

Mendocino County Tourism Commission, Inc.
Balance Sheet Prev Year Comparison
As of October 31, 2016

11/21/2016

Accrual Basis

	Oct 31, 16	Oct 31, 15	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1015 · MLCU Checking	241,434.60	0.00	241,434.60	100.0%
1020 · MLCU Savings	130,410.57	0.00	130,410.57	100.0%
1010 · Savings Bank checking	0.00	32,623.54	-32,623.54	-100.0%
1030 · Cash drawer	100.00	100.00	0.00	0.0%
Total Checking/Savings	371,945.17	32,723.54	339,221.63	1,036.63%
Accounts Receivable				
1100 · Accounts Receivable	324,603.27	95,508.34	229,094.93	239.87%
Total Accounts Receivable	324,603.27	95,508.34	229,094.93	239.87%
Other Current Assets				
1230 · Prepaid Expenses	9,980.00	1,609.16	8,370.84	520.2%
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	12,550.00	3,959.16	8,590.84	216.99%
Total Current Assets	709,098.44	132,191.04	576,907.40	436.42%
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	-32,666.64	-14,000.00	-18,666.64	-133.33%
Total Other Assets	37,333.36	56,000.00	-18,666.64	-33.33%
TOTAL ASSETS	746,431.80	188,226.04	558,205.76	296.56%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 · Accounts Payable	19,473.19	43,248.45	-23,775.26	-54.97%
Total Accounts Payable	19,473.19	43,248.45	-23,775.26	-54.97%
Other Current Liabilities				
Payroll Liabilities				
2210 · Federal Payroll Tax Payable	5,072.58	0.00	5,072.58	100.0%
2220 · State Payroll Tax Payable	1,000.94	0.00	1,000.94	100.0%
2230 · SUI & ETT Payable	178.56	171.11	7.45	4.35%
2240 · FUTA Payable	45.79	530.08	-484.29	-91.36%
2275 · Accrued PTO	4,123.17	0.00	4,123.17	100.0%
Total Payroll Liabilities	10,421.04	701.19	9,719.85	1,386.19%

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	Oct 31, 16	Oct 31, 15	\$ Change	% Change
2800 - Sales Tx Payable	98.03	142.56	-44.53	-31.24%
Total Other Current Liabilities	10,519.07	843.75	9,675.32	1,146.71%
Total Current Liabilities	29,992.26	44,092.20	-14,099.94	-31.98%
Total Liabilities	29,992.26	44,092.20	-14,099.94	-31.98%
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	100,760.71	16,659.32	84,101.39	504.83%
Total Equity	716,439.54	144,133.84	572,305.70	397.07%
TOTAL LIABILITIES & EQUITY	746,431.80	188,226.04	558,205.76	296.56%

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

11/21/2016

Accrual Basis

	Jul - Oct 16	Jul - Oct 15	\$ Change	% Change
Ordinary Income/Expense				
Income				
4010 · MCLA BID Assessment	0.00	213,800.00	-213,800.00	-100.0%
4020 · MCPA Matching Funds	0.00	112,500.00	-112,500.00	-100.0%
4030 · County BID	266,666.68	0.00	266,666.68	100.0%
4031 · County BID adjustments	55,525.04	0.00	55,525.04	100.0%
4035 · County 50% Match	133,333.32	0.00	133,333.32	100.0%
Other Income				
4830 · Event Brochure Ads	1,000.00	0.00	1,000.00	100.0%
4940 · Misc. Income	1,800.00	1,700.00	100.00	5.88%
4950 · Interest Income	22.08	11.38	10.70	94.03%
4850 · Retail Sales	1,156.70	1,698.91	-542.21	-31.92%
Total Other Income	3,978.78	3,410.29	568.49	16.67%
Total Income	459,503.82	329,710.29	129,793.53	39.37%
Gross Profit	459,503.82	329,710.29	129,793.53	39.37%
Expense				
MEDIA & WEBSITE				
Advertising/ Media				
5010 · Media Plan Management	0.00	65,573.68	-65,573.68	-100.0%
5130 · Print & Online Advertising				
5120 · Digital & Broadcast	15,255.50	0.00	15,255.50	100.0%
5290 · E-Marketing	13,997.00	533.95	13,463.05	2,521.41%
5200 · Print & Direct Mail	31,258.75	0.00	31,258.75	100.0%
Total 5130 · Print & Online Advertising	60,511.25	533.95	59,977.30	11,232.76%
5150 · Ad Development/Design	300.00	915.54	-615.54	-67.23%
5165 · AdverGame Development	7,200.00	0.00	7,200.00	100.0%
5030 · Co-op Advertising	0.00	1,037.00	-1,037.00	-100.0%
5170 · Photography	0.00	100.00	-100.00	-100.0%
5110 · Video Development	15,201.11	59.95	15,141.16	25,256.31%
Total Advertising/ Media	83,212.36	68,220.12	14,992.24	21.98%
Public Relations				
5510 · Public Relations Contract	44,505.83	33,402.00	11,103.83	33.24%
5650 · Marketing & Comm. Coordinator	20,000.00	16,000.00	4,000.00	25.0%
5530 · In-Market PR Stunts	1,390.00	400.00	990.00	247.5%
5610 · Travel -PR Related	5,432.69	1,187.27	4,245.42	357.58%
5550 · Visiting Media FAM Expenses	3,736.39	3,982.74	-246.35	-6.19%
5660 · Clipping Service	0.00	2,045.16	-2,045.16	-100.0%
Total Public Relations	75,064.91	57,017.17	18,047.74	31.65%

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

11/21/2016

Accrual Basis

	Jul - Oct 16	Jul - Oct 15	\$ Change	% Change
Website Maint / Development				
5710 · Interactive Media Coordinator	11,060.00	0.00	11,060.00	100.0%
5730 · Interactive Marketing	247.29	1,000.85	-753.56	-75.29%
5750 · Development/ Maintenance	2,115.17	21,882.45	-19,767.28	-90.33%
Total Website Maint / Development	13,422.46	22,883.30	-9,460.84	-41.34%
Leisure/ Group Sales				
5810 · Promotion Items, Booth Develop	388.22	6,583.93	-6,195.71	-94.1%
5820 · Consumer & Trade Shows	2,838.96	4,732.36	-1,893.40	-40.01%
5840 · State Fair Exhibit	1,721.12	0.00	1,721.12	100.0%
5870 · Shipping - Travel Shows	322.18	209.48	112.70	53.8%
5880 · Travel - Leisure/Group Sales	1,006.84	3,719.02	-2,712.18	-72.93%
5890 · Misc. Sales Opportunities	76.12	498.21	-422.09	-84.72%
Total Leisure/ Group Sales	6,353.44	15,743.00	-9,389.56	-59.64%
Total MEDIA & WEBSITE	178,053.17	163,863.59	14,189.58	8.66%
VISITOR SERVICES/PARTNERSHIPS				
Visitor Svcs/Fulfillment				
6220 · Event & Festival Guides	8,719.86	6,914.08	1,805.78	26.12%
6210 · Event Partnership Funding	31.21	3,520.83	-3,489.62	-99.11%
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	201.60	-201.60	-100.0%
6412B · Store Supplies/Expenses	93.48	1,407.88	-1,314.40	-93.36%
6412C · Contract Labor - Store	0.00	860.00	-860.00	-100.0%
6412D · Consignee payments	692.80	617.20	75.60	12.25%
Total Retail Store	786.28	3,086.68	-2,300.40	-74.53%
Total Visitor Svcs/Fulfillment	13,222.37	14,458.16	-1,235.79	-8.55%
Partnerships				
6550 · Conferences & Seminars	1,399.00	2,448.95	-1,049.95	-42.87%
6620 · In-County Relations	415.97	279.18	136.79	49.0%
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	3,094.63	-3,094.63	-100.0%
Total Partnerships	5,868.35	12,204.94	-6,336.59	-51.92%
Total VISITOR SERVICES/PARTNERSHIPS	19,090.72	26,663.10	-7,572.38	-28.4%

Mendocino County Tourism Commission, Inc.
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 July through October 2016

11/21/2016

Accrual Basis

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ADMIN EXPENSES				
Occupancy Costs				
7250 · Rent	7,300.00	7,200.00	100.00	1.39%
7120 · Insurance	1,070.00	1,922.00	-852.00	-44.33%
7260 · Repairs & Maintenance	84.00	605.00	-521.00	-86.12%
7270 · Taxes	72.25	56.35	15.90	28.22%
7310 · Telecommunication	4,447.49	3,051.31	1,396.18	45.76%
7350 · Utilities	1,640.05	1,495.82	144.23	9.64%
Total Occupancy Costs	14,613.79	14,330.48	283.31	1.98%
General Admin				
9720 · Amortization Expense	4,666.64	0.00	4,666.64	100.0%
7010 · Accounting	10,582.50	2,733.50	7,849.00	287.14%
7050 · Bad Debt	0.00	385.00	-385.00	-100.0%
7060 · Bank Fees	285.34	0.00	285.34	100.0%
7090 · Copying & Printing	238.97	315.23	-76.26	-24.19%
7030 · Legal Fees	390.00	400.00	-10.00	-2.5%
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	6,806.83	2,486.73	4,320.10	173.73%
7210 · Postage & Shipping	15,623.36	167.34	15,456.02	9,236.3%
7280 · Travel Expenses	2,872.85	2,774.40	98.45	3.55%
Total General Admin	41,696.89	9,423.15	32,273.74	342.49%
Total ADMIN EXPENSES	56,310.68	23,753.63	32,557.05	137.06%
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	155.15	-155.15	-100.0%
Total MCLA Admin Expenses	0.00	3,060.91	-3,060.91	-100.0%
MCPA Admin Expenses				
8330 · Insurance	0.00	-971.00	971.00	100.0%
8350 · Travel - MCPA	0.00	69.00	-69.00	-100.0%
Total MCPA Admin Expenses	0.00	-902.00	902.00	100.0%

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	Jul - Oct 16	Jul - Oct 15	\$ Change	% Change
Personnel				
8510 · Salaries & Wages	65,960.30	66,080.48	-120.18	-0.18%
8520 · Paid Time Off	1,373.39	8,330.86	-6,957.47	-83.51%
8530 · Payroll Taxes	6,761.65	6,848.71	-87.06	-1.27%
8540 · Payroll Processing Fees	35.00	53.45	-18.45	-34.52%
8550 · Workers Comp	2,467.00	2,144.66	322.34	15.03%
8570 · Health Insurance	7,066.00	8,303.58	-1,237.58	-14.9%
8580 · Other Employee Benefits	0.00	1,155.00	-1,155.00	-100.0%
8590 · Contract Work	2,177.00	1,275.00	902.00	70.75%
7415 · Executive Director Search	19,448.20	0.00	19,448.20	100.0%
Total Personnel	105,288.54	94,191.74	11,096.80	11.78%
Total Expense	358,743.11	310,630.97	48,112.14	15.49%
Net Ordinary Income	100,760.71	19,079.32	81,681.39	428.12%
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	100,760.71	16,659.32	84,101.39	504.83%

Profit & Loss Budget Performance

October 2016

Accrual Basis

	Jul - Oct 16	YTD Budget	% of Budget	Annual Budget
Ordinary Income/Expense				
Income				
4030 - County BID	266,666.68	266,666.68	100.0%	800,000.00
4031 - County BID adjustments	55,525.04	20,232.00	274.44%	60,698.00
4035 - County 50% Match	133,333.32	133,333.32	100.0%	400,000.00
4050 - NCTC Administration	0.00	0.00	0.0%	4,500.00
4251 - Cooperative Advertising	0.00	4,000.00	0.0%	12,000.00
4990 - Previous Year Carryover	0.00	51,644.00	0.0%	154,933.00
4999 - Reserve/Contingency	0.00			130,344.00
Other Income				
4810 - Event Passport Income	0.00	1,000.00	0.0%	1,000.00
4830 - Event Brochure Ads	1,000.00	1,800.00	55.56%	1,800.00
4940 - Misc. Income	1,800.00	0.00	100.0%	6,600.00
4950 - Interest Income	22.08	33.36	66.19%	100.00
4850 - Retail Sales	1,156.70	1,200.00	96.39%	1,500.00
Total Other Income	3,978.78	4,033.36	98.65%	11,000.00
Total Income	459,503.82	479,909.36	95.75%	1,573,475.00
Gross Profit	459,503.82	479,909.36	95.75%	1,573,475.00
Expense				
MEDIA & WEBSITE				
Advertising/ Media				
5130 - Print & Online Advertising				
5120 - Digital & Broadcast	15,255.50	44,400.00	34.36%	133,200.00
5290 - E-Marketing	13,997.00	10,600.00	132.05%	31,800.00
5200 - Print & Direct Mail	31,258.75	39,820.30	78.5%	105,593.00
Total 5130 - Print & Online Advertising	60,511.25	94,820.30	63.82%	270,593.00
5150 - Ad Development/Design	300.00	2,000.00	15.0%	6,000.00
5165 - AdverGame Development	7,200.00	8,200.00	87.81%	12,000.00
5170 - Photography	0.00	3,333.32	0.0%	10,000.00
5240 - Research & Development	0.00	11,666.68	0.0%	35,000.00
5110 - Video Development	15,201.11	13,207.30	115.1%	20,000.00
5015 - Surplus	0.00	13,652.00	0.0%	40,957.00
Total Advertising/ Media	83,212.36	146,879.60	56.65%	394,550.00
Public Relations				
5510 - Public Relations Contract	44,505.83	44,515.00	99.98%	100,000.00
5520 - Marketing Agency Contract	0.00	0.00	0.0%	100,000.00
5650 - Marketing & Comm. Coordinator	20,000.00	20,000.00	100.0%	60,000.00
5530 - In-Market PR Stunts	1,390.00	1,666.64	83.4%	5,000.00
5560 - Media Events	0.00	833.32	0.0%	2,500.00
5610 - Travel -PR Related	5,432.69	3,333.32	162.98%	10,000.00
5550 - Visiting Media FAM Expenses	3,736.39	3,333.32	112.09%	10,000.00
Total Public Relations	75,064.91	73,681.60	101.88%	287,500.00

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

11/21/2016

Accrual Basis

	Jul - Oct 16	YTD Budget	% of Budget	Annual Budget
Website Maint / Development				
5710 - Interactive Media Coordinator	11,060.00	12,000.00	92.17%	36,000.00
5730 - Interactive Marketing	247.29	4,000.00	6.18%	12,000.00
5750 - Development/ Maintenance	2,115.17	8,333.32	25.38%	25,000.00
Total Website Maint / Development	13,422.46	24,333.32	55.16%	73,000.00
Leisure/ Group Sales				
5810 - Promotion Items, Booth Develop	388.22	1,666.68	23.29%	5,000.00
5820 - Consumer & Trade Shows	2,838.96	2,620.00	108.36%	12,000.00
5840 - State Fair Exhibit	1,721.12	1,666.68	103.27%	5,000.00
5870 - Shipping - Travel Shows	322.18	1,000.00	32.22%	3,000.00
5885 - Travel - Group FAMs	0.00	2,666.68	0.0%	8,000.00
5880 - Travel - Leisure/Group Sales	1,006.84	3,333.32	30.21%	10,000.00
5890 - Misc. Sales Opportunities	76.12	666.68	11.42%	2,000.00
Total Leisure/ Group Sales	6,353.44	13,620.04	46.65%	45,000.00
Total MEDIA & WEBSITE	178,053.17	258,514.56	68.88%	800,050.00
VISITOR SERVICES/PARTNERSHIPS				
Visitor Svs/Fulfillment				
6220 - Event & Festival Guides	8,719.86	4,160.00	209.61%	16,000.00
6040 - In County Guides	0.00	5,000.00	0.0%	15,000.00
6210 - Event Partnership Funding	31.21	8,333.32	0.38%	25,000.00
6530 - Incentives & Sponsorships	3,600.00	5,000.00	72.0%	25,000.00
6010 - Visitor Guide & Distribution	85.02	0.00	100.0%	0.00
6170 - Signage - Gateway, Kiosks	0.00	2,666.68	0.0%	8,000.00
6190 - Visitor Center/ Info Support	0.00	2,000.00	0.0%	6,000.00
Retail Store				
6412B - Store Supplies/Expenses	93.48			
6412D - Consignee payments	692.80			
Retail Store - Other	0.00	3,333.32	0.0%	10,000.00
Total Retail Store	786.28	3,333.32	23.59%	10,000.00
Total Visitor Svs/Fulfillment	13,222.37	30,493.32	43.36%	105,000.00
Partnerships				
6550 - Conferences & Seminars	1,399.00	2,120.00	65.99%	5,000.00
6620 - In-County Relations	415.97	333.32	124.8%	1,000.00
6520 - Memberships	4,053.38	4,680.00	86.61%	7,000.00
6510 - North Coast Tourism Council	0.00	2,500.00	0.0%	10,000.00
Total Partnerships	5,868.35	9,633.32	60.92%	23,000.00
Total VISITOR SERVICES/PARTNERSHIPS	19,090.72	40,126.64	47.58%	128,000.00

Profit & Loss Budget Performance

October 2016

Accrual Basis

	Jul - Oct 16	YTD Budget	% of Budget	Annual Budget
ADMIN EXPENSES				
Occupancy Costs				
7250 · Rent	7,300.00	7,200.00	101.39%	21,600.00
7120 · Insurance	1,070.00	3,000.00	35.67%	3,000.00
7260 · Repairs & Maintenance	84.00	1,000.00	8.4%	5,000.00
7270 · Taxes	72.25	72.25	100.0%	72.25
7310 · Telecommunication	4,447.49	2,485.00	178.97%	3,750.00
7350 · Utilities	1,640.05	1,730.00	94.8%	5,500.00
Total Occupancy Costs	14,613.79	15,487.25	94.36%	38,922.25
General Admin				
9720 · Amortization Expense	4,666.64	4,666.64	100.0%	14,000.00
7010 · Accounting	10,582.50	7,540.00	140.35%	15,000.00
7060 · Bank Fees	285.34	290.00	98.39%	370.00
5250 · Board Development	0.00	0.00	0.0%	3,500.00
7090 · Copying & Printing	238.97	440.00	54.31%	1,200.00
7030 · Legal Fees	390.00	617.00	63.21%	3,953.00
7140 · Licenses & Permits	25.00	25.00	100.0%	47.00
7150 · Meeting Expenses	205.40	180.00	114.11%	500.00
7200 · Office Expense	6,806.83	5,870.00	115.96%	20,107.75
7210 · Postage & Shipping	15,623.36	11,750.00	132.97%	18,142.00
7280 · Travel Expenses	2,872.85	4,480.00	64.13%	13,450.00
Total General Admin	41,696.89	35,858.64	116.28%	90,269.75
Total ADMIN EXPENSES	56,310.68	51,345.89	109.67%	129,192.00
Personnel				
8510 · Salaries & Wages	65,960.30	100,000.00	65.96%	300,000.00
8520 · Paid Time Off	1,373.39			
8530 · Payroll Taxes	6,761.65	6,900.00	98.0%	29,299.00
8540 · Payroll Processing Fees	35.00	35.00	100.0%	701.00
8550 · Workers Comp	2,467.00	2,467.00	100.0%	2,975.00
8570 · Health Insurance	7,066.00	6,743.00	104.79%	20,880.00
8580 · Other Employee Benefits	0.00	825.00	0.0%	3,300.00
8590 · Contract Work	2,177.00	2,325.00	93.63%	5,400.00
7415 · Executive Director Search	19,448.20	19,448.20	100.0%	23,334.00
Total Personnel	105,288.54	138,743.20	75.89%	385,889.00
Total Expense	358,743.11	488,730.29	73.4%	1,443,131.00
Net Ordinary Income	100,760.71	-8,820.93	-1,142.29%	130,344.00
Other Income/Expense				
Other Expense				
9890 · Current Year Surplus	0.00			130,344.00
Total Other Expense	0.00			130,344.00
Net Other Income	0.00			-130,344.00
Net Income	100,760.71	-8,820.93	-1,142.29%	0.00

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

11/21/2016

October 2016

Accrual Basis

	Jul - Oct 16	YTD Budget	% of Budget	Annual Budget
Ordinary Income/Expense				
Income				
4030 · County BID	266,666.68	266,666.68	100.0%	800,000.00
4031 · County BID adjustments	55,525.04	20,232.00	274.44%	60,698.00
4035 · County 50% Match	133,333.32	133,333.32	100.0%	400,000.00
4050 · NCTC Administration	0.00	0.00	0.0%	4,500.00
4251 · Cooperative Advertising	0.00	4,000.00	0.0%	12,000.00
4990 · Previous Year Carryover	0.00	51,644.00	0.0%	154,933.00
4999 · Reserve/Contingency	0.00			130,344.00
Other Income	3,978.78	4,033.36	98.65%	11,000.00
Total Income	459,503.82	479,909.36	95.75%	1,573,475.00
Gross Profit	459,503.82	479,909.36	95.75%	1,573,475.00
Expense				
MEDIA & WEBSITE	178,053.17	258,514.56	68.88%	800,050.00
VISITOR SERVICES/PARTNERSHIPS	19,090.72	40,126.64	47.58%	128,000.00
ADMIN EXPENSES	56,310.68	51,345.89	109.67%	129,192.00
Personnel	105,288.54	138,743.20	75.89%	385,889.00
Total Expense	358,743.11	488,730.29	73.4%	1,443,131.00
Net Ordinary Income	100,760.71	-8,820.93	-1,142.29%	130,344.00
Other Income/Expense				
Other Expense				
9890 · Current Year Surplus	0.00			130,344.00
Total Other Expense	0.00			130,344.00
Net Other Income	0.00			-130,344.00
Net Income	100,760.71	-8,820.93	-1,142.29%	0.00