

Mendocino County Tourism Commission

Balance Sheet Comparison

As of May 31, 2024

	TOTAL			
	AS OF MAY 31, 2024	AS OF MAY 31, 2023 (PY)	CHANGE	% CHANGE
ASSETS				
Current Assets				
Bank Accounts				
1005 SBMC Checking	87,583.16	412,365.52	-324,782.36	-78.76 %
1010 SBMC Contingency/Savings	850,245.31	1,000,120.63	-149,875.32	-14.99 %
1030 Cash drawer	100.00	100.00	0.00	0.00 %
Total Bank Accounts	\$937,928.47	\$1,412,586.15	\$ -474,657.68	-33.60 %
Accounts Receivable				
1100 Accounts Receivable	223,193.85	340,361.52	-117,167.67	-34.42 %
Total Accounts Receivable	\$223,193.85	\$340,361.52	\$ -117,167.67	-34.42 %
Other Current Assets				
1230 Prepaid Expenses	35,452.02	3,703.45	31,748.57	857.27 %
1250 Refundable Deposits	1,800.00	1,800.00	0.00	0.00 %
1270 Receivable Other	-4,107.06	-8,923.29	4,816.23	53.97 %
1290 Loan to Employee	0.00	500.00	-500.00	-100.00 %
Undeposited Funds	0.00	0.00	0.00	
Total Other Current Assets	\$33,144.96	\$ -2,919.84	\$36,064.80	1,235.16 %
Total Current Assets	\$1,194,267.28	\$1,750,027.83	\$ -555,760.55	-31.76 %
Fixed Assets				
1510 Furniture and Equipment	42,046.32	41,311.75	734.57	1.78 %
1600 Accumulated Depreciation	-31,249.00	-23,381.00	-7,868.00	-33.65 %
Office Equipment	5,343.47		5,343.47	
Total Fixed Assets	\$16,140.79	\$17,930.75	\$ -1,789.96	-9.98 %
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	\$1,210,408.07	\$1,767,958.58	\$ -557,550.51	-31.54 %
LIABILITIES AND EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 Accounts Payable	20,077.02	40,682.12	-20,605.10	-50.65 %
Total Accounts Payable	\$20,077.02	\$40,682.12	\$ -20,605.10	-50.65 %
Credit Cards				
Ramp Card	2,307.57		2,307.57	

Mendocino County Tourism Commission

Balance Sheet Comparison

As of May 31, 2024

	TOTAL			
	AS OF MAY 31, 2024	AS OF MAY 31, 2023 (PY)	CHANGE	% CHANGE
Total Credit Cards	\$2,307.57	\$0.00	\$2,307.57	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	8.55	0.00	8.55	
2270 Accrued Payroll	2,424.08	3,150.09	-726.01	-23.05 %
2275 Accrued PTO	11,448.40	16,590.82	-5,142.42	-31.00 %
2280 Health Insurance Payable	0.00	0.00	0.00	
2290 Direct Deposit Liabilities	0.00	0.00	0.00	
401(k) Contribution	26,891.09	0.03	26,891.06	89,636,866.67 %
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	40,772.12	19,740.94	21,031.18	106.54 %
Total Other Current Liabilities	\$41,887.12	\$20,855.94	\$21,031.18	100.84 %
Total Current Liabilities	\$64,271.71	\$61,538.06	\$2,733.65	4.44 %
Total Liabilities	\$64,271.71	\$61,538.06	\$2,733.65	4.44 %
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	-473,337.50	-523,927.34	50,589.84	9.66 %
Total Equity	\$1,146,136.36	\$1,706,420.52	\$ -560,284.16	-32.83 %
TOTAL LIABILITIES AND EQUITY	\$1,210,408.07	\$1,767,958.58	\$ -557,550.51	-31.54 %

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

	May 2024				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Income								
4030 County BID	210,693.85	110,563.25	100,130.60	190.56%	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	100.00%	133,369.08	150,000.00	-16,630.92	88.91%
Other Income			0.00		6,000.00	0.00	6,000.00	
Uncategorized Income			0.00		3,749.15	0.00	3,749.15	
Total Income	\$ 223,193.85	\$ 123,063.25	\$ 100,130.60	181.37%	\$ 1,318,518.41	\$ 1,436,956.23	\$ -118,437.82	91.76%
Gross Profit	\$ 223,193.85	\$ 123,063.25	\$ 100,130.60	181.37%	\$ 1,318,518.41	\$ 1,436,956.23	\$ -118,437.82	91.76%
Expenses								
1- MEDIA & WEBSITE	56,823.59	79,690.00	-22,866.41	71.31%	794,336.42	919,050.18	-124,713.76	86.43%
2- VISITOR SVS / PARTNERSHIPS	63,988.28	26,750.02	37,238.26	239.21%	250,495.73	390,311.91	-139,816.18	64.18%
3- ADMIN EXPENSES	9,877.58	9,433.99	443.59	104.70%	261,608.08	130,729.89	130,878.19	200.11%
4- PERSONNEL	48,762.48	38,680.66	10,081.82	126.06%	535,656.97	480,213.56	55,443.41	111.55%
Payroll Expenses	1,305.46		1,305.46		11,377.19	0.00	11,377.19	
Uncategorized Expense			0.00		27,912.00	0.00	27,912.00	
Total Expenses	\$ 180,757.39	\$ 154,554.67	\$ 26,202.72	116.95%	\$ 1,881,386.39	\$ 1,920,305.54	\$ -38,919.15	97.97%
Net Operating Income	\$ 42,436.46	\$ -31,491.42	\$ 73,927.88	-134.76%	\$ -562,867.98	\$ -483,349.31	\$ -79,518.67	116.45%
Other Income								
Redeemed Cash Back			0.00		7,218.38	0.00	7,218.38	
Total Other Income	\$ 0.00	\$ 0.00	\$ 0.00		\$ 7,218.38	\$ 0.00	\$ 7,218.38	
Net Other Income	\$ 0.00	\$ 0.00	\$ 0.00		\$ 7,218.38	\$ 0.00	\$ 7,218.38	
Net Income	\$ 42,436.46	\$ -31,491.42	\$ 73,927.88	-134.76%	\$ -555,649.60	\$ -483,349.31	\$ -72,300.29	114.96%

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

	May 2024				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Income								
4030 County BID	210,693.85	110,563.25	100,130.60	190.56%	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	100.00%	133,369.08	150,000.00	-16,630.92	88.91%
Other Income			0.00		0.00	0.00	0.00	
4940 Misc. Income			0.00		6,000.00	0.00	6,000.00	
Total Other Income	\$ 0.00	\$ 0.00	\$ 0.00		\$ 6,000.00	\$ 0.00	\$ 6,000.00	
Uncategorized Income			0.00		3,749.15	0.00	3,749.15	
Total Income	\$ 223,193.85	\$ 123,063.25	\$ 100,130.60	181.37%	\$ 1,318,518.41	\$ 1,436,956.23	\$ -118,437.82	91.76%
Gross Profit	\$ 223,193.85	\$ 123,063.25	\$ 100,130.60	181.37%	\$ 1,318,518.41	\$ 1,436,956.23	\$ -118,437.82	91.76%
Expenses								
1- MEDIA & WEBSITE			0.00		0.00	0.00	0.00	
50 Advertising / Media	500.00		500.00		5,000.00	0.00	5,000.00	
5130 Print & Online Advertising	35,932.13	42,250.00	-6,317.87	85.05%	445,960.95	507,000.00	-61,039.05	87.96%
5150 Ad Development/Design		1,000.00	-1,000.00	0.00%	2,779.13	12,000.00	-9,220.87	23.16%
5170 Photography		1,000.00	-1,000.00	0.00%	5,832.08	12,000.00	-6,167.92	48.60%
5240 Research & Development	5,500.00	5,083.34	416.66	108.20%	55,160.00	66,500.08	-11,340.08	82.95%
5280 Video Development		1,500.00	-1,500.00	0.00%	18,127.87	18,000.00	127.87	100.71%
5290 Marketing Contingency		1,000.00	-1,000.00	0.00%	0.00	12,000.00	-12,000.00	0.00%
Total 50 Advertising / Media	\$ 41,932.13	\$ 51,833.34	\$ -9,901.21	80.90%	\$ 532,860.03	\$ 627,500.08	\$ -94,640.05	84.92%
55 Marketing / Public Relations			0.00		0.00	0.00	0.00	
5510 Public Relations Contract	9,166.66	9,516.66	-350.00	96.32%	100,833.26	114,199.92	-13,366.66	88.30%
5520 Marketing Agency Contract		2,000.00	-2,000.00	0.00%	0.00	24,000.00	-24,000.00	0.00%
5540 Clipping Service	730.00	1,000.00	-270.00	73.00%	7,721.90	12,000.00	-4,278.10	64.35%
5550 In-Market PR Stunts	382.64		382.64		4,861.72	0.00	4,861.72	
5560 Media Events		250.00	-250.00	0.00%	7,761.68	14,500.02	-6,738.34	53.53%
5610 Travel -PR Related	1,497.92	1,000.00	497.92	149.79%	21,478.22	11,000.16	10,478.06	195.25%
5680 Visiting Media FAM Expenses		500.00	-500.00	0.00%	7,706.18	6,000.00	1,706.18	128.44%
Total 55 Marketing / Public Relations	\$ 11,777.22	\$ 14,266.66	\$ -2,489.44	82.55%	\$ 150,362.96	\$ 181,700.10	\$ -31,337.14	82.75%
57 Website Maint / Development			0.00		0.00	0.00	0.00	
5710 Interactive Media Coordinator		2,500.00	-2,500.00	0.00%	0.00	30,000.00	-30,000.00	0.00%
5740 Content Creation	2,500.00	1,500.00	1,000.00	166.67%	27,500.00	18,000.00	9,500.00	152.78%
5750 Development/ Maintenance	500.00	500.00	0.00	100.00%	13,347.45	6,000.00	7,347.45	222.46%
5780 Interactive Marketing		100.00	-100.00	0.00%	33,507.03	1,200.00	32,307.03	2792.25%
Total 57 Website Maint / Development	\$ 3,000.00	\$ 4,600.00	\$ -1,600.00	65.22%	\$ 74,354.48	\$ 55,200.00	\$ 19,154.48	134.70%
58 Leisure / Group Sales			0.00		0.00	0.00	0.00	
5810 Promotion Items, Booth Develop		3,000.00	-3,000.00	0.00%	12,873.92	9,500.00	3,373.92	135.51%
5820 Consumer & Trade Shows		0.00	0.00		3,129.36	12,200.00	-9,070.64	25.65%
5840 State Fair Exhibit		0.00	0.00		14,039.91	7,000.00	7,039.91	200.57%
5870 Shipping - Travel Shows		0.00	0.00		0.00	2,500.00	-2,500.00	0.00%
5880 Travel - Leisure/Group Sales	114.24	5,490.00	-5,375.76	2.08%	2,313.97	14,450.00	-12,136.03	16.01%
5885 Travel - Group FAMs		0.00	0.00		901.79	3,000.00	-2,098.21	30.06%
5890 Misc. Sales Opportunities		500.00	-500.00	0.00%	3,500.00	6,000.00	-2,500.00	58.33%
Total 58 Leisure / Group Sales	\$ 114.24	\$ 8,990.00	\$ -8,875.76	1.27%	\$ 36,758.95	\$ 54,650.00	\$ -17,891.05	67.26%
Total 1- MEDIA & WEBSITE	\$ 56,823.59	\$ 79,690.00	\$ -22,866.41	71.31%	\$ 794,336.42	\$ 919,050.18	\$ -124,713.76	86.43%
2- VISITOR SVS / PARTNERSHIPS			0.00		0.00	0.00	0.00	
Partnerships			0.00		0.00	0.00	0.00	
6550 Conferences & Seminars		0.00	0.00		17,113.94	18,150.00	-1,036.06	94.29%
6555 Conferences & Seminars Travel		0.00	0.00		8,195.32	16,911.75	-8,716.43	48.46%
6570 In-County Relations	8.78	1,050.00	-1,041.22	0.84%	11,052.72	15,100.00	-4,047.28	73.20%
6575 Stakeholder Networking		1,950.00	-1,950.00	0.00%	3,950.53	23,400.00	-19,449.47	16.88%
6580 Contracted Writing Services	160.00	2,000.00	-1,840.00	8.00%	6,000.00	24,000.00	-18,000.00	25.00%
6590 Memberships		900.00	-900.00	0.00%	19,524.46	7,950.00	11,574.46	245.59%
6610 North Coast Tourism Council		1,166.67	-1,166.67	0.00%	4,933.02	14,000.04	-9,067.02	35.24%
Total Partnerships	\$ 168.78	\$ 7,066.67	\$ -6,897.89	2.39%	\$ 70,769.99	\$ 119,511.79	\$ -48,741.80	59.22%
Visitor Services			0.00		0.00	0.00	0.00	
6720 Event & Festival Guides	60,131.00	6,225.01	53,905.99	965.96%	90,275.05	108,300.04	-18,024.99	83.36%
6730 Incentives & Sponsorships	3,688.50	4,291.67	-603.17	85.95%	63,409.17	52,500.04	10,909.13	120.78%

6770 Visitor Centers & Signage		9,166.67	-9,166.67	0.00%	26,041.52	110,000.04	-83,958.52	23.67%
Total Visitor Services	\$ 63,819.50	\$ 19,683.35	\$ 44,136.15	324.23%	\$ 179,725.74	\$ 270,800.12	\$ -91,074.38	66.37%
Total 2- VISITOR SVS / PARTNERSHIPS	\$ 63,988.28	\$ 26,750.02	\$ 37,238.26	239.21%	\$ 250,495.73	\$ 390,311.91	\$ -139,816.18	64.18%
3- ADMIN EXPENSES			0.00		0.00	0.00	0.00	
General Admin			0.00		0.00	0.00	0.00	
7010 Accounting	2,186.00	2,000.00	186.00	109.30%	39,826.00	33,000.00	6,826.00	120.68%
7060 Bank Fees		50.00	-50.00	0.00%	51.25	600.00	-548.75	8.54%
7080 Board Development		35.00	-35.00	0.00%	71,307.63	5,385.00	65,922.63	1324.19%
7090 Copying & Printing		200.00	-200.00	0.00%	0.00	2,400.00	-2,400.00	0.00%
7100 Dues & Subscriptions	862.50	1,143.00	-280.50	75.46%	48,742.41	13,716.00	35,026.41	355.37%
7130 Legal Fees		250.00	-250.00	0.00%	965.00	3,000.00	-2,035.00	32.17%
7140 Licenses & Permits			0.00		20.00	0.00	20.00	
7150 Meeting Expenses		185.00	-185.00	0.00%	1,141.18	2,220.00	-1,078.82	51.40%
7200 Office Expense		150.00	-150.00	0.00%	11,741.91	1,800.00	9,941.91	652.33%
7210 Postage & Shipping		350.00	-350.00	0.00%	5,115.52	4,200.00	915.52	121.80%
7280 Travel Expenses	982.83	750.00	232.83	131.04%	15,932.84	9,000.00	6,932.84	177.03%
Total General Admin	\$ 4,031.33	\$ 5,113.00	\$ -1,081.67	78.84%	\$ 194,843.74	\$ 75,321.00	\$ 119,522.74	258.68%
Occupancy Costs			0.00		0.00	0.00	0.00	
7650 Rent	2,300.00	2,350.00	-50.00	97.87%	26,110.00	28,200.00	-2,090.00	92.59%
7660 Insurance	216.33	0.00	216.33		4,401.77	2,450.00	1,951.77	179.66%
7850 Repairs & Maintenance	1,389.95	575.00	814.95	241.73%	7,351.83	7,700.00	-348.17	95.48%
7890 Taxes		0.00	0.00		311.04	65.00	246.04	478.52%
7910 Telecommunication	807.75	600.00	207.75	134.63%	13,770.15	7,200.00	6,570.15	191.25%
7950 Utilities	488.22	795.99	-307.77	61.33%	7,735.55	9,793.89	-2,058.34	78.98%
7990 Depreciation Expense	644.00		644.00		7,084.00	0.00	7,084.00	
Total Occupancy Costs	\$ 5,846.25	\$ 4,320.99	\$ 1,525.26	135.30%	\$ 66,764.34	\$ 55,408.89	\$ 11,355.45	120.49%
Total 3- ADMIN EXPENSES	\$ 9,877.58	\$ 9,433.99	\$ 443.59	104.70%	\$ 261,608.08	\$ 130,729.89	\$ 130,878.19	200.11%
4- PERSONNEL			0.00		0.00	0.00	0.00	
8510 Salaries & Wages	30,006.34	31,782.31	-1,775.97	94.41%	350,639.32	381,387.72	-30,748.40	91.94%
8511 Retirement			0.00		4,676.77	0.00	4,676.77	
8520 Paid Time Off	332.77	1,382.00	-1,049.23	24.08%	7,236.74	24,153.89	-16,917.15	29.96%
8530 Payroll Taxes	2,585.78	2,431.35	154.43	106.35%	34,114.32	32,131.95	1,982.37	106.17%
8540 Payroll Processing Fees	125.00	85.00	40.00	147.06%	2,049.00	1,740.00	309.00	117.76%
8550 Workers Comp	170.92	0.00	170.92		3,810.01	3,000.00	810.01	127.00%
8570 Health Insurance Allowance	2,750.00	2,250.00	500.00	122.22%	33,850.00	27,000.00	6,850.00	125.37%
8580 Other Employee Benefits		0.00	0.00		1,249.10	3,000.00	-1,750.90	41.64%
8590 Contract Work	12,791.67	750.00	12,041.67	1705.56%	97,950.04	7,800.00	90,150.04	1255.77%
8615 Employee Recruitment			0.00		81.67	0.00	81.67	
Total 4- PERSONNEL	\$ 48,762.48	\$ 38,680.66	\$ 10,081.82	126.06%	\$ 535,656.97	\$ 480,213.56	\$ 55,443.41	111.55%
Payroll Expenses			0.00		81.00	0.00	81.00	
Company Contributions			0.00		0.00	0.00	0.00	
Retirement	1,305.46		1,305.46		11,296.19	0.00	11,296.19	
Total Company Contributions	\$ 1,305.46	\$ 0.00	\$ 1,305.46		\$ 11,296.19	\$ 0.00	\$ 11,296.19	
Total Payroll Expenses	\$ 1,305.46	\$ 0.00	\$ 1,305.46		\$ 11,377.19	\$ 0.00	\$ 11,377.19	
Uncategorized Expense			0.00		27,912.00	0.00	27,912.00	
Total Expenses	\$ 180,757.39	\$ 154,554.67	\$ 26,202.72	116.95%	\$ 1,881,386.39	\$ 1,920,305.54	\$ -38,919.15	97.97%
Net Operating Income	\$ 42,436.46	\$ -31,491.42	\$ 73,927.88	-134.76%	\$ -562,867.98	\$ -483,349.31	\$ -79,518.67	116.45%
Other Income								
Redeemed Cash Back			0.00		7,218.38	0.00	7,218.38	
Total Other Income	\$ 0.00	\$ 0.00	\$ 0.00		\$ 7,218.38	\$ 0.00	\$ 7,218.38	
Net Other Income	\$ 0.00	\$ 0.00	\$ 0.00		\$ 7,218.38	\$ 0.00	\$ 7,218.38	
Net Income	\$ 42,436.46	\$ -31,491.42	\$ 73,927.88	-134.76%	\$ -555,649.60	\$ -483,349.31	\$ -72,300.29	114.96%

Thursday, Jun 27, 2024 01:52:53 PM GMT-7 - Accrual Basis

Visit Mendocino County

Statement of Cash Flows

May 2024

	TOTAL
OPERATING ACTIVITIES	
Net Income	42,436.46
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1100 Accounts Receivable	-223,193.85
1230 Prepaid Expenses	3,803.83
2000 Accounts Payable	-359.96
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	6.00
2270 Payroll Liabilities:Accrued Payroll	141.09
2275 Payroll Liabilities:Accrued PTO	332.77
Direct Deposit Payable	0.00
Payroll Liabilities:401(k) Contribution	4,539.17
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	-214,730.95
Net cash provided by operating activities	\$ -172,294.49
INVESTING ACTIVITIES	
1600 Accumulated Depreciation	644.00
Net cash provided by investing activities	\$644.00
NET CASH INCREASE FOR PERIOD	\$ -171,650.49
Cash at beginning of period	1,109,578.96
CASH AT END OF PERIOD	\$937,928.47

Mendocino County Tourism Commission

Profit and Loss Comparison

July 2023 - May 2024

	TOTAL			
	JUL 2023 - MAY 2024	JUL 2022 - MAY 2023 (PY)	CHANGE	% CHANGE
Income				
4030 County BID	1,175,400.18	736,489.57	438,910.61	59.59 %
4031 County BID adjustments		557.00	-557.00	-100.00 %
4035 County 50% Match	133,369.08	458,101.03	-324,731.95	-70.89 %
4050 NCTC Administration		12,736.48	-12,736.48	-100.00 %
Other Income		2,397.57	-2,397.57	-100.00 %
4940 Misc. Income	6,000.00	5,754.33	245.67	4.27 %
4950 Interest Income		395.70	-395.70	-100.00 %
Total Other Income	6,000.00	8,547.60	-2,547.60	-29.80 %
Uncategorized Income	3,749.15		3,749.15	
Total Income	\$1,318,518.41	\$1,216,431.68	\$102,086.73	8.39 %
GROSS PROFIT	\$1,318,518.41	\$1,216,431.68	\$102,086.73	8.39 %
Expenses				
1- MEDIA & WEBSITE				
50 Advertising / Media	5,000.00	0.00	5,000.00	
5130 Print & Online Advertising	437,760.95	511,327.44	-73,566.49	-14.39 %
5150 Ad Development/Design	2,779.13	2,244.00	535.13	23.85 %
5170 Photography	5,832.08	2,540.00	3,292.08	129.61 %
5240 Research & Development	50,660.00	112,353.67	-61,693.67	-54.91 %
5280 Video Development	18,127.87	17,831.70	296.17	1.66 %
5290 Marketing Contingency		8,302.71	-8,302.71	-100.00 %
Total 50 Advertising / Media	520,160.03	654,599.52	-134,439.49	-20.54 %
55 Marketing / Public Relations				
5510 Public Relations Contract	100,833.26	69,466.64	31,366.62	45.15 %
5540 Clipping Service	7,721.90	7,497.85	224.05	2.99 %
5550 In-Market PR Stunts	3,311.72	23,246.94	-19,935.22	-85.75 %
5560 Media Events	7,761.68	5,240.28	2,521.40	48.12 %
5610 Travel -PR Related	9,811.56	14,861.35	-5,049.79	-33.98 %
5680 Visiting Media FAM Expenses	7,706.18	9,611.70	-1,905.52	-19.83 %
Total 55 Marketing / Public Relations	137,146.30	129,924.76	7,221.54	5.56 %
57 Website Maint / Development				
5710 Interactive Media Coordinator		5,062.60	-5,062.60	-100.00 %
5740 Content Creation	27,500.00	23,901.34	3,598.66	15.06 %
5750 Development/ Maintenance	13,347.45	54,661.34	-41,313.89	-75.58 %
5780 Interactive Marketing	33,507.03	314.55	33,192.48	10,552.37 %
Total 57 Website Maint / Development	74,354.48	83,939.83	-9,585.35	-11.42 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July 2023 - May 2024

	TOTAL			
	JUL 2023 - MAY 2024	JUL 2022 - MAY 2023 (PY)	CHANGE	% CHANGE
58 Leisure / Group Sales				
5810 Promotion Items, Booth Develop	12,873.92	3,522.44	9,351.48	265.48 %
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	2,313.97	5,662.45	-3,348.48	-59.13 %
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	33,758.95	33,493.50	265.45	0.79 %
Total 1- MEDIA & WEBSITE	765,419.76	901,957.61	-136,537.85	-15.14 %
2- VISITOR SVS / PARTNERSHIPS				
Partnerships				
6550 Conferences & Seminars	17,113.94	33,502.89	-16,388.95	-48.92 %
6555 Conferences & Seminars Travel	8,195.32	45.00	8,150.32	18,111.82 %
6570 In-County Relations	11,052.72	7,669.20	3,383.52	44.12 %
6575 Stakeholder Networking	3,950.53	2,609.50	1,341.03	51.39 %
6580 Contracted Writing Services	5,760.00		5,760.00	
6590 Memberships	19,374.46	1,310.00	18,064.46	1,378.97 %
6610 North Coast Tourism Council	4,933.02	29,000.39	-24,067.37	-82.99 %
Total Partnerships	70,379.99	74,136.98	-3,756.99	-5.07 %
Visitor Services				
6720 Event & Festival Guides	90,275.05	40,029.86	50,245.19	125.52 %
6730 Incentives & Sponsorships	59,804.17	41,657.92	18,146.25	43.56 %
6770 Visitor Centers & Signage	26,041.52	10,550.00	15,491.52	146.84 %
Total Visitor Services	176,120.74	92,237.78	83,882.96	90.94 %
Total 2- VISITOR SVS / PARTNERSHIPS	246,500.73	166,374.76	80,125.97	48.16 %
3- ADMIN EXPENSES				
General Admin				
7010 Accounting	39,826.00	30,012.00	9,814.00	32.70 %
7060 Bank Fees	51.25	97.70	-46.45	-47.54 %
7080 Board Development	65,067.63	71,051.97	-5,984.34	-8.42 %
7090 Copying & Printing		104.74	-104.74	-100.00 %
7100 Dues & Subscriptions	48,742.41	44,721.09	4,021.32	8.99 %
7130 Legal Fees	965.00	613.80	351.20	57.22 %
7140 Licenses & Permits	20.00	9.00	11.00	122.22 %
7150 Meeting Expenses	1,141.18	2,471.02	-1,329.84	-53.82 %
7200 Office Expense	11,741.91	9,926.38	1,815.53	18.29 %
7210 Postage & Shipping	3,163.52	6,110.43	-2,946.91	-48.23 %
7280 Travel Expenses	15,932.84	14,195.84	1,737.00	12.24 %
Total General Admin	186,651.74	179,313.97	7,337.77	4.09 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July 2023 - May 2024

	TOTAL			
	JUL 2023 - MAY 2024	JUL 2022 - MAY 2023 (PY)	CHANGE	% CHANGE
Occupancy Costs				
7650 Rent	26,110.00	29,367.00	-3,257.00	-11.09 %
7660 Insurance	4,401.77	2,833.10	1,568.67	55.37 %
7850 Repairs & Maintenance	7,166.88	6,900.74	266.14	3.86 %
7890 Taxes	311.04	122.14	188.90	154.66 %
7910 Telecommunication	13,770.15	10,401.76	3,368.39	32.38 %
7950 Utilities	7,447.40	7,739.68	-292.28	-3.78 %
7990 Depreciation Expense	7,084.00	7,684.00	-600.00	-7.81 %
Total Occupancy Costs	66,291.24	65,048.42	1,242.82	1.91 %
Total 3- ADMIN EXPENSES	252,942.98	244,362.39	8,580.59	3.51 %
4- PERSONNEL				
8510 Salaries & Wages	322,885.48	296,854.74	26,030.74	8.77 %
8511 Retirement	4,676.77	9,191.17	-4,514.40	-49.12 %
8520 Paid Time Off	6,004.74	10,382.40	-4,377.66	-42.16 %
8530 Payroll Taxes	31,617.67	28,758.43	2,859.24	9.94 %
8540 Payroll Processing Fees	2,049.00	1,710.00	339.00	19.82 %
8550 Workers Comp	3,643.27	2,740.87	902.40	32.92 %
8570 Health Insurance Allowance	31,100.00	27,950.00	3,150.00	11.27 %
8580 Other Employee Benefits	1,249.10	1,823.00	-573.90	-31.48 %
8590 Contract Work	93,783.37	45,945.45	47,837.92	104.12 %
8615 Employee Recruitment	81.67	903.59	-821.92	-90.96 %
Total 4- PERSONNEL	497,091.07	426,259.65	70,831.42	16.62 %
Payroll Expenses	81.00		81.00	
Company Contributions				
Retirement	10,026.75		10,026.75	
Total Company Contributions	10,026.75		10,026.75	
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	10,107.75	796.74	9,311.01	1,168.64 %
Uncategorized Expense	27,012.00	607.87	26,404.13	4,343.71 %
Total Expenses	\$1,799,074.29	\$1,740,359.02	\$58,715.27	3.37 %
NET OPERATING INCOME	\$ -480,555.88	\$ -523,927.34	\$43,371.46	8.28 %
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	\$ -473,337.50	\$ -523,927.34	\$50,589.84	9.66 %