

# Mendocino County Tourism Commission

## Balance Sheet Comparison

As of September 30, 2024

	TOTAL			
	AS OF SEP 30, 2024	AS OF SEP 30, 2023 (PY)	CHANGE	% CHANGE
<b>ASSETS</b>				
Current Assets				
Bank Accounts				
1005 SBMC Checking	87,519.56	491,824.44	-404,304.88	-82.21 %
1010 SBMC Contingency/Savings	600,733.95	1,000,371.38	-399,637.43	-39.95 %
1030 Cash drawer	100.00	100.00	0.00	0.00 %
<b>Total Bank Accounts</b>	<b>\$688,353.51</b>	<b>\$1,492,295.82</b>	<b>\$ -803,942.31</b>	<b>-53.87 %</b>
Accounts Receivable				
1100 Accounts Receivable	245,574.32	30,125.02	215,449.30	715.18 %
<b>Total Accounts Receivable</b>	<b>\$245,574.32</b>	<b>\$30,125.02</b>	<b>\$215,449.30</b>	<b>715.18 %</b>
Other Current Assets				
1230 Prepaid Expenses	30,861.70	-13,197.62	44,059.32	333.84 %
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>\$28,554.64</b>	<b>\$ -15,504.68</b>	<b>\$44,059.32</b>	<b>284.17 %</b>
<b>Total Current Assets</b>	<b>\$962,482.47</b>	<b>\$1,506,916.16</b>	<b>\$ -544,433.69</b>	<b>-36.13 %</b>
Fixed Assets				
1510 Furniture and Equipment	42,046.32	41,311.75	734.57	1.78 %
1600 Accumulated Depreciation	-33,825.00	-26,097.00	-7,728.00	-29.61 %
Office Equipment	5,343.47		5,343.47	
<b>Total Fixed Assets</b>	<b>\$13,564.79</b>	<b>\$15,214.75</b>	<b>\$ -1,649.96</b>	<b>-10.84 %</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>\$976,047.26</b>	<b>\$1,522,130.91</b>	<b>\$ -546,083.65</b>	<b>-35.88 %</b>

# Mendocino County Tourism Commission

## Balance Sheet Comparison

As of September 30, 2024

	TOTAL			
	AS OF SEP 30, 2024	AS OF SEP 30, 2023 (PY)	CHANGE	% CHANGE
<b>LIABILITIES AND EQUITY</b>				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 Accounts Payable	17,102.32	46,242.54	-29,140.22	-63.02 %
<b>Total Accounts Payable</b>	<b>\$17,102.32</b>	<b>\$46,242.54</b>	<b>\$ -29,140.22</b>	<b>-63.02 %</b>
Credit Cards				
Ramp Card	35,107.18	17,612.87	17,494.31	99.33 %
<b>Total Credit Cards</b>	<b>\$35,107.18</b>	<b>\$17,612.87</b>	<b>\$17,494.31</b>	<b>99.33 %</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				
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	24.76	-9.76	-39.42 %
2270 Accrued Payroll	14,350.80	3,163.47	11,187.33	353.64 %
2275 Accrued PTO	11,316.97	18,568.34	-7,251.37	-39.05 %
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>25,682.80</b>	<b>21,756.60</b>	<b>3,926.20</b>	<b>18.05 %</b>
<b>Total Other Current Liabilities</b>	<b>\$26,797.80</b>	<b>\$22,871.60</b>	<b>\$3,926.20</b>	<b>17.17 %</b>
<b>Total Current Liabilities</b>	<b>\$79,007.30</b>	<b>\$86,727.01</b>	<b>\$ -7,719.71</b>	<b>-8.90 %</b>
<b>Total Liabilities</b>	<b>\$79,007.30</b>	<b>\$86,727.01</b>	<b>\$ -7,719.71</b>	<b>-8.90 %</b>
Equity				
3100 Contingency-Restricted	187,622.35	187,622.35	0.00	0.00 %
3900 Unrestricted Net Assets (RE)	1,054,608.29	1,431,851.51	-377,243.22	-26.35 %
Opening Bal Equity	0.00	0.00	0.00	
Net Income	-345,190.68	-184,069.96	-161,120.72	-87.53 %
<b>Total Equity</b>	<b>\$897,039.96</b>	<b>\$1,435,403.90</b>	<b>\$ -538,363.94</b>	<b>-37.51 %</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$976,047.26</b>	<b>\$1,522,130.91</b>	<b>\$ -546,083.65</b>	<b>-35.88 %</b>

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

	Sep 2024				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
<b>Income</b>								
4030 County BID		125,000.00	-125,000.00	0.00%	0.00	1,500,000.00	-1,500,000.00	0.00%
4031 County BID adjustments		0.00	0.00		0.00	-45,000.00	45,000.00	0.00%
4035 County 50% Match			0.00		12,500.00	0.00	12,500.00	
<b>Total Income</b>	<b>\$ 0.00</b>	<b>\$ 125,000.00</b>	<b>\$ -125,000.00</b>	<b>0.00%</b>	<b>\$ 12,500.00</b>	<b>\$ 1,455,000.00</b>	<b>\$ -1,442,500.00</b>	<b>0.86%</b>
<b>Gross Profit</b>	<b>\$ 0.00</b>	<b>\$ 125,000.00</b>	<b>\$ -125,000.00</b>	<b>0.00%</b>	<b>\$ 12,500.00</b>	<b>\$ 1,455,000.00</b>	<b>\$ -1,442,500.00</b>	<b>0.86%</b>
<b>Expenses</b>								
1- MEDIA & WEBSITE	22,715.17	49,866.66	-27,151.49	45.55%	137,038.84	601,856.66	-464,817.82	22.77%
2- VISITOR SVS / PARTNERSHIPS	5,686.77	28,783.33	-23,096.56	19.76%	26,657.94	273,892.00	-247,234.06	9.73%
3- ADMIN EXPENSES	17,026.91	16,583.00	443.91	102.68%	59,066.75	211,211.00	-152,144.25	27.97%
4- PERSONNEL	64,509.42	53,028.13	11,481.29	121.65%	193,489.10	655,234.57	-461,745.47	29.53%
Payroll Expenses	1,343.14		1,343.14		5,132.80	0.00	5,132.80	
<b>Total Expenses</b>	<b>\$ 111,281.41</b>	<b>\$ 148,261.12</b>	<b>\$ -36,979.71</b>	<b>75.06%</b>	<b>\$ 421,385.43</b>	<b>\$ 1,742,194.23</b>	<b>\$ -1,320,808.80</b>	<b>24.19%</b>
<b>Net Operating Income</b>	<b>\$ -111,281.41</b>	<b>\$ -23,261.12</b>	<b>\$ -88,020.29</b>	<b>478.40%</b>	<b>\$ -408,885.43</b>	<b>\$ -287,194.23</b>	<b>\$ -121,691.20</b>	<b>142.37%</b>
<b>Net Income</b>	<b>\$ -111,281.41</b>	<b>\$ -23,261.12</b>	<b>\$ -88,020.29</b>	<b>478.40%</b>	<b>\$ -408,885.43</b>	<b>\$ -287,194.23</b>	<b>\$ -121,691.20</b>	<b>142.37%</b>

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

	Sep 2024			Total			% of Budget
	Actual	Budget	over Budget	Actual	Budget	over Budget	
<b>Income</b>							
4030 County BID		125,000.00	-125,000.00	0.00	1,500,000.00	-1,500,000.00	0.00%
4031 County BID adjustments		0.00	0.00	0.00	-45,000.00	45,000.00	0.00%
4035 County 50% Match			0.00	12,500.00	0.00	12,500.00	
<b>Total Income</b>	<b>\$ 0.00</b>	<b>\$ 125,000.00</b>	<b>\$ -125,000.00</b>	<b>\$ 12,500.00</b>	<b>\$ 1,455,000.00</b>	<b>\$ -1,442,500.00</b>	<b>0.86%</b>
<b>Gross Profit</b>	<b>\$ 0.00</b>	<b>\$ 125,000.00</b>	<b>\$ -125,000.00</b>	<b>\$ 12,500.00</b>	<b>\$ 1,455,000.00</b>	<b>\$ -1,442,500.00</b>	<b>0.86%</b>
<b>Expenses</b>							
<b>1- MEDIA &amp; WEBSITE</b>			0.00	0.00	0.00	0.00	
50 Advertising / Media			0.00	2,000.00	0.00	2,000.00	
5130 Print & Online Advertising	12,900.00	25,000.00	-12,100.00	72,234.06	315,000.00	-242,765.94	22.93%
5170 Photography		1,000.00	-1,000.00	1,450.00	12,000.00	-10,550.00	12.08%
5240 Research & Development		500.00	-500.00	4,000.00	6,000.00	-2,000.00	66.67%
5280 Video Development		1,250.00	-1,250.00	2,525.00	15,000.00	-12,475.00	16.83%
5290 Marketing Contingency		1,000.00	-1,000.00	0.00	12,000.00	-12,000.00	0.00%
<b>Total 50 Advertising / Media</b>	<b>\$ 12,900.00</b>	<b>\$ 28,750.00</b>	<b>\$ -15,850.00</b>	<b>\$ 82,209.06</b>	<b>\$ 360,000.00</b>	<b>\$ -277,790.94</b>	<b>22.84%</b>
55 Marketing / Public Relations			0.00	0.00	0.00	0.00	
5510 Public Relations Contract	9,256.66	9,516.66	-260.00	37,026.64	114,200.00	-77,173.36	32.42%
5520 Marketing Agency Contract		2,000.00	-2,000.00	0.00	24,000.00	-24,000.00	0.00%
5540 Clipping Service		750.00	-750.00	0.00	9,000.00	-9,000.00	0.00%
5560 Media Events		250.00	-250.00	1,574.75	9,666.66	-8,091.91	16.29%
5610 Travel -PR Related	558.51	0.00	558.51	3,104.75	3,000.00	104.75	103.49%
5680 Visiting Media FAM Expenses		500.00	-500.00	0.00	6,000.00	-6,000.00	0.00%
<b>Total 55 Marketing / Public Relations</b>	<b>\$ 9,815.17</b>	<b>\$ 13,016.66</b>	<b>\$ -3,201.49</b>	<b>\$ 41,706.14</b>	<b>\$ 165,866.66</b>	<b>\$ -124,160.52</b>	<b>25.14%</b>
57 Website Maint / Development			0.00	0.00	0.00	0.00	
5710 Interactive Media Coordinator		2,500.00	-2,500.00	0.00	30,000.00	-30,000.00	0.00%
5740 Content Creation		1,500.00	-1,500.00	10,000.00	18,000.00	-8,000.00	55.56%
5750 Development/ Maintenance		500.00	-500.00	2,473.64	6,000.00	-3,526.36	41.23%
5780 Interactive Marketing		100.00	-100.00	900.00	1,200.00	-300.00	75.00%
<b>Total 57 Website Maint / Development</b>	<b>\$ 0.00</b>	<b>\$ 4,600.00</b>	<b>\$ -4,600.00</b>	<b>\$ 13,373.64</b>	<b>\$ 55,200.00</b>	<b>\$ -41,826.36</b>	<b>24.23%</b>
58 Leisure / Group Sales			0.00	0.00	0.00	0.00	
5810 Promotion Items, Booth Develop		1,000.00	-1,000.00	0.00	3,000.00	-3,000.00	0.00%
5820 Consumer & Trade Shows		2,000.00	-2,000.00	0.00	6,300.00	-6,300.00	0.00%
5880 Travel - Leisure/Group Sales		0.00	0.00	0.00	5,490.00	-5,490.00	0.00%
5885 Travel - Group FAMs			0.00	-250.00	0.00	-250.00	
5890 Misc. Sales Opportunities		500.00	-500.00	0.00	6,000.00	-6,000.00	0.00%
<b>Total 58 Leisure / Group Sales</b>	<b>\$ 0.00</b>	<b>\$ 3,500.00</b>	<b>\$ -3,500.00</b>	<b>\$ -250.00</b>	<b>\$ 20,790.00</b>	<b>\$ -21,040.00</b>	<b>-1.20%</b>
<b>Total 1- MEDIA &amp; WEBSITE</b>	<b>\$ 22,715.17</b>	<b>\$ 49,866.66</b>	<b>\$ -27,151.49</b>	<b>\$ 137,038.84</b>	<b>\$ 601,856.66</b>	<b>\$ -464,817.82</b>	<b>22.77%</b>
<b>2- VISITOR SVS / PARTNERSHIPS</b>			0.00	0.00	0.00	0.00	
Partnerships			0.00	0.00	0.00	0.00	
6550 Conferences & Seminars		3,600.00	-3,600.00	0.00	8,500.00	-8,500.00	0.00%
6555 Conferences & Seminars Travel		6,150.00	-6,150.00	1,143.60	15,810.00	-14,666.40	7.23%
6570 In-County Relations	950.00	1,050.00	-100.00	2,254.73	14,100.00	-11,845.27	15.99%
6575 Stakeholder Networking		500.00	-500.00	0.00	6,000.00	-6,000.00	0.00%
6580 Contracted Writing Services			0.00	480.00	0.00	480.00	
6590 Memberships		0.00	0.00	2,350.00	6,482.00	-4,132.00	36.25%
6610 North Coast Tourism Council		2,000.00	-2,000.00	10,500.00	24,000.00	-13,500.00	43.75%
<b>Total Partnerships</b>	<b>\$ 950.00</b>	<b>\$ 13,300.00</b>	<b>\$ -12,350.00</b>	<b>\$ 16,728.33</b>	<b>\$ 74,892.00</b>	<b>\$ -58,163.67</b>	<b>22.34%</b>
Visitor Services			0.00	0.00	0.00	0.00	
6720 Event & Festival Guides	4,400.17	8,191.66	-3,791.49	7,171.21	96,100.00	-88,928.79	7.46%
6730 Incentives & Sponsorships	336.60	625.00	-288.40	1,958.40	22,900.00	-20,941.60	8.55%
6770 Visitor Centers & Signage		6,666.67	-6,666.67	800.00	80,000.00	-79,200.00	1.00%
<b>Total Visitor Services</b>	<b>\$ 4,736.77</b>	<b>\$ 15,483.33</b>	<b>\$ -10,746.56</b>	<b>\$ 9,929.61</b>	<b>\$ 199,000.00</b>	<b>\$ -189,070.39</b>	<b>4.99%</b>
<b>Total 2- VISITOR SVS / PARTNERSHIPS</b>	<b>\$ 5,686.77</b>	<b>\$ 28,783.33</b>	<b>\$ -23,096.56</b>	<b>\$ 26,657.94</b>	<b>\$ 273,892.00</b>	<b>\$ -247,234.06</b>	<b>9.73%</b>
<b>3- ADMIN EXPENSES</b>			0.00	0.00	0.00	0.00	
General Admin			0.00	0.00	0.00	0.00	

7010 Accounting	2,283.00	2,300.00	-17.00	6,785.00	36,300.00	-29,515.00	18.69%
7060 Bank Fees		50.00	-50.00	0.00	600.00	-600.00	0.00%
7080 Board Development	9,324.22	6,275.00	3,049.22	21,804.22	76,265.00	-54,460.78	28.59%
7090 Copying & Printing		200.00	-200.00	0.00	2,400.00	-2,400.00	0.00%
7100 Dues & Subscriptions	862.50	1,353.00	-490.50	8,939.78	16,236.00	-7,296.22	55.06%
7130 Legal Fees		250.00	-250.00	0.00	3,000.00	-3,000.00	0.00%
7150 Meeting Expenses		185.00	-185.00	228.95	2,220.00	-1,991.05	10.31%
7200 Office Expense		150.00	-150.00	938.29	1,800.00	-861.71	52.13%
7210 Postage & Shipping		350.00	-350.00	1,521.23	4,200.00	-2,678.77	36.22%
7280 Travel Expenses		750.00	-750.00	2,360.62	9,000.00	-6,639.38	26.23%
<b>Total General Admin</b>	<b>\$ 12,469.72</b>	<b>\$ 11,863.00</b>	<b>\$ 606.72</b>	<b>\$ 42,578.09</b>	<b>\$ 152,021.00</b>	<b>\$ -109,442.91</b>	<b>28.01%</b>
Occupancy Costs			0.00	0.00	0.00	0.00	
7650 Rent	2,300.00	2,700.00	-400.00	6,900.00	32,400.00	-25,500.00	21.30%
7660 Insurance	216.33	0.00	216.33	648.99	2,450.00	-1,801.01	26.49%
7850 Repairs & Maintenance	370.00	575.00	-205.00	1,369.85	6,900.00	-5,530.15	19.85%
7890 Taxes		0.00	0.00	279.26	100.00	179.26	279.26%
7910 Telecommunication	250.00	600.00	-350.00	2,836.58	7,200.00	-4,363.42	39.40%
7950 Utilities	776.86	845.00	-68.14	2,521.98	10,140.00	-7,618.02	24.87%
7990 Depreciation Expense	644.00		644.00	1,932.00	0.00	1,932.00	
<b>Total Occupancy Costs</b>	<b>\$ 4,557.19</b>	<b>\$ 4,720.00</b>	<b>\$ -162.81</b>	<b>\$ 16,488.66</b>	<b>\$ 59,190.00</b>	<b>\$ -42,701.34</b>	<b>27.86%</b>
<b>Total 3- ADMIN EXPENSES</b>	<b>\$ 17,026.91</b>	<b>\$ 16,583.00</b>	<b>\$ 443.91</b>	<b>\$ 59,066.75</b>	<b>\$ 211,211.00</b>	<b>\$ -152,144.25</b>	<b>27.97%</b>
4- PERSONNEL			0.00	0.00	0.00	0.00	
8510 Salaries & Wages	52,231.16	35,360.00	16,871.16	135,717.99	424,320.00	-288,602.01	31.98%
8520 Paid Time Off	340.48	3,632.70	-3,292.22	5,100.28	51,438.40	-46,338.12	9.92%
8530 Payroll Taxes	4,206.12	4,897.36	-691.24	11,453.52	58,768.32	-47,314.80	19.49%
8540 Payroll Processing Fees		85.00	-85.00	206.00	2,071.00	-1,865.00	9.95%
8550 Workers Comp	148.33	303.07	-154.74	492.99	3,636.85	-3,143.86	13.56%
8570 Health Insurance Allowance	2,750.00	2,750.00	0.00	10,500.00	33,000.00	-22,500.00	31.82%
8580 Other Employee Benefits		0.00	0.00	935.00	3,000.00	-2,065.00	31.17%
8590 Contract Work	4,833.33	6,000.00	-1,166.67	29,083.32	79,000.00	-49,916.68	36.81%
<b>Total 4- PERSONNEL</b>	<b>\$ 64,509.42</b>	<b>\$ 53,028.13</b>	<b>\$ 11,481.29</b>	<b>\$ 193,489.10</b>	<b>\$ 655,234.57</b>	<b>\$ -461,745.47</b>	<b>29.53%</b>
Payroll Expenses			0.00	0.00	0.00	0.00	
Company Contributions			0.00	0.00	0.00	0.00	
Retirement	1,343.14		1,343.14	5,132.80	0.00	5,132.80	
<b>Total Company Contributions</b>	<b>\$ 1,343.14</b>	<b>\$ 0.00</b>	<b>\$ 1,343.14</b>	<b>\$ 5,132.80</b>	<b>\$ 0.00</b>	<b>\$ 5,132.80</b>	
<b>Total Payroll Expenses</b>	<b>\$ 1,343.14</b>	<b>\$ 0.00</b>	<b>\$ 1,343.14</b>	<b>\$ 5,132.80</b>	<b>\$ 0.00</b>	<b>\$ 5,132.80</b>	
<b>Total Expenses</b>	<b>\$ 111,281.41</b>	<b>\$ 148,261.12</b>	<b>\$ -36,979.71</b>	<b>\$ 421,385.43</b>	<b>\$ 1,742,194.23</b>	<b>\$ -1,320,808.80</b>	<b>24.19%</b>
<b>Net Operating Income</b>	<b>\$ -111,281.41</b>	<b>\$ -23,261.12</b>	<b>\$ -88,020.29</b>	<b>\$ -408,885.43</b>	<b>\$ -287,194.23</b>	<b>\$ -121,691.20</b>	<b>142.37%</b>
<b>Net Income</b>	<b>\$ -111,281.41</b>	<b>\$ -23,261.12</b>	<b>\$ -88,020.29</b>	<b>\$ -408,885.43</b>	<b>\$ -287,194.23</b>	<b>\$ -121,691.20</b>	<b>142.37%</b>

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# Visit Mendocino County

## Statement of Cash Flows

September 2024

	TOTAL
<b>OPERATING ACTIVITIES</b>	
Net Income	-111,281.41
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1230 Prepaid Expenses	3,178.83
2000 Accounts Payable	1,632.82
Ramp Card	900.00
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	12,059.53
2275 Payroll Liabilities:Accrued PTO	340.48
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>18,111.66</b>
<b>Net cash provided by operating activities</b>	<b>\$ -93,169.75</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>\$ -92,525.75</b>
Cash at beginning of period	780,879.26
<b>CASH AT END OF PERIOD</b>	<b>\$688,353.51</b>

# Mendocino County Tourism Commission

## Profit and Loss Comparison

July - September, 2024

	TOTAL			
	JUL - SEP, 2024	JUL - SEP, 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	33,369.08	-20,869.08	-62.54 %
<b>Other Income</b>				
4950 Interest Income		126.07	-126.07	-100.00 %
<b>Total Other Income</b>		<b>126.07</b>	<b>-126.07</b>	<b>-100.00 %</b>
<b>Total Income</b>	<b>\$12,500.00</b>	<b>\$326,346.07</b>	<b>\$ -313,846.07</b>	<b>-96.17 %</b>
<b>GROSS PROFIT</b>	<b>\$12,500.00</b>	<b>\$326,346.07</b>	<b>\$ -313,846.07</b>	<b>-96.17 %</b>
<b>Expenses</b>				
<b>1- MEDIA &amp; WEBSITE</b>				
50 Advertising / Media	1,500.00	1,000.00	500.00	50.00 %
5130 Print & Online Advertising	72,234.06	169,267.17	-97,033.11	-57.33 %
5170 Photography		2,525.00	-2,525.00	-100.00 %
5240 Research & Development	3,000.00	15,660.00	-12,660.00	-80.84 %
5280 Video Development	2,525.00	13,533.76	-11,008.76	-81.34 %
<b>Total 50 Advertising / Media</b>	<b>79,259.06</b>	<b>201,985.93</b>	<b>-122,726.87</b>	<b>-60.76 %</b>
<b>55 Marketing / Public Relations</b>				
5510 Public Relations Contract	27,769.98	27,499.98	270.00	0.98 %
5540 Clipping Service		2,165.95	-2,165.95	-100.00 %
5550 In-Market PR Stunts		1,649.04	-1,649.04	-100.00 %
5560 Media Events	1,574.75	6,089.18	-4,514.43	-74.14 %
5610 Travel -PR Related	1,613.36	3,989.40	-2,376.04	-59.56 %
5680 Visiting Media FAM Expenses		2,227.28	-2,227.28	-100.00 %
<b>Total 55 Marketing / Public Relations</b>	<b>30,958.09</b>	<b>43,620.83</b>	<b>-12,662.74</b>	<b>-29.03 %</b>
<b>57 Website Maint / Development</b>				
5740 Content Creation	7,500.00	7,500.00	0.00	0.00 %
5750 Development/ Maintenance	1,973.64	6,619.40	-4,645.76	-70.18 %
5780 Interactive Marketing	900.00		900.00	
<b>Total 57 Website Maint / Development</b>	<b>10,373.64</b>	<b>14,119.40</b>	<b>-3,745.76</b>	<b>-26.53 %</b>
<b>58 Leisure / Group Sales</b>				
5810 Promotion Items, Booth Develop		2,796.06	-2,796.06	-100.00 %
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>-250.00</b>	<b>11,230.12</b>	<b>-11,480.12</b>	<b>-102.23 %</b>
<b>Total 1- MEDIA &amp; WEBSITE</b>	<b>120,340.79</b>	<b>270,956.28</b>	<b>-150,615.49</b>	<b>-55.59 %</b>

# Mendocino County Tourism Commission

## Profit and Loss Comparison

July - September, 2024

	TOTAL			
	JUL - SEP, 2024	JUL - SEP, 2023 (PY)	CHANGE	% CHANGE
<b>2- VISITOR SVS / PARTNERSHIPS</b>				
Partnerships				
6550 Conferences & Seminars		1,237.88	-1,237.88	-100.00 %
6555 Conferences & Seminars Travel	1,143.60	6,680.29	-5,536.69	-82.88 %
6570 In-County Relations	2,178.35	2,838.29	-659.94	-23.25 %
6575 Stakeholder Networking		1,510.21	-1,510.21	-100.00 %
6580 Contracted Writing Services	480.00		480.00	
6590 Memberships	2,350.00	2,070.00	280.00	13.53 %
6610 North Coast Tourism Council	10,500.00	2,893.12	7,606.88	262.93 %
<b>Total Partnerships</b>	<b>16,651.95</b>	<b>17,229.79</b>	<b>-577.84</b>	<b>-3.35 %</b>
Visitor Services				
6720 Event & Festival Guides	6,220.47	7,355.78	-1,135.31	-15.43 %
6730 Incentives & Sponsorships	1,958.40	30,270.17	-28,311.77	-93.53 %
6770 Visitor Centers & Signage	800.00	4,641.52	-3,841.52	-82.76 %
<b>Total Visitor Services</b>	<b>8,978.87</b>	<b>42,267.47</b>	<b>-33,288.60</b>	<b>-78.76 %</b>
<b>Total 2- VISITOR SVS / PARTNERSHIPS</b>	<b>25,630.82</b>	<b>59,497.26</b>	<b>-33,866.44</b>	<b>-56.92 %</b>
<b>3- ADMIN EXPENSES</b>				
General Admin				
7010 Accounting	6,785.00	6,532.00	253.00	3.87 %
7060 Bank Fees		28.65	-28.65	-100.00 %
7080 Board Development	21,804.22	18,720.00	3,084.22	16.48 %
7100 Dues & Subscriptions	8,939.78	14,129.64	-5,189.86	-36.73 %
7130 Legal Fees		615.00	-615.00	-100.00 %
7150 Meeting Expenses	228.95	34.55	194.40	562.66 %
7200 Office Expense	938.29	3,673.52	-2,735.23	-74.46 %
7210 Postage & Shipping	951.41	2,483.67	-1,532.26	-61.69 %
7280 Travel Expenses	1,066.12	4,284.44	-3,218.32	-75.12 %
<b>Total General Admin</b>	<b>40,713.77</b>	<b>50,501.47</b>	<b>-9,787.70</b>	<b>-19.38 %</b>
Occupancy Costs				
7650 Rent	6,900.00	7,386.00	-486.00	-6.58 %
7660 Insurance	648.99	1,420.02	-771.03	-54.30 %
7850 Repairs & Maintenance	1,114.90	1,199.85	-84.95	-7.08 %
7890 Taxes	279.26	311.04	-31.78	-10.22 %
7910 Telecommunication	2,219.96	1,816.91	403.05	22.18 %
7950 Utilities	1,662.19	1,969.39	-307.20	-15.60 %
7990 Depreciation Expense	1,932.00	1,932.00	0.00	0.00 %
<b>Total Occupancy Costs</b>	<b>14,757.30</b>	<b>16,035.21</b>	<b>-1,277.91</b>	<b>-7.97 %</b>
<b>Total 3- ADMIN EXPENSES</b>	<b>55,471.07</b>	<b>66,536.68</b>	<b>-11,065.61</b>	<b>-16.63 %</b>



# Mendocino County Tourism Commission

## Profit and Loss Comparison

July - September, 2024

	TOTAL			
	JUL - SEP, 2024	JUL - SEP, 2023 (PY)	CHANGE	% CHANGE
<b>4- PERSONNEL</b>				
8510 Salaries & Wages	105,348.33	74,196.89	31,151.44	41.98 %
8511 Retirement		4,048.44	-4,048.44	-100.00 %
8520 Paid Time Off	4,847.28	1,916.37	2,930.91	152.94 %
8530 Payroll Taxes	8,900.51	6,616.58	2,283.93	34.52 %
8540 Payroll Processing Fees	206.00	368.00	-162.00	-44.02 %
8550 Workers Comp	492.99	2,405.66	-1,912.67	-79.51 %
8570 Health Insurance Allowance	7,750.00	8,600.00	-850.00	-9.88 %
8580 Other Employee Benefits	405.00	410.00	-5.00	-1.22 %
8590 Contract Work	24,499.99	12,500.01	11,999.98	96.00 %
8615 Employee Recruitment		81.67	-81.67	-100.00 %
<b>Total 4- PERSONNEL</b>	<b>152,450.10</b>	<b>111,143.62</b>	<b>41,306.48</b>	<b>37.16 %</b>
Payroll Expenses				
Company Contributions				
Retirement	3,797.90		3,797.90	
<b>Total Company Contributions</b>	<b>3,797.90</b>		<b>3,797.90</b>	
<b>Total Payroll Expenses</b>	<b>3,797.90</b>		<b>3,797.90</b>	
Uncategorized Expense		4,443.45	-4,443.45	-100.00 %
<b>Total Expenses</b>	<b>\$357,690.68</b>	<b>\$512,577.29</b>	<b>\$ -154,886.61</b>	<b>-30.22 %</b>
<b>NET OPERATING INCOME</b>	<b>\$ -345,190.68</b>	<b>\$ -186,231.22</b>	<b>\$ -158,959.46</b>	<b>-85.36 %</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>
<b>NET OTHER INCOME</b>	<b>\$0.00</b>	<b>\$2,161.26</b>	<b>\$ -2,161.26</b>	<b>-100.00 %</b>
<b>NET INCOME</b>	<b>\$ -345,190.68</b>	<b>\$ -184,069.96</b>	<b>\$ -161,120.72</b>	<b>-87.53 %</b>