

**MCCVB Statement of Revenue and Expense  
For the Six Months Ended December 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 Jan 2017 - Dec 2017
<b>Revenues</b>											
Jurisdiction Investment											
99,406	102,500	(3,094)	99,406	Monterey County	596,438	615,000	(18,562)	596,487	1,230,000	48.49	1,192,875
0	0	0	0	City of Monterey	449,834	449,833	1	579,750	899,666	50.00	943,404
0	0	0	0	City of Carmel-by-the-Sea	83,828	83,828	0	77,359	167,656	50.00	172,256
0	0	0	0	City of Pacific Grove	54,578	54,578	0	47,349	109,156	50.00	111,363
0	0	0	0	City of Seaside	40,027	40,027	0	36,599	80,053	50.00	84,056
0	0	0	0	City of Salinas	72,774	36,387	36,387	27,785	72,774	100.00	75,404
0	0	0	0	City of Marina	29,960	29,960	0	26,467	59,920	50.00	65,236
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>99,406</b>	<b>Sub-Total Jurisdiction Investment</b>	<b>1,330,438</b>	<b>1,312,612</b>	<b>17,826</b>	<b>1,394,794</b>	<b>2,622,224</b>	<b>50.74</b>	<b>2,647,594</b>
TID											
255,944	0	255,944	253,099	Monterey County	486,185	479,229	6,955	479,229	857,915	56.67	877,024
0	370,236	(370,236)	0	City of Monterey	782,119	1,155,667	(373,548)	766,275	2,069,935	37.78	2,085,780
57,152	52,073	5,079	0	City of Carmel-by-the-Sea	170,955	169,716	1,239	54,174	302,407	56.53	307,920
0	0	0	0	City of Pacific Grove	137,536	142,361	(4,825)	138,889	260,104	52.88	258,718
28,285	19,698	8,587	19,464	City of Seaside	142,619	132,520	10,100	130,948	237,702	60.00	251,367
67,553	0	67,553	76,610	City of Salinas	147,011	155,338	(8,328)	151,550	275,245	53.41	270,592
29,180	16,653	12,527	66,388	City of Marina	93,713	98,515	(4,802)	110,558	178,739	52.43	176,280
<b>438,114</b>	<b>458,660</b>	<b>(20,546)</b>	<b>415,562</b>	<b>Sub-Total TID</b>	<b>1,960,138</b>	<b>2,333,347</b>	<b>(373,208)</b>	<b>1,831,623</b>	<b>4,182,046</b>	<b>46.87</b>	<b>4,227,682</b>
Private Revenue											
702	704	(3)	1,409	Marketing	32,691	20,412	12,279	27,714	79,995	40.87	38,552
12,050	8,000	4,050	9,600	Group Sales	45,575	35,000	10,575	51,100	72,000	63.30	82,575
0	650	(650)	0	New Membership	9,961	9,425	536	13,849	10,725	92.88	11,261
0	0	0	0	Renewal Membership	78,853	78,923	(70)	68,129	78,923	99.91	78,853
0	0	0	0	Annual Meeting	21,676	26,680	(5,004)	21,819	26,680	81.24	21,676
0	0	0	0	Visitor Services Ad Commission	5,157	9,200	(4,043)	9,250	30,700	16.80	30,657
7	25	(18)	39	Interest	45	150	(105)	168	300	14.95	195
0	0	0	0	Misc	2,657	3,000	(343)	3,505	6,000	44.28	5,657
<b>12,759</b>	<b>9,379</b>	<b>3,380</b>	<b>11,047</b>	<b>Sub-Total Private Revenue</b>	<b>196,614</b>	<b>182,790</b>	<b>13,824</b>	<b>195,533</b>	<b>305,323</b>	<b>64.40</b>	<b>269,426</b>
<b>550,279</b>	<b>570,539</b>	<b>(20,260)</b>	<b>526,016</b>	<b>Total Revenues</b>	<b>3,487,190</b>	<b>3,828,749</b>	<b>(341,558)</b>	<b>3,421,951</b>	<b>7,109,593</b>	<b>49.05</b>	<b>7,144,701</b>

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				<b>Expenses</b>							
				<b>MARKETING COMMUNICATIONS</b>							
70,292	76,180	(5,888)	58,864	Salary	308,697	328,313	(19,616)	265,765	658,480	46.88	678,480
0	0	0	0	Incentive	0	0	0	0	56,862	0.00	58,862
2,610	4,467	(1,856)	2,723	Benefits	20,898	25,653	(4,755)	16,220	53,377	39.15	53,377
4,596	5,745	(1,149)	3,455	Taxes + Insurance	23,498	28,530	(5,031)	20,829	70,680	33.25	72,330
<b>77,499</b>	<b>86,392</b>	<b>(8,893)</b>	<b>65,042</b>	<b>Sub-Total Talent</b>	<b>353,093</b>	<b>382,495</b>	<b>(29,402)</b>	<b>302,813</b>	<b>839,399</b>	<b>42.07</b>	<b>863,049</b>
69,486	48,190	21,296	41,667	Advertising+Media Buys	387,661	473,079	(85,418)	514,141	750,000	51.69	750,000
21,600	23,800	(2,200)	21,600	Agency/Srvc Fees + Cntr	129,622	142,800	(13,178)	130,929	285,600	45.39	285,600
45,750	17,768	27,982	11,547	Production/Collateral	185,093	181,904	3,189	138,992	325,000	56.95	325,000
12,749	36,183	(23,434)	1,360	International	53,086	96,915	(43,828)	56,016	180,000	29.49	180,000
22,293	32,650	(10,357)	6,500	Research	46,745	56,895	(10,150)	30,745	125,000	37.40	125,000
0	150	(150)	150	Visitor Guide Distribution	31,009	32,600	(1,591)	31,717	34,500	89.88	34,500
9,228	5,000	4,228	9,160	Media Relations Programs	38,822	46,000	(7,178)	87,544	90,250	43.02	90,250
2,567	1,400	1,167	1,130	Media Tracking	19,205	15,400	3,805	15,197	23,800	80.69	23,800
0	0	0	1,575	Photography + Press Materials	0	0	0	2,657	0	0.00	0
5,966	4,890	1,076	8,993	Website/Digital	117,461	119,142	(1,681)	109,891	182,000	64.54	182,000
0	0	0	0	Dues + Subscriptions	1,289	1,100	189	850	1,500	85.90	1,500
47	55	(8)	12	Postage	935	330	605	357	660	141.63	660
1,217	750	467	0	Professional Development	8,715	7,000	1,715	3,179	14,500	60.10	14,500
520	365	155	123	Cell Phone Reimbursements	2,385	2,190	195	1,396	4,380	54.46	4,380
4,864	3,100	1,764	3,271	Travel + Entertainment	29,226	29,100	126	21,802	57,700	50.65	57,700
<b>196,287</b>	<b>174,301</b>	<b>21,986</b>	<b>107,086</b>	<b>Sub-Total Programs</b>	<b>1,051,254</b>	<b>1,204,455</b>	<b>(153,200)</b>	<b>1,145,414</b>	<b>2,074,890</b>	<b>50.67</b>	<b>2,074,890</b>
<b>273,786</b>	<b>260,693</b>	<b>13,093</b>	<b>172,128</b>	<b>Total Marketing Communications</b>	<b>1,404,348</b>	<b>1,586,950</b>	<b>(182,602)</b>	<b>1,448,227</b>	<b>2,914,289</b>	<b>48.19</b>	<b>2,937,939</b>

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<b>SALES + GROUP SERVICES</b>											
106,784	107,086	(302)	90,638	Salary	438,050	464,039	(25,989)	438,486	928,115	47.20	928,115
0	0	0	0	Incentive	0	0	0	0	156,112	0.00	156,112
7,743	6,143	1,600	5,776	Benefits	36,125	35,055	1,069	35,742	70,805	51.02	70,805
8,082	8,922	(840)	6,957	Taxes + Insurance	35,328	48,914	(13,586)	36,765	104,980	33.65	104,980
<b>122,609</b>	<b>122,151</b>	<b>458</b>	<b>103,371</b>	<b>Sub-Total Talent</b>	<b>509,502</b>	<b>548,008</b>	<b>(38,506)</b>	<b>510,994</b>	<b>1,260,011</b>	<b>40.44</b>	<b>1,260,011</b>
0	3,000	(3,000)	3,000	Third Party Contract Support	9,500	18,000	(8,500)	16,000	36,000	26.39	0
7,396	40,015	(32,619)	105,535	Group Marketing	214,628	290,303	(75,675)	380,455	460,000	46.66	460,000
3,124	0	3,124	569	Memberships/Affiliations	8,174	7,390	784	7,056	14,055	58.16	14,055
0	0	0	0	Customer Advisory Board	0	0	0	0	0	0.00	37,300
1,000	1,200	(200)	1,000	E-Tools	13,883	25,283	(11,400)	26,808	36,200	38.35	36,200
5,624	5,000	624	5,820	Promo Items / Client Amenities	32,498	33,043	(545)	40,625	63,043	51.55	63,043
0	0	0	0	CVENT	53,457	53,457	0	51,039	53,457	100.00	53,457
24,540	26,195	(1,655)	26,355	Tradeshows + Sales Missions	213,707	173,645	40,062	296,854	330,425	64.68	330,425
448	5,480	(5,032)	2,948	Client Events	85,188	87,545	(2,357)	88,635	140,825	60.49	140,825
434	1,000	(566)	7,300	FAMs	16,242	31,000	(14,758)	37,389	42,000	38.67	42,000
41,832	43,430	(1,598)	19,893	Sponsorships	133,099	134,550	(1,451)	117,990	172,550	77.14	172,550
276	1,000	(724)	192	Site Visits	2,952	7,500	(4,548)	8,239	14,500	20.36	14,500
1,016	1,000	16	2,451	Conference Services	8,684	6,000	2,684	6,228	10,500	82.70	10,500
0	0	0	0	Housing Bureau	0	0	0	0	1,000	0.00	1,000
0	2,500	(2,500)	1,450	Opportunity Development	14,785	22,500	(7,715)	2,137	26,500	55.79	26,500
975	50	925	73	Postage	1,178	300	878	266	600	196.38	600
1,710	0	1,710	0	Professional Development	2,295	6,000	(3,705)	4,629	21,000	10.93	21,000
855	855	0	771	Cell Phone Reimbursements	5,319	5,130	189	4,423	10,260	51.84	10,260
3,743	4,000	(257)	2,517	Travel + Entertainment	24,724	24,000	724	18,275	48,000	51.51	48,000
<b>92,973</b>	<b>134,725</b>	<b>(41,752)</b>	<b>179,872</b>	<b>Sub-Total Programs</b>	<b>840,313</b>	<b>925,646</b>	<b>(85,332)</b>	<b>1,107,048</b>	<b>1,480,915</b>	<b>56.74</b>	<b>1,482,215</b>
<b>215,582</b>	<b>256,875</b>	<b>(41,293)</b>	<b>283,243</b>	<b>Total Sales + Group Services</b>	<b>1,349,815</b>	<b>1,473,654</b>	<b>(123,839)</b>	<b>1,618,043</b>	<b>2,740,926</b>	<b>49.25</b>	<b>2,742,226</b>

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<b>MEMBERSHIP</b>											
6,776	6,837	(61)	6,513	Salary	28,257	28,333	(76)	27,524	58,812	48.05	58,736
0	0	0	0	Incentive	0	0	0	0	4,663	0.00	4,663
1,169	1,079	90	1,212	Benefits	6,162	6,071	90	5,729	12,315	50.04	12,405
395	580	(186)	343	Taxes + Insurance	1,380	2,710	(1,330)	1,806	6,370	21.66	5,040
<b>8,340</b>	<b>8,497</b>	<b>(157)</b>	<b>8,068</b>	<b>Sub-Total Talent</b>	<b>35,798</b>	<b>37,114</b>	<b>(1,315)</b>	<b>35,059</b>	<b>82,160</b>	<b>43.57</b>	<b>80,845</b>
0	50	(50)	202	Member Events	28,557	31,018	(2,461)	27,236	31,518	90.61	36,207
0	250	(250)	0	Collateral	0	250	(250)	30	1,000	0.00	750
0	0	0	0	Postage	0	0	0	153	450	0.00	450
80	80	0	80	Cell Phone Reimbursements	480	480	0	480	960	50.00	960
58	150	(92)	110	Travel + Entertainment	899	900	(1)	996	1,800	49.92	1,799
<b>138</b>	<b>530</b>	<b>(392)</b>	<b>392</b>	<b>Sub-Total Programs</b>	<b>29,936</b>	<b>32,648</b>	<b>(2,712)</b>	<b>28,895</b>	<b>35,728</b>	<b>83.79</b>	<b>40,166</b>
<b>8,478</b>	<b>9,027</b>	<b>(549)</b>	<b>8,460</b>	<b>Total Membership</b>	<b>65,734</b>	<b>69,762</b>	<b>(4,028)</b>	<b>63,954</b>	<b>117,888</b>	<b>55.76</b>	<b>121,010</b>
<b>VISITOR SERVICES</b>											
20,437	22,656	(2,219)	19,035	Salary	94,184	97,733	(3,549)	88,420	196,255	47.99	192,706
0	0	0	0	Incentive	675	0	675	0	7,037	9.59	7,712
1,019	1,056	(36)	1,325	Benefits	5,564	5,800	(235)	8,728	11,692	47.59	11,457
1,872	2,366	(494)	1,661	Taxes + Insurance	9,120	10,903	(1,783)	8,629	25,694	35.49	23,912
<b>23,328</b>	<b>26,078</b>	<b>(2,750)</b>	<b>22,021</b>	<b>Sub-Total Talent</b>	<b>109,543</b>	<b>114,435</b>	<b>(4,892)</b>	<b>105,777</b>	<b>240,679</b>	<b>45.51</b>	<b>235,786</b>
0	0	0	0	Visitor Center Collateral	4,909	4,525	384	3,771	8,125	60.42	8,509
0	0	0	0	Promotional Items	0	7,000	(7,000)	7,248	11,000	0.00	11,000
721	885	(164)	1,139	Visitor Center Facility	72,630	73,070	(440)	73,354	146,140	49.70	145,700
76	100	(24)	14	Postage	4,537	3,600	937	4,301	6,200	73.17	7,137
0	500	(500)	0	Professional Development	426	500	(74)	2,565	500	85.15	426
178	140	38	123	Cell Phone Reimbursements	826	840	(14)	713	1,680	49.18	1,666
0	60	(60)	18	Travel + Entertainment	111	840	(729)	568	1,200	9.22	471
<b>975</b>	<b>1,685</b>	<b>(710)</b>	<b>1,294</b>	<b>Sub-Total Programs</b>	<b>83,438</b>	<b>90,375</b>	<b>(6,937)</b>	<b>92,520</b>	<b>174,845</b>	<b>47.72</b>	<b>174,908</b>
<b>24,303</b>	<b>27,763</b>	<b>(3,460)</b>	<b>23,316</b>	<b>Total Visitor Services</b>	<b>192,981</b>	<b>204,810</b>	<b>(11,829)</b>	<b>198,297</b>	<b>415,524</b>	<b>46.44</b>	<b>410,695</b>

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<b>ADMINISTRATION</b>											
40,371.08	40,869	(498)	35,717	Salary	173,535	177,100	(3,565)	165,043	354,395	48.97	354,395
0.00	0	0	0	Incentive	0	0	0	0	24,969	0.00	24,969
3,594.71	2,757	838	2,145	Benefits	17,426	15,489	1,937	10,248	31,632	55.09	31,632
2,629.66	2,944	(314)	2,587	Taxes + Insurance	11,322	15,727	(4,405)	12,152	35,839	31.59	35,839
<b>46,595</b>	<b>46,570</b>	<b>25</b>	<b>40,449</b>	<b>Sub-Total Talent</b>	<b>202,283</b>	<b>208,316</b>	<b>(6,033)</b>	<b>187,443</b>	<b>446,835</b>	<b>45.27</b>	<b>446,835</b>
300	200	100	0	Board of Directors	1,748	1,550	198	941	3,150	55.50	3,348
1,008	700	308	712	Community Relations/Goodwill	14,120	13,900	220	13,360	30,800	45.84	31,020
2,150	0	2,150	719	Memberships/Affiliations	37,369	38,099	(730)	12,240	64,649	57.80	63,919
136	555	(419)	132	Human Resource Programs	1,865	1,840	25	1,646	3,330	56.00	3,355
0	1,750	(1,750)	0	Professional Development	2,351	7,000	(4,649)	3,500	17,500	13.43	12,851
308	400	(92)	363	Cell Phone Reimbursements	1,969	2,400	(431)	2,058	4,800	41.03	4,369
1,563	750	813	1,787	Travel + Entertainment	11,966	15,750	(3,784)	10,689	23,000	52.02	19,216
638	500	138	2,625	Legal	2,373	3,000	(627)	5,958	6,000	39.54	5,373
2,000	2,100	(100)	2,229	Audit/Accounting	18,500	19,100	(600)	18,229	19,700	93.91	19,100
3,549	11,200	(7,651)	8,133	Benefits/HR Services	43,640	20,100	23,540	11,587	41,700	104.65	65,240
1,060	1,140	(80)	1,146	Payroll Services	3,507	3,320	187	3,148	5,860	59.85	6,047
0	0	0	0	Consulting/Facilitation	2,650	2,700	(50)	2,650	8,450	31.36	8,400
15,438	10,423	5,015	15,341	Lease/Rent/CAM	69,973	71,658	(1,685)	68,258	142,724	49.03	141,038
949	950	(1)	73	Janitorial/Maintenance	3,075	4,150	(1,075)	3,431	7,650	40.20	6,575
0	0	0	0	Operations Taxes	64	0	64	93	0	0.00	64
0	0	0	0	Operations Insurances	15,221	16,000	(779)	14,043	16,000	95.13	15,221
771	940	(169)	589	Internet/Phone Service	4,574	5,640	(1,066)	3,621	11,280	40.55	10,214
4,954	6,150	(1,196)	5,796	IT / Cloud Service	30,814	36,000	(5,186)	35,567	73,800	41.75	68,614
131	325	(194)	81	Banking / Merchant Services	1,814	1,950	(136)	2,046	5,900	30.74	5,764
2,313	1,940	373	1,951	Equipment Leasing/Maintenance	5,862	5,840	22	6,199	11,480	51.06	11,502
643	175	468	216	Stationery	1,274	1,050	224	1,148	5,400	23.60	5,624
572	800	(228)	1,073	Office Supplies	2,977	4,800	(1,823)	5,028	9,600	31.01	7,777
266	400	(134)	254	Conference/Break Rm Supplies	1,847	2,400	(553)	1,965	4,800	38.49	4,247
2,908	1,350	1,558	1,084	Computer/Software	8,770	18,050	(9,280)	26,235	28,250	31.05	18,970
0	0	0	0	Furniture/Fixtures	93	500	(407)	725	1,000	9.31	593
259	375	(116)	311	Postage, BM Permit, PO Box	1,760	1,125	635	1,893	2,350	74.89	2,985
<b>41,917</b>	<b>43,123</b>	<b>(1,206)</b>	<b>44,615</b>	<b>Sub-Total Programs</b>	<b>290,176</b>	<b>297,922</b>	<b>(7,746)</b>	<b>256,258</b>	<b>549,173</b>	<b>52.84</b>	<b>541,427</b>
<b>88,513</b>	<b>89,693</b>	<b>(1,181)</b>	<b>85,064</b>	<b>Total Administration</b>	<b>492,459</b>	<b>506,238</b>	<b>(13,778)</b>	<b>443,701</b>	<b>996,008</b>	<b>49.44</b>	<b>988,262</b>
<b>610,661</b>	<b>644,052</b>	<b>(33,391)</b>	<b>572,211</b>	<b>Total Expenses</b>	<b>3,505,337</b>	<b>3,841,413</b>	<b>(336,076)</b>	<b>3,772,222</b>	<b>7,184,634</b>	<b>48.79</b>	<b>7,200,132</b>
<b>(60,382)</b>	<b>(73,513)</b>	<b>13,131</b>	<b>(46,195)</b>	<b>Net Retained</b>	<b>(18,147)</b>	<b>(12,665)</b>	<b>(5,483)</b>	<b>(350,271)</b>	<b>(75,041)</b>	<b>24.18</b>	<b>(55,431)</b>

## FY 2016-2017 December 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
Salinas		Asked to be billed for entire year in September
TID		
Monterey County	\$255,944 received vs. budget of \$0	+\$6,955 variance Year to Date
City of Monterey	\$0 received vs. budget of \$370,236	-\$373,548 variance Year to Date (\$369,841 expected in January 13 check run)
City of Carmel	\$57,152 received vs. budget of \$52,073	+\$1,239 variance Year to Date
City of Pacific Grove	\$0 received vs. budget of \$0	-\$4,825 variance Year to Date
City of Seaside	\$28,285 received vs. budget of \$19,698 due to prior period correction at Embassy Suites	+\$10,100 variance Year to Date
City of Salinas	\$67,553 received vs. budget of \$0	-\$8,328 variance Year to Date with two larger properties delinquent in last period
City of Marina	\$29,180 received vs. budget of \$16,653	-\$4,802 variance Year to Date
Private Revenue	<p><b>Group Sales:</b> Co-ops for AMEX Interaction, Association Forum Holiday Showcase, and SITE SoCal Holiday luncheon unplanned but offset higher costs</p> <p><b>New Membership:</b> Less than anticipated new members in Dec.; offset by overage in previous months</p>	<p><b>Marketing:</b> Higher than planned co-op, booking.com, and DTN banner ad revenue</p> <p><b>Group Sales:</b> More IMEX partners than planned, Co-ops for AMEX Interaction, Association Forum Holiday Showcase, and SITE SoCal Holiday luncheon unplanned but offset higher costs</p> <p><b>Annual Meeting:</b> Space limited ticket sales</p> <p><b>Visitor Services Ad Commission:</b> Less than budgeted due to timing; expect to end the year on track</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 for December due to lag in timing of invoices	Underspent due to rescheduling of content activations and will make up for underspend in the spring months
Agency/Srvc Fees	Savings realized against expected higher CK fees	Savings realized against expected higher CK fees but expect to meet annual budget with new agency
Production/Collateral	Overspent for the month based on timing of content activations budgeted earlier in the year that hit in November and ran into December	
International	Underspent for the month due to invoice timing and savings on Canadian Brand USA campaign via co-op with CCTC	Underspent due to delayed SJ/SC co-ops and negotiated savings on Canadian Brand USA campaign via co-op with CCTC and expect to end the year under budget
Research	Underspent for December due to negotiated savings on SMARI brand study	
Media Relations Programs	Overspent due to continued contractor support to assist in transition of coordinator position plus purchase of more journalist amenities than anticipated (USB's for the press kits)	Underspent due to members hosting more FAMs than anticipated
Media Tracking	Overspent due to additional reporting and analysis needed	Additional reporting and analysis needed for more granular and conservative reporting in 16/17
Website/Digital	Slightly overspent due to invoice timing; Bronto template invoice hit in December instead of January as planned	

<b>Sales + Group Services</b>	<b>CURRENT MONTH</b>	<b>YEAR TO DATE</b>
Third Party Contract Support	Per Sales Committee cancelled subscription to Leadership Synergies RNI Report	Expect to be under budget \$27K for the year due to cancellation of RNI Report
Group Marketing	MCC media FAM originally budgeted in December, postponed to March/April and deferred \$9k in projected design production updates for Group/MCC	Underspent YTD due to postponement of MCC media FAM and deferred projected group/MCC design production costs, both of which will hit in the spring with the opening of the MCC and onboarding of new agency
Memberships/Affiliations	Overspent due to timing of invoices for membership renewals	
E-Tools		Expect to be under \$10,000 for the year due to DMAI Mint subscription savings
Tradeshows		Overspent due to ASAE Expo August 13-16, IMEX October 18-20 and CalSAE Seasonal Spectacular December 1 additional booth shipping, labor, and material handling
Client Events	Underspent due to cancellation of CVBReps Event in December, and timing of pre-payment of Visit CA Mexico Sales Mission expected in December but paid earlier	Under budget for year due to cancellation of CVBReps event in December and savings from lower than anticipated costs for Arizona and Seattle client events
FAMs	Tour & Travel Visit CA FAM Dinners underspent versus budget	Under budget due to savings on UK Superfam and VCA FAM dinners, less T&T FAMs actualized
Site Visits	Fewer than planned site inspections this month due to holidays	Under budget due to fewer overnight site inspections
Conference Services		Over budget due to addition of PCMA Giving Good CSR program
Opportunity Development	Underspent due to no need for Opportunity Funds in December	Underspent due to IEEE and PMA pickup less than anticipated

<b>Membership</b>	<b>CURRENT MONTH</b>	<b>YEAR TO DATE</b>
Member Events		Savings on annual luncheon
<b>Visitor Services</b>		
Promotional Items		Timing of product design and ordering; expect invoice in January
<b>Administration</b>	<b>CURRENT MONTH</b>	<b>YEAR TO DATE</b>
Memberships/Affiliations	Earlier than planned payment of US Travel membership budgeted in January	Earlier than planned payment of US Travel membership budgeted in January offset by delayed payment of CalTravel, PCMA, DMAI Org Fin Study, and DMAI Accreditation
Benefits/HR Services	December budget for search firm costs used earlier than expected for VP of Sales and Market Intelligence Specialist	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
Lease/Rent/CAM	Property tax share budgeted in November delayed to December	
IT/Cloud Service	Underspent due to lower service needs (fewer cloud accounts and monitored email accounts) savings on licenses and SSL certificates, and delayed licensing	Expect to end the year with savings
Computer/Software		Timing with delayed needs assessment completed in October resulting in lower requirement than budgeted with spend planned for January and February; potential savings for the year

**MCCVB  
Balance Sheet**

	December 31, 2016	November 30, 2016	Change	Notes
<b>ASSETS</b>				
<b>Current Assets</b>				
Union Bank - Checking	\$ 485,014	\$ 132,141	\$ 352,873	
Union Bank - Money Market	20,251	20,250	1	
Rabobank - Checking	20,011	20,011	0	
Rabobank - Money Market	51,606	51,600	6	
Petty Cash	171	158	12	
PayPal Cash Balance	2,603	1,900	704	
<i>Sub-Total Cash</i>	<i>579,655</i>	<i>226,059</i>	<i>353,596</i>	
Accounts Receivable	135,899	580,462	(444,563)	
TID Receivable	862,868	862,868	0	
<i>Sub-Total Receivables</i>	<i>998,767</i>	<i>1,443,330</i>	<i>(444,563)</i>	
<b>Total Current Assets</b>	<b>1,578,422</b>	<b>1,669,388</b>	<b>(90,966)</b>	
<b>Property and Equipment</b>				
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	
<b>Total Property and Equipment</b>	<b>119,858</b>	<b>119,858</b>	<b>0</b>	
<b>Other Assets</b>				
Tradeshaw Deposits	45,882	6,395	39,487	IPW deposit made for June 2017
Prepaid Expenses	17,604	46,407	(28,803)	AMEX interaction released
Lease Deposit	11,000	11,000	0	
<b>Total Other Assets</b>	<b>74,486</b>	<b>63,802</b>	<b>10,684</b>	
<b>Total Assets</b>	<b>\$ 1,772,765</b>	<b>\$ 1,853,048</b>	<b>(\$ 80,283)</b>	
<b>LIABILITIES AND CAPITAL</b>				
<b>Current Liabilities</b>				
Accounts Payable	\$ 56,879	\$ 71,847	(\$ 14,968)	
Accrued Liability	4,092	6,375	(2,282)	Accrued client amenities order invoice received
Accrued Vacation	53,343	53,343	0	
Deferred Revenue	45,370	48,020	(2,650)	AMEX Interaction and CalSAE seasonal spectacular released offset partially by IPW accrual
<b>Total Current Liabilities</b>	<b>159,683</b>	<b>179,584</b>	<b>(19,901)</b>	
<b>Capital</b>				
Beginning Balance Equity	568,247	568,247	0	
Net Assets	1,062,982	1,062,982	0	
Net Income	(18,147)	42,235	(60,382)	December net retained
<b>Total Capital</b>	<b>1,613,082</b>	<b>1,673,464</b>	<b>(60,382)</b>	
<b>Total Liabilities &amp; Capital</b>	<b>\$ 1,772,765</b>	<b>\$ 1,853,048</b>	<b>(\$ 80,283)</b>	

**MCCVB**  
**Aged Receivables**  
**As of December 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>
Abalonetti Bar and Grill				33	33	11/23 emailed
Asilomar Conference Center	500				500	
Bernardus Lodge		500			500	Paid in January
Carmel Mission Inn	5,549				5,549	
Carmel Plaza	700				700	
Carmel Valley Ranch	700				700	
Casa Munras Hotel & Spa				400	400	Resent invoice to Lydia for processing 1/12
Champlin Wireless Communications				325	325	Promised to pay membership
City of Carmel-by-the-Sea	500			41,914	42,414	Called VM city finance 1/12
City of Marina				14,980	14,980	In process
City of Pacific Grove				27,289	27,289	Called VM city finance 1/12
Coastal Luxury Management LLC	350				350	
Embassy Suites Monterey Bay-Seasi	3,725				3,725	
Folktale Winery		1,500		400	1,900	Called VM Folktale finance 1/12
Hilton Garden Inn	3,000		800		3,800	In process
Hotel Pacific	4,024				4,024	
Hyatt Regency Monterey	1,225				1,225	
Inns of Monterey	3,000	800			3,800	Was resent to corporate who had no record 1/12
InterContinental The Clement	2,349	250			2,599	Called VM InterCon finance 1/12
Key Magazine				175	175	Membership on payment plan
La Playa Hotel	500				500	
Monterey Bay Aquarium	4,775				4,775	
Monterey Guided Wine Tours				163	163	Membership on payment plan
Monterey Marriott	924				924	
Monterey Plaza Hotel & Spa		500			500	In process
Monterey Peninsula Chamber of Commerce		500			500	iTour mobile awaiting acceptance
Nothing Bundt Cakes				200	200	Membership on payment plan
Pebble Beach Resorts	3,000				3,000	
Portola Hotel & Spa	5,450				5,450	
Ventana Inn and Spa	700				700	
Visit California - UK			1,200		1,200	UK Visit CA - emailed for status
Visit Carmel	3,000				3,000	
<b>Report Total</b>	<b>43,971</b>	<b>4,050</b>	<b>2,000</b>	<b>85,878</b>	<b>135,899</b>	

**MCCVB**  
**Aged Payables**  
**As of December 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>
AFLAC	840				840	
AMG Media Group	599				599	
Markus Lewtschuk dba Area	220				220	
AT&T Mobility	52				52	
Avaunt Technologies, Inc.	13				13	
Beatriz Enriquez	(12)				(12)	Employee reimbursement due
Bronto	1,500				1,500	
BurrellesLuce Media Analy	2,567				2,567	
Business Card	18,864				18,864	
David Cater	(33)				(33)	Employee reimbursement due
Dorado	500				500	
First Communications, LLC	19				19	
Guardian	2,449				2,449	
Jessica Keener	(8)				(8)	Employee reimbursement due
Joe Marcy	236				236	
John Hancock 401K	6,027				6,027	
Liz Kara	361				361	
Mark McMinn	2,309				2,309	
Monterey Bay Systems	37				37	
Meeting Professionals Intern	475				475	
NTA	700				700	
Pitney Bowes Global Financi	5				5	
PR Newswire Association, LI	450				450	
Sammy Ramos	566				566	
San Francisco Chronicle/SF	12,499				12,499	
Silveira Building Services, LL	400				400	
Staples Advantage	139				139	
Straight to the Plate Catering	5,000				5,000	
UPS	103				103	
	<b>56,879</b>				<b>56,879</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	12/31/2016	YTD Dec	% of Budget	12/31/2016	YTD Dec	Full Year Budget	Dec						YTD Dec
Jul-16	Luxury Meetings Summit-Dallas, TX	\$ 825			\$ -	Original	\$ -	\$ 876	106%	\$ -	\$ 825	\$ 825	\$ -	\$ 51	300	60			
Jul-16	Smart Meetings Mid Atlantic- Washington DC	\$ 2,700			\$ -	Original	\$ -	\$ 2,718	101%	\$ -	\$ 2,700	\$ 2,700	\$ -	\$ 18	300	-			
Jul-16	Luxury Meetings Summit- Raleigh/Durham, NC	\$ 1,500			\$ -	Original	\$ -	\$ 2,151	143%	\$ -	\$ 1,500	\$ 1,500	\$ -	\$ 651	300	-			
Jul-16	CESSE - Omaha, NE	\$ 5,000			\$ -	Original	\$ -	\$ 4,966	99%	\$ -	\$ 5,000	\$ 5,000	\$ -	\$ (34)	400	-			
Jul-16	All Things Meetings - Silicon Valley	\$ 1,500			\$ -	Original	\$ -	\$ 1,300	87%	\$ -	\$ 1,500	\$ 1,500	\$ -	\$ (200)	400	917			
Aug-16	Luxury Meetings Summit - San Francisco	\$ 1,500			\$ -	Original	\$ -	\$ 821	55%	\$ -	\$ 1,500	\$ 1,500	\$ -	\$ (679)	300	145			
Aug-16	Luxury Meetings & Client Event - Indianapolis, IN	\$ 3,500			\$ -	Original	\$ -	\$ 3,156	90%	\$ -	\$ 3,500	\$ 3,500	\$ -	\$ (344)	300	966			
Aug-16	Luxury Meetings Summit - Silicon Valley	\$ 1,500			\$ -	Original	\$ -	\$ 843	56%	\$ -	\$ 1,500	\$ 1,500	\$ -	\$ (657)	300	20			
Aug-16	Luxury Meetings Summit & Client Event - Cincinnati, OH	\$ 2,500			\$ -	Original	\$ -	\$ 2,168	87%	\$ -	\$ 2,500	\$ 2,500	\$ -	\$ (332)	300	64			
Aug-16	Luxury Meetings Summit- Portland, OR	\$ 1,500			\$ -	Original	\$ -	\$ 1,890	126%	\$ -	\$ 1,500	\$ 1,500	\$ -	\$ 390	300	52			
Aug-16	Luxury Meetings Summit - Seattle, WA	\$ 1,500			\$ -	Original	\$ -	\$ 953	64%	\$ -	\$ 1,500	\$ 1,500	\$ -	\$ (547)	300	-			
Aug-16	Luxury Meetings Summit & Client Event - Cleveland, OH	\$ 3,000			\$ -	Original	\$ -	\$ 4,108	137%	\$ -	\$ 3,000	\$ 3,000	\$ -	\$ 1,108	300	-			
Aug-16	ASAE Annual Meeting & Expo, Salt Lake City, UT	\$ 12,000	\$ 1,500	5	\$ 7,500	Original	\$ -	\$ 29,929	249%	\$ -	\$ 12,000	\$ 12,000	\$ -	\$ 17,929	600	10,631	\$ 7,500	\$ 7,500	\$ -
Aug-16	Connect Marketplace, Dallas TX	\$ 4,500			\$ -	Original	\$ -	\$ 4,282	95%	\$ -	\$ 4,500	\$ 4,500	\$ -	\$ (218)	400	808			
Aug-16	Kellen Managers Summit	\$ 1,500			\$ -	Original	\$ -	\$ 1,227	82%	\$ -	\$ 1,500	\$ 1,500	\$ -	\$ (273)	300	35			
Sep-16	Meetings & Incentives Supplier Showcase, Lake Geneva, WI	\$ 500			\$ -	New	\$ -	\$ 590	0%	\$ -	\$ -	\$ -	\$ -	\$ 590	200	444			
Sep-16	Luxury Meetings Summit- Denver, CO	\$ 1,500			\$ -	Original	\$ -	\$ 1,513	101%	\$ 75	\$ 1,500	\$ 1,500	\$ (75)	\$ 13	300	735			
Sep-16	Luxury Meetings Summit- Chicago, IL	\$ 900			\$ -	Original	\$ -	\$ 700	78%	\$ 45	\$ 900	\$ 900	\$ (45)	\$ (200)	300	375			
Sep-16	Smart Meetings West National- Phoenix, AZ	\$ 5,750			\$ -	Original	\$ -	\$ 5,750	100%	\$ 288	\$ 5,750	\$ 5,750	\$ (288)	\$ -	300	-			
Sep-16	Luxury Meetings Summit SLC changed to January	\$ 2,150			\$ -	Original	\$ -	\$ 56	3%	\$ 108	\$ 2,150	\$ 2,150	\$ (108)	\$ (2,094)	300	-			
Oct-16	Luxury Meetings Summit - Boston, MA	\$ 1,500			\$ -	Original	\$ -	\$ 1,295	86%	\$ 75	\$ 1,425	\$ 1,500	\$ (75)	\$ (130)	300	-			
Oct-16	Luxury Meetings Summit - Stamford, CT	\$ 1,500			\$ -	Original	\$ -	\$ 1,092	73%	\$ 75	\$ 1,425	\$ 1,500	\$ (75)	\$ (333)	300	-			
Oct-16	Luxury Meetings Summit - New York, NY	\$ 2,500			\$ -	Original	\$ -	\$ 1,243	50%	\$ 125	\$ 2,375	\$ 2,500	\$ (125)	\$ (1,132)	300	-			
Oct-16	Luxury Meetings Summit - New York, NY Suburbs	\$ 2,500			\$ -	Original	\$ -	\$ 1,273	51%	\$ 125	\$ 2,375	\$ 2,500	\$ (125)	\$ (1,102)	300	-			
Oct-16	IMEX- Las Vegas	\$ 40,000	\$ 6	1500	\$ 9,000	Original	\$ -	\$ 61,110	153%	\$ 2,000	\$ 38,000	\$ 40,000	\$ (2,000)	\$ 23,110	1,000	5,284	\$ 16,500	\$ 9,000	\$ 7,500
Oct-16	Luxury Meetings Summit - Basking Ridge, NJ	\$ 1,500			\$ -	Original	\$ -	\$ 1,088	73%	\$ 150	\$ 675	\$ 1,500	\$ (150)	\$ 413	300	-			
Oct-16	Luxury Meetings Summit- Philadelphia, PA	\$ 1,500			\$ -	Original	\$ -	\$ 1,095	73%	\$ 150	\$ 675	\$ 1,500	\$ (150)	\$ 420	300	910			
Oct-16	Luxury Meetings Summit- Baltimore, MD	\$ 1,500			\$ -	Original	\$ -	\$ 734	49%	\$ 75	\$ 1,425	\$ 1,500	\$ (75)	\$ (692)	300	-			
Oct-16	Luxury Meetings Summit-Washington, DC	\$ 1,500			\$ -	Original	\$ -	\$ 734	49%	\$ 150	\$ 675	\$ 1,500	\$ (150)	\$ 59	300	67			
Oct-16	Luxury Meetings Summit- Washington, DC Beltway	\$ 1,500			\$ -	Original	\$ -	\$ 724	48%	\$ 150	\$ 675	\$ 1,500	\$ (150)	\$ 49	300	-			
Nov-16	Smart Meetings Southwest- Dallas/Fort Worth	\$ 2,700			\$ -	Original	\$ -	\$ 2,709	100%	\$ 540	\$ 2,430	\$ 2,700	\$ (540)	\$ 279	300	-			
Nov-16	FICP Annual Conference, Nashville	\$ 3,000			\$ -	Original	\$ -	\$ 2,730	91%	\$ 600	\$ 2,700	\$ 3,000	\$ (600)	\$ 30	400	1,057			
Nov-16	Luxury Meetings Summit & client Event -Atlanta, GA	\$ 3,000			\$ -	Original	\$ -	\$ 2,850	95%	\$ 600	\$ 2,700	\$ 3,000	\$ (600)	\$ 150	300	259			
Nov-16	Luxury Meetings Summit & Client Event- Austin, TX	\$ 3,000			\$ -	Original	\$ -	\$ 675	23%	\$ 600	\$ 2,700	\$ 3,000	\$ (600)	\$ (2,025)	300	-			
Dec-16	CalSAE Seasonal Spectacular - Sacramento, CA	\$ 15,000	\$ 10	800	\$ 8,000	Original	\$ 3,499	\$ 18,557	124%	\$ 3,750	\$ 10,500	\$ 15,000	\$ (251)	\$ 8,057	1,000	6,513	\$ 8,800	\$ 8,000	\$ 800
Dec-16	AMEXInteraction Show Gold Sponsorship, New Orleans	\$ 13,000			\$ -	Original	\$ 3,489	\$ 9,126	70%	\$ 3,250	\$ 9,100	\$ 13,000	\$ 239	\$ 26	500	2,060	\$ 1,500	\$ -	\$ 1,500
Dec-16	Assn Forum Holiday Showcase - Chicago	\$ 8,000			\$ -	Original	\$ 6,254	\$ 7,914	99%	\$ 2,000	\$ 5,600	\$ 8,000	\$ 4,254	\$ 2,314	100	3,053	\$ 1,275	\$ -	\$ 1,275
Jan-17	PCMA Convening Leaders -Austin, TX	\$ 7,000			\$ -	Original	\$ 719	\$ 6,451	92%	\$ 700	\$ 3,150	\$ 7,000	\$ 19	\$ 3,301	100	-			
Jan-17	HelmsBriscoe Annual Business Conference	\$ 5,500			\$ -	Original	\$ -	\$ -	0%	\$ 275	\$ 1,100	\$ 5,500	\$ (275)	\$ (1,100)	500	-			
Jan-17	MPI SoCal Tradeshow	\$ 4,000			\$ -	Original	\$ -	\$ -	0%	\$ 400	\$ 1,800	\$ 4,000	\$ (400)	\$ (1,800)	400	-			
Feb-17	Go West Summit - Reno, NV	\$ 4,100			\$ -	Original	\$ -	\$ 439	11%	\$ 410	\$ 1,435	\$ 4,100	\$ (410)	\$ (996)	200	-			
Feb-17	NTA Travel Exchange - St. Louis, MO	\$ 5,800			\$ -	Original	\$ -	\$ 1,774	31%	\$ 580	\$ 2,030	\$ 5,800	\$ (580)	\$ (256)	200	-			
Feb-17	NAJ Receptive Operator Summit - Marina del Rey, CA	\$ 2,500			\$ -	Original	\$ -	\$ -	0%	\$ 250	\$ 875	\$ 2,500	\$ (250)	\$ (875)	200	-			
Feb-17	PMPI MACE! - Washington, DC	\$ 1,500			\$ -	Original	\$ -	\$ -	0%	\$ 150	\$ 525	\$ 1,500	\$ (150)	\$ (525)	200	-			
Feb-17	DMAI Destinations Showcase/Sales Mission	\$ 8,000			\$ -	Original	\$ 390	\$ 6,885	86%	\$ 800	\$ 2,800	\$ 8,000	\$ (410)	\$ 4,085	-	-			
Feb-17	MPI NCC Annual Conference and Trade Show, San Francisco	\$ 10,000	\$ 750	7	\$ 5,250	Original	\$ 4,500	\$ 4,500	45%	\$ 1,000	\$ 3,500	\$ 10,000	\$ 3,500	\$ 1,000	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%	\$ 125	\$ 438	\$ 1,250	\$ (125)	\$ (438)	300	-			
Jan-17	Luxury Meetings Summit Miami	\$ 1,250			\$ -	Original	\$ -	\$ -	0%	\$ 125	\$ 438	\$ 1,250	\$ (125)	\$ (438)	300	-			
Mar-17	Meet NY/Northeast Sales Calls	\$ 5,000			\$ -	Original	\$ -	\$ -	0%	\$ 250	\$ 1,250	\$ 5,000	\$ (250)	\$ (1,250)	100	-			
Mar-17	MPISSN Trade Show	\$ 1,300			\$ -	Original	\$ -	\$ -	0%	\$ 65	\$ 325	\$ 1,300	\$ (65)	\$ (325)	200	-			
Mar-17	Experient's Envision Conference- Location TBA	\$ 5,000			\$ -	Original	\$ 4,000	\$ 4,000	80%	\$ 250	\$ 1,250	\$ 5,000	\$ 3,750	\$ 2,750	300	-			
Mar-17	NAJ Active America China - Portland, OR	\$ 4,500			\$ -	Original	\$ -	\$ -	0%	\$ 225	\$ 1,125	\$ 4,500	\$ (225)	\$ (1,125)	200	-			
Mar-17	MPI-RMC MIC Conference & Tradeshow, Denver CO	\$ 3,700			\$ -	Original	\$ -	\$ 2,200	59%	\$ 185	\$ 925	\$ 3,700	\$ (185)	\$ 1,275	300	-			
Mar-17	MPI Cascadia, Portland Sales Calls	\$ 6,500			\$ -	Original	\$ -	\$ -	0%	\$ 325	\$ 1,625	\$ 6,500	\$ (325)	\$ (1,625)	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	12/31/2016	YTD Dec	% of Budget	12/31/2016	YTD Dec	Full Year Budget	Dec						YTD Dec
Jul-16	Risk Mgt Roadshow / Pat Zollman, HelmsBriscoe SF Reception	\$ 2,625			\$ -	Original	\$ -	\$ 2,372	90%	\$ -	\$ 2,625	\$ 2,625	\$ -	\$ (253)	200	2,145			
Jul-16	Risk Mtg Roadshow / Pat Zollman, HelmsBriscoe Sacramento	\$ 1,525			\$ -	Original	\$ -	\$ 1,202	79%	\$ -	\$ 1,525	\$ 1,525	\$ -	\$ (323)	200	3,094			
Aug-16	PCMANCC Ball Game day / Host Clients	\$ 1,400			\$ -	Original	\$ -	\$ 1,236	88%	\$ -	\$ 1,400	\$ 1,400	\$ -	\$ (164)	200	207			
Aug-16	AZ Client Event	\$ 8,000			\$ -	Original	\$ -	\$ 6,483	81%	\$ -	\$ 8,000	\$ 8,000	\$ -	\$ (1,517)	400	1,518			
Aug-16	MN SITE Summer Event (Travel)	\$ 500			\$ -	Original	\$ -	\$ 525	105%	\$ -	\$ 500	\$ 500	\$ -	\$ 25	300	136			
Aug-16	Silicon Valley Corporate Client Event	\$ 5,000	\$ 500	5	\$ 2,500	Original	\$ -	\$ 5,654	113%	\$ -	\$ 5,000	\$ 5,000	\$ -	\$ 654	400	3,495	\$ 2,500	\$ 2,500	\$ -
Aug-16	Twinsburg/Experient Office Visit	\$ 400			\$ -	Original	\$ -	\$ 371	93%	\$ -	\$ 400	\$ 400	\$ -	\$ (29)	100	-			
Sep-16	CalSAE Ball Game day / Host Clients	\$ 1,000			\$ -	Original	\$ -	\$ 1,000	100%	\$ -	\$ 1,000	\$ 1,000	\$ -	\$ -	500	-			
Sep-16	San Francisco Client Giants Game at Luxury Suite	\$ 10,000	\$ 800	5	\$ 4,000	Original	\$ -	\$ 10,379	104%	\$ -	\$ 10,000	\$ 10,000	\$ -	\$ 379	500	305	\$ 4,000	\$ 4,000	\$ -
Sep-16	Iowa/ITA Group Office Visit	\$ 500			\$ -	Original	\$ -	\$ 396	79%	\$ -	\$ 500	\$ 500	\$ -	\$ (104)	200	1,452			
Sep-16	Los Angeles/Orange County Client Event	\$ 7,000	\$ 500	8	\$ 4,000	Original	\$ -	\$ 7,157	102%	\$ -	\$ 7,000	\$ 7,000	\$ -	\$ 157	400	4,810	\$ 2,500	\$ 4,000	\$ (1,500)
Sep-16	SITE Texas Sales calls & San Francisco Travel client event	\$ 2,000			\$ -	Original	\$ -	\$ 2,127	106%	\$ -	\$ 2,000	\$ 2,000	\$ -	\$ 127	200	219			
Sep-16	Client Boat cruise in Dallas	\$ 6,000			\$ -	Original	\$ -	\$ 5,958	99%	\$ -	\$ 6,000	\$ 6,000	\$ -	\$ (42)	200	1,478			
Sep-16	Seattle Client Event, Safeco Field/Sales Calls	\$ 10,000			\$ -	Original	\$ -	\$ 8,829	88%	\$ -	\$ 10,000	\$ 10,000	\$ -	\$ (1,171)	200	475			
Oct-16	Milwaukee Sales Calls & Client Event (Mani/Pedi Reception)	\$ 1,000			\$ -	Original	\$ -	\$ 1,300	130%	\$ -	\$ 1,000	\$ 1,000	\$ -	\$ 300	300	479			
Oct-16	Visit CA Canada Sales Mission	\$ 5,000			\$ -	Original	\$ -	\$ 6,170	123%	\$ -	\$ 5,000	\$ 5,000	\$ -	\$ 1,170	200	-			
Oct-16	CHI Client Event w/ Bay Area Partners (Cooking Class)	\$ 1,500			\$ -	Original	\$ -	\$ 1,730	115%	\$ -	\$ 1,500	\$ 1,500	\$ -	\$ 230	200	1,732			
Nov-16	Tour of Lights (with Seasonal)	\$ 1,625			\$ -	Original	\$ 302	\$ 1,627	100%	\$ 163	\$ 1,625	\$ 1,625	\$ 140	\$ 2	200	110			
Nov-16	East-West Marketing China Sales Mission + CITM	\$ 15,000			\$ -	Original	\$ -	\$ 15,316	102%	\$ 1,500	\$ 15,000	\$ 15,000	\$ (1,500)	\$ 316	400	-			
Dec-16	CalSAE Holiday Lunch Co-op décor and guest hosts	\$ 1,000			\$ -	Original	\$ 145	\$ 1,572	157%	\$ 450	\$ 900	\$ 1,000	\$ (305)	\$ 672	200	-			
Dec-16	CVBReps Holiday Event - Washington, DC	\$ 1,850			\$ -	Original Cancelled	\$ -	\$ -	0%	\$ 833	\$ 1,665	\$ 1,850	\$ (833)	\$ (1,665)	100	-			
Feb-17	MPISN Crab Feed Table Host, Sacramento CA	\$ 1,700	\$ 100	4	\$ 400	Original	\$ -	\$ -	0%	\$ 85	\$ 255	\$ 1,700	\$ (85)	\$ (255)	300	-	\$ 400		
Jan-17	Indianapolis Sales Calls & Client Event (Mani/Pedi Reception)	\$ 2,000			\$ -	Original	\$ -	\$ -	0%	\$ 600	\$ 900	\$ 2,000	\$ (600)	\$ (900)	300	-			
Jan-17	Visit CA Mexico Sales Mission	\$ 4,000			\$ -	Original	\$ -	\$ 3,784	95%	\$ 1,200	\$ 1,800	\$ 4,000	\$ (1,200)	\$ 1,984	200	-			
Feb-17	St. Louis Sales Calls/Client Event (Mani/Pedi Reception)	\$ 2,000			\$ -	Original	\$ -	\$ -	0%	\$ 100	\$ 300	\$ 2,000	\$ (100)	\$ (300)	300	-			
Feb-17	Kansas City Sales Calls/Client Event (Mani/Pedi Reception)	\$ 2,000			\$ -	Original	\$ -	\$ -	0%	\$ 100	\$ 300	\$ 2,000	\$ (100)	\$ (300)	300	-			
Feb-17	SF Travel Chinese New Year DC Client Event	\$ 1,000			\$ -	Original	\$ -	\$ -	0%	\$ 50	\$ 150	\$ 1,000	\$ (50)	\$ (150)	300	-			
Feb-17	East Bay Client Event - Warriors	\$ 8,000	\$ 500	3	\$ 1,500	Original	\$ -	\$ -	0%	\$ 400	\$ 1,200	\$ 8,000	\$ (400)	\$ (1,200)	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>\$ 448</b>	<b>\$ 85,188</b>	<b>60%</b>	<b>\$ 5,480</b>	<b>\$ 87,545</b>	<b>\$ 140,825</b>	<b>\$ (5,032)</b>	<b>\$ (2,357)</b>	<b>10,400</b>	<b>21,655</b>	<b>\$ 9,000</b>	<b>\$ 21,250</b>	<b>\$ (12,250)</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

2016 - 17 SPONSORSHIPS						Actual			Budget			Variance		Expected Results (in lead rooms)	Actual Results (in lead rooms)	YTD Actual Revenue	Annual Budget Revenue	YTD Revenue Variance	
Month	Description	Budget	Co-Op?	#	Target Revenue	Status	12/31/2016	YTD Dec	% of Budget	12/31/2016	YTD Dec	Full Year Budget	Dec						YTD Dec
Jul-16	PCMA Boston Chapter Event at Fenway Park and Sales Calls	\$ 1,500			\$ -	Original	\$ -	\$ 1,020	68%	\$ -	\$ 1,500	\$ 1,500	\$ -	\$ (480)	200	-			
Jul-16	HelmsBriscoe - Preferred Partnership	\$ 18,000			\$ -	Original	\$ -	\$ 18,000	100%	\$ -	\$ 18,000	\$ 18,000	\$ -	\$ -	1,000	35,931			
Jul-16	PCMA NCC Diamond	\$ 7,500			\$ -	Original	\$ -	\$ 7,500	100%	\$ -	\$ 7,500	\$ 7,500	\$ -	\$ -	500	175			
Jul-16	CalSAE Gold	\$ 15,000			\$ -	Original	\$ -	\$ 15,000	100%	\$ -	\$ 15,000	\$ 15,000	\$ -	\$ -	1,500	1,698			
Aug-16	CalSAE AMC Owner's Retreat	\$ 12,000			\$ -	Original	\$ -	\$ 11,767	98%	\$ -	\$ 12,000	\$ 12,000	\$ -	\$ (233)	400	427			
Aug-16	Kellen Managers Summit Bronze Sponsorship	\$ 3,500			\$ -	Original	\$ -	\$ 3,500	100%	\$ -	\$ 3,500	\$ 3,500	\$ -	\$ -	300	35			
Aug-16	SITE Minnesota Summer Sponsorship	\$ 5,000			\$ -	Original	\$ -	\$ 5,000	100%	\$ -	\$ 5,000	\$ 5,000	\$ -	\$ -	200	-			
Sep-16	SVBTA - Golf Sponsorship	\$ 1,500			\$ -	Original	\$ -	\$ 1,200	80%	\$ -	\$ 1,500	\$ 1,500	\$ -	\$ (300)	200	84			
Oct-16	PCMA NCC Bamies Table Host	\$ 7,500			\$ -	Original	\$ -	\$ 6,864	92%	\$ -	\$ 7,500	\$ 7,500	\$ -	\$ (636)	200	1,261			
Nov-16	SF Travel Client Event Sponsorship in November	\$ 1,200			\$ -	Original	\$ -	\$ -	0%	\$ -	\$ 1,200	\$ 1,200	\$ -	\$ (1,200)	200	1,650			
Nov-16	FICP Annual Conference	\$ 11,650			\$ -	Original	\$ -	\$ 11,650	100%	\$ -	\$ 11,650	\$ 11,650	\$ -	\$ -	400	1,057			
Nov-16	MPINCC Thanks for Giving - now Regional Education	\$ 2,000			\$ -	Original	\$ -	\$ 1,565	78%	\$ -	\$ 2,000	\$ 2,000	\$ -	\$ (435)	300	-			
Dec-16	AMEXInteraction Show Gold Sponsorship, New Orleans	\$ 35,000			\$ -	Original	\$ 35,708	\$ 35,708	102%	\$ 31,500	\$ 35,000	\$ 35,000	\$ 4,208	\$ 708	300	2,060			
Dec-16	PCMA Philadelphia Chapter Holiday Party and Sales Calls	\$ 1,000			\$ -	Original	\$ 573	\$ 840	84%	\$ 900	\$ 1,000	\$ 1,000	\$ (327)	\$ (160)	300	-			
Dec-16	AZMPI Holiday Gala Wine Sponsorship	\$ 2,000			\$ -	Original	\$ 1,868	\$ 1,868	93%	\$ 1,800	\$ 2,000	\$ 2,000	\$ 68	\$ (132)	300	-			
Dec-16	SITE SoCal Holiday Luncheon	\$ 4,700			\$ -	Original	\$ 629	\$ 3,561	76%	\$ 4,230	\$ 4,700	\$ 4,700	\$ (3,601)	\$ (1,139)	300	-	\$ 1,000	\$ -	\$ 1,000
Dec-16	SITE TEXAS Chapter	\$ 5,000			\$ -	Original	\$ 11	\$ 5,011	100%	\$ 4,500	\$ 5,000	\$ 5,000	\$ (4,489)	\$ 11	300	-			
Jan-17	PCMA Greater Midwest Chapter	\$ 5,000			\$ -	Original	\$ -	\$ -	0%	\$ 500	\$ 500	\$ 5,000	\$ (500)	\$ (500)	300	-			
Feb-17	MPISSN Crab Feed Title Sponsorship	\$ 2,000			\$ -	Original	\$ -	\$ -	0%	\$ -	\$ -	\$ 2,000	\$ -	\$ -	400	-			
Feb-17	Visit CA Outlook Forum, Santa Barbara	\$ 5,000			\$ -	Original	\$ -	\$ -	0%	\$ -	\$ -	\$ 5,000	\$ -	\$ -	-	-			
Apr-17	Conference Direct Sponsorship	\$ 8,000			\$ -	Original	\$ -	\$ -	0%	\$ -	\$ -	\$ 8,000	\$ -	\$ -	300	-			
Apr-17	CA Cup Sponsorship - Los Angeles, CA	\$ 3,500			\$ -	Original	\$ 3,000	\$ 3,000	86%	\$ -	\$ -	\$ 3,500	\$ 3,000	\$ 3,000	200	-			
Apr-17	CalSAE ELEVATE Annual Conference Sponsorship Sapphire	\$ 8,500			\$ -	Original	\$ -	\$ -	0%	\$ -	\$ -	\$ 8,500	\$ -	\$ -	400	-			
Jun-17	Association Swing Golf	\$ 2,500			\$ -	Original	\$ 44	\$ 44	2%	\$ -	\$ -	\$ 2,500	\$ 44	\$ 44	200	-			
Jun-17	MPISCC Wine Sponsor - June Gala Event	\$ 2,500			\$ -	Original	\$ -	\$ -	0%	\$ -	\$ -	\$ 2,500	\$ -	\$ -	200	-			
Jun-17	MPI-CAC Golf Outing	\$ 1,500			\$ -	Original	\$ -	\$ -	0%	\$ -	\$ -	\$ 1,500	\$ -	\$ -	200	-			
	<b>Total</b>	<b>\$ 172,550</b>			<b>\$ -</b>		<b>\$ 41,832</b>	<b>\$ 133,099</b>		<b>\$ 43,430</b>	<b>\$ 134,550</b>	<b>\$ 172,550</b>	<b>\$ (1,598)</b>	<b>\$ (1,451)</b>	<b>9,100</b>	<b>44,378</b>	<b>\$ 1,000</b>	<b>\$ -</b>	<b>\$ 1,000</b>
	Original	\$ 172,550																	
	Original Cancelled	\$ -																	
	New	\$ -																	
	New Cancelled	\$ -																	
	Original Budget	\$ 172,550																	
	Scheduled Original and New	\$ 172,550																	
	Available for Opportunities	\$ -																	

Should be \$172,550 from new budget

TID Received and Budgeted  
Fiscal Year 16-17

		7/15	8/15	9/15	10/15	11/15	12/15	15-16 YTD Dec	7/16	8/16	9/16	10/16	11/16	12/16	16-17 YTD Dec	Over (under) previous YTD
	<b>TID</b>															
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		226,130			253,099	479,229	-	
Received	City of Monterey			358,682		407,593		766,275		365,314			416,805		782,119	15,844
For What Period			May-Jun			Jul-Aug				May-Jun			Jul-Aug			
Rooms @ \$2			129,929			146,376							147,560			
Rooms @ \$1			102,447			118,959							125,895			
Budgeted		-	-	358,682	-	407,593	-	766,275		367,649		417,783		370,236	1,155,667	389,392
Received	City of Carmel		54,174					54,174		52,359		61,444		57,152	170,955	116,781
For What Period			May-Jun							May-Jun		Jul-Aug		Sep-Oct		
Rooms @ \$2																
Rooms @ \$1																
Budgeted		-	54,174	-	-	-	-	54,174		54,174		63,469		52,073	169,716	115,542
Received	City of Pacific Grove		63,792			75,097		138,889		63,566			73,970		137,536	(1,353)
For What Period			Apr-Jun			Jul-Sep				Apr-Jun						
Rooms @ \$1																
Rooms @ \$ 0.50																
Budgeted		-	63,792	-	-	75,097	-	138,889		65,387			76,974		142,361	3,472
Received	City of Seaside	18,456	24,028	23,579	23,366	22,055	19,464	130,948	20,398	22,285	25,641	24,437	21,573	28,285	142,619	11,671
For What Period		May	June	July	August	September	October		May	June	July	Aug	Sep	Oct		
Rooms @ \$2		5,016	7,160	6,066	6,252	6,622	5,765		5,903	6,154	6,758	6,551	5,985	10,934		
Rooms @ \$1		8,610	9,951	11,685	11,098	9,034	8,131		8,798	10,202	12,384	11,582	9,821	6,703		
Budgeted		18,456	24,028	23,579	23,366	22,055	19,464	130,948	18,677	24,317	23,862	23,646	22,320	19,698	132,520	1,572
Received	City of Salinas			74,940			76,610	151,550		79,458				67,553	147,011	(4,539)
For What Period				Apr-Jun			Jul-Aug			Apr-Jun				Jul-Sep		
Rooms @ \$2																
Rooms @ \$1																
Budgeted		-	-	74,940	-	-	76,610	151,550		76,813			78,525		155,338	3,789
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	110,558	14,967	15,953	14,355	18,875	17,712	16,653	98,515	(12,043)
		33,057	368,124	486,769	23,366	504,745	415,562	1,831,623	20,398	842,470	25,641	85,882	547,633	438,114	1,960,138	128,515
		33,057	368,124	486,769	23,366	504,745	415,562	1,831,623	33,644	830,422	38,216	523,773	448,631	458,660	2,333,347	501,724

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	\$ 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	\$ 67,913	400,000	10,000	\$ 20,000		857,239	2,832,033	\$ 17,688		Expected results - may fluctuate due to # of influencer, followers and amount of posts, actuals as of 11/11/16 . Expect \$30k in ad equivalency by 6 month post event. Budget amounts as of 12/8. Still waiting for invoices to
	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	\$ 277,476	160,000	-	\$ -	Custom Content Reads = 2M; Newsletter Signups = 185; Sweepstakes entries = 30k; Media impressions= 25M; Landing page visits =	120,000			Sweepstakes entries= 33,090	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	\$ 13,500	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		\$ 138,000.00			Reporting only Magazine and video EM; more expected as of 12/7/16 - 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 Vancouver					Expected results - may fluctuate due to # of influencer, followers and amount of posts. We hosted a FAM in December, waiting on results from the 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
	Mar-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					
	Dec-16	SMT	\$ 20,000	\$ 17,000	N/A expected social impressions		\$ 1,000,000.00	SMT highlighting Monterey County as a winter travel destination		222,146,044			PR Ad Equivalency expected by the end of the week (1/13)
<b>TOTALS</b>			<b>\$ 525,750</b>	<b>\$ 358,889</b>					<b>977,239</b>	<b>2,970,033</b>	<b>\$ 17,688</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.