

<u>PfH Banking Assets 10/31/2024</u>	
Republic Bank	\$ 267,348.96
PNC Money Market	\$ 182,398.64
TD- Credit Card (Closed 11/12/24)	\$ 34,970.18
TD Gift Card	\$ 5,878.39
Total:	\$490,596.17

Fund Balance 10/31/2024	
Liabilities	\$57,272.17
Money Market Account	\$182,398.64
Balance:	\$250,925.36

Financial Report as of 10/31/2024		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	747.04
	Recruitment & Retention Grants	\$7,500.00	\$5,000.00
	Outdoor Planters Grant	\$2,600.00	\$2,600.00
	Total Retail Recruitment & Retention	\$11,350.00	\$8,347.04
Marketing & Public Relations			
	Graphics Design/ PR	\$10,000.00	\$10,000.00
	Website	\$2,500.00	\$196.48
	Ad Development	\$1,000.00	\$714.19
	Social Media Ads	\$10,000.00	\$5,693.38
	Videography/ Photography	\$11,000.00	\$6,595.31
	PATCO Ads	\$16,500.00	\$10,565.73
	Advertising	\$17,500.00	\$3,477.93
	Printing	\$6,000.00	\$5,765.94
	Yiftee BOGO	\$8,500.00	\$8,500.00
	Total Marketing & Public Relations	\$89,600.00	\$51,508.96
PfH Administration			
	Executive Dir - Compensation & Health Benefits	\$91,346.24	\$69,517.12

	Ambassador	\$0.00	\$0.00
	ED Phone/ Mifi	\$750.00	\$0.00
	Treasurer - Compensation	\$11,372.00	\$6,977.77
	Filing for Taxes	\$0.00	\$0.00
	Dropbox	\$660.00	\$729.87
	Constant Contact	\$1,860.00	\$1,407.00
	Legal Fees	\$0.00	\$0.00
	Misc. Expenses	\$0.00	\$0.00
	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
	Total PfH Administration	\$119,788.24	\$79,388.21
	Visual Enhancements		
	Haddy Lane	\$10,000.00	\$9,376.36
	Kings Court	\$1,000.00	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	\$34,5500.00	\$9,376.36
	Events Committee		
	Major Events	\$26,100.00	\$17,163.51
	Decorations	\$2,450.00	\$1,608.48
	Activation	\$0.00	\$0.00
	Per Diem Help	\$4,250.00	\$682.50
	Analytics	\$511.76	\$468.00
	Entertainment	\$9,000.00	\$6,730.00
	Total Events Committee	\$42,311.76	\$26,652.49
	Grand Total for Expenses	\$297,600.00	\$175,273.06
	Revenue	\$297,600.00	\$297,600.00
	Difference	\$0.00	\$122,326.94

Yiftee Report (November 25, 2024)	1487 Redemptions
Yiftee Gift Certificates Sold	\$88,920.00
Total Redeemed:	\$59,001.33
Left to be Redeemed:	\$29,918.67

<u>Interest Gained</u>	
<i>Money Market (Sept. & Oct. '24)</i>	\$1,107.51
<u>Paper Gift Card Report (August 24)</u>	
<i>Left to Be Redeemed</i>	\$49,851.65
Revenue (July & August 24')	\$1,415.14