

PFH 2016 Profit & Loss January to October	2 0 1 6 Actuals 1/1 - 10/25	2 0 1 6 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	171	117	(54)
Total Income	238,352	381,350	142,998
<u>EXPENSES</u>			
<u>Retail Recruitment & Retention</u>			
Retail Coordinator-Wages	32,951	42,000	9,049
Payroll Added Cost	2,943	3,700	757
Travel & Recruiting Expenses	1,922	6,500	4,578
Recruitment & Retention Grants	28,152	52,500	24,348
Total Retail Recruitment & Retention	65,968	104,700	38,732
<u>Marketing & Public Relations</u>			
Public Relations - Suasion	26,015	31,500	5,485
Website	8,068	8,000	(68)
Ad Development	5,788	11,000	5,212
New Marketing Actions	3,616	21,000	17,384
Advertising	40,113	50,000	9,887
10-20% Discounted Gift Certificates	7,821	23,000	15,179
Major Events	4,771	31,000	26,229
Total Marketing & Public Relations	96,192	175,500	79,308
<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	11,925	15,900	3,975
Secretary - Compensation	4,913	7,000	2,087
Special Projects / Legal Fees	325	4,000	3,675
Web Page	621	750	129
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	2,448	6,500	4,052
Total PfH Administration	21,831	42,150	20,319

**PFH 2016 Profit & Loss
January to October**

	2016 Actuals 1/1 - 10/25	2016 Annual Budget	Budget Remaining
<u>Committee for Professionals</u>			
P.R. - Suasion & Website	4,534	6,000	1,466
Advertising		3,000	3,000
Special Events	6,253	7,500	1,247
Total Committee for Professionals	10,787	16,500	5,713
<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	207,678	381,350	173,672
% of Annual Budget >>>>>	54%	100%	
Surplus / (Deficit)	30,674	0	

YTD Spending % Of Annual Budget
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Retail Recruitment & Retention	63%
Marketing & Public Relations	55%
Information Center	75%
PfH Administration	52%
Committee for Professionals	65%
Visual Enhancements	3%
Total PFH Spending	54%

Months YTD As A % Of Year 83% 10 Months