

**Mendocino County Tourism Commission, Inc.**  
**Profit & Loss Prev Year Comparison**  
 July 2015 through January 2016

	<b>Jul '15 - Jan 16</b>	<b>Jul '14 - Jan 15</b>	<b>\$ Change</b>
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
4010 - MCLA BID Assessment	374,150.00	341,250.00	32,900.00
4020 - MCPA Matching Funds	196,875.00	199,500.00	-2,625.00
4050 - NCTC Administration	0.00	9,000.00	-9,000.00
4110 - Visitor Guide Advertising	0.00	56,138.33	-56,138.33
4120 - Calendar Ad Income	2,100.00	7,600.00	-5,500.00
<b>Trade Shows/Other Income</b>			
4510 - AARP Show	0.00	2,750.00	-2,750.00
4520 - Bark in the Park	0.00	500.00	-500.00
4530 - Bay Area Show	0.00	150.00	-150.00
4810 - Event Passport Income	3,500.00	11,575.00	-8,075.00
4830 - Festival/ Event Brochure	1,500.00	0.00	1,500.00
4850 - Retail Sales			
Non-Taxable	71.00	184.08	-113.08
Taxable	2,493.72	3,133.45	-639.73
<b>Total 4850 - Retail Sales</b>	<b>2,564.72</b>	<b>3,317.53</b>	<b>-752.81</b>
<b>Total Trade Shows/Other Income</b>	<b>7,564.72</b>	<b>18,292.53</b>	<b>-10,727.81</b>
4950 - Interest Income	22.48	46.18	-23.70
<b>Other Income</b>			
2032 - Pet Brochure	0.00	4,075.00	-4,075.00
5089 - Website	0.00	625.00	-625.00
Other Income - Other	0.00	2,102.00	-2,102.00
<b>Total Other Income</b>	<b>0.00</b>	<b>6,802.00</b>	<b>-6,802.00</b>
<b>Total Income</b>	<b>580,712.20</b>	<b>638,629.04</b>	<b>-57,916.84</b>
<b>Expense</b>			
<b>MEDIA &amp; WEBSITE</b>			
<b>Advertising/ Media</b>			
5010 - Media Plan Management	121,253.94	105,012.75	16,241.19
5030 - Co-op Advertising	1,767.00	0.00	1,767.00
5110 - Video Production	59.95	0.00	59.95
5150 - Advertising Design	953.04	525.00	428.04
5170 - Photography	500.00	493.98	6.02
5200 - Direct Mail	752.49	0.00	752.49
5240 - Board Development	1,192.35	300.00	892.35
5290 - E-Mail Marketing	2,438.11	7,382.67	-4,944.56
Print & On-Line Banner Adv.			

	<b>Jul '15 - Jan 16</b>	<b>Jul '14 - Jan 15</b>	<b>\$ Change</b>
TripAdvisor	0.00	2,175.46	-2,175.46
<b>Total Print &amp; On-Line Banner Adv.</b>	<b>0.00</b>	<b>2,175.46</b>	<b>-2,175.46</b>
<b>Total Advertising/ Media</b>	<b>128,916.88</b>	<b>115,889.86</b>	<b>13,027.02</b>
<b>Public Relations</b>			
5660 - Clipping Services	3,642.17	0.00	3,642.17
5510 - Public Relations Contract	54,303.00	55,000.00	-697.00
5530 - In-Market PR Stunts	2,509.89	3,150.80	-640.91
5550 - Visiting Media Expenses	5,165.54	6,518.89	-1,353.35
5560 - CTTC Media Events	0.00	500.00	-500.00
5610 - Travel -PR Related Staff	4,931.71	5,918.85	-987.14
5650 - Communication Coordinator	29,000.00	28,000.00	1,000.00
<b>Total Public Relations</b>	<b>99,552.31</b>	<b>99,088.54</b>	<b>463.77</b>
<b>Website Maint / Development</b>			
5710 - Interactive Media Coordinator	5,500.00	7,000.00	-1,500.00
5730 - Interactive Marketing	1,052.85	0.00	1,052.85
5750 - Development/ Maintenance	28,934.96	1,621.77	27,313.19
5790 - Search Engine/Optimization	0.00	614.95	-614.95
<b>Total Website Maint / Development</b>	<b>35,487.81</b>	<b>9,236.72</b>	<b>26,251.09</b>
<b>Leisure/ Group Sales</b>			
5810 - Booth Development & Giveaways	6,860.93	2,002.85	4,858.08
5820 - Consumer & Trade Shows	11,174.48	1,000.00	10,174.48
5840 - State Fair Exhibit	0.00	1,042.37	-1,042.37
5870 - Shipping - Travel Shows	362.67	1,716.69	-1,354.02
5880 - Travel-Leisure/Grp Sales Staff	7,305.94	3,725.79	3,580.15
5890 - Misc. Sales Activities	797.21	1,625.00	-827.79
<b>Total Leisure/ Group Sales</b>	<b>26,501.23</b>	<b>11,112.70</b>	<b>15,388.53</b>
<b>Total MEDIA &amp; WEBSITE</b>	<b>290,458.23</b>	<b>235,327.82</b>	<b>55,130.41</b>
<b>VISITOR SERVICES/PARTNERSHIPS</b>			
<b>Visitor Svs/Fulfillment</b>			
6010 - Visitor Guide	5,819.44	5,976.51	-157.07
6020 - Visitor Guide Distribution	6,065.38	5,458.56	606.82
6040 - In County Guides	93.80	3,865.73	-3,771.93
6170 - Signage-Gateway & Visitor Ctr	56.28	0.00	56.28
6190 - Visitor Center/ Info Support	6,382.50	5,000.00	1,382.50
6210 - Event Partnership Funding	4,649.48	2,328.96	2,320.52
6220 - Event Guide Printing/Dist.	13,554.12	16,359.97	-2,805.85
6300 - In County Mixers, Fairs	369.02	50.00	319.02
<b>Retail Store</b>			
6412A - Purchases for Resale	396.30	2,063.31	-1,667.01

	<b>Jul '15 - Jan 16</b>	<b>Jul '14 - Jan 15</b>	<b>\$ Change</b>
<b>6412B · Store Supplies/Expenses</b>	1,482.73	799.79	682.94
<b>6412C · Contract Labor - Store</b>	215.00	1,505.00	-1,290.00
<b>6412D · Consignee payments</b>	986.72	2,395.20	-1,408.48
<b>Total Retail Store</b>	<b>3,080.75</b>	<b>6,763.30</b>	<b>-3,682.55</b>
<b>Total Visitor Svs/Fulfillment</b>	<b>40,070.77</b>	<b>45,803.03</b>	<b>-5,732.26</b>
<b>Partnerships</b>			
<b>6510 · North Coast Tourism Council</b>	205.10	0.00	205.10
<b>6520 · Memberships</b>	7,014.08	4,152.00	2,862.08
<b>6550 · Conferences &amp; Seminars</b>	4,545.95	850.00	3,695.95
<b>6570 · Travel-Partnership Related</b>	4,265.41	7,162.62	-2,897.21
<b>6620 · In County Partner Relations</b>	213.83	1,273.62	-1,059.79
<b>6680 · MWI Grant</b>	0.00	50.00	-50.00
<b>Total Partnerships</b>	<b>16,244.37</b>	<b>13,488.24</b>	<b>2,756.13</b>
<b>Total VISITOR SERVICES/PARTNERSHIPS</b>	<b>56,315.14</b>	<b>59,291.27</b>	<b>-2,976.13</b>
<b>Admin Expenses</b>			
<b>7010 · Accounting Fees</b>	2,385.00	2,750.00	-365.00
<b>7020 · Bookkeeping</b>	1,963.50	1,877.75	85.75
<b>7030 · Legal Fees</b>	3,383.04	5,916.70	-2,533.66
<b>7050 · Bad Debt</b>	385.00	0.00	385.00
<b>7060 · Bank Fees</b>	20.00	14.50	5.50
<b>7090 · Copying/ Printing</b>	1,369.31	0.00	1,369.31
<b>7120 · Insurance- BOD &amp; Liability</b>	4,386.00	2,857.00	1,529.00
<b>7140 · Licenses &amp; Permits</b>	0.00	41.00	-41.00
<b>7150 · Meeting Expenses</b>	316.95	303.98	12.97
<b>7200 · Office Expense</b>	9,052.64	5,284.75	3,767.89
<b>7210 · Postage/ Shipping</b>	354.97	1,263.09	-908.12
<b>7250 · Rent - Office/ Storage</b>	12,600.00	12,600.00	0.00
<b>7270 · Taxes - Unsecured</b>	56.35	50.80	5.55
<b>7280 · Travel - VMC Admin</b>	3,986.66	3,634.75	351.91
<b>7310 · Telephone/ Telecomm</b>	6,143.05	5,325.46	817.59
<b>7350 · Utilities</b>	2,881.68	1,860.54	1,021.14
<b>Total Admin Expenses</b>	<b>49,284.15</b>	<b>43,780.32</b>	<b>5,503.83</b>
<b>MCLA Admin Expenses</b>			
<b>8110 · Member Newsletter Printing</b>	1,180.94	0.00	1,180.94
<b>8120 · Member Newsletter Postage</b>	1,724.82	243.60	1,481.22
<b>8130 · Member Mailings-elections, etc</b>	0.00	92.82	-92.82
<b>8180 · Travel - MCLA Admin</b>	280.97	403.64	-122.67
<b>8190 · mcla.info devel/maint</b>	20.00	514.77	-494.77
<b>Total MCLA Admin Expenses</b>	<b>3,206.73</b>	<b>1,254.83</b>	<b>1,951.90</b>

	<b>Jul '15 - Jan 16</b>	<b>Jul '14 - Jan 15</b>	<b>\$ Change</b>
<b>MCPA Admin Expenses</b>			
8320 · Legal Fees	0.00	20.00	-20.00
8330 · Insurance	1,868.00	575.00	1,293.00
8350 · Travel - MCPA Admin	92.31	817.07	-724.76
<b>Total MCPA Admin Expenses</b>	<b>1,960.31</b>	<b>1,412.07</b>	<b>548.24</b>
<b>Personnel</b>			
8510 · Salaries & Wages	140,511.65	145,683.46	-5,171.81
8530 · Payroll Taxes	12,952.70	11,986.32	966.38
8550 · Workers Comp	2,144.66	1,326.00	818.66
8570 · Medical Insurance	11,084.07	14,773.98	-3,689.91
8580 · Other Employee Benefits	3,753.74	1,790.77	1,962.97
8590 · Contract Work	31,270.00	1,040.00	30,230.00
<b>Total Personnel</b>	<b>201,716.82</b>	<b>176,600.53</b>	<b>25,116.29</b>
<b>Total Expense</b>	<b>602,941.38</b>	<b>517,666.84</b>	<b>85,274.54</b>
<b>Net Ordinary Income</b>	<b>-22,229.18</b>	<b>120,962.20</b>	<b>-143,191.38</b>
<b>Other Income/Expense</b>			
<b>Other Expense</b>			
To Be Categorized	7,897.32	0.00	7,897.32
<b>Total Other Expense</b>	<b>7,897.32</b>	<b>0.00</b>	<b>7,897.32</b>
<b>Net Other Income</b>	<b>-7,897.32</b>	<b>0.00</b>	<b>-7,897.32</b>
<b>Net Income</b>	<b>-30,126.50</b>	<b>120,962.20</b>	<b>-151,088.70</b>

**Mendocino County Tourism Commission, Inc.**  
**Profit & Loss Prev Year Comparison**  
 July 2015 through January 2016

03/03/2016  
 Accrual Basis

	<u><b>% Change</b></u>
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
4010 · MCLA BID Assessment	9.64%
4020 · MCPA Matching Funds	-1.32%
4050 · NCTC Administration	-100.0%
4110 · Visitor Guide Advertising	-100.0%
4120 · Calendar Ad Income	-72.37%
<b>Trade Shows/Other Income</b>	
4510 · AARP Show	-100.0%
4520 · Bark in the Park	-100.0%
4530 · Bay Area Show	-100.0%
4810 · Event Passport Income	-69.76%
4830 · Festival/ Event Brochure	100.0%
4850 · Retail Sales	
Non-Taxable	-61.43%
Taxable	-20.42%
<b>Total 4850 · Retail Sales</b>	<u>-22.69%</u>
<b>Total Trade Shows/Other Income</b>	-58.65%
4950 · Interest Income	-51.32%
<b>Other Income</b>	
2032 · Pet Brochure	-100.0%
5089 · Website	-100.0%
Other Income - Other	-100.0%
<b>Total Other Income</b>	<u>-100.0%</u>
<b>Total Income</b>	-9.07%
<b>Expense</b>	
<b>MEDIA &amp; WEBSITE</b>	
<b>Advertising/ Media</b>	
5010 · Media Plan Management	15.47%
5030 · Co-op Advertising	100.0%
5110 · Video Production	100.0%
5150 · Advertising Design	81.53%
5170 · Photography	1.22%
5200 · Direct Mail	100.0%
5240 · Board Development	297.45%
5290 · E-Mail Marketing	-66.98%
<b>Print &amp; On-Line Banner Adv.</b>	

	<b>% Change</b>
TripAdvisor	-100.0%
<b>Total Print &amp; On-Line Banner Adv.</b>	<b>-100.0%</b>
<b>Total Advertising/ Media</b>	<b>11.24%</b>
<b>Public Relations</b>	
5660 · Clipping Services	100.0%
5510 · Public Relations Contract	-1.27%
5530 · In-Market PR Stunts	-20.34%
5550 · Visiting Media Expenses	-20.76%
5560 · CTTC Media Events	-100.0%
5610 · Travel -PR Related Staff	-16.68%
5650 · Communication Coordinator	3.57%
<b>Total Public Relations</b>	<b>0.47%</b>
<b>Website Maint / Development</b>	
5710 · Interactive Media Coordinator	-21.43%
5730 · Interactive Marketing	100.0%
5750 · Development/ Maintenance	1,684.16%
5790 · Search Engine/Optimization	-100.0%
<b>Total Website Maint / Development</b>	<b>284.2%</b>
<b>Leisure/ Group Sales</b>	
5810 · Booth Development & Giveaways	242.56%
5820 · Consumer & Trade Shows	1,017.45%
5840 · State Fair Exhibit	-100.0%
5870 · Shipping - Travel Shows	-78.87%
5880 · Travel-Leisure/Grp Sales Staff	96.09%
5890 · Misc. Sales Activities	-50.94%
<b>Total Leisure/ Group Sales</b>	<b>138.48%</b>
<b>Total MEDIA &amp; WEBSITE</b>	<b>23.43%</b>
<b>VISITOR SERVICES/PARTNERSHIPS</b>	
<b>Visitor Svs/Fulfillment</b>	
6010 · Visitor Guide	-2.63%
6020 · Visitor Guide Distribution	11.12%
6040 · In County Guides	-97.57%
6170 · Signage-Gateway & Visitor Ctr	100.0%
6190 · Visitor Center/ Info Support	27.65%
6210 · Event Partnership Funding	99.64%
6220 · Event Guide Printing/Dist.	-17.15%
6300 · In County Mixers, Fairs	638.04%
<b>Retail Store</b>	
6412A · Purchases for Resale	-80.79%

	<b>% Change</b>
6412B · Store Supplies/Expenses	85.39%
6412C · Contract Labor - Store	-85.71%
6412D · Consignee payments	-58.8%
<b>Total Retail Store</b>	<b>-54.45%</b>
<b>Total Visitor Svcs/Fulfillment</b>	<b>-12.52%</b>
<b>Partnerships</b>	
6510 · North Coast Tourism Council	100.0%
6520 · Memberships	68.93%
6550 · Conferences & Seminars	434.82%
6570 · Travel-Partnership Related	-40.45%
6620 · In County Partner Relations	-83.21%
6680 · MWI Grant	-100.0%
<b>Total Partnerships</b>	<b>20.43%</b>
<b>Total VISITOR SERVICES/PARTNERSHIPS</b>	<b>-5.02%</b>
<b>Admin Expenses</b>	
7010 · Accounting Fees	-13.27%
7020 · Bookkeeping	4.57%
7030 · Legal Fees	-42.82%
7050 · Bad Debt	100.0%
7060 · Bank Fees	37.93%
7090 · Copying/ Printing	100.0%
7120 · Insurance- BOD & Liability	53.52%
7140 · Licenses & Permits	-100.0%
7150 · Meeting Expenses	4.27%
7200 · Office Expense	71.3%
7210 · Postage/ Shipping	-71.9%
7250 · Rent - Office/ Storage	0.0%
7270 · Taxes - Unsecured	10.93%
7280 · Travel - VMC Admin	9.68%
7310 · Telephone/ Telecomm	15.35%
7350 · Utilities	54.88%
<b>Total Admin Expenses</b>	<b>12.57%</b>
<b>MCLA Admin Expenses</b>	
8110 · Member Newsletter Printing	100.0%
8120 · Member Newsletter Postage	608.05%
8130 · Member Mailings-elections, etc	-100.0%
8180 · Travel - MCLA Admin	-30.39%
8190 · mcla.info devel/maint	-96.12%
<b>Total MCLA Admin Expenses</b>	<b>155.55%</b>

	<u><b>% Change</b></u>
<b>MCPA Admin Expenses</b>	
8320 · Legal Fees	-100.0%
8330 · Insurance	224.87%
8350 · Travel - MCPA Admin	-88.7%
<b>Total MCPA Admin Expenses</b>	<u>38.83%</u>
<b>Personnel</b>	
8510 · Salaries & Wages	-3.55%
8530 · Payroll Taxes	8.06%
8550 · Workers Comp	61.74%
8570 · Medical Insurance	-24.98%
8580 · Other Employee Benefits	109.62%
8590 · Contract Work	2,906.73%
<b>Total Personnel</b>	<u>14.22%</u>
<b>Total Expense</b>	<u>16.47%</u>
<b>Net Ordinary Income</b>	-118.38%
<b>Other Income/Expense</b>	
<b>Other Expense</b>	
To Be Categorized	100.0%
<b>Total Other Expense</b>	<u>100.0%</u>
<b>Net Other Income</b>	<u>-100.0%</u>
<b>Net Income</b>	<u><u><b>-124.91%</b></u></u>