

Mendocino County Tourism Commission, Inc.
Profit & Loss Budget Performance
 January 2017

02/28/2017
 Accrual Basis

	<u>Jan 17</u>	<u>Jul '16 - Jan 17</u>	<u>YTD Budget</u>	<u>% of Budget</u>	<u>Annual Budget</u>
Ordinary Income/Expense					
Income					
4020 · MCPA Matching Funds	0.00	9,000.00	9,000.00	100.0%	9,000.00
4030 · County BID	66,666.67	466,666.69	466,666.69	100.0%	800,000.00
4031 · County BID adjustments	-15,628.81	56,365.87	35,406.00	159.2%	60,698.00
4035 · County 50% Match	33,333.33	233,333.31	233,333.31	100.0%	400,000.00
4050 · NCTC Administration	4,500.00	4,500.00	4,500.00	100.0%	4,500.00
4251 · Cooperative Advertising	6,900.00	6,900.00	7,000.00	98.57%	12,000.00
4990 · Previous Year Carryover	0.00	0.00	90,377.00	0.0%	154,933.00
4999 · Reserve/Contingency	0.00	0.00	0.00	0.0%	130,344.00
Other Income	1,341.93	6,031.64	6,758.35	89.25%	11,000.00
Total Income	<u>97,113.12</u>	<u>782,797.51</u>	<u>853,041.35</u>	<u>91.77%</u>	<u>1,582,475.00</u>
Gross Profit	97,113.12	782,797.51	853,041.35	91.77%	1,582,475.00
Expense					
MEDIA & WEBSITE	60,559.51	381,538.60	461,575.06	82.66%	819,050.00
VISITOR SERVICES/PARTNERSHIP	13,412.78	56,109.85	80,916.62	69.34%	122,500.00
ADMIN EXPENSES	10,132.36	79,872.94	86,935.00	91.88%	124,692.00
Personnel	22,203.08	190,624.69	227,579.20	83.76%	385,889.00
Total Expense	<u>106,307.73</u>	<u>708,146.08</u>	<u>857,005.88</u>	<u>82.63%</u>	<u>1,452,131.00</u>
Net Ordinary Income	-9,194.61	74,651.43	-3,964.53	-1,882.98%	130,344.00
Other Income/Expense					
Other Expense					
9870 · Reserve/Contingency Account	0.00	0.00	0.00	0.0%	130,344.00
Total Other Expense	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.0%</u>	<u>130,344.00</u>
Net Other Income	0.00	0.00	0.00	0.0%	-130,344.00
Net Income	<u><u>-9,194.61</u></u>	<u><u>74,651.43</u></u>	<u><u>-3,964.53</u></u>	<u><u>-1,882.98%</u></u>	<u><u>0.00</u></u>

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Ordinary Income/Expense					
Income					
4020 · MCPA Matching Funds	0.00	9,000.00	9,000.00	100.0%	9,000.00
4030 · County BID	66,666.67	466,666.69	466,666.69	100.0%	800,000.00
4031 · County BID adjustments	-15,628.81	56,365.87	35,406.00	159.2%	60,698.00
4035 · County 50% Match	33,333.33	233,333.31	233,333.31	100.0%	400,000.00
4050 · NCTC Administration	4,500.00	4,500.00	4,500.00	100.0%	4,500.00
4251 · Cooperative Advertising	6,900.00	6,900.00	7,000.00	98.57%	12,000.00
4990 · Previous Year Carryover	0.00	0.00	90,377.00	0.0%	154,933.00
4999 · Reserve/Contingency	0.00	0.00	0.00	0.0%	130,344.00
Other Income					
4810 · Event Passport Income	0.00	0.00	1,000.00	0.0%	1,000.00
4830 · Event Brochure Ads	0.00	2,800.00	1,800.00	155.56%	1,800.00
4940 · Misc. Income	1,137.59	1,137.59	2,400.00	47.4%	6,600.00
4950 · Interest Income	2.23	46.40	58.35	79.52%	100.00
4850 · Retail Sales	202.11	2,047.65	1,500.00	136.51%	1,500.00
Total Other Income	1,341.93	6,031.64	6,758.35	89.25%	11,000.00
Total Income	97,113.12	782,797.51	853,041.35	91.77%	1,582,475.00
Gross Profit	97,113.12	782,797.51	853,041.35	91.77%	1,582,475.00
Expense					
MEDIA & WEBSITE					
Advertising/ Media					
5130 · Print & Online Advertising					
5120 · Digital & Broadcast	34,959.07	104,044.09	77,700.00	133.91%	133,200.00
5290 · E-Marketing	522.00	17,977.88	18,550.00	96.92%	31,800.00
5200 · Print & Direct Mail	160.00	53,218.75	64,484.80	82.53%	105,593.00
Total 5130 · Print & Online Advertising	35,641.07	175,240.72	160,734.80	109.03%	270,593.00
5150 · Ad Development/Design	430.00	3,472.75	3,500.00	99.22%	6,000.00
5165 · AdverGame Development	0.00	12,000.00	11,200.00	107.14%	12,000.00
5170 · Photography	620.83	620.83	5,833.31	10.64%	10,000.00
5240 · Research & Development	6,000.00	6,129.00	20,416.69	30.02%	35,000.00
5110 · Video Development	0.00	15,701.11	15,754.30	99.66%	20,000.00
5015 · Surplus	0.00	14,390.09	27,891.00	51.59%	50,957.00
Total Advertising/ Media	42,691.90	227,554.50	245,330.10	92.75%	404,550.00
Public Relations					
5510 · Public Relations Contract	6,736.66	70,302.31	69,800.00	100.72%	109,000.00
5520 · Marketing Agency Contract	0.00	0.00	28,570.00	0.0%	100,000.00
5650 · Marketing & Comm. Coordinator	5,000.00	35,000.00	35,000.00	100.0%	60,000.00
5530 · In-Market PR Stunts	0.00	1,554.75	2,916.65	53.31%	5,000.00
5560 · Media Events	0.00	262.00	1,458.31	17.97%	2,500.00
5610 · Travel -PR Related	740.65	6,263.13	5,833.31	107.37%	10,000.00
5550 · Visiting Media FAM Expenses	715.33	4,455.37	5,833.31	76.38%	10,000.00
Total Public Relations	13,192.64	117,837.56	149,411.58	78.87%	296,500.00
Website Maint / Development					
5710 · Interactive Media Coordinator	1,375.00	17,035.00	21,000.00	81.12%	36,000.00
5730 · Interactive Marketing	0.00	247.29	7,000.00	3.53%	12,000.00

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5750 · Development/ Maintenance	600.00	3,915.17	14,583.31	26.85%	25,000.00
Total Website Maint / Development	1,975.00	21,197.46	42,583.31	49.78%	73,000.00
Leisure/ Group Sales					
5810 · Promotion Items, Booth Develop	32.59	734.88	2,916.69	25.2%	5,000.00
5820 · Consumer & Trade Shows	1,823.21	6,182.09	5,000.00	123.64%	12,000.00
5840 · State Fair Exhibit	0.00	3,421.12	2,916.69	117.3%	5,000.00
5870 · Shipping - Travel Shows	0.00	490.45	1,750.00	28.03%	3,000.00
5885 · Travel - Group FAMs	0.00	0.00	4,666.69	0.0%	8,000.00
5880 · Travel - Leisure/Group Sales	841.41	3,986.57	5,833.31	68.34%	10,000.00
5890 · Misc. Sales Opportunities	2.76	133.97	1,166.69	11.48%	2,000.00
Total Leisure/ Group Sales	2,699.97	14,949.08	24,250.07	61.65%	45,000.00
Total MEDIA & WEBSITE	60,559.51	381,538.60	461,575.06	82.66%	819,050.00
VISITOR SERVICES/PARTNERSHIPS					
Visitor Svcs/Fulfillment					
6220 · Event & Festival Guides	0.00	12,095.81	11,000.00	109.96%	16,000.00
6040 · In-County Guides	1,910.00	3,112.23	8,750.00	35.57%	15,000.00
6210 · Event Partnership Funding	0.00	1,081.93	14,583.31	7.42%	25,000.00
6530 · Incentives & Sponsorships	2,214.03	19,414.03	18,750.00	103.54%	25,000.00
6170 · Signage - Gateway, Kiosks	0.00	0.00	4,666.69	0.0%	8,000.00
6190 · Visitor Center/ Info Support	0.00	2,645.00	3,500.00	75.57%	6,000.00
Retail Store					
6412B · Store Supplies/Expenses	24.95	168.33			
6412D · Consignee payments	0.00	692.80			
Retail Store - Other	0.00	0.00	5,833.31	0.0%	10,000.00
Total Retail Store	24.95	861.13	5,833.31	14.76%	10,000.00
Total Visitor Svcs/Fulfillment	4,148.98	39,210.13	67,083.31	58.45%	105,000.00
Partnerships					
6550 · Conferences & Seminars	263.80	2,386.80	3,200.00	74.59%	5,000.00
6620 · In-County Relations	0.00	758.54	583.31	130.04%	1,000.00
6520 · Memberships	4,000.00	8,754.38	5,550.00	157.74%	7,000.00
6510 · North Coast Tourism Council	5,000.00	5,000.00	4,500.00	111.11%	4,500.00
Total Partnerships	9,263.80	16,899.72	13,833.31	122.17%	17,500.00
Total VISITOR SERVICES/PARTNERSHIPS	13,412.78	56,109.85	80,916.62	69.34%	122,500.00

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ADMIN EXPENSES					
Occupancy Costs					
7250 · Rent	1,850.00	12,850.00	12,600.00	101.98%	21,600.00
7120 · Insurance	0.00	1,070.00	3,000.00	35.67%	3,000.00
7260 · Repairs & Maintenance	756.00	1,781.78	2,500.00	71.27%	5,000.00
7270 · Taxes	0.00	72.25	75.00	96.33%	75.00
7310 · Telecommunication	224.82	5,620.44	5,425.00	103.6%	6,250.00
7350 · Utilities	830.22	4,556.02	4,375.00	104.14%	7,500.00
Total Occupancy Costs	3,661.04	25,950.49	27,975.00	92.76%	43,425.00
General Admin					
7010 · Accounting	445.00	13,915.00	14,660.00	94.92%	18,000.00
7060 · Bank Fees	0.00	235.56	320.00	73.61%	370.00
5250 · Board Development	0.00	0.00	3,500.00	0.0%	3,500.00
7090 · Copying & Printing	166.70	2,030.16	2,135.00	95.09%	2,700.00
7030 · Legal Fees	0.00	390.00	1,785.00	21.85%	3,875.00
7140 · Licenses & Permits	0.00	20.00	25.00	80.0%	50.00
7150 · Meeting Expenses	2,958.25	3,638.09	3,055.00	119.09%	3,600.00
7200 · Office Expense	1,221.05	9,563.81	11,380.00	84.04%	17,580.00
7210 · Postage & Shipping	183.58	18,424.37	14,260.00	129.2%	18,142.00
7280 · Travel Expenses	1,496.74	5,705.46	7,840.00	72.77%	13,450.00
Total General Admin	6,471.32	53,922.45	58,960.00	91.46%	81,267.00
Total ADMIN EXPENSES	10,132.36	79,872.94	86,935.00	91.88%	124,692.00
Personnel					
8510 · Salaries & Wages	15,728.10	128,985.23	172,000.00	74.99%	281,250.00
8520 · Paid Time Off	735.55	6,955.66			
8530 · Payroll Taxes	2,291.43	14,998.54	14,400.00	104.16%	29,296.00
8540 · Payroll Processing Fees	7.00	87.50	614.00	14.25%	704.00
8550 · Workers Comp	-809.00	1,658.00	2,467.00	67.21%	2,975.00
8570 · Health Insurance	500.00	11,195.56	12,045.00	92.95%	20,880.00
8580 · Other Employee Benefits	0.00	0.00	0.00	0.0%	3,300.00
8590 · Contract Work	3,750.00	7,296.00	6,605.00	110.46%	24,150.00
7415 · Executive Director Search	0.00	19,448.20	19,448.20	100.0%	23,334.00
Total Personnel	22,203.08	190,624.69	227,579.20	83.76%	385,889.00
Total Expense	106,307.73	708,146.08	857,005.88	82.63%	1,452,131.00
Net Ordinary Income	-9,194.61	74,651.43	-3,964.53	-1,882.98%	130,344.00
Other Income/Expense					
Other Expense					
9870 · Reserve/Contingency Account	0.00	0.00	0.00	0.0%	130,344.00
Total Other Expense	0.00	0.00	0.00	0.0%	130,344.00
Net Other Income	0.00	0.00	0.00	0.0%	-130,344.00
Net Income	-9,194.61	74,651.43	-3,964.53	-1,882.98%	0.00

Mendocino County Tourism Commission, Inc.
Balance Sheet Prev Year Comparison
As of January 31, 2017

02/28/2017
Accrual Basis

	Jan 31, 17	Jan 31, 16	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1015 · MLCU Checking	200,746.01	0.00	200,746.01	100.0%
1020 · MLCU Savings	130,427.01	0.00	130,427.01	100.0%
1010 · Savings Bank checking	0.00	45,334.74	-45,334.74	-100.0%
1030 · Cash drawer	100.00	100.00	0.00	0.0%
Total Checking/Savings	331,273.02	45,434.74	285,838.28	629.12%
Accounts Receivable				
1100 · Accounts Receivable	381,263.38	119,040.01	262,223.37	220.28%
Total Accounts Receivable	381,263.38	119,040.01	262,223.37	220.28%
Other Current Assets				
1230 · Prepaid Expenses	13,440.00	1,020.00	12,420.00	1,217.65%
1250 · Refundable Deposits	2,350.00	2,350.00	0.00	0.0%
1270 · Receivable Other	373.87	0.00	373.87	100.0%
Total Other Current Assets	16,163.87	3,370.00	12,793.87	379.64%
Total Current Assets	728,700.27	167,844.75	560,855.52	334.15%
Fixed Assets				
1510 · Furniture and Equipment	46,385.00	46,385.00	0.00	0.0%
1600 · Accumulated Depreciation	-46,385.00	-46,350.00	-35.00	-0.08%
Total Fixed Assets	0.00	35.00	-35.00	-100.0%
Other Assets				
1700 · Website Development	70,000.00	70,000.00	0.00	0.0%
1750 · Accumulated Amortization	-70,000.00	-14,000.00	-56,000.00	-400.0%
Total Other Assets	0.00	56,000.00	-56,000.00	-100.0%
TOTAL ASSETS	728,700.27	223,879.75	504,820.52	225.49%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 · Accounts Payable	65,576.40	39,588.17	25,988.23	65.65%
Total Accounts Payable	65,576.40	39,588.17	25,988.23	65.65%
Other Current Liabilities				
Payroll Liabilities				
2210 · Federal Payroll Tax Payable	0.00	2,448.64	-2,448.64	-100.0%
2220 · State Payroll Tax Payable	0.00	394.33	-394.33	-100.0%
2230 · SUI & ETT Payable	437.14	964.79	-527.65	-54.69%
2240 · FUTA Payable	46.01	1,297.23	-1,251.22	-96.45%
2270 · Accrued Payroll	10,016.09	0.00	10,016.09	100.0%
2275 · Accrued PTO	4,123.17	0.00	4,123.17	100.0%
Total Payroll Liabilities	14,622.41	5,104.99	9,517.42	186.43%

Mendocino County Tourism Commission, Inc.
Balance Sheet Prev Year Comparison
As of January 31, 2017

02/28/2017
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	Jan 31, 17	Jan 31, 16	\$ Change	% Change
2800 - Sales Tx Payable	171.20	214.69	-43.49	-20.26%
Total Other Current Liabilities	14,793.61	5,319.68	9,473.93	178.09%
Total Current Liabilities	80,370.01	44,907.85	35,462.16	78.97%
Total Liabilities	80,370.01	44,907.85	35,462.16	78.97%
Equity				
3100 - Contingency-Unrestricted	130,344.00	0.00	130,344.00	100.0%
3900 - Unrestricted Net Assets (RE)	443,334.83	127,474.52	315,860.31	247.78%
Net Income	74,651.43	51,497.38	23,154.05	44.96%
Total Equity	648,330.26	178,971.90	469,358.36	262.25%
TOTAL LIABILITIES & EQUITY	728,700.27	223,879.75	504,820.52	225.49%

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	Jul '16 - Jan 17	Jul '15 - Jan 16	\$ Change	% Change
Ordinary Income/Expense				
Income				
4010 · MCLA BID Assessment	0.00	374,150.00	-374,150.00	-100.0%
4020 · MCPA Matching Funds	9,000.00	186,875.00	-177,875.00	-95.18%
4030 · County BID	466,666.69	53,540.00	413,126.69	771.62%
4031 · County BID adjustments	56,365.87	0.00	56,365.87	100.0%
4035 · County 50% Match	233,333.31	29,166.67	204,166.64	700.0%
4050 · NCTC Administration	4,500.00	0.00	4,500.00	100.0%
4251 · Cooperative Advertising	6,900.00	0.00	6,900.00	100.0%
Other Income				
4120 · Calendar Ad Income	0.00	2,100.00	-2,100.00	-100.0%
4810 · Event Passport Income	0.00	2,300.00	-2,300.00	-100.0%
4830 · Event Brochure Ads	2,800.00	2,900.00	-100.00	-3.45%
4940 · Misc. Income	1,137.59	10,000.00	-8,862.41	-88.62%
4950 · Interest Income	46.40	22.48	23.92	106.41%
4850 · Retail Sales	2,047.65	2,562.34	-514.69	-20.09%
Total Other Income	6,031.64	19,884.82	-13,853.18	-69.67%
Total Income	782,797.51	663,616.49	119,181.02	17.96%
Gross Profit	782,797.51	663,616.49	119,181.02	17.96%
Expense				
MEDIA & WEBSITE				
Advertising/ Media				
5010 · Media Plan Management	0.00	116,253.94	-116,253.94	-100.0%
5130 · Print & Online Advertising				
5120 · Digital & Broadcast	104,044.09	0.00	104,044.09	100.0%
5290 · E-Marketing	17,977.88	2,438.11	15,539.77	637.37%
5200 · Print & Direct Mail	53,218.75	752.49	52,466.26	6,972.35%
Total 5130 · Print & Online Advertising	175,240.72	3,190.60	172,050.12	5,392.41%
5150 · Ad Development/Design	3,472.75	953.04	2,519.71	264.39%
5165 · AdverGame Development	12,000.00	0.00	12,000.00	100.0%
5030 · Co-op Advertising	0.00	8,767.00	-8,767.00	-100.0%
5170 · Photography	620.83	500.00	120.83	24.17%
5240 · Research & Development	6,129.00	2,192.35	3,936.65	179.56%
5110 · Video Development	15,701.11	59.95	15,641.16	26,090.34%
5015 · Surplus	14,390.09	0.00	14,390.09	100.0%
Total Advertising/ Media	227,554.50	131,916.88	95,637.62	72.5%
Public Relations				
5510 · Public Relations Contract	70,302.31	58,503.00	11,799.31	20.17%
5650 · Marketing & Comm. Coordinato	35,000.00	29,000.00	6,000.00	20.69%
5530 · In-Market PR Stunts	1,554.75	2,509.89	-955.14	-38.06%
5560 · Media Events	262.00	0.00	262.00	100.0%
5610 · Travel -PR Related	6,263.13	5,201.92	1,061.21	20.4%

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5550 · Visiting Media FAM Expenses	4,455.37	5,965.54	-1,510.17	-25.32%
5660 · Clipping Service	0.00	3,642.17	-3,642.17	-100.0%
Total Public Relations	117,837.56	104,822.52	13,015.04	12.42%
Website Maint / Development				
5710 · Interactive Media Coordinator	17,035.00	5,500.00	11,535.00	209.73%
5730 · Interactive Marketing	247.29	1,117.85	-870.56	-77.88%
5750 · Development/ Maintenance	3,915.17	29,002.96	-25,087.79	-86.5%
Total Website Maint / Development	21,197.46	35,620.81	-14,423.35	-40.49%
Leisure/ Group Sales				
5810 · Promotion Items, Booth Develop	734.88	6,860.93	-6,126.05	-89.29%
5820 · Consumer & Trade Shows	6,182.09	11,806.95	-5,624.86	-47.64%
5840 · State Fair Exhibit	3,421.12	1,500.00	1,921.12	128.08%
5870 · Shipping - Travel Shows	490.45	710.23	-219.78	-30.95%
5880 · Travel - Leisure/Group Sales	3,986.57	7,040.84	-3,054.27	-43.38%
5890 · Misc. Sales Opportunities	133.97	797.21	-663.24	-83.2%
Total Leisure/ Group Sales	14,949.08	28,716.16	-13,767.08	-47.94%
Total MEDIA & WEBSITE	381,538.60	301,076.37	80,462.23	26.73%
VISITOR SERVICES/PARTNERSHIPS				
Visitor Svs/Fulfillment				
6220 · Event & Festival Guides	12,095.81	13,604.39	-1,508.58	-11.09%
6040 · In-County Guides	3,112.23	93.80	3,018.43	3,217.94%
6210 · Event Partnership Funding	1,081.93	4,649.48	-3,567.55	-76.73%
6530 · Incentives & Sponsorships	19,414.03	1,200.00	18,214.03	1,517.84%
6010 · Visitor Guide & Distribution	0.00	11,884.82	-11,884.82	-100.0%
6170 · Signage - Gateway, Kiosks	0.00	56.28	-56.28	-100.0%
6190 · Visitor Center/ Info Support	2,645.00	6,382.50	-3,737.50	-58.56%
Retail Store				
6412A · Purchases for Resale	0.00	396.30	-396.30	-100.0%
6412B · Store Supplies/Expenses	168.33	1,482.73	-1,314.40	-88.65%
6412C · Contract Labor - Store	0.00	2,265.00	-2,265.00	-100.0%
6412D · Consignee payments	692.80	1,140.36	-447.56	-39.25%
Total Retail Store	861.13	5,284.39	-4,423.26	-83.7%
Total Visitor Svs/Fulfillment	39,210.13	43,155.66	-3,945.53	-9.14%
Partnerships				
6550 · Conferences & Seminars	2,386.80	5,044.95	-2,658.15	-52.69%
6620 · In-County Relations	758.54	608.11	150.43	24.74%
6520 · Memberships	8,754.38	7,014.08	1,740.30	24.81%
6510 · North Coast Tourism Council	5,000.00	205.10	4,794.90	2,337.84%
6570 · Travel-Partnership Related	0.00	4,265.41	-4,265.41	-100.0%
Total Partnerships	16,899.72	17,137.65	-237.93	-1.39%
Total VISITOR SERVICES/PARTNERSHIPS	56,109.85	60,293.31	-4,183.46	-6.94%

Mendocino County Tourism Commission, Inc.
Profit & Loss Prev Year Comparison
 July 2016 through January 2017

02/28/2017
 Accrual Basis

	Jul '16 - Jan 17	Jul '15 - Jan 16	\$ Change	% Change
ADMIN EXPENSES				
Occupancy Costs				
7250 · Rent	12,850.00	12,600.00	250.00	1.98%
7120 · Insurance	1,070.00	1,922.00	-852.00	-44.33%
7260 · Repairs & Maintenance	1,781.78	949.00	832.78	87.75%
7270 · Taxes	72.25	56.35	15.90	28.22%
7310 · Telecommunication	5,620.44	6,143.05	-522.61	-8.51%
7350 · Utilities	4,556.02	2,881.68	1,674.34	58.1%
Total Occupancy Costs	25,950.49	24,552.08	1,398.41	5.7%
General Admin				
7010 · Accounting	13,915.00	2,385.00	11,530.00	483.44%
7050 · Bad Debt	0.00	385.00	-385.00	-100.0%
7060 · Bank Fees	235.56	20.00	215.56	1,077.8%
5250 · Board Development	0.00	1,992.72	-1,992.72	-100.0%
7090 · Copying & Printing	2,030.16	376.59	1,653.57	439.09%
7030 · Legal Fees	390.00	3,383.04	-2,993.04	-88.47%
7020 · Bookkeeping	0.00	1,963.50	-1,963.50	-100.0%
7140 · Licenses & Permits	20.00	0.00	20.00	100.0%
7150 · Meeting Expenses	3,638.09	316.95	3,321.14	1,047.84%
7200 · Office Expense	9,563.81	8,889.84	673.97	7.58%
7210 · Postage & Shipping	18,424.37	354.97	18,069.40	5,090.4%
7280 · Travel Expenses	5,705.46	3,986.66	1,718.80	43.11%
Total General Admin	53,922.45	24,054.27	29,868.18	124.17%
Total ADMIN EXPENSES	79,872.94	48,606.35	31,266.59	64.33%
MCLA Admin Expenses				
8110 · Member Newsletter Printing	0.00	1,180.94	-1,180.94	-100.0%
8120 · Member Newsletter Postage	0.00	1,724.82	-1,724.82	-100.0%
8180 · Travel - MCLA	0.00	280.97	-280.97	-100.0%
8190 · mcla.info Expense	0.00	20.00	-20.00	-100.0%
Total MCLA Admin Expenses	0.00	3,206.73	-3,206.73	-100.0%
MCPA Admin Expenses				
8330 · Insurance	0.00	897.00	-897.00	-100.0%
8350 · Travel - MCPA	0.00	92.31	-92.31	-100.0%
Total MCPA Admin Expenses	0.00	989.31	-989.31	-100.0%

Mendocino County Tourism Commission, Inc.
Profit & Loss Prev Year Comparison
 July 2016 through January 2017

02/28/2017
 Accrual Basis

	Jul '16 - Jan 17	Jul '15 - Jan 16	\$ Change	% Change
Personnel				
8510 · Salaries & Wages	128,985.23	122,550.77	6,434.46	5.25%
8520 · Paid Time Off	6,955.66	17,960.88	-11,005.22	-61.27%
8530 · Payroll Taxes	14,998.54	13,466.22	1,532.32	11.38%
8540 · Payroll Processing Fees	87.50	626.70	-539.20	-86.04%
8550 · Workers Comp	1,658.00	2,144.66	-486.66	-22.69%
8570 · Health Insurance	11,195.56	11,084.07	111.49	1.01%
8580 · Other Employee Benefits	0.00	3,753.74	-3,753.74	-100.0%
8590 · Contract Work	7,296.00	23,940.00	-16,644.00	-69.52%
7415 · Executive Director Search	19,448.20	0.00	19,448.20	100.0%
Total Personnel	190,624.69	195,527.04	-4,902.35	-2.51%
Total Expense	708,146.08	609,699.11	98,446.97	16.15%
Net Ordinary Income	74,651.43	53,917.38	20,734.05	38.46%
Other Income/Expense				
Other Expense				
9900 · Prior Period Expense	0.00	2,420.00	-2,420.00	-100.0%
Total Other Expense	0.00	2,420.00	-2,420.00	-100.0%
Net Other Income	0.00	-2,420.00	2,420.00	100.0%
Net Income	74,651.43	51,497.38	23,154.05	44.96%