

Visit Mendocino County
Statement of Financial Position Comparison
As of Mar 31, 2026

	TOTAL	
	AS OF MAR 31, 2026	AS OF MAR 31, 2025 (PY)
Assets		
Current Assets		
Bank Accounts		
1005 SBMC Checking	68,329.53	239,985.87
1010 SBMC Contingency/Savings	596,210.01	600,979.35
1030 Cash drawer	100.00	100.00
Total for Bank Accounts	\$664,639.54	\$841,065.22
Accounts Receivable		
1100 Accounts Receivable	0.00	0.00
Total for Accounts Receivable	\$0.00	\$0.00
Other Current Assets		
1230 Prepaid Expenses	35,664.23	11,632.52
1250 Refundable Deposits	1,800.00	1,800.00
1270 Receivable Other	0.00	-4,107.06
1290 Loan to Employee	0.00	0.00
QuickBooks Tax Holding Account	120.19	
Undeposited Funds	0.00	0.00
Total for Other Current Assets	\$37,584.42	\$9,325.46
Total for Current Assets	\$702,223.96	\$850,390.68
Fixed Assets		
1510 Furniture and Equipment	50,080.43	50,080.43
1600 Accumulated Depreciation	-42,142.62	-35,641.79
Total for Fixed Assets	\$7,937.81	\$14,438.64
Other Assets		
1700 Website Development	0.00	0.00
1750 Accumulated Amortization	0.00	0.00
Total for Other Assets	\$0.00	\$0.00
Total for Assets	\$710,161.77	\$864,829.32

Visit Mendocino County
Statement of Financial Position Comparison
As of Mar 31, 2026

	TOTAL	
	AS OF MAR 31, 2026	AS OF MAR 31, 2025 (PY)
Liabilities and Equity		
Liabilities		
Current Liabilities		
Accounts Payable		
2000 Accounts Payable	3,394.70	21,619.90
Total for Accounts Payable	\$3,394.70	\$21,619.90
Credit Cards		
Ramp Card	0.00	10,926.73
Total for Credit Cards	\$0.00	\$10,926.73
Other Current Liabilities		
2100 Accrued Expenses	1,115.00	1,115.00
2150 Other Liabilities-County Match	0.00	0.00
2300 Loan Payable	0.00	0.00
Direct Deposit Payable	0.00	0.00
Not in Use	0.00	0.00
Payroll Liabilities	\$0.00	\$0.00
2210 Federal Taxes (941/944)	0.00	0.00
2220 CA PIT / SDI	0.00	0.00
2230 CA SUI / ETT	120.19	0.00
2240 FUTA Payable	0.00	229.66
2270 Accrued Payroll	-19,323.47	2,147.46
2275 Accrued PTO	11,001.48	13,486.27
2280 Health Insurance Payable	0.00	0.00
2290 Direct Deposit Liabilities	0.00	0.00
401(k) Contribution	0.03	0.03
Federal Payroll Tax Payable	0.00	0.00
State Payroll Tax Payable	0.00	0.00
SUI & ETT Payable	0.00	0.00
Total for Payroll Liabilities	-\$8,201.77	\$15,863.42
Total for Other Current Liabilities	-\$7,086.77	\$16,978.42
Total for Current Liabilities	-\$3,692.07	\$49,525.05
Long-term Liabilities		
Total for Liabilities	-\$3,692.07	\$49,525.05
Equity		
3100 Contingency-Restricted	187,622.35	187,622.35
3900 Unrestricted Net Assets (RE)	726,456.85	1,039,404.46
Net Income	-200,225.36	-411,722.54
Opening Bal Equity	0.00	0.00
Total for Equity	\$713,853.84	\$815,304.27
Total for Liabilities and Equity	\$710,161.77	\$864,829.32

Visit Mendocino County
Budget vs. Actuals: Budget_FY26_P&L - FY26 P&L
 July 2025 - June 2026

	Mar 2026				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Revenue								
4030 County BID		100,000.00	-100,000.00	0.00%	635,032.57	1,200,000.00	-564,967.43	52.92%
4031 County BID adjustments		0.00	0.00		0.00	-36,000.00	36,000.00	0.00%
Other Income	61.72		61.72		255.98	0.00	255.98	
Total Revenue	\$ 61.72	\$ 100,000.00	-\$ 99,938.28	0.06%	\$ 635,288.55	\$ 1,164,000.00	-\$ 528,711.45	54.58%
Gross Profit	\$ 61.72	\$ 100,000.00	-\$ 99,938.28	0.06%	\$ 635,288.55	\$ 1,164,000.00	-\$ 528,711.45	54.58%
Expenditures								
1- MEDIA & WEBSITE	14,960.31	49,978.33	-35,018.02	29.93%	322,800.40	535,049.92	-212,249.52	60.33%
2- VISITOR SVS / PARTNERSHIPS	1,634.53	16,934.99	-15,300.46	9.65%	58,249.87	220,110.00	-161,860.13	26.46%
3- ADMIN EXPENSES	11,295.57	17,608.00	-6,312.43	64.15%	138,114.24	220,661.00	-82,546.76	62.59%
4- PERSONNEL	39,456.72	47,696.06	-8,239.34	82.73%	433,087.83	575,528.72	-142,440.89	75.25%
Payroll Expenses	2,435.54		2,435.54		13,500.13	0.00	13,500.13	
Uncategorized Expense			0.00		633.89	0.00	633.89	
Total Expenditures	\$ 69,782.67	\$ 132,217.38	-\$ 62,434.71	52.78%	\$ 966,386.36	\$ 1,551,349.64	-\$ 584,963.28	62.29%
Net Operating Revenue	-\$ 69,720.95	-\$ 32,217.38	-\$ 37,503.57	216.41%	-\$ 331,097.81	-\$ 387,349.64	\$ 56,251.83	85.48%
Net Revenue	-\$ 69,720.95	-\$ 32,217.38	-\$ 37,503.57	216.41%	-\$ 331,097.81	-\$ 387,349.64	\$ 56,251.83	85.48%

Thursday, May 07, 2026 04:15:17 PM GMT-7

Visit Mendocino County
Budget vs. Actuals: Budget_FY26_P&L - FY26 P&L
 July 2025 - June 2026

	Mar 2026				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Revenue								
4030 County BID		100,000.00	-100,000.00	0.00%	635,032.57	1,200,000.00	-564,967.43	52.92%
4031 County BID adjustments		0.00	0.00		0.00	-36,000.00	36,000.00	0.00%
Other Income			0.00		94.49	0.00	94.49	
4950 Interest Income	61.72		61.72		161.49	0.00	161.49	
Total Other Income	\$ 61.72	\$ 0.00	\$ 61.72		\$ 255.98	\$ 0.00	\$ 255.98	
Total Revenue	\$ 61.72	\$ 100,000.00	-\$ 99,938.28	0.06%	\$ 635,288.55	\$ 1,164,000.00	-\$ 528,711.45	54.58%
Gross Profit	\$ 61.72	\$ 100,000.00	-\$ 99,938.28	0.06%	\$ 635,288.55	\$ 1,164,000.00	-\$ 528,711.45	54.58%
Expenditures								
1- MEDIA & WEBSITE			0.00		0.00	0.00	0.00	
50 Advertising / Media			0.00		0.00	0.00	0.00	
5130 Print & Online Advertising	5,500.00	15,000.00	-9,500.00	36.67%	126,778.96	190,000.00	-63,221.04	66.73%
5170 Photography		1,000.00	-1,000.00	0.00%	2,082.00	12,000.00	-9,918.00	17.35%
5240 Research & Development		5,000.00	-5,000.00	0.00%	10,000.00	70,000.00	-60,000.00	14.29%
5280 Video Development		500.00	-500.00	0.00%	3,100.00	6,000.00	-2,900.00	51.67%
5290 Marketing Contingency		666.67	-666.67	0.00%	0.00	8,000.00	-8,000.00	0.00%
Total 50 Advertising / Media	\$ 5,500.00	\$ 22,166.67	-\$ 16,666.67	24.81%	\$ 141,960.96	\$ 286,000.00	-\$ 144,039.04	49.64%
55 Marketing / Public Relations			0.00		0.00	0.00	0.00	
5510 Public Relations Contract	9,258.66	9,606.66	-348.00	96.38%	103,015.92	115,279.92	-12,264.00	89.36%
5520 Marketing Agency Contract		2,000.00	-2,000.00	0.00%	15,000.00	24,000.00	-9,000.00	62.50%
5540 Clipping Service		0.00	0.00		4,320.00	4,000.00	320.00	108.00%
5550 In-Market PR Stunts			0.00		120.00	0.00	120.00	
5560 Media Events		750.00	-750.00	0.00%	1,400.00	22,000.00	-20,600.00	6.36%
5610 Travel -PR Related	83.14	0.00	83.14		8,698.86	3,000.00	5,698.86	289.96%
5680 Visiting Media FAM Expenses		500.00	-500.00	0.00%	1,114.42	6,000.00	-4,885.58	18.57%
Total 55 Marketing / Public Relations	\$ 9,341.80	\$ 12,856.66	-\$ 3,514.86	72.66%	\$ 133,669.20	\$ 174,279.92	-\$ 40,610.72	76.70%
57 Website Maint / Development			0.00		0.00	0.00	0.00	
5710 Interactive Media Coordinator		2,500.00	-2,500.00	0.00%	25,000.00	30,000.00	-5,000.00	83.33%
5740 Content Creation		1,500.00	-1,500.00	0.00%	8,500.00	18,000.00	-9,500.00	47.22%
5750 Development/ Maintenance	118.51	565.00	-446.49	20.98%	11,263.62	6,780.00	4,483.62	166.13%
5780 Interactive Marketing		100.00	-100.00	0.00%	0.00	1,200.00	-1,200.00	0.00%
Total 57 Website Maint / Development	\$ 118.51	\$ 4,665.00	-\$ 4,546.49	2.54%	\$ 44,763.62	\$ 55,980.00	-\$ 11,216.38	79.96%
58 Leisure / Group Sales			0.00		0.00	0.00	0.00	
5810 Promotion Items, Booth Develop		0.00	0.00		1,854.83	3,000.00	-1,145.17	61.83%
5820 Consumer & Trade Shows		4,300.00	-4,300.00	0.00%	0.00	4,300.00	-4,300.00	0.00%
5880 Travel - Leisure/Group Sales		5,490.00	-5,490.00	0.00%	401.79	5,490.00	-5,088.21	7.32%
5885 Travel - Group FAMs			0.00		150.00	0.00	150.00	
5890 Misc. Sales Opportunities		500.00	-500.00	0.00%	0.00	6,000.00	-6,000.00	0.00%
Total 58 Leisure / Group Sales	\$ 0.00	\$ 10,290.00	-\$ 10,290.00	0.00%	\$ 2,406.62	\$ 18,790.00	-\$ 16,383.38	12.81%
Total 1- MEDIA & WEBSITE	\$ 14,960.31	\$ 49,978.33	-\$ 35,018.02	29.93%	\$ 322,800.40	\$ 535,049.92	-\$ 212,249.52	60.33%
2- VISITOR SVS / PARTNERSHIPS								
Partnerships			0.00		0.00	0.00	0.00	
6550 Conferences & Seminars		0.00	0.00		9,701.17	7,000.00	2,701.17	138.59%
6555 Conferences & Seminars Travel	1,501.99	3,510.00	-2,008.01	42.79%	2,220.80	15,810.00	-13,589.20	14.05%
6570 In-County Relations	126.94	1,050.00	-923.06	12.09%	3,444.07	14,100.00	-10,655.93	24.43%
6575 Stakeholder Networking		500.00	-500.00	0.00%	25.63	6,000.00	-5,974.37	0.43%
6590 Memberships		0.00	0.00		2,300.00	4,700.00	-2,400.00	48.94%
6610 North Coast Tourism Council		0.00	0.00		13,000.00	13,000.00	0.00	100.00%
Total Partnerships	\$ 1,628.93	\$ 5,060.00	-\$ 3,431.07	32.19%	\$ 30,691.67	\$ 60,610.00	-\$ 29,918.33	50.64%
Visitor Services			0.00		0.00	0.00	0.00	
6720 Event & Festival Guides	5.60	4,583.33	-4,577.73	0.12%	21,583.20	72,000.00	-50,416.80	29.98%
6730 Incentives & Sponsorships		625.00	-625.00	0.00%	5,975.00	7,500.00	-1,525.00	79.67%
6770 Visitor Centers & Signage		6,666.66	-6,666.66	0.00%	0.00	80,000.00	-80,000.00	0.00%
Total Visitor Services	\$ 5.60	\$ 11,874.99	-\$ 11,869.39	0.05%	\$ 27,558.20	\$ 159,500.00	-\$ 131,941.80	17.28%

Total 2- VISITOR SVS / PARTNERSHIPS	\$	1,634.53	\$	16,934.99	-\$	15,300.46	9.65%	\$	58,249.87	\$	220,110.00	-\$	161,860.13	26.46%
3- ADMIN EXPENSES						0.00			0.00		0.00		0.00	
General Admin						0.00			0.00		0.00		0.00	
7010 Accounting		2,155.00		2,300.00		-145.00	93.70%		28,967.50		36,300.00		-7,332.50	79.80%
7060 Bank Fees		5.00		50.00		-45.00	10.00%		137.80		600.00		-462.20	22.97%
7070 Civitas						0.00			21,735.00		0.00		21,735.00	
7080 Board Development				6,275.00		-6,275.00	0.00%		0.00		76,265.00		-76,265.00	0.00%
7090 Copying & Printing				200.00		-200.00	0.00%		0.00		2,400.00		-2,400.00	0.00%
7100 Dues & Subscriptions		1,263.59		1,373.00		-109.41	92.03%		17,369.32		16,476.00		893.32	105.42%
7130 Legal Fees				250.00		-250.00	0.00%		350.00		3,000.00		-2,650.00	11.67%
7140 Licenses & Permits						0.00			25.00		0.00		25.00	
7150 Meeting Expenses		80.00		185.00		-105.00	43.24%		494.35		2,220.00		-1,725.65	22.27%
7200 Office Expense		171.23		400.00		-228.77	42.81%		3,275.80		4,800.00		-1,524.20	68.25%
7210 Postage & Shipping		1,000.13		475.00		525.13	210.55%		4,618.98		5,700.00		-1,081.02	81.03%
7280 Travel Expenses		885.55		1,000.00		-114.45	88.56%		9,730.72		12,000.00		-2,269.28	81.09%
Total General Admin	\$	5,560.50	\$	12,508.00	-\$	6,947.50	44.46%	\$	86,704.47	\$	159,761.00	-\$	73,056.53	54.27%
Occupancy Costs						0.00			0.00		0.00		0.00	
7650 Rent		2,700.00		2,700.00		0.00	100.00%		24,300.00		32,400.00		-8,100.00	75.00%
7660 Insurance		252.58		0.00		252.58			2,393.97		3,000.00		-606.03	79.80%
7850 Repairs & Maintenance		787.95		575.00		212.95	137.03%		4,597.60		6,900.00		-2,302.40	66.63%
7890 Taxes				300.00		-300.00	0.00%		292.72		300.00		-7.28	97.57%
7910 Telecommunication		902.91		685.00		217.91	131.81%		6,008.59		8,220.00		-2,211.41	73.10%
7950 Utilities		533.91		840.00		-306.09	63.56%		8,989.28		10,080.00		-1,090.72	89.18%
7990 Depreciation Expense		557.72				557.72			4,827.61		0.00		4,827.61	
Total Occupancy Costs	\$	5,735.07	\$	5,100.00	\$	635.07	112.45%	\$	51,409.77	\$	60,900.00	-\$	9,490.23	84.42%
Total 3- ADMIN EXPENSES	\$	11,295.57	\$	17,608.00	-\$	6,312.43	64.15%	\$	138,114.24	\$	220,661.00	-\$	82,546.76	62.59%
4- PERSONNEL						0.00			0.00		0.00		0.00	
8510 Salaries & Wages		21,048.52		35,360.00		-14,311.48	59.53%		296,859.02		424,320.00		-127,460.98	69.96%
8520 Paid Time Off		1,487.31		3,632.70		-2,145.39	40.94%		12,684.87		51,438.40		-38,753.53	24.66%
8530 Payroll Taxes		1,999.11		4,897.36		-2,898.25	40.82%		28,770.95		58,768.32		-29,997.37	48.96%
8540 Payroll Processing Fees				1,056.00		-1,056.00	0.00%		1,087.00		2,002.00		-915.00	54.30%
8550 Workers Comp		120.75		0.00		120.75			1,521.00		3,000.00		-1,479.00	50.70%
8570 Health Insurance Allowance		2,250.00		2,750.00		-500.00	81.82%		28,625.00		33,000.00		-4,375.00	86.74%
8580 Other Employee Benefits				0.00		0.00			2,150.00		3,000.00		-850.00	71.67%
8590 Contract Work		12,551.03				12,551.03			61,389.99		0.00		61,389.99	
Total 4- PERSONNEL	\$	39,456.72	\$	47,696.06	-\$	8,239.34	82.73%	\$	433,087.83	\$	575,528.72	-\$	142,440.89	75.25%
Payroll Expenses						0.00			0.00		0.00		0.00	
Company Contributions						0.00			0.00		0.00		0.00	
Retirement		820.18				820.18			11,884.77		0.00		11,884.77	
Total Company Contributions	\$	820.18	\$	0.00	\$	820.18		\$	11,884.77	\$	0.00	\$	11,884.77	
Wages						0.00			0.00		0.00		0.00	
Hourly ED		1,615.36				1,615.36			1,615.36		0.00		1,615.36	
Total Wages	\$	1,615.36	\$	0.00	\$	1,615.36		\$	1,615.36	\$	0.00	\$	1,615.36	
Total Payroll Expenses	\$	2,435.54	\$	0.00	\$	2,435.54		\$	13,500.13	\$	0.00	\$	13,500.13	
Uncategorized Expense						0.00			633.89		0.00		633.89	
Total Expenditures	\$	69,782.67	\$	132,217.38	-\$	62,434.71	52.78%	\$	966,386.36	\$	1,551,349.64	-\$	584,963.28	62.29%
Net Operating Revenue	-\$	69,720.95	-\$	32,217.38	-\$	37,503.57	216.41%	-\$	331,097.81	-\$	387,349.64	\$	56,251.83	85.48%
Net Revenue	-\$	69,720.95	-\$	32,217.38	-\$	37,503.57	216.41%	-\$	331,097.81	-\$	387,349.64	\$	56,251.83	85.48%

Thursday, May 07, 2026 04:07:08 PM GMT-7 - Accrual Basis

Visit Mendocino County

Statement of Cash Flows

March 1-31, 2026

FULL NAME	TOTAL
OPERATING ACTIVITIES	
Net Income	-69,720.95
Adjustments to reconcile Net Revenue to Net Cash provided by operations:	
1100 Accounts Receivable	268,946.73
1230 Prepaid Expenses	252.58
2000 Accounts Payable	-7,029.87
2210 Payroll Liabilities:Federal Taxes (941/944)	-5,858.20
2220 Payroll Liabilities:CA PIT / SDI	-1,857.37
2230 Payroll Liabilities:CA SUI / ETT	120.20
2270 Payroll Liabilities:Accrued Payroll	-1,080.66
2275 Payroll Liabilities:Accrued PTO	918.08
Direct Deposit Payable	0.00
Payroll Liabilities:401(k) Contribution	-765.74
QuickBooks Tax Holding Account	-120.19
Ramp Card	-3,990.37
Total for Adjustments to reconcile Net Revenue to Net Cash provided by operations:	\$249,535.19
Net cash provided by operating activities	\$179,814.24
INVESTING ACTIVITIES	
1600 Accumulated Depreciation	557.72
Net cash provided by investing activities	\$557.72
FINANCING ACTIVITIES	
NET CASH INCREASE FOR PERIOD	\$180,371.96
Cash at beginning of period	\$484,267.58
CASH AT END OF PERIOD	\$664,639.54

Visit Mendocino County
Statement of Activity Comparison
March 1-31, 2025

	TOTAL	
	MAR 2025	MAR 2024 (PY)
Revenue		
4030 County BID		309,524.43
4035 County 50% Match		12,500.00
Other Income		
4950 Interest Income	74.09	121.24
Total for Other Income	\$74.09	\$121.24
Total for Revenue	\$74.09	\$322,145.67
Gross Profit	\$74.09	\$322,145.67
Expenditures		
1- MEDIA & WEBSITE		
50 Advertising / Media	\$500.00	
5130 Print & Online Advertising	17,184.53	22,736.20
5170 Photography	2,150.00	400.00
5240 Research & Development	1,000.00	4,500.00
Total for 50 Advertising / Media	\$20,834.53	\$27,636.20
55 Marketing / Public Relations		
5510 Public Relations Contract	9,256.66	
5540 Clipping Service		680.00
5550 In-Market PR Stunts		191.76
5560 Media Events	715.16	
5610 Travel -PR Related	80.78	297.22
5680 Visiting Media FAM Expenses	255.89	42.03
Total for 55 Marketing / Public Relations	\$10,308.49	\$1,211.01
57 Website Maint / Development		
5740 Content Creation	2,500.00	
5750 Development/ Maintenance	682.13	222.13
5780 Interactive Marketing	55.00	
Total for 57 Website Maint / Development	\$3,237.13	\$222.13
58 Leisure / Group Sales		
5810 Promotion Items, Booth Develop		846.48
5820 Consumer & Trade Shows		3,129.36
5840 State Fair Exhibit		2,000.00
5880 Travel - Leisure/Group Sales	555.48	947.20
5890 Misc. Sales Opportunities	3,500.00	
Total for 58 Leisure / Group Sales	\$4,055.48	\$6,923.04
Total for 1- MEDIA & WEBSITE	\$38,435.63	\$35,992.38

Visit Mendocino County
Statement of Activity Comparison
March 1-31, 2025

	TOTAL	
	MAR 2025	MAR 2024 (PY)
2- VISITOR SVS / PARTNERSHIPS		
Partnerships		
6550 Conferences & Seminars	166.05	11,644.11
6555 Conferences & Seminars Travel	5,569.30	-201.41
6570 In-County Relations	330.23	
6575 Stakeholder Networking	35.91	55.78
Total for Partnerships	\$6,101.49	\$11,498.48
Visitor Services		
6720 Event & Festival Guides	3,635.12	815.82
6730 Incentives & Sponsorships	7,827.30	5,688.50
Total for Visitor Services	\$11,462.42	\$6,504.32
Total for 2- VISITOR SVS / PARTNERSHIPS	\$17,563.91	\$18,002.80
3- ADMIN EXPENSES		
General Admin		
7010 Accounting	4,027.00	2,186.00
7060 Bank Fees	5.70	99.20
7080 Board Development	6,240.00	7,045.34
7100 Dues & Subscriptions	4,891.79	3,794.86
7200 Office Expense		123.42
7210 Postage & Shipping	96.60	163.89
7280 Travel Expenses	1,321.27	1,373.77
Total for General Admin	\$16,582.36	\$14,786.48
Occupancy Costs		
7650 Rent	2,700.00	2,300.00
7660 Insurance	131.58	273.88
7850 Repairs & Maintenance	817.90	719.90
7910 Telecommunication	626.39	550.38
7950 Utilities	496.31	817.51
7990 Depreciation Expense	443.42	612.67
Total for Occupancy Costs	\$5,215.60	\$5,274.34
Total for 3- ADMIN EXPENSES	\$21,797.96	\$20,060.82
4- PERSONNEL		
8510 Salaries & Wages	27,332.16	30,964.34
8520 Paid Time Off	1,100.11	358.63
8530 Payroll Taxes	2,097.85	2,410.43
8540 Payroll Processing Fees	1,155.20	1,051.00
8550 Workers Comp	172.33	342.33
8570 Health Insurance Allowance	2,750.00	2,750.00
8590 Contract Work	4,583.33	4,416.67
Total for 4- PERSONNEL	\$39,190.98	\$42,293.40

Visit Mendocino County
Statement of Activity Comparison
March 1-31, 2025

	TOTAL	
	MAR 2025	MAR 2024 (PY)
Payroll Expenses		
Company Contributions		
Retirement	1,295.20	1,339.41
Total for Company Contributions	\$1,295.20	\$1,339.41
Total for Payroll Expenses	\$1,295.20	\$1,339.41
Total for Expenditures	\$118,283.68	\$117,688.81
Net Operating Revenue	-\$118,209.59	\$204,456.86
Net Revenue	-\$118,209.59	\$204,456.86