Virginia-Highland Civic Association

STATEMENT OF FINANCIAL ACTIVITY (INCOME AND EXPENSE)

January - December 2014

	TOTAL			
	JAN - DEC 2014	JAN - DEC 2013 (PY)	CHANGE	% CHANGE
Income				
Communication Income	3,305.00	6,034.00	(2,729.00)	(45.23 %)
General Income	3,664.66	5,063.58	(1,398.92)	(27.63 %)
Home Tour Income				
Sponsors, Ads	33,100.00	33,725.00	(625.00)	(1.85 %)
Ticket Sales	26,689.95	21,616.05	5,073.90	23.47 %
Total Home Tour Income	**59,789.95**	**55,341.05**	**4,448.90**	**8.04 %**
Summerfest Income				
Artist Market Revenue	86,098.42	88,802.59	(2,704.17)	(3.05 %)
Beverage Revenue	100,261.44	80,506.09	19,755.35	24.54 %
Community Dinner & Movie	245.25		245.25	
KidsFest Revenue	1,225.00	875.00	350.00	40.00 %
Misc & Parking Income	1,895.00	10,487.00	(8,592.00)	(81.93 %)
Retail Sales	7,817.00		7,817.00	
Road Races Income	44,036.00	45,162.00	(1,126.00)	(2.49 %)
Sponsorships	121,294.41	122,900.00	(1,605.59)	(1.31 %)
Total Summerfest Income	**362,872.52**	**348,732.68**	**14,139.84**	**4.05 %**
Total Income	**$429,632.13**	**$415,171.31**	**$14,460.82**	**3.48 %**
Gross Profit	**$429,632.13**	**$415,171.31**	**$14,460.82**	**3.48 %**
Expenses				
Administration	2,218.61	2,562.50	(343.89)	(13.42 %)
Accounting	7,216.43	7,052.50	163.93	2.32 %
Insurance	6,514.44	6,439.44	75.00	1.16 %
Interest Expense	15,320.44	19,209.38	(3,888.94)	(20.25 %)
Tax Payment	81.00		81.00	
Total Administration	**31,350.92**	**35,263.82**	**(3,912.90)**	**(11.10 %)**
Amortization Expense	1,140.00	1,140.00	0.00	0.00 %
Communications Committee	1,361.58	994.55	367.03	36.90 %
Grants/Donations	20,100.00	15,000.00	5,100.00	34.00 %
Home Tour Expenses				
Advertising	2,538.01	1,411.12	1,126.89	79.86 %
Insurance	1,060.00	1,060.00	0.00	0.00 %
Operations	829.07	293.95	535.12	182.04 %
Printing/Artwork	12,019.96	2,042.50	9,977.46	488.49 %
Volunteer Party	297.48	188.61	108.87	57.72 %
Total Home Tour Expenses	**16,744.52**	**4,996.18**	**11,748.34**	**235.15 %**
Parks Committee				
General	2,413.90	1,242.95	1,170.95	94.21 %
John Howell	1,659.24	10,365.81	(8,706.57)	(83.99 %)
N. Highland Park	5,755.36	3,497.18	2,258.18	64.57 %
Orme Park		13.63	(13.63)	(100.00 %)
Triangle Park	2,576.89	350.89	2,226.00	634.39 %

Utilities - Electricity		1,214.65	(1,214.65)	(100.00 %)
Total Parks Committee	**12,405.39**	**16,685.11**	**(4,279.72)**	**(25.65 %)**
Planning Committee		165.54	(165.54)	(100.00 %)
Consulting & Research	37,887.40	25,331.25	12,556.15	49.57 %
History & Preservation		2,300.00	(2,300.00)	(100.00 %)
Total Planning Committee	**37,887.40**	**27,796.79**	**10,090.61**	**36.30 %**
Public Safety Committee	1,482.96	9,869.01	(8,386.05)	(84.97 %)
Summerfest Expenses				
Advertising & PR	14,325.00	9,673.54	4,651.46	48.08 %
Artist Market Expenses	291.57		291.57	
Artist Awards	3,094.00	2,000.00	1,094.00	54.70 %
Director	17,274.67	18,723.24	(1,448.57)	(7.74 %)
Juror Fees	1,100.00	1,200.00	(100.00)	(8.33 %)
Tags / Cards / Awards, etc	291.19	1,591.72	(1,300.53)	(81.71 %)
Total Artist Market Expenses	**22,051.43**	**23,514.96**	**(1,463.53)**	**(6.22 %)**
Community Dinner	6,204.06	6,371.59	(167.53)	(2.63 %)
KidsFest Expenses	1,900.00	2,422.41	(522.41)	(21.57 %)
Music	55,419.65	47,336.62	8,083.03	17.08 %
Operations	18,540.00	9,583.65	8,956.35	93.45 %
City of Atlanta Fees		3,100.00	(3,100.00)	(100.00 %)
Insurance	5,676.00	5,676.00	0.00	0.00 %
Parking	810.00	13.50	796.50	5,900.00 %
Staff T-shirts	1,999.40	3,840.00	(1,840.60)	(47.93 %)
Supplies	454.90	1,544.79	(1,089.89)	(70.55 %)
Total Operations	**27,480.30**	**23,757.94**	**3,722.36**	**15.67 %**
Retail Expense	13,711.51	12,469.92	1,241.59	9.96 %
Road Races Expenses				
Commission		375.00	(375.00)	(100.00 %)
Contractor	3,427.50	3,575.00	(147.50)	(4.13 %)
Director	3,000.00	3,000.00	0.00	0.00 %
Road Race Operations	140.00		140.00	
Supplies	1,091.66	1,267.71	(176.05)	(13.89 %)
Tot Trot	854.71	106.80	747.91	700.29 %
Total Road Races Expenses	**8,513.87**	**8,324.51**	**189.36**	**2.27 %**
Security	27,073.00	26,805.00	268.00	1.00 %
Services (Bike Valet, Videographer)	550.00	350.00	200.00	57.14 %
Sponsorship Commission	22,600.00	33,200.00	(10,600.00)	(31.93 %)
Total Summerfest Expenses	**199,828.82**	**194,226.49**	**5,602.33**	**2.88 %**
Total Expenses	**$322,301.59**	**$305,971.95**	**$16,329.64**	**5.34 %**
Net Operating Income	**$107,330.54**	**$109,199.36**	**$ (1,868.82)**	**(1.71 %)**
Net Income	**$107,330.54**	**$109,199.36**	**$ (1,868.82)**	**(1.71 %)**

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