



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

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May 09, 2022

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 April 30, 2022.

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**

April 30, 2022

April 30, 2021

Assets

CURRENT ASSETS

Cash or Cash Equivalents	\$	383,620.79	\$	415,223.71
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PROPERTY AND EQUIPMENT

Property and Equipment, Net of Accumulated Depreciation		873.99		3,188.81
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OTHER ASSETS

Other Assets - Deposits / Employee Advances		6,400.00		4,005.00
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TOTAL ASSETS	\$	390,894.78	\$	422,417.52
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Liabilities and Fund Balances

CURRENT LIABILITIES

Total Current Liabilities	\$	2.95	\$	43,516.10
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LONG-TERM LIABILITIES

Total Liabilities		2.95		43,516.10
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FUND BALANCES

Unrestricted Fund Balances		227,375.70		238,925.93
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Equipment Fund Balances		8,272.85		8,272.85
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Reserve for Contingency		116,846.75		116,846.75
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Revenues Over (Under) Expenses		38,396.53		14,855.89
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Total Fund Balances		390,891.83		378,901.42
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TOTAL LIABILITIES AND FUND BALANCES	\$	390,894.78	\$	422,417.52
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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
MODIFIED CASH BASIS

	10 Months Ended April 30, 2022	10 Months Ended April 30, 2021
Revenues		
Membership Dues	\$ 0.00	\$ 499.72
Advertising and Partnerships	0.00	895.00
Government	383,985.39	396,496.68
Other Revenues	<u>23,341.10</u>	<u>111.95</u>
Total Revenues	<u>407,326.49</u>	<u>398,003.35</u>
Expenses		
Personnel	79,752.61	94,286.17
Administrative	32,978.18	40,510.19
Membership	2,100.69	2,710.24
Marketing	<u>254,098.48</u>	<u>245,640.86</u>
Total Expenses	<u>368,929.96</u>	<u>383,147.46</u>
Revenues Over (Under) Expenses	<u>\$ 38,396.53</u>	<u>\$ 14,855.89</u>

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

	Annual Budget	Annual Actual	Variance	10 Months Ended 04/30/22 Actual	Remaining Budget Amount	% Actual / Budget Target 83.33%
	Current Year	Prior Year				
Revenues						
4010.01 Membership Dues	\$ 0.00	\$ 615.82	\$ (615.82)	\$ 0.00	\$ 0.00	0.00
4015.01 Member Advertising	0.00	895.00	(895.00)	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
4040.01 County of Humboldt	0.00	394,996.68	(394,996.68)	382,485.39	(382,485.39)	0.00
4057.01 HLA - Reimbursement	0.00	0.00	0.00	10.00	(10.00)	0.00
4060.01 Interest Income	0.00	118.69	(118.69)	31.10	(31.10)	0.00
4070.03 PPP Loan 1 Forgiven	0.00	21,700.00	(21,700.00)	0.00	0.00	0.00
4070.04 PPP Loan 2 Forgiven	0.00	0.00	0.00	21,700.00	(21,700.00)	0.00
4090 Special Events - Rental Income	0.00	0.00	0.00	1,600.00	(1,600.00)	0.00
Total Revenues	\$ 0.00	\$ 419,826.19	\$ (419,826.19)	\$ 407,326.49	\$ (407,326.49)	0.00

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Humboldt County Convention and Visitors Bureau

SUPPLEMENTARY INFORMATION

SCHEDULE OF EXPENSES

MODIFIED CASH BASIS

	Annual Budget	Annual Actual	Variance	10 Months Ended 04/30/22 Actual	Remaining Budget Amount	% Actual / Budget Target 83.33%
	Current Year	Prior Year				
Expenses						
PERSONNEL						
5010.01 Wages & Salaries	\$ 0.00	\$ 108,436.22	\$ (108,436.22)	\$ 70,647.03	\$ (70,647.03)	0.00
5020.01 Contract Labor	0.00	3,750.00	(3,750.00)	1,040.00	(1,040.00)	0.00
5030.01 Payroll Taxes	0.00	7,851.73	(7,851.73)	6,545.78	(6,545.78)	0.00
5040.01 Employee Benefit	0.00	3.00	(3.00)	0.00	0.00	0.00
5050.01 Insurance - Medical	0.00	1,118.72	(1,118.72)	972.80	(972.80)	0.00
5060.01 Insurance - Workers Comp	0.00	764.50	(764.50)	547.00	(547.00)	0.00
Total Personnel	<u>\$ 0.00</u>	<u>\$ 121,924.17</u>	<u>\$ (121,924.17)</u>	<u>\$ 79,752.61</u>	<u>\$ (79,752.61)</u>	<u>0.00</u>
ADMINISTRATIVE						
5510.01 Computer	\$ 0.00	\$ 0.00	\$ 0.00	\$ 736.78	\$ (736.78)	0.00
5520.01 Depreciation	0.00	3,189.00	(3,189.00)	0.00	0.00	0.00
5530.01 Dues & Subscriptions	0.00	1,043.82	(1,043.82)	570.38	(570.38)	0.00
5550.01 Education & Training	0.00	0.00	0.00	936.85	(936.85)	0.00
5573.01 Insurance	0.00	4,542.00	(4,542.00)	4,695.00	(4,695.00)	0.00
5601.01 Occupancy	0.00	27,000.00	(27,000.00)	10,752.71	(10,752.71)	0.00
5602.01 Utilities	0.00	1,247.78	(1,247.78)	2,287.57	(2,287.57)	0.00
5603.01 Building Maintenance	0.00	0.00	0.00	1,007.24	(1,007.24)	0.00
5612.01 Office Supplies	0.00	1,521.54	(1,521.54)	1,808.07	(1,808.07)	0.00
5612.02 COVID Related Expenses	0.00	700.00	(700.00)	0.00	0.00	0.00
5613.01 Bank Charges	0.00	163.99	(163.99)	113.77	(113.77)	0.00
5614.01 Postage	0.00	1,028.51	(1,028.51)	733.65	(733.65)	0.00
5701.01 Professional Fees	0.00	14,491.60	(14,491.60)	9,232.60	(9,232.60)	0.00
5800.01 Repairs & Maintenance	0.00	11.38	(11.38)	40.00	(40.00)	0.00
5810.01 Telephone	0.00	263.71	(263.71)	0.00	0.00	0.00
5900.01 Other	0.00	(64.20)	64.20	63.56	(63.56)	0.00
Total Administrative	<u>\$ 0.00</u>	<u>\$ 55,139.13</u>	<u>\$ (55,139.13)</u>	<u>\$ 32,978.18</u>	<u>\$ (32,978.18)</u>	<u>0.00</u>
MEMBERSHIP						
6010.09 Local Meetings	\$ 0.00	\$ 1,457.58	\$ (1,457.58)	\$ 1,826.14	\$ (1,826.14)	0.00
6011.09 Automobile	0.00	906.52	(906.52)	224.64	(224.64)	0.00
6014.09 Membership Postage	0.00	0.00	0.00	13.60	(13.60)	0.00
6021.09 Member Events	0.00	20.07	(20.07)	0.00	0.00	0.00
6023.09 Public Relations	0.00	1,249.53	(1,249.53)	36.31	(36.31)	0.00
Total Membership	<u>\$ 0.00</u>	<u>\$ 3,633.70</u>	<u>\$ (3,633.70)</u>	<u>\$ 2,100.69</u>	<u>\$ (2,100.69)</u>	<u>0.00</u>

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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	10 Months Ended 04/30/22 Actual	Remaining Budget Amount	% Actual / Budget Target 83.33%
	Current Year	Prior Year				
MARKETING						
RESEARCH						
6110.02 Marketing Associations	\$ 0.00	\$ 1,330.00	\$ (1,330.00)	\$ 125.00	\$ (125.00)	0.00
6120.02 Meetings & Seminars	0.00	75.00	(75.00)	1,017.86	(1,017.86)	0.00
6132.02 Subscriptions	0.00	0.00	0.00	180.00	(180.00)	0.00
Total Research	\$ 0.00	\$ 1,405.00	\$ (1,405.00)	\$ 1,322.86	\$ (1,322.86)	0.00
ADVERTISING/PROMOTION						
7110.02 Site Promo / Location Adv	\$ 0.00	\$ 1,000.00	\$ (1,000.00)	\$ 0.00	\$ 0.00	0.00
7130.02 Guides & Directories	0.00	228.00	(228.00)	1,500.00	(1,500.00)	0.00
7150.02 Online Advertising	0.00	438.03	(438.03)	320.00	(320.00)	0.00
7190.02 Event Promotion	0.00	250.00	(250.00)	0.00	0.00	0.00
Total Advertising/Promotion	\$ 0.00	\$ 1,916.03	\$ (1,916.03)	\$ 1,820.00	\$ (1,820.00)	0.00
REGIONAL MARKETING						
7210.03 Printing Costs	\$ 0.00	\$ 0.00	\$ 0.00	\$ 252.24	\$ (252.24)	0.00
7211.03 Automobile	0.00	0.00	0.00	78.20	(78.20)	0.00
7222.03 Research Materials	0.00	993.63	(993.63)	0.00	0.00	0.00
7224.03 Research Meals	0.00	64.36	(64.36)	0.00	0.00	0.00
7240.03 Fam Trip Accomodations	0.00	436.80	(436.80)	0.00	0.00	0.00
7250.03 Fam Trip Meals	0.00	479.80	(479.80)	1,625.24	(1,625.24)	0.00
7260.03 Fam Trip Expenses	0.00	0.00	0.00	27.00	(27.00)	0.00
Total Regional Marketing	\$ 0.00	\$ 1,974.59	\$ (1,974.59)	\$ 1,982.68	\$ (1,982.68)	0.00
ONLINE MARKETING-IN HOUSE						
7310.02 Access & Hosting Fees	\$ 0.00	\$ 17,763.96	\$ (17,763.96)	\$ 18,626.00	\$ (18,626.00)	0.00
7340.02 Website Upgrades	0.00	6,125.00	(6,125.00)	13,150.00	(13,150.00)	0.00
Total Online Marketing-In House	\$ 0.00	\$ 23,888.96	\$ (23,888.96)	\$ 31,776.00	\$ (31,776.00)	0.00
TRADE SHOWS						
7410.02 Registration Fees	\$ 0.00	\$ 0.00	\$ 0.00	\$ 2,495.00	\$ (2,495.00)	0.00
Total Trade Shows	\$ 0.00	\$ 0.00	\$ 0.00	\$ 2,495.00	\$ (2,495.00)	0.00

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Humboldt County Convention and Visitors Bureau

SUPPLEMENTARY INFORMATION SCHEDULE OF EXPENSES MODIFIED CASH BASIS

	Annual Budget	Annual Actual	Variance	10 Months Ended 04/30/22 Actual	Remaining Budget Amount	% Actual / Budget Target 83.33%
	Current Year	Prior Year				
PRINTED MATERIALS						
7510.02 Printing Costs	\$ 0.00	\$ 472.43	\$ (472.43)	\$ 0.00	\$ 0.00	0.00
7510.03 Printing-Other	0.00	245.48	(245.48)	0.00	0.00	0.00
7520.02 Photography	0.00	0.00	0.00	275.00	(275.00)	0.00
7530.02 Production Costs	0.00	805.00	(805.00)	0.00	0.00	0.00
7550.02 Production Staff (PT/Ind. Con.)	0.00	0.00	0.00	475.00	(475.00)	0.00
Total Printed Materials	<u>\$ 0.00</u>	<u>\$ 1,522.91</u>	<u>\$ (1,522.91)</u>	<u>\$ 750.00</u>	<u>\$ (750.00)</u>	<u>0.00</u>
MISCELLANEOUS EXPENSES						
7610.02 Co-ops & Partnerships	\$ 0.00	\$ 5,012.99	\$ (5,012.99)	\$ 7,984.50	\$ (7,984.50)	0.00
7620.02 Literature Distribution	0.00	11,073.72	(11,073.72)	510.62	(510.62)	0.00
7630.02 Marketing Staff (PT/Ind.Cont.)	0.00	10,025.00	(10,025.00)	18,025.00	(18,025.00)	0.00
7640.02 Gateway Chambers/Commerce	0.00	184,331.76	(184,331.76)	178,409.46	(178,409.46)	0.00
Total Miscellaneous Expenses	<u>\$ 0.00</u>	<u>\$ 210,443.47</u>	<u>\$ (210,443.47)</u>	<u>\$ 204,929.58</u>	<u>\$ (204,929.58)</u>	<u>0.00</u>
MEDIA RELATIONS						
7710.02 Media Hospitality	\$ 0.00	\$ 326.65	\$ (326.65)	\$ 73.42	\$ (73.42)	0.00
7710.50 Media Relations- Hosp/Trans/Accom	0.00	0.00	0.00	175.70	(175.70)	0.00
7730.02 Media Transportation	0.00	54.05	(54.05)	392.00	(392.00)	0.00
7740.02 Media Accomodations	0.00	425.82	(425.82)	1,133.97	(1,133.97)	0.00
7750.02 Media Meals	0.00	238.87	(238.87)	1,257.06	(1,257.06)	0.00
7760.02 Media Outside Services	0.00	977.00	(977.00)	547.00	(547.00)	0.00
7780.02 Media Subscriptions	0.00	125.00	(125.00)	0.00	0.00	0.00
Total Media Relations	<u>\$ 0.00</u>	<u>\$ 2,147.39</u>	<u>\$ (2,147.39)</u>	<u>\$ 3,579.15</u>	<u>\$ (3,579.15)</u>	<u>0.00</u>
INQUIRY FULFILLMENT						
7820.02 Fulfillment Postage	\$ 0.00	\$ 1,700.96	\$ (1,700.96)	\$ 1,512.81	\$ (1,512.81)	0.00
7840.02 Fulfillment Telephone	0.00	3,087.21	(3,087.21)	2,589.24	(2,589.24)	0.00
7850.02 Fulfillment Outside Services	0.00	2,592.90	(2,592.90)	1,341.16	(1,341.16)	0.00
Total Inquiry Fulfillment	<u>\$ 0.00</u>	<u>\$ 7,381.07</u>	<u>\$ (7,381.07)</u>	<u>\$ 5,443.21</u>	<u>\$ (5,443.21)</u>	<u>0.00</u>
SALES DEPARTMENT						
	_____	_____	_____	_____	_____	_____

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

	Annual Budget	Annual Actual	Variance	10 Months Ended 04/30/22 Actual	Remaining Budget Amount	% Actual / Budget Target 83.33%
	Current Year	Prior Year				
Total Sales Department	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	0.00
SPECIAL PROJECTS						
Total Special Projects	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	0.00
Total Marketing	\$ 0.00	\$ 250,679.42	\$ (250,679.42)	\$ 254,098.48	\$ (254,098.48)	0.00
Total Expenses	\$ 0.00	\$ 431,376.42	\$ (431,376.42)	\$ 368,929.96	\$ (368,929.96)	0.00