

Visit Mendocino County 2015-2016 Budget Proposed

	2015-2016 Approved	2015-2016 as of Dec 31, 2015	COMMENTS
<b>INCOME</b>			
<b>MCLA BID Assessment</b>	<b>641,400.00</b>	<b>320,700.00</b>	BID Assessment amount as defined in BID Annual Report
<b>MCPA Matching Funds</b>	<b>337,500.00</b>	<b>168,750.00</b>	50% match of entire BID budget of \$675,000
<b>Overage from previous FY</b>	<b>58,037.00</b>	<b>58,037.00</b>	
<b>North Coast Tourism Council Administration</b>	<b>9,000.00</b>	<b>-</b>	Income for administering organization
<b>Other Income (visitor guide and calendar advertising)</b>	<b>6,000.00</b>	<b>-</b>	income from ads in wall calendar
<b>Sponsorship Program</b>	<b>10,000.00</b>	<b>-</b>	
<b>Other Income (misc)</b>	<b>30,000.00</b>	<b>3,954.46</b>	events, retail, trade shows, etc.
<b>Interest</b>	<b>30.00</b>	<b>11.38</b>	interest from money in bank account
<b>Total Income</b>	<b>1,091,967.00</b>	<b>551,452.84</b>	
<b>MARKETING ACTIVITIES - MEDIA &amp; WEBSITE</b>			
<b>Advertising/Media</b>			
<i>Print and On-Line Advertising</i>	<i>190,000.00</i>	<i>104,360.52</i>	continue with same media buying company as recommended by Carl Ribaud
<i>Co-Op Advertising (opportunistic)</i>	<i>10,000.00</i>	<i>1,037.00</i>	for opportunities throughout the year
<i>Video Development</i>	<i>3,000.00</i>	<i>59.95</i>	
<i>Advertising Development and Design</i>	<i>3,000.00</i>	<i>953.04</i>	design for ads - both print and online
<i>Photography</i>	<i>3,000.00</i>	<i>500.00</i>	for photo usage and production of new photos
<i>Direct Mail</i>	<i>3,000.00</i>	<i>752.49</i>	Follow up to big spring direct mail campaign
<i>Research &amp; Development (market research/board retreat)</i>	<i>10,000.00</i>	<i>1,192.35</i>	for measuring effectiveness of marketing programs and board retreat/training
<b>Total Advertising/Media</b>	<b>222,000.00</b>	<b>108,855.35</b>	<b>26% of total budget spent on advertising/media (up 3% from last FY)</b>
<b>Public Relations</b>			
<i>Public Relations Contract</i>	<i>103,000.00</i>	<i>52,716.91</i>	for Koli/Cinch PR agency (includes 3,000 for clipping service)
<i>In-Market PR Stunts</i>	<i>7,000.00</i>	<i>400.00</i>	two onsite radio productions to coincide with mushroom and crab festivals
<i>Visiting Media and FAM group Expenses</i>	<i>12,500.00</i>	<i>4,999.39</i>	host media and FAMS throughout the year
<i>Visit California Media Events</i>	<i>2,500.00</i>		two media events with Visit CA - LA & SF
<i>Taste of Mendocino</i>	<i>5,000.00</i>		Support event with Mendocino Winegrowers, Inc
<i>Public Relations Related Travel</i>	<i>10,000.00</i>	<i>4,441.58</i>	staff/contractor travel to media tours & PR events
<i>Communications Coordinator</i>	<i>48,000.00</i>	<i>24,000.00</i>	independent contractor (Alison DeGrassi) to support PR agencies & internal PR
<b>Total Public Relations</b>	<b>188,000.00</b>	<b>86,557.88</b>	<b>22% of total budget spent on public relations (up 1% from last FY)</b>
<b>Website Maintenance /Development</b>			
<i>Interactive Marketing (social, e-newsletter, etc)</i>	<i>12,000.00</i>	<i>5,005.89</i>	social media analytics, e-newsletters, contests
<i>Development/Maintenance</i>	<i>48,000.00</i>	<i>29,138.96</i>	hosting, updates, content development, SEO

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<b>Total Website Maintenance/Development</b>	<b>60,000.00</b>	<b>34,144.85</b>	<b>5% of total budget spent on website (down 4% from last FY)</b>
<i>Consumer and Trade Shows</i>	<i>9,000.00</i>	<i>10,065.11</i>	Sunset celebration, Bay Area Travel Show, etc.
<i>Travel Shows - Shipping</i>	<i>3,000.00</i>	<i>252.83</i>	Getting materials to above shows
<i>Misc Sales Opportunities</i>	<i>3,000.00</i>	<i>647.21</i>	opportunities to co-op with specific programs with North Coast Tourism Council
<i>State Fair Exhibit</i>	<i>6,000.00</i>		cost to have exhibit in Sacramento for State Fair
<i>Booth Development and Give-A-Ways</i>	<i>10,000.00</i>	<i>6,860.93</i>	cost of green bags (sponsored), pull up banners, etc
<i>Leisure/Group Sales Staff Related Travel</i>	<i>11,000.00</i>	<i>7,262.56</i>	staff/contractor travel to shows, sales meetings
<b>Total Leisure/Group Sales</b>	<b>42,000.00</b>	<b>25,088.64</b>	<b>11% of total budget spent on sales</b>
<b>MARKETING ACTIVITIES - VISITOR SERVICES &amp; PARTNERSHIPS</b>			
<b>Visitor Services/Fulfillment</b>			
<i>2015 Visitor Guide and calendar</i>	<i>40,000.00</i>	<i>5,619.33</i>	For distribution and printing (if nec.) - not planning on producing new guide this FY
<i>In County Guides (themed &amp; tear off maps)</i>	<i>3,000.00</i>	<i>93.80</i>	art guides, wine maps, meeting guides, etc
<i>Signage - Gateway, Kiosks and Directional</i>	<i>2,000.00</i>		gateway signs - hope for next one along 128 - this is to pay for design/permits
<i>Visitor Center/Information Support</i>	<i>5,000.00</i>	<i>6,382.50</i>	for Redwood Coast Chamber of Commerce - funds matched by Sonoma County
<i>Event Partnership Funding</i>	<i>5,000.00</i>	<i>4,112.81</i>	funds to attend and support countywide events/festivals
<i>Event &amp; Festival Guide Printing and Distribution</i>	<i>16,000.00</i>	<i>14,541.52</i>	mushroom guide, crab guide, two semi-annual event calendars; includes distribution
<i>Retail Items</i>	<i>10,000.00</i>	<i>3,055.80</i>	offset under income; goal is to break even with retail
<i>In-County Mixers, Fairs</i>	<i>500.00</i>	<i>321.50</i>	attend chamber mixers and other fairs
<b>Total Visitor Services/Fulfillment</b>	<b>81,500.00</b>	<b>34,127.26</b>	
<b>Partnerships</b>			
<i>North Coast Tourism Council</i>	<i>-</i>	<i>205.10</i>	no cost to VMC; normal county membership is \$10K; we receive \$9K for administration
<i>Memberships - CVB's, CalTIA, Chambers, MPI</i>	<i>7,000.00</i>	<i>7,114.08</i>	Cal Travel, DMAI, WACVB, Chambers - annual membership costs
<i>Conferences and Seminars</i>	<i>5,000.00</i>	<i>3,846.95</i>	Cal Travel, DMAI, WACVB conference registration and meeting costs
<i>Partnership Related Staff Travel</i>	<i>13,000.00</i>	<i>3,689.77</i>	staff travel to conferences, meetings both inside and outside of county
<i>In-County Relations</i>	<i>1,000.00</i>	<i>160.00</i>	misc costs to support strong partnerships throughout county
<b>Total Partnerships</b>	<b>26,000.00</b>	<b>15,015.90</b>	
<b>TOTAL - VISITOR SERVICES &amp; PARTNERSHIP</b>	<b>107,500.00</b>	<b>49,143.16</b>	<b>21% of total budget spent on visitor services &amp; partnerships (down 2% from last FY)</b>
<b>TOTAL MARKETING ACTIVITIES</b>	<b>619,500.00</b>	<b>303,789.88</b>	
<b>ADMINISTRATIVE EXPENSES</b>			

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<i>Office/ Storage Rent</i>	22,000.00	10,800.00	Fort Bragg and Ukiah offices
<i>Office Supplies</i>	10,000.00	5,397.43	miscellaneous office supplies
<i>Postage/Shipping</i>	2,500.00	288.88	postage for mailings (other than visitor guides, trade shows, etc)
<i>Copying/Printing</i>	1,000.00	376.59	miscellaneous copying/printing - meeting materials, marketing plans, etc
<i>Telephone/Telecommunications</i>	10,000.00	4,713.37	office phones, 3 1/2 cell phones for staff
<i>Utilities</i>	5,000.00	2,322.43	internet, propane, garbage, water
<i>Legal Fees</i>	10,000.00	3,093.49	for legal services, if needed
<i>Accounting Fees</i>	4,500.00	2,441.35	annual audit, tax filing
<i>Insurance - BOD and Liability</i>	3,000.00	1,966.00	D&O insurance for BOD, liability insurances
<i>Meeting Expenses</i>	500.00	209.68	food for meetings, if necessary
<i>Bank Fees</i>	50.00	20.00	Paypal fees and credit card processing fees
<i>Bookkeeping</i>	4,000.00	1,397.18	bookkeeping for organization
<i>Visit Mendocino County, Inc. Administrative Travel</i>	6,000.00	3,984.69	miscellaneous staff travel & entertainment for meetings, etc
<b>Total Administrative Expenses</b>	<b>78,550.00</b>	<b>37,011.09</b>	
<b>MCLA ADMINISTRATIVE EXPENSES</b>			
<i>Member Newsletter Printing</i>	1,000.00		annual report and other MCLA newsletter printing
<i>Member Newsletter Postage</i>	1,000.00	1,724.82	postage for above
<i>Annual Meeting</i>	1,000.00		costs to hold required MCLA annual meeting every september
<i>Member Mailings (elections, by-laws, etc)</i>	1,000.00		postage and printing for mailings to MCLA members (elections, etc)
<i>MCLA Administrative Travel</i>	1,000.00	213.12	staff travel specifically for MCLA related meetings
<i>mcla.info development/maintenance</i>			maintenance and development of MCLA specific website
<b>Total MCLA Administrative Expenses</b>	<b>5,000.00</b>	<b>1,937.94</b>	
<b>MCPA ADMINISTRATIVE EXPENSES</b>			
<i>Accountant Fees</i>	2,000.00		annual financial review and tax filing
<i>Insurances</i>	1,000.00	1,868.00	D&O insurance for BOD and liability insurance
<i>MCPA Administrative Travel</i>	750.00	69.00	staff travel specifically for MCPA related meetings
<b>Total MCPA Administrative Expenses</b>	<b>3,750.00</b>	<b>1,937.00</b>	
<b>Total Administrative Expenses for all Organizations</b>	<b>87,300.00</b>	<b>40,886.03</b>	<b>16% of total budget spent on operations (up 1% from last FY)</b>
<b>Personnel</b>			
<i>Salaries</i>	278,500.00	141,519.90	Supports 5.5 full-time equivalent employees
<i>Contract Work - Misc.</i>	6,000.00	13,705.00	miscellaneous contracted work (special projects, etc)
<i>Payroll Taxes</i>	26,500.00	11,724.98	taxes required for salaries
<i>Worker's Comp Insurance</i>	3,500.00	2,144.66	insurance required for employees

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<i>Medical Insurance &amp; other benefits</i>	34,000.00	14,718.64
<b>Total Personnel</b>	<b>348,500.00</b>	<b>183,813.18</b>
<b>TOTAL EXPENSES</b>	<b>1,055,300.00</b>	<b>528,489.09</b>
<b>Over/Under</b>	<b>36,667.00</b>	<b>22,963.75</b>

medical and other benefits as outlined in employee handbook and CEO contract

