

Mendocino County Tourism Commission

Budget vs. Actuals - SUMMARY

5/16/2019

July 2018 - April 2019

	Apr 2019				Jul 2018 - Apr 2019				ANNUAL BUDGET
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget	
Income									
4030 County BID	74,649.67	74,649.67	0.00	100.00%	746,496.70	746,496.70	0.00	100.00%	895,796.00
4031 County BID adjustments	(53,277.20)		(53,277.20)		95,024.97	0.00	95,024.97		0.00
4035 County 50% Match	39,410.00	35,545.09	3,864.91	110.87%	394,100.00	355,450.90	38,649.10	110.87%	426,541.00
4040 County Admin Fee		0.00	0.00		0.00	0.00	0.00		(26,874.00)
Other Income	31.46	2,260.00	(2,228.54)	1.39%	6,866.03	30,100.00	(23,233.97)	22.81%	34,620.00
Total Income	60,813.93	112,454.76	(51,640.83)	54.08%	1,242,487.70	1,132,047.60	110,440.10	109.76%	1,330,083.00
Gross Profit	60,813.93	112,454.76	(51,640.83)	54.08%	1,242,487.70	1,132,047.60	110,440.10	109.76%	1,330,083.00
Expenses									
1- MEDIA & WEBSITE	94,505.70	69,735.00	24,770.70	135.52%	718,695.12	712,850.00	5,845.12	100.82%	852,000.00
2- VISITOR SVS / PARTNERSHIPS	10,403.04	6,167.00	4,236.04	168.69%	141,568.21	146,964.00	(5,395.79)	96.33%	159,400.00
3- ADMIN EXPENSES	21,266.14	8,454.00	12,812.14	251.55%	134,164.78	97,086.00	37,078.78	138.19%	114,400.00
4- PERSONNEL	39,681.57	33,441.00	6,240.57	118.66%	330,624.13	337,410.00	(6,785.87)	97.99%	404,283.00
Total Expenses	165,856.45	117,797.00	48,059.45	140.80%	1,325,052.24	1,294,310.00	30,742.24	102.38%	1,530,083.00
Net Operating Income	(105,042.52)	(5,342.24)	(99,700.28)	1966.26%	(82,564.54)	(162,262.40)	79,697.86	50.88%	(200,000.00)
Net Income	(105,042.52)	(5,342.24)	(99,700.28)	1966.26%	(82,564.54)	(162,262.40)	79,697.86	50.88%	(200,000.00)
Budget Adjustment									
Previous Year Carryover	0.00	16,666.67	(16,666.67)	0.00%	0.00	166,666.70	(166,666.70)	0.00%	200,000.00
BALANCE	(105,042.52)	11,324.43	(116,366.95)	-927.57%	(82,564.54)	4,404.30	(86,968.84)	-1874.63%	0.00

Mendocino County Tourism Commission
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 July 2018 - April 2019

5/16/2019

	Apr 2019				Jul 2018 - Apr 2019				ANNUAL BUDGET
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget	
Income									
4030 County BID	74,649.67	74,649.67	0.00	100.00%	746,496.70	746,496.70	0.00	100.00%	895,796.00
4031 County BID adjustments	(53,277.20)		(53,277.20)		95,024.97	0.00	95,024.97		0.00
4035 County 50% Match	39,410.00	35,545.09	3,864.91	110.87%	394,100.00	355,450.90	38,649.10	110.87%	426,541.00
4040 County Admin Fee		0.00	0.00		0.00	0.00	0.00		(26,874.00)
Other Income			0.00		0.00	0.00	0.00		
4250 Cooperative Advertising		1,250.00	(1,250.00)	0.00%	0.00	12,500.00	(12,500.00)	0.00%	15,000.00
4830 Event Brochure Ads		0.00	0.00		1,350.00	7,500.00	(6,150.00)	18.00%	7,500.00
4940 Misc. Income		1,000.00	(1,000.00)	0.00%	5,250.00	10,000.00	(4,750.00)	52.50%	12,000.00
4950 Interest Income	31.46	10.00	21.46	314.60%	266.03	100.00	166.03	266.03%	120.00
Total Other Income	31.46	2,260.00	(2,228.54)	1.39%	6,866.03	30,100.00	(23,233.97)	22.81%	34,620.00
Total Income	60,813.93	112,454.76	(51,640.83)	54.08%	1,242,487.70	1,132,047.60	110,440.10	109.76%	1,330,083.00
Gross Profit	60,813.93	112,454.76	(51,640.83)	54.08%	1,242,487.70	1,132,047.60	110,440.10	109.76%	1,330,083.00
Expenses									
1- MEDIA & WEBSITE			0.00		0.00	0.00	0.00		
50 Advertising / Media			0.00		0.00	0.00	0.00		
5130 Print & Online Advertising	67,673.01	34,333.00	33,340.01	197.11%	404,960.11	343,330.00	61,630.11	117.95%	412,000.00
5150 Ad Development/Design		833.00	(833.00)	0.00%	17,475.00	8,330.00	9,145.00	209.78%	10,000.00
5170 Photography		833.00	(833.00)	0.00%	324.00	8,330.00	(8,006.00)	3.89%	10,000.00
5240 Research & Development		1,667.00	(1,667.00)	0.00%	10,000.00	16,670.00	(6,670.00)	59.99%	20,000.00
5280 Video Development		2,085.00	(2,085.00)	0.00%	5,294.42	20,850.00	(15,555.58)	25.39%	25,000.00
5290 Marketing Contingency		833.00	(833.00)	0.00%	0.00	8,330.00	(8,330.00)	0.00%	10,000.00
Total 50 Advertising / Media	67,673.01	40,584.00	27,089.01	166.75%	438,053.53	405,840.00	32,213.53	107.94%	487,000.00
55 Marketing / Public Relations			0.00		0.00	0.00	0.00		
5510 Public Relations Contract	6,666.66	8,208.00	(1,541.34)	81.22%	66,666.60	82,080.00	(15,413.40)	81.22%	98,500.00
5520 Marketing Agency Contract	8,333.00	8,333.00	0.00	100.00%	83,330.00	83,330.00	0.00	100.00%	100,000.00
5540 Clipping Service	622.64	583.00	39.64	106.80%	5,488.22	5,830.00	(341.78)	94.14%	7,000.00
5550 In-Market PR Stunts		250.00	(250.00)	0.00%	290.20	2,500.00	(2,209.80)	11.61%	3,000.00
5560 Media Events		292.00	(292.00)	0.00%	3,454.03	2,920.00	534.03	118.29%	3,500.00
5610 Travel -PR Related	156.60	625.00	(468.40)	25.06%	3,537.44	6,250.00	(2,712.56)	56.60%	7,500.00
5680 Visiting Media FAM Expenses	373.14	1,167.00	(793.86)	31.97%	6,845.41	11,670.00	(4,824.59)	58.66%	14,000.00
Total 55 Marketing / Public Relations	16,152.04	19,458.00	(3,305.96)	83.01%	169,611.90	194,580.00	(24,968.10)	87.17%	233,500.00

Mendocino County Tourism Commission
Budget vs. Actuals
 July 2018 - April 2019

5/16/2019

	Apr 2019				Jul 2018 - Apr 2019				ANNUAL BUDGET
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget	
57 Website Maint / Development			0.00		0.00	0.00	0.00		
5710 Interactive Media Coordinator	2,500.00	2,500.00	0.00	100.00%	25,000.00	25,000.00	0.00	100.00%	30,000.00
5740 Content Creation		417.00	(417.00)	0.00%	6,138.63	4,170.00	1,968.63	147.21%	5,000.00
5750 Development/ Maintenance	1,676.00	1,667.00	9.00	100.54%	17,074.42	16,670.00	404.42	102.43%	20,000.00
5780 Interactive Marketing	88.95	1,250.00	(1,161.05)	7.12%	1,057.55	12,500.00	(11,442.45)	8.46%	15,000.00
Total 57 Website Maint / Development	4,264.95	5,834.00	(1,569.05)	73.11%	49,270.60	58,340.00	(9,069.40)	84.45%	70,000.00
58 Leisure / Group Sales			0.00		0.00	0.00	0.00		
5810 Promotion Items, Booth Develop	1,510.99	1,000.00	510.99	151.10%	13,409.89	10,000.00	3,409.89	134.10%	12,000.00
5820 Consumer & Trade Shows	1,475.00	0.00	1,475.00		21,440.82	15,000.00	6,440.82	142.94%	15,000.00
5840 State Fair Exhibit		400.00	(400.00)	0.00%	4,200.65	4,200.00	0.65	100.02%	5,000.00
5870 Shipping - Travel Shows	703.56	292.00	411.56	240.95%	3,522.79	2,920.00	602.79	120.64%	3,500.00
5880 Travel - Leisure/Group Sales		1,000.00	(1,000.00)	0.00%	12,659.90	10,300.00	2,359.90	122.91%	12,000.00
5885 Travel - Group FAMs	2,726.15	1,000.00	1,726.15	272.62%	6,525.04	10,000.00	(3,474.96)	65.25%	12,000.00
5890 Misc. Sales Opportunities		167.00	(167.00)	0.00%	0.00	1,670.00	(1,670.00)	0.00%	2,000.00
Total 58 Leisure / Group Sales	6,415.70	3,859.00	2,556.70	166.25%	61,759.09	54,090.00	7,669.09	114.18%	61,500.00
Total 1- MEDIA & WEBSITE	94,505.70	69,735.00	24,770.70	135.52%	718,695.12	712,850.00	5,845.12	100.82%	852,000.00
2- VISITOR SVS / PARTNERSHIPS			0.00		0.00	0.00	0.00		
Partnerships			0.00		0.00	0.00	0.00		
6550 Conferences & Seminars	2,656.00	1,000.00	1,656.00	265.60%	6,542.17	10,000.00	(3,457.83)	65.42%	12,000.00
6570 In-County Relations	2,633.42	500.00	2,133.42	526.68%	7,880.81	5,000.00	2,880.81	157.62%	6,000.00
6590 Memberships	1,700.00	667.00	1,033.00	254.87%	6,230.00	6,670.00	(440.00)	93.40%	8,000.00
6610 North Coast Tourism Council		0.00	0.00		11,000.00	10,000.00	1,000.00	110.00%	10,000.00
Total Partnerships	6,989.42	2,167.00	4,822.42	322.54%	31,652.98	31,670.00	(17.02)	99.95%	36,000.00
Visitor Services			0.00		0.00	0.00	0.00		
6720 Event & Festival Guides	2,413.62	4,000.00	(1,586.38)	60.34%	24,665.06	38,000.00	(13,334.94)	64.91%	50,000.00
6730 Incentives & Sponsorships	1,000.00	0.00	1,000.00		83,610.00	75,400.00	8,210.00	110.89%	71,400.00
6770 Visitor Centers & Signage		0.00	0.00		1,640.17	1,894.00	(253.83)	86.60%	2,000.00
Total Visitor Services	3,413.62	4,000.00	(586.38)	85.34%	109,915.23	115,294.00	(5,378.77)	95.33%	123,400.00
Total 2- VISITOR SVS / PARTNERSHIPS	10,403.04	6,167.00	4,236.04	168.69%	141,568.21	146,964.00	(5,395.79)	96.33%	159,400.00

Mendocino County Tourism Commission
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5/16/2019

	Apr 2019				Jul 2018 - Apr 2019				ANNUAL BUDGET
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget	
3- ADMIN EXPENSES			0.00		0.00	0.00	0.00		
General Admin			0.00		0.00	0.00	0.00		
7010 Accounting	262.50	642.00	(379.50)	40.89%	14,041.00	6,420.00	7,621.00	218.71%	7,700.00
7060 Bank Fees		42.00	(42.00)	0.00%	192.75	420.00	(227.25)	45.89%	500.00
7080 Board Development	603.29	0.00	603.29		1,811.15	3,581.00	(1,769.85)	50.58%	4,000.00
7090 Copying & Printing	279.76	167.00	112.76	167.52%	3,106.63	1,670.00	1,436.63	186.03%	2,000.00
7100 Dues & Subscriptions	2,012.97	300.00	1,712.97	670.99%	10,325.37	4,900.00	5,425.37	210.72%	5,500.00
7130 Legal Fees	690.00	250.00	440.00	276.00%	690.00	2,500.00	(1,810.00)	27.60%	3,000.00
7140 Licenses & Permits		0.00	0.00		0.00	100.00	(100.00)	0.00%	100.00
7150 Meeting Expenses	157.26	167.00	(9.74)	94.17%	2,796.14	1,670.00	1,126.14	167.43%	2,000.00
7200 Office Expense	2,312.49	595.00	1,717.49	388.65%	24,400.74	8,315.00	16,085.74	293.45%	9,500.00
7210 Postage & Shipping		1,250.00	(1,250.00)	0.00%	3,552.97	12,500.00	(8,947.03)	28.42%	15,000.00
7280 Travel Expenses	1,307.03	1,250.00	57.03	104.56%	9,515.78	12,500.00	(2,984.22)	76.13%	15,000.00
Total General Admin	7,625.30	4,663.00	2,962.30	163.53%	70,432.53	54,576.00	15,856.53	129.05%	64,300.00
Occupancy Costs			0.00		0.00	0.00	0.00		
7650 Rent	2,900.00	2,083.00	817.00	139.22%	26,350.00	20,830.00	5,520.00	126.50%	25,000.00
7660 Insurance		0.00	0.00		3,000.83	3,000.00	0.83	100.03%	3,000.00
7850 Repairs & Maintenance	8,114.47	500.00	7,614.47	1622.89%	18,849.46	6,500.00	12,349.46	289.99%	7,500.00
7890 Taxes		0.00	0.00		72.30	100.00	(27.70)	72.30%	100.00
7910 Telecommunication	729.72	500.00	229.72	145.94%	5,785.34	5,000.00	785.34	115.71%	6,000.00
7950 Utilities	1,662.26	708.00	954.26	234.78%	8,045.04	7,080.00	965.04	113.63%	8,500.00
7990 Depreciation Expense	234.39		234.39		1,629.28	0.00	1,629.28		0.00
Total Occupancy Costs	13,640.84	3,791.00	9,849.84	359.82%	63,732.25	42,510.00	21,222.25	149.92%	50,100.00
Total 3- ADMIN EXPENSES	21,266.14	8,454.00	12,812.14	251.55%	134,164.78	97,086.00	37,078.78	138.19%	114,400.00

Mendocino County Tourism Commission
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5/16/2019

	Apr 2019				Jul 2018 - Apr 2019				ANNUAL BUDGET
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget	
4- PERSONNEL			0.00		0.00	0.00	0.00		
8510 Salaries & Wages	32,226.27	28,034.00	4,192.27	114.95%	260,269.77	280,340.00	(20,070.23)	92.84%	336,404.00
8520 Paid Time Off			0.00		9,503.63	0.00	9,503.63		
8530 Payroll Taxes	2,465.29	1,792.00	673.29	137.57%	24,361.92	17,920.00	6,441.92	135.95%	21,500.00
8540 Payroll Processing Fees	49.00	28.00	21.00	175.00%	944.75	280.00	664.75	337.41%	336.00
8550 Workers Comp		0.00	0.00		1,950.00	3,000.00	(1,050.00)	65.00%	3,000.00
8570 Health Insurance	4,300.00	2,875.00	1,425.00	149.57%	25,640.00	28,750.00	(3,110.00)	89.18%	34,500.00
8580 Other Employee Benefits		292.00	(292.00)	0.00%	0.00	2,920.00	(2,920.00)	0.00%	3,500.00
8590 Contract Work	593.00	295.00	298.00	201.02%	7,653.00	2,950.00	4,703.00	259.42%	3,543.00
8615 Employee Recruitment	48.01	125.00	(76.99)	38.41%	301.06	1,250.00	(948.94)	24.08%	1,500.00
Total 4- PERSONNEL	39,681.57	33,441.00	6,240.57	118.66%	330,624.13	337,410.00	(6,785.87)	97.99%	404,283.00
Total Expenses	165,856.45	117,797.00	48,059.45	140.80%	1,325,052.24	1,294,310.00	30,742.24	102.38%	1,530,083.00
Net Operating Income	(105,042.52)	(5,342.24)	(99,700.28)	1966.26%	(82,564.54)	(162,262.40)	79,697.86	50.88%	(200,000.00)
Net Income	(105,042.52)	(5,342.24)	(99,700.28)	1966.26%	(82,564.54)	(162,262.40)	79,697.86	50.88%	(200,000.00)
Budget Adjustment									
Previous Year Carryover	0.00	16,666.67	(16,666.67)	0.00%	0.00	166,666.70	(166,666.70)	0.00%	200,000.00
BALANCE	(105,042.52)	11,324.43	(116,366.95)	-927.57%	(82,564.54)	4,404.30	(86,968.84)	-1874.63%	0.00

Mendocino County Tourism Commission

Balance Sheet

5/16/2019

As of April 30, 2019

	As of Apr 30, 2019	As of Apr 30, 2018	Change	% Change
ASSETS				
Current Assets				
Bank Accounts				
1015 MLCU Checking	114,220.52	287,373.33	(173,152.81)	-60.25%
1020 MLCU Savings	153,158.13	132,263.91	20,894.22	15.80%
1030 Cash drawer	100.00	100.00	0.00	0.00%
Total Bank Accounts	267,478.65	419,737.24	(152,258.59)	-36.27%
Accounts Receivable				
1100 Accounts Receivable	284,731.48	362,490.82	(77,759.34)	-21.45%
Total Accounts Receivable	284,731.48	362,490.82	(77,759.34)	-21.45%
Other Current Assets				
1230 Prepaid Expenses	2,777.85	8,083.14	(5,305.29)	-65.63%
1250 Refundable Deposits	3,736.00	2,550.00	1,186.00	46.51%
Total Other Current Assets	6,513.85	10,633.14	(4,119.29)	-38.74%
Total Current Assets	558,723.98	792,861.20	(234,137.22)	-29.53%
Fixed Assets				
1510 Furniture and Equipment	61,789.14	46,385.00	15,404.14	33.21%
1600 Accumulated Depreciation	(48,014.28)	(46,385.00)	(1,629.28)	-3.51%
Total Fixed Assets	13,774.86	0.00	13,774.86	
Other Assets				
1700 Website Development	0.00	70,000.00	(70,000.00)	-100.00%
1750 Accumulated Amortization	0.00	(70,000.00)	70,000.00	100.00%
Total Other Assets	0.00	0.00	0.00	
TOTAL ASSETS	572,498.84	792,861.20	(220,362.36)	-27.79%
LIABILITIES AND EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 Accounts Payable	25,544.37	23,425.44	2,118.93	9.05%
Total Accounts Payable	25,544.37	23,425.44	2,118.93	9.05%
Other Current Liabilities				
2800 Sales Tx Payable	0.00	69.60	(69.60)	-100.00%
Payroll Liabilities				
2210 Federal Taxes (941/944)	707.62	0.00	707.62	
2220 CA PIT / SDI	46.25	0.00	46.25	
2230 CA SUI / ETT	0.00	179.32	(179.32)	-100.00%
2240 FUTA Payable	0.00	18.87	(18.87)	-100.00%
2270 Accrued Payroll	11,714.17	8,650.17	3,064.00	35.42%
2275 Accrued PTO	2,805.90	440.48	2,365.42	537.01%
Total Payroll Liabilities	15,273.94	9,288.84	5,985.10	64.43%

Mendocino County Tourism Commission
Balance Sheet
As of April 30, 2019

5/16/2019

	As of Apr 30, 2019	As of Apr 30, 2018	Change	% Change
Total Other Current Liabilities	15,273.94	9,358.44	5,915.50	63.21%
Total Current Liabilities	40,818.31	32,783.88	8,034.43	24.51%
Total Liabilities	40,818.31	32,783.88	8,034.43	24.51%
Equity				
3100 Contingency-Restricted	152,650.09	132,044.00	20,606.09	15.61%
3900 Unrestricted Net Assets (RE)	461,594.98	521,031.74	(59,436.76)	-11.41%
Net Income	(82,564.54)	107,001.58	(189,566.12)	-177.16%
Total Equity	531,680.53	760,077.32	(228,396.79)	-30.05%
TOTAL LIABILITIES AND EQUITY	572,498.84	792,861.20	(220,362.36)	-27.79%

Mendocino County Tourism Commission

Profit and Loss Comparison

July 2018 - April 2019

5/16/2019

	Jul 2018 - Apr 2019	Jul 2017 - Apr 2018	Change	% Change
Income				
4030 County BID	746,496.70	738,765.90	7,730.80	1.05%
4031 County BID adjustments	95,024.97	56,795.43	38,229.54	67.31%
4035 County 50% Match	394,100.00	362,940.00	31,160.00	8.59%
Other Income			0.00	
4830 Event Brochure Ads	1,350.00	0.00	1,350.00	
4940 Misc. Income	5,250.00	7,979.00	(2,729.00)	-34.20%
4950 Interest Income	266.03	106.06	159.97	150.83%
Total Other Income	6,866.03	8,085.06	(1,219.03)	-15.08%
Total Income	1,242,487.70	1,166,586.39	75,901.31	6.51%
Gross Profit	1,242,487.70	1,166,586.39	75,901.31	6.51%
Expenses				
1- MEDIA & WEBSITE			0.00	
50 Advertising / Media			0.00	
5130 Print & Online Advertising	404,960.11	224,483.03	180,477.08	80.40%
5150 Ad Development/Design	17,475.00	2,738.83	14,736.17	538.05%
5170 Photography	324.00	607.58	(283.58)	-46.67%
5240 Research & Development	10,000.00		10,000.00	
5280 Video Development	5,294.42	52,234.72	(46,940.30)	-89.86%
Total 50 Advertising / Media	438,053.53	280,064.16	157,989.37	56.41%
55 Marketing / Public Relations			0.00	
5510 Public Relations Contract	66,666.60	72,066.60	(5,400.00)	-7.49%
5520 Marketing Agency Contract	83,330.00	83,330.00	0.00	0.00%
5530 Marketing & Comm. Coordinator		55,000.00	(55,000.00)	-100.00%
5540 Clipping Service	5,488.22	5,755.97	(267.75)	-4.65%
5550 In-Market PR Stunts	290.20	216.00	74.20	34.35%
5560 Media Events	3,454.03	5,980.22	(2,526.19)	-42.24%
5610 Travel -PR Related	3,537.44	4,408.37	(870.93)	-19.76%
5680 Visiting Media FAM Expenses	6,845.41	8,903.76	(2,058.35)	-23.12%
Total 55 Marketing / Public Relations	169,611.90	235,660.92	(66,049.02)	-28.03%
57 Website Maint / Development			0.00	
5710 Interactive Media Coordinator	25,000.00	25,000.00	0.00	0.00%
5740 Content Creation	6,138.63		6,138.63	
5750 Development/ Maintenance	17,074.42	7,600.00	9,474.42	124.66%
5780 Interactive Marketing	1,057.55	2,058.69	(1,001.14)	-48.63%
Total 57 Website Maint / Development	49,270.60	34,658.69	14,611.91	42.16%

Mendocino County Tourism Commission

Profit and Loss Comparison

5/16/2019

July 2018 - April 2019

	Jul 2018 - Apr 2019	Jul 2017 - Apr 2018	Change	% Change
58 Leisure / Group Sales			0.00	
5805 Sales Manager Contract		41,666.60	(41,666.60)	-100.00%
5810 Promotion Items, Booth Develop	13,409.89	20,919.44	(7,509.55)	-35.90%
5820 Consumer & Trade Shows	21,440.82	15,366.24	6,074.58	39.53%
5840 State Fair Exhibit	4,200.65		4,200.65	
5870 Shipping - Travel Shows	3,522.79	1,910.08	1,612.71	84.43%
5880 Travel - Leisure/Group Sales	12,659.90	9,541.25	3,118.65	32.69%
5885 Travel - Group FAMs	6,525.04	2,005.57	4,519.47	225.35%
5890 Misc. Sales Opportunities		292.46	(292.46)	-100.00%
Total 58 Leisure / Group Sales	61,759.09	91,701.64	(29,942.55)	-32.65%
Total 1- MEDIA & WEBSITE	718,695.12	642,085.41	76,609.71	11.93%
2- VISITOR SVS / PARTNERSHIPS			0.00	
Partnerships			0.00	
6550 Conferences & Seminars	6,542.17	2,131.95	4,410.22	206.86%
6570 In-County Relations	7,880.81	2,403.07	5,477.74	227.95%
6590 Memberships	6,230.00	9,186.28	(2,956.28)	-32.18%
6610 North Coast Tourism Council	11,000.00	10,000.00	1,000.00	10.00%
Total Partnerships	31,652.98	23,721.30	7,931.68	33.44%
Visitor Services			0.00	
6720 Event & Festival Guides	24,665.06	38,543.79	(13,878.73)	-36.01%
6730 Incentives & Sponsorships	83,610.00	42,512.50	41,097.50	96.67%
6770 Visitor Centers & Signage	1,640.17	265.71	1,374.46	517.28%
Retail Store		895.00	(895.00)	-100.00%
Total Visitor Services	109,915.23	82,217.00	27,698.23	33.69%
Total 2- VISITOR SVS / PARTNERSHIPS	141,568.21	105,938.30	35,629.91	33.63%
3- ADMIN EXPENSES			0.00	
General Admin			0.00	
7010 Accounting	14,041.00	17,692.44	(3,651.44)	-20.64%
7060 Bank Fees	192.75	466.94	(274.19)	-58.72%
7080 Board Development	1,811.15	3,417.87	(1,606.72)	-47.01%
7090 Copying & Printing	3,106.63	1,932.78	1,173.85	60.73%
7100 Dues & Subscriptions	10,325.37		10,325.37	
7130 Legal Fees	690.00	1,882.50	(1,192.50)	-63.35%
7140 Licenses & Permits		105.00	(105.00)	-100.00%
7150 Meeting Expenses	2,796.14	2,847.65	(51.51)	-1.81%
7200 Office Expense	24,400.74	15,703.51	8,697.23	55.38%
7210 Postage & Shipping	3,552.97	3,976.01	(423.04)	-10.64%
7280 Travel Expenses	9,515.78	9,716.00	(200.22)	-2.06%
Total General Admin	70,432.53	57,740.70	12,691.83	21.98%

Mendocino County Tourism Commission
Profit and Loss Comparison
 July 2018 - April 2019

5/16/2019

	Jul 2018 - Apr 2019	Jul 2017 - Apr 2018	Change	% Change
Occupancy Costs			0.00	
7650 Rent	26,350.00	19,500.00	6,850.00	35.13%
7660 Insurance	3,000.83	2,681.78	319.05	11.90%
7850 Repairs & Maintenance	18,849.46	5,205.00	13,644.46	262.14%
7890 Taxes	72.30	72.31	(0.01)	-0.01%
7910 Telecommunication	5,785.34	5,575.36	209.98	3.77%
7950 Utilities	8,045.04	6,640.72	1,404.32	21.15%
7990 Depreciation Expense	1,629.28		1,629.28	
Total Occupancy Costs	63,732.25	39,675.17	24,057.08	60.64%
Total 3- ADMIN EXPENSES	134,164.78	97,415.87	36,748.91	37.72%
4- PERSONNEL			0.00	
8510 Salaries & Wages	260,269.77	168,217.16	92,052.61	54.72%
8520 Paid Time Off	9,503.63	1,283.44	8,220.19	640.48%
8530 Payroll Taxes	24,361.92	15,830.16	8,531.76	53.90%
8540 Payroll Processing Fees	944.75	730.59	214.16	29.31%
8550 Workers Comp	1,950.00	2,788.00	(838.00)	-30.06%
8570 Health Insurance	25,640.00		25,640.00	
8571 Health Ins		15,971.50	(15,971.50)	-100.00%
8580 Other Employee Benefits		485.48	(485.48)	-100.00%
8590 Contract Work	7,653.00	8,212.00	(559.00)	-6.81%
8615 Employee Recruitment	301.06	626.90	(325.84)	-51.98%
Total 4- PERSONNEL	330,624.13	214,145.23	116,478.90	54.39%
Total Expenses	1,325,052.24	1,059,584.81	265,467.43	25.05%
Net Operating Income	(82,564.54)	107,001.58	(189,566.12)	-177.16%
Net Income	(82,564.54)	107,001.58	(189,566.12)	-177.16%

Mendocino County Tourism Commission, Inc.
Statement of Cash Flows

5/16/2019
 Accrual Basis

As of April 30, 2019

	<u>Apr 2019</u>	<u>Jul 18 - Apr 19</u>
<u>Cash Flows from Operating Activities</u>		
Net Income	(105,042.52)	(82,564.54)
Adjustments to Reconcile Net Income to Net Cash		
(Increase)Decrease in Accounts Receivable	20,597.82	48,951.90
(Increase)Decrease in Prepaid Expenses	698.35	4,606.29
(Increase)Decrease in Refundable Deposits	0.00	(900.00)
(Increase)Decrease in Accounts Payable	(1,414.58)	(65,791.92)
(Increase)Decrease in Payroll Liabilities	(1,311.13)	(528.08)
(Increase)Decrease in Sales Tx Payable	0.00	(69.60)
Total Adjustments to Reconcile Net Income to Net Cash	<u>18,570.46</u>	<u>(13,731.41)</u>
Net cash provided by Operating Activities	<u>(86,472.06)</u>	<u>(96,295.95)</u>
<u>Cash Flows from Investing Activities</u>		
(Increase)Decrease in Furniture & Equipment	0.00	(15,404.14)
(Increase)Decrease in Accumulated Depreciation	234.39	1,629.28
Net cash provided by Investing Activities	<u>234.39</u>	<u>(13,774.86)</u>
<u>Cash Flows from Financing Activities</u>		
Net cash provided by Financing Activities	<u>0.00</u>	<u>0.00</u>
Net Increase(Decrease) in Cash	(86,237.67)	(110,070.81)
Cash at Beginning of period	353,716.32	377,549.46
Cash at End of period	<u>267,478.65</u>	<u>267,478.65</u>