

PfH 2017 Profit & Loss January to March	2017 Actuals 1/1 - 3/22	2017 Temp 1Q Budget	Temp 1Q Budget \$ Not Spent	2017 Annual Budget
<u>INCOME</u>				
PfH Assessments	62,500	62,500	0	250,000
Craft & Fine Arts Festival				49,000
Appropriated Surplus				55,435
Camden County Sponsorship				2,000
Interest Income & Misc	18		(18)	265
Total Income	62,518	62,500	(18)	356,700
<u>EXPENSES</u>				
<u>Retail Recruitment & Retention</u>				
Retail Coordinator-Wages	9,000	10,500	1,500	42,000
Payroll Added Cost	824	925	101	3,700
Travel & Recruiting Expenses	603	1,625	1,022	4,300
Recruitment & Retention Grants	600	13,125	12,525	52,500
Total Retail Recruitment & Retention	11,027	26,175	15,148	102,500
<u>Marketing & Public Relations</u>				
Public Relations - Suasion	5,000	7,875	2,875	31,500
Website	1,021	2,000	979	8,000
Ad Development		2,750	2,750	11,000
New Marketing Actions		5,250	5,250	8,000
Advertising	6,156	12,500	6,344	69,500
20% Discount Gift Certificate		5,750	5,750	18,000
Major Events	1,818	7,750	5,932	18,000
Total Marketing & Public Relations	13,995	43,875	29,880	164,000
<u>Information Center</u>				
Staffing	4,000	4,000	0	16,000
Total Information Center	4,000	4,000	0	16,000
<u>PfH Administration</u>				
Treasurer - Compensation	2,650	3,975	1,325	15,900
Secretary - Compensation	1,100	1,750	650	7,000
Special Projects / Legal Fees		1,000	1,000	2,000
Web Page	79	188	109	800
Treasurer Expenses		163	163	650
Secretary Expenses	20	38	18	150
Insurance		375	375	1,400
Professional Fees / Audit		0	0	6,500
Membership & Seminar Fees		350	350	500
Credit Card & Bank Fees	682	1,625	943	4,000
Total PfH Administration	4,531	9,463	4,932	38,900

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<u>Committee for Professionals</u>				
P.R. - Suasion & Website	471	1,500	1,029	5,800
Advertising	1,523	750	(773)	0
Special Events	1,051	1,875	824	8,000
Total Committee for Professionals	3,045	4,125	1,080	13,800
<u>Visual Enhancements</u>				
Beautification Project		3,250	3,250	6,000
Christmas Lights		0	0	15,500
Total Visual Enhancements	0	3,250	3,250	21,500
Total Spending	36,598	90,888	54,290	356,700
Surplus / (Deficit)	25,920	(28,388)		0