

<u>PfH Banking Assets 8/31/2024</u>	
<b>Republic Bank</b>	\$ 303,444.72
<b>PNC Money Market</b>	\$ 181,291.13
<b>TD- Credit Card</b>	\$ 34,970.18
<b>TD Gift Card</b>	\$ 6,743.39
<b>Total:</b>	<b>\$526,449.42</b>

<b>Fund Balance 8/31/2024</b>	
<b>Liabilities</b>	\$58,137.17
<b>Money Market Account</b>	\$181,291.13
<b>Balance:</b>	<b>\$287,021.12</b>

	<b>Financial Report as of 8/31/2024</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	747.04
	Recruitment & Retention Grants	\$12,500.00	\$2,500.00
	Outdoor Planters Grant	\$10,500.00	\$2,600.00
	<b>Total Retail Recruitment &amp; Retention</b>	<b>\$18,550.00</b>	<b>\$5,847.04</b>
	<b>Marketing &amp; Public Relations</b>		
	Graphics Design/ PR	\$10,000.00	\$8,000.00
	Website	\$2,500.00	\$196.48
	Ad Development	\$1,000.00	\$650.23
	Social Media Ads	\$10,000.00	\$4,963.38
	Videography/ Photography	\$11,000.00	\$6,168.81
	PATCO Ads	\$16,500.00	\$10,565.73
	Advertising	\$17,500.00	\$2,800.93
	Printing	\$6,000.00	\$4,480.47
	Yiftee BOGO	\$8,500.00	\$0.00
	<b>Total Marketing &amp; Public Relations</b>	<b>\$83,500.00</b>	<b>\$97,556.03</b>
	<b>PfH Administration</b>		
	Executive Dir - Compensation & Health Benefits	\$91,346.24	\$61,328.28

	Ambassador	\$0.00	\$0.00
	ED Phone/ Mifi	\$750.00	\$0.00
	Treasurer - Compensation	\$11,372.00	\$5,241.11
	Filing for Taxes	\$0.00	\$0.00
	Dropbox	\$660.00	\$729.87
	Constant Contact	\$1,860.00	\$1,240.00
	Legal Fees	\$0.00	\$0.00
	Misc. Expenses	\$0.00	<b>\$0.00</b>
	Insurance	\$1,300.00	\$232.00
	Professional Fees/Audit	\$7,500.00	\$0.00
	Membership & Seminar Fees	\$3,000.00	\$479.45
	Credit Card & Bank Fees	\$2,000.00	\$45.00
	<b>Total PfH Administration</b>	<b>\$119,788.24</b>	<b>\$69,295.71</b>
	<b>Visual Enhancements</b>		
	Haddy Lane	\$7,500.00	\$1,065.81
	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>\$1,065.81</b>
	<b>Events Committee</b>		
	Major Events	\$20,000.00	\$14,628.46
	Decorations	\$1,750.00	\$1,008.48
	Activation	\$0.00	\$0.00
	Per Diem Help	\$4,250.00	\$262.50
	Analytics	\$511.76	\$468.00
	Entertainment	\$9,000.00	\$4,680.00
	<b>Total Events Committee</b>	<b>\$35,511.76</b>	<b>\$21,047.24</b>
	<b>Grand Total for Expenses</b>	<b>\$297,600.00</b>	<b>\$134,811.83</b>
	<b>Revenue</b>	<b>\$297,600.00</b>	<b>\$297,600.00</b>
	<b>Difference</b>	<b>\$0.00</b>	<b>\$162,788.17</b>

<b>Yiftee Report (September 20, 2024)</b>	<b>1410 Redemptions</b>
<b>Yiftee Gift Certificates Sold</b>	\$87,396.00
<b>Total Redeemed:</b>	\$55,513.00
<b>Left to be Redeemed:</b>	\$31,883.00

<b><u>Interest Gained</u></b>	
<i>Money Market (July &amp; August '24)</i>	\$1,219.57
<b><u>Paper Gift Card Report (August 24)</u></b>	
<i>Left to Be Redeemed</i>	\$50,715.65
<b>Revenue (July &amp; August 24')</b>	<b>\$110,942.36</b>