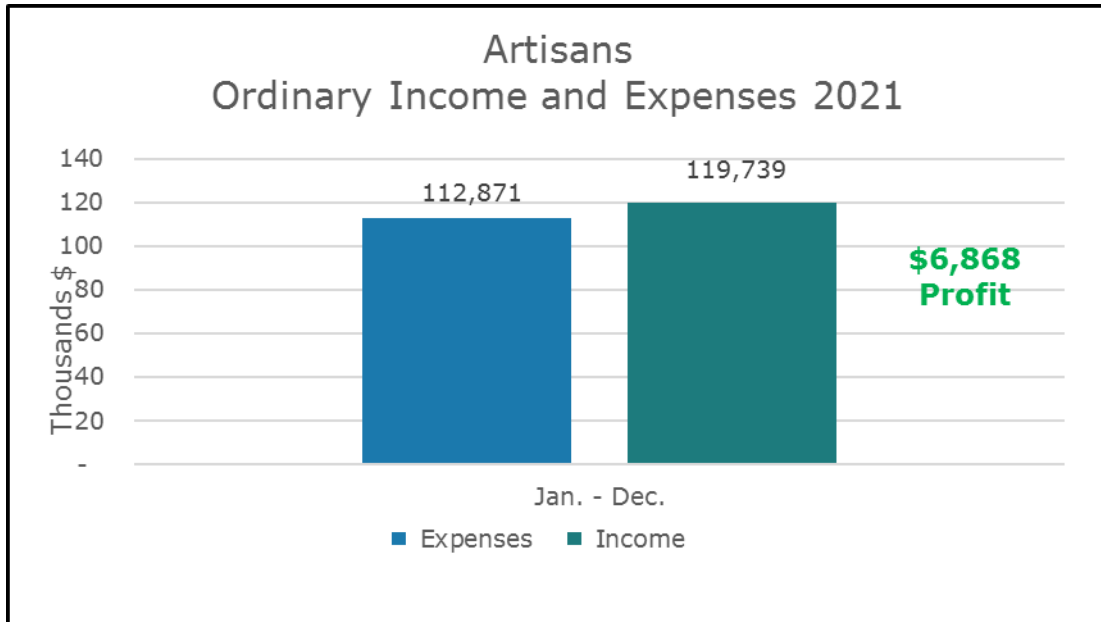


**Financial Report for the  
Board of Directors and Members**



**December 2021**

Prepared by Gwen Hertz, Co-Treasurer  
January 4, 2022



December 2021 will go down as a Record-Breaking month for Artisans. We had sales of **\$20,328** and **4,043** guests. Days with record sales were: 12/3/21 **\$1,729.50** and 12/4/21 **\$1,734.50**. We had a Net Income (Profit) of **\$6,868**. In addition, Artisans donated a record **\$8,923** to Waterman Hospital in Dec. from the Bra-Vo fundraiser.

---

**Bank Balance end of Month = \$56,966.76  
includes \$12,300 SBA Loan**

---

## Bra-Vo Report as of Dec. 31, 2021

<b>Bra-Vo Income:</b>		
Mask Sales		400
Bra Form Sales		490
Business Entries		420
Donations		1,926
Preview Party Sales at Shop		120
Preview Party Sales at Party		345
Preview Party Sales on Eventbrite		140
Voting		3,655
Silent Auction		2,935
<b>TOTAL INCOME</b>		<b>10,431</b>
<b>TOTAL EXPENSES PAID TO ARTISANS</b>		<b>1,507</b>
<b>NET PROCEEDS PAID TO WATERMAN</b>		<b>8,924</b>

In 2021 Artisans made the largest donation to Waterman Hospital that we've ever made **\$8,923**, thanks to the efforts of Patricia Christmas, Helen Cutshaw and the Bra-Vo Team: Patricia Schiavoni, Ann Coker, Sabrina Gowen, June Knowles, and Maria Hormaza. Great job everyone!

### **Artisans Running Net Income 2021**

<b>Year</b>	<b>Month</b>	<b>Net Income</b>	<b>Running Difference</b>	<b>Notes</b>
2021	Jan	-1,770	-1,770	Dues Paid
	Feb	4,073	2,303	
	Mar	-85	2,218	
	Apr	4,056	6,274	
	May	-6,193	81	Remodeled
	June	-4,422	-4,341	Remodeled
	July	280	-4,061	Closed, Moved, Dues Paid
	Aug.	1,238	-2,823	
	Sept.	-3,187	-6,009	
	Oct	868	-5,142	
	Nov.	406	-4,736	
	Dec.	11,604	<b>6,868</b>	

### **Artisans Sales in Store Per Guest**

in \$

	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>June</b>	<b>July*</b>	<b>Aug</b>	<b>Sept</b>	<b>Oct.</b>	<b>Nov.</b>	<b>Dec.</b>	<b>Average</b>
<b>2021</b>	4.81	7.59	8.02	7.42	8.42	6.59	3.78	5.33	4.12	3.85	3.90	5.03	5.74
<b>2019</b>	5.07	9.55	4.86	4.42	6.28	5.62	5.76	9.73	6.43	4.46	7.94	8.56	6.56
<b>Diff. from 2019</b>	-0.26	-1.96	3.16	3.01	2.15	0.97	-1.98	-4.40	-2.31	-0.61	-4.04	-3.53	<b>-0.82</b>

\*July 2021 Moved

## Customers Per Month Comparison

	Jan	Feb	Mar	Apr	May	June	July*	Aug	Sept	Oct.	Nov.	Dec.	Total
<b>2021</b>	630	1,161	1,049	953	960	527	1,215	1,197	1,086	1,932	2,484	4,043	17,237
<b>2020</b>	1,112	1,163	?	0	0	5	432	313	444	619	701	852	5,641
<b>2019</b>	1,026	940	1,329	902	705	634	612	480	593	817	1,223	1,605	11,787
<b>Diff. from 2019</b>	-396	+221	-280	+51	+255	-107	+603	+717	+493	+1,115	1,261	+2438	<b>+5,450</b>

## Consignor Sales

Month	No. Items Sold	\$ Total Sales**	\$ to Consignor*	\$ to Artisans***
Jan.	19	219	124	89
Feb	42	1,769	990	747
Mar	35	1,067	588	476
Apr.	41	1,219	683	536
May	70	1,262	693	569
June	14	305	167	138
July	40	914	506	408
Aug.	39	1,197	680	517
Sept.	21	504	287	217
Oct.	51	975	538	437
Nov.	54	1,281	729	552
Dec.	99	2,141	1,192	949
<b>Total</b>	<b>525</b>	<b>12,843</b>	<b>7,177</b>	<b>5,635</b>

\* Actual pay to Consignor – 55%. \*\* Without discounts paid by Artisans. \*\*\*Sales – Discount – Paid to Artist = \$ to Artisans

## X Means NO Sales/Class Income That Month

Month	Abel	Husser	Jones	McElroy	R. Placek	Thorne	Strengholt	Montgomery	Nichols	Santos 3/21	Scheerschmidt 10/1/21
Jan				x					x		
Feb									X		
Mar			X						X		
Apr			x						x	x	
May				x					x	x	
Jun				x		x			x	x	
Jul				x						x	
Aug											
Sept			x	x	x				x	x	
Oct			x	x						x	
Nov			x	x					x		x
Dec										x	x

Bylaws state that after 6 consecutive months with no sales, a consignor's contract will not be renewed at the end of the term.

### Total Amount of Discounts Given that Artisans Paid

\* This does not include Artist Discounts.

Month	Total Amount of Discounts Given \$*
Jan.	42
Feb.	140
Mar.	221
Apr	43
May	77
June	41
July	138
Aug	97
Sept	97
Oct.	47
Nov.	273
Dec.	514
<b>Total</b>	<b>1,730</b>



EXPENSES	4	21	429	25	159	92	19	255	1,004
Advertising and Promotion									
Charitable Cont. - Scholarship			500						500
Computer	322	120	691		15	16			1,210
E-Commerce Subscriptions		46						58	58
Internet Service					49	49	49	49	245
Education Program - Supplies			57	26	20				103
Education Program - Advertising				145	50	168			363
Facilities Mtce.		19	26	895	184	76	57		1,267
Filing Fee	61		149	10					220
Insurance Expense		1,404						182	1,586
Improvements to Leased Space	347	347	192	3,495					10,273
Miscellaneous Expense	50		342	145					537
Office Supplies	66	49	415	32	138	47	651	56	1,889
Janitorial Expense			57	67				18	205
Phone Expense	26	26	26	26	26	26	26	26	913
Professional Fees	94								609
Reception Expense							68	19	155
Rent Expense	1,300	1,300	1,300	1,300	2,755	2,755	2,755	2,755	25,783
Last Month's Rent - Main St. Leasing			2,439						2,439
Security Deposit - Main St. Leasing			2,289						2,289
Taxes and Licenses			28						28
UPS Shipping			1						59
USPS Mailing Expense		4	58	49	36			14	120
Utilities			335		142	175	173	144	1,146
Reconciliation Discrepancies						10			10
Etsy Listing Fees	6	2	2	1	7	6			38
Etsy Order Processing Fees		1		2			2	2	15
Etsy Shipping Expense				9					23
Etsy Transaction Fees		2	6	4		7			35
Total	2,276	3,276	4,326	6,231	3,581	3,167	3,800	3,578	53,122

Total Income	7,881	9,794	8,080	8,999	8,015	5,315	9,840	22,627	119,739
Total Expenses & COGS	9,651	5,721	14,273	8,719	6,777	8,501	9,434	11,103	112,951
Net Income	-1,770	4,073	-6,193	280	1,238	-3,187	406	11,524	6,788

**Notes:**

**Other Income:** \$20 was cash balance in PayPal account transferred to checking account, \$306 refund from Main St Leasing for sales tax

**Advertising:** Valentine's Day \$21, Constant Contact \$216, business cards, posters, sandwich boards \$160, \$255 Constant Contact and poster

**Computer:** USB Hub \$46, McAfee renewal \$120, SignUpGenius renewal \$270, POS upgrade \$680, shipping for card reader \$10

**Donation:** Aug. \$250 from Debra Ham for security monitor

**Education Program:** butcher paper \$57

**Facilities Mtce:** A/C filters \$19, paint for new location \$192, keys, July and Aug. 8 security cameras

**Insurance:** Errors & Omissions \$901, General Liability \$503

**Office Supplies:** toner \$177, receipt paper \$23, TP \$43, Card reader \$52, 1099 forms \$47, garbage bags \$20, tissue paper \$158, boxes \$28, \$213 toner, \$651 toner and bags

**Professional Fees:** tax prep \$515, QuickBooks technical assistance \$94

**Reception Expense:** supplies \$68

**Filing Fee:** annual corporate report to Sec. of State \$61, registrations with Dept. of State

**Improvements to Leased Space:** Repayment of loan to Mike Hertz \$5,545, Hang slat wall and paint \$2,000

**Miscellaneous Expense:** Moving company \$342 in June and \$147 in July

**Grant Income:** SBA EIDL Advance Grant \$10,000

**Phone Expense:** New phone and charger purchase \$327 in June

**Utilities:** \$335 June electric deposit to City

**Rent for May:** \$1,300 to MDCA for May, \$2,908.29 to Main St. Leasing for July

**Rent for June:** \$1,300 to MDCA

**Rent for July:** \$2,908 to MSL for August (\$2,438.30 for rent plus \$469.99 triple net costs)

\*July: Closed July 1 -11 to move to new location

**Associate and Consignor Fees:** Raised by \$15 semi-annually

**Education Program:** Classes began in August

<b>Artisans Ordinary Income/Expense</b>					
<b>Comparison of 2020 to 2021</b>					
			<b>Jan - Dec 21</b>	<b>Jan - Dec 20</b>	
				<b>\$ Change</b>	
<b>Ordinary Income/Expense</b>					
	<b>Income</b>				
		<b>Application Fees</b>	50.00	100.00	-50.00
		<b>Associate Fees Income</b>	11,116.75	6,510.00	4,606.75
		<b>Class Tuition</b>	2,015.87	0.00	2,015.87
		<b>Consignor Fees Income</b>	5,007.00	2,290.00	2,717.00
		<b>Donation to Artisans</b>	420.00	935.50	-515.50
		<b>Donation to Artisans Discounts</b>	0.00	-1.00	1.00
		<b>E-Newsletter Ads Income</b>	50.00	50.00	0.00
	<b>Etsy Income</b>				
		<b>Etsy Refunds</b>	0.00	-99.02	99.02
		<b>Etsy Sales</b>	82.50	434.78	-352.28
		<b>Etsy Shipping Income</b>	33.10	61.54	-28.44
		<b>Total Etsy Income</b>	115.60	397.30	-281.70
		<b>Grant Income</b>	10,000.00	0.00	10,000.00
		<b>Lake Co. CARES Grant Income</b>	0.00	10,500.00	- 10,500.00
		<b>Merchandise Sales</b>	92,229.86	55,499.46	36,730.40
		<b>Merchandise Sales Discounts</b>	-1,730.99	-1,216.38	-514.61
		<b>Other income</b>	326.67	0.00	326.67
		<b>Sales Discounts</b>	0.00	-19.37	19.37
		<b>Sales Tax Discount</b>	0.00	80.40	-80.40
		<b>Shipping and Delivery Income</b>	138.63	20.00	118.63
		<b>Shipping Discounts</b>	-0.49	0.00	-0.49
		<b>Total Income</b>	119,738.90	75,145.91	44,592.99
	<b>Cost of Goods Sold</b>				
		<b>Associate - Payment to Artist</b>	50,283.23	37,373.85	12,909.38
		<b>Consignor - Payment to Artist</b>	7,286.99	2,614.26	4,672.73
		<b>Credit/Debit Card Processing</b>	2,208.82	1,530.78	678.04
		<b>PayPal Fees for Artisans</b>	49.40	0.00	49.40
		<b>Square Fees</b>	0.00	23.44	-23.44
		<b>Total COGS</b>	59,828.44	41,542.33	18,286.11
		<b>Gross Profit</b>	59,910.46	33,603.58	26,306.88
	<b>Expense</b>				
		<b>Advertising and Promotion</b>	1,003.31	857.22	146.09
		<b>Charitable Cont. - Scholarship</b>	500.00	0.00	500.00
		<b>Computer Expenses</b>	1,210.40	1,854.86	-644.46



		<b>Depreciation Expense</b>	0.00	651.00	-651.00
		<b>E-Commerce Subscriptions</b>	58.00	0.00	58.00
		<b>Education Program Expenses</b>			
		<b>Education Program Advertising</b>	363.67	0.00	363.67
		<b>Supplies</b>	102.54	0.00	102.54
		<b>Total Education Program Expenses</b>	466.21	0.00	466.21
		<b>Etsy Shop Expenses</b>			
		<b>Etsy Listing Fees</b>	39.00	47.20	-8.20
		<b>Etsy Order Processing Fees</b>	13.70	13.41	0.29
		<b>Etsy Shipping Expense</b>	23.47	43.65	-20.18
		<b>Etsy Transaction Fees</b>	35.13	23.98	11.15
		<b>Total Etsy Shop Expenses</b>	111.30	128.24	-16.94
		<b>Facilities Mtce.</b>	1,265.29	120.94	1,144.35
		<b>Filing Fee</b>	220.65	61.25	159.40
		<b>Improvement to Leased Space</b>	10,271.10	2,950.00	7,321.10
		<b>Insurance Expense</b>	1,586.08	1,404.00	182.08
		<b>Internet Service</b>	245.00	0.00	245.00
		<b>Janitorial Supplies</b>	204.59	0.00	204.59
		<b>Miscellaneous Expense</b>	537.02	293.18	243.84
		<b>Office Supplies</b>	1,888.79	1,157.50	731.29
		<b>Phone Expense</b>	913.00	192.44	720.56
		<b>Professional Fees</b>	608.75	515.00	93.75
		<b>Reception Expense</b>	154.82	50.89	103.93
		<b>Reconciliation Discrepancies</b>	9.39	0.00	9.39
		<b>Rent Expense</b>			
		<b>Rent for Last Month of Tenancy</b>	2,438.30	0.00	2,438.30
		<b>Rent Expense - Other</b>	25,785.49	15,600.00	10,185.49
		<b>Total Rent Expense</b>	28,223.79	15,600.00	12,623.79
		<b>Security Deposit</b>	2,289.48	0.00	2,289.48
		<b>Taxes and License</b>	28.00	230.00	-202.00
		<b>UPS Mailing Expense</b>	58.47	101.44	-42.97
		<b>USPS Mailing Expense</b>	119.49	0.00	119.49
		<b>Utilities</b>	1,146.21	0.00	1,146.21
		<b>Total Expense</b>	53,119.14	26,167.96	26,951.18
		<b>Net Ordinary Income</b>	6,791.32	7,435.62	-644.30

# ARTISANS OTHER (PASSTHROUGH) INCOME/EXPENSE ACTUAL 2021

	PRIOR YR HOLDOVER	ACTUAL												CURRENT YR HOLDOVER		
		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC		YEAR	
BRA-YO																
FUNDRAISER																
BRA-YO INCOME								780	1,140	3,974	3,361	1,195	10,450			
BRA-YO EXPENSES																
Bra-Yo Operating Expenses						401	174	61	360					996		
Bra-Yo Advertising						180	203	97						480		
Bra-Yo PayPal Fees							31					5	36			
TOTAL BRA-YO EXPENSES						581	408	158	360			5	1,512			
Bra-Yo - Kept by Artisans for Expenses						-581	-408	-158	-360			-5	-1,512			
Bra-Yo - Released to Hospital for Donation												-8,924	-8,924			

	PRIOR YR HOLDOVER	ACTUAL												CURRENT YR HOLDOVER		
		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC		YEAR	
SCHOLARSHIPS																
MARILYN DODGE SCHOLARSHIP																
Marilyn Dodge Scholarship Income from family (4) (5)			0	500					250							750
Marilyn Dodge Scholarship Income from Artisans (1)	1,000								500							500 for 2022
Marilyn Dodge Released for Distribution									-750							-750
TOTAL MARILYN DODGE	1,000		0	500	0	0	0	0	0	0	0	0	0	0	0	500
LEE DODGE SCHOLARSHIP																
Lee Dodge Scholarship Income (3)									1,000							1,000
Lee Dodge Scholarship Released for Distribution									-1,000							-1,000
TOTAL LEE DODGE									1,000	0	0	0	0	0	0	0

	PRIOR YR HOLDOVER	ACTUAL												CURRENT YR HOLDOVER		
		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC		YEAR	
LOANS																
SBA EIDL LOAN																
SBA EIDL Loan Income (2)	12,300															0
SBA EIDL Loan Interest Payment (started 10/21/21)(8)										441	30				30	501
SBA EIDL Loan Principal Repayment (start 6/2022)																
Total Loan Expense										441	30				30	501
TOTAL SBA EIDL LOAN	12,300									441	30				30	501

	PRIOR YR HOLDOVER	ACTUAL												CURRENT YR HOLDOVER		
		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC		YEAR	
SALES TAX																
SALES TAX EXPENSES																
FL Dept. of Revenue Sales Tax		719	226	585	560	446	546	546	297	460	299	504	643	5,519		

NOTES	<p>(1) Funds raised in 2019 and 2020 through sale of gift baskets.</p> <p>(2) This Economic Injury Disaster Loan (due to COVID) will have to be repaid by 6/2022 if not used</p> <p>(3) Feb: \$1,000 from Dodge family for Lee Dodge Scholarship</p> <p>(4) Feb: \$500 from Dodge family for Marilyn Dodge Scholarship</p> <p>(5) May: \$250 donation from private donor</p> <p>(6) May: to Marilyn Dodge Scholarship \$500 from Artisans (Ordinary Budget) plus \$500 from family + \$250 private donation</p> <p>(7) July: Bra-Vo advertising was for Bra-Vo website</p> <p>(8) Oct: SBA Loan Interest was from Loan inception through 10/21.</p>
-------	---