

**MCCVB Statement of Revenue and Expense
For the Three Months ended September 30, 2017**

17-18 CM Actual	17-18 CM Budget	17-18 CM Variance	16-17 CM Actual		17-18 YTD Actual	17-18 YTD Budget	17-18 YTD Variance	16-17 YTD Actual	17-18 Budget	17-18 YTD % of Budget Reforecast	12 Month Forecast October 2017 - September 2018
Revenues											
Jurisdiction Investment											
99,406	99,406	0	99,406	Monterey County	298,219	298,219	0	298,219	1,192,875	25.00	1,192,875
0	224,917	(224,917)	0	City of Monterey	0	224,917	(224,917)	0	899,667	0.00	899,667
0	0	0	0	City of Carmel-by-the-Sea	44,214	44,214	0	41,914	176,857	25.00	178,891
0	0	0	0	City of Pacific Grove	28,393	28,393	0	27,289	113,571	25.00	113,491
0	0	0	0	City of Seaside	21,606	21,606	0	20,013	86,424	25.00	85,052
0	0	0	54,581	City of Salinas	78,034	78,034	0	72,774	78,034	100.00	86,418
0	0	0	0	City of Marina	15,930	15,930	0	14,980	63,718	25.00	64,578
0	0	0	0	City of Del Rey Oaks	1,000	1,000	0	1,000	1,000	100.00	1,000
0	0	0	0	Sand City	2,000	2,000	0	2,000	2,000	100.00	2,000
99,406	324,323	(224,917)	153,987	Sub-Total Jurisdiction Investment	489,395	714,312	(224,917)	478,189	2,614,146	18.72	2,623,972
TID											
203,459	0	203,459	0	Monterey County	203,459	226,163	(22,704)	230,240	864,870	23.52	846,236
365,283	0	365,283	0	City of Monterey	365,283	370,794	(5,511)	365,314	2,077,583	17.58	2,079,378
0	0	0	0	City of Carmel-by-the-Sea	52,269	53,145	(875)	52,359	313,967	16.65	314,137
0	0	0	0	City of Pacific Grove	60,392	62,930	(2,539)	63,566	234,702	25.73	233,371
23,331	26,026	(2,694)	25,641	City of Seaside	57,780	69,349	(11,568)	68,324	255,862	22.58	257,249
87,940	0	87,940	0	City of Salinas	87,940	80,650	7,290	79,458	270,271	32.54	279,320
0	0	0	0	City of Marina	31,635	28,955	2,680	29,248	159,434	19.84	160,067
680,013	26,026	653,987	25,641	Sub-Total TID	858,758	891,985	(33,227)	888,509	4,176,689	20.56	4,169,757
Private Revenue											
2,747	2,900	(153)	3,393	Marketing	4,907	4,300	607	6,099	23,625	20.77	24,232
5,000	8,100	(3,100)	6,500	Group Sales	17,000	30,200	(13,200)	16,500	128,000	13.28	114,800
944	972	(28)	1,511	New Membership	9,803	7,140	2,663	8,769	10,974	89.32	10,974
2,909	7,873	(4,964)	3,738	Renewal Membership	77,802	78,731	(930)	77,602	78,731	98.82	78,731
0	0	0	0	Annual Meeting	20,400	22,000	(1,600)	21,676	22,000	92.73	20,400
0	0	0	0	Visitor Services Ad Commission	0	0	0	0	30,650	0.00	30,650
7	10	(3)	7	Interest	22	30	(8)	23	190	11.46	182
311	1,350	(1,039)	1,549	Misc	311	1,350	(1,039)	1,549	5,400	5.75	4,361
11,917	21,205	(9,288)	16,698	Sub-Total Private Revenue	130,244	143,751	(13,508)	132,218	299,570	43.48	284,330
791,336	371,554	419,783	196,325	Total Revenues	1,478,397	1,750,049	(271,651)	1,498,917	7,090,406	20.85	7,078,059

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				Expenses							
				MARKETING COMMUNICATIONS							
47,959	50,231	(2,272)	48,374	Salary	146,939	153,419	(6,480)	136,250	655,779	22.41	653,707
0	0	0	0	Incentive	0	0	0	0	71,686	0.00	71,686
4,684	4,795	(110)	4,140	Benefits	12,537	14,653	(2,115)	11,876	61,541	20.37	59,802
3,924	3,969	(45)	4,534	Taxes + Insurance	11,800	13,829	(2,029)	12,129	69,250	17.04	67,574
56,567	58,994	(2,427)	57,048	Sub-Total Talent	171,276	181,901	(10,625)	160,255	858,255	19.96	852,769
51,185	25,108	26,077	(70,347)	Advertising+Media Buys	174,201	152,808	21,393	286,876	593,900	29.33	615,293
27,210	27,818	(608)	0	Digital Marketing	44,173	44,118	55	0	187,600	23.55	187,655
27,700	27,700	0	21,600	Agency/Srvc Fees + Cntr	83,100	83,100	0	64,457	332,400	25.00	332,400
7,185	3,250	3,935	61,964	Production/Collateral	24,169	14,430	9,739	86,671	287,000	8.42	296,739
24,398	27,750	(3,352)	193	International	32,248	35,600	(3,352)	17,871	172,000	18.75	168,648
12,275	12,275	0	0	Research	39,203	39,205	(2)	11,970	128,741	30.45	128,739
0	0	0	0	Visitor Guide Distribution	5,599	5,600	(1)	31,009	14,856	37.69	14,855
4,893	6,000	(1,107)	5,434	Media Relations Programs	30,245	32,250	(2,005)	12,979	107,500	28.14	105,495
2,295	1,600	695	1,408	Media Tracking	12,766	13,300	(534)	11,651	33,700	37.88	33,166
500	500	0	0	Photography + Press Materials	1,500	1,500	0	0	6,000	25.00	6,000
4,850	4,850	0	9,033	Website/Digital	88,666	88,663	3	90,643	144,700	61.28	144,703
0	0	0	0	Dues + Subscriptions	99	250	(151)	1,094	1,289	7.68	1,138
0	100	(100)	0	Postage	0	300	(300)	505	1,200	0.00	900
1,855	1,750	105	815	Professional Development	4,278	3,975	303	4,147	12,821	33.37	13,124
199	356	(157)	538	Cell Phone Reimbursements	801	1,068	(267)	1,204	4,272	18.76	4,005
7,605	4,075	3,530	8,068	Travel + Entertainment	17,136	14,725	2,411	17,402	57,740	29.68	60,151
172,149	143,132	29,017	38,706	Sub-Total Programs	558,184	530,892	27,292	638,478	2,085,719	26.76	2,113,011
228,716	202,126	26,590	95,754	Total Marketing Communications	729,459	712,793	16,667	798,733	2,943,975	24.78	2,965,780

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SALES + GROUP SERVICES											
73,857	71,722	2,135	58,966	Salary	203,933	206,074	(2,141)	197,327	923,330	22.09	927,307
0	0	0	0	Incentive	300	0	300	0	189,748	0.16	190,057
6,088	5,697	390	4,973	Benefits	14,496	17,428	(2,932)	15,473	78,361	18.50	75,864
7,034	6,815	219	5,213	Taxes + Insurance	19,367	26,828	(7,461)	17,509	108,466	17.86	101,586
86,979	84,234	2,745	69,152	Sub-Total Talent	238,096	250,330	(12,234)	230,308	1,299,905	18.32	1,294,814
0	0	0	3,000	Third Party Contract Support	0	0	0	9,500	0	0.00	0
65,495	41,656	23,840	27,289	Group Marketing	117,350	93,620	23,730	175,964	530,000	22.14	553,730
410	1,000	(590)	0	Memberships/Affiliations	6,419	4,875	1,544	5,050	14,930	42.99	16,474
0	0	0	0	Customer Advisory Board	0	0	0	0	21,000	0.00	21,000
1,000	1,000	0	1,000	E-Tools	13,280	13,500	(220)	10,883	57,000	23.30	56,780
3,499	5,000	(1,501)	3,305	Promo Items / Client Amenities	8,145	12,500	(4,355)	6,254	50,000	16.29	45,645
0	0	0	0	CVENT	56,722	54,000	2,722	53,457	54,000	105.04	56,722
21,135	22,110	(975)	15,279	Tradeshows + Sales Missions	55,402	64,185	(8,783)	92,687	305,700	18.12	296,917
4,658	24,750	(20,092)	16,321	Client Events	40,332	68,500	(28,168)	52,868	160,000	25.21	131,832
5,313	4,000	1,313	9,100	FAMs	7,829	9,000	(1,171)	9,912	133,500	5.86	132,329
10,051	5,000	5,051	5,318	Sponsorships	60,701	56,650	4,051	65,240	123,650	49.09	127,701
0	0	0	237	Site Visits	0	0	0	2,044	0	0.00	0
0	850	(850)	590	Conference Services	1,620	2,550	(930)	1,714	10,200	15.89	9,270
0	0	0	0	Housing Bureau	0	0	0	0	3,500	0.00	3,500
1,780	1,500	280	300	Opportunity Development	1,780	3,500	(1,720)	6,873	64,500	2.76	62,780
370	150	220	0	Postage	1,177	450	727	0	1,800	65.41	2,527
730	0	730	0	Professional Development	5,648	3,300	2,348	86	10,200	55.37	12,548
584	846	(262)	752	Cell Phone Reimbursements	1,753	2,538	(785)	2,606	10,152	17.27	9,367
7,985	4,500	3,485	3,774	Travel + Entertainment	12,101	15,000	(2,899)	12,045	60,000	20.17	57,101
123,012	112,362	10,651	86,266	Sub-Total Programs	390,260	404,168	(13,908)	507,183	1,610,132	24.24	1,596,224
209,991	196,596	13,396	155,418	Total Sales + Group Services	628,356	654,498	(26,142)	737,491	2,910,037	21.59	2,891,038

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MEMBERSHIP											
4,440	4,671	(231)	4,297	Salary	13,626	14,304	(678)	12,886	61,021	22.33	60,752
0	0	0	0	Incentive	0	0	0	0	6,425	0.00	6,425
1,161	1,078	84	974	Benefits	3,469	3,353	116	3,045	13,519	25.66	13,739
274	390	(116)	260	Taxes + Insurance	845	1,542	(697)	647	6,569	12.86	5,898
5,875	6,139	(263)	5,531	Sub-Total Talent	17,940	19,199	(1,259)	16,579	87,534	20.49	86,814
373	100	273	10,923	Member Events	23,106	33,199	(10,093)	28,557	35,749	64.64	35,656
0	0	0	0	Collateral	0	0	0	0	700	0.00	700
0	0	0	0	Postage	0	0	0	0	450	0.00	450
0	0	0	0	Professional Development	0	0	0	0	0	0.00	0
80	80	0	80	Cell Phone Reimbursements	160	240	(80)	160	960	16.67	880
114	150	(37)	148	Travel + Entertainment	190	450	(260)	212	1,800	10.58	1,540
566	330	236	11,152	Sub-Total Programs	23,457	33,889	(10,432)	28,929	39,659	59.15	39,227
6,442	6,469	(27)	16,682	Total Membership	41,397	53,088	(11,691)	45,508	127,193	32.55	126,040
VISITOR SERVICES											
13,974	14,850	(877)	14,672	Salary	41,524	44,842	(3,318)	44,050	193,654	21.44	191,582
0	0	0	0	Incentive	0	0	0	675	11,028	0.00	11,028
1,739	1,705	34	866	Benefits	4,994	5,173	(179)	2,699	21,654	23.06	21,625
1,373	1,543	(170)	1,563	Taxes + Insurance	4,033	5,587	(1,554)	4,655	25,504	15.81	24,071
17,086	18,099	(1,013)	17,101	Sub-Total Talent	50,552	55,602	(5,051)	52,079	251,840	20.07	248,306
843	1,000	(157)	2,292	Visitor Center Collateral	2,994	3,000	(6)	4,909	10,000	29.94	9,994
0	0	0	0	Promotional Items	0	0	0	0	4,000	0.00	4,000
1,798	34,516	(32,718)	760	Visitor Center Facility	3,872	36,711	(32,839)	36,504	147,141	2.63	147,802
1,090	50	1,040	0	Postage	1,239	2,150	(911)	4,311	4,600	26.93	3,689
500	700	(200)	0	Professional Development	1,095	2,500	(1,405)	426	2,500	43.80	1,095
116	140	(24)	0	Cell Phone Reimbursements	277	420	(143)	327	1,680	16.51	1,537
505	115	390	36	Travel + Entertainment	1,217	845	372	63	1,880	64.74	2,252
4,852	36,521	(31,669)	3,088	Sub-Total Programs	10,694	45,626	(34,932)	46,539	171,801	6.22	170,369
21,938	54,620	(32,682)	20,189	Total Visitor Services	61,246	101,228	(39,982)	98,618	423,641	14.46	418,675

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ADMINISTRATION											
26,041.64	27,087	(1,045)	27,150	Salary	82,685	81,296	1,390	79,146	352,359	23.47	356,229
0.00	0	0	0	Incentive	25	0	25	0	37,271	0.07	37,296
3,086.49	2,457	629	3,157	Benefits	6,644	7,304	(661)	8,472	30,522	21.77	30,061
2,140.83	2,411	(271)	2,146	Taxes + Insurance	6,836	8,810	(1,974)	5,487	36,260	18.85	34,490
31,269	31,956	(687)	32,453	Sub-Total Talent	96,190	97,410	(1,220)	93,105	456,411	21.08	458,077
0	0	0	450	Board of Directors	8	650	(642)	913	4,550	0.17	3,908
333	400	(67)	1,800	Community Relations/Goodwill	12,886	10,700	2,186	8,103	31,300	41.17	33,486
0	0	0	0	Memberships/Affiliations	12,735	10,750	1,985	34,500	14,698	86.64	16,683
731	650	81	93	Human Resource Programs	926	750	176	1,093	3,000	30.86	3,176
319	1,000	(681)	0	Professional Development	1,730	3,000	(1,270)	795	14,000	12.36	12,730
291	400	(109)	80	Cell Phone Reimbursements	761	1,200	(439)	796	4,800	15.84	4,361
97	1,900	(1,803)	1,386	Travel + Entertainment	5,167	6,800	(1,633)	6,534	25,000	20.67	23,367
4,935	1,000	3,935	0	Legal	15,095	6,000	9,095	525	9,000	167.72	18,095
0	0	0	0	Audit/Accounting	0	0	0	0	19,000	0.00	19,000
0	1,800	(1,800)	10,007	Benefits/HR Services	1,252	2,150	(898)	26,291	40,300	3.11	39,402
396	500	(104)	409	Payroll Services	1,345	1,500	(155)	1,685	6,100	22.05	5,945
0	1,800	(1,800)	0	Consulting/Facilitation	0	3,600	(3,600)	2,650	11,500	0.00	7,900
11,175	11,268	(93)	10,847	Lease/Rent/CAM	33,808	33,411	397	32,074	146,109	23.14	146,506
298	650	(352)	800	Janitorial/Maintenance	1,235	1,550	(315)	1,493	6,600	18.72	6,285
0	0	0	0	Operations Taxes	134	100	34	64	100	134.28	134
0	0	0	0	Operations Insurances	10,542	10,000	542	9,637	17,000	62.01	17,542
725	865	(140)	732	Internet/Phone Service	2,134	2,595	(461)	2,297	10,380	20.56	9,919
5,142	5,500	(358)	5,288	IT / Cloud Service	16,091	16,500	(409)	15,985	65,000	24.76	64,591
375	300	75	376	Banking / Merchant Services	1,833	900	933	1,145	4,600	39.85	5,533
1,941	1,910	31	2,084	Equipment Leasing/Maintenance	3,730	3,130	600	3,295	12,500	29.84	13,100
303	1,700	(1,397)	187	Stationery	789	2,100	(1,311)	326	5,500	14.34	4,189
1,228	600	628	129	Office Supplies	2,073	1,800	273	1,333	7,200	28.79	7,473
182	350	(168)	209	Conference/Break Rm Supplies	1,133	1,050	83	482	4,200	26.96	4,283
4,683	2,030	2,653	893	Computer/Software	12,620	10,340	2,280	2,593	23,460	53.80	25,740
977	1,500	(523)	180	Furniture/Fixtures	977	1,500	(523)	180	3,000	32.57	2,477
(19)	1,000	(1,019)	35	Postage, BM Permit, PO Box	(28)	1,000	(1,028)	8	2,000	(1.40)	972
34,087	37,123	(3,036)	35,987	Sub-Total Programs	138,949	133,076	5,873	154,796	490,897	28.31	496,770
65,356	69,079	(3,723)	68,439	Total Administration	235,138	230,486	4,652	247,901	947,308	24.82	954,846
0	0	0	0	Total Destination Salinas Agreement	0	0	0	0	0	0.00	0
532,443	528,889	3,554	356,483	Total Expenses	1,695,596	1,752,093	(56,497)	1,928,250	7,352,154	23.06	7,356,379
258,893	(157,335)	416,229	(160,157)	Net Retained	(217,199)	(2,044)	(215,155)	(429,334)	(261,748)	82.98	(278,321)

FY 2017-2018 September Financial Statements Variance Summary

BUDGET - GENERAL NOTE: References to budget refer to the budget with incremental spend approved by the Board in August 2017.

REVENUE		
TID / Private Revenue	CURRENT MONTH	YEAR TO DATE
Monterey County	\$203,459 received vs. budget of \$0	-\$22,704 variance Year to Date
City of Monterey	\$365,283 received vs. budget of \$0	-\$5,511 variance Year to Date
City of Carmel	\$0 received vs. budget of \$0	-\$875 variance Year to Date
City of Pacific Grove	\$0 received vs. budget of \$0	-\$2,539 variance Year to Date
City of Seaside	\$23,331 received vs. budget of \$26,026	-\$11,568 variance Year to Date
City of Salinas	\$87,940 received vs. budget of \$0	\$7,290 variance Year to Date
City of Marina	\$0 received vs. budget of \$0	\$2,680 variance Year to Date
Private Revenue	<p>Group Sales: Cancellation of Silicon Valley sales mission -\$2.5K, lower participation than planned for LA/OC client event -\$1.5K, postponement of Boston sales mission -\$1.6K, offset by unplanned revenue for LA Chinese Receptive event \$2.5K</p> <p>Renewal Membership: September renewals are under budget due to timing with earlier payments than planned in prior months</p>	<p>Group Sales: Participation in Connect cancelled, Minnesota and Silicon Valley sales mission cancelled, SF sales mission refunded to participants due to lack of client participation, lower participation than planned for LA/OC client event, postponement of Boston sales mission</p> <p>New Membership: New Memberships year to date ahead of pace due to large amount of deferred revenue from 14 sign ups in June</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		
Marketing Communications	CURRENT MONTH	YEAR TO DATE
Advertising + Media Buys	Overspent due to invoice timing, plan to balance out next month	Overspent due to invoice timing issues, will balance out in October
Production/Collateral	Overspent due to additional fall campaign asset development, will generate savings in future months to balance out	Overspent due to additional production needs, will balance out with future savings
International	Underspent due to vendor make good (received a Trip Advisor co-op for free)	Underspent but plan to balance out by end of year

Sales + Group Services	CURRENT MONTH	YEAR TO DATE
Group Marketing	Overspent due to invoice timing, plan to balance out next month	
Promo Items		Inventory fully stocked, will use extra funds for client holiday amenities
CVENT		Slightly higher cost than planned due to inclusion of video content
Tradeshows + Sales Missions		Cancelled participation in Connect
Client Events	Underspent due to cancellation of Silicon Valley Client Event, Boston Client Event moved to June 2018, lower prepayments than planned for fall client events due to shifting schedule	Underspent due to savings on San Francisco client event, cancellation of Silicon Valley Client Event, Boston Client Event moved to June 2018, and lower prepayments for fall client events due to shifting schedule
Sponsorships	Overspent due addition of SITE So Cal Holiday Luncheon sponsorship and incremental prime event sponsorships negotiated under MPINCC Gold	Overspent due addition of SITE So Cal Holiday Luncheon sponsorship and incremental prime event sponsorships negotiated under MPINCC Gold

Membership	CURRENT MONTH	YEAR TO DATE
Member Events		Savings on annual luncheon through discounted AV via sponsorship and no speaker which was budgeted
Visitor Services	CURRENT MONTH	YEAR TO DATE
Visitor Center Facility	Under budget due to timing of City of Monterey agreement execution and attendant payment to the city for the visitor center	Under budget due to timing of Monterey agreement execution and attendant payment to the city for the visitor center, expect to catch up to budget in 2 nd quarter
Administration	CURRENT MONTH	YEAR TO DATE
Community Relations/Goodwill		Over spent due to timing of opportunity funds budgeted later in the year but used in August for sponsorship of MCHA golf tournament hole and travel to Chicago for support of MRY with United Airlines
Memberships/Affiliations		DMA West membership omitted from forecast
Legal	Unplanned legal fee for TID consulting	Unplanned legal fee for TID consulting
Consulting/Facilitation	Services timing delayed due to position transitions; expect leadership and coaching services in 2 nd or 3 rd Quarter	Services timing delayed due to position transitions; expect leadership and coaching services in 2 nd or 3 rd Quarter
Stationery	Less bulk mail envelopes needed than budgeted at this time	Less bulk mail envelopes needed than budgeted at this time
Computer/Software	Replacement workstations needed ahead of budget pace	Will catch up to budget in 3 rd quarter

**MCCVB
Balance Sheet**

	September 30, 2017	August 31, 2017	Change
ASSETS			
Current Assets			
Union Bank - Checking	\$ 764,225	\$ 479,273	\$ 284,952
Union Bank - Money Market	20,258	20,258	1
Rabobank - Checking	67,613	67,613	0
Rabobank - Money Market	51,664	51,658	6
Petty Cash	299	313	(15)
PayPal Cash Balance	18,565	11,370	7,195
<i>Sub-Total Cash</i>	<i>922,624</i>	<i>630,485</i>	<i>292,139</i>
Accounts Receivable	51,542	77,479	(25,937)
TID Receivable	835,427	835,427	0
<i>Sub-Total Receivables</i>	<i>886,969</i>	<i>912,905</i>	<i>(25,937)</i>
Total Current Assets	1,809,593	1,543,390	266,202
Property and Equipment			
Furniture & Fixtures	112,792	113,001	(209) Sale of unused and fully depreciated file drawers
Computers/Equipment	243,047	243,047	0
Accumulated Depreciation	(294,494)	(294,703)	209 Sale of unused and fully depreciated file drawers
Leasehold Improvements	3,158	3,158	0
Total Property and Equipment	64,502	64,502	0
Other Assets			
Tradeshaw Deposits	49,065	49,065	0
Prepaid Expenses	22,365	20,032	2,333 TraPRO CA STAR program agreement FY1819 portion
Lease Deposit	11,000	11,000	0
Total Other Assets	82,430	80,097	2,333
Total Assets	\$ 1,956,525	\$ 1,687,990	\$ 268,535
LIABILITIES AND CAPITAL			
Current Liabilities			
Accounts Payable	\$ 265,436	\$ 241,609	\$ 23,827
Accrued Liability	0	6,750	(6,750) FY1617 SF Chronicle Big Sur placement finally billed
Accrued Vacation	59,424	59,424	0
Deferred Revenue	56,893	64,328	(7,435) Release memberships paid/written off and sales co-ops offset somewhat by new sales and marketing co-ops
Total Current Liabilities	381,753	372,111	9,642
Capital			
Beginning Balance Equity	568,247	568,247	0
Net Assets	1,223,723	1,223,723	0
Net Income	(217,199)	(476,092)	258,893 September Net Retained
Total Capital	1,574,772	1,315,878	258,893
Total Liabilities & Capital	\$ 1,956,525	\$ 1,687,990	\$ 268,535

MCCVB
Aged Receivables
September 30, 2017

Customer	Current	1-30	31-60	61+	Amount Due	Comment
Asilomar Conference Center	(657)				(657)	Silicon Valley Sales Mission cancelled - refund due
Holiday Inn Express			69		69	Reminder emailed 10/13/17
Bernardus Lodge	500				500	
Monterey Tides	1,143			285	1,428	Paid 10/12/17
Carmel Mission Inn	6,000				6,000	
City of Seaside			21,606		21,606	Paid 10/2/17
Corral de Tierra Country Club			69		69	Reminder emailed 10/13/17
Embassy Suites Monterey Bay-Seas	1,000				1,000	
Folktales Winery		500			500	Invoice emailed 9/21/17
Holman Ranch Vineyards and Winer	33				33	
Hotel Abrego	(800)				(800)	
Hotel Pacific	1,500				1,500	
Hyatt Regency Monterey	1,000	3,000	500		4,500	Paid 10/12
Inns of Monterey		500			500	Invoice emailed 9/21/17
InterContinental The Clement	2,000	500			2,500	Paid 10/12
Mirabel Hotel & Restaurant Group			138		138	Paid 10/2
Monterey Museum of Art			69		69	Reminder emailed 10/13/17
Monterey Bay Aquarium		500			500	Invoice emailed 9/21/17
Monterey Conference Center	1,000				1,000	
Monterey Marriott					-	
Monterey Plaza Hotel & Spa	1,000			2,000	3,000	Reminder emailed 10/13/17
Pebble Beach Resorts		500			500	Invoice emailed 9/21/17
Poppy Hills Golf Course			59		59	Paid 10/13/17
Portola Hotel & Spa	1,000				1,000	
Quail Lodge Resort & Golf Club	1,000		69		1,069	Paid 10/12
The Perfect Crumb Bakery Inc.			125		125	New membership on payment plan
Membership on payment plan				400	400	Renewals on payment plan
Membership promised to pay				3,510	3,510	Solid members promised to pay
Membership unresponsive				1,425	1,425	Pending
Report Total	15,718	5,500	22,704	7,620	51,542	

MCCVB
Aged Receivables
September 30, 2017

Customer	Current	1-30	31-60	61+	Amount Due	Comment
Cheesecake Dreamations				125	125	
Lisa's Studio				275	275	
Membership on Payment Plan				400	400	
<hr/>						
Amtrak				325	325	
Boardwalk Sub Shop				309	309	
Cannery Row Brewing Company				325	325	
Employnet				325	325	
LMA Film and Video				325	325	
Mazda Raceway Laguna Seca				325	325	
Monterey Guided Wine Tours				325	325	
Pebble Beach Food and Wine				293	293	
Restaurant 1833				309	309	
The Spa at the InterContinental				325	325	
Thomas Brand Consulting				325	325	
Membership Promised to Pay	-	-	-	3,510	3,510	
<hr/>						
Kraftbar				450	450	
Monterey Amberjacks				325	325	Pending decision on staying in Monterey
Monterey County Symphony Assn., Inc.				325	325	
Teaz-N-Pleaz				325	325	
Membership Unknown Status	-	-	-	1,425	1,425	

MCCVB
Aged Payables
As of September 30, 2017

Vendor	0 - 30	31 - 60	61 - 90	Over 90 days	Amount Due	Comment
AFLAC	867				867	
Avaunt Technologies, Inc.	3,683				3,683	
BurrellesLuce Media Analysis	1,070				1,070	
Business Cards	65,562				65,562	
Cathy Collum	17				17	
Civitas	4,680				4,680	
Comcast	246				246	
Comcast Business Class	359				359	
Commercial Quality Cleaning	250				250	
David Cater	(3)				(3)	
Eastwest Marketing Corp	10,875				10,875	
FedEx	115				115	
First Choice Services	153				153	
First Communications, LLC	19				19	
Geisler3	107				107	
Holly Bowne	150				150	
Jennifer Johnson	400				400	
Jessica Keener	72				72	
Joe Marcy	254				254	
Joselyn Ignacio	11				11	
Keith Turner	132				132	
L+G, LLP	255				255	
Lion Tours	300				300	
Liz Kara	313				313	
Marissa Reader	80				80	
Mark McMinn	301				301	
Monterey Bay Systems	1,531				1,531	
MMGY Global, LLC	145,714				145,714	
Nancy Rose	11				11	
Parasol	8,116				8,116	
PG&E	267				267	
Pitney Bowes Global Financial Services	11				11	
PR Newswire Association, LLC	1,225				1,225	
Purchase Power	1,009				1,009	
Quill Corporation	450				450	
Ready Refresh	46				46	
Republic Indemnity Co of America	1,419				1,419	
Rob O'Keefe	(22)				(22)	
Susan Krug, MS, CAE	621				621	
TraPRO Mobile LLC	13,500				13,500	
Trio Carmel	1,000				1,000	
Uline	91				91	
UPS	183				183	
Report Total	265,436				265,436	

2017 - 18 TRADE SHOWS		Actual	Budget	Variance					
Month	Description	YTD Sep	YTD Sep	YTD Sep	Expected Results (in lead room nts)	Actual Results (in lead room Nts)	YTD Actual Revenue	Annual Budget Revenue	YTD Revenue Variance
Aug-17	ASAE Annual Expo	\$ 25,749	\$ 28,800	\$ (3,051)	5,000	3,092	\$ 12,000	\$ 12,500	\$ (500)
Aug-17	Connect	\$ -	\$ 10,800	\$ (10,800)	1,000	-	\$ -	\$ 4,000	\$ (4,000)
Oct-17	IMEX	\$ 16,939	\$ 8,750	\$ 8,189	5,000	-		\$ 24,000	
Dec-17	CalSAE Seasonal Spectacular	\$ 5,959	\$ 6,800	\$ (841)	5,000	-		\$ 10,000	
Dec-17	Holiday Showcase	\$ 664	\$ 1,000	\$ (336)	5,000	-		\$ 2,000	
Jan-18	PCMA	\$ 5,402	\$ 1,500	\$ 3,902	100	-		\$ 2,000	
Jan-18	Go West Summit	\$ -	\$ 700	\$ (700)	200	-			
Feb-18	PMPI MACE	\$ -	\$ 225	\$ (225)	1,500	-			
Feb-18	NTA Annual Conference	\$ 689	\$ 750	\$ (61)	200	-			
Feb-18	MPI NCC	\$ -	\$ 1,500	\$ (1,500)	3,000	-		\$ 7,000	
Feb-18	NAJ Receptive Operator Summit	\$ -	\$ 375	\$ (375)	200	-			
Feb-18	MPI Cascadia & Sales Mission	\$ -	\$ 450	\$ (450)	1,000	-		\$ 1,000	
Mar-18	NAJ Active America Chinese Rec	\$ -	\$ 225	\$ (225)	TBA	-			
Mar-18	Destinations Showcase DC	\$ -	\$ 1,625	\$ (1,625)	2,500	-			
Mar-18	MPI-RMC MIC Conf & TS	\$ -	\$ 210	\$ (210)	1,000	-			
Mar-18	Experient's Envision Conf	\$ -	\$ 150	\$ (150)	2,500	-			
Mar-18	MPISSN Trade Show	\$ -	\$ 75	\$ (75)	1,000	-		\$ 1,000	
Mar-18	Conf Direct Annual Mtg	\$ -	\$ 250	\$ (250)	2,500	-			
Apr-18	HelmsBriscoe Annual Bus Conf	\$ -	\$ -	\$ -	2,500	-			
Apr-18	Meetings Mean Business	\$ -	\$ -	\$ -	1,500	-			
May-18	Successful Meetings Dest CA	\$ -	\$ -	\$ -	3,000	-			
May-18	IPW - Pow Wow	\$ -	\$ -	\$ -	2,500	-		\$ 24,000	
Jun-18	IAGTO North America Convention	\$ (0)	\$ -	\$ (0)	500	-			
Jun-18	MPI WEC	\$ -	\$ -	\$ -	500	-			
	Total	\$ 55,402	\$ 64,185	\$ (8,783)	47,200	3,092	\$ 12,000	\$ 87,500	\$ (4,500)

2017 - 18 CLIENT EVENTS		Actual	Budget		Variance					
Month	Description	YTD Sep	YTD Sep	Full Year Budget	YTD Sep	Expected Results (in lead room nts)	Actual Results (in lead room Nts)	YTD Actual Revenue	Annual Budget Revenue	YTD Revenue Variance
Jul-17	Visit UK Europe	\$ 9,190	\$ 5,000	\$ 5,000	\$ 4,190	TBA	-			
Aug-17	Minnesota Sales Mission	\$ 6,631	\$ 7,500	\$ 7,500	\$ (869)	TBA	-	\$ -	\$ 1,600	\$ (1,600)
Aug-17	San Francisco Sales Mission 1	\$ 640	\$ 7,500	\$ 7,500	\$ (6,860)	2,000	2,103	\$ -	\$ 4,000	\$ (4,000)
Sep-17	Silicon Valley Sales Mission	\$ -	\$ 6,750	\$ 7,500	\$ (6,750)	500	-	\$ -	\$ 2,500	\$ (2,500)
Sep-17	LA/OC Sales Mission	\$ 11,468	\$ 9,000	\$ 10,000	\$ 2,468	2,500	1,608	\$ 2,500	\$ 4,000	\$ (1,500)
Sep-17	Boston Sales Mission	\$ -	\$ 6,750	\$ 7,500	\$ (6,750)	TBA	-	\$ -	\$ 1,600	\$ (1,600)
Oct-17	Northwest Sales Mission	\$ 2,959	\$ -	\$ 7,500	\$ 2,959	TBA	-		\$ 3,200	
Oct-17	Philly Sales Mission	\$ -	\$ 4,500	\$ 10,000	\$ (4,500)	TBA	-		\$ 1,600	
Oct	East-West Marketing China SM	\$ 8,944	\$ 10,000	\$ 15,000	\$ (1,056)	400	-			
Oct-17	NY Sales Mission	\$ -	\$ 4,500	\$ 10,000	\$ (4,500)	TBA	-			
Oct-17	Texas Sales Mission Hou/DFW	\$ -	\$ 4,500	\$ 10,000	\$ (4,500)	TBA	-		\$ 2,000	
Nov-17	Sacramento Sales Mission	\$ -	\$ 750	\$ 5,000	\$ (750)	TBA	-		\$ 4,800	
Dec-17	East Bay Sales Mission					500	-			
Dec-17	Chicago Sales Mission	\$ -	\$ 1,000	\$ 10,000	\$ (1,000)	5,000	-		\$ 3,200	
Jan-18	AZ Sales Mission	\$ -	\$ -	\$ 5,000	\$ -	TBA	-		\$ 1,600	
Jan-18	San Francisco Sales Mission 2	\$ -	\$ 750	\$ 7,500	\$ (750)	TBA	-		\$ 4,000	
Jan-18	Sacramento Client Event Interactive	\$ 500	\$ -	\$ -	\$ 500	1,250	-			
Feb-18	Visit CA Canada Sales Mission	\$ -	\$ -	\$ 5,000	\$ -	200	-			
Feb-18	Ohio Sales Mission	\$ -	\$ -	\$ 7,500	\$ -	TBA	-		\$ 1,600	
Mar-17	Visit CA Mexico Sales Mission	\$ -	\$ -	\$ 5,000	\$ -	200	-			
Apr-18	Midwest Sales Mission	\$ -	\$ -	\$ 7,500	\$ -	TBA	-		\$ 1,600	
May-18	DC Sales Mission	\$ -	\$ -	\$ 10,000	\$ -	TBA	-		\$ 3,200	
	Total	\$ 40,332	\$ 68,500	\$ 160,000	\$ (28,168)	12,550	3,711	\$ 2,500	\$ 40,500	\$ (11,200)

2017 - 18 SPONSORSHIPS		Actual	Budget	Variance					
Month	Description	YTD Sep	YTD Sep	YTD Sep	Expected Results (in lead room nts)	Actual Results (in lead room Nts)	YTD Actual Revenue	Annual Budget Revenue	YTD Revenue Variance
Jul-17	SITE Chapter TX	\$ -	\$ -	\$ -	TBA	-			
Jul-17	CaSAE Premier Sponsorship	\$ 15,000	\$ 15,000	\$ -	1,500	-			
Jul-17	PCMA NCC Premier	\$ -	\$ -	\$ -	500	1,189			
Jul-17	AZMPI Gold Sponsor	\$ 3,000	\$ 3,000	\$ -	TBA	-			
Jul-17	SITE Chapter SOCAL	\$ -	\$ -	\$ -	TBA	-			
Jul-17	SF Travel Partners	\$ 5,650	\$ 5,650	\$ -	TBA	-			
Jul-17	Helms Briscoe Preferred Prtnr	\$ 18,000	\$ 18,000	\$ -	20,000	7,266			
Jul-17	PCMA GMW Sustaining Sponsor	\$ -	\$ -	\$ -	TBA	-			
Jul-17	SITE Chapter MN	\$ -	\$ -	\$ -	TBA	-			
Jul-17	Site Chapter Norcal	\$ -	\$ -	\$ -	TBA	-			
Jul-17	MPI So CAL	\$ 5,000	\$ 5,000	\$ -	TBA	-			
Jul-17	PCMA CAP CHAP Silver Level	\$ -	\$ -	\$ -	TBA	-			
Jul-17	MPINCC Gold Level	\$ 7,000	\$ 5,000	\$ 2,000	150	-			
Jul-17	MPISSN	\$ 4,000	\$ 5,000	\$ (1,000)	TBA	-			
Nov-17	SITE SoCal Holiday Luncheon	\$ 3,051	\$ -	\$ 3,051	TBA	-			
Mar-18	CaSAE ELEVATE	\$ -	\$ -	\$ -	TBA	300			
Mar-18	California Cup	\$ -	\$ -	\$ -	200	-			
Jan-18	MPISSN Crab Feed	\$ -	\$ -	\$ -	2,500	-			
	Total	\$ 60,701	\$ 56,650	\$ 4,051	24,850	8,755	\$ -	\$ -	\$ -

TID Received and Budgeted
Fiscal Year 17-18

		7/16	8/16	9/16	16-17 YTD Aug	17-Jul	17-Aug	17-Sep	17-18 YTD Aug	Over (under) previous YTD
	TID									
Received	Monterey County		230,240		230,240			203,459	203,459	(26,781)
For What Period			Apr-Jun					Apr-Jun		
Rooms @ \$2			103,767							
Rooms @ \$1			25,002							
Budgeted			230,240		230,240	-	226,163	-	226,163	(4,078)
Received	City of Monterey		365,314		365,314			365,283	365,283	(31)
For What Period			May-Jun							
Rooms @ \$2										
Rooms @ \$1										
Budgeted			365,314		365,314	-	370,794	-	370,794	5,480
Received	City of Carmel		52,359		52,359		52,269		52,269	(90)
For What Period			May-Jun				May-Jun			
Rooms @ \$2										
Rooms @ \$1										
Budgeted			52,359		52,359	-	53,145	-	53,145	785
Received	City of Pacific Grove		63,566		63,566		60,392		60,392	(3,174)
For What Period			Apr-Jun				Apr-Jun			
Rooms @ \$1										
Rooms @ \$ 0.50										
Budgeted			63,566		63,566	-	62,930	-	62,930	(636)
Received	City of Seaside	20,398	22,285	25,641	68,324	15,836	18,613	23,331	57,780	(10,544)
For What Period		May	Jun	Jul		May	June	July		
Rooms @ \$2		5,903	6,154	6,758			4,157	5,912		
Rooms @ \$1		8,798	10,202	12,384			10,487	11,743		
Budgeted		20,398	22,285	25,641	68,324	20,704	22,619	26,026	69,349	1,025
Received	City of Salinas		79,458		79,458			87,940	87,940	8,481
For What Period			Apr-Jun							
Rooms @ \$2										
Rooms @ \$1										
Budgeted			79,458		79,458	-	80,650	-	80,650	1,192
Received	City of Marina		29,248		29,248	14,589	17,047		31,635	2,388
For What Period			May-Jun			May	Jun			
Rooms @\$2										
Rooms @ \$1										
Budgeted			29,248		29,248	-	28,955	-	28,955	(292)
		20,398	842,470	25,641	888,509	30,425	148,321	680,013	858,758	(29,751)
		20,398	842,470	25,641	888,509	20,704	845,256	26,026	891,985	3,476

MONTEREY
 Monterey County Convention
 & Visitors Bureau

MCCVB Marketing Communications ROI FY2017-18

Date(s) of Event	Description	Budget	Actual Cost	Expected results			Actual Results			Notes/Recommendation	Target audience
				Social Impressions	Earned Media Impressions*	Other	Social Impressions	Earned Media Impressions*	Other		
11/1/2017 TBA	Air China FAM (Team San Jose)	\$ 5,000			1,000,000					We are working in partnership with Team San Jose and Air China.	China media.
Sept.-Nov., 2017	Fall campaign and sweepstakes	\$ 200,000	\$ 117,534	120,000		Custom Content Reads = 5M; Newsletter Signups = 500; Sweepstakes entries = 30k; Overall impressions= 25M; Landing page visits = 120K				Full media campaign including a sweepstakes and paid influencer element	California, short haul, long haul, national
Oct-17	Big Sur promotion -bridge reopening	\$ 65,000									California, short haul, long haul, national
Oct-17	Big Sur SMT/FAM	\$ 15,000				350,000				In an effort to promote that the bridge is open.	Regional/National Media
Oct. 15 - 20, 2017	VCA Canada media mission	\$ 5,500				30,000				Continue building relationships with journalists and social influencers in the Canadian market in an effort for them to visit on a FAM trip and include Monterey County in future stories.	Media and social influencers in the Canadian Market - Toronto, Calgary and Vancouver
Nov. 29- Dec. 1	VCA Seattle Media Boot Camp	\$ 3,250				25,000				Build relationships with media and social influencers in the Pacific Northwest.	Media and social influencers in Seattle and Pacific Northwest
Dec. 2017 - Feb. 2018	Winter campaign and sweepstakes	\$ 171,000		120,000		Landing page visits = 130k; Newsletter Signups = 500; Sweepstakes entries = 40k				Full media campaign including a sweepstakes	California, short haul, long haul, national
January 2018	MCC Grand opening promotion	\$ 27,000		300,000	10,000						
January 2018	Paid content activation - social influencers	\$ 30,000		500,000							
Winter 2017-18	Brand USA W. Canada Multi-Channel campaign	\$ 13,440				Clicks/Estimated Impressions: 4,000/1,400,000					
Winter 2017-18	Brand USA UK Multi-Channel campaign	\$ 20,480				Clicks/Estimated Impressions: 4,000/1,000,000					
Filming Sept. 10 - 15; Airs Feb. 2018	VCA/Samantha Brown Show	\$ 3,500	\$5,135		350,000					Sponsored by Visit CA, we are assisting, in an effort to promote Big Sur and the Highway 1 Road Trip. To air on PBS February 2018.	National - to air on PBS in February 2018
TBD	NYC Pop-up event	\$ 60,000		400,000	30,000						
TBD	Spring pop-up event	\$ 60,000		400,000	30,000						
February 2018	Brand USA Mexico Multi-Channel campaign	\$ 11,700				Clicks/Estimated Impressions: 4,000/1,400,000					
April 2018	Paid content activation - social influencers	\$ 30,000		500,000							
Mar.-June 2018	Spring campaign	\$ 177,000		120,000						Full media campaign	California, short haul, long haul, national
May 2018	VCA LA Media Reception	\$ 3,250			30,000					Continue building relationships with media and social influencers in the LA market.	Media and social influencers in Los Angeles

*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.