

<u>PfH Banking Assets 3/31/2024</u>	
<b>Republic Bank</b>	\$ 213,050.45
<b>PNC Money Market</b>	\$ 178,324.26
<b>TD- Credit Card</b>	\$ 34,970.18
<b>TD Gift Card</b>	\$ 7,563.39
<b>Total:</b>	<b>\$433,908.28</b>

<b>Fund Balance 3/31/24</b>	
<b>Liabilities</b>	58,957.17
<b>Money Market Account</b>	178,324.26
<b>Balance:</b>	<b>\$196,626.85</b>

	<b>Financial Report as of 3/31/2023</b>	<b>2024</b>	<b>2024</b>
		Budget	Actuals
	PfH Assessment	\$250,000.00	\$250,000.00
	Sponsorship	\$0.00	\$0.00
	Craft & Fine Arts Festival	\$20,000.00	\$20,000.00
	Appropriated Surplus	\$24,000.00	\$24,000.00
	Money Market Interest	\$3,600.00	\$3,600.00
	<b>Total Income</b>	<b>\$297,600.00</b>	<b>\$297,600.00</b>
<u>Expenses</u>		<b><u>BUDGET</u></b>	<b><u>2024 Spent</u></b>
	<b>Retail Recruitment &amp; Retention</b>		
	Recruiting Expenses	\$1,250.00	\$15.99
	Recruitment & Retention Grants	\$12,500.00	\$0.00
	Outdoor Planters Grant	\$10,500.00	\$0.00
	<b>Total Retail Recruitment &amp; Retention</b>	<b>\$18,550.00</b>	<b>\$15.99</b>
	<b>Marketing &amp; Public Relations</b>		
	Graphics Design/ PR	\$10,000.00	\$1046.16
	Website	\$2,500.00	\$136.63
	Ad Development	\$1,000.00	\$240.23
	Social Media Ads	\$10,000.00	\$1,123.96
	PATCO Ads	\$16,500.00	\$0.00
	Advertising	\$16,500.00	\$2,609.85
	Printing	\$6,000	\$1,518.65
	Yiftee BOGO	\$10,000.00	\$0.00
	<b>Total Marketing &amp; Public Relations</b>	<b>\$67,300.00</b>	<b>\$9,743.61</b>
	<b>PfH Administration</b>		
	Executive Dir - Compensation & Health Benefits	\$91,346.24	\$20,675.82
	Ambassador	\$0.00	\$0.00

	ED Phone/ Mifi	\$750.00	\$0.00
	Treasurer - Compensation	\$11,372.00	\$2,586.12
	Filing for Taxes	\$0.00	\$0.00
	Dropbox	\$660.00	\$162
	Constant Contact	\$1,860.00	\$465.00
	Legal Fees	\$0.00	\$0.00
	Misc. Expenses	\$0.00	<b>\$0.00</b>
	Insurance	\$1,300.00	\$0.00
	Professional Fees/Audit	\$7,500.00	\$0.00
	Membership & Seminar Fees	\$3,000.00	\$419.45
	Credit Card & Bank Fees	\$2,000.00	\$1.00
<b>Total PfH Administration</b>		<b>\$119,788.24</b>	<b>\$24,309.39</b>
<b>Visual Enhancements</b>			
	Haddy Lane	\$7,500.00	\$0.00
	Kings Court	\$3,500.00	0.00
	Outdoor Plant (See RRR)	\$0.00	\$0.00
	Christmas Lights	\$16,350.00	\$0.00
	Wayfair Signs	\$5,700.00	\$0.00
	LED Lights	\$1,500.00	\$0.00
<b>Total Visual Enhancements</b>		<b>\$34,550.00</b>	<b>\$0.00</b>
<b>Events Committee</b>			
	Major Events	\$20,000.00	\$7,919.80
	Decorations	\$1,750.00	\$525.26
	Activation	\$0.00	\$0.00
	Per Diem Help	\$4,250.00	\$0.00
	Analytics	\$511.76	\$468.00
	Entertainment	\$9,000.00	\$1,730.00
<b>Total Events Committee</b>		<b>\$35,511.76</b>	<b>\$10,643.06</b>
<b>Grand Total for Expenses</b>		<b>\$297,600.00</b>	<b>\$44,712.05</b>
<b>Revenue</b>		<b>\$297,600.00</b>	<b>\$297,600.00</b>
<b>Difference</b>		<b>\$0.00</b>	<b>\$252,887.95</b>

<b><u>Yiftee Report (Feb. 23, 2024)</u></b>	<b>1153 Redemptions</b>
<b>Yiftee Gift Certificates Sold</b>	\$80,850.00
<b>Total Redeemed:</b>	\$45,475.15
<b>Left to be Redeemed:</b>	\$35,374.85

<b><u>Interest Gained</u></b>	
<i>Money Market (Jan 24)</i>	\$1,105.41
<b><u>Paper Gift Card Report (Jan 2024)</u></b>	
<i>Left to Be Redeemed</i>	\$51,565.65
<b>Revenue (Feb &amp; March '24)</b>	<b>\$ 64,021.29</b>
<i>Notes:</i>	Tax Assessment/ Sponsorships
<b>Total Revenue 2023:</b>	<b>\$323,188.34</b>
<b>Contribute to Fund Balance</b>	\$59,926.53