

Mendocino County Tourism Commission

Balance Sheet Comparison

As of November 30, 2024

| | TOTAL | | | |
|-----------------------------------|-----------------------|-------------------------|-----------------------|-----------------|
| | AS OF NOV 30, 2024 | AS OF NOV 30, 2023 (PY) | CHANGE | % CHANGE |
| ASSETS | | | | |
| Current Assets | | | | |
| Bank Accounts | | | | |
| 1005 SBMC Checking | 30,664.49 | 127,321.08 | -96,656.59 | -75.92 % |
| 1010 SBMC Contingency/Savings | 650,829.40 | 1,000,371.38 | -349,541.98 | -34.94 % |
| 1030 Cash drawer | 100.00 | 100.00 | 0.00 | 0.00 % |
| Total Bank Accounts | \$681,593.89 | \$1,127,792.46 | \$ -446,198.57 | -39.56 % |
| Accounts Receivable | | | | |
| 1100 Accounts Receivable | 390,544.12 | 0.00 | 390,544.12 | |
| Total Accounts Receivable | \$390,544.12 | \$0.00 | \$390,544.12 | 0.00% |
| Other Current Assets | | | | |
| 1230 Prepaid Expenses | 9,831.45 | 10,537.81 | -706.36 | -6.70 % |
| 1250 Refundable Deposits | 1,800.00 | 1,800.00 | 0.00 | 0.00 % |
| 1270 Receivable Other | -4,107.06 | -4,107.06 | 0.00 | 0.00 % |
| 1290 Loan to Employee | 0.00 | 0.00 | 0.00 | |
| Undeposited Funds | 0.00 | 0.00 | 0.00 | |
| Total Other Current Assets | \$7,524.39 | \$8,230.75 | \$ -706.36 | -8.58 % |
| Total Current Assets | \$1,079,662.40 | \$1,136,023.21 | \$ -56,360.81 | -4.96 % |
| Fixed Assets | | | | |
| 1510 Furniture and Equipment | 46,655.22 | 41,311.75 | 5,343.47 | 12.93 % |
| 1600 Accumulated Depreciation | -35,466.68 | -27,228.35 | -8,238.33 | -30.26 % |
| Total Fixed Assets | \$11,188.54 | \$14,083.40 | \$ -2,894.86 | -20.56 % |
| 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 | \$1,090,850.94 | \$1,150,106.61 | \$ -59,255.67 | -5.15 % |
| LIABILITIES AND EQUITY | | | | |
| Liabilities | | | | |
| Current Liabilities | | | | |
| Accounts Payable | | | | |
| 2000 Accounts Payable | 1,520.93 | -1,852.43 | 3,373.36 | 182.10 % |
| Total Accounts Payable | \$1,520.93 | \$ -1,852.43 | \$3,373.36 | 182.10 % |
| Credit Cards | | | | |
| Ramp Card | 19,552.62 | 5,827.13 | 13,725.49 | 235.54 % |

Mendocino County Tourism Commission

Balance Sheet Comparison

As of November 30, 2024

| | TOTAL | | | |
|--|-----------------------|-------------------------|----------------------|-----------------|
| | AS OF NOV 30, 2024 | AS OF NOV 30, 2023 (PY) | CHANGE | % CHANGE |
| Total Credit Cards | \$19,552.62 | \$5,827.13 | \$13,725.49 | 235.54 % |
| 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 | 56.91 | -41.91 | -73.64 % |
| 2270 Accrued Payroll | 3,985.70 | 18,443.63 | -14,457.93 | -78.39 % |
| 2275 Accrued PTO | 11,138.42 | 10,517.36 | 621.06 | 5.91 % |
| 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 | |
| Total Payroll Liabilities | 15,139.15 | 29,017.93 | -13,878.78 | -47.83 % |
| Total Other Current Liabilities | \$16,254.15 | \$30,132.93 | \$ -13,878.78 | -46.06 % |
| Total Current Liabilities | \$37,327.70 | \$34,107.63 | \$3,220.07 | 9.44 % |
| Total Liabilities | \$37,327.70 | \$34,107.63 | \$3,220.07 | 9.44 % |
| Equity | | | | |
| 3100 Contingency-Restricted | 187,622.35 | 187,622.35 | 0.00 | 0.00 % |
| 3900 Unrestricted Net Assets (RE) | 1,042,904.46 | 1,431,851.51 | -388,947.05 | -27.16 % |
| Opening Bal Equity | 0.00 | 0.00 | 0.00 | |
| Net Income | -177,003.57 | -503,474.88 | 326,471.31 | 64.84 % |
| Total Equity | \$1,053,523.24 | \$1,115,998.98 | \$ -62,475.74 | -5.60 % |
| TOTAL LIABILITIES AND EQUITY | \$1,090,850.94 | \$1,150,106.61 | \$ -59,255.67 | -5.15 % |

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

| | Nov 2024 | | | | Total | | | |
|-------------------------------|----------------------|----------------------|----------------------|------------------|-----------------------|------------------------|-------------------------|---------------|
| | Actual | Budget | over Budget | % of Budget | Actual | Budget | over Budget | % of Budget |
| Income | | | | | | | | |
| 4030 County BID | 390,544.12 | 125,000.00 | 265,544.12 | 312.44% | 390,544.12 | 1,500,000.00 | -1,109,455.88 | 26.04% |
| 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 | | 95.45 | 0.00 | 95.45 | |
| Total Income | \$ 390,544.12 | \$ 125,000.00 | \$ 265,544.12 | 312.44% | \$ 403,139.57 | \$ 1,455,000.00 | \$ -1,051,860.43 | 27.71% |
| Gross Profit | \$ 390,544.12 | \$ 125,000.00 | \$ 265,544.12 | 312.44% | \$ 403,139.57 | \$ 1,455,000.00 | \$ -1,051,860.43 | 27.71% |
| Expenses | | | | | | | | |
| 1- MEDIA & WEBSITE | 55,713.02 | 51,700.00 | 4,013.02 | 107.76% | 229,942.10 | 601,856.66 | -371,914.56 | 38.21% |
| 2- VISITOR SVS / PARTNERSHIPS | 2,308.40 | 25,033.33 | -22,724.93 | 9.22% | 46,117.18 | 273,892.00 | -227,774.82 | 16.84% |
| 3- ADMIN EXPENSES | 11,978.80 | 16,583.00 | -4,604.20 | 72.24% | 89,582.66 | 211,211.00 | -121,628.34 | 42.41% |
| 4- PERSONNEL | 43,585.48 | 53,028.13 | -9,442.65 | 82.19% | 295,022.64 | 655,234.57 | -360,211.93 | 45.03% |
| Payroll Expenses | 1,366.00 | | 1,366.00 | | 8,493.31 | 0.00 | 8,493.31 | |
| Total Expenses | \$ 114,951.70 | \$ 146,344.46 | \$ -31,392.76 | 78.55% | \$ 669,157.89 | \$ 1,742,194.23 | \$ -1,073,036.34 | 38.41% |
| Net Operating Income | \$ 275,592.42 | \$ -21,344.46 | \$ 296,936.88 | -1291.17% | \$ -266,018.32 | \$ -287,194.23 | \$ 21,175.91 | 92.63% |
| Net Income | \$ 275,592.42 | \$ -21,344.46 | \$ 296,936.88 | -1291.17% | \$ -266,018.32 | \$ -287,194.23 | \$ 21,175.91 | 92.63% |

Thursday, Jan 02, 2025 04:42:02 PM GMT-8 - Accrual Basis

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

| | Nov 2024 | | | | Total | | | |
|--|----------------------|----------------------|----------------------|----------------|----------------------|------------------------|-------------------------|---------------|
| | Actual | Budget | over Budget | % of Budget | Actual | Budget | over Budget | % of Budget |
| Income | | | | | | | | |
| 4030 County BID | 390,544.12 | 125,000.00 | 265,544.12 | 312.44% | 390,544.12 | 1,500,000.00 | -1,109,455.88 | 26.04% |
| 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 | | 95.45 | 0.00 | 95.45 | |
| Total Other Income | \$ 0.00 | \$ 0.00 | \$ 0.00 | | \$ 95.45 | \$ 0.00 | \$ 95.45 | |
| Total Income | \$ 390,544.12 | \$ 125,000.00 | \$ 265,544.12 | 312.44% | \$ 403,139.57 | \$ 1,455,000.00 | \$ -1,051,860.43 | 27.71% |
| Gross Profit | \$ 390,544.12 | \$ 125,000.00 | \$ 265,544.12 | 312.44% | \$ 403,139.57 | \$ 1,455,000.00 | \$ -1,051,860.43 | 27.71% |
| Expenses | | | | | | | | |
| 1- MEDIA & WEBSITE | | | 0.00 | | 0.00 | 0.00 | 0.00 | |
| 50 Advertising / Media | 1,000.00 | | 1,000.00 | | 3,000.00 | 0.00 | 3,000.00 | |
| 5130 Print & Online Advertising | 10,430.73 | 25,000.00 | -14,569.27 | 41.72% | 101,811.69 | 315,000.00 | -213,188.31 | 32.32% |
| 5170 Photography | 1,300.00 | 1,000.00 | 300.00 | 130.00% | 4,550.00 | 12,000.00 | -7,450.00 | 37.92% |
| 5240 Research & Development | 22,000.00 | 500.00 | 21,500.00 | 4400.00% | 26,000.00 | 6,000.00 | 20,000.00 | 433.33% |
| 5280 Video Development | 3,192.00 | 1,250.00 | 1,942.00 | 255.36% | 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 | \$ 37,922.73 | \$ 28,750.00 | \$ 9,172.73 | 131.91% | \$ 141,239.47 | \$ 360,000.00 | \$ -218,760.53 | 39.23% |
| 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% | 55,539.96 | 114,200.00 | -58,660.04 | 48.63% |
| 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 | | 3,583.34 | -3,583.34 | 0.00% | 1,805.00 | 9,666.66 | -7,861.66 | 18.67% |
| 5610 Travel -PR Related | 159.70 | 1,500.00 | -1,340.30 | 10.65% | 3,925.15 | 3,000.00 | 925.15 | 130.84% |
| 5680 Visiting Media FAM Expenses | 2,270.42 | 500.00 | 1,770.42 | 454.08% | 3,929.56 | 6,000.00 | -2,070.44 | 65.49% |
| Total 55 Marketing / Public Relations | \$ 11,686.78 | \$ 17,850.00 | \$ -6,163.22 | 65.47% | \$ 65,199.67 | \$ 165,866.66 | \$ -100,666.99 | 39.31% |
| 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 | 5,000.00 | 1,500.00 | 3,500.00 | 333.33% | 15,000.00 | 18,000.00 | -3,000.00 | 83.33% |
| 5750 Development/ Maintenance | 1,103.51 | 500.00 | 603.51 | 220.70% | 7,160.02 | 6,000.00 | 1,160.02 | 119.33% |
| 5780 Interactive Marketing | | 100.00 | -100.00 | 0.00% | 900.00 | 1,200.00 | -300.00 | 75.00% |
| Total 57 Website Maint / Development | \$ 6,103.51 | \$ 4,600.00 | \$ 1,503.51 | 132.69% | \$ 23,060.02 | \$ 55,200.00 | \$ -32,139.98 | 41.78% |
| 58 Leisure / Group Sales | | | 0.00 | | 0.00 | 0.00 | 0.00 | |
| 5810 Promotion Items, Booth Develop | | 0.00 | 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 | | 0.00 | 5,490.00 | -5,490.00 | 0.00% |
| 5885 Travel - Group FAMs | | | 0.00 | | -250.00 | 0.00 | -250.00 | |
| 5890 Misc. Sales Opportunities | | 500.00 | -500.00 | 0.00% | 0.00 | 6,000.00 | -6,000.00 | 0.00% |
| Total 58 Leisure / Group Sales | \$ 0.00 | \$ 500.00 | \$ -500.00 | 0.00% | \$ 442.94 | \$ 20,790.00 | \$ -20,347.06 | 2.13% |
| Total 1- MEDIA & WEBSITE | \$ 55,713.02 | \$ 51,700.00 | \$ 4,013.02 | 107.76% | \$ 229,942.10 | \$ 601,856.66 | \$ -371,914.56 | 38.21% |
| 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 | | 7,633.15 | 8,500.00 | -866.85 | 89.80% |
| 6555 Conferences & Seminars Travel | | 0.00 | 0.00 | | 2,428.22 | 15,810.00 | -13,381.78 | 15.36% |
| 6570 In-County Relations | 532.15 | 1,050.00 | -517.85 | 50.68% | 5,682.02 | 14,100.00 | -8,417.98 | 40.30% |
| 6575 Stakeholder Networking | | 500.00 | -500.00 | 0.00% | 74.15 | 6,000.00 | -5,925.85 | 1.24% |
| 6580 Contracted Writing Services | | | 0.00 | | 480.00 | 0.00 | 480.00 | |
| 6590 Memberships | | 0.00 | 0.00 | | 2,350.00 | 6,482.00 | -4,132.00 | 36.25% |
| 6610 North Coast Tourism Council | | 2,000.00 | -2,000.00 | 0.00% | 10,500.00 | 24,000.00 | -13,500.00 | 43.75% |
| Total Partnerships | \$ 532.15 | \$ 3,550.00 | \$ -3,017.85 | 14.99% | \$ 29,147.54 | \$ 74,892.00 | \$ -45,744.46 | 38.92% |
| Visitor Services | | | 0.00 | | 0.00 | 0.00 | 0.00 | |
| 6720 Event & Festival Guides | 8.65 | 14,191.66 | -14,183.01 | 0.06% | 9,643.64 | 96,100.00 | -86,456.36 | 10.04% |
| 6730 Incentives & Sponsorships | 1,767.60 | 625.00 | 1,142.60 | 282.82% | 6,526.00 | 22,900.00 | -16,374.00 | 28.50% |
| 6770 Visitor Centers & Signage | | 6,666.67 | -6,666.67 | 0.00% | 800.00 | 80,000.00 | -79,200.00 | 1.00% |
| Total Visitor Services | \$ 1,776.25 | \$ 21,483.33 | \$ -19,707.08 | 8.27% | \$ 16,969.64 | \$ 199,000.00 | \$ -182,030.36 | 8.53% |
| Total 2- VISITOR SVS / PARTNERSHIPS | \$ 2,308.40 | \$ 25,033.33 | \$ -22,724.93 | 9.22% | \$ 46,117.18 | \$ 273,892.00 | \$ -227,774.82 | 16.84% |
| 3- ADMIN EXPENSES | | | 0.00 | | 0.00 | 0.00 | 0.00 | |
| General Admin | | | 0.00 | | 0.00 | 0.00 | 0.00 | |
| 7010 Accounting | 2,186.00 | 2,300.00 | -114.00 | 95.04% | 11,157.00 | 36,300.00 | -25,143.00 | 30.74% |

| | | | | | | | | |
|------------------------------------|----------------------|----------------------|----------------------|------------------|-----------------------|------------------------|-------------------------|---------------|
| 7060 Bank Fees | 50.00 | -50.00 | 0.00% | 22.45 | 600.00 | -577.55 | 3.74% | |
| 7080 Board Development | 6,275.00 | -6,275.00 | 0.00% | 21,804.22 | 76,265.00 | -54,460.78 | 28.59% | |
| 7090 Copying & Printing | 200.00 | -200.00 | 0.00% | 0.00 | 2,400.00 | -2,400.00 | 0.00% | |
| 7100 Dues & Subscriptions | 3,195.99 | 1,353.00 | 1,842.99 | 236.22% | 20,530.47 | 16,236.00 | 4,294.47 | 126.45% |
| 7130 Legal Fees | 250.00 | -250.00 | 0.00% | 0.00 | 3,000.00 | -3,000.00 | 0.00% | |
| 7150 Meeting Expenses | 48.75 | 185.00 | -136.25 | 26.35% | 663.48 | 2,220.00 | -1,556.52 | 29.89% |
| 7200 Office Expense | 89.63 | 150.00 | -60.37 | 59.75% | 1,499.55 | 1,800.00 | -300.45 | 83.31% |
| 7210 Postage & Shipping | | 350.00 | -350.00 | 0.00% | 2,043.92 | 4,200.00 | -2,156.08 | 48.66% |
| 7280 Travel Expenses | 1,191.46 | 750.00 | 441.46 | 158.86% | 4,835.89 | 9,000.00 | -4,164.11 | 53.73% |
| Total General Admin | \$ 6,711.83 | \$ 11,863.00 | \$ -5,151.17 | 56.58% | \$ 62,556.98 | \$ 152,021.00 | \$ -89,464.02 | 41.15% |
| Occupancy Costs | | | 0.00 | | 0.00 | 0.00 | 0.00 | |
| 7650 Rent | 2,300.00 | 2,700.00 | -400.00 | 85.19% | 11,500.00 | 32,400.00 | -20,900.00 | 35.49% |
| 7660 Insurance | 216.33 | 0.00 | 216.33 | | 1,081.65 | 2,450.00 | -1,368.35 | 44.15% |
| 7850 Repairs & Maintenance | 520.00 | 575.00 | -55.00 | 90.43% | 2,374.69 | 6,900.00 | -4,525.31 | 34.42% |
| 7890 Taxes | | 0.00 | 0.00 | | 279.26 | 100.00 | 179.26 | 279.26% |
| 7910 Telecommunication | 859.05 | 600.00 | 259.05 | 143.18% | 4,655.60 | 7,200.00 | -2,544.40 | 64.66% |
| 7950 Utilities | 691.92 | 845.00 | -153.08 | 81.88% | 3,318.81 | 10,140.00 | -6,821.19 | 32.73% |
| 7990 Depreciation Expense | 679.67 | | 679.67 | | 3,815.67 | 0.00 | 3,815.67 | |
| Total Occupancy Costs | \$ 5,266.97 | \$ 4,720.00 | \$ 546.97 | 111.59% | \$ 27,025.68 | \$ 59,190.00 | \$ -32,164.32 | 45.66% |
| Total 3- ADMIN EXPENSES | \$ 11,978.80 | \$ 16,583.00 | \$ -4,604.20 | 72.24% | \$ 89,582.66 | \$ 211,211.00 | \$ -121,628.34 | 42.41% |
| 4- PERSONNEL | | | 0.00 | | 0.00 | 0.00 | 0.00 | |
| 8510 Salaries & Wages | 29,962.27 | 35,360.00 | -5,397.73 | 84.73% | 202,521.40 | 424,320.00 | -221,798.60 | 47.73% |
| 8520 Paid Time Off | 890.58 | 3,632.70 | -2,742.12 | 24.52% | 7,043.85 | 51,438.40 | -44,394.55 | 13.69% |
| 8530 Payroll Taxes | 2,671.97 | 4,897.36 | -2,225.39 | 54.56% | 18,473.43 | 58,768.32 | -40,294.89 | 31.43% |
| 8540 Payroll Processing Fees | 125.00 | 85.00 | 40.00 | 147.06% | 589.00 | 2,071.00 | -1,482.00 | 28.44% |
| 8550 Workers Comp | 192.33 | 303.07 | -110.74 | 63.46% | 1,049.98 | 3,636.85 | -2,586.87 | 28.87% |
| 8570 Health Insurance Allowance | 2,750.00 | 2,750.00 | 0.00 | 100.00% | 17,375.00 | 33,000.00 | -15,625.00 | 52.65% |
| 8580 Other Employee Benefits | | 0.00 | 0.00 | | 935.00 | 3,000.00 | -2,065.00 | 31.17% |
| 8590 Contract Work | 6,993.33 | 6,000.00 | 993.33 | 116.56% | 47,034.98 | 79,000.00 | -31,965.02 | 59.54% |
| Total 4- PERSONNEL | \$ 43,585.48 | \$ 53,028.13 | \$ -9,442.65 | 82.19% | \$ 295,022.64 | \$ 655,234.57 | \$ -360,211.93 | 45.03% |
| Payroll Expenses | | | 0.00 | | 0.00 | 0.00 | 0.00 | |
| Company Contributions | | | 0.00 | | 0.00 | 0.00 | 0.00 | |
| Retirement | 1,366.00 | | 1,366.00 | | 8,493.31 | 0.00 | 8,493.31 | |
| Total Company Contributions | \$ 1,366.00 | \$ 0.00 | \$ 1,366.00 | | \$ 8,493.31 | \$ 0.00 | \$ 8,493.31 | |
| Total Payroll Expenses | \$ 1,366.00 | \$ 0.00 | \$ 1,366.00 | | \$ 8,493.31 | \$ 0.00 | \$ 8,493.31 | |
| Total Expenses | \$ 114,951.70 | \$ 146,344.46 | \$ -31,392.76 | 78.55% | \$ 669,157.89 | \$ 1,742,194.23 | \$ -1,073,036.34 | 38.41% |
| Net Operating Income | \$ 275,592.42 | \$ -21,344.46 | \$ 296,936.88 | -1291.17% | \$ -266,018.32 | \$ -287,194.23 | \$ 21,175.91 | 92.63% |
| Net Income | \$ 275,592.42 | \$ -21,344.46 | \$ 296,936.88 | -1291.17% | \$ -266,018.32 | \$ -287,194.23 | \$ 21,175.91 | 92.63% |

Thursday, Jan 02, 2025 04:39:46 PM GMT-8 - Accrual Basis

Visit Mendocino County

Statement of Cash Flows

November 2024

| | TOTAL |
|--|-----------------------|
| OPERATING ACTIVITIES | |
| Net Income | 275,592.42 |
| Adjustments to reconcile Net Income to Net Cash provided by operations: | |
| 1100 Accounts Receivable | -390,544.12 |
| 1230 Prepaid Expenses | 5,451.56 |
| 2000 Accounts Payable | -2,111.49 |
| Ramp Card | 10,086.33 |
| 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 | 836.98 |
| 2275 Payroll Liabilities:Accrued PTO | -1,324.81 |
| Direct Deposit Payable | 0.00 |
| Payroll Liabilities:401(k) Contribution | 0.00 |
| Total Adjustments to reconcile Net Income to Net Cash provided by operations: | -377,605.55 |
| Net cash provided by operating activities | \$ -102,013.13 |
| INVESTING ACTIVITIES | |
| 1600 Accumulated Depreciation | 679.67 |
| Net cash provided by investing activities | \$679.67 |
| NET CASH INCREASE FOR PERIOD | \$ -101,333.46 |
| Cash at beginning of period | 782,927.35 |
| CASH AT END OF PERIOD | \$681,593.89 |

Mendocino County Tourism Commission

Profit and Loss Comparison

July - November, 2024

| | TOTAL | | | |
|--|---------------------|----------------------|--------------------|-----------------|
| | JUL - NOV, 2024 | JUL - NOV, 2023 (PY) | CHANGE | % CHANGE |
| Income | | | | |
| 4030 County BID | 390,544.12 | 292,850.92 | 97,693.20 | 33.36 % |
| 4035 County 50% Match | 12,500.00 | 58,369.08 | -45,869.08 | -78.58 % |
| Other Income | | | | |
| 4950 Interest Income | 95.45 | 126.07 | -30.62 | -24.29 % |
| Total Other Income | 95.45 | 126.07 | -30.62 | -24.29 % |
| Total Income | \$403,139.57 | \$351,346.07 | \$51,793.50 | 14.74 % |
| GROSS PROFIT | \$403,139.57 | \$351,346.07 | \$51,793.50 | 14.74 % |
| Expenses | | | | |
| 1- MEDIA & WEBSITE | | | | |
| 50 Advertising / Media | 3,000.00 | 2,000.00 | 1,000.00 | 50.00 % |
| 5130 Print & Online Advertising | 101,811.69 | 257,405.80 | -155,594.11 | -60.45 % |
| 5150 Ad Development/Design | | 2,700.00 | -2,700.00 | -100.00 % |
| 5170 Photography | 2,750.00 | 3,845.00 | -1,095.00 | -28.48 % |
| 5240 Research & Development | 26,000.00 | 26,660.00 | -660.00 | -2.48 % |
| 5280 Video Development | 5,877.78 | 14,138.13 | -8,260.35 | -58.43 % |
| Total 50 Advertising / Media | 139,439.47 | 306,748.93 | -167,309.46 | -54.54 % |
| 55 Marketing / Public Relations | | | | |
| 5510 Public Relations Contract | 46,283.30 | 45,833.30 | 450.00 | 0.98 % |
| 5540 Clipping Service | | 3,525.95 | -3,525.95 | -100.00 % |
| 5550 In-Market PR Stunts | | 2,258.05 | -2,258.05 | -100.00 % |
| 5560 Media Events | 1,805.00 | 6,089.18 | -4,284.18 | -70.36 % |
| 5610 Travel -PR Related | 3,925.15 | 7,171.79 | -3,246.64 | -45.27 % |
| 5680 Visiting Media FAM Expenses | 3,929.56 | 3,923.72 | 5.84 | 0.15 % |
| Total 55 Marketing / Public Relations | 55,943.01 | 68,801.99 | -12,858.98 | -18.69 % |
| 57 Website Maint / Development | | | | |
| 5740 Content Creation | 15,000.00 | 12,500.00 | 2,500.00 | 20.00 % |
| 5750 Development/ Maintenance | 7,160.02 | 8,172.00 | -1,011.98 | -12.38 % |
| 5780 Interactive Marketing | 900.00 | 5,456.50 | -4,556.50 | -83.51 % |
| Total 57 Website Maint / Development | 23,060.02 | 26,128.50 | -3,068.48 | -11.74 % |
| 58 Leisure / Group Sales | | | | |
| 5810 Promotion Items, Booth Develop | 692.94 | 10,277.37 | -9,584.43 | -93.26 % |
| 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 | 926.21 | -1,176.21 | -126.99 % |
| Total 58 Leisure / Group Sales | 442.94 | 18,735.85 | -18,292.91 | -97.64 % |
| Total 1- MEDIA & WEBSITE | 218,885.44 | 420,415.27 | -201,529.83 | -47.94 % |

Mendocino County Tourism Commission

Profit and Loss Comparison

July - November, 2024

| | TOTAL | | | |
|--|------------------|----------------------|-------------------|-----------------|
| | JUL - NOV, 2024 | JUL - NOV, 2023 (PY) | CHANGE | % CHANGE |
| 2- VISITOR SVS / PARTNERSHIPS | | | | |
| Partnerships | | | | |
| 6550 Conferences & Seminars | 7,633.15 | 2,602.87 | 5,030.28 | 193.26 % |
| 6555 Conferences & Seminars Travel | 2,428.22 | 8,195.50 | -5,767.28 | -70.37 % |
| 6570 In-County Relations | 5,132.02 | 6,180.08 | -1,048.06 | -16.96 % |
| 6575 Stakeholder Networking | 74.15 | 1,559.20 | -1,485.05 | -95.24 % |
| 6580 Contracted Writing Services | 480.00 | 4,080.00 | -3,600.00 | -88.24 % |
| 6590 Memberships | 2,350.00 | 14,411.63 | -12,061.63 | -83.69 % |
| 6610 North Coast Tourism Council | 10,500.00 | 3,537.50 | 6,962.50 | 196.82 % |
| Total Partnerships | 28,597.54 | 40,566.78 | -11,969.24 | -29.51 % |
| Visitor Services | | | | |
| 6720 Event & Festival Guides | 7,296.80 | 7,442.53 | -145.73 | -1.96 % |
| 6730 Incentives & Sponsorships | 4,026.00 | 36,840.17 | -32,814.17 | -89.07 % |
| 6770 Visitor Centers & Signage | 800.00 | 5,841.52 | -5,041.52 | -86.30 % |
| Total Visitor Services | 12,122.80 | 50,124.22 | -38,001.42 | -75.81 % |
| Total 2- VISITOR SVS / PARTNERSHIPS | 40,720.34 | 90,691.00 | -49,970.66 | -55.10 % |
| 3- ADMIN EXPENSES | | | | |
| General Admin | | | | |
| 7010 Accounting | 11,157.00 | 17,798.00 | -6,641.00 | -37.31 % |
| 7060 Bank Fees | 22.45 | 51.25 | -28.80 | -56.20 % |
| 7080 Board Development | 21,804.22 | 31,200.00 | -9,395.78 | -30.11 % |
| 7100 Dues & Subscriptions | 20,530.47 | 23,731.89 | -3,201.42 | -13.49 % |
| 7130 Legal Fees | | 615.00 | -615.00 | -100.00 % |
| 7140 Licenses & Permits | | 20.00 | -20.00 | -100.00 % |
| 7150 Meeting Expenses | 663.48 | 328.40 | 335.08 | 102.03 % |
| 7200 Office Expense | 1,422.83 | 9,070.44 | -7,647.61 | -84.31 % |
| 7210 Postage & Shipping | 1,835.24 | 2,584.83 | -749.59 | -29.00 % |
| 7280 Travel Expenses | 3,552.08 | 11,382.96 | -7,830.88 | -68.79 % |
| Total General Admin | 60,987.77 | 96,782.77 | -35,795.00 | -36.98 % |
| Occupancy Costs | | | | |
| 7650 Rent | 11,500.00 | 12,310.00 | -810.00 | -6.58 % |
| 7660 Insurance | 1,081.65 | 2,366.70 | -1,285.05 | -54.30 % |
| 7850 Repairs & Maintenance | 2,119.74 | 2,542.21 | -422.47 | -16.62 % |
| 7890 Taxes | 279.26 | 311.04 | -31.78 | -10.22 % |
| 7910 Telecommunication | 4,405.60 | 3,077.82 | 1,327.78 | 43.14 % |
| 7950 Utilities | 3,213.90 | 3,125.17 | 88.73 | 2.84 % |
| 7990 Depreciation Expense | 3,815.67 | 3,063.35 | 752.32 | 24.56 % |
| Total Occupancy Costs | 26,415.82 | 26,796.29 | -380.47 | -1.42 % |
| Total 3- ADMIN EXPENSES | 87,403.59 | 123,579.06 | -36,175.47 | -29.27 % |

Mendocino County Tourism Commission

Profit and Loss Comparison

July - November, 2024

| | TOTAL | | | |
|------------------------------------|-----------------------|-----------------------|-----------------------|------------------|
| | JUL - NOV, 2024 | JUL - NOV, 2023 (PY) | CHANGE | % CHANGE |
| 4- PERSONNEL | | | | |
| 8510 Salaries & Wages | 155,274.26 | 157,767.84 | -2,493.58 | -1.58 % |
| 8511 Retirement | | 4,676.77 | -4,676.77 | -100.00 % |
| 8520 Paid Time Off | 6,053.00 | 3,481.39 | 2,571.61 | 73.87 % |
| 8530 Payroll Taxes | 13,329.41 | 14,457.20 | -1,127.79 | -7.80 % |
| 8540 Payroll Processing Fees | 589.00 | 667.00 | -78.00 | -11.69 % |
| 8550 Workers Comp | 877.65 | 2,273.67 | -1,396.02 | -61.40 % |
| 8570 Health Insurance Allowance | 13,250.00 | 14,600.00 | -1,350.00 | -9.25 % |
| 8580 Other Employee Benefits | 935.00 | 844.10 | 90.90 | 10.77 % |
| 8590 Contract Work | 36,326.65 | 21,133.35 | 15,193.30 | 71.89 % |
| 8615 Employee Recruitment | | 81.67 | -81.67 | -100.00 % |
| Total 4- PERSONNEL | 226,634.97 | 219,982.99 | 6,651.98 | 3.02 % |
| Payroll Expenses | | | | |
| Company Contributions | | | | |
| Retirement | 6,498.80 | 2,313.89 | 4,184.91 | 180.86 % |
| Total Company Contributions | 6,498.80 | 2,313.89 | 4,184.91 | 180.86 % |
| Total Payroll Expenses | 6,498.80 | 2,313.89 | 4,184.91 | 180.86 % |
| Total Expenses | \$580,143.14 | \$856,982.21 | \$ -276,839.07 | -32.30 % |
| NET OPERATING INCOME | \$ -177,003.57 | \$ -505,636.14 | \$328,632.57 | 64.99 % |
| 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 | \$ -177,003.57 | \$ -503,474.88 | \$326,471.31 | 64.84 % |