



**Cunningham,
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The Tax Professionals

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January 21, 2020

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

I have compiled the accompanying Modified Cash Basis financial statements of Humb Cnty Convention & Visitors Bureau (the "Bureau") as of December 31, 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**

December 31, 2019 December 31, 2018

Assets

CURRENT ASSETS

Cash or Cash Equivalents	\$	393,833.44	\$	129,389.03
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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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TOTAL ASSETS	\$	<u>397,838.44</u>	\$	<u>133,394.03</u>
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Liabilities and Fund Balances

CURRENT LIABILITIES

Total Current Liabilities	\$	<u>47.14</u>	\$	<u>4.88</u>
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LONG-TERM LIABILITIES

Total Liabilities		<u>47.14</u>		<u>4.88</u>
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FUND BALANCES

Unrestricted Fund Balances	258,571.29		44,838.07
Equipment Fund Balances	8,272.85		8,272.85
Reserve for Contingency	116,846.75		0.00
Revenues Over (Under) Expenses	<u>14,100.41</u>		<u>80,278.23</u>

Total Fund Balances	<u>397,791.30</u>		<u>133,389.15</u>
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TOTAL LIABILITIES AND FUND BALANCES	\$	<u>397,838.44</u>	\$	<u>133,394.03</u>
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Humboldt County Convention and Visitors Bureau
STATEMENTS OF REVENUES AND EXPENSES
MODIFIED CASH BASIS

	6 Months Ended December 31, 2019	6 Months Ended December 31, 2018
Revenues		
Membership Dues	\$ 14,760.84	\$ 8,557.00
Advertising and Partnerships	51,750.00	38,560.00
Government	191,735.00	361,104.50
Other Revenues	<u>7,997.86</u>	<u>65,069.80</u>
 Total Revenues	 <u>266,243.70</u>	 <u>473,291.30</u>
Expenses		
Personnel	74,461.39	144,025.69
Administrative	14,699.16	28,474.80
Membership	439.70	6,410.92
Marketing	<u>162,543.04</u>	<u>214,101.66</u>
 Total Expenses	 <u>252,143.29</u>	 <u>393,013.07</u>
 Revenues Over (Under) Expenses	 <u>\$ 14,100.41</u>	 <u>\$ 80,278.23</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	Variance	6 Months Ended 12/31/19 Actual	Remaining Budget Amount	% Actual / Budget Target 50%
	Current Year	Prior Year				
Revenues						
4010.01 Membership Dues	\$ 29,850.00	\$ 24,315.71	\$ 5,534.29	\$ 14,760.84	\$ 15,089.16	49.45
4015.01 Member Advertising	28,400.00	40,350.00	(11,950.00)	23,250.00	5,150.00	81.87
4030.01 City of Eureka	0.00	462,500.00	(462,500.00)	0.00	0.00	0.00
4031.02 Arcata LA	75,000.00	0.00	75,000.00	0.00	75,000.00	0.00
4033.02 Fortuna LA	25,000.00	0.00	25,000.00	0.00	25,000.00	0.00
4034.01 City of Ferndale	1,500.00	1,500.00	0.00	0.00	1,500.00	0.00
4034.02 Ferndale LA	3,500.00	0.00	3,500.00	0.00	3,500.00	0.00
4035.02 Trinidad LA	5,000.00	0.00	5,000.00	5,000.00	0.00	100.00
4040.01 County of Humboldt	364,470.00	352,209.00	12,261.00	182,235.00	182,235.00	50.00
4040.04 Hum Co-East LA	4,500.00	0.00	4,500.00	4,500.00	0.00	100.00
4047.01 Partnerships	0.00	2,200.00	(2,200.00)	28,500.00	(28,500.00)	0.00
4056.01 HLA - Administrative	0.00	65,000.00	(65,000.00)	7,500.00	(7,500.00)	0.00
4057.01 HLA - Reimbursement	0.00	0.00	0.00	188.68	(188.68)	0.00
4060.01 Interest Income	0.00	186.39	(186.39)	305.93	(305.93)	0.00
4070.01 Other Income	0.00	26.66	(26.66)	3.25	(3.25)	0.00
Total Revenues	\$ 537,220.00	\$ 948,287.76	\$ (411,067.76)	\$ 266,243.70	\$ 270,976.30	49.56

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

	Annual Budget	Annual Actual	Variance	6 Months Ended 12/31/19 Actual	Remaining Budget Amount	% Actual / Budget Target 50%
	Current Year	Prior Year				
Expenses						
PERSONNEL						
5010.01 Wages & Salaries	\$ 185,400.00	\$ 212,359.27	\$ (26,959.27)	\$ 65,238.74	\$ 120,161.26	35.19
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)	6,454.39	6,045.61	51.64
5040.01 Employee Benefit	2,910.00	4,227.98	(1,317.98)	533.50	2,376.50	18.33
5050.01 Insurance - Medical	11,200.00	38,294.25	(27,094.25)	1,962.60	9,237.40	17.52
5060.01 Insurance - Workers Comp	1,200.00	1,368.26	(168.26)	272.16	927.84	22.68
Total Personnel	\$ 213,210.00	\$ 276,011.99	\$ (62,801.99)	\$ 74,461.39	\$ 138,748.61	34.92
ADMINISTRATIVE						
5510.01 Computer	\$ 0.00	\$ 239.99	\$ (239.99)	\$ 106.94	\$ (106.94)	0.00
5530.01 Dues & Subscriptions	700.00	882.49	(182.49)	201.94	498.06	28.85
5550.01 Education & Training	0.00	0.00	0.00	312.60	(312.60)	0.00
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	12,250.00	12,750.00	49.00
5602.01 Utilities	1,800.00	1,842.18	(42.18)	368.24	1,431.76	20.46
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)	1,720.94	29.06	98.34
5613.01 Bank Charges	345.00	318.62	26.38	205.35	139.65	59.52
5614.01 Postage	1,500.00	353.34	1,146.66	845.75	654.25	56.38
5701.01 Professional Fees	15,000.00	14,227.25	772.75	4,965.45	10,034.55	33.10
5701.04 HLA Professional Fees	0.00	11,009.40	(11,009.40)	(6,858.15)	6,858.15	0.00
5800.01 Repairs & Maintenance	840.00	840.00	0.00	420.00	420.00	50.00
5810.01 Telephone	0.00	4,778.71	(4,778.71)	35.00	(35.00)	0.00
5820.01 Taxes - FTB	0.00	0.00	0.00	42.11	(42.11)	0.00
5900.01 Other	0.00	196.35	(196.35)	82.99	(82.99)	0.00
Total Administrative	\$ 51,687.00	\$ 68,217.12	\$ (16,530.12)	\$ 14,699.16	\$ 36,987.84	28.44
MEMBERSHIP						
6010.09 Local Meetings	\$ 350.00	\$ 1,243.60	\$ (893.60)	\$ 215.31	\$ 134.69	61.52
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)	(110.75)	110.75	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

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Humboldt County Convention and Visitors Bureau

SUPPLEMENTARY INFORMATION SCHEDULE OF EXPENSES MODIFIED CASH BASIS

	Annual Budget	Annual Actual		6 Months Ended 12/31/19 Actual	Remaining Budget Amount	% Actual / Budget Target 50%
	Current Year	Prior Year	Variance			
6021.04 HLA Member Events	0.00	2,360.32	(2,360.32)	(1,216.37)	1,216.37	0.00
6021.09 Member Events	5,000.00	6,346.89	(1,346.89)	1,490.51	3,509.49	29.81
6023.09 Public Relations	250.00	616.40	(366.40)	61.00	189.00	24.40
Total Membership	\$ 8,800.00	\$ 12,096.03	\$ (3,296.03)	\$ 439.70	\$ 8,360.30	5.00

MARKETING

RESEARCH

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
Total Research	\$ 75,000.00	\$ 772.49	\$ 74,227.51	\$ 46.30	\$ 74,953.70	0.06

ADVERTISING/PROMOTION

7120.02 Magazine Advertising	\$ 0.00	\$ 24,204.00	\$ (24,204.00)	\$ 235.00	\$ (235.00)	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
Total Advertising/Promotion	\$ 0.00	\$ 97,733.34	\$ (97,733.34)	\$ 4,752.90	\$ (4,752.90)	0.00

REGIONAL MARKETING

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)	400.96	(400.96)	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	426.93	(426.93)	0.00
Total Regional Marketing	\$ 0.00	\$ 532.51	\$ (532.51)	\$ 2,653.83	\$ (2,653.83)	0.00

ONLINE MARKETING-IN HOUSE

7310.02 Access & Hosting Fees	\$ 25,000.00	\$ 34,187.49	\$ (9,187.49)	\$ 2,400.00	\$ 22,600.00	9.60
7320.02 Website Maintenance	0.00	30.34	(30.34)	0.00	0.00	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	6 Months Ended 12/31/19 Actual	Remaining Budget Amount	% Actual / Budget Target 50%
	Current Year	Prior Year				
Total Online Marketing-In House	\$ 25,000.00	\$ 34,217.83	\$ (9,217.83)	\$ 2,400.00	\$ 22,600.00	9.60
TRADE SHOWS						
7410.02 Registration Fees	\$ 5,000.00	\$ 9,340.00	\$ (4,340.00)	\$ 4,649.00	\$ 351.00	92.98
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)	4,120.00	(4,120.00)	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
Total Trade Shows	\$ 15,000.00	\$ 22,630.91	\$ (7,630.91)	\$ 8,769.00	\$ 6,231.00	58.46
PRINTED MATERIALS						
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	36.61	1,463.39	2.44
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
Total Printed Materials	\$ 4,500.00	\$ 4,391.08	\$ 108.92	\$ 796.79	\$ 3,703.21	17.71
MISCELLANEOUS EXPENSES						
7610.02 Co-ops & Partnerships	\$ 11,000.00	\$ 11,000.00	\$ 0.00	\$ 11,000.00	\$ 0.00	100.00
7620.02 Literature Distribution	5,500.00	5,883.45	(383.45)	11,832.70	(6,332.70)	215.14
7630.02 Marketing Staff (PT/Ind.Cont.)	0.00	0.00	0.00	3,208.11	(3,208.11)	0.00
7640.02 Gateway Chambers/Commerce	0.00	164,364.00	(164,364.00)	85,043.10	(85,043.10)	0.00
Total Miscellaneous Expenses	\$ 16,500.00	\$ 181,247.45	\$ (164,747.45)	\$ 111,083.91	\$ (94,583.91)	673.24
MEDIA RELATIONS						
7710.02 Media Hospitality	\$ 0.00	\$ 717.50	\$ (717.50)	\$ 333.50	\$ (333.50)	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)	104.36	(104.36)	0.00
7740.02 Media Accomodations	0.00	1,784.60	(1,784.60)	155.68	(155.68)	0.00
7750.02 Media Meals	0.00	1,842.00	(1,842.00)	579.20	(579.20)	0.00
7780.02 Media Subscriptions	250.00	520.82	(270.82)	38.99	211.01	15.60

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

	Annual Budget	Annual Actual	Variance	6 Months Ended 12/31/19 Actual	Remaining Budget Amount	% Actual / Budget Target 50%
	Current Year	Prior Year				
Total Media Relations	\$ 2,750.00	\$ 8,853.16	\$ (6,103.16)	\$ 1,211.73	\$ 1,538.27	44.06
INQUIRY FULFILLMENT						
7820.02 Fulfillment Postage	\$ 3,000.00	\$ 3,958.63	\$ (958.63)	\$ 623.07	\$ 2,376.93	20.77
7840.02 Fulfillment Telephone	3,500.00	3,897.00	(397.00)	1,686.56	1,813.44	48.19
7850.02 Fulfillment Outside Services	3,750.00	4,018.00	(268.00)	24,767.36	(21,017.36)	660.46
Total Inquiry Fulfillment	\$ 10,250.00	\$ 11,873.63	\$ (1,623.63)	\$ 27,076.99	\$ (16,826.99)	264.17
SALES DEPARTMENT						
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)	202.53	(202.53)	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	0.00	80.87	(80.87)	0.00	0.00	0.00
Total Sales Department	\$ 4,000.00	\$ 6,087.51	\$ (2,087.51)	\$ 202.53	\$ 3,797.47	5.06
SPECIAL PROJECTS						
9040.10 Hospitality Programs	\$ 12,000.00	\$ 10,121.39	\$ 1,878.61	\$ 3,549.06	\$ 8,450.94	29.58
Total Special Projects	\$ 12,000.00	\$ 10,121.39	\$ 1,878.61	\$ 3,549.06	\$ 8,450.94	29.58
Total Marketing	\$ 165,000.00	\$ 378,461.30	\$ (213,461.30)	\$ 162,543.04	\$ 2,456.96	98.51
Total Expenses	\$ 438,697.00	\$ 734,786.44	\$ (296,089.44)	\$ 252,143.29	\$ 186,553.71	57.48

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