

**Explore Butte County**  
**Balance Sheet**  
As of August 31, 2019

	Aug 31, 19
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
1000 · Tri Counties Bank	1,115,742.83
<b>Total Checking/Savings</b>	1,115,742.83
<b>Other Current Assets</b>	
1150 · Other receivable	14.95
<b>Total Other Current Assets</b>	14.95
<b>Total Current Assets</b>	1,115,757.78
<b>Fixed Assets</b>	
1500 · Furniture and Equipment	10,946.32
1600 · Accumulated depreciation	-830.00
<b>Total Fixed Assets</b>	10,116.32
<b>TOTAL ASSETS</b>	<b>1,125,874.10</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Credit Cards</b>	
2100 · TCB Credit Card	2,912.06
<b>Total Credit Cards</b>	2,912.06
<b>Other Current Liabilities</b>	
2400 · Payroll Liabilities	3,283.52
<b>Total Other Current Liabilities</b>	3,283.52
<b>Total Current Liabilities</b>	6,195.58
<b>Total Liabilities</b>	6,195.58
<b>Equity</b>	
3200 · Unrestricted Net Assets	986,445.57
3300 · Net Assets - Reserved	
3350 · Reserved - TBID Renewal Fees	75,000.00
3360 · Reserved - Zone Marketing	167,369.68
<b>Total 3300 · Net Assets - Reserved</b>	242,369.68
<b>Net Income</b>	-109,136.73
<b>Total Equity</b>	1,119,678.52
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>1,125,874.10</b>

## Explore Butte County

## Profit &amp; Loss

August 2019

09/20/19

Accrual Basis

	Aug 19
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
<b>4000 · Program Income</b>	
4300 · Chico	70,657.33
4400 · Oroville	24,910.94
<b>Total 4000 · Program Income</b>	95,568.27
<b>4800 · Other Types of Income</b>	
4810 · Interest Income	19.07
<b>Total 4800 · Other Types of Income</b>	19.07
<b>Total Income</b>	95,587.34
<b>Cost of Goods Sold</b>	
<b>5000 · 2% Fee</b>	
5300 · 2% Fee - Chico	1,413.15
5400 · 2% Fee - Oroville	498.22
<b>Total 5000 · 2% Fee</b>	1,911.37
<b>Total COGS</b>	1,911.37
<b>Gross Profit</b>	93,675.97
<b>Expense</b>	
<b>6000 · Sales and Marketing Expense</b>	
6010 · Advertising	486.56
6030 · Conferences	2,188.82
6050 · Creative Services	14,976.70
6060 · CTA Program	63.35
6100 · Marketing contracts	
6110 · Advertising Agencies	2,880.00
<b>Total 6100 · Marketing contracts</b>	2,880.00
6200 · Meals	184.02
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	8,858.46
6420 · Staffing - Payroll Taxes - Mktg	677.69
<b>Total 6400 · Staffing - Marketing</b>	9,536.15
6700 · Website	-76.76
<b>Total 6000 · Sales and Marketing Expense</b>	30,238.84
<b>6900 · Zone and Micro-Marketing</b>	
6910 · Outside Contract Services	30,000.00
<b>Total 6900 · Zone and Micro-Marketing</b>	30,000.00
<b>7000 · Administration Expenses</b>	
7010 · Advertising	110.84
7200 · Meals	267.91
7300 · Office supplies	147.30
7310 · Postage	144.30
7320 · Printing and Copying	19.58
7330 · Professional fees - Accounting	675.00
7360 · Rent/ Office Space	1,035.00
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	1,865.36
7420 · Payroll taxes - admin	142.70
<b>Total 7400 · Staffing - Admin</b>	2,008.06
7500 · Subscriptions	55.23
7560 · Telephone, Telecommunications	175.25
7570 · Travel	103.24

**Explore Butte County**  
**Profit & Loss**  
August 2019

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	<u>Aug 19</u>
Total 7000 · Administration Expenses	<u>4,741.71</u>
Total Expense	<u>64,980.55</u>
Net Ordinary Income	<u>28,695.42</u>
Net Income	<u><u>28,695.42</u></u>

**Explore Butte County**  
**Profit & Loss**  
 January through August 2019

	Jan - Aug 19
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
<b>4000 · Program Income</b>	
4200 · Butte County	1,756.96
4300 · Chico	351,636.05
4400 · Oroville	102,415.46
4500 · Paradise	7,016.06
<b>Total 4000 · Program Income</b>	462,824.53
<b>4800 · Other Types of Income</b>	
4810 · Interest Income	149.93
4820 · Miscellaneous Revenue	10,368.93
<b>Total 4800 · Other Types of Income</b>	10,518.86
<b>Total Income</b>	473,343.39
<b>Cost of Goods Sold</b>	
<b>5000 · 2% Fee</b>	
5200 · 2% Fee - Butte County	35.14
5300 · 2% Fee - Chico	7,032.73
5400 · 2% Fee - Oroville	2,048.31
5500 · 2% Fee - Paradise	140.32
<b>Total 5000 · 2% Fee</b>	9,256.50
<b>Total COGS</b>	9,256.50
<b>Gross Profit</b>	464,086.89
<b>Expense</b>	
<b>6000 · Sales and Marketing Expense</b>	
6010 · Advertising	44,332.27
6030 · Conferences	4,241.07
6050 · Creative Services	81,516.23
6060 · CTA Program	10,283.33
6070 · Dues and Memberships	711.20
6100 · Marketing contracts	
6110 · Advertising Agencies	178,072.51
6120 · Jack Rabbit	11,895.00
<b>Total 6100 · Marketing contracts</b>	189,967.51
6200 · Meals	700.78
6320 · Printing	4,162.11
6340 · Public Relations	21,457.41
6350 · Sales and Marketing Exp. -Other	2,473.00
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	67,778.16
6420 · Staffing - Payroll Taxes - Mktg	5,660.45
6430 · Workers comp insurance	1,622.81
<b>Total 6400 · Staffing - Marketing</b>	75,061.42
6600 · State Fair Exhibit	15,525.51
6700 · Website	913.31
<b>Total 6000 · Sales and Marketing Expense</b>	451,345.15
<b>6900 · Zone and Micro-Marketing</b>	
6910 · Outside Contract Services	72,650.00
6900 · Zone and Micro-Marketing - Other	2,500.00
<b>Total 6900 · Zone and Micro-Marketing</b>	75,150.00
<b>7000 · Administration Expenses</b>	
7150 · Interest expense	193.39
7010 · Advertising	127.13
7020 · Bank fees	112.00

**Explore Butte County**  
**Profit & Loss**  
 January through August 2019

	Jan - Aug 19
7030 · Conference, Convention, Meeting	542.00
7050 · Education	1,191.37
7060 · Filing fees/ taxes	10.00
7070 · General Administration	978.03
7100 · Insurance	1,964.00
7200 · Meals	1,270.02
7210 · Membership dues	160.00
7300 · Office supplies	1,505.57
7310 · Postage	827.54
7320 · Printing and Copying	455.82
7330 · Professional fees - Accounting	10,435.00
7360 · Rent/ Office Space	6,755.00
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	14,240.29
7420 · Payroll taxes - admin	1,144.96
7430 · Workers comp insurance	345.29
Total 7400 · Staffing - Admin	15,730.54
7500 · Subscriptions	1,378.03
7560 · Telephone, Telecommunications	1,387.42
7570 · Travel	1,705.61
Total 7000 · Administration Expenses	46,728.47
Total Expense	573,223.62
Net Ordinary Income	-109,136.73
Net Income	-109,136.73

**Explore Butte County**  
**Profit & Loss Budget Overview**  
 January through August 2019

	Jan - Aug 19	Budget	\$ Over Budget
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
4000 · Program Income			
4200 · Butte County	1,756.96	3,704.00	-1,947.04
4300 · Chico	351,636.05	292,695.00	58,941.05
4400 · Oroville	102,415.46	74,100.00	28,315.46
4500 · Paradise	7,016.06		
<b>Total 4000 · Program Income</b>	<b>462,824.53</b>	<b>370,499.00</b>	<b>92,325.53</b>
4800 · Other Types of Income			
4810 · Interest Income	149.93		
4815 · CTA Registrations	0.00	1,666.00	-1,666.00
4820 · Miscellaneous Revenue	10,368.93		
<b>Total 4800 · Other Types of Income</b>	<b>10,518.86</b>	<b>1,666.00</b>	<b>8,852.86</b>
<b>Total Income</b>	<b>473,343.39</b>	<b>372,165.00</b>	<b>101,178.39</b>
<b>Cost of Goods Sold</b>			
5000 · 2% Fee			
5200 · 2% Fee - Butte County	35.14	74.00	-38.86
5300 · 2% Fee - Chico	7,032.73	5,854.00	1,178.73
5400 · 2% Fee - Oroville	2,048.31	1,482.00	566.31
5500 · 2% Fee - Paradise	140.32		
<b>Total 5000 · 2% Fee</b>	<b>9,256.50</b>	<b>7,410.00</b>	<b>1,846.50</b>
<b>Total COGS</b>	<b>9,256.50</b>	<b>7,410.00</b>	<b>1,846.50</b>
<b>Gross Profit</b>	<b>464,086.89</b>	<b>364,755.00</b>	<b>99,331.89</b>
<b>Expense</b>			
6000 · Sales and Marketing Expense			
6010 · Advertising	44,332.27	50,000.00	-5,667.73
6020 · Capital Display	0.00	666.00	-666.00
6030 · Conferences	4,241.07	3,334.00	907.07
6050 · Creative Services	81,516.23	74,666.00	6,850.23
6060 · CTA Program	10,283.33	10,000.00	283.33
6070 · Dues and Memberships	711.20	2,666.00	-1,954.80
6100 · Marketing contracts			
6110 · Advertising Agencies	178,072.51	216,666.00	-38,593.49
6120 · Jack Rabbit	11,895.00	8,000.00	3,895.00
<b>Total 6100 · Marketing contracts</b>	<b>189,967.51</b>	<b>224,666.00</b>	<b>-34,698.49</b>
6200 · Meals	700.78	1,534.00	-833.22
6320 · Printing	4,162.11	33,334.00	-29,171.89
6340 · Public Relations	21,457.41	20,000.00	1,457.41
6350 · Sales and Marketing Exp. -Other	2,473.00	6,000.00	-3,527.00
6400 · Staffing - Marketing			
6410 · Staffing - Marketing payroll	67,778.16	66,515.00	1,263.16
6420 · Staffing - Payroll Taxes - Mktg	5,660.45	6,000.00	-339.55
6430 · Workers comp insurance	1,622.81	666.00	956.81
<b>Total 6400 · Staffing - Marketing</b>	<b>75,061.42</b>	<b>73,181.00</b>	<b>1,880.42</b>
6600 · State Fair Exhibit	15,525.51	16,666.00	-1,140.49
6700 · Website	913.31	10,666.00	-9,752.69
<b>Total 6000 · Sales and Marketing Expense</b>	<b>451,345.15</b>	<b>527,379.00</b>	<b>-76,033.85</b>
6900 · Zone and Micro-Marketing			
6910 · Outside Contract Services	72,650.00	37,050.00	35,600.00
6900 · Zone and Micro-Marketing - Other	2,500.00		
<b>Total 6900 · Zone and Micro-Marketing</b>	<b>75,150.00</b>	<b>37,050.00</b>	<b>38,100.00</b>
7000 · Administration Expenses			
7150 · Interest expense	193.39		
7010 · Advertising	127.13	500.00	-372.87
7020 · Bank fees	112.00	66.00	46.00
7030 · Conference, Convention, Meeting	542.00	666.00	-124.00
7040 · Contract services	0.00	834.00	-834.00
7050 · Education	1,191.37	2,334.00	-1,142.63
7060 · Filing fees/ taxes	10.00	66.00	-56.00
7070 · General Administration	978.03	6,666.00	-5,687.97
7100 · Insurance	1,964.00	1,734.00	230.00
7200 · Meals	1,270.02	500.00	770.02
7210 · Membership dues	160.00	666.00	-506.00

**Explore Butte County**  
**Profit & Loss Budget Overview**  
 January through August 2019

	Jan - Aug 19	Budget	\$ Over Budget
7300 · Office supplies	1,505.57	1,600.00	-94.43
7310 · Postage	827.54	334.00	493.54
7320 · Printing and Copying	455.82	666.00	-210.18
7330 · Professional fees - Accounting	10,435.00	10,000.00	435.00
7340 · Professional fees - Legal	0.00	1,666.00	-1,666.00
7350 · Promotion	0.00	66.00	-66.00
7360 · Rent/ Office Space	6,755.00	6,666.00	89.00
7400 · Staffing - Admin			
7410 · Staffing - Admin Payroll	14,240.29	14,682.00	-441.71
7420 · Payroll taxes - admin	1,144.96	1,334.00	-189.04
7430 · Workers comp insurance	345.29	175.00	170.29
<b>Total 7400 · Staffing - Admin</b>	<b>15,730.54</b>	<b>16,191.00</b>	<b>-460.46</b>
7500 · Subscriptions	1,378.03	1,000.00	378.03
7560 · Telephone, Telecommunications	1,387.42	1,600.00	-212.58
7570 · Travel	1,705.61	1,334.00	371.61
7900 · Admin Expense- Other	0.00	666.00	-666.00
<b>Total 7000 · Administration Expenses</b>	<b>46,728.47</b>	<b>55,821.00</b>	<b>-9,092.53</b>
8000 · Contingency	0.00	11,166.00	-11,166.00
<b>Total Expense</b>	<b>573,223.62</b>	<b>631,416.00</b>	<b>-58,192.38</b>
<b>Net Ordinary Income</b>	<b>-109,136.73</b>	<b>-266,661.00</b>	<b>157,524.27</b>
<b>Net Income</b>	<b>-109,136.73</b>	<b>-266,661.00</b>	<b>157,524.27</b>