



Visit Mendocino County Quarterly Report: April – June 2020

SUBMITTED TO MENDOCINO COUNTY TOURISM COMMISSION & COUNTY OF MENDOCINO

OCTOBER 1, 2020

An aerial photograph showing a two-lane asphalt road with yellow double lines, curving along a coastline. To the left of the road is a dense forest of green trees. To the right is a rocky cliff overlooking the ocean, with waves crashing against the base. A white car is visible on the road.

visitmendocino.com

VMC Quarterly Activities Report: April – June 2020

Executive Summary of Quarterly Activities:

On March 19, 2020 the COVID-19 Pandemic and subsequent shelter-in-place orders (SIP) closed all tourism activities in Mendocino County. The following report is modified from its original format to highlight the halt of the organization's marketing efforts, summarize Mendocino County Tourism Commission's (MCTC) work during SIP and report on financials. In April, the second month of the SIP order, MCTC approved an adjusted budget for fiscal year (FY) 2019/2020. The adjustment of the budget was necessary for two reasons 1) the close of tourism in Mendocino County and 2) the need for organizational spending to reflect actual BID and match payments to MCTC

- The Executive Director (ED) and the MCTC Finance Committee finalized the revised budget which was presented to the Board of Directors (BoD) and approved at its April 14, 2020 meeting. Due to the closure of tourism, halt of MCTC marketing activities and the necessary organizational changes the revised budget tracked better than planned.
- MCTC entered into a contract with WiPFLi Financial Services to act as the organization's financial services contractor, removing all finance duties from MCTC's Administrative Services Manager (ASM).
- The ED made the necessary and required changes to operations of the organization based on the COVID-19 Pandemic SIP.
 - ↳ The MCTC offices were closed to all staff
 - ↳ The team was reduced to the ED and Marketing & Sales Coordinator (part-time)
 - » The ED streamlined all necessary duties to ensure successful organizational operations while keeping MCTC's focus on marketing
 - ↳ The ED negotiated exits from contracts with marketing consultants Media Matters Worldwide and TheorySF.
- The Executive Director worked with the BID Advisory Board to finalize the annual report, which was approved by the BID Advisory Board at their April 21, 2020 meeting and was approved by the Board of Supervisors (BoS) at their June 2, 2020 meeting.
- MCTC and Mendocino County entered into the annual services contract for 2020/2021.
- The ED continued recruitment for the Business Improvement District (BID) Advisory Board and the MCTC BoD.
- MCTC took the following marketing actions during the quarter:
 - ↳ Paused all brand awareness digital marketing
 - ↳ Paused promotions of its newly developed Spring Beer Trail
 - ↳ Removed all event listings from our website
 - ↳ Cancelled all scheduled tradeshows and marketing missions
 - ↳ Redirected social media channels to static scenery with no "call to action"
 - ↳ Kept the VMC.com website updated with tourism and health updates
 - ↳ Marketing Committee and staff continued to meet and develop reopening campaigns and renewed fall and winter programs.
 - ↳ The ED and PR team continued to push Mendocino to media with great success in promoting to potential media as "arm-chair travelers".
 - ↳ The team worked in collaboration with MCLA to help guide the reopening process and in that collaboration created and launched the #SafeMendocino program to coincide with the reopening of lodging.
- The MCTC staff continued to track their work as relating to the Strategic Plan

Thank you for the opportunity to promote our beautiful county.

Respectfully,



Travis Scott

Mendocino County Tourism Commission

BALANCE SHEET COMPARISON

As of June 30, 2020

	TOTAL			
	AS OF JUN 30, 2020	AS OF JUN 30, 2019 (PY)	CHANGE	% CHANGE
ASSETS				
Current Assets				
Bank Accounts				
1005 SBMC Checking	104,492.85		104,492.85	
1010 SBMC Savings	100,002.74		100,002.74	
1015 MLCU Checking	58,581.58	68,521.47	-9,939.89	-14.51 %
1020 MLCU Savings	58,424.28	153,219.36	-94,795.08	-61.87 %
1030 Cash drawer	100.00	100.00	0.00	0.00 %
Total Bank Accounts	\$321,601.45	\$221,840.83	\$99,760.62	44.97 %
Accounts Receivable				
1100 Accounts Receivable	181,334.20	302,589.40	-121,255.20	-40.07 %
Total Accounts Receivable	\$181,334.20	\$302,589.40	\$ -121,255.20	-40.07 %
Other Current Assets				
1230 Prepaid Expenses	9,461.67	15,041.31	-5,579.64	-37.10 %
1250 Refundable Deposits	4,150.00	4,168.00	-18.00	-0.43 %
1270 Receivable Other	12,700.00	0.00	12,700.00	
Total Other Current Assets	\$26,311.67	\$19,209.31	\$7,102.36	36.97 %
Total Current Assets	\$529,247.32	\$543,639.54	\$ -14,392.22	-2.65 %
Fixed Assets				
1510 Furniture and Equipment	23,198.95	61,789.14	-38,590.19	-62.45 %
1600 Accumulated Depreciation	-8,634.00	-48,670.78	40,036.78	82.26 %
Total Fixed Assets	\$14,564.95	\$13,118.36	\$1,446.59	11.03 %
TOTAL ASSETS	\$543,812.27	\$556,757.90	\$ -12,945.63	-2.33 %
LIABILITIES AND EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 Accounts Payable	11,662.24	50,749.05	-39,086.81	-77.02 %
Total Accounts Payable	\$11,662.24	\$50,749.05	\$ -39,086.81	-77.02 %
Other Current Liabilities				
2100 Accrued Expenses	3,840.00	0.00	3,840.00	
Payroll Liabilities				
2230 CA SUI / ETT	0.00	72.17	-72.17	-100.00 %
2240 FUTA Payable	0.00	8.17	-8.17	-100.00 %
2270 Accrued Payroll	7,264.27	11,714.17	-4,449.90	-37.99 %
2275 Accrued PTO	9,074.84	15,914.10	-6,839.26	-42.98 %
Total Payroll Liabilities	16,339.11	27,708.61	-11,369.50	-41.03 %
Total Other Current Liabilities	\$20,179.11	\$27,708.61	\$ -7,529.50	-27.17 %
Total Current Liabilities	\$31,841.35	\$78,457.66	\$ -46,616.31	-59.42 %
Total Liabilities	\$31,841.35	\$78,457.66	\$ -46,616.31	-59.42 %
Equity				
3100 Contingency-Restricted	152,650.09	152,650.09	0.00	0.00 %
3900 Unrestricted Net Assets (RE)	325,650.15	461,594.98	-135,944.83	-29.45 %
Net Income	33,670.68	-135,944.83	169,615.51	124.77 %
Total Equity	\$511,970.92	\$478,300.24	\$33,670.68	7.04 %
TOTAL LIABILITIES AND EQUITY	\$543,812.27	\$556,757.90	\$ -12,945.63	-2.33 %

Mendocino County Tourism Commission

Budget vs. Actuals: SUMMARY

July 2019 - June 2020

	Jun 2020				Total				Annual Budget
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget	
Income									
4030 County BID	43,334.00	82,468.50	-39,134.50	52.55%	836,874.78	989,622.00	-152,747.22	84.57%	989,622.00
4031 County BID adjustments	41,903.98		41,903.98		-23,008.96	0.00	-23,008.96		0.00
4035 County 50% Match	-6,356.93	41,237.00	-47,593.93	-15.42%	413,486.22	494,811.00	-81,324.78	83.56%	494,811.00
4040 County Admin Fee		-29,689.00	29,689.00	0.00%	0.00	-29,689.00	29,689.00	0.00%	-29,689.00
Other Income	7.54	240.00	-232.46	3.14%	5,207.66	4,120.00	1,087.66	126.40%	4,120.00
Total Income	\$ 78,888.59	\$ 94,256.50	\$ -15,367.91	83.70%	\$ 1,232,559.70	\$ 1,458,864.00	\$ -226,304.30	84.49%	\$ 1,458,864.00
Gross Profit	\$ 78,888.59	\$ 94,256.50	\$ -15,367.91	83.70%	\$ 1,232,559.70	\$ 1,458,864.00	\$ -226,304.30	84.49%	\$ 1,458,864.00
Expenses									
1- MEDIA & WEBSITE	34,009.49	63,715.00	-29,705.51	53.38%	598,508.29	799,221.00	-200,712.71	74.89%	799,221.00
2- VISITOR SVS / PARTNERSHIPS	-1,439.25	13,408.25	-14,847.50	-10.73%	95,768.61	151,400.00	-55,631.39	63.26%	151,400.00
3- ADMIN EXPENSES	4,577.08	10,014.00	-5,436.92	45.71%	123,795.44	131,500.00	-7,704.56	94.14%	131,500.00
4- PERSONNEL	16,648.50	39,485.00	-22,836.50	42.16%	380,816.68	476,743.00	-95,926.32	79.88%	476,743.00
Total Expenses	\$ 53,795.82	\$ 126,622.25	\$ -72,826.43	42.49%	\$ 1,198,889.02	\$ 1,558,864.00	\$ -359,974.98	76.91%	\$ 1,558,864.00
Net Operating Income	\$ 25,092.77	\$ -32,365.75	\$ 57,458.52	-77.53%	\$ 33,670.68	\$ -100,000.00	\$ 133,670.68	-33.67%	\$ -100,000.00
Net Income	\$ 25,092.77	\$ -32,365.75	\$ 57,458.52	-77.53%	\$ 33,670.68	\$ -100,000.00	\$ 133,670.68	-33.67%	\$ -100,000.00
Budget Adjustment									
Previous Year Carryover	0.00	8,333.34	-8,333.34	0.00%	0.00	100,000.00	-100,000.00	0.00%	100,000.00
BALANCE	\$ 25,092.77	\$ (24,032.41)	\$ 49,125.18	-104.41%	\$ 33,670.68	\$ -	\$ 33,670.68		0.00