

Balance Sheet

Visit Mendocino County

As of May 31, 2025

DISTRIBUTION ACCOUNT	TOTAL		
	AS OF MAY 31, 2025	AS OF MAY 31, 2024 (PY)	% CHANGE (PY)
Assets			
Current Assets			
Bank Accounts			
1005 SBMC Checking	13,142.08	38,300.13	-65.69 %
1010 SBMC Contingency/Savings	550,979.35	850,618.70	-35.23 %
1030 Cash drawer	100.00	100.00	0.0 %
Total for Bank Accounts	\$564,221.43	\$889,018.83	-36.53 %
Accounts Receivable			
1100 Accounts Receivable	204,259.17	223,193.85	-8.48 %
Total for Accounts Receivable	\$204,259.17	\$223,193.85	-8.48 %
Other Current Assets			
1230 Prepaid Expenses	4,259.01	27,597.62	-84.57 %
1250 Refundable Deposits	1,800.00	1,800.00	0.0 %
1270 Receivable Other	-4,107.06	-4,107.06	0.0 %
1290 Loan to Employee	0.00	0.00	
Undeposited Funds	0.00	0.00	
Total for Other Current Assets	\$1,951.95	\$25,290.56	-92.28 %
Total for Current Assets	\$770,432.55	\$1,137,503.24	-32.27 %
Fixed Assets			
1510 Furniture and Equipment	50,080.43	46,655.22	7.34 %
1600 Accumulated Depreciation	-39,544.70	-30,971.34	-27.68 %
Total for Fixed Assets	\$10,535.73	\$15,683.88	-32.82 %
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	\$780,968.28	\$1,153,187.12	-32.28 %
Liabilities and Equity			
Liabilities			
Current Liabilities			
Accounts Payable			
2000 Accounts Payable	11,757.91	23,577.02	-50.13 %
Total for Accounts Payable	\$11,757.91	\$23,577.02	-50.13 %
Credit Cards			
Ramp Card	0.00	6,971.36	-100.0 %

Balance Sheet

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As of May 31, 2025

DISTRIBUTION ACCOUNT	TOTAL		
	AS OF MAY 31, 2025	AS OF MAY 31, 2024 (PY)	% CHANGE (PY)
Total for Credit Cards	\$0.00	\$6,971.36	-100.0 %
Other Current Liabilities			
2100 Accrued Expenses	1,115.00	1,115.00	0.0 %
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	0.00	0.00	
2240 FUTA Payable	11.23	8.55	31.35 %
2270 Accrued Payroll	3,113.89	2,424.08	28.46 %
2275 Accrued PTO	9,665.49	12,063.37	-19.88 %
2280 Health Insurance Payable	0.00	0.00	
2290 Direct Deposit Liabilities	0.00	0.00	
401(k) Contribution	0.03	0.03	0.0 %
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	\$12,790.64	\$14,496.03	-11.76 %
Total for Other Current Liabilities	\$13,905.64	\$15,611.03	-10.92 %
Total for Current Liabilities	\$25,663.55	\$46,159.41	-44.4 %
Long-term Liabilities	0.00	0.00	
Total for Liabilities	\$25,663.55	\$46,159.41	-44.4 %
Equity			
3900 Unrestricted Net Assets (RE)	1,039,404.46	1,431,851.51	-27.41 %
Net Income	-471,722.08	-512,446.15	7.95 %
3100 Contingency-Restricted	187,622.35	187,622.35	0.0 %
Opening Bal Equity	0.00	0.00	
Total for Equity	\$755,304.73	\$1,107,027.71	-31.77 %
Total for Liabilities and Equity	\$780,968.28	\$1,153,187.12	-32.28 %

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

	May 2025				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Income								
4030 County BID	204,259.17	125,000.00	79,259.17	163.41%	848,954.28	1,500,000.00	-651,045.72	56.60%
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		245.40	0.00	245.40	
Total Other Income	\$ 0.00	\$ 0.00	\$ 0.00		\$ 245.40	\$ 0.00	\$ 245.40	
Total Income	\$ 204,259.17	\$ 125,000.00	\$ 79,259.17	163.41%	\$ 861,699.68	\$ 1,455,000.00	\$ -593,300.32	59.22%
Gross Profit	\$ 204,259.17	\$ 125,000.00	\$ 79,259.17	163.41%	\$ 861,699.68	\$ 1,455,000.00	\$ -593,300.32	59.22%
Expenses								
Total 1- MEDIA & WEBSITE	\$ 23,386.22	\$ 47,866.66	\$ -24,480.44	48.86%	\$ 436,949.88	\$ 601,856.66	\$ -164,906.78	72.60%
Total 2- VISITOR SVS / PARTNERSHIPS	\$ 70,914.90	\$ 17,633.34	\$ 53,281.56	402.16%	\$ 169,838.28	\$ 273,892.00	\$ -104,053.72	62.01%
Total 3- ADMIN EXPENSES	\$ 17,706.16	\$ 16,583.00	\$ 1,123.16	106.77%	\$ 227,307.69	\$ 211,211.00	\$ 16,096.69	107.62%
Total 4- PERSONNEL	\$ 40,283.32	\$ 53,028.13	\$ -12,744.81	75.97%	\$ 567,114.71	\$ 655,234.57	\$ -88,119.86	86.55%
Total Payroll Expenses	\$ 1,331.04	\$ 0.00	\$ 1,331.04		\$ 15,794.26	\$ 0.00	\$ 15,794.26	
Total Expenses	\$ 153,621.64	\$ 135,111.13	\$ 18,510.51	113.70%	\$ 1,417,004.82	\$ 1,742,194.23	\$ -325,189.41	81.33%
Net Operating Income	\$ 50,637.53	\$ -10,111.13	\$ 60,748.66	-500.81%	\$ -555,305.14	\$ -287,194.23	\$ -268,110.91	193.36%
Net Income	\$ 50,637.53	\$ -10,111.13	\$ 60,748.66	-500.81%	\$ -555,305.14	\$ -287,194.23	\$ -268,110.91	193.36%

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

	May 2025				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Income								
4030 County BID	204,259.17	125,000.00	79,259.17	163.41%	848,954.28	1,500,000.00	-651,045.72	56.60%
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		245.40	0.00	245.40	
Total Other Income	\$ 0.00	\$ 0.00	\$ 0.00		\$ 245.40	\$ 0.00	\$ 245.40	
Total Income	\$ 204,259.17	\$ 125,000.00	\$ 79,259.17	163.41%	\$ 861,699.68	\$ 1,455,000.00	\$ -593,300.32	59.22%
Gross Profit	\$ 204,259.17	\$ 125,000.00	\$ 79,259.17	163.41%	\$ 861,699.68	\$ 1,455,000.00	\$ -593,300.32	59.22%
Expenses								
1- MEDIA & WEBSITE			0.00		0.00	0.00	0.00	
50 Advertising / Media	500.00		500.00		6,000.00	0.00	6,000.00	
5130 Print & Online Advertising	8,474.67	25,000.00	-16,525.33	33.90%	199,177.87	315,000.00	-115,822.13	63.23%
5170 Photography		1,000.00	-1,000.00	0.00%	10,001.95	12,000.00	-1,998.05	83.35%
5240 Research & Development	1,000.00	500.00	500.00	200.00%	37,000.00	6,000.00	31,000.00	616.67%
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	\$ 9,974.67	\$ 28,750.00	\$ -18,775.33	34.69%	\$ 258,057.60	\$ 360,000.00	\$ -101,942.40	71.68%
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%	111,079.92	114,200.00	-3,120.08	97.27%
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		250.00	-250.00	0.00%	3,717.57	9,666.66	-5,949.09	38.46%
5610 Travel -PR Related	133.28	0.00	133.28		5,592.59	3,000.00	2,592.59	186.42%
5680 Visiting Media FAM Expenses	217.83	500.00	-282.17	43.57%	5,698.17	6,000.00	-301.83	94.97%
Total 55 Marketing / Public Relations	\$ 9,607.77	\$ 13,016.66	\$ -3,408.89	73.81%	\$ 126,088.25	\$ 165,866.66	\$ -39,778.41	76.02%
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%	30,000.00	18,000.00	12,000.00	166.67%
5750 Development/ Maintenance	639.16	500.00	139.16	127.83%	16,438.45	6,000.00	10,438.45	273.97%
5780 Interactive Marketing	55.00	100.00	-45.00	55.00%	1,120.00	1,200.00	-80.00	93.33%
Total 57 Website Maint / Development	\$ 3,194.16	\$ 4,600.00	\$ -1,405.84	69.44%	\$ 47,558.45	\$ 55,200.00	\$ -7,641.55	86.16%
58 Leisure / Group Sales			0.00		0.00	0.00	0.00	
5810 Promotion Items, Booth Develop	609.62	1,000.00	-390.38	60.96%	1,302.56	3,000.00	-1,697.44	43.42%
5820 Consumer & Trade Shows		0.00	0.00		0.00	6,300.00	-6,300.00	0.00%
5880 Travel - Leisure/Group Sales		0.00	0.00		443.02	5,490.00	-5,046.98	8.07%
5890 Misc. Sales Opportunities		500.00	-500.00	0.00%	3,500.00	6,000.00	-2,500.00	58.33%
Total 58 Leisure / Group Sales	\$ 609.62	\$ 1,500.00	\$ -890.38	40.64%	\$ 5,245.58	\$ 20,790.00	\$ -15,544.42	25.23%
Total 1- MEDIA & WEBSITE	\$ 23,386.22	\$ 47,866.66	\$ -24,480.44	48.86%	\$ 436,949.88	\$ 601,856.66	\$ -164,906.78	72.60%
2- VISITOR SVS / PARTNERSHIPS			0.00		0.00	0.00	0.00	
Partnerships			0.00		0.00	0.00	0.00	
6550 Conferences & Seminars		0.00	0.00		12,903.25	8,500.00	4,403.25	151.80%
6555 Conferences & Seminars Travel		0.00	0.00		7,998.52	15,810.00	-7,811.48	50.59%
6570 In-County Relations	67.41	1,050.00	-982.59	6.42%	11,316.05	14,100.00	-2,783.95	80.26%
6575 Stakeholder Networking		500.00	-500.00	0.00%	222.06	6,000.00	-5,777.94	3.70%
6580 Contracted Writing Services			0.00		480.00	0.00	480.00	
6590 Memberships		1,000.00	-1,000.00	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	\$ 67.41	\$ 4,550.00	\$ -4,482.59	1.48%	\$ 58,921.14	\$ 74,892.00	\$ -15,970.86	78.67%
Visitor Services			0.00		0.00	0.00	0.00	
6720 Event & Festival Guides	3,020.19	5,791.67	-2,771.48	52.15%	21,705.07	96,100.00	-74,394.93	22.59%
6730 Incentives & Sponsorships	7,827.30	625.00	7,202.30	1252.37%	25,202.80	22,900.00	2,302.80	110.06%
6770 Visitor Centers & Signage	60,000.00	6,666.67	53,333.33	900.00%	64,009.27	80,000.00	-15,990.73	80.01%
Total Visitor Services	\$ 70,847.49	\$ 13,083.34	\$ 57,764.15	541.51%	\$ 110,917.14	\$ 199,000.00	\$ -88,082.86	55.74%

Total 2- VISITOR SVS / PARTNERSHIPS	\$ 70,914.90	\$ 17,633.34	\$ 53,281.56	402.16%	\$ 169,838.28	\$ 273,892.00	\$ -104,053.72	62.01%
3- ADMIN EXPENSES			0.00		0.00	0.00	0.00	
General Admin			0.00		0.00	0.00	0.00	
7010 Accounting	2,186.00	2,300.00	-114.00	95.04%	36,207.00	36,300.00	-93.00	99.74%
7060 Bank Fees	5.70	50.00	-44.30	11.40%	64.10	600.00	-535.90	10.68%
7080 Board Development	6,240.00	6,275.00	-35.00	99.44%	60,744.22	76,265.00	-15,520.78	79.65%
7090 Copying & Printing		200.00	-200.00	0.00%	0.00	2,400.00	-2,400.00	0.00%
7100 Dues & Subscriptions	2,911.77	1,353.00	1,558.77	215.21%	50,525.23	16,236.00	34,289.23	311.19%
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%	1,209.21	2,220.00	-1,010.79	54.47%
7200 Office Expense	39.02	150.00	-110.98	26.01%	1,955.19	1,800.00	155.19	108.62%
7210 Postage & Shipping	84.80	350.00	-265.20	24.23%	4,752.23	4,200.00	552.23	113.15%
7280 Travel Expenses	1,124.10	750.00	374.10	149.88%	11,677.50	9,000.00	2,677.50	129.75%
Total General Admin	\$ 12,591.39	\$ 11,863.00	\$ 728.39	106.14%	\$ 167,414.68	\$ 152,021.00	\$ 15,393.68	110.13%
Occupancy Costs			0.00		0.00	0.00	0.00	
7650 Rent	2,300.00	2,700.00	-400.00	85.19%	25,300.00	32,400.00	-7,100.00	78.09%
7660 Insurance	252.58	0.00	252.58		2,452.17	2,450.00	2.17	100.09%
7850 Repairs & Maintenance	440.00	575.00	-135.00	76.52%	4,888.39	6,900.00	-2,011.61	70.85%
7890 Taxes		0.00	0.00		279.26	100.00	179.26	279.26%
7910 Telecommunication	622.80	600.00	22.80	103.80%	9,607.36	7,200.00	2,407.36	133.44%
7950 Utilities	819.72	845.00	-25.28	97.01%	9,472.14	10,140.00	-667.86	93.41%
7990 Depreciation Expense	679.67		679.67		7,893.69	0.00	7,893.69	
Total Occupancy Costs	\$ 5,114.77	\$ 4,720.00	\$ 394.77	108.36%	\$ 59,893.01	\$ 59,190.00	\$ 703.01	101.19%
Total 3- ADMIN EXPENSES	\$ 17,706.16	\$ 16,583.00	\$ 1,123.16	106.77%	\$ 227,307.69	\$ 211,211.00	\$ 16,096.69	107.62%
4- PERSONNEL			0.00		0.00	0.00	0.00	
8510 Salaries & Wages	27,108.32	35,360.00	-8,251.68	76.66%	375,400.00	424,320.00	-48,920.00	88.47%
8520 Paid Time Off	3,230.77	3,632.70	-401.93	88.94%	12,218.13	51,438.40	-39,220.27	23.75%
8530 Payroll Taxes	2,610.90	4,897.36	-2,286.46	53.31%	35,473.71	58,768.32	-23,294.61	60.36%
8540 Payroll Processing Fees		85.00	-85.00	0.00%	2,424.20	2,071.00	353.20	117.05%
8550 Workers Comp		303.07	-303.07	0.00%	1,779.34	3,636.85	-1,857.51	48.93%
8570 Health Insurance Allowance	2,750.00	2,750.00	0.00	100.00%	32,500.00	33,000.00	-500.00	98.48%
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%	105,539.33	79,000.00	26,539.33	133.59%
Total 4- PERSONNEL	\$ 40,283.32	\$ 53,028.13	\$ -12,744.81	75.97%	\$ 567,114.71	\$ 655,234.57	\$ -88,119.86	86.55%
Payroll Expenses			0.00		0.00	0.00	0.00	
Company Contributions			0.00		0.00	0.00	0.00	
Retirement	1,331.04		1,331.04		15,794.26	0.00	15,794.26	
Total Company Contributions	\$ 1,331.04	\$ 0.00	\$ 1,331.04		\$ 15,794.26	\$ 0.00	\$ 15,794.26	
Total Payroll Expenses	\$ 1,331.04	\$ 0.00	\$ 1,331.04		\$ 15,794.26	\$ 0.00	\$ 15,794.26	
Total Expenses	\$ 153,621.64	\$ 135,111.13	\$ 18,510.51	113.70%	\$ 1,417,004.82	\$ 1,742,194.23	\$ -325,189.41	81.33%
Net Operating Income	\$ 50,637.53	\$ -10,111.13	\$ 60,748.66	-500.81%	\$ -555,305.14	\$ -287,194.23	\$ -268,110.91	193.36%
Net Income	\$ 50,637.53	\$ -10,111.13	\$ 60,748.66	-500.81%	\$ -555,305.14	\$ -287,194.23	\$ -268,110.91	193.36%

Tuesday, Jun 24, 2025 02:09:56 PM GMT-7 - Accrual Basis

Statement of Cash Flows

Visit Mendocino County

May 1-31, 2025

FULL NAME	TOTAL
OPERATING ACTIVITIES	
Net Income	50,637.53
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1100 Accounts Receivable	-204,259.17
1230 Prepaid Expenses	269.25
2000 Accounts Payable	-3,540.51
2210 Payroll Liabilities:Federal Taxes (941/944)	
2220 Payroll Liabilities:CA PIT / SDI	
2230 Payroll Liabilities:CA SUI / ETT	
2240 Payroll Liabilities:FUTA Payable	6.09
2270 Payroll Liabilities:Accrued Payroll	-190.86
Direct Deposit Payable	
Payroll Liabilities:401(k) Contribution	
Ramp Card	-4,853.01
Total for Adjustments to reconcile Net Income to Net Cash provided by operations:	-\$212,568.21
Net cash provided by operating activities	-\$161,930.68
INVESTING ACTIVITIES	
1600 Accumulated Depreciation	679.67
Net cash provided by investing activities	\$679.67
FINANCING ACTIVITIES	0
NET CASH INCREASE FOR PERIOD	-\$161,251.01
Cash at beginning of period	\$725,472.44
CASH AT END OF PERIOD	\$564,221.43

Profit and Loss Comparison

Visit Mendocino County

July 1, 2024-May 31, 2025

DISTRIBUTION ACCOUNT	TOTAL			
	JUL 1 2024 - MAY 31 2025	JUL 1 2023 - MAY 31 2024 (PY)	\$ CHANGE (PY)	% CHANGE (PY)
Income				
4030 County BID	848,954.28	1,175,400.18	-326,445.90	-27.77 %
4035 County 50% Match	12,500.00	133,369.08	-120,869.08	-90.63 %
Other Income	0	0	0	
4950 Interest Income	245.40	373.39	-127.99	-34.28 %
4940 Misc. Income		9,749.15	-9,749.15	-100.0 %
Total for Other Income	\$245.40	\$10,122.54	-\$9,877.14	-97.58 %
Total for Income	\$861,699.68	\$1,318,891.80	-\$457,192.12	-34.66 %
Cost of Goods Sold				
Gross Profit	\$861,699.68	\$1,318,891.80	-\$457,192.12	-34.66 %
Expenses				
1- MEDIA & WEBSITE	0	0	0	
50 Advertising / Media	\$6,000.00	\$5,000.00	\$1,000.00	20.0 %
5130 Print & Online Advertising	199,177.87	463,623.34	-264,445.47	-57.04 %
5170 Photography	9,101.95	5,832.08	3,269.87	56.07 %
5240 Research & Development	37,000.00	59,660.00	-22,660.00	-37.98 %
5280 Video Development	5,877.78	18,127.87	-12,250.09	-67.58 %
5150 Ad Development/Design		2,779.13	-2,779.13	-100.0 %
Total for 50 Advertising / Media	\$257,157.60	\$555,022.42	-\$297,864.82	-53.67 %
55 Marketing / Public Relations	0	0	0	
5510 Public Relations Contract	101,823.26	100,833.26	990.00	0.98 %
5560 Media Events	2,520.16	7,761.68	-5,241.52	-67.53 %
5610 Travel -PR Related	5,592.59	10,298.87	-4,706.28	-45.7 %
5680 Visiting Media FAM Expenses	5,492.60	5,583.27	-90.67	-1.62 %
5540 Clipping Service		7,721.90	-7,721.90	-100.0 %
5550 In-Market PR Stunts		3,404.71	-3,404.71	-100.0 %
Total for 55 Marketing / Public Relations	\$115,428.61	\$135,603.69	-\$20,175.08	-14.88 %
57 Website Maint / Development	0	0	0	
5740 Content Creation	30,000.00	32,526.25	-2,526.25	-7.77 %
5750 Development/ Maintenance	16,438.45	13,688.20	2,750.25	20.09 %
5780 Interactive Marketing	1,120.00	39,909.41	-38,789.41	-97.19 %
Total for 57 Website Maint / Development	\$47,558.45	\$86,123.86	-\$38,565.41	-44.78 %
58 Leisure / Group Sales	0	0	0	
5810 Promotion Items, Booth Develop	1,302.56	14,147.18	-12,844.62	-90.79 %
5880 Travel - Leisure/Group Sales	443.02	9,034.08	-8,591.06	-95.1 %
5890 Misc. Sales Opportunities	3,500.00	7,000.00	-3,500.00	-50.0 %
5820 Consumer & Trade Shows		3,129.36	-3,129.36	-100.0 %
5840 State Fair Exhibit		11,039.91	-11,039.91	-100.0 %
5885 Travel - Group FAMs		926.21	-926.21	-100.0 %
Total for 58 Leisure / Group Sales	\$5,245.58	\$45,276.74	-\$40,031.16	-88.41 %
Total for 1- MEDIA & WEBSITE	\$425,390.24	\$822,026.71	-\$396,636.47	-48.25 %

Profit and Loss Comparison

Visit Mendocino County

July 1, 2024-May 31, 2025

DISTRIBUTION ACCOUNT	TOTAL			
	JUL 1 2024 - MAY 31 2025	JUL 1 2023 - MAY 31 2024 (PY)	\$ CHANGE (PY)	% CHANGE (PY)
2- VISITOR SVS / PARTNERSHIPS	0	0	0	
Partnerships	0	0	0	
6550 Conferences & Seminars	12,903.25	20,810.35	-7,907.10	-38.0 %
6555 Conferences & Seminars Travel	7,998.52	8,595.73	-597.21	-6.95 %
6570 In-County Relations	11,316.05	12,342.79	-1,026.74	-8.32 %
6575 Stakeholder Networking	222.06	3,950.53	-3,728.47	-94.38 %
6580 Contracted Writing Services	480.00	5,760.00	-5,280.00	-91.67 %
6590 Memberships	5,001.26	19,374.46	-14,373.20	-74.19 %
6610 North Coast Tourism Council	21,000.00	4,933.02	16,066.98	325.7 %
Total for Partnerships	\$58,921.14	\$75,766.88	-\$16,845.74	-22.23 %
Visitor Services	0	0	0	
6720 Event & Festival Guides	21,348.82	91,362.55	-70,013.73	-76.63 %
6730 Incentives & Sponsorships	25,202.80	61,484.17	-36,281.37	-59.01 %
6770 Visitor Centers & Signage	64,009.27	26,041.52	37,967.75	145.8 %
Total for Visitor Services	\$110,560.89	\$178,888.24	-\$68,327.35	-38.2 %
Total for 2- VISITOR SVS / PARTNERSHIPS	\$169,482.03	\$254,655.12	-\$85,173.09	-33.45 %
3- ADMIN EXPENSES	0	0	0	
General Admin	0	0	0	
7010 Accounting	35,289.00	39,826.00	-4,537.00	-11.39 %
7060 Bank Fees	64.10	286.80	-222.70	-77.65 %
7080 Board Development	54,504.22	65,102.68	-10,598.46	-16.28 %
7100 Dues & Subscriptions	50,525.23	51,351.37	-826.14	-1.61 %
7130 Legal Fees	280.00	965.00	-685.00	-70.98 %
7150 Meeting Expenses	1,209.21	1,297.69	-88.48	-6.82 %
7200 Office Expense	1,955.19	16,100.82	-14,145.63	-87.86 %
7210 Postage & Shipping	4,245.23	4,152.95	92.28	2.22 %
7280 Travel Expenses	11,677.50	15,939.84	-4,262.34	-26.74 %
7140 Licenses & Permits		20.00	-20.00	-100.0 %
Total for General Admin	\$159,749.68	\$195,043.15	-\$35,293.47	-18.1 %
Occupancy Costs	0	0	0	
7650 Rent	25,300.00	26,110.00	-810.00	-3.1 %
7660 Insurance	2,452.17	4,343.22	-1,891.05	-43.54 %
7850 Repairs & Maintenance	4,630.44	7,663.94	-3,033.50	-39.58 %
7890 Taxes	279.26	311.04	-31.78	-10.22 %
7910 Telecommunication	9,283.59	8,540.34	743.25	8.7 %
7950 Utilities	9,035.76	7,521.46	1,514.30	20.13 %
7990 Depreciation Expense	7,893.69	6,806.34	1,087.35	15.98 %
Total for Occupancy Costs	\$58,874.91	\$61,296.34	-\$2,421.43	-3.95 %
Total for 3- ADMIN EXPENSES	\$218,624.59	\$256,339.49	-\$37,714.90	-14.71 %

Profit and Loss Comparison

Visit Mendocino County

July 1, 2024-May 31, 2025

DISTRIBUTION ACCOUNT	TOTAL			
	JUL 1 2024 - MAY 31 2025	JUL 1 2023 - MAY 31 2024 (PY)	\$ CHANGE (PY)	% CHANGE (PY)
4- PERSONNEL	0	0	0	
8510 Salaries & Wages	332,252.09	322,885.48	9,366.61	2.9 %
8520 Paid Time Off	12,218.13	6,619.71	5,598.42	84.57 %
8530 Payroll Taxes	31,891.79	31,617.67	274.12	0.87 %
8540 Payroll Processing Fees	2,424.20	2,211.00	213.20	9.64 %
8550 Workers Comp	1,779.34	3,138.66	-1,359.32	-43.31 %
8570 Health Insurance Allowance	29,750.00	31,100.00	-1,350.00	-4.34 %
8580 Other Employee Benefits	1,780.00	1,249.10	530.90	42.5 %
8590 Contract Work	93,351.00	91,847.20	1,503.80	1.64 %
8511 Retirement		4,676.77	-4,676.77	-100.0 %
8615 Employee Recruitment		81.67	-81.67	-100.0 %
Total for 4- PERSONNEL	\$505,446.55	\$495,427.26	\$10,019.29	2.02 %
Payroll Expenses	0	\$81.00	-\$81.00	-100.0 %
Company Contributions	0	0	0	
Retirement	14,478.35	10,026.75	4,451.60	44.4 %
Total for Company Contributions	\$14,478.35	\$10,026.75	\$4,451.60	44.4 %
Wages	0	0	0	
Bereavement Pay				
Employee Taxes Paid by Employer				
Total for Wages	0	0	0	
Total for Payroll Expenses	\$14,478.35	\$10,107.75	\$4,370.60	43.24 %
Total for Expenses	\$1,333,421.76	\$1,838,556.33	-\$505,134.57	-27.47 %
Net Operating Income	-\$471,722.08	-\$519,664.53	\$47,942.45	9.23 %
Other Income				
Redeemed Cash Back		7,218.38	-7,218.38	-100.0 %
Total for Other Income	0	\$7,218.38	-\$7,218.38	-100.0 %
Other Expenses				
Net Other Income	0	\$7,218.38	-\$7,218.38	-100.0 %
Net Income	-\$471,722.08	-\$512,446.15	\$40,724.07	7.95 %