

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 Liability 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 2022-2023 BUDGET NET INCOME	\$ (390,986.49)