

<u>PfH Banking Assets 6/30/2024</u>	
Republic Bank	\$ 232,449.72
PNC Money Market	\$ 180,071.56
TD- Credit Card	\$ 34,970.18
TD Gift Card	\$ 7,563.39
Total:	\$455,054.85

Fund Balance 6/30/2024	
Liabilities	\$58,957.17
Money Market Account	\$180,071.56
Balance:	\$216,026.12

	Financial Report as of 6/30/2024	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	\$69.42
	Recruitment & Retention Grants	\$12,500.00	\$2,500.00
	Outdoor Planters Grant	\$10,500.00	\$2,600.00
	Total Retail Recruitment & Retention	\$18,550.00	\$2,515.99
	Marketing & Public Relations		
	Graphics Design/ PR	\$10,000.00	\$6,546.16
	Website	\$2,500.00	\$196.48
	Ad Development	\$1,000.00	\$522.31
	Social Media Ads	\$10,000.00	\$2345.07
	Videography/ Photography	\$11,000.00	\$3,724.75
	PATCO Ads	\$16,500.00	\$5,455.00
	Advertising	\$16,500.00	\$2,800.93
	Printing	\$6,000.00	\$3056.47
	Yiftee BOGO	\$10,000.00	\$0.00
	Total Marketing & Public Relations	\$83,500.00	\$24,647.17
	PfH Administration		
	Executive Dir - Compensation & Health Benefits	\$91,346.24	\$46,649.11

	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	\$729.87
	Constant Contact	\$1,860.00	\$930.00
	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	\$29.00
	Total PfH Administration	\$119,788.24	\$52,236.88
	Visual Enhancements		
	Haddy Lane	\$7,500.00	\$710.54
	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	\$710.54
	Events Committee		
	Major Events	\$20,000.00	\$9,404.61
	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	\$12,316.93
	Grand Total for Expenses	\$297,600.00	\$95,080.97
	Revenue	\$297,600.00	\$297,600.00
	Difference	\$0.00	\$202,519.03

<u>Yiftee Report (July 19, 2024)</u>	1309 Redemptions
Yiftee Gift Certificates Sold	\$85,090.00
Total Redeemed:	\$51,792.75
Left to be Redeemed:	\$33,297.25

<u>Interest Gained</u>	
<i>Money Market (May & June '24)</i>	\$1,104.82
<u>Paper Gift Card Report (Jan 2024)</u>	
<i>Left to Be Redeemed</i>	\$51,565.65
Revenue (May & June 24')	\$66,454.71