

PFH 2017 Profit & Loss
Jan 1 to Aug 21

	2017 Actuals 1/1 - 8/21	2017 Annual Budget	Budget \$ Not Spent	Percent Spent Y T D
<u>INCOME</u>				
PfH Assessments	187,500	250,000	62,500	75%
Craft & Fine Arts Festival		49,000	49,000	
Appropriated Surplus		55,435	55,435	
Camden County Sponsorship	4,000	2,000	(2,000)	
Food Trucks - Night Market	4,600		(4,600)	
Interest Income & Misc	98	265	167	
Total Income	196,198	356,700	160,502	55%
<u>EXPENSES</u>				
<u>Retail Recruitment & Retention</u>				
Retail Coordinator-Wages	27,461	42,000	14,539	
Payroll Added Cost	2,424	3,700	1,276	
Travel & Recruiting Expenses	1,594	4,300	2,706	
Recruitment & Retention Grants	23,533	52,500	28,967	
Total Retail Recruitment & Retention	55,012	102,500	47,488	54%
<u>Marketing & Public Relations</u>				
Public Relations - Suasion	20,000	31,500	11,500	
Website	4,805	8,000	3,195	
Ad Development	5,815	11,000	5,185	
New Marketing Actions	6,846	8,000	1,154	
Advertising	22,934	69,500	46,566	
20% Discount Gift Certificate		18,000	18,000	
Major Events	4,780	18,000	13,220	
Total Marketing & Public Relations	65,180	164,000	98,820	40%
<u>Information Center</u>				
Staffing	12,000	16,000	4,000	
Total Information Center	12,000	16,000	4,000	75%
<u>PfH Administration</u>				
Treasurer - Compensation	9,275	15,900	6,625	
Secretary - Compensation	4,038	7,000	2,962	
Special Projects / Legal Fees		2,000	2,000	
Web Page	370	800	430	
Treasurer Expenses	345	650	305	
Secretary Expenses	105	150	45	
Insurance	273	1,400	1,127	
Professional Fees / Audit	6,500	6,500	0	
Membership & Seminar Fees		500	500	
Credit Card & Bank Fees	1,707	4,000	2,293	
Total PfH Administration	22,613	38,900	16,287	58%

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<u>Committee for Professionals</u>				
P.R. - Suasion & Website	2,218	5,800	3,582	
Advertising	1,523	0	(1,523)	
Special Events	3,856	8,000	4,144	
Total Committee for Professionals	7,597	13,800	6,203	55%
<u>Visual Enhancements</u>				
Beautification Project		6,000	6,000	
Christmas Lights		15,500	15,500	
Total Visual Enhancements	0	21,500	21,500	0%
Total Spending	162,402	356,700	194,298	46%
Surplus / (Deficit)	33,796	0		