

VMC FY 2019-20 BUDGET

ACCT#	INCOME	TOTAL
4030	4030 County BID	\$ 989,622.00
4035	4035 County 50% Match	\$ 494,811.00
4040	4040 County Admin Fee	\$ (44,533.00)
4830	4830 Event Brochure Ads	\$ 4,000.00
4950	4950 Interest Income	\$ 120.00
	TOTAL INCOME	\$ 1,444,020.00

ACCT#	EXPENSES	TOTAL
	MEDIA & WEBSITE	
	Advertising / Media	
5130	5130 Print & Online Advertising	\$ 336,372.00
5150	5150 Ad Development/Design	\$ 10,000.00
5170	5170 Photography	\$ 10,000.00
5240	5240 Research & Development	\$ 20,000.00
5280	5280 Video Development	\$ 32,505.00
5290	5290 Marketing Contingency	\$ 10,000.00
27.13%	Total Advertising / Media	\$ 418,877.00
	Marketing / Public Relations	
5510	5510 Public Relations Contract	\$ 98,500.00
5520	5520 Marketing Agency Contract	\$ 100,000.00
5540	5540 Clipping Service	\$ 7,000.00
5550	5550 In-Market PR Stunts	\$ 3,000.00
5560	5560 Media Events	\$ 3,500.00
5610	5610 Travel -PR Related	\$ 10,000.00
5680	5680 Visiting Media FAM Expenses	\$ 17,500.00
15.51%	Total Marketing / Public Relations	\$ 239,500.00
	Website Maint / Development	
5710	5710 Interactive Media Coordinator	\$ 30,000.00
5740	5740 Content Creation	\$ 20,000.00
5750	5750 Development/ Maintenance	\$ 20,000.00
5780	5780 Interactive Marketing	\$ 2,500.00
4.70%	Total Website Maint / Development	\$ 72,500.00
	Leisure / Group Sales	
5810	5810 Promotion Items, Booth Develop	\$ 5,000.00
5820	5820 Consumer & Trade Shows	\$ 13,000.00
5840	5840 State Fair Exhibit	\$ 10,000.00
5870	5870 Shipping - Travel Shows	\$ 3,500.00
5880	5880 Travel - Leisure/Group Sales	\$ 10,000.00
5885	5885 Travel - Group FAMs	\$ 10,000.00

VMC FY 2019-20 BUDGET

5890	5890 Misc. Sales Opportunities	\$	2,000.00
3.46%	Total Leisure / Group Sales	\$	53,500.00
50.80%	TOTAL MEDIA & WEBSITE	\$	784,377.00
	VISITOR SVS / PARTNERSHIPS		
	Partnerships		
6550	6550 Conferences & Seminars	\$	12,000.00
6570	6570 In-County Relations	\$	6,000.00
6590	6590 Memberships	\$	8,000.00
6610	6610 North Coast Tourism Council	\$	11,000.00
2.40%	Total Partnerships	\$	37,000.00
	Visitor Services		
6720	6720 Event & Festival Guides	\$	41,000.00
6730	6730 Incentives & Sponsorships	\$	71,400.00
6770	6770 Visitor Centers & Signage	\$	2,000.00
7.41%	Total Visitor Services	\$	114,400.00
9.81%	TOTAL VISITOR SVS / PARTNERSHIPS	\$	151,400.00
	ADMIN EXPENSES		
	General Admin		
7010	7010 Accounting	\$	14,000.00
7060	7060 Bank Fees	\$	800.00
7080	7080 Board Development	\$	5,000.00
7090	7090 Copying & Printing	\$	2,000.00
7130	7130 Legal Fees	\$	3,000.00
7140	7140 Licenses & Permits	\$	100.00
7150	7150 Meeting Expenses	\$	5,000.00
7200	7200 Office Expense	\$	15,000.00
7210	7210 Postage & Shipping	\$	15,000.00
7280	7280 Travel Expenses	\$	17,000.00
4.98%	Total General Admin	\$	76,900.00
	Occupancy Costs		
7650	Rent	\$	29,000.00
7660	Insurance	\$	3,000.00
7850	Repairs & Maintenance	\$	3,500.00
7890	Taxes	\$	100.00
7910	Telecommunication	\$	10,000.00
7950	Utilities	\$	9,000.00
3.54%	Total Occupancy Costs	\$	54,600.00
8.52%	TOTAL ADMIN EXPENSES	\$	131,500.00
	PERSONNEL		
8510	Salaries & Wages	\$	391,800.00

VMC FY 2019-20 BUDGET

8530	Payroll Taxes	\$	32,500.00
8550	Workers Comp	\$	3,000.00
8570	Health Insurance	\$	30,900.00
8580	Other Employee Benefits	\$	13,500.00
8590	Contract Work	\$	3,543.00
8615	Employee Recruitment	\$	1,500.00
30.88%	TOTAL PERSONNEL	\$	476,743.00
100.00%	TOTAL EXPENSES	\$	1,544,020.00

	NET OPERATING INCOME	\$	(100,000.00)
	From Reserve Account	\$	100,000.00
BUDGET %	VMC FY 2019-20 BUDGET NET INCOME	\$	-

SUMMARY			
BUDGET %	INCOME		TOTAL
68.53%	Mendocino County BID	\$	989,622.00
34.27%	Mendocino County 50% Match to BID	\$	494,811.00
-3.08%	Mendocino County Administration Fee	\$	(44,533.00)
0.29%	Total Other Income	\$	4,120.00
94%	TOTAL INCOME	\$	1,444,020.00
BUDGET %	EXPENSES		TOTAL
27.13%	Total Advertising / Media	\$	418,877.00
15.51%	Total Marketing / Public Relations	\$	239,500.00
4.70%	Total Website Maint / Development	\$	72,500.00
3.46%	Total Leisure / Group Sales	\$	53,500.00
50.80%	TOTAL MEDIA & WEBSITE	\$	784,377.00
2.40%	Total Partnerships	\$	37,000.00
7.41%	Total Visitor Services	\$	114,400.00
9.81%	TOTAL VISITOR SVS / PARTNERSHIPS	\$	151,400.00
4.98%	Total General Admin	\$	76,900.00
3.54%	Total Occupancy Costs	\$	54,600.00
8.52%	TOTAL ADMIN EXPENSES	\$	131,500.00
30.88%	TOTAL PERSONNEL	\$	476,743.00
100.00%	TOTAL EXPENSES	\$	1,544,020.00
-6.48%	NET OPERATING INCOME	\$	(100,000.00)
6.48%	From Reserve Account	\$	100,000.00
BUDGET %	VMC FY 2019-20 BUDGET NET INCOME	\$	-