



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

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August 02, 2021

Humb Cnty Convention & Visitors Bureau  
322 1st St  
Eureka, CA 95501

I have compiled the accompanying Accrual Basis financials statements of Humb Cnty Convention & Visitors Bureau (the "Bureau") as of June 30, 2021.

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  
ACCRUAL BASIS**

June 30, 2021

June 30, 2020

**Assets**

**CURRENT ASSETS**

Cash or Cash Equivalents	\$	382,865.95	\$	364,757.78
Accounts Receivable		0.00		1,027.64

**OTHER ASSETS**

Other Assets - Deposits / Employee Advances		4,005.00		5,667.19
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<b>TOTAL ASSETS</b>	<b>\$</b>	<b>386,870.95</b>	<b>\$</b>	<b>371,452.61</b>
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**Liabilities and Fund Balances**

**CURRENT LIABILITIES**

Total Current Liabilities	\$	34,375.65	\$	14,770.27
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**LONG-TERM LIABILITIES**

<b>Total Liabilities</b>		34,375.65		14,770.27
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**FUND BALANCES**

Unrestricted Fund Balances		238,925.93		258,421.29
Equipment Fund Balances		8,272.85		8,272.85
Reserve for Contingency		116,846.75		116,846.75
Revenues Over (Under) Expenses		(11,550.23)		(26,858.55)

<b>Total Fund Balances</b>		352,495.30		356,682.34
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<b>TOTAL LIABILITIES AND FUND BALANCES</b>	<b>\$</b>	<b>386,870.95</b>	<b>\$</b>	<b>371,452.61</b>
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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**  
**STATEMENTS OF REVENUES AND EXPENSES**  
**ACCRUAL BASIS**

	12 Months Ended June 30, 2021	12 Months Ended June 30, 2020
<b>Revenues</b>		
Membership Dues	\$ 615.82	\$ 17,586.61
Advertising and Partnerships	895.00	30,384.76
Government	396,496.68	403,970.00
Other Revenues	<u>21,818.69</u>	<u>8,264.39</u>
<b>Total Revenues</b>	<u>419,826.19</u>	<u>460,205.76</u>
<b>Expenses</b>		
Personnel	121,924.17	154,088.65
Administrative	55,139.13	42,474.51
Membership	3,633.70	2,708.86
Marketing	<u>250,679.42</u>	<u>287,792.29</u>
<b>Total Expenses</b>	<u>431,376.42</u>	<u>487,064.31</u>
<b>Revenues Over (Under) Expenses</b>	<u>\$ (11,550.23)</u>	<u>\$ (26,858.55)</u>

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**Humboldt County Convention and Visitors Bureau**  
**SUPPLEMENTARY INFORMATION**  
**SCHEDULE OF REVENUES**  
**ACCRUAL BASIS**

	Annual Budget	Annual Actual	Variance	12 Months Ended 06/30/21 Actual	Remaining Budget Amount	% Actual / Budget Target 100%
	Current Year	Prior Year				
<b>Revenues</b>						
4010.01 Membership Dues	\$ 0.00	\$ 17,586.61	\$ (17,586.61)	\$ 615.82	\$ (615.82)	0.00
4015.01 Member Advertising	0.00	30,384.76	(30,384.76)	895.00	(895.00)	0.00
4033.02 Fortuna LA	0.00	25,000.00	(25,000.00)	0.00	0.00	0.00
4034.01 City of Ferndale	0.00	1,500.00	(1,500.00)	1,500.00	(1,500.00)	0.00
4034.02 Ferndale LA	0.00	3,500.00	(3,500.00)	0.00	0.00	0.00
4035.02 Trinidad LA	0.00	5,000.00	(5,000.00)	0.00	0.00	0.00
4040.01 County of Humboldt	0.00	364,470.00	(364,470.00)	394,996.68	(394,996.68)	0.00
4040.04 Hum Co-East LA	0.00	4,500.00	(4,500.00)	0.00	0.00	0.00
4056.01 HLA - Administrative	0.00	7,500.00	(7,500.00)	0.00	0.00	0.00
4057.01 HLA - Reimbursement	0.00	188.68	(188.68)	0.00	0.00	0.00
4060.01 Interest Income	0.00	572.46	(572.46)	118.69	(118.69)	0.00
4070.01 Other Income	0.00	3.25	(3.25)	0.00	0.00	0.00
4070.03 PPP Loan 1 Forgiven	0.00	0.00	0.00	21,700.00	(21,700.00)	0.00
<b>Total Revenues</b>	<u>\$ 0.00</u>	<u>\$ 460,205.76</u>	<u>\$ (460,205.76)</u>	<u>\$ 419,826.19</u>	<u>\$ (419,826.19)</u>	<u>0.00</u>

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

	Annual Budget	Annual Actual	Variance	12 Months Ended 06/30/21 Actual	Remaining Budget Amount	% Actual / Budget Target 100%
	Current Year	Prior Year				
<b>Expenses</b>						
<b>PERSONNEL</b>						
5010.01 Wages & Salaries	\$ 0.00	\$ 133,030.82	\$ (133,030.82)	\$ 108,436.22	\$ (108,436.22)	0.00
5020.01 Contract Labor	0.00	3,120.00	(3,120.00)	3,750.00	(3,750.00)	0.00
5030.01 Payroll Taxes	0.00	11,650.24	(11,650.24)	7,851.73	(7,851.73)	0.00
5040.01 Employee Benefit	0.00	810.95	(810.95)	3.00	(3.00)	0.00
5050.01 Insurance - Medical	0.00	4,570.80	(4,570.80)	1,118.72	(1,118.72)	0.00
5060.01 Insurance - Workers Comp	0.00	905.84	(905.84)	764.50	(764.50)	0.00
<b>Total Personnel</b>	<b>\$ 0.00</b>	<b>\$ 154,088.65</b>	<b>\$ (154,088.65)</b>	<b>\$ 121,924.17</b>	<b>\$ (121,924.17)</b>	<b>0.00</b>
<b>ADMINISTRATIVE</b>						
5510.01 Computer	\$ 0.00	\$ 329.33	\$ (329.33)	\$ 0.00	\$ 0.00	0.00
5520.01 Depreciation	0.00	0.00	0.00	3,189.00	(3,189.00)	0.00
5530.01 Dues & Subscriptions	0.00	1,558.14	(1,558.14)	1,043.82	(1,043.82)	0.00
5550.01 Education & Training	0.00	511.60	(511.60)	0.00	0.00	0.00
5573.01 Insurance	0.00	4,434.00	(4,434.00)	4,542.00	(4,542.00)	0.00
5601.01 Occupancy	0.00	22,500.00	(22,500.00)	27,000.00	(27,000.00)	0.00
5602.01 Utilities	0.00	1,141.56	(1,141.56)	1,247.78	(1,247.78)	0.00
5612.01 Office Supplies	0.00	2,185.08	(2,185.08)	1,521.54	(1,521.54)	0.00
5612.02 COVID Related Expenses	0.00	0.00	0.00	700.00	(700.00)	0.00
5613.01 Bank Charges	0.00	374.55	(374.55)	163.99	(163.99)	0.00
5614.01 Postage	0.00	1,214.32	(1,214.32)	1,028.51	(1,028.51)	0.00
5701.01 Professional Fees	0.00	14,569.65	(14,569.65)	14,491.60	(14,491.60)	0.00
5701.04 HLA Professional Fees	0.00	(7,728.40)	7,728.40	0.00	0.00	0.00
5800.01 Repairs & Maintenance	0.00	700.00	(700.00)	11.38	(11.38)	0.00
5810.01 Telephone	0.00	35.00	(35.00)	263.71	(263.71)	0.00
5820.01 Taxes - FTB	0.00	42.11	(42.11)	0.00	0.00	0.00
5900.01 Other	0.00	607.57	(607.57)	(64.20)	64.20	0.00
<b>Total Administrative</b>	<b>\$ 0.00</b>	<b>\$ 42,474.51</b>	<b>\$ (42,474.51)</b>	<b>\$ 55,139.13</b>	<b>\$ (55,139.13)</b>	<b>0.00</b>
<b>MEMBERSHIP</b>						
6010.09 Local Meetings	\$ 0.00	\$ 1,955.42	\$ (1,955.42)	\$ 1,457.58	\$ (1,457.58)	0.00
6011.09 Automobile	0.00	59.80	(59.80)	906.52	(906.52)	0.00
6014.04 HLA Member Postage	0.00	(110.75)	110.75	0.00	0.00	0.00
6021.04 HLA Member Events	0.00	(1,216.37)	1,216.37	0.00	0.00	0.00
6021.09 Member Events	0.00	1,818.54	(1,818.54)	20.07	(20.07)	0.00
6023.09 Public Relations	0.00	202.22	(202.22)	1,249.53	(1,249.53)	0.00

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

	Annual Budget	Annual Actual	Variance	12 Months Ended 06/30/21 Actual	Remaining Budget Amount	% Actual / Budget Target 100%
	Current Year	Prior Year				
Total Membership	\$ 0.00	\$ 2,708.86	\$ (2,708.86)	\$ 3,633.70	\$ (3,633.70)	0.00
<b>MARKETING</b>						
<b>RESEARCH</b>						
6110.02 Marketing Associations	\$ 0.00	\$ 180.00	\$ (180.00)	\$ 1,330.00	\$ (1,330.00)	0.00
6120.02 Meetings & Seminars	0.00	48.95	(48.95)	75.00	(75.00)	0.00
6124.02 Research Meals	0.00	46.30	(46.30)	0.00	0.00	0.00
Total Research	\$ 0.00	\$ 275.25	\$ (275.25)	\$ 1,405.00	\$ (1,405.00)	0.00
<b>ADVERTISING/PROMOTION</b>						
7110.02 Site Promo / Location Adv	\$ 0.00	\$ 0.00	\$ 0.00	\$ 1,000.00	\$ (1,000.00)	0.00
7120.02 Magazine Advertising	0.00	235.00	(235.00)	0.00	0.00	0.00
7130.02 Guides & Directories	0.00	4,478.00	(4,478.00)	228.00	(228.00)	0.00
7150.02 Online Advertising	0.00	84.90	(84.90)	438.03	(438.03)	0.00
7170.02 Television Advertising	0.00	1,500.00	(1,500.00)	0.00	0.00	0.00
7190.02 Event Promotion	0.00	120.00	(120.00)	250.00	(250.00)	0.00
Total Advertising/Promotion	\$ 0.00	\$ 6,417.90	\$ (6,417.90)	\$ 1,916.03	\$ (1,916.03)	0.00
<b>REGIONAL MARKETING</b>						
7211.03 Automobile	\$ 0.00	\$ 712.66	\$ (712.66)	\$ 0.00	\$ 0.00	0.00
7222.03 Research Materials	0.00	0.00	0.00	993.63	(993.63)	0.00
7223.03 Research Accomodations	0.00	642.28	(642.28)	0.00	0.00	0.00
7224.03 Research Meals	0.00	471.00	(471.00)	64.36	(64.36)	0.00
7240.03 Fam Trip Accomodations	0.00	616.00	(616.00)	436.80	(436.80)	0.00
7250.03 Fam Trip Meals	0.00	0.00	0.00	479.80	(479.80)	0.00
7260.03 Fam Trip Expenses	0.00	426.93	(426.93)	0.00	0.00	0.00
Total Regional Marketing	\$ 0.00	\$ 2,868.87	\$ (2,868.87)	\$ 1,974.59	\$ (1,974.59)	0.00
<b>ONLINE MARKETING-IN HOUSE</b>						
7310.02 Access & Hosting Fees	\$ 0.00	\$ 25,173.00	\$ (25,173.00)	\$ 17,763.96	\$ (17,763.96)	0.00
7340.02 Website Upgrades	0.00	0.00	0.00	6,125.00	(6,125.00)	0.00
Total Online Marketing-In House	\$ 0.00	\$ 25,173.00	\$ (25,173.00)	\$ 23,888.96	\$ (23,888.96)	0.00

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

	Annual Budget	Annual Actual	Variance	12 Months Ended 06/30/21 Actual	Remaining Budget Amount	% Actual / Budget Target 100%
	Current Year	Prior Year				
<b>TRADE SHOWS</b>						
7410.02 Registration Fees	\$ 0.00	\$ 2,589.00	\$ (2,589.00)	\$ 0.00	\$ 0.00	0.00
7420.02 Trade Show Transportation	0.00	1,007.61	(1,007.61)	0.00	0.00	0.00
7430.02 Trade Show Accomodations	0.00	801.52	(801.52)	0.00	0.00	0.00
7440.02 Trade Show Meals	0.00	1,288.39	(1,288.39)	0.00	0.00	0.00
7450.02 Booth Expense	0.00	4,184.89	(4,184.89)	0.00	0.00	0.00
7470.02 Trade Show Outside Services	0.00	105.26	(105.26)	0.00	0.00	0.00
7480.02 Trade Show Contingency	0.00	29.66	(29.66)	0.00	0.00	0.00
<b>Total Trade Shows</b>	<b>\$ 0.00</b>	<b>\$ 10,006.33</b>	<b>\$ (10,006.33)</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>0.00</b>
<b>PRINTED MATERIALS</b>						
7510.02 Printing Costs	\$ 0.00	\$ 0.00	\$ 0.00	\$ 472.43	\$ (472.43)	0.00
7510.03 Printing-Other	0.00	36.61	(36.61)	245.48	(245.48)	0.00
7530.02 Production Costs	0.00	0.00	0.00	805.00	(805.00)	0.00
7540.02 Printing Outside Services	0.00	760.18	(760.18)	0.00	0.00	0.00
<b>Total Printed Materials</b>	<b>\$ 0.00</b>	<b>\$ 796.79</b>	<b>\$ (796.79)</b>	<b>\$ 1,522.91</b>	<b>\$ (1,522.91)</b>	<b>0.00</b>
<b>MISCELLANEOUS EXPENSES</b>						
7610.02 Co-ops & Partnerships	\$ 0.00	\$ 11,000.00	\$ (11,000.00)	\$ 5,012.99	\$ (5,012.99)	0.00
7620.02 Literature Distribution	0.00	11,855.47	(11,855.47)	11,073.72	(11,073.72)	0.00
7630.02 Marketing Staff (PT/Ind.Cont.)	0.00	6,640.61	(6,640.61)	10,025.00	(10,025.00)	0.00
7640.02 Gateway Chambers/Commerce	0.00	170,086.20	(170,086.20)	184,331.76	(184,331.76)	0.00
<b>Total Miscellaneous Expenses</b>	<b>\$ 0.00</b>	<b>\$ 199,582.28</b>	<b>\$ (199,582.28)</b>	<b>\$ 210,443.47</b>	<b>\$ (210,443.47)</b>	<b>0.00</b>
<b>MEDIA RELATIONS</b>						
7710.02 Media Hospitality	\$ 0.00	\$ 499.25	\$ (499.25)	\$ 326.65	\$ (326.65)	0.00
7730.02 Media Transportation	0.00	1,036.40	(1,036.40)	54.05	(54.05)	0.00
7740.02 Media Accomodations	0.00	1,412.91	(1,412.91)	425.82	(425.82)	0.00
7750.02 Media Meals	0.00	992.44	(992.44)	238.87	(238.87)	0.00
7760.02 Media Outside Services	0.00	0.00	0.00	977.00	(977.00)	0.00
7770.02 Media Registration Fees	0.00	774.00	(774.00)	0.00	0.00	0.00
7780.02 Media Subscriptions	0.00	38.99	(38.99)	125.00	(125.00)	0.00
<b>Total Media Relations</b>	<b>\$ 0.00</b>	<b>\$ 4,753.99</b>	<b>\$ (4,753.99)</b>	<b>\$ 2,147.39</b>	<b>\$ (2,147.39)</b>	<b>0.00</b>
<b>INQUIRY FULFILLMENT</b>						

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

	Annual Budget	Annual Actual	Variance	12 Months Ended 06/30/21 Actual	Remaining Budget Amount	% Actual / Budget Target 100%
	Current Year	Prior Year				
7820.02 Fulfillment Postage	\$ 0.00	\$ 1,451.22	\$ (1,451.22)	\$ 1,700.96	\$ (1,700.96)	0.00
7840.02 Fulfillment Telephone	0.00	3,289.89	(3,289.89)	3,087.21	(3,087.21)	0.00
7850.02 Fulfillment Outside Services	0.00	25,807.24	(25,807.24)	2,592.90	(2,592.90)	0.00
<b>Total Inquiry Fulfillment</b>	<u>\$ 0.00</u>	<u>\$ 30,548.35</u>	<u>\$ (30,548.35)</u>	<u>\$ 7,381.07</u>	<u>\$ (7,381.07)</u>	<u>0.00</u>
<b>SALES DEPARTMENT</b>						
7940.02 Sales Meals	\$ 0.00	\$ 202.53	\$ (202.53)	\$ 0.00	\$ 0.00	0.00
7980.02 Sales Postage	0.00	18.90	(18.90)	0.00	0.00	0.00
<b>Total Sales Department</b>	<u>\$ 0.00</u>	<u>\$ 221.43</u>	<u>\$ (221.43)</u>	<u>\$ 0.00</u>	<u>\$ 0.00</u>	<u>0.00</u>
<b>SPECIAL PROJECTS</b>						
9040.10 Hospitality Programs	\$ 0.00	\$ 7,148.10	\$ (7,148.10)	\$ 0.00	\$ 0.00	0.00
<b>Total Special Projects</b>	<u>\$ 0.00</u>	<u>\$ 7,148.10</u>	<u>\$ (7,148.10)</u>	<u>\$ 0.00</u>	<u>\$ 0.00</u>	<u>0.00</u>
<b>Total Marketing</b>	<u>\$ 0.00</u>	<u>\$ 287,792.29</u>	<u>\$ (287,792.29)</u>	<u>\$ 250,679.42</u>	<u>\$ (250,679.42)</u>	<u>0.00</u>
<b>Total Expenses</b>	<u>\$ 0.00</u>	<u>\$ 487,064.31</u>	<u>\$ (487,064.31)</u>	<u>\$ 431,376.42</u>	<u>\$ (431,376.42)</u>	<u>0.00</u>

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**Humboldt County Convention and Visitors Bureau  
BALANCE SHEET  
ACCRUAL BASIS**

June 30, 2021

June 30, 2020

**Assets**

**CURRENT ASSETS**

Petty Cash	\$ 175.00	\$ 175.00
Cash - Payroll/Umpqua Bank (1571)	0.00	3,952.64
Cash - Redwood Capital MM (3795)	342,018.76	345,518.21
Cash-Chkg A/P Redwood Capital (3787)	40,672.19	15,111.93
Accounts Receivable	0.00	1,027.64

**OTHER ASSETS**

Employee Advances	0.00	1,662.19
Deposits	1,605.00	1,605.00
Deposits - Postage	2,400.00	2,400.00

<b>TOTAL ASSETS</b>	\$ 386,870.95	\$ 371,452.61
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**Liabilities and Fund Balances**

**CURRENT LIABILITIES**

Accounts Payable	\$ 2,083.58	\$ 6,077.16
Accrued Payroll	4,118.33	3,308.33
Accrued Personal Time Off	6,473.74	5,082.50
F.U.T.A.Taxes Payable	0.00	18.10
PPP Loan 2	21,700.00	0.00
Revenue Rec'd in Advance	0.00	284.18

**LONG-TERM LIABILITIES**

<b>Total Liabilities</b>	34,375.65	14,770.27
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**FUND BALANCES**

Unrestricted Fund Balances	238,925.93	258,421.29
Equipment Fund Balances	8,272.85	8,272.85
Reserve for Contingency	116,846.75	116,846.75
Revenues Over (Under) Expenses	(11,550.23)	(26,858.55)

<b>Total Fund Balances</b>	352,495.30	356,682.34
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<b>TOTAL LIABILITIES AND FUND BALANCES</b>	\$ 386,870.95	\$ 371,452.61
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