



**Humboldt Lodging Alliance**  
**Regular/hybrid meeting of the Board of Directors**  
**Wednesday, February 15, 2023, 1pm**  
**422 1<sup>st</sup> St. Eureka, or join on Zoom**

**Agenda**

**Join Zoom Meeting**

**<https://us02web.zoom.us/j/81639809933?pwd=YTJIVE1PTnp6by8vVmYrNWc3REJwOT09>**

**Meeting ID: 816 3980 9933**

**Passcode: 843496Humboldt**

**Lodging Alliance Board of Directors:**

**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),  
**Jeff Durham** (The Redwood Riverwalk Hotel, Fortuna),  
**Nil Patel** (Holiday Inn Express & Suites, Eureka),  
**Gary Stone** (Best Western Plus Humboldt Bay Inn, Eureka),  
**Mark Carter** (Carter House Inns, Eureka),  
**Sherry Potter** (Hotel Arcata, Arcata),  
**Jeannie Jacobs** (Best Western Humboldt House Inn, Garberville),  
**Kelly Martin** (Humboldt Bay Extended Stay, Eureka),  
**Jayshree Patel** (Comfort Inn, Eureka),  
**Pritesh Patel** (Super 8, Fortuna),  
**Alpesh Natha** (Bayside Inn and Suites, Eureka),  
**Donna Hufford** (Roosevelt Base Camp, Orick),  
**Meenal Patel** (Comfort Inn, Arcata).

**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

**Alpesh Natha**- (Bayside Inn and Suites, 1209 4th St, Eureka, CA 95501

**Pritesh Patel** Comfort Inn, 1583 Riverwalk Dr, Fortuna, CA 95540

**Jeannie Jacobs** (Best Western Humboldt House Inn, Garberville Ca, 95542

Members of the public may speak on any item appearing on the agenda, as the item comes up for consideration by the Board. 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 Board of Directors less than 2 hours prior to the Board meeting, and that are public records subject to disclosure, are available for public inspection at 422 1<sup>st</sup>. Street, Eureka, California, during normal business hours.

The meeting room at 422 1st Street, 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.

Board 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 HLA October 19, 2023 Board meeting**
- IV. Approval/modification of the agenda for the HLA February 15, 2023 board meeting**
- V. Approval of financials through January 31 2023.**
- VI. Agenda items**
  - a) Review of actions taken by the HLA Executive Committee from October through December 2022**

Richard Stenger Publicity and Public Relations proposal for 2023

- 1) Chris explained that Richard's current agreement was for \$75,000 per year for PR and Publicity services on behalf of HLA. Richard explained that he has moved to Kentucky. He mentioned that he could still perform many of the services he currently does, but geographic limitations would somewhat impact what he could do. Richard proposed to scale down his job duties. He will provide quarterly press releases, and focus a lot of his work on the centennial anniversary in 2023 of the Redwood Highway. Last year HLA received nearly a million dollars in earned media and over 80 placements in media. The fee for services will be reduced from \$75k per year to \$40K. Lowell Daniels commented that Richard's work has been exemplary and moved to accept Richard's proposal. Donna Hufford seconded. Vote to approve was unanimous.
- 2) As of 11/9/2022 a Request was made by Frank Whitlatch, Advancement Director from Cal Poly Humboldt, to use archival video footage for University recruitment advertising. Motion: Jeff moved to approve the usage of video footage to Cal Poly. Nil Seconded, Motion unanimously approved with a roll call vote.
- 3) As of 11/9/2022. The Marketing Committee recommended a reorder of Humboldt Area Guides to last through the Winter months and into the Spring and look to redesign the guides to match the current marketing and

branding campaign. In addition, the committee asked for approval of a budget of \$9,000 for the next year of distribution. Donna made a motion to approve 120,000 reprinted brochures for \$7,516. and contract with distributor, Lowell Seconded. Motion unanimously approved with a roll call vote.

- 4) As of 12/5/2022. Chris made a request for funding on Brown Act compliance and training for HLA through the Harland Law Firm. John made a motion to approve, Donna seconded. Motion unanimously approved.

**b) Report, discussion, and action to determine how to conduct future HLA meetings based on Brown Act requirements.**

- 1) Recommended action: Vote to determine how to conduct future HLA meetings.

**c) Discussion and action on whether the HLA Executive Committee meet Bi Monthly instead of monthly.**

- 1) Recommended Action: Vote to determine if the EA should meet bi-monthly instead of monthly.

**d) Request for funding for the Denver Travel Adventure show.**

Applicants Laura Lassiter, Executive Director of the Southern Humboldt Business Bureau, and Natalynne Delapp of the Humboldt County Growers alliance are asking for \$5101.59, to attend the Denver Travel and Adventure show.

- 1) Recommended Action: Vote to approve/disapprove funding per request.

**e) Marketing Committee Report:**

- 1) Matt from Misfit will provide a review of results of the 2022 media campaign and propose a strategy for 2023. Recommended action: Discuss and vote to approve the 2023 media plan from Misfit.
- 2) Chuck will provide an overview on how the various elements of the overall marketing, branding, advertising, website, social media, and events, will be part of a combined Strategy going forward into 2023.

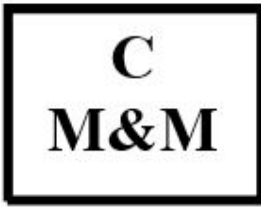
**VII. Reports/Announcements**

HLA Directors can weigh in on developments and or activities in in HLA regions.

## **VIII. Public Comment**

Public can comment on non-agenda items with a 3 minute time limit.

## **IX. 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 January 31, 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>	
	January 31, 2023	January 31, 2022
<b>CURRENT ASSETS</b>		
<b>Cash or Cash Equivalents</b>		
1010 - Cash-Redwood Capital Bank Checking (28165)	\$ 1,702,162.51	\$ 1,045,597.74
1020 - Cash-Redwood Capital Bank Savings (12738)	<u>2,294,262.42</u>	<u>2,292,464.11</u>
<b>Total Cash or Cash Equivalents</b>	<u><b>3,996,424.93</b></u>	<u><b>3,338,061.85</b></u>
<b>Total Current Assets</b>	<u>3,996,424.93</u>	<u>3,338,061.85</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>\$ 4,007,370.94</u></u>	<u><u>\$ 3,351,196.86</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**

January 31, 2023

January 31, 2022

**FUND BALANCES**

**Restricted Fund Balances:**

3012 - Marketing Programs (30%)	583,588.85	783,180.50
3013 - Administrative Fees Funds (10%)	482,381.90	340,577.52
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	47,315.11	44,164.04
3050 - Fortuna Community Fund	195,906.87	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	279,036.25
3071 - County Community Fund - East	47,943.12	35,187.01
3072 - County Community Fund - South	391,060.62	269,327.18

**Total Fund Balances**

4,007,370.94

3,351,196.86

**TOTAL LIABILITIES AND FUND BALANCES**

\$ 4,007,370.94

\$ 3,351,196.86

**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 7 Months Ended January 31, 2023 and 2022**

	January 31, 2023	January 31, 2022
<b>Revenues</b>		
Assessments	\$ 862,147.69	\$ 1,105,718.58
Interest	<u>1,704.03</u>	<u>134.96</u>
<b>Total Revenues</b>	<b><u>863,851.72</u></b>	<b><u>1,105,853.54</u></b>
<b>Expenses</b>		
Administrative	7,630.44	41,712.33
Marketing	554,559.80	151,135.01
Community Projects	<u>142,650.00</u>	<u>3,334.85</u>
<b>Total Expenses</b>	<b><u>704,840.24</u></b>	<b><u>196,182.19</u></b>
<b>Revenues Over (Under) Expenses</b>	<b><u>\$ 159,011.48</u></b>	<b><u>\$ 909,671.35</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>	7 Months Ended 01/31/23 Actual	Remaining Budget Amt <i>Cur Yr Bdgt - Cur Yr Actual</i>	% Actual/ Budget <i>Target 58.33%</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	<u>229.24</u>	<u>229.24</u>	<u>0.00</u>	<u>1,704.03</u>	<u>(1,474.79)</u>	<u>743.34</u>
<b>Total Interest</b>	<u>229.24</u>	<u>229.24</u>	<u>0.00</u>	<u>1,704.03</u>	<u>(1,474.79)</u>	<u>743.34</u>
<b>OTHER INCOME</b>						
4080 - Other Income	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
<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>\$ 863,851.72</u>	<u>\$ 892,951.24</u>	<u>49.17</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>	7 Months Ended 01/31/23 Actual FYE 06/30/23	Remaining Budget Amt <i>Cur Yr Bdgt - Cur Yr Actual</i>	% Actual/ Budget <i>Target 58.33%</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	0.00	0.00	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>	<u>175,886.61</u>	<u>50,147.08</u>	<u>125,739.53</u>	<u>7,630.44</u>	<u>168,256.17</u>	<u>4.34</u>
<b>MARKETING</b>						
5030 - Marketing Expenses	526,972.12	264,380.68	262,591.44	554,559.80	(27,587.68)	105.24
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>	<u>526,972.12</u>	<u>264,380.68</u>	<u>262,591.44</u>	<u>554,559.80</u>	<u>(27,587.68)</u>	<u>105.24</u>
<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	12,900.00	5,205.40	71.25
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	73,000.00	44,305.47	62.23
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	Prior Year's	Variance	7 Months Ended 01/31/23	Remaining Budget Amt	% Actual/ Budget
	Budget	Actual	<i>Cur Yr Bdgt - Pr Yr Actual</i>	Actual	<i>Cur Yr Bdgt - Cur Yr Actual</i>	<i>Target 58.33%</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	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Community Projects</b>	<u>1,053,944.24</u>	<u>81,651.05</u>	<u>972,293.19</u>	<u>142,650.00</u>	<u>911,294.24</u>	<u>13.53</u>
<b>Total Expenses</b>	<u>\$ 1,756,802.97</u>	<u>\$ 396,178.81</u>	<u>\$ 1,360,624.16</u>	<u>\$ 704,840.24</u>	<u>\$ 1,051,962.73</u>	<u>40.12</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**

January 1, 2023 - January 31, 2023

Date	Reference	Payee	Description	Begin Balance	Current Amount	Period End Balance
<b>1010 Cash-Redwood Capital Bank Checking (28165)</b>				1,553, 617.28		
01/04/23	1644	Jenny Early	Jenny Early		(1,500.00)	
01/04/23	1645	Journal Graphics	Journal Graphics		(7,864.80)	
01/04/23	1646	OptiRev LLC	OptiRev LLC		(1,625.00)	
01/04/23	1647	Push Marketing Inc	Push Marketing Inc		(84,438.00)	
01/13/23	1648	Jenna Catsos	Jenna Catsos		(250.00)	
01/17/23	2		Deposit - Eka - Cal July-Sept 2022; Q1 FYE 06/30/23		250,723.03	
01/31/23	1649	Jenna Catsos	Jenna Catsos		(250.00)	
01/31/23	1650	Lat 40 Collective	Lat 40 Collective		(6,250.00)	
<b>Totals for 1010</b>					<u>148,545.23</u>	<u>1,702,162.51</u>
<b>1020 Cash-Redwood Capital Bank Savings (12738)</b>				2,293, 677.93		
01/31/23	INT		Record Interest - RedCap Svgs		584.49	
<b>Totals for 1020</b>					<u>584.49</u>	<u>2,294,262.42</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>				9,881.76		
01/04/23	1644	Jenny Early	Jenny Early - FB/IG Social Media Mgmt		(1,500.00)	
01/04/23	1645	Journal Graphics	Journal Graphics		(7,864.80)	
01/04/23	1646	OptiRev LLC	OptiRev - So Humb - 1st Qtr 2023		(1,625.00)	
01/04/23	1647	Push Marketing Inc	Website Maint			
01/04/23	1647	Push Marketing Inc	Misfit - 2022 Tourism Campaign - Dec 2022 Media Activity + Creative Development		(84,438.00)	
01/13/23	1648	Jenna Catsos	Jenna Castsos Pen+Pine - Visit		(250.00)	
01/17/23	2		Humboldt Map 50% Down Pmt			
01/17/23	2		Deposit - Eka - Cal July-Sept 2022; Q1 FYE 06/30/23		250,723.03	
01/31/23	1649	Jenna Catsos	Jenna Castsos Pen+Pine - Final Pmt		(250.00)	
01/31/23	1650	Lat 40 Collective	Visit Humboldt Map			
01/31/23	1650	Lat 40 Collective	Lat 40 Collective		(6,250.00)	
01/31/23	INT		Record Interest - RedCap Svgs		584.49	
<b>Totals for 3010</b>					<u>149,129.72</u>	<u>159,011.48</u>
<b>3012 Marketing Programs (30%)</b>				(607,424. 74)		
01/04/23	1645	Journal Graphics	Journal Graphics		7,864.80	
01/04/23	1647	Push Marketing Inc	Misfit - 2022 Tourism Campaign - Dec 2022 Media Activity + Creative Development		84,438.00	
01/13/23	1648	Jenna Catsos	Jenna Castsos Pen+Pine - Visit		250.00	
01/17/23	2		Humboldt Map 50% Down Pmt			
01/17/23	2		Deposit - Eka - Cal July-Sept 2022; Q1 FYE 06/30/23		(75,216.91)	
01/31/23	1649	Jenna Catsos	Jenna Castsos Pen+Pine - Final Pmt		250.00	
01/31/23	1650	Lat 40 Collective	Visit Humboldt Map			
01/31/23	1650	Lat 40 Collective	Lat 40 Collective		6,250.00	
<b>Totals for 3012</b>					<u>23,835.89</u>	<u>(583,588.85)</u>
<b>3013 Administrative Fees Funds (10%)</b>				(456,725. 11)		
01/17/23	2		Deposit - Eka - Cal July-Sept 2022; Q1 FYE 06/30/23		(25,072.30)	

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

**General Ledger - HLA**

January 1, 2023 - January 31, 2023

Date	Reference	Payee	Description	Begin Balance	Current Amount	Period End Balance
01/31/23	INT		Record Interest - RedCap Svgs		(584.49)	
			<b>Totals for 3013</b>		<u>(25,656.79)</u>	<u>(482,381.90)</u>
<b>3020</b>	<b>Arcata Community Fund</b>			(831,335.22)		
			<b>Totals for 3020</b>		<u>0.00</u>	<u>(831,335.22)</u>
<b>3030</b>	<b>Eureka Community Fund</b>			(876,061.31)		
01/17/23	2		Deposit - Eka - Cal July-Sept 2022; Q1 FYE 06/30/23		<u>(150,433.82)</u>	
			<b>Totals for 3030</b>		<u>(150,433.82)</u>	<u>(1,026,495.13)</u>
<b>3040</b>	<b>Ferndale Community Fund</b>			(47,315.11)		
			<b>Totals for 3040</b>		<u>0.00</u>	<u>(47,315.11)</u>
<b>3050</b>	<b>Fortuna Community Fund</b>			(195,906.87)		
			<b>Totals for 3050</b>		<u>0.00</u>	<u>(195,906.87)</u>
<b>3060</b>	<b>Trinidad Community Fund</b>			(31,247.00)		
			<b>Totals for 3060</b>		<u>0.00</u>	<u>(31,247.00)</u>
<b>3065</b>	<b>Rio Dell Community Fund</b>			(7,625.75)		
			<b>Totals for 3065</b>		<u>0.00</u>	<u>(7,625.75)</u>
<b>3070</b>	<b>County Community Fund - North</b>			(362,471.37)		
			<b>Totals for 3070</b>		<u>0.00</u>	<u>(362,471.37)</u>
<b>3071</b>	<b>County Community Fund - East</b>			(47,943.12)		
			<b>Totals for 3071</b>		<u>0.00</u>	<u>(47,943.12)</u>
<b>3072</b>	<b>County Community Fund - South</b>			(394,185.62)		
01/04/23	1644	Jenny Early	Jenny Early - FB/IG Social Media Mgmt		1,500.00	
01/04/23	1646	OptiRev LLC	OptiRev - So Humb - 1st Qtr 2023 Website Maint		<u>1,625.00</u>	
			<b>Totals for 3072</b>		<u>3,125.00</u>	<u>(391,060.62)</u>
<b>4010</b>	<b>City of Arcata</b>			(143,995.97)		
			<b>Totals for 4010</b>		<u>0.00</u>	<u>(143,995.97)</u>
<b>4020</b>	<b>City of Eureka</b>			(160,647.97)		
01/17/23	2		Deposit - Eka - Cal July-Sept 2022; Q1 FYE 06/30/23		<u>(250,723.03)</u>	
			<b>Totals for 4020</b>		<u>(250,723.03)</u>	<u>(411,371.00)</u>
<b>4030</b>	<b>City of Ferndale</b>			(17,646.53)		
			<b>Totals for 4030</b>		<u>0.00</u>	<u>(17,646.53)</u>
<b>4040</b>	<b>City of Fortuna</b>			(92,925.07)		
			<b>Totals for 4040</b>		<u>0.00</u>	<u>(92,925.07)</u>

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

**General Ledger - HLA**

January 1, 2023 - January 31, 2023

Date	Reference	Payee	Description	Begin Balance	Current Amount	Period End Balance
<b>4055</b>	<b>City of Rio Dell</b>			(1,052.37)		
			<b>Totals for 4055</b>		<u>0.00</u>	<u>(1,052.37)</u>
<b>4060</b>	<b>Co of Humb-North</b>			(74,911.19)		
			<b>Totals for 4060</b>		<u>0.00</u>	<u>(74,911.19)</u>
<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>			(1,119.54)		
01/31/23	INT		Record Interest - RedCap Svgs		(584.49)	
			<b>Totals for 4070</b>		<u>(584.49)</u>	<u>(1,704.03)</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>5010.32</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>			455,507.00		
01/04/23	1645	Journal Graphics	Journal Graphics		7,864.80	
01/04/23	1647	Push Marketing Inc	Misfit - 2022 Tourism Campaign - Dec 2022 Media Activity + Creative Development		84,438.00	
01/13/23	1648	Jenna Castsos	Jenna Castsos Pen+Pine - Visit Humboldt Map 50% Down Pmt		250.00	
01/31/23	1649	Jenna Castsos	Jenna Castsos Pen+Pine - Final Pmt Visit Humboldt Map		250.00	
01/31/23	1650	Lat 40 Collective	Lat 40 Collective		6,250.00	
			<b>Totals for 5030</b>		<u>99,052.80</u>	<u>554,559.80</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		
			<b>Totals for 5060</b>		<u>0.00</u>	<u>12,900.00</u>
<b>5070</b>	<b>Fortuna</b>			73,000.00		
			<b>Totals for 5070</b>		<u>0.00</u>	<u>73,000.00</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>			6,125.00		
01/04/23	1644	Jenny Early	Jenny Early - FB/IG Social Media Mgmt		1,500.00	

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

**General Ledger - HLA**

January 1, 2023 - January 31, 2023

<b>Date</b>	<b>Reference</b>	<b>Payee</b>	<b>Description</b>	<b>Begin Balance</b>	<b>Current Amount</b>	<b>Period End Balance</b>
01/04/23	1646	OptiRev LLC	OptiRev - So Humb - 1st Qtr 2023 Website Maint		<u>1,625.00</u>	
			<b>Totals for 5092</b>		<u>3,125.00</u>	<u>9,250.00</u>
			<b>Report Total</b>			<u>0.00</u>

**Net Profit/(Loss)**

Current Period	<u>149,129.72</u>
Year-to-Date	<u>159,011.48</u>

Distribution count = 38



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

**Bank Rec Wksht-Portrait**

Savings

January 1, 2023 - January 31, 2023

Reference	Date	GL Account	Description	Amount
<b>Bank Statement Information</b>				
			<b>Beginning Bank Balance</b>	2,293,677.93
<b>Cleared Deposits &amp; Additions</b>				
INT	01/31/23	Multiple	Record Interest - RedCap Svgs	584.49
			<b>Total</b>	584.49
			<b>Statement Total</b>	584.49
			<b>Difference</b>	0.00
<b>Cleared Checks &amp; Payments</b>				
			<b>Total</b>	0.00
			<b>Statement Total</b>	0.00
			<b>Difference</b>	0.00
			<b>Ending Bank Balance</b>	2,294,262.42
<b>Reconciled Bank Information</b>				
			<b>Ending Bank Balance</b>	2,294,262.42
<b>Open Deposits &amp; Additions</b>			<b>Total</b>	0.00
<b>Open Checks &amp; Payments</b>			<b>Total</b>	0.00
			<b>Reconciled Bank Balance</b>	2,294,262.42
<b>General Ledger Information</b>				
			<b>Unadjusted General Ledger Balance</b>	2,294,262.42
<b>Adjustments</b>			<b>Total</b>	0.00
			<b>Adjusted General Ledger Balance</b>	2,294,262.42
<b>Bank Account Reconciliation Summary</b>				
<b>Bank Statement Information</b>				
			Beginning Bank Balance	2,293,677.93
			+ Cleared Deposits & Additions	584.49
			- Cleared Checks & Payments	0.00
			Ending Bank Balance	2,294,262.42
<b>Reconciled Bank Information</b>				
			+ Open Deposits & Additions	0.00
			- Open Checks & Payments	0.00
			<b>Reconciled Bank Balance</b>	2,294,262.42
<b>General Ledger Information</b>				
			Unadjusted General Ledger Balance	2,294,262.42
			+/- Total Adjustments	0.00
			<b>Adjusted General Ledger Balance</b>	2,294,262.42
<b>Unreconciled Amount</b>				
				0.00
Cleared Deposits & Additions count = 1				
Cleared Checks & Payments count = 0				
Open Deposits & Additions count = 0				
Open Checks & Payments count = 0				

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

**Bank Rec Wksht-Portrait**

Savings

January 1, 2023 - January 31, 2023

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<b>Reference</b>	<b>Date</b>	<b>GL Account</b>
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General Ledger Adjustment count = 0

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

**Bank Rec Wksht-Portrait**

Checking

January 1, 2023 - January 31, 2023

Reference	Date	GL Account	Description	Amount
<b>Bank Statement Information</b>				
<b>Beginning Bank Balance</b>				1,671,542.28
<b>Cleared Deposits &amp; Additions</b>				
2	01/17/23	Multiple	Deposit - Eka - Cal July-Sept 2022; Q1 FYE 06/30/23	250,723.03
<b>Total</b>				250,723.03
<b>Statement Total</b>				250,723.03
<b>Difference</b>				0.00
<b>Cleared Checks &amp; Payments</b>				
1636	11/15/22	Multiple	Richard Stenger	12,500.00
1638	11/30/22	Multiple	Push Marketing Inc	95,000.00
1640	12/15/22	Multiple	Nye-Zik Creative	425.00
1642	12/23/22	Multiple	Greater Trinidad Chamber of Commerce	10,000.00
1644	01/04/23	Multiple	Jenny Early	1,500.00
1647	01/04/23	Multiple	Push Marketing Inc	84,438.00
1648	01/13/23	Multiple	Jenna Catsos	250.00
<b>Total</b>				204,113.00
<b>Statement Total</b>				204,113.00
<b>Difference</b>				0.00
<b>Ending Bank Balance</b>				1,718,152.31
<b>Reconciled Bank Information</b>				
<b>Ending Bank Balance</b>				1,718,152.31
<b>Open Deposits &amp; Additions</b>				
<b>Total</b>				0.00
<b>Open Checks &amp; Payments</b>				
1645	01/04/23	Multiple	Journal Graphics	7,864.80
1646	01/04/23	Multiple	OptiRev LLC	1,625.00
1649	01/31/23	Multiple	Jenna Catsos	250.00
1650	01/31/23	Multiple	Sam C Leishman	6,250.00
<b>Total</b>				15,989.80
<b>Reconciled Bank Balance</b>				1,702,162.51
<b>General Ledger Information</b>				
<b>Unadjusted General Ledger Balance</b>				1,702,162.51
<b>Adjustments</b>				
<b>Total</b>				0.00
<b>Adjusted General Ledger Balance</b>				1,702,162.51
<b>Bank Account Reconciliation Summary</b>				
<b>Bank Statement Information</b>				
Beginning Bank Balance				1,671,542.28
+ Cleared Deposits & Additions				250,723.03
- Cleared Checks & Payments				204,113.00
Ending Bank Balance				1,718,152.31
<b>Reconciled Bank Information</b>				
+ Open Deposits & Additions				0.00
- Open Checks & Payments				15,989.80
<b>Reconciled Bank Balance</b>				1,702,162.51
<b>General Ledger Information</b>				

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

**Bank Rec Wksht-Portrait**

Checking

January 1, 2023 - January 31, 2023

Reference	Date	GL Account	Description	Amount
			Unadjusted General Ledger Balance	1,702,162.51
			+/- Total Adjustments	<u>0.00</u>
			<b>Adjusted General Ledger Balance</b>	<u><u>1,702,162.51</u></u>
			<b>Unreconciled Amount</b>	<u><u>0.00</u></u>

Cleared Deposits & Additions count = 1  
Cleared Checks & Payments count = 7  
Open Deposits & Additions count = 0  
Open Checks & Payments count = 4  
General Ledger Adjustment count = 0

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

COMMUNITY	HLA COMMUNITY RECEIPT 2020				2020 Calendar Year	
	Jan - March 2020	April - June 2020	July - Sept 2020	Oct- Dec 2020	CONTRIBUTION TOTAL BY %	CONTRIBUTION TOTALS
Arcata (4010)	\$ 26,084.66	\$ 52,775.29	\$ 85,436.56	\$ 53,173.58	19.66%	\$ 217,470.09
Eureka (4020)	\$ 64,343.03	\$ 62,282.96	\$ 192,617.50	\$ 113,060.76	39.08%	\$ 432,304.25
Ferndale (4030)	\$ 1,538.50	\$ 971.49	\$ 7,086.57	\$ 4,485.35	1.27%	\$ 14,081.91
Fortuna (4040)	\$ 17,173.35	\$ 26,933.37	\$ 50,568.14	\$ 30,539.32	11.32%	\$ 125,214.18
Trinidad (4050)	\$ -	\$ -	\$ -	\$ -	0.00%	\$ -
Airbnb (4063)	\$ -	\$ -	\$ -	\$ -	0.00%	\$ -
Rio Dell (4055)	\$ 783.38	\$ 248.91	\$ 196.80	\$ 437.51	0.15%	\$ 1,666.60
County - North (4061)	\$ 17,082.66	\$ 14,838.92	\$ 45,391.26	\$ 57,597.44	12.20%	\$ 134,910.28
County - East (4063)	\$ 2,226.28	\$ 3,756.25	\$ 7,525.04	\$ 4,061.56	1.59%	\$ 17,569.13
County - South (4063)	\$ 26,244.94	\$ 31,824.93	\$ 77,684.93	\$ 27,266.20	14.74%	\$ 163,021.00
<b>T 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>







### 3 Yr Comparison

2022 Calendar Year				HLA COMMUNITY RECEIPT 2023		
CONTRIBUTION TOTAL BY %	CONTRIBUTION TOTALS	ACCOUNT NUMBER	COMMUNITY	Jan - March 2023	April - June 2023	July - Sept 2023
13.71%	\$ 143,995.98	3020	Arcata (4010)			
53.53%	\$ 562,166.97	3030	Eureka (4020)			
2.02%	\$ 21,209.82	3040	Ferndale (4030)			
12.03%	\$ 126,315.69	3050	Fortuna (4040)			
0.00%	\$ -	3060	Trinidad (4050)			
0.00%	\$ -	3063	Airbnb (4063)			
0.12%	\$ 1,253.37	3065	Rio Dell (4055)			
7.13%	\$ 74,911.19	3070	County - North (4060)			
0.85%	\$ 8,955.05	3071	County - East (4061)			
10.60%	\$ 111,290.51	3072	County - South (4062)			
<b>100.00%</b>	<b>\$ 1,050,098.58</b>	<b>HUMBOLDT COUNTY TOTALS</b>		<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
NOTE FOR BOOKKEEPER: UNHIDE COLUMNS Y THRU AD TO ENTER QTRLY DEPOSITS						



## COMMUNITY RECEIPT 2019 vs 2020

ACCOUNT NUMBER	COMMUNITY	CONTRIBUTION TOTAL		AMOUNT DIFFERENCE	% DIFFERENCE	CONTRIBUTION TOTAL		AMOUNT DIFFERENCE
		Jan - March 2022	Jan - March 2023	Jan - March 2022 vs 2023	Jan - March 2022 vs 2023	April - June 2022	April - June 2023	April - June 2022 vs 2023
3020	Arcata (4010)	\$ 58,415.73		\$ (58,415.73)	-100.00%	\$ 85,580.25		\$ (85,580.25)
3030	Eureka (4020)	\$ 150,795.97		\$ (150,795.97)	-100.00%	\$ 160,647.97		\$ (160,647.97)
3040	Ferndale (4030)	\$ 3,563.29		\$ (3,563.29)	-100.00%	\$ 8,217.79		\$ (8,217.79)
3050	Fortuna (4040)	\$ 33,390.62		\$ (33,390.62)	-100.00%	\$ 38,156.91		\$ (38,156.91)
3065	Rio Dell (4055)	\$ 201.00		\$ (201.00)	-100.00%	\$ 431.94		\$ (431.94)
3070	County - North (4060)	\$ 30,632.09		\$ (30,632.09)	-100.00%	\$ 44,279.10		\$ (44,279.10)
3071	County - East (4061)	\$ 4,102.72		\$ (4,102.72)	-100.00%	\$ 4,852.33		\$ (4,852.33)
3072	County - South (4062)	\$ 36,922.79		\$ (36,922.79)	-100.00%	\$ 74,367.72		\$ (74,367.72)
<b>HUMBOLDT COUNTY TOTALS</b>		<b>\$ 318,024.21</b>	<b>\$ -</b>	<b>\$ (318,024.21)</b>	<b>-100.00%</b>	<b>\$ 416,534.01</b>	<b>\$ -</b>	<b>\$ (416,534.01)</b>
		bookkeeper note: 2022 data pre-fills from 2021 vs 2022 Comparison tab - NO DATA ENTRY NECESSARY						

## COMMUNITY RECEIPT 2019 vs 2020

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

# Community Tourism Project Application

**Date:** February 2, 2023 (amended February 8, 2023)

**Name:** Laura Lasseter, Executive Director, Southern Humboldt Business & Visitors Bureau

**Phone:** 972-571-8496

**Email:** Laura@shbvb.org

**Website:** https://shbvb.org/

**Mailing Address:** 773 Redwood Dr Suite E, Garberville, CA 95542

**Name:** Natalynne DeLapp, Executive Director, Humboldt County Growers Alliance

**Phone:** 707-599-6670

**Email:** Natalynne@HCGA.co

**Website:** www.HCGA.co

**Mailing Address:** P.O.Box 1404, Eureka, CA 95502

**Title of Project/Activity:** The Denver Travel Adventure Show is where "travel lovers come for travel inspiration" and is held at the Denver Convention Center. Attendees will meet representatives from SHBVB and HCGA to support Humboldt's tourism opportunities, including cannabis experiences, boutique lodging at Inns and hotels, and outdoor recreation opportunities under the redwoods and along our coastlines, bays, and rivers.

**Dates:** February 25 & 26, 2023

**Amount of funding request: \$5,101.50**

<b>SHBVB + HCGA Denver Travel Show February 25 &amp; 26, 2023</b>	Price	Quantity	Total
ACV to DEN	\$350.00	2	\$700.00
Baggage	\$70.00	4	\$280.00
Hotel Room X 3 nights	\$200.00	6	\$1,200.00
Per Diem x 3	\$79.00	6	\$474.00
Exhibition cost	\$4,295.00	.50	\$2,147.50
Electricity	\$300.00	1	\$300.00
<b>Total</b>			<b>\$5,101.50</b>



**Other funding sources:** SHBVB and HCGA will cover the **up to 50%** exhibition cost of booth space, printing costs, shipping costs (if needed), staff time to source materials from businesses, and employee time for four days (two days travel plus two days of exhibition).

<b>SHBVB + HCGA Contribution</b>	Rate	Quantity	Hours	Total
Staff	\$30.00	2	36	\$2,160.00
Staff pre-trip logistics & coordination	\$30.00	2	10	\$600.00
Printing costs for displays	\$500.00	1		\$500.00
Exhibition cost	\$4,295.00	.50		\$2,147.50
<b>Total</b>				<b>\$5,407.50</b>

**How will this project benefit HLA membership?** With the HLA's support, SHBVB and HCGA will bring a full exhibition set up that showcases our county's unique lodging experiences that set us apart from the competition, e.g., the Benbow Inn, Inn at the Lost Coast, Scotia Inn, and Inn at 2nd & C, among others. But what truly distinguishes Humboldt from other locales is our bay, cool climate, oysters & seafood, abundant water, redwoods, and cannabis. SHBVB and HCGA will bring an inclusive, fun, and dynamic display to highlight our area. **We will bring HLA marketing materials as requested, including brochures, as well as commercials and/or stock photos to include in a slideshow.**

**How are your organizations qualified to complete the project?** SHBVB has represented Humboldt's interests at the Denver and Bay Area Adventure Travels Shows in 2018, 2019, 2020, and 2021. It has pre-existing marketing assets, e.g., video tools that visually showcase lodging, e.g., the Inn of the Lost Coast and Benbow, and Humboldt's cannabis industry. By partnering with HCGA, our two organizations can umbrella the entire county, connecting the north with the south. Laura and Natalynne are well-connected and respected ambassadors for not only cannabis but throughout the business community.

**What staff members, volunteers, and resources would be devoted to the project?** To execute the project, SHBVB and HCGA need to take stock of existing exhibition assets, source additional marketing materials from showcased businesses, reprint or update necessary materials, and ensure everything can fit into four 50-pound suitcases.

**How will we measure the benefit/success of the project?** First, we will ask all participating businesses to include a code (Denver) on their marketing materials, which could allow a nominal discount with the company, should the attendee make a reservation and use the promo code "Denver." The code and promotion are included when an attendee picks up the flyer or trio-fold. Participating businesses that choose to have a code will be able to track code use back to the Denver Adventure Travel Show.