

Humboldt Lodging Alliance
Regular/hybrid meeting of the HLA Executive Committee

Wednesday December 6, 2023, 1:30PM.

Attend in person at 612 G St. Ste. 101, Eureka, or join on Zoom

Join Zoom Meeting[https://us02web.zoom.us/j/89238080923?](https://us02web.zoom.us/j/89238080923?pwd=K2h6OG40QVIXUFJsQ1VZOGZOSU15UT09)
pwd=K2h6OG40QVIXUFJsQ1VZOGZOSU15UT09

Meeting ID: 892 3808 0923

Passcode: 113520

Humboldt Lodging Alliance Executive Committee

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 August 23, 2023 meeting.**

- III. **Approval/modification of the agenda for the December 6, 2023 meeting**

- IV. **Approval of financials through November 31, 2023**

V. **Report:** Matt from Misfits will give a report on the advertising /marketing campaign to date for HLA.

VI. Action items

a) Presentation from Cassandra Hesseltine, the Humboldt/Del Norte Film Commissioner for funding of a film tourism and interactive app. for the Harvest Moon Festival in June of 2024. The request is for \$20,000.

B) Humboldt Area Guide reprinting funding request. Chuck will provide an overview of the Humboldt County Area guides and a request for funding another pressrun for distribution this winter. Recommended action: discuss and vote to approve/disapprove/Modify/funding.

VII. **Director Reports.** HLA directors can weigh in on developments and or 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

Regular Hybrid meeting of the HLA Executive Committee
Wednesday, August 23, 2023 at 1pm

Minutes

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),

Directors attending via zoom from these locations:

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

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

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

Nil Patel- Holiday Inn Express- 815 W. Wabash Ave, Eureka, CA. 95501

Meeting called to order at 1:20pm

I. Approval/modification of the minutes for the July 12, 2023 meeting.

Motion to approve, Donna Hufford, Mike Caldwell second, unanimous approval through voice roll call.

II. Approval of Agenda for the August 23, 2023 meeting

Motion to approve, Mike Caldwell with a second from Donna Hufford. Unanimous approval through unanimous voice roll call

III. Approval of Financials through July 31, 2023

Motion to approve, Mike Caldwell with a second from Donna Hufford. Unanimous approval through unanimous voice roll call.

IV. Action items

- a) Report on refresh of the visithumboldt.com website and approval for the site to go live

Mike Caldwell congratulated the efforts of the Website Committee and introduced Joey Nizuk from Nizuk Communications, the visithumboldt.com website administrator. Joey took the group through the various sections of the website and all the new features of the site. Mike mentioned the website committee will remain involved ongoing to facilitate communication.

Motion to approve the site refresh: Lowell Daniels, second from Donna Hufford. Unanimous approval through a voice roll call.

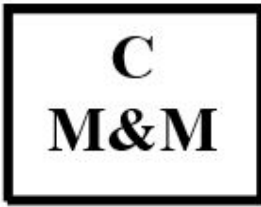
V. Discussion items

- a) Cannifest update: Chuck reported that the media campaign from Misfit began on August 4, and early results were 1.2 million impressions and appx. 2,000 visitors in first two weeks. In addition, Cannifest has utilized marketing funds to advertise on many high profile Cannabis sites and publications.
- b) Discussion on HLA bank interest on funds. Chuck explained that an agreement was reached on an interest rate of 4.25 percent from Redwood Capital Bank on a new account. Chris mentioned that through negotiations, the HLA checking account is also earning 4%. Mike affirmed that the money is liquid and accessible at any time for any reason. Chris confirmed that this was the case.
- c) Matt from Misfit gave an update on HLA marketing. Matt mentioned that the campaign is constantly changing based on response, and provided the latest .30 second videos of the campaign. He mentioned the five campaign buckets, paid search, paid social media, digital display ads, television and organic social media all performing over benchmark. Matt mentioned that from March through May, when the campaign is running there are 42,000 unique visitors a month. When campaign drops off, the visits are 12,000 a month.

VI. Director Reports No director reports.

VII. Public Comment No public comment

VIII. Meeting adjourned at 1:53pm



**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
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cmmtax@cmmtax.com
www.cmmtax.com

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 November 30, 2023.

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	
	November 30, 2023	November 30, 2022
CURRENT ASSETS		
Cash or Cash Equivalents		
1010 - Cash-Redwood Capital Bank Checking (28165)	\$ 136,501.06	\$ 1,575,292.28
1020 - Cash-Redwood Capital Bank Savings (12738)	0.00	2,293,135.70
1025 - Cash-RedCap ICS Accts	<u>4,376,053.69</u>	<u>0.00</u>
Total Cash or Cash Equivalents	<u>4,512,554.75</u>	<u>3,868,427.98</u>
Property and Equipment		
Total Current Assets	<u>4,512,554.75</u>	<u>3,868,427.98</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><u>\$ 4,521,311.76</u></u>	<u><u>\$ 3,879,373.99</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

November 30, 2023

November 30, 2022

FUND BALANCES

Restricted Fund Balances:

3012 - Marketing Programs (30%)	513,883.02	614,099.74
3013 - Administrative Fees Funds (10%)	609,132.70	456,182.88
3020 - Arcata Community Fund	988,247.63	831,335.22
3030 - Eureka Community Fund	1,167,527.77	876,061.31
3040 - Ferndale Community Fund	43,053.99	47,315.11
3050 - Fortuna Community Fund	251,365.98	200,906.87
3060 - Trinidad Community Fund	31,247.00	31,247.00
3065 - Rio Dell Community Fund	7,965.21	7,625.75
3070 - County Community Fund - North	422,142.09	372,471.37
3071 - County Community Fund - East	62,076.25	47,943.12
3072 - County Community Fund - South	424,670.12	394,185.62

Total Fund Balances

4,521,311.76

3,879,373.99

TOTAL LIABILITIES AND FUND BALANCES

\$ 4,521,311.76

\$ 3,879,373.99

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:

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Humboldt Lodging Alliance, Inc.
STATEMENT OF REVENUES AND EXPENSES -- MODIFIED CASH BASIS
For the 5 Months Ended November 30, 2023 and 2022

	November 30, 2023	November 30, 2022
Revenues		
Assessments	\$ 380,733.58	\$ 611,424.66
Interest	<u>61,296.36</u>	<u>577.31</u>
Total Revenues	<u>442,029.94</u>	<u>612,001.97</u>
Expenses		
Administrative	33,625.75	7,630.44
Marketing	78,845.00	448,832.00
Community Projects	<u>92,000.00</u>	<u>124,525.00</u>
Total Expenses	<u>204,470.75</u>	<u>580,987.44</u>
Revenues Over (Under) Expenses	<u>\$ 237,559.19</u>	<u>\$ 31,014.53</u>

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>	5 Months Ended 11/30/23 Actual	Remaining Budget Amt <i>Cur Yr Bdgt - Cur Yr Actual</i>	% Actual/ Budget <i>Target 41.67%</i>
	FYE 06/30/24	FYE 06/30/23		FYE 06/30/24		
ASSESSMENTS						
4010 - City of Arcata	\$ 250,013.78	\$ 312,517.23	\$ (62,503.45)	\$ 70,931.12	\$ 179,082.66	28.37
4020 - City of Eureka	629,819.39	629,819.39	0.00	158,272.69	471,546.70	25.13
4030 - City of Ferndale	26,284.02	26,284.02	0.00	15,093.98	11,190.04	57.43
4040 - City of Fortuna	151,300.17	151,300.17	0.00	38,015.09	113,285.08	25.13
4050 - City of Trinidad	0.00	0.00	0.00	0.00	0.00	0.00
4055 - City of Rio Dell	1,329.12	1,329.12	0.00	289.01	1,040.11	21.74
4060 - Co of Humb-North	158,739.91	198,424.89	(39,684.98)	45,937.52	112,802.39	28.94
4061 - Co of Humb-East	22,368.21	27,960.26	(5,592.05)	4,550.00	17,818.21	20.34
4062 - Co of Humb-South	189,154.03	236,442.54	(47,288.51)	47,644.17	141,509.86	25.19
4063 - Airbnb	0.00	0.00	0.00	0.00	0.00	0.00
Total Assessments	<u>1,429,008.63</u>	<u>1,584,077.62</u>	<u>(155,068.99)</u>	<u>380,733.58</u>	<u>1,048,275.05</u>	<u>26.64</u>
INTEREST						
4070 - Interest Income	7,119.16	7,119.16	0.00	61,296.36	(54,177.20)	861.01
Total Interest	<u>7,119.16</u>	<u>7,119.16</u>	<u>0.00</u>	<u>61,296.36</u>	<u>(54,177.20)</u>	<u>861.01</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>\$ 1,436,127.79</u>	<u>\$ 1,591,196.78</u>	<u>\$ (155,068.99)</u>	<u>\$ 442,029.94</u>	<u>\$ 994,097.85</u>	<u>30.78</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	09/01/23	70,931.12	Q4 FYE 06/30/23	Apr - Jun 2023
CITY OF EUREKA	08/16/23	158,272.69	Q4 FYE 06/30/23	Apr - Jun 2023
CITY OF FERNDALE	11/27/23	11,297.28	Q1 FYE 06/30/24	Jul - Sep 2024
CITY OF FORTUNA	09/01/23	38,015.09	Q4 FYE 06/30/23	Apr - Jun 2023
CITY OF RIO DELL	10/18/23	289.01	Q4 FYE 06/30/23	Apr - Jun 2023
CO OF HUMB-NORTH	10/18/23	45,937.52	Q4 FYE 06/30/23	Apr - Jun 2023
CO OF HUMB-EAST	10/18/23	4,550.00	Q4 FYE 06/30/23	Apr - Jun 2023
CO OF HUMB-SOUTH	10/18/23	47,644.17	Q4 FYE 06/30/23	Apr - Jun 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).

This Statement Prepared Without Audit By:
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Humboldt Lodging Alliance, Inc.
SUPPLEMENTARY INFORMATION
SCHEDULE OF EXPENSES -- MODIFIED CASH BASIS

	Current Year's Budget FYE 06/30/24	Prior Year's Actual FYE 06/30/23	Variance <i>Cur Yr Bdgt - Pr Yr Actual</i>	5 Months Ended 11/30/23 Actual FYE 06/30/24	Remaining Budget Amt <i>Cur Yr Bdgt - Cur Yr Actual</i>	% Actual/ Budget <i>Target 41.67%</i>
Expenses						
ADMINISTRATIVE						
5010 - Administration Fees	\$ 123,881.47	\$ 0.00	\$ 123,881.47	\$ 29,094.75	\$ 94,786.72	23.49
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	25.00	(25.00)	0.00
5010.13 - Insurance	3,182.00	3,182.00	0.00	2,150.00	1,032.00	67.57
5010.20 - Member Events	0.00	0.00	0.00	0.00	0.00	0.00
5010.25 - Legal Expenses	5,845.00	5,845.00	0.00	0.00	5,845.00	0.00
5010.31 - Printing	22.86	22.86	0.00	0.00	22.86	0.00
5010.32 - Postage	359.04	359.04	0.00	0.00	359.04	0.00
5010.33 - Prof Fees/Acctg (CMM)	13,594.65	13,594.65	0.00	2,356.00	11,238.65	17.33
5010.44 - Rent Expense	946.00	946.00	0.00	0.00	946.00	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	0.00	0.00	2,189.00	0.00
Total Administrative	<u>150,020.02</u>	<u>26,138.55</u>	<u>123,881.47</u>	<u>33,625.75</u>	<u>116,394.27</u>	<u>22.41</u>
MARKETING						
5030 - Marketing Expenses	428,702.59	883,140.20	(454,437.61)	78,845.00	349,857.59	18.39
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>428,702.59</u>	<u>883,140.20</u>	<u>(454,437.61)</u>	<u>78,845.00</u>	<u>349,857.59</u>	<u>18.39</u>
COMMUNITY PROJECTS						
5040 - Arcata	150,008.27	0.00	150,008.27	0.00	150,008.27	0.00
5050 - Eureka	377,891.63	85,000.00	292,891.63	25,000.00	352,891.63	6.62
5050.01 - Eureka - Zoo/Redwood Skywalk	0.00	0.00	0.00	0.00	0.00	0.00
5060 - Ferndale	15,770.41	21,400.00	(5,629.59)	10,000.00	5,770.41	63.41
5063 - Airbnb	0.00	0.00	0.00	0.00	0.00	0.00
5070 - Fortuna	90,780.10	75,375.00	15,405.10	0.00	90,780.10	0.00
5080 - Trinidad	0.00	0.00	0.00	0.00	0.00	0.00
5085 - Rio Dell	797.47	0.00	797.47	0.00	797.47	0.00

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

	Current Year's Budget	Prior Year's Actual	Variance <i>Cur Yr Bdgt - Pr Yr Actual</i>	5 Months Ended 11/30/23 Actual	Remaining Budget Amt <i>Cur Yr Bdgt - Cur Yr Actual</i>	% Actual/ Budget <i>Target 41.67%</i>
	FYE 06/30/24	FYE 06/30/23		FYE 06/30/24		
5090 - Co of Humb-North	95,243.95	30,000.00	65,243.95	34,500.00	60,743.95	36.22
5091 - Co of Humb-East	13,420.92	0.00	13,420.92	0.00	13,420.92	0.00
5092 - Co of Humb-South	113,492.42	56,818.22	56,674.20	22,500.00	90,992.42	19.83
5099 - 2% Reserves	<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 Community Projects	<u>857,405.17</u>	<u>268,593.22</u>	<u>588,811.95</u>	<u>92,000.00</u>	<u>765,405.17</u>	<u>10.73</u>
Total Expenses	<u>\$ 1,436,127.78</u>	<u>\$ 1,177,871.97</u>	<u>\$ 258,255.81</u>	<u>\$ 204,470.75</u>	<u>\$ 1,231,657.03</u>	<u>14.24</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

November 1, 2023 - November 30, 2023

Date	Reference	Payee	Description	Begin Balance	Current Amount	Period End Balance
1010 Cash-Redwood Capital Bank Checking (28165)				470,037.21		
11/07/23	TFR		Transfer from RedCap Chkg to ICS		(325,000.00)	
11/10/23	1725	Cunningham, Malone & Morton	Cunningham, Malone & Morton		(1,181.00)	
11/10/23	1726	Greater Trinidad Chamber of Commerce	Greater Trinidad Chamber of Commerce		(10,000.00)	
11/10/23	1727	Redwood Parks Conservancy	Redwood Parks Conservancy		(5,000.00)	
11/14/23	1720	Humb Cnty Convention & Visitors Bur	Humb Cnty Convention & Visitors Bur		19,500.00	
11/14/23	1728	Humb Cnty Convention & Visitors Bur	Humb Cnty Convention & Visitors Bur		(19,500.00)	
11/14/23	FEE	Stop Pmt Fee	Stop Pmt Fee		(25.00)	
11/15/23	1729	Nye-Zik Creative	Nye-Zik Creative		(300.00)	
11/15/23	1730	Lat 40 Collective	Lat 40 Collective		(4,094.75)	
11/27/23	2		Deposit - Ferndale Q1 FYE 06/30/24; for Jul - Sept 2023		11,297.28	
11/30/23	INT		Interest - RedCap Chkg		767.32	
			Totals for 1010		<u>(333,536.15)</u>	<u>136,501.06</u>
1025 Cash-RedCap ICS Accts				4,036,022.02		
11/07/23	TFR		Transfer from RedCap Chkg to ICS		325,000.00	
11/30/23	INT		Interest - RedCap ICS Accts		15,031.67	
			Totals for 1025		<u>340,031.67</u>	<u>4,376,053.69</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				(24,080.00)		
			Totals for 1905		<u>0.00</u>	<u>(24,080.00)</u>
3010 Unrestricted Fund Balance				231,063.67		
11/10/23	1725	Cunningham, Malone & Morton	CM&M		(1,181.00)	
11/10/23	1726	Greater Trinidad Chamber of Commerce	Trinidad Chamb Comm-58th Annual		(10,000.00)	
11/10/23	1727	Redwood Parks Conservancy	Trinidad to Clam Beach Run		(5,000.00)	
11/14/23	1720	Humb Cnty Convention & Visitors Bur	Redwood Parks Assoc- Candlelight Walk		(5,000.00)	
11/14/23	1728	Humb Cnty Convention & Visitors Bur	Humb Cnty Convention & Visitors Bur		19,500.00	
11/14/23	1728	Humb Cnty Convention & Visitors Bur	Humb Cnty Convention & Visitors Bur		(19,500.00)	
11/14/23	FEE	Stop Pmt Fee	Stop Pmt Fee		(25.00)	
11/15/23	1729	Nye-Zik Creative	Extended Monthly Website Maint		(300.00)	
11/15/23	1730	Lat 40 Collective	Photography, web development		(4,094.75)	
11/27/23	2		Deposit - Ferndale Q1 FYE 06/30/24; for Jul - Sept 2023		11,297.28	
11/30/23	INT		Interest - RedCap Chkg		767.32	
11/30/23	INT		Interest - RedCap ICS Accts		15,031.67	
			Totals for 3010		<u>6,495.52</u>	<u>237,559.19</u>
3012 Marketing Programs (30%)				(510,793.84)		
11/15/23	1729	Nye-Zik Creative	Extended Monthly Website Maint		300.00	
11/27/23	2		Deposit - Ferndale Q1 FYE 06/30/24; for Jul - Sept 2023		(3,389.18)	
			Totals for 3012		<u>(3,089.18)</u>	<u>(513,883.02)</u>

HLA - Humboldt Lodging Alliance, Inc.

General Ledger - HLA

November 1, 2023 - November 30, 2023

Date	Reference	Payee	Description	Begin Balance	Current Amount	Period End Balance
3013 Administrative Fees Funds (10%)				(597,504.73)		
11/10/23	1725	Cunningham, Malone & Morton	CM&M		1,181.00	
11/14/23	FEE	Stop Pmt Fee	Stop Pmt Fee		25.00	
11/15/23	1730	Lat 40 Collective	Photography, web development		4,094.75	
11/27/23	2		Deposit - Ferndale Q1 FYE 06/30/24; for Jul - Sept 2023		(1,129.73)	
11/30/23	INT		Interest - RedCap Chkg		(767.32)	
11/30/23	INT		Interest - RedCap ICS Accts		(15,031.67)	
Totals for 3013					<u>(11,627.97)</u>	<u>(609,132.70)</u>
3020 Arcata Community Fund				(988,247.63)		
Totals for 3020					<u>0.00</u>	<u>(988,247.63)</u>
3030 Eureka Community Fund				(1,167,527.77)		
Totals for 3030					<u>0.00</u>	<u>(1,167,527.77)</u>
3040 Ferndale Community Fund				(36,275.62)		
11/27/23	2		Deposit - Ferndale Q1 FYE 06/30/24; for Jul - Sept 2023		(6,778.37)	
Totals for 3040					<u>(6,778.37)</u>	<u>(43,053.99)</u>
3050 Fortuna Community Fund				(251,365.98)		
Totals for 3050					<u>0.00</u>	<u>(251,365.98)</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				(7,965.21)		
Totals for 3065					<u>0.00</u>	<u>(7,965.21)</u>
3070 County Community Fund - North				(437,142.09)		
11/10/23	1726	Greater Trinidad Chamber of Commerce	Trinidad Chamb Comm-58th Annual Trinidad to Clam Beach Run		10,000.00	
11/10/23	1727	Redwood Parks Conservancy	Redwood Parks Assoc- Candlelight Walk		5,000.00	
11/14/23	1720	Humb Cnty Convention & Visitors Bur	Humb Cnty Convention & Visitors Bur		(19,500.00)	
11/14/23	1728	Humb Cnty Convention & Visitors Bur	Humb Cnty Convention & Visitors Bur		19,500.00	
Totals for 3070					<u>15,000.00</u>	<u>(422,142.09)</u>
3071 County Community Fund - East				(62,076.25)		
Totals for 3071					<u>0.00</u>	<u>(62,076.25)</u>
3072 County Community Fund - South				(424,670.12)		
Totals for 3072					<u>0.00</u>	<u>(424,670.12)</u>
4010 City of Arcata				(70,931.12)		
Totals for 4010					<u>0.00</u>	<u>(70,931.12)</u>

HLA - Humboldt Lodging Alliance, Inc.

General Ledger - HLA

November 1, 2023 - November 30, 2023

Date	Reference	Payee	Description	Begin Balance	Current Amount	Period End Balance
4020	City of Eureka			(158,272.69)		
			Totals for 4020		<u>0.00</u>	<u>(158,272.69)</u>
4030	City of Ferndale			(3,796.70)		
11/27/23	2		Deposit - Ferndale Q1 FYE 06/30/24; for Jul - Sept 2023		<u>(11,297.28)</u>	
			Totals for 4030		<u>(11,297.28)</u>	<u>(15,093.98)</u>
4040	City of Fortuna			(38,015.09)		
			Totals for 4040		<u>0.00</u>	<u>(38,015.09)</u>
4055	City of Rio Dell			(289.01)		
			Totals for 4055		<u>0.00</u>	<u>(289.01)</u>
4060	Co of Humb-North			(45,937.52)		
			Totals for 4060		<u>0.00</u>	<u>(45,937.52)</u>
4061	Co of Humb-East			(4,550.00)		
			Totals for 4061		<u>0.00</u>	<u>(4,550.00)</u>
4062	Co of Humb-South			(47,644.17)		
			Totals for 4062		<u>0.00</u>	<u>(47,644.17)</u>
4070	Interest Income			(45,497.37)		
11/30/23	INT		Interest - RedCap Chkg		<u>(767.32)</u>	
11/30/23	INT		Interest - RedCap ICS Accts		<u>(15,031.67)</u>	
			Totals for 4070		<u>(15,798.99)</u>	<u>(61,296.36)</u>
5010	Administration Fees			25,000.00		
11/15/23	1730	Lat 40 Collective	Photography, web development		<u>4,094.75</u>	
			Totals for 5010		<u>4,094.75</u>	<u>29,094.75</u>
5010.02	Bank Charges			0.00		
11/14/23	FEE	Stop Pmt Fee	Stop Pmt Fee		<u>25.00</u>	
			Totals for 5010.02		<u>25.00</u>	<u>25.00</u>
5010.13	Insurance			2,150.00		
			Totals for 5010.13		<u>0.00</u>	<u>2,150.00</u>
5010.33	Prof Fees/Acctg (CMM)			1,175.00		
11/10/23	1725	Cunningham, Malone & Morton			<u>1,181.00</u>	
			Totals for 5010.33		<u>1,181.00</u>	<u>2,356.00</u>
5030	Marketing Expenses			78,545.00		
11/15/23	1729	Nye-Zik Creative	Extended Monthly Website Maint		<u>300.00</u>	
			Totals for 5030		<u>300.00</u>	<u>78,845.00</u>
5050	Eureka			25,000.00		
			Totals for 5050		<u>0.00</u>	<u>25,000.00</u>

HLA - Humboldt Lodging Alliance, Inc.

General Ledger - HLA

November 1, 2023 - November 30, 2023

Date	Reference	Payee	Description	Begin Balance	Current Amount	Period End Balance
5060	Ferndale			10,000. 00		
			Totals for 5060		<u>0.00</u>	<u>10,000.00</u>
5090	Co of Humb-North			19,500. 00		
11/10/23	1726	Greater Trinidad Chamber of Commerce	Trinidad Chamb Comm-58th Annual Trinidad to Clam Beach Run		10,000.00	
11/10/23	1727	Redwood Parks Conservancy	Redwood Parks Assoc- Candlelight Walk		5,000.00	
11/14/23	1720	Humb Cnty Convention & Visitors Bur	Humb Cnty Convention & Visitors Bur		(19,500.00)	
11/14/23	1728	Humb Cnty Convention & Visitors Bur	HCCVB		<u>19,500.00</u>	
			Totals for 5090		<u>15,000.00</u>	<u>34,500.00</u>
5092	Co of Humb-South			22,500. 00		
			Totals for 5092		<u>0.00</u>	<u>22,500.00</u>
			Report Total			<u><u>0.00</u></u>
Net Profit/(Loss)						
Current Period		<u>6,495.52</u>				
Year-to-Date		<u>237,559.19</u>				

Distribution count = 48

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	\$15,715.35	\$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	\$70,931.12			18.28%	\$112,229.47
3030	Eureka (4020)	\$100,912.69	\$158,272.69			42.21%	\$259,185.38
3040	Ferndale (4030)	\$2,164.19	\$3,796.70	\$11,297.28		2.81%	\$17,258.17
3050	Fortuna (4040)	\$33,355.39	\$38,015.09			11.62%	\$71,370.48
3065	Rio Dell (4055)	\$109.33	\$289.01			0.06%	\$398.34
3070	County - North (4060)	\$31,761.04	\$45,937.52			12.65%	\$77,698.56
3071	County - East (4061)	\$4,417.20	\$4,550.00			1.46%	\$8,967.20
3072	County - South (4062)	\$19,230.05	\$47,644.17			10.89%	\$66,874.22
HUMBOLDT COUNTY TOTALS		\$233,248.24	\$369,436.30	\$11,297.28	\$-	100.00%	\$613,981.82

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	18.28%	\$112,229.47
3030	Eureka (4020)	39.08%	\$432,304.25	40.46%	\$686,778.72	43.55%	\$679,702.67	42.21%	\$259,185.38
3040	Ferrdale (4030)	1.27%	\$14,081.91	1.69%	\$28,612.89	1.77%	\$27,683.12	2.81%	\$17,258.17
3050	Fortuna (4040)	11.32%	\$125,214.18	11.06%	\$187,635.93	9.70%	\$151,335.40	11.62%	\$71,370.48
3065	Rio Dell (4055)	0.15%	\$1,666.60	0.12%	\$2,102.35	0.09%	\$1,420.79	0.06%	\$398.34
3070	County - North (4060)	12.20%	\$134,910.28	10.43%	\$177,098.76	10.68%	\$166,663.85	12.65%	\$77,698.56
3071	County - East (4061)	1.59%	\$17,569.13	1.42%	\$24,171.67	1.51%	\$23,543.06	1.46%	\$8,967.20
3072	County - South (4062)	14.74%	\$163,021.00	14.17%	\$240,431.94	13.92%	\$217,212.49	10.89%	\$66,874.22
HUMBOLDT COUNTY TOTALS		100.00%	\$1,106,237.44	100.00%	\$1,697,265.41	100.00%	\$1,560,848.57	100.00%	\$613,981.82

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	April - June 2022 vs 2023	April - June 2022 vs 2023
3020	Arcata (4010)	\$85,580.25	\$70,931.12	\$(14,649.13)	-17.12%
3030	Eureka (4020)	\$160,647.97	\$158,272.69	\$(2,375.28)	-1.48%
3040	Ferrdale (4030)	\$8,217.79	\$3,796.70	\$(4,421.09)	-53.80%
3050	Fortuna (4040)	\$38,156.91	\$38,015.09	\$(141.82)	-0.37%
3065	Rio Dell (4055)	\$431.94	\$289.01	\$(142.93)	-33.09%
3070	County - North (4060)	\$44,279.10	\$45,937.52	\$1,658.42	3.75%
3071	County - East (4061)	\$4,852.33	\$4,550.00	\$(302.33)	-6.23%
3072	County - South (4062)	\$74,367.72	\$47,644.17	\$(26,723.55)	-35.93%
HUMBOLDT COUNTY TOTALS		\$416,534.01	\$369,436.30	\$(47,097.71)	-11.31%

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	\$11,297.28	\$1,868.54	19.82%
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	\$11,297.28	\$(539,791.13)	-97.95%

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%



Wednesday, November 8, 2023

Quote Number: 119530 - 10

Page 1 of 3

HUMBOLDT LODGING ALLIANCE, INC.
PO BOX 4911
EUREKA CA 95502
UNITED STATES

Quote Date: 11/8/23

Quote Number: 119530 - 10

Salesperson: James VanNess

We are pleased to submit the following quote as requested, based on the specifications below:

Title: Humboldt Guides (12 versions)
Size: 8.5 x 11"
Page Count: 2pg brochure
Text: 4cp/4cp on 60# Willamette Falls Offset
Prepress: Customer file submission in Web Approval
Proofs: Web proofs only (color produced to GRACoL standard)
Bindery: Trim to size and letter fold to 8.5 x 3 11/16"
Versioning: 1 @ 6,000, 1 @ 5,000, 4 @ 4,000, 4 @ 3,000 & 2 @ 2,000
Packaging: Bulk pack in 9" jr cartons by version
FOB: JG dock

PLEASE NOTE:

- Estimate is based on printing versions in multiple-up combination forms. Changes of individual quantities within the total estimated quantity may require a revised estimate.
- Estimate includes manufacturing price increases effective January 1, 2023.
- Please check with your JG Sales representative for stock availability.
- Estimate valid through December 31, 2023, exclusive of material price changes.

Quantity	43,000
Price	5,109.00
Price per M	118.81
Add'l M's	47.28
Less M's	37.82

Note: Because of variations in manufacturing, quantities may vary by the following percentages:
0-10m +/-5% 10m-50m +/-3% 50m-100m +/-2.5% 100m +/-2% Final invoice price will reflect quantity shipped.
The price for paper included in this estimate is based on current market price. It is subject to availability and will be adjusted to reflect prices at the time of production including any subsequent price increases enacted by the mill up to commencement of print production.

We accept the quote presented on pages 1 and 2 and the terms on page 3. We authorize Journal Graphics to proceed with the order identified in this Quote.

A 2.5% fee will be charged by a third party to process all credit card payments.

Journal Graphics will collect sales tax where applicable. Please check only one of the following options:

I will supply Reseller Certificate(s) by state Please charge applicable tax

Accepted by: _____ Date: _____

Quantity & Page count: _____ Files in date: _____ Requested delivery date: _____



2840 NW 35th Ave.
Portland, OR 97210
503.790.9100
Fax: 503.790.9043

Quote Number: 119530 - 10

Page 2 of 3

Shipping costs are approximate, for estimating purposes only. Actual price will be based on carrier rate at time of shipment.

Shipping costs are the sole responsibility of customer. Title to the products identified in this Quote transfers to customer FOB Journal Graphics offices in Portland, Oregon, and will be separately set forth on the Invoice.

Thank you for the opportunity to submit this quote.

* Journal Graphics Digital Publishing (online) Magazines available at \$7.00 per page.

* Specialized distribution will be an additional charge.

* Contract color proofs are required at press for customer press checks, either supplied by customer, or output by Journal Graphics at customer's expense.

* Final pricing is subject to review upon receipt of actual job.

Our quote is based on the specifications as listed on pages 1 and 2 of this quote and is subject to the terms and conditions as listed on page 3. Quoted prices reflect current cost of labor, paper and materials and are subject to change.

Quotes are valid for 30 days from quote date.

Additional comments: If you have any questions or need additional information, please feel free to call your Journal Graphics sales representative at 503-790-9100. Thank you for the opportunity to serve you.

Sincerely,

James VanNess, Sales Representative.

Journal Graphics, Inc.

TERMS AND CONDITIONS OF AGREEMENT

Between Journal Graphics and Customer for Printing Services

1. All quotations are based upon regular hourly rates of wages and cost of material prevailing at date of quotation and are subject to amendment or withdrawal at any time prior to execution and delivery of this Agreement by Journal Graphics and Customer.

2. Orders will not be considered final until credit has been approved by Journal Graphics. After an order is entered, no cancellation will be allowed without adequate compensation for any loss incurred by Journal Graphics.

3. Proposals are only for work according to the original specifications. Additional work done or time consumed by reason of author's alteration of copy or proofs, changes made in work or materials, holding of presses and other delays caused by the Customer will be charged for at current rates.

4. Standing electronic files and artwork will not be held after completion of the order except by special agreement. Journal Graphics will not be liable for loss or damage to any of this material if stored.

5. All prices exclude taxes. Customer is responsible for payment of all taxes related to the sale of finished goods to Customer.

6. All finished goods belonging to Customer will be handled and stored only at Customer's risk and such handling and storage charged for at current rates.

7. Alterations, or similar work required on materials which are furnished by the Customer including, but not limited to, art and electronic files shall be billed at current prices. Additional cost due to delays or impaired production on account of improper quality of Customer-furnished materials, including but not limited to paper, will be charged to the Customer.

8. A proof sheet or sheets, such as Lasers, shall be submitted with the original files. Corrections will be noted on the proof by the Customer and returned marked "OK" or "OK" with corrections and signed or initialed by a duly authorized individual. Requests for revised files or additional proofs must be made when a proof is returned to Journal Graphics. Customer will be charged for all revised or additional proofs. Journal Graphics is not responsible for errors if work is printed as per Customer's "OK."

9. A pre-press digital color proof will be shown on process color jobs. A reasonable variation between color proofs and the completed job shall constitute acceptable performance by Journal Graphics because of the difference in equipment and conditions between the color proofing and production. Presses standing awaiting "OK" of Customer will be charged at current rates for the time consumed.

10. Production schedules will be established and adhered to by Customer and Journal Graphics, provided that neither shall incur any liability or penalty for delays due to state of war, riot, civil disorder, fire, strikes, accidents, energy failure or shortage, action of Government or civil authority and Acts of God or other causes beyond the control of Customer or Journal Graphics.

11. UV coating-Semi matte and rough UV coatings have a texture variation in laydown and feel from print to print due to fluctuation in our manufacturers' materials

ingredients. Consequently Journal Graphics cannot be liable for this variation and will not be financially responsible for any special, incidental, or consequential damages, including lost sales and profits.

12. Over-runs or under-runs may not exceed $\pm 3\%$ of the quantities ordered. An appropriate charge or credit shall be made for the amount over or under.

13. All proposals are based on immediate delivery of the order when completed or upon immediate delivery of completed units of the order, as may be most convenient to Journal Graphics. An additional charge will be made for special packaging and handling.

14. Payment terms are cash with files, unless credit terms have been established with Journal Graphics. Standard credit terms are net 30 days from date of invoice upon approval of credit. Journal Graphics will charge Customer interest on past due accounts at 1 1/2% per month (18% annual rate) or the maximum legal rate, whichever is less, on past due balances. If any event or circumstance occurs that Journal Graphics in good faith believes may impair Customer's creditworthiness or ability to pay, Journal Graphics may: cancel any order or work in process not yet delivered to Customer; refuse to make further shipments; require payment of any or all outstanding Customer accounts receivable; decrease, cancel, or limit Customer's credit terms; or require payment in advance for further orders, in addition to any other available remedies.

15. All claims or complaints including but not limited to quality concerns and /or request for error credit regarding publication, must be made in writing to Journal Graphics within 10 days of delivery of the order. Should a credit be awarded to Customer, it will be based on the printing production cost.

16. Journal Graphics will follow any reasonable shipping instructions of Customer. Unless otherwise specified, delivery is F.O.B. Journal Graphic's dock.

17. Customer acknowledges and agrees that it is solely responsible for any and all content it provides to Journal Graphics to be printed under this Agreement, including but not limited to written materials, photographs, and any other content or materials ("Content"). Under no circumstances will Journal Graphics be liable in any way for Content provided by Customer or for the printing of such Content. Customer represents and warrants that the Content does not violate or infringe any copyright, trademark, patent or other intellectual or other proprietary right of any third party or contain any obscene or libelous material or that would otherwise violate any law or regulation.

18. Customer will defend, indemnify and hold harmless Journal Graphics, its officers, directors, employees and agents from any claim, demand, loss, damage, liability or expense, including attorney fees and costs, however incurred, including those incurred at trial, arbitration, in any bankruptcy proceeding, or appeal, and on any petition for review ("Damages") to the extent that Damages result directly or indirectly from (i) Customer's breach of its obligations under this Agreement; (ii) the material breach of a representation or warranty made by Customer under this Agreement; or (iii) any third-party claims relating to

the services provided by Journal Graphics under this Agreement, including but not limited to, any claims that the printing of any Content provided by Customer infringes any copyright, trademark, patent, trade secret or any other proprietary or intellectual property right.

19. EXCEPT AS OTHERWISE PROVIDED IN THIS AGREEMENT, THE SERVICES PROVIDED BY JOURNAL GRAPHICS UNDER THIS AGREEMENT AND ANY PRINTED COPIES OF THE CONTENT ARE PROVIDED "AS IS" AND JOURNAL GRAPHICS EXPRESSLY DISCLAIMS ANY AND ALL EXPRESS, IMPLIED OR STATUTORY WARRANTIES WITH RESPECT TO THE SERVICES OR PRINTED COPIES OF THE CONTENT, INCLUDING WITHOUT LIMITATION, ANY IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, TITLE, OR NONINFRINGEMENT.

20. In no event will Journal Graphics be liable to Customer for any consequential, indirect, special, incidental or punitive damages, including, without limitation for lost profits, cost of procurement of substitute goods, or business interruption. In no event will the aggregate liability of Journal Graphics to Customer under this Agreement exceed the amounts paid to Journal Graphics by Customer pursuant to this Agreement. Customer's sole remedy for delayed delivery is to cancel the delayed order. Customer's sole remedy for defective goods is either reperformance or refund by Journal Graphics, at Journal Graphic's election in its sole discretion.

21. If there is a lawsuit or other action of any kind involving or relating to this Agreement, the sole and exclusive venue for such lawsuit or action shall be the courts of Multnomah County, Oregon.

22. This Agreement shall be governed by and construed in accordance with the laws of the State of Oregon.

23. With respect to any dispute arising out of or relating to this Agreement, or in the event that a suit, action, arbitration, or other proceeding of any nature whatsoever, including, without limitation, any proceeding under the U.S. Bankruptcy Code, is instituted to interpret or enforce this Agreement or any provision of this Agreement, the prevailing party shall be entitled to recover from the losing party its reasonable attorney and other expert and professional fees and all other fees, costs, and expenses incurred in connection therewith, as determined by the court or arbitrator at trial or other proceeding, or on any appeal or review, in addition to all other amounts provided by law. For purposes of this Agreement, "prevailing party" means the party that prevails (whether affirmatively or by means of a successful defense) with respect to claims having the greatest value or importance as reasonably determined by the court or arbitrator.

24. To secure payment of all amounts due by Customer to Journal Graphics, Customer grants Journal Graphics a security interest in all finished goods sold to Customer. In case of Customer's default in payment, Journal Graphics will have all rights of a secured party under the Oregon Uniform Commercial Code-Secured Transactions.

Please sign acceptance of the above terms.

Company: _____ Title: _____

Signature: _____ Date: _____

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: Cassandra Hesseltine Date: Oct 24, 2023

Contact person(s): Cassandra Hesseltine

Phone: 707-502-0018 E-mail: filmhumboldt@gmail.com Website: HDNFC.org

Mailing address: P.O. Box 1213 Eureka, CA 95502

Title of proposed project, event or activity: Film Tourism Interactive App & Marketing for FM

Dates or duration of proposed project: Festival is held first weekend of June every year.

The app and marketing would be for June 2024. The app though would be on going and require a much smaller financial maintaince. (attach additional sheet if necessary)

Amount of funding requested: \$20,000

Other funding for this project (how much and from where): Measure J \$88k pays for FME costs; HDNFC pays staff, office, and all other misc. expenses How will

this project benefit hotels, RV parks and other lodgings in your jurisdiction, and how will you measure the benefit? This projects brings individuals from out of town for the weekend of the

festival. With a total of 6,500 attendees the first year, many were from all over the state and and even out of state.

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

We are the experts in film tourism and working with Lucasfilm, LTD for permissions.

What staff members, volunteers and resources will be devoted to this project? The entire staff as well as consultants are dedicated to the project year round. Has this

project or idea been successfully tried elsewhere? Please provide details. We held a successful Forest Moon Festival last year as well as there are many examples of film tourism that are successful. Star Wars days is one of them.

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

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