

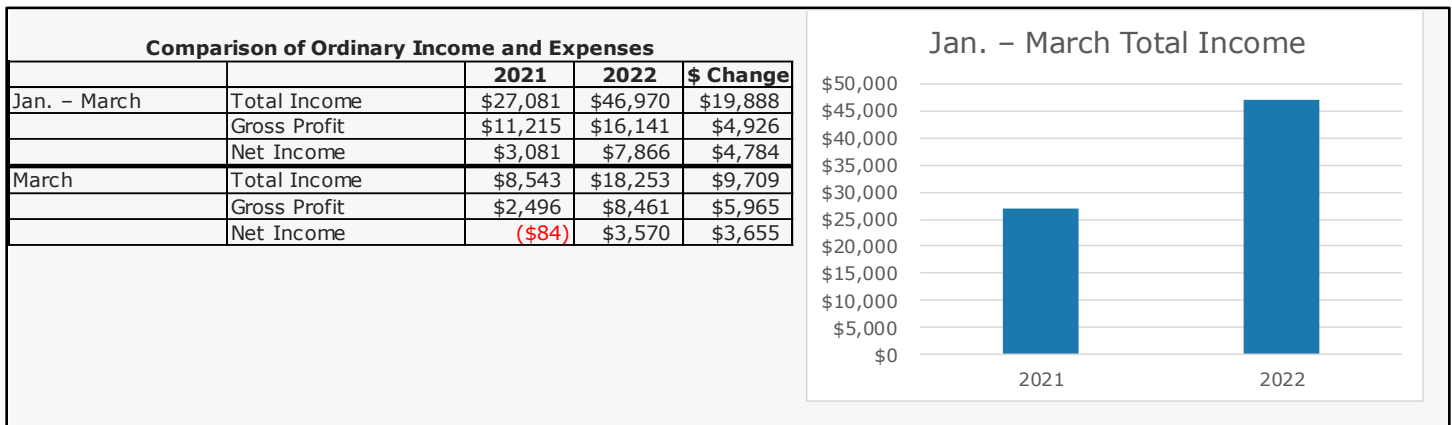
**Financial Report for the  
Board of Directors and Members**



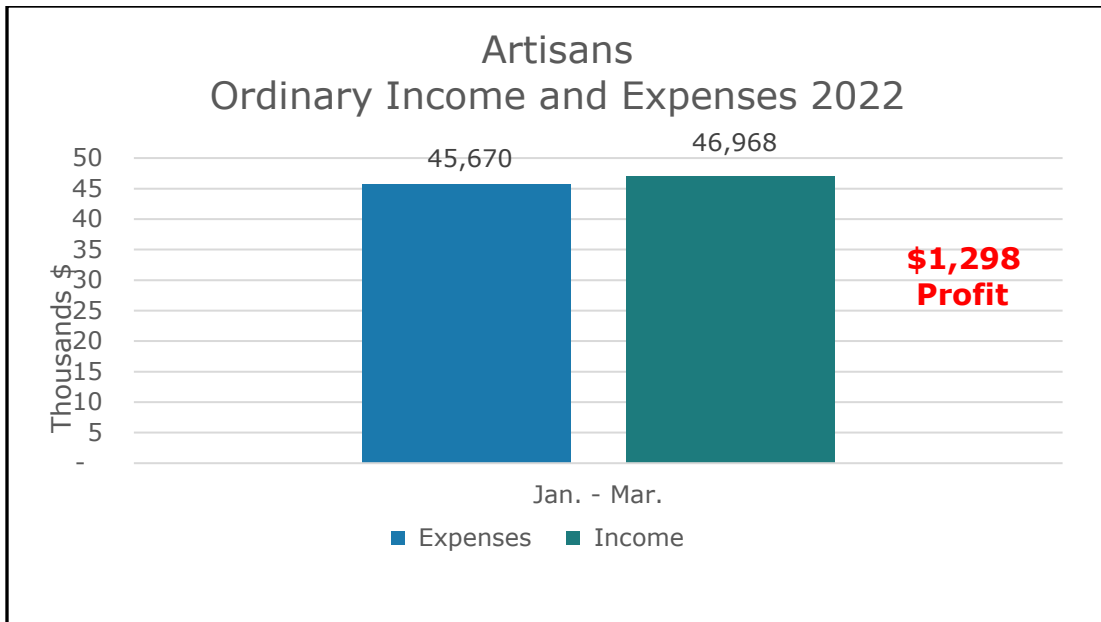
**Report for March 2022**

Prepared by Gwen Hertz, Co-Treasurer  
April 5, 2022

March 2022 was a very good month for Artisans. We had sales of \$16,753. Class tuition paid was \$1,343. **Total income \$18,252. We had 5 days with sales over \$1,000!** We had an increase in income over last March (when we were located on 5<sup>th</sup> Ave) of \$9,709 and a net income increase of \$3,655. Our year-to-date income is \$19,888 higher than it was last year at this time, and our net income is \$4,784 higher. (See details later in this report.) Our running net income is a healthy positive amount of \$6,241. Financially, we are in very good shape. Our move to 4<sup>th</sup> Ave in July 2021 was a very good decision for Artisans.



Days With Sales Over \$1,000	
3/5/22	\$1,057
3/19/22 (Spring Festival)	\$1,932
3/22/22	\$1,626
3/25/22	\$1,303
3/26/22	\$1,293



**Bank Balance end of Month = \$55,183.79**  
included unused portion of SBA EIDL Loan

### Artisans Running Net Income 2022

Year	Month	Net Income	Running Difference	Notes
2021	Dec.	11,563	4,943	
2022	Jan	-4,764	179	Dues Paid
	Feb	2,492	2,671	
	Mar	3,570	6,241	

### Artisans Sales in Store Per Guest in \$

	Jan	Feb	Mar	Apr	May	June	July*	Aug	Sept	Oct.	Nov.	Dec.	Average
<b>2022</b>	4.31	3.45	3.67										
<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 2021</b>	-0.50	-4.14	-4.35										

\*July 2021 Moved

### Customers Per Month Comparison

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct.	Nov.	Dec.	Total
<b>2022</b>	2,076	3,402	4,565										
<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 2021</b>	1,446	2,241											

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

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

### Total Amount of Discounts Given that Artisans Paid

\* This does not include Artist Discounts.

Month	Total Amount of Discounts Given \$*
Jan.	120
Feb.	264
Mar.	18

## ARTISANS ORDINARY INCOME/EXPENSE ACTUAL AND FORECAST 2022

	ACTUAL	ACTUAL	ACTUAL	FORECAST	FORECAST	FORECAST	FORECAST	FORECAST	FORECAST	FORECAST	FORECAST	FORECAST	FORECAST	FORECAST	FORECAST	FORECAST	FORECAST	FORECAST	FORECAST	FORECAST	FORECAST	FORECAST	FORECAST	YEAR	
REVENUE	JAN	FEB	MAR	APR	MAY	JUN	JUL*	AUG	SEP	OCT	NOV	DEC													YEAR
<b>INCOME</b>																									
Merchandise Sales	8,938	11,724	16,753	7,073	8,078	3,473	4,592	6,832	4,474	7,436	9,693	20,328	109,394												109,394
Merchandise Sales Discounts	-120	-264	-18	-43	-77	-41	-138	-97	-97	-47	-273	-514	-1,729												-1,729
Associate Fee Income	3,525	131		123		1,153	3,375	225	188	163	118	1,800	10,800												10,800
Consignor Fee Income	1,575					675	1,125	450				675	4,500												4,500
E-Newsletter Ads Income	30	50											80												80
Application Fees Income	250	50	100										400												400
Class Tuition Income	776	2,023	1,343					303	740	368	296	308	6,157												6,157
Donations	7	10		5	11		6	251	10		6	10	316												316
Miscellaneous/Other Income			75		20	307							402												402
Shipping Income	10				48			51				20	129												129
Etsy Sales							27						27												27
Etsy Shipping Income							12						12												12
<b>Total</b>	<b>14,991</b>	<b>13,724</b>	<b>18,253</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>7,920</b>	<b>9,840</b>	<b>22,627</b>	<b>130,489</b>												130,489

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YEAR
<b>ORDINARY EXPENSES</b>													
<b>COST OF GOODS SOLD</b>													
Associate - Payment to Artist	12,205	5,982	8,348	5,090	3,751	4,753	2,210	2,488	4,535	3,182	4,878	6,344	63,766
Consignor - Payment to Artist	1,192	1,185	1,142	589	683	790	167	506	680	287	537	728	8,486
Merchant Services - Credit Cards	192	276	301	153	181	120	111	200	119	181	219	453	2,506
PayPal or Square Fees	5				26			2					33
<b>Total</b>	<b>13,594</b>	<b>7,443</b>	<b>9,791</b>	<b>5,831</b>	<b>4,641</b>	<b>5,663</b>	<b>2,488</b>	<b>3,196</b>	<b>5,334</b>	<b>3,650</b>	<b>5,634</b>	<b>7,525</b>	<b>74,790</b>

EXPENSES	Column2	Column3	Column4	Column5	Column6	Column7	Column8	Column9	Column10	Column11	Column12	Column13
Advertising and Promotion	370	77			429	25	159		92	19	255	1,426
Charitable Cont. - Scholarship				500								500
Computer	400				691		15	16				1,122
E-Commerce Subscriptions*	1,987	44	29								58	2,118
Internet Service	49	49					49	49	49	49	49	343
Education Program - Supplies					57	26	20					103
Education Program - Advertising		18			100		50		168			336
Facilities Mtce.	211	21	45		26		184	76	10	57		630
Filing Fee		61			149	10						220
Insurance Expense			901									901
Improvements to Leased Space												0
Miscellaneous Expense	50				342	145						537
Office Supplies	97	146	764	104	35	32	138	47	56	651	56	2,541
Janitorial Expense					57	67			63		18	205
Phone Expense	26	26		300	26	26	26	26	26	26	26	887
Professional Fees		515	38									553
Reception Expense	41	17								68	19	145
Rent Expense	2,755	2,755	2,755	2,755	2,755	2,893	2,893	2,893	2,893	2,893	2,893	33,888
Taxes and Licenses			125		28							153
UPS Shipping					58	1						59
USPS Mailing Expense	37	8		8		49	36				14	152
Utilities	134	143	140	151	151	151	151	151	151	151	151	1,776
Reconciliation Discrepancies	1											1
Etsy Listing Fees				7	6							13
Etsy Order Processing Fees	3	4										7
Etsy Shipping Expense				7								7
Etsy Transaction Fees					14							14
Total	6,161	3,789	4,892	3,332	3,602	3,424	3,721	3,258	3,508	3,914	3,539	48,637
Total Income	14,991	13,724	18,253	7,158	8,080	8,999	8,015	5,315	7,920	9,840	22,627	130,489
Total Expenses & COGS	19,755	11,232	14,683	9,163	8,243	5,912	6,917	8,592	7,158	9,548	11,064	123,427
Net Income	-4,764	2,492	3,570	-2,006	-163	3,087	1,098	-3,278	762	292	11,563	7,061

**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**

**Professional Fees: \$515 CPA for tax prep**