

Mendocino County Tourism Commission

Balance Sheet Comparison

As of October 31, 2023

	TOTAL			
	AS OF OCT 31, 2023	AS OF OCT 31, 2022 (PY)	CHANGE	% CHANGE
ASSETS				
Current Assets				
Bank Accounts				
1005 SBMC Checking	389,968.69	678,505.34	-288,536.65	-42.53 %
1010 SBMC Contingency/Savings	1,000,245.31	966,292.31	33,953.00	3.51 %
1030 Cash drawer	100.00	100.00	0.00	0.00 %
Total Bank Accounts	\$1,390,314.00	\$1,644,897.65	\$ -254,583.65	-15.48 %
Accounts Receivable				
1100 Accounts Receivable	290,493.00	295,590.75	-5,097.75	-1.72 %
Total Accounts Receivable	\$290,493.00	\$295,590.75	\$ -5,097.75	-1.72 %
Other Current Assets				
1230 Prepaid Expenses	17,160.86	141,607.36	-124,446.50	-87.88 %
1250 Refundable Deposits	1,800.00	1,800.00	0.00	0.00 %
1270 Receivable Other	-13,030.35	0.00	-13,030.35	
1290 Loan to Employee	0.00	1,900.00	-1,900.00	-100.00 %
Undeposited Funds	0.00	0.00	0.00	
Total Other Current Assets	\$5,930.51	\$145,307.36	\$ -139,376.85	-95.92 %
Total Current Assets	\$1,686,737.51	\$2,085,795.76	\$ -399,058.25	-19.13 %
Fixed Assets				
1510 Furniture and Equipment	41,311.75	32,937.74	8,374.01	25.42 %
1600 Accumulated Depreciation	-25,903.00	-18,175.00	-7,728.00	-42.52 %
Total Fixed Assets	\$15,408.75	\$14,762.74	\$646.01	4.38 %
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	\$1,702,146.26	\$2,100,558.50	\$ -398,412.24	-18.97 %
LIABILITIES AND EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 Accounts Payable	24,886.51	94,627.61	-69,741.10	-73.70 %
Total Accounts Payable	\$24,886.51	\$94,627.61	\$ -69,741.10	-73.70 %
Credit Cards				
Ramp Card	52,556.72		52,556.72	

Mendocino County Tourism Commission

Balance Sheet Comparison

As of October 31, 2023

	TOTAL			
	AS OF OCT 31, 2023	AS OF OCT 31, 2022 (PY)	CHANGE	% CHANGE
Total Credit Cards	\$52,556.72	\$0.00	\$52,556.72	0.00%
Other Current Liabilities				
2100 Accrued Expenses	1,115.00	2,025.00	-910.00	-44.94 %
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	56.91	35.27	21.64	61.36 %
2270 Accrued Payroll	7,749.88	17,896.67	-10,146.79	-56.70 %
2275 Accrued PTO	19,183.60	14,867.19	4,316.41	29.03 %
2280 Health Insurance Payable	0.00	0.00	0.00	
2290 Direct Deposit Liabilities	0.00	0.00	0.00	
401(k) Contribution	4,005.51		4,005.51	
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	30,995.90	32,799.13	-1,803.23	-5.50 %
Total Other Current Liabilities	\$32,110.90	\$34,824.13	\$ -2,713.23	-7.79 %
Total Current Liabilities	\$109,554.13	\$129,451.74	\$ -19,897.61	-15.37 %
Total Liabilities	\$109,554.13	\$129,451.74	\$ -19,897.61	-15.37 %
Equity				
3100 Contingency-Restricted	187,622.35	187,622.35	0.00	0.00 %
3900 Unrestricted Net Assets (RE)	1,724,259.22	2,042,725.51	-318,466.29	-15.59 %
Opening Bal Equity	0.00	0.00	0.00	
Net Income	-319,289.44	-259,241.10	-60,048.34	-23.16 %
Total Equity	\$1,592,592.13	\$1,971,106.76	\$ -378,514.63	-19.20 %
TOTAL LIABILITIES AND EQUITY	\$1,702,146.26	\$2,100,558.50	\$ -398,412.24	-18.97 %

Mendocino County Tourism Commission
Budget vs. Actuals: FY 23/24 - FY24 P&L
 July 2023 - June 2024

	Oct 2023				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Income								
4030 County BID		110,563.25	-110,563.25	0.00%	292,850.92	1,326,759.00	-1,033,908.08	22.07%
4031 County BID adjustments		0.00	0.00		0.00	-39,802.77	39,802.77	0.00%
4035 County 50% Match	12,500.00	12,500.00	0.00	100.00%	58,369.08	150,000.00	-91,630.92	38.91%
Total Income	\$ 12,500.00	\$ 123,063.25	\$ -110,563.25	10.16%	\$ 351,220.00	\$ 1,436,956.23	\$ -1,085,736.23	24.44%
Gross Profit	\$ 12,500.00	\$ 123,063.25	\$ -110,563.25	10.16%	\$ 351,220.00	\$ 1,436,956.23	\$ -1,085,736.23	24.44%
Expenses								
1- MEDIA & WEBSITE	81,623.48	71,200.00	10,423.48	114.64%	367,320.52	919,050.18	-551,729.66	39.97%
2- VISITOR SVS / PARTNERSHIPS	8,381.03	28,500.01	-20,118.98	29.41%	76,694.10	390,311.91	-313,617.81	19.65%
3- ADMIN EXPENSES	26,794.26	18,433.99	8,360.27	145.35%	103,399.41	130,729.89	-27,330.48	79.09%
4- PERSONNEL	51,705.01	39,253.10	12,451.91	131.72%	222,495.37	480,213.56	-257,718.19	46.33%
Payroll Expenses	637.33		637.33		2,313.89	0.00	2,313.89	
Uncategorized Expense			0.00		47.00	0.00	47.00	
Total Expenses	\$ 169,141.11	\$ 157,387.10	\$ 11,754.01	107.47%	\$ 772,270.29	\$ 1,920,305.54	\$ -1,148,035.25	40.22%
Net Operating Income	\$ -156,641.11	\$ -34,323.85	\$ -122,317.26	456.36%	\$ -421,050.29	\$ -483,349.31	\$ 62,299.02	87.11%
Other Income								
Redeemed Cash Back			0.00		2,161.26	0.00	2,161.26	
Total Other Income	\$ 0.00	\$ 0.00	\$ 0.00		\$ 2,161.26	\$ 0.00	\$ 2,161.26	
Net Other Income	\$ 0.00	\$ 0.00	\$ 0.00		\$ 2,161.26	\$ 0.00	\$ 2,161.26	
Net Income	\$ -156,641.11	\$ -34,323.85	\$ -122,317.26	456.36%	\$ -418,889.03	\$ -483,349.31	\$ 64,460.28	86.66%

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Mendocino County Tourism Commission
Budget vs. Actuals: FY 23/24 - FY24 P&L
 July 2023 - June 2024

	Oct 2023				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Income								
4030 County BID		110,563.25	-110,563.25	0.00%	292,850.92	1,326,759.00	-1,033,908.08	22.07%
4031 County BID adjustments		0.00	0.00		0.00	-39,802.77	39,802.77	0.00%
4035 County 50% Match	12,500.00	12,500.00	0.00	100.00%	58,369.08	150,000.00	-91,630.92	38.91%
Total Income	\$ 12,500.00	\$ 123,063.25	\$ -110,563.25	10.16%	\$ 351,220.00	\$ 1,436,956.23	\$ -1,085,736.23	24.44%
Gross Profit	\$ 12,500.00	\$ 123,063.25	\$ -110,563.25	10.16%	\$ 351,220.00	\$ 1,436,956.23	\$ -1,085,736.23	24.44%
Expenses								
1- MEDIA & WEBSITE			0.00		0.00	0.00	0.00	
50 Advertising / Media	500.00		500.00		2,000.00	0.00	2,000.00	
5130 Print & Online Advertising	49,271.19	42,250.00	7,021.19	116.62%	214,763.36	507,000.00	-292,236.64	42.36%
5150 Ad Development/Design		1,000.00	-1,000.00	0.00%	0.00	12,000.00	-12,000.00	0.00%
5170 Photography	920.00	1,000.00	-80.00	92.00%	2,500.00	12,000.00	-9,500.00	20.83%
5240 Research & Development	5,500.00	5,083.34	416.66	108.20%	26,660.00	66,500.08	-39,840.08	40.09%
5280 Video Development		1,500.00	-1,500.00	0.00%	10,388.13	18,000.00	-7,611.87	57.71%
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	\$ 56,191.19	\$ 51,833.34	\$ 4,357.85	108.41%	\$ 256,311.49	\$ 627,500.08	\$ -371,188.59	40.85%
55 Marketing / Public Relations			0.00		0.00	0.00	0.00	
5510 Public Relations Contract	9,166.66	9,516.66	-350.00	96.32%	54,999.96	114,199.92	-59,199.96	48.16%
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	680.00	1,000.00	-320.00	68.00%	2,845.95	12,000.00	-9,154.05	23.72%
5550 In-Market PR Stunts			0.00		2,032.56	0.00	2,032.56	
5560 Media Events		250.00	-250.00	0.00%	995.18	14,500.02	-13,504.84	6.86%
5610 Travel -PR Related	2,943.85	1,000.00	1,943.85	294.39%	6,990.68	11,000.16	-4,009.48	63.55%
5680 Visiting Media FAM Expenses	2,328.26	500.00	1,828.26	465.65%	4,555.54	6,000.00	-1,444.46	75.93%
Total 55 Marketing / Public Relations	\$ 15,118.77	\$ 14,266.66	\$ 852.11	105.97%	\$ 72,419.87	\$ 181,700.10	\$ -109,280.23	39.86%
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%	12,500.00	18,000.00	-5,500.00	69.44%
5750 Development/ Maintenance	638.46	500.00	138.46	127.69%	7,619.40	6,000.00	1,619.40	126.99%
5780 Interactive Marketing		100.00	-100.00	0.00%	0.00	1,200.00	-1,200.00	0.00%
Total 57 Website Maint / Development	\$ 3,138.46	\$ 4,600.00	\$ -1,461.54	68.23%	\$ 20,119.40	\$ 55,200.00	\$ -35,080.60	36.45%
58 Leisure / Group Sales			0.00		0.00	0.00	0.00	
5810 Promotion Items, Booth Develop	7,175.06	0.00	7,175.06		10,035.70	9,500.00	535.70	105.64%
5820 Consumer & Trade Shows		0.00	0.00		0.00	12,200.00	-12,200.00	0.00%
5840 State Fair Exhibit		0.00	0.00		7,039.91	7,000.00	39.91	100.57%
5870 Shipping - Travel Shows		0.00	0.00		0.00	2,500.00	-2,500.00	0.00%
5880 Travel - Leisure/Group Sales		0.00	0.00		492.36	14,450.00	-13,957.64	3.41%
5885 Travel - Group FAMs		0.00	0.00		901.79	3,000.00	-2,098.21	30.06%
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	\$ 7,175.06	\$ 500.00	\$ 6,675.06	1435.01%	\$ 18,469.76	\$ 54,650.00	\$ -36,180.24	33.80%
Total 1- MEDIA & WEBSITE	\$ 81,623.48	\$ 71,200.00	\$ 10,423.48	114.64%	\$ 367,320.52	\$ 919,050.18	\$ -551,729.66	39.97%
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		1,199.00	18,150.00	-16,951.00	6.61%
6555 Conferences & Seminars Travel		0.00	0.00		6,662.81	16,911.75	-10,248.94	39.40%
6570 In-County Relations	138.27	1,050.00	-911.73	13.17%	1,479.24	15,100.00	-13,620.76	9.80%
6575 Stakeholder Networking		1,950.00	-1,950.00	0.00%	1,510.21	23,400.00	-21,889.79	6.45%
6580 Contracted Writing Services	3,060.00	2,000.00	1,060.00	153.00%	4,080.00	24,000.00	-19,920.00	17.00%
6590 Memberships	275.00	250.00	25.00	110.00%	2,345.00	7,950.00	-5,605.00	29.50%
6610 North Coast Tourism Council		1,166.67	-1,166.67	0.00%	2,893.12	14,000.04	-11,106.92	20.67%
Total Partnerships	\$ 3,473.27	\$ 6,416.67	\$ -2,943.40	54.13%	\$ 20,169.38	\$ 119,511.79	\$ -99,342.41	16.88%
Visitor Services			0.00		0.00	0.00	0.00	
6720 Event & Festival Guides	19.26	8,625.00	-8,605.74	0.22%	6,724.53	108,300.04	-101,575.51	6.21%
6730 Incentives & Sponsorships	3,688.50	4,291.67	-603.17	85.95%	43,958.67	52,500.04	-8,541.37	83.73%
6770 Visitor Centers & Signage	1,200.00	9,166.67	-7,966.67	13.09%	5,841.52	110,000.04	-104,158.52	5.31%
Total Visitor Services	\$ 4,907.76	\$ 22,083.34	\$ -17,175.58	22.22%	\$ 56,524.72	\$ 270,800.12	\$ -214,275.40	20.87%
Total 2- VISITOR SVS / PARTNERSHIPS	\$ 8,381.03	\$ 28,500.01	\$ -20,118.98	29.41%	\$ 76,694.10	\$ 390,311.91	\$ -313,617.81	19.65%
3- ADMIN EXPENSES			0.00		0.00	0.00	0.00	
General Admin			0.00		0.00	0.00	0.00	
7010 Accounting	8,947.00	11,000.00	-2,053.00	81.34%	17,798.00	33,000.00	-15,202.00	53.93%
7060 Bank Fees		50.00	-50.00	0.00%	28.65	600.00	-571.35	4.78%

7080 Board Development	6,240.00	35.00	6,205.00	17828.57%	31,200.00	5,385.00	25,815.00	579.39%
7090 Copying & Printing		200.00	-200.00	0.00%	0.00	2,400.00	-2,400.00	0.00%
7100 Dues & Subscriptions	3,539.58	1,143.00	2,396.58	309.67%	14,732.70	13,716.00	1,016.70	107.41%
7130 Legal Fees		250.00	-250.00	0.00%	615.00	3,000.00	-2,385.00	20.50%
7150 Meeting Expenses	257.47	185.00	72.47	139.17%	328.40	2,220.00	-1,891.60	14.79%
7200 Office Expense	674.81	150.00	524.81	449.87%	4,463.82	1,800.00	2,663.82	247.99%
7210 Postage & Shipping	-89.33	350.00	-439.33	-25.52%	2,296.91	4,200.00	-1,903.09	54.69%
7280 Travel Expenses	2,401.79	750.00	1,651.79	320.24%	9,446.95	9,000.00	446.95	104.97%
Total General Admin	\$ 21,971.32	\$ 14,113.00	\$ 7,858.32	155.68%	\$ 80,910.43	\$ 75,321.00	\$ 5,589.43	107.42%
Occupancy Costs			0.00		0.00	0.00	0.00	
7650 Rent	2,462.00	2,350.00	112.00	104.77%	9,686.00	28,200.00	-18,514.00	34.35%
7660 Insurance	473.34	0.00	473.34		1,893.36	2,450.00	-556.64	77.28%
7850 Repairs & Maintenance	399.95	575.00	-175.05	69.56%	2,349.75	7,700.00	-5,350.25	30.52%
7890 Taxes		0.00	0.00		311.04	65.00	246.04	478.52%
7910 Telecommunication	250.00	600.00	-350.00	41.67%	2,616.91	7,200.00	-4,583.09	36.35%
7950 Utilities	593.65	795.99	-202.34	74.58%	3,055.92	9,793.89	-6,737.97	31.20%
7990 Depreciation Expense	644.00		644.00		2,576.00	0.00	2,576.00	
Total Occupancy Costs	\$ 4,822.94	\$ 4,320.99	\$ 501.95	111.62%	\$ 22,488.98	\$ 55,408.89	\$ -32,919.91	40.59%
Total 3- ADMIN EXPENSES	\$ 26,794.26	\$ 18,433.99	\$ 8,360.27	145.35%	\$ 103,399.41	\$ 130,729.89	\$ -27,330.48	79.09%
4- PERSONNEL			0.00		0.00	0.00	0.00	
8510 Salaries & Wages	38,333.95	31,782.31	6,551.64	120.61%	147,495.50	381,387.72	-233,892.22	38.67%
8511 Retirement	628.33		628.33		4,676.77	0.00	4,676.77	
8520 Paid Time Off	615.26	1,954.44	-1,339.18	31.48%	12,147.63	24,153.89	-12,006.26	50.29%
8530 Payroll Taxes	3,779.29	2,431.35	1,347.94	155.44%	14,035.79	32,131.95	-18,096.16	43.68%
8540 Payroll Processing Fees	125.00	85.00	40.00	147.06%	493.00	1,740.00	-1,247.00	28.33%
8550 Workers Comp	322.41	0.00	322.41		2,820.89	3,000.00	-179.11	94.03%
8570 Health Insurance Allowance	3,000.00	2,250.00	750.00	133.33%	14,600.00	27,000.00	-12,400.00	54.07%
8580 Other Employee Benefits	434.10	0.00	434.10		844.10	3,000.00	-2,155.90	28.14%
8590 Contract Work	4,466.67	750.00	3,716.67	595.56%	25,300.02	7,800.00	17,500.02	324.36%
8615 Employee Recruitment			0.00		81.67	0.00	81.67	
Total 4- PERSONNEL	\$ 51,705.01	\$ 39,253.10	\$ 12,451.91	131.72%	\$ 222,495.37	\$ 480,213.56	\$ -257,718.19	46.33%
Payroll Expenses			0.00		0.00	0.00	0.00	
Company Contributions			0.00		0.00	0.00	0.00	
Retirement	637.33		637.33		2,313.89	0.00	2,313.89	
Total Company Contributions	\$ 637.33	\$ 0.00	\$ 637.33		\$ 2,313.89	\$ 0.00	\$ 2,313.89	
Total Payroll Expenses	\$ 637.33	\$ 0.00	\$ 637.33		\$ 2,313.89	\$ 0.00	\$ 2,313.89	
Uncategorized Expense			0.00		47.00	0.00	47.00	
Total Expenses	\$ 169,141.11	\$ 157,387.10	\$ 11,754.01	107.47%	\$ 772,270.29	\$ 1,920,305.54	\$ -1,148,035.25	40.22%
Net Operating Income	\$ -156,641.11	\$ -34,323.85	\$ -122,317.26	456.36%	\$ -421,050.29	\$ -483,349.31	\$ 62,299.02	87.11%
Other Income								
Redeemed Cash Back			0.00		2,161.26	0.00	2,161.26	
Total Other Income	\$ 0.00	\$ 0.00	\$ 0.00		\$ 2,161.26	\$ 0.00	\$ 2,161.26	
Net Other Income	\$ 0.00	\$ 0.00	\$ 0.00		\$ 2,161.26	\$ 0.00	\$ 2,161.26	
Net Income	\$ -156,641.11	\$ -34,323.85	\$ -122,317.26	456.36%	\$ -418,889.03	\$ -483,349.31	\$ 64,460.28	86.66%

Thursday, Nov 30, 2023 02:31:09 PM GMT-8 - Accrual Basis

Visit Mendocino County

Statement of Cash Flows

October 2023

	TOTAL
OPERATING ACTIVITIES	
Net Income	-156,641.11
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1100 Accounts Receivable	30,125.02
1230 Prepaid Expenses	-30,358.48
2000 Accounts Payable	-6,261.03
Ramp Card	61,548.17
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	32.15
2270 Payroll Liabilities:Accrued Payroll	4,586.41
2275 Payroll Liabilities:Accrued PTO	615.26
Direct Deposit Payable	0.00
Payroll Liabilities:401(k) Contribution	4,005.48
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	64,292.98
Net cash provided by operating activities	\$ -92,348.13
INVESTING ACTIVITIES	
1600 Accumulated Depreciation	644.00
Net cash provided by investing activities	\$644.00
NET CASH INCREASE FOR PERIOD	\$ -91,704.13
Cash at beginning of period	1,482,018.13
CASH AT END OF PERIOD	\$1,390,314.00

Mendocino County Tourism Commission

Profit and Loss Comparison

July - October, 2023

	TOTAL			
	JUL - OCT, 2023	JUL - OCT, 2022 (PY)	CHANGE	% CHANGE
Income				
4030 County BID	292,850.92	290,493.00	2,357.92	0.81 %
4031 County BID adjustments		557.00	-557.00	-100.00 %
4035 County 50% Match	45,869.08	158,332.00	-112,462.92	-71.03 %
4050 NCTC Administration		229.23	-229.23	-100.00 %
Other Income				
4940 Misc. Income		1,780.40	-1,780.40	-100.00 %
4950 Interest Income		146.98	-146.98	-100.00 %
Total Other Income		1,927.38	-1,927.38	-100.00 %
Total Income	\$338,720.00	\$451,538.61	\$ -112,818.61	-24.99 %
GROSS PROFIT	\$338,720.00	\$451,538.61	\$ -112,818.61	-24.99 %
Expenses				
1- MEDIA & WEBSITE				
50 Advertising / Media	1,500.00		1,500.00	
5130 Print & Online Advertising	207,438.36	258,871.78	-51,433.42	-19.87 %
5150 Ad Development/Design		2,000.00	-2,000.00	-100.00 %
5170 Photography	2,100.00	320.00	1,780.00	556.25 %
5240 Research & Development	21,160.00	36,206.29	-15,046.29	-41.56 %
5280 Video Development	9,783.76	10,900.00	-1,116.24	-10.24 %
Total 50 Advertising / Media	241,982.12	308,298.07	-66,315.95	-21.51 %
55 Marketing / Public Relations				
5510 Public Relations Contract	36,666.64	34,733.32	1,933.32	5.57 %
5540 Clipping Service	2,845.95	2,725.95	120.00	4.40 %
5550 In-Market PR Stunts	1,649.04	3,756.00	-2,106.96	-56.10 %
5560 Media Events	995.18	3,679.40	-2,684.22	-72.95 %
5610 Travel -PR Related	6,863.25	1,502.42	5,360.83	356.81 %
5680 Visiting Media FAM Expenses	4,555.54	3,575.34	980.20	27.42 %
Total 55 Marketing / Public Relations	53,575.60	49,972.43	3,603.17	7.21 %
57 Website Maint / Development				
5710 Interactive Media Coordinator		5,000.00	-5,000.00	-100.00 %
5740 Content Creation	10,000.00	5,501.34	4,498.66	81.77 %
5750 Development/ Maintenance	7,119.40	44,752.46	-37,633.06	-84.09 %
5780 Interactive Marketing		104.85	-104.85	-100.00 %
Total 57 Website Maint / Development	17,119.40	55,358.65	-38,239.25	-69.08 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July - October, 2023

	TOTAL			
	JUL - OCT, 2023	JUL - OCT, 2022 (PY)	CHANGE	% CHANGE
58 Leisure / Group Sales				
5810 Promotion Items, Booth Develop	9,910.70	430.68	9,480.02	2,201.17 %
5840 State Fair Exhibit	7,039.91	16,035.66	-8,995.75	-56.10 %
5880 Travel - Leisure/Group Sales	492.36	3,817.20	-3,324.84	-87.10 %
5885 Travel - Group FAMs	901.79	692.05	209.74	30.31 %
Total 58 Leisure / Group Sales	18,344.76	20,975.59	-2,630.83	-12.54 %
Total 1- MEDIA & WEBSITE	331,021.88	434,604.74	-103,582.86	-23.83 %
2- VISITOR SVS / PARTNERSHIPS				
Partnerships				
6550 Conferences & Seminars	1,199.00	16,556.56	-15,357.56	-92.76 %
6555 Conferences & Seminars Travel	6,662.81		6,662.81	
6570 In-County Relations	1,204.79	2,384.36	-1,179.57	-49.47 %
6575 Stakeholder Networking	1,510.21	1,624.09	-113.88	-7.01 %
6580 Contracted Writing Services	3,060.00		3,060.00	
6590 Memberships	2,345.00	410.00	1,935.00	471.95 %
6610 North Coast Tourism Council	2,893.12	4,643.91	-1,750.79	-37.70 %
Total Partnerships	18,874.93	25,618.92	-6,743.99	-26.32 %
Visitor Services				
6720 Event & Festival Guides	6,707.04	28,584.62	-21,877.58	-76.54 %
6730 Incentives & Sponsorships	43,958.67	2,754.00	41,204.67	1,496.18 %
6770 Visitor Centers & Signage	5,841.52	3,800.00	2,041.52	53.72 %
Total Visitor Services	56,507.23	35,138.62	21,368.61	60.81 %
Total 2- VISITOR SVS / PARTNERSHIPS	75,382.16	60,757.54	14,624.62	24.07 %
3- ADMIN EXPENSES				
General Admin				
7010 Accounting	15,479.00	12,350.00	3,129.00	25.34 %
7060 Bank Fees	28.65	29.80	-1.15	-3.86 %
7080 Board Development	24,960.00	18,930.00	6,030.00	31.85 %
7100 Dues & Subscriptions	14,732.70	11,082.73	3,649.97	32.93 %
7130 Legal Fees	615.00		615.00	
7150 Meeting Expenses	292.02	412.57	-120.55	-29.22 %
7200 Office Expense	4,463.82	3,144.31	1,319.51	41.97 %
7210 Postage & Shipping	2,128.51	2,134.96	-6.45	-0.30 %
7280 Travel Expenses	6,686.23	4,745.31	1,940.92	40.90 %
Total General Admin	69,385.93	52,829.68	16,556.25	31.34 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July - October, 2023

	TOTAL			
	JUL - OCT, 2023	JUL - OCT, 2022 (PY)	CHANGE	% CHANGE
Occupancy Costs				
7650 Rent	9,686.00	9,824.00	-138.00	-1.40 %
7660 Insurance	1,893.36	1,177.00	716.36	60.86 %
7850 Repairs & Maintenance	1,599.80	1,578.30	21.50	1.36 %
7890 Taxes	311.04	122.14	188.90	154.66 %
7910 Telecommunication	2,066.91	3,094.13	-1,027.22	-33.20 %
7950 Utilities	2,714.66	2,136.86	577.80	27.04 %
7990 Depreciation Expense	2,576.00	2,478.00	98.00	3.95 %
Total Occupancy Costs	20,847.77	20,410.43	437.34	2.14 %
Total 3- ADMIN EXPENSES	90,233.70	73,240.11	16,993.59	23.20 %
4- PERSONNEL				
8510 Salaries & Wages	112,530.84	101,509.52	11,021.32	10.86 %
8511 Retirement	4,676.77		4,676.77	
8520 Paid Time Off	2,531.63	3,736.58	-1,204.95	-32.25 %
8530 Payroll Taxes	10,395.87	9,202.30	1,193.57	12.97 %
8540 Payroll Processing Fees	493.00	270.00	223.00	82.59 %
8550 Workers Comp	2,728.07	1,801.68	926.39	51.42 %
8570 Health Insurance Allowance	11,600.00	9,050.00	2,550.00	28.18 %
8580 Other Employee Benefits	844.10	1,003.00	-158.90	-15.84 %
8590 Contract Work	16,966.68	14,328.76	2,637.92	18.41 %
8615 Employee Recruitment	81.67	865.48	-783.81	-90.56 %
Total 4- PERSONNEL	162,848.63	141,767.32	21,081.31	14.87 %
Payroll Expenses				
Company Contributions				
Retirement	637.33		637.33	
Total Company Contributions	637.33		637.33	
Total Payroll Expenses	637.33		637.33	
Uncategorized Expense	47.00	410.00	-363.00	-88.54 %
Total Expenses	\$660,170.70	\$710,779.71	\$ -50,609.01	-7.12 %
NET OPERATING INCOME	\$ -321,450.70	\$ -259,241.10	\$ -62,209.60	-24.00 %
Other Income				
Redeemed Cash Back	2,161.26		2,161.26	
Total Other Income	\$2,161.26	\$0.00	\$2,161.26	0.00%
NET OTHER INCOME	\$2,161.26	\$0.00	\$2,161.26	0.00%
NET INCOME	\$ -319,289.44	\$ -259,241.10	\$ -60,048.34	-23.16 %