

Visit Mendocino County

Balance Sheet Comparison

As of February 28, 2025

	TOTAL	
	AS OF FEB 28, 2025	AS OF FEB 29, 2024 (PY)
ASSETS		
Current Assets		
Bank Accounts		
1005 SBMC Checking	98,301.31	47,386.16
1010 SBMC Contingency/Savings	600,905.26	1,000,497.46
1030 Cash drawer	100.00	100.00
Total Bank Accounts	\$699,306.57	\$1,047,983.62
Accounts Receivable		
1100 Accounts Receivable	254,150.99	25,000.00
Total Accounts Receivable	\$254,150.99	\$25,000.00
Other Current Assets		
1230 Prepaid Expenses	3,578.55	44,867.85
1250 Refundable Deposits	1,800.00	1,800.00
1270 Receivable Other	-4,107.06	-4,107.06
1290 Loan to Employee	0.00	0.00
Undeposited Funds	0.00	0.00
Total Other Current Assets	\$1,271.49	\$42,560.79
Total Current Assets	\$954,729.05	\$1,115,544.41
Fixed Assets		
1510 Furniture and Equipment	46,655.22	41,311.75
1600 Accumulated Depreciation	-37,505.69	-29,066.37
Total Fixed Assets	\$9,149.53	\$12,245.38
Other Assets		
1700 Website Development	0.00	0.00
1750 Accumulated Amortization	0.00	0.00
Total Other Assets	\$0.00	\$0.00
TOTAL ASSETS	\$963,878.58	\$1,127,789.79
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
2000 Accounts Payable	16,179.43	104,065.37
Total Accounts Payable	\$16,179.43	\$104,065.37
Credit Cards		
Ramp Card	0.00	8,327.19

Visit Mendocino County

Balance Sheet Comparison

As of February 28, 2025

	TOTAL	
	AS OF FEB 28, 2025	AS OF FEB 29, 2024 (PY)
Total Credit Cards	\$0.00	\$8,327.19
Other Current Liabilities		
2100 Accrued Expenses	1,115.00	1,115.00
2150 Other Liabilities-County Match	0.00	0.00
2300 Loan Payable	0.00	0.00
Direct Deposit Payable	0.00	0.00
Not in Use	0.00	0.00
Payroll Liabilities	0.00	0.00
2210 Federal Taxes (941/944)	0.00	0.00
2220 CA PIT / SDI	0.00	0.00
2230 CA SUI / ETT	0.00	0.00
2240 FUTA Payable	223.73	227.55
2270 Accrued Payroll	3,831.36	3,351.46
2275 Accrued PTO	12,128.39	11,724.95
2280 Health Insurance Payable	0.00	0.00
2290 Direct Deposit Liabilities	0.00	0.00
401(k) Contribution	0.03	0.03
Federal Payroll Tax Payable	0.00	0.00
State Payroll Tax Payable	0.00	0.00
SUI & ETT Payable	0.00	0.00
Total Payroll Liabilities	16,183.51	15,303.99
Total Other Current Liabilities	\$17,298.51	\$16,418.99
Total Current Liabilities	\$33,477.94	\$128,811.55
Total Liabilities	\$33,477.94	\$128,811.55
Equity		
3100 Contingency-Restricted	187,622.35	187,622.35
3900 Unrestricted Net Assets (RE)	1,039,404.46	1,431,851.51
Opening Bal Equity	0.00	0.00
Net Income	-296,626.17	-620,495.62
Total Equity	\$930,400.64	\$998,978.24
TOTAL LIABILITIES AND EQUITY	\$963,878.58	\$1,127,789.79

Mendocino County Tourism Commission
Budget vs. Actuals: FY 24/25 - FY25 P&L
 July 2024 - June 2025

	Feb 2025 over				Total			
	Actual	Budget	Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Income								
4030 County BID	254,151	125,000	129,151	203.32%	644,695	1,500,000	-855,305	42.98%
4031 County BID adjustments		0	0		0	-45,000	45,000	0.00%
4035 County 50% Match			0		12,500	0	12,500	
Other Income			0		171	0	171	
Total Income	\$ 254,151	\$ 125,000	\$ 129,151	203.32%	\$ 657,366	\$ 1,455,000	\$ -797,634	45.18%
Gross Profit	\$ 254,151	\$ 125,000	\$ 129,151	203.32%	\$ 657,366	\$ 1,455,000	\$ -797,634	45.18%
Expenses								
1- MEDIA & WEBSITE	30,632	47,867	-17,235	63.99%	339,174	601,857	-262,683	56.35%
2- VISITOR SVS / PARTNERSHIPS	9,816	17,633	-7,817	55.67%	86,250	273,892	-187,642	31.49%
3- ADMIN EXPENSES	25,292	16,583	8,709	152.51%	167,618	211,211	-43,593	79.36%
4- PERSONNEL	52,226	53,028	-803	98.49%	420,532	655,235	-234,703	64.18%
Payroll Expenses	1,345		1,345		11,809	0	11,809	
Total Expenses	\$ 119,310	\$ 135,111	\$ -15,802	88.30%	\$ 1,025,383	\$ 1,742,194	\$ -716,812	58.86%
Net Operating Income	\$ 134,841	\$ -10,111	\$ 144,953	-1333.59%	\$ -368,016	\$ -287,194	\$ -80,822	128.14%
Net Income	\$ 134,841	\$ -10,111	\$ 144,953	-1333.59%	\$ -368,016	\$ -287,194	\$ -80,822	128.14%

Mendocino County Tourism Commission
Budget vs. Actuals: FY 24/25 - FY25 P&L
 July 2024 - June 2025

	Feb 2025				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Income								
4030 County BID	254,150.99	125,000.00	129,150.99	203.32%	644,695.11	1,500,000.00	-855,304.89	42.98%
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	
Other Income			0.00		0.00	0.00	0.00	
4950 Interest Income			0.00		171.31	0.00	171.31	
Total Other Income	\$ 0.00	\$ 0.00	\$ 0.00		\$ 171.31	\$ 0.00	\$ 171.31	
Total Income	\$ 254,150.99	\$ 125,000.00	\$ 129,150.99	203.32%	\$ 657,366.42	\$ 1,455,000.00	\$ -797,633.58	45.18%
Gross Profit	\$ 254,150.99	\$ 125,000.00	\$ 129,150.99	203.32%	\$ 657,366.42	\$ 1,455,000.00	\$ -797,633.58	45.18%
Expenses								
1- MEDIA & WEBSITE			0.00		0.00	0.00	0.00	
50 Advertising / Media	500.00		500.00		4,500.00	0.00	4,500.00	
5130 Print & Online Advertising	6,474.67	25,000.00	-18,525.33	25.90%	151,351.53	315,000.00	-163,648.47	48.05%
5170 Photography		1,000.00	-1,000.00	0.00%	6,951.95	12,000.00	-5,048.05	57.93%
5240 Research & Development	6,000.00	500.00	5,500.00	1200.00%	34,000.00	6,000.00	28,000.00	566.67%
5280 Video Development		1,250.00	-1,250.00	0.00%	5,877.78	15,000.00	-9,122.22	39.19%
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	\$ 12,974.67	\$ 28,750.00	\$ -15,775.33	45.13%	\$ 202,681.26	\$ 360,000.00	\$ -157,318.74	56.30%
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%	83,309.94	114,200.00	-30,890.06	72.95%
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		750.00	-750.00	0.00%	0.00	9,000.00	-9,000.00	0.00%
5560 Media Events		250.00	-250.00	0.00%	1,805.00	9,666.66	-7,861.66	18.67%
5610 Travel -PR Related	281.99	0.00	281.99		5,006.68	3,000.00	2,006.68	166.89%
5680 Visiting Media FAM Expenses		500.00	-500.00	0.00%	4,519.38	6,000.00	-1,480.62	75.32%
Total 55 Marketing / Public Relations	\$ 9,538.65	\$ 13,016.66	\$ -3,478.01	73.28%	\$ 94,641.00	\$ 165,866.66	\$ -71,225.66	57.06%
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%	22,500.00	18,000.00	4,500.00	125.00%
5750 Development/ Maintenance	5,563.51	500.00	5,063.51	1112.70%	14,316.41	6,000.00	8,316.41	238.61%
5780 Interactive Marketing	55.00	100.00	-45.00	55.00%	955.00	1,200.00	-245.00	79.58%
Total 57 Website Maint / Development	\$ 8,118.51	\$ 4,600.00	\$ 3,518.51	176.49%	\$ 37,771.41	\$ 55,200.00	\$ -17,428.59	68.43%
58 Leisure / Group Sales			0.00		0.00	0.00	0.00	
5810 Promotion Items, Booth Develop		1,000.00	-1,000.00	0.00%	692.94	3,000.00	-2,307.06	23.10%
5820 Consumer & Trade Shows		0.00	0.00		0.00	6,300.00	-6,300.00	0.00%
5880 Travel - Leisure/Group Sales		0.00	0.00		137.54	5,490.00	-5,352.46	2.51%
5885 Travel - Group FAMs			0.00		-250.00	0.00	-250.00	
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	\$ 0.00	\$ 1,500.00	\$ -1,500.00	0.00%	\$ 4,080.48	\$ 20,790.00	\$ -16,709.52	19.63%
Total 1- MEDIA & WEBSITE	\$ 30,631.83	\$ 47,866.66	\$ -17,234.83	63.99%	\$ 339,174.15	\$ 601,856.66	\$ -262,682.51	56.35%
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		12,737.20	8,500.00	4,237.20	149.85%
6555 Conferences & Seminars Travel		0.00	0.00		2,428.22	15,810.00	-13,381.78	15.36%
6570 In-County Relations	150.01	1,050.00	-899.99	14.29%	10,853.45	14,100.00	-3,246.55	76.97%
6575 Stakeholder Networking	28.06	500.00	-471.94	5.61%	186.15	6,000.00	-5,813.85	3.10%
6580 Contracted Writing Services			0.00		480.00	0.00	480.00	
6590 Memberships	500.00	1,000.00	-500.00	50.00%	3,151.26	6,482.00	-3,330.74	48.62%
6610 North Coast Tourism Council		2,000.00	-2,000.00	0.00%	21,000.00	24,000.00	-3,000.00	87.50%
Total Partnerships	\$ 678.07	\$ 4,550.00	\$ -3,871.93	14.90%	\$ 50,836.28	\$ 74,892.00	\$ -24,055.72	67.88%
Visitor Services			0.00		0.00	0.00	0.00	
6720 Event & Festival Guides	4,674.03	5,791.67	-1,117.64	80.70%	15,283.29	96,100.00	-80,816.71	15.90%
6730 Incentives & Sponsorships	1,254.60	625.00	629.60	200.74%	16,120.90	22,900.00	-6,779.10	70.40%
6770 Visitor Centers & Signage	3,209.27	6,666.67	-3,457.40	48.14%	4,009.27	80,000.00	-75,990.73	5.01%
Total Visitor Services	\$ 9,137.90	\$ 13,083.34	\$ -3,945.44	69.84%	\$ 35,413.46	\$ 199,000.00	\$ -163,586.54	17.80%
Total 2- VISITOR SVS / PARTNERSHIPS	\$ 9,815.97	\$ 17,633.34	\$ -7,817.37	55.67%	\$ 86,249.74	\$ 273,892.00	\$ -187,642.26	31.49%
3- ADMIN EXPENSES			0.00		0.00	0.00	0.00	
General Admin			0.00		0.00	0.00	0.00	

7010 Accounting	4,783.00	2,300.00	2,483.00	207.96%	28,580.00	36,300.00	-7,720.00	78.73%
7060 Bank Fees	6.05	50.00	-43.95	12.10%	45.95	600.00	-554.05	7.66%
7080 Board Development	7,740.00	6,275.00	1,465.00	123.35%	42,024.22	76,265.00	-34,240.78	55.10%
7090 Copying & Printing		200.00	-200.00	0.00%	0.00	2,400.00	-2,400.00	0.00%
7100 Dues & Subscriptions	3,758.62	1,353.00	2,405.62	277.80%	37,173.20	16,236.00	20,937.20	228.96%
7130 Legal Fees	280.00	250.00	30.00	112.00%	280.00	3,000.00	-2,720.00	9.33%
7150 Meeting Expenses	247.54	185.00	62.54	133.81%	1,174.82	2,220.00	-1,045.18	52.92%
7200 Office Expense		150.00	-150.00	0.00%	1,916.17	1,800.00	116.17	106.45%
7210 Postage & Shipping	601.32	350.00	251.32	171.81%	3,116.85	4,200.00	-1,083.15	74.21%
7280 Travel Expenses	2,216.80	750.00	1,466.80	295.57%	8,132.13	9,000.00	-867.87	90.36%
Total General Admin	\$ 19,633.33	\$ 11,863.00	\$ 7,770.33	165.50%	\$ 122,443.34	\$ 152,021.00	\$ -29,577.66	80.54%
Occupancy Costs			0.00		0.00	0.00	0.00	
7650 Rent	2,300.00	2,700.00	-400.00	85.19%	18,400.00	32,400.00	-14,000.00	56.79%
7660 Insurance	216.33	0.00	216.33		1,730.64	2,450.00	-719.36	70.64%
7850 Repairs & Maintenance	404.95	575.00	-170.05	70.43%	3,664.54	6,900.00	-3,235.46	53.11%
7890 Taxes	200.00	0.00	200.00		479.26	100.00	379.26	479.26%
7910 Telecommunication	550.49	600.00	-49.51	91.75%	7,734.60	7,200.00	534.60	107.43%
7950 Utilities	1,306.75	845.00	461.75	154.64%	7,310.94	10,140.00	-2,829.06	72.10%
7990 Depreciation Expense	679.67		679.67		5,854.68	0.00	5,854.68	
Total Occupancy Costs	\$ 5,658.19	\$ 4,720.00	\$ 938.19	119.88%	\$ 45,174.66	\$ 59,190.00	\$ -14,015.34	76.32%
Total 3- ADMIN EXPENSES	\$ 25,291.52	\$ 16,583.00	\$ 8,708.52	152.51%	\$ 167,618.00	\$ 211,211.00	\$ -43,593.00	79.36%
4- PERSONNEL			0.00		0.00	0.00	0.00	
8510 Salaries & Wages	30,857.14	35,360.00	-4,502.86	87.27%	276,940.55	424,320.00	-147,379.45	65.27%
8520 Paid Time Off	555.14	3,632.70	-3,077.56	15.28%	9,094.32	51,438.40	-42,344.08	17.68%
8530 Payroll Taxes	1,292.03	4,897.36	-3,605.33	26.38%	27,034.97	58,768.32	-31,733.35	46.00%
8540 Payroll Processing Fees		85.00	-85.00	0.00%	972.00	2,071.00	-1,099.00	46.93%
8550 Workers Comp	192.33	303.07	-110.74	63.46%	1,414.64	3,636.85	-2,222.21	38.90%
8570 Health Insurance Allowance	2,750.00	2,750.00	0.00	100.00%	24,250.00	33,000.00	-8,750.00	73.48%
8580 Other Employee Benefits		0.00	0.00		1,320.00	3,000.00	-1,680.00	44.00%
8590 Contract Work	16,578.93	6,000.00	10,578.93	276.32%	79,505.57	79,000.00	505.57	100.64%
Total 4- PERSONNEL	\$ 52,225.57	\$ 53,028.13	\$ -802.56	98.49%	\$ 420,532.05	\$ 655,234.57	\$ -234,702.52	64.18%
Payroll Expenses			0.00		0.00	0.00	0.00	
Company Contributions			0.00		0.00	0.00	0.00	
Retirement	1,344.70		1,344.70		11,808.78	0.00	11,808.78	
Total Company Contributions	\$ 1,344.70	\$ 0.00	\$ 1,344.70		\$ 11,808.78	\$ 0.00	\$ 11,808.78	
Total Payroll Expenses	\$ 1,344.70	\$ 0.00	\$ 1,344.70		\$ 11,808.78	\$ 0.00	\$ 11,808.78	
Total Expenses	\$ 119,309.59	\$ 135,111.13	\$ -15,801.54	88.30%	\$ 1,025,382.72	\$ 1,742,194.23	\$ -716,811.51	58.86%
Net Operating Income	\$ 134,841.40	\$ -10,111.13	\$ 144,952.53	-1333.59%	\$ -368,016.30	\$ -287,194.23	\$ -80,822.07	128.14%
Net Income	\$ 134,841.40	\$ -10,111.13	\$ 144,952.53	-1333.59%	\$ -368,016.30	\$ -287,194.23	\$ -80,822.07	128.14%

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Visit Mendocino County

Statement of Cash Flows

February 2025

	TOTAL
OPERATING ACTIVITIES	
Net Income	134,841.40
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1100 Accounts Receivable	-254,150.99
1230 Prepaid Expenses	-483.50
2000 Accounts Payable	-729.31
Ramp Card	-10,794.96
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	36.96
2270 Payroll Liabilities:Accrued Payroll	-1,709.13
2275 Payroll Liabilities:Accrued PTO	555.14
Direct Deposit Payable	0.00
Payroll Liabilities:401(k) Contribution	0.00
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	-267,275.79
Net cash provided by operating activities	\$ -132,434.39
INVESTING ACTIVITIES	
1600 Accumulated Depreciation	679.67
Net cash provided by investing activities	\$679.67
NET CASH INCREASE FOR PERIOD	\$ -131,754.72
Cash at beginning of period	831,061.29
CASH AT END OF PERIOD	\$699,306.57

Mendocino County Tourism Commission

Profit and Loss Comparison

July 2024 - February 2025

	TOTAL			
	JUL 2024 - FEB 2025	JUL 2023 - FEB 2024 (PY)	CHANGE	% CHANGE
Income				
4030 County BID	644,695.11	655,181.90	-10,486.79	-1.60 %
4035 County 50% Match	12,500.00	95,869.08	-83,369.08	-86.96 %
Other Income				
4940 Misc. Income		3,000.00	-3,000.00	-100.00 %
4950 Interest Income	171.31	252.15	-80.84	-32.06 %
Total Other Income	171.31	3,252.15	-3,080.84	-94.73 %
Uncategorized Income		3,749.15	-3,749.15	-100.00 %
Total Income	\$657,366.42	\$758,052.28	\$ -100,685.86	-13.28 %
GROSS PROFIT	\$657,366.42	\$758,052.28	\$ -100,685.86	-13.28 %
Expenses				
1- MEDIA & WEBSITE				
50 Advertising / Media	4,500.00	3,500.00	1,000.00	28.57 %
5130 Print & Online Advertising	151,351.53	383,632.30	-232,280.77	-60.55 %
5150 Ad Development/Design		2,779.13	-2,779.13	-100.00 %
5170 Photography	6,951.95	5,432.08	1,519.87	27.98 %
5240 Research & Development	34,000.00	43,160.00	-9,160.00	-21.22 %
5280 Video Development	5,877.78	14,377.87	-8,500.09	-59.12 %
Total 50 Advertising / Media	202,681.26	452,881.38	-250,200.12	-55.25 %
55 Marketing / Public Relations				
5510 Public Relations Contract	74,053.28	82,499.94	-8,446.66	-10.24 %
5540 Clipping Service		5,625.95	-5,625.95	-100.00 %
5550 In-Market PR Stunts		2,338.80	-2,338.80	-100.00 %
5560 Media Events	1,805.00	7,761.68	-5,956.68	-76.74 %
5610 Travel -PR Related	5,006.68	8,492.81	-3,486.13	-41.05 %
5680 Visiting Media FAM Expenses	4,519.38	5,541.24	-1,021.86	-18.44 %
Total 55 Marketing / Public Relations	85,384.34	112,260.42	-26,876.08	-23.94 %
57 Website Maint / Development				
5740 Content Creation	22,500.00	24,900.00	-2,400.00	-9.64 %
5750 Development/ Maintenance	14,316.41	11,521.81	2,794.60	24.25 %
5780 Interactive Marketing	955.00	33,507.03	-32,552.03	-97.15 %
Total 57 Website Maint / Development	37,771.41	69,928.84	-32,157.43	-45.99 %
58 Leisure / Group Sales				
5810 Promotion Items, Booth Develop	692.94	12,204.16	-11,511.22	-94.32 %
5840 State Fair Exhibit		9,039.91	-9,039.91	-100.00 %
5880 Travel - Leisure/Group Sales	137.54	1,338.52	-1,200.98	-89.72 %
5885 Travel - Group FAMs	-250.00	926.21	-1,176.21	-126.99 %
5890 Misc. Sales Opportunities		7,000.00	-7,000.00	-100.00 %
Total 58 Leisure / Group Sales	580.48	30,508.80	-29,928.32	-98.10 %
Total 1- MEDIA & WEBSITE	326,417.49	665,579.44	-339,161.95	-50.96 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July 2024 - February 2025

	TOTAL			
	JUL 2024 - FEB 2025	JUL 2023 - FEB 2024 (PY)	CHANGE	% CHANGE
2- VISITOR SVS / PARTNERSHIPS				
Partnerships				
6550 Conferences & Seminars	12,737.20	6,581.09	6,156.11	93.54 %
6555 Conferences & Seminars Travel	2,428.22	8,396.73	-5,968.51	-71.08 %
6570 In-County Relations	10,853.45	11,989.83	-1,136.38	-9.48 %
6575 Stakeholder Networking	186.15	3,894.75	-3,708.60	-95.22 %
6580 Contracted Writing Services	480.00	5,600.00	-5,120.00	-91.43 %
6590 Memberships	3,151.26	19,374.46	-16,223.20	-83.73 %
6610 North Coast Tourism Council	21,000.00	4,933.02	16,066.98	325.70 %
Total Partnerships	50,836.28	60,769.88	-9,933.60	-16.35 %
Visitor Services				
6720 Event & Festival Guides	14,683.29	28,937.37	-14,254.08	-49.26 %
6730 Incentives & Sponsorships	8,920.90	43,418.67	-34,497.77	-79.45 %
6770 Visitor Centers & Signage	4,009.27	25,841.52	-21,832.25	-84.49 %
Total Visitor Services	27,613.46	98,197.56	-70,584.10	-71.88 %
Total 2- VISITOR SVS / PARTNERSHIPS	78,449.74	158,967.44	-80,517.70	-50.65 %
3- ADMIN EXPENSES				
General Admin				
7010 Accounting	26,755.00	33,122.00	-6,367.00	-19.22 %
7060 Bank Fees	45.95	109.20	-63.25	-57.92 %
7080 Board Development	35,784.22	51,817.34	-16,033.12	-30.94 %
7100 Dues & Subscriptions	37,173.20	37,946.31	-773.11	-2.04 %
7130 Legal Fees	280.00	965.00	-685.00	-70.98 %
7140 Licenses & Permits		20.00	-20.00	-100.00 %
7150 Meeting Expenses	1,174.82	1,107.38	67.44	6.09 %
7200 Office Expense	1,916.17	10,346.53	-8,430.36	-81.48 %
7210 Postage & Shipping	3,116.85	2,861.81	255.04	8.91 %
7280 Travel Expenses	8,132.13	13,105.00	-4,972.87	-37.95 %
Total General Admin	114,378.34	151,400.57	-37,022.23	-24.45 %
Occupancy Costs				
7650 Rent	18,400.00	19,210.00	-810.00	-4.22 %
7660 Insurance	1,730.64	3,636.68	-1,906.04	-52.41 %
7850 Repairs & Maintenance	3,034.59	4,518.02	-1,483.43	-32.83 %
7890 Taxes	479.26	311.04	168.22	54.08 %
7910 Telecommunication	7,083.24	5,865.38	1,217.86	20.76 %
7950 Utilities	6,626.72	5,417.29	1,209.43	22.33 %
7990 Depreciation Expense	5,854.68	4,901.37	953.31	19.45 %
Total Occupancy Costs	43,209.13	43,859.78	-650.65	-1.48 %
Total 3- ADMIN EXPENSES	157,587.47	195,260.35	-37,672.88	-19.29 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July 2024 - February 2025

	TOTAL			
	JUL 2024 - FEB 2025	JUL 2023 - FEB 2024 (PY)	CHANGE	% CHANGE
4- PERSONNEL				
8510 Salaries & Wages	248,370.89	234,709.52	13,661.37	5.82 %
8511 Retirement		4,676.77	-4,676.77	-100.00 %
8520 Paid Time Off	8,033.82	4,688.98	3,344.84	71.33 %
8530 Payroll Taxes	24,490.72	24,175.76	314.96	1.30 %
8540 Payroll Processing Fees	972.00	873.00	99.00	11.34 %
8550 Workers Comp	1,414.64	2,582.80	-1,168.16	-45.23 %
8570 Health Insurance Allowance	21,500.00	22,850.00	-1,350.00	-5.91 %
8580 Other Employee Benefits	1,320.00	1,249.10	70.90	5.68 %
8590 Contract Work	74,922.24	58,852.11	16,070.13	27.31 %
8615 Employee Recruitment		81.67	-81.67	-100.00 %
Total 4- PERSONNEL	381,024.31	354,739.71	26,284.60	7.41 %
Payroll Expenses		81.00	-81.00	-100.00 %
Company Contributions				
Retirement	10,513.58	6,081.22	4,432.36	72.89 %
Total Company Contributions	10,513.58	6,081.22	4,432.36	72.89 %
Total Payroll Expenses	10,513.58	6,162.22	4,351.36	70.61 %
Total Expenses	\$953,992.59	\$1,380,709.16	\$ -426,716.57	-30.91 %
NET OPERATING INCOME	\$ -296,626.17	\$ -622,656.88	\$326,030.71	52.36 %
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	\$ -296,626.17	\$ -620,495.62	\$323,869.45	52.20 %