

PFH 2017 Profit & Loss Jan 1 to Oct 23	2017 Actuals 1/1 - 10/23	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	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	7,600		(7,600)	
Interest Income & Misc	154	265	111	
Total Income	246,778	356,700	109,922	69%
<u>EXPENSES</u>				
<u>Retail Recruitment & Retention</u>				
Retail Coordinator-Wages	34,731	42,000	7,269	
Payroll Added Cost	3,054	3,700	646	
Travel & Recruiting Expenses	2,051	4,300	2,249	
Recruitment & Retention Grants	31,793	52,500	20,707	
Total Retail Recruitment & Retention	71,629	102,500	30,871	70%
<u>Marketing & Public Relations</u>				
Public Relations - Suasion	27,900	31,500	3,600	
Website	7,161	8,000	839	
Ad Development	5,815	11,000	5,185	
New Marketing Actions	8,688	8,000	(688)	
Advertising	28,265	69,500	41,235	
20% Discount Gift Certificate	23,882	18,000	(5,882)	
Major Events	6,520	18,000	11,480	
Total Marketing & Public Relations	108,231	164,000	55,769	66%
<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	11,925	15,900	3,975	
Secretary - Compensation	5,013	7,000	1,987	
Special Projects / Legal Fees	0	2,000	2,000	
Web Page	551	800	249	
Treasurer Expenses	583	650	67	
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	1,925	4,000	2,075	
Total PfH Administration	26,954	38,900	11,946	69%

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<u>Committee for Professionals</u>				
Website	3,305	5,800	2,495	
Advertising	1,523	0	(1,523)	
Special Events	5,818	8,000	2,182	
Total Committee for Professionals	10,646	13,800	3,154	77%
<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	229,460	356,700	127,240	64%
Surplus / (Deficit)	17,318	0		