

Mendocino County Tourism Commission

Balance Sheet Comparison

As of March 31, 2025

	TOTAL			
	AS OF MAR 31, 2025	AS OF MAR 31, 2024 (PY)	CHANGE	% CHANGE
ASSETS				
Current Assets				
Bank Accounts				
1005 SBMC Checking	266,014.13	221,097.51	44,916.62	20.32 %
1010 SBMC Contingency/Savings	600,905.26	1,000,618.70	-399,713.44	-39.95 %
1030 Cash drawer	100.00	100.00	0.00	0.00 %
Total Bank Accounts	\$867,019.39	\$1,221,816.21	\$ -354,796.82	-29.04 %
Accounts Receivable				
1100 Accounts Receivable	0.00	0.00	0.00	
Total Accounts Receivable	\$0.00	\$0.00	\$0.00	0.00%
Other Current Assets				
1230 Prepaid Expenses	6,278.55	39,750.74	-33,472.19	-84.21 %
1250 Refundable Deposits	1,800.00	1,800.00	0.00	0.00 %
1270 Receivable Other	-4,107.06	-4,107.06	0.00	0.00 %
1290 Loan to Employee	0.00	0.00	0.00	
Undeposited Funds	0.00	0.00	0.00	
Total Other Current Assets	\$3,971.49	\$37,443.68	\$ -33,472.19	-89.39 %
Total Current Assets	\$870,990.88	\$1,259,259.89	\$ -388,269.01	-30.83 %
Fixed Assets				
1510 Furniture and Equipment	46,655.22	41,311.75	5,343.47	12.93 %
1600 Accumulated Depreciation	-37,505.69	-29,679.04	-7,826.65	-26.37 %
Total Fixed Assets	\$9,149.53	\$11,632.71	\$ -2,483.18	-21.35 %
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	\$880,140.41	\$1,270,892.60	\$ -390,752.19	-30.75 %
LIABILITIES AND EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 Accounts Payable	21,619.90	38,595.90	-16,976.00	-43.98 %
Total Accounts Payable	\$21,619.90	\$38,595.90	\$ -16,976.00	-43.98 %
Credit Cards				
Ramp Card	26,712.83	12,078.75	14,634.08	121.16 %

Mendocino County Tourism Commission

Balance Sheet Comparison

As of March 31, 2025

	TOTAL			
	AS OF MAR 31, 2025	AS OF MAR 31, 2024 (PY)	CHANGE	% CHANGE
Total Credit Cards	\$26,712.83	\$12,078.75	\$14,634.08	121.16 %
Other Current Liabilities				
2100 Accrued Expenses	1,115.00	1,115.00	0.00	0.00 %
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	0.00	0.00	0.00	
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	0.00	0.00	
2240 FUTA Payable	229.66	234.60	-4.94	-2.11 %
2270 Accrued Payroll	3,831.36	3,349.64	481.72	14.38 %
2275 Accrued PTO	12,128.39	12,083.58	44.81	0.37 %
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	0.00	0.00 %
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	16,189.44	15,667.85	521.59	3.33 %
Total Other Current Liabilities	\$17,304.44	\$16,782.85	\$521.59	3.11 %
Total Current Liabilities	\$65,637.17	\$67,457.50	\$ -1,820.33	-2.70 %
Total Liabilities	\$65,637.17	\$67,457.50	\$ -1,820.33	-2.70 %
Equity				
3100 Contingency-Restricted	187,622.35	187,622.35	0.00	0.00 %
3900 Unrestricted Net Assets (RE)	1,039,404.46	1,431,851.51	-392,447.05	-27.41 %
Opening Bal Equity	0.00	0.00	0.00	
Net Income	-412,523.57	-416,038.76	3,515.19	0.84 %
Total Equity	\$814,503.24	\$1,203,435.10	\$ -388,931.86	-32.32 %
TOTAL LIABILITIES AND EQUITY	\$880,140.41	\$1,270,892.60	\$ -390,752.19	-30.75 %

Mendocino County Tourism Commission
Budget vs. Actuals: FY 24/25 - FY25 P&L
July 2024 - June 2025

	Mar 2025				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Income								
4030 County BID		125,000.00	-125,000.00	0.00%	644,695.11	1,500,000.00	-855,304.89	42.98%
4031 County BID adjustments		0.00	0.00		0.00	-45,000.00	45,000.00	0.00%
4035 County 50% Match			0.00		12,500.00	0.00	12,500.00	
Other Income			0.00		171.31	0.00	171.31	
Total Income	\$ 0.00	\$ 125,000.00	\$ -125,000.00	0.00%	\$ 657,366.42	\$ 1,455,000.00	\$ -797,633.58	45.18%
Gross Profit	\$ 0.00	\$ 125,000.00	\$ -125,000.00	0.00%	\$ 657,366.42	\$ 1,455,000.00	\$ -797,633.58	45.18%
Expenses								
1- MEDIA & WEBSITE	33,097.48	56,656.66	-23,559.18	58.42%	375,801.54	601,856.66	-226,055.12	62.44%
2- VISITOR SVS / PARTNERSHIPS	17,163.18	22,043.34	-4,880.16	77.86%	97,463.92	273,892.00	-176,428.08	35.58%
3- ADMIN EXPENSES	16,961.44	16,583.00	378.44	102.28%	183,922.72	211,211.00	-27,288.28	87.08%
4- PERSONNEL	39,680.07	54,079.13	-14,399.06	73.37%	484,684.97	655,234.57	-170,549.60	73.97%
Payroll Expenses	1,295.20		1,295.20		13,818.00	0.00	13,818.00	
Total Expenses	\$ 108,197.37	\$ 149,362.13	\$ -41,164.76	72.44%	\$ 1,155,691.15	\$ 1,742,194.23	\$ -586,503.08	66.34%
Net Operating Income	\$ -108,197.37	\$ -24,362.13	\$ -83,835.24	444.12%	\$ -498,324.73	\$ -287,194.23	\$ -211,130.50	173.51%
Net Income	\$ -108,197.37	\$ -24,362.13	\$ -83,835.24	444.12%	\$ -498,324.73	\$ -287,194.23	\$ -211,130.50	173.51%

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Mendocino County Tourism Commission
Budget vs. Actuals: FY 24/25 - FY25 P&L
 July 2024 - June 2025

	Mar 2025				% of Budget	Total				% of Budget
	Actual	Budget	over Budget			Actual	Budget	over Budget		
Income										
4030 County BID		125,000.00	-125,000.00		0.00%	644,695.11	1,500,000.00	-855,304.89		42.98%
4031 County BID adjustments		0.00	0.00			0.00	-45,000.00	45,000.00		0.00%
4035 County 50% Match			0.00			12,500.00	0.00	12,500.00		
Other Income			0.00			0.00	0.00	0.00		
4950 Interest Income			0.00			171.31	0.00	171.31		
Total Other Income	\$ 0.00	\$ 0.00	\$ 0.00			\$ 171.31	\$ 0.00	\$ 171.31		
Total Income	\$ 0.00	\$ 125,000.00	\$ -125,000.00		0.00%	\$ 657,366.42	\$ 1,455,000.00	\$ -797,633.58		45.18%
Gross Profit	\$ 0.00	\$ 125,000.00	\$ -125,000.00		0.00%	\$ 657,366.42	\$ 1,455,000.00	\$ -797,633.58		45.18%
Expenses										
1- MEDIA & WEBSITE			0.00			0.00	0.00	0.00		
50 Advertising / Media	500.00		500.00			5,000.00	0.00	5,000.00		
5130 Print & Online Advertising	12,058.00	25,000.00	-12,942.00		48.23%	169,821.32	315,000.00	-145,178.68		53.91%
5170 Photography	2,150.00	1,000.00	1,150.00		215.00%	9,101.95	12,000.00	-2,898.05		75.85%
5240 Research & Development	1,000.00	500.00	500.00		200.00%	35,000.00	6,000.00	29,000.00		583.33%
5280 Video Development		1,250.00	-1,250.00		0.00%	5,877.78	15,000.00	-9,122.22		39.19%
5290 Marketing Contingency		1,000.00	-1,000.00		0.00%	0.00	12,000.00	-12,000.00		0.00%
Total 50 Advertising / Media	\$ 15,708.00	\$ 28,750.00	\$ -13,042.00		54.64%	\$ 224,801.05	\$ 360,000.00	\$ -135,198.95		62.44%
55 Marketing / Public Relations			0.00			0.00	0.00	0.00		
5510 Public Relations Contract	9,256.66	9,516.66	-260.00		97.27%	92,566.60	114,200.00	-21,633.40		81.06%
5520 Marketing Agency Contract		2,000.00	-2,000.00		0.00%	0.00	24,000.00	-24,000.00		0.00%
5540 Clipping Service		750.00	-750.00		0.00%	0.00	9,000.00	-9,000.00		0.00%
5560 Media Events	715.16	250.00	465.16		286.06%	2,520.16	9,666.66	-7,146.50		26.07%
5610 Travel -PR Related	80.78	0.00	80.78			5,087.46	3,000.00	2,087.46		169.58%
5680 Visiting Media FAM Expenses	162.89	500.00	-337.11		32.58%	5,181.77	6,000.00	-818.23		86.36%
Total 55 Marketing / Public Relations	\$ 10,215.49	\$ 13,016.66	\$ -2,801.17		78.48%	\$ 105,355.99	\$ 165,866.66	\$ -60,510.67		63.52%
57 Website Maint / Development			0.00			0.00	0.00	0.00		
5710 Interactive Media Coordinator		2,500.00	-2,500.00		0.00%	0.00	30,000.00	-30,000.00		0.00%
5740 Content Creation	2,500.00	1,500.00	1,000.00		166.67%	25,000.00	18,000.00	7,000.00		138.89%
5750 Development/ Maintenance	563.51	500.00	63.51		112.70%	14,998.54	6,000.00	8,998.54		249.98%
5780 Interactive Marketing	55.00	100.00	-45.00		55.00%	1,010.00	1,200.00	-190.00		84.17%
Total 57 Website Maint / Development	\$ 3,118.51	\$ 4,600.00	\$ -1,481.49		67.79%	\$ 41,008.54	\$ 55,200.00	\$ -14,191.46		74.29%
58 Leisure / Group Sales			0.00			0.00	0.00	0.00		
5810 Promotion Items, Booth Develop		0.00	0.00			692.94	3,000.00	-2,307.06		23.10%
5820 Consumer & Trade Shows		4,300.00	-4,300.00		0.00%	0.00	6,300.00	-6,300.00		0.00%
5880 Travel - Leisure/Group Sales	555.48	5,490.00	-4,934.52		10.12%	443.02	5,490.00	-5,046.98		8.07%
5890 Misc. Sales Opportunities	3,500.00	500.00	3,000.00		700.00%	3,500.00	6,000.00	-2,500.00		58.33%
Total 58 Leisure / Group Sales	\$ 4,055.48	\$ 10,290.00	\$ -6,234.52		39.41%	\$ 4,635.96	\$ 20,790.00	\$ -16,154.04		22.30%
Total 1- MEDIA & WEBSITE	\$ 33,097.48	\$ 56,656.66	\$ -23,559.18		58.42%	\$ 375,801.54	\$ 601,856.66	\$ -226,055.12		62.44%
2- VISITOR SVS / PARTNERSHIPS			0.00			0.00	0.00	0.00		
Partnerships			0.00			0.00	0.00	0.00		
6550 Conferences & Seminars	166.05	1,500.00	-1,333.95		11.07%	12,903.25	8,500.00	4,403.25		151.80%
6555 Conferences & Seminars Travel	5,569.30	3,510.00	2,059.30		158.67%	7,998.52	15,810.00	-7,811.48		50.59%
6570 In-County Relations	40.94	1,050.00	-1,009.06		3.90%	10,894.39	14,100.00	-3,205.61		77.27%
6575 Stakeholder Networking		500.00	-500.00		0.00%	186.15	6,000.00	-5,813.85		3.10%
6580 Contracted Writing Services			0.00			480.00	0.00	480.00		
6590 Memberships		0.00	0.00			5,001.26	6,482.00	-1,480.74		77.16%
6610 North Coast Tourism Council		2,000.00	-2,000.00		0.00%	21,000.00	24,000.00	-3,000.00		87.50%
Total Partnerships	\$ 5,776.29	\$ 8,560.00	\$ -2,783.71		67.48%	\$ 58,463.57	\$ 74,892.00	\$ -16,428.43		78.06%
Visitor Services			0.00			0.00	0.00	0.00		
6720 Event & Festival Guides	3,559.59	6,191.67	-2,632.08		57.49%	18,242.88	96,100.00	-77,857.12		18.98%
6730 Incentives & Sponsorships	7,827.30	625.00	7,202.30		1252.37%	16,748.20	22,900.00	-6,151.80		73.14%
6770 Visitor Centers & Signage		6,666.67	-6,666.67		0.00%	4,009.27	80,000.00	-75,990.73		5.01%
Total Visitor Services	\$ 11,386.89	\$ 13,483.34	\$ -2,096.45		84.45%	\$ 39,000.35	\$ 199,000.00	\$ -159,999.65		19.60%
Total 2- VISITOR SVS / PARTNERSHIPS	\$ 17,163.18	\$ 22,043.34	\$ -4,880.16		77.86%	\$ 97,463.92	\$ 273,892.00	\$ -176,428.08		35.58%
3- ADMIN EXPENSES			0.00			0.00	0.00	0.00		
General Admin			0.00			0.00	0.00	0.00		
7010 Accounting	4,027.00	2,300.00	1,727.00		175.09%	30,782.00	36,300.00	-5,518.00		84.80%
7060 Bank Fees		50.00	-50.00		0.00%	45.95	600.00	-554.05		7.66%

7080 Board Development	6,240.00	6,275.00	-35.00	99.44%	48,264.22	76,265.00	-28,000.78	63.28%
7090 Copying & Printing		200.00	-200.00	0.00%	0.00	2,400.00	-2,400.00	0.00%
7100 Dues & Subscriptions	3,091.80	1,353.00	1,738.80	228.51%	40,814.99	16,236.00	24,578.99	251.39%
7130 Legal Fees		250.00	-250.00	0.00%	280.00	3,000.00	-2,720.00	9.33%
7150 Meeting Expenses		185.00	-185.00	0.00%	1,174.82	2,220.00	-1,045.18	52.92%
7200 Office Expense		150.00	-150.00	0.00%	1,916.17	1,800.00	116.17	106.45%
7210 Postage & Shipping	39.15	350.00	-310.85	11.19%	4,111.81	4,200.00	-88.19	97.90%
7280 Travel Expenses	1,321.27	750.00	571.27	176.17%	9,453.40	9,000.00	453.40	105.04%
Total General Admin	\$ 14,719.22	\$ 11,863.00	\$ 2,856.22	124.08%	\$ 136,843.36	\$ 152,021.00	\$ -15,177.64	90.02%
Occupancy Costs			0.00		0.00	0.00	0.00	
7650 Rent		2,700.00	-2,700.00	0.00%	18,400.00	32,400.00	-14,000.00	56.79%
7660 Insurance		0.00	0.00		1,730.64	2,450.00	-719.36	70.64%
7850 Repairs & Maintenance	817.90	575.00	242.90	142.24%	4,040.44	6,900.00	-2,859.56	58.56%
7890 Taxes		0.00	0.00		479.26	100.00	379.26	479.26%
7910 Telecommunication	626.39	600.00	26.39	104.40%	8,360.30	7,200.00	1,160.30	116.12%
7950 Utilities	797.93	845.00	-47.07	94.43%	8,214.04	10,140.00	-1,925.96	81.01%
7990 Depreciation Expense			0.00		5,854.68	0.00	5,854.68	
Total Occupancy Costs	\$ 2,242.22	\$ 4,720.00	\$ -2,477.78	47.50%	\$ 47,079.36	\$ 59,190.00	\$ -12,110.64	79.54%
Total 3- ADMIN EXPENSES	\$ 16,961.44	\$ 16,583.00	\$ 378.44	102.28%	\$ 183,922.72	\$ 211,211.00	\$ -27,288.28	87.08%
4- PERSONNEL			0.00		0.00	0.00	0.00	
8510 Salaries & Wages	28,569.66	35,360.00	-6,790.34	80.80%	320,690.44	424,320.00	-103,629.56	75.58%
8520 Paid Time Off	1,060.50	3,632.70	-2,572.20	29.19%	11,450.26	51,438.40	-39,988.14	22.26%
8530 Payroll Taxes	2,544.25	4,897.36	-2,353.11	51.95%	30,976.63	58,768.32	-27,791.69	52.71%
8540 Payroll Processing Fees		1,136.00	-1,136.00	0.00%	1,058.00	2,071.00	-1,013.00	51.09%
8550 Workers Comp	172.33	303.07	-130.74	56.86%	1,586.97	3,636.85	-2,049.88	43.64%
8570 Health Insurance Allowance	2,750.00	2,750.00	0.00	100.00%	28,375.00	33,000.00	-4,625.00	85.98%
8580 Other Employee Benefits		0.00	0.00		1,780.00	3,000.00	-1,220.00	59.33%
8590 Contract Work	4,583.33	6,000.00	-1,416.67	76.39%	88,767.67	79,000.00	9,767.67	112.36%
Total 4- PERSONNEL	\$ 39,680.07	\$ 54,079.13	\$ -14,399.06	73.37%	\$ 484,684.97	\$ 655,234.57	\$ -170,549.60	73.97%
Payroll Expenses			0.00		0.00	0.00	0.00	
Company Contributions			0.00		0.00	0.00	0.00	
Retirement	1,295.20		1,295.20		13,818.00	0.00	13,818.00	
Total Company Contributions	\$ 1,295.20	\$ 0.00	\$ 1,295.20		\$ 13,818.00	\$ 0.00	\$ 13,818.00	
Total Payroll Expenses	\$ 1,295.20	\$ 0.00	\$ 1,295.20		\$ 13,818.00	\$ 0.00	\$ 13,818.00	
Total Expenses	\$ 108,197.37	\$ 149,362.13	\$ -41,164.76	72.44%	\$ 1,155,691.15	\$ 1,742,194.23	\$ -586,503.08	66.34%
Net Operating Income	\$ -108,197.37	\$ -24,362.13	\$ -83,835.24	444.12%	\$ -498,324.73	\$ -287,194.23	\$ -211,130.50	173.51%
Net Income	\$ -108,197.37	\$ -24,362.13	\$ -83,835.24	444.12%	\$ -498,324.73	\$ -287,194.23	\$ -211,130.50	173.51%

Thursday, May 01, 2025 06:17:25 PM GMT-7 - Accrual Basis

Visit Mendocino County

Statement of Cash Flows

March 2025

	TOTAL
OPERATING ACTIVITIES	
Net Income	-108,197.37
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1100 Accounts Receivable	254,150.99
1230 Prepaid Expenses	-2,700.00
2000 Accounts Payable	5,440.47
Ramp Card	19,012.80
2210 Payroll Liabilities:Federal Taxes (941/944)	0.00
2220 Payroll Liabilities:CA PIT / SDI	0.00
2230 Payroll Liabilities:CA SUI / ETT	0.00
2240 Payroll Liabilities:FUTA Payable	5.93
Direct Deposit Payable	0.00
Payroll Liabilities:401(k) Contribution	0.00
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	275,910.19
Net cash provided by operating activities	\$167,712.82
NET CASH INCREASE FOR PERIOD	\$167,712.82
Cash at beginning of period	699,306.57
CASH AT END OF PERIOD	\$867,019.39

Mendocino County Tourism Commission

Profit and Loss Comparison

July 2024 - March 2025

	TOTAL			
	JUL 2024 - MAR 2025	JUL 2023 - MAR 2024 (PY)	CHANGE	% CHANGE
Income				
4030 County BID	644,695.11	964,706.33	-320,011.22	-33.17 %
4035 County 50% Match	12,500.00	108,369.08	-95,869.08	-88.47 %
Other Income				
4940 Misc. Income		6,749.15	-6,749.15	-100.00 %
4950 Interest Income	171.31	373.39	-202.08	-54.12 %
Total Other Income	171.31	7,122.54	-6,951.23	-97.59 %
Total Income	\$657,366.42	\$1,080,197.95	\$ -422,831.53	-39.14 %
GROSS PROFIT	\$657,366.42	\$1,080,197.95	\$ -422,831.53	-39.14 %
Expenses				
1- MEDIA & WEBSITE				
50 Advertising / Media	5,000.00	3,500.00	1,500.00	42.86 %
5130 Print & Online Advertising	169,821.32	406,368.50	-236,547.18	-58.21 %
5150 Ad Development/Design		2,779.13	-2,779.13	-100.00 %
5170 Photography	9,101.95	5,832.08	3,269.87	56.07 %
5240 Research & Development	35,000.00	47,660.00	-12,660.00	-26.56 %
5280 Video Development	5,877.78	14,377.87	-8,500.09	-59.12 %
Total 50 Advertising / Media	224,801.05	480,517.58	-255,716.53	-53.22 %
55 Marketing / Public Relations				
5510 Public Relations Contract	83,309.94	82,499.94	810.00	0.98 %
5540 Clipping Service		6,305.95	-6,305.95	-100.00 %
5550 In-Market PR Stunts		2,530.56	-2,530.56	-100.00 %
5560 Media Events	2,520.16	7,761.68	-5,241.52	-67.53 %
5610 Travel -PR Related	5,087.46	8,790.03	-3,702.57	-42.12 %
5680 Visiting Media FAM Expenses	5,181.77	5,583.27	-401.50	-7.19 %
Total 55 Marketing / Public Relations	96,099.33	113,471.43	-17,372.10	-15.31 %
57 Website Maint / Development				
5740 Content Creation	25,000.00	24,900.00	100.00	0.40 %
5750 Development/ Maintenance	14,998.54	11,743.94	3,254.60	27.71 %
5780 Interactive Marketing	1,010.00	33,507.03	-32,497.03	-96.99 %
Total 57 Website Maint / Development	41,008.54	70,150.97	-29,142.43	-41.54 %
58 Leisure / Group Sales				
5810 Promotion Items, Booth Develop	692.94	13,050.64	-12,357.70	-94.69 %
5820 Consumer & Trade Shows		3,129.36	-3,129.36	-100.00 %
5840 State Fair Exhibit		11,039.91	-11,039.91	-100.00 %
5880 Travel - Leisure/Group Sales	443.02	2,285.72	-1,842.70	-80.62 %
5885 Travel - Group FAMs		926.21	-926.21	-100.00 %
5890 Misc. Sales Opportunities	3,500.00	7,000.00	-3,500.00	-50.00 %
Total 58 Leisure / Group Sales	4,635.96	37,431.84	-32,795.88	-87.61 %
Total 1- MEDIA & WEBSITE	366,544.88	701,571.82	-335,026.94	-47.75 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July 2024 - March 2025

	TOTAL			
	JUL 2024 - MAR 2025	JUL 2023 - MAR 2024 (PY)	CHANGE	% CHANGE
2- VISITOR SVS / PARTNERSHIPS				
Partnerships				
6550 Conferences & Seminars	12,903.25	18,225.20	-5,321.95	-29.20 %
6555 Conferences & Seminars Travel	7,998.52	8,195.32	-196.80	-2.40 %
6570 In-County Relations	10,894.39	11,989.83	-1,095.44	-9.14 %
6575 Stakeholder Networking	186.15	3,950.53	-3,764.38	-95.29 %
6580 Contracted Writing Services	480.00	5,600.00	-5,120.00	-91.43 %
6590 Memberships	3,151.26	19,374.46	-16,223.20	-83.73 %
6610 North Coast Tourism Council	21,000.00	4,933.02	16,066.98	325.70 %
Total Partnerships	56,613.57	72,268.36	-15,654.79	-21.66 %
Visitor Services				
6720 Event & Festival Guides	18,242.88	29,753.19	-11,510.31	-38.69 %
6730 Incentives & Sponsorships	16,748.20	49,107.17	-32,358.97	-65.89 %
6770 Visitor Centers & Signage	4,009.27	25,841.52	-21,832.25	-84.49 %
Total Visitor Services	39,000.35	104,701.88	-65,701.53	-62.75 %
Total 2- VISITOR SVS / PARTNERSHIPS	95,613.92	176,970.24	-81,356.32	-45.97 %
3- ADMIN EXPENSES				
General Admin				
7010 Accounting	30,782.00	35,308.00	-4,526.00	-12.82 %
7060 Bank Fees	45.95	208.40	-162.45	-77.95 %
7080 Board Development	42,024.22	58,862.68	-16,838.46	-28.61 %
7100 Dues & Subscriptions	40,814.99	41,741.17	-926.18	-2.22 %
7130 Legal Fees	280.00	965.00	-685.00	-70.98 %
7140 Licenses & Permits		20.00	-20.00	-100.00 %
7150 Meeting Expenses	1,174.82	1,107.38	67.44	6.09 %
7200 Office Expense	1,916.17	10,469.95	-8,553.78	-81.70 %
7210 Postage & Shipping	3,189.13	3,025.70	163.43	5.40 %
7280 Travel Expenses	9,453.40	14,478.77	-5,025.37	-34.71 %
Total General Admin	129,680.68	166,187.05	-36,506.37	-21.97 %
Occupancy Costs				
7650 Rent	18,400.00	21,510.00	-3,110.00	-14.46 %
7660 Insurance	1,730.64	3,910.56	-2,179.92	-55.74 %
7850 Repairs & Maintenance	3,852.49	5,237.92	-1,385.43	-26.45 %
7890 Taxes	479.26	311.04	168.22	54.08 %
7910 Telecommunication	7,709.63	6,415.76	1,293.87	20.17 %
7950 Utilities	7,424.65	6,234.80	1,189.85	19.08 %
7990 Depreciation Expense	5,854.68	5,514.04	340.64	6.18 %
Total Occupancy Costs	45,451.35	49,134.12	-3,682.77	-7.50 %
Total 3- ADMIN EXPENSES	175,132.03	215,321.17	-40,189.14	-18.66 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July 2024 - March 2025

	TOTAL			
	JUL 2024 - MAR 2025	JUL 2023 - MAR 2024 (PY)	CHANGE	% CHANGE
4- PERSONNEL				
8510 Salaries & Wages	276,940.55	265,673.86	11,266.69	4.24 %
8511 Retirement		4,676.77	-4,676.77	-100.00 %
8520 Paid Time Off	9,094.32	5,047.61	4,046.71	80.17 %
8530 Payroll Taxes	27,034.97	26,586.19	448.78	1.69 %
8540 Payroll Processing Fees	1,058.00	1,924.00	-866.00	-45.01 %
8550 Workers Comp	1,586.97	2,925.13	-1,338.16	-45.75 %
8570 Health Insurance Allowance	24,250.00	25,600.00	-1,350.00	-5.27 %
8580 Other Employee Benefits	1,320.00	1,249.10	70.90	5.68 %
8590 Contract Work	79,505.57	63,268.78	16,236.79	25.66 %
8615 Employee Recruitment		81.67	-81.67	-100.00 %
Total 4- PERSONNEL	420,790.38	397,033.11	23,757.27	5.98 %
Payroll Expenses		81.00	-81.00	-100.00 %
Company Contributions				
Retirement	11,808.78	7,420.63	4,388.15	59.13 %
Total Company Contributions	11,808.78	7,420.63	4,388.15	59.13 %
Total Payroll Expenses	11,808.78	7,501.63	4,307.15	57.42 %
Total Expenses	\$1,069,889.99	\$1,498,397.97	\$ -428,507.98	-28.60 %
NET OPERATING INCOME	\$ -412,523.57	\$ -418,200.02	\$5,676.45	1.36 %
Other Income				
Redeemed Cash Back		2,161.26	-2,161.26	-100.00 %
Total Other Income	\$0.00	\$2,161.26	\$ -2,161.26	-100.00 %
NET OTHER INCOME	\$0.00	\$2,161.26	\$ -2,161.26	-100.00 %
NET INCOME	\$ -412,523.57	\$ -416,038.76	\$3,515.19	0.84 %