

Mendocino County Tourism Commission
P&L by Month
Mid Year Budget Adjustment FY 2019/2020

	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Projection	Projection	Projection	Projection	Total
	Jul 2019	Aug 2019	Sep 2019	Oct 2019	Nov 2019	Dec 2019	Jan 2020	Feb 2020	Mar 2020	Apr 2020	May 2020	Jun 2020		
Income														
4030 County BID	78,541.42	78,541.42	78,541.42	78,541.42	78,541.42	78,541.42	78,541.42	78,541.42	78,541.42	78,541.42	78,541.42	78,541.42	78,541.42	942,497.04
4031 County BID adjustments				66,168.41				-59,567.85						6,600.56
4035 County 50% Match	40,630.80	40,630.80	40,630.80	40,630.80	40,630.80	40,630.80	40,630.80	40,630.80	40,630.80	40,630.80	40,630.80	40,630.80	40,630.80	487,569.60
Other Income								2,000.00						2,000.00
4250 Cooperative Advertising														0.00
4830 Event Brochure Ads		1,350.00	500.00		850.00									2,700.00
4950 Interest Income	31.77	24.20	17.23	21.93	15.40	28.69	22.77	13.65						175.64
Total Other Income	\$ 31.77	\$ 1,374.20	\$ 517.23	\$ 21.93	\$ 865.40	\$ 28.69	\$ 22.77	\$ 2,013.65	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 4,875.6
Total Income	\$ 119,203.99	\$ 120,546.42	\$ 119,689.45	\$ 185,362.56	\$ 120,037.62	\$ 119,200.91	\$ 59,627.14	\$ 121,185.87	\$ 119,172.22	\$ 119,172.22	\$ 119,172.22	\$ 119,172.22	\$ 119,172.22	\$ 1,441,542.8
Gross Profit	\$ 119,203.99	\$ 120,546.42	\$ 119,689.45	\$ 185,362.56	\$ 120,037.62	\$ 119,200.91	\$ 59,627.14	\$ 121,185.87	\$ 119,172.22	\$ 119,172.22	\$ 119,172.22	\$ 119,172.22	\$ 119,172.22	\$ 1,441,542.8
Expenses														
1- MEDIA & WEBSITE														0.00
50 Advertising / Media														0.00
5130 Print & Online Advertising	5,752.66	98,839.10	42,619.08	44,361.54	49,826.45	14,248.30	5,906.91	1,250.00	7,375.00	7,375.00	7,375.00	7,375.00	7,375.00	292,304.04
5150 Ad Development/Design			9,085.00											9,085.00
5170 Photography						1,500.00		1,750.00						3,250.00
5240 Research & Development		5,060.00												5,060.00
5280 Video Development	146.72		9,243.00	7,883.35	216.00	809.77		1,219.78						19,518.62
5290 Marketing Contingency				2,100.00	1,298.00									3,398.00
Total 50 Advertising / Media	\$ 5,899.38	\$ 103,899.10	\$ 60,947.08	\$ 54,344.89	\$ 51,340.45	\$ 16,558.07	\$ 5,906.91	\$ 4,219.78	\$ 7,375.00	\$ 7,375.00	\$ 7,375.00	\$ 7,375.00	\$ 7,375.00	\$ 332,615.6
55 Marketing / Public Relations														0.00
5510 Public Relations Contract	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	8,100.00	8,100.00	90,600.00
5520 Marketing Agency Contract	8,333.00	8,333.00	8,333.00	8,333.00	8,333.00	8,479.22	8,333.00	8,333.00	8,333.00	8,333.00	8,333.00	8,333.00	8,333.00	100,142.22
5540 Clipping Service	451.66	558.80	508.52	572.50	572.50	503.66	670.06	572.85	625.00	625.00	625.00	625.00	625.00	6,910.55
5550 In-Market PR Stunts		25.50	500.00		746.00		716.40							1,987.90
5560 Media Events	995.00								1,800.00					2,795.00
5610 Travel -PR Related	544.28		1,851.65	1,116.66	42.84		757.30							4,312.73
5680 Visiting Media FAM Expenses	213.97	0.00	399.06	294.16	110.00		913.08							1,930.27
Total 55 Marketing / Public Relations	\$ 18,037.91	\$ 16,417.30	\$ 19,092.23	\$ 17,816.32	\$ 17,304.34	\$ 16,482.88	\$ 18,889.84	\$ 16,405.85	\$ 18,258.00	\$ 16,458.00	\$ 16,458.00	\$ 17,058.00	\$ 17,058.00	\$ 208,678.6
57 Website Maint / Development														0.00
5710 Interactive Media Coordinator	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	30,000.00
5750 Development/ Maintenance	1,677.84	1,668.22	1,663.02	1,680.30	1,656.00	1,709.00	1,656.00	1,584.00	1,674.00	1,674.00	1,674.00	1,674.00	1,674.00	19,990.38
5780 Interactive Marketing	88.95	88.95	88.95	88.95	88.95	88.95	88.95	88.95	111.19	111.19	111.19	111.19	111.19	1,067.40
Total 57 Website Maint / Development	\$ 4,266.79	\$ 4,257.17	\$ 4,251.97	\$ 4,269.25	\$ 4,244.95	\$ 4,297.95	\$ 4,244.95	\$ 4,084.00	\$ 4,285.19	\$ 4,285.19	\$ 4,285.19	\$ 4,285.19	\$ 4,285.19	\$ 51,057.7
5870 Leisure / Group Sales (Shipping)									2,375.00	2,375.00	0.00	0.00	0.00	4,750.00
5810 Promotion Items, Booth Develop	6,549.33	201.70	664.45	51.00										7,466.48
5820 Consumer & Trade Shows		265.00	275.75				3,300.00	3,570.00	3,570.00				3,050.00	14,030.75
5840 State Fair Exhibit	1,064.15							1,500.00	4,500.00					7,064.15
5870 Shipping - Travel Shows							1,705.92							1,705.92
5880 Travel - Leisure/Group Sales	381.67	32.76	962.90		149.38	2,168.90	3,576.90	86.25	2,250.00	0.00	0.00	2,600.00	2,600.00	12,208.76
5885 Travel - Group FAMs				805.00										805.00
5890 Misc. Sales Opportunities						90.67	407.35							
Total 58 Leisure / Group Sales	\$ 7,995.15	\$ 499.46	\$ 1,903.10	\$ 856.00	\$ 149.38	\$ 2,259.57	\$ 8,990.17	\$ 5,156.25	\$ 12,695.00	\$ 2,375.00	\$ 0.00	\$ 5,650.00	\$ 5,650.00	\$ 48,529.0
Total 1- MEDIA & WEBSITE	\$ 36,199.23	\$ 125,073.03	\$ 86,194.38	\$ 77,286.46	\$ 73,039.12	\$ 39,598.47	\$ 38,031.87	\$ 29,865.88	\$ 42,613.19	\$ 30,493.19	\$ 28,118.19	\$ 34,368.19	\$ 34,368.19	\$ 640,881.1
2- VISITOR SVS / PARTNERSHIPS														0.00
Partnerships														0.00
6550 Conferences & Seminars	1,978.92		1,185.00	5,154.97		1,125.00	969.85		1,747.60	0.00	0.00	0.00	0.00	12,161.34
6570 In-County Relations	644.77	340.63	540.08	791.34	280.00	756.76	730.04	84.07	600.00	600.00	1,200.00	0.00	0.00	6,567.69
6590 Memberships	2,640.00			150.00			0.00	168.00	0.00	0.00	0.00	0.00	0.00	2,958.00
6610 North Coast Tourism Council							1,833.35	1,833.35	1,833.35	1,833.35	1,833.35	1,833.35	1,833.35	11,000.00
Total Partnerships	\$ 5,263.69	\$ 340.63	\$ 1,725.08	\$ 6,096.31	\$ 280.00	\$ 1,881.76	\$ 3,533.24	\$ 2,085.42	\$ 4,180.95	\$ 2,433.35	\$ 3,033.35	\$ 1,833.35	\$ 1,833.35	\$ 32,687.0

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Visitor Services														0.00
6720 Event & Festival Guides		4,227.52	10,350.25	1,753.20	705.41	6,896.43	3,110.96	1,837.50						28,881.27
6730 Incentives & Sponsorships	2,080.00	2,080.00	1,580.00	1,080.00	4,660.00	1,080.00	1,080.00	1,580.00	33,825.00	1,080.00	1,080.00	1,080.00		52,285.00
6770 Visitor Centers & Signage	2,700.00	3,402.70	288.35	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00		8,191.05
Total Visitor Services	\$ 4,780.00	\$ 9,710.22	\$ 12,218.60	\$ 3,033.20	\$ 5,565.41	\$ 8,176.43	\$ 4,390.96	\$ 3,617.50	\$ 34,025.00	\$ 1,280.00	\$ 1,280.00	\$ 1,280.00	\$ 1,280.00	\$ 89,357.3
Total 2- VISITOR SVS / PARTNERSHIPS	\$ 10,043.69	\$ 10,050.85	\$ 13,943.68	\$ 9,129.51	\$ 5,845.41	\$ 10,058.19	\$ 7,924.20	\$ 5,702.92	\$ 38,205.95	\$ 3,713.35	\$ 4,313.35	\$ 3,113.25	\$	\$ 122,044.3
3- ADMIN EXPENSES														0.00
General Admin (9999 Contingency Fund)									5,000.00	5,000.00	5,000.00	5,000.00		20,000.00
7010 Accounting	280.00	458.50	385.00	673.75	367.50	455.00	420.00	6,142.41	800.00	800.00	800.00	800.00		12,382.16
7060 Bank Fees					263.97	124.02								387.99
7080 Board Development				35.25		122.74	4,350.62							4,508.61
7090 Copying & Printing	259.83	115.34	146.04	132.68	243.28	131.71	122.82	135.39	150.00	150.00	150.00	150.00		1,887.09
7100 Dues & Subscriptions	912.46	979.84	658.85	982.95	814.83	1,166.70	1,716.09		778.69	778.69	778.69	778.69		10,346.47
7130 Legal Fees	279.99	4,359.99		1,290.00				1,110.00						7,039.98
7140 Licenses & Permits	66.00						49.00							115.00
7150 Meeting Expenses		165.98	381.04	347.66	752.46	297.77	98.70	179.01						2,222.62
7200 Office Expense	1,317.74	568.94	131.25	53.93	878.00	984.90	178.83							4,113.59
7210 Postage & Shipping	51.80	524.53	111.95	213.08	304.39	100.45	150.86	1.80						1,458.86
7280 Travel Expenses	817.24	1,413.11	1,005.44	2,662.69	3,020.58	395.97	734.51	948.82	1,750.00	4,340.00	1,750.00	1,750.00		20,588.36
Total General Admin	\$ 3,985.06	\$ 8,586.23	\$ 2,819.57	\$ 6,391.99	\$ 6,645.01	\$ 3,779.26	\$ 7,821.43	\$ 8,517.43	\$ 8,478.69	\$ 11,068.69	\$ 8,478.69	\$ 8,478.69	\$	\$ 85,050.7
Occupancy Costs														0.00
7650 Rent	2,530.00	2,350.00	2,350.00	2,350.00	2,350.00	2,350.00	2,350.00	2,900.00	2,350.00	2,350.00	2,350.00	2,350.00		28,930.00
7660 Insurance	2,126.31													2,126.31
7850 Repairs & Maintenance	687.41	483.45	318.70	819.87	339.41	218.49	82.45	294.95	294.95	294.95	294.95	294.95		4,424.53
7890 Taxes		62.58												62.58
7910 Telecommunication	970.79	912.44	1,010.57	870.18	813.03	862.90	908.65	761.58	908.65	908.65	908.65	908.65		10,744.74
7950 Utilities	719.91	813.28	831.52	735.63	532.08	835.76	874.28	964.62	779.73	779.73	779.73	779.73		9,425.99
7990 Depreciation Expense	281.32	281.32	281.32	281.32	281.32	281.32	281.32	281.32						2,250.56
Total Occupancy Costs	\$ 7,315.74	\$ 4,903.07	\$ 4,792.11	\$ 5,057.00	\$ 4,315.84	\$ 4,548.47	\$ 4,496.70	\$ 5,202.47	\$ 4,333.33	\$ 4,333.33	\$ 4,333.33	\$ 4,333.33	\$	\$ 57,964.7
Total 3- ADMIN EXPENSES	\$ 11,300.80	\$ 13,489.30	\$ 7,611.68	\$ 11,448.99	\$ 10,960.85	\$ 8,327.73	\$ 12,318.13	\$ 13,719.90	\$ 12,812.02	\$ 15,402.02	\$ 12,812.02	\$ 12,812.02	\$	\$ 143,015.4
4- PERSONNEL														0.00
8510 Salaries & Wages	35,925.44	34,250.90	35,708.80	25,010.27	28,301.02	26,814.25	26,989.52	19,870.15	20,000.00	20,000.00	20,000.00	20,000.00		312,870.35
8520 Paid Time Off	138.00	538.46	4,081.20	3,500.00	0.00	830.77		7,989.08	1,500.00	1,500.00	1,500.00	1,500.00		23,077.51
8530 Payroll Taxes	2,979.87	3,003.23	3,102.92	2,247.14	2,295.92	2,114.85	3,628.66	4,684.43	3,000.00	3,000.00	3,000.00	3,000.00		36,057.02
8540 Payroll Processing Fees	53.00	53.00	53.00	51.00	51.00	51.00	758.69		63.75	63.75	63.75	63.75		1,325.69
8550 Workers Comp	2,704.00			-532.00										2,172.00
8570 Health Insurance	2,700.00	2,700.00	2,950.00	2,450.00	2,700.00	2,700.00	2,700.00	2,950.00	2,020.00	2,020.00	2,020.00	2,020.00		29,930.00
8580 Other Employee Benefits					58.79	537.44	99.27							695.50
8590 Contract Work	200.00	200.00	200.00	200.00	200.00	462.50	200.00	200.00	450.00	450.00	450.00	450.00		3,662.50
8615 Employee Recruitment	163.92				166.24									330.16
Total 4- PERSONNEL	\$ 44,864.23	\$ 40,745.59	\$ 46,095.92	\$ 32,926.41	\$ 33,772.97	\$ 33,510.81	\$ 34,376.14	\$ 35,693.66	\$ 27,033.75	\$ 27,033.75	\$ 27,033.75	\$ 27,033.75	\$	\$ 410,120.7
Total Expenses	\$ 102,407.95	\$ 189,358.77	\$ 153,845.66	\$ 130,791.37	\$ 123,618.35	\$ 91,495.20	\$ 92,650.34	\$ 84,982.36	\$ 120,664.90	\$ 76,642.30	\$ 72,277.30	\$ 77,327.20	\$	\$ 1,316,061.7
Net Operating Income	\$ 16,796.04	\$ 68,812.35	\$ 34,156.21	\$ 54,571.19	\$ 3,580.73	\$ 27,705.71	\$ 33,023.20	\$ 36,203.51	\$ 1,492.68	\$ 42,529.92	\$ 46,894.92	\$ 41,845.02	\$	\$ 125,481.1
Net Income	\$ 16,796.04	\$ 68,812.35	\$ 34,156.21	\$ 54,571.19	\$ 3,580.73	\$ 27,705.71	\$ 33,023.20	\$ 36,203.51	\$ 1,492.68	\$ 42,529.92	\$ 46,894.92	\$ 41,845.02	\$	\$ 125,481.1

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