

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

**02/10/2017**  
**Accrual Basis**

	<u>Dec 16</u>	<u>Jul - Dec 16</u>	<u>YTD Budget</u>	<u>% of Budget</u>	<u>Annual Budget</u>
<b>Ordinary Income/Expense</b>					
<b>Income</b>					
4020 · MCPA Matching Funds	0	9,000	0	100%	0
4030 · County BID	66,667	400,000	400,000	100%	800,000
4031 · County BID adjustments	4,288	71,995	30,348	237%	60,698
4035 · County 50% Match	33,333	200,000	200,000	100%	400,000
4050 · NCTC Administration	0	0	4,500	0%	4,500
4251 · Cooperative Advertising	0	0	6,000	0%	12,000
4990 · Previous Year Carryover	0	0	77,466	0%	154,933
4999 · Reserve/Contingency	0	0			130,344
Other Income	299	4,644	5,950	78%	11,000
<b>Total Income</b>	<u>104,587</u>	<u>685,639</u>	<u>724,264</u>	<u>95%</u>	<u>1,573,475</u>
<b>Gross Profit</b>	104,587	685,639	724,264	95%	1,573,475
<b>Expense</b>					
<b>MEDIA &amp; WEBSITE</b>	87,338	320,479	387,842	83%	810,050
<b>VISITOR SERVICES/PARTNERSHIPS</b>	9,899	41,697	68,100	61%	122,500
<b>ADMIN EXPENSES</b>	7,248	68,781	72,940	94%	124,692
<b>Personnel</b>	42,660	169,142	177,957	95%	385,889
<b>Total Expense</b>	<u>147,145</u>	<u>600,099</u>	<u>706,839</u>	<u>85%</u>	<u>1,443,131</u>
<b>Net Ordinary Income</b>	-42,558	85,540	17,425	491%	130,344
<b>Other Income/Expense</b>					
<b>Other Expense</b>					
9870 · Reserve/Contingency Account	0	0			130,344
<b>Total Other Expense</b>	<u>0</u>	<u>0</u>			<u>130,344</u>
<b>Net Other Income</b>	0	0	0	0%	-130,344
<b>Net Income</b>	<u><u>-42,558</u></u>	<u><u>85,540</u></u>	<u><u>17,425</u></u>	<u><u>491%</u></u>	<u><u>0</u></u>

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

02/10/2017  
Accrual Basis

	Dec 31, 16	Dec 31, 15	\$ Change	% Change
<b>ASSETS</b>				
<b>Current Assets</b>				
<b>Checking/Savings</b>				
1015 · MLCU Checking	257,323.70	0.00	257,323.70	100.0%
1020 · MLCU Savings	130,427.01	0.00	130,427.01	100.0%
1010 · Savings Bank checking	0.00	75,200.74	-75,200.74	-100.0%
1030 · Cash drawer	100.00	100.00	0.00	0.0%
<b>Total Checking/Savings</b>	<b>387,850.71</b>	<b>75,300.74</b>	<b>312,549.97</b>	<b>415.07%</b>
<b>Accounts Receivable</b>				
1100 · Accounts Receivable	293,867.19	6,108.34	287,758.85	4,710.92%
<b>Total Accounts Receivable</b>	<b>293,867.19</b>	<b>6,108.34</b>	<b>287,758.85</b>	<b>4,710.92%</b>
<b>Other Current Assets</b>				
1230 · Prepaid Expenses	13,980.00	1,020.00	12,960.00	1,270.59%
1250 · Refundable Deposits	2,350.00	2,350.00	0.00	0.0%
<b>Total Other Current Assets</b>	<b>16,330.00</b>	<b>3,370.00</b>	<b>12,960.00</b>	<b>384.57%</b>
<b>Total Current Assets</b>	<b>698,047.90</b>	<b>84,779.08</b>	<b>613,268.82</b>	<b>723.37%</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	-46,350.00	-35.00	-0.08%
<b>Total Fixed Assets</b>	<b>0.00</b>	<b>35.00</b>	<b>-35.00</b>	<b>-100.0%</b>
<b>Other Assets</b>				
1700 · Website Development	70,000.00	70,000.00	0.00	0.0%
1750 · Accumulated Amortization	-70,000.00	-14,000.00	-56,000.00	-400.0%
<b>Total Other Assets</b>	<b>0.00</b>	<b>56,000.00</b>	<b>-56,000.00</b>	<b>-100.0%</b>
<b>TOTAL ASSETS</b>	<b>698,047.90</b>	<b>140,814.08</b>	<b>557,233.82</b>	<b>395.72%</b>
<b>LIABILITIES &amp; EQUITY</b>				
<b>Liabilities</b>				
<b>Current Liabilities</b>				
<b>Accounts Payable</b>				
2000 · Accounts Payable	27,633.43	35,008.24	-7,374.81	-21.07%
<b>Total Accounts Payable</b>	<b>27,633.43</b>	<b>35,008.24</b>	<b>-7,374.81</b>	<b>-21.07%</b>
<b>Other Current Liabilities</b>				
<b>Payroll Liabilities</b>				
2210 · Federal Payroll Tax Payable	3,947.12	1,884.62	2,062.50	109.44%
2220 · State Payroll Tax Payable	820.84	308.09	512.75	166.43%
2230 · SUI & ETT Payable	1,048.92	404.51	644.41	159.31%
2240 · FUTA Payable	1,103.39	1,243.01	-139.62	-11.23%
2275 · Accrued PTO	4,123.17	0.00	4,123.17	100.0%
<b>Total Payroll Liabilities</b>	<b>11,043.44</b>	<b>3,840.23</b>	<b>7,203.21</b>	<b>187.57%</b>

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

02/10/2017  
Accrual Basis

	<b>Dec 31, 16</b>	<b>Dec 31, 15</b>	<b>\$ Change</b>	<b>% Change</b>
<b>2800 - Sales Tx Payable</b>	152.17	192.78	-40.61	-21.07%
<b>Total Other Current Liabilities</b>	11,195.61	4,033.01	7,162.60	177.6%
<b>Total Current Liabilities</b>	38,829.04	39,041.25	-212.21	-0.54%
<b>Total Liabilities</b>	38,829.04	39,041.25	-212.21	-0.54%
<b>Equity</b>				
<b>3100 - Contingency-Unrestricted</b>	130,344.00	0.00	130,344.00	100.0%
<b>3900 - Unrestricted Net Assets (RE)</b>	443,334.83	127,474.52	315,860.31	247.78%
<b>Net Income</b>	85,540.03	-25,701.69	111,241.72	432.82%
<b>Total Equity</b>	659,218.86	101,772.83	557,446.03	547.74%
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>698,047.90</b>	<b>140,814.08</b>	<b>557,233.82</b>	<b>395.72%</b>

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

02/10/2017  
 Accrual Basis

	Jul - Dec 16	Jul - Dec 15	\$ Change	% Change
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
4010 · MCLA BID Assessment	0.00	320,700.00	-320,700.00	-100.0%
4020 · MCPA Matching Funds	9,000.00	168,750.00	-159,750.00	-94.67%
4030 · County BID	400,000.02	0.00	400,000.02	100.0%
4031 · County BID adjustments	71,994.68	0.00	71,994.68	100.0%
4035 · County 50% Match	199,999.98	0.00	199,999.98	100.0%
<b>Other Income</b>				
4810 · Event Passport Income	0.00	2,300.00	-2,300.00	-100.0%
4830 · Event Brochure Ads	2,800.00	2,900.00	-100.00	-3.45%
4950 · Interest Income	44.17	18.40	25.77	140.05%
4850 · Retail Sales	1,799.53	2,281.34	-481.81	-21.12%
<b>Total Other Income</b>	<b>4,643.70</b>	<b>7,499.74</b>	<b>-2,856.04</b>	<b>-38.08%</b>
<b>Total Income</b>	<b>685,638.38</b>	<b>496,949.74</b>	<b>188,688.64</b>	<b>37.97%</b>
<b>Gross Profit</b>	<b>685,638.38</b>	<b>496,949.74</b>	<b>188,688.64</b>	<b>37.97%</b>
<b>Expense</b>				
<b>MEDIA &amp; WEBSITE</b>				
<b>Advertising/ Media</b>				
5010 · Media Plan Management	0.00	99,360.52	-99,360.52	-100.0%
5130 · Print & Online Advertising				
5120 · Digital & Broadcast	69,085.02	0.00	69,085.02	100.0%
5290 · E-Marketing	17,455.88	1,469.05	15,986.83	1,088.24%
5200 · Print & Direct Mail	53,058.75	752.49	52,306.26	6,951.09%
<b>Total 5130 · Print &amp; Online Advertising</b>	<b>139,599.65</b>	<b>2,221.54</b>	<b>137,378.11</b>	<b>6,183.91%</b>
5150 · Ad Development/Design	3,042.75	953.04	2,089.71	219.27%
5165 · AdverGame Development	12,000.00	0.00	12,000.00	100.0%
5030 · Co-op Advertising	0.00	6,767.00	-6,767.00	-100.0%
5170 · Photography	0.00	500.00	-500.00	-100.0%
5240 · Research & Development	129.00	192.35	-63.35	-32.94%
5110 · Video Development	15,201.11	59.95	15,141.16	25,256.31%
5015 · Surplus	14,390.09	0.00	14,390.09	100.0%
<b>Total Advertising/ Media</b>	<b>184,362.60</b>	<b>110,054.40</b>	<b>74,308.20</b>	<b>67.52%</b>
<b>Public Relations</b>				
5510 · Public Relations Contract	63,565.65	50,136.00	13,429.65	26.79%
5650 · Marketing & Comm. Coordinator	30,000.00	24,000.00	6,000.00	25.0%
5530 · In-Market PR Stunts	1,554.75	509.89	1,044.86	204.92%
5560 · Media Events	262.00	0.00	262.00	100.0%
5610 · Travel -PR Related	6,022.48	4,612.79	1,409.69	30.56%
5550 · Visiting Media FAM Expenses	3,240.04	4,903.48	-1,663.44	-33.92%
5660 · Clipping Service	0.00	3,162.61	-3,162.61	-100.0%
<b>Total Public Relations</b>	<b>104,644.92</b>	<b>87,324.77</b>	<b>17,320.15</b>	<b>19.83%</b>

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 July through December 2016

02/10/2017  
 Accrual Basis

	<b>Jul - Dec 16</b>	<b>Jul - Dec 15</b>	<b>\$ Change</b>	<b>% Change</b>
<b>Website Maint / Development</b>				
5710 · Interactive Media Coordinator	15,660.00	2,500.00	13,160.00	526.4%
5730 · Interactive Marketing	247.29	1,052.85	-805.56	-76.51%
5750 · Development/ Maintenance	3,315.17	28,934.96	-25,619.79	-88.54%
<b>Total Website Maint / Development</b>	<b>19,222.46</b>	<b>32,487.81</b>	<b>-13,265.35</b>	<b>-40.83%</b>
<b>Leisure/ Group Sales</b>				
5810 · Promotion Items, Booth Develop	702.29	6,860.93	-6,158.64	-89.76%
5820 · Consumer & Trade Shows	4,358.88	9,671.11	-5,312.23	-54.93%
5840 · State Fair Exhibit	3,421.12	0.00	3,421.12	100.0%
5870 · Shipping - Travel Shows	490.45	437.83	52.62	12.02%
5880 · Travel - Leisure/Group Sales	3,145.16	6,635.45	-3,490.29	-52.6%
5890 · Misc. Sales Opportunities	131.21	647.21	-516.00	-79.73%
<b>Total Leisure/ Group Sales</b>	<b>12,249.11</b>	<b>24,252.53</b>	<b>-12,003.42</b>	<b>-49.49%</b>
<b>Total MEDIA &amp; WEBSITE</b>	<b>320,479.09</b>	<b>254,119.51</b>	<b>66,359.58</b>	<b>26.11%</b>
<b>VISITOR SERVICES/PARTNERSHIPS</b>				
<b>Visitor Svcs/Fulfillment</b>				
6220 · Event & Festival Guides	12,095.81	13,360.58	-1,264.77	-9.47%
6040 · In-County Guides	1,202.23	93.80	1,108.43	1,181.7%
6210 · Event Partnership Funding	81.93	4,112.81	-4,030.88	-98.01%
6530 · Incentives & Sponsorships	17,200.00	0.00	17,200.00	100.0%
6010 · Visitor Guide & Distribution	0.00	5,768.20	-5,768.20	-100.0%
6190 · Visitor Center/ Info Support	2,645.00	6,382.50	-3,737.50	-58.56%
<b>Retail Store</b>				
6412A · Purchases for Resale	0.00	396.30	-396.30	-100.0%
6412B · Store Supplies/Expenses	143.38	1,457.78	-1,314.40	-90.16%
6412C · Contract Labor - Store	0.00	1,410.00	-1,410.00	-100.0%
6412D · Consignee payments	692.80	938.76	-245.96	-26.2%
<b>Total Retail Store</b>	<b>836.18</b>	<b>4,202.84</b>	<b>-3,366.66</b>	<b>-80.1%</b>
<b>Total Visitor Svcs/Fulfillment</b>	<b>34,061.15</b>	<b>33,920.73</b>	<b>140.42</b>	<b>0.41%</b>
<b>Partnerships</b>				
6550 · Conferences & Seminars	2,123.00	4,345.95	-2,222.95	-51.15%
6620 · In-County Relations	758.54	481.50	277.04	57.54%
6520 · Memberships	4,754.38	7,014.08	-2,259.70	-32.22%
6510 · North Coast Tourism Council	0.00	205.10	-205.10	-100.0%
6570 · Travel-Partnership Related	0.00	3,689.77	-3,689.77	-100.0%
<b>Total Partnerships</b>	<b>7,635.92</b>	<b>15,736.40</b>	<b>-8,100.48</b>	<b>-51.48%</b>
<b>Total VISITOR SERVICES/PARTNERSHIPS</b>	<b>41,697.07</b>	<b>49,657.13</b>	<b>-7,960.06</b>	<b>-16.03%</b>

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 July through December 2016

02/10/2017  
 Accrual Basis

	<b>Jul - Dec 16</b>	<b>Jul - Dec 15</b>	<b>\$ Change</b>	<b>% Change</b>
<b>ADMIN EXPENSES</b>				
<b>Occupancy Costs</b>				
7250 · Rent	11,000.00	10,800.00	200.00	1.85%
7120 · Insurance	1,070.00	1,922.00	-852.00	-44.33%
7260 · Repairs & Maintenance	305.78	867.00	-561.22	-64.73%
7270 · Taxes	72.25	56.35	15.90	28.22%
7310 · Telecommunication	5,395.62	4,918.37	477.25	9.7%
7350 · Utilities	3,725.80	2,413.65	1,312.15	54.36%
<b>Total Occupancy Costs</b>	<b>21,569.45</b>	<b>20,977.37</b>	<b>592.08</b>	<b>2.82%</b>
<b>General Admin</b>				
7010 · Accounting	13,470.00	2,385.00	11,085.00	464.78%
7050 · Bad Debt	0.00	385.00	-385.00	-100.0%
7060 · Bank Fees	235.56	20.00	215.56	1,077.8%
5250 · Board Development	0.00	1,000.00	-1,000.00	-100.0%
7090 · Copying & Printing	1,863.46	376.59	1,486.87	394.83%
7030 · Legal Fees	390.00	3,093.49	-2,703.49	-87.39%
7020 · Bookkeeping	0.00	1,963.50	-1,963.50	-100.0%
7140 · Licenses & Permits	20.00	0.00	20.00	100.0%
7150 · Meeting Expenses	679.84	209.68	470.16	224.23%
7200 · Office Expense	8,102.76	5,727.05	2,375.71	41.48%
7210 · Postage & Shipping	18,240.79	288.88	17,951.91	6,214.31%
7280 · Travel Expenses	4,208.72	3,841.03	367.69	9.57%
<b>Total General Admin</b>	<b>47,211.13</b>	<b>19,290.22</b>	<b>27,920.91</b>	<b>144.74%</b>
<b>Total ADMIN EXPENSES</b>	<b>68,780.58</b>	<b>40,267.59</b>	<b>28,512.99</b>	<b>70.81%</b>
<b>MCLA Admin Expenses</b>				
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	280.97	-280.97	-100.0%
<b>Total MCLA Admin Expenses</b>	<b>0.00</b>	<b>3,186.73</b>	<b>-3,186.73</b>	<b>-100.0%</b>
<b>MCPA Admin Expenses</b>				
8330 · Insurance	0.00	897.00	-897.00	-100.0%
8350 · Travel - MCPA	0.00	69.00	-69.00	-100.0%
<b>Total MCPA Admin Expenses</b>	<b>0.00</b>	<b>966.00</b>	<b>-966.00</b>	<b>-100.0%</b>

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	<b>Jul - Dec 16</b>	<b>Jul - Dec 15</b>	<b>\$ Change</b>	<b>% Change</b>
<b>Personnel</b>				
8510 · Salaries & Wages	113,257.13	113,514.02	-256.89	-0.23%
8520 · Paid Time Off	6,220.11	17,960.88	-11,740.77	-65.37%
8530 · Payroll Taxes	12,707.11	12,160.40	546.71	4.5%
8540 · Payroll Processing Fees	80.50	100.70	-20.20	-20.06%
8550 · Workers Comp	2,467.00	2,144.66	322.34	15.03%
8570 · Health Insurance	10,695.56	10,610.07	85.49	0.81%
8580 · Other Employee Benefits	0.00	3,753.74	-3,753.74	-100.0%
8590 · Contract Work	4,266.00	11,790.00	-7,524.00	-63.82%
7415 · Executive Director Search	19,448.20	0.00	19,448.20	100.0%
<b>Total Personnel</b>	<b>169,141.61</b>	<b>172,034.47</b>	<b>-2,892.86</b>	<b>-1.68%</b>
<b>Total Expense</b>	<b>600,098.35</b>	<b>520,231.43</b>	<b>79,866.92</b>	<b>15.35%</b>
<b>Net Ordinary Income</b>	<b>85,540.03</b>	<b>-23,281.69</b>	<b>108,821.72</b>	<b>467.41%</b>
<b>Other Income/Expense</b>				
<b>Other Expense</b>				
9900 · Prior Period Expense	0.00	2,420.00	-2,420.00	-100.0%
<b>Total Other Expense</b>	<b>0.00</b>	<b>2,420.00</b>	<b>-2,420.00</b>	<b>-100.0%</b>
<b>Net Other Income</b>	<b>0.00</b>	<b>-2,420.00</b>	<b>2,420.00</b>	<b>100.0%</b>
<b>Net Income</b>	<b>85,540.03</b>	<b>-25,701.69</b>	<b>111,241.72</b>	<b>432.82%</b>

# Profit & Loss Budget Performance

December 2016

02/10/2017

Accrual Basis

	<u>Dec 16</u>	<u>Jul - Dec 16</u>	<u>YTD Budget</u>	<u>% of Budget</u>	<u>Annual Budget</u>
<b>Ordinary Income/Expense</b>					
<b>Income</b>					
4020 · MCPA Matching Funds	0.00	9,000.00	0.00	100.0%	0.00
4030 · County BID	66,666.67	400,000.02	400,000.02	100.0%	800,000.00
4031 · County BID adjustments	4,288.14	71,994.68	30,348.00	237.23%	60,698.00
4035 · County 50% Match	33,333.33	199,999.98	199,999.98	100.0%	400,000.00
4050 · NCTC Administration	0.00	0.00	4,500.00	0.0%	4,500.00
4251 · Cooperative Advertising	0.00	0.00	6,000.00	0.0%	12,000.00
4990 · Previous Year Carryover	0.00	0.00	77,466.00	0.0%	154,933.00
4999 · Reserve/Contingency	0.00	0.00			130,344.00
<b>Other Income</b>					
4810 · Event Passport Income	0.00	0.00	1,000.00	0.0%	1,000.00
4830 · Event Brochure Ads	0.00	2,800.00	1,800.00	155.56%	1,800.00
4940 · Misc. Income	0.00	0.00	1,600.00	0.0%	6,600.00
4950 · Interest Income	19.53	44.17	50.02	88.31%	100.00
4850 · Retail Sales	279.40	1,799.53	1,500.00	119.97%	1,500.00
<b>Total Other Income</b>	<u>298.93</u>	<u>4,643.70</u>	<u>5,950.02</u>	<u>78.05%</u>	<u>11,000.00</u>
<b>Total Income</b>	<u>104,587.07</u>	<u>685,638.38</u>	<u>724,264.02</u>	<u>94.67%</u>	<u>1,573,475.00</u>
<b>Gross Profit</b>	104,587.07	685,638.38	724,264.02	94.67%	1,573,475.00
<b>Expense</b>					
<b>MEDIA &amp; WEBSITE</b>					
<b>Advertising/ Media</b>					
5130 · Print & Online Advertising					
5120 · Digital & Broadcast	20,837.92	69,085.02	66,600.00	103.73%	133,200.00
5290 · E-Marketing	15,427.00	17,455.88	15,900.00	109.79%	31,800.00
5200 · Print & Direct Mail	17,800.00	53,058.75	56,263.30	94.3%	105,593.00
<b>Total 5130 · Print &amp; Online Advertising</b>	<u>54,064.92</u>	<u>139,599.65</u>	<u>138,763.30</u>	<u>100.6%</u>	<u>270,593.00</u>
5150 · Ad Development/Design	750.00	3,042.75	3,000.00	101.43%	6,000.00
5165 · AdverGame Development	2,400.00	12,000.00	10,200.00	117.65%	12,000.00
5170 · Photography	0.00	0.00	4,999.98	0.0%	10,000.00
5240 · Research & Development	129.00	129.00	17,500.02	0.74%	35,000.00
5110 · Video Development	0.00	15,201.11	14,905.30	101.99%	20,000.00
5015 · Surplus	10,890.09	14,390.09	22,478.00	64.02%	50,957.00
<b>Total Advertising/ Media</b>	<u>68,234.01</u>	<u>184,362.60</u>	<u>211,846.60</u>	<u>87.03%</u>	<u>404,550.00</u>
<b>Public Relations</b>					
5510 · Public Relations Contract	7,943.78	63,565.65	61,960.00	102.59%	100,000.00
5520 · Marketing Agency Contract	0.00	0.00	14,285.00	0.0%	100,000.00
5650 · Marketing & Comm. Coordinator	5,000.00	30,000.00	30,000.00	100.0%	60,000.00
5530 · In-Market PR Stunts	164.75	1,554.75	2,499.98	62.19%	5,000.00
5560 · Media Events	175.00	262.00	1,249.98	20.96%	2,500.00
5610 · Travel -PR Related	676.79	6,022.48	4,999.98	120.45%	10,000.00
5550 · Visiting Media FAM Expenses	375.70	3,240.04	4,999.98	64.8%	10,000.00
<b>Total Public Relations</b>	<u>14,336.02</u>	<u>104,644.92</u>	<u>119,994.92</u>	<u>87.21%</u>	<u>287,500.00</u>



# Profit & Loss Budget Performance

December 2016

02/10/2017

Accrual Basis

	<u>Dec 16</u>	<u>Jul - Dec 16</u>	<u>YTD Budget</u>	<u>% of Budget</u>	<u>Annual Budget</u>
<b>Website Maint / Development</b>					
5710 · Interactive Media Coordinator	2,600.00	15,660.00	18,000.00	87.0%	36,000.00
5730 · Interactive Marketing	0.00	247.29	6,000.00	4.12%	12,000.00
5750 · Development/ Maintenance	600.00	3,315.17	12,499.98	26.52%	25,000.00
<b>Total Website Maint / Development</b>	<b>3,200.00</b>	<b>19,222.46</b>	<b>36,499.98</b>	<b>52.66%</b>	<b>73,000.00</b>
<b>Leisure/ Group Sales</b>					
5810 · Promotion Items, Booth Develop	67.78	702.29	2,500.02	28.09%	5,000.00
5820 · Consumer & Trade Shows	0.00	4,358.88	3,000.00	145.3%	12,000.00
5840 · State Fair Exhibit	1,500.00	3,421.12	2,500.02	136.84%	5,000.00
5870 · Shipping - Travel Shows	0.00	490.45	1,500.00	32.7%	3,000.00
5885 · Travel - Group FAMs	0.00	0.00	4,000.02	0.0%	8,000.00
5880 · Travel - Leisure/Group Sales	0.00	3,145.16	4,999.98	62.9%	10,000.00
5890 · Misc. Sales Opportunities	0.00	131.21	1,000.02	13.12%	2,000.00
<b>Total Leisure/ Group Sales</b>	<b>1,567.78</b>	<b>12,249.11</b>	<b>19,500.06</b>	<b>62.82%</b>	<b>45,000.00</b>
<b>Total MEDIA &amp; WEBSITE</b>	<b>87,337.81</b>	<b>320,479.09</b>	<b>387,841.56</b>	<b>82.63%</b>	<b>810,050.00</b>
<b>VISITOR SERVICES/PARTNERSHIPS</b>					
<b>Visitor Svs/Fulfillment</b>					
6220 · Event & Festival Guides	4,628.90	12,095.81	10,000.00	120.96%	16,000.00
6040 · In-County Guides	0.00	1,202.23	7,500.00	16.03%	15,000.00
6210 · Event Partnership Funding	0.00	81.93	12,499.98	0.66%	25,000.00
6530 · Incentives & Sponsorships	1,200.00	17,200.00	17,500.00	98.29%	25,000.00
6170 · Signage - Gateway, Kiosks	0.00	0.00	4,000.02	0.0%	8,000.00
6190 · Visitor Center/ Info Support	2,500.00	2,645.00	3,000.00	88.17%	6,000.00
<b>Retail Store</b>					
6412B · Store Supplies/Expenses	24.95	143.38			
6412D · Consignee payments	0.00	692.80			
Retail Store - Other	0.00	0.00	4,999.98	0.0%	10,000.00
<b>Total Retail Store</b>	<b>24.95</b>	<b>836.18</b>	<b>4,999.98</b>	<b>16.72%</b>	<b>10,000.00</b>
<b>Total Visitor Svs/Fulfillment</b>	<b>8,353.85</b>	<b>34,061.15</b>	<b>59,499.98</b>	<b>57.25%</b>	<b>105,000.00</b>
<b>Partnerships</b>					
6550 · Conferences & Seminars	724.00	2,123.00	2,840.00	74.75%	5,000.00
6620 · In-County Relations	62.41	758.54	499.98	151.71%	1,000.00
6520 · Memberships	759.00	4,754.38	5,260.00	90.39%	7,000.00
6510 · North Coast Tourism Council	0.00	0.00	0.00	0.0%	4,500.00
<b>Total Partnerships</b>	<b>1,545.41</b>	<b>7,635.92</b>	<b>8,599.98</b>	<b>88.79%</b>	<b>17,500.00</b>
<b>Total VISITOR SERVICES/PARTNERSHIPS</b>	<b>9,899.26</b>	<b>41,697.07</b>	<b>68,099.96</b>	<b>61.23%</b>	<b>122,500.00</b>

# Profit & Loss Budget Performance

December 2016

02/10/2017

Accrual Basis

	<u>Dec 16</u>	<u>Jul - Dec 16</u>	<u>YTD Budget</u>	<u>% of Budget</u>	<u>Annual Budget</u>
<b>ADMIN EXPENSES</b>					
<b>Occupancy Costs</b>					
7250 · Rent	1,850.00	11,000.00	10,800.00	101.85%	21,600.00
7120 · Insurance	0.00	1,070.00	3,000.00	35.67%	3,000.00
7260 · Repairs & Maintenance	210.78	305.78	2,000.00	15.29%	5,000.00
7270 · Taxes	0.00	72.25	75.00	96.33%	75.00
7310 · Telecommunication	951.25	5,395.62	5,250.00	102.77%	6,250.00
7350 · Utilities	688.83	3,725.80	3,750.00	99.36%	7,500.00
<b>Total Occupancy Costs</b>	<b>3,700.86</b>	<b>21,569.45</b>	<b>24,875.00</b>	<b>86.71%</b>	<b>43,425.00</b>
<b>General Admin</b>					
7010 · Accounting	542.50	13,470.00	13,460.00	100.07%	18,000.00
7060 · Bank Fees	0.00	235.56	310.00	75.99%	370.00
5250 · Board Development	0.00	0.00	0.00	0.0%	3,500.00
7090 · Copying & Printing	683.13	1,863.46	1,935.00	96.3%	2,700.00
7030 · Legal Fees	0.00	390.00	1,370.00	28.47%	3,875.00
7140 · Licenses & Permits	0.00	20.00	25.00	80.0%	50.00
7150 · Meeting Expenses	157.56	679.84	655.00	103.79%	3,600.00
7200 · Office Expense	615.28	8,102.76	10,140.00	79.91%	17,580.00
7210 · Postage & Shipping	500.68	18,240.79	13,450.00	135.62%	18,142.00
7280 · Travel Expenses	1,048.20	4,208.72	6,720.00	62.63%	13,450.00
<b>Total General Admin</b>	<b>3,547.35</b>	<b>47,211.13</b>	<b>48,065.00</b>	<b>98.22%</b>	<b>81,267.00</b>
<b>Total ADMIN EXPENSES</b>	<b>7,248.21</b>	<b>68,780.58</b>	<b>72,940.00</b>	<b>94.3%</b>	<b>124,692.00</b>
<b>Personnel</b>					
8510 · Salaries & Wages	30,534.99	113,257.13	130,000.00	87.12%	300,000.00
8520 · Paid Time Off	4,846.72	6,220.11			
8530 · Payroll Taxes	4,345.04	12,707.11	12,600.00	100.85%	29,296.00
8540 · Payroll Processing Fees	31.50	80.50	69.00	116.67%	704.00
8550 · Workers Comp	0.00	2,467.00	2,467.00	100.0%	2,975.00
8570 · Health Insurance	1,922.00	10,695.56	10,278.00	104.06%	20,880.00
8580 · Other Employee Benefits	0.00	0.00	0.00	0.0%	3,300.00
8590 · Contract Work	980.00	4,266.00	3,095.00	137.84%	5,400.00
7415 · Executive Director Search	0.00	19,448.20	19,448.20	100.0%	23,334.00
<b>Total Personnel</b>	<b>42,660.25</b>	<b>169,141.61</b>	<b>177,957.20</b>	<b>95.05%</b>	<b>385,889.00</b>
<b>Total Expense</b>	<b>147,145.53</b>	<b>600,098.35</b>	<b>706,838.72</b>	<b>84.9%</b>	<b>1,443,131.00</b>
<b>Net Ordinary Income</b>	<b>-42,558.46</b>	<b>85,540.03</b>	<b>17,425.30</b>	<b>490.9%</b>	<b>130,344.00</b>
<b>Other Income/Expense</b>					
<b>Other Expense</b>					
9870 · Reserve/Contingency Account	0.00	0.00			130,344.00
<b>Total Other Expense</b>	<b>0.00</b>	<b>0.00</b>			<b>130,344.00</b>
<b>Net Other Income</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.0%</b>	<b>-130,344.00</b>
<b>Net Income</b>	<b>-42,558.46</b>	<b>85,540.03</b>	<b>17,425.30</b>	<b>490.9%</b>	<b>0.00</b>