



**Cunningham,
Malone & Morton**
The Tax Professionals

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Humboldt Lodging Alliance, Inc.
PO Box 4911
Eureka, CA 95502

I have compiled the accompanying Modified Cash Basis financials statements of Humboldt Lodging Alliance, Inc. (the "Alliance") as of July 31, 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	
	July 31, 2026	July 31, 2025
CURRENT ASSETS		
Cash or Cash Equivalents		
1010 - Cash-Redwood Capital Bank Checking (28165)	\$ 210,751.57	\$ 313,746.93
1025 - Cash-RedCap ICS Accts	<u>4,050,851.00</u>	<u>3,933,668.15</u>
Total Cash or Cash Equivalents	<u>4,261,602.57</u>	<u>4,247,415.08</u>
Property and Equipment		
Total Current Assets	<u>4,261,602.57</u>	<u>4,247,415.08</u>
OTHER ASSETS		
1900 - Start-Up/Organizational Costs	32,837.01	32,837.01
1905 - Less: Accumulated Amortization	<u>(30,648.00)</u>	<u>(28,459.00)</u>
Total Other Assets	<u>2,189.01</u>	<u>4,378.01</u>
TOTAL ASSETS	<u><u>\$ 4,263,791.58</u></u>	<u><u>\$ 4,251,793.09</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

July 31, 2026

July 31, 2025

FUND BALANCES

Restricted Fund Balances:

3012 - Marketing Programs (30%)	420,462.28	533,080.76
3013 - Administrative Fees Funds (10%)	179,037.37	239,744.61
3020 - Arcata Community Fund	811,006.89	1,001,508.48
3030 - Eureka Community Fund	1,692,399.13	1,410,084.10
3040 - Ferndale Community Fund	51,827.98	39,942.24
3050 - Fortuna Community Fund	404,221.79	351,591.13
3060 - Trinidad Community Fund	31,247.00	31,247.00
3065 - Rio Dell Community Fund	9,699.87	8,991.10
3070 - County Community Fund - North	552,503.50	505,594.48
3071 - County Community Fund - East	91,167.63	79,829.41
3072 - County Community Fund - South	20,218.14	50,179.78

Total Fund Balances

4,263,791.58

4,251,793.09

TOTAL LIABILITIES AND FUND BALANCES

\$ 4,263,791.58

\$ 4,251,793.09

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 1 Month Ended July 31, 2026 and 2025

	July 31, 2026	July 31, 2025
Revenues		
Assessments	\$ (38,100.00)	\$ 0.00
Interest	<u>10,357.11</u>	<u>11,813.63</u>
Total Revenues	<u>(27,742.89)</u>	<u>11,813.63</u>
Expenses		
Administrative	21,832.33	5,525.00
Marketing	104,489.00	0.00
Community Projects	<u>5,025.00</u>	<u>2,100.00</u>
Total Expenses	<u>131,346.33</u>	<u>7,625.00</u>
Revenues Over (Under) Expenses	<u>\$ (159,089.22)</u>	<u>\$ 4,188.63</u>

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

	Current Year's	Prior Year's	Variance	1 Month Ended 07/31/26	Remaining Budget Amt	% Actual/ Budget
	Budget	Actual	Cur Yr Bdgt - Pr Yr Actual	Actual	Cur Yr Bdgt - Cur Yr Actual	Target 8.33%
	FYE 06/30/27	FYE 06/30/26		FYE 06/30/27		
ASSESSMENTS						
4010 - City of Arcata	\$ 252,253.93	\$ 254,609.02	\$ (2,355.09)	\$ (36,000.00)	\$ 288,253.93	(14.27)
4020 - City of Eureka	621,500.32	670,525.05	(49,024.73)	0.00	621,500.32	0.00
4030 - City of Ferndale	26,104.01	21,809.57	4,294.44	(2,000.00)	28,104.01	(7.66)
4040 - City of Fortuna	138,329.42	131,051.09	7,278.33	0.00	138,329.42	0.00
4050 - City of Trinidad	0.00	0.00	0.00	0.00	0.00	0.00
4055 - City of Rio Dell	1,040.28	1,281.29	(241.01)	(100.00)	1,140.28	(9.61)
4060 - Co of Humb-North	179,769.57	181,515.03	(1,745.46)	0.00	179,769.57	0.00
4061 - Co of Humb-East	17,254.17	18,897.03	(1,642.86)	0.00	17,254.17	0.00
4062 - Co of Humb-South	148,384.45	139,543.64	8,840.81	0.00	148,384.45	0.00
4063 - Airbnb	0.00	0.00	0.00	0.00	0.00	0.00
Total Assessments	<u>1,384,636.15</u>	<u>1,419,231.72</u>	<u>(34,595.57)</u>	<u>(38,100.00)</u>	<u>1,422,736.15</u>	<u>-2.75</u>
INTEREST						
4070 - Interest Income	<u>140,000.00</u>	<u>142,193.30</u>	<u>(2,193.30)</u>	<u>10,357.11</u>	<u>129,642.89</u>	<u>7.40</u>
Total Interest	<u>140,000.00</u>	<u>142,193.30</u>	<u>(2,193.30)</u>	<u>10,357.11</u>	<u>129,642.89</u>	<u>7.40</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>\$1,524,636.15</u>	<u>\$1,561,425.02</u>	<u>\$ (36,788.87)</u>	<u>\$ (27,742.89)</u>	<u>\$ 1,552,379.04</u>	<u>(1.82)</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	June accrued \$36k for Jan-Mar
CITY OF EUREKA	06/04/26	104,485.07	Q3 FYE 06/30/26	Jan - Mar 2026	
CITY OF FERNDAL	02/09/26	4,280.71	Q2 FYE 06/30/26	Oct - Dec 2025	June accrued \$2k for Jan-Mar
CITY OF FORTUNA	06/04/26	19,845.66	Q3 FYE 06/30/26	Jan - Mar 2026	
CITY OF RIO DELL	04/23/26	193.17	Q2 FYE 06/30/26	Oct - Dec 2025	June accrued \$100 for Jan-Mar
CO OF HUMB-NORTH	06/04/26	31,429.22	Q3 FYE 06/30/26	Jan - Mar 2026	
CO OF HUMB-EAST	06/04/26	2,178.76	Q3 FYE 06/30/26	Jan - Mar 2026	
CO OF HUMB-SOUTH	06/04/26	15,651.14	Q3 FYE 06/30/26	Jan - Mar 2026	

BUDGET NOTES:

Current year's budgeted revenue is based on estimated 4% increase over prior year's budget.

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

	Current Year's	Prior Year's	Variance	1 Month Ended	Remaining	% Actual/
	Budget	Actual	Cur Yr Bdgt - Pr Yr Actual	07/31/26 Actual	Budget Amt Cur Yr Bdgt - Cur Yr Actual	Budget Target 8.33%
	FYE 06/30/27	FYE 06/30/26		FYE 06/30/27		
Expenses						
ADMINISTRATIVE						
5010 - Administration Fees	\$ 137,760.12	\$ 5,155.00	\$ 132,605.12	\$ 0.00	\$ 137,760.12	0.00
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	5,525.00	5,525.00	0.00	5,227.00	298.00	94.61
5010.20 - Member Events	0.00	0.00	0.00	0.00	0.00	0.00
5010.25 - Legal Expenses	932.00	932.00	0.00	0.00	932.00	0.00
5010.31 - Printing	0.00	0.00	0.00	0.00	0.00	0.00
5010.32 - Postage	0.00	0.00	0.00	0.00	0.00	0.00
5010.33 - Prof Fees/Acctg (CMM)	18,907.50	18,907.50	0.00	5,200.00	13,707.50	27.50
5010.44 - Rent Expense	4,863.00	4,863.00	0.00	2,400.00	2,463.00	49.35
5010.45 - Payroll Expense	100,000.00	87,500.07	12,499.93	8,333.34	91,666.66	8.33
5010.46 - Payroll Tax Expense	8,287.00	7,351.75	935.25	637.50	7,649.50	7.69
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	0.00	0.00	0.00
5020 - Other	0.00	1,651.06	(1,651.06)	34.49	(34.49)	0.00
5160 - Amortization Expense	2,189.00	2,189.00	0.00	0.00	2,189.00	0.00
Total Administrative	278,463.62	134,074.38	144,389.24	21,832.33	256,631.29	7.84
MARKETING						
5030 - Marketing Expenses	415,390.85	611,644.49	(196,253.64)	104,489.00	310,901.85	25.15
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	415,390.85	611,644.49	(196,253.64)	104,489.00	310,901.85	25.15
COMMUNITY PROJECTS						
5040 - Arcata	151,352.36	321,667.00	(170,314.64)	0.00	151,352.36	0.00
5050 - Eureka	372,900.19	120,000.00	252,900.19	0.00	372,900.19	0.00
5050.01 - Eureka - Zoo/Redwood Skywalk	0.00	0.00	0.00	0.00	0.00	0.00
5060 - Ferndale	15,662.41	0.00	15,662.41	0.00	15,662.41	0.00
5063 - Airbnb	0.00	0.00	0.00	0.00	0.00	0.00

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SUPPLEMENTARY INFORMATION
SCHEDULE OF EXPENSES -- MODIFIED CASH BASIS

	Current Year's	Prior Year's	Variance	1 Month Ended	Remaining	% Actual/
	Budget	Actual	Cur Yr Bdgt - Pr Yr Actual	07/31/26 Actual	Budget Amt Cur Yr Bdgt - Cur Yr Actual	Budget Target 8.33%
	<i>FYE 06/30/27</i>	<i>FYE 06/30/26</i>		<i>FYE 06/30/27</i>		
5070 - Fortuna	82,997.65	26,000.00	56,997.65	0.00	82,997.65	0.00
5080 - Trinidad	0.00	0.00	0.00	0.00	0.00	0.00
5085 - Rio Dell	624.17	0.00	624.17	0.00	624.17	0.00
5090 - Co of Humb-North	107,861.74	62,000.00	45,861.74	0.00	107,861.74	0.00
5091 - Co of Humb-East	10,352.50	0.00	10,352.50	0.00	10,352.50	0.00
5092 - Co of Humb-South	89,030.67	110,762.81	(21,732.14)	5,025.00	84,005.67	5.64
5099 - 2% Reserves	0.00	0.00	0.00	0.00	0.00	0.00
Total Community Projects	<u>830,781.69</u>	<u>640,429.81</u>	<u>190,351.88</u>	<u>5,025.00</u>	<u>825,756.69</u>	<u>0.60</u>
Total Expenses	<u>\$ 1,524,636.16</u>	<u>\$ 1,386,148.68</u>	<u>\$ 138,487.48</u>	<u>\$ 131,346.33</u>	<u>\$ 1,393,289.83</u>	<u>8.61</u>

BUDGET NOTES:

Current year's expense budget is based on estimated revenue split as follows: 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

July 1, 2026 - July 31, 2026

Date	Reference	Payee	Description	Begin Balance	Current Amount	Period End Balance
1010	Cash-Redwood Capital Bank Checking (28165)			462,447. 83		
07/02/26	2011	Employment Development Department	Employment Development Department		(257.81)	
07/02/26	2012	Internal Revenue Service	Internal Revenue Service		(951.69)	
07/02/26	2013	Civitas	Civitas		(5,200.00)	
07/02/26	2014	Cunningham, Malone & Morton	Cunningham, Malone & Morton		(1,608.25)	
07/02/26	2015	Meredith Matthews	Meredith Matthews		(2,400.00)	
07/02/26	2016	Push Marketing Inc	Push Marketing Inc		(67,987.29)	
07/02/26	2017	Rumble Over the Redwoods	Rumble Over the Redwoods		(100,000.00)	
07/02/26	PHONE	The Hanover Insurance Group	The Hanover Insurance Group		(1,820.00)	
07/20/26	2019	Employment Development Department	Employment Development Department		(257.81)	
07/20/26	2020	Internal Revenue Service	Internal Revenue Service		(951.65)	
07/22/26	2021	Humboldt Bay Inn	Humboldt Bay Inn		(407.63)	
07/22/26	2022	Jenny Early	Jenny Early		(3,720.00)	
07/22/26	2023	North Coast Tourism Council	North Coast Tourism Council		(3,250.00)	
07/22/26	2024	Nye-Zik Creative	Nye-Zik Creative		(1,305.00)	
07/22/26	2025	Nye-Zik Creative	Nye-Zik Creative		(1,239.00)	
07/22/26	2026	Porter Hospitality Management LLC	Porter Hospitality Management LLC		(2,850.00)	
07/22/26	2027	Push Marketing Inc	Push Marketing Inc		(48,438.68)	
07/22/26	2028	United States Liability Insurance Company	United States Liability Insurance Company		(3,407.00)	
07/31/26	INT		Record Interest - RedCap Chkg		907.43	
07/31/26	P89		Payroll Journal Entry		(6,551.88)	
			Totals for 1010		<u>(251,696.26)</u>	<u>210,751.57</u>
1025	Cash-RedCap ICS Accts			4,041, 401.32		
07/31/26	INT		Record Interest - RedCap ICS Accts		9,449.68	
			Totals for 1025		<u>9,449.68</u>	<u>4,050,851.00</u>
1200	Accounts Receivable			38,100. 00		
07/01/26	AR.1		Accrue Arcata Comm Receipts Jan - March FYE 06/30/26		(36,000.00)	
07/01/26	AR.1		Accrue Ferndale Comm Receipts Jan - March FYE 06/30/26		(2,000.00)	
07/01/26	AR.1		Accrue Rio Dell Comm Receipts Jan - March FYE 06/30/26		(100.00)	
			Totals for 1200		<u>(38,100.00)</u>	<u>0.00</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			(30,648. 00)		
			Totals for 1905		<u>0.00</u>	<u>(30,648.00)</u>
2015	Accounts Payable			(121,257. 36)		
07/02/26	2014	Cunningham, Malone & Morton	CM&M		1,608.25	

HLA - Humboldt Lodging Alliance, Inc.

General Ledger - HLA

July 1, 2026 - July 31, 2026

Date	Reference	Payee	Description	Begin Balance	Current Amount	Period End Balance
07/02/26	2016	Push Marketing Inc	Misfit - 2026 Tourism Campaign April 2026		67,987.29	
07/22/26	2021	Humboldt Bay Inn	Humboldt Bay Inn - Exp Reimb Zoom Charges 01/09 - 06/05/26		373.14	
07/22/26	2026	Porter Hospitality Management LLC	Porter Hospitality Management LLC		2,850.00	
07/22/26	2027	Push Marketing Inc	Misfit - 2026 Tourism Campaign - May		48,438.68	
			Totals for 2015		<u>121,257.36</u>	<u>0.00</u>
2030	S.D.I./SUTA Taxes Payable			0.00		
07/02/26	2011	Employment Development Department	Employment Development Department		54.17	
07/20/26	2019	Employment Development Department	Employment Development Department		54.17	
07/31/26	P89		Payroll Journal Entry		(108.34)	
			Totals for 2030		<u>0.00</u>	<u>0.00</u>
2040	F.I.C.A. Taxes Payable			0.00		
07/02/26	2012	Internal Revenue Service	Internal Revenue Service		637.52	
07/20/26	2020	Internal Revenue Service	Internal Revenue Service		637.48	
07/31/26	P89		Payroll Journal Entry		(1,275.00)	
			Totals for 2040		<u>0.00</u>	<u>0.00</u>
2050	Federal W/H Taxes Payable			0.00		
07/02/26	2012	Internal Revenue Service	Internal Revenue Service		314.17	
07/20/26	2020	Internal Revenue Service	Internal Revenue Service		314.17	
07/31/26	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		
07/02/26	2011	Employment Development Department	Employment Development Department		203.64	
07/20/26	2019	Employment Development Department	Employment Development Department		203.64	
07/31/26	P89		Payroll Journal Entry		(407.28)	
			Totals for 2060		<u>0.00</u>	<u>0.00</u>
3010	Unrestricted Fund Balance			0.00		
07/01/26	AR.1		Accrue Arcata Comm Receipts Jan - March FYE 06/30/26		(36,000.00)	
07/01/26	AR.1		Accrue Ferndale Comm Receipts Jan - March FYE 06/30/26		(2,000.00)	
07/01/26	AR.1		Accrue Rio Dell Comm Receipts Jan - March FYE 06/30/26		(100.00)	
07/02/26	2013	Civitas	Civitas		(5,200.00)	
07/02/26	2015	Meredith Matthews	Meredith Matthews - rent reimb		(2,400.00)	
07/02/26	2017	Rumble Over the Redwoods	Rumble Over the Redwoods		(100,000.00)	
07/02/26	PHONE	The Hanover Insurance Group	The Hanover Insurance Group		(1,820.00)	
07/22/26	2021	Humboldt Bay Inn	Humboldt Bay Inn - Exp Reimb Zoom Charges 07/13/26		(34.49)	
07/22/26	2022	Jenny Early	Jenny Early - Q3 SM Marketing, Design & Mgmt		(2,100.00)	
07/22/26	2022	Jenny Early	Jenny Early - Q3 Discover SoHumb Newsletter + Mailchimp Platform		(1,620.00)	

HLA - Humboldt Lodging Alliance, Inc.

General Ledger - HLA

July 1, 2026 - July 31, 2026

Date	Reference	Payee	Description	Begin Balance	Current Amount	Period End Balance
07/22/26	2023	North Coast Tourism Council	North Coast Tourism Council - 1/2 of NCTC Membership Jan-June 2026		(3,250.00)	
07/22/26	2024	Nye-Zik Creative	Nye-Zik Creative - Monthly website maint - discoversouthernhumboldt.com		(1,305.00)	
07/22/26	2025	Nye-Zik Creative	Nye-Zik Creative - qtrly billing - extended monthly website monthly maint - visithumboldt.com		(1,239.00)	
07/22/26	2028	United States Liability Insurance Company	United States Liability Insurance Company		(3,407.00)	
07/31/26	INT		Record Interest - RedCap Chkg		907.43	
07/31/26	INT		Record Interest - RedCap ICS Accts		9,449.68	
07/31/26	PR		Payroll Super-Tracking		(8,970.84)	
Totals for 3010					<u>(159,089.22)</u>	<u>(159,089.22)</u>
3012 Marketing Programs (30%)				(526,024.17)		
07/01/26	AR.1		Accrue Arcata Comm Receipts Jan - March FYE 06/30/26		10,800.00	
07/01/26	AR.1		Accrue Ferndale Comm Receipts Jan - March FYE 06/30/26		600.00	
07/01/26	AR.1		Accrue Rio Dell Comm Receipts Jan - March FYE 06/30/26		30.00	
07/02/26	2017	Rumble Over the Redwoods	Rumble Over the Redwoods		100,000.00	
07/22/26	2023	North Coast Tourism Council	North Coast Tourism Council - 1/2 of NCTC Membership Jan-June 2026		3,250.00	
07/22/26	2025	Nye-Zik Creative	Nye-Zik Creative - qtrly billing - extended monthly website monthly maint - visithumboldt.com		1,239.00	
07/31/26	INT		Record Interest - RedCap Chkg		(907.43)	
07/31/26	INT		Record Interest - RedCap ICS Accts		(9,449.68)	
Totals for 3012					<u>105,561.89</u>	<u>(420,462.28)</u>
3013 Administrative Fees Funds (10%)				(204,679.70)		
07/01/26	AR.1		Accrue Arcata Comm Receipts Jan - March FYE 06/30/26		3,600.00	
07/01/26	AR.1		Accrue Ferndale Comm Receipts Jan - March FYE 06/30/26		200.00	
07/01/26	AR.1		Accrue Rio Dell Comm Receipts Jan - March FYE 06/30/26		10.00	
07/02/26	2013	Civitas	Civitas		5,200.00	
07/02/26	2015	Meredith Matthews	Meredith Matthews - rent reimb		2,400.00	
07/02/26	PHONE	The Hanover Insurance Group	The Hanover Insurance Group		1,820.00	
07/22/26	2021	Humboldt Bay Inn	Humboldt Bay Inn - Exp Reimb Zoom Charges 07/13/26		34.49	
07/22/26	2028	United States Liability Insurance Company	United States Liability Insurance Company		3,407.00	
07/31/26	PR		Payroll Super-Tracking		8,970.84	
Totals for 3013					<u>25,642.33</u>	<u>(179,037.37)</u>
3020 Arcata Community Fund				(832,606.89)		
07/01/26	AR.1		Accrue Arcata Comm Receipts Jan - March FYE 06/30/26		<u>21,600.00</u>	
Totals for 3020					<u>21,600.00</u>	<u>(811,006.89)</u>
3030 Eureka Community Fund				(1,692,399.13)		
Totals for 3030					<u>0.00</u>	<u>(1,692,399.13)</u>
3040 Ferndale Community Fund				(53,027.98)		

HLA - Humboldt Lodging Alliance, Inc.

General Ledger - HLA

July 1, 2026 - July 31, 2026

Date	Reference	Payee	Description	Begin Balance	Current Amount	Period End Balance
07/01/26	AR.1		Accrue Ferndale Comm Receipts Jan - March FYE 06/30/26		1,200.00	
			Totals for 3040		1,200.00	(51,827.98)
3050	Fortuna Community Fund			(404,221.79)		
			Totals for 3050		0.00	(404,221.79)
3060	Trinidad Community Fund			(31,247.00)		
			Totals for 3060		0.00	(31,247.00)
3065	Rio Dell Community Fund			(9,759.87)		
07/01/26	AR.1		Accrue Rio Dell Comm Receipts Jan - March FYE 06/30/26		60.00	
			Totals for 3065		60.00	(9,699.87)
3070	County Community Fund - North			(552,503.50)		
			Totals for 3070		0.00	(552,503.50)
3071	County Community Fund - East			(91,167.63)		
			Totals for 3071		0.00	(91,167.63)
3072	County Community Fund - South			(25,243.14)		
07/22/26	2022	Jenny Early	Jenny Early - Q3 SM Marketing, Design & Mgmt		2,100.00	
07/22/26	2022	Jenny Early	Jenny Early - Q3 Discover SoHumb Newsletter + Mailchimp Platform		1,620.00	
07/22/26	2024	Nye-Zik Creative	Nye-Zik Creative - Monthly website maint - discoversouthernhumboldt.com		1,305.00	
			Totals for 3072		5,025.00	(20,218.14)
4010	City of Arcata			0.00		
07/01/26	AR.1		Accrue Arcata Comm Receipts Jan - March FYE 06/30/26		36,000.00	
			Totals for 4010		36,000.00	36,000.00
4030	City of Ferndale			0.00		
07/01/26	AR.1		Accrue Ferndale Comm Receipts Jan - March FYE 06/30/26		2,000.00	
			Totals for 4030		2,000.00	2,000.00
4055	City of Rio Dell			0.00		
07/01/26	AR.1		Accrue Rio Dell Comm Receipts Jan - March FYE 06/30/26		100.00	
			Totals for 4055		100.00	100.00
4070	Interest Income			0.00		
07/31/26	INT		Record Interest - RedCap Chkg		(907.43)	
07/31/26	INT		Record Interest - RedCap ICS Accts		(9,449.68)	
			Totals for 4070		(10,357.11)	(10,357.11)
5010.13	Insurance			0.00		
07/02/26	PHONE	The Hanover Insurance Group	The Hanover Insurance Group		1,820.00	
07/22/26	2028	United States Liability Insurance Company	United States Liability Insurance Company		3,407.00	
			Totals for 5010.13		5,227.00	5,227.00

HLA - Humboldt Lodging Alliance, Inc.

General Ledger - HLA

July 1, 2026 - July 31, 2026

Date	Reference	Payee	Description	Begin Balance	Current Amount	Period End Balance
5010.33	Prof Fees/Acctg (CMM)			0.00		
07/02/26	2013	Civitas	Civitas		5,200.00	
			Totals for 5010.33		5,200.00	5,200.00
5010.44	Rent Expense			0.00		
07/02/26	2015	Meredith Matthews	Meredith Matthews - rent reimb		2,400.00	
			Totals for 5010.44		2,400.00	2,400.00
5010.45	Payroll Expense			0.00		
07/31/26	P89		Payroll Journal Entry		8,333.34	
			Totals for 5010.45		8,333.34	8,333.34
5010.46	Payroll Tax Expense			0.00		
07/31/26	P89		Payroll Journal Entry		637.50	
			Totals for 5010.46		637.50	637.50
5020	Other			0.00		
07/22/26	2021	Humboldt Bay Inn	Humboldt Bay Inn - Exp Reimb Zoom Charges 07/13/26		34.49	
			Totals for 5020		34.49	34.49
5030	Marketing Expenses			0.00		
07/02/26	2017	Rumble Over the Redwoods	Rumble Over the Redwoods		100,000.00	
07/22/26	2023	North Coast Tourism Council	North Coast Tourism Council - 1/2 of NCTC Membership Jan-June 2026		3,250.00	
07/22/26	2025	Nye-Zik Creative	Nye-Zik Creative - qtrly billing - extended monthly website monthly maint - visithumboldt.com		1,239.00	
			Totals for 5030		104,489.00	104,489.00
5092	Co of Humb-South			0.00		
07/22/26	2022	Jenny Early	Jenny Early - Q3 SM Marketing, Design & Mgmt		2,100.00	
07/22/26	2022	Jenny Early	Jenny Early - Q3 Discover SoHumb Newsletter + Mailchimp Platform		1,620.00	
07/22/26	2024	Nye-Zik Creative	Nye-Zik Creative - Monthly website maint - discoversouthernhumboldt.com		1,305.00	
			Totals for 5092		5,025.00	5,025.00
			Report Total			0.00

Net Profit/(Loss)

Current Period (159,089.22)

Year-to-Date (159,089.22)

Distribution count = 99