

**MCCVB Statement of Revenue and Expense
For the Nine Months Ended March 31, 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	12 Month Forecast Apr 2017 - Mar 2018	16-17 Year-End Projection	16-17 Expected Variance	
Revenues													
Jurisdiction Investment													
99,406	99,406	0	99,406	Monterey County	894,657	894,657	0	894,706	1,192,875	75.00	1,192,875	1,192,875	0
0	0	0	0	City of Monterey	674,750	674,750	0	869,624	899,667	75.00	974,292	899,667	0
0	0	0	0	City of Carmel-by-the-Sea	125,742	125,742	0	116,039	167,656	75.00	174,557	167,656	0
0	0	0	0	City of Pacific Grove	81,867	81,867	0	71,024	109,156	75.00	112,467	109,156	0
0	0	0	0	City of Seaside	60,040	60,040	0	54,898	80,053	75.00	84,831	80,053	0
0	0	0	0	City of Salinas	72,774	72,774	0	41,677	72,774	100.00	58,526	72,774	0
0	0	0	0	City of Marina	44,940	44,940	0	39,701	59,920	75.00	62,769	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	99,406	Sub-Total Jurisdiction Investment	1,957,770	1,957,770	0	2,090,667	2,585,102	75.73	2,663,317	2,585,102	0
TID													
209,561	0	209,561	216,037	Monterey County	695,745	689,577	6,168	695,266	864,870	80.45	881,474	871,038	6,168
278,087	0	278,087	264,779	City of Monterey	1,430,047	1,433,764	(3,717)	1,392,260	2,066,227	69.21	2,083,961	2,062,510	(3,717)
0	0	0	34,351	City of Carmel-by-the-Sea	215,640	212,771	2,868	204,067	303,646	71.02	309,749	306,515	2,868
0	0	0	0	City of Pacific Grove	189,570	195,497	(5,927)	195,436	255,279	74.26	252,196	249,353	(5,927)
14,219	15,243	(1,024)	13,993	City of Seaside	188,736	189,506	(770)	176,209	247,801	76.16	249,862	247,031	(770)
52,426	0	52,426	50,982	City of Salinas	199,532	206,954	(7,422)	202,532	271,917	73.38	285,063	273,217	1,300
31,001	12,837	18,164	0	City of Marina	124,714	134,195	(9,480)	110,558	173,937	71.70	166,328	164,457	(9,480)
585,294	28,080	557,215	580,142	Sub-Total TID	3,043,984	3,062,263	(18,280)	2,976,328	4,183,678	72.76	4,228,634	4,174,121	(9,558)
Private Revenue													
934	525	409	5,005	Marketing	34,569	56,618	(22,049)	57,874	57,755	59.85	41,234	57,755	0
2,750	0	2,750	3,500	Group Sales	55,475	48,675	6,800	62,590	88,975	62.35	95,775	95,775	6,800
81	325	(244)	1,379	New Membership	11,178	11,424	(246)	16,553	11,424	97.85	11,424	11,424	0
0	0	0	0	Renewal Membership	78,853	78,853	0	68,129	78,853	100.00	78,853	78,853	0
0	0	0	0	Annual Meeting	21,676	21,676	0	21,819	21,676	100.00	21,676	21,676	0
0	0	0	0	Visitor Services Ad Commission	9,940	7,157	2,784	12,253	30,657	32.42	30,657	30,657	0
7	25	(18)	38	Interest	67	120	(53)	281	195	34.19	195	195	0
18,907	17,500	1,407	2,270	Misc	39,064	39,157	(93)	5,775	40,657	96.08	5,657	40,657	0
22,680	18,375	4,305	12,192	Sub-Total Private Revenue	250,822	263,679	(12,857)	245,273	330,192	75.96	285,470	336,992	6,800
707,381	145,861	561,520	691,740	Total Revenues	5,252,575	5,283,712	(31,137)	5,312,268	7,098,971	73.99	7,177,420	7,096,214	(2,758)

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				Expenses									
				MARKETING COMMUNICATIONS									
47,812	51,517	(3,705)	41,134	Salary	454,873	463,300	(8,427)	384,645	643,608	70.68	686,736	635,181	(8,427)
0	0	0	0	Incentive	2,366	9,871	(7,505)	7,839	55,020	4.30	55,258	41,911	(13,109)
3,702	4,093	(392)	5,581	Benefits	34,276	32,840	1,436	29,891	45,994	74.52	56,271	47,430	1,436
4,004	5,033	(1,028)	3,842	Taxes + Insurance	39,884	44,946	(5,063)	36,031	65,290	61.09	71,586	59,723	(5,567)
55,518	60,643	(5,125)	50,557	Sub-Total Talent	531,398	550,956	(19,558)	458,406	809,912	65.61	869,852	784,245	(25,667)
78,531	105,340	(26,809)	29,500	Advertising+Media Buys	510,389	537,681	(27,292)	746,601	779,855	65.45	703,704	676,412	(103,443)
26,878	29,600	(2,722)	21,600	Agency/Srvc Fees + Cntr	178,638	195,822	(17,184)	195,887	284,622	62.76	276,222	259,038	(25,584)
26,171	20,950	5,221	51,369	Production/Collateral	235,482	222,193	13,289	316,695	332,043	70.92	338,293	351,582	19,539
17	183	(167)	4,326	International	93,759	97,085	(3,327)	133,694	140,134	66.91	135,134	131,807	(8,327)
17,500	15,275	2,225	28,948	Research	81,745	97,020	(15,275)	82,193	148,575	55.02	139,295	124,020	(24,555)
113	150	(37)	0	Visitor Guide Distribution	32,074	32,759	(685)	32,414	33,059	97.02	32,759	32,074	(985)
12,346	11,000	1,346	16,592	Media Relations Programs	55,443	59,075	(3,632)	116,595	81,575	67.97	77,207	73,575	(8,000)
1,523	3,100	(1,577)	1,597	Media Tracking	23,426	26,038	(2,612)	19,249	32,338	72.44	32,950	30,338	(2,000)
0	0	0	0	Photography + Press Materials	0	0	0	2,657	0	0.00	0	0	0
9,200	4,850	4,350	5,610	Website/Digital	141,011	138,495	2,516	146,731	181,400	77.73	176,725	179,241	(2,159)
0	0	0	0	Dues + Subscriptions	1,289	1,289	0	850	1,289	100.00	1,289	1,289	0
0	175	(175)	13	Postage	976	1,460	(483)	545	1,985	49.19	2,468	1,985	0
0	3,500	(3,500)	0	Professional Development	10,309	12,215	(1,906)	3,627	13,915	74.09	15,821	13,915	0
347	390	(43)	443	Cell Phone Reimbursements	3,545	3,555	(10)	2,285	4,725	75.02	4,736	4,725	0
4,881	4,250	631	5,635	Travel + Entertainment	43,809	42,100	1,710	36,148	55,150	79.44	53,440	55,150	0
177,506	198,763	(21,257)	165,634	Sub-Total Programs	1,411,894	1,466,787	(54,893)	1,836,170	2,090,665	67.53	1,990,043	1,935,151	(155,514)
233,024	259,406	(26,382)	216,191	Total Marketing Communications	1,943,293	2,017,743	(74,450)	2,294,576	2,900,576	67.00	2,859,895	2,719,396	(181,181)

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SALES + GROUP SERVICES													
81,359	72,117	9,242	68,858	Salary	662,422	654,439	7,983	636,886	906,849	73.05	945,660	914,832	7,983
0	0	0	0	Incentive	10,250	37,329	(27,079)	26,875	159,261	6.44	157,853	55,189	(104,072)
6,472	6,850	(379)	8,087	Benefits	57,071	56,525	546	59,087	78,184	73.00	89,261	78,730	546
6,131	6,969	(838)	6,389	Taxes + Insurance	58,590	63,981	(5,391)	62,790	91,922	63.74	105,435	79,601	(12,321)
93,961	85,937	8,025	83,334	Sub-Total Talent	788,333	812,273	(23,941)	785,638	1,236,216	63.77	1,298,210	1,128,353	(107,863)
0	0	0	3,000	Third Party Contract Support	9,500	9,500	0	25,000	9,500	100.00	0	9,500	0
(872)	25,460	(26,332)	31,052	Group Marketing	236,235	270,462	(34,226)	500,587	460,085	51.35	457,601	423,375	(36,710)
515	3,085	(2,570)	1,632	Memberships/Affiliations	11,124	9,485	1,639	11,651	14,265	77.98	11,985	13,624	(641)
0	0	0	0	Customer Advisory Board	0	0	0	0	0	0.00	6,000	0	0
1,000	1,000	0	1,000	E-Tools	16,883	16,883	0	29,928	20,300	83.17	20,300	20,300	0
7,061	5,000	2,061	6,320	Promo Items / Client Amenities	40,091	45,043	(4,952)	53,273	50,043	80.11	54,044	49,091	(952)
0	0	0	0	CVENT	53,457	53,457	0	51,039	53,457	100.00	53,457	53,457	0
26,145	17,193	8,952	17,802	Tradeshows + Sales Missions	267,209	278,420	(11,211)	377,070	353,749	75.54	353,420	342,209	(11,540)
2,523	5,351	(2,828)	13,979	Client Events	102,794	109,276	(6,482)	137,535	131,157	78.37	129,276	122,794	(8,363)
4,052	14,000	(9,948)	809	FAMs	22,516	36,809	(14,293)	40,313	52,809	42.64	61,808	47,516	(5,293)
697	8,400	(7,703)	6,922	Sponsorships	162,058	152,602	9,457	160,208	169,902	95.38	157,102	166,559	(3,343)
226	1,000	(774)	446	Site Visits	4,179	6,676	(2,496)	10,752	10,676	39.15	10,872	8,376	(2,300)
0	1,000	(1,000)	117	Conference Services	8,807	11,667	(2,860)	6,670	13,167	66.89	15,167	12,307	(860)
0	0	0	0	Housing Bureau	0	1,000	(1,000)	1,000	1,000	0.00	2,000	1,000	0
933	1,000	(67)	51	Opportunity Development	16,760	20,285	(3,525)	2,461	21,285	78.74	24,785	21,260	(25)
400	40	360	29	Postage	2,794	1,298	1,496	299	1,418	197.01	(78)	1,418	0
3,439	2,000	1,439	6,049	Professional Development	9,963	7,085	2,879	12,371	14,085	70.74	11,206	14,085	0
240	855	(615)	594	Cell Phone Reimbursements	7,268	7,884	(616)	6,212	10,449	69.55	11,066	10,449	0
3,741	4,000	(259)	4,121	Travel + Entertainment	41,544	36,980	4,563	30,859	48,980	84.82	44,417	48,980	0
50,099	89,384	(39,284)	93,923	Sub-Total Programs	1,013,184	1,074,813	(61,629)	1,457,230	1,436,329	70.54	1,424,430	1,366,301	(70,027)
144,061	175,321	(31,260)	177,257	Total Sales + Group Services	1,801,517	1,887,087	(85,569)	2,242,868	2,672,545	67.41	2,722,640	2,494,655	(177,891)

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MEMBERSHIP													
4,748	4,694	55	4,242	Salary	42,378	42,346	32	40,239	58,774	72.10	62,136	58,806	32
0	0	0	0	Incentive	443	673	(230)	390	4,683	9.47	4,685	2,313	(2,370)
1,124	1,071	53	1,035	Benefits	9,676	9,376	300	9,185	12,660	76.43	13,374	12,961	300
423	448	(25)	375	Taxes + Insurance	2,862	3,410	(548)	3,128	5,043	56.74	6,707	4,302	(741)
6,296	6,213	83	5,652	Sub-Total Talent	55,359	55,805	(446)	52,942	81,160	68.21	86,902	78,382	(2,779)
0	50	(50)	0	Member Events	28,557	28,857	(300)	27,236	29,107	98.11	29,407	29,107	0
274	750	(476)	0	Collateral	965	1,000	(35)	215	1,000	96.47	1,035	1,000	0
8	0	8	0	Postage	70	300	(230)	153	450	15.63	680	450	0
53	80	(27)	80	Cell Phone Reimbursements	768	720	48	720	960	80.01	912	960	0
0	150	(150)	162	Travel + Entertainment	1,125	1,441	(316)	1,482	1,891	59.48	2,207	1,891	0
336	1,030	(694)	242	Sub-Total Programs	31,881	32,318	(437)	29,806	33,408	95.43	33,845	33,408	0
6,632	7,243	(612)	5,894	Total Membership	87,240	88,123	(883)	82,748	114,568	76.15	120,747	111,790	(2,779)
VISITOR SERVICES													
7,578	15,095	(7,517)	13,857	Salary	131,943	139,476	(7,533)	129,313	192,309	68.61	196,984	184,775	(7,533)
0	0	0	75	Incentive	1,878	1,942	(64)	1,500	7,732	24.29	7,059	4,248	(3,484)
822	1,043	(222)	1,216	Benefits	9,913	8,695	1,218	12,905	11,967	82.83	19,168	13,185	1,218
1,421	2,110	(689)	1,733	Taxes + Insurance	14,864	16,641	(1,777)	15,280	23,874	62.26	25,944	21,789	(2,084)
9,821	18,249	(8,428)	16,882	Sub-Total Talent	158,598	166,754	(8,156)	158,998	235,881	67.24	249,156	223,998	(11,884)
1,284	1,000	284	290	Visitor Center Collateral	6,193	6,709	(516)	4,181	8,509	72.78	6,725	6,209	(2,300)
0	4,000	(4,000)	4,048	Promotional Items	0	4,000	(4,000)	17,395	11,000	0.00	11,000	7,000	(4,000)
896	910	(14)	713	Visitor Center Facility	108,984	109,279	(295)	109,334	146,039	74.63	146,335	146,039	0
(161)	100	(261)	2,104	Postage	5,913	5,861	52	6,699	6,161	95.97	6,109	6,161	0
0	0	0	0	Professional Development	426	426	0	2,565	426	100.00	426	426	0
103	140	(37)	51	Cell Phone Reimbursements	1,123	1,208	(85)	1,009	1,628	69.00	1,713	1,628	0
131	85	46	83	Travel + Entertainment	494	426	68	1,157	606	81.48	538	606	0
2,253	6,235	(3,982)	7,289	Sub-Total Programs	123,132	127,908	(4,776)	142,340	174,368	70.62	172,844	168,068	(6,300)
12,074	24,484	(12,410)	24,171	Total Visitor Services	281,731	294,662	(12,932)	301,338	410,250	68.67	422,000	392,066	(18,184)

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ADMINISTRATION													
23,569.57	27,097	(3,528)	25,865	Salary	248,717	254,872	(6,154)	241,967	349,862	71.09	357,465	343,707	(6,154)
0.00	0	0	0	Incentive	2,904	3,288	(384)	3,150	25,087	11.58	25,186	15,633	(9,454)
3,273.55	2,827	447	2,652	Benefits	27,840	25,726	2,114	20,463	34,419	80.89	34,857	36,533	2,114
2,329.67	2,725	(395)	2,325	Taxes + Insurance	19,478	21,743	(2,266)	21,819	31,341	62.15	36,295	28,259	(3,082)
29,173	32,649	(3,476)	30,842	Sub-Total Talent	298,939	305,629	(6,691)	287,400	440,709	67.83	453,803	424,132	(16,577)
0	400	(400)	0	Board of Directors	1,748	2,748	(1,000)	1,183	4,148	42.14	5,148	4,148	0
1,987	2,050	(63)	966	Community Relations/Goodwill	21,121	23,262	(2,141)	51,664	28,912	73.05	27,053	24,912	(4,000)
0	184	(184)	4,000	Memberships/Affiliations	38,053	40,652	(2,599)	42,790	41,152	92.47	43,032	40,433	(719)
66	55	11	93	Human Resource Programs	2,348	3,109	(760)	2,219	3,830	61.32	4,590	3,830	0
5,558	1,750	3,808	1,053	Professional Development	8,797	9,851	(1,054)	7,613	14,601	60.25	13,154	12,101	(2,500)
547	400	147	368	Cell Phone Reimbursements	2,892	3,262	(369)	2,970	4,462	64.83	4,831	4,462	0
3,694	2,000	1,694	2,259	Travel + Entertainment	18,992	17,000	1,992	18,423	22,000	86.33	20,009	22,000	0
1,792	650	1,142	0	Legal	4,165	4,335	(170)	6,033	6,000	69.42	6,870	6,700	700
0	100	(100)	87	Audit/Accounting	18,500	18,800	(300)	18,453	19,100	96.86	19,400	19,100	0
20,025	18,000	2,025	0	Benefits/HR Services	73,615	80,450	(6,835)	37,687	82,270	89.48	83,206	76,370	(5,900)
348	360	(12)	336	Payroll Services	4,783	4,917	(134)	4,358	6,177	77.44	6,311	6,177	0
2,085	6,400	(4,315)	0	Consulting/Facilitation	6,585	10,350	(3,765)	13,585	10,350	63.62	10,350	6,585	(3,765)
11,099	10,958	141	10,794	Lease/Rent/CAM	103,071	103,184	(113)	99,837	140,787	73.21	140,900	140,787	0
559	800	(241)	400	Janitorial/Maintenance	5,048	5,226	(178)	5,099	6,826	73.95	7,004	6,826	0
0	0	0	0	Operations Taxes	64	64	0	93	64	100.00	64	64	0
0	0	0	0	Operations Insurances	16,108	15,221	887	14,043	15,221	105.83	14,334	15,221	0
649	940	(291)	615	Internet/Phone Service	6,766	7,562	(796)	5,480	10,382	65.17	11,179	10,382	0
5,595	5,200	395	6,493	IT / Cloud Service	47,484	46,660	824	54,314	62,260	76.27	61,436	62,260	0
2,294	175	2,119	163	Banking / Merchant Services	4,554	4,339	216	4,572	5,439	83.74	5,223	5,439	0
143	1,900	(1,757)	339	Equipment Leasing/Maintenance	7,226	8,449	(1,223)	7,217	11,449	63.11	12,672	11,449	0
192	175	17	207	Stationery	1,799	1,331	468	2,741	5,156	34.88	1,888	2,356	(2,800)
455	650	(195)	560	Office Supplies	4,183	5,006	(823)	6,469	7,106	58.86	7,929	7,106	0
578	500	78	286	Conference/Break Rm Supplies	2,822	3,281	(459)	2,803	4,500	62.72	4,959	4,500	0
2,265	2,850	(585)	2,553	Computer/Software	16,346	18,262	(1,916)	31,180	24,250	67.41	26,166	24,250	0
217	2,500	(2,283)	4,645	Furniture/Fixtures	1,070	3,350	(2,280)	5,554	3,500	30.58	5,780	3,500	0
170	0	170	(55)	Postage, BM Permit, PO Box	1,282	1,726	(444)	1,945	2,051	62.49	2,495	2,051	0
60,317	58,997	1,320	36,165	Sub-Total Programs	419,423	442,397	(22,974)	448,324	541,993	77.39	545,982	523,009	(18,984)
89,490	91,646	(2,156)	67,007	Total Administration	718,362	748,026	(29,664)	735,724	982,702	73.10	999,785	947,141	(35,561)
0	0	0	0	Total Destination Salinas Agreement	12,500	13,500	(1,000)	0	33,000	37.88	18,500	31,000	(2,000)
485,280	558,100	(72,819)	490,519	Total Expenses	4,844,642	5,049,141	(204,499)	5,657,254	7,113,641	68.10	7,143,567	6,696,046	(417,595)
222,100	(412,238)	634,339	201,221	Net Retained	407,933	234,571	173,362	(344,986)	(14,670)	(2,780.81)	33,853	400,168	414,837

FY 2016-2017 March 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 TO DATE: Year-end revenue projection short \$3K
Monterey County	\$209,561 received vs. budget of \$0	\$6,168 variance Year to Date
City of Monterey	\$278,087 received vs. budget of \$0	-\$3,717 variance Year to Date
City of Carmel	\$0 received vs. budget of \$0	+\$2,868 variance Year to Date
City of Pacific Grove	\$0 received vs. budget of \$0	-\$5,927 variance Year to Date
City of Seaside	\$14,219 received vs. budget of \$15,243	-\$770 variance Year to Date
City of Salinas	\$52,426 received vs. budget of \$0	-\$7,422 variance Year to Date; \$8,723 miscoded for the period will be paid in next check
City of Marina	\$31,001 received vs. budget of \$12,837	-\$9,480 variance Year to Date;
Private Revenue	Group Sales: Houston client event had unplanned co-op sales \$2K and MPINCC ACE had one more participant than planned	Marketing: Under budget due to DTN and Madden Media revenue timing Group Sales: Events had higher than budgeted revenue: CalSAE Seasonal Spectacular, AMEX Interaction, Association Forum Holiday Showcase, SITE SoCal Holiday Luncheon, MPINCC ACE and Houston Client Event Visitor Services Ad Commission: Timing of receipts for 4Q 2016 – expect to end year on budget

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 both in the current month and year to date due to use/activity timing.

EXPENSE	CURRENT MONTH	YEAR TO DATE:
Marketing Communications		Year-end programs projection underspent \$156K
Advertising+Media Buys	Under budget due to cost savings for Chicago pop-up media promotion	Under budget due to cost savings for Chicago pop-up media promotion and unspent opportunistic funds Year-end projection underspent \$103K due to unused opportunistic media dollars and savings on Scottsdale and Chicago pop-up promotions
Agency/Service Fees	Actual cost for the new agency's retainer is under the projected monthly fee	Delayed start in February for MMGY and lower monthly fee than budgeted Year-end projection underspent \$26K due to delay and lower fee negotiated
Production/Collateral	Over budget due to invoice timing of Sustainable Moments videos and Chicago pop-up production	Over budget due to opportunistic Hilton Head Seafood Watch partnership pop-up and invoice timing for Chicago pop-up and Sustainable Moments production Year-end projection overspent \$20K due to increased pop-up production fees, opportunistic projects (Seafood Watch partnership, Sustainable Moments/PBFW) and outside contractors to assist with workload during team transition
Research	Over budget due to invoice timing; Tourism Economics TID Research second half invoice expected in January received in March offset partially by Visitor Profile Study invoice expected in March not yet received	Underspent due to invoice timing - Visitor Profile Study invoice expected in March not yet received Year-end projection underspent \$25K due to postponement of Tourism Economics presentation (will land next fiscal); event impact studies (using

EXPENSE		
Marketing Communications	CURRENT MONTH	YEAR TO DATE: Year-end programs projection underspent \$156K
		<i>DMAI calculator instead); SMARI reporting less expensive than anticipated</i>
Media Relations Programs		Underspent due to more FAMs hosted by members than anticipated Year-end projection underspent \$8K due to less than anticipated special projects and contractors – subject to change after the MCC FAM at the end of April
Media Tracking	Underspent due to delayed use of PR Newswire for tracking of press releases – released in April with additional tracking from Burrelles Luce anticipated in April	Underspent due to delayed use of PR Newswire for tracking of press releases – released in April and less than anticipated use of PR newswire tracking Year-end projection underspent \$2K due to less than anticipated SMT tracking (based on last SMT) and one less PR newswire tracking
Website/Digital	Over budget due to invoice for opportunistic video content creation	Year-end projection underspent \$2K due to unused Bronto template and unused opportunistic funds

Sales + Group Services	CURRENT MONTH	YEAR TO DATE: Year-end programs projection underspent \$70K
Group Marketing	Under budget due to cost savings on group production and anticipated MCC promotion	Under budget due to cost savings on design and production for MCC and Group projects as well as deferrals to MCC opening of MCC/SVBJ FAM and aerial photography Year-end projection underspent \$37K due to negotiated savings on Forbes AgTech sponsorship, outside contractor savings, and MCC delays
Memberships/Affiliations	Under budget due to timing of membership renewals paid earlier than budgeted	Over budget due to timing of membership renewals budgeted later in the year SVBTA, Destination Reps, MPI, NTA Year-end projection underspent \$1K
Promo Items		Underspent - replenishing wine inventory in April Year-end projection underspent \$1K
Tradeshows	Overspent due to booth dismantle fee, higher than planned costs for MPINCC ACE, earlier than budgeted registration costs for MPIWEC, and ConferenceDirect	Savings on Amex Interaction in December, MPI SoCal Tradeshow in January and lower than planned prepayments for IPW Year-end projection underspent \$12K due to not using the "big booth" for 2 of our larger shows, savings in shipping, storage and labor
Client Events	Underspent due to postponement of Easy Bay Client Event to May/June, lower prepayments than planned for May's Sacramento client event and delayed group spend on pop-ups	Underspent due delayed costs for CalSAE Elevate client event and delayed group spend on pop-ups Year-end projection underspent \$8K due to 2 year-end events not happening as partners could not participate along with cost savings throughout the year
FAMs	Savings with no cost MCC Client FAM	MCC client FAMs delayed due to project delays Year-end projection underspent \$5K

Sales + Group Services	CURRENT MONTH	YEAR TO DATE:
		Year-end programs projection underspent \$70K
Sponsorships	Underspent due to prepayment of Conference Direct planned for March occurred earlier	Overspent due to early prepayment of sponsorships for CA Cup and CalSAE Elevate Year-end projection underspent \$3K
Site Visits		Under budget due to fewer overnight site visits YTD Year-end projection underspent \$2K
Conference Services	Underspent due to no need for Conference Service Funds in March	Underspent due to no need for Conference Service Funds Year-end projection underspent \$1K
Housing Bureau		Timing of invoice from MeetingMax expected in January but not yet received On track to be on budget by year-end
Opportunity Development		Underspent due to pick up from CA Farm Bureau in December less than expected On track to be on budget by year-end

Membership	CURRENT MONTH	YEAR TO DATE:
Membership Collateral	Timing of printing; no other expenses through year-end	
Visitor Services	CURRENT MONTH	YEAR TO DATE:
		Year-end programs projection underspent \$6K
Visitor Center Collateral		Expect that inventory will be sufficient through year-end Year-end projection \$2K underspent
Promotional Items	New inventory not needed	Expect that inventory will be sufficient through year-end; Year-end projection \$4K underspent

Administration	CURRENT MONTH	YEAR TO DATE:
		Year-end programs projection underspent \$19K
Community Relations		Underspent at VCA Outlook Forum + CDME BOD Year-end projection underspent \$4K due to not using all of opportunity money and not attending the CalTravel summit
Memberships/Affiliations		Cal Chamber membership budget not needed as it was already incurred in October and Cal Travel, PCMA, and DMAI Org Fin study delayed Year-end projection underspent \$1K
Professional Development	Timing of Team Summit expenses	Year-end projection underspent \$2.5K
Legal	Timing; unanticipated employee transition utilizing legal counsel	Year-end projection overspent \$1K due to unanticipated employee transition
Benefits/HR Services	Over budget due to timing of compensation and benefits study final billing in March expected earlier	Under budget due to reduced 401k benefit administration costs and negotiated savings in vendor fee Year-end projection underspent \$6K
Consulting Facilitation	Under budget due to less than anticipated need	No other expenses anticipated for this fiscal Year-end projection underspent \$4K
Banking Merchant Services	Timing of line of credit origination fee in March that was budgeted earlier	
Equipment Leasing/Maintenance	New equipment billing cycle timing (copier click charges)	Timing On track to be on budget by year-end
Stationery		Expect that inventory will be sufficient through year-end Year-end projection \$3K underspent
Computer/Software		Timing On track to be on budget by year-end
Furniture/Fixtures	Space planning under careful consideration; reconfigurations to occur in April/May; will spend to budget	Timing On track to be on budget by year-end

**MCCVB
Balance Sheet**

	March 31, 2017	February 28, 2017	Change	Notes
ASSETS				
Current Assets				
Union Bank - Checking	\$ 521,680	\$ 734,241	(\$ 212,561)	
Union Bank - Money Market	20,253	20,253	1	
Rabobank - Checking	67,603	20,011	47,593	
Rabobank - Money Market	551,625	51,619	500,007	
Petty Cash	163	163	0	
PayPal Cash Balance	5,624	7,114	(1,490)	
<i>Sub-Total Cash</i>	<i>1,166,948</i>	<i>833,400</i>	<i>333,548</i>	
Accounts Receivable	95,233	100,449	(5,216)	
TID Receivable	862,868	862,868	0	
<i>Sub-Total Receivables</i>	<i>958,101</i>	<i>963,317</i>	<i>(5,216)</i>	
Total Current Assets	2,125,049	1,796,717	328,332	
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				
Tradeshaw Deposits	96,607	54,037	42,570	Prepayments for Imex in October 2017
Prepaid Expenses	56,216	30,271	25,945	Forbes AgTech Summit sponsorship prepayment
Lease Deposit	11,000	11,000	0	
Total Other Assets	163,823	95,308	68,515	
Total Assets	\$ 2,408,730	\$ 2,011,882	\$ 396,847	
LIABILITIES AND CAPITAL				
Current Liabilities				
Accounts Payable	\$ 260,148	\$ 99,859	\$ 160,290	
Accrued 401K	192	0	192	Account not yet opened for new VIC manager
Accrued Vacation	58,382	53,343	5,040	Quarterly true up of balances
Deferred Revenue	50,845	41,620	9,225	Invoices for ASAE in August 2017 and new memberships
Total Current Liabilities	369,568	194,821	174,747	
Capital				
Beginning Balance Equity	568,247	568,247	0	
Net Assets	1,062,982	1,062,982	0	
Net Income	407,933	185,832	222,100	March net retained
Total Capital	2,039,162	1,817,061	222,100	
Total Liabilities & Capital	\$ 2,408,730	\$ 2,011,882	\$ 396,847	

MCCVB
Aged Receivables
As of March 31, 2017

Customer	Current	1-30	31-60	61+	Amount Due	Comment
Abalonetti Bar and Grill				33	33	11/23 emailed
Asilomar Conference Center		150			150	Paid in April
Carmel Mission Inn	4,075				4,075	
Carmel Plaza	350				350	
City of Carmel-by-the-Sea		250	41,914	250	42,414	Emailed reminder 4/10
City of Salinas	17,500				17,500	
Coastal Luxury Management LLC			350		350	Paid in April
Embassy Suites Monterey Bay-Seasi	2,000				2,000	
Hilton Garden Inn	3,000				3,000	
Hotel Pacific	3,000				3,000	
Hyatt Regency Monterey	725	500			1,225	Paid in April
Inns of Monterey	3,000				3,000	
InterContinental The Clement	1,075				1,075	
Key Magazine				175	175	Paid in April
La Playa Hotel	500				500	
Monterey Bay Aquarium	2,000				2,000	
Monterey Guided Wine Tours				163	163	To pay in April or write off
Monterey Plaza Hotel & Spa	2,000	124			2,124	Emailed reminder 4/10
Monterey Peninsula Chamber of Commerce				500	500	iTour mobile awaiting acceptance
Nothing Bundt Cakes				200	200	To pay in April or write off
Pebble Beach Resorts	3,000				3,000	
Portola Hotel & Spa	3,000	500			3,500	Emailed reminder 4/10
Ventana Inn and Spa	350			350	700	March co-op invoice reminder sent 4/10
Visit California - UK				1,200	1,200	Proper contact made expect payment in April
Visit Carmel	3,000				3,000	
Report Total	48,575	1,524	42,264	2,870	95,233	

MCCVB
Aged Payables
As of March 31, 2017

Vendor	0 - 30	31 - 60	61 - 90	Over 90 days	Amount Due	Comment
AFLAC	945				945	
Alliah Sheta	133				133	
AT&T Mobility	51				51	
Avaunt Technologies, Inc.	1,379				1,379	
Bell's Window Cleaning	50				50	
Bernardus Winery	3,221				3,221	
Bohnsack Media Design, LLC	900				900	
BurrellesLuce Media Analysis	1,523				1,523	
Business Cards	50,875				50,875	
Civitas	487				487	
Commercial Quality Cleaning	120				120	
Conference Direct, LLC	2,757				2,757	
David Cater	(15)				(15)	Employee reimbursement due
Digilant, Inc.	14,959				14,959	
Ellin Kohler	89				89	
FedEx	221				221	
Forbes Media LLC	25,000				25,000	
Hotel Pacific	396				396	
Howard Munves	330				330	
Imex America Ltd	42,570				42,570	
Jennifer Johnson	80				80	
Keith Turner	90				90	
The Knowland Group	1,000				1,000	
Marissa Reader	94				94	
Mark McMinn	147				147	
Mikon Productions	3,500				3,500	
MMGY Global, LLC	96,850				96,850	
Meeting Professionals International	1,439				1,439	
Parasol	6,878				6,878	
Paul Martin	79				79	
PG&E	296				296	
Pitney Bowes Global Financial Services	192				192	
Rapid Printers of Monterey	1,170				1,170	
Ready Refresh	26				26	
Rob O'Keefe	(169)				(169)	Employee reimbursement due
Silveira Building Services, LLC	400				400	
Tammy Blount	107				107	
Trucksis Ent. Inc.	114				114	
U.S. Travel Association	1,395				1,395	
UPS	516				516	
U.S. Bank Equipment Finance	(50)				(50)	Credit on account from initial payment
Report Total	260,148				260,148	

2016 - 17 TRADE SHOWS		Actual	Budget		Variance					
Month	Description	YTD Mar	YTD Mar	Full Year Budget	YTD Mar	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	\$ 876	\$ -	300	60			
Jul-16	Smart Meetings Mid Atlantic- Washington DC	\$ 2,718	\$ 2,718	\$ 2,718	\$ -	300	-			
Jul-16	Luxury Meetings Summit- Raleigh/Durham, NC	\$ 2,151	\$ 2,151	\$ 2,151	\$ -	300	-			
Jul-16	CESSE - Omaha, NE	\$ 4,966	\$ 4,966	\$ 4,966	\$ 0	400	-			
Jul-16	All Things Meetings - Silicon Valley	\$ 1,300	\$ 1,300	\$ 1,300	\$ -	1,000	1,132			
Aug-16	Luxury Meetings Summit - San Francisco	\$ 821	\$ 821	\$ 821	\$ -	300	145			
Aug-16	Luxury Meetings & Client Event - Indianapolis, IN	\$ 3,156	\$ 3,156	\$ 3,156	\$ -	1,000	966			
Aug-16	Luxury Meetings Summit - Silicon Valley	\$ 843	\$ 843	\$ 843	\$ -	300	20			
Aug-16	Luxury Meetings Summit & Client Event - Cincinnati, OH	\$ 2,168	\$ 2,168	\$ 2,168	\$ -	300	64			
Aug-16	Luxury Meetings Summit- Portland, OR	\$ 1,890	\$ 1,890	\$ 1,890	\$ -	300	52			
Aug-16	Luxury Meetings Summit - Seattle, WA	\$ 953	\$ 953	\$ 953	\$ -	300	-			
Aug-16	Luxury Meetings Summit & Client Event - Cleveland, OH	\$ 4,108	\$ 4,108	\$ 4,108	\$ -	300	-			
Aug-16	ASAE Annual Meeting & Expo, Salt Lake City, UT	\$ 30,662	\$ 29,929	\$ 29,929	\$ 733	5,000	17,326	\$ 7,500	\$ 7,500	\$ -
Aug-16	Connect Marketplace, Dallas TX	\$ 4,282	\$ 4,282	\$ 4,282	\$ -	1,000	1,458			
Aug-16	Kellen Managers Summit	\$ 1,227	\$ 1,227	\$ 1,227	\$ -	300	5,285			
Sep-16	Meetings & Incentives Supplier Showcase, Lake Geneva, WI	\$ 590	\$ 590	\$ 590	\$ -	500	444			
Sep-16	Luxury Meetings Summit- Denver, CO	\$ 1,513	\$ 1,513	\$ 1,513	\$ -	500	735			
Sep-16	Luxury Meetings Summit- Chicago, IL	\$ 700	\$ 700	\$ 700	\$ -	500	375			
Sep-16	Smart Meetings West National- Phoenix, AZ	\$ 5,750	\$ 5,750	\$ 5,750	\$ -	300	-			
Sep-16	Luxury Meetings Summit SLC changed to January	\$ 56	\$ 56	\$ 56	\$ -	-	-			
Oct-16	Luxury Meetings Summit - Boston, MA	\$ 1,340	\$ 1,295	\$ 1,295	\$ 45	300	-			
Oct-16	Luxury Meetings Summit - Stamford, CT	\$ 1,096	\$ 1,092	\$ 1,092	\$ 4	300	-			
Oct-16	Luxury Meetings Summit - New York, NY	\$ 1,259	\$ 1,243	\$ 1,243	\$ 16	300	-			
Oct-16	Luxury Meetings Summit - New York, NY Suburbs	\$ 1,304	\$ 1,273	\$ 1,273	\$ 31	300	-			
Oct-16	IMEX- Las Vegas	\$ 61,110	\$ 61,110	\$ 61,110	\$ -	5,000	8,776	\$ 16,500	\$ 16,500	\$ -
Oct-16	Luxury Meetings Summit - Basking Ridge, NJ	\$ 1,112	\$ 1,088	\$ 1,088	\$ 25	500	-			
Oct-16	Luxury Meetings Summit- Philadelphia, PA	\$ 1,108	\$ 1,095	\$ 1,095	\$ 13	500	910			
Oct-16	Luxury Meetings Summit- Baltimore, MD	\$ 742	\$ 734	\$ 734	\$ 8	500	-			
Oct-16	Luxury Meetings Summit-Washington, DC	\$ 734	\$ 734	\$ 734	\$ -	500	67			
Oct-16	Luxury Meetings Summit- Washington, DC Beltway	\$ 724	\$ 724	\$ 724	\$ -	500	-			
Nov-16	Smart Meetings Southwest- Dallas/Fort Worth	\$ 2,709	\$ 2,709	\$ 2,709	\$ (0)	500	-			
Nov-16	FICP Annual Conference, Nashville	\$ 2,730	\$ 2,730	\$ 2,730	\$ -	2,000	1,057			
Nov-16	Luxury Meetings Summit & client Event -Atlanta, GA	\$ 2,850	\$ 2,850	\$ 2,850	\$ -	500	259			
Nov-16	Luxury Meetings Summit & Client Event- Austin, TX	\$ 675	\$ 675	\$ 675	\$ -	-	-			
Dec-16	CalSAE Seasonal Spectacular - Sacramento, CA	\$ 18,697	\$ 17,000	\$ 17,000	\$ 1,697	5,000	7,726	\$ 8,800	\$ 8,000	\$ 800
Dec-16	AMEXInteraction Show Gold Sponsorship, New Orleans	\$ 9,126	\$ 13,000	\$ 13,000	\$ (3,874)	2,500	3,291	\$ 1,500	\$ -	\$ 1,500
Dec-16	Assn Forum Holiday Showcase - Chicago	\$ 7,971	\$ 9,000	\$ 9,000	\$ (1,029)	5,000	9,342	\$ 1,275	\$ 525	\$ 750
Jan-17	PCMA Convening Leaders -Austin, TX	\$ 12,462	\$ 9,787	\$ 10,000	\$ 2,675	100	148			
Jan-17	HelmsBriscoe Annual Business Conference	\$ 4,405	\$ 2,475	\$ 5,500	\$ 1,930	2,500	-			

2016 - 17 TRADE SHOWS		Actual	Budget		Variance					
Month	Description	YTD Mar	YTD Mar	Full Year Budget	YTD Mar	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	\$ 3,800	\$ 4,000	\$ (3,000)	400	36			
Feb-17	Go West Summit - Reno, NV	\$ 4,019	\$ 3,734	\$ 4,100	\$ 286	200	96			
Feb-17	NTA Travel Exchange - St. Louis, MO	\$ 4,421	\$ 5,397	\$ 5,800	\$ (977)	200	60			
Feb-17	NAJ Receptive Operator Summit - Marina del Rey, CA	\$ 3,043	\$ 2,250	\$ 2,500	\$ 793	200	-			
Feb-17	PMPI MACE! - Washington, DC	\$ 120	\$ 1,350	\$ 1,500	\$ (1,230)	1,500	-			
Feb-17	DMAI Destinations Showcase/Sales Mission	\$ 8,802	\$ 9,650	\$ 10,000	\$ (848)	2,500	-			
Feb-17	MPI NCC Annual Conference and Trade Show, San Francisco	\$ 11,595	\$ 9,000	\$ 10,000	\$ 2,595	3,000	133	\$ 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	\$ 3,677	\$ 3,500	\$ 5,000	\$ 177	2,500	450			
Mar-17	MPISSN Trade Show	\$ 611	\$ 910	\$ 1,300	\$ (299)	1,000	-			
Mar-17	Experient's Envision Conference- Location TBA	\$ 4,937	\$ 3,500	\$ 5,000	\$ 1,437	2,500	-			
Mar-17	NAJ Active America China - Portland, OR	\$ -	\$ -	\$ -	\$ -	-	-			
Mar-17	MPI-RMC MIC Conference & Tradeshow, Denver CO	\$ 5,310	\$ 3,250	\$ 3,700	\$ 2,060	1,000	-			
Mar-17	MPI Cascadia, Portland Sales Calls	\$ 2,357	\$ 2,100	\$ 3,000	\$ 257	1,000	-			
Apr-17	Meetings Mean Business Roadshow (Kansas City, St. Louis, CHI)	\$ 1,681	\$ 1,800	\$ 4,000	\$ (119)	1,500	-			
Apr-17	Conference Direct Annual Mtg-Baltimore, MD	\$ 3,366	\$ 3,500	\$ 5,000	\$ (134)	2,500	-			
Apr-17	PCMA NCC Leap Joint Conference	\$ -	\$ 1,350	\$ 3,000	\$ (1,350)	500	-			
Apr-17	SF Travel NYC Client Reception and sales calls	\$ -	\$ 1,125	\$ 2,500	\$ (1,125)	1,500	-			
Apr-17	SF Travel Washington DC Sales mission	\$ -	\$ 675	\$ 1,500	\$ (675)	1,500	-			
Apr-17	MPI Joint tradeshow (OC/SD)	\$ 214	\$ 1,800	\$ 4,000	\$ (1,586)	500	-			
May-17	Successful Meetings Destination CA	\$ -	\$ -	\$ -	\$ -	3,000	-			
Jun-17	IBTM Americas (Ft. Lauderdale, FL)	\$ 232	\$ 2,500	\$ 10,000	\$ (2,268)	2,500	-			
Jun-17	IAGTO North America Convention, Miami, FL	\$ 2,175	\$ 1,000	\$ 4,000	\$ 1,175	500	-			
Jun-17	IPW Pow Wow- Washington DC	\$ 3,530	\$ 14,500	\$ 58,000	\$ (10,970)	2,500	-		\$ 30,000	
Jun-17	MPI-WEC Las Vegas	\$ 2,320	\$ 1,118	\$ 2,000	\$ 1,202	500	-			
Jun-17	Booth Storage	\$ 1,115	\$ -	\$ -	\$ 1,115					
	Total	\$ 267,209	\$ 278,420	\$ 353,749	\$ (11,211)	73,000	60,413	\$ 41,575	\$ 67,775	

2016 - 17 CLIENT EVENTS		Actual	Budget		Variance					
Month	Description	YTD Mar	YTD Mar	Full Year Budget	YTD Mar	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	\$ 2,372	\$ -	1,500	2,145			
Jul-16	Risk Mtg Roadshow / Pat Zollman, HelmsBriscoe Sacramento	\$ 1,202	\$ 1,202	\$ 1,202	\$ -	2,500	3,094			
Aug-16	PCMANCC Ball Game day / Host Clients	\$ 1,236	\$ 1,236	\$ 1,236	\$ -	200	207			
Aug-16	AZ Client Event	\$ 6,483	\$ 6,483	\$ 6,483	\$ -	1,500	2,305			
Aug-16	MN SITE Summer Event (Travel)	\$ 525	\$ 525	\$ 525	\$ -	300	904			
Aug-16	Silicon Valley Corporate Client Event	\$ 5,654	\$ 5,654	\$ 5,654	\$ -	2,000	3,718	\$ 2,500	\$ 2,500	\$ -
Aug-16	Twinsburg/Experient Office Visit	\$ 371	\$ 371	\$ 371	\$ (0)	100	-			
Sep-16	CalSAE Ball Game day / Host Clients	\$ 1,000	\$ 1,000	\$ 1,000	\$ -	500	-			
Sep-16	San Francisco Client Giants Game at Luxury Suite	\$ 10,379	\$ 10,379	\$ 10,379	\$ -	500	305	\$ 4,000	\$ 4,000	\$ -
Sep-16	Iowa/ITA Group Office Visit	\$ 396	\$ 396	\$ 396	\$ (0)	1,000	1,452			
Sep-16	Los Angeles/Orange County Client Event	\$ 7,157	\$ 7,157	\$ 7,157	\$ -	2,500	5,839	\$ 2,500	\$ 2,500	\$ -
Sep-16	SITE Texas Sales calls & San Francisco Travel client event	\$ 2,127	\$ 2,127	\$ 2,127	\$ -	200	219			
Sep-16	Client Boat cruise in Dallas	\$ 5,958	\$ 5,958	\$ 5,958	\$ -	1,500	2,166			
Sep-16	Seattle Client Event, Safeco Field/Sales Calls	\$ 8,829	\$ 8,829	\$ 8,829	\$ -	400	475			
Oct-16	Milwaukee Sales Calls & Client Event (Mani/Pedi Reception)	\$ 1,300	\$ 1,300	\$ 1,300	\$ -	400	503			
Oct-16	Visit CA Canada Sales Mission	\$ 6,170	\$ 6,170	\$ 6,170	\$ -	200	-			
Oct-16	CHI Client Event w/ Bay Area Partners (Cooking Class)	\$ 1,730	\$ 1,730	\$ 1,730	\$ -	1,000	1,732			
Nov-16	Tour of Lights (with Seasonal)	\$ 1,627	\$ 1,325	\$ 1,325	\$ 302	400	418			
Nov-16	East-West Marketing China Sales Mission + CITM	\$ 15,316	\$ 15,316	\$ 15,316	\$ -	400	-			
Dec-16	CalSAE Holiday Lunch Co-op décor and guest hosts	\$ 1,572	\$ 1,427	\$ 1,427	\$ 145	500	760			
Dec-16	CVBReps Holiday Event - Washington, DC	\$ -	\$ -	\$ -	\$ -	100	-			
Feb-17	MPISSN Crab Feed Table Host, Sacramento CA	\$ 1,571	\$ 1,530	\$ 1,700	\$ 41	5,000	4,551	\$ 400	\$ 400	\$ -
Jan-17	Indianapolis Sales Calls & Client Event (Mani/Pedi Reception)	\$ -	\$ 1,900	\$ 2,000	\$ (1,900)	750	-			
Jan-17	Visit CA Mexico Sales Mission	\$ 6,696	\$ 3,989	\$ 4,000	\$ 2,707	200	30			
Feb-17	St. Louis Sales Calls/Client Event (Mani/Pedi Reception)	\$ -	\$ 1,800	\$ 2,000	\$ (1,800)	750	-			
Feb-17	Kansas City Sales Calls/Client Event (Mani/Pedi Reception)	\$ 2,476	\$ 1,800	\$ 2,000	\$ 676	500	71			
Feb-17	SF Travel Chinese New Year DC Client Event	\$ 18	\$ 450	\$ 500	\$ (432)	1,500	-			
Feb-17	East Bay Client Event - Warriors	\$ -	\$ 1,800	\$ 2,000	\$ (1,800)	1,500	-	\$ 1,500	\$ 1,500	\$ -
Apr-17	CalSAE ELEVATE Client Event	\$ -	\$ 2,475	\$ 5,500	\$ (2,475)	2,200	-		\$ 1,000	
Apr-17	Houston cooking challenge	\$ 7,729	\$ 1,800	\$ 4,000	\$ 5,929	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	\$ -	\$ 2,250	\$ 5,000	\$ (2,250)	750	-		\$ 1,500	
May-17	ASAE Golf Tournament - Washington, DC	\$ -	\$ -	\$ -	\$ -	200	-			
May-17	Sacramento Client Activity	\$ 2,900	\$ 2,800	\$ 8,000	\$ 100	1,250	-		\$ 5,800	
May-17	MCCVB Washington DC Sales Mission	\$ -	\$ 1,225	\$ 3,500	\$ (1,225)	2,500	-		\$ 2,000	
May-17	AMPS Golf Tournament	\$ -	\$ -	\$ -	\$ -	200	-			
May-17	Pop-Ups	\$ -	\$ 4,500	\$ 10,000	\$ (4,500)					
May-17	SF Travel Canada Sales Mission	\$ -	\$ -	\$ -	\$ -	200	-			
	Total	\$ 102,794	\$ 109,276	\$ 131,157	\$ (6,482)	37,000	31,436	\$ 12,900	\$ 21,200	\$ (8,300)

2016 - 17 SPONSORSHIPS		Actual	Budget		Variance					
Month	Description	YTD Mar	YTD Mar	Full Year Budget	YTD Mar	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	\$ 1,020	\$ 0	200	-			
Jul-16	HelmsBriscoe - Preferred Partnership	\$ 18,000	\$ 18,000	\$ 18,000	\$ -	20,000	45,612			
Jul-16	PCMA NCC Diamond	\$ 7,500	\$ 7,500	\$ 7,500	\$ -	500	175			
Jul-16	CalSAE Gold	\$ 15,000	\$ 15,000	\$ 15,000	\$ -	1,500	3,096			
Aug-16	CalSAE AMC Owner's Retreat	\$ 11,767	\$ 11,767	\$ 11,767	\$ -	1,000	1,140			
Aug-16	Kellen Managers Summit Bronze Sponsorship	\$ 3,500	\$ 3,500	\$ 3,500	\$ -	300	35			
Aug-16	SITE Minnesota Summer Sponsorship	\$ 5,000	\$ 5,000	\$ 5,000	\$ -	200	-			
Sep-16	SVBTA - Golf Sponsorship	\$ 1,200	\$ 1,200	\$ 1,200	\$ -	200	84			
Oct-16	PCMA NCC Bamies Table Host	\$ 6,864	\$ 6,864	\$ 6,864	\$ -	1,000	1,677			
Nov-16	SF Travel Client Event Sponsorship in November	\$ -	\$ 1,200	\$ 1,200	\$ (1,200)	200	-			
Nov-16	FICP Annual Conference	\$ 11,650	\$ 11,650	\$ 11,650	\$ -	2,500	1,057			
Nov-16	MPINCC Thanks for Giving - now Regional Education	\$ 1,565	\$ 2,000	\$ 2,000	\$ (435)	500	-			
Dec-16	AMEXInteraction Show Gold Sponsorship, New Orleans	\$ 35,766	\$ 35,000	\$ 35,000	\$ 766	2,500	3,291			
Dec-16	PCMA Philadelphia Chapter Holiday Party and Sales Calls	\$ 861	\$ -	\$ -	\$ 861	500	-			
Dec-16	AZMPI Holiday Gala Wine Sponsorship	\$ 1,868	\$ 2,000	\$ 2,000	\$ (132)	500	-			
Dec-16	SITE SoCal Holiday Luncheon	\$ 3,561	\$ 4,700	\$ 4,700	\$ (1,139)	500	-	\$ 1,000	\$ -	\$ 1,000
Dec-16	SITE TEXAS Chapter	\$ 5,011	\$ 5,000	\$ 5,000	\$ 11	300	170			
Jan-17	PCMA Greater Midwest Chapter	\$ -	\$ 5,000	\$ 5,000	\$ (5,000)	300	-			
Feb-17	MPISSN Crab Feed Title Sponsorship	\$ 2,000	\$ 2,000	\$ 2,000	\$ -	2,500	4,551			
Feb-17	Visit CA Outlook Forum, Santa Barbara	\$ -	\$ 5,000	\$ 5,000	\$ (5,000)	-	-			
Feb-17	Sustainable Symposium	\$ 10,000	\$ -	\$ -	\$ 10,000	-	-			
Apr-17	Conference Direct Sponsorship	\$ 7,500	\$ 8,000	\$ 8,000	\$ (500)	3,500	-			
Apr-17	CA Cup Sponsorship - Los Angeles, CA	\$ 3,000	\$ 350	\$ 3,500	\$ 2,650	200	-			
Apr-17	CalSAE ELEVATE Annual Conference Sponsorship Sapphire	\$ 6,351	\$ 850	\$ 8,500	\$ 5,501	300	-			
Jun-17	Association Swing Golf	\$ -	\$ -	\$ 2,500	\$ -	500	-			
Jun-17	MPISSN Wine Sponsor - June Gala Event	\$ 3,073	\$ -	\$ 2,500	\$ 3,073	150	-			
Jun-17	MPI-CAC Golf Outing	\$ -	\$ -	\$ 1,500	\$ -	150	-			
	Total	\$ 162,058	\$ 152,602	\$ 169,902	\$ 9,457	40,000	60,888	\$ 1,000	\$ -	\$ 1,000

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	15-16 YTD Mar	7/16	8/16	9/16	10/16	11/16	12/16	1/17	2/17	3/17	16-17 YTD Mar	Over (under) previous YTD
TID																						
Received	Monterey County		226,130				253,099			216,037	695,266		230,240				255,944			209,561	695,745	479
For What Period			Apr-Jun				Jul-Sep			Oct-Dec			Apr-Jun				Jul-Sep			Oct-Dec		
Rooms @ \$2			100,776				113,009			95,709			103,767									
Rooms @ \$1			26,862				29,638			20,506			25,002									
Budgeted		-	226,130	-	-	-	253,099	-	-	208,990	688,219		230,240				255,944		203,393		689,577	1,359
Received	City of Monterey			358,682		407,593		361,205		264,779	1,392,260		365,314			416,805		369,841		278,087	1,430,047	37,787
For What Period				May-Jun		Jul-Aug		Sep-Oct		Nov-Dec			May-Jun			Jul-Aug		Sep-Oct		Nov-Dec		
Rooms @ \$2				129,929		146,376		127,789		93,046						147,560		131,402		98,532		
Rooms @ \$1				102,447		118,959		109,276		81,363						125,895		110,773		83,833		
Budgeted		-	-	358,682	-	407,593	-	361,205	-	273,457	1,400,937		365,314			416,805		369,841	281,804		1,433,764	32,827
Received	City of Carmel		54,174					115,542		34,351	204,067		52,359		61,444		57,152		44,685		215,640	11,573
For What Period			May-Jun					Jul-Aug, Sep-Oct		Nov-Dec			May-Jun		Jul-Aug		Sep-Oct		Nov-Dec			
Rooms @ \$2																				7,805		
Rooms @ \$1																					29,526	
Budgeted		-	54,174	-	-	-	-	115,542	-	43,657	213,372		52,359		61,444		57,152		41,816		212,771	(601)
Received	City of Pacific Grove		63,792			75,097			56,547		195,436		63,566			73,970				52,034	189,570	(5,866)
For What Period			Apr-Jun			Jul-Sep			Nov-Dec				Apr-Jun			Jul-Sep				Oct-Dec		
Rooms @ \$1																						
Rooms @ \$ 0.50																						
Budgeted		-	63,792	-	-	75,097	-	-	53,305	-	192,194		63,566			73,970			57,961		195,497	3,302
Received	City of Seaside	18,456	24,028	23,579	23,366	22,055	19,464	15,688	15,581	13,993	176,209	20,398	22,285	25,641	24,437	21,573	28,285	16,061	15,836	14,219	188,736	12,526
For What Period		May	June	July	August	September	October	November	December	January		May	June	July	Aug	Sep	Oct	Nov	Dec	Jan		
Rooms @ \$2		5,016	7,160	6,066	6,252	6,622	5,765	4,976	4,961	4,427		5,903	6,154	6,758	6,551	5,985	10,934	5,269	4,848	4,273		
Rooms @ \$1		8,610	9,951	11,685	11,098	9,034	8,131	5,894	5,816	5,280		8,798	10,202	12,384	11,582	9,821	6,703	5,685	6,300	5,817		
Budgeted		18,456	24,028	23,579	23,366	22,055	19,464	16,132	16,467	14,505	178,052	20,398	22,285	25,641	24,437	21,573	28,285	15,876	15,768	15,243	189,506	11,454
Received	City of Salinas			74,940			76,610			50,982	202,532		79,458				67,553	95		52,426	199,532	(3,000)
For What Period				Apr-Jun			Jul-Aug			Sep-Dec			Apr-Jun				Jul-Sep	Jul-Sep		Oct-Dec		
Rooms @ \$2																						
Rooms @ \$1																						
Budgeted		-	-	74,940	-	-	76,610	-	-	50,554	202,103		79,458				67,553		59,943		206,954	4,850
Received	City of Marina	14,602		29,568			66,388				110,558		29,248			35,286	29,180			31,001	124,714	14,156
For What Period		Apr		May-Jun			Jul-Oct						May-Jun			Jul-Aug	Sep-Oct			Nov-Jan		
Rooms @\$2				3,017			14,306															
Rooms @ \$1				23,833			52,753															
Budgeted		14,602	-	29,568	-	-	66,388	-	11,547	10,811	132,916		29,248			35,286	29,180	14,807	12,837	12,837	134,195	1,278
		33,057	368,124	486,769	23,366	504,745	415,562	492,435	72,128	580,142	2,976,328	20,398	842,470	25,641	85,882	547,633	438,114	385,996	112,555	585,294	3,043,984	67,656
		33,057	368,124	486,769	23,366	504,745	415,562	492,880	81,319	601,972	3,007,794	20,398	842,470	25,641	85,882	547,633	438,114	400,524	673,521	28,080	3,062,263	54,469

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	
Aug-16	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
Nov-16	Phoenix pop-up	\$ 67,500	\$ 68,413	400,000	10,000	\$ 20,000		857,239	2,937,823	\$ 18,039		Expected results - may fluctuate due to # of influencer, followers and amount of posts. Expect \$30k in ad equivalency by 6 month post event. Hosted Leah LeMoine of Phoenix Mag for a FAM in Feb 2017, waiting for results. Journalist Teresa Bitler planing to visit in June on assignment. (updated 4/3)
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 4/3)
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 Vancouver		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. (updated 4/3)
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
Dec-16	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.
April 23 - April 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					Journalists confirmed to attend: Shelley Levitt, Editor, California Meetings + Events Lisa Apolinski, TSNN: Trade Show News Network Cheryl-Anne Sturken, Senior Contributing Editor, Meetings & Conventions Jonathan Spira, Editorial Director, Frequent Business Traveler
5/4-5/6	TREX 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		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	\$ 67,500	\$ 33,500	400,000	454,308	\$ 20,000						Expected results - may fluctuate due to # of influencer, followers and amount of posts.
May-17	VCA SF Media Mission	\$ 1,000	\$ 1,000			\$ 3,000	Develop and enhance relationships with media in the SF/regional market					
May-17	Big Sur SMT or VNR	\$ 15,000			100,000,000	\$4,000,000.00	Planned SMT for when the state parks in Big Sur reopen: target date: Before Memorial Day					
TOTALS		\$ 545,750	\$ 436,286					1,159,651	225,214,471	\$ 5,022,429		

*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.