

Mendocino County Lodging Association Business Improvement District

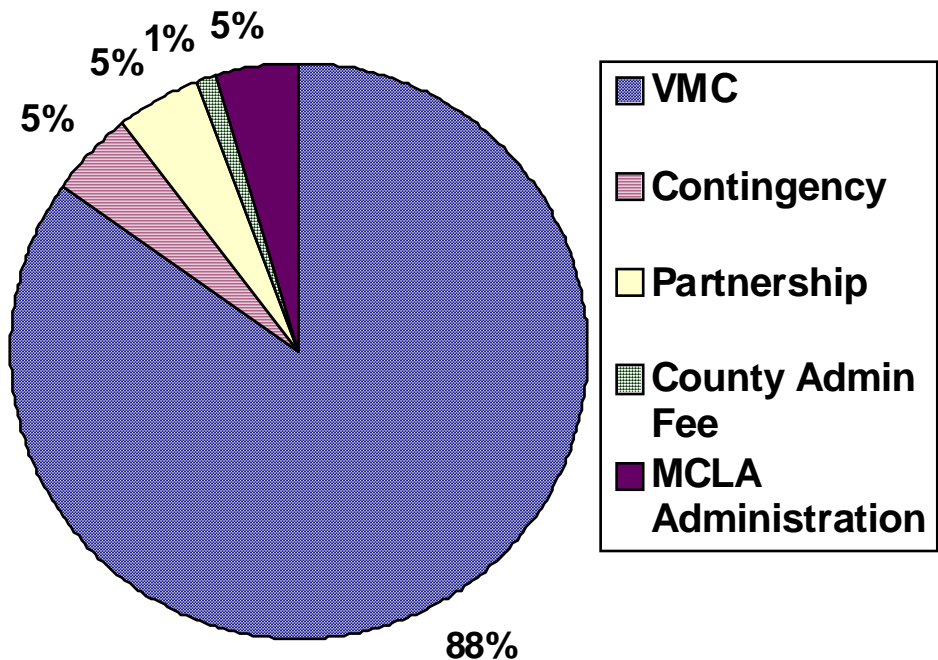
July 2012– June 2013
Budget

Receipts

Estimated gross income from assessments	\$606,000
<u>Less: Estimated BID Administration Fees Paid to County 1% max</u>	<u>\$6,000</u>
Net available income from assessments	\$600,000

Expenses by Category Totals

Description	Amount	% Total Expense
Visit Mendocino County	\$535,000.00	88%
Partnership	\$30,000.00	5%
MCLA Administration	\$5,000.00	1%
Contingency	\$30,000.00	5%
County Admin Fee	\$6,000.00	1%
Totals	\$606,000.00	100%



July 2012 – June 2013 Expenses By Categories

PARTNERSHIPS/SPONSORSHIPS

Ongoing Partnerships (ACMC, Chambers, etc)	12,000
Event & Project Sponsorships	18,000

Total PARTNERSHIPS	30,000
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VISIT MENDOCINO COUNTY, INC. (VMC)

(Amounts are estimated and subject to change based on 2011-2012 MCLA Board approved marketing plan)

Advertising (including print, radio, outdoor, etc)	150,000
PR (HypeHouse, media tours, desk-sides, media events)	140,000
Leisure/Group sales (travel shows, etc)	30,000
Website maintenance, search engine marketing, upgrades	60,000
Visitor Services/Fulfillment (Guides, festivals, visitor center support)	145,000
MCLA Newsletters, administration (printing, copying, shipping)	8,000
MCLA Annual Meeting	2,000

TOTAL VMC	535,000
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MCLA Operations

Insurance – Board of Directors	1,500
Accounting Fees	1,000
Legal Fees	1,000
Miscellaneous (MCLA designated conference phone, mcla.info, etc)	1,500

Total MCLA OPERATIONS	5,000
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CONTINGENCY

Contingency*	30,000
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Total CONTINGENCY	30,000
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TOTAL BUDGET	600,000
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* If the collection of BID assessment funds is on target to reach budget, at the MCLA Board's discretion, these funds will be used for marketing of the district