

Virginia Highland District Association

Profit and Loss by Tag Group

January - December 2021

	BEAUTIFICATION	FARMERS MARKET	FOOD TRUCK FRIDAYS	GENERAL	HAPPY HOUR	JINGLE JOG	KIDS CORNER	MOVIE NIGHT	PARADE	PORCHFEST	TOUR OF LIGHTS	WINTERFEST	YOGA IN THE PARK
Revenue													
Discount Income				-193.00									
Event Revenue			899.00										
Application Fee												2,414.00	
Booth Fee												3,809.43	
Concession Stand								3.00		3,000.00			
Donations	250.00			4,429.65					-25.00	5,905.75		1,925.06	
Merchandise	90.00			11,290.55				30.00		10,356.48		1,490.00	
Raffle										10,450.00		400.00	
Sponsorship	7,000.00			1,044.45			7,000.00			22,750.00		44,025.00	
Ticket Sales						7,230.50			2,025.00	8,429.00	19,832.35		2,300.00
Total Event Revenue	7,340.00		899.00	16,764.65		7,230.50	7,000.00	33.00	2,000.00	60,891.23	19,832.35	54,063.49	2,300.00
General Income				50.00									
Total Revenue	\$7,340.00	\$0.00	\$899.00	\$16,621.65	\$0.00	\$7,230.50	\$7,000.00	\$33.00	\$2,000.00	\$60,891.23	\$19,832.35	\$54,063.49	\$2,300.00
GROSS PROFIT	\$7,340.00	\$0.00	\$899.00	\$16,621.65	\$0.00	\$7,230.50	\$7,000.00	\$33.00	\$2,000.00	\$60,891.23	\$19,832.35	\$54,063.49	\$2,300.00
Expenditures													
Advertising & Marketing				12,471.76						2,140.00		1,350.00	
Marketing Materials	199.12	215.51	359.26	1,986.37	247.99			492.57		5,876.33		4,407.73	164.56
Web Materials			17.42	208.96						173.03			
Total Advertising & Marketing	199.12	215.51	376.68	14,667.09	247.99			492.57		8,189.36		5,757.73	164.56
Event Expense	226.08		400.00				0.00		385.00	5,039.00	405.00	28,336.32	205.00
Concession & Food					720.97			124.76		1,150.00			
Setup/Takedown			1,533.67					3,795.00		1,000.00			
Total Event Expense	226.08		1,933.67		720.97		0.00	3,919.76	385.00	7,189.00	405.00	28,336.32	205.00
General Admin Expense													
Bank Charges & Fees				32.81									
Insurance				2,142.00									
Legal & Professional Services				1,247.00									
Merchant Fees				335.12									
Payroll Tax Expenses				7,512.83									
Payroll wages				32,557.18									
Software Expense				3,578.20									
Taxes & Licenses				85.00									
Website				9,415.00									
Total General Admin Expense				56,905.14									
Merchandise Expense				8,400.00		1,428.00				10,457.61			
Operations Expense		30,000.00											
QuickBooks Payments Fees				156.21									
Shipping Expense				24.50									
Supplies & Materials	11,628.51		502.24	881.57	61.13		62.62	16.00		2,508.99		214.71	
Uncategorized Expense				2,500.00									
Total Expenditures	\$12,053.71	\$30,215.51	\$2,812.59	\$83,534.51	\$1,030.09	\$1,428.00	\$62.62	\$4,428.33	\$385.00	\$28,344.96	\$405.00	\$34,308.76	\$369.56
NET OPERATING REVENUE	\$ -4,713.71	\$ -30,215.51	\$ -1,913.59	\$ -66,912.86	\$ -1,030.09	\$5,802.50	\$6,937.38	\$ -4,395.33	\$1,615.00	\$32,546.27	\$19,427.35	\$19,754.73	\$1,930.44
NET REVENUE	\$ -4,713.71	\$ -30,215.51	\$ -1,913.59	\$ -66,912.86	\$ -1,030.09	\$5,802.50	\$6,937.38	\$ -4,395.33	\$1,615.00	\$32,546.27	\$19,427.35	\$19,754.73	\$1,930.44

VHDA 2022 Budget

Planning Worksheet

for questions/comments contact budget@virginiahighlanddistrict.com

Committee	Activity	Approved 2022 Budget	Notes
Administration/General	Tax Preparation	\$800	Gentry Group
Administration/General	Registrations/Filings	\$500	City Business Permits, Sec of State Filing, Non-Profit Updates
Administration/General	Insurance	\$2,200	USLI
Administration/General	Bookkeeping	\$3,000	\$250/mon (Carolyn Williams)
Administration/General	Accountant	\$950	Gentry Group payroll filing
Administration/General	Merchant fees	\$1,200	credit card processing fees
Administration/General	Payroll tax	\$11,000	Federal & State
Administration/General	Payroll wages (full time)	\$56,000	Executive Director Consultant (W2) 40hr/week
Administration/General	Payroll wages (part time)	\$10,400	Operations Director Consultant (W2) \$40/hr about 5hr/week
Administration/General	Payroll wages (part time)	\$13,000	Marketing Director Consultant (1099) \$50/hr about 5hr/week
Administration/General	Payroll wages (part time)	\$5,460	Content Manager Consultant (W2) \$35/hr about 3hr/week
Administration/General	Software subscriptions	\$3,000	Google (\$140/mon)+Canva (\$42/mon)+Intuit (\$40/mon) = \$2,664
Administration/General	Website maintenance and email distribution	\$468	New Tricks (\$35.00/mon)+Constant Contact (\$45.00/mon)
Administration/General	Website changes and development support	\$2,000	New program ie: memberships
Administration/General	Supplies & Materials	\$500	Storage unit shelving
Administration/General	Meeting Expenses	\$1,000	Annual Meeting
Administration/General	Memberships/sponsors	\$500	Marketing
Administration/General	Main Street Membership fee	\$295	General Member
Administration/General	Main Street Conference fees/travel	\$1,000	Flight, Food, hotel, May 15-18
Food Truck Friday	Advertising & Marketing	\$350	Aframes and banners
Food Truck Friday	Supplies & Materials	\$2,500	NHP supply shed?
Food Truck Friday	Event Expense	\$1,200	Bands x 6
Beautification	Advertising & Marketing	\$200	Spring/Fall Planting volunteer call
Beautification	Supplies & Materials	\$2,250	Plants + Lunch for volunteers
Beautification	Repairs & Maintenance	\$500	Labor
Owner Happy Hour	Advertising & Marketing	\$100	Flyers and packets
Owner Happy Hour	Supplies & Materials	\$1,000	Food x 2
Partnership Outreach	Advertising & Marketing	\$200	Yappy Hour
Partnership Outreach	Supplies & Materials	\$500	Small business support
Partnership Outreach	Advertising & Marketing	\$200	Barre in the Park
Partnership Outreach	Supplies & Materials	\$500	Small business support
Community Outreach	Advertising & Marketing	\$100	Artist Call
Community Outreach	Supplies & Materials	\$500	Public art installation
Porchfest	See additional Tab	\$45,500	
Winterfest	See additional Tab	\$42,288	
	TOTAL 2022 EXPENDITURES	\$211,161	
	TOTAL MINUS PORCHFEST AND WINTERFEST	\$122,873	