

Visit Mendocino County 2014-2015 Draft Budget

	2013-2014 Approved	2014-2015 proposed	COMMENTS
<b>INCOME</b>			
<b>MCLA BID Assessment</b>	540,000.00	585,000.00	BID Assessment amount as defined in BID Annual Report
<b>MCPA Matching Funds</b>	315,000.00	315,000.00	50% match of entire BID budget of \$630,000
<b>Overage from previous FY</b>	10,385.09	-	Will not know number until end of this fiscal year
<b>North Coast Tourism Council Administration</b>	9,000.00	9,000.00	Income from administering organization
<b>Other Income (visitor guide and calendar advertising)</b>	64,000.00	70,000.00	income from ads in visitor guide and wall calendar
<b>Sponsorship Program</b>	50,000.00	30,000.00	income from website, partnerships with other organizations, etc
<b>Other Income (tourism summit/Jack Rabbit)</b>	5,000.00	-	Unsure as to whether Jack Rabbit program will continue
<b>Co-Op Advertising (opportunistic)</b>		-	will off set expense for co-op advertising
<b>Other Income (misc)</b>	35,000.00	30,000.00	events, retail, trade shows, etc.
<b>Interest</b>	30.00	30.00	interest from money in bank account
<b>Other Income - Ukiah sublease with MWI</b>	2,100.00	2,100.00	sublease to mendocino winegrowers in Ukiah office (\$175/month)
<b>Total Income</b>	<b>1,030,515.09</b>	<b>1,041,130.00</b>	
<b>MARKETING ACTIVITIES - MEDIA &amp; WEBSITE</b>			
<b>Advertising/Media</b>			
<i>Print and On-Line Advertising</i>	43,800.00	180,000.00	Raised to 180K per marketing study recommendaitons
<i>Co-Op Advertising (opportunistic)</i>		-	offset under co-op advertising in income
<i>Video Development</i>	5,000.00	10,000.00	10K (for TV, etc)
<i>Advertising Development and Design</i>	5,000.00	3,000.00	design for ads - both print and online
<i>Photography</i>	1,000.00	1,500.00	for photo usage and production of new photos
<i>Research &amp; Development (market research/board retreat)</i>	10,000.00	5,000.00	for measuring effectiveness of marketing programs
<i>Personnel costs for Advertsing/Media</i>		40,020.00	<b>12% of staff time spend on advertising/media</b>
<b>Total Advertising/Media</b>	<b>64,800.00</b>	<b>239,520.00</b>	<b>23% of total budget spent on advertising/media</b>
<b>Public Relations</b>			
<i>Public Relations Contract</i>	120,000.00	100,000.00	for Koli/Cinch PR agency
<i>In-Market PR Stunts</i>	10,950.00	7,000.00	two onsite radio productions to coincide with mushroom and crab festivals
<i>Visiting Media Expenses</i>	14,000.00	10,000.00	host media throughout the year
<i>Visit California Media Events</i>	3,000.00	2,500.00	two media events with Visit CA - LA & SF
<i>Taste of Mendocino</i>	5,000.00	5,000.00	Support event with Mendocino Winegrowers, Inc
<i>Public Relations Related Travel</i>	8,000.00	10,000.00	staff/contractor travel to media tours & PR events
<i>Communications Coordinator</i>		48,000.00	independent contractor (Alison DeGrassi) to support PR agencies & internal PR
<i>Personnel costs for Public Relations</i>		33,500.00	<b>10% of staff time spend on PR</b>
<b>Total Public Relations</b>	<b>160,950.00</b>	<b>216,000.00</b>	<b>21% of total budget spent on public relations</b>
<b>Website Maintenance /Development</b>			

**Visit Mendocino County 2014-2015 Draft Budget**

<i>Interactive Marketing (social, e-newsletter, etc)</i>	54,750.00	13,000.00	social media analytics, e-newsletters, contests
<i>Development/Maintenance</i>	100,000.00	15,000.00	hosting, updates, content development
<i>Interactive Media Coordinator</i>		42,000.00	independent contractor (Brendan McGuigan) support website, social media, online
<i>Personnel costs for website</i>		16,675.00	<b>5% of staff time spent on website</b>
<b>Total Website Maintenance/Development</b>	<b>100,000.00</b>	<b>86,675.00</b>	<b>9% of total budget spent on website</b>
<b>Leisure/Group Sales</b>			
<i>Consumer and Trade Shows</i>	7,000.00	7,000.00	Sunset celebration, Bay Area Travel Show
<i>Travel Shows - Shipping</i>	3,000.00	1,500.00	Getting materials to above shows
<i>Misc Sales Activities</i>	2,000.00	1,000.00	opportunities to co-op with specific programs with North Coast Tourism Council
<i>State Fair Exhibit</i>	6,000.00	6,000.00	cost to have exhibit in Sacramento for State Fair
<i>Booth Development and Give-A-Ways</i>	15,000.00	12,000.00	cost of green bags (sponsored), pull up banners, etc
<i>Leisure/Group Sales Staff Related Travel</i>	12,000.00	10,000.00	staff/contractor travel to shows, sales meetings
<i>Personnel costs for Sales</i>		70,035.00	<b>20% of staff time spent on sales</b>
<b>Total Leisure/Group Sales</b>	<b>45,000.00</b>	<b>107,535.00</b>	<b>11% of total budget spent on sales</b>
<b>MARKETING ACTIVITIES - VISITOR SERVICES &amp; PARTNERSHIPS</b>			
<b>Visitor Services/Fulfillment</b>			
<i>2011-2012 Visitor Guide and 2013 calendar</i>	66,000.00	66,000.00	production, printing and distribution of visitor guide and wall calendar
<i>In County Guides (themed &amp; tear off maps)</i>	5,000.00	5,000.00	art guides, wine maps, meeting guides, etc
<i>Signage - Gateway, Kiosks and Directional</i>	8,000.00	1,000.00	gateway signs - hope for next one in Gualala - this is to pay for design/permits
<i>Visitor Center/Information Support</i>	5,000.00	5,000.00	for Redwood Coast Chamber of Commerce - funds matched by Sonoma County
<i>Event Coordination (will be communications coordination)</i>	42,000.00	-	this is now a staff position and was a contract position in prior years
<i>Event Partnership Funding</i>	4,000.00	4,000.00	funds to attend and support countywide events/festivals
<i>Event &amp; Festival Guide Printing and Distribution</i>	27,500.00	20,000.00	mushroom guide, crab guide, two semi-annual event calendars; includes distribution
<i>Retail Items</i>	8,000.00	10,000.00	offset under income; goal is to break even with retail
<i>In-County Mixers, Fairs</i>		100.00	attend chamber mixers and other fairs
<b>Total Visitor Services/Fulfillment</b>	<b>165,500.00</b>	<b>111,100.00</b>	
<b>Partnerships</b>			
<i>North Coast Tourism Council</i>	-	-	no cost to VMC; normal county membership is \$10K; we receive \$9K for administration
<i>Memberships - CVB's, CalTIA, Chambers, MPI</i>	6,000.00	6,000.00	Cal Travel, DMAI, WACVB, Chambers - annual membership costs
<i>Conferences and Seminars</i>	5,000.00	5,000.00	Cal Travel, DMAI, WACVB conference registration and meeting costs
<i>Partnership Related Staff Travel</i>	12,000.00	14,000.00	staff travel to conferences, meetings both inside and outside of county
<i>In-County Relations</i>	1,500.00	1,000.00	staff travel and misc costs to support strong partnerships throughout county
<b>Total Partnerships</b>	<b>24,500.00</b>	<b>26,000.00</b>	
<i>Personnel Costs for Visitor Services/Partnership</i>		100,050.00	<b>30% of Staff Time Spent on Visitor Svcs/Partnerships</b>
<b>TOTAL - VISITOR SERVICES &amp; PARTNERSHIP</b>	<b>190,000.00</b>	<b>237,150.00</b>	<b>23% of total budget spent on visitor services &amp; partnerships</b>
<b>TOTAL MARKETING ACTIVITIES</b>	<b>560,750.00</b>	<b>886,880.00</b>	

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<b>OPERATIONAL EXPENSES</b>			
<i>Office/ Storage Rent</i>	20,000.00	21,000.00	Fort Bragg and Ukiah offices (Ukiah office is subleased 50%)
<i>Office Supplies</i>	12,000.00	10,000.00	miscellaneous office supplies
<i>Postage/Shipping</i>	2,500.00	2,000.00	postage for mailings (other than visitor guides, trade shows, etc)
<i>Copying/Printing</i>	1,000.00	1,000.00	miscellaneous copying/printing - meeting materials, marketing plans, etc
<i>Telephone/Telecommunications</i>	10,000.00	10,000.00	office phones, 3 1/2 cell phones for staff
<i>Utilities</i>	5,000.00	6,000.00	internet, propane, garbage, water
<i>Legal Fees</i>	1,000.00	1,000.00	for legal services, if needed
<i>Accounting Fees</i>	5,000.00	5,000.00	annual audit, tax filing
<i>Insurance - BOD and Liability</i>	2,800.00	3,000.00	D&O insurance for BOD, liability insurances
<i>Meeting Expenses</i>	500.00	500.00	food for meetings, if necessary
<i>Bank Fees</i>	350.00	100.00	Paypal fees and credit card processing fees
<i>Bookkeeping</i>	4,000.00	5,000.00	bookkeeping for organization
<i>Visit Mendocino County, Inc. Administrative Travel</i>	7,500.00	6,000.00	miscellaneous staff travel & entertainment for meetings, etc
<b>Total Operational Expenses</b>	<b>71,650.00</b>	<b>70,600.00</b>	
<b>MCLA OPERATIONAL EXPENSES</b>			
<i>Member Newsletter Printing</i>	1,500.00	1,000.00	annual report and other MCLA newsletter printing
<i>Member Newsletter Postage</i>	700.00	1,000.00	postage for above
<i>Annual Meeting</i>	1,500.00	1,000.00	costs to hold required MCLA annual meeting every september
<i>Member Mailings (elections, by-laws, etc)</i>	500.00	500.00	postage and printing for mailings to MCLA members (elections, etc)
<i>MCLA Administrative Travel</i>	2,000.00	2,000.00	staff travel specifically for MCLA related meetings
<i>mcla.info development/maintenance</i>	250.00	500.00	maintenance and development of MCLA specific website
<b>Total MCLA Operational Expenses</b>	<b>6,450.00</b>	<b>6,000.00</b>	
<b>MCPA OPERATIONAL EXPENSES</b>			
<i>Accountant Fees</i>	3,000.00	2,000.00	annual financial review and tax filing
<i>Insurances</i>	2,000.00	2,000.00	D&O insurance for BOD and liability insurance
<i>MCPA Administrative Travel</i>	300.00	400.00	staff travel specifically for MCPA related meetings
<b>Total MCPA Operational Expenses</b>	<b>5,300.00</b>	<b>4,400.00</b>	
<i>Personnel Costs for Operations</i>		73,370.00	<b>22% of Staff Time Spent on Operations</b>
<b>Total Operational Expenses for all Organizations</b>	<b>83,400.00</b>	<b>154,370.00</b>	<b>15% of total budget spent on operations</b>
<b>TOTAL EXPENSES</b>		<b>1,041,250.00</b>	
<b>Over/Under</b>		<b>(120.00)</b>	

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