

ACCT#	INCOME	TOTAL
4030	4030 County BID	\$ 809,136.35
4035	4035 County 50% Match	\$ 404,568.24
4040	4040 County Admin Fee	(\$ 24,274.06)
4830	4830 Event Brochure Ads	\$ 0.00
4950	4950 Interest Income	\$ 240.00
	TOTAL INCOME	\$ 1,189,670.53
ACCT#	EXPENSES	TOTAL
	MEDIA & WEBSITE	
	Advertising / Media	
5130	5130 Print & Online Advertising	\$ 207,015.71
5150	5150 Ad Development/Design	\$ 12,000.00
5170	5170 Photography	\$ 6,000.00
5240	5240 Research & Development	\$ 32,500.00
5280	5280 Video Development	\$ 6,000.00
5290	5290 Marketing Contingency	\$ 12,000.00
26.35%	Total Advertising / Media	\$ 275,515.71
	Marketing / Public Relations	
5510	5510 Public Relations Contract	\$ 104,200.08
5520	5520 Marketing Agency Contract	\$ 12,000.00
5540	5540 Clipping Service	\$ 12,000.00
5550	5550 In-Market PR Stunts	\$ 0.00
5560	5560 Media Events	\$ 9,500.00
5610	5610 Travel -PR Related	\$ 4,000.08
5680	5680 Visiting Media FAM Expenses	\$ 6,000.00
14.12%	Total Marketing / Public Relations	\$ 147,700.16
	Website Maint / Development	
5710	5710 Interactive Media Coordinator	\$ 30,000.00
5740	5740 Content Creation	\$ 18,000.00
5750	5750 Development/ Maintenance	\$ 18,000.00
5780	5780 Interactive Marketing	\$ 1,200.00
6.43%	Total Website Maint / Development	\$ 67,200.00
	Leisure / Group Sales	
5810	5810 Promotion Items, Booth Develop	\$ 9,500.00
5820	5820 Consumer & Trade Shows	\$ 4,050.00
5840	5840 State Fair Exhibit	\$ 2,000.00
5870	5870 Shipping - Travel Shows	\$ 2,500.00
5880	5880 Travel - Leisure/Group Sales	\$ 5,940.00
5885	5885 Travel - Group FAMs	\$ 4,000.00
5890	5890 Misc. Sales Opportunities	\$ 6,000.00
6.62%	Total Leisure / Group Sales	\$ 33,990.00
53.52%	TOTAL MEDIA & WEBSITE	\$ 524,405.87
	VISITOR SVS / PARTNERSHIPS	
	Partnerships	
6550	6550 Conferences & Seminars	\$ 16,837.50
6570	6570 In-County Relations	\$ 11,700.00
6590	6590 Memberships	\$ 6,975.00
6610	6610 North Coast Tourism Council	\$ 11,000.00
4.45%	Total Partnerships	\$ 46,512.50
	Visitor Services	
6720	6720 Event & Festival Guides	\$ 28,999.44
6730	6730 Incentives & Sponsorships	\$ 21,500.04
6770	6770 Visitor Centers & Signage	\$ 10,000.00
5.79%	Total Visitor Services	\$ 60,499.48
10.24%	TOTAL VISITOR SVS / PARTNERSHIPS	\$ 107,011.98
	ADMIN EXPENSES	
	General Admin	
7010	7010 Accounting	\$ 31,000.00
7060	7060 Bank Fees	\$ 600.00

7080	7080 Board Development	\$ 920.00
7090	7090 Copying & Printing	\$ 2,400.00
7100	7100 Dues & Subscriptions	\$ 11,520.00
7130	7130 Legal Fees	\$ 3,000.00
7140	7140 Licenses & Permits	\$ 600.00
7150	7150 Meeting Expenses	\$ 600.00
7200	7200 Office Expense	\$ 3,900.00
7210	7210 Postage & Shipping	\$ 900.00
7280	7280 Travel Expenses	\$ 9,000.00
5.78%	Total General Admin	\$ 64,440.00
	Occupancy Costs	
7650	Rent	\$ 21,600.00
7660	Insurance	\$ 2,250.00
7850	Repairs & Maintenance	\$ 6,320.00
7890	Taxes	\$ 65.00
7910	Telecommunication	\$ 5,400.00
7950	Utilities	\$ 8,759.88
4.25%	Total Occupancy Costs	\$ 44,394.88
10.03%	TOTAL ADMIN EXPENSES	\$ 108,834.88
	PERSONNEL	
8510	Salaries & Wages	\$ 233,000.04
8520	Paid Time Off	\$ 11,256.68
8530	Payroll Taxes	\$ 19,032.75
8540	Payroll Processing Fees	\$ 1,740.00
8550	Workers Comp	\$ 3,000.00
8551	Workers Comp Liability Acct	\$ 1,997.04
8570	Health Insurance	\$ 24,400.00
8580	Other Employee Benefits	\$ 1,500.00
8590	Contract Work	\$ 9,600.00
8615	Employee Recruitment	\$ 0.00
26.21%	TOTAL PERSONNEL	\$ 305,526.51
100.00%	TOTAL EXPENSES	\$ 1,045,779.24
	NET OPERATING INCOME	\$ 143,651.30
	To Reserve Account	\$ 143,651.30
BUDGET	VMC FY 2019-20 BUDGET NET INCOME	\$143,651.30
SUMMARY		
BUDGET %	INCOME	TOTAL
68.02%	Mendocino County BID	\$ 809,136.35
34.01%	Mendocino County 50% Match to BID	\$ 404,568.24
-2.04%	Mendocino County Administration Fee	(\$ 24,274.06)
0.00%	Total Other Income	\$ 0.00
100%	TOTAL INCOME	\$ 1,189,430.53
BUDGET %	EXPENSES	TOTAL
26.35%	Total Advertising / Media	\$ 275,515.71
14.12%	Total Marketing / Public Relations	\$ 147,700.16
6.43%	Total Website Maint / Development	\$ 67,200.00
6.62%	Total Leisure / Group Sales	\$ 33,990.00
53.52%	TOTAL MEDIA & WEBSITE	\$ 524,405.87
4.45%	Total Partnerships	\$ 46,512.50
5.79%	Total Visitor Services	\$ 60,499.48
10.24%	TOTAL VISITOR SVS / PARTNERSHIPS	\$ 107,011.98
5.78%	Total General Admin	\$ 64,440.00
4.25%	Total Occupancy Costs	\$ 44,394.88
10.03%	TOTAL ADMIN EXPENSES	\$ 108,834.88
26.21%	TOTAL PERSONNEL	\$ 305,526.51
100.00%	TOTAL EXPENSES	\$ 1,045,779.24
	NET OPERATING INCOME	\$ 143,651.29
12.08%	To Reserve Account	\$ 143,651.29
BUDGET %	VMC FY 2020-2021 BUDGET NET INCOME	\$ 143,651.29