

PFH 2017 Profit & Loss
January to June

	2017 Actuals 1/1 - 6/26	2017 Annual Budget	Budget \$ Not Spent
<u>INCOME</u>			
PfH Assessments	124,500	250,000	125,500
Craft & Fine Arts Festival		49,000	49,000
Appropriated Surplus		55,435	55,435
Camden County Sponsorship		2,000	2,000
Food Trucks - Night Market	4,600		(4,600)
Interest Income & Misc	66	265	199
Total Income	129,166	356,700	227,534
<u>EXPENSES</u>			
<u>Retail Recruitment & Retention</u>			
Retail Coordinator-Wages	21,000	42,000	21,000
Payroll Added Cost	1,864	3,700	1,836
Travel & Recruiting Expenses	1,594	4,300	2,706
Recruitment & Retention Grants	23,533	52,500	28,967
Total Retail Recruitment & Retention	47,991	102,500	54,509
<u>Marketing & Public Relations</u>			
Public Relations - Suasion	15,000	31,500	16,500
Website	4,025	8,000	3,975
Ad Development	5,815	11,000	5,185
New Marketing Actions	5,525	8,000	2,475
Advertising	19,425	69,500	50,075
20% Discount Gift Certificate		18,000	18,000
Major Events	4,680	18,000	13,320
Total Marketing & Public Relations	54,470	164,000	109,530
<u>Information Center</u>			
Staffing	8,000	16,000	8,000
Total Information Center	8,000	16,000	8,000
<u>PfH Administration</u>			
Treasurer - Compensation	6,625	15,900	9,275
Secretary - Compensation	2,838	7,000	4,162
Special Projects / Legal Fees		2,000	2,000
Web Page	310	800	490
Treasurer Expenses	147	650	503
Secretary Expenses	105	150	45
Insurance	273	1,400	1,127
Professional Fees / Audit		6,500	6,500
Membership & Seminar Fees		500	500
Credit Card & Bank Fees	1,809	4,000	2,191
Total PfH Administration	12,107	38,900	26,793

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<u>Committee for Professionals</u>			
P.R. - Suasion & Website	1,858	5,800	3,942
Advertising	1,523	0	(1,523)
Special Events	3,856	8,000	4,144
Total Committee for Professionals	7,237	13,800	6,563
<u>Visual Enhancements</u>			
Beautification Project		6,000	6,000
Christmas Lights		15,500	15,500
Total Visual Enhancements	0	21,500	21,500
Total Spending	129,805	356,700	226,895
Surplus / (Deficit)	(639)	0	