

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

October 2017

11/18/2017  
 Accrual Basis

	Oct 17	Budget	% of Budget	Jul - Oct 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%	295,506.36	295,506.36	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%	145,176.00	145,176.00	100.0%	435,530.00
<b>Other Income</b>	(313.88)	2.50	(12,555.2%)	2,027.54	1,327.50	152.73%	26,600.00
<b>Total Income</b>	109,856.71	110,173.09	99.71%	463,583.15	442,009.86	104.88%	1,348,649.00
<b>Gross Profit</b>	109,856.71	110,173.09	99.71%	463,583.15	442,009.86	104.88%	1,348,649.00
<b>Expense</b>							
<b>MEDIA &amp; WEBSITE</b>	61,077.64	71,411.75	85.53%	204,724.33	273,847.00	74.76%	836,649.00
<b>VISITOR SVS / PARTNERSHIPS</b>	9,770.58	15,173.33	64.39%	44,401.40	50,463.32	87.99%	123,000.00
<b>ADMIN EXPENSES</b>	6,421.86	7,751.67	82.85%	37,537.95	39,308.05	95.5%	111,200.00
<b>Personnel</b>	19,526.02	22,181.00	88.03%	83,882.06	94,893.00	88.4%	277,800.00
<b>Total Expense</b>	96,796.10	116,517.75	83.07%	370,545.74	458,511.37	80.82%	1,348,649.00
<b>Net Ordinary Income</b>	13,060.61	(6,344.66)	(205.85%)	93,037.41	(16,501.51)	(563.81%)	0.00
<b>Other Income/Expense</b>							
<b>Other Expense</b>							
<b>9870 - Reserve/Contingency Expense</b>	1,700.00	0.00	100.0%	1,700.00	0.00	100.0%	0.00
<b>Total Other Expense</b>	1,700.00	0.00	100.0%	1,700.00	0.00	100.0%	0.00
<b>Net Other Income</b>	(1,700.00)	0.00	100.0%	(1,700.00)	0.00	100.0%	0.00
<b>Net Income</b>	<b>11,360.61</b>	<b>(6,344.66)</b>	<b>(179.06%)</b>	<b>91,337.41</b>	<b>(16,501.51)</b>	<b>(553.51%)</b>	<b>0.00</b>

**Mendocino County Tourism Commission, Inc.**  
**Profit & Loss Budget Performance**  
 October 2017

11/18/2017  
 Accrual Basis

	Oct 17	Budget	% of Budget	Jul - Oct 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%	295,506.36	295,506.36	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%	145,176.00	145,176.00	100.0%	435,530.00
<b>Other Income</b>							
<b>4251 · Cooperative Advertising</b>	0.00	0.00	0.0%	0.00	0.00	0.0%	12,000.00
<b>4830 · Event Brochure Ads</b>	(325.00)			1,975.00			
<b>4940 · Misc. Income</b>	0.00	0.00	0.0%	12.05	1,300.00	0.93%	14,500.00
<b>4950 · Interest Income</b>	11.12	2.50	444.8%	40.49	27.50	147.24%	100.00
<b>Total Other Income</b>	(313.88)	2.50	(12,555.2%)	2,027.54	1,327.50	152.73%	26,600.00
<b>Total Income</b>	109,856.71	110,173.09	99.71%	463,583.15	442,009.86	104.88%	1,348,649.00
<b>Gross Profit</b>	109,856.71	110,173.09	99.71%	463,583.15	442,009.86	104.88%	1,348,649.00
<b>Expense</b>							
<b>MEDIA &amp; WEBSITE</b>							
<b>Advertising / Media</b>							
<b>5130 · Print &amp; Online Advertising</b>							
<b>5130 · Print &amp; Online Advertising - Other</b>	23,051.60	27,083.00	85.12%	59,737.39	108,332.00	55.14%	325,000.00
<b>Total 5130 · Print &amp; Online Advertising</b>	23,051.60	27,083.00	85.12%	59,737.39	108,332.00	55.14%	325,000.00
<b>5150 · Ad Development/Design</b>	543.75	666.67	81.56%	2,114.25	2,666.68	79.28%	8,000.00
<b>5170 · Photography</b>	350.00	666.67	52.5%	350.00	2,666.68	13.13%	8,000.00
<b>5240 · Research &amp; Development</b>	0.00	1,666.67	0.0%	0.00	6,666.68	0.0%	20,000.00
<b>5110 · Video Development</b>	0.00	970.75	0.0%	137.00	3,883.00	3.53%	11,649.00
<b>5015 · Marketing Contingency</b>	0.00	833.33	0.0%	0.00	3,333.32	0.0%	10,000.00
<b>Total Advertising / Media</b>	23,945.35	31,887.09	75.09%	62,338.64	127,548.36	48.88%	382,649.00

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11/18/2017  
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	Oct 17	Budget	% of Budget	Jul - Oct 17	YTD Budget	% of Budget	Annual Budget
<b>Marketing / Public Relations</b>							
5510 · Public Relations Contract	12,066.66	8,208.33	147.01%	32,066.64	32,833.32	97.67%	98,500.00
5520 · Marketing Agency Contract	8,333.00	8,333.00	100.0%	33,332.00	33,332.00	100.0%	100,000.00
5650 · Marketing & Comm. Coordinator	5,500.00	5,500.00	100.0%	22,000.00	22,000.00	100.0%	66,000.00
5660 · Clipping Service	564.66	541.67	104.24%	2,159.72	2,166.68	99.68%	6,500.00
5530 · In-Market PR Stunts	0.00	208.33	0.0%	0.00	833.32	0.0%	2,500.00
5560 · Media Events	0.00	291.67	0.0%	2,162.02	1,166.68	185.31%	3,500.00
5610 · Travel -PR Related	501.46	833.33	60.18%	684.03	3,333.32	20.52%	10,000.00
5550 · Visiting Media FAM Expenses	1,121.07	1,000.00	112.11%	3,508.54	4,500.00	77.97%	12,000.00
<b>Total Marketing / Public Relations</b>	<b>28,086.85</b>	<b>24,916.33</b>	<b>112.73%</b>	<b>95,912.95</b>	<b>100,165.32</b>	<b>95.76%</b>	<b>299,000.00</b>
<b>Website Maint / Development</b>							
5710 · Interactive Media Coordinator	2,500.00	2,500.00	100.0%	10,000.00	10,000.00	100.0%	30,000.00
5730 · Interactive Marketing	500.00	1,000.00	50.0%	788.00	4,000.00	19.7%	12,000.00
5750 · Development/ Maintenance	600.00	1,416.67	42.35%	2,400.00	5,666.68	42.35%	17,000.00
<b>Total Website Maint / Development</b>	<b>3,600.00</b>	<b>4,916.67</b>	<b>73.22%</b>	<b>13,188.00</b>	<b>19,666.68</b>	<b>67.06%</b>	<b>59,000.00</b>
<b>Leisure / Group Sales</b>							
5805 · Sales Manager Contract	4,166.66	4,166.66	100.0%	16,666.64	16,666.64	100.0%	50,000.00
5810 · Promotion Items, Booth Develop	65.36	1,000.00	6.54%	11,750.81	1,000.00	1,175.08%	3,000.00
5820 · Consumer & Trade Shows	1,075.00	2,000.00	53.75%	1,472.27	2,000.00	73.61%	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	500.00	0.0%	0.00	500.00	0.0%	2,500.00
5885 · Travel - Group FAMs	(949.82)	900.00	(105.54%)	2,005.57	2,800.00	71.63%	10,000.00
5880 · Travel - Leisure/Group Sales	1,088.24	1,000.00	108.82%	1,389.45	3,000.00	46.32%	11,000.00
5890 · Misc. Sales Opportunities	0.00	125.00	0.0%	0.00	500.00	0.0%	1,500.00
<b>Total Leisure / Group Sales</b>	<b>5,445.44</b>	<b>9,691.66</b>	<b>56.19%</b>	<b>33,284.74</b>	<b>26,466.64</b>	<b>125.76%</b>	<b>96,000.00</b>
<b>Total MEDIA &amp; WEBSITE</b>	<b>61,077.64</b>	<b>71,411.75</b>	<b>85.53%</b>	<b>204,724.33</b>	<b>273,847.00</b>	<b>74.76%</b>	<b>836,649.00</b>

**Mendocino County Tourism Commission, Inc.**  
**Profit & Loss Budget Performance**  
 October 2017

11/18/2017  
 Accrual Basis

	Oct 17	Budget	% of Budget	Jul - Oct 17	YTD Budget	% of Budget	Annual Budget
<b>VISITOR SVS / PARTNERSHIPS</b>							
<b>Visitor Services</b>							
6220 · Event & Festival Guides	103.35	6,000.00	1.72%	8,005.44	13,000.00	61.58%	50,000.00
6530 · Incentives & Sponsorships	6,827.68	5,583.33	122.29%	16,675.21	16,333.32	102.09%	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>6,931.03</b>	<b>11,583.33</b>	<b>59.84%</b>	<b>24,830.65</b>	<b>29,333.32</b>	<b>84.65%</b>	<b>95,000.00</b>
<b>Partnerships</b>							
6550 · Conferences & Seminars	2,097.90	3,000.00	69.93%	2,097.90	4,000.00	52.45%	6,000.00
6620 · In-County Relations	291.65	390.00	74.78%	1,014.17	1,560.00	65.01%	4,680.00
6520 · Memberships	450.00	200.00	225.0%	6,458.68	5,570.00	115.96%	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>	<b>2,839.55</b>	<b>3,590.00</b>	<b>79.1%</b>	<b>19,570.75</b>	<b>21,130.00</b>	<b>92.62%</b>	<b>28,000.00</b>
<b>Total VISITOR SVS / PARTNERSHIPS</b>	<b>9,770.58</b>	<b>15,173.33</b>	<b>64.39%</b>	<b>44,401.40</b>	<b>50,463.32</b>	<b>87.99%</b>	<b>123,000.00</b>
<b>ADMIN EXPENSES</b>							
<b>Occupancy Costs</b>							
7250 · Rent	1,950.00	1,950.00	100.0%	7,800.00	7,800.00	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	231.00	125.00	184.8%	2,219.00	500.00	443.8%	1,500.00
7270 · Taxes	0.00	0.00	0.0%	62.31	63.00	98.91%	73.00
7310 · Telecommunication	468.44	500.00	93.69%	2,346.56	2,000.00	117.33%	6,000.00
7350 · Utilities	568.93	666.67	85.34%	2,419.00	2,666.68	90.71%	8,000.00
<b>Total Occupancy Costs</b>	<b>3,218.37</b>	<b>3,241.67</b>	<b>99.28%</b>	<b>16,953.79</b>	<b>15,136.68</b>	<b>112.01%</b>	<b>41,690.00</b>
<b>General Admin</b>							
7010 · Accounting	533.75	500.00	106.75%	7,052.28	7,100.00	99.33%	17,000.00
7060 · Bank Fees	38.95	41.00	95.0%	250.80	172.00	145.81%	500.00
5250 · Board Development	0.00	0.00	0.0%	0.00	0.00	0.0%	3,500.00
7090 · Copying & Printing	151.69	100.00	151.69%	727.28	400.00	181.82%	1,200.00

**Mendocino County Tourism Commission, Inc.**  
**Profit & Loss Budget Performance**  
 October 2017

11/18/2017  
 Accrual Basis

	Oct 17	Budget	% of Budget	Jul - Oct 17	YTD Budget	% of Budget	Annual Budget
7030 · Legal Fees	0.00	208.33	0.0%	1,350.00	1,041.69	129.6%	2,500.00
7140 · Licenses & Permits	0.00	0.00	0.0%	0.00	0.00	0.0%	63.00
7150 · Meeting Expenses	0.00	125.00	0.0%	481.20	500.00	96.24%	1,500.00
7200 · Office Expense	1,189.93	1,094.00	108.77%	4,691.67	5,191.00	90.38%	13,947.00
7210 · Postage & Shipping	219.64	1,250.00	17.57%	1,724.12	5,000.00	34.48%	15,000.00
7280 · Travel Expenses	1,069.53	1,191.67	89.75%	4,306.81	4,766.68	90.35%	14,300.00
<b>Total General Admin</b>	<b>3,203.49</b>	<b>4,510.00</b>	<b>71.03%</b>	<b>20,584.16</b>	<b>24,171.37</b>	<b>85.16%</b>	<b>69,510.00</b>
<b>Total ADMIN EXPENSES</b>	<b>6,421.86</b>	<b>7,751.67</b>	<b>82.85%</b>	<b>37,537.95</b>	<b>39,308.05</b>	<b>95.5%</b>	<b>111,200.00</b>
<b>Personnel</b>							
8510 · Salaries & Wages	16,388.34	18,750.00	87.4%	68,014.86	75,000.00	90.69%	225,000.00
8520 · Paid Time Off	241.50			516.00			
8530 · Payroll Taxes	1,272.18	1,783.00	71.35%	5,149.20	7,132.00	72.2%	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	1,624.00	1,648.00	98.54%	6,424.00	6,448.00	99.63%	20,304.00
8580 · Other Employee Benefits	0.00	0.00	0.0%	0.00	770.00	0.0%	3,078.00
8590 · Contract Work	0.00	0.00	0.0%	990.00	1,650.00	60.0%	3,000.00
7415 · Employee Recruitment	0.00	0.00	0.0%	0.00	375.00	0.0%	1,500.00
<b>Total Personnel</b>	<b>19,526.02</b>	<b>22,181.00</b>	<b>88.03%</b>	<b>83,882.06</b>	<b>94,893.00</b>	<b>88.4%</b>	<b>277,800.00</b>
<b>Total Expense</b>	<b>96,796.10</b>	<b>116,517.75</b>	<b>83.07%</b>	<b>370,545.74</b>	<b>458,511.37</b>	<b>80.82%</b>	<b>1,348,649.00</b>
<b>Net Ordinary Income</b>	<b>13,060.61</b>	<b>(6,344.66)</b>	<b>(205.85%)</b>	<b>93,037.41</b>	<b>(16,501.51)</b>	<b>(563.81%)</b>	<b>0.00</b>
<b>Other Income/Expense</b>							
<b>Other Expense</b>							
9870 · Reserve/Contingency Expense	1,700.00	0.00	100.0%	1,700.00	0.00	100.0%	0.00
<b>Total Other Expense</b>	<b>1,700.00</b>	<b>0.00</b>	<b>100.0%</b>	<b>1,700.00</b>	<b>0.00</b>	<b>100.0%</b>	<b>0.00</b>
<b>Net Other Income</b>	<b>(1,700.00)</b>	<b>0.00</b>	<b>100.0%</b>	<b>(1,700.00)</b>	<b>0.00</b>	<b>100.0%</b>	<b>0.00</b>
<b>Net Income</b>	<b>11,360.61</b>	<b>(6,344.66)</b>	<b>(179.06%)</b>	<b>91,337.41</b>	<b>(16,501.51)</b>	<b>(553.51%)</b>	<b>0.00</b>

**Mendocino County Tourism Commission, Inc.**  
**Balance Sheet Prev Year Comparison**  
As of October 31, 2017

11/18/2017  
Accrual Basis

	Oct 31, 17	Oct 31, 16	\$ Change	% Change
<b>ASSETS</b>				
<b>Current Assets</b>				
<b>Checking/Savings</b>				
1015 · MLCU Checking	331,377.65	241,677.13	89,700.52	37.12%
1020 · MLCU Savings	132,198.34	130,410.57	1,787.77	1.37%
1030 · Cash drawer	100.00	100.00	0.00	0.0%
<b>Total Checking/Savings</b>	<b>463,675.99</b>	<b>372,187.70</b>	<b>91,488.29</b>	<b>24.58%</b>
<b>Accounts Receivable</b>				
1100 · Accounts Receivable	331,311.77	324,603.27	6,708.50	2.07%
<b>Total Accounts Receivable</b>	<b>331,311.77</b>	<b>324,603.27</b>	<b>6,708.50</b>	<b>2.07%</b>
<b>Other Current Assets</b>				
1230 · Prepaid Expenses	9,190.00	9,740.00	(550.00)	(5.65%)
1250 · Refundable Deposits	2,350.00	2,350.00	0.00	0.0%
1270 · Receivable Other	0.00	57.05	(57.05)	(100.0%)
<b>Total Other Current Assets</b>	<b>11,540.00</b>	<b>12,147.05</b>	<b>(607.05)</b>	<b>(5.0%)</b>
<b>Total Current Assets</b>	<b>806,527.76</b>	<b>708,938.02</b>	<b>97,589.74</b>	<b>13.77%</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>806,527.76</b>	<b>708,938.02</b>	<b>97,589.74</b>	<b>13.77%</b>
<b>LIABILITIES &amp; EQUITY</b>				
<b>Liabilities</b>				
<b>Current Liabilities</b>				
<b>Accounts Payable</b>				
2000 · Accounts Payable	51,323.96	31,193.57	20,130.39	64.53%
<b>Total Accounts Payable</b>	<b>51,323.96</b>	<b>31,193.57</b>	<b>20,130.39</b>	<b>64.53%</b>
<b>Other Current Liabilities</b>				
<b>Payroll Liabilities</b>				
2210 · Federal Payroll Tax Payable	0.00	5,072.58	(5,072.58)	(100.0%)
2220 · State Payroll Tax Payable	0.00	1,000.94	(1,000.94)	(100.0%)
2230 · SUI & ETT Payable	0.00	178.56	(178.56)	(100.0%)
2240 · FUTA Payable	0.00	45.79	(45.79)	(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>18,074.03</b>	<b>(8,983.38)</b>	<b>(49.7%)</b>

**Mendocino County Tourism Commission, Inc.**  
**Balance Sheet Prev Year Comparison**  
As of October 31, 2017

11/18/2017  
Accrual Basis

	<b>Oct 31, 17</b>	<b>Oct 31, 16</b>	<b>\$ Change</b>	<b>% Change</b>
2800 - Sales Tx Payable	0.00	117.28	(117.28)	(100.0%)
Total Other Current Liabilities	9,090.65	18,191.31	(9,100.66)	(50.03%)
Total Current Liabilities	60,414.61	49,384.88	11,029.73	22.33%
Total Liabilities	60,414.61	49,384.88	11,029.73	22.33%
Equity				
3100 - Contingency-Restricted	132,044.00	130,344.00	1,700.00	1.3%
3900 - Unrestricted Net Assets (RE)	522,731.74	443,565.59	79,166.15	17.85%
Net Income	91,337.41	85,643.55	5,693.86	6.65%
Total Equity	746,113.15	659,553.14	86,560.01	13.12%
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>806,527.76</b>	<b>708,938.02</b>	<b>97,589.74</b>	<b>13.77%</b>

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

11/18/2017  
 Accrual Basis

	Jul - Oct 17	Jul - Oct 16	\$ Change	% Change
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
4030 · County BID	295,506.36	266,666.68	28,839.68	10.82%
4031 · County BID adjustments	20,873.25	55,525.04	(34,651.79)	(62.41%)
4035 · County 50% Match	145,176.00	133,333.32	11,842.68	8.88%
<b>Other Income</b>				
4830 · Event Brochure Ads	1,975.00	2,800.00	(825.00)	(29.46%)
4940 · Misc. Income	12.05	0.00	12.05	100.0%
4950 · Interest Income	40.49	22.08	18.41	83.38%
4850 · Retail Sales	0.00	1,379.98	(1,379.98)	(100.0%)
<b>Total Other Income</b>	2,027.54	4,202.06	(2,174.52)	(51.75%)
<b>Total Income</b>	463,583.15	459,727.10	3,856.05	0.84%
<b>Gross Profit</b>	463,583.15	459,727.10	3,856.05	0.84%
<b>Expense</b>				
<b>MEDIA &amp; WEBSITE</b>				
<b>Advertising / Media</b>				
5130 · Print & Online Advertising				
5120 · Digital & Broadcast	0.00	31,733.59	(31,733.59)	(100.0%)
5290 · E-Marketing	0.00	1,497.00	(1,497.00)	(100.0%)
5200 · Print & Direct Mail	0.00	31,258.75	(31,258.75)	(100.0%)
5130 · Print & Online Advertising - Other	59,737.39	0.00	59,737.39	100.0%
<b>Total 5130 · Print &amp; Online Advertising</b>	59,737.39	64,489.34	(4,751.95)	(7.37%)
5150 · Ad Development/Design	2,114.25	300.00	1,814.25	604.75%
5165 · AdverGame Development	0.00	9,600.00	(9,600.00)	(100.0%)
5170 · Photography	350.00	0.00	350.00	100.0%
5110 · Video Development	137.00	15,201.11	(15,064.11)	(99.1%)
<b>Total Advertising / Media</b>	62,338.64	89,590.45	(27,251.81)	(30.42%)
<b>Marketing / Public Relations</b>				
5510 · Public Relations Contract	32,066.64	44,505.83	(12,439.19)	(27.95%)
5520 · Marketing Agency Contract	33,332.00	0.00	33,332.00	100.0%
5650 · Marketing & Comm. Coordinator	22,000.00	20,000.00	2,000.00	10.0%
5660 · Clipping Service	2,159.72	0.00	2,159.72	100.0%
5530 · In-Market PR Stunts	0.00	1,390.00	(1,390.00)	(100.0%)
5560 · Media Events	2,162.02	87.00	2,075.02	2,385.08%
5610 · Travel -PR Related	684.03	4,715.01	(4,030.98)	(85.49%)
5550 · Visiting Media FAM Expenses	3,508.54	3,375.02	133.52	3.96%
<b>Total Marketing / Public Relations</b>	95,912.95	74,072.86	21,840.09	29.49%



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

11/18/2017  
 Accrual Basis

	Jul - Oct 17	Jul - Oct 16	\$ Change	% Change
<b>Website Maint / Development</b>				
5710 · Interactive Media Coordinator	10,000.00	11,060.00	(1,060.00)	(9.58%)
5730 · Interactive Marketing	788.00	247.29	540.71	218.65%
5750 · Development/ Maintenance	2,400.00	2,115.17	284.83	13.47%
<b>Total Website Maint / Development</b>	<b>13,188.00</b>	<b>13,422.46</b>	<b>(234.46)</b>	<b>(1.75%)</b>
<b>Leisure / Group Sales</b>				
5805 · Sales Manager Contract	16,666.64	0.00	16,666.64	100.0%
5810 · Promotion Items, Booth Develop	11,750.81	634.51	11,116.30	1,751.95%
5820 · Consumer & Trade Shows	1,472.27	4,358.88	(2,886.61)	(66.22%)
5840 · State Fair Exhibit	0.00	1,417.55	(1,417.55)	(100.0%)
5870 · Shipping - Travel Shows	0.00	794.02	(794.02)	(100.0%)
5885 · Travel - Group FAMs	2,005.57	0.00	2,005.57	100.0%
5880 · Travel - Leisure/Group Sales	1,389.45	3,145.16	(1,755.71)	(55.82%)
5890 · Misc. Sales Opportunities	0.00	131.21	(131.21)	(100.0%)
<b>Total Leisure / Group Sales</b>	<b>33,284.74</b>	<b>10,481.33</b>	<b>22,803.41</b>	<b>217.56%</b>
<b>Total MEDIA &amp; WEBSITE</b>	<b>204,724.33</b>	<b>187,567.10</b>	<b>17,157.23</b>	<b>9.15%</b>
<b>VISITOR SVS / PARTNERSHIPS</b>				
<b>Visitor Services</b>				
6220 · Event & Festival Guides	8,005.44	7,466.91	538.53	7.21%
6040 · In-County Guides	0.00	1,202.23	(1,202.23)	(100.0%)
6530 · Incentives & Sponsorships	16,675.21	4,800.00	11,875.21	247.4%
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	93.48	(93.48)	(100.0%)
6412D · Consignee payments	0.00	692.80	(692.80)	(100.0%)
<b>Total Retail Store</b>	<b>0.00</b>	<b>786.28</b>	<b>(786.28)</b>	<b>(100.0%)</b>
<b>Total Visitor Services</b>	<b>24,830.65</b>	<b>14,400.42</b>	<b>10,430.23</b>	<b>72.43%</b>
<b>Partnerships</b>				
6550 · Conferences & Seminars	2,097.90	1,399.00	698.90	49.96%
6620 · In-County Relations	1,014.17	350.96	663.21	188.97%
6520 · Memberships	6,458.68	4,105.48	2,353.20	57.32%
6510 · North Coast Tourism Council	10,000.00	0.00	10,000.00	100.0%
<b>Total Partnerships</b>	<b>19,570.75</b>	<b>5,855.44</b>	<b>13,715.31</b>	<b>234.23%</b>
<b>Total VISITOR SVS / PARTNERSHIPS</b>	<b>44,401.40</b>	<b>20,255.86</b>	<b>24,145.54</b>	<b>119.2%</b>

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

11/18/2017  
 Accrual Basis

	Jul - Oct 17	Jul - Oct 16	\$ Change	% Change
<b>ADMIN EXPENSES</b>				
Occupancy Costs				
7250 · Rent	7,800.00	7,300.00	500.00	6.85%
7120 · Insurance	2,106.92	1,070.00	1,036.92	96.91%
7260 · Repairs & Maintenance	2,219.00	564.00	1,655.00	293.44%
7270 · Taxes	62.31	72.25	(9.94)	(13.76%)
7310 · Telecommunication	2,346.56	3,734.57	(1,388.01)	(37.17%)
7350 · Utilities	2,419.00	2,462.85	(43.85)	(1.78%)
<b>Total Occupancy Costs</b>	<b>16,953.79</b>	<b>15,203.67</b>	<b>1,750.12</b>	<b>11.51%</b>
General Admin				
7010 · Accounting	7,052.28	12,164.50	(5,112.22)	(42.03%)
7060 · Bank Fees	250.80	242.56	8.24	3.4%
7090 · Copying & Printing	727.28	445.45	281.83	63.27%
7030 · Legal Fees	1,350.00	390.00	960.00	246.15%
7140 · Licenses & Permits	0.00	20.00	(20.00)	(100.0%)
7150 · Meeting Expenses	481.20	95.52	385.68	403.77%
7200 · Office Expense	4,691.67	6,906.32	(2,214.65)	(32.07%)
7210 · Postage & Shipping	1,724.12	15,708.38	(13,984.26)	(89.02%)
7280 · Travel Expenses	4,306.81	2,398.90	1,907.91	79.53%
<b>Total General Admin</b>	<b>20,584.16</b>	<b>38,371.63</b>	<b>(17,787.47)</b>	<b>(46.36%)</b>
<b>Total ADMIN EXPENSES</b>	<b>37,537.95</b>	<b>53,575.30</b>	<b>(16,037.35)</b>	<b>(29.93%)</b>
Personnel				
8510 · Salaries & Wages	68,014.86	73,613.29	(5,598.43)	(7.61%)
8520 · Paid Time Off	516.00	1,604.15	(1,088.15)	(67.83%)
8530 · Payroll Taxes	5,149.20	6,761.65	(1,612.45)	(23.85%)
8540 · Payroll Processing Fees	0.00	28.00	(28.00)	(100.0%)
8550 · Workers Comp	2,788.00	2,467.00	321.00	13.01%
8570 · Health Insurance	6,424.00	7,066.00	(642.00)	(9.09%)
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>83,882.06</b>	<b>112,685.29</b>	<b>(28,803.23)</b>	<b>(25.56%)</b>
<b>Total Expense</b>	<b>370,545.74</b>	<b>374,083.55</b>	<b>(3,537.81)</b>	<b>(0.95%)</b>
<b>Net Ordinary Income</b>	<b>93,037.41</b>	<b>85,643.55</b>	<b>7,393.86</b>	<b>8.63%</b>
<b>Other Income/Expense</b>				
Other Expense				
9870 · Reserve/Contingency Expense	1,700.00	0.00	1,700.00	100.0%
<b>Total Other Expense</b>	<b>1,700.00</b>	<b>0.00</b>	<b>1,700.00</b>	<b>100.0%</b>
<b>Net Other Income</b>	<b>(1,700.00)</b>	<b>0.00</b>	<b>(1,700.00)</b>	<b>(100.0%)</b>
<b>Net Income</b>	<b>91,337.41</b>	<b>85,643.55</b>	<b>5,693.86</b>	<b>6.65%</b>

**Mendocino County Tourism Commission, Inc.**  
**Statement of Cash Flows**  
As of October 31, 2017

	<u>Oct 2017</u>	<u>Jul-Oct 2017</u>
<b><u>Cash Flows from Operating Activities</u></b>		
Net Income	11,360.61	91,337.41
Adjustments to Reconcile Net Income to Net Cash		
(Increase)Decrease in Accounts Receivable	(108,420.59)	(23,023.56)
(Increase)Decrease in Prepaid Expenses	(850.00)	5,242.03
(Increase)Decrease in Accounts Payable	15,074.56	17,602.24
(Increase)Decrease in Payroll Liabilities	0.00	(441.00)
(Increase)Decrease in Sales Tx Payable	0.00	(173.00)
Total Adjustments to Reconcile Net Income to Net Cash	<u>(94,196.03)</u>	<u>(793.29)</u>
Net cash provided by Operating Activities	<u>(82,835.42)</u>	<u>90,544.12</u>
<b><u>Cash Flows from Investing Activities</u></b>		
Net cash provided by Investing Activities	<u>0.00</u>	<u>0.00</u>
<b><u>Cash Flows from Financing Activities</u></b>		
Increase in Contingency-Restricted	1,700.00	1,700.00
Net cash provided by Financing Activities	<u>1,700.00</u>	<u>1,700.00</u>
Net Increase(Decrease) in Cash	(81,135.42)	92,244.12
Cash at Beginning of period	<u>544,811.41</u>	<u>371,431.87</u>
Cash at End of period	<u><u>463,675.99</u></u>	<u><u>463,675.99</u></u>