

Mendocino County Tourism Commission

Budget vs. Actuals - SUMMARY

3/21/2019

July 2018 - February 2019

	Feb 2019				Jul 2018 - Feb 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%	597,197.36	597,197.36	0.00	100.00%	895,796.00
4031 County BID adjustments		0.00	0.00		148,302.17	0.00	148,302.17		0.00
4035 County 50% Match	39,410.00	35,545.09	3,864.91	110.87%	315,280.00	284,360.72	30,919.28	110.87%	426,541.00
4040 County Admin Fee		0.00	0.00		0.00	0.00	0.00		(26,874.00)
Other Income	29.35	2,260.00	(2,230.65)	1.30%	6,802.06	25,580.00	(18,777.94)	26.59%	34,620.00
Total Income	114,089.02	112,454.76	1,634.26	101.45%	1,067,581.59	907,138.08	160,443.51	117.69%	1,330,083.00
Gross Profit	114,089.02	112,454.76	1,634.26	101.45%	1,067,581.59	907,138.08	160,443.51	117.69%	1,330,083.00
Expenses									
1- MEDIA & WEBSITE	104,150.06	69,735.00	34,415.06	149.35%	514,744.53	574,080.00	(59,335.47)	89.66%	852,000.00
2- VISITOR SVS / PARTNERSHIPS	2,781.25	7,767.00	(4,985.75)	35.81%	125,509.58	134,630.00	(9,120.42)	93.23%	159,400.00
3- ADMIN EXPENSES	9,467.21	9,107.00	360.21	103.96%	103,937.73	80,128.00	23,809.73	129.71%	114,400.00
4- PERSONNEL	35,078.55	33,441.00	1,637.55	104.90%	258,524.41	270,528.00	(12,003.59)	95.56%	404,283.00
Total Expenses	151,477.07	120,050.00	31,427.07	126.18%	1,002,716.25	1,059,366.00	(56,649.75)	94.65%	1,530,083.00
Net Operating Income	(37,388.05)	(7,595.24)	(29,792.81)	492.26%	64,865.34	(152,227.92)	217,093.26	-42.61%	(200,000.00)
Net Income	(37,388.05)	(7,595.24)	(29,792.81)	492.26%	64,865.34	(152,227.92)	217,093.26	-42.61%	(200,000.00)
Budget Adjustment									
Previous Year Carryover	0.00	16,666.67	(16,666.67)	0.00%	0.00	133,333.36	(133,333.36)	0.00%	200,000.00
BALANCE	(37,388.05)	9,071.43	(46,459.48)	-412.15%	64,865.34	(18,894.56)	83,759.90	-343.30%	0.00

Mendocino County Tourism Commission

Budget vs. Actuals

3/21/2019

July 2018 - February 2019

	Feb 2019				Jul 2018 - Feb 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%	597,197.36	597,197.36	0.00	100.00%	895,796.00
4031 County BID adjustments	0.00	0.00	0.00		148,302.17	0.00	148,302.17		0.00
4035 County 50% Match	39,410.00	35,545.09	3,864.91	110.87%	315,280.00	284,360.72	30,919.28	110.87%	426,541.00
4040 County Admin Fee	0.00	0.00	0.00		0.00	0.00	0.00		(26,874.00)
Other Income									
4250 Cooperative Advertising	0.00	1,250.00	(1,250.00)	0.00%	0.00	10,000.00	(10,000.00)	0.00%	15,000.00
4830 Event Brochure Ads	0.00	0.00	0.00		1,350.00	7,500.00	(6,150.00)	18.00%	7,500.00
4940 Misc. Income	0.00	1,000.00	(1,000.00)	0.00%	5,250.00	8,000.00	(2,750.00)	65.63%	12,000.00
4950 Interest Income	29.35	10.00	19.35	293.50%	202.06	80.00	122.06	252.58%	120.00
Total Other Income	29.35	2,260.00	(2,230.65)	1.30%	6,802.06	25,580.00	(18,777.94)	26.59%	34,620.00
Total Income	114,089.02	112,454.76	1,634.26	101.45%	1,067,581.59	907,138.08	160,443.51	117.69%	1,330,083.00
Gross Profit	114,089.02	112,454.76	1,634.26	101.45%	1,067,581.59	907,138.08	160,443.51	117.69%	1,330,083.00
Expenses									
1- MEDIA & WEBSITE									
50 Advertising / Media									
5130 Print & Online Advertising	69,793.27	34,333.00	35,460.27	203.28%	263,701.84	274,664.00	(10,962.16)	96.01%	412,000.00
5150 Ad Development/Design	5,200.00	833.00	4,367.00	624.25%	12,275.00	6,664.00	5,611.00	184.20%	10,000.00
5170 Photography	300.00	833.00	(533.00)	36.01%	324.00	6,664.00	(6,340.00)	4.86%	10,000.00
5240 Research & Development	0.00	1,667.00	(1,667.00)	0.00%	10,000.00	13,336.00	(3,336.00)	74.99%	20,000.00
5280 Video Development	78.42	2,085.00	(2,006.58)	3.76%	5,294.42	16,680.00	(11,385.58)	31.74%	25,000.00
5290 Marketing Contingency	0.00	833.00	(833.00)	0.00%	0.00	6,664.00	(6,664.00)	0.00%	10,000.00
Total 50 Advertising / Media	75,371.69	40,584.00	34,787.69	185.72%	291,595.26	324,672.00	(33,076.74)	89.81%	487,000.00

Mendocino County Tourism Commission

Budget vs. Actuals

3/21/2019

July 2018 - February 2019

	Feb 2019				Jul 2018 - Feb 2019				ANNUAL BUDGET
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget	
55 Marketing / Public Relations									
5510 Public Relations Contract	6,666.66	8,208.00	(1,541.34)	81.22%	53,333.28	65,664.00	(12,330.72)	81.22%	98,500.00
5520 Marketing Agency Contract	8,333.00	8,333.00	0.00	100.00%	66,664.00	66,664.00	0.00	100.00%	100,000.00
5540 Clipping Service	521.02	583.00	(61.98)	89.37%	4,161.80	4,664.00	(502.20)	89.23%	7,000.00
5550 In-Market PR Stunts	0.00	250.00	(250.00)	0.00%	290.20	2,000.00	(1,709.80)	14.51%	3,000.00
5560 Media Events	2,156.03	292.00	1,864.03	738.37%	3,454.03	2,336.00	1,118.03	147.86%	3,500.00
5610 Travel -PR Related	0.00	625.00	(625.00)	0.00%	3,380.84	5,000.00	(1,619.16)	67.62%	7,500.00
5680 Visiting Media FAM Expenses	2,269.97	1,167.00	1,102.97	194.51%	5,760.58	9,336.00	(3,575.42)	61.70%	14,000.00
Total 55 Marketing / Public Relations	19,946.68	19,458.00	488.68	102.51%	137,044.73	155,664.00	(18,619.27)	88.04%	233,500.00
57 Website Maint / Development									
5710 Interactive Media Coordinator	2,500.00	2,500.00	0.00	100.00%	20,000.00	20,000.00	0.00	100.00%	30,000.00
5740 Content Creation	0.00	417.00	(417.00)	0.00%	6,138.63	3,336.00	2,802.63	184.01%	5,000.00
5750 Development/ Maintenance	1,662.00	1,667.00	(5.00)	99.70%	13,735.42	13,336.00	399.42	103.00%	20,000.00
5780 Interactive Marketing	88.95	1,250.00	(1,161.05)	7.12%	879.65	10,000.00	(9,120.35)	8.80%	15,000.00
Total 57 Website Maint / Development	4,250.95	5,834.00	(1,583.05)	72.87%	40,753.70	46,672.00	(5,918.30)	87.32%	70,000.00
58 Leisure / Group Sales									
5810 Promotion Items, Booth Develo	585.61	1,000.00	(414.39)	58.56%	11,241.53	8,000.00	3,241.53	140.52%	12,000.00
5820 Consumer & Trade Shows	1,785.00	0.00	1,785.00		16,227.10	15,000.00	1,227.10	108.18%	15,000.00
5840 State Fair Exhibit	0.00	400.00	(400.00)	0.00%	1,618.87	3,600.00	(1,981.13)	44.97%	5,000.00
5870 Shipping - Travel Shows	411.40	292.00	119.40	140.89%	2,455.59	2,336.00	119.59	105.12%	3,500.00
5880 Travel - Leisure/Group Sales	1,798.73	1,000.00	798.73	179.87%	10,246.67	8,300.00	1,946.67	123.45%	12,000.00
5885 Travel - Group FAMs	0.00	1,000.00	(1,000.00)	0.00%	3,561.08	8,500.00	(4,938.92)	41.90%	12,000.00
5890 Misc. Sales Opportunities	0.00	167.00	(167.00)	0.00%	0.00	1,336.00	(1,336.00)	0.00%	2,000.00
Total 58 Leisure / Group Sales	4,580.74	3,859.00	721.74	118.70%	45,350.84	47,072.00	(1,721.16)	96.34%	61,500.00
Total 1- MEDIA & WEBSITE	104,150.06	69,735.00	34,415.06	149.35%	514,744.53	574,080.00	(59,335.47)	89.66%	852,000.00

Mendocino County Tourism Commission

Budget vs. Actuals

3/21/2019

July 2018 - February 2019

	Feb 2019				Jul 2018 - Feb 2019				ANNUAL BUDGET
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget	
2- VISITOR SVS / PARTNERSHIPS									
Partnerships									
6550 Conferences & Seminars	547.92	1,000.00	(452.08)	54.79%	1,962.92	8,000.00	(6,037.08)	24.54%	12,000.00
6570 In-County Relations	494.83	500.00	(5.17)	98.97%	3,015.05	4,000.00	(984.95)	75.38%	6,000.00
6590 Memberships	0.00	667.00	(667.00)	0.00%	4,530.00	5,336.00	(806.00)	84.90%	8,000.00
6610 North Coast Tourism Council	0.00	0.00	0.00		11,000.00	10,000.00	1,000.00	110.00%	10,000.00
Total Partnerships	1,042.75	2,167.00	(1,124.25)	48.12%	20,507.97	27,336.00	(6,828.03)	75.02%	36,000.00
Visitor Services									
6720 Event & Festival Guides	738.50	2,200.00	(1,461.50)	33.57%	22,251.44	30,000.00	(7,748.56)	74.17%	50,000.00
6730 Incentives & Sponsorships	1,000.00	3,400.00	(2,400.00)	29.41%	81,110.00	75,400.00	5,710.00	107.57%	71,400.00
6770 Visitor Centers & Signage	0.00	0.00	0.00		1,640.17	1,894.00	(253.83)	86.60%	2,000.00
Total Visitor Services	1,738.50	5,600.00	(3,861.50)	31.04%	105,001.61	107,294.00	(2,292.39)	97.86%	123,400.00
Total 2- VISITOR SVS / PARTNERSHIPS	2,781.25	7,767.00	(4,985.75)	35.81%	125,509.58	134,630.00	(9,120.42)	93.23%	159,400.00
3- ADMIN EXPENSES									
General Admin									
7010 Accounting	288.75	642.00	(353.25)	44.98%	13,341.00	5,136.00	8,205.00	259.75%	7,700.00
7060 Bank Fees	0.00	42.00	(42.00)	0.00%	162.75	336.00	(173.25)	48.44%	500.00
7080 Board Development	0.00	333.00	(333.00)	0.00%	1,207.86	3,581.00	(2,373.14)	33.73%	4,000.00
7090 Copying & Printing	576.03	167.00	409.03	344.93%	2,517.32	1,336.00	1,181.32	188.42%	2,000.00
7100 Dues & Subscriptions	459.47	300.00	159.47	153.16%	7,802.93	4,300.00	3,502.93	181.46%	5,500.00
7130 Legal Fees	0.00	250.00	(250.00)	0.00%	0.00	2,000.00	(2,000.00)	0.00%	3,000.00
7140 Licenses & Permits	0.00	100.00	(100.00)	0.00%	0.00	100.00	(100.00)	0.00%	100.00
7150 Meeting Expenses	48.07	167.00	(118.93)	28.78%	2,275.85	1,336.00	939.85	170.35%	2,000.00
7200 Office Expense	2,392.29	545.00	1,847.29	438.95%	21,906.37	7,175.00	14,731.37	305.32%	9,500.00
7210 Postage & Shipping	65.29	1,250.00	(1,184.71)	5.22%	2,978.16	10,000.00	(7,021.84)	29.78%	15,000.00
7280 Travel Expenses	1,024.58	1,250.00	(225.42)	81.97%	6,980.67	10,000.00	(3,019.33)	69.81%	15,000.00
Total General Admin	4,854.48	5,046.00	(191.52)	96.20%	59,172.91	45,300.00	13,872.91	130.62%	64,300.00

Mendocino County Tourism Commission

Budget vs. Actuals

3/21/2019

July 2018 - February 2019

	Feb 2019				Jul 2018 - Feb 2019				ANNUAL BUDGET
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget	
Occupancy Costs			0.00		0.00	0.00	0.00		
7650 Rent	2,350.00	2,083.00	267.00	112.82%	21,100.00	16,664.00	4,436.00	126.62%	25,000.00
7660 Insurance	0.00	250.00	(250.00)	0.00%	2,394.14	2,900.00	(505.86)	82.56%	3,000.00
7850 Repairs & Maintenance	1,097.64	500.00	597.64	219.53%	10,023.71	5,500.00	4,523.71	182.25%	7,500.00
7890 Taxes	0.00	20.00	(20.00)	0.00%	72.30	100.00	(27.70)	72.30%	100.00
7910 Telecommunication	721.54	500.00	221.54	144.31%	4,634.42	4,000.00	634.42	115.86%	6,000.00
7950 Utilities	209.16	708.00	(498.84)	29.54%	5,379.75	5,664.00	(284.25)	94.98%	8,500.00
7990 Depreciation Expense	234.39	0.00	234.39		1,160.50	0.00	1,160.50		0.00
Total Occupancy Costs	4,612.73	4,061.00	551.73	113.59%	44,764.82	34,828.00	9,936.82	128.53%	50,100.00
Total 3- ADMIN EXPENSES	9,467.21	9,107.00	360.21	103.96%	103,937.73	80,128.00	23,809.73	129.71%	114,400.00
4- PERSONNEL									
8510 Salaries & Wages	28,041.15	28,034.00	7.15	100.03%	201,615.23	224,272.00	(22,656.77)	89.90%	336,404.00
8520 Paid Time Off	0.00	0.00	0.00		9,503.63	0.00	9,503.63		
8530 Payroll Taxes	3,323.90	1,792.00	1,531.90	185.49%	19,786.75	14,336.00	5,450.75	138.02%	21,500.00
8540 Payroll Processing Fees	31.50	28.00	3.50	112.50%	304.75	224.00	80.75	136.05%	336.00
8550 Workers Comp	0.00	0.00	0.00		1,950.00	3,000.00	(1,050.00)	65.00%	3,000.00
8570 Health Insurance	2,350.00	2,875.00	(525.00)	81.74%	19,140.00	23,000.00	(3,860.00)	83.22%	34,500.00
8580 Other Employee Benefits	0.00	292.00	(292.00)	0.00%	0.00	2,336.00	(2,336.00)	0.00%	3,500.00
8590 Contract Work	1,332.00	295.00	1,037.00	451.53%	5,971.00	2,360.00	3,611.00	253.01%	3,543.00
8615 Employee Recruitment	0.00	125.00	(125.00)	0.00%	253.05	1,000.00	(746.95)	25.31%	1,500.00
Total 4- PERSONNEL	35,078.55	33,441.00	1,637.55	104.90%	258,524.41	270,528.00	(12,003.59)	95.56%	404,283.00
Total Expenses	151,477.07	120,050.00	31,427.07	126.18%	1,002,716.25	1,059,366.00	(56,649.75)	94.65%	1,530,083.00
Net Operating Income	(37,388.05)	(7,595.24)	(29,792.81)	492.26%	64,865.34	(152,227.92)	217,093.26	-42.61%	(200,000.00)
Net Income	(37,388.05)	(7,595.24)	(29,792.81)	492.26%	64,865.34	(152,227.92)	217,093.26	-42.61%	(200,000.00)
Budget Adjustment									
Previous Year Carryover	0.00	16,666.67	(16,666.67)	0.00%	0.00	133,333.36	(133,333.36)	0.00%	200,000.00
BALANCE	(37,388.05)	9,071.43	(46,459.48)	-412.15%	64,865.34	(18,894.56)	83,759.90	-343.30%	0.00

Mendocino County Tourism Commission

Balance Sheet

3/21/2019

As of February 28, 2019

	Feb 28, 2019	Feb 28, 2018	Change	% Change
ASSETS				
Current Assets				
Bank Accounts				
1015 MLCU Checking	112,059.98	476,497.40	(364,437.42)	-76.48%
1020 MLCU Savings	153,094.16	132,241.81	20,852.35	15.77%
1030 Cash drawer	100.00	100.00	0.00	0.00%
Total Bank Accounts	265,254.14	608,839.21	(343,585.07)	-56.43%
Accounts Receivable				
1100 Accounts Receivable	428,731.88	187,421.12	241,310.76	128.75%
Total Accounts Receivable	428,731.88	187,421.12	241,310.76	128.75%
Other Current Assets				
1230 Prepaid Expenses	4,291.16	5,754.00	(1,462.84)	-25.42%
1250 Refundable Deposits	3,736.00	2,350.00	1,386.00	58.98%
Total Other Current Assets	8,027.16	8,104.00	(76.84)	-0.95%
Total Current Assets	702,013.18	804,364.33	(102,351.15)	-12.72%
Fixed Assets				
1510 Furniture and Equipment	58,973.58	46,385.00	12,588.58	27.14%
1600 Accumulated Depreciation	(47,545.50)	(46,385.00)	(1,160.50)	-2.50%
Total Fixed Assets	11,428.08	0.00	11,428.08	
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	713,441.26	804,364.33	(90,923.07)	-11.30%
LIABILITIES AND EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 Accounts Payable	17,833.91	40,937.63	(23,103.72)	-56.44%
Total Accounts Payable	17,833.91	40,937.63	(23,103.72)	-56.44%
Other Current Liabilities				
2800 Sales Tx Payable	0.00	67.98	(67.98)	-100.00%
Payroll Liabilities				
2210 Federal Taxes (941)		528.61		
2230 CA SUI / ETT	1,775.83	1,467.54	308.29	21.01%
2240 FUTA Payable	201.04	142.31	58.73	41.27%
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	16,496.94	11,229.11	5,267.83	46.91%

Mendocino County Tourism Commission

Balance Sheet

3/21/2019

As of February 28, 2019

	Feb 28, 2019	Feb 28, 2018	Change	% Change
Total Other Current Liabilities	16,496.94	11,297.09	5,199.85	46.03%
Total Current Liabilities	34,330.85	52,234.72	(17,903.87)	-34.28%
Total Liabilities	34,330.85	52,234.72	(17,903.87)	-34.28%
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	64,865.34	99,053.87	(34,188.53)	-34.52%
Total Equity	679,110.41	752,129.61	(73,019.20)	-9.71%
TOTAL LIABILITIES AND EQUITY	713,441.26	804,364.33	(90,923.07)	-11.30%

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

3/21/2019

	Jul 18 - Feb 19	Jul 17 - Feb 18	Change	% Change
Income				
4030 County BID	597,197.36	591,012.72	6,184.64	1.05%
4031 County BID adjustments	148,302.17	99,492.97	48,809.20	49.06%
4035 County 50% Match	315,280.00	290,352.00	24,928.00	8.59%
Other Income				
4830 Event Brochure Ads	1,350.00	0.00	1,350.00	
4940 Misc. Income	5,250.00	7,959.56	(2,709.56)	-34.04%
4950 Interest Income	202.06	83.96	118.10	140.66%
Total Other Income	6,802.06	8,043.52	(1,241.46)	-15.43%
Total Income	1,067,581.59	988,901.21	78,680.38	7.96%
Gross Profit	1,067,581.59	988,901.21	78,680.38	7.96%
Expenses				
1- MEDIA & WEBSITE				
50 Advertising / Media				
5130 Print & Online Advertising	263,701.84	223,173.63	40,528.21	18.16%
5150 Ad Development/Design	12,275.00	2,243.25	10,031.75	447.20%
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	16,043.89	(10,749.47)	-67.00%
Total 50 Advertising / Media	291,595.26	242,068.35	49,526.91	20.46%
55 Marketing / Public Relations				
5510 Public Relations Contract	53,333.28	58,733.28	(5,400.00)	-9.19%
5520 Marketing Agency Contract	66,664.00	66,664.00	0.00	0.00%
5530 Marketing & Comm. Coordinator		44,000.00	(44,000.00)	-100.00%
5540 Clipping Service	4,161.80	4,779.63	(617.83)	-12.93%
5550 In-Market PR Stunts	290.20	156.00	134.20	86.03%
5560 Media Events	3,454.03	5,867.35	(2,413.32)	-41.13%
5610 Travel -PR Related	3,380.84	1,922.46	1,458.38	75.86%
5680 Visiting Media FAM Expenses	5,760.58	7,476.25	(1,715.67)	-22.95%
Total 55 Marketing / Public Relations	137,044.73	189,598.97	(52,554.24)	-27.72%
57 Website Maint / Development				
5710 Interactive Media Coordinator	20,000.00	20,000.00	0.00	0.00%
5740 Content Creation	6,138.63		6,138.63	
5750 Development/ Maintenance	13,735.42	5,679.00	8,056.42	141.86%
5780 Interactive Marketing	879.65	1,558.69	(679.04)	-43.56%
Total 57 Website Maint / Development	40,753.70	27,237.69	13,516.01	49.62%

Mendocino County Tourism Commission Profit and Loss Comparison

3/21/2019

July 2018 - February 2019

	Jul 18 - Feb 19	Jul 17 - Feb 18	Change	% Change
58 Leisure / Group Sales				
5805 Sales Manager Contract		33,333.28	(33,333.28)	-100.00%
5810 Promotion Items, Booth Develop	11,241.53	19,390.08	(8,148.55)	-42.02%
5820 Consumer & Trade Shows	16,227.10	11,549.66	4,677.44	40.50%
5840 State Fair Exhibit	1,618.87		1,618.87	
5870 Shipping - Travel Shows	2,455.59	1,880.97	574.62	30.55%
5880 Travel - Leisure/Group Sales	10,246.67	9,541.25	705.42	7.39%
5885 Travel - Group FAMs	3,561.08	2,005.57	1,555.51	77.56%
Total 58 Leisure / Group Sales	45,350.84	77,700.81	(32,349.97)	-41.63%
Total 1- MEDIA & WEBSITE	514,744.53	536,605.82	(21,861.29)	-4.07%
2- VISITOR SVS / PARTNERSHIPS				
Partnerships				
6550 Conferences & Seminars	1,962.92	2,131.95	(169.03)	-7.93%
6570 In-County Relations	3,015.05	1,795.04	1,220.01	67.97%
6590 Memberships	4,530.00	7,868.68	(3,338.68)	-42.43%
6610 North Coast Tourism Council	11,000.00	10,000.00	1,000.00	10.00%
Total Partnerships	20,507.97	21,795.67	(1,287.70)	-5.91%
Visitor Services				
6720 Event & Festival Guides	22,251.44	34,902.59	(12,651.15)	-36.25%
6730 Incentives & Sponsorships	81,110.00	32,350.00	48,760.00	150.73%
6770 Visitor Centers & Signage	1,640.17	1,069.67	570.50	53.33%
Total Visitor Services	105,001.61	68,322.26	36,679.35	53.69%
Total 2- VISITOR SVS / PARTNERSHIPS	125,509.58	90,117.93	35,391.65	39.27%
3- ADMIN EXPENSES				
General Admin				
7010 Accounting	13,341.00	14,377.69	(1,036.69)	-7.21%
7060 Bank Fees	162.75	406.29	(243.54)	-59.94%
7080 Board Development	1,207.86	3,417.87	(2,210.01)	-64.66%
7090 Copying & Printing	2,517.32	1,603.70	913.62	56.97%
7100 Dues & Subscriptions	7,802.93	0.00	7,802.93	
7130 Legal Fees	0.00	1,882.50	(1,882.50)	-100.00%
7140 Licenses & Permits	0.00	45.00	(45.00)	-100.00%
7150 Meeting Expenses	2,275.85	1,699.62	576.23	33.90%
7200 Office Expense	21,906.37	13,774.29	8,132.08	59.04%
7210 Postage & Shipping	2,978.16	2,927.95	50.21	1.71%
7280 Travel Expenses	6,980.67	8,381.27	(1,400.60)	-16.71%
Total General Admin	59,172.91	48,516.18	10,656.73	21.97%

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

3/21/2019

	Jul 18 - Feb 19	Jul 17 - Feb 18	Change	% Change
Occupancy Costs			0.00	
7650 Rent	21,100.00	15,600.00	5,500.00	35.26%
7660 Insurance	2,394.14	2,106.92	287.22	13.63%
7850 Repairs & Maintenance	10,023.71	4,343.00	5,680.71	130.80%
7890 Taxes	72.30	62.31	9.99	16.03%
7910 Telecommunication	4,634.42	4,498.49	135.93	3.02%
7950 Utilities	5,379.75	5,196.27	183.48	3.53%
7990 Depreciation Expense	1,160.50	0.00	1,160.50	
Total Occupancy Costs	44,764.82	31,806.99	12,957.83	40.74%
Total 3- ADMIN EXPENSES	103,937.73	80,323.17	23,614.56	29.40%
4- PERSONNEL			0.00	
8510 Salaries & Wages	201,615.23	142,875.90	58,739.33	41.11%
8520 Paid Time Off	9,503.63	1,283.44	8,220.19	640.48%
8530 Payroll Taxes	19,786.75	13,021.26	6,765.49	51.96%
8540 Payroll Processing Fees	304.75	661.09	(356.34)	-53.90%
8550 Workers Comp	1,950.00	2,788.00	(838.00)	-30.06%
8570 Health Insurance	19,140.00	13,529.50	5,610.50	41.47%
8580 Other Employee Benefits	0.00	485.48	(485.48)	-100.00%
8590 Contract Work	5,971.00	8,155.75	(2,184.75)	-26.79%
8615 Employee Recruitment	253.05	0.00	253.05	
Total 4- PERSONNEL	258,524.41	182,800.42	75,723.99	41.42%
Total Expenses	1,002,716.25	889,847.34	112,868.91	12.68%
Net Operating Income	64,865.34	99,053.87	(34,188.53)	-34.52%
Net Income	64,865.34	99,053.87	(34,188.53)	-34.52%

Mendocino County Tourism Commission, Inc.
Statement of Cash Flows

As of February 28, 2019

3/21/2019

Accrual Basis

	<u>Feb 2019</u>	<u>Jul 18 - Feb 19</u>
<u>Cash Flows from Operating Activities</u>		
Net Income	(37,388.05)	64,865.34
Adjustments to Reconcile Net Income to Net Cash		
(Increase)Decrease in Accounts Receivable	6,862.28	(95,048.50)
(Increase)Decrease in Prepaid Expenses	2,743.84	3,092.98
(Increase)Decrease in Refundable Deposits	0.00	(900.00)
(Increase)Decrease in Accounts Payable	(7,453.39)	(73,502.38)
(Increase)Decrease in Payroll Liabilities	1,178.73	694.92
(Increase)Decrease in Sales Tx Payable	0.00	(69.60)
Total Adjustments to Reconcile Net Income to Net Cash	<u>3,331.46</u>	<u>(165,732.58)</u>
Net cash provided by Operating Activities	<u>(34,056.59)</u>	<u>(100,867.24)</u>
<u>Cash Flows from Investing Activities</u>		
(Increase)Decrease in Furniture & Equipment	0.00	(12,588.58)
(Increase)Decrease in Accumulated Depreciation	234.39	1,160.50
Net cash provided by Investing Activities	<u>234.39</u>	<u>(11,428.08)</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	(33,822.20)	(112,295.32)
Cash at Beginning of period	299,076.34	377,549.46
Cash at End of period	<u>265,254.14</u>	<u>265,254.14</u>