

**Humboldt Lodging Alliance**  
**Regular/hybrid meeting of the HLA Executive Committee**  
**Wednesday, March 8, 2023, 1:30pm**  
**Attend in person at 612 G St. Ste. 101, Eureka or join on Zoom**

**Agenda**

**ToJoin Zoom Meeting**

**<https://us02web.zoom.us/j/82301684267?pwd=NkVKNu50Z3hpamdNOiV5dmxTTHdWUT09>**

**Meeting ID: 823 0168 4267**

**Passcode: 484800**

**Humboldt Lodging Alliance Executive Committee members:**

**Chris Ambrosini** (Best Western Plus Humboldt Bay Inn, Eureka),  
**John Porter** (Benbow Historic Inn, Garberville),  
**Lowell Daniels** (Victorian Inn & Redwood Suites, Ferndale),  
**Shailesh Patel** (Hampton Inn & Suites, Arcata),  
**Mike Caldwell** (Inn of the Lost Coast, Shelter Cove),  
**Nil Patel** (Holiday Inn Express & Suites, Eureka),  
**Gary Stone** (Best Western Plus Humboldt Bay Inn, Eureka),  
**Donna Hufford** (Roosevelt Base Camp, Orick),

**Directors Scheduled to attend via zoom from these locations:**

**Mike Caldwell**, Inn of the Lost Coast 205 Wave Drive, Shelter Cove, CA, 9558

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

**Donna Hufford**- Roosevelt Base Camp 121130 US-101, Orick, CA 95555, 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](mailto: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](mailto: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](http://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.**
- II. **Roll Call, to determine a quorum. Confirmation of members attending meeting remotely.**
- III. **Approval/ modification of minutes from the December 7, 2022 meeting.**
- IV. **Approval/modification of the agenda for the March 8, 2023 meeting**
- V. **Approval of financials through February, 2023.**

## **VI. Action items**

- a) Presentation for funding of Cannifest, a Music festival and Cannabis event scheduled for September 8-10 2023 at Halverson Park in Eureka. Recommended action: Discuss and vote to approve/disapprove/or modify/ funding for Cannifest. The funding request is for \$69,000. (30 minutes)
- b) Request for funding a new HumboldtLodging.com website. Recommended action: Discuss and vote to approve funding for the new site. (10 minutes)
- 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. (20 minutes)

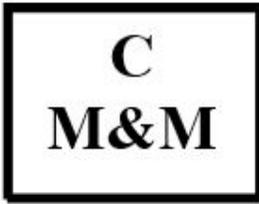
## **VII.Humboldt/Del Norte Film Commission midyear report.** Cassandra

Hesseltine, Film Commissioner, will provide an update on Film Commission activities and events. (20 minutes)

## **VIII.Director Reports.** HLA directors can weigh in on developments and or activities in HLA regions.

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

## **X. Adjournment**



**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 February 28, 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**

	<b>Assets</b>	
	February 28, 2023	February 28, 2022
<b>CURRENT ASSETS</b>		
<b>Cash or Cash Equivalents</b>		
1010 - Cash-Redwood Capital Bank Checking (28165)	\$ 1,675,001.01	\$ 1,213,113.55
1020 - Cash-Redwood Capital Bank Savings (12738)	<u>2,294,790.47</u>	<u>2,292,482.18</u>
<b>Total Cash or Cash Equivalents</b>	<u><b>3,969,791.48</b></u>	<u><b>3,505,595.73</b></u>
<b>Total Current Assets</b>	<u>3,969,791.48</u>	<u>3,505,595.73</u>
<b>OTHER ASSETS</b>		
1900 - Start-Up/Organizational Costs	32,837.01	32,837.01
1905 - Less: Accumulated Amortization	<u>(21,891.00)</u>	<u>(19,702.00)</u>
<b>Total Other Assets</b>	<u>10,946.01</u>	<u>13,135.01</u>
<b>TOTAL ASSETS</b>	<u><u>\$ 3,980,737.49</u></u>	<u><u>\$ 3,518,730.74</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**

February 28, 2023

February 28, 2022

**FUND BALANCES**

**Restricted Fund Balances:**

3012 - Marketing Programs (30%)	570,272.35	832,730.24
3013 - Administrative Fees Funds (10%)	477,064.95	357,662.18
3020 - Arcata Community Fund	831,335.22	702,314.40
3030 - Eureka Community Fund	1,026,495.13	693,840.36
3040 - Ferndale Community Fund	40,315.11	47,489.23
3050 - Fortuna Community Fund	194,906.87	166,216.80
3060 - Trinidad Community Fund	31,247.00	31,247.00
3065 - Rio Dell Community Fund	7,625.75	6,105.80
3070 - County Community Fund - North	362,471.37	317,418.65
3071 - County Community Fund - East	47,943.12	39,621.83
3072 - County Community Fund - South	391,060.62	324,084.25

**Total Fund Balances**

3,980,737.49

3,518,730.74

**TOTAL LIABILITIES AND FUND BALANCES**

\$ 3,980,737.49

\$ 3,518,730.74

**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.

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**Humboldt Lodging Alliance, Inc.**  
**STATEMENT OF REVENUES AND EXPENSES -- MODIFIED CASH BASIS**  
**For the 8 Months Ended February 28, 2023 and 2022**

	February 28, 2023	February 28, 2022
<b>Revenues</b>		
Assessments	\$ 862,147.69	\$ 1,276,384.39
Interest	<u>2,232.08</u>	<u>153.03</u>
<b>Total Revenues</b>	<b><u>864,379.77</u></b>	<b><u>1,276,537.42</u></b>
<b>Expenses</b>		
Administrative	13,475.44	41,712.33
Marketing	567,876.30	152,785.01
Community Projects	<u>150,650.00</u>	<u>4,834.85</u>
<b>Total Expenses</b>	<b><u>732,001.74</u></b>	<b><u>199,332.19</u></b>
<b>Revenues Over (Under) Expenses</b>	<b><u>\$ 132,378.03</u></b>	<b><u>\$ 1,077,205.23</u></b>

**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>	8 Months Ended 02/28/23  Actual	Remaining Budget Amt  <i>Cur Yr Bdgt - Cur Yr Actual</i>	% Actual/ Budget  <i>Target 66.67%</i>
	FYE 06/30/23	FYE 06/30/22		FYE 06/30/23		
<b>ASSESSMENTS</b>						
4010 - City of Arcata	\$ 358,611.93	\$ 300,196.20	\$ 58,415.73	\$ 143,995.97	\$ 214,615.96	40.15
4020 - City of Eureka	745,771.17	745,771.17	0.00	411,371.00	334,400.17	55.16
4030 - City of Ferndale	30,175.67	30,175.67	0.00	17,646.53	12,529.14	58.48
4040 - City of Fortuna	195,509.11	195,509.11	0.00	92,925.07	102,584.04	47.53
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	1,052.37	951.42	52.52
4060 - Co of Humb-North	187,756.96	234,696.20	(46,939.24)	74,911.19	112,845.77	39.90
4061 - Co of Humb-East	22,586.58	28,233.23	(5,646.65)	8,955.05	13,631.53	39.65
4062 - Co of Humb-South	214,158.51	267,698.14	(53,539.63)	111,290.51	102,868.00	51.97
4063 - Airbnb	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Assessments</b>	<u>1,756,573.72</u>	<u>1,804,283.51</u>	<u>(47,709.79)</u>	<u>862,147.69</u>	<u>894,426.03</u>	<u>49.08</u>
<b>INTEREST</b>						
4070 - Interest Income	229.24	229.24	0.00	2,232.08	(2,002.84)	973.69
<b>Total Interest</b>	<u>229.24</u>	<u>229.24</u>	<u>0.00</u>	<u>2,232.08</u>	<u>(2,002.84)</u>	<u>973.69</u>
<b>OTHER INCOME</b>						
4080 - Other Income	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Other Income</b>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
<b>Total Revenues</b>	<u>\$ 1,756,802.96</u>	<u>\$ 1,804,512.75</u>	<u>\$ (47,709.79)</u>	<u>\$ 864,379.77</u>	<u>\$ 892,423.19</u>	<u>49.20</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	09/22/22	85,580.25	Q4 FYE 06/30/22	Apr - Jun 2022
CITY OF EUREKA	01/17/23	250,723.03	Q1 FYE 06/30/23	Jul - Sep 2022
CITY OF FERNDALE	11/29/22	9,428.74	Q1 FYE 06/30/23	Jul - Sep 2022
CITY OF FORTUNA	11/29/22	54,768.16	Q1 FYE 06/30/23	Jul - Sep 2022
CITY OF RIO DELL	11/29/22	620.43	Q1 FYE 06/30/23	Jul - Sep 2022
CO OF HUMB-NORTH	10/07/22	44,279.10	Q4 FYE 06/30/22	Apr - Jun 2022
CO OF HUMB-EAST	10/07/22	4,852.33	Q4 FYE 06/30/22	Apr - Jun 2022
CO OF HUMB-SOUTH	10/07/22	74,367.72	Q4 FYE 06/30/22	Apr - Jun 2022

**BUDGET NOTES:**

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

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

	Current Year's Budget FYE 06/30/23	Prior Year's Actual FYE 06/30/22	Variance <i>Cur Yr Bdgt - Pr Yr Actual</i>	8 Months Ended 02/28/23 Actual FYE 06/30/23	Remaining Budget Amt <i>Cur Yr Bdgt - Cur Yr Actual</i>	% Actual/ Budget <i>Target 66.67%</i>
<b>Expenses</b>						
<b>ADMINISTRATIVE</b>						
5010 - Administration Fees	\$ 160,739.53	\$ 35,000.00	\$ 125,739.53	\$ 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	0.00	2,143.00	2,037.00	51.27
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	(5,845.00)	0.00
5010.31 - Printing	0.00	0.00	0.00	0.00	0.00	0.00
5010.32 - Postage	42.75	42.75	0.00	359.04	(316.29)	839.86
5010.33 - Prof Fees/Acctg (CMM)	8,523.33	8,523.33	0.00	5,128.40	3,394.93	60.17
5010.44 - Rent Expense	212.00	212.00	0.00	0.00	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	0.00	0.00	2,189.00	0.00
<b>Total Administrative</b>	<b>175,886.61</b>	<b>50,147.08</b>	<b>125,739.53</b>	<b>13,475.44</b>	<b>162,411.17</b>	<b>7.66</b>
<b>MARKETING</b>						
5030 - Marketing Expenses	526,972.12	264,380.68	262,591.44	567,876.30	(40,904.18)	107.76
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
<b>Total Marketing</b>	<b>526,972.12</b>	<b>264,380.68</b>	<b>262,591.44</b>	<b>567,876.30</b>	<b>(40,904.18)</b>	<b>107.76</b>
<b>COMMUNITY PROJECTS</b>						
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	25,000.00	422,462.70	5.59
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	19,900.00	(1,794.60)	109.91
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	74,000.00	43,305.47	63.08
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 -- MODIFIED CASH BASIS**

	Current Year's Budget	Prior Year's Actual	Variance <i>Cur Yr Bdgt - Pr Yr Actual</i>	8 Months Ended 02/28/23 Actual	Remaining Budget Amt <i>Cur Yr Bdgt - Cur Yr Actual</i>	% Actual/ Budget <i>Target 66.67%</i>
	FYE 06/30/23	FYE 06/30/22		FYE 06/30/23		
5090 - Co of Humb-North	112,654.18	4,841.20	107,812.98	22,500.00	90,154.18	19.97
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	9,250.00	119,245.11	7.20
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>
<b>Total Community Projects</b>	<u>1,053,944.24</u>	<u>81,651.05</u>	<u>972,293.19</u>	<u>150,650.00</u>	<u>903,294.24</u>	<u>14.29</u>
<b>Total Expenses</b>	<u>\$ 1,756,802.97</u>	<u>\$ 396,178.81</u>	<u>\$ 1,360,624.16</u>	<u>\$ 732,001.74</u>	<u>\$ 1,024,801.23</u>	<u>41.67</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**

February 1, 2023 - February 28, 2023

Date	Reference	Payee	Description	Begin Balance	Current Amount	Period End Balance
<b>1010 Cash-Redwood Capital Bank Checking (28165)</b>				1,702, 162.51		
02/01/23	1651	Harland Law Firm LLP	Harland Law Firm LLP		(5,845.00)	
02/01/23	1652	Lat 40 Collective	Lat 40 Collective		(1,000.00)	
02/17/23	1653	Humboldt County Growers Alliance	Humboldt County Growers Alliance		(5,101.50)	
02/17/23	1654	Nye-Zik Creative	Nye-Zik Creative		(300.00)	
02/28/23	1655	Ferndale Chamber of Commerce	Ferndale Chamber of Commerce		(7,000.00)	
02/28/23	1656	Harland Law Firm LLP	Harland Law Firm LLP		(665.00)	
02/28/23	1657	North Coast Journal, Inc	North Coast Journal, Inc		(1,000.00)	
02/28/23	1658	Lat 40 Collective	Lat 40 Collective		(6,250.00)	
			<b>Totals for 1010</b>		<u>(27,161.50)</u>	<u>1,675,001.01</u>
<b>1020 Cash-Redwood Capital Bank Savings (12738)</b>				2,294, 262.42		
02/28/23	INT		Record Interest - RedCap Svgs		528.05	
			<b>Totals for 1020</b>		<u>528.05</u>	<u>2,294,790.47</u>
<b>1900 Start-Up/Organizational Costs</b>				32,837. 01		
			<b>Totals for 1900</b>		<u>0.00</u>	<u>32,837.01</u>
<b>1905 Less: Accumulated Amortization</b>				(21,891. 00)		
			<b>Totals for 1905</b>		<u>0.00</u>	<u>(21,891.00)</u>
<b>3010 Unrestricted Fund Balance</b>				159,011. 48		
02/01/23	1651	Harland Law Firm LLP	Harland Law Firm LLP		(5,845.00)	
02/01/23	1652	Lat 40 Collective	Lat 40 Collective		(1,000.00)	
02/17/23	1653	Humboldt County Growers Alliance	Humboldt County Growers Alliance - Denver Travel Adventure Show		(5,101.50)	
02/17/23	1654	Nye-Zik Creative	Nye-Zik Creative - Website Maint		(300.00)	
02/28/23	1655	Ferndale Chamber of Commerce	Ferndale Chamber of Commerce		(7,000.00)	
02/28/23	1656	Harland Law Firm LLP	Harland Law Firm LLP		(665.00)	
02/28/23	1657	North Coast Journal, Inc	NorthCoast Journal Inc-Humb Insider Oct 2022 Issue		(1,000.00)	
02/28/23	1658	Lat 40 Collective	Lat 40 Collective		(6,250.00)	
02/28/23	INT		Record Interest - RedCap Svgs		528.05	
			<b>Totals for 3010</b>		<u>(26,633.45)</u>	<u>132,378.03</u>
<b>3012 Marketing Programs (30%)</b>				(583,588. 85)		
02/01/23	1652	Lat 40 Collective	Lat 40 Collective		1,000.00	
02/17/23	1653	Humboldt County Growers Alliance	Humboldt County Growers Alliance - Denver Travel Adventure Show		5,101.50	
02/17/23	1654	Nye-Zik Creative	Nye-Zik Creative - Website Maint		300.00	
02/28/23	1656	Harland Law Firm LLP	Harland Law Firm LLP		665.00	
02/28/23	1658	Lat 40 Collective	Lat 40 Collective		6,250.00	
			<b>Totals for 3012</b>		<u>13,316.50</u>	<u>(570,272.35)</u>
<b>3013 Administrative Fees Funds (10%)</b>				(482,381. 90)		
02/01/23	1651	Harland Law Firm LLP	Harland Law Firm LLP		5,845.00	
02/28/23	INT		Record Interest - RedCap Svgs		(528.05)	
			<b>Totals for 3013</b>		<u>5,316.95</u>	<u>(477,064.95)</u>
<b>3020 Arcata Community Fund</b>				(831,335. 22)		

**HLA - Humboldt Lodging Alliance, Inc.**

**General Ledger - HLA**

February 1, 2023 - February 28, 2023

Date	Reference	Payee	Description	Begin Balance	Current Amount	Period End Balance
			<b>Totals for 3020</b>		0.00	(831,335.22)
<b>3030</b>	<b>Eureka Community Fund</b>			(1,026,495.13)		
			<b>Totals for 3030</b>		0.00	(1,026,495.13)
<b>3040</b>	<b>Ferndale Community Fund</b>			(47,315.11)		
02/28/23	1655	Ferndale Chamber of Commerce	Ferndale Chamber of Commerce		7,000.00	
			<b>Totals for 3040</b>		7,000.00	(40,315.11)
<b>3050</b>	<b>Fortuna Community Fund</b>			(195,906.87)		
02/28/23	1657	North Coast Journal, Inc	NorthCoast Journal Inc-Humb Insider Oct 2022 Issue		1,000.00	
			<b>Totals for 3050</b>		1,000.00	(194,906.87)
<b>3060</b>	<b>Trinidad Community Fund</b>			(31,247.00)		
			<b>Totals for 3060</b>		0.00	(31,247.00)
<b>3065</b>	<b>Rio Dell Community Fund</b>			(7,625.75)		
			<b>Totals for 3065</b>		0.00	(7,625.75)
<b>3070</b>	<b>County Community Fund - North</b>			(362,471.37)		
			<b>Totals for 3070</b>		0.00	(362,471.37)
<b>3071</b>	<b>County Community Fund - East</b>			(47,943.12)		
			<b>Totals for 3071</b>		0.00	(47,943.12)
<b>3072</b>	<b>County Community Fund - South</b>			(391,060.62)		
			<b>Totals for 3072</b>		0.00	(391,060.62)
<b>4010</b>	<b>City of Arcata</b>			(143,995.97)		
			<b>Totals for 4010</b>		0.00	(143,995.97)
<b>4020</b>	<b>City of Eureka</b>			(411,371.00)		
			<b>Totals for 4020</b>		0.00	(411,371.00)
<b>4030</b>	<b>City of Ferndale</b>			(17,646.53)		
			<b>Totals for 4030</b>		0.00	(17,646.53)
<b>4040</b>	<b>City of Fortuna</b>			(92,925.07)		
			<b>Totals for 4040</b>		0.00	(92,925.07)
<b>4055</b>	<b>City of Rio Dell</b>			(1,052.37)		
			<b>Totals for 4055</b>		0.00	(1,052.37)
<b>4060</b>	<b>Co of Humb-North</b>			(74,911.19)		
			<b>Totals for 4060</b>		0.00	(74,911.19)

**HLA - Humboldt Lodging Alliance, Inc.**

**General Ledger - HLA**

February 1, 2023 - February 28, 2023

Date	Reference	Payee	Description	Begin Balance	Current Amount	Period End Balance
<b>4061</b>	<b>Co of Humb-East</b>			(8,955.05)		
			<b>Totals for 4061</b>		<u>0.00</u>	<u>(8,955.05)</u>
<b>4062</b>	<b>Co of Humb-South</b>			(111,290.51)		
			<b>Totals for 4062</b>		<u>0.00</u>	<u>(111,290.51)</u>
<b>4070</b>	<b>Interest Income</b>			(1,704.03)		
02/28/23	INT		Record Interest - RedCap Svgs		<u>(528.05)</u>	
			<b>Totals for 4070</b>		<u>(528.05)</u>	<u>(2,232.08)</u>
<b>5010.13</b>	<b>Insurance</b>			2,143.00		
			<b>Totals for 5010.13</b>		<u>0.00</u>	<u>2,143.00</u>
<b>5010.25</b>	<b>Legal Expenses</b>			0.00		
02/01/23	1651	Harland Law Firm LLP	Harland Law Firm LLP		<u>5,845.00</u>	
			<b>Totals for 5010.25</b>		<u>5,845.00</u>	<u>5,845.00</u>
<b>5010.32</b>	<b>Postage</b>			359.04		
			<b>Totals for 5010.32</b>		<u>0.00</u>	<u>359.04</u>
<b>5010.33</b>	<b>Prof Fees/Acctg (CMM)</b>			5,128.40		
			<b>Totals for 5010.33</b>		<u>0.00</u>	<u>5,128.40</u>
<b>5030</b>	<b>Marketing Expenses</b>			554,559.80		
02/01/23	1652	Lat 40 Collective	Lat 40 Collective		<u>1,000.00</u>	
02/17/23	1653	Humboldt County Growers Alliance	Humboldt County Growers Alliance - Denver Travel Adventure Show		<u>5,101.50</u>	
02/17/23	1654	Nye-Zik Creative	Nye-Zik Creative - Website Maint		<u>300.00</u>	
02/28/23	1656	Harland Law Firm LLP	Harland Law Firm LLP		<u>665.00</u>	
02/28/23	1658	Lat 40 Collective	Lat 40 Collective		<u>6,250.00</u>	
			<b>Totals for 5030</b>		<u>13,316.50</u>	<u>567,876.30</u>
<b>5050</b>	<b>Eureka</b>			25,000.00		
			<b>Totals for 5050</b>		<u>0.00</u>	<u>25,000.00</u>
<b>5060</b>	<b>Ferndale</b>			12,900.00		
02/28/23	1655	Ferndale Chamber of Commerce	Ferndale Chamber of Commerce		<u>7,000.00</u>	
			<b>Totals for 5060</b>		<u>7,000.00</u>	<u>19,900.00</u>
<b>5070</b>	<b>Fortuna</b>			73,000.00		
02/28/23	1657	North Coast Journal, Inc	NorthCoast Journal Inc-Humb Insider Oct 2022 Issue		<u>1,000.00</u>	
			<b>Totals for 5070</b>		<u>1,000.00</u>	<u>74,000.00</u>
<b>5090</b>	<b>Co of Humb-North</b>			22,500.00		
			<b>Totals for 5090</b>		<u>0.00</u>	<u>22,500.00</u>
<b>5092</b>	<b>Co of Humb-South</b>			9,250.00		
			<b>Totals for 5092</b>		<u>0.00</u>	<u>9,250.00</u>
			<b>Report Total</b>			<u>0.00</u>

**HLA - Humboldt Lodging Alliance, Inc.**

**General Ledger - HLA**

February 1, 2023 - February 28, 2023

**Date      Reference      Payee**

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**Net Profit/(Loss)**

Current Period                      (26,633.45)

Year-to-Date                        132,378.03

Distribution count = 36

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	\$ 653.27	\$ 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
<b>HUMBOLDT COUNTY TOTALS</b>		<b>\$ 255,691.75</b>	<b>\$ 413,617.97</b>	<b>\$ 534,091.94</b>	<b>\$ 246,676.39</b>	<b>100.00%</b>	<b>\$ 1,450,078.05</b>
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
<b>HUMBOLDT COUNTY TOTALS</b>		<b>\$ 155,476.80</b>	<b>\$ 193,632.12</b>	<b>\$ 466,506.80</b>	<b>\$ 290,621.72</b>	<b>100.00%</b>	<b>\$ 1,106,237.44</b>
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
<b>HUMBOLDT COUNTY TOTALS</b>		<b>\$ 244,818.54</b>	<b>\$ 445,035.29</b>	<b>\$ 662,817.89</b>	<b>\$ 344,593.69</b>	<b>100.00%</b>	<b>\$ 1,697,265.41</b>
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			13.71%	\$ 143,995.98
3030	Eureka (4020)	\$ 150,795.97	\$ 160,647.97	\$ 250,723.03		53.53%	\$ 562,166.97
3040	Ferndale (4030)	\$ 3,563.29	\$ 8,217.79	\$ 9,428.74		2.02%	\$ 21,209.82
3050	Fortuna (4040)	\$ 33,390.62	\$ 38,156.91	\$ 54,768.16		12.03%	\$ 126,315.69
3065	Rio Dell (4055)	\$ 201.00	\$ 431.94	\$ 620.43		0.12%	\$ 1,253.37
3070	County - North (4060)	\$ 30,632.09	\$ 44,279.10			7.13%	\$ 74,911.19
3071	County - East (4061)	\$ 4,102.72	\$ 4,852.33			0.85%	\$ 8,955.05
3072	County - South (4062)	\$ 36,922.79	\$ 74,367.72			10.60%	\$ 111,290.51
<b>HUMBOLDT COUNTY TOTALS</b>		<b>\$ 318,024.21</b>	<b>\$ 416,534.01</b>	<b>\$ 315,540.36</b>	<b>\$ -</b>	<b>100.00%</b>	<b>\$ 1,050,098.58</b>
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)						\$ -
3030	Eureka (4020)						\$ -
3040	Ferndale (4030)						\$ -
3050	Fortuna (4040)						\$ -
3065	Rio Dell (4055)						\$ -
3070	County - North (4060)						\$ -
3071	County - East (4061)						\$ -

3072	County - South (4062)						\$	-	
<b>HUMBOLDT COUNTY TOTALS</b>		\$	-	\$	-	\$	-	\$	-

# 3 Yr Comparison

ACCOUNT NUMBER	COMMUNITY	2019 Calendar Year				HLA COMMUNITY RECEIPT 2020				2020 Calendar Year				HLA COMMUNITY RECEIPT 2021				2021 Calendar Year				HLA COMMUNITY RECEIPT 2022					
		Oct-Dec	2019	CONTRIBUTION TOTAL BY %	CONTRIBUTION TOTALS	ACCOUNT NUMBER	COMMUNITY	Jan- March 2020	April- June 2020	July- Sept 2020	Oct-Dec 2020	CONTRIBUTION TOTAL BY %	CONTRIBUTION TOTALS	ACCOUNT NUMBER	COMMUNITY	Jan- March 2021	April- June 2021	July- Sept 2021	Oct-Dec 2021	CONTRIBUTION TOTAL BY %	CONTRIBUTION TOTALS	ACCOUNT NUMBER	COMMUNITY	Jan- March 2022	April- June 2022	July- Sept 2022	
3000	Arcata (4030)	\$ 42,192.09	19.96%	\$ 278,422.77	3000	Arcata (4030)	\$ 26,094.46	\$ 52,775.29	\$ 85,436.56	\$ 51,172.58	19.66%	\$ 217,470.09	3000	Arcata (4030)	\$ 50,236.95	\$ 94,139.57	\$ 134,907.92	\$ 71,038.71	20.65%	\$ 350,418.15	3000	Arcata (4030)	\$ 58,415.73	\$ 85,580.25	\$ 150,728.97	\$ 156,647.07	\$ 450,123.23
3040	Ferriday (4030)	\$ 5,688.80	1.99%	\$ 28,876.53	3040	Ferriday (4030)	\$ 1,538.50	\$ 971.49	\$ 7,086.57	\$ 4,485.35	1.27%	\$ 14,081.91	3040	Ferriday (4030)	\$ 2,000.51	\$ 6,831.85	\$ 14,238.54	\$ 5,541.99	1.60%	\$ 28,612.89	3040	Ferriday (4030)	\$ 3,563.29	\$ 8,217.79	\$ 9,428.74	\$ 54,768.16	
3050	Fortuna (4030)	\$ 15,949.34	7.82%	\$ 113,415.44	3050	Fortuna (4030)	\$ 17,173.35	\$ 26,933.37	\$ 50,568.14	\$ 30,539.32	11.32%	\$ 125,244.18	3050	Fortuna (4030)	\$ 25,517.44	\$ 46,857.75	\$ 68,759.65	\$ 46,501.09	11.06%	\$ 187,635.93	3050	Fortuna (4030)	\$ 33,390.62	\$ 38,156.91	\$ 54,768.16		
3060	Fremont (4030)	\$ -	0.00%	\$ -	3060	Fremont (4030)	\$ -	\$ -	\$ -	\$ -	0.00%	\$ -	3060	Fremont (4030)	\$ -	\$ -	\$ -	\$ -	0.00%	\$ -	3060	Fremont (4030)	\$ -	\$ -	\$ -		
3063	Arbido (4063)	\$ 17,866.22	6.01%	\$ 87,179.66	3063	Arbido (4063)	\$ -	\$ -	\$ -	\$ -	0.00%	\$ -	3063	Arbido (4063)	\$ -	\$ -	\$ -	\$ -	0.00%	\$ -	3063	Arbido (4063)	\$ -	\$ -	\$ -		
3065	Rio Dell (4055)	\$ 2,736.51	0.13%	\$ 2,716.07	3065	Rio Dell (4055)	\$ 793.18	\$ 248.91	\$ 136.80	\$ 437.51	0.12%	\$ 1,666.60	3065	Rio Dell (4055)	\$ 799.56	\$ 522.90	\$ 806.54	\$ 383.35	0.11%	\$ 2,102.35	3065	Rio Dell (4055)	\$ 701.00	\$ 431.94	\$ 820.43		
3070	County- North (4006)	\$ 39,964.03	11.29%	\$ 11,164.88	3070	County- North (4006)	\$ 17,023.68	\$ 14,135.92	\$ 41,711.25	\$ 37,577.44	12.20%	\$ 145,810.28	3070	County- North (4006)	\$ 61,144.44	\$ 45,567.83	\$ 61,979.63	\$ 37,412.02	10.41%	\$ 177,098.76	3070	County- North (4006)	\$ 61,619.09	\$ 44,775.12			
3071	County- East (4006)	\$ 1,624.19	1.19%	\$ 17,227.02	3071	County- East (4006)	\$ 2,226.28	\$ 3,736.25	\$ 7,525.04	\$ 4,061.56	1.59%	\$ 17,569.13	3071	County- East (4006)	\$ 6,161.38	\$ 5,705.15	\$ 7,391.17	\$ 4,911.77	1.42%	\$ 24,171.67	3071	County- East (4006)	\$ 4,102.72	\$ 4,852.33			
3072	County- South (4006)	\$ 11,499.82	3.32%	\$ 199,822.88	3072	County- South (4006)	\$ 26,244.94	\$ 31,243.91	\$ 77,684.91	\$ 27,292.29	14.34%	\$ 181,023.00	3072	County- South (4006)	\$ 83,502.74	\$ 63,140.97	\$ 91,167.78	\$ 44,871.45	14.17%	\$ 246,411.98	3072	County- South (4006)	\$ 69,212.79	\$ 78,107.12			
<b>HUMBOLDT COUNTY TOTALS</b>		<b>\$ 246,676.39</b>	<b>100.00%</b>	<b>\$ 1,450,878.85</b>	<b>HUMBOLDT COUNTY TOTALS</b>	<b>\$ 135,478.80</b>	<b>\$ 193,682.12</b>	<b>\$ 466,426.86</b>	<b>\$ 298,622.32</b>	<b>100.00%</b>	<b>\$ 1,156,237.44</b>	<b>HUMBOLDT COUNTY TOTALS</b>	<b>\$ 248,818.54</b>	<b>\$ 495,085.29</b>	<b>\$ 662,817.89</b>	<b>\$ 344,939.89</b>	<b>100.00%</b>	<b>\$ 1,697,261.41</b>	<b>HUMBOLDT COUNTY TOTALS</b>	<b>\$ 318,029.21</b>	<b>\$ 416,539.61</b>	<b>\$ 315,540.38</b>					



## COMMUNITY RECEIPT 2019 vs 2020

ACCOUNT NUMBER	COMMUNITY	CONTRIBUTION TOTAL		AMOUNT DIFFERENCE	% DIFFERENCE
		Jan - March 2022	Jan - March 2023	Jan - March 2022 vs 2023	Jan - March 2022 vs 2023
3020	Arcata (4010)	\$ 58,415.73		\$ (58,415.73)	-100.00%
3030	Eureka (4020)	\$ 150,795.97		\$ (150,795.97)	-100.00%
3040	Ferndale (4030)	\$ 3,563.29		\$ (3,563.29)	-100.00%
3050	Fortuna (4040)	\$ 33,390.62		\$ (33,390.62)	-100.00%
3065	Rio Dell (4055)	\$ 201.00		\$ (201.00)	-100.00%
3070	County - North (4060)	\$ 30,632.09		\$ (30,632.09)	-100.00%
3071	County - East (4061)	\$ 4,102.72		\$ (4,102.72)	-100.00%
3072	County - South (4062)	\$ 36,922.79		\$ (36,922.79)	-100.00%
<b>HUMBOLDT COUNTY TOTALS</b>		<b>\$ 318,024.21</b>	<b>\$ -</b>	<b>\$ (318,024.21)</b>	<b>-100.00%</b>
		bookkeeper note: 2022 data pre-fills from 2021 vs 2022 Comparison tab - NO			

## COMMUNITY RECEIPT 2019 vs 2020

CONTRIBUTION TOTAL		AMOUNT DIFFERENCE	% DIFFERENCE	CONTRIBUTION TOTAL	
April - June 2022	April - June 2023	April - June 2022 vs 2023	April - June 2022 vs 2023	July - Sept 2022	July - Sept 2023
\$ 85,580.25		\$ (85,580.25)	-100.00%	\$ -	
\$ 160,647.97		\$ (160,647.97)	-100.00%	\$ 250,723.03	
\$ 8,217.79		\$ (8,217.79)	-100.00%	\$ 9,428.74	
\$ 38,156.91		\$ (38,156.91)	-100.00%	\$ 54,768.16	
\$ 431.94		\$ (431.94)	-100.00%	\$ 620.43	
\$ 44,279.10		\$ (44,279.10)	-100.00%	\$ -	
\$ 4,852.33		\$ (4,852.33)	-100.00%	\$ -	
\$ 74,367.72		\$ (74,367.72)	-100.00%	\$ -	
<b>\$ 416,534.01</b>	<b>\$ -</b>	<b>\$ (416,534.01)</b>	<b>-100.00%</b>	<b>\$ 315,540.36</b>	<b>\$ -</b>

## COMMUNITY RECEIPT 2019 vs 2020

AMOUNT DIFFERENCE	% DIFFERENCE	CONTRIBUTION TOTAL		AMOUNT DIFFERENCE	% DIFFERENCE
		July - Sept 2022 vs 2023	July - Sept 2022 vs 2023		
\$ -		\$ -		\$ -	
\$ (250,723.03)	-100.00%	\$ -		\$ -	
\$ (9,428.74)	-100.00%	\$ -		\$ -	
\$ (54,768.16)	-100.00%	\$ -		\$ -	
\$ (620.43)	-100.00%	\$ -		\$ -	
\$ -		\$ -		\$ -	
\$ -		\$ -		\$ -	
\$ -		\$ -		\$ -	
<b>\$ (315,540.36)</b>	<b>-100.00%</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	

## COMMUNITY RECEIPT 2019 vs 2020

ACCOUNT NUMBER	COMMUNITY	CONTRIBUTION TOTAL		AMOUNT DIFFERENCE	% DIFFERENCE
		Jan - March 2021	Jan - March 2022	Jan - March 2021 vs 2022	Jan - March 2021 vs 2022
3020	Arcata (4010)	\$ 50,236.95	\$ 58,415.73	\$ 8,178.78	16.28%
3030	Eureka (4020)	\$ 91,803.52	\$ 150,795.97	\$ 58,992.45	64.26%
3040	Ferndale (4030)	\$ 2,000.51	\$ 3,563.29	\$ 1,562.78	78.12%
3050	Fortuna (4040)	\$ 25,517.44	\$ 33,390.62	\$ 7,873.18	30.85%
3065	Rio Dell (4055)	\$ 299.56	\$ 201.00	\$ (98.56)	-32.90%
3070	County - North (4060)	\$ 30,148.44	\$ 30,632.09	\$ 483.65	1.60%
3071	County - East (4061)	\$ 6,161.38	\$ 4,102.72	\$ (2,058.66)	-33.41%
3072	County - South (4062)	\$ 38,650.74	\$ 36,922.79	\$ (1,727.95)	-4.47%
<b>HUMBOLDT COUNTY TOTALS</b>		<b>\$ 244,818.54</b>	<b>\$ 318,024.21</b>	<b>\$ 73,205.67</b>	<b>29.90%</b>

## COMMUNITY RECEIPT 2019 vs 2020

CONTRIBUTION TOTAL		AMOUNT DIFFERENCE	% DIFFERENCE	CONTRIBUTION TOTAL	
April - June 2021	April - June 2022	April - June 2021 vs 2022	April - June 2021 vs 2022	July - Sept 2021	July - Sept 2022
\$ 94,159.57	\$ 85,580.25	\$ (8,579.32)	-9.11%	\$ 134,997.92	
\$ 182,249.47	\$ 160,647.97	\$ (21,601.50)	-11.85%	\$ 278,801.42	\$ 250,723.03
\$ 6,831.85	\$ 8,217.79	\$ 1,385.94	20.29%	\$ 14,238.54	\$ 9,428.74
\$ 46,857.75	\$ 38,156.91	\$ (8,700.84)	-18.57%	\$ 68,759.65	\$ 54,768.16
\$ 522.90	\$ 431.94	\$ (90.96)	-17.40%	\$ 896.54	\$ 620.43
\$ 45,567.63	\$ 44,279.10	\$ (1,288.53)	-2.83%	\$ 63,970.67	
\$ 5,705.15	\$ 4,852.33	\$ (852.82)	-14.95%	\$ 7,391.37	
\$ 63,140.97	\$ 74,367.72	\$ 11,226.75	17.78%	\$ 93,761.78	
<b>\$ 445,035.29</b>	<b>\$ 416,534.01</b>	<b>\$ (28,501.28)</b>	<b>-6.40%</b>	<b>\$ 662,817.89</b>	<b>\$ 315,540.36</b>

## COMMUNITY RECEIPT 2019 vs 2020

AMOUNT DIFFERENCE	% DIFFERENCE	CONTRIBUTION TOTAL		AMOUNT DIFFERENCE	% DIFFERENCE
		July - Sept 2021 vs 2022	July - Sept 2021 vs 2022		
\$ (134,997.92)	-100.00%	\$ 71,038.71		\$ (71,038.71)	-100.00%
\$ (28,078.39)	-10.07%	\$ 133,924.31		\$ (133,924.31)	-100.00%
\$ (4,809.80)	-33.78%	\$ 5,541.99		\$ (5,541.99)	-100.00%
\$ (13,991.49)	-20.35%	\$ 46,501.09		\$ (46,501.09)	-100.00%
\$ (276.11)	-30.80%	\$ 383.35		\$ (383.35)	-100.00%
\$ (63,970.67)	-100.00%	\$ 37,412.02		\$ (37,412.02)	-100.00%
\$ (7,391.37)	-100.00%	\$ 4,913.77		\$ (4,913.77)	-100.00%
\$ (93,761.78)	-100.00%	\$ 44,878.45		\$ (44,878.45)	-100.00%
<b>\$ (347,277.53)</b>	<b>-52.39%</b>	<b>\$ 344,593.69</b>	<b>\$ -</b>	<b>\$ (344,593.69)</b>	<b>-100.00%</b>

## COMMUNITY RECEIPT 2019 vs 2020

ACCOUNT NUMBER	COMMUNITY	CONTRIBUTION TOTAL		AMOUNT DIFFERENCE	% DIFFERENCE
		Jan - March 2020	Jan - March 2021	Jan - March 2020 vs 2021	Jan - March 2020 vs 2021
3020	Arcata (4010)	\$ 26,084.66	\$ 50,236.95	\$ 24,152.29	92.59%
3030	Eureka (4020)	\$ 64,343.03	\$ 91,803.52	\$ 27,460.49	42.68%
3040	Ferndale (4030)	\$ 1,538.50	\$ 2,000.51	\$ 462.01	30.03%
3050	Fortuna (4040)	\$ 17,173.35	\$ 25,517.44	\$ 8,344.09	48.59%
3065	Rio Dell (4055)	\$ 783.38	\$ 299.56	\$ (483.82)	-61.76%
3070	County - North (4060)	\$ 17,082.66	\$ 30,148.44	\$ 13,065.78	76.49%
3071	County - East (4061)	\$ 2,226.28	\$ 6,161.38	\$ 3,935.10	176.76%
3072	County - South (4062)	\$ 26,244.94	\$ 38,650.74	\$ 12,405.80	47.27%
<b>HUMBOLDT COUNTY TOTALS</b>		<b>\$ 155,476.80</b>	<b>\$ 244,818.54</b>	<b>\$ 89,341.74</b>	<b>57.46%</b>

## COMMUNITY RECEIPT 2019 vs 2020

CONTRIBUTION TOTAL		AMOUNT DIFFERENCE	% DIFFERENCE	CONTRIBUTION TOTAL	
April - June 2020	April - June 2021	April - June 2020 vs 2021	April - June 2020 vs 2021	July - Sept 2020	July - Sept 2021
\$ 52,775.29	\$ 94,159.57	\$ 41,384.28	78.42%	\$ 85,436.56	\$ 134,997.92
\$ 62,282.96	\$ 182,249.47	\$ 119,966.51	192.62%	\$ 192,617.50	\$ 278,801.42
\$ 971.49	\$ 6,831.85	\$ 5,860.36	603.23%	\$ 7,086.57	\$ 14,238.54
\$ 26,933.37	\$ 46,857.75	\$ 19,924.38	73.98%	\$ 50,568.14	\$ 68,759.65
\$ 248.91	\$ 522.90	\$ 273.99	110.08%	\$ 196.80	\$ 896.54
\$ 14,838.92	\$ 45,567.63	\$ 30,728.71	207.08%	\$ 45,391.26	\$ 63,970.67
\$ 3,756.25	\$ 5,705.15	\$ 1,948.90	51.88%	\$ 7,525.04	\$ 7,391.37
\$ 31,824.93	\$ 63,140.97	\$ 31,316.04	98.40%	\$ 77,684.93	\$ 93,761.78
<b>\$ 193,632.12</b>	<b>\$ 445,035.29</b>	<b>\$ 251,403.17</b>	<b>129.84%</b>	<b>\$ 466,506.80</b>	<b>\$ 662,817.89</b>

## COMMUNITY RECEIPT 2019 vs 2020

AMOUNT DIFFERENCE	% DIFFERENCE	CONTRIBUTION TOTAL		AMOUNT DIFFERENCE	% DIFFERENCE
		July - Sept 2020 vs 2021	July - Sept 2020 vs 2021		
\$ 49,561.36	58.01%	\$ 53,173.58	\$ 71,038.71	\$ 17,865.13	33.60%
\$ 86,183.92	44.74%	\$ 113,060.76	\$ 133,924.31	\$ 20,863.55	18.45%
\$ 7,151.97	100.92%	\$ 4,485.35	\$ 5,541.99	\$ 1,056.64	23.56%
\$ 18,191.51	35.97%	\$ 30,539.32	\$ 46,501.09	\$ 15,961.77	52.27%
\$ 699.74	355.56%	\$ 437.51	\$ 383.35	\$ (54.16)	-12.38%
\$ 18,579.41	40.93%	\$ 57,597.44	\$ 37,412.02	\$ (20,185.42)	-35.05%
\$ (133.67)	-1.78%	\$ 4,061.56	\$ 4,913.77	\$ 852.21	20.98%
\$ 16,076.85	20.69%	\$ 27,266.20	\$ 44,878.45	\$ 17,612.25	64.59%
<b>\$ 196,311.09</b>	<b>42.08%</b>	<b>\$ 290,621.72</b>	<b>\$ 344,593.69</b>	<b>\$ 53,971.97</b>	<b>18.57%</b>

## COMMUNITY RECEIPT 2019 vs 2020

ACCOUNT NUMBER	COMMUNITY	CONTRIBUTION TOTAL		AMOUNT DIFFERENCE	% DIFFERENCE
		Jan - March 2019	Jan - March 2020	Jan - March 2019 vs 2020	Jan - March 2019 vs 2020
3020	Arcata (4010)	\$ 52,708.11	\$ 26,084.66	\$ (26,623.45)	-50.51%
3030	Eureka (4020)	\$ 99,053.82	\$ 64,343.03	\$ (34,710.79)	-35.04%
3040	Ferndale (4030)	\$ 3,036.00	\$ 1,538.50	\$ (1,497.50)	-49.32%
3050	Fortuna (4040)	\$ 17,403.53	\$ 17,173.35	\$ (230.18)	-1.32%
3060	Trinidad (4050)	\$ 3,379.96	\$ -	\$ (3,379.96)	-100.00%
3063	Airbnb (4063)	\$ 20,394.62	\$ -	\$ (20,394.62)	-100.00%
3065	Rio Dell (4055)	\$ 473.03	\$ 783.38	\$ 310.35	65.61%
3070	County - North (4060)	\$ 27,063.99	\$ 17,082.66	\$ (9,981.33)	-36.88%
3071	County - East (4061)	\$ 3,093.96	\$ 2,226.28	\$ (867.68)	-28.04%
3072	County - South (4062)	\$ 29,084.73	\$ 26,244.94	\$ (2,839.79)	-9.76%
<b>HUMBOLDT COUNTY TOTALS</b>		<b>\$ 255,691.75</b>	<b>\$ 155,476.80</b>	<b>\$ (100,214.95)</b>	<b>-39.19%</b>

## COMMUNITY RECEIPT 2019 vs 2020

CONTRIBUTION TOTAL		AMOUNT DIFFERENCE	% DIFFERENCE	CONTRIBUTION TOTAL	
April - June 2019	April - June 2020	April - June 2019 vs 2020	April - June 2019 vs 2020	July - Sept 2019	July - Sept 2020
\$ 81,206.36	\$ 52,775.29	\$ (28,431.07)	-35.01%	\$ 100,316.21	\$ 85,436.56
\$ 150,687.86	\$ 62,282.96	\$ (88,404.90)	-58.67%	\$ 194,514.64	\$ 192,617.50
\$ 7,410.05	\$ 971.49	\$ (6,438.56)	-86.89%	\$ 12,741.68	\$ 7,086.57
\$ 34,704.70	\$ 26,933.37	\$ (7,771.33)	-22.39%	\$ 45,357.87	\$ 50,568.14
\$ 8,571.98	\$ -	\$ (8,571.98)	-100.00%	\$ 15,715.35	\$ -
\$ 25,337.54	\$ -	\$ (25,337.54)	-100.00%	\$ 23,781.28	\$ -
\$ 313.26	\$ 248.91	\$ (64.35)	-20.54%	\$ 653.27	\$ 196.80
\$ 40,266.99	\$ 14,838.92	\$ (25,428.07)	-63.15%	\$ 56,373.87	\$ 45,391.26
\$ 4,296.07	\$ 3,756.25	\$ (539.82)	-12.57%	\$ 6,212.80	\$ 7,525.04
\$ 60,823.16	\$ 31,824.93	\$ (28,998.23)	-47.68%	\$ 78,424.97	\$ 77,684.93
<b>\$ 413,617.97</b>	<b>\$ 193,632.12</b>	<b>\$ (219,985.85)</b>	<b>-53.19%</b>	<b>\$ 534,091.94</b>	<b>\$ 466,506.80</b>

## COMMUNITY RECEIPT 2019 vs 2020

AMOUNT DIFFERENCE	% DIFFERENCE	CONTRIBUTION TOTAL		AMOUNT DIFFERENCE	% DIFFERENCE
		July - Sept 2019 vs 2020	July - Sept 2019 vs 2020		
\$ (14,879.65)	-14.83%	\$ 42,192.09	\$ 53,173.58	\$ 10,981.49	26.03%
\$ (1,897.14)	-0.98%	\$ 88,825.39	\$ 113,060.76	\$ 24,235.37	27.28%
\$ (5,655.11)	-44.38%	\$ 5,688.80	\$ 4,485.35	\$ (1,203.45)	-21.15%
\$ 5,210.27	11.49%	\$ 15,949.34	\$ 30,539.32	\$ 14,589.98	91.48%
\$ (15,715.35)	-100.00%	\$ -	\$ -	\$ -	N/A
\$ (23,781.28)	-100.00%	\$ 17,666.22	\$ -	\$ (17,666.22)	-100.00%
\$ (456.47)	-69.87%	\$ 1,276.51	\$ 437.51	\$ (839.00)	-65.73%
\$ (10,982.61)	-19.48%	\$ 39,964.03	\$ 57,597.44	\$ 17,633.41	44.12%
\$ 1,312.24	21.12%	\$ 3,624.19	\$ 4,061.56	\$ 437.37	12.07%
\$ (740.04)	-0.94%	\$ 31,489.82	\$ 27,266.20	\$ (4,223.62)	-13.41%
<b>\$ (67,585.14)</b>	<b>-12.65%</b>	<b>\$ 246,676.39</b>	<b>\$ 290,621.72</b>	<b>\$ 43,945.33</b>	<b>17.81%</b>

## **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](mailto:ChuckLeishmanHLA@gmail.com), Humboldt Lodging Alliance |

# Community Tourism Project Application

Name of applicant: STEPHEN GIEDER Date: 3-3-2023  
Contact person(s): STEPHEN GIEDER 707 362 6511 OR LORI COSGROVE 707 407 7345  
Phone: SEE ABOVE E-mail: STEVE@FORWARDLLC.COM Website: CANNIFEST.COM  
Mailing address: 1391 G STREET ARCATA CA 95521  
Title of proposed project, event or activity: CANNIFEST  
Dates or duration of proposed project: SEPTEMBER 7,8,9,10 2023

\_\_\_\_\_ (attach additional sheet if necessary)

Amount of funding requested: \$69k

Other funding for this project (how much and from where): \$150-200k from Humboldt Green Events

\_\_\_\_\_ How will  
this project benefit hotels, RV parks and other lodgings in your jurisdiction, and how will you  
measure the benefit? TO FILL ALL OF THE BEDS AVAILABLE FOR HEADS FOR A 4 DAY EVENT

INCLUDING RV PARKS, HOTELS AND OTHER LODGINGS

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

PRODUCED CANNIFEST TWICE IN HUMBOLDT, 3 MAJOR CITIES OVER PANDEMIC, FIRST CANNABIS FARMERS

WORKSHOP, FORGED STRONG RELATIONS WITH LOCAL MUNICIPALITIES IN PRODUCING COMMUNITY MINDED EVENTS What  
staff members, volunteers and resources will be devoted to this project? \_\_\_\_\_

CURRENT STAFF OF 4 MEMBERS, INTEND TO HAVE 50-100 VOLUNTEERS AND 20 P/T PAID STAFF MEMBERS Has this  
project or idea been successfully tried elsewhere? Please provide details. \_\_\_\_\_

YES WE HAVE PRODUCED THIS EVENT IN HUMBOLDT COUNTY MULTIPLE TIMES, ST LOUIS MISSOURI,

CHICAGO, ILLINOIS AND IN OKLAHOMA CITY, OKLAHOMA. WE HAVE ALSO PRODUCED MULTIPLE VIRTUAL EVENTS

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

Contact: Chuck Leishman 707-845-9933 email to [ChuckLeishmanhla@gmail.com](mailto:ChuckLeishmanhla@gmail.com)

I AM A FOUNDING MEMBER OF NHS, HUMBOLDT GREEN WEEK AND HUMBOLDT WHOLESAL, EMPLOYING OVER 100 LOCALS OVER THE PAST 20 YEARS.

ALSO, WORKING WITH WORLD FAMOUS PRODUCTIONS (WF) WHO WERE ON STAFF FOR SARA BAREILLES SHOW, WF WAS ALSO PART OF THE PROFESSIONAL TEAM AND STAFF AT NORTHERN NIGHTS MUSIC FESTIVAL.

WE ARE AIMING TO OFFER FREE BOOTHS FOR NPO'S WHO WILL VOLUNTEER HUMAN RESOURCES AT THE EVENT.

WILL BE WORKING CLOSELY WITH THE CITY OF EUREKA STAFF INCLUDING THE CITY MANAGER AND SPECIAL EVENTS COORDINATOR AND STAFF

*/ nye-zik / creative*

*a digital marketing & design agency*

**Website Re-Design  
Project Proposal**

Document Prepared For

**Humboldt Lodging Alliance**

Document Prepared By

**Joey Nizuk**

(916)243-5160

[joey@nyezikcreative.com](mailto:joey@nyezikcreative.com)

[www.nyezikcreative.com](http://www.nyezikcreative.com)

**November 2022**

## Company Overview

We're a creative agency located in Northern California with a small core team of talented members specializing in different disciplines of digital media. We're small and nimble on purpose, so that we can focus on providing the best creative design and web services to our clients. We offer the following services to our clients: website design, website development, website maintenance and content creation.

Our talented team has and is building amazing web tools like our Brand Management Platform and various other niched website solutions for small organizations such as our Website Maintenance Program, Non-Profit Donor Platform and our Local Election Candidate Campaign Platform.

## Recent Projects & Highlighted Clients

**California Department of Social Service** - One of the sixteen departments and offices in the California Health and Human Services Agency.

Statewide Post Adoption Resource Site - <https://capostadoption.org>

Statewide RFA Professional Training Site: <http://californiarfa.org>

Services: Web Design, Website Development and Website Maintenance.

**Lilliput Families** - Statewide non-profit foster/adoption agency in California.

Main Agency Site: <https://www.lilliput.org>

Services: Web Design, Website Development and Website Maintenance.

**Wayfinder Family Services** - Statewide non-profit health and human services organization in California.

Main Organization Site: <https://www.wayfinderfamily.org>

Services: Web Design, Website Development and Website Maintenance.

**Midtown Sacramento Association** - Non-Profit association for two Property Business Improvement Districts (PBID) and two Restaurant Business Improvement Districts (BID) in the city of Sacramento, California.

Main Site: <https://exploremidtown.org/>

Services: Website Development and Website Maintenance.

*More client examples and case studies available upon request.*

## Project Overview

The Humboldt Lodging Alliance (HLA) is a 501c6 California nonprofit corporation and is the official owners' association for the Humboldt County lodging industry. The current website is outdated and needs a modern (mobile friendly) re-design. The following outlined proposal does include a custom website design, website development, website copy and on-going maintenance.

## Web Design

The goal with this project is to design and build a simple, yet modern site using the latest web technologies available. For this project we are proposing the following web stack: Wordpress CMS (using Yoast, Advanced Custom Fields and Gravity Forms), Twitter Bootstrap based theme and all on a scalable secure managed Wordpress VPS environment. We will also build in automation contact forms that will send automatic reply messages when a user fills out a form on the website. Along with moving all of the existing Agendas/Minutes, we will also build in an easy way to publish and archive future meeting Agendas/Minutes.

## Web Development Process

1. Website Creative Discussion
2. Research & Discovery
3. Site Architect (*Sitemap & lo-res wireframe*)
4. Client Feedback
5. Design Concept (*Visual Design*)
6. Design Feedback
7. Prototype (Hi-res design)
8. Site Development
9. Content Creation
10. Migration to Staging
11. Site Testing (device, browsers, view-port, ADA)
12. Content Optimization
13. Launch to Production
14. Site Maintenance (*on-going with separate maintenance contract*)

## Deliverables To Client

- Sitemap (*High level map of overall structure and pages*)
- Website Wireframe (*Visualize Layout, Content & Function*)
- Website Design Concept
- Website Prototype
- One (1) final website in a production environment
- Website Technical Brief (*documented technical write up on-site build*)

## Deliverables From Client

- Any written content available (current website), one sheet, white paper, about statements, or any other organization literature.
- Company logo, color palette, brand assets, and various Media Files, pictures, etc (*hi-res only*).

**Extended Website Maintenance** (\$300 a month billed monthly / annual subscription contract)

*(Subscription includes: web hosting, domain name monitoring and up to 2 hours of support each month, tracked in 15 min increments. Support time can be used for digital consulting, troubleshooting, form creation, landing page setup, website content, website development, website design, content or SEO). Additional support hours billed at \$100 an hour.*

- Cloud hosting and management *(Server management to include software upgrades, server security, managing disk space, memory allocation, CPU capacity, and bandwidth)*
- Daily website backups of your data and files *(Recovery services included if needed)*
- Routine security scans to detect malware and viruses affecting your data
- Routine site speed analysis to detect any issues that could be slowing down your site
- Monitoring and management for your domain name *(Registration, renewal, DNS changes, etc)*
- Updates/management of your CMS software for Wordpress and site plugin/add-ons
- Adding pages, posting photos or videos and content as needed
- On-site search engine optimization (SEO) for website and pages
- ADA compliance and accessibility optimization
- Management and troubleshooting for any payment gateway and website forms or functionality
- Quarterly website report *(Website health, speed, security, traffic analysis, and recommendations or results based on services offered)*

*\*Unused time will be carried over to the next month. Up to two (2) hours of unused time will be accumulated and carried over to the next month. Accumulated time will be strictly capped at four (4) hours.*

### **Basic Website Maintenance (\$100 a month billed quarterly)**

*(Subscription includes: web hosting, domain name monitoring and up to 2 hours of support each quarter, tracked in 15 min increments. Support time can be used for digital consulting, troubleshooting, form creation, landing page setup, website content, website development, website design, content or SEO). Additional support hours billed at \$125 an hour.*

- Cloud hosting and management *(Server management to include software upgrades, server security, managing disk space, memory allocation, CPU capacity, and bandwidth)*
- Daily website backups of your data and files *(Recovery services included if needed)*
- Routine security scans to detect malware and viruses affecting your data
- Routine site speed analysis to detect any issues that could be slowing down your site
- Monitoring and management for your domain name *(Registration, renewal, DNS changes, etc)*
- Updates/management of your CMS software for Wordpress and site plugin/add-ons
- Adding pages, posting photos or videos and content as needed
- On-site search engine optimization (SEO) for website and pages
- ADA compliance and accessibility optimization
- Management and troubleshooting for any payment gateway and website forms or functionality
- Management of website subscriber list *(Additional cost per email campaign)*
- Annual website/marketing report *(Website health, SEO, speed, security, traffic analysis, and recommendations or results based on marketing services offered)*

## **Budget**

The outlined cost below is for the services outlined above. Services and deliverables can be scaled back or up depending on the client's needs and budget. Additional services can be added based on clients' needs as well.

**\$5,500 project cost** *(plus on-going website maintenance)*

### **Optional Services/Hourly Rates**

Consulting, Website Design, Development and Support - **\$150 an hour**

- \$100 an hour with an extended maintenance contract or support retainer (\$300 mo)
- \$125 an hour with the basic maintenance contract or support retainer (\$100 mo)

Email Marketing (eBlast creation and scheduling) - **\$250/eBlast + \$0.50 per word** *(optional)*

SEO Web Copywriting (full web page, new website content creation) - **\$1.00 per word** *(optional)*

SEO Blog Copywriting (blog/article with image) - **\$0.75 per word** *(optional)*

Stock Images: Will be billed to the client for reimbursement

Fonts: Will be billed to the client for reimbursement

Premium Plugins: Will be billed to the client for reimbursement

API/Software License: Will be billed to the client for reimbursement

*\*Premium plugins are any paid plugins that assist in development or requested by the client that are outside of the technical stack (ACF, Gravity Forms, ADA), which is covered under the clients' on-going maintenance agreement.*



# Website Project Overview

**Prepared For**

Humboldt Lodging Alliance  
Chuck Leishman

**Prepared By**

Jacob Stansky  
XO Pandora

**Contact**

925.639.6992  
jacobj@xopandora.com  
www.xopandora.com

# Breakdown By Phase

Pre-Production - Design & Content Layout

## Design Mock-Up Phase



## Core focus

- Simplify site management - file uploads & linking
- Migrate all existing documents
- Simple user-interface design
- Improve user experience
- ADA Compliant - WCAG 2.1, Section 508
- Scalable website solution for future growth

## Getting Responsive

Desktop, laptop, tablet and mobile responsive website.

We make sure it looks great on any size screen.



# Breakdown By Element

Production :: CMS foundation and page content production

## Update the Wordpress structure

This project will be a new build on the Wordpress CMS. Below is brief outline of content & elements assessed from the current sites taken into consideration for the project cost and timeline.

## Humboldt Lodging Alliance Website

- Home Page
- Bylaws Page
- District Plan Page
- HLA Agreements - 2 menu links
- Community Funds App - 1 menu link
- Community Committee Notices - 17 PDF links
- Meeting Agenda - 40 BOD PDF links / 119 Executive Committee PDF links
- Meeting Minutes - 37 BOD PDF links / 97 Executive Committee PDF links
- Board of Directors page

## Rounding out production:

All production includes:

- SEO page optimization
- ADA optimization
- Site speed optimization

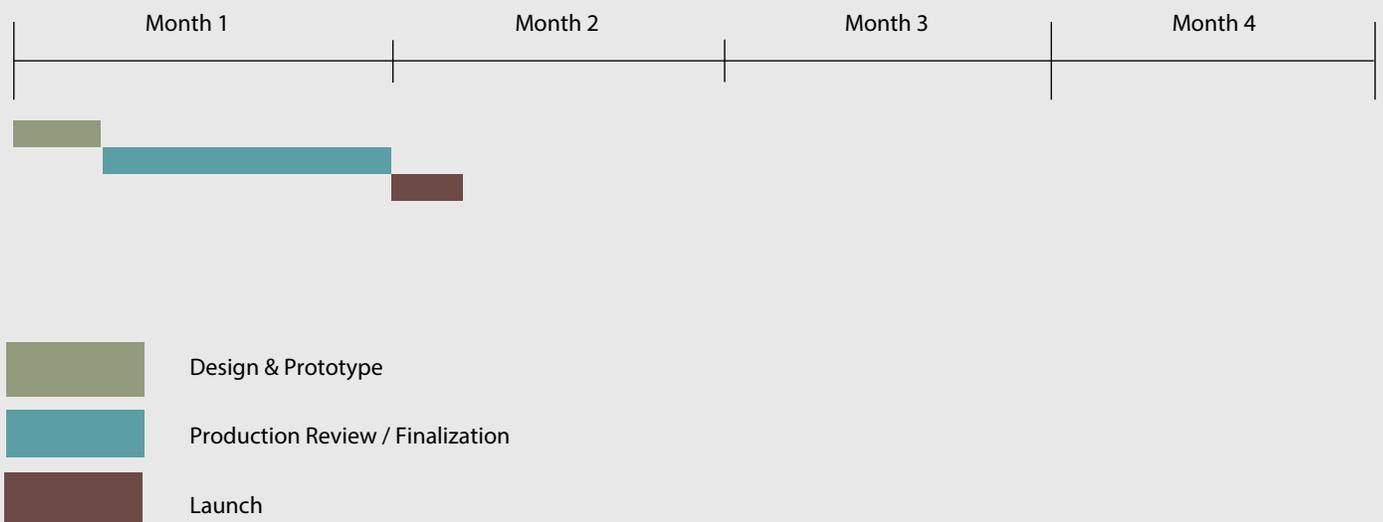
## XO Pandora Hosting Solution (optional)

Includes:

- CDN (Cloudflare) services
- Malware protection & security services
- Website back-up services
- SSL

# Estimated Timeline

Exact timelines can be further established upon interest to move forward with our proposal. The project timeline below may be reduced or extended depending on available website assets and client availability for feedback and approval phases.



**It's A Process**  
We get it done!





## Cost Summary

Pre-Production	Waived
Production	\$7,500

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**Total Production Project Cost:** **\$7,500**

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### Required Costs Outside Of Production Costs:

ADA Accessibility Service	\$490/yr*
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\* \$120 of this cost can be recouped through IRS Tax Credits. Use Tax Form 8826.

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### Payment Structure:

Initial Deposit	\$3,750
Final Payment (due before launch)	\$3,750

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**Post-Production** includes:  
Unlimited video training tutorials

# DIGITAL OPPORTUNITY ROTARY PROGRAM IN SAN FRANCISCO

OUTFRONT/

Reach the entire San Francisco DMA with a digital rotary package! Maximize on brand visibility with this exceptional package opportunity. Digital provides the ultimate campaign **adding timeliness and relevance** to your campaign!

## WHY DIGITAL OUT OF HOME?



**84%** DOOH is incredibly powerful, generating up to **84%** aided ad recall.



**58%** of consumers consider OOH to be the **most trustworthy** medium.



**52%** of those who noticed digital billboard ads **engaged in actions on their mobile device.**



**50%** of consumers who see DOOH feel encouraged to **make a purchase** then and there.

## PACKAGE DETAILS



### 10 Rotating Digital Units

Locations rotate each week for 4 weeks

### Digital Displays

**Size:** Varies

**Coverage:** San Francisco, Oakland, San Jose, Berkeley, Hayward, San Mateo, Palo Alto, Martinez, Benicia, Fairfield

**Target Audience:** Adults 18+

**Spot Length:** 8-Seconds



### March 6<sup>th</sup> Forward

Start date for 4 weeks

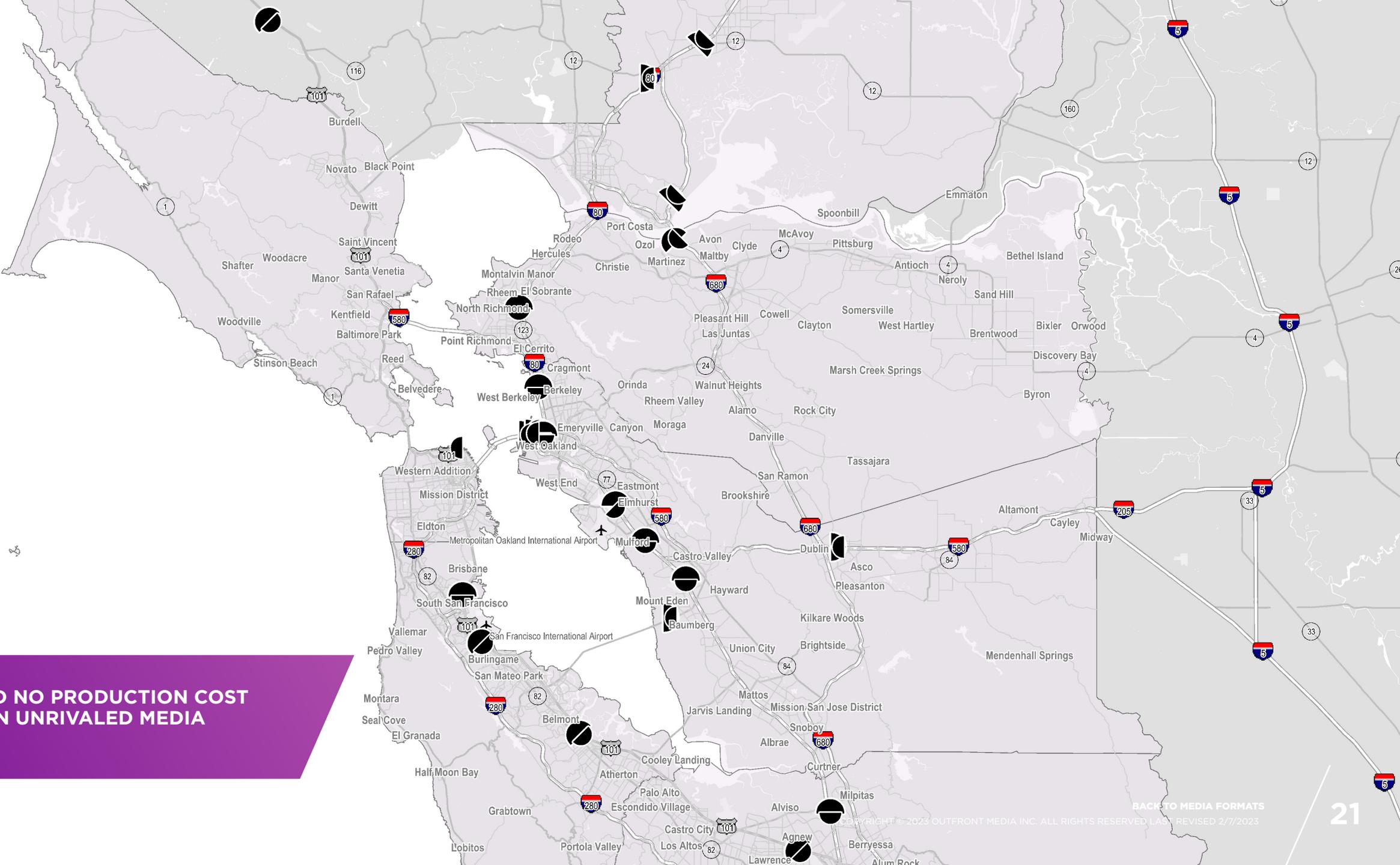


### \$10K Media Investment

Per 4 weeks



# DIGITAL BULLETIN COVERAGE



**TIMELINESS, RELEVANCE, AND NO PRODUCTION COST  
MAKES DIGITAL BULLETINS AN UNRIVALED MEDIA  
FORMAT**

**SAN FRANCISCO BAY AREA  
510.527.3350**

BACK TO MEDIA FORMATS  
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