

Statement of Financial Position Comparison

Visit Mendocino County

As of October 31, 2025

DISTRIBUTION ACCOUNT	TOTAL	
	AS OF OCTOBER 31, 2025	AS OF OCTOBER 31, 2024 (PY)
Assets		
Current Assets		
Bank Accounts		
1005 SBMC Checking	171,339.00	131,997.95
1010 SBMC Contingency/Savings	346,103.71	650,829.40
1030 Cash drawer	100.00	100.00
Total for Bank Accounts	\$517,542.71	\$782,927.35
Accounts Receivable		
1100 Accounts Receivable	0.00	0.00
Total for Accounts Receivable	\$0.00	\$0.00
Other Current Assets		
1230 Prepaid Expenses	42,067.11	15,283.01
1250 Refundable Deposits	1,800.00	1,800.00
1270 Receivable Other	-4,107.06	-4,107.06
1290 Loan to Employee	0.00	0.00
QuickBooks Tax Holding Account	0.00	
Undeposited Funds	0.00	0.00
Total for Other Current Assets	\$39,760.05	\$12,975.95
Total for Current Assets	\$557,302.76	\$795,903.30
Fixed Assets		
1510 Furniture and Equipment	50,080.43	46,655.22
1600 Accumulated Depreciation	-41,583.71	-34,787.01
Total for Fixed Assets	\$8,496.72	\$11,868.21
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	\$565,799.48	\$807,771.51
Liabilities and Equity		
Liabilities		
Current Liabilities		
Accounts Payable		
2000 Accounts Payable	4,383.45	7,132.42
Total for Accounts Payable	\$4,383.45	\$7,132.42
Credit Cards		
Ramp Card	0.00	8,566.29

Statement of Financial Position Comparison

Visit Mendocino County

As of October 31, 2025

DISTRIBUTION ACCOUNT	TOTAL	
	AS OF OCTOBER 31, 2025	AS OF OCTOBER 31, 2024 (PY)
Total for Credit Cards	\$0.00	\$8,566.29
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	0.00	0.00
2240 FUTA Payable	22.34	15.00
2270 Accrued Payroll	3,618.10	3,148.72
2275 Accrued PTO	9,665.49	12,463.23
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	\$13,305.96	\$15,626.98
Total for Other Current Liabilities	\$14,420.96	\$16,741.98
Total for Current Liabilities	\$18,804.41	\$32,440.69
Long-term Liabilities		
Total for Liabilities	\$18,804.41	\$32,440.69
Equity		
3900 Unrestricted Net Assets (RE)	736,060.12	1,039,404.46
Net Income	-376,687.40	-451,695.99
3100 Contingency-Restricted	187,622.35	187,622.35
Opening Bal Equity	0.00	0.00
Total for Equity	\$546,995.07	\$775,330.82
Total for Liabilities and Equity	\$565,799.48	\$807,771.51

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

	Oct 2025				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%	366,085.84	1,200,000.00	-833,914.16	30.51%
4031 County BID adjustments		0.00	0.00		0.00	-36,000.00	36,000.00	0.00%
Other Income	94.49		94.49		149.68	0.00	149.68	
Total Revenue	\$ 94.49	\$ 100,000.00	\$ -99,905.51	0.09%	\$ 366,235.52	\$ 1,164,000.00	\$ -797,764.48	31.46%
Gross Profit	\$ 94.49	\$ 100,000.00	\$ -99,905.51	0.09%	\$ 366,235.52	\$ 1,164,000.00	\$ -797,764.48	31.46%
Expenditures								
1- MEDIA & WEBSITE	22,648.38	40,188.32	-17,539.94	56.36%	146,525.98	535,049.92	-388,523.94	27.39%
2- VISITOR SVS / PARTNERSHIPS	3,711.49	13,724.99	-10,013.50	27.04%	30,024.66	220,110.00	-190,085.34	13.64%
3- ADMIN EXPENSES	6,867.82	17,308.00	-10,440.18	39.68%	51,368.63	220,661.00	-169,292.37	23.28%
4- PERSONNEL	39,345.53	46,726.06	-7,380.53	84.20%	204,378.73	575,528.72	-371,149.99	35.51%
Payroll Expenses	1,211.65		1,211.65		6,397.37	0.00	6,397.37	
Uncategorized Expense			0.00		633.89	0.00	633.89	
Total Expenditures	\$ 73,784.87	\$ 117,947.37	\$ -44,162.50	62.56%	\$ 439,329.26	\$ 1,551,349.64	\$ -1,112,020.38	28.32%
Net Operating Revenue	\$ -73,690.38	\$ -17,947.37	\$ -55,743.01	410.59%	\$ -73,093.74	\$ -387,349.64	\$ 314,255.90	18.87%
Net Revenue	\$ -73,690.38	\$ -17,947.37	\$ -55,743.01	410.59%	\$ -73,093.74	\$ -387,349.64	\$ 314,255.90	18.87%

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

	Oct 2025				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%	366,085.84	1,200,000.00	-833,914.16	30.51%
4031 County BID adjustments		0.00	0.00		0.00	-36,000.00	36,000.00	0.00%
Other Income	94.49		94.49		94.49	0.00	94.49	
4950 Interest Income			0.00		55.19	0.00	55.19	
Total Other Income	\$ 94.49	\$ 0.00	\$ 94.49		\$ 149.68	\$ 0.00	\$ 149.68	
Total Revenue	\$ 94.49	\$ 100,000.00	\$ -99,905.51	0.09%	\$ 366,235.52	\$ 1,164,000.00	\$ -797,764.48	31.46%
Gross Profit	\$ 94.49	\$ 100,000.00	\$ -99,905.51	0.09%	\$ 366,235.52	\$ 1,164,000.00	\$ -797,764.48	31.46%
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	11,629.94	15,000.00	-3,370.06	77.53%	52,606.46	190,000.00	-137,393.54	27.69%
5170 Photography		1,000.00	-1,000.00	0.00%	582.00	12,000.00	-11,418.00	4.85%
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%	1,500.00	6,000.00	-4,500.00	25.00%
5290 Marketing Contingency		666.66	-666.66	0.00%	0.00	8,000.00	-8,000.00	0.00%
Total 50 Advertising / Media	\$ 11,629.94	\$ 22,166.66	\$ -10,536.72	52.47%	\$ 64,688.46	\$ 286,000.00	\$ -221,311.54	22.62%
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%	47,463.96	115,279.92	-67,815.96	41.17%
5520 Marketing Agency Contract		2,000.00	-2,000.00	0.00%	6,000.00	24,000.00	-18,000.00	25.00%
5540 Clipping Service		0.00	0.00		4,320.00	4,000.00	320.00	108.00%
5550 In-Market PR Stunts	120.00		120.00		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		0.00	0.00		512.48	3,000.00	-2,487.52	17.08%
5680 Visiting Media FAM Expenses		500.00	-500.00	0.00%	121.07	6,000.00	-5,878.93	2.02%
Total 55 Marketing / Public Relations	\$ 9,378.66	\$ 12,856.66	\$ -3,478.00	72.95%	\$ 59,937.51	\$ 174,279.92	\$ -114,342.41	34.39%
57 Website Maint / Development			0.00		0.00	0.00	0.00	
5710 Interactive Media Coordinator		2,500.00	-2,500.00	0.00%	10,000.00	30,000.00	-20,000.00	33.33%
5740 Content Creation	1,500.00	1,500.00	0.00	100.00%	4,000.00	18,000.00	-14,000.00	22.22%
5750 Development/ Maintenance	118.51	565.00	-446.49	20.98%	6,634.80	6,780.00	-145.20	97.86%
5780 Interactive Marketing		100.00	-100.00	0.00%	0.00	1,200.00	-1,200.00	0.00%
Total 57 Website Maint / Development	\$ 1,618.51	\$ 4,665.00	\$ -3,046.49	34.69%	\$ 20,634.80	\$ 55,980.00	\$ -35,345.20	36.86%
58 Leisure / Group Sales			0.00		0.00	0.00	0.00	
5810 Promotion Items, Booth Develop		0.00	0.00		863.42	3,000.00	-2,136.58	28.78%
5820 Consumer & Trade Shows		0.00	0.00		0.00	4,300.00	-4,300.00	0.00%
5880 Travel - Leisure/Group Sales	21.27	0.00	21.27		401.79	5,490.00	-5,088.21	7.32%
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	\$ 21.27	\$ 500.00	\$ -478.73	4.25%	\$ 1,265.21	\$ 18,790.00	\$ -17,524.79	6.73%
Total 1- MEDIA & WEBSITE	\$ 22,648.38	\$ 40,188.32	\$ -17,539.94	56.36%	\$ 146,525.98	\$ 535,049.92	\$ -388,523.94	27.39%
2- VISITOR SVS / PARTNERSHIPS			0.00		0.00	0.00	0.00	
Partnerships			0.00		0.00	0.00	0.00	
6550 Conferences & Seminars	1,964.91	0.00	1,964.91		1,964.91	7,000.00	-5,035.09	28.07%
6555 Conferences & Seminars Travel	29.00	0.00	29.00		29.00	15,810.00	-15,781.00	0.18%
6570 In-County Relations	410.79	1,050.00	-639.21	39.12%	1,755.06	14,100.00	-12,344.94	12.45%
6575 Stakeholder Networking		500.00	-500.00	0.00%	25.63	6,000.00	-5,974.37	0.43%
6590 Memberships		300.00	-300.00	0.00%	150.00	4,700.00	-4,550.00	3.19%
6610 North Coast Tourism Council		0.00	0.00		13,000.00	13,000.00	0.00	100.00%
Total Partnerships	\$ 2,404.70	\$ 1,850.00	\$ 554.70	129.98%	\$ 16,924.60	\$ 60,610.00	\$ -43,685.40	27.92%
Visitor Services			0.00		0.00	0.00	0.00	
6720 Event & Festival Guides	331.79	4,583.33	-4,251.54	7.24%	10,250.06	72,000.00	-61,749.94	14.24%
6730 Incentives & Sponsorships	975.00	625.00	350.00	156.00%	2,850.00	7,500.00	-4,650.00	38.00%
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	\$ 1,306.79	\$ 11,874.99	\$ -10,568.20	11.00%	\$ 13,100.06	\$ 159,500.00	\$ -146,399.94	8.21%
Total 2- VISITOR SVS / PARTNERSHIPS	\$ 3,711.49	\$ 13,724.99	\$ -10,013.50	27.04%	\$ 30,024.66	\$ 220,110.00	\$ -190,085.34	13.64%

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%	9,972.50	36,300.00	-26,327.50	27.47%
7060 Bank Fees	5.00	50.00	-45.00	10.00%	112.80	600.00	-487.20	18.80%
7070 Civitas			0.00		9,255.00	0.00	9,255.00	
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	855.04	1,373.00	-517.96	62.28%	7,732.47	16,476.00	-8,743.53	46.93%
7130 Legal Fees		250.00	-250.00	0.00%	0.00	3,000.00	-3,000.00	0.00%
7140 Licenses & Permits			0.00		25.00	0.00	25.00	
7150 Meeting Expenses		185.00	-185.00	0.00%	0.00	2,220.00	-2,220.00	0.00%
7200 Office Expense	79.23	400.00	-320.77	19.81%	485.39	4,800.00	-4,314.61	10.11%
7210 Postage & Shipping	761.44	475.00	286.44	160.30%	2,877.71	5,700.00	-2,822.29	50.49%
7280 Travel Expenses	1,161.74	1,000.00	161.74	116.17%	4,429.33	12,000.00	-7,570.67	36.91%
Total General Admin	\$ 5,017.45	\$ 12,508.00	\$ -7,490.55	40.11%	\$ 34,890.20	\$ 159,761.00	\$ -124,870.80	21.84%
Occupancy Costs			0.00		0.00	0.00	0.00	
7650 Rent		2,700.00	-2,700.00	0.00%	4,600.00	32,400.00	-27,800.00	14.20%
7660 Insurance		0.00	0.00		505.16	3,000.00	-2,494.84	16.84%
7850 Repairs & Maintenance	418.10	575.00	-156.90	72.71%	1,937.85	6,900.00	-4,962.15	28.08%
7890 Taxes		0.00	0.00		292.72	300.00	-7.28	97.57%
7910 Telecommunication	1,003.51	685.00	318.51	146.50%	2,824.97	8,220.00	-5,395.03	34.37%
7950 Utilities	428.76	840.00	-411.24	51.04%	4,278.72	10,080.00	-5,801.28	42.45%
7990 Depreciation Expense			0.00		2,039.01	0.00	2,039.01	
Total Occupancy Costs	\$ 1,850.37	\$ 4,800.00	\$ -2,949.63	38.55%	\$ 16,478.43	\$ 60,900.00	\$ -44,421.57	27.06%
Total 3- ADMIN EXPENSES	\$ 6,867.82	\$ 17,308.00	\$ -10,440.18	39.68%	\$ 51,368.63	\$ 220,661.00	\$ -169,292.37	23.28%
4- PERSONNEL			0.00		0.00	0.00	0.00	
8510 Salaries & Wages	30,499.98	35,360.00	-4,860.02	86.26%	153,187.35	424,320.00	-271,132.65	36.10%
8520 Paid Time Off	0.00	3,632.70	-3,632.70	0.00%	2,396.50	51,438.40	-49,041.90	4.66%
8530 Payroll Taxes	2,543.64	4,897.36	-2,353.72	51.94%	12,950.90	58,768.32	-45,817.42	22.04%
8540 Payroll Processing Fees	125.00	86.00	39.00	145.35%	517.00	2,002.00	-1,485.00	25.82%
8550 Workers Comp	675.75	0.00	675.75		1,038.00	3,000.00	-1,962.00	34.60%
8570 Health Insurance Allowance	2,750.00	2,750.00	0.00	100.00%	13,750.00	33,000.00	-19,250.00	41.67%
8580 Other Employee Benefits	460.00	0.00	460.00		1,075.00	3,000.00	-1,925.00	35.83%
8590 Contract Work	2,291.16		2,291.16		19,463.98	0.00	19,463.98	
Total 4- PERSONNEL	\$ 39,345.53	\$ 46,726.06	\$ -7,380.53	84.20%	\$ 204,378.73	\$ 575,528.72	\$ -371,149.99	35.51%
Payroll Expenses			0.00		0.00	0.00	0.00	
Company Contributions			0.00		0.00	0.00	0.00	
Retirement	1,211.65		1,211.65		6,397.37	0.00	6,397.37	
Total Company Contributions	\$ 1,211.65	\$ 0.00	\$ 1,211.65		\$ 6,397.37	\$ 0.00	\$ 6,397.37	
Total Payroll Expenses	\$ 1,211.65	\$ 0.00	\$ 1,211.65		\$ 6,397.37	\$ 0.00	\$ 6,397.37	
Uncategorized Expense			0.00		633.89	0.00	633.89	
Total Expenditures	\$ 73,784.87	\$ 117,947.37	\$ -44,162.50	62.56%	\$ 439,329.26	\$ 1,551,349.64	\$ -1,112,020.38	28.32%
Net Operating Revenue	\$ -73,690.38	\$ -17,947.37	\$ -55,743.01	410.59%	\$ -73,093.74	\$ -387,349.64	\$ 314,255.90	18.87%
Net Revenue	\$ -73,690.38	\$ -17,947.37	\$ -55,743.01	410.59%	\$ -73,093.74	\$ -387,349.64	\$ 314,255.90	18.87%

Statement of Cash Flows

Visit Mendocino County

October 1-31, 2025

FULL NAME	TOTAL
Cash flows from operating activities	
Net Income	-73,690.38
Adjustments for non-cash income and expenses:	
1230 Prepaid Expenses	-13,567.00
2000 Accounts Payable	-17,487.08
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
Direct Deposit Payable	0.00
Payroll Liabilities:401(k) Contribution	0.00
QuickBooks Tax Holding Account	0.00
Ramp Card	-7,897.44
Total for Adjustments for non-cash income and expenses:	-\$38,951.52
Net cash from operating activities	-\$112,641.90
Cash flows from investing activities	
Cash flows from financing activities	
NET INCREASE (DECREASE) IN CASH AND CASH EQUIVALENTS	-\$112,641.90
Cash and cash equivalents at beginning of year	\$630,184.61
CASH AND CASH EQUIVALENTS AT END OF YEAR	\$517,542.71

Statement of Activity Comparison

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July 1-October 31, 2025

DISTRIBUTION ACCOUNT	TOTAL	
	JUL 1 - OCT 31 2025	JUL 1 - OCT 31 2024 (PY)
Income		
Other Income	\$94.49	
4950 Interest Income	55.19	95.45
Total for Other Income	\$149.68	\$95.45
4035 County 50% Match		12,500.00
Total for Income	\$149.68	\$12,595.45
Cost of Sales		
Gross Profit	\$149.68	\$12,595.45
Expenses		
1- MEDIA & WEBSITE		
50 Advertising / Media		\$2,000.00
5130 Print & Online Advertising	52,606.46	90,480.96
5240 Research & Development	10,000.00	4,000.00
5280 Video Development	500.00	2,685.78
5170 Photography		1,450.00
Total for 50 Advertising / Media	\$63,106.46	\$100,616.74
55 Marketing / Public Relations		
5510 Public Relations Contract	38,205.30	37,026.64
5520 Marketing Agency Contract	4,500.00	
5540 Clipping Service	4,320.00	
5550 In-Market PR Stunts	120.00	
5560 Media Events	1,400.00	1,805.00
5610 Travel -PR Related	473.77	3,765.45
5680 Visiting Media FAM Expenses	121.07	1,659.14
Total for 55 Marketing / Public Relations	\$49,140.14	\$44,256.23
57 Website Maint / Development		
5710 Interactive Media Coordinator	7,500.00	
5740 Content Creation	4,000.00	10,000.00
5750 Development/ Maintenance	6,134.80	6,056.51
5780 Interactive Marketing		900.00
Total for 57 Website Maint / Development	\$17,634.80	\$16,956.51
58 Leisure / Group Sales		
5810 Promotion Items, Booth Develop	863.42	692.94
5880 Travel - Leisure/Group Sales	21.27	-250.00
Total for 58 Leisure / Group Sales	\$884.69	\$442.94
Total for 1- MEDIA & WEBSITE	\$130,766.09	\$162,272.42

Statement of Activity Comparison

Visit Mendocino County

July 1-October 31, 2025

DISTRIBUTION ACCOUNT	TOTAL	
	JUL 1 - OCT 31 2025	JUL 1 - OCT 31 2024 (PY)
2- VISITOR SVS / PARTNERSHIPS		
Partnerships		
6550 Conferences & Seminars	1,964.91	7,633.15
6555 Conferences & Seminars Travel	29.00	2,428.22
6570 In-County Relations	1,755.06	4,599.87
6575 Stakeholder Networking	25.63	74.15
6590 Memberships	150.00	2,350.00
6610 North Coast Tourism Council	13,000.00	10,500.00
6580 Contracted Writing Services		480.00
Total for Partnerships	\$16,924.60	\$28,065.39
Visitor Services		
6720 Event & Festival Guides	9,703.43	7,288.15
6730 Incentives & Sponsorships	2,850.00	2,258.40
6770 Visitor Centers & Signage		800.00
Total for Visitor Services	\$12,553.43	\$10,346.55
Total for 2- VISITOR SVS / PARTNERSHIPS	\$29,478.03	\$38,411.94
3- ADMIN EXPENSES		
General Admin		
7010 Accounting	9,972.50	8,971.00
7060 Bank Fees	112.80	22.45
7070 Civitas	9,255.00	
7100 Dues & Subscriptions	7,732.47	17,334.48
7140 Licenses & Permits	25.00	
7200 Office Expense	485.39	1,333.20
7210 Postage & Shipping	2,224.71	1,835.24
7280 Travel Expenses	3,038.41	2,360.62
7080 Board Development		21,804.22
7150 Meeting Expenses		614.73
Total for General Admin	\$32,846.28	\$54,275.94
Occupancy Costs		
7650 Rent	4,600.00	9,200.00
7660 Insurance	505.16	865.32
7850 Repairs & Maintenance	1,679.90	1,599.74
7890 Taxes	292.72	279.26
7910 Telecommunication	2,300.26	3,546.55
7950 Utilities	3,441.63	2,521.98
7990 Depreciation Expense	2,039.01	3,136.00
Total for Occupancy Costs	\$14,858.68	\$21,148.85
Total for 3- ADMIN EXPENSES	\$47,704.96	\$75,424.79

Statement of Activity Comparison

Visit Mendocino County

July 1-October 31, 2025

DISTRIBUTION ACCOUNT	TOTAL	
	JUL 1 - OCT 31 2025	JUL 1 - OCT 31 2024 (PY)
4- PERSONNEL		
8510 Salaries & Wages	122,314.60	125,311.99
8520 Paid Time Off	1,827.27	5,162.42
8530 Payroll Taxes	10,335.22	10,657.44
8540 Payroll Processing Fees	517.00	464.00
8550 Workers Comp	1,038.00	685.32
8570 Health Insurance Allowance	11,000.00	10,500.00
8580 Other Employee Benefits	1,075.00	935.00
8590 Contract Work	14,880.65	29,333.32
Total for 4- PERSONNEL	\$162,987.74	\$183,049.49
Payroll Expenses		
Company Contributions		
Retirement	5,266.37	5,132.80
Total for Company Contributions	\$5,266.37	\$5,132.80
Total for Payroll Expenses	\$5,266.37	\$5,132.80
Uncategorized Expense	633.89	
Total for Expenses	\$376,837.08	\$464,291.44
Net Operating Income	-\$376,687.40	-\$451,695.99
Other Income		
Other Expenses		
Net Other Income		
Net Income	-\$376,687.40	-\$451,695.99