

**PFH 2017 Profit & Loss**  
**Jan 1 to Sep 25**

	<b>2017 Actuals 1/1 - 9/25</b>	<b>2017 Annual Budget</b>	<b>Budget \$ Not Spent</b>	<b>Percent Spent Y T D</b>
<b><u>INCOME</u></b>				
PfH Assessments	187,500	250,000	62,500	75%
Craft & Fine Arts Festival	47,524	49,000	1,476	
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	123	265	142	
<b>Total Income</b>	<b>243,747</b>	<b>356,700</b>	<b>112,953</b>	<b>68%</b>
<b><u>EXPENSES</u></b>				
<b><u>Retail Recruitment &amp; Retention</u></b>				
Retail Coordinator-Wages	31,500	42,000	10,500	
Payroll Added Cost	2,784	3,700	916	
Travel & Recruiting Expenses	2,051	4,300	2,249	
Recruitment & Retention Grants	23,533	52,500	28,967	
<b>Total Retail Recruitment &amp; Retention</b>	<b>59,868</b>	<b>102,500</b>	<b>42,632</b>	<b>58%</b>
<b><u>Marketing &amp; Public Relations</u></b>				
Public Relations - Suasion	22,500	31,500	9,000	
Website	6,365	8,000	1,635	
Ad Development	5,816	11,000	5,184	
New Marketing Actions	7,366	8,000	634	
Advertising	27,099	69,500	42,401	
20% Discount Gift Certificate		18,000	18,000	
Major Events	5,680	18,000	12,320	
<b>Total Marketing &amp; Public Relations</b>	<b>74,826</b>	<b>164,000</b>	<b>89,174</b>	<b>46%</b>
<b><u>Information Center</u></b>				
Staffing	12,000	16,000	4,000	
<b>Total Information Center</b>	<b>12,000</b>	<b>16,000</b>	<b>4,000</b>	<b>75%</b>
<b><u>PfH Administration</u></b>				
Treasurer - Compensation	10,600	15,900	5,300	
Secretary - Compensation	4,488	7,000	2,512	
Special Projects / Legal Fees	0	2,000	2,000	
Web Page	490	800	310	
Treasurer Expenses	432	650	218	
Secretary Expenses	136	150	14	
Insurance	321	1,400	1,079	
Professional Fees / Audit	6,500	6,500	0	
Membership & Seminar Fees		500	500	
Credit Card & Bank Fees	1,847	4,000	2,153	
<b>Total PfH Administration</b>	<b>24,814</b>	<b>38,900</b>	<b>14,086</b>	<b>64%</b>

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<b><u>Committee for Professionals</u></b>				
P.R. - Suasion & Website	2,938	5,800	2,862	
Advertising	1,523	0	(1,523)	
Special Events	4,258	8,000	3,742	
<b>Total Committee for Professionals</b>	<b>8,719</b>	<b>13,800</b>	<b>5,081</b>	<b>63%</b>
<b><u>Visual Enhancements</u></b>				
Beautification Project		6,000	6,000	
Christmas Lights		15,500	15,500	
<b>Total Visual Enhancements</b>	<b>0</b>	<b>21,500</b>	<b>21,500</b>	<b>0%</b>
<b>Total Spending</b>	<b>180,227</b>	<b>356,700</b>	<b>176,473</b>	<b>51%</b>
<b>Surplus / (Deficit)</b>	<b>63,520</b>	<b>0</b>		