

2:36 PM
 04/24/17
 Cash Basis

Tuscarawas Valley Farmers Market Profit & Loss January through December 2016

	Jan - Dec 16	Jan - Dec 15
Ordinary Income/Expense		
Income		
CONTRIBUTED SUPPORT		
4010 · Indiv/business contribution	250.00	50.00
4540 · Local government grants	0.00	1,250.00
CONTRIBUTED SUPPORT - Other	0.00	20.00
Total CONTRIBUTED SUPPORT	250.00	1,320.00
MARKET INCOME		
T-Shirt Booster Program Income	499.94	0.00
5497 · Vendor Fees	6,564.00	7,303.95
Total MARKET INCOME	7,063.94	7,303.95
MEMBERSHIP PROGRAM		
Corporate Membership	10,050.00	10,000.00
Individual Membership	0.00	160.00
Total MEMBERSHIP PROGRAM	10,050.00	10,160.00
VOUCHER PAYMENT PROGRAMS		
Cash Advance Fee	255.00	160.00
Total VOUCHER PAYMENT PROGRAMS	255.00	160.00
Total Income	17,618.94	18,943.95
Expense		
ADVERTISING EXPENSE		
Advertising - Billboard	273.00	0.00
Advertising - Online	156.36	0.00
Advertising - Paper	86.27	1,066.50
Advertising - Radio	6,194.00	5,205.00
Advertising - Video	0.00	250.00
Printing & copying	111.00	1,014.79
Promotions	5.00	0.00
Website	1,291.96	519.74
ADVERTISING EXPENSE - Other	75.00	103.00
Total ADVERTISING EXPENSE	8,192.59	8,159.03
Conference	120.00	0.00
Donated Gift Certificate	265.00	65.00
Donations of money	100.00	50.00
Farm Tours	333.00	824.49
GRILL EXPENSES		
Food	90.00	200.00
Food Service License	308.00	308.00
Total GRILL EXPENSES	398.00	508.00
MEMBERSHIP EXPENSE		
Coupons		
Carrot Cash	0.00	75.00
Total Coupons	0.00	75.00
Printing	814.95	1,046.84
Total MEMBERSHIP EXPENSE	814.95	1,121.84
MISC MARKET EXPENSES		
Band Carrot Cash Donated	260.00	315.00
Cash Over/Under	-20.00	0.00
Community Events - Food donated	0.00	122.96
Cooking Demos	193.11	0.00
Credit Card processing fees	362.67	252.84
Dues & Subscriptions	82.00	140.00
Event Sponsorship	900.00	0.00
Insurance - liability	291.00	291.00
Maintenance	60.00	0.00
Office	45.35	376.21

2:36 PM
04/24/17
Cash Basis

Tuscarawas Valley Farmers Market
Profit & Loss
January through December 2016

	<u>Jan - Dec 16</u>	<u>Jan - Dec 15</u>
Other Supplies		
8530 · Membership dues - organization	350.00	0.00
8560 · Outside computer services	0.00	75.00
Total Other Supplies	<u>350.00</u>	<u>75.00</u>
Postage, shipping, delivery	342.46	189.35
Repairs and Maintenance	2,326.88	214.56
Supplies	171.84	1,033.82
Volunteer Costs	<u>178.20</u>	<u>111.81</u>
Total MISC MARKET EXPENSES	5,543.51	3,122.55
Rent Expense	3,360.00	2,000.00
VOID	0.00	0.00
Total Expense	<u>19,127.05</u>	<u>15,850.91</u>
Net Ordinary Income	-1,508.11	3,093.04
Net Income	<u><u>-1,508.11</u></u>	<u><u>3,093.04</u></u>