

Explore Butte County

Profit & Loss

May 2019

06/06/19

Accrual Basis

	May 19
Ordinary Income/Expense	
Income	
4000 · Program Income	
4200 · Butte County	62.94
4400 · Oroville	21,878.49
4500 · Paradise	7,016.06
Total 4000 · Program Income	28,957.49
4800 · Other Types of Income	
4810 · Interest Income	20.35
Total 4800 · Other Types of Income	20.35
Total Income	28,977.84
Cost of Goods Sold	
5000 · 2% Fee	
5200 · 2% Fee - Butte County	1.26
5400 · 2% Fee - Oroville	437.57
5500 · 2% Fee - Paradise	140.32
Total 5000 · 2% Fee	579.15
Total COGS	579.15
Gross Profit	28,398.69
Expense	
6000 · Sales and Marketing Expense	
6010 · Advertising	7,331.66
6050 · Creative Services	4,173.10
6200 · Meals	175.04
6320 · Printing	1,517.62
6340 · Public Relations	860.02
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	8,910.27
6420 · Staffing - Payroll Taxes - Mktg	681.63
6430 · Workers comp insurance	660.90
Total 6400 · Staffing - Marketing	10,252.80
6700 · Website	52.20
Total 6000 · Sales and Marketing Expense	24,362.44
6900 · Zone and Micro-Marketing	
6910 · Outside Contract Services	6,200.00
Total 6900 · Zone and Micro-Marketing	6,200.00
7000 · Administration Expenses	
7060 · Filing fees/ taxes	10.00
7100 · Insurance	1,964.00
7200 · Meals	243.36
7210 · Membership dues	160.00
7300 · Office supplies	488.14
7320 · Printing and Copying	48.65
7330 · Professional fees - Accounting	5,350.00
7360 · Rent/ Office Space	770.00
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	1,957.13
7420 · Payroll taxes - admin	149.72
7430 · Workers comp insurance	145.17
Total 7400 · Staffing - Admin	2,252.02

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	<u>May 19</u>
7500 · Subscriptions	91.77
7560 · Telephone, Telecommunications	172.53
7570 · Travel	<u>388.72</u>
Total 7000 · Administration Expenses	11,939.19
Total Expense	<u>42,501.63</u>
Net Ordinary Income	<u>-14,102.94</u>
Net Income	<u><u>-14,102.94</u></u>

Explore Butte County
Profit & Loss
 January through May 2019

	Jan - May 19
Ordinary Income/Expense	
Income	
4000 · Program Income	
4200 · Butte County	738.14
4300 · Chico	121,379.28
4400 · Oroville	38,788.51
4500 · Paradise	7,016.06
	167,921.99
Total 4000 · Program Income	
4800 · Other Types of Income	
4810 · Interest Income	93.17
4820 · Miscellaneous Revenue	400.00
	493.17
Total 4800 · Other Types of Income	
Total Income	168,415.16
Cost of Goods Sold	
5000 · 2% Fee	
5200 · 2% Fee - Butte County	14.76
5300 · 2% Fee - Chico	2,427.59
5400 · 2% Fee - Oroville	775.77
5500 · 2% Fee - Paradise	140.32
	3,358.44
Total 5000 · 2% Fee	
Total COGS	3,358.44
Gross Profit	165,056.72
Expense	
6000 · Sales and Marketing Expense	
6010 · Advertising	33,148.82
6030 · Conferences	2,052.25
6050 · Creative Services	19,962.43
6060 · CTA Program	10,026.63
6100 · Marketing contracts	
6110 · Advertising Agencies	92,060.25
	92,060.25
Total 6100 · Marketing contracts	
6200 · Meals	449.99
6320 · Printing	1,517.62
6340 · Public Relations	9,270.72
6350 · Sales and Marketing Exp. -Other	2,473.00
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	41,569.67
6420 · Staffing - Payroll Taxes - Mktg	3,655.50
6430 · Workers comp insurance	1,066.75
	46,291.92
Total 6400 · Staffing - Marketing	
6700 · Website	433.90
	217,687.53
Total 6000 · Sales and Marketing Expense	
6900 · Zone and Micro-Marketing	
6910 · Outside Contract Services	33,200.00
	33,200.00
Total 6900 · Zone and Micro-Marketing	

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Accrual Basis

	Jan - May 19
7000 · Administration Expenses	
7150 · Interest expense	99.43
7010 · Advertising	1.29
7020 · Bank fees	39.00
7050 · Education	1,191.37
7060 · Filing fees/ taxes	10.00
7070 · General Administration	978.03
7100 · Insurance	1,964.00
7200 · Meals	765.38
7210 · Membership dues	160.00
7300 · Office supplies	1,218.92
7310 · Postage	347.24
7320 · Printing and Copying	192.36
7330 · Professional fees - Accounting	8,410.00
7360 · Rent/ Office Space	3,850.00
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	8,485.43
7420 · Payroll taxes - admin	704.71
7430 · Workers comp insurance	219.35
	9,409.49
7500 · Subscriptions	711.85
7560 · Telephone, Telecommunications	864.39
7570 · Travel	968.14
	31,180.89
Total 7000 · Administration Expenses	31,180.89
Total Expense	282,068.42
Net Ordinary Income	-117,011.70
Net Income	-117,011.70

Explore Butte County
Profit & Loss Budget Overview
 January through May 2019

	Jan - May 19	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
4000 · Program Income			
4200 · Butte County	738.14	2,315.00	-1,576.86
4300 · Chico	121,379.28	182,934.00	-61,554.72
4400 · Oroville	38,788.51	46,312.50	-7,523.99
4500 · Paradise	7,016.06		
Total 4000 · Program Income	167,921.99	231,561.50	-63,639.51
4800 · Other Types of Income			
4810 · Interest Income	93.17		
4815 · CTA Registrations	0.00	1,041.00	-1,041.00
4820 · Miscellaneous Revenue	400.00		
Total 4800 · Other Types of Income	493.17	1,041.00	-547.83
Total Income	168,415.16	232,602.50	-64,187.34
Cost of Goods Sold			
5000 · 2% Fee			
5200 · 2% Fee - Butte County	14.76	46.00	-31.24
5300 · 2% Fee - Chico	2,427.59	3,659.00	-1,231.41
5400 · 2% Fee - Oroville	775.77	926.00	-150.23
5500 · 2% Fee - Paradise	140.32		
Total 5000 · 2% Fee	3,358.44	4,631.00	-1,272.56
Total COGS	3,358.44	4,631.00	-1,272.56
Gross Profit	165,056.72	227,971.50	-62,914.78
Expense			
6000 · Sales and Marketing Expense			
6010 · Advertising	33,148.82	31,250.00	1,898.82
6020 · Capital Display	0.00	416.00	-416.00
6030 · Conferences	2,052.25	2,084.00	-31.75
6050 · Creative Services	19,962.43	46,666.00	-26,703.57
6060 · CTA Program	10,026.63	6,250.00	3,776.63
6070 · Dues and Memberships	0.00	1,666.00	-1,666.00
6100 · Marketing contracts			
6110 · Advertising Agencies	92,060.25	135,416.00	-43,355.75
6120 · Jack Rabbit	0.00	5,000.00	-5,000.00
Total 6100 · Marketing contracts	92,060.25	140,416.00	-48,355.75
6200 · Meals	449.99	959.00	-509.01
6320 · Printing	1,517.62	20,834.00	-19,316.38
6340 · Public Relations	9,270.72	12,500.00	-3,229.28
6350 · Sales and Marketing Exp. -Other	2,473.00	3,750.00	-1,277.00
6400 · Staffing - Marketing			
6410 · Staffing - Marketing payroll	41,569.67	41,570.00	-0.33
6420 · Staffing - Payroll Taxes - Mktg	3,655.50	3,750.00	-94.50
6430 · Workers comp insurance	1,066.75	416.00	650.75
Total 6400 · Staffing - Marketing	46,291.92	45,736.00	555.92
6600 · State Fair Exhibit	0.00	10,416.00	-10,416.00
6700 · Website	433.90	6,666.00	-6,232.10
Total 6000 · Sales and Marketing Expense	217,687.53	329,609.00	-111,921.47
6900 · Zone and Micro-Marketing			
6910 · Outside Contract Services	33,200.00	23,156.00	10,044.00
Total 6900 · Zone and Micro-Marketing	33,200.00	23,156.00	10,044.00
7000 · Administration Expenses			
7150 · Interest expense	99.43		
7010 · Advertising	1.29	312.50	-311.21
7020 · Bank fees	39.00	41.00	-2.00
7030 · Conference, Convention, Meeting	0.00	416.00	-416.00
7040 · Contract services	0.00	521.00	-521.00
7050 · Education	1,191.37	1,459.00	-267.63
7060 · Filing fees/ taxes	10.00	41.00	-31.00
7070 · General Administration	978.03	4,166.00	-3,187.97
7100 · Insurance	1,964.00	1,084.00	880.00

Explore Butte County
Profit & Loss Budget Overview
 January through May 2019

	Jan - May 19	Budget	\$ Over Budget
7200 · Meals	765.38	312.50	452.88
7210 · Membership dues	160.00	416.00	-256.00
7300 · Office supplies	1,218.92	1,000.00	218.92
7310 · Postage	347.24	209.00	138.24
7320 · Printing and Copying	192.36	416.00	-223.64
7330 · Professional fees - Accounting	8,410.00	6,250.00	2,160.00
7340 · Professional fees - Legal	0.00	1,041.00	-1,041.00
7350 · Promotion	0.00	41.00	-41.00
7360 · Rent/ Office Space	3,850.00	4,166.00	-316.00
7400 · Staffing - Admin			
7410 · Staffing - Admin Payroll	8,485.43	9,176.00	-690.57
7420 · Payroll taxes - admin	704.71	834.00	-129.29
7430 · Workers comp insurance	219.35	109.00	110.35
Total 7400 · Staffing - Admin	9,409.49	10,119.00	-709.51
7500 · Subscriptions	711.85	625.00	86.85
7560 · Telephone, Telecommunications	864.39	1,000.00	-135.61
7570 · Travel	968.14	834.00	134.14
7900 · Admin Expense- Other	0.00	416.00	-416.00
Total 7000 · Administration Expenses	31,180.89	34,886.00	-3,705.11
8000 · Contingency	0.00	6,979.00	-6,979.00
Total Expense	282,068.42	394,630.00	-112,561.58
Net Ordinary Income	-117,011.70	-166,658.50	49,646.80
Net Income	-117,011.70	-166,658.50	49,646.80