

<b>PFH 2016 Profit &amp; Loss January to November</b>	<b>2016 Actuals 1/1 - 11/22</b>	<b>2016 Annual Budget</b>	<b>Budget Remaining</b>
<b><u>INCOME</u></b>			
PfH Assessments	250,000	250,000	0
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	213	117	(96)
<b>Total Income</b>	<b>300,894</b>	<b>381,350</b>	<b>80,456</b>
<b><u>EXPENSES</u></b>			
<b><u>Retail Recruitment &amp; Retention</u></b>			
Retail Coordinator-Wages	35,201	42,000	6,799
Payroll Added Cost	3,122	3,700	578
Travel & Recruiting Expenses	1,922	6,500	4,578
Recruitment & Retention Grants	29,153	52,500	23,347
<b>Total Retail Recruitment &amp; Retention</b>	<b>69,398</b>	<b>104,700</b>	<b>35,302</b>
<b><u>Marketing &amp; Public Relations</u></b>			
Public Relations - Suasion	26,015	31,500	5,485
Website	8,837	8,000	(837)
Ad Development	5,788	11,000	5,212
New Marketing Actions	3,616	21,000	17,384
Advertising	48,775	50,000	1,225
10-20% Discounted Gift Certifica	7,821	23,000	15,179
Major Events	4,772	31,000	26,228
<b>Total Marketing &amp; Public Relations</b>	<b>105,624</b>	<b>175,500</b>	<b>69,876</b>
<b><u>Information Center</u></b>			
Staffing	16,000	16,000	0
<b>Total Information Center</b>	<b>16,000</b>	<b>16,000</b>	<b>0</b>
<b><u>PfH Administration</u></b>			
Treasurer - Compensation	13,250	15,900	2,650
Secretary - Compensation	5,463	7,000	1,537
Special Projects / Legal Fees	325	4,000	3,675
Web Page	680	750	70
Treasurer Expenses	321	650	329
Secretary Expenses	128	150	22
Insurance	1,329	1,500	171
Professional Fees / Audit	150	5,000	4,850
Membership & Seminar Fees	700	700	0
Credit Card & Bank Fees	2,506	6,500	3,994
<b>Total PfH Administration</b>	<b>24,852</b>	<b>42,150</b>	<b>17,298</b>

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

	<b>2016 Actuals 1/1 - 11/22</b>	<b>2016 Annual Budget</b>	<b>Budget Remaining</b>
<b><u>Committee for Professionals</u></b>			
P.R. - Suasion & Website Advertising	4,888	6,000	1,112
Special Events	6,521	7,500	979
<b>Total Committee for Professionals</b>	<b>11,409</b>	<b>16,500</b>	<b>5,091</b>
<b><u>Visual Enhancements</u></b>			
Beautification Project		13,000	13,000
Christmas Lights	6,300	13,500	7,200
<b>Total Visual Enhancements</b>	<b>6,300</b>	<b>26,500</b>	<b>20,200</b>
<b>Total Spending</b>	<b>233,583</b>	<b>381,350</b>	<b>147,767</b>
<b>% of Annual Budget &gt;&gt;&gt;&gt;&gt;</b>	<b>61%</b>	<b>100%</b>	
<b>Surplus / (Deficit)</b>	<b>67,311</b>	<b>0</b>	

<b>YTD Spending % Of Annual Budget</b>
--

Retail Recruitment & Retention	<b>66%</b>
Marketing & Public Relations	<b>60%</b>
Information Center	<b>100%</b>
PfH Administration	<b>59%</b>
Committee for Professionals	<b>69%</b>
Visual Enhancements	<b>24%</b>
<b>Total PFH Spending</b>	<b>61%</b>

**# Months YTD As A % Of Year      92%      11 Months**