

**MCCVB Statement of Revenue and Expense  
For the One Month Ended August 31, 2016**

16-17 CM Actual	16-17 CM Budget	16-17 CM Variance	15-16 CM Actual		16-17 YTD Actual	16-17 YTD Budget	16-17 YTD Variance	15-16 YTD Actual	16-17 Budget	16-17 YTD % of Budget	12 Month Forecast Sep 2016 - Aug 2017
<b>Revenues</b>											
Jurisdiction Investment											
99,406	102,500	(3,094)	99,455	Monterey County	198,813	205,000	(6,187)	198,862	1,230,000	16.16	1,192,875
0	0	0	0	City of Monterey	0	224,916	(224,916)	289,875	899,666	0.00	921,535
0	0	0	0	City of Carmel-by-the-Sea	41,914	41,914	0	38,680	167,656	25.00	169,956
0	0	0	0	City of Pacific Grove	27,289	27,289	0	23,675	109,156	25.00	110,260
0	0	0	0	City of Seaside	20,013	20,013	0	18,299	80,053	25.00	82,054
0	0	0	0	City of Salinas	18,194	18,193	0	13,892	72,774	25.00	74,089
0	0	0	0	City of Marina	14,980	14,980	0	13,234	59,920	25.00	62,578
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
<b>99,406</b>	<b>102,500</b>	<b>(3,094)</b>	<b>99,455</b>	<b>Sub-Total Jurisdiction Investment</b>	<b>324,202</b>	<b>555,306</b>	<b>(231,104)</b>	<b>599,515</b>	<b>2,622,224</b>	<b>12.36</b>	<b>2,616,347</b>
TID											
230,240	226,130	4,110	226,130	Monterey County	230,240	226,130	4,110	226,130	857,915	26.84	867,781
365,314	367,649	(2,335)	0	City of Monterey	365,314	367,649	(2,335)	0	2,069,935	17.65	2,076,733
52,359	54,174	(1,815)	54,174	City of Carmel-by-the-Sea	52,359	54,174	(1,815)	54,174	302,407	17.31	301,901
63,566	65,387	(1,821)	63,792	City of Pacific Grove	63,566	65,387	(1,821)	63,792	260,104	24.44	259,873
22,285	24,317	(2,032)	24,028	City of Seaside	42,683	42,994	(311)	42,484	237,702	17.96	238,458
79,458	76,813	2,645	0	City of Salinas	79,458	76,813	2,645	0	275,245	28.87	279,876
29,248	15,953	13,295	0	City of Marina	29,248	30,919	(1,672)	14,602	178,739	16.36	177,798
<b>842,470</b>	<b>830,422</b>	<b>12,048</b>	<b>368,124</b>	<b>Sub-Total TID</b>	<b>862,868</b>	<b>864,066</b>	<b>(1,198)</b>	<b>401,181</b>	<b>4,182,046</b>	<b>20.63</b>	<b>4,202,420</b>
Private Revenue											
820	1,000	(180)	1,945	Marketing	2,706	2,061	645	3,663	79,995	3.38	80,640
0	0	0	0	Destination Services	0	0	0	0	0	0.00	0
10,000	10,000	0	4,500	Group Sales	10,000	10,000	0	4,500	72,000	13.89	72,000
975	1,083	(108)	325	New Membership	7,258	6,175	1,083	7,828	10,725	67.67	11,808
4,385	0	4,385	11,294	Renewal Membership	73,864	78,923	(5,059)	67,354	78,923	93.59	73,864
0	0	0	0	Member Events	0	0	0	0	0	0.00	0
6,744	16,680	(9,936)	6,648	Annual Meeting	21,676	26,680	(5,004)	22,114	26,680	81.24	21,676
0	0	0	0	Visitor Services Ad Commission	0	0	0	0	30,700	0.00	30,700
0	0	0	0	Administration	0	0	0	0	0	0.00	0
8	25	(17)	24	Interest	16	50	(34)	64	300	5.31	266
0	1,500	(1,500)	0	Misc	0	1,500	(1,500)	0	6,000	0.00	4,500
0	0	0	0	Contributions	0	0	0	0	0	0.00	0
<b>22,932</b>	<b>30,289</b>	<b>(7,357)</b>	<b>24,736</b>	<b>Sub-Total Private Revenue</b>	<b>115,520</b>	<b>125,389</b>	<b>(9,868)</b>	<b>105,523</b>	<b>305,323</b>	<b>37.84</b>	<b>295,455</b>
<b>964,809</b>	<b>963,211</b>	<b>1,598</b>	<b>492,315</b>	<b>Total Revenues</b>	<b>1,302,591</b>	<b>1,544,761</b>	<b>(242,170)</b>	<b>1,106,219</b>	<b>7,109,593</b>	<b>18.32</b>	<b>7,114,221</b>

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For the One Month Ended August 31, 2016**

16-17 CM Actual	16-17 CM Budget	16-17 CM Variance	15-16 CM Actual		16-17 YTD Actual	16-17 YTD Budget	16-17 YTD Variance	15-16 YTD Actual	16-17 Budget	16-17 YTD % of Budget	12 Month Forecast Sep 2016 - Aug 2017
				<b>Expenses</b>							
				<b>MARKETING COMMUNICATIONS</b>							
46,615	50,787	(4,172)	42,415	Salary	87,877	99,771	(11,895)	81,286	658,480	13.35	646,585
0	0	0	0	Incentive	0	0	0	0	56,862	0.00	56,862
3,912	4,510	(598)	2,949	Benefits	7,735	8,679	(944)	4,452	53,377	14.49	52,433
3,018	5,205	(2,187)	3,997	Taxes + Insurance	7,595	10,067	(2,472)	6,864	70,680	10.75	68,208
<b>53,545</b>	<b>60,502</b>	<b>(6,957)</b>	<b>49,361</b>	<b>Sub-Total Talent</b>	<b>103,207</b>	<b>118,518</b>	<b>(15,311)</b>	<b>92,601</b>	<b>839,399</b>	<b>12.30</b>	<b>824,088</b>
91,787	41,100	50,687	307,769	Advertising+Media Buys	357,223	298,369	58,854	337,843	750,000	47.63	808,854
21,857	23,800	(1,943)	21,828	Agency/Srvc Fees + Cntr	42,857	47,600	(4,743)	43,744	285,600	15.01	280,857
3,456	58,968	(55,512)	33,794	Production/Collateral	24,707	76,632	(51,925)	44,710	325,000	7.60	273,075
179	5,183	(5,004)	3,897	International	17,678	22,682	(5,004)	25,321	180,000	9.82	174,996
0	0	0	0	Research	11,970	11,970	0	11,970	125,000	9.58	125,000
0	0	0	0	Visitor Guide Distribution	31,009	32,150	(1,141)	31,041	34,500	89.88	33,359
2,326	3,500	(1,174)	7,817	Media Relations Programs	7,545	14,000	(6,455)	18,337	90,250	8.36	83,795
1,887	1,400	487	1,575	Media Tracking	10,242	9,800	442	9,752	23,800	43.04	24,242
0	0	0	525	Photography + Press Materials	0	0	0	525	0	0.00	0
5,800	5,840	(40)	11,244	Website/Digital	81,609	81,044	565	47,528	182,000	44.84	182,565
244	0	244	0	Dues + Subscriptions	1,094	1,100	(6)	900	1,500	72.90	1,494
388	55	333	0	Postage	505	110	395	0	660	76.53	1,055
1,776	1,250	526	1,836	Professional Development	3,332	2,000	1,332	1,836	14,500	22.98	15,832
516	365	151	363	Cell Phone Reimbursements	667	730	(63)	461	4,380	15.22	4,317
4,738	3,600	1,138	2,750	Travel + Entertainment	9,334	7,700	1,634	6,452	57,700	16.18	59,334
<b>134,954</b>	<b>145,061</b>	<b>(10,107)</b>	<b>393,398</b>	<b>Sub-Total Programs</b>	<b>599,772</b>	<b>605,887</b>	<b>(6,115)</b>	<b>580,418</b>	<b>2,074,890</b>	<b>28.91</b>	<b>2,068,775</b>
<b>188,499</b>	<b>205,563</b>	<b>(17,064)</b>	<b>442,759</b>	<b>Total Marketing Communications</b>	<b>702,979</b>	<b>724,405</b>	<b>(21,426)</b>	<b>673,019</b>	<b>2,914,289</b>	<b>24.12</b>	<b>2,892,862</b>

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<b>SALES + GROUP SERVICES</b>											
68,936	71,391	(2,455)	67,934	Salary	138,360	142,781	(4,421)	136,862	928,115	14.91	923,694
0	0	0	0	Incentive	0	0	0	0	156,112	0.00	156,112
4,205	6,466	(2,261)	6,717	Benefits	10,500	12,077	(1,578)	12,591	70,805	14.83	69,228
4,279	15,042	(10,763)	6,157	Taxes + Insurance	12,296	21,805	(9,509)	11,042	104,980	11.71	95,470
<b>77,420</b>	<b>92,899</b>	<b>(15,479)</b>	<b>80,808</b>	<b>Sub-Total Talent</b>	<b>161,156</b>	<b>176,663</b>	<b>(15,508)</b>	<b>160,495</b>	<b>1,260,011</b>	<b>12.79</b>	<b>1,244,504</b>
3,000	3,000	0	3,000	Third Party Contract Support	6,500	6,000	500	6,000	36,000	18.06	36,500
67,223	30,185	37,038	17,549	Group Marketing	148,675	117,763	30,912	57,873	460,000	32.32	490,912
970	950	20	1,025	Memberships/Affiliations	5,050	5,690	(640)	4,800	14,055	35.93	13,415
0	0	0	0	Customer Advisory Board	0	0	0	0	0	0.00	37,300
1,000	1,200	(200)	2,000	E-Tools	9,883	20,483	(10,600)	19,508	36,200	27.30	25,600
2,909	3,543	(634)	5,097	Promo Items / Client Amenities	2,949	8,043	(5,094)	6,467	63,043	4.68	57,949
0	0	0	0	CVENT	53,457	53,457	0	51,039	53,457	100.00	53,457
44,192	22,340	21,852	49,827	Tradeshows + Sales Missions	77,408	69,828	7,581	149,607	330,425	23.43	338,006
7,801	20,088	(12,287)	11,922	Client Events	36,547	37,683	(1,135)	21,322	140,825	25.95	139,690
0	1,000	(1,000)	7	FAMs	812	2,000	(1,188)	(4,354)	42,000	1.93	40,812
12,638	18,600	(5,962)	8,750	Sponsorships	59,922	62,650	(2,728)	49,468	172,550	34.73	169,822
990	1,000	(10)	1,856	Site Visits	1,808	2,500	(692)	3,297	14,500	12.47	13,808
713	1,000	(287)	566	Conference Services	1,123	2,000	(877)	2,432	10,500	10.70	9,623
0	0	0	0	Housing Bureau	0	0	0	0	1,000	0.00	1,000
2,704	1,000	1,704	435	Opportunity Development	6,573	12,000	(5,427)	435	26,500	24.81	21,073
0	50	(50)	39	Postage	0	100	(100)	39	600	0.00	500
0	0	0	647	Professional Development	86	2,000	(1,914)	3,793	21,000	0.41	19,086
743	855	(112)	226	Cell Phone Reimbursements	1,853	1,710	143	1,001	10,260	18.06	10,403
6,861	4,000	2,861	935	Travel + Entertainment	8,271	8,000	271	4,787	48,000	17.23	48,271
<b>151,742</b>	<b>108,811</b>	<b>42,931</b>	<b>103,882</b>	<b>Sub-Total Programs</b>	<b>420,917</b>	<b>411,906</b>	<b>9,011</b>	<b>377,515</b>	<b>1,480,915</b>	<b>28.42</b>	<b>1,527,226</b>
<b>229,162</b>	<b>201,709</b>	<b>27,452</b>	<b>184,690</b>	<b>Total Sales + Group Services</b>	<b>582,073</b>	<b>588,569</b>	<b>(6,496)</b>	<b>538,009</b>	<b>2,740,926</b>	<b>21.24</b>	<b>2,771,730</b>

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For the One Month Ended August 31, 2016**

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<b>MEMBERSHIP</b>											
4,345	4,299	46	4,145	Salary	8,589	8,598	(9)	8,289	58,812	14.60	58,803
0	0	0	0	Incentive	0	0	0	0	4,663	0.00	4,663
1,037	1,088	(51)	837	Benefits	2,072	2,064	8	1,675	12,315	16.82	12,323
87	666	(579)	283	Taxes + Insurance	387	1,052	(665)	492	6,370	6.08	5,705
<b>5,469</b>	<b>6,053</b>	<b>(584)</b>	<b>5,265</b>	<b>Sub-Total Talent</b>	<b>11,048</b>	<b>11,714</b>	<b>(666)</b>	<b>10,455</b>	<b>82,160</b>	<b>13.45</b>	<b>81,494</b>
1,920	25,718	(23,798)	22,137	Member Events	17,633	30,718	(13,085)	26,939	31,518	55.95	25,583
0	0	0	0	Research/Survey	0	0	0	0	0	0.00	0
0	0	0	0	Collateral	0	0	0	0	1,000	0.00	1,000
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	80	160	(80)	80	960	8.33	880
64	150	(86)	183	Travel + Entertainment	64	300	(236)	228	1,800	3.56	1,564
<b>2,064</b>	<b>25,948</b>	<b>(23,884)</b>	<b>22,401</b>	<b>Sub-Total Programs</b>	<b>17,778</b>	<b>31,178</b>	<b>(13,400)</b>	<b>27,247</b>	<b>35,728</b>	<b>49.76</b>	<b>29,478</b>
<b>7,533</b>	<b>32,001</b>	<b>(24,467)</b>	<b>27,665</b>	<b>Total Membership</b>	<b>28,826</b>	<b>42,892</b>	<b>(14,066)</b>	<b>37,702</b>	<b>117,888</b>	<b>24.45</b>	<b>110,971</b>
<b>VISITOR SERVICES</b>											
14,548	15,000	(452)	14,260	Salary	29,378	30,076	(697)	28,690	196,255	14.97	195,557
600	0	600	0	Incentive	675	0	675	0	7,037	9.59	7,712
929	1,059	(130)	1,876	Benefits	1,832	1,980	(148)	3,752	11,692	15.67	11,544
1,305	2,019	(713)	1,550	Taxes + Insurance	3,092	3,843	(751)	2,997	25,694	12.03	24,943
<b>17,383</b>	<b>18,078</b>	<b>(695)</b>	<b>17,687</b>	<b>Sub-Total Talent</b>	<b>34,977</b>	<b>35,899</b>	<b>(921)</b>	<b>35,439</b>	<b>240,679</b>	<b>14.53</b>	<b>239,757</b>
2,591	3,695	(1,104)	0	Visitor Center Collateral	2,617	3,725	(1,108)	1,860	8,125	32.21	7,017
0	0	0	0	Promotional Items	0	0	0	0	11,000	0.00	11,000
1,254	920	334	1,230	Visitor Center Facility	35,743	35,500	243	35,463	146,140	24.46	146,383
4,216	3,100	1,116	109	Postage	4,311	3,200	1,111	4,222	6,200	69.54	7,311
426	0	426	0	Professional Development	426	0	426	1,818	500	85.15	926
204	140	64	160	Cell Phone Reimbursements	327	280	47	262	1,680	19.45	1,727
15	550	(535)	109	Travel + Entertainment	27	600	(573)	113	1,200	2.26	627
<b>8,705</b>	<b>8,405</b>	<b>300</b>	<b>1,608</b>	<b>Sub-Total Programs</b>	<b>43,451</b>	<b>43,305</b>	<b>146</b>	<b>43,738</b>	<b>174,845</b>	<b>24.85</b>	<b>174,991</b>
<b>26,088</b>	<b>26,483</b>	<b>(395)</b>	<b>19,295</b>	<b>Total Visitor Services</b>	<b>78,429</b>	<b>79,204</b>	<b>(775)</b>	<b>79,177</b>	<b>415,524</b>	<b>18.87</b>	<b>414,748</b>

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<b>ADMINISTRATION</b>											
27,343	27,246	97	25,624	Salary	51,996	54,492	(2,496)	49,822	354,395	14.67	351,899
0	0	0	0	Incentive	0	0	0	0	24,969	0.00	24,969
2,663	2,780	(117)	1,610	Benefits	5,315	5,268	47	3,187	31,632	16.80	31,679
1,122	3,498	(2,376)	2,065	Taxes + Insurance	3,341	5,954	(2,613)	3,589	35,839	9.32	33,226
<b>31,129</b>	<b>33,525</b>	<b>(2,396)</b>	<b>29,299</b>	<b>Sub-Total Talent</b>	<b>60,652</b>	<b>65,715</b>	<b>(5,062)</b>	<b>56,598</b>	<b>446,835</b>	<b>13.57</b>	<b>441,773</b>
0	0	0	934	Board of Directors	463	550	(87)	954	3,150	14.70	3,063
2,941	200	2,741	1,607	Community Relations/Goodwill	6,303	7,400	(1,097)	8,108	30,800	20.46	29,703
0	1,985	(1,985)	1,985	Memberships/Affiliations	34,500	37,204	(2,704)	11,110	64,649	53.37	61,945
836	555	281	107	Human Resource Programs	1,000	690	310	107	3,330	30.03	3,640
795	1,000	(205)	0	Professional Development	795	1,000	(205)	0	17,500	4.54	17,295
237	400	(163)	284	Cell Phone Reimbursements	716	800	(84)	552	4,800	14.92	4,716
4,808	6,000	(1,192)	1,569	Travel + Entertainment	5,148	7,500	(2,352)	5,508	23,000	22.38	20,648
525	1,000	(475)	280	Legal	525	1,000	(475)	1,045	6,000	8.75	5,525
0	100	(100)	0	Audit/Accounting	0	200	(200)	0	19,700	0.00	19,500
0	1,000	(1,000)	2,092	Benefits/HR Services	16,284	7,600	8,684	2,342	41,700	39.05	50,384
872	560	312	458	Payroll Services	1,275	1,100	175	786	5,860	21.76	6,035
0	0	0	0	Consulting/Facilitation	2,650	2,700	(50)	0	8,450	31.36	8,400
10,485	11,117	(632)	9,831	Lease/Rent/CAM	21,228	21,831	(604)	20,188	142,724	14.87	142,120
0	0	0	0	Utilities	0	0	0	0	0	0.00	0
190	800	(610)	661	Janitorial/Maintenance	693	1,350	(658)	1,461	7,650	9.05	6,993
0	0	0	0	Operations Taxes	64	0	64	93	0	0.00	64
0	1,300	(1,300)	(102)	Operations Insurances	9,637	11,000	(1,363)	9,453	16,000	60.23	14,637
787	940	(153)	606	Internet/Phone Service	1,564	1,880	(316)	1,207	11,280	13.87	10,964
5,283	5,900	(617)	6,389	IT / Cloud Service	10,697	11,400	(703)	12,352	73,800	14.49	73,097
334	325	9	410	Banking / Merchant Services	768	650	118	714	5,900	13.02	6,018
679	340	339	339	Equipment Leasing/Maintenance	1,210	880	330	871	11,480	10.54	11,810
112	175	(63)	0	Stationery	139	350	(211)	268	5,400	2.58	5,189
490	800	(310)	1,060	Office Supplies	1,204	1,600	(396)	1,731	9,600	12.55	9,204
29	400	(371)	449	Conference/Break Rm Supplies	272	800	(528)	801	4,800	5.67	4,272
850	5,200	(4,350)	893	Computer/Software	1,700	6,150	(4,450)	13,390	28,250	6.02	23,800
0	0	0	150	Furniture/Fixtures	0	250	(250)	598	1,000	0.00	750
(51)	150	(201)	33	Postage, BM Permit, PO Box	(27)	300	(327)	8	2,350	(1.16)	2,023
0	0	0	0	Bad Debt Expense	0	0	0	0	0	0.00	0
0	0	0	0	Depreciation Expense	0	0	0	0	0	0.00	0
0	0	0	0	Gain/Loss on Disposition	0	0	0	0	0	0.00	0
<b>30,202</b>	<b>40,247</b>	<b>(10,045)</b>	<b>30,037</b>	<b>Sub-Total Programs</b>	<b>118,809</b>	<b>126,185</b>	<b>(7,376)</b>	<b>93,647</b>	<b>549,173</b>	<b>21.63</b>	<b>541,797</b>
<b>61,331</b>	<b>73,772</b>	<b>(12,440)</b>	<b>59,336</b>	<b>Total Administration</b>	<b>179,462</b>	<b>191,900</b>	<b>(12,438)</b>	<b>150,246</b>	<b>996,008</b>	<b>18.02</b>	<b>983,569</b>
<b>512,614</b>	<b>539,528</b>	<b>(26,914)</b>	<b>733,745</b>	<b>Total Expenses</b>	<b>1,571,768</b>	<b>1,626,971</b>	<b>(55,203)</b>	<b>1,478,154</b>	<b>7,184,634</b>	<b>21.88</b>	<b>7,173,881</b>
452,195	423,683	28,512	(241,430)	Net Retained	(269,177)	(82,210)	(186,967)	(371,935)	(75,041)	358.71	(59,660)

## FY 2016-2017 August Financial Statements Variance Summary

**BUDGET - GENERAL NOTE:** References to budget refer to the budget approved by Board in May 2016

REVENUE	CURRENT MONTH	YEAR TO DATE
Jurisdiction Investment		
Monterey County	County capped at FY1516 level	\$37K shortfall versus budget expected for year
City of Monterey		Awaiting signed agreement prior to invoicing with Council meeting on 9/22 expect signing in October
TID		
Monterey County	\$230,240 received vs. budget of \$226,130	+\$4,110 variance Year to Date
City of Monterey	\$365,314 received vs. budget of \$367,649	-\$2,335 variance Year to Date
City of Carmel	\$52,359 received vs. budget of \$54,174	-\$1,815 variance Year to Date
City of Pacific Grove	\$63,566 received vs. budget of \$65,387	-\$1,821 variance Year to Date
City of Seaside	\$22,285 received vs. budget of \$24,317	-\$311 variance Year to Date
City of Salinas	\$79,458 received vs. budget of \$76,813	+\$2,645 variance Year to Date
City of Marina	\$29,248 received vs. budget of \$15,953 two monthly payments	-\$1,672 variance Year to Date
Private Revenue	<p><b>Renewal Membership:</b> renewal revenue was budgeted in full in July</p> <p><b>Annual Meeting:</b> Less than budgeted ticket sales due to limitations with space</p> <p><b>Misc:</b> Timing of credit card points redemption delayed versus budget; \$1,549 redeemed in September</p>	<p><b>Renewal Membership:</b> We still have a number of members who have agreed in writing to renew and are in aged receivables worth \$6,684</p> <p><b>Annual Meeting:</b> Less than budgeted ticket sales due to limitations with space</p> <p><b>Misc:</b> Timing of credit card points redemption delayed versus budget; \$1,549 redeemed in September</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 due to invoice timing (Trip Advisor, Facebook and SF Gate) with earlier than expected pre-billing of media placements - will balance out within the next couple of month	Overspent for the year due to invoice timing - expect to end the year on budget
Agency/Srvc Fees		Expect \$24K in savings against budget for the year
Production/Collateral	Under budget due to timing of invoices; have not received CK fall campaign invoice - will hit in September	Under budget YTD due to delay in invoices for the fall campaign - expect to end the year on budget
International	Under budget due to invoice timing - have not received WeChat and UK Black Diamond (CCTC) invoices	Under budget YTD due to invoice timing - expect to end the year on budget
Media Relations Programs	Higher than anticipated hosting of FAMs by members - slight reduction in FAM requests due to Soberanes Fire	Journalist amenity purchase delayed to September - anticipate spending to budget by end of quarter
Media Tracking		Additional tracking needed for more granular and conservative reporting in 16/17 – will be slightly more than budget for the year

<b>Sales + Group Services</b>	<b>CURRENT MONTH</b>	<b>YEAR TO DATE</b>
Group Marketing	Overspent due to timing of invoices; September and October media hit in August - expect to balance out by end of October	Overspent due to timing of invoices - expect to end the year on budget
E-Tools	LinkedIn Sales Navigator not paid until new VP of Sales starts	Expect to be under \$10,000 for the year due to DMAI Mint subscription savings
Promo Items/Client Amenities		Amenity items purchased, fully stocked
Tradeshows	Overages incurred for ASAE Expo August 13-16 additional booth shipping, labor and material handling to Salt Lake City	Overages incurred for ASAE Expo August 13-16 additional booth shipping, labor and material handling to Salt Lake City offset partially by lower than planned prepayments in July for October's IMEX
Client Events	Lower than planned prepayments in August for September through November events SF (Sept), LA/Dallas/Seattle (Oct), and East West China Sales Mission (Nov)	Lower than planned prepayments for September through November events SF (Sept), Dallas (Oct), and East West China Sales Mission (Nov) offset by earlier than planned prepayments in July for LA and Seattle events and Visit CA Canada Sales Mission
Sponsorships	CalSAE AMC Owners Retreat budget (Aug) not realized yet	
Opportunity Development	Pickup for PMA Conference on July 24-31 to pay \$2 per room displacement incentive partially confirmed and paid in August but budgeted in July	Underspent due to delay in pickup reports for PMA conference to make final payment



<b>Membership</b>	<b>CURRENT MONTH</b>	<b>YEAR TO DATE</b>
Member Events	Timing of invoices for annual luncheon	A/V invoice delayed for annual luncheon
<b>Visitor Services</b>	<b>CURRENT MONTH</b>	<b>YEAR TO DATE</b>
VC Collateral	Timing of maps/brochures printing based on need	Will spend to full fiscal year budget
<b>Administration</b>	<b>CURRENT MONTH</b>	<b>YEAR TO DATE</b>
Community Relations/Goodwill	DMAI Annual Convention expenses budgeted in July but realized in August	Anticipate to end the Quarter on budget
Memberships/Affiliations	CalTravel and PCMA membership costs delayed versus budget	CalTravel and PCMA membership costs delayed versus budget
Benefits/HR Services	Underspend due to timing of need – no requirement in August	Overspend due to delayed timing of market intelligence specialist hire date and new search for VP of Sales - anticipate budget adjustment mid-year acknowledging un-budgeted VP of Sales vacancy recruitment
Operations Insurances	Underspend due to timing of invoices delayed versus budget	Expect to end the year on budget
Computer/Software	Assessment of needs ongoing leading to delay in spend likely until October	Expect to end the year on budget

**MCCVB**  
**Balance Sheet**

	August 31, 2016	July 31, 2016	Change	Notes
<b>ASSETS</b>				
<b>Current Assets</b>				
Union Bank - Checking	\$ 460,523	\$ 215,529	\$ 244,995	
Union Bank - Money Market	20,248	20,247	1	
Rabobank - Checking	20,011	20,011	0	
Rabobank - Money Market	51,580	51,573	7	
Petty Cash	162	196	(34)	
PayPal Cash Balance	6,540	3,137	3,403	
<i>Sub-Total Cash</i>	<i>559,064</i>	<i>310,693</i>	<i>248,371</i>	
Accounts Receivable	71,368	190,885	(119,516)	
TID Receivable	862,868	862,868	0	
<i>Sub-Total Receivables</i>	<i>934,236</i>	<i>1,053,753</i>	<i>(119,516)</i>	
<b>Total Current Assets</b>	<b>1,493,301</b>	<b>1,364,446</b>	<b>128,855</b>	
<b>Property and Equipment</b>				
Furniture & Fixtures	91,905	91,905	0	
Computers/Equipment	306,810	306,810	0	
Accumulated Depreciation	(282,016)	(282,016)	0	
Leasehold Improvements	3,158	3,158	0	
<b>Total Property and Equipment</b>	<b>119,858</b>	<b>119,858</b>	<b>0</b>	
<b>Other Assets</b>				
Tradeshaw Deposits	68,820	106,871	(38,051)	Release Aug tradeshaw deposits: ASAE, Kellen, Connect, Site MN
Prepaid Expenses	70,234	80,995	(10,761)	Release prepaid expenses: Silicon Valley Client Event, RNI Report
Lease Deposit	11,000	11,000	0	
<b>Total Other Assets</b>	<b>150,054</b>	<b>198,866</b>	<b>(48,812)</b>	
<b>Total Assets</b>	<b>\$ 1,763,212</b>	<b>\$ 1,683,169</b>	<b>\$ 80,043</b>	
<b>LIABILITIES AND CAPITAL</b>				
<b>Current Liabilities</b>				
Accounts Payable	\$ 256,058	\$ 437,569	(\$ 181,511)	
Accrued Liability	20,876	33,151	(12,275)	Final FY1516 visitor profile study invoice received
Accrued Incentive	0	165,340	(165,340)	Bonus and Incentives paid
Accrued Payroll	0	949	(949)	Bonus and Incentives paid
Accrued Vacation	53,343	53,343	0	
Deferred Revenue	72,084	84,162	(12,078)	Release of Aug events, memberships paid and those not renewed
<b>Total Current Liabilities</b>	<b>402,360</b>	<b>774,512</b>	<b>(372,152)</b>	
<b>Capital</b>				
Beginning Balance Equity	568,247	568,247	0	
Net Assets	1,061,782	1,061,782	0	
Net Income	(269,177)	(721,372)	452,195	August net retained
<b>Total Capital</b>	<b>1,360,852</b>	<b>908,657</b>	<b>452,195</b>	
<b>Total Liabilities &amp; Capital</b>	<b>\$ 1,763,212</b>	<b>\$ 1,683,169</b>	<b>\$ 80,043</b>	

**MCCVB**  
**Aged Receivables**  
**As of August 31, 2016**

<b>Customer</b>	<b>Current</b>	<b>1-30</b>	<b>31-60</b>	<b>61+</b>	<b>Amount Due</b>	<b>Comment</b>
Asilomar Conference Center	500				500	
Bernardus Lodge	1,500				1,500	
Monterey Tides		118			118	Luncheon emailed reminder
Carmel Mission Inn	4,725				4,725	
Carmel Valley Ranch		118			118	Paid in September
CCM&E Destination Services	1,500	69			1,569	Luncheon emailed reminder
City of Carmel-by-the-Sea			750		750	For newsletter ads later in year
City of Salinas	69	59	18,194		18,322	\$18,194 subsequently voided and full year jurisdiction membership invoiced, Luncheon invoice paid in Septmber
Corral de Tierra Country Club		59			59	Luncheon emailed reminder
Courtyard by Marriott Salinas		177			177	Luncheon emailed reminder
Downtown Dining	69				69	
Embassy Suites Monterey Bay-Seas	4,525				4,525	
Hilton Garden Inn	3,800				3,800	
Hyatt Regency Monterey	2,025				2,025	
Inns of Monterey	3,000				3,000	
InterContinental The Clement	3,775				3,775	
La Playa Hotel	500				500	
Monterey Bay Aquarium	1,050				1,050	
Monterey Marriott	1,619				1,619	
Monterey Plaza Hotel & Spa	2,850				2,850	
Pebble Beach Resorts	3,975				3,975	
Portola Hotel & Spa	9,250				9,250	
Sanctuary Beach Resort		59			59	Luncheon emailed reminder
Ventana Inn and Spa				350	350	Paid in September
Membership promises to pay		-	-	6,684	6,684	
<b>Report Total</b>	<b>44,732</b>	<b>659</b>	<b>18,944</b>	<b>7,034</b>	<b>71,368</b>	

**MCCVB**  
**Membership Aged Receivables**  
**As of August 31, 2016**

<b>Customer</b>	<b>Current</b>	<b>1-30</b>	<b>31-60</b>	<b>61+</b>	<b>Amount Due</b>	
Restaurant 1833				309	309	Promised to pay
201 Main				325	325	Paid in September
400 Degrees				325	325	Promised to pay
Abalonetti Bar and Grill				33	33	Discount error
Benihana Monterey				325	325	Promised to pay
Bluefin Cafe & Billiard				325	325	Promised to pay
Cannery Row Brewing Company				325	325	Promised to pay
Cantinetta Luca				325	325	Promised to pay
Chamisal Tennis and Fitness Club				325	325	Promised to pay
Champlin Wireless Communications				325	325	Promised to pay
Coastal Luxury Management LLC				293	293	Promised to pay
Hahn Family Wines				325	325	Paid in September
Luxury Concierge Carmel				325	325	Promised to pay
Monterey Guided Wine Tours				325	325	Promised to pay
Monterey Regional Water Pollution				325	325	Promised to pay
Nothing Bundt Cakes				200	200	Payment Plan
Nova Staffing Solutions				325	325	Promised to pay
Sand and Sea Productions				325	325	Promised to pay
The Club				325	325	Promised to pay
The Dining Guide				325	325	Paid September
Thomas Brand Consulting				325	325	Paid September
Tudor Wines				325	325	Promised to pay
<b>Membership - promises to pay</b>			-	<b>6,684</b>	<b>6,684</b>	

**MCCVB**  
**Aged Payables**  
**As of August 31, 2016**

<b>Vendor</b>	<b>0 - 30</b>	<b>31 - 60</b>	<b>61 - 90</b>	<b>Over 90 days</b>	<b>Amount Due</b>	<b>Comment</b>
Alliah Sheta	80				80	
Markus Lewtschuk dba Area	1,575				1,575	
AT&T	69				69	
AT&T Mobility	52				52	
BurrellesLuce Media Analy:	1,887				1,887	
Business Card	40,304				40,304	
City of Monterey	54	33,500			33,554	Awaitig city agreement to pay rent invoice
Cramer-Krasselt	159,910				159,910	
DMT Imaging	350				350	
Donna Zirwes	596				596	
FedEx Office	8				8	
First Communications, LLC	27				27	
Howard Munves	155				155	
Jennifer Johnson	108				108	
Jessica Keener	30				30	
Joe Marcy	202				202	
John Hancock 401K	2,340				2,340	
Cassandra Boettcher	206				206	
The Knowland Group	1,000				1,000	
L+G, LLP	525				525	
Liz Kara	324				324	
Monterey County Weekly	3,623				3,623	
Office Team	225				225	
OMG Media Group		950			950	Invoices from FY1516 received late
Paul Martin	107				107	
PCMA	1,220				1,220	
PG&E	280				280	
Purchase Power	74				74	
Ready Refresh	35				35	
Carmel Valley Athletic Club	44				44	
Richard Petrovich	33				33	
Rotter Printing Managment	2,591				2,591	
Sammy Ramos	500				500	
U.S. Post Master	3,000				3,000	
UPS	74				74	
	<b>221,608</b>	<b>34,450</b>			<b>256,058</b>	

2016 - 17 TRADE SHOWS						Actual			Budget			Variance		Expected Results (in lead room nts)	Actual Results (in lead room Nts)	YTD Actual Revenue	Annual Budget Revenue	YTD Revenue Variance	
Month	Description	Budget	Co-Op?	#	Target Revenue	Status	8/31/2015	YTD Aug	% of Budget	8/31/2016	YTD Aug	Full Year Budget	Aug						YTD Aug
Jul-16	Luxury Meetings Summit-Dallas, TX	\$ 825			\$ -	Original	\$ -	\$ 876	106%	\$ 165	\$ 743	\$ 825	\$ (165)	\$ 134	300	-			
Jul-16	Smart Meetings Mid Atlantic- Washington DC	\$ 2,700			\$ -	Original	\$ -	\$ 2,718	101%	\$ 540	\$ 2,430	\$ 2,700	\$ (540)	\$ 288	300	-			
Jul-16	Luxury Meetings Summit- Raleigh/Durham, NC	\$ 1,500			\$ -	Original	\$ 338	\$ 2,151	143%	\$ 300	\$ 1,350	\$ 1,500	\$ 38	\$ 801	300	-			
Jul-16	CESSE - Omaha, NE	\$ 5,000			\$ -	Original	\$ 863	\$ 4,966	99%	\$ 1,000	\$ 4,500	\$ 5,000	\$ (137)	\$ 466	400	-			
Jul-16	All Things Meetings - Silicon Valley	\$ 1,500			\$ -	Original	\$ 350	\$ 1,300	87%	\$ 300	\$ 1,350	\$ 1,500	\$ 50	\$ (50)	400	729			
Aug-16	Luxury Meetings Summit - San Francisco	\$ 1,500			\$ -	Original	\$ 675	\$ 821	55%	\$ 375	\$ 1,050	\$ 1,500	\$ 300	\$ (229)	300	125			
Aug-16	Luxury Meetings & Client Event - Indianapolis, IN	\$ 3,500			\$ -	Original	\$ 2,856	\$ 2,856	82%	\$ 875	\$ 2,450	\$ 3,500	\$ 1,981	\$ 406	300	-			
Aug-16	Luxury Meetings Summit - Silicon Valley	\$ 1,500			\$ -	Original	\$ 697	\$ 843	56%	\$ 375	\$ 1,050	\$ 1,500	\$ 322	\$ (207)	300	-			
Aug-16	Luxury Meetings Summit & Client Event - Cincinnati, OH	\$ 2,500			\$ -	Original	\$ 1,598	\$ 2,318	93%	\$ 625	\$ 1,750	\$ 2,500	\$ 973	\$ 568	300	64			
Aug-16	Luxury Meetings Summit- Portland, OR	\$ 1,500			\$ -	Original	\$ 1,166	\$ 1,890	126%	\$ 375	\$ 1,050	\$ 1,500	\$ 791	\$ 840	300	22			
Aug-16	Luxury Meetings Summit - Seattle, WA	\$ 1,500			\$ -	Original	\$ 805	\$ 953	64%	\$ 375	\$ 1,050	\$ 1,500	\$ 430	\$ (97)	300	-			
Aug-16	Luxury Meetings Summit & Client Event - Cleveland, OH	\$ 3,000			\$ -	Original	\$ 1,696	\$ 3,808	127%	\$ 750	\$ 2,100	\$ 3,000	\$ 946	\$ 1,708	300	-			
Aug-16	ASAE Annual Meeting & Expo, Salt Lake City, UT	\$ 12,000	\$ 1,500	5	\$ 7,500	Original	\$ 24,886	\$ 27,910	233%	\$ 3,000	\$ 8,400	\$ 12,000	\$ 21,886	\$ 19,510	600	1,022	\$ 7,500	\$ 7,500	\$ -
Aug-16	Connect Marketplace, Dallas TX	\$ 4,500			\$ -	Original	\$ 4,006	\$ 4,006	89%	\$ 1,125	\$ 3,150	\$ 4,500	\$ 2,881	\$ 856	400	-			
Aug-16	Kellen Managers Summit	\$ 1,500			\$ -	Original	\$ 92	\$ 430	29%	\$ 375	\$ 1,050	\$ 1,500	\$ (283)	\$ (620)	300	-			
Sep-16	Meetings & Incentives Supplier Showcase, Lake Geneva, WI	\$ 500			\$ -	New	\$ 500	\$ 500	0%	\$ -	\$ -	\$ -	\$ 500	\$ 500	200	-			
Sep-16	Luxury Meetings Summit- Denver, CO	\$ 1,500			\$ -	Original	\$ -	\$ 711	47%	\$ 150	\$ 675	\$ 1,500	\$ (150)	\$ 36	300	-			
Sep-16	Luxury Meetings Summit- Chicago, IL	\$ 900			\$ -	Original	\$ -	\$ -	0%	\$ 90	\$ 405	\$ 900	\$ (90)	\$ (405)	300	-			
Sep-16	Smart Meetings West National- Phoenix, AZ	\$ 5,750			\$ -	Original	\$ -	\$ 5,750	100%	\$ 575	\$ 2,588	\$ 5,750	\$ (575)	\$ 3,163	300	-			
Sep-16	Luxury Meetings Summit SLC changed to January	\$ 2,150			\$ -	Original	\$ 56	\$ 56	3%	\$ 215	\$ 968	\$ 2,150	\$ (159)	\$ (912)	300	-			
Oct-16	Luxury Meetings Summit - Boston, MA	\$ 1,500			\$ -	Original	\$ -	\$ -	0%	\$ 150	\$ 525	\$ 1,500	\$ (150)	\$ (525)	300	-			
Oct-16	Luxury Meetings Summit - Stamford, CT	\$ 1,500			\$ -	Original	\$ -	\$ -	0%	\$ 150	\$ 525	\$ 1,500	\$ (150)	\$ (525)	300	-			
Oct-16	Luxury Meetings Summit - New York, NY	\$ 2,500			\$ -	Original	\$ -	\$ -	0%	\$ 250	\$ 875	\$ 2,500	\$ (250)	\$ (875)	300	-			
Oct-16	Luxury Meetings Summit - New York, NY Suburbs	\$ 2,500			\$ -	Original	\$ -	\$ -	0%	\$ 250	\$ 875	\$ 2,500	\$ (250)	\$ (875)	300	-			
Oct-16	IMEX- Las Vegas	\$ 40,000	\$ 6	1500	\$ 9,000	Original	\$ 1,562	\$ 1,562	4%	\$ 4,000	\$ 14,000	\$ 40,000	\$ (2,438)	\$ (12,438)	1,000	-		\$ 9,000	
Oct-16	Luxury Meetings Summit - Basking Ridge, NJ	\$ 1,500			\$ -	Original	\$ -	\$ -	0%	\$ 150	\$ 225	\$ 1,500	\$ (150)	\$ (225)	300	-			
Oct-16	Luxury Meetings Summit- Philadelphia, PA	\$ 1,500			\$ -	Original	\$ -	\$ -	0%	\$ 150	\$ 225	\$ 1,500	\$ (150)	\$ (225)	300	-			
Oct-16	Luxury Meetings Summit- Baltimore, MD	\$ 1,500			\$ -	Original	\$ -	\$ -	0%	\$ 150	\$ 525	\$ 1,500	\$ (150)	\$ (525)	300	-			
Oct-16	Luxury Meetings Summit-Washington, DC	\$ 1,500			\$ -	Original	\$ -	\$ -	0%	\$ 150	\$ 225	\$ 1,500	\$ (150)	\$ (225)	300	-			
Oct-16	Luxury Meetings Summit- Washington, DC Beltway	\$ 1,500			\$ -	Original	\$ -	\$ -	0%	\$ 150	\$ 225	\$ 1,500	\$ (150)	\$ (225)	300	-			
Nov-16	Smart Meetings Southwest- Dallas/Fort Worth	\$ 2,700			\$ -	Original	\$ -	\$ 2,700	100%	\$ 135	\$ 675	\$ 2,700	\$ (135)	\$ 2,025	300	-			
Nov-16	FICP Annual Conference, Nashville	\$ 3,000			\$ -	Original	\$ -	\$ 278	9%	\$ 150	\$ 750	\$ 3,000	\$ (150)	\$ (472)	400	-			
Nov-16	Luxury Meetings Summit & client Event -Atlanta, GA	\$ 3,000			\$ -	Original	\$ -	\$ -	0%	\$ 150	\$ 750	\$ 3,000	\$ (150)	\$ (750)	300	-			
Nov-16	Luxury Meetings Summit & Client Event- Austin, TX	\$ 3,000			\$ -	Original	\$ -	\$ -	0%	\$ 150	\$ 750	\$ 3,000	\$ (150)	\$ (750)	300	-			
Dec-16	CalSAE Seasonal Spectacular - Sacramento, CA	\$ 15,000	\$ 10	800	\$ 8,000	Original	\$ -	\$ 5,960	40%	\$ 750	\$ 3,000	\$ 15,000	\$ (750)	\$ 2,960	1,000	-		\$ 8,000	
Dec-16	AMEXInteraction Show Gold Sponsorship, New Orleans	\$ 13,000			\$ -	Original	\$ -	\$ -	0%	\$ 650	\$ 2,600	\$ 13,000	\$ (650)	\$ (2,600)	500	-			
Dec-16	Assn Forum Holiday Showcase - Chicago	\$ 8,000			\$ -	Original	\$ -	\$ -	0%	\$ 400	\$ 1,600	\$ 8,000	\$ (400)	\$ (1,600)	100	-			
Jan-17	PCMA Convening Leaders -Austin, TX	\$ 7,000			\$ -	Original	\$ 1,220	\$ 1,220	17%	\$ 700	\$ 1,050	\$ 7,000	\$ 520	\$ 170	100	-			
Jan-17	HelmsBriscoe Annual Business Conference	\$ 5,500			\$ -	Original	\$ -	\$ -	0%	\$ -	\$ -	\$ 5,500	\$ -	\$ -	500	-			
Jan-17	MPI SoCal Tradeshow	\$ 4,000			\$ -	Original	\$ -	\$ -	0%	\$ 400	\$ 600	\$ 4,000	\$ (400)	\$ (600)	400	-			
Feb-17	Go West Summit - Reno, NV	\$ 4,100			\$ -	Original	\$ -	\$ -	0%	\$ 205	\$ 205	\$ 4,100	\$ (205)	\$ (205)	200	-			
Feb-17	NTA Travel Exchange - St. Louis, MO	\$ 5,800			\$ -	Original	\$ -	\$ -	0%	\$ 290	\$ 290	\$ 5,800	\$ (290)	\$ (290)	200	-			
Feb-17	NAJ Receptive Operator Summit - Marina del Rey, CA	\$ 2,500			\$ -	Original	\$ -	\$ -	0%	\$ 125	\$ 125	\$ 2,500	\$ (125)	\$ (125)	200	-			
Feb-17	PMPI MACE! - Washington, DC	\$ 1,500			\$ -	Original	\$ -	\$ -	0%	\$ 75	\$ 75	\$ 1,500	\$ (75)	\$ (75)	200	-			
Feb-17	DMAI Destinations Showcase/Sales Mission	\$ 8,000			\$ -	Original Cancelled	\$ -	\$ -	0%	\$ 400	\$ 400	\$ 8,000	\$ (400)	\$ (400)	-	-			
Feb-17	MPI NCC Annual Conference and Trade Show, San Francisco	\$ 10,000	\$ 750	7	\$ 5,250	Original	\$ -	\$ -	0%	\$ 500	\$ 500	\$ 10,000	\$ (500)	\$ (500)	400	-		\$ 5,250	
Feb-17	Luxury Meetings Summit, Dallas TX (free voucher)	\$ -			\$ -	Original	\$ -	\$ -	0%	\$ -	\$ -	\$ -	\$ -	\$ -	300	-			
Jan-17	Luxury Meetings Summit Tampa	\$ 1,250			\$ -	Original	\$ -	\$ -	0%	\$ 63	\$ 63	\$ 1,250	\$ (63)	\$ (63)	300	-			
Jan-17	Luxury Meetings Summit Miami	\$ 1,250			\$ -	Original	\$ -	\$ -	0%	\$ 63	\$ 63	\$ 1,250	\$ (63)	\$ (63)	300	-			
Mar-17	Meet NY/Northeast Sales Calls	\$ 5,000			\$ -	Original	\$ -	\$ -	0%	\$ -	\$ -	\$ 5,000	\$ -	\$ -	100	-			
Mar-17	MPISSN Trade Show	\$ 1,300			\$ -	Original	\$ -	\$ -	0%	\$ -	\$ -	\$ 1,300	\$ -	\$ -	200	-			
Mar-17	Experient's Envision Conference- Location TBA	\$ 5,000			\$ -	Original	\$ -	\$ -	0%	\$ -	\$ -	\$ 5,000	\$ -	\$ -	300	-			
Mar-17	NAJ Active America China - Portland, OR	\$ 4,500			\$ -	Original	\$ -	\$ -	0%	\$ -	\$ -	\$ 4,500	\$ -	\$ -	200	-			
Mar-17	MPI-RMC MIC Conference & Tradeshow, Denver CO	\$ 3,700			\$ -	Original	\$ -	\$ -	0%	\$ -	\$ -	\$ 3,700	\$ -	\$ -	300	-			
Mar-17	MPI Cascadia, Portland Sales Calls	\$ 6,500			\$ -	Original	\$ -	\$ -	0%	\$ -	\$ -	\$ 6,500	\$ -	\$ -	400	-			



2016 - 17 CLIENT EVENTS						Actual			Budget			Variance		Expected Results (in lead room nts)	Actual Results (in lead room Nts)	YTD Actual Revenue	Annual Budget Revenue	YTD Revenue Variance	
Month	Description	Budget	Co-Op?	#	Target Revenue	Status	8/31/2016	YTD Aug	% of Budget	8/31/2016	YTD Aug	Full Year Budget	Aug						YTD Aug
Jul-16	Risk Mgt Roadshow / Pat Zollman, HelmsBriscoe SF Reception	\$ 2,625			\$ -	Original	\$ -	\$ 2,372	90%	\$ 263	\$ 2,625	\$ 2,625	\$ (263)	\$ (253)	200	1,590			
Jul-16	Risk Mtg Roadshow / Pat Zollman, HelmsBriscoe Sacramento	\$ 1,525			\$ -	Original	\$ 28	\$ 1,202	79%	\$ 153	\$ 1,525	\$ 1,525	\$ (125)	\$ (323)	200	785			
Aug-16	PCMANCC Ball Game day / Host Clients	\$ 1,400			\$ -	Original	\$ 236	\$ 1,236	88%	\$ 630	\$ 1,260	\$ 1,400	\$ (394)	\$ (24)	200	207			
Aug-16	AZ Client Event	\$ 8,000			\$ -	Original	\$ 100	\$ 6,335	79%	\$ 3,600	\$ 7,200	\$ 8,000	\$ (3,500)	\$ (865)	400	-			
Aug-16	MN SITE Summer Event (Travel)	\$ 500			\$ -	Original	\$ 349	\$ 349	70%	\$ 225	\$ 450	\$ 500	\$ 124	\$ (101)	300	-			
Aug-16	Silicon Valley Corporate Client Event	\$ 5,000	\$ 500	5	\$ 2,500	Original	\$ 5,609	\$ 5,654	113%	\$ 2,250	\$ 4,500	\$ 5,000	\$ 3,359	\$ 1,154	400	555	\$ 2,500	\$ 2,500	\$ -
Aug-16	Twinsburg/Experient Office Visit	\$ 400			\$ -	Original	\$ 371	\$ 371	93%	\$ 180	\$ 360	\$ 400	\$ 191	\$ 11	100	-			
Sep-16	CalSAE Ball Game day / Host Clients	\$ 1,000			\$ -	Original	\$ -	\$ -	0%	\$ 100	\$ 1,000	\$ 1,000	\$ (100)	\$ (1,000)	500	-			
Sep-16	San Francisco Client Giants Game at Luxury Suite	\$ 10,000	\$ 800	5	\$ 4,000	Original	\$ -	\$ -	0%	\$ 3,000	\$ 4,500	\$ 10,000	\$ (3,000)	\$ (4,500)	500	-		\$ 4,000	
Sep-16	Iowa/ITA Group Office Visit	\$ 500			\$ -	Original	\$ -	\$ -	0%	\$ 150	\$ 225	\$ 500	\$ (150)	\$ (225)	200	-			
Sep-16	Los Angeles/Orange County Client Event	\$ 7,000	\$ 500	8	\$ 4,000	Original	\$ -	\$ 5,646	81%	\$ 2,100	\$ 3,150	\$ 7,000	\$ (2,100)	\$ 2,496	400	-		\$ 4,000	
Sep-16	SITE Texas Sales calls & San Francisco Travel client event	\$ 2,000			\$ -	Original	\$ -	\$ 505	25%	\$ 600	\$ 900	\$ 2,000	\$ (600)	\$ (395)	200	-			
Sep-16	Client Boat cruise in Dallas	\$ 6,000			\$ -	Original	\$ -	\$ 1,574	26%	\$ 1,800	\$ 2,700	\$ 6,000	\$ (1,800)	\$ (1,126)	200	-			
Sep-16	Seattle Client Event, Safeco Field/Sales Calls	\$ 10,000			\$ -	Original	\$ 513	\$ 7,707	77%	\$ 3,000	\$ 4,500	\$ 10,000	\$ (2,487)	\$ 3,207	200	-			
Oct-16	Milwaukee Sales Calls & Client Event (Mani/Pedi Reception)	\$ 1,000			\$ -	Original	\$ -	\$ -	0%	\$ 50	\$ 150	\$ 1,000	\$ (50)	\$ (150)	300	-			
Oct-16	Visit CA Canada Sales Mission	\$ 5,000			\$ -	Original	\$ 596	\$ 3,596	72%	\$ 250	\$ 750	\$ 5,000	\$ 346	\$ 2,846	200	-			
Oct-16	CHI Client Event w/ Bay Area Partners (Cooking Class)	\$ 1,500			\$ -	Original	\$ -	\$ -	0%	\$ 75	\$ 225	\$ 1,500	\$ (75)	\$ (225)	200	-			
Nov-16	Tour of Lights (with Seasonal)	\$ 1,625			\$ -	Original	\$ -	\$ -	0%	\$ 163	\$ 163	\$ 1,625	\$ (163)	\$ (163)	200	-			
Nov-16	East-West Marketing China Sales Mission + CITM	\$ 15,000			\$ -	Original	\$ -	\$ -	0%	\$ 1,500	\$ 1,500	\$ 15,000	\$ (1,500)	\$ (1,500)	400	-			
Dec-16	CalSAE Holiday Lunch Co-op décor and guest hosts	\$ 1,000			\$ -	Original	\$ -	\$ -	0%	\$ -	\$ -	\$ 1,000	\$ -	\$ -	200	-			
Dec-16	CVBReps Holiday Event - Washington, DC	\$ 1,850			\$ -	Original Cancelled	\$ -	\$ -	0%	\$ -	\$ -	\$ 1,850	\$ -	\$ -	100	-			
Feb-17	MPISSN Crab Feed Table Host, Sacramento CA	\$ 1,700	\$ 100	4	\$ 400	Original	\$ -	\$ -	0%	\$ -	\$ -	\$ 1,700	\$ -	\$ -	300	-		\$ 400	
Jan-17	Indianapolis Sales Calls & Client Event (Mani/Pedi Reception)	\$ 2,000			\$ -	Original	\$ -	\$ -	0%	\$ -	\$ -	\$ 2,000	\$ -	\$ -	300	-			
Jan-17	Visit CA Mexico Sales Mission	\$ 4,000			\$ -	Original	\$ -	\$ -	0%	\$ -	\$ -	\$ 4,000	\$ -	\$ -	200	-			
Feb-17	St. Louis Sales Calls/Client Event (Mani/Pedi Reception)	\$ 2,000			\$ -	Original	\$ -	\$ -	0%	\$ -	\$ -	\$ 2,000	\$ -	\$ -	300	-			
Feb-17	Kansas City Sales Calls/Client Event (Mani/Pedi Reception)	\$ 2,000			\$ -	Original	\$ -	\$ -	0%	\$ -	\$ -	\$ 2,000	\$ -	\$ -	300	-			
Feb-17	SF Travel Chinese New Year DC Client Event	\$ 1,000			\$ -	Original	\$ -	\$ -	0%	\$ -	\$ -	\$ 1,000	\$ -	\$ -	300	-			
Feb-17	East Bay Client Event - Warriors	\$ 8,000	\$ 500	3	\$ 1,500	Original	\$ -	\$ -	0%	\$ -	\$ -	\$ 8,000	\$ -	\$ -	400	-		\$ 1,500	
Apr-17	CalSAE ELEVATE Client Event	\$ 5,500	\$ 200	5	\$ 1,000	Original	\$ -	\$ -	0%	\$ -	\$ -	\$ 5,500	\$ -	\$ -	500	-		\$ 1,000	
Apr-17	Houston cooking challenge	\$ 6,000			\$ -	Original	\$ -	\$ -	0%	\$ -	\$ -	\$ 6,000	\$ -	\$ -	300	-			
Apr-17	SNAP event with SF Travel	\$ 1,200			\$ -	Original	\$ -	\$ -	0%	\$ -	\$ -	\$ 1,200	\$ -	\$ -	300	-			
Apr-17	Northeast sales calls and baseball game client event	\$ 5,000	\$ 500	3	\$ 1,500	Original	\$ -	\$ -	0%	\$ -	\$ -	\$ 5,000	\$ -	\$ -	300	-		\$ 1,500	
May-17	ASAE Golf Tournament - Washington, DC	\$ 3,000			\$ -	Original	\$ -	\$ -	0%	\$ -	\$ -	\$ 3,000	\$ -	\$ -	200	-			
May-17	Sacramento Client Activity	\$ 8,000	\$ 725	6	\$ 4,350	Original	\$ -	\$ -	0%	\$ -	\$ -	\$ 8,000	\$ -	\$ -	500	-		\$ 4,350	
May-17	MCCVB Washington DC Sales Mission	\$ 3,500	\$ 500	4	\$ 2,000	Original	\$ -	\$ -	0%	\$ -	\$ -	\$ 3,500	\$ -	\$ -	200	-		\$ 2,000	
May-17	AMPS Golf Tournament	\$ 1,000			\$ -	Original	\$ -	\$ -	0%	\$ -	\$ -	\$ 1,000	\$ -	\$ -	200	-			
May-17	SF Travel Canada Sales Mission	\$ 4,000			\$ -	Original	\$ -	\$ -	0%	\$ -	\$ -	\$ 4,000	\$ -	\$ -	200	-			
	<b>Total</b>	<b>\$ 140,825</b>			<b>\$ 21,250</b>		<b>\$ 7,801</b>	<b>\$ 36,547</b>	<b>26%</b>	<b>\$ 20,088</b>	<b>\$ 37,683</b>	<b>\$ 140,825</b>	<b>\$ (12,287)</b>	<b>\$ (1,135)</b>	<b>10,400</b>	<b>3,137</b>	<b>\$ 2,500</b>	<b>\$ 21,250</b>	<b>\$ (18,750)</b>
	Original	\$ 138,975																	
	Original Cancelled	\$ 1,850																	
	New	\$ -																	
	New Cancelled	\$ -																	
	Original Budget	\$ 140,825																	
	Scheduled Original and New	\$ 138,975																	
	Available for Opportunities	\$ 1,850																	

Should be \$140,825 from new budget





TID Received and Budgeted  
Fiscal Year 16-17

		7/15	8/15	15-16 YTD		7/16	8/16	16-17 YTD	Over (under) previous YTD
	<b>TID</b>								
Received	Monterey County		226,130	226,130			230,240	230,240	4,110
For What Period			Apr-Jun				Apr-Jun		
Rooms @ \$2			100,776						
Rooms @ \$1			26,862						
Budgeted		-	226,130	226,130			226,130	226,130	-
Received	City of Monterey			-			365,314	365,314	365,314
For What Period							May-Jun		
Rooms @ \$2									
Rooms @ \$1									
Budgeted		-	-	-			367,649	367,649	367,649
Received	City of Carmel		54,174	54,174			52,359	52,359	(1,815)
For What Period			May-Jun				May-Jun		
Rooms @ \$2									
Rooms @ \$1									
Budgeted		-	54,174	54,174			54,174	54,174	-
Received	City of Pacific Grove		63,792	63,792			63,566	63,566	(226)
For What Period			Apr-Jun				Apr-Jun		
Rooms @ \$1									
Rooms @ \$ 0.50									
Budgeted		-	63,792	63,792			65,387	65,387	1,595
Received	City of Seaside	18,456	24,028	42,484		20,398	22,285	42,683	199
For What Period		May	June			May	Jun		
Rooms @ \$2		5,016	7,160			5,903	6,154		
Rooms @ \$1		8,610	9,951			8,798	10,202		
Budgeted		18,456	24,028	42,484		18,677	24,317	42,994	510
Received	City of Salinas			-			79,458	79,458	79,458
For What Period							Apr-Jun		
Rooms @ \$2									
Rooms @ \$1									
Budgeted		-	-	-			76,813	76,813	76,813
Received	City of Marina	14,602		14,602			29,248	29,248	14,646
For What Period		Apr					May-Jun		
Rooms @ \$2									
Rooms @ \$1									
Budgeted		14,602	-	14,602		14,967	15,953	30,919	16,318
		33,057	368,124	401,181		20,398	842,470	862,868	461,687
		33,057	368,124	401,181		33,644	830,422	864,066	462,885

MCCVB Marketing Communications ROI FY2016-17

Job #	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			100,000				114,000				Expected results - may fluctuate due to # of influencer, followers and amount of posts
	Nov-16	Phoenix pop-up	\$ 67,500		400,000	10,000	\$ 20,000						Expected results - may fluctuate due to # of influencer, followers and amount of posts
	Feb-17	Houston pop-up	\$ 67,500		400,000	454,308	\$ 20,000						Expected results - may fluctuate due to # of influencer, followers and amount of posts
	8/25-11/18	Fall Campaign and sweepstakes	\$ 290,000		160,000	-	\$ -	Custom Content Reads = 2M; Newsletter Signups = 185; Sweepstakes entries = 30k; Media impressions= 25M; Landing page visits =					Took 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.
	Nov-Dec-16	Holiday promotion and sweepstakes	\$ 67,500		160,000	-	\$ -	Landing page visits = 28,000; Newsletter signups= 1,100; Sweepstakes entries = 9,137					Took 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		N/A expected social impressions	Circulation: 4,648,000	\$ 1,205,509	Host journalists from 10 media outlets from China to experience Monterey County food and wine; Earned Media					
	10/23-10/28	Canada Media Mission	\$ 6,000		N/A expected social impressions		\$ 6,000	and begin relationships with media in this key market; Find opportunities to gain coverage in Toronto, Montreal and Vancouver					
	11/13-11/15	VCA Chicago Media Mission	\$ 3,750		N/A expected social impressions		\$ 4,000	Introduce Monterey County to media in Chicago and mid-west; pitch story ideas; build relationships					
	Jan-17	MCC/Group Media FAM	\$ 15,000		N/A expected social impressions		\$ 50,000	host group and meetings media and preview the MCC plus tour the destination first-hand; Earned media					
	5/4-5/6	TBEX Conference	\$ 5,000		N/A expected social impressions		\$ 5,000	Introduce Monterey County to media and social influencers, build relationships					
	6/3-6/7	IPW - Media	\$ 3,500		N/A expected social impressions		\$ 3,500	Introduce Monterey County to media and social influencers, build relationships					
<b>TOTALS</b>			<b>\$ 525,750</b>	<b>\$ -</b>					<b>0</b>	<b>-</b>	<b>\$ -</b>		

\*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.