

PFH 2016 Profit & Loss January to September	2016 Actuals 1/1 - 9/27	2016 Annual Budget	Budget Remaining
<u>INCOME</u>			
PfH Assessments	187,500	250,000	62,500
Craft & Fine Arts Festival	48,681	49,000	319
Appropriated Surplus		78,233	78,233
Camden County Sponsorship	2,000	4,000	2,000
Interest Income & Misc	149	117	(32)
Total Income	238,330	381,350	143,020
<u>EXPENSES</u>			
<u>Retail Recruitment & Retention</u>			
Retail Coordinator-Wages	29,951	42,000	12,049
Payroll Added Cost	2,683	3,700	1,017
Travel & Recruiting Expenses	1,267	6,500	5,233
Recruitment & Retention Grants	21,204	52,500	31,296
Total Retail Recruitment & Retention	55,105	104,700	49,595
<u>Marketing & Public Relations</u>			
Public Relations - Suasion	23,515	31,500	7,985
Website	7,246	8,000	754
Ad Development	5,788	11,000	5,212
New Marketing Actions	2,658	21,000	18,342
Advertising	37,810	50,000	12,190
10-20% Discounted Gift Certifica	7,821	23,000	15,179
Major Events	4,252	31,000	26,748
Total Marketing & Public Relations	89,090	175,500	86,410
<u>Information Center</u>			
Staffing	12,000	16,000	4,000
Total Information Center	12,000	16,000	4,000
<u>PfH Administration</u>			
Treasurer - Compensation	10,600	15,900	5,300
Secretary - Compensation	4,400	7,000	2,600
Special Projects / Legal Fees	325	4,000	3,675
Web Page	557	750	193
Treasurer Expenses	227	650	423
Secretary Expenses	128	150	22
Insurance	394	1,500	1,106
Professional Fees / Audit	150	5,000	4,850
Membership & Seminar Fees	700	700	0
Credit Card & Bank Fees	2,398	6,500	4,102
Total PfH Administration	19,879	42,150	22,271

**PFH 2016 Profit & Loss
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<u>Committee for Professionals</u>			
P.R. - Suasion & Website	4,154	6,000	1,846
Advertising		3,000	3,000
Special Events	6,093	7,500	1,407
Total Committee for Professionals	10,247	16,500	6,253
<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	187,221	381,350	194,129
% of Annual Budget >>>>	49%	100%	
Surplus / (Deficit)	51,109	0	

YTD Spending % Of Annual Budget
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Retail Recruitment & Retention	53%
Marketing & Public Relations	51%
Information Center	75%
PfH Administration	47%
Committee for Professionals	62%
Visual Enhancements	3%
Total PFH Spending	49%

Months YTD % Of Year 75% 9 Months