

# Mendocino County Tourism Commission

## Balance Sheet Comparison

As of June 30, 2024

	TOTAL			
	AS OF JUN 30, 2024	AS OF JUN 30, 2023 (PY)	CHANGE	% CHANGE
<b>ASSETS</b>				
Current Assets				
Bank Accounts				
1005 SBMC Checking	84,453.45	649,650.57	-565,197.12	-87.00 %
1010 SBMC Contingency/Savings	900,733.95	1,000,245.31	-99,511.36	-9.95 %
1030 Cash drawer	100.00	100.00	0.00	0.00 %
<b>Total Bank Accounts</b>	<b>\$985,287.40</b>	<b>\$1,649,995.88</b>	<b>\$ -664,708.48</b>	<b>-40.29 %</b>
Accounts Receivable				
1100 Accounts Receivable	12,500.00	94,868.52	-82,368.52	-86.82 %
<b>Total Accounts Receivable</b>	<b>\$12,500.00</b>	<b>\$94,868.52</b>	<b>\$ -82,368.52</b>	<b>-86.82 %</b>
Other Current Assets				
1230 Prepaid Expenses	28,948.19	2,158.44	26,789.75	1,241.16 %
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	300.00	-300.00	-100.00 %
Undeposited Funds	0.00	0.00	0.00	
<b>Total Other Current Assets</b>	<b>\$26,641.13</b>	<b>\$4,258.44</b>	<b>\$22,382.69</b>	<b>525.61 %</b>
<b>Total Current Assets</b>	<b>\$1,024,428.53</b>	<b>\$1,749,122.84</b>	<b>\$ -724,694.31</b>	<b>-41.43 %</b>
Fixed Assets				
1510 Furniture and Equipment	42,046.32	41,311.75	734.57	1.78 %
1600 Accumulated Depreciation	-31,893.00	-24,165.00	-7,728.00	-31.98 %
Office Equipment	5,343.47		5,343.47	
<b>Total Fixed Assets</b>	<b>\$15,496.79</b>	<b>\$17,146.75</b>	<b>\$ -1,649.96</b>	<b>-9.62 %</b>
Other Assets				
1700 Website Development	0.00	0.00	0.00	
1750 Accumulated Amortization	0.00	0.00	0.00	
<b>Total Other Assets</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>0.00%</b>
<b>TOTAL ASSETS</b>	<b>\$1,039,925.32</b>	<b>\$1,766,269.59</b>	<b>\$ -726,344.27</b>	<b>-41.12 %</b>

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## Balance Sheet Comparison

As of June 30, 2024

	TOTAL			
	AS OF JUN 30, 2024	AS OF JUN 30, 2023 (PY)	CHANGE	% CHANGE
<b>LIABILITIES AND EQUITY</b>				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 Accounts Payable	26,560.39	80,035.70	-53,475.31	-66.81 %
<b>Total Accounts Payable</b>	<b>\$26,560.39</b>	<b>\$80,035.70</b>	<b>\$ -53,475.31</b>	<b>-66.81 %</b>
Credit Cards				
Ramp Card	-21,771.58	24,300.64	-46,072.22	-189.59 %
<b>Total Credit Cards</b>	<b>\$ -21,771.58</b>	<b>\$24,300.64</b>	<b>\$ -46,072.22</b>	<b>-189.59 %</b>
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				
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	14.63	5.74	8.89	154.88 %
2270 Accrued Payroll	1,455.54	24,417.42	-22,961.88	-94.04 %
2275 Accrued PTO	10,562.00	16,921.20	-6,359.20	-37.58 %
2280 Health Insurance Payable	0.00	0.00	0.00	
2290 Direct Deposit Liabilities	0.00	0.00	0.00	
401(k) Contribution	0.03	0.03	0.00	0.00 %
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	
<b>Total Payroll Liabilities</b>	<b>12,032.20</b>	<b>41,344.39</b>	<b>-29,312.19</b>	<b>-70.90 %</b>
<b>Total Other Current Liabilities</b>	<b>\$13,147.20</b>	<b>\$42,459.39</b>	<b>\$ -29,312.19</b>	<b>-69.04 %</b>
<b>Total Current Liabilities</b>	<b>\$17,936.01</b>	<b>\$146,795.73</b>	<b>\$ -128,859.72</b>	<b>-87.78 %</b>
<b>Total Liabilities</b>	<b>\$17,936.01</b>	<b>\$146,795.73</b>	<b>\$ -128,859.72</b>	<b>-87.78 %</b>
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	-597,484.55	-610,874.00	13,389.45	2.19 %
<b>Total Equity</b>	<b>\$1,021,989.31</b>	<b>\$1,619,473.86</b>	<b>\$ -597,484.55</b>	<b>-36.89 %</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$1,039,925.32</b>	<b>\$1,766,269.59</b>	<b>\$ -726,344.27</b>	<b>-41.12 %</b>

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

	Jun 2024				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
<b>Income</b>								
4030 County BID		110,563.25	-110,563.25	0.00%	1,175,400.18	1,326,759.00	-151,358.82	88.59%
4031 County BID adjustments		-39,802.77	39,802.77	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%	145,869.08	150,000.00	-4,130.92	97.25%
Other Income	115.25		115.25		6,488.64	0.00	6,488.64	
Uncategorized Income			0.00		3,749.15	0.00	3,749.15	
<b>Total Income</b>	<b>\$ 12,615.25</b>	<b>\$ 83,260.48</b>	<b>\$ -70,645.23</b>	<b>15.15%</b>	<b>\$ 1,331,507.05</b>	<b>\$ 1,436,956.23</b>	<b>\$ -105,449.18</b>	<b>92.66%</b>
<b>Gross Profit</b>	<b>\$ 12,615.25</b>	<b>\$ 83,260.48</b>	<b>\$ -70,645.23</b>	<b>15.15%</b>	<b>\$ 1,331,507.05</b>	<b>\$ 1,436,956.23</b>	<b>\$ -105,449.18</b>	<b>92.66%</b>
<b>Expenses</b>								
1- MEDIA & WEBSITE	40,955.62	75,150.00	-34,194.38	54.50%	819,569.85	919,050.18	-99,480.33	89.18%
2- VISITOR SVS / PARTNERSHIPS	4,849.14	29,850.02	-25,000.88	16.25%	253,011.14	390,311.91	-137,300.77	64.82%
3- ADMIN EXPENSES	16,228.81	9,633.99	6,594.82	168.45%	274,347.19	130,729.89	143,617.30	209.86%
4- PERSONNEL	41,960.96	38,680.66	3,280.30	108.48%	539,234.47	480,213.56	59,020.91	112.29%
Payroll Expenses	1,269.44		1,269.44		11,377.19	0.00	11,377.19	
Uncategorized Expense	11,609.21		11,609.21		38,670.14	0.00	38,670.14	
<b>Total Expenses</b>	<b>\$ 116,873.18</b>	<b>\$ 153,314.67</b>	<b>\$ -36,441.49</b>	<b>76.23%</b>	<b>\$ 1,936,209.98</b>	<b>\$ 1,920,305.54</b>	<b>\$ 15,904.44</b>	<b>100.83%</b>
<b>Net Operating Income</b>	<b>\$ -104,257.93</b>	<b>\$ -70,054.19</b>	<b>\$ -34,203.74</b>	<b>148.82%</b>	<b>\$ -604,702.93</b>	<b>\$ -483,349.31</b>	<b>\$ -121,353.62</b>	<b>125.11%</b>
<b>Other Income</b>								
Redeemed Cash Back			0.00		7,218.38	0.00	7,218.38	
<b>Total Other Income</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>		<b>\$ 7,218.38</b>	<b>\$ 0.00</b>	<b>\$ 7,218.38</b>	
<b>Net Other Income</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>		<b>\$ 7,218.38</b>	<b>\$ 0.00</b>	<b>\$ 7,218.38</b>	
<b>Net Income</b>	<b>\$ -104,257.93</b>	<b>\$ -70,054.19</b>	<b>\$ -34,203.74</b>	<b>148.82%</b>	<b>\$ -597,484.55</b>	<b>\$ -483,349.31</b>	<b>\$ -114,135.24</b>	<b>123.61%</b>

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

	Jun 2024				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
<b>Income</b>								
4030 County BID		110,563.25	-110,563.25	0.00%	1,175,400.18	1,326,759.00	-151,358.82	88.59%
4031 County BID adjustments		-39,802.77	39,802.77	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%	145,869.08	150,000.00	-4,130.92	97.25%
Other Income			0.00		0.00	0.00	0.00	
4940 Misc. Income			0.00		6,000.00	0.00	6,000.00	
4950 Interest Income	115.25		115.25		488.64	0.00	488.64	
<b>Total Other Income</b>	<b>\$ 115.25</b>	<b>\$ 0.00</b>	<b>\$ 115.25</b>		<b>\$ 6,488.64</b>	<b>\$ 0.00</b>	<b>\$ 6,488.64</b>	
Uncategorized Income			0.00		3,749.15	0.00	3,749.15	
<b>Total Income</b>	<b>\$ 12,615.25</b>	<b>\$ 83,260.48</b>	<b>\$ -70,645.23</b>	<b>15.15%</b>	<b>\$ 1,331,507.05</b>	<b>\$ 1,436,956.23</b>	<b>\$ -105,449.18</b>	<b>92.66%</b>
<b>Gross Profit</b>	<b>\$ 12,615.25</b>	<b>\$ 83,260.48</b>	<b>\$ -70,645.23</b>	<b>15.15%</b>	<b>\$ 1,331,507.05</b>	<b>\$ 1,436,956.23</b>	<b>\$ -105,449.18</b>	<b>92.66%</b>
<b>Expenses</b>								
1- MEDIA & WEBSITE			0.00		0.00	0.00	0.00	
50 Advertising / Media			0.00		5,000.00	0.00	5,000.00	
5130 Print & Online Advertising	10,825.00	42,250.00	-31,425.00	25.62%	449,585.92	507,000.00	-57,414.08	88.68%
5150 Ad Development/Design	112.50	1,000.00	-887.50	11.25%	2,891.63	12,000.00	-9,108.37	24.10%
5170 Photography	2,110.00	1,000.00	1,110.00	211.00%	7,942.08	12,000.00	-4,057.92	66.18%
5240 Research & Development	7,000.00	5,083.34	1,916.66	137.70%	57,660.00	66,500.08	-8,840.08	86.71%
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%
<b>Total 50 Advertising / Media</b>	<b>\$ 20,047.50</b>	<b>\$ 51,833.34</b>	<b>\$ -31,785.84</b>	<b>38.68%</b>	<b>\$ 541,207.50</b>	<b>\$ 627,500.08</b>	<b>\$ -86,292.58</b>	<b>86.25%</b>
55 Marketing / Public Relations			0.00		0.00	0.00	0.00	
5510 Public Relations Contract		9,516.66	-9,516.66	0.00%	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	680.00	1,000.00	-320.00	68.00%	8,401.90	12,000.00	-3,598.10	70.02%
5550 In-Market PR Stunts	1,550.00		1,550.00		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	15,678.12	1,000.00	14,678.12	1567.81%	25,489.68	11,000.16	14,489.52	231.72%
5680 Visiting Media FAM Expenses		500.00	-500.00	0.00%	5,583.27	6,000.00	-416.73	93.05%
<b>Total 55 Marketing / Public Relations</b>	<b>\$ 17,908.12</b>	<b>\$ 14,266.66</b>	<b>\$ 3,641.46</b>	<b>125.52%</b>	<b>\$ 152,931.51</b>	<b>\$ 181,700.10</b>	<b>\$ -28,768.59</b>	<b>84.17%</b>
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		1,500.00	-1,500.00	0.00%	27,626.25	18,000.00	9,626.25	153.48%
5750 Development/ Maintenance		500.00	-500.00	0.00%	13,569.58	6,000.00	7,569.58	226.16%
5780 Interactive Marketing		100.00	-100.00	0.00%	39,909.41	1,200.00	38,709.41	3325.78%
<b>Total 57 Website Maint / Development</b>	<b>\$ 0.00</b>	<b>\$ 4,600.00</b>	<b>\$ -4,600.00</b>	<b>0.00%</b>	<b>\$ 81,105.24</b>	<b>\$ 55,200.00</b>	<b>\$ 25,905.24</b>	<b>146.93%</b>
58 Leisure / Group Sales			0.00		0.00	0.00	0.00	
5810 Promotion Items, Booth Develop		0.00	0.00		13,720.46	9,500.00	4,220.46	144.43%
5820 Consumer & Trade Shows		3,950.00	-3,950.00	0.00%	3,129.36	12,200.00	-9,070.64	25.65%
5840 State Fair Exhibit	3,000.00	0.00	3,000.00		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		0.00	0.00		9,034.08	14,450.00	-5,415.92	62.52%
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%
<b>Total 58 Leisure / Group Sales</b>	<b>\$ 3,000.00</b>	<b>\$ 4,450.00</b>	<b>\$ -1,450.00</b>	<b>67.42%</b>	<b>\$ 44,325.60</b>	<b>\$ 54,650.00</b>	<b>\$ -10,324.40</b>	<b>81.11%</b>
<b>Total 1- MEDIA &amp; WEBSITE</b>	<b>\$ 40,955.62</b>	<b>\$ 75,150.00</b>	<b>\$ -34,194.38</b>	<b>54.50%</b>	<b>\$ 819,569.85</b>	<b>\$ 919,050.18</b>	<b>\$ -99,480.33</b>	<b>89.18%</b>
2- VISITOR SVS / PARTNERSHIPS			0.00		0.00	0.00	0.00	
Partnerships			0.00		0.00	0.00	0.00	
6550 Conferences & Seminars		4,000.00	-4,000.00	0.00%	17,891.98	18,150.00	-258.02	98.58%
6555 Conferences & Seminars Travel		0.00	0.00		8,773.84	16,911.75	-8,137.91	51.88%
6570 In-County Relations	133.75	1,050.00	-916.25	12.74%	11,491.18	15,100.00	-3,608.82	76.10%
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	240.00	2,000.00	-1,760.00	12.00%	6,000.00	24,000.00	-18,000.00	25.00%
6590 Memberships	150.00	0.00	150.00		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%
<b>Total Partnerships</b>	<b>\$ 523.75</b>	<b>\$ 10,166.67</b>	<b>\$ -9,642.92</b>	<b>5.15%</b>	<b>\$ 72,565.01</b>	<b>\$ 119,511.79</b>	<b>\$ -46,946.78</b>	<b>60.72%</b>
Visitor Services			0.00		0.00	0.00	0.00	
6720 Event & Festival Guides	31.89	6,225.01	-6,193.12	0.51%	90,306.94	108,300.04	-17,993.10	83.39%
6730 Incentives & Sponsorships	4,293.50	4,291.67	1.83	100.04%	64,097.67	52,500.04	11,597.63	122.09%

6770 Visitor Centers & Signage		9,166.67	-9,166.67	0.00%	26,041.52	110,000.04	-83,958.52	23.67%	
<b>Total Visitor Services</b>	<b>\$</b>	<b>4,325.39</b>	<b>\$ 19,683.35</b>	<b>\$ -15,357.96</b>	<b>21.97%</b>	<b>\$ 180,446.13</b>	<b>\$ 270,800.12</b>	<b>\$ -90,353.99</b>	<b>66.63%</b>
<b>Total 2- VISITOR SVS / PARTNERSHIPS</b>	<b>\$</b>	<b>4,849.14</b>	<b>\$ 29,850.02</b>	<b>\$ -25,000.88</b>	<b>16.25%</b>	<b>\$ 253,011.14</b>	<b>\$ 390,311.91</b>	<b>\$ -137,300.77</b>	<b>64.82%</b>
<b>3- ADMIN EXPENSES</b>				0.00	0.00	0.00	0.00		
<b>General Admin</b>				0.00	0.00	0.00	0.00		
7010 Accounting	2,186.00	2,000.00	186.00	109.30%	42,012.00	33,000.00	9,012.00	127.31%	
7060 Bank Fees	7.80	50.00	-42.20	15.60%	294.60	600.00	-305.40	49.10%	
7080 Board Development	6,240.00	35.00	6,205.00	17828.57%	71,342.68	5,385.00	65,957.68	1324.84%	
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%	50,883.94	13,716.00	37,167.94	370.98%	
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%	1,297.69	2,220.00	-922.31	58.45%	
7200 Office Expense		150.00	-150.00	0.00%	13,000.98	1,800.00	11,200.98	722.28%	
7210 Postage & Shipping	1,952.00	350.00	1,602.00	557.71%	5,977.40	4,200.00	1,777.40	142.32%	
7280 Travel Expenses	418.66	750.00	-331.34	55.82%	16,358.50	9,000.00	7,358.50	181.76%	
<b>Total General Admin</b>	<b>\$</b>	<b>11,666.96</b>	<b>\$ 5,113.00</b>	<b>\$ 6,553.96</b>	<b>228.18%</b>	<b>\$ 202,152.79</b>	<b>\$ 75,321.00</b>	<b>\$ 126,831.79</b>	<b>268.39%</b>
<b>Occupancy Costs</b>				0.00	0.00	0.00	0.00		
7650 Rent	2,300.00	2,350.00	-50.00	97.87%	28,410.00	28,200.00	210.00	100.74%	
7660 Insurance	216.33	0.00	216.33		4,618.10	2,450.00	2,168.10	188.49%	
7850 Repairs & Maintenance	334.95	775.00	-440.05	43.22%	7,998.89	7,700.00	298.89	103.88%	
7890 Taxes		0.00	0.00		311.04	65.00	246.04	478.52%	
7910 Telecommunication	450.00	600.00	-150.00	75.00%	14,990.34	7,200.00	7,790.34	208.20%	
7950 Utilities	616.57	795.99	-179.42	77.46%	8,138.03	9,793.89	-1,655.86	83.09%	
7990 Depreciation Expense	644.00		644.00		7,728.00	0.00	7,728.00		
<b>Total Occupancy Costs</b>	<b>\$</b>	<b>4,561.85</b>	<b>\$ 4,520.99</b>	<b>\$ 40.86</b>	<b>100.90%</b>	<b>\$ 72,194.40</b>	<b>\$ 55,408.89</b>	<b>\$ 16,785.51</b>	<b>130.29%</b>
<b>Total 3- ADMIN EXPENSES</b>	<b>\$</b>	<b>16,228.81</b>	<b>\$ 9,633.99</b>	<b>\$ 6,594.82</b>	<b>168.45%</b>	<b>\$ 274,347.19</b>	<b>\$ 130,729.89</b>	<b>\$ 143,617.30</b>	<b>209.86%</b>
<b>4- PERSONNEL</b>				0.00	0.00	0.00	0.00		
8510 Salaries & Wages	26,853.34	31,782.31	-4,928.97	84.49%	349,738.82	381,387.72	-31,648.90	91.70%	
8511 Retirement			0.00		4,676.77	0.00	4,676.77		
8520 Paid Time Off	345.60	1,382.00	-1,036.40	25.01%	6,350.34	24,153.89	-17,803.55	26.29%	
8530 Payroll Taxes	2,428.61	2,431.35	-2.74	99.89%	34,046.28	32,131.95	1,914.33	105.96%	
8540 Payroll Processing Fees		85.00	-85.00	0.00%	2,130.00	1,740.00	390.00	122.41%	
8550 Workers Comp	166.74	0.00	166.74		3,852.62	3,000.00	852.62	128.42%	
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	9,416.67	750.00	8,666.67	1255.56%	103,258.87	7,800.00	95,458.87	1323.83%	
8615 Employee Recruitment			0.00		81.67	0.00	81.67		
<b>Total 4- PERSONNEL</b>	<b>\$</b>	<b>41,960.96</b>	<b>\$ 38,680.66</b>	<b>\$ 3,280.30</b>	<b>108.48%</b>	<b>\$ 539,234.47</b>	<b>\$ 480,213.56</b>	<b>\$ 59,020.91</b>	<b>112.29%</b>
<b>Payroll Expenses</b>				0.00	81.00	0.00	81.00		
<b>Company Contributions</b>				0.00	0.00	0.00	0.00		
Retirement	1,269.44		1,269.44		11,296.19	0.00	11,296.19		
<b>Total Company Contributions</b>	<b>\$</b>	<b>1,269.44</b>	<b>\$ 0.00</b>	<b>\$ 1,269.44</b>	<b>\$ 11,296.19</b>	<b>\$ 0.00</b>	<b>\$ 11,296.19</b>		
<b>Total Payroll Expenses</b>	<b>\$</b>	<b>1,269.44</b>	<b>\$ 0.00</b>	<b>\$ 1,269.44</b>	<b>\$ 11,377.19</b>	<b>\$ 0.00</b>	<b>\$ 11,377.19</b>		
<b>Uncategorized Expense</b>		11,609.21		11,609.21	38,670.14	0.00	38,670.14		
<b>Total Expenses</b>	<b>\$</b>	<b>116,873.18</b>	<b>\$ 153,314.67</b>	<b>\$ -36,441.49</b>	<b>76.23%</b>	<b>\$ 1,936,209.98</b>	<b>\$ 1,920,305.54</b>	<b>\$ 15,904.44</b>	<b>100.83%</b>
<b>Net Operating Income</b>	<b>\$</b>	<b>-104,257.93</b>	<b>\$ -70,054.19</b>	<b>\$ -34,203.74</b>	<b>148.82%</b>	<b>\$ -604,702.93</b>	<b>\$ -483,349.31</b>	<b>\$ -121,353.62</b>	<b>125.11%</b>
<b>Other Income</b>				0.00	7,218.38	0.00	7,218.38		
Redeemed Cash Back				0.00	7,218.38	0.00	7,218.38		
<b>Total Other Income</b>	<b>\$</b>	<b>0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 7,218.38</b>	<b>\$ 0.00</b>	<b>\$ 7,218.38</b>		
<b>Net Other Income</b>	<b>\$</b>	<b>0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 7,218.38</b>	<b>\$ 0.00</b>	<b>\$ 7,218.38</b>		
<b>Net Income</b>	<b>\$</b>	<b>-104,257.93</b>	<b>\$ -70,054.19</b>	<b>\$ -34,203.74</b>	<b>148.82%</b>	<b>\$ -597,484.55</b>	<b>\$ -483,349.31</b>	<b>\$ -114,135.24</b>	<b>123.61%</b>

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# Visit Mendocino County

## Statement of Cash Flows

June 2024

	TOTAL
<b>OPERATING ACTIVITIES</b>	
Net Income	-104,257.93
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1100 Accounts Receivable	210,693.85
1230 Prepaid Expenses	6,503.83
2000 Accounts Payable	6,483.37
Ramp Card	-21,949.69
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	6.08
2270 Payroll Liabilities:Accrued Payroll	-968.54
2275 Payroll Liabilities:Accrued PTO	-886.40
Direct Deposit Payable	0.00
Payroll Liabilities:401(k) Contribution	0.00
<b>Total Adjustments to reconcile Net Income to Net Cash provided by operations:</b>	<b>199,882.50</b>
<b>Net cash provided by operating activities</b>	<b>\$95,624.57</b>
<b>INVESTING ACTIVITIES</b>	
1600 Accumulated Depreciation	644.00
<b>Net cash provided by investing activities</b>	<b>\$644.00</b>
<b>NET CASH INCREASE FOR PERIOD</b>	<b>\$96,268.57</b>
Cash at beginning of period	889,018.83
<b>CASH AT END OF PERIOD</b>	<b>\$985,287.40</b>

# Mendocino County Tourism Commission

## Profit and Loss Comparison

July 2023 - June 2024

	TOTAL			
	JUL 2023 - JUN 2024	JUL 2022 - JUN 2023 (PY)	CHANGE	% CHANGE
<b>Income</b>				
4030 County BID	1,175,400.18	855,284.94	320,115.24	37.43 %
4031 County BID adjustments		557.00	-557.00	-100.00 %
4035 County 50% Match	145,869.08	548,101.03	-402,231.95	-73.39 %
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	488.64	520.38	-31.74	-6.10 %
<b>Total Other Income</b>	<b>6,488.64</b>	<b>8,672.28</b>	<b>-2,183.64</b>	<b>-25.18 %</b>
Uncategorized Income	3,749.15		3,749.15	
<b>Total Income</b>	<b>\$1,331,507.05</b>	<b>\$1,425,351.73</b>	<b>\$ -93,844.68</b>	<b>-6.58 %</b>
<b>GROSS PROFIT</b>	<b>\$1,331,507.05</b>	<b>\$1,425,351.73</b>	<b>\$ -93,844.68</b>	<b>-6.58 %</b>
<b>Expenses</b>				
<b>1- MEDIA &amp; WEBSITE</b>				
50 Advertising / Media	5,000.00	0.00	5,000.00	
5130 Print & Online Advertising	449,585.92	568,296.63	-118,710.71	-20.89 %
5150 Ad Development/Design	2,891.63	2,244.00	647.63	28.86 %
5170 Photography	7,942.08	3,240.00	4,702.08	145.13 %
5240 Research & Development	57,660.00	158,303.67	-100,643.67	-63.58 %
5280 Video Development	18,127.87	17,831.70	296.17	1.66 %
5290 Marketing Contingency		8,302.71	-8,302.71	-100.00 %
<b>Total 50 Advertising / Media</b>	<b>541,207.50</b>	<b>758,218.71</b>	<b>-217,011.21</b>	<b>-28.62 %</b>
<b>55 Marketing / Public Relations</b>				
5510 Public Relations Contract	100,833.26	69,466.64	31,366.62	45.15 %
5540 Clipping Service	8,401.90	8,177.85	224.05	2.74 %
5550 In-Market PR Stunts	4,861.72	23,246.94	-18,385.22	-79.09 %
5560 Media Events	7,761.68	5,240.28	2,521.40	48.12 %
5610 Travel -PR Related	25,489.68	23,587.10	1,902.58	8.07 %
5680 Visiting Media FAM Expenses	5,583.27	9,969.89	-4,386.62	-44.00 %
<b>Total 55 Marketing / Public Relations</b>	<b>152,931.51</b>	<b>139,688.70</b>	<b>13,242.81</b>	<b>9.48 %</b>
<b>57 Website Maint / Development</b>				
5710 Interactive Media Coordinator		5,062.60	-5,062.60	-100.00 %
5740 Content Creation	27,626.25	26,401.34	1,224.91	4.64 %
5750 Development/ Maintenance	13,569.58	105,472.87	-91,903.29	-87.13 %
5780 Interactive Marketing	39,909.41	349.50	39,559.91	11,319.00 %
<b>Total 57 Website Maint / Development</b>	<b>81,105.24</b>	<b>137,286.31</b>	<b>-56,181.07</b>	<b>-40.92 %</b>

# Mendocino County Tourism Commission

## Profit and Loss Comparison

July 2023 - June 2024

	TOTAL			
	JUL 2023 - JUN 2024	JUL 2022 - JUN 2023 (PY)	CHANGE	% CHANGE
<b>58 Leisure / Group Sales</b>				
5810 Promotion Items, Booth Develop	13,720.46	15,691.85	-1,971.39	-12.56 %
5820 Consumer & Trade Shows	3,129.36	80.90	3,048.46	3,768.18 %
5840 State Fair Exhibit	14,039.91	28,568.61	-14,528.70	-50.86 %
5880 Travel - Leisure/Group Sales	9,034.08	5,662.45	3,371.63	59.54 %
5885 Travel - Group FAMs	901.79	692.05	209.74	30.31 %
5890 Misc. Sales Opportunities	3,500.00	3,500.00	0.00	0.00 %
<b>Total 58 Leisure / Group Sales</b>	<b>44,325.60</b>	<b>54,195.86</b>	<b>-9,870.26</b>	<b>-18.21 %</b>
<b>Total 1- MEDIA &amp; WEBSITE</b>	<b>819,569.85</b>	<b>1,089,389.58</b>	<b>-269,819.73</b>	<b>-24.77 %</b>
<b>2- VISITOR SVS / PARTNERSHIPS</b>				
Partnerships				
6550 Conferences & Seminars	17,891.98	35,107.08	-17,215.10	-49.04 %
6555 Conferences & Seminars Travel	8,773.84	45.00	8,728.84	19,397.42 %
6570 In-County Relations	11,491.18	9,399.36	2,091.82	22.25 %
6575 Stakeholder Networking	3,950.53	2,698.66	1,251.87	46.39 %
6580 Contracted Writing Services	6,000.00		6,000.00	
6590 Memberships	19,524.46	1,310.00	18,214.46	1,390.42 %
6610 North Coast Tourism Council	4,933.02	20,077.10	-15,144.08	-75.43 %
<b>Total Partnerships</b>	<b>72,565.01</b>	<b>68,637.20</b>	<b>3,927.81</b>	<b>5.72 %</b>
Visitor Services				
6720 Event & Festival Guides	90,306.94	40,545.14	49,761.80	122.73 %
6730 Incentives & Sponsorships	64,097.67	46,346.42	17,751.25	38.30 %
6770 Visitor Centers & Signage	26,041.52	12,450.00	13,591.52	109.17 %
<b>Total Visitor Services</b>	<b>180,446.13</b>	<b>99,341.56</b>	<b>81,104.57</b>	<b>81.64 %</b>
<b>Total 2- VISITOR SVS / PARTNERSHIPS</b>	<b>253,011.14</b>	<b>167,978.76</b>	<b>85,032.38</b>	<b>50.62 %</b>
<b>3- ADMIN EXPENSES</b>				
General Admin				
7010 Accounting	42,012.00	32,134.00	9,878.00	30.74 %
7060 Bank Fees	294.60	108.65	185.95	171.15 %
7080 Board Development	71,342.68	78,193.52	-6,850.84	-8.76 %
7090 Copying & Printing		104.74	-104.74	-100.00 %
7100 Dues & Subscriptions	50,883.94	49,281.07	1,602.87	3.25 %
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	1,297.69	2,743.15	-1,445.46	-52.69 %
7200 Office Expense	13,000.98	10,884.22	2,116.76	19.45 %
7210 Postage & Shipping	5,977.40	6,266.22	-288.82	-4.61 %
7280 Travel Expenses	16,358.50	14,906.27	1,452.23	9.74 %
<b>Total General Admin</b>	<b>202,152.79</b>	<b>195,244.64</b>	<b>6,908.15</b>	<b>3.54 %</b>



# Mendocino County Tourism Commission

## Profit and Loss Comparison

July 2023 - June 2024

	TOTAL			
	JUL 2023 - JUN 2024	JUL 2022 - JUN 2023 (PY)	CHANGE	% CHANGE
Occupancy Costs				
7650 Rent	28,410.00	31,829.00	-3,419.00	-10.74 %
7660 Insurance	4,618.10	3,231.44	1,386.66	42.91 %
7850 Repairs & Maintenance	7,998.89	7,340.96	657.93	8.96 %
7890 Taxes	311.04	122.14	188.90	154.66 %
7910 Telecommunication	14,990.34	11,312.49	3,677.85	32.51 %
7950 Utilities	8,138.03	8,678.78	-540.75	-6.23 %
7990 Depreciation Expense	7,728.00	8,468.00	-740.00	-8.74 %
<b>Total Occupancy Costs</b>	<b>72,194.40</b>	<b>70,982.81</b>	<b>1,211.59</b>	<b>1.71 %</b>
<b>Total 3- ADMIN EXPENSES</b>	<b>274,347.19</b>	<b>266,227.45</b>	<b>8,119.74</b>	<b>3.05 %</b>
4- PERSONNEL				
8510 Salaries & Wages	349,738.82	366,976.72	-17,237.90	-4.70 %
8511 Retirement	4,676.77	10,563.93	-5,887.16	-55.73 %
8520 Paid Time Off	6,350.34	10,712.78	-4,362.44	-40.72 %
8530 Payroll Taxes	34,046.28	34,398.15	-351.87	-1.02 %
8540 Payroll Processing Fees	2,130.00	1,860.00	270.00	14.52 %
8550 Workers Comp	3,852.62	2,875.04	977.58	34.00 %
8570 Health Insurance Allowance	33,850.00	30,650.00	3,200.00	10.44 %
8580 Other Employee Benefits	1,249.10	1,823.00	-573.90	-31.48 %
8590 Contract Work	103,258.87	50,462.12	52,796.75	104.63 %
8615 Employee Recruitment	81.67	903.59	-821.92	-90.96 %
<b>Total 4- PERSONNEL</b>	<b>539,234.47</b>	<b>511,225.33</b>	<b>28,009.14</b>	<b>5.48 %</b>
Payroll Expenses	81.00		81.00	
Company Contributions				
Retirement	11,296.19		11,296.19	
<b>Total Company Contributions</b>	<b>11,296.19</b>		<b>11,296.19</b>	
Wages				
Bereavement Pay	0.00	750.00	-750.00	-100.00 %
Employee Taxes Paid by Employer	0.00	46.74	-46.74	-100.00 %
<b>Total Wages</b>	<b>0.00</b>	<b>796.74</b>	<b>-796.74</b>	<b>-100.00 %</b>
<b>Total Payroll Expenses</b>	<b>11,377.19</b>	<b>796.74</b>	<b>10,580.45</b>	<b>1,327.97 %</b>
Uncategorized Expense	38,670.14	607.87	38,062.27	6,261.58 %
<b>Total Expenses</b>	<b>\$1,936,209.98</b>	<b>\$2,036,225.73</b>	<b>\$ -100,015.75</b>	<b>-4.91 %</b>
NET OPERATING INCOME	<b>\$ -604,702.93</b>	<b>\$ -610,874.00</b>	<b>\$6,171.07</b>	<b>1.01 %</b>
Other Income				
Redeemed Cash Back	7,218.38		7,218.38	
<b>Total Other Income</b>	<b>\$7,218.38</b>	<b>\$0.00</b>	<b>\$7,218.38</b>	<b>0.00%</b>
NET OTHER INCOME	<b>\$7,218.38</b>	<b>\$0.00</b>	<b>\$7,218.38</b>	<b>0.00%</b>
NET INCOME	<b>\$ -597,484.55</b>	<b>\$ -610,874.00</b>	<b>\$13,389.45</b>	<b>2.19 %</b>