

Mendocino County Tourism Commission

Balance Sheet Comparison

As of November 30, 2021

	TOTAL			
	AS OF NOV 30, 2021	AS OF NOV 30, 2020 (PY)	CHANGE	% CHANGE
ASSETS				
Current Assets				
Bank Accounts				
1005 SBMC Checking	391,094.01	220,867.92	170,226.09	77.07 %
1010 SBMC Contingency/Savings	965,746.86	152,667.45	813,079.41	532.58 %
1030 Cash drawer	100.00	100.00	0.00	0.00 %
Total Bank Accounts	\$1,356,940.87	\$373,635.37	\$983,305.50	263.17 %
Accounts Receivable				
1100 Accounts Receivable	345,030.48	320,857.50	24,172.98	7.53 %
Total Accounts Receivable	\$345,030.48	\$320,857.50	\$24,172.98	7.53 %
Other Current Assets				
1230 Prepaid Expenses	57,857.16	27,593.83	30,263.33	109.67 %
1250 Refundable Deposits	1,800.00	4,150.00	-2,350.00	-56.63 %
Total Other Current Assets	\$59,657.16	\$31,743.83	\$27,913.33	87.93 %
Total Current Assets	\$1,761,628.51	\$726,236.70	\$1,035,391.81	142.57 %
Fixed Assets				
1510 Furniture and Equipment	29,387.04	20,264.59	9,122.45	45.02 %
1600 Accumulated Depreciation	-12,356.00	-7,838.00	-4,518.00	-57.64 %
Total Fixed Assets	\$17,031.04	\$12,426.59	\$4,604.45	37.05 %
TOTAL ASSETS	\$1,778,659.55	\$738,663.29	\$1,039,996.26	140.79 %
LIABILITIES AND EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 Accounts Payable	16,981.44	9,488.23	7,493.21	78.97 %
Total Accounts Payable	\$16,981.44	\$9,488.23	\$7,493.21	78.97 %
Other Current Liabilities				
2100 Accrued Expenses	0.00	2,040.00	-2,040.00	-100.00 %
Payroll Liabilities	0.00	0.00	0.00	
2230 CA SUI / ETT	97.34	71.92	25.42	35.34 %
2240 FUTA Payable	168.00	6.96	161.04	2,313.79 %
2270 Accrued Payroll	11,641.00	7,794.40	3,846.60	49.35 %
2275 Accrued PTO	12,185.42	4,691.94	7,493.48	159.71 %
Total Payroll Liabilities	24,091.76	12,565.22	11,526.54	91.73 %
Total Other Current Liabilities	\$24,091.76	\$14,605.22	\$9,486.54	64.95 %
Total Current Liabilities	\$41,073.20	\$24,093.45	\$16,979.75	70.47 %
Total Liabilities	\$41,073.20	\$24,093.45	\$16,979.75	70.47 %
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	106,894.18	215,298.92	-108,404.74	-50.35 %
Total Equity	\$1,737,586.35	\$714,569.84	\$1,023,016.51	143.17 %
TOTAL LIABILITIES AND EQUITY	\$1,778,659.55	\$738,663.29	\$1,039,996.26	140.79 %

Mendocino County Tourism Commission
Budget vs. Actuals: Summary
 July - November, 2021

	Nov 2021				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Income								
4030 County BID	79,706	79,706	0	100.00%	515,662	398,530	117,132	129.39%
4031 County BID adjustments		0	0		-210,215	0	-210,215	
4035 County 50% Match	39,583	39,853	-270	99.32%	197,915	199,265	-1,350	99.32%
Other Income	57,573		57,573		59,661	0	59,661	
Total Income	\$ 176,862	\$ 119,559	\$ 57,303	147.93%	\$ 563,023	\$ 597,795	\$ -34,772	94.18%
Gross Profit	\$ 176,862	\$ 119,559	\$ 57,303	147.93%	\$ 563,023	\$ 597,795	\$ -34,772	94.18%
Expenses								
1- MEDIA & WEBSITE	60,862	83,020	-22,158	73.31%	222,260	424,100	-201,840	52.41%
2- VISITOR SVS / PARTNERSHIPS	13,628	23,009	-9,380	59.23%	47,349	79,330	-31,981	59.69%
3- ADMIN EXPENSES	10,259	10,085	174	101.73%	51,002	54,445	-3,442	93.68%
4- PERSONNEL	25,481	30,171	-4,690	84.46%	135,517	134,646	871	100.65%
Total Expenses	\$ 110,231	\$ 146,285	\$ -36,054	75.35%	\$ 456,129	\$ 692,521	\$ -236,392	65.86%
Net Operating Income	\$ 66,632	\$ -26,726	\$ 93,358	-249.31%	\$ 106,894	\$ -94,726	\$ 201,621	-112.85%
Net Income	\$ 66,632	\$ -26,726	\$ 93,358	-249.31%	\$ 106,894	\$ -94,726	\$ 201,621	-112.85%

Mendocino County Tourism Commission
Budget vs. Actuals: Detail
 July - November, 2021

	Nov 2021				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Income								
4030 County BID	79,706	79,706	0	100.00%	515,662	398,530	117,132	129.39%
4031 County BID adjustments		0	0		-210,215	0	-210,215	
4035 County 50% Match	39,583	39,853	-270	99.32%	197,915	199,265	-1,350	99.32%
Other Income			0		0	0	0	
4940 Misc. Income	57,573		57,573		59,606	0	59,606	
4950 Interest Income			0		54	0	54	
Total Other Income	\$ 57,573	\$ 0	\$ 57,573		\$ 59,661	\$ 0	\$ 59,661	
Total Income	\$ 176,862	\$ 119,559	\$ 57,303	147.93%	\$ 563,023	\$ 597,795	\$ -34,772	94.18%
Gross Profit	\$ 176,862	\$ 119,559	\$ 57,303	147.93%	\$ 563,023	\$ 597,795	\$ -34,772	94.18%
Expenses								
1- MEDIA & WEBSITE			0		0	0	0	
50 Advertising / Media			0		0	0	0	
5130 Print & Online Advertising	37,894	40,653	-2,759	93.21%	113,895	203,268	-89,373	56.03%
5150 Ad Development/Design	1,000	1,000	0	100.00%	5,420	5,000	420	108.40%
5170 Photography		500	-500	0.00%	0	2,500	-2,500	0.00%
5240 Research & Development	3,000	5,222	-2,222	57.45%	15,000	31,446	-16,446	47.70%
5280 Video Development	350	1,667	-1,317	21.00%	8,254	8,331	-77	99.08%
5290 Marketing Contingency		1,000	-1,000	0.00%	0	5,000	-5,000	0.00%
Total 50 Advertising / Media	\$ 42,244	\$ 50,042	\$ -7,798	84.42%	\$ 142,570	\$ 255,545	\$ -112,976	55.79%
55 Marketing / Public Relations			0		0	0	0	
5510 Public Relations Contract	8,333	8,683	-350	95.97%	42,991	43,417	-426	99.02%
5520 Marketing Agency Contract		9,333	-9,333	0.00%	0	46,669	-46,669	0.00%
5540 Clipping Service	648	1,000	-352	64.80%	3,240	5,000	-1,760	64.80%
5550 In-Market PR Stunts		667	-667	0.00%	1,616	3,331	-1,715	48.50%
5560 Media Events		1,750	-1,750	0.00%	1,015	2,750	-1,735	36.92%
5610 Travel -PR Related	960	778	182	123.43%	3,129	3,887	-758	80.49%
5680 Visiting Media FAM Expenses		500	-500	0.00%	3,019	2,500	519	120.74%
Total 55 Marketing / Public Relations	\$ 9,942	\$ 22,711	\$ -12,770	43.77%	\$ 55,010	\$ 107,554	\$ -52,545	51.15%
57 Website Maint / Development			0		0	0	0	
5710 Interactive Media Coordinator	2,500	2,500	0	100.00%	12,500	12,500	0	100.00%
5740 Content Creation		1,500	-1,500	0.00%	0	7,500	-7,500	0.00%
5750 Development/ Maintenance	652	5,667	-5,015	11.50%	3,701	28,331	-24,630	13.06%
5780 Interactive Marketing	30	100	-70	29.95%	150	500	-350	29.95%
Total 57 Website Maint / Development	\$ 3,182	\$ 9,767	\$ -6,585	32.58%	\$ 16,351	\$ 48,831	\$ -32,480	33.48%
58 Leisure / Group Sales			0		0	0	0	
5810 Promotion Items, Booth Develop		0	0		1,277	3,900	-2,623	32.74%
5820 Consumer & Trade Shows		0	0		0	300	-300	0.00%
5840 State Fair Exhibit		0	0		0	1,000	-1,000	0.00%

Mendocino County Tourism Commission
Budget vs. Actuals: Detail
 July - November, 2021

	Nov 2021				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
5880 Travel - Leisure/Group Sales	5,495	0	5,495		7,024	2,470	4,554	284.37%
5885 Travel - Group FAMs		0	0		30	2,000	-1,970	1.50%
5890 Misc. Sales Opportunities		500	-500	0.00%	0	2,500	-2,500	0.00%
Total 58 Leisure / Group Sales	\$ 5,495	\$ 500	\$ 4,995	1098.96%	\$ 8,331	\$ 12,170	\$ -3,839	68.45%
Total 1- MEDIA & WEBSITE	\$ 60,862	\$ 83,020	\$ -22,158	73.31%	\$ 222,260	\$ 424,100	\$ -201,840	52.41%
2- VISITOR SVS / PARTNERSHIPS			0		0	0	0	
Partnerships			0		0	0	0	
6550 Conferences & Seminars		2,705	-2,705	0.00%	6,103	8,360	-2,257	73.00%
6570 In-County Relations	119	875	-756	13.56%	1,312	4,175	-2,863	31.42%
6575 Stakeholder Networking		0	0		66	3,500	-3,434	1.89%
6590 Memberships		0	0		3,093	2,800	293	110.45%
6610 North Coast Tourism Council	4,236	917	3,319	462.11%	6,111	4,583	1,528	133.33%
Total Partnerships	\$ 4,355	\$ 4,497	\$ -142	96.84%	\$ 16,684	\$ 23,418	\$ -6,734	71.25%
Visitor Services			0		0	0	0	
6720 Event & Festival Guides	7,737	3,667	4,070	210.98%	25,282	18,331	6,951	137.92%
6730 Incentives & Sponsorships	1,137	1,790	-653	63.52%	4,383	8,966	-4,583	48.88%
6770 Visitor Centers & Signage	400	13,055	-12,655	3.06%	1,000	28,615	-27,615	3.49%
Total Visitor Services	\$ 9,274	\$ 18,512	\$ -9,238	50.10%	\$ 30,665	\$ 55,912	\$ -25,247	54.84%
Total 2- VISITOR SVS / PARTNERSHIPS	\$ 13,628	\$ 23,009	\$ -9,380	59.23%	\$ 47,349	\$ 79,330	\$ -31,981	59.69%
3- ADMIN EXPENSES			0		0	0	0	
General Admin			0		0	0	0	
7010 Accounting	2,210	2,000	210	110.50%	11,115	17,000	-5,885	65.38%
7060 Bank Fees	10	50	-40	20.00%	105	250	-145	42.08%
7080 Board Development		420	-420	0.00%	178	945	-767	18.83%
7090 Copying & Printing	219	200	19	109.38%	507	1,000	-493	50.72%
7100 Dues & Subscriptions	1,230	960	270	128.13%	8,957	4,800	4,157	186.61%
7130 Legal Fees		250	-250	0.00%	0	1,250	-1,250	0.00%
7140 Licenses & Permits		65	-65	0.00%	0	145	-145	0.00%
7150 Meeting Expenses	81	50	31	161.26%	167	250	-83	66.91%
7200 Office Expense	1,473	1,230	243	119.77%	3,151	2,790	361	112.92%
7210 Postage & Shipping	172	470	-298	36.66%	836	2,350	-1,514	35.58%
7280 Travel Expenses	490	750	-260	65.33%	4,876	3,750	1,126	130.02%
Total General Admin	\$ 5,885	\$ 6,445	\$ -560	91.31%	\$ 29,892	\$ 34,530	\$ -4,638	86.57%
Occupancy Costs			0		0	0	0	
7650 Rent	1,949	1,800	149	108.28%	9,495	9,000	495	105.50%
7660 Insurance	217	0	217		1,083	2,250	-1,167	48.15%
7850 Repairs & Maintenance	535	660	-125	81.05%	1,810	2,700	-890	67.03%
7890 Taxes		0	0		81	65	16	124.18%
7910 Telecommunication	742	450	292	164.92%	3,959	2,250	1,709	175.95%

Mendocino County Tourism Commission
Budget vs. Actuals: Detail
 July - November, 2021

	Nov 2021				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
7950 Utilities	528	730	-202	72.39%	2,668	3,650	-982	73.09%
7990 Depreciation Expense	403		403		2,015	0	2,015	
Total Occupancy Costs	\$ 4,374	\$ 3,640	\$ 734	120.17%	\$ 21,110	\$ 19,915	\$ 1,195	106.00%
Total 3- ADMIN EXPENSES	\$ 10,259	\$ 10,085	\$ 174	101.73%	\$ 51,002	\$ 54,445	\$ -3,442	93.68%
4- PERSONNEL			0		0	0	0	
8510 Salaries & Wages	19,848	22,787	-2,940	87.10%	112,026	103,824	8,202	107.90%
8520 Paid Time Off	1,807	1,930	-123	93.61%	5,127	6,003	-876	85.41%
8530 Payroll Taxes	1,672	1,989	-317	84.07%	9,633	8,431	1,203	114.26%
8540 Payroll Processing Fees		85	-85	0.00%	0	425	-425	0.00%
8550 Workers Comp	205	195	10	105.13%	-1,920	3,892	-5,812	-49.33%
8570 Health Insurance Allowance	1,700	2,035	-335	83.54%	7,750	9,170	-1,420	84.51%
8590 Contract Work	250	1,150	-900	21.74%	2,900	2,900	0	100.00%
Total 4- PERSONNEL	\$ 25,481	\$ 30,171	\$ -4,690	84.46%	\$ 135,517	\$ 134,646	\$ 871	100.65%
Total Expenses	\$ 110,231	\$ 146,285	\$ -36,054	75.35%	\$ 456,129	\$ 692,521	\$ -236,392	65.86%
Net Operating Income	\$ 66,632	\$ -26,726	\$ 93,358	-249.31%	\$ 106,894	\$ -94,726	\$ 201,621	-112.85%
Net Income	\$ 66,632	\$ -26,726	\$ 93,358	-249.31%	\$ 106,894	\$ -94,726	\$ 201,621	-112.85%

Mendocino County Tourism Commission

Statement of Cash Flows

July - November, 2021

	TOTAL
OPERATING ACTIVITIES	
Net Income	106,894.18
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1100 Accounts Receivable	449,627.47
1230 Prepaid Expenses	-30,025.81
2000 Accounts Payable	-12,336.72
2100 Accrued Expenses	0.00
2210 Payroll Liabilities:Federal Taxes (941/944)	0.00
2220 Payroll Liabilities:CA PIT / SDI	0.00
2230 Payroll Liabilities:CA SUI / ETT	-456.32
2240 Payroll Liabilities:FUTA Payable	20.34
2270 Payroll Liabilities:Accrued Payroll	1,084.81
2275 Payroll Liabilities:Accrued PTO	3,087.08
Direct Deposit Payable	0.00
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	411,000.85
Net cash provided by operating activities	\$517,895.03
INVESTING ACTIVITIES	
1510 Furniture and Equipment	-5,194.00
1600 Accumulated Depreciation	2,015.00
Net cash provided by investing activities	\$ -3,179.00
NET CASH INCREASE FOR PERIOD	\$514,716.03
Cash at beginning of period	842,224.84
CASH AT END OF PERIOD	\$1,356,940.87

Mendocino County Tourism Commission

Profit and Loss Comparison

November 2021

	TOTAL			
	NOV 2021	NOV 2020 (PY)	CHANGE	% CHANGE
Income				
4030 County BID	79,706.00	47,100.00	32,606.00	69.23 %
4035 County 50% Match	39,583.00	33,911.00	5,672.00	16.73 %
Other Income				
4940 Misc. Income	57,573.45	525.42	57,048.03	10,857.61 %
Total Other Income	57,573.45	525.42	57,048.03	10,857.61 %
Total Income	\$176,862.45	\$81,536.42	\$95,326.03	116.91 %
GROSS PROFIT	\$176,862.45	\$81,536.42	\$95,326.03	116.91 %
Expenses				
1- MEDIA & WEBSITE				
50 Advertising / Media				
5130 Print & Online Advertising	37,893.89	10,055.37	27,838.52	276.85 %
5150 Ad Development/Design	1,000.00	22.05	977.95	4,435.15 %
5170 Photography		72.69	-72.69	-100.00 %
5240 Research & Development	3,000.00		3,000.00	
5280 Video Development	350.00		350.00	
Total 50 Advertising / Media	42,243.89	10,150.11	32,093.78	316.19 %
55 Marketing / Public Relations				
5510 Public Relations Contract	8,333.34	7,500.00	833.34	11.11 %
5520 Marketing Agency Contract		-8,333.00	8,333.00	100.00 %
5540 Clipping Service	648.00	906.33	-258.33	-28.50 %
5610 Travel -PR Related	960.32		960.32	
5680 Visiting Media FAM Expenses		210.28	-210.28	-100.00 %
Total 55 Marketing / Public Relations	9,941.66	283.61	9,658.05	3,405.40 %
57 Website Maint / Development				
5710 Interactive Media Coordinator	2,500.00	2,500.00	0.00	0.00 %
5750 Development/ Maintenance	651.76	-936.88	1,588.64	169.57 %
5780 Interactive Marketing	29.95	88.95	-59.00	-66.33 %
Total 57 Website Maint / Development	3,181.71	1,652.07	1,529.64	92.59 %
58 Leisure / Group Sales				
5840 State Fair Exhibit		-500.00	500.00	100.00 %
5880 Travel - Leisure/Group Sales	5,494.82		5,494.82	
Total 58 Leisure / Group Sales	5,494.82	-500.00	5,994.82	1,198.96 %
Total 1- MEDIA & WEBSITE	60,862.08	11,585.79	49,276.29	425.32 %
2- VISITOR SVS / PARTNERSHIPS				
Partnerships				
6570 In-County Relations	118.64	2,998.49	-2,879.85	-96.04 %
6610 North Coast Tourism Council	4,236.03	916.67	3,319.36	362.11 %
Total Partnerships	4,354.67	3,915.16	439.51	11.23 %

Mendocino County Tourism Commission

Profit and Loss Comparison

November 2021

	TOTAL			
	NOV 2021	NOV 2020 (PY)	CHANGE	% CHANGE
Visitor Services				
6720 Event & Festival Guides	7,736.72	100.00	7,636.72	7,636.72 %
6730 Incentives & Sponsorships	1,137.00	486.00	651.00	133.95 %
6770 Visitor Centers & Signage	400.00	200.00	200.00	100.00 %
Total Visitor Services	9,273.72	786.00	8,487.72	1,079.86 %
Total 2- VISITOR SVS / PARTNERSHIPS	13,628.39	4,701.16	8,927.23	189.89 %
3- ADMIN EXPENSES				
General Admin				
7010 Accounting	2,210.00	2,040.00	170.00	8.33 %
7060 Bank Fees	10.00	5.00	5.00	100.00 %
7090 Copying & Printing	218.75	96.40	122.35	126.92 %
7100 Dues & Subscriptions	1,230.05	1,357.60	-127.55	-9.40 %
7150 Meeting Expenses	80.63	58.14	22.49	38.68 %
7200 Office Expense	1,473.17	406.96	1,066.21	261.99 %
7210 Postage & Shipping	172.32	112.12	60.20	53.69 %
7280 Travel Expenses	489.97	512.28	-22.31	-4.36 %
Total General Admin	5,884.89	4,588.50	1,296.39	28.25 %
Occupancy Costs				
7650 Rent	1,949.00	2,900.00	-951.00	-32.79 %
7660 Insurance	216.67	227.75	-11.08	-4.86 %
7850 Repairs & Maintenance	534.95	864.95	-330.00	-38.15 %
7910 Telecommunication	742.14	-1,101.89	1,844.03	167.35 %
7950 Utilities	528.43	512.52	15.91	3.10 %
7990 Depreciation Expense	403.00	338.00	65.00	19.23 %
Total Occupancy Costs	4,374.19	3,741.33	632.86	16.92 %
Total 3- ADMIN EXPENSES	10,259.08	8,329.83	1,929.25	23.16 %
4- PERSONNEL				
8510 Salaries & Wages	19,847.50	12,411.03	7,436.47	59.92 %
8520 Paid Time Off	1,806.59	670.60	1,135.99	169.40 %
8530 Payroll Taxes	1,672.18	1,130.41	541.77	47.93 %
8550 Workers Comp	205.00	204.25	0.75	0.37 %
8570 Health Insurance Allowance	1,700.00	1,200.00	500.00	41.67 %
8590 Contract Work	250.00	250.00	0.00	0.00 %
Total 4- PERSONNEL	25,481.27	15,866.29	9,614.98	60.60 %
Total Expenses	\$110,230.82	\$40,483.07	\$69,747.75	172.29 %
NET OPERATING INCOME	\$66,631.63	\$41,053.35	\$25,578.28	62.30 %
NET INCOME	\$66,631.63	\$41,053.35	\$25,578.28	62.30 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July - November, 2021

	TOTAL			
	JUL - NOV, 2021	JUL - NOV, 2020 (PY)	CHANGE	% CHANGE
Income				
4030 County BID	515,662.00	235,500.00	280,162.00	118.96 %
4031 County BID adjustments	-210,214.52	51,446.50	-261,661.02	-508.61 %
4035 County 50% Match	197,915.00	169,555.00	28,360.00	16.73 %
Other Income				
4250 Cooperative Advertising		350.00	-350.00	-100.00 %
4830 Event Brochure Ads		705.00	-705.00	-100.00 %
4940 Misc. Income	59,606.48	525.42	59,081.06	11,244.54 %
4950 Interest Income	54.18	19.58	34.60	176.71 %
Total Other Income	59,660.66	1,600.00	58,060.66	3,628.79 %
Total Income	\$563,023.14	\$458,101.50	\$104,921.64	22.90 %
GROSS PROFIT	\$563,023.14	\$458,101.50	\$104,921.64	22.90 %
Expenses				
1- MEDIA & WEBSITE				
50 Advertising / Media				
5130 Print & Online Advertising	113,895.49	18,907.51	94,987.98	502.38 %
5150 Ad Development/Design	5,420.00	454.05	4,965.95	1,093.70 %
5170 Photography		172.69	-172.69	-100.00 %
5240 Research & Development	15,000.00	9,810.00	5,190.00	52.91 %
5280 Video Development	8,254.17		8,254.17	
Total 50 Advertising / Media	142,569.66	29,344.25	113,225.41	385.85 %
55 Marketing / Public Relations				
5510 Public Relations Contract	42,990.90	37,500.00	5,490.90	14.64 %
5540 Clipping Service	3,240.00	5,068.36	-1,828.36	-36.07 %
5550 In-Market PR Stunts	1,615.63		1,615.63	
5560 Media Events	1,015.31	725.00	290.31	40.04 %
5610 Travel -PR Related	3,129.12	-274.34	3,403.46	1,240.60 %
5680 Visiting Media FAM Expenses	3,018.56	1,302.94	1,715.62	131.67 %
Total 55 Marketing / Public Relations	55,009.52	44,321.96	10,687.56	24.11 %
57 Website Maint / Development				
5710 Interactive Media Coordinator	12,500.00	10,000.00	2,500.00	25.00 %
5740 Content Creation		146.45	-146.45	-100.00 %
5750 Development/ Maintenance	3,700.80	5,581.18	-1,880.38	-33.69 %
5780 Interactive Marketing	149.75	5,244.58	-5,094.83	-97.14 %
Total 57 Website Maint / Development	16,350.55	20,972.21	-4,621.66	-22.04 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July - November, 2021

	TOTAL			
	JUL - NOV, 2021	JUL - NOV, 2020 (PY)	CHANGE	% CHANGE
58 Leisure / Group Sales				
5810 Promotion Items, Booth Develop	1,276.72	100.59	1,176.13	1,169.23 %
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	8,330.64	-1,866.63	10,197.27	546.29 %
Total 1- MEDIA & WEBSITE	222,260.37	92,771.79	129,488.58	139.58 %
2- VISITOR SVS / PARTNERSHIPS				
Partnerships				
6550 Conferences & Seminars	6,103.02		6,103.02	
6570 In-County Relations	1,311.79	3,084.38	-1,772.59	-57.47 %
6575 Stakeholder Networking	66.15		66.15	
6590 Memberships	3,092.50	2,912.50	180.00	6.18 %
6610 North Coast Tourism Council	6,111.03	4,583.34	1,527.69	33.33 %
Total Partnerships	16,684.49	10,580.22	6,104.27	57.70 %
Visitor Services				
6720 Event & Festival Guides	25,281.78	862.13	24,419.65	2,832.48 %
6730 Incentives & Sponsorships	4,383.00	11,456.25	-7,073.25	-61.74 %
6770 Visitor Centers & Signage	1,000.00	1,046.70	-46.70	-4.46 %
Total Visitor Services	30,664.78	13,365.08	17,299.70	129.44 %
Total 2- VISITOR SVS / PARTNERSHIPS	47,349.27	23,945.30	23,403.97	97.74 %
3- ADMIN EXPENSES				
General Admin				
7010 Accounting	11,115.00	12,230.00	-1,115.00	-9.12 %
7060 Bank Fees	105.19	25.00	80.19	320.76 %
7080 Board Development	177.94		177.94	
7090 Copying & Printing	507.20	539.32	-32.12	-5.96 %
7100 Dues & Subscriptions	8,957.15	5,966.22	2,990.93	50.13 %
7130 Legal Fees		1,086.00	-1,086.00	-100.00 %
7150 Meeting Expenses	167.28	58.14	109.14	187.72 %
7200 Office Expense	3,150.52	1,419.76	1,730.76	121.91 %
7210 Postage & Shipping	836.02	301.23	534.79	177.54 %
7280 Travel Expenses	4,875.88	1,273.47	3,602.41	282.88 %
Total General Admin	29,892.18	22,899.14	6,993.04	30.54 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July - November, 2021

	TOTAL			
	JUL - NOV, 2021	JUL - NOV, 2020 (PY)	CHANGE	% CHANGE
Occupancy Costs				
7650 Rent	9,495.00	12,300.00	-2,805.00	-22.80 %
7660 Insurance	1,083.33	1,138.75	-55.42	-4.87 %
7850 Repairs & Maintenance	1,809.75	2,234.97	-425.22	-19.03 %
7890 Taxes	80.72	114.18	-33.46	-29.30 %
7910 Telecommunication	3,958.81	4,710.84	-752.03	-15.96 %
7950 Utilities	2,667.69	2,967.14	-299.45	-10.09 %
7990 Depreciation Expense	2,015.00	2,138.36	-123.36	-5.77 %
Total Occupancy Costs	21,110.30	25,604.24	-4,493.94	-17.55 %
Total 3- ADMIN EXPENSES	51,002.48	48,503.38	2,499.10	5.15 %
4- PERSONNEL				
8510 Salaries & Wages	112,026.19	60,905.75	51,120.44	83.93 %
8520 Paid Time Off	5,127.27	2,108.13	3,019.14	143.21 %
8530 Payroll Taxes	9,633.38	5,473.73	4,159.65	75.99 %
8540 Payroll Processing Fees		174.00	-174.00	-100.00 %
8550 Workers Comp	-1,920.00	1,021.25	-2,941.25	-288.00 %
8570 Health Insurance Allowance	7,750.00	6,000.00	1,750.00	29.17 %
8590 Contract Work	2,900.00	1,899.25	1,000.75	52.69 %
Total 4- PERSONNEL	135,516.84	77,582.11	57,934.73	74.68 %
Total Expenses	\$456,128.96	\$242,802.58	\$213,326.38	87.86 %
NET OPERATING INCOME	\$106,894.18	\$215,298.92	\$ -108,404.74	-50.35 %
NET INCOME	\$106,894.18	\$215,298.92	\$ -108,404.74	-50.35 %