

**Mendocino County Tourism Commission, Inc.**  
**Profit & Loss Budget Performance - SUMMARY**

July 2017

09/01/2017  
 Accrual Basis

	Jul 17	Budget	\$ Over Budget	% of Budget	Jul 17	YTD Budget	\$ Over Budget	% of Budget	Annual Budget
<b>Ordinary Income/Expense</b>									
<b>Income</b>									
<b>4030 - County BID</b>	73,876.59	73,876.59	0.00	100.0%	73,876.59	73,876.59	0.00	100.0%	886,519.00
<b>4031 - County BID adjustments</b>	20,873.25	0.00	20,873.25	100.0%	20,873.25	0.00	20,873.25	100.0%	0.00
<b>4035 - County 50% Match</b>	36,294.00	36,294.00	0.00	100.0%	36,294.00	36,294.00	0.00	100.0%	435,530.00
<b>Other Income</b>	7.57	2.50	5.07	302.8%	7.57	2.50	5.07	302.8%	26,600.00
<b>Total Income</b>	131,051.41	110,173.09	20,878.32	118.95%	131,051.41	110,173.09	20,878.32	118.95%	1,348,649.00
<b>Gross Profit</b>	131,051.41	110,173.09	20,878.32	118.95%	131,051.41	110,173.09	20,878.32	118.95%	1,348,649.00
<b>Expense</b>									
<b>MEDIA &amp; WEBSITE</b>	30,749.67	66,493.66	(35,743.99)	46.25%	30,749.67	66,493.66	(35,743.99)	46.25%	836,149.00
<b>VISITOR SVS / PARTNERSHIPS</b>	18,550.48	18,373.33	177.15	100.96%	18,550.48	18,373.33	177.15	100.96%	123,500.00
<b>ADMIN EXPENSES</b>	10,214.55	11,080.67	(866.12)	92.18%	10,214.55	11,080.67	(866.12)	92.18%	111,200.00
<b>Personnel</b>	23,822.46	26,201.00	(2,378.54)	90.92%	23,822.46	26,201.00	(2,378.54)	90.92%	277,800.00
<b>Total Expense</b>	83,337.16	122,148.66	(38,811.50)	68.23%	83,337.16	122,148.66	(38,811.50)	68.23%	1,348,649.00
<b>Net Ordinary Income</b>	47,714.25	(11,975.57)	59,689.82	(398.43%)	47,714.25	(11,975.57)	59,689.82	(398.43%)	0.00
<b>Net Income</b>	47,714.25	(11,975.57)	59,689.82	(398.43%)	47,714.25	(11,975.57)	59,689.82	(398.43%)	0.00

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 July 2017

09/01/2017  
 Accrual Basis

	Jul 17	Budget	\$ Over Budget	% of Budget	Jul 17	YTD Budget	\$ Over Budget	% of Budget	Annual Budget
<b>Ordinary Income/Expense</b>									
<b>Income</b>									
4030 · County BID	73,876.59	73,876.59	0.00	100.0%	73,876.59	73,876.59	0.00	100.0%	886,519.00
4031 · County BID adjustments	20,873.25	0.00	20,873.25	100.0%	20,873.25	0.00	20,873.25	100.0%	0.00
4035 · County 50% Match	36,294.00	36,294.00	0.00	100.0%	36,294.00	36,294.00	0.00	100.0%	435,530.00
<b>Other Income</b>									
4251 · Cooperative Advertising	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.0%	12,000.00
4940 · Misc. Income	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.0%	14,500.00
4950 · Interest Income	7.57	2.50	5.07	302.8%	7.57	2.50	5.07	302.8%	100.00
<b>Total Other Income</b>	<b>7.57</b>	<b>2.50</b>	<b>5.07</b>	<b>302.8%</b>	<b>7.57</b>	<b>2.50</b>	<b>5.07</b>	<b>302.8%</b>	<b>26,600.00</b>
<b>Total Income</b>	<b>131,051.41</b>	<b>110,173.09</b>	<b>20,878.32</b>	<b>118.95%</b>	<b>131,051.41</b>	<b>110,173.09</b>	<b>20,878.32</b>	<b>118.95%</b>	<b>1,348,649.00</b>
<b>Gross Profit</b>	<b>131,051.41</b>	<b>110,173.09</b>	<b>20,878.32</b>	<b>118.95%</b>	<b>131,051.41</b>	<b>110,173.09</b>	<b>20,878.32</b>	<b>118.95%</b>	<b>1,348,649.00</b>
<b>Expense</b>									
<b>MEDIA &amp; WEBSITE</b>									
<b>Advertising / Media</b>									
5130 · Print & Online Advertising	2,080.78	27,544.00	(25,463.22)	7.55%	2,080.78	27,544.00	(25,463.22)	7.55%	325,000.00
5150 · Ad Development/Design	0.00	666.67	(666.67)	0.0%	0.00	666.67	(666.67)	0.0%	8,000.00
5170 · Photography	0.00	666.67	(666.67)	0.0%	0.00	666.67	(666.67)	0.0%	8,000.00
5240 · Research & Development	0.00	1,666.67	(1,666.67)	0.0%	0.00	1,666.67	(1,666.67)	0.0%	20,000.00
5110 · Video Development	0.00	833.33	(833.33)	0.0%	0.00	833.33	(833.33)	0.0%	11,649.00
5015 · Marketing Contingency	0.00	833.33	(833.33)	0.0%	0.00	833.33	(833.33)	0.0%	10,000.00
<b>Total Advertising / Media</b>	<b>2,080.78</b>	<b>32,210.67</b>	<b>(30,129.89)</b>	<b>6.46%</b>	<b>2,080.78</b>	<b>32,210.67</b>	<b>(30,129.89)</b>	<b>6.46%</b>	<b>382,649.00</b>
<b>Marketing / Public Relations</b>									
5510 · Public Relations Contract	6,666.66	8,208.33	(1,541.67)	81.22%	6,666.66	8,208.33	(1,541.67)	81.22%	98,500.00
5520 · Marketing Agency Contract	8,333.00	8,333.00	0.00	100.0%	8,333.00	8,333.00	0.00	100.0%	100,000.00
5650 · Marketing & Comm. Coordinat	5,500.00	5,500.00	0.00	100.0%	5,500.00	5,500.00	0.00	100.0%	66,000.00
5530 · In-Market PR Stunts	0.00	208.33	(208.33)	0.0%	0.00	208.33	(208.33)	0.0%	2,500.00
5660 · Clipping Service	605.82	541.67	64.15	111.84%	605.82	541.67	64.15	111.84%	6,500.00
5560 · Media Events	0.00	291.67	(291.67)	0.0%	0.00	291.67	(291.67)	0.0%	3,500.00
5610 · Travel -PR Related	0.00	833.33	(833.33)	0.0%	0.00	833.33	(833.33)	0.0%	10,000.00
5550 · Visiting Media FAM Expenses	102.83	1,100.00	(997.17)	9.35%	102.83	1,100.00	(997.17)	9.35%	12,000.00
<b>Total Marketing / Public Relations</b>	<b>21,208.31</b>	<b>25,016.33</b>	<b>(3,808.02)</b>	<b>84.78%</b>	<b>21,208.31</b>	<b>25,016.33</b>	<b>(3,808.02)</b>	<b>84.78%</b>	<b>299,000.00</b>

**Mendocino County Tourism Commission, Inc.**  
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 July 2017

09/01/2017  
 Accrual Basis

	Jul 17	Budget	\$ Over Budget	% of Budget	Jul 17	YTD Budget	\$ Over Budget	% of Budget	Annual Budget
<b>Website Maint / Development</b>									
5710 · Interactive Media Coordinato	2,500.00	2,500.00	0.00	100.0%	2,500.00	2,500.00	0.00	100.0%	30,000.00
5730 · Interactive Marketing	0.00	1,000.00	(1,000.00)	0.0%	0.00	1,000.00	(1,000.00)	0.0%	12,000.00
5750 · Development/ Maintenance	600.00	1,416.67	(816.67)	42.35%	600.00	1,416.67	(816.67)	42.35%	17,000.00
<b>Total Website Maint / Development</b>	<b>3,100.00</b>	<b>4,916.67</b>	<b>(1,816.67)</b>	<b>63.05%</b>	<b>3,100.00</b>	<b>4,916.67</b>	<b>(1,816.67)</b>	<b>63.05%</b>	<b>59,000.00</b>
<b>Leisure / Group Sales</b>									
5805 · Sales Manager Contract	4,166.66	4,166.66	0.00	100.0%	4,166.66	4,166.66	0.00	100.0%	50,000.00
5810 · Promotion Items, Booth Deve	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.0%	3,000.00
5820 · Consumer & Trade Shows	119.02	0.00	119.02	100.0%	119.02	0.00	119.02	100.0%	13,000.00
5840 · State Fair Exhibit	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.0%	5,000.00
5870 · Shipping - Travel Shows	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.0%	2,500.00
5885 · Travel - Group FAMs	74.90	100.00	(25.10)	74.9%	74.90	100.00	(25.10)	74.9%	10,000.00
5880 · Travel - Leisure/Group Sales	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.0%	11,000.00
5890 · Misc. Sales Opportunities	0.00	83.33	(83.33)	0.0%	0.00	83.33	(83.33)	0.0%	1,500.00
<b>Total Leisure / Group Sales</b>	<b>4,360.58</b>	<b>4,349.99</b>	<b>10.59</b>	<b>100.24%</b>	<b>4,360.58</b>	<b>4,349.99</b>	<b>10.59</b>	<b>100.24%</b>	<b>96,000.00</b>
<b>Total MEDIA &amp; WEBSITE</b>	<b>30,749.67</b>	<b>66,493.66</b>	<b>(35,743.99)</b>	<b>46.25%</b>	<b>30,749.67</b>	<b>66,493.66</b>	<b>(35,743.99)</b>	<b>46.25%</b>	<b>836,649.00</b>
<b>VISITOR SVS / PARTNERSHIPS</b>									
<b>Visitor Services</b>									
6220 · Event & Festival Guides	240.35	0.00	240.35	100.0%	240.35	0.00	240.35	100.0%	50,000.00
6530 · Incentives & Sponsorships	1,762.50	3,583.33	(1,820.83)	49.19%	1,762.50	3,583.33	(1,820.83)	49.19%	43,000.00
6170 · Signage - Gateway, Kiosks	150.00	0.00	150.00	100.0%	150.00	0.00	150.00	100.0%	2,000.00
<b>Total Visitor Services</b>	<b>2,152.85</b>	<b>3,583.33</b>	<b>(1,430.48)</b>	<b>60.08%</b>	<b>2,152.85</b>	<b>3,583.33</b>	<b>(1,430.48)</b>	<b>60.08%</b>	<b>95,000.00</b>
<b>Partnerships</b>									
6550 · Conferences & Seminars	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.0%	6,000.00
6620 · In-County Relations	388.95	390.00	(1.05)	99.73%	388.95	390.00	(1.05)	99.73%	4,680.00
6520 · Memberships	6,008.68	4,400.00	1,608.68	136.56%	6,008.68	4,400.00	1,608.68	136.56%	7,320.00
6510 · North Coast Tourism Council	10,000.00	10,000.00	0.00	100.0%	10,000.00	10,000.00	0.00	100.0%	10,000.00
<b>Total Partnerships</b>	<b>16,397.63</b>	<b>14,790.00</b>	<b>1,607.63</b>	<b>110.87%</b>	<b>16,397.63</b>	<b>14,790.00</b>	<b>1,607.63</b>	<b>110.87%</b>	<b>28,000.00</b>
<b>Total VISITOR SVS / PARTNERSHIPS</b>	<b>18,550.48</b>	<b>18,373.33</b>	<b>177.15</b>	<b>100.96%</b>	<b>18,550.48</b>	<b>18,373.33</b>	<b>177.15</b>	<b>100.96%</b>	<b>123,000.00</b>

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

09/01/2017  
 Accrual Basis

	Jul 17	Budget	\$ Over Budget	% of Budget	Jul 17	YTD Budget	\$ Over Budget	% of Budget	Annual Budget
<b>ADMIN EXPENSES</b>									
<b>Occupancy Costs</b>									
7250 · Rent	1,950.00	1,950.00	0.00	100.0%	1,950.00	1,950.00	0.00	100.0%	23,400.00
7120 · Insurance	2,106.92	2,107.00	(0.08)	100.0%	2,106.92	2,107.00	(0.08)	100.0%	2,717.00
7260 · Repairs & Maintenance	131.00	125.00	6.00	104.8%	131.00	125.00	6.00	104.8%	1,500.00
7270 · Taxes	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.0%	73.00
7310 · Telecommunication	460.84	500.00	(39.16)	92.17%	460.84	500.00	(39.16)	92.17%	6,000.00
7350 · Utilities	627.92	666.67	(38.75)	94.19%	627.92	666.67	(38.75)	94.19%	8,000.00
<b>Total Occupancy Costs</b>	<b>5,276.68</b>	<b>5,348.67</b>	<b>(71.99)</b>	<b>98.65%</b>	<b>5,276.68</b>	<b>5,348.67</b>	<b>(71.99)</b>	<b>98.65%</b>	<b>41,690.00</b>
<b>General Admin</b>									
7010 · Accounting	560.00	900.00	(340.00)	62.22%	560.00	900.00	(340.00)	62.22%	17,000.00
7060 · Bank Fees	133.95	49.00	84.95	273.37%	133.95	49.00	84.95	273.37%	500.00
5250 · Board Development	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.0%	3,500.00
7090 · Copying & Printing	138.14	100.00	38.14	138.14%	138.14	100.00	38.14	138.14%	1,200.00
7030 · Legal Fees	820.00	208.33	611.67	393.61%	820.00	208.33	611.67	393.61%	2,500.00
7140 · Licenses & Permits	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.0%	63.00
7150 · Meeting Expenses	108.94	125.00	(16.06)	87.15%	108.94	125.00	(16.06)	87.15%	1,500.00
7200 · Office Expense	1,568.64	1,908.00	(339.36)	82.21%	1,568.64	1,908.00	(339.36)	82.21%	13,947.00
7210 · Postage & Shipping	713.47	1,250.00	(536.53)	57.08%	713.47	1,250.00	(536.53)	57.08%	15,000.00
7280 · Travel Expenses	894.73	1,191.67	(296.94)	75.08%	894.73	1,191.67	(296.94)	75.08%	14,300.00
<b>Total General Admin</b>	<b>4,937.87</b>	<b>5,732.00</b>	<b>(794.13)</b>	<b>86.15%</b>	<b>4,937.87</b>	<b>5,732.00</b>	<b>(794.13)</b>	<b>86.15%</b>	<b>69,510.00</b>
<b>Total ADMIN EXPENSES</b>	<b>10,214.55</b>	<b>11,080.67</b>	<b>(866.12)</b>	<b>92.18%</b>	<b>10,214.55</b>	<b>11,080.67</b>	<b>(866.12)</b>	<b>92.18%</b>	<b>111,200.00</b>
<b>Personnel</b>									
8510 · Salaries & Wages	16,864.34	18,750.00	(1,885.66)	89.94%	16,864.34	18,750.00	(1,885.66)	89.94%	225,000.00
8530 · Payroll Taxes	1,290.12	1,783.00	(492.88)	72.36%	1,290.12	1,783.00	(492.88)	72.36%	21,400.00
8550 · Workers Comp	3,518.00	3,518.00	0.00	100.0%	3,518.00	3,518.00	0.00	100.0%	3,518.00
8570 · Health Insurance	1,600.00	1,600.00	0.00	100.0%	1,600.00	1,600.00	0.00	100.0%	20,304.00
8580 · Other Employee Benefits	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.0%	3,078.00
8590 · Contract Work	550.00	550.00	0.00	100.0%	550.00	550.00	0.00	100.0%	3,000.00
7415 · Employee Recruitment	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.0%	1,500.00
<b>Total Personnel</b>	<b>23,822.46</b>	<b>26,201.00</b>	<b>(2,378.54)</b>	<b>90.92%</b>	<b>23,822.46</b>	<b>26,201.00</b>	<b>(2,378.54)</b>	<b>90.92%</b>	<b>277,800.00</b>
<b>Total Expense</b>	<b>83,337.16</b>	<b>122,148.66</b>	<b>(38,811.50)</b>	<b>68.23%</b>	<b>83,337.16</b>	<b>122,148.66</b>	<b>(38,811.50)</b>	<b>68.23%</b>	<b>1,348,649.00</b>
<b>Net Ordinary Income</b>	<b>47,714.25</b>	<b>(11,975.57)</b>	<b>59,689.82</b>	<b>(398.43%)</b>	<b>47,714.25</b>	<b>(11,975.57)</b>	<b>59,689.82</b>	<b>(398.43%)</b>	<b>0.00</b>
<b>Net Income</b>	<b>47,714.25</b>	<b>(11,975.57)</b>	<b>59,689.82</b>	<b>(398.43%)</b>	<b>47,714.25</b>	<b>(11,975.57)</b>	<b>59,689.82</b>	<b>(398.43%)</b>	<b>0.00</b>

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

09/01/2017  
Accrual Basis

	Jul 31, 17	Jul 31, 16	\$ Change	% Change
<b>ASSETS</b>				
<b>Current Assets</b>				
<b>Checking/Savings</b>				
1015 · MLCU Checking	265,026.52	169,933.18	95,093.34	55.96%
1020 · MLCU Savings	130,465.42	100,042.81	30,422.61	30.41%
1025 · MLCU Savings #2	0.00	9.86	(9.86)	(100.0%)
1030 · Cash drawer	100.00	100.00	0.00	0.0%
<b>Total Checking/Savings</b>	<b>395,591.94</b>	<b>270,085.85</b>	<b>125,506.09</b>	<b>46.47%</b>
<b>Accounts Receivable</b>				
1100 · Accounts Receivable	326,775.55	334,482.61	(7,707.06)	(2.3%)
<b>Total Accounts Receivable</b>	<b>326,775.55</b>	<b>334,482.61</b>	<b>(7,707.06)</b>	<b>(2.3%)</b>
<b>Other Current Assets</b>				
1230 · Prepaid Expenses	8,670.00	7,240.00	1,430.00	19.75%
1250 · Refundable Deposits	2,350.00	2,350.00	0.00	0.0%
<b>Total Other Current Assets</b>	<b>11,020.00</b>	<b>9,590.00</b>	<b>1,430.00</b>	<b>14.91%</b>
<b>Total Current Assets</b>	<b>733,387.49</b>	<b>614,158.46</b>	<b>119,229.03</b>	<b>19.41%</b>
<b>Fixed Assets</b>				
1510 · Furniture and Equipment	46,385.00	46,385.00	0.00	0.0%
1600 · Accumulated Depreciation	(46,385.00)	(46,385.00)	0.00	0.0%
<b>Total Fixed Assets</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.0%</b>
<b>Other Assets</b>				
1700 · Website Development	70,000.00	70,000.00	0.00	0.0%
1750 · Accumulated Amortization	(70,000.00)	(70,000.00)	0.00	0.0%
<b>Total Other Assets</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.0%</b>
<b>TOTAL ASSETS</b>	<b>733,387.49</b>	<b>614,158.46</b>	<b>119,229.03</b>	<b>19.41%</b>
<b>LIABILITIES &amp; EQUITY</b>				
<b>Liabilities</b>				
<b>Current Liabilities</b>				
<b>Accounts Payable</b>				
2000 · Accounts Payable	22,881.85	31,831.71	(8,949.86)	(28.12%)
<b>Total Accounts Payable</b>	<b>22,881.85</b>	<b>31,831.71</b>	<b>(8,949.86)</b>	<b>(28.12%)</b>
<b>Other Current Liabilities</b>				
<b>Payroll Liabilities</b>				
2210 · Federal Payroll Tax Payable	0.00	5,599.92	(5,599.92)	(100.0%)
2220 · State Payroll Tax Payable	0.00	1,012.13	(1,012.13)	(100.0%)
2230 · SUI & ETT Payable	0.00	219.58	(219.58)	(100.0%)
2240 · FUTA Payable	0.00	49.76	(49.76)	(100.0%)
2270 · Accrued Payroll	8,650.17	7,652.99	997.18	13.03%
2275 · Accrued PTO	440.48	4,123.17	(3,682.69)	(89.32%)
<b>Total Payroll Liabilities</b>	<b>9,090.65</b>	<b>18,657.55</b>	<b>(9,566.90)</b>	<b>(51.28%)</b>
2800 · Sales Tx Payable	0.00	14.16	(14.16)	(100.0%)

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

09/01/2017  
Accrual Basis

	<b>Jul 31, 17</b>	<b>Jul 31, 16</b>	<b>\$ Change</b>	<b>% Change</b>
<b>Total Other Current Liabilities</b>	9,090.65	18,671.71	(9,581.06)	(51.31%)
<b>Total Current Liabilities</b>	31,972.50	50,503.42	(18,530.92)	(36.69%)
<b>Total Liabilities</b>	31,972.50	50,503.42	(18,530.92)	(36.69%)
<b>Equity</b>				
<b>3100 - Contingency-Unrestricted</b>	130,344.00	130,344.00	0.00	0.0%
<b>3900 - Unrestricted Net Assets (RE)</b>	523,356.74	443,565.59	79,791.15	17.99%
<b>Net Income</b>	47,714.25	(10,254.55)	57,968.80	565.3%
<b>Total Equity</b>	701,414.99	563,655.04	137,759.95	24.44%
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>733,387.49</b>	<b>614,158.46</b>	<b>119,229.03</b>	<b>19.41%</b>

**Mendocino County Tourism Commission, Inc.**  
**Profit & Loss Prev Year Comparison**  
 July 2017

09/01/2017  
 Accrual Basis

	Jul 17	Jul 16	\$ Change	% Change
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
4030 · County BID	73,876.59	66,666.67	7,209.92	10.82%
4031 · County BID adjustments	20,873.25	0.00	20,873.25	100.0%
4035 · County 50% Match	36,294.00	33,333.33	2,960.67	8.88%
<b>Other Income</b>				
4950 · Interest Income	7.57	1.68	5.89	350.6%
4850 · Retail Sales	0.00	176.49	(176.49)	(100.0%)
<b>Total Other Income</b>	7.57	178.17	(170.60)	(95.75%)
<b>Total Income</b>	131,051.41	100,178.17	30,873.24	30.82%
<b>Gross Profit</b>	131,051.41	100,178.17	30,873.24	30.82%
<b>Expense</b>				
<b>MEDIA &amp; WEBSITE</b>				
<b>Advertising / Media</b>				
5130 · Print & Online Advertising	2,080.78	24,470.00	(22,389.22)	(91.5%)
5165 · AdverGame Development	0.00	4,800.00	(4,800.00)	(100.0%)
5110 · Video Development	0.00	171.72	(171.72)	(100.0%)
<b>Total Advertising / Media</b>	2,080.78	29,441.72	(27,360.94)	(92.93%)
<b>Marketing / Public Relations</b>				
5510 · Public Relations Contract	6,666.66	11,111.02	(4,444.36)	(40.0%)
5520 · Marketing Agency Contract	8,333.00	0.00	8,333.00	100.0%
5650 · Marketing & Comm. Coordinator	5,500.00	5,000.00	500.00	10.0%
5660 · Clipping Service	605.82	0.00	605.82	100.0%
5550 · Visiting Media FAM Expenses	102.83	305.67	(202.84)	(66.36%)
<b>Total Marketing / Public Relations</b>	21,208.31	16,416.69	4,791.62	29.19%
<b>Website Maint / Development</b>				
5710 · Interactive Media Coordinator	2,500.00	3,000.00	(500.00)	(16.67%)
5730 · Interactive Marketing	0.00	26.00	(26.00)	(100.0%)
5750 · Development/ Maintenance	600.00	600.00	0.00	0.0%
<b>Total Website Maint / Development</b>	3,100.00	3,626.00	(526.00)	(14.51%)
<b>Leisure / Group Sales</b>				
5805 · Sales Manager Contract	4,166.66	0.00	4,166.66	100.0%
5810 · Promotion Items, Booth Develop	0.00	250.00	(250.00)	(100.0%)
5820 · Consumer & Trade Shows	119.02	888.42	(769.40)	(86.6%)
5840 · State Fair Exhibit	0.00	1,417.55	(1,417.55)	(100.0%)
5870 · Shipping - Travel Shows	0.00	303.57	(303.57)	(100.0%)
5885 · Travel - Group FAMs	74.90	0.00	74.90	100.0%
5880 · Travel - Leisure/Group Sales	0.00	53.93	(53.93)	(100.0%)
5890 · Misc. Sales Opportunities	0.00	76.12	(76.12)	(100.0%)
<b>Total Leisure / Group Sales</b>	4,360.58	2,989.59	1,370.99	45.86%
<b>Total MEDIA &amp; WEBSITE</b>	30,749.67	52,474.00	(21,724.33)	(41.4%)

**Mendocino County Tourism Commission, Inc.**  
**Profit & Loss Prev Year Comparison**  
 July 2017

09/01/2017  
 Accrual Basis

	Jul 17	Jul 16	\$ Change	% Change
<b>VISITOR SVS / PARTNERSHIPS</b>				
<b>Visitor Services</b>				
6220 · Event & Festival Guides	240.35	0.00	240.35	100.0%
6530 · Incentives & Sponsorships	1,762.50	1,200.00	562.50	46.88%
6170 · Signage - Gateway, Kiosks	150.00	0.00	150.00	100.0%
6190 · Visitor Center/ Info Support	0.00	145.00	(145.00)	(100.0%)
Retail Store	0.00	312.35	(312.35)	(100.0%)
<b>Total Visitor Services</b>	<b>2,152.85</b>	<b>1,657.35</b>	<b>495.50</b>	<b>29.9%</b>
<b>Partnerships</b>				
6620 · In-County Relations	388.95	139.98	248.97	177.86%
6520 · Memberships	6,008.68	2,505.48	3,503.20	139.82%
6510 · North Coast Tourism Council	10,000.00	0.00	10,000.00	100.0%
<b>Total Partnerships</b>	<b>16,397.63</b>	<b>2,645.46</b>	<b>13,752.17</b>	<b>519.84%</b>
<b>Total VISITOR SVS / PARTNERSHIPS</b>	<b>18,550.48</b>	<b>4,302.81</b>	<b>14,247.67</b>	<b>331.13%</b>
<b>ADMIN EXPENSES</b>				
<b>Occupancy Costs</b>				
7250 · Rent	1,950.00	1,800.00	150.00	8.33%
7120 · Insurance	2,106.92	1,020.00	1,086.92	106.56%
7260 · Repairs & Maintenance	131.00	131.00	0.00	0.0%
7310 · Telecommunication	460.84	980.55	(519.71)	(53.0%)
7350 · Utilities	627.92	706.20	(78.28)	(11.09%)
<b>Total Occupancy Costs</b>	<b>5,276.68</b>	<b>4,637.75</b>	<b>638.93</b>	<b>13.78%</b>
<b>General Admin</b>				
7010 · Accounting	560.00	976.50	(416.50)	(42.65%)
7060 · Bank Fees	133.95	97.00	36.95	38.09%
7090 · Copying & Printing	138.14	0.00	138.14	100.0%
7030 · Legal Fees	820.00	190.00	630.00	331.58%
7150 · Meeting Expenses	108.94	3.61	105.33	2,917.73%
7200 · Office Expense	1,568.64	1,332.37	236.27	17.73%
7210 · Postage & Shipping	713.47	135.02	578.45	428.42%
7280 · Travel Expenses	894.73	440.75	453.98	103.0%
<b>Total General Admin</b>	<b>4,937.87</b>	<b>3,175.25</b>	<b>1,762.62</b>	<b>55.51%</b>
<b>Total ADMIN EXPENSES</b>	<b>10,214.55</b>	<b>7,813.00</b>	<b>2,401.55</b>	<b>30.74%</b>

**Mendocino County Tourism Commission, Inc.**  
**Profit & Loss Prev Year Comparison**  
 July 2017

09/01/2017  
 Accrual Basis

	<b>Jul 17</b>	<b>Jul 16</b>	<b>\$ Change</b>	<b>% Change</b>
<b>Personnel</b>				
8510 · Salaries & Wages	16,864.34	19,644.66	(2,780.32)	(14.15%)
8520 · Paid Time Off	0.00	230.76	(230.76)	(100.0%)
8530 · Payroll Taxes	1,290.12	1,761.29	(471.17)	(26.75%)
8550 · Workers Comp	3,518.00	2,467.00	1,051.00	42.6%
8570 · Health Insurance	1,600.00	1,472.00	128.00	8.7%
8590 · Contract Work	550.00	819.00	(269.00)	(32.85%)
7415 · Employee Recruitment	0.00	19,448.20	(19,448.20)	(100.0%)
<b>Total Personnel</b>	<b>23,822.46</b>	<b>45,842.91</b>	<b>(22,020.45)</b>	<b>(48.04%)</b>
<b>Total Expense</b>	<b>83,337.16</b>	<b>110,432.72</b>	<b>(27,095.56)</b>	<b>(24.54%)</b>
<b>Net Ordinary Income</b>	<b>47,714.25</b>	<b>(10,254.55)</b>	<b>57,968.80</b>	<b>565.3%</b>
<b>Net Income</b>	<b>47,714.25</b>	<b>(10,254.55)</b>	<b>57,968.80</b>	<b>565.3%</b>