

<u>PfH Banking Assets 4/30/2024</u>	
Republic Bank	\$ 201,355.35
PNC Money Market	\$ 178,936.74
TD- Credit Card	\$ 34,970.18
TD Gift Card	\$ 7,563.39
Total:	\$422,825.66

Fund Balance 4/30/24	
Liabilities	58,957.17
Money Market Account	178,936.74
Balance:	\$184,931.75

	Financial Report as of 3/31/2023	2024	2024
		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
	Total Income	\$297,600.00	\$297,600.00
<u>Expenses</u>		<u>BUDGET</u>	<u>2024 Spent</u>
	Retail Recruitment & Retention		
	Recruiting Expenses	\$1,250.00	\$15.99
	Recruitment & Retention Grants	\$12,500.00	\$2,500.00
	Outdoor Planters Grant	\$10,500.00	\$0.00
	Total Retail Recruitment & Retention	\$18,550.00	\$2,515.99
	Marketing & Public Relations		
	Graphics Design/ PR	\$10,000.00	\$5,546.16
	Website	\$2,500.00	\$196.48
	Ad Development	\$1,000.00	\$385.31
	Social Media Ads	\$10,000.00	\$1,846.22
	PATCO Ads	\$16,500.00	\$0.00
	Advertising	\$16,500.00	\$2,609.85
	Printing	\$6,000	\$2,459.04
	Yiftee BOGO	\$10,000.00	\$0.00
	Total Marketing & Public Relations	\$67,300.00	\$16,111.19
	PfH Administration		
	Executive Dir - Compensation & Health Benefits	\$91,346.24	\$32,893.23
	Ambassador	\$0.00	\$0.00

	ED Phone/ Mifi	\$750.00	\$0.00
	Treasurer - Compensation	\$11,372.00	\$3,479.45
	Filing for Taxes	\$0.00	\$0.00
	Dropbox	\$660.00	\$216.00
	Constant Contact	\$1,860.00	\$620.00
	Legal Fees	\$0.00	\$0.00
	Misc. Expenses	\$0.00	\$0.00
	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	\$2.00
Total PfH Administration		\$119,788.24	\$37,630.13
Visual Enhancements			
	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
Total Visual Enhancements		\$34,550.00	\$0.00
Events Committee			
	Major Events	\$20,000.00	\$8478.07
	Decorations	\$1,750.00	\$714.35
	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
Total Events Committee		\$35,511.76	\$11,390.42
Grand Total for Expenses		\$297,600.00	\$67,647.73
Revenue		\$297,600.00	\$297,600.00
Difference		\$0.00	\$229,952.27

<u>Yiftee Report (May 17, 2024)</u>	1193 Redemptions
Yiftee Gift Certificates Sold	\$81,800.00
Total Redeemed:	\$47,414.96
Left to be Redeemed:	\$34,385.04

Interest Gained	
<i>Money Market (April 2024)</i>	\$612.48
Paper Gift Card Report (Jan 2024)	
<i>Left to Be Redeemed</i>	\$51,565.65
Revenue (April '24)	\$ 439.58