

PFH Balance Sheet

04/17/21

<b>As of Apr 17, 2021</b>			
	<b>P F H</b>	<b>Gift Cert</b>	<b>Total PFH</b>
	<b>Funds</b>	<b>Funds</b>	<b>Funds</b>
<b>ASSETS</b>			
<u>Cash - Bank Accounts</u>			
BB&T Bank - Operating Account	127,062	-	127,062
Fulton Bank Account	38,019	-	38,019
TD Bank - Credit Card Acct		36,703	36,703
TD Bank - Gift Certificate		49,110	49,110
<b>TOTAL ASSETS (Cash)</b>	<b>165,081</b>	<b>85,813</b>	<b>250,894</b>
<b>LIABILITIES &amp; SURPLUS</b>			
<u>Gift Certificates Payable</u>			
Sales-Year 2021		987	987
Sales-Year 2020		27,520	27,520
Sales-Year 2019		78,003	78,003
Sales-Year 2018		108,211	108,211
Sales-Year 2017		124,790	124,790
Sales-Year 2016		122,615	122,615
Sales-Year 2015		137,545	137,545
Sales-Year 2014		133,514	133,514
Sales-Year 2004-2013		697,414	697,414
GC Redemptions		(1,344,786)	(1,344,786)
<b>Total Gift Certificates Payable</b>	<b>0</b>	<b>85,813</b>	<b>85,813</b>
<u>Encumbered Grants</u>			
Encumbrance - Blue Bear	4,447		4,447
Encumbrance - Inkwood	1,392		1,392
Encumbrance - Denim	806		806
Encumbrance - Crust N Fire	7,000		7,000
<b>Total Encumbrances Payable</b>	<b>13,645</b>	<b>0</b>	<b>13,645</b>
Payroll Taxes Payable	1,824		1,824
<b>Total Liabilities</b>	<b>15,469</b>	<b>85,813</b>	<b>101,282</b>
<u>Surplus</u>			
Accumulated Surplus Profits	134,339		134,339
Net Income Current Year	15,273		15,273
<b>Total Surplus</b>	<b>149,612</b>	<b>0</b>	<b>149,612</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>165,081</b>	<b>85,813</b>	<b>250,894</b>

PFH Profit & Loss 2021 Budget & 2021 Actuals 4/17/21	2018 Actuals 1/1-12/31	2019 Actuals 1/1-12/31	2020 Actuals 1/1-12/31	2021 Prelim Budget	2021 YTD Actuals 1/1- 4/17
<b><u>INCOME</u></b>					
PfH Assessments	250,000	250,000	250,000	250,000	62,500
Craft & Fine Arts Festival	47,450	52,337	0	0	
Appropriated Surplus	42,381	66,409	0	30,000	
Camden County Sponsor & Grant	9,850	11,665	1,500		
Interest Income & Misc	185	130	78		6
<b>Total Income</b>	<b>349,866</b>	<b>380,541</b>	<b>251,578</b>	<b>280,000</b>	<b>62,506</b>
<b><u>EXPENSES</u></b>					
<b><u>Retail Recruitment &amp; Retention</u></b>					
Retail Coordinator-Wages	44,500	46,542	47,904	47,000	10,846
Payroll Added Cost	3,796	3,948	4,018	4,000	958
Recruiting Expenses	2,257	2,547	1,603	2,000	462
<b>Grant Camden County Cares</b>			(10,000)	(2,000)	(2,000)
<b>Covid 19 Grant Awards</b>			9,963	3,600	3,552
Recruitment & Retention Grants	(13,931)	30,700	33,679	35,000	5,613
<b>Total Retail Recruitment &amp; Retentic</b>	<b>36,622</b>	<b>83,737</b>	<b>87,167</b>	<b>89,600</b>	<b>19,431</b>
<b><u>Marketing &amp; Public Relations</u></b>					
Public Relations - Suasion	32,400	34,680	29,640	35,000	4,800
Covid-19 Expenses / Events			9,335	0	
Website	10,943	10,545	11,976	12,000	2,970
Ad Development	12,572	13,309	11,890	12,000	
Advertising	50,342	66,810	27,444	25,000	4,484
20% Discount Gift Certificate	21,588	9,937		12,000	
Major Events	18,345	15,708	3,597	15,000	
<b>Total Marketing &amp; Public Relations</b>	<b>146,190</b>	<b>150,989</b>	<b>93,882</b>	<b>111,000</b>	<b>12,254</b>
<b><u>Information Center</u></b>					
Staffing	16,000	16,000	14,000	14,000	4,000
<b>Total Information Center</b>	<b>16,000</b>	<b>16,000</b>	<b>14,000</b>	<b>14,000</b>	<b>4,000</b>
<b><u>PfH Administration</u></b>					
Treasurer - Compensation	15,900	15,900	15,900	16,775	4,200
Secretary - Compensation	6,763	6,288	7,150	7,300	1,475
Special Projects / Legal Fees				0	
Web Page	723	660	724	725	180
Treasurer Expenses	622	572	623	650	
Secretary Expenses	87	295	168	175	
Insurance	1,249	1,225	1,232	1,400	
Professional Fees / Audit	6,500	6,500	6,500	6,500	
Membership & Seminar Fees	700	0	407	100	31
Credit Card & Bank Fees	1,733	3,360	1,321	2,000	212
<b>Total PfH Administration</b>	<b>34,277</b>	<b>34,800</b>	<b>34,025</b>	<b>35,625</b>	<b>6,098</b>

PFH Profit & Loss 2021 Budget & 2021 Actuals 4/17/21	2018 Actuals 1/1-12/31	2019 Actuals 1/1-12/31	2020 Actuals 1/1-12/31	2021 Prelim Budget	2021 YTD Actuals 1/1- 4/17
<b><u>Professionals Committee</u></b>					
Website	4,335	3,960	1,801	1,800	450
Advertising		6,216	1,583	1,600	
Special Events & Advertising	8,328	6,548	2,199	7,000	
<b>Total Professionals Committee</b>	<b>12,663</b>	<b>16,724</b>	<b>5,583</b>	<b>10,400</b>	<b>450</b>
<b><u>Visual Enhancements</u></b>					
Beautification Project		632		2,000	
Christmas Lights	13,680	15,650	11,000	17,000	5,000
<b>Total Visual Enhancements</b>	<b>13,680</b>	<b>16,282</b>	<b>11,000</b>	<b>19,000</b>	<b>5,000</b>
<b>Total Spending</b>	<b>259,432</b>	<b>318,532</b>	<b>245,657</b>	<b>279,625</b>	<b>47,233</b>
<b>Surplus / (Deficit)</b>	<b>90,434</b>	<b>62,009</b>	<b>5,921</b>	<b>375</b>	<b>15,273</b>

**PARTNERSHIP FOR HADDONFIELD, INC.**

**Transaction Detail By Account**

January through April 2021

Date	Num	Name	Memo	Amount
<b>Retail Recruitment &amp; Retention</b>				
<b>Grant - Camden County Cares</b>				
01/31/2021			Add'l Camden County Grant	-2,000.00
Total Grant - Camden County Cares				-2,000.00
<b>Covid-19 Grants Awarded</b>				
01/08/2021	5465	HADDONFIELD INN	COVID GRANT PROJECT	500.00
01/08/2021	5466	MARE MONTE RESTAURANT	Covid Grant Project	500.00
01/08/2021	5467	THE UPHOLSTERY SHOP	COVID GRANT PROJECT	152.00
01/08/2021	5468	THE CANDY BUFFET	COVID GRANT PROJECT	200.00
01/08/2021	5469	SALON EXPOSE	COVID GRANT PROJECT	200.00
01/08/2021	5470	HADDONFIELD FITNESS	COVID GRANT PROJECT	200.00
01/08/2021	5471	SYMETRIE HAIR DESIGNS	COVID GRANT PROJECT	200.00
01/08/2021	5472	SOLE ACTIVE, LLC	COVID GRANT PROJECT	200.00
01/08/2021	5473	CARMENS HAIR EMPORIUM	COVID GRANT PROJECT	200.00
01/08/2021	5474	HADDONFIELD ACUPUNCTURE	COVID GRANT PROJECT	200.00
01/08/2021	5475	GROOVY SMOOTHIES	COVID GRANT PROJECT	500.00
01/08/2021	5476	NINE NORTH	COVID GRANT PROJECT	200.00
01/08/2021	5477	IN THE KITCHEN COOKING SCHOOL	COVID GRANT PROJECT	300.00
Total Covid-19 Grants Awarded				3,552.00
<b>Retail Coordinator-Wages</b>				
01/07/2021	DD1258	REMEEN L. FORTUNATO	Direct Deposit	903.85
01/14/2021	DD1259	REMEEN L. FORTUNATO	Direct Deposit	903.85
01/21/2021	DD1260	REMEEN L. FORTUNATO	Direct Deposit	903.85
01/28/2021	DD1261	REMEEN L. FORTUNATO	Direct Deposit	903.85
02/04/2021	DD1262	REMEEN L. FORTUNATO	Direct Deposit	903.85
02/11/2021	DD1263	REMEEN L. FORTUNATO	Direct Deposit	903.85
02/18/2021	DD1264	REMEEN L. FORTUNATO	Direct Deposit	903.85
02/25/2021	DD1265	REMEEN L. FORTUNATO	Direct Deposit	903.85
03/04/2021	DD1266	REMEEN L. FORTUNATO	Direct Deposit	903.85
03/11/2021	DD1267	REMEEN L. FORTUNATO	Direct Deposit	903.85
03/18/2021	DD1268	REMEEN L. FORTUNATO	Direct Deposit	903.85
03/25/2021	DD1269	REMEEN L. FORTUNATO	Direct Deposit	903.85
Total Retail Coordinator-Wages				10,846.20
<b>Payroll Added Cost</b>				
Total Payroll Added Cost				957.88
<b>Travel &amp; Recruiting Expenses</b>				
03/02/2021	5496	REMEEN L. FORTUNATO	Expense reimbursement	462.74
Total Travel & Recruiting Expenses				462.74

**PARTNERSHIP FOR HADDONFIELD, INC.****Transaction Detail By Account**

January through April 2021

<u>Date</u>	<u>Num</u>	<u>Name</u>	<u>Memo</u>	<u>Amount</u>
<b>Recruitment &amp; Retention Grants</b>				
01/25/2021	5485	HOOKED FINE YARN BOUTIQUE	Retention Grant - New Sign	112.50
01/25/2021	5486	VALENTE'S ITALIAN SPECIALITIES	Retention Grant	1,000.00
01/25/2021	5487	LUDOVICO'S	Retention Grant	1,000.00
01/25/2021	5488	LISA MICHAELS SALON	Retention Grant	1,000.00
03/16/2021	5504	BREADBOARD PLUS	Retention Grant	2,500.00
Total Recruitment & Retention Grants				5,612.50
Total Retail Recruitment & Retention				19,431.32

**Marketing & Public Relations****Public Relations - Suasion**

02/08/2021	5491	SUASION COMMUNICATIONS GROUP	January, 2021	2,400.00
02/08/2021	5491	SUASION COMMUNICATIONS GROUP	February, 2021	2,400.00
Total Public Relations - Suasion				4,800.00

**Website**

01/20/2021	5483	RAPHAEL WEBSCAPES, LLC	65%	780.00
03/02/2021	5499	RAPHAEL WEBSCAPES, LLC	65%	780.00
03/15/2021	5503	RAPHAEL WEBSCAPES, LLC	65%	780.00
04/17/2021	PayPal Sale		reallocation from Professionals	630.00
Total Website				2,970.00

**Advertising**

01/20/2021	5482	PIROLI PRINTING CO., INC.	#20395 - "Winterfest" Banner Dat	29.86
01/31/2021	FaceBook		FaceBook/Veritcal Response, Inc.	108.50
02/08/2021	5491	SUASION COMMUNICATIONS GROUP	Social Media-Jan.	1,129.21
02/08/2021	5491	SUASION COMMUNICATIONS GROUP	Social Media - Feb.	1,305.00
02/09/2021	5492	THE PHILADELPHIA INQUIRER, LLC	#0003432546	1,400.00
02/15/2021	5493	PIROLI PRINTING CO., INC.	#20161 - "Girls Day Out" Banner I	67.00
02/15/2021	5494	PROFESSIONAL PRINTING SERVICES INC #56485	"Winterfest & I Heart Hac	258.00
02/28/2021	FaceBook		FaceBook/Veritcal Response, Inc.	108.50
04/06/2021	5506	PROFESSIONAL PRINTING SERVICES INC #56515	"Girls Day Out" Posters	78.00
Total Advertising				4,484.07

Total Marketing &amp; Public Relations

12,254.07

**Information Center****Staffing**

03/02/2021	5497	BOROUGH OF HADDONFIELD	Information Center 1st Qtr. 2021	4,000.00
Total Staffing				4,000.00
Total Information Center				4,000.00

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January through April 2021

<u>Date</u>	<u>Num</u>	<u>Name</u>	<u>Memo</u>	<u>Amount</u>
<b><u>PfH Administration</u></b>				
<b>Treasurer - Compensation</b>				
01/26/2021	5489	PARKER & ASSOCIATES	Jan., 2021 Acctg. Svs.	1,325.00
02/23/2021	5495	PARKER & ASSOCIATES	Feb., 2021 Acctg. Svs. - Inv. #126	1,325.00
03/29/2021	5505	PARKER & ASSOCIATES	Mar. (1400 + retro adjustment)	1,550.00
Total Treasurer - Compensation				4,200.00
<b>Secretary - Compensation</b>				
02/08/2021	5490	ARLENE FIORILLI	Jan., 2021 - 16 hrs.	400.00
03/02/2021	5498	ARLENE FIORILLI	Feb., 2021 - 16 hrs.	400.00
04/12/2021	5507	ARLENE FIORILLI	Mar., 2021 - 27 hrs.	675.00
Total Secretary - Compensation				1,475.00
<b>Web Page</b>				
01/20/2021	5483	RAPHAEL WEBSCAPES, LLC	5%	60.00
03/02/2021	5499	RAPHAEL WEBSCAPES, LLC	5%	60.00
03/15/2021	5503	RAPHAEL WEBSCAPES, LLC	5%	60.00
Total Web Page				180.00
<b>Membership Fees/Seminars</b>				
04/13/2021	EFT	STATE OF NEW JERSEY	NJ Annual Report	30.50
Total Membership Fees/Seminars				30.50
<b>Credit Card &amp; Bank Fees</b>				
01/31/2021			Service Charge	3.00
01/31/2021	CC FEES			96.45
01/31/2021			Service Charge	3.00
01/31/2021			Service Charge	4.00
02/28/2021			Service Charge	4.00
02/28/2021	CC FEES			96.45
02/28/2021			Service Charge	3.00
02/28/2021			Service Charge	3.00
Total Credit Card & Bank Fees				212.90
Total PfH Administration				6,098.40

**Committee for Professionals**

<b>Web Page</b>				
01/20/2021	5483	RAPHAEL WEBSCAPES, LLC	30%	360.00
03/02/2021	5499	RAPHAEL WEBSCAPES, LLC	30%	360.00
03/15/2021	5503	RAPHAEL WEBSCAPES, LLC	30%	360.00
04/17/2021	PayPal Sale		reallocation to marketing	-630.00
Total Web Page				450.00
Total Committee for Professionals				450.00

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**Transaction Detail By Account**

January through April 2021

<u>Date</u>	<u>Num</u>	<u>Name</u>	<u>Memo</u>	<u>Amount</u>
<b>Visual Enhancements</b>				
<b>Christmas Lights</b>				
03/04/2021	5500	NEILL PARKER	- Bal. due Xmas Lighting	5,000.00
Total Christmas Lights				<u>5,000.00</u>
Total Visual Enhancements				<u>5,000.00</u>
<b>PFH YTD SPENSING &gt;&gt;&gt;&gt;&gt;&gt;&gt;&gt;&gt;</b>				<u><b>47,255</b></u>