

Mendocino County Tourism Commission

Balance Sheet Comparison

As of July 31, 2024

	TOTAL			
	AS OF JUL 31, 2024	AS OF JUL 31, 2023 (PY)	CHANGE	% CHANGE
ASSETS				
Current Assets				
Bank Accounts				
1005 SBMC Checking	22,536.22	510,591.47	-488,055.25	-95.59 %
1010 SBMC Contingency/Savings	850,733.95	1,000,245.31	-149,511.36	-14.95 %
1030 Cash drawer	100.00	100.00	0.00	0.00 %
Total Bank Accounts	\$873,370.17	\$1,510,936.78	\$ -637,566.61	-42.20 %
Accounts Receivable				
1100 Accounts Receivable	0.00	4,868.52	-4,868.52	-100.00 %
Total Accounts Receivable	\$0.00	\$4,868.52	\$ -4,868.52	-100.00 %
Other Current Assets				
1230 Prepaid Expenses	25,144.36	18,151.38	6,992.98	38.53 %
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	200.00	-200.00	-100.00 %
Undeposited Funds	0.00	0.00	0.00	
Total Other Current Assets	\$22,837.30	\$20,151.38	\$2,685.92	13.33 %
Total Current Assets	\$896,207.47	\$1,535,956.68	\$ -639,749.21	-41.65 %
Fixed Assets				
1510 Furniture and Equipment	42,046.32	41,311.75	734.57	1.78 %
1600 Accumulated Depreciation	-32,537.00	-24,809.00	-7,728.00	-31.15 %
Office Equipment	5,343.47		5,343.47	
Total Fixed Assets	\$14,852.79	\$16,502.75	\$ -1,649.96	-10.00 %
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	\$911,060.26	\$1,552,459.43	\$ -641,399.17	-41.32 %
LIABILITIES AND EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 Accounts Payable	-13,794.77	74,758.68	-88,553.45	-118.45 %
Total Accounts Payable	\$ -13,794.77	\$74,758.68	\$ -88,553.45	-118.45 %
Credit Cards				
Ramp Card	11,084.12	12,544.51	-1,460.39	-11.64 %

Mendocino County Tourism Commission

Balance Sheet Comparison

As of July 31, 2024

	TOTAL			
	AS OF JUL 31, 2024	AS OF JUL 31, 2023 (PY)	CHANGE	% CHANGE
Total Credit Cards	\$11,084.12	\$12,544.51	\$ -1,460.39	-11.64 %
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	11.42	3.58	31.35 %
2270 Accrued Payroll	-1,777.03	3,958.06	-5,735.09	-144.90 %
2275 Accrued PTO	10,862.17	17,536.53	-6,674.36	-38.06 %
2280 Health Insurance Payable	0.00	0.00	0.00	
2290 Direct Deposit Liabilities	0.00	0.00	0.00	
401(k) Contribution	4,113.47	0.03	4,113.44	13,711,466.67 %
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	13,213.61	21,506.04	-8,292.43	-38.56 %
Total Other Current Liabilities	\$14,328.61	\$22,621.04	\$ -8,292.43	-36.66 %
Total Current Liabilities	\$11,617.96	\$109,924.23	\$ -98,306.27	-89.43 %
Total Liabilities	\$11,617.96	\$109,924.23	\$ -98,306.27	-89.43 %
Equity				
3100 Contingency-Restricted	187,622.35	187,622.35	0.00	0.00 %
3900 Unrestricted Net Assets (RE)	809,014.86	1,431,851.51	-622,836.65	-43.50 %
Opening Bal Equity	0.00	0.00	0.00	
Net Income	-97,194.91	-176,938.66	79,743.75	45.07 %
Total Equity	\$899,442.30	\$1,442,535.20	\$ -543,092.90	-37.65 %
TOTAL LIABILITIES AND EQUITY	\$911,060.26	\$1,552,459.43	\$ -641,399.17	-41.32 %

Mendocino County Tourism Commission

Budget vs. Actuals: FY 23/24 - FY24 P&L

July 2024

	JUL 2024				TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income								
4035 County 50% Match	12,500.00		12,500.00		\$12,500.00	\$0.00	\$12,500.00	0.00%
Total Income	\$12,500.00	\$0.00	\$12,500.00	0.00%	\$12,500.00	\$0.00	\$12,500.00	0.00%
GROSS PROFIT	\$12,500.00	\$0.00	\$12,500.00	0.00%	\$12,500.00	\$0.00	\$12,500.00	0.00%
Expenses								
1- MEDIA & WEBSITE	48,446.50		48,446.50		\$48,446.50	\$0.00	\$48,446.50	0.00%
2- VISITOR SVS / PARTNERSHIPS	2,963.60		2,963.60		\$2,963.60	\$0.00	\$2,963.60	0.00%
3- ADMIN EXPENSES	18,529.91		18,529.91		\$18,529.91	\$0.00	\$18,529.91	0.00%
4- PERSONNEL	38,603.18		38,603.18		\$38,603.18	\$0.00	\$38,603.18	0.00%
Payroll Expenses	1,151.72		1,151.72		\$1,151.72	\$0.00	\$1,151.72	0.00%
Total Expenses	\$109,694.91	\$0.00	\$109,694.91	0.00%	\$109,694.91	\$0.00	\$109,694.91	0.00%
NET OPERATING INCOME	\$ -97,194.91	\$0.00	\$ -97,194.91	0.00%	\$ -97,194.91	\$0.00	\$ -97,194.91	0.00%
NET INCOME	\$ -97,194.91	\$0.00	\$ -97,194.91	0.00%	\$ -97,194.91	\$0.00	\$ -97,194.91	0.00%

Mendocino County Tourism Commission

Budget vs. Actuals: FY 23/24 - FY24 P&L

July 2024

	JUL 2024				TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income								
4035 County 50% Match	12,500.00		12,500.00		\$12,500.00	\$0.00	\$12,500.00	0.00%
Total Income	\$12,500.00	\$0.00	\$12,500.00	0.00%	\$12,500.00	\$0.00	\$12,500.00	0.00%
GROSS PROFIT								
	\$12,500.00	\$0.00	\$12,500.00	0.00%	\$12,500.00	\$0.00	\$12,500.00	0.00%
Expenses								
1- MEDIA & WEBSITE								
50 Advertising / Media	1,000.00		1,000.00		\$1,000.00	\$0.00	\$1,000.00	0.00%
5130 Print & Online Advertising	26,625.50		26,625.50		\$26,625.50	\$0.00	\$26,625.50	0.00%
5240 Research & Development	2,000.00		2,000.00		\$2,000.00	\$0.00	\$2,000.00	0.00%
5280 Video Development	2,525.00		2,525.00		\$2,525.00	\$0.00	\$2,525.00	0.00%
Total 50 Advertising / Media	32,150.50		32,150.50		\$32,150.50	\$0.00	\$32,150.50	0.00%
55 Marketing / Public Relations								
5510 Public Relations Contract	9,256.66		9,256.66		\$9,256.66	\$0.00	\$9,256.66	0.00%
5610 Travel -PR Related	285.83		285.83		\$285.83	\$0.00	\$285.83	0.00%
Total 55 Marketing / Public Relations	9,542.49		9,542.49		\$9,542.49	\$0.00	\$9,542.49	0.00%
57 Website Maint / Development								
5740 Content Creation	5,000.00		5,000.00		\$5,000.00	\$0.00	\$5,000.00	0.00%
5750 Development/ Maintenance	1,103.51		1,103.51		\$1,103.51	\$0.00	\$1,103.51	0.00%
5780 Interactive Marketing	900.00		900.00		\$900.00	\$0.00	\$900.00	0.00%
Total 57 Website Maint / Development	7,003.51		7,003.51		\$7,003.51	\$0.00	\$7,003.51	0.00%
58 Leisure / Group Sales								
5885 Travel - Group FAMs	-250.00		-250.00		\$ -250.00	\$0.00	\$ -250.00	0.00%
Total 58 Leisure / Group Sales	-250.00		-250.00		\$ -250.00	\$0.00	\$ -250.00	0.00%
Total 1- MEDIA & WEBSITE	48,446.50		48,446.50		\$48,446.50	\$0.00	\$48,446.50	0.00%
2- VISITOR SVS / PARTNERSHIPS								
Partnerships								
6570 In-County Relations	83.22		83.22		\$83.22	\$0.00	\$83.22	0.00%
6580 Contracted Writing Services	480.00		480.00		\$480.00	\$0.00	\$480.00	0.00%
Total Partnerships	563.22		563.22		\$563.22	\$0.00	\$563.22	0.00%
Visitor Services								
6720 Event & Festival Guides	973.08		973.08		\$973.08	\$0.00	\$973.08	0.00%
6730 Incentives & Sponsorships	627.30		627.30		\$627.30	\$0.00	\$627.30	0.00%
6770 Visitor Centers & Signage	800.00		800.00		\$800.00	\$0.00	\$800.00	0.00%
Total Visitor Services	2,400.38		2,400.38		\$2,400.38	\$0.00	\$2,400.38	0.00%
Total 2- VISITOR SVS / PARTNERSHIPS	2,963.60		2,963.60		\$2,963.60	\$0.00	\$2,963.60	0.00%
3- ADMIN EXPENSES								
General Admin								
7010 Accounting	2,186.00		2,186.00		\$2,186.00	\$0.00	\$2,186.00	0.00%
7080 Board Development	6,240.00		6,240.00		\$6,240.00	\$0.00	\$6,240.00	0.00%
7100 Dues & Subscriptions	3,195.02		3,195.02		\$3,195.02	\$0.00	\$3,195.02	0.00%
7200 Office Expense	767.12		767.12		\$767.12	\$0.00	\$767.12	0.00%
7210 Postage & Shipping	94.32		94.32		\$94.32	\$0.00	\$94.32	0.00%
7280 Travel Expenses	594.23		594.23		\$594.23	\$0.00	\$594.23	0.00%
Total General Admin	13,076.69		13,076.69		\$13,076.69	\$0.00	\$13,076.69	0.00%
Occupancy Costs								
7650 Rent	2,300.00		2,300.00		\$2,300.00	\$0.00	\$2,300.00	0.00%
7660 Insurance	216.33		216.33		\$216.33	\$0.00	\$216.33	0.00%
7850 Repairs & Maintenance	339.95		339.95		\$339.95	\$0.00	\$339.95	0.00%
7890 Taxes	279.26		279.26		\$279.26	\$0.00	\$279.26	0.00%
7910 Telecommunication	908.18		908.18		\$908.18	\$0.00	\$908.18	0.00%
7950 Utilities	765.50		765.50		\$765.50	\$0.00	\$765.50	0.00%
7990 Depreciation Expense	644.00		644.00		\$644.00	\$0.00	\$644.00	0.00%
Total Occupancy Costs	5,453.22		5,453.22		\$5,453.22	\$0.00	\$5,453.22	0.00%
Total 3- ADMIN EXPENSES	18,529.91		18,529.91		\$18,529.91	\$0.00	\$18,529.91	0.00%
4- PERSONNEL								
8510 Salaries & Wages	22,254.01		22,254.01		\$22,254.01	\$0.00	\$22,254.01	0.00%
8520 Paid Time Off	1,646.32		1,646.32		\$1,646.32	\$0.00	\$1,646.32	0.00%
8530 Payroll Taxes	1,917.19		1,917.19		\$1,917.19	\$0.00	\$1,917.19	0.00%

Mendocino County Tourism Commission

Budget vs. Actuals: FY 23/24 - FY24 P&L

July 2024

	JUL 2024				TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
8540 Payroll Processing Fees	125.00		125.00		\$125.00	\$0.00	\$125.00	0.00%
8550 Workers Comp	172.33		172.33		\$172.33	\$0.00	\$172.33	0.00%
8570 Health Insurance Allowance	2,250.00		2,250.00		\$2,250.00	\$0.00	\$2,250.00	0.00%
8580 Other Employee Benefits	405.00		405.00		\$405.00	\$0.00	\$405.00	0.00%
8590 Contract Work	9,833.33		9,833.33		\$9,833.33	\$0.00	\$9,833.33	0.00%
Total 4- PERSONNEL	38,603.18		38,603.18		\$38,603.18	\$0.00	\$38,603.18	0.00%
Payroll Expenses					\$0.00	\$0.00	\$0.00	0.00%
Company Contributions					\$0.00	\$0.00	\$0.00	0.00%
Retirement	1,151.72		1,151.72		\$1,151.72	\$0.00	\$1,151.72	0.00%
Total Company Contributions	1,151.72		1,151.72		\$1,151.72	\$0.00	\$1,151.72	0.00%
Total Payroll Expenses	1,151.72		1,151.72		\$1,151.72	\$0.00	\$1,151.72	0.00%
Total Expenses	\$109,694.91	\$0.00	\$109,694.91	0.00%	\$109,694.91	\$0.00	\$109,694.91	0.00%
NET OPERATING INCOME	\$ -97,194.91	\$0.00	\$ -97,194.91	0.00%	\$ -97,194.91	\$0.00	\$ -97,194.91	0.00%
NET INCOME	\$ -97,194.91	\$0.00	\$ -97,194.91	0.00%	\$ -97,194.91	\$0.00	\$ -97,194.91	0.00%

Visit Mendocino County

Statement of Cash Flows

July 2024

	TOTAL
OPERATING ACTIVITIES	
Net Income	-97,194.91
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1100 Accounts Receivable	12,500.00
1230 Prepaid Expenses	3,803.83
2000 Accounts Payable	-40,355.16
Ramp Card	7,503.60
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	0.37
2270 Payroll Liabilities:Accrued Payroll	-3,232.57
2275 Payroll Liabilities:Accrued PTO	300.17
Direct Deposit Payable	0.00
Payroll Liabilities:401(k) Contribution	4,113.44
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	-15,366.32
Net cash provided by operating activities	\$ -112,561.23
INVESTING ACTIVITIES	
1600 Accumulated Depreciation	644.00
Net cash provided by investing activities	\$644.00
NET CASH INCREASE FOR PERIOD	\$ -111,917.23
Cash at beginning of period	985,287.40
CASH AT END OF PERIOD	\$873,370.17

Mendocino County Tourism Commission

Profit and Loss Comparison

July 2024

	TOTAL			
	JUL 2024	JUL 2023 (PY)	CHANGE	% CHANGE
Income				
4035 County 50% Match	12,500.00		12,500.00	
Total Income	\$12,500.00	\$0.00	\$12,500.00	0.00%
GROSS PROFIT	\$12,500.00	\$0.00	\$12,500.00	0.00%
Expenses				
1- MEDIA & WEBSITE				
50 Advertising / Media	1,000.00		1,000.00	
5130 Print & Online Advertising	26,625.50	60,553.85	-33,928.35	-56.03 %
5170 Photography		400.00	-400.00	-100.00 %
5240 Research & Development	2,000.00	5,000.00	-3,000.00	-60.00 %
5280 Video Development	2,525.00	13,193.76	-10,668.76	-80.86 %
Total 50 Advertising / Media	32,150.50	79,147.61	-46,997.11	-59.38 %
55 Marketing / Public Relations				
5510 Public Relations Contract	9,256.66	9,166.66	90.00	0.98 %
5540 Clipping Service		800.00	-800.00	-100.00 %
5610 Travel -PR Related	285.83	914.03	-628.20	-68.73 %
Total 55 Marketing / Public Relations	9,542.49	10,880.69	-1,338.20	-12.30 %
57 Website Maint / Development				
5740 Content Creation	5,000.00	2,500.00	2,500.00	100.00 %
5750 Development/ Maintenance	1,103.51	716.80	386.71	53.95 %
5780 Interactive Marketing	900.00		900.00	
Total 57 Website Maint / Development	7,003.51	3,216.80	3,786.71	117.72 %
58 Leisure / Group Sales				
5810 Promotion Items, Booth Develop		1,834.19	-1,834.19	-100.00 %
5840 State Fair Exhibit		7,039.91	-7,039.91	-100.00 %
5880 Travel - Leisure/Group Sales		250.01	-250.01	-100.00 %
5885 Travel - Group FAMs	-250.00	901.79	-1,151.79	-127.72 %
Total 58 Leisure / Group Sales	-250.00	10,025.90	-10,275.90	-102.49 %
Total 1- MEDIA & WEBSITE	48,446.50	103,271.00	-54,824.50	-53.09 %
2- VISITOR SVS / PARTNERSHIPS				
Partnerships				
6570 In-County Relations	83.22	160.43	-77.21	-48.13 %
6580 Contracted Writing Services	480.00		480.00	
6590 Memberships		2,070.00	-2,070.00	-100.00 %
Total Partnerships	563.22	2,230.43	-1,667.21	-74.75 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July 2024

	TOTAL			
	JUL 2024	JUL 2023 (PY)	CHANGE	% CHANGE
Visitor Services				
6720 Event & Festival Guides	973.08	970.90	2.18	0.22 %
6730 Incentives & Sponsorships	627.30	23,098.17	-22,470.87	-97.28 %
6770 Visitor Centers & Signage	800.00	1,561.77	-761.77	-48.78 %
Total Visitor Services	2,400.38	25,630.84	-23,230.46	-90.63 %
Total 2- VISITOR SVS / PARTNERSHIPS	2,963.60	27,861.27	-24,897.67	-89.36 %
3- ADMIN EXPENSES				
General Admin				
7010 Accounting	2,186.00	2,122.00	64.00	3.02 %
7060 Bank Fees		9.90	-9.90	-100.00 %
7080 Board Development	6,240.00	6,240.00	0.00	0.00 %
7100 Dues & Subscriptions	3,195.02	4,960.59	-1,765.57	-35.59 %
7130 Legal Fees		90.00	-90.00	-100.00 %
7200 Office Expense	767.12	1,942.45	-1,175.33	-60.51 %
7210 Postage & Shipping	94.32	1,344.14	-1,249.82	-92.98 %
7280 Travel Expenses	594.23	27.36	566.87	2,071.89 %
Total General Admin	13,076.69	16,736.44	-3,659.75	-21.87 %
Occupancy Costs				
7650 Rent	2,300.00	2,462.00	-162.00	-6.58 %
7660 Insurance	216.33	473.34	-257.01	-54.30 %
7850 Repairs & Maintenance	339.95	399.95	-60.00	-15.00 %
7890 Taxes	279.26		279.26	
7910 Telecommunication	908.18	606.01	302.17	49.86 %
7950 Utilities	765.50	498.64	266.86	53.52 %
7990 Depreciation Expense	644.00	644.00	0.00	0.00 %
Total Occupancy Costs	5,453.22	5,083.94	369.28	7.26 %
Total 3- ADMIN EXPENSES	18,529.91	21,820.38	-3,290.47	-15.08 %
4- PERSONNEL				
8510 Salaries & Wages	22,254.01	12,209.96	10,044.05	82.26 %
8511 Retirement		1,362.57	-1,362.57	-100.00 %
8520 Paid Time Off	1,646.32	615.33	1,030.99	167.55 %
8530 Payroll Taxes	1,917.19	1,215.69	701.50	57.70 %
8540 Payroll Processing Fees	125.00	200.00	-75.00	-37.50 %
8550 Workers Comp	172.33	955.79	-783.46	-81.97 %
8570 Health Insurance Allowance	2,250.00	2,850.00	-600.00	-21.05 %
8580 Other Employee Benefits	405.00	410.00	-5.00	-1.22 %
8590 Contract Work	9,833.33	4,166.67	5,666.66	136.00 %
Total 4- PERSONNEL	38,603.18	23,986.01	14,617.17	60.94 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July 2024

	TOTAL			
	JUL 2024	JUL 2023 (PY)	CHANGE	% CHANGE
Payroll Expenses				
Company Contributions				
Retirement	1,151.72		1,151.72	
Total Company Contributions	1,151.72		1,151.72	
Total Payroll Expenses	1,151.72		1,151.72	
Total Expenses	\$109,694.91	\$176,938.66	\$ -67,243.75	-38.00 %
NET OPERATING INCOME	\$ -97,194.91	\$ -176,938.66	\$79,743.75	45.07 %
NET INCOME	\$ -97,194.91	\$ -176,938.66	\$79,743.75	45.07 %