

Mendocino County Tourism Commission Budget vs. Actuals: FY_2018_2019 - FY19 P&L July 2018 - June 2019	Total					Move to 5130
	Actual	Budget	over Budget	Remaining	% of Budget	
Income						
4030 County BID	671,847.03	895,796.00	-223,948.97	223,948.97	75.00%	
4031 County BID adjustments	148,302.17	0.00	148,302.17	-148,302.17		
4035 County 50% Match	354,690.00	426,541.00	-71,851.00	71,851.00	83.15%	
4040 County Admin Fee	0.00	-26,874.00	26,874.00	-26,874.00	0.00%	
Other Income	0.00	0.00	0.00	0.00		
4250 Cooperative Advertising	0.00	15,000.00	-15,000.00	15,000.00	0.00%	
4830 Event Brochure Ads	1,350.00	7,500.00	-6,150.00	6,150.00	18.00%	
4940 Misc. Income	5,250.00	12,000.00	-6,750.00	6,750.00	43.75%	
4950 Interest Income	202.06	120.00	82.06	-82.06	168.38%	
Total Other Income	\$ 6,802.06	\$ 34,620.00	-\$ 27,817.94	\$ 27,817.94	19.65%	
Total Income	\$ 1,181,641.26	\$ 1,330,083.00	-\$ 148,441.74	\$ 148,441.74	88.84%	
Gross Profit	\$ 1,181,641.26	\$ 1,330,083.00	-\$ 148,441.74	\$ 148,441.74	88.84%	
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	403,408.22	412,000.00	-8,591.78	8,591.78	97.91%	
5150 Ad Development/Design	17,475.00	10,000.00	7,475.00	-7,475.00	174.75%	
5170 Photography	324.00	10,000.00	-9,676.00	9,676.00	3.24%	
5240 Research & Development	10,000.00	20,000.00	-10,000.00	10,000.00	50.00%	\$ 10,000.00
5280 Video Development	5,294.42	25,000.00	-19,705.58	19,705.58	21.18%	
5290 Marketing Contingency	0.00	10,000.00	-10,000.00	10,000.00	0.00%	
Total 50 Advertising / Media	\$ 436,501.64	\$ 487,000.00	-\$ 50,498.36	\$ 50,498.36	89.63%	
55 Marketing / Public Relations	0.00	0.00	0.00	0.00		
5510 Public Relations Contract	66,666.60	98,500.00	-31,833.40	31,833.40	67.68%	
5520 Marketing Agency Contract	83,330.00	100,000.00	-16,670.00	16,670.00	83.33%	
5540 Clipping Service	4,865.58	7,000.00	-2,134.42	2,134.42	69.51%	
5550 In-Market PR Stunts	290.20	3,000.00	-2,709.80	2,709.80	9.67%	\$ 2,000.00
5560 Media Events	3,454.03	3,500.00	-45.97	45.97	98.69%	
5610 Travel -PR Related	3,380.84	7,500.00	-4,119.16	4,119.16	45.08%	
5680 Visiting Media FAM Expenses	6,366.12	14,000.00	-7,633.88	7,633.88	45.47%	\$ 5,000.00
Total 55 Marketing / Public Relations	\$ 168,353.37	\$ 233,500.00	-\$ 65,146.63	\$ 65,146.63	72.10%	
57 Website Maint / Development	0.00	0.00	0.00	0.00		
5710 Interactive Media Coordinator	22,500.00	30,000.00	-7,500.00	7,500.00	75.00%	
5740 Content Creation	6,138.63	5,000.00	1,138.63	-1,138.63	122.77%	
5750 Development/ Maintenance	16,903.42	20,000.00	-3,096.58	3,096.58	84.52%	
5780 Interactive Marketing	879.65	15,000.00	-14,120.35	14,120.35	5.86%	\$ 10,000.00
Total 57 Website Maint / Development	\$ 46,421.70	\$ 70,000.00	-\$ 23,578.30	\$ 23,578.30	66.32%	
58 Leisure / Group Sales	0.00	0.00	0.00	0.00		
5810 Promotion Items, Booth Develop	11,418.90	12,000.00	-581.10	581.10	95.16%	
5820 Consumer & Trade Shows	19,965.82	15,000.00	4,965.82	-4,965.82	133.11%	
5840 State Fair Exhibit	1,700.65	5,000.00	-3,299.35	3,299.35	34.01%	
5870 Shipping - Travel Shows	2,472.23	3,500.00	-1,027.77	1,027.77	70.64%	
5880 Travel - Leisure/Group Sales	10,846.67	12,000.00	-1,153.33	1,153.33	90.39%	
5885 Travel - Group FAMs	4,390.23	12,000.00	-7,609.77	7,609.77	36.59%	
5890 Misc. Sales Opportunities	0.00	2,000.00	-2,000.00	2,000.00	0.00%	
Total 58 Leisure / Group Sales	\$ 50,794.50	\$ 61,500.00	-\$ 10,705.50	\$ 10,705.50	82.59%	
Total 1- MEDIA & WEBSITE	\$ 702,071.21	\$ 852,000.00	-\$ 149,928.79	\$ 149,928.79	82.40%	
2- VISITOR SVS / PARTNERSHIPS	0.00	0.00	0.00	0.00		
Partnerships	0.00	0.00	0.00	0.00		

6550 Conferences & Seminars	2,187.92	12,000.00	-9,812.08	9,812.08	18.23%	
6570 In-County Relations	3,667.61	6,000.00	-2,332.39	2,332.39	61.13%	
6590 Memberships	4,584.52	8,000.00	-3,415.48	3,415.48	57.31%	
6610 North Coast Tourism Council	11,000.00	10,000.00	1,000.00	-1,000.00	110.00%	
Total Partnerships	\$ 21,440.05	\$ 36,000.00	-\$ 14,559.95	\$ 14,559.95	59.56%	
Visitor Services	0.00	0.00	0.00	0.00		
6720 Event & Festival Guides	22,251.44	46,000.00	-23,748.56	23,748.56	48.37%	\$ 15,000.00
6730 Incentives & Sponsorships	81,610.00	75,400.00	6,210.00	-6,210.00	108.24%	
6770 Visitor Centers & Signage	1,640.17	2,000.00	-359.83	359.83	82.01%	
Total Visitor Services	\$ 105,501.61	\$ 123,400.00	-\$ 17,898.39	\$ 17,898.39	85.50%	
Total 2- VISITOR SVS / PARTNERSHIPS	\$ 126,941.66	\$ 159,400.00	-\$ 32,458.34	\$ 32,458.34	79.64%	
3- ADMIN EXPENSES	0.00	0.00	0.00	0.00		
General Admin	0.00	0.00	0.00	0.00		
7010 Accounting	13,341.00	7,700.00	5,641.00	-5,641.00	173.26%	
7060 Bank Fees	166.75	500.00	-333.25	333.25	33.35%	
7080 Board Development	1,707.86	4,000.00	-2,292.14	2,292.14	42.70%	
7090 Copying & Printing	2,826.87	2,000.00	826.87	-826.87	141.34%	
7100 Dues & Subscriptions	7,802.93	5,500.00	2,302.93	-2,302.93	141.87%	
7130 Legal Fees	0.00	3,000.00	-3,000.00	3,000.00	0.00%	
7140 Licenses & Permits	0.00	100.00	-100.00	100.00	0.00%	
7150 Meeting Expenses	2,323.73	2,000.00	323.73	-323.73	116.19%	
7200 Office Expense	21,906.37	9,500.00	12,406.37	-12,406.37	230.59%	
7210 Postage & Shipping	3,480.26	15,000.00	-11,519.74	11,519.74	23.20%	\$ 5,000.00
7280 Travel Expenses	7,750.65	15,000.00	-7,249.35	7,249.35	51.67%	
Total General Admin	\$ 61,306.42	\$ 64,300.00	-\$ 2,993.58	\$ 2,993.58	95.34%	
Occupancy Costs	0.00	0.00	0.00	0.00		
7650 Rent	25,800.00	25,000.00	800.00	-800.00	103.20%	
7660 Insurance	3,000.83	3,000.00	0.83	-0.83	100.03%	
7850 Repairs & Maintenance	11,084.58	7,500.00	3,584.58	-3,584.58	147.79%	
7890 Taxes	72.30	100.00	-27.70	27.70	72.30%	
7910 Telecommunication	5,368.66	6,000.00	-631.34	631.34	89.48%	
7950 Utilities	6,823.52	8,500.00	-1,676.48	1,676.48	80.28%	
7990 Depreciation Expense	1,394.89	0.00	1,394.89	-1,394.89		
Total Occupancy Costs	\$ 53,544.78	\$ 50,100.00	\$ 3,444.78	-\$ 3,444.78	106.88%	
Total 3- ADMIN EXPENSES	\$ 114,851.20	\$ 114,400.00	\$ 451.20	-\$ 451.20	100.39%	
4- PERSONNEL	0.00	0.00	0.00	0.00		
8510 Salaries & Wages	255,644.77	336,404.00	-80,759.23	80,759.23	75.99%	
8520 Paid Time Off	9,503.63	0.00	9,503.63	-9,503.63		
8530 Payroll Taxes	24,008.11	21,500.00	2,508.11	-2,508.11	111.67%	
8540 Payroll Processing Fees	304.75	336.00	-31.25	31.25	90.70%	
8550 Workers Comp	1,950.00	3,000.00	-1,050.00	1,050.00	65.00%	
8570 Health Insurance	25,640.00	34,500.00	-8,860.00	8,860.00	74.32%	
8580 Other Employee Benefits	0.00	3,500.00	-3,500.00	3,500.00	0.00%	
8590 Contract Work	7,185.00	3,543.00	3,642.00	-3,642.00	202.79%	
8615 Employee Recruitment	253.05	1,500.00	-1,246.95	1,246.95	16.87%	
Total 4- PERSONNEL	\$ 324,489.31	\$ 404,283.00	-\$ 79,793.69	\$ 79,793.69	80.26%	
Total Expenses	\$ 1,268,353.38	\$ 1,530,083.00	-\$ 261,729.62	\$ 261,729.62	82.89%	
Net Operating Income	-\$ 86,712.12	-\$ 200,000.00	\$ 113,287.88	-\$ 113,287.88	43.36%	
Net Income	-\$ 86,712.12	-\$ 200,000.00	\$ 113,287.88	-\$ 113,287.88	43.36%	\$ 47,000.00

To Date: Thursday, Apr 18, 2019 03:28:48 PM GMT-7 - Accrual Basis