

Mendocino County Tourism Commission, Inc.
Balance Sheet Prev Year Comparison
As of June 30, 2016

08/01/2016

Accrual Basis

| | Jun 30, 16 | Jun 30, 15 | \$ Change | % Change |
|--|-------------------|-------------------|-------------------|----------------|
| ASSETS | | | | |
| Current Assets | | | | |
| Checking/Savings | | | | |
| 1015 · MLCU Checking | 239,335.05 | 0.00 | 239,335.05 | 100.0% |
| 1020 · MLCU Savings #1 | 100,030.34 | 0.00 | 100,030.34 | 100.0% |
| 1025 · MLCU Savings #2 | 2.19 | 0.00 | 2.19 | 100.0% |
| 1010 · Savings Bank checking | 81.86 | 81,250.51 | -81,168.65 | -99.9% |
| 1030 · Cash drawer | 100.00 | 100.00 | 0.00 | 0.0% |
| Total Checking/Savings | 339,549.44 | 81,350.51 | 258,198.93 | 317.39% |
| Accounts Receivable | | | | |
| 1100 · Accounts Receivable | 90,351.03 | 54,343.34 | 36,007.69 | 66.26% |
| Total Accounts Receivable | 90,351.03 | 54,343.34 | 36,007.69 | 66.26% |
| Other Current Assets | | | | |
| 1230 · Prepaid Expenses | 12,617.96 | 2,420.00 | 10,197.96 | 421.4% |
| 1250 · Refundable Deposits | 2,350.00 | 2,350.00 | 0.00 | 0.0% |
| Total Other Current Assets | 14,967.96 | 4,770.00 | 10,197.96 | 213.79% |
| Total Current Assets | 444,868.43 | 140,463.85 | 304,404.58 | 216.71% |
| Fixed Assets | | | | |
| 1510 · Furniture and Equipment | 46,385.00 | 46,385.00 | 0.00 | 0.0% |
| 1600 · Accumulated Depreciation | -46,276.00 | -46,276.00 | 0.00 | 0.0% |
| Total Fixed Assets | 109.00 | 109.00 | 0.00 | 0.0% |
| TOTAL ASSETS | 444,977.43 | 140,572.85 | 304,404.58 | 216.55% |
| LIABILITIES & EQUITY | | | | |
| Liabilities | | | | |
| Current Liabilities | | | | |
| Accounts Payable | | | | |
| 2000 · Accounts Payable | 23,547.18 | 52,492.96 | -28,945.78 | -55.14% |
| Total Accounts Payable | 23,547.18 | 52,492.96 | -28,945.78 | -55.14% |
| Other Current Liabilities | | | | |
| Payroll Liabilities | | | | |
| 2210 · Federal Payroll Tax Payable | 4,382.90 | 5,505.96 | -1,123.06 | -20.4% |
| 2220 · State Payroll Tax Payable | 767.41 | 1,001.53 | -234.12 | -23.38% |
| 2230 · SUI & ETT Payable | 294.61 | 100.80 | 193.81 | 192.27% |
| 2240 · FUTA Payable | 28.51 | 9.75 | 18.76 | 192.41% |
| 2270 · Accrued Payroll | 11,776.16 | 7,706.26 | 4,069.90 | 52.81% |
| 2275 · Accrued PTO | 230.76 | 0.00 | 230.76 | 100.0% |
| 2280 · Health Insurance Payable | 0.00 | 354.83 | -354.83 | -100.0% |
| Total Payroll Liabilities | 17,480.35 | 14,679.13 | 2,801.22 | 19.08% |
| 2800 · Sales Tx Payable | 314.50 | 837.24 | -522.74 | -62.44% |
| Total Other Current Liabilities | 17,794.85 | 15,516.37 | 2,278.48 | 14.68% |
| Total Current Liabilities | 41,342.03 | 68,009.33 | -26,667.30 | -39.21% |

| | Jun 30, 16 | Jun 30, 15 | \$ Change | % Change |
|--|-------------------|-------------------|-------------------|-----------------|
| Total Liabilities | 41,342.03 | 68,009.33 | -26,667.30 | -39.21% |
| Equity | | | | |
| 3100 - Contingency-Unrestricted | 333,270.62 | 0.00 | 333,270.62 | 100.0% |
| 3900 - Unrestricted Net Assets (RE) | 72,563.52 | 49,447.54 | 23,115.98 | 46.75% |
| Net Income | -2,198.74 | 23,115.98 | -25,314.72 | -109.51% |
| Total Equity | 403,635.40 | 72,563.52 | 331,071.88 | 456.25% |
| TOTAL LIABILITIES & EQUITY | 444,977.43 | 140,572.85 | 304,404.58 | 216.55% |

Mendocino County Tourism Commission, Inc.
Profit & Loss Prev Year Comparison
 July 2015 through June 2016

08/01/2016

Accrual Basis

| | Jul '15 - Jun 16 | Jul '14 - Jun 15 | \$ Change | % Change |
|--|------------------|------------------|-------------|----------|
| Ordinary Income/Expense | | | | |
| Income | | | | |
| 4010 · MCLA BID Assessment | 427,600.00 | 585,000.00 | -157,400.00 | -26.91% |
| 4020 · MCPA Matching Funds | 186,875.00 | 314,500.00 | -127,625.00 | -40.58% |
| 4030 · BID & Match from County | 496,240.00 | 0.00 | 496,240.00 | 100.0% |
| 4050 · NCTC Administration | 9,000.00 | 9,000.00 | 0.00 | 0.0% |
| 4110 · Visitor Guide Advertising | 0.00 | 58,555.00 | -58,555.00 | -100.0% |
| 4120 · Calendar Ad Income | 2,100.00 | 7,600.00 | -5,500.00 | -72.37% |
| 4250 · Sponsor-Taste of Mendocino | 0.00 | 10,000.00 | -10,000.00 | -100.0% |
| Trade Shows | | | | |
| 4510 · AARP Show | 0.00 | 2,750.00 | -2,750.00 | -100.0% |
| 4520 · Bark in the Park | 0.00 | 500.00 | -500.00 | -100.0% |
| 4530 · Bay Area Show | 150.00 | 150.00 | 0.00 | 0.0% |
| 4550 · Green Bags | 0.00 | 12,000.00 | -12,000.00 | -100.0% |
| 4610 · Sunset Show | 0.00 | 1,200.00 | -1,200.00 | -100.0% |
| Total Trade Shows | 150.00 | 16,600.00 | -16,450.00 | -99.1% |
| Other Income | | | | |
| 4810 · Event Passport Income | 3,700.00 | 11,575.00 | -7,875.00 | -68.04% |
| 4830 · Festival/ Event Brochure | 1,500.00 | 0.00 | 1,500.00 | 100.0% |
| 4940 · Misc. Income | 10,000.00 | 0.00 | 10,000.00 | 100.0% |
| 4950 · Interest Income | 47.76 | 84.31 | -36.55 | -43.35% |
| 4850 · Retail Sales | | | | |
| Non-Taxable | 252.46 | 261.08 | -8.62 | -3.3% |
| Taxable | 3,648.51 | 4,546.32 | -897.81 | -19.75% |
| Total 4850 · Retail Sales | 3,900.97 | 4,807.40 | -906.43 | -18.86% |
| 2032 · Pet Brochure | 0.00 | 4,075.00 | -4,075.00 | -100.0% |
| 2051 · Co-Op Advertising | 0.00 | 50.00 | -50.00 | -100.0% |
| 2089 · Website | 0.00 | 625.00 | -625.00 | -100.0% |
| Other Income - Other | 0.00 | 2,102.00 | -2,102.00 | -100.0% |
| Total Other Income | 19,148.73 | 23,318.71 | -4,169.98 | -17.88% |
| Total Income | 1,141,113.73 | 1,024,573.71 | 116,540.02 | 11.37% |
| Expense | | | | |
| MEDIA & WEBSITE | | | | |
| Advertising/ Media | | | | |
| 5010 · Media Plan Management | 210,721.03 | 180,012.75 | 30,708.28 | 17.06% |
| 5130 · Print/Online Advertising | | | | |
| TripAdvisor | 0.00 | 2,175.46 | -2,175.46 | -100.0% |
| Total 5130 · Print/Online Advertising | 0.00 | 2,175.46 | -2,175.46 | -100.0% |

| | Jul '15 - Jun 16 | Jul '14 - Jun 15 | \$ Change | % Change |
|--|-------------------|-------------------|-------------------|----------------|
| 5150 · Advertising Design | 2,790.09 | 2,483.63 | 306.46 | 12.34% |
| 5030 · Co-op Advertising | 13,371.26 | 0.00 | 13,371.26 | 100.0% |
| 5170 · Photography | 2,937.01 | 1,465.01 | 1,472.00 | 100.48% |
| 5200 · Direct Mail | 924.49 | 7,035.42 | -6,110.93 | -86.86% |
| 5240 · Research & Development | 10,265.13 | 1,367.35 | 8,897.78 | 650.73% |
| 5290 · E-Mail Marketing | 5,194.04 | 16,397.62 | -11,203.58 | -68.32% |
| 5110 · Video Production | 59.95 | 11,074.21 | -11,014.26 | -99.46% |
| Total Advertising/ Media | 246,263.00 | 222,011.45 | 24,251.55 | 10.92% |
| Public Relations | | | | |
| 5510 · Public Relations Contract | 96,171.00 | 100,000.00 | -3,829.00 | -3.83% |
| 5530 · In-Market PR Stunts | 7,509.89 | 5,215.79 | 2,294.10 | 43.98% |
| 5550 · Visiting Media Expenses | 22,874.47 | 9,411.69 | 13,462.78 | 143.04% |
| 5560 · CTTC Media Events | 0.00 | 2,139.45 | -2,139.45 | -100.0% |
| 5570 · Taste of Mendocino | 5,000.00 | 5,000.00 | 0.00 | 0.0% |
| 5610 · Travel -PR Related | 10,798.48 | 8,915.53 | 1,882.95 | 21.12% |
| 5650 · Contractor-Communication Coord | 54,000.00 | 48,000.00 | 6,000.00 | 12.5% |
| 5660 · Clipping Service | 6,416.43 | 0.00 | 6,416.43 | 100.0% |
| Total Public Relations | 202,770.27 | 178,682.46 | 24,087.81 | 13.48% |
| Website Maint / Development | | | | |
| 5710 · Contractor-Media Coordinator | 20,500.00 | 7,000.00 | 13,500.00 | 192.86% |
| 5730 · Interactive Marketing | 5,072.76 | 0.00 | 5,072.76 | 100.0% |
| 5750 · Development/ Maintenance | 35,306.64 | 11,393.46 | 23,913.18 | 209.89% |
| 5790 · Search Engine/Optimization | 0.00 | 886.95 | -886.95 | -100.0% |
| Total Website Maint / Development | 60,879.40 | 19,280.41 | 41,598.99 | 215.76% |
| Leisure/ Group Sales | | | | |
| 5810 · Booth Development & Giveaways | 11,326.90 | 7,847.11 | 3,479.79 | 44.35% |
| 5820 · Consumer & Trade Shows | 18,620.95 | 6,929.93 | 11,691.02 | 168.7% |
| 5840 · State Fair Exhibit | 5,513.25 | 4,542.37 | 970.88 | 21.37% |
| 5870 · Shipping - Travel Shows | 2,260.75 | 1,756.84 | 503.91 | 28.68% |
| 5880 · Travel-Leisure/Grp Sales Staff | 8,558.58 | 10,640.66 | -2,082.08 | -19.57% |
| 5890 · Misc. Sales Activities | 3,931.62 | 1,625.00 | 2,306.62 | 141.95% |
| Total Leisure/ Group Sales | 50,212.05 | 33,341.91 | 16,870.14 | 50.6% |
| Total MEDIA & WEBSITE | 560,124.72 | 453,316.23 | 106,808.49 | 23.56% |
| VISITOR SERVICES/PARTNERSHIPS | | | | |
| Visitor Svs/Fulfillment | | | | |
| 6010 · Visitor Guide & Distribution | 39,261.40 | 63,148.66 | -23,887.26 | -37.83% |
| 6040 · In County Guides | 5,312.68 | 6,903.10 | -1,590.42 | -23.04% |
| 6170 · Signage-Gateway & Visitor Ctr | 7,345.51 | 0.00 | 7,345.51 | 100.0% |
| 6190 · Visitor Center/ Info Support | 6,382.50 | 5,000.00 | 1,382.50 | 27.65% |
| 6210 · Event Partnership Funding | 5,688.99 | 4,502.55 | 1,186.44 | 26.35% |
| 6220 · Event Guide Printing/Dist. | 13,879.34 | 17,258.14 | -3,378.80 | -19.58% |
| 6300 · In County Mixers, Fairs | 746.44 | 50.00 | 696.44 | 1,392.88% |

| | Jul '15 - Jun 16 | Jul '14 - Jun 15 | \$ Change | % Change |
|--|-------------------------|-------------------------|-------------------|-----------------|
| Retail Store | | | | |
| 6412A · Purchases for Resale | 1,589.41 | 2,719.13 | -1,129.72 | -41.55% |
| 6412B · Store Supplies/Expenses | 2,368.19 | 1,151.91 | 1,216.28 | 105.59% |
| 6412C · Contract Labor - Store | 5,590.00 | 2,580.00 | 3,010.00 | 116.67% |
| 6412D · Consignee payments | 1,274.76 | 2,727.20 | -1,452.44 | -53.26% |
| Total Retail Store | 10,822.36 | 9,178.24 | 1,644.12 | 17.91% |
| Total Visitor Svcs/Fulfillment | 89,439.22 | 106,040.69 | -16,601.47 | -15.66% |
| Partnerships | | | | |
| 6510 · North Coast Tourism Council | 749.74 | 0.00 | 749.74 | 100.0% |
| 6520 · Memberships | 10,631.58 | 5,949.00 | 4,682.58 | 78.71% |
| 6530 · Arts Council | 7,200.00 | 0.00 | 7,200.00 | 100.0% |
| 6550 · Conferences & Seminars | 9,651.96 | 4,954.00 | 4,697.96 | 94.83% |
| 6570 · Travel-Partnership Related | 11,370.62 | 15,446.49 | -4,075.87 | -26.39% |
| 6620 · In County Partner Relations | 3,427.29 | 1,494.12 | 1,933.17 | 129.39% |
| 6680 · MWI Grant | 0.00 | 50.00 | -50.00 | -100.0% |
| Total Partnerships | 43,031.19 | 27,893.61 | 15,137.58 | 54.27% |
| Total VISITOR SERVICES/PARTNERSHIPS | 132,470.41 | 133,934.30 | -1,463.89 | -1.09% |
| Admin Expenses | | | | |
| 7010 · Accounting Fees | 2,385.00 | 3,100.00 | -715.00 | -23.07% |
| 7020 · Bookkeeping | 6,076.00 | 3,769.50 | 2,306.50 | 61.19% |
| 7030 · Legal Fees | 3,623.04 | 10,385.20 | -6,762.16 | -65.11% |
| 7050 · Bad Debt | 385.00 | 1,800.00 | -1,415.00 | -78.61% |
| 7060 · Bank Fees | 20.00 | 14.50 | 5.50 | 37.93% |
| 7090 · Copying & Printing | 384.92 | 0.00 | 384.92 | 100.0% |
| 7120 · Insurance | 1,996.00 | 3,238.00 | -1,242.00 | -38.36% |
| 7140 · Licenses & Permits | 196.15 | 63.87 | 132.28 | 207.11% |
| 7150 · Meeting Expenses | 1,592.94 | 310.48 | 1,282.46 | 413.06% |
| 7200 · Office Expense | 14,950.56 | 10,515.94 | 4,434.62 | 42.17% |
| 7210 · Postage & Shipping | 1,039.11 | 2,036.58 | -997.47 | -48.98% |
| 7250 · Rent | 21,600.00 | 21,600.00 | 0.00 | 0.0% |
| 7260 · Repairs & Maintenance | 1,763.56 | 88.00 | 1,675.56 | 1,904.05% |
| 7270 · Taxes - Unsecured | 56.35 | 50.80 | 5.55 | 10.93% |
| 7280 · Travel - VMC Admin | 5,673.46 | 6,383.89 | -710.43 | -11.13% |
| 7310 · Telecommunication | 12,452.69 | 8,775.61 | 3,677.08 | 41.9% |
| 7350 · Utilities | 5,008.03 | 4,169.07 | 838.96 | 20.12% |
| 5250 · Board Development | 8,315.89 | 0.00 | 8,315.89 | 100.0% |
| Total Admin Expenses | 87,518.70 | 76,301.44 | 11,217.26 | 14.7% |
| MCLA Admin Expenses | | | | |
| 8110 · Member Newsletter Printing | 1,180.94 | 0.00 | 1,180.94 | 100.0% |
| 8120 · Member Newsletter Postage | 1,724.82 | 243.60 | 1,481.22 | 608.05% |
| 8130 · Member Mailings | 0.00 | 773.82 | -773.82 | -100.0% |
| 8180 · Travel - MCLA | 364.16 | 867.96 | -503.80 | -58.04% |
| 8190 · mcla.info Expense | 20.00 | 514.77 | -494.77 | -96.12% |
| Total MCLA Admin Expenses | 3,289.92 | 2,400.15 | 889.77 | 37.07% |

| | Jul '15 - Jun 16 | Jul '14 - Jun 15 | \$ Change | % Change |
|----------------------------------|-------------------------|-------------------------|-------------------|-----------------|
| MCPA Admin Expenses | | | | |
| 8310 · Accounting Fees | 0.00 | 730.00 | -730.00 | -100.0% |
| 8320 · Legal Fees | 0.00 | 20.00 | -20.00 | -100.0% |
| 8330 · Insurance | 977.04 | 575.00 | 402.04 | 69.92% |
| 8350 · Travel - MCPA | 330.76 | 1,043.44 | -712.68 | -68.3% |
| Total MCPA Admin Expenses | 1,307.80 | 2,368.44 | -1,060.64 | -44.78% |
| Personnel | | | | |
| 8510 · Salaries & Wages | 202,803.26 | 264,173.23 | -61,369.97 | -23.23% |
| 8520 · Paid Time Off | 23,249.81 | 10,402.86 | 12,846.95 | 123.49% |
| 8530 · Payroll Taxes | 20,819.38 | 23,575.38 | -2,756.00 | -11.69% |
| 8550 · Workers Comp | 2,144.66 | 1,520.34 | 624.32 | 41.06% |
| 8570 · Health Insurance | 17,120.07 | 26,800.47 | -9,680.40 | -36.12% |
| 8580 · Other Employee Benefits | 3,753.74 | 3,070.52 | 683.22 | 22.25% |
| 8590 · Contract Work | 69,624.00 | 3,594.37 | 66,029.63 | 1,837.03% |
| 7415 · Executive Director Search | 16,666.00 | 0.00 | 16,666.00 | 100.0% |
| Total Personnel | 356,180.92 | 333,137.17 | 23,043.75 | 6.92% |
| Total Expense | 1,140,892.47 | 1,001,457.73 | 139,434.74 | 13.92% |
| Net Ordinary Income | 221.26 | 23,115.98 | -22,894.72 | -99.04% |
| Other Income/Expense | | | | |
| Other Expense | | | | |
| 9900 · Prior Period Expense | 2,420.00 | 0.00 | 2,420.00 | 100.0% |
| Total Other Expense | 2,420.00 | 0.00 | 2,420.00 | 100.0% |
| Net Other Income | -2,420.00 | 0.00 | -2,420.00 | -100.0% |
| Net Income | -2,198.74 | 23,115.98 | -25,314.72 | -109.51% |

Mendocino County Tourism Commission, Inc.
Profit & Loss Budget Performance
 June 2016

08/01/2016

Accrual Basis

| | Jun 16 | Budget | % of Budget | Jul '15 - Jun 16 | YTD Budget | % of Budget | Annual Budget |
|-----------------------------------|-----------|-----------|-------------|------------------|--------------|-------------|---------------|
| Ordinary Income/Expense | | | | | | | |
| Income | | | | | | | |
| 4010 · MCLA BID Assessment | 0.00 | 0.00 | 0.0% | 427,600.00 | 320,700.00 | 133.33% | 320,700.00 |
| 4020 · MCPA Matching Funds | 0.00 | 0.00 | 0.0% | 186,875.00 | 168,750.00 | 110.74% | 168,750.00 |
| 4030 · BID & Match from County | 82,706.66 | 81,575.00 | 101.39% | 496,240.00 | 489,450.00 | 101.39% | 489,450.00 |
| 4050 · NCTC Administration | 0.00 | 750.00 | 0.0% | 9,000.00 | 9,000.00 | 100.0% | 9,000.00 |
| 4110 · Visitor Guide Advertising | 0.00 | 250.00 | 0.0% | 0.00 | 3,000.00 | 0.0% | 3,000.00 |
| 4120 · Calendar Ad Income | 0.00 | 250.00 | 0.0% | 2,100.00 | 3,000.00 | 70.0% | 3,000.00 |
| 4250 · Sponsor-Taste of Mendocino | 0.00 | 833.33 | 0.0% | 0.00 | 10,000.00 | 0.0% | 10,000.00 |
| Trade Shows | | | | | | | |
| 4530 · Bay Area Show | 0.00 | | | 150.00 | | | |
| Trade Shows - Other | 0.00 | 1,700.00 | 0.0% | 0.00 | 13,496.00 | 0.0% | 13,496.00 |
| Total Trade Shows | 0.00 | 1,700.00 | 0.0% | 150.00 | 13,496.00 | 1.11% | 13,496.00 |
| Other Income | | | | | | | |
| 4810 · Event Passport Income | 0.00 | | | 3,700.00 | 10,000.00 | 37.0% | 10,000.00 |
| 4830 · Festival/ Event Brochure | 0.00 | | | 1,500.00 | 1,500.00 | 100.0% | 1,500.00 |
| 4940 · Misc. Income | 0.00 | 0.00 | 0.0% | 10,000.00 | 10,000.00 | 100.0% | 10,000.00 |
| 4950 · Interest Income | 2.25 | 2.50 | 90.0% | 47.76 | 30.00 | 159.2% | 30.00 |
| 4850 · Retail Sales | | | | | | | |
| Non-Taxable | 18.00 | | | 252.46 | | | |
| Taxable | 343.08 | | | 3,648.51 | | | |
| 4850 · Retail Sales - Other | 0.00 | 417.00 | 0.0% | 0.00 | 5,004.00 | 0.0% | 5,004.00 |
| Total 4850 · Retail Sales | 361.08 | 417.00 | 86.59% | 3,900.97 | 5,004.00 | 77.96% | 5,004.00 |
| Total Other Income | 363.33 | 419.50 | 86.61% | 19,148.73 | 26,534.00 | 72.17% | 26,534.00 |
| Total Income | 83,069.99 | 85,777.83 | 96.84% | 1,141,113.73 | 1,043,930.00 | 109.31% | 1,043,930.00 |

| Expense | Jun 16 | Budget | % of Budget | Jul '15 - Jun 16 | YTD Budget | % of Budget | Annual Budget |
|--|------------------|------------------|----------------|-------------------|-------------------|----------------|-------------------|
| MEDIA & WEBSITE | | | | | | | |
| Advertising/ Media | | | | | | | |
| 5010 - Media Plan Management | 20,226.75 | 15,833.33 | 127.75% | 210,721.03 | 190,000.00 | 110.91% | 190,000.00 |
| 5150 - Advertising Design | 0.00 | 250.00 | 0.0% | 2,790.09 | 3,000.00 | 93.0% | 3,000.00 |
| 5030 - Co-op Advertising | 0.00 | 833.33 | 0.0% | 13,371.26 | 10,000.00 | 133.71% | 10,000.00 |
| 5170 - Photography | 129.00 | 250.00 | 51.6% | 2,937.01 | 3,000.00 | 97.9% | 3,000.00 |
| 5200 - Direct Mail | 172.00 | 250.00 | 68.8% | 924.49 | 3,000.00 | 30.82% | 3,000.00 |
| 5240 - Research & Development | 7,560.00 | 833.33 | 907.2% | 10,265.13 | 10,000.00 | 102.65% | 10,000.00 |
| 5290 - E-Mail Marketing | 330.00 | | | 5,194.04 | | | |
| 5110 - Video Production | 0.00 | 250.00 | 0.0% | 59.95 | 3,000.00 | 2.0% | 3,000.00 |
| Total Advertising/ Media | 28,417.75 | 18,499.99 | 153.61% | 246,263.00 | 222,000.00 | 110.93% | 222,000.00 |
| Public Relations | | | | | | | |
| 5510 - Public Relations Contract | 4,200.00 | 8,583.33 | 48.93% | 96,171.00 | 103,000.00 | 93.37% | 103,000.00 |
| 5530 - In-Market PR Stunts | 0.00 | 583.33 | 0.0% | 7,509.89 | 7,000.00 | 107.28% | 7,000.00 |
| 5550 - Visiting Media Expenses | 6,205.80 | 1,041.67 | 595.76% | 22,874.47 | 12,500.00 | 183.0% | 12,500.00 |
| 5560 - CTTC Media Events | 0.00 | 208.33 | 0.0% | 0.00 | 2,500.00 | 0.0% | 2,500.00 |
| 5570 - Taste of Mendocino | 0.00 | 0.00 | 0.0% | 5,000.00 | 5,000.00 | 100.0% | 5,000.00 |
| 5610 - Travel -PR Related | 190.50 | 833.33 | 22.86% | 10,798.48 | 10,000.00 | 107.99% | 10,000.00 |
| 5650 - Contractor-Communication Coord | 5,000.00 | 4,000.00 | 125.0% | 54,000.00 | 48,000.00 | 112.5% | 48,000.00 |
| 5660 - Clipping Service | 521.01 | | | 6,416.43 | | | |
| Total Public Relations | 16,117.31 | 15,249.99 | 105.69% | 202,770.27 | 188,000.00 | 107.86% | 188,000.00 |
| Website Maint / Development | | | | | | | |
| 5710 - Contractor-Media Coordinator | 0.00 | 1,000.00 | 0.0% | 20,500.00 | 12,000.00 | 170.83% | 12,000.00 |
| 5730 - Interactive Marketing | 1,838.77 | 500.00 | 367.75% | 5,072.76 | 6,000.00 | 84.55% | 6,000.00 |
| 5750 - Development/ Maintenance | 1,299.68 | 1,500.00 | 86.65% | 35,306.64 | 18,000.00 | 196.15% | 18,000.00 |
| Total Website Maint / Development | 3,138.45 | 3,000.00 | 104.62% | 60,879.40 | 36,000.00 | 169.11% | 36,000.00 |

| | Jun 16 | Budget | % of Budget | Jul '15 - Jun 16 | YTD Budget | % of Budget | Annual Budget |
|---------------------------------------|------------------|------------------|--------------------|-------------------------|-------------------|--------------------|----------------------|
| Leisure/ Group Sales | | | | | | | |
| 5810 · Booth Development & Giveaways | 4,091.38 | 833.33 | 490.97% | 11,326.90 | 10,000.00 | 113.27% | 10,000.00 |
| 5820 · Consumer & Trade Shows | 1,750.00 | 750.00 | 233.33% | 18,620.95 | 9,000.00 | 206.9% | 9,000.00 |
| 5840 · State Fair Exhibit | 0.00 | 500.00 | 0.0% | 5,513.25 | 6,000.00 | 91.89% | 6,000.00 |
| 5870 · Shipping - Travel Shows | 0.00 | 250.00 | 0.0% | 2,260.75 | 3,000.00 | 75.36% | 3,000.00 |
| 5880 · Travel-Leisure/Grp Sales Staff | 26.00 | 916.67 | 2.84% | 8,558.58 | 11,000.00 | 77.81% | 11,000.00 |
| 5890 · Misc. Sales Activities | 57.41 | 250.00 | 22.96% | 3,931.62 | 3,000.00 | 131.05% | 3,000.00 |
| Total Leisure/ Group Sales | 5,924.79 | 3,500.00 | 169.28% | 50,212.05 | 42,000.00 | 119.55% | 42,000.00 |
| Total MEDIA & WEBSITE | 53,598.30 | 40,249.98 | 133.16% | 560,124.72 | 488,000.00 | 114.78% | 488,000.00 |
| VISITOR SERVICES/PARTNERSHIPS | | | | | | | |
| Visitor Svcs/Fulfillment | | | | | | | |
| 6010 · Visitor Guide & Distribution | 125.40 | 3,333.33 | 3.76% | 39,261.40 | 40,000.00 | 98.15% | 40,000.00 |
| 6040 · In County Guides | 28.92 | 250.00 | 11.57% | 5,312.68 | 3,000.00 | 177.09% | 3,000.00 |
| 6170 · Signage-Gateway & Visitor Ctr | 0.00 | 166.67 | 0.0% | 7,345.51 | 2,000.00 | 367.28% | 2,000.00 |
| 6190 · Visitor Center/ Info Support | 0.00 | 416.67 | 0.0% | 6,382.50 | 5,000.00 | 127.65% | 5,000.00 |
| 6210 · Event Partnership Funding | 0.00 | 416.67 | 0.0% | 5,688.99 | 5,000.00 | 113.78% | 5,000.00 |
| 6220 · Event Guide Printing/Dist. | 0.00 | 1,333.33 | 0.0% | 13,879.34 | 16,000.00 | 86.75% | 16,000.00 |
| 6300 · In County Mixers, Fairs | 80.93 | 41.67 | 194.22% | 746.44 | 500.00 | 149.29% | 500.00 |
| Retail Store | | | | | | | |
| 6412A · Purchases for Resale | 15.00 | | | 1,589.41 | | | |
| 6412B · Store Supplies/Expenses | 785.66 | | | 2,368.19 | | | |
| 6412C · Contract Labor - Store | 0.00 | | | 5,590.00 | | | |
| 6412D · Consignee payments | 78.40 | | | 1,274.76 | | | |
| Retail Store - Other | 0.00 | 833.33 | 0.0% | 0.00 | 10,000.00 | 0.0% | 10,000.00 |
| Total Retail Store | 879.06 | 833.33 | 105.49% | 10,822.36 | 10,000.00 | 108.22% | 10,000.00 |
| Total Visitor Svcs/Fulfillment | 1,114.31 | 6,791.67 | 16.41% | 89,439.22 | 81,500.00 | 109.74% | 81,500.00 |

| | Jun 16 | Budget | % of Budget | Jul '15 - Jun 16 | YTD Budget | % of Budget | Annual Budget |
|--|-----------------|-----------------|--------------------|-------------------------|-------------------|--------------------|----------------------|
| Partnerships | | | | | | | |
| 6510 - North Coast Tourism Council | 0.00 | | | 749.74 | | | |
| 6520 - Memberships | 105.00 | 583.33 | 18.0% | 10,631.58 | 7,000.00 | 151.88% | 7,000.00 |
| 6530 - Arts Council | 1,200.00 | 0.00 | 100.0% | 7,200.00 | 0.00 | 100.0% | 0.00 |
| 6550 - Conferences & Seminars | 1,656.03 | 416.67 | 397.44% | 9,651.96 | 5,000.00 | 193.04% | 5,000.00 |
| 6570 - Travel-Partnership Related | 0.00 | 1,083.33 | 0.0% | 11,370.62 | 13,000.00 | 87.47% | 13,000.00 |
| 6620 - In County Partner Relations | 665.13 | 83.33 | 798.19% | 3,427.29 | 1,000.00 | 342.73% | 1,000.00 |
| Total Partnerships | 3,626.16 | 2,166.66 | 167.36% | 43,031.19 | 26,000.00 | 165.51% | 26,000.00 |
| Total VISITOR SERVICES/PARTNERSHIPS | 4,740.47 | 8,958.33 | 52.92% | 132,470.41 | 107,500.00 | 123.23% | 107,500.00 |
| Admin Expenses | | | | | | | |
| 7010 - Accounting Fees | 0.00 | | | 2,385.00 | 4,500.00 | 53.0% | 4,500.00 |
| 7020 - Bookkeeping | 974.75 | 333.33 | 292.43% | 6,076.00 | 4,000.00 | 151.9% | 4,000.00 |
| 7030 - Legal Fees | 50.00 | 833.33 | 6.0% | 3,623.04 | 10,000.00 | 36.23% | 10,000.00 |
| 7050 - Bad Debt | 0.00 | | | 385.00 | | | |
| 7060 - Bank Fees | 0.00 | 4.17 | 0.0% | 20.00 | 50.00 | 40.0% | 50.00 |
| 7090 - Copying & Printing | 0.00 | 83.33 | 0.0% | 384.92 | 1,000.00 | 38.49% | 1,000.00 |
| 7120 - Insurance | 0.00 | 250.00 | 0.0% | 1,996.00 | 3,000.00 | 66.53% | 3,000.00 |
| 7140 - Licenses & Permits | 0.00 | 0.00 | 0.0% | 196.15 | 50.00 | 392.3% | 50.00 |
| 7150 - Meeting Expenses | 335.83 | 41.67 | 805.93% | 1,592.94 | 500.00 | 318.59% | 500.00 |
| 7200 - Office Expense | 848.68 | 678.16 | 125.15% | 14,950.56 | 8,138.00 | 183.71% | 8,138.00 |
| 7210 - Postage & Shipping | 37.44 | 208.33 | 17.97% | 1,039.11 | 2,500.00 | 41.56% | 2,500.00 |
| 7250 - Rent | 1,800.00 | 1,833.33 | 98.18% | 21,600.00 | 22,000.00 | 98.18% | 22,000.00 |
| 7260 - Repairs & Maintenance | 77.48 | 146.00 | 53.07% | 1,763.56 | 1,752.00 | 100.66% | 1,752.00 |
| 7270 - Taxes - Unsecured | 0.00 | | | 56.35 | 60.00 | 93.92% | 60.00 |
| 7280 - Travel - VMC Admin | 348.36 | 500.00 | 69.67% | 5,673.46 | 6,000.00 | 94.56% | 6,000.00 |
| 7310 - Telecommunication | 1,283.86 | 833.33 | 154.06% | 12,452.69 | 10,000.00 | 124.53% | 10,000.00 |
| 7350 - Utilities | 410.78 | 416.67 | 98.59% | 5,008.03 | 5,000.00 | 100.16% | 5,000.00 |
| 5250 - Board Development | 0.00 | 0.00 | 0.0% | 8,315.89 | 10,000.00 | 83.16% | 10,000.00 |
| Total Admin Expenses | 6,167.18 | 6,161.65 | 100.09% | 87,518.70 | 88,550.00 | 98.84% | 88,550.00 |

| | Jun 16 | Budget | % of Budget | Jul '15 - Jun 16 | YTD Budget | % of Budget | Annual Budget |
|-----------------------------------|-------------------|------------------|--------------------|-------------------------|---------------------|--------------------|----------------------|
| MCLA Admin Expenses | | | | | | | |
| 8110 - Member Newsletter Printing | 0.00 | 83.33 | 0.0% | 1,180.94 | 1,000.00 | 118.09% | 1,000.00 |
| 8120 - Member Newsletter Postage | 0.00 | 83.33 | 0.0% | 1,724.82 | 1,000.00 | 172.48% | 1,000.00 |
| 8130 - Member Mailings | 0.00 | 83.33 | 0.0% | 0.00 | 1,000.00 | 0.0% | 1,000.00 |
| 8150 - Annual Meeting | 0.00 | 83.33 | 0.0% | 0.00 | 1,000.00 | 0.0% | 1,000.00 |
| 8180 - Travel - MCLA | 0.00 | 83.33 | 0.0% | 364.16 | 1,000.00 | 36.42% | 1,000.00 |
| 8190 - mcla.info Expense | 0.00 | | | 20.00 | | | |
| Total MCLA Admin Expenses | 0.00 | 416.65 | 0.0% | 3,289.92 | 5,000.00 | 65.8% | 5,000.00 |
| MCPA Admin Expenses | | | | | | | |
| 8310 - Accounting Fees | 0.00 | | | 0.00 | 2,000.00 | 0.0% | 2,000.00 |
| 8330 - Insurance | 0.00 | 83.33 | 0.0% | 977.04 | 1,000.00 | 97.7% | 1,000.00 |
| 8350 - Travel - MCPA | 109.99 | 62.50 | 175.98% | 330.76 | 750.00 | 44.1% | 750.00 |
| Total MCPA Admin Expenses | 109.99 | 145.83 | 75.42% | 1,307.80 | 3,750.00 | 34.88% | 3,750.00 |
| Personnel | | | | | | | |
| 8510 - Salaries & Wages | 23,381.74 | 23,208.33 | 100.75% | 202,803.26 | 278,500.00 | 72.82% | 278,500.00 |
| 8520 - Paid Time Off | 4,689.93 | | | 23,249.81 | | | |
| 8530 - Payroll Taxes | 1,412.79 | 2,208.33 | 63.98% | 20,819.38 | 26,500.00 | 78.56% | 26,500.00 |
| 8550 - Workers Comp | 0.00 | 291.67 | 0.0% | 2,144.66 | 3,500.00 | 61.28% | 3,500.00 |
| 8570 - Health Insurance | 1,920.00 | 2,500.00 | 76.8% | 17,120.07 | 30,000.00 | 57.07% | 30,000.00 |
| 8580 - Other Employee Benefits | 0.00 | 333.33 | 0.0% | 3,753.74 | 4,000.00 | 93.84% | 4,000.00 |
| 8590 - Contract Work | 4,620.00 | 500.00 | 924.0% | 69,624.00 | 6,000.00 | 1,160.4% | 6,000.00 |
| 7415 - Executive Director Search | 0.00 | 0.00 | 0.0% | 16,666.00 | 0.00 | 100.0% | 0.00 |
| Total Personnel | 36,024.46 | 29,041.66 | 124.04% | 356,180.92 | 348,500.00 | 102.2% | 348,500.00 |
| Total Expense | 100,640.40 | 84,974.10 | 118.44% | 1,140,892.47 | 1,041,300.00 | 109.56% | 1,041,300.00 |
| Net Ordinary Income | -17,570.41 | 803.73 | -2,186.11% | 221.26 | 2,630.00 | 8.41% | 2,630.00 |
| Other Income/Expense | | | | | | | |
| Other Expense | | | | | | | |
| 9900 - Prior Period Expense | 0.00 | | | 2,420.00 | | | |
| Total Other Expense | 0.00 | | | 2,420.00 | | | |
| Net Other Income | 0.00 | | | -2,420.00 | | | |
| Net Income | -17,570.41 | 803.73 | -2,186.11% | -2,198.74 | 2,630.00 | -83.6% | 2,630.00 |

Mendocino County Tourism Commission, Inc.
Profit & Loss Budget Performance
 June 2016

08/01/2016

Accrual Basis

| | Jul '15 - Jun 16 | YTD Budget | % of Budget | Annual Budget |
|-----------------------------------|-------------------------|---------------------|--------------------|----------------------|
| Ordinary Income/Expense | | | | |
| Income | | | | |
| 4010 · MCLA BID Assessment | 427,600.00 | 320,700.00 | 133.33% | 320,700.00 |
| 4020 · MCPA Matching Funds | 186,875.00 | 168,750.00 | 110.74% | 168,750.00 |
| 4030 · BID & Match from County | 496,240.00 | 489,450.00 | 101.39% | 489,450.00 |
| 4050 · NCTC Administration | 9,000.00 | 9,000.00 | 100.0% | 9,000.00 |
| 4110 · Visitor Guide Advertising | 0.00 | 3,000.00 | 0.0% | 3,000.00 |
| 4120 · Calendar Ad Income | 2,100.00 | 3,000.00 | 70.0% | 3,000.00 |
| 4250 · Sponsor-Taste of Mendocino | 0.00 | 10,000.00 | 0.0% | 10,000.00 |
| Trade Shows | 150.00 | 13,496.00 | 1.11% | 13,496.00 |
| Other Income | 19,148.73 | 26,534.00 | 72.17% | 26,534.00 |
| Total Income | 1,141,113.73 | 1,043,930.00 | 109.31% | 1,043,930.00 |
| Expense | | | | |
| MEDIA & WEBSITE | 560,124.72 | 488,000.00 | 114.78% | 488,000.00 |
| VISITOR SERVICES/PARTNERSHIPS | 132,470.41 | 107,500.00 | 123.23% | 107,500.00 |
| Admin Expenses | 87,518.70 | 88,550.00 | 98.84% | 88,550.00 |
| MCLA Admin Expenses | 3,289.92 | 5,000.00 | 65.8% | 5,000.00 |
| MCPA Admin Expenses | 1,307.80 | 3,750.00 | 34.88% | 3,750.00 |
| Personnel | 356,180.92 | 348,500.00 | 102.2% | 348,500.00 |
| Total Expense | 1,140,892.47 | 1,041,300.00 | 109.56% | 1,041,300.00 |
| Net Ordinary Income | 221.26 | 2,630.00 | 8.41% | 2,630.00 |
| Other Income/Expense | | | | |
| Other Expense | | | | |
| 9900 · Prior Period Expense | 2,420.00 | | | |
| Total Other Expense | 2,420.00 | | | |
| Net Other Income | -2,420.00 | | | |
| Net Income | -2,198.74 | 2,630.00 | -83.6% | 2,630.00 |