

# Mendocino County Tourism Commission

## Balance Sheet Comparison

As of October 31, 2024

	TOTAL			
	AS OF OCT 31, 2024	AS OF OCT 31, 2023 (PY)	CHANGE	% CHANGE
<b>ASSETS</b>				
Current Assets				
Bank Accounts				
1005 SBMC Checking	131,997.95	318,062.55	-186,064.60	-58.50 %
1010 SBMC Contingency/Savings	650,829.40	1,000,371.38	-349,541.98	-34.94 %
1030 Cash drawer	100.00	100.00	0.00	0.00 %
<b>Total Bank Accounts</b>	<b>\$782,927.35</b>	<b>\$1,318,533.93</b>	<b>\$ -535,606.58</b>	<b>-40.62 %</b>
Accounts Receivable				
1100 Accounts Receivable	0.00	0.00	0.00	
<b>Total Accounts Receivable</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>0.00%</b>
Other Current Assets				
1230 Prepaid Expenses	25,410.14	17,160.86	8,249.28	48.07 %
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	
<b>Total Other Current Assets</b>	<b>\$23,103.08</b>	<b>\$14,853.80</b>	<b>\$8,249.28</b>	<b>55.54 %</b>
<b>Total Current Assets</b>	<b>\$806,030.43</b>	<b>\$1,333,387.73</b>	<b>\$ -527,357.30</b>	<b>-39.55 %</b>
Fixed Assets				
1510 Furniture and Equipment	46,655.22	41,311.75	5,343.47	12.93 %
1600 Accumulated Depreciation	-36,709.00	-27,301.00	-9,408.00	-34.46 %
<b>Total Fixed Assets</b>	<b>\$9,946.22</b>	<b>\$14,010.75</b>	<b>\$ -4,064.53</b>	<b>-29.01 %</b>
Other Assets				
1700 Website Development	0.00	0.00	0.00	
1750 Accumulated Amortization	0.00	0.00	0.00	
<b>Total Other Assets</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>0.00%</b>
<b>TOTAL ASSETS</b>	<b>\$815,976.65</b>	<b>\$1,347,398.48</b>	<b>\$ -531,421.83</b>	<b>-39.44 %</b>
<b>LIABILITIES AND EQUITY</b>				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 Accounts Payable	3,632.42	39,981.51	-36,349.09	-90.91 %
<b>Total Accounts Payable</b>	<b>\$3,632.42</b>	<b>\$39,981.51</b>	<b>\$ -36,349.09</b>	<b>-90.91 %</b>
Credit Cards				
Ramp Card	-11,235.95	6,391.97	-17,627.92	-275.78 %

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	TOTAL			
	AS OF OCT 31, 2024	AS OF OCT 31, 2023 (PY)	CHANGE	% CHANGE
<b>Total Credit Cards</b>	<b>\$ -11,235.95</b>	<b>\$6,391.97</b>	<b>\$ -17,627.92</b>	<b>-275.78 %</b>
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	15.00	56.91	-41.91	-73.64 %
2270 Accrued Payroll	3,148.72	7,749.88	-4,601.16	-59.37 %
2275 Accrued PTO	11,379.11	19,183.60	-7,804.49	-40.68 %
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	
<b>Total Payroll Liabilities</b>	<b>14,542.86</b>	<b>26,990.42</b>	<b>-12,447.56</b>	<b>-46.12 %</b>
<b>Total Other Current Liabilities</b>	<b>\$15,657.86</b>	<b>\$28,105.42</b>	<b>\$ -12,447.56</b>	<b>-44.29 %</b>
<b>Total Current Liabilities</b>	<b>\$8,054.33</b>	<b>\$74,478.90</b>	<b>\$ -66,424.57</b>	<b>-89.19 %</b>
<b>Total Liabilities</b>	<b>\$8,054.33</b>	<b>\$74,478.90</b>	<b>\$ -66,424.57</b>	<b>-89.19 %</b>
Equity				
3100 Contingency-Restricted	187,622.35	187,622.35	0.00	0.00 %
3900 Unrestricted Net Assets (RE)	1,052,193.72	1,431,851.51	-379,657.79	-26.52 %
Opening Bal Equity	0.00	0.00	0.00	
Net Income	-431,893.75	-346,554.28	-85,339.47	-24.63 %
<b>Total Equity</b>	<b>\$807,922.32</b>	<b>\$1,272,919.58</b>	<b>\$ -464,997.26</b>	<b>-36.53 %</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$815,976.65</b>	<b>\$1,347,398.48</b>	<b>\$ -531,421.83</b>	<b>-39.44 %</b>

**Mendocino County Tourism Commission**  
**Budget vs. Actuals: Budget\_FY25\_P&L - FY25 P&L**  
 July 2024 - June 2025

	Oct 2024				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
<b>Income</b>								
4030 County BID		125,000	-125,000	0.00%	390,544	1,500,000	-1,109,456	26.04%
4031 County BID adjustments		0	0		0	-45,000	45,000	0.00%
4035 County 50% Match			0		12,500	0	12,500	
Other Income			0		95	0	95	
<b>Total Income</b>	<b>\$ 0</b>	<b>\$ 125,000</b>	<b>\$ -125,000</b>	<b>0.00%</b>	<b>\$ 403,140</b>	<b>\$ 1,455,000</b>	<b>\$ -1,051,860</b>	<b>27.71%</b>
<b>Gross Profit</b>	<b>\$ 0</b>	<b>\$ 125,000</b>	<b>\$ -125,000</b>	<b>0.00%</b>	<b>\$ 403,140</b>	<b>\$ 1,455,000</b>	<b>\$ -1,051,860</b>	<b>27.71%</b>
<b>Expenses</b>								
1- MEDIA & WEBSITE	28,885	46,867	-17,982	61.63%	192,525	601,857	-409,332	31.99%
2- VISITOR SVS / PARTNERSHIPS	1,865	24,283	-22,419	7.68%	31,742	273,892	-242,150	11.59%
3- ADMIN EXPENSES	15,461	25,283	-9,822	61.15%	77,023	211,211	-134,188	36.47%
4- PERSONNEL	30,341	53,028	-22,687	57.22%	226,701	655,235	-428,534	34.60%
Payroll Expenses	1,335		1,335		6,499	0	6,499	
<b>Total Expenses</b>	<b>\$ 77,887</b>	<b>\$ 149,461</b>	<b>\$ -71,574</b>	<b>52.11%</b>	<b>\$ 534,490</b>	<b>\$ 1,742,194</b>	<b>\$ -1,207,704</b>	<b>30.68%</b>
<b>Net Operating Income</b>	<b>\$ -77,887</b>	<b>\$ -24,461</b>	<b>\$ -53,426</b>	<b>318.41%</b>	<b>\$ -131,351</b>	<b>\$ -287,194</b>	<b>\$ 155,844</b>	<b>45.74%</b>
<b>Net Income</b>	<b>\$ -77,887</b>	<b>\$ -24,461</b>	<b>\$ -53,426</b>	<b>318.41%</b>	<b>\$ -131,351</b>	<b>\$ -287,194</b>	<b>\$ 155,844</b>	<b>45.74%</b>

**Mendocino County Tourism Commission**  
**Budget vs. Actuals: Budget\_FY25\_P&L - FY25 P&L**  
 July 2024 - June 2025

	Oct 2024				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
<b>Income</b>								
4030 County BID		125,000	-125,000	0.00%	390,544	1,500,000	-1,109,456	26.04%
4031 County BID adjustments		0	0		0	-45,000	45,000	0.00%
4035 County 50% Match			0		12,500	0	12,500	
Other Income			0		0	0	0	
4950 Interest Income			0		95	0	95	
<b>Total Other Income</b>	<b>\$ 0</b>	<b>\$ 0</b>	<b>\$ 0</b>		<b>\$ 95</b>	<b>\$ 0</b>	<b>\$ 95</b>	
<b>Total Income</b>	<b>\$ 0</b>	<b>\$ 125,000</b>	<b>\$ -125,000</b>	<b>0.00%</b>	<b>\$ 403,140</b>	<b>\$ 1,455,000</b>	<b>\$ -1,051,860</b>	<b>27.71%</b>
<b>Gross Profit</b>	<b>\$ 0</b>	<b>\$ 125,000</b>	<b>\$ -125,000</b>	<b>0.00%</b>	<b>\$ 403,140</b>	<b>\$ 1,455,000</b>	<b>\$ -1,051,860</b>	<b>27.71%</b>
<b>Expenses</b>								
<b>1- MEDIA &amp; WEBSITE</b>			0		0	0	0	
50 Advertising / Media	500		500		2,500	0	2,500	
5130 Print & Online Advertising	10,909	25,000	-14,091	43.64%	83,826	315,000	-231,174	26.61%
5170 Photography	1,450	1,000	450	145.00%	2,300	12,000	-9,700	19.17%
5240 Research & Development	1,000	500	500	200.00%	25,000	6,000	19,000	416.67%
5280 Video Development	82	1,250	-1,168	6.54%	5,878	15,000	-9,122	39.19%
5290 Marketing Contingency		1,000	-1,000	0.00%	0	12,000	-12,000	0.00%
<b>Total 50 Advertising / Media</b>	<b>\$ 13,941</b>	<b>\$ 28,750</b>	<b>\$ -14,809</b>	<b>48.49%</b>	<b>\$ 119,504</b>	<b>\$ 360,000</b>	<b>\$ -240,496</b>	<b>33.20%</b>
55 Marketing / Public Relations			0		0	0	0	
5510 Public Relations Contract	9,257	9,517	-260	97.27%	46,283	114,200	-67,917	40.53%
5520 Marketing Agency Contract		2,000	-2,000	0.00%	0	24,000	-24,000	0.00%
5540 Clipping Service		750	-750	0.00%	0	9,000	-9,000	0.00%
5560 Media Events	230	250	-20	92.10%	1,805	9,667	-7,862	18.67%
5610 Travel -PR Related	2,026	0	2,026		3,799	3,000	799	126.64%
5680 Visiting Media FAM Expenses		500	-500	0.00%	1,500	6,000	-4,500	25.00%
<b>Total 55 Marketing / Public Relations</b>	<b>\$ 11,513</b>	<b>\$ 13,017</b>	<b>\$ -1,504</b>	<b>88.45%</b>	<b>\$ 53,388</b>	<b>\$ 165,867</b>	<b>\$ -112,479</b>	<b>32.19%</b>
57 Website Maint / Development			0		0	0	0	
5710 Interactive Media Coordinator		2,500	-2,500	0.00%	0	30,000	-30,000	0.00%
5740 Content Creation	2,500	1,500	1,000	166.67%	12,500	18,000	-5,500	69.44%
5750 Development/ Maintenance	604	500	104	120.70%	6,096	6,000	96	101.60%
5780 Interactive Marketing		100	-100	0.00%	900	1,200	-300	75.00%
<b>Total 57 Website Maint / Development</b>	<b>\$ 3,104</b>	<b>\$ 4,600</b>	<b>\$ -1,496</b>	<b>67.47%</b>	<b>\$ 19,496</b>	<b>\$ 55,200</b>	<b>\$ -35,704</b>	<b>35.32%</b>
58 Leisure / Group Sales			0		0	0	0	
5810 Promotion Items, Booth Develop	327	0	327		388	3,000	-2,612	12.93%
5820 Consumer & Trade Shows		0	0		0	6,300	-6,300	0.00%
5880 Travel - Leisure/Group Sales		0	0		0	5,490	-5,490	0.00%
5885 Travel - Group FAMs			0		-250	0	-250	
5890 Misc. Sales Opportunities		500	-500	0.00%	0	6,000	-6,000	0.00%
<b>Total 58 Leisure / Group Sales</b>	<b>\$ 327</b>	<b>\$ 500</b>	<b>\$ -173</b>	<b>65.46%</b>	<b>\$ 138</b>	<b>\$ 20,790</b>	<b>\$ -20,652</b>	<b>0.66%</b>
<b>Total 1- MEDIA &amp; WEBSITE</b>	<b>\$ 28,885</b>	<b>\$ 46,867</b>	<b>\$ -17,982</b>	<b>61.63%</b>	<b>\$ 192,525</b>	<b>\$ 601,857</b>	<b>\$ -409,332</b>	<b>31.99%</b>
<b>2- VISITOR SVS / PARTNERSHIPS</b>			0		0	0	0	
Partnerships			0		0	0	0	
6550 Conferences & Seminars	421	0	421		4,032	8,500	-4,468	47.43%
6555 Conferences & Seminars Travel		0	0		1,144	15,810	-14,666	7.23%
6570 In-County Relations	76	1,050	-974	7.27%	2,255	14,100	-11,845	15.99%
6575 Stakeholder Networking		500	-500	0.00%	0	6,000	-6,000	0.00%
6580 Contracted Writing Services			0		480	0	480	
6590 Memberships		250	-250	0.00%	2,350	6,482	-4,132	36.25%
6610 North Coast Tourism Council		2,000	-2,000	0.00%	10,500	24,000	-13,500	43.75%
<b>Total Partnerships</b>	<b>\$ 497</b>	<b>\$ 3,800</b>	<b>\$ -3,303</b>	<b>13.08%</b>	<b>\$ 20,760</b>	<b>\$ 74,892</b>	<b>\$ -54,132</b>	<b>27.72%</b>
Visitor Services			0		0	0	0	

6720 Event & Festival Guides	1,068	9,592	-8,524	11.13%	7,297	96,100	-88,803	7.59%
6730 Incentives & Sponsorships	300	4,225	-3,925	7.10%	2,886	22,900	-20,014	12.60%
6770 Visitor Centers & Signage		6,667	-6,667	0.00%	800	80,000	-79,200	1.00%
<b>Total Visitor Services</b>	<b>\$ 1,368</b>	<b>\$ 20,483</b>	<b>\$ -19,116</b>	<b>6.68%</b>	<b>\$ 10,983</b>	<b>\$ 199,000</b>	<b>\$ -188,018</b>	<b>5.52%</b>
<b>Total 2- VISITOR SVS / PARTNERSHIPS</b>	<b>\$ 1,865</b>	<b>\$ 24,283</b>	<b>\$ -22,419</b>	<b>7.68%</b>	<b>\$ 31,742</b>	<b>\$ 273,892</b>	<b>\$ -242,150</b>	<b>11.59%</b>
<b>3- ADMIN EXPENSES</b>			0		0	0	0	
General Admin			0		0	0	0	
7010 Accounting	2,186	11,000	-8,814	19.87%	11,157	36,300	-25,143	30.74%
7060 Bank Fees	7	50	-43	13.50%	22	600	-578	3.74%
7080 Board Development		6,275	-6,275	0.00%	21,804	76,265	-54,461	28.59%
7090 Copying & Printing		200	-200	0.00%	0	2,400	-2,400	0.00%
7100 Dues & Subscriptions	5,573	1,353	4,220	411.87%	15,062	16,236	-1,174	92.77%
7130 Legal Fees		250	-250	0.00%	0	3,000	-3,000	0.00%
7150 Meeting Expenses	190	185	5	102.77%	419	2,220	-1,801	18.88%
7200 Office Expense		150	-150	0.00%	938	1,800	-862	52.13%
7210 Postage & Shipping	694	350	344	198.43%	1,674	4,200	-2,526	39.86%
7280 Travel Expenses	1,295	750	545	172.60%	3,552	9,000	-5,448	39.47%
<b>Total General Admin</b>	<b>\$ 9,944</b>	<b>\$ 20,563</b>	<b>\$ -10,619</b>	<b>48.36%</b>	<b>\$ 54,630</b>	<b>\$ 152,021</b>	<b>\$ -97,391</b>	<b>35.94%</b>
Occupancy Costs			0		0	0	0	
7650 Rent	2,300	2,700	-400	85.19%	9,200	32,400	-23,200	28.40%
7660 Insurance	216	0	216		865	2,450	-1,585	35.32%
7850 Repairs & Maintenance	440	575	-135	76.50%	1,925	6,900	-4,975	27.90%
7890 Taxes		0	0		279	100	179	279.26%
7910 Telecommunication	917	600	317	152.83%	4,055	7,200	-3,145	56.32%
7950 Utilities	860	845	15	101.75%	2,933	10,140	-7,207	28.93%
7990 Depreciation Expense	784		784		3,136	0	3,136	
<b>Total Occupancy Costs</b>	<b>\$ 5,517</b>	<b>\$ 4,720</b>	<b>\$ 797</b>	<b>116.89%</b>	<b>\$ 22,393</b>	<b>\$ 59,190</b>	<b>\$ -36,797</b>	<b>37.83%</b>
<b>Total 3- ADMIN EXPENSES</b>	<b>\$ 15,461</b>	<b>\$ 25,283</b>	<b>\$ -9,822</b>	<b>61.15%</b>	<b>\$ 77,023</b>	<b>\$ 211,211</b>	<b>\$ -134,188</b>	<b>36.47%</b>
<b>4- PERSONNEL</b>			0		0	0	0	
8510 Salaries & Wages	19,964	35,360	-15,396	56.46%	154,497	424,320	-269,823	36.41%
8520 Paid Time Off	315	3,633	-3,318	8.68%	7,378	51,438	-44,061	14.34%
8530 Payroll Taxes	1,757	4,897	-3,140	35.88%	13,270	58,768	-45,498	22.58%
8540 Payroll Processing Fees		85	-85	0.00%	417	2,071	-1,654	20.14%
8550 Workers Comp	192	303	-111	63.46%	878	3,637	-2,759	24.13%
8570 Health Insurance Allowance	2,750	2,750	0	100.00%	13,250	33,000	-19,750	40.15%
8580 Other Employee Benefits	530	0	530		935	3,000	-2,065	31.17%
8590 Contract Work	4,833	6,000	-1,167	80.56%	36,077	79,000	-42,923	45.67%
<b>Total 4- PERSONNEL</b>	<b>\$ 30,341</b>	<b>\$ 53,028</b>	<b>\$ -22,687</b>	<b>57.22%</b>	<b>\$ 226,701</b>	<b>\$ 655,235</b>	<b>\$ -428,534</b>	<b>34.60%</b>
Payroll Expenses			0		0	0	0	
Company Contributions			0		0	0	0	
Retirement	1,335		1,335		6,499	0	6,499	
<b>Total Company Contributions</b>	<b>\$ 1,335</b>	<b>\$ 0</b>	<b>\$ 1,335</b>		<b>\$ 6,499</b>	<b>\$ 0</b>	<b>\$ 6,499</b>	
<b>Total Payroll Expenses</b>	<b>\$ 1,335</b>	<b>\$ 0</b>	<b>\$ 1,335</b>		<b>\$ 6,499</b>	<b>\$ 0</b>	<b>\$ 6,499</b>	
<b>Total Expenses</b>	<b>\$ 77,887</b>	<b>\$ 149,461</b>	<b>\$ -71,574</b>	<b>52.11%</b>	<b>\$ 534,490</b>	<b>\$ 1,742,194</b>	<b>\$ -1,207,704</b>	<b>30.68%</b>
<b>Net Operating Income</b>	<b>\$ -77,887</b>	<b>\$ -24,461</b>	<b>\$ -53,426</b>	<b>318.41%</b>	<b>\$ -131,351</b>	<b>\$ -287,194</b>	<b>\$ 155,844</b>	<b>45.74%</b>
<b>Net Income</b>	<b>\$ -77,887</b>	<b>\$ -24,461</b>	<b>\$ -53,426</b>	<b>318.41%</b>	<b>\$ -131,351</b>	<b>\$ -287,194</b>	<b>\$ 155,844</b>	<b>45.74%</b>

# Visit Mendocino County

## Statement of Cash Flows

October 2024

	TOTAL
<b>OPERATING ACTIVITIES</b>	
Net Income	-77,887.04
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1100 Accounts Receivable	245,574.32
1230 Prepaid Expenses	5,451.56
2000 Accounts Payable	-13,469.90
Ramp Card	-8,116.57
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	0.00
2270 Payroll Liabilities:Accrued Payroll	-11,202.08
2275 Payroll Liabilities:Accrued PTO	62.14
Direct Deposit Payable	0.00
Payroll Liabilities:401(k) Contribution	0.00
<b>Total Adjustments to reconcile Net Income to Net Cash provided by operations:</b>	<b>218,299.47</b>
<b>Net cash provided by operating activities</b>	<b>\$140,412.43</b>
<b>INVESTING ACTIVITIES</b>	
1600 Accumulated Depreciation	784.00
<b>Net cash provided by investing activities</b>	<b>\$784.00</b>
<b>NET CASH INCREASE FOR PERIOD</b>	<b>\$141,196.43</b>
Cash at beginning of period	641,730.92
<b>CASH AT END OF PERIOD</b>	<b>\$782,927.35</b>

# Mendocino County Tourism Commission

## Profit and Loss Comparison

July - October, 2024

	TOTAL			
	JUL - OCT, 2024	JUL - OCT, 2023 (PY)	CHANGE	% CHANGE
<b>Income</b>				
4030 County BID		292,850.92	-292,850.92	-100.00 %
4035 County 50% Match	12,500.00	45,869.08	-33,369.08	-72.75 %
<b>Other Income</b>				
4950 Interest Income	95.45	126.07	-30.62	-24.29 %
<b>Total Other Income</b>	<b>95.45</b>	<b>126.07</b>	<b>-30.62</b>	<b>-24.29 %</b>
<b>Total Income</b>	<b>\$12,595.45</b>	<b>\$338,846.07</b>	<b>\$ -326,250.62</b>	<b>-96.28 %</b>
<b>GROSS PROFIT</b>	<b>\$12,595.45</b>	<b>\$338,846.07</b>	<b>\$ -326,250.62</b>	<b>-96.28 %</b>
<b>Expenses</b>				
<b>1- MEDIA &amp; WEBSITE</b>				
50 Advertising / Media	2,000.00	1,500.00	500.00	33.33 %
5130 Print & Online Advertising	83,825.93	220,838.36	-137,012.43	-62.04 %
5170 Photography	1,450.00	3,445.00	-1,995.00	-57.91 %
5240 Research & Development	4,000.00	21,160.00	-17,160.00	-81.10 %
5280 Video Development	2,685.78	13,533.76	-10,847.98	-80.15 %
<b>Total 50 Advertising / Media</b>	<b>93,961.71</b>	<b>260,477.12</b>	<b>-166,515.41</b>	<b>-63.93 %</b>
<b>55 Marketing / Public Relations</b>				
5510 Public Relations Contract	37,026.64	36,666.64	360.00	0.98 %
5540 Clipping Service		2,845.95	-2,845.95	-100.00 %
5550 In-Market PR Stunts		1,649.04	-1,649.04	-100.00 %
5560 Media Events	1,805.00	6,089.18	-4,284.18	-70.36 %
5610 Travel -PR Related	3,639.59	6,933.25	-3,293.66	-47.51 %
5680 Visiting Media FAM Expenses		3,059.78	-3,059.78	-100.00 %
<b>Total 55 Marketing / Public Relations</b>	<b>42,471.23</b>	<b>57,243.84</b>	<b>-14,772.61</b>	<b>-25.81 %</b>
<b>57 Website Maint / Development</b>				
5740 Content Creation	10,000.00	10,000.00	0.00	0.00 %
5750 Development/ Maintenance	5,595.77	7,351.20	-1,755.43	-23.88 %
5780 Interactive Marketing	900.00	1,163.52	-263.52	-22.65 %
<b>Total 57 Website Maint / Development</b>	<b>16,495.77</b>	<b>18,514.72</b>	<b>-2,018.95</b>	<b>-10.90 %</b>
<b>58 Leisure / Group Sales</b>				
5810 Promotion Items, Booth Develop	388.00	9,971.12	-9,583.12	-96.11 %
5840 State Fair Exhibit		7,039.91	-7,039.91	-100.00 %
5880 Travel - Leisure/Group Sales		492.36	-492.36	-100.00 %
5885 Travel - Group FAMs	-250.00	901.79	-1,151.79	-127.72 %
<b>Total 58 Leisure / Group Sales</b>	<b>138.00</b>	<b>18,405.18</b>	<b>-18,267.18</b>	<b>-99.25 %</b>
<b>Total 1- MEDIA &amp; WEBSITE</b>	<b>153,066.71</b>	<b>354,640.86</b>	<b>-201,574.15</b>	<b>-56.84 %</b>

# Mendocino County Tourism Commission

## Profit and Loss Comparison

July - October, 2024

	TOTAL			
	JUL - OCT, 2024	JUL - OCT, 2023 (PY)	CHANGE	% CHANGE
<b>2- VISITOR SVS / PARTNERSHIPS</b>				
Partnerships				
6550 Conferences & Seminars	4,031.57	1,237.88	2,793.69	225.68 %
6555 Conferences & Seminars Travel	1,143.60	6,680.29	-5,536.69	-82.88 %
6570 In-County Relations	2,254.73	4,209.46	-1,954.73	-46.44 %
6575 Stakeholder Networking		1,510.21	-1,510.21	-100.00 %
6580 Contracted Writing Services	480.00	3,060.00	-2,580.00	-84.31 %
6590 Memberships	2,350.00	2,345.00	5.00	0.21 %
6610 North Coast Tourism Council	10,500.00	2,893.12	7,606.88	262.93 %
<b>Total Partnerships</b>	<b>20,759.90</b>	<b>21,935.96</b>	<b>-1,176.06</b>	<b>-5.36 %</b>
Visitor Services				
6720 Event & Festival Guides	7,288.15	7,425.04	-136.89	-1.84 %
6730 Incentives & Sponsorships	2,258.40	33,958.67	-31,700.27	-93.35 %
6770 Visitor Centers & Signage	800.00	5,841.52	-5,041.52	-86.30 %
<b>Total Visitor Services</b>	<b>10,346.55</b>	<b>47,225.23</b>	<b>-36,878.68</b>	<b>-78.09 %</b>
<b>Total 2- VISITOR SVS / PARTNERSHIPS</b>	<b>31,106.45</b>	<b>69,161.19</b>	<b>-38,054.74</b>	<b>-55.02 %</b>
<b>3- ADMIN EXPENSES</b>				
General Admin				
7010 Accounting	8,971.00	15,479.00	-6,508.00	-42.04 %
7060 Bank Fees	22.45	40.65	-18.20	-44.77 %
7080 Board Development	21,804.22	24,960.00	-3,155.78	-12.64 %
7100 Dues & Subscriptions	15,062.32	18,245.14	-3,182.82	-17.44 %
7130 Legal Fees		615.00	-615.00	-100.00 %
7150 Meeting Expenses	419.07	292.02	127.05	43.51 %
7200 Office Expense	938.29	5,284.24	-4,345.95	-82.24 %
7210 Postage & Shipping	1,674.25	2,394.34	-720.09	-30.07 %
7280 Travel Expenses	2,360.62	6,686.23	-4,325.61	-64.69 %
<b>Total General Admin</b>	<b>51,252.22</b>	<b>73,996.62</b>	<b>-22,744.40</b>	<b>-30.74 %</b>
Occupancy Costs				
7650 Rent	9,200.00	9,848.00	-648.00	-6.58 %
7660 Insurance	865.32	1,893.36	-1,028.04	-54.30 %
7850 Repairs & Maintenance	1,554.80	1,599.80	-45.00	-2.81 %
7890 Taxes	279.26	311.04	-31.78	-10.22 %
7910 Telecommunication	3,496.17	2,117.29	1,378.88	65.12 %
7950 Utilities	2,521.98	2,563.04	-41.06	-1.60 %
7990 Depreciation Expense	3,136.00	3,136.00	0.00	0.00 %
<b>Total Occupancy Costs</b>	<b>21,053.53</b>	<b>21,468.53</b>	<b>-415.00</b>	<b>-1.93 %</b>
<b>Total 3- ADMIN EXPENSES</b>	<b>72,305.75</b>	<b>95,465.15</b>	<b>-23,159.40</b>	<b>-24.26 %</b>



# Mendocino County Tourism Commission

## Profit and Loss Comparison

July - October, 2024

	TOTAL			
	JUL - OCT, 2024	JUL - OCT, 2023 (PY)	CHANGE	% CHANGE
<b>4- PERSONNEL</b>				
8510 Salaries & Wages	125,311.99	112,530.84	12,781.15	11.36 %
8511 Retirement		4,676.77	-4,676.77	-100.00 %
8520 Paid Time Off	5,162.42	2,531.63	2,630.79	103.92 %
8530 Payroll Taxes	10,657.44	10,395.87	261.57	2.52 %
8540 Payroll Processing Fees	292.00	580.00	-288.00	-49.66 %
8550 Workers Comp	685.32	2,728.07	-2,042.75	-74.88 %
8570 Health Insurance Allowance	10,500.00	11,600.00	-1,100.00	-9.48 %
8580 Other Employee Benefits	935.00	844.10	90.90	10.77 %
8590 Contract Work	29,333.32	16,966.68	12,366.64	72.89 %
8615 Employee Recruitment		81.67	-81.67	-100.00 %
<b>Total 4- PERSONNEL</b>	<b>182,877.49</b>	<b>162,935.63</b>	<b>19,941.86</b>	<b>12.24 %</b>
Payroll Expenses				
Company Contributions				
Retirement	5,132.80	637.33	4,495.47	705.36 %
<b>Total Company Contributions</b>	<b>5,132.80</b>	<b>637.33</b>	<b>4,495.47</b>	<b>705.36 %</b>
<b>Total Payroll Expenses</b>	<b>5,132.80</b>	<b>637.33</b>	<b>4,495.47</b>	<b>705.36 %</b>
Uncategorized Expense		4,721.45	-4,721.45	-100.00 %
<b>Total Expenses</b>	<b>\$444,489.20</b>	<b>\$687,561.61</b>	<b>\$ -243,072.41</b>	<b>-35.35 %</b>
NET OPERATING INCOME	<b>\$ -431,893.75</b>	<b>\$ -348,715.54</b>	<b>\$ -83,178.21</b>	<b>-23.85 %</b>
Other Income				
Redeemed Cash Back		2,161.26	-2,161.26	-100.00 %
<b>Total Other Income</b>	<b>\$0.00</b>	<b>\$2,161.26</b>	<b>\$ -2,161.26</b>	<b>-100.00 %</b>
NET OTHER INCOME	<b>\$0.00</b>	<b>\$2,161.26</b>	<b>\$ -2,161.26</b>	<b>-100.00 %</b>
NET INCOME	<b>\$ -431,893.75</b>	<b>\$ -346,554.28</b>	<b>\$ -85,339.47</b>	<b>-24.63 %</b>