

**Mendocino County Tourism Commission**  
**Budget vs. Actuals - SUMMARY**

8/2/2019

July 2018 - June 2019

	Jun 2019				Jul 2018 - Jun 2019				ANNUAL BUDGET
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget	
<b>Income</b>									
4030 County BID	74,649.67	74,649.63	0.04	100.00%	895,796.04	895,796.00	0.04	100.00%	895,796.00
4031 County BID adjustments			0.00		95,024.97	0.00	95,024.97		0.00
4035 County 50% Match	39,410.00	35,545.01	3,864.99	110.87%	472,920.00	426,541.00	46,379.00	110.87%	426,541.00
4040 County Admin Fee		(26,874.00)	26,874.00	0.00%	0.00	(26,874.00)	26,874.00	0.00%	(26,874.00)
Other Income	30.05	2,260.00	(2,229.95)	1.33%	6,927.26	34,620.00	(27,692.74)	20.01%	34,620.00
<b>Total Income</b>	<b>\$ 114,089.72</b>	<b>\$ 85,580.64</b>	<b>\$ 28,509.08</b>	<b>133.31%</b>	<b>\$ 1,470,668.27</b>	<b>\$ 1,330,083.00</b>	<b>\$ 140,585.27</b>	<b>110.57%</b>	<b>1,330,083.00</b>
<b>Gross Profit</b>	<b>\$ 114,089.72</b>	<b>\$ 85,580.64</b>	<b>\$ 28,509.08</b>	<b>133.31%</b>	<b>\$ 1,470,668.27</b>	<b>\$ 1,330,083.00</b>	<b>\$ 140,585.27</b>	<b>110.57%</b>	<b>1,330,083.00</b>
<b>Expenses</b>									
1- MEDIA & WEBSITE	62,797.73	71,089.00	(8,291.27)	88.34%	865,669.12	872,000.00	(6,330.88)	99.27%	872,000.00
2- VISITOR SVS / PARTNERSHIPS	8,861.17	2,269.00	6,592.17	390.53%	156,791.72	144,400.00	12,391.72	108.58%	144,400.00
3- ADMIN EXPENSES	10,025.67	8,443.37	1,582.30	118.74%	156,118.70	109,400.00	46,718.70	142.70%	109,400.00
4- PERSONNEL	46,141.39	33,432.00	12,709.39	138.02%	409,880.18	404,283.00	5,597.18	101.38%	404,283.00
<b>Total Expenses</b>	<b>\$ 127,825.96</b>	<b>\$ 115,233.37</b>	<b>\$ 12,592.59</b>	<b>110.93%</b>	<b>\$ 1,588,459.72</b>	<b>\$ 1,530,083.00</b>	<b>\$ 58,376.72</b>	<b>103.82%</b>	<b>1,530,083.00</b>
<b>Net Operating Income</b>	<b>\$ (13,736.24)</b>	<b>\$ (29,652.73)</b>	<b>\$ 15,916.49</b>	<b>46.32%</b>	<b>\$ (117,791.45)</b>	<b>\$ (200,000.00)</b>	<b>\$ 82,208.55</b>	<b>58.90%</b>	<b>(200,000.00)</b>
<b>Net Income</b>	<b>\$ (13,736.24)</b>	<b>\$ (29,652.73)</b>	<b>\$ 15,916.49</b>	<b>46.32%</b>	<b>\$ (117,791.45)</b>	<b>\$ (200,000.00)</b>	<b>\$ 82,208.55</b>	<b>58.90%</b>	<b>(200,000.00)</b>
<b>Budget Adjustment</b>									
Previous Year Carryover	0.00	16,666.67	(16,666.67)	0.00%	0.00	200,000.00	(200,000.00)	0.00%	200,000.00
<b>BALANCE</b>	<b>(13,736.24)</b>	<b>(12,986.06)</b>	<b>(750.18)</b>	<b>105.78%</b>	<b>(117,791.45)</b>	<b>0.00</b>	<b>(117,791.45)</b>		<b>0.00</b>

**Mendocino County Tourism Commission**  
**Budget vs. Actuals**

8/2/2019

July 2018 - June 2019

	Jun 2019				Jul 2018 - Jun 2019				ANNUAL BUDGET
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget	
<b>Income</b>									
4030 County BID	74,649.67	74,649.63	0.04	100.00%	895,796.04	895,796.00	0.04	100.00%	895,796.00
4031 County BID adjustments			0.00		95,024.97	0.00	95,024.97		0.00
4035 County 50% Match	39,410.00	35,545.01	3,864.99	110.87%	472,920.00	426,541.00	46,379.00	110.87%	426,541.00
4040 County Admin Fee		(26,874.00)	26,874.00	0.00%	0.00	(26,874.00)	26,874.00	0.00%	(26,874.00)
<b>Other Income</b>									
4250 Cooperative Advertising		1,250.00	(1,250.00)	0.00%	0.00	15,000.00	(15,000.00)	0.00%	15,000.00
4830 Event Brochure Ads		0.00	0.00		1,350.00	7,500.00	(6,150.00)	18.00%	7,500.00
4940 Misc. Income		1,000.00	(1,000.00)	0.00%	5,250.00	12,000.00	(6,750.00)	43.75%	12,000.00
4950 Interest Income	30.05	10.00	20.05	300.50%	327.26	120.00	207.26	272.72%	120.00
<b>Total Other Income</b>	<b>\$ 30.05</b>	<b>\$ 2,260.00</b>	<b>\$ (2,229.95)</b>	<b>1.33%</b>	<b>\$ 6,927.26</b>	<b>\$ 34,620.00</b>	<b>\$ (27,692.74)</b>	<b>20.01%</b>	<b>34,620.00</b>
<b>Total Income</b>	<b>\$ 114,089.72</b>	<b>\$ 85,580.64</b>	<b>\$ 28,509.08</b>	<b>133.31%</b>	<b>\$ 1,470,668.27</b>	<b>\$ 1,330,083.00</b>	<b>\$ 140,585.27</b>	<b>110.57%</b>	<b>1,330,083.00</b>
<b>Gross Profit</b>	<b>\$ 114,089.72</b>	<b>\$ 85,580.64</b>	<b>\$ 28,509.08</b>	<b>133.31%</b>	<b>\$ 1,470,668.27</b>	<b>\$ 1,330,083.00</b>	<b>\$ 140,585.27</b>	<b>110.57%</b>	<b>1,330,083.00</b>
<b>Expenses</b>									
<b>1- MEDIA &amp; WEBSITE</b>									
<b>50 Advertising / Media</b>									
5130 Print & Online Advertising	29,252.28	38,250.00	(8,997.72)	76.48%	500,022.01	459,000.00	41,022.01	108.94%	459,000.00
5150 Ad Development/Design		837.00	(837.00)	0.00%	12,275.00	10,000.00	2,275.00	122.75%	10,000.00
5170 Photography		837.00	(837.00)	0.00%	324.00	10,000.00	(9,676.00)	3.24%	10,000.00
5240 Research & Development		837.00	(837.00)	0.00%	10,000.00	10,000.00	0.00	100.00%	10,000.00
5280 Video Development	8,000.00	2,065.00	5,935.00	387.41%	13,294.42	25,000.00	(11,705.58)	53.18%	25,000.00
5290 Marketing Contingency		837.00	(837.00)	0.00%	0.00	10,000.00	(10,000.00)	0.00%	10,000.00
<b>Total 50 Advertising / Media</b>	<b>\$ 37,252.28</b>	<b>\$ 43,663.00</b>	<b>\$ (6,410.72)</b>	<b>85.32%</b>	<b>\$ 535,915.43</b>	<b>\$ 524,000.00</b>	<b>\$ 11,915.43</b>	<b>102.27%</b>	<b>524,000.00</b>

# Mendocino County Tourism Commission

8/2/2019

## Budget vs. Actuals

July 2018 - June 2019

	Jun 2019				Jul 2018 - Jun 2019				ANNUAL BUDGET
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget	
<b>55 Marketing / Public Relations</b>									
5510 Public Relations Contract	6,666.66	8,212.00	(1,545.34)	81.18%	79,999.92	98,500.00	(18,500.08)	81.22%	98,500.00
5520 Marketing Agency Contract	8,333.00	8,337.00	(4.00)	99.95%	99,996.00	100,000.00	(4.00)	100.00%	100,000.00
5540 Clipping Service	547.56	587.00	(39.44)	93.28%	6,584.14	7,000.00	(415.86)	94.06%	7,000.00
5550 In-Market PR Stunts		83.37	(83.37)	0.00%	695.20	1,000.00	(304.80)	69.52%	1,000.00
5560 Media Events		288.00	(288.00)	0.00%	3,454.03	3,500.00	(45.97)	98.69%	3,500.00
5610 Travel -PR Related	968.36	625.00	343.36	154.94%	5,160.51	7,500.00	(2,339.49)	68.81%	7,500.00
5680 Visiting Media FAM Expenses	707.76	750.00	(42.24)	94.37%	8,097.58	9,000.00	(902.42)	89.97%	9,000.00
<b>Total 55 Marketing / Public Relations</b>	<b>\$ 17,223.34</b>	<b>\$ 18,882.37</b>	<b>\$ (1,659.03)</b>	<b>91.21%</b>	<b>\$ 203,987.38</b>	<b>\$ 226,500.00</b>	<b>\$ (22,512.62)</b>	<b>90.06%</b>	<b>226,500.00</b>
<b>57 Website Maint / Development</b>									
5710 Interactive Media Coordinator	2,500.00	2,500.00	0.00	100.00%	30,000.00	30,000.00	0.00	100.00%	30,000.00
5740 Content Creation		413.00	(413.00)	0.00%	5,000.00	5,000.00	0.00	100.00%	5,000.00
5750 Development/ Maintenance	1,603.00	1,663.00	(60.00)	96.39%	20,417.84	20,000.00	417.84	102.09%	20,000.00
5780 Interactive Marketing	88.95	416.63	(327.68)	21.35%	2,374.08	5,000.00	(2,625.92)	47.48%	5,000.00
<b>Total 57 Website Maint / Development</b>	<b>\$ 4,191.95</b>	<b>\$ 4,992.63</b>	<b>\$ (800.68)</b>	<b>83.96%</b>	<b>\$ 57,791.92</b>	<b>\$ 60,000.00</b>	<b>\$ (2,208.08)</b>	<b>96.32%</b>	<b>60,000.00</b>
<b>58 Leisure / Group Sales</b>									
5810 Promotion Items, Booth Develop	105.62	1,000.00	(894.38)	10.56%	15,390.64	12,000.00	3,390.64	128.26%	12,000.00
5820 Consumer & Trade Shows		0.00	0.00		21,440.82	15,000.00	6,440.82	142.94%	15,000.00
5840 State Fair Exhibit	1,500.00	400.00	1,100.00	375.00%	5,700.65	5,000.00	700.65	114.01%	5,000.00
5870 Shipping - Travel Shows		288.00	(288.00)	0.00%	3,543.01	3,500.00	43.01	101.23%	3,500.00
5880 Travel - Leisure/Group Sales	1,624.93	700.00	924.93	232.13%	14,305.13	12,000.00	2,305.13	119.21%	12,000.00
5885 Travel - Group FAMs	899.61	1,000.00	(100.39)	89.96%	7,594.14	12,000.00	(4,405.86)	63.28%	12,000.00
5890 Misc. Sales Opportunities		163.00	(163.00)	0.00%	0.00	2,000.00	(2,000.00)	0.00%	2,000.00
<b>Total 58 Leisure / Group Sales</b>	<b>\$ 4,130.16</b>	<b>\$ 3,551.00</b>	<b>\$ 579.16</b>	<b>116.31%</b>	<b>\$ 67,974.39</b>	<b>\$ 61,500.00</b>	<b>\$ 6,474.39</b>	<b>110.53%</b>	<b>61,500.00</b>
<b>Total 1- MEDIA &amp; WEBSITE</b>	<b>\$ 62,797.73</b>	<b>\$ 71,089.00</b>	<b>\$ (8,291.27)</b>	<b>88.34%</b>	<b>\$ 865,669.12</b>	<b>\$ 872,000.00</b>	<b>\$ (6,330.88)</b>	<b>99.27%</b>	<b>872,000.00</b>

# Mendocino County Tourism Commission

8/2/2019

## Budget vs. Actuals

July 2018 - June 2019

	Jun 2019				Jul 2018 - Jun 2019				ANNUAL BUDGET
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget	
<b>2- VISITOR SVS / PARTNERSHIPS</b>									
<b>Partnerships</b>									
6550 Conferences & Seminars	3,224.10	1,000.00	2,224.10	322.41%	11,925.53	12,000.00	(74.47)	99.38%	12,000.00
6570 In-County Relations	241.07	500.00	(258.93)	48.21%	6,612.75	6,000.00	612.75	110.21%	6,000.00
6590 Memberships	968.00	663.00	305.00	146.00%	8,082.00	8,000.00	82.00	101.03%	8,000.00
6610 North Coast Tourism Council		0.00	0.00		11,000.00	10,000.00	1,000.00	110.00%	10,000.00
<b>Total Partnerships</b>	<b>\$ 4,433.17</b>	<b>\$ 2,163.00</b>	<b>\$ 2,270.17</b>	<b>204.95%</b>	<b>\$ 37,620.28</b>	<b>\$ 36,000.00</b>	<b>\$ 1,620.28</b>	<b>104.50%</b>	<b>36,000.00</b>
<b>Visitor Services</b>									
6720 Event & Festival Guides	3,408.00	0.00	3,408.00		31,759.33	31,000.00	759.33	102.45%	35,000.00
6730 Incentives & Sponsorships	1,020.00	0.00	1,020.00		85,630.00	75,400.00	10,230.00	113.57%	71,400.00
6770 Visitor Centers & Signage		106.00	(106.00)	0.00%	1,782.11	2,000.00	(217.89)	89.11%	2,000.00
<b>Total Visitor Services</b>	<b>\$ 4,428.00</b>	<b>\$ 106.00</b>	<b>\$ 4,322.00</b>	<b>4177.36%</b>	<b>\$ 119,171.44</b>	<b>\$ 108,400.00</b>	<b>\$ 10,771.44</b>	<b>109.94%</b>	<b>108,400.00</b>
<b>Total 2- VISITOR SVS / PARTNERSHIPS</b>	<b>\$ 8,861.17</b>	<b>\$ 2,269.00</b>	<b>\$ 6,592.17</b>	<b>390.53%</b>	<b>\$ 156,791.72</b>	<b>\$ 144,400.00</b>	<b>\$ 12,391.72</b>	<b>108.58%</b>	<b>144,400.00</b>
<b>3- ADMIN EXPENSES</b>									
<b>General Admin</b>									
7010 Accounting	280.00	638.00	(358.00)	43.89%	14,592.25	7,700.00	6,892.25	189.51%	7,700.00
7060 Bank Fees		38.00	(38.00)	0.00%	192.75	500.00	(307.25)	38.55%	500.00
7080 Board Development	136.87	419.00	(282.13)	32.67%	5,914.30	4,000.00	1,914.30	147.86%	4,000.00
7090 Copying & Printing	224.28	163.00	61.28	137.60%	2,316.20	2,000.00	316.20	115.81%	2,000.00
7100 Dues & Subscriptions	631.71	300.00	331.71	210.57%	12,063.55	5,500.00	6,563.55	219.34%	5,500.00
7130 Legal Fees		250.00	(250.00)	0.00%	690.00	3,000.00	(2,310.00)	23.00%	3,000.00
7140 Licenses & Permits		0.00	0.00		0.00	100.00	(100.00)	0.00%	100.00
7150 Meeting Expenses	87.45	163.00	(75.55)	53.65%	2,837.10	2,000.00	837.10	141.86%	2,000.00
7200 Office Expense	1,891.14	590.00	1,301.14	320.53%	28,828.77	9,500.00	19,328.77	303.46%	9,500.00
7210 Postage & Shipping	153.14	833.37	(680.23)	18.38%	3,863.68	10,000.00	(6,136.32)	38.64%	10,000.00
7280 Travel Expenses	1,638.33	1,250.00	388.33	131.07%	11,906.08	15,000.00	(3,093.92)	79.37%	15,000.00
<b>Total General Admin</b>	<b>\$ 5,042.92</b>	<b>\$ 4,644.37</b>	<b>\$ 398.55</b>	<b>108.58%</b>	<b>\$ 83,204.68</b>	<b>\$ 59,300.00</b>	<b>\$ 23,904.68</b>	<b>140.31%</b>	<b>59,300.00</b>

# Mendocino County Tourism Commission

8/2/2019

## Budget vs. Actuals

July 2018 - June 2019

	Jun 2019				Jul 2018 - Jun 2019				ANNUAL BUDGET
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget	
<b>Occupancy Costs</b>									
7650 Rent	2,350.00	2,087.00	263.00	112.60%	30,500.00	25,000.00	5,500.00	122.00%	25,000.00
7660 Insurance		0.00	0.00		3,000.83	3,000.00	0.83	100.03%	3,000.00
7850 Repairs & Maintenance	1,248.04	500.00	748.04	249.61%	20,195.70	7,500.00	12,695.70	269.28%	7,500.00
7890 Taxes		0.00	0.00		72.30	100.00	(27.70)	72.30%	100.00
7910 Telecommunication	501.97	500.00	1.97	100.39%	7,927.57	6,000.00	1,927.57	132.13%	6,000.00
7950 Utilities	601.42	712.00	(110.58)	84.47%	8,931.84	8,500.00	431.84	105.08%	8,500.00
7990 Depreciation Expense	281.32		281.32		2,285.78	0.00	2,285.78		0.00
<b>Total Occupancy Costs</b>	<b>\$ 4,982.75</b>	<b>\$ 3,799.00</b>	<b>\$ 1,183.75</b>	<b>131.16%</b>	<b>\$ 72,914.02</b>	<b>\$ 50,100.00</b>	<b>\$ 22,814.02</b>	<b>145.54%</b>	<b>50,100.00</b>
<b>Total 3- ADMIN EXPENSES</b>	<b>\$ 10,025.67</b>	<b>\$ 8,443.37</b>	<b>\$ 1,582.30</b>	<b>118.74%</b>	<b>\$ 156,118.70</b>	<b>\$ 109,400.00</b>	<b>\$ 46,718.70</b>	<b>142.70%</b>	<b>109,400.00</b>
<b>4- PERSONNEL</b>									
8510 Salaries & Wages	27,372.13	28,030.00	(657.87)	97.65%	314,311.91	336,404.00	(22,092.09)	93.43%	336,404.00
8520 Paid Time Off	13,569.74		13,569.74		23,534.91	0.00	23,534.91		
8530 Payroll Taxes	2,193.18	1,788.00	405.18	122.66%	28,647.11	21,500.00	7,147.11	133.24%	21,500.00
8540 Payroll Processing Fees	51.00	28.00	23.00	182.14%	1,044.75	336.00	708.75	310.94%	336.00
8550 Workers Comp		0.00	0.00		1,950.00	3,000.00	(1,050.00)	65.00%	3,000.00
8570 Health Insurance	2,700.00	2,875.00	(175.00)	93.91%	31,040.00	34,500.00	(3,460.00)	89.97%	34,500.00
8580 Other Employee Benefits		288.00	(288.00)	0.00%	0.00	3,500.00	(3,500.00)	0.00%	3,500.00
8590 Contract Work	200.00	298.00	(98.00)	67.11%	8,995.10	3,543.00	5,452.10	253.88%	3,543.00
8615 Employee Recruitment	55.34	125.00	(69.66)	44.27%	356.40	1,500.00	(1,143.60)	23.76%	1,500.00
<b>Total 4- PERSONNEL</b>	<b>\$ 46,141.39</b>	<b>\$ 33,432.00</b>	<b>\$ 12,709.39</b>	<b>138.02%</b>	<b>\$ 409,880.18</b>	<b>\$ 404,283.00</b>	<b>\$ 5,597.18</b>	<b>101.38%</b>	<b>404,283.00</b>
<b>Total Expenses</b>	<b>\$ 127,825.96</b>	<b>\$ 115,233.37</b>	<b>\$ 12,592.59</b>	<b>110.93%</b>	<b>\$ 1,588,459.72</b>	<b>\$ 1,530,083.00</b>	<b>\$ 58,376.72</b>	<b>103.82%</b>	<b>1,530,083.00</b>
<b>Net Operating Income</b>	<b>\$ (13,736.24)</b>	<b>\$ (29,652.73)</b>	<b>\$ 15,916.49</b>	<b>46.32%</b>	<b>\$ (117,791.45)</b>	<b>\$ (200,000.00)</b>	<b>\$ 82,208.55</b>	<b>58.90%</b>	<b>(200,000.00)</b>
<b>Net Income</b>	<b>\$ (13,736.24)</b>	<b>\$ (29,652.73)</b>	<b>\$ 15,916.49</b>	<b>46.32%</b>	<b>\$ (117,791.45)</b>	<b>\$ (200,000.00)</b>	<b>\$ 82,208.55</b>	<b>58.90%</b>	<b>(200,000.00)</b>
<b>Budget Adjustment</b>									
Previous Year Carryover	0.00	16,666.67	(16,666.67)	0.00%	0.00	200,000.00	(200,000.00)	0.00%	200,000.00
<b>BALANCE</b>	<b>(13,736.24)</b>	<b>(12,986.06)</b>	<b>(750.18)</b>	<b>105.78%</b>	<b>(117,791.45)</b>	<b>0.00</b>	<b>(117,791.45)</b>	<b>0.00%</b>	<b>0.00</b>

**Mendocino County Tourism Commission**  
**Balance Sheet**  
As of June 30, 2019

8/2/2019

	As of Jun 30, 2019	As of Jun 30, 2018	Change	% Change
<b>ASSETS</b>				
<b>Current Assets</b>				
<b>Bank Accounts</b>				
1015 MLCU Checking	63,021.47	245,163.45	(182,141.98)	-74.29%
1020 MLCU Savings	153,219.36	132,286.01	20,933.35	15.82%
1030 Cash drawer	100.00	100.00	0.00	0.00%
<b>Total Bank Accounts</b>	<b>\$ 216,340.83</b>	<b>\$ 377,549.46</b>	<b>\$ (161,208.63)</b>	<b>-42.70%</b>
<b>Accounts Receivable</b>				
1100 Accounts Receivable	304,277.73	333,683.38	(29,405.65)	-8.81%
<b>Total Accounts Receivable</b>	<b>\$ 304,277.73</b>	<b>\$ 333,683.38</b>	<b>\$ (29,405.65)</b>	<b>-8.81%</b>
<b>Other Current Assets</b>				
1230 Prepaid Expenses	12,256.31	7,384.14	4,872.17	65.98%
1250 Refundable Deposits	4,636.00	2,836.00	1,800.00	63.47%
<b>Total Other Current Assets</b>	<b>\$ 16,892.31</b>	<b>\$ 10,220.14</b>	<b>\$ 6,672.17</b>	<b>65.28%</b>
<b>Total Current Assets</b>	<b>\$ 537,510.87</b>	<b>\$ 721,452.98</b>	<b>\$ (183,942.11)</b>	<b>-25.50%</b>
<b>Fixed Assets</b>				
1510 Furniture and Equipment	61,789.14	46,385.00	15,404.14	33.21%
1600 Accumulated Depreciation	(48,670.78)	(46,385.00)	(2,285.78)	-4.93%
<b>Total Fixed Assets</b>	<b>\$ 13,118.36</b>	<b>\$ -</b>	<b>\$ 13,118.36</b>	
<b>TOTAL ASSETS</b>	<b>\$ 550,629.23</b>	<b>\$ 721,452.98</b>	<b>\$ (170,823.75)</b>	<b>-23.68%</b>
<b>LIABILITIES AND EQUITY</b>				
<b>Liabilities</b>				
<b>Current Liabilities</b>				
<b>Accounts Payable</b>				
2000 Accounts Payable	26,467.00	91,336.29	(64,869.29)	-71.02%
<b>Total Accounts Payable</b>	<b>\$ 26,467.00</b>	<b>\$ 91,336.29</b>	<b>\$ (64,869.29)</b>	<b>-71.02%</b>
<b>Other Current Liabilities</b>				
2800 Sales Tx Payable	0.00	69.60	(69.60)	-100.00%
<b>Payroll Liabilities</b>				
2230 CA SUI / ETT	72.17	1,159.86	(1,087.69)	-93.78%
2240 FUTA Payable	8.17	122.09	(113.92)	-93.31%
2270 Accrued Payroll	11,714.17	11,714.17	0.00	0.00%
2275 Accrued PTO	15,914.10	2,805.90	13,108.20	467.17%
<b>Total Payroll Liabilities</b>	<b>\$ 27,708.61</b>	<b>\$ 15,802.02</b>	<b>\$ 11,906.59</b>	<b>75.35%</b>
<b>Total Other Current Liabilities</b>	<b>\$ 27,708.61</b>	<b>\$ 15,871.62</b>	<b>\$ 11,836.99</b>	<b>74.58%</b>
<b>Total Current Liabilities</b>	<b>\$ 54,175.61</b>	<b>\$ 107,207.91</b>	<b>\$ (53,032.30)</b>	<b>-49.47%</b>
<b>Total Liabilities</b>	<b>\$ 54,175.61</b>	<b>\$ 107,207.91</b>	<b>\$ (53,032.30)</b>	<b>-49.47%</b>

**Mendocino County Tourism Commission**  
**Balance Sheet**  
As of June 30, 2019

8/2/2019

	As of Jun 30, 2019	As of Jun 30, 2018	Change	% Change
<b>Equity</b>				
<b>3100 Contingency-Restricted</b>	152,650.09	132,044.00	20,606.09	15.61%
<b>3900 Unrestricted Net Assets (RE)</b>	461,594.98	521,031.74	(59,436.76)	-11.41%
<b>Net Income</b>	(117,791.45)	(38,830.67)	(78,960.78)	-203.35%
<b>Total Equity</b>	<b>\$ 496,453.62</b>	<b>\$ 614,245.07</b>	<b>\$ (117,791.45)</b>	<b>-19.18%</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$ 550,629.23</b>	<b>\$ 721,452.98</b>	<b>\$ (170,823.75)</b>	<b>-23.68%</b>

**Mendocino County Tourism Commission**  
**Profit and Loss Comparison**  
 July 2018 - June 2019

8/2/2019

	Jul 2018 - Jun 2019	Jul 2017 - Jun 2018	Change	% Change
<b>Income</b>				
4030 County BID	895,796.04	886,519.08	9,276.96	1.05%
4031 County BID adjustments	95,024.97	81,692.05	13,332.92	16.32%
4035 County 50% Match	472,920.00	472,554.91	365.09	0.08%
4040 County Admin Fee		(22,457.92)	22,457.92	100.00%
<b>Other Income</b>				
4830 Event Brochure Ads	1,350.00	0.00	1,350.00	
4940 Misc. Income	5,250.00	7,179.00	(1,929.00)	-26.87%
4950 Interest Income	327.26	128.16	199.10	155.35%
<b>Total Other Income</b>	<b>\$ 6,927.26</b>	<b>\$ 7,307.16</b>	<b>\$ (379.90)</b>	<b>-5.20%</b>
<b>Total Income</b>	<b>\$ 1,470,668.27</b>	<b>\$ 1,425,615.28</b>	<b>\$ 45,052.99</b>	<b>3.16%</b>
<b>Gross Profit</b>	<b>\$ 1,470,668.27</b>	<b>\$ 1,425,615.28</b>	<b>\$ 45,052.99</b>	<b>3.16%</b>
<b>Expenses</b>				
<b>1- MEDIA &amp; WEBSITE</b>				
<b>50 Advertising / Media</b>				
5130 Print & Online Advertising	500,022.01	387,871.10	112,150.91	28.91%
5150 Ad Development/Design	12,275.00	3,770.08	8,504.92	225.59%
5170 Photography	324.00	607.58	(283.58)	-46.67%
5240 Research & Development	10,000.00		10,000.00	
5280 Video Development	13,294.42	91,652.67	(78,358.25)	-85.49%
<b>Total 50 Advertising / Media</b>	<b>\$ 535,915.43</b>	<b>\$ 483,901.43</b>	<b>\$ 52,014.00</b>	<b>10.75%</b>
<b>55 Marketing / Public Relations</b>				
5510 Public Relations Contract	79,999.92	85,399.92	(5,400.00)	-6.32%
5520 Marketing Agency Contract	99,996.00	99,996.00	0.00	0.00%
5530 Marketing & Comm. Coordinator		55,000.00	(55,000.00)	-100.00%
5540 Clipping Service	6,584.14	6,933.96	(349.82)	-5.05%
5550 In-Market PR Stunts	695.20	252.83	442.37	174.97%
5560 Media Events	3,454.03	8,755.22	(5,301.19)	-60.55%
5610 Travel -PR Related	5,160.51	7,453.99	(2,293.48)	-30.77%
5680 Visiting Media FAM Expenses	8,097.58	10,181.02	(2,083.44)	-20.46%
<b>Total 55 Marketing / Public Relations</b>	<b>\$ 203,987.38</b>	<b>\$ 273,972.94</b>	<b>\$ (69,985.56)</b>	<b>-25.54%</b>
<b>57 Website Maint / Development</b>				
5710 Interactive Media Coordinator	30,000.00	30,000.00	0.00	0.00%
5740 Content Creation	5,000.00		5,000.00	
5750 Development/ Maintenance	20,417.84	68,896.34	(48,478.50)	-70.36%
5780 Interactive Marketing	2,374.08	2,058.69	315.39	15.32%
<b>Total 57 Website Maint / Development</b>	<b>\$ 57,791.92</b>	<b>\$ 100,955.03</b>	<b>\$ (43,163.11)</b>	<b>-42.75%</b>



**Mendocino County Tourism Commission**  
**Profit and Loss Comparison**  
 July 2018 - June 2019

8/2/2019

	Jul 2018 - Jun 2019	Jul 2017 - Jun 2018	Change	% Change
<b>58 Leisure / Group Sales</b>				
5805 Sales Manager Contract		41,666.60	(41,666.60)	-100.00%
5810 Promotion Items, Booth Develop	15,390.64	21,990.50	(6,599.86)	-30.01%
5820 Consumer & Trade Shows	21,440.82	18,544.98	2,895.84	15.62%
5840 State Fair Exhibit	5,700.65		5,700.65	
5870 Shipping - Travel Shows	3,543.01	1,910.08	1,632.93	85.49%
5880 Travel - Leisure/Group Sales	14,305.13	9,541.25	4,763.88	49.93%
5885 Travel - Group FAMs	7,594.14	2,005.57	5,588.57	278.65%
5890 Misc. Sales Opportunities		292.46	(292.46)	-100.00%
<b>Total 58 Leisure / Group Sales</b>	<b>\$ 67,974.39</b>	<b>\$ 95,951.44</b>	<b>\$ (27,977.05)</b>	<b>-29.16%</b>
<b>Total 1- MEDIA &amp; WEBSITE</b>	<b>\$ 865,669.12</b>	<b>\$ 954,780.84</b>	<b>\$ (89,111.72)</b>	<b>-9.33%</b>
<b>2- VISITOR SVS / PARTNERSHIPS</b>				
<b>Partnerships</b>				
6550 Conferences & Seminars	11,925.53	2,828.40	9,097.13	321.64%
6570 In-County Relations	6,612.75	3,078.55	3,534.20	114.80%
6590 Memberships	8,082.00	10,875.28	(2,793.28)	-25.68%
6610 North Coast Tourism Council	11,000.00	10,000.00	1,000.00	10.00%
<b>Total Partnerships</b>	<b>\$ 37,620.28</b>	<b>\$ 26,782.23</b>	<b>\$ 10,838.05</b>	<b>40.47%</b>
<b>Visitor Services</b>				
6720 Event & Festival Guides	31,759.33	44,970.65	(13,211.32)	-29.38%
6730 Incentives & Sponsorships	85,630.00	51,037.50	34,592.50	67.78%
6770 Visitor Centers & Signage	1,782.11	265.71	1,516.40	570.70%
Retail Store		895.00	(895.00)	-100.00%
<b>Total Visitor Services</b>	<b>\$ 119,171.44</b>	<b>\$ 97,168.86</b>	<b>\$ 22,002.58</b>	<b>22.64%</b>
<b>Total 2- VISITOR SVS / PARTNERSHIPS</b>	<b>\$ 156,791.72</b>	<b>\$ 123,951.09</b>	<b>\$ 32,840.63</b>	<b>26.49%</b>
<b>3- ADMIN EXPENSES</b>				
<b>General Admin</b>				
7010 Accounting	14,592.25	19,402.19	(4,809.94)	-24.79%
7060 Bank Fees	192.75	520.84	(328.09)	-62.99%
7080 Board Development	5,914.30	3,417.87	2,496.43	73.04%
7090 Copying & Printing	2,316.20	3,568.64	(1,252.44)	-35.10%
7100 Dues & Subscriptions	12,063.55		12,063.55	
7130 Legal Fees	690.00	2,132.50	(1,442.50)	-67.64%
7140 Licenses & Permits		105.00	(105.00)	-100.00%
7150 Meeting Expenses	2,837.10	3,276.49	(439.39)	-13.41%
7200 Office Expense	28,828.77	17,078.47	11,750.30	68.80%
7210 Postage & Shipping	3,863.68	4,810.08	(946.40)	-19.68%
7280 Travel Expenses	11,906.08	11,422.27	483.81	4.24%
<b>Total General Admin</b>	<b>\$ 83,204.68</b>	<b>\$ 65,734.35</b>	<b>\$ 17,470.33</b>	<b>26.58%</b>

**Mendocino County Tourism Commission**  
**Profit and Loss Comparison**  
 July 2018 - June 2019

8/2/2019

	Jul 2018 - Jun 2019	Jul 2017 - Jun 2018	Change	% Change
<b>Occupancy Costs</b>				
7650 Rent	30,500.00	23,400.00	7,100.00	30.34%
7660 Insurance	3,000.83	2,681.78	319.05	11.90%
7850 Repairs & Maintenance	20,195.70	5,867.00	14,328.70	244.23%
7890 Taxes	72.30	72.31	(0.01)	-0.01%
7910 Telecommunication	7,927.57	6,913.49	1,014.08	14.67%
7950 Utilities	8,931.84	7,820.27	1,111.57	14.21%
7990 Depreciation Expense	2,285.78		2,285.78	
<b>Total Occupancy Costs</b>	<b>\$ 72,914.02</b>	<b>\$ 46,754.85</b>	<b>\$ 26,159.17</b>	<b>55.95%</b>
<b>Total 3- ADMIN EXPENSES</b>	<b>\$ 156,118.70</b>	<b>\$ 112,489.20</b>	<b>\$ 43,629.50</b>	<b>38.79%</b>
<b>4- PERSONNEL</b>				
8510 Salaries & Wages	314,311.91	212,296.23	102,015.68	48.05%
8520 Paid Time Off	23,534.91	3,648.86	19,886.05	544.99%
8530 Payroll Taxes	28,647.11	20,051.57	8,595.54	42.87%
8540 Payroll Processing Fees	1,044.75	822.84	221.91	26.97%
8550 Workers Comp	1,950.00	2,788.00	(838.00)	-30.06%
8570 Health Insurance	31,040.00	19,365.50	11,674.50	60.29%
8580 Other Employee Benefits		485.48	(485.48)	-100.00%
8590 Contract Work	8,995.10	10,447.00	(1,451.90)	-13.90%
8615 Employee Recruitment	356.40	3,319.34	(2,962.94)	-89.26%
<b>Total 4- PERSONNEL</b>	<b>\$ 409,880.18</b>	<b>\$ 273,224.82</b>	<b>\$ 136,655.36</b>	<b>50.02%</b>
<b>Total Expenses</b>	<b>\$ 1,588,459.72</b>	<b>\$ 1,464,445.95</b>	<b>\$ 124,013.77</b>	<b>8.47%</b>
<b>Net Operating Income</b>	<b>\$ (117,791.45)</b>	<b>\$ (38,830.67)</b>	<b>\$ (78,960.78)</b>	<b>-203.35%</b>
<b>Net Income</b>	<b>\$ (117,791.45)</b>	<b>\$ (38,830.67)</b>	<b>\$ (78,960.78)</b>	<b>-203.35%</b>

**Mendocino County Tourism Commission, Inc.**  
**Statement of Cash Flows**

8/2/2019  
 Accrual Basis

As of June 30, 2019

	<u>Jun 2019</u>	<u>Jul 18 - Jun 19</u>
<b><u>Cash Flows from Operating Activities</u></b>		
Net Income	(13,736.24)	(117,791.45)
Adjustments to Reconcile Net Income to Net Cash		
(Increase)Decrease in Accounts Receivable	(114,496.91)	29,405.65
(Increase)Decrease in Prepaid Expenses	(6,900.00)	(4,872.17)
(Increase)Decrease in Refundable Deposits	0.00	(1,800.00)
(Increase)Decrease in Accounts Payable	(22,410.80)	(64,869.29)
(Increase)Decrease in Payroll Liabilities	13,014.72	11,836.99
Total Adjustments to Reconcile Net Income to Net Cash	<u>(130,792.99)</u>	<u>(30,298.82)</u>
Net cash provided by Operating Activities	<u>(144,529.23)</u>	<u>(148,090.27)</u>
<b><u>Cash Flows from Investing Activities</u></b>		
(Increase)Decrease in Furniture & Equipment	0.00	(15,404.14)
(Increase)Decrease in Accumulated Depreciation	281.32	2,285.78
Net cash provided by Investing Activities	<u>281.32</u>	<u>(13,118.36)</u>
<b><u>Cash Flows from Financing Activities</u></b>		
Net cash provided by Financing Activities	<u>0.00</u>	<u>0.00</u>
Net Increase(Decrease) in Cash	(144,247.91)	(161,208.63)
Cash at Beginning of period	<u>360,588.74</u>	<u>377,549.46</u>
Cash at End of period	<u><u>216,340.83</u></u>	<u><u>216,340.83</u></u>