

**VMC FY2017-18 Budget****2016-2017 Beg. Year****INCOME**

Carry over from previous year	\$	207,174.00
MCPA Matching Funds	\$	-
BID Assessment	\$	1,200,000.00
County of Mendocino Administrative Fee		
TOT Match		
North Coast Tourism Council Administration	\$	19,000.00
Cooperative & Guide Advertising	-	
Other Income (misc)	\$	20,900.00
Interest	\$	100.00
Reserve/Contingency Account	\$	130,344.00
Total Income	\$	1,577,518.00

**MARKETING ACTIVITIES - MEDIA & WEBSITE**

Advertising/Media		
Print, Digital, Direct Mail & Broadcast	\$	270,593.00
Previous Year's Surplus	\$	150,000.00
Advertising Development and Design	\$	6,000.00
Photography	\$	10,000.00
Video Development	\$	20,000.00
AdverGame Development	\$	12,000.00
Long Term Strategic Planning & Research	\$	20,000.00
<b>Total Advertising/Media</b>	\$	488,593.00

**Marketing & Public Relations**

Public Relations Contract	\$	135,000.00
Marketing Agency Contract	-	
In-Market PR Stunts	\$	5,000.00
Visiting Media Expenses	\$	10,000.00
Media Events	\$	2,500.00
Public Relations Related Travel	\$	10,000.00
Contract Marketing & Comm. Coordinator	\$	60,000.00
<b>Total Public Relations</b>	\$	222,500.00

**Website Maintenance /Development**

Interactive Marketing (social, e-newsletter, etc)	\$	12,000.00
Development/Maintenance	\$	25,000.00
Social Media Coordinator	\$	36,000.00
<b>Total Website Maintenance/Development</b>	\$	73,000.00

**Leisure/Group Sales**

Contract Sales Manager	-	
Consumer and Trade Shows	\$	12,000.00
Travel Shows - Shipping	\$	3,000.00
Misc Sales Opportunities	\$	2,000.00
State Fair Exhibit	\$	5,000.00

Promotional Items & Booth Development	\$	5,000.00
Leisure/Group Sales Staff Related Travel	\$	10,000.00
Group Travel & Meeting FAMs	\$	8,000.00
<b>Total Leisure/Group Sales</b>	\$	45,000.00

**MARKETING ACTIVITIES - VISITOR SERVICES & PARTNERSHIPS**

Visitor Services/Fulfillment		
Print collateral & general promotional items	\$	15,000.00
Signage - Gateway, Kiosks and Directional	\$	8,000.00
Incentive & Sponsorship Programs	\$	46,000.00
Event & Festival Guide Printing and Distribution	\$	16,000.00
Retail Items	\$	10,000.00
<b>Total Visitor Services/Fulfillment</b>	\$	95,000.00

**Partnerships**

North Coast Tourism Council	\$	10,000.00
Memberships - CVB's, CalTIA, Chambers, MPI	\$	7,000.00
Conferences, seminars & Leadership Mendo.	\$	5,000.00
In-County Relations	\$	1,000.00
<b>Total Partnerships</b>	\$	13,000.00

**ADMINISTRATIVE EXPENSES**

Office/ Storage Rent	\$	21,600.00
Office Supplies	\$	10,500.00
Maintenance	\$	5,000.00
Postage/Shipping	\$	13,142.00
Copying/Printing	\$	1,200.00
Telephone/Telecommunications	\$	3,750.00
Utilities	\$	5,500.00
Visit Mendocino County, Inc. Administrative Travel	\$	13,450.00
Meeting & Summit Expenses	\$	500.00
Board Development & Training	\$	3,500.00
Legal Fees	\$	4,000.00
Accounting Fees	\$	9,000.00
Bookkeeping	\$	6,000.00
Insurance - BOD and Liability	\$	3,000.00
Bank Fees	\$	50.00
County Administrative Fee	\$	24,000.00
<b>Total Administrative Expenses</b>	\$	124,192.00

**Personnel**

Salaries	\$	300,000.00
Contract Work - Misc.	\$	5,400.00
Employee Recruitment	\$	23,334.00
Payroll Taxes	\$	30,000.00
Worker's Comp Insurance	\$	2,975.00
Medical Insurance & other benefits	\$	20,880.00

Other Employee Benefits	\$	3,300.00
Total Personnel	\$	385,889.00
Reserve/Contingency Account	\$	130,344.00
<b>TOTAL EXPENSES</b>	\$	<b>1,577,518.00</b>
Over/Under	-	

**2016-2017 Current      2017-2018 Approved**

\$	154,933.00	\$	30,477.00
\$	-	-	
\$	860,698.00	\$	886,519.00
		\$	(26,596.00)
\$	400,000.00	\$	430,000.00
\$	4,500.00	-	
\$	12,000.00	\$	12,000.00
\$	10,900.00	\$	14,500.00
\$	100.00	\$	100.00
\$	130,344.00	\$	134,700.00
\$	1,573,475.00	\$	1,508,296.00
		\$	1,481,700.00
\$	270,593.00	\$	325,000.00
\$	50,957.00	\$	10,000.00
\$	6,000.00	\$	8,000.00
\$	10,000.00	\$	8,000.00
\$	20,000.00	\$	10,000.00
\$	12,000.00	-	
\$	35,000.00	\$	20,000.00
\$	404,550.00	\$	381,000.00
\$	100,000.00	\$	111,000.00
\$	100,000.00	\$	100,000.00
\$	5,000.00	\$	2,500.00
\$	10,000.00	\$	12,000.00
\$	2,500.00	\$	3,500.00
\$	10,000.00	\$	10,000.00
\$	60,000.00	\$	60,000.00
\$	287,500.00	\$	299,000.00
\$	12,000.00	\$	15,000.00
\$	25,000.00	\$	20,000.00
\$	36,000.00	\$	24,000.00
\$	73,000.00	\$	59,000.00
-		\$	45,000.00
\$	12,000.00	\$	15,000.00
\$	3,000.00	\$	3,000.00
\$	2,000.00	\$	2,000.00
\$	5,000.00	\$	5,000.00

\$	5,000.00	\$	3,500.00
\$	10,000.00	\$	12,000.00
\$	8,000.00	\$	10,000.00
\$	45,000.00	\$	95,500.00

\$	15,000.00	\$	50,000.00
\$	8,000.00	\$	2,500.00
\$	56,000.00	\$	43,000.00
\$	16,000.00	-	
\$	10,000.00	-	
\$	105,000.00	\$	95,500.00

\$	4,500.00	\$	10,000.00
\$	7,000.00	\$	7,000.00
\$	5,000.00	\$	6,000.00
\$	1,000.00	\$	5,000.00
\$	17,500.00	\$	28,000.00

\$	21,600.00	\$	23,400.00
\$	10,500.00	\$	15,000.00
\$	5,000.00	\$	1,500.00
\$	18,142.00	\$	15,000.00
\$	1,200.00	\$	1,200.00
\$	3,750.00	\$	6,000.00
\$	5,500.00	\$	8,000.00
\$	13,450.00	\$	14,300.00
\$	500.00	\$	1,500.00
\$	3,500.00	\$	3,500.00
\$	4,000.00	\$	2,500.00
\$	9,000.00	\$	9,000.00
\$	6,000.00	\$	8,000.00
\$	3,000.00	\$	2,000.00
\$	50.00	\$	300.00
\$	24,000.00	-	
\$	129,192.00	\$	111,200.00

\$	300,000.00	\$	225,000.00
\$	5,400.00	\$	3,000.00
\$	23,334.00	\$	1,500.00
\$	30,000.00	\$	22,500.00
\$	2,975.00	\$	2,500.00
\$	20,880.00	\$	20,000.00

\$	3,300.00	\$	3,300.00
\$	385,889.00	\$	277,800.00
\$	130,344.00	\$	134,700.00
\$	1,577,975.00	\$	1,481,700.00
\$	(4,500.00)	\$	26,596.00