

**Mendocino County Tourism Commission, Inc.**  
**Balance Sheet Prev Year Comparison**  
As of March 31, 2016

04/25/2016  
Accrual Basis

	Mar 31, 16	Mar 31, 15	\$ Change	% Change
<b>ASSETS</b>				
<b>Current Assets</b>				
<b>Checking/Savings</b>				
1015 · MLCU Checking	142,716.81	0.00	142,716.81	100.0%
1020 · MLCU Savings #1	100,030.34	0.00	100,030.34	100.0%
1025 · MLCU Savings #2	100,002.19	0.00	100,002.19	100.0%
1010 · Savings Bank checking	57,868.98	212,654.43	-154,785.45	-72.79%
1030 · Cash drawer	100.00	100.00	0.00	0.0%
<b>Total Checking/Savings</b>	<b>400,718.32</b>	<b>212,754.43</b>	<b>187,963.89</b>	<b>88.35%</b>
<b>Accounts Receivable</b>				
1100 · Accounts Receivable	167,517.38	11,630.00	155,887.38	1,340.39%
<b>Total Accounts Receivable</b>	<b>167,517.38</b>	<b>11,630.00</b>	<b>155,887.38</b>	<b>1,340.39%</b>
<b>Other Current Assets</b>				
1230 · Prepaid Expenses	1,125.00	2,420.00	-1,295.00	-53.51%
1250 · Refundable Deposits	2,350.00	2,350.00	0.00	0.0%
1270 · Receivable Other	118.04	0.00	118.04	100.0%
<b>Total Other Current Assets</b>	<b>3,593.04</b>	<b>4,770.00</b>	<b>-1,176.96</b>	<b>-24.67%</b>
<b>Total Current Assets</b>	<b>571,828.74</b>	<b>229,154.43</b>	<b>342,674.31</b>	<b>149.54%</b>
<b>Fixed Assets</b>				
1510 · Furniture and Equipment	46,385.00	46,385.00	0.00	0.0%
1600 · Accumulated Depreciation	-46,276.00	-46,276.00	0.00	0.0%
<b>Total Fixed Assets</b>	<b>109.00</b>	<b>109.00</b>	<b>0.00</b>	<b>0.0%</b>
<b>TOTAL ASSETS</b>	<b>571,937.74</b>	<b>229,263.43</b>	<b>342,674.31</b>	<b>149.47%</b>
<b>LIABILITIES &amp; EQUITY</b>				
<b>Liabilities</b>				
<b>Current Liabilities</b>				
<b>Accounts Payable</b>				
2000 · Accounts Payable	32,420.53	56,526.62	-24,106.09	-42.65%
<b>Total Accounts Payable</b>	<b>32,420.53</b>	<b>56,526.62</b>	<b>-24,106.09</b>	<b>-42.65%</b>
<b>Other Current Liabilities</b>				
<b>Payroll Liabilities</b>				
2210 · Federal Payroll Tax Payable	4,108.92	2,697.06	1,411.86	52.35%
2220 · State Payroll Tax Payable	699.10	418.23	280.87	67.16%
2230 · SUI & ETT Payable	1,673.38	2,155.12	-481.74	-22.35%

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**04/25/2016**  
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	<b>Mar 31, 16</b>	<b>Mar 31, 15</b>	<b>\$ Change</b>	<b>% Change</b>
<b>2240 · FUTA Payable</b>	161.94	208.56	-46.62	-22.35%
<b>Total Payroll Liabilities</b>	6,643.34	5,478.97	1,164.37	21.25%
<b>2800 · Sales Tx Payable</b>	250.63	718.04	-467.41	-65.1%
<b>Total Other Current Liabilities</b>	6,893.97	6,197.01	696.96	11.25%
<b>Total Current Liabilities</b>	39,314.50	62,723.63	-23,409.13	-37.32%
<b>Total Liabilities</b>	39,314.50	62,723.63	-23,409.13	-37.32%
<b>Equity</b>				
<b>3100 · Contingency-Unrestricted</b>	300,000.00	0.00	300,000.00	100.0%
<b>3900 · Unrestricted Net Assets (RE)</b>	72,563.52	49,447.54	23,115.98	46.75%
<b>Net Income</b>	160,059.72	117,092.26	42,967.46	36.7%
<b>Total Equity</b>	532,623.24	166,539.80	366,083.44	219.82%
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>571,937.74</b>	<b>229,263.43</b>	<b>342,674.31</b>	<b>149.47%</b>

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

**04/25/2016**  
**Accrual Basis**

	<b>Jul '15 - Mar 16</b>	<b>Jul '14 - Mar 15</b>	<b>\$ Change</b>	<b>% Change</b>
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
<b>4010 · MCLA BID Assessment</b>	427,600.00	438,750.00	-11,150.00	-2.54%
<b>4020 · MCPA Matching Funds</b>	168,750.00	279,500.00	-110,750.00	-39.62%
<b>4030 · BID &amp; Match from County</b>	349,630.64	0.00	349,630.64	100.0%
<b>4050 · NCTC Administration</b>	9,000.00	9,000.00	0.00	0.0%
<b>4110 · Visitor Guide Advertising</b>	0.00	57,196.66	-57,196.66	-100.0%
<b>4120 · Calendar Ad Income</b>	2,100.00	7,600.00	-5,500.00	-72.37%
<b>4250 · Sponsor-Taste of Mendocino</b>	0.00	5,000.00	-5,000.00	-100.0%
<b>Trade Shows</b>				
<b>4510 · AARP Show</b>	0.00	2,750.00	-2,750.00	-100.0%
<b>4520 · Bark in the Park</b>	0.00	500.00	-500.00	-100.0%
<b>4530 · Bay Area Show</b>	150.00	150.00	0.00	0.0%
<b>Total Trade Shows</b>	150.00	3,400.00	-3,250.00	-95.59%
<b>Other Income</b>				
<b>4810 · Event Passport Income</b>	3,600.00	11,575.00	-7,975.00	-68.9%
<b>4830 · Festival/ Event Brochure</b>	1,500.00	0.00	1,500.00	100.0%
<b>4940 · Misc. Income</b>	28,125.00	0.00	28,125.00	100.0%
<b>4950 · Interest Income</b>	39.19	63.40	-24.21	-38.19%
<b>4850 · Retail Sales</b>				
<b>Non-Taxable</b>	71.00	192.08	-121.08	-63.04%
<b>Taxable</b>	3,041.56	3,164.44	-122.88	-3.88%
<b>Total 4850 · Retail Sales</b>	3,112.56	3,356.52	-243.96	-7.27%
<b>2032 · Pet Brochure</b>	0.00	4,075.00	-4,075.00	-100.0%
<b>2089 · Website</b>	0.00	625.00	-625.00	-100.0%
<b>Other Income - Other</b>	0.00	2,102.00	-2,102.00	-100.0%
<b>Total Other Income</b>	36,376.75	21,796.92	14,579.83	66.89%
<b>Total Income</b>	993,607.39	822,243.58	171,363.81	20.84%
<b>Expense</b>				
<b>MEDIA &amp; WEBSITE</b>				
<b>Advertising/ Media</b>				
<b>5010 · Media Plan Management</b>	155,040.78	135,012.75	20,028.03	14.83%
<b>5030 · Co-op Advertising</b>	2,819.59	0.00	2,819.59	100.0%
<b>5110 · Video Production</b>	59.95	300.00	-240.05	-80.02%
<b>5150 · Advertising Design</b>	4,582.34	2,003.63	2,578.71	128.7%
<b>5170 · Photography</b>	1,014.99	1,465.01	-450.02	-30.72%
<b>5200 · Direct Mail</b>	752.49	0.00	752.49	100.0%

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

**04/25/2016**  
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	<b>Jul '15 - Mar 16</b>	<b>Jul '14 - Mar 15</b>	<b>\$ Change</b>	<b>% Change</b>
5240 · Research & Development	2,705.13	300.00	2,405.13	801.71%
5250 · Board Development	8,203.11	0.00	8,203.11	100.0%
5290 · E-Mail Marketing	4,194.04	10,314.67	-6,120.63	-59.34%
Print & On-Line Banner Adv.				
TripAdvisor	0.00	2,175.46	-2,175.46	-100.0%
<b>Total Print &amp; On-Line Banner Adv.</b>	<b>0.00</b>	<b>2,175.46</b>	<b>-2,175.46</b>	<b>-100.0%</b>
<b>Total Advertising/ Media</b>	<b>179,372.42</b>	<b>151,571.52</b>	<b>27,800.90</b>	<b>18.34%</b>
<b>Public Relations</b>				
5510 · Public Relations Contract	75,237.00	75,000.00	237.00	0.32%
5530 · In-Market PR Stunts	2,509.89	4,360.80	-1,850.91	-42.44%
5550 · Visiting Media Expenses	11,152.82	7,283.75	3,869.07	53.12%
5560 · CTTC Media Events	0.00	500.00	-500.00	-100.0%
5570 · Bay/Sac Hosted Media Events	5,000.00	0.00	5,000.00	100.0%
5610 · Travel -PR Related Staff	10,207.58	8,303.05	1,904.53	22.94%
5650 · Communication Coordinator	39,000.00	36,000.00	3,000.00	8.33%
5660 · Clipping Services	4,716.59	0.00	4,716.59	100.0%
<b>Total Public Relations</b>	<b>147,823.88</b>	<b>131,447.60</b>	<b>16,376.28</b>	<b>12.46%</b>
<b>Website Maint / Development</b>				
5710 · Interactive Media Coordinator	11,500.00	7,000.00	4,500.00	64.29%
5730 · Interactive Marketing	2,034.43	0.00	2,034.43	100.0%
5750 · Development/ Maintenance	31,538.96	5,971.77	25,567.19	428.13%
5790 · Search Engine/Optimization	0.00	750.95	-750.95	-100.0%
<b>Total Website Maint / Development</b>	<b>45,073.39</b>	<b>13,722.72</b>	<b>31,350.67</b>	<b>228.46%</b>
<b>Leisure/ Group Sales</b>				
5810 · Booth Development & Giveaways	7,124.29	2,586.11	4,538.18	175.48%
5820 · Consumer & Trade Shows	14,829.53	4,426.31	10,403.22	235.03%
5840 · State Fair Exhibit	3,500.00	2,542.37	957.63	37.67%
5870 · Shipping - Travel Shows	1,961.40	1,716.69	244.71	14.26%
5880 · Travel-Leisure/Grp Sales Staff	7,543.71	6,517.29	1,026.42	15.75%
5890 · Misc. Sales Activities	1,178.60	1,625.00	-446.40	-27.47%
<b>Total Leisure/ Group Sales</b>	<b>36,137.53</b>	<b>19,413.77</b>	<b>16,723.76</b>	<b>86.14%</b>
<b>Total MEDIA &amp; WEBSITE</b>	<b>408,407.22</b>	<b>316,155.61</b>	<b>92,251.61</b>	<b>29.18%</b>
<b>VISITOR SERVICES/PARTNERSHIPS</b>				
Visitor Svs/Fulfillment				
6010 · Visitor Guide & Distribution	28,432.79	42,658.32	-14,225.53	-33.35%

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	<b>Jul '15 - Mar 16</b>	<b>Jul '14 - Mar 15</b>	<b>\$ Change</b>	<b>% Change</b>
<b>6040 · In County Guides</b>	2,288.76	6,365.73	-4,076.97	-64.05%
<b>6170 · Signage-Gateway &amp; Visitor Ctr</b>	7,345.51	0.00	7,345.51	100.0%
<b>6190 · Visitor Center/ Info Support</b>	6,382.50	5,000.00	1,382.50	27.65%
<b>6210 · Event Partnership Funding</b>	4,734.48	2,799.30	1,935.18	69.13%
<b>6220 · Event Guide Printing/Dist.</b>	13,814.52	17,241.12	-3,426.60	-19.88%
<b>6300 · In County Mixers, Fairs</b>	479.24	50.00	429.24	858.48%
<b>Retail Store</b>				
<b>6412A · Purchases for Resale</b>	985.30	2,422.01	-1,436.71	-59.32%
<b>6412B · Store Supplies/Expenses</b>	1,532.63	1,009.92	522.71	51.76%
<b>6412C · Contract Labor - Store</b>	3,765.00	1,935.00	1,830.00	94.57%
<b>6412D · Consignee payments</b>	1,161.16	2,395.20	-1,234.04	-51.52%
<b>Total Retail Store</b>	<b>7,444.09</b>	<b>7,762.13</b>	<b>-318.04</b>	<b>-4.1%</b>
<b>Total Visitor Svcs/Fulfillment</b>	<b>70,921.89</b>	<b>81,876.60</b>	<b>-10,954.71</b>	<b>-13.38%</b>
<b>Partnerships</b>				
<b>6510 · North Coast Tourism Council</b>	738.40	0.00	738.40	100.0%
<b>6520 · Memberships</b>	9,676.58	5,949.00	3,727.58	62.66%
<b>6530 · Arts Council</b>	3,600.00	0.00	3,600.00	100.0%
<b>6550 · Conferences &amp; Seminars</b>	5,508.93	850.00	4,658.93	548.11%
<b>6570 · Travel-Partnership Related</b>	7,853.81	9,647.67	-1,793.86	-18.59%
<b>6620 · In County Partner Relations</b>	685.04	1,443.62	-758.58	-52.55%
<b>6680 · MWI Grant</b>	0.00	50.00	-50.00	-100.0%
<b>Total Partnerships</b>	<b>28,062.76</b>	<b>17,940.29</b>	<b>10,122.47</b>	<b>56.42%</b>
<b>Total VISITOR SERVICES/PARTNERSHIPS</b>	<b>98,984.65</b>	<b>99,816.89</b>	<b>-832.24</b>	<b>-0.83%</b>
<b>Admin Expenses</b>				
<b>7010 · Accounting Fees</b>	2,385.00	3,100.00	-715.00	-23.07%
<b>7020 · Bookkeeping</b>	2,961.00	2,798.25	162.75	5.82%
<b>7030 · Legal Fees</b>	3,463.04	6,466.70	-3,003.66	-46.45%
<b>7050 · Bad Debt</b>	385.00	0.00	385.00	100.0%
<b>7060 · Bank Fees</b>	20.00	14.50	5.50	37.93%
<b>7090 · Copying &amp; Printing</b>	384.92	0.00	384.92	100.0%
<b>7400 · Executive Director Search</b>	8,333.00	0.00	8,333.00	100.0%
<b>7120 · Insurance - BOD &amp; Liability</b>	4,386.00	2,857.00	1,529.00	53.52%
<b>7140 · Licenses &amp; Permits</b>	88.00	41.00	47.00	114.63%
<b>7150 · Meeting Expenses</b>	606.76	310.48	296.28	95.43%
<b>7200 · Office Expense</b>	12,448.08	6,325.47	6,122.61	96.79%
<b>7210 · Postage &amp; Shipping</b>	919.41	1,483.72	-564.31	-38.03%
<b>7250 · Rent</b>	16,200.00	16,200.00	0.00	0.0%

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

**04/25/2016**  
**Accrual Basis**

	<b>Jul '15 - Mar 16</b>	<b>Jul '14 - Mar 15</b>	<b>\$ Change</b>	<b>% Change</b>
<b>7260 · Repairs &amp; Maintenance</b>	1,444.08	88.00	1,356.08	1,541.0%
<b>7270 · Taxes - Unsecured</b>	56.35	50.80	5.55	10.93%
<b>7280 · Travel - VMC Admin</b>	4,660.81	4,880.43	-219.62	-4.5%
<b>7310 · Telecommunication</b>	8,692.07	6,838.16	1,853.91	27.11%
<b>7350 · Utilities</b>	3,814.33	2,918.51	895.82	30.69%
<b>Total Admin Expenses</b>	<b>71,247.85</b>	<b>54,373.02</b>	<b>16,874.83</b>	<b>31.04%</b>
<b>MCLA Admin Expenses</b>				
<b>8110 · Member Newsletter Printing</b>	1,180.94	0.00	1,180.94	100.0%
<b>8120 · Member Newsletter Postage</b>	1,724.82	243.60	1,481.22	608.05%
<b>8130 · Member Mailings</b>	0.00	460.45	-460.45	-100.0%
<b>8180 · Travel - MCLA</b>	305.97	626.45	-320.48	-51.16%
<b>8190 · mcla.info Expense</b>	20.00	514.77	-494.77	-96.12%
<b>Total MCLA Admin Expenses</b>	<b>3,231.73</b>	<b>1,845.27</b>	<b>1,386.46</b>	<b>75.14%</b>
<b>MCPA Admin Expenses</b>				
<b>8310 · Accounting Fees</b>	0.00	280.00	-280.00	-100.0%
<b>8320 · Legal Fees</b>	0.00	20.00	-20.00	-100.0%
<b>8330 · Insurance</b>	2,443.00	575.00	1,868.00	324.87%
<b>8350 · Travel - MCPA</b>	195.37	892.31	-696.94	-78.11%
<b>Total MCPA Admin Expenses</b>	<b>2,638.37</b>	<b>1,767.31</b>	<b>871.06</b>	<b>49.29%</b>
<b>Personnel</b>				
<b>8510 · Salaries &amp; Wages</b>	168,926.15	188,742.39	-19,816.24	-10.5%
<b>8530 · Payroll Taxes</b>	16,347.23	16,898.56	-551.33	-3.26%
<b>8550 · Workers Comp</b>	2,144.66	1,326.00	818.66	61.74%
<b>8570 · Health Insurance</b>	13,304.07	20,490.75	-7,186.68	-35.07%
<b>8580 · Other Employee Benefits</b>	3,753.74	1,990.52	1,763.22	88.58%
<b>8590 · Contract Work</b>	44,562.00	1,745.00	42,817.00	2,453.7%
<b>Total Personnel</b>	<b>249,037.85</b>	<b>231,193.22</b>	<b>17,844.63</b>	<b>7.72%</b>
<b>Total Expense</b>	<b>833,547.67</b>	<b>705,151.32</b>	<b>128,396.35</b>	<b>18.21%</b>
<b>Net Ordinary Income</b>	<b>160,059.72</b>	<b>117,092.26</b>	<b>42,967.46</b>	<b>36.7%</b>
<b>Net Income</b>	<b>160,059.72</b>	<b>117,092.26</b>	<b>42,967.46</b>	<b>36.7%</b>

**Mendocino County Tourism Commission, Inc.**  
**Summary - Profit & Loss Budget Performance**  
 March 2016

04/25/2016

Accrual Basis

	<b>Jul '15 - Mar 16</b>	<b>YTD Budget</b>	<b>% of Budget</b>	<b>Annual Budget</b>
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
4010 · MCLA BID Assessment	427,600.00	320,700.00	133.33%	320,700.00
4020 · MCPA Matching Funds	168,750.00	168,750.00	100.0%	168,750.00
4030 · BID & Match from County	349,630.64	244,725.00	142.87%	489,450.00
4050 · NCTC Administration	9,000.00	6,750.00	133.33%	9,000.00
4110 · Visitor Guide Advertising	0.00	2,250.00	0.0%	3,000.00
4120 · Calendar Ad Income	2,100.00	2,250.00	93.33%	3,000.00
4250 · Sponsor-Taste of Mendocino	0.00	7,500.01	0.0%	10,000.00
Trade Shows	150.00	8,396.00	1.79%	13,496.00
Other Income	36,376.75	24,275.50	149.85%	26,534.00
<b>Total Income</b>	<b>993,607.39</b>	<b>785,596.51</b>	<b>126.48%</b>	<b>1,043,930.00</b>
<b>Expense</b>				
<b>MEDIA &amp; WEBSITE</b>	408,407.22	375,000.05	108.91%	498,000.00
<b>VISITOR SERVICES/PARTNERSHIPS</b>	98,984.65	80,625.01	122.77%	107,500.00
Admin Expenses	71,247.85	60,065.05	118.62%	78,550.00
MCLA Admin Expenses	3,231.73	3,750.05	86.18%	5,000.00
MCPA Admin Expenses	2,638.37	3,312.51	79.65%	3,750.00
Personnel	249,037.85	261,375.02	95.28%	348,500.00
<b>Total Expense</b>	<b>833,547.67</b>	<b>784,127.69</b>	<b>106.3%</b>	<b>1,041,300.00</b>
<b>Net Ordinary Income</b>	<b>160,059.72</b>	<b>1,468.82</b>	<b>10,897.16%</b>	<b>2,630.00</b>
<b>Net Income</b>	<b>160,059.72</b>	<b>1,468.82</b>	<b>10,897.16%</b>	<b>2,630.00</b>

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

04/25/2016

**Accrual Basis**

	<b>Jul '15 - Mar 16</b>	<b>YTD Budget</b>	<b>% of Budget</b>	<b>Annual Budget</b>
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
4010 · MCLA BID Assessment	427,600.00	320,700.00	133.33%	320,700.00
4020 · MCPA Matching Funds	168,750.00	168,750.00	100.0%	168,750.00
4030 · BID & Match from County	349,630.64	244,725.00	142.87%	489,450.00
4050 · NCTC Administration	9,000.00	6,750.00	133.33%	9,000.00
4110 · Visitor Guide Advertising	0.00	2,250.00	0.0%	3,000.00
4120 · Calendar Ad Income	2,100.00	2,250.00	93.33%	3,000.00
4250 · Sponsor-Taste of Mendocino	0.00	7,500.01	0.0%	10,000.00
<b>Trade Shows</b>				
4530 · Bay Area Show	150.00			
Trade Shows - Other	0.00	8,396.00	0.0%	13,496.00
<b>Total Trade Shows</b>	<b>150.00</b>	<b>8,396.00</b>	<b>1.79%</b>	<b>13,496.00</b>
<b>Other Income</b>				
4810 · Event Passport Income	3,600.00	10,000.00	36.0%	10,000.00
4830 · Festival/ Event Brochure	1,500.00	1,500.00	100.0%	1,500.00
4940 · Misc. Income	28,125.00	9,000.00	312.5%	10,000.00
4950 · Interest Income	39.19	22.50	174.18%	30.00
<b>4850 · Retail Sales</b>				
Non-Taxable	71.00			
Taxable	3,041.56			
4850 · Retail Sales - Other	0.00	3,753.00	0.0%	5,004.00
<b>Total 4850 · Retail Sales</b>	<b>3,112.56</b>	<b>3,753.00</b>	<b>82.94%</b>	<b>5,004.00</b>
<b>Total Other Income</b>	<b>36,376.75</b>	<b>24,275.50</b>	<b>149.85%</b>	<b>26,534.00</b>
<b>Total Income</b>	<b>993,607.39</b>	<b>785,596.51</b>	<b>126.48%</b>	<b>1,043,930.00</b>
<b>Expense</b>				
<b>MEDIA &amp; WEBSITE</b>				
<b>Advertising/ Media</b>				
5010 · Media Plan Management	155,040.78	142,500.01	108.8%	190,000.00
5030 · Co-op Advertising	2,819.59	7,500.01	37.59%	10,000.00
5110 · Video Production	59.95	2,250.00	2.66%	3,000.00
5150 · Advertising Design	4,582.34	2,250.00	203.66%	3,000.00
5170 · Photography	1,014.99	2,250.00	45.11%	3,000.00
5200 · Direct Mail	752.49	2,250.00	33.44%	3,000.00



**Mendocino County Tourism Commission, Inc.**  
**Profit & Loss Budget Performance**  
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				<b>Accrual Basis</b>
	<b>Jul '15 - Mar 16</b>	<b>YTD Budget</b>	<b>% of Budget</b>	<b>Annual Budget</b>
5240 · Research & Development	2,705.13	7,500.01	36.07%	10,000.00
5250 · Board Development	8,203.11	9,000.00	91.15%	10,000.00
5290 · E-Mail Marketing	4,194.04			
<b>Total Advertising/ Media</b>	<b>179,372.42</b>	<b>175,500.03</b>	<b>102.21%</b>	<b>232,000.00</b>
<b>Public Relations</b>				
5510 · Public Relations Contract	75,237.00	77,250.01	97.39%	103,000.00
5530 · In-Market PR Stunts	2,509.89	5,250.01	47.81%	7,000.00
5550 · Visiting Media Expenses	11,152.82	9,374.99	118.96%	12,500.00
5560 · CTTC Media Events	0.00	1,875.01	0.0%	2,500.00
5570 · Bay/Sac Hosted Media Events	5,000.00	3,749.99	133.33%	5,000.00
5610 · Travel -PR Related Staff	10,207.58	7,500.01	136.1%	10,000.00
5650 · Communication Coordinator	39,000.00	36,000.00	108.33%	48,000.00
5660 · Clipping Services	4,716.59			
<b>Total Public Relations</b>	<b>147,823.88</b>	<b>141,000.02</b>	<b>104.84%</b>	<b>188,000.00</b>
<b>Website Maint / Development</b>				
5710 · Interactive Media Coordinator	11,500.00	9,000.00	127.78%	12,000.00
5730 · Interactive Marketing	2,034.43	4,500.00	45.21%	6,000.00
5750 · Development/ Maintenance	31,538.96	13,500.00	233.62%	18,000.00
<b>Total Website Maint / Development</b>	<b>45,073.39</b>	<b>27,000.00</b>	<b>166.94%</b>	<b>36,000.00</b>
<b>Leisure/ Group Sales</b>				
5810 · Booth Development & Giveawa	7,124.29	7,500.01	94.99%	10,000.00
5820 · Consumer & Trade Shows	14,829.53	6,750.00	219.7%	9,000.00
5840 · State Fair Exhibit	3,500.00	4,500.00	77.78%	6,000.00
5870 · Shipping - Travel Shows	1,961.40	2,250.00	87.17%	3,000.00
5880 · Travel-Leisure/Grp Sales Staff	7,543.71	8,249.99	91.44%	11,000.00
5890 · Misc. Sales Activities	1,178.60	2,250.00	52.38%	3,000.00
<b>Total Leisure/ Group Sales</b>	<b>36,137.53</b>	<b>31,500.00</b>	<b>114.72%</b>	<b>42,000.00</b>
<b>Total MEDIA &amp; WEBSITE</b>	<b>408,407.22</b>	<b>375,000.05</b>	<b>108.91%</b>	<b>498,000.00</b>
<b>VISITOR SERVICES/PARTNERSHIPS</b>				
<b>Visitor Svs/Fulfillment</b>				
6010 · Visitor Guide & Distribution	28,432.79	30,000.01	94.78%	40,000.00
6040 · In County Guides	2,288.76	2,250.00	101.72%	3,000.00
6170 · Signage-Gateway & Visitor Ctr	7,345.51	1,499.99	489.7%	2,000.00

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6190 · Visitor Center/ Info Support	6,382.50	3,749.99	170.2%	5,000.00
6210 · Event Partnership Funding	4,734.48	3,749.99	126.25%	5,000.00
6220 · Event Guide Printing/Dist.	13,814.52	12,000.01	115.12%	16,000.00
6300 · In County Mixers, Fairs	479.24	374.99	127.8%	500.00
<b>Retail Store</b>				
6412A · Purchases for Resale	985.30			
6412B · Store Supplies/Expenses	1,532.63			
6412C · Contract Labor - Store	3,765.00			
6412D · Consignee payments	1,161.16			
Retail Store - Other	0.00	7,500.01	0.0%	10,000.00
<b>Total Retail Store</b>	<b>7,444.09</b>	<b>7,500.01</b>	<b>99.25%</b>	<b>10,000.00</b>
<b>Total Visitor Svcs/Fulfillment</b>	<b>70,921.89</b>	<b>61,124.99</b>	<b>116.03%</b>	<b>81,500.00</b>
<b>Partnerships</b>				
6510 · North Coast Tourism Council	738.40			
6520 · Memberships	9,676.58	5,250.01	184.32%	7,000.00
6530 · Arts Council	3,600.00	0.00	100.0%	0.00
6550 · Conferences & Seminars	5,508.93	3,749.99	146.91%	5,000.00
6570 · Travel-Partnership Related	7,853.81	9,750.01	80.55%	13,000.00
6620 · In County Partner Relations	685.04	750.01	91.34%	1,000.00
<b>Total Partnerships</b>	<b>28,062.76</b>	<b>19,500.02</b>	<b>143.91%</b>	<b>26,000.00</b>
<b>Total VISITOR SERVICES/PARTNERSHIPS</b>	<b>98,984.65</b>	<b>80,625.01</b>	<b>122.77%</b>	<b>107,500.00</b>
<b>Admin Expenses</b>				
7010 · Accounting Fees	2,385.00	4,500.00	53.0%	4,500.00
7020 · Bookkeeping	2,961.00	3,000.01	98.7%	4,000.00
7030 · Legal Fees	3,463.04	7,500.01	46.17%	10,000.00
7050 · Bad Debt	385.00			
7060 · Bank Fees	20.00	37.49	53.35%	50.00
7090 · Copying & Printing	384.92	750.01	51.32%	1,000.00
7400 · Executive Director Search	8,333.00	0.00	100.0%	0.00
7120 · Insurance - BOD & Liability	4,386.00	2,250.00	194.93%	3,000.00
7140 · Licenses & Permits	88.00	50.00	176.0%	50.00
7150 · Meeting Expenses	606.76	374.99	161.81%	500.00
7200 · Office Expense	12,448.08	6,103.52	203.95%	8,138.00
7210 · Postage & Shipping	919.41	1,875.01	49.04%	2,500.00

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7250 · Rent	16,200.00	16,500.01	98.18%	22,000.00
7260 · Repairs & Maintenance	1,444.08	1,314.00	109.9%	1,752.00
7270 · Taxes - Unsecured	56.35	60.00	93.92%	60.00
7280 · Travel - VMC Admin	4,660.81	4,500.00	103.57%	6,000.00
7310 · Telecommunication	8,692.07	7,500.01	115.89%	10,000.00
7350 · Utilities	3,814.33	3,749.99	101.72%	5,000.00
<b>Total Admin Expenses</b>	<b>71,247.85</b>	<b>60,065.05</b>	<b>118.62%</b>	<b>78,550.00</b>
<b>MCLA Admin Expenses</b>				
8110 · Member Newsletter Printing	1,180.94	750.01	157.46%	1,000.00
8120 · Member Newsletter Postage	1,724.82	750.01	229.97%	1,000.00
8130 · Member Mailings	0.00	750.01	0.0%	1,000.00
8150 · Annual Meeting	0.00	750.01	0.0%	1,000.00
8180 · Travel - MCLA	305.97	750.01	40.8%	1,000.00
8190 · mcla.info Expense	20.00			
<b>Total MCLA Admin Expenses</b>	<b>3,231.73</b>	<b>3,750.05</b>	<b>86.18%</b>	<b>5,000.00</b>
<b>MCPA Admin Expenses</b>				
8310 · Accounting Fees	0.00	2,000.00	0.0%	2,000.00
8330 · Insurance	2,443.00	750.01	325.73%	1,000.00
8350 · Travel - MCPA	195.37	562.50	34.73%	750.00
<b>Total MCPA Admin Expenses</b>	<b>2,638.37</b>	<b>3,312.51</b>	<b>79.65%</b>	<b>3,750.00</b>
<b>Personnel</b>				
8510 · Salaries & Wages	168,926.15	208,875.01	80.87%	278,500.00
8530 · Payroll Taxes	16,347.23	19,875.01	82.25%	26,500.00
8550 · Workers Comp	2,144.66	2,624.99	81.7%	3,500.00
8570 · Health Insurance	13,304.07	22,500.00	59.13%	30,000.00
8580 · Other Employee Benefits	3,753.74	3,000.01	125.12%	4,000.00
8590 · Contract Work	44,562.00	4,500.00	990.27%	6,000.00
<b>Total Personnel</b>	<b>249,037.85</b>	<b>261,375.02</b>	<b>95.28%</b>	<b>348,500.00</b>
<b>Total Expense</b>	<b>833,547.67</b>	<b>784,127.69</b>	<b>106.3%</b>	<b>1,041,300.00</b>
<b>Net Ordinary Income</b>	<b>160,059.72</b>	<b>1,468.82</b>	<b>10,897.16%</b>	<b>2,630.00</b>
<b>Net Income</b>	<b>160,059.72</b>	<b>1,468.82</b>	<b>10,897.16%</b>	<b>2,630.00</b>