

**MCCVB Statement of Revenue and Expense
For the Eleven Months Ended May 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 Jun 2017 - Apr 2018	Original 16-17 YTD Budget	16-17 YTD Variance vs Original Budget	
Revenues													
Jurisdiction Investment													
99,406	99,406	0	99,406	Monterey County	1,093,469	1,093,469	0	1,093,518	1,192,875	91.67	1,192,875	1,127,500	(34,031)
0	0	0	0	City of Monterey	899,667	899,667	0	1,159,499	899,667	100.00	899,666	899,666	1
0	0	0	0	City of Carmel-by-the-Sea	167,656	167,656	0	154,718	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	99,406	Sub-Total Jurisdiction Investment	2,485,695	2,485,695	0	2,687,133	2,585,102	96.15	2,614,144	2,519,724	(34,029)
TID													
0	175,293	(175,293)	0	Monterey County	695,745	864,870	(169,124)	695,266	864,870	80.45	884,104	857,915	(162,169)
267,831	0	267,831	0	City of Monterey	1,697,878	1,705,393	(7,515)	1,392,260	2,066,227	82.17	2,084,180	1,709,100	(11,223)
40,153	0	40,153	39,257	City of Carmel-by-the-Sea	255,793	253,234	2,559	243,324	303,646	84.24	310,042	251,995	3,798
60,775	59,783	992	48,973	City of Pacific Grove	250,345	255,279	(4,934)	244,409	255,279	98.07	254,100	260,104	(9,760)
14,794	21,295	(6,501)	20,475	City of Seaside	217,789	227,747	(9,958)	214,024	247,801	87.89	241,110	217,648	142
0	64,963	(64,963)	0	City of Salinas	199,532	271,917	(72,385)	202,532	271,917	73.38	277,041	275,245	(75,713)
0	12,505	(12,505)	41,248	City of Marina	124,714	159,537	(34,823)	151,806	173,937	71.70	164,477	164,338	(39,624)
383,552	333,838	49,714	149,953	Sub-Total TID	3,441,796	3,737,977	(296,181)	3,143,620	4,183,678	82.27	4,215,054	3,736,345	(294,549)
Private Revenue													
12,515	438	12,078	716	Marketing	47,894	57,318	(9,424)	75,647	57,755	82.93	21,000	64,676	(16,782)
7,300	7,800	(500)	23,825	Group Sales	66,425	58,975	7,450	87,915	88,975	74.66	125,000	51,000	15,425
0	0	0	0	New Membership	11,286	11,424	(138)	16,553	11,424	98.79	11,424	10,725	561
0	0	0	0	Renewal Membership	78,853	78,853	0	68,129	78,853	100.00	78,853	78,923	(70)
0	0	0	0	Annual Meeting	21,676	21,676	0	21,819	21,676	100.00	21,676	26,680	(5,004)
0	0	0	0	Visitor Services Ad Commission	13,118	11,157	1,961	12,253	30,657	42.79	30,657	11,200	1,918
8	25	(17)	40	Interest	81	170	(89)	357	195	41.68	195	275	(194)
3,737	1,500	2,237	0	Misc	42,801	40,657	2,144	5,775	40,657	105.27	5,400	6,000	36,801
23,560	9,763	13,798	24,581	Sub-Total Private Revenue	282,134	280,229	1,905	288,447	330,192	85.45	294,204	249,479	32,655
506,519	443,007	63,512	273,940	Total Revenues	6,209,625	6,503,902	(294,277)	6,119,201	7,098,971	87.47	7,123,403	6,505,548	(295,923)

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				Expenses									
				MARKETING COMMUNICATIONS									
47,757	51,517	(3,760)	40,241	Salary	549,624	566,333	(16,709)	464,870	643,608	85.40	690,308	582,300	(32,675)
0	0	0	0	Incentive	2,366	9,871	(7,505)	7,839	55,020	4.30	55,258	10,769	(8,403)
4,445	4,093	352	2,783	Benefits	41,992	41,027	966	35,485	45,994	91.30	58,009	48,261	(6,269)
4,143	5,033	(890)	2,993	Taxes + Insurance	48,023	55,065	(7,042)	42,535	65,290	73.55	72,163	60,440	(12,417)
56,345	60,643	(4,298)	46,016	Sub-Total Talent	642,006	672,295	(30,290)	550,729	809,912	79.27	875,738	701,770	(59,764)
147,844	102,340	45,504	13,300	Advertising+Media Buys	765,938	743,361	22,577	847,388	779,855	98.22	723,835	740,460	25,478
26,686	29,600	(2,914)	21,632	Agency/Srvc Fees + Cntr	232,116	255,022	(22,907)	239,325	284,622	81.55	281,945	261,800	(29,684)
53,564	33,050	20,514	34,741	Production/Collateral	300,802	328,793	(27,991)	336,983	332,043	90.59	379,573	303,232	(2,430)
325	183	142	7,483	International	112,457	139,951	(27,494)	206,238	140,134	80.25	159,301	181,829	(69,372)
4,563	8,000	(3,437)	3,500	Research	90,298	109,020	(18,722)	85,693	148,575	60.78	142,742	85,445	4,853
0	0	0	75	Visitor Guide Distribution	32,125	32,909	(784)	32,489	33,059	97.17	32,858	34,350	(2,225)
12,928	5,500	7,428	8,690	Media Relations Programs	84,838	75,575	9,263	141,311	81,575	104.00	94,312	83,750	1,088
2,191	3,100	(909)	1,561	Media Tracking	28,615	30,738	(2,123)	22,437	32,338	88.49	32,461	22,400	6,215
0	0	0	0	Photography + Press Materials	0	0	0	4,985	0	0.00	0	0	0
6,150	8,555	(2,405)	19,543	Website/Digital	159,591	155,900	3,691	202,184	181,400	87.98	175,550	163,393	(3,802)
0	0	0	0	Dues + Subscriptions	1,289	1,289	0	850	1,289	100.00	1,289	1,500	(211)
0	175	(175)	369	Postage	976	1,810	(833)	965	1,985	49.19	2,818	605	371
0	600	(600)	171	Professional Development	10,484	13,915	(3,431)	4,598	13,915	75.34	17,346	13,750	(3,266)
350	390	(40)	360	Cell Phone Reimbursements	4,252	4,335	(84)	2,778	4,725	89.98	4,809	4,015	237
5,481	3,250	2,231	12,828	Travel + Entertainment	54,040	51,900	2,140	55,370	55,150	97.99	53,010	51,600	2,440
260,082	194,743	65,338	124,255	Sub-Total Programs	1,877,820	1,944,517	(66,697)	2,183,593	2,090,665	89.82	2,101,848	1,948,129	(70,309)
316,427	255,386	61,041	170,271	Total Marketing Communications	2,519,826	2,616,813	(96,987)	2,734,322	2,900,576	86.87	2,977,586	2,649,899	(130,073)

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SALES + GROUP SERVICES													
72,182	72,117	65	69,205	Salary	806,577	798,673	7,903	775,600	906,849	88.94	947,291	821,029	(14,453)
0	0	0	0	Incentive	10,250	37,329	(27,079)	26,875	159,261	6.44	157,853	36,566	(26,316)
6,472	6,850	(378)	6,293	Benefits	70,015	70,793	(779)	71,557	78,184	89.55	91,141	64,662	5,353
5,403	6,954	(1,551)	4,781	Taxes + Insurance	69,798	81,491	(11,694)	73,435	91,922	75.93	105,457	94,653	(24,856)
84,057	85,922	(1,865)	80,279	Sub-Total Talent	956,639	988,286	(31,647)	947,467	1,236,216	77.38	1,301,742	1,016,911	(60,272)
0	0	0	3,000	Third Party Contract Support	9,500	9,500	0	34,000	9,500	100.00	0	33,000	(23,500)
121,004	47,129	73,876	54,541	Group Marketing	379,948	387,210	(7,262)	572,289	460,085	82.58	430,637	431,125	(51,177)
485	0	485	2,537	Memberships/Affiliations	12,609	9,485	3,124	15,413	14,265	88.39	10,500	11,825	784
0	0	0	0	Customer Advisory Board	0	0	0	0	0	0.00	21,000	0	0
1,000	1,417	(417)	1,080	E-Tools	18,883	19,300	(417)	32,008	20,300	93.02	20,717	35,000	(16,117)
2,748	2,500	248	21,457	Promo Items / Client Amenities	42,860	50,043	(7,184)	77,745	50,043	85.65	56,275	63,043	(20,183)
0	0	0	0	CVENT	53,457	53,457	0	51,039	53,457	100.00	53,457	53,457	0
9,841	13,717	(3,876)	13,791	Tradeshows + Sales Missions	281,427	310,412	(28,986)	400,086	353,749	79.56	371,195	287,175	(5,748)
7,581	8,185	(604)	31,918	Client Events	116,553	125,257	(8,705)	174,143	131,157	88.86	131,499	139,175	(22,622)
1,685	5,000	(3,315)	519	FAMs	45,498	47,809	(2,310)	66,692	52,809	86.16	49,826	42,000	3,498
2,828	650	2,178	2,891	Sponsorships	168,166	164,052	4,114	177,462	169,902	98.98	162,444	166,700	1,466
158	1,500	(1,342)	135	Site Visits	5,152	9,676	(4,524)	11,613	10,676	48.26	12,899	13,500	(8,348)
5,104	500	4,604	155	Conference Services	14,205	13,167	1,038	7,737	13,167	107.88	11,270	10,500	3,705
0	0	0	4,858	Housing Bureau	1,000	1,000	0	5,858	1,000	100.00	1,000	1,000	0
0	0	0	251	Opportunity Development	16,760	21,285	(4,525)	5,876	21,285	78.74	25,785	26,500	(9,740)
371	40	331	0	Postage	3,747	1,378	2,368	440	1,418	264.16	(950)	550	3,197
3,682	1,500	2,182	4,598	Professional Development	15,318	9,585	5,733	18,780	14,085	108.75	8,352	16,000	(682)
993	855	138	774	Cell Phone Reimbursements	9,608	9,594	14	8,159	10,449	91.95	10,435	9,405	203
6,389	4,000	2,389	4,287	Travel + Entertainment	54,774	44,980	9,793	39,984	48,980	111.83	39,187	44,000	10,774
163,870	86,992	76,877	146,793	Sub-Total Programs	1,249,465	1,287,192	(37,727)	1,699,324	1,436,329	86.99	1,415,529	1,383,955	(134,490)
247,926	172,914	75,013	227,072	Total Sales + Group Services	2,206,104	2,275,478	(69,375)	2,646,791	2,672,545	82.55	2,717,271	2,400,866	(194,762)

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For the Eleven Months Ended May 31, 2017**

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MEMBERSHIP													
4,686	4,694	(8)	4,242	Salary	51,750	51,733	17	48,723	58,774	88.05	62,370	51,780	(30)
0	0	0	0	Incentive	443	673	(230)	390	4,683	9.47	4,685	673	(230)
1,124	1,071	53	1,035	Benefits	11,925	11,534	392	11,255	12,660	94.19	13,489	11,230	695
310	448	(138)	215	Taxes + Insurance	3,482	4,371	(890)	3,681	5,043	69.03	6,729	5,698	(2,217)
6,120	6,213	(93)	5,491	Sub-Total Talent	67,600	68,311	(711)	64,049	81,160	83.29	87,274	69,382	(1,782)
0	0	0	0	Member Events	28,557	29,057	(500)	27,236	29,107	98.11	29,607	31,468	(2,911)
0	0	0	0	Collateral	965	1,000	(35)	482	1,000	96.47	1,035	1,000	(35)
0	150	(150)	91	Postage	70	450	(380)	244	450	15.63	830	450	(380)
0	0	0	0	Professional Development	0	0	0	0	0	0.00	0	0	0
160	80	80	80	Cell Phone Reimbursements	1,008	880	128	880	960	105.01	832	880	128
326	150	176	127	Travel + Entertainment	1,732	1,741	(9)	1,929	1,891	91.60	1,900	1,650	82
486	380	106	298	Sub-Total Programs	32,332	33,128	(796)	30,772	33,408	96.78	34,204	35,448	(3,116)
6,606	6,593	13	5,789	Total Membership	99,932	101,439	(1,507)	94,821	114,568	87.22	121,478	104,830	(4,899)
VISITOR SERVICES													
13,320	15,095	(1,775)	15,295	Salary	158,650	169,666	(11,016)	159,646	192,309	82.50	197,077	173,521	(14,870)
0	0	0	0	Incentive	1,878	1,942	(64)	1,500	7,732	24.29	7,059	1,267	611
1,674	1,043	631	894	Benefits	14,301	10,812	3,489	14,698	11,967	119.50	20,859	10,635	3,666
1,668	2,071	(402)	1,676	Taxes + Insurance	18,261	20,903	(2,643)	18,715	23,874	76.49	25,896	22,763	(4,503)
16,663	18,209	(1,546)	17,865	Sub-Total Talent	193,090	203,323	(10,233)	194,558	235,881	81.86	250,891	208,185	(15,096)
0	1,500	(1,500)	0	Visitor Center Collateral	6,193	8,509	(2,316)	5,534	8,509	72.78	8,525	8,125	(1,932)
6,634	0	6,634	0	Promotional Items	6,634	11,000	(4,366)	17,395	11,000	60.31	11,366	11,000	(4,366)
1,145	945	200	1,224	Visitor Center Facility	144,291	145,129	(838)	145,277	146,039	98.80	146,878	145,255	(964)
1,158	100	1,058	(1,806)	Postage	7,279	6,061	1,218	4,904	6,161	118.15	4,942	6,100	1,179
0	0	0	0	Professional Development	426	426	0	2,565	426	100.00	426	500	(74)
106	140	(34)	175	Cell Phone Reimbursements	1,335	1,488	(153)	1,307	1,628	82.01	1,781	1,540	(205)
223	60	163	11	Travel + Entertainment	847	546	301	1,198	606	139.78	305	1,140	(293)
9,266	2,745	6,521	(396)	Sub-Total Programs	167,004	173,158	(6,154)	178,179	174,368	95.78	174,222	173,660	(6,656)
25,928	20,954	4,974	17,470	Total Visitor Services	360,094	376,481	(16,387)	372,737	410,250	87.77	425,114	381,845	(21,751)

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ADMINISTRATION												
25,990.19	27,247	(1,257)	25,942	301,203	309,216	(8,013)	293,974	349,862	86.09	358,519	313,526	(12,323)
0.00	0	0	0	2,904	3,288	(384)	3,150	25,087	11.58	25,186	3,288	(384)
3,261.42	2,827	434	2,697	34,516	31,380	3,135	25,857	34,419	100.28	35,048	28,732	5,784
2,070.34	2,677	(607)	1,828	23,693	27,459	(3,766)	25,822	31,341	75.60	36,431	31,936	(8,243)
31,322	32,752	(1,430)	30,468	362,316	371,344	(9,028)	348,803	440,709	82.21	455,184	377,482	(15,166)
0	400	(400)	0	1,748	3,648	(1,900)	1,183	4,148	42.14	6,048	2,950	(1,202)
232	2,550	(2,318)	2,879	22,961	28,362	(5,401)	55,094	28,912	79.42	30,313	30,100	(7,139)
0	500	(500)	0	38,053	41,152	(3,099)	42,790	41,152	92.47	43,532	64,649	(26,596)
841	555	286	878	3,339	3,719	(380)	5,109	3,830	87.19	4,209	2,775	564
1,850	500	1,350	1,484	11,071	12,851	(1,779)	10,797	14,601	75.83	13,880	15,750	(4,679)
270	400	(130)	320	3,322	4,062	(740)	3,530	4,462	74.45	5,202	4,400	(1,078)
424	1,500	(1,076)	(226)	20,659	20,000	659	22,414	22,000	93.90	21,342	21,500	(841)
360	565	(205)	1,961	7,345	5,500	1,845	9,929	6,000	122.41	4,855	5,500	1,845
0	100	(100)	0	18,500	19,000	(500)	18,453	19,100	96.86	19,600	19,600	(1,100)
0	1,500	(1,500)	1,243	74,974	82,270	(7,297)	40,858	82,270	91.13	83,667	41,700	33,274
373	360	13	409	5,507	5,637	(130)	5,175	6,177	89.16	6,307	5,320	187
0	0	0	0	6,585	10,350	(3,765)	18,335	10,350	63.62	10,350	8,450	(1,865)
11,053	10,539	513	10,219	130,953	129,703	1,250	125,867	140,787	93.01	139,537	131,663	(711)
53	500	(448)	996	5,862	6,226	(364)	6,365	6,826	85.88	7,190	7,100	(1,238)
0	0	0	0	64	64	0	93	64	100.00	64	0	64
0	0	0	0	16,108	15,221	887	14,096	15,221	105.83	14,334	16,000	108
784	940	(156)	755	8,554	9,442	(889)	6,495	10,382	82.39	11,271	10,340	(1,786)
5,362	5,200	162	4,658	58,208	57,060	1,148	65,657	62,260	93.49	61,112	67,000	(8,792)
168	250	(82)	252	5,024	4,839	186	5,060	5,439	92.38	5,253	5,575	(551)
54	400	(346)	532	7,893	9,449	(1,556)	9,769	11,449	68.94	13,005	9,540	(1,647)
53	175	(122)	90	2,145	4,981	(2,837)	3,000	5,156	41.59	5,193	5,225	(3,081)
613	700	(87)	1,124	5,139	6,406	(1,266)	7,890	7,106	72.33	8,372	8,800	(3,661)
606	400	206	1,258	3,525	4,081	(557)	4,526	4,500	78.32	5,057	4,400	(875)
1,107	850	257	636	20,140	20,062	78	42,133	24,250	83.05	24,172	27,300	(7,160)
315	0	315	0	2,578	3,500	(922)	10,242	3,500	73.65	4,422	1,000	1,578
(8)	0	(8)	750	1,356	1,726	(370)	2,932	2,051	66.12	2,421	1,875	(519)
24,511	28,884	(4,374)	30,218	481,612	509,311	(27,699)	537,791	541,993	88.86	550,708	518,512	(36,900)
55,833	61,636	(5,803)	60,686	843,927	880,654	(36,727)	886,595	982,702	85.88	1,005,892	895,994	(52,067)
0	0	0	0	12,500	21,750	(9,250)	0	33,000	37.88	18,500	0	0
652,721	517,484	135,238	481,288	6,042,383	6,272,616	(230,233)	6,735,266	7,113,641	84.94	7,265,840	6,433,434	(403,552)
(146,202)	(74,476)	(71,726)	(207,348)	167,242	231,286	(64,044)	(616,065)	(14,670)	(1,140.06)	(142,437)	72,114	107,629

FY 2016-2017 May 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:
Monterey County	\$0 received vs. budget of \$175,293	-\$169,124 variance Year to Date; one quarterly payment behind schedule
City of Monterey	\$267,831 received vs. budget of \$0	-\$7,515 variance Year to Date
City of Carmel	\$40,153 received vs. budget of \$0	\$2,559 variance Year to Date
City of Pacific Grove	\$60,775 received vs. budget of \$59,783	-\$4,934 variance Year to Date
City of Seaside	\$14,794 received vs. budget of \$21,295	-\$9,958 variance Year to Date
City of Salinas	\$0 received vs. budget of \$64,963	-\$72,385 variance Year to Date; one quarterly payment behind schedule
City of Marina	\$0 received vs. budget of \$12,505	-\$34,823 variance Year to Date; two monthly payments behind schedule; \$23K expected in June
Private Revenue	<p>Marketing: Received final DTN banner ad revenue share in May that was budgeted in January</p> <p>Group Sales: One fewer participant than planned for DC event</p> <p>Miscellaneous: Over budget due to City of Monterey TID fund account audit for 2010-2012 offset somewhat by Salinas Q4 agreement suspended and credit card redemptions delayed to June</p>	<p>Marketing: Under budget due to Madden Media visitor guide advertising share expected in February but not yet received</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>Visitor Services Ad Commission: Greater commission than budgeted due to member participation timing; expect to end the year on budget</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 both in the current month and year to date due to use/activity timing.

EXPENSE	CURRENT MONTH	YEAR TO DATE:
Marketing Communications		
Advertising+Media Buys	Overspent in May due to invoice timing with invoices received in May budgeted in earlier periods	Overspent YTD due Big Sur campaign approved by BOD
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 brand photography invoice received in May was budgeted in April	Underspent due to invoice timing and postponed brand bags order budgeted in May not need until next year; expect to erase some of underspend in June with the balance of the Chicago invoices
International		Underspent YTD due to postponement of Brand USA China co-op and will end the year underspent by \$27k if program does not roll out in June
Research	Under budget in May due to cancellation of Tourism Economics presentation and cost savings due to event impact studies done in house with event impact calculator	Under budget due to postponement of Tourism Economics presentation to next fall, event impact studies done in house with event impact calculator, negotiated savings on SMARI reporting, and delayed VPS and meeting planner survey invoices
Media Relations Programs	Overspent due to Big Sur Recovery campaign video b-roll for media plus last minute Chicago Pop Up expense for Summer of Love promotion	Over budget due to Big Sur Recovery campaign expenses approved by BOD
Media Tracking	Underspent due to less than anticipated use of BurrellesLuce media tracking	Underspent due to less than anticipated use of BurrellesLuce media tracking
Website/Digital	Underspent due to Bronto email platform which was budgeted in May invoiced in April	Overspent YTD due to social content/video invoices received in prior months but budgeted in June

Sales + Group Services	CURRENT MONTH	YEAR TO DATE:
Group Marketing	Overspent due to invoice timing with May invoices for paid media, brand photography and Chicago pop-up that were budgeted earlier	
Promo Items		Underspent but will replenish inventory in June
Tradeshows	Underspent due to lower prepayments for IBTM Americas and IAGTO shows in June	Savings on Amex Interaction in December, MPI SoCal Tradeshow in January and lower than planned prepayments for IPW and IBTM Americas
Client Events		Underspent due to postponement of East Bay and Indianapolis client events moved to June and delayed group spend on pop-ups
FAMs	Underspent due to no FAMs scheduled in May	Underspent due to delay in MCC opening FAM
Sponsorships	Overspent due to being over budget on CA Cup and earlier than planned prepayment for MPI-CAC golf	
Site Visits	Full site visit budget not needed in May	Under budget due to fewer overnight site visits YTD
Conference Services	Overspent due to timing of funds for ACWA MeetingMax housing invoice	
Opportunity Development		Underspent due to timing of use of opportunity funds with more expected in June for ACWA incentive provided for MCC delay

Membership	CURRENT MONTH	YEAR TO DATE:
Visitor Services	CURRENT MONTH	YEAR TO DATE:
Visitor Center Collateral	Savings as inventory will be sufficient through year end	Savings as inventory will be sufficient through year end
Promotional Items	Promotional item delivery and invoice delayed; budget was in April, expensed this month	Expect that with May's purchase, inventory will be sufficient through year-end
Administration	CURRENT MONTH	YEAR TO DATE:
Community Relations	Underspent due to delay in use of opportunity funds	Underspent at VCA Outlook Forum and CDME BOD and delayed 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	Benefit administration fees timing, expect to expense budget in June	Under budget due to reduced 401k benefit administration costs and negotiated savings in vendor fee
Consulting/Facilitation		Negotiated savings on needs with no other expenses anticipated for this fiscal
Stationery		Underspent due to judicious use and negotiated savings; expect that inventory will be sufficient through year end

**MCCVB
Balance Sheet**

	May 31, 2017	April 30, 2017	Change
ASSETS			
Current Assets			
Union Bank - Checking	\$ 897,746	\$ 516,806	\$ 380,940
Union Bank - Money Market	20,255	20,254	1
Rabobank - Checking	67,603	67,603	0
Rabobank - Money Market	51,638	51,631	7
Petty Cash	74	154	(81)
PayPal Cash Balance	12,944	9,812	3,132
<i>Sub-Total Cash</i>	<i>1,050,260</i>	<i>666,261</i>	<i>383,999</i>
Accounts Receivable	13,870	455,821	(441,951)
TID Receivable	862,868	862,868	0
<i>Sub-Total Receivables</i>	<i>876,738</i>	<i>1,318,689</i>	<i>(441,951)</i>
Total Current Assets	1,926,998	1,984,950	(57,952)
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			
Tradeshow Deposits	101,401	101,401	0
Prepaid Expenses	81,279	75,654	5,625
Lease Deposit	11,000	11,000	0
Total Other Assets	193,680	188,055	5,625
Total Assets	\$ 2,240,535	\$ 2,292,862	(\$ 52,327)
LIABILITIES AND CAPITAL			
Current Liabilities			
Accounts Payable	\$ 327,528	\$ 241,136	\$ 86,391
Accrued Vacation	58,382	58,382	0
Deferred Revenue	56,154	48,670	7,484
			17-18 memberships and sponsorships paid offset somewhat by sales co-ops released in month
Total Current Liabilities	442,064	348,189	93,875
Capital			
Beginning Balance Equity	568,247	568,247	0
Net Assets	1,062,982	1,062,982	0
Net Income	167,242	313,445	(146,202)
			May net retained
Total Capital	1,798,471	1,944,674	(146,202)
Total Liabilities & Capital	\$ 2,240,535	\$ 2,292,862	(\$ 52,327)

MCCVB
Aged Receivables
As of May 31, 2017

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 - refund on account
Monterey Tides	725				725	Paid in June
Carmel Mission Inn			350		350	Reminder emailed 6/12
Cima Collina	150				150	Reminder emailed 6/12
Hotel Pacific	3,000				3,000	Reminder emailed 6/12
InterContinental The Clement			350		350	Reminder emailed 5/12/17 and 6/13/17
Monterey Bay Aquarium	2,000				2,000	
Monterey Guided Wine Tours				163	163	Added to renewal invoice
Monterey Plaza Hotel & Spa	2,000				2,000	
Monterey Peninsula Chamber of Commerce				500	500	iTour soft launched in May emailed reminder
Nothing Bundt Cakes				200	200	Added to renewal invoice
Ventana Inn and Spa		350		350	700	Reminder emailed 6/12
Visit California - UK				1,200	1,200	Paid in June
Visit Carmel	3,000				3,000	
Report Total	4,000	6,725	700	2,445	13,870	

MCCVB
Aged Payables
As of May 31, 2017

Vendor	0 - 30	31 - 60	61 - 90	Over 90 days	Amount Due	Comment
AFLAC	1,031				1,031	
Alliah Sheta	274	(5)			268	Employee reimbursement due
Allyson Ryan	111				111	
April Locke	38				38	
AT&T Mobility	52				52	
BurrellesLuce Media Analysis	1,392				1,392	
Business Cards	43,938				43,938	
Cardinale Moving and Storage	315				315	
Churchill & Klehr	300				300	
Comcast	246				246	
Comcast Business Class	358				358	
Commercial Quality Cleaning	150				150	
David Cater	(56)				(56)	Employee reimbursement due
David Marzetti	150				150	
Dean Runyan Associates	3,500				3,500	
Ellin Kohler	96				96	
FedEx	3,549				3,549	
Foster Devore & White	1,004				1,004	
Geiger	2,609				2,609	
Howard Munves	376				376	
Joe Marcy	208				208	
Joselyn Ignacio	20				20	
Cassandra Boettcher	159				159	
Kelly Gonzalez	35				35	
Lauren Siring	249				249	
L+G, LLP	360				360	
Liz Kara	511				511	
Marissa Reader	107				107	
Mark McMinn	210				210	
Meetingmax	4,334				4,334	
Mikon Productions	6,000				6,000	
MMGY Global, LLC	238,022				238,022	
Office Team	770				770	
Parasol	7,479				7,479	
Paul Martin	96				96	
PG&E	233				233	
Rapid Printers of Monterey	198				198	
Ready Refresh	46				46	
Richard Petrovich	158				158	
Rival IQ Corporation	799				799	
Sammy Ramos	488				488	
Smith Travel Research	238				238	
Social Reality, Inc.	3,481				3,481	
Tammy Blount	72				72	
TGO Photography	600				600	
Tiger Oak Media, Inc.	250				250	
Trio Carmel	500				500	
UPS	1,988				1,988	
Workin.com, Inc.	489				489	
Report Total	327,533	-5			327,528	

2016 - 17 TRADE SHOWS		Actual	Budget		Variance					
Month	Description	YTD May	YTD May	Full Year Budget	YTD May	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	500			
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	1,154			
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	267			
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	21,454	\$ 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	6,419			
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	9,458	\$ 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	1,035			
Nov-16	Luxury Meetings Summit & client Event -Atlanta, GA	\$ 2,850	\$ 2,850	\$ 2,850	\$ -	500	-			
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	8,971	\$ 8,800	\$ 8,000	\$ 800
Dec-16	AMEXInteraction Show Gold Sponsorship, New Orleans	\$ 9,126	\$ 13,000	\$ 13,000	\$ (3,874)	2,500	4,116	\$ 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	\$ 10,000	\$ 10,000	\$ 2,462	100	148			
Jan-17	HelmsBriscoe Annual Business Conference	\$ 5,480	\$ 4,950	\$ 5,500	\$ 530	2,500	3,766	\$ 900	\$ -	\$ 900

2016 - 17 TRADE SHOWS		Actual	Budget		Variance					
Month	Description	YTD May	YTD May	Full Year Budget	YTD May	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	\$ 4,000	\$ (3,200)	400	2,490			
Feb-17	Go West Summit - Reno, NV	\$ 4,019	\$ 4,100	\$ 4,100	\$ (81)	200	590			
Feb-17	NTA Travel Exchange - St. Louis, MO	\$ 4,211	\$ 5,800	\$ 5,800	\$ (1,589)	200	540			
Feb-17	NAJ Receptive Operator Summit - Marina del Rey, CA	\$ 3,043	\$ 2,500	\$ 2,500	\$ 543	200	272			
Feb-17	PMPI MACE! - Washington, DC	\$ 120	\$ 1,500	\$ 1,500	\$ (1,380)	1,500	-			
Feb-17	DMAI Destinations Showcase/Sales Mission	\$ 8,802	\$ 10,000	\$ 10,000	\$ (1,198)	2,500	4,225			
Feb-17	MPI NCC Annual Conference and Trade Show, San Francisco	\$ 11,624	\$ 10,000	\$ 10,000	\$ 1,624	3,000	501	\$ 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	\$ 4,750	\$ 5,000	\$ (817)	2,500	1,648			
Mar-17	MPISSN Trade Show	\$ 611	\$ 1,235	\$ 1,300	\$ (624)	1,000	745			
Mar-17	Experient's Envision Conference- Location TBA	\$ 4,937	\$ 4,750	\$ 5,000	\$ 187	2,500	4,136			
Mar-17	NAJ Active America China - Portland, OR	\$ -	\$ -	\$ -	\$ -	-	-			
Mar-17	MPI-RMC MIC Conference & Tradeshow, Denver CO	\$ 5,319	\$ 3,625	\$ 3,700	\$ 1,694	1,000	221			
Mar-17	MPI Cascadia, Portland Sales Calls	\$ 2,416	\$ 2,850	\$ 3,000	\$ (434)	1,000	7,305			
Apr-17	Meetings Mean Business Roadshow (Kansas City, St. Louis, CHI)	\$ 3,253	\$ 3,600	\$ 4,000	\$ (347)	1,500	1,774			
Apr-17	Conference Direct Annual Mtg-Baltimore, MD	\$ 3,579	\$ 4,750	\$ 5,000	\$ (1,171)	2,500	117			
Apr-17	PCMA NCC Leap Joint Conference	\$ 143	\$ 2,700	\$ 3,000	\$ (2,557)	500	-			
Apr-17	SF Travel NYC Client Reception and sales calls	\$ -	\$ 2,250	\$ 2,500	\$ (2,250)	1,500	-			
Apr-17	SF Travel Washington DC Sales mission	\$ 22	\$ 1,350	\$ 1,500	\$ (1,328)	1,500	-			
Apr-17	MPI Joint tradeshow (OC/SD)	\$ 214	\$ 3,600	\$ 4,000	\$ (3,386)	500	-			
May-17	Successful Meetings Destination CA	\$ -	\$ -	\$ -	\$ -	3,000	-			
Jun-17	IBTM Americas (Ft. Lauderdale, FL)	\$ 516	\$ 4,500	\$ 10,000	\$ (3,984)	2,500	-			
Jun-17	IAGTO North America Convention, Miami, FL	\$ 1,718	\$ 1,800	\$ 4,000	\$ (82)	500	-			
Jun-17	IPW Pow Wow- Washington DC	\$ 12,804	\$ 26,100	\$ 58,000	\$ (13,296)	2,500	-		\$ 30,000	
Jun-17	MPI-WEC Las Vegas	\$ 2,663	\$ 1,353	\$ 2,000	\$ 1,310	500	-			
Jun-17	Booth Storage	\$ 2,720	\$ -	\$ -	\$ 2,720					
	Total	\$ 281,427	\$ 310,412	\$ 353,749	\$ (28,986)	73,000	96,426	\$ 42,475	\$ 67,775	\$ 4,700

2016 - 17 CLIENT EVENTS		Actual	Budget		Variance					
Month	Description	YTD May	YTD May	Full Year Budget	YTD May	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	3,195			
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	3,585	\$ 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	705	\$ 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	5,968	\$ 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	4,474			
Sep-16	Seattle Client Event, Safeco Field/Sales Calls	\$ 8,829	\$ 8,829	\$ 8,829	\$ -	400	7,225			
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	3,485			
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	\$ 1,700	\$ 1,700	\$ (129)	5,000	5,296	\$ 400	\$ 400	\$ -
Jan-17	Indianapolis Sales Calls & Client Event (Mani/Pedi Reception)	\$ 500	\$ 2,000	\$ 2,000	\$ (1,500)	750	40			
Jan-17	Visit CA Mexico Sales Mission	\$ 6,696	\$ 4,000	\$ 4,000	\$ 2,696	200	30			
Feb-17	St. Louis Sales Calls/Client Event (Mani/Pedi Reception)	\$ 174	\$ 2,000	\$ 2,000	\$ (1,826)	750	-			
Feb-17	Kansas City Sales Calls/Client Event (Mani/Pedi Reception)	\$ 2,476	\$ 2,000	\$ 2,000	\$ 476	500	141			
Feb-17	SF Travel Chinese New Year DC Client Event	\$ 18	\$ 500	\$ 500	\$ (482)	1,500	1,770			
Feb-17	East Bay Client Event - Warriors	\$ 106	\$ 2,000	\$ 2,000	\$ (1,894)	1,500	-	\$ 1,500	\$ 1,500	\$ -
Apr-17	CalSAE ELEVATE Client Event	\$ 3,153	\$ 4,950	\$ 5,500	\$ (1,797)	2,200	-	\$ 1,400	\$ 1,000	\$ 400
Apr-17	Houston cooking challenge	\$ 7,760	\$ 3,600	\$ 4,000	\$ 4,160	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	\$ 4,648	\$ 4,500	\$ 5,000	\$ 148	750	-	\$ -	\$ 1,500	\$ (1,500)
May-17	ASAE Golf Tournament - Washington, DC	\$ -	\$ -	\$ -	\$ -	200	-			
May-17	Sacramento Client Activity	\$ 7,446	\$ 5,600	\$ 8,000	\$ 1,846	1,250	95	\$ 5,800	\$ 5,800	\$ -
May-17	MCCVB Washington DC Sales Mission	\$ 601	\$ 2,450	\$ 3,500	\$ (1,849)	2,500	-	\$ 1,500	\$ 2,000	\$ (500)
May-17	AMPS Golf Tournament	\$ -	\$ -	\$ -	\$ -	200	-			
May-17	Pop-Ups	\$ -	\$ 9,000	\$ 10,000	\$ (9,000)					
May-17	SF Travel Canada Sales Mission	\$ -	\$ -	\$ -	\$ -	200	-			
	Total	\$ 116,553	\$ 125,257	\$ 131,157	\$ (8,705)	37,000	46,253	\$ 21,600	\$ 21,200	\$ 400

2016 - 17 SPONSORSHIPS		Actual	Budget		Variance					
Month	Description	YTD May	YTD May	Full Year Budget	YTD May	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	48,901			
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	3,140			
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	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	\$ 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	6,785			
Apr-17	CA Cup Sponsorship - Los Angeles, CA	\$ 4,797	\$ 3,500	\$ 3,500	\$ 1,297	200	-			
Apr-17	CalSAE ELEVATE Annual Conference Sponsorship Sapphire	\$ 9,399	\$ 8,500	\$ 8,500	\$ 899	300	-	\$ 1,350	\$ -	\$ 1,350
Jun-17	Association Swing Golf	\$ -	\$ 250	\$ 2,500	\$ (250)	500	-			
Jun-17	MPISSN Wine Sponsor - June Gala Event	\$ 3,073	\$ 250	\$ 2,500	\$ 2,823	150	-			
Jun-17	MPI-CAC Golf Outing	\$ 1,264	\$ 150	\$ 1,500	\$ 1,114	150	-			
	Total	\$ 168,166	\$ 164,052	\$ 169,902	\$ 4,114	40,000	71,831	\$ 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	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	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			175,293	864,870	176,651	
Received	City of Monterey			358,682		407,593		361,205		264,779			1,392,260		365,314			416,805		369,841		278,087		267,831	1,697,878	305,618	
For What Period			May-Jun			Jul-Aug		Sep-Oct		Nov-Dec					May-Jun			Jul-Aug		Sep-Oct		Nov-Dec		Jan-Feb			
Rooms @ \$2			129,929			146,376		127,789		93,046								147,560		131,402		98,532		95,886			
Rooms @ \$1			102,447			118,959		109,276		81,363								125,895		110,773		83,833		78,764			
Budgeted		-	-	358,682	-	407,593	-	361,205	-	273,457	268,193	-	1,669,130		365,314			416,805		369,841	281,804		271,629		1,705,393	36,262	
Received	City of Carmel		54,174					115,542		34,351		39,257	243,324		52,359		61,444		57,152		44,685		40,153		255,793	12,469	
For What Period			May-Jun					Jul-Aug, Sep-Oct		Nov-Dec		Jan-Feb			May-Jun		Jul-Aug		Sep-Oct		Nov-Dec		Jan-Feb				
Rooms @ \$2																											
Rooms @ \$1																											
Budgeted		-	54,174	-	-	-	-	115,542	-	43,657	42,244	-	255,616		52,359		61,444		57,152		41,816		40,463		253,234	(2,382)	
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 @ \$1																											
Rooms @ \$0.50																											
Budgeted		-	63,792	-	-	75,097	-	-	53,305	-	-	49,432	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	214,024	20,398	22,285	25,641	24,437	21,573	28,285	16,061	15,836	14,219	14,260	14,794	217,789	3,765	
For What Period		May	June	July	August	September	October	November	December	January	February	March		May	June	July	August	September	October	November	December	January	February	March			
Rooms @ \$2		5,016	7,160	6,066	6,252	6,622	5,765	4,976	4,961	4,427	5,410	6,371		5,903	6,154	6,758	6,551	5,985	10,934	5,269	4,848	4,273	3,893	3,611			
Rooms @ \$1		8,610	9,951	11,685	11,098	9,034	8,131	5,894	5,816	5,280	6,695	7,940		8,798	10,202	12,384	11,582	9,821	6,703	5,685	6,300	5,817	6,618	7,721			
Budgeted		18,456	24,028	23,579	23,366	22,055	19,464	16,132	16,467	14,505	16,126	17,738	211,917	20,398	22,285	25,641	24,437	21,573	28,285	15,876	15,768	15,243	16,947	21,295	227,747	15,830	
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			64,963		271,917	69,814	
Received	City of Marina	14,602		29,568			66,388					41,248	151,806		29,248			35,286	29,180			31,001			124,714	(27,092)	
For What Period		Apr		May-Jun			Jul-Oct					Nov-Feb			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	10,811	11,828	155,555		29,248			35,286	29,180		14,807	12,837	12,837	12,837	12,505	159,537	3,982
		33,057	368,124	486,769	23,366	504,745	415,562	492,435	72,128	580,142	17,340	149,953	3,143,620	20,398	842,470	25,641	85,882	547,633	438,114	385,996	112,555	585,294	14,260	383,552	3,441,796	298,176	
		33,057	368,124	486,769	23,366	504,745	415,562	492,880	81,319	601,972	337,374	78,999	3,424,167	20,398	842,470	25,641	85,882	547,633	438,114	400,524	673,521	28,080	341,876	333,838	3,737,977	313,810	

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 planing to visit in July 2017 on assignment. (updated 6/1)
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 6/1)
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. (updated 6/1)
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
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		27,096	\$ 384		Includes results from coverage - Meetings & Conventions and Trade Show News Network (updated 6/1). 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	\$ 70,679	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 6/6)
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. (updated 6/7)
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		565,417,455	\$11,037,400		These are the initial results. We expect the final results mid-June 2017 (updated 6/7).
6/18-6/20	Big Sur FAM	\$ 35,000				\$50,000.00	Additional FAM to support Big Sur recovery messaging/ Big Sur North is open for businesses					Results will be received in the next FY. Four journalists to attend. Social influencers to be
TOTALS		\$ 545,750	\$ 486,286					1,159,651	225,383,825	\$ 5,042,276		

*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.