

Mendocino County Tourism Commission

Budget vs. Actuals: Profit & Loss Summary

March 2023

	MAR 2023				TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income								
4030 County BID		96,831.01	-96,831.01		\$0.00	\$96,831.01	\$ -96,831.01	0.00%
4035 County 50% Match		48,415.51	-48,415.51		\$0.00	\$48,415.51	\$ -48,415.51	0.00%
Total Income	\$0.00	\$145,246.52	\$ -145,246.52	0.00%	\$0.00	\$145,246.52	\$ -145,246.52	0.00%
GROSS PROFIT	\$0.00	\$145,246.52	\$ -145,246.52	0.00 %	\$0.00	\$145,246.52	\$ -145,246.52	0.00 %
Expenses								
1- MEDIA & WEBSITE	41,020.36	98,440.01	-57,419.65	41.67 %	\$41,020.36	\$98,440.01	\$ -57,419.65	41.67 %
2- VISITOR SVS / PARTNERSHIPS	5,781.95	14,765.30	-8,983.35	39.16 %	\$5,781.95	\$14,765.30	\$ -8,983.35	39.16 %
3- ADMIN EXPENSES	13,467.28	10,800.99	2,666.29	124.69 %	\$13,467.28	\$10,800.99	\$2,666.29	124.69 %
4- PERSONNEL	39,874.61	31,210.40	8,664.21	127.76 %	\$39,874.61	\$31,210.40	\$8,664.21	127.76 %
Payroll Expenses	1,351.57		1,351.57		\$1,351.57	\$0.00	\$1,351.57	0.00%
Total Expenses	\$101,495.77	\$155,216.70	\$ -53,720.93	65.39 %	\$101,495.77	\$155,216.70	\$ -53,720.93	65.39 %
NET OPERATING INCOME	\$ -101,495.77	\$ -9,970.18	\$ -91,525.59	1,017.99 %	\$ -101,495.77	\$ -9,970.18	\$ -91,525.59	1,017.99 %
NET INCOME	\$ -101,495.77	\$ -9,970.18	\$ -91,525.59	1,017.99 %	\$ -101,495.77	\$ -9,970.18	\$ -91,525.59	1,017.99 %

Mendocino County Tourism Commission

Budget vs. Actuals: Profit & Loss Detail

March 2023

	MAR 2023				TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income								
4030 County BID		96,831.01	-96,831.01		\$0.00	\$96,831.01	\$ -96,831.01	0.00%
4035 County 50% Match		48,415.51	-48,415.51		\$0.00	\$48,415.51	\$ -48,415.51	0.00%
Total Income	\$0.00	\$145,246.52	\$ -145,246.52	0.00%	\$0.00	\$145,246.52	\$ -145,246.52	0.00%
GROSS PROFIT	\$0.00	\$145,246.52	\$ -145,246.52	0.00 %	\$0.00	\$145,246.52	\$ -145,246.52	0.00 %
Expenses								
1- MEDIA & WEBSITE								
50 Advertising / Media					\$0.00	\$0.00	\$0.00	0.00%
5130 Print & Online Advertising	14,875.00	54,250.00	-39,375.00	27.42 %	\$14,875.00	\$54,250.00	\$ -39,375.00	27.42 %
5150 Ad Development/Design		1,000.00	-1,000.00		\$0.00	\$1,000.00	\$ -1,000.00	0.00%
5170 Photography		500.00	-500.00		\$0.00	\$500.00	\$ -500.00	0.00%
5240 Research & Development	9,000.00	5,916.67	3,083.33	152.11 %	\$9,000.00	\$5,916.67	\$3,083.33	152.11 %
5280 Video Development		2,000.00	-2,000.00		\$0.00	\$2,000.00	\$ -2,000.00	0.00%
5290 Marketing Contingency	1,500.00	1,000.00	500.00	150.00 %	\$1,500.00	\$1,000.00	\$500.00	150.00 %
Total 50 Advertising / Media	25,375.00	64,666.67	-39,291.67	39.24 %	\$25,375.00	\$64,666.67	\$ -39,291.67	39.24 %
55 Marketing / Public Relations								
5510 Public Relations Contract		8,683.34	-8,683.34		\$0.00	\$8,683.34	\$ -8,683.34	0.00%
5520 Marketing Agency Contract		2,000.00	-2,000.00		\$0.00	\$2,000.00	\$ -2,000.00	0.00%
5540 Clipping Service		1,000.00	-1,000.00		\$0.00	\$1,000.00	\$ -1,000.00	0.00%
5550 In-Market PR Stunts	8,683.33	2,000.00	6,683.33	434.17 %	\$8,683.33	\$2,000.00	\$6,683.33	434.17 %
5560 Media Events		250.00	-250.00		\$0.00	\$250.00	\$ -250.00	0.00%
5610 Travel -PR Related	1,161.38	1,000.00	161.38	116.14 %	\$1,161.38	\$1,000.00	\$161.38	116.14 %
5680 Visiting Media FAM Expenses		500.00	-500.00		\$0.00	\$500.00	\$ -500.00	0.00%
Total 55 Marketing / Public Relations	9,844.71	15,433.34	-5,588.63	63.79 %	\$9,844.71	\$15,433.34	\$ -5,588.63	63.79 %
57 Website Maint / Development								
5710 Interactive Media Coordinator		2,500.00	-2,500.00		\$0.00	\$2,500.00	\$ -2,500.00	0.00%
5740 Content Creation	2,500.00	1,500.00	1,000.00	166.67 %	\$2,500.00	\$1,500.00	\$1,000.00	166.67 %
5750 Development/ Maintenance	500.00	1,250.00	-750.00	40.00 %	\$500.00	\$1,250.00	\$ -750.00	40.00 %
5780 Interactive Marketing		100.00	-100.00		\$0.00	\$100.00	\$ -100.00	0.00%
Total 57 Website Maint / Development	3,000.00	5,350.00	-2,350.00	56.07 %	\$3,000.00	\$5,350.00	\$ -2,350.00	56.07 %
58 Leisure / Group Sales								
5810 Promotion Items, Booth Develop		250.00	-250.00		\$0.00	\$250.00	\$ -250.00	0.00%
5820 Consumer & Trade Shows		3,750.00	-3,750.00		\$0.00	\$3,750.00	\$ -3,750.00	0.00%
5840 State Fair Exhibit	2,500.00	1,000.00	1,500.00	250.00 %	\$2,500.00	\$1,000.00	\$1,500.00	250.00 %
5870 Shipping - Travel Shows		1,000.00	-1,000.00		\$0.00	\$1,000.00	\$ -1,000.00	0.00%
5880 Travel - Leisure/Group Sales	300.65	6,490.00	-6,189.35	4.63 %	\$300.65	\$6,490.00	\$ -6,189.35	4.63 %
5890 Misc. Sales Opportunities		500.00	-500.00		\$0.00	\$500.00	\$ -500.00	0.00%
Total 58 Leisure / Group Sales	2,800.65	12,990.00	-10,189.35	21.56 %	\$2,800.65	\$12,990.00	\$ -10,189.35	21.56 %
Total 1- MEDIA & WEBSITE	41,020.36	98,440.01	-57,419.65	41.67 %	\$41,020.36	\$98,440.01	\$ -57,419.65	41.67 %
2- VISITOR SVS / PARTNERSHIPS								
Partnerships								
6550 Conferences & Seminars	2,500.00	1,500.00	1,000.00	166.67 %	\$2,500.00	\$1,500.00	\$1,000.00	166.67 %
6555 Conferences & Seminars Travel	45.00	2,882.00	-2,837.00	1.56 %	\$45.00	\$2,882.00	\$ -2,837.00	1.56 %
6570 In-County Relations	98.45	1,300.00	-1,201.55	7.57 %	\$98.45	\$1,300.00	\$ -1,201.55	7.57 %
6575 Stakeholder Networking		1,683.34	-1,683.34		\$0.00	\$1,683.34	\$ -1,683.34	0.00%
6590 Memberships	500.00	0.00	500.00		\$500.00	\$0.00	\$500.00	0.00%
6610 North Coast Tourism Council		916.67	-916.67		\$0.00	\$916.67	\$ -916.67	0.00%
Total Partnerships	3,143.45	8,282.01	-5,138.56	37.96 %	\$3,143.45	\$8,282.01	\$ -5,138.56	37.96 %
Visitor Services								
6720 Event & Festival Guides		2,191.62	-2,191.62		\$0.00	\$2,191.62	\$ -2,191.62	0.00%
6730 Incentives & Sponsorships	2,438.50	1,791.67	646.83	136.10 %	\$2,438.50	\$1,791.67	\$646.83	136.10 %
6770 Visitor Centers & Signage	200.00	2,500.00	-2,300.00	8.00 %	\$200.00	\$2,500.00	\$ -2,300.00	8.00 %
Total Visitor Services	2,638.50	6,483.29	-3,844.79	40.70 %	\$2,638.50	\$6,483.29	\$ -3,844.79	40.70 %
Total 2- VISITOR SVS / PARTNERSHIPS	5,781.95	14,765.30	-8,983.35	39.16 %	\$5,781.95	\$14,765.30	\$ -8,983.35	39.16 %
3- ADMIN EXPENSES								
General Admin								
7010 Accounting	2,187.00	2,000.00	187.00	109.35 %	\$2,187.00	\$2,000.00	\$187.00	109.35 %
7060 Bank Fees	10.25	50.00	-39.75	20.50 %	\$10.25	\$50.00	\$ -39.75	20.50 %
7080 Board Development	6,240.00	1,868.00	4,372.00	334.05 %	\$6,240.00	\$1,868.00	\$4,372.00	334.05 %
7090 Copying & Printing		200.00	-200.00		\$0.00	\$200.00	\$ -200.00	0.00%
7100 Dues & Subscriptions		1,143.00	-1,143.00		\$0.00	\$1,143.00	\$ -1,143.00	0.00%
7130 Legal Fees		250.00	-250.00		\$0.00	\$250.00	\$ -250.00	0.00%
7150 Meeting Expenses	25.35	135.00	-109.65	18.78 %	\$25.35	\$135.00	\$ -109.65	18.78 %
7200 Office Expense	228.64	100.00	128.64	228.64 %	\$228.64	\$100.00	\$128.64	228.64 %

Mendocino County Tourism Commission

Budget vs. Actuals: Profit & Loss Detail

March 2023

	MAR 2023				TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
7210 Postage & Shipping		300.00	-300.00		\$0.00	\$300.00	\$ -300.00	0.00%
7280 Travel Expenses	2,626.16	750.00	1,876.16	350.15 %	\$2,626.16	\$750.00	\$1,876.16	350.15 %
Total General Admin	11,317.40	6,796.00	4,521.40	166.53 %	\$11,317.40	\$6,796.00	\$4,521.40	166.53 %
Occupancy Costs					\$0.00	\$0.00	\$0.00	0.00%
7650 Rent		1,950.00	-1,950.00		\$0.00	\$1,950.00	\$ -1,950.00	0.00%
7850 Repairs & Maintenance	399.95	775.00	-375.05	51.61 %	\$399.95	\$775.00	\$ -375.05	51.61 %
7910 Telecommunication	759.84	550.00	209.84	138.15 %	\$759.84	\$550.00	\$209.84	138.15 %
7950 Utilities	990.09	729.99	260.10	135.63 %	\$990.09	\$729.99	\$260.10	135.63 %
Total Occupancy Costs	2,149.88	4,004.99	-1,855.11	53.68 %	\$2,149.88	\$4,004.99	\$ -1,855.11	53.68 %
Total 3- ADMIN EXPENSES	13,467.28	10,800.99	2,666.29	124.69 %	\$13,467.28	\$10,800.99	\$2,666.29	124.69 %
4- PERSONNEL					\$0.00	\$0.00	\$0.00	0.00%
8510 Salaries & Wages	30,421.23	24,646.68	5,774.55	123.43 %	\$30,421.23	\$24,646.68	\$5,774.55	123.43 %
8520 Paid Time Off	0.00	1,382.00	-1,382.00	0.00 %	\$0.00	\$1,382.00	\$ -1,382.00	0.00 %
8530 Payroll Taxes	2,586.71	1,885.47	701.24	137.19 %	\$2,586.71	\$1,885.47	\$701.24	137.19 %
8540 Payroll Processing Fees		85.00	-85.00		\$0.00	\$85.00	\$ -85.00	0.00%
8550 Workers Comp		211.25	-211.25		\$0.00	\$211.25	\$ -211.25	0.00%
8570 Health Insurance Allowance	2,700.00	2,250.00	450.00	120.00 %	\$2,700.00	\$2,250.00	\$450.00	120.00 %
8590 Contract Work	4,166.67	750.00	3,416.67	555.56 %	\$4,166.67	\$750.00	\$3,416.67	555.56 %
Total 4- PERSONNEL	39,874.61	31,210.40	8,664.21	127.76 %	\$39,874.61	\$31,210.40	\$8,664.21	127.76 %
Payroll Expenses					\$0.00	\$0.00	\$0.00	0.00%
Company Contributions					\$0.00	\$0.00	\$0.00	0.00%
Retirement	1,304.83		1,304.83		\$1,304.83	\$0.00	\$1,304.83	0.00%
Total Company Contributions	1,304.83		1,304.83		\$1,304.83	\$0.00	\$1,304.83	0.00%
Wages					\$0.00	\$0.00	\$0.00	0.00%
Employee Taxes Paid by Employer	46.74		46.74		\$46.74	\$0.00	\$46.74	0.00%
Total Wages	46.74		46.74		\$46.74	\$0.00	\$46.74	0.00%
Total Payroll Expenses	1,351.57		1,351.57		\$1,351.57	\$0.00	\$1,351.57	0.00%
Total Expenses	\$101,495.77	\$155,216.70	\$ -53,720.93	65.39 %	\$101,495.77	\$155,216.70	\$ -53,720.93	65.39 %
NET OPERATING INCOME	\$ -101,495.77	\$ -9,970.18	\$ -91,525.59	1,017.99 %	\$ -101,495.77	\$ -9,970.18	\$ -91,525.59	1,017.99 %
NET INCOME	\$ -101,495.77	\$ -9,970.18	\$ -91,525.59	1,017.99 %	\$ -101,495.77	\$ -9,970.18	\$ -91,525.59	1,017.99 %

Mendocino County Tourism Commission

Statement of Cash Flows

March 1, 2023

	TOTAL
OPERATING ACTIVITIES	
Net Income	-21,462.68
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1230 Prepaid Expenses	-2,421.00
2000 Accounts Payable	23,295.12
2210 Payroll Liabilities:Federal Taxes (941/944)	83.64
2220 Payroll Liabilities:CA PIT / SDI	4.92
2230 Payroll Liabilities:CA SUI / ETT	0.00
2240 Payroll Liabilities:FUTA Payable	0.00
Direct Deposit Payable	500.00
Payroll Liabilities:401(k) Contribution	0.00
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	21,462.68
Net cash provided by operating activities	\$0.00
NET CASH INCREASE FOR PERIOD	\$0.00
Cash at beginning of period	1,641,912.91
CASH AT END OF PERIOD	\$1,641,912.91

Mendocino County Tourism Commission

Profit and Loss Comparison

March 2023

	TOTAL			
	MAR 2023	MAR 2022 (PY)	CHANGE	% CHANGE
Income				
4030 County BID		79,706.00	-79,706.00	-100.00 %
4035 County 50% Match		39,583.00	-39,583.00	-100.00 %
4050 NCTC Administration		499.37	-499.37	-100.00 %
Other Income				
4950 Interest Income		134.70	-134.70	-100.00 %
Total Other Income		134.70	-134.70	-100.00 %
Total Income	\$0.00	\$119,923.07	\$ -119,923.07	-100.00 %
GROSS PROFIT	\$0.00	\$119,923.07	\$ -119,923.07	-100.00 %
Expenses				
1- MEDIA & WEBSITE				
50 Advertising / Media				
5130 Print & Online Advertising	14,875.00	53,848.54	-38,973.54	-72.38 %
5150 Ad Development/Design		1,000.00	-1,000.00	-100.00 %
5240 Research & Development	9,000.00	13,000.00	-4,000.00	-30.77 %
5290 Marketing Contingency	1,500.00	333.56	1,166.44	349.69 %
Total 50 Advertising / Media	25,375.00	68,182.10	-42,807.10	-62.78 %
55 Marketing / Public Relations				
5510 Public Relations Contract		8,333.34	-8,333.34	-100.00 %
5540 Clipping Service		648.00	-648.00	-100.00 %
5550 In-Market PR Stunts	8,683.33		8,683.33	
5610 Travel -PR Related	1,161.38	419.47	741.91	176.87 %
5680 Visiting Media FAM Expenses		2,897.55	-2,897.55	-100.00 %
Total 55 Marketing / Public Relations	9,844.71	12,298.36	-2,453.65	-19.95 %
57 Website Maint / Development				
5710 Interactive Media Coordinator		2,500.00	-2,500.00	-100.00 %
5740 Content Creation	2,500.00		2,500.00	
5750 Development/ Maintenance	500.00	631.76	-131.76	-20.86 %
5780 Interactive Marketing		29.95	-29.95	-100.00 %
Total 57 Website Maint / Development	3,000.00	3,161.71	-161.71	-5.11 %
58 Leisure / Group Sales				
5810 Promotion Items, Booth Develop		1,018.67	-1,018.67	-100.00 %
5840 State Fair Exhibit	2,500.00		2,500.00	
5880 Travel - Leisure/Group Sales	300.65		300.65	
Total 58 Leisure / Group Sales	2,800.65	1,018.67	1,781.98	174.93 %
Total 1- MEDIA & WEBSITE	41,020.36	84,660.84	-43,640.48	-51.55 %

Mendocino County Tourism Commission

Profit and Loss Comparison

March 2023

	TOTAL			
	MAR 2023	MAR 2022 (PY)	CHANGE	% CHANGE
2- VISITOR SVS / PARTNERSHIPS				
Partnerships				
6550 Conferences & Seminars	2,500.00	1,942.66	557.34	28.69 %
6555 Conferences & Seminars Travel	45.00		45.00	
6570 In-County Relations	98.45	50.03	48.42	96.78 %
6590 Memberships	500.00		500.00	
6610 North Coast Tourism Council		1,760.47	-1,760.47	-100.00 %
Total Partnerships	3,143.45	3,753.16	-609.71	-16.25 %
Visitor Services				
6720 Event & Festival Guides		193.84	-193.84	-100.00 %
6730 Incentives & Sponsorships	2,438.50	6,349.00	-3,910.50	-61.59 %
6770 Visitor Centers & Signage	200.00	200.00	0.00	0.00 %
Total Visitor Services	2,638.50	6,742.84	-4,104.34	-60.87 %
Total 2- VISITOR SVS / PARTNERSHIPS	5,781.95	10,496.00	-4,714.05	-44.91 %
3- ADMIN EXPENSES				
General Admin				
7010 Accounting	2,187.00	2,730.00	-543.00	-19.89 %
7060 Bank Fees	10.25	5.00	5.25	105.00 %
7080 Board Development	6,240.00	1,900.00	4,340.00	228.42 %
7100 Dues & Subscriptions		1,990.49	-1,990.49	-100.00 %
7150 Meeting Expenses	25.35		25.35	
7200 Office Expense	228.64	289.50	-60.86	-21.02 %
7210 Postage & Shipping		349.00	-349.00	-100.00 %
7280 Travel Expenses	2,626.16	1,729.67	896.49	51.83 %
Total General Admin	11,317.40	8,993.66	2,323.74	25.84 %
Occupancy Costs				
7650 Rent		1,956.00	-1,956.00	-100.00 %
7660 Insurance		216.66	-216.66	-100.00 %
7850 Repairs & Maintenance	399.95	474.95	-75.00	-15.79 %
7910 Telecommunication	759.84	788.65	-28.81	-3.65 %
7950 Utilities	990.09	681.20	308.89	45.34 %
7990 Depreciation Expense		581.00	-581.00	-100.00 %
Total Occupancy Costs	2,149.88	4,698.46	-2,548.58	-54.24 %
Total 3- ADMIN EXPENSES	13,467.28	13,692.12	-224.84	-1.64 %
4- PERSONNEL				
8510 Salaries & Wages	30,421.23	21,627.50	8,793.73	40.66 %
8520 Paid Time Off	0.00	842.01	-842.01	-100.00 %
8530 Payroll Taxes	2,586.71	2,158.30	428.41	19.85 %
8550 Workers Comp		205.00	-205.00	-100.00 %
8570 Health Insurance Allowance	2,700.00	2,200.00	500.00	22.73 %

Mendocino County Tourism Commission

Profit and Loss Comparison

March 2023

	TOTAL			
	MAR 2023	MAR 2022 (PY)	CHANGE	% CHANGE
8590 Contract Work	4,166.67	8,983.34	-4,816.67	-53.62 %
Total 4- PERSONNEL	39,874.61	36,016.15	3,858.46	10.71 %
Payroll Expenses				
Company Contributions				
Retirement	1,304.83		1,304.83	
Total Company Contributions	1,304.83		1,304.83	
Wages				
Employee Taxes Paid by Employer	46.74		46.74	
Total Wages	46.74		46.74	
Total Payroll Expenses	1,351.57		1,351.57	
Total Expenses	\$101,495.77	\$144,865.11	\$ -43,369.34	-29.94 %
NET OPERATING INCOME	\$ -101,495.77	\$ -24,942.04	\$ -76,553.73	-306.93 %
NET INCOME	\$ -101,495.77	\$ -24,942.04	\$ -76,553.73	-306.93 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July 2022 - March 2023

	TOTAL			
	JUL 2022 - MAR 2023	JUL 2021 - MAR 2022 (PY)	CHANGE	% CHANGE
Income				
4030 County BID	736,489.57	834,486.00	-97,996.43	-11.74 %
4031 County BID adjustments	557.00	45,655.06	-45,098.06	-98.78 %
4035 County 50% Match	368,101.03	356,247.00	11,854.03	3.33 %
4050 NCTC Administration	13,716.38	4,324.17	9,392.21	217.20 %
Other Income	1,372.43		1,372.43	
4940 Misc. Income	3,277.33	61,314.41	-58,037.08	-94.65 %
4950 Interest Income	275.07	307.29	-32.22	-10.49 %
Total Other Income	4,924.83	61,621.70	-56,696.87	-92.01 %
Total Income	\$1,123,788.81	\$1,302,333.93	\$ -178,545.12	-13.71 %
GROSS PROFIT	\$1,123,788.81	\$1,302,333.93	\$ -178,545.12	-13.71 %
Expenses				
1- MEDIA & WEBSITE				
50 Advertising / Media	0.00		0.00	
5130 Print & Online Advertising	505,077.66	281,834.53	223,243.13	79.21 %
5150 Ad Development/Design	2,000.00	9,420.00	-7,420.00	-78.77 %
5170 Photography	2,085.00		2,085.00	
5240 Research & Development	96,206.29	42,060.00	54,146.29	128.74 %
5280 Video Development	19,615.00	8,510.87	11,104.13	130.47 %
5290 Marketing Contingency	3,302.71	333.56	2,969.15	890.14 %
Total 50 Advertising / Media	628,286.66	342,158.96	286,127.70	83.62 %
55 Marketing / Public Relations				
5510 Public Relations Contract	69,466.64	76,324.26	-6,857.62	-8.98 %
5540 Clipping Service	5,451.90	5,832.00	-380.10	-6.52 %
5550 In-Market PR Stunts	14,364.04	1,615.63	12,748.41	789.07 %
5560 Media Events	3,679.40	1,015.31	2,664.09	262.39 %
5610 Travel -PR Related	4,366.51	4,962.78	-596.27	-12.01 %
5680 Visiting Media FAM Expenses	8,440.34	7,621.11	819.23	10.75 %
Total 55 Marketing / Public Relations	105,768.83	97,371.09	8,397.74	8.62 %
57 Website Maint / Development				
5710 Interactive Media Coordinator	5,062.60	22,500.00	-17,437.40	-77.50 %
5740 Content Creation	18,901.34		18,901.34	
5750 Development/ Maintenance	53,264.13	27,038.02	26,226.11	97.00 %
5780 Interactive Marketing	209.70	269.55	-59.85	-22.20 %
Total 57 Website Maint / Development	77,437.77	49,807.57	27,630.20	55.47 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July 2022 - March 2023

	TOTAL			
	JUL 2022 - MAR 2023	JUL 2021 - MAR 2022 (PY)	CHANGE	% CHANGE
58 Leisure / Group Sales				
5810 Promotion Items, Booth Develop	3,330.68	3,211.75	118.93	3.70 %
5820 Consumer & Trade Shows		3,570.00	-3,570.00	-100.00 %
5840 State Fair Exhibit	18,535.66		18,535.66	
5870 Shipping - Travel Shows		25.73	-25.73	-100.00 %
5880 Travel - Leisure/Group Sales	4,117.85	7,142.33	-3,024.48	-42.35 %
5885 Travel - Group FAMs	692.05	30.00	662.05	2,206.83 %
Total 58 Leisure / Group Sales	26,676.24	13,979.81	12,696.43	90.82 %
Total 1- MEDIA & WEBSITE	838,169.50	503,317.43	334,852.07	66.53 %
2- VISITOR SVS / PARTNERSHIPS				
Partnerships				
6550 Conferences & Seminars	26,156.12	11,948.35	14,207.77	118.91 %
6555 Conferences & Seminars Travel	45.00	6.80	38.20	561.76 %
6570 In-County Relations	6,645.35	2,731.85	3,913.50	143.25 %
6575 Stakeholder Networking	2,325.20	66.15	2,259.05	3,415.04 %
6590 Memberships	1,160.00	3,967.50	-2,807.50	-70.76 %
6610 North Coast Tourism Council	22,932.45	10,653.17	12,279.28	115.26 %
Total Partnerships	59,264.12	29,373.82	29,890.30	101.76 %
Visitor Services				
6720 Event & Festival Guides	38,672.73	34,373.84	4,298.89	12.51 %
6730 Incentives & Sponsorships	16,880.50	20,317.00	-3,436.50	-16.91 %
6770 Visitor Centers & Signage	7,900.00	1,800.00	6,100.00	338.89 %
Total Visitor Services	63,453.23	56,490.84	6,962.39	12.32 %
Total 2- VISITOR SVS / PARTNERSHIPS	122,717.35	85,864.66	36,852.69	42.92 %
3- ADMIN EXPENSES				
General Admin				
7010 Accounting	25,643.00	24,480.00	1,163.00	4.75 %
7060 Bank Fees	80.35	196.03	-115.68	-59.01 %
7080 Board Development	70,339.47	2,454.79	67,884.68	2,765.40 %
7090 Copying & Printing		507.20	-507.20	-100.00 %
7100 Dues & Subscriptions	30,092.67	16,315.43	13,777.24	84.44 %
7130 Legal Fees		1,219.98	-1,219.98	-100.00 %
7140 Licenses & Permits	9.00		9.00	
7150 Meeting Expenses	1,855.04	372.35	1,482.69	398.20 %
7200 Office Expense	7,054.57	6,448.32	606.25	9.40 %
7210 Postage & Shipping	4,351.04	2,126.55	2,224.49	104.61 %
7280 Travel Expenses	12,754.63	10,089.39	2,665.24	26.42 %
Total General Admin	152,179.77	64,210.04	87,969.73	137.00 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July 2022 - March 2023

	TOTAL			
	JUL 2022 - MAR 2023	JUL 2021 - MAR 2022 (PY)	CHANGE	% CHANGE
Occupancy Costs				
7650 Rent	21,963.00	17,305.00	4,658.00	26.92 %
7660 Insurance	1,118.00	1,950.00	-832.00	-42.67 %
7850 Repairs & Maintenance	5,950.84	3,434.55	2,516.29	73.26 %
7890 Taxes	122.14	80.72	41.42	51.31 %
7910 Telecommunication	8,330.25	7,104.45	1,225.80	17.25 %
7950 Utilities	6,320.02	5,259.43	1,060.59	20.17 %
7990 Depreciation Expense	5,054.00	4,295.00	759.00	17.67 %
Total Occupancy Costs	48,858.25	39,429.15	9,429.10	23.91 %
Total 3- ADMIN EXPENSES	201,038.02	103,639.19	97,398.83	93.98 %
4- PERSONNEL				
8510 Salaries & Wages	238,250.84	196,771.54	41,479.30	21.08 %
8520 Paid Time Off	8,187.73	8,339.71	-151.98	-1.82 %
8530 Payroll Taxes	23,880.69	18,954.21	4,926.48	25.99 %
8540 Payroll Processing Fees	570.00		570.00	
8550 Workers Comp	2,252.83	-1,100.00	3,352.83	304.80 %
8570 Health Insurance Allowance	22,550.00	15,800.00	6,750.00	42.72 %
8580 Other Employee Benefits	1,413.00	239.65	1,173.35	489.61 %
8590 Contract Work	36,362.11	17,425.01	18,937.10	108.68 %
8615 Employee Recruitment	903.59	294.35	609.24	206.98 %
Total 4- PERSONNEL	334,370.79	256,724.47	77,646.32	30.25 %
Payroll Expenses				
Company Contributions				
Retirement	6,537.65		6,537.65	
Total Company Contributions	6,537.65		6,537.65	
Wages				
Employee Taxes Paid by Employer	46.74		46.74	
Total Wages	46.74		46.74	
Total Payroll Expenses	6,584.39		6,584.39	
Uncategorized Expense	1,139.51		1,139.51	
Total Expenses	\$1,504,019.56	\$949,545.75	\$554,473.81	58.39 %
NET OPERATING INCOME	\$ -380,230.75	\$352,788.18	\$ -733,018.93	-207.78 %
Other Expenses				
9010 Gain/Loss on Sale of Asset		216.52	-216.52	-100.00 %
Total Other Expenses	\$0.00	\$216.52	\$ -216.52	-100.00 %
NET OTHER INCOME	\$0.00	\$ -216.52	\$216.52	100.00 %
NET INCOME	\$ -380,230.75	\$352,571.66	\$ -732,802.41	-207.84 %

Mendocino County Tourism Commission

Balance Sheet Comparison

As of March 31, 2023

	TOTAL			
	AS OF MAR 31, 2023	AS OF MAR 31, 2022 (PY)	CHANGE	% CHANGE
ASSETS				
Current Assets				
Bank Accounts				
1005 SBMC Checking	615,823.40	15,125.35	600,698.05	3,971.47 %
1010 SBMC Contingency/Savings	1,000,000.00	1,165,999.97	-165,999.97	-14.24 %
1030 Cash drawer	100.00	100.00	0.00	0.00 %
Total Bank Accounts	\$1,615,923.40	\$1,181,225.32	\$434,698.08	36.80 %
Accounts Receivable				
1100 Accounts Receivable	690,243.74	778,012.75	-87,769.01	-11.28 %
Total Accounts Receivable	\$690,243.74	\$778,012.75	\$ -87,769.01	-11.28 %
Other Current Assets				
1230 Prepaid Expenses	-29,268.86	79,890.58	-109,159.44	-136.64 %
1250 Refundable Deposits	1,800.00	1,800.00	0.00	0.00 %
1270 Receivable Other	0.00	0.00	0.00	
1290 Loan to Employee	1,800.00		1,800.00	
Undeposited Funds	0.00	0.00	0.00	
Total Other Current Assets	\$ -25,668.86	\$81,690.58	\$ -107,359.44	-131.42 %
Total Current Assets	\$2,280,498.28	\$2,040,928.65	\$239,569.63	11.74 %
Fixed Assets				
1510 Furniture and Equipment	41,311.75	30,059.23	11,252.52	37.43 %
1600 Accumulated Depreciation	-20,751.00	-13,954.00	-6,797.00	-48.71 %
Total Fixed Assets	\$20,560.75	\$16,105.23	\$4,455.52	27.67 %
Other Assets				
1700 Website Development	0.00	0.00	0.00	
1750 Accumulated Amortization	0.00	0.00	0.00	
Total Other Assets	\$0.00	\$0.00	\$0.00	0.00%
TOTAL ASSETS	\$2,301,059.03	\$2,057,033.88	\$244,025.15	11.86 %

Mendocino County Tourism Commission

Balance Sheet Comparison

As of March 31, 2023

	TOTAL			
	AS OF MAR 31, 2023	AS OF MAR 31, 2022 (PY)	CHANGE	% CHANGE
LIABILITIES AND EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 Accounts Payable	35,273.31	43,338.14	-8,064.83	-18.61 %
Total Accounts Payable	\$35,273.31	\$43,338.14	\$ -8,064.83	-18.61 %
Other Current Liabilities				
2100 Accrued Expenses	1,115.00	1,970.00	-855.00	-43.40 %
2150 Other Liabilities-County Match	0.00	0.00	0.00	
2300 Loan Payable	0.00	0.00	0.00	
Direct Deposit Payable	0.00	0.00	0.00	
Not in Use	0.00	0.00	0.00	
Payroll Liabilities				
2210 Federal Taxes (941/944)	0.00	0.00	0.00	
2220 CA PIT / SDI	0.00	0.00	0.00	
2230 CA SUI / ETT	0.00	1,872.40	-1,872.40	-100.00 %
2240 FUTA Payable	226.86	181.20	45.66	25.20 %
2270 Accrued Payroll	3,333.30	12,802.60	-9,469.30	-73.96 %
2275 Accrued PTO	16,111.20	13,605.71	2,505.49	18.41 %
2280 Health Insurance Payable	0.00	0.00	0.00	
2290 Direct Deposit Liabilities	0.00	0.00	0.00	
401(k) Contribution	0.03		0.03	
Federal Payroll Tax Payable	0.00	0.00	0.00	
State Payroll Tax Payable	0.00	0.00	0.00	
SUI & ETT Payable	0.00	0.00	0.00	
Total Payroll Liabilities	19,671.39	28,461.91	-8,790.52	-30.89 %
Total Other Current Liabilities	\$20,786.39	\$30,431.91	\$ -9,645.52	-31.70 %
Total Current Liabilities	\$56,059.70	\$73,770.05	\$ -17,710.35	-24.01 %
Total Liabilities	\$56,059.70	\$73,770.05	\$ -17,710.35	-24.01 %
Equity				
3100 Contingency-Restricted	187,622.35	187,622.35	0.00	0.00 %
3900 Unrestricted Net Assets (RE)	2,042,725.51	1,443,069.82	599,655.69	41.55 %
Opening Bal Equity	0.00	0.00	0.00	
Net Income	14,651.47	352,571.66	-337,920.19	-95.84 %
Total Equity	\$2,244,999.33	\$1,983,263.83	\$261,735.50	13.20 %
TOTAL LIABILITIES AND EQUITY	\$2,301,059.03	\$2,057,033.88	\$244,025.15	11.86 %