Approval Date: 6/27/25 FY 25/26

ACCT#	INCOME	TOTAL
4030	**4030 County BID**	$ 1,200,000.00
4035	**4035 County Match**	$ 0.00
4040	**4040 County Admin Fee**	($ 36,000.00)
4830	**4830 Event Brochure Ads**	$ 0.00
4950	**4950 Interest Income**	$ 0.00
	TOTAL INCOME	**$ 1,164,000.00**
ACCT#	**EXPENSES**	**TOTAL**
	MEDIA & WEBSITE	
	Advertising / Media	
5130	**5130 Print & Online Advertising**	$ 190,000.00
5150	**5150 Ad Development/Design**	$ 0.00
5170	**5170 Photography**	$ 12,000.00
5240	**5240 Research & Development**	$ 60,000.00
5280	**5280 Video Development**	$ 6,000.00
5290	**5290 Marketing Contingency**	$ 18,000.00
18.39%	**Total Advertising / Media**	**$ 286,000.00**
	Marketing / Public Relations	
5510	**5510 Public Relations Contract**	$ 115,279.92
5520	**5520 Marketing Agency Contract**	$ 24,000.00
5540	**5540 Clipping Service**	$ 4,000.00
5550	**5550 In-Market PR Stunts**	$ 0.00
5560	**5560 Media Events**	$ 22,000.00
5610	**5610 Travel -PR Related**	$ 3,000.00
5680	**5680 Visiting Media FAM Expenses**	$ 6,000.00
11.21%	**Total Marketing / Public Relations**	**$ 174,279.92**
	Website Maint / Development	
5710	**5710 Interactive Media Coordinator**	$ 30,000.00
5740	**5740 Content Creation**	$ 18,000.00
5750	**5750 Development/ Maintenance**	$ 6,780.00
5780	**5780 Interactive Marketing**	$ 1,200.00
3.60%	**Total Website Maint / Development**	**$ 55,980.00**
	Leisure / Group Sales	
5810	**5810 Promotion Items, Booth Develop**	$ 3,000.00
5820	**5820 Consumer & Trade Shows**	$ 4,300.00
5840	**5840 State Fair Exhibit**	$ 0.00
5870	**5870 Shipping - Travel Shows**	$ 0.00
5880	**5880 Travel - Leisure/Group Sales**	$ 5,490.00
5885	**5885 Travel - Group FAMs**	$ 0.00
5890	**5890 Misc. Sales Opportunities**	$ 6,000.00
1.21%	**Total Leisure / Group Sales**	**$ 18,790.00**
34.41%	**TOTAL MEDIA & WEBSITE**	**$ 535,049.92**
	VISITOR SVS / PARTNERSHIPS	
	Partnerships	
6550	**6550 Conferences & Seminars**	$ 7,000.00
6555	**6555 Conferences & Seminars - Travel**	$ 15,810.00
6570	**6570 In-County Relations**	$ 14,100.00
6575	**6575 Stakeholder Networking**	$ 6,000.00
6590	**6590 Memberships**	$ 4,700.00
6610	**6610 North Coast Tourism Council**	$ 13,000.00
3.90%	**Total Partnerships**	**$ 60,610.00**
	Visitor Services	
6720	**6720 Event & Festival Guides**	$ 72,000.00
6730	**6730 Incentives & Sponsorships**	$ 7,500.00
6770	**6770 Visitor Centers & Signage**	$ 80,000.00
10.26%	**Total Visitor Services**	**$ 159,500.00**
14.16%	**TOTAL VISITOR SVS / PARTNERSHIPS**	**$ 220,110.00**
	ADMIN EXPENSES	
	General Admin	
7010	**7010 Accounting**	$ 36,300.00

7060	**7060 Bank Fees**	$ 600.00
7080	**7080 Board Development**	$ 76,265.00
7090	**7090 Copying & Printing**	$ 2,400.00
7100	**7100 Dues & Subscriptions**	$ 16,476.00
7130	**7130 Legal Fees**	$ 3,000.00
7140	**7140 Licenses & Permits**	$ 0.00
7150	**7150 Meeting Expenses**	$ 2,220.00
7200	**7200 Office Expense**	$ 4,800.00
7210	**7210 Postage & Shipping**	$ 5,700.00
7280	**7280 Travel Expenses**	$ 12,000.00
10.27%	**Total General Admin**	**$ 159,761.00**
	Occupancy Costs	
7650	**Rent**	$ 32,400.00
7660	**Insurance**	$ 3,000.00
7850	**Repairs & Maintenance**	$ 6,900.00
7890	**Taxes**	$ 300.00
7910	**Telecommunication**	$ 8,220.00
7950	**Utilities**	$ 10,080.00
3.92%	**Total Occupancy Costs**	**$ 60,900.00**
14.19%	**TOTAL ADMIN EXPENSES**	**$ 220,661.00**
	PERSONNEL	
8510	**Salaries & Wages**	$ 424,320.00
8520	**Paid Time Off**	$ 51,438.40
8530	**Payroll Taxes**	$ 58,768.32
8540	**Payroll Processing Fees**	$ 2,002.00
8550	**Workers Comp**	$ 3,000.00
8551	**Workers Comp Liabililty Acct**	$ 3,636.85
8570	**Health Insurance**	$ 33,000.00
8580	**Other Employee Benefits**	$ 3,000.00
8590	**Contract Work**	$ 0.00
8615	**Employee Recruitment**	$ 0.00
37.25%	**TOTAL PERSONNEL**	**$ 579,165.57**
100%	**TOTAL EXPENSES**	**$ 1,554,986.49**
	NET OPERATING INCOME	**($ 390,986.49)**
	From Reserve Account	**-$ 390,986.49**
BUDGET	**VMC FY 2022-2023 BUDGET NET INCOME**	**($390,986.49)**

SUMMARY

BUDGET %	**INCOME**	**TOTAL**
100.00%	**Mendocino County BID**	**$ 1,200,000.00**
0.00%	**Mendocino County 50% Match to BID**	**$ 0.00**
-3.00%	**Mendocino County Administration Fee**	**($ 36,000.00)**
0.00%	**Total Other Income**	**$ 0.00**
97%	**TOTAL INCOME**	**$ 1,164,000.00**
BUDGET %	**EXPENSES**	**TOTAL**
18.39%	**Total Advertising / Media**	**$ 286,000.00**
11.21%	**Total Marketing / Public Relations**	**$ 174,279.92**
3.60%	**Total Website Maint / Development**	**$ 55,980.00**
1.21%	**Total Leisure / Group Sales**	**$ 18,790.00**
34.41%	**TOTAL MEDIA & WEBSITE**	**$ 535,049.92**
3.90%	**Total Partnerships**	**$ 60,610.00**
10.26%	**Total Visitor Services**	**$ 159,500.00**
14.16%	**TOTAL VISITOR SVS / PARTNERSHIPS**	**$ 220,110.00**
10.27%	**Total General Admin**	**$ 159,761.00**
3.92%	**Total Occupancy Costs**	**$ 60,900.00**
14.19%	**TOTAL ADMIN EXPENSES**	**$ 220,661.00**
37.25%	**TOTAL PERSONNEL**	**$ 579,165.57**
100%	**TOTAL EXPENSES**	**$ 1,554,986.49**
	NET OPERATING INCOME	**($ 390,986.49)**
-25.14%	**From Reserve Account**	**-$ 390,986.49**
BUDGET %	**VMC FY 2025-2026 BUDGET NET INCOME**	**$ (390,986.49)**