



**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 Accrual Basis financial statements of Humboldt Lodging Alliance, Inc. (the "Alliance") as of June 30, 2025. I have not audited or reviewed the accompanying financial statements and accordingly, do not express an opinion or provide any assurance about whether the financial statements are in accordance with accounting principles generally accepted in the United States of America.

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 - ACCRUAL BASIS

	Assets	
	June 30, 2025	June 30, 2024
CURRENT ASSETS		
Cash or Cash Equivalents		
1010 - Cash-Redwood Capital Bank Checking (28165)	\$ 220,022.77	\$ 86,921.94
1025 - Cash-RedCap ICS Accts	<u>3,923,158.85</u>	<u>4,084,757.52</u>
Total Cash or Cash Equivalents	<u>4,143,181.62</u>	<u>4,171,679.46</u>
Current Assets		
1200 - Accounts Receivable	<u>87,020.89</u>	<u>0.00</u>
Total Current Assets	<u>87,020.89</u>	<u>0.00</u>
Total Current Assets	<u>4,230,202.51</u>	<u>4,171,679.46</u>
OTHER ASSETS		
1900 - Start-Up/Organizational Costs	32,837.01	32,837.01
1905 - Less: Accumulated Amortization	<u>(28,459.00)</u>	<u>(26,270.00)</u>
Total Other Assets	<u>4,378.01</u>	<u>6,567.01</u>
TOTAL ASSETS	<u><u>\$ 4,234,580.52</u></u>	<u><u>\$ 4,178,246.47</u></u>

Humboldt Lodging Alliance, Inc.

BALANCE SHEETS - ACCRUAL BASIS

Liabilities and Fund Balances

	June 30, 2025	June 30, 2024
CURRENT LIABILITIES		
2015 - Accounts Payable	\$ 2,508.41	\$ 76,149.00
Total Current Liabilities	<u>2,508.41</u>	<u>76,149.00</u>
Total Liabilities	<u>2,508.41</u>	<u>76,149.00</u>
FUND BALANCES		
Restricted Fund Balances:		
3012 - Marketing Programs (30%)	516,607.42	194,990.19
3013 - Administrative Fees Funds (10%)	243,716.38	575,788.93
3020 - Arcata Community Fund	1,001,508.48	890,977.36
3030 - Eureka Community Fund	1,410,084.10	1,275,026.23
3040 - Ferndale Community Fund	39,942.24	41,882.23
3050 - Fortuna Community Fund	351,591.13	275,298.70
3060 - Trinidad Community Fund	31,247.00	31,247.00
3065 - Rio Dell Community Fund	8,991.10	8,390.93
3070 - County Community Fund - North	504,187.73	441,474.51
3071 - County Community Fund - East	79,829.41	69,875.09
3072 - County Community Fund - South	<u>44,367.12</u>	<u>297,146.30</u>
Total Fund Balances	<u>4,232,072.11</u>	<u>4,102,097.47</u>
TOTAL LIABILITIES AND FUND BALANCES	<u><u>\$ 4,234,580.52</u></u>	<u><u>\$ 4,178,246.47</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)

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 -- ACCRUAL BASIS
For the 12 Months Ended June 30, 2025 and 2024

	June 30, 2025	June 30, 2024
Revenues		
Assessments	\$ 1,331,380.93	\$ 1,358,991.87
Interest	<u>159,477.51</u>	<u>178,589.91</u>
Total Revenues	<u>1,490,858.44</u>	<u>1,537,581.78</u>
Expenses		
Administrative	65,210.66	103,498.95
Marketing	637,274.56	869,805.27
Community Projects	<u>658,398.59</u>	<u>745,932.66</u>
Total Expenses	<u>1,360,883.81</u>	<u>1,719,236.88</u>
Revenues Over (Under) Expenses	<u>\$ 129,974.63</u>	<u>\$ (181,655.10)</u>

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 REVENUES -- ACCRUAL BASIS

	Current Year's	Prior Year's	Variance	12 Months Ended 06/30/25	Remaining Budget Amt	% Actual/ Budget
	Budget	Actual	Cur Yr Bdgt - Pr Yr Actual	Actual	Cur Yr Bdgt - Cur Yr Actual	Target 100%
	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	\$ 242,551.86	\$ 8,762.15	96.51
4020 - City of Eureka	612,436.78	612,436.78	0.00	597,596.46	14,840.32	97.58
4030 - City of Ferndale	24,807.72	24,807.72	0.00	25,100.01	(292.29)	101.18
4040 - City of Fortuna	142,091.30	142,091.30	0.00	133,009.06	9,082.24	93.61
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	1,000.27	331.11	75.13
4060 - Co of Humb-North	165,658.22	165,658.22	0.00	172,855.36	(7,197.14)	104.34
4061 - Co of Humb-East	17,548.06	17,548.06	0.00	16,590.55	957.51	94.54
4062 - Co of Humb-South	144,137.24	144,137.24	0.00	142,677.36	1,459.88	98.99
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>1,331,380.93</u>	<u>27,943.78</u>	<u>97.94</u>
INTEREST						
4070 - Interest Income	<u>178,589.91</u>	<u>178,589.91</u>	<u>0.00</u>	<u>159,477.51</u>	<u>19,112.40</u>	<u>89.30</u>
Total Interest	<u>178,589.91</u>	<u>178,589.91</u>	<u>0.00</u>	<u>159,477.51</u>	<u>19,112.40</u>	<u>89.30</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>\$ 1,490,858.44</u>	<u>\$ 47,056.18</u>	<u>96.94</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	05/09/25	24,823.56	Q3 FYE 06/30/25	Jan - Mar 2025	
CITY OF EUREKA	05/23/25	87,471.80	Q3 FYE 06/30/25	Jan - Mar 2025	
CITY OF FERNDALE	05/09/25	2,921.32	Q3 FYE 06/30/25	Jan - Mar 2025	
CITY OF FORTUNA	06/24/25	19,678.58	Q3 FYE 06/30/25	Jan - Mar 2025	
CITY OF RIO DELL	05/09/25	158.94	Q2 FYE 06/30/25	Oct - Dec 2024	
CO OF HUMB-NORTH	07/18/25	27,585.82	Q3 FYE 06/30/25	Jan - Mar 2025	ACCRUED IN JUNE; REC'D IN JULY
CO OF HUMB-EAST	07/18/25	1,999.97	Q3 FYE 06/30/25	Jan - Mar 2025	ACCRUED IN JUNE; REC'D IN JULY
CO OF HUMB-SOUTH	07/18/25	13,436.70	Q3 FYE 06/30/25	Jan - Mar 2025	ACCRUED IN JUNE; REC'D IN JULY

BUDGET NOTES:

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

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

	Current Year's	Prior Year's	Variance	12 Months Ended	Remaining	% Actual/
	Budget	Actual	Cur Yr Bdgt - Pr Yr Actual	06/30/25 Actual	Budget Amt Cur Yr Bdgt - Cur Yr Actual	Budget Target 100%
	FYE 06/30/25	FYE 06/30/24		FYE 06/30/25		
Expenses						
ADMINISTRATIVE						
5010 - Administration Fees	\$ 293,920.77	\$ 82,897.34	\$ 211,023.43	\$ 42,227.87	\$ 251,692.90	14.37
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	73.00	172.21	29.77
5010.33 - Prof Fees/Acctg (CMM)	10,936.40	10,936.40	0.00	11,346.30	(409.90)	103.75
5010.44 - Rent Expense	245.00	245.00	0.00	5,391.00	(5,146.00)	2,200.41
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
5010.60 - Meals	0.00	0.00	0.00	76.43	(76.43)	0.00
5020 - Other	0.00	0.00	0.00	291.96	(291.96)	0.00
5160 - Amortization Expense	2,190.00	2,190.00	0.00	2,189.00	1.00	99.95
Total Administrative	314,522.38	103,498.95	211,023.43	65,210.66	249,311.72	20.73
MARKETING						
5030 - Marketing Expenses	407,797.41	869,805.27	(462,007.86)	637,274.56	(229,477.15)	156.27
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	407,797.41	869,805.27	(462,007.86)	637,274.56	(229,477.15)	156.27
COMMUNITY PROJECTS						
5040 - Arcata	150,788.41	205,500.00	(54,711.59)	35,000.00	115,788.41	23.21
5050 - Eureka	367,462.07	190,000.00	177,462.07	223,500.00	143,962.07	60.82
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)	17,000.00	(2,115.37)	114.21
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	3,513.00	81,741.78	4.12
5080 - Trinidad	0.00	0.00	0.00	0.00	0.00	0.00

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

	Current Year's	Prior Year's	Variance	12 Months Ended 06/30/25	Remaining Budget Amt	% Actual/ Budget
	Budget	Actual	Cur Yr Bdgt - Pr Yr Actual	Actual	Cur Yr Bdgt - Cur Yr Actual	Target 100%
	FYE 06/30/25	FYE 06/30/24		FYE 06/30/25		
5085 - Rio Dell	798.83	0.00	798.83	0.00	798.83	0.00
5090 - Co of Humb-North	99,394.93	87,000.00	12,394.93	41,000.00	58,394.93	41.25
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)	338,385.59	(251,903.25)	391.28
5099 - 2% Reserves	0.00	0.00	0.00	0.00	0.00	0.00
Total Community Projects	<u>815,594.83</u>	<u>745,932.66</u>	<u>69,662.17</u>	<u>658,398.59</u>	<u>157,196.24</u>	<u>80.73</u>
Total Expenses	<u>\$ 1,537,914.62</u>	<u>\$ 1,719,236.88</u>	<u>\$ (181,322.26)</u>	<u>\$ 1,360,883.81</u>	<u>\$ 177,030.81</u>	<u>88.49</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

June 1, 2025 - June 30, 2025

Date	Reference	Payee	Description	Begin Balance	Current Amount	Period End Balance
1010	Cash-Redwood Capital Bank Checking (28165)			464,088. 35		
06/24/25	2		Deposit - Fortuna FYEQ3 2025 - Calendar Jan - Mar 2025		19,678.58	
06/30/25	1870	Cunningham, Malone & Morton	Cunningham, Malone & Morton		(658.75)	
06/30/25	1871	Lat 40 Collective, LLC	Lat 40 Collective, LLC		(1,000.00)	
06/30/25	1872	Push Marketing Inc	Push Marketing Inc		(175,066.76)	
06/30/25	1873	Push Marketing Inc	Push Marketing Inc		(88,686.41)	
06/30/25	INT		Interest - RedCap Chkg		1,667.76	
			Totals for 1010		<u>(244,065.58)</u>	<u>220,022.77</u>
1025	Cash-RedCap ICS Accts			3,912, 693.75		
06/30/25	INT		Interest - RedCap ICS Accts		10,465.10	
			Totals for 1025		<u>10,465.10</u>	<u>3,923,158.85</u>
1200	Accounts Receivable			0.00		
06/30/25	AR		A/R Entry - Co Humb 07/18/25 Deposit - FYE Q3 2025; Jan - Mar 2025		43,022.50	
06/30/25	AR		A/R Entry - Co Humb 07/18/25 Deposit - FYE Q2 2025; Oct - Dec 2024		43,998.39	
			Totals for 1200		<u>87,020.89</u>	<u>87,020.89</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)		
06/30/25	9.01		Record Amortization		(2,189.00)	
			Totals for 1905		<u>(2,189.00)</u>	<u>(28,459.00)</u>
2015	Accounts Payable			0.00		
06/30/25	AP		Accrue AP - June Svcs pd in July - CMM		(553.00)	
06/30/25	AP		Accrue AP - June Svcs pd in July - Humb Bay Inn		(955.41)	
06/30/25	AP		Accrue AP - June Svcs pd in July - NCoast Journal		(1,000.00)	
			Totals for 2015		<u>(2,508.41)</u>	<u>(2,508.41)</u>
3010	Unrestricted Fund Balance			281,251. 64		
06/24/25	2		Deposit - Fortuna FYEQ3 2025 - Calendar Jan - Mar 2025		19,678.58	
06/30/25	9.01		Record Amortization		(2,189.00)	
06/30/25	1870	Cunningham, Malone & Morton	CM&M		(658.75)	
06/30/25	1871	Lat 40 Collective, LLC	Lat 40 Collective, LLC - April 2025 Humb Area Guide delivery		(1,000.00)	
06/30/25	1872	Push Marketing Inc	Misfit - Tourism Campaign April & May 2025		(175,066.76)	
06/30/25	1873	Push Marketing Inc	Misfit - Discover Southern Humb Tourism Campaign Mar - May 2025		(88,686.41)	
06/30/25	AP		Accrue AP - June Svcs pd in July - CMM		(553.00)	
06/30/25	AP		Accrue AP - June Svcs pd in July - Humb Bay Inn Apr - June 2025 exp		(955.41)	
06/30/25	AP		Accrue AP - June Svcs pd in July - NCoast Journal - Humb Insider Full Page Ad		(1,000.00)	
06/30/25	AR		A/R Entry - Co Humb - North 07/18/25 Deposit - FYE Q3 2025; Jan - Mar 2025		27,585.82	
06/30/25	AR		A/R Entry - Co Humb East 07/18/25 Deposit - FYE Q3 2025; Jan - Mar 2025		1,999.97	

HLA - Humboldt Lodging Alliance, Inc.

General Ledger - HLA

June 1, 2025 - June 30, 2025

Date	Reference	Payee	Description	Begin Balance	Current Amount	Period End Balance
06/30/25	AR		A/R Entry - Co Humb South 07/18/25 Deposit - FYE Q3 2025; Jan - Mar 2025		13,436.70	
06/30/25	AR		A/R Entry - Co Humb North 07/18/25 Deposit - FYE Q2 2025; Oct - Dec 2024		31,264.13	
06/30/25	AR		A/R Entry - Co Humb East 07/18/25 Deposit - FYE Q2 2025; Oct - Dec 2024		4,115.07	
06/30/25	AR		A/R Entry - Co Humb South 07/18/25 Deposit - FYE Q2 2025; Oct - Dec 2024		8,619.19	
06/30/25	INT		Interest - RedCap Chkg		1,667.76	
06/30/25	INT		Interest - RedCap ICS Accts		10,465.10	
Totals for 3010					<u>(151,277.01)</u>	<u>129,974.63</u>
3012 Marketing Programs (30%)				(647,531.48)		
06/24/25	2		Deposit - Fortuna FYEQ3 2025 - Calendar Jan - Mar 2025		(5,903.57)	
06/30/25	1872	Push Marketing Inc	Misfit - Tourism Campaign April & May 2025		175,066.76	
06/30/25	AR		A/R Entry - Co Humb - North 07/18/25 Deposit - FYE Q3 2025; Jan - Mar 2025		(8,275.75)	
06/30/25	AR		A/R Entry - Co Humb East 07/18/25 Deposit - FYE Q3 2025; Jan - Mar 2025		(599.99)	
06/30/25	AR		A/R Entry - Co Humb South 07/18/25 Deposit - FYE Q3 2025; Jan - Mar 2025		(4,031.01)	
06/30/25	AR		A/R Entry - Co Humb North 07/18/25 Deposit - FYE Q2 2025; Oct - Dec 2024		(9,379.24)	
06/30/25	AR		A/R Entry - Co Humb East 07/18/25 Deposit - FYE Q2 2025; Oct - Dec 2024		(1,234.52)	
06/30/25	AR		A/R Entry - Co Humb South 07/18/25 Deposit - FYE Q2 2025; Oct - Dec 2024		(2,585.76)	
06/30/25	INT		Interest - RedCap Chkg		(1,667.76)	
06/30/25	INT		Interest - RedCap ICS Accts		10,465.10	
Totals for 3012					<u>130,924.06</u>	<u>(516,607.42)</u>
3013 Administrative Fees Funds (10%)				(238,402.58)		
06/24/25	2		Deposit - Fortuna FYEQ3 2025 - Calendar Jan - Mar 2025		(1,967.86)	
06/30/25	9.01		Record Amortization		2,189.00	
06/30/25	1870	Cunningham, Malone & Morton	CM&M		658.75	
06/30/25	1871	Lat 40 Collective, LLC	Lat 40 Collective, LLC - April 2025 Humb Area Guide delivery		1,000.00	
06/30/25	AP		Accrue AP - June Svcs pd in July - CMM		553.00	
06/30/25	AP		Accrue AP - June Svcs pd in July - Humb Bay Inn Apr - June 2025 exp		955.41	
06/30/25	AR		A/R Entry - Co Humb - North 07/18/25 Deposit - FYE Q3 2025; Jan - Mar 2025		(2,758.59)	
06/30/25	AR		A/R Entry - Co Humb East 07/18/25 Deposit - FYE Q3 2025; Jan - Mar 2025		(200.00)	
06/30/25	AR		A/R Entry - Co Humb South 07/18/25 Deposit - FYE Q3 2025; Jan - Mar 2025		(1,343.67)	
06/30/25	AR		A/R Entry - Co Humb North 07/18/25 Deposit - FYE Q2 2025; Oct - Dec 2024		(3,126.41)	
06/30/25	AR		A/R Entry - Co Humb East 07/18/25 Deposit - FYE Q2 2025; Oct - Dec 2024		(411.51)	
06/30/25	AR		A/R Entry - Co Humb South 07/18/25 Deposit - FYE Q2 2025; Oct - Dec 2024		(861.92)	
Totals for 3013					<u>(5,313.80)</u>	<u>(243,716.38)</u>
3020 Arcata Community Fund				(1,001,508.48)		
Totals for 3020					<u>0.00</u>	<u>(1,001,508.48)</u>

HLA - Humboldt Lodging Alliance, Inc.

General Ledger - HLA

June 1, 2025 - June 30, 2025

Date	Reference	Payee	Description	Begin Balance	Current Amount	Period End Balance
3030	Eureka Community Fund			(1,410,084.10)		
			Totals for 3030		<u>0.00</u>	<u>(1,410,084.10)</u>
3040	Ferndale Community Fund			(39,942.24)		
			Totals for 3040		<u>0.00</u>	<u>(39,942.24)</u>
3050	Fortuna Community Fund			(340,783.98)		
06/24/25	2		Deposit - Fortuna FYEQ3 2025 - Calendar Jan - Mar 2025		(11,807.15)	
06/30/25	AP		Accrue AP - June Svcs pd in July - NCoast Journal - Humb Insider Full Page Ad		<u>1,000.00</u>	
			Totals for 3050		<u>(10,807.15)</u>	<u>(351,591.13)</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			(8,991.10)		
			Totals for 3065		<u>0.00</u>	<u>(8,991.10)</u>
3070	County Community Fund - North			(468,877.76)		
06/30/25	AR		A/R Entry - Co Humb - North 07/18/25		(16,551.49)	
			Deposit - FYE Q3 2025; Jan - Mar 2025			
06/30/25	AR		A/R Entry - Co Humb North 07/18/25		<u>(18,758.48)</u>	
			Deposit - FYE Q2 2025; Oct - Dec 2024			
			Totals for 3070		<u>(35,309.97)</u>	<u>(504,187.73)</u>
3071	County Community Fund - East			(76,160.39)		
06/30/25	AR		A/R Entry - Co Humb East 07/18/25		(1,199.98)	
			Deposit - FYE Q3 2025; Jan - Mar 2025			
06/30/25	AR		A/R Entry - Co Humb East 07/18/25		<u>(2,469.04)</u>	
			Deposit - FYE Q2 2025; Oct - Dec 2024			
			Totals for 3071		<u>(3,669.02)</u>	<u>(79,829.41)</u>
3072	County Community Fund - South			(119,820.00)		
06/30/25	1873	Push Marketing Inc	Misfit - Discover Southern Humb Tourism Campaign Mar - May 2025		88,686.41	
06/30/25	AR		A/R Entry - Co Humb South 07/18/25		(8,062.02)	
			Deposit - FYE Q3 2025; Jan - Mar 2025			
06/30/25	AR		A/R Entry - Co Humb South 07/18/25		<u>(5,171.51)</u>	
			Deposit - FYE Q2 2025; Oct - Dec 2024			
			Totals for 3072		<u>75,452.88</u>	<u>(44,367.12)</u>
4010	City of Arcata			(242,551.86)		
			Totals for 4010		<u>0.00</u>	<u>(242,551.86)</u>
4020	City of Eureka			(597,596.46)		
			Totals for 4020		<u>0.00</u>	<u>(597,596.46)</u>
4030	City of Ferndale			(25,100.01)		
			Totals for 4030		<u>0.00</u>	<u>(25,100.01)</u>

HLA - Humboldt Lodging Alliance, Inc.

General Ledger - HLA

June 1, 2025 - June 30, 2025

Date	Reference	Payee	Description	Begin Balance	Current Amount	Period End Balance
4040	City of Fortuna			(113,330.48)		
06/24/25	2		Deposit - Fortuna FYEQ3 2025 - Calendar Jan - Mar 2025		(19,678.58)	
			Totals for 4040		(19,678.58)	(133,009.06)
4055	City of Rio Dell			(1,000.27)		
			Totals for 4055		0.00	(1,000.27)
4060	Co of Humb-North			(114,005.41)		
06/30/25	AR		A/R Entry - Co Humb - North 07/18/25		(27,585.82)	
			Deposit - FYE Q3 2025; Jan - Mar 2025			
06/30/25	AR		A/R Entry - Co Humb North 07/18/25		(31,264.13)	
			Deposit - FYE Q2 2025; Oct - Dec 2024			
			Totals for 4060		(58,849.95)	(172,855.36)
4061	Co of Humb-East			(10,475.51)		
06/30/25	AR		A/R Entry - Co Humb East 07/18/25		(1,999.97)	
			Deposit - FYE Q3 2025; Jan - Mar 2025			
06/30/25	AR		A/R Entry - Co Humb East 07/18/25		(4,115.07)	
			Deposit - FYE Q2 2025; Oct - Dec 2024			
			Totals for 4061		(6,115.04)	(16,590.55)
4062	Co of Humb-South			(120,621.47)		
06/30/25	AR		A/R Entry - Co Humb South 07/18/25		(13,436.70)	
			Deposit - FYE Q3 2025; Jan - Mar 2025			
06/30/25	AR		A/R Entry - Co Humb South 07/18/25		(8,619.19)	
			Deposit - FYE Q2 2025; Oct - Dec 2024			
			Totals for 4062		(22,055.89)	(142,677.36)
4070	Interest Income			(147,344.65)		
06/30/25	INT		Interest - RedCap Chkg		(1,667.76)	
06/30/25	INT		Interest - RedCap ICS Accts		(10,465.10)	
			Totals for 4070		(12,132.86)	(159,477.51)
5010	Administration Fees			41,227.87		
06/30/25	1871	Lat 40 Collective, LLC	Lat 40 Collective, LLC - April 2025		1,000.00	
			Humb Area Guide delivery			
			Totals for 5010		1,000.00	42,227.87
5010.13	Insurance			3,538.00		
			Totals for 5010.13		0.00	3,538.00
5010.31	Printing			77.10		
			Totals for 5010.31		0.00	77.10
5010.32	Postage			0.00		
06/30/25	AP		Accrue AP - June Svcs pd in July - Humb Bay Inn postage		73.00	
			Totals for 5010.32		73.00	73.00
5010.33	Prof Fees/Acctg (CMM)			10,134.55		
06/30/25	1870	Cunningham, Malone & Morton	CM&M		658.75	
06/30/25	AP		Accrue AP - June Svcs pd in July - CMM		553.00	
			Totals for 5010.33		1,211.75	11,346.30

HLA - Humboldt Lodging Alliance, Inc.

General Ledger - HLA

June 1, 2025 - June 30, 2025

Date	Reference	Payee	Description	Begin Balance	Current Amount	Period End Balance
5010.44	Rent Expense			4,661.00		
06/30/25	AP		Accrue AP - June Svcs pd in July - Humb Bay Inn mtg room exp		<u>730.00</u>	
			Totals for 5010.44		<u>730.00</u>	<u>5,391.00</u>
5010.60	Meals			0.00		
06/30/25	AP		Accrue AP - June Svcs pd in July - Humb Bay Inn meal for mtg		<u>76.43</u>	
			Totals for 5010.60		<u>76.43</u>	<u>76.43</u>
5020	Other			215.98		
06/30/25	AP		Accrue AP - June Svcs pd in July - Humb Bay Inn zoom		<u>75.98</u>	
			Totals for 5020		<u>75.98</u>	<u>291.96</u>
5030	Marketing Expenses			462,207. 80		
06/30/25	1872	Push Marketing Inc	Misfit - Tourism Campaign April & May 2025		<u>175,066.76</u>	
			Totals for 5030		<u>175,066.76</u>	<u>637,274.56</u>
5040	Arcata			35,000. 00		
			Totals for 5040		<u>0.00</u>	<u>35,000.00</u>
5050	Eureka			223,500. 00		
			Totals for 5050		<u>0.00</u>	<u>223,500.00</u>
5060	Ferndale			17,000. 00		
			Totals for 5060		<u>0.00</u>	<u>17,000.00</u>
5070	Fortuna			2,513.00		
06/30/25	AP		Accrue AP - June Svcs pd in July - NCoast Journal - Humb Insider Full Page Ad		<u>1,000.00</u>	
			Totals for 5070		<u>1,000.00</u>	<u>3,513.00</u>
5090	Co of Humb-North			41,000. 00		
			Totals for 5090		<u>0.00</u>	<u>41,000.00</u>
5092	Co of Humb-South			249,699. 18		
06/30/25	1873	Push Marketing Inc	Misfit - Discover Southern Humb Tourism Campaign Mar - May 2025		<u>88,686.41</u>	
			Totals for 5092		<u>88,686.41</u>	<u>338,385.59</u>
5160	Amortization Expense			0.00		
06/30/25	9.01		Record Amortization		<u>2,189.00</u>	
			Totals for 5160		<u>2,189.00</u>	<u>2,189.00</u>
			Report Total			<u>0.00</u>
Net Profit/(Loss)						
Current Period			(151,277.01)			
Year-to-Date			<u>129,974.63</u>			

Distribution count = 81