

<u>PfH Banking Assets 1/31/2025</u>	
Republic Bank	\$219,258.02
PNC Money Market	\$183,834.58
TD Gift Card	\$38,263.57
Total:	\$441,356.17

Fund Balance 1/31/2025	
Liabilities	\$56,513.17
Money Market Account	\$183,834.58
Balance:	\$201,008.42

	Financial Report as of 1/31/2025	2025	2025
		Budget	Actuals
	PfH Assessment	\$250,000.00	\$250,000.00
	Craft & Fine Arts Festival	\$20,000.00	\$20,000.00
	Sponsorship/ Event Revenue	\$7,000.00	\$7,000.00
	Appropriated Surplus	\$28,050.00	\$28,050.00
	Money Market Interest	\$2,500.00	\$2,500.00
	Total Income	\$307,550.00	\$307,550.00
<u>Expenses</u>		<u>BUDGET</u>	<u>2025 Spent</u>
	Retail Recruitment & Retention		
	Recruiting Expenses	\$1,250.00	\$0.00
	Recruitment & Retention Grants	\$7,500.00	\$0.00
	Outdoor Planters Grant	\$5,100.00	\$0.00
	Total Retail Recruitment & Retention	\$13,850.00	\$0.00
	Marketing & Public Relations		
	Graphics Design/ PR	\$3,000.00	\$0.00
	Website	\$2,500.00	\$0.00
	Ad Development	\$1,000.00	\$63.96
	Social Media Ads	\$11,000.00	\$340.08
	Videography/ Photography	\$14,150.00	\$826.35
	PATCO Ads	\$16,500.00	\$0.00
	Advertising	\$12,800.00	\$627.28
	R&D	\$3,000.00	\$0.00
	Printing	\$7,000.00	\$427.46
	Yiftee BOGO	\$7,500.00	\$0.00
	Total Marketing & Public Relations	\$78,450.00	\$2,285.13
	PfH Administration		
	Executive Dir - Compensation & Health Benefits	\$93,105.00	\$8,499.14

	Office/ Storage	\$0.00	\$445.99
	Treasurer - Compensation	\$11,875.00	\$833.33
	Dropbox	\$805.00	\$0.00
	Constant Contact	\$1,950.00	\$167.00
	Legal Fees	\$0.00	\$0.00
	Misc. Expenses	\$0.00	\$0.00
	Insurance	\$1,550.00	\$0.00
	Professional Fees/Audit	\$7,500.00	\$0.00
	Membership & Seminar Fees	\$3,000.00	\$40.00
	Credit Card & Bank Fees	\$2,000.00	\$0.00
Total PfH Administration		\$124,510.00	\$9,985.46
Visual Enhancements			
	Haddy Lane	\$8,550.00	\$710.00
	Kings Court	\$0.00	\$0.00
	Christmas Lights	\$17,500.00	\$0.00
	Wayfair Signs	\$7,265.00	\$0.00
	LED Lights	\$3,000.00	\$0.00
Total Visual Enhancements		\$36,315.00	\$710.55
Events Committee			
	Major Events	\$35,500.00	\$10,641.76
	Decorations	\$2,600	\$39.10
	Per Diem Help	\$4,250.00	\$280.00
	Analytics	\$575.00	\$0.00
	Entertainment	\$11,500.00	\$0.00
Total Events Committee		\$54,425.00	\$10,960.00
	Grand Total for Expenses	\$307,550.00	\$23,942.00
	Revenue	\$307,550.00	\$307,550.00
	Difference	\$0.00	\$283,608.00

<u>Yiftee Report (January 20, 2025)</u>	1901 Redemptions (+100)
Yiftee Gift Certificates Sold	\$121,976.00 (+\$565)
Total Redeemed:	\$72,673.44 (+3,050.23)
Left to be Redeemed:	\$49,302.56 (-2,465.23)

<u>Revenue</u>	
<i>Money Market Interest (Jan '25))</i>	\$461.00
<i>Event Revenue & Sponsorship</i>	\$7,966.07

Paper Gift Card Report (December 24)	
<i>Left to Be Redeemed</i>	\$47,266.65
Revenue (Jan 25')	\$8,427.07