



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

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February 08, 2023

Humb Cnty Convention & Visitors Bureau
422 1st St
Eureka, CA 95501

I have compiled the accompanying Modified Cash Basis financials statements of Humb Cnty Convention & Visitors Bureau (the "Bureau") 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 and Review Services issued by the American Institute of Certified Public Accountants. 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 Bureau's financial statements do not disclose the Statement of Cash Flows.

I am not independent with respect to the Bureau.

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 County Convention and Visitors Bureau
BALANCE SHEET
MODIFIED CASH BASIS**

January 31, 2023 January 31, 2022

Assets

CURRENT ASSETS

| | | | | |
|--------------------------|----|------------|----|------------|
| Cash or Cash Equivalents | \$ | 448,094.46 | \$ | 345,221.47 |
|--------------------------|----|------------|----|------------|

PROPERTY AND EQUIPMENT

| | | | | |
|---|--|----------|--|------|
| Property and Equipment, Net of Accumulated Depreciation | | 1,000.00 | | 0.00 |
|---|--|----------|--|------|

OTHER ASSETS

| | | | | |
|---|--|----------|--|----------|
| Other Assets - Deposits / Employee Advances | | 6,400.00 | | 6,400.00 |
|---|--|----------|--|----------|

| | | | | |
|---------------------|-----------|-------------------|-----------|-------------------|
| TOTAL ASSETS | \$ | <u>455,494.46</u> | \$ | <u>351,621.47</u> |
|---------------------|-----------|-------------------|-----------|-------------------|

Liabilities and Fund Balances

CURRENT LIABILITIES

| | | | | |
|---------------------------|----|--------------|----|------------------|
| Total Current Liabilities | \$ | <u>48.90</u> | \$ | <u>21,747.22</u> |
|---------------------------|----|--------------|----|------------------|

LONG-TERM LIABILITIES

| | | | | |
|--------------------------|--|--------------|--|------------------|
| Total Liabilities | | <u>48.90</u> | | <u>21,747.22</u> |
|--------------------------|--|--------------|--|------------------|

FUND BALANCES

| | | | | |
|--------------------------------|--|-------------------|--|--------------------|
| Unrestricted Fund Balances | | 215,392.07 | | 227,375.70 |
| Equipment Fund Balances | | 8,272.85 | | 8,272.85 |
| Reserve for Contingency | | 116,846.75 | | 116,846.75 |
| Revenues Over (Under) Expenses | | <u>114,933.89</u> | | <u>(22,621.05)</u> |

| | | | | |
|----------------------------|--|-------------------|--|-------------------|
| Total Fund Balances | | <u>455,445.56</u> | | <u>329,874.25</u> |
|----------------------------|--|-------------------|--|-------------------|

| | | | | |
|--|-----------|-------------------|-----------|-------------------|
| TOTAL LIABILITIES AND FUND BALANCES | \$ | <u>455,494.46</u> | \$ | <u>351,621.47</u> |
|--|-----------|-------------------|-----------|-------------------|

Humboldt County Convention and Visitors Bureau
STATEMENTS OF REVENUES AND EXPENSES
MODIFIED CASH BASIS

| | 7 Months Ended January 31, 2023 | 7 Months Ended January 31, 2022 |
|---------------------------------------|------------------------------------|------------------------------------|
| Revenues | | |
| Advertising and Partnerships | 31,011.53 | 0.00 |
| Government | 404,213.50 | 191,152.98 |
| Other Revenues | <u>32,022.10</u> | <u>1,632.20</u> |
| Total Revenues | <u>467,247.13</u> | <u>192,785.18</u> |
| Expenses | | |
| Personnel | 65,014.80 | 51,636.20 |
| Administrative | 46,176.01 | 19,838.14 |
| Membership | 4,465.62 | 620.30 |
| Marketing | <u>236,656.81</u> | <u>143,311.59</u> |
| Total Expenses | <u>352,313.24</u> | <u>215,406.23</u> |
| Revenues Over (Under) Expenses | <u>\$ 114,933.89</u> | <u>\$ (22,621.05)</u> |

Humboldt County Convention and Visitors Bureau
SUPPLEMENTARY INFORMATION
SCHEDULE OF REVENUES
MODIFIED CASH BASIS

| | Annual Budget | Annual Actual | Variance | 7 Months Ended 01/31/23 Actual | Remaining Budget Amount | % Actual / Budget Target 58.33% |
|-------------------------------------|----------------------|----------------------|----------------------|---|-------------------------------|---|
| | Current Year | Prior Year | | | | |
| Revenues | | | | | | |
| 4015.01 Member Advertising | \$ 0.00 | \$ 0.00 | \$ 0.00 | \$ 1,950.00 | \$ (1,950.00) | 0.00 |
| 4025.01 Consulting Fee Income | 5,000.00 | 0.00 | 5,000.00 | 0.00 | 5,000.00 | 0.00 |
| 4034.01 City of Ferndale | 0.00 | 1,500.00 | (1,500.00) | 0.00 | 0.00 | 0.00 |
| 4040.01 County of Humboldt | 205,000.00 | 382,485.39 | (177,485.39) | 404,213.50 | (199,213.50) | 197.18 |
| 4047.01 Partnerships | 200,000.00 | 3,153.75 | 196,846.25 | 29,061.53 | 170,938.47 | 14.53 |
| 4047.03 Regional Marketing | 0.00 | 0.00 | 0.00 | 1,800.00 | (1,800.00) | 0.00 |
| 4050.01 Sponsorships | 250,000.00 | 0.00 | 250,000.00 | 0.00 | 250,000.00 | 0.00 |
| 4055.01 HLA - Marketing | 0.00 | 0.00 | 0.00 | 30,000.00 | (30,000.00) | 0.00 |
| 4057.01 HLA - Reimbursement | 0.00 | 10.00 | (10.00) | 0.00 | 0.00 | 0.00 |
| 4060.01 Interest Income | 0.00 | 37.30 | (37.30) | 207.59 | (207.59) | 0.00 |
| 4070.01 Other Income | 0.00 | 0.00 | 0.00 | 14.51 | (14.51) | 0.00 |
| 4070.04 PPP Loan 2 Forgiven | 0.00 | 21,700.00 | (21,700.00) | 0.00 | 0.00 | 0.00 |
| 4070.05 CA Relief Grant | 0.00 | 15,000.00 | (15,000.00) | 0.00 | 0.00 | 0.00 |
| 4090 Special Events - Rental Income | 0.00 | 1,600.00 | (1,600.00) | 0.00 | 0.00 | 0.00 |
| Total Revenues | \$ 660,000.00 | \$ 425,486.44 | \$ 234,513.56 | \$ 467,247.13 | \$ 192,752.87 | 70.80 |

This Statement Prepared Without Audit By:

Cunningham, Malone & Morton, 710 E Street, Suite 100, Eureka, CA - (707) 441-1111

Humboldt County Convention and Visitors Bureau
SUPPLEMENTARY INFORMATION
SCHEDULE OF EXPENSES
MODIFIED CASH BASIS

| | Annual Budget | Annual Actual | Variance | 7 Months Ended 01/31/23 Actual | Remaining Budget Amount | % Actual / Budget Target 58.33% |
|-----------------------|-----------------------------|----------------------|----------------------|---|-------------------------------|---|
| | Current Year | Prior Year | | | | |
| Expenses | | | | | | |
| PERSONNEL | | | | | | |
| 5010.01 | Wages & Salaries | \$ 95,588.22 | | \$ 58,758.00 | | |
| 5020.01 | Contract Labor | 1,040.00 | | 0.00 | | |
| 5030.01 | Payroll Taxes | 7,875.77 | | 5,502.72 | | |
| 5050.01 | Insurance - Medical | 1,167.36 | | 680.96 | | |
| 5060.01 | Insurance - Workers Comp | <u>547.00</u> | | <u>73.12</u> | | |
| | Total Personnel | <u>\$ 130,000.00</u> | <u>\$ 106,218.35</u> | <u>\$ 65,014.80</u> | <u>\$ 64,985.20</u> | <u>50.01</u> |
| ADMINISTRATIVE | | | | | | |
| 5510.01 | Computer | \$ 1,242.63 | | \$ 1,294.22 | | |
| 5520.01 | Depreciation | 2,094.57 | | 0.00 | | |
| 5530.01 | Dues & Subscriptions | 754.21 | | 1,000.63 | | |
| 5550.01 | Education & Training | 936.85 | | 0.00 | | |
| 5573.01 | Insurance | 4,695.00 | | 2,285.00 | | |
| 5601.01 | Occupancy | 22,752.71 | | 28,000.00 | | |
| 5602.01 | Utilities | 3,172.89 | | 3,872.45 | | |
| 5603.01 | Building Maintenance | 1,128.74 | | 318.00 | | |
| 5612.01 | Office Supplies | 2,033.15 | | 697.28 | | |
| 5613.01 | Bank Charges | 113.77 | | 0.40 | | |
| 5614.01 | Postage | 987.62 | | 254.77 | | |
| 5701.01 | Professional Fees | 15,309.45 | | 7,818.05 | | |
| 5800.01 | Repairs & Maintenance | 40.00 | | 0.00 | | |
| 5810.01 | Telephone | 650.97 | | 574.84 | | |
| 5900.01 | Other | <u>63.56</u> | | <u>60.37</u> | | |
| | Total Administrative | <u>\$ 117,700.00</u> | <u>\$ 55,976.12</u> | <u>\$ 46,176.01</u> | <u>\$ 71,523.99</u> | <u>39.23</u> |
| MEMBERSHIP | | | | | | |
| 6010.09 | Local Meetings | \$ 2,145.65 | | \$ 4,391.08 | | |
| 6011.09 | Automobile | 1,751.44 | | 18.00 | | |
| 6014.09 | Membership Postage | 13.60 | | 0.00 | | |
| 6023.09 | Public Relations | 36.31 | | 0.00 | | |
| 6030.09 | Member Services | <u>0.00</u> | | <u>56.54</u> | | |
| | Total Membership | <u>\$ 0.00</u> | <u>\$ 3,947.00</u> | <u>\$ 4,465.62</u> | <u>\$ (4,465.62)</u> | <u>0.00</u> |

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Humboldt County Convention and Visitors Bureau
SUPPLEMENTARY INFORMATION
SCHEDULE OF EXPENSES
MODIFIED CASH BASIS

| | Annual Budget | Annual Actual | Variance | 7 Months Ended 01/31/23 Actual | Remaining Budget Amount | % Actual / Budget Target 58.33% |
|--|------------------|------------------|---------------|---|-------------------------------|---|
| | Current Year | Prior Year | | | | |
| MARKETING | | | | | | |
| RESEARCH | | | | | | |
| 6110.02 Marketing Associations | | \$ 125.00 | | \$ 0.00 | | |
| 6120.02 Meetings & Seminars | | 1,017.86 | | 701.99 | | |
| 6132.02 Subscriptions | | <u>180.00</u> | | <u>0.00</u> | | |
| Total Research | \$ 0.00 | \$ 1,322.86 | \$ (1,322.86) | \$ 701.99 | \$ (701.99) | 0.00 |
| ADVERTISING/PROMOTION | | | | | | |
| 7130.02 Guides & Directories | | \$ 1,728.00 | | \$ 0.00 | | |
| 7150.02 Online Advertising | | 320.00 | | 1,270.62 | | |
| 7160.02 Radio Advertising | | 650.00 | | 0.00 | | |
| 7170.02 Television Advertising | | <u>0.00</u> | | <u>6,500.00</u> | | |
| Total Advertising/Promotion | \$ 10,500.00 | \$ 2,698.00 | \$ 7,802.00 | \$ 7,770.62 | \$ 2,729.38 | 74.01 |
| REGIONAL MARKETING | | | | | | |
| 7210.03 Printing Costs | | \$ 252.24 | | \$ 0.00 | | |
| 7211.03 Automobile | | 78.20 | | 0.00 | | |
| 7224.03 Research Meals | | 0.00 | | 80.90 | | |
| 7240.03 Fam Trip Accomodations | | 529.86 | | 0.00 | | |
| 7250.03 Fam Trip Meals | | 1,664.78 | | 0.00 | | |
| 7260.03 Fam Trip Expenses | | <u>265.50</u> | | <u>0.00</u> | | |
| Total Regional Marketing | \$ 30,000.00 | \$ 2,790.58 | \$ 27,209.42 | \$ 80.90 | \$ 29,919.10 | 0.27 |
| ONLINE MARKETING-IN HOUSE | | | | | | |
| 7310.02 Access & Hosting Fees | | \$ 26,451.00 | | \$ 9,846.99 | | |
| 7340.02 Website Upgrades | | <u>13,150.00</u> | | <u>0.00</u> | | |
| Total Online Marketing-In House | \$ 52,000.00 | \$ 39,601.00 | \$ 12,399.00 | \$ 9,846.99 | \$ 42,153.01 | 18.94 |
| TRADE SHOWS - PROF / TRADE MTGS | | | | | | |
| 7410.02 Registration Fees | | \$ 2,495.00 | | \$ 0.00 | | |
| Total Trade Shows | \$ 10,500.00 | \$ 2,495.00 | \$ 8,005.00 | \$ 0.00 | \$ 10,500.00 | 0.00 |

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MODIFIED CASH BASIS

| | Annual Budget | Annual Actual | Variance | 7 Months Ended 01/31/23 Actual | Remaining Budget Amount | % Actual / Budget Target 58.33% |
|---|------------------|-------------------|-----------------|---|-------------------------------|---|
| | Current Year | Prior Year | | | | |
| PRINTED MATERIALS | | | | | | |
| 7510.02 Printing Costs | | \$ 33.80 | | \$ 811.73 | | |
| 7520.02 Photography | | 275.00 | | 40.00 | | |
| 7550.02 Production Staff (PT/Ind. Con.) | | <u>475.00</u> | | <u>0.00</u> | | |
| Total Printed Materials | \$ 25,000.00 | \$ 783.80 | \$ 24,216.20 | \$ 851.73 | \$ 24,148.27 | 3.41 |
| MISCELLANEOUS EXPENSES - MKTG CONSULT / PARTNERSHIPS | | | | | | |
| 7610.02 Co-ops & Partnerships | | \$ 7,525.50 | | \$ 5,370.18 | | |
| 7620.02 Literature Distribution | | 510.62 | | 0.00 | | |
| 7630.02 Marketing Staff (PT/Ind.Cont.) | | 24,895.80 | | 21,441.60 | | |
| 7640.02 Gateway Chambers/Commerce | | <u>178,409.46</u> | | <u>188,632.98</u> | | |
| Total Miscellaneous Expenses | \$ 56,000.00 | \$ 211,341.38 | \$ (155,341.38) | \$ 215,444.76 | \$ (159,444.76) | 384.72 |
| MEDIA RELATIONS | | | | | | |
| 7710.02 Media Hospitality | | \$ 73.42 | | \$ 0.00 | | |
| 7710.50 Media Relations- Hosp/Trans/Accom | | 175.70 | | 0.00 | | |
| 7730.02 Media Transportation | | 392.00 | | 0.00 | | |
| 7740.02 Media Accomodations | | 1,693.97 | | 0.00 | | |
| 7750.02 Media Meals | | 1,288.20 | | 282.57 | | |
| 7760.02 Media Outside Services | | <u>547.00</u> | | <u>0.00</u> | | |
| Total Media Relations | \$ 7,500.00 | \$ 4,170.29 | \$ 3,329.71 | \$ 282.57 | \$ 7,217.43 | 3.77 |
| INQUIRY FULFILLMENT- BROCHURE DISTRIBUTION | | | | | | |
| 7820.02 Fulfillment Postage | | \$ 1,769.38 | | \$ 836.57 | | |
| 7830.02 Fulfillment Shipping | | 0.00 | | 46.30 | | |
| 7840.02 Fulfillment Telephone | | 2,834.24 | | (96.67) | | |
| 7850.02 Fulfillment Outside Services | | <u>1,522.07</u> | | <u>891.05</u> | | |
| Total Inquiry Fulfillment | \$ 15,000.00 | \$ 6,125.69 | \$ 8,874.31 | \$ 1,677.25 | \$ 13,322.75 | 11.18 |
| SALES DEPARTMENT | | | | | | |
| Total Sales Department | \$ 0.00 | \$ 0.00 | \$ 0.00 | \$ 0.00 | \$ 0.00 | 0.00 |

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SUPPLEMENTARY INFORMATION
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MODIFIED CASH BASIS

| | Annual Budget | Annual Actual | Variance | 7 Months Ended 01/31/23 Actual | Remaining Budget Amount | % Actual / Budget Target 58.33% |
|-------------------------|------------------|------------------|----------------|---|-------------------------------|---|
| | Current Year | Prior Year | | | | |
| SPECIAL PROJECTS | | | | | | |
| Total Special Projects | \$ 0.00 | \$ 0.00 | \$ 0.00 | \$ 0.00 | \$ 0.00 | 0.00 |
| Total Marketing | \$ 206,500.00 | \$ 271,328.60 | \$ (64,828.60) | \$ 236,656.81 | \$ (30,156.81) | 114.60 |
| Total Expenses | \$ 454,200.00 | \$ 437,470.07 | \$ 16,729.93 | \$ 352,313.24 | \$ 101,886.76 | 77.57 |