



Visit Mendocino County Quarterly Report: October- December 2020

SUBMITTED TO MENDOCINO COUNTY TOURISM COMMISSION & COUNTY OF MENDOCINO

MARCH 11, 2021



visitmendocino.com

VMC Quarterly Activities Report: October– December 2020

Executive Summary of Quarterly Activities:

During the second quarter of fiscal year (FY) 2020-2021, the COVID-19 Pandemic and shelter-in-place (SIP) were still in effect. In October, MCTC launched its first full marketing campaign “Our View of Fall” (since the original SIP) on October 7, 2020 to an overwhelmingly positive reception. On November 30, 2020 the Governor announced new SIP orders that further shut down the majority of the State. Though Mendocino County was not affected directly by the closure and at that time, the MCTC team found it in poor taste to market our region to visitors. This report continues in its amended format to highlight the efforts of MCTC during this time period and report on the financial health of the organization. The organization continued to work on backend projects, annual financial audit and reports. A topline view of the quarters work is as follows:

- MCTC took the following marketing actions during the quarter:
 - ↳ Issued monthly press releases to media outlets
 - ↳ The ED and PR team continued to welcome media to Mendocino County spotlighting the ability to safely visit our destination
 - ↳ Prepared and launch of “Our View of Fall” campaign to replace the annual Mushroom FEAST
 - ↳ Prepared “Room to Roam” campaign to highlight the open space and safe activities available in Mendocino County during the winter months
 - ↳ In partnership with North Coast Tourism Council (NCTC) produced a series of videos for use by NCTC and VMC in future marketing campaigns. These videos were paid for by NCTC but, became property of MCTC.
 - ↳ Continued annual partnership with Mendocino Coast Clinics to market their annual event which was re-named “Crab Cake Cook-Along and Wine Tasting Sip-Along”
 - ↳ Communicated with partners, stakeholders and community members via radio regarding the programs and important projects MCTC was involved with
 - ↳ Halted all marketing initiatives on November 30, 2020 due to restrictions imposed on most regions of the state
- MCTC continued work in collaboration with the reformed Mendocino County Lodging Association (MCLA), Chambers of Commerce and other business leaders to continually navigate safe business operations, assess community needs and keep healthy lines of communication open with government officials.
- Continued efforts in the promotion of the #MaskUpMendo and MCTC & MCLA’s #SafeMendocino programs for community and visitor safety.
- As required by our county contract MCTC engaged with JJACPA, Inc. for the organization’s annual financial audit that closed with no recommendations.
- The Business Improvement District Advisory Board had its first meeting on December 14, 2020 to discuss the preparation of the report for FY 2021-2022.
- MCTC continued working with Simpleview to integrate a lodging booking portal on www.visitmendocino.com.
- MCTC entered into a contract with the Corraggio Group to update the 3-year Strategic Plan. The process will begin in January with a planned release date of March/April 2021.
- The Festival & Marketing committees and MCTC staff continued working on the initiative of “cannabis tourism” integration into our marketing programs. Staff gathered partner and stakeholder information and began building out this business sector on the backend of its website www.visitmendocino.com. This business sector will go live as a MCTC tourism asset in the third quarter of this FY.
- The MCTC staff continued to track their work as relating to the Strategic Plan.

On the following pages you will find the organization’s financial statements through December 2020, as approved by the MCTC BoD at its February 2021 meeting.

Thank you for the opportunity to promote our beautiful county.

Respectfully,



Travis Scott

Mendocino County Tourism Commission

Balance Sheet

As of December 31, 2020

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1005 SBMC Checking	366,227.36
1010 SBMC Savings	152,686.69
1015 MLCU Checking	0.00
1020 MLCU Savings	0.00
1030 Cash drawer	100.00
Total Bank Accounts	\$519,014.05
Accounts Receivable	\$209,122.00
Other Current Assets	
1230 Prepaid Expenses	25,295.17
1250 Refundable Deposits	4,150.00
1270 Receivable Other	0.00
Undeposited Funds	0.00
Total Other Current Assets	\$29,445.17
Total Current Assets	\$757,581.22
Fixed Assets	
1510 Furniture and Equipment	20,264.59
1600 Accumulated Depreciation	-8,176.00
Total Fixed Assets	\$12,088.59
Other Assets	\$0.00
TOTAL ASSETS	\$769,669.81
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 Accounts Payable	10,037.25
Total Accounts Payable	\$10,037.25
Other Current Liabilities	\$15,520.29
Total Current Liabilities	\$25,557.54
Total Liabilities	\$25,557.54
Equity	
3100 Contingency-Restricted	152,650.09
3900 Unrestricted Net Assets (RE)	346,620.83
Opening Bal Equity	0.00
Net Income	244,841.35
Total Equity	\$744,112.27
TOTAL LIABILITIES AND EQUITY	\$769,669.81
TOTAL	
Net Income	98,356.32
Total Equity	\$597,627.24
TOTAL LIABILITIES AND EQUITY	\$634,135.72

Mendocino County Tourism Commission
Budget vs. Actuals: FY 20-21 Summary
 July - December, 2020

	Dec 2020				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Income								
4030 County BID	47,100	47,100	0	100.00%	282,600	282,599	1	100.00%
4031 County BID adjustments			0		51,447	0	51,447	
4035 County 50% Match	33,911	22,959	10,952	147.70%	203,466	137,754	65,712	147.70%
Other Income	49		49		1,649	0	1,649	
Total Income	\$ 81,060	\$ 70,059	\$ 11,001	115.70%	\$ 539,162	\$ 420,353	\$ 118,808	128.26%
Gross Profit	\$ 81,060	\$ 70,059	\$ 11,001	115.70%	\$ 539,162	\$ 420,353	\$ 118,808	128.26%
Expenses								
1- MEDIA & WEBSITE	18,045	36,910	-18,865	48.89%	110,817	222,462	-111,645	49.81%
2- VISITOR SVS / PARTNERSHIPS	2,342	5,961	-3,619	39.29%	26,288	35,766	-9,478	73.50%
3- ADMIN EXPENSES	12,793	8,410	4,382	152.11%	61,296	50,463	10,834	121.47%
4- PERSONNEL	18,338	17,316	1,021	105.90%	95,920	103,899	-7,979	92.32%
Total Expenses	\$ 51,518	\$ 68,598	\$ -17,080	75.10%	\$ 294,320	\$ 412,589	\$ -118,268	71.34%
Net Operating Income	\$ 29,542	\$ 1,461	\$ 28,082	2022.35%	\$ 244,841	\$ 7,765	\$ 237,077	3153.26%
Net Income	\$ 29,542	\$ 1,461	\$ 28,082	2022.35%	\$ 244,841	\$ 7,765	\$ 237,077	3153.26%