

**MCCVB Statement of Revenue and Expense
For the Twelve Months Ended June 30, 2017**

16-17 CM Actual	16-17 CM Budget Reforecast	16-17 CM Variance	15-16 CM Actual		16-17 YTD Actual	16-17 YTD Budget Reforecast	16-17 YTD Variance	15-16 YTD Actual	16-17 Budget Reforecast	16-17 YTD % of Budget Reforecast	17-18 Budget	Original 16-17 YTD Budget	16-17 YTD Variance vs Original Budget
Revenues													
Jurisdiction Investment													
99,406	99,406	0	99,406	Monterey County	1,192,875	1,192,875	0	1,192,924	1,192,875	100.00	1,192,875	1,230,000	(37,125)
0	0	0	0	City of Monterey	899,667	899,667	0	1,159,499	899,667	100.00	899,667	899,666	1
0	0	0	(8,190)	City of Carmel-by-the-Sea	167,656	167,656	0	146,528	167,656	100.00	176,857	167,656	0
0	0	0	0	City of Pacific Grove	109,156	109,156	0	94,698	109,156	100.00	113,571	109,156	0
0	0	0	0	City of Seaside	80,053	80,053	0	73,197	80,053	100.00	86,424	80,053	0
0	0	0	0	City of Salinas	72,774	72,774	0	55,569	72,774	100.00	78,034	72,774	0
0	0	0	0	City of Marina	59,920	59,920	0	52,934	59,920	100.00	63,718	59,920	0
0	0	0	0	City of Del Rey Oaks	1,000	1,000	0	1,000	1,000	100.00	1,000	1,000	0
0	0	0	0	Sand City	2,000	2,000	0	2,000	2,000	100.00	2,000	2,000	0
99,406	99,406	0	91,216	Sub-Total Jurisdiction Investment	2,585,102	2,585,102	0	2,778,349	2,585,102	100.00	2,614,146	2,622,224	(37,122)
TID													
160,463	0	160,463	188,702	Monterey County	856,209	864,870	(8,661)	883,968	864,870	99.00	864,870	857,915	(1,706)
338,616	360,834	(22,219)	607,166	City of Monterey	2,036,493	2,066,227	(29,734)	1,999,426	2,066,227	98.56	2,077,583	2,069,935	(33,442)
48,816	50,412	(1,596)	60,240	City of Carmel-by-the-Sea	304,609	303,646	963	303,564	303,646	100.32	313,967	302,407	2,202
0	0	0	(226)	City of Pacific Grove	250,345	255,279	(4,934)	244,183	255,279	98.07	234,702	260,104	(9,760)
16,769	20,054	(3,285)	20,489	City of Seaside	234,558	247,801	(13,244)	234,513	247,801	94.66	255,862	237,702	(3,144)
61,692	0	61,692	111,107	City of Salinas	261,224	271,917	(10,693)	313,639	271,917	96.07	270,271	275,245	(14,021)
37,501	14,400	23,101	11,797	City of Marina	162,215	173,937	(11,722)	163,603	173,937	93.26	159,434	178,739	(16,523)
663,857	445,701	218,156	999,276	Sub-Total TID	4,105,653	4,183,678	(78,025)	4,142,896	4,183,678	98.14	4,176,689	4,182,046	(76,393)
Private Revenue													
11,210	438	10,773	18,281	Marketing	59,104	57,755	1,349	93,928	57,755	102.34	23,625	79,995	(20,891)
30,000	30,000	0	20,175	Group Sales	96,425	88,975	7,450	108,090	88,975	108.37	128,000	72,000	24,425
0	0	0	0	New Membership	11,286	11,424	(138)	16,553	11,424	98.79	10,974	10,725	561
163	0	163	0	Renewal Membership	79,016	78,853	163	68,129	78,853	100.21	78,731	78,923	92
0	0	0	0	Annual Meeting	21,676	21,676	0	21,819	21,676	100.00	22,000	26,680	(5,004)
17,577	19,500	(1,923)	19,406	Visitor Services Ad Commission	30,694	30,657	38	31,659	30,657	100.12	30,650	30,700	(6)
7	25	(18)	10	Interest	88	195	(106)	367	195	45.37	190	300	(212)
(4,896)	0	(4,896)	2,640	Misc	37,905	40,657	(2,751)	8,416	40,657	93.23	5,400	6,000	31,905
54,061	49,963	4,099	60,513	Sub-Total Private Revenue	336,195	330,192	6,003	348,960	330,192	101.82	299,570	305,323	30,872
817,324	595,070	222,255	1,151,005	Total Revenues	7,026,949	7,098,971	(72,022)	7,270,206	7,098,971	98.99	7,090,406	7,109,593	(82,644)

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Expenses													
MARKETING COMMUNICATIONS													
72,931	77,275	(4,344)	54,580	Salary	622,555	643,608	(21,053)	519,449	643,608	96.73	670,829	658,480	(35,925)
42,132	45,149	(3,017)	31,990	Incentive	44,498	55,020	(10,521)	39,829	55,020	80.88	55,969	56,862	(12,363)
4,151	4,967	(817)	3,091	Benefits	46,143	45,994	149	38,576	45,994	100.32	58,993	53,377	(7,234)
8,929	10,225	(1,296)	7,308	Taxes + Insurance	56,952	65,290	(8,338)	49,842	65,290	87.23	72,464	70,680	(13,728)
128,142	137,616	(9,474)	96,968	Sub-Total Talent	770,148	809,912	(39,764)	647,697	809,912	95.09	858,255	839,399	(69,250)
11,365	36,494	(25,129)	3,276	Advertising+Media Buys	777,303	779,855	(2,552)	850,663	779,855	99.67	781,500	750,000	27,303
26,600	29,600	(3,000)	25,966	Agency/Srvc Fees + Cntr	258,716	284,622	(25,907)	265,291	284,622	90.90	332,400	285,600	(26,884)
27,394	3,250	24,144	23,113	Production/Collateral	328,196	332,043	(3,846)	360,096	332,043	98.84	277,000	325,000	3,196
1,339	183	1,156	606	International	113,796	140,134	(26,338)	206,844	140,134	81.21	172,000	180,000	(66,204)
59,065	39,555	19,510	34,775	Research	149,363	148,575	788	120,468	148,575	100.53	128,741	125,000	24,363
0	150	(150)	(35)	Visitor Guide Distribution	32,125	33,059	(934)	32,454	33,059	97.17	14,856	34,500	(2,375)
16,926	6,000	10,926	4,339	Media Relations Programs	101,764	81,575	20,189	145,650	81,575	124.75	117,500	90,250	11,514
1,983	1,600	383	1,470	Media Tracking	30,598	32,338	(1,740)	23,906	32,338	94.62	33,700	23,800	6,798
0	0	0	2,000	Photography + Press Materials	0	0	0	6,985	0	0.00	6,000	0	0
13,400	25,500	(12,100)	(24,598)	Website/Digital	172,991	181,400	(8,409)	177,587	181,400	95.36	144,700	182,000	(9,009)
0	0	0	0	Dues + Subscriptions	1,289	1,289	0	850	1,289	100.00	1,289	1,500	(211)
70	175	(105)	20	Postage	1,047	1,985	(938)	985	1,985	52.73	1,200	660	387
1,015	0	1,015	1,397	Professional Development	11,499	13,915	(2,416)	5,995	13,915	82.64	12,821	14,500	(3,001)
516	390	126	719	Cell Phone Reimbursements	4,768	4,725	43	3,497	4,725	100.90	4,272	4,380	388
3,778	3,250	528	(4,985)	Travel + Entertainment	57,817	55,150	2,668	50,385	55,150	104.84	57,740	57,700	117
163,453	146,147	17,305	68,063	Sub-Total Programs	2,041,273	2,090,665	(49,392)	2,251,656	2,090,665	97.64	2,085,719	2,074,890	(33,617)
291,595	283,763	7,831	165,031	Total Marketing Communications	2,811,421	2,900,576	(89,156)	2,899,353	2,900,576	96.93	2,943,974	2,914,289	(102,868)

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SALES + GROUP SERVICES														
109,251	108,176	1,075	102,969	Salary	915,828	906,849	8,979	878,569	906,849	100.99	948,515	0	928,115	(12,287)
18,326	121,933	(103,607)	94,900	Incentive	28,576	159,261	(130,685)	121,775	159,261	17.94	153,627	0	156,112	(127,535)
7,039	7,390	(351)	7,576	Benefits	77,054	78,184	(1,129)	79,133	78,184	98.56	92,188	0	70,805	6,249
9,710	10,431	(722)	14,698	Taxes + Insurance	79,507	91,922	(12,415)	88,133	91,922	86.49	105,575	0	104,980	(25,472)
144,326	247,930	(103,604)	220,143	Sub-Total Talent	1,100,965	1,236,216	(135,251)	1,167,610	1,236,216	89.06	1,299,905		1,260,011	(159,046)
0	0	0	3,000	Third Party Contract Support	9,500	9,500	0	37,000	9,500	100.00	0		36,000	(26,500)
40,666	72,875	(32,209)	69,429	Group Marketing	420,614	460,085	(39,471)	641,717	460,085	91.42	530,000		460,000	(39,386)
0	4,780	(4,780)	475	Memberships/Affiliations	12,609	14,265	(1,656)	15,888	14,265	88.39	14,930		14,055	(1,446)
0	0	0	0	Customer Advisory Board	0	0	0	0	0	0.00	21,000		0	0
1,000	1,000	0	1,417	E-Tools	19,883	20,300	(417)	33,425	20,300	97.95	57,000		36,200	(16,317)
3,863	0	3,863	703	Promo Items / Client Amenities	46,723	50,043	(3,321)	78,448	50,043	93.36	50,000		63,043	(16,320)
0	0	0	0	CVENT	53,457	53,457	0	51,039	53,457	100.00	54,000		53,457	0
63,896	43,337	20,560	(5,966)	Tradeshows + Sales Missions	345,323	353,749	(8,426)	394,120	353,749	97.62	305,700		330,425	14,898
1,475	5,900	(4,425)	10,242	Client Events	118,028	131,157	(13,129)	184,385	131,157	89.99	160,000		140,825	(22,797)
12,395	5,000	7,395	2,265	FAMs	57,893	52,809	5,084	68,958	52,809	109.63	108,500		42,000	15,893
1,281	5,850	(4,569)	13,655	Sponsorships	169,447	169,902	(455)	191,117	169,902	99.73	123,650		172,550	(3,103)
2,734	1,000	1,734	5,188	Site Visits	7,886	10,676	(2,790)	16,801	10,676	73.87	25,000		14,500	(6,614)
565	0	565	1,128	Conference Services	14,770	13,167	1,602	8,865	13,167	112.17	10,200		10,500	4,270
0	0	0	0	Housing Bureau	1,000	1,000	0	5,858	1,000	100.00	3,500		1,000	0
4,315	0	4,315	4,276	Opportunity Development	21,075	21,285	(210)	10,152	21,285	99.01	64,500		26,500	(5,425)
131	40	91	0	Postage	3,877	1,418	2,459	440	1,418	273.39	1,800		600	3,277
2,107	4,500	(2,393)	6,611	Professional Development	17,425	14,085	3,340	25,392	14,085	123.71	10,200		21,000	(3,575)
682	855	(173)	701	Cell Phone Reimbursements	10,291	10,449	(158)	8,860	10,449	98.48	10,152		10,260	31
2,799	4,000	(1,201)	6,091	Travel + Entertainment	57,573	48,980	8,593	46,075	48,980	117.54	60,000		48,000	9,573
137,910	149,137	(11,226)	119,214	Sub-Total Programs	1,387,375	1,436,329	(48,954)	1,818,538	1,436,329	96.59	1,610,132		1,480,915	(93,540)
282,236	397,067	(114,830)	339,357	Total Sales + Group Services	2,488,340	2,672,545	(184,205)	2,986,148	2,672,545	93.11	2,910,037		2,740,926	(252,586)

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MEMBERSHIP													
7,322	7,041	282	6,363	Salary	59,072	58,774	299	55,087	58,774	100.51	62,546	58,812	260
2,616	4,010	(1,393)	2,730	Incentive	3,060	4,683	(1,623)	3,120	4,683	65.34	4,693	4,663	(1,604)
1,182	1,127	56	1,124	Benefits	13,107	12,660	447	12,378	12,660	103.53	13,550	12,315	793
645	672	(28)	586	Taxes + Insurance	4,126	5,043	(917)	4,267	5,043	81.81	6,746	6,370	(2,244)
11,766	12,849	(1,084)	10,803	Sub-Total Talent	79,366	81,160	(1,795)	74,852	81,160	97.79	87,534	82,160	(2,794)
0	50	(50)	0	Member Events	28,557	29,107	(550)	27,236	29,107	98.11	35,749	31,518	(2,961)
0	0	0	595	Collateral	965	1,000	(35)	1,077	1,000	96.47	700	1,000	(35)
0	0	0	0	Postage	70	450	(380)	244	450	15.63	450	450	(380)
0	0	0	120	Professional Development	0	0	0	120	0	0.00	0	0	0
80	80	0	80	Cell Phone Reimbursements	1,088	960	128	960	960	113.34	960	960	128
123	150	(27)	258	Travel + Entertainment	1,855	1,891	(36)	2,188	1,891	98.08	1,800	1,800	55
203	280	(77)	1,053	Sub-Total Programs	32,535	33,408	(873)	31,825	33,408	97.39	39,659	35,728	(3,193)
11,968	13,129	(1,161)	11,856	Total Membership	111,900	114,568	(2,668)	106,677	114,568	97.67	127,193	117,888	(5,988)
VISITOR SERVICES													
21,566	22,642	(1,077)	22,778	Salary	180,216	192,309	(12,093)	182,424	192,309	93.71	197,147	196,255	(16,039)
670	5,790	(5,120)	5,235	Incentive	2,548	7,732	(5,184)	6,735	7,732	32.95	7,066	7,037	(4,489)
1,724	1,156	568	1,003	Benefits	16,024	11,967	4,057	15,700	11,967	133.90	21,696	11,692	4,332
2,168	2,971	(802)	2,763	Taxes + Insurance	20,429	23,874	(3,445)	21,477	23,874	85.57	25,931	25,694	(5,265)
26,127	32,559	(6,431)	31,778	Sub-Total Talent	219,217	235,881	(16,664)	226,337	235,881	92.94	251,840	240,679	(21,461)
0	0	0	5,229	Visitor Center Collateral	6,193	8,509	(2,316)	10,763	8,509	72.78	10,000	8,125	(1,932)
0	0	0	339	Promotional Items	6,634	11,000	(4,366)	17,734	11,000	60.31	4,000	11,000	(4,366)
886	910	(24)	4,394	Visitor Center Facility	145,177	146,039	(863)	149,672	146,039	99.41	147,141	146,140	(963)
155	100	55	211	Postage	7,434	6,161	1,274	5,114	6,161	120.67	4,600	6,200	1,234
0	0	0	0	Professional Development	426	426	0	2,565	426	100.00	2,500	500	(74)
106	140	(34)	203	Cell Phone Reimbursements	1,441	1,628	(187)	1,509	1,628	88.54	1,680	1,680	(239)
92	60	32	247	Travel + Entertainment	939	606	333	1,445	606	154.98	1,880	1,200	(261)
1,239	1,210	29	10,623	Sub-Total Programs	168,243	174,368	(6,125)	188,802	174,368	96.49	171,801	174,845	(6,602)
27,367	33,769	(6,402)	42,401	Total Visitor Services	387,461	410,250	(22,789)	415,138	410,250	94.45	423,641	415,524	(28,063)

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ADMINISTRATION													
45,698.23	40,646	5,053	40,547	Salary	346,901	349,862	(2,961)	334,521	349,862	99.15	359,310	354,395	(7,494)
12,696.28	21,799	(9,103)	18,810	Incentive	15,600	25,087	(9,487)	21,960	25,087	62.18	25,482	24,969	(9,369)
3,619.39	3,039	581	3,115	Benefits	38,135	34,419	3,716	28,973	34,419	110.80	35,113	31,632	6,503
4,026.23	3,882	145	4,246	Taxes + Insurance	27,720	31,341	(3,622)	30,068	31,341	88.44	36,506	35,839	(8,119)
66,040	69,365	(3,325)	66,719	Sub-Total Talent	428,356	440,709	(12,353)	415,522	440,709	97.20	456,411	446,835	(18,479)
790	500	290	2,768	Board of Directors	2,538	4,148	(1,610)	3,952	4,148	61.18	4,550	3,150	(612)
701	550	151	1,562	Community Relations/Goodwill	23,662	28,912	(5,250)	56,655	28,912	81.84	31,300	30,800	(7,138)
0	0	0	0	Memberships/Affiliations	38,053	41,152	(3,099)	42,790	41,152	92.47	14,698	64,649	(26,596)
1,232	111	1,121	192	Human Resource Programs	4,571	3,830	741	5,300	3,830	119.36	3,000	3,330	1,241
2,046	1,750	296	0	Professional Development	13,117	14,601	(1,483)	10,797	14,601	89.84	14,000	17,500	(4,383)
230	400	(170)	239	Cell Phone Reimbursements	3,551	4,462	(910)	3,769	4,462	79.60	4,800	4,800	(1,249)
1,189	2,000	(811)	365	Travel + Entertainment	21,848	22,000	(152)	22,780	22,000	99.31	25,000	23,000	(1,152)
390	500	(110)	3,105	Legal	7,735	6,000	1,735	13,034	6,000	128.91	9,000	6,000	1,735
0	100	(100)	0	Audit/Accounting	18,500	19,100	(600)	18,453	19,100	96.86	19,000	19,700	(1,200)
313	0	313	7,148	Benefits/HR Services	75,286	82,270	(6,984)	48,006	82,270	91.51	40,300	41,700	33,586
890	540	350	508	Payroll Services	6,398	6,177	221	5,683	6,177	103.57	6,100	5,860	538
0	0	0	0	Consulting/Facilitation	6,585	10,350	(3,765)	18,335	10,350	63.62	11,500	8,450	(1,865)
11,444	11,084	360	10,964	Lease/Rent/CAM	142,396	140,787	1,609	136,831	140,787	101.14	146,109	142,724	(327)
926	600	326	440	Janitorial/Maintenance	6,787	6,826	(39)	6,805	6,826	99.43	6,600	7,650	(863)
0	0	0	0	Operations Taxes	64	64	0	93	64	100.00	100	0	64
1	0	1	0	Operations Insurances	16,109	15,221	888	14,096	15,221	105.83	17,000	16,000	109
774	940	(166)	1,094	Internet/Phone Service	9,328	10,382	(1,055)	7,589	10,382	89.84	10,380	11,280	(1,952)
5,714	5,200	514	5,267	IT / Cloud Service	63,922	62,260	1,662	70,924	62,260	102.67	65,000	73,800	(9,878)
220	600	(380)	563	Banking / Merchant Services	5,244	5,439	(195)	5,624	5,439	96.42	4,600	5,900	(656)
2,765	2,000	765	2,215	Equipment Leasing/Maintenance	10,657	11,449	(792)	11,984	11,449	93.09	12,500	11,480	(823)
404	175	229	907	Stationery	2,549	5,156	(2,607)	3,907	5,156	49.44	5,500	5,400	(2,851)
940	700	240	2,041	Office Supplies	6,079	7,106	(1,026)	9,931	7,106	85.56	7,200	9,600	(3,521)
320	419	(99)	365	Conference/Break Rm Supplies	3,845	4,500	(656)	4,891	4,500	85.43	4,200	4,800	(955)
2,332	4,188	(1,856)	100	Computer/Software	22,472	24,250	(1,778)	42,233	24,250	92.67	23,460	28,250	(5,778)
141	0	141	(9,192)	Furniture/Fixtures	2,719	3,500	(781)	1,050	3,500	77.69	3,000	1,000	1,719
331	325	6	292	Postage, BM Permit, PO Box	1,686	2,051	(364)	3,224	2,051	82.24	2,000	2,350	(664)
34,091	32,682	1,409	75,134	Sub-Total Programs	515,703	541,993	(26,290)	612,926	541,993	95.15	490,897	549,173	(33,470)
100,131	102,047	(1,916)	141,853	Total Administration	944,058	982,702	(38,643)	1,028,448	982,702	96.07	947,308	996,008	(51,949)
3,000	11,250	(8,250)	0	Total Destination Salinas Agreement	15,500	33,000	(17,500)	0	33,000	46.97	0	0	0
716,297	841,025	(124,728)	700,498	Total Expenses	6,758,680	7,113,641	(354,961)	7,435,764	7,113,641	95.01	7,352,154	7,184,634	(441,454)
101,027	(245,956)	346,982	450,506	Net Retained	268,269	(14,670)	282,939	(165,559)	(14,670)	(1,828.75)	(261,748)	(75,041)	358,810

FY 2016-2017 June Financial Statements Variance Summary

BUDGET - GENERAL NOTE: References to budget refer to the budget reforecast approved by the Board in January 2017.

REVENUE		
TID / Private Revenue	CURRENT MONTH	YEAR-END:
Monterey County	\$160,463 received vs. budget of \$0	-\$8,661 variance Year-End
City of Monterey	\$338,616 received vs. budget of \$360,834	-\$29,734 variance Year-End
City of Carmel	\$48,816 received vs. budget of \$50,412	\$963 variance Year-End
City of Pacific Grove	\$0 received vs. budget of \$0	-\$4,934 variance Year-End
City of Seaside	\$16,769 received vs. budget of \$20,054	-\$13,244 variance Year-End
City of Salinas	\$61,692 received vs. budget of \$0	-\$10,693 variance Year-End
City of Marina	\$23,144 received plus \$14,357 accrued (\$37,501 in total) vs. budget of \$14,400	-\$11,722 variance Year-End
Private Revenue	<p>Marketing: Received visitor guide revenue share that was budgeted earlier</p> <p>Visitor Services Ad Commission: Lower commission than budgeted due to member participation timing</p> <p>Miscellaneous: Refunded City of Salinas for services not completed due to incomplete work plan execution from Destination Salinas</p>	<p>Group Sales: Events had higher than budgeted revenue: CalSAE Seasonal Spectacular and Elevate, AMEX Interaction, Association Forum Holiday Showcase, SITE SoCal Holiday Luncheon, MPINCC ACE, Houston Client Event, unplanned Helms Briscoe Client Event</p> <p>Miscellaneous: Lower revenue (and expense) with City of Salinas for services not completed due to incomplete work plan execution from Destination Salinas partially offset by unexpected City of Monterey TID fund account audit receipt for 2010-2012</p>

EXPENSE - GENERAL NOTE: Postage, Professional Development, Cell Phone Reimbursements and Travel/Entertainment budgets have been allocated evenly by month or quarter and will (in most cases) have variances between budget and actual in the current month.

EXPENSE	CURRENT MONTH	YEAR-END:
Marketing Communications		
Advertising+Media Buys	Underspent in June due to invoice timing; invoices budgeted for June were paid in May	
Agency/Service Fees	Negotiated lower monthly fee than budgeted	Delayed start in February for MMGY and negotiated lower monthly fee than budgeted
Production/Collateral	Overspent due to invoice timing; there was a delay in invoices and reimbursement requests from Chicago Pop Up	Underspent due to postponed brand bags order
International		Underspent due to indefinite postponement of Brand USA China co-op due to shift in strategy on on-going development with San Jose partner
Research	Overspent due to visitor profile invoices received in June but budgeted earlier	
Media Relations Programs	Overspent due to Big Sur Recovery FAM and Chicago Pop Up (May) expenses from Parasol	Over budget due to Big Sur Recovery campaign expenses approved by BOD including the Media FAM and Big Sur B-roll
Media Tracking	Slightly overspent due to additional BurrellesLuce media tracking	Underspent due to less than anticipated use of BurrellesLuce media tracking
Website/Digital	Underspent due to cost savings on opportunistic social promotion	Underspent due to cost savings on opportunistic social promotion

Sales + Group Services	CURRENT MONTH	YEAR-END:
Salary		Over due to year-end separations and PTO payout
Group Marketing	Underspent for June due to negotiated cost savings on Forbes AgTech sponsorship and SF Travel partnership budget double count due to contract timing change	Underspent due to delay of MCC opening, negotiated cost savings on Forbes AgTech sponsorship and SF Travel partnership budget double count due to contract timing change
Memberships/Affiliations	Underspent due to timing of invoices	ASAE, SGMP, AMPS memberships not renewed or activated in year
Promo Items	Overspent due to timing of spend	Savings realized at year end due to promo items being fully stocked
Tradeshows	Overspent due to timing of IBTM and IPW costs budgeted earlier but incurred in June and additional CVB staff attending MPIWEC	Savings on Amex Interaction in December, MPI SoCal Tradeshow in January and cancellation of MPIOC Tradeshow
Client Events	Underspent due to early prepayments of Sacramento event and MCCVB Washington DC sales mission	Underspent due to cancellation of East Bay event, savings on CALSAE Elevate event and no group spend on Pop Ups in year
FAMs	Overspent due to delayed receipt of transportation invoice for April PBFW FAM and multiple T&T FAMs falling in June	Overspent due to increased transportation costs for FAMs
Sponsorships	Underspent due to early prepayment of MPISCC Wine Sponsorship, MPICAC Golf Outing and cancellation of Association Swing Golf sponsorship	
Site Visits	Overspent due to timing with several site inspections requiring transportation and airfare reimbursement in June	Under budget due to fewer overnight site visits for the year than planned
Conference Services	Overspent due to timing of invoices for staffing requested at two conferences	Slight overspend due to increased room night pickup for MeetingMax Housing events
Opportunity Development	Overspent due to timing of booking rebate given to ACWA for MCC construction challenges and Helms Briscoe incentive	

Membership	CURRENT MONTH	YEAR-END:
Visitor Services	CURRENT MONTH	YEAR-END:
Visitor Center Collateral		Recognized anticipated year-end savings as we did not need additional collateral as originally planned
Promotional Items		Recognized/anticipated year-end savings as inventory dictated no need for additional promo items
Administration	CURRENT MONTH	YEAR-END:
Community Relations		Underspent at VCA Outlook Forum and CDME BOD and less than anticipated use of opportunity funds
Memberships/Affiliations		Cal Chamber membership budget not needed as it was already incurred in October, Cal Travel membership delayed, PCMA booked elsewhere, and DMAI Org Fin study not produced
Legal		Overspent due to unanticipated employee transition and contract reviews
Benefits/HR Services		Under budget due to reduced 401k benefit administration costs and negotiated savings in vendor fee
Consulting/Facilitation		Negotiated savings
Stationery		Stopped purchasing costly pre-printed envelopes and overstocked on thank you cards
Computer/Software		New computer purchasing delayed for open position needs assessment

**MCCVB
Balance Sheet**

	June 30, 2017	May 31, 2017	Change
ASSETS			
Current Assets			
Union Bank - Checking	\$ 720,444	\$ 897,746	(\$ 177,302)
Union Bank - Money Market	20,256	20,255	1
Rabobank - Checking	67,613	67,603	10
Rabobank - Money Market	51,645	51,638	6
Petty Cash	417	74	343
PayPal Cash Balance	18,501	12,944	5,558
<i>Sub-Total Cash</i>	<i>878,876</i>	<i>1,050,260</i>	<i>(171,384)</i>
Accounts Receivable	(2,220)	13,870	(16,090)
TID Receivable	877,225	862,868	14,357 Marina 12th month to be paid in July
<i>Sub-Total Receivables</i>	<i>875,005</i>	<i>876,738</i>	<i>(1,733)</i>
Total Current Assets	1,753,881	1,926,998	(173,117)
Property and Equipment			
Furniture & Fixtures	155,669	155,669	0
Computers/Equipment	243,047	243,047	0
Accumulated Depreciation	(282,016)	(282,016)	0
Leasehold Improvements	3,158	3,158	0
Total Property and Equipment	119,858	119,858	0
Other Assets			
Other Income Accruals	17,577	0	17,577 Visitor services ad commission accrual for year-end
Tradeshaw Deposits	62,709	101,401	(38,692) IPW and IBTM released
Prepaid Expenses	229,305	81,279	148,027 FY1718 invoices for events, memberships, and services
Lease Deposit	11,000	11,000	0
Total Other Assets	320,591	193,680	126,912
Total Assets	\$ 2,194,330	\$ 2,240,535	(\$ 46,205)
LIABILITIES AND CAPITAL			
Current Liabilities			
Accounts Payable	\$ 91,678	\$ 327,528	(\$ 235,850)
Accrued Liability	3,837	0	3,837 Credit card stub period expense accrual
Accrued Incentive	82,047	0	82,047 Year-end incentive estimate
Accrued 401K	324	0	324 401K on year-end incentive estimate
Accrued Vacation	59,424	58,382	1,042
Deferred Revenue	57,522	56,154	1,368 FY1718 membership invoices paid in month offset mostly by IPW invoices released
Total Current Liabilities	294,832	442,064	(147,232)
Capital			
Beginning Balance Equity	568,247	568,247	0
Net Assets	1,062,982	1,062,982	0
Net Income	268,269	167,242	101,027 June net retained
Total Capital	1,899,498	1,798,471	101,027
Total Liabilities & Capital	\$ 2,194,330	\$ 2,240,535	(\$ 46,205)

MCCVB
Aged Receivables
As of June 30

Customer	Current	1-30	31-60	61+	Amount Due	Comment
Abalonetti Bar and Grill				33	33	Added to renewal invoice
Asilomar Conference Center			(500)		(500)	Event cancelled - refunded in July
Monterey Tides	285				285	
Carmel Mission Inn				350	350	Reminder emailed 7/25
City of Salinas	(6,750)				(6,750)	Refund paid in July
Hotel Pacific			3,000		3,000	Reminder emailed 7/13 - they are checking
Monterey Guided Wine Tours				163	163	Paid in July
Monterey Peninsula Chamber of Commerce				500	500	Reminder emailed 7/21
Ventana Inn and Spa			350	350	700	Paid in July
Report Total		-	2,850	1,395	(2,220)	

MCCVB
Aged Payables
As of June 30, 2017

Vendor	0 - 30	31 - 60	61 - 90	Over 90 days	Amount Due	Comment
Alliah Sheta	70				70	
Allyson Ryan	85				85	
AT&T Mobility	52				52	
Avaunt Technologies, Inc.	1,350				1,350	
BurrellesLuce Media Analysis	1,843				1,843	
Business Cards	23,953				23,953	
CCM&E	8,675				8,675	
City of Monterey	55				55	
Commercial Quality Cleaning	120				120	
David Cater	(42)	(14)			(56)	Employee reimbursement due
David Marzetti	228				228	
Employnet Inc.	112				112	
Fired-Up! Culture	540				540	
Howard Munves	(57)				(57)	Employee reimbursement due
Jenna Hanson	3,700				3,700	
Jennifer Hord	1,350				1,350	
Joe Marcy	233				233	
Joselyn Ignacio	6				6	
Keith Turner	61				61	
L+G, LLP	390				390	
Matthew Beaudin	1,150				1,150	
American Institute of Physics	500				500	
MMGY Global, LLC	28,430				28,430	
Office Team	565				565	
OMG Media Group	500				500	
Parasol	10,817				10,817	
Paul Martin	487				487	
PG&E	259				259	
Quintes	313				313	
Richard Petrovich	14				14	
Rob O'Keefe	(10)				(10)	Employee reimbursement due
Rotter Printing Managment	419				419	
Sammy Ramos	506				506	
Santa Cruz Motor Express	201				201	
Service Systems Associates, Inc	959				959	
Tiger Oak Media, Inc.	125				125	
Todd Fisher	1,897				1,897	
UPS	(42)				(42)	Credit on account
Visit Santa Cruz County	1,260				1,260	
Workin.com, Inc.	618				618	
Report Total	91,692	-14			91,678	

2016 - 17 TRADE SHOWS		Actual	Budget	Variance					
Month	Description	YTD Jun	YTD Jun	YTD Jun	Expected Results (in lead room nts)	Actual Results (in lead room Nts)	YTD Actual Revenue	Annual Budget Revenue	YTD Revenue Variance
Jul-16	Luxury Meetings Summit-Dallas, TX	\$ 876	\$ 876	\$ -	300	60			
Jul-16	Smart Meetings Mid Atlantic- Washington DC	\$ 2,718	\$ 2,718	\$ -	300	-			
Jul-16	Luxury Meetings Summit- Raleigh/Durham, NC	\$ 2,151	\$ 2,151	\$ -	300	500			
Jul-16	CESSE - Omaha, NE	\$ 4,966	\$ 4,966	\$ 0	400	-			
Jul-16	All Things Meetings - Silicon Valley	\$ 1,300	\$ 1,300	\$ -	1,000	1,154			
Aug-16	Luxury Meetings Summit - San Francisco	\$ 821	\$ 821	\$ -	300	145			
Aug-16	Luxury Meetings & Client Event - Indianapolis, IN	\$ 3,156	\$ 3,156	\$ -	1,000	966			
Aug-16	Luxury Meetings Summit - Silicon Valley	\$ 843	\$ 843	\$ -	300	20			
Aug-16	Luxury Meetings Summit & Client Event - Cincinnati, OH	\$ 2,168	\$ 2,168	\$ -	300	1,296			
Aug-16	Luxury Meetings Summit- Portland, OR	\$ 1,890	\$ 1,890	\$ -	300	52			
Aug-16	Luxury Meetings Summit - Seattle, WA	\$ 953	\$ 953	\$ -	300	-			
Aug-16	Luxury Meetings Summit & Client Event - Cleveland, OH	\$ 4,108	\$ 4,108	\$ -	300	-			
Aug-16	ASAE Annual Meeting & Expo, Salt Lake City, UT	\$ 31,250	\$ 29,929	\$ 1,322	5,000	22,054	\$ 7,500	\$ 7,500	\$ -
Aug-16	Connect Marketplace, Dallas TX	\$ 4,282	\$ 4,282	\$ -	1,000	1,458			
Aug-16	Kellen Managers Summit	\$ 1,227	\$ 1,227	\$ -	300	6,419			
Sep-16	Meetings & Incentives Supplier Showcase, Lake Geneva, WI	\$ 590	\$ 590	\$ -	500	444			
Sep-16	Luxury Meetings Summit- Denver, CO	\$ 1,513	\$ 1,513	\$ -	500	735			
Sep-16	Luxury Meetings Summit- Chicago, IL	\$ 700	\$ 700	\$ -	500	375			
Sep-16	Smart Meetings West National- Phoenix, AZ	\$ 5,750	\$ 5,750	\$ -	300	-			
Sep-16	Luxury Meetings Summit SLC changed to January	\$ 56	\$ 56	\$ -	-	-			
Oct-16	Luxury Meetings Summit - Boston, MA	\$ 1,340	\$ 1,295	\$ 45	300	-			
Oct-16	Luxury Meetings Summit - Stamford, CT	\$ 1,096	\$ 1,092	\$ 4	300	-			
Oct-16	Luxury Meetings Summit - New York, NY	\$ 1,259	\$ 1,243	\$ 16	300	-			
Oct-16	Luxury Meetings Summit - New York, NY Suburbs	\$ 1,304	\$ 1,273	\$ 31	300	-			
Oct-16	IMEX- Las Vegas	\$ 61,110	\$ 61,110	\$ -	5,000	9,458	\$ 16,500	\$ 16,500	\$ -
Oct-16	Luxury Meetings Summit - Basking Ridge, NJ	\$ 1,112	\$ 1,088	\$ 25	500	-			
Oct-16	Luxury Meetings Summit- Philadelphia, PA	\$ 1,108	\$ 1,095	\$ 13	500	910			
Oct-16	Luxury Meetings Summit- Baltimore, MD	\$ 742	\$ 734	\$ 8	500	-			
Oct-16	Luxury Meetings Summit-Washington, DC	\$ 734	\$ 734	\$ -	500	67			
Oct-16	Luxury Meetings Summit- Washington, DC Beltway	\$ 724	\$ 724	\$ -	500	-			
Nov-16	Smart Meetings Southwest- Dallas/Fort Worth	\$ 2,709	\$ 2,709	\$ (0)	500	-			
Nov-16	FICP Annual Conference, Nashville	\$ 2,730	\$ 2,730	\$ -	2,000	1,035			
Nov-16	Luxury Meetings Summit & client Event -Atlanta, GA	\$ 2,850	\$ 2,850	\$ -	500	-			
Nov-16	Luxury Meetings Summit & Client Event- Austin, TX	\$ 675	\$ 675	\$ -	-	-			
Dec-16	CalSAE Seasonal Spectacular - Sacramento, CA	\$ 18,697	\$ 17,000	\$ 1,697	5,000	9,000	\$ 8,800	\$ 8,000	\$ 800
Dec-16	AMEXInteraction Show Gold Sponsorship, New Orleans	\$ 9,126	\$ 13,000	\$ (3,874)	2,500	3,412	\$ 1,500	\$ -	\$ 1,500
Dec-16	Assn Forum Holiday Showcase - Chicago	\$ 7,971	\$ 9,000	\$ (1,029)	5,000	9,916	\$ 1,275	\$ 525	\$ 750
Jan-17	PCMA Convening Leaders -Austin, TX	\$ 12,462	\$ 10,000	\$ 2,462	100	148			
Jan-17	HelmsBriscoe Annual Business Conference	\$ 5,480	\$ 5,500	\$ (20)	2,500	3,766	\$ 900	\$ -	\$ 900

2016 - 17 TRADE SHOWS		Actual	Budget	Variance					
Month	Description	YTD Jun	YTD Jun	YTD Jun	Expected Results (in lead room nts)	Actual Results (in lead room Nts)	YTD Actual Revenue	Annual Budget Revenue	YTD Revenue Variance
Jan-17	MPI SoCal Tradeshow	\$ 800	\$ 4,000	\$ (3,200)	400	3,090			
Feb-17	Go West Summit - Reno, NV	\$ 4,019	\$ 4,100	\$ (81)	200	590			
Feb-17	NTA Travel Exchange - St. Louis, MO	\$ 4,211	\$ 5,800	\$ (1,589)	200	540			
Feb-17	NAJ Receptive Operator Summit - Marina del Rey, CA	\$ 3,043	\$ 2,500	\$ 543	200	272			
Feb-17	PMPI MACE! - Washington, DC	\$ 120	\$ 1,500	\$ (1,380)	1,500	-			
Feb-17	DMAI Destinations Showcase/Sales Mission	\$ 8,802	\$ 10,000	\$ (1,198)	2,500	4,959			
Feb-17	MPI NCC Annual Conference and Trade Show, San Francisco	\$ 11,624	\$ 10,000	\$ 1,624	3,000	3,988	\$ 6,000	\$ 5,250	\$ 750
Feb-17	Luxury Meetings Summit, Dallas TX (free voucher)	\$ -	\$ -	\$ -	-	-			
Jan-17	Luxury Meetings Summit Tampa	\$ -	\$ -	\$ -	-	-			
Jan-17	Luxury Meetings Summit Miami	\$ -	\$ -	\$ -	-	-			
Mar-17	Meet NY/Northeast Sales Calls	\$ 3,933	\$ 5,000	\$ (1,067)	2,500	1,778			
Mar-17	MPISSN Trade Show	\$ 611	\$ 1,300	\$ (689)	1,000	745			
Mar-17	Experient's Envision Conference- Location TBA	\$ 4,937	\$ 5,000	\$ (63)	2,500	4,667			
Mar-17	NAJ Active America China - Portland, OR	\$ -	\$ -	\$ -	-	-			
Mar-17	MPI-RMC MIC Conference & Tradeshow, Denver CO	\$ 5,319	\$ 3,700	\$ 1,619	1,000	221			
Mar-17	MPI Cascadia, Portland Sales Calls	\$ 2,416	\$ 3,000	\$ (584)	1,000	7,305			
Apr-17	Meetings Mean Business Roadshow (Kansas City, St. Louis, CHI)	\$ 3,253	\$ 4,000	\$ (747)	1,500	1,774			
Apr-17	Conference Direct Annual Mtg-Baltimore, MD	\$ 3,579	\$ 5,000	\$ (1,421)	2,500	5,195			
Apr-17	PCMA NCC Leap Joint Conference	\$ 143	\$ 3,000	\$ (2,857)	500	2,888			
Apr-17	SF Travel NYC Client Reception and sales calls	\$ -	\$ 2,500	\$ (2,500)	1,500	-			
Apr-17	SF Travel Washington DC Sales mission	\$ 1,522	\$ 1,500	\$ 22	1,500	-			
Apr-17	MPI Joint tradeshow (OC/SD)	\$ 214	\$ 4,000	\$ (3,786)	500	-			
May-17	Successful Meetings Destination CA	\$ -	\$ -	\$ -	3,000	-			
Jun-17	IBTM Americas (Ft. Lauderdale, FL)	\$ 10,443	\$ 10,000	\$ 443	2,500	-			
Jun-17	IAGTO North America Convention, Miami, FL	\$ 3,358	\$ 4,000	\$ (642)	500	-			
Jun-17	IPW Pow Wow- Washington DC	\$ 58,724	\$ 58,000	\$ 724	2,500	-	\$ 30,000	\$ 30,000	\$ -
Jun-17	MPI-WEC Las Vegas	\$ 5,986	\$ 2,000	\$ 3,986	500	1,040			
Jun-17	CVENT Connect	\$ 998	\$ -	\$ 998					
Jun-17	Booth Storage	\$ 2,720	\$ -	\$ 2,720					
	Total	\$ 345,323	\$ 353,749	\$ (8,426)	73,000	112,442	\$ 72,475	\$ 67,775	\$ 4,700

2016 - 17 CLIENT EVENTS		Actual	Budget	Variance					
Month	Description	YTD Jun	YTD Jun	YTD Jun	Expected Results (in lead room nts)	Actual Results (in lead room Nts)	YTD Actual Revenue	Annual Budget Revenue	YTD Revenue Variance
Jul-16	Risk Mgt Roadshow / Pat Zollman, HelmsBriscoe SF Reception	\$ 2,372	\$ 2,372	\$ -	1,500	2,145			
Jul-16	Risk Mtg Roadshow / Pat Zollman, HelmsBriscoe Sacramento	\$ 1,202	\$ 1,202	\$ -	2,500	5,624			
Aug-16	PCMANCC Ball Game day / Host Clients	\$ 1,236	\$ 1,236	\$ -	200	207			
Aug-16	AZ Client Event	\$ 6,483	\$ 6,483	\$ -	1,500	4,369			
Aug-16	MIN SITE Summer Event (Travel)	\$ 525	\$ 525	\$ -	300	904			
Aug-16	Silicon Valley Corporate Client Event	\$ 5,654	\$ 5,654	\$ -	2,000	3,585	\$ 2,500	\$ 2,500	\$ -
Aug-16	Twinsburg/Experient Office Visit	\$ 371	\$ 371	\$ (0)	100	-			
Sep-16	CalSAE Ball Game day / Host Clients	\$ 1,000	\$ 1,000	\$ -	500	-			
Sep-16	San Francisco Client Giants Game at Luxury Suite	\$ 10,379	\$ 10,379	\$ -	500	740	\$ 4,000	\$ 4,000	\$ -
Sep-16	Iowa/ITA Group Office Visit	\$ 396	\$ 396	\$ (0)	1,000	1,452			
Sep-16	Los Angeles/Orange County Client Event	\$ 7,157	\$ 7,157	\$ -	2,500	5,968	\$ 2,500	\$ 2,500	\$ -
Sep-16	SITE Texas Sales calls & San Francisco Travel client event	\$ 2,127	\$ 2,127	\$ -	200	219			
Sep-16	Client Boat cruise in Dallas	\$ 5,958	\$ 5,958	\$ -	1,500	4,474			
Sep-16	Seattle Client Event, Safeco Field/Sales Calls	\$ 8,829	\$ 8,829	\$ -	400	7,225			
Oct-16	Milwaukee Sales Calls & Client Event (Mani/Pedi Reception)	\$ 1,300	\$ 1,300	\$ -	400	479			
Oct-16	Visit CA Canada Sales Mission	\$ 6,170	\$ 6,170	\$ -	200	-			
Oct-16	CHI Client Event w/ Bay Area Partners (Cooking Class)	\$ 1,730	\$ 1,730	\$ -	1,000	3,745			
Nov-16	Tour of Lights (with Seasonal)	\$ 1,627	\$ 1,325	\$ 302	400	568			
Nov-16	East-West Marketing China Sales Mission + CITM	\$ 15,316	\$ 15,316	\$ -	400	15			
Dec-16	CalSAE Holiday Lunch Co-op décor and guest hosts	\$ 1,572	\$ 1,427	\$ 145	500	760			
Dec-16	CVBReps Holiday Event - Washington, DC	\$ -	\$ -	\$ -	100	-			
Feb-17	MPISSN Crab Feed Table Host, Sacramento CA	\$ 1,571	\$ 1,700	\$ (129)	5,000	5,623	\$ 400	\$ 400	\$ -
Jan-17	Indianapolis Sales Calls & Client Event (Mani/Pedi Reception)	\$ 980	\$ 2,000	\$ (1,020)	750	170			
Jan-17	Visit CA Mexico Sales Mission	\$ 6,696	\$ 4,000	\$ 2,696	200	90			
Feb-17	St. Louis Sales Calls/Client Event (Mani/Pedi Reception)	\$ 174	\$ 2,000	\$ (1,826)	750	-			
Feb-17	Kansas City Sales Calls/Client Event (Mani/Pedi Reception)	\$ 2,476	\$ 2,000	\$ 476	500	141			
Feb-17	SF Travel Chinese New Year DC Client Event	\$ 518	\$ 500	\$ 18	1,500	1,770			
Feb-17	East Bay Client Event - Warriors	\$ 106	\$ 2,000	\$ (1,894)	1,500	-	\$ 1,500	\$ 1,500	\$ -
Apr-17	CalSAE ELEVATE Client Event	\$ 3,153	\$ 5,500	\$ (2,347)	2,200	-	\$ 1,400	\$ 1,000	\$ 400
Apr-17	Houston cooking challenge	\$ 7,760	\$ 4,000	\$ 3,760	1,500	542	\$ 2,000		\$ 2,000
Apr-17	SNAP event with SF Travel	\$ -	\$ -	\$ -	300	-			
Apr-17	Northeast sales calls and baseball game client event	\$ 5,146	\$ 5,000	\$ 146	750	5,330	\$ -	\$ 1,500	\$ (1,500)
May-17	ASAE Golf Tournament - Washington, DC	\$ -	\$ -	\$ -	200	-			
May-17	Sacramento Client Activity	\$ 7,446	\$ 8,000	\$ (554)	1,250	4,274	\$ 5,800	\$ 5,800	\$ -
May-17	MCCVB Washington DC Sales Mission	\$ 598	\$ 3,500	\$ (2,902)	2,500	-	\$ 1,500	\$ 2,000	\$ (500)
May-17	AMPS Golf Tournament	\$ -	\$ -	\$ -	200	-			
	Pop-Ups	\$ -	\$ 10,000	\$ (10,000)					
May-17	SF Travel Canada Sales Mission	\$ -	\$ -	\$ -	200	-			
	Total	\$ 118,028	\$ 131,157	\$ (13,129)	37,000	60,419	\$ 21,600	\$ 21,200	\$ 400

2016 - 17 SPONSORSHIPS		Actual	Budget	Variance					
Month	Description	YTD Jun	YTD Jun	YTD Jun	Expected Results (in lead room nts)	Actual Results (in lead room Nts)	YTD Actual Revenue	Annual Budget Revenue	YTD Revenue Variance
Jul-16	PCMA Boston Chapter Event at Fenway Park and Sales Calls	\$ 1,020	\$ 1,020	\$ 0	200	-			
Jul-16	HelmsBriscoe - Preferred Partnership	\$ 18,000	\$ 18,000	\$ -	20,000	57,013			
Jul-16	PCMA NCC Diamond	\$ 7,500	\$ 7,500	\$ -	500	175			
Jul-16	CalSAE Gold	\$ 15,000	\$ 15,000	\$ -	1,500	3,140			
Aug-16	CalSAE AMC Owner's Retreat	\$ 11,767	\$ 11,767	\$ -	1,000	1,165			
Aug-16	Kellen Managers Summit Bronze Sponsorship	\$ 3,500	\$ 3,500	\$ -	300	6,419			
Aug-16	SITE Minnesota Summer Sponsorship	\$ 5,000	\$ 5,000	\$ -	200	-			
Sep-16	SVBTA - Golf Sponsorship	\$ 1,200	\$ 1,200	\$ -	200	22			
Oct-16	PCMA NCC Bamies Table Host	\$ 6,864	\$ 6,864	\$ -	1,000	4,565			
Nov-16	SF Travel Client Event Sponsorship in November	\$ -	\$ 1,200	\$ (1,200)	200	-			
Nov-16	FICP Annual Conference	\$ 11,650	\$ 11,650	\$ -	2,500	1,035			
Nov-16	MPINCC Thanks for Giving - now Regional Education	\$ 1,565	\$ 2,000	\$ (435)	500	-			
Dec-16	AMEXInteraction Show Gold Sponsorship, New Orleans	\$ 35,766	\$ 35,000	\$ 766	2,500	4,116			
Dec-16	PCMA Philadelphia Chapter Holiday Party and Sales Calls	\$ 861	\$ -	\$ 861	500	-			
Dec-16	AZMPI Holiday Gala Wine Sponsorship	\$ 1,868	\$ 2,000	\$ (132)	500	-			
Dec-16	SITE SoCal Holiday Luncheon	\$ 3,561	\$ 4,700	\$ (1,139)	500	-	\$ 1,000	\$ -	\$ 1,000
Dec-16	SITE TEXAS Chapter	\$ 5,011	\$ 5,000	\$ 11	300	170			
Jan-17	PCMA Greater Midwest Chapter	\$ -	\$ 5,000	\$ (5,000)	300	-			
Feb-17	MPISSN Crab Feed Title Sponsorship	\$ 2,000	\$ 2,000	\$ -	2,500	5,623			
Feb-17	Visit CA Outlook Forum, Santa Barbara	\$ -	\$ 5,000	\$ (5,000)	-	-			
Feb-17	Sustainable Symposium	\$ 10,000	\$ -	\$ 10,000	-	-			
Apr-17	Conference Direct Sponsorship	\$ 7,500	\$ 8,000	\$ (500)	3,500	15,324			
Apr-17	CA Cup Sponsorship - Los Angeles, CA	\$ 5,097	\$ 3,500	\$ 1,597	200	90			
Apr-17	CalSAE ELEVATE Annual Conference Sponsorship Sapphire	\$ 9,399	\$ 8,500	\$ 899	300	-	\$ 1,350	\$ -	\$ 1,350
Jun-17	Association Swing Golf	\$ -	\$ 2,500	\$ (2,500)	500	-			
Jun-17	MPISCC Wine Sponsor - June Gala Event	\$ 3,530	\$ 2,500	\$ 1,030	150	-			
Jun-17	MPI-CAC Golf Outing	\$ 1,787	\$ 1,500	\$ 287	150	-			
	Total	\$ 169,447	\$ 169,902	\$ (455)	40,000	98,857	\$ 2,350	\$ -	\$ 2,350

TID Received and Budgeted
Fiscal Year 16-17

		7/15	8/15	9/15	10/15	11/15	12/15	1/16	2/16	3/16	4/16	5/16	6/16	15-16 YTD Mar	7/16	8/16	9/16	10/16	11/16	12/16	1/17	2/17	3/17	4/17	5/17	6/17	16-17 YTD Jun	Over (under) previous YTD					
	TID																																
Received	Monterey County		226,130				253,099				216,037			184,591	879,858				230,240							209,561		160,463	856,209	(23,649)			
For What Period			Apr-Jun				Jul-Sep				Oct-Dec			Jan-Mar					Apr-Jun							Oct-Dec		Jan-Mar					
Rooms @ \$2			100,776				113,009				95,709			83,767					103,767														
Rooms @ \$1			26,862				29,638				20,506			17,347					25,002														
Budgeted			226,130				253,099				208,990			176,851	865,069				230,240							255,944	203,393	175,293	864,870	(200)			
Received	City of Monterey			358,682		407,593		361,205		264,779			600,534	1,992,794					365,314			416,805		369,841		278,087		267,831	338,616	2,036,493	43,699		
For What Period				May-Jun		Jul-Aug		Sep-Oct		Nov-Dec			Jan-Apr						May-Jun			Jul-Aug		Sep-Oct		Nov-Dec		Jan-Feb	Mar-Apr				
Rooms @ \$2				129,929		146,376		127,789		93,046			214,882									147,560		131,402		98,532		95,886	119,962				
Rooms @ \$1				102,447		118,959		109,276		81,363			176,836									125,895		110,773		83,833		78,764	102,112				
Budgeted				358,682		407,593		361,205		273,457	268,193		340,451	2,009,582					365,314			416,805		369,841	281,804	271,629	360,834	2,066,227	56,645				
Received	City of Carmel		54,174					115,542		34,351		39,257	62,055	305,379					52,359			61,444		57,152		44,685		40,153	48,816	304,609	(770)		
For What Period			May-Jun					Jul-Aug, Sep-Oct		Nov-Dec			Jan-Feb	Jan-Feb	Jan-Feb	Jan-Feb	Jan-Feb	Jan-Feb	Jan-Feb	Jan-Feb	Jan-Feb	Jan-Feb	Jan-Feb	Jan-Feb	Jan-Feb	Jan-Feb	Jan-Feb	Jan-Feb	Jan-Feb	Jan-Feb	Jan-Feb		
Rooms @ \$2																																	
Rooms @ \$1																																	
Budgeted			54,174					115,542		43,657	42,244		51,802	307,419					52,359			61,444		57,152		44,685		40,153	48,816	304,609	(770)		
Received	City of Pacific Grove		63,792			75,097			56,547			48,973		244,409					63,566			73,970				52,034		60,775	250,345	5,936			
For What Period			Apr-Jun			Jul-Sep			Nov-Dec			Jan-Mar							Apr-Jun			Jul-Sep				Oct-Dec		Jan-Mar					
Rooms @ \$2																																	
Rooms @ \$1																																	
Budgeted			63,792			75,097			53,305					241,627					63,566			73,970				57,961		59,783	255,279	13,653			
Received	City of Seaside	18,456	24,028	23,579	23,366	22,055	19,464	15,688	15,581	13,993	17,340	20,475	20,290	234,314	20,398	22,285	25,641	24,437	21,573	28,285	16,061	15,836	14,219	14,260	14,794	16,769	234,558	244					
For What Period		May	June	July	August	September	October	November	December	January	February	March	April		May	June	July	August	September	October	November	December	Jan	Feb	Mar	Apr							
Rooms @ \$2		5,016	7,160	6,066	6,252	6,622	5,765	4,976	4,961	4,427	5,410	6,371	6,152		5,903	6,154	6,758	6,551	5,985	10,934	5,269	4,848	4,273	3,893	3,611	3,713							
Rooms @ \$1		8,610	9,951	11,685	11,098	9,034	8,131	5,894	5,816	5,280	6,695	7,940	8,191		8,798	10,202	12,384	11,582	9,821	6,703	5,685	6,300	5,817	6,618	7,721	9,512							
Budgeted		18,456	24,028	23,579	23,366	22,055	19,464	16,132	16,467	14,505	16,126	17,738	17,763	229,679	20,398	22,285	25,641	24,437	21,573	28,285	15,876	15,768	15,243	16,947	21,295	20,054	247,801	18,122					
Received	City of Salinas			74,940			76,610			50,982			56,629	259,161					79,458			67,553	95		52,426		61,692	261,224	2,063				
For What Period				Apr-Jun			Jul-Aug			Sep-Dec			Jan-Mar						Apr-Jun			Jul-Sep	Jul-Sep		Oct-Dec		Jan-Mar						
Rooms @ \$2																																	
Rooms @ \$1																																	
Budgeted				74,940			76,610			50,554			54,679	256,782					79,458			67,553	95		52,426		61,692	261,224	2,063				
Received	City of Marina	14,602		29,568			66,388						41,248	26,719	178,525				29,248			35,286	29,180			31,001		37,501	162,215	(16,310)			
For What Period		Apr		May-Jun			Jul-Oct						Nov-Feb	Mar-Apr					May-Jun			Jul-Aug	Sep-Oct			Nov-Jan		Feb-Mar					
Rooms @ \$2				3,017			14,306																										
Rooms @ \$1				23,833			52,753																										
Budgeted		14,602		29,568			66,388			11,547	10,811	10,811	11,828	13,620	169,175				29,248			35,286	29,180			14,807	12,837	12,837	12,837	12,505	14,400	173,937	4,762
		33,057	368,124	486,769	23,366	504,745	415,562	492,435	72,128	580,142	17,340	149,953	950,819	4,094,439	20,398	842,470	25,641	85,882	547,633	438,114	385,996	112,555	585,294	14,260	383,552	663,857	4,105,653	11,213					
		33,057	368,124	486,769	23,366	504,745	415,562	492,880	81,319	601,972	337,374	78,999	655,166	4,079,333	20,398	842,470	25,641	85,882	547,633	438,114	400,524	673,521	28,080	341,876	333,838	445,701	4,183,678	104,345					

MCCVB Marketing Communications ROI FY2016-17

Date(s) of Event	Description	Budget	Actual Cost	Expected results				Actual Results				Notes/Recommendation
				Social Impressions	Earned Media Impressions*	PR -Ad Equivalency*	Other	Social Impressions	Earned Media Exposure*	PR -Ad Equivalency*	Other	
8/24/2016	AquaCurean Culinary Event in Savannah	\$ 1,200	\$ 1,200	100,000	N/A	\$ 1,200		114,000	107,637	\$ 1,164		Expected results - may fluctuate due to # of influencer, followers and amount of posts; Comms contacted food writers in MC, Edible Monterey Bay was the only publication to promote the event through social media
11/5/2016	Phoenix pop-up	\$ 67,500	\$ 68,413	400,000	10,000	\$ 20,000		857,239	3,080,081	\$ 37,502		Expected results - may fluctuate due to # of influencer, followers and amount of posts. Expect \$30k in ad equivalency by 6 month post event. Hosted Phoenix Mag for a FAM in Feb, results are included. Journalist Teresa Bitler is visiting July 2017. (updated 7/5)
8/25-11/30	Fall Campaign and sweepstakes	\$ 290,000	\$ 277,476	156,290	-	\$ -	Custom Content Reads = 14.7M; Newsletter Signups = 723; Sweepstakes entries = 33,090k; Media impressions= 33.4M; Landing page visits = 162,668K	120,000			Custom Content Reads = 14,699,681; Newsletter Signups = 723; Sweepstakes entries = 33,090; Media impressions= 33.4M; Landing page visits = 162,668	Results exceeded prior year's sweepstakes and was successful in driving web visits and content engagement. Goals were based on an average, or made calculated assumptions based on past two campaigns of similar scope to project expected results. Expected social impressions based on previous sweeps.
9/20-9/24	ATO China FAM w/MCVGA	\$3,000 - \$5,000	\$ 3,000	N/A expected social impressions		\$ 5,000	Host journalists from 10 media outlets from China to experience Monterey County food and wine; Earned Media		Circulation: 4,574,500	\$ 582,850		Updated/corrected numbers; Includes all coverage through March 2017 (updated 7/5)
10/23-10/28	Canada Media Mission	\$ 6,000	\$ 5,699	N/A expected social impressions		\$ 6,000	Introduce Monterey County and begin relationships with media in this key market; Find opportunities to gain coverage in Toronto, Montreal and		130,604	\$5,330		Expected results - may fluctuate due to # of influencer, followers and amount of posts. Includes results from Dec FAM - Jamie Damak coverage. Continued follow-up with media. Through our continued relationship with Visit CA Canada, the MCCVB hosted Today's Bride for a photo shoot in April 2017, waiting for the coverage to be released.
11/13-11/15	VCA Chicago Media Mission	\$ 3,750	\$ 2,861	N/A expected social impressions		\$4,000	Introduce Monterey County to media in Chicago and mid-west; pitch story ideas; build relationships					Following up with media to host in 2017-2018
12/6/2016	SMT	\$ 20,000	\$ 17,000	N/A expected social impressions			SMT highlighting Monterey County as a winter travel destination		222,146,044	\$4,416,210.00		Final results.
Dec 16 - Jan 17	Holiday promotion and sweepstakes	\$ 67,500	\$ 53,337	160,000	-	\$ -	Landing page visits = 28,000; Newsletter signups= 1,100; Sweepstakes entries = 9,137	182,412			Landing page visits = 141,933; Newsletter Signups = 4,973; Sweepstakes entries = 59,934	Results exceeded prior year's sweepstakes and was successful in driving web visits and content engagement. Goals were based on an average, or made calculated assumptions based on past two campaigns of similar scope to project expected results. Expected social impressions based on previous sweeps.
4/23 - 4/26/2017	MCC/Group Media FAM	\$ 15,000	\$ 8,500	N/A expected social impressions		\$50,000	Host group and meetings media and preview the MCC plus tour the destination first-hand; Earned media		27,440	\$ 1,781		Includes results from coverage - Meetings & Conventions, Trade Show News Network and Convene (updated 7/5). Additional coverage expected in the coming months.
5/4-5/6	TBEX Conference	\$ 5,000		N/A expected social impressions			Introduce Monterey County to media and social influencers, build relationships					CANCELLED Participation
May-17	Outdoor adventure content campaign	\$ 67,500	\$ 50,000	2,940,000			Introduce Monterey County to new audience, build following and exposure. Content= 3 new short vidoes, facebook live, newsletter and posts on various social channels.					
6/3-6/7	IPW - Media	\$ 3,500		N/A expected social impressions			Introduce Monterey County to media and social influencers, build relationships					CANCELLED Participation
5/15-5/17/2017	Chicago pop-up	\$ 86,000	\$ 71,896	400,000		\$ 20,000		454,308	22,300	\$ 4,256	Paid social influencers- 407,300 social impressions, 19,700 IG stories, 361,400 social reach, 2,263 engagements	Expected results - may fluctuate due to # of influencer, followers and amount of posts. Result includes the Mancow morning Show interview with Tom. (updated 7/5)
5/16/2017	VCA SF Media Mission + Big Sur media outreach	\$ 1,000	\$ 1,000			\$ 3,000	Develop and enhance relationships with media in the SF/regional market; share the message about Big Sur, included individual media appointments		439,351	\$ 53,591		Following up with media to host in 2017. This includes coverage from the Visit CA/MCCVB Big Sur outreach. Includes KTVU segment, Travel Weekly, SF Chronicle story and John Hamilton KGO-AM radio segment. The Bold Italic planning to visit in Sept 2017. (updated 7/5)
5/25/2017	Big Sur SMT	\$ 15,000	12,325		100,000,000	\$4,000,000.00	Planned SMT for Big Sur update/summer travel		567,127,543	\$11,307,825		Final results.
6/18-6/20	Big Sur FAM	\$ 31,000	24,582			\$50,000.00	Additional FAM to support Big Sur recovery messaging/ Big Sur North is open for businesses		2,256,727	\$43,166		Results expected in the next FY. Includes Mic and FATHOM articles. (updated 7/17)
TOTALS		\$ 545,750	\$ 486,286					1,159,651	225,384,169	\$ 5,043,672		

*Social impressions= The number of people who could have seen the content (reach) + the number of times (frequency) the content was shown. *Social engagements= The number of likes, comments and shares the content received. Earned Media Impressions = Impressions. Earned media Value = the value of a news 'hit' gauged by what it would cost if space was bought as an ad.