

NCTC Anticipated Expenses Vs. Income 2020/2021	From/To:	Use:	Description	
Beginning Balance:			Checking:	\$ 19,758.71
			Savings:	\$ 5,025.00
				<u>\$ 24,783.71</u>

Anticipated Income:				
	Del Norte		\$ 5,000.00	
	Lake		\$ 5,000.00	
	Humboldt		\$ 11,000.00	
	Mendocino		\$ 11,000.00	
	Visit CA		\$ 21,920.09	\$ 53,920.09

Anticipated Expenses:			Amount:		
	Lulish	Marketing	Social Media & Website Annual Contract	\$ (14,400.00)	Admin \$ (3,467.00)
	Lulish	Creation	Logo & Identity Creation	\$ (2,600.00)	Creation \$ (28,500.00)
	Lulish	Creation	Campaign Development & Implementation - Balance Due	\$ (4,600.00)	Marketing \$ (25,200.00)
	Lulish	Marketing	Video Management	\$ (1,000.00)	
	Lulish	Creation	Video & Photo Shoots	\$ (12,000.00)	Double Check: \$ (57,167.00)
	Lulish	Creation	Paid Media Management Considering 12months @\$400 PM	\$ (4,800.00)	
	Lulish	Creation	Final Video Production	\$ (4,500.00)	
	Accounting	Admin	Month & Year End Closing	\$ (1,800.00)	
	Hogan & Stickle	Admin	Taxes	\$ (550.00)	
	Franchise Tax Boarc	Admin	State Taxes	\$ (75.00)	
	USPS	Admin	PO Box	\$ (92.00)	
	USPS	Admin	Postage	\$ (50.00)	
	USLPI	Admin	D & O Insurance	\$ (900.00)	
	Lulish	Marketing	Media Buys	\$ (9,800.00)	
				<u>\$ (57,167.00)</u>	

Ending Balance			Checking:	\$ 16,536.80
			Savings:	\$ 5,025.00
				<u>\$ 21,561.80</u>