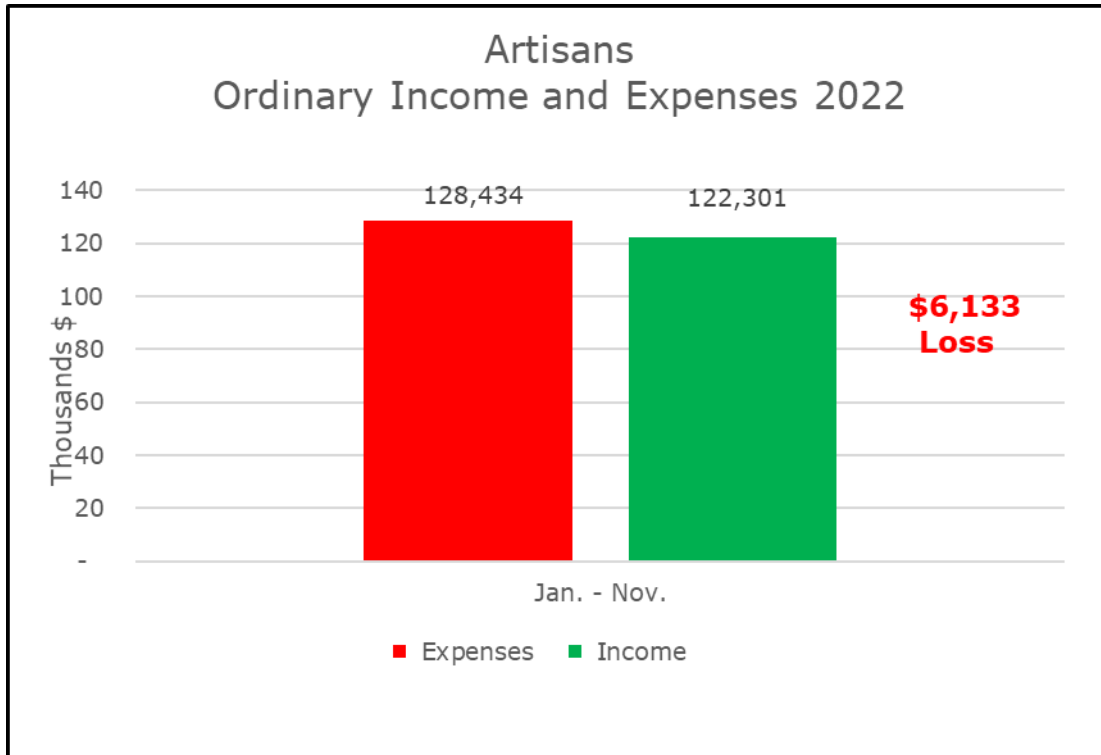


**Financial Report for the
Board of Directors - Updated**



Report for November 2022

Prepared by Gwen Hertz, Co-Treasurer
December 6, 2022



Note: The chart for Jan. – Oct. was incorrect.

Bank Balance end of Month = \$57,423.13

Artisans Running Net Income 2022

Year	Month	Net Ordinary Income	Running Difference	Notes
2021	Dec.	11,563	4,943	
2022	Jan	-4,661	282	Dues Paid
	Feb	2,492	2,774	
	Mar	4,565	7,339	
	Apr	-3,731	3,609	
	May	-3,285	324	
	June	-5,953	-5,630	
	July	6,408	779	Dues Paid
	Aug.	-394	385	
	Sept.	-3,010	-2,626	
	Oct	-1,833	-4,459	
	Nov.	2,292	-2,167	
	Dec.			

Artisans Sales in Store Per Guest

in \$

	Jan	Feb	Mar	Apr	May	June	July*	Aug	Sept	Oct.	Nov.	Dec.	Average
2022	4.31	3.45	3.67	5.35	5.69	4.64	4.48	5.36	3.23	2.67	4.46		4.30
2021	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
2019	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
Diff. from 2021	-0.50	-4.14	-4.35	-2.07	-2.73	-1.95	0.70	0.03	-0.89	-1.18	0.56		

*July 2021 Moved

Customers Per Month Comparison

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct.	Nov.	Dec.	Total
2022	2,076	3,402	4,565	2,422	1,836	1,168	1,664	1,300	1,706	2,506	2,245		24,890
2021	630	1,161	1,049	953	960	527	1,215	1,197	1,086	1,932	2,484	4,043	17,237
2020	1,112	1,163	?	0	0	5	432	313	444	619	701	852	5,641
2019	1,026	940	1,329	902	705	634	612	480	593	817	1,223	1,605	11,787
Diff. from 2021	1,446	2,241	3,516	1,469	876	641	449	103	620	574	(239)		11,696

Artisans was located at 134 E 5th Ave in Mt. Dora

Artisans is located at 139 E 4th Ave in Mt. Dora

Consignor Sales

Month	No. Items Sold	\$ Total Sales**	\$ to Consignor*	\$ to Artisans***
Jan.	50	1,985	1,185	800
Feb.	92	2,050	1,142	908
Mar.	131	4,207	2,315	1,892
Apr.	54	1,984	1,123	861
May	51	1,660	939	721
June	37	1,272	718	554
July	45	1,515	833	681
Aug.	40	1,427	788	639
Sept.	25	310	172	138
Oct.	40	1,104	607	497
Nov.	64	1,537	857	680

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

Expenses Paid out of Lake County Grant

Date	E-Commerce Advertising	Total Spent	Running Balance
7/22			1,000
12/22	60	60	940

Total Amount of Discounts Given that Artisans Paid

* This does not include Artist Discounts.

Month	Total Amount of Discounts Given \$*
Jan.	0
Feb.	264
Mar.	18
Apr	19
May	118
June	69
July	29
Aug.	27
Sept.	25
Oct.	51
Nov.	252
TOTAL	872

Expenses Paid out of SBA Loan

Date	E-Commerce Expenses Paid	Loan Repayment Costs	Total Spent	Running Balance
	12,300			12,300
1/22	1,987	30	2,017	10,283
2/22	44	30	2,091	10,209
3/22	44	30	2,165	10,135
4/22	52	30	2,247	10,053
5/22	25	30	2,302	9,998
6/22	34	0	2,336	9,964
7/22	50	53	2,439	9,861
8/22	34	53	2,526	9,774
9/22	34	53	2,613	9,687
10/22	34	53	2,700	9,600
11/22	34	53	2,787	9,513

Paid out of this loan

Shopify Yoest	19.99/mo
Shopify subscription (2 yrs)	1475/2 years beginning 1/2022
Shopify Fees	Est. 4/mo.
Webgility subscription	468/1 year beginning 1/2022
Forms Builder subscription	14.99/mo
Loan Principal & Interest	Pay \$53/mo
Does not include Facebook ads which are paid out of Lake County Grant	

ORDINARY EXPENSES	JAN	FEB	MAR	APR	MAY	JUN	JULY	AUG	SEP	OCT	NOV	DEC	YEAR
EXPENSES	Column1	Column2	Column3	Column4	Column5	Column6	Column7	Column8	Column9	Column10	Column11	Column12	Column13
Advertising and Promotion	17		77	132	216	30				414		100	986
Bank Service Fee	1					19							20
Charitable Cont. - Scholarship					500								500
Computer	400				35				2	2	2		441
Etsy Order Processing Fees	3	4											7
Facilities Mtce.	211	21	45	77	38		70	22	22	52	34		592
Filing Fee -Permits/Taxes & License		61	125			75	155			-355			61
Improvements to Leased Space													0
Insurance Expense					933	907	650	-513			12		1,989
Internet Service	49	49	49	49	49	49	49	49	49	49	49	49	588
Janitorial Supplies				36	38			85			17	18	194
Memberships	370												370
Merchandise Sales Discounts (combined)	120	264	18	19	118	69	29	27	25	18	252		959
Misc. Expense	50				50								100
Office Supplies	97	328	764	210		40		364	38	262	379	56	2,538
Phone Expense	26	26	26	26	26	26	26	26	26	26	26	26	312
Professional Fees		515	38										553
Reception Expense	41	17								24		19	101
Reconciliation Discrepancies	1				-8				8				1
Rent Expense	2,755	2,755	2,755	2,755	2,755	2,755	2,755	3,247	3,001	3,001	3,001	3,001	34,537
Shipping Expense - In Store (and USPS)	37	8		16				17	11	4	41	14	148
Utilities	134	143	140	181	192	187	226	217	723		41	190	2,374
Total	4,312	4,191	4,037	3,501	4,942	4,157	3,960	3,541	3,905	3,497	3,854	3,473	47,371

ORDINARY INCOME & EXPENSES	JAN	FEB	MAR	APR	MAY	JUN	JULY	AUG	SEP	OCT	NOV	DEC	YEAR
EDUCATION PROGRAM	Column1	Column2	Column3	Column4	Column5	Column6	Column7	Column8	Column9	Column10	Column11	Column12	Column13
Class Tuition Income	776	2,023	1,625	928	754	557	280	876	329		935	557	9,640
Pay to Member Teachers - COGS	216	1,843	719	1,079	668	818		196		230		1,000	6,769
Pay to Non-Member Teachers - COGS					56				231			800	1,087
Education Program Supplies								28					28
Education Program Advertising			18						123				141
Net Total	560	180	888	-151	30	-261	280	652	-25	-230	935	-1,243	1,615

ORDINARY INCOME & EXPENSES	JAN	FEB	MAR	APR	MAY	JUN	JULY	AUG	SEP	OCT	NOV	DEC	YEAR
E-COMMERCE PROJECT	Column1	Column1	Column1	Column1	Column1	Column1	Column1	Column1	Column1	Column1	Column1	Column1	Column1
Merchandise Sales Online - Income							15	88			233	105	441
Online Shipping Income							8	8			6	16	38
E-Commerce Subscriptions - Expense Pd from SBA Loan*	1,987	44	44	52	25	34	49	49	34	34	34	34	2,420
Shopify Fees - Credit Card Processing							1	2		4	1	10	18
Online Shipping Expense								-8	8				0
E-Commerce Advertising											60	90	150
Net Total	-1,987	-44	-44	-52	-25	-34	-27	53	-42	-38	144	-13	-2,109

Total Income	15,112	13,988	18,553	11,764	9,016	5,996	14,935	8,725	5,903	6,811	11,497	10,708	133,009
Total Expenses & COGS	19,893	11,679	13,988	15,495	12,301	11,949	8,175	9,010	9,497	7,741	8,705	12,402	140,836
Net Income	-4,781	2,309	4,565	-3,731	-3,285	-5,953	6,760	-285	-3,594	-930	2,792	-1,694	-7,828

Notes:

Advertising: Constant Contact \$216/6 months (5) and \$342/12 months (10), business card and poster printing \$135, GoDaddy domain name protection for website \$17, Email service \$72

Google ads \$103

Computer Expense: McAfee Virus Scanner \$130, SignUpGenius \$270, \$2/month Google Drive storage

*E-Commerce Subscriptions (paid from SBA Loan): Shopify \$1,475 2-years, Yoest SEO \$20/mo., Webgility \$468, Forms Builder \$15/mo.

Facilities Mtce: Jan. - shelf brackets, materials to make window display \$211, removed wall in April. Installed track lights in "little room" in July.

Filing Fees - Permits: Sign permit \$75, Filing Corporate Annual Report \$61, City fire inspection \$125, Solicitation of Contributions filing \$75, city Business License \$155

Grant Income: Lake County Art Alliance \$1,000

Insurance: Mar. \$901 for D&O, May Philadelphia Property/Liability \$932, June \$907 Hartford Property/Liability, July \$650 Great American D&O, refund for cancelled Philadelphia \$513.

Nov. \$12 was unpaid balance of D&O policy

Membership: Chamber of Commerce \$370

Misc. Income: Women's Committee for Fine Arts Homes Tour ticket sales \$30/ticket. Money paid out of same line

Professional Fees: \$515 CPA for tax prep

Reception Expense: Halloween candy approx. 40

Rent: Rent went up by \$246.37/month as of July 1. Treas. was not informed until July 7 and previous July payment had been made. Difference was paid in August plus new rent.

Office Supplies: March: large bags, cardstock paper, toners, rubber stamp, paper towels, paper towels, transparent and blue tape, toilet paper, bubble wrap. Aug: bubble wrap toner, paper towels, checks, deposit slips, deposit stamp, post-it notes. Oct. toner & card stock. \$378 in Nov was bags, bag stamp, copying handouts for Associates

Utilities: Rate increase in Aug. Sept. Bra-Vo payment was applied to utilities incorrectly, so pre-paid our account

Shipping Income In-Store: The amount customers pay for shipping. We use this money in Shopify to ship the items to customers.

LOANS		SBA EIDL LOAN (2)												
	SBA EIDL Loan Income	12,300											0	
	SBA EIDL Loan Payment Interest and Principal		30	30	30	30	30	30	30	30	30	30	30	468
	TOTAL SBA EIDL LOAN PAID	12,300	30	30	30	30	30	30	30	30	30	30	30	468

SALES TAX		SALES TAX												
	Dept. of Revenue - Sales Tax Paid	1,270	580	782	1,099	655	695	365	0	997	364	444	664	7,915

NOTES

(1) Funds raised in 2019 and 2020 through sale of gift baskets.

(2) This Economic Injury Disaster Loan (due to COVID) we will have to start repaying by 6/2022. Began 10/21.

Bra-Vo Advertising: Domain renewal \$21, and website renewal 1 yr \$117, 500 fliers \$171, poster \$29

Bra-Vo Operating Expenses: include registration of the Bra-Vo trademark \$88, City permit \$75, police officer for street event \$339, Masks \$391, Bra Forms \$203, Baskets \$71, display stands for masks \$98, printing and curtains \$192, mailing rewards \$33, Gift Cards for donors \$125, PayPal fees \$77