

# Humboldt Lodging Alliance Finances

July 1, 2024 through June 30,2025

reporting through: 06/30/25

## ASSESSMENT REVENUES

| Jurisdiction | TOTALS       |
|--------------|--------------|
| Arcata       | 242,551.86   |
| Eureka       | 597,596.46   |
| Ferndale     | 25,100.01    |
| Fortuna      | 133,009.06   |
| Trinidad     | -            |
| Rio Dell     | 1,000.27     |
| County North | 172,855.36   |
| County East  | 16,590.55    |
| County South | 142,677.36   |
| TOTAL        | 1,331,380.93 |

## HLA EXPENSES

| Category          | TOTALS       |
|-------------------|--------------|
| Outside Marketing | 637,274.56   |
| Administrative    | 65,210.66    |
| Community Tourism | 658,398.59   |
| Contingency       |              |
| TOTAL             | 1,360,883.81 |

## HLA FUND BALANCES

|                               |              |
|-------------------------------|--------------|
| Marketing Programs            | 516,607.42   |
| Administrative Funds          | 243,716.38   |
| Arcata Community Fund         | 1,001,508.48 |
| Eureka Community Fund         | 1,410,084.10 |
| Ferndale Community Fund       | 39,942.24    |
| Fortuna Community Fund        | 351,591.13   |
| Trinidad Community Fund       | 31,247.00    |
| Airbnb Fund                   | -            |
| Rio Dell Fund                 | 8,991.10     |
| County Community Fund - North | 504,187.73   |
| County Community Fund - East  | 79,829.41    |
| County Community Fund - South | 44,367.12    |
| Two-Percent Reserves          | -            |
| TOTAL                         | 4,232,072.11 |

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## Humboldt Lodging Alliance Community Funding Program (CFP)

| Arcata Projects Funded (GL #5040)   | Date     | Amount     | Cur. CFP Bal. | Notes   |
|-------------------------------------|----------|------------|---------------|---|
| Arcata Chamber of Commerce          | 04/29/25 | 25,000.00  |               | 35th Annual Arcata Bay Oysterfest                         |
| Kinetic Universe                    | 04/29/25 | 10,000.00  |               | Kinetic Grand Championship                                |
|                                     |          | 35,000.00  | 1,001,508.48  |   |
| Eureka Projects Funded (GL #5050)   | Date     | Amount     | Cur. CFP Bal. | Notes   |
| Redwood Coast Music Festival        | 07/15/24 | 25,000.00  |               |   |
| Topher Reynolds                     | 12/15/24 | 35,000.00  |               | Humboldt Marble Week                                      |
| City of Eureka                      | 01/07/25 | 60,000.00  |               | Skywalk   |
| Sequoia Park Zoo Fund               | 03/14/25 | 100,000.00 |               | Skywalk Christmas Lighting                                |
| Kinetic Universe                    | 05/29/25 | 3,500.00   |               | Kinetic Grand Championship                                |
|                                     |          | 223,500.00 | 1,410,084.10  |   |
| Ferndale Projects Funded (GL #5060) | Date     | Amount     | Cur. CFP Bal. | Notes   |
| Cages Publishing Inc                | 07/12/24 | 1,500.00   |               | Full Page Color Ad 2024-25 Souvenir Edition               |
| Ferndale Chamber of Commerce        | 08/01/24 | 2,000.00   |               | Ferndale Frightfully Fun - Oct 2024                       |
| Ferndale Chamber of Commerce        | 02/21/25 | 7,000.00   |               | Ferndale Concours   |
| Ferndale Chamber of Commerce        | 04/29/25 | 12,000.00  |               | Continuing Develop of Visit Ferndale Social Media/Website |
| Cages Publishing Inc                | 05/27/25 | 1,500.00   |               | Full Page Color Ad Souvenir Edition                       |
| Ferndale Chamber of Commerce        | 05/27/25 | (7,000.00) |               | Ferndale Concours - refund event cancelled                |
|                                     |          | 17,000.00  | 39,942.24     |   |
| Fortuna Projects Funded (GL #5070)  | Date     | Amount     | Cur. CFP Bal. | Notes   |
| North Coast Journal Inc             | 05/27/25 | 2,513.00   |               |   |
| North Coast Journal Inc             | 06/30/25 | 1,000.00   |               | Humb Insider Full Page Ad (pd in July - accrued in June)  |
|                                     |          | 3,513.00   | 351,591.13    |   |
| 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   |
|                                     |          | -          | 8,991.10      |   |

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| Co North Projects Funded (GL #5090)  | Date     | Amount    | Cur. CFP Bal. | Notes  |
|--------------------------------------|----------|-----------|---------------|--|
| Redwood Parks Conservancy            | 11/22/24 | 5,000.00  |               | 35th Annual Candlelight Walk 12/6 - 12/7/24      |
| Greater Trinidad Chamber of Commerce | 02/07/25 | 12,000.00 |               | 59th Annual Trinidad to Clam Beach Run           |
| Humboldt Del Norte Film Commission   | 02/21/25 | 5,000.00  |               | Forest Moon Festival 2025                        |
| Redwood Parks Assoc                  | 03/14/25 | 5,000.00  |               | Run in the Redwoods + May the Forest be With You |
| Co of Humb Economic Develop Div      | 05/27/25 | 10,000.00 |               | Power CA 2025                                    |
| Orick Chamber of Commerce            | 05/27/25 | 4,000.00  |               | Orick Rodeo 07/12 - 07/13/25                     |
|                                      |          | 41,000.00 | 504,187.73    |  |

| Co East Projects Funded (GL #5091) | Date | Amount | Cur. CFP Bal. | Notes |
|------------------------------------|------|--------|---------------|-------|
|                                    |      | -      | 79,829.41     |       |

| Co South Projects Funded (GL #5092)          | Date     | Amount     | Cur. CFP Bal. | Notes   |
|--|----------|------------|---------------|---|
| Jenny Early                                  | 07/12/24 | 2,100.00   |               | SM Mktg, Design & Mgmt Jul-Sept 2024                      |
| Lost Coast Tourism Assoc                     | 07/23/24 | 12,500.00  |               | Paradise Royale Mountain Bike Race Event 10/04 - 10/05/24 |
| Southern Humboldt Business & Visitors Bureau | 07/23/24 | 5,800.00   |               | Classic Car Cruise & Show 09/13 - 09/14/24                |
| Help is on the Way                           | 08/23/24 | 15,000.00  |               | David Nelson Band 11/01 - 11/02/24                        |
| Nye-Zik Creative                             | 09/24/24 | 1,005.00   |               | Monthly Website Maint - discoversouthernhumboldt.com      |
| Nye-Zik Creative                             | 10/04/24 | 1,005.00   |               | Monthly Website Maint - discoversouthernhumboldt.com      |
| Lat 40 Collective                            | 10/04/24 | 1,500.00   |               | 4th Qtr Newsletter & Web Calendar Maint                   |
| Jenny Early                                  | 10/30/24 | 2,100.00   |               | SM Mktg, Design & Mgmt Q4 2024                            |
| Misfit aka Push Marketing Inc                | 10/30/24 | 13,290.11  |               | 2024 So Humb Tourism Campaign: Sept                       |
| Misfit aka Push Marketing Inc                | 12/15/24 | 17,863.50  |               | 2024 So Humb Tourism Campaign: June - Aug                 |
| Misfit aka Push Marketing Inc                | 12/15/24 | 13,668.16  |               | 2024 So Humb Tourism Campaign: Oct                        |
| Jenny Early                                  | 01/03/25 | 2,100.00   |               | SM Mktg, Design & Mgmt Jan - Mar 2025                     |
| Nye-Zik Creative                             | 01/03/25 | 1,117.00   |               | Monthly Website Maint - discoversouthernhumboldt.com      |
| Lat 40 Collective                            | 01/07/25 | 1,500.00   |               | 1st Qtr Newsletter & Web Calendar Maint                   |
| Misfit aka Push Marketing Inc                | 01/07/25 | 19,545.41  |               | 2024 So Humb Tourism Campaign: Nov                        |
| Visit Shelter Cove                           | 01/30/25 | 10,000.00  |               | Wellness Weekend 01/24 - 01/26/25                         |
| Southern Humboldt Business & Visitors Bureau | 02/27/25 | 1,200.00   |               | Bay Area Adventure Travel Show                            |
| Help is on the Way                           | 03/14/25 | 22,000.00  |               | Jerry Garcia Band & the Mateel Community Center           |
| Lost Coast Tourism Assoc                     | 03/14/25 | 2,500.00   |               | Shamrock Shuffle Fun Run                                  |
| Jenny Early                                  | 04/29/25 | 2,100.00   |               | SM Mktg, Design & Mgmt Q2 2025                            |
| Lat 40 Collective, LLC                       | 04/29/25 | 1,500.00   |               | Q2 Newsletter & Web Calendar Maint                        |
| Nye-Zik Creative                             | 04/29/25 | 1,305.00   |               | Monthly Website Maint - discoversouthernhumboldt.com      |
| Mateel Community Center                      | 05/27/25 | 74,000.00  |               | Reggae on the River Aug 1 - 3, 2025                       |
| Southern Humboldt Chamber of Commerce        | 05/27/25 | 25,000.00  |               | 2025 4th of July Fireworks                                |
| Misfit aka Push Marketing Inc                | 06/30/25 | 88,686.41  |               | 2025 So Humb Tourism Campaign: March - May                |
|  |          | 338,385.59 | 44,367.12     |   |

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| Marketing Projects Funded (GL #5030)         | Date     | Amount     | Cur. CFP Bal. | Notes   |
|--|----------|------------|---------------|---|
| Lost Coast Tourism Assoc                     | 07/23/24 | 12,500.00  |               | Paradise Royale Mountain Bike Race Event 10/04 - 10/05/24 |
| Nye-Zik Creative                             | 09/24/24 | 400.00     |               | Monthly Website Maint - visithumboldt.com                 |
| Nye-Zik Creative                             | 07/12/24 | 400.00     |               | Monthly Website Maint - visithumboldt.com                 |
| Nye-Zik Creative                             | 08/23/24 | 400.00     |               | Monthly Website Maint - visithumboldt.com                 |
| Nye-Zik Creative                             | 10/04/24 | 1,200.00   |               | Quarterly Website Maint - visithumboldt.com               |
| Misfit aka Push Marketing Inc                | 10/30/24 | 51,348.97  |               | 2024 Tourism Campaign: Sept 2024                          |
| Misfit aka Push Marketing Inc                | 12/15/24 | 33,611.61  |               | 2024 Tourism Campaign: June 2024                          |
| Misfit aka Push Marketing Inc                | 12/15/24 | 56,102.76  |               | 2024 Tourism Campaign: July - Aug 2024                    |
| Misfit aka Push Marketing Inc                | 12/15/24 | 65,364.92  |               | 2024 Tourism Campaign: Oct 2024                           |
| Lat 40 Collective                            | 01/03/25 | 250.00     |               | Cassandro Curotlo Events Calendar Copywriting             |
| Lat 40 Collective                            | 01/07/25 | 650.00     |               | Cassandro Curotlo Events Calendar Copywriting - Q1        |
| Misfit aka Push Marketing Inc                | 01/07/25 | 56,624.52  |               | 2024 Tourism Campaign: Nov 2024                           |
| Humboldt Del Norte Film Commission           | 02/07/25 | 18,000.00  |               | Forest Moon Festival App Update / Website                 |
| Humboldt Del Norte Film Commission           | 02/07/25 | 17,000.00  |               | Forest Moon Festival Celebrity Type of Appearance         |
| Southern Humboldt Business & Visitors Bureau | 02/27/25 | 7,633.00   |               | Bay Adventure Travel Show                                 |
| Lat 40 Collective, LLC                       | 04/29/25 | 750.00     |               | Q2 HLA Visit Humb Calendar                                |
| Nye-Zik Creative                             | 04/29/25 | 1,223.17   |               | Quarterly Website Maint - visithumboldt.com               |
| Misfit aka Push Marketing Inc                | 05/27/25 | 138,748.85 |               | 2024 Tourism Campaign: Jan thru March 2025                |
| Misfit aka Push Marketing Inc                | 06/30/25 | 175,066.76 |               | 2024 Tourism Campaign: April & May 2025                   |
|  |          | 637,274.56 | 516,607.42    |   |