

TOT Collections

Month	25/26 Amount	24/25 Amount	23/24 Amount	22/23 Amount	22/21 Amount
July	\$3,251,405	\$3,355,203	\$2,618,069	\$2,668,401	\$2,437,390
August		\$3,018,694	\$3,139,026	\$3,185,465	\$2,014,943
September		\$2,790,327	\$3,643,333	\$2,295,871	\$2,072,378
October		\$3,019,695	\$2,881,902	\$1,526,885	\$1,695,708
November		\$2,146,493	\$1,653,711	\$2,824,894	\$1,424,078
December		\$1,739,506	\$1,921,934	\$888,624	\$1,234,091
January		\$1,301,582	\$1,296,575	\$1,309,072	\$904,534
February		\$962,606	\$1,525,059	\$1,085,405	\$1,151,736
March		\$861,435	\$943,372	\$829,606	\$1,560,168
April		\$1,180,962	\$1,243,902	\$566,026	\$2,118,945
May		\$1,697,731	\$904,843	\$1,350,234	\$2,373,763
June		\$2,192,446	\$2,630,292	\$1,210,995	\$3,459,225
GR TOTAL	\$3,251,405	\$24,266,680	\$24,402,017	\$19,741,478	\$22,446,959

Δ Prior Year (\$21,015,276) (\$135,337) \$4,660,539 (\$2,705,481) \$6,691,620

TBID Collections				
Month	2025-2026	2024-2025	2023-2024	2022-2023
Jul	\$ 402,123	\$ 415,290	\$ 327,013	\$333,613
Aug	\$ 385,000	\$ 373,455	\$ 392,210	\$397,427
Sep	\$ 375,000	\$ 346,042	\$ 455,410	\$ 286,428
Oct	\$ 350,000	\$ 373,604	\$ 360,764	\$ 191,016
Nov	\$ 240,000	\$ 268,383	\$ 206,227	\$ 352,331
Dec	\$ 230,000	\$ 217,532	\$ 240,222	\$ 111,074
Jan	\$ 160,000	\$ 160,992	\$ 161,989	\$ 163,325
Feb	\$ 180,000	\$ 119,287	\$ 190,631	\$ 135,453
Mar	\$ 140,000	\$ 106,599	\$ 117,922	\$ 103,200
Apr	\$ 155,000	\$ 145,643	\$ 155,468	\$ 70,652
May	\$ 200,000	\$ 210,042	\$ 113,106	\$ 169,654
Jun	\$ 300,000	\$ 271,275	\$ 328,750	\$ 150,808
Total	\$3,117,123	\$3,008,142	\$3,049,712	\$2,464,981
Total PY	\$3,008,142	\$3,049,712	\$2,464,981	\$2,724,887
Diff	\$108,981	-\$41,570	\$584,731	-\$259,906
Forecast				

Yosemite Mariposa County Tourism Bureau

Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L

July 2024 - June 2025

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
500.00 INCOME				
501.00 BID Income	3,005,459.55	2,790,500.00	214,959.55	107.70 %
505.00 Co-op Reimb. - Advertising	51,393.00	70,000.00	-18,607.00	73.42 %
506.00 Co-op Reimb. - Events	1,430.07		1,430.07	
509.00 Other Income	3,919.47		3,919.47	
Total 500.00 INCOME	3,062,202.09	2,860,500.00	201,702.09	107.05 %
Total Income	\$3,062,202.09	\$2,860,500.00	\$201,702.09	107.05 %
GROSS PROFIT	\$3,062,202.09	\$2,860,500.00	\$201,702.09	107.05 %
Expenses				
600.00 ADVERTISING/ MARKETING				
602.00 Agency Retainer-Acct Mgmt	105,000.00	107,700.00	-2,700.00	97.49 %
603.00 Print	92,000.00	80,000.00	12,000.00	115.00 %
604.00 Radio	100,000.00	85,000.00	15,000.00	117.65 %
606.00 Video	58,082.76	60,000.00	-1,917.24	96.80 %
610.00 Paid Search Terms/ Keywords	200,000.00	200,000.00	0.00	100.00 %
612.00 Production Costs	2,977.17	12,000.00	-9,022.83	24.81 %
613.00 Digital Campaign Management	112,500.00	141,300.00	-28,800.00	79.62 %
659.00 Digital Network Ads	602,652.12	475,000.00	127,652.12	126.87 %
663.00 Trip Portals & OTAs	80,904.10	40,000.00	40,904.10	202.26 %
672.00 Brochures	5,685.11	9,000.00	-3,314.89	63.17 %
681.00 Photo Library	2,694.88	6,000.00	-3,305.12	44.91 %
683.00 Market Research	31,840.00	30,000.00	1,840.00	106.13 %
Total 600.00 ADVERTISING/ MARKETING	1,394,336.14	1,246,000.00	148,336.14	111.90 %
685.00 COMMUNICATIONS				
651.00 Website	193,240.02	179,600.00	13,640.02	107.59 %
658.00 Social Media	78,102.07	68,500.00	9,602.07	114.02 %
661.00 Booking Engine	14,658.00	14,500.00	158.00	101.09 %
662.00 Enews & Eblasts	62,040.44	61,925.00	115.44	100.19 %
664.00 Public Relations & Film	71,705.67	75,000.00	-3,294.33	95.61 %
667.00 Influencer	31,590.72	22,000.00	9,590.72	143.59 %
Total 685.00 COMMUNICATIONS	451,336.92	421,525.00	29,811.92	107.07 %
700.00 CONSUMER/TRADE/LOCAL				
701.00 Registration Fees	52,872.34	50,700.00	2,172.34	104.28 %
702.00 Booth/Displays/Shipping	8,778.88	7,000.00	1,778.88	125.41 %
703.00 Meetings & Conferences	1,219.02		1,219.02	
704.00 Promotion/Giveaways	22,209.83	9,000.00	13,209.83	246.78 %
712.00 Local Event Donations/Support	27,445.00	25,000.00	2,445.00	109.78 %
715.00 Other		1.00	-1.00	
716.00 Partnership Development		1.00	-1.00	
Total 700.00 CONSUMER/TRADE/LOCAL	112,525.07	91,702.00	20,823.07	122.71 %
730.00 FAMS - TRADE & MEDIA				

Yosemite Mariposa County Tourism Bureau

Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L

July 2024 - June 2025

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
731.00 Hotel/Meals/Entertainment	35,509.99	27,500.00	8,009.99	129.13 %
Total 730.00 FAMS - TRADE & MEDIA	35,509.99	27,500.00	8,009.99	129.13 %
740.00 INTERNATIONAL OFFICES				
742.00 Australia	33,310.01	38,687.00	-5,376.99	86.10 %
744.00 Germany	66,492.75	58,000.00	8,492.75	114.64 %
746.00 United Kingdom	81,588.30	82,000.00	-411.70	99.50 %
748.00 Scandinavia	30,350.00	43,500.00	-13,150.00	69.77 %
Total 740.00 INTERNATIONAL OFFICES	211,741.06	222,187.00	-10,445.94	95.30 %
770.00 TRAVEL, MEAL, & ENTERTAINMENT EXPENSES				
771.00 Travel/Mileage	48,424.40	42,000.00	6,424.40	115.30 %
772.00 Entertainment	7,227.39	5,000.00	2,227.39	144.55 %
Total 770.00 TRAVEL, MEAL, & ENTERTAINMENT EXPENSES	55,651.79	47,000.00	8,651.79	118.41 %
801.00 OPERATIONS EXPENSE				
805.00 Rent/Storage/Maint/Cleaning	49,918.51	27,960.00	21,958.51	178.54 %
810.00 Telephone	9,730.81	10,260.00	-529.19	94.84 %
815.00 Supplies	4,248.93	4,000.00	248.93	106.22 %
820.00 Equipment/ Software	26,085.23	33,611.00	-7,525.77	77.61 %
825.00 Utilities	5,874.77	7,500.00	-1,625.23	78.33 %
830.00 Postage	634.67	2,700.00	-2,065.33	23.51 %
840.00 Fees	3,150.00		3,150.00	
845.00 Insurance	5,398.00		5,398.00	
850.00 Accounting/Legal/Public Affairs	4,841.60	17,600.00	-12,758.40	27.51 %
855.00 Memberships/Dues	17,330.62	14,900.00	2,430.62	116.31 %
860.00 Other/ Misc.	1,026.20	5,760.00	-4,733.80	17.82 %
865.00 QuickBooks Payments Fees	528.79		528.79	
Total 801.00 OPERATIONS EXPENSE	128,768.13	124,291.00	4,477.13	103.60 %
900.00 SALARY AND BENEFITS EXPENSE				
901.00 Salaries & Wages	489,289.84	487,900.00	1,389.84	100.28 %
921.00 Health Insurance	48,528.84	48,600.00	-71.16	99.85 %
925.00 Non-Employee	15,810.00	18,000.00	-2,190.00	87.83 %
927.00 Employer Payroll Taxes	38,455.13	40,750.00	-2,294.87	94.37 %
928.00 401(k) Employee Benefit	15,855.89	18,500.00	-2,644.11	85.71 %
930.00 Workman's Compensation Ins	2,576.95	3,750.00	-1,173.05	68.72 %
945.00 HR Service - Singlepoint	9,184.88	9,700.00	-515.12	94.69 %
946.00 401(k) Administration Fees	530.00	1,500.00	-970.00	35.33 %
Total 900.00 SALARY AND BENEFITS EXPENSE	620,231.53	628,700.00	-8,468.47	98.65 %
Total Expenses	\$3,010,100.63	\$2,808,905.00	\$201,195.63	107.16 %
NET OPERATING INCOME	\$52,101.46	\$51,595.00	\$506.46	100.98 %
NET INCOME	\$52,101.46	\$51,595.00	\$506.46	100.98 %

Yosemite Mariposa County Tourism Bureau

Balance Sheet As of June 30, 2025

	TOTAL			
	AS OF JUN 30, 2025	AS OF JUN 30, 2024 (PY)	CHANGE	% CHANGE
ASSETS				
Current Assets				
Bank Accounts				
094.00 Premier Valley Bank - ICS 094	149,629.24	249,629.24	-100,000.00	-40.06 %
101.00 Premier Valley Bank - General 341	-85,772.78	513,891.17	-599,663.95	-116.69 %
103.00 Premier Valley Bank - General 094	1,500.00	1,500.00	0.00	0.00 %
105.00 Premier Valley Bank - ICS 341	147,520.93	10,337.34	137,183.59	1,327.07 %
1103 Yosemite.com Holding	1,800.00		1,800.00	
Total Bank Accounts	\$214,677.39	\$775,357.75	\$ -560,680.36	-72.31 %
Accounts Receivable				
120.00 Accounts Receivable (A/R)	289,884.67	9,149.00	280,735.67	3,068.48 %
Total Accounts Receivable	\$289,884.67	\$9,149.00	\$280,735.67	3,068.48 %
Other Current Assets				
126 Prepaid Expenses	277,500.00	100,000.00	177,500.00	177.50 %
1451 Investment in Yosemite.com Holding, LLC	28,974.00	28,974.00	0.00	0.00 %
Total Other Current Assets	\$306,474.00	\$128,974.00	\$177,500.00	137.62 %
Total Current Assets	\$811,036.06	\$913,480.75	\$ -102,444.69	-11.21 %
Fixed Assets				
202.00 Machinery & Equipment	38,140.29	38,140.29	0.00	0.00 %
212.00 Accumulated Depr.	-33,636.00	-33,636.00	0.00	0.00 %
Total Fixed Assets	\$4,504.29	\$4,504.29	\$0.00	0.00 %
TOTAL ASSETS	\$815,540.35	\$917,985.04	\$ -102,444.69	-11.16 %
LIABILITIES AND EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
220.00 Accounts Payable (A/P)	1,001.04	155,015.07	-154,014.03	-99.35 %
Total Accounts Payable	\$1,001.04	\$155,015.07	\$ -154,014.03	-99.35 %
Credit Cards				
948.00 Premier Valley Bank - Jonathan Farrington	7,871.99	1,986.31	5,885.68	296.31 %
950.00 Premier Valley Bank - Tony McDaniel	0.00	3,993.37	-3,993.37	-100.00 %
951.00 Premier Valley Bank - Craig Polson	93.02	230.72	-137.70	-59.68 %
952.00 Premier Valley Bank - Ellen Bergstone Wasil	661.89	1,214.04	-552.15	-45.48 %
953.00 Virtual Credit Card Account	8,811.36	14,179.16	-5,367.80	-37.86 %
954.00 Premier Valley Bank - Aaron Demery	146.00	0.00	146.00	
955.00 Premier Valley Bank - Kimberly Lawson	1,687.22		1,687.22	
Total Credit Cards	\$19,271.48	\$21,603.60	\$ -2,332.12	-10.80 %
Other Current Liabilities				
Due to Yosemite.Com	-600.00	-2,400.00	1,800.00	75.00 %

Yosemite Mariposa County Tourism Bureau

Balance Sheet

As of June 30, 2025

	TOTAL			
	AS OF JUN 30, 2025	AS OF JUN 30, 2024 (PY)	CHANGE	% CHANGE
Total Other Current Liabilities	\$ -600.00	\$ -2,400.00	\$1,800.00	75.00 %
Total Current Liabilities	\$19,672.52	\$174,218.67	\$ -154,546.15	-88.71 %
Total Liabilities	\$19,672.52	\$174,218.67	\$ -154,546.15	-88.71 %
Equity				
32000 Unrestricted Net Assets	743,766.37	905,981.20	-162,214.83	-17.90 %
Net Income	52,101.46	-162,214.83	214,316.29	132.12 %
Total Equity	\$795,867.83	\$743,766.37	\$52,101.46	7.01 %
TOTAL LIABILITIES AND EQUITY	\$815,540.35	\$917,985.04	\$ -102,444.69	-11.16 %



Yosemite/Mariposa County Tourism Bureau
Board of Directors
2025-2026 Meeting Schedule

Board Meetings

Date	Time	Location
Thursday, January 15, 2026	1:30 pm	TBD
Thursday, March 19, 2026	1:30 pm	TBD
Thursday, May 14, 2026	1:30 pm	TBD
Thursday, August 13, 2026	1:30 pm	TBD
Thursday, October 15, 2026	1:30 pm	TBD

Meeting location to be determined based on Mariposa Board of Supervisor Chamber availability. Location of meetings will be communicated prior to meeting date.