

Virginia-Highland Civic Association
STATEMENT OF FINANCIAL ACTIVITY (INCOME AND EXPENSE)
 January - December 2015

	TOTAL			
	JAN - DEC 2015	JAN - DEC 2014 (PY)	CHANGE	% CHANGE
Income				
Communication Income	3,933.21	3,305.00	628.21	19.01 %
General Income	35,441.39	3,664.66	31,776.73	867.11 %
Home Tour Income				
Sponsors, Ads	39,570.70	33,100.00	6,470.70	19.55 %
Ticket Sales	32,683.91	26,689.95	5,993.96	22.46 %
Total Home Tour Income	72,254.61	59,789.95	12,464.66	20.85 %
Summerfest Income				
Artist Market Revenue	81,354.72	86,098.42	(4,743.70)	(5.51 %)
Beverage Revenue	57,984.50	100,261.44	(42,276.94)	(42.17 %)
Community Dinner & Movie	47.78	245.25	(197.47)	(80.52 %)
KidsFest Revenue	4,235.10	1,225.00	3,010.10	245.72 %
Misc & Parking Income	(244.00)	1,895.00	(2,139.00)	(112.88 %)
Retail Sales	5,030.45	7,817.00	(2,786.55)	(35.65 %)
Road Races Income	34,058.00	44,036.00	(9,978.00)	(22.66 %)
Sponsorships	127,245.40	121,294.41	5,950.99	4.91 %
Neighborhood Partner	7,456.20		7,456.20	
Total Sponsorships	134,701.60	121,294.41	13,407.19	11.05 %
Total Summerfest Income	317,168.15	362,872.52	(45,704.37)	(12.60 %)
Total Income	\$428,797.36	\$429,632.13	\$ (834.77)	(0.19 %)
Gross Profit	\$428,797.36	\$429,632.13	\$ (834.77)	(0.19 %)
Expenses				
Administration	2,569.73	2,218.61	351.12	15.83 %
Accounting	6,445.00	7,216.43	(771.43)	(10.69 %)
Insurance	6,269.49	6,514.44	(244.95)	(3.76 %)
Interest Expense	11,900.89	15,320.44	(3,419.55)	(22.32 %)
Tax Payment		81.00	(81.00)	(100.00 %)
Total Administration	27,185.11	31,350.92	(4,165.81)	(13.29 %)
Amortization Expense	1,140.00	1,140.00	0.00	0.00 %
Communications Committee	790.00	1,361.58	(571.58)	(41.98 %)
Grants/Donations	27,400.00	20,100.00	7,300.00	36.32 %
Home Tour Expenses				
Advertising	4,771.89	2,538.01	2,233.88	88.02 %
Insurance	1,117.94	1,060.00	57.94	5.47 %
Operations	2,653.95	829.07	1,824.88	220.11 %
Printing/Artwork	5,402.90	12,019.96	(6,617.06)	(55.05 %)
Volunteer Party		297.48	(297.48)	(100.00 %)
Total Home Tour Expenses	13,946.68	16,744.52	(2,797.84)	(16.71 %)
Parks Committee				
General	1,444.68	2,413.90	(969.22)	(40.15 %)
John Howell	9,698.99	1,659.24	8,039.75	484.54 %
N. Highland Park	7,858.46	5,755.36	2,103.10	36.54 %

Orme Park	843.96		843.96	
Triangle Park	485.74	2,576.89	(2,091.15)	(81.15 %)
Total Parks Committee	20,331.83	12,405.39	7,926.44	63.90 %
Planning Committee				
Consulting & Research	45,762.72	37,887.40	7,875.32	20.79 %
Total Planning Committee	45,762.72	37,887.40	7,875.32	20.79 %
Public Safety Committee	523.93	1,482.96	(959.03)	(64.67 %)
Summerfest Expenses				
Advertising & PR	11,943.52	14,325.00	(2,381.48)	(16.62 %)
Artist Market Expenses		291.57	(291.57)	(100.00 %)
Artist Awards	3,073.64	3,094.00	(20.36)	(0.66 %)
Director	15,692.95	17,274.67	(1,581.72)	(9.16 %)
Juror Fees	1,200.00	1,100.00	100.00	9.09 %
Tags / Cards / Awards, etc		291.19	(291.19)	(100.00 %)
Total Artist Market Expenses	19,966.59	22,051.43	(2,084.84)	(9.45 %)
Community Dinner	14,391.52	6,204.06	8,187.46	131.97 %
KidsFest Expenses	1,500.00	1,900.00	(400.00)	(21.05 %)
Music	50,129.58	55,419.65	(5,290.07)	(9.55 %)
Operations		18,540.00	(18,540.00)	(100.00 %)
City of Atlanta Fees	3,000.00		3,000.00	
Golf Carts	3,420.00		3,420.00	
Insurance	5,911.01	5,676.00	235.01	4.14 %
Parking		810.00	(810.00)	(100.00 %)
Portalets	3,180.00		3,180.00	
Staff T-shirts	1,894.10	1,999.40	(105.30)	(5.27 %)
Supplies	321.23	454.90	(133.67)	(29.38 %)
Total Operations	17,726.34	27,480.30	(9,753.96)	(35.49 %)
Retail Expense	3,344.90	13,711.51	(10,366.61)	(75.61 %)
Road Races Expenses				
Contractor	2,745.00	3,427.50	(682.50)	(19.91 %)
Director	3,000.00	3,000.00	0.00	0.00 %
Road Race Operations	7,842.36	140.00	7,702.36	5,501.69 %
Supplies		1,091.66	(1,091.66)	(100.00 %)
Tot Trot	1,123.00	854.71	268.29	31.39 %
Total Road Races Expenses	14,710.36	8,513.87	6,196.49	72.78 %
Security	27,263.00	27,073.00	190.00	0.70 %
Services (Bike Valet, Videographer)	1,400.00	550.00	850.00	154.55 %
Sponsorship Commission	25,210.00	22,600.00	2,610.00	11.55 %
Total Summerfest Expenses	187,585.81	199,828.82	(12,243.01)	(6.13 %)
Total Expenses	\$324,666.08	\$322,301.59	\$2,364.49	0.73 %
Net Operating Income	\$104,131.28	\$107,330.54	\$ (3,199.26)	(2.98 %)
Net Income	\$104,131.28	\$107,330.54	\$ (3,199.26)	(2.98 %)

Wednesday, Mar 30, 2016 06:32:10 PM PDT GMT-4 - Cash Basis