

Explore Butte County  
**Balance Sheet**  
As of September 30, 2019

	<u>Sep 30, 19</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
1000 · Tri Counties Bank	1,059,735.91
<b>Total Checking/Savings</b>	<u>1,059,735.91</u>
<b>Total Current Assets</b>	1,059,735.91
<b>Fixed Assets</b>	
1500 · Furniture and Equipment	11,346.31
1600 · Accumulated depreciation	-830.00
<b>Total Fixed Assets</b>	<u>10,516.31</u>
<b>TOTAL ASSETS</b>	<b><u>1,070,252.22</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Credit Cards</b>	
2100 · TCB Credit Card	3,043.05
<b>Total Credit Cards</b>	<u>3,043.05</u>
<b>Other Current Liabilities</b>	
2400 · Payroll Liabilities	3,129.47
<b>Total Other Current Liabilities</b>	<u>3,129.47</u>
<b>Total Current Liabilities</b>	<u>6,172.52</u>
<b>Total Liabilities</b>	6,172.52
<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>	<u>242,369.68</u>
<b>Net Income</b>	<u>-164,735.55</u>
<b>Total Equity</b>	<u>1,064,079.70</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>1,070,252.22</u></b>

	<u>Sep 19</u>
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
<b>4000 · Program Income</b>	
4200 · Butte County	1,580.84
4300 · Chico	69,746.22
4400 · Oroville	17,034.49
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<b>Total 4000 · Program Income</b>	88,361.55
<b>4800 · Other Types of Income</b>	
4810 · Interest Income	19.49
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<b>Total 4800 · Other Types of Income</b>	19.49
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<b>Total Income</b>	88,381.04
<b>Cost of Goods Sold</b>	
<b>5000 · 2% Fee</b>	
5200 · 2% Fee - Butte County	31.62
5300 · 2% Fee - Chico	1,394.92
5400 · 2% Fee - Oroville	340.69
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<b>Total 5000 · 2% Fee</b>	1,767.23
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<b>Total COGS</b>	1,767.23
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<b>Gross Profit</b>	86,613.81
<b>Expense</b>	
<b>6000 · Sales and Marketing Expense</b>	
6010 · Advertising	1,498.87
6050 · Creative Services	2,718.30
6060 · CTA Program	1,363.37
6100 · Marketing contracts	
6110 · Advertising Agencies	123,133.00
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<b>Total 6100 · Marketing contracts</b>	123,133.00
6200 · Meals	217.97
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	8,482.52
6420 · Staffing - Payroll Taxes - Mktg	648.91
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<b>Total 6400 · Staffing - Marketing</b>	9,131.43
6700 · Website	90.78
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<b>Total 6000 · Sales and Marketing Expense</b>	138,153.72
<b>7000 · Administration Expenses</b>	
7150 · Interest expense	-4.64
7010 · Advertising	1.16
7070 · General Administration	31.98
7200 · Meals	81.64
7210 · Membership dues	880.00
7300 · Office supplies	345.84
7360 · Rent/ Office Space	1,035.00
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	1,845.57
7420 · Payroll taxes - admin	141.18
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<b>Total 7400 · Staffing - Admin</b>	1,986.75
7500 · Subscriptions	60.98
7560 · Telephone, Telecommunications	125.25
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<b>Total 7000 · Administration Expenses</b>	4,543.96
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<b>Total Expense</b>	142,697.68
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Explore Butte County  
**Profit & Loss**  
September 2019

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	<u>Sep 19</u>
Net Ordinary Income	<u>-56,083.87</u>
Net Income	<u><u>-56,083.87</u></u>

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

	Jan - Sep 19
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
4000 · Program Income	
4200 · Butte County	3,337.80
4300 · Chico	421,382.27
4400 · Oroville	119,449.95
4500 · Paradise	7,016.06
<b>Total 4000 · Program Income</b>	<b>551,186.08</b>
4800 · Other Types of Income	
4810 · Interest Income	169.42
4820 · Miscellaneous Revenue	10,368.93
<b>Total 4800 · Other Types of Income</b>	<b>10,538.35</b>
<b>Total Income</b>	<b>561,724.43</b>
<b>Cost of Goods Sold</b>	
5000 · 2% Fee	
5200 · 2% Fee - Butte County	66.76
5300 · 2% Fee - Chico	8,427.65
5400 · 2% Fee - Oroville	2,389.00
5500 · 2% Fee - Paradise	140.32
<b>Total 5000 · 2% Fee</b>	<b>11,023.73</b>
<b>Total COGS</b>	<b>11,023.73</b>
<b>Gross Profit</b>	<b>550,700.70</b>
<b>Expense</b>	
6000 · Sales and Marketing Expense	
6010 · Advertising	45,831.14
6030 · Conferences	4,241.07
6050 · Creative Services	83,734.53
6060 · CTA Program	11,646.70
6070 · Dues and Memberships	711.20
6100 · Marketing contracts	
6110 · Advertising Agencies	301,205.51
6120 · Jack Rabbit	11,895.00
<b>Total 6100 · Marketing contracts</b>	<b>313,100.51</b>
6200 · Meals	918.75
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	76,260.68
6420 · Staffing - Payroll Taxes - Mktg	6,309.36
6430 · Workers comp insurance	1,622.81
<b>Total 6400 · Staffing - Marketing</b>	<b>84,192.85</b>
6600 · State Fair Exhibit	15,525.51
6700 · Website	1,004.09
<b>Total 6000 · Sales and Marketing Expense</b>	<b>588,998.87</b>
6900 · Zone and Micro-Marketing	
6910 · Outside Contract Services	72,650.00
6900 · Zone and Micro-Marketing - Other	2,500.00
<b>Total 6900 · Zone and Micro-Marketing</b>	<b>75,150.00</b>
7000 · Administration Expenses	
7150 · Interest expense	188.75
7010 · Advertising	128.29
7020 · Bank fees	112.00

## Explore Butte County

## Profit &amp; Loss

January through September 2019

10/07/19

Accrual Basis

	<u>Jan - Sep 19</u>
7030 · Conference, Convention, Meeting	542.00
7050 · Education	1,191.37
7060 · Filing fees/ taxes	10.00
7070 · General Administration	1,010.01
7100 · Insurance	1,964.00
7200 · Meals	1,351.66
7210 · Membership dues	1,040.00
7300 · Office supplies	1,851.41
7310 · Postage	827.54
7320 · Printing and Copying	455.82
7330 · Professional fees - Accounting	10,435.00
7360 · Rent/ Office Space	7,790.00
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	16,085.86
7420 · Payroll taxes - admin	1,286.14
7430 · Workers comp insurance	345.29
<b>Total 7400 · Staffing - Admin</b>	<b>17,717.29</b>
7500 · Subscriptions	1,453.96
7560 · Telephone, Telecommunications	1,512.67
7570 · Travel	1,705.61
<b>Total 7000 · Administration Expenses</b>	<b>51,287.38</b>
<b>Total Expense</b>	<b>715,436.25</b>
<b>Net Ordinary Income</b>	<b>-164,735.55</b>
<b>Net Income</b>	<b><u>-164,735.55</u></b>

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

	Jan - Sep 19	Budget	\$ Over Budget
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
4000 · Program Income			
4200 · Butte County	3,337.80	4,167.00	-829.20
4300 · Chico	421,382.27	329,282.00	92,100.27
4400 · Oroville	119,449.95	83,362.50	36,087.45
4500 · Paradise	7,016.06		
<b>Total 4000 · Program Income</b>	<b>551,186.08</b>	<b>416,811.50</b>	<b>134,374.58</b>
4800 · Other Types of Income			
4810 · Interest Income	169.42		
4815 · CTA Registrations	0.00	1,875.00	-1,875.00
4820 · Miscellaneous Revenue	10,368.93		
<b>Total 4800 · Other Types of Income</b>	<b>10,538.35</b>	<b>1,875.00</b>	<b>8,663.35</b>
<b>Total Income</b>	<b>561,724.43</b>	<b>418,686.50</b>	<b>143,037.93</b>
<b>Cost of Goods Sold</b>			
5000 · 2% Fee			
5200 · 2% Fee - Butte County	66.76	83.00	-16.24
5300 · 2% Fee - Chico	8,427.65	6,586.00	1,841.65
5400 · 2% Fee - Oroville	2,389.00	1,667.00	722.00
5500 · 2% Fee - Paradise	140.32		
<b>Total 5000 · 2% Fee</b>	<b>11,023.73</b>	<b>8,336.00</b>	<b>2,687.73</b>
<b>Total COGS</b>	<b>11,023.73</b>	<b>8,336.00</b>	<b>2,687.73</b>
<b>Gross Profit</b>	<b>550,700.70</b>	<b>410,350.50</b>	<b>140,350.20</b>
<b>Expense</b>			
6000 · Sales and Marketing Expense			
6010 · Advertising	45,831.14	56,250.00	-10,418.86
6020 · Capital Display	0.00	750.00	-750.00
6030 · Conferences	4,241.07	3,750.00	491.07
6050 · Creative Services	83,734.53	84,000.00	-265.47
6060 · CTA Program	11,646.70	11,250.00	396.70
6070 · Dues and Memberships	711.20	3,000.00	-2,288.80
6100 · Marketing contracts			
6110 · Advertising Agencies	301,205.51	243,750.00	57,455.51
6120 · Jack Rabbit	11,895.00	9,000.00	2,895.00
<b>Total 6100 · Marketing contracts</b>	<b>313,100.51</b>	<b>252,750.00</b>	<b>60,350.51</b>
6200 · Meals	918.75	1,725.00	-806.25
6320 · Printing	4,162.11	37,500.00	-33,337.89
6340 · Public Relations	21,457.41	22,500.00	-1,042.59
6350 · Sales and Marketing Exp. -Other	2,473.00	6,750.00	-4,277.00
6400 · Staffing - Marketing			
6410 · Staffing - Marketing payroll	76,260.68	74,830.00	1,430.68
6420 · Staffing - Payroll Taxes - Mktg	6,309.36	6,750.00	-440.64
6430 · Workers comp insurance	1,622.81	750.00	872.81
<b>Total 6400 · Staffing - Marketing</b>	<b>84,192.85</b>	<b>82,330.00</b>	<b>1,862.85</b>
6600 · State Fair Exhibit	15,525.51	18,750.00	-3,224.49
6700 · Website	1,004.09	12,000.00	-10,995.91
<b>Total 6000 · Sales and Marketing Expense</b>	<b>588,998.87</b>	<b>593,305.00</b>	<b>-4,306.13</b>
6900 · Zone and Micro-Marketing			
6910 · Outside Contract Services	72,650.00	41,681.00	30,969.00
6900 · Zone and Micro-Marketing - Other	2,500.00		
<b>Total 6900 · Zone and Micro-Marketing</b>	<b>75,150.00</b>	<b>41,681.00</b>	<b>33,469.00</b>
7000 · Administration Expenses			
7150 · Interest expense	188.75		
7010 · Advertising	128.29	562.50	-434.21
7020 · Bank fees	112.00	75.00	37.00
7030 · Conference, Convention, Meeting	542.00	750.00	-208.00
7040 · Contract services	0.00	938.00	-938.00
7050 · Education	1,191.37	2,625.00	-1,433.63
7060 · Filing fees/ taxes	10.00	75.00	-65.00
7070 · General Administration	1,010.01	7,500.00	-6,489.99
7100 · Insurance	1,964.00	1,950.00	14.00
7200 · Meals	1,351.66	562.50	789.16
7210 · Membership dues	1,040.00	750.00	290.00

## Explore Butte County Profit & Loss Budget Overview

January through September 2019

	Jan - Sep 19	Budget	\$ Over Budget
7300 · Office supplies	1,851.41	1,800.00	51.41
7310 · Postage	827.54	375.00	452.54
7320 · Printing and Copying	455.82	750.00	-294.18
7330 · Professional fees - Accounting	10,435.00	11,250.00	-815.00
7340 · Professional fees - Legal	0.00	1,875.00	-1,875.00
7350 · Promotion	0.00	75.00	-75.00
7360 · Rent/ Office Space	7,790.00	7,500.00	290.00
7400 · Staffing - Admin			
7410 · Staffing - Admin Payroll	16,085.86	16,518.00	-432.14
7420 · Payroll taxes - admin	1,286.14	1,500.00	-213.86
7430 · Workers comp insurance	345.29	196.50	148.79
<b>Total 7400 · Staffing - Admin</b>	<b>17,717.29</b>	<b>18,214.50</b>	<b>-497.21</b>
7500 · Subscriptions	1,453.96	1,125.00	328.96
7560 · Telephone, Telecommunications	1,512.67	1,800.00	-287.33
7570 · Travel	1,705.61	1,500.00	205.61
7900 · Admin Expense- Other	0.00	750.00	-750.00
<b>Total 7000 · Administration Expenses</b>	<b>51,287.38</b>	<b>62,802.50</b>	<b>-11,515.12</b>
8000 · Contingency	0.00	12,561.00	-12,561.00
<b>Total Expense</b>	<b>715,436.25</b>	<b>710,349.50</b>	<b>5,086.75</b>
<b>Net Ordinary Income</b>	<b>-164,735.55</b>	<b>-299,999.00</b>	<b>135,263.45</b>
<b>Net Income</b>	<b>-164,735.55</b>	<b>-299,999.00</b>	<b>135,263.45</b>