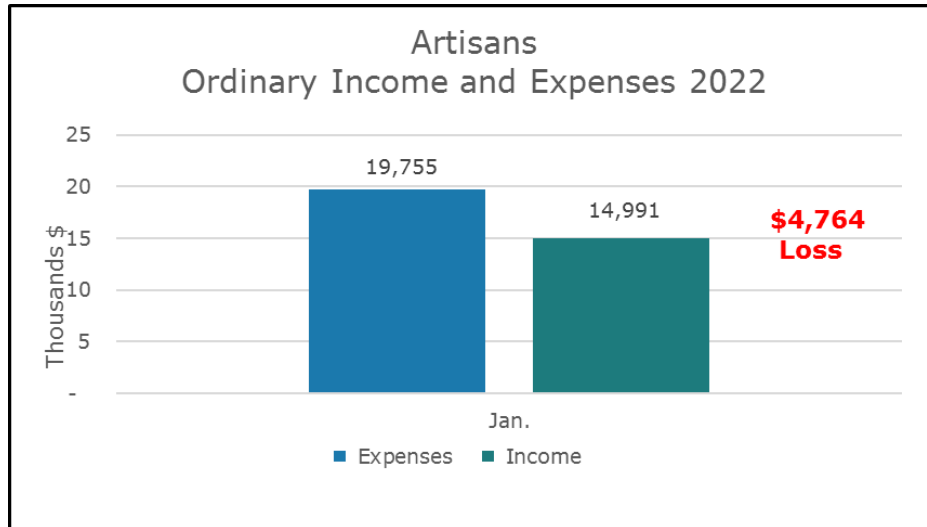


**Financial Report for the  
Board of Directors and Members**



**January 2022**

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




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**Bank Balance end of Month = \$54,197**

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<b>Artisans Running Net Income 2022</b>				
<b>Year</b>	<b>Month</b>	<b>Net Income</b>	<b>Running Difference</b>	<b>Notes</b>
2021	Dec.	11,563	4,943	
2022	Jan	-4,764	179	Dues Paid
	Feb			
	Mar			
	Apr			
	May			
	June			
	July			Dues Paid
	Aug.			
	Sept.			
	Oct			
	Nov.			
	Dec.			

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## Artisans Sales in Store Per Guest in \$

	Jan	Feb	Mar	Apr	May	June	July*	Aug	Sept	Oct.	Nov.	Dec.	Average
2022	4.31												
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												

\*July 2021 Moved

### Customers Per Month Comparison

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct.	Nov.	Dec.	Total
2022	2,076												
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												

  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				
Mar				
Apr.				
May				
June				
July				
Aug.				
Sept.				
Oct.				
Nov.				
Dec.				
<b>Total</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	Montgomery	Nichols	Placek	Strengholt	Santos	Thorne	Walton
Jan								X		X
Feb										
Mar										
Apr										
May										
Jun										
Jul										
Aug										
Sept										
Oct										
Nov										
Dec										

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.	120
Feb.	
Mar.	
Apr	
May	
June	
July	
Aug	
Sept	
Oct.	
Nov.	
Dec.	
<b>Total</b>	



EXPENSES	Column1	Column2	Column3	Column4	Column5	Column6	Column7	Column8	Column9	Column10	Column11	Column12	Column13	Column14	Column15
Advertising and Promotion	370	21				429	25	159	92	19	255	1,370			
Charitable Cont. - Scholarship				500								500			
Computer	400	120	46			691		15	16			1,288			
E-Commerce Subscriptions*	1,987											2,045			
Internet Service	49							49	49	49	49	294			
Education Program - Supplies						57	26	20				103			
Education Program - Advertising		100				100		50	168			418			
Facilities Mtce.	211		19			26		184	76	10	57	583			
Filing Fee						149	10					159			
Insurance Expense		1,586										1,586			
Improvements to Leased Space			200									200			
Miscellaneous Expense	50					342	145					537			
Office Supplies	97	49	240	104	35	415	32	138	47	56	651	1,920			
Janitorial Expense					57		67			63		205			
Phone Expense	26	26	26	300	26	353	26	26	26	26	26	913			
Professional Fees			515									515			
Reception Expense	41		68							68	19	196			
Rent Expense	2,755	2,755	2,755	2,755	2,755	2,755	2,893	2,893	2,893	2,893	2,893	33,888			
Taxes and Licenses						28						28			
UPS Shipping					58	1						59			
USPS Mailing Expense	37	4	9	8			49	36			14	157			
Utilities	134	151	151	151	151	151	151	151	151	151	151	1,795			
Reconciliation Discrepancies	1											1			
Etsy Listing Fees		2	1	7	6							16			
Etsy Order Processing Fees	3	1	2									6			
Etsy Shipping Expense			7	7								14			
Etsy Transaction Fees		2	2		14							18			
<b>Total</b>	<b>6,161</b>	<b>4,817</b>	<b>4,041</b>	<b>3,332</b>	<b>3,602</b>	<b>5,497</b>	<b>3,424</b>	<b>3,721</b>	<b>3,258</b>	<b>3,914</b>	<b>3,539</b>	<b>48,814</b>			

<b>Total Income</b>	<b>14,991</b>	<b>9,756</b>	<b>8,544</b>	<b>7,158</b>	<b>8,080</b>	<b>5,567</b>	<b>8,999</b>	<b>8,015</b>	<b>5,315</b>	<b>9,840</b>	<b>22,627</b>	<b>116,811</b>
<b>Total Expenses &amp; COGS</b>	<b>19,755</b>	<b>7,262</b>	<b>10,088</b>	<b>9,163</b>	<b>8,243</b>	<b>11,160</b>	<b>5,912</b>	<b>6,917</b>	<b>8,592</b>	<b>7,158</b>	<b>11,064</b>	<b>114,862</b>
<b>Net Income</b>	<b>-4,764</b>	<b>2,494</b>	<b>-1,544</b>	<b>-2,006</b>	<b>-163</b>	<b>-5,593</b>	<b>3,087</b>	<b>1,098</b>	<b>-3,278</b>	<b>292</b>	<b>11,563</b>	<b>1,949</b>

**Notes:**

- Advertising: Mt. Dora Chamber of Commerce membership \$355
- Computer Expense: McAfee Virus Scanner \$130, SignUpGenius \$270
- \*E-Commerce Subscriptions (paid from SBA Loan): Shopify \$1,475 2-years, Yoest SEO \$29, Webgility \$468, Forms Builder \$15
- Facilities Mtce: Jan. - shelf brackets, materials to make window display \$211
- Misc.: Women's Committee for Fine Arts Homes Tour ticket sales \$50

