

**Mendocino County Tourism Commission, Inc.**  
**Balance Sheet Prev Year Comparison**  
As of October 31, 2016

12/06/2016

Accrual Basis

	Oct 31, 16	Oct 31, 15	\$ Change	% Change
<b>ASSETS</b>				
<b>Current Assets</b>				
<b>Checking/Savings</b>				
1015 · MLCU Checking	241,434.60	0.00	241,434.60	100.0%
1020 · MLCU Savings	130,410.57	0.00	130,410.57	100.0%
1010 · Savings Bank checking	0.00	32,623.54	-32,623.54	-100.0%
1030 · Cash drawer	100.00	100.00	0.00	0.0%
<b>Total Checking/Savings</b>	<b>371,945.17</b>	<b>32,723.54</b>	<b>339,221.63</b>	<b>1,036.63%</b>
<b>Accounts Receivable</b>				
1100 · Accounts Receivable	324,603.27	95,508.34	229,094.93	239.87%
<b>Total Accounts Receivable</b>	<b>324,603.27</b>	<b>95,508.34</b>	<b>229,094.93</b>	<b>239.87%</b>
<b>Other Current Assets</b>				
1230 · Prepaid Expenses	9,980.00	1,609.16	8,370.84	520.2%
1250 · Refundable Deposits	2,350.00	2,350.00	0.00	0.0%
1270 · Receivable Other	57.05	0.00	57.05	100.0%
<b>Total Other Current Assets</b>	<b>12,387.05</b>	<b>3,959.16</b>	<b>8,427.89</b>	<b>212.87%</b>
<b>Total Current Assets</b>	<b>708,935.49</b>	<b>132,191.04</b>	<b>576,744.45</b>	<b>436.3%</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	-46,350.00	-35.00	-0.08%
<b>Total Fixed Assets</b>	<b>0.00</b>	<b>35.00</b>	<b>-35.00</b>	<b>-100.0%</b>
<b>Other Assets</b>				
1700 · Website Development	70,000.00	70,000.00	0.00	0.0%
1750 · Accumulated Amortization	-32,666.64	-14,000.00	-18,666.64	-133.33%
<b>Total Other Assets</b>	<b>37,333.36</b>	<b>56,000.00</b>	<b>-18,666.64</b>	<b>-33.33%</b>
<b>TOTAL ASSETS</b>	<b>746,268.85</b>	<b>188,226.04</b>	<b>558,042.81</b>	<b>296.48%</b>
<b>LIABILITIES &amp; EQUITY</b>				
<b>Liabilities</b>				
<b>Current Liabilities</b>				
<b>Accounts Payable</b>				
2000 · Accounts Payable	27,707.64	43,248.45	-15,540.81	-35.93%
<b>Total Accounts Payable</b>	<b>27,707.64</b>	<b>43,248.45</b>	<b>-15,540.81</b>	<b>-35.93%</b>
<b>Other Current Liabilities</b>				
<b>Payroll Liabilities</b>				
2210 · Federal Payroll Tax Payable	5,072.58	0.00	5,072.58	100.0%
2220 · State Payroll Tax Payable	1,000.94	0.00	1,000.94	100.0%
2230 · SUI & ETT Payable	178.56	171.11	7.45	4.35%
2240 · FUTA Payable	45.79	530.08	-484.29	-91.36%
2275 · Accrued PTO	4,123.17	0.00	4,123.17	100.0%
<b>Total Payroll Liabilities</b>	<b>10,421.04</b>	<b>701.19</b>	<b>9,719.85</b>	<b>1,386.19%</b>

**Mendocino County Tourism Commission, Inc.**  
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12/06/2016

Accrual Basis

	<b>Oct 31, 16</b>	<b>Oct 31, 15</b>	<b>\$ Change</b>	<b>% Change</b>
<b>2800 - Sales Tx Payable</b>	98.03	142.56	-44.53	-31.24%
<b>Total Other Current Liabilities</b>	10,519.07	843.75	9,675.32	1,146.71%
<b>Total Current Liabilities</b>	38,226.71	44,092.20	-5,865.49	-13.3%
<b>Total Liabilities</b>	38,226.71	44,092.20	-5,865.49	-13.3%
<b>Equity</b>				
<b>3100 - Contingency-Unrestricted</b>	333,270.62	0.00	333,270.62	100.0%
<b>3900 - Unrestricted Net Assets (RE)</b>	282,408.21	127,474.52	154,933.69	121.54%
<b>Net Income</b>	92,363.31	16,659.32	75,703.99	454.42%
<b>Total Equity</b>	708,042.14	144,133.84	563,908.30	391.24%
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>746,268.85</b>	<b>188,226.04</b>	<b>558,042.81</b>	<b>296.48%</b>

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

12/06/2016

Accrual Basis

	<b>Jul - Oct 16</b>	<b>Jul - Oct 15</b>	<b>\$ Change</b>	<b>% Change</b>
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
4010 · MCLA BID Assessment	0.00	213,800.00	-213,800.00	-100.0%
4020 · MCPA Matching Funds	0.00	112,500.00	-112,500.00	-100.0%
4030 · County BID	266,666.68	0.00	266,666.68	100.0%
4031 · County BID adjustments	55,525.04	0.00	55,525.04	100.0%
4035 · County 50% Match	133,333.32	0.00	133,333.32	100.0%
<b>Other Income</b>				
4830 · Event Brochure Ads	1,000.00	0.00	1,000.00	100.0%
4940 · Misc. Income	1,800.00	1,700.00	100.00	5.88%
4950 · Interest Income	22.08	11.38	10.70	94.03%
4850 · Retail Sales	1,156.70	1,698.91	-542.21	-31.92%
<b>Total Other Income</b>	<b>3,978.78</b>	<b>3,410.29</b>	<b>568.49</b>	<b>16.67%</b>
<b>Total Income</b>	<b>459,503.82</b>	<b>329,710.29</b>	<b>129,793.53</b>	<b>39.37%</b>
<b>Gross Profit</b>	<b>459,503.82</b>	<b>329,710.29</b>	<b>129,793.53</b>	<b>39.37%</b>
<b>Expense</b>				
<b>MEDIA &amp; WEBSITE</b>				
<b>Advertising/ Media</b>				
5010 · Media Plan Management	0.00	65,573.68	-65,573.68	-100.0%
5130 · Print & Online Advertising				
5120 · Digital & Broadcast	28,933.66	0.00	28,933.66	100.0%
5290 · E-Marketing	1,497.00	533.95	963.05	180.36%
5200 · Print & Direct Mail	31,258.75	0.00	31,258.75	100.0%
<b>Total 5130 · Print &amp; Online Advertising</b>	<b>61,689.41</b>	<b>533.95</b>	<b>61,155.46</b>	<b>11,453.41%</b>
5150 · Ad Development/Design	300.00	915.54	-615.54	-67.23%
5165 · AdverGame Development	9,600.00	0.00	9,600.00	100.0%
5030 · Co-op Advertising	0.00	1,037.00	-1,037.00	-100.0%
5170 · Photography	0.00	100.00	-100.00	-100.0%
5110 · Video Development	15,201.11	59.95	15,141.16	25,256.31%
<b>Total Advertising/ Media</b>	<b>86,790.52</b>	<b>68,220.12</b>	<b>18,570.40</b>	<b>27.22%</b>
<b>Public Relations</b>				
5510 · Public Relations Contract	44,505.83	33,402.00	11,103.83	33.24%
5650 · Marketing & Comm. Coordinator	20,000.00	16,000.00	4,000.00	25.0%
5530 · In-Market PR Stunts	1,390.00	400.00	990.00	247.5%
5610 · Travel -PR Related	5,432.69	1,187.27	4,245.42	357.58%
5550 · Visiting Media FAM Expenses	2,744.34	3,982.74	-1,238.40	-31.09%
5660 · Clipping Service	0.00	2,045.16	-2,045.16	-100.0%
<b>Total Public Relations</b>	<b>74,072.86</b>	<b>57,017.17</b>	<b>17,055.69</b>	<b>29.91%</b>

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

12/06/2016

Accrual Basis

	<b>Jul - Oct 16</b>	<b>Jul - Oct 15</b>	<b>\$ Change</b>	<b>% Change</b>
<b>Website Maint / Development</b>				
5710 · Interactive Media Coordinator	11,060.00	0.00	11,060.00	100.0%
5730 · Interactive Marketing	247.29	1,000.85	-753.56	-75.29%
5750 · Development/ Maintenance	2,115.17	21,882.45	-19,767.28	-90.33%
<b>Total Website Maint / Development</b>	<b>13,422.46</b>	<b>22,883.30</b>	<b>-9,460.84</b>	<b>-41.34%</b>
<b>Leisure/ Group Sales</b>				
5810 · Promotion Items, Booth Develop	634.51	6,583.93	-5,949.42	-90.36%
5820 · Consumer & Trade Shows	4,413.97	4,732.36	-318.39	-6.73%
5840 · State Fair Exhibit	1,721.12	0.00	1,721.12	100.0%
5870 · Shipping - Travel Shows	490.45	209.48	280.97	134.13%
5880 · Travel - Leisure/Group Sales	3,145.16	3,719.02	-573.86	-15.43%
5890 · Misc. Sales Opportunities	76.12	498.21	-422.09	-84.72%
<b>Total Leisure/ Group Sales</b>	<b>10,481.33</b>	<b>15,743.00</b>	<b>-5,261.67</b>	<b>-33.42%</b>
<b>Total MEDIA &amp; WEBSITE</b>	<b>184,767.17</b>	<b>163,863.59</b>	<b>20,903.58</b>	<b>12.76%</b>
<b>VISITOR SERVICES/PARTNERSHIPS</b>				
<b>Visitor Svcs/Fulfillment</b>				
6220 · Event & Festival Guides	8,719.86	6,914.08	1,805.78	26.12%
6210 · Event Partnership Funding	31.21	3,520.83	-3,489.62	-99.11%
6530 · Incentives & Sponsorships	4,800.00	0.00	4,800.00	100.0%
6010 · Visitor Guide & Distribution	0.00	936.57	-936.57	-100.0%
6190 · Visitor Center/Info Support	145.00	0.00	145.00	100.0%
<b>Retail Store</b>				
6412A · Purchases for Resale	0.00	201.60	-201.60	-100.0%
6412B · Store Supplies/Expenses	93.48	1,407.88	-1,314.40	-93.36%
6412C · Contract Labor - Store	0.00	860.00	-860.00	-100.0%
6412D · Consignee payments	692.80	617.20	75.60	12.25%
<b>Total Retail Store</b>	<b>786.28</b>	<b>3,086.68</b>	<b>-2,300.40</b>	<b>-74.53%</b>
<b>Total Visitor Svcs/Fulfillment</b>	<b>14,482.35</b>	<b>14,458.16</b>	<b>24.19</b>	<b>0.17%</b>
<b>Partnerships</b>				
6550 · Conferences & Seminars	1,399.00	2,448.95	-1,049.95	-42.87%
6620 · In-County Relations	466.13	279.18	186.95	66.96%
6520 · Memberships	3,908.38	6,177.08	-2,268.70	-36.73%
6510 · North Coast Tourism Council	0.00	205.10	-205.10	-100.0%
6570 · Travel-Partnership Related	0.00	3,094.63	-3,094.63	-100.0%
<b>Total Partnerships</b>	<b>5,773.51</b>	<b>12,204.94</b>	<b>-6,431.43</b>	<b>-52.7%</b>
<b>Total VISITOR SERVICES/PARTNERSHIPS</b>	<b>20,255.86</b>	<b>26,663.10</b>	<b>-6,407.24</b>	<b>-24.03%</b>

**Mendocino County Tourism Commission, Inc.**  
**Profit & Loss Prev Year Comparison**  
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12/06/2016

Accrual Basis

	<b>Jul - Oct 16</b>	<b>Jul - Oct 15</b>	<b>\$ Change</b>	<b>% Change</b>
<b>ADMIN EXPENSES</b>				
<b>Occupancy Costs</b>				
7250 · Rent	7,300.00	7,200.00	100.00	1.39%
7120 · Insurance	1,070.00	1,922.00	-852.00	-44.33%
7260 · Repairs & Maintenance	84.00	605.00	-521.00	-86.12%
7270 · Taxes	72.25	56.35	15.90	28.22%
7310 · Telecommunication	3,734.57	3,051.31	683.26	22.39%
7350 · Utilities	2,462.85	1,495.82	967.03	64.65%
<b>Total Occupancy Costs</b>	<b>14,723.67</b>	<b>14,330.48</b>	<b>393.19</b>	<b>2.74%</b>
<b>General Admin</b>				
9720 · Amortization Expense	4,666.64	0.00	4,666.64	100.0%
7010 · Accounting	11,478.50	2,733.50	8,745.00	319.92%
7050 · Bad Debt	0.00	385.00	-385.00	-100.0%
7060 · Bank Fees	235.56	0.00	235.56	100.0%
7090 · Copying & Printing	445.45	315.23	130.22	41.31%
7030 · Legal Fees	390.00	400.00	-10.00	-2.5%
7140 · Licenses & Permits	20.00	0.00	20.00	100.0%
7150 · Meeting Expenses	95.52	160.95	-65.43	-40.65%
7200 · Office Expense	6,666.32	2,486.73	4,179.59	168.08%
7210 · Postage & Shipping	15,708.38	167.34	15,541.04	9,287.1%
7280 · Travel Expenses	2,398.90	2,774.40	-375.50	-13.53%
<b>Total General Admin</b>	<b>42,105.27</b>	<b>9,423.15</b>	<b>32,682.12</b>	<b>346.83%</b>
<b>Total ADMIN EXPENSES</b>	<b>56,828.94</b>	<b>23,753.63</b>	<b>33,075.31</b>	<b>139.24%</b>
<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	155.15	-155.15	-100.0%
<b>Total MCLA Admin Expenses</b>	<b>0.00</b>	<b>3,060.91</b>	<b>-3,060.91</b>	<b>-100.0%</b>
<b>MCPA Admin Expenses</b>				
8330 · Insurance	0.00	-971.00	971.00	100.0%
8350 · Travel - MCPA	0.00	69.00	-69.00	-100.0%
<b>Total MCPA Admin Expenses</b>	<b>0.00</b>	<b>-902.00</b>	<b>902.00</b>	<b>100.0%</b>

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

12/06/2016

Accrual Basis

	<b>Jul - Oct 16</b>	<b>Jul - Oct 15</b>	<b>\$ Change</b>	<b>% Change</b>
<b>Personnel</b>				
8510 · Salaries & Wages	65,960.30	66,080.48	-120.18	-0.18%
8520 · Paid Time Off	1,373.39	8,330.86	-6,957.47	-83.51%
8530 · Payroll Taxes	6,761.65	6,848.71	-87.06	-1.27%
8540 · Payroll Processing Fees	35.00	53.45	-18.45	-34.52%
8550 · Workers Comp	2,467.00	2,144.66	322.34	15.03%
8570 · Health Insurance	7,066.00	8,303.58	-1,237.58	-14.9%
8580 · Other Employee Benefits	0.00	1,155.00	-1,155.00	-100.0%
8590 · Contract Work	2,177.00	1,275.00	902.00	70.75%
7415 · Executive Director Search	19,448.20	0.00	19,448.20	100.0%
<b>Total Personnel</b>	<b>105,288.54</b>	<b>94,191.74</b>	<b>11,096.80</b>	<b>11.78%</b>
<b>Total Expense</b>	<b>367,140.51</b>	<b>310,630.97</b>	<b>56,509.54</b>	<b>18.19%</b>
<b>Net Ordinary Income</b>	<b>92,363.31</b>	<b>19,079.32</b>	<b>73,283.99</b>	<b>384.1%</b>
<b>Other Income/Expense</b>				
<b>Other Expense</b>				
9900 · Prior Period Expense	0.00	2,420.00	-2,420.00	-100.0%
<b>Total Other Expense</b>	<b>0.00</b>	<b>2,420.00</b>	<b>-2,420.00</b>	<b>-100.0%</b>
<b>Net Other Income</b>	<b>0.00</b>	<b>-2,420.00</b>	<b>2,420.00</b>	<b>100.0%</b>
<b>Net Income</b>	<b>92,363.31</b>	<b>16,659.32</b>	<b>75,703.99</b>	<b>454.42%</b>

**Mendocino County Tourism Commission, Inc.**  
**Profit & Loss Budget Performance**  
 October 2016

**12/06/2016**  
**Accrual Basis**

	<b>Jul - Oct 16</b>	<b>YTD Budget</b>	<b>% of Budget</b>	<b>Annual Budget</b>
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
4030 · County BID	266,666.68	266,666.68	100.0%	800,000.00
4031 · County BID adjustments	55,525.04	20,232.00	274.44%	60,698.00
4035 · County 50% Match	133,333.32	133,333.32	100.0%	400,000.00
4050 · NCTC Administration	0.00	0.00	0.0%	4,500.00
4251 · Cooperative Advertising	0.00	4,000.00	0.0%	12,000.00
4990 · Previous Year Carryover	0.00	51,644.00	0.0%	154,933.00
4999 · Reserve/Contingency	0.00			130,344.00
<b>Other Income</b>				
4810 · Event Passport Income	0.00	1,000.00	0.0%	1,000.00
4830 · Event Brochure Ads	1,000.00	1,800.00	55.56%	1,800.00
4940 · Misc. Income	1,800.00	0.00	100.0%	6,600.00
4950 · Interest Income	22.08	33.36	66.19%	100.00
4850 · Retail Sales	1,156.70	1,200.00	96.39%	1,500.00
<b>Total Other Income</b>	<b>3,978.78</b>	<b>4,033.36</b>	<b>98.65%</b>	<b>11,000.00</b>
<b>Total Income</b>	<b>459,503.82</b>	<b>479,909.36</b>	<b>95.75%</b>	<b>1,573,475.00</b>
<b>Gross Profit</b>	<b>459,503.82</b>	<b>479,909.36</b>	<b>95.75%</b>	<b>1,573,475.00</b>
<b>Expense</b>				
<b>MEDIA &amp; WEBSITE</b>				
<b>Advertising/ Media</b>				
5130 · Print & Online Advertising				
5120 · Digital & Broadcast	28,933.66	44,400.00	65.17%	133,200.00
5290 · E-Marketing	1,497.00	10,600.00	14.12%	31,800.00
5200 · Print & Direct Mail	31,258.75	39,820.30	78.5%	105,593.00
<b>Total 5130 · Print &amp; Online Advertising</b>	<b>61,689.41</b>	<b>94,820.30</b>	<b>65.06%</b>	<b>270,593.00</b>
5150 · Ad Development/Design	300.00	2,000.00	15.0%	6,000.00
5165 · AdverGame Development	9,600.00	8,200.00	117.07%	12,000.00
5170 · Photography	0.00	3,333.32	0.0%	10,000.00
5240 · Research & Development	0.00	11,666.68	0.0%	35,000.00
5110 · Video Development	15,201.11	13,207.30	115.1%	20,000.00
5015 · Surplus	0.00	13,652.00	0.0%	40,957.00
<b>Total Advertising/ Media</b>	<b>86,790.52</b>	<b>146,879.60</b>	<b>59.09%</b>	<b>394,550.00</b>
<b>Public Relations</b>				
5510 · Public Relations Contract	44,505.83	44,515.00	99.98%	100,000.00
5520 · Marketing Agency Contract	0.00	0.00	0.0%	100,000.00
5650 · Marketing & Comm. Coordinator	20,000.00	20,000.00	100.0%	60,000.00
5530 · In-Market PR Stunts	1,390.00	1,666.64	83.4%	5,000.00
5560 · Media Events	0.00	833.32	0.0%	2,500.00
5610 · Travel -PR Related	5,432.69	3,333.32	162.98%	10,000.00
5550 · Visiting Media FAM Expenses	2,744.34	3,333.32	82.33%	10,000.00
<b>Total Public Relations</b>	<b>74,072.86</b>	<b>73,681.60</b>	<b>100.53%</b>	<b>287,500.00</b>

**Mendocino County Tourism Commission, Inc.**  
**Profit & Loss Budget Performance**  
 October 2016

**12/06/2016**  
**Accrual Basis**

	<b>Jul - Oct 16</b>	<b>YTD Budget</b>	<b>% of Budget</b>	<b>Annual Budget</b>
<b>Website Maint / Development</b>				
5710 - Interactive Media Coordinator	11,060.00	12,000.00	92.17%	36,000.00
5730 - Interactive Marketing	247.29	4,000.00	6.18%	12,000.00
5750 - Development/ Maintenance	2,115.17	8,333.32	25.38%	25,000.00
<b>Total Website Maint / Development</b>	<b>13,422.46</b>	<b>24,333.32</b>	<b>55.16%</b>	<b>73,000.00</b>
<b>Leisure/ Group Sales</b>				
5810 - Promotion Items, Booth Develop	634.51	1,666.68	38.07%	5,000.00
5820 - Consumer & Trade Shows	4,413.97	2,620.00	168.47%	12,000.00
5840 - State Fair Exhibit	1,721.12	1,666.68	103.27%	5,000.00
5870 - Shipping - Travel Shows	490.45	1,000.00	49.05%	3,000.00
5885 - Travel - Group FAMs	0.00	2,666.68	0.0%	8,000.00
5880 - Travel - Leisure/Group Sales	3,145.16	3,333.32	94.36%	10,000.00
5890 - Misc. Sales Opportunities	76.12	666.68	11.42%	2,000.00
<b>Total Leisure/ Group Sales</b>	<b>10,481.33</b>	<b>13,620.04</b>	<b>76.96%</b>	<b>45,000.00</b>
<b>Total MEDIA &amp; WEBSITE</b>	<b>184,767.17</b>	<b>258,514.56</b>	<b>71.47%</b>	<b>800,050.00</b>
<b>VISITOR SERVICES/PARTNERSHIPS</b>				
<b>Visitor Svs/Fulfillment</b>				
6220 - Event & Festival Guides	8,719.86	4,160.00	209.61%	16,000.00
6040 - In County Guides	0.00	5,000.00	0.0%	15,000.00
6210 - Event Partnership Funding	31.21	8,333.32	0.38%	25,000.00
6530 - Incentives & Sponsorships	4,800.00	5,000.00	96.0%	25,000.00
6170 - Signage - Gateway, Kiosks	0.00	2,666.68	0.0%	8,000.00
6190 - Visitor Center/ Info Support	145.00	2,000.00	7.25%	6,000.00
<b>Retail Store</b>				
6412B - Store Supplies/Expenses	93.48			
6412D - Consignee payments	692.80			
Retail Store - Other	0.00	3,333.32	0.0%	10,000.00
<b>Total Retail Store</b>	<b>786.28</b>	<b>3,333.32</b>	<b>23.59%</b>	<b>10,000.00</b>
<b>Total Visitor Svs/Fulfillment</b>	<b>14,482.35</b>	<b>30,493.32</b>	<b>47.49%</b>	<b>105,000.00</b>
<b>Partnerships</b>				
6550 - Conferences & Seminars	1,399.00	2,120.00	65.99%	5,000.00
6620 - In-County Relations	466.13	333.32	139.85%	1,000.00
6520 - Memberships	3,908.38	4,680.00	83.51%	7,000.00
6510 - North Coast Tourism Council	0.00	2,500.00	0.0%	10,000.00
<b>Total Partnerships</b>	<b>5,773.51</b>	<b>9,633.32</b>	<b>59.93%</b>	<b>23,000.00</b>
<b>Total VISITOR SERVICES/PARTNERSHIPS</b>	<b>20,255.86</b>	<b>40,126.64</b>	<b>50.48%</b>	<b>128,000.00</b>
<b>ADMIN EXPENSES</b>				
<b>Occupancy Costs</b>				
7250 - Rent	7,300.00	7,200.00	101.39%	21,600.00
7120 - Insurance	1,070.00	3,000.00	35.67%	3,000.00
7260 - Repairs & Maintenance	84.00	1,000.00	8.4%	5,000.00
7270 - Taxes	72.25	72.25	100.0%	72.25



**Mendocino County Tourism Commission, Inc.**  
**Profit & Loss Budget Performance**  
 October 2016

**12/06/2016**  
**Accrual Basis**

	<b>Jul - Oct 16</b>	<b>YTD Budget</b>	<b>% of Budget</b>	<b>Annual Budget</b>
7310 · Telecommunication	3,734.57	2,485.00	150.29%	3,750.00
7350 · Utilities	2,462.85	1,730.00	142.36%	5,500.00
<b>Total Occupancy Costs</b>	<b>14,723.67</b>	<b>15,487.25</b>	<b>95.07%</b>	<b>38,922.25</b>
<b>General Admin</b>				
9720 · Amortization Expense	4,666.64	4,666.64	100.0%	14,000.00
7010 · Accounting	11,478.50	7,540.00	152.24%	15,000.00
7060 · Bank Fees	235.56	290.00	81.23%	370.00
5250 · Board Development	0.00	0.00	0.0%	3,500.00
7090 · Copying & Printing	445.45	440.00	101.24%	1,200.00
7030 · Legal Fees	390.00	617.00	63.21%	3,953.00
7140 · Licenses & Permits	20.00	25.00	80.0%	47.00
7150 · Meeting Expenses	95.52	180.00	53.07%	500.00
7200 · Office Expense	6,666.32	5,870.00	113.57%	20,107.75
7210 · Postage & Shipping	15,708.38	11,750.00	133.69%	18,142.00
7280 · Travel Expenses	2,398.90	4,480.00	53.55%	13,450.00
<b>Total General Admin</b>	<b>42,105.27</b>	<b>35,858.64</b>	<b>117.42%</b>	<b>90,269.75</b>
<b>Total ADMIN EXPENSES</b>	<b>56,828.94</b>	<b>51,345.89</b>	<b>110.68%</b>	<b>129,192.00</b>
<b>Personnel</b>				
8510 · Salaries & Wages	65,960.30	100,000.00	65.96%	300,000.00
8520 · Paid Time Off	1,373.39			
8530 · Payroll Taxes	6,761.65	6,900.00	98.0%	29,299.00
8540 · Payroll Processing Fees	35.00	35.00	100.0%	701.00
8550 · Workers Comp	2,467.00	2,467.00	100.0%	2,975.00
8570 · Health Insurance	7,066.00	6,743.00	104.79%	20,880.00
8580 · Other Employee Benefits	0.00	825.00	0.0%	3,300.00
8590 · Contract Work	2,177.00	2,325.00	93.63%	5,400.00
7415 · Executive Director Search	19,448.20	19,448.20	100.0%	23,334.00
<b>Total Personnel</b>	<b>105,288.54</b>	<b>138,743.20</b>	<b>75.89%</b>	<b>385,889.00</b>
<b>Total Expense</b>	<b>367,140.51</b>	<b>488,730.29</b>	<b>75.12%</b>	<b>1,443,131.00</b>
<b>Net Ordinary Income</b>	<b>92,363.31</b>	<b>-8,820.93</b>	<b>-1,047.09%</b>	<b>130,344.00</b>
<b>Other Income/Expense</b>				
<b>Other Expense</b>				
9890 · Current Year Surplus	0.00			130,344.00
<b>Total Other Expense</b>	<b>0.00</b>			<b>130,344.00</b>
<b>Net Other Income</b>	<b>0.00</b>			<b>-130,344.00</b>
<b>Net Income</b>	<b>92,363.31</b>	<b>-8,820.93</b>	<b>-1,047.09%</b>	<b>0.00</b>

**Mendocino County Tourism Commission, Inc.**  
**Summary - Profit & Loss Budget Performance**  
 October 2016

12/06/2016  
 Accrual Basis

	<b>Jul - Oct 16</b>	<b>YTD Budget</b>	<b>% of Budget</b>	<b>Annual Budget</b>
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
4030 · County BID	266,666.68	266,666.68	100.0%	800,000.00
4031 · County BID adjustments	55,525.04	20,232.00	274.44%	60,698.00
4035 · County 50% Match	133,333.32	133,333.32	100.0%	400,000.00
4050 · NCTC Administration	0.00	0.00	0.0%	4,500.00
4251 · Cooperative Advertising	0.00	4,000.00	0.0%	12,000.00
4990 · Previous Year Carryover	0.00	51,644.00	0.0%	154,933.00
4999 · Reserve/Contingency	0.00			130,344.00
Other Income	3,978.78	4,033.36	98.65%	11,000.00
<b>Total Income</b>	<b>459,503.82</b>	<b>479,909.36</b>	<b>95.75%</b>	<b>1,573,475.00</b>
<b>Gross Profit</b>	<b>459,503.82</b>	<b>479,909.36</b>	<b>95.75%</b>	<b>1,573,475.00</b>
<b>Expense</b>				
<b>MEDIA &amp; WEBSITE</b>	184,767.17	258,514.56	71.47%	800,050.00
<b>VISITOR SERVICES/PARTNERSHIPS</b>	20,255.86	40,126.64	50.48%	128,000.00
<b>ADMIN EXPENSES</b>	56,828.94	51,345.89	110.68%	129,192.00
<b>Personnel</b>	105,288.54	138,743.20	75.89%	385,889.00
<b>Total Expense</b>	<b>367,140.51</b>	<b>488,730.29</b>	<b>75.12%</b>	<b>1,443,131.00</b>
<b>Net Ordinary Income</b>	<b>92,363.31</b>	<b>-8,820.93</b>	<b>-1,047.09%</b>	<b>130,344.00</b>
<b>Other Income/Expense</b>				
<b>Other Expense</b>				
9890 · Current Year Surplus	0.00			130,344.00
<b>Total Other Expense</b>	<b>0.00</b>			<b>130,344.00</b>
<b>Net Other Income</b>	<b>0.00</b>			<b>-130,344.00</b>
<b>Net Income</b>	<b>92,363.31</b>	<b>-8,820.93</b>	<b>-1,047.09%</b>	<b>0.00</b>