



Financial Statements

Sonoma County Tourism Bureau, Inc.
For the Years Ended June 30, 2025 and 2024

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Independent Auditor's Report

Board of Directors
Sonoma County Tourism Bureau, Inc.

Opinion

We have audited the financial statements of Sonoma County Tourism Bureau, Inc. (the “Organization”), which comprise the statements of financial position as of June 30, 2025 and 2024, and the related statements of activities, functional expenses, and cash flows for the years then ended, and the related notes to the financial statements.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Organization as of June 30, 2025 and 2024, and the results of its operations and its cash flows for the years then ended in accordance with accounting principles generally accepted in the United States of America.

Basis for Opinion

We conducted our audits in accordance with auditing standards generally accepted in the United States of America (GAAS). Our responsibilities under those standards are further described in the Auditor’s Responsibilities for the Audit of the Financial Statements section of our report. We are required to be independent of the Company and to meet our other ethical responsibilities, in accordance with the relevant ethical requirements relating to our audits. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with accounting principles generally accepted in the United States of America, and for the design, implementation and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is required to evaluate whether there are conditions or events, considered in the aggregate, that raise substantial doubt about the Organization’s ability to continue as a going concern within one year after the date that the financial statements are issued or available to be issued.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor’s report that includes our opinion. Reasonable assurance is a high level of assurance but is not absolute assurance and therefore is not a guarantee that an audit conducted in accordance with GAAS will always detect a material misstatement when it exists. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.

Independent Auditor's Report (continued)

Auditor's Responsibilities for the Audit of the Financial Statements (continued)

Misstatements are considered material if there is a substantial likelihood that, individually or in the aggregate, they would influence the judgment made by a reasonable user based on the financial statements.

In performing an audit in accordance with GAAS, we:

- Exercise professional judgment and maintain professional skepticism throughout the audit.
- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and design and perform audit procedures responsive to those risks. Such procedures include examining, on a test basis, evidence regarding the amounts and disclosures in the financial statements.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Organization's internal control. Accordingly, no such opinion is expressed.
- Evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluate the overall presentation of the financial statements.
- Conclude whether, in our judgment, there are conditions or events, considered in the aggregate, that raise substantial doubt about the Organization's ability to continue as a going concern for a reasonable period of time.

We are required to communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit, significant audit findings and certain internal control-related matters that we identified during the audit.

Supplementary Information

Our audits were conducted for the purpose of forming an opinion on the financial statements as of and for the years ended June 30, 2025 and 2024, as a whole. The accompanying supplementary information for the years ended June 30, 2025 and 2024 is presented for purposes of additional analysis and is not a required part of the financial statements. Such information is the responsibility of management and was derived from and relates directly to the underlying accounting and other records used to prepare the financial statements. The information has been subjected to the auditing procedures applied in the audit of the financial statements and certain additional procedures, including comparing and reconciling such information directly to the underlying accounting and other records used to prepare the financial statements or to the financial statements themselves, and other additional procedures in accordance with auditing standards generally accepted in the United States of America. In our opinion, the information for the years ended June 30, 2025 and 2024 is fairly stated in all material respects in relation to the financial statements as a whole.

Sorren CPAs P.C.

Santa Rosa, California
January 26, 2026

Sonoma County Tourism Bureau, Inc.
Statements of Financial Position

June 30,	2025	2024
Assets		
Current assets		
Cash and cash equivalents	\$ 2,551,197	\$ 2,361,665
Accounts receivable, net	3,337,588	3,132,305
Inventory	19,110	25,394
Prepaid expenses and other current assets	309,537	322,111
Total current assets	6,217,432	5,841,475
Property, equipment, and improvements, net	216,825	257,958
Right-of-use operating lease assets, net	638,017	932,141
Deposits	26,122	26,122
Total assets	\$ 7,098,396	\$ 7,057,696
Liabilities		
Current liabilities		
Accounts payable	\$ 484,053	\$ 362,878
Accrued expenses	600,112	465,884
Operating lease liability	298,561	289,865
Total current liabilities	1,382,726	1,118,627
Operating lease liability	392,308	690,868
Total liabilities	1,775,034	1,809,495
Net assets without donor restrictions	5,323,362	5,248,201
Total liabilities and net assets	\$ 7,098,396	\$ 7,057,696

See accompanying notes.

Sonoma County Tourism Bureau, Inc.
Statement of Activities

Year Ended June 30, 2025

	Net Assets without Donor Restrictions	Net Assets with Donor Restrictions	Total
Support and other revenue			
Contract revenue			
Sonoma County Tourism Business Improvement Area ("BIA") contract	\$ 5,868,883	\$ -	\$ 5,868,883
County of Sonoma Transient Occupancy Tax ("TOT") contract	3,176,821	-	3,176,821
Rental income and reimbursements	279,101	-	279,101
Investment income	11,595	-	11,595
Other income	6,870	-	6,870
Total support and other revenue	9,343,270	-	9,343,270
Expenses			
Program services	7,182,123	-	7,182,123
Management and general	2,085,986	-	2,085,986
Total expenses	9,268,109	-	9,268,109
Change in net assets	75,161	-	75,161
Net assets at beginning of year	5,248,201	-	5,248,201
Net assets at end of year	\$ 5,323,362	\$ -	\$ 5,323,362

See accompanying notes.

Sonoma County Tourism Bureau, Inc.
Statement of Activities

Year Ended June 30, 2024

	Net Assets without Donor Restrictions	Net Assets with Donor Restrictions	Total
Support and other revenue			
Contract revenue			
Sonoma County Tourism Business Improvement Area ("BIA") contract	\$ 5,828,294	\$ -	\$ 5,828,294
County of Sonoma Transient Occupancy Tax ("TOT") contract	3,398,179	-	3,398,179
Rental income and reimbursements	152,359	-	152,359
Investment income	16,304	-	16,304
Other income	1,535	-	1,535
Total support and other revenue	9,396,671	-	9,396,671
Expenses			
Program services	7,546,331	-	7,546,331
Management and general	1,903,431	-	1,903,431
Total expenses	9,449,762	-	9,449,762
Change in net assets	(53,091)	-	(53,091)
Net assets at beginning of year	5,301,292	-	5,301,292
Net assets at end of year	\$ 5,248,201	\$ -	\$ 5,248,201

See accompanying notes.

Sonoma County Tourism Bureau, Inc.
Statement of Functional Expenses

Year Ended June 30, 2025

	Program Services	Management and General	Total
Personnel			
Salaries and wages	\$ 1,734,281	\$ 808,039	\$ 2,542,320
Employee benefits	288,685	108,847	397,532
Payroll taxes	136,481	55,232	191,713
Recruiting	-	5,376	5,376
	2,159,447	977,494	3,136,941
Operating			
Advertising	1,779,327	-	1,779,327
Destination programming	751,448	-	751,448
Contract services	674,935	44,587	719,522
Digital engagement	505,235	1,800	507,035
Event and organization sponsorship	422,607	-	422,607
Facilities expense	-	377,850	377,850
Travel and tradeshow	280,877	-	280,877
Professional development and training	115,544	151,170	266,714
Client events and entertainment	225,310	13,739	239,049
Technology	-	175,973	175,973
Research and development	168,813	1,365	170,178
Fees and licenses	-	135,866	135,866
Depreciation	-	89,704	89,704
Organization tools	29,752	38,417	68,169
Memberships	36,710	27,448	64,158
Office supplies and equipment	32,118	18,965	51,083
Bad debt expense	-	31,608	31,608
	5,022,676	1,108,492	6,131,168
Total expenses	\$ 7,182,123	\$ 2,085,986	\$ 9,268,109

See accompanying notes.

Sonoma County Tourism Bureau, Inc.
Statement of Functional Expenses

Year Ended June 30, 2024

	Program Services	Management and General	Total
Personnel			
Salaries and wages	\$ 1,807,536	\$ 759,414	\$ 2,566,950
Employee benefits	311,540	109,838	421,378
Payroll taxes	134,070	51,024	185,094
Recruiting	-	1,112	1,112
	2,253,146	921,388	3,174,534
Operating			
Advertising	1,610,230	-	1,610,230
Destination programming	888,346	-	888,346
Contract services	775,231	33,926	809,157
Digital engagement	523,894	650	524,544
Event and organization sponsorship	438,985	7,262	446,247
Facilities expense	-	375,598	375,598
Travel and tradeshows	373,633	-	373,633
Client events and entertainment	272,630	12,116	284,746
Research and development	192,772	30,000	222,772
Professional development and training	99,930	111,395	211,325
Technology	-	158,361	158,361
Fees and licenses	-	133,086	133,086
Organization tools	56,052	35,900	91,952
Memberships	34,287	32,442	66,729
Office supplies and equipment	27,195	22,086	49,281
Depreciation	-	44,221	44,221
Bad debt expense (recovery)	-	(15,000)	(15,000)
	5,293,185	982,043	6,275,228
Total expenses	\$ 7,546,331	\$ 1,903,431	\$ 9,449,762

See accompanying notes.

Sonoma County Tourism Bureau, Inc.
Statements of Cash Flows

Year Ended June 30,	2025	2024
Increase (decrease) in cash and cash equivalents		
Cash flows from operating activities		
Changes in net assets	\$ 75,161	\$ (53,091)
Adjustments to reconcile change in net assets to net cash provided by (used in) operating activities:		
Depreciation and amortization	89,704	44,221
Change in allowance for credit losses	31,608	-
Right-of-use asset operating lease amortization	294,124	294,125
Decrease (increase) in operating assets:		
Accounts receivable	(236,891)	(457,726)
Inventory	6,284	542
Prepaid expenses and other assets	12,574	48,372
Increase (decrease) in operating liabilities:		
Accounts payable	121,175	(310,336)
Accrued expenses	134,228	42,114
Operating lease liability	(289,864)	(281,422)
Net cash provided by (used in) operating activities	238,103	(673,201)
Cash flows from investing activities		
Purchase of property, equipment, and improvements	(48,571)	(34,072)
Net increase (decrease) in cash and cash equivalents	189,532	(707,273)
Cash and cash equivalents at beginning of year	2,361,665	3,068,938
Cash and cash equivalents at end of year	\$ 2,551,197	\$ 2,361,665
Supplemental disclosure of cash flow information		
Amounts included in the measurement of operating lease liability	\$ 289,865	\$ 294,124

See accompanying notes.

Note A. Nature of the Organization

The Sonoma County Tourism Bureau, Inc. (the “Organization”) was formed in 2005. The Organization is a California not-for-profit mutual benefit corporation established to promote and encourage tourism within Sonoma County.

The Organization has contracts with Sonoma County and is compensated under the Sonoma County Tourism Business Improvement Area (“BIA”) and the County of Sonoma Transient Occupancy Tax (“TOT”) agreements for providing tourism promotion and related services. The Organization facilitates services, activities, and programs funded by BIA revenue, which covers all unincorporated areas of Sonoma County, as well as the cities of Cloverdale, Cotati, Petaluma, Rohnert Park, Santa Rosa, Sebastopol, and Windsor. Revenue received under the TOT agreement must be used to promote tourism throughout Sonoma County.

Note B. Summary of Significant Accounting Policies

Basis of Presentation

The accompanying financial statements have been prepared on the accrual basis of accounting in accordance with accounting principles generally accepted in the United States of America (“GAAP”). Net assets, revenues, expenses, gains, and losses are classified based on the existence or absence of donor-imposed restrictions. Accordingly, net assets of the Organization and changes therein are classified and reported as follows:

Without Donor Restrictions – Net assets available for use in general operations and not subject to donor restrictions. The only limits on net assets without donor restrictions are those resulting from the nature of the Organization and its purposes.

With Donor Restrictions – Net assets subject to donor-imposed restrictions. Some donor-imposed restrictions are temporary in nature, such as those that will be met by the passage of time or other events specified by the donor. Other donor-imposed restrictions are perpetual in nature, when the donor stipulates that resources be maintained in perpetuity.

Net Assets Released from Restriction – Net assets with donor-imposed restrictions are released when a restriction expires, that is, when the stipulated time has elapsed, when the stipulated purpose for which the resourced was restricted has been fulfilled, or both.

Cash and Cash Equivalents

The Organization considers highly liquid investments purchased with an original maturity of three months or less to be cash equivalents, except when a restriction is imposed which limits the investment’s use to long-term.

Accounts Receivable

Receivables are monies due from various sources for services performed prior to the end of the reporting period. The allowance for credit losses is estimated using the Expected Credit Loss model approach. The Organization considers a combination of factors, including historical collection experience, and current economic conditions. At June 30, 2025 and 2024, management has recognized an allowance for credit losses of \$99,169 and \$67,561, respectively.

Note B. Summary of Significant Accounting Policies (continued)

Property, Equipment, and Improvements

Property, equipment, and leasehold improvements are stated at cost or estimated fair market value at date of donation. Depreciation and amortization is calculated using the straight-line method over the useful life of the asset, or in the case of leasehold improvements, the lesser of the term of the lease or life of the asset, usually ranging from three to ten years. It is the Organization's policy to capitalize property, equipment, and leasehold improvements over \$1,000.

Asset Impairment

The Organization routinely evaluates the carrying value of its long-lived assets for impairment. The evaluations address the estimated recoverability of the assets' carrying values, which is principally determined based on projected undiscounted net cash flows generated by the underlying tangible assets. When the carrying value of an asset exceeds estimated recoverability, an asset impairment loss is recognized. No asset impairment charges were recorded during the years ended June 30, 2025 and 2024.

Revenue Recognition

The Organization recognizes contract revenue, rental income and reimbursements in accordance with the Financial Accounting Standards Board ("FASB") Accounting Standards Codification ("ASC") Topic 606, *Revenue from Contracts with Customers*, which provides a five-step model for recognizing revenue from contracts with customers as follows:

1. Identify the contract with the customer
2. Identify the performance obligations in the contract
3. Determine the transaction price
4. Allocate the transaction price to the performance obligations in the contract
5. Recognize revenue when or as performance obligations are satisfied

Contract revenue represents compensation for services provided under the BIA and TOT agreements. Revenue is recognized over time as the Organization satisfies its performance obligations by providing services each month. The amount of revenue recognized is based on the consideration specified in the agreements and the Organization's estimate of amounts expected to be collected. Because actual collections may vary, the Organization adjusts revenue as necessary to reflect actual collections under the agreements.

Rental income and reimbursements represent monies received from sub-lease rental agreements. Rental income is recorded as earned under the terms of the lease, and reimbursements are recorded when utilities and common area maintenance expenses have been incurred.

Advertising Costs

Advertising costs relate to the Organization's mission of promoting tourism within Sonoma County. Advertising costs are expensed when incurred. Advertising expenses amounted to \$1,779,327 and \$1,610,230 for the years ended June 30, 2025 and 2024, respectively.

Note B. Summary of Significant Accounting Policies (continued)

Income Taxes

The Organization is a not-for-profit organization and is exempt from federal and state income taxes under Section 501(c)(6) and California Franchise Tax Board Code Section 23701(d). However, the Organization is subject to income taxes on any net income that is derived from a trade or business, regularly carried on, and not in furtherance of the purposes for which it was granted exemption, commonly referred to as unrelated business income. The Organization may be subject to taxes on this unrelated business income.

The Organization determines whether its tax positions are "more-likely-than-not" to be sustained upon examination by the applicable taxing authority based on the technical merits of the positions. As of June 30, 2025 and 2024, the Organization has reviewed its tax positions and has concluded no reserve for uncertain tax positions is required, respectively. The Organization's exempt organization information returns are subject to review through three years after the date of filing for federal and four years after the date of filing for state.

Functional Expense Allocation

The Organization allocates operational costs between program services and management and general by utilizing a cost allocation policy that is updated and reviewed annually and approved by the Board of Directors. Expenses that can be identified with a program are charged directly to that program as direct costs. Expenses related to more than one function are allocated on the basis of estimates of time and effort. Administration expenses include those costs that are not directly identifiable with any program but provide for the overall support and direction of the Organization. The allocation is reflected in the statement of functional expenses.

Use of Estimates

The preparation of financial statements in conformity with GAAP requires management to make estimates and assumptions based on management's knowledge and experience. Those estimates affect the reported amounts of assets and liabilities, the disclosure of contingent assets and liabilities, and the reported amounts of revenue, support, and expenses. The use of management's estimates primarily relates to the collectability of accounts receivable, and depreciable lives of property, equipment, and improvements, and indirect functional expense allocations. Actual results could differ from those estimates.

Reclassification of Prior Year Amounts

Certain prior year amounts have been reclassified for consistency with the current year presentation. These reclassifications had no effect on prior year net assets.

Leases

The Organization accounts for leases in accordance with Topic 842, Leases, which requires lessees to recognize most leases on their balance sheets as a right-of-use ("ROU") asset representing the right to use an underlying asset and a lease liability representing the obligation to make lease payments over the lease term, measured on a discounted basis.

Note B. Summary of Significant Accounting Policies (continued)

Leases (continued)

The Organization determines if an arrangement is or contains a lease at inception, which is the date on which the terms of the contract are agreed to, and the agreement creates enforceable rights and obligations. A contract is or contains a lease when (i) explicitly or implicitly identified assets have been deployed in the contract and (ii) the Organization obtains substantially all of the economic benefits from the use of that underlying asset and directs how and for what purpose the asset is used during the term of the contract. The Organization also considers whether its service arrangements include the right to control the use of an asset.

The Organization made an accounting policy election available under Topic 842 not to recognize ROU assets and lease liabilities for leases with a term of 12 months or less. For all other leases, ROU assets and lease liabilities are measured based on the present value of future lease payments over the lease term at the commencement date of the lease. The ROU assets also include any initial direct costs incurred and lease payments made at or before the commencement date and are reduced by any lease incentives. To determine the present value of lease payments, the Organization made an accounting policy election available to non-public companies to utilize a risk-free borrowing rate, which is aligned with the lease term at the lease commencement date.

Future lease payments may include fixed rent escalation clauses or payments that depend on an index (such as the consumer price index), which is initially measured using the index or rate at lease commencement. Subsequent changes of an index and other periodic market-rate adjustments to base rent are recorded in variable lease expense in the period incurred. Residual value guarantees or payments for terminating the lease are included in the lease payments only when it is probable they will be incurred.

The Organization has made an accounting policy election to account for lease and non-lease components in its contracts as a single lease component for its real estate, vehicle, and equipment asset classes. The non-lease components typically represent additional services transferred to the Organization, such as common area maintenance for real estate, which are variable in nature and recorded in variable lease expense in the period incurred.

Note C. Property, Equipment, and Improvements

Property, equipment, and improvements consist of the following as of June 30:

	2025	2024
IT hardware	\$ 224,787	\$ 215,671
Furniture and fixtures	100,001	114,038
Office equipment	66,933	77,604
Leasehold improvements	45,387	45,387
Software	245,410	245,410
	682,518	698,110
Accumulated depreciation	(465,693)	(440,152)
	\$ 216,825	\$ 257,958

Note C. Property, Equipment, and Improvements (continued)

Depreciation and amortization expense for the years ended June 30, 2025 and 2024 amounted to \$89,704 and \$44,221, respectively.

Note D. Accumulated Vacation

Accumulated unpaid employee vacation benefits are recognized as liabilities of the Organization. The carrying value of accumulated vacation at June 30, 2025 and 2024 was \$146,514 and \$140,949, respectively, and is reported within accrued expenses on the statements of financial position.

Note E. Leases

The Organization leases an office space under non-cancelable operating lease agreements that end December 31, 2027. The lease contains renewal and termination options. Renewal periods are included in the lease term only when the Organization is reasonably certain to exercise the option. Similarly, periods after a termination option are excluded from the lease term when it is reasonably certain the Organization will exercise that option. The Organization's operating lease does not generally contain any material restrictive covenants or residual value guarantees.

Future undiscounted cash flows and a reconciliation to the lease liability recognized on the statement of financial position are as follows as June 30, 2025:

Year Ending June 30,		
2026	\$	302,237
2027		311,304
2028		104,337
Total lease payments		717,878
Less imputed interest		(27,009)
Total present value of lease liability		690,869
Less current maturities		(298,561)
Operating lease liability, net of current maturities	\$	392,308

The Organization's discount rate applied to the lease liability is 2.95%. The rate was determined in reference to the zero-coupon U.S. Treasury instrument for the same period of time as the lease term.

The Organization is a lessor in a sub-lease agreement with a similar not-for-profit organization which expires December 2027. The Organization requests reimbursements from the sub-lessee for utilities and other common area maintenance expenses.

Note E. Leases (continued)

Future minimum rental income payments from the sub-lessee as of June 30, 2025 are:

Year Ending June 30,		
2026	\$	90,831
2027		93,879
2028		47,710
Total	\$	232,420

Note F. Net Asset Classification

Net Assets Without Donor Restrictions

All general operating revenues and expenses related to the program activities of the Organization are included in the change in net assets without donor restrictions. From time-to-time portions of net assets are designated by the Organization's board of directors as board designated net assets. The board designated funds consist of funds with no legal restrictions, but through board resolutions have been set aside for specific purposes. A vote of the board is required to make use of the board designated net assets.

Board designated net assets consisted of amounts set aside for catastrophic reserve needs, targeted promotional efforts, airline attraction initiatives, research projects, and technology, furniture, and equipment investments, among other board approved purposes. In addition, certain funds have been designated to support areas such as the 30-60-90 day strategic plan, branch launch activities, and other organizational priorities. The board also maintains a strategic designation to support broader long-term planning. As of June 30, 2025 and 2024, total board designated net assets were \$1,892,706 and \$1,892,526, respectively.

The Organization had no net assets with donor restrictions as of June 30, 2025 or 2024.

Note G. Defined Contribution Retirement Plan

The Organization sponsors a 401(k) defined contribution plan for all employees meeting certain age and service requirements. The Organization contributes a safe harbor match of 100% of the first 3% of compensation and 50% of compensation between 3% and 5%. Additional amounts may be contributed at the option of the Organization. The Organization's contributions to the plan for the years ended June 30, 2025 and 2024 were \$81,401 and \$91,447, respectively.

Note H. Concentration of Credit Risk

The Organization maintains cash balances in several financial institutions. Funds are insured by the Federal Deposit Insurance Corporation up to \$250,000 per financial institution. At June 30, 2025 and 2024 the uninsured amount was approximately \$1,900,000 and \$800,000, respectively, in multiple financial institutions. To date, the Organization has not experienced any losses in these accounts. Management believes that the Organization is not exposed to significant deposit risk with respect to its cash deposits.

Note I. Concentration of Income

The Organization is funded by an ordinance dated November 2, 2004, which created the BIA of Sonoma County. These revenues are a self-assessment of lodging properties within the BIA area. If the ordinance were discontinued the Organization would be significantly impacted.

The Organization also receives funds from the TOT, which is assessed and collected by the County of Sonoma. Each year, the County Board of Supervisors decides how much of the total TOT collected will be allocated to the Organization for the promotion of tourism within Sonoma County. Should the tax levy cease to exist, the Organization would be significantly impacted.

Note J. Liquidity

The following reflects the Organization’s financial assets, reduced by amounts not available for general use within one year. Financial assets are considered unavailable due to donor-imposed restrictions or governing board use-designations.

June 30,	2025	2024
Cash and cash equivalents	\$ 2,551,197	\$ 2,361,665
Accounts receivable, net	3,337,588	3,132,305
	5,888,785	5,493,970
Less funds unavailable to management without Board approval	(1,892,706)	(1,892,526)
	\$ 3,996,079	\$ 3,601,444

Note K. Subsequent Events

The Organization has evaluated subsequent events through January 26, 2026, the date the financial statements were available to be issued.

Supplementary Information

Sonoma County Tourism Bureau, Inc.
Statement of Activities by Source

Year Ended June 30, 2025

	Transient Occupancy Tax	Business Improvement Area and Other Sources	Total
Revenue without donor restriction and support			
Contracts			
Sonoma County Tourism Business Improvement Area ("BIA") contract	\$ -	\$ 5,868,883	\$ 5,868,883
County of Sonoma Transient Occupancy Tax ("TOT") contract	3,176,821	-	3,176,821
Rental income and reimbursements	93,398	185,703	279,101
Investment income	-	11,595	11,595
Other income	-	6,870	6,870
Total support and other revenue	3,270,219	6,073,051	9,343,270
Expenses			
Salaries and benefits	1,454,031	1,682,910	3,136,941
Advertising	8,575	1,770,752	1,779,327
Destination programming	601,620	149,828	751,448
Contract services	54,325	665,197	719,522
Digital engagement	10,838	496,197	507,035
Event and organization sponsorship	190,038	232,569	422,607
Facilities	377,850	-	377,850
Travel and tradeshow	-	280,877	280,877
Professional development and training	210,345	56,369	266,714
Client events and entertainment	15,367	223,682	239,049
Technology	175,973	-	175,973
Research and development	1,364	168,814	170,178
Fees and licenses	135,866	-	135,866
Depreciation	89,704	-	89,704
Organization tools	38,417	29,752	68,169
Memberships	45,222	18,936	64,158
Office supplies and equipment	19,443	31,640	51,083
Bad debt expense	-	31,608	31,608
Total expenses	3,428,978	5,839,131	9,268,109
Change in net assets	\$ (158,759)	\$ 233,920	\$ 75,161

Sonoma County Tourism Bureau, Inc.
Statement of Activities by Source

Year Ended June 30, 2024

	Transient Occupancy Tax	Business Improvement Area and Other Sources	Total
Revenue without donor restriction and support			
Contracts			
Sonoma County Tourism Business Improvement Area ("BIA") contract	\$ -	\$ 5,828,294	\$ 5,828,294
County of Sonoma Transient Occupancy Tax ("TOT") contract	3,398,179	-	3,398,179
Rental income and reimbursements	-	152,359	152,359
Investment income	-	16,304	16,304
Other income	-	1,535	1,535
Total support and other revenue	3,398,179	5,998,492	9,396,671
Expenses			
Salaries and benefits	1,436,562	1,737,972	3,174,534
Advertising	44,584	1,565,646	1,610,230
Destination programming	627,012	261,334	888,346
Contract services	42,068	767,089	809,157
Digital engagement	19,010	505,534	524,544
Event and organization sponsorship	183,646	262,601	446,247
Facilities	375,598	-	375,598
Travel and tradeshow	-	373,633	373,633
Client events and entertainment	20,539	264,207	284,746
Research and development	30,000	192,772	222,772
Professional development and training	178,643	32,682	211,325
Technology	158,361	-	158,361
Fees and licenses	133,086	-	133,086
Organization tools	35,900	56,052	91,952
Memberships	47,693	19,036	66,729
Office supplies and equipment	24,734	24,547	49,281
Depreciation	44,221	-	44,221
Bad debt expense (recovery)	(15,000)	-	(15,000)
Total expenses	3,386,657	6,063,105	9,449,762
Change in net assets	\$ 11,522	\$ (64,613)	\$ (53,091)

Note A. Basis of Presentation

The schedules included in the Supplementary Information have been prepared on the accrual basis of accounting in accordance with accounting principles generally accepted in the United States of America.

Note B. Expenses Reported Under Transient Occupancy Tax

Sonoma County Tourism Bureau receives Transient Occupancy Tax (“TOT”) revenues from the County of Sonoma. Such contract revenues are used to fund projects, programs, and activities to promote tourism in Sonoma County. Expenses reported under TOT activities on the Statements of Activities by Source reflect only direct expenses incurred. The excess of these direct expenses over the TOT revenue are funded by other revenue sources received by the Organization. All indirect expenses have been absorbed by the activities funded by Business Improvement Area contract revenue and other support.