

| | 2017-2018 Proposed | | Descriptions |
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| INCOME | | | |
| Carry over from 2016-17 | 75,000.00 | | |
| Payments directly to MCTC (include BID & Match) | 1,260,700.00 | | |
| Other Income (visitor guide & sponsorships) | 11,000.00 | | |
| Cooperative Advertising & Sponsorship Program | 12,000.00 | | |
| Interest | 100.00 | | interest from money in bank account |
| Reserve/Contingency Account | 130,344.00 | | |
| Total Income | 1,489,144.00 | | |
| MARKETING ACTIVITIES - MEDIA & WEBSITE | | | |
| Advertising/Media | | | |
| Marketing Agency | 100,000.00 | | |
| Print, Direct Mail, Broadcast & Digital Advertising | 300,000.00 | | |
| Marketing & Advertising Contingency | 15,000.00 | | Contingency funds for marketing, advertising, etc |
| Advertising Development and Design | 5,000.00 | | Contract design work |
| Photography | 10,000.00 | | Photography & image library development |
| Video Development | 20,000.00 | | |
| Research & Development | 8,000.00 | | Changing this line item to be used for a Long-Term Strategic Plan |
| Total Advertising/Media | 458,000.00 | | |
| Public Relations | | | |
| Public Relations Contract | 106,000.00 | | Koli Communications & Burrells Clipping Service |
| In-Market PR Stunts | 2,500.00 | | Two onsite in-marketing promotions |
| Visiting Media and FAM group Expenses | 10,000.00 | | Changed to reflect just media FAMs |
| Media Events | 3,500.00 | | Attend media events hosted by Visit California or other Media Associations |
| Public Relations Related Travel | 10,000.00 | | Staff/contractor travel to media tours & PR events |
| Contract Marketing & Comm. Coordinator | 60,000.00 | | independent contractor (Alison DeGrassi) to support PR agencies & internal PR |
| Total Public Relations | 192,000.00 | | |
| Website Maintenance /Development | | | |
| Interactive Marketing (social, e-newsletter, etc) | 10,000.00 | | Social media analytics, e-newsletters, contests |
| Development/Maintenance | 15,000.00 | | Website hosting, updates, content development, SEO |
| Social Media Coordinator | 24,000.00 | | |

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| Total Website Maintenance/Development | 49,000.00 | | |
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| Leisure/Group Sales | | | |
| <i>Sales Manager</i> | 45,000.00 | | |
| <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 | 90,000.00 | | |
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| MARKETING ACTIVITIES - VISITOR SERVICES & PARTNERSHIPS | | | |
| Visitor Services/Fulfillment | | | |
| <i>Print Collateral</i> | 115,000.00 | | Visitor guides, mini-guides, maps, event guides |
| <i>Signage - Gateway, Kiosks and Directional</i> | 2,500.00 | | Gateway signs, visitor kiosk development |
| <i>Incentive & Sponsorship Programs</i> | 40,000.00 | < breakdown | |
| <i>Visitor Center/Information Support</i> | | 6,000.00 | Chambers of Commerce |
| <i>Event Partnership Funding</i> | | 20,000.00 | Grant funds to support county events & programs |
| <i>Advertising Sponsorships/Customer Incentives</i> | | 14,000.00 | Advertising & Marketing Sponsorships/Customer Incentives |
| Total Visitor Services/Fulfillment | 157,500.00 | | |
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| 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>In-County Relations</i> | 1,000.00 | | Costs associated with mixers and other networking events in the county |
| Total Partnerships | 23,000.00 | | |
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| ADMINISTRATIVE EXPENSES | | | |
| <i>Office/ Storage Rent</i> | 21,600.00 | | Fort Bragg and Ukiah offices |
| <i>Office Supplies</i> | 10,500.00 | | miscellaneous office supplies & repairs/maintenance |
| <i>Maintenance</i> | 1,500.00 | | Repairs & maintenace |
| <i>Postage/Shipping</i> | 15,000.00 | | Postage for mailings/shipping/Certified Folder |

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| <i>Copying/Printing</i> | 1,200.00 | | Copier lease/miscellaneous copying/printing - meeting materials, marketing plans, etc |
| <i>Telephone/Telecommunications</i> | 3,750.00 | | office phones, 3 1/2 cell phones for staff |
| <i>Utilities</i> | 5,500.00 | | Internet, propane, garbage, water |
| <i>Visit Mendocino County, Inc. Administrative Travel</i> | 13,400.00 | | miscellaneous staff travel & entertainment for meetings, etc |
| <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" |
| Total Administrative Expenses | 98,500.00 | | |
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| Personnel | | | |
| <i>Salaries</i> | 225,000.00 | | Supports 4 full-time equivalent employees & bonuses |
| <i>Contract Work - Misc.</i> | 2,500.00 | | Miscellaneous contracted work (special projects, etc) |
| <i>Employee Recruitment</i> | 15,000.00 | | |
| <i>Payroll Taxes</i> | 22,500.00 | | Taxes required for salaries |
| <i>Worker's Comp Insurance</i> | 2,500.00 | | Insurance required for employees |
| <i>Medical Insurance & other benefits</i> | 20,000.00 | | 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 | 290,800.00 | | |
| Reserve/Contingency Account | 130,344.00 | | |
| TOTAL EXPENSES | 1,489,144.00 | | |
| Over/Under | - | | |