



**Cunningham,  
Malone & Morton**  
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October 07, 2019

Humb Cnty Convention & Visitors Bureau  
322 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 September 30, 2019.

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 Walsh*

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**

September 30, 2019    September 30, 2018

**Assets**

**CURRENT ASSETS**

Cash or Cash Equivalents	\$	388,431.91	\$	153,393.60
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**PROPERTY AND EQUIPMENT**

**OTHER ASSETS**

Other Assets - Deposits		<u>4,005.00</u>		<u>4,005.00</u>
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<b>TOTAL ASSETS</b>	<b>\$</b>	<b><u>392,436.91</u></b>	<b>\$</b>	<b><u>157,398.60</u></b>
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**Liabilities and Fund Balances**

**CURRENT LIABILITIES**

Total Current Liabilities	\$	<u>70.43</u>	\$	<u>14.87</u>
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**LONG-TERM LIABILITIES**

Total Liabilities		<u>70.43</u>		<u>14.87</u>
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**FUND BALANCES**

Unrestricted Fund Balances	258,571.29		45,069.97
Equipment Fund Balances	8,272.85		8,272.85
Reserve for Contingency	116,846.75		0.00
Revenues Over (Under) Expenses	<u>8,675.59</u>		<u>104,040.91</u>

<b>Total Fund Balances</b>	<b><u>392,366.48</u></b>		<b><u>157,383.73</u></b>
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<b>TOTAL LIABILITIES AND FUND BALANCES</b>	<b>\$</b>	<b><u>392,436.91</u></b>	<b>\$</b>	<b><u>157,398.60</u></b>
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**Humboldt County Convention and Visitors Bureau**  
**STATEMENTS OF REVENUES AND EXPENSES**  
**MODIFIED CASH BASIS**

	<b>3 Months Ended September 30, 2019</b>	<b>3 Months Ended September 30, 2018</b>
<b>Revenues</b>		
Membership Dues	\$ 8,232.56	\$ 6,560.00
Advertising and Partnerships	5.00	30,700.00
Government	182,235.00	268,604.50
Other Revenues	102.54	32,530.95
<b>Total Revenues</b>	<u>190,575.10</u>	<u>338,395.45</u>
<b>Expenses</b>		
Personnel	33,572.39	69,890.75
Administrative	10,039.47	15,221.34
Membership	570.21	1,257.68
Marketing	137,717.44	147,984.77
<b>Total Expenses</b>	<u>181,899.51</u>	<u>234,354.54</u>
<b>Revenues Over (Under) Expenses</b>	<u>\$ 8,675.59</u>	<u>\$ 104,040.91</u>

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 REVENUES**  
**MODIFIED CASH BASIS**

	Annual Budget	Annual Actual		3 Months Ended 09/30/19	Remaining Budget Amount	% Actual / Budget Target 25%
	Current Year	Prior Year	Variance	Actual		
<b>Revenues</b>						
4010.01 Membership Dues	\$ 29,850.00	\$ 24,315.71	\$ 5,534.29	\$ 8,232.56	\$ 21,617.44	27.58
4015.01 Member Advertising	28,400.00	40,350.00	(11,950.00)	5.00	28,395.00	0.02
4030.01 City of Eureka	92,500.00	462,500.00	(370,000.00)	0.00	92,500.00	0.00
4031.01 City of Arcata	75,000.00	0.00	75,000.00	0.00	75,000.00	0.00
4033.01 Fortuna Chamber of Commerce	25,000.00	0.00	25,000.00	0.00	25,000.00	0.00
4034.01 City of Ferndale	5,000.00	1,500.00	3,500.00	0.00	5,000.00	0.00
4035.01 City of Trinidad	5,000.00	0.00	5,000.00	0.00	5,000.00	0.00
4036.01 City of Willow Creek	4,500.00	0.00	4,500.00	0.00	4,500.00	0.00
4040.01 County of Humboldt	208,375.50	352,209.00	(143,833.50)	182,235.00	26,140.50	87.46
4047.01 Partnerships	0.00	2,200.00	(2,200.00)	0.00	0.00	0.00
4056.01 HLA - Administrative	0.00	65,000.00	(65,000.00)	0.00	0.00	0.00
4060.01 Interest Income	0.00	186.39	(186.39)	99.29	(99.29)	0.00
4070.01 Other Income	0.00	26.66	(26.66)	3.25	(3.25)	0.00
<b>Total Revenues</b>	<u>\$ 473,625.50</u>	<u>\$ 948,287.76</u>	<u>\$ (474,662.26)</u>	<u>\$ 190,575.10</u>	<u>\$ 283,050.40</u>	<u>40.24</u>

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

	Annual Budget	Annual Actual	Variance	3 Months Ended 09/30/19 Actual	Remaining Budget Amount	% Actual / Budget Target 25%
	Current Year	Prior Year				
<b>Expenses</b>						
<b>PERSONNEL</b>						
5010.01 Wages & Salaries	\$ 185,400.00	\$ 212,359.27	\$ (26,959.27)	\$ 29,251.11	\$ 156,148.89	15.78
5020.01 Contract Labor	0.00	3,575.00	(3,575.00)	0.00	0.00	0.00
5030.01 Payroll Taxes	12,500.00	16,187.23	(3,687.23)	3,624.07	8,875.93	28.99
5040.01 Employee Benefit	2,910.00	4,227.98	(1,317.98)	307.80	2,602.20	10.58
5050.01 Insurance - Medical	11,200.00	38,294.25	(27,094.25)	117.25	11,082.75	1.05
5060.01 Insurance - Workers Comp	1,200.00	1,368.26	(168.26)	272.16	927.84	22.68
<b>Total Personnel</b>	<b>\$ 213,210.00</b>	<b>\$ 276,011.99</b>	<b>\$ (62,801.99)</b>	<b>\$ 33,572.39</b>	<b>\$ 179,637.61</b>	<b>15.75</b>
<b>ADMINISTRATIVE</b>						
5510.01 Computer	\$ 0.00	\$ 239.99	\$ (239.99)	\$ 34.95	\$ (34.95)	0.00
5530.01 Dues & Subscriptions	700.00	882.49	(182.49)	191.99	508.01	27.43
5560.01 Equipment Rental	0.00	(274.05)	274.05	0.00	0.00	0.00
5573.01 Insurance	4,502.00	4,502.00	0.00	0.00	4,502.00	0.00
5573.04 HLA Insurance	0.00	2,877.00	(2,877.00)	0.00	0.00	0.00
5601.01 Occupancy	25,000.00	23,950.00	1,050.00	6,100.00	18,900.00	24.40
5602.01 Utilities	1,800.00	1,842.18	(42.18)	252.93	1,547.07	14.05
5603.01 Building Maintenance	250.00	452.00	(202.00)	0.00	250.00	0.00
5612.01 Office Supplies	1,750.00	2,021.84	(271.84)	510.12	1,239.88	29.15
5613.01 Bank Charges	345.00	318.62	26.38	97.48	247.52	28.26
5614.01 Postage	1,500.00	353.34	1,146.66	470.98	1,029.02	31.40
5701.01 Professional Fees	15,000.00	14,227.25	772.75	2,098.00	12,902.00	13.99
5701.04 HLA Professional Fees	0.00	11,009.40	(11,009.40)	0.00	0.00	0.00
5800.01 Repairs & Maintenance	840.00	840.00	0.00	210.00	630.00	25.00
5810.01 Telephone	0.00	4,778.71	(4,778.71)	35.00	(35.00)	0.00
5900.01 Other	0.00	196.35	(196.35)	38.02	(38.02)	0.00
<b>Total Administrative</b>	<b>\$ 51,687.00</b>	<b>\$ 68,217.12</b>	<b>\$ (16,530.12)</b>	<b>\$ 10,039.47</b>	<b>\$ 41,647.53</b>	<b>19.42</b>
<b>MEMBERSHIP</b>						
6010.09 Local Meetings	\$ 350.00	\$ 1,243.60	\$ (893.60)	\$ 0.00	\$ 350.00	0.00
6011.09 Automobile	500.00	517.50	(17.50)	0.00	500.00	0.00
6014.04 HLA Member Postage	0.00	110.75	(110.75)	0.00	0.00	0.00
6014.09 Membership Postage	1,500.00	393.84	1,106.16	0.00	1,500.00	0.00
6015.04 HLA Membership Printing	0.00	506.73	(506.73)	0.00	0.00	0.00
6015.09 Membership Printing	1,200.00	0.00	1,200.00	0.00	1,200.00	0.00
6021.04 HLA Member Events	0.00	2,360.32	(2,360.32)	210.00	(210.00)	0.00
6021.09 Member Events	5,000.00	6,346.89	(1,346.89)	325.21	4,674.79	6.50

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		3 Months Ended 09/30/19	Remaining Budget Amount	% Actual / Budget Target 25%
	Current Year	Prior Year	Variance	Actual		
6023.09 Public Relations	250.00	616.40	(366.40)	35.00	215.00	14.00
<b>Total Membership</b>	<b>\$ 8,800.00</b>	<b>\$ 12,096.03</b>	<b>\$ (3,296.03)</b>	<b>\$ 570.21</b>	<b>\$ 8,229.79</b>	<b>6.48</b>
<b>MARKETING</b>						
<b>RESEARCH</b>						
6110.02 Marketing Associations	\$ 75,000.00	\$ 197.00	\$ 74,803.00	\$ 0.00	\$ 75,000.00	0.00
6120.02 Meetings & Seminars	0.00	240.02	(240.02)	0.00	0.00	0.00
6122.02 Research Transportation	0.00	66.70	(66.70)	0.00	0.00	0.00
6124.02 Research Meals	0.00	223.92	(223.92)	46.30	(46.30)	0.00
6130.02 Research Materials	0.00	24.90	(24.90)	0.00	0.00	0.00
6132.02 Subscriptions	0.00	19.95	(19.95)	0.00	0.00	0.00
<b>Total Research</b>	<b>\$ 75,000.00</b>	<b>\$ 772.49</b>	<b>\$ 74,227.51</b>	<b>\$ 46.30</b>	<b>\$ 74,953.70</b>	<b>0.06</b>
<b>ADVERTISING/PROMOTION</b>						
7120.02 Magazine Advertising	\$ 0.00	\$ 24,204.00	\$ (24,204.00)	\$ 0.00	\$ 0.00	0.00
7130.02 Guides & Directories	0.00	0.00	0.00	4,478.00	(4,478.00)	0.00
7150.02 Online Advertising	0.00	73,013.00	(73,013.00)	39.90	(39.90)	0.00
7195.02 Advertising Contingency	0.00	516.34	(516.34)	0.00	0.00	0.00
<b>Total Advertising/Promotion</b>	<b>\$ 0.00</b>	<b>\$ 97,733.34</b>	<b>\$ (97,733.34)</b>	<b>\$ 4,517.90</b>	<b>\$ (4,517.90)</b>	<b>0.00</b>
<b>REGIONAL MARKETING</b>						
7211.03 Automobile	\$ 0.00	\$ 0.00	\$ 0.00	\$ 712.66	\$ (712.66)	0.00
7223.03 Research Accomodations	0.00	0.00	0.00	642.28	(642.28)	0.00
7224.03 Research Meals	0.00	0.00	0.00	471.00	(471.00)	0.00
7240.03 Fam Trip Accomodations	0.00	191.84	(191.84)	0.00	0.00	0.00
7250.03 Fam Trip Meals	0.00	340.67	(340.67)	0.00	0.00	0.00
7260.03 Fam Trip Expenses	0.00	0.00	0.00	384.25	(384.25)	0.00
<b>Total Regional Marketing</b>	<b>\$ 0.00</b>	<b>\$ 532.51</b>	<b>\$ (532.51)</b>	<b>\$ 2,210.19</b>	<b>\$ (2,210.19)</b>	<b>0.00</b>
<b>ONLINE MARKETING-IN HOUSE</b>						
7310.02 Access & Hosting Fees	\$ 25,000.00	\$ 34,187.49	\$ (9,187.49)	\$ 1,200.00	\$ 23,800.00	4.80
7320.02 Website Maintenance	0.00	30.34	(30.34)	0.00	0.00	0.00
<b>Total Online Marketing-In House</b>	<b>\$ 25,000.00</b>	<b>\$ 34,217.83</b>	<b>\$ (9,217.83)</b>	<b>\$ 1,200.00</b>	<b>\$ 23,800.00</b>	<b>4.80</b>

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

	Annual Budget	Annual Actual		3 Months Ended 09/30/19	Remaining Budget Amount	% Actual / Budget Target 25%
	Current Year	Prior Year	Variance	Actual		
<b>TRADE SHOWS</b>						
7410.02 Registration Fees	\$ 5,000.00	\$ 9,340.00	\$ (4,340.00)	\$ 4,000.00	\$ 1,000.00	80.00
7420.02 Trade Show Transportation	0.00	2,986.98	(2,986.98)	0.00	0.00	0.00
7420.50 Trade Show Accom/Meals/Travel	3,000.00	0.00	3,000.00	0.00	3,000.00	0.00
7430.02 Trade Show Accomodations	0.00	3,149.46	(3,149.46)	0.00	0.00	0.00
7440.02 Trade Show Meals	0.00	790.87	(790.87)	0.00	0.00	0.00
7450.02 Booth Expense	0.00	528.15	(528.15)	0.00	0.00	0.00
7460.02 Trade Show Shipping	0.00	19.28	(19.28)	0.00	0.00	0.00
7470.02 Trade Show Outside Services	7,000.00	6,000.00	1,000.00	0.00	7,000.00	0.00
7480.02 Trade Show Contingency	0.00	(183.83)	183.83	0.00	0.00	0.00
<b>Total Trade Shows</b>	<u>\$ 15,000.00</u>	<u>\$ 22,630.91</u>	<u>\$ (7,630.91)</u>	<u>\$ 4,000.00</u>	<u>\$ 11,000.00</u>	<u>26.67</u>
<b>PRINTED MATERIALS</b>						
7510.02 Printing Costs	\$ 3,000.00	\$ 3,804.08	\$ (804.08)	\$ 0.00	\$ 3,000.00	0.00
7510.03 Printing-Other	1,500.00	0.00	1,500.00	0.00	1,500.00	0.00
7520.02 Photography	0.00	187.00	(187.00)	0.00	0.00	0.00
7540.02 Printing Outside Services	0.00	400.00	(400.00)	760.18	(760.18)	0.00
<b>Total Printed Materials</b>	<u>\$ 4,500.00</u>	<u>\$ 4,391.08</u>	<u>\$ 108.92</u>	<u>\$ 760.18</u>	<u>\$ 3,739.82</u>	<u>16.89</u>
<b>MISCELLANEOUS EXPENSES</b>						
7610.02 Co-ops & Partnerships	\$ 11,000.00	\$ 11,000.00	\$ 0.00	\$ 0.00	\$ 11,000.00	0.00
7620.02 Literature Distribution	5,500.00	5,883.45	(383.45)	10,936.62	(5,436.62)	198.85
7640.02 Gateway Chambers/Commerce	0.00	164,364.00	(164,364.00)	85,043.10	(85,043.10)	0.00
<b>Total Miscellaneous Expenses</b>	<u>\$ 16,500.00</u>	<u>\$ 181,247.45</u>	<u>\$ (164,747.45)</u>	<u>\$ 95,979.72</u>	<u>\$ (79,479.72)</u>	<u>581.70</u>
<b>MEDIA RELATIONS</b>						
7710.02 Media Hospitality	\$ 0.00	\$ 717.50	\$ (717.50)	\$ 0.00	\$ 0.00	0.00
7710.50 Media Relations- Hosp/Trans/Accom	2,500.00	0.00	2,500.00	0.00	2,500.00	0.00
7730.02 Media Transportation	0.00	3,988.24	(3,988.24)	0.00	0.00	0.00
7740.02 Media Accomodations	0.00	1,784.60	(1,784.60)	0.00	0.00	0.00
7750.02 Media Meals	0.00	1,842.00	(1,842.00)	0.00	0.00	0.00
7780.02 Media Subscriptions	250.00	520.82	(270.82)	38.99	211.01	15.60
<b>Total Media Relations</b>	<u>\$ 2,750.00</u>	<u>\$ 8,853.16</u>	<u>\$ (6,103.16)</u>	<u>\$ 38.99</u>	<u>\$ 2,711.01</u>	<u>1.42</u>

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

	Annual Budget	Annual Actual		3 Months Ended 09/30/19	Remaining Budget Amount	% Actual / Budget Target 25%
	Current Year	Prior Year	Variance	Actual		
<b>INQUIRY FULFILLMENT</b>						
7820.02 Fulfillment Postage	\$ 3,000.00	\$ 3,958.63	\$ (958.63)	\$ 427.18	\$ 2,572.82	14.24
7840.02 Fulfillment Telephone	3,500.00	3,897.00	(397.00)	661.56	2,838.44	18.90
7850.02 Fulfillment Outside Services	<u>3,750.00</u>	<u>4,018.00</u>	<u>(268.00)</u>	<u>24,326.36</u>	<u>(20,576.36)</u>	<u>648.70</u>
<b>Total Inquiry Fulfillment</b>	<u>\$ 10,250.00</u>	<u>\$ 11,873.63</u>	<u>\$ (1,623.63)</u>	<u>\$ 25,415.10</u>	<u>\$ (15,165.10)</u>	<u>247.95</u>
<b>SALES DEPARTMENT</b>						
7920.02 Sales Transportation	\$ 0.00	\$ 1,760.68	\$ (1,760.68)	\$ 0.00	\$ 0.00	0.00
7920.40 Sales-Hosp/Trans/Accom	2,000.00	0.00	2,000.00	0.00	2,000.00	0.00
7930.02 Sales Accomodations	0.00	1,059.46	(1,059.46)	0.00	0.00	0.00
7940.02 Sales Meals	0.00	481.03	(481.03)	0.00	0.00	0.00
7950.02 Sales Member/Sub	0.00	369.00	(369.00)	0.00	0.00	0.00
7960.02 Sales Registration/Fees	0.00	1,816.00	(1,816.00)	0.00	0.00	0.00
7960.70 Sales-Member/Reg Fee	2,000.00	0.00	2,000.00	0.00	2,000.00	0.00
7970.02 Sales Collateral	0.00	520.47	(520.47)	0.00	0.00	0.00
7980.02 Sales Postage	<u>0.00</u>	<u>80.87</u>	<u>(80.87)</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
<b>Total Sales Department</b>	<u>\$ 4,000.00</u>	<u>\$ 6,087.51</u>	<u>\$ (2,087.51)</u>	<u>\$ 0.00</u>	<u>\$ 4,000.00</u>	<u>0.00</u>
<b>SPECIAL PROJECTS</b>						
9040.10 Hospitality Programs	\$ 12,000.00	\$ 10,121.39	\$ 1,878.61	\$ 3,549.06	\$ 8,450.94	29.58
<b>Total Special Projects</b>	<u>\$ 12,000.00</u>	<u>\$ 10,121.39</u>	<u>\$ 1,878.61</u>	<u>\$ 3,549.06</u>	<u>\$ 8,450.94</u>	<u>29.58</u>
<b>Total Marketing</b>	<u>\$ 165,000.00</u>	<u>\$ 378,461.30</u>	<u>\$ (213,461.30)</u>	<u>\$ 137,717.44</u>	<u>\$ 27,282.56</u>	<u>83.47</u>
<b>Total Expenses</b>	<u>\$ 438,697.00</u>	<u>\$ 734,786.44</u>	<u>\$ (296,089.44)</u>	<u>\$ 181,899.51</u>	<u>\$ 256,797.49</u>	<u>41.46</u>

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