

	2016-2017 Modified		Descriptions
INCOME			
MCLA BID Assessment	207,174.00		Overage received from MCLA
MCPA Matching Funds	0.00		
Payments directly to MCTC (include BID & Match)	1,200,000.00		
Overage from previous FY			
North Coast Tourism Council Administration	19,000.00		Income for administering organization
Other Income (visitor guide & calendar advertising)			
Sponsorship Program			
Other Income (misc)	20,900.00		events, retail, trade shows, etc.
Interest	100.00		interest from money in bank account
Reserve/Contingency Account	130,344.00		
Total Income	1,577,518.00		
MARKETING ACTIVITIES - MEDIA & WEBSITE			
Advertising/Media			
Print and On-Line Advertising	270,593.00	< breakdown	
		105,593.00	Print & Direct Mail
		31,800.00	Emarketing
		133,200.00	Digital & Broadcast
Marketing & Advertising Contingency	150,000.00		Contingency funds for marketing, advertising, etc
Advertising Development and Design	6,000.00		Contract design work
Photography	10,000.00		Photography & image library development
Video Development	20,000.00		
AdverGame Development	12,000.00		Hidden Object Game Application
Direct Mail	-		Moved into Print & On-Line Advertising
Research & Development	20,000.00		Changing this line item to be used for a Long-Term Strategic Plan
Total Advertising/Media	488,593.00		
Public Relations			
Public Relations Contract	135,000.00		Koli Communications, DCI & Burrells Clipping Service
In-Market PR Stunts	5,000.00		Two onsite in-marketing promotions
Visiting Media and FAM group Expenses	10,000.00		Changed to reflect just media FAMs

<i>Media Events</i>	2,500.00		Attend media events hosted by Visit California or other Media Associations
<i>Taste of Mendocino</i>			On hold until next year. Support event with Mendocino Winegrowers, Inc
<i>Public Relations Related Travel</i>	10,000.00		Staff/contractor travel to media tours & PR events
<i>Contract Marketing & Comm. Coordinator</i>	60,000.00		independent contractor (Alison DeGrassi) to support PR agencies & internal PR
Total Public Relations	222,500.00		
Website Maintenance /Development			
<i>Interactive Marketing (social, e-newsletter, etc)</i>	12,000.00		Social media analytics, enewsletters, contests
<i>Development/Maintenance</i>	25,000.00		Website hosting, updates, content development, SEO
<i>Interactive Media & Content Coordinator</i>	36,000.00		
Total Website Maintenance/Development	73,000.00		
Leisure/Group Sales			
<i>Consumer and Trade Shows</i>	12,000.00		Sunset celebration, Bay Area Travel Show, etc.
<i>Travel Shows - Shipping</i>	3,000.00		Getting materials to above shows
<i>Misc Sales Opportunities</i>	2,000.00		Co-op with specific programs with California partners (NCTC, etc)
<i>State Fair Exhibit</i>	5,000.00		Cost to have exhibit in Sacramento for State Fair
<i>Promotional Items & Booth Development</i>	5,000.00		
<i>Leisure/Group Sales Staff Related Travel</i>	10,000.00		Staff/contractor travel to shows, sales meetings
<i>Group Travel FAMs</i>	8,000.00		In-county costs of group tour FAMs
Total Leisure/Group Sales	45,000.00		
MARKETING ACTIVITIES - VISITOR SERVICES & PARTNERSHIPS			
Visitor Services/Fulfillment			
<i>Print Collateral</i>	15,000.00	< breakdown	
<i>2015 Visitor Guide and calendar</i>	-	-	No guides or calendars being produced. Cost of shipping moved to different category.
<i>In County Guides (themed & tear off maps)</i>		15,000.00	Tear off maps, art guides, wine maps, meeting guides, etc
<i>Signage - Gateway, Kiosks and Directional</i>	8,000.00		Gateway signs, visitor kiosk development
<i>Incentive & Sponsorship Programs</i>	46,000.00	< breakdown	
<i>Visitor Center/Information Support</i>		6,000.00	Chambers of Commerce
<i>Event Partnership Funding</i>		25,000.00	Grant funds to support county events & programs
<i>Advertising Sponsorships/Customer Incentives</i>		15,000.00	Advertising & Marketing Sponsorships/Customer Incentives
<i>Event & Festival Guide Printing and Distribution</i>	16,000.00		Mushroom guide, crab guide, two semi-annual event calendars; includes distribution
<i>Retail Items</i>	10,000.00		Offset under income; goal is to break even with retail
<i>In-County Mixers, Fairs</i>	-		Moved to In-County Relations. Attend chamber mixers and other fairs
Total Visitor Services/Fulfillment	95,000.00		

Partnerships			
<i>North Coast Tourism Council</i>	10,000.00		Normal county membership is \$10K; we receive \$9K for administration
<i>Memberships - CVB's, CalTIA, Chambers, MPI</i>	7,000.00		Cal Travel, DMAI, DMA West, Chambers - annual membership costs
<i>Conferences and Seminars</i>	5,000.00		Cal Travel, DMAI, DMA West, conference registration and meeting costs
<i>Partnership Related Staff Travel</i>	-		Moved to Travel Expenses. Staff travel to conferences, meetings both inside and outside of county
<i>In-County Relations</i>	1,000.00		Costs associated with mixers and other networking events in the county
<i>Arts Council Sponsorship</i>	-		Moved into Incentive & Sponsorship Programs
Total Partnerships	13,000.00		
ADMINISTRATIVE EXPENSES			
<i>Office/ Storage Rent</i>	21,600.00		Fort Bragg and Ukiah offices
<i>Office Supplies</i>	10,500.00	< breakdown	miscellaneous office supplies & repairs/maintenance
		6,000.00	Office supplies
		3,000.00	Office equipment
		1,500.00	CRM (Big Contacts)
<i>Maintenance</i>	5,000.00		Repairs & maintenace (and potential move)
<i>Postage/Shipping</i>	13,142.00		Postage for mailings/shipping/Certified Folder
<i>Copying/Printing</i>	1,200.00		Copier lease/miscellaneous copying/printing - meeting materials, marketing plans, etc
<i>Telephone/Telecommunications</i>	3,750.00	< breakdown	office phones, 3 1/2 cell phones for staff
		1,500.00	Cell phones for three staff
		1,500.00	Ooma System
		750.00	Misc
<i>Utilities</i>	5,500.00		Internet, propane, garbage, water
<i>Visit Mendocino County, Inc. Administrative Travel</i>	13,450.00	< breakdown	miscellaneous staff travel & entertainment for meetings, etc
		10,350.00	Mileage reimbursement
		1,800.00	Lodging
		1,000.00	Meals
		300.00	Other
<i>Meeting Expenses</i>	500.00		Refreshments for meetings
<i>Board Development & Training</i>	3,500.00		Brown Act Training, board retreat
<i>Legal Fees</i>	4,000.00		For legal services, if needed
<i>Accounting Fees</i>	9,000.00		Annual audit, tax filing
<i>Bookkeeping</i>	6,000.00		Bookkeeping services for organization
<i>Insurance - BOD and Liability</i>	3,000.00		D&O insurance for BOD, liability insurances
<i>Bank Fees</i>	50.00		Paypal fees and credit card processing fees - includes "bad debt"

<i>County Administrative Fee</i>	24,000.00		
Total Administrative Expenses	124,192.00		
Personnel			
<i>Salaries</i>	300,000.00		Supports 4.5 full-time equivalent employees & bonuses
<i>Contract Work - Misc.</i>	5,400.00		Miscellaneous contracted work (special projects, etc)
<i>Searchwide Executive Director Search</i>	23,334.00		Approved by MCTC Board at their March 2016 meeting (approved to spend up to \$40K)
<i>Payroll Taxes</i>	30,000.00		Taxes required for salaries
<i>Worker's Comp Insurance</i>	2,975.00		Insurance required for employees
<i>Medical Insurance & other benefits</i>	20,880.00		Health and other benefits as outlined in employee handbook and ED contract
<i>Other Employee Benefits</i>	3,300.00		Add'l benefits related to the executive director
Total Personnel	385,889.00		
Reserve/Contingency Account	130,344.00		
TOTAL EXPENSES	1,577,518.00		
Over/Under	-		