



**Cunningham,
Malone & Morton**
The Tax Professionals

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I have compiled the accompanying Modified Cash Basis financials statements of Humboldt Lodging Alliance, Inc. (the "Alliance") as of March 31, 2024.

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 designing, implementing and maintaining internal controls relevant to the preparation and fair presentation of the financial statements.

My responsibility is to conduct the compilation in accordance with Statements on Standards for Accounting. The objective of a compilation is to assist management in presenting financial information in the form of financial statements without undertaking to obtain or provide any assurance that there are no material modifications that should be made to the financial statements.

The Alliance's financial statements do not disclose the Statement of Cash Flows.

I am not independent with respect to the Alliance.

Very truly yours,

CUNNINGHAM, MALONE & MORTON

Tirzah R. Walsh, PR & Bookkeeping Mgr

Compliance with the Gramm-Leach-Bliley Act of 1999

In order to meet the requirements of the Gramm-Leach-Bliley Act of 1999, it is the policy of Cunningham, Malone & Morton to handle the information you provide us with the utmost confidentiality and care. We do not disclose any nonpublic personal information about our customers or former customers to anyone, except as permitted by law. We restrict access to nonpublic personal information about you to members of our firm who need to know this information in order to complete the work you have hired our firm to do. We maintain physical, electronic, and procedural safeguards that comply with federal regulations to guard your nonpublic personal information.

Humboldt Lodging Alliance, Inc.
BALANCE SHEETS - MODIFIED CASH BASIS

	Assets	
	March 31, 2024	March 31, 2023
CURRENT ASSETS		
Cash or Cash Equivalents		
1010 - Cash-Redwood Capital Bank Checking (28165)	\$ 297,918.93	\$ 1,868,310.44
1020 - Cash-Redwood Capital Bank Savings (12738)	0.00	2,295,475.86
1025 - Cash-RedCap ICS Accts	<u>4,438,657.00</u>	<u>0.00</u>
Total Cash or Cash Equivalents	<u>4,736,575.93</u>	<u>4,163,786.30</u>
Property and Equipment		
Total Current Assets	<u>4,736,575.93</u>	<u>4,163,786.30</u>
OTHER ASSETS		
1900 - Start-Up/Organizational Costs	32,837.01	32,837.01
1905 - Less: Accumulated Amortization	<u>(24,080.00)</u>	<u>(21,891.00)</u>
Total Other Assets	<u>8,757.01</u>	<u>10,946.01</u>
TOTAL ASSETS	<u><u>\$ 4,745,332.94</u></u>	<u><u>\$ 4,174,732.31</u></u>

This Statement Prepared Without Audit By:
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Humboldt Lodging Alliance, Inc.
BALANCE SHEETS - MODIFIED CASH BASIS

Liabilities and Fund Balances

March 31, 2024

March 31, 2023

FUND BALANCES

Restricted Fund Balances:

3012 - Marketing Programs (30%)	407,078.53	585,723.48
3013 - Administrative Fees Funds (10%)	714,138.18	498,542.14
3020 - Arcata Community Fund	1,065,070.94	894,254.42
3030 - Eureka Community Fund	1,293,993.00	1,026,495.13
3040 - Ferndale Community Fund	47,187.80	44,199.09
3050 - Fortuna Community Fund	299,974.54	209,918.70
3060 - Trinidad Community Fund	31,247.00	31,247.00
3065 - Rio Dell Community Fund	8,253.56	7,726.20
3070 - County Community Fund - North	460,116.06	393,249.47
3071 - County Community Fund - East	65,918.01	52,938.49
3072 - County Community Fund - South	352,355.32	430,438.19

Total Fund Balances

4,745,332.94

4,174,732.31

TOTAL LIABILITIES AND FUND BALANCES

\$ 4,745,332.94

\$ 4,174,732.31

FUND BALANCE NOTES:

Eff. 09/30/20 Airbnb remaining fund balance of \$81,194.55 was re-assigned to Op. Mktg - Zoo Fund.

Eff. 10/31/20 Unrestricted was re-assigned to HLA Zoo Fund (\$168,805.45) with the remainder re-assigned to HLA Marketing (\$42,194.55)

Zoo / Skywalk Funds were paid out - in full - May 2021.

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Humboldt Lodging Alliance, Inc.
STATEMENT OF REVENUES AND EXPENSES -- MODIFIED CASH BASIS
For the 9 Months Ended March 31, 2024 and 2023

	March 31, 2024	March 31, 2023
Revenues		
Assessments	\$ 1,103,059.04	\$ 1,130,216.85
Interest	<u>128,290.78</u>	<u>2,917.47</u>
Total Revenues	<u>1,231,349.82</u>	<u>1,133,134.32</u>
Expenses		
Administrative	67,847.21	19,490.55
Marketing	402,347.15	632,845.92
Community Projects	<u>299,575.09</u>	<u>154,425.00</u>
Total Expenses	<u>769,769.45</u>	<u>806,761.47</u>
Revenues Over (Under) Expenses	<u>\$ 461,580.37</u>	<u>\$ 326,372.85</u>

Humboldt Lodging Alliance, Inc.
SUPPLEMENTARY INFORMATION
SCHEDULE OF REVENUES -- MODIFIED CASH BASIS

	Current Year's Budget	Prior Year's Actual	Variance <i>Cur Yr Bdgt - Pr Yr Actual</i>	9 Months Ended 03/31/24 Actual	Remaining Budget Amt <i>Cur Yr Bdgt - Cur Yr Actual</i>	% Actual/ Budget <i>Target 75%</i>
	FYE 06/30/24	FYE 06/30/23		FYE 06/30/24		
ASSESSMENTS						
4010 - City of Arcata	\$ 250,013.78	\$ 312,517.23	\$ (62,503.45)	\$ 215,636.64	\$ 34,377.14	86.25
4020 - City of Eureka	629,819.39	629,819.39	0.00	519,048.06	110,771.33	82.41
4030 - City of Ferndale	26,284.02	26,284.02	0.00	21,983.67	4,300.35	83.64
4040 - City of Fortuna	151,300.17	151,300.17	0.00	119,029.36	32,270.81	78.67
4050 - City of Trinidad	0.00	0.00	0.00	0.00	0.00	0.00
4055 - City of Rio Dell	1,329.12	1,329.12	0.00	769.59	559.53	57.90
4060 - Co of Humb-North	158,739.91	198,424.89	(39,684.98)	109,227.47	49,512.44	68.81
4061 - Co of Humb-East	22,368.21	27,960.26	(5,592.05)	10,952.93	11,415.28	48.97
4062 - Co of Humb-South	189,154.03	236,442.54	(47,288.51)	106,411.32	82,742.71	56.26
4063 - Airbnb	0.00	0.00	0.00	0.00	0.00	0.00
Total Assessments	<u>1,429,008.63</u>	<u>1,584,077.62</u>	<u>(155,068.99)</u>	<u>1,103,059.04</u>	<u>325,949.59</u>	<u>77.19</u>
INTEREST						
4070 - Interest Income	<u>7,119.16</u>	<u>7,119.16</u>	<u>0.00</u>	<u>128,290.78</u>	<u>(121,171.62)</u>	<u>1,802.05</u>
Total Interest	<u>7,119.16</u>	<u>7,119.16</u>	<u>0.00</u>	<u>128,290.78</u>	<u>(121,171.62)</u>	<u>1,802.05</u>
OTHER INCOME						
4080 - Other Income	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
Total Other Income	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
Total Revenues	<u>\$ 1,436,127.79</u>	<u>\$ 1,591,196.78</u>	<u>\$ (155,068.99)</u>	<u>\$ 1,231,349.82</u>	<u>\$ 204,777.97</u>	<u>85.74</u>

REVENUE RECEIPT NOTES -- LAST PAYMENT RECEIVED:

COMMUNITY	DEPOSIT DATE	DEPOSIT AMOUNT	REC'D FOR FISCAL PERIOD	REC'D FOR CALENDAR PERIOD
CITY OF ARCATA	03/06/24	40,708.14	Q2 FYE 06/30/24	Oct - Dec 2023
CITY OF EUREKA	03/25/24	108,514.33	Q2 FYE 06/30/24	Oct - Dec 2023
CITY OF FERNDALE	02/20/24	6,889.69	Q2 FYE 06/30/24	Oct - Dec 2023
CITY OF FORTUNA	02/23/24	24,054.27	Q2 FYE 06/30/24	Oct - Dec 2023
CITY OF RIO DELL	01/16/24	480.58	Q1 FYE 06/30/24	Jul - Sep 2023
CO OF HUMB-NORTH	02/23/24	63,289.95	Q1 FYE 06/30/24	Jul - Sep 2023
CO OF HUMB-EAST	02/23/24	6,402.93	Q1 FYE 06/30/24	Jul - Sep 2023
CO OF HUMB-SOUTH	02/23/24	58,767.15	Q1 FYE 06/30/24	Jul - Sep 2023

BUDGET NOTES:

Current year's budget is based on prior year's actual revenue (adjusted to show 4 quarters rec'd for each region).

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Humboldt Lodging Alliance, Inc.
SUPPLEMENTARY INFORMATION
SCHEDULE OF EXPENSES -- MODIFIED CASH BASIS

	Current Year's Budget FYE 06/30/24	Prior Year's Actual FYE 06/30/23	Variance <i>Cur Yr Bdgt - Pr Yr Actual</i>	9 Months Ended 03/31/24 Actual FYE 06/30/24	Remaining Budget Amt <i>Cur Yr Bdgt - Cur Yr Actual</i>	% Actual/ Budget <i>Target 75%</i>
Expenses						
ADMINISTRATIVE						
5010 - Administration Fees	\$ 123,881.47	\$ 0.00	\$ 123,881.47	\$ 60,704.75	\$ 63,176.72	49.00
5010.01 - Acctg - HCCVB	0.00	0.00	0.00	0.00	0.00	0.00
5010.02 - Bank Charges	0.00	0.00	0.00	75.00	(75.00)	0.00
5010.13 - Insurance	3,182.00	3,182.00	0.00	2,150.00	1,032.00	67.57
5010.20 - Member Events	0.00	0.00	0.00	0.00	0.00	0.00
5010.25 - Legal Expenses	5,845.00	5,845.00	0.00	0.00	5,845.00	0.00
5010.31 - Printing	22.86	22.86	0.00	0.00	22.86	0.00
5010.32 - Postage	359.04	359.04	0.00	245.21	113.83	68.30
5010.33 - Prof Fees/Acctg (CMM)	13,594.65	13,594.65	0.00	4,427.25	9,167.40	32.57
5010.44 - Rent Expense	946.00	946.00	0.00	245.00	701.00	25.90
5010.51 - Website Access & Hosting	0.00	0.00	0.00	0.00	0.00	0.00
5010.52 - Website Maintenance	0.00	0.00	0.00	0.00	0.00	0.00
5020 - Other	0.00	0.00	0.00	0.00	0.00	0.00
5160 - Amortization Expense	2,189.00	2,189.00	0.00	0.00	2,189.00	0.00
Total Administrative	<u>150,020.02</u>	<u>26,138.55</u>	<u>123,881.47</u>	<u>67,847.21</u>	<u>82,172.81</u>	<u>45.23</u>
MARKETING						
5030 - Marketing Expenses	428,702.59	883,140.20	(454,437.61)	402,347.15	26,355.44	93.85
5035 - Opportunity Marketing Funds	0.00	0.00	0.00	0.00	0.00	0.00
5035.01 - Opp. Mktg Funds- Zoo/Redwood Skywalk	0.00	0.00	0.00	0.00	0.00	0.00
Total Marketing	<u>428,702.59</u>	<u>883,140.20</u>	<u>(454,437.61)</u>	<u>402,347.15</u>	<u>26,355.44</u>	<u>93.85</u>
COMMUNITY PROJECTS						
5040 - Arcata	150,008.27	0.00	150,008.27	10,000.00	140,008.27	6.67
5050 - Eureka	377,891.63	85,000.00	292,891.63	115,000.00	262,891.63	30.43
5050.01 - Eureka - Zoo/Redwood Skywalk	0.00	0.00	0.00	0.00	0.00	0.00
5060 - Ferndale	15,770.41	21,400.00	(5,629.59)	10,000.00	5,770.41	63.41
5063 - Airbnb	0.00	0.00	0.00	0.00	0.00	0.00
5070 - Fortuna	90,780.10	75,375.00	15,405.10	0.00	90,780.10	0.00
5080 - Trinidad	0.00	0.00	0.00	0.00	0.00	0.00
5085 - Rio Dell	797.47	0.00	797.47	0.00	797.47	0.00

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SCHEDULE OF EXPENSES -- MODIFIED CASH BASIS

	Current Year's Budget	Prior Year's Actual	Variance <i>Cur Yr Bdgt - Pr Yr Actual</i>	9 Months Ended 03/31/24 Actual	Remaining Budget Amt <i>Cur Yr Bdgt - Cur Yr Actual</i>	% Actual/ Budget <i>Target 75%</i>
	FYE 06/30/24	FYE 06/30/23		FYE 06/30/24		
5090 - Co of Humb-North	95,243.95	30,000.00	65,243.95	34,500.00	60,743.95	36.22
5091 - Co of Humb-East	13,420.92	0.00	13,420.92	0.00	13,420.92	0.00
5092 - Co of Humb-South	113,492.42	56,818.22	56,674.20	130,075.09	(16,582.67)	114.61
5099 - 2% Reserves	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
Total Community Projects	<u>857,405.17</u>	<u>268,593.22</u>	<u>588,811.95</u>	<u>299,575.09</u>	<u>557,830.08</u>	<u>34.94</u>
Total Expenses	<u>\$ 1,436,127.78</u>	<u>\$ 1,177,871.97</u>	<u>\$ 258,255.81</u>	<u>\$ 769,769.45</u>	<u>\$ 666,358.33</u>	<u>53.60</u>

BUDGET NOTES:

Current year's budget is based on prior year's actual revenue (adjusted to show 4 quarters rec'd for each region). 60% of revenue budgeted to the Community, 30% to Marketing and 10% to Admin. (Admin sub accounts are actual with difference budgeted to "Admin" general account.)

HLA - Humboldt Lodging Alliance, Inc.

General Ledger - HLA

March 1, 2024 - March 31, 2024

Date	Reference	Payee	Description	Begin Balance	Current Amount	Period End Balance
1010	Cash-Redwood Capital Bank Checking (28165)			294,777.55		
03/06/24	2		Deposit - Arcata - Q2 FYE 06/30/24; Oct - Dec 2023		40,708.14	
03/08/24	STOP	Stop Payment Fee	Stop Payment Fee		(25.00)	
03/18/24	1744	Allpoints Advertising, Inc	Allpoints Advertising, Inc		4,200.00	
03/20/24	1758	OptiRev LLC	OptiRev LLC		(650.00)	
03/25/24	2		Deposit - Eureka - Q2 FYE 06/30/24; Oct - Dec 2023		108,514.33	
03/25/24	1759	Allpoints Advertising, Inc	Allpoints Advertising, Inc		(4,200.00)	
03/25/24	1760	Nye-Zik Creative	Nye-Zik Creative		(2,950.00)	
03/25/24	1761	Nye-Zik Creative	Nye-Zik Creative		(400.00)	
03/25/24	1762	Lat 40 Collective	Lat 40 Collective		(6,250.00)	
03/25/24	1763	Southern Humboldt Business & Visitors Bureau	Southern Humboldt Business & Visitors Bureau		(68,000.00)	
03/25/24	1764	Humboldt Green Events LLC	Stephen Gieder		(69,000.00)	
03/25/24	1764	Humboldt Green Events LLC	Stephen Gieder		69,000.00	
03/25/24	STOP	Stop Payment Fee	Stop Payment Fee		(25.00)	
03/26/24	1765	Humboldt Green Events LLC	Humboldt Green Events LLC		(69,000.00)	
03/31/24	INT		Record Interest - RedCap Chkg		1,218.91	
			Totals for 1010		<u>3,141.38</u>	<u>297,918.93</u>
1025	Cash-RedCap ICS Accts			4,422,817.12		
03/31/24	INT		Record Interest - RedCap ICS		15,839.88	
			Totals for 1025		<u>15,839.88</u>	<u>4,438,657.00</u>
1900	Start-Up/Organizational Costs			32,837.01		
			Totals for 1900		<u>0.00</u>	<u>32,837.01</u>
1905	Less: Accumulated Amortization			(24,080.00)		
			Totals for 1905		<u>0.00</u>	<u>(24,080.00)</u>
3010	Unrestricted Fund Balance			442,599.11		
03/06/24	2		Deposit - Arcata - Q2 FYE 06/30/24; Oct - Dec 2023		40,708.14	
03/08/24	STOP	Stop Payment Fee	Stop Payment Fee		(25.00)	
03/18/24	1744	Allpoints Advertising, Inc	Allpoints Advertising, Inc		4,200.00	
03/20/24	1758	OptiRev LLC	OptiRev LLC		(650.00)	
03/25/24	2		Deposit - Eureka - Q2 FYE 06/30/24; Oct - Dec 2023		108,514.33	
03/25/24	1759	Allpoints Advertising, Inc	Allpoints Advertising, Inc		(4,200.00)	
03/25/24	1760	Nye-Zik Creative	Nye-Zik Creative - Final 50% Proj Pmt - Website Project		(2,950.00)	
03/25/24	1761	Nye-Zik Creative	Nye-Zik Creative - Monthly Website Maint (Basic + Extended)		(400.00)	
03/25/24	1762	Lat 40 Collective	Lat 40 Collective		(6,250.00)	
03/25/24	1763	Southern Humboldt Business & Visitors Bureau	Southern Humboldt Business & Visitors Bureau		(68,000.00)	
03/25/24	1764	Humboldt Green Events LLC	Stephen Gieder		(69,000.00)	

HLA - Humboldt Lodging Alliance, Inc.

General Ledger - HLA

March 1, 2024 - March 31, 2024

Date	Reference	Payee	Description	Begin Balance	Current Amount	Period End Balance
03/25/24	1764	Humboldt Green Events LLC	Stephen Gieder		69,000.00	
03/25/24	STOP	Stop Payment Fee	Stop Payment Fee		(25.00)	
03/26/24	1765	Humboldt Green Events LLC	Stephen Gieder		(69,000.00)	
03/31/24	INT		Record Interest - RedCap Chkg		1,218.91	
03/31/24	INT		Record Interest - RedCap ICS		15,839.88	
			Totals for 3010		<u>18,981.26</u>	<u>461,580.37</u>
3012	Marketing Programs (30%)			(502,661.78)		
03/06/24	2		Deposit - Arcata - Q2 FYE 06/30/24; Oct - Dec 2023		(12,212.45)	
03/25/24	2		Deposit - Eureka - Q2 FYE 06/30/24; Oct - Dec 2023		(32,554.30)	
03/25/24	1760	Nye-Zik Creative	Nye-Zik Creative - Final 50% Proj Pmt - Website Project		2,950.00	
03/25/24	1761	Nye-Zik Creative	Nye-Zik Creative - Monthly Website Maint (Basic + Extended)		400.00	
03/25/24	1763	Southern Humboldt Business & Visitors Bureau	Southern Humboldt Business & Visitors Bureau - Garberville Skating Rink		68,000.00	
03/25/24	1764	Humboldt Green Events LLC	Stephen Gieder		69,000.00	
03/25/24	1764	Humboldt Green Events LLC	Stephen Gieder		(69,000.00)	
03/26/24	1765	Humboldt Green Events LLC	Stephen Gieder		69,000.00	
			Totals for 3012		<u>95,583.25</u>	<u>(407,078.53)</u>
3013	Administrative Fees Funds (10%)			(688,457.15)		
03/06/24	2		Deposit - Arcata - Q2 FYE 06/30/24; Oct - Dec 2023		(4,070.81)	
03/08/24	STOP	Stop Payment Fee	Stop Payment Fee		25.00	
03/25/24	2		Deposit - Eureka - Q2 FYE 06/30/24; Oct - Dec 2023		(10,851.43)	
03/25/24	1762	Lat 40 Collective	Lat 40 Collective		6,250.00	
03/25/24	STOP	Stop Payment Fee	Stop Payment Fee		25.00	
03/31/24	INT		Record Interest - RedCap Chkg		(1,218.91)	
03/31/24	INT		Record Interest - RedCap ICS		(15,839.88)	
			Totals for 3013		<u>(25,681.03)</u>	<u>(714,138.18)</u>
3020	Arcata Community Fund			(1,040,646.06)		
03/06/24	2		Deposit - Arcata - Q2 FYE 06/30/24; Oct - Dec 2023		(24,424.88)	
			Totals for 3020		<u>(24,424.88)</u>	<u>(1,065,070.94)</u>
3030	Eureka Community Fund			(1,228,884.40)		
03/25/24	2		Deposit - Eureka - Q2 FYE 06/30/24; Oct - Dec 2023		(65,108.60)	
			Totals for 3030		<u>(65,108.60)</u>	<u>(1,293,993.00)</u>
3040	Ferndale Community Fund			(47,187.80)		
			Totals for 3040		<u>0.00</u>	<u>(47,187.80)</u>
3050	Fortuna Community Fund			(299,974.54)		
			Totals for 3050		<u>0.00</u>	<u>(299,974.54)</u>

HLA - Humboldt Lodging Alliance, Inc.

General Ledger - HLA

March 1, 2024 - March 31, 2024

Date	Reference	Payee	Description	Begin Balance	Current Amount	Period End Balance
3060		Trinidad Community Fund		(31,247.00)		
			Totals for 3060		<u>0.00</u>	<u>(31,247.00)</u>
3065		Rio Dell Community Fund		(8,253.56)		
			Totals for 3065		<u>0.00</u>	<u>(8,253.56)</u>
3070		County Community Fund - North		(460,116.06)		
			Totals for 3070		<u>0.00</u>	<u>(460,116.06)</u>
3071		County Community Fund - East		(65,918.01)		
			Totals for 3071		<u>0.00</u>	<u>(65,918.01)</u>
3072		County Community Fund - South		(353,005.32)		
03/18/24	1744	Allpoints Advertising, Inc	Allpoints Advertising, Inc		(4,200.00)	
03/20/24	1758	OptiRev LLC	OptiRev LLC		650.00	
03/25/24	1759	Allpoints Advertising, Inc	Allpoints Advertising, Inc		<u>4,200.00</u>	
			Totals for 3072		<u>650.00</u>	<u>(352,355.32)</u>
4010		City of Arcata		(174,928.50)		
03/06/24	2		Deposit - Arcata - Q2 FYE 06/30/24; Oct - Dec 2023		<u>(40,708.14)</u>	
			Totals for 4010		<u>(40,708.14)</u>	<u>(215,636.64)</u>
4020		City of Eureka		(410,533.73)		
03/25/24	2		Deposit - Eureka - Q2 FYE 06/30/24; Oct - Dec 2023		<u>(108,514.33)</u>	
			Totals for 4020		<u>(108,514.33)</u>	<u>(519,048.06)</u>
4030		City of Ferndale		(21,983.67)		
			Totals for 4030		<u>0.00</u>	<u>(21,983.67)</u>
4040		City of Fortuna		(119,029.36)		
			Totals for 4040		<u>0.00</u>	<u>(119,029.36)</u>
4055		City of Rio Dell		(769.59)		
			Totals for 4055		<u>0.00</u>	<u>(769.59)</u>
4060		Co of Humb-North		(109,227.47)		
			Totals for 4060		<u>0.00</u>	<u>(109,227.47)</u>
4061		Co of Humb-East		(10,952.93)		
			Totals for 4061		<u>0.00</u>	<u>(10,952.93)</u>
4062		Co of Humb-South		(106,411.32)		
			Totals for 4062		<u>0.00</u>	<u>(106,411.32)</u>
4070		Interest Income		(111,231.99)		
03/31/24	INT		Record Interest - RedCap Chkg		(1,218.91)	

HLA - Humboldt Lodging Alliance, Inc.

General Ledger - HLA

March 1, 2024 - March 31, 2024

Date	Reference	Payee	Description	Begin Balance	Current Amount	Period End Balance
03/31/24	INT		Record Interest - RedCap ICS		<u>(15,839.88)</u>	
			Totals for 4070		<u>(17,058.79)</u>	<u>(128,290.78)</u>
5010	Administration Fees			54,454.75		
03/25/24	1762	Lat 40 Collective	Lat 40 Collective		<u>6,250.00</u>	
			Totals for 5010		<u>6,250.00</u>	<u>60,704.75</u>
5010.02	Bank Charges			25.00		
03/08/24	STOP	Stop Payment Fee	Stop Payment Fee		25.00	
03/25/24	STOP	Stop Payment Fee	Stop Payment Fee		<u>25.00</u>	
			Totals for 5010.02		<u>50.00</u>	<u>75.00</u>
5010.13	Insurance			2,150.00		
			Totals for 5010.13		<u>0.00</u>	<u>2,150.00</u>
5010.32	Postage			245.21		
			Totals for 5010.32		<u>0.00</u>	<u>245.21</u>
5010.33	Prof Fees/Acctg (CMM)			4,427.25		
			Totals for 5010.33		<u>0.00</u>	<u>4,427.25</u>
5010.44	Rent Expense			245.00		
			Totals for 5010.44		<u>0.00</u>	<u>245.00</u>
5030	Marketing Expenses			261,997.15		
03/25/24	1760	Nye-Zik Creative	Nye-Zik Creative - Final 50% Proj Pmt - Website Project		2,950.00	
03/25/24	1761	Nye-Zik Creative	Nye-Zik Creative - Monthly Website Maint (Basic + Extended)		400.00	
03/25/24	1763	Southern Humboldt Business & Visitors Bureau	Southern Humboldt Business & Visitors Bureau - Garberville Skating Rink		68,000.00	
03/25/24	1764	Humboldt Green Events LLC	Stephen Gieder		69,000.00	
03/25/24	1764	Humboldt Green Events LLC	Stephen Gieder		<u>(69,000.00)</u>	
03/26/24	1765	Humboldt Green Events LLC	Stephen Gieder		<u>69,000.00</u>	
			Totals for 5030		<u>140,350.00</u>	<u>402,347.15</u>
5040	Arcata			10,000.00		
			Totals for 5040		<u>0.00</u>	<u>10,000.00</u>
5050	Eureka			115,000.00		
			Totals for 5050		<u>0.00</u>	<u>115,000.00</u>
5060	Ferndale			10,000.00		
			Totals for 5060		<u>0.00</u>	<u>10,000.00</u>
5090	Co of Humb-North			34,500.00		
			Totals for 5090		<u>0.00</u>	<u>34,500.00</u>
5092	Co of Humb-South			129,425.09		
03/18/24	1744	Allpoints Advertising, Inc	Allpoints Advertising, Inc		<u>(4,200.00)</u>	

HLA - Humboldt Lodging Alliance, Inc.

General Ledger - HLA

March 1, 2024 - March 31, 2024

Date	Reference	Payee	Description	Begin Balance	Current Amount	Period End Balance
03/20/24	1758	OptiRev LLC	OptiRev LLC		650.00	
03/25/24	1759	Allpoints Advertising, Inc	Allpoints Advertising, Inc		<u>4,200.00</u>	
			Totals for 5092		<u>650.00</u>	<u>130,075.09</u>
			Report Total			<u>0.00</u>

Net Profit/(Loss)

Current Period	<u>18,981.26</u>
Year-to-Date	<u>461,580.37</u>

Distribution count = 68