

**Mendocino County Tourism Commission, Inc.**  
**Profit & Loss Budget Performance - SUMMARY**  
September 2017

10/16/2017  
Accrual Basis

	Sep 17	Budget	% of Budget	Jul - Sep 17	YTD Budget	% of Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
<b>4030 - County BID</b>	73,876.59	73,876.59	100.0%	221,629.77	221,629.77	100.0%	886,519.00
<b>4031 - County BID adjustments</b>	0.00	0.00	0.0%	20,873.25	0.00	100.0%	0.00
<b>4035 - County 50% Match</b>	36,294.00	36,294.00	100.0%	108,882.00	108,882.00	100.0%	435,530.00
<b>Other Income</b>	885.72	20.00	4,428.6%	2,341.42	1,325.00	176.71%	26,600.00
<b>Total Income</b>	111,056.31	110,190.59	100.79%	353,726.44	331,836.77	106.6%	1,348,649.00
<b>Gross Profit</b>	111,056.31	110,190.59	100.79%	353,726.44	331,836.77	106.6%	1,348,649.00
<b>Expense</b>							
<b>MEDIA &amp; WEBSITE</b>	65,085.54	68,211.75	95.42%	143,646.69	202,435.25	70.96%	836,649.00
<b>VISITOR SVS / PARTNERSHIPS</b>	10,836.80	9,973.33	108.66%	34,630.82	35,289.99	98.13%	123,000.00
<b>ADMIN EXPENSES</b>	14,168.86	12,343.34	114.79%	31,116.09	31,348.01	99.26%	111,200.00
<b>Personnel</b>	20,599.76	23,828.00	86.45%	64,356.04	72,712.00	88.51%	277,800.00
<b>Total Expense</b>	110,690.96	114,356.42	96.8%	273,749.64	341,785.25	80.09%	1,348,649.00
<b>Net Ordinary Income</b>	365.35	(4,165.83)	(8.77%)	79,976.80	(9,948.48)	(803.91%)	0.00
<b>Net Income</b>	<b>365.35</b>	<b>(4,165.83)</b>	<b>(8.77%)</b>	<b>79,976.80</b>	<b>(9,948.48)</b>	<b>(803.91%)</b>	<b>0.00</b>

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<b>Ordinary Income/Expense</b>							
<b>Income</b>							
4030 · County BID	73,876.59	73,876.59	100.0%	221,629.77	221,629.77	100.0%	886,519.00
4031 · County BID adjustments	0.00	0.00	0.0%	20,873.25	0.00	100.0%	0.00
4035 · County 50% Match	36,294.00	36,294.00	100.0%	108,882.00	108,882.00	100.0%	435,530.00
<b>Other Income</b>							
4251 · Cooperative Advertising	0.00	0.00	0.0%	0.00	0.00	0.0%	12,000.00
4830 · Event Brochure Ads	875.00			2,300.00			
4940 · Misc. Income	0.00	0.00	0.0%	12.05	1,300.00	0.93%	14,500.00
4950 · Interest Income	10.72	20.00	53.6%	29.37	25.00	117.48%	100.00
<b>Total Other Income</b>	<b>885.72</b>	<b>20.00</b>	<b>4,428.6%</b>	<b>2,341.42</b>	<b>1,325.00</b>	<b>176.71%</b>	<b>26,600.00</b>
<b>Total Income</b>	<b>111,056.31</b>	<b>110,190.59</b>	<b>100.79%</b>	<b>353,726.44</b>	<b>331,836.77</b>	<b>106.6%</b>	<b>1,348,649.00</b>
<b>Gross Profit</b>	<b>111,056.31</b>	<b>110,190.59</b>	<b>100.79%</b>	<b>353,726.44</b>	<b>331,836.77</b>	<b>106.6%</b>	<b>1,348,649.00</b>
<b>Expense</b>							
<b>MEDIA &amp; WEBSITE</b>							
<b>Advertising / Media</b>							
5130 · Print & Online Advertising	28,791.03	27,083.00	106.31%	36,685.79	81,249.00	45.15%	325,000.00
5150 · Ad Development/Design	1,570.50	666.67	235.57%	1,570.50	2,000.01	78.53%	8,000.00
5170 · Photography	0.00	666.67	0.0%	0.00	2,000.01	0.0%	8,000.00
5240 · Research & Development	0.00	1,666.67	0.0%	0.00	5,000.01	0.0%	20,000.00
5110 · Video Development	137.00	970.75	14.11%	137.00	2,912.25	4.7%	11,649.00
5015 · Marketing Contingency	0.00	833.33	0.0%	0.00	2,499.99	0.0%	10,000.00
<b>Total Advertising / Media</b>	<b>30,498.53</b>	<b>31,887.09</b>	<b>95.65%</b>	<b>38,393.29</b>	<b>95,661.27</b>	<b>40.14%</b>	<b>382,649.00</b>
<b>Marketing / Public Relations</b>							
5510 · Public Relations Contract	6,666.66	8,208.33	81.22%	19,999.98	24,624.99	81.22%	98,500.00
5520 · Marketing Agency Contract	8,333.00	8,333.00	100.0%	24,999.00	24,999.00	100.0%	100,000.00
5650 · Marketing & Comm. Coordinator	5,500.00	5,500.00	100.0%	16,500.00	16,500.00	100.0%	66,000.00
5660 · Clipping Service	563.32	541.67	104.0%	1,595.06	1,625.01	98.16%	6,500.00
5530 · In-Market PR Stunts	0.00	208.33	0.0%	0.00	624.99	0.0%	2,500.00

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**Profit & Loss Budget Performance**  
 September 2017

10/16/2017  
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	Sep 17	Budget	% of Budget	Jul - Sep 17	YTD Budget	% of Budget	Annual Budget
5560 · Media Events	412.02	291.67	141.26%	2,162.02	875.01	247.09%	3,500.00
5610 · Travel -PR Related	88.02	833.33	10.56%	182.57	2,499.99	7.3%	10,000.00
5550 · Visiting Media FAM Expenses	2,213.48	1,300.00	170.27%	2,387.47	3,500.00	68.21%	12,000.00
<b>Total Marketing / Public Relations</b>	<b>23,776.50</b>	<b>25,216.33</b>	<b>94.29%</b>	<b>67,826.10</b>	<b>75,248.99</b>	<b>90.14%</b>	<b>299,000.00</b>
<b>Website Maint / Development</b>							
5710 · Interactive Media Coordinator	2,500.00	2,500.00	100.0%	7,500.00	7,500.00	100.0%	30,000.00
5730 · Interactive Marketing	60.00	1,000.00	6.0%	288.00	3,000.00	9.6%	12,000.00
5750 · Development/ Maintenance	600.00	1,416.67	42.35%	1,800.00	4,250.01	42.35%	17,000.00
<b>Total Website Maint / Development</b>	<b>3,160.00</b>	<b>4,916.67</b>	<b>64.27%</b>	<b>9,588.00</b>	<b>14,750.01</b>	<b>65.0%</b>	<b>59,000.00</b>
<b>Leisure / Group Sales</b>							
5805 · Sales Manager Contract	4,166.66	4,166.66	100.0%	12,499.98	12,499.98	100.0%	50,000.00
5810 · Promotion Items, Booth Develop	119.50	0.00	100.0%	11,685.45	0.00	100.0%	3,000.00
5820 · Consumer & Trade Shows	210.00	0.00	100.0%	397.27	0.00	100.0%	13,500.00
5840 · State Fair Exhibit	0.00	0.00	0.0%	0.00	0.00	0.0%	4,500.00
5870 · Shipping - Travel Shows	0.00	0.00	0.0%	0.00	0.00	0.0%	2,500.00
5885 · Travel - Group FAMs	2,853.14	900.00	317.02%	2,955.39	1,900.00	155.55%	10,000.00
5880 · Travel - Leisure/Group Sales	301.21	1,000.00	30.12%	301.21	2,000.00	15.06%	11,000.00
5890 · Misc. Sales Opportunities	0.00	125.00	0.0%	0.00	375.00	0.0%	1,500.00
<b>Total Leisure / Group Sales</b>	<b>7,650.51</b>	<b>6,191.66</b>	<b>123.56%</b>	<b>27,839.30</b>	<b>16,774.98</b>	<b>165.96%</b>	<b>96,000.00</b>
<b>Total MEDIA &amp; WEBSITE</b>	<b>65,085.54</b>	<b>68,211.75</b>	<b>95.42%</b>	<b>143,646.69</b>	<b>202,435.25</b>	<b>70.96%</b>	<b>836,649.00</b>
<b>VISITOR SVS / PARTNERSHIPS</b>							
<b>Visitor Services</b>							
6220 · Event & Festival Guides	635.15	5,000.00	12.7%	2,105.09	7,000.00	30.07%	50,000.00
6040 · In-County Guides	5,797.00	0.00	100.0%	5,797.00	0.00	100.0%	0.00
6530 · Incentives & Sponsorships	4,272.53	3,583.33	119.23%	9,847.53	10,749.99	91.61%	43,000.00
6170 · Visitor Centers & Signage	0.00	0.00	0.0%	150.00	0.00	100.0%	2,000.00
<b>Total Visitor Services</b>	<b>10,704.68</b>	<b>8,583.33</b>	<b>124.72%</b>	<b>17,899.62</b>	<b>17,749.99</b>	<b>100.84%</b>	<b>95,000.00</b>

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	Sep 17	Budget	% of Budget	Jul - Sep 17	YTD Budget	% of Budget	Annual Budget
<b>Partnerships</b>							
6550 · Conferences & Seminars	0.00	1,000.00	0.0%	0.00	1,000.00	0.0%	6,000.00
6620 · In-County Relations	132.12	390.00	33.88%	722.52	1,170.00	61.75%	4,680.00
6520 · Memberships	0.00	0.00	0.0%	6,008.68	5,370.00	111.89%	7,320.00
6510 · North Coast Tourism Council	0.00	0.00	0.0%	10,000.00	10,000.00	100.0%	10,000.00
<b>Total Partnerships</b>	132.12	1,390.00	9.51%	16,731.20	17,540.00	95.39%	28,000.00
<b>Total VISITOR SVS / PARTNERSHIPS</b>	10,836.80	9,973.33	108.66%	34,630.82	35,289.99	98.13%	123,000.00
<b>ADMIN EXPENSES</b>							
<b>Occupancy Costs</b>							
7250 · Rent	1,950.00	1,950.00	100.0%	5,850.00	5,850.00	100.0%	23,400.00
7120 · Insurance	0.00	0.00	0.0%	2,106.92	2,107.00	100.0%	2,717.00
7260 · Repairs & Maintenance	1,606.00	125.00	1,284.8%	1,988.00	375.00	530.13%	1,500.00
7270 · Taxes	0.00	0.00	0.0%	62.31	63.00	98.91%	73.00
7310 · Telecommunication	795.56	500.00	159.11%	1,878.12	1,500.00	125.21%	6,000.00
7350 · Utilities	629.17	666.67	94.38%	1,850.07	2,000.01	92.5%	8,000.00
<b>Total Occupancy Costs</b>	4,980.73	3,241.67	153.65%	13,735.42	11,895.01	115.47%	41,690.00
<b>General Admin</b>							
7010 · Accounting	5,248.03	5,300.00	99.02%	6,518.53	6,600.00	98.77%	17,000.00
7060 · Bank Fees	38.95	41.00	95.0%	211.85	131.00	161.72%	500.00
5250 · Board Development	0.00	0.00	0.0%	0.00	0.00	0.0%	3,500.00
7090 · Copying & Printing	164.47	100.00	164.47%	575.59	300.00	191.86%	1,200.00
7030 · Legal Fees	0.00	0.00	0.0%	1,350.00	624.99	216.0%	2,500.00
7140 · Licenses & Permits	0.00	0.00	0.0%	0.00	0.00	0.0%	63.00
7150 · Meeting Expenses	166.45	125.00	133.16%	627.65	375.00	167.37%	1,500.00
7200 · Office Expense	1,644.02	1,094.00	150.28%	3,501.74	4,097.00	85.47%	13,947.00
7210 · Postage & Shipping	274.82	1,250.00	21.99%	1,504.48	3,750.00	40.12%	15,000.00
7280 · Travel Expenses	1,651.39	1,191.67	138.58%	3,090.83	3,575.01	86.46%	14,300.00
<b>Total General Admin</b>	9,188.13	9,101.67	100.95%	17,380.67	19,453.00	89.35%	69,510.00
<b>Total ADMIN EXPENSES</b>	14,168.86	12,343.34	114.79%	31,116.09	31,348.01	99.26%	111,200.00

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**Profit & Loss Budget Performance**  
September 2017

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	Sep 17	Budget	% of Budget	Jul - Sep 17	YTD Budget	% of Budget	Annual Budget
<b>Personnel</b>							
8510 · Salaries & Wages	17,461.84	18,750.00	93.13%	51,626.52	56,250.00	91.78%	225,000.00
8520 · Paid Time Off	274.50			274.50			
8530 · Payroll Taxes	1,263.42	1,783.00	70.86%	3,877.02	5,349.00	72.48%	21,400.00
8550 · Workers Comp	0.00	0.00	0.0%	2,788.00	3,518.00	79.25%	3,518.00
8570 · Health Insurance	1,600.00	1,600.00	100.0%	4,800.00	4,800.00	100.0%	20,304.00
8580 · Other Employee Benefits	0.00	770.00	0.0%	0.00	770.00	0.0%	3,078.00
8590 · Contract Work	0.00	550.00	0.0%	990.00	1,650.00	60.0%	3,000.00
7415 · Employee Recruitment	0.00	375.00	0.0%	0.00	375.00	0.0%	1,500.00
<b>Total Personnel</b>	<b>20,599.76</b>	<b>23,828.00</b>	<b>86.45%</b>	<b>64,356.04</b>	<b>72,712.00</b>	<b>88.51%</b>	<b>277,800.00</b>
<b>Total Expense</b>	<b>110,690.96</b>	<b>114,356.42</b>	<b>96.8%</b>	<b>273,749.64</b>	<b>341,785.25</b>	<b>80.09%</b>	<b>1,348,649.00</b>
<b>Net Ordinary Income</b>	<b>365.35</b>	<b>(4,165.83)</b>	<b>(8.77%)</b>	<b>79,976.80</b>	<b>(9,948.48)</b>	<b>(803.91%)</b>	<b>0.00</b>
<b>Net Income</b>	<b>365.35</b>	<b>(4,165.83)</b>	<b>(8.77%)</b>	<b>79,976.80</b>	<b>(9,948.48)</b>	<b>(803.91%)</b>	<b>0.00</b>

**Mendocino County Tourism Commission, Inc.**  
**Balance Sheet Prev Year Comparison**  
As of September 30, 2017

10/16/2017  
Accrual Basis

	Sep 30, 17	Sep 30, 16	\$ Change	% Change
<b>ASSETS</b>				
<b>Current Assets</b>				
<b>Checking/Savings</b>				
1015 · MLCU Checking	414,224.19	335,718.03	78,506.16	23.39%
1020 · MLCU Savings	130,487.22	130,410.57	76.65	0.06%
1030 · Cash drawer	100.00	100.00	0.00	0.0%
<b>Total Checking/Savings</b>	<b>544,811.41</b>	<b>466,228.60</b>	<b>78,582.81</b>	<b>16.86%</b>
<b>Accounts Receivable</b>				
1100 · Accounts Receivable	222,891.18	167,999.30	54,891.88	32.67%
<b>Total Accounts Receivable</b>	<b>222,891.18</b>	<b>167,999.30</b>	<b>54,891.88</b>	<b>32.67%</b>
<b>Other Current Assets</b>				
1230 · Prepaid Expenses	8,340.00	9,090.00	(750.00)	(8.25%)
1250 · Refundable Deposits	2,350.00	2,350.00	0.00	0.0%
1270 · Receivable Other	0.00	189.89	(189.89)	(100.0%)
<b>Total Other Current Assets</b>	<b>10,690.00</b>	<b>11,629.89</b>	<b>(939.89)</b>	<b>(8.08%)</b>
<b>Total Current Assets</b>	<b>778,392.59</b>	<b>645,857.79</b>	<b>132,534.80</b>	<b>20.52%</b>
<b>Fixed Assets</b>				
1510 · Furniture and Equipment	46,385.00	46,385.00	0.00	0.0%
1600 · Accumulated Depreciation	(46,385.00)	(46,385.00)	0.00	0.0%
<b>Total Fixed Assets</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.0%</b>
<b>Other Assets</b>				
1700 · Website Development	70,000.00	70,000.00	0.00	0.0%
1750 · Accumulated Amortization	(70,000.00)	(70,000.00)	0.00	0.0%
<b>Total Other Assets</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.0%</b>
<b>TOTAL ASSETS</b>	<b>778,392.59</b>	<b>645,857.79</b>	<b>132,534.80</b>	<b>20.52%</b>
<b>LIABILITIES &amp; EQUITY</b>				
<b>Liabilities</b>				
<b>Current Liabilities</b>				
<b>Accounts Payable</b>				
2000 · Accounts Payable	36,249.40	39,436.90	(3,187.50)	(8.08%)
<b>Total Accounts Payable</b>	<b>36,249.40</b>	<b>39,436.90</b>	<b>(3,187.50)</b>	<b>(8.08%)</b>
<b>Other Current Liabilities</b>				
<b>Payroll Liabilities</b>				
2210 · Federal Payroll Tax Payable	0.00	5,640.56	(5,640.56)	(100.0%)
2220 · State Payroll Tax Payable	0.00	1,123.31	(1,123.31)	(100.0%)
2230 · SUI & ETT Payable	0.00	434.00	(434.00)	(100.0%)
2240 · FUTA Payable	0.00	70.51	(70.51)	(100.0%)
2270 · Accrued Payroll	8,650.17	7,652.99	997.18	13.03%
2275 · Accrued PTO	440.48	4,123.17	(3,682.69)	(89.32%)
<b>Total Payroll Liabilities</b>	<b>9,090.65</b>	<b>19,044.54</b>	<b>(9,953.89)</b>	<b>(52.27%)</b>

**Mendocino County Tourism Commission, Inc.**  
**Balance Sheet Prev Year Comparison**  
As of September 30, 2017

10/16/2017  
Accrual Basis

	Sep 30, 17	Sep 30, 16	\$ Change	% Change
2800 - Sales Tx Payable	0.00	104.14	(104.14)	(100.0%)
<b>Total Other Current Liabilities</b>	9,090.65	19,148.68	(10,058.03)	(52.53%)
<b>Total Current Liabilities</b>	45,340.05	58,585.58	(13,245.53)	(22.61%)
<b>Total Liabilities</b>	45,340.05	58,585.58	(13,245.53)	(22.61%)
<b>Equity</b>				
3100 - Contingency-Restricted	130,344.00	130,344.00	0.00	0.0%
3900 - Unrestricted Net Assets (RE)	522,731.74	443,565.59	79,166.15	17.85%
Net Income	79,976.80	13,362.62	66,614.18	498.51%
<b>Total Equity</b>	733,052.54	587,272.21	145,780.33	24.82%
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>778,392.59</b>	<b>645,857.79</b>	<b>132,534.80</b>	<b>20.52%</b>

**Mendocino County Tourism Commission, Inc.**  
**Profit & Loss Prev Year Comparison**  
 July through September 2017

10/16/2017  
 Accrual Basis

	Jul - Sep 17	Jul - Sep 16	\$ Change	% Change
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
4030 · County BID	221,629.77	200,000.01	21,629.76	10.82%
4031 · County BID adjustments	20,873.25	(1,078.93)	21,952.18	2,034.63%
4035 · County 50% Match	108,882.00	99,999.99	8,882.01	8.88%
<b>Other Income</b>				
4830 · Event Brochure Ads	2,300.00	1,500.00	800.00	53.33%
4940 · Misc. Income	12.05	0.00	12.05	100.0%
4950 · Interest Income	29.37	19.49	9.88	50.69%
4850 · Retail Sales	0.00	1,227.66	(1,227.66)	(100.0%)
<b>Total Other Income</b>	2,341.42	2,747.15	(405.73)	(14.77%)
<b>Total Income</b>	353,726.44	301,668.22	52,058.22	17.26%
<b>Gross Profit</b>	353,726.44	301,668.22	52,058.22	17.26%
<b>Expense</b>				
<b>MEDIA &amp; WEBSITE</b>				
<b>Advertising / Media</b>				
5130 · Print & Online Advertising				
5120 · Digital & Broadcast	0.00	15,008.63	(15,008.63)	(100.0%)
5290 · E-Marketing	0.00	1,108.00	(1,108.00)	(100.0%)
5200 · Print & Direct Mail	0.00	31,208.75	(31,208.75)	(100.0%)
5130 · Print & Online Advertising - Other	36,685.79	0.00	36,685.79	100.0%
<b>Total 5130 · Print &amp; Online Advertising</b>	36,685.79	47,325.38	(10,639.59)	(22.48%)
5150 · Ad Development/Design	1,570.50	300.00	1,270.50	423.5%
5165 · AdverGame Development	0.00	7,200.00	(7,200.00)	(100.0%)
5110 · Video Development	137.00	12,355.32	(12,218.32)	(98.89%)
<b>Total Advertising / Media</b>	38,393.29	67,180.70	(28,787.41)	(42.85%)
<b>Marketing / Public Relations</b>				
5510 · Public Relations Contract	19,999.98	33,365.88	(13,365.90)	(40.06%)
5520 · Marketing Agency Contract	24,999.00	0.00	24,999.00	100.0%
5650 · Marketing & Comm. Coordinator	16,500.00	15,000.00	1,500.00	10.0%
5660 · Clipping Service	1,595.06	0.00	1,595.06	100.0%
5530 · In-Market PR Stunts	0.00	1,390.00	(1,390.00)	(100.0%)
5560 · Media Events	2,162.02	0.00	2,162.02	100.0%
5610 · Travel -PR Related	182.57	1,255.48	(1,072.91)	(85.46%)
5550 · Visiting Media FAM Expenses	2,387.47	2,362.10	25.37	1.07%
<b>Total Marketing / Public Relations</b>	67,826.10	53,373.46	14,452.64	27.08%
<b>Website Maint / Development</b>				
5710 · Interactive Media Coordinator	7,500.00	8,040.00	(540.00)	(6.72%)
5730 · Interactive Marketing	288.00	247.29	40.71	16.46%
5750 · Development/ Maintenance	1,800.00	1,815.17	(15.17)	(0.84%)
<b>Total Website Maint / Development</b>	9,588.00	10,102.46	(514.46)	(5.09%)

**Mendocino County Tourism Commission, Inc.**  
**Profit & Loss Prev Year Comparison**  
 July through September 2017

10/16/2017  
 Accrual Basis

	Jul - Sep 17	Jul - Sep 16	\$ Change	% Change
<b>Leisure / Group Sales</b>				
5805 · Sales Manager Contract	12,499.98	0.00	12,499.98	100.0%
5810 · Promotion Items, Booth Develop	11,685.45	579.42	11,106.03	1,916.75%
5820 · Consumer & Trade Shows	397.27	3,563.88	(3,166.61)	(88.85%)
5840 · State Fair Exhibit	0.00	1,417.55	(1,417.55)	(100.0%)
5870 · Shipping - Travel Shows	0.00	303.57	(303.57)	(100.0%)
5885 · Travel - Group FAMs	2,955.39	0.00	2,955.39	100.0%
5880 · Travel - Leisure/Group Sales	301.21	310.03	(8.82)	(2.85%)
5890 · Misc. Sales Opportunities	0.00	131.21	(131.21)	(100.0%)
<b>Total Leisure / Group Sales</b>	<b>27,839.30</b>	<b>6,305.66</b>	<b>21,533.64</b>	<b>341.5%</b>
<b>Total MEDIA &amp; WEBSITE</b>	<b>143,646.69</b>	<b>136,962.28</b>	<b>6,684.41</b>	<b>4.88%</b>
<b>VISITOR SVS / PARTNERSHIPS</b>				
<b>Visitor Services</b>				
6220 · Event & Festival Guides	2,105.09	1,312.50	792.59	60.39%
6040 · In-County Guides	5,797.00	1,202.23	4,594.77	382.19%
6530 · Incentives & Sponsorships	9,847.53	3,600.00	6,247.53	173.54%
6170 · Visitor Centers & Signage	150.00	0.00	150.00	100.0%
6190 · Visitor Center/ Info Support	0.00	145.00	(145.00)	(100.0%)
<b>Retail Store</b>				
6412B · Store Supplies/Expenses	0.00	68.53	(68.53)	(100.0%)
6412D · Consignee payments	0.00	692.80	(692.80)	(100.0%)
<b>Total Retail Store</b>	<b>0.00</b>	<b>761.33</b>	<b>(761.33)</b>	<b>(100.0%)</b>
<b>Total Visitor Services</b>	<b>17,899.62</b>	<b>7,021.06</b>	<b>10,878.56</b>	<b>154.94%</b>
<b>Partnerships</b>				
6550 · Conferences & Seminars	0.00	1,399.00	(1,399.00)	(100.0%)
6620 · In-County Relations	722.52	300.24	422.28	140.65%
6520 · Memberships	6,008.68	4,105.48	1,903.20	46.36%
6510 · North Coast Tourism Council	10,000.00	0.00	10,000.00	100.0%
<b>Total Partnerships</b>	<b>16,731.20</b>	<b>5,804.72</b>	<b>10,926.48</b>	<b>188.23%</b>
<b>Total VISITOR SVS / PARTNERSHIPS</b>	<b>34,630.82</b>	<b>12,825.78</b>	<b>21,805.04</b>	<b>170.01%</b>
<b>ADMIN EXPENSES</b>				
<b>Occupancy Costs</b>				
7250 · Rent	5,850.00	5,450.00	400.00	7.34%
7120 · Insurance	2,106.92	1,070.00	1,036.92	96.91%
7260 · Repairs & Maintenance	1,988.00	393.00	1,595.00	405.85%
7270 · Taxes	62.31	62.25	0.06	0.1%
7310 · Telecommunication	1,878.12	3,000.30	(1,122.18)	(37.4%)
7350 · Utilities	1,850.07	1,909.09	(59.02)	(3.09%)
<b>Total Occupancy Costs</b>	<b>13,735.42</b>	<b>11,884.64</b>	<b>1,850.78</b>	<b>15.57%</b>

**Mendocino County Tourism Commission, Inc.**  
**Profit & Loss Prev Year Comparison**  
 July through September 2017

10/16/2017  
 Accrual Basis

	<b>Jul - Sep 17</b>	<b>Jul - Sep 16</b>	<b>\$ Change</b>	<b>% Change</b>
<b>General Admin</b>				
7010 · Accounting	6,518.53	10,802.50	(4,283.97)	(39.66%)
7060 · Bank Fees	211.85	242.56	(30.71)	(12.66%)
7090 · Copying & Printing	575.59	238.97	336.62	140.86%
7030 · Legal Fees	1,350.00	190.00	1,160.00	610.53%
7140 · Licenses & Permits	0.00	20.00	(20.00)	(100.0%)
7150 · Meeting Expenses	627.65	95.52	532.13	557.09%
7200 · Office Expense	3,501.74	6,366.14	(2,864.40)	(44.99%)
7210 · Postage & Shipping	1,504.48	14,693.50	(13,189.02)	(89.76%)
7280 · Travel Expenses	3,090.83	2,079.76	1,011.07	48.62%
<b>Total General Admin</b>	<b>17,380.67</b>	<b>34,728.95</b>	<b>(17,348.28)</b>	<b>(49.95%)</b>
<b>Total ADMIN EXPENSES</b>	<b>31,116.09</b>	<b>46,613.59</b>	<b>(15,497.50)</b>	<b>(33.25%)</b>
<b>Personnel</b>				
8510 · Salaries & Wages	51,626.52	56,345.20	(4,718.68)	(8.38%)
8520 · Paid Time Off	274.50	1,423.97	(1,149.47)	(80.72%)
8530 · Payroll Taxes	3,877.02	5,231.02	(1,354.00)	(25.88%)
8540 · Payroll Processing Fees	0.00	14.00	(14.00)	(100.0%)
8550 · Workers Comp	2,788.00	2,467.00	321.00	13.01%
8570 · Health Insurance	4,800.00	5,277.56	(477.56)	(9.05%)
8590 · Contract Work	990.00	1,697.00	(707.00)	(41.66%)
7415 · Employee Recruitment	0.00	19,448.20	(19,448.20)	(100.0%)
<b>Total Personnel</b>	<b>64,356.04</b>	<b>91,903.95</b>	<b>(27,547.91)</b>	<b>(29.98%)</b>
<b>Total Expense</b>	<b>273,749.64</b>	<b>288,305.60</b>	<b>(14,555.96)</b>	<b>(5.05%)</b>
<b>Net Ordinary Income</b>	<b>79,976.80</b>	<b>13,362.62</b>	<b>66,614.18</b>	<b>498.51%</b>
<b>Net Income</b>	<b>79,976.80</b>	<b>13,362.62</b>	<b>66,614.18</b>	<b>498.51%</b>