

Mendocino County Tourism Commission

Balance Sheet Comparison

As of November 30, 2022

	TOTAL			
	AS OF NOV 30, 2022	AS OF NOV 30, 2021 (PY)	CHANGE	% CHANGE
ASSETS				
Current Assets				
Bank Accounts				
1005 SBMC Checking	486,327.82	391,094.01	95,233.81	24.35 %
1010 SBMC Contingency/Savings	966,292.31	965,746.86	545.45	0.06 %
1015 MLCU Checking	0.00	0.00	0.00	
1020 MLCU Savings	0.00	0.00	0.00	
1030 Cash drawer	100.00	100.00	0.00	0.00 %
Total Bank Accounts	\$1,452,720.13	\$1,356,940.87	\$95,779.26	7.06 %
Accounts Receivable				
1100 Accounts Receivable	350,558.16	345,030.48	5,527.68	1.60 %
Total Accounts Receivable	\$350,558.16	\$345,030.48	\$5,527.68	1.60 %
Other Current Assets				
1230 Prepaid Expenses	37,844.60	57,857.16	-20,012.56	-34.59 %
1250 Refundable Deposits	1,800.00	1,800.00	0.00	0.00 %
1270 Receivable Other	-229.23	0.00	-229.23	
1290 Loan to Employee	1,800.00		1,800.00	
Undeposited Funds	0.00	0.00	0.00	
Total Other Current Assets	\$41,215.37	\$59,657.16	\$ -18,441.79	-30.91 %
Total Current Assets	\$1,844,493.66	\$1,761,628.51	\$82,865.15	4.70 %
Fixed Assets				
1510 Furniture and Equipment	32,937.74	29,387.04	3,550.70	12.08 %
1600 Accumulated Depreciation	-18,819.00	-12,356.00	-6,463.00	-52.31 %
Total Fixed Assets	\$14,118.74	\$17,031.04	\$ -2,912.30	-17.10 %
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	\$1,858,612.40	\$1,778,659.55	\$79,952.85	4.50 %

Mendocino County Tourism Commission

Balance Sheet Comparison

As of November 30, 2022

	TOTAL			
	AS OF NOV 30, 2022	AS OF NOV 30, 2021 (PY)	CHANGE	% CHANGE
LIABILITIES AND EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 Accounts Payable	41,814.08	16,981.44	24,832.64	146.23 %
Total Accounts Payable	\$41,814.08	\$16,981.44	\$24,832.64	146.23 %
Other Current Liabilities				
2100 Accrued Expenses	0.00	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				
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	97.34	-97.34	-100.00 %
2240 FUTA Payable	59.52	168.00	-108.48	-64.57 %
2270 Accrued Payroll	3,449.20	11,641.00	-8,191.80	-70.37 %
2275 Accrued PTO	28,797.21	12,185.42	16,611.79	136.33 %
2280 Health Insurance Payable	0.00	0.00	0.00	
2290 Direct Deposit Liabilities	0.00	0.00	0.00	
401(k) Contribution	4,867.87		4,867.87	
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	37,173.80	24,091.76	13,082.04	54.30 %
Total Other Current Liabilities	\$37,173.80	\$24,091.76	\$13,082.04	54.30 %
Total Current Liabilities	\$78,987.88	\$41,073.20	\$37,914.68	92.31 %
Total Liabilities	\$78,987.88	\$41,073.20	\$37,914.68	92.31 %
Equity				
3100 Contingency-Restricted	187,622.35	152,650.09	34,972.26	22.91 %
3900 Unrestricted Net Assets (RE)	2,042,725.51	1,478,042.08	564,683.43	38.20 %
Opening Bal Equity	0.00	0.00	0.00	
Net Income	-450,723.34	106,894.18	-557,617.52	-521.65 %
Total Equity	\$1,779,624.52	\$1,737,586.35	\$42,038.17	2.42 %
TOTAL LIABILITIES AND EQUITY	\$1,858,612.40	\$1,778,659.55	\$79,952.85	4.50 %

Mendocino County Tourism Commission

Statement of Cash Flows

November 2022

	TOTAL
OPERATING ACTIVITIES	
Net Income	-150,654.27
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1100 Accounts Receivable	-54,967.41
1230 Prepaid Expenses	62,962.76
1290 Loan to Employee	100.00
2000 Accounts Payable	-52,716.33
2100 Accrued Expenses	-2,025.00
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	24.25
2270 Payroll Liabilities:Accrued Payroll	-14,447.47
2275 Payroll Liabilities:Accrued PTO	14,034.08
Direct Deposit Payable	0.00
Payroll Liabilities:401(k) Contribution	4,867.87
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	-42,167.25
Net cash provided by operating activities	\$ -192,821.52
INVESTING ACTIVITIES	
1600 Accumulated Depreciation	644.00
Net cash provided by investing activities	\$644.00
NET CASH INCREASE FOR PERIOD	\$ -192,177.52
Cash at beginning of period	1,644,897.65
CASH AT END OF PERIOD	\$1,452,720.13

Mendocino County Tourism Commission
Budget vs. Actuals: Profit & Loss Summary
 July - November, 2022

	Nov 2022				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Income								
4030 County BID	44.40	96,831.01	-96,786.61	0.05%	290,537.40	484,155.05	-193,617.65	60.01%
4031 County BID adjustments		0.00	0.00		557.00	0.00	557.00	
4035 County 50% Match	54,923.01	48,415.51	6,507.50	113.44%	213,255.01	242,077.55	-28,822.54	88.09%
Other Income			0.00		1,927.38	0.00	1,927.38	
Total Income	\$ 54,967.41	\$ 145,246.52	\$ -90,279.11	37.84%	\$ 506,276.79	\$ 726,232.60	\$ -219,955.81	69.71%
Gross Profit	\$ 54,967.41	\$ 145,246.52	\$ -90,279.11	37.84%	\$ 506,276.79	\$ 726,232.60	\$ -219,955.81	69.71%
Expenses								
1- MEDIA & WEBSITE	131,282.01	97,450.01	33,832.00	134.72%	606,686.75	455,470.05	151,216.70	133.20%
2- VISITOR SVS / PARTNERSHIPS	10,679.80	11,383.30	-703.50	93.82%	71,340.14	67,779.96	3,560.18	105.25%
3- ADMIN EXPENSES	21,885.42	10,800.99	11,084.43	202.62%	95,125.53	62,723.95	32,401.58	151.66%
4- PERSONNEL	40,438.61	31,258.58	9,180.03	129.37%	182,101.87	158,092.90	24,008.97	115.19%
Payroll Expenses	1,335.84		1,335.84		1,335.84	0.00	1,335.84	
Uncategorized Expense			0.00		410.00	0.00	410.00	
Total Expenses	\$ 205,621.68	\$ 150,892.88	\$ 54,728.80	136.27%	\$ 957,000.13	\$ 744,066.86	\$ 212,933.27	128.62%
Net Operating Income	\$ -150,654.27	\$ -5,646.36	\$ -145,007.91	2668.17%	\$ -450,723.34	\$ -17,834.26	\$ -432,889.08	2527.29%
Net Income	\$ -150,654.27	\$ -5,646.36	\$ -145,007.91	2668.17%	\$ -450,723.34	\$ -17,834.26	\$ -432,889.08	2527.29%

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Mendocino County Tourism Commission

Profit and Loss Comparison

July - November, 2022

	TOTAL			
	JUL - NOV, 2022	JUL - NOV, 2021 (PY)	CHANGE	% CHANGE
Income				
4030 County BID	290,537.40	515,662.00	-225,124.60	-43.66 %
4031 County BID adjustments	557.00	-210,214.52	210,771.52	100.26 %
4035 County 50% Match	213,255.01	197,915.00	15,340.01	7.75 %
Other Income				
4940 Misc. Income	1,780.40	59,606.48	-57,826.08	-97.01 %
4950 Interest Income	146.98	54.18	92.80	171.28 %
Total Other Income	1,927.38	59,660.66	-57,733.28	-96.77 %
Total Income	\$506,276.79	\$563,023.14	\$ -56,746.35	-10.08 %
GROSS PROFIT	\$506,276.79	\$563,023.14	\$ -56,746.35	-10.08 %
Expenses				
1- MEDIA & WEBSITE				
50 Advertising / Media				
5130 Print & Online Advertising	382,956.94	113,895.49	269,061.45	236.24 %
5150 Ad Development/Design	2,000.00	5,420.00	-3,420.00	-63.10 %
5170 Photography	320.00		320.00	
5240 Research & Development	56,706.29	15,000.00	41,706.29	278.04 %
5280 Video Development	15,100.00	8,254.17	6,845.83	82.94 %
Total 50 Advertising / Media	457,083.23	142,569.66	314,513.57	220.60 %
55 Marketing / Public Relations				
5510 Public Relations Contract	43,416.65	42,990.90	425.75	0.99 %
5540 Clipping Service	3,405.95	3,240.00	165.95	5.12 %
5550 In-Market PR Stunts	4,139.52	1,615.63	2,523.89	156.22 %
5560 Media Events	3,679.40	1,015.31	2,664.09	262.39 %
5610 Travel -PR Related	2,944.06	3,129.12	-185.06	-5.91 %
5680 Visiting Media FAM Expenses	7,127.24	3,018.56	4,108.68	136.11 %
Total 55 Marketing / Public Relations	64,712.82	55,009.52	9,703.30	17.64 %
57 Website Maint / Development				
5710 Interactive Media Coordinator	5,000.00	12,500.00	-7,500.00	-60.00 %
5740 Content Creation	8,001.34		8,001.34	
5750 Development/ Maintenance	50,808.92	3,700.80	47,108.12	1,272.92 %
5780 Interactive Marketing	104.85	149.75	-44.90	-29.98 %
Total 57 Website Maint / Development	63,915.11	16,350.55	47,564.56	290.90 %
58 Leisure / Group Sales				
5810 Promotion Items, Booth Develop	430.68	1,276.72	-846.04	-66.27 %
5840 State Fair Exhibit	16,035.66		16,035.66	
5880 Travel - Leisure/Group Sales	3,817.20	7,023.92	-3,206.72	-45.65 %
5885 Travel - Group FAMs	692.05	30.00	662.05	2,206.83 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July - November, 2022

	TOTAL			
	JUL - NOV, 2022	JUL - NOV, 2021 (PY)	CHANGE	% CHANGE
Total 58 Leisure / Group Sales	20,975.59	8,330.64	12,644.95	151.79 %
Total 1- MEDIA & WEBSITE	606,686.75	222,260.37	384,426.38	172.96 %
2- VISITOR SVS / PARTNERSHIPS				
Partnerships				
6550 Conferences & Seminars	16,679.73	6,103.02	10,576.71	173.30 %
6570 In-County Relations	3,260.64	1,311.79	1,948.85	148.56 %
6575 Stakeholder Networking	1,673.01	66.15	1,606.86	2,429.12 %
6590 Memberships	410.00	3,092.50	-2,682.50	-86.74 %
6610 North Coast Tourism Council	4,643.91	6,111.03	-1,467.12	-24.01 %
Total Partnerships	26,667.29	16,684.49	9,982.80	59.83 %
Visitor Services				
6720 Event & Festival Guides	31,138.35	25,281.78	5,856.57	23.17 %
6730 Incentives & Sponsorships	8,784.50	4,383.00	4,401.50	100.42 %
6770 Visitor Centers & Signage	4,750.00	1,000.00	3,750.00	375.00 %
Total Visitor Services	44,672.85	30,664.78	14,008.07	45.68 %
Total 2- VISITOR SVS / PARTNERSHIPS	71,340.14	47,349.27	23,990.87	50.67 %
3- ADMIN EXPENSES				
General Admin				
7010 Accounting	14,472.00	11,115.00	3,357.00	30.20 %
7060 Bank Fees	29.80	105.19	-75.39	-71.67 %
7080 Board Development	25,170.00	177.94	24,992.06	14,045.22 %
7090 Copying & Printing		507.20	-507.20	-100.00 %
7100 Dues & Subscriptions	16,330.41	8,957.15	7,373.26	82.32 %
7150 Meeting Expenses	412.57	167.28	245.29	146.63 %
7200 Office Expense	4,421.83	3,150.52	1,271.31	40.35 %
7210 Postage & Shipping	2,367.33	836.02	1,531.31	183.17 %
7280 Travel Expenses	5,263.84	4,875.88	387.96	7.96 %
Total General Admin	68,467.78	29,892.18	38,575.60	129.05 %
Occupancy Costs				
7650 Rent	12,280.00	9,495.00	2,785.00	29.33 %
7660 Insurance	1,400.00	1,083.33	316.67	29.23 %
7850 Repairs & Maintenance	2,538.25	1,809.75	728.50	40.25 %
7890 Taxes	122.14	80.72	41.42	51.31 %
7910 Telecommunication	4,122.01	3,958.81	163.20	4.12 %
7950 Utilities	3,073.35	2,667.69	405.66	15.21 %
7990 Depreciation Expense	3,122.00	2,015.00	1,107.00	54.94 %
Total Occupancy Costs	26,657.75	21,110.30	5,547.45	26.28 %
Total 3- ADMIN EXPENSES	95,125.53	51,002.48	44,123.05	86.51 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July - November, 2022

	TOTAL			
	JUL - NOV, 2022	JUL - NOV, 2021 (PY)	CHANGE	% CHANGE
4- PERSONNEL				
8510 Salaries & Wages	118,493.84	112,026.19	6,467.65	5.77 %
8520 Paid Time Off	18,093.11	5,127.27	12,965.84	252.88 %
8530 Payroll Taxes	10,870.16	9,633.38	1,236.78	12.84 %
8540 Payroll Processing Fees	345.00		345.00	
8550 Workers Comp	1,935.85	-1,920.00	3,855.85	200.83 %
8570 Health Insurance Allowance	11,750.00	7,750.00	4,000.00	51.61 %
8580 Other Employee Benefits	1,003.00		1,003.00	
8590 Contract Work	18,745.43	2,900.00	15,845.43	546.39 %
8615 Employee Recruitment	865.48		865.48	
Total 4- PERSONNEL	182,101.87	135,516.84	46,585.03	34.38 %
Payroll Expenses				
Company Contributions				
Retirement	1,335.84		1,335.84	
Total Company Contributions	1,335.84		1,335.84	
Total Payroll Expenses	1,335.84		1,335.84	
Uncategorized Expense	410.00		410.00	
Total Expenses	\$957,000.13	\$456,128.96	\$500,871.17	109.81 %
NET OPERATING INCOME	\$ -450,723.34	\$106,894.18	\$ -557,617.52	-521.65 %
NET INCOME	\$ -450,723.34	\$106,894.18	\$ -557,617.52	-521.65 %

Mendocino County Tourism Commission

Profit and Loss Comparison

November 2022

	TOTAL			
	NOV 2022	NOV 2021 (PY)	CHANGE	% CHANGE
Income				
4030 County BID	44.40	79,706.00	-79,661.60	-99.94 %
4035 County 50% Match	54,923.01	39,583.00	15,340.01	38.75 %
Other Income				
4940 Misc. Income		57,573.45	-57,573.45	-100.00 %
Total Other Income		57,573.45	-57,573.45	-100.00 %
Total Income	\$54,967.41	\$176,862.45	\$ -121,895.04	-68.92 %
GROSS PROFIT	\$54,967.41	\$176,862.45	\$ -121,895.04	-68.92 %
Expenses				
1- MEDIA & WEBSITE				
50 Advertising / Media				
5130 Print & Online Advertising	83,285.16	37,893.89	45,391.27	119.79 %
5150 Ad Development/Design		1,000.00	-1,000.00	-100.00 %
5240 Research & Development	20,500.00	3,000.00	17,500.00	583.33 %
5280 Video Development	4,200.00	350.00	3,850.00	1,100.00 %
Total 50 Advertising / Media	107,985.16	42,243.89	65,741.27	155.62 %
55 Marketing / Public Relations				
5510 Public Relations Contract	8,683.33	8,333.34	349.99	4.20 %
5540 Clipping Service	680.00	648.00	32.00	4.94 %
5550 In-Market PR Stunts	383.52		383.52	
5610 Travel -PR Related	1,441.64	960.32	481.32	50.12 %
5680 Visiting Media FAM Expenses	3,551.90		3,551.90	
Total 55 Marketing / Public Relations	14,740.39	9,941.66	4,798.73	48.27 %
57 Website Maint / Development				
5710 Interactive Media Coordinator		2,500.00	-2,500.00	-100.00 %
5740 Content Creation	2,500.00		2,500.00	
5750 Development/ Maintenance	6,056.46	651.76	5,404.70	829.25 %
5780 Interactive Marketing		29.95	-29.95	-100.00 %
Total 57 Website Maint / Development	8,556.46	3,181.71	5,374.75	168.93 %
58 Leisure / Group Sales				
5880 Travel - Leisure/Group Sales		5,494.82	-5,494.82	-100.00 %
Total 58 Leisure / Group Sales		5,494.82	-5,494.82	-100.00 %
Total 1- MEDIA & WEBSITE	131,282.01	60,862.08	70,419.93	115.70 %

Mendocino County Tourism Commission

Profit and Loss Comparison

November 2022

	TOTAL			
	NOV 2022	NOV 2021 (PY)	CHANGE	% CHANGE
2- VISITOR SVS / PARTNERSHIPS				
Partnerships				
6550 Conferences & Seminars	123.17		123.17	
6570 In-County Relations	876.28	118.64	757.64	638.60 %
6575 Stakeholder Networking	146.12		146.12	
6610 North Coast Tourism Council		4,236.03	-4,236.03	-100.00 %
Total Partnerships	1,145.57	4,354.67	-3,209.10	-73.69 %
Visitor Services				
6720 Event & Festival Guides	2,553.73	7,736.72	-5,182.99	-66.99 %
6730 Incentives & Sponsorships	6,030.50	1,137.00	4,893.50	430.39 %
6770 Visitor Centers & Signage	950.00	400.00	550.00	137.50 %
Total Visitor Services	9,534.23	9,273.72	260.51	2.81 %
Total 2- VISITOR SVS / PARTNERSHIPS	10,679.80	13,628.39	-2,948.59	-21.64 %
3- ADMIN EXPENSES				
General Admin				
7010 Accounting	2,122.00	2,210.00	-88.00	-3.98 %
7060 Bank Fees		10.00	-10.00	-100.00 %
7080 Board Development	6,240.00		6,240.00	
7090 Copying & Printing		218.75	-218.75	-100.00 %
7100 Dues & Subscriptions	5,247.68	1,230.05	4,017.63	326.62 %
7150 Meeting Expenses		80.63	-80.63	-100.00 %
7200 Office Expense	1,277.52	1,473.17	-195.65	-13.28 %
7210 Postage & Shipping	232.37	172.32	60.05	34.85 %
7280 Travel Expenses	518.53	489.97	28.56	5.83 %
Total General Admin	15,638.10	5,884.89	9,753.21	165.73 %
Occupancy Costs				
7650 Rent	2,456.00	1,949.00	507.00	26.01 %
7660 Insurance	223.00	216.67	6.33	2.92 %
7850 Repairs & Maintenance	959.95	534.95	425.00	79.45 %
7910 Telecommunication	1,027.88	742.14	285.74	38.50 %
7950 Utilities	936.49	528.43	408.06	77.22 %
7990 Depreciation Expense	644.00	403.00	241.00	59.80 %
Total Occupancy Costs	6,247.32	4,374.19	1,873.13	42.82 %
Total 3- ADMIN EXPENSES	21,885.42	10,259.08	11,626.34	113.33 %
4- PERSONNEL				
8510 Salaries & Wages	16,984.32	19,847.50	-2,863.18	-14.43 %
8520 Paid Time Off	14,460.59	1,806.59	12,654.00	700.44 %
8530 Payroll Taxes	1,667.86	1,672.18	-4.32	-0.26 %
8540 Payroll Processing Fees	75.00		75.00	
8550 Workers Comp	134.17	205.00	-70.83	-34.55 %

Mendocino County Tourism Commission

Profit and Loss Comparison

November 2022

	TOTAL			
	NOV 2022	NOV 2021 (PY)	CHANGE	% CHANGE
8570 Health Insurance Allowance	2,700.00	1,700.00	1,000.00	58.82 %
8590 Contract Work	4,416.67	250.00	4,166.67	1,666.67 %
Total 4- PERSONNEL	40,438.61	25,481.27	14,957.34	58.70 %
Payroll Expenses				
Company Contributions				
Retirement	1,335.84		1,335.84	
Total Company Contributions	1,335.84		1,335.84	
Wages				
Bereavement Pay		0.00	0.00	
Total Wages		0.00	0.00	
Total Payroll Expenses	1,335.84	0.00	1,335.84	
Total Expenses	\$205,621.68	\$110,230.82	\$95,390.86	86.54 %
NET OPERATING INCOME	\$ -150,654.27	\$66,631.63	\$ -217,285.90	-326.10 %
NET INCOME	\$ -150,654.27	\$66,631.63	\$ -217,285.90	-326.10 %

Mendocino County Tourism Commission
Budget vs. Actuals: Detail
 July - November, 2022

	Nov 2022				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Income								
4030 County BID	44		44		290,537	0	290,537	
4031 County BID adjustments			0		557	0	557	
4035 County 50% Match	54,923		54,923		213,255	0	213,255	
Other Income			0		0	0	0	
4940 Misc. Income			0		1,780	0	1,780	
4950 Interest Income			0		147	0	147	
Total Other Income	\$ 0	\$ 0	\$ 0		\$ 1,927	\$ 0	\$ 1,927	
Total Income	\$ 54,967	\$ 0	\$ 54,967		\$ 506,277	\$ 0	\$ 506,277	
Gross Profit	\$ 54,967	\$ 0	\$ 54,967		\$ 506,277	\$ 0	\$ 506,277	
Expenses								
1- MEDIA & WEBSITE			0		0	0	0	
50 Advertising / Media			0		0	0	0	
5130 Print & Online Advertising	83,285		83,285		382,957	0	382,957	
5150 Ad Development/Design			0		2,000	0	2,000	
5170 Photography			0		320	0	320	
5240 Research & Development	20,500		20,500		56,706	0	56,706	
5280 Video Development	4,200		4,200		15,100	0	15,100	
Total 50 Advertising / Media	\$ 107,985	\$ 0	\$ 107,985		\$ 457,083	\$ 0	\$ 457,083	
55 Marketing / Public Relations			0		0	0	0	
5510 Public Relations Contract	8,683		8,683		43,417	0	43,417	
5540 Clipping Service	680		680		3,406	0	3,406	
5550 In-Market PR Stunts	384		384		4,140	0	4,140	
5560 Media Events			0		3,679	0	3,679	
5610 Travel -PR Related	1,442		1,442		2,944	0	2,944	
5680 Visiting Media FAM Expenses	3,552		3,552		7,127	0	7,127	
Total 55 Marketing / Public Relations	\$ 14,740	\$ 0	\$ 14,740		\$ 64,713	\$ 0	\$ 64,713	
57 Website Maint / Development			0		0	0	0	
5710 Interactive Media Coordinator			0		5,000	0	5,000	
5740 Content Creation	2,500		2,500		8,001	0	8,001	
5750 Development/ Maintenance	6,056		6,056		50,809	0	50,809	
5780 Interactive Marketing			0		105	0	105	
Total 57 Website Maint / Development	\$ 8,556	\$ 0	\$ 8,556		\$ 63,915	\$ 0	\$ 63,915	
58 Leisure / Group Sales			0		0	0	0	
5810 Promotion Items, Booth Develop			0		431	0	431	
5840 State Fair Exhibit			0		16,036	0	16,036	
5880 Travel - Leisure/Group Sales			0		3,817	0	3,817	
5885 Travel - Group FAMs			0		692	0	692	
Total 58 Leisure / Group Sales	\$ 0	\$ 0	\$ 0		\$ 20,976	\$ 0	\$ 20,976	
Total 1- MEDIA & WEBSITE	\$ 131,282	\$ 0	\$ 131,282		\$ 606,687	\$ 0	\$ 606,687	
2- VISITOR SVS / PARTNERSHIPS			0		0	0	0	
Partnerships			0		0	0	0	
6550 Conferences & Seminars	123		123		16,680	0	16,680	
6570 In-County Relations	876		876		3,261	0	3,261	
6575 Stakeholder Networking	146		146		1,673	0	1,673	
6590 Memberships			0		410	0	410	
6610 North Coast Tourism Council			0		4,644	0	4,644	
Total Partnerships	\$ 1,146	\$ 0	\$ 1,146		\$ 26,667	\$ 0	\$ 26,667	

Visitor Services		0		0	0	0
6720 Event & Festival Guides	2,554	2,554	31,138	0	31,138	
6730 Incentives & Sponsorships	6,031	6,031	8,785	0	8,785	
6770 Visitor Centers & Signage	950	950	4,750	0	4,750	
Total Visitor Services	\$ 9,534	\$ 0	\$ 9,534	\$ 44,673	\$ 0	\$ 44,673
Total 2- VISITOR SVS / PARTNERSHIPS	\$ 10,680	\$ 0	\$ 10,680	\$ 71,340	\$ 0	\$ 71,340
3- ADMIN EXPENSES		0		0	0	0
General Admin		0		0	0	0
7010 Accounting	2,122	2,122	14,472	0	14,472	
7060 Bank Fees		0	30	0	30	
7080 Board Development	6,240	6,240	25,170	0	25,170	
7100 Dues & Subscriptions	5,248	5,248	16,330	0	16,330	
7150 Meeting Expenses		0	413	0	413	
7200 Office Expense	1,278	1,278	4,422	0	4,422	
7210 Postage & Shipping	232	232	2,367	0	2,367	
7280 Travel Expenses	519	519	5,264	0	5,264	
Total General Admin	\$ 15,638	\$ 0	\$ 15,638	\$ 68,468	\$ 0	\$ 68,468
Occupancy Costs		0		0	0	0
7650 Rent	2,456	2,456	12,280	0	12,280	
7660 Insurance	223	223	1,400	0	1,400	
7850 Repairs & Maintenance	960	960	2,538	0	2,538	
7890 Taxes		0	122	0	122	
7910 Telecommunication	1,028	1,028	4,122	0	4,122	
7950 Utilities	936	936	3,073	0	3,073	
7990 Depreciation Expense	644	644	3,122	0	3,122	
Total Occupancy Costs	\$ 6,247	\$ 0	\$ 6,247	\$ 26,658	\$ 0	\$ 26,658
Total 3- ADMIN EXPENSES	\$ 21,885	\$ 0	\$ 21,885	\$ 95,126	\$ 0	\$ 95,126
4- PERSONNEL		0		0	0	0
8510 Salaries & Wages	16,984	16,984	118,494	0	118,494	
8520 Paid Time Off	14,461	14,461	18,093	0	18,093	
8530 Payroll Taxes	1,668	1,668	10,870	0	10,870	
8540 Payroll Processing Fees	75	75	345	0	345	
8550 Workers Comp	134	134	1,936	0	1,936	
8570 Health Insurance Allowance	2,700	2,700	11,750	0	11,750	
8580 Other Employee Benefits		0	1,003	0	1,003	
8590 Contract Work	4,417	4,417	18,745	0	18,745	
8615 Employee Recruitment		0	865	0	865	
Total 4- PERSONNEL	\$ 40,439	\$ 0	\$ 40,439	\$ 182,102	\$ 0	\$ 182,102
Payroll Expenses		0		0	0	0
Company Contributions		0		0	0	0
Retirement	1,336	1,336	1,336	0	1,336	
Total Company Contributions	\$ 1,336	\$ 0	\$ 1,336	\$ 1,336	\$ 0	\$ 1,336
Total Payroll Expenses	\$ 1,336	\$ 0	\$ 1,336	\$ 1,336	\$ 0	\$ 1,336
Uncategorized Expense		0		410	0	410
Total Expenses	\$ 205,622	\$ 0	\$ 205,622	\$ 957,000	\$ 0	\$ 957,000
Net Operating Income	\$ -150,654	\$ 0	\$ -150,654	\$ -450,723	\$ 0	\$ -450,723
Net Income	\$ -150,654	\$ 0	\$ -150,654	\$ -450,723	\$ 0	\$ -450,723