

**Mendocino County Tourism Commission  
Profit and Loss  
July 2020 - June 2021 Budget**

Note Accumulating Total: Budgeted dollar amounts can not be spent before they have been accumulated. The amounts may be rolled forward but not used in the months prior to where they are budgeted.

1		Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Total	Notes
2															
3															
4															
5	UPDATED 06.19.2020														
6	Income														
7	4030 County BID	45,918.00	45,918.00	45,918.00	45,918.00	45,918.00	45,918.00	45,918.00	45,918.00	45,918.00	45,918.00	45,918.00	45,918.00	551,016.00	BID (7/2021 to 1/2020 Running at 77.6K Avg, Est 3% Drop 20/21)
8	4031 County BID adjustments													0.00	
9	4035 County 50% Match	39,583.00	19,255.00	21,667.00	21,667.00	21,667.00	21,667.00	21,667.00	21,667.00	21,667.00	21,667.00	21,667.00	21,667.00	275,508.00	TOT (Est at 50% of BID)
10	Other Income													0.00	
11	4830 Event Brochure Ads													0.00	
12	4940 Misc. Income													0.00	
13	4950 Interest Income													0.00	
14	Total Other Income	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	
15	Total Income	\$ 85,501.00	\$ 65,173.00	\$ 67,585.00	\$ 67,585.00	\$ 67,585.00	\$ 67,585.00	\$ 67,585.00	\$ 67,585.00	\$ 67,585.00	\$ 67,585.00	\$ 67,585.00	\$ 67,585.00	\$ 826,524.00	
16	Gross Profit	\$ 85,501.00	\$ 65,173.00	\$ 67,585.00	\$ 67,585.00	\$ 67,585.00	\$ 67,585.00	\$ 67,585.00	\$ 67,585.00	\$ 67,585.00	\$ 67,585.00	\$ 67,585.00	\$ 67,585.00	\$ 826,524.00	
17	Expenses														
18	1- MEDIA & WEBSITE														
19	50 Advertising / Media													0.00	
20	5130 Print & Online Advertising	14,950.00	14,950.00	14,950.00	14,950.00	23,450.00	14,950.00	14,950.00	14,950.00	14,950.00	14,950.00	14,950.00	14,950.00	187,900.00	
21	Facebook	450.00	450.00	450.00	450.00	450.00	450.00	450.00	450.00	450.00	450.00	450.00	450.00	5,400.00	Facebook - Monthly Use
22	Steppin Out	0.00												0.00	Steppin Out - Back Covers
23	DogTrekker					8,500.00								8,500.00	DogTrekker - Pet Friendly Advertising + Trade Show Presence
24	VIA Magazine													0.00	VIA Magazine
25	Wine Co Radio		0.00											0.00	Wine Co Radio
26	Online Media Buys	12,500.00	12,500.00	12,500.00	12,500.00	12,500.00	12,500.00	12,500.00	12,500.00	12,500.00	12,500.00	12,500.00	12,500.00	150,000.00	Online Media Buys
27	Print & Online Advgt Opportunitites	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	24,000.00	Print & Online Advertising Opportunitites
28	5150 Ad Development/Design	0.00	0.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	10,000.00	Digital and Print Ads: Contract Design Work
29	5170 Photography	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	2,400.00	Photo Usage Fees, Licensing of Photos, Photographers
30	5240 Research & Development	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	6,000.00	Website addition/Booking Engine
31	Visa Vue													0.00	Visa Vue
32	Survata					0.00								0.00	Survata (No more MMWW)
33	R&D Opp Fund	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	6,000.00	R&D Opp Fund
34	5280 Video Development													0.00	
35	5290 Marketing Contingency	0.00	0.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	10,000.00	Accumulating Total
36	Total 50 Advertising / Media	\$ 15,650.00	\$ 15,650.00	\$ 17,650.00	\$ 17,650.00	\$ 26,150.00	\$ 17,650.00	\$ 17,650.00	\$ 17,650.00	\$ 17,650.00	\$ 17,650.00	\$ 17,650.00	\$ 17,650.00	\$ 216,300.00	
37	55 Marketing / Public Relations													0.00	
38	5510 Public Relations Contract	7,850.00	7,850.00	7,850.00	7,850.00	7,850.00	7,850.00	7,850.00	7,850.00	7,850.00	7,850.00	7,850.00	7,850.00	94,200.00	Koli Communications
39	Koli Communications Contract	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	90,000.00	Koli Communications Contract
40	Koleen Hamblin Travel	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	4,200.00	Koleen Hamblin Travel
41	5520 Marketing Agency Contract	8,333.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	8,333.00	TheorySF
42	5540 Clipping Service	750.00	750.00	750.00	750.00	750.00	750.00	750.00	750.00	750.00	750.00	750.00	750.00	9,000.00	Burrelles Luce
43	5550 In-Market PR Stunts	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	Removed
44	5560 Media Events	250.00	250.00	250.00	250.00	1,750.00	250.00	250.00	2,750.00	250.00	1,750.00	250.00	250.00	9,500.00	
45	Visit California					1,500.00			2,500.00					4,000.00	Visit California
46	Taste Mendocino								1,000.00					2,500.00	Taste Mendocino
47	5560 Opps Fund	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	3,000.00	5560 Opps Fund
48	5610 Travel -PR Related	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,000.00	Public Relations: Experiences, Meals, Stays - reduced from 3K
49	5680 Visiting Media FAM Exp	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	12,000.00	Media FAM: Experiences, Meals, Stays
50	Total 55 Marketing / Public Relations	\$ 18,183.00	\$ 9,850.00	\$ 9,850.00	\$ 9,850.00	\$ 11,350.00	\$ 9,850.00	\$ 9,850.00	\$ 13,350.00	\$ 9,850.00	\$ 11,350.00	\$ 9,850.00	\$ 10,850.00	\$ 134,033.00	
51	57 Website Maint / Development													0.00	
52	5710 Interactive Media Coordinator	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	30,000.00	Agency Xi (Facebook & Instagram)
53	5740 Content Creation	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	30,000.00	Contracted Marketing
54	5750 Development/ Maintenance	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	6,000.00	Agency Xi - Reduced from \$1584.00pm
55	5780 Interactive Marketing	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
56	Sprout Social	65.00	65.00	65.00	65.00	65.00	65.00	65.00	65.00	65.00	65.00	65.00	65.00	780.00	Sprout Social
57	SendGrid	35.00	35.00	35.00	35.00	35.00	35.00	35.00	35.00	35.00	35.00	35.00	35.00	420.00	SendGrid
58	Total 57 Website Maint / Development	\$ 5,500.00	\$ 5,500.00	\$ 5,500.00	\$ 5,500.00	\$ 5,500.00	\$ 5,500.00	\$ 5,500.00	\$ 5,500.00	\$ 5,500.00	\$ 5,500.00	\$ 5,500.00	\$ 5,500.00	\$ 66,000.00	
59	58 Leisure / Group Sales													0.00	
60	5810 Promotion Items, Booth Develop	0.00	0.00	3,250.00	0.00	0.00	0.00	0.00	3,000.00	250.00	0.00	3,000.00	0.00	2,500.00	
61	Staff Logo Wear			250.00					250.00					500.00	
62	Giftng Swag	0.00	0.00	3,000.00	0.00	0.00	0.00	0.00	3,000.00	0.00	0.00	3,000.00	0.00	9,000.00	
63	5820 Consumer & Trade Shows	0.00	0.00	300.00	0.00	0.00	0.00	0.00	0.00	3,750.00	0.00	0.00	0.00	4,050.00	
64	Bark in the Park			300.00										300.00	Bark in the Park (San Jose) - September 19, 2020
65	San Diego Travel & Adventure							0.00						0.00	San Diego Travel & Adv - Jan 16 to 17, 2021 (VMC Not Attend)
66	LA Travel & Adventure								0.00					0.00	LA Travel & Adv - Feb 27 to 28, 2021 (VMC Not Attending)
67	SF/Bay (Santa Clara) Travel & Adv									3,750.00				3,750.00	SF/Bay (Santa Clara) Travel & Adventure - March TBD
68	5840 State Fair Exhibit	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,000.00	0.00	0.00	0.00	0.00	1,000.00	State Fair Exhibit (CA State Fair Removing Co Booths Starting 2021)
69	Booth													0.00	Booth
70	Staff Travel													0.00	Staff Travel
71	5870 Shipping - Travel Shows					0.00	0.00	0.00	500.00	1,000.00	1,000.00	0.00	0.00	2,500.00	
72	5880 Travel - Leisure/Group Sales	0.00	0.00	2,420.00	0.00	0.00	0.00	0.00	0.00	3,420.00	0.00	0.00	0.00	5,940.00	
73	Airfare			0.00					0.00					0.00	Airfare (Est Are Set with 2-4 People In Mind 2-3 Night Stay)
74	Stays			1,200.00					0.00	1,800.00				3,000.00	Stays (Booking Vaca Hm When Poss/Use Points to Save \$)
75	Per Diem			660.00					0.00	990.00				1,650.00	Per Diem (\$110 Per Diem, with 50% for Travel Days)
76	Travel, Vehicles, Parking			510.00					0.00	580.00				1,090.00	Travel, Vehicles, Parking, Ubers/Taxi
77	Other, Specific Supplies			100.00					0.00	100.00					

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5	UPDATED 06.19.2020	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Total	Notes
90	6555 Conferences & Seminars Travel	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	New Line Item
91	Airfare	0.00						0.00	0.00	0.00	0.00	0.00		0.00	Airfare (Est Are Set with 2-4 People In Mind 2-3 Night Stay)
92	Stays	0.00						0.00	0.00	0.00	0.00	0.00		0.00	Stays (Booking Vaca Hm When Poss/Use Points to Save \$)
93	Per Diem	0.00						0.00	0.00	0.00	0.00	0.00		0.00	Per Diem (\$110 Per Diem, with 50% for Travel Days)
94	Travel, Vehicles, Parking	0.00						0.00	0.00	0.00	0.00	0.00		0.00	Travel, Vehicles, Parking, Ubers/Taxi
95	Other, Specific Supplies	0.00						0.00	0.00	0.00	0.00	0.00		0.00	Other, Specific Supplies (\$100 Base)
96	6570 In-County Relations	1,025.00	1,025.00	525.00	525.00	525.00	525.00	1,525.00	525.00	525.00	525.00	525.00	525.00	8,300.00	
97	Events	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	Events/ No stakeholder events
98	Chamber Lunches/Dinners	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	600.00 Chamber Lunches/Dinners
99	Hosted Meals	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	2,400.00	Hosted Meals
100	Wine Competition	500.00	500.00												1,000.00 Wine Competition
101	Mileage	175.00	175.00	175.00	175.00	175.00	175.00	175.00	175.00	175.00	175.00	175.00	175.00	175.00	2,100.00 Mileage
102	Crab Cake Cook Off							1,000.00	0.00						1,000.00 Crab Cake Cook Off
103	6570 Opps Fund	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	1,200.00	6570 Opps Fund
104	6575 Stakeholder Networking	3,500.00	0.00	0.00	0.00	0.00	0.00	100.00	0.00	100.00	100.00	100.00	100.00	4,000.00	
105	Workshops + Refreshments	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	Workshops + Refreshments
106	Stakeholder Networking				0.00				0.00					0.00	Stakeholder Networking
107	Website Development													0.00	Website Development
108	Colateral, Other	3,500.00	0.00	0.00	0.00	0.00	0.00	100.00	0.00	100.00	100.00	100.00	100.00	4,000.00	Colateral, Other
109	6576 CTA Program	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	10,000 Down Payment
110	6590 Memberships	2,650.00	0.00	0.00	150.00	0.00	1,200.00	0.00	0.00	0.00	1,700.00	900.00	0.00	6,600.00	
111	Leadership Mendocino								0.00					0.00	Leadership Mendocino - No Employee attending this year
112	Anderson Valley Winegrowers				150.00									150.00	Anderson Valley Winegrowers
113	Mendocino Coast Chamber	150.00												150.00	Mendocino Coast Chamber
114	Destination International						1,200.00							1,200.00	Destination International
115	DMA West Dues	1,200.00												1,200.00	DMA West Dues
116	Cal Travel Association Membership									1,700.00		900.00		2,600.00	Cal Travel Association Membership
117	San Francisco Travel Association	1,300.00												1,300.00	San Francisco Travel Association
118	6610 North Coast Tourism Council	916.67	916.67	916.67	916.67	916.67	916.67	916.67	916.67	916.67	916.67	916.67	916.67	11,000.00	11,000/12
119	Total Partnerships	\$ 8,091.67	\$ 1,941.67	\$ 1,441.67	\$ 1,591.67	\$ 1,441.67	\$ 2,641.67	\$ 2,541.67	\$ 1,441.67	\$ 1,541.67	\$ 3,241.67	\$ 2,441.67	\$ 1,541.67	\$ 29,900.00	
120	Visitor Services													0.00	
121	6720 Event & Festival Guides	875.00	2,875.00	875.00	2,875.00	1,175.00	875.00	2,875.00	875.00	875.00	875.00	875.00	875.00	16,800.00	
122	Brochure Design		2,000.00		2,000.00			2,000.00						6,000.00	Brochure Design
123	Brochure Order			0.00		0.00			0.00					0.00	Removed
124	Yard Signs			0.00		300.00								300.00	Yard Signs/ Reduced 50%
125	Brochure Distribution/Mileage	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	300.00	Brochure Distribution/Mileage - Reduced to minimum
126	Certified Folder Display	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	Removed
127	Visitor Guide/Wine Maps/Pet Guides/Other Print	850.00	850.00	850.00	850.00	850.00	850.00	850.00	850.00	850.00	850.00	850.00	850.00	10,200.00	Visitor Guide/Wine Maps/Pet Guides/Other Print
128	6730 Incentives & Sponsorships	1,652.67	1,652.67	1,652.67	1,652.67	1,652.67	1,652.67	1,652.67	1,652.67	1,652.67	1,652.67	1,652.67	1,652.67	19,832.04	
129	Run 1	1,166.67	1,166.67	1,166.67	1,166.67	1,166.67	1,166.67	1,166.67	1,166.67	1,166.67	1,166.67	1,166.67	1,166.67	14,000.04	Run 1: Arts Council of Mendocino
130	Run 2													0.00	Run 2: Dest. Hopland, RW Coast Chamber, MWI, City of Ukiah, AVWA, Mendocino Coast Chamber, Willits Chamber, City of FB
131	KOZT	486.00	486.00	486.00	486.00	486.00	486.00	486.00	486.00	486.00	486.00	486.00	486.00	5,832.00	KOZT/ Adjusted 50%
132	6770 Visitor Centers & Signage				2,500.00									5,000.00	Reduced from \$10k
133	Total Visitor Services	\$ 2,527.67	\$ 4,527.67	\$ 2,527.67	\$ 7,527.67	\$ 2,827.67	\$ 2,527.67	\$ 4,527.67	\$ 2,527.67	\$ 5,027.67	\$ 2,527.67	\$ 2,527.67	\$ 2,527.67	\$ 41,632.04	
134	Total 2- VISITOR SVS / PARTNERSHIPS	\$ 10,619.34	\$ 6,469.34	\$ 3,969.34	\$ 8,619.34	\$ 4,269.34	\$ 5,169.34	\$ 7,069.34	\$ 3,969.34	\$ 6,569.34	\$ 5,769.34	\$ 4,969.34	\$ 4,069.34	\$ 71,532.04	
135	3- ADMIN EXPENSES													0.00	
136	General Admin													0.00	
137	7010 Accounting	1,520.00	1,520.00	1,520.00	9,000.00	1,520.00	1,520.00	1,520.00	1,520.00	1,520.00	1,520.00	1,520.00	1,520.00	25,720.00	Bookkeeping + Audit in October
138	7060 Bank Fees	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	600.00	Bank Fees \$9K Previously Calculated w/ Line of Credit Fees in Mind
139	7080 Board Development	35.00	35.00	35.00	35.00	35.00	35.00	35.00	35.00	35.00	35.00	35.00	35.00	920.00	
140	Meeting Materials & Refreshments	35.00	35.00	35.00	35.00	35.00	35.00	35.00	35.00	35.00	35.00	35.00	35.00	420.00	Meeting Materials & Refreshments - reduced from \$75.00
141	Dinner, Stay, Materials, Breakfast, Lunch													500.00	Dinner, Stay, Materials, Breakfast, Lunch/ Removed all costs but Lunch
142	7090 Copying & Printing	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	2,400.00	
143	Xerox	175.00	175.00	175.00	175.00	175.00	175.00	175.00	175.00	175.00	175.00	175.00	175.00	2,100.00	Xerox
144	Printing Paper, Business Cards	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	300.00	Printing Paper, Business Cards
145	7100 Dues & Subscriptions	990.00	990.00	990.00	990.00	990.00	990.00	990.00	990.00	990.00	990.00	990.00	990.00	11,520.00	
146	MailChimp	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	4,200.00	MailChimp
147	Adobe	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	3,600.00	Adobe
148	Box.Net	120.00	120.00	120.00	120.00	120.00	120.00	120.00	120.00	120.00	120.00	120.00	120.00	1,440.00	Box.Net
149	Gsuite	90.00	90.00	90.00	90.00	90.00	90.00	90.00	90.00	90.00	90.00	90.00	90.00	1,080.00	Gsuite
150	Other	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	1,200.00	Other
151	7130 Legal Fees	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	3,000.00	
152	7150 Meeting Expenses	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
153	Office Refreshments	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	120.00	Office Refreshments
154	Team Working Lunches	40.00	40.00	40.00	40.00	40.00	40.00	40.00	40.00	40.00	40.00	40.00	40.00	480.00	Team Working Lunches/ Reduced from \$200.00
155	7200 Office Expense	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	3,550.00	
156	Other	50.00	50.00	50.00	50.00	50.00	50.00	2,400.00	50.00	50.00	50.00	50.00	50.00	2,950.00	Other (1/2021 Suggested Technology/Security Upgrades)
157	Misc. Supplies	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	600.00	Misc. Supplies
158	7210 Postage & Shipping	75.00	75.00	75.00	75.00	75.00	75.00	75.00	75.00	75.00	75.00	75.00	75.00	900.00	
159	Other	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	300.00	Other
160	Mailing AP; Postage & Envelopes	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	600.00	Mailing AP; Postage & Envelopes
161	7280 Travel Expenses	5													

