

Mendocino County Tourism Commission

BALANCE SHEET COMPARISON

As of March 31, 2020

	TOTAL	
	AS OF MAR 31, 2020	AS OF MAR 31, 2019 (PY)
ASSETS		
Current Assets		
Bank Accounts		
1015 MLCU Checking	168,369.67	206,159.65
1020 MLCU Savings	58,404.92	153,126.67
1030 Cash drawer	100.00	100.00
Total Bank Accounts	\$226,874.59	\$359,386.32
Accounts Receivable		
1100 Accounts Receivable	278,505.06	305,329.30
Total Accounts Receivable	\$278,505.06	\$305,329.30
Other Current Assets		
1230 Prepaid Expenses	10,054.42	3,004.66
1250 Refundable Deposits	4,150.00	4,636.00
1270 Receivable Other	12,700.00	0.00
Total Other Current Assets	\$26,904.42	\$7,640.66
Total Current Assets	\$532,284.07	\$672,356.28
Fixed Assets		
1510 Furniture and Equipment	64,723.50	61,789.14
1600 Accumulated Depreciation	-51,936.25	-47,826.82
Total Fixed Assets	\$12,787.25	\$13,962.32
TOTAL ASSETS	\$545,071.32	\$686,318.60
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
2000 Accounts Payable	29,291.88	28,093.95
Total Accounts Payable	\$29,291.88	\$28,093.95
Other Current Liabilities		
2910 Accrued Expenses	1,950.00	0.00
Payroll Liabilities		
2230 CA SUI / ETT	2,389.48	1,855.00
2240 FUTA Payable	231.24	210.00
2270 Accrued Payroll	6,868.10	11,714.17
2275 Accrued PTO	7,692.31	2,805.90
Total Payroll Liabilities	17,181.13	16,585.07
Total Other Current Liabilities	\$19,131.13	\$16,585.07
Total Current Liabilities	\$48,423.01	\$44,679.02
Total Liabilities	\$48,423.01	\$44,679.02
Equity		
3100 Contingency-Restricted	152,650.09	152,650.09
3900 Unrestricted Net Assets (RE)	325,650.15	461,594.98
Net Income	18,348.07	27,394.51
Total Equity	\$496,648.31	\$641,639.58
TOTAL LIABILITIES AND EQUITY	\$545,071.32	\$686,318.60

Mendocino County Tourism Commission
Budget vs. Actuals: SUMMARY
 July 2019 - March 2020

	Mar 2020				Total				Annual Budget
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget	
Income									
4030 County BID	78,541.42	82,468.50	-3,927.08	95.24%	706,872.78	742,216.50	-35,343.72	95.24%	989,622.00
4031 County BID adjustments			0.00		6,600.56	0.00	6,600.56		0.00
4035 County 50% Match	40,630.80	41,234.00	-603.20	98.54%	365,677.20	371,106.00	-5,428.80	98.54%	494,811.00
4040 County Admin Fee		0.00	0.00		0.00	0.00	0.00		-29,689.00
Other Income	9.92	310.00	-300.08	3.20%	4,885.56	3,240.00	1,645.56	150.79%	4,120.00
Total Income	\$ 119,182.14	\$ 124,012.50	\$ -4,830.36	96.10%	\$ 1,084,036.10	\$ 1,116,562.50	\$ -32,526.40	97.09%	\$ 1,458,864.00
Gross Profit	\$ 119,182.14	\$ 124,012.50	\$ -4,830.36	96.10%	\$ 1,084,036.10	\$ 1,116,562.50	\$ -32,526.40	97.09%	\$ 1,458,864.00
Expenses									
1- MEDIA & WEBSITE	34,822.65	64,584.00	-29,761.35	53.92%	540,111.09	606,338.00	-66,226.91	89.08%	799,221.00
2- VISITOR SVS / PARTNERSHIPS	17,990.86	12,708.35	5,282.51	141.57%	90,689.31	112,575.05	-21,885.74	80.56%	151,400.00
3- ADMIN EXPENSES	8,795.28	10,276.00	-1,480.72	85.59%	97,972.66	101,384.00	-3,411.34	96.64%	131,500.00
4- PERSONNEL	34,929.24	39,478.00	-4,548.76	88.48%	336,914.97	358,302.00	-21,387.03	94.03%	476,743.00
Total Expenses	\$ 96,538.03	\$ 127,046.35	\$ -30,508.32	75.99%	\$ 1,065,688.03	\$ 1,178,599.05	\$ -112,911.02	90.42%	\$ 1,558,864.00
Net Operating Income	\$ 22,644.11	\$ -3,033.85	\$ 25,677.96	-746.38%	\$ 18,348.07	\$ -62,036.55	\$ 80,384.62	-29.58%	\$ -100,000.00
Net Income	\$ 22,644.11	\$ -3,033.85	\$ 25,677.96	-746.38%	\$ 18,348.07	\$ -62,036.55	\$ 80,384.62	-29.58%	\$ -100,000.00
Budget Adjustment									
Previous Year Carryover	0.00	8,333.34	-8,333.34	0.00%	0.00	75,000.06	-75,000.06	0.00%	100,000.00
BALANCE	\$ 22,644.11	\$ 5,299.49	\$ 17,344.62	427.29%	\$ 18,348.07	\$ 12,963.51	\$ 5,384.56	141.54%	0.00

Mendocino County Tourism Commission
Budget vs. Actuals
 July 2019 - March 2020

	Mar 2020				Total				Annual Budget
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget	
Income									
4030 County BID	78,541.42	82,468.50	-3,927.08	95.24%	706,872.78	742,216.50	-35,343.72	95.24%	989,622.00
4031 County BID adjustments			0.00		6,600.56	0.00	6,600.56		
4035 County 50% Match	40,630.80	41,234.00	-603.20	98.54%	365,677.20	371,106.00	-5,428.80	98.54%	494,811.00
4040 County Admin Fee									-29,689.00
Other Income			0.00		0.00	0.00	0.00		
4830 Event Brochure Ads		300.00	-300.00	0.00%	2,700.00	3,150.00	-450.00	85.71%	4,000.00
4940 Misc. Income			0.00		2,000.00	0.00	2,000.00		
4950 Interest Income	9.92	10.00	-0.08	99.20%	185.56	90.00	95.56	206.18%	120.00
Total Other Income	\$ 9.92	\$ 310.00	\$ -300.08	3.20%	\$ 4,885.56	\$ 3,240.00	\$ 1,645.56	150.79%	\$ 4,120.00
Total Income	\$ 119,182.14	\$ 124,012.50	\$ -4,830.36	96.10%	\$ 1,084,036.10	\$ 1,116,562.50	\$ -32,526.40	97.09%	\$ 1,458,864.00
Gross Profit	\$ 119,182.14	\$ 124,012.50	\$ -4,830.36	96.10%	\$ 1,084,036.10	\$ 1,116,562.50	\$ -32,526.40	97.09%	\$ 1,458,864.00
Expenses									
1- MEDIA & WEBSITE									
50 Advertising / Media									
5130 Print & Online Advertising	625.00	29,268.00	-28,643.00	2.14%	263,429.04	263,412.00	17.04	100.01%	351,216.00
5150 Ad Development/Design		125.00	-125.00	0.00%	9,085.00	9,625.00	-540.00	94.39%	10,000.00
5170 Photography	339.00	833.00	-494.00	40.70%	3,589.00	7,497.00	-3,908.00	47.87%	10,000.00
5240 Research & Development		1,500.00	-1,500.00	0.00%	5,060.00	15,500.00	-10,440.00	32.65%	20,000.00
5280 Video Development	1,500.00	2,000.00	-500.00	75.00%	21,018.62	27,400.00	-6,381.38	76.71%	32,505.00
5290 Marketing Contingency		833.00	-833.00	0.00%	3,398.00	7,497.00	-4,099.00	45.32%	10,000.00
Total 50 Advertising / Media	\$ 2,464.00	\$ 34,559.00	\$ -32,095.00	7.13%	\$ 305,579.66	\$ 330,931.00	\$ -25,351.34	92.34%	\$ 433,721.00
55 Marketing / Public Relations									
5510 Public Relations Contract	7,500.00	8,208.00	-708.00	91.37%	67,500.00	73,872.00	-6,372.00	91.37%	98,500.00
5520 Marketing Agency Contract	8,333.00	8,333.00	0.00	100.00%	74,997.00	74,997.00	0.00	100.00%	100,000.00
5540 Clipping Service	120.00	583.00	-463.00	20.58%	4,530.55	5,247.00	-716.45	86.35%	7,000.00
5550 In-Market PR Stunts		250.00	-250.00	0.00%	2,134.12	2,250.00	-115.88	94.85%	3,000.00
5560 Media Events	2,604.14	292.00	2,312.14	891.83%	3,599.14	2,628.00	971.14	136.95%	3,500.00
5610 Travel -PR Related		833.00	-833.00	0.00%	4,312.73	7,497.00	-3,184.27	57.53%	10,000.00
5680 Visiting Media FAM Expenses	1,485.66	1,458.00	27.66	101.90%	3,415.93	13,122.00	-9,706.07	26.03%	17,500.00
Total 55 Marketing / Public Relations	\$ 20,042.80	\$ 19,957.00	\$ 85.80	100.43%	\$ 160,489.47	\$ 179,613.00	\$ -19,123.53	89.35%	\$ 239,500.00

Mendocino County Tourism Commission
Budget vs. Actuals
 July 2019 - March 2020

	Mar 2020				Total				Annual Budget
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget	
57 Website Maint / Development									
5710 Interactive Media Coordinator	2,500.00	2,500.00	0.00	100.00%	22,500.00	22,500.00	0.00	100.00%	30,000.00
5740 Content Creation		1,667.00	-1,667.00	0.00%	0.00	15,003.00	-15,003.00	0.00%	20,000.00
5750 Development/ Maintenance	1,603.00	1,667.00	-64.00	96.16%	14,897.38	15,003.00	-105.62	99.30%	20,000.00
5780 Interactive Marketing	88.95	208.00	-119.05	42.76%	711.60	1,872.00	-1,160.40	38.01%	2,500.00
Total 57 Website Maint / Development	\$ 4,191.95	\$ 6,042.00	\$ -1,850.05	69.38%	\$ 38,108.98	\$ 54,378.00	\$ -16,269.02	70.08%	\$ 72,500.00
58 Leisure / Group Sales									
5810 Promotion Items, Booth Develop	22.70	0.00	22.70		7,489.18	5,000.00	2,489.18	149.78%	5,000.00
5820 Consumer & Trade Shows		1,083.00	-1,083.00	0.00%	7,410.75	9,753.00	-2,342.25	75.98%	13,000.00
5840 State Fair Exhibit	2,500.00	818.00	1,682.00	305.62%	5,064.15	7,544.00	-2,479.85	67.13%	10,000.00
5870 Shipping - Travel Shows	2,683.90	292.00	2,391.90	919.14%	4,389.82	2,628.00	1,761.82	167.04%	3,500.00
5880 Travel - Leisure/Group Sales	2,917.30	833.00	2,084.30	350.22%	10,276.06	7,497.00	2,779.06	137.07%	10,000.00
5885 Travel - Group FAMs		833.00	-833.00	0.00%	805.00	7,497.00	-6,692.00	10.74%	10,000.00
5890 Misc. Sales Opportunities		167.00	-167.00	0.00%	498.02	1,497.00	-998.98	33.27%	2,000.00
Total 58 Leisure / Group Sales	\$ 8,123.90	\$ 4,026.00	\$ 4,097.90	201.79%	\$ 35,932.98	\$ 41,416.00	\$ -5,483.02	86.76%	\$ 53,500.00
Total 1- MEDIA & WEBSITE	\$ 34,822.65	\$ 64,584.00	\$ -29,761.35	53.92%	\$ 540,111.09	\$ 606,338.00	\$ -66,226.91	89.08%	\$ 799,221.00
2- VISITOR SVS / PARTNERSHIPS									
Partnerships									
6550 Conferences & Seminars		1,000.00	-1,000.00	0.00%	10,413.74	9,000.00	1,413.74	115.71%	12,000.00
6570 In-County Relations	508.54	500.00	8.54	101.71%	4,676.23	4,500.00	176.23	103.92%	6,000.00
6590 Memberships		625.00	-625.00	0.00%	2,958.00	6,125.00	-3,167.00	48.29%	8,000.00
6610 North Coast Tourism Council	1,833.35	1,833.35	0.00	100.00%	5,500.05	5,500.05	0.00	100.00%	11,000.00
Total Partnerships	\$ 2,341.89	\$ 3,958.35	\$ -1,616.46	59.16%	\$ 23,548.02	\$ 25,125.05	\$ -1,577.03	93.72%	\$ 37,000.00
Visitor Services									
6720 Event & Festival Guides	3,343.97	3,000.00	343.97	111.47%	32,225.24	31,500.00	725.24	102.30%	41,000.00
6730 Incentives & Sponsorships	12,105.00	5,750.00	6,355.00	210.52%	27,325.00	53,950.00	-26,625.00	50.65%	71,400.00
6770 Visitor Centers & Signage	200.00	0.00	200.00		7,591.05	2,000.00	5,591.05	379.55%	2,000.00
Total Visitor Services	\$ 15,648.97	\$ 8,750.00	\$ 6,898.97	178.85%	\$ 67,141.29	\$ 87,450.00	\$ -20,308.71	76.78%	\$ 114,400.00
Total 2- VISITOR SVS / PARTNERSHIPS	\$ 17,990.86	\$ 12,708.35	\$ 5,282.51	141.57%	\$ 90,689.31	\$ 112,575.05	\$ -21,885.74	80.56%	\$ 151,400.00
3- ADMIN EXPENSES									
General Admin									
7010 Accounting	1,950.00	500.00	1,450.00	390.00%	11,132.16	12,500.00	-1,367.84	89.06%	14,000.00
7060 Bank Fees		67.00	-67.00	0.00%	387.99	603.00	-215.01	64.34%	800.00
7080 Board Development		416.00	-416.00	0.00%	4,508.61	3,744.00	764.61	120.42%	5,000.00
7090 Copying & Printing	191.27	167.00	24.27	114.53%	1,478.36	1,503.00	-24.64	98.36%	2,000.00
7100 Dues & Subscriptions	649.70		649.70		7,881.42	0.00	7,881.42		

Mendocino County Tourism Commission
Budget vs. Actuals
July 2019 - March 2020

Mar 2020

Total

	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget	Annual Budget
7130 Legal Fees		250.00	-250.00	0.00%	7,039.98	2,250.00	4,789.98	312.89%	3,000.00
7140 Licenses & Permits		0.00	0.00		115.00	100.00	15.00	115.00%	100.00
7150 Meeting Expenses		417.00	-417.00	0.00%	2,222.62	3,753.00	-1,530.38	59.22%	5,000.00
7200 Office Expense	9.78	1,250.00	-1,240.22	0.78%	4,123.37	11,250.00	-7,126.63	36.65%	15,000.00
7210 Postage & Shipping		1,250.00	-1,250.00	0.00%	1,458.86	11,250.00	-9,791.14	12.97%	15,000.00
7280 Travel Expenses	685.06	1,417.00	-731.94	48.35%	11,683.42	12,753.00	-1,069.58	91.61%	17,000.00
Total General Admin	\$ 3,485.81	\$ 5,734.00	\$ -2,248.19	60.79%	\$ 52,031.79	\$ 59,706.00	\$ -7,674.21	87.15%	\$ 76,900.00
Occupancy Costs									
7650 Rent	2,350.00	2,417.00	-67.00	97.23%	21,880.00	21,753.00	127.00	100.58%	29,000.00
7660 Insurance		250.00	-250.00	0.00%	2,126.31	2,950.00	-823.69	72.08%	3,000.00
7850 Repairs & Maintenance	414.21	292.00	122.21	141.85%	3,658.94	2,628.00	1,030.94	139.23%	3,500.00
7890 Taxes		0.00	0.00		62.58	100.00	-37.42	62.58%	100.00
7910 Telecommunication	1,009.35	833.00	176.35	121.17%	8,119.49	7,497.00	622.49	108.30%	10,000.00
7950 Utilities	521.00	750.00	-229.00	69.47%	6,828.08	6,750.00	78.08	101.16%	9,000.00
7990 Depreciation Expense	1,014.91		1,014.91		3,265.47	0.00	3,265.47		
Total Occupancy Costs	\$ 5,309.47	\$ 4,542.00	\$ 767.47	116.90%	\$ 45,940.87	\$ 41,678.00	\$ 4,262.87	110.23%	\$ 54,600.00
Total 3- ADMIN EXPENSES	\$ 8,795.28	\$ 10,276.00	\$ -1,480.72	85.59%	\$ 97,972.66	\$ 101,384.00	\$ -3,411.34	96.64%	\$ 131,500.00
4- PERSONNEL									
8510 Salaries & Wages	27,273.52	32,650.00	-5,376.48	83.53%	260,143.87	293,850.00	-33,706.13	88.53%	391,800.00
8520 Paid Time Off	2,412.96		2,412.96		19,490.47	0.00	19,490.47		
8530 Payroll Taxes	2,291.76	2,708.00	-416.24	84.63%	26,348.78	24,372.00	1,976.78	108.11%	32,500.00
8540 Payroll Processing Fees	51.00		51.00		1,121.69	0.00	1,121.69		
8550 Workers Comp		0.00	0.00		2,172.00	3,000.00	-828.00	72.40%	3,000.00
8570 Health Insurance	2,700.00	2,575.00	125.00	104.85%	24,550.00	23,175.00	1,375.00	105.93%	30,900.00
8580 Other Employee Benefits		1,125.00	-1,125.00	0.00%	1,025.66	10,125.00	-9,099.34	10.13%	13,500.00
8590 Contract Work	200.00	295.00	-95.00	67.80%	2,062.50	2,655.00	-592.50	77.68%	3,543.00
8615 Employee Recruitment		125.00	-125.00	0.00%	0.00	1,125.00	-1,125.00	0.00%	1,500.00
Total 4- PERSONNEL	\$ 34,929.24	\$ 39,478.00	\$ -4,548.76	88.48%	\$ 336,914.97	\$ 358,302.00	\$ -21,387.03	94.03%	\$ 476,743.00
Total Expenses	\$ 96,538.03	\$ 127,046.35	\$ -30,508.32	75.99%	\$ 1,065,688.03	\$ 1,178,599.05	\$ -112,911.02	90.42%	\$ 1,558,864.00
Net Operating Income	\$ 22,644.11	\$ -3,033.85	\$ 25,677.96	-746.38%	\$ 18,348.07	\$ -62,036.55	\$ 80,384.62	-29.58%	\$ -100,000.00
Net Income	\$ 22,644.11	\$ -3,033.85	\$ 25,677.96	-746.38%	\$ 18,348.07	\$ -62,036.55	\$ 80,384.62	-29.58%	\$ -100,000.00

Mendocino County Tourism Commission
Statement of Cash Flows
As of March 31, 2020

	Mar-20	Jul 2019 - Mar 2020
OPERATING ACTIVITIES		
Net Income	22,644.11	18,348.07
Adjustments to reconcile Net Income to Net Cash provided by operations:		
1100 Accounts Receivable	-78,032.62	24,084.34
1230 Prepaid Expenses	-2,958.00	4,986.89
1250 Refundable Deposits	0.00	18.00
1270 Receivable Other	0.00	-12,700.00
2000 Accounts Payable	11,792.00	-21,457.17
2230 Payroll Liabilities:CA SUI / ETT	66.34	2,317.31
2240 Payroll Liabilities:FUTA Payable	6.42	223.07
2270 Payroll Liabilities:Accrued Payroll	-1,605.95	-4,846.07
2275 Payroll Liabilities:Accrued PTO	0.00	-8,221.79
2910 Accrued Expenses	1,950.00	1,950.00
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	-\$ 68,781.81	-\$ 13,645.42
Net cash provided by operating activities	-\$ 46,137.70	\$ 4,702.65
INVESTING ACTIVITIES		
1510 Furniture and Equipment	0.00	-2,934.36
1600 Accumulated Depreciation	1,014.91	3,265.47
Net cash provided by investing activities	\$ 1,014.91	\$ 331.11
Net cash increase for period	-\$ 45,122.79	\$ 5,033.76
Cash at beginning of period	271,997.38	221,840.83
Cash at end of period	\$ 226,874.59	\$ 226,874.59

Mendocino County Tourism Commission

PROFIT AND LOSS COMPARISON

March 2020

	TOTAL	
	MAR 2020	MAR 2019 (PY)
Income		
4030 County BID	78,541.42	74,649.67
4035 County 50% Match	40,630.80	39,410.00
Other Income		
4950 Interest Income	9.92	32.51
Total Other Income	9.92	32.51
Total Income	\$119,182.14	\$114,092.18
GROSS PROFIT	\$119,182.14	\$114,092.18
Expenses		
1- MEDIA & WEBSITE		
50 Advertising / Media		
5130 Print & Online Advertising	625.00	73,585.26
5150 Ad Development/Design		5,200.00
5170 Photography	339.00	
5280 Video Development	1,500.00	
Total 50 Advertising / Media	2,464.00	78,785.26
55 Marketing / Public Relations		
5510 Public Relations Contract	7,500.00	6,666.66
5520 Marketing Agency Contract	8,333.00	8,333.00
5540 Clipping Service	120.00	703.78
5560 Media Events	2,604.14	
5680 Visiting Media FAM Expenses	1,485.66	711.69
Total 55 Marketing / Public Relations	20,042.80	16,415.13
57 Website Maint / Development		
5710 Interactive Media Coordinator	2,500.00	2,500.00
5750 Development/ Maintenance	1,603.00	1,663.00
5780 Interactive Marketing	88.95	88.95
Total 57 Website Maint / Development	4,191.95	4,251.95
58 Leisure / Group Sales		
5810 Promotion Items, Booth Develop	22.70	657.37
5820 Consumer & Trade Shows		3,738.72
5840 State Fair Exhibit	2,500.00	2,581.78
5870 Shipping - Travel Shows	2,683.90	363.64
5880 Travel - Leisure/Group Sales	2,917.30	2,413.23
5885 Travel - Group FAMs		237.81
Total 58 Leisure / Group Sales	8,123.90	9,992.55
Total 1- MEDIA & WEBSITE	34,822.65	109,444.89

Mendocino County Tourism Commission

PROFIT AND LOSS COMPARISON

March 2020

	TOTAL	
	MAR 2020	MAR 2019 (PY)
2- VISITOR SVS / PARTNERSHIPS		
Partnerships		
6550 Conferences & Seminars		1,923.25
6570 In-County Relations	508.54	2,232.34
6610 North Coast Tourism Council	1,833.35	
Total Partnerships	2,341.89	4,155.59
Visitor Services		
6720 Event & Festival Guides	3,343.97	
6730 Incentives & Sponsorships	12,105.00	1,500.00
6770 Visitor Centers & Signage	200.00	
Total Visitor Services	15,648.97	1,500.00
Total 2- VISITOR SVS / PARTNERSHIPS	17,990.86	5,655.59
3- ADMIN EXPENSES		
General Admin		
7010 Accounting	1,950.00	437.50
7060 Bank Fees		30.00
7080 Board Development		114.06
7090 Copying & Printing	191.27	195.49
7100 Dues & Subscriptions	649.70	509.47
7150 Meeting Expenses		363.03
7200 Office Expense	9.78	181.88
7210 Postage & Shipping		339.81
7280 Travel Expenses	685.06	1,228.08
Total General Admin	3,485.81	3,399.32
Occupancy Costs		
7650 Rent	2,350.00	2,350.00
7660 Insurance		606.69
7850 Repairs & Maintenance	414.21	711.28
7910 Telecommunication	1,009.35	892.74
7950 Utilities	521.00	978.33
7990 Depreciation Expense	1,014.91	281.32
Total Occupancy Costs	5,309.47	5,820.36
Total 3- ADMIN EXPENSES	8,795.28	9,219.68
4- PERSONNEL		
8510 Salaries & Wages	27,273.52	26,428.27
8520 Paid Time Off	2,412.96	
8530 Payroll Taxes	2,291.76	2,109.88
8540 Payroll Processing Fees	51.00	591.00
8570 Health Insurance	2,700.00	2,200.00

Mendocino County Tourism Commission

PROFIT AND LOSS COMPARISON

March 2020

	TOTAL	
	MAR 2020	MAR 2019 (PY)
8590 Contract Work	200.00	1,089.00
Total 4- PERSONNEL	34,929.24	32,418.15
Total Expenses	\$96,538.03	\$156,738.31
NET OPERATING INCOME	\$22,644.11	\$ -42,646.13
NET INCOME	\$22,644.11	\$ -42,646.13

Mendocino County Tourism Commission

PROFIT AND LOSS COMPARISON

July 2019 - March 2020

	TOTAL	
	JUL 2019 - MAR 2020	JUL 2018 - MAR 2019 (PY)
Income		
4030 County BID	706,872.78	671,847.03
4031 County BID adjustments	6,600.56	148,302.17
4035 County 50% Match	365,677.20	354,690.00
Other Income		
4830 Event Brochure Ads	2,700.00	1,350.00
4940 Misc. Income	2,000.00	5,250.00
4950 Interest Income	185.56	234.57
Total Other Income	4,885.56	6,834.57
Total Income	\$1,084,036.10	\$1,181,673.77
GROSS PROFIT	\$1,084,036.10	\$1,181,673.77
Expenses		
1- MEDIA & WEBSITE		
50 Advertising / Media		
5130 Print & Online Advertising	263,429.04	337,287.10
5150 Ad Development/Design	9,085.00	12,275.00
5170 Photography	3,589.00	324.00
5240 Research & Development	5,060.00	10,000.00
5280 Video Development	21,018.62	5,294.42
5290 Marketing Contingency	3,398.00	
Total 50 Advertising / Media	305,579.66	365,180.52
55 Marketing / Public Relations		
5510 Public Relations Contract	67,500.00	59,999.94
5520 Marketing Agency Contract	74,997.00	74,997.00
5540 Clipping Service	4,530.55	4,865.58
5550 In-Market PR Stunts	2,134.12	290.20
5560 Media Events	3,599.14	3,454.03
5610 Travel -PR Related	4,312.73	3,380.84
5680 Visiting Media FAM Expenses	3,415.93	6,472.27
Total 55 Marketing / Public Relations	160,489.47	153,459.86
57 Website Maint / Development		
5710 Interactive Media Coordinator	22,500.00	22,500.00
5740 Content Creation		5,000.00
5750 Development/ Maintenance	14,897.38	15,398.42
5780 Interactive Marketing	711.60	2,107.23
Total 57 Website Maint / Development	38,108.98	45,005.65

Mendocino County Tourism Commission

PROFIT AND LOSS COMPARISON

July 2019 - March 2020

	TOTAL	
	JUL 2019 - MAR 2020	JUL 2018 - MAR 2019 (PY)
58 Leisure / Group Sales		
5810 Promotion Items, Booth Develop	7,489.18	11,898.90
5820 Consumer & Trade Shows	7,410.75	19,965.82
5840 State Fair Exhibit	5,064.15	4,200.65
5870 Shipping - Travel Shows	4,389.82	2,819.23
5880 Travel - Leisure/Group Sales	10,276.06	12,659.90
5885 Travel - Group FAMs	805.00	3,798.89
5890 Misc. Sales Opportunities	498.02	
Total 58 Leisure / Group Sales	35,932.98	55,343.39
Total 1- MEDIA & WEBSITE	540,111.09	618,989.42
2- VISITOR SVS / PARTNERSHIPS		
Partnerships		
6550 Conferences & Seminars	10,413.74	4,900.89
6570 In-County Relations	4,676.23	4,232.67
6590 Memberships	2,958.00	4,530.00
6610 North Coast Tourism Council	5,500.05	11,000.00
Total Partnerships	23,548.02	24,663.56
Visitor Services		
6720 Event & Festival Guides	32,225.24	23,014.58
6730 Incentives & Sponsorships	27,325.00	82,610.00
6770 Visitor Centers & Signage	7,591.05	1,640.17
Total Visitor Services	67,141.29	107,264.75
Total 2- VISITOR SVS / PARTNERSHIPS	90,689.31	131,928.31
3- ADMIN EXPENSES		
General Admin		
7010 Accounting	11,132.16	13,778.50
7060 Bank Fees	387.99	192.75
7080 Board Development	4,508.61	1,459.43
7090 Copying & Printing	1,478.36	1,812.16
7100 Dues & Subscriptions	7,881.42	8,312.40
7130 Legal Fees	7,039.98	
7140 Licenses & Permits	115.00	
7150 Meeting Expenses	2,222.62	2,638.88
7200 Office Expense	4,123.37	22,088.25
7210 Postage & Shipping	1,458.86	3,317.97
7280 Travel Expenses	11,683.42	8,208.75
Total General Admin	52,031.79	61,809.09

Mendocino County Tourism Commission

PROFIT AND LOSS COMPARISON

July 2019 - March 2020

	TOTAL	
	JUL 2019 - MAR 2020	JUL 2018 - MAR 2019 (PY)
Occupancy Costs		
7650 Rent	21,880.00	23,450.00
7660 Insurance	2,126.31	3,000.83
7850 Repairs & Maintenance	3,658.94	10,734.99
7890 Taxes	62.58	72.30
7910 Telecommunication	8,119.49	5,527.16
7950 Utilities	6,828.08	6,382.78
7990 Depreciation Expense	3,265.47	1,441.82
Total Occupancy Costs	45,940.87	50,609.88
Total 3- ADMIN EXPENSES	97,972.66	112,418.97
4- PERSONNEL		
8510 Salaries & Wages	260,143.87	228,043.50
8520 Paid Time Off	19,490.47	9,503.63
8530 Payroll Taxes	26,348.78	21,896.63
8540 Payroll Processing Fees	1,121.69	895.75
8550 Workers Comp	2,172.00	1,950.00
8570 Health Insurance	24,550.00	21,340.00
8580 Other Employee Benefits	1,025.66	
8590 Contract Work	2,062.50	7,060.00
8615 Employee Recruitment		253.05
Total 4- PERSONNEL	336,914.97	290,942.56
Total Expenses	\$1,065,688.03	\$1,154,279.26
NET OPERATING INCOME	\$18,348.07	\$27,394.51
NET INCOME	\$18,348.07	\$27,394.51