

<u>PfH Banking Assets 4/30/2025</u>	
Fulton Bank	\$231,386.84
PNC Money Market	\$185,164.60
TD Gift Card	\$37,729.57
Total:	\$454,281.01

Fund Balance 4/30/2025	
Liabilities	\$55,979.17
Money Market Account	\$185,164.60
Balance:	\$213,137.24

	Financial Report as of 4/30/2025	2025	2025
		Budget	Actuals
	PfH Assessment	\$250,000.00	\$250,000.00
	Sponsorship/ Event Revenue	\$7,000.00	\$7,000.00
	Appropriated Surplus	\$48,050.00	\$48,050.00
	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	\$34.46
	Recruitment & Retention Grants	\$7,500.00	\$0.00
	Outdoor Planters Grant	\$5,100.00	\$0.00
	Total Retail Recruitment & Retention	\$13,850.00	\$34.46
	Marketing & Public Relations		
	Graphics Design/ PR	\$3,000.00	\$0.00
	Website	\$2,500.00	\$0.00
	Ad Development	\$1,000.00	\$191.88
	Social Media Ads	\$11,000.00	\$1,392.00
	Videography/ Photography	\$14,150.00	\$1,394.78
	PATCO Ads	\$16,500.00	\$0.00
	Advertising	\$12,800.00	\$627.28
	R&D	\$3,000.00	\$0.00
	Printing	\$7,000.00	\$1,312.19
	Yiftee BOGO	\$7,500.00	\$0.00
	Total Marketing & Public Relations	\$78,450.00	\$4,918.84
	PfH Administration		
	Executive Dir - Compensation & Health Benefits	\$93,105.00	\$26,902.70
	Office/ Storage	\$0.00	\$1073.06
	Treasurer - Compensation	\$11,875.00	\$2,611.66
	Dropbox	\$805.00	\$0.00
	Constant Contact	\$1,950.00	\$501.00

	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	\$199.83
	Credit Card & Bank Fees	\$2,000.00	\$0.00
Total PfH Administration		\$124,510.00	\$31,288.25
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	\$12,581.73
	Decorations	\$2,600	\$291.43
	Per Diem Help	\$4,250.00	\$280.00
	Analytics	\$575.00	\$468.00
	Entertainment	\$11,500.00	\$0.00
Total Events Committee		\$54,425.00	\$13,621.16
Grand Total for Expenses		\$307,550.00	\$50,573.29
Revenue		\$307,550.00	\$307,550.00
Difference		\$0.00	\$256,976.72

<u>Yiftee Report (May 23, 2025)</u>	2108 Redemptions (+52)
Yiftee Gift Certificates Sold (2,178)	\$123,936.00 <i>(+\$985)</i>
Total Redeemed:	\$79,223.68 <i>(+1,683.09)</i>
Left to be Redeemed:	\$44,712.32 <i>(-698.09)</i>

<u>Revenue</u>	
<i>Main Street Dinner/ Networking Rev.</i>	\$2,154.53
Money Market 7 Revenue	\$449.39
<u>Paper Gift Card Report (April 25)</u>	
<i>Left to Be Redeemed</i>	\$47,146.65