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

*Michael P. Cunningham, EA
Keith N. Crossley, CPA
Maria Castillo, EA
Tirzah Walsh, Treasurer
John P. Morton, Emeritus
Ronald E. Malone. Emeritus
*California Licensed Professional Fiduciary &
Member of the Bar of the U.S. Tax Court

710 E Street, Suite 100, Eureka, CA 95501
Telephone (707) 441-1111 – Fax (707) 444-0210
cmmtax@cmmtax.com
www.cmmtax.com

November 15, 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 October 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

Tyzah 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

	October 31, 2019	October 31, 2018
Assets		
CURRENT ASSETS		
Cash or Cash Equivalents	$ 421,600.15	$ 183,697.81
PROPERTY AND EQUIPMENT		
OTHER ASSETS		
Other Assets - Deposits	4,005.00	4,005.00
TOTAL ASSETS	$ 425,605.15	$ 187,702.81
Liabilities and Fund Balances		
CURRENT LIABILITIES		
Total Current Liabilities	$ 35.88	$ 3.44
LONG-TERM LIABILITIES		
Total Liabilities	35.88	3.44
FUND BALANCES		
Unrestricted Fund Balances	258,571.29	44,763.07
Equipment Fund Balances	8,272.85	8,272.85
Reserve for Contigency	116,846.75	0.00
Revenues Over (Under) Expenses	41,878.38	134,663.45
Total Fund Balances	425,569.27	187,699.37
TOTAL LIABILITIES AND FUND BALANCES	$ 425,605.15	$ 187,702.81

Humboldt County Convention and Visitors Bureau
STATEMENTS OF REVENUES AND EXPENSES
MODIFIED CASH BASIS

	4 Months Ended October 31, 2019	4 Months Ended October 31, 2018
Revenues		
Membership Dues	$ 12,620.84	$ 7,761.00
Advertising and Partnerships	49,375.00	36,055.00
Government	182,235.00	361,104.50
Other Revenues	168.70	32,544.47
Total Revenues	244,399.54	437,464.97
Expenses		
Personnel	47,594.39	92,141.14
Administrative	14,231.08	20,147.15
Membership	662.34	1,779.78
Marketing	140,033.35	188,733.45
Total Expenses	202,521.16	302,801.52
Revenues Over (Under) Expenses	$ 41,878.38	$ 134,663.45

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 Current Year	Annual Actual Prior Year	Variance	4 Months Ended 10/31/19 Actual	Remaining Budget Amount	% Actual / Budget Target 33.33%
Revenues							
4010.01	Membership Dues	$ 29,850.00	$ 24,315.71	$ 5,534.29	$ 12,620.84	$ 17,229.16	42.28
4015.01	Member Advertising	28,400.00	40,350.00	(11,950.00)	20,875.00	7,525.00	73.50
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	0.00	5,000.00	0.00
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	0.00	4,500.00	0.00
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)	0.00	0.00	0.00
4060.01	Interest Income	0.00	186.39	(186.39)	165.45	(165.45)	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)	$ 244,399.54	$ 292,820.46	45.49

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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	4 Months Ended 10/31/19 Actual	Remaining Budget Amount	% Actual / Budget Target 33.33%
Expenses							
PERSONNEL							
5010.01	Wages & Salaries	$ 185,400.00	$ 212,359.27	$ (26,959.27)	$ 41,663.02	$ 143,736.98	22.47
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)	4,600.21	7,899.79	36.80
5040.01	Employee Benefit	2,910.00	4,227.98	(1,317.98)	400.50	2,509.50	13.76
5050.01	Insurance - Medical	11,200.00	38,294.25	(27,094.25)	658.50	10,541.50	5.88
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)	$ 47,594.39	$ 165,615.61	22.32
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)	191.99	508.01	27.43
5550.01	Education & Training	0.00	0.00	0.00	14.60	(14.60)	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	8,150.00	16,850.00	32.60
5602.01	Utilities	1,800.00	1,842.18	(42.18)	355.61	1,444.39	19.76
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)	808.67	941.33	46.21
5613.01	Bank Charges	345.00	318.62	26.38	144.96	200.04	42.02
5614.01	Postage	1,500.00	353.34	1,146.66	688.97	811.03	45.93
5701.01	Professional Fees	15,000.00	14,227.25	772.75	3,371.35	11,628.65	22.48
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	280.00	560.00	33.33
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)	82.99	(82.99)	0.00
	Total Administrative	$ 51,687.00	$ 68,217.12	$ (16,530.12)	$ 14,231.08	$ 37,455.92	27.53
MEMBERSHIP							
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

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

		Annual Budget Current Year	Annual Actual Prior Year	Variance	4 Months Ended 10/31/19 Actual	Remaining Budget Amount	% Actual / Budget Target 33.33%
6021.09	Member Events	5,000.00	6,346.89	(1,346.89)	417.34	4,582.66	8.35
6023.09	Public Relations	250.00	616.40	(366.40)	35.00	215.00	14.00
	Total Membership	$ 8,800.00	$ 12,096.03	$ (3,296.03)	$ 662.34	$ 8,137.66	7.53
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)	$ 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
	Total Advertising/Promotion	$ 0.00	$ 97,733.34	$ (97,733.34)	$ 4,517.90	$ (4,517.90)	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)	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
	Total Regional Marketing	$ 0.00	$ 532.51	$ (532.51)	$ 2,210.19	$ (2,210.19)	0.00
ONLINE MARKETING-IN HOUSE							
7310.02	Access & Hosting Fees	$ 25,000.00	$ 34,187.49	$ (9,187.49)	$ 1,600.00	$ 23,400.00	6.40
7320.02	Website Maintenance	0.00	30.34	(30.34)	0.00	0.00	0.00
	Total Online Marketing-In House	$ 25,000.00	$ 34,217.83	$ (9,217.83)	$ 1,600.00	$ 23,400.00	6.40

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

	Annual Budget Current Year	Annual Actual Prior Year	Variance	4 Months Ended 10/31/19 Actual	Remaining Budget Amount	% Actual / Budget Target 33.33%
TRADE SHOWS						
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
Total Trade Shows	$ 15,000.00	$ 22,630.91	$ (7,630.91)	$ 4,000.00	$ 11,000.00	26.67
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	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
Total Printed Materials	$ 4,500.00	$ 4,391.08	$ 108.92	$ 760.18	$ 3,739.82	16.89
MISCELLANEOUS EXPENSES						
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)	11,832.70	(6,332.70)	215.14
7630.02 Marketing Staff (PT/Ind.Cont.)	0.00	0.00	0.00	188.26	(188.26)	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)	$ 97,064.06	$ (80,564.06)	588.27
MEDIA RELATIONS						
7710.02 Media Hospitality	$ 0.00	$ 717.50	$ (717.50)	$ 30.00	$ (30.00)	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)	104.36	(104.36)	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)	96.26	(96.26)	0.00
7780.02 Media Subscriptions	250.00	520.82	(270.82)	38.99	211.01	15.60
Total Media Relations	$ 2,750.00	$ 8,853.16	$ (6,103.16)	$ 269.61	$ 2,480.39	9.80

This Statement Prepared Without Audit By:

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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	4 Months Ended 10/31/19 Actual	Remaining Budget Amount	% Actual / Budget Target 33.33%
INQUIRY FULFILLMENT						
7820.02 Fulfillment Postage	$ 3,000.00	$ 3,958.63	$ (958.63)	$ 488.28	$ 2,511.72	16.28
7840.02 Fulfillment Telephone	3,500.00	3,897.00	(397.00)	986.56	2,513.44	28.19
7850.02 Fulfillment Outside Services	3,750.00	4,018.00	(268.00)	24,541.21	(20,791.21)	654.43
Total Inquiry Fulfillment	$ 10,250.00	$ 11,873.63	$ (1,623.63)	$ 26,016.05	$ (15,766.05)	253.82
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)	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	0.00	80.87	(80.87)	0.00	0.00	0.00
Total Sales Department	$ 4,000.00	$ 6,087.51	$ (2,087.51)	$ 0.00	$ 4,000.00	0.00
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)	$ 140,033.35	$ 24,966.65	84.87
Total Expenses	$ 438,697.00	$ 734,786.44	$ (296,089.44)	$ 202,521.16	$ 236,175.84	46.16