



**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 January 31, 2025.

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	
	January 31, 2025	January 31, 2024
CURRENT ASSETS		
Cash or Cash Equivalents		
1010 - Cash-Redwood Capital Bank Checking (28165)	\$ 525,827.17	\$ 245,772.18
1025 - Cash-RedCap ICS Accts	<u>3,871,111.77</u>	<u>4,407,757.35</u>
Total Cash or Cash Equivalents	<u>4,396,938.94</u>	<u>4,653,529.53</u>
Property and Equipment		
Total Current Assets	<u>4,396,938.94</u>	<u>4,653,529.53</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>\$ 4,403,505.95</u></u>	<u><u>\$ 4,662,286.54</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

January 31, 2025

January 31, 2024

FUND BALANCES

Restricted Fund Balances:

3012 - Marketing Programs (30%)	649,939.16	460,503.08
3013 - Administrative Fees Funds (10%)	200,402.80	670,893.10
3020 - Arcata Community Fund	991,181.99	1,050,646.06
3030 - Eureka Community Fund	1,393,672.13	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	8,895.74	8,253.56
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	212,809.53	339,045.03

Total Fund Balances

4,403,505.95

4,662,286.54

TOTAL LIABILITIES AND FUND BALANCES

\$ 4,403,505.95

\$ 4,662,286.54

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.

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Humboldt Lodging Alliance, Inc.
STATEMENT OF REVENUES AND EXPENSES -- MODIFIED CASH BASIS
For the 7 Months Ended January 31, 2025 and 2024

	January 31, 2025	January 31, 2024
Revenues		
Assessments	\$ 784,066.37	\$ 794,432.58
Interest	<u>98,581.84</u>	<u>95,374.37</u>
Total Revenues	<u>882,648.21</u>	<u>889,806.95</u>
Expenses		
Administrative	53,792.77	47,313.25
Marketing	278,852.78	256,334.64
Community Projects	<u>248,594.18</u>	<u>207,625.09</u>
Total Expenses	<u>581,239.73</u>	<u>511,272.98</u>
Revenues Over (Under) Expenses	<u>\$ 301,408.48</u>	<u>\$ 378,533.97</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>	7 Months Ended 01/31/25 Actual	Remaining Budget Amt <i>Cur Yr Bdgt - Cur Yr Actual</i>	% Actual/ Budget <i>Target 58.33%</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	841.33	490.05	63.19
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>784,066.37</u>	<u>575,258.34</u>	<u>57.68</u>
INTEREST						
4070 - Interest Income	<u>178,589.91</u>	<u>178,589.91</u>	<u>0.00</u>	<u>98,581.84</u>	<u>80,008.07</u>	<u>55.20</u>
Total Interest	<u>178,589.91</u>	<u>178,589.91</u>	<u>0.00</u>	<u>98,581.84</u>	<u>80,008.07</u>	<u>55.20</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>\$ 882,648.21</u>	<u>\$ 655,266.41</u>	<u>57.39</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	01/30/25	488.16	Q1 FYE 06/30/25	Jul - Sep 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).

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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>	7 Months Ended 01/31/25 Actual FYE 06/30/25	Remaining Budget Amt <i>Cur Yr Bdgt - Cur Yr Actual</i>	% Actual/ Budget <i>Target 58.33%</i>
Expenses						
ADMINISTRATIVE						
5010 - Administration Fees	\$ 293,920.77	\$ 82,897.34	\$ 211,023.43	\$ 41,227.87	\$ 252,692.90	14.03
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	77.10	(77.10)	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	7,250.80	3,685.60	66.30
5010.44 - Rent Expense	245.00	245.00	0.00	1,699.00	(1,454.00)	693.47
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>53,792.77</u>	<u>260,729.61</u>	<u>17.10</u>
MARKETING						
5030 - Marketing Expenses	407,797.41	869,805.27	(462,007.86)	278,852.78	128,944.63	68.38
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>278,852.78</u>	<u>128,944.63</u>	<u>68.38</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	120,000.00	247,462.07	32.66
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

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

	Current Year's Budget	Prior Year's Actual	Variance <i>Cur Yr Bdgt - Pr Yr Actual</i>	7 Months Ended 01/31/25 Actual	Remaining Budget Amt <i>Cur Yr Bdgt - Cur Yr Actual</i>	% Actual/ Budget <i>Target 58.33%</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)	120,094.18	(33,611.84)	138.87
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>248,594.18</u>	<u>567,000.65</u>	<u>30.48</u>
Total Expenses	<u>\$ 1,537,914.62</u>	<u>\$ 1,719,236.88</u>	<u>\$ (181,322.26)</u>	<u>\$ 581,239.73</u>	<u>\$ 956,674.89</u>	<u>37.79</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

January 1, 2025 - January 31, 2025

Date	Reference	Payee	Description	Begin Balance	Current Amount	Period End Balance
1010	Cash-Redwood Capital Bank Checking (28165)			687,260.25		
01/02/25	1831	Cunningham, Malone & Morton	Cunningham, Malone & Morton		(670.00)	
01/02/25	1832	Lat 40 Collective	Lat 40 Collective		(6,250.00)	
01/03/25	1833	Jenny Early	Jenny Early		(2,100.00)	
01/03/25	1834	Nye-Zik Creative	Nye-Zik Creative		(1,117.00)	
01/03/25	1835	Nye-Zik Creative	Nye-Zik Creative		(1,200.00)	
01/03/25	1836	Lat 40 Collective	Lat 40 Collective		(542.00)	
01/07/25	1837	City of Eureka	City of Eureka		(60,000.00)	
01/07/25	1838	Lat 40 Collective	Lat 40 Collective		(2,150.00)	
01/07/25	1839	Push Marketing Inc	Push Marketing Inc		(56,624.52)	
01/07/25	1840	Push Marketing Inc	Push Marketing Inc		(19,545.41)	
01/30/25	2		Deposit - Rio Dell Jul - Sept 2024 -Q1 FYE 06/30/25		488.16	
01/30/25	1841	Lat 40 Collective, LLC	Lat 40 Collective, LLC		(3,611.97)	
01/30/25	1842	Visit Shelter Cove	Visit Shelter Cove		(10,000.00)	
01/31/25	INT		Record Interest - RedCap Chkg		1,889.66	
			Totals for 1010		<u>(161,433.08)</u>	<u>525,827.17</u>
1025	Cash-RedCap ICS Accts			3,860,441.72		
01/31/25	INT		Record Interest - RedCap ICS Accts		10,670.05	
			Totals for 1025		<u>10,670.05</u>	<u>3,871,111.77</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			452,171.51		
01/02/25	1831	Cunningham, Malone & Morton	CM&M		(670.00)	
01/02/25	1832	Lat 40 Collective	Lat 40 Collective		(6,250.00)	
01/03/25	1833	Jenny Early	Jenny Early - SM Mktg, Design, Mgmt Jan-Mar 2025		(2,100.00)	
01/03/25	1834	Nye-Zik Creative	Nye-Zik Creative - Monthly Website Maint discoversouthernhumboldt		(1,117.00)	
01/03/25	1835	Nye-Zik Creative	Nye-Zik Creative - Quarterly Billing - monthly website maint visithumboldt.com		(1,200.00)	
01/03/25	1836	Lat 40 Collective	Lat 40 Collective - Cassandra Curotlo Events Calendar Copywriting		(250.00)	
01/03/25	1836	Lat 40 Collective	Lat 40 Collective - PO Box Renewal		(232.00)	
01/03/25	1836	Lat 40 Collective	Lat 40 Collective - Eka Chamber of Commerce		(60.00)	
01/07/25	1837	City of Eureka	City of Eureka - Funding for Skywalk at SPZ		(60,000.00)	
01/07/25	1838	Lat 40 Collective	Lat 40 Collective - 1st Qtr Newsletter & Web Calendar Maintenance		(1,500.00)	
01/07/25	1838	Lat 40 Collective	Lat 40 Collective - Cassandra Curotolo - Events Calendar Copywriting & Mgmt - Q1		(650.00)	
01/07/25	1839	Push Marketing Inc	Misfit - Nov 2024 Tourism Campaign - Media Activity		(56,624.52)	
01/07/25	1840	Push Marketing Inc	Misfit - Nov 2024 Tourism Campaign Media Activity		(19,545.41)	
01/30/25	2		Deposit - Rio Dell Jul - Sept 2024 -Q1 FYE 06/30/25		488.16	

HLA - Humboldt Lodging Alliance, Inc.

General Ledger - HLA

January 1, 2025 - January 31, 2025

Date	Reference	Payee	Description	Begin Balance	Current Amount	Period End Balance
01/30/25	1841	Lat 40 Collective, LLC	Lat 40 Collective, LLC - Humboldt Area Guide Delivery 07/01 - 12/31/24		(2,000.00)	
01/30/25	1841	Lat 40 Collective, LLC	Lat 40 Collective, LLC - South Bay Mini Storage -Lock Box Sept - Dec 2024		(1,134.00)	
01/30/25	1841	Lat 40 Collective, LLC	Lat 40 Collective, LLC - Scrappers Edge Printing 11/6, Staples Printing 04/01 + 10/18/24		(77.10)	
01/30/25	1841	Lat 40 Collective, LLC	Lat 40 Collective, LLC - Eka Chamber 5/20/24		(63.00)	
01/30/25	1841	Lat 40 Collective, LLC	Lat 40 Collective, LLC - Zoom Monthly Exp 01/01/24 - 01/01/25		(337.87)	
01/30/25	1842	Visit Shelter Cove	Visit Shelter Cove - Wellness Weekend 01/24 - 01/26/25		(10,000.00)	
01/31/25	INT		Record Interest - RedCap Chkg		1,889.66	
01/31/25	INT		Record Interest - RedCap ICS Accts		10,670.05	
			Totals for 3010		<u>(150,763.03)</u>	<u>301,408.48</u>
3012	Marketing Programs (30%)			(694,757.52)		
01/03/25	1836	Lat 40 Collective	Lat 40 Collective - Cassandra Curotlo Events Calendar Copywriting		250.00	
01/07/25	1838	Lat 40 Collective	Lat 40 Collective - Cassandra Curotolo - Events Calendar Copywriting & Mgmt - Q1		650.00	
01/07/25	1839	Push Marketing Inc	Misfit - Nov 2024 Tourism Campaign - Media Activity		56,624.52	
01/30/25	2		Deposit - Rio Dell Jul - Sept 2024 -Q1 FYE 06/30/25		(146.45)	
01/31/25	INT		Record Interest - RedCap Chkg		(1,889.66)	
01/31/25	INT		Record Interest - RedCap ICS Accts		(10,670.05)	
			Totals for 3012		<u>44,818.36</u>	<u>(649,939.16)</u>
3013	Administrative Fees Funds (10%)			(212,377.96)		
01/02/25	1831	Cunningham, Malone & Morton	CM&M		670.00	
01/02/25	1832	Lat 40 Collective	Lat 40 Collective		6,250.00	
01/03/25	1835	Nye-Zik Creative	Nye-Zik Creative - Quarterly Billing - monthly website maint visithumboldt.com		1,200.00	
01/03/25	1836	Lat 40 Collective	Lat 40 Collective - PO Box Renewal		232.00	
01/03/25	1836	Lat 40 Collective	Lat 40 Collective - Eka Chamber of Commerce		60.00	
01/30/25	2		Deposit - Rio Dell Jul - Sept 2024 -Q1 FYE 06/30/25		(48.81)	
01/30/25	1841	Lat 40 Collective, LLC	Lat 40 Collective, LLC - Humboldt Area Guide Delivery 07/01 - 12/31/24		2,000.00	
01/30/25	1841	Lat 40 Collective, LLC	Lat 40 Collective, LLC - South Bay Mini Storage -Lock Box Sept - Dec 2024		1,134.00	
01/30/25	1841	Lat 40 Collective, LLC	Lat 40 Collective, LLC - Scrappers Edge Printing 11/6, Staples Printing 04/01 + 10/18/24		77.10	
01/30/25	1841	Lat 40 Collective, LLC	Lat 40 Collective, LLC - Eka Chamber 5/20/24		63.00	
01/30/25	1841	Lat 40 Collective, LLC	Lat 40 Collective, LLC - Zoom Monthly Exp 01/01/24 - 01/01/25		337.87	
			Totals for 3013		<u>11,975.16</u>	<u>(200,402.80)</u>
3020	Arcata Community Fund			(991,181.99)		
			Totals for 3020		<u>0.00</u>	<u>(991,181.99)</u>
3030	Eureka Community Fund			(1,453,672.13)		

HLA - Humboldt Lodging Alliance, Inc.

General Ledger - HLA

January 1, 2025 - January 31, 2025

Date	Reference	Payee	Description	Begin Balance	Current Amount	Period End Balance
01/07/25	1837	City of Eureka	City of Eureka - Funding for Skywalk at SPZ		<u>60,000.00</u>	
			Totals for 3030		<u>60,000.00</u>	<u>(1,393,672.13)</u>
3040	Ferndale	Community Fund		(47,591.14)		
			Totals for 3040		<u>0.00</u>	<u>(47,591.14)</u>
3050	Fortuna	Community Fund		(328,919.16)		
			Totals for 3050		<u>0.00</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)		
01/30/25	2		Deposit - Rio Dell Jul - Sept 2024 -Q1 FYE 06/30/25		<u>(292.90)</u>	
			Totals for 3065		<u>(292.90)</u>	<u>(8,895.74)</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		(247,071.94)		
01/03/25	1833	Jenny Early	Jenny Early - SM Mktg, Design, Mgmt Jan-Mar 2025		2,100.00	
01/03/25	1834	Nye-Zik Creative	Nye-Zik Creative - Monthly Website Maint discoversouthernhumboldt		1,117.00	
01/07/25	1838	Lat 40 Collective	Lat 40 Collective - 1st Qtr Newsletter & Web Calendar Maintenance		1,500.00	
01/07/25	1840	Push Marketing Inc	Misfit - Nov 2024 Tourism Campaign Media Activity		19,545.41	
01/30/25	1842	Visit Shelter Cove	Visit Shelter Cove - Wellness Weekend 01/24 - 01/26/25		<u>10,000.00</u>	
			Totals for 3072		<u>34,262.41</u>	<u>(212,809.53)</u>
4010	City of Arcata			(167,007.72)		
			Totals for 4010		<u>0.00</u>	<u>(167,007.72)</u>
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			(89,367.44)		
			Totals for 4040		<u>0.00</u>	<u>(89,367.44)</u>
4055	City of Rio Dell			(353.17)		
01/30/25	2		Deposit - Rio Dell Jul - Sept 2024 -Q1 FYE 06/30/25		<u>(488.16)</u>	

HLA - Humboldt Lodging Alliance, Inc.

General Ledger - HLA

January 1, 2025 - January 31, 2025

Date	Reference	Payee	Description	Begin Balance	Current Amount	Period End Balance
			Totals for 4055		<u>(488.16)</u>	<u>(841.33)</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			(86,022.13)		
01/31/25	INT		Record Interest - RedCap Chkg		(1,889.66)	
01/31/25	INT		Record Interest - RedCap ICS Accts		<u>(10,670.05)</u>	
			Totals for 4070		<u>(12,559.71)</u>	<u>(98,581.84)</u>
5010	Administration Fees			31,440.00		
01/02/25	1832	Lat 40 Collective	Lat 40 Collective		6,250.00	
01/03/25	1835	Nye-Zik Creative	Nye-Zik Creative - Quarterly Billing - monthly website maint visithumboldt.com		1,200.00	
01/30/25	1841	Lat 40 Collective, LLC	Lat 40 Collective, LLC - Humboldt Area Guide Delivery 07/01 - 12/31/24		2,000.00	
01/30/25	1841	Lat 40 Collective, LLC	Lat 40 Collective, LLC - Zoom Monthly Exp 01/01/24 - 01/01/25		<u>337.87</u>	
			Totals for 5010		<u>9,787.87</u>	<u>41,227.87</u>
5010.13	Insurance			3,538.00		
			Totals for 5010.13		<u>0.00</u>	<u>3,538.00</u>
5010.31	Printing			0.00		
01/30/25	1841	Lat 40 Collective, LLC	Lat 40 Collective, LLC - Scrappers Edge Printing 11/6, Staples Printing 04/01 + 10/18/24		<u>77.10</u>	
			Totals for 5010.31		<u>77.10</u>	<u>77.10</u>
5010.33	Prof Fees/Acctg (CMM)			6,580.80		
01/02/25	1831	Cunningham, Malone & Morton	CM&M		<u>670.00</u>	
			Totals for 5010.33		<u>670.00</u>	<u>7,250.80</u>
5010.44	Rent Expense			210.00		
01/03/25	1836	Lat 40 Collective	Lat 40 Collective - PO Box Renewal		232.00	
01/03/25	1836	Lat 40 Collective	Lat 40 Collective - Eka Chamber of Commerce		60.00	
01/30/25	1841	Lat 40 Collective, LLC	Lat 40 Collective, LLC - South Bay Mini Storage -Lock Box Sept - Dec 2024		1,134.00	
01/30/25	1841	Lat 40 Collective, LLC	Lat 40 Collective, LLC - Eka Chamber 5/20/24		<u>63.00</u>	
			Totals for 5010.44		<u>1,489.00</u>	<u>1,699.00</u>
5030	Marketing Expenses			221,328.26		
01/03/25	1836	Lat 40 Collective	Lat 40 Collective - Cassandra Curotlo Events Calendar Copywriting		250.00	
01/07/25	1838	Lat 40 Collective	Lat 40 Collective - Cassandra Curotolo - Events Calendar Copywriting & Mgmt - Q1		650.00	

HLA - Humboldt Lodging Alliance, Inc.

General Ledger - HLA

January 1, 2025 - January 31, 2025

Date	Reference	Payee	Description	Begin Balance	Current Amount	Period End Balance
01/07/25	1839	Push Marketing Inc	Misfit - Nov 2024 Tourism Campaign - Media Activity		<u>56,624.52</u>	
			Totals for 5030		<u>57,524.52</u>	<u>278,852.78</u>
5050	Eureka			60,000.00		
01/07/25	1837	City of Eureka	City of Eureka - Funding for Skywalk at SPZ		<u>60,000.00</u>	
			Totals for 5050		<u>60,000.00</u>	<u>120,000.00</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			85,831.77		
01/03/25	1833	Jenny Early	Jenny Early - SM Mktg, Design, Mgmt Jan-Mar 2025		2,100.00	
01/03/25	1834	Nye-Zik Creative	Nye-Zik Creative - Monthly Website Maint discoversouthernhumboldt		1,117.00	
01/07/25	1838	Lat 40 Collective	Lat 40 Collective - 1st Qtr Newsletter & Web Calendar Maintenance		1,500.00	
01/07/25	1840	Push Marketing Inc	Misfit - Nov 2024 Tourism Campaign Media Activity		19,545.41	
01/30/25	1842	Visit Shelter Cove	Visit Shelter Cove - Wellness Weekend 01/24 - 01/26/25		<u>10,000.00</u>	
			Totals for 5092		<u>34,262.41</u>	<u>120,094.18</u>
			Report Total			<u>0.00</u>

Net Profit/(Loss)

Current Period	<u>(150,763.03)</u>
Year-to-Date	<u>301,408.48</u>

Distribution count = 83