

Humboldt Lodging Alliance

Regular/hybrid meeting of the HLA Executive Committee Wednesday, July 12, 2023, 1:00 pm. Attend in person at 612 G St. Ste. 101, Eureka or join on Zoom

Agenda

To Join Zoom Meeting

Join Zoom Meeting

<https://us02web.zoom.us/j/81091195562?pwd=cnZUOGFRZE9QWm5aNkJOcU1hWVNSQT09>

Meeting ID: 810 9119 5562

Passcode: 757665

Humboldt Lodging Alliance Executive Committee members

Directors attending in person:

Chris Ambrosini (Best Western Plus Humboldt Bay Inn, Eureka),

Lowell Daniels (Victorian Inn & Redwood Suites, Ferndale),

Shailesh Patel (Hampton Inn & Suites, Arcata),

Nil Patel (Holiday Inn Express & Suites, Eureka),

Gary Stone (Best Western Plus Humboldt Bay Inn, Eureka),

Directors attending via zoom from these locations:

Mike Caldwell, Inn of the Lost Coast 205 Wave Drive, Shelter Cove, CA, 95589

John Porter, Benbow Historic Inn - 445 Lake Benbow Drive Garberville, CA 95542

Donna Hufford- Roosevelt Base Camp 121130 US-101, Orick, CA 95555

Members of the public may speak on any item appearing on the agenda, as the item comes up for consideration by the executive committee. In addition, for items not on the agenda, a public comment period is provided for in this agenda. All speakers will be allotted 3 minutes to speak unless the Chairperson allots additional time. Speakers are invited to state and spell their names but are not required to.

Public Comments submitted via email: To submit public comments to the Board please email Chuckleishmanhla@gmail.com, provide your name and the agenda item on which you wish to comment. All public comment submitted after the agenda has been published will be included with the record for that meeting after the fact.

Public Comments submitted via Zoom:

YOU WILL BE MUTED UNTIL YOU ARE CALLED UPON TO SPEAK.

Any written materials related to an item on this agenda submitted to the executive committee less than 2 hours prior to the meeting, and that are public records subject to disclosure, are available for public inspection at 612 G St. suite 101 Eureka California, during normal business hours.

The meeting room at 612 G ST suite 101, Eureka, California is wheelchair accessible. If you need special assistance to participate in the meeting, please contact Chuck Leishman at (707) 845-9933 or email chuckleishmanhla@gmail.com. Requests for modifications or accommodations must be made at least two full business days before the start of the meeting.

HLA Executive Committee meetings will be conducted in an orderly, efficient manner, without willful disruption by any person(s) in attendance. The Board has the right to request that any person immediately stop the following conduct: 1) Willfully disrupting a meeting, 2) interrupting a person who is addressing the Board, or 3) preventing the Board from attending to the purpose of the meeting.

The agenda for this meeting is posted on humboldtlodging.com. Documents related to action items on this agenda are attached and available in the order in which they will be presented on the agenda.

- I. **Welcome and Introductions.**

- I. **Roll Call, to determine a quorum. Confirmation of members attending meeting remotely.**

- II. **Approval/ modification of minutes from the March 8, 2023 meeting.**

- III. **Approval/modification of the agenda for the July 12, 2023 meeting**

- IV. **Approval of financials through June 2023.**

- V. **Action items**

- a) Presentation for 2023 funding of \$60,000 for the Humboldt Del Norte Film Commission by Commissioner Cassandra Hesseltine. Recommended action: Discuss and vote to approve/disapprove/or modify/ funding.

VI. Discussion Items

- a) The HLA Board of Directors approved the formation of a committee comprised of Chris Ambrosinii, Pritesh Patel, and Chuck Leishman to research and choose an option to increase interest rates on HLA fund balances. Chuck will provide a report on program that increases the interest on the banking balance to 4.25% APY through Redwood Capital Bank.
- b) Cannifest report.. Chuck will provide update on the progress of Cannifest.

VII. Director Reports. HLA directors can weigh in on developments of activities in HLA regions.

VIII. Public Comment: Public may comment on non-agenda items with a time limit of 3 minutes.

IX. Adjournment

Humboldt Lodging Alliance

Meeting of the Executive Committee

Wednesday, March 8 2022, 1pm

ZOOM

Minutes

Attendance: (In person attendance) Chris Ambrosini, Gary Stone, , Lowell Daniels, (Via Zoom) John Porter, Donna Porter, Mike Caldwell

Meeting Called to order: 1:32 PM

- I. **Welcome and Introductions.**
- II. **Agenda.** Motion to approve agenda from Lowell Daniels, second from Gary Stone, to approve the agenda for the Executive Committee for March 8, 2023.. Motion approved in a unanimous roll call vote.
- III. **Minutes.** Motion from Lowell Daniels with a second from John Porter, to approve minutes of the Executive Committee for December 7, 2022. Motion approved in a unanimous Roll Call vote..
- IV. **Financial Statement.** Chuck gave a brief overview explaining that all TBID funds have been paid through September 2022.. Motion to approve from John Porter with a second from Donna Hufford. For financials through February 2022, approved in a unanimous roll call vote..
- V. **Action Items**
 - 1)) Presentation for funding of Cannifest, a Music festival and Cannabis event scheduled for September 8-10 2023 at Halverson Park in Eureka. The Recommended action: Discuss and vote to approve/disapprove/or modify/ funding for Cannifest. The funding request was for \$69,000. A presentation was provided by Steve Grieder of Cannifest. The funding outlined by Cannifest called for the funds to be utilized for marketing. Of the \$69,000 requested, Cannifest asked that HLA provide \$25,000 in marketing services, and the rest of the \$44,000 would be provided to Cannifest for specific marketing purposes. John Porter made a motion to approve funding with the caveat that Cannifest will provide a full report after the event. The motion was seconded by Lowell Daniels. Motion approved through a roll call vote. Voting yes were Chris, Donna, Mike, John, and Lowell, with a no vote from Gary.

b) Request for funding a new HumboldtLodging.com website. The Recommended action: Discuss and vote to approve funding for the new site. Chuck presented a commitment of \$5,500. To NyZik Communications. A motion to approve was made by Lowell Daniels with a second from Donna Hufford. The motion was approved with a unanimous roll call vote.

c) Proposal from Outfront Advertising, presented by Sabrina Trammell, for 10 rotating digital billboards throughout the Bay Area for 4 weeks to run in March/April. \$10,000 investment. Recommended action: Discuss and vote to approve/disapprove funding. After discussion, the EC decided to add additional weeks and budget to extend the program to run for 10 weeks beginning March 27 through the Memorial Day weekend for \$25,000. Motion made by Lowell with a second from Lowell to invest \$25,000 with the Marketing Committee approving artwork.. Motion approved by unanimous roll call vote.

VI. Humboldt/Del Norte Film Commission midyear report. Cassandra Hesseltine, Film Commissioner, Provided an update on Film Commission activities and events in the last year. The Craftsman series 2 was filmed, Guy Fieri was here filming, a Jesse Eisenberg feature film and several other projects. Coming soon is an Indy Film project in the Spring, a studio feature film in the Fall. The Forrest Mon Festival will happen June 2-3.

VII. Director Reports- No Director Reports

VIII. Public Comment: No Public Comment

IX. Adjournment 4:20 pm.

HLA - Humboldt Lodging Alliance, Inc.

General Ledger - HLA

June 1, 2023 - June 30, 2023

Date	Reference	Payee	Description	Begin Balance	Current Amount	Period End Balance
1010 Cash-Redwood Capital Bank Checking (28165)				2,123,256.54		
06/02/23	1683	Cunningham, Malone & Morton	Cunningham, Malone & Morton		(1,937.50)	
06/02/23	1684	Nye-Zik Creative	Nye-Zik Creative		(600.00)	
06/21/23	1685	Lat 40 Collective	Lat 40 Collective		(1,000.00)	
06/26/23	1686	CAGES Publishing Inc	CAGES Publishing Inc		(1,500.00)	
06/26/23	1687	Lat 40 Collective	Lat 40 Collective		(6,250.00)	
06/26/23	1688	Outfront	Outfront		(10,000.00)	
06/26/23	1689	Outfront	Outfront		(2,500.00)	
06/27/23	2		Deposit - HumbCo North Jan-Mar 2023 (fy Q3 2023)		31,761.04	
06/27/23	2		Deposit - HumbCo East Jan-Mar 2023 (fy Q3 2023)		4,417.20	
06/27/23	2		Deposit - HumbCo South Jan-Mar 2023 (fy Q3 2023)		19,230.05	
06/27/23	2		Deposit - Arcata Jan-Mar 2023 (fy Q3 2023)		41,298.35	
06/27/23	1690	Redwood Parks Conservancy	Redwood Parks Conservancy		(5,000.00)	
06/27/23	ONLINE	The Hartford	The Hartford		(1,039.00)	
Totals for 1010					<u>66,880.14</u>	<u>2,190,136.68</u>
1020 Cash-Redwood Capital Bank Savings (12738)				2,298,260.39		
06/30/23	INT		Interest - RedCap Svgs		1,417.16	
Totals for 1020					<u>1,417.16</u>	<u>2,299,677.55</u>
1510 Office Equipment				1,146.04		
06/30/23	9.06		Re-Class Owl Labs Equip		(1,146.04)	
Totals for 1510					<u>(1,146.04)</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				(21,891.00)		
06/30/23	9.07		Record Amortization		(2,189.00)	
Totals for 1905					<u>(2,189.00)</u>	<u>(24,080.00)</u>
2015 Accounts Payable				0.00		
06/30/23	9.01		Post A/P - CMM June Svcs pd in July		(762.50)	
06/30/23	9.02		Post A/P - Lat 40 Collective Web Develop Svcs		(10,000.00)	
06/30/23	9.03		Post A/P - NyeZik Visit Humb Website Refresh + Mrktg Committee Mtgs		(2,100.00)	
06/30/23	9.04		Post A/P - Misfit 2023 Tourism Campaign-May		(43,718.22)	
06/30/23	9.05		Post A/P - Misfit 2023 Tourism Campaign April/May		(158,237.95)	
Totals for 2015					<u>(214,818.67)</u>	<u>(214,818.67)</u>
3010 Unrestricted Fund Balance				585,249.52		
06/02/23	1683	Cunningham, Malone & Morton	CM&M		(1,937.50)	
06/02/23	1684	Nye-Zik Creative	Nye-Zik Creative - Monthly Web Site Maint April & May 2023		(600.00)	
06/21/23	1685	Lat 40 Collective	Lat 40 Collective		(1,000.00)	
06/26/23	1686	CAGES Publishing Inc	Full page Color Ad 2023-24 Ferndale Souvenir Edition		(1,500.00)	
06/26/23	1687	Lat 40 Collective	Lat 40 Collective		(6,250.00)	

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General Ledger - HLA

June 1, 2023 - June 30, 2023

Date	Reference	Payee	Description	Begin Balance	Current Amount	Period End Balance
06/26/23	1688	Outfront	SF Billboard - 04/24 - 05/21/23		(10,000.00)	
06/26/23	1689	Outfront	SF Billboard - 05/22 - 05/28/23		(2,500.00)	
06/27/23	2		Deposit - HumbCo North Jan-Mar 2023 (fy Q3 2023)		31,761.04	
06/27/23	2		Deposit - HumbCo East Jan-Mar 2023 (fy Q3 2023)		4,417.20	
06/27/23	2		Deposit - HumbCo South Jan-Mar 2023 (fy Q3 2023)		19,230.05	
06/27/23	2		Deposit - Arcata Jan-Mar 2023 (fy Q3 2023)		19,230.05	
06/27/23	1690	Redwood Parks Conservancy	Prairie Creek Redwood State Park Centennial Celebration		(5,000.00)	
06/27/23	ONLINE	The Hartford	The Hartford		(1,039.00)	
06/30/23	9.01		Post A/P - CMM June Svcs pd in July		(762.50)	
06/30/23	9.02		Post A/P - Lat 40 Collective Web Develop Svcs		(10,000.00)	
06/30/23	9.03		Post A/P - NyeZik Visit Humb Website Refresh + Mrktg Committee Mtgs		(2,100.00)	
06/30/23	9.04		Post A/P - Misfit 2023 Tourism Campaign-May		(43,718.22)	
06/30/23	9.05		Post A/P - Misfit 2023 Tourism Campaign April/May		(158,237.95)	
06/30/23	9.06		Re-Class Owl Labs Equip		(1,146.04)	
06/30/23	9.07		Record Amortization		(2,189.00)	
06/30/23	INT		Interest - RedCap Svgs		1,417.16	
Totals for 3010					<u>(171,924.71)</u>	<u>413,324.81</u>
3012 Marketing Programs (30%)				(641,029.93)		
06/02/23	1684	Nye-Zik Creative	Nye-Zik Creative - Monthly Web Site Maint April & May 2023		600.00	
06/21/23	1685	Lat 40 Collective	Lat 40 Collective		1,000.00	
06/26/23	1687	Lat 40 Collective	Lat 40 Collective		6,250.00	
06/26/23	1688	Outfront	SF Billboard - 04/24 - 05/21/23		10,000.00	
06/26/23	1689	Outfront	SF Billboard - 05/22 - 05/28/23		2,500.00	
06/27/23	2		Deposit - HumbCo North Jan-Mar 2023 (fy Q3 2023)		(9,528.31)	
06/27/23	2		Deposit - HumbCo East Jan-Mar 2023 (fy Q3 2023)		(1,325.16)	
06/27/23	2		Deposit - HumbCo South Jan-Mar 2023 (fy Q3 2023)		(5,769.02)	
06/27/23	2		Deposit - Arcata Jan-Mar 2023 (fy Q3 2023)		(12,389.51)	
06/30/23	9.02		Post A/P - Lat 40 Collective Web Develop Svcs		10,000.00	
06/30/23	9.03		Post A/P - NyeZik Visit Humb Website Refresh + Mrktg Committee Mtgs		2,100.00	
06/30/23	9.05		Post A/P - Misfit 2023 Tourism Campaign April/May		158,237.95	
06/30/23	9.06		Re-Class Owl Labs Equip		1,146.04	
Totals for 3012					<u>162,821.99</u>	<u>(478,207.94)</u>
3013 Administrative Fees Funds (10%)				(538,528.91)		
06/02/23	1683	Cunningham, Malone & Morton	CM&M		1,937.50	
06/27/23	2		Deposit - HumbCo North Jan-Mar 2023 (fy Q3 2023)		(3,176.11)	
06/27/23	2		Deposit - HumbCo East Jan-Mar 2023 (fy Q3 2023)		(441.72)	
06/27/23	2		Deposit - HumbCo South Jan-Mar 2023 (fy Q3 2023)		(1,923.00)	
06/27/23	2		Deposit - Arcata Jan-Mar 2023 (fy Q3 2023)		(4,129.83)	
06/27/23	ONLINE	The Hartford	The Hartford		1,039.00	

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General Ledger - HLA

June 1, 2023 - June 30, 2023

Date	Reference	Payee	Description	Begin Balance	Current Amount	Period End Balance
06/30/23	9.01		Post A/P - CMM June Svcs pd in July		762.50	
06/30/23	9.07		Record Amortization		2,189.00	
06/30/23	INT		Interest - RedCap Svgs		(1,417.16)	
			Totals for 3013		<u>(5,159.82)</u>	<u>(543,688.73)</u>
3020	Arcata Community Fund			(920,909.95)		
06/27/23	2		Deposit - Arcata Jan-Mar 2023 (fy Q3 2023)		(24,779.01)	
			Totals for 3020		<u>(24,779.01)</u>	<u>(945,688.96)</u>
3030	Eureka Community Fund			(1,097,564.16)		
			Totals for 3030		<u>0.00</u>	<u>(1,097,564.16)</u>
3040	Ferndale Community Fund			(45,497.60)		
06/26/23	1686	CAGES Publishing Inc	Full page Color Ad 2023-24 Ferndale Souvenir Edition		1,500.00	
			Totals for 3040		<u>1,500.00</u>	<u>(43,997.60)</u>
3050	Fortuna Community Fund			(228,556.93)		
			Totals for 3050		<u>0.00</u>	<u>(228,556.93)</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			(7,791.80)		
			Totals for 3065		<u>0.00</u>	<u>(7,791.80)</u>
3070	County Community Fund - North			(415,022.96)		
06/27/23	2		Deposit - HumbCo North Jan-Mar 2023 (fy Q3 2023)		(19,056.62)	
06/27/23	1690	Redwood Parks Conservancy	Prairie Creek Redwood State Park Centennial Celebration		5,000.00	
			Totals for 3070		<u>(14,056.62)</u>	<u>(429,079.58)</u>
3071	County Community Fund - East			(56,695.93)		
06/27/23	2		Deposit - HumbCo East Jan-Mar 2023 (fy Q3 2023)		(2,650.32)	
			Totals for 3071		<u>(2,650.32)</u>	<u>(59,346.25)</u>
3072	County Community Fund - South			(450,763.81)		
06/27/23	2		Deposit - HumbCo South Jan-Mar 2023 (fy Q3 2023)		(11,538.03)	
06/30/23	9.04		Post A/P - Misfit 2023 Tourism Campaign-May		43,718.22	
			Totals for 3072		<u>32,180.19</u>	<u>(418,583.62)</u>
4010	City of Arcata			(293,287.18)		
06/27/23	2		Deposit - Arcata Jan-Mar 2023 (fy Q3 2023)		(19,230.05)	
			Totals for 4010		<u>(19,230.05)</u>	<u>(312,517.23)</u>
4020	City of Eureka			(629,819.39)		

HLA - Humboldt Lodging Alliance, Inc.

General Ledger - HLA

June 1, 2023 - June 30, 2023

Date	Reference	Payee	Description	Begin Balance	Current Amount	Period End Balance
			Totals for 4020		0.00	(629,819.39)
4030	City of Ferndale			(26,284.02)		
			Totals for 4030		0.00	(26,284.02)
4040	City of Fortuna			(151,300.17)		
			Totals for 4040		0.00	(151,300.17)
4055	City of Rio Dell			(1,329.12)		
			Totals for 4055		0.00	(1,329.12)
4060	Co of Humb-North			(166,663.85)		
06/27/23	2		Deposit - HumbCo North Jan-Mar 2023 (fy Q3 2023)		(31,761.04)	
			Totals for 4060		(31,761.04)	(198,424.89)
4061	Co of Humb-East			(23,543.06)		
06/27/23	2		Deposit - HumbCo East Jan-Mar 2023 (fy Q3 2023)		(4,417.20)	
			Totals for 4061		(4,417.20)	(27,960.26)
4062	Co of Humb-South			(217,212.49)		
06/27/23	2		Deposit - HumbCo South Jan-Mar 2023 (fy Q3 2023)		(19,230.05)	
			Totals for 4062		(19,230.05)	(236,442.54)
4070	Interest Income			(5,702.00)		
06/30/23	INT		Interest - RedCap Svgs		(1,417.16)	
			Totals for 4070		(1,417.16)	(7,119.16)
5010.13	Insurance			2,143.00		
06/27/23	ONLINE	The Hartford	The Hartford		1,039.00	
			Totals for 5010.13		1,039.00	3,182.00
5010.25	Legal Expenses			5,845.00		
			Totals for 5010.25		0.00	5,845.00
5010.31	Printing			22.86		
			Totals for 5010.31		0.00	22.86
5010.32	Postage			359.04		
			Totals for 5010.32		0.00	359.04
5010.33	Prof Fees/Acctg (CMM)			10,894.65		
06/02/23	1683	Cunningham, Malone & Morton	CM&M		1,937.50	
06/30/23	9.01		Post A/P - CMM June Svcs pd in July		762.50	
			Totals for 5010.33		2,700.00	13,594.65
5010.44	Rent Expense			946.00		
			Totals for 5010.44		0.00	946.00
5030	Marketing Expenses			691,306.21		

HLA - Humboldt Lodging Alliance, Inc.

General Ledger - HLA

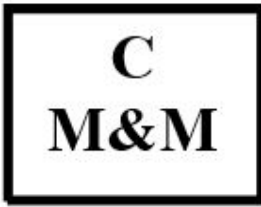
June 1, 2023 - June 30, 2023

Date	Reference	Payee	Description	Begin Balance	Current Amount	Period End Balance
06/02/23	1684	Nye-Zik Creative	Nye-Zik Creative - Monthly Web Site Maint April & May 2023		600.00	
06/21/23	1685	Lat 40 Collective	Lat 40 Collective		1,000.00	
06/26/23	1687	Lat 40 Collective	Lat 40 Collective		6,250.00	
06/26/23	1688	Outfront	SF Billboard - 04/24 - 05/21/23		10,000.00	
06/26/23	1689	Outfront	SF Billboard - 05/22 - 05/28/23		2,500.00	
06/30/23	9.02		Post A/P - Lat 40 Collective Web Develop Svcs		10,000.00	
06/30/23	9.03		Post A/P - NyeZik Visit Humb Website Refresh + Mrktg Committee Mtgs		2,100.00	
06/30/23	9.05		Post A/P - Misfit 2023 Tourism Campaign April/May		158,237.95	
06/30/23	9.06		Re-Class Owl Labs Equip		1,146.04	
			Totals for 5030		<u>191,833.99</u>	<u>883,140.20</u>
5050	Eureka			85,000.00		
			Totals for 5050		<u>0.00</u>	<u>85,000.00</u>
5060	Ferndale			19,900.00		
06/26/23	1686	CAGES Publishing Inc	Full page Color Ad 2023-24 Ferndale Souvenir Edition		1,500.00	
			Totals for 5060		<u>1,500.00</u>	<u>21,400.00</u>
5070	Fortuna			75,375.00		
			Totals for 5070		<u>0.00</u>	<u>75,375.00</u>
5090	Co of Humb-North			25,000.00		
06/27/23	1690	Redwood Parks Conservancy	Prairie Creek Redwood State Park Centennial Celebration		5,000.00	
			Totals for 5090		<u>5,000.00</u>	<u>30,000.00</u>
5092	Co of Humb-South			13,100.00		
06/30/23	9.04		Post A/P - Misfit 2023 Tourism Campaign-May		43,718.22	
			Totals for 5092		<u>43,718.22</u>	<u>56,818.22</u>
5160	Amortization Expense			0.00		
06/30/23	9.07		Record Amortization		2,189.00	
			Totals for 5160		<u>2,189.00</u>	<u>2,189.00</u>
			Report Total			<u>0.00</u>

Net Profit/(Loss)

Current Period	<u>(171,924.71)</u>
Year-to-Date	<u>413,324.81</u>

Distribution count = 92



**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

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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, 2023. 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, 2023		June 30, 2022
CURRENT ASSETS					
Cash or Cash Equivalents					
1010 - Cash-Redwood Capital Bank Checking (28165)	\$	2,190,136.68	\$	1,544,855.05	
1020 - Cash-Redwood Capital Bank Savings (12738)		<u>2,299,677.55</u>		<u>2,292,558.39</u>	
Total Cash or Cash Equivalents		<u>4,489,814.23</u>		<u>3,837,413.44</u>	
Current Assets					
Total Current Assets		<u>4,489,814.23</u>		<u>3,837,413.44</u>	
OTHER ASSETS					
1900 - Start-Up/Organizational Costs		32,837.01		32,837.01	
1905 - Less: Accumulated Amortization		<u>(24,080.00)</u>		<u>(21,891.00)</u>	
Total Other Assets		<u>8,757.01</u>		<u>10,946.01</u>	
TOTAL ASSETS	\$	<u>4,498,571.24</u>	\$	<u>3,848,359.45</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 - ACCRUAL BASIS

Liabilities and Fund Balances

	June 30, 2023	June 30, 2022
CURRENT LIABILITIES		
2015 - Accounts Payable	\$ 214,818.67	\$ 0.00
Total Current Liabilities	<u>214,818.67</u>	<u>0.00</u>
Total Liabilities	<u>214,818.67</u>	<u>0.00</u>
FUND BALANCES		
Restricted Fund Balances:		
3012 - Marketing Programs (30%)	478,207.94	879,504.32
3013 - Administrative Fees Funds (10%)	543,688.73	402,093.55
3020 - Arcata Community Fund	945,688.96	744,937.63
3030 - Eureka Community Fund	1,097,564.16	804,672.53
3040 - Ferndale Community Fund	43,997.60	49,627.20
3050 - Fortuna Community Fund	228,556.93	213,151.82
3060 - Trinidad Community Fund	31,247.00	31,247.00
3065 - Rio Dell Community Fund	7,791.80	6,994.33
3070 - County Community Fund - North	429,079.58	340,024.66
3071 - County Community Fund - East	59,346.25	42,570.09
3072 - County Community Fund - South	418,583.62	333,536.32
Total Fund Balances	<u>4,283,752.57</u>	<u>3,848,359.45</u>
TOTAL LIABILITIES AND FUND BALANCES	<u>\$ 4,498,571.24</u>	<u>\$ 3,848,359.45</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.

Humboldt Lodging Alliance, Inc.
STATEMENT OF REVENUES AND EXPENSES -- ACCRUAL BASIS
For the 12 Months Ended June 30, 2023 and 2022

	June 30, 2023	June 30, 2022
Revenues		
Assessments	\$ 1,584,077.62	\$ 1,804,283.51
Interest	<u>7,119.16</u>	<u>229.24</u>
Total Revenues	<u>1,591,196.78</u>	<u>1,804,512.75</u>
Expenses		
Administrative	26,138.55	50,147.08
Marketing	883,140.20	264,380.68
Community Projects	<u>268,593.22</u>	<u>81,651.05</u>
Total Expenses	<u>1,177,871.97</u>	<u>396,178.81</u>
Revenues Over (Under) Expenses	<u>\$ 413,324.81</u>	<u>\$ 1,408,333.94</u>

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

	Current Year's Budget	Prior Year's Actual	Variance <i>Cur Yr Bdgt - Pr Yr Actual</i>	12 Months Ended 06/30/23 Actual	Remaining Budget Amt <i>Cur Yr Bdgt - Cur Yr Actual</i>	% Actual/ Budget <i>Target 100%</i>
	FYE 06/30/23	FYE 06/30/22		FYE 06/30/23		
ASSESSMENTS						
4010 - City of Arcata	\$ 358,611.93	\$ 300,196.20	\$ 58,415.73	\$ 312,517.23	\$ 46,094.70	87.15
4020 - City of Eureka	745,771.17	745,771.17	0.00	629,819.39	115,951.78	84.45
4030 - City of Ferndale	30,175.67	30,175.67	0.00	26,284.02	3,891.65	87.10
4040 - City of Fortuna	195,509.11	195,509.11	0.00	151,300.17	44,208.94	77.39
4050 - City of Trinidad	0.00	0.00	0.00	0.00	0.00	0.00
4055 - City of Rio Dell	2,003.79	2,003.79	0.00	1,329.12	674.67	66.33
4060 - Co of Humb-North	187,756.96	234,696.20	(46,939.24)	198,424.89	(10,667.93)	105.68
4061 - Co of Humb-East	22,586.58	28,233.23	(5,646.65)	27,960.26	(5,373.68)	123.79
4062 - Co of Humb-South	214,158.51	267,698.14	(53,539.63)	236,442.54	(22,284.03)	110.41
4063 - Airbnb	0.00	0.00	0.00	0.00	0.00	0.00
Total Assessments	<u>1,756,573.72</u>	<u>1,804,283.51</u>	<u>(47,709.79)</u>	<u>1,584,077.62</u>	<u>172,496.10</u>	<u>90.18</u>
INTEREST						
4070 - Interest Income	229.24	229.24	0.00	7,119.16	(6,889.92)	3,105.55
Total Interest	<u>229.24</u>	<u>229.24</u>	<u>0.00</u>	<u>7,119.16</u>	<u>(6,889.92)</u>	<u>3,105.55</u>
OTHER INCOME						
4080 - Other Income	0.00	0.00	0.00	0.00	0.00	0.00
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>\$ 1,756,802.96</u>	<u>\$ 1,804,512.75</u>	<u>\$ (47,709.79)</u>	<u>\$ 1,591,196.78</u>	<u>\$ 165,606.18</u>	<u>90.57</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	06/27/23	41,298.35	Q3 FYE 06/30/23	Jan - Mar 2023
CITY OF EUREKA	05/17/23	100,912.69	Q3 FYE 06/30/23	Jan - Mar 2023
CITY OF FERNDALE	05/17/23	2,164.19	Q3 FYE 06/30/23	Jan - Mar 2023
CITY OF FORTUNA	05/31/23	33,355.39	Q3 FYE 06/30/23	Jan - Mar 2023
CITY OF RIO DELL	05/17/23	109.33	Q3 FYE 06/30/23	Jan - Mar 2023
CO OF HUMB-NORTH	06/27/23	31,761.04	Q3 FYE 06/30/23	Jan - Mar 2023
CO OF HUMB-EAST	06/27/23	4,417.20	Q3 FYE 06/30/23	Jan - Mar 2023
CO OF HUMB-SOUTH	06/27/23	19,230.05	Q3 FYE 06/30/23	Jan - Mar 2023

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 -- ACCRUAL BASIS

	Current Year's	Prior Year's	Variance	12 Months Ended	Remaining	% Actual/
	Budget	Actual	<i>Cur Yr Bdgt - Pr Yr Actual</i>	06/30/23	Budget Amt	Budget
	FYE 06/30/23	FYE 06/30/22		Actual	<i>Cur Yr Bdgt - Cur Yr Actual</i>	<i>Target 100%</i>
				FYE 06/30/23		
Expenses						
ADMINISTRATIVE						
5010 - Administration Fees	\$ 160,739.53	\$ 35,000.00	\$ 160,739.53	\$ 0.00	\$ 160,739.53	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	4,180.00	4,180.00	4,180.00	3,182.00	4,180.00	0.00
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	5,845.00	0.00	0.00
5010.31 - Printing	0.00	0.00	0.00	22.86	0.00	0.00
5010.32 - Postage	42.75	42.75	42.75	359.04	42.75	0.00
5010.33 - Prof Fees/Acctg (CMM)	8,523.33	8,523.33	8,523.33	13,594.65	8,523.33	0.00
5010.44 - Rent Expense	212.00	212.00	212.00	946.00	212.00	0.00
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	2,189.00	2,189.00	2,189.00	2,189.00	2,189.00	0.00
Total Administrative	<u>175,886.61</u>	<u>50,147.08</u>	<u>175,886.61</u>	<u>26,138.55</u>	<u>175,886.61</u>	<u>0.00</u>
MARKETING						
5030 - Marketing Expenses	526,972.12	264,380.68	262,591.44	883,140.20	(356,168.08)	167.59
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>526,972.12</u>	<u>264,380.68</u>	<u>262,591.44</u>	<u>883,140.20</u>	<u>(356,168.08)</u>	<u>167.59</u>
COMMUNITY PROJECTS						
5040 - Arcata	215,167.16	500.00	214,667.16	0.00	215,167.16	0.00
5050 - Eureka	447,462.70	60,000.00	387,462.70	85,000.00	362,462.70	19.00
5050.01 - Eureka - Zoo/Redwood Skywalk	0.00	0.00	0.00	0.00	0.00	0.00
5060 - Ferndale	18,105.40	3,825.00	14,280.40	21,400.00	(3,294.60)	118.20
5063 - Airbnb	0.00	0.00	0.00	0.00	0.00	0.00
5070 - Fortuna	117,305.47	(23,101.15)	140,406.62	75,375.00	41,930.47	64.26
5080 - Trinidad	0.00	5,000.00	(5,000.00)	0.00	0.00	0.00
5085 - Rio Dell	1,202.27	0.00	1,202.27	0.00	1,202.27	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	Remaining	% Actual/
	Budget	Actual	<i>Cur Yr Bdgt - Pr Yr Actual</i>	06/30/23	Budget Amt	Budget
	FYE 06/30/23	FYE 06/30/22		Actual	<i>Cur Yr Bdgt - Cur Yr Actual</i>	<i>Target 100%</i>
5090 - Co of Humb-North	112,654.18	4,841.20	107,812.98	30,000.00	82,654.18	26.63
5091 - Co of Humb-East	13,551.95	0.00	13,551.95	0.00	13,551.95	0.00
5092 - Co of Humb-South	128,495.11	30,586.00	97,909.11	56,818.22	71,676.89	44.22
5099 - 2% Reserves	0.00	0.00	0.00	0.00	0.00	0.00
Total Community Projects	<u>1,053,944.24</u>	<u>81,651.05</u>	<u>972,293.19</u>	<u>268,593.22</u>	<u>785,351.02</u>	<u>25.48</u>
Total Expenses	<u>\$ 1,756,802.97</u>	<u>\$ 396,178.81</u>	<u>\$ 1,410,771.24</u>	<u>\$ 1,177,871.97</u>	<u>\$ 605,069.55</u>	<u>67.05</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 COMMUNITY RECEIPT 2019							
ACCOUNT NUMBER	COMMUNITY	Jan - March 2019	April - June 2019	July - Sept 2019	Oct- Dec 2019	CONTRIBUTION TOTAL BY %	CONTRIBUTION TOTALS
3020	Arcata (4010)	\$52,708.11	\$81,206.36	\$100,316.21	\$42,192.09	19.06%	\$276,422.77
3030	Eureka (4020)	\$99,053.82	\$150,687.86	\$194,514.64	\$88,825.39	36.76%	\$533,081.71
3040	Ferndale (4030)	\$3,036.00	\$7,410.05	\$12,741.68	\$5,688.80	1.99%	\$28,876.53
3050	Fortuna (4040)	\$17,403.53	\$34,704.70	\$45,357.87	\$15,949.34	7.82%	\$113,415.44
3060	Trinidad (4050)	\$3,379.96	\$8,571.98	\$15,715.35	\$-	1.91%	\$27,667.29
3063	Airbnb (4063)	\$20,394.62	\$25,337.54	\$23,781.28	\$17,666.22	6.01%	\$87,179.66
3065	Rio Dell (4055)	\$473.03	\$313.26	\$151.27	\$1,276.51	0.19%	\$2,716.07
3070	County - North (4060)	\$27,063.99	\$40,266.99	\$56,373.87	\$39,964.03	11.29%	\$163,668.88
3071	County - East (4061)	\$3,093.96	\$4,296.07	\$6,212.80	\$3,624.19	1.19%	\$17,227.02
3072	County - South (4062)	\$29,084.73	\$60,823.16	\$78,424.97	\$31,489.82	13.78%	\$199,822.68
HUMBOLDT COUNTY TOTALS		\$255,691.75	\$413,617.97	\$534,091.94	\$246,676.39	100.00%	\$1,450,078.05

HLA COMMUNITY RECEIPT 2020							
ACCOUNT NUMBER	COMMUNITY	Jan - March 2020	April - June 2020	July - Sept 2020	Oct- Dec 2020	CONTRIBUTION TOTAL BY %	CONTRIBUTION TOTALS
3020	Arcata (4010)	\$26,084.66	\$52,775.29	\$85,436.56	\$53,173.58	19.66%	\$217,470.09
3030	Eureka (4020)	\$64,343.03	\$62,282.96	\$192,617.50	\$113,060.76	39.08%	\$432,304.25
3040	Ferndale (4030)	\$1,538.50	\$971.49	\$7,086.57	\$4,485.35	1.27%	\$14,081.91
3050	Fortuna (4040)	\$17,173.35	\$26,933.37	\$50,568.14	\$30,539.32	11.32%	\$125,214.18
3065	Rio Dell (4055)	\$783.38	\$248.91	\$196.80	\$437.51	0.15%	\$1,666.60
3070	County - North (4060)	\$17,082.66	\$14,838.92	\$45,391.26	\$57,597.44	12.20%	\$134,910.28
3071	County - East (4061)	\$2,226.28	\$3,756.25	\$7,525.04	\$4,061.56	1.59%	\$17,569.13
3072	County - South (4062)	\$26,244.94	\$31,824.93	\$77,684.93	\$27,266.20	14.74%	\$163,021.00
HUMBOLDT COUNTY TOTALS		\$155,476.80	\$193,632.12	\$466,506.80	\$290,621.72	100.00%	\$1,106,237.44

HLA COMMUNITY RECEIPT 2021							
ACCOUNT NUMBER	COMMUNITY	Jan - March 2021	April - June 2021	July - Sept 2021	Oct- Dec 2021	CONTRIBUTION TOTAL BY %	CONTRIBUTION TOTALS
3020	Arcata (4010)	\$50,236.95	\$94,159.57	\$134,997.92	\$71,038.71	20.65%	\$350,433.15
3030	Eureka (4020)	\$91,803.52	\$182,249.47	\$278,801.42	\$133,924.31	40.46%	\$686,778.72
3040	Ferndale (4030)	\$2,000.51	\$6,831.85	\$14,238.54	\$5,541.99	1.69%	\$28,612.89
3050	Fortuna (4040)	\$25,517.44	\$46,857.75	\$68,759.65	\$46,501.09	11.06%	\$187,635.93
3065	Rio Dell (4055)	\$299.56	\$522.90	\$896.54	\$383.35	0.12%	\$2,102.35
3070	County - North (4060)	\$30,148.44	\$45,567.63	\$63,970.67	\$37,412.02	10.43%	\$177,098.76
3071	County - East (4061)	\$6,161.38	\$5,705.15	\$7,391.37	\$4,913.77	1.42%	\$24,171.67
3072	County - South (4062)	\$38,650.74	\$63,140.97	\$93,761.78	\$44,878.45	14.17%	\$240,431.94
HUMBOLDT COUNTY TOTALS		\$244,818.54	\$445,035.29	\$662,817.89	\$344,593.69	100.00%	\$1,697,265.41

HLA COMMUNITY RECEIPT 2022							
ACCOUNT NUMBER	COMMUNITY	Jan - March 2022	April - June 2022	July - Sept 2022	Oct- Dec 2022	CONTRIBUTION TOTAL BY %	CONTRIBUTION TOTALS
3020	Arcata (4010)	\$58,415.73	\$85,580.25	\$104,004.65	\$45,286.56	18.79%	\$293,287.19
3030	Eureka (4020)	\$150,795.97	\$160,647.97	\$250,723.03	\$117,535.70	43.55%	\$679,702.67
3040	Ferndale (4030)	\$3,563.29	\$8,217.79	\$9,428.74	\$6,473.30	1.77%	\$27,683.12
3050	Fortuna (4040)	\$33,390.62	\$38,156.91	\$54,768.16	\$25,019.71	9.70%	\$151,335.40
3065	Rio Dell (4055)	\$201.00	\$431.94	\$620.43	\$167.42	0.09%	\$1,420.79
3070	County - North (4060)	\$30,632.09	\$44,279.10	\$51,296.84	\$40,455.82	10.68%	\$166,663.85
3071	County - East (4061)	\$4,102.72	\$4,852.33	\$8,325.61	\$6,262.40	1.51%	\$23,543.06
3072	County - South (4062)	\$36,922.79	\$74,367.72	\$71,920.95	\$34,001.03	13.92%	\$217,212.49
HUMBOLDT COUNTY TOTALS		\$318,024.21	\$416,534.01	\$551,088.41	\$275,201.94	100.00%	\$1,560,848.57

HLA COMMUNITY RECEIPT 2023							
ACCOUNT NUMBER	COMMUNITY	Jan - March 2023	April - June 2023	July - Sept 2023	Oct- Dec 2023	CONTRIBUTION TOTAL BY %	CONTRIBUTION TOTALS
3020	Arcata (4010)	\$41,298.35				17.71%	\$41,298.35
3030	Eureka (4020)	\$100,912.69				43.26%	\$100,912.69
3040	Ferndale (4030)	\$2,164.19				0.93%	\$2,164.19
3050	Fortuna (4040)	\$33,355.39				14.30%	\$33,355.39
3065	Rio Dell (4055)	\$109.33				0.05%	\$109.33
3070	County - North (4060)	\$31,761.04				13.62%	\$31,761.04
3071	County - East (4061)	\$4,417.20				1.89%	\$4,417.20
3072	County - South (4062)	\$19,230.05				8.24%	\$19,230.05
HUMBOLDT COUNTY TOTALS		\$233,248.24	\$-	\$-	\$-	100.00%	\$233,248.24

E49: Tirzah Walsh:
ORIG AMT REC'D VIA EMAIL = 104,004.56

F49: Tirzah Walsh:
2 deposits: wrong amt rec'd in March; corrected amt rec'd in April

F51: Tirzah Walsh:
ORIG AMT REC'D VIA EMAIL = 7,473.30

3 Yr Comparison

ACCOUNT NUMBER	COMMUNITY	2020 Calendar Year		2021 Calendar Year		2022 Calendar Year		2023 Calendar Year	
		CONTRIBUTION TOTAL BY %	CONTRIBUTION TOTALS	CONTRIBUTION TOTAL BY %	CONTRIBUTION TOTALS	CONTRIBUTION TOTAL BY %	CONTRIBUTION TOTALS	CONTRIBUTION TOTAL BY %	CONTRIBUTION TOTALS
3020	Arcata (4010)	19.66%	\$217,470.09	20.65%	\$350,433.15	18.79%	\$293,287.19	17.71%	\$41,298.35
3030	Eureka (4020)	39.08%	\$432,304.25	40.46%	\$686,778.72	43.55%	\$679,702.67	43.26%	\$100,912.69
3040	Ferrdale (4030)	1.27%	\$14,081.91	1.69%	\$28,612.89	1.77%	\$27,683.12	0.93%	\$2,164.19
3050	Fortuna (4040)	11.32%	\$125,214.18	11.06%	\$187,635.93	9.70%	\$151,335.40	14.30%	\$33,355.39
3065	Rio Dell (4055)	0.15%	\$1,666.60	0.12%	\$2,102.35	0.09%	\$1,420.79	0.05%	\$109.33
3070	County - North (4060)	12.20%	\$134,910.28	10.43%	\$177,098.76	10.68%	\$166,663.85	13.62%	\$31,761.04
3071	County - East (4061)	1.59%	\$17,569.13	1.42%	\$24,171.67	1.51%	\$23,543.06	1.89%	\$4,417.20
3072	County - South (4062)	14.74%	\$163,021.00	14.17%	\$240,431.94	13.92%	\$217,212.49	8.24%	\$19,230.05
HUMBOLDT COUNTY TOTALS		100.00%	\$1,106,237.44	100.00%	\$1,697,265.41	100.00%	\$1,560,848.57	100.00%	\$233,248.24

COMMUNITY RECEIPT 2022 vs 2023 Comparison

ACCOUNT NUMBER	COMMUNITY	CONTRIBUTION TOTAL		AMOUNT DIFFERENCE	% DIFFERENCE
		Jan - March 2022	Jan - March 2023		
3020	Arcata (4010)	\$58,415.73	\$41,298.35	\$(17,117.38)	-29.30%
3030	Eureka (4020)	\$150,795.97	\$100,912.69	\$(49,883.28)	-33.08%
3040	Ferrdale (4030)	\$3,563.29	\$2,164.19	\$(1,399.10)	-39.26%
3050	Fortuna (4040)	\$33,390.62	\$33,355.39	\$(35.23)	-0.11%
3065	Rio Dell (4055)	\$201.00	\$109.33	\$(91.67)	-45.61%
3070	County - North (4060)	\$30,632.09	\$31,761.04	\$1,128.95	3.69%
3071	County - East (4061)	\$4,102.72	\$4,417.20	\$314.48	7.67%
3072	County - South (4062)	\$36,922.79	\$19,230.05	\$(17,692.74)	-47.92%
HUMBOLDT COUNTY TOTALS		\$318,024.21	\$233,248.24	\$(84,775.97)	-26.66%

COMMUNITY RECEIPT 2022 vs 2023 Comparison

ACCOUNT NUMBER	COMMUNITY	CONTRIBUTION TOTAL		AMOUNT DIFFERENCE	% DIFFERENCE
		April - June 2022	April - June 2023		
3020	Arcata (4010)	\$85,580.25		\$(85,580.25)	-100.00%
3030	Eureka (4020)	\$160,647.97		\$(160,647.97)	-100.00%
3040	Ferrdale (4030)	\$8,217.79		\$(8,217.79)	-100.00%
3050	Fortuna (4040)	\$38,156.91		\$(38,156.91)	-100.00%
3065	Rio Dell (4055)	\$431.94		\$(431.94)	-100.00%
3070	County - North (4060)	\$44,279.10		\$(44,279.10)	-100.00%
3071	County - East (4061)	\$4,852.33		\$(4,852.33)	-100.00%
3072	County - South (4062)	\$74,367.72		\$(74,367.72)	-100.00%
HUMBOLDT COUNTY TOTALS		\$416,534.01	\$-	\$(416,534.01)	-100.00%

COMMUNITY RECEIPT 2022 vs 2023 Comparison

ACCOUNT NUMBER	COMMUNITY	CONTRIBUTION TOTAL		AMOUNT DIFFERENCE	% DIFFERENCE
		July - Sept 2022	July - Sept 2023	July - Sept 2022 vs 2023	July - Sept 2022 vs 2023
3020	Arcata (4010)	\$104,004.65		\$(104,004.65)	-100.00%
3030	Eureka (4020)	\$250,723.03		\$(250,723.03)	-100.00%
3040	Ferrdale (4030)	\$9,428.74		\$(9,428.74)	-100.00%
3050	Fortuna (4040)	\$54,768.16		\$(54,768.16)	-100.00%
3065	Rio Dell (4055)	\$620.43		\$(620.43)	-100.00%
3070	County - North (4060)	\$51,296.84		\$(51,296.84)	-100.00%
3071	County - East (4061)	\$8,325.61		\$(8,325.61)	-100.00%
3072	County - South (4062)	\$71,920.95		\$(71,920.95)	-100.00%
HUMBOLDT COUNTY TOTALS		\$551,088.41	\$-	\$(551,088.41)	-100.00%

COMMUNITY RECEIPT 2022 vs 2023 Comparison

ACCOUNT NUMBER	COMMUNITY	CONTRIBUTION TOTAL		AMOUNT DIFFERENCE Oct - Dec 2022 vs 2023	% DIFFERENCE Oct - Dec 2022 vs 2023
		Oct - Dec 2022	Oct - Dec 2023		
3020	Arcata (4010)	\$45,286.56		\$(45,286.56)	-100.00%
3030	Eureka (4020)	\$117,535.70		\$(117,535.70)	-100.00%
3040	Ferrdale (4030)	\$6,473.30		\$(6,473.30)	-100.00%
3050	Fortuna (4040)	\$25,019.71		\$(25,019.71)	-100.00%
3065	Rio Dell (4055)	\$167.42		\$(167.42)	-100.00%
3070	County - North (4060)	\$40,455.82		\$(40,455.82)	-100.00%
3071	County - East (4061)	\$6,262.40		\$(6,262.40)	-100.00%
3072	County - South (4062)	\$34,001.03		\$(34,001.03)	-100.00%
HUMBOLDT COUNTY TOTALS		\$275,201.94	\$-	\$(275,201.94)	-100.00%

Humboldt Lodging Alliance Community Tourism Projects

Early in the formation of the Humboldt County Tourism Business Improvement District the steering committee (later to become the Humboldt Lodging Alliance) determined that 25 percent of revenues from the district assessment would be made available to community businesses and organizations for projects that promote tourism in Humboldt County. The Humboldt Lodging Alliance wants to build strong community partnerships and foster countywide cooperation and innovation.

Upon reauthorization of the HCTBID in 2017, the share of revenues dedicated to community tourism projects increased to 60%.

If you have an idea for a project, event or activity that will generate overnight stays—or if you would like to seek support for something you're already doing—you are encouraged to apply to the HLA Community Tourism Fund! Applications for Community Tourism Projects will be reviewed by a subcommittee of board members representing lodgings in the applicant's jurisdiction. Please see the attached 2020-2021 HLA board list to see who those board members are.

Of critical importance to the funding of any application will be the clearly articulated benefit to hotels, RV parks and other lodgings within the applicant's jurisdiction (city or region of the county). While benefit may be delivered in numerous ways, by far the most significant benefit will be measured in the delivery of room nights. Successful applications will clearly describe the strategy and tactics for delivering room nights as well as the number of room nights projected. Benefits to non-lodging businesses or the community at large, while possibly significant, will not be considered in the application process.

When considering these fundamental application requirements, priority will be given to projects designed to increase tourism during the shoulder- and off-seasons (September through June); to applicants who clearly demonstrate their ability to successfully complete the project; to projects that will match or leverage Lodging Alliance funding with other funding sources; and to activities that can produce incremental new room nights from existing programs and organizations. The HLA board is particularly interested in proposals for new or expanded destination events, and in projects with the clear potential to become self-supporting. Interested organizations are welcome to contact HLA board members or may also call Chuck Leishman: 707-845-9933 or email: ChuckLeishmanHLA@gmail.com, Humboldt Lodging Alliance |

Community Tourism Project Application

Name of applicant: Humboldt Del Norte Film Commission Date: April 18, 2023

Contact person(s): Cassandra Hesseltine

Phone: 707-502-0018 E-mail: commissioner@hdnfc.org Website: www.hdnfc.org

Mailing address: 517 3rd St., Suite 27, Eureka, CA 95501

Title of proposed project, event or activity: Film Commission Funding

Dates or duration of proposed project: Fy July 1, 2023 - June 30, 2024

(attach additional sheet if necessary)

Amount of funding requested: \$60,000

Other funding for this project (how much and from where): Approx. \$272,000 from Humboldt County and Measure J, including smaller donations from City of Arcata, City of Eureka, Del Norte Chamber & V.B., Fortuna Chamber, and Humboldt Lodging Alliance

How will this project benefit hotels, RV parks and other lodgings in your jurisdiction, and how will you measure the benefit: It will benefit accommodations with crew/cast booking for film projects as well as film tourists, including Map of the Movies and Forest Moon Festival

How is your organization or company qualified to complete this project?

We are the appointed office

What staff members, volunteers and resources will be devoted to this project?

All staff, board member, and volunteers are devoted to the Film Commission

Has this project or idea been successfully tried elsewhere? Please provide details.

Film Commissions exist around the world.

Please mail to: P.O. Box 4911, Eureka, CA 95502

Contact: Chuck Leishman 707-845-9933 email to ChuckLeishmanhla@gmail.com

Marketing Report from Cannifest

Skunk Mag

Half page ad (2 issues), web banner until event, feature blog articles in print and online biweekly (the Journey to Cannifest' series, social media sharing, subscription to two winners, 150 magazines at event

Leaf Mag

3 full page ads (June in Cali, July in Oregon, August in Cali)
Use space- call to action sidebar, linked to socials from their site
Social media shares

Emerald Magazine

Digital marketing - sponsored article by writer
Digital click through with links
Social media reposts

Maximum Yield

3 full page ads - June July August
E-newsletter rectangular ad upper - 3 months
Digital banner - with click throughs
Social media tags and reposts

SF Gate / Green State

Hybrid activation- in negotiations-

The Highest Critic

Press release listed on site

Weedmaps

Article covering the event plus in person writer for post story follow up - negotiating their presence

Bicoastal Media

In studio interviews w/ Steve
Will drop music line up live - (hopefully this coming week)
35 30 second ads per month -
2 ads per day M-F

Lost Coast Outpost

' Advertorial' Hybrid mixture of digital ads, article and radio ads

Kym Kemp

Interview format article- in production. 'behind the scenes theme'

101 Things to Do In Humboldt

2 page spread out now

Eddy Alexander

Attached press release circulation

Cannifest Large Banners on Buildings

In Southern Humboldt on the Redwood Roots building- (coming soon) 6 x 16 feet
In Eureka on the Green Ox building on Broadway (coming son) 20 x 5 feet

Posters and Handbills

In over 100 locations of our sponsors hydroponic/dispensary shops across the US
Locally over 150 posters are up in our community
Hog Farm Hideaway - postered event and handed out handbills, repped in person
Summer Arts and Music- had a Cannifest rep there with handbills and general info at a booth
Eureka Friday Night Markets- HCGA booth will feature handbills and posters until the event

We are continuing to reach out and receive inquiries for media partners- just trying to make sure the publications align with our goals and activate as many out of towners as possible. Our organic reach with our social media @cannifest has been quite successful as well especially in Oregon and SoCal.

I think that between your efforts and ours, we will have the beds full in Humboldt!!
Music should drop this coming week along with ticket links.