

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

June 2017

08/22/2017  
 Accrual Basis

	Jun 17	Budget	Jul '16 - Jun 17	YTD Budget	\$ Over Budget	% of Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
4020 · MCPA Matching Funds	0.00	0.00	9,000.00	9,000.00	0.00	100.0%	9,000.00
4030 · County BID	66,666.63	66,666.63	800,000.00	800,000.00	0.00	100.0%	800,000.00
4031 · County BID adjustments	137,071.54	5,060.00	107,214.74	60,698.00	46,516.74	176.64%	60,698.00
4035 · County 50% Match	33,333.37	33,333.37	400,000.00	400,000.00	0.00	100.0%	400,000.00
4050 · NCTC Administration	0.00	0.00	4,500.00	4,500.00	0.00	100.0%	4,500.00
Other Income	18.31	1,908.33	22,563.11	23,000.00	(436.89)	98.1%	23,000.00
<b>Total Income</b>	<b>237,089.85</b>	<b>106,968.33</b>	<b>1,343,277.85</b>	<b>1,297,198.00</b>	<b>46,079.85</b>	<b>103.55%</b>	<b>1,297,198.00</b>
<b>Gross Profit</b>	<b>237,089.85</b>	<b>106,968.33</b>	<b>1,343,277.85</b>	<b>1,297,198.00</b>	<b>46,079.85</b>	<b>103.55%</b>	<b>1,297,198.00</b>
<b>Expense</b>							
<b>MEDIA &amp; WEBSITE</b>	35,282.23	69,199.93	733,106.38	814,550.00	(81,443.62)	90.0%	814,550.00
<b>VISITOR SVS / PARTNERSHIPS</b>	5,396.77	11,733.34	99,816.41	122,500.00	(22,683.59)	81.48%	122,500.00
<b>ADMIN EXPENSES</b>	11,498.55	11,477.00	122,559.13	129,192.00	(6,632.87)	94.87%	129,192.00
<b>Personnel</b>	25,971.78	32,101.00	308,004.78	385,889.00	(77,884.22)	79.82%	385,889.00
<b>Total Expense</b>	<b>78,149.33</b>	<b>124,511.27</b>	<b>1,263,486.70</b>	<b>1,452,131.00</b>	<b>(188,644.30)</b>	<b>87.01%</b>	<b>1,452,131.00</b>
<b>Net Ordinary Income</b>	<b>158,940.52</b>	<b>(17,542.94)</b>	<b>79,791.15</b>	<b>(154,933.00)</b>	<b>234,724.15</b>	<b>-51.5%</b>	<b>(154,933.00)</b>
<b>Other Income/Expense</b>							
<b>Other Income</b>							
4990 · Previous Year Carryover	0.00	154,933.00	0.00	154,933.00	(154,933.00)	0.0%	154,933.00
4999 · Reserve/Contingency	0.00	130,344.00	0.00	130,344.00	(130,344.00)	0.0%	130,344.00
<b>Total Other Income</b>	<b>0.00</b>	<b>285,277.00</b>	<b>0.00</b>	<b>285,277.00</b>	<b>(285,277.00)</b>	<b>0.0%</b>	<b>285,277.00</b>
<b>Other Expense</b>							
9870 · Reserve/Contingency Expense	0.00	130,344.00	0.00	130,344.00	(130,344.00)	0.0%	130,344.00
<b>Total Other Expense</b>	<b>0.00</b>	<b>130,344.00</b>	<b>0.00</b>	<b>130,344.00</b>	<b>(130,344.00)</b>	<b>0.0%</b>	<b>130,344.00</b>
<b>Net Other Income</b>	<b>0.00</b>	<b>154,933.00</b>	<b>0.00</b>	<b>154,933.00</b>	<b>(154,933.00)</b>	<b>0.0%</b>	<b>154,933.00</b>
<b>Net Income</b>	<b>158,940.52</b>	<b>137,390.06</b>	<b>79,791.15</b>	<b>0.00</b>	<b>79,791.15</b>	<b>100.0%</b>	<b>0.00</b>

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	Jun 17	Budget	\$ Over Budget	% of Budget	Jul '16 - Jun 17	YTD Budget	\$ Over Budget	% of Budget	Annual Budget
<b>Ordinary Income/Expense</b>									
<b>Income</b>									
4020 · MCPA Matching Funds	0.00	0.00	0.00	0.0%	9,000.00	9,000.00	0.00	100.0%	9,000.00
4030 · County BID	66,666.63	66,666.63	0.00	100.0%	800,000.00	800,000.00	0.00	100.0%	800,000.00
4031 · County BID adjustments	137,071.54	5,060.00	132,011.54	2,708.92%	107,214.74	60,698.00	46,516.74	176.64%	60,698.00
4035 · County 50% Match	33,333.37	33,333.37	0.00	100.0%	400,000.00	400,000.00	0.00	100.0%	400,000.00
4050 · NCTC Administration	0.00	0.00	0.00	0.0%	4,500.00	4,500.00	0.00	100.0%	4,500.00
<b>Other Income</b>									
4251 · Cooperative Advertising	0.00	1,000.00	(1,000.00)	0.0%	7,900.00	12,000.00	(4,100.00)	65.83%	12,000.00
4810 · Event Passport Income	0.00	0.00	0.00	0.0%	0.00	1,000.00	(1,000.00)	0.0%	1,000.00
4830 · Event Brochure Ads	0.00	0.00	0.00	0.0%	2,450.00	1,800.00	650.00	136.11%	1,800.00
4940 · Misc. Income	0.00	900.00	(900.00)	0.0%	10,000.00	6,600.00	3,400.00	151.52%	6,600.00
4950 · Interest Income	18.31	8.33	9.98	219.81%	90.13	100.00	(9.87)	90.13%	100.00
4850 · Retail Sales	0.00	0.00	0.00	0.0%	2,122.98	1,500.00	622.98	141.53%	1,500.00
<b>Total Other Income</b>	<b>18.31</b>	<b>1,908.33</b>	<b>(1,890.02)</b>	<b>0.96%</b>	<b>22,563.11</b>	<b>23,000.00</b>	<b>(436.89)</b>	<b>98.1%</b>	<b>23,000.00</b>
<b>Total Income</b>	<b>237,089.85</b>	<b>106,968.33</b>	<b>130,121.52</b>	<b>221.65%</b>	<b>1,343,277.85</b>	<b>1,297,198.00</b>	<b>46,079.85</b>	<b>103.55%</b>	<b>1,297,198.00</b>
<b>Gross Profit</b>	<b>237,089.85</b>	<b>106,968.33</b>	<b>130,121.52</b>	<b>221.65%</b>	<b>1,343,277.85</b>	<b>1,297,198.00</b>	<b>46,079.85</b>	<b>103.55%</b>	<b>1,297,198.00</b>
<b>Expense</b>									
<b>MEDIA &amp; WEBSITE</b>									
<b>Advertising / Media</b>									
<b>5130 · Print &amp; Online Advertising</b>									
5120 · Digital & Broadcast	1,863.31	11,100.00	(9,236.69)	16.79%	187,604.10	133,200.00	54,404.10	140.84%	133,200.00
5290 · E-Marketing	531.50	2,650.00	(2,118.50)	20.06%	23,297.38	31,800.00	(8,502.62)	73.26%	31,800.00
5200 · Print & Direct Mail	(3,750.00)	8,222.20	(11,972.20)	-45.61%	51,968.75	105,593.00	(53,624.25)	49.22%	105,593.00
<b>Total 5130 · Print &amp; Online Advertising</b>	<b>(1,355.19)</b>	<b>21,972.20</b>	<b>(23,327.39)</b>	<b>-6.17%</b>	<b>262,870.23</b>	<b>270,593.00</b>	<b>(7,722.77)</b>	<b>97.15%</b>	<b>270,593.00</b>
5150 · Ad Development/Design	506.25	500.00	6.25	101.25%	5,417.86	6,000.00	(582.14)	90.3%	6,000.00
5165 · AdverGame Development	0.00	0.00	0.00	0.0%	12,000.00	12,000.00	0.00	100.0%	12,000.00
5170 · Photography	0.00	833.37	(833.37)	0.0%	0.00	10,000.00	(10,000.00)	0.0%	10,000.00
5240 · Research & Development	3,574.62	2,916.66	657.96	122.56%	41,545.16	35,000.00	6,545.16	118.7%	35,000.00
5110 · Video Development	0.00	849.70	(849.70)	0.0%	20,762.31	20,000.00	762.31	103.81%	20,000.00
5015 · Marketing Contingency	10,000.00	3,877.00	6,123.00	257.93%	24,390.09	46,457.00	(22,066.91)	52.5%	46,457.00
<b>Total Advertising / Media</b>	<b>12,725.68</b>	<b>30,948.93</b>	<b>(18,223.25)</b>	<b>41.12%</b>	<b>366,985.65</b>	<b>400,050.00</b>	<b>(33,064.35)</b>	<b>91.74%</b>	<b>400,050.00</b>

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	Jun 17	Budget	\$ Over Budget	% of Budget	Jul '16 - Jun 17	YTD Budget	\$ Over Budget	% of Budget	Annual Budget
<b>Marketing / Public Relations</b>									
5510 · Public Relations Contract	6,700.26	7,840.00	(1,139.74)	85.46%	102,933.59	109,000.00	(6,066.41)	94.43%	109,000.00
5520 · Marketing Agency Contract	4,000.00	14,286.00	(10,286.00)	28.0%	104,000.00	100,000.00	4,000.00	104.0%	100,000.00
5650 · Marketing & Comm. Coordinator	5,000.00	5,000.00	0.00	100.0%	60,000.00	60,000.00	0.00	100.0%	60,000.00
5530 · In-Market PR Stunts	0.00	416.67	(416.67)	0.0%	1,770.25	5,000.00	(3,229.75)	35.41%	5,000.00
5560 · Media Events	0.00	208.37	(208.37)	0.0%	989.49	2,500.00	(1,510.51)	39.58%	2,500.00
5610 · Travel -PR Related	430.75	833.37	(402.62)	51.69%	8,966.93	10,000.00	(1,033.07)	89.67%	10,000.00
5550 · Visiting Media FAM Expenses	272.37	833.37	(561.00)	32.68%	11,258.21	10,000.00	1,258.21	112.58%	10,000.00
<b>Total Marketing / Public Relations</b>	<b>16,403.38</b>	<b>29,417.78</b>	<b>(13,014.40)</b>	<b>55.76%</b>	<b>289,918.47</b>	<b>296,500.00</b>	<b>(6,581.53)</b>	<b>97.78%</b>	<b>296,500.00</b>
<b>Website Maint / Development</b>									
5710 · Interactive Media Coordinator	1,350.00	3,000.00	(1,650.00)	45.0%	23,235.00	36,000.00	(12,765.00)	64.54%	36,000.00
5730 · Interactive Marketing	1,000.00	1,000.00	0.00	100.0%	1,247.29	12,000.00	(10,752.71)	10.39%	12,000.00
5750 · Development/ Maintenance	600.00	2,083.33	(1,483.33)	28.8%	11,342.67	25,000.00	(13,657.33)	45.37%	25,000.00
<b>Total Website Maint / Development</b>	<b>2,950.00</b>	<b>6,083.33</b>	<b>(3,133.33)</b>	<b>48.49%</b>	<b>35,824.96</b>	<b>73,000.00</b>	<b>(37,175.04)</b>	<b>49.08%</b>	<b>73,000.00</b>
<b>Leisure / Group Sales</b>									
5810 · Promotion Items, Booth Develop	0.00	416.63	(416.63)	0.0%	3,928.08	5,000.00	(1,071.92)	78.56%	5,000.00
5820 · Consumer & Trade Shows	0.00	0.00	0.00	0.0%	13,122.09	12,000.00	1,122.09	109.35%	12,000.00
5840 · State Fair Exhibit	1,000.00	416.63	583.37	240.02%	6,138.55	5,000.00	1,138.55	122.77%	5,000.00
5870 · Shipping - Travel Shows	11.89	250.00	(238.11)	4.76%	995.83	3,000.00	(2,004.17)	33.19%	3,000.00
5885 · Travel - Group FAMs	2,089.20	666.63	1,422.57	313.4%	5,600.30	8,000.00	(2,399.70)	70.0%	8,000.00
5880 · Travel - Leisure/Group Sales	102.08	833.37	(731.29)	12.25%	9,784.81	10,000.00	(215.19)	97.85%	10,000.00
5890 · Misc. Sales Opportunities	0.00	166.63	(166.63)	0.0%	807.64	2,000.00	(1,192.36)	40.38%	2,000.00
<b>Total Leisure / Group Sales</b>	<b>3,203.17</b>	<b>2,749.89</b>	<b>453.28</b>	<b>116.48%</b>	<b>40,377.30</b>	<b>45,000.00</b>	<b>(4,622.70)</b>	<b>89.73%</b>	<b>45,000.00</b>
<b>Total MEDIA &amp; WEBSITE</b>	<b>35,282.23</b>	<b>69,199.93</b>	<b>(33,917.70)</b>	<b>50.99%</b>	<b>733,106.38</b>	<b>814,550.00</b>	<b>(81,443.62)</b>	<b>90.0%</b>	<b>814,550.00</b>
<b>VISITOR SVS / PARTNERSHIPS</b>									
<b>Visitor Services</b>									
6220 · Event & Festival Guides	0.00	1,000.00	(1,000.00)	0.0%	12,420.09	16,000.00	(3,579.91)	77.63%	16,000.00
6040 · In-County Guides	0.00	1,250.00	(1,250.00)	0.0%	20,116.90	15,000.00	5,116.90	134.11%	15,000.00
6210 · Event Partnership Funding	2,500.00	5,500.00	(3,000.00)	45.46%	19,433.94	25,000.00	(5,566.06)	77.74%	25,000.00
6530 · Incentives & Sponsorships	1,200.00	1,250.00	(50.00)	96.0%	25,664.03	25,000.00	664.03	102.66%	25,000.00
6170 · Signage - Gateway, Kiosks	0.00	666.63	(666.63)	0.0%	(5,513.63)	8,000.00	(13,513.63)	-68.92%	8,000.00
6190 · Visitor Center/ Info Support	0.00	500.00	(500.00)	0.0%	6,145.00	6,000.00	145.00	102.42%	6,000.00
Retail Store	24.95	833.34	(808.39)	2.99%	985.88	10,000.00	(9,014.12)	9.86%	10,000.00
<b>Total Visitor Services</b>	<b>3,724.95</b>	<b>10,999.97</b>	<b>(7,275.02)</b>	<b>33.86%</b>	<b>79,252.21</b>	<b>105,000.00</b>	<b>(25,747.79)</b>	<b>75.48%</b>	<b>105,000.00</b>

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	Jun 17	Budget	\$ Over Budget	% of Budget	Jul '16 - Jun 17	YTD Budget	\$ Over Budget	% of Budget	Annual Budget
<b>Partnerships</b>									
6550 · Conferences & Seminars	126.26	360.00	(233.74)	35.07%	6,246.89	5,000.00	1,246.89	124.94%	5,000.00
6620 · In-County Relations	129.56	83.37	46.19	155.4%	1,347.83	1,000.00	347.83	134.78%	1,000.00
6520 · Memberships	1,416.00	290.00	1,126.00	488.28%	7,969.48	7,000.00	969.48	113.85%	7,000.00
6510 · North Coast Tourism Council	0.00	0.00	0.00	0.0%	5,000.00	4,500.00	500.00	111.11%	4,500.00
<b>Total Partnerships</b>	<b>1,671.82</b>	<b>733.37</b>	<b>938.45</b>	<b>227.96%</b>	<b>20,564.20</b>	<b>17,500.00</b>	<b>3,064.20</b>	<b>117.51%</b>	<b>17,500.00</b>
<b>Total VISITOR SVS / PARTNERSHIPS</b>	<b>5,396.77</b>	<b>11,733.34</b>	<b>(6,336.57)</b>	<b>46.0%</b>	<b>99,816.41</b>	<b>122,500.00</b>	<b>(22,683.59)</b>	<b>81.48%</b>	<b>122,500.00</b>
<b>ADMIN EXPENSES</b>									
<b>Occupancy Costs</b>									
7250 · Rent	1,950.00	1,850.00	100.00	105.41%	22,300.00	22,100.00	200.00	100.91%	22,100.00
7120 · Insurance	87.00	0.00	0.00	0.0%	1,767.08	3,000.00	(1,232.92)	58.9%	3,000.00
7260 · Repairs & Maintenance	691.00	500.00	191.00	138.2%	3,217.60	5,000.00	(1,782.40)	64.35%	5,000.00
7270 · Taxes	0.00	0.00	0.00	0.0%	72.25	75.00	(2.75)	96.33%	75.00
7310 · Telecommunication	435.99	500.00	(64.01)	87.2%	8,072.66	8,150.00	(77.34)	99.05%	8,150.00
7350 · Utilities	595.38	675.00	(79.62)	88.2%	8,088.71	8,100.00	(11.29)	99.86%	8,100.00
<b>Total Occupancy Costs</b>	<b>3,759.37</b>	<b>3,525.00</b>	<b>234.37</b>	<b>106.65%</b>	<b>43,518.30</b>	<b>46,425.00</b>	<b>(2,906.70)</b>	<b>93.74%</b>	<b>46,425.00</b>
<b>General Admin</b>									
7010 · Accounting	1,235.00	620.00	615.00	199.19%	18,815.75	18,300.00	515.75	102.82%	18,300.00
7060 · Bank Fees	(0.21)	10.00	(10.21)	-2.1%	242.35	370.00	(127.65)	65.5%	370.00
5250 · Board Development	2,802.75	3,500.00	(697.25)	80.08%	3,268.86	3,500.00	(231.14)	93.4%	3,500.00
7090 · Copying & Printing	164.43	200.00	(35.57)	82.22%	3,463.89	3,500.00	(36.11)	98.97%	3,500.00
7030 · Legal Fees	500.00	417.00	83.00	119.9%	4,717.50	4,000.00	717.50	117.94%	4,000.00
7140 · Licenses & Permits	0.00	0.00	0.00	0.0%	82.00	95.00	(13.00)	86.32%	95.00
7150 · Meeting Expenses	388.06	100.00	288.06	388.06%	4,795.25	4,600.00	195.25	104.25%	4,600.00
7200 · Office Expense	628.46	1,500.00	(871.54)	41.9%	12,268.48	15,000.00	(2,731.52)	81.79%	15,000.00
7210 · Postage & Shipping	654.88	475.00	179.88	137.87%	21,137.96	19,952.00	1,185.96	105.94%	19,952.00
7280 · Travel Expenses	1,365.81	1,130.00	235.81	120.87%	10,248.79	13,450.00	(3,201.21)	76.2%	13,450.00
<b>Total General Admin</b>	<b>7,739.18</b>	<b>7,952.00</b>	<b>(212.82)</b>	<b>97.32%</b>	<b>79,040.83</b>	<b>82,767.00</b>	<b>(3,726.17)</b>	<b>95.5%</b>	<b>82,767.00</b>
<b>Total ADMIN EXPENSES</b>	<b>11,498.55</b>	<b>11,477.00</b>	<b>21.55</b>	<b>100.19%</b>	<b>122,559.13</b>	<b>129,192.00</b>	<b>(6,632.87)</b>	<b>94.87%</b>	<b>129,192.00</b>

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<b>Personnel</b>									
8510 · Salaries & Wages	15,427.71	23,125.00	(7,697.29)	66.71%	204,422.85	277,500.00	(73,077.15)	73.67%	277,500.00
8520 · Paid Time Off	(18.74)				5,232.63				
8530 · Payroll Taxes	1,149.91	2,823.00	(1,673.09)	40.73%	24,248.15	29,246.00	(4,997.85)	82.91%	29,246.00
8540 · Payroll Processing Fees	14.00	18.00	(4.00)	77.78%	717.25	754.00	(36.75)	95.13%	754.00
8550 · Workers Comp	0.00	168.00	(168.00)	0.0%	1,998.00	2,975.00	(977.00)	67.16%	2,975.00
8570 · Health Insurance	1,600.00	1,767.00	(167.00)	90.55%	18,188.20	20,880.00	(2,691.80)	87.11%	20,880.00
8580 · Other Employee Benefits	0.00	0.00	0.00	0.0%	0.00	3,300.00	(3,300.00)	0.0%	3,300.00
8590 · Contract Work	4,420.00	4,200.00	220.00	105.24%	27,430.00	27,900.00	(470.00)	98.32%	27,900.00
7415 · Employee Recruitment	3,378.90	0.00	3,378.90	100.0%	25,767.70	23,334.00	2,433.70	110.43%	23,334.00
<b>Total Personnel</b>	<b>25,971.78</b>	<b>32,101.00</b>	<b>(6,129.22)</b>	<b>80.91%</b>	<b>308,004.78</b>	<b>385,889.00</b>	<b>(77,884.22)</b>	<b>79.82%</b>	<b>385,889.00</b>
<b>Total Expense</b>	<b>78,149.33</b>	<b>124,511.27</b>	<b>(46,361.94)</b>	<b>62.77%</b>	<b>1,263,486.70</b>	<b>1,452,131.00</b>	<b>(188,644.30)</b>	<b>87.01%</b>	<b>1,452,131.00</b>
<b>Net Ordinary Income</b>	<b>158,940.52</b>	<b>(17,542.94)</b>	<b>176,483.46</b>	<b>-906.01%</b>	<b>79,791.15</b>	<b>(154,933.00)</b>	<b>234,724.15</b>	<b>-51.5%</b>	<b>(154,933.00)</b>
<b>Other Income/Expense</b>									
<b>Other Income</b>									
4990 · Previous Year Carryover	0.00	154,933.00	(154,933.00)	0.0%	0.00	154,933.00	(154,933.00)	0.0%	154,933.00
4999 · Reserve/Contingency	0.00	130,344.00	(130,344.00)	0.0%	0.00	130,344.00	(130,344.00)	0.0%	130,344.00
<b>Total Other Income</b>	<b>0.00</b>	<b>285,277.00</b>	<b>(285,277.00)</b>	<b>0.0%</b>	<b>0.00</b>	<b>285,277.00</b>	<b>(285,277.00)</b>	<b>0.0%</b>	<b>285,277.00</b>
<b>Other Expense</b>									
9870 · Reserve/Contingency Expense	0.00	130,344.00	(130,344.00)	0.0%	0.00	130,344.00	(130,344.00)	0.0%	130,344.00
<b>Total Other Expense</b>	<b>0.00</b>	<b>130,344.00</b>	<b>(130,344.00)</b>	<b>0.0%</b>	<b>0.00</b>	<b>130,344.00</b>	<b>(130,344.00)</b>	<b>0.0%</b>	<b>130,344.00</b>
<b>Net Other Income</b>	<b>0.00</b>	<b>154,933.00</b>	<b>(154,933.00)</b>	<b>0.0%</b>	<b>0.00</b>	<b>154,933.00</b>	<b>(154,933.00)</b>	<b>0.0%</b>	<b>154,933.00</b>
<b>Net Income</b>	<b>158,940.52</b>	<b>137,390.06</b>	<b>21,550.46</b>	<b>115.69%</b>	<b>79,791.15</b>	<b>0.00</b>	<b>79,791.15</b>	<b>100.0%</b>	<b>0.00</b>

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

08/22/2017  
Accrual Basis

	Jun 30, 17	Jun 30, 16	\$ Change	% Change
<b>ASSETS</b>				
<b>Current Assets</b>				
<b>Checking/Savings</b>				
1015 · MLCU Checking	240,872.52	239,335.05	1,537.47	0.64%
1020 · MLCU Savings	130,459.35	100,042.81	30,416.54	30.4%
1025 · MLCU Savings #2	0.00	9.86	(9.86)	-100.0%
1010 · Savings Bank checking	0.00	81.86	(81.86)	-100.0%
1030 · Cash drawer	100.00	100.00	0.00	0.0%
<b>Total Checking/Savings</b>	<b>371,431.87</b>	<b>339,569.58</b>	<b>31,862.29</b>	<b>9.38%</b>
<b>Accounts Receivable</b>				
1100 · Accounts Receivable	308,913.21	264,074.28	44,838.93	16.98%
<b>Total Accounts Receivable</b>	<b>308,913.21</b>	<b>264,074.28</b>	<b>44,838.93</b>	<b>16.98%</b>
<b>Other Current Assets</b>				
1230 · Prepaid Expenses	14,432.03	12,027.00	2,405.03	20.0%
1250 · Refundable Deposits	2,350.00	2,350.00	0.00	0.0%
<b>Total Other Current Assets</b>	<b>16,782.03</b>	<b>14,377.00</b>	<b>2,405.03</b>	<b>16.73%</b>
<b>Total Current Assets</b>	<b>697,127.11</b>	<b>618,020.86</b>	<b>79,106.25</b>	<b>12.8%</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>697,127.11</b>	<b>618,020.86</b>	<b>79,106.25</b>	<b>12.8%</b>
<b>LIABILITIES &amp; EQUITY</b>				
<b>Liabilities</b>				
<b>Current Liabilities</b>				
<b>Accounts Payable</b>				
2000 · Accounts Payable	33,721.72	26,547.18	7,174.54	27.03%
<b>Total Accounts Payable</b>	<b>33,721.72</b>	<b>26,547.18</b>	<b>7,174.54</b>	<b>27.03%</b>
<b>Other Current Liabilities</b>				
<b>Payroll Liabilities</b>				
2210 · Federal Payroll Tax Payable	0.00	4,382.90	(4,382.90)	-100.0%
2220 · State Payroll Tax Payable	0.00	767.41	(767.41)	-100.0%
2230 · SUI & ETT Payable	399.00	294.61	104.39	35.43%
2240 · FUTA Payable	42.00	28.51	13.49	47.32%
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>9,531.65</b>	<b>17,249.59</b>	<b>(7,717.94)</b>	<b>-44.74%</b>
2800 · Sales Tx Payable	173.00	314.50	(141.50)	-44.99%

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

08/22/2017  
Accrual Basis

	<b>Jun 30, 17</b>	<b>Jun 30, 16</b>	<b>\$ Change</b>	<b>% Change</b>
<b>Total Other Current Liabilities</b>	9,704.65	17,564.09	(7,859.44)	-44.75%
<b>Total Current Liabilities</b>	43,426.37	44,111.27	(684.90)	-1.55%
<b>Total Liabilities</b>	43,426.37	44,111.27	(684.90)	-1.55%
<b>Equity</b>				
<b>3100 - Contingency-Unrestricted</b>	130,344.00	130,344.00	0.00	0.0%
<b>3900 - Unrestricted Net Assets (RE)</b>	443,565.59	127,474.52	316,091.07	247.96%
<b>Net Income</b>	79,791.15	316,091.07	(236,299.92)	-74.76%
<b>Total Equity</b>	653,700.74	573,909.59	79,791.15	13.9%
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>697,127.11</b>	<b>618,020.86</b>	<b>79,106.25</b>	<b>12.8%</b>

**Mendocino County Tourism Commission, Inc.**  
**FINAL Profit & Loss Prev Year Comparison**  
 July 2016 through June 2017

08/22/2017  
 Accrual Basis

	Jul '16 - Jun 17	Jul '15 - Jun 16	\$ Change	% Change
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
4010 · MCLA BID Assessment	0.00	427,600.00	(427,600.00)	-100.0%
4020 · MCPA Matching Funds	9,000.00	186,875.00	(177,875.00)	-95.18%
4030 · County BID	800,000.00	433,087.51	366,912.49	84.72%
4031 · County BID adjustments	107,214.74	0.00	107,214.74	100.0%
4035 · County 50% Match	400,000.00	236,875.74	163,124.26	68.87%
4050 · NCTC Administration	4,500.00	9,000.00	(4,500.00)	-50.0%
<b>Other Income</b>				
4251 · Cooperative Advertising	7,900.00	0.00	7,900.00	100.0%
4120 · Calendar Ad Income	0.00	2,100.00	(2,100.00)	-100.0%
4810 · Event Passport Income	0.00	2,300.00	(2,300.00)	-100.0%
4830 · Event Brochure Ads	2,450.00	2,900.00	(450.00)	-15.52%
4940 · Misc. Income	10,000.00	10,150.00	(150.00)	-1.48%
4950 · Interest Income	90.13	67.90	22.23	32.74%
4850 · Retail Sales	2,122.98	3,900.97	(1,777.99)	-45.58%
<b>Total Other Income</b>	22,563.11	21,418.87	1,144.24	5.34%
<b>Total Income</b>	1,343,277.85	1,314,857.12	28,420.73	2.16%
<b>Gross Profit</b>	1,343,277.85	1,314,857.12	28,420.73	2.16%
<b>Expense</b>				
<b>MEDIA &amp; WEBSITE</b>				
<b>Advertising / Media</b>				
5010 · Media Plan Management	0.00	210,721.03	(210,721.03)	-100.0%
5130 · Print & Online Advertising				
5120 · Digital & Broadcast	187,604.10	0.00	187,604.10	100.0%
5290 · E-Marketing	23,297.38	5,194.04	18,103.34	348.54%
5200 · Print & Direct Mail	51,968.75	924.49	51,044.26	5,521.34%
<b>Total 5130 · Print &amp; Online Advertising</b>	262,870.23	6,118.53	256,751.70	4,196.3%
5150 · Ad Development/Design	5,417.86	2,790.09	2,627.77	94.18%
5165 · AdverGame Development	12,000.00	0.00	12,000.00	100.0%
5030 · Co-op Advertising	0.00	13,371.26	(13,371.26)	-100.0%
5170 · Photography	0.00	2,937.01	(2,937.01)	-100.0%
5240 · Research & Development	41,545.16	10,265.13	31,280.03	304.72%
5110 · Video Development	20,762.31	59.95	20,702.36	34,532.71%
5015 · Marketing Contingency	24,390.09	0.00	24,390.09	100.0%
<b>Total Advertising / Media</b>	366,985.65	246,263.00	120,722.65	49.02%



**Mendocino County Tourism Commission, Inc.**  
**FINAL Profit & Loss Prev Year Comparison**  
 July 2016 through June 2017

08/22/2017  
 Accrual Basis

	Jul '16 - Jun 17	Jul '15 - Jun 16	\$ Change	% Change
<b>Marketing / Public Relations</b>				
5510 · Public Relations Contract	102,933.59	100,338.00	2,595.59	2.59%
5520 · Marketing Agency Contract	104,000.00	0.00	104,000.00	100.0%
5650 · Marketing & Comm. Coordinator	60,000.00	54,000.00	6,000.00	11.11%
5530 · In-Market PR Stunts	1,770.25	7,509.89	(5,739.64)	-76.43%
5660 · Clipping Service	0.00	6,416.43	(6,416.43)	-100.0%
5560 · Media Events	989.49	0.00	989.49	100.0%
5570 · Taste of Mendocino	0.00	5,000.00	(5,000.00)	-100.0%
5610 · Travel -PR Related	8,966.93	10,613.48	(1,646.55)	-15.51%
5550 · Visiting Media FAM Expenses	11,258.21	14,694.31	(3,436.10)	-23.38%
<b>Total Marketing / Public Relations</b>	<b>289,918.47</b>	<b>198,572.11</b>	<b>91,346.36</b>	<b>46.0%</b>
<b>Website Maint / Development</b>				
5710 · Interactive Media Coordinator	23,235.00	23,500.00	(265.00)	-1.13%
5730 · Interactive Marketing	1,247.29	5,072.76	(3,825.47)	-75.41%
5750 · Development/ Maintenance	11,342.67	35,306.64	(23,963.97)	-67.87%
<b>Total Website Maint / Development</b>	<b>35,824.96</b>	<b>63,879.40</b>	<b>(28,054.44)</b>	<b>-43.92%</b>
<b>Leisure / Group Sales</b>				
5810 · Promotion Items, Booth Develop	3,928.08	15,340.06	(11,411.98)	-74.39%
5820 · Consumer & Trade Shows	13,122.09	17,821.95	(4,699.86)	-26.37%
5840 · State Fair Exhibit	6,138.55	5,513.25	625.30	11.34%
5870 · Shipping - Travel Shows	995.83	2,445.75	(1,449.92)	-59.28%
5885 · Travel - Group FAMs	5,600.30	0.00	5,600.30	100.0%
5880 · Travel - Leisure/Group Sales	9,784.81	8,558.58	1,226.23	14.33%
5890 · Misc. Sales Opportunities	807.64	3,931.62	(3,123.98)	-79.46%
<b>Total Leisure / Group Sales</b>	<b>40,377.30</b>	<b>53,611.21</b>	<b>(13,233.91)</b>	<b>-24.69%</b>
<b>Total MEDIA &amp; WEBSITE</b>	<b>733,106.38</b>	<b>562,325.72</b>	<b>170,780.66</b>	<b>30.37%</b>
<b>VISITOR SVS / PARTNERSHIPS</b>				
<b>Visitor Services</b>				
6220 · Event & Festival Guides	12,420.09	13,879.34	(1,459.25)	-10.51%
6040 · In-County Guides	20,116.90	5,312.68	14,804.22	278.66%
6210 · Event Partnership Funding	19,433.94	5,688.99	13,744.95	241.61%
6530 · Incentives & Sponsorships	25,664.03	7,200.00	18,464.03	256.45%
6010 · Visitor Guide & Distribution	0.00	39,261.40	(39,261.40)	-100.0%
6170 · Signage - Gateway, Kiosks	(5,513.63)	7,345.51	(12,859.14)	-175.06%
6190 · Visitor Center/ Info Support	6,145.00	6,382.50	(237.50)	-3.72%
Retail Store	985.88	10,822.36	(9,836.48)	-90.89%
<b>Total Visitor Services</b>	<b>79,252.21</b>	<b>95,892.78</b>	<b>(16,640.57)</b>	<b>-17.35%</b>

**Mendocino County Tourism Commission, Inc.**  
**FINAL Profit & Loss Prev Year Comparison**  
 July 2016 through June 2017

08/22/2017  
 Accrual Basis

	Jul '16 - Jun 17	Jul '15 - Jun 16	\$ Change	% Change
<b>Partnerships</b>				
6550 · Conferences & Seminars	6,246.89	10,150.96	(3,904.07)	-38.46%
6620 · In-County Relations	1,347.83	4,173.73	(2,825.90)	-67.71%
6520 · Memberships	7,969.48	11,080.58	(3,111.10)	-28.08%
6510 · North Coast Tourism Council	5,000.00	749.74	4,250.26	566.9%
6570 · Travel-Partnership Related	0.00	11,370.62	(11,370.62)	-100.0%
<b>Total Partnerships</b>	<b>20,564.20</b>	<b>37,525.63</b>	<b>(16,961.43)</b>	<b>-45.2%</b>
<b>Total VISITOR SVS / PARTNERSHIPS</b>	<b>99,816.41</b>	<b>133,418.41</b>	<b>(33,602.00)</b>	<b>-25.19%</b>
<b>ADMIN EXPENSES</b>				
<b>Occupancy Costs</b>				
7250 · Rent	22,300.00	21,600.00	700.00	3.24%
7120 · Insurance	1,767.08	1,952.00	(184.92)	-9.47%
7260 · Repairs & Maintenance	3,217.60	1,763.56	1,454.04	82.45%
7270 · Taxes	72.25	56.35	15.90	28.22%
7310 · Telecommunication	8,072.66	12,452.69	(4,380.03)	-35.17%
7350 · Utilities	8,088.71	5,008.03	3,080.68	61.52%
9700 · Depreciation Expense	0.00	35.00	(35.00)	-100.0%
<b>Total Occupancy Costs</b>	<b>43,518.30</b>	<b>42,867.63</b>	<b>650.67</b>	<b>1.52%</b>
<b>General Admin</b>				
9720 · Amortization Expense	0.00	56,000.00	(56,000.00)	-100.0%
7010 · Accounting	18,815.75	2,385.00	16,430.75	688.92%
7050 · Bad Debt	0.00	385.00	(385.00)	-100.0%
7060 · Bank Fees	242.35	20.00	222.35	1,111.75%
5250 · Board Development	3,268.86	8,315.89	(5,047.03)	-60.69%
7090 · Copying & Printing	3,463.89	384.92	3,078.97	799.9%
7030 · Legal Fees	4,717.50	3,623.04	1,094.46	30.21%
7020 · Bookkeeping	0.00	6,076.00	(6,076.00)	-100.0%
7140 · Licenses & Permits	82.00	196.15	(114.15)	-58.2%
7150 · Meeting Expenses	4,795.25	1,592.94	3,202.31	201.03%
7200 · Office Expense	12,268.48	13,804.86	(1,536.38)	-11.13%
7210 · Postage & Shipping	21,137.96	1,039.11	20,098.85	1,934.24%
7280 · Travel Expenses	10,248.79	5,673.46	4,575.33	80.64%
<b>Total General Admin</b>	<b>79,040.83</b>	<b>99,496.37</b>	<b>(20,455.54)</b>	<b>-20.56%</b>
<b>Total ADMIN EXPENSES</b>	<b>122,559.13</b>	<b>142,364.00</b>	<b>(19,804.87)</b>	<b>-13.91%</b>

**Mendocino County Tourism Commission, Inc.**  
**FINAL Profit & Loss Prev Year Comparison**  
 July 2016 through June 2017

08/22/2017  
 Accrual Basis

	Jul '16 - Jun 17	Jul '15 - Jun 16	\$ Change	% Change
<b>MCLA Admin Expenses</b>				
8110 · Member Newsletter Printing	0.00	1,180.94	(1,180.94)	-100.0%
8120 · Member Newsletter Postage	0.00	1,724.82	(1,724.82)	-100.0%
8180 · Travel - MCLA	0.00	364.16	(364.16)	-100.0%
8190 · mcla.info Expense	0.00	20.00	(20.00)	-100.0%
<b>Total MCLA Admin Expenses</b>	0.00	3,289.92	(3,289.92)	-100.0%
<b>MCPA Admin Expenses</b>				
8330 · Insurance	0.00	897.00	(897.00)	-100.0%
8350 · Travel - MCPA	0.00	330.76	(330.76)	-100.0%
<b>Total MCPA Admin Expenses</b>	0.00	1,227.76	(1,227.76)	-100.0%
<b>Personnel</b>				
8510 · Salaries & Wages	204,422.85	202,803.26	1,619.59	0.8%
8520 · Paid Time Off	5,232.63	23,019.05	(17,786.42)	-77.27%
8530 · Payroll Taxes	24,248.15	20,819.38	3,428.77	16.47%
8540 · Payroll Processing Fees	717.25	696.70	20.55	2.95%
8550 · Workers Comp	1,998.00	2,144.66	(146.66)	-6.84%
8570 · Health Insurance	18,188.20	17,120.07	1,068.13	6.24%
8580 · Other Employee Benefits	0.00	3,753.74	(3,753.74)	-100.0%
8590 · Contract Work	27,430.00	69,624.00	(42,194.00)	-60.6%
7415 · Employee Recruitment	25,767.70	16,666.00	9,101.70	54.61%
<b>Total Personnel</b>	308,004.78	356,646.86	(48,642.08)	-13.64%
<b>Total Expense</b>	1,263,486.70	1,199,272.67	64,214.03	5.35%
<b>Net Ordinary Income</b>	79,791.15	115,584.45	(35,793.30)	-30.97%
<b>Other Income/Expense</b>				
<b>Other Income</b>				
9890 · Current Year Surplus	0.00	202,926.62	(202,926.62)	-100.0%
<b>Total Other Income</b>	0.00	202,926.62	(202,926.62)	-100.0%
<b>Other Expense</b>				
9900 · Prior Period Expense	0.00	2,420.00	(2,420.00)	-100.0%
<b>Total Other Expense</b>	0.00	2,420.00	(2,420.00)	-100.0%
<b>Net Other Income</b>	0.00	200,506.62	(200,506.62)	-100.0%
<b>Net Income</b>	<b>79,791.15</b>	<b>316,091.07</b>	<b>(236,299.92)</b>	<b>-74.76%</b>