

Mendocino County Tourism Commission

Balance Sheet Comparison

As of October 31, 2022

	TOTAL			
	AS OF OCT 31, 2022	AS OF OCT 31, 2021 (PY)	CHANGE	% CHANGE
ASSETS				
Current Assets				
Bank Accounts				
1005 SBMC Checking	678,497.89	498,623.03	179,874.86	36.07 %
1010 SBMC Contingency/Savings	966,292.31	908,173.41	58,118.90	6.40 %
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	\$1,644,890.20	\$1,406,896.44	\$237,993.76	16.92 %
Accounts Receivable				
1100 Accounts Receivable	350,513.76	265,324.48	85,189.28	32.11 %
Total Accounts Receivable	\$350,513.76	\$265,324.48	\$85,189.28	32.11 %
Other Current Assets				
1230 Prepaid Expenses	99,504.04	37,412.34	62,091.70	165.97 %
1250 Refundable Deposits	1,800.00	1,800.00	0.00	0.00 %
1270 Receivable Other	0.00	0.00	0.00	
1290 Loan to Employee	2,000.00		2,000.00	
Undeposited Funds	0.00	0.00	0.00	
Total Other Current Assets	\$103,304.04	\$39,212.34	\$64,091.70	163.45 %
Total Current Assets	\$2,098,708.00	\$1,711,433.26	\$387,274.74	22.63 %
Fixed Assets				
1510 Furniture and Equipment	32,937.74	24,193.04	8,744.70	36.15 %
1600 Accumulated Depreciation	-18,175.00	-11,953.00	-6,222.00	-52.05 %
Total Fixed Assets	\$14,762.74	\$12,240.04	\$2,522.70	20.61 %
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	\$2,113,470.74	\$1,723,673.30	\$389,797.44	22.61 %

Mendocino County Tourism Commission

Balance Sheet Comparison

As of October 31, 2022

	TOTAL			
	AS OF OCT 31, 2022	AS OF OCT 31, 2021 (PY)	CHANGE	% CHANGE
LIABILITIES AND EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 Accounts Payable	94,030.41	30,521.79	63,508.62	208.08 %
Total Accounts Payable	\$94,030.41	\$30,521.79	\$63,508.62	208.08 %
Other Current Liabilities				
2100 Accrued Expenses	2,025.00	0.00	2,025.00	
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	50.84	-50.84	-100.00 %
2240 FUTA Payable	35.27	163.50	-128.23	-78.43 %
2270 Accrued Payroll	17,896.67	11,603.62	6,293.05	54.23 %
2275 Accrued PTO	14,763.13	10,378.83	4,384.30	42.24 %
2280 Health Insurance Payable	0.00	0.00	0.00	
2290 Direct Deposit Liabilities	0.00	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	32,695.07	22,196.79	10,498.28	47.30 %
Total Other Current Liabilities	\$34,720.07	\$22,196.79	\$12,523.28	56.42 %
Total Current Liabilities	\$128,750.48	\$52,718.58	\$76,031.90	144.22 %
Total Liabilities	\$128,750.48	\$52,718.58	\$76,031.90	144.22 %
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	-245,627.60	40,262.55	-285,890.15	-710.06 %
Total Equity	\$1,984,720.26	\$1,670,954.72	\$313,765.54	18.78 %
TOTAL LIABILITIES AND EQUITY	\$2,113,470.74	\$1,723,673.30	\$389,797.44	22.61 %

Mendocino County Tourism Commission

Statement of Cash Flows

July - October, 2022

	TOTAL
OPERATING ACTIVITIES	
Net Income	-245,627.60
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1100 Accounts Receivable	249,460.58
1230 Prepaid Expenses	-8,111.96
1290 Loan to Employee	-2,000.00
2000 Accounts Payable	62,923.95
2100 Accrued Expenses	55.00
2210 Payroll Liabilities:Federal Taxes (941/944)	-1,623.18
2220 Payroll Liabilities:CA PIT / SDI	-116.70
2230 Payroll Liabilities:CA SUI / ETT	-116.56
2240 Payroll Liabilities:FUTA Payable	-157.21
2270 Payroll Liabilities:Accrued Payroll	-5,279.69
2275 Payroll Liabilities:Accrued PTO	900.23
Direct Deposit Payable	0.00
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	295,934.46
Net cash provided by operating activities	\$50,306.86
INVESTING ACTIVITIES	
1510 Furniture and Equipment	-2,878.51
1600 Accumulated Depreciation	2,478.00
Net cash provided by investing activities	\$ -400.51
NET CASH INCREASE FOR PERIOD	\$49,906.35
Cash at beginning of period	1,594,983.85
CASH AT END OF PERIOD	\$1,644,890.20

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

	Oct 2022				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Income								
4030 County BID		96,831.01	-96,831.01	0.00%	290,493.00	387,324.04	-96,831.04	75.00%
4031 County BID adjustments		0.00	0.00		557.00	0.00	557.00	
4035 County 50% Match	39,583.00	48,415.51	-8,832.51	81.76%	158,432.00	193,662.04	-35,230.04	81.81%
Other Income			0.00		1,927.38	0.00	1,927.38	
Total Income	\$ 39,583.00	\$ 145,246.52	\$ -105,663.52	27.25%	\$ 451,409.38	\$ 580,986.08	\$ -129,576.70	77.70%
Gross Profit	\$ 39,583.00	\$ 145,246.52	\$ -105,663.52	27.25%	\$ 451,409.38	\$ 580,986.08	\$ -129,576.70	77.70%
Expenses								
1- MEDIA & WEBSITE	143,012.77	85,950.01	57,062.76	166.39%	475,404.74	358,020.04	117,384.70	132.79%
2- VISITOR SVS / PARTNERSHIPS	23,555.96	12,733.30	10,822.66	184.99%	60,160.34	56,396.66	3,763.68	106.67%
3- ADMIN EXPENSES	25,340.18	17,600.99	7,739.19	143.97%	73,747.56	51,922.96	21,824.60	142.03%
4- PERSONNEL	38,413.03	31,258.58	7,154.45	122.89%	142,466.58	126,834.32	15,632.26	112.32%
Uncategorized Expense	410.00		410.00		410.00	0.00	410.00	
Total Expenses	\$ 230,731.94	\$ 147,542.88	\$ 83,189.06	156.38%	\$ 752,189.22	\$ 593,173.98	\$ 159,015.24	126.81%
Net Operating Income	\$ -191,148.94	\$ -2,296.36	\$ -188,852.58	8324.00%	\$ -300,779.84	\$ -12,187.90	\$ -288,591.94	2467.86%
Net Income	\$ -191,148.94	\$ -2,296.36	\$ -188,852.58	8324.00%	\$ -300,779.84	\$ -12,187.90	\$ -288,591.94	2467.86%

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

	Oct 2022				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Income								
4030 County BID		96,831.01	-96,831.01	0.00%	290,493.00	387,324.04	-96,831.04	75.00%
4031 County BID adjustments		0.00	0.00		557.00	0.00	557.00	
4035 County 50% Match	39,583.00	48,415.51	-8,832.51	81.76%	158,432.00	193,662.04	-35,230.04	81.81%
Other Income			0.00		0.00	0.00	0.00	
4940 Misc. Income			0.00		1,780.40	0.00	1,780.40	
4950 Interest Income			0.00		146.98	0.00	146.98	
Total Other Income	\$ 0.00	\$ 0.00	\$ 0.00		\$ 1,927.38	\$ 0.00	\$ 1,927.38	
Total Income	\$ 39,583.00	\$ 145,246.52	\$ -105,663.52	27.25%	\$ 451,409.38	\$ 580,986.08	\$ -129,576.70	77.70%
Gross Profit	\$ 39,583.00	\$ 145,246.52	\$ -105,663.52	27.25%	\$ 451,409.38	\$ 580,986.08	\$ -129,576.70	77.70%
Expenses								
1- MEDIA & WEBSITE			0.00		0.00	0.00	0.00	
50 Advertising / Media			0.00		0.00	0.00	0.00	
5130 Print & Online Advertising	121,629.31	54,250.00	67,379.31	224.20%	299,671.78	217,000.00	82,671.78	138.10%
5150 Ad Development/Design		1,000.00	-1,000.00	0.00%	2,000.00	4,000.00	-2,000.00	50.00%
5170 Photography		500.00	-500.00	0.00%	320.00	2,000.00	-1,680.00	16.00%
5240 Research & Development	5,000.00	5,916.67	-916.67	84.51%	36,206.29	29,166.68	7,039.61	124.14%
5280 Video Development		2,000.00	-2,000.00	0.00%	10,900.00	8,000.00	2,900.00	136.25%
5290 Marketing Contingency		1,000.00	-1,000.00	0.00%	0.00	4,000.00	-4,000.00	0.00%
Total 50 Advertising / Media	\$ 126,629.31	\$ 64,666.67	\$ 61,962.64	195.82%	\$ 349,098.07	\$ 264,166.68	\$ 84,931.39	132.15%
55 Marketing / Public Relations			0.00		0.00	0.00	0.00	
5510 Public Relations Contract	8,683.33	8,683.34	-0.01	100.00%	34,733.32	34,733.36	-0.04	100.00%
5520 Marketing Agency Contract		2,000.00	-2,000.00	0.00%	0.00	8,000.00	-8,000.00	0.00%
5540 Clipping Service	685.95	1,000.00	-314.05	68.60%	2,725.95	4,000.00	-1,274.05	68.15%
5550 In-Market PR Stunts		2,000.00	-2,000.00	0.00%	3,756.00	8,000.00	-4,244.00	46.95%
5560 Media Events		250.00	-250.00	0.00%	3,679.40	1,000.00	2,679.40	367.94%
5610 Travel -PR Related	934.80	1,000.00	-65.20	93.48%	1,502.42	4,000.00	-2,497.58	37.56%
5680 Visiting Media FAM Expenses	250.19	500.00	-249.81	50.04%	3,575.34	2,000.00	1,575.34	178.77%
Total 55 Marketing / Public Relations	\$ 10,554.27	\$ 15,433.34	\$ -4,879.07	68.39%	\$ 49,972.43	\$ 61,733.36	\$ -11,760.93	80.95%
57 Website Maint / Development			0.00		0.00	0.00	0.00	
5710 Interactive Media Coordinator		2,500.00	-2,500.00	0.00%	5,000.00	10,000.00	-5,000.00	50.00%
5740 Content Creation	2,500.00	1,500.00	1,000.00	166.67%	5,501.34	6,000.00	-498.66	91.69%
5750 Development/ Maintenance	2,183.51	1,250.00	933.51	174.68%	44,752.46	5,000.00	39,752.46	895.05%
5780 Interactive Marketing	34.95	100.00	-65.05	34.95%	104.85	400.00	-295.15	26.21%
Total 57 Website Maint / Development	\$ 4,718.46	\$ 5,350.00	\$ -631.54	88.20%	\$ 55,358.65	\$ 21,400.00	\$ 33,958.65	258.69%
58 Leisure / Group Sales			0.00		0.00	0.00	0.00	
5810 Promotion Items, Booth Develop	160.73	0.00	160.73	430.68	3,250.00	3,250.00	-2,819.32	13.25%
5840 State Fair Exhibit		0.00	0.00	16,035.66	1,000.00	15,035.66	1603.57%	
5880 Travel - Leisure/Group Sales	883.41	0.00	883.41	3,817.20	2,470.00	1,347.20	154.54%	
5885 Travel - Group FAMs	66.59	0.00	66.59	692.05	2,000.00	-1,307.95	34.60%	
5890 Misc. Sales Opportunities		500.00	-500.00	0.00%	0.00	2,000.00	-2,000.00	0.00%
Total 58 Leisure / Group Sales	\$ 1,110.73	\$ 500.00	\$ 610.73	222.15%	\$ 20,975.59	\$ 10,720.00	\$ 10,255.59	195.67%
Total 1- MEDIA & WEBSITE	\$ 143,012.77	\$ 85,950.01	\$ 57,062.76	166.39%	\$ 475,404.74	\$ 358,020.04	\$ 117,384.70	132.79%
2- VISITOR SVS / PARTNERSHIPS			0.00		0.00	0.00	0.00	
Partnerships			0.00		0.00	0.00	0.00	
6550 Conferences & Seminars	11,355.56	0.00	11,355.56	16,556.56	2,950.00	13,606.56	561.24%	
6555 Conferences & Seminars Travel		0.00	0.00	0.00	2,613.50	-2,613.50	0.00%	
6570 In-County Relations	1,686.73	1,300.00	386.73	129.75%	2,384.36	6,200.00	-3,815.64	38.46%
6575 Stakeholder Networking	57.20	1,683.34	-1,626.14	3.40%	1,026.89	10,133.36	-9,106.47	10.13%
6590 Memberships	260.00	250.00	10.00	104.00%	410.00	2,900.00	-2,490.00	14.14%
6610 North Coast Tourism Council	84.85	916.67	-831.82	9.26%	4,643.91	3,666.64	977.27	126.65%
Total Partnerships	\$ 13,444.34	\$ 4,150.01	\$ 9,294.33	323.96%	\$ 25,021.72	\$ 28,463.50	\$ -3,441.78	87.91%
Visitor Services			0.00		0.00	0.00	0.00	
6720 Event & Festival Guides	8,473.12	4,291.62	4,181.50	197.43%	28,584.62	15,766.48	12,818.14	181.30%
6730 Incentives & Sponsorships	688.50	1,791.67	-1,103.17	38.43%	2,754.00	7,166.68	-4,412.68	38.43%
6770 Visitor Centers & Signage	950.00	2,500.00	-1,550.00	38.00%	3,800.00	5,000.00	-1,200.00	76.00%
Total Visitor Services	\$ 10,111.62	\$ 8,583.29	\$ 1,528.33	117.81%	\$ 35,138.62	\$ 27,933.16	\$ 7,205.46	125.80%
Total 2- VISITOR SVS / PARTNERSHIPS	\$ 23,555.96	\$ 12,733.30	\$ 10,822.66	184.99%	\$ 60,160.34	\$ 56,396.66	\$ 3,763.68	106.67%
3- ADMIN EXPENSES			0.00		0.00	0.00	0.00	

General Admin			0.00		0.00	0.00	0.00	
7010 Accounting	3,725.00	9,000.00	-5,275.00	41.39%	12,350.00	15,000.00	-2,650.00	82.33%
7060 Bank Fees	6.05	50.00	-43.95	12.10%	37.25	200.00	-162.75	18.63%
7080 Board Development	6,240.00	1,868.00	4,372.00	334.05%	18,930.00	7,476.00	11,454.00	253.21%
7090 Copying & Printing		200.00	-200.00	0.00%	0.00	800.00	-800.00	0.00%
7100 Dues & Subscriptions	5,559.78	1,143.00	4,416.78	486.42%	11,082.73	4,572.00	6,510.73	242.40%
7130 Legal Fees		250.00	-250.00	0.00%	0.00	1,000.00	-1,000.00	0.00%
7150 Meeting Expenses	235.10	135.00	100.10	174.15%	412.57	540.00	-127.43	76.40%
7200 Office Expense	1,724.14	100.00	1,624.14	1724.14%	3,144.31	400.00	2,744.31	786.08%
7210 Postage & Shipping	528.58	300.00	228.58	176.19%	2,134.96	1,200.00	934.96	177.91%
7280 Travel Expenses	2,123.51	750.00	1,373.51	283.13%	4,745.31	3,000.00	1,745.31	158.18%
Total General Admin	\$ 20,142.16	\$ 13,796.00	\$ 6,346.16	146.00%	\$ 52,837.13	\$ 34,188.00	\$ 18,649.13	154.55%
Occupancy Costs			0.00		0.00	0.00	0.00	
7650 Rent	2,456.00	1,950.00	506.00	125.95%	9,824.00	7,800.00	2,024.00	125.95%
7660 Insurance	223.00	0.00	223.00		1,177.00	2,250.00	-1,073.00	52.31%
7850 Repairs & Maintenance	399.95	575.00	-175.05	69.56%	1,578.30	2,500.00	-921.70	63.13%
7890 Taxes		0.00	0.00		122.14	65.00	57.14	187.91%
7910 Telecommunication	1,011.11	550.00	461.11	183.84%	3,594.13	2,200.00	1,394.13	163.37%
7950 Utilities	486.96	729.99	-243.03	66.71%	2,136.86	2,919.96	-783.10	73.18%
7990 Depreciation Expense	621.00		621.00		2,478.00	0.00	2,478.00	
Total Occupancy Costs	\$ 5,198.02	\$ 3,804.99	\$ 1,393.03	136.61%	\$ 20,910.43	\$ 17,734.96	\$ 3,175.47	117.91%
Total 3- ADMIN EXPENSES	\$ 25,340.18	\$ 17,600.99	\$ 7,739.19	143.97%	\$ 73,747.56	\$ 51,922.96	\$ 21,824.60	142.03%
4- PERSONNEL			0.00		0.00	0.00	0.00	
8510 Salaries & Wages	30,450.99	24,646.68	5,804.31	123.55%	101,509.52	98,586.72	2,922.80	102.96%
8520 Paid Time Off	930.55	1,430.18	-499.63	65.07%	3,632.52	5,720.72	-2,088.20	63.50%
8530 Payroll Taxes	2,919.27	1,885.47	1,033.80	154.83%	9,202.30	7,541.88	1,660.42	122.02%
8540 Payroll Processing Fees	70.00	85.00	-15.00	82.35%	270.00	340.00	-70.00	79.41%
8550 Workers Comp	856.00	211.25	644.75	405.21%	2,105.00	3,845.00	-1,740.00	54.75%
8570 Health Insurance Allowance	2,450.00	2,250.00	200.00	108.89%	9,050.00	9,000.00	50.00	100.56%
8580 Other Employee Benefits		0.00	0.00		1,003.00	0.00	1,003.00	
8590 Contract Work	375.00	750.00	-375.00	50.00%	14,828.76	1,800.00	13,028.76	823.82%
8615 Employee Recruitment	361.22		361.22		865.48	0.00	865.48	
Total 4- PERSONNEL	\$ 38,413.03	\$ 31,258.58	\$ 7,154.45	122.89%	\$ 142,466.58	\$ 126,834.32	\$ 15,632.26	112.32%
Uncategorized Expense	410.00		410.00		410.00	0.00	410.00	
Total Expenses	\$ 230,731.94	\$ 147,542.88	\$ 83,189.06	156.38%	\$ 752,189.22	\$ 593,173.98	\$ 159,015.24	126.81%
Net Operating Income	\$ -191,148.94	\$ -2,296.36	\$ -188,852.58	8324.00%	\$ -300,779.84	\$ -12,187.90	\$ -288,591.94	2467.86%
Net Income	\$ -191,148.94	\$ -2,296.36	\$ -188,852.58	8324.00%	\$ -300,779.84	\$ -12,187.90	\$ -288,591.94	2467.86%

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Mendocino County Tourism Commission

Profit and Loss Comparison

October 2022

	TOTAL			
	OCT 2022	OCT 2021 (PY)	CHANGE	% CHANGE
Income				
4030 County BID		79,706.00	-79,706.00	-100.00 %
4031 County BID adjustments		-210,214.52	210,214.52	100.00 %
4035 County 50% Match	39,583.00	39,583.00	0.00	0.00 %
Other Income				
4940 Misc. Income		689.25	-689.25	-100.00 %
Total Other Income		689.25	-689.25	-100.00 %
Total Income	\$39,583.00	\$ -90,236.27	\$129,819.27	143.87 %
GROSS PROFIT	\$39,583.00	\$ -90,236.27	\$129,819.27	143.87 %
Expenses				
1- MEDIA & WEBSITE				
50 Advertising / Media				
5130 Print & Online Advertising	121,629.31	12,923.94	108,705.37	841.12 %
5150 Ad Development/Design		1,420.00	-1,420.00	-100.00 %
5240 Research & Development	5,000.00	3,000.00	2,000.00	66.67 %
5280 Video Development		3,000.00	-3,000.00	-100.00 %
Total 50 Advertising / Media	126,629.31	20,343.94	106,285.37	522.44 %
55 Marketing / Public Relations				
5510 Public Relations Contract	8,683.33	8,333.34	349.99	4.20 %
5540 Clipping Service	685.95	648.00	37.95	5.86 %
5560 Media Events		950.00	-950.00	-100.00 %
5610 Travel -PR Related	934.80	328.00	606.80	185.00 %
5680 Visiting Media FAM Expenses	250.19	684.42	-434.23	-63.44 %
Total 55 Marketing / Public Relations	10,554.27	10,943.76	-389.49	-3.56 %
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	2,183.51	1,030.76	1,152.75	111.83 %
5780 Interactive Marketing	34.95	29.95	5.00	16.69 %
Total 57 Website Maint / Development	4,718.46	3,560.71	1,157.75	32.51 %
58 Leisure / Group Sales				
5810 Promotion Items, Booth Develop	160.73	95.88	64.85	67.64 %
5880 Travel - Leisure/Group Sales	883.41	-699.88	1,583.29	226.22 %
5885 Travel - Group FAMs	66.59		66.59	
Total 58 Leisure / Group Sales	1,110.73	-604.00	1,714.73	283.90 %
Total 1- MEDIA & WEBSITE	143,012.77	34,244.41	108,768.36	317.62 %

Mendocino County Tourism Commission

Profit and Loss Comparison

October 2022

	TOTAL			
	OCT 2022	OCT 2021 (PY)	CHANGE	% CHANGE
2- VISITOR SVS / PARTNERSHIPS				
Partnerships				
6550 Conferences & Seminars	11,355.56	1,947.00	9,408.56	483.23 %
6570 In-County Relations	1,686.73	271.59	1,415.14	521.06 %
6575 Stakeholder Networking	57.20		57.20	
6590 Memberships	260.00		260.00	
6610 North Coast Tourism Council	84.85	625.00	-540.15	-86.42 %
Total Partnerships	13,444.34	2,843.59	10,600.75	372.79 %
Visitor Services				
6720 Event & Festival Guides	8,473.12	15,768.00	-7,294.88	-46.26 %
6730 Incentives & Sponsorships	688.50	874.00	-185.50	-21.22 %
6770 Visitor Centers & Signage	950.00		950.00	
Total Visitor Services	10,111.62	16,642.00	-6,530.38	-39.24 %
Total 2- VISITOR SVS / PARTNERSHIPS	23,555.96	19,485.59	4,070.37	20.89 %
3- ADMIN EXPENSES				
General Admin				
7010 Accounting	3,725.00	2,690.00	1,035.00	38.48 %
7060 Bank Fees	6.05	39.84	-33.79	-84.81 %
7080 Board Development	6,240.00		6,240.00	
7100 Dues & Subscriptions	5,559.78	1,696.63	3,863.15	227.70 %
7150 Meeting Expenses	235.10	86.65	148.45	171.32 %
7200 Office Expense	1,724.14	411.89	1,312.25	318.59 %
7210 Postage & Shipping	528.58	186.45	342.13	183.50 %
7280 Travel Expenses	2,123.51	915.79	1,207.72	131.88 %
Total General Admin	20,142.16	6,027.25	14,114.91	234.18 %
Occupancy Costs				
7650 Rent	2,456.00	1,949.00	507.00	26.01 %
7660 Insurance	223.00	216.66	6.34	2.93 %
7850 Repairs & Maintenance	399.95	349.95	50.00	14.29 %
7910 Telecommunication	1,011.11	745.98	265.13	35.54 %
7950 Utilities	486.96	502.39	-15.43	-3.07 %
7990 Depreciation Expense	621.00	403.00	218.00	54.09 %
Total Occupancy Costs	5,198.02	4,166.98	1,031.04	24.74 %
Total 3- ADMIN EXPENSES	25,340.18	10,194.23	15,145.95	148.57 %
4- PERSONNEL				
8510 Salaries & Wages	30,450.99	18,997.50	11,453.49	60.29 %
8520 Paid Time Off	930.55	506.58	423.97	83.69 %
8530 Payroll Taxes	2,919.27	1,794.00	1,125.27	62.72 %
8540 Payroll Processing Fees	70.00		70.00	
8550 Workers Comp	856.00	205.00	651.00	317.56 %

Mendocino County Tourism Commission

Profit and Loss Comparison

October 2022

	TOTAL			
	OCT 2022	OCT 2021 (PY)	CHANGE	% CHANGE
8570 Health Insurance Allowance	2,450.00	2,450.00	0.00	0.00 %
8590 Contract Work	375.00	250.00	125.00	50.00 %
8615 Employee Recruitment	361.22		361.22	
Total 4- PERSONNEL	38,413.03	24,203.08	14,209.95	58.71 %
Payroll Expenses				
Wages				
Bereavement Pay		0.00	0.00	
Total Wages		0.00	0.00	
Total Payroll Expenses		0.00	0.00	
Uncategorized Expense	410.00		410.00	
Total Expenses	\$230,731.94	\$88,127.31	\$142,604.63	161.82 %
NET OPERATING INCOME	\$ -191,148.94	\$ -178,363.58	\$ -12,785.36	-7.17 %
NET INCOME	\$ -191,148.94	\$ -178,363.58	\$ -12,785.36	-7.17 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July - October, 2022

	TOTAL			
	JUL - OCT, 2022	JUL - OCT, 2021 (PY)	CHANGE	% CHANGE
Income				
4030 County BID	290,493.00	435,956.00	-145,463.00	-33.37 %
4031 County BID adjustments	557.00	-210,214.52	210,771.52	100.26 %
4035 County 50% Match	158,432.00	158,332.00	100.00	0.06 %
Other Income				
4940 Misc. Income	1,780.40	2,033.03	-252.63	-12.43 %
4950 Interest Income	146.98	54.18	92.80	171.28 %
Total Other Income	1,927.38	2,087.21	-159.83	-7.66 %
Total Income	\$451,409.38	\$386,160.69	\$65,248.69	16.90 %
GROSS PROFIT	\$451,409.38	\$386,160.69	\$65,248.69	16.90 %
Expenses				
1- MEDIA & WEBSITE				
50 Advertising / Media				
5130 Print & Online Advertising	299,671.78	76,001.60	223,670.18	294.30 %
5150 Ad Development/Design	2,000.00	4,420.00	-2,420.00	-54.75 %
5170 Photography	320.00		320.00	
5240 Research & Development	36,206.29	12,000.00	24,206.29	201.72 %
5280 Video Development	10,900.00	7,904.17	2,995.83	37.90 %
Total 50 Advertising / Media	349,098.07	100,325.77	248,772.30	247.96 %
55 Marketing / Public Relations				
5510 Public Relations Contract	34,733.32	34,657.56	75.76	0.22 %
5540 Clipping Service	2,725.95	2,592.00	133.95	5.17 %
5550 In-Market PR Stunts	3,756.00	1,615.63	2,140.37	132.48 %
5560 Media Events	3,679.40	1,015.31	2,664.09	262.39 %
5610 Travel -PR Related	1,502.42	2,168.80	-666.38	-30.73 %
5680 Visiting Media FAM Expenses	3,575.34	3,018.56	556.78	18.45 %
Total 55 Marketing / Public Relations	49,972.43	45,067.86	4,904.57	10.88 %
57 Website Maint / Development				
5710 Interactive Media Coordinator	5,000.00	10,000.00	-5,000.00	-50.00 %
5740 Content Creation	5,501.34		5,501.34	
5750 Development/ Maintenance	44,752.46	3,049.04	41,703.42	1,367.76 %
5780 Interactive Marketing	104.85	119.80	-14.95	-12.48 %
Total 57 Website Maint / Development	55,358.65	13,168.84	42,189.81	320.38 %
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	1,529.10	2,288.10	149.64 %
5885 Travel - Group FAMs	692.05	30.00	662.05	2,206.83 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July - October, 2022

	TOTAL			
	JUL - OCT, 2022	JUL - OCT, 2021 (PY)	CHANGE	% CHANGE
Total 58 Leisure / Group Sales	20,975.59	2,835.82	18,139.77	639.67 %
Total 1- MEDIA & WEBSITE	475,404.74	161,398.29	314,006.45	194.55 %
2- VISITOR SVS / PARTNERSHIPS				
Partnerships				
6550 Conferences & Seminars	16,556.56	6,103.02	10,453.54	171.28 %
6570 In-County Relations	2,384.36	1,193.15	1,191.21	99.84 %
6575 Stakeholder Networking	1,026.89	66.15	960.74	1,452.37 %
6590 Memberships	410.00	3,092.50	-2,682.50	-86.74 %
6610 North Coast Tourism Council	4,643.91	1,875.00	2,768.91	147.68 %
Total Partnerships	25,021.72	12,329.82	12,691.90	102.94 %
Visitor Services				
6720 Event & Festival Guides	28,584.62	17,545.06	11,039.56	62.92 %
6730 Incentives & Sponsorships	2,754.00	3,246.00	-492.00	-15.16 %
6770 Visitor Centers & Signage	3,800.00	600.00	3,200.00	533.33 %
Total Visitor Services	35,138.62	21,391.06	13,747.56	64.27 %
Total 2- VISITOR SVS / PARTNERSHIPS	60,160.34	33,720.88	26,439.46	78.41 %
3- ADMIN EXPENSES				
General Admin				
7010 Accounting	12,350.00	8,905.00	3,445.00	38.69 %
7060 Bank Fees	37.25	95.19	-57.94	-60.87 %
7080 Board Development	18,930.00	177.94	18,752.06	10,538.42 %
7090 Copying & Printing		288.45	-288.45	-100.00 %
7100 Dues & Subscriptions	11,082.73	7,727.10	3,355.63	43.43 %
7150 Meeting Expenses	412.57	86.65	325.92	376.13 %
7200 Office Expense	3,144.31	1,677.35	1,466.96	87.46 %
7210 Postage & Shipping	2,134.96	663.70	1,471.26	221.68 %
7280 Travel Expenses	4,745.31	4,385.91	359.40	8.19 %
Total General Admin	52,837.13	24,007.29	28,829.84	120.09 %
Occupancy Costs				
7650 Rent	9,824.00	7,546.00	2,278.00	30.19 %
7660 Insurance	1,177.00	866.66	310.34	35.81 %
7850 Repairs & Maintenance	1,578.30	1,274.80	303.50	23.81 %
7890 Taxes	122.14	80.72	41.42	51.31 %
7910 Telecommunication	3,594.13	3,216.67	377.46	11.73 %
7950 Utilities	2,136.86	2,139.26	-2.40	-0.11 %
7990 Depreciation Expense	2,478.00	1,612.00	866.00	53.72 %
Total Occupancy Costs	20,910.43	16,736.11	4,174.32	24.94 %
Total 3- ADMIN EXPENSES	73,747.56	40,743.40	33,004.16	81.00 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July - October, 2022

	TOTAL			
	JUL - OCT, 2022	JUL - OCT, 2021 (PY)	CHANGE	% CHANGE
4- PERSONNEL				
8510 Salaries & Wages	101,509.52	92,178.69	9,330.83	10.12 %
8520 Paid Time Off	3,632.52	3,320.68	311.84	9.39 %
8530 Payroll Taxes	9,202.30	7,961.20	1,241.10	15.59 %
8540 Payroll Processing Fees	270.00		270.00	
8550 Workers Comp	2,105.00	-2,125.00	4,230.00	199.06 %
8570 Health Insurance Allowance	9,050.00	6,050.00	3,000.00	49.59 %
8580 Other Employee Benefits	1,003.00		1,003.00	
8590 Contract Work	14,828.76	2,650.00	12,178.76	459.58 %
8615 Employee Recruitment	865.48		865.48	
Total 4- PERSONNEL	142,466.58	110,035.57	32,431.01	29.47 %
Payroll Expenses				
Wages				
Bereavement Pay		0.00	0.00	
Total Wages		0.00	0.00	
Total Payroll Expenses		0.00	0.00	
Uncategorized Expense	410.00		410.00	
Total Expenses	\$752,189.22	\$345,898.14	\$406,291.08	117.46 %
NET OPERATING INCOME	\$ -300,779.84	\$40,262.55	\$ -341,042.39	-847.05 %
NET INCOME	\$ -300,779.84	\$40,262.55	\$ -341,042.39	-847.05 %