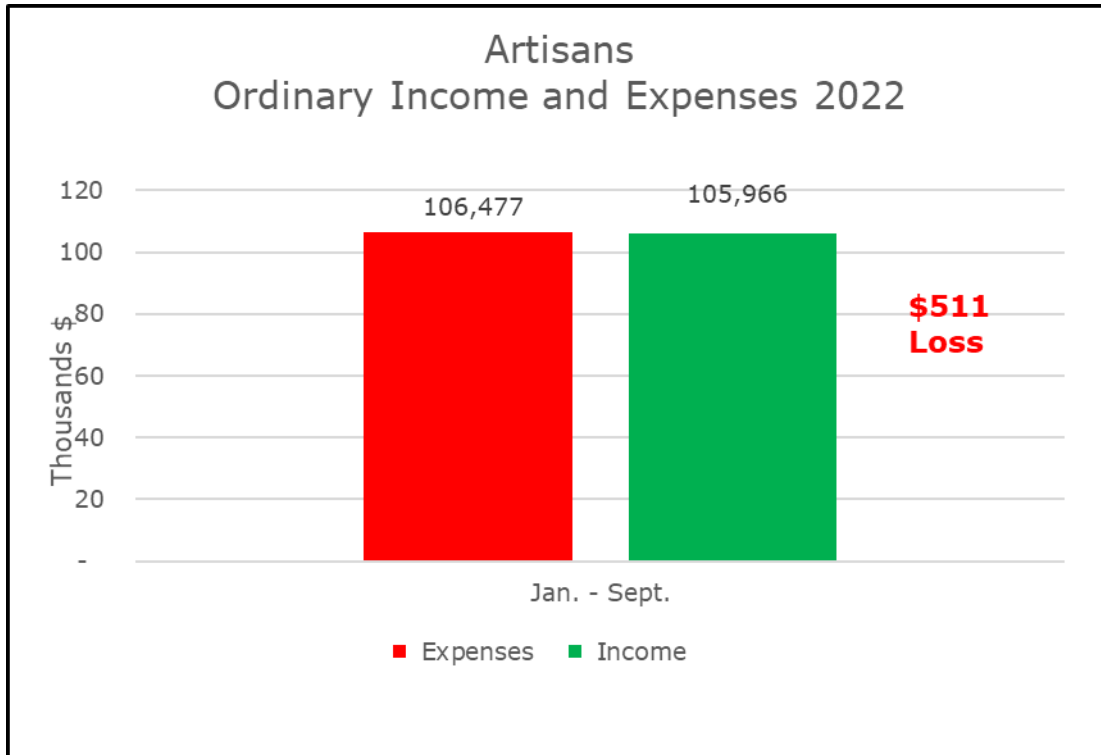


**Financial Report for the  
Board of Directors and Members**



**Report for September 2022**

Prepared by Gwen Hertz, Co-Treasurer  
October 3, 2022



**Bank Balance end of Month = \$51,179.43**

<b>Artisans Running Net Income 2022</b>				
<b>Year</b>	<b>Month</b>	<b>Net Ordinary Income</b>	<b>Running Difference</b>	<b>Notes</b>
2021	Dec.	11,563	4,943	
2022	Jan	-4,565	378	Dues Paid
	Feb	2,492	2,870	
	Mar	4,383	7,253	
	Apr	-2,655	4,598	
	May	-299	4,299	
	June	-4,869	-570	
	July	6,408	5,838	Dues Paid
	Aug.	-394	5,444	
	Sept.	-3,010	2,434	

## 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				
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				

\*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				20,139
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				11,361

     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

\* 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
Apr	19
May	118
June	69
July	29
Aug.	27
Sept.	25

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## Expenses Paid out of SBA Loan

Date	E-Commerce Expenses Paid	Loan Repayment Costs	Running Balance
	12,300		12,300
1/22	1,987	30	10,283
2/22	44	30	10,209
3/22	44	30	10,135
4/22	52	30	10,053
5/22	25	30	9,998
6/22	34	0	9,964
7/22	50	53	9,861
8/22	34	53	9,774
9/22	34	53	9,687

## ARTISANS ORDINARY INCOME/EXPENSE ACTUAL AND FORECAST 2022

	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL		
REVENUE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	FORECAST	FORECAST	FORECAST	FORECAST	FORECAST	FORECAST	FORECAST	
INCOME	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	FORECAST	FORECAST	FORECAST	FORECAST	FORECAST	FORECAST	FORECAST	YEAR
Merchandise Sales in Store	8,938	11,724	16,753	9,577	10,450	5,419	7,453	6,974	5,515	7,436	9,693	20,328	20,328	9,693	7,436	9,693	20,328	20,328	20,328	120,260
Merchandise Sales Discounts	-120	-264	-18	-19	-118	-69	-29	-27	-25	-47	-273	-514	-514	-273	-47	-273	-514	-514	-514	-1523
Associate Fee Income	3,338	131		131			4,725	450												8,776
Consignor Fee Income	1,763						2,475	225												4,463
E-Newsletter Ads Income	30	50																		80
Application Fees Income	250	50	100	50	50				50											550
Donations	7	10		20		20								6			10			73
Grant Income				1,000																1,000
Miscellaneous/Other Income			75		50			513												638
Shipping & Delivery Discounts				-3																-3
USPS Packing Income	10			58				-8	9								20			89
<b>Total</b>	<b>14,216</b>	<b>11,701</b>	<b>16,910</b>	<b>10,814</b>	<b>10,432</b>	<b>5,370</b>	<b>14,624</b>	<b>8,127</b>	<b>5,549</b>	<b>7,389</b>	<b>9,426</b>	<b>19,844</b>	<b>19,844</b>	<b>9,426</b>	<b>7,389</b>	<b>9,426</b>	<b>19,844</b>	<b>19,844</b>	<b>19,844</b>	<b>134,402</b>

	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	
ORDINARY EXPENSES	JAN	FEB	MAR	APR	MAY	JUN	JULY	AUG	SEP	OCT	NOV	DEC	FORECAST	FORECAST	FORECAST	FORECAST	FORECAST	FORECAST	FORECAST	FORECAST
COST OF GOODS SOLD	JAN	FEB	MAR	APR	MAY	JUN	JULY	AUG	SEP	OCT	NOV	DEC	FORECAST	FORECAST	FORECAST	FORECAST	FORECAST	FORECAST	FORECAST	FORECAST
Associate - Payment to Artist for Sales	11,773	3,925	5,907	7,551	4,480	5,197	2,879	4,150	4,011	3,182	4,878	6,344	6,344	4,878	3,182	4,878	6,344	6,344	6,344	64,277
Consignor - Payment to Artist for Sales	1,192	737	1,142	2,315	1,067	939	718	834	788	287	537	728	728	537	287	537	728	728	728	11,284
Merchant Services - Credit Cards	192	276	398	220	283	150	178	215	167	181	219	453	453	219	181	219	453	453	453	2,932
PayPal or Square Fees	5																			5
<b>Total</b>	<b>13,162</b>	<b>4,938</b>	<b>7,447</b>	<b>10,086</b>	<b>5,830</b>	<b>6,286</b>	<b>3,775</b>	<b>5,199</b>	<b>4,966</b>	<b>3,650</b>	<b>5,634</b>	<b>7,525</b>	<b>7,525</b>	<b>5,634</b>	<b>3,650</b>	<b>5,634</b>	<b>7,525</b>	<b>7,525</b>	<b>7,525</b>	<b>78,498</b>

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	387		77	132	216	30				92	19	255	1,208
Charitable Cont. - Scholarship					500								500
Computer	400				35								435
Internet Service	49	49	49	49	49	49	49	49	49	49	49	49	588
Facilities Mtce.	211	21	45	77	38		70	22	22	10	57		573
Insurance Expense			901		933	907	650						3,391
Improvements to Leased Space													0
Loan Interest Expense													0
Misc. Expense	50				50								100
Bank Service Fee	1					19							20
Office Supplies	97	328	764	210		40		364	38	56		56	1,953
Janitorial Expense- Cleaning Supplies				36	38			85		63		18	240
Phone Expense	26	26	26	26	26	26	26	26	26	26	26	26	286
Professional Fees		515	38										553
Reception Expense	41	17									68	19	145
Rent Expense	2,755	2,755	2,755	2,755	2,755	2,755	2,755	3,247	3,001	3,001	3,001	3,001	34,537
Filing Fee - Taxes and Licenses		61	125			75	155						416
Uncategorized Expenses													0
UPS Shipping													0
USPS Mailing Expense	37	8	8	16			36	8	8			14	127
Utilities	134	143	140	181	192	187	225	217	309	414	190	190	2,522
Reconciliation Discrepancies	1				-8								-7
Etsy Order Processing Fees	3	4											7
Total	4,192	3,927	4,920	3,482	4,850	4,088	3,966	4,018	3,427	3,711	3,410	3,628	47,595

ORDINARY INCOME & EXPENSES	JAN	FEB	MAR	APR	MAY	JUN	JULY	AUG	SEP	OCT	NOV	DEC	YEAR
<b>EDUCATION PROGRAM</b>	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	0	705	557	9,410
Pay to Member Teachers - COGS	216	663	1,723	777	724	388	390	196	230	0	494	390	6,190
Pay to Non-Member Teachers - COGS					56				231				287
Education Supplies - Expense											20		20
Education Advertising Expense			18									120	138
Net Total	560	1,360	-116	151	-26	169	-110	680	-132	0	192	47	2,775

ORDINARY INCOME & EXPENSES	JAN	FEB	MAR	APR	MAY	JUN	JULY	AUG	SEP	OCT	NOV	DEC	YEAR
<b>E-COMMERCE PROJECT</b>	Column1	Column2	Column3	Column4	Column5	Column6	Column7	Column8	Column9	Column10	Column11	Column12	Column13
Merchandise Sales Online - Income	0	0	0	0	0	0	15	35		0	100	100	250
USPS Mailing Income	0	0	0	0	0	0	8	17			40	50	115
E-Commerce Subscriptions -Expense Pd from SBA Loan*	1,987	44	44	52	25	34	49	34	34	34	34	34	2,405
Shopify Fee Payments	0	0	0	0	0	0	1	2		0	10	10	23
Net Total	-1,987	-44	-44	-52	-25	-34	-27	16	-34	-34	96	106	-2,063

Total Income	14,992	13,724	18,535	11,742	11,186	5,927	14,927	9,055	5,878	7,389	10,271	20,551	144,177
Total Expenses & COGS	19,557	9,572	14,152	14,397	11,485	10,796	8,181	9,449	8,888	7,395	9,602	11,707	135,182
Net Income	-4,565	4,152	4,383	-2,655	-299	-4,869	6,746	-394	-3,010	-6	669	8,844	8,995

**Notes:**

Advertising: Mt. Dora Chamber of Commerce membership \$355, Constant Contact \$216, printing, GoDaddy domain name for website \$17

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 Mtc: Jan. - shelf brackets, materials to make window display \$211, removed wall in April. Installed track lights in July.

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 in Other Income \$513.

Misc.: Women's Committee for Fine Arts Homes Tour ticket sales \$50

Other Income: Refund from insurance company for cancelled policy \$513

Professional Fees: \$515 CPA for tax prep

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, transparent and blue tape, toilet paper, bubble wrap. Aug: bubble wrap toner, paper towels, checks, deposit slips, deposit stamp, post-it notes

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

USPS Mailing Income: The amount customers pay for shipping. We use this money in Shopify to ship the items to customers.

## ARTISANS OTHER (PASSTHROUGH) INCOME/EXPENSE ACTUAL AND FORECAST 2022

BRA-VO FUNDRAISER	PRIOR YR HOLDOVER	ACTUAL												FORECAST		CURRENT YR HOLDOVER		
		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YEAR	YEAR			
BRA-VO																		
BRA-VO INCOME									920	20	3,974	3,361	1,195	9,470				
BRA-VO RELEASED TO EXPENSES																		
Bra-Vo Operating Expenses					125	89			318	502	150			1,184				
Bra-Vo Advertising								141	171					312				
Bra-Vo PayPal Fees											31			31				
TOTAL BRA-VO EXPENSES					125	89	141	489	502	181				1,313				
Bra-Vo - Kept by Artisans for Expenses					-125	-89	-141	-489	-502	-360				-1,512				
Bra-Vo - Released to Hospital for Donation													8,938	8,938				
Net Profit	14	0	0	0	-125	-89	-141	-489	-502					0				

SCHOLARSHIPS	ACTUAL												FORECAST		CURRENT YR HOLDOVER		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YEAR	YEAR			
MARILYN DODGE SCHOLARSHIP																	
Marilyn Dodge Scholarship Income from family	0			500										500			
Marilyn Dodge Scholarship Income from Artisans	500				500									500			
Marilyn Dodge Released for Distribution					-1,000									-1,000			
BALANCE OF MARILYN DODGE FUND	500	0	0	0	500	0	0	0	0	0	0	0	0	0			
LEE DODGE SCHOLARSHIP																	
Lee Dodge Scholarship Income				1,000										1,000			
Lee Dodge Scholarship Released for Distribution					-1,000									-1,000			
BALANCE OF LEE DODGE FUND		0	0	0	1,000	0	0	0	0	0	0	0	0	0			

LOANS	ACTUAL												FORECAST		CURRENT YR HOLDOVER		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YEAR	YEAR			
SBA EIDL LOAN (2)																	
SBA EIDL Loan Income	12,300													0			
SBA EIDL Loan Payment Interest and Principal		30	30	30	30	0	53	53	53	53	53	53	53	159			
TOTAL SBA EIDL LOAN PAID	12,300	30	30	30	30	0	53	53	53	53	53	53	53	159			

SALES TAX	ACTUAL												FORECAST		CURRENT YR HOLDOVER		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YEAR	YEAR			
SALES TAX EXPENSES																	
FL Dept. of Revenue Sales Tax		1,270	580	782	1,099	655	695	365	365	997	500	700	800	8,808			
Online Sales Tax Payable							2	4									
Online Sales Tax Discount							0										

- 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 and website renewal  
Bra-Vo Operating Expenses: include registration of the Bra-Vo trademark, City permit \$75, police officer for street event \$339

**Artisans of Mt. Dora**  
**Comparison of Ordinary Income & Expenses**  
**2021 and 2022 YTD**

	Jan - Sep 22	Jan - Sep 21	\$ Change	
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
Application Fees	550.00	50.00	500.00	
Associate Fees Income	8,775.00	9,035.50	-260.50	
Class Tuition	8,147.96	1,042.80	7,105.16	Did not have classes during most of 2021.
Consignor Fees Income	4,462.50	4,332.00	130.50	
Donation to Artisans	57.46	404.00	-346.54	
E-Newsletter Ads Income	80.00	50.00	30.00	
<b>Etsy Income</b>				
Etsy Refunds	0.00	0.00	0.00	
Etsy Sales	0.00	82.50	-82.50	
Etsy Shipping Income	0.00	33.10	-33.10	
<b>Total Etsy Income</b>	0.00	115.60	-115.60	
Grant Income	1,000.00	10,000.00	-9,000.00	\$10K from Lake County. \$1K from Lake Co. Art Alliance
In Store Sales Discounts	-687.49	-897.34	209.85	
Merchandise Sales In Store	85,175.31	55,636.66	29,538.65	
Merchandise Sales Online	103.07	0.00	103.07	
Miscellaneous Income	125.61	0.00	125.61	
Online Shipping Income	8.25	0.00	8.25	
Other income	512.77	326.67	186.10	
Shipping and Deliv. Discounts	-2.75	0.00	-2.75	
Shipping and Delivery Income	77.05	118.63	-41.58	
Shipping Discounts	0.00	-0.49	0.49	
USPS Mailing Income	7.75	0.00	7.75	
<b>Total Income</b>	108,392.49	80,214.03	28,178.46	
<b>Cost of Goods Sold</b>				
Associate - Payment to Artist	55,018.55	35,879.46	19,139.09	
Consignor - Payment to Artist	9,788.06	5,733.70	4,054.36	
Credit/Debit Card Processing	2,081.94	1,355.90	726.04	
Pay to Member Teachers	5,307.00	0.00	5,307.00	Did not have classes in 2021.
Pay to Non-Member Teachers	287.00	0.00	287.00	Did not have classes in 2021.
PayPal Fees for Artisans	0.00	49.40	-49.40	
Square Fees	4.61	0.00	4.61	
<b>Total COGS</b>	72,487.16	43,018.46	29,468.70	
<b>Gross Profit</b>	35,905.33	37,195.57	-1,290.24	
<b>Expense</b>				
Advertising and Promotion	841.13	637.48	203.65	
Bank Service Charges	-18.50	0.00	-18.50	
Charitable Cont. - Scholarship	500.00	500.00	0.00	
Computer Expenses	434.87	1,210.40	-775.53	
E-Commerce Subscriptions	2,303.17	0.00	2,303.17	Did not have E-Commerce in 2021.
<b>Education Program Expenses</b>				Did not have Education Program in 2021
Education Progam Advertising	18.04	195.48	-177.44	
Supplies	0.00	102.54	-102.54	
<b>Total Education Program Expenses</b>	18.04	298.02	-279.98	
<b>Etsy Shop Expenses</b>				Stopped Etsy in 2022
Etsy Listing Fees	0.00	39.00	-39.00	
Etsy Order Processing Fees	6.60	4.30	2.30	
Etsy Shipping Expense	0.00	23.47	-23.47	
Etsy Transaction Fees	0.00	35.13	-35.13	
<b>Total Etsy Shop Expenses</b>	6.60	101.90	-95.30	
Facilities Mtce.	506.10	1,198.90	-692.80	
Filing Fee	61.25	220.65	-159.40	
Improvement to Leased Space	0.00	10,271.10	-10,271.10	Cost to renovate current bldg.
Insurance Expense	3,390.71	1,404.00	1,986.71	Increase due to required ins. for current bldg.
Internet Service	441.00	98.00	343.00	
Janitorial Supplies	159.71	123.63	36.08	
Miscellaneous Expense	100.26	537.02	-436.76	
Office Supplies	1,839.50	1,125.70	713.80	
Phone Expense	208.98	837.03	-628.05	
Professional Fees	552.50	608.75	-56.25	
Reception Expense	58.21	67.60	-9.39	
Reconciliation Discrepancies	-6.97	9.39	-16.36	
<b>Rent Expense</b>				
Rent for Last Month of Tenancy	0.00	2,438.30	-2,438.30	Moved in July 2021
Rent Expense - Other	25,536.82	17,519.17	8,017.65	Rent now higher than in 2021
<b>Total Rent Expense</b>	25,536.82	19,957.47	5,579.35	
Security Deposit	0.00	2,289.48	-2,289.48	For current bldg.
Shopify Fees	2.99	0.00	2.99	
Taxes and License	355.00	28.00	327.00	
UPS Mailing Expense	0.00	58.47	-58.47	
USPS Mailing Expense	77.43	105.16	-27.73	
Utilities	1,945.89	652.46	1,293.43	
<b>Total Expense</b>	39,314.69	42,340.61	-3,025.92	
<b>Net Ordinary Income</b>	-3,409.36	-5,145.04	1,735.68	
<b>Net Income</b>	-3,409.36	-5,145.04	1,735.68	