Proposed 2025/26 Budget		FY 25/26	FY 24/25
ACCT#	**INCOME**	**TOTAL**	**TOTAL**
4030	4030 County BID	$ 1,200,000.00	$ 1,500,000.00
4035	4035 County Match	$ 0.00	$ 0.00
4040	4040 County Admin Fee	($ 36,000.00)	($ 45,000.00)
4830	4830 Event Brochure Ads	$ 0.00	$ 0.00
4950	4950 Interest Income	$ 0.00	$ 0.00
	TOTAL INCOME	**$ 1,164,000.00**	**$ 1,455,000.00**
ACCT#	**EXPENSES**	**TOTAL**	**TOTAL**
	MEDIA & WEBSITE		
	Advertising / Media		
5130	5130 Print & Online Advertising	$ 190,000.00	$ 315,000.00
5150	5150 Ad Development/Design	$ 0.00	$ 0.00
5170	5170 Photography	$ 12,000.00	$ 12,000.00
5240	5240 Research & Development	$ 60,000.00	$ 6,000.00
5280	5280 Video Development	$ 6,000.00	$ 15,000.00
5290	5290 Marketing Contingency	$ 18,000.00	$ 12,000.00
18.39%	**Total Advertising / Media**	**$ 286,000.00**	**$ 360,000.00**
	Marketing / Public Relations		
5510	5510 Public Relations Contract	$ 115,279.92	$ 114,200.00
5520	5520 Marketing Agency Contract	$ 24,000.00	$ 24,000.00
5540	5540 Clipping Service	$ 4,000.00	$ 9,000.00
5550	5550 In-Market PR Stunts	$ 0.00	$ 0.00
5560	5560 Media Events	$ 22,000.00	$ 21,500.00
5610	5610 Travel -PR Related	$ 3,000.00	$ 3,000.00
5680	5680 Visiting Media FAM Expenses	$ 6,000.00	$ 6,000.00
11.21%	**Total Marketing / Public Relations**	**$ 174,279.92**	**$ 177,700.00**
	Website Maint / Development		
5710	5710 Interactive Media Coordinator	$ 30,000.00	$ 30,000.00
5740	5740 Content Creation	$ 18,000.00	$ 18,000.00
5750	5750 Development/ Maintenance	$ 6,780.00	$ 6,000.00
5780	5780 Interactive Marketing	$ 1,200.00	$ 1,200.00
3.60%	**Total Website Maint / Development**	**$ 55,980.00**	**$ 55,200.00**
	Leisure / Group Sales		
5810	5810 Promotion Items, Booth Develop	$ 3,000.00	$ 3,000.00
5820	5820 Consumer & Trade Shows	$ 4,300.00	$ 6,300.00
5840	5840 State Fair Exhibit	$ 0.00	$ 0.00
5870	5870 Shipping - Travel Shows	$ 0.00	$ 0.00
5880	5880 Travel - Leisure/Group Sales	$ 5,490.00	$ 5,490.00
5885	5885 Travel - Group FAMs	$ 0.00	$ 0.00
5890	5890 Misc. Sales Opportunities	$ 6,000.00	$ 6,000.00
1.21%	**Total Leisure / Group Sales**	**$ 18,790.00**	**$ 20,790.00**
34.41%	**TOTAL MEDIA & WEBSITE**	**$ 535,049.92**	**$ 613,690.00**
	VISITOR SVS / PARTNERSHIPS		
	Partnerships		
6550	6550 Conferences & Seminars	$ 7,000.00	$ 8,500.00
6555	6555 Conferences & Seminars - Travel	$ 15,810.00	$ 15,810.00
6570	6570 In-County Relations	$ 14,100.00	$ 14,100.00
6575	6575 Stakeholder Networking	$ 6,000.00	$ 6,000.00
6590	6590 Memberships	$ 4,700.00	$ 6,482.00
6610	6610 North Coast Tourism Council	$ 13,000.00	$ 24,000.00
3.90%	**Total Partnerships**	**$ 60,610.00**	**$ 74,892.00**
	Visitor Services		
6720	6720 Event & Festival Guides	$ 72,000.00	$ 96,100.00
6730	6730 Incentives & Sponsorships	$ 7,500.00	$ 22,900.00
6770	6770 Visitor Centers & Signage	$ 80,000.00	$ 80,000.00
10.26%	**Total Visitor Services**	**$ 159,500.00**	**$ 199,000.00**
14.16%	**TOTAL VISITOR SVS / PARTNERSHIPS**	**$ 220,110.00**	**$ 273,892.00**
	ADMIN EXPENSES		
	General Admin		
7010	7010 Accounting	$ 36,300.00	$ 36,300.00

7060	**7060 Bank Fees**	$ 600.00	$ 600.00
7080	**7080 Board Development**	$ 76,265.00	$ 76,265.00
7090	**7090 Copying & Printing**	$ 2,400.00	$ 2,400.00
7100	**7100 Dues & Subscriptions**	$ 16,476.00	$ 16,236.00
7130	**7130 Legal Fees**	$ 3,000.00	$ 3,000.00
7140	**7140 Licenses & Permits**	$ 0.00	$ 0.00
7150	**7150 Meeting Expenses**	$ 2,220.00	$ 2,220.00
7200	**7200 Office Expense**	$ 4,800.00	$ 1,800.00
7210	**7210 Postage & Shipping**	$ 5,700.00	$ 4,200.00
7280	**7280 Travel Expenses**	$ 12,000.00	$ 9,000.00
10.27%	**Total General Admin**	**$ 159,761.00**	**$ 152,021.00**
	Occupancy Costs		
7650	**Rent**	$ 32,400.00	$ 32,400.00
7660	**Insurance**	$ 3,000.00	$ 2,450.00
7850	**Repairs & Maintenance**	$ 6,900.00	$ 6,900.00
7890	**Taxes**	$ 300.00	$ 100.00
7910	**Telecommunication**	$ 8,220.00	$ 7,200.00
7950	**Utilities**	$ 10,080.00	$ 10,140.00
3.92%	**Total Occupancy Costs**	**$ 60,900.00**	**$ 59,190.00**
14.19%	**TOTAL ADMIN EXPENSES**	**$ 220,661.00**	**$ 211,211.00**
	PERSONNEL		
8510	**Salaries & Wages**	$ 424,320.00	$ 424,320.00
8520	**Paid Time Off**	$ 51,438.40	$ 51,438.00
8530	**Payroll Taxes**	$ 58,768.32	$ 58,768.32
8540	**Payroll Processing Fees**	$ 2,002.00	$ 2,071.40
8550	**Workers Comp**	$ 3,000.00	$ 3,000.00
8551	**Workers Comp Liabililty Acct**	$ 3,636.85	$ 3,636.85
8570	**Health Insurance**	$ 33,000.00	$ 33,000.00
8580	**Other Employee Benefits**	$ 3,000.00	$ 3,000.00
8590	**Contract Work**	$ 0.00	$ 79,000.00
8615	**Employee Recruitment**	$ 0.00	$ 0.00
37.25%	**TOTAL PERSONNEL**	**$ 579,165.57**	**$ 658,234.57**
100%	**TOTAL EXPENSES**	**$ 1,554,986.49**	**$ 1,757,027.57**
	NET OPERATING INCOME	**($ 390,986.49)**	**($ 302,027.57)**
	From Reserve Account	**-$ 390,986.49**	**-$ 302,027.57**
BUDGET	**VMC FY 2022-2023 BUDGET NET INCOME**	**($390,986.49)**	**($302,027.57)**

SUMMARY

BUDGET %	**INCOME**	**TOTAL**	**TOTAL**
100.00%	**Mendocino County BID**	**$ 1,200,000.00**	**$ 1,500,000.00**
0.00%	**Mendocino County 50% Match to BID**	**$ 0.00**	**$ 0.00**
-3.00%	**Mendocino County Administration Fee**	**($ 36,000.00)**	**($ 45,000.00)**
0.00%	**Total Other Income**	**$ 0.00**	**$ 0.00**
97%	**TOTAL INCOME**	**$ 1,164,000.00**	**$ 1,455,000.00**
BUDGET %	**EXPENSES**	**TOTAL**	**TOTAL**
18.39%	**Total Advertising / Media**	**$ 286,000.00**	**$ 360,000.00**
11.21%	**Total Marketing / Public Relations**	**$ 174,279.92**	**$ 177,700.00**
3.60%	**Total Website Maint / Development**	**$ 55,980.00**	**$ 55,200.00**
1.21%	**Total Leisure / Group Sales**	**$ 18,790.00**	**$ 20,790.00**
34.41%	**TOTAL MEDIA & WEBSITE**	**$ 535,049.92**	**$ 613,690.00**
3.90%	**Total Partnerships**	**$ 60,610.00**	**$ 74,892.00**
10.26%	**Total Visitor Services**	**$ 159,500.00**	**$ 199,000.00**
14.16%	**TOTAL VISITOR SVS / PARTNERSHIPS**	**$ 220,110.00**	**$ 273,892.00**
10.27%	**Total General Admin**	**$ 159,761.00**	**$ 152,021.00**
3.92%	**Total Occupancy Costs**	**$ 60,900.00**	**$ 59,190.00**
14.19%	**TOTAL ADMIN EXPENSES**	**$ 220,661.00**	**$ 211,211.00**
37.25%	**TOTAL PERSONNEL**	**$ 579,165.57**	**$ 658,234.57**
100%	**TOTAL EXPENSES**	**$ 1,554,986.49**	**$ 1,757,027.57**
	NET OPERATING INCOME	**($ 390,986.49)**	**($ 302,027.57)**
-25.14%	**From Reserve Account**	**-$ 390,986.49**	**-$ 302,027.57**
BUDGET %	**VMC FY 2025-2026 BUDGET NET INCOME**	**$ (390,986.49)**	**$ (302,027.57)**