

PFH 2016 Profit & Loss
January to July

	2016 Actuals 1/1 - 7/26	2016 Annual Budget	Budget Remaining
<u>INCOME</u>			
PfH Assessments	125,000	250,000	125,000
Craft & Fine Arts Festival		49,000	49,000
Appropriated Surplus		78,233	78,233
Camden County Sponsorship	2,000	4,000	2,000
Interest Income & Misc	107	117	10
Total Income	127,107	381,350	254,243
<u>EXPENSES</u>			
<u>Retail Recruitment & Retention</u>			
Retail Coordinator-Wages	23,201	42,000	18,799
Payroll Added Cost	2,111	3,700	1,589
Travel & Recruiting Expenses	1,267	6,500	5,233
Recruitment & Retention Grants	17,212	52,500	35,288
Total Retail Recruitment & Retention	43,791	104,700	60,909
<u>Marketing & Public Relations</u>			
Public Relations - Suasion	15,390	31,500	16,110
Website	5,553	8,000	2,447
Ad Development	5,788	11,000	5,212
New Marketing Actions	2,658	21,000	18,342
Advertising	26,341	50,000	23,659
10-20% Discounted Gift Certifica	7,821	23,000	15,179
Major Events	2,682	31,000	28,318
Total Marketing & Public Relations	66,233	175,500	109,267
<u>Information Center</u>			
Staffing	8,000	16,000	8,000
Total Information Center	8,000	16,000	8,000
<u>PfH Administration</u>			
Treasurer - Compensation	7,950	15,900	7,950
Secretary - Compensation	3,200	7,000	3,800
Special Projects / Legal Fees	225	4,000	3,775
Web Page	427	750	323
Treasurer Expenses	150	650	500
Secretary Expenses	110	150	40
Insurance	358	1,500	1,142
Professional Fees / Audit		5,000	5,000
Membership & Seminar Fees	700	700	0
Credit Card & Bank Fees	1,931	6,500	4,569
Total PfH Administration	15,051	42,150	27,099

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<u>Committee for Professionals</u>			
P.R. - Suasion & Website	3,373	6,000	2,627
Advertising		3,000	3,000
Special Events	4,700	7,500	2,800
Total Committee for Professionals	8,073	16,500	8,427
<u>Visual Enhancements</u>			
Beautification Project		13,000	13,000
Christmas Lights	900	13,500	12,600
Total Visual Enhancements	900	26,500	25,600
Total Spending	142,048	381,350	239,302
% of Annual Budget >>>>>	37%	100%	
Surplus / (Deficit)	(14,941)	0	

YTD Spending % Of Annual Budget	
Retail Recruitment & Retention	42%
Marketing & Public Relations	38%
Information Center	50%
PfH Administration	36%
Committee for Professionals	49%
Visual Enhancements	3%
Total PFH Spending	37%