



**Cunningham,  
Malone & Morton**  
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February 25, 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 January 31, 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**

January 31, 2022      January 31, 2021

**Assets**

**CURRENT ASSETS**

Cash or Cash Equivalents	\$	345,221.47	\$	451,524.15
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**PROPERTY AND EQUIPMENT**

**OTHER ASSETS**

Other Assets - Deposits / Employee Advances		<u>6,400.00</u>		<u>4,005.00</u>
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<b>TOTAL ASSETS</b>	<b>\$</b>	<b><u>351,621.47</u></b>	<b>\$</b>	<b><u>455,529.15</u></b>
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**Liabilities and Fund Balances**

**CURRENT LIABILITIES**

Total Current Liabilities	\$	<u>21,747.22</u>	\$	<u>165.52</u>
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**LONG-TERM LIABILITIES**

<b>Total Liabilities</b>		<u>21,747.22</u>		<u>165.52</u>
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**FUND BALANCES**

Unrestricted Fund Balances		227,375.70		238,925.93
Equipment Fund Balances		8,272.85		8,272.85
Reserve for Contingency		116,846.75		116,846.75
Revenues Over (Under) Expenses		<u>(22,621.05)</u>		<u>91,318.10</u>

<b>Total Fund Balances</b>		<u>329,874.25</u>		<u>455,363.63</u>
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<b>TOTAL LIABILITIES AND FUND BALANCES</b>	<b>\$</b>	<b><u>351,621.47</u></b>	<b>\$</b>	<b><u>455,529.15</u></b>
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**Humboldt County Convention and Visitors Bureau**  
**STATEMENTS OF REVENUES AND EXPENSES**  
**MODIFIED CASH BASIS**

	7 Months Ended January 31, 2022	7 Months Ended January 31, 2021
<b>Revenues</b>		
Membership Dues	\$ 0.00	\$ 499.72
Advertising and Partnerships	0.00	895.00
Government	191,152.98	394,996.68
Other Revenues	<u>1,632.20</u>	<u>89.37</u>
<b>Total Revenues</b>	<u>192,785.18</u>	<u>396,480.77</u>
<b>Expenses</b>		
Personnel	51,636.20	67,183.26
Administrative	19,838.14	27,960.60
Membership	620.30	1,070.71
Marketing	<u>143,311.59</u>	<u>208,948.10</u>
<b>Total Expenses</b>	<u>215,406.23</u>	<u>305,162.67</u>
<b>Revenues Over (Under) Expenses</b>	<u>\$ (22,621.05)</u>	<u>\$ 91,318.10</u>

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

	Annual Budget	Annual Actual	Variance	7 Months Ended 01/31/22 Actual	Remaining Budget Amount	% Actual / Budget Target 58.33%
	Current Year	Prior Year				
<b>Revenues</b>						
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)	0.00	0.00	0.00
4040.01 County of Humboldt	0.00	394,996.68	(394,996.68)	191,152.98	(191,152.98)	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)	22.20	(22.20)	0.00
4070.03 PPP Loan 1 Forgiven	0.00	21,700.00	(21,700.00)	0.00	0.00	0.00
4090 Special Events - Rental Income	0.00	0.00	0.00	1,600.00	(1,600.00)	0.00
<b>Total Revenues</b>	<u>\$ 0.00</u>	<u>\$ 419,826.19</u>	<u>\$ (419,826.19)</u>	<u>\$ 192,785.18</u>	<u>\$ (192,785.18)</u>	<u>0.00</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 EXPENSES

#### MODIFIED CASH BASIS

	Annual Budget	Annual Actual	Variance	7 Months Ended 01/31/22 Actual	Remaining Budget Amount	% Actual / Budget Target 58.33%
	Current Year	Prior Year				
<b>Expenses</b>						
<b>PERSONNEL</b>						
5010.01 Wages & Salaries	\$ 0.00	\$ 108,436.22	\$ (108,436.22)	\$ 45,454.55	\$ (45,454.55)	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)	4,460.69	(4,460.69)	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)	680.96	(680.96)	0.00
5060.01 Insurance - Workers Comp	0.00	764.50	(764.50)	0.00	0.00	0.00
<b>Total Personnel</b>	<b>\$ 0.00</b>	<b>\$ 121,924.17</b>	<b>\$ (121,924.17)</b>	<b>\$ 51,636.20</b>	<b>\$ (51,636.20)</b>	<b>0.00</b>
<b>ADMINISTRATIVE</b>						
5510.01 Computer	\$ 0.00	\$ 0.00	\$ 0.00	\$ 187.50	\$ (187.50)	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)	316.03	(316.03)	0.00
5550.01 Education & Training	0.00	0.00	0.00	738.49	(738.49)	0.00
5573.01 Insurance	0.00	4,542.00	(4,542.00)	0.00	0.00	0.00
5601.01 Occupancy	0.00	27,000.00	(27,000.00)	8,608.23	(8,608.23)	0.00
5602.01 Utilities	0.00	1,247.78	(1,247.78)	1,217.98	(1,217.98)	0.00
5603.01 Building Maintenance	0.00	0.00	0.00	794.35	(794.35)	0.00
5612.01 Office Supplies	0.00	1,521.54	(1,521.54)	1,472.03	(1,472.03)	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)	98.77	(98.77)	0.00
5614.01 Postage	0.00	1,028.51	(1,028.51)	421.70	(421.70)	0.00
5701.01 Professional Fees	0.00	14,491.60	(14,491.60)	5,919.50	(5,919.50)	0.00
5800.01 Repairs & Maintenance	0.00	11.38	(11.38)	0.00	0.00	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
<b>Total Administrative</b>	<b>\$ 0.00</b>	<b>\$ 55,139.13</b>	<b>\$ (55,139.13)</b>	<b>\$ 19,838.14</b>	<b>\$ (19,838.14)</b>	<b>0.00</b>
<b>MEMBERSHIP</b>						
6010.09 Local Meetings	\$ 0.00	\$ 1,457.58	\$ (1,457.58)	\$ 583.99	\$ (583.99)	0.00
6011.09 Automobile	0.00	906.52	(906.52)	0.00	0.00	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
<b>Total Membership</b>	<b>\$ 0.00</b>	<b>\$ 3,633.70</b>	<b>\$ (3,633.70)</b>	<b>\$ 620.30</b>	<b>\$ (620.30)</b>	<b>0.00</b>
<b>MARKETING</b>						

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 01/31/22 Actual	Remaining Budget Amount	% Actual / Budget Target 58.33%
	Current Year	Prior Year				
<b>RESEARCH</b>						
6110.02 Marketing Associations	\$ 0.00	\$ 1,330.00	\$ (1,330.00)	\$ 0.00	\$ 0.00	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
<b>Total Research</b>	<b>\$ 0.00</b>	<b>\$ 1,405.00</b>	<b>\$ (1,405.00)</b>	<b>\$ 1,197.86</b>	<b>\$ (1,197.86)</b>	<b>0.00</b>
<b>ADVERTISING/PROMOTION</b>						
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
<b>Total Advertising/Promotion</b>	<b>\$ 0.00</b>	<b>\$ 1,916.03</b>	<b>\$ (1,916.03)</b>	<b>\$ 1,820.00</b>	<b>\$ (1,820.00)</b>	<b>0.00</b>
<b>REGIONAL MARKETING</b>						
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)	1,380.55	(1,380.55)	0.00
7260.03 Fam Trip Expenses	0.00	0.00	0.00	27.00	(27.00)	0.00
<b>Total Regional Marketing</b>	<b>\$ 0.00</b>	<b>\$ 1,974.59</b>	<b>\$ (1,974.59)</b>	<b>\$ 1,737.99</b>	<b>\$ (1,737.99)</b>	<b>0.00</b>
<b>ONLINE MARKETING-IN HOUSE</b>						
7310.02 Access & Hosting Fees	\$ 0.00	\$ 17,763.96	\$ (17,763.96)	\$ 10,125.00	\$ (10,125.00)	0.00
7340.02 Website Upgrades	0.00	6,125.00	(6,125.00)	13,150.00	(13,150.00)	0.00
<b>Total Online Marketing-In House</b>	<b>\$ 0.00</b>	<b>\$ 23,888.96</b>	<b>\$ (23,888.96)</b>	<b>\$ 23,275.00</b>	<b>\$ (23,275.00)</b>	<b>0.00</b>
<b>TRADE SHOWS</b>						
<b>Total Trade Shows</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>0.00</b>
<b>PRINTED MATERIALS</b>						

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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 01/31/22 Actual	Remaining Budget Amount	% Actual / Budget Target 58.33%
	Current Year	Prior Year				
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
<b>Total Printed Materials</b>	<b>\$ 0.00</b>	<b>\$ 1,522.91</b>	<b>\$ (1,522.91)</b>	<b>\$ 750.00</b>	<b>\$ (750.00)</b>	<b>0.00</b>
<b>MISCELLANEOUS EXPENSES</b>						
7610.02 Co-ops & Partnerships	\$ 0.00	\$ 5,012.99	\$ (5,012.99)	\$ 7,500.00	\$ (7,500.00)	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)	11,250.00	(11,250.00)	0.00
7640.02 Gateway Chambers/Commerce	0.00	184,331.76	(184,331.76)	89,204.73	(89,204.73)	0.00
<b>Total Miscellaneous Expenses</b>	<b>\$ 0.00</b>	<b>\$ 210,443.47</b>	<b>\$ (210,443.47)</b>	<b>\$ 108,465.35</b>	<b>\$ (108,465.35)</b>	<b>0.00</b>
<b>MEDIA RELATIONS</b>						
7710.02 Media Hospitality	\$ 0.00	\$ 326.65	\$ (326.65)	\$ 32.22	\$ (32.22)	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)	986.11	(986.11)	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
<b>Total Media Relations</b>	<b>\$ 0.00</b>	<b>\$ 2,147.39</b>	<b>\$ (2,147.39)</b>	<b>\$ 3,091.30</b>	<b>\$ (3,091.30)</b>	<b>0.00</b>
<b>INQUIRY FULFILLMENT</b>						
7820.02 Fulfillment Postage	\$ 0.00	\$ 1,700.96	\$ (1,700.96)	\$ 856.66	\$ (856.66)	0.00
7840.02 Fulfillment Telephone	0.00	3,087.21	(3,087.21)	1,346.39	(1,346.39)	0.00
7850.02 Fulfillment Outside Services	0.00	2,592.90	(2,592.90)	771.04	(771.04)	0.00
<b>Total Inquiry Fulfillment</b>	<b>\$ 0.00</b>	<b>\$ 7,381.07</b>	<b>\$ (7,381.07)</b>	<b>\$ 2,974.09</b>	<b>\$ (2,974.09)</b>	<b>0.00</b>
<b>SALES DEPARTMENT</b>						
<b>Total Sales Department</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>0.00</b>
<b>SPECIAL PROJECTS</b>						

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

	Annual Budget  Current Year	Annual Actual  Prior Year	Variance	7 Months Ended 01/31/22 Actual	Remaining Budget Amount	% Actual / Budget Target 58.33%
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)	\$ 143,311.59	\$ (143,311.59)	0.00
Total Expenses	\$ 0.00	\$ 431,376.42	\$ (431,376.42)	\$ 215,406.23	\$ (215,406.23)	0.00

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