



**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
Telephone (707) 441-1111 – Fax (707) 444-0210
cmmtax@cmmtax.com
www.cmmtax.com

PO Box 4911
Eureka, CA 95502

I have compiled the accompanying Modified Cash Basis financial statements of Humboldt Lodging Alliance, Inc. (the "Alliance") as of December 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

	December 31, 2024	December 31, 2023
Assets		
CURRENT ASSETS		
Cash or Cash Equivalents		
1010 - Cash-Redwood Capital Bank Checking (28165)	\$ 687,260.25	\$ 140,356.16
1025 - Cash-RedCap ICS Accts	<u>3,860,441.72</u>	<u>4,391,876.91</u>
Total Cash or Cash Equivalents	<u>4,547,701.97</u>	<u>4,532,233.07</u>
Property and Equipment		
Total Current Assets	<u>4,547,701.97</u>	<u>4,532,233.07</u>
OTHER ASSETS		
1900 - Start-Up/Organizational Costs	32,837.01	32,837.01
1905 - Less: Accumulated Amortization	<u>(26,270.00)</u>	<u>(24,080.00)</u>
Total Other Assets	<u>6,567.01</u>	<u>8,757.01</u>
TOTAL ASSETS	<u><u>\$ 4,554,268.98</u></u>	<u><u>\$ 4,540,990.08</u></u>

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

Liabilities and Fund Balances

December 31, 2024

December 31, 2023

FUND BALANCES

Restricted Fund Balances:

3012 - Marketing Programs (30%)	694,757.52	429,159.70
3013 - Administrative Fees Funds (10%)	212,377.96	643,626.80
3020 - Arcata Community Fund	991,181.99	988,247.63
3030 - Eureka Community Fund	1,453,672.13	1,288,884.40
3040 - Ferndale Community Fund	47,591.14	43,053.99
3050 - Fortuna Community Fund	328,919.16	285,541.98
3060 - Trinidad Community Fund	31,247.00	31,247.00
3065 - Rio Dell Community Fund	8,602.84	7,965.21
3070 - County Community Fund - North	466,684.42	422,142.09
3071 - County Community Fund - East	72,162.88	62,076.25
3072 - County Community Fund - South	247,071.94	339,045.03
	<u>4,554,268.98</u>	<u>4,540,990.08</u>
Total Fund Balances	<u>4,554,268.98</u>	<u>4,540,990.08</u>
 TOTAL LIABILITIES AND FUND BALANCES	 <u><u>\$ 4,554,268.98</u></u>	 <u><u>\$ 4,540,990.08</u></u>

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)

Eff. Dec 2024 \$400,000 was re-classed from Admin Fund to Mktg Fund as per Board approval in Sept

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

This Statement Prepared Without Audit By:

Cunningham, Malone & Morton, 710 E Street, Suite 100, Eureka, CA - (707) 441-1111

Humboldt Lodging Alliance, Inc.
STATEMENT OF REVENUES AND EXPENSES -- MODIFIED CASH BASIS
For the 6 Months Ended December 31, 2024 and 2023

	December 31, 2024	December 31, 2023
Revenues		
Assessments	\$ 783,578.21	\$ 689,954.62
Interest	<u>86,022.13</u>	<u>78,555.87</u>
Total Revenues	<u>869,600.34</u>	<u>768,510.49</u>
Expenses		
Administrative	41,768.80	47,313.25
Marketing	221,328.26	256,334.64
Community Projects	<u>154,331.77</u>	<u>207,625.09</u>
Total Expenses	<u>417,428.83</u>	<u>511,272.98</u>
Revenues Over (Under) Expenses	<u>\$ 452,171.51</u>	<u>\$ 257,237.51</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>	6 Months Ended 12/31/24 Actual	Remaining Budget Amt <i>Cur Yr Bdgt - Cur Yr Actual</i>	% Actual/ Budget <i>Target 50.00%</i>
	FYE 06/30/25	FYE 06/30/24		FYE 06/30/25		
ASSESSMENTS						
4010 - City of Arcata	\$ 251,314.01	\$ 251,314.01	\$ 0.00	\$ 167,007.72	\$ 84,306.29	66.45
4020 - City of Eureka	612,436.78	612,436.78	0.00	397,743.17	214,693.61	64.94
4030 - City of Ferndale	24,807.72	24,807.72	0.00	15,348.18	9,459.54	61.87
4040 - City of Fortuna	142,091.30	142,091.30	0.00	89,367.44	52,723.86	62.89
4050 - City of Trinidad	0.00	0.00	0.00	0.00	0.00	0.00
4055 - City of Rio Dell	1,331.38	998.54	332.84	353.17	978.21	26.53
4060 - Co of Humb-North	165,658.22	165,658.22	0.00	50,349.85	115,308.37	30.39
4061 - Co of Humb-East	17,548.06	17,548.06	0.00	3,812.99	13,735.07	21.73
4062 - Co of Humb-South	144,137.24	144,137.24	0.00	59,595.69	84,541.55	41.35
4063 - Airbnb	0.00	0.00	0.00	0.00	0.00	0.00
Total Assessments	<u>1,359,324.71</u>	<u>1,358,991.87</u>	<u>332.84</u>	<u>783,578.21</u>	<u>575,746.50</u>	<u>57.64</u>
INTEREST						
4070 - Interest Income	<u>178,589.91</u>	<u>178,589.91</u>	<u>0.00</u>	<u>86,022.13</u>	<u>92,567.78</u>	<u>48.17</u>
Total Interest	<u>178,589.91</u>	<u>178,589.91</u>	<u>0.00</u>	<u>86,022.13</u>	<u>92,567.78</u>	<u>48.17</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>\$ 1,537,914.62</u>	<u>\$ 1,537,581.78</u>	<u>\$ 332.84</u>	<u>\$ 869,600.34</u>	<u>\$ 668,314.28</u>	<u>56.54</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	11/22/24	81,176.45	Q1 FYE 06/30/25	Jul - Sep 2024
CITY OF EUREKA	11/20/24	239,820.08	Q1 FYE 06/30/25	Jul - Sep 2024
CITY OF FERNDALE	11/12/24	10,248.62	Q1 FYE 06/30/25	Jul - Sep 2024
CITY OF FORTUNA	12/04/24	55,419.40	Q1 FYE 06/30/25	Jul - Sep 2024
CITY OF RIO DELL	10/23/24	216.61	Q4 FYE 06/30/24	Apr - Jun 2024
CO OF HUMB-NORTH	09/09/24	50,349.85	Q4 FYE 06/30/24	Apr - Jun 2024
CO OF HUMB-EAST	09/09/24	3,812.99	Q4 FYE 06/30/24	Apr - Jun 2024
CO OF HUMB-SOUTH	09/09/24	59,595.69	Q4 FYE 06/30/24	Apr - Jun 2024

BUDGET NOTES:

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

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

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

	Current Year's Budget FYE 06/30/25	Prior Year's Actual FYE 06/30/24	Variance <i>Cur Yr Bdgt - Pr Yr Actual</i>	6 Months Ended 12/31/24 Actual FYE 06/30/25	Remaining Budget Amt <i>Cur Yr Bdgt - Cur Yr Actual</i>	% Actual/ Budget <i>Target 50.00%</i>
Expenses						
ADMINISTRATIVE						
5010 - Administration Fees	\$ 293,920.77	\$ 82,897.34	\$ 211,023.43	\$ 31,440.00	\$ 262,480.77	10.70
5010.01 - Acctg - HCCVB	0.00	0.00	0.00	0.00	0.00	0.00
5010.02 - Bank Charges	75.00	75.00	0.00	0.00	75.00	0.00
5010.13 - Insurance	2,150.00	2,150.00	0.00	3,538.00	(1,388.00)	164.56
5010.20 - Member Events	0.00	0.00	0.00	0.00	0.00	0.00
5010.25 - Legal Expenses	4,760.00	4,760.00	0.00	0.00	4,760.00	0.00
5010.31 - Printing	0.00	0.00	0.00	0.00	0.00	0.00
5010.32 - Postage	245.21	245.21	0.00	0.00	245.21	0.00
5010.33 - Prof Fees/Acctg (CMM)	10,936.40	10,936.40	0.00	6,580.80	4,355.60	60.17
5010.44 - Rent Expense	245.00	245.00	0.00	210.00	35.00	85.71
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	2,190.00	2,190.00	0.00	0.00	2,190.00	0.00
Total Administrative	<u>314,522.38</u>	<u>103,498.95</u>	<u>211,023.43</u>	<u>41,768.80</u>	<u>272,753.58</u>	<u>13.28</u>
MARKETING						
5030 - Marketing Expenses	407,797.41	869,805.27	(462,007.86)	221,328.26	186,469.15	54.27
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>407,797.41</u>	<u>869,805.27</u>	<u>(462,007.86)</u>	<u>221,328.26</u>	<u>186,469.15</u>	<u>54.27</u>
COMMUNITY PROJECTS						
5040 - Arcata	150,788.41	205,500.00	(54,711.59)	0.00	150,788.41	0.00
5050 - Eureka	367,462.07	190,000.00	177,462.07	60,000.00	307,462.07	16.33
5050.01 - Eureka - Zoo/Redwood Skywalk	0.00	0.00	0.00	0.00	0.00	0.00
5060 - Ferndale	14,884.63	17,000.00	(2,115.37)	3,500.00	11,384.63	23.51
5063 - Airbnb	0.00	0.00	0.00	0.00	0.00	0.00
5070 - Fortuna	85,254.78	38,513.00	46,741.78	0.00	85,254.78	0.00
5080 - Trinidad	0.00	0.00	0.00	0.00	0.00	0.00
5085 - Rio Dell	798.83	0.00	798.83	0.00	798.83	0.00

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

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

	Current Year's	Prior Year's	Variance	6 Months Ended 12/31/24	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 50.00%</i>
	FYE 06/30/25	FYE 06/30/24		FYE 06/30/25		
5090 - Co of Humb-North	99,394.93	87,000.00	12,394.93	5,000.00	94,394.93	5.03
5091 - Co of Humb-East	10,528.84	0.00	10,528.84	0.00	10,528.84	0.00
5092 - Co of Humb-South	86,482.34	207,919.66	(121,437.32)	85,831.77	650.57	99.25
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>815,594.83</u>	<u>745,932.66</u>	<u>69,662.17</u>	<u>154,331.77</u>	<u>661,263.06</u>	<u>18.92</u>
Total Expenses	<u>\$ 1,537,914.62</u>	<u>\$ 1,719,236.88</u>	<u>\$ (181,322.26)</u>	<u>\$ 417,428.83</u>	<u>\$ 1,120,485.79</u>	<u>27.14</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

December 1, 2024 - December 31, 2024

Date	Reference	Payee	Description	Begin Balance	Current Amount	Period End Balance
1010	Cash-Redwood Capital Bank Checking (28165)			858,605.42		
12/02/24	1825	Lat 40 Collective	Lat 40 Collective		(6,250.00)	
12/04/24	INT		Deposit - Fortuna - Q1 FYE 06/30/25 Jul-Sept 2024		55,419.40	
12/05/24	1826	Cunningham, Malone & Morton	Cunningham, Malone & Morton		(992.50)	
12/05/24	1827	Eureka Chamber of Commerce	Eureka Chamber of Commerce		(400.00)	
12/15/24	1828	Push Marketing Inc	Push Marketing Inc		(31,531.66)	
12/15/24	1829	Push Marketing Inc	Push Marketing Inc		(155,079.29)	
12/15/24	1830	Topher Reynolds	Topher Reynolds		(35,000.00)	
12/31/24	INT		Record Interest - RedCap Chkg		2,488.88	
			Totals for 1010		<u>(171,345.17)</u>	<u>687,260.25</u>
1025	Cash-RedCap ICS Accts			3,849,326.54		
12/31/24	INT		Record Interest - RedCap ICS		11,115.18	
			Totals for 1025		<u>11,115.18</u>	<u>3,860,441.72</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			(26,270.00)		
			Totals for 1905		<u>0.00</u>	<u>(26,270.00)</u>
3010	Unrestricted Fund Balance			612,401.50		
12/02/24	1825	Lat 40 Collective	Lat 40 Collective		(6,250.00)	
12/04/24	INT		Deposit - Fortuna - Q1 FYE 06/30/25 Jul-Sept 2024		55,419.40	
12/05/24	1826	Cunningham, Malone & Morton	CM&M		(992.50)	
12/05/24	1827	Eureka Chamber of Commerce	Eka Chamber of Comm		(400.00)	
12/15/24	1828	Push Marketing Inc	Misfit - June - Aug 2024 Discover So Humb Tourism Campaign		(17,863.50)	
12/15/24	1828	Push Marketing Inc	Misfit - Oct 2024 Discover So Humb Tourism Campaign		(13,668.16)	
12/15/24	1829	Push Marketing Inc	Misfit - June 2024 Tourism Campaign		(33,611.61)	
12/15/24	1829	Push Marketing Inc	Misfit - July-Aug 2024 Tourism Campaign		(56,102.76)	
12/15/24	1829	Push Marketing Inc	Misfit - Oct 2024 Tourism Campaign		(65,364.92)	
12/15/24	1830	Topher Reynolds	Topher Reynolds - Humboldt Marble Week		(35,000.00)	
12/31/24	INT		Record Interest - RedCap Chkg		2,488.88	
12/31/24	INT		Record Interest - RedCap ICS		11,115.18	
			Totals for 3010		<u>(160,229.99)</u>	<u>452,171.51</u>
3012	Marketing Programs (30%)			(419,606.93)		
12/04/24	INT		Deposit - Fortuna - Q1 FYE 06/30/25 Jul-Sept 2024		(16,625.82)	
12/15/24	1829	Push Marketing Inc	Misfit - June 2024 Tourism Campaign		33,611.61	
12/15/24	1829	Push Marketing Inc	Misfit - July-Aug 2024 Tourism Campaign		56,102.76	
12/15/24	1829	Push Marketing Inc	Misfit - Oct 2024 Tourism Campaign		65,364.92	
12/31/24	9.01		Move Funds from Admin to Mktg as per Board Approval Sept 2024		(400,000.00)	
12/31/24	INT		Record Interest - RedCap Chkg		(2,488.88)	
12/31/24	INT		Record Interest - RedCap ICS		(11,115.18)	

HLA - Humboldt Lodging Alliance, Inc.

General Ledger - HLA

December 1, 2024 - December 31, 2024

Date	Reference	Payee	Description	Begin Balance	Current Amount	Period End Balance
Totals for 3012					<u>(275,150.59)</u>	<u>(694,757.52)</u>
3013	Administrative Fees Funds (10%)			(614,478.52)		
12/02/24	1825	Lat 40 Collective	Lat 40 Collective		6,250.00	
12/04/24	INT		Deposit - Fortuna - Q1 FYE 06/30/25 Jul-Sept 2024		(5,541.94)	
12/05/24	1826	Cunningham, Malone & Morton	CM&M		992.50	
12/05/24	1827	Eureka Chamber of Commerce	Eka Chamber of Comm		400.00	
12/31/24	9.01		Move Funds from Admin to Mktg as per Board Approval Sept 2024		<u>400,000.00</u>	
Totals for 3013					<u>402,100.56</u>	<u>(212,377.96)</u>
3020	Arcata Community Fund			(991,181.99)		
Totals for 3020					<u>0.00</u>	<u>(991,181.99)</u>
3030	Eureka Community Fund			(1,488,672.13)		
12/15/24	1830	Topher Reynolds	Topher Reynolds - Humboldt Marble Week		<u>35,000.00</u>	
Totals for 3030					<u>35,000.00</u>	<u>(1,453,672.13)</u>
3040	Ferndale Community Fund			(47,591.14)		
Totals for 3040					<u>0.00</u>	<u>(47,591.14)</u>
3050	Fortuna Community Fund			(295,667.52)		
12/04/24	INT		Deposit - Fortuna - Q1 FYE 06/30/25 Jul-Sept 2024		<u>(33,251.64)</u>	
Totals for 3050					<u>(33,251.64)</u>	<u>(328,919.16)</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			(8,602.84)		
Totals for 3065					<u>0.00</u>	<u>(8,602.84)</u>
3070	County Community Fund - North			(466,684.42)		
Totals for 3070					<u>0.00</u>	<u>(466,684.42)</u>
3071	County Community Fund - East			(72,162.88)		
Totals for 3071					<u>0.00</u>	<u>(72,162.88)</u>
3072	County Community Fund - South			(278,603.60)		
12/15/24	1828	Push Marketing Inc	Misfit - June - Aug 2024 Discover So Humb Tourism Campaign		17,863.50	
12/15/24	1828	Push Marketing Inc	Misfit - Oct 2024 Discover So Humb Tourism Campaign		<u>13,668.16</u>	
Totals for 3072					<u>31,531.66</u>	<u>(247,071.94)</u>
4010	City of Arcata			(167,007.72)		
Totals for 4010					<u>0.00</u>	<u>(167,007.72)</u>

HLA - Humboldt Lodging Alliance, Inc.

General Ledger - HLA

December 1, 2024 - December 31, 2024

Date	Reference	Payee	Description	Begin Balance	Current Amount	Period End Balance
4020	City of Eureka			(397,743.17)		
			Totals for 4020		<u>0.00</u>	<u>(397,743.17)</u>
4030	City of Ferndale			(15,348.18)		
			Totals for 4030		<u>0.00</u>	<u>(15,348.18)</u>
4040	City of Fortuna			(33,948.04)		
12/04/24	INT		Deposit - Fortuna - Q1 FYE 06/30/25 Jul-Sept 2024		<u>(55,419.40)</u>	
			Totals for 4040		<u>(55,419.40)</u>	<u>(89,367.44)</u>
4055	City of Rio Dell			(353.17)		
			Totals for 4055		<u>0.00</u>	<u>(353.17)</u>
4060	Co of Humb-North			(50,349.85)		
			Totals for 4060		<u>0.00</u>	<u>(50,349.85)</u>
4061	Co of Humb-East			(3,812.99)		
			Totals for 4061		<u>0.00</u>	<u>(3,812.99)</u>
4062	Co of Humb-South			(59,595.69)		
			Totals for 4062		<u>0.00</u>	<u>(59,595.69)</u>
4070	Interest Income			(72,418.07)		
12/31/24	INT		Record Interest - RedCap Chkg		<u>(2,488.88)</u>	
12/31/24	INT		Record Interest - RedCap ICS		<u>(11,115.18)</u>	
			Totals for 4070		<u>(13,604.06)</u>	<u>(86,022.13)</u>
5010	Administration Fees			25,000.00		
12/02/24	1825	Lat 40 Collective	Lat 40 Collective		<u>6,250.00</u>	
12/05/24	1827	Eureka Chamber of Commerce	Eka Chamber of Comm - Dues		<u>190.00</u>	
			Totals for 5010		<u>6,440.00</u>	<u>31,440.00</u>
5010.13	Insurance			3,538.00		
			Totals for 5010.13		<u>0.00</u>	<u>3,538.00</u>
5010.33	Prof Fees/Acctg (CMM)			5,588.30		
12/05/24	1826	Cunningham, Malone & Morton	CM&M		<u>992.50</u>	
			Totals for 5010.33		<u>992.50</u>	<u>6,580.80</u>
5010.44	Rent Expense			0.00		
12/05/24	1827	Eureka Chamber of Commerce	Eka Chamber of Comm - Room Rentals		<u>210.00</u>	
			Totals for 5010.44		<u>210.00</u>	<u>210.00</u>
5030	Marketing Expenses			66,248.97		
12/15/24	1829	Push Marketing Inc	Misfit - June 2024 Tourism Campaign		<u>33,611.61</u>	
12/15/24	1829	Push Marketing Inc	Misfit - July-Aug 2024 Tourism Campaign		<u>56,102.76</u>	
12/15/24	1829	Push Marketing Inc	Misfit - Oct 2024 Tourism Campaign		<u>65,364.92</u>	
			Totals for 5030		<u>155,079.29</u>	<u>221,328.26</u>

HLA - Humboldt Lodging Alliance, Inc.

General Ledger - HLA

December 1, 2024 - December 31, 2024

Date	Reference	Payee	Description	Begin Balance	Current Amount	Period End Balance
5050	Eureka			25,000.00		
12/15/24	1830	Topher Reynolds	Topher Reynolds - Humboldt Marble Week		<u>35,000.00</u>	
			Totals for 5050		<u>35,000.00</u>	<u>60,000.00</u>
5060	Ferndale			3,500.00		
			Totals for 5060		<u>0.00</u>	<u>3,500.00</u>
5090	Co of Humb-North			5,000.00		
			Totals for 5090		<u>0.00</u>	<u>5,000.00</u>
5092	Co of Humb-South			54,300.11		
12/15/24	1828	Push Marketing Inc	Misfit - June - Aug 2024 Discover So Humb Tourism Campaign		17,863.50	
12/15/24	1828	Push Marketing Inc	Misfit - Oct 2024 Discover So Humb Tourism Campaign		<u>13,668.16</u>	
			Totals for 5092		<u>31,531.66</u>	<u>85,831.77</u>
			Report Total			<u>0.00</u>

Net Profit/(Loss)

Current Period	<u>(160,229.99)</u>
Year-to-Date	<u>452,171.51</u>

Distribution count = 50