

Mendocino County Tourism Commission

Budget vs. Actuals - SUMMARY

July - November, 2018

1/3/2019

Accrual Basis

	Nov 2018				Jul - Nov 2018				Annual Budget
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget	
Income									
4030 County BID	74,649.67	74,649.67	0.00	100.00%	373,248.35	373,248.35	0.00	100.00%	895,796.00
4030 County BID adjustments		0.00	0.00		134,786.69	0.00	134,786.69		0.00
4035 County 50% Match	39,410.00	35,545.09	3,864.91	110.87%	197,050.00	177,725.45	19,324.55	110.87%	426,541.00
4040 County Admin Fee		0.00	0.00			0.00	0.00		(26,874.00)
Other Income	277.20	4,910.00	(4,632.80)	5.65%	1,466.20	15,050.00	(13,583.80)	9.74%	34,620.00
Total Income	114,336.87	115,104.76	(767.89)	99.33%	706,551.24	566,023.80	140,527.44	124.83%	1,330,083.00
Gross Profit	114,336.87	115,104.76	(767.89)	99.33%	706,551.24	566,023.80	140,527.44	124.83%	1,330,083.00
Expenses									
1- MEDIA & WEBSITE	87,623.35	73,035.00	14,588.35	119.97%	229,553.21	363,125.00	(133,571.79)	63.22%	852,000.00
2- VISITOR SVS/PARTNERSHIP	15,748.49	17,167.00	(1,418.51)	91.74%	103,228.47	106,469.00	(3,240.53)	96.96%	159,400.00
3- ADMIN EXPENSES	7,490.52	9,539.00	(2,048.48)	78.53%	70,044.23	52,520.00	17,524.23	133.37%	114,400.00
4- PERSONNEL	37,266.64	33,441.00	3,825.64	111.44%	163,117.58	170,795.00	(7,677.42)	95.50%	404,283.00
Total Expenses	148,129.00	133,182.00	14,947.00	111.22%	565,943.49	692,909.00	(126,965.51)	81.68%	1,530,083.00
Net Operating Income	(33,792.13)	(18,077.24)	(15,714.89)	186.93%	140,607.75	(126,885.20)	267,492.95	-110.81%	(200,000.00)
Net Income	(33,792.13)	(18,077.24)	(15,714.89)	186.93%	140,607.75	(126,885.20)	267,492.95	-110.81%	(200,000.00)
Budget Adjustment									
Previous Year Carryover	0.00	16,666.67	(16,666.67)	0.00%	0.00	83,333.35	(83,333.35)	0.00%	200,000.00
BALANCE	(33,792.13)	(1,410.57)	(32,381.56)	2395.64%	140,607.75	(43,551.85)	184,159.60	-322.85%	0.00

Mendocino County Tourism Commission
Budget vs. Actuals
 July - November, 2018

1/3/2019
 Accrual Basis

	Nov 2018				Jul - Nov 2018				Annual Budget
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget	
Income									
4030 County BID	74,649.67	74,649.67	0.00	100.00%	373,248.35	373,248.35	0.00	100.00%	895,796.00
4031 County BID adjustments		0.00	0.00		134,786.69	0.00	134,786.69		0.00
4035 County 50% Match	39,410.00	35,545.09	3,864.91	110.87%	197,050.00	177,725.45	19,324.55	110.87%	426,541.00
4030 County Admin Fee		0.00	0.00			0.00	0.00		(26,874.00)
Other Income									
4250 Cooperative Advertising		1,250.00	(1,250.00)	0.00%	0.00	6,250.00	(6,250.00)	0.00%	15,000.00
4830 Event Brochure Ads	250.00	2,650.00	(2,400.00)	9.43%	1,350.00	3,750.00	(2,400.00)	36.00%	7,500.00
4940 Misc. Income		1,000.00	(1,000.00)	0.00%	0.00	5,000.00	(5,000.00)	0.00%	12,000.00
4950 Interest Income	27.20	10.00	17.20	272.00%	116.20	50.00	66.20	232.40%	120.00
Total Other Income	\$ 277.20	\$ 4,910.00	\$ (4,632.80)	5.65%	\$ 1,466.20	\$ 15,050.00	\$ (13,583.80)	9.74%	34,620.00
Total Income	\$ 114,336.87	\$ 115,104.76	\$ (767.89)	99.33%	\$ 706,551.24	\$ 566,023.80	\$ 140,527.44	124.83%	1,330,083.00
Gross Profit	\$ 114,336.87	\$ 115,104.76	\$ (767.89)	99.33%	\$ 706,551.24	\$ 566,023.80	\$ 140,527.44	124.83%	1,330,083.00
Expenses									
1- MEDIA & WEBSITE									
50 Advertising / Media									
5130 Print & Online Advertising	48,713.48	38,333.00	10,380.48	127.08%	83,019.51	171,665.00	(88,645.49)	48.36%	412,000.00
5150 Ad Development/Design	1,025.00	833.00	192.00	123.05%	3,175.00	4,165.00	(990.00)	76.23%	10,000.00
5170 Photography		833.00	(833.00)	0.00%	24.00	4,165.00	(4,141.00)	0.58%	10,000.00
5240 Research & Development	10,000.00	1,667.00	8,333.00	599.88%	10,000.00	8,335.00	1,665.00	119.98%	20,000.00
5280 Video Development	216.00	2,085.00	(1,869.00)	10.36%	216.00	10,425.00	(10,209.00)	2.07%	25,000.00
5290 Marketing Contingency		833.00	(833.00)	0.00%	0.00	4,165.00	(4,165.00)	0.00%	10,000.00
Total 50 Advertising / Media	\$ 59,954.48	\$ 44,584.00	\$ 15,370.48	134.48%	\$ 96,434.51	\$ 202,920.00	\$ (106,485.49)	47.52%	487,000.00
55 Marketing / Public Relations									
5510 Public Relations Contract	6,666.66	8,208.00	(1,541.34)	81.22%	33,333.30	41,040.00	(7,706.70)	81.22%	98,500.00
5520 Marketing Agency Contract	8,333.00	8,333.00	0.00	100.00%	41,665.00	41,665.00	0.00	100.00%	100,000.00
5540 Clipping Service	452.46	583.00	(130.54)	77.61%	2,730.48	2,915.00	(184.52)	93.67%	7,000.00
5550 In-Market PR Stunts		250.00	(250.00)	0.00%	0.00	1,250.00	(1,250.00)	0.00%	3,000.00
5560 Media Events	1,298.00	292.00	1,006.00	444.52%	1,298.00	1,460.00	(162.00)	88.90%	3,500.00
5610 Travel -PR Related	787.22	625.00	162.22	125.96%	2,810.45	3,125.00	(314.55)	89.93%	7,500.00
5680 Visiting Media FAM Expenses	594.35	1,167.00	(572.65)	50.93%	1,120.25	5,835.00	(4,714.75)	19.20%	14,000.00
Total 55 Marketing / Public Relations	\$ 18,131.69	\$ 19,458.00	\$ (1,326.31)	93.18%	\$ 82,957.48	\$ 97,290.00	\$ (14,332.52)	85.27%	233,500.00

Mendocino County Tourism Commission
Budget vs. Actuals
 July - November, 2018

1/3/2019
 Accrual Basis

	Nov 2018				Jul - Nov 2018				Annual Budget
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget	
57 Website Maint / Development									
5710 Interactive Media Coordinator	2,500.00	2,500.00	0.00	100.00%	12,500.00	12,500.00	0.00	100.00%	30,000.00
5740 Content Creation	4,000.00	417.00	3,583.00	959.23%	4,000.00	2,085.00	1,915.00	191.85%	5,000.00
5750 Development/ Maintenance	1,709.00	1,667.00	42.00	102.52%	8,461.02	8,335.00	126.02	101.51%	20,000.00
5780 Interactive Marketing	78.95	1,250.00	(1,171.05)	6.32%	622.80	6,250.00	(5,627.20)	9.96%	15,000.00
Total 57 Website Maint / Development	\$ 8,287.95	\$ 5,834.00	\$ 2,453.95	142.06%	\$ 25,583.82	\$ 29,170.00	\$ (3,586.18)	87.71%	70,000.00
58 Leisure / Group Sales									
Develop	115.39	1,000.00	(884.61)	11.54%	2,035.87	5,000.00	(2,964.13)	40.72%	12,000.00
5820 Consumer & Trade Shows		0.00	0.00		13,267.10	13,250.00	17.10	100.13%	15,000.00
5840 State Fair Exhibit		400.00	(400.00)	0.00%	1,618.87	2,400.00	(781.13)	67.45%	5,000.00
5870 Shipping - Travel Shows		292.00	(292.00)	0.00%	760.69	1,460.00	(699.31)	52.10%	3,500.00
5880 Travel - Leisure/Group Sales	272.20	300.00	(27.80)	90.73%	5,833.79	5,800.00	33.79	100.58%	12,000.00
5885 Travel - Group FAMs	861.64	1,000.00	(138.36)	86.16%	1,061.08	5,000.00	(3,938.92)	21.22%	12,000.00
5890 Misc. Sales Opportunities		167.00	(167.00)	0.00%	0.00	835.00	(835.00)	0.00%	2,000.00
Total 58 Leisure / Group Sales	\$ 1,249.23	\$ 3,159.00	\$ (1,909.77)	39.55%	\$ 24,577.40	\$ 33,745.00	\$ (9,167.60)	72.83%	61,500.00
Total 1- MEDIA & WEBSITE	\$ 87,623.35	\$ 73,035.00	\$ 14,588.35	119.97%	\$ 229,553.21	\$ 363,125.00	\$ (133,571.79)	63.22%	852,000.00
2- VISITOR SVS / PARTNERSHIPS									
Partnerships									
6550 Conferences & Seminars		1,000.00	(1,000.00)	0.00%	1,415.00	5,000.00	(3,585.00)	28.30%	12,000.00
6570 In-County Relations	146.02	500.00	(353.98)	29.20%	1,068.80	2,500.00	(1,431.20)	42.75%	6,000.00
6590 Memberships	4,380.00	667.00	3,713.00	656.67%	4,530.00	3,335.00	1,195.00	135.83%	8,000.00
6610 North Coast Tourism Council		0.00	0.00		11,000.00	10,000.00	1,000.00	110.00%	10,000.00
Total Partnerships	\$ 4,526.02	\$ 2,167.00	\$ 2,359.02	208.86%	\$ 18,013.80	\$ 20,835.00	\$ (2,821.20)	86.46%	36,000.00
Visitor Services									
6720 Event & Festival Guides	1,282.47	5,000.00	(3,717.53)	25.65%	9,522.20	15,800.00	(6,277.80)	60.27%	50,000.00
6730 Incentives & Sponsorships	9,940.00	10,000.00	(60.00)	99.40%	74,110.00	68,000.00	6,110.00	108.99%	71,400.00
6770 Visitor Centers & Signage		0.00	0.00		1,582.47	1,834.00	(251.53)	86.29%	2,000.00
Total Visitor Services	\$ 11,222.47	\$ 15,000.00	\$ (3,777.53)	74.82%	\$ 85,214.67	\$ 85,634.00	\$ (419.33)	99.51%	123,400.00
Total 2- VISITOR SVS / PARTNERSHIPS	\$ 15,748.49	\$ 17,167.00	\$ (1,418.51)	91.74%	\$ 103,228.47	\$ 106,469.00	\$ (3,240.53)	96.96%	159,400.00

Mendocino County Tourism Commission
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1/3/2019
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3- ADMIN EXPENSES									
General Admin									
7010 Accounting	1,250.00	642.00	608.00	194.70%	10,390.50	3,210.00	7,180.50	323.69%	7,700.00
7060 Bank Fees	26.95	42.00	(15.05)	64.17%	134.75	210.00	(75.25)	64.17%	500.00
7080 Board Development		1,065.00	(1,065.00)	0.00%	0.00	1,665.00	(1,665.00)	0.00%	4,000.00
7090 Copying & Printing	270.38	167.00	103.38	161.90%	1,119.99	835.00	284.99	134.13%	2,000.00
7100 Dues & Subscriptions	667.80	310.00	357.80	215.42%	5,252.34	3,400.00	1,852.34	154.48%	5,500.00
7130 Legal Fees		250.00	(250.00)	0.00%	0.00	1,250.00	(1,250.00)	0.00%	3,000.00
7140 Licenses & Permits		0.00	0.00			0.00	0.00		100.00
7150 Meeting Expenses	264.45	167.00	97.45	158.35%	1,428.55	835.00	593.55	171.08%	2,000.00
7200 Office Expense	822.52	595.00	227.52	138.24%	12,499.03	5,440.00	7,059.03	229.76%	9,500.00
7210 Postage & Shipping	648.61	1,250.00	(601.39)	51.89%	2,845.68	6,250.00	(3,404.32)	45.53%	15,000.00
7280 Travel Expenses	434.37	1,250.00	(815.63)	34.75%	4,433.37	6,250.00	(1,816.63)	70.93%	15,000.00
Total General Admin	\$ 4,385.08	\$ 5,738.00	\$ (1,352.92)	76.42%	\$ 38,104.21	\$ 29,345.00	\$ 8,759.21	129.85%	64,300.00
Occupancy Costs									
7650 Rent	2,350.00	2,083.00	267.00	112.82%	14,950.00	10,415.00	4,535.00	143.54%	25,000.00
7660 Insurance		0.00	0.00		2,329.14	2,650.00	(320.86)	87.89%	3,000.00
7850 Repairs & Maintenance	(517.50)	500.00	(1,017.50)	-103.50%	7,898.06	4,000.00	3,898.06	197.45%	7,500.00
7890 Taxes	10.00	10.00	0.00	100.00%	72.30	70.00	2.30	103.29%	100.00
7910 Telecommunication	514.57	500.00	14.57	102.91%	2,919.98	2,500.00	419.98	116.80%	6,000.00
7950 Utilities	575.44	708.00	(132.56)	81.28%	3,251.75	3,540.00	(288.25)	91.86%	8,500.00
7990 Depreciation Expense	172.93	0.00	172.93		518.79	0.00	518.79		0.00
Total Occupancy Costs	\$ 3,105.44	\$ 3,801.00	\$ (695.56)	81.70%	\$ 31,940.02	\$ 23,175.00	\$ 8,765.02	137.82%	50,100.00
Total 3- ADMIN EXPENSES	\$ 7,490.52	\$ 9,539.00	\$ (2,048.48)	78.53%	\$ 70,044.23	\$ 52,520.00	\$ 17,524.23	133.37%	114,400.00

Mendocino County Tourism Commission
Budget vs. Actuals
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1/3/2019
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	Nov 2018				Jul - Nov 2018				Annual Budget
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4- PERSONNEL									
8510 Salaries & Wages	27,295.29	28,034.00	(738.71)	97.36%	127,195.53	140,170.00	(12,974.47)	90.74%	336,404.00
8520 Paid Time Off	3,407.85		3,407.85		5,210.04	0.00	5,210.04		
8530 Payroll Taxes	2,532.00	1,792.00	740.00	141.29%	11,559.71	8,960.00	2,599.71	129.01%	21,500.00
8540 Payroll Processing Fees	31.50	28.00	3.50	112.50%	208.25	140.00	68.25	148.75%	336.00
8550 Workers Comp		0.00	0.00		1,950.00	3,000.00	(1,050.00)	65.00%	3,000.00
8570 Health Insurance	2,848.00	2,875.00	(27.00)	99.06%	12,390.00	14,375.00	(1,985.00)	86.19%	34,500.00
8580 Other Employee Benefits		292.00	(292.00)	0.00%	0.00	1,460.00	(1,460.00)	0.00%	3,500.00
8590 Contract Work	1,152.00	295.00	857.00	390.51%	4,351.00	2,065.00	2,286.00	210.70%	3,543.00
8615 Employee Recruitment		125.00	(125.00)	0.00%	253.05	625.00	(371.95)	40.49%	1,500.00
Total 4- PERSONNEL	\$ 37,266.64	\$ 33,441.00	\$ 3,825.64	111.44%	\$ 163,117.58	\$ 170,795.00	\$ (7,677.42)	95.50%	404,283.00
Total Expenses	\$ 148,129.00	\$ 133,182.00	\$ 14,947.00	111.22%	\$ 565,943.49	\$ 692,909.00	\$ (126,965.51)	81.68%	1,530,083.00
Net Operating Income	\$ (33,792.13)	\$ (18,077.24)	\$ (15,714.89)	186.93%	\$ 140,607.75	\$ (126,885.20)	\$ 267,492.95	-110.81%	(200,000.00)
Net Income	\$ (33,792.13)	\$ (18,077.24)	\$ (15,714.89)	186.93%	\$ 140,607.75	\$ (126,885.20)	\$ 267,492.95	-110.81%	(200,000.00)
Budget Adjustment									
Previous Year Carryover	0.00	16,666.67	(16,666.67)	0.00%	0.00	83,333.35	(83,333.35)	0.00%	200,000.00
BALANCE	(33,792.13)	(1,410.57)	(32,381.56)	2395.64%	140,607.75	(43,551.85)	184,159.60	-322.85%	0.00

Mendocino County Tourism Commission

Balance Sheet

1/3/2019

Accrual Basis

As of November 30, 2018

	Nov 30, 2018	Nov 30, 2017	Change	% Change
ASSETS				
Current Assets				
Bank Accounts				
1015 MLCU Checking	80,131.70	151,673.44	(71,541.74)	-47.17%
1020 MLCU Savings	132,402.21	132,209.21	193.00	0.15%
1030 Cash drawer	100.00	100.00	0.00	0.00%
Total Bank Accounts	\$ 212,633.91	\$ 283,982.65	\$ (71,348.74)	-25.12%
Accounts Receivable				
1100 Accounts Receivable	548,812.89	489,321.90	59,490.99	12.16%
Total Accounts Receivable	\$ 548,812.89	\$ 489,321.90	\$ 59,490.99	12.16%
Other Current Assets				
1230 Prepaid Expenses	6,185.00	7,690.00	(1,505.00)	-19.57%
1250 Refundable Deposits	3,736.00	2,350.00	1,386.00	58.98%
Total Other Current Assets	\$ 9,921.00	\$ 10,040.00	\$ (119.00)	-1.19%
Total Current Assets	\$ 771,367.80	\$ 783,344.55	\$ (11,976.75)	-1.53%
Fixed Assets				
1510 Furniture and Equipment	56,760.92	46,385.00	10,375.92	22.37%
1600 Accumulated Depreciation	(46,903.79)	(46,385.00)	(518.79)	-1.12%
Total Fixed Assets	\$ 9,857.13	\$ -	\$ 9,857.13	
Other Assets				
1700 Website Development	0.00	70,000.00	(70,000.00)	-100.00%
1750 Accumulated Amortization	0.00	(70,000.00)	70,000.00	100.00%
Total Other Assets	\$ -	\$ -	\$ -	
TOTAL ASSETS	\$ 781,224.93	\$ 783,344.55	\$ (2,119.62)	-0.27%
LIABILITIES AND EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 Accounts Payable	11,388.26	54,400.63	(43,012.37)	-79.07%
Total Accounts Payable	\$ 11,388.26	\$ 54,400.63	\$ (43,012.37)	-79.07%
Other Current Liabilities				
Payroll Liabilities				
2230 CA SUI / ETT	399.00	0.00	399.00	
2240 FUTA Payable	64.78	0.00	64.78	
2270 Accrued Payroll	11,714.17	8,650.17	3,064.00	35.42%
2275 Accrued PTO	2,805.90	440.48	2,365.42	537.01%
Total Payroll Liabilities	\$ 14,983.85	\$ 9,090.65	\$ 5,893.20	64.83%
Total Other Current Liabilities	\$ 14,983.85	\$ 9,090.65	\$ 5,893.20	64.83%
Total Current Liabilities	\$ 26,372.11	\$ 63,491.28	\$ (37,119.17)	-58.46%
Total Liabilities	\$ 26,372.11	\$ 63,491.28	\$ (37,119.17)	-58.46%

Mendocino County Tourism Commission
Balance Sheet

1/3/2019

Accrual Basis

As of November 30, 2018

	Nov 30, 2018	Nov 30, 2017	Change	% Change
Equity				
3100 Contingency-Restricted	132,044.00	132,044.00	0.00	0.00%
3900 Unrestricted Net Assets (RE)	482,201.07	521,031.74	(38,830.67)	-7.45%
Net Income	140,607.75	66,777.53	73,830.22	110.56%
Total Equity	\$ 754,852.82	\$ 719,853.27	\$ 34,999.55	4.86%
TOTAL LIABILITIES AND EQUITY	\$ 781,224.93	\$ 783,344.55	\$ (2,119.62)	-0.27%

Mendocino County Tourism Commission Profit and Loss Comparison

July - November, 2018

1/3/2019

Accrual Basis

	Jul - Nov, 2018	Jul - Nov, 2017	Change	% Change
Income				
4030 County BID	373,248.35	369,382.95	3,865.40	1.05%
4031 County BID adjustments	134,786.69	68,162.79	66,623.90	97.74%
4035 County 50% Match	197,050.00	181,470.00	15,580.00	8.59%
Other Income				
4830 Event Brochure Ads	1,350.00	0.00	1,350.00	
4940 Misc. Income	0.00	4,018.55	(4,018.55)	-100.00%
4950 Interest Income	116.20	51.36	64.84	126.25%
Total Other Income	\$ 1,466.20	\$ 4,069.91	\$ (2,603.71)	-63.97%
Total Income	\$ 706,551.24	\$ 623,085.65	\$ 83,465.59	13.40%
Gross Profit	\$ 706,551.24	\$ 623,085.65	\$ 83,465.59	13.40%
Expenses				
1- MEDIA & WEBSITE				
50 Advertising / Media				
5130 Print & Online Advertising	83,019.51	168,949.52	(85,930.01)	-50.86%
5150 Ad Development/Design	3,175.00	2,114.25	1,060.75	50.17%
5170 Photography	24.00	416.34	(392.34)	-94.24%
5240 Research & Development	10,000.00	0.00	10,000.00	
5280 Video Development	216.00	137.00	79.00	57.66%
Total 50 Advertising / Media	\$ 96,434.51	\$ 171,617.11	\$ (75,182.60)	-43.81%
55 Marketing / Public Relations				
5510 Public Relations Contract	33,333.30	38,733.30	(5,400.00)	-13.94%
5520 Marketing Agency Contract	41,665.00	41,665.00	0.00	0.00%
5530 Marketing & Comm. Coordinator	0.00	27,500.00	(27,500.00)	-100.00%
5540 Clipping Service	2,730.48	3,214.68	(484.20)	-15.06%
5550 In-Market PR Stunts	0.00	156.00	(156.00)	-100.00%
5560 Media Events	1,298.00	3,367.41	(2,069.41)	-61.45%
5610 Travel -PR Related	2,810.45	991.87	1,818.58	183.35%
5680 Visiting Media FAM Expenses	1,120.25	3,508.54	(2,388.29)	-68.07%
Total 55 Marketing / Public Relations	\$ 82,957.48	\$ 119,136.80	\$ (36,179.32)	-30.37%
57 Website Maint / Development				
5710 Interactive Media Coordinator	12,500.00	12,500.00	0.00	0.00%
5740 Content Creation	4,000.00	0.00	4,000.00	
5750 Development/ Maintenance	8,461.02	3,000.00	5,461.02	182.03%
5780 Interactive Marketing	622.80	788.00	(165.20)	-20.96%
Total 57 Website Maint / Development	\$ 25,583.82	\$ 16,288.00	\$ 9,295.82	57.07%

Mendocino County Tourism Commission Profit and Loss Comparison

July - November, 2018

1/3/2019

Accrual Basis

	Jul - Nov, 2018	Jul - Nov, 2017	Change	% Change
58 Leisure / Group Sales				
5805 Sales Manager Contract	0.00	20,833.30	(20,833.30)	-100.00%
5810 Promotion Items, Booth Develop	2,035.87	11,750.81	(9,714.94)	-82.67%
5820 Consumer & Trade Shows	13,267.10	1,276.68	11,990.42	939.19%
5840 State Fair Exhibit	1,618.87	0.00	1,618.87	
5870 Shipping - Travel Shows	760.69	51.90	708.79	1365.68%
5880 Travel - Leisure/Group Sales	5,833.79	3,420.60	2,413.19	70.55%
5885 Travel - Group FAMs	1,061.08	2,005.57	(944.49)	-47.09%
Total 58 Leisure / Group Sales	\$ 24,577.40	\$ 39,338.86	\$ (14,761.46)	-37.52%
Total 1- MEDIA & WEBSITE	\$ 229,553.21	\$ 346,380.77	\$ (116,827.56)	-33.73%
2- VISITOR SVS / PARTNERSHIPS				
Partnerships				
6550 Conferences & Seminars	1,415.00	2,097.90	(682.90)	-32.55%
6570 In-County Relations	1,068.80	1,123.95	(55.15)	-4.91%
6590 Memberships	4,530.00	7,108.68	(2,578.68)	-36.28%
6610 North Coast Tourism Council	11,000.00	10,000.00	1,000.00	10.00%
Total Partnerships	\$ 18,013.80	\$ 20,330.53	\$ (2,316.73)	-11.40%
Visitor Services				
6720 Event & Festival Guides	9,522.20	14,778.78	(5,256.58)	-35.57%
6730 Incentives & Sponsorships	74,110.00	24,562.50	49,547.50	201.72%
6770 Visitor Centers & Signage	1,582.47	0.00	1,582.47	
Total Visitor Services	\$ 85,214.67	\$ 39,341.28	\$ 45,873.39	116.60%
Total 2- VISITOR SVS / PARTNERSHIPS	\$ 103,228.47	\$ 59,671.81	\$ 43,556.66	72.99%
3- ADMIN EXPENSES				
General Admin				
7010 Accounting	10,390.50	7,454.78	2,935.72	39.38%
7060 Bank Fees	134.75	289.75	(155.00)	-53.49%
7090 Copying & Printing	1,119.99	1,037.51	82.48	7.95%
7100 Dues & Subscriptions	5,252.34	0.00	5,252.34	
7130 Legal Fees	0.00	1,500.00	(1,500.00)	-100.00%
7150 Meeting Expenses	1,428.55	717.24	711.31	99.17%
7200 Office Expense	12,499.03	5,791.10	6,707.93	115.83%
7210 Postage & Shipping	2,845.68	2,095.10	750.58	35.83%
7280 Travel Expenses	4,433.37	5,894.58	(1,461.21)	-24.79%
Total General Admin	\$ 38,104.21	\$ 24,780.06	\$ 13,324.15	53.77%

Mendocino County Tourism Commission
Profit and Loss Comparison
 July - November, 2018

1/3/2019
 Accrual Basis

	Jul - Nov, 2018	Jul - Nov, 2017	Change	% Change
Occupancy Costs				
7650 Rent	14,950.00	9,750.00	5,200.00	53.33%
7660 Insurance	2,329.14	2,106.92	222.22	10.55%
7850 Repairs & Maintenance	7,898.06	2,450.00	5,448.06	222.37%
7890 Taxes	72.30	62.31	9.99	16.03%
7910 Telecommunication	2,919.98	2,933.93	(13.95)	-0.48%
7950 Utilities	3,251.75	3,043.15	208.60	6.85%
7990 Depreciation Expense	518.79	0.00	518.79	
Total Occupancy Costs	\$ 31,940.02	\$ 20,346.31	\$ 11,593.71	56.98%
Total 3- ADMIN EXPENSES	\$ 70,044.23	\$ 45,126.37	\$ 24,917.86	55.22%
4- PERSONNEL				
8510 Salaries & Wages	127,195.53	85,962.70	41,232.83	47.97%
8520 Paid Time Off	5,210.04	516.00	4,694.04	909.70%
8530 Payroll Taxes	11,559.71	6,522.22	5,037.49	77.24%
8540 Payroll Processing Fees	208.25	0.00	208.25	
8550 Workers Comp	1,950.00	2,788.00	(838.00)	-30.06%
8570 Health Insurance	12,390.00	0.00	12,390.00	
8571 Health Ins	0.00	8,072.00	(8,072.00)	-100.00%
8590 Contract Work	4,351.00	1,268.25	3,082.75	243.07%
8615 Employee Recruitment	253.05	0.00	253.05	
Total 4- PERSONNEL	\$ 163,117.58	\$ 105,129.17	\$ 57,988.41	55.16%
Total Expenses	\$ 565,943.49	\$ 556,308.12	\$ 9,635.37	1.73%
Net Operating Income	\$ 140,607.75	\$ 66,777.53	\$ 73,830.22	110.56%
Net Income	\$ 140,607.75	\$ 66,777.53	\$ 73,830.22	110.56%

Mendocino County Tourism Commission, Inc.
Statement of Cash Flows

As of November 30, 2018

1/3/2019

Accrual Basis

	<u>Nov 2018</u>	<u>Jul-Nov 2018</u>
<u>Cash Flows from Operating Activities</u>		
Net Income	(33,792.13)	140,607.75
Adjustments to Reconcile Net Income to Net Cash		
(Increase)Decrease in Accounts Receivable	43,412.48	(215,129.51)
(Increase)Decrease in Prepaid Expenses	850.00	1,199.14
(Increase)Decrease in Refundable Deposits	0.00	(900.00)
(Increase)Decrease in Accounts Payable	(21,383.51)	(79,948.03)
(Increase)Decrease in Payroll Liabilities	183.20	(818.17)
(Increase)Decrease in Sales Tx Payable	0.00	(69.60)
Total Adjustments to Reconcile Net Income to Net Cash	<u>23,062.17</u>	<u>(295,666.17)</u>
Net cash provided by Operating Activities	<u>(10,729.96)</u>	<u>(155,058.42)</u>
 <u>Cash Flows from Investing Activities</u>		
(Increase)Decrease in Furniture & Equipment	0.00	(10,375.92)
(Increase)Decrease in Accumulated Depreciation	172.93	518.79
Net cash provided by Investing Activities	<u>172.93</u>	<u>(9,857.13)</u>
 <u>Cash Flows from Financing Activities</u>		
Net cash provided by Financing Activities	<u>0.00</u>	<u>0.00</u>
 Net Increase(Decrease) in Cash	 (10,557.03)	 (164,915.55)
Cash at Beginning of period	<u>223,190.94</u>	<u>377,549.46</u>
Cash at End of period	<u><u>212,633.91</u></u>	<u><u>212,633.91</u></u>