

	2016-2017 Current		2016-2017 Proposed	Descriptions
INCOME				
Overage from previous FY	207,174.00		154,933.00	Carry over from previous fiscal year
MCPA Matching Funds	0.00		0.00	
Payments directly to MCTC (include BID & Match)	1,200,000.00		1,260,698.00	
North Coast Tourism Council Administration	19,000.00		4,500.00	Income for administering organization
Cooperative Advertising	-		12,000.00	
Sponsorship Program				
Other Income (misc)	20,900.00		10,900.00	events, retail, trade shows, etc.
Interest	100.00		100.00	interest from money in bank account
Reserve/Contingency Account	130,344.00		130,344.00	
Total Income	1,577,518.00		1,573,475.00	
MARKETING ACTIVITIES - MEDIA & WEBSITE				
Advertising/Media				
<i>Print and On-Line Advertising</i>	270,593.00	< breakdown	270,593.00	
		105,593.00		Print & Direct Mail
		31,800.00		Emarketing
		133,200.00		Digital & Broadcast
<i>Previous Year's Surplus</i>	150,000.00		50,957.00	Contingency funds for marketing, advertising, etc
<i>Advertising Development and Design</i>	6,000.00		6,000.00	Contract design work
<i>Photography</i>	10,000.00		10,000.00	Photography & image library development
<i>Video Development</i>	20,000.00		20,000.00	
<i>AdverGame Development</i>	12,000.00		12,000.00	Hidden Object Game Application
<i>Direct Mail</i>	-		-	Moved into Print & On-Line Advertising
<i>Long Term Strategic Planning</i>	20,000.00		35,000.00	Changing this line item to be used for a Long-Term Strategic Plan
Total Advertising/Media	488,593.00		404,550.00	
Marketing & Public Relations				
<i>Public Relations Contract</i>	135,000.00		100,000.00	Koli Communications, DCI & Burrells Clipping Service
<i>Marketing Agency Contract</i>	-		100,000.00	
<i>In-Market PR Stunts</i>	5,000.00		5,000.00	Two onsite in-marketing promotions
<i>Visiting Media and FAM group Expenses</i>	10,000.00		10,000.00	Changed to reflect just media FAMs
<i>Media Events</i>	2,500.00		2,500.00	Attend media events hosted by Visit California or other Media Associations
<i>Taste of Mendocino</i>				On hold until next year. Support event with Mendocino Winegrowers, Inc
<i>Public Relations Related Travel</i>	10,000.00		10,000.00	Staff/contractor travel to media tours & PR events
<i>Contract Marketing & Comm. Coordinator</i>	60,000.00		60,000.00	independent contractor (Alison DeGrassi) to support PR agencies & internal PR

Total Public Relations	222,500.00		287,500.00	
Website Maintenance /Development				
<i>Interactive Marketing (social, e-newsletter, etc)</i>	12,000.00		12,000.00	Social media analytics, enewsletters, contests
<i>Development/Maintenance</i>	25,000.00		25,000.00	Website hosting, updates, content development, SEO
<i>Interactive Media & Content Coordinator</i>	36,000.00		36,000.00	
Total Website Maintenance/Development	73,000.00		73,000.00	
Leisure/Group Sales				
<i>Consumer and Trade Shows</i>	12,000.00		12,000.00	Sunset celebration, Bay Area Travel Show, etc.
<i>Travel Shows - Shipping</i>	3,000.00		3,000.00	Getting materials to above shows
<i>Misc Sales Opportunities</i>	2,000.00		2,000.00	Co-op with specific programs with California partners (NCTC, etc)
<i>State Fair Exhibit</i>	5,000.00		5,000.00	Cost to have exhibit in Sacramento for State Fair
<i>Promotional Items & Booth Development</i>	5,000.00		5,000.00	
<i>Leisure/Group Sales Staff Related Travel</i>	10,000.00		10,000.00	Staff/contractor travel to shows, sales meetings
<i>Group Travel FAMs</i>	8,000.00		8,000.00	In-county costs of group tour FAMs
Total Leisure/Group Sales	45,000.00		45,000.00	
MARKETING ACTIVITIES - VISITOR SERVICES & PARTNERSHIPS				
Visitor Services/Fulfillment				
<i>Print Collateral</i>	15,000.00	< breakdown	15,000.00	
<i>2015 Visitor Guide and calendar</i>	-	-	-	No guides or calendars being produced. Cost of shipping moved to different category.
<i>In County Guides (themed & tear off maps)</i>		15,000.00		Tear off maps, art guides, wine maps, meeting guides, etc
<i>Signage - Gateway, Kiosks and Directional</i>	8,000.00		8,000.00	Gateway signs, visitor kiosk development
<i>Incentive & Sponsorship Programs</i>	46,000.00	< breakdown	56,000.00	Rink Sponsorship
<i>Visitor Center/Information Support</i>		6,000.00		Chambers of Commerce
<i>Event Partnership Funding</i>		25,000.00		Grant funds to support county events & programs
<i>Advertising Sponsorships/Customer Incentives</i>		15,000.00		Advertising & Marketing Sponsorships/Customer Incentives
<i>Event & Festival Guide Printing and Distribution</i>	16,000.00		16,000.00	Mushroom guide, crab guide, two semi-annual event calendars; includes distribution
<i>Retail Items</i>	10,000.00		10,000.00	Offset under income; goal is to break even with retail
<i>In-County Mixers, Fairs</i>	-		-	Moved to In-County Relations. Attend chamber mixers and other fairs
Total Visitor Services/Fulfillment	95,000.00		105,000.00	
Partnerships				
<i>North Coast Tourism Council</i>	10,000.00		10,000.00	Normal county membership is \$10K; we receive \$9K for administration
<i>Memberships - CVB's, CalTIA, Chambers, MPI</i>	7,000.00		7,000.00	Cal Travel, DMAI, DMA West, Chambers - annual membership costs
<i>Conferences and Seminars</i>	5,000.00		5,000.00	Cal Travel, DMAI, DMA West, conference registration and meeting costs
<i>Partnership Related Staff Travel</i>	-		-	Moved to Travel Expenses. Staff travel to conferences, meetings both inside and outside of county
<i>In-County Relations</i>	1,000.00		1,000.00	Costs associated with mixers and other networking events in the county
<i>Arts Council Sponsorship</i>	-		-	Moved into Incentive & Sponsorship Programs

Total Partnerships	13,000.00		13,000.00	
ADMINISTRATIVE EXPENSES				
Office/ Storage Rent	21,600.00		21,600.00	Fort Bragg and Ukiah offices
Office Supplies	10,500.00	< breakdown	10,500.00	miscellaneous office supplies & repairs/maintenance
		6,000.00		Office supplies
		3,000.00		Office equipment
		1,500.00		CRM (Big Contacts)
Maintenance	5,000.00		5,000.00	Repairs & maintenance (and potential move)
Postage/Shipping	13,142.00		18,142.00	Postage for mailings/shipping/Certified Folder
Copying/Printing	1,200.00		1,200.00	Copier lease/miscellaneous copying/printing - meeting materials, marketing plans, etc
Telephone/Telecommunications	3,750.00	< breakdown	3,750.00	office phones, 3 1/2 cell phones for staff
		1,500.00		Cell phones for three staff
		1,500.00		Ooma System
		750.00		Misc
Utilities	5,500.00		5,500.00	Internet, propane, garbage, water
Visit Mendocino County, Inc. Administrative Travel	13,450.00	< breakdown	13,450.00	miscellaneous staff travel & entertainment for meetings, etc
		10,350.00		Mileage reimbursement
		1,800.00		Lodging
		1,000.00		Meals
		300.00		Other
Meeting Expenses	500.00		500.00	Refreshments for meetings
Board Development & Training	3,500.00		3,500.00	Brown Act Training, board retreat
Legal Fees	4,000.00		4,000.00	For legal services, if needed
Accounting Fees	9,000.00		9,000.00	Annual audit, tax filing
Bookkeeping	6,000.00		6,000.00	Bookkeeping services for organization
Insurance - BOD and Liability	3,000.00		3,000.00	D&O insurance for BOD, liability insurances
Bank Fees	50.00		50.00	Paypal fees and credit card processing fees - includes "bad debt"
County Administrative Fee	24,000.00		24,000.00	
Total Administrative Expenses	124,192.00		129,192.00	
Personnel				
Salaries	300,000.00		300,000.00	Supports 4.5 full-time equivalent employees & bonuses
Contract Work - Misc.	5,400.00		5,400.00	Miscellaneous contracted work (special projects, etc)
Searchwide Executive Director Search	23,334.00		23,334.00	Approved by MCTC Board at their March 2016 meeting (approved to spend up to \$40K)
Payroll Taxes	30,000.00		30,000.00	Taxes required for salaries
Worker's Comp Insurance	2,975.00		2,975.00	Insurance required for employees
Medical Insurance & other benefits	20,880.00		20,880.00	Health and other benefits as outlined in employee handbook and ED contract

<i>Other Employee Benefits</i>	3,300.00		3,300.00	Add'l benefits related to the executive director
Total Personnel	385,889.00		385,889.00	
<i>Reserve/Contingency Account</i>	130,344.00		130,344.00	
TOTAL EXPENSES	1,577,518.00		1,573,475.00	
Over/Under	-		-	