

REGULAR AGENDA

A. FIRST QUARTER (2026-27) FINANCIAL REVIEW

See Monterey
Income Statement and Variance Notes
For the Three Months Ending September 30, 2026

All $ in $1,000	YTD Actuals	Budget YTD vs Actuals YTD			PY YTD vs Actuals YTD			Annual Budget
Revenue								
	Actuals	**Budget**	**Variance**	**% Chg**	**PY**	**Variance**	**% Chg**	
TID Revenue	**$2,667.3**	2,692.0	-24.7	-1%	2,395.0	272.3	11%	9,767.4
Jurisdiction Investment	**$1,638.4**	1,589.3	49.1	3%	1,605.9	32.5	2%	4,748.2
Private Revenue	**$26.0**	18.5	7.5	41%	46.4	-20.4	-44%	151.6
Total Revenue	**$4,331.8**	**$4,299.8**	**$31.9**	**1%**	**$4,047.3**	**$284.4**	**7%**	**$14,667.2**

Revenue Source	YTD Actuals	Variance vs Forecast	Comments
TID	2,667.3	-24.7	City of Salinas under budget ($33k)
Jurisdiction Investment	1,638.4	49.1	City of Pacific Grove timing ($58k)
Private Revenue	26.0	7.5	Co-op revenue received ahead of budget

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Marketing Expense	YTD Actuals	Budget	Variance	% Chg	PY	Variance	% Chg	Annual Budget
Leisure Marketing	**$1,140.4**	1,182.6	-42.2	-4%	1,165.7	-25.3	-2%	3,872.8
International Marketing	**$34.7**	44.5	-9.8	-22%	23.7	11.0	47%	535.6
Luxury Marketing	**$6.5**	20.0	-13.5	-68%	4.6	1.8	40%	575.5
Public Relations	**$97.9**	119.6	-21.7	-18%	20.5	77.4	377%	679.0
Agency Fees	**$0.0**	0.0	0.0	NA	0.0	0.0	NA	0.0
Marketing Operations	**$380.2**	379.5	0.7	0%	194.0	186.1	96%	897.6
Total Marketing Expense	**$1,659.7**	**$1,746.2**	**-$86.5**	**-5%**	**$1,408.6**	**$251.1**	**18%**	**$6,560.5**

Marketing Programs	YTD Actuals	Variance vs Budget	Comments
Leisure Marketing	1,140.4	-42.2	Underspend from Media invoice (-$66k) timing, plus savings across advertising (-$46k), production (-$15k) and other (-$33k) categories; partially offset by timing of linear media buy (+$118k) in Q1 budgeted in Q2.
International Marketing	34.7	-9.8	$5K savings on the London in-market earned media program. $5K favorable variance due to timing of journalist host visits, which are scheduled for future dates.
Luxury Marketing	6.5	-13.5	Invoice timing, production budgeted in Sept., will be invoiced in Nov.
Public Relations	97.9	-21.7	Journalist and influencer host timing. Visits are on calendar for future dates.

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Business Development	YTD Actuals	Budget	Variance	% Chg	PY	Variance	% Chg	Annual Budget
BD Programs	**$31.2**	37.7	-6.6	-17%	31.7	-0.5	-2%	126.2
Group Events	**$149.7**	151.7	-2.0	-1%	159.9	-10.2	-6%	1,351.9
Leisure Events	**$81.6**	70.7	10.9	15%	59.1	22.5	38%	464.2
Meeting Incentives	**$0.0**	0.0	0.0	NA	37.2	-37.2	-100%	100.0
Group Marketing	**$245.2**	226.2	19.0	8%	256.1	-11.0	-4%	852.0
BD Operations	**$23.4**	31.5	-8.2	-26%	21.4	2.0	9%	103.0
Total Business Development	**$531.0**	**$517.9**	**$13.2**	**3%**	**$565.4**	**-$34.4**	**-6%**	**$2,997.3**

Business Development Programs	YTD Actuals	Variance vs Budget	Comments
BD Programs	31.2	-6.6	Promotional items invoice timing
Leisure Events	81.6	10.9	Sales Events travel and deposits paid in Q1 and budgeted in Q2
Group Marketing	245.2	19.0	Invoice timing; a portion of creative production incurred in Q1 was budgeted in Q2
BD Operations	23.4	-8.2	Association membership renewal timing ($5k); Professional development underspend ($2k)

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Community Relations	YTD Actuals	Budget	Variance	% Chg	PY	Variance	% Chg	Annual Budget
CR Programs	**$45.6**	76.1	-30.5	-40%	65.6	-20.0	-30%	154.9
CR Operations	**$8.4**	1.4	7.1	524%	0.7	7.8	1154%	10.4
Total Community Relations	**$54.0**	**$77.5**	**-$23.4**	**-30%**	**$66.2**	**-$12.2**	**-18%**	**$165.3**

Community Relations Programs	YTD Actuals	Variance vs Budget	Comments
CR Programs	45.6	-30.5	Annual Meeting savings ($5k), invoice timing ($8k), memberships deferred pending further evaluation ($12k), and FAM in Big Sur canceled due to fires.
CR Operations	8.4	7.1	Professional development and travel expenses incurred in Q1 and budgeted in Q2.

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Administration	YTD Actuals	Budget	Variance	% Chg	PY	Variance	% Chg	Annual Budget
Business Operations	**$75.2**	72.1	3.1	4%	65.3	9.9	15%	269.6
HR/Legal	**$27.2**	43.4	-16.3	-37%	20.3	6.8	33%	157.9
Accounting/Finance	**$13.1**	18.7	-5.6	-30%	14.4	-1.3	-9%	86.5
IT	**$23.3**	24.0	-0.7	-3%	22.7	0.6	3%	98.2
Governance	**$5.1**	6.0	-0.9	-15%	13.1	-8.0	-61%	52.0
Other Administration	**$30.7**	32.2	-1.5	-5%	22.9	7.8	34%	90.0
Computer/Software	**$9.2**	25.1	-15.9	-63%	15.6	-6.5	-41%	106.7
Furniture/Fixtures	**$0.0**	4.3	-4.3	-100%	0.8	-0.8	-100%	10.3
Total Administration	**$183.7**	**$225.8**	**-$42.1**	**-19%**	**$175.3**	**$8.5**	**5%**	**$871.2**

Admin Programs	YTD Actuals	Variance vs Budget	Comments
HR/Legal	27.2	-16.3	Expenses budgeted for a legal claim that has been resolved ($10k); relocation cost budgeted, not needed ($7k).
Computer/Software	9.2	-15.9	Docusign user expansion reduced ($6k); Intacct invoice timing $2.5k; new computer purchases timing $5k.
Furniture/Fixtures	0.0	-4.3	Office buildout did not materialize in Q1; expected in Q2.

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Summary	YTD Actuals	YTD Budget	Variance	% Chg	PY	Variance	% Chg	Annual Budget
Total Talent	**$909.3**	978.6	-69.3	-7%	892.2	17.1	2%	4,328.2
Marketing Communications	**$1,659.7**	1,746.2	-86.5	-5%	1,408.6	251.1	18%	6,560.5
Business Development	**$531.0**	517.9	13.2	3%	565.4	-34.4	-6%	2,997.3
Community Relations	**$54.0**	77.5	-23.4	-30%	66.2	-12.2	-18%	165.3
General & Administration	**$183.7**	225.8	-42.1	-19%	175.3	8.5	5%	871.2
Total Expenses	**$3,337.8**	**$3,545.9**	**-$208.1**	**-6%**	**$3,107.8**	**$230.0**	**7%**	**$14,922.5**

Net Retained		YTD Budget	Variance	% Chg	PY	Variance	% Chg	
Revenue	**4,331.8**	4,299.8	31.9	1%	4,047.3	284.4	7%	14,667.2
Expenses	**3,337.8**	3,545.9	-208.1	-6%	3,107.8	230.0	7%	14,922.5
Net Retained	**$994.0**	**$753.9**	**$240.1**	32%	**$939.5**	**$54.4**	6%	**-$255.3**

	YTD Actuals	Variance vs Budget	Comments
Talent	909.3	-69.3	First pay period of the quarter was budgeted but accrued to FY2025-26 in actuals