

# Mendocino County Tourism Commission

## Balance Sheet Comparison

As of September 30, 2023

	TOTAL			
	AS OF SEP 30, 2023	AS OF SEP 30, 2022 (PY)	CHANGE	% CHANGE
<b>ASSETS</b>				
Current Assets				
Bank Accounts				
1005 SBMC Checking	481,672.82	-666.32	482,339.14	72,388.51 %
1010 SBMC Contingency/Savings	1,000,245.31	1,166,292.31	-166,047.00	-14.24 %
1030 Cash drawer	100.00	100.00	0.00	0.00 %
<b>Total Bank Accounts</b>	<b>\$1,482,018.13</b>	<b>\$1,165,725.99</b>	<b>\$316,292.14</b>	<b>27.13 %</b>
Accounts Receivable				
1100 Accounts Receivable	320,618.02	930,607.34	-609,989.32	-65.55 %
<b>Total Accounts Receivable</b>	<b>\$320,618.02</b>	<b>\$930,607.34</b>	<b>\$ -609,989.32</b>	<b>-65.55 %</b>
Other Current Assets				
1230 Prepaid Expenses	-33,597.62	82,156.77	-115,754.39	-140.89 %
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	2,100.00	-2,100.00	-100.00 %
Undeposited Funds	0.00	0.00	0.00	
<b>Total Other Current Assets</b>	<b>\$ -44,827.97</b>	<b>\$86,056.77</b>	<b>\$ -130,884.74</b>	<b>-152.09 %</b>
<b>Total Current Assets</b>	<b>\$1,757,808.18</b>	<b>\$2,182,390.10</b>	<b>\$ -424,581.92</b>	<b>-19.45 %</b>
Fixed Assets				
1510 Furniture and Equipment	41,311.75	31,423.08	9,888.67	31.47 %
1600 Accumulated Depreciation	-25,259.00	-17,554.00	-7,705.00	-43.89 %
<b>Total Fixed Assets</b>	<b>\$16,052.75</b>	<b>\$13,869.08</b>	<b>\$2,183.67</b>	<b>15.74 %</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>\$1,773,860.93</b>	<b>\$2,196,259.18</b>	<b>\$ -422,398.25</b>	<b>-19.23 %</b>
<b>LIABILITIES AND EQUITY</b>				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 Accounts Payable	31,147.54	42,355.74	-11,208.20	-26.46 %
<b>Total Accounts Payable</b>	<b>\$31,147.54</b>	<b>\$42,355.74</b>	<b>\$ -11,208.20</b>	<b>-26.46 %</b>
Credit Cards				
Ramp Card	-39,363.11		-39,363.11	

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	TOTAL			
	AS OF SEP 30, 2023	AS OF SEP 30, 2022 (PY)	CHANGE	% CHANGE
<b>Total Credit Cards</b>	<b>\$ -39,363.11</b>	<b>\$0.00</b>	<b>\$ -39,363.11</b>	<b>0.00%</b>
Other Current Liabilities				
2100 Accrued Expenses	1,115.00	3,435.00	-2,320.00	-67.54 %
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	164.67	-164.67	-100.00 %
2240 FUTA Payable	24.76	15.94	8.82	55.33 %
2270 Accrued Payroll	3,163.47	14,853.35	-11,689.88	-78.70 %
2275 Accrued PTO	18,568.34	13,832.58	4,735.76	34.24 %
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	
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>21,756.60</b>	<b>28,866.54</b>	<b>-7,109.94</b>	<b>-24.63 %</b>
<b>Total Other Current Liabilities</b>	<b>\$22,871.60</b>	<b>\$32,301.54</b>	<b>\$ -9,429.94</b>	<b>-29.19 %</b>
<b>Total Current Liabilities</b>	<b>\$14,656.03</b>	<b>\$74,657.28</b>	<b>\$ -60,001.25</b>	<b>-80.37 %</b>
<b>Total Liabilities</b>	<b>\$14,656.03</b>	<b>\$74,657.28</b>	<b>\$ -60,001.25</b>	<b>-80.37 %</b>
Equity				
3100 Contingency-Restricted	187,622.35	187,622.35	0.00	0.00 %
3900 Unrestricted Net Assets (RE)	1,703,859.22	2,042,725.51	-338,866.29	-16.59 %
Opening Bal Equity	0.00	0.00	0.00	
Net Income	-132,276.67	-108,745.96	-23,530.71	-21.64 %
<b>Total Equity</b>	<b>\$1,759,204.90</b>	<b>\$2,121,601.90</b>	<b>\$ -362,397.00</b>	<b>-17.08 %</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$1,773,860.93</b>	<b>\$2,196,259.18</b>	<b>\$ -422,398.25</b>	<b>-19.23 %</b>

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

	Sep 2023				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
<b>Income</b>								
4030 County BID	292,850.92	110,563.25	182,287.67	264.87%	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	20,869.08	12,500.00	8,369.08	166.95%	45,869.08	150,000.00	-104,130.92	30.58%
<b>Total Income</b>	<b>\$ 313,720.00</b>	<b>\$ 123,063.25</b>	<b>\$ 190,656.75</b>	<b>254.93%</b>	<b>\$ 338,720.00</b>	<b>\$ 1,436,956.23</b>	<b>\$ -1,098,236.23</b>	<b>23.57%</b>
<b>Gross Profit</b>	<b>\$ 313,720.00</b>	<b>\$ 123,063.25</b>	<b>\$ 190,656.75</b>	<b>254.93%</b>	<b>\$ 338,720.00</b>	<b>\$ 1,436,956.23</b>	<b>\$ -1,098,236.23</b>	<b>23.57%</b>
<b>Expenses</b>								
1- MEDIA & WEBSITE	48,419.49	76,920.00	-28,500.51	62.95%	259,244.91	919,050.18	-659,805.27	28.21%
2- VISITOR SVS / PARTNERSHIPS	17,396.98	29,650.01	-12,253.03	58.67%	61,163.99	390,311.91	-329,147.92	15.67%
3- ADMIN EXPENSES	16,683.58	9,433.99	7,249.59	176.85%	76,880.28	130,729.89	-53,849.61	58.81%
4- PERSONNEL	39,893.10	39,253.10	640.00	101.63%	176,745.47	480,213.56	-303,468.09	36.81%
Payroll Expenses	0.00		0.00		1,267.66	0.00	1,267.66	
Uncategorized Expense			0.00		9,099.26	0.00	9,099.26	
<b>Total Expenses</b>	<b>\$ 122,393.15</b>	<b>\$ 155,257.10</b>	<b>\$ -32,863.95</b>	<b>78.83%</b>	<b>\$ 584,401.57</b>	<b>\$ 1,920,305.54</b>	<b>\$ -1,335,903.97</b>	<b>30.43%</b>
<b>Net Operating Income</b>	<b>\$ 191,326.85</b>	<b>\$ -32,193.85</b>	<b>\$ 223,520.70</b>	<b>-594.30%</b>	<b>\$ -245,681.57</b>	<b>\$ -483,349.31</b>	<b>\$ 237,667.74</b>	<b>50.83%</b>
<b>Other Income</b>								
Redeemed Cash Back			0.00		2,161.26	0.00	2,161.26	
<b>Total Other Income</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>		<b>\$ 2,161.26</b>	<b>\$ 0.00</b>	<b>\$ 2,161.26</b>	
<b>Net Other Income</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>		<b>\$ 2,161.26</b>	<b>\$ 0.00</b>	<b>\$ 2,161.26</b>	
<b>Net Income</b>	<b>\$ 191,326.85</b>	<b>\$ -32,193.85</b>	<b>\$ 223,520.70</b>	<b>-594.30%</b>	<b>\$ -243,520.31</b>	<b>\$ -483,349.31</b>	<b>\$ 239,829.00</b>	<b>50.38%</b>

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

	Sep 2023				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
<b>Income</b>								
4030 County BID	292,851	110,563	182,288	264.87%	292,851	1,326,759	-1,033,908	22.07%
4031 County BID adjustments		0	0		0	-39,803	39,803	0.00%
4035 County 50% Match	20,869	12,500	8,369	166.95%	45,869	150,000	-104,131	30.58%
<b>Total Income</b>	<b>\$ 313,720</b>	<b>\$ 123,063</b>	<b>\$ 190,657</b>	<b>254.93%</b>	<b>\$ 338,720</b>	<b>\$ 1,436,956</b>	<b>\$ -1,098,236</b>	<b>23.57%</b>
<b>Gross Profit</b>	<b>\$ 313,720</b>	<b>\$ 123,063</b>	<b>\$ 190,657</b>	<b>254.93%</b>	<b>\$ 338,720</b>	<b>\$ 1,436,956</b>	<b>\$ -1,098,236</b>	<b>23.57%</b>
<b>Expenses</b>								
<b>1- MEDIA &amp; WEBSITE</b>			0		0	0	0	
50 Advertising / Media	500		500		1,000	0	1,000	
5130 Print & Online Advertising	26,850	42,250	-15,400	63.55%	142,309	507,000	-364,691	28.07%
5150 Ad Development/Design		1,000	-1,000	0.00%	0	12,000	-12,000	0.00%
5170 Photography	250	1,000	-750	25.00%	1,180	12,000	-10,820	9.83%
5240 Research & Development	5,500	5,083	417	108.20%	15,660	66,500	-50,840	23.55%
5280 Video Development		1,500	-1,500	0.00%	9,784	18,000	-8,216	54.35%
5290 Marketing Contingency		1,000	-1,000	0.00%	0	12,000	-12,000	0.00%
<b>Total 50 Advertising / Media</b>	<b>\$ 33,100</b>	<b>\$ 51,833</b>	<b>\$ -18,734</b>	<b>63.86%</b>	<b>\$ 169,933</b>	<b>\$ 627,500</b>	<b>\$ -457,568</b>	<b>27.08%</b>
55 Marketing / Public Relations			0		0	0	0	
5510 Public Relations Contract		9,517	-9,517	0.00%	0	114,200	-114,200	0.00%
5520 Marketing Agency Contract		2,000	-2,000	0.00%	0	24,000	-24,000	0.00%
5540 Clipping Service	686	1,000	-314	68.60%	2,166	12,000	-9,834	18.05%
5550 In-Market PR Stunts			0		1,649	0	1,649	
5560 Media Events		250	-250	0.00%	995	14,500	-13,505	6.86%
5610 Travel -PR Related	9,634	1,000	8,634	963.40%	40,586	11,000	29,586	368.96%
5680 Visiting Media FAM Expenses	2,000	500	1,500	400.00%	2,227	6,000	-3,773	37.12%
<b>Total 55 Marketing / Public Relations</b>	<b>\$ 12,320</b>	<b>\$ 14,267</b>	<b>\$ -1,947</b>	<b>86.35%</b>	<b>\$ 47,623</b>	<b>\$ 181,700</b>	<b>\$ -134,077</b>	<b>26.21%</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%	7,500	18,000	-10,500	41.67%
5750 Development/ Maintenance	500	500	0	100.00%	15,294	6,000	9,294	254.90%
5780 Interactive Marketing		100	-100	0.00%	0	1,200	-1,200	0.00%
<b>Total 57 Website Maint / Development</b>	<b>\$ 3,000</b>	<b>\$ 4,600</b>	<b>\$ -1,600</b>	<b>65.22%</b>	<b>\$ 22,794</b>	<b>\$ 55,200</b>	<b>\$ -32,406</b>	<b>41.29%</b>
58 Leisure / Group Sales			0		0	0	0	
5810 Promotion Items, Booth Develop		3,250	-3,250	0.00%	10,461	9,500	961	110.11%
5820 Consumer & Trade Shows		0	0		0	12,200	-12,200	0.00%
5840 State Fair Exhibit		0	0		7,040	7,000	40	100.57%
5870 Shipping - Travel Shows		0	0		0	2,500	-2,500	0.00%
5880 Travel - Leisure/Group Sales		2,470	-2,470	0.00%	492	14,450	-13,958	3.41%
5885 Travel - Group FAMs		0	0		902	3,000	-2,098	30.06%
5890 Misc. Sales Opportunities		500	-500	0.00%	0	6,000	-6,000	0.00%
<b>Total 58 Leisure / Group Sales</b>	<b>\$ 0</b>	<b>\$ 6,220</b>	<b>\$ -6,220</b>	<b>0.00%</b>	<b>\$ 18,895</b>	<b>\$ 54,650</b>	<b>\$ -35,755</b>	<b>34.57%</b>
<b>Total 1- MEDIA &amp; WEBSITE</b>	<b>\$ 48,419</b>	<b>\$ 76,920</b>	<b>\$ -28,501</b>	<b>62.95%</b>	<b>\$ 259,245</b>	<b>\$ 919,050</b>	<b>\$ -659,805</b>	<b>28.21%</b>
<b>2- VISITOR SVS / PARTNERSHIPS</b>			0		0	0	0	
Partnerships			0		0	0	0	
6550 Conferences & Seminars		0	0		0	18,150	-18,150	0.00%
6555 Conferences & Seminars Travel		0	0		0	16,912	-16,912	0.00%
6570 In-County Relations		1,050	-1,050	0.00%	872	15,100	-14,228	5.77%
6575 Stakeholder Networking		1,950	-1,950	0.00%	1,510	23,400	-21,890	6.45%
6580 Contracted Writing Services		2,000	-2,000	0.00%	0	24,000	-24,000	0.00%
6590 Memberships		0	0		2,345	7,950	-5,605	29.50%
6610 North Coast Tourism Council		1,167	-1,167	0.00%	2,893	14,000	-11,107	20.67%
<b>Total Partnerships</b>	<b>\$ 0</b>	<b>\$ 6,167</b>	<b>\$ -6,167</b>	<b>0.00%</b>	<b>\$ 7,620</b>	<b>\$ 119,512</b>	<b>\$ -111,892</b>	<b>6.38%</b>

Visitor Services			0		0	0	0	
6720 Event & Festival Guides	3,607	10,025	-6,418	35.98%	6,707	108,300	-101,593	6.19%
6730 Incentives & Sponsorships	12,189	4,292	7,897	284.00%	42,195	52,500	-10,305	80.37%
6770 Visitor Centers & Signage	1,602	9,167	-7,565	17.47%	4,642	110,000	-105,359	4.22%
<b>Total Visitor Services</b>	<b>\$ 17,397</b>	<b>\$ 23,483</b>	<b>\$ -6,086</b>	<b>74.08%</b>	<b>\$ 53,544</b>	<b>\$ 270,800</b>	<b>\$ -217,256</b>	<b>19.77%</b>
<b>Total 2- VISITOR SVS / PARTNERSHIPS</b>	<b>\$ 17,397</b>	<b>\$ 29,650</b>	<b>\$ -12,253</b>	<b>58.67%</b>	<b>\$ 61,164</b>	<b>\$ 390,312</b>	<b>\$ -329,148</b>	<b>15.67%</b>
<b>3- ADMIN EXPENSES</b>			0		0	0	0	
General Admin			0		0	0	0	
7010 Accounting	2,252	2,000	252	112.60%	13,357	33,000	-19,643	40.48%
7060 Bank Fees	7	50	-43	14.90%	29	600	-571	4.78%
7080 Board Development	6,240	35	6,205	17828.57%	24,960	5,385	19,575	463.51%
7090 Copying & Printing		200	-200	0.00%	0	2,400	-2,400	0.00%
7100 Dues & Subscriptions	814	1,143	-329	71.19%	9,122	13,716	-4,594	66.50%
7130 Legal Fees	525	250	275	210.00%	615	3,000	-2,385	20.50%
7150 Meeting Expenses		185	-185	0.00%	175	2,220	-2,045	7.88%
7200 Office Expense		150	-150	0.00%	2,829	1,800	1,029	157.17%
7210 Postage & Shipping	57	350	-293	16.26%	2,124	4,200	-2,076	50.56%
7280 Travel Expenses	1,000	750	250	133.33%	6,686	9,000	-2,314	74.29%
<b>Total General Admin</b>	<b>\$ 10,895</b>	<b>\$ 5,113</b>	<b>\$ 5,782</b>	<b>213.09%</b>	<b>\$ 59,896</b>	<b>\$ 75,321</b>	<b>\$ -15,425</b>	<b>79.52%</b>
Occupancy Costs			0		0	0	0	
7650 Rent	2,300	2,350	-50	97.87%	7,224	28,200	-20,976	25.62%
7660 Insurance	473	0	473		1,420	2,450	-1,030	57.96%
7850 Repairs & Maintenance	400	575	-175	69.56%	1,385	7,700	-6,315	17.98%
7890 Taxes		0	0		311	65	246	478.52%
7910 Telecommunication	760	600	160	126.69%	2,326	7,200	-4,874	32.31%
7950 Utilities	1,211	796	415	152.14%	2,386	9,794	-7,408	24.36%
7990 Depreciation Expense	644		644		1,932	0	1,932	
<b>Total Occupancy Costs</b>	<b>\$ 5,788</b>	<b>\$ 4,321</b>	<b>\$ 1,467</b>	<b>133.96%</b>	<b>\$ 16,984</b>	<b>\$ 55,409</b>	<b>\$ -38,425</b>	<b>30.65%</b>
<b>Total 3- ADMIN EXPENSES</b>	<b>\$ 16,684</b>	<b>\$ 9,434</b>	<b>\$ 7,250</b>	<b>176.85%</b>	<b>\$ 76,880</b>	<b>\$ 130,730</b>	<b>\$ -53,850</b>	<b>58.81%</b>
<b>4- PERSONNEL</b>			0		0	0	0	
8510 Salaries & Wages	28,041	31,782	-3,742	88.23%	125,597	381,388	-255,791	32.93%
8511 Retirement	1,266		1,266		4,677	0	4,677	
8520 Paid Time Off	691	1,954	-1,263	35.37%	1,916	24,154	-22,238	7.93%
8530 Payroll Taxes	2,560	2,431	128	105.28%	11,257	32,132	-20,875	35.03%
8540 Payroll Processing Fees		85	-85	0.00%	200	1,740	-1,540	11.49%
8550 Workers Comp	419	0	419		2,406	3,000	-594	80.19%
8570 Health Insurance Allowance	2,750	2,250	500	122.22%	13,100	27,000	-13,900	48.52%
8580 Other Employee Benefits		0	0		844	3,000	-2,156	28.14%
8590 Contract Work	4,167	750	3,417	555.56%	16,667	7,800	8,867	213.68%
8615 Employee Recruitment			0		82	0	82	
<b>Total 4- PERSONNEL</b>	<b>\$ 39,893</b>	<b>\$ 39,253</b>	<b>\$ 640</b>	<b>101.63%</b>	<b>\$ 176,745</b>	<b>\$ 480,214</b>	<b>\$ -303,468</b>	<b>36.81%</b>
Payroll Expenses			0		0	0	0	
Company Contributions			0		0	0	0	
Retirement			0		1,268	0	1,268	
<b>Total Company Contributions</b>	<b>\$ 0</b>	<b>\$ 0</b>	<b>\$ 0</b>		<b>\$ 1,268</b>	<b>\$ 0</b>	<b>\$ 1,268</b>	
<b>Total Payroll Expenses</b>	<b>\$ 0</b>	<b>\$ 0</b>	<b>\$ 0</b>		<b>\$ 1,268</b>	<b>\$ 0</b>	<b>\$ 1,268</b>	
Uncategorized Expense			0		9,099	0	9,099	
<b>Total Expenses</b>	<b>\$ 122,393</b>	<b>\$ 155,257</b>	<b>\$ -32,864</b>	<b>78.83%</b>	<b>\$ 584,402</b>	<b>\$ 1,920,306</b>	<b>\$ -1,335,904</b>	<b>30.43%</b>
<b>Net Operating Income</b>	<b>\$ 191,327</b>	<b>\$ -32,194</b>	<b>\$ 223,521</b>	<b>-594.30%</b>	<b>\$ -245,682</b>	<b>\$ -483,349</b>	<b>\$ 237,668</b>	<b>50.83%</b>
Other Income								
Redeemed Cash Back			0		2,161	0	2,161	
<b>Total Other Income</b>	<b>\$ 0</b>	<b>\$ 0</b>	<b>\$ 0</b>		<b>\$ 2,161</b>	<b>\$ 0</b>	<b>\$ 2,161</b>	
<b>Net Other Income</b>	<b>\$ 0</b>	<b>\$ 0</b>	<b>\$ 0</b>		<b>\$ 2,161</b>	<b>\$ 0</b>	<b>\$ 2,161</b>	
<b>Net Income</b>	<b>\$ 191,327</b>	<b>\$ -32,194</b>	<b>\$ 223,521</b>	<b>-594.30%</b>	<b>\$ -243,520</b>	<b>\$ -483,349</b>	<b>\$ 239,829</b>	<b>50.38%</b>

# Visit Mendocino County

## Statement of Cash Flows

September 2023

	TOTAL
<b>OPERATING ACTIVITIES</b>	
Net Income	191,326.85
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1100 Accounts Receivable	-12,756.50
1230 Prepaid Expenses	12,754.93
1270 Receivable Other	256.50
2000 Accounts Payable	-9,971.05
Ramp Card	-39,363.11
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	9.85
2270 Payroll Liabilities:Accrued Payroll	-2,320.80
2275 Payroll Liabilities:Accrued PTO	421.97
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>-50,968.21</b>
<b>Net cash provided by operating activities</b>	<b>\$140,358.64</b>
<b>INVESTING ACTIVITIES</b>	
1600 Accumulated Depreciation	644.00
<b>Net cash provided by investing activities</b>	<b>\$644.00</b>
<b>NET CASH INCREASE FOR PERIOD</b>	<b>\$141,002.64</b>
Cash at beginning of period	1,341,015.49
<b>CASH AT END OF PERIOD</b>	<b>\$1,482,018.13</b>

# Mendocino County Tourism Commission

## Profit and Loss Comparison

July - September, 2023

	TOTAL			
	JUL - SEP, 2023	JUL - SEP, 2022 (PY)	CHANGE	% CHANGE
<b>Income</b>				
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	33,369.08	118,749.00	-85,379.92	-71.90 %
<b>Other Income</b>				
4940 Misc. Income		1,780.40	-1,780.40	-100.00 %
4950 Interest Income		146.98	-146.98	-100.00 %
<b>Total Other Income</b>		<b>1,927.38</b>	<b>-1,927.38</b>	<b>-100.00 %</b>
<b>Total Income</b>	<b>\$326,220.00</b>	<b>\$411,726.38</b>	<b>\$ -85,506.38</b>	<b>-20.77 %</b>
<b>GROSS PROFIT</b>	<b>\$326,220.00</b>	<b>\$411,726.38</b>	<b>\$ -85,506.38</b>	<b>-20.77 %</b>
<b>Expenses</b>				
<b>1- MEDIA &amp; WEBSITE</b>				
50 Advertising / Media	1,000.00		1,000.00	
5130 Print & Online Advertising	140,433.82	178,042.47	-37,608.65	-21.12 %
5150 Ad Development/Design		2,000.00	-2,000.00	-100.00 %
5170 Photography	1,180.00	320.00	860.00	268.75 %
5240 Research & Development	15,660.00	31,206.29	-15,546.29	-49.82 %
5280 Video Development	9,783.76	10,900.00	-1,116.24	-10.24 %
<b>Total 50 Advertising / Media</b>	<b>168,057.58</b>	<b>222,468.76</b>	<b>-54,411.18</b>	<b>-24.46 %</b>
<b>55 Marketing / Public Relations</b>				
5510 Public Relations Contract		26,049.99	-26,049.99	-100.00 %
5540 Clipping Service	2,165.95	2,040.00	125.95	6.17 %
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	31,419.38	567.62	30,851.76	5,435.28 %
5680 Visiting Media FAM Expenses	2,227.28	3,325.15	-1,097.87	-33.02 %
<b>Total 55 Marketing / Public Relations</b>	<b>38,456.83</b>	<b>39,418.16</b>	<b>-961.33</b>	<b>-2.44 %</b>
<b>57 Website Maint / Development</b>				
5710 Interactive Media Coordinator		5,000.00	-5,000.00	-100.00 %
5740 Content Creation	7,500.00	3,001.34	4,498.66	149.89 %
5750 Development/ Maintenance	4,944.26	42,568.95	-37,624.69	-88.39 %
5780 Interactive Marketing		69.90	-69.90	-100.00 %
<b>Total 57 Website Maint / Development</b>	<b>12,444.26</b>	<b>50,640.19</b>	<b>-38,195.93</b>	<b>-75.43 %</b>
<b>58 Leisure / Group Sales</b>				
5810 Promotion Items, Booth Develop	3,285.46	269.95	3,015.51	1,117.06 %
5840 State Fair Exhibit	7,039.91	16,035.66	-8,995.75	-56.10 %
5880 Travel - Leisure/Group Sales	492.36	2,933.79	-2,441.43	-83.22 %
5885 Travel - Group FAMs	901.79	625.46	276.33	44.18 %
<b>Total 58 Leisure / Group Sales</b>	<b>11,719.52</b>	<b>19,864.86</b>	<b>-8,145.34</b>	<b>-41.00 %</b>
<b>Total 1- MEDIA &amp; WEBSITE</b>	<b>230,678.19</b>	<b>332,391.97</b>	<b>-101,713.78</b>	<b>-30.60 %</b>

# Mendocino County Tourism Commission

## Profit and Loss Comparison

July - September, 2023

	TOTAL			
	JUL - SEP, 2023	JUL - SEP, 2022 (PY)	CHANGE	% CHANGE
<b>2- VISITOR SVS / PARTNERSHIPS</b>				
Partnerships				
6550 Conferences & Seminars		5,201.00	-5,201.00	-100.00 %
6570 In-County Relations	733.66	697.63	36.03	5.16 %
6575 Stakeholder Networking	1,510.21	969.69	540.52	55.74 %
6590 Memberships	2,070.00	150.00	1,920.00	1,280.00 %
6610 North Coast Tourism Council	2,893.12	4,559.06	-1,665.94	-36.54 %
<b>Total Partnerships</b>	<b>7,206.99</b>	<b>11,577.38</b>	<b>-4,370.39</b>	<b>-37.75 %</b>
Visitor Services				
6720 Event & Festival Guides	6,687.78	20,111.50	-13,423.72	-66.75 %
6730 Incentives & Sponsorships	40,195.17	2,065.50	38,129.67	1,846.03 %
6770 Visitor Centers & Signage	4,641.52	2,850.00	1,791.52	62.86 %
<b>Total Visitor Services</b>	<b>51,524.47</b>	<b>25,027.00</b>	<b>26,497.47</b>	<b>105.88 %</b>
<b>Total 2- VISITOR SVS / PARTNERSHIPS</b>	<b>58,731.46</b>	<b>36,604.38</b>	<b>22,127.08</b>	<b>60.45 %</b>
<b>3- ADMIN EXPENSES</b>				
General Admin				
7010 Accounting	6,532.00	8,625.00	-2,093.00	-24.27 %
7060 Bank Fees	28.65	23.75	4.90	20.63 %
7080 Board Development	18,720.00	12,690.00	6,030.00	47.52 %
7100 Dues & Subscriptions	9,121.69	5,522.95	3,598.74	65.16 %
7130 Legal Fees	615.00		615.00	
7150 Meeting Expenses		177.47	-177.47	-100.00 %
7200 Office Expense	2,828.97	1,420.17	1,408.80	99.20 %
7210 Postage & Shipping	2,217.84	1,606.38	611.46	38.06 %
7280 Travel Expenses	4,284.44	2,621.80	1,662.64	63.42 %
<b>Total General Admin</b>	<b>44,348.59</b>	<b>32,687.52</b>	<b>11,661.07</b>	<b>35.67 %</b>
Occupancy Costs				
7650 Rent	7,224.00	7,368.00	-144.00	-1.95 %
7660 Insurance	1,420.02	954.00	466.02	48.85 %
7850 Repairs & Maintenance	1,199.85	1,178.35	21.50	1.82 %
7890 Taxes	311.04	122.14	188.90	154.66 %
7910 Telecommunication	1,716.15	2,208.02	-491.87	-22.28 %
7950 Utilities	2,121.01	1,649.90	471.11	28.55 %
7990 Depreciation Expense	1,932.00	1,857.00	75.00	4.04 %
<b>Total Occupancy Costs</b>	<b>15,924.07</b>	<b>15,337.41</b>	<b>586.66</b>	<b>3.83 %</b>
<b>Total 3- ADMIN EXPENSES</b>	<b>60,272.66</b>	<b>48,024.93</b>	<b>12,247.73</b>	<b>25.50 %</b>
<b>4- PERSONNEL</b>				
8510 Salaries & Wages	74,196.89	71,058.53	3,138.36	4.42 %
8511 Retirement	4,048.44		4,048.44	
8520 Paid Time Off	1,916.37	2,701.97	-785.60	-29.08 %



# Mendocino County Tourism Commission

## Profit and Loss Comparison

July - September, 2023

	TOTAL			
	JUL - SEP, 2023	JUL - SEP, 2022 (PY)	CHANGE	% CHANGE
8530 Payroll Taxes	6,616.58	6,283.03	333.55	5.31 %
8540 Payroll Processing Fees	200.00	200.00	0.00	0.00 %
8550 Workers Comp	2,405.66	1,021.51	1,384.15	135.50 %
8570 Health Insurance Allowance	8,600.00	6,600.00	2,000.00	30.30 %
8580 Other Employee Benefits	410.00	1,003.00	-593.00	-59.12 %
8590 Contract Work	12,500.01	14,078.76	-1,578.75	-11.21 %
8615 Employee Recruitment	81.67	504.26	-422.59	-83.80 %
<b>Total 4- PERSONNEL</b>	<b>110,975.62</b>	<b>103,451.06</b>	<b>7,524.56</b>	<b>7.27 %</b>
<b>Total Expenses</b>	<b>\$460,657.93</b>	<b>\$520,472.34</b>	<b>\$ -59,814.41</b>	<b>-11.49 %</b>
NET OPERATING INCOME	<b>\$ -134,437.93</b>	<b>\$ -108,745.96</b>	<b>\$ -25,691.97</b>	<b>-23.63 %</b>
Other Income				
Redeemed Cash Back	2,161.26		2,161.26	
<b>Total Other Income</b>	<b>\$2,161.26</b>	<b>\$0.00</b>	<b>\$2,161.26</b>	<b>0.00%</b>
NET OTHER INCOME	<b>\$2,161.26</b>	<b>\$0.00</b>	<b>\$2,161.26</b>	<b>0.00%</b>
NET INCOME	<b>\$ -132,276.67</b>	<b>\$ -108,745.96</b>	<b>\$ -23,530.71</b>	<b>-21.64 %</b>