



**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 April 30, 2026.

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	
	April 30, 2026	April 30, 2025
CURRENT ASSETS		
Cash or Cash Equivalents		
1010 - Cash-Redwood Capital Bank Checking (28165)	\$ 818,698.89	\$ 599,581.77
1025 - Cash-RedCap ICS Accts	<u>4,022,871.10</u>	<u>3,901,909.16</u>
Total Cash or Cash Equivalents	<u>4,841,569.99</u>	<u>4,501,490.93</u>
Property and Equipment		
Total Current Assets	<u>4,841,569.99</u>	<u>4,501,490.93</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>\$ 4,845,948.00</u></u>	<u><u>\$ 4,508,057.94</u></u>

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

Liabilities and Fund Balances

April 30, 2026

April 30, 2025

FUND BALANCES

Restricted Fund Balances:

3012 - Marketing Programs (30%)	647,605.30	738,923.49
3013 - Administrative Fees Funds (10%)	260,984.79	227,431.77
3020 - Arcata Community Fund	1,127,673.89	986,614.34
3030 - Eureka Community Fund	1,634,708.09	1,361,101.02
3040 - Ferndale Community Fund	51,827.98	32,689.45
3050 - Fortuna Community Fund	393,314.39	343,296.98
3060 - Trinidad Community Fund	31,247.00	31,247.00
3065 - Rio Dell Community Fund	9,699.87	8,895.74
3070 - County Community Fund - North	583,442.24	482,877.76
3071 - County Community Fund - East	89,860.37	76,160.39
3072 - County Community Fund - South	15,584.08	218,820.00

Total Fund Balances	4,845,948.00	4,508,057.94
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TOTAL LIABILITIES AND FUND BALANCES	\$ 4,845,948.00	\$ 4,508,057.94
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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 10 Months Ended April 30, 2026 and 2025

	April 30, 2026	April 30, 2025
Revenues		
Assessments	\$ 1,206,755.02	\$ 1,109,305.85
Interest	<u>120,428.57</u>	<u>134,600.50</u>
Total Revenues	<u>1,327,183.59</u>	<u>1,243,906.35</u>
Expenses		
Administrative	104,960.31	59,287.75
Marketing	356,116.93	323,458.95
Community Projects	<u>267,762.81</u>	<u>455,199.18</u>
Total Expenses	<u>728,840.05</u>	<u>837,945.88</u>
Revenues Over (Under) Expenses	<u>\$ 598,343.54</u>	<u>\$ 405,960.47</u>

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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>	10 Months Ended 04/30/26 Actual	Remaining Budget Amt <i>Cur Yr Bdgt - Cur Yr Actual</i>	% Actual/ Budget <i>Target 83.33%</i>
	FYE 06/30/26	FYE 06/30/25		FYE 06/30/26		
ASSESSMENTS						
4010 - City of Arcata	\$ 242,551.86	\$ 242,551.86	\$ 0.00	\$ 218,609.02	\$ 23,942.84	90.13
4020 - City of Eureka	597,596.46	597,596.46	0.00	566,039.98	31,556.48	94.72
4030 - City of Ferndale	25,100.01	25,100.01	0.00	19,809.57	5,290.44	78.92
4040 - City of Fortuna	133,009.06	133,009.06	0.00	111,205.43	21,803.63	83.61
4050 - City of Trinidad	0.00	0.00	0.00	0.00	0.00	0.00
4055 - City of Rio Dell	1,000.27	1,000.27	0.00	1,181.29	(181.02)	118.10
4060 - Co of Humb-North	175,199.94	175,199.94	0.00	149,746.26	25,453.68	85.47
4061 - Co of Humb-East	16,590.55	16,590.55	0.00	16,718.27	(127.72)	100.77
4062 - Co of Humb-South	155,865.13	155,865.13	0.00	123,445.20	32,419.93	79.20
4063 - Airbnb	0.00	0.00	0.00	0.00	0.00	0.00
Total Assessments	<u>1,346,913.28</u>	<u>1,346,913.28</u>	<u>0.00</u>	<u>1,206,755.02</u>	<u>140,158.26</u>	<u>89.59</u>
INTEREST						
4070 - Interest Income	<u>159,477.51</u>	<u>159,477.51</u>	<u>0.00</u>	<u>120,428.57</u>	<u>39,048.94</u>	<u>75.51</u>
Total Interest	<u>159,477.51</u>	<u>159,477.51</u>	<u>0.00</u>	<u>120,428.57</u>	<u>39,048.94</u>	<u>75.51</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>\$ 1,506,390.79</u>	<u>\$ 1,506,390.79</u>	<u>\$ 0.00</u>	<u>\$ 1,327,183.59</u>	<u>\$ 179,207.20</u>	<u>88.10</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	04/23/26	44,079.45	Q2 FYE 06/30/26	Oct - Dec 2025
CITY OF EUREKA	03/04/26	122,375.76	Q2 FYE 06/30/26	Oct - Dec 2025
CITY OF FERNDALE	02/09/26	4,280.71	Q2 FYE 06/30/26	Oct - Dec 2025
CITY OF FORTUNA	02/26/26	23,661.86	Q2 FYE 06/30/26	Oct - Dec 2025
CITY OF RIO DELL	04/23/26	193.17	Q2 FYE 06/30/26	Oct - Dec 2025
CO OF HUMB-NORTH	03/04/26	29,567.35	Q2 FYE 06/30/26	Oct - Dec 2025
CO OF HUMB-EAST	03/04/26	4,043.30	Q2 FYE 06/30/26	Oct - Dec 2025
CO OF HUMB-SOUTH	03/04/26	23,968.77	Q2 FYE 06/30/26	Oct - Dec 2025

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	Prior Year's	Variance	10 Months Ended 04/30/26	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 83.33%</i>
	FYE 06/30/26	FYE 06/30/25		FYE 06/30/26		
Expenses						
ADMINISTRATIVE						
5010 - Administration Fees	\$ 172,161.83	\$ 42,227.87	\$ 129,933.96	\$ 4,955.00	\$ 167,206.83	2.88
5010.01 - Acctg - HCCVB	0.00	0.00	0.00	0.00	0.00	0.00
5010.02 - Bank Charges	0.00	0.00	0.00	0.00	0.00	0.00
5010.13 - Insurance	3,538.00	3,538.00	0.00	5,525.00	(1,987.00)	156.16
5010.20 - Member Events	0.00	0.00	0.00	0.00	0.00	0.00
5010.25 - Legal Expenses	0.00	0.00	0.00	932.00	(932.00)	0.00
5010.31 - Printing	77.10	77.10	0.00	0.00	77.10	0.00
5010.32 - Postage	73.00	73.00	0.00	0.00	73.00	0.00
5010.33 - Prof Fees/Acctg (CMM)	11,346.30	11,346.30	0.00	10,497.25	849.05	92.52
5010.44 - Rent Expense	5,391.00	5,391.00	0.00	4,863.00	528.00	90.21
5010.45 - Payroll Expense	91,666.67	0.00	91,666.67	70,833.39	20,833.28	77.27
5010.46 - Payroll Tax Expense	7,649.50	0.00	7,649.50	6,076.75	1,572.75	79.44
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	76.43	76.43	0.00	0.00	76.43	0.00
5020 - Other	0.00	291.96	(291.96)	1,277.92	(1,277.92)	0.00
5160 - Amortization Expense	2,189.00	2,189.00	0.00	0.00	2,189.00	0.00
Total Administrative	<u>294,168.83</u>	<u>65,210.66</u>	<u>228,958.17</u>	<u>104,960.31</u>	<u>189,208.52</u>	<u>35.68</u>
MARKETING						
5030 - Marketing Expenses	404,073.98	637,274.56	(233,200.58)	356,116.93	47,957.05	88.13
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>404,073.98</u>	<u>637,274.56</u>	<u>(233,200.58)</u>	<u>356,116.93</u>	<u>47,957.05</u>	<u>88.13</u>
COMMUNITY PROJECTS						
5040 - Arcata	145,531.12	35,000.00	110,531.12	5,000.00	140,531.12	3.44
5050 - Eureka	358,557.88	223,500.00	135,057.88	115,000.00	243,557.88	32.07
5050.01 - Eureka - Zoo/Redwood Skywalk	0.00	0.00	0.00	0.00	0.00	0.00
5060 - Ferndale	15,060.01	17,000.00	(1,939.99)	0.00	15,060.01	0.00
5063 - Airbnb	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 -- MODIFIED CASH BASIS

	Current Year's	Prior Year's	Variance	10 Months Ended 04/30/26	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 83.33%</i>
	FYE 06/30/26	FYE 06/30/25		FYE 06/30/26		
5070 - Fortuna	79,805.44	3,513.00	76,292.44	25,000.00	54,805.44	31.33
5080 - Trinidad	0.00	0.00	0.00	0.00	0.00	0.00
5085 - Rio Dell	600.16	0.00	600.16	0.00	600.16	0.00
5090 - Co of Humb-North	105,119.96	41,000.00	64,119.96	12,000.00	93,119.96	11.42
5091 - Co of Humb-East	9,954.33	0.00	9,954.33	0.00	9,954.33	0.00
5092 - Co of Humb-South	93,519.08	338,385.59	(244,866.51)	110,762.81	(17,243.73)	118.44
5099 - 2% Reserves	0.00	0.00	0.00	0.00	0.00	0.00
Total Community Projects	<u>808,147.98</u>	<u>658,398.59</u>	<u>149,749.39</u>	<u>267,762.81</u>	<u>540,385.17</u>	<u>33.13</u>
Total Expenses	<u>\$ 1,506,390.79</u>	<u>\$ 1,360,883.81</u>	<u>\$ 145,506.98</u>	<u>\$ 728,840.05</u>	<u>\$ 777,550.74</u>	<u>48.38</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

April 1, 2026 - April 30, 2026

Date	Reference	Payee	Description	Begin Balance	Current Amount	Period End Balance
1010	Cash-Redwood Capital Bank Checking (28165)			824,320.59		
04/03/26	1974	Employment Development Department	Employment Development Department		(257.81)	
04/03/26	1975	Internal Revenue Service	Internal Revenue Service		(951.67)	
04/03/26	1976	Cal Poly Humboldt Foundation	Cal Poly Humboldt Foundation		(5,000.00)	
04/03/26	1977	Cunningham, Malone & Morton	Cunningham, Malone & Morton		(860.75)	
04/03/26	1978	Meredith Matthews	Meredith Matthews		(752.36)	
04/03/26	1979	Porter Hospitality Management LLC	Porter Hospitality Management LLC		(2,850.00)	
04/20/26	1981	Employment Development Department	Employment Development Department		(257.81)	
04/20/26	1982	Internal Revenue Service	Internal Revenue Service		(951.67)	
04/20/26	1983	Nye-Zik Creative	Nye-Zik Creative		(1,305.00)	
04/20/26	1984	Nye-Zik Creative	Nye-Zik Creative		(2,439.00)	
04/20/26	1985	Sacramento KTXL	Sacramento KTXL		(30,000.00)	
04/23/26	2		Deposit - Arcata Oct-Dec 2025; Q2 FYE 06/30/26		44,079.45	
04/23/26	2		Deposit - Rio Dell Oct-Dec 2025; Q2 FYE 06/30/26		193.17	
04/30/26	INT		Record Interest - RedCap Chkg		2,283.63	
04/30/26	P89		Payroll Journal Entry		<u>(6,551.88)</u>	
			Totals for 1010		<u>(5,621.70)</u>	<u>818,698.89</u>
1025	Cash-RedCap ICS Accts			4,013,789.05		
04/30/26	INT		Record Interest - RedCap ICS		<u>9,082.05</u>	
			Totals for 1025		<u>9,082.05</u>	<u>4,022,871.10</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			(28,459.00)		
			Totals for 1905		<u>0.00</u>	<u>(28,459.00)</u>
2030	S.D.I./SUTA Taxes Payable			0.00		
04/03/26	1974	Employment Development Department	Employment Development Department		54.17	
04/20/26	1981	Employment Development Department	Employment Development Department		54.17	
04/30/26	P89		Payroll Journal Entry		<u>(108.34)</u>	
			Totals for 2030		<u>0.00</u>	<u>0.00</u>
2040	F.I.C.A. Taxes Payable			0.00		
04/03/26	1975	Internal Revenue Service	Internal Revenue Service		637.50	
04/20/26	1982	Internal Revenue Service	Internal Revenue Service		637.50	
04/30/26	P89		Payroll Journal Entry		<u>(1,275.00)</u>	
			Totals for 2040		<u>0.00</u>	<u>0.00</u>
2050	Federal W/H Taxes Payable			0.00		
04/03/26	1975	Internal Revenue Service	Internal Revenue Service		314.17	

HLA - Humboldt Lodging Alliance, Inc.

General Ledger - HLA

April 1, 2026 - April 30, 2026

Date	Reference	Payee	Description	Begin Balance	Current Amount	Period End Balance
04/20/26	1982	Internal Revenue Service	Internal Revenue Service		314.17	
04/30/26	P89		Payroll Journal Entry		(628.34)	
			Totals for 2050		<u>0.00</u>	<u>0.00</u>
2060		State W/H Taxes Payable		0.00		
04/03/26	1974	Employment Development Department	Employment Development Department		203.64	
04/20/26	1981	Employment Development Department	Employment Development Department		203.64	
04/30/26	P89		Payroll Journal Entry		(407.28)	
			Totals for 2060		<u>0.00</u>	<u>0.00</u>
3010		Unrestricted Fund Balance		594,883.19		
04/03/26	1976	Cal Poly Humboldt Foundation	Cal Poly Humb Foundation-Recreation Admin Program - Outdoor Economy Summit Sponsorship		(5,000.00)	
04/03/26	1977	Cunningham, Malone & Morton	CM&M		(860.75)	
04/03/26	1978	Meredith Matthews	Meredith Matthews - SF Bay Area Travel & Adv Show		(752.36)	
04/03/26	1979	Porter Hospitality Management LLC	Porter Hospitality Management LLC - Southern Humboldt Billboard Rental		(2,850.00)	
04/20/26	1983	Nye-Zik Creative	Nye-Zik Creative - Monthly Website Maint - discoversouthernhumboldt.com		(1,305.00)	
04/20/26	1984	Nye-Zik Creative	Nye-Zik Creative - Jan Qtrly Billing - visithumboldt.com		(1,200.00)	
04/20/26	1984	Nye-Zik Creative	Nye-Zik Creative - April Qtrly Billing - visithumboldt.com		(1,239.00)	
04/20/26	1985	Sacramento KTXL	Sacramento KTXL - FOX40 Broadcast & Digital		(30,000.00)	
04/23/26	2		Deposit - Arcata Oct-Dec 2025; Q2 FYE 06/30/26		44,079.45	
04/23/26	2		Deposit - Rio Dell Oct-Dec 2025; Q2 FYE 06/30/26		193.17	
04/30/26	INT		Record Interest - RedCap Chkg		2,283.63	
04/30/26	INT		Record Interest - RedCap ICS		9,082.05	
04/30/26	PR		Payroll Super-Tracking		(8,970.84)	
			Totals for 3010		<u>3,460.35</u>	<u>598,343.54</u>
3012		Marketing Programs (30%)		(633,946.83)		
04/20/26	1984	Nye-Zik Creative	Nye-Zik Creative - Jan Qtrly Billing - visithumboldt.com		1,200.00	
04/20/26	1984	Nye-Zik Creative	Nye-Zik Creative - April Qtrly Billing - visithumboldt.com		1,239.00	
04/23/26	2		Deposit - Arcata Oct-Dec 2025; Q2 FYE 06/30/26		(13,223.84)	
04/23/26	2		Deposit - Rio Dell Oct-Dec 2025; Q2 FYE 06/30/26		(57.95)	
04/30/26	9.01		Re-Class Porter Hospitality Invoices 01/06, 02/04, 04/03/26		8,550.00	
04/30/26	INT		Record Interest - RedCap Chkg		(2,283.63)	
04/30/26	INT		Record Interest - RedCap ICS		(9,082.05)	
			Totals for 3012		<u>(13,658.47)</u>	<u>(647,605.30)</u>
3013		Administrative Fees Funds (10%)		(267,141.48)		
04/03/26	1977	Cunningham, Malone & Morton	CM&M		860.75	
04/03/26	1978	Meredith Matthews	Meredith Matthews - SF Bay Area Travel & Adv Show		752.36	

HLA - Humboldt Lodging Alliance, Inc.

General Ledger - HLA

April 1, 2026 - April 30, 2026

Date	Reference	Payee	Description	Begin Balance	Current Amount	Period End Balance
04/23/26	2		Deposit - Arcata Oct-Dec 2025; Q2 FYE 06/30/26		(4,407.94)	
04/23/26	2		Deposit - Rio Dell Oct-Dec 2025; Q2 FYE 06/30/26		(19.32)	
04/30/26	PR		Payroll Super-Tracking		8,970.84	
			Totals for 3013		<u>6,156.69</u>	<u>(260,984.79)</u>
3020	Arcata Community Fund			(1,106,226.22)		
04/03/26	1976	Cal Poly Humboldt Foundation	Cal Poly Humb Foundation-Recreation Admin Program - Outdoor Economy Summit Sponsorship		5,000.00	
04/23/26	2		Deposit - Arcata Oct-Dec 2025; Q2 FYE 06/30/26		(26,447.67)	
			Totals for 3020		<u>(21,447.67)</u>	<u>(1,127,673.89)</u>
3030	Eureka Community Fund			(1,664,708.09)		
04/20/26	1985	Sacramento KTXL	Sacramento KTXL - FOX40 Broadcast & Digital		30,000.00	
			Totals for 3030		<u>30,000.00</u>	<u>(1,634,708.09)</u>
3040	Ferndale Community Fund			(51,827.98)		
			Totals for 3040		<u>0.00</u>	<u>(51,827.98)</u>
3050	Fortuna Community Fund			(393,314.39)		
			Totals for 3050		<u>0.00</u>	<u>(393,314.39)</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			(9,583.97)		
04/23/26	2		Deposit - Rio Dell Oct-Dec 2025; Q2 FYE 06/30/26		(115.90)	
			Totals for 3065		<u>(115.90)</u>	<u>(9,699.87)</u>
3070	County Community Fund - North			(583,442.24)		
			Totals for 3070		<u>0.00</u>	<u>(583,442.24)</u>
3071	County Community Fund - East			(89,860.37)		
			Totals for 3071		<u>0.00</u>	<u>(89,860.37)</u>
3072	County Community Fund - South			(11,189.08)		
04/03/26	1979	Porter Hospitality Management LLC	Porter Hospitality Management LLC - Southern Humboldt Billboard Rental		2,850.00	
04/20/26	1983	Nye-Zik Creative	Nye-Zik Creative - Monthly Website Maint - discoversouthernhumboldt.com		1,305.00	
04/30/26	9.01		Re-Class Porter Hospitality Invoices 01/06, 02/04, 04/03/26		(8,550.00)	
			Totals for 3072		<u>(4,395.00)</u>	<u>(15,584.08)</u>
4010	City of Arcata			(174,529.57)		
04/23/26	2		Deposit - Arcata Oct-Dec 2025; Q2 FYE 06/30/26		(44,079.45)	
			Totals for 4010		<u>(44,079.45)</u>	<u>(218,609.02)</u>

HLA - Humboldt Lodging Alliance, Inc.

General Ledger - HLA

April 1, 2026 - April 30, 2026

Date	Reference	Payee	Description	Begin Balance	Current Amount	Period End Balance
4020	City of Eureka			(566,039.98)		
			Totals for 4020		<u>0.00</u>	<u>(566,039.98)</u>
4030	City of Ferndale			(19,809.57)		
			Totals for 4030		<u>0.00</u>	<u>(19,809.57)</u>
4040	City of Fortuna			(111,205.43)		
			Totals for 4040		<u>0.00</u>	<u>(111,205.43)</u>
4055	City of Rio Dell			(988.12)		
04/23/26	2		Deposit - Rio Dell Oct-Dec 2025; Q2 FYE 06/30/26		<u>(193.17)</u>	
			Totals for 4055		<u>(193.17)</u>	<u>(1,181.29)</u>
4060	Co of Humb-North			(149,746.26)		
			Totals for 4060		<u>0.00</u>	<u>(149,746.26)</u>
4061	Co of Humb-East			(16,718.27)		
			Totals for 4061		<u>0.00</u>	<u>(16,718.27)</u>
4062	Co of Humb-South			(123,445.20)		
			Totals for 4062		<u>0.00</u>	<u>(123,445.20)</u>
4070	Interest Income			(109,062.89)		
04/30/26	INT		Record Interest - RedCap Chkg		<u>(2,283.63)</u>	
04/30/26	INT		Record Interest - RedCap ICS		<u>(9,082.05)</u>	
			Totals for 4070		<u>(11,365.68)</u>	<u>(120,428.57)</u>
5010	Administration Fees			4,202.64		
04/03/26	1978	Meredith Matthews	Meredith Matthews - Parking SF Bay Area Travel & Adventure Show		<u>80.01</u>	
04/03/26	1978	Meredith Matthews	Meredith Matthews - Mileage SF Bay Area Travel & Adventure Show		<u>468.35</u>	
04/03/26	1978	Meredith Matthews	Meredith Matthews - Per Diem SF Bay Area Travel & Adventure Show		<u>204.00</u>	
			Totals for 5010		<u>752.36</u>	<u>4,955.00</u>
5010.13	Insurance			5,525.00		
			Totals for 5010.13		<u>0.00</u>	<u>5,525.00</u>
5010.25	Legal Expenses			932.00		
			Totals for 5010.25		<u>0.00</u>	<u>932.00</u>
5010.33	Prof Fees/Acctg (CMM)			9,636.50		
04/03/26	1977	Cunningham, Malone & CM&M Morton			<u>860.75</u>	
			Totals for 5010.33		<u>860.75</u>	<u>10,497.25</u>
5010.44	Rent Expense			4,863.00		
			Totals for 5010.44		<u>0.00</u>	<u>4,863.00</u>
5010.45	Payroll Expense			62,500.05		
04/30/26	P89		Payroll Journal Entry		<u>8,333.34</u>	
			Totals for 5010.45		<u>8,333.34</u>	<u>70,833.39</u>

HLA - Humboldt Lodging Alliance, Inc.

General Ledger - HLA

April 1, 2026 - April 30, 2026

Date	Reference	Payee	Description	Begin Balance	Current Amount	Period End Balance
5010.46	Payroll Tax Expense			5,439.25		
04/30/26	P89		Payroll Journal Entry		<u>637.50</u>	
			Totals for 5010.46		<u>637.50</u>	<u>6,076.75</u>
5020	Other			1,277.92		
			Totals for 5020		<u>0.00</u>	<u>1,277.92</u>
5030	Marketing Expenses			345,127.93		
04/20/26	1984	Nye-Zik Creative	Nye-Zik Creative - Jan Qtrly Billing - visithumboldt.com		1,200.00	
04/20/26	1984	Nye-Zik Creative	Nye-Zik Creative - April Qtrly Billing - visithumboldt.com		1,239.00	
04/30/26	9.01		Re-Class Porter Hospitality Invoices 01/06, 02/04, 04/03/26		<u>8,550.00</u>	
			Totals for 5030		<u>10,989.00</u>	<u>356,116.93</u>
5040	Arcata			0.00		
04/03/26	1976	Cal Poly Humboldt Foundation	Cal Poly Humb Foundation-Recreation Admin Program - Outdoor Economy Summit Sponsorship		<u>5,000.00</u>	
			Totals for 5040		<u>5,000.00</u>	<u>5,000.00</u>
5050	Eureka			85,000.00		
04/20/26	1985	Sacramento KTXL	Sacramento KTXL - FOX40 Broadcast & Digital		<u>30,000.00</u>	
			Totals for 5050		<u>30,000.00</u>	<u>115,000.00</u>
5070	Fortuna			25,000.00		
			Totals for 5070		<u>0.00</u>	<u>25,000.00</u>
5090	Co of Humb-North			12,000.00		
			Totals for 5090		<u>0.00</u>	<u>12,000.00</u>
5092	Co of Humb-South			115,157.81		
04/03/26	1979	Porter Hospitality Management LLC	Porter Hospitality Management LLC - Southern Humboldt Billboard Rental		2,850.00	
04/20/26	1983	Nye-Zik Creative	Nye-Zik Creative - Monthly Website Maint - discoversouthernhumboldt.com		1,305.00	
04/30/26	9.01		Re-Class Porter Hospitality Invoices 01/06, 02/04, 04/03/26		<u>(8,550.00)</u>	
			Totals for 5092		<u>(4,395.00)</u>	<u>110,762.81</u>
			Report Total			<u>0.00</u>
Net Profit/(Loss)						
Current Period					<u>3,460.35</u>	
Year-to-Date					<u>598,343.54</u>	

Distribution count = 78