

Mendocino County County Tourism Commission

Balance Sheet Comparison

As of August 31, 2024

	TOTAL			
	AS OF AUG 31, 2024	AS OF AUG 31, 2023 (PY)	CHANGE	% CHANGE
ASSETS				
Current Assets				
Bank Accounts				
1005 SBMC Checking	88,685.98	340,821.80	-252,135.82	-73.98 %
1010 SBMC Contingency/Savings	700,733.95	1,000,245.31	-299,511.36	-29.94 %
1030 Cash drawer	100.00	100.00	0.00	0.00 %
Total Bank Accounts	\$789,519.93	\$1,341,167.11	\$ -551,647.18	-41.13 %
Accounts Receivable				
1100 Accounts Receivable	245,574.32	17,368.52	228,205.80	1,313.90 %
Total Accounts Receivable	\$245,574.32	\$17,368.52	\$228,205.80	1,313.90 %
Other Current Assets				
1230 Prepaid Expenses	34,040.53	-442.69	34,483.22	7,789.47 %
1250 Refundable Deposits	1,800.00	1,800.00	0.00	0.00 %
1270 Receivable Other	-4,107.06	-3,850.56	-256.50	-6.66 %
1290 Loan to Employee	0.00	0.00	0.00	
Undeposited Funds	0.00	0.00	0.00	
Total Other Current Assets	\$31,733.47	\$ -2,493.25	\$34,226.72	1,372.78 %
Total Current Assets	\$1,066,827.72	\$1,356,042.38	\$ -289,214.66	-21.33 %
Fixed Assets				
1510 Furniture and Equipment	42,046.32	41,311.75	734.57	1.78 %
1600 Accumulated Depreciation	-33,181.00	-25,453.00	-7,728.00	-30.36 %
Office Equipment	5,343.47		5,343.47	
Total Fixed Assets	\$14,208.79	\$15,858.75	\$ -1,649.96	-10.40 %
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	\$1,081,036.51	\$1,371,901.13	\$ -290,864.62	-21.20 %
LIABILITIES AND EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 Accounts Payable	15,469.50	56,213.59	-40,744.09	-72.48 %
Total Accounts Payable	\$15,469.50	\$56,213.59	\$ -40,744.09	-72.48 %
Credit Cards				
Ramp Card	35,049.30	12,469.83	22,579.47	181.07 %

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Balance Sheet Comparison

As of August 31, 2024

	TOTAL			
	AS OF AUG 31, 2024	AS OF AUG 31, 2023 (PY)	CHANGE	% CHANGE
Total Credit Cards	\$35,049.30	\$12,469.83	\$22,579.47	181.07 %
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	15.00	14.91	0.09	0.60 %
2270 Accrued Payroll	2,291.27	5,484.27	-3,193.00	-58.22 %
2275 Accrued PTO	10,976.49	18,146.37	-7,169.88	-39.51 %
2280 Health Insurance Payable	0.00	0.00	0.00	
2290 Direct Deposit Liabilities	0.00	0.00	0.00	
401(k) Contribution	8,640.70	0.03	8,640.67	28,802,233.33 %
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	21,923.46	23,645.58	-1,722.12	-7.28 %
Total Other Current Liabilities	\$23,038.46	\$24,760.58	\$ -1,722.12	-6.96 %
Total Current Liabilities	\$73,557.26	\$93,444.00	\$ -19,886.74	-21.28 %
Total Liabilities	\$73,557.26	\$93,444.00	\$ -19,886.74	-21.28 %
Equity				
3100 Contingency-Restricted	187,622.35	187,622.35	0.00	0.00 %
3900 Unrestricted Net Assets (RE)	1,054,589.18	1,431,851.51	-377,262.33	-26.35 %
Opening Bal Equity	0.00	0.00	0.00	
Net Income	-234,732.28	-341,016.73	106,284.45	31.17 %
Total Equity	\$1,007,479.25	\$1,278,457.13	\$ -270,977.88	-21.20 %
TOTAL LIABILITIES AND EQUITY	\$1,081,036.51	\$1,371,901.13	\$ -290,864.62	-21.20 %

Mendocino County Tourism Commission
Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L
 July 2024 - June 2025

	Aug 2024				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Income								
4030 County BID		125,000	-125,000	0.00%	0	1,500,000	-1,500,000	0.00%
4031 County BID adjustments		0	0		0	-45,000	45,000	0.00%
4035 County 50% Match			0		12,500	0	12,500	
Total Income	\$ 0	\$ 125,000	\$ -125,000	0.00%	\$ 12,500	\$ 1,455,000	\$ -1,442,500	0.86%
Gross Profit	\$ 0	\$ 125,000	\$ -125,000	0.00%	\$ 12,500	\$ 1,455,000	\$ -1,442,500	0.86%
Expenses								
1- MEDIA & WEBSITE			0		0	0	0	
50 Advertising / Media	500		500		1,500	0	1,500	
5130 Print & Online Advertising	15,250	25,000	-9,750	61.00%	65,076	315,000	-249,924	20.66%
5170 Photography		1,000	-1,000	0.00%	0	12,000	-12,000	0.00%
5240 Research & Development	1,000	500	500	200.00%	3,000	6,000	-3,000	50.00%
5280 Video Development		1,250	-1,250	0.00%	2,525	15,000	-12,475	16.83%
5290 Marketing Contingency		1,000	-1,000	0.00%	0	12,000	-12,000	0.00%
Total 50 Advertising / Media	\$ 16,750	\$ 28,750	\$ -12,000	58.26%	\$ 72,101	\$ 360,000	\$ -287,899	20.03%
55 Marketing / Public Relations			0		0	0	0	
5510 Public Relations Contract	9,257	9,517	-260	97.27%	27,770	114,200	-86,430	24.32%
5520 Marketing Agency Contract		2,000	-2,000	0.00%	0	24,000	-24,000	0.00%
5540 Clipping Service		750	-750	0.00%	0	9,000	-9,000	0.00%
5560 Media Events		250	-250	0.00%	1,575	9,667	-8,092	16.29%
5610 Travel -PR Related	769	0	769		1,613	3,000	-1,387	53.78%
5680 Visiting Media FAM Expenses		500	-500	0.00%	0	6,000	-6,000	0.00%
Total 55 Marketing / Public Relations	\$ 10,026	\$ 13,017	\$ -2,991	77.02%	\$ 30,958	\$ 165,867	\$ -134,909	18.66%
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	2,500	1,500	1,000	166.67%	7,500	18,000	-10,500	41.67%
5750 Development/ Maintenance	733	500	233	146.50%	1,955	6,000	-4,045	32.58%
5780 Interactive Marketing		100	-100	0.00%	900	1,200	-300	75.00%
Total 57 Website Maint / Development	\$ 3,233	\$ 4,600	\$ -1,367	70.27%	\$ 10,355	\$ 55,200	\$ -44,845	18.76%
58 Leisure / Group Sales			0		0	0	0	
5810 Promotion Items, Booth Develop		0	0		0	3,000	-3,000	0.00%
5820 Consumer & Trade Shows		0	0		0	6,300	-6,300	0.00%
5880 Travel - Leisure/Group Sales		0	0		0	5,490	-5,490	0.00%
5885 Travel - Group FAMs			0		-250	0	-250	
5890 Misc. Sales Opportunities		500	-500	0.00%	0	6,000	-6,000	0.00%
Total 58 Leisure / Group Sales	\$ 0	\$ 500	\$ -500	0.00%	\$ -250	\$ 20,790	\$ -21,040	-1.20%
Total 1- MEDIA & WEBSITE	\$ 30,008	\$ 46,867	\$ -16,858	64.03%	\$ 113,164	\$ 601,857	\$ -488,693	18.80%
2- VISITOR SVS / PARTNERSHIPS			0		0	0	0	
Partnerships			0		0	0	0	
6550 Conferences & Seminars		0	0		0	8,500	-8,500	0.00%
6555 Conferences & Seminars Travel	1,144	0	1,144		1,144	15,810	-14,666	7.23%
6570 In-County Relations	1,096	1,050	46	104.41%	1,478	14,100	-12,622	10.48%
6575 Stakeholder Networking		500	-500	0.00%	0	6,000	-6,000	0.00%
6580 Contracted Writing Services			0		480	0	480	
6590 Memberships	2,350	0	2,350		2,350	6,482	-4,132	36.25%
6610 North Coast Tourism Council	10,500	2,000	8,500	525.00%	10,500	24,000	-13,500	43.75%
Total Partnerships	\$ 15,090	\$ 3,550	\$ 11,540	425.07%	\$ 15,952	\$ 74,892	\$ -58,940	21.30%
Visitor Services			0		0	0	0	
6720 Event & Festival Guides	847	9,592	-8,744	8.83%	1,820	96,100	-94,280	1.89%
6730 Incentives & Sponsorships	995	625	370	159.12%	1,622	22,900	-21,278	7.08%
6770 Visitor Centers & Signage		6,667	-6,667	0.00%	800	80,000	-79,200	1.00%

Total Visitor Services	\$ 1,842	\$ 16,883	\$ -15,042	10.91%	\$ 4,242	\$ 199,000	\$ -194,758	2.13%
Total 2- VISITOR SVS / PARTNERSHIPS	\$ 16,932	\$ 20,433	\$ -3,502	82.86%	\$ 20,194	\$ 273,892	\$ -253,698	7.37%
3- ADMIN EXPENSES			0		0	0	0	
General Admin			0		0	0	0	
7010 Accounting	2,316	2,300	16	100.70%	4,502	36,300	-31,798	12.40%
7060 Bank Fees		50	-50	0.00%	0	600	-600	0.00%
7080 Board Development	6,240	6,275	-35	99.44%	18,720	76,265	-57,545	24.55%
7090 Copying & Printing		200	-200	0.00%	0	2,400	-2,400	0.00%
7100 Dues & Subscriptions	3,832	1,353	2,479	283.24%	8,077	16,236	-8,159	49.75%
7130 Legal Fees		250	-250	0.00%	0	3,000	-3,000	0.00%
7150 Meeting Expenses	229	185	44	123.76%	229	2,220	-1,991	10.31%
7200 Office Expense	171	150	21	114.11%	938	1,800	-862	52.13%
7210 Postage & Shipping	718	350	368	205.13%	951	4,200	-3,249	22.65%
7280 Travel Expenses	472	750	-278	62.92%	1,066	9,000	-7,934	11.85%
Total General Admin	\$ 13,978	\$ 11,863	\$ 2,115	117.83%	\$ 34,484	\$ 152,021	\$ -117,537	22.68%
Occupancy Costs			0		0	0	0	
7650 Rent	2,300	2,700	-400	85.19%	4,600	32,400	-27,800	14.20%
7660 Insurance	216	0	216		433	2,450	-2,017	17.66%
7850 Repairs & Maintenance	405	575	-170	70.43%	965	6,900	-5,935	13.98%
7890 Taxes		100	-100	0.00%	279	100	179	279.26%
7910 Telecommunication	1,062	600	462	176.96%	2,337	7,200	-4,863	32.45%
7950 Utilities	120	845	-725	14.18%	1,495	10,140	-8,645	14.74%
7990 Depreciation Expense	644		644		1,288	0	1,288	
Total Occupancy Costs	\$ 4,747	\$ 4,820	\$ -73	98.48%	\$ 11,396	\$ 59,190	\$ -47,794	19.25%
Total 3- ADMIN EXPENSES	\$ 18,725	\$ 16,683	\$ 2,042	112.24%	\$ 45,880	\$ 211,211	\$ -165,331	21.72%
4- PERSONNEL			0		0	0	0	
8510 Salaries & Wages	30,863	35,360	-4,497	87.28%	94,146	424,320	-330,174	22.19%
8520 Paid Time Off	2,860	3,633	-772	78.74%	4,507	51,438	-46,932	8.76%
8530 Payroll Taxes	2,777	4,897	-2,120	56.71%	8,043	58,768	-50,725	13.69%
8540 Payroll Processing Fees		85	-85	0.00%	206	2,071	-1,865	9.95%
8550 Workers Comp	172	303	-131	56.86%	345	3,637	-3,292	9.48%
8570 Health Insurance Allowance	2,750	2,750	0	100.00%	7,750	33,000	-25,250	23.48%
8580 Other Employee Benefits		0	0		405	3,000	-2,595	13.50%
8590 Contract Work	9,833	13,000	-3,167	75.64%	24,250	79,000	-54,750	30.70%
Total 4- PERSONNEL	\$ 49,257	\$ 60,028	\$ -10,772	82.06%	\$ 139,652	\$ 655,235	\$ -515,583	21.31%
Payroll Expenses			0		0	0	0	
Company Contributions			0		0	0	0	
Retirement	1,303		1,303		3,798	0	3,798	
Total Company Contributions	\$ 1,303	\$ 0	\$ 1,303		\$ 3,798	\$ 0	\$ 3,798	
Total Payroll Expenses	\$ 1,303	\$ 0	\$ 1,303		\$ 3,798	\$ 0	\$ 3,798	
Total Expenses	\$ 116,225	\$ 144,011	\$ -27,787	80.71%	\$ 322,688	\$ 1,742,194	\$ -1,419,507	18.52%
Net Operating Income	\$ -116,225	\$ -19,011	\$ -97,213	611.35%	\$ -310,188	\$ -287,194	\$ -22,993	108.01%
Net Income	\$ -116,225	\$ -19,011	\$ -97,213	611.35%	\$ -310,188	\$ -287,194	\$ -22,993	108.01%

Mendocino County Tourism Commission
Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L
 July 2024 - June 2025

	Aug 2024				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Income								
4030 County BID		125,000.00	-125,000.00	0.00%	0.00	1,500,000.00	-1,500,000.00	0.00%
4031 County BID adjustments		0.00	0.00		0.00	-45,000.00	45,000.00	0.00%
4035 County 50% Match			0.00		12,500.00	0.00	12,500.00	
Total Income	\$ 0.00	\$ 125,000.00	\$ -125,000.00	0.00%	\$ 12,500.00	\$ 1,455,000.00	\$ -1,442,500.00	0.86%
Gross Profit	\$ 0.00	\$ 125,000.00	\$ -125,000.00	0.00%	\$ 12,500.00	\$ 1,455,000.00	\$ -1,442,500.00	0.86%
Expenses								
1- MEDIA & WEBSITE	30,008.20	46,866.66	-16,858.46	64.03%	113,163.80	601,856.66	-488,692.86	18.80%
2- VISITOR SVS / PARTNERSHIPS	16,931.67	20,433.33	-3,501.66	82.86%	20,194.05	273,892.00	-253,697.95	7.37%
3- ADMIN EXPENSES	18,725.12	16,683.00	2,042.12	112.24%	45,880.06	211,211.00	-165,330.94	21.72%
4- PERSONNEL	49,256.50	60,028.13	-10,771.63	82.06%	139,651.76	655,234.57	-515,582.81	21.31%
Payroll Expenses	1,303.04		1,303.04		3,797.90	0.00	3,797.90	
Total Expenses	\$ 116,224.53	\$ 144,011.12	\$ -27,786.59	80.71%	\$ 322,687.57	\$ 1,742,194.23	\$ -1,419,506.66	18.52%
Net Operating Income	\$ -116,224.53	\$ -19,011.12	\$ -97,213.41	611.35%	\$ -310,187.57	\$ -287,194.23	\$ -22,993.34	108.01%
Net Income	\$ -116,224.53	\$ -19,011.12	\$ -97,213.41	611.35%	\$ -310,187.57	\$ -287,194.23	\$ -22,993.34	108.01%

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Mendocino County Tourism Commission

Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L

August 2024

	AUG 2024				TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income								
4030 County BID		125,000.00	-125,000.00		\$0.00	\$125,000.00	\$ -125,000.00	0.00%
Total Income	\$0.00	\$125,000.00	\$ -125,000.00	0.00%	\$0.00	\$125,000.00	\$ -125,000.00	0.00%
GROSS PROFIT	\$0.00	\$125,000.00	\$ -125,000.00	0.00 %	\$0.00	\$125,000.00	\$ -125,000.00	0.00 %
Expenses								
1- MEDIA & WEBSITE					\$0.00	\$0.00	\$0.00	0.00%
50 Advertising / Media								
50 Advertising / Media	500.00		500.00		\$500.00	\$0.00	\$500.00	0.00%
5130 Print & Online Advertising	15,250.01	25,000.00	-9,749.99	61.00 %	\$15,250.01	\$25,000.00	\$ -9,749.99	61.00 %
5170 Photography		1,000.00	-1,000.00		\$0.00	\$1,000.00	\$ -1,000.00	0.00%
5240 Research & Development	1,000.00	500.00	500.00	200.00 %	\$1,000.00	\$500.00	\$500.00	200.00 %
5280 Video Development		1,250.00	-1,250.00		\$0.00	\$1,250.00	\$ -1,250.00	0.00%
5290 Marketing Contingency		1,000.00	-1,000.00		\$0.00	\$1,000.00	\$ -1,000.00	0.00%
Total 50 Advertising / Media	16,750.01	28,750.00	-11,999.99	58.26 %	\$16,750.01	\$28,750.00	\$ -11,999.99	58.26 %
55 Marketing / Public Relations								
55 Marketing / Public Relations					\$0.00	\$0.00	\$0.00	0.00%
5510 Public Relations Contract	9,256.66	9,516.66	-260.00	97.27 %	\$9,256.66	\$9,516.66	\$ -260.00	97.27 %
5520 Marketing Agency Contract		2,000.00	-2,000.00		\$0.00	\$2,000.00	\$ -2,000.00	0.00%
5540 Clipping Service		750.00	-750.00		\$0.00	\$750.00	\$ -750.00	0.00%
5560 Media Events		250.00	-250.00		\$0.00	\$250.00	\$ -250.00	0.00%
5610 Travel -PR Related	769.02	0.00	769.02		\$769.02	\$0.00	\$769.02	0.00%
5680 Visiting Media FAM Expenses		500.00	-500.00		\$0.00	\$500.00	\$ -500.00	0.00%
Total 55 Marketing / Public Relations	10,025.68	13,016.66	-2,990.98	77.02 %	\$10,025.68	\$13,016.66	\$ -2,990.98	77.02 %
57 Website Maint / Development								
57 Website Maint / Development					\$0.00	\$0.00	\$0.00	0.00%
5710 Interactive Media Coordinator		2,500.00	-2,500.00		\$0.00	\$2,500.00	\$ -2,500.00	0.00%
5740 Content Creation	2,500.00	1,500.00	1,000.00	166.67 %	\$2,500.00	\$1,500.00	\$1,000.00	166.67 %
5750 Development/ Maintenance	732.51	500.00	232.51	146.50 %	\$732.51	\$500.00	\$232.51	146.50 %
5780 Interactive Marketing		100.00	-100.00		\$0.00	\$100.00	\$ -100.00	0.00%
Total 57 Website Maint / Development	3,232.51	4,600.00	-1,367.49	70.27 %	\$3,232.51	\$4,600.00	\$ -1,367.49	70.27 %
58 Leisure / Group Sales								
58 Leisure / Group Sales					\$0.00	\$0.00	\$0.00	0.00%
5890 Misc. Sales Opportunities		500.00	-500.00		\$0.00	\$500.00	\$ -500.00	0.00%
Total 58 Leisure / Group Sales		500.00	-500.00		\$0.00	\$500.00	\$ -500.00	0.00%
Total 1- MEDIA & WEBSITE	30,008.20	46,866.66	-16,858.46	64.03 %	\$30,008.20	\$46,866.66	\$ -16,858.46	64.03 %
2- VISITOR SVS / PARTNERSHIPS								
Partnerships					\$0.00	\$0.00	\$0.00	0.00%
6555 Conferences & Seminars Travel								
6555 Conferences & Seminars Travel	1,143.60	0.00	1,143.60		\$1,143.60	\$0.00	\$1,143.60	0.00%
6570 In-County Relations	1,096.35	1,050.00	46.35	104.41 %	\$1,096.35	\$1,050.00	\$46.35	104.41 %
6575 Stakeholder Networking		500.00	-500.00		\$0.00	\$500.00	\$ -500.00	0.00%
6590 Memberships	2,350.00	0.00	2,350.00		\$2,350.00	\$0.00	\$2,350.00	0.00%
6610 North Coast Tourism Council	10,500.00	2,000.00	8,500.00	525.00 %	\$10,500.00	\$2,000.00	\$8,500.00	525.00 %
Total Partnerships	15,089.95	3,550.00	11,539.95	425.07 %	\$15,089.95	\$3,550.00	\$11,539.95	425.07 %
Visitor Services								
6720 Event & Festival Guides	847.22	9,591.66	-8,744.44	8.83 %	\$847.22	\$9,591.66	\$ -8,744.44	8.83 %
6730 Incentives & Sponsorships	994.50	625.00	369.50	159.12 %	\$994.50	\$625.00	\$369.50	159.12 %
6770 Visitor Centers & Signage		6,666.67	-6,666.67		\$0.00	\$6,666.67	\$ -6,666.67	0.00%
Total Visitor Services	1,841.72	16,883.33	-15,041.61	10.91 %	\$1,841.72	\$16,883.33	\$ -15,041.61	10.91 %
Total 2- VISITOR SVS / PARTNERSHIPS	16,931.67	20,433.33	-3,501.66	82.86 %	\$16,931.67	\$20,433.33	\$ -3,501.66	82.86 %
3- ADMIN EXPENSES								
General Admin					\$0.00	\$0.00	\$0.00	0.00%
7010 Accounting								
7010 Accounting	2,316.00	2,300.00	16.00	100.70 %	\$2,316.00	\$2,300.00	\$16.00	100.70 %
7060 Bank Fees		50.00	-50.00		\$0.00	\$50.00	\$ -50.00	0.00%
7080 Board Development	6,240.00	6,275.00	-35.00	99.44 %	\$6,240.00	\$6,275.00	\$ -35.00	99.44 %
7090 Copying & Printing		200.00	-200.00		\$0.00	\$200.00	\$ -200.00	0.00%
7100 Dues & Subscriptions	3,832.27	1,353.00	2,479.27	283.24 %	\$3,832.27	\$1,353.00	\$2,479.27	283.24 %
7130 Legal Fees		250.00	-250.00		\$0.00	\$250.00	\$ -250.00	0.00%
7150 Meeting Expenses	228.95	185.00	43.95	123.76 %	\$228.95	\$185.00	\$43.95	123.76 %
7200 Office Expense	171.17	150.00	21.17	114.11 %	\$171.17	\$150.00	\$21.17	114.11 %
7210 Postage & Shipping	717.95	350.00	367.95	205.13 %	\$717.95	\$350.00	\$367.95	205.13 %
7280 Travel Expenses	471.89	750.00	-278.11	62.92 %	\$471.89	\$750.00	\$ -278.11	62.92 %
Total General Admin	13,978.23	11,863.00	2,115.23	117.83 %	\$13,978.23	\$11,863.00	\$2,115.23	117.83 %
Occupancy Costs								
7650 Rent	2,300.00	2,700.00	-400.00	85.19 %	\$2,300.00	\$2,700.00	\$ -400.00	85.19 %
7660 Insurance	216.33	0.00	216.33		\$216.33	\$0.00	\$216.33	0.00%
7850 Repairs & Maintenance	404.95	575.00	-170.05	70.43 %	\$404.95	\$575.00	\$ -170.05	70.43 %
7890 Taxes		100.00	-100.00		\$0.00	\$100.00	\$ -100.00	0.00%
7910 Telecommunication	1,061.78	600.00	461.78	176.96 %	\$1,061.78	\$600.00	\$461.78	176.96 %

Mendocino County Tourism Commission

Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L

August 2024

	AUG 2024				TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
7950 Utilities	119.83	845.00	-725.17	14.18 %	\$119.83	\$845.00	\$ -725.17	14.18 %
7990 Depreciation Expense	644.00		644.00		\$644.00	\$0.00	\$644.00	0.00%
Total Occupancy Costs	4,746.89	4,820.00	-73.11	98.48 %	\$4,746.89	\$4,820.00	\$ -73.11	98.48 %
Total 3- ADMIN EXPENSES	18,725.12	16,683.00	2,042.12	112.24 %	\$18,725.12	\$16,683.00	\$2,042.12	112.24 %
4- PERSONNEL					\$0.00	\$0.00	\$0.00	0.00%
8510 Salaries & Wages	30,863.16	35,360.00	-4,496.84	87.28 %	\$30,863.16	\$35,360.00	\$ -4,496.84	87.28 %
8520 Paid Time Off	2,860.48	3,632.70	-772.22	78.74 %	\$2,860.48	\$3,632.70	\$ -772.22	78.74 %
8530 Payroll Taxes	2,777.20	4,897.36	-2,120.16	56.71 %	\$2,777.20	\$4,897.36	\$ -2,120.16	56.71 %
8540 Payroll Processing Fees		85.00	-85.00		\$0.00	\$85.00	\$ -85.00	0.00%
8550 Workers Comp	172.33	303.07	-130.74	56.86 %	\$172.33	\$303.07	\$ -130.74	56.86 %
8570 Health Insurance Allowance	2,750.00	2,750.00	0.00	100.00 %	\$2,750.00	\$2,750.00	\$0.00	100.00 %
8590 Contract Work	9,833.33	13,000.00	-3,166.67	75.64 %	\$9,833.33	\$13,000.00	\$ -3,166.67	75.64 %
Total 4- PERSONNEL	49,256.50	60,028.13	-10,771.63	82.06 %	\$49,256.50	\$60,028.13	\$ -10,771.63	82.06 %
Payroll Expenses					\$0.00	\$0.00	\$0.00	0.00%
Company Contributions					\$0.00	\$0.00	\$0.00	0.00%
Retirement	1,303.04		1,303.04		\$1,303.04	\$0.00	\$1,303.04	0.00%
Total Company Contributions	1,303.04		1,303.04		\$1,303.04	\$0.00	\$1,303.04	0.00%
Total Payroll Expenses	1,303.04		1,303.04		\$1,303.04	\$0.00	\$1,303.04	0.00%
Total Expenses	\$116,224.53	\$144,011.12	\$ -27,786.59	80.71 %	\$116,224.53	\$144,011.12	\$ -27,786.59	80.71 %
NET OPERATING INCOME	\$ -116,224.53	\$ -19,011.12	\$ -97,213.41	611.35 %	\$ -116,224.53	\$ -19,011.12	\$ -97,213.41	611.35 %
NET INCOME	\$ -116,224.53	\$ -19,011.12	\$ -97,213.41	611.35 %	\$ -116,224.53	\$ -19,011.12	\$ -97,213.41	611.35 %

Visit Mendocino County

Statement of Cash Flows

August 2024

	TOTAL
OPERATING ACTIVITIES	
Net Income	-116,224.53
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1230 Prepaid Expenses	-8,896.17
2000 Accounts Payable	29,264.27
Ramp Card	13,736.35
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	0.00
2270 Payroll Liabilities:Accrued Payroll	4,068.30
2275 Payroll Liabilities:Accrued PTO	114.32
Direct Deposit Payable	0.00
Payroll Liabilities:401(k) Contribution	4,527.23
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	42,814.30
Net cash provided by operating activities	\$ -73,410.23
INVESTING ACTIVITIES	
1600 Accumulated Depreciation	644.00
Net cash provided by investing activities	\$644.00
NET CASH INCREASE FOR PERIOD	\$ -72,766.23
Cash at beginning of period	862,286.16
CASH AT END OF PERIOD	\$789,519.93

Mendocino County Tourism Commission

Profit and Loss Comparison

July - August, 2024

	TOTAL			
	JUL - AUG, 2024	JUL - AUG, 2023 (PY)	CHANGE	% CHANGE
Income				
4035 County 50% Match	12,500.00	12,500.00	0.00	0.00 %
Total Income	\$12,500.00	\$12,500.00	\$0.00	0.00 %
GROSS PROFIT	\$12,500.00	\$12,500.00	\$0.00	0.00 %
Expenses				
1- MEDIA & WEBSITE				
50 Advertising / Media	1,500.00	500.00	1,000.00	200.00 %
5130 Print & Online Advertising	60,176.07	122,755.43	-62,579.36	-50.98 %
5170 Photography		2,275.00	-2,275.00	-100.00 %
5240 Research & Development	3,000.00	10,160.00	-7,160.00	-70.47 %
5280 Video Development	2,525.00	13,533.76	-11,008.76	-81.34 %
Total 50 Advertising / Media	67,201.07	149,224.19	-82,023.12	-54.97 %
55 Marketing / Public Relations				
5510 Public Relations Contract	18,513.32	18,333.32	180.00	0.98 %
5540 Clipping Service		1,480.00	-1,480.00	-100.00 %
5550 In-Market PR Stunts		1,649.04	-1,649.04	-100.00 %
5560 Media Events	1,574.75	995.18	579.57	58.24 %
5610 Travel -PR Related	1,054.85	3,452.10	-2,397.25	-69.44 %
5680 Visiting Media FAM Expenses		227.28	-227.28	-100.00 %
Total 55 Marketing / Public Relations	21,142.92	26,136.92	-4,994.00	-19.11 %
57 Website Maint / Development				
5740 Content Creation	7,500.00	5,000.00	2,500.00	50.00 %
5750 Development/ Maintenance	1,954.64	4,537.60	-2,582.96	-56.92 %
5780 Interactive Marketing	900.00		900.00	
Total 57 Website Maint / Development	10,354.64	9,537.60	817.04	8.57 %
58 Leisure / Group Sales				
5810 Promotion Items, Booth Develop		3,285.46	-3,285.46	-100.00 %
5840 State Fair Exhibit		7,039.91	-7,039.91	-100.00 %
5880 Travel - Leisure/Group Sales		492.36	-492.36	-100.00 %
5885 Travel - Group FAMs	-250.00	901.79	-1,151.79	-127.72 %
Total 58 Leisure / Group Sales	-250.00	11,719.52	-11,969.52	-102.13 %
Total 1- MEDIA & WEBSITE	98,448.63	196,618.23	-98,169.60	-49.93 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July - August, 2024

	TOTAL			
	JUL - AUG, 2024	JUL - AUG, 2023 (PY)	CHANGE	% CHANGE
2- VISITOR SVS / PARTNERSHIPS				
Partnerships				
6550 Conferences & Seminars		1,199.00	-1,199.00	-100.00 %
6555 Conferences & Seminars Travel	1,143.60	88.51	1,055.09	1,192.06 %
6570 In-County Relations	1,228.35	733.66	494.69	67.43 %
6575 Stakeholder Networking		1,510.21	-1,510.21	-100.00 %
6580 Contracted Writing Services	480.00		480.00	
6590 Memberships	2,350.00	2,070.00	280.00	13.53 %
6610 North Coast Tourism Council	10,500.00	2,893.12	7,606.88	262.93 %
Total Partnerships	15,701.95	8,494.50	7,207.45	84.85 %
Visitor Services				
6720 Event & Festival Guides	1,820.30	3,163.80	-1,343.50	-42.46 %
6730 Incentives & Sponsorships	1,621.80	28,006.67	-26,384.87	-94.21 %
6770 Visitor Centers & Signage	800.00	3,039.74	-2,239.74	-73.68 %
Total Visitor Services	4,242.10	34,210.21	-29,968.11	-87.60 %
Total 2- VISITOR SVS / PARTNERSHIPS	19,944.05	42,704.71	-22,760.66	-53.30 %
3- ADMIN EXPENSES				
General Admin				
7010 Accounting	4,502.00	4,280.00	222.00	5.19 %
7060 Bank Fees		21.20	-21.20	-100.00 %
7080 Board Development	12,480.00	12,480.00	0.00	0.00 %
7100 Dues & Subscriptions	8,077.28	9,407.39	-1,330.11	-14.14 %
7130 Legal Fees		90.00	-90.00	-100.00 %
7150 Meeting Expenses	228.95	34.55	194.40	562.66 %
7200 Office Expense	938.29	3,346.66	-2,408.37	-71.96 %
7210 Postage & Shipping	951.41	2,160.94	-1,209.53	-55.97 %
7280 Travel Expenses	1,066.12	3,284.44	-2,218.32	-67.54 %
Total General Admin	28,244.05	35,105.18	-6,861.13	-19.54 %
Occupancy Costs				
7650 Rent	4,600.00	4,924.00	-324.00	-6.58 %
7660 Insurance	432.66	946.68	-514.02	-54.30 %
7850 Repairs & Maintenance	744.90	799.90	-55.00	-6.88 %
7890 Taxes	279.26	311.04	-31.78	-10.22 %
7910 Telecommunication	1,969.96	1,011.39	958.57	94.78 %
7950 Utilities	885.33	758.34	126.99	16.75 %
7990 Depreciation Expense	1,288.00	1,288.00	0.00	0.00 %
Total Occupancy Costs	10,200.11	10,039.35	160.76	1.60 %
Total 3- ADMIN EXPENSES	38,444.16	45,144.53	-6,700.37	-14.84 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July - August, 2024

	TOTAL			
	JUL - AUG, 2024	JUL - AUG, 2023 (PY)	CHANGE	% CHANGE
4- PERSONNEL				
8510 Salaries & Wages	53,117.17	46,156.24	6,960.93	15.08 %
8511 Retirement		2,782.78	-2,782.78	-100.00 %
8520 Paid Time Off	4,506.80	1,225.17	3,281.63	267.85 %
8530 Payroll Taxes	4,694.39	4,056.84	637.55	15.72 %
8540 Payroll Processing Fees	206.00	281.00	-75.00	-26.69 %
8550 Workers Comp	344.66	1,986.48	-1,641.82	-82.65 %
8570 Health Insurance Allowance	5,000.00	5,850.00	-850.00	-14.53 %
8580 Other Employee Benefits	405.00	410.00	-5.00	-1.22 %
8590 Contract Work	19,666.66	8,333.34	11,333.32	136.00 %
8615 Employee Recruitment		81.67	-81.67	-100.00 %
Total 4- PERSONNEL	87,940.68	71,163.52	16,777.16	23.58 %
Payroll Expenses				
Company Contributions				
Retirement	2,454.76		2,454.76	
Total Company Contributions	2,454.76		2,454.76	
Total Payroll Expenses	2,454.76		2,454.76	
Uncategorized Expense		47.00	-47.00	-100.00 %
Total Expenses	\$247,232.28	\$355,677.99	\$ -108,445.71	-30.49 %
NET OPERATING INCOME	\$ -234,732.28	\$ -343,177.99	\$108,445.71	31.60 %
Other Income				
Redeemed Cash Back		2,161.26	-2,161.26	-100.00 %
Total Other Income	\$0.00	\$2,161.26	\$ -2,161.26	-100.00 %
NET OTHER INCOME	\$0.00	\$2,161.26	\$ -2,161.26	-100.00 %
NET INCOME	\$ -234,732.28	\$ -341,016.73	\$106,284.45	31.17 %