00	250.00	0.0%	752.49
5240 · Board Development	0.00	833.33	0.0%	1,192.35
5290 · E-Mail Marketing	969.06			2,438.11
<b>Total Advertising/ Media</b>	<b>17,862.48</b>	<b>18,499.99</b>	<b>96.55%</b>	<b>128,916.88</b>
<b>Public Relations</b>				
5660 · Clipping Services	479.56			3,642.17
5510 · Public Relations Contract	4,167.00	8,583.33	48.55%	54,303.00
5530 · In-Market PR Stunts	2,000.00	583.33	342.86%	2,509.89
5550 · Visiting Media Expenses	262.06	1,041.67	25.16%	5,165.54
5560 · CTTC Media Events	0.00	208.33	0.0%	0.00
5570 · Bay/Sac Hosted Media Events	0.00	416.67	0.0%	0.00

	<b>Jan 16</b>	<b>Budget</b>	<b>% of Budget</b>	<b>Jul '15 - Jan 16</b>
<b>5610 - Travel -PR Related Staff</b>	133.92	833.33	16.07%	4,931.71
<b>5650 - Communication Coordinator</b>	5,000.00	4,000.00	125.0%	29,000.00
<b>Total Public Relations</b>	<b>12,042.54</b>	<b>15,666.66</b>	<b>76.87%</b>	<b>99,552.31</b>
<b>Website Maint / Development</b>				
<b>5710 - Interactive Media Coordinator</b>	3,000.00	1,000.00	300.0%	5,500.00
<b>5730 - Interactive Marketing</b>	26.00	500.00	5.2%	1,052.85
<b>5750 - Development/ Maintenance</b>	0.00	1,500.00	0.0%	28,934.96
<b>Total Website Maint / Development</b>	<b>3,026.00</b>	<b>3,000.00</b>	<b>100.87%</b>	<b>35,487.81</b>
<b>Leisure/ Group Sales</b>				
<b>5810 - Booth Development &amp; Giveaways</b>	0.00	833.33	0.0%	6,860.93
<b>5820 - Consumer &amp; Trade Shows</b>	1,109.37	750.00	147.92%	11,174.48
<b>5840 - State Fair Exhibit</b>	0.00	500.00	0.0%	0.00
<b>5870 - Shipping - Travel Shows</b>	109.84	250.00	43.94%	362.67
<b>5880 - Travel-Leisure/Grp Sales Staff</b>	370.29	916.67	40.4%	7,305.94
<b>5890 - Misc. Sales Activities</b>	150.00	250.00	60.0%	797.21
<b>Total Leisure/ Group Sales</b>	<b>1,739.50</b>	<b>3,500.00</b>	<b>49.7%</b>	<b>26,501.23</b>
<b>Total MEDIA &amp; WEBSITE</b>	<b>34,670.52</b>	<b>40,666.65</b>	<b>85.26%</b>	<b>290,458.23</b>
<b>VISITOR SERVICES/PARTNERSHIPS</b>				
<b>Visitor Svs/Fulfillment</b>				
<b>6010 - Visitor Guide</b>	4,900.69	3,333.33	147.02%	5,819.44
<b>6020 - Visitor Guide Distribution</b>	1,215.93			6,065.38
<b>6040 - In County Guides</b>	0.00	250.00	0.0%	93.80
<b>6170 - Signage-Gateway &amp; Visitor Ctr</b>	56.28	166.67	33.77%	56.28
<b>6190 - Visitor Center/ Info Support</b>	0.00	416.67	0.0%	6,382.50
<b>6210 - Event Partnership Funding</b>	536.67	416.67	128.8%	4,649.48
<b>6220 - Event Guide Printing/Dist.</b>	193.54	1,333.33	14.52%	13,554.12
<b>6300 - In County Mixers, Fairs</b>	47.52	41.67	114.04%	369.02
<b>Retail Store</b>				
<b>6412A - Purchases for Resale</b>	0.00			396.30
<b>6412B - Store Supplies/Expenses</b>	24.95			1,482.73
<b>6412C - Contract Labor - Store</b>	0.00			215.00
<b>6412D - Consignee payments</b>	0.00			986.72
<b>Retail Store - Other</b>	0.00	833.33	0.0%	0.00
<b>Total Retail Store</b>	<b>24.95</b>	<b>833.33</b>	<b>2.99%</b>	<b>3,080.75</b>
<b>Total Visitor Svs/Fulfillment</b>	<b>6,975.58</b>	<b>6,791.67</b>	<b>102.71%</b>	<b>40,070.77</b>
<b>Partnerships</b>				
<b>6510 - North Coast Tourism Council</b>	0.00			205.10
<b>6520 - Memberships</b>	0.00	583.33	0.0%	7,014.08
<b>6550 - Conferences &amp; Seminars</b>	699.00	416.67	167.76%	4,545.95

	Jan 16	Budget	% of Budget	Jul '15 - Jan 16
6570 · Travel-Partnership Related	575.64	1,083.33	53.14%	4,265.41
6620 · In County Partner Relations	53.83	83.33	64.6%	213.83
<b>Total Partnerships</b>	<b>1,328.47</b>	<b>2,166.66</b>	<b>61.31%</b>	<b>16,244.37</b>
<b>Total VISITOR SERVICES/PARTNERSHIPS</b>	<b>8,304.05</b>	<b>8,958.33</b>	<b>92.7%</b>	<b>56,315.14</b>
<b>Admin Expenses</b>				
7010 · Accounting Fees	0.00			2,385.00
7020 · Bookkeeping	0.00	333.33	0.0%	1,963.50
7030 · Legal Fees	289.55	833.33	34.75%	3,383.04
7050 · Bad Debt	0.00			385.00
7060 · Bank Fees	0.00	4.17	0.0%	20.00
7090 · Copying/ Printing	992.72	83.33	1,191.31%	1,369.31
7120 · Insurance- BOD & Liability	0.00	250.00	0.0%	4,386.00
7150 · Meeting Expenses	107.27	41.67	257.43%	316.95
7200 · Office Expense	3,051.89	833.33	366.23%	9,052.64
7210 · Postage/ Shipping	66.09	208.33	31.72%	354.97
7250 · Rent - Office/ Storage	1,800.00	1,833.33	98.18%	12,600.00
7270 · Taxes - Unsecured	0.00			56.35
7280 · Travel - VMC Admin	145.63	500.00	29.13%	3,986.66
7310 · Telephone/ Telecomm	1,224.68	833.33	146.96%	6,143.05
7350 · Utilities	468.03	416.67	112.33%	2,881.68
<b>Total Admin Expenses</b>	<b>8,145.86</b>	<b>6,170.82</b>	<b>132.01%</b>	<b>49,284.15</b>
<b>MCLA Admin Expenses</b>				
8110 · Member Newsletter Printing	0.00	83.33	0.0%	1,180.94
8120 · Member Newsletter Postage	0.00	83.33	0.0%	1,724.82
8130 · Member Mailings-elections, etc	0.00	83.33	0.0%	0.00
8150 · Annual Meeting	0.00	83.33	0.0%	0.00
8180 · Travel - MCLA Admin	0.00	83.33	0.0%	280.97
8190 · mcla.info devel/maint	20.00			20.00
<b>Total MCLA Admin Expenses</b>	<b>20.00</b>	<b>416.65</b>	<b>4.8%</b>	<b>3,206.73</b>
<b>MCPA Admin Expenses</b>				
8310 · Accountant Fees	0.00			0.00
8330 · Insurance	0.00	83.33	0.0%	1,868.00
8350 · Travel - MCPA Admin	23.31	62.50	37.3%	92.31
<b>Total MCPA Admin Expenses</b>	<b>23.31</b>	<b>145.83</b>	<b>15.98%</b>	<b>1,960.31</b>
<b>Personnel</b>				
8510 · Salaries & Wages	9,036.75	23,208.33	38.94%	140,511.65
8530 · Payroll Taxes	1,305.82	2,208.33	59.13%	12,952.70
8550 · Workers Comp	0.00	291.67	0.0%	2,144.66
8570 · Medical Insurance	474.00	2,500.00	18.96%	11,084.07
8580 · Other Employee Benefits	0.00	333.33	0.0%	3,753.74

	<b>Jan 16</b>	<b>Budget</b>	<b>% of Budget</b>	<b>Jul '15 - Jan 16</b>
<b>8590 - Contract Work</b>	17,565.00	500.00	3,513.0%	31,270.00
<b>Total Personnel</b>	28,381.57	29,041.66	97.73%	201,716.82
<b>Total Expense</b>	79,545.31	85,399.94	93.14%	602,941.38
<b>Net Ordinary Income</b>	4,414.77	760.89	580.21%	-22,229.18
<b>Other Income/Expense</b>				
<b>Other Expense</b>				
<b>To Be Categorized</b>	7,897.32			7,897.32
<b>Total Other Expense</b>	7,897.32			7,897.32
<b>Net Other Income</b>	-7,897.32	0.00	100.0%	-7,897.32
<b>Net Income</b>	<b>-3,482.55</b>	<b>760.89</b>	<b>-457.69%</b>	<b>-30,126.50</b>

**Mendocino County Tourism Commission, Inc.**  
**Profit & Loss Budget Performance**  
 January 2016

03/03/2016  
 Accrual Basis

	<b>YTD Budget</b>	<b>% of Budget</b>	<b>Annual Budget</b>
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
4010 · MCLA BID Assessment	374,150.00	100.0%	641,400.00
4020 · MCPA Matching Funds	196,875.00	100.0%	337,500.00
4050 · NCTC Administration	5,250.00	0.0%	9,000.00
4110 · Visitor Guide Advertising	1,750.00	0.0%	3,000.00
4120 · Calendar Ad Income	1,750.00	120.0%	3,000.00
Sponsorship Program	5,833.35	0.0%	10,000.00
<b>Trade Shows/Other Income</b>			
4810 · Event Passport Income			
4830 · Festival/ Event Brochure			
4850 · Retail Sales			
Non-Taxable			
Taxable			
Total 4850 · Retail Sales			
Trade Shows/Other Income - Other	17,500.00	0.0%	30,000.00
<b>Total Trade Shows/Other Income</b>	<b>17,500.00</b>	<b>43.23%</b>	<b>30,000.00</b>
4950 · Interest Income	17.50	128.46%	30.00
<b>Total Income</b>	<b>603,125.85</b>	<b>96.28%</b>	<b>1,033,930.00</b>
<b>Expense</b>			
<b>MEDIA &amp; WEBSITE</b>			
<b>Advertising/ Media</b>			
5010 · Media Plan Management	110,833.35	109.4%	190,000.00
5030 · Co-op Advertising	5,833.35	30.29%	10,000.00
5110 · Video Production	1,750.00	3.43%	3,000.00
5150 · Advertising Design	1,750.00	54.46%	3,000.00
5170 · Photography	1,750.00	28.57%	3,000.00
5200 · Direct Mail	1,750.00	43.0%	3,000.00
5240 · Board Development	5,833.35	20.44%	10,000.00
5290 · E-Mail Marketing			
<b>Total Advertising/ Media</b>	<b>129,500.05</b>	<b>99.55%</b>	<b>222,000.00</b>
<b>Public Relations</b>			
5660 · Clipping Services			
5510 · Public Relations Contract	60,083.35	90.38%	103,000.00
5530 · In-Market PR Stunts	4,083.35	61.47%	7,000.00
5550 · Visiting Media Expenses	7,291.65	70.84%	12,500.00
5560 · CTTC Media Events	1,458.35	0.0%	2,500.00
5570 · Bay/Sac Hosted Media Events	2,916.65	0.0%	5,000.00

	<b>YTD Budget</b>	<b>% of Budget</b>	<b>Annual Budget</b>
5610 - Travel -PR Related Staff	5,833.35	84.54%	10,000.00
5650 - Communication Coordinator	28,000.00	103.57%	48,000.00
<b>Total Public Relations</b>	<b>109,666.70</b>	<b>90.78%</b>	<b>188,000.00</b>
<b>Website Maint / Development</b>			
5710 - Interactive Media Coordinator	7,000.00	78.57%	12,000.00
5730 - Interactive Marketing	3,500.00	30.08%	6,000.00
5750 - Development/ Maintenance	10,500.00	275.57%	18,000.00
<b>Total Website Maint / Development</b>	<b>21,000.00</b>	<b>168.99%</b>	<b>36,000.00</b>
<b>Leisure/ Group Sales</b>			
5810 - Booth Development & Giveaways	5,833.35	117.62%	10,000.00
5820 - Consumer & Trade Shows	5,250.00	212.85%	9,000.00
5840 - State Fair Exhibit	3,500.00	0.0%	6,000.00
5870 - Shipping - Travel Shows	1,750.00	20.72%	3,000.00
5880 - Travel-Leisure/Grp Sales Staff	6,416.65	113.86%	11,000.00
5890 - Misc. Sales Activities	1,750.00	45.56%	3,000.00
<b>Total Leisure/ Group Sales</b>	<b>24,500.00</b>	<b>108.17%</b>	<b>42,000.00</b>
<b>Total MEDIA &amp; WEBSITE</b>	<b>284,666.75</b>	<b>102.03%</b>	<b>488,000.00</b>
<b>VISITOR SERVICES/PARTNERSHIPS</b>			
<b>Visitor Svs/Fulfillment</b>			
6010 - Visitor Guide	23,333.35	24.94%	40,000.00
6020 - Visitor Guide Distribution			
6040 - In County Guides	1,750.00	5.36%	3,000.00
6170 - Signage-Gateway & Visitor Ctr	1,166.65	4.82%	2,000.00
6190 - Visitor Center/ Info Support	2,916.65	218.83%	5,000.00
6210 - Event Partnership Funding	2,916.65	159.41%	5,000.00
6220 - Event Guide Printing/Dist.	9,333.35	145.22%	16,000.00
6300 - In County Mixers, Fairs	291.65	126.53%	500.00
<b>Retail Store</b>			
6412A - Purchases for Resale			
6412B - Store Supplies/Expenses			
6412C - Contract Labor - Store			
6412D - Consignee payments			
Retail Store - Other	5,833.35	0.0%	10,000.00
<b>Total Retail Store</b>	<b>5,833.35</b>	<b>52.81%</b>	<b>10,000.00</b>
<b>Total Visitor Svs/Fulfillment</b>	<b>47,541.65</b>	<b>84.29%</b>	<b>81,500.00</b>
<b>Partnerships</b>			
6510 - North Coast Tourism Council			
6520 - Memberships	4,083.35	171.77%	7,000.00
6550 - Conferences & Seminars	2,916.65	155.86%	5,000.00

	<b>YTD Budget</b>	<b>% of Budget</b>	<b>Annual Budget</b>
6570 · Travel-Partnership Related	7,583.35	56.25%	13,000.00
6620 · In County Partner Relations	583.35	36.66%	1,000.00
<b>Total Partnerships</b>	<b>15,166.70</b>	<b>107.11%</b>	<b>26,000.00</b>
<b>Total VISITOR SERVICES/PARTNERSHIPS</b>	<b>62,708.35</b>	<b>89.81%</b>	<b>107,500.00</b>
<b>Admin Expenses</b>			
7010 · Accounting Fees	4,500.00	53.0%	4,500.00
7020 · Bookkeeping	2,333.35	84.15%	4,000.00
7030 · Legal Fees	5,833.35	58.0%	10,000.00
7050 · Bad Debt			
7060 · Bank Fees	29.15	68.61%	50.00
7090 · Copying/ Printing	583.35	234.73%	1,000.00
7120 · Insurance- BOD & Liability	1,750.00	250.63%	3,000.00
7150 · Meeting Expenses	291.65	108.68%	500.00
7200 · Office Expense	5,773.35	156.8%	9,940.00
7210 · Postage/ Shipping	1,458.35	24.34%	2,500.00
7250 · Rent - Office/ Storage	12,833.35	98.18%	22,000.00
7270 · Taxes - Unsecured	60.00	93.92%	60.00
7280 · Travel - VMC Admin	3,500.00	113.91%	6,000.00
7310 · Telephone/ Telecomm	5,833.35	105.31%	10,000.00
7350 · Utilities	2,916.65	98.8%	5,000.00
<b>Total Admin Expenses</b>	<b>47,695.90</b>	<b>103.33%</b>	<b>78,550.00</b>
<b>MCLA Admin Expenses</b>			
8110 · Member Newsletter Printing	583.35	202.44%	1,000.00
8120 · Member Newsletter Postage	583.35	295.68%	1,000.00
8130 · Member Mailings-elections, etc	583.35	0.0%	1,000.00
8150 · Annual Meeting	583.35	0.0%	1,000.00
8180 · Travel - MCLA Admin	583.35	48.17%	1,000.00
8190 · mcla.info devel/maint			
<b>Total MCLA Admin Expenses</b>	<b>2,916.75</b>	<b>109.94%</b>	<b>5,000.00</b>
<b>MCPA Admin Expenses</b>			
8310 · Accountant Fees	2,000.00	0.0%	2,000.00
8330 · Insurance	583.35	320.22%	1,000.00
8350 · Travel - MCPA Admin	437.50	21.1%	750.00
<b>Total MCPA Admin Expenses</b>	<b>3,020.85</b>	<b>64.89%</b>	<b>3,750.00</b>
<b>Personnel</b>			
8510 · Salaries & Wages	162,458.35	86.49%	278,500.00
8530 · Payroll Taxes	15,458.35	83.79%	26,500.00
8550 · Workers Comp	2,041.65	105.05%	3,500.00
8570 · Medical Insurance	17,500.00	63.34%	30,000.00
8580 · Other Employee Benefits	2,333.35	160.87%	4,000.00

	<b>YTD Budget</b>	<b>% of Budget</b>	<b>Annual Budget</b>
8590 - Contract Work	3,500.00	893.43%	6,000.00
<b>Total Personnel</b>	<b>203,291.70</b>	<b>99.23%</b>	<b>348,500.00</b>
<b>Total Expense</b>	<b>604,300.30</b>	<b>99.78%</b>	<b>1,031,300.00</b>
<b>Net Ordinary Income</b>	<b>-1,174.45</b>	<b>1,892.73%</b>	<b>2,630.00</b>
<b>Other Income/Expense</b>			
<b>Other Expense</b>			
<b>To Be Categorized</b>			
<b>Total Other Expense</b>			
<b>Net Other Income</b>	<b>0.00</b>	<b>100.0%</b>	<b>0.00</b>
<b>Net Income</b>	<b>-1,174.45</b>	<b>2,565.16%</b>	<b>2,630.00</b>