

Humboldt Lodging Alliance Finances

July 1, 2023 through June 30, 2024

ASSESSMENT REVENUES

Jurisdiction	TOTALS
Arcata	251,314.01
Eureka	612,436.78
Ferndale	24,807.72
Fortuna	142,091.30
Trinidad	-
Rio Dell	998.54
County North	165,658.22
County East	17,548.06
County South	144,137.24
TOTAL	1,358,991.87

HLA EXPENSES

Category	TOTALS
Outside Marketing	869,805.27
Administrative	103,498.95
Community Tourism	745,932.66
Contingency	-
TOTAL	1,719,236.88

HLA FUND BALANCES

(as of June 30, 2024)

Marketing Programs	194,990.19
Administrative Funds	575,788.93
Arcata Community Fund	890,977.36
Eureka Community Fund	1,275,026.23
Ferndale Community Fund	41,882.23
Fortuna Community Fund	275,298.70
Trinidad Community Fund	31,247.00
Airbnb Fund	-
Rio Dell Fund	8,390.93
County Community Fund - North	441,474.51
County Community Fund - East	69,875.09
County Community Fund - South	297,146.30
Two-Percent Reserves	-
TOTAL	4,102,097.47

Humboldt Lodging Alliance Community Funding Program (CFP)

Status Report: June 30, 2024

Arcata Projects Funded (GL #5040)	Date	Amount	Cur. CFP Bal.	Notes
Godwit Days	02/02/24	10,000.00		
North Coast Supposts & Rec LLC	06/10/24	45,000.00		
Rumble Over the Redwoods	06/10/24	150,000.00		
Rumble Over the Redwoods	06/10/24	500.00		
		205,500.00	890,977.36	
Eureka Projects Funded (GL #5050)	Date	Amount	Cur. CFP Bal.	Notes
Redwood Coast Music Festival	08/14/23	25,000.00		
Topher Reynolds	12/06/23	30,000.00		Humboldt Marble Weekend
City of Eureka	02/02/24	60,000.00		Annual Sky Walk Donation
Rumble Over the Redwoods	06/10/24	75,000.00		
		190,000.00	1,275,026.23	
Ferndale Projects Funded (GL #5060)	Date	Amount	Cur. CFP Bal.	Notes
Ferndale Chamber of Commerce	08/21/23	10,000.00		Visit Ferndale Social Media Specialist/Webmaster
Ferndale Chamber of Commerce	05/13/24	7,000.00		2024 Concourse De Elegance
		17,000.00	41,882.23	
Fortuna Projects Funded (GL #5070)	Date	Amount	Cur. CFP Bal.	Notes
North Coast Journal, Inc	05/01/24	1,513.00		Humboldt Insider Issue Oct 2023
Rumble Over the Redwoods	06/10/24	37,000.00		
		38,513.00	275,298.70	
Trinidad Projects Funded (GL #5080)	Date	Amount	Cur. CFP Bal.	Notes
		-	31,247.00	
Rio Dell Projects Funded (GL #5085)	Date	Amount	Cur. CFP Bal.	Notes
		-	8,390.93	
Co North Projects Funded (GL #5090)	Date	Amount	Cur. CFP Bal.	Notes
Greater Trinidad Chamber of Commerce	11/10/23	10,000.00		58th Annual Trinidad to Clam Beach Run
Redwood Parks Conservancy	11/10/23	5,000.00		Candlelight Walk
Humb Cnty Convention & Visitors Bur	11/14/23	19,500.00		No Humb Contract - 3 Months Web & Social Media Advertising
Rumble Over the Redwoods	06/10/24	50,000.00		
Orick Chamber of Commerce	06/28/24	2,500.00		63rd Orick Rodeo
		87,000.00	441,474.51	
Co East Projects Funded (GL #5091)	Date	Amount	Cur. CFP Bal.	Notes
		-	69,875.09	
Co South Projects Funded (GL #5092)	Date	Amount	Cur. CFP Bal.	Notes
Jenny Early	07/24/23	1,500.00		July - Sept Social Media Mgmt
OptiRev LLC	07/26/23	1,950.00		3rd Quarter 2023 Website Maint & SEO
Vino Divino	08/14/23	10,000.00		Harvest Fest 10/14/23
Jenny Early	09/29/23	2,100.00		Oct - Dec Social Media Mgmt
OptiRev LLC	10/25/23	1,950.00		So Humb - Svcs for 4th Qtr 2023

HLA
County Report Financial Info
FYE 06/30/24

Shelter Cove Arts & Rec Foundation	10/25/23	5,000.00	Shelter Cove Labyrinth
Misfit aka Push Marketing Inc	12/21/23	33,600.09	Discover So Humb 2023 Tourism Campaign June - Oct 2023
Misfit aka Push Marketing Inc	12/21/23	50,075.00	Discover So Humb 2023 Tourism Campaign March - Apr 2023
OptiRev LLC	12/28/23	1,950.00	So Humb - 1st Qtr 2024 Website Maint
Help Is On The Way	02/29/24	15,000.00	Dave Nelson Band @ The Mateel 04/05 - 04/06/24
Jenny Early	02/29/24	2,100.00	Jan - Mar 2024 SM Mktg, Design & Mgmt
OptiRev LLC	03/20/24	650.00	
Allpoints Advertising, Inc	03/25/24	4,200.00	
Jenny Early	04/11/24	2,100.00	SM Mktg Design & Mgmt
Nye-Zik Creative	04/11/24	1,005.00	Monthly Website Maint - discover SoHum + Squarespace reimb
Nye-Zik Creative	05/02/24	400.00	Monthly Website Maint
Lat 40 Collective	05/02/24	1,500.00	2nd Qtr Newsletter & Web Calendar Maint
Southern Humboldt Chamber of Commerce	05/13/24	30,000.00	4th of July Fireworks Event
Misfit aka Push Marketing Inc	05/20/24	37,774.07	Discover SoHumb 2023 Tourism Campaign Nov-Dec 2023
Nye-Zik Creative	06/10/24	400.00	Monthly Website Maint
Nye-Zik Creative	06/10/24	400.00	Monthly Website Maint
OptiRev LLC	06/28/24	565.50	
Lat 40 Collective	06/28/24	2,200.00	Web Development discoversouthernhumboldt.com
Lat 40 Collective	06/28/24	1,500.00	Web Development 3rd Qtr Newsletter & Web Calendar Maint
		207,919.66	297,146.30

Marketing Projects Funded (GL #5030)	Date	Amount	Cur. CFP Bal.	Notes
Chuck Leishman	07/20/23	520.00		Exp Reimb: June Board Mtg Con + 7/12 Eka Chamber Room Rental
Humboldt - Del Norte Film Commission	07/20/23	60,000.00		Funding for 23/24
Nye-Zik Creative	07/24/23	300.00		Extended Monthly Website Maint - July
Lat 40 Collective	07/26/23	150.00		Humb Area Guide Restock July 2022 - July 2023
Lat 40 Collective	07/26/23	100.00		OWL Camera setup - June 2023
Lat 40 Collective	07/26/23	1,000.00		Humb Area Guide Delivery June - July 2023
Nye-Zik Creative	08/14/23	2,200.00		Extended Monthly Website Maint; Visit Humb Website Refresh Prof; Mrktg Committee Mtgs
Alan Workman	09/29/23	200.00		Photo / Insider
Jenna Catsos	09/29/23	75.00		Humboldt Map Edits - Design Work
Nye-Zik Creative	09/29/23	4,550.00		Visit Humboldt Website Refresh Proj + Mrktg Committee Mtgs
Nye-Zik Creative	09/29/23	450.00		Extended Monthly Website Maint Extra Aug Work
Lat 40 Collective	09/29/23	1,000.00		Humb Area Guide Distr - Aug thru Sept 2023
Lat 40 Collective	09/29/23	10,000.00		Visithumboldt.com website - web development
Nye-Zik Creative	10/20/23	(2,300.00)		Deposit Refund Chk - Outfront
Nye-Zik Creative	10/25/23	300.00		Extended Monthly Website Maint
Nye-Zik Creative	11/15/23	300.00		Extended Monthly Website Maint
Nye-Zik Creative	12/06/23	300.00		Extended Monthly Website Maint
Cassandra Hesseltine	12/21/23	20,000.00		Film Tourism Interactive App & Marketing for FM
Misfit aka Push Marketing Inc	12/21/23	156,989.64		2023 Tourism Campaign June - Oct 2023
Shelly Wells	12/21/23	200.00		Humb Area Guide Modeling
Journal Graphics	02/02/24	4,293.53		43,000 Amazing Hikes in Humb (11 versions)
Nye-Zik Creative	02/02/24	943.98		Monthly Website Maint + Website Support Hrs
Nye-Zik Creative	02/02/24	425.00		Monthly Website Maint
Nye-Zik Creative	03/25/24	2,950.00		Final 50% Proj Pmt - Website Project
Nye-Zik Creative	03/25/24	400.00		Monthly Website Maint (Basic + Extended)
Southern Humboldt Business & Visitors Bureau	03/25/24	68,000.00		Garberville Skating Rink
Humboldt Green Events LLC	03/26/24	69,000.00		Cannifest Sept 7 - 8, 2024

cont'd Marketing Projects Funded (GL #5030)	Date	Amount	Cur. CFP Bal.	Notes
Lat 40 Collective	04/11/24	1,000.00		Deliver Humb Area Guides - Feb 2024
Misfit aka Push Marketing Inc	05/20/24	116,862.12		2023 Tourism Campaign Nov & Dec 2023
Misfit aka Push Marketing Inc	05/20/24	42,649.00		2023 Tourism Campaign Jan & Feb 2024
Misfit aka Push Marketing Inc	05/20/24	145,798.00		2023 Tourism Campaign - Mar-Apr 2024
County of Humboldt's Economic Develop Div	05/22/24	10,000.00		Enhancing Humb Co Digital Presence

HLA
County Report Financial Info
FYE 06/30/24

Misfit aka Push Marketing Inc	06/28/24	75,000.00	Funding for Fiscal Year 07/01/24 - 06/30/25 May 2024 Tourism Campaign
	06/30/24	76,149.00	
		869,805.27	879,504.32
