

PFH 2017 Profit & Loss January to April	2017 Actuals 1/1 - 4/25	2017 Temp 1Q Budget	Temp 1Q Budget \$ Not Spent	2017 Annual Budget
<b><u>INCOME</u></b>				
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	32		(32)	265
<b>Total Income</b>	<b>62,532</b>	<b>62,500</b>	<b>(32)</b>	<b>356,700</b>
<b><u>EXPENSES</u></b>				
<b><u>Retail Recruitment &amp; Retention</u></b>				
Retail Coordinator-Wages	12,750	10,500	(2,250)	42,000
Payroll Added Cost	1,149	925	(224)	3,700
Travel & Recruiting Expenses	1,060	1,625	565	4,300
Recruitment & Retention Grants	10,690	13,125	2,435	52,500
<b>Total Retail Recruitment &amp; Retention</b>	<b>25,649</b>	<b>26,175</b>	<b>526</b>	<b>102,500</b>
<b><u>Marketing &amp; Public Relations</u></b>				
Public Relations - Suasion	10,000	7,875	(2,125)	31,500
Website	1,685	2,000	315	8,000
Ad Development		2,750	2,750	11,000
New Marketing Actions	825	5,250	4,425	8,000
Advertising	9,706	12,500	2,794	69,500
20% Discount Gift Certificate		5,750	5,750	18,000
Major Events	2,828	7,750	4,922	18,000
<b>Total Marketing &amp; Public Relations</b>	<b>25,044</b>	<b>43,875</b>	<b>18,831</b>	<b>164,000</b>
<b><u>Information Center</u></b>				
Staffing	4,000	4,000	0	16,000
<b>Total Information Center</b>	<b>4,000</b>	<b>4,000</b>	<b>0</b>	<b>16,000</b>
<b><u>PfH Administration</u></b>				
Treasurer - Compensation	3,975	3,975	0	15,900
Secretary - Compensation	1,700	1,750	50	7,000
Special Projects / Legal Fees		1,000	1,000	2,000
Web Page	130	188	58	800
Treasurer Expenses		163	163	650
Secretary Expenses	95	38	(58)	150
Insurance		375	375	1,400
Professional Fees / Audit		0	0	6,500
Membership & Seminar Fees		350	350	500
Credit Card & Bank Fees	1,474	1,625	151	4,000
<b>Total PfH Administration</b>	<b>7,374</b>	<b>9,463</b>	<b>2,089</b>	<b>38,900</b>

**PFH 2017 Profit & Loss**  
**January to April**

	<b>2017 Actuals 1/1 - 4/25</b>	<b>2017 Temp 1Q Budget</b>	<b>Temp 1Q Budget \$ Not Spent</b>	<b>2017 Annual Budget</b>
<b><u>Committee for Professionals</u></b>				
P.R. - Suasion & Website	778	1,500	722	5,800
Advertising	1,523	750	(773)	0
Special Events	2,403	1,875	(528)	8,000
<b>Total Committee for Professionals</b>	<b>4,704</b>	<b>4,125</b>	<b>(579)</b>	<b>13,800</b>
<b><u>Visual Enhancements</u></b>				
Beautification Project		3,250	3,250	6,000
Christmas Lights		0	0	15,500
<b>Total Visual Enhancements</b>	<b>0</b>	<b>3,250</b>	<b>3,250</b>	<b>21,500</b>
<b>Total Spending</b>	<b>66,771</b>	<b>90,888</b>	<b>24,117</b>	<b>356,700</b>
<b>Surplus / (Deficit)</b>	<b>(4,239)</b>	<b>(28,388)</b>		<b>0</b>

**PARTNERSHIP FOR HADDONFIELD, INC.**

**Transaction Detail By Account**

January through April 2017

<u>Date</u>	<u>Num</u>	<u>Name</u>	<u>Memo</u>	<u>Amount</u>
<b>Retail Recruitment &amp; Retention</b>				
<b>Retail Coordinator-Wages</b>				
				Total Retail Coordinator-Wages 12,750.00
<b>Payroll Added Cost</b>				
				Total Payroll Added Cost 1,149.47
<b>Travel &amp; Recruiting Expenses</b>				
02/23/2017	4659	REMEEN L. FORTUNATO	Phone expenses	602.95
03/23/2017	4676	REMEEN L. FORTUNATO	-MULTIPLE-	457.19
				<u>Total Travel &amp; Recruiting Expenses 1,060.14</u>
<b>Recruitment &amp; Retention Grants</b>				
02/01/2017	4648	HAPPY HIPPO TOYS	New Sign Grant	600.00
04/07/2017	J E	JUST BELLA	Retention Grant Encu,bered	9,090.00
03/21/2017	4672	JERSEY JAVA & TEA CO.	Retention Grant	1,000.00
				<u>Total Recruitment &amp; Retention Grants 10,690.00</u>
				Total Retail Recruitment & Retention 25,649.61
<b>Marketing &amp; Public Relations</b>				
<b>Public Relations - Suasion</b>				
01/02/2017	4616	SUASION COMMUNICATIONS GROUP	Memo chg'd. 01/17-wrong info on ck.	2,500.00
02/21/2017	4658	SUASION COMMUNICATIONS GROUP	Memo chg'd. 04/04/17 - info on ck. Fc	2,500.00
04/04/2017	4683	SUASION COMMUNICATIONS GROUP	PFH201110-Feb., 2017	2,500.00
04/04/2017	4684	SUASION COMMUNICATIONS GROUP	PFH201113-Apr., 2017 & PFH20111	2,500.00
				<u>Total Public Relations - Suasion 10,000.00</u>
<b>Website</b>				
03/03/2017	4667	RAPHAEL WEBSCAPES, LLC	65%	1,021.03
03/21/2017	4671	RAPHAEL WEBSCAPES, LLC	65%	664.13
				<u>Total Website 1,685.16</u>
<b>New Marketing Actions</b>				
04/04/2017	4684	SUASION COMMUNICATIONS GROUP	-MULTIPLE-	825.00
				<u>Total New Marketing Actions 825.00</u>
<b>Advertising</b>				
01/09/2017	4632	PROFESSIONAL PRINTING SERVICES INC	#52858 & 52867 Nite Mkt. & Envelop	434.52
01/31/2017	4645	BANTLE'S	#40837-Banner lettering	122.90
01/31/2017	4646	PHILADELPHIA MAGAZINE	Inv # PW6D168	1,500.00
01/31/2017	FaceBook		FaceBook/Veritcal Response, Inc.	488.27
02/06/2017	4650	BANTLE'S	#40887-Date Change	15.00
03/03/2017	4662	BANTLE'S	#40995-Date Change	15.00
03/03/2017	4663	PROFESSIONAL PRINTING SERVICES INC	#52876, 52951 & 52997	1,987.35
03/03/2017	4665	R.P.M. PHILLY, LLC	E-Blast 02/21/17	400.00
03/03/2017	4666	Philadelphia Media Network, LLC	3302651 01/15/17	768.00