

Visit Mendocino County

Balance Sheet Comparison

As of April 30, 2024

	TOTAL			
	AS OF APR 30, 2024	AS OF APR 30, 2023 (PY)	CHANGE	% CHANGE
ASSETS				
Current Assets				
Bank Accounts				
1005 SBMC Checking	109,233.65	512,215.44	-402,981.79	-78.67 %
1010 SBMC Contingency/Savings	1,000,245.31	1,000,120.63	124.68	0.01 %
1030 Cash drawer	100.00	100.00	0.00	0.00 %
Total Bank Accounts	\$1,109,578.96	\$1,512,436.07	\$ -402,857.11	-26.64 %
Accounts Receivable				
1100 Accounts Receivable	0.00	295,361.52	-295,361.52	-100.00 %
Total Accounts Receivable	\$0.00	\$295,361.52	\$ -295,361.52	-100.00 %
Other Current Assets				
1230 Prepaid Expenses	39,255.85	-4,326.54	43,582.39	1,007.33 %
1250 Refundable Deposits	1,800.00	1,800.00	0.00	0.00 %
1270 Receivable Other	-4,107.06	0.00	-4,107.06	
1290 Loan to Employee	0.00	700.00	-700.00	-100.00 %
Undeposited Funds	0.00	0.00	0.00	
Total Other Current Assets	\$36,948.79	\$ -1,826.54	\$38,775.33	2,122.88 %
Total Current Assets	\$1,146,527.75	\$1,805,971.05	\$ -659,443.30	-36.51 %
Fixed Assets				
1510 Furniture and Equipment	42,046.32	41,311.75	734.57	1.78 %
1600 Accumulated Depreciation	-30,605.00	-22,597.00	-8,008.00	-35.44 %
Office Equipment	5,343.47		5,343.47	
Total Fixed Assets	\$16,784.79	\$18,714.75	\$ -1,929.96	-10.31 %
Other Assets				
1700 Website Development	0.00	0.00	0.00	
1750 Accumulated Amortization	0.00	0.00	0.00	
Total Other Assets	\$0.00	\$0.00	\$0.00	0.00%
TOTAL ASSETS	\$1,163,312.54	\$1,824,685.80	\$ -661,373.26	-36.25 %
LIABILITIES AND EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 Accounts Payable	20,436.98	32,143.03	-11,706.05	-36.42 %
Total Accounts Payable	\$20,436.98	\$32,143.03	\$ -11,706.05	-36.42 %
Credit Cards				
Ramp Card	-57,190.61		-57,190.61	

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As of April 30, 2024

	TOTAL			
	AS OF APR 30, 2024	AS OF APR 30, 2023 (PY)	CHANGE	% CHANGE
Total Credit Cards	\$ -57,190.61	\$0.00	\$ -57,190.61	0.00%
Other Current Liabilities				
2100 Accrued Expenses	1,115.00	1,115.00	0.00	0.00 %
2150 Other Liabilities-County Match	0.00	0.00	0.00	
2300 Loan Payable	0.00	0.00	0.00	
Direct Deposit Payable	0.00	0.00	0.00	
Not in Use	0.00	0.00	0.00	
Payroll Liabilities	0.00	0.00	0.00	
2210 Federal Taxes (941/944)	0.00	0.00	0.00	
2220 CA PIT / SDI	0.00	0.00	0.00	
2230 CA SUI / ETT	0.00	0.00	0.00	
2240 FUTA Payable	2.55	231.68	-229.13	-98.90 %
2270 Accrued Payroll	2,282.99	2,825.91	-542.92	-19.21 %
2275 Accrued PTO	11,115.63	16,105.41	-4,989.78	-30.98 %
2280 Health Insurance Payable	0.00	0.00	0.00	
2290 Direct Deposit Liabilities	0.00	0.00	0.00	
401(k) Contribution	22,351.92	0.03	22,351.89	74,506,300.00 %
Federal Payroll Tax Payable	0.00	0.00	0.00	
State Payroll Tax Payable	0.00	0.00	0.00	
SUI & ETT Payable	0.00	0.00	0.00	
Total Payroll Liabilities	35,753.09	19,163.03	16,590.06	86.57 %
Total Other Current Liabilities	\$36,868.09	\$20,278.03	\$16,590.06	81.81 %
Total Current Liabilities	\$114.46	\$52,421.06	\$ -52,306.60	-99.78 %
Total Liabilities	\$114.46	\$52,421.06	\$ -52,306.60	-99.78 %
Equity				
3100 Contingency-Restricted	187,622.35	187,622.35	0.00	0.00 %
3900 Unrestricted Net Assets (RE)	1,431,851.51	2,042,725.51	-610,874.00	-29.90 %
Opening Bal Equity	0.00	0.00	0.00	
Net Income	-456,275.78	-458,083.12	1,807.34	0.39 %
Total Equity	\$1,163,198.08	\$1,772,264.74	\$ -609,066.66	-34.37 %
TOTAL LIABILITIES AND EQUITY	\$1,163,312.54	\$1,824,685.80	\$ -661,373.26	-36.25 %

Mendocino County Tourism Commission
Budget vs. Actuals: FY 23/24 - FY24 P&L
 July 2023 - June 2024

	Apr 2024			Total			% of Budget
	Actual	Budget	over Budget	Actual	Budget	over Budget	
Income							
4030 County BID		110,563.25	-110,563.25	1,175,400.18	1,326,759.00	-151,358.82	88.59%
4031 County BID adjustments		0.00	0.00	0.00	-39,802.77	39,802.77	0.00%
4035 County 50% Match	12,500.00	12,500.00	0.00	133,369.08	150,000.00	-16,630.92	88.91%
Other Income	3,000.00		3,000.00	6,000.00	0.00	6,000.00	
Uncategorized Income			0.00	3,749.15	0.00	3,749.15	
Total Income	\$ 15,500.00	\$ 123,063.25	\$ -107,563.25	\$ 1,318,518.41	\$ 1,436,956.23	\$ -118,437.82	91.76%
Gross Profit	\$ 15,500.00	\$ 123,063.25	\$ -107,563.25	\$ 1,318,518.41	\$ 1,436,956.23	\$ -118,437.82	91.76%
Expenses							
1- MEDIA & WEBSITE	37,663.32	79,533.34	-41,870.02	729,192.54	919,050.18	-189,857.64	79.34%
2- VISITOR SVS / PARTNERSHIPS	9,918.83	31,406.02	-21,487.19	228,106.19	390,311.91	-162,205.72	58.44%
3- ADMIN EXPENSES	25,447.04	9,433.99	16,013.05	234,398.46	130,729.89	103,668.57	179.30%
4- PERSONNEL	45,833.27	38,680.66	7,152.61	487,821.29	480,213.56	7,607.73	101.58%
Payroll Expenses	1,300.66		1,300.66	10,107.75	0.00	10,107.75	
Uncategorized Expense	9,142.50		9,142.50	22,099.55	0.00	22,099.55	
Total Expenses	\$ 129,305.62	\$ 159,054.01	\$ -29,748.39	\$ 1,711,725.78	\$ 1,920,305.54	\$ -208,579.76	89.14%
Net Operating Income	\$ -113,805.62	\$ -35,990.76	\$ -77,814.86	\$ -393,207.37	\$ -483,349.31	\$ 90,141.94	81.35%
Other Income							
Redeemed Cash Back	5,057.12		5,057.12	7,218.38	0.00	7,218.38	
Total Other Income	\$ 5,057.12	\$ 0.00	\$ 5,057.12	\$ 7,218.38	\$ 0.00	\$ 7,218.38	
Net Other Income	\$ 5,057.12	\$ 0.00	\$ 5,057.12	\$ 7,218.38	\$ 0.00	\$ 7,218.38	
Net Income	\$ -108,748.50	\$ -35,990.76	\$ -72,757.74	\$ -385,988.99	\$ -483,349.31	\$ 97,360.32	79.86%

Mendocino County Tourism Commission
Budget vs. Actuals: FY 23/24 - FY24 P&L
 July 2023 - June 2024

	Apr 2024				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Income								
4030 County BID		110,563	-110,563	0.00%	1,175,400	1,326,759	-151,359	88.59%
4031 County BID adjustments		0	0		0	-39,803	39,803	0.00%
4035 County 50% Match	12,500	12,500	0	100.00%	133,369	150,000	-16,631	88.91%
Other Income			0		0	0	0	
4940 Misc. Income	3,000		3,000		6,000	0	6,000	
Total Other Income	\$ 3,000	\$ 0	\$ 3,000		\$ 6,000	\$ 0	\$ 6,000	
Uncategorized Income			0		3,749	0	3,749	
Total Income	\$ 15,500	\$ 123,063	\$ -107,563	12.60%	\$ 1,318,518	\$ 1,436,956	\$ -118,438	91.76%
Gross Profit	\$ 15,500	\$ 123,063	\$ -107,563	12.60%	\$ 1,318,518	\$ 1,436,956	\$ -118,438	91.76%
Expenses								
1- MEDIA & WEBSITE			0		0	0	0	
50 Advertising / Media	1,000		1,000		4,500	0	4,500	
5130 Print & Online Advertising	14,298	42,250	-27,952	33.84%	419,836	507,000	-87,164	82.81%
5150 Ad Development/Design		1,000	-1,000	0.00%	79	12,000	-11,921	0.66%
5170 Photography		1,000	-1,000	0.00%	5,832	12,000	-6,168	48.60%
5240 Research & Development	2,000	5,083	-3,083	39.34%	49,660	66,500	-16,840	74.68%
5280 Video Development	3,750	1,500	2,250	250.00%	18,128	18,000	128	100.71%
5290 Marketing Contingency		1,000	-1,000	0.00%	0	12,000	-12,000	0.00%
Total 50 Advertising / Media	\$ 21,048	\$ 51,833	\$ -30,786	40.61%	\$ 498,035	\$ 627,500	\$ -129,465	79.37%
55 Marketing / Public Relations			0		0	0	0	
5510 Public Relations Contract	9,167	9,517	-350	96.32%	100,833	114,200	-13,367	88.30%
5520 Marketing Agency Contract		2,000	-2,000	0.00%	0	24,000	-24,000	0.00%
5540 Clipping Service	686	1,000	-314	68.60%	6,992	12,000	-5,008	58.27%
5550 In-Market PR Stunts	399		399		2,704	0	2,704	
5560 Media Events		3,583	-3,583	0.00%	2,668	14,500	-11,832	18.40%
5610 Travel -PR Related	11	1,000	-989	1.09%	9,742	11,000	-1,259	88.56%
5680 Visiting Media FAM Expenses		500	-500	0.00%	6,324	6,000	324	105.40%
Total 55 Marketing / Public Relations	\$ 10,262	\$ 17,600	\$ -7,338	58.31%	\$ 129,262	\$ 181,700	\$ -52,438	71.14%
57 Website Maint / Development			0		0	0	0	
5710 Interactive Media Coordinator		2,500	-2,500	0.00%	0	30,000	-30,000	0.00%
5740 Content Creation	5,000	1,500	3,500	333.33%	25,000	18,000	7,000	138.89%
5750 Development/ Maintenance	1,104	500	604	220.70%	12,545	6,000	6,545	209.08%
5780 Interactive Marketing		100	-100	0.00%	30,811	1,200	29,611	2567.59%
Total 57 Website Maint / Development	\$ 6,104	\$ 4,600	\$ 1,504	132.69%	\$ 68,356	\$ 55,200	\$ 13,156	123.83%
58 Leisure / Group Sales			0		0	0	0	
5810 Promotion Items, Booth Develop	250	0	250		12,769	9,500	3,269	134.41%
5820 Consumer & Trade Shows		4,000	-4,000	0.00%	3,129	12,200	-9,071	25.65%
5840 State Fair Exhibit		0	0		11,040	7,000	4,040	157.71%
5870 Shipping - Travel Shows		1,000	-1,000	0.00%	0	2,500	-2,500	0.00%
5880 Travel - Leisure/Group Sales		0	0		2,200	14,450	-12,250	15.22%
5885 Travel - Group FAMs		0	0		902	3,000	-2,098	30.06%
5890 Misc. Sales Opportunities		500	-500	0.00%	3,500	6,000	-2,500	58.33%
Total 58 Leisure / Group Sales	\$ 250	\$ 5,500	\$ -5,250	4.55%	\$ 33,540	\$ 54,650	\$ -21,110	61.37%
Total 1- MEDIA & WEBSITE	\$ 37,663	\$ 79,533	\$ -41,870	47.36%	\$ 729,193	\$ 919,050	\$ -189,858	79.34%
2- VISITOR SVS / PARTNERSHIPS			0		0	0	0	
Partnerships			0		0	0	0	
6550 Conferences & Seminars	150	1,500	-1,350	10.00%	17,048	18,150	-1,102	93.93%
6555 Conferences & Seminars Travel		1,956	-1,956	0.00%	6,663	16,912	-10,249	39.40%
6570 In-County Relations	39	1,050	-1,011	3.76%	8,561	15,100	-6,539	56.70%
6575 Stakeholder Networking		1,950	-1,950	0.00%	3,902	23,400	-19,498	16.67%
6580 Contracted Writing Services		2,000	-2,000	0.00%	5,600	24,000	-18,400	23.33%

6590 Memberships	1,700	-1,700	0.00%	7,374	7,950	-576	92.76%	
6610 North Coast Tourism Council	1,167	-1,167	0.00%	4,289	14,000	-9,711	30.63%	
Total Partnerships	\$ 189	\$ 11,323	\$ -11,133	1.67%	\$ 53,437	\$ 119,512	\$ -66,075	44.71%
Visitor Services		0			0	0	0	
6720 Event & Festival Guides	841	6,625	-5,784	12.69%	89,512	108,300	-18,788	82.65%
6730 Incentives & Sponsorships	8,689	4,292	4,397	202.45%	59,116	52,500	6,616	112.60%
6770 Visitor Centers & Signage	200	9,167	-8,967	2.18%	26,042	110,000	-83,959	23.67%
Total Visitor Services	\$ 9,729	\$ 20,083	\$ -10,354	48.44%	\$ 174,670	\$ 270,800	\$ -96,131	64.50%
Total 2- VISITOR SVS / PARTNERSHIPS	\$ 9,919	\$ 31,406	\$ -21,487	31.58%	\$ 228,106	\$ 390,312	\$ -162,206	58.44%
3- ADMIN EXPENSES			0		0	0	0	
General Admin			0		0	0	0	
7010 Accounting	2,332	2,000	332	116.60%	37,640	33,000	4,640	114.06%
7060 Bank Fees		50	-50	0.00%	51	600	-549	8.54%
7080 Board Development	6,240	35	6,205	17828.57%	65,068	5,385	59,683	1208.31%
7090 Copying & Printing		200	-200	0.00%	0	2,400	-2,400	0.00%
7100 Dues & Subscriptions	6,419	1,143	5,276	561.56%	41,609	13,716	27,893	303.36%
7130 Legal Fees		250	-250	0.00%	965	3,000	-2,035	32.17%
7150 Meeting Expenses	34	185	-151	18.27%	1,141	2,220	-1,079	51.40%
7200 Office Expense	3,839	150	3,689	2559.40%	11,313	1,800	9,513	628.52%
7210 Postage & Shipping	138	350	-212	39.38%	2,876	4,200	-1,324	68.47%
7280 Travel Expenses	471	750	-279	62.83%	13,014	9,000	4,014	144.60%
Total General Admin	\$ 19,473	\$ 5,113	\$ 14,360	380.85%	\$ 173,677	\$ 75,321	\$ 98,356	230.58%
Occupancy Costs			0		0	0	0	
7650 Rent	2,300	2,350	-50	97.87%	23,486	28,200	-4,714	83.28%
7660 Insurance	275	0	275		4,185	2,450	1,735	170.83%
7850 Repairs & Maintenance	539	575	-36	93.74%	5,962	7,700	-1,738	77.43%
7890 Taxes		0	0		311	65	246	478.52%
7910 Telecommunication	1,266	600	666	211.08%	13,320	7,200	6,120	185.00%
7950 Utilities	950	796	154	119.36%	7,017	9,794	-2,776	71.65%
7990 Depreciation Expense	644		644		6,440	0	6,440	
Total Occupancy Costs	\$ 5,974	\$ 4,321	\$ 1,653	138.26%	\$ 60,722	\$ 55,409	\$ 5,313	109.59%
Total 3- ADMIN EXPENSES	\$ 25,447	\$ 9,434	\$ 16,013	269.74%	\$ 234,398	\$ 130,730	\$ 103,669	179.30%
4- PERSONNEL			0		0	0	0	
8510 Salaries & Wages	27,205	31,782	-4,577	85.60%	322,765	381,388	-58,622	84.63%
8511 Retirement			0		4,677	0	4,677	
8520 Paid Time Off	1,709	1,382	327	123.69%	5,672	24,154	-18,482	23.48%
8530 Payroll Taxes	2,446	2,431	14	100.59%	31,597	32,132	-535	98.33%
8540 Payroll Processing Fees		85	-85	0.00%	2,049	1,740	309	117.76%
8550 Workers Comp		0	0		3,472	3,000	472	115.75%
8570 Health Insurance Allowance	2,750	2,250	500	122.22%	31,100	27,000	4,100	115.19%
8580 Other Employee Benefits		0	0		1,249	3,000	-1,751	41.64%
8590 Contract Work	11,723	750	10,973	1563.06%	85,158	7,800	77,358	1091.77%
8615 Employee Recruitment			0		82	0	82	
Total 4- PERSONNEL	\$ 45,833	\$ 38,681	\$ 7,153	118.49%	\$ 487,821	\$ 480,214	\$ 7,608	101.58%
Payroll Expenses			0		81	0	81	
Company Contributions			0		0	0	0	
Retirement	1,301		1,301		10,027	0	10,027	
Total Company Contributions	\$ 1,301	\$ 0	\$ 1,301		\$ 10,027	\$ 0	\$ 10,027	
Total Payroll Expenses	\$ 1,301	\$ 0	\$ 1,301		\$ 10,108	\$ 0	\$ 10,108	
Uncategorized Expense	9,143		9,143		22,100	0	22,100	
Total Expenses	\$ 129,306	\$ 159,054	\$ -29,748	81.30%	\$ 1,711,726	\$ 1,920,306	\$ -208,580	89.14%
Net Operating Income	\$ -113,806	\$ -35,991	\$ -77,815	316.21%	\$ -393,207	\$ -483,349	\$ 90,142	81.35%
Other Income								
Redeemed Cash Back	5,057		5,057		7,218	0	7,218	
Total Other Income	\$ 5,057	\$ 0	\$ 5,057		\$ 7,218	\$ 0	\$ 7,218	
Net Other Income	\$ 5,057	\$ 0	\$ 5,057		\$ 7,218	\$ 0	\$ 7,218	
Net Income	\$ -108,749	\$ -35,991	\$ -72,758	302.16%	\$ -385,989	\$ -483,349	\$ 97,360	79.86%

Visit Mendocino County

Statement of Cash Flows

April 2024

	TOTAL
OPERATING ACTIVITIES	
Net Income	-108,748.50
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1100 Accounts Receivable	0.00
1230 Prepaid Expenses	6,135.11
2000 Accounts Payable	-14,658.92
Ramp Card	-12,164.97
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	-232.05
2270 Payroll Liabilities:Accrued Payroll	-1,066.65
2275 Payroll Liabilities:Accrued PTO	117.06
Direct Deposit Payable	0.00
Payroll Liabilities:401(k) Contribution	4,531.22
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	-17,339.20
Net cash provided by operating activities	\$ -126,087.70
INVESTING ACTIVITIES	
1600 Accumulated Depreciation	644.00
Office Equipment	-5,343.47
Net cash provided by investing activities	\$ -4,699.47
NET CASH INCREASE FOR PERIOD	\$ -130,787.17
Cash at beginning of period	1,240,366.13
CASH AT END OF PERIOD	\$1,109,578.96

Mendocino County Tourism Commission

Profit and Loss Comparison

July 2023 - April 2024

	TOTAL			
	JUL 2023 - APR 2024	JUL 2022 - APR 2023 (PY)	CHANGE	% CHANGE
Income				
4030 County BID	964,706.33	736,489.57	228,216.76	30.99 %
4031 County BID adjustments		557.00	-557.00	-100.00 %
4035 County 50% Match	120,869.08	413,101.03	-292,231.95	-70.74 %
4050 NCTC Administration		12,736.48	-12,736.48	-100.00 %
Other Income		1,372.43	-1,372.43	-100.00 %
4940 Misc. Income	6,000.00	3,277.33	2,722.67	83.08 %
4950 Interest Income		395.70	-395.70	-100.00 %
Total Other Income	6,000.00	5,045.46	954.54	18.92 %
Uncategorized Income	3,749.15		3,749.15	
Total Income	\$1,095,324.56	\$1,167,929.54	\$ -72,604.98	-6.22 %
GROSS PROFIT	\$1,095,324.56	\$1,167,929.54	\$ -72,604.98	-6.22 %
Expenses				
1- MEDIA & WEBSITE				
50 Advertising / Media	4,500.00	0.00	4,500.00	
5130 Print & Online Advertising	386,528.82	499,637.24	-113,108.42	-22.64 %
5150 Ad Development/Design	79.13	2,000.00	-1,920.87	-96.04 %
5170 Photography	5,832.08	2,465.00	3,367.08	136.60 %
5240 Research & Development	45,160.00	107,353.67	-62,193.67	-57.93 %
5280 Video Development	18,127.87	17,831.70	296.17	1.66 %
5290 Marketing Contingency		3,302.71	-3,302.71	-100.00 %
Total 50 Advertising / Media	460,227.90	632,590.32	-172,362.42	-27.25 %
55 Marketing / Public Relations				
5510 Public Relations Contract	91,666.60	69,466.64	22,199.96	31.96 %
5540 Clipping Service	6,991.90	6,817.85	174.05	2.55 %
5550 In-Market PR Stunts	2,703.59	23,047.18	-20,343.59	-88.27 %
5560 Media Events	2,667.68	5,240.28	-2,572.60	-49.09 %
5610 Travel -PR Related	8,243.64	5,337.34	2,906.30	54.45 %
5680 Visiting Media FAM Expenses	6,323.81	9,611.70	-3,287.89	-34.21 %
Total 55 Marketing / Public Relations	118,597.22	119,520.99	-923.77	-0.77 %
57 Website Maint / Development				
5710 Interactive Media Coordinator		5,062.60	-5,062.60	-100.00 %
5740 Content Creation	25,000.00	21,401.34	3,598.66	16.82 %
5750 Development/ Maintenance	12,545.04	54,097.83	-41,552.79	-76.81 %
5780 Interactive Marketing	30,811.08	279.60	30,531.48	10,919.70 %
Total 57 Website Maint / Development	68,356.12	80,841.37	-12,485.25	-15.44 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July 2023 - April 2024

	TOTAL			
	JUL 2023 - APR 2024	JUL 2022 - APR 2023 (PY)	CHANGE	% CHANGE
58 Leisure / Group Sales				
5810 Promotion Items, Booth Develop	12,768.80	3,522.44	9,246.36	262.50 %
5820 Consumer & Trade Shows	3,129.36	80.90	3,048.46	3,768.18 %
5840 State Fair Exhibit	11,039.91	23,535.66	-12,495.75	-53.09 %
5880 Travel - Leisure/Group Sales	2,199.73	4,117.85	-1,918.12	-46.58 %
5885 Travel - Group FAMs	901.79	692.05	209.74	30.31 %
5890 Misc. Sales Opportunities	3,500.00		3,500.00	
Total 58 Leisure / Group Sales	33,539.59	31,948.90	1,590.69	4.98 %
Total 1- MEDIA & WEBSITE	680,720.83	864,901.58	-184,180.75	-21.30 %
2- VISITOR SVS / PARTNERSHIPS				
Partnerships				
6550 Conferences & Seminars	17,048.06	33,006.42	-15,958.36	-48.35 %
6555 Conferences & Seminars Travel	6,662.63	45.00	6,617.63	14,705.84 %
6570 In-County Relations	8,561.36	7,261.66	1,299.70	17.90 %
6575 Stakeholder Networking	3,901.54	2,449.32	1,452.22	59.29 %
6580 Contracted Writing Services	5,600.00		5,600.00	
6590 Memberships	7,374.46	1,160.00	6,214.46	535.73 %
6610 North Coast Tourism Council	4,288.64	29,192.39	-24,903.75	-85.31 %
Total Partnerships	53,436.69	73,114.79	-19,678.10	-26.91 %
Visitor Services				
6720 Event & Festival Guides	29,476.05	39,323.51	-9,847.46	-25.04 %
6730 Incentives & Sponsorships	56,115.67	27,569.00	28,546.67	103.55 %
6770 Visitor Centers & Signage	26,041.52	9,600.00	16,441.52	171.27 %
Total Visitor Services	111,633.24	76,492.51	35,140.73	45.94 %
Total 2- VISITOR SVS / PARTNERSHIPS	165,069.93	149,607.30	15,462.63	10.34 %
3- ADMIN EXPENSES				
General Admin				
7010 Accounting	37,640.00	27,890.00	9,750.00	34.96 %
7060 Bank Fees	51.25	86.75	-35.50	-40.92 %
7080 Board Development	65,067.63	70,339.47	-5,271.84	-7.49 %
7100 Dues & Subscriptions	41,608.53	40,207.96	1,400.57	3.48 %
7130 Legal Fees	965.00	613.80	351.20	57.22 %
7140 Licenses & Permits		9.00	-9.00	-100.00 %
7150 Meeting Expenses	1,141.18	2,295.64	-1,154.46	-50.29 %
7200 Office Expense	11,313.35	8,816.31	2,497.04	28.32 %
7210 Postage & Shipping	2,875.60	5,156.54	-2,280.94	-44.23 %
7280 Travel Expenses	13,014.00	12,463.78	550.22	4.41 %
Total General Admin	173,676.54	167,879.25	5,797.29	3.45 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July 2023 - April 2024

	TOTAL				
	JUL 2023 - APR 2024	JUL 2022 - APR 2023 (PY)	CHANGE	% CHANGE	
Occupancy Costs					
7650 Rent	23,486.00	26,905.00	-3,419.00	-12.71 %	
7660 Insurance	4,185.44	2,209.76	1,975.68	89.41 %	
7850 Repairs & Maintenance	5,776.93	6,350.79	-573.86	-9.04 %	
7890 Taxes	311.04	122.14	188.90	154.66 %	
7910 Telecommunication	12,962.40	9,041.01	3,921.39	43.37 %	
7950 Utilities	6,959.18	7,201.04	-241.86	-3.36 %	
7990 Depreciation Expense	6,440.00	6,900.00	-460.00	-6.67 %	
Total Occupancy Costs	60,120.99	58,729.74	1,391.25	2.37 %	
Total 3- ADMIN EXPENSES	233,797.53	226,608.99	7,188.54	3.17 %	
4- PERSONNEL					
8510 Salaries & Wages	292,879.14	265,942.83	26,936.31	10.13 %	
8511 Retirement	4,676.77	7,858.51	-3,181.74	-40.49 %	
8520 Paid Time Off	5,671.97	9,896.99	-4,225.02	-42.69 %	
8530 Payroll Taxes	29,031.89	26,119.12	2,912.77	11.15 %	
8540 Payroll Processing Fees	1,924.00	1,635.00	289.00	17.68 %	
8550 Workers Comp	3,472.35	2,606.70	865.65	33.21 %	
8570 Health Insurance Allowance	28,350.00	25,250.00	3,100.00	12.28 %	
8580 Other Employee Benefits	1,249.10	1,823.00	-573.90	-31.48 %	
8590 Contract Work	80,991.70	41,528.78	39,462.92	95.03 %	
8615 Employee Recruitment	81.67	903.59	-821.92	-90.96 %	
Total 4- PERSONNEL	448,328.59	383,564.52	64,764.07	16.88 %	
Payroll Expenses	81.00		81.00		
Company Contributions					
Retirement	8,721.29		8,721.29		
Total Company Contributions	8,721.29		8,721.29		
Wages					
Bereavement Pay	0.00	750.00	-750.00	-100.00 %	
Employee Taxes Paid by Employer	0.00	46.74	-46.74	-100.00 %	
Total Wages	0.00	796.74	-796.74	-100.00 %	
Total Payroll Expenses	8,802.29	796.74	8,005.55	1,004.79 %	
Uncategorized Expense	22,099.55	533.53	21,566.02	4,042.14 %	
Total Expenses	\$1,558,818.72	\$1,626,012.66	\$ -67,193.94	-4.13 %	
NET OPERATING INCOME	\$ -463,494.16	\$ -458,083.12	\$ -5,411.04	-1.18 %	
Other Income					
Redeemed Cash Back	7,218.38		7,218.38		
Total Other Income	\$7,218.38	\$0.00	\$7,218.38	0.00%	
NET OTHER INCOME	\$7,218.38	\$0.00	\$7,218.38	0.00%	
NET INCOME	\$ -456,275.78	\$ -458,083.12	\$1,807.34	0.39 %	