

MCCVB Statement of Revenue and Expense
For the Eight Months Ended February 28, 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 Mar 2017 - Feb 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	795,250	795,250	0	795,299	1,192,875	66.67	1,192,875	820,000	(24,750)
0	0	0	0	City of Monterey	674,750	674,750	0	869,624	899,667	75.00	974,292	674,749	1
0	0	0	0	City of Carmel-by-the-Sea	125,742	125,742	0	116,039	167,656	75.00	174,557	125,742	0
0	0	0	0	City of Pacific Grove	81,867	81,867	0	71,024	109,156	75.00	112,467	81,867	0
0	0	0	0	City of Seaside	60,040	60,040	0	54,898	80,053	75.00	84,831	60,040	0
0	0	0	0	City of Salinas	72,774	72,774	0	41,677	72,774	100.00	58,526	54,580	18,194
0	0	0	0	City of Marina	44,940	44,940	0	39,701	59,920	75.00	62,769	44,940	0
0	0	0	0	City of Del Rey Oaks	1,000	1,000	0	1,000	1,000	100.00	1,000	1,000	0
0	0	0	0	Sand City	2,000	2,000	0	2,000	2,000	100.00	2,000	2,000	0
99,406	99,406	0	99,406	Sub-Total Jurisdiction Investment	1,858,363	1,858,363	0	1,991,261	2,585,102	71.89	2,663,317	1,864,918	(6,555)
				TID									
0	203,393	(203,393)	0	Monterey County	486,185	689,577	(203,393)	479,229	864,870	56.21	878,331	682,622	(196,438)
0	281,804	(281,804)	0	City of Monterey	1,151,960	1,433,764	(281,804)	1,127,480	2,066,227	55.75	2,079,790	1,437,471	(285,512)
44,685	41,816	2,868	0	City of Carmel-by-the-Sea	215,640	212,771	2,868	169,716	303,646	71.02	309,749	211,532	4,108
52,034	57,961	(5,927)	56,547	City of Pacific Grove	189,570	195,497	(5,927)	195,436	255,279	74.26	252,196	200,322	(10,752)
15,836	15,768	68	15,581	City of Seaside	174,516	174,263	253	162,216	247,801	70.43	250,672	164,163	10,353
0	59,943	(59,943)	0	City of Salinas	147,105	206,954	(59,848)	151,550	271,917	54.10	266,701	210,281	(63,176)
0	12,837	(12,837)	0	City of Marina	93,713	121,358	(27,644)	110,558	173,937	53.88	175,343	126,159	(32,446)
112,555	673,521	(560,967)	72,128	Sub-Total TID	2,458,689	3,034,183	(575,494)	2,396,186	4,183,678	58.77	4,212,782	3,032,551	(573,862)
				Private Revenue									
507	10,403	(9,896)	11,081	Marketing	33,635	56,093	(22,458)	52,869	57,755	58.24	18,776	44,778	(11,143)
6,850	7,150	(300)	7,650	Group Sales	52,725	48,675	4,050	59,090	88,975	59.26	93,025	42,150	10,575
432	433	(1)	687	New Membership	11,097	11,099	(2)	15,174	11,424	97.14	11,422	10,400	697
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)
4,784	0	4,784	0	Visitor Services Ad Commission	9,940	7,157	2,784	12,253	30,657	32.42	33,440	11,200	(1,260)
7	25	(18)	39	Interest	59	95	(36)	243	195	30.39	159	200	(141)
17,500	19,000	(1,500)	0	Misc	20,157	21,657	(1,500)	3,505	40,657	49.58	39,157	4,500	15,657
30,080	37,012	(6,932)	19,457	Sub-Total Private Revenue	228,142	245,304	(17,162)	233,081	330,192	69.09	296,507	218,831	9,311
242,041	809,939	(567,898)	190,991	Total Revenues	4,545,194	5,137,851	(592,656)	4,620,527	7,098,971	64.03	7,172,607	5,116,300	(571,106)

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For the Eight Months Ended February 28, 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 Mar 2017 - Feb 2018	Original 16-17 YTD Budget	16-17 YTD Variance vs Original Budget
			Expenses										
			MARKETING COMMUNICATIONS										
49,930	51,569	(1,640)	39,152	Salary	407,061	411,783	(4,722)	343,511	643,608	63.25	673,142	429,939	(22,878)
2,366	9,871	(7,505)	7,475	Incentive	2,366	9,871	(7,505)	7,839	55,020	4.30	55,020	10,769	(8,403)
4,341	4,164	177	3,514	Benefits	30,574	28,746	1,828	24,309	45,994	66.47	55,329	34,459	(3,884)
5,646	7,560	(1,914)	4,897	Taxes + Insurance	35,879	39,914	(4,034)	32,189	65,290	54.95	70,438	45,141	(9,262)
62,283	73,164	(10,880)	55,037	Sub-Total Talent	475,881	490,313	(14,433)	407,848	809,912	58.76	853,929	520,307	(44,427)
15,182	12,840	2,342	95,705	Advertising+Media Buys	431,858	432,341	(483)	717,101	779,855	55.38	779,855	573,494	(141,636)
15,289	29,600	(14,311)	21,757	Agency/Srvc Fees + Cntr	151,761	166,222	(14,462)	174,287	284,622	53.32	284,622	190,400	(38,639)
12,085	8,050	4,035	107,057	Production/Collateral	209,311	201,243	8,068	265,325	332,043	63.04	332,043	231,540	(22,229)
18,816	3,183	15,632	9,226	International	93,742	96,902	(3,160)	129,368	140,134	66.89	140,134	121,780	(28,038)
0	0	0	0	Research	64,245	81,745	(17,500)	53,245	148,575	43.24	148,575	69,170	(4,925)
634	700	(66)	697	Visitor Guide Distribution	31,960	32,609	(648)	32,414	33,059	96.68	33,059	33,350	(1,390)
1,898	7,000	(5,102)	9,913	Media Relations Programs	43,097	48,075	(4,978)	100,003	81,575	52.83	81,575	54,000	(10,903)
1,323	3,100	(1,777)	1,251	Media Tracking	21,903	22,938	(1,035)	17,652	32,338	67.73	32,338	18,200	3,703
0	0	0	0	Photography + Press Materials	0	0	0	2,657	0	0.00	0	0	0
4,850	6,350	(1,500)	17,460	Website/Digital	131,811	133,645	(1,834)	141,121	181,400	72.66	181,400	132,922	(1,111)
0	0	0	0	Dues + Subscriptions	1,289	1,289	0	850	1,289	100.00	1,289	1,500	(211)
41	175	(134)	151	Postage	976	1,285	(309)	532	1,985	49.16	1,985	440	536
1,287	0	1,287	448	Professional Development	10,309	8,715	1,594	3,627	13,915	74.09	13,915	8,500	1,809
391	390	1	163	Cell Phone Reimbursements	3,198	3,165	33	1,842	4,725	67.68	4,725	2,920	278
6,475	4,950	1,525	5,696	Travel + Entertainment	38,929	37,850	1,079	30,513	55,150	70.59	55,150	37,800	1,129
78,270	76,338	1,932	269,524	Sub-Total Programs	1,234,388	1,268,023	(33,636)	1,670,536	2,090,665	59.04	2,090,665	1,476,016	(241,628)
140,553	149,502	(8,949)	324,560	Total Marketing Communications	1,710,269	1,758,337	(48,068)	2,078,385	2,900,576	58.96	2,944,594	1,996,324	(286,055)

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				SALES + GROUP SERVICES									
71,963	72,155	(191)	67,789	Salary	581,063	582,322	(1,258)	568,029	906,849	64.07	936,858	606,857	(25,794)
10,250	37,329	(27,079)	26,875	Incentive	10,250	37,329	(27,079)	26,875	159,261	6.44	159,221	36,566	(26,316)
6,472	6,851	(379)	7,334	Benefits	50,599	49,674	925	51,000	78,184	64.72	89,718	46,777	3,823
8,096	8,842	(746)	9,850	Taxes + Insurance	52,458	57,012	(4,553)	56,401	91,922	57.07	105,332	70,458	(18,000)
96,782	125,177	(28,395)	111,848	Sub-Total Talent	694,371	726,337	(31,965)	702,304	1,236,216	56.17	1,291,129	760,658	(66,287)
0	0	0	3,000	Third Party Contract Support	9,500	9,500	0	22,000	9,500	100.00	0	24,000	(14,500)
11,279	18,974	(7,695)	44,487	Group Marketing	237,107	245,002	(7,895)	469,536	460,085	51.54	460,085	364,353	(127,246)
1,045	0	1,045	995	Memberships/Affiliations	10,609	6,400	4,209	10,020	14,265	74.37	14,265	8,740	1,869
0	0	0	0	Customer Advisory Board	0	0	0	0	0	0.00	6,000	0	0
1,000	1,000	0	1,000	E-Tools	15,883	15,883	0	28,928	20,300	78.24	20,300	30,983	(15,100)
70	3,500	(3,430)	4,404	Promo Items / Client Amenities	33,030	40,043	(7,013)	46,953	50,043	66.00	50,043	43,043	(10,013)
0	0	0	0	CVENT	53,457	53,457	0	51,039	53,457	100.00	53,457	53,457	0
15,852	16,573	(721)	27,865	Tradeshows + Sales Missions	241,064	261,227	(20,163)	359,268	353,749	68.15	353,749	226,205	14,859
6,868	5,518	1,350	22,462	Client Events	100,272	103,926	(3,654)	123,556	131,157	76.45	131,157	106,910	(6,638)
2,222	3,000	(778)	6,496	FAMs	18,464	22,809	(4,344)	39,504	52,809	34.96	52,809	33,000	(14,536)
11,541	7,100	4,441	8,823	Sponsorships	161,361	144,202	17,159	153,286	169,902	94.97	169,902	146,850	14,511
483	1,000	(517)	299	Site Visits	3,954	5,676	(1,722)	10,306	10,676	37.03	10,676	9,500	(5,547)
0	1,000	(1,000)	150	Conference Services	8,807	10,667	(1,860)	6,553	13,167	66.89	13,167	8,000	807
0	0	0	0	Housing Bureau	0	1,000	(1,000)	1,000	1,000	0.00	1,000	1,000	(1,000)
1,042	1,000	42	273	Opportunity Development	15,827	19,285	(3,458)	2,410	21,285	74.36	21,285	24,500	(8,673)
643	40	603	4	Postage	2,394	1,258	1,136	270	1,418	168.79	1,418	400	1,994
941	0	941	546	Professional Development	6,524	5,085	1,440	6,323	14,085	46.32	14,085	8,000	(1,476)
1,114	855	259	590	Cell Phone Reimbursements	7,028	7,029	(1)	5,617	10,449	67.26	10,449	6,840	188
10,955	4,000	6,955	7,648	Travel + Entertainment	37,803	32,980	4,823	26,738	48,980	77.18	48,980	32,000	5,803
65,056	63,560	1,496	129,043	Sub-Total Programs	963,085	985,429	(22,344)	1,363,307	1,436,329	67.05	1,432,829	1,127,781	(164,696)
161,837	188,737	(26,899)	240,891	Total Sales + Group Services	1,657,457	1,711,766	(54,309)	2,065,611	2,672,545	62.02	2,723,958	1,888,439	(230,983)

MCCVB Statement of Revenue and Expense
For the Eight Months Ended February 28, 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 Mar 2017 - Feb 2018	Original 16-17 YTD Budget	16-17 YTD Variance vs Original Budget
				MEMBERSHIP									
4,686	4,701	(15)	4,238	Salary	37,629	37,652	(23)	35,997	58,774	64.02	61,025	37,716	(87)
443	673	(230)	390	Incentive	443	673	(230)	390	4,683	9.47	4,683	673	(230)
1,124	1,072	53	1,073	Benefits	8,552	8,305	247	8,150	12,660	67.55	13,161	8,129	423
542	756	(214)	430	Taxes + Insurance	2,438	2,962	(524)	2,752	5,043	48.35	6,599	4,291	(1,853)
6,796	7,202	(406)	6,131	Sub-Total Talent	49,063	49,592	(529)	47,289	81,160	60.45	85,469	50,810	(1,747)
0	0	0	0	Member Events	28,557	28,807	(250)	27,236	29,107	98.11	36,007	31,218	(2,661)
690	0	690	0	Collateral	690	250	440	215	1,000	69.05	1,440	250	440
62	300	(238)	0	Postage	62	300	(238)	153	450	13.75	212	300	(238)
160	80	80	160	Cell Phone Reimbursements	715	640	75	640	960	74.49	1,035	640	75
226	150	76	325	Travel + Entertainment	1,125	1,291	(166)	1,321	1,891	59.48	1,725	1,200	(75)
1,138	530	608	485	Sub-Total Programs	31,545	31,288	257	29,565	33,408	94.42	40,815	33,608	(2,063)
7,934	7,732	202	6,617	Total Membership	80,608	80,880	(272)	76,854	114,568	70.36	126,284	84,418	(3,810)
				VISITOR SERVICES									
16,791	15,103	1,689	13,630	Salary	124,365	124,381	(16)	115,456	192,309	64.67	194,828	128,052	(3,687)
1,203	1,267	(64)	1,425	Incentive	1,878	1,942	(64)	1,425	7,732	24.29	7,057	1,267	611
1,067	1,044	23	1,372	Benefits	9,091	7,652	1,440	11,689	11,967	75.97	19,186	7,722	1,370
2,317	2,665	(348)	2,385	Taxes + Insurance	13,443	14,531	(1,088)	13,547	23,874	56.31	25,731	16,337	(2,894)
21,378	20,078	1,300	18,812	Sub-Total Talent	148,777	148,505	272	142,117	235,881	63.07	246,801	153,378	(4,601)
0	0	0	120	Visitor Center Collateral	4,909	5,709	(800)	3,891	8,509	57.69	7,709	5,325	(416)
0	0	0	6,099	Promotional Items	0	0	0	13,347	11,000	0.00	11,000	7,000	(7,000)
822	945	(123)	1,003	Visitor Center Facility	108,089	108,369	(281)	108,621	146,039	74.01	145,759	108,570	(481)
1,537	100	1,437	293	Postage	6,073	5,761	313	4,594	6,161	98.58	6,473	5,800	273
0	0	0	0	Professional Development	426	426	0	2,565	426	100.00	426	500	(74)
72	140	(68)	194	Cell Phone Reimbursements	1,021	1,068	(47)	958	1,628	62.70	1,581	1,120	(99)
252	85	167	464	Travel + Entainment	362	341	22	1,075	606	59.82	627	960	(598)
2,682	1,270	1,412	8,174	Sub-Total Programs	120,879	121,673	(794)	135,051	174,368	69.32	173,574	129,275	(8,396)
24,060	21,348	2,712	26,986	Total Visitor Services	269,657	270,178	(522)	277,168	410,250	65.73	420,376	282,653	(12,996)

MCCVB Statement of Revenue and Expense
For the Eight Months Ended February 28, 2017

16-17 CM					16-17 YTD			16-17		16-17 YTD %	12 Month	Original 16-17	16-17 YTD
16-17 CM	Budget	16-17 CM	15-16 CM		16-17 YTD	Budget	16-17 YTD	15-16 YTD	Budget	of Budget	Forecast Mar	YTD	Variance vs
Actual	Reforecast	Variance	Actual		Actual	Reforecast	Variance	Actual	Reforecast	Reforecast	2017 - Feb 2018	Budget	Original
ADMINISTRATION													
26,420.24	27,142	(722)	26,045	Salary	225,147	227,774	(2,627)	216,102	349,862	64.35	351,281	231,637	(6,490)
2,904.00	3,288	(384)	3,150	Incentive	2,904	3,288	(384)	3,150	25,087	11.58	25,087	3,288	(384)
3,268.90	2,737	532	4,587	Benefits	24,567	22,900	1,667	17,811	34,419	71.38	34,703	20,672	3,894
2,635.90	3,081	(445)	2,721	Taxes + Insurance	17,148	19,019	(1,871)	19,494	31,341	54.71	35,930	23,452	(6,304)
35,229	36,248	(1,019)	36,504	Sub-Total Talent	269,766	272,981	(3,215)	256,557	440,709	61.21	447,001	279,050	(9,284)
0	400	(400)	125	Board of Directors	1,748	2,348	(600)	1,183	4,148	42.14	3,548	2,150	(402)
1,576	3,050	(1,474)	2,040	Community Relations/Goodwill	19,134	21,212	(2,078)	50,698	28,912	66.18	26,834	20,800	(1,666)
184	1,114	(930)	25,350	Memberships/Affiliations	38,053	40,468	(2,415)	38,790	41,152	92.47	38,737	64,649	(26,596)
296	1,055	(759)	93	Human Resource Programs	2,282	3,054	(772)	2,126	3,830	59.59	3,058	2,030	252
889	1,500	(611)	60	Professional Development	3,239	8,101	(4,861)	6,560	14,601	22.19	9,739	11,000	(7,761)
227	400	(173)	384	Cell Phone Reimbursements	2,346	2,862	(516)	2,602	4,462	52.57	3,946	3,200	(854)
2,043	1,500	543	4,420	Travel + Entertainment	15,298	15,000	298	16,163	22,000	69.53	22,298	17,750	(2,452)
0	650	(650)	75	Legal	2,373	3,685	(1,313)	6,033	6,000	39.54	4,688	4,000	(1,627)
0	100	(100)	137	Audit/Accounting	18,500	18,700	(200)	18,366	19,100	96.86	18,900	19,300	(800)
4,950	15,000	(10,050)	13,108	Benefits/HR Services	53,590	62,450	(8,860)	37,687	82,270	65.14	73,410	31,400	22,190
586	560	26	433	Payroll Services	4,436	4,557	(121)	4,021	6,177	71.81	6,056	4,240	196
1,850	650	1,200	1,660	Consulting/Facilitation	4,500	3,950	550	13,585	10,350	43.48	10,900	2,700	1,800
11,491	11,689	(199)	10,915	Lease/Rent/CAM	91,972	92,226	(254)	89,043	140,787	65.33	140,533	93,793	(1,821)
1,053	500	553	868	Janitorial/Maintenance	4,488	4,426	63	4,699	6,826	65.76	6,888	5,250	(762)
0	0	0	0	Operations Taxes	64	64	0	93	64	100.00	64	0	64
0	0	0	0	Operations Insurances	16,108	15,221	887	14,043	15,221	105.83	16,108	16,000	108
733	940	(207)	615	Internet/Phone Service	6,118	6,622	(505)	4,865	10,382	58.92	9,878	7,520	(1,402)
5,546	5,200	346	6,302	IT / Cloud Service	41,889	41,460	429	47,820	62,260	67.28	62,689	48,300	(6,411)
262	2,100	(1,838)	2,101	Banking / Merchant Services	2,261	4,164	(1,903)	4,408	5,439	41.57	3,536	2,600	(339)
544	400	144	339	Equipment Leasing/Maintenance	7,083	6,549	534	6,877	11,449	61.86	11,983	6,720	363
235	175	60	376	Stationery	1,606	1,156	450	2,535	5,156	31.15	5,606	1,400	206
621	650	(29)	320	Office Supplies	3,728	4,356	(628)	5,909	7,106	52.46	6,478	6,400	(2,672)
181	400	(219)	272	Conference/Break Rm Supplies	2,245	2,781	(537)	2,516	4,500	49.88	3,964	3,200	(955)
1,090	850	240	1,967	Computer/Software	14,080	15,412	(1,331)	28,627	24,250	58.06	22,918	24,250	(10,170)
491	0	491	185	Furniture/Fixtures	854	850	4	909	3,500	24.39	3,504	750	104
(628)	0	(628)	81	Postage, BM Permit, PO Box	1,112	1,726	(614)	2,000	2,051	54.23	1,437	1,425	(313)
34,221	48,883	(14,663)	72,226	Sub-Total Programs	359,106	383,400	(24,294)	412,160	541,993	66.26	517,699	400,827	(41,721)
69,450	85,132	(15,682)	108,729	Total Administration	628,872	656,381	(27,508)	668,717	982,702	63.99	964,700	679,877	(51,005)
12,500	13,500	(1,000)	0	Total Destination Salinas Agreement	12,500	13,500	(1,000)	0	33,000	37.88	33,000	0	0
416,334	465,950	(49,615)	707,784	Total Expenses	4,359,362	4,491,041	(131,679)	5,166,735	7,113,641	61.28	7,212,911	4,931,710	(584,848)
(174,294)	343,989	(518,283)	(516,793)	Net Retained	185,832	646,809	(460,977)	(546,207)	(14,670)	(1,266.79)	(40,305)	184,590	13,743

FY 2016-2017 February Financial Statements Variance Summary

BUDGET - GENERAL NOTE: References to budget refer to the budget reforecast approved by the Board in January 2017.

REVENUE	CURRENT MONTH	YEAR TO DATE
Jurisdiction Investment		
TID		
Monterey County	\$0 received vs. budget of \$203,393	-\$203,393 variance Year to Date; \$209,561 received in March
City of Monterey	\$0 received vs. budget of \$281,804	-\$281,804 variance Year to Date; \$278,087 received in March
City of Carmel	\$44,685 received vs. budget of \$41,816	+\$2,868 variance Year to Date
City of Pacific Grove	\$52,034 received vs. budget of \$57,961	-\$5,927 variance Year to Date
City of Seaside	\$15,836 received vs. budget of \$15,768	+\$253 variance Year to Date
City of Salinas	\$0 received vs. budget of \$59,943	-\$59,848 variance Year to Date; \$52,426 received in March
City of Marina	\$0 received vs. budget of \$12,837	-\$27,644 variance Year to Date; two monthly payments behind schedule
Private Revenue	Marketing: Visitor Guide revenue share expected in February not yet received Group Sales: MPISSN crab feed revenue recognized in January and budgeted in February Visitor Services Ad Commission: Payment timing – expected in January and received in February Misc: Credit card reward redemption delayed to March (note this line now contains Destination Salinas agreement revenue)	Marketing: Visitor Guide revenue share expected in February not yet received and awaiting final quarter reconciliation of DTN banner ad revenue share Group Sales: December Events had higher than budgeted revenue: CalSAE Seasonal Spectacular, AMEX Interaction, Association Forum Holiday Showcase and SITE SoCal Holiday Luncheon Visitor Services Ad Commission: Timing of receipts for 4Q 2016 – expect to end year on budget

EXPENSE - GENERAL NOTE: Postage, Professional Development, Cell Phone Reimbursements and Travel/Entertainment budgets have been allocated evenly by month or quarter and will (in most cases) have variances between budget and actual both in the current month and year to date due to use/activity timing.

EXPENSE	CURRENT MONTH	YEAR TO DATE
Marketing Communications		
Agency/Service Fees	Delayed start in February for new agency resulted in lower prorated amount than full amount budgeted and actual cost for the new agency's retainer is under the projected monthly fee	Delayed start in February for MMGY and lower monthly fee than budgeted will lead to \$25K underspend by end of year
Production/Collateral	Overspent due to additional Hilton Head Seafood Watch partnership pop-up invoice and earlier than planned pre-payments for Chicago pop-up production	
International	Overspent for the month due to Brand USA City Page and Mexico co-op invoices budgeted in January but received in February	
Research		Underspent due to invoice timing - Tourism Economics TID research support initial invoice only required 50% of contract while budget assumed 100% payment in January – second 50% invoice pending completion of report
Media Relations Programs	Underspent due to MCC media FAM delay, less spend in amenities and more FAMs hosted by members than anticipated	Underspent due to less amenities than anticipated, delay in MCC media FAM execution, and more FAMs hosted by members than anticipated
Media Tracking	Delayed use of PR Newswire for tracking of press releases	Delayed use of PR Newswire for tracking of press releases
Website/Digital	Underspent due to cost savings on email template; plan to reallocate to amplify spring initiatives	

Sales + Group Services	CURRENT MONTH	YEAR TO DATE
Group Marketing	Under budget due to delay in agency creative update due to MCC and MPI invoices expected in February to be processed in March	MPI delay, lower spend on design and production projects for MCC partially offset by earlier than expected PR firm MCC media FAM invoice
Memberships/Affiliations	Overspent due to timing of membership renewals budgeted for January but realized in February (SITE/FICP) and SVBTA realized in February but budgeted in June	Over budget due to timing of membership renewals budgeted later in the year SVBTA, Destination Reps, MPI, NTA
Promo Items	Underspent - fully stocked inventory in December so no need for Jan/Feb purchases	Underspent - fully stocked inventory in December so no need for Jan/Feb purchases
Tradeshows		Savings on Amex Interaction in December and MPI SoCal Tradeshow in January, expenses not yet realized for NTA Travel Exchange in February, and lower than expected prepayments for IPW in June
Client Events	Overspent due to early prepayment of Sacramento Client Event in May	Underspent due to less than anticipated prepayments of Pop Up events, East Bay Client Event, CalSAE ELEVATE Client Event and Northeast Sales calls offset somewhat by earlier than planned prepayment for Houston event
FAMs		MCC client FAMs delayed due to project delays
Sponsorships	Overspent due to early prepayment Conference Direct, CalSAE Elevate, and MPISCC Wine Sponsorship	Early prepayment of CalSAE Elevate, CA Cup, Conference Direct, and MPISCC sponsorships
Site Visits		Under budget due to fewer overnight site visits YTD
Conference Services	Underspent due to no need for Conference Service Funds in February	Underspent due to no need for Conference Service Funds
Housing Bureau		Timing of invoice from MeetingMax expected in January but not yet received
Opportunity Development		Underspent due to no need for Opportunity Funds in December -February and pick up from CA Farm Bureau in December less than expected

Membership	CURRENT MONTH	YEAR TO DATE
Collateral	Timing – spent earlier than planned	Timing – spent earlier than planned
Visitor Services		
Visitor Center Collateral		Printing as needed but expect to spend to budget by year-end
Postage	Postage was trued up and reallocated for year to date in February by group based on usage	
Administration	CURRENT MONTH	YEAR TO DATE
Community Relations	Delay in VCA Outlook Forum expenses, expenses will land in March	Delay in VCA Outlook forum expenses, timing of Opportunity funds not needed in January
Memberships/Affiliations	Cal Chamber membership budget not needed as was already incurred in October and DMAI Org Fin study delayed	Cal Chamber membership budget not needed as was already incurred in October and Cal Travel, PCMA, and DMAI Org Fin study delayed
Benefits/HR Services	Compensation and benefits study progress billing delayed but expect to spend to budget by March	Compensation and benefits study progress billing delayed but expect to spend to budget by March
Consulting Facilitation	Services timing – will spend to budget in March	
Banking Merchant Services	Fee for line of credit renewal delayed	Fee for line of credit renewal delayed
Computer/Software		Purchases in late February with products and invoices received in March will bring spend to budget
Destination Salinas Agreement	Administrative time and compensation for establishing agreement greater than expected	

**MCCVB
Balance Sheet**

	February 28, 2017	January 31, 2017	Change	Notes
ASSETS				
Current Assets				
Union Bank - Checking	\$ 734,241	\$ 665,610	\$ 68,631	
Union Bank - Money Market	20,253	20,252	1	
Rabobank - Checking	20,011	20,011	0	
Rabobank - Money Market	51,619	51,613	6	
Petty Cash	163	176	(13)	
PayPal Cash Balance	7,114	4,378	2,736	
<i>Sub-Total Cash</i>	<i>833,400</i>	<i>762,039</i>	<i>71,361</i>	
Accounts Receivable	100,449	356,199	(255,750)	
TID Receivable	862,868	862,868	0	
<i>Sub-Total Receivables</i>	<i>963,317</i>	<i>1,219,067</i>	<i>(255,750)</i>	
Total Current Assets	1,796,717	1,981,106	(184,389)	
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	54,037	45,882	8,155	ASAE (8/17) Assn Forum (12/17) offset by Go West release
Prepaid Expenses	30,271	20,342	9,929	MMGY deposit at contract beginning offset somewhat by Sac client event release
Lease Deposit	11,000	11,000	0	
Total Other Assets	95,308	77,224	18,084	
Total Assets	\$ 2,011,882	\$ 2,178,187	(\$ 166,305)	
LIABILITIES AND CAPITAL				
Current Liabilities				
Accounts Payable	\$ 99,859	\$ 88,870	\$ 10,989	
Accrued Vacation	53,343	53,343	0	
Deferred Revenue	41,620	44,620	(3,000)	MPINCC ACE and East Bay Client Event revenue released offset partially by Houston Cleint Event revenue added
Total Current Liabilities	194,821	186,832	7,989	
Capital				
Beginning Balance Equity	568,247	568,247	0	
Net Assets	1,062,982	1,062,982	0	
Net Income	185,832	360,126	(174,294)	February net retained
Total Capital	1,817,061	1,991,355	(174,294)	
Total Liabilities & Capital	\$ 2,011,882	\$ 2,178,187	(\$ 166,305)	

MCCVB
Aged Receivables
As of February 28, 2017

Customer	Current	1-30	31-60	61+	Amount Due	Comment
Abalonetti Bar and Grill				33	33	11/23 emailed
Asilomar Conference Center	150				150	
Monterey Tides		750			750	Emailed reminder 3/20
Carmel Mission Inn	4,425				4,425	
Carmel Plaza	350				350	
Champlin Wireless Communications				325	325	Will write off membership if not paid by end of month
City of Carmel-by-the-Sea	250	41,914	250		42,414	Emailed reminder 3/20
City of Salinas	17,500				17,500	
Coastal Luxury Management LLC		350			350	Emailed reminder 3/20
Embassy Suites Monterey Bay-Seasi	3,725				3,725	
Folktale Winery				1,450	1,450	Called VM Folktale finance 1/12
Hilton Garden Inn	3,000				3,000	
Hotel Pacific	3,131				3,131	
Hyatt Regency Monterey	1,225				1,225	
Inns of Monterey	3,131				3,131	
InterContinental The Clement	1,075				1,075	
Key Magazine				175	175	Will write off membership if not paid by end of month
La Playa Hotel	500				500	
Monterey Bay Aquarium	3,481				3,481	
Monterey Guided Wine Tours				163	163	Will write off membership if not paid by end of month
Monterey Marriott			174		174	Emailed reminder 3/21
Monterey Plaza Hotel & Spa	124				124	
Monterey Peninsula Chamber of Commerce				500	500	iTour mobile awaiting acceptance
Nothing Bundt Cakes				200	200	Will write off membership if not paid by end of month
Pebble Beach Resorts	3,000				3,000	
Portola Hotel & Spa	4,200				4,200	
Ventana Inn and Spa	350		350		700	March co-op
Visit California - UK				1,200	1,200	Trying to locate new contact
Visit Carmel	3,000				3,000	
Report Total	52,616	43,014	774	4,045	100,449	

MCCVB
Aged Payables
As of February 28, 2017

Vendor	0 - 30	31 - 60	61 - 90	Over 90 days	Amount Due	Comment
AFLAC	840				840	
Alliah Sheta	93				93	
Association Forum	4,100				4,100	
brandeditems, inc.	690				690	
BurrellesLuce Media Analy	1,323				1,323	
Business Cards	45,284				45,284	
Comcast	235				235	
Comcast Business Class	358				358	
Commercial Quality Cleanin	120				120	
David Cater	(15)				(15)	Employee reimbursement due
David Marzetti	217				217	
Destination Salinas	7,760				7,760	
First Communications, LLC	19				19	
Geisler3	235				235	
Howard Munves	164				164	
Joe Marcy	369				369	
John Chatters, General Cont	253				253	
Cassandra Boettcher	274				274	
The Knowland Group	1,000				1,000	
Liz Kara	247				247	
Mark McMinn	192				192	
MMGY Global, LLC	20,000				20,000	
Monterey Bay Aquarium	1,325				1,325	
Monterey Signs	536				536	
North American Journeys	4,740				4,740	
Parasol	6,894				6,894	
PG&E	279				279	
Purchase Power	1,009				1,009	
Ready Refresh	41				41	
Rob O'Keefe	(4)				(4)	
Sammy Ramos	191				191	
Silveira Building Services, LL	800				800	
UPS	234				234	
WageWorks	53				53	
	99,859				99,859	

2016 - 17 TRADE SHOWS		Actual	Budget		Variance					
Month	Description	YTD Feb	YTD Feb	Full Year Budget	YTD Feb	Expected Results (in lead room nts)	Actual Results (in lead room Nts)	YTD Actual Revenue	Annual Budget Revenue	YTD Revenue Variance
Jul-16	Luxury Meetings Summit-Dallas, TX	\$ 876	\$ 876	\$ 876	\$ -	300	60			
Jul-16	Smart Meetings Mid Atlantic- Washington DC	\$ 2,718	\$ 2,718	\$ 2,718	\$ -	300	-			
Jul-16	Luxury Meetings Summit- Raleigh/Durham, NC	\$ 2,151	\$ 2,151	\$ 2,151	\$ -	300	-			
Jul-16	CESSE - Omaha, NE	\$ 4,966	\$ 4,966	\$ 4,966	\$ 0	400	-			
Jul-16	All Things Meetings - Silicon Valley	\$ 1,300	\$ 1,300	\$ 1,300	\$ -	1,000	1,132			
Aug-16	Luxury Meetings Summit - San Francisco	\$ 821	\$ 821	\$ 821	\$ -	300	145			
Aug-16	Luxury Meetings & Client Event - Indianapolis, IN	\$ 3,156	\$ 3,156	\$ 3,156	\$ -	1,000	966			
Aug-16	Luxury Meetings Summit - Silicon Valley	\$ 843	\$ 843	\$ 843	\$ -	300	20			
Aug-16	Luxury Meetings Summit & Client Event - Cincinnati, OH	\$ 2,168	\$ 2,168	\$ 2,168	\$ -	300	64			
Aug-16	Luxury Meetings Summit- Portland, OR	\$ 1,890	\$ 1,890	\$ 1,890	\$ -	300	52			
Aug-16	Luxury Meetings Summit - Seattle, WA	\$ 953	\$ 953	\$ 953	\$ -	300	-			
Aug-16	Luxury Meetings Summit & Client Event - Cleveland, OH	\$ 4,108	\$ 4,108	\$ 4,108	\$ -	300	-			
Aug-16	ASAE Annual Meeting & Expo, Salt Lake City, UT	\$ 29,929	\$ 29,929	\$ 29,929	\$ -	5,000	15,933	\$ 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	35			
Sep-16	Meetings & Incentives Supplier Showcase, Lake Geneva, WI	\$ 590	\$ 590	\$ 590	\$ -	500	444			
Sep-16	Luxury Meetings Summit- Denver, CO	\$ 1,513	\$ 1,513	\$ 1,513	\$ -	500	735			
Sep-16	Luxury Meetings Summit- Chicago, IL	\$ 700	\$ 700	\$ 700	\$ -	500	375			
Sep-16	Smart Meetings West National- Phoenix, AZ	\$ 5,750	\$ 5,750	\$ 5,750	\$ -	300	-			
Sep-16	Luxury Meetings Summit SLC changed to January	\$ 56	\$ 56	\$ 56	\$ -	-	-			
Oct-16	Luxury Meetings Summit - Boston, MA	\$ 1,340	\$ 1,295	\$ 1,295	\$ 45	300	-			
Oct-16	Luxury Meetings Summit - Stamford, CT	\$ 1,096	\$ 1,092	\$ 1,092	\$ 4	300	-			
Oct-16	Luxury Meetings Summit - New York, NY	\$ 1,259	\$ 1,243	\$ 1,243	\$ 16	300	-			
Oct-16	Luxury Meetings Summit - New York, NY Suburbs	\$ 1,304	\$ 1,273	\$ 1,273	\$ 31	300	-			
Oct-16	IMEX- Las Vegas	\$ 61,110	\$ 61,110	\$ 61,110	\$ -	5,000	8,776	\$ 16,500	\$ 16,500	\$ -
Oct-16	Luxury Meetings Summit - Basking Ridge, NJ	\$ 1,112	\$ 1,088	\$ 1,088	\$ 25	500	-			
Oct-16	Luxury Meetings Summit- Philadelphia, PA	\$ 1,108	\$ 1,095	\$ 1,095	\$ 13	500	910			
Oct-16	Luxury Meetings Summit- Baltimore, MD	\$ 742	\$ 734	\$ 734	\$ 8	500	-			
Oct-16	Luxury Meetings Summit-Washington, DC	\$ 734	\$ 734	\$ 734	\$ -	500	67			
Oct-16	Luxury Meetings Summit- Washington, DC Beltway	\$ 724	\$ 724	\$ 724	\$ -	500	-			
Nov-16	Smart Meetings Southwest- Dallas/Fort Worth	\$ 2,709	\$ 2,709	\$ 2,709	\$ (0)	500	-			
Nov-16	FICP Annual Conference, Nashville	\$ 2,730	\$ 2,730	\$ 2,730	\$ -	2,000	1,057			
Nov-16	Luxury Meetings Summit & client Event -Atlanta, GA	\$ 2,850	\$ 2,850	\$ 2,850	\$ -	500	259			
Nov-16	Luxury Meetings Summit & Client Event- Austin, TX	\$ 675	\$ 675	\$ 675	\$ -	-	-			
Dec-16	CalSAE Seasonal Spectacular - Sacramento, CA	\$ 18,697	\$ 16,903	\$ 17,000	\$ 1,795	5,000	7,726	\$ 8,800	\$ 8,000	\$ 800
Dec-16	AMEXInteraction Show Gold Sponsorship, New Orleans	\$ 9,126	\$ 12,632	\$ 13,000	\$ (3,506)	2,500	3,291	\$ 1,500	\$ -	\$ 1,500
Dec-16	Assn Forum Holiday Showcase - Chicago	\$ 7,971	\$ 8,633	\$ 9,000	\$ (662)	5,000	8,287	\$ 1,275	\$ 525	\$ 750
Jan-17	PCMA Convening Leaders -Austin, TX	\$ 12,462	\$ 9,573	\$ 10,000	\$ 2,889	100	148			

2016 - 17 TRADE SHOWS		Actual	Budget		Variance					
Month	Description	YTD Feb	YTD Feb	Full Year Budget	YTD Feb	Expected Results (in lead room nts)	Actual Results (in lead room Nts)	YTD Actual Revenue	Annual Budget Revenue	YTD Revenue Variance
Jan-17	HelmsBriscoe Annual Business Conference	\$ 4,405	\$ 1,925	\$ 5,500	\$ 2,480	2,500	-			
Jan-17	MPI SoCal Tradeshow	\$ -	\$ 3,600	\$ 4,000	\$ (3,600)	400	-			
Feb-17	Go West Summit - Reno, NV	\$ 4,019	\$ 3,002	\$ 4,100	\$ 1,018	200	96			
Feb-17	NTA Travel Exchange - St. Louis, MO	\$ 2,508	\$ 4,592	\$ 5,800	\$ (2,084)	200	60			
Feb-17	NAJ Receptive Operator Summit - Marina del Rey, CA	\$ 3,043	\$ 1,750	\$ 2,500	\$ 1,293	200	-			
Feb-17	PMPI MACE! - Washington, DC	\$ 65	\$ 1,050	\$ 1,500	\$ (985)	1,500	-			
Feb-17	DMAI Destinations Showcase/Sales Mission	\$ 7,254	\$ 8,949	\$ 10,000	\$ (1,695)	2,500	-			
Feb-17	MPI NCC Annual Conference and Trade Show, San Francisco	\$ 6,199	\$ 7,000	\$ 10,000	\$ (801)	3,000	-	\$ 5,250	\$ 5,250	\$ -
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	\$ 1,514	\$ 2,250	\$ 5,000	\$ (736)	2,500	-			
Mar-17	MPISSN Trade Show	\$ 325	\$ 585	\$ 1,300	\$ (260)	1,000	-			
Mar-17	Experient's Envision Conference- Location TBA	\$ 4,222	\$ 2,250	\$ 5,000	\$ 1,972	2,500	-			
Mar-17	NAJ Active America China - Portland, OR	\$ -	\$ -	\$ -	\$ -	-	-			
Mar-17	MPI-RMC MIC Conference & Tradeshow, Denver CO	\$ 3,325	\$ 2,875	\$ 3,700	\$ 450	1,000	-			
Mar-17	MPI Cascadia, Portland Sales Calls	\$ 1,715	\$ 1,350	\$ 3,000	\$ 365	1,000	-			
Apr-17	Meetings Mean Business Roadshow (Kansas City, St. Louis, CHI)	\$ 1,320	\$ 1,400	\$ 4,000	\$ (80)	1,500	-			
Apr-17	Conference Direct Annual Mtg-Baltimore, MD	\$ -	\$ 2,250	\$ 5,000	\$ (2,250)	2,500	-			
Apr-17	PCMA NCC Leap Joint Conference	\$ -	\$ 1,050	\$ 3,000	\$ (1,050)	500	-			
Apr-17	SF Travel NYC Client Reception and sales calls	\$ -	\$ 875	\$ 2,500	\$ (875)	1,500	-			
Apr-17	SF Travel Washington DC Sales mission	\$ -	\$ 525	\$ 1,500	\$ (525)	1,500	-			
Apr-17	MPI Joint tradeshow (OC/SD)	\$ 214	\$ 1,400	\$ 4,000	\$ (1,186)	500	-			
May-17	Successful Meetings Destination CA	\$ -	\$ -	\$ -	\$ -	3,000	-			
Jun-17	IBTM Americas (Ft. Lauderdale, FL)	\$ 232	\$ 2,000	\$ 10,000	\$ (1,768)	2,500	-			
Jun-17	IAGTO North America Convention, Miami, FL	\$ (0)	\$ 800	\$ 4,000	\$ (800)	500	-			
Jun-17	IPW Pow Wow- Washington DC	\$ 2,135	\$ 11,600	\$ 58,000	\$ (9,465)	2,500	-		\$ 30,000	
Jun-17	MPI-WEC Las Vegas	\$ 824	\$ 1,059	\$ 2,000	\$ (235)	500	-			
	Total	\$ 241,064	\$ 261,227	\$ 353,749	\$ (20,163)	73,000	52,096	\$ 40,825	\$ 67,775	

2016 - 17 CLIENT EVENTS		Actual	Budget		Variance					
Month	Description	YTD Feb	YTD Feb	Full Year Budget	YTD Feb	Expected Results (in lead room nts)	Actual Results (in lead room Nts)	YTD Actual Revenue	Annual Budget Revenue	YTD Revenue Variance
Jul-16	Risk Mgt Roadshow / Pat Zollman, HelmsBriscoe SF Reception	\$ 2,372	\$ 2,372	\$ 2,372	\$ -	1,500	2,145			
Jul-16	Risk Mtg Roadshow / Pat Zollman, HelmsBriscoe Sacramento	\$ 1,202	\$ 1,202	\$ 1,202	\$ -	2,500	3,094			
Aug-16	PCMANCC Ball Game day / Host Clients	\$ 1,236	\$ 1,236	\$ 1,236	\$ -	200	207			
Aug-16	AZ Client Event	\$ 6,483	\$ 6,483	\$ 6,483	\$ -	1,500	2,305			
Aug-16	MN SITE Summer Event (Travel)	\$ 525	\$ 525	\$ 525	\$ -	300	904			
Aug-16	Silicon Valley Corporate Client Event	\$ 5,654	\$ 5,654	\$ 5,654	\$ -	2,000	3,495	\$ 2,500	\$ 2,500	\$ -
Aug-16	Twinsburg/Experient Office Visit	\$ 371	\$ 371	\$ 371	\$ (0)	100	-			
Sep-16	CalSAE Ball Game day / Host Clients	\$ 1,000	\$ 1,000	\$ 1,000	\$ -	500	-			
Sep-16	San Francisco Client Giants Game at Luxury Suite	\$ 10,379	\$ 10,379	\$ 10,379	\$ -	500	305	\$ 4,000	\$ 4,000	\$ -
Sep-16	Iowa/ITA Group Office Visit	\$ 396	\$ 396	\$ 396	\$ (0)	1,000	1,452			
Sep-16	Los Angeles/Orange County Client Event	\$ 7,157	\$ 7,157	\$ 7,157	\$ -	2,500	5,655	\$ 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	1,920			
Sep-16	Seattle Client Event, Safeco Field/Sales Calls	\$ 8,829	\$ 8,829	\$ 8,829	\$ -	400	475			
Oct-16	Milwaukee Sales Calls & Client Event (Mani/Pedi Reception)	\$ 1,300	\$ 1,300	\$ 1,300	\$ -	400	503			
Oct-16	Visit CA Canada Sales Mission	\$ 6,170	\$ 6,170	\$ 6,170	\$ -	200	-			
Oct-16	CHI Client Event w/ Bay Area Partners (Cooking Class)	\$ 1,730	\$ 1,730	\$ 1,730	\$ -	1,000	1,732			
Nov-16	Tour of Lights (with Seasonal)	\$ 1,627	\$ 1,325	\$ 1,325	\$ 302	400	418			
Nov-16	East-West Marketing China Sales Mission + CITM	\$ 15,316	\$ 15,316	\$ 15,316	\$ -	400	-			
Dec-16	CalSAE Holiday Lunch Co-op décor and guest hosts	\$ 1,572	\$ 1,427	\$ 1,427	\$ 145	500	760			
Dec-16	CVBReps Holiday Event - Washington, DC	\$ -	\$ -	\$ -	\$ -	100	-			
Feb-17	MPISSN Crab Feed Table Host, Sacramento CA	\$ 1,571	\$ 1,190	\$ 1,700	\$ 381	5,000	4,551	\$ 400	\$ 400	\$ -
Jan-17	Indianapolis Sales Calls & Client Event (Mani/Pedi Reception)	\$ -	\$ 1,800	\$ 2,000	\$ (1,800)	750	-			
Jan-17	Visit CA Mexico Sales Mission	\$ 6,696	\$ 3,978	\$ 4,000	\$ 2,718	200	30			
Feb-17	St. Louis Sales Calls/Client Event (Mani/Pedi Reception)	\$ -	\$ 1,400	\$ 2,000	\$ (1,400)	750	-			
Feb-17	Kansas City Sales Calls/Client Event (Mani/Pedi Reception)	\$ 1,424	\$ 1,400	\$ 2,000	\$ 24	500	-			
Feb-17	SF Travel Chinese New Year DC Client Event	\$ 18	\$ 350	\$ 500	\$ (332)	1,500	-			
Feb-17	East Bay Client Event - Warriors	\$ -	\$ 1,400	\$ 2,000	\$ (1,400)	1,500	-	\$ 1,500	\$ 1,500	\$ -
Apr-17	CalSAE ELEVATE Client Event	\$ -	\$ 1,925	\$ 5,500	\$ (1,925)	2,200	-		\$ 1,000	
Apr-17	Houston cooking challenge	\$ 6,258	\$ 1,400	\$ 4,000	\$ 4,858	1,500	-			
Apr-17	SNAP event with SF Travel	\$ -	\$ -	\$ -	\$ -	300	-			
Apr-17	Northeast sales calls and baseball game client event	\$ -	\$ 1,750	\$ 5,000	\$ (1,750)	750	-		\$ 1,500	
May-17	ASAE Golf Tournament - Washington, DC	\$ -	\$ -	\$ -	\$ -	200	-			
May-17	Sacramento Client Activity	\$ 2,900	\$ 2,000	\$ 8,000	\$ 900	1,250	-		\$ 5,800	
May-17	MCCVB Washington DC Sales Mission	\$ -	\$ 875	\$ 3,500	\$ (875)	2,500	-		\$ 2,000	
May-17	AMPS Golf Tournament	\$ -	\$ -	\$ -	\$ -	200	-			
	Pop-Ups	\$ -	\$ 3,500	\$ 10,000	\$ (3,500)					
May-17	SF Travel Canada Sales Mission	\$ -	\$ -	\$ -	\$ -	200	-			
	Total	\$ 100,272	\$ 103,926	\$ 131,157	\$ (3,654)	37,000	30,170	\$ 10,900	\$ 21,200	\$ (10,300)

2016 - 17 SPONSORSHIPS		Actual	Budget		Variance					
Month	Description	YTD Feb	YTD Feb	Full Year Budget	YTD Feb	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	40,860			
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	2,313			
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	\$ 35,708	\$ 35,000	\$ 35,000	\$ 708	2,500	3,291			
Dec-16	PCMA Philadelphia Chapter Holiday Party and Sales Calls	\$ 861	\$ -	\$ -	\$ 861	500	-			
Dec-16	AZMPI Holiday Gala Wine Sponsorship	\$ 1,868	\$ 2,000	\$ 2,000	\$ (132)	500	-			
Dec-16	SITE SoCal Holiday Luncheon	\$ 3,561	\$ 4,700	\$ 4,700	\$ (1,139)	500	-	\$ 1,000	\$ -	\$ 1,000
Dec-16	SITE TEXAS Chapter	\$ 5,011	\$ 5,000	\$ 5,000	\$ 11	300	170			
Jan-17	PCMA Greater Midwest Chapter	\$ -	\$ 5,000	\$ 5,000	\$ (5,000)	300	-			
Feb-17	MPISN 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	\$ 800	\$ 8,000	\$ 6,700	3,500	-			
Apr-17	CA Cup Sponsorship - Los Angeles, CA	\$ 3,000	\$ 0	\$ 3,500	\$ 3,000	200	-			
Apr-17	CalSAE ELEVATE Annual Conference Sponsorship Sapphire	\$ 5,712	\$ -	\$ 8,500	\$ 5,712	300	-			
Jun-17	Association Swing Golf	\$ -	\$ -	\$ 2,500	\$ -	500	-			
Jun-17	MPISCC Wine Sponsor - June Gala Event	\$ 3,073	\$ -	\$ 2,500	\$ 3,073	150	-			
Jun-17	MPI-CAC Golf Outing	\$ -	\$ -	\$ 1,500	\$ -	150	-			
	Total	\$ 161,361	\$ 144,202	\$ 169,902	\$ 17,159	40,000	55,353	\$ 1,000	\$ -	\$ 1,000

TID Received and Budgeted
Fiscal Year 16-17

		7/15	8/15	9/15	10/15	11/15	12/15	1/16	2/16	15-16 YTD Feb		7/16	8/16	9/16	10/16	11/16	12/16	1/17	2/17	16-17 YTD Feb	Over (under) previous YTD
	TID																				
Received	Monterey County		226,130				253,099			479,229			230,240				255,944			486,185	6,955
For What Period			Apr-Jun				Jul-Sep						Apr-Jun				Jul-Sep				
Rooms @ \$2			100,776				113,009						103,767								
Rooms @ \$1			26,862				29,638						25,002								
Budgeted		-	226,130	-	-	-	253,099	-	-	479,229			230,240				255,944		203,393	689,577	210,348
Received	City of Monterey			358,682		407,593		361,205		1,127,480			365,314			416,805		369,841		1,151,960	24,479
For What Period				May-Jun		Jul-Aug		Sep Oct					May-Jun			Jul-Aug		Sep-Oct			
Rooms @ \$2				129,929		146,376		127,789								147,560		131,402			
Rooms @ \$1				102,447		118,959		109,276								125,895		110,773			
Budgeted		-	-	358,682	-	407,593	-	361,205	-	1,127,481			365,314			416,805		369,841	281,804	1,433,764	306,283
Received	City of Carmel		54,174					115,542		169,716			52,359		61,444		57,152		44,685	215,640	45,924
For What Period			May-Jun					Jul-Aug, Sep-Oct					May-Jun		Jul-Aug		Sep-Oct		Nov-Dec		
Rooms @ \$2																			7,805		
Rooms @ \$1																			29,526		
Budgeted		-	54,174	-	-	-	-	115,542	-	169,716			52,359		61,444		57,152		41,816	212,771	43,056
Received	City of Pacific Grove		63,792			75,097			56,547	195,436			63,566			73,970			52,034	189,570	(5,866)
For What Period			Apr-Jun			Jul-Sep			Nov-Dec				Apr-Jun			Jul-Sep			Oct-Dec		
Rooms @ \$1																					
Rooms @ \$ 0.50																					
Budgeted		-	63,792	-	-	75,097	-	-	53,305	192,194			63,566			73,970			57,961	195,497	3,302
Received	City of Seaside	18,456	24,028	23,579	23,366	22,055	19,464	15,688	15,581	162,216		20,398	22,285	25,641	24,437	21,573	28,285	16,061	15,836	174,516	12,300
For What Period		May	June	July	August	September	October	November	December			May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		
Rooms @ \$2		5,016	7,160	6,066	6,252	6,622	5,765	4,976	4,961			5,903	6,154	6,758	6,551	5,985	10,934	5,269	4,848		
Rooms @ \$1		8,610	9,951	11,685	11,098	9,034	8,131	5,894	5,816			8,798	10,202	12,384	11,582	9,821	6,703	5,685	6,300		
Budgeted		18,456	24,028	23,579	23,366	22,055	19,464	16,132	16,467	163,547		20,398	22,285	25,641	24,437	21,573	28,285	15,876	15,768	174,263	10,716
Received	City of Salinas			74,940			76,610			151,550			79,458				67,553	95		147,105	(4,444)
For What Period				Apr-Jun			Jul-Aug						Apr-Jun				Jul-Sep	Jul-Sep			
Rooms @ \$2																					
Rooms @ \$1																					
Budgeted		-	-	74,940	-	-	76,610	-	-	151,550			79,458				67,553		59,943	206,954	55,404
Received	City of Marina	14,602		29,568			66,388			110,558			29,248			35,286	29,180			93,713	(16,845)
For What Period		Apr		May-Jun			Jul-Oct						May-Jun			Jul-Aug	Sep-Oct				
Rooms @\$2				3,017			14,306														
Rooms @ \$1				23,833			52,753														
Budgeted		14,602	-	29,568	-	-	66,388	-	11,547	122,105			29,248			35,286	29,180	14,807	12,837	121,358	(748)
		33,057	368,124	486,769	23,366	504,745	415,562	492,435	72,128	2,396,186		20,398	842,470	25,641	85,882	547,633	438,114	385,996	112,555	2,458,689	62,504
		33,057	368,124	486,769	23,366	504,745	415,562	492,880	81,319	2,405,822		20,398	842,470	25,641	85,882	547,633	438,114	400,524	673,521	3,034,183	628,362

MCCVB Marketing Communications ROI FY2016-17												
Date(s) of Event	Description	Budget	Actual Cost	Expected results				Actual Results				Notes/Recommendation
				Social Impressions	Earned Media Impressions*	PR -Ad Equivalency*	Other	Social Impressions	Earned Media Exposure*	PR -Ad Equivalency*	Other	
Aug-16	AquaCurean Culinary Event in Savannah	\$ 1,200	\$ 1,200	100,000	N/A	\$ 1,200		114,000	107,637	\$ 1,164		Expected results - may fluctuate due to # of influencer, followers and amount of posts; Comms contacted food writers in MC, Edible Monterey Bay was the only publication to promote the event through social media
Nov-16	Phoenix pop-up	\$ 67,500	\$ 68,413	400,000	10,000	\$ 20,000		857,239	2,937,823	\$ 18,039	Hosted Leah LeMoine of Phoenix Mag	Expected results - may fluctuate due to # of influencer, followers and amount of posts, actuals as of 2/16/17 . Phoenix FAM happening 2/15 - 2/17/27. Expect \$30k in ad equivalency by 6 month post event. Budget amounts as of 12/8. Still waiting for invoices to come through.
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: 4,648,000	\$ 1,205,509		Reporting only Magazine and video EM; more expected as of 3/20/17 - social is \$163,500
10/23-10/28	Canada Media Mission	\$ 6,000		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.
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					Following up with media to host in 2017
Dec-16	SMT	\$ 20,000	\$ 17,000	N/A expected social impressions			SMT highlighting Monterey County as a winter travel destination		222,146,044	\$4,416,210.00		
Dec 16 - Jan 17	Holiday promotion and sweepstakes	\$ 67,500	\$ 53,337	160,000	-	\$	- Landing page visits = 28,000; Newsletter signups= 1,100; Sweepstakes entries = 9,137	182,412			Landing page visits = 141,933; Newsletter Signups = 4,973; Sweepstakes entries = 59,934	Results exceeded prior year's sweepstakes and was successful in driving web visits and content engagement. Goals were based on an average, or made calculated assumptions based on past two campaigns of similar scope to project expected results. Expected social impressions based on previous sweeps.
April 23 - April 26, 2017	MCC/Group Media FAM	\$ 15,000		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				CAN	
May-17	Outdoor adventure content campaign	\$ 67,500		2,940,000			Introduce Monterey County to new audience, build following and exposure. Content= 3 new short vidoes, facebook live, newsletter and posts on various social channels					
6/3-6/7	IPW - Media	\$ 3,500		N/A expected social impressions		\$3,500	Introduce Monterey County to media and social influencers, build relationships					
5/15-5/17/2017	Chicago pop-up	\$ 67,500	\$ 5,000	400,000	454,308	\$ 20,000						Expected results - may fluctuate due to # of influencer, followers and amount of posts.
May-17	VCA SF Media Mission	\$ 1,000	\$ 1,000			\$ 3,000	Develop and enhance relationships with media in the SF/regional market					
TOTALS		\$ 545,750	\$ 419,226					1,159,651	225,214,471	\$ 5,645,088		

*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.