

Mendocino County Tourism Commission

Balance Sheet Comparison

As of January 31, 2022

	TOTAL			
	AS OF JAN 31, 2022	AS OF JAN 31, 2021 (PY)	CHANGE	% CHANGE
ASSETS				
Current Assets				
Bank Accounts				
1005 SBMC Checking	420,611.90	391,359.05	29,252.85	7.47 %
1010 SBMC Contingency/Savings	965,865.27	152,686.69	813,178.58	532.58 %
1030 Cash drawer	100.00	100.00	0.00	0.00 %
Total Bank Accounts	\$1,386,577.17	\$544,145.74	\$842,431.43	154.82 %
Accounts Receivable				
1100 Accounts Receivable	618,102.33	260,574.89	357,527.44	137.21 %
Total Accounts Receivable	\$618,102.33	\$260,574.89	\$357,527.44	137.21 %
Other Current Assets				
1230 Prepaid Expenses	66,309.62	22,648.25	43,661.37	192.78 %
1250 Refundable Deposits	1,800.00	4,150.00	-2,350.00	-56.63 %
Total Other Current Assets	\$68,109.62	\$26,798.25	\$41,311.37	154.16 %
Total Current Assets	\$2,072,789.12	\$831,518.88	\$1,241,270.24	149.28 %
Fixed Assets				
1510 Furniture and Equipment	30,059.23	20,264.59	9,794.64	48.33 %
1600 Accumulated Depreciation	-12,792.00	-8,514.00	-4,278.00	-50.25 %
Total Fixed Assets	\$17,267.23	\$11,750.59	\$5,516.64	46.95 %
TOTAL ASSETS	\$2,090,056.35	\$843,269.47	\$1,246,786.88	147.85 %
LIABILITIES AND EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 Accounts Payable	41,203.88	23,353.82	17,850.06	76.43 %
Total Accounts Payable	\$41,203.88	\$23,353.82	\$17,850.06	76.43 %
Other Current Liabilities				
2100 Accrued Expenses	4,145.00	2,845.00	1,300.00	45.69 %
Payroll Liabilities	0.00	0.00	0.00	
2230 CA SUI / ETT	1,261.34	894.66	366.68	40.99 %
2240 FUTA Payable	122.07	86.58	35.49	40.99 %
2270 Accrued Payroll	13,381.00	7,882.14	5,498.86	69.76 %
2275 Accrued PTO	12,127.20	6,086.24	6,040.96	99.26 %
Total Payroll Liabilities	26,891.61	14,949.62	11,941.99	79.88 %
Total Other Current Liabilities	\$31,036.61	\$17,794.62	\$13,241.99	74.42 %
Total Current Liabilities	\$72,240.49	\$41,148.44	\$31,092.05	75.56 %
Total Liabilities	\$72,240.49	\$41,148.44	\$31,092.05	75.56 %
Equity				
3100 Contingency-Restricted	152,650.09	152,650.09	0.00	0.00 %
3900 Unrestricted Net Assets (RE)	1,478,042.08	346,620.83	1,131,421.25	326.41 %
Net Income	387,123.69	302,850.11	84,273.58	27.83 %
Total Equity	\$2,017,815.86	\$802,121.03	\$1,215,694.83	151.56 %
TOTAL LIABILITIES AND EQUITY	\$2,090,056.35	\$843,269.47	\$1,246,786.88	147.85 %

Mendocino County Tourism Commission
Budget vs. Actuals: Summary
 July 2021 - January 2022

	Jan 2022				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Income								
4030 County BID	79,706	79,706	0	100.00%	675,074	557,942	117,132	120.99%
4031 County BID adjustments	255,871	0	255,871		45,656	0	45,656	
4035 County 50% Match	39,583	39,853	-270	99.32%	277,081	278,971	-1,890	99.32%
4050 NCTC Administration			0		3,825	0	3,825	
Other Income	1,022		1,022		60,802	0	60,802	
Total Income	\$ 376,182	\$ 119,559	\$ 256,623	314.64%	\$ 1,062,437	\$ 836,913	\$ 225,524	126.95%
Gross Profit	\$ 376,182	\$ 119,559	\$ 256,623	314.64%	\$ 1,062,437	\$ 836,913	\$ 225,524	126.95%
Expenses								
1- MEDIA & WEBSITE	80,570	83,520	-2,951	96.47%	346,273	589,141	-242,869	58.78%
2- VISITOR SVS / PARTNERSHIPS	10,177	23,719	-13,542	42.91%	61,176	127,633	-66,457	47.93%
3- ADMIN EXPENSES	18,165	10,110	8,055	179.68%	79,032	74,440	4,592	106.17%
4- PERSONNEL	29,846	31,091	-1,245	96.00%	188,617	196,108	-7,491	96.18%
Total Expenses	\$ 138,758	\$ 148,440	\$ -9,682	93.48%	\$ 675,097	\$ 987,321	\$ -312,224	68.38%
Net Operating Income	\$ 237,424	\$ -28,881	\$ 266,305	-822.08%	\$ 387,340	\$ -150,408	\$ 537,749	-257.53%
Other Expenses								
9010 Gain/Loss on Sale of Asset			0		217	0	217	
Total Other Expenses	\$ 0	\$ 0	\$ 0		\$ 217	\$ 0	\$ 217	
Net Other Income	\$ 0	\$ 0	\$ 0		\$ -217	\$ 0	\$ -217	
Net Income	\$ 237,424	\$ -28,881	\$ 266,305	-822.08%	\$ 387,124	\$ -150,408	\$ 537,532	-257.38%

Mendocino County Tourism Commission
Budget vs. Actuals: Detail
 July 2021 - January 2022

	Jan 2022				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Income								
4030 County BID	79,706	79,706	0	100.00%	675,074	557,942	117,132	120.99%
4031 County BID adjustments	255,871	0	255,871		45,656	0	45,656	
4035 County 50% Match	39,583	39,853	-270	99.32%	277,081	278,971	-1,890	99.32%
4050 NCTC Administration			0		3,825	0	3,825	
Other Income			0		0	0	0	
4940 Misc. Income	1,022		1,022		60,629	0	60,629	
4950 Interest Income			0		173	0	173	
Total Other Income	\$ 1,022	\$ 0	\$ 1,022		\$ 60,802	\$ 0	\$ 60,802	
Total Income	\$ 376,182	\$ 119,559	\$ 256,623	314.64%	\$ 1,062,437	\$ 836,913	\$ 225,524	126.95%
Gross Profit	\$ 376,182	\$ 119,559	\$ 256,623	314.64%	\$ 1,062,437	\$ 836,913	\$ 225,524	126.95%
Expenses								
1- MEDIA & WEBSITE			0		0	0	0	
50 Advertising / Media			0		0	0	0	
5130 Print & Online Advertising	45,821	40,653	5,168	112.71%	178,865	284,574	-105,710	62.85%
5150 Ad Development/Design	1,000	1,000	0	100.00%	7,420	7,000	420	106.00%
5170 Photography		500	-500	0.00%	0	3,500	-3,500	0.00%
5240 Research & Development		5,222	-5,222	0.00%	21,000	41,890	-20,890	50.13%
5280 Video Development		1,667	-1,667	0.00%	8,254	11,665	-3,411	70.76%
5290 Marketing Contingency		1,000	-1,000	0.00%	0	7,000	-7,000	0.00%
Total 50 Advertising / Media	\$ 46,821	\$ 50,042	\$ -3,221	93.56%	\$ 215,539	\$ 355,629	\$ -140,090	60.61%
55 Marketing / Public Relations			0		0	0	0	
5510 Public Relations Contract	8,333	8,683	-350	95.97%	59,658	60,783	-1,126	98.15%
5520 Marketing Agency Contract		9,333	-9,333	0.00%	0	65,335	-65,335	0.00%
5540 Clipping Service	648	1,000	-352	64.80%	4,536	7,000	-2,464	64.80%
5550 In-Market PR Stunts		667	-667	0.00%	1,616	4,665	-3,049	34.63%
5560 Media Events		250	-250	0.00%	1,015	3,250	-2,235	31.24%
5610 Travel -PR Related	498	778	-280	64.05%	3,762	5,443	-1,681	69.11%
5680 Visiting Media FAM Expenses	221	500	-279	44.23%	4,022	3,500	522	114.92%
Total 55 Marketing / Public Relations	\$ 9,701	\$ 21,211	\$ -11,511	45.73%	\$ 74,609	\$ 149,977	\$ -75,368	49.75%
57 Website Maint / Development			0		0	0	0	
5710 Interactive Media Coordinator	2,500	2,500	0	100.00%	17,500	17,500	0	100.00%
5740 Content Creation		1,500	-1,500	0.00%	0	10,500	-10,500	0.00%
5750 Development/ Maintenance	21,220	5,667	15,553	374.45%	25,572	39,665	-14,093	64.47%
5780 Interactive Marketing	30	100	-70	29.95%	210	700	-490	29.95%
Total 57 Website Maint / Development	\$ 23,750	\$ 9,767	\$ 13,983	243.16%	\$ 43,282	\$ 68,365	\$ -25,083	63.31%
58 Leisure / Group Sales			0		0	0	0	
5810 Promotion Items, Booth Develop	272	0	272		2,193	3,900	-1,707	56.23%
5820 Consumer & Trade Shows		0	0		3,570	300	3,270	1190.00%
5840 State Fair Exhibit		0	0		0	1,000	-1,000	0.00%

Mendocino County Tourism Commission
Budget vs. Actuals: Detail
 July 2021 - January 2022

	Jan 2022				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
5870 Shipping - Travel Shows	26	0	26		26	0	26	
5880 Travel - Leisure/Group Sales		0	0		7,024	2,470	4,554	284.37%
5885 Travel - Group FAMs		2,000	-2,000	0.00%	30	4,000	-3,970	0.75%
5890 Misc. Sales Opportunities		500	-500	0.00%	0	3,500	-3,500	0.00%
Total 58 Leisure / Group Sales	\$ 298	\$ 2,500	\$ -2,202	11.90%	\$ 12,843	\$ 15,170	\$ -2,327	84.66%
Total 1- MEDIA & WEBSITE	\$ 80,570	\$ 83,520	\$ -2,951	96.47%	\$ 346,273	\$ 589,141	\$ -242,869	58.78%
2- VISITOR SVS / PARTNERSHIPS			0		0	0	0	
Partnerships			0		0	0	0	
6550 Conferences & Seminars	999	2,705	-1,706	36.93%	7,102	13,770	-6,668	51.58%
6570 In-County Relations	29	875	-846	3.28%	2,246	5,925	-3,679	37.91%
6575 Stakeholder Networking		710	-710	0.00%	66	4,210	-4,144	1.57%
6590 Memberships	500	0	500		3,968	4,375	-408	90.69%
6610 North Coast Tourism Council	625	917	-292	68.18%	7,768	6,417	1,352	121.06%
Total Partnerships	\$ 2,153	\$ 5,207	\$ -3,054	41.35%	\$ 21,150	\$ 34,697	\$ -13,547	60.96%
Visitor Services			0		0	0	0	
6720 Event & Festival Guides		3,667	-3,667	0.00%	25,282	25,665	-383	98.51%
6730 Incentives & Sponsorships	7,824	1,790	6,034	437.09%	13,344	12,546	798	106.36%
6770 Visitor Centers & Signage	200	13,055	-12,855	1.53%	1,400	54,725	-53,325	2.56%
Total Visitor Services	\$ 8,024	\$ 18,512	\$ -10,488	43.34%	\$ 40,026	\$ 92,936	\$ -52,910	43.07%
Total 2- VISITOR SVS / PARTNERSHIPS	\$ 10,177	\$ 23,719	\$ -13,542	42.91%	\$ 61,176	\$ 127,633	\$ -66,457	47.93%
3- ADMIN EXPENSES			0		0	0	0	
General Admin			0		0	0	0	
7010 Accounting	8,645	2,000	6,645	432.25%	19,760	21,000	-1,240	94.10%
7060 Bank Fees	5	50	-45	10.00%	156	350	-194	44.58%
7080 Board Development	152	420	-268	36.15%	330	1,785	-1,455	18.48%
7090 Copying & Printing		200	-200	0.00%	507	1,400	-893	36.23%
7100 Dues & Subscriptions	1,895	960	935	197.36%	12,814	6,720	6,094	190.69%
7130 Legal Fees	1,180	250	930	472.00%	1,180	1,750	-570	67.43%
7140 Licenses & Permits		65	-65	0.00%	0	275	-275	0.00%
7150 Meeting Expenses	161	50	111	321.40%	372	350	22	106.39%
7200 Office Expense	501	1,230	-729	40.75%	5,754	5,250	504	109.61%
7210 Postage & Shipping	296	470	-174	62.97%	1,226	3,290	-2,064	37.27%
7280 Travel Expenses	764	750	14	101.85%	6,587	5,250	1,337	125.46%
Total General Admin	\$ 13,598	\$ 6,445	\$ 7,153	210.99%	\$ 48,687	\$ 47,420	\$ 1,267	102.67%
Occupancy Costs			0		0	0	0	
7650 Rent	1,949	2,025	-76	96.25%	13,393	12,825	568	104.43%
7660 Insurance	217	0	217		1,517	2,250	-733	67.41%
7850 Repairs & Maintenance	250	460	-210	54.34%	2,610	3,620	-1,010	72.09%
7890 Taxes		0	0		81	65	16	124.18%
7910 Telecommunication	787	450	337	174.96%	5,482	3,150	2,332	174.03%

Mendocino County Tourism Commission
Budget vs. Actuals: Detail
 July 2021 - January 2022

	Jan 2022				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
7950 Utilities	783	730	53	107.29%	4,130	5,110	-980	80.81%
7990 Depreciation Expense	581		581		3,133	0	3,133	
Total Occupancy Costs	\$ 4,567	\$ 3,665	\$ 902	124.62%	\$ 30,345	\$ 27,020	\$ 3,325	112.30%
Total 3- ADMIN EXPENSES	\$ 18,165	\$ 10,110	\$ 8,055	179.68%	\$ 79,032	\$ 74,440	\$ 4,592	106.17%
4- PERSONNEL			0		0	0	0	
8510 Salaries & Wages	22,715	22,787	-72	99.68%	153,077	149,398	3,678	102.46%
8520 Paid Time Off	865	1,930	-1,065	44.82%	6,701	9,863	-3,162	67.94%
8530 Payroll Taxes	3,134	1,989	1,145	157.57%	14,428	12,409	2,019	116.27%
8540 Payroll Processing Fees		805	-805	0.00%	0	1,315	-1,315	0.00%
8550 Workers Comp	205	195	10	105.13%	-1,510	4,282	-5,792	-35.26%
8570 Health Insurance Allowance	1,950	2,035	-85	95.82%	11,400	13,240	-1,840	86.10%
8580 Other Employee Benefits	18	0	18		202	200	2	100.81%
8590 Contract Work	875	1,150	-275	76.09%	4,025	5,200	-1,175	77.40%
8615 Employee Recruitment	84	200	-116	42.18%	294	200	94	147.18%
Total 4- PERSONNEL	\$ 29,846	\$ 31,091	\$ -1,245	96.00%	\$ 188,617	\$ 196,108	\$ -7,491	96.18%
Total Expenses	\$ 138,758	\$ 148,440	\$ -9,682	93.48%	\$ 675,097	\$ 987,321	\$ -312,224	68.38%
Net Operating Income	\$ 237,424	\$ -28,881	\$ 266,305	-822.08%	\$ 387,340	\$ -150,408	\$ 537,749	-257.53%
Other Expenses								
9010 Gain/Loss on Sale of Asset			0		217	0	217	
Total Other Expenses	\$ 0	\$ 0	\$ 0		\$ 217	\$ 0	\$ 217	
Net Other Income	\$ 0	\$ 0	\$ 0		\$ -217	\$ 0	\$ -217	
Net Income	\$ 237,424	\$ -28,881	\$ 266,305	-822.08%	\$ 387,124	\$ -150,408	\$ 537,532	-257.38%

Mendocino County Tourism Commission

Statement of Cash Flows

July 2021 - January 2022

	TOTAL
OPERATING ACTIVITIES	
Net Income	387,123.69
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1100 Accounts Receivable	176,555.62
1230 Prepaid Expenses	-38,478.27
2000 Accounts Payable	11,885.72
2100 Accrued Expenses	4,145.00
2210 Payroll Liabilities:Federal Taxes (941/944)	0.00
2220 Payroll Liabilities:CA PIT / SDI	0.00
2230 Payroll Liabilities:CA SUI / ETT	707.68
2240 Payroll Liabilities:FUTA Payable	-25.59
2270 Payroll Liabilities:Accrued Payroll	2,824.81
2275 Payroll Liabilities:Accrued PTO	3,028.86
Direct Deposit Payable	0.00
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	160,643.83
Net cash provided by operating activities	\$547,767.52
INVESTING ACTIVITIES	
1510 Furniture and Equipment	-5,866.19
1600 Accumulated Depreciation	2,451.00
Net cash provided by investing activities	\$ -3,415.19
NET CASH INCREASE FOR PERIOD	\$544,352.33
Cash at beginning of period	842,224.84
CASH AT END OF PERIOD	\$1,386,577.17

Mendocino County Tourism Commission

Profit and Loss Comparison

January 2022

	TOTAL			
	JAN 2022	JAN 2021 (PY)	CHANGE	% CHANGE
Income				
4030 County BID	79,706.00	47,100.00	32,606.00	69.23 %
4031 County BID adjustments	255,870.53	36,854.21	219,016.32	594.28 %
4035 County 50% Match	39,583.00	33,911.00	5,672.00	16.73 %
4050 NCTC Administration		1,409.68	-1,409.68	-100.00 %
Other Income				
4940 Misc. Income	1,022.45		1,022.45	
Total Other Income	1,022.45		1,022.45	
Total Income	\$376,181.98	\$119,274.89	\$256,907.09	215.39 %
GROSS PROFIT	\$376,181.98	\$119,274.89	\$256,907.09	215.39 %
Expenses				
1- MEDIA & WEBSITE				
50 Advertising / Media				
5130 Print & Online Advertising	45,821.35	2,367.36	43,453.99	1,835.55 %
5150 Ad Development/Design	1,000.00	1,000.00	0.00	0.00 %
Total 50 Advertising / Media	46,821.35	3,367.36	43,453.99	1,290.45 %
55 Marketing / Public Relations				
5510 Public Relations Contract	8,333.34	7,500.00	833.34	11.11 %
5540 Clipping Service	648.00	-191.19	839.19	438.93 %
5610 Travel -PR Related	498.32		498.32	
5680 Visiting Media FAM Expenses	221.13		221.13	
Total 55 Marketing / Public Relations	9,700.79	7,308.81	2,391.98	32.73 %
57 Website Maint / Development				
5710 Interactive Media Coordinator	2,500.00	2,500.00	0.00	0.00 %
5750 Development/ Maintenance	21,219.85	631.76	20,588.09	3,258.85 %
5780 Interactive Marketing	29.95		29.95	
Total 57 Website Maint / Development	23,749.80	3,131.76	20,618.04	658.35 %
58 Leisure / Group Sales				
5810 Promotion Items, Booth Develop	271.86		271.86	
5870 Shipping - Travel Shows	25.73		25.73	
Total 58 Leisure / Group Sales	297.59		297.59	
Total 1- MEDIA & WEBSITE	80,569.53	13,807.93	66,761.60	483.50 %
2- VISITOR SVS / PARTNERSHIPS				
Partnerships				
6550 Conferences & Seminars	999.00		999.00	
6570 In-County Relations	28.71		28.71	
6590 Memberships	500.00	500.00	0.00	0.00 %
6610 North Coast Tourism Council	625.00	1,316.66	-691.66	-52.53 %
Total Partnerships	2,152.71	1,816.66	336.05	18.50 %

Mendocino County Tourism Commission

Profit and Loss Comparison

January 2022

	TOTAL			
	JAN 2022	JAN 2021 (PY)	CHANGE	% CHANGE
Visitor Services				
6720 Event & Festival Guides		5,000.00	-5,000.00	-100.00 %
6730 Incentives & Sponsorships	7,824.00	4,911.00	2,913.00	59.32 %
6770 Visitor Centers & Signage	200.00	200.00	0.00	0.00 %
Total Visitor Services	8,024.00	10,111.00	-2,087.00	-20.64 %
Total 2- VISITOR SVS / PARTNERSHIPS	10,176.71	11,927.66	-1,750.95	-14.68 %
3- ADMIN EXPENSES				
General Admin				
7010 Accounting	8,645.00	8,345.00	300.00	3.59 %
7060 Bank Fees	5.00	5.00	0.00	0.00 %
7080 Board Development	151.85	1,690.00	-1,538.15	-91.01 %
7090 Copying & Printing		128.75	-128.75	-100.00 %
7100 Dues & Subscriptions	1,894.65	1,470.42	424.23	28.85 %
7130 Legal Fees	1,179.99	810.00	369.99	45.68 %
7150 Meeting Expenses	160.70	45.84	114.86	250.57 %
7200 Office Expense	501.17	109.00	392.17	359.79 %
7210 Postage & Shipping	295.95	16.36	279.59	1,708.99 %
7280 Travel Expenses	763.90	199.58	564.32	282.75 %
Total General Admin	13,598.21	12,819.95	778.26	6.07 %
Occupancy Costs				
7650 Rent	1,949.00	2,350.00	-401.00	-17.06 %
7660 Insurance	216.67	227.75	-11.08	-4.86 %
7850 Repairs & Maintenance	249.95	1,210.77	-960.82	-79.36 %
7890 Taxes		10.00	-10.00	-100.00 %
7910 Telecommunication	787.31	350.00	437.31	124.95 %
7950 Utilities	783.23	719.28	63.95	8.89 %
7990 Depreciation Expense	581.00	338.00	243.00	71.89 %
Total Occupancy Costs	4,567.16	5,205.80	-638.64	-12.27 %
Total 3- ADMIN EXPENSES	18,165.37	18,025.75	139.62	0.77 %
4- PERSONNEL				
8510 Salaries & Wages	22,715.00	13,483.34	9,231.66	68.47 %
8520 Paid Time Off	865.07	746.78	118.29	15.84 %
8530 Payroll Taxes	3,134.11	1,620.42	1,513.69	93.41 %
8550 Workers Comp	205.00	204.25	0.75	0.37 %
8570 Health Insurance Allowance	1,950.00	1,200.00	750.00	62.50 %
8580 Other Employee Benefits	17.60		17.60	
8590 Contract Work	875.00	250.00	625.00	250.00 %

Mendocino County Tourism Commission

Profit and Loss Comparison

January 2022

	TOTAL			
	JAN 2022	JAN 2021 (PY)	CHANGE	% CHANGE
8615 Employee Recruitment	84.35		84.35	
Total 4- PERSONNEL	29,846.13	17,504.79	12,341.34	70.50 %
Total Expenses	\$138,757.74	\$61,266.13	\$77,491.61	126.48 %
NET OPERATING INCOME	\$237,424.24	\$58,008.76	\$179,415.48	309.29 %
NET INCOME	\$237,424.24	\$58,008.76	\$179,415.48	309.29 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July 2021 - January 2022

	TOTAL			
	JUL 2021 - JAN 2022	JUL 2020 - JAN 2021 (PY)	CHANGE	% CHANGE
Income				
4030 County BID	675,074.00	329,700.00	345,374.00	104.75 %
4031 County BID adjustments	45,656.01	88,300.71	-42,644.70	-48.29 %
4035 County 50% Match	277,081.00	237,377.00	39,704.00	16.73 %
4050 NCTC Administration	3,824.80	1,409.68	2,415.12	171.32 %
Other Income				
4250 Cooperative Advertising		350.00	-350.00	-100.00 %
4830 Event Brochure Ads		705.00	-705.00	-100.00 %
4940 Misc. Income	60,628.93	555.37	60,073.56	10,816.85 %
4950 Interest Income	172.59	38.82	133.77	344.59 %
Total Other Income	60,801.52	1,649.19	59,152.33	3,586.75 %
Total Income	\$1,062,437.33	\$658,436.58	\$404,000.75	61.36 %
GROSS PROFIT	\$1,062,437.33	\$658,436.58	\$404,000.75	61.36 %
Expenses				
1- MEDIA & WEBSITE				
50 Advertising / Media				
5130 Print & Online Advertising	178,864.89	25,294.91	153,569.98	607.12 %
5150 Ad Development/Design	7,420.00	1,454.05	5,965.95	410.30 %
5170 Photography		172.69	-172.69	-100.00 %
5240 Research & Development	21,000.00	9,810.00	11,190.00	114.07 %
5280 Video Development	8,254.17		8,254.17	
Total 50 Advertising / Media	215,539.06	36,731.65	178,807.41	486.79 %
55 Marketing / Public Relations				
5510 Public Relations Contract	59,657.58	52,500.00	7,157.58	13.63 %
5540 Clipping Service	4,536.00	4,877.17	-341.17	-7.00 %
5550 In-Market PR Stunts	1,615.63		1,615.63	
5560 Media Events	1,015.31	2,501.00	-1,485.69	-59.40 %
5610 Travel -PR Related	3,762.01	-274.34	4,036.35	1,471.29 %
5680 Visiting Media FAM Expenses	4,022.19	1,919.98	2,102.21	109.49 %
Total 55 Marketing / Public Relations	74,608.72	61,523.81	13,084.91	21.27 %
57 Website Maint / Development				
5710 Interactive Media Coordinator	17,500.00	15,000.00	2,500.00	16.67 %
5740 Content Creation		146.45	-146.45	-100.00 %
5750 Development/ Maintenance	25,572.41	7,844.70	17,727.71	225.98 %
5780 Interactive Marketing	209.65	5,244.58	-5,034.93	-96.00 %
Total 57 Website Maint / Development	43,282.06	28,235.73	15,046.33	53.29 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July 2021 - January 2022

	TOTAL			
	JUL 2021 - JAN 2022	JUL 2020 - JAN 2021 (PY)	CHANGE	% CHANGE
58 Leisure / Group Sales				
5810 Promotion Items, Booth Develop	2,193.08	100.59	2,092.49	2,080.22 %
5820 Consumer & Trade Shows	3,570.00		3,570.00	
5870 Shipping - Travel Shows	25.73		25.73	
5880 Travel - Leisure/Group Sales	7,023.92	-1,967.22	8,991.14	457.05 %
5885 Travel - Group FAMs	30.00		30.00	
Total 58 Leisure / Group Sales	12,842.73	-1,866.63	14,709.36	788.02 %
Total 1- MEDIA & WEBSITE	346,272.57	124,624.56	221,648.01	177.85 %
2- VISITOR SVS / PARTNERSHIPS				
Partnerships				
6550 Conferences & Seminars	7,102.02		7,102.02	
6570 In-County Relations	2,246.14	3,084.38	-838.24	-27.18 %
6575 Stakeholder Networking	66.15		66.15	
6590 Memberships	3,967.50	3,787.50	180.00	4.75 %
6610 North Coast Tourism Council	7,768.33	6,826.34	941.99	13.80 %
Total Partnerships	21,150.14	13,698.22	7,451.92	54.40 %
Visitor Services				
6720 Event & Festival Guides	25,281.78	5,862.13	19,419.65	331.27 %
6730 Incentives & Sponsorships	13,344.00	17,208.25	-3,864.25	-22.46 %
6770 Visitor Centers & Signage	1,400.00	1,446.70	-46.70	-3.23 %
Total Visitor Services	40,025.78	24,517.08	15,508.70	63.26 %
Total 2- VISITOR SVS / PARTNERSHIPS	61,175.92	38,215.30	22,960.62	60.08 %
3- ADMIN EXPENSES				
General Admin				
7010 Accounting	19,760.00	22,325.00	-2,565.00	-11.49 %
7060 Bank Fees	156.03	35.00	121.03	345.80 %
7080 Board Development	329.79	4,412.20	-4,082.41	-92.53 %
7090 Copying & Printing	507.20	782.45	-275.25	-35.18 %
7100 Dues & Subscriptions	12,814.45	9,591.08	3,223.37	33.61 %
7130 Legal Fees	1,179.99	1,896.00	-716.01	-37.76 %
7150 Meeting Expenses	372.35	182.60	189.75	103.92 %
7200 Office Expense	5,754.31	2,933.23	2,821.08	96.18 %
7210 Postage & Shipping	1,226.26	325.38	900.88	276.87 %
7280 Travel Expenses	6,586.77	1,707.37	4,879.40	285.78 %
Total General Admin	48,687.15	44,190.31	4,496.84	10.18 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July 2021 - January 2022

	TOTAL			
	JUL 2021 - JAN 2022	JUL 2020 - JAN 2021 (PY)	CHANGE	% CHANGE
Occupancy Costs				
7650 Rent	13,393.00	16,450.00	-3,057.00	-18.58 %
7660 Insurance	1,516.67	1,594.25	-77.58	-4.87 %
7850 Repairs & Maintenance	2,609.65	4,125.69	-1,516.04	-36.75 %
7890 Taxes	80.72	124.18	-43.46	-35.00 %
7910 Telecommunication	5,482.07	5,701.80	-219.73	-3.85 %
7950 Utilities	4,129.56	4,321.21	-191.65	-4.44 %
7990 Depreciation Expense	3,133.00	2,814.36	318.64	11.32 %
Total Occupancy Costs	30,344.67	35,131.49	-4,786.82	-13.63 %
Total 3- ADMIN EXPENSES	79,031.82	79,321.80	-289.98	-0.37 %
4- PERSONNEL				
8510 Salaries & Wages	153,076.54	88,682.43	64,394.11	72.61 %
8520 Paid Time Off	6,701.20	3,502.43	3,198.77	91.33 %
8530 Payroll Taxes	14,428.11	8,836.95	5,591.16	63.27 %
8540 Payroll Processing Fees		174.00	-174.00	-100.00 %
8550 Workers Comp	-1,510.00	1,429.75	-2,939.75	-205.61 %
8570 Health Insurance Allowance	11,400.00	8,400.00	3,000.00	35.71 %
8580 Other Employee Benefits	201.61		201.61	
8590 Contract Work	4,025.00	2,399.25	1,625.75	67.76 %
8615 Employee Recruitment	294.35		294.35	
Total 4- PERSONNEL	188,616.81	113,424.81	75,192.00	66.29 %
Total Expenses	\$675,097.12	\$355,586.47	\$319,510.65	89.85 %
NET OPERATING INCOME	\$387,340.21	\$302,850.11	\$84,490.10	27.90 %
Other Expenses				
9010 Gain/Loss on Sale of Asset	216.52		216.52	
Total Other Expenses	\$216.52	\$0.00	\$216.52	0.00%
NET OTHER INCOME	\$ -216.52	\$0.00	\$ -216.52	0.00%
NET INCOME	\$387,123.69	\$302,850.11	\$84,273.58	27.83 %