

# Mendocino County Tourism Commission

## BALANCE SHEET COMPARISON

As of September 30, 2020

	TOTAL			
	AS OF SEP 30, 2020	AS OF SEP 30, 2019 (PY)	CHANGE	% CHANGE
<b>ASSETS</b>				
Current Assets				
Bank Accounts				
1005 SBMC Checking	264,127.76		264,127.76	
1010 SBMC Savings	152,667.45		152,667.45	
1015 MLCU Checking	0.00	61,209.54	-61,209.54	-100.00 %
1020 MLCU Savings	0.00	103,292.56	-103,292.56	-100.00 %
1030 Cash drawer	100.00	100.00	0.00	0.00 %
<b>Total Bank Accounts</b>	<b>\$416,895.21</b>	<b>\$164,602.10</b>	<b>\$252,293.11</b>	<b>153.27 %</b>
Accounts Receivable				
1100 Accounts Receivable	175,461.00	317,906.40	-142,445.40	-44.81 %
<b>Total Accounts Receivable</b>	<b>\$175,461.00</b>	<b>\$317,906.40</b>	<b>\$ -142,445.40</b>	<b>-44.81 %</b>
Other Current Assets				
1230 Prepaid Expenses	24,526.92	16,651.11	7,875.81	47.30 %
1250 Refundable Deposits	4,150.00	4,150.00	0.00	0.00 %
<b>Total Other Current Assets</b>	<b>\$28,676.92</b>	<b>\$20,801.11</b>	<b>\$7,875.81</b>	<b>37.86 %</b>
<b>Total Current Assets</b>	<b>\$621,033.13</b>	<b>\$503,309.61</b>	<b>\$117,723.52</b>	<b>23.39 %</b>
Fixed Assets				
1510 Furniture and Equipment	20,264.59	64,723.50	-44,458.91	-68.69 %
1600 Accumulated Depreciation	-7,162.00	-49,514.74	42,352.74	85.54 %
<b>Total Fixed Assets</b>	<b>\$13,102.59</b>	<b>\$15,208.76</b>	<b>\$ -2,106.17</b>	<b>-13.85 %</b>
<b>TOTAL ASSETS</b>	<b>\$634,135.72</b>	<b>\$518,518.37</b>	<b>\$115,617.35</b>	<b>22.30 %</b>
<b>LIABILITIES AND EQUITY</b>				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 Accounts Payable	19,088.87	98,132.35	-79,043.48	-80.55 %
<b>Total Accounts Payable</b>	<b>\$19,088.87</b>	<b>\$98,132.35</b>	<b>\$ -79,043.48</b>	<b>-80.55 %</b>
Other Current Liabilities				
2100 Accrued Expenses	2,560.00	0.00	2,560.00	
Payroll Liabilities	0.00	0.00	0.00	
2230 CA SUI / ETT	0.00	558.62	-558.62	-100.00 %
2240 FUTA Payable	0.00	71.41	-71.41	-100.00 %
2270 Accrued Payroll	8,000.42	11,714.17	-3,713.75	-31.70 %
2275 Accrued PTO	6,859.19	15,914.10	-9,054.91	-56.90 %
<b>Total Payroll Liabilities</b>	<b>14,859.61</b>	<b>28,258.30</b>	<b>-13,398.69</b>	<b>-47.42 %</b>
<b>Total Other Current Liabilities</b>	<b>\$17,419.61</b>	<b>\$28,258.30</b>	<b>\$ -10,838.69</b>	<b>-38.36 %</b>
<b>Total Current Liabilities</b>	<b>\$36,508.48</b>	<b>\$126,390.65</b>	<b>\$ -89,882.17</b>	<b>-71.11 %</b>
<b>Total Liabilities</b>	<b>\$36,508.48</b>	<b>\$126,390.65</b>	<b>\$ -89,882.17</b>	<b>-71.11 %</b>
Equity				

# Mendocino County Tourism Commission

## BALANCE SHEET COMPARISON

As of September 30, 2020

	TOTAL			
	AS OF SEP 30, 2020	AS OF SEP 30, 2019 (PY)	CHANGE	% CHANGE
3100 Contingency-Restricted	152,650.09	152,650.09	0.00	0.00 %
3900 Unrestricted Net Assets (RE)	346,620.83	325,650.15	20,970.68	6.44 %
Net Income	98,356.32	-86,172.52	184,528.84	214.14 %
<b>Total Equity</b>	<b>\$597,627.24</b>	<b>\$392,127.72</b>	<b>\$205,499.52</b>	<b>52.41 %</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$634,135.72</b>	<b>\$518,518.37</b>	<b>\$115,617.35</b>	<b>22.30 %</b>

# Mendocino County Tourism Commission

## STATEMENT OF CASH FLOWS

July - September, 2020

	TOTAL
<b>OPERATING ACTIVITIES</b>	
Net Income	98,356.32
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1100 Accounts Receivable	5,873.20
1230 Prepaid Expenses	-15,065.25
2000 Accounts Payable	7,426.63
2100 Accrued Expenses	-1,280.00
2210 Payroll Liabilities:Federal Taxes (941/944)	0.00
2220 Payroll Liabilities:CA PIT / SDI	0.00
2230 Payroll Liabilities:CA SUI / ETT	0.00
2240 Payroll Liabilities:FUTA Payable	0.00
2270 Payroll Liabilities:Accrued Payroll	736.15
2275 Payroll Liabilities:Accrued PTO	-2,215.65
Direct Deposit Payable	0.00
<b>Total Adjustments to reconcile Net Income to Net Cash provided by operations:</b>	<b>-4,524.92</b>
<b>Net cash provided by operating activities</b>	<b>\$93,831.40</b>
<b>INVESTING ACTIVITIES</b>	
1510 Furniture and Equipment	2,934.36
1600 Accumulated Depreciation	-1,472.00
<b>Net cash provided by investing activities</b>	<b>\$1,462.36</b>
<b>NET CASH INCREASE FOR PERIOD</b>	<b>\$95,293.76</b>
Cash at beginning of period	321,601.45
<b>CASH AT END OF PERIOD</b>	<b>\$416,895.21</b>

**Mendocino County Tourism Commission**  
**Budget vs. Actuals: FY 20-21 Summary**  
 July - September, 2020

	Sep 2020				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
<b>Income</b>								
4030 County BID	47,100	47,100	0	100.00%	141,300	141,300	0	100.00%
4035 County 50% Match	33,911	22,959	10,952	147.70%	101,733	68,877	32,856	147.70%
Other Income	15		15		725	0	725	
<b>Total Income</b>	<b>\$ 81,026</b>	<b>\$ 70,059</b>	<b>\$ 10,967</b>	<b>115.65%</b>	<b>\$ 243,758</b>	<b>\$ 210,177</b>	<b>\$ 33,581</b>	<b>115.98%</b>
<b>Gross Profit</b>	<b>\$ 81,026</b>	<b>\$ 70,059</b>	<b>\$ 10,967</b>	<b>115.65%</b>	<b>\$ 243,758</b>	<b>\$ 210,177</b>	<b>\$ 33,581</b>	<b>115.98%</b>
<b>Expenses</b>								
1- MEDIA & WEBSITE	18,323	36,910	-18,588	49.64%	52,340	111,731	-59,391	46.84%
2- VISITOR SVS / PARTNERSHIPS	10,034	5,961	4,073	168.32%	17,336	17,883	-546	96.94%
3- ADMIN EXPENSES	8,843	8,410	433	105.15%	28,415	25,231	3,184	112.62%
4- PERSONNEL	15,261	17,316	-2,056	88.13%	47,310	51,949	-4,640	91.07%
<b>Total Expenses</b>	<b>\$ 52,460</b>	<b>\$ 68,598</b>	<b>\$ -16,138</b>	<b>76.47%</b>	<b>\$ 145,401</b>	<b>\$ 206,794</b>	<b>\$ -61,393</b>	<b>70.31%</b>
<b>Net Operating Income</b>	<b>\$ 28,565</b>	<b>\$ 1,461</b>	<b>\$ 27,104</b>	<b>1955.45%</b>	<b>\$ 98,356</b>	<b>\$ 3,382</b>	<b>\$ 94,974</b>	<b>2907.97%</b>
<b>Net Income</b>	<b>\$ 28,565</b>	<b>\$ 1,461</b>	<b>\$ 27,104</b>	<b>1955.45%</b>	<b>\$ 98,356</b>	<b>\$ 3,382</b>	<b>\$ 94,974</b>	<b>2907.97%</b>

**Mendocino County Tourism Commission**  
**Budget vs. Actuals: FY 20/21**  
 July - September, 2020

	Sep 2020				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
<b>Income</b>								
4030 County BID	47,100	47,100	0	100.00%	141,300	141,300	0	100.00%
4035 County 50% Match	33,911	22,959	10,952	147.70%	101,733	68,877	32,856	147.70%
Other Income			0		0	0	0	
4830 Event Brochure Ads			0		705	0	705	
4950 Interest Income	15		15		20	0	20	
<b>Total Other Income</b>	<b>\$ 15</b>	<b>\$ 0</b>	<b>\$ 15</b>		<b>\$ 725</b>	<b>\$ 0</b>	<b>\$ 725</b>	
<b>Total Income</b>	<b>\$ 81,026</b>	<b>\$ 70,059</b>	<b>\$ 10,967</b>	<b>115.65%</b>	<b>\$ 243,758</b>	<b>\$ 210,177</b>	<b>\$ 33,581</b>	<b>115.98%</b>
<b>Gross Profit</b>	<b>\$ 81,026</b>	<b>\$ 70,059</b>	<b>\$ 10,967</b>	<b>115.65%</b>	<b>\$ 243,758</b>	<b>\$ 210,177</b>	<b>\$ 33,581</b>	<b>115.98%</b>
<b>Expenses</b>								
<b>1- MEDIA &amp; WEBSITE</b>			0		0	0	0	
<b>50 Advertising / Media</b>			0		0	0	0	
5130 Print & Online Advertising	625	15,658	-15,033	3.99%	1,250	46,975	-45,725	2.66%
5150 Ad Development/Design		833	-833	0.00%	0	2,500	-2,500	0.00%
5170 Photography		200	-200	0.00%	0	600	-600	0.00%
5240 Research & Development	5,060	500	4,560	1012.00%	5,060	1,500	3,560	337.33%
5290 Marketing Contingency		833	-833	0.00%	0	2,500	-2,500	0.00%
<b>Total 50 Advertising / Media</b>	<b>\$ 5,685</b>	<b>\$ 18,025</b>	<b>\$ -12,340</b>	<b>31.54%</b>	<b>\$ 6,310</b>	<b>\$ 54,075</b>	<b>\$ -47,765</b>	<b>11.67%</b>
<b>55 Marketing / Public Relations</b>			0		0	0	0	
5510 Public Relations Contract	7,500	7,850	-350	95.54%	22,500	23,550	-1,050	95.54%
5520 Marketing Agency Contract		694	-694	0.00%	8,333	2,083	6,250	400.01%
5540 Clipping Service		750	-750	0.00%	2,446	2,250	196	108.70%
5560 Media Events	725	792	-67	91.58%	725	2,375	-1,650	30.53%
5610 Travel -PR Related		83	-83	0.00%	-274	250	-524	-109.72%
5680 Visiting Media FAM Expenses	488	1,000	-512	48.77%	488	3,000	-2,512	16.26%
<b>Total 55 Marketing / Public Relations</b>	<b>\$ 8,713</b>	<b>\$ 11,169</b>	<b>\$ -2,457</b>	<b>78.00%</b>	<b>\$ 34,217</b>	<b>\$ 33,508</b>	<b>\$ 709</b>	<b>102.12%</b>
<b>57 Website Maint / Development</b>			0		0	0	0	
5710 Interactive Media Coordinator	2,500	2,500	0	100.00%	7,500	7,500	0	100.00%
5740 Content Creation		2,500	-2,500	0.00%	146	7,500	-7,354	1.95%
5750 Development/ Maintenance	1,425	500	925	285.00%	3,153	1,500	1,653	210.20%
5780 Interactive Marketing			0		413	0	413	
<b>Total 57 Website Maint / Development</b>	<b>\$ 3,925</b>	<b>\$ 5,500</b>	<b>\$ -1,575</b>	<b>71.36%</b>	<b>\$ 11,212</b>	<b>\$ 16,500</b>	<b>\$ -5,288</b>	<b>67.95%</b>
<b>58 Leisure / Group Sales</b>			0		0	0	0	
5810 Promotion Items, Booth Develop		792	-792	0.00%	101	2,375	-2,274	4.24%
5820 Consumer & Trade Shows		338	-338	0.00%	0	1,013	-1,013	0.00%
5840 State Fair Exhibit		0	0		500	1,000	-500	50.00%
5870 Shipping - Travel Shows		208	-208	0.00%	0	625	-625	0.00%
5880 Travel - Leisure/Group Sales		495	-495	0.00%	0	1,485	-1,485	0.00%
5885 Travel - Group FAMs		333	-333	0.00%	0	1,000	-1,000	0.00%
5890 Misc. Sales Opportunities		50	-50	0.00%	0	150	-150	0.00%
<b>Total 58 Leisure / Group Sales</b>	<b>\$ 0</b>	<b>\$ 2,216</b>	<b>\$ -2,216</b>	<b>0.00%</b>	<b>\$ 601</b>	<b>\$ 7,648</b>	<b>\$ -7,047</b>	<b>7.85%</b>
<b>Total 1- MEDIA &amp; WEBSITE</b>	<b>\$ 18,323</b>	<b>\$ 36,910</b>	<b>\$ -18,588</b>	<b>49.64%</b>	<b>\$ 52,340</b>	<b>\$ 111,731</b>	<b>\$ -59,391</b>	<b>46.84%</b>
<b>2- VISITOR SVS / PARTNERSHIPS</b>			0		0	0	0	
<b>Partnerships</b>			0		0	0	0	
6570 In-County Relations		1,025	-1,025	0.00%	31	3,075	-3,044	1.00%
6590 Memberships		550	-550	0.00%	2,663	1,650	1,013	161.36%
6610 North Coast Tourism Council	917	917	0	100.00%	2,750	2,750	0	100.00%
<b>Total Partnerships</b>	<b>\$ 917</b>	<b>\$ 2,492</b>	<b>\$ -1,575</b>	<b>36.79%</b>	<b>\$ 5,443</b>	<b>\$ 7,475</b>	<b>\$ -2,032</b>	<b>72.82%</b>
<b>Visitor Services</b>			0		0	0	0	

**Mendocino County Tourism Commission**  
**Budget vs. Actuals: FY 20/21**  
**July - September, 2020**

	Sep 2020				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
6720 Event & Festival Guides	762	1,400	-638	54.44%	762	4,200	-3,438	18.15%
6730 Incentives & Sponsorships	8,155	1,653	6,502	493.43%	10,484	4,958	5,526	211.46%
6770 Visitor Centers & Signage	200	417	-217	48.00%	647	1,250	-603	51.74%
<b>Total Visitor Services</b>	<b>\$ 9,117</b>	<b>\$ 3,469</b>	<b>\$ 5,648</b>	<b>262.78%</b>	<b>\$ 11,893</b>	<b>\$ 10,408</b>	<b>\$ 1,485</b>	<b>114.27%</b>
<b>Total 2- VISITOR SVS / PARTNERSHIPS</b>	<b>\$ 10,034</b>	<b>\$ 5,961</b>	<b>\$ 4,073</b>	<b>168.32%</b>	<b>\$ 17,336</b>	<b>\$ 17,883</b>	<b>\$ -546</b>	<b>96.94%</b>
<b>3- ADMIN EXPENSES</b>			0		0	0	0	
General Admin			0		0	0	0	
7010 Accounting	2,560	2,143	417	119.44%	7,260	6,430	830	112.91%
7060 Bank Fees	5	50	-45	10.00%	15	150	-135	10.00%
7080 Board Development		77	-77	0.00%	0	230	-230	0.00%
7090 Copying & Printing	94	200	-106	47.02%	443	600	-157	73.82%
7100 Dues & Subscriptions	125	917	-792	13.64%	2,431	2,750	-319	88.41%
7130 Legal Fees	576	250	326	230.40%	1,086	750	336	144.80%
7140 Licenses & Permits		8	-8	0.00%	0	25	-25	0.00%
7150 Meeting Expenses		50	-50	0.00%	0	150	-150	0.00%
7200 Office Expense		296	-296	0.00%	769	888	-118	86.67%
7210 Postage & Shipping		75	-75	0.00%	142	225	-83	63.19%
7280 Travel Expenses	247	500	-253	49.40%	662	1,500	-838	44.14%
<b>Total General Admin</b>	<b>\$ 3,607</b>	<b>\$ 4,566</b>	<b>\$ -959</b>	<b>79.00%</b>	<b>\$ 12,809</b>	<b>\$ 13,698</b>	<b>\$ -889</b>	<b>93.51%</b>
Occupancy Costs			0		0	0	0	
7650 Rent	2,350	1,983	367	118.49%	7,050	5,950	1,100	118.49%
7660 Insurance	228	188	40	121.47%	683	563	121	121.47%
7850 Repairs & Maintenance	295	460	-165	64.12%	1,025	1,380	-355	74.28%
7890 Taxes		5	-5	0.00%	114	16	98	703.95%
7910 Telecommunication	1,629	450	1,179	361.91%	3,483	1,350	2,133	257.99%
7950 Utilities	397	758	-361	52.37%	1,789	2,275	-486	78.62%
7990 Depreciation Expense	338		338		1,462	0	1,462	
<b>Total Occupancy Costs</b>	<b>\$ 5,236</b>	<b>\$ 3,845</b>	<b>\$ 1,392</b>	<b>136.20%</b>	<b>\$ 15,606</b>	<b>\$ 11,534</b>	<b>\$ 4,073</b>	<b>135.31%</b>
<b>Total 3- ADMIN EXPENSES</b>	<b>\$ 8,843</b>	<b>\$ 8,410</b>	<b>\$ 433</b>	<b>105.15%</b>	<b>\$ 28,415</b>	<b>\$ 25,231</b>	<b>\$ 3,184</b>	<b>112.62%</b>
<b>4- PERSONNEL</b>			0		0	0	0	
8510 Salaries & Wages	12,501	13,167	-666	94.94%	37,724	39,500	-1,776	95.51%
8520 Paid Time Off	0	924	-924	0.00%	710	2,772	-2,062	25.62%
8530 Payroll Taxes	1,106	1,109	-4	99.67%	3,177	3,328	-151	95.48%
8540 Payroll Processing Fees			0		86	0	86	
8550 Workers Comp	204	250	-46	81.70%	613	750	-137	81.70%
8570 Health Insurance	1,200	1,200	0	100.00%	3,600	3,600	0	100.00%
8580 Other Employee Benefits		17	-17	0.00%	0	50	-50	0.00%
8590 Contract Work	250	650	-400	38.46%	1,399	1,950	-551	71.76%
<b>Total 4- PERSONNEL</b>	<b>\$ 15,261</b>	<b>\$ 17,316</b>	<b>\$ -2,056</b>	<b>88.13%</b>	<b>\$ 47,310</b>	<b>\$ 51,949</b>	<b>\$ -4,640</b>	<b>91.07%</b>
<b>Total Expenses</b>	<b>\$ 52,460</b>	<b>\$ 68,598</b>	<b>\$ -16,138</b>	<b>76.47%</b>	<b>\$ 145,401</b>	<b>\$ 206,794</b>	<b>\$ -61,393</b>	<b>70.31%</b>
<b>Net Operating Income</b>	<b>\$ 28,565</b>	<b>\$ 1,461</b>	<b>\$ 27,104</b>	<b>1955.45%</b>	<b>\$ 98,356</b>	<b>\$ 3,382</b>	<b>\$ 94,974</b>	<b>2907.97%</b>
<b>Net Income</b>	<b>\$ 28,565</b>	<b>\$ 1,461</b>	<b>\$ 27,104</b>	<b>1955.45%</b>	<b>\$ 98,356</b>	<b>\$ 3,382</b>	<b>\$ 94,974</b>	<b>2907.97%</b>

# Mendocino County Tourism Commission

## PROFIT AND LOSS COMPARISON

July - September, 2020

	TOTAL			
	JUL - SEP, 2020	JUL - SEP, 2019 (PY)	CHANGE	% CHANGE
<b>Income</b>				
4030 County BID	141,300.00	235,624.26	-94,324.26	-40.03 %
4035 County 50% Match	101,733.00	121,892.40	-20,159.40	-16.54 %
<b>Other Income</b>				
4830 Event Brochure Ads	705.00	1,850.00	-1,145.00	-61.89 %
4950 Interest Income	19.58	73.20	-53.62	-73.25 %
<b>Total Other Income</b>	<b>724.58</b>	<b>1,923.20</b>	<b>-1,198.62</b>	<b>-62.32 %</b>
<b>Total Income</b>	<b>\$243,757.58</b>	<b>\$359,439.86</b>	<b>\$ -115,682.28</b>	<b>-32.18 %</b>
<b>GROSS PROFIT</b>	<b>\$243,757.58</b>	<b>\$359,439.86</b>	<b>\$ -115,682.28</b>	<b>-32.18 %</b>
<b>Expenses</b>				
<b>1- MEDIA &amp; WEBSITE</b>				
<b>50 Advertising / Media</b>				
5130 Print & Online Advertising	1,250.00	147,210.84	-145,960.84	-99.15 %
5150 Ad Development/Design		9,085.00	-9,085.00	-100.00 %
5240 Research & Development	5,060.00	5,060.00	0.00	0.00 %
5280 Video Development		9,389.72	-9,389.72	-100.00 %
<b>Total 50 Advertising / Media</b>	<b>6,310.00</b>	<b>170,745.56</b>	<b>-164,435.56</b>	<b>-96.30 %</b>
<b>55 Marketing / Public Relations</b>				
5510 Public Relations Contract	22,500.00	22,500.00	0.00	0.00 %
5520 Marketing Agency Contract	8,333.00	24,999.00	-16,666.00	-66.67 %
5540 Clipping Service	2,445.72	1,518.98	926.74	61.01 %
5550 In-Market PR Stunts		525.50	-525.50	-100.00 %
5560 Media Events	725.00	995.00	-270.00	-27.14 %
5610 Travel -PR Related	-274.34	2,395.93	-2,670.27	-111.45 %
5680 Visiting Media FAM Expenses	487.65	613.03	-125.38	-20.45 %
<b>Total 55 Marketing / Public Relations</b>	<b>34,217.03</b>	<b>53,547.44</b>	<b>-19,330.41</b>	<b>-36.10 %</b>
<b>57 Website Maint / Development</b>				
5710 Interactive Media Coordinator	7,500.00	7,500.00	0.00	0.00 %
5740 Content Creation	146.45		146.45	
5750 Development/ Maintenance	3,153.00	5,009.08	-1,856.08	-37.05 %
5780 Interactive Marketing	412.86	266.85	146.01	54.72 %
<b>Total 57 Website Maint / Development</b>	<b>11,212.31</b>	<b>12,775.93</b>	<b>-1,563.62</b>	<b>-12.24 %</b>
<b>58 Leisure / Group Sales</b>				
5810 Promotion Items, Booth Develop	100.59	7,415.48	-7,314.89	-98.64 %
5820 Consumer & Trade Shows		540.75	-540.75	-100.00 %
5840 State Fair Exhibit	500.00	1,064.15	-564.15	-53.01 %
5880 Travel - Leisure/Group Sales		1,377.33	-1,377.33	-100.00 %
<b>Total 58 Leisure / Group Sales</b>	<b>600.59</b>	<b>10,397.71</b>	<b>-9,797.12</b>	<b>-94.22 %</b>
<b>Total 1- MEDIA &amp; WEBSITE</b>	<b>52,339.93</b>	<b>247,466.64</b>	<b>-195,126.71</b>	<b>-78.85 %</b>
<b>2- VISITOR SVS / PARTNERSHIPS</b>				
<b>Partnerships</b>				

# Mendocino County Tourism Commission

## PROFIT AND LOSS COMPARISON

July - September, 2020

	TOTAL				
	JUL - SEP, 2020	JUL - SEP, 2019 (PY)	CHANGE	% CHANGE	
6550 Conferences & Seminars		3,163.92	-3,163.92	-100.00 %	
6570 In-County Relations	30.89	1,525.48	-1,494.59	-97.98 %	
6590 Memberships	2,662.50	2,640.00	22.50	0.85 %	
6610 North Coast Tourism Council	2,750.00		2,750.00		
<b>Total Partnerships</b>	<b>5,443.39</b>	<b>7,329.40</b>	<b>-1,886.01</b>	<b>-25.73 %</b>	
Visitor Services					
6720 Event & Festival Guides	762.13	14,577.77	-13,815.64	-94.77 %	
6730 Incentives & Sponsorships	10,484.25	5,740.00	4,744.25	82.65 %	
6770 Visitor Centers & Signage	646.70	6,391.05	-5,744.35	-89.88 %	
<b>Total Visitor Services</b>	<b>11,893.08</b>	<b>26,708.82</b>	<b>-14,815.74</b>	<b>-55.47 %</b>	
<b>Total 2- VISITOR SVS / PARTNERSHIPS</b>	<b>17,336.47</b>	<b>34,038.22</b>	<b>-16,701.75</b>	<b>-49.07 %</b>	
<b>3- ADMIN EXPENSES</b>					
General Admin					
7010 Accounting	7,260.00	1,123.50	6,136.50	546.19 %	
7060 Bank Fees	15.00		15.00		
7090 Copying & Printing	442.92	521.21	-78.29	-15.02 %	
7100 Dues & Subscriptions	2,431.18	2,551.15	-119.97	-4.70 %	
7130 Legal Fees	1,086.00	4,639.98	-3,553.98	-76.59 %	
7140 Licenses & Permits		66.00	-66.00	-100.00 %	
7150 Meeting Expenses		547.02	-547.02	-100.00 %	
7200 Office Expense	769.22	2,017.93	-1,248.71	-61.88 %	
7210 Postage & Shipping	142.18	688.28	-546.10	-79.34 %	
7280 Travel Expenses	662.05	3,235.79	-2,573.74	-79.54 %	
<b>Total General Admin</b>	<b>12,808.55</b>	<b>15,390.86</b>	<b>-2,582.31</b>	<b>-16.78 %</b>	
Occupancy Costs					
7650 Rent	7,050.00	7,230.00	-180.00	-2.49 %	
7660 Insurance	683.25	2,126.31	-1,443.06	-67.87 %	
7850 Repairs & Maintenance	1,025.07	1,489.56	-464.49	-31.18 %	
7890 Taxes	114.18	62.58	51.60	82.45 %	
7910 Telecommunication	3,482.93	2,893.80	589.13	20.36 %	
7950 Utilities	1,788.70	2,364.71	-576.01	-24.36 %	
7990 Depreciation Expense	1,462.36	843.96	618.40	73.27 %	
<b>Total Occupancy Costs</b>	<b>15,606.49</b>	<b>17,010.92</b>	<b>-1,404.43</b>	<b>-8.26 %</b>	
<b>Total 3- ADMIN EXPENSES</b>	<b>28,415.04</b>	<b>32,401.78</b>	<b>-3,986.74</b>	<b>-12.30 %</b>	
<b>4- PERSONNEL</b>					
8510 Salaries & Wages	37,724.46	105,885.14	-68,160.68	-64.37 %	
8520 Paid Time Off	709.99	4,757.66	-4,047.67	-85.08 %	
8530 Payroll Taxes	3,177.37	9,086.02	-5,908.65	-65.03 %	
8540 Payroll Processing Fees	86.00	159.00	-73.00	-45.91 %	
8550 Workers Comp	612.75	2,704.00	-2,091.25	-77.34 %	
8570 Health Insurance	3,600.00	8,350.00	-4,750.00	-56.89 %	
8580 Other Employee Benefits		163.92	-163.92	-100.00 %	



# Mendocino County Tourism Commission

## PROFIT AND LOSS COMPARISON

July - September, 2020

	TOTAL			
	JUL - SEP, 2020	JUL - SEP, 2019 (PY)	CHANGE	% CHANGE
8590 Contract Work	1,399.25	600.00	799.25	133.21 %
<b>Total 4- PERSONNEL</b>	<b>47,309.82</b>	<b>131,705.74</b>	<b>-84,395.92</b>	<b>-64.08 %</b>
<b>Total Expenses</b>	<b>\$145,401.26</b>	<b>\$445,612.38</b>	<b>\$ -300,211.12</b>	<b>-67.37 %</b>
NET OPERATING INCOME	<b>\$98,356.32</b>	<b>\$ -86,172.52</b>	<b>\$184,528.84</b>	<b>214.14 %</b>
NET INCOME	<b>\$98,356.32</b>	<b>\$ -86,172.52</b>	<b>\$184,528.84</b>	<b>214.14 %</b>

# Mendocino County Tourism Commission

## PROFIT AND LOSS

July - September, 2020

	JUL 2020	AUG 2020	SEP 2020	TOTAL
<b>Income</b>				
4030 County BID	47,100.00	47,100.00	47,100.00	\$141,300.00
4035 County 50% Match	33,911.00	33,911.00	33,911.00	\$101,733.00
Other Income				\$0.00
4830 Event Brochure Ads		705.00		\$705.00
4950 Interest Income	4.96		14.62	\$19.58
<b>Total Other Income</b>	<b>4.96</b>	<b>705.00</b>	<b>14.62</b>	<b>\$724.58</b>
<b>Total Income</b>	<b>\$81,015.96</b>	<b>\$81,716.00</b>	<b>\$81,025.62</b>	<b>\$243,757.58</b>
<b>GROSS PROFIT</b>	<b>\$81,015.96</b>	<b>\$81,716.00</b>	<b>\$81,025.62</b>	<b>\$243,757.58</b>
<b>Expenses</b>				
1- MEDIA & WEBSITE				\$0.00
50 Advertising / Media				\$0.00
5130 Print & Online Advertising		625.00	625.00	\$1,250.00
5240 Research & Development			5,060.00	\$5,060.00
<b>Total 50 Advertising / Media</b>		<b>625.00</b>	<b>5,685.00</b>	<b>\$6,310.00</b>
55 Marketing / Public Relations				\$0.00
5510 Public Relations Contract	7,500.00	7,500.00	7,500.00	\$22,500.00
5520 Marketing Agency Contract		8,333.00		\$8,333.00
5540 Clipping Service	628.17	1,817.55		\$2,445.72
5560 Media Events			725.00	\$725.00
5610 Travel -PR Related	-274.34			\$ -274.34
5680 Visiting Media FAM Expenses			487.65	\$487.65
<b>Total 55 Marketing / Public Relations</b>	<b>7,853.83</b>	<b>17,650.55</b>	<b>8,712.65</b>	<b>\$34,217.03</b>
57 Website Maint / Development				\$0.00
5710 Interactive Media Coordinator	2,500.00	2,500.00	2,500.00	\$7,500.00
5740 Content Creation	146.45			\$146.45
5750 Development/ Maintenance	125.00	1,603.00	1,425.00	\$3,153.00
5780 Interactive Marketing	208.91	203.95		\$412.86
<b>Total 57 Website Maint / Development</b>	<b>2,980.36</b>	<b>4,306.95</b>	<b>3,925.00</b>	<b>\$11,212.31</b>
58 Leisure / Group Sales				\$0.00
5810 Promotion Items, Booth Develop	56.22	44.37		\$100.59
5840 State Fair Exhibit	500.00			\$500.00
<b>Total 58 Leisure / Group Sales</b>	<b>556.22</b>	<b>44.37</b>		<b>\$600.59</b>
<b>Total 1- MEDIA &amp; WEBSITE</b>	<b>11,390.41</b>	<b>22,626.87</b>	<b>18,322.65</b>	<b>\$52,339.93</b>
2- VISITOR SVS / PARTNERSHIPS				\$0.00
Partnerships				\$0.00
6570 In-County Relations		30.89		\$30.89
6590 Memberships	2,162.50	500.00		\$2,662.50
6610 North Coast Tourism Council		1,833.33	916.67	\$2,750.00
<b>Total Partnerships</b>	<b>2,162.50</b>	<b>2,364.22</b>	<b>916.67</b>	<b>\$5,443.39</b>
Visitor Services				\$0.00
6720 Event & Festival Guides			762.13	\$762.13

# Mendocino County Tourism Commission

## PROFIT AND LOSS

July - September, 2020

	JUL 2020	AUG 2020	SEP 2020	TOTAL
6730 Incentives & Sponsorships	486.00	1,843.50	8,154.75	\$10,484.25
6770 Visitor Centers & Signage	246.70	200.00	200.00	\$646.70
<b>Total Visitor Services</b>	<b>732.70</b>	<b>2,043.50</b>	<b>9,116.88</b>	<b>\$11,893.08</b>
<b>Total 2- VISITOR SVS / PARTNERSHIPS</b>	<b>2,895.20</b>	<b>4,407.72</b>	<b>10,033.55</b>	<b>\$17,336.47</b>
<b>3- ADMIN EXPENSES</b>				\$0.00
General Admin				\$0.00
7010 Accounting	2,290.00	2,410.00	2,560.00	\$7,260.00
7060 Bank Fees	5.00	5.00	5.00	\$15.00
7090 Copying & Printing	125.11	223.77	94.04	\$442.92
7100 Dues & Subscriptions	1,116.91	1,189.27	125.00	\$2,431.18
7130 Legal Fees		510.00	576.00	\$1,086.00
7200 Office Expense	461.52	307.70		\$769.22
7210 Postage & Shipping	17.99	124.19		\$142.18
7280 Travel Expenses	222.81	192.22	247.02	\$662.05
<b>Total General Admin</b>	<b>4,239.34</b>	<b>4,962.15</b>	<b>3,607.06</b>	<b>\$12,808.55</b>
Occupancy Costs				\$0.00
7650 Rent	2,350.00	2,350.00	2,350.00	\$7,050.00
7660 Insurance	227.75	227.75	227.75	\$683.25
7850 Repairs & Maintenance	375.17	354.95	294.95	\$1,025.07
7890 Taxes	10.00	104.18		\$114.18
7910 Telecommunication	1,229.00	625.33	1,628.60	\$3,482.93
7950 Utilities	690.67	700.90	397.13	\$1,788.70
7990 Depreciation Expense	564.00	560.36	338.00	\$1,462.36
<b>Total Occupancy Costs</b>	<b>5,446.59</b>	<b>4,923.47</b>	<b>5,236.43</b>	<b>\$15,606.49</b>
<b>Total 3- ADMIN EXPENSES</b>	<b>9,685.93</b>	<b>9,885.62</b>	<b>8,843.49</b>	<b>\$28,415.04</b>
<b>4- PERSONNEL</b>				\$0.00
8510 Salaries & Wages	12,565.34	12,658.34	12,500.78	\$37,724.46
8520 Paid Time Off	153.64	556.35	0.00	\$709.99
8530 Payroll Taxes	961.23	1,110.48	1,105.66	\$3,177.37
8540 Payroll Processing Fees	43.00	43.00		\$86.00
8550 Workers Comp	204.25	204.25	204.25	\$612.75
8570 Health Insurance	1,200.00	1,200.00	1,200.00	\$3,600.00
8590 Contract Work	949.25	200.00	250.00	\$1,399.25
<b>Total 4- PERSONNEL</b>	<b>16,076.71</b>	<b>15,972.42</b>	<b>15,260.69</b>	<b>\$47,309.82</b>
<b>Total Expenses</b>	<b>\$40,048.25</b>	<b>\$52,892.63</b>	<b>\$52,460.38</b>	<b>\$145,401.26</b>
<b>NET OPERATING INCOME</b>	<b>\$40,967.71</b>	<b>\$28,823.37</b>	<b>\$28,565.24</b>	<b>\$98,356.32</b>
<b>NET INCOME</b>	<b>\$40,967.71</b>	<b>\$28,823.37</b>	<b>\$28,565.24</b>	<b>\$98,356.32</b>