

| ACCT# | INCOME | TOTAL |
|--------|---|------------------------|
| 4030 | 4030 County BID | \$ 809,136.35 |
| 4035 | 4035 County 50% Match | \$ 404,568.24 |
| 4040 | 4040 County Admin Fee | (\$ 24,274.06) |
| 4830 | 4830 Event Brochure Ads | \$ 0.00 |
| 4950 | 4950 Interest Income | \$ 240.00 |
| | TOTAL INCOME | \$ 1,189,670.53 |
| ACCT# | EXPENSES | TOTAL |
| | MEDIA & WEBSITE | |
| | Advertising / Media | |
| 5130 | 5130 Print & Online Advertising | \$ 207,015.71 |
| 5150 | 5150 Ad Development/Design | \$ 12,000.00 |
| 5170 | 5170 Photography | \$ 6,000.00 |
| 5240 | 5240 Research & Development | \$ 32,500.00 |
| 5280 | 5280 Video Development | \$ 6,000.00 |
| 5290 | 5290 Marketing Contingency | \$ 12,000.00 |
| 26.35% | Total Advertising / Media | \$ 275,515.71 |
| | Marketing / Public Relations | |
| 5510 | 5510 Public Relations Contract | \$ 104,200.08 |
| 5520 | 5520 Marketing Agency Contract | \$ 12,000.00 |
| 5540 | 5540 Clipping Service | \$ 12,000.00 |
| 5550 | 5550 In-Market PR Stunts | \$ 0.00 |
| 5560 | 5560 Media Events | \$ 9,500.00 |
| 5610 | 5610 Travel -PR Related | \$ 4,000.08 |
| 5680 | 5680 Visiting Media FAM Expenses | \$ 6,000.00 |
| 14.12% | Total Marketing / Public Relations | \$ 147,700.16 |
| | Website Maint / Development | |
| 5710 | 5710 Interactive Media Coordinator | \$ 30,000.00 |
| 5740 | 5740 Content Creation | \$ 18,000.00 |
| 5750 | 5750 Development/ Maintenance | \$ 18,000.00 |
| 5780 | 5780 Interactive Marketing | \$ 1,200.00 |
| 6.43% | Total Website Maint / Development | \$ 67,200.00 |
| | Leisure / Group Sales | |
| 5810 | 5810 Promotion Items, Booth Develop | \$ 9,500.00 |
| 5820 | 5820 Consumer & Trade Shows | \$ 4,050.00 |
| 5840 | 5840 State Fair Exhibit | \$ 2,000.00 |
| 5870 | 5870 Shipping - Travel Shows | \$ 2,500.00 |
| 5880 | 5880 Travel - Leisure/Group Sales | \$ 5,940.00 |
| 5885 | 5885 Travel - Group FAMs | \$ 4,000.00 |
| 5890 | 5890 Misc. Sales Opportunities | \$ 6,000.00 |
| 6.62% | Total Leisure / Group Sales | \$ 33,990.00 |
| 53.52% | TOTAL MEDIA & WEBSITE | \$ 524,405.87 |
| | VISITOR SVS / PARTNERSHIPS | |
| | Partnerships | |
| 6550 | 6550 Conferences & Seminars | \$ 16,837.50 |
| 6570 | 6570 In-County Relations | \$ 11,700.00 |
| 6590 | 6590 Memberships | \$ 6,975.00 |
| 6610 | 6610 North Coast Tourism Council | \$ 11,000.00 |
| 4.45% | Total Partnerships | \$ 46,512.50 |
| | Visitor Services | |
| 6720 | 6720 Event & Festival Guides | \$ 28,999.44 |
| 6730 | 6730 Incentives & Sponsorships | \$ 21,500.04 |
| 6770 | 6770 Visitor Centers & Signage | \$ 10,000.00 |
| 5.79% | Total Visitor Services | \$ 60,499.48 |
| 10.24% | TOTAL VISITOR SVS / PARTNERSHIPS | \$ 107,011.98 |
| | ADMIN EXPENSES | |
| | General Admin | |
| 7010 | 7010 Accounting | \$ 31,000.00 |
| 7060 | 7060 Bank Fees | \$ 600.00 |

| | | |
|----------------|-------------------------------------|-----------------|
| 7080 | 7080 Board Development | \$ 920.00 |
| 7090 | 7090 Copying & Printing | \$ 2,400.00 |
| 7100 | 7100 Dues & Subscriptions | \$ 11,520.00 |
| 7130 | 7130 Legal Fees | \$ 3,000.00 |
| 7140 | 7140 Licenses & Permits | \$ 600.00 |
| 7150 | 7150 Meeting Expenses | \$ 600.00 |
| 7200 | 7200 Office Expense | \$ 3,900.00 |
| 7210 | 7210 Postage & Shipping | \$ 900.00 |
| 7280 | 7280 Travel Expenses | \$ 9,000.00 |
| 5.78% | Total General Admin | \$ 64,440.00 |
| | Occupancy Costs | |
| 7650 | Rent | \$ 21,600.00 |
| 7660 | Insurance | \$ 2,250.00 |
| 7850 | Repairs & Maintenance | \$ 6,320.00 |
| 7890 | Taxes | \$ 65.00 |
| 7910 | Telecommunication | \$ 5,400.00 |
| 7950 | Utilities | \$ 8,759.88 |
| 4.25% | Total Occupancy Costs | \$ 44,394.88 |
| 10.03% | TOTAL ADMIN EXPENSES | \$ 108,834.88 |
| | PERSONNEL | |
| 8510 | Salaries & Wages | \$ 233,000.04 |
| 8520 | Paid Time Off | \$ 11,256.68 |
| 8530 | Payroll Taxes | \$ 19,032.75 |
| 8540 | Payroll Processing Fees | \$ 1,740.00 |
| 8550 | Workers Comp | \$ 3,000.00 |
| 8551 | Workers Comp Liability Acct | \$ 1,997.04 |
| 8570 | Health Insurance | \$ 24,400.00 |
| 8580 | Other Employee Benefits | \$ 1,500.00 |
| 8590 | Contract Work | \$ 9,600.00 |
| 8615 | Employee Recruitment | \$ 0.00 |
| 26.21% | TOTAL PERSONNEL | \$ 305,526.51 |
| 100.00% | TOTAL EXPENSES | \$ 1,045,779.24 |
| | NET OPERATING INCOME | \$ 143,651.30 |
| | To Reserve Account | \$ 143,651.30 |
| BUDGET | VMC FY 2019-20 BUDGET NET INCOME | \$143,651.30 |
| SUMMARY | | |
| BUDGET % | INCOME | TOTAL |
| 68.02% | Mendocino County BID | \$ 809,136.35 |
| 34.01% | Mendocino County 50% Match to BID | \$ 404,568.24 |
| -2.04% | Mendocino County Administration Fee | (\$ 24,274.06) |
| 0.00% | Total Other Income | \$ 0.00 |
| 100% | TOTAL INCOME | \$ 1,189,430.53 |
| BUDGET % | EXPENSES | TOTAL |
| 26.35% | Total Advertising / Media | \$ 275,515.71 |
| 14.12% | Total Marketing / Public Relations | \$ 147,700.16 |
| 6.43% | Total Website Maint / Development | \$ 67,200.00 |
| 6.62% | Total Leisure / Group Sales | \$ 33,990.00 |
| 53.52% | TOTAL MEDIA & WEBSITE | \$ 524,405.87 |
| 4.45% | Total Partnerships | \$ 46,512.50 |
| 5.79% | Total Visitor Services | \$ 60,499.48 |
| 10.24% | TOTAL VISITOR SVS / PARTNERSHIPS | \$ 107,011.98 |
| 5.78% | Total General Admin | \$ 64,440.00 |
| 4.25% | Total Occupancy Costs | \$ 44,394.88 |
| 10.03% | TOTAL ADMIN EXPENSES | \$ 108,834.88 |
| 26.21% | TOTAL PERSONNEL | \$ 305,526.51 |
| 100.00% | TOTAL EXPENSES | \$ 1,045,779.24 |
| | NET OPERATING INCOME | \$ 143,651.29 |
| 12.08% | To Reserve Account | \$ 143,651.29 |
| BUDGET % | VMC FY 2020-2021 BUDGET NET INCOME | \$ 143,651.29 |

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