

# **Humboldt Lodging Alliance**

Meeting of the Board of Directors

**Wednesday, October 19 10AM**

**422 1<sup>st</sup> St. Eureka, or join on Zoom**

## Join Zoom Meeting

[https://us02web.zoom.us/j/84077133739?pwd=S2lMcM4vQ2JxTzRva2dFMGhBekloUT09Meeting ID: 840 7713 3739](https://us02web.zoom.us/j/84077133739?pwd=S2lMcM4vQ2JxTzRva2dFMGhBekloUT09Meeting+ID%3A84077133739)

Passcode: 202533

## Members Scheduled to attend via zoom from these locations:

**John Porter**, Managing Partner, Benbow Inn and Resort, 445 Lake Benbow Drive, Garberville, CA. 95542  
**Nil Patel**, General Manager, Holiday Inn Express and Suites, 815 Wabash Ave. Eureka, CA. 95501  
**Shailesh Patel**, Owner, Hampton Inn and Suites, 4750, Valley West Blvd., Arcata, CA. 95521  
**Jeff Durham**, Owner, Redwood River Walk Hotel, PO Box 3449 Yountville CA 94599  
**Lowell Daniels**, Owner, Victorian Inn & Redwood Suites, 400 Ocean Avenue, (PO Box 96) Ferndale, CA 95536  
**Mike Caldwell**, Owner, Inn of the Lost Coast, 205 Wave Drive, Shelter Cove Drive, CA. 95589  
**Donna Hufford**, Financial, Manager, Owner, Roosevelt Base Camp. 121130US 101 Orick CA. 95555  
**Gary Stone**, Owner, Best Western Plus Humboldt Bay Inn, 232 West Fifth Street. Eureka, CA 95501  
**Mark Carter**, **Owner** Carter House Inns, 301 L Street Eureka, CA 95501  
**Kelly Martin**, **Owner** Humboldt Bay Extended Stay, PO Box 6158 Eureka, CA 95502  
**Alpesh Natha**, Owner, Quality Inn 1209 4th Street, Eureka, CA 95501  
**Jayshree Patel**, **Owner** Comfort Inn Eureka 4260 Broadway, Eureka, CA 95501  
**Sherry Potter**, General Manager, Hotel Arcata, 708 9<sup>th</sup> Street, Arcata, CA, 95521  
**Meenal Patel** Comfort Inn- Arcata, 4700 Valley W. Blvd. Arcata CA 95521

Members of the public are welcome to attend and address the HLA Board on any business item on this agenda. Non-agenda items may be addressed during the public comment period; speakers are limited to three minutes.

## **AGENDA**

### **I. Welcome and Introductions.**

### **II. Agenda.**

- A. Public Comment
- B. Approve/modify the agenda for Wednesday, October 19, 2022

### **III. Minutes.**

- A. Public Comment
- B. Approve/modify Executive Committee minutes from August 17, 2022

### **IV. Financials**

- A. Public Comment
- B. Action. Examine and approve financials through September, 2022

**V. HLA Actions since August 17, 2022**

**Report on the Board and Executive Committee actions.** Requested action: receive report, ask questions and provide direction as appropriate.

**A) As of 10/5/2022:**

Richard Stenger has relocated to Kentucky and proposed a reduced annual rate for his yearly freelance agreement. The proposal to reduce the rate from \$75,000 per year, to \$40,000 per year was accepted by the executive committee on a unanimous vote.

- 1) Public comment

**B) As of 9/14, 2022:**

The marketing committee proposed to contract Nye-Zik Creative to host and develop the visithumboldt.com website. The proposal was approved for 1 year, converting to a month to month arrangement after 1 year with a unanimous vote by the executive committee.

- 2) Public Comment

**C) As of 9/14, 2022**

Chris Ambrosini appointed a committee to prepare an annual report to the Humboldt County Board of Supervisors. The Committee member appointed were, Chris Ambrosini, Donna Hufford, Jeff Durham, John Porter, Chuck Leishman and Matt Kolbert of Misfit.

- 3) Public Comment

**X1 Discussion of the Fiscal 2018-2022 annual report**

On October 25, 2022, the annual report committee will present a five year report on fiscal 2018-2022 to the Humboldt County Board of Supervisors. Chris Ambrosini will lead the discussion.

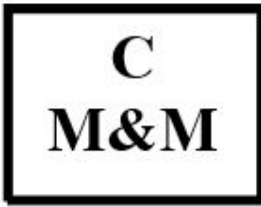
**X Marketing Committee update**

**X1 Director Reports**

**X11. Public Comment**

**X111. Adjournment**





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

\*Michael P. Cunningham, EA  
Keith N. Crossley, CPA  
Maria Castillo, EA  
Tirzah Walsh, Treasurer  
John P. Morton, Emeritus  
Ronald E. Malone, Emeritus

\*California Licensed Professional Fiduciary &  
Member of the Bar of the U.S. Tax Court

**710 E Street, Suite 100, Eureka, CA 95501**  
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cmmtax@cmmtax.com  
www.cmmtax.com

PO Box 4911  
Eureka, CA 95502

I have compiled the accompanying Modified Cash Basis financials statements of Humboldt Lodging Alliance, Inc. (the "Alliance") as of September 30, 2022.

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 and Review Services issued by the American Institute of Certified Public Accountants. 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**

	<b>Assets</b>	
	<b>September 30, 2022</b>	<b>September 30, 2021</b>
<b>CURRENT ASSETS</b>		
<b>Cash or Cash Equivalents</b>		
1010 - Cash-Redwood Capital Bank Checking (28165)	\$ 1,760,418.06	\$ 551,692.50
1020 - Cash-Redwood Capital Bank Savings (12738)	<u>2,292,646.32</u>	<u>2,292,386.93</u>
<b>Total Cash or Cash Equivalents</b>	<u><b>4,053,064.38</b></u>	<u><b>2,844,079.43</b></u>
<b>Total Current Assets</b>	<u>4,053,064.38</u>	<u>2,844,079.43</u>
<b>OTHER ASSETS</b>		
1900 - Start-Up/Organizational Costs	32,837.01	32,837.01
1905 - Less: Accumulated Amortization	<u>(21,891.00)</u>	<u>(19,702.00)</u>
<b>Total Other Assets</b>	<u>10,946.01</u>	<u>13,135.01</u>
<b>TOTAL ASSETS</b>	<u><u>\$ 4,064,010.39</u></u>	<u><u>\$ 2,857,214.44</u></u>

This Statement Prepared Without Audit By:  
Cunningham, Malone & Morton, 710 E Street, Suite 100, Eureka, CA - (707) 441-1111

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

**Liabilities and Fund Balances**

September 30, 2022

September 30, 2021

**FUND BALANCES**

**Restricted Fund Balances:**

3012 - Marketing Programs (30%)	887,579.47	701,420.24
3013 - Administrative Fees Funds (10%)	439,963.60	299,034.86
3020 - Arcata Community Fund	831,335.22	621,815.65
3030 - Eureka Community Fund	876,061.31	526,559.51
3040 - Ferndale Community Fund	41,657.87	35,620.92
3050 - Fortuna Community Fund	193,045.97	99,961.01
3060 - Trinidad Community Fund	31,247.00	36,247.00
3065 - Rio Dell Community Fund	6,994.33	5,792.06
3070 - County Community Fund - North	358,403.91	256,695.67
3071 - County Community Fund - East	45,031.72	31,763.92
3072 - County Community Fund - South	352,689.99	242,303.60

**Total Fund Balances**

4,064,010.39

2,857,214.44

**TOTAL LIABILITIES AND FUND BALANCES**

\$ 4,064,010.39

\$ 2,857,214.44

**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 3 Months Ended September 30, 2022 and 2021**

	September 30, 2022	September 30, 2021
<b>Revenues</b>		
Assessments	\$ 422,676.24	\$ 493,984.40
Interest	<u>87.93</u>	<u>57.78</u>
<b>Total Revenues</b>	<b><u>422,764.17</u></b>	<b><u>494,042.18</u></b>
<b>Expenses</b>		
Administrative	4,485.50	22,004.40
Marketing	118,727.74	49,375.00
Community Projects	<u>83,900.00</u>	<u>6,973.85</u>
<b>Total Expenses</b>	<b><u>207,113.24</u></b>	<b><u>78,353.25</u></b>
<b>Revenues Over (Under) Expenses</b>	<b><u>\$ 215,650.93</u></b>	<b><u>\$ 415,688.93</u></b>

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**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>	3 Months Ended 09/30/22  Actual	Remaining Budget Amt  <i>Cur Yr Bdgt - Cur Yr Actual</i>	% Actual/ Budget  <i>Target 25%</i>
	FYE 06/30/23	FYE 06/30/22		FYE 06/30/23		
<b>ASSESSMENTS</b>						
4010 - City of Arcata	\$ 358,611.93	\$ 300,196.20	\$ 58,415.73	\$ 143,995.97	\$ 214,615.96	40.15
4020 - City of Eureka	745,771.17	745,771.17	0.00	160,647.97	585,123.20	21.54
4030 - City of Ferndale	30,175.67	30,175.67	0.00	8,217.79	21,957.88	27.23
4040 - City of Fortuna	195,509.11	195,509.11	0.00	38,156.91	157,352.20	19.52
4050 - City of Trinidad	0.00	0.00	0.00	0.00	0.00	0.00
4055 - City of Rio Dell	2,003.79	2,003.79	0.00	0.00	2,003.79	0.00
4060 - Co of Humb-North	187,756.96	234,696.20	(46,939.24)	30,632.09	157,124.87	16.31
4061 - Co of Humb-East	22,586.58	28,233.23	(5,646.65)	4,102.72	18,483.86	18.16
4062 - Co of Humb-South	214,158.51	267,698.14	(53,539.63)	36,922.79	177,235.72	17.24
4063 - Airbnb	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Assessments</b>	<u>1,756,573.72</u>	<u>1,804,283.51</u>	<u>(47,709.79)</u>	<u>422,676.24</u>	<u>1,333,897.48</u>	<u>24.06</u>
<b>INTEREST</b>						
4070 - Interest Income	229.24	229.24	0.00	87.93	141.31	38.36
<b>Total Interest</b>	<u>229.24</u>	<u>229.24</u>	<u>0.00</u>	<u>87.93</u>	<u>141.31</u>	<u>38.36</u>
<b>OTHER INCOME</b>						
4080 - Other Income	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Other Income</b>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
<b>Total Revenues</b>	<u>\$ 1,756,802.96</u>	<u>\$ 1,804,512.75</u>	<u>\$ (47,709.79)</u>	<u>\$ 422,764.17</u>	<u>\$ 1,334,038.79</u>	<u>24.06</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	09/22/22	85,580.25	Q4 FYE 06/30/22	Apr - Jun 2022
CITY OF EUREKA	08/29/22	160,647.97	Q4 FYE 06/30/22	Apr - Jun 2022
CITY OF FERNDALE	08/02/22	8,217.79	Q4 FYE 06/30/22	Apr - Jun 2022
CITY OF FORTUNA	08/29/22	38,156.91	Q4 FYE 06/30/22	Apr - Jun 2022
CITY OF RIO DELL	05/11/22	201.00	Q3 FYE 06/30/22	Jan - Mar 2022
CO OF HUMB-NORTH	08/02/22	30,632.09	Q3 FYE 06/30/22	Jan - Mar 2022
CO OF HUMB-EAST	08/02/22	4,102.72	Q3 FYE 06/30/22	Jan - Mar 2022
CO OF HUMB-SOUTH	08/02/22	36,922.79	Q3 FYE 06/30/22	Jan - Mar 2022

**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 06/30/23	Prior Year's Actual FYE 06/30/22	Variance <i>Cur Yr Bdgt - Pr Yr Actual</i>	3 Months Ended 09/30/22 Actual FYE 06/30/23	Remaining Budget Amt <i>Cur Yr Bdgt - Cur Yr Actual</i>	% Actual/ Budget <i>Target 25%</i>
<b>Expenses</b>						
<b>ADMINISTRATIVE</b>						
5010 - Administration Fees	\$ 160,739.53	\$ 35,000.00	\$ 125,739.53	\$ 0.00	\$ 160,739.53	0.00
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	0.00	0.00	0.00
5010.13 - Insurance	4,180.00	4,180.00	0.00	2,143.00	2,037.00	51.27
5010.20 - Member Events	0.00	0.00	0.00	0.00	0.00	0.00
5010.31 - Printing	0.00	0.00	0.00	0.00	0.00	0.00
5010.32 - Postage	42.75	42.75	0.00	0.00	42.75	0.00
5010.33 - Prof Fees/Acctg (CMM)	8,523.33	8,523.33	0.00	2,342.50	6,180.83	27.48
5010.44 - Rent Expense	212.00	212.00	0.00	0.00	212.00	0.00
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
<b>Total Administrative</b>	<u>175,886.61</u>	<u>50,147.08</u>	<u>125,739.53</u>	<u>4,485.50</u>	<u>171,401.11</u>	<u>2.55</u>
<b>MARKETING</b>						
5030 - Marketing Expenses	526,972.12	264,380.68	262,591.44	118,727.74	408,244.38	22.53
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
<b>Total Marketing</b>	<u>526,972.12</u>	<u>264,380.68</u>	<u>262,591.44</u>	<u>118,727.74</u>	<u>408,244.38</u>	<u>22.53</u>
<b>COMMUNITY PROJECTS</b>						
5040 - Arcata	215,167.16	500.00	214,667.16	0.00	215,167.16	0.00
5050 - Eureka	447,462.70	60,000.00	387,462.70	25,000.00	422,462.70	5.59
5050.01 - Eureka - Zoo/Redwood Skywalk	0.00	0.00	0.00	0.00	0.00	0.00
5060 - Ferndale	18,105.40	3,825.00	14,280.40	12,900.00	5,205.40	71.25
5063 - Airbnb	0.00	0.00	0.00	0.00	0.00	0.00
5070 - Fortuna	117,305.47	(23,101.15)	140,406.62	43,000.00	74,305.47	36.66
5080 - Trinidad	0.00	5,000.00	(5,000.00)	0.00	0.00	0.00
5085 - Rio Dell	1,202.27	0.00	1,202.27	0.00	1,202.27	0.00
5090 - Co of Humb-North	112,654.18	4,841.20	107,812.98	0.00	112,654.18	0.00

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

	Current Year's	Prior Year's	Variance	3 Months Ended 09/30/22	Remaining Budget Amt	% Actual/ Budget
	Budget	Actual	<i>Cur Yr Bdgt - Pr Yr Actual</i>	Actual	<i>Cur Yr Bdgt - Cur Yr Actual</i>	<i>Target 25%</i>
	FYE 06/30/23	FYE 06/30/22		FYE 06/30/23		
5091 - Co of Humb-East	13,551.95	0.00	13,551.95	0.00	13,551.95	0.00
5092 - Co of Humb-South	128,495.11	30,586.00	97,909.11	3,000.00	125,495.11	2.33
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>
<b>Total Community Projects</b>	<u>1,053,944.24</u>	<u>81,651.05</u>	<u>972,293.19</u>	<u>83,900.00</u>	<u>970,044.24</u>	<u>7.96</u>
<b>Total Expenses</b>	<u>\$ 1,756,802.97</u>	<u>\$ 396,178.81</u>	<u>\$ 1,360,624.16</u>	<u>\$ 207,113.24</u>	<u>\$ 1,549,689.73</u>	<u>11.79</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**

September 1, 2022 - September 30, 2022

Date	Reference	Payee	Description	Begin Balance	Current Amount	Period End Balance
1010	Cash-Redwood Capital Bank Checking (28165)			1,834,742.31		
09/21/22	1620	Cunningham, Malone & Morton	Cunningham, Malone & Morton		(2,342.50)	
09/21/22	1621	Humb Cnty Convention & Visitors Bur	Humb Cnty Convention & Visitors Bur		(30,000.00)	
09/21/22	1622	Push Marketing Inc	Push Marketing Inc		(102,562.00)	
09/21/22	1624	Redwood Coast Music Festival	Redwood Coast Music Festival		(25,000.00)	
09/22/22	2		Deposit - Arcata Q4 FYE 06/30/22 (Calendar Apr - Jun)		85,580.25	
			Totals for 1010		<u>(74,324.25)</u>	<u>1,760,418.06</u>
1020	Cash-Redwood Capital Bank Savings (12738)			2,292,597.33		
09/30/22	INT		Interest - RedCap Svgs		48.99	
			Totals for 1020		<u>48.99</u>	<u>2,292,646.32</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			(21,891.00)		
			Totals for 1905		<u>0.00</u>	<u>(21,891.00)</u>
3010	Unrestricted Fund Balance			289,926.20		
09/21/22	1620	Cunningham, Malone & Morton	CM&M		(2,342.50)	
09/21/22	1621	Humb Cnty Convention & Visitors Bur	Humb Cnty Convention & Visitors Bur		(30,000.00)	
09/21/22	1622	Push Marketing Inc	Push Marketing Inc / Misfit - 2022 Tourism Campaign		(102,562.00)	
09/21/22	1624	Redwood Coast Music Festival	Redwood Coast Music Festival		(25,000.00)	
09/22/22	2		Deposit - Arcata Q4 FYE 06/30/22 (Calendar Apr - Jun)		85,580.24	
09/30/22	INT		Interest - RedCap Svgs		48.99	
			Totals for 3010		<u>(74,275.27)</u>	<u>215,650.93</u>
3012	Marketing Programs (30%)			(964,467.39)		
09/21/22	1622	Push Marketing Inc	Push Marketing Inc / Misfit - 2022 Tourism Campaign		102,562.00	
09/22/22	2		Deposit - Arcata Q4 FYE 06/30/22 (Calendar Apr - Jun)		(25,674.08)	
			Totals for 3012		<u>76,887.92</u>	<u>(887,579.47)</u>
3013	Administrative Fees Funds (10%)			(433,699.09)		
09/21/22	1620	Cunningham, Malone & Morton	CM&M		2,342.50	
09/22/22	2		Deposit - Arcata Q4 FYE 06/30/22 (Calendar Apr - Jun)		(8,558.02)	
09/30/22	INT		Interest - RedCap Svgs		(48.99)	
			Totals for 3013		<u>(6,264.51)</u>	<u>(439,963.60)</u>
3020	Arcata Community Fund			(779,987.07)		
09/22/22	2		Deposit - Arcata Q4 FYE 06/30/22 (Calendar Apr - Jun)		(51,348.15)	
			Totals for 3020		<u>(51,348.15)</u>	<u>(831,335.22)</u>

**HLA - Humboldt Lodging Alliance, Inc.**

**General Ledger - HLA**

September 1, 2022 - September 30, 2022

Date	Reference	Payee	Description	Begin Balance	Current Amount	Period End Balance
3030	Eureka Community Fund			(901,061.31)		
09/21/22	1624	Redwood Coast Music Festival	Redwood Coast Music Festival		25,000.00	
			Totals for 3030		<u>25,000.00</u>	<u>(876,061.31)</u>
3040	Ferndale Community Fund			(41,657.87)		
			Totals for 3040		<u>0.00</u>	<u>(41,657.87)</u>
3050	Fortuna Community Fund			(223,045.97)		
09/21/22	1621	Humb Cnty Convention & Visitors Bur	Humb Cnty Convention & Visitors Bur		30,000.00	
			Totals for 3050		<u>30,000.00</u>	<u>(193,045.97)</u>
3060	Trinidad Community Fund			(31,247.00)		
			Totals for 3060		<u>0.00</u>	<u>(31,247.00)</u>
3065	Rio Dell Community Fund			(6,994.33)		
			Totals for 3065		<u>0.00</u>	<u>(6,994.33)</u>
3070	County Community Fund - North			(358,403.91)		
			Totals for 3070		<u>0.00</u>	<u>(358,403.91)</u>
3071	County Community Fund - East			(45,031.72)		
			Totals for 3071		<u>0.00</u>	<u>(45,031.72)</u>
3072	County Community Fund - South			(352,689.99)		
			Totals for 3072		<u>0.00</u>	<u>(352,689.99)</u>
4010	City of Arcata			(58,415.73)		
09/22/22	2		Deposit - Arcata Q4 FYE 06/30/22 (Calendar Apr - Jun)		(85,580.24)	
			Totals for 4010		<u>(85,580.24)</u>	<u>(143,995.97)</u>
4020	City of Eureka			(160,647.97)		
			Totals for 4020		<u>0.00</u>	<u>(160,647.97)</u>
4030	City of Ferndale			(8,217.79)		
			Totals for 4030		<u>0.00</u>	<u>(8,217.79)</u>
4040	City of Fortuna			(38,156.91)		
			Totals for 4040		<u>0.00</u>	<u>(38,156.91)</u>
4060	Co of Humb-North			(30,632.09)		
			Totals for 4060		<u>0.00</u>	<u>(30,632.09)</u>
4061	Co of Humb-East			(4,102.72)		
			Totals for 4061		<u>0.00</u>	<u>(4,102.72)</u>

**HLA - Humboldt Lodging Alliance, Inc.**

**General Ledger - HLA**

September 1, 2022 - September 30, 2022

Date	Reference	Payee	Description	Begin Balance	Current Amount	Period End Balance
4062	Co of Humb-South			(36,922.79)		
			Totals for 4062		<u>0.00</u>	<u>(36,922.79)</u>
4070	Interest Income			(38.94)		
09/30/22	INT		Interest - RedCap Svgs		<u>(48.99)</u>	
			Totals for 4070		<u>(48.99)</u>	<u>(87.93)</u>
5010.13	Insurance			2,143.00		
			Totals for 5010.13		<u>0.00</u>	<u>2,143.00</u>
5010.33	Prof Fees/Acctg (CMM)			0.00		
09/21/22	1620	Cunningham, Malone & Morton	CM&M		<u>2,342.50</u>	
			Totals for 5010.33		<u>2,342.50</u>	<u>2,342.50</u>
5030	Marketing Expenses			16,165.74		
09/21/22	1622	Push Marketing Inc	Push Marketing Inc / Misfit - 2022 Tourism Campaign		<u>102,562.00</u>	
			Totals for 5030		<u>102,562.00</u>	<u>118,727.74</u>
5050	Eureka			0.00		
09/21/22	1624	Redwood Coast Music Festival	Redwood Coast Music Festival		<u>25,000.00</u>	
			Totals for 5050		<u>25,000.00</u>	<u>25,000.00</u>
5060	Ferndale			12,900.00		
			Totals for 5060		<u>0.00</u>	<u>12,900.00</u>
5070	Fortuna			13,000.00		
09/21/22	1621	Humb Cnty Convention & Visitors Bur	Humb Cnty Convention & Visitors Bur		<u>30,000.00</u>	
			Totals for 5070		<u>30,000.00</u>	<u>43,000.00</u>
5092	Co of Humb-South			3,000.00		
			Totals for 5092		<u>0.00</u>	<u>3,000.00</u>
			Report Total			<u>0.00</u>
Net Profit/(Loss)						
	Current Period				<u>(74,275.27)</u>	
	Year-to-Date				<u>215,650.93</u>	

Distribution count = 26