

# Mendocino County Tourism Commission

## Balance Sheet Comparison

As of April 30, 2021

	TOTAL			
	AS OF APR 30, 2021	AS OF APR 30, 2020 (PY)	CHANGE	% CHANGE
<b>ASSETS</b>				
Current Assets				
Bank Accounts				
1005 SBMC Checking	308,910.82		308,910.82	
1010 SBMC Contingency/Savings	408,068.36		408,068.36	
1015 MLCU Checking	0.00	142,343.45	-142,343.45	-100.00 %
1020 MLCU Savings	0.00	58,414.52	-58,414.52	-100.00 %
1030 Cash drawer	100.00	100.00	0.00	0.00 %
<b>Total Bank Accounts</b>	<b>\$717,079.18</b>	<b>\$200,857.97</b>	<b>\$516,221.21</b>	<b>257.01 %</b>
Accounts Receivable				
1100 Accounts Receivable	302,959.23	250,625.56	52,333.67	20.88 %
<b>Total Accounts Receivable</b>	<b>\$302,959.23</b>	<b>\$250,625.56</b>	<b>\$52,333.67</b>	<b>20.88 %</b>
Other Current Assets				
1230 Prepaid Expenses	17,725.04	8,801.67	8,923.37	101.38 %
1250 Refundable Deposits	4,150.00	4,150.00	0.00	0.00 %
1270 Receivable Other	0.00	12,700.00	-12,700.00	-100.00 %
<b>Total Other Current Assets</b>	<b>\$21,875.04</b>	<b>\$25,651.67</b>	<b>\$-3,776.63</b>	<b>-14.72 %</b>
<b>Total Current Assets</b>	<b>\$1,041,913.45</b>	<b>\$477,135.20</b>	<b>\$564,778.25</b>	<b>118.37 %</b>
Fixed Assets				
1510 Furniture and Equipment	21,715.54	64,723.50	-43,007.96	-66.45 %
1600 Accumulated Depreciation	-9,576.00	-52,951.16	43,375.16	81.92 %
<b>Total Fixed Assets</b>	<b>\$12,139.54</b>	<b>\$11,772.34</b>	<b>\$367.20</b>	<b>3.12 %</b>
<b>TOTAL ASSETS</b>	<b>\$1,054,052.99</b>	<b>\$488,907.54</b>	<b>\$565,145.45</b>	<b>115.59 %</b>
<b>LIABILITIES AND EQUITY</b>				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 Accounts Payable	20,163.10	9,774.29	10,388.81	106.29 %
<b>Total Accounts Payable</b>	<b>\$20,163.10</b>	<b>\$9,774.29</b>	<b>\$10,388.81</b>	<b>106.29 %</b>
Other Current Liabilities				
2100 Accrued Expenses	0.00	3,385.00	-3,385.00	-100.00 %
2150 Other Liabilities-County Match	0.00	33,863.22	-33,863.22	-100.00 %
2300 Loan Payable	20,537.50		20,537.50	
Payroll Liabilities				
2230 CA SUI / ETT	50.22	0.00	50.22	
2240 FUTA Payable	98.94	0.00	98.94	
2270 Accrued Payroll	7,954.64	6,744.33	1,210.31	17.95 %
2275 Accrued PTO	7,279.76	7,692.31	-412.55	-5.36 %
<b>Total Payroll Liabilities</b>	<b>15,383.56</b>	<b>14,436.64</b>	<b>946.92</b>	<b>6.56 %</b>
<b>Total Other Current Liabilities</b>	<b>\$35,921.06</b>	<b>\$51,684.86</b>	<b>\$-15,763.80</b>	<b>-30.50 %</b>
<b>Total Current Liabilities</b>	<b>\$56,084.16</b>	<b>\$61,459.15</b>	<b>\$-5,374.99</b>	<b>-8.75 %</b>

# Mendocino County Tourism Commission

## Balance Sheet Comparison

As of April 30, 2021

	TOTAL			
	AS OF APR 30, 2021	AS OF APR 30, 2020 (PY)	CHANGE	% CHANGE
<b>Total Liabilities</b>	<b>\$56,084.16</b>	<b>\$61,459.15</b>	<b>\$ -5,374.99</b>	<b>-8.75 %</b>
Equity				
3100 Contingency-Restricted	152,650.09	152,650.09	0.00	0.00 %
3900 Unrestricted Net Assets (RE)	346,620.83	341,290.15	5,330.68	1.56 %
Net Income	498,697.91	-66,491.85	565,189.76	850.01 %
<b>Total Equity</b>	<b>\$997,968.83</b>	<b>\$427,448.39</b>	<b>\$570,520.44</b>	<b>133.47 %</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$1,054,052.99</b>	<b>\$488,907.54</b>	<b>\$565,145.45</b>	<b>115.59 %</b>

**Mendocino County Tourism Commission**  
**Budget vs. Actuals: FY 20-21 Summary**  
 July 2020 - April 2021

	Apr 2021				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
<b>Income</b>								
4030 County BID	47,100	47,100	0	100.00%	471,000	470,999	1	100.00%
4031 County BID adjustments	114,559		114,559		202,860	0	202,860	
4035 County 50% Match	33,911	22,959	10,952	147.70%	339,120	229,590	109,530	147.71%
4050 NCTC Administration			0		1,410	0	1,410	
Other Income			0		2,036	0	2,036	
<b>Total Income</b>	<b>\$ 195,570</b>	<b>\$ 70,059</b>	<b>\$ 125,511</b>	<b>279.15%</b>	<b>\$ 1,016,425</b>	<b>\$ 700,589</b>	<b>\$ 315,836</b>	<b>145.08%</b>
<b>Gross Profit</b>	<b>\$ 195,570</b>	<b>\$ 70,059</b>	<b>\$ 125,511</b>	<b>279.15%</b>	<b>\$ 1,016,425</b>	<b>\$ 700,589</b>	<b>\$ 315,836</b>	<b>145.08%</b>
<b>Expenses</b>								
1- MEDIA & WEBSITE	27,827	36,910	-9,084	75.39%	209,570	370,103	-160,533	56.62%
2- VISITOR SVS / PARTNERSHIPS	1,211	5,961	-4,750	20.32%	40,939	59,610	-18,671	68.68%
3- ADMIN EXPENSES	16,816	13,503	3,313	124.54%	124,374	99,381	24,993	125.15%
4- PERSONNEL	17,636	17,316	319	101.84%	165,597	173,165	-7,568	95.63%
<b>Total Expenses</b>	<b>\$ 63,489</b>	<b>\$ 73,690</b>	<b>\$ -10,201</b>	<b>86.16%</b>	<b>\$ 540,480</b>	<b>\$ 702,258</b>	<b>\$ -161,778</b>	<b>76.96%</b>
<b>Net Operating Income</b>	<b>\$ 132,081</b>	<b>\$ -3,632</b>	<b>\$ 135,713</b>	<b>-3637.03%</b>	<b>\$ 475,945</b>	<b>\$ -1,669</b>	<b>\$ 477,615</b>	<b>-28513.73%</b>
<b>Other Income</b>								
9000 SBA PPP Funding	15,325		15,325		22,753	0	22,753	
<b>Total Other Income</b>	<b>\$ 15,325</b>	<b>\$ 0</b>	<b>\$ 15,325</b>		<b>\$ 22,753</b>	<b>\$ 0</b>	<b>\$ 22,753</b>	
<b>Net Other Income</b>	<b>\$ 15,325</b>	<b>\$ 0</b>	<b>\$ 15,325</b>		<b>\$ 22,753</b>	<b>\$ 0</b>	<b>\$ 22,753</b>	
<b>Net Income</b>	<b>\$ 147,406</b>	<b>\$ -3,632</b>	<b>\$ 151,037</b>	<b>-4059.02%</b>	<b>\$ 498,698</b>	<b>\$ -1,669</b>	<b>\$ 500,367</b>	<b>-29876.82%</b>

**Mendocino County Tourism Commission**  
**Budget vs. Actuals: Detail**  
 July 2020 - April 2021

	Apr 2021				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
<b>Income</b>								
4030 County BID	47,100	47,100	0	100.00%	471,000	470,999	1	100.00%
4031 County BID adjustments	114,559		114,559		202,860	0	202,860	
4035 County 50% Match	33,911	22,959	10,952	147.70%	339,120	229,590	109,530	147.71%
4050 NCTC Administration			0		1,410	0	1,410	
Other Income			0		0	0	0	
4250 Cooperative Advertising			0		350	0	350	
4830 Event Brochure Ads			0		705	0	705	
4940 Misc. Income			0		915	0	915	
4950 Interest Income			0		65	0	65	
<b>Total Other Income</b>	<b>\$ 0</b>	<b>\$ 0</b>	<b>\$ 0</b>		<b>\$ 2,036</b>	<b>\$ 0</b>	<b>\$ 2,036</b>	
<b>Total Income</b>	<b>\$ 195,570</b>	<b>\$ 70,059</b>	<b>\$ 125,511</b>	<b>279.15%</b>	<b>\$ 1,016,425</b>	<b>\$ 700,589</b>	<b>\$ 315,836</b>	<b>145.08%</b>
<b>Gross Profit</b>	<b>\$ 195,570</b>	<b>\$ 70,059</b>	<b>\$ 125,511</b>	<b>279.15%</b>	<b>\$ 1,016,425</b>	<b>\$ 700,589</b>	<b>\$ 315,836</b>	<b>145.08%</b>
<b>Expenses</b>								
1- MEDIA & WEBSITE			0		0	0	0	
50 Advertising / Media			0		0	0	0	
5130 Print & Online Advertising	14,071	15,658	-1,587	89.87%	65,729	156,583	-90,855	41.98%
5150 Ad Development/Design	1,000	833	167	120.00%	4,454	8,333	-3,879	53.45%
5170 Photography		200	-200	0.00%	173	2,000	-1,827	8.63%
5240 Research & Development		500	-500	0.00%	9,810	5,000	4,810	196.20%
5290 Marketing Contingency		833	-833	0.00%	0	8,333	-8,333	0.00%
<b>Total 50 Advertising / Media</b>	<b>\$ 15,071</b>	<b>\$ 18,025</b>	<b>\$ -2,954</b>	<b>83.61%</b>	<b>\$ 80,165</b>	<b>\$ 180,250</b>	<b>\$ -100,085</b>	<b>44.47%</b>
55 Marketing / Public Relations			0		0	0	0	
5510 Public Relations Contract	7,500	7,850	-350	95.54%	75,000	78,500	-3,500	95.54%
5520 Marketing Agency Contract		694	-694	0.00%	0	6,944	-6,944	0.00%
5540 Clipping Service		750	-750	0.00%	6,091	7,500	-1,409	81.22%
5560 Media Events	60	792	-732	7.58%	2,561	7,917	-5,356	32.35%
5610 Travel -PR Related		83	-83	0.00%	-274	833	-1,108	-32.92%
5680 Visiting Media FAM Expenses	1,669	1,000	669	166.93%	7,741	10,000	-2,259	77.41%
<b>Total 55 Marketing / Public Relations</b>	<b>\$ 9,229</b>	<b>\$ 11,169</b>	<b>\$ -1,940</b>	<b>82.63%</b>	<b>\$ 91,119</b>	<b>\$ 111,694</b>	<b>\$ -20,575</b>	<b>81.58%</b>
57 Website Maint / Development			0		0	0	0	
5710 Interactive Media Coordinator	2,500	2,500	0	100.00%	22,500	25,000	-2,500	90.00%
5740 Content Creation		2,500	-2,500	0.00%	146	25,000	-24,854	0.59%
5750 Development/ Maintenance	656	500	156	131.15%	9,810	5,000	4,810	196.20%
5780 Interactive Marketing	30		30		5,275	0	5,275	
<b>Total 57 Website Maint / Development</b>	<b>\$ 3,186</b>	<b>\$ 5,500</b>	<b>\$ -2,314</b>	<b>57.92%</b>	<b>\$ 37,731</b>	<b>\$ 55,000</b>	<b>\$ -17,269</b>	<b>68.60%</b>
58 Leisure / Group Sales			0		0	0	0	
5810 Promotion Items, Booth Develop	161	792	-631	20.30%	261	7,917	-7,655	3.30%
5820 Consumer & Trade Shows		338	-338	0.00%	130	3,375	-3,245	3.85%
5840 State Fair Exhibit		0	0		0	1,000	-1,000	0.00%
5870 Shipping - Travel Shows	180	208	-29	86.16%	2,130	2,083	47	102.25%
5880 Travel - Leisure/Group Sales		495	-495	0.00%	-1,967	4,950	-6,917	-39.74%
5885 Travel - Group FAMs		333	-333	0.00%	0	3,333	-3,333	0.00%
5890 Misc. Sales Opportunities		50	-50	0.00%	0	500	-500	0.00%

**Mendocino County Tourism Commission**  
**Budget vs. Actuals: Detail**  
 July 2020 - April 2021

	Apr 2021				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Total 58 Leisure / Group Sales	\$ 340	\$ 2,216	\$ -1,876	15.35%	\$ 554	\$ 23,158	\$ -22,604	2.39%
Total 1- MEDIA & WEBSITE	\$ 27,827	\$ 36,910	\$ -9,084	75.39%	\$ 209,570	\$ 370,103	\$ -160,533	56.62%
2- VISITOR SVS / PARTNERSHIPS			0		0	0	0	
Partnerships			0		0	0	0	
6570 In-County Relations		1,025	-1,025	0.00%	3,225	10,250	-7,025	31.47%
6590 Memberships		550	-550	0.00%	3,788	5,500	-1,713	68.86%
6610 North Coast Tourism Council	0	917	-917	0.00%	6,826	9,167	-2,340	74.47%
Total Partnerships	\$ 0	\$ 2,492	\$ -2,492	0.00%	\$ 13,839	\$ 24,917	\$ -11,077	55.54%
Visitor Services			0		0	0	0	
6720 Event & Festival Guides	525	1,400	-875	37.50%	6,387	14,000	-7,613	45.62%
6730 Incentives & Sponsorships	486	1,653	-1,167	29.41%	18,666	16,527	2,140	112.95%
6770 Visitor Centers & Signage	200	417	-217	48.00%	2,047	4,167	-2,120	49.12%
Total Visitor Services	\$ 1,211	\$ 3,469	\$ -2,258	34.91%	\$ 27,100	\$ 34,693	\$ -7,593	78.11%
Total 2- VISITOR SVS / PARTNERSHIPS	\$ 1,211	\$ 5,961	\$ -4,750	20.32%	\$ 40,939	\$ 59,610	\$ -18,671	68.68%
3- ADMIN EXPENSES			0		0	0	0	
General Admin			0		0	0	0	
7010 Accounting	1,825	2,143	-318	85.15%	28,600	21,433	7,167	133.44%
7060 Bank Fees	44	50	-6	88.00%	128	500	-372	25.60%
7080 Board Development	7,102	5,169	1,933	137.39%	21,294	16,044	5,250	132.72%
7090 Copying & Printing	116	200	-84	58.15%	1,105	2,000	-895	55.26%
7100 Dues & Subscriptions	2,496	917	1,579	272.29%	15,001	9,167	5,834	163.64%
7130 Legal Fees		250	-250	0.00%	1,896	2,500	-604	75.84%
7140 Licenses & Permits	0	8	-8	0.00%	0	83	-83	0.00%
7150 Meeting Expenses	20	50	-30	40.68%	268	500	-232	53.58%
7200 Office Expense	261	296	-35	88.15%	3,781	2,958	823	127.81%
7210 Postage & Shipping	5	75	-70	6.65%	439	750	-311	58.59%
7280 Travel Expenses	633	500	133	126.57%	3,226	5,000	-1,774	64.52%
Total General Admin	\$ 12,502	\$ 9,658	\$ 2,844	129.45%	\$ 75,738	\$ 60,935	\$ 14,803	124.29%
Occupancy Costs			0		0	0	0	
7650 Rent	2,350	1,983	367	118.49%	23,500	19,833	3,667	118.49%
7660 Insurance	217	188	29	115.56%	2,266	1,875	391	120.88%
7850 Repairs & Maintenance	320	460	-140	69.55%	5,186	4,600	586	112.73%
7890 Taxes		5	-5	0.00%	124	54	70	229.28%
7910 Telecommunication	692	450	242	153.87%	7,682	4,500	3,182	170.72%
7950 Utilities	373	758	-386	49.13%	6,001	7,583	-1,582	79.14%
7990 Depreciation Expense	362		362		3,876	0	3,876	
Total Occupancy Costs	\$ 4,314	\$ 3,845	\$ 469	112.20%	\$ 48,636	\$ 38,446	\$ 10,190	126.50%
Total 3- ADMIN EXPENSES	\$ 16,816	\$ 13,503	\$ 3,313	124.54%	\$ 124,374	\$ 99,381	\$ 24,993	125.15%
4- PERSONNEL			0		0	0	0	
8510 Salaries & Wages	13,683	13,167	517	103.92%	127,769	131,667	-3,897	97.04%
8515 Bereavement Pay	0		0		1,188	0	1,188	
8520 Paid Time Off	662	924	-262	71.65%	5,488	9,238	-3,750	59.41%
8530 Payroll Taxes	1,186	1,109	77	106.93%	12,385	11,093	1,292	111.65%
8540 Payroll Processing Fees			0		824	0	824	

**Mendocino County Tourism Commission**  
**Budget vs. Actuals: Detail**  
 July 2020 - April 2021

	Apr 2021				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
8550 Workers Comp	204	250	-46	81.70%	2,043	2,500	-458	81.70%
8570 Health Insurance Allowance	1,200	1,200	0	100.00%	12,000	12,000	0	100.00%
8580 Other Employee Benefits		17	-17	0.00%	0	167	-167	0.00%
8590 Contract Work	700	650	50	107.69%	3,899	6,500	-2,601	59.99%
<b>Total 4- PERSONNEL</b>	<b>\$ 17,636</b>	<b>\$ 17,316</b>	<b>\$ 319</b>	<b>101.84%</b>	<b>\$ 165,597</b>	<b>\$ 173,165</b>	<b>\$ -7,568</b>	<b>95.63%</b>
<b>Total Expenses</b>	<b>\$ 63,489</b>	<b>\$ 73,690</b>	<b>\$ -10,201</b>	<b>86.16%</b>	<b>\$ 540,480</b>	<b>\$ 702,258</b>	<b>\$ -161,778</b>	<b>76.96%</b>
<b>Net Operating Income</b>	<b>\$ 132,081</b>	<b>\$ -3,632</b>	<b>\$ 135,713</b>	<b>-3637.03%</b>	<b>\$ 475,945</b>	<b>\$ -1,669</b>	<b>\$ 477,615</b>	<b>-28513.73%</b>
<b>Other Income</b>								
9000 SBA PPP Funding	15,325		15,325		22,753	0	22,753	
<b>Total Other Income</b>	<b>\$ 15,325</b>	<b>\$ 0</b>	<b>\$ 15,325</b>		<b>\$ 22,753</b>	<b>\$ 0</b>	<b>\$ 22,753</b>	
<b>Net Other Income</b>	<b>\$ 15,325</b>	<b>\$ 0</b>	<b>\$ 15,325</b>		<b>\$ 22,753</b>	<b>\$ 0</b>	<b>\$ 22,753</b>	
<b>Net Income</b>	<b>\$ 147,406</b>	<b>\$ -3,632</b>	<b>\$ 151,037</b>	<b>-4059.02%</b>	<b>\$ 498,698</b>	<b>\$ -1,669</b>	<b>\$ 500,367</b>	<b>-29876.82%</b>

# Mendocino County Tourism Commission

## Statement of Cash Flows

July 2020 - April 2021

	TOTAL
<b>OPERATING ACTIVITIES</b>	
Net Income	498,697.91
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1100 Accounts Receivable	-121,625.03
1230 Prepaid Expenses	-8,263.37
2000 Accounts Payable	8,500.86
2100 Accrued Expenses	-3,840.00
2210 Payroll Liabilities:Federal Taxes (941/944)	0.00
2220 Payroll Liabilities:CA PIT / SDI	0.00
2230 Payroll Liabilities:CA SUI / ETT	50.22
2240 Payroll Liabilities:FUTA Payable	98.94
2270 Payroll Liabilities:Accrued Payroll	690.37
2275 Payroll Liabilities:Accrued PTO	-1,795.08
2300 Loan Payable	20,537.50
Direct Deposit Payable	0.00
<b>Total Adjustments to reconcile Net Income to Net Cash provided by operations:</b>	<b>-105,645.59</b>
<b>Net cash provided by operating activities</b>	<b>\$393,052.32</b>
<b>INVESTING ACTIVITIES</b>	
1510 Furniture and Equipment	1,483.41
1600 Accumulated Depreciation	942.00
<b>Net cash provided by investing activities</b>	<b>\$2,425.41</b>
<b>NET CASH INCREASE FOR PERIOD</b>	<b>\$395,477.73</b>
Cash at beginning of period	321,601.45
<b>CASH AT END OF PERIOD</b>	<b>\$717,079.18</b>

# Mendocino County Tourism Commission

## Profit and Loss Comparison

April 2021

	TOTAL			
	APR 2021	APR 2020 (PY)	CHANGE	% CHANGE
<b>Income</b>				
4030 County BID	47,100.00	43,334.00	3,766.00	8.69 %
4031 County BID adjustments	114,559.23	-71,513.50	186,072.73	260.19 %
4035 County 50% Match	33,911.00	6,767.58	27,143.42	401.08 %
<b>Other Income</b>				
4940 Misc. Income		300.00	-300.00	-100.00 %
4950 Interest Income		9.60	-9.60	-100.00 %
<b>Total Other Income</b>		<b>309.60</b>	<b>-309.60</b>	<b>-100.00 %</b>
<b>Total Income</b>	<b>\$195,570.23</b>	<b>\$ -21,102.32</b>	<b>\$216,672.55</b>	<b>1,026.77 %</b>
<b>GROSS PROFIT</b>	<b>\$195,570.23</b>	<b>\$ -21,102.32</b>	<b>\$216,672.55</b>	<b>1,026.77 %</b>
<b>Expenses</b>				
<b>1- MEDIA &amp; WEBSITE</b>				
<b>50 Advertising / Media</b>				
5130 Print & Online Advertising	14,071.40		14,071.40	
5150 Ad Development/Design	1,000.00		1,000.00	
<b>Total 50 Advertising / Media</b>	<b>15,071.40</b>		<b>15,071.40</b>	
<b>55 Marketing / Public Relations</b>				
5510 Public Relations Contract	7,500.00	7,643.50	-143.50	-1.88 %
5520 Marketing Agency Contract		8,333.00	-8,333.00	-100.00 %
5560 Media Events	60.00	-1,120.47	1,180.47	105.35 %
5680 Visiting Media FAM Expenses	1,669.33		1,669.33	
<b>Total 55 Marketing / Public Relations</b>	<b>9,229.33</b>	<b>14,856.03</b>	<b>-5,626.70</b>	<b>-37.87 %</b>
<b>57 Website Maint / Development</b>				
5710 Interactive Media Coordinator	2,500.00	2,500.00	0.00	0.00 %
5750 Development/ Maintenance	655.76	1,656.00	-1,000.24	-60.40 %
5780 Interactive Marketing	29.95	210.56	-180.61	-85.78 %
<b>Total 57 Website Maint / Development</b>	<b>3,185.71</b>	<b>4,366.56</b>	<b>-1,180.85</b>	<b>-27.04 %</b>
<b>58 Leisure / Group Sales</b>				
5810 Promotion Items, Booth Develop	160.73		160.73	
5870 Shipping - Travel Shows	179.50		179.50	
5880 Travel - Leisure/Group Sales		311.66	-311.66	-100.00 %
<b>Total 58 Leisure / Group Sales</b>	<b>340.23</b>	<b>311.66</b>	<b>28.57</b>	<b>9.17 %</b>
<b>Total 1- MEDIA &amp; WEBSITE</b>	<b>27,826.67</b>	<b>19,534.25</b>	<b>8,292.42</b>	<b>42.45 %</b>
<b>2- VISITOR SVS / PARTNERSHIPS</b>				
<b>Partnerships</b>				
6550 Conferences & Seminars		-469.06	469.06	100.00 %
6570 In-County Relations		48.28	-48.28	-100.00 %
6610 North Coast Tourism Council	0.00	1,833.35	-1,833.35	-100.00 %
<b>Total Partnerships</b>	<b>0.00</b>	<b>1,412.57</b>	<b>-1,412.57</b>	<b>-100.00 %</b>



# Mendocino County Tourism Commission

## Profit and Loss Comparison

April 2021

	TOTAL			
	APR 2021	APR 2020 (PY)	CHANGE	% CHANGE
Visitor Services				
6720 Event & Festival Guides	525.00	625.00	-100.00	-16.00 %
6730 Incentives & Sponsorships	486.00	1,080.00	-594.00	-55.00 %
6770 Visitor Centers & Signage	200.00	200.00	0.00	0.00 %
<b>Total Visitor Services</b>	<b>1,211.00</b>	<b>1,905.00</b>	<b>-694.00</b>	<b>-36.43 %</b>
<b>Total 2- VISITOR SVS / PARTNERSHIPS</b>	<b>1,211.00</b>	<b>3,317.57</b>	<b>-2,106.57</b>	<b>-63.50 %</b>
3- ADMIN EXPENSES				
General Admin				
7010 Accounting	1,825.00	3,385.00	-1,560.00	-46.09 %
7060 Bank Fees	44.00		44.00	
7080 Board Development	7,101.90		7,101.90	
7090 Copying & Printing	116.30	313.50	-197.20	-62.90 %
7100 Dues & Subscriptions	2,495.99	1,136.71	1,359.28	119.58 %
7130 Legal Fees		1,110.00	-1,110.00	-100.00 %
7150 Meeting Expenses	20.34		20.34	
7200 Office Expense	260.77	20.96	239.81	1,144.13 %
7210 Postage & Shipping	4.99	71.46	-66.47	-93.02 %
7280 Travel Expenses	632.84	424.51	208.33	49.08 %
<b>Total General Admin</b>	<b>12,502.13</b>	<b>6,462.14</b>	<b>6,039.99</b>	<b>93.47 %</b>
Occupancy Costs				
7650 Rent	2,350.00	2,350.00	0.00	0.00 %
7660 Insurance	216.67	227.75	-11.08	-4.86 %
7850 Repairs & Maintenance	319.95	140.83	179.12	127.19 %
7910 Telecommunication	692.41	807.42	-115.01	-14.24 %
7950 Utilities	372.59	720.63	-348.04	-48.30 %
7990 Depreciation Expense	362.00	1,014.91	-652.91	-64.33 %
<b>Total Occupancy Costs</b>	<b>4,313.62</b>	<b>5,261.54</b>	<b>-947.92</b>	<b>-18.02 %</b>
<b>Total 3- ADMIN EXPENSES</b>	<b>16,815.75</b>	<b>11,723.68</b>	<b>5,092.07</b>	<b>43.43 %</b>
4- PERSONNEL				
8510 Salaries & Wages	13,683.34	11,829.34	1,854.00	15.67 %
8520 Paid Time Off	661.94		661.94	
8530 Payroll Taxes	1,186.18	793.76	392.42	49.44 %
8540 Payroll Processing Fees		49.00	-49.00	-100.00 %
8550 Workers Comp	204.25		204.25	
8570 Health Insurance Allowance	1,200.00	1,200.00	0.00	0.00 %
8590 Contract Work	700.00	200.00	500.00	250.00 %
<b>Total 4- PERSONNEL</b>	<b>17,635.71</b>	<b>14,072.10</b>	<b>3,563.61</b>	<b>25.32 %</b>
<b>Total Expenses</b>	<b>\$63,489.13</b>	<b>\$48,647.60</b>	<b>\$14,841.53</b>	<b>30.51 %</b>
NET OPERATING INCOME	<b>\$132,081.10</b>	<b>\$ -69,749.92</b>	<b>\$201,831.02</b>	<b>289.36 %</b>

# Mendocino County Tourism Commission

## Profit and Loss Comparison

April 2021

	TOTAL			
	APR 2021	APR 2020 (PY)	CHANGE	% CHANGE
Other Income				
9000 SBA PPP Funding	15,324.59		15,324.59	
<b>Total Other Income</b>	<b>\$15,324.59</b>	<b>\$0.00</b>	<b>\$15,324.59</b>	<b>0.00%</b>
NET OTHER INCOME	<b>\$15,324.59</b>	<b>\$0.00</b>	<b>\$15,324.59</b>	<b>0.00%</b>
NET INCOME	<b>\$147,405.69</b>	<b>\$ -69,749.92</b>	<b>\$217,155.61</b>	<b>311.33 %</b>

# Mendocino County Tourism Commission

## Profit and Loss Comparison

July 2020 - April 2021

	TOTAL			
	JUL 2020 - APR 2021	JUL 2019 - APR 2020 (PY)	CHANGE	% CHANGE
<b>Income</b>				
4030 County BID	471,000.00	750,206.78	-279,206.78	-37.22 %
4031 County BID adjustments	202,859.94	-64,912.94	267,772.88	412.51 %
4035 County 50% Match	339,120.00	372,444.78	-33,324.78	-8.95 %
4050 NCTC Administration	1,409.68		1,409.68	
<b>Other Income</b>				
4250 Cooperative Advertising	350.00	0.00	350.00	
4830 Event Brochure Ads	705.00	2,700.00	-1,995.00	-73.89 %
4940 Misc. Income	915.37	2,300.00	-1,384.63	-60.20 %
4950 Interest Income	65.28	195.16	-129.88	-66.55 %
<b>Total Other Income</b>	<b>2,035.65</b>	<b>5,195.16</b>	<b>-3,159.51</b>	<b>-60.82 %</b>
<b>Total Income</b>	<b>\$1,016,425.27</b>	<b>\$1,062,933.78</b>	<b>\$ -46,508.51</b>	<b>-4.38 %</b>
<b>GROSS PROFIT</b>	<b>\$1,016,425.27</b>	<b>\$1,062,933.78</b>	<b>\$ -46,508.51</b>	<b>-4.38 %</b>
<b>Expenses</b>				
<b>1- MEDIA &amp; WEBSITE</b>				
<b>50 Advertising / Media</b>				
5130 Print & Online Advertising	65,728.69	279,069.04	-213,340.35	-76.45 %
5150 Ad Development/Design	4,454.05	9,085.00	-4,630.95	-50.97 %
5170 Photography	172.69	3,589.00	-3,416.31	-95.19 %
5240 Research & Development	9,810.00	5,060.00	4,750.00	93.87 %
5280 Video Development		21,018.62	-21,018.62	-100.00 %
5290 Marketing Contingency		3,398.00	-3,398.00	-100.00 %
<b>Total 50 Advertising / Media</b>	<b>80,165.43</b>	<b>321,219.66</b>	<b>-241,054.23</b>	<b>-75.04 %</b>
<b>55 Marketing / Public Relations</b>				
5510 Public Relations Contract	75,000.00	75,143.50	-143.50	-0.19 %
5520 Marketing Agency Contract	0.00	83,330.00	-83,330.00	-100.00 %
5540 Clipping Service	6,091.17	4,530.55	1,560.62	34.45 %
5550 In-Market PR Stunts		2,134.12	-2,134.12	-100.00 %
5560 Media Events	2,561.00	2,478.67	82.33	3.32 %
5610 Travel -PR Related	-274.34	4,312.73	-4,587.07	-106.36 %
5680 Visiting Media FAM Expenses	7,741.13	3,415.93	4,325.20	126.62 %
<b>Total 55 Marketing / Public Relations</b>	<b>91,118.96</b>	<b>175,345.50</b>	<b>-84,226.54</b>	<b>-48.03 %</b>
<b>57 Website Maint / Development</b>				
5710 Interactive Media Coordinator	22,500.00	25,000.00	-2,500.00	-10.00 %
5740 Content Creation	146.45		146.45	
5750 Development/ Maintenance	9,809.98	16,553.38	-6,743.40	-40.74 %
5780 Interactive Marketing	5,274.53	922.16	4,352.37	471.98 %
<b>Total 57 Website Maint / Development</b>	<b>37,730.96</b>	<b>42,475.54</b>	<b>-4,744.58</b>	<b>-11.17 %</b>

# Mendocino County Tourism Commission

## Profit and Loss Comparison

July 2020 - April 2021

	TOTAL			
	JUL 2020 - APR 2021	JUL 2019 - APR 2020 (PY)	CHANGE	% CHANGE
<b>58 Leisure / Group Sales</b>				
5810 Promotion Items, Booth Develop	261.32	7,489.18	-7,227.86	-96.51 %
5820 Consumer & Trade Shows	130.00	7,410.75	-7,280.75	-98.25 %
5840 State Fair Exhibit	0.00	5,064.15	-5,064.15	-100.00 %
5870 Shipping - Travel Shows	2,130.28	4,389.82	-2,259.54	-51.47 %
5880 Travel - Leisure/Group Sales	-1,967.22	10,587.72	-12,554.94	-118.58 %
5885 Travel - Group FAMs		805.00	-805.00	-100.00 %
5890 Misc. Sales Opportunities		498.02	-498.02	-100.00 %
<b>Total 58 Leisure / Group Sales</b>	<b>554.38</b>	<b>36,244.64</b>	<b>-35,690.26</b>	<b>-98.47 %</b>
<b>Total 1- MEDIA &amp; WEBSITE</b>	<b>209,569.73</b>	<b>575,285.34</b>	<b>-365,715.61</b>	<b>-63.57 %</b>
<b>2- VISITOR SVS / PARTNERSHIPS</b>				
Partnerships				
6550 Conferences & Seminars		9,944.68	-9,944.68	-100.00 %
6570 In-County Relations	3,225.44	4,724.51	-1,499.07	-31.73 %
6590 Memberships	3,787.50	2,958.00	829.50	28.04 %
6610 North Coast Tourism Council	6,826.34	7,333.40	-507.06	-6.91 %
<b>Total Partnerships</b>	<b>13,839.28</b>	<b>24,960.59</b>	<b>-11,121.31</b>	<b>-44.56 %</b>
Visitor Services				
6720 Event & Festival Guides	6,387.13	32,850.24	-26,463.11	-80.56 %
6730 Incentives & Sponsorships	18,666.25	28,405.00	-9,738.75	-34.29 %
6770 Visitor Centers & Signage	2,046.70	7,791.05	-5,744.35	-73.73 %
<b>Total Visitor Services</b>	<b>27,100.08</b>	<b>69,046.29</b>	<b>-41,946.21</b>	<b>-60.75 %</b>
<b>Total 2- VISITOR SVS / PARTNERSHIPS</b>	<b>40,939.36</b>	<b>94,006.88</b>	<b>-53,067.52</b>	<b>-56.45 %</b>
<b>3- ADMIN EXPENSES</b>				
General Admin				
7010 Accounting	28,600.00	14,517.16	14,082.84	97.01 %
7060 Bank Fees	128.00	387.99	-259.99	-67.01 %
7080 Board Development	21,293.60	4,508.61	16,784.99	372.29 %
7090 Copying & Printing	1,105.23	1,791.86	-686.63	-38.32 %
7100 Dues & Subscriptions	15,000.72	9,018.13	5,982.59	66.34 %
7130 Legal Fees	1,896.00	8,149.98	-6,253.98	-76.74 %
7140 Licenses & Permits	0.00	115.00	-115.00	-100.00 %
7150 Meeting Expenses	267.92	2,222.62	-1,954.70	-87.95 %
7200 Office Expense	3,780.92	4,144.33	-363.41	-8.77 %
7210 Postage & Shipping	439.44	1,530.32	-1,090.88	-71.28 %
7280 Travel Expenses	3,226.17	12,107.93	-8,881.76	-73.35 %
<b>Total General Admin</b>	<b>75,738.00</b>	<b>58,493.93</b>	<b>17,244.07</b>	<b>29.48 %</b>

# Mendocino County Tourism Commission

## Profit and Loss Comparison

July 2020 - April 2021

	TOTAL			
	JUL 2020 - APR 2021	JUL 2019 - APR 2020 (PY)	CHANGE	% CHANGE
Occupancy Costs				
7650 Rent	23,500.00	23,680.00	-180.00	-0.76 %
7660 Insurance	2,266.42	2,354.06	-87.64	-3.72 %
7850 Repairs & Maintenance	5,185.54	3,799.77	1,385.77	36.47 %
7890 Taxes	124.18	62.58	61.60	98.43 %
7910 Telecommunication	7,682.27	8,926.91	-1,244.64	-13.94 %
7950 Utilities	6,001.10	7,548.71	-1,547.61	-20.50 %
7990 Depreciation Expense	3,876.36	4,280.38	-404.02	-9.44 %
<b>Total Occupancy Costs</b>	<b>48,635.87</b>	<b>50,652.41</b>	<b>-2,016.54</b>	<b>-3.98 %</b>
<b>Total 3- ADMIN EXPENSES</b>	<b>124,373.87</b>	<b>109,146.34</b>	<b>15,227.53</b>	<b>13.95 %</b>
4- PERSONNEL				
8510 Salaries & Wages	127,769.17	271,973.21	-144,204.04	-53.02 %
8515 Bereavement Pay	1,188.46		1,188.46	
8520 Paid Time Off	5,488.26	19,490.47	-14,002.21	-71.84 %
8530 Payroll Taxes	12,385.26	27,142.54	-14,757.28	-54.37 %
8540 Payroll Processing Fees	824.00	1,170.69	-346.69	-29.61 %
8550 Workers Comp	2,042.50	2,172.00	-129.50	-5.96 %
8570 Health Insurance Allowance	12,000.00	25,750.00	-13,750.00	-53.40 %
8580 Other Employee Benefits		1,025.66	-1,025.66	-100.00 %
8590 Contract Work	3,899.25	2,262.50	1,636.75	72.34 %
<b>Total 4- PERSONNEL</b>	<b>165,596.90</b>	<b>350,987.07</b>	<b>-185,390.17</b>	<b>-52.82 %</b>
<b>Total Expenses</b>	<b>\$540,479.86</b>	<b>\$1,129,425.63</b>	<b>\$ -588,945.77</b>	<b>-52.15 %</b>
NET OPERATING INCOME	<b>\$475,945.41</b>	<b>\$ -66,491.85</b>	<b>\$542,437.26</b>	<b>815.80 %</b>
Other Income				
9000 SBA PPP Funding	22,752.50		22,752.50	
<b>Total Other Income</b>	<b>\$22,752.50</b>	<b>\$0.00</b>	<b>\$22,752.50</b>	<b>0.00%</b>
NET OTHER INCOME	<b>\$22,752.50</b>	<b>\$0.00</b>	<b>\$22,752.50</b>	<b>0.00%</b>
NET INCOME	<b>\$498,697.91</b>	<b>\$ -66,491.85</b>	<b>\$565,189.76</b>	<b>850.01 %</b>