



Visit Mendocino County Quarterly Report: July – September 2020

SUBMITTED TO MENDOCINO COUNTY TOURISM COMMISSION & COUNTY OF MENDOCINO

NOVEMBER 12, 2020



visitmendocino.com

VMC Quarterly Activities Report: July – September 2020

Executive Summary of Quarterly Activities:

During the first quarter of fiscal year (FY) 2020-2021, the COVID-19 and subsequent shelter-in-place (SIP) orders were still in effect however, lodging properties were allowed to open and operate at 50% capacity for leisure travelers. This report is amended from its original format to highlight the efforts of MCTC during this time period and report on the financial health of the organization. The Mendocino County Tourism Commission (MCTC) Board of Directors approved the 2020-2021 FY budget at its April 14, 2020 meeting, this budget was built on a 40% reduction in revenue due to the closure of lodging properties to visitors.

- MCTC worked in collaboration with the reformed Mendocino County Lodging Association (MCLA), ad-hoc of the Board of Supervisors, Mendocino County Public Health Officer, Chambers of Commerce and other business leaders to navigate the safe re-opening of lodging for leisure travelers.
- In an effort to keep visitors, tourism employees, their families and our community safe MCTC partnered with local Chambers of Commerce to build and deploy the #MaskUpMendo campaign. This program paralleled MCTC & MCLA's #SafeMendocino re-opening campaign.
- With the unexpected influx of recreational vehicle and camping visitors MCTC worked with Mendocino Area Parks Association (MAPA) to conceptualize and launch a campaign targeting visitors in the county to pack out their trash or "Leave Nothing Behind but Footprints".
- The ED recruited for the MCTC Board of Directors (BoD) upcoming vacancies and the Business Improvement District (BID) Advisory Board.
- MCTC entered into a contract with Simpleview to build a lodging booking link on the www.VisitMendocino.com website. This link will allow consumers to book rooms directly on the Visit Mendocino County website. The data and room night information collected from this booking link will help quantify MCTC's campaigns to our lodging stakeholders.
- The ED made the necessary organizational and office changes to resume "normal" operations of the organization.
 - ↳ Safely re-opening the office
 - ↳ The Marketing & Sales Coordinator returned to work full-time
- MCTC took the following marketing actions during the quarter:
 - ↳ Preparation of a reopening campaign (went unused)
 - ↳ Preparation of "Our View of Fall" campaign to replace the annual Mushroom FEAST
 - ↳ Preparation of "Room to Roam" campaign to highlight the open space and safe activities available in Mendocino County.
 - ↳ The ED and PR team began to invite and welcome media to Mendocino County spotlighting the ability to safely visit our destination.
- The Festival & Marketing committees and staff undertook the initiative of "cannabis tourism" integration into our marketing programs. This business sector will go live as a MCTC tourism asset in the first quarter of next calendar year.
- The MCTC staff continued to track their work as relating to the Strategic Plan.

On the following pages you will find the organization's financial statements through September 2020, as approved by the MCTC BoD at its November meeting.

Thank you for the opportunity to promote our beautiful county.

Respectfully,



Travis Scott

Mendocino County Tourism Commission

BALANCE SHEET As of September 30, 2020

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1005 SBMC Checking	264,127.76
1010 SBMC Savings	152,667.45
1015 MLCU Checking	0.00
1020 MLCU Savings	0.00
1030 Cash drawer	100.00
Total Bank Accounts	\$416,895.21
Accounts Receivable	\$175,461.00
Other Current Assets	
1230 Prepaid Expenses	24,526.92
1250 Refundable Deposits	4,150.00
1270 Receivable Other	0.00
Undeposited Funds	0.00
Total Other Current Assets	\$28,676.92
Total Current Assets	\$621,033.13
Fixed Assets	
1510 Furniture and Equipment	20,264.59
1600 Accumulated Depreciation	-7,162.00
Total Fixed Assets	\$13,102.59
Other Assets	\$0.00
TOTAL ASSETS	\$634,135.72
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 Accounts Payable	19,088.87
Total Accounts Payable	\$19,088.87
Other Current Liabilities	
2100 Accrued Expenses	2,560.00
2150 Other Liabilities-County Match	0.00
Direct Deposit Payable	0.00
Not in Use	0.00
Payroll Liabilities	14,859.61
Total Other Current Liabilities	\$17,419.61
Total Current Liabilities	\$36,508.48
Total Liabilities	\$36,508.48
Equity	
3100 Contingency-Restricted	152,650.09
3900 Unrestricted Net Assets (RE)	346,620.83
Opening Bal Equity	0.00
	98,356.32
Net Income	98,356.32
Total Equity	\$597,627.24
TOTAL LIABILITIES AND EQUITY	\$634,135.72

Mendocino County Tourism Commission Budget vs. Actuals: FY 20-21 Summary

July - September, 2020

	Sep 2020				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Income								
4030 County BID	47,100	47,100	0	100.00%	141,300	141,300	0	100.00%
4035 County 50% Match	33,911	22,959	10,952	147.70%	101,733	68,877	32,856	147.70%
Other Income	15		15		725	0	725	
Total Income	\$ 81,026	\$ 70,059	\$ 10,967	115.65%	\$ 243,758	\$ 210,177	\$ 33,581	115.98%
Gross Profit								
Expenses	\$ 81,026	\$ 70,059	\$ 10,967	115.65%	\$ 243,758	\$ 210,177	\$ 33,581	115.98%
1- MEDIA & WEBSITE								
	18,323	36,910	-18,588	49.64%	52,340	111,731	-59,391	46.84%
2- VISITOR SVS / PARTNERSHIPS								
	10,034	5,961	4,073	168.32%	17,336	17,893	-548	96.84%
3- ADMIN EXPENSES								
	8,843	8,410	433	105.15%	28,415	25,231	3,184	112.62%
4- PERSONNEL								
	15,261	17,316	-2,056	88.13%	47,310	51,949	-4,640	91.07%
Total Expenses	\$ 52,460	\$ 68,598	-\$ 16,138	76.47%	\$ 145,401	\$ 206,794	-\$ 61,393	70.31%
Net Operating Income	\$ 28,565	\$ 1,461	\$ 27,104	1955.45%	\$ 98,356	\$ 3,382	\$ 94,974	2907.97%
Net Income	\$ 28,565	\$ 1,461	\$ 27,104	1955.45%	\$ 98,356	\$ 3,382	\$ 94,974	2907.97%