

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

10/28/2016
Accrual Basis

	Sep 30, 16	Sep 30, 15	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1015 - MLCU Checking	335,450.50	0.00	335,450.50	100.0%
1020 - MLCU Savings	130,396.67	0.00	130,396.67	100.0%
1010 - Savings Bank checking	0.00	60,847.16	-60,847.16	-100.0%
1030 - Cash drawer	100.00	100.00	0.00	0.0%
Total Checking/Savings	465,947.17	60,947.16	405,000.01	664.51%
Accounts Receivable				
1100 - Accounts Receivable	169,897.55	66,483.34	103,414.21	155.55%
Total Accounts Receivable	169,897.55	66,483.34	103,414.21	155.55%
Other Current Assets				
1230 - Prepaid Expenses	9,330.00	0.00	9,330.00	100.0%
1250 - Refundable Deposits	2,350.00	2,350.00	0.00	0.0%
1270 - Receivable Other	220.00	0.00	220.00	100.0%
Total Other Current Assets	11,900.00	2,350.00	9,550.00	406.38%
Total Current Assets	647,744.72	129,780.50	517,964.22	399.11%
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	-31,499.97	-14,000.00	-17,499.97	-125.0%
Total Other Assets	38,500.03	56,000.00	-17,499.97	-31.25%
TOTAL ASSETS	686,244.75	185,815.50	500,429.25	269.32%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 - Accounts Payable	31,486.59	30,646.74	839.85	2.74%
Total Accounts Payable	31,486.59	30,646.74	839.85	2.74%
Other Current Liabilities				
Payroll Liabilities				
2210 - Federal Payroll Tax Payable	5,640.56	0.00	5,640.56	100.0%
2220 - State Payroll Tax Payable	1,123.31	0.00	1,123.31	100.0%

	Sep 30, 16	Sep 30, 15	\$ Change	% Change
2800 - Sales Tx Payable	84.89	115.74	-30.85	-26.66%
Total Other Current Liabilities	11,476.44	840.92	10,635.52	1,264.75%
Total Current Liabilities	42,963.03	31,487.66	11,475.37	36.44%
Total Liabilities	42,963.03	31,487.66	11,475.37	36.44%
Equity				
3100 - Contingency-Unrestricted	333,270.62	0.00	333,270.62	100.0%
3900 - Unrestricted Net Assets (RE)	282,408.21	127,474.52	154,933.69	121.54%
Net Income	27,602.89	26,853.32	749.57	2.79%
Total Equity	643,281.72	154,327.84	488,953.88	316.83%
TOTAL LIABILITIES & EQUITY	686,244.75	185,815.50	500,429.25	269.32%

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

10/28/2016
Accrual Basis

	Jul - Sep 16	Jul - Sep 15	\$ Change	% Change
Ordinary Income/Expense				
Income				
4010 · MCLA BID Assessment	0.00	160,350.00	-160,350.00	-100.0%
4020 · MCPA Matching Funds	0.00	84,375.00	-84,375.00	-100.0%
4030 · County BID	200,000.01	0.00	200,000.01	100.0%
4031 · County BID adjustments	1,644.32	0.00	1,644.32	100.0%
4035 · County 50% Match	99,999.99	0.00	99,999.99	100.0%
Other Income				
4940 · Misc. Income	1,500.00	-200.00	1,700.00	850.0%
4950 · Interest Income	5.59	8.81	-3.22	-36.55%
4850 · Retail Sales	1,004.38	1,387.97	-383.59	-27.64%
Total Other Income	2,509.97	1,196.78	1,313.19	109.73%
Total Income	304,154.29	245,921.78	58,232.51	23.68%
Gross Profit	304,154.29	245,921.78	58,232.51	23.68%
Expense				
MEDIA & WEBSITE				
Advertising/ Media				
5010 · Media Plan Management	0.00	48,680.26	-48,680.26	-100.0%
5130 · Print & Online Advertising				
5120 · Digital & Broadcast	13,830.47	0.00	13,830.47	100.0%
5290 · E-Marketing	1,108.00	264.00	844.00	319.7%
5200 · Print & Direct Mail	30,965.00	0.00	30,965.00	100.0%
Total 5130 · Print & Online Advertising	45,903.47	264.00	45,639.47	17,287.68%
5150 · Ad Development/Design	0.00	915.54	-915.54	-100.0%
5165 · AdverGame Development	7,200.00	0.00	7,200.00	100.0%
5030 · Co-op Advertising	0.00	50.00	-50.00	-100.0%
5110 · Video Development	12,355.32	0.00	12,355.32	100.0%
Total Advertising/ Media	65,458.79	49,909.80	15,548.99	31.15%
Public Relations				
5510 · Public Relations Contract	32,868.86	25,035.00	7,833.86	31.29%
5650 · Marketing & Comm. Coordinator	15,000.00	12,000.00	3,000.00	25.0%
5530 · In-Market PR Stunts	0.00	400.00	-400.00	-100.0%
5610 · Travel -PR Related	1,886.16	1,044.67	841.49	80.55%
5550 · Visiting Media FAM Expenses	1,731.42	3,169.98	-1,438.56	-45.38%
5660 · Clipping Service	0.00	1,463.27	-1,463.27	-100.0%
Total Public Relations	51,486.44	43,112.92	8,373.52	19.42%

Mendocino County Tourism Commission, Inc.
Profit & Loss Prev Year Comparison
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10/28/2016
Accrual Basis

	Jul - Sep 16	Jul - Sep 15	\$ Change	% Change
Leisure/ Group Sales				
5810 - Promotion Items, Booth Develop	295.63	6,441.01	-6,145.38	-95.41%
5820 - Consumer & Trade Shows	3,221.25	3,807.36	-586.11	-15.39%
5840 - State Fair Exhibit	1,721.12	0.00	1,721.12	100.0%
5880 - Travel - Leisure/Group Sales	0.00	1,253.86	-1,253.86	-100.0%
5890 - Misc. Sales Opportunities	76.12	498.21	-422.09	-84.72%
Total Leisure/ Group Sales	5,314.12	12,000.44	-6,686.32	-55.72%
Total MEDIA & WEBSITE	132,361.81	112,146.46	20,215.35	18.03%
VISITOR SERVICES/PARTNERSHIPS				
Visitor Svs/Fulfillment				
6220 - Event & Festival Guides	1,202.23	1,921.00	-718.77	-37.42%
6210 - Event Partnership Funding	31.21	840.83	-809.62	-96.29%
6530 - Incentives & Sponsorships	3,600.00	0.00	3,600.00	100.0%
6010 - Visitor Guide & Distribution	85.02	936.57	-851.55	-90.92%
Retail Store				
6412A - Purchases for Resale	0.00	126.80	-126.80	-100.0%
6412B - Store Supplies/Expenses	68.53	1,351.53	-1,283.00	-94.93%
6412C - Contract Labor - Store	0.00	645.00	-645.00	-100.0%
6412D - Consignee payments	692.80	617.20	75.60	12.25%
Total Retail Store	761.33	2,740.53	-1,979.20	-72.22%
Total Visitor Svs/Fulfillment	5,679.79	6,438.93	-759.14	-11.79%
Partnerships				
6550 - Conferences & Seminars	1,399.00	2,448.95	-1,049.95	-42.87%
6620 - In-County Relations	415.97	91.50	324.47	354.61%
6520 - Memberships	4,053.38	6,177.08	-2,123.70	-34.38%
6510 - North Coast Tourism Council	0.00	205.10	-205.10	-100.0%
6570 - Travel-Partnership Related	0.00	2,567.30	-2,567.30	-100.0%
Total Partnerships	5,868.35	11,489.93	-5,621.58	-48.93%
Total VISITOR SERVICES/PARTNERSHIPS	11,548.14	17,928.86	-6,380.72	-35.59%
ADMIN EXPENSES				
Occupancy Costs				
7250 - Rent	5,450.00	5,400.00	50.00	0.93%
7120 - Insurance	1,070.00	56.00	1,014.00	1,810.71%
7260 - Repairs & Maintenance	33.00	474.00	-441.00	-93.04%
7270 - Taxes	62.25	56.35	5.90	10.47%
7310 - Telecommunication	3,557.03	1,936.72	1,620.31	83.66%
7350 - Utilities	1,242.48	1,098.31	144.17	13.13%
Total Occupancy Costs	11,414.76	9,021.38	2,393.38	26.53%
General Admin				
9720 - Amortization Expense	3,499.97	0.00	3,499.97	100.0%
7010 - Accounting	9,709.25	1,750.00	7,959.25	454.81%

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	Jul - Sep 16	Jul - Sep 15	\$ Change	% Change
7050 · Bad Debt	0.00	385.00	-385.00	-100.0%
7060 · Bank Fees	235.56	0.00	235.56	100.0%
7090 · Copying & Printing	238.97	0.00	238.97	100.0%
7030 · Legal Fees	190.00	400.00	-210.00	-52.5%
7020 · Bookkeeping	0.00	983.50	-983.50	-100.0%
7140 · Licenses & Permits	25.00	0.00	25.00	100.0%
7150 · Meeting Expenses	205.40	160.95	44.45	27.62%
7200 · Office Expense	6,109.95	1,937.81	4,172.14	215.3%
7210 · Postage & Shipping	14,633.48	134.30	14,499.18	10,796.11%
7280 · Travel Expenses	1,991.91	1,740.66	251.25	14.43%
Total General Admin	36,839.49	7,492.22	29,347.27	391.7%
Total ADMIN EXPENSES	48,254.25	16,513.60	31,740.65	192.21%
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	108.68	-108.68	-100.0%
Total MCLA Admin Expenses	0.00	3,014.44	-3,014.44	-100.0%
MCPA Admin Expenses				
8330 · Insurance	0.00	-971.00	971.00	100.0%
Total MCPA Admin Expenses	0.00	-971.00	971.00	100.0%
Personnel				
8510 · Salaries & Wages	48,692.21	43,733.24	4,958.97	11.34%
8520 · Paid Time Off	1,193.21	8,330.86	-7,137.65	-85.68%
8530 · Payroll Taxes	5,231.02	4,951.47	279.55	5.65%
8540 · Payroll Processing Fees	21.00	35.95	-14.95	-41.59%
8550 · Workers Comp	2,467.00	2,144.66	322.34	15.03%
8570 · Health Insurance	5,277.56	6,629.92	-1,352.36	-20.4%
8580 · Other Employee Benefits	0.00	1,155.00	-1,155.00	-100.0%
8590 · Contract Work	2,057.00	1,035.00	1,022.00	98.74%
7415 · Executive Director Search	19,448.20	0.00	19,448.20	100.0%
Total Personnel	84,387.20	68,016.10	16,371.10	24.07%
Total Expense	276,551.40	216,648.46	59,902.94	27.65%
Net Ordinary Income	27,602.89	29,273.32	-1,670.43	-5.71%
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	27,602.89	26,853.32	749.57	2.79%

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

10/28/2016
Accrual Basis

	Jul - Sep 16	YTD Budget	% of Budget	Annual Budget
Ordinary Income/Expense				
Income				
4030 - County BID	200,000.01	200,000.01	100.0%	800,000.00
4031 - County BID adjustments	1,644.32			
4035 - County 50% Match	99,999.99	99,999.99	100.0%	400,000.00
4050 - NCTC Administration	0.00	0.00	0.0%	19,000.00
4990 - Previous Year Surplus	0.00	48,292.00	0.0%	193,174.00
Other Income				
4940 - Misc. Income	1,500.00	1,500.00	100.0%	10,900.00
4950 - Interest Income	5.59	24.00	23.29%	100.00
4850 - Retail Sales	1,004.38	2,499.99	40.18%	10,000.00
Total Other Income	2,509.97	4,023.99	62.38%	21,000.00
Total Income	304,154.29	352,315.99	86.33%	1,433,174.00
Gross Profit	304,154.29	352,315.99	86.33%	1,433,174.00
Expense				
MEDIA & WEBSITE				
Advertising/ Media				
5130 - Print & Online Advertising				
5120 - Digital & Broadcast	13,830.47	33,300.00	41.53%	133,200.00
5290 - E-Marketing	1,108.00	7,950.00	13.94%	31,800.00
5200 - Print & Direct Mail	30,965.00	31,598.80	97.99%	105,593.00
Total 5130 - Print & Online Advertising	45,903.47	72,848.80	63.01%	270,593.00
5150 - Ad Development/Design	0.00	1,500.00	0.0%	6,000.00
5165 - AdverGame Development	7,200.00	7,200.00	100.0%	12,000.00
5170 - Photography	0.00	2,499.99	0.0%	10,000.00
5240 - Research & Development	0.00	4,999.97	0.0%	20,000.00
5110 - Video Development	12,355.32	12,358.30	99.98%	20,000.00
5015 - Marketing Contingency	0.00	37,500.00	0.0%	150,000.00
Total Advertising/ Media	65,458.79	138,907.06	47.12%	488,593.00
Public Relations				
5510 - Public Relations Contract	32,868.86	33,750.00	97.39%	135,000.00
5650 - Marketing & Comm. Coordinator	15,000.00	15,000.00	100.0%	60,000.00
5530 - In-Market PR Stunts	0.00	1,249.97	0.0%	5,000.00
5560 - Media Events	0.00	624.99	0.0%	2,500.00
5610 - Travel -PR Related	1,886.16	2,499.99	75.45%	10,000.00
5550 - Visiting Media FAM Expenses	1,731.42	2,499.99	69.26%	10,000.00
Total Public Relations	51,486.44	55,624.94	92.56%	222,500.00

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

10/28/2016
Accrual Basis

	Jul - Sep 16	YTD Budget	% of Budget	Annual Budget
Website Maint / Development				
5710 - Interactive Media Coordinator	8,040.00	9,000.00	89.33%	36,000.00
5730 - Interactive Marketing	247.29	3,000.00	8.24%	12,000.00
5750 - Development/ Maintenance	1,815.17	6,249.99	29.04%	22,200.00
Total Website Maint / Development	10,102.46	18,249.99	55.36%	70,200.00
Leisure/ Group Sales				
5810 - Promotion Items, Booth Develop	295.63	1,250.01	23.65%	5,000.00
5820 - Consumer & Trade Shows	3,221.25	2,620.00	122.95%	12,000.00
5840 - State Fair Exhibit	1,721.12	1,250.01	137.69%	5,000.00
5870 - Shipping - Travel Shows	0.00	750.00	0.0%	3,000.00
5885 - Travel - Group FAMs	0.00	2,000.01	0.0%	8,000.00
5880 - Travel - Leisure/Group Sales	0.00	2,499.99	0.0%	10,000.00
5890 - Misc. Sales Opportunities	76.12	500.01	15.22%	2,000.00
Total Leisure/ Group Sales	5,314.12	10,870.03	48.89%	45,000.00
Total MEDIA & WEBSITE	132,361.81	223,652.02	59.18%	826,293.00
VISITOR SERVICES/PARTNERSHIPS				
Visitor Svs/Fulfillment				
6220 - Event & Festival Guides	1,202.23	2,680.00	44.86%	16,000.00
6040 - In County Guides	0.00	3,750.00	0.0%	15,000.00
6210 - Event Partnership Funding	31.21	6,249.99	0.5%	25,000.00
6530 - Incentives & Sponsorships	3,600.00	3,750.00	96.0%	15,000.00
6010 - Visitor Guide & Distribution	85.02	0.00	100.0%	0.00
6170 - Signage - Gateway, Kiosks	0.00	2,000.01	0.0%	8,000.00
6190 - Visitor Center/ Info Support	0.00	1,500.00	0.0%	6,000.00
Retail Store				
6412B - Store Supplies/Expenses	68.53			
6412D - Consignee payments	692.80			
Retail Store - Other	0.00	1,699.99	0.0%	3,360.00
Total Retail Store	761.33	1,699.99	44.78%	3,360.00
Total Visitor Svs/Fulfillment	5,679.79	21,629.99	26.26%	88,360.00
Partnerships				
6550 - Conferences & Seminars	1,399.00	1,760.00	79.49%	5,000.00
6620 - In-County Relations	415.97	249.99	166.4%	1,000.00
6520 - Memberships	4,053.38	4,390.00	92.33%	7,000.00
6510 - North Coast Tourism Council	0.00	2,500.00	0.0%	10,000.00
Total Partnerships	5,868.35	8,899.99	65.94%	23,000.00
Total VISITOR SERVICES/PARTNERSHIPS	11,548.14	30,529.98	37.83%	111,360.00

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

10/28/2016
Accrual Basis

	Jul - Sep 16	YTD Budget	% of Budget	Annual Budget
ADMIN EXPENSES				
Occupancy Costs				
7250 · Rent	5,450.00	5,400.00	100.93%	21,600.00
7120 · Insurance	1,070.00	1,070.00	100.0%	3,000.00
7260 · Repairs & Maintenance	33.00	50.01	65.99%	3,100.00
7270 · Taxes	62.25	62.25	100.0%	72.25
7310 · Telecommunication	3,557.03	2,325.00	152.99%	3,750.00
7350 · Utilities	1,242.48	1,260.00	98.61%	5,500.00
Total Occupancy Costs	11,414.76	10,167.26	112.27%	37,022.25
General Admin				
9720 · Amortization Expense	3,499.97	3,499.97	100.0%	14,000.00
7010 · Accounting	9,709.25	4,400.00	220.67%	16,400.00
7060 · Bank Fees	235.56	90.00	261.73%	150.00
5250 · Board Development	0.00	0.00	0.0%	3,500.00
7090 · Copying & Printing	238.97	340.00	70.29%	1,200.00
7030 · Legal Fees	190.00	200.00	95.0%	3,115.00
7140 · Licenses & Permits	25.00	25.00	100.0%	47.00
7150 · Meeting Expenses	205.40	140.00	146.71%	500.00
7200 · Office Expense	6,109.95	3,754.00	162.76%	9,804.75
7210 · Postage & Shipping	14,633.48	5,900.00	248.03%	13,142.00
7280 · Travel Expenses	1,991.91	3,360.00	59.28%	13,450.00
Total General Admin	36,839.49	21,708.97	169.7%	75,308.75
Total ADMIN EXPENSES	48,254.25	31,876.23	151.38%	112,331.00
Personnel				
8510 · Salaries & Wages	48,692.21	75,000.00	64.92%	300,000.00
8520 · Paid Time Off	1,193.21			
8530 · Payroll Taxes	5,231.02	5,400.00	96.87%	26,600.00
8540 · Payroll Processing Fees	21.00	21.00	100.0%	701.00
8550 · Workers Comp	2,467.00	2,467.00	100.0%	2,975.00
8570 · Health Insurance	5,277.56	4,975.00	106.08%	20,880.00
8580 · Other Employee Benefits	0.00	825.00	0.0%	3,300.00
8590 · Contract Work	2,057.00	1,940.00	106.03%	5,400.00
7415 · Executive Director Search	19,448.20	19,448.20	100.0%	23,334.00
Total Personnel	84,387.20	110,076.20	76.66%	383,190.00
Total Expense	276,551.40	396,134.43	69.81%	1,433,174.00
Net Ordinary Income	27,602.89	-43,818.44	-62.99%	0.00
Net Income	27,602.89	-43,818.44	-62.99%	0.00

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

10/28/2016
Accrual Basis

	Jul - Sep 16	YTD Budget	% of Budget	Annual Budget
Ordinary Income/Expense				
Income				
4030 · County BID	200,000.01	200,000.01	100.0%	800,000.00
4031 · County BID adjustments	1,644.32			
4035 · County 50% Match	99,999.99	99,999.99	100.0%	400,000.00
4050 · NCTC Administration	0.00	0.00	0.0%	19,000.00
4990 · Previous Year Surplus	0.00	48,292.00	0.0%	193,174.00
Other Income	2,509.97	4,023.99	62.38%	21,000.00
Total Income	304,154.29	352,315.99	86.33%	1,433,174.00
Gross Profit	304,154.29	352,315.99	86.33%	1,433,174.00
Expense				
MEDIA & WEBSITE	132,361.81	223,652.02	59.18%	826,293.00
VISITOR SERVICES/PARTNERSHIPS	11,548.14	30,529.98	37.83%	111,360.00
ADMIN EXPENSES	48,254.25	31,876.23	151.38%	112,331.00
Personnel	84,387.20	110,076.20	76.66%	383,190.00
Total Expense	276,551.40	396,134.43	69.81%	1,433,174.00
Net Ordinary Income	27,602.89	-43,818.44	-62.99%	0.00
Net Income	27,602.89	-43,818.44	-62.99%	0.00