

**PFH FINANCIAL SUMMARY****2020****2021**

New Proposed Budget

Income		
PfH Assessment	\$250,000.00	\$250,000.00
Craft & Fine Arts Festival	\$0.00	\$0.00
Appropriated Surplus	\$0.00	\$30,000.00
Camden County Sponsorship	\$1,500.00	\$0.00
Food Trucks - Night Market	\$0.00	\$0.00
Intereset Income & Miscellaneous	\$100.00	\$0.00
COVID-19 Grant		\$2,000.00
<b>TOTAL INCOME</b>	<b>\$251,600.00</b>	<b>\$282,000.00</b>

**EXPENSES****2020****2021**

New Proposed Budget

<b>Retail Recruitment &amp; Retention</b>		
Retail Coordinator - Wages	\$47,000.00	\$10,850.00
Payroll Added Costs	\$4,000.00	\$960.00
Recruiting Expenses	\$2,000.00	\$475.00
Covid-19 grant	\$0.00	\$3,600.00
Recruitment & Retention Grants	\$44,700.00	\$31,400.00
<b>Total Retail Recruitment &amp; Retention</b>	<b>\$97,700.00</b>	<b>\$47,285.00</b>
<b>Marketing &amp; Public Relations</b>		
Public Relations - Suasion	\$25,200.00	\$35,000.00
COVID-19 expenses/Events	\$10,000.00	\$2,000.00
Website	\$9,500.00	\$0.00
Ad Development	\$8,000.00	\$12,000.00
Advertising	\$15,000.00	\$25,000.00
20% Discount Gift Certificate	\$10,000.00	\$12,000.00
Major Events	\$8,000.00	\$15,000.00
<b>Total Marketing &amp; Public Relations</b>	<b>\$85,700.00</b>	<b>\$101,000.00</b>
<b>Information Center</b>		
Staffing	\$14,000.00	\$7,000.00
<b>Total Information Center</b>	<b>\$14,000.00</b>	<b>\$7,000.00</b>
<b>PfH Administration</b>		
Treasurer-Compensation	\$15,900.00	\$16,775.00
Secretary-Compensation	\$7,500.00	\$3,500.00
Salary and Wage - staff	\$0.00	\$56,490.00
Special Projects / Legal Fees	\$0.00	\$0.00
Web Page	\$800.00	\$14,525.00
Treasurer Expenses	\$750.00	\$650.00
Secretary Expenses	\$300.00	\$175.00
Insurance	\$1,400.00	\$1,400.00
Professional Fees/Audit	\$6,500.00	\$6,500.00
Membership & Seminar Fees	\$500.00	\$100.00
Credit Card & Bank Fees	\$3,150.00	\$2,000.00
<b>Total PfH Administration</b>	<b>\$36,800.00</b>	<b>\$102,115.00</b>
<b>Professionals Committee</b>		
Website	\$1,800.00	\$0.00
Advertising	\$1,600.00	\$1,600.00
Special Events & Advertising	\$2,000.00	\$4,000.00
<b>Total Professionals Committee</b>	<b>\$5,400.00</b>	<b>\$5,600.00</b>
<b>Visual Enhancements</b>		
Beautification Project	\$0.00	\$2,000.00
Christmas Lights	\$12,000.00	\$17,000.00
<b>Total Visual Enhancements</b>	<b>\$12,000.00</b>	<b>\$19,000.00</b>
<b>TOTAL EXPENSES</b>	<b>\$251,600.00</b>	<b>\$282,000.00</b>