

Mendocino County Tourism Commission, Inc.
Budget Overview
 July 2017 through June 2018

08/22/2017
 Accrual Basis

	<u>Jul '17 - Jun 18</u>
Ordinary Income/Expense	
Income	
4030 · County BID	886,519.00
4035 · County 50% Match	435,530.00
Other Income	
4251 · Cooperative Advertising	12,000.00
4940 · Misc. Income	14,500.00
4950 · Interest Income	100.00
Total Other Income	<u>26,600.00</u>
Total Income	<u>1,348,649.00</u>
Gross Profit	1,348,649.00
Expense	
MEDIA & WEBSITE	
Advertising / Media	
5130 · Print & Online Advertising	330,530.00
5150 · Ad Development/Design	8,000.00
5170 · Photography	8,000.00
5240 · Research & Development	20,000.00
5110 · Video Development	10,000.00
5015 · Marketing Contingency	10,000.00
Total Advertising / Media	<u>386,530.00</u>
Marketing / Public Relations	
5510 · Public Relations Contract	98,500.00
5520 · Marketing Agency Contract	100,000.00
5650 · Marketing & Comm. Coordinator	66,000.00
5530 · In-Market PR Stunts	2,500.00
5660 · Clipping Service	6,500.00
5560 · Media Events	3,500.00
5610 · Travel -PR Related	10,000.00
5550 · Visiting Media FAM Expenses	12,000.00
Total Marketing / Public Relations	<u>299,000.00</u>
Website Maint / Development	
5710 · Interactive Media Coordinator	30,000.00
5730 · Interactive Marketing	12,000.00
5750 · Development/ Maintenance	17,000.00
Total Website Maint / Development	<u>59,000.00</u>

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Leisure / Group Sales	
5805 · Sales Manager Contract	50,000.00
5810 · Promotion Items, Booth Develop	3,000.00
5820 · Consumer & Trade Shows	13,000.00
5840 · State Fair Exhibit	5,000.00
5870 · Shipping - Travel Shows	2,500.00
5885 · Travel - Group FAMs	10,000.00
5880 · Travel - Leisure/Group Sales	11,000.00
5890 · Misc. Sales Opportunities	1,000.00
Total Leisure / Group Sales	<u>95,500.00</u>
Total MEDIA & WEBSITE	840,030.00
VISITOR SVS / PARTNERSHIPS	
Visitor Services	
6220 · Event & Festival Guides	50,500.00
6530 · Incentives & Sponsorships	43,000.00
6170 · Signage - Gateway, Kiosks	2,000.00
Total Visitor Services	<u>95,500.00</u>
Partnerships	
6550 · Conferences & Seminars	6,000.00
6620 · In-County Relations	4,680.00
6520 · Memberships	7,320.00
6510 · North Coast Tourism Council	10,000.00
Total Partnerships	<u>28,000.00</u>
Total VISITOR SVS / PARTNERSHIPS	<u>123,500.00</u>
ADMIN EXPENSES	
Occupancy Costs	
7250 · Rent	23,400.00
7120 · Insurance	2,717.00
7260 · Repairs & Maintenance	1,500.00
7270 · Taxes	73.00
7310 · Telecommunication	6,000.00
7350 · Utilities	8,000.00
Total Occupancy Costs	<u>41,690.00</u>

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General Admin	
7010 · Accounting	17,000.00
7060 · Bank Fees	500.00
5250 · Board Development	3,500.00
7090 · Copying & Printing	1,200.00
7030 · Legal Fees	2,500.00
7140 · Licenses & Permits	63.00
7150 · Meeting Expenses	1,500.00
7200 · Office Expense	13,947.00
7210 · Postage & Shipping	15,000.00
7280 · Travel Expenses	14,300.00
Total General Admin	<u>69,510.00</u>
Total ADMIN EXPENSES	<u>111,200.00</u>
Personnel	
8510 · Salaries & Wages	225,000.00
8530 · Payroll Taxes	21,400.00
8550 · Workers Comp	3,518.00
8570 · Health Insurance	20,304.00
8580 · Other Employee Benefits	3,078.00
8590 · Contract Work	3,000.00
7415 · Employee Recruitment	1,500.00
Total Personnel	<u>277,800.00</u>
Total Expense	<u>1,352,530.00</u>
Net Ordinary Income	(3,881.00)
Other Income/Expense	
Other Income	
4990 · Previous Year Carryover	3,881.00
4999 · Reserve/Contingency	134,700.00
Total Other Income	<u>138,581.00</u>
Other Expense	
9870 · Reserve/Contingency Expense	134,700.00
Total Other Expense	<u>134,700.00</u>
Net Other Income	<u>3,881.00</u>
Net Income	<u><u>0.00</u></u>