

<u>PfH Banking Assets 12/31/2024</u>	
Republic Bank	\$229,147.46
PNC Money Market	\$183,373.58
TD Gift Card	\$ 40,468.57
Total:	\$453,117.21

Fund Balance 12/31/2024	
Liabilities	\$56,927.17
Money Market Account	\$183,373.58
Balance:	\$212,688.86

	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	\$1215.42
	Recruitment & Retention Grants	\$7,500.00	\$6,000.00
	Outdoor Planters Grant	\$2,600.00	\$2,600.00
	Total Retail Recruitment & Retention	\$11,350.00	\$9,815.42
	Marketing & Public Relations		
	Graphics Design/ PR	\$10,000.00	\$10,000.00
	Website	\$2,500.00	\$218.65
	Ad Development	\$1,000.00	\$846.14
	Social Media Ads	\$10,000.00	\$8,065.50
	Videography/ Photography	\$11,000.00	\$13,148.60
	PATCO Ads	\$16,500.00	\$13,889.97
	Advertising	\$17,500.00	\$21,832.37
	Printing	\$6,000.00	\$7,225.27
	Yiftee BOGO	\$8,500.00	\$8,500.00
	Total Marketing & Public Relations	\$89,600.00	\$83,726.50
	PfH Administration		
	Executive Dir - Compensation & Health Benefits	\$91,346.24	\$90,168.92
	Ambassador	\$0.00	\$0.00

	ED Phone/ Mifi	\$750.00	\$0.00
	Treasurer - Compensation	\$11,372.00	\$8,786.31
	Filing for Taxes	\$0.00	\$0.00
	Dropbox	\$660.00	\$729.87
	Constant Contact	\$1,860.00	\$1,741.00
	Legal Fees	\$0.00	\$0.00
	Misc. Expenses	\$0.00	\$0.00
	Insurance	\$1,300.00	\$1,420.01
	Professional Fees/Audit	\$7,500.00	\$5,000.00
	Membership & Seminar Fees	\$3,000.00	\$1,080.96
	Credit Card & Bank Fees	\$2,000.00	\$45.00
Total PfH Administration		\$119,788.24	\$108,972.07
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	\$16,100.00
	Wayfair Signs	\$5,700.00	\$0.00
	LED Lights	\$1,500.00	\$3,000.00
Total Visual Enhancements		\$34,550.00	\$28,476.36
Events Committee			
	Major Events	\$26,100.00	\$28,118.15
	Decorations	\$2,450.00	\$2,469.50
	Activation	\$0.00	\$0.00
	Per Diem Help	\$4,250.00	\$2,902.50
	Analytics	\$511.76	\$468.00
	Entertainment	\$9,000.00	\$10,082.45
Total Events Committee		\$42,311.76	\$44,040.60
Grand Total for Expenses		\$297,600.00	\$275,030.95
Revenue		\$297,600.00	\$297,600.00
Difference		\$0.00	\$22,569.05

<u>Yiftee Report (January 20, 2025)</u>	1803 Redemptions (+400)
Yiftee Gift Certificates Sold	\$121,411.00 (+\$32,491)
Total Redeemed:	\$69,623.21 (+10,621.88)
Left to be Redeemed:	\$51,787.79 (+21,869.12)

<u>Interest Gained</u>	
<i>Money Market (Nov + Dec. '24)</i>	\$974.94
<i>Money Market (2024)</i>	\$6,780.50
<u>Paper Gift Card Report (December 24)</u>	
<i>Left to Be Redeemed</i>	\$49,471.65
Revenue (Nov & Dec. 24')	\$67,317.38
Revenue 2024	\$317,105.70
w/ Money Market Interest	\$323,886.20
- Budget Spent	\$275,030.95
Unallocated Revenue	\$48,855.25